



APP REDESIGN

크린토피아

스마트문화앱 UX 설계

작업 기간

2023. 03 03 - 07

작업 기여도

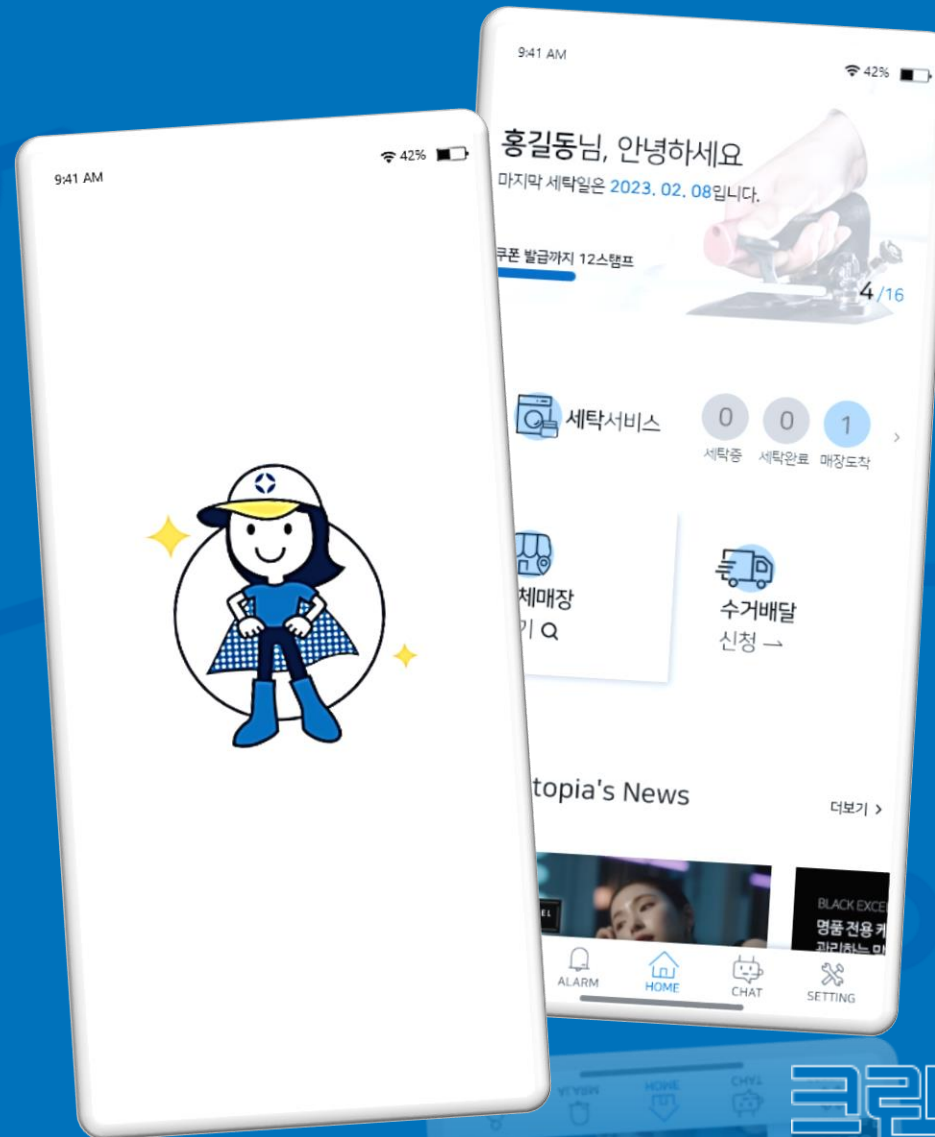
개인작업

작업 Tools

Adobe XD /

Adobe Photoshop /

Adobe Illustrator



크린토피아

1_프로젝트 개요

크린토피아는 세탁과 의류 관리를 하는 세탁업계 1위 기업으로 가장 많은 사용자를 보유하고 있습니다. 최근 창립 31주년을 맞아 브랜드 리뉴얼을 통해 젊은 소비자에게 한발짝 다가가기 위한 노력을 하고 있습니다.

하지만 앱은 아직 구 버전을 유지하고 있어, 젊은 소비자에게 맞는 UX로 리디자인을 진행하려 합니다.

Target

기존의 고객층이 주부에서 젊은 자취생으로 옮겨짐에 따라 20대 - 40대와 1인 가구를 타겟팅



MBN [2023년 새로워진 크린토피아가 찾아옵니다]

<https://mnb.moneys.co.kr/mnbview.php?no=2023011005564568607&ref=https%3A%2F%2Fsearch.naver.com>

소비자 평가 ['세탁 편의점' 크린토피아의 장수 비결]

<http://www.iconsumer.or.kr/news/articleView.html?idxno=23787>

2_프로젝트 콘셉트

Keyword

깨끗한

젊은

편리한

Font

나눔 스퀘어 Regular

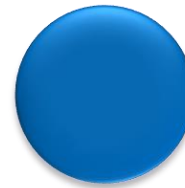
나눔 스퀘어 Bold

나눔 스퀘어 Light

Icon



Color



#0168B5

R 1
G 104
B 181



#CDE7FB

R 205
G 231
B 251



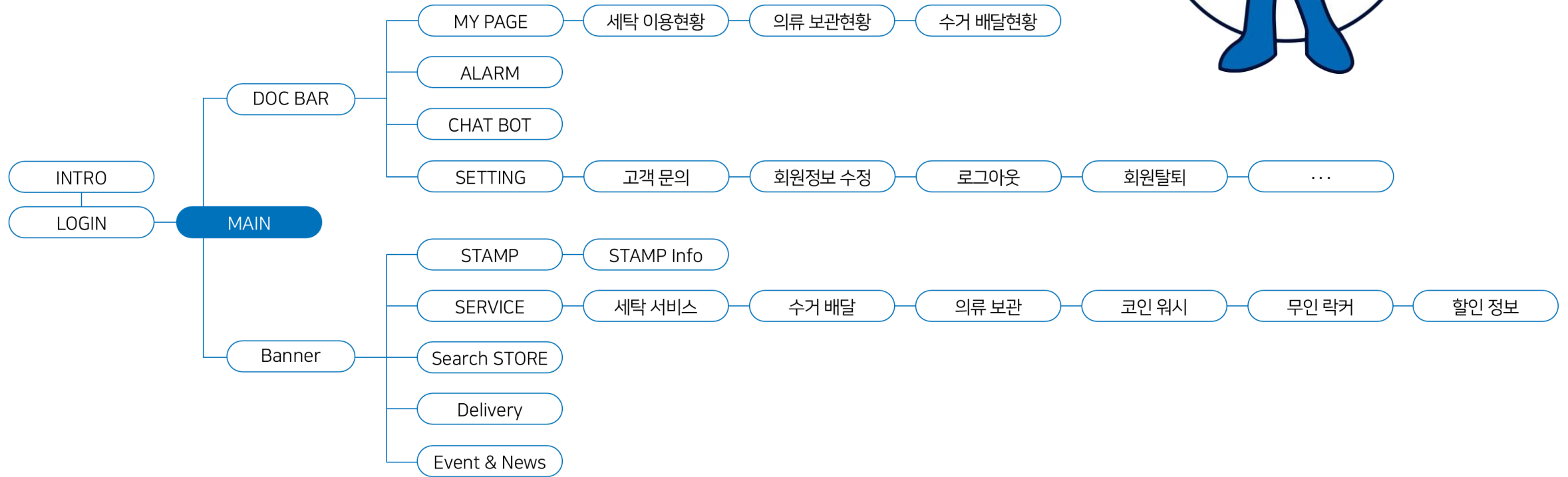
#FFDC4E

R 255
G 220
B 78

3_사용성



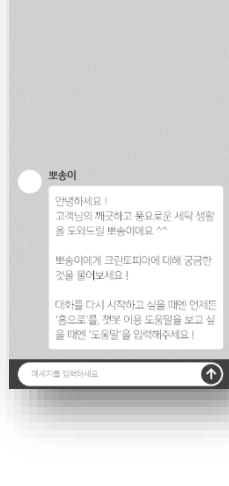
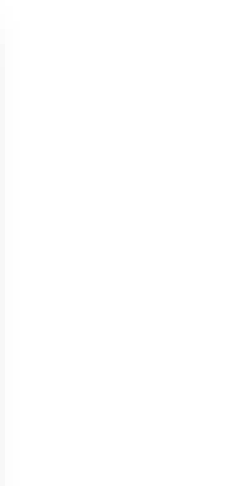
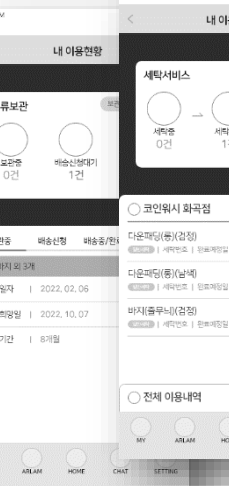
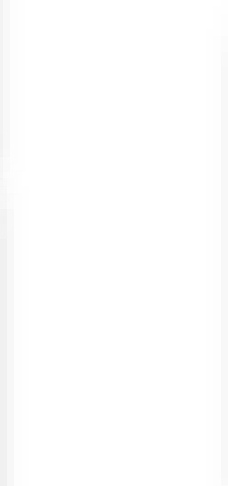
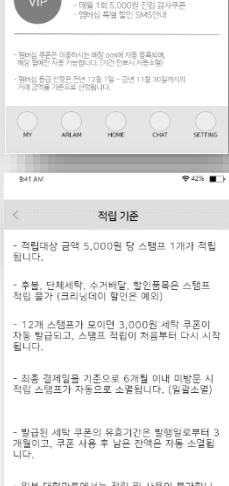
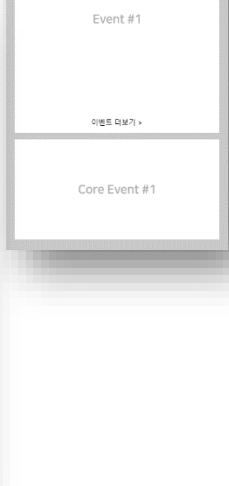
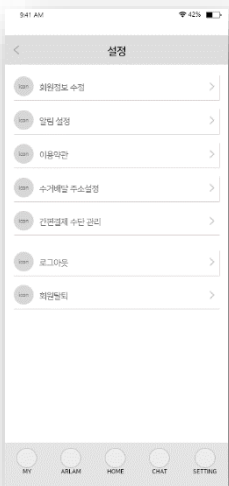
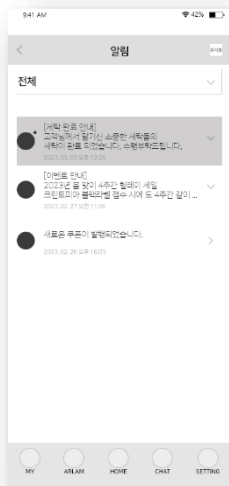
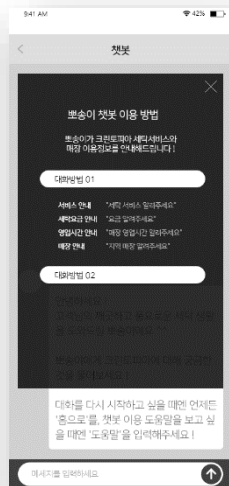
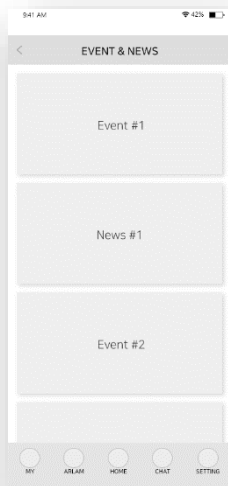
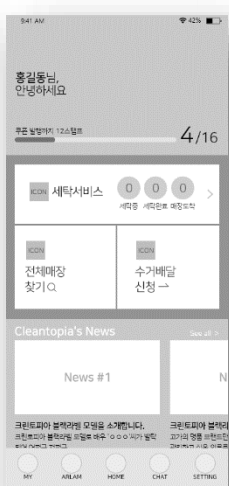
4_정보구조설계



5_와이어프레임

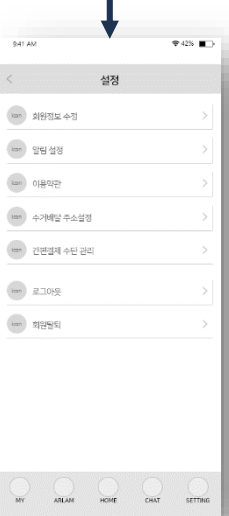
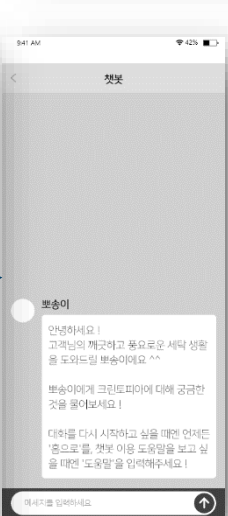
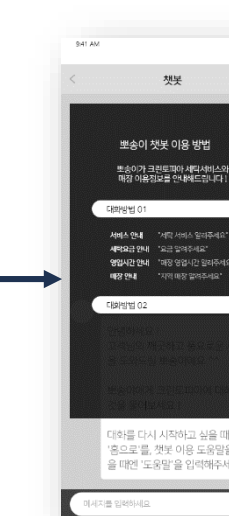
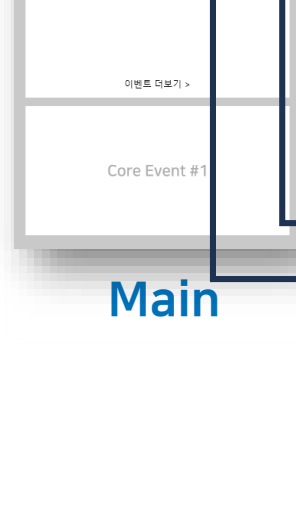
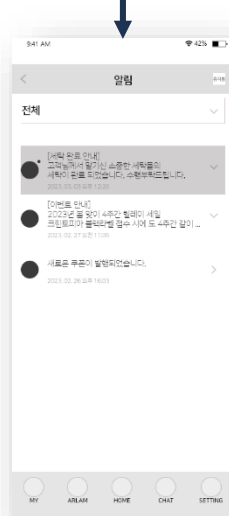
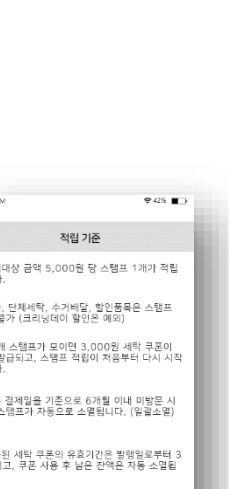
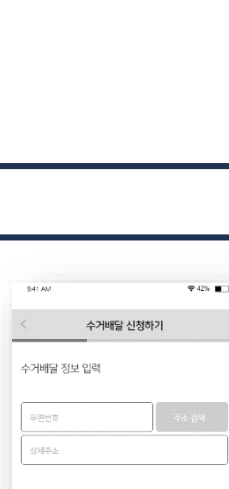
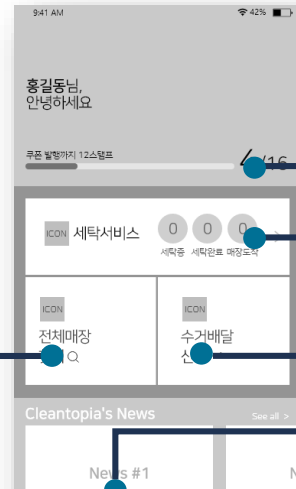
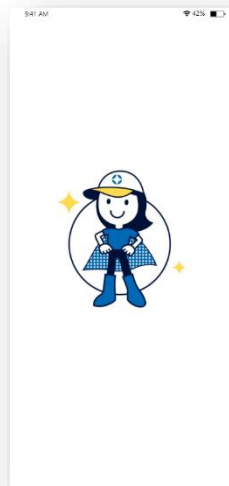
Intro

Main



6_워크 플로우 전체

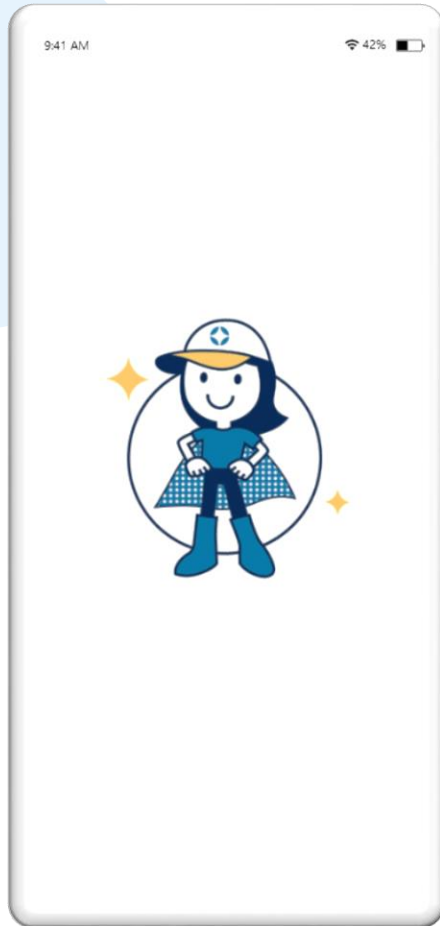
Intro



Main

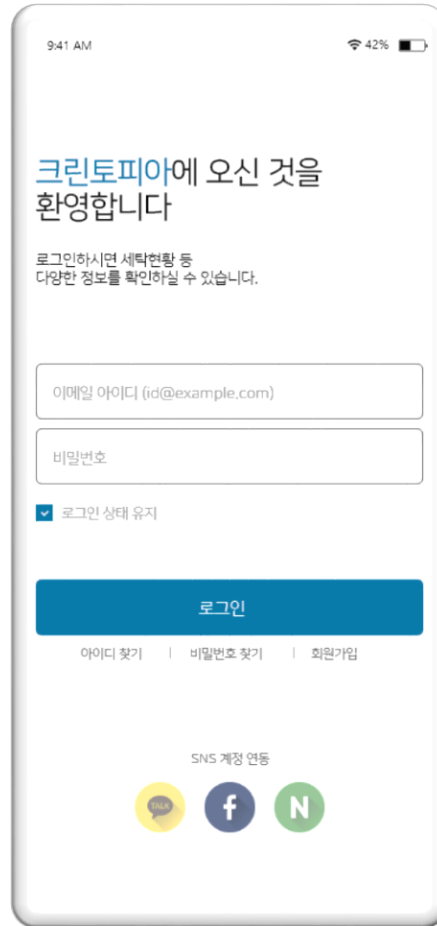
7_디자인 시안

Start



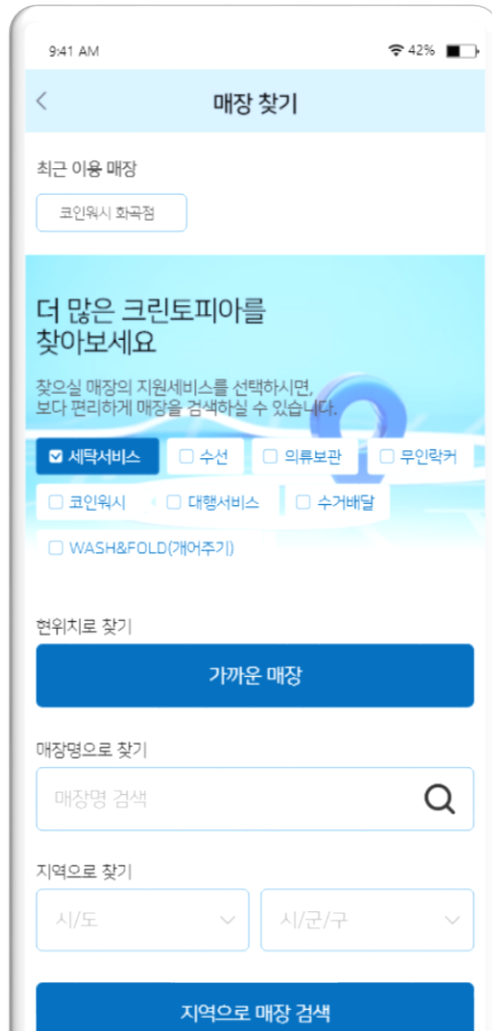
Login

이메일과 비밀번호를 입력하면 Main 페이지로 이동



7_디자인 시안

서비스 항목별로
오프라인 매장 검색



Main

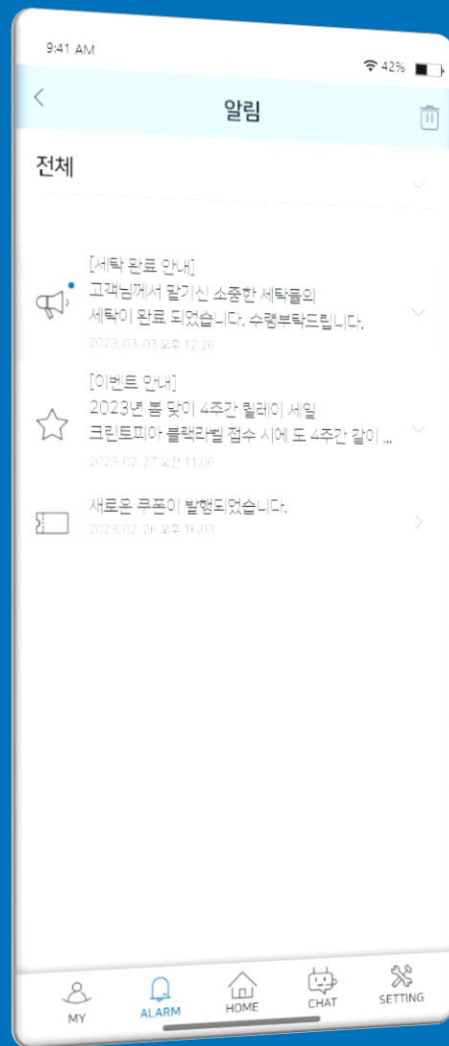


이벤트&뉴스 리스트로 이동

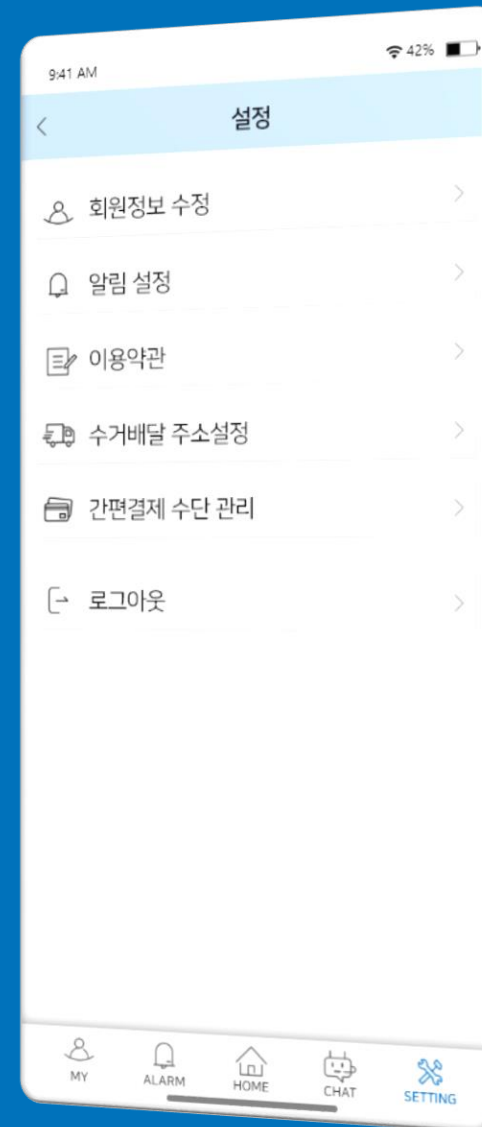
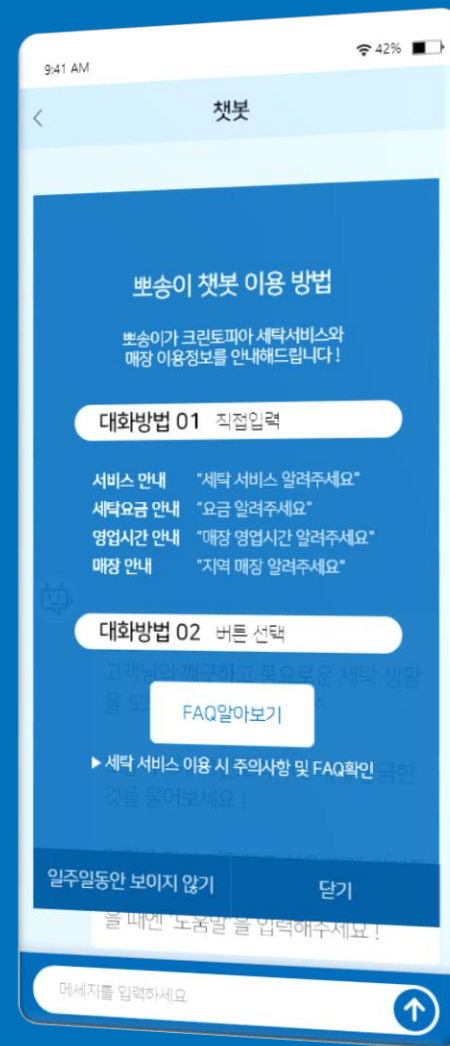
앱의 가장 핵심적인 기능으로
세탁과 관련된 다양한 서비스 안내

수거 배달 신청 서비스

7_디자인 시안



DOC BAR를 이용해
주요 기능 페이지로
빠르게 이동



감사합니다

크린토피아

스마트문화업 UX 설계

