



CLEANO



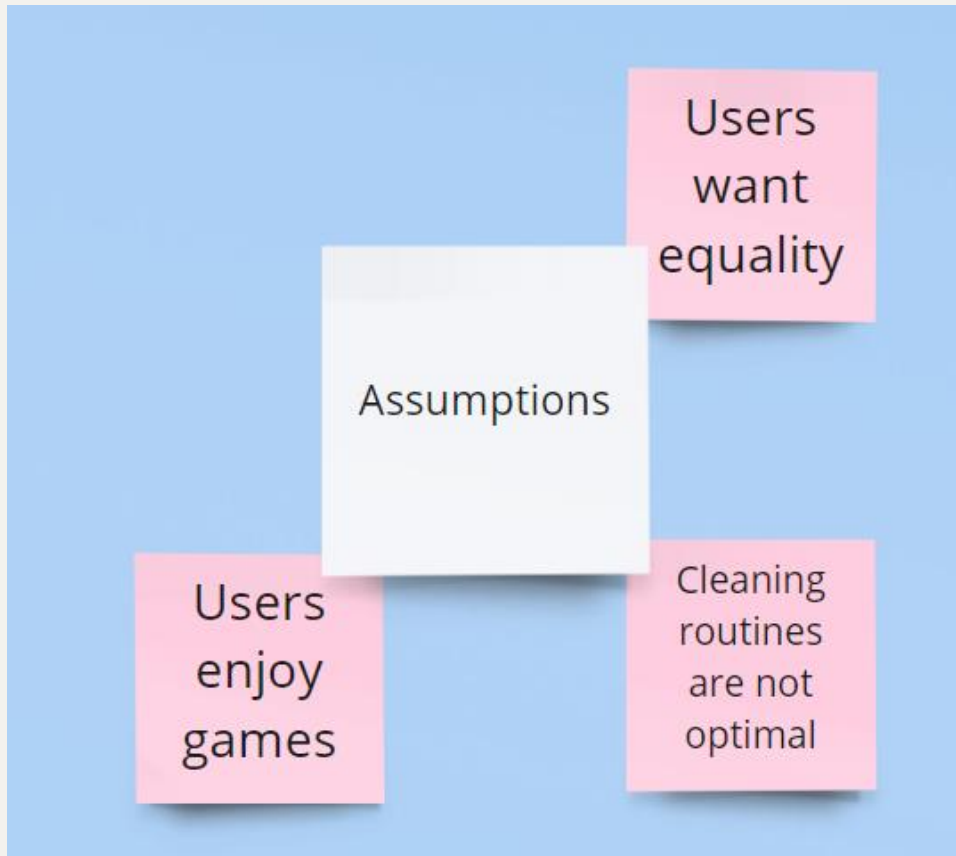
Jon Olsson





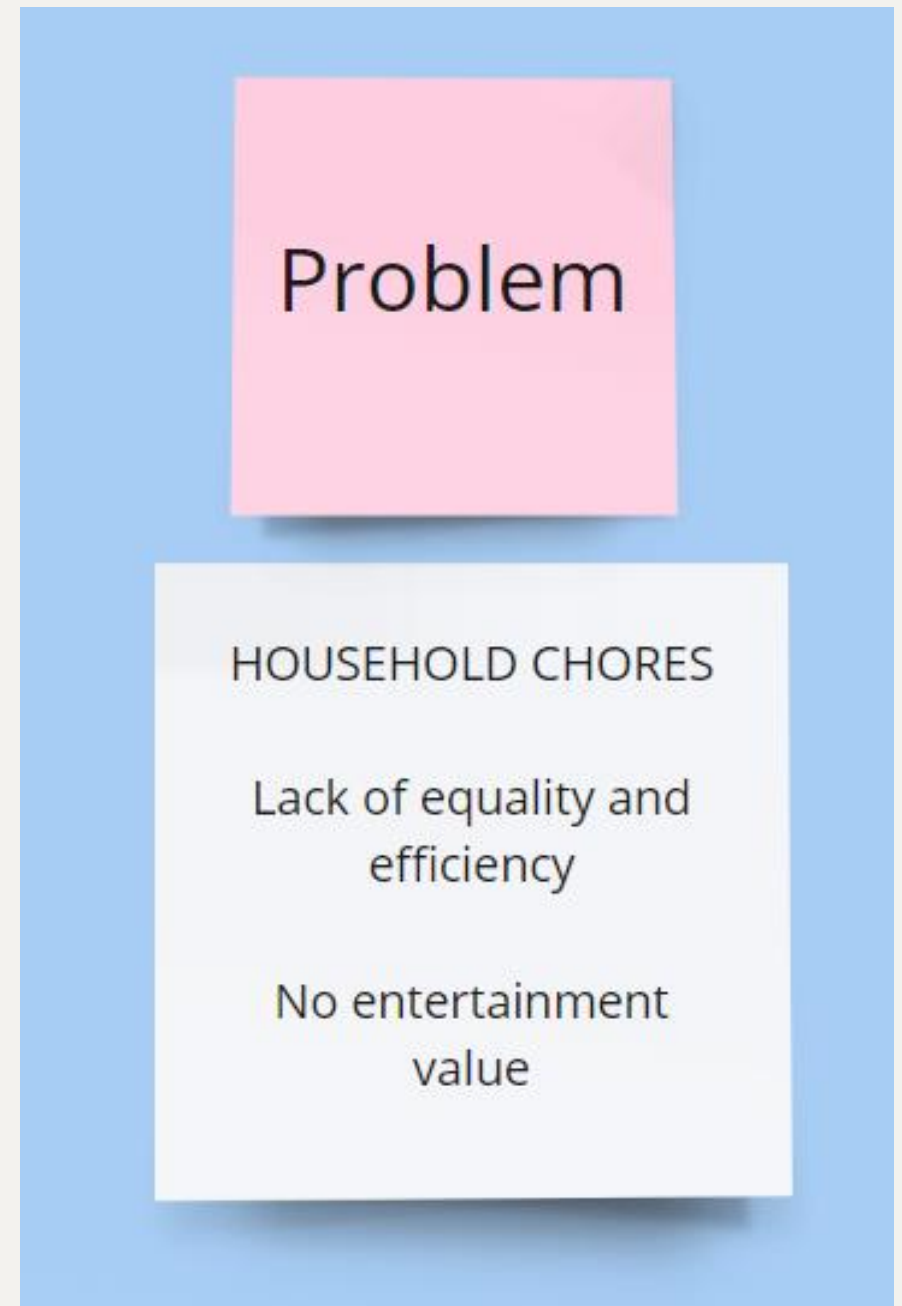
Act 1 - Emphathize





Goals

- Increased willingness to clean
- Equality
- Entertainment value



Research articles

- <https://www.nbcnews.com/better/lifestyle/chore-war-how-stop-fighting-about-housework-get-cleaning-done-ncna1039916>
- <https://www.womanandhome.com/life/the-chores-that-cause-the-most-arguments-between-couples-are-finally-revealed/>
- <https://www.goodhousekeeping.com/uk/lifestyle/a32333390/housework-division-expert-advice/>



What can go wrong?

- Not applicable in real life
- Cause of arguments
- Users refuse to do assigned chores





Act 2 - Define



User persona

Persona



Malin

41
years

Married
with
children

Reasons to use our product

Tied to
allowance

Household
equality

Family
activity

Avoid
conflict

Reasons to buy our product

Unlock
more
games

Larger
households

Personality

Argumentative

Competative

Undisciplined

Interests

Piano

Flowers

Dinner
parties

Skills

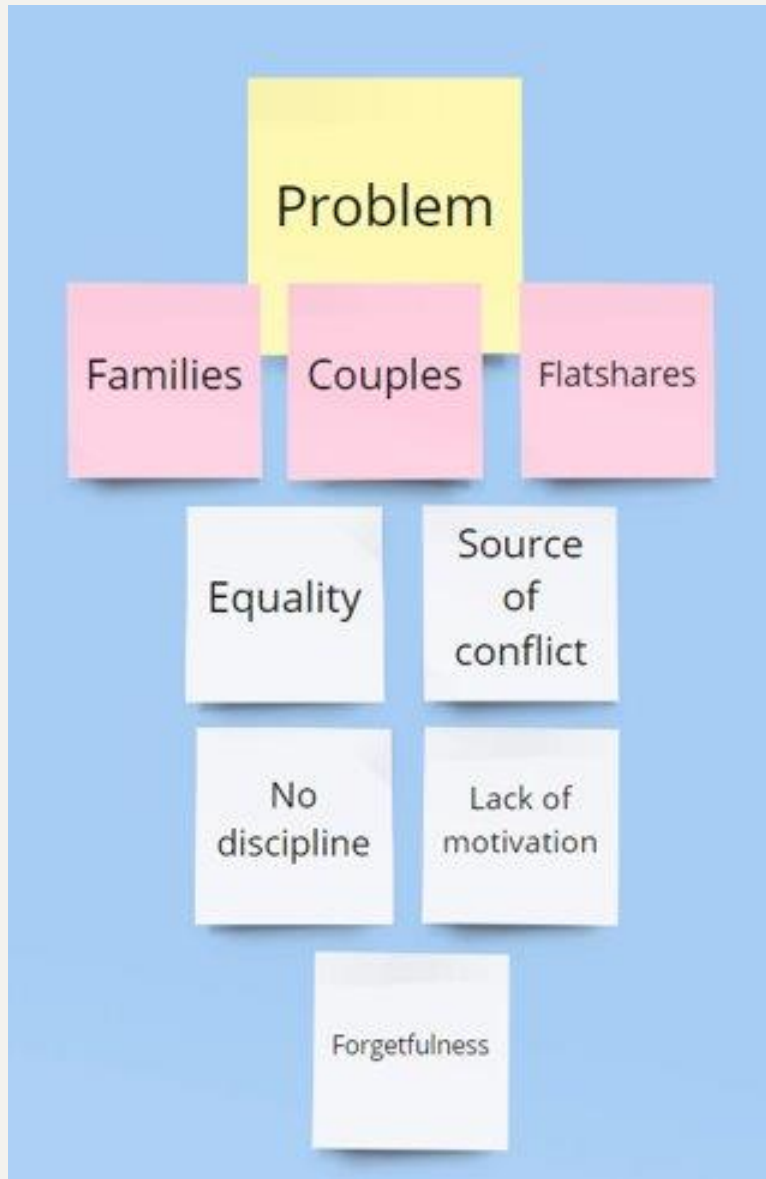
Communicative

Organizer

Profession

Pharmacist





Needs

- Suitable to all ages
- Meditatory purpose



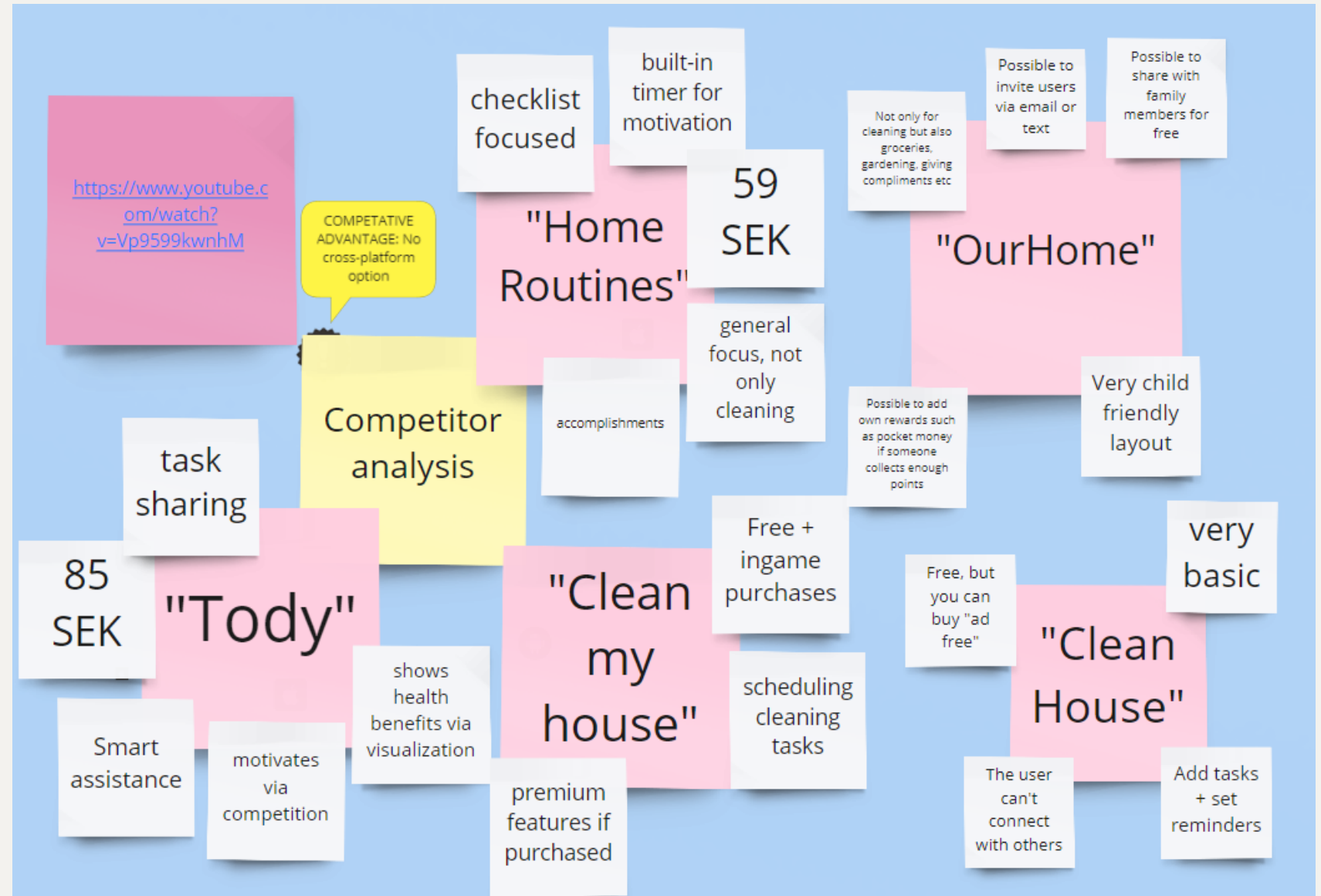


Act 3 - Ideate

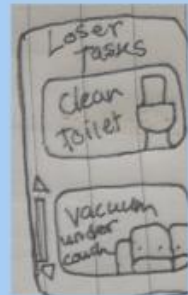
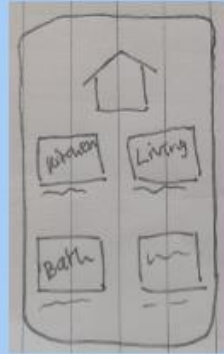
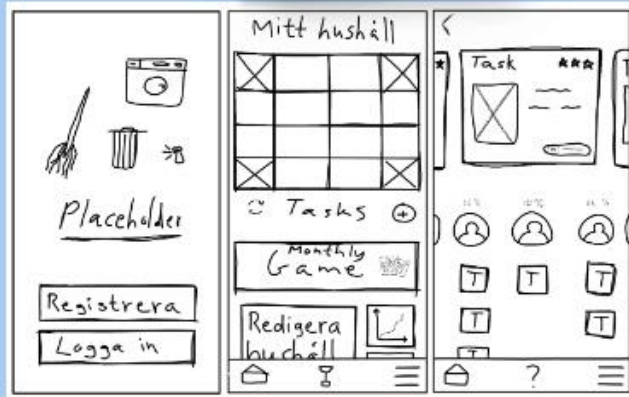


Research

- Competative
- Feature
- Pricing
- Advantages



Sketch



Features.

Early concept.

Games

App

Monthly

Task
rating

Own
rewards

Points
as
currency

Zones

Task
completion
vouching

Decides
task
assignment

competit
ion/shari
ng tasks



Design choices

- Title + icons (age range)
- Swipe motions (gaming)

User
friendly
navigation

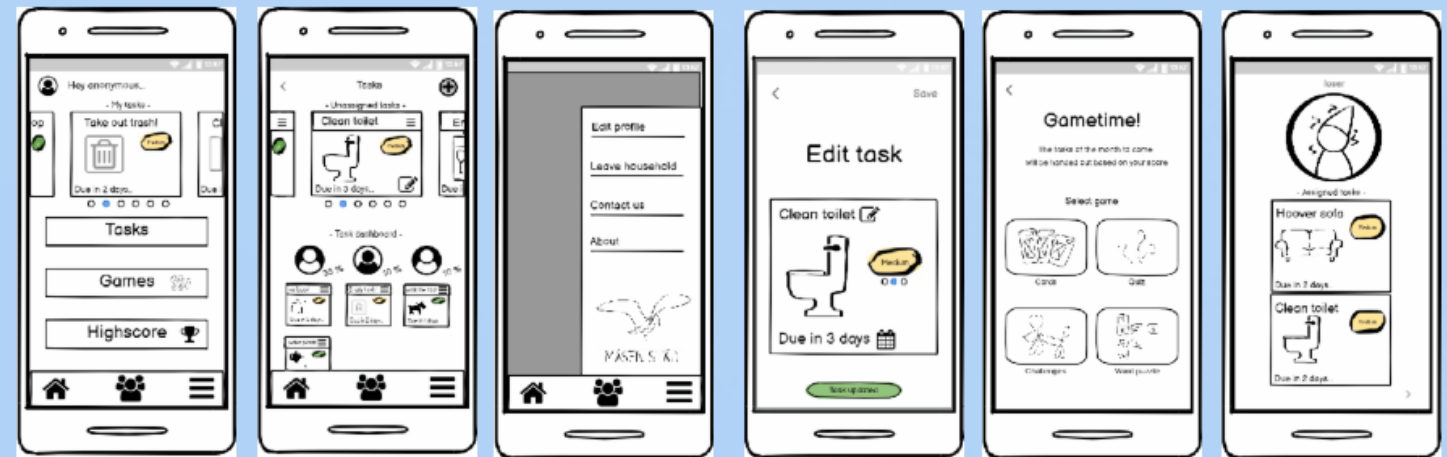
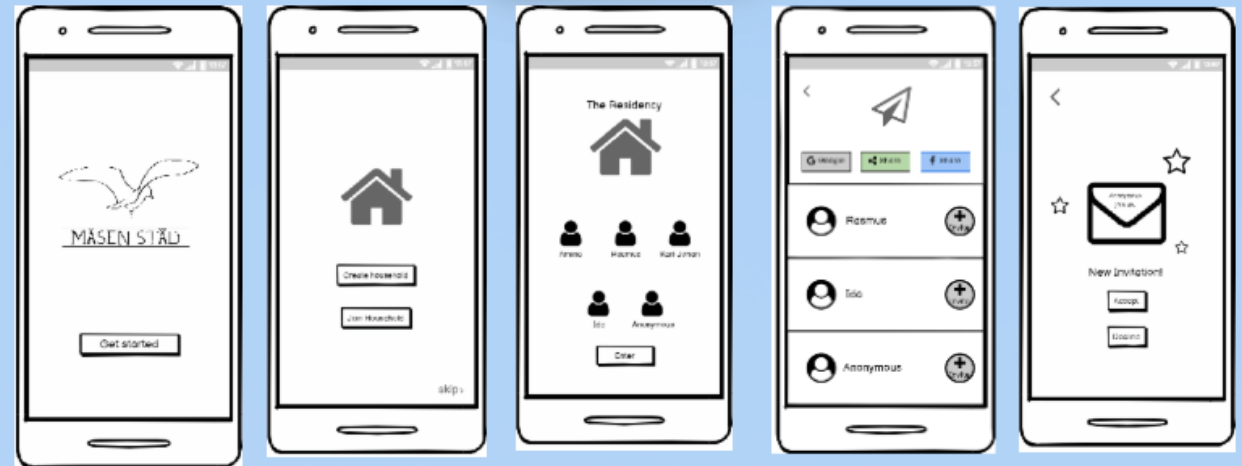
Game
feeling

Focus
areas

Soft
colors

Humor

Wireframe






Act 4 - Prototype



Sign in / Household creation / join household / Invite

3 12:30




CLEANO


Email address:

Password:

Log inRegister

3 12:30



 Anonymous




Create householdJoin household

Welcome Anonymous

3 12:30

  Anonymous



Invitations:


The Residence


AcceptDecline




Adams family


AcceptDecline

3 12:30

 Anonymous







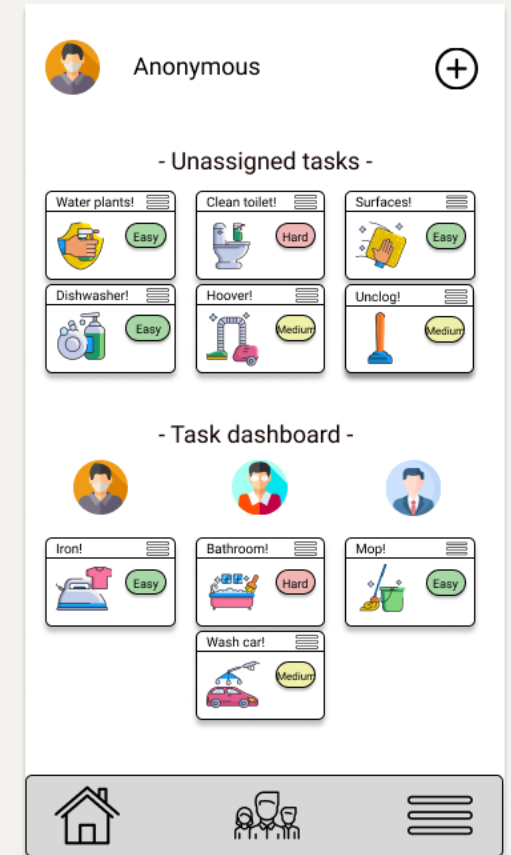
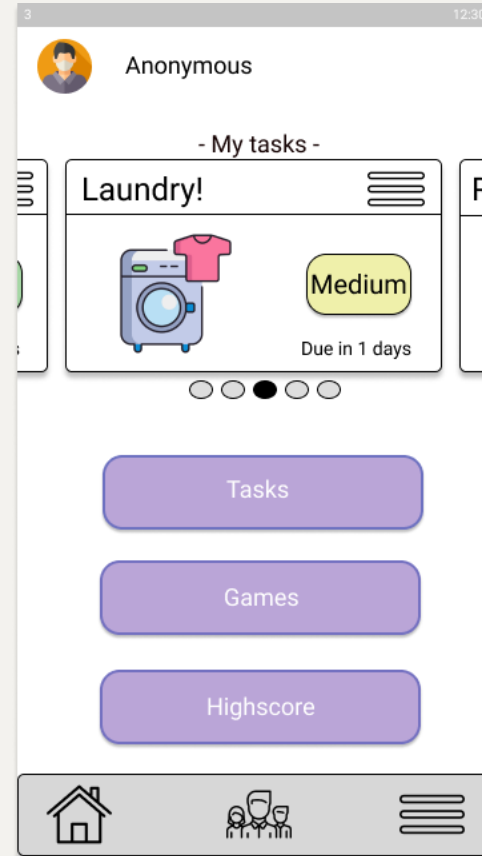
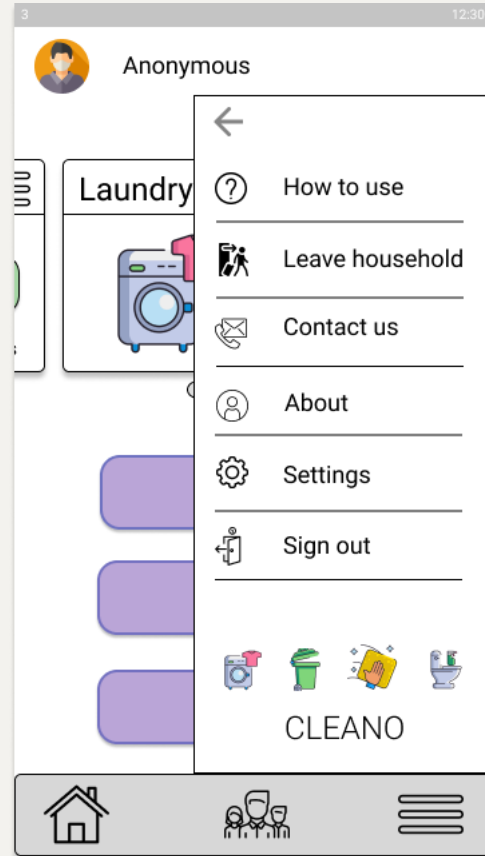
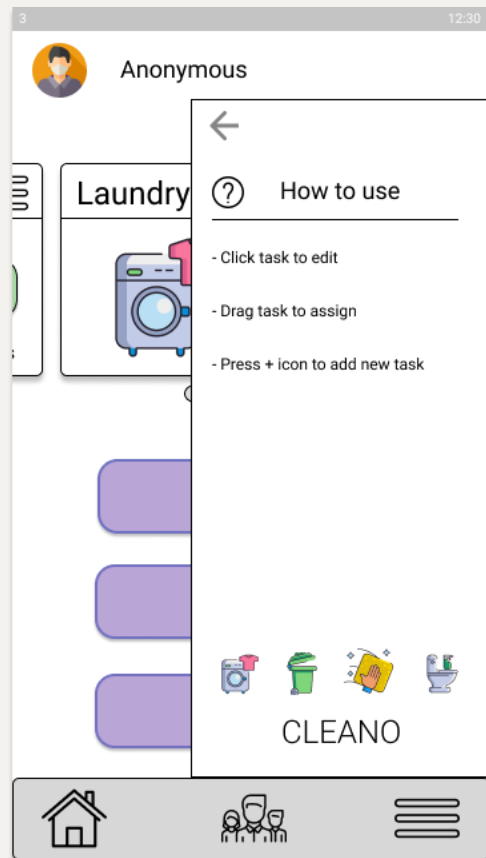
Enter house

Send invitations

Vader joined household



How to use / Menu / Home page / Tasks overview



Create task / Games overview / Winner page / Loser page

3

12:30

Create task

Easy

Medium

Hard

Title:

Description

Due in:

Save

3

12:30

Game time!

Play a game to determine the distribution of tasks.

Battle

Puzzle

Party

Cards

3

12:30

Congratulation!
You won.

Anonymous

300

2

Vader

295

3

Emperor

287

- Assigned tasks -

Water plants!

Easy

Surfaces!

Easy

Continue

3

12:30

Better luck next time.
You lost.

Emperor

300

2

Vader

295

3

Anonymous

287

- Assigned tasks -

Clean toilet!

Hard

Windows!

Medium

Continue





Act 5 - Test



TESTING

Interview 'Lina'

Osäker på grafen
Unsure about graph

Större titlar pga färgval
Bigger titles due to choice of color

Knappar har stark färg
Buttons have strong color

"Titlarna försvinner"
"Headlines disappear"

"Syftet är en klimatapp"
"Purposes is a climate app"

"Vad står dagar och veckor för?"
"What does days and weeks represent?"

"Förstår inte tre översta symbolerna under skapa utmaning"
"Don't understand symbols under create challenge"

"Naturligt vill jag klicka i boxen, inte på dagen"
"Inclined to click box, not day"

"Ej nödvändigt att blura lördag och söndag när läs finns"
"Not necessary to blur Saturday and Sunday when there is a lock icon"

"Så lägger man in vad man ätit. Förstår"
"That's how you add what you have eaten, Got it."

"Popup klara uppdrag försvinner för fort"
"Popup for challenge achieved disappears too quickly"

"Inte så mycket instruktioner"
"Not many user instructions"

Vill se egen statistik
Would like to see user statistics

Lila fungerar bättre på skapa utmaning sidan
Purple as a color works better on create challenges page

"Pil är samma som utmaningar"
"Arrow equals challenges"

"Tydligt med + och - tecken"
Clear purpose using + and - icons

Test person 1

- Female, 30-35
- Lives with partner
- Takes on most chores
- Previous flatshares

DEBRIEF

Exempel utmaning:
Minska plastanvändning
Example challenges:
Use less plastic

Saknas:
Instruktioner, egna mål
Missing instructions, own challenges

Tänka sig använda: JA
Would use: YES

Rekommendera: JA
Would recommend: YES

Se ens klimatbidrag
See own climate contribution

Att man uppnår något
Achieving something

Motiverande:
Motivating:

Kategorier relevanta: JA
Relevant categories: YES

Saknas: Inga
Missing: Nothing

Grön titel
Green title

Levels

Interview 'Fanny'

TESTING

"Bostad och
bostad 2?"

"Household and
household 2?"

Oklar font

Unclear
font

+ och - tecken i
fel ordning

+ and - icons
reversed

"Appen grundar
sig på
utmaningar"

"Main purpose of
app is challenges"

"Funktion för
streckkoder"

"Feature for
bar codes"

Nyheter stjäls
fokus

News steal
focus

"Bra med lås"

"Good with
lock"

"Kan jag klicka
någon merstans"

"Can I click
anywhere else"

"Är data för
utmaningar?"

"Is data used for
challenges?"

Gillade
poängsystem och
screen

Liked point system
and screen
overview"

"jättenajs"

"Very nice"

Vart klickar jag för
att mata in data för
en dag?

Where to I enter
data for a specific
day?"

"Mindre
politiskt"

"Less political"

"Formulera
greta/trump på
annat sätt"

Reformulate
Greta/Trump
analogy"

Test person 2

- Female, 20-25
- Lives at home
- Not interested in chores
- Never lived alone

DEBRIEF

Exempel
utmaning: Ingen

Example
challenges:
None

Saknas: Inget

Missing:
Nothing

Tänka sig
använda: JA

Would use:
YES

Rekommendera:
JA

Would
recommend: YES

Motiverande:

Motivating:

Poängsystem
Point system

Allt
Everything

Kategorier
relevanta: JA

Relevant
categories: YES

Saknas: Inga

Missing:
Nothing

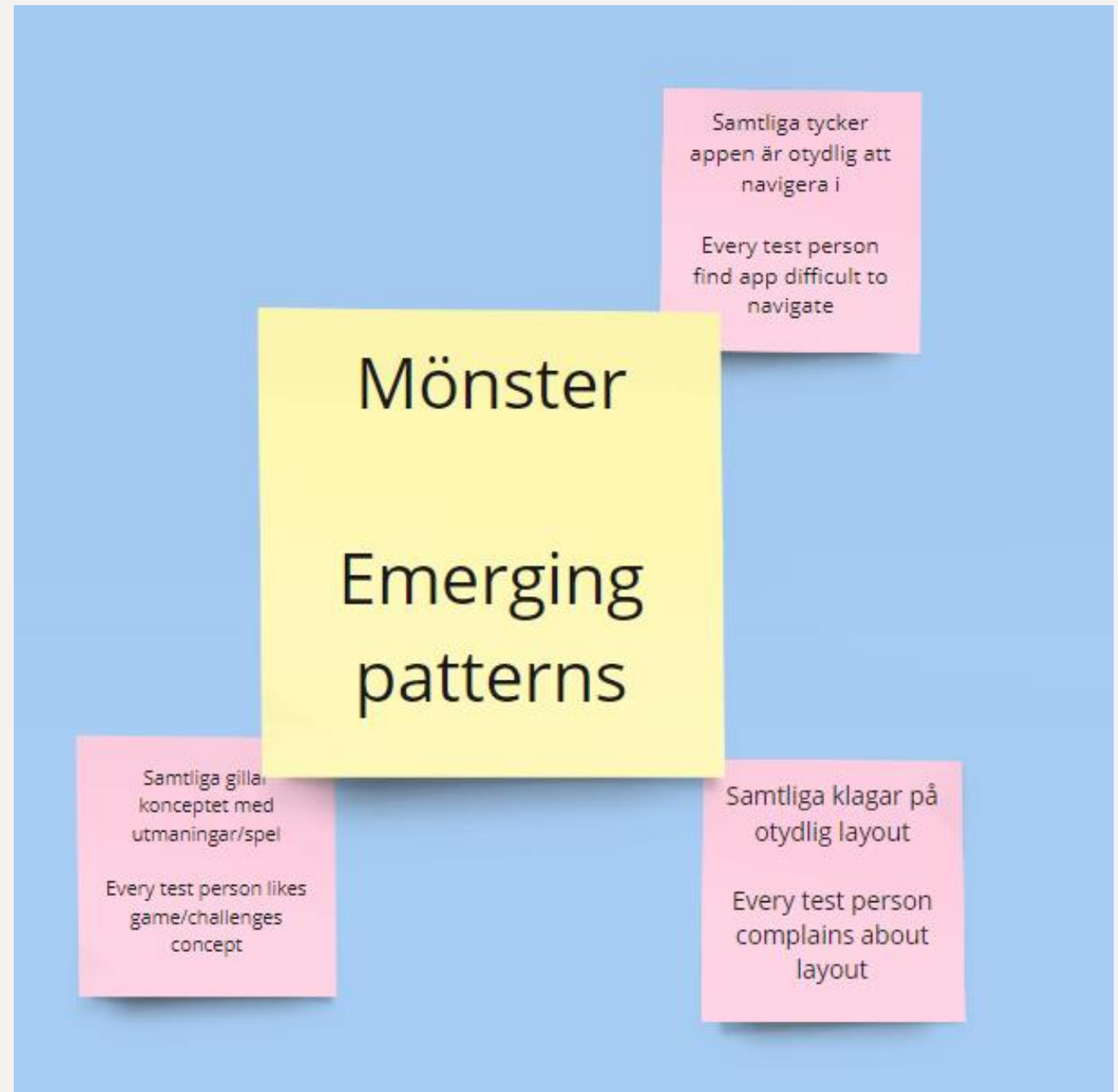


Qualitative interviews

- 2 participants
- Testing + debrief
- Useful for hypothesizing

How might we

- Make navigation more seamless?
- Expand upon challenges without stealing focus?
- Adjust layout with impeding swipability?





Thank you for your time.

