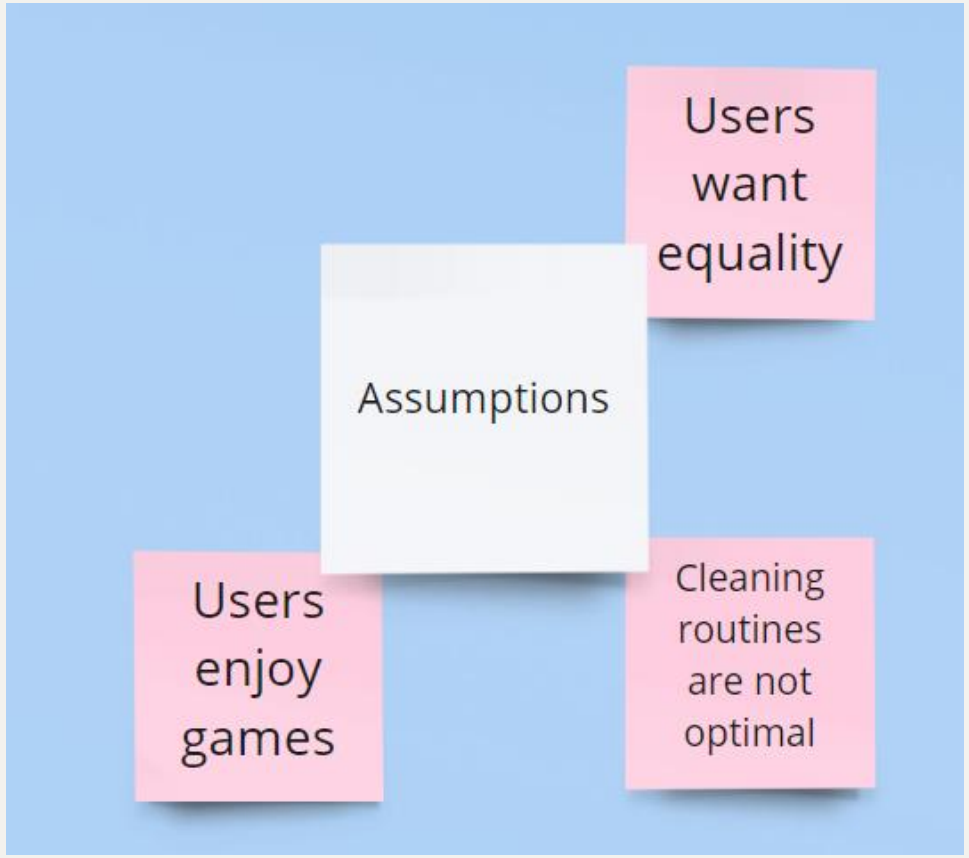
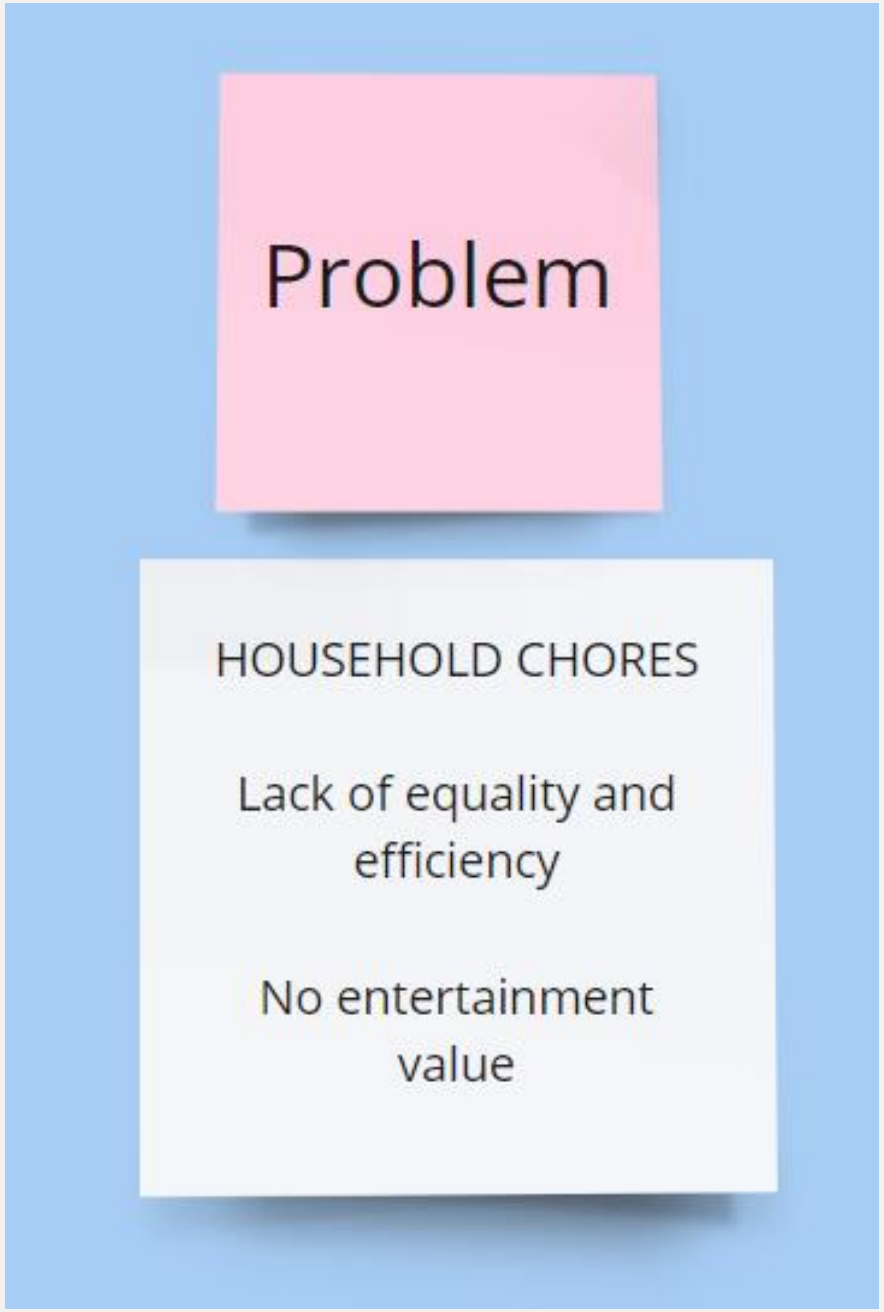
CLEANO

Jon Olsson

Act 1 - Emphathize



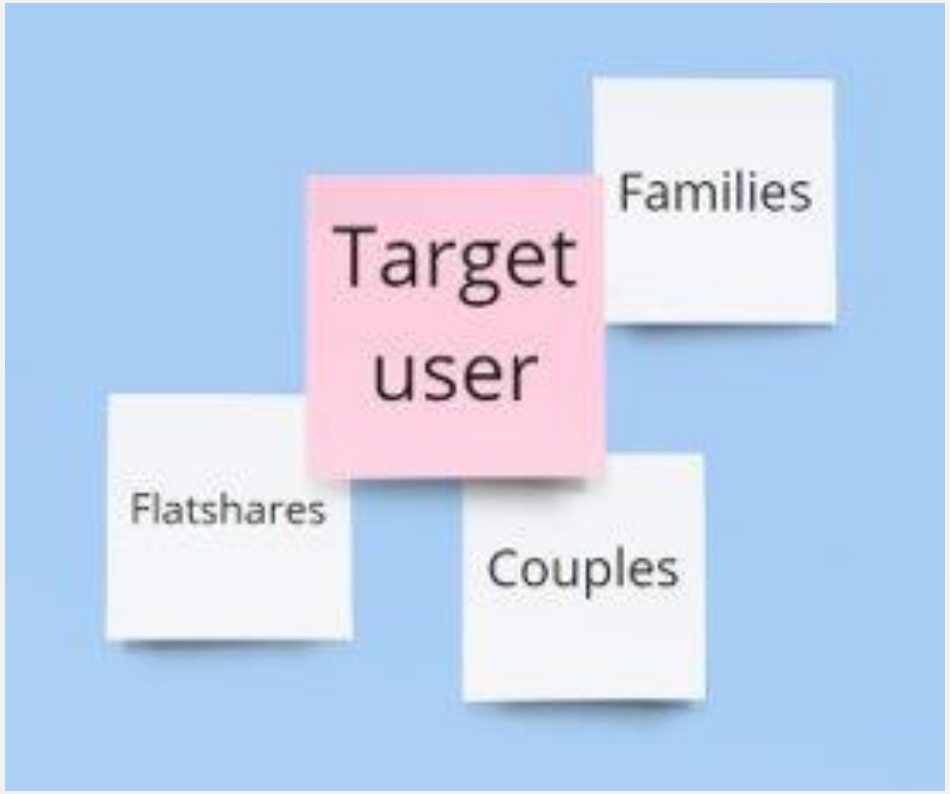


Goals

- 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

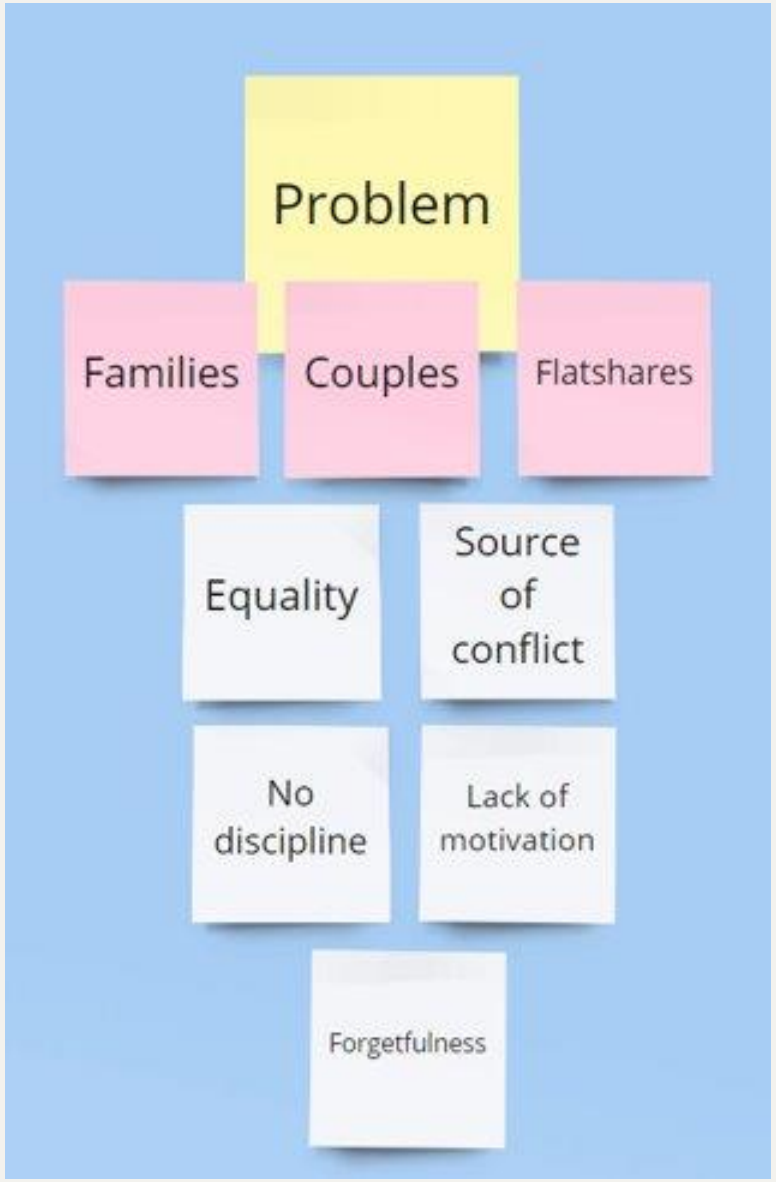
- Piano
- Flowers
- Dinner parties

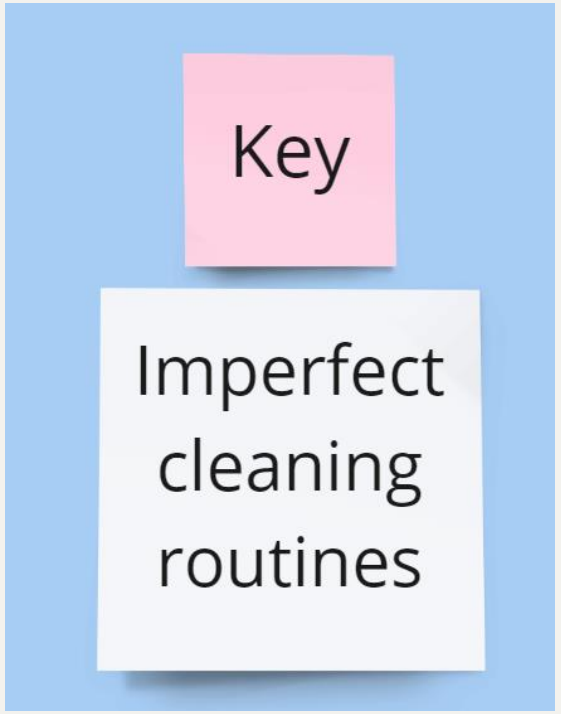
Skills

- Communicative
- Organizer

Profession

- Pharmasist





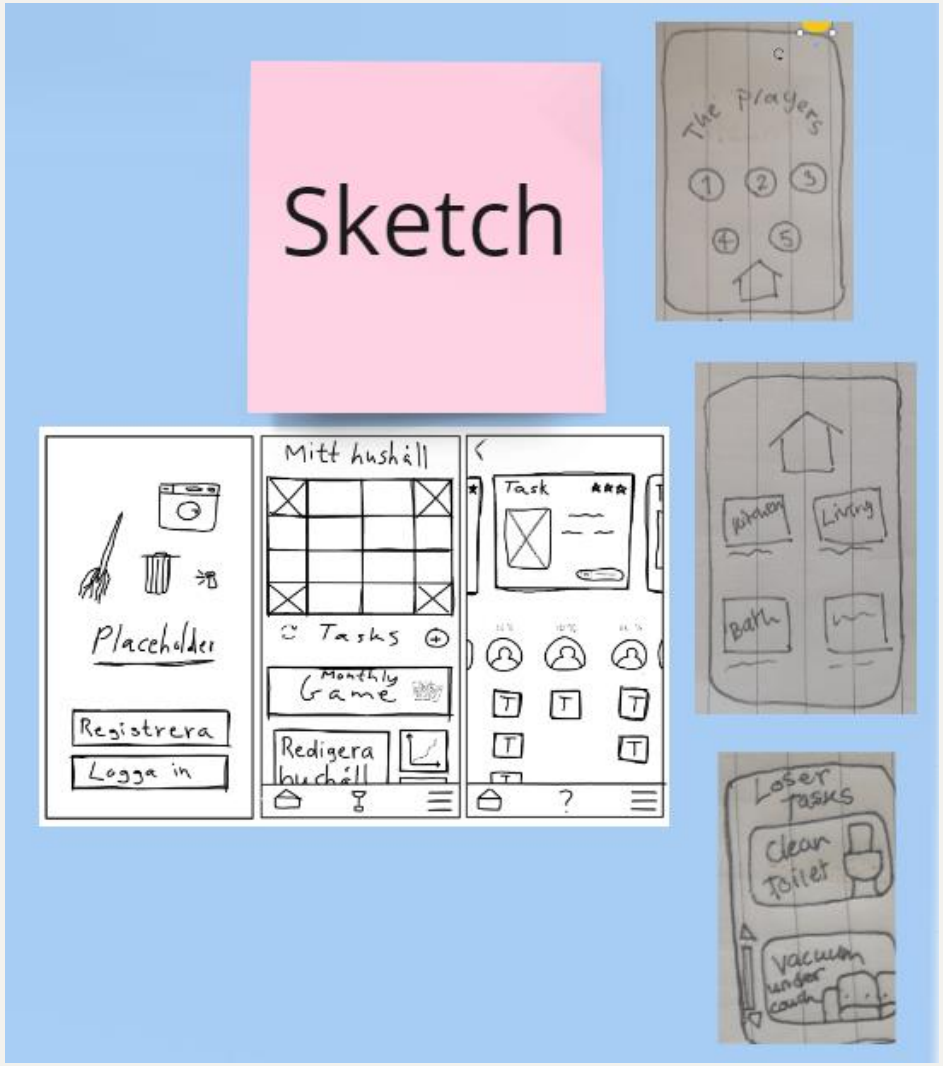
Needs

- Suitable to all ages
- Meditatory purpose

Act 3 - Ideate

Research

- Competative
- Feature
- Pricing
- Advantages

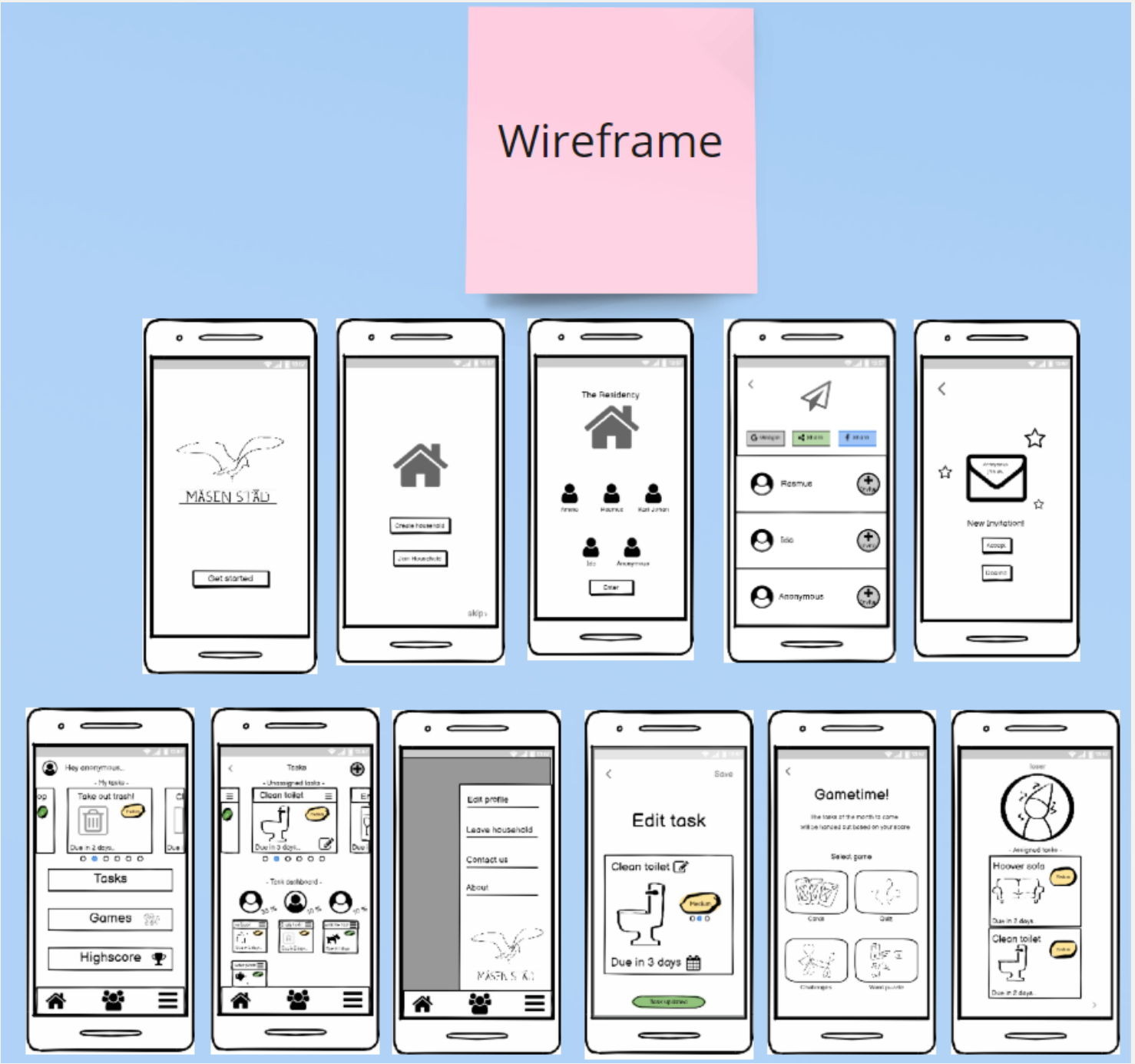


Features.

Early concept.

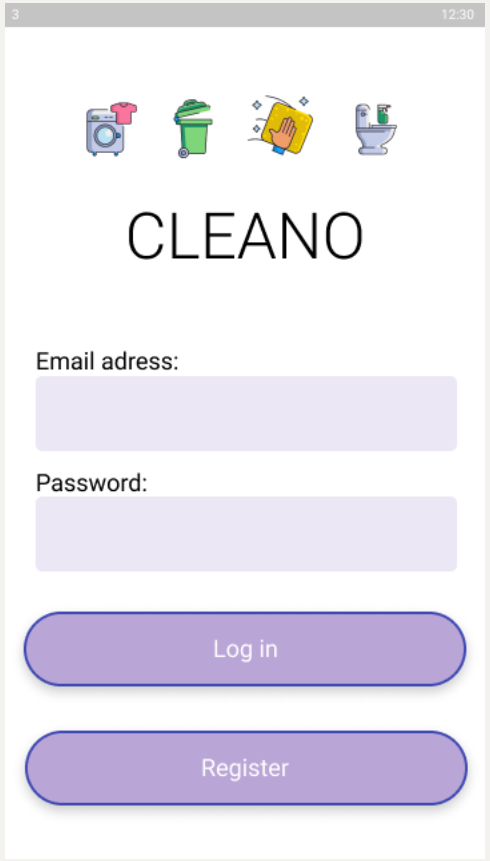
Design choices

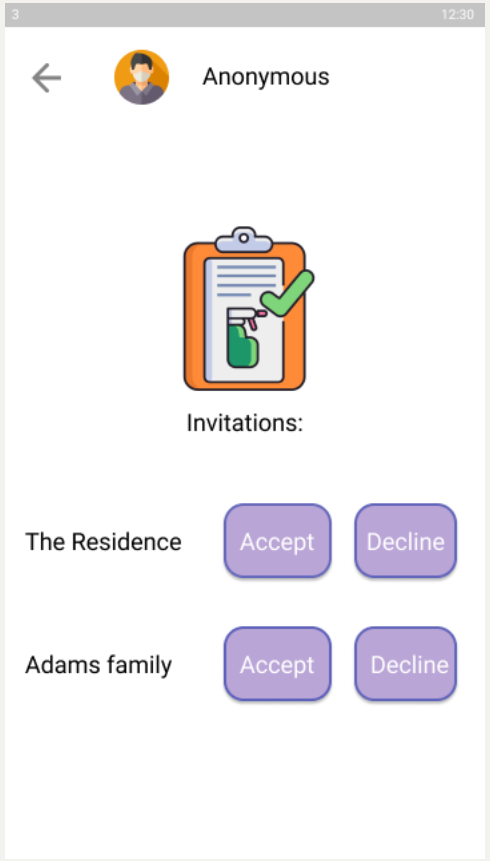
- Title + icons (age range)
- Swipe motions (gaming)

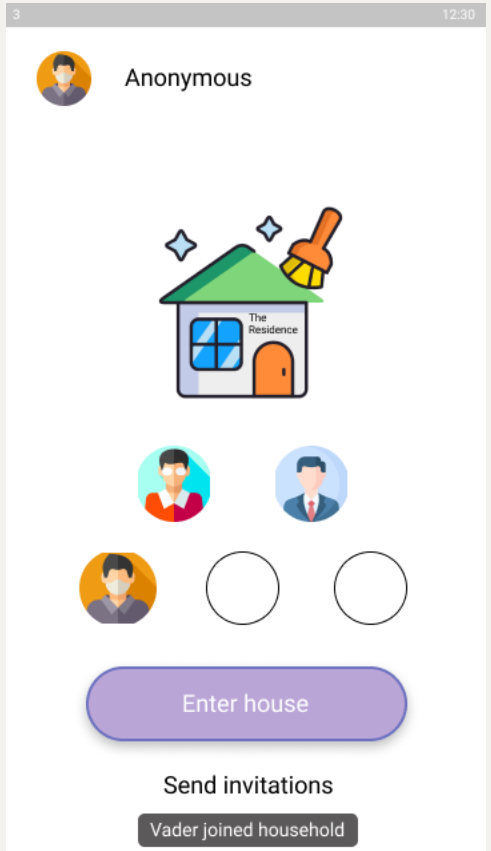


Act 4 - Prototype

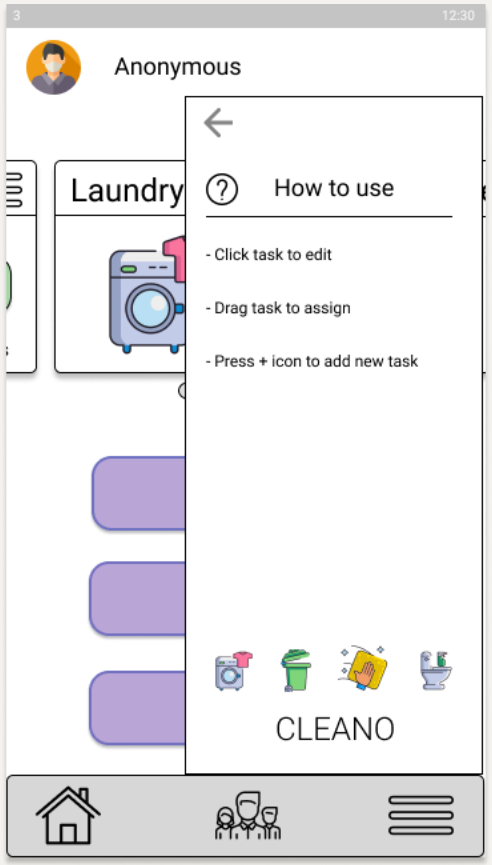
Sign in / Household creation / join household / Invite

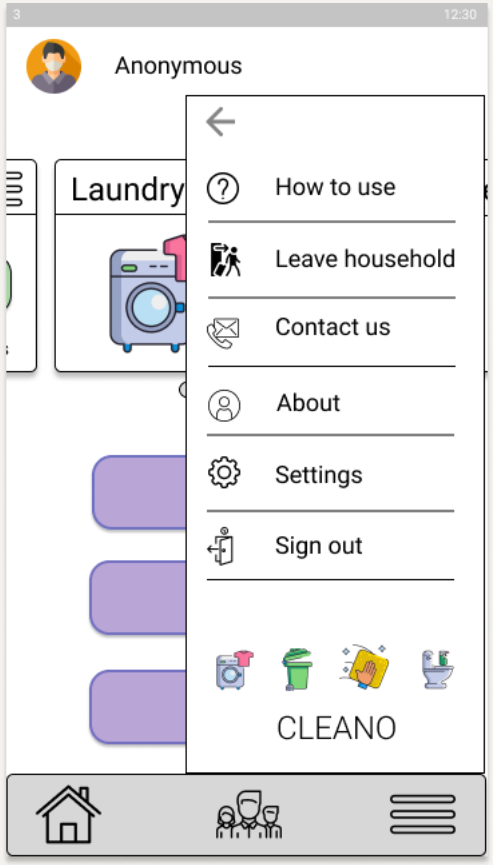


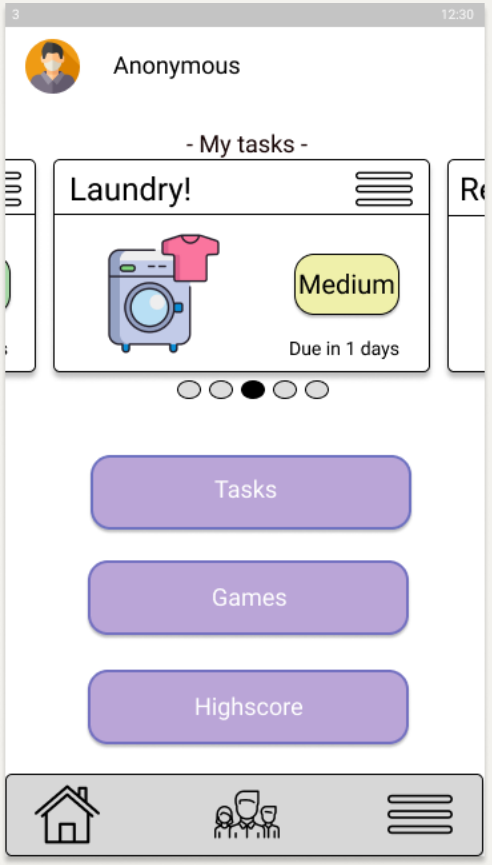


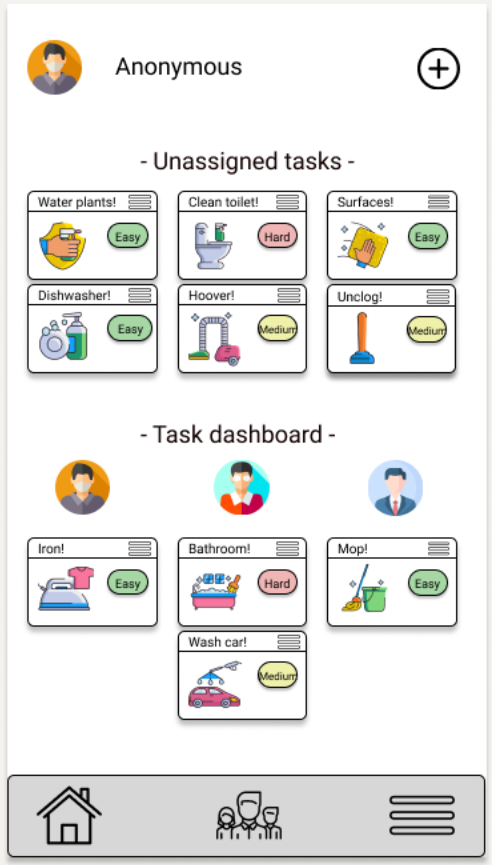


How to use / Menu / Home page / Tasks overview

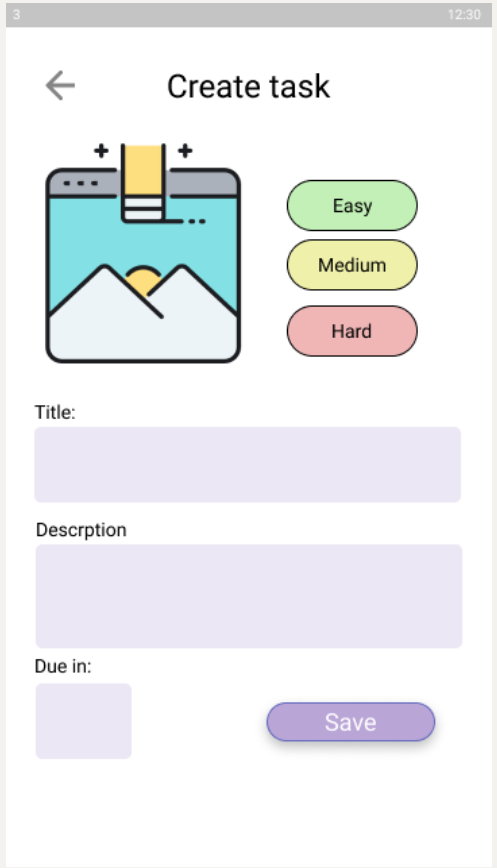


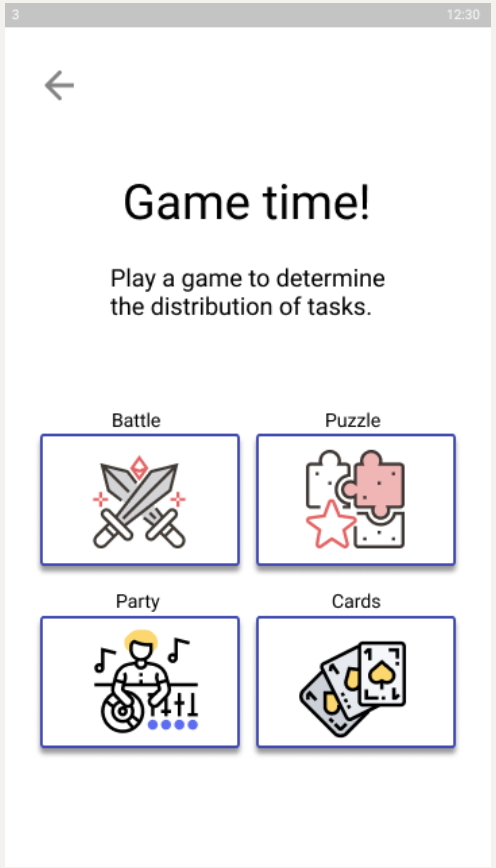


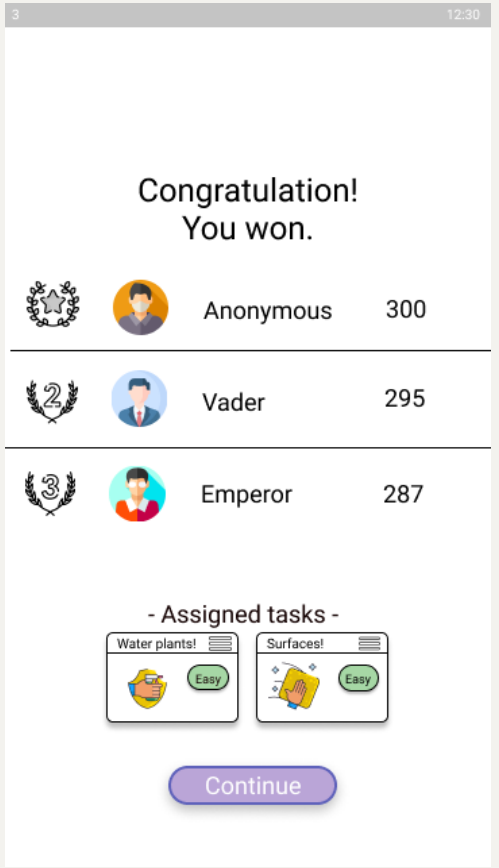


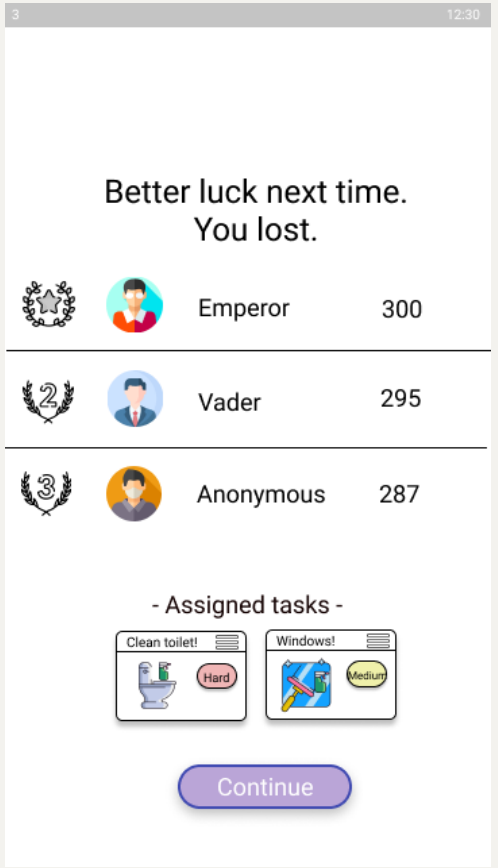


Create task / Games overview / Winner page / Loser page

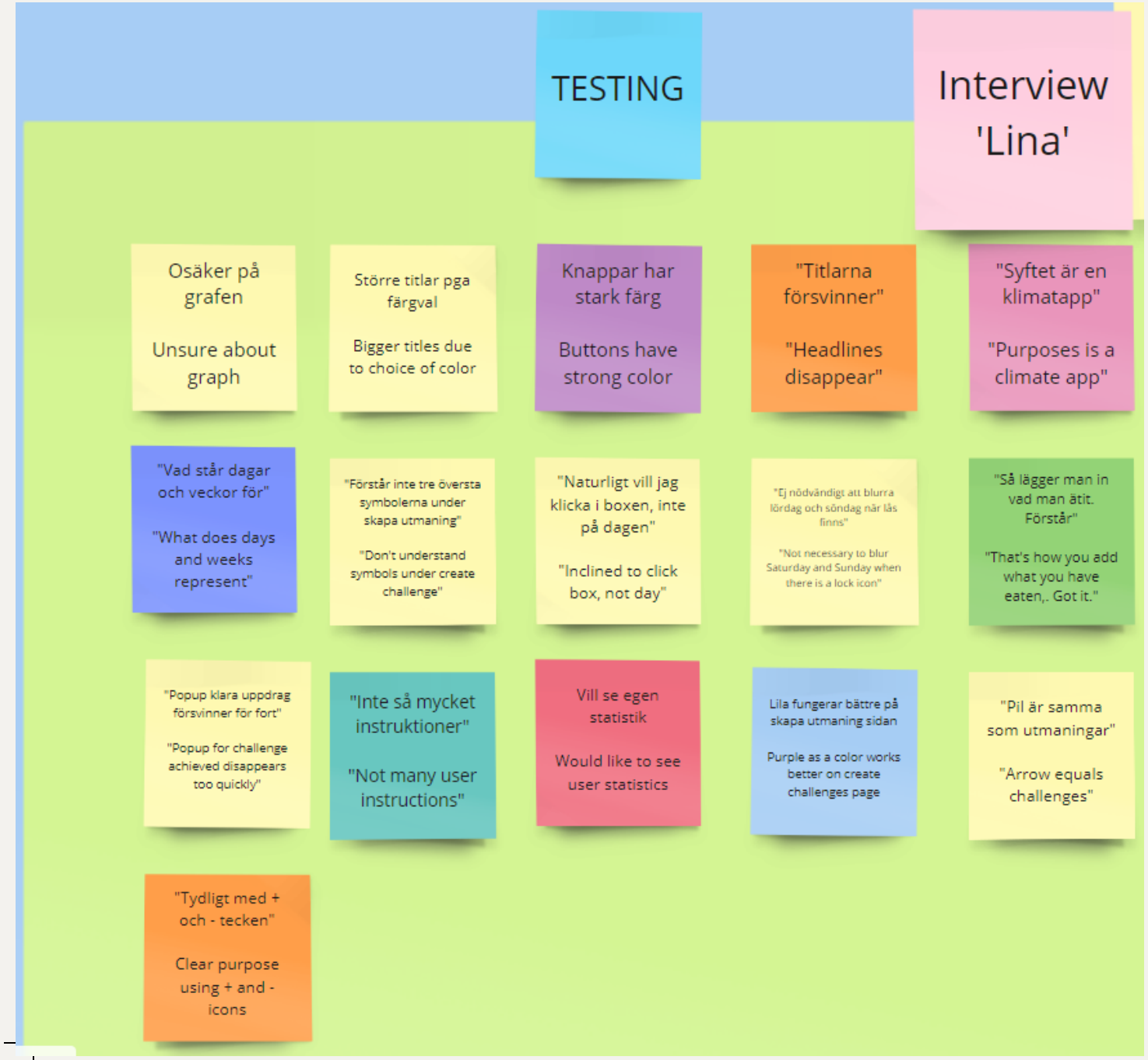






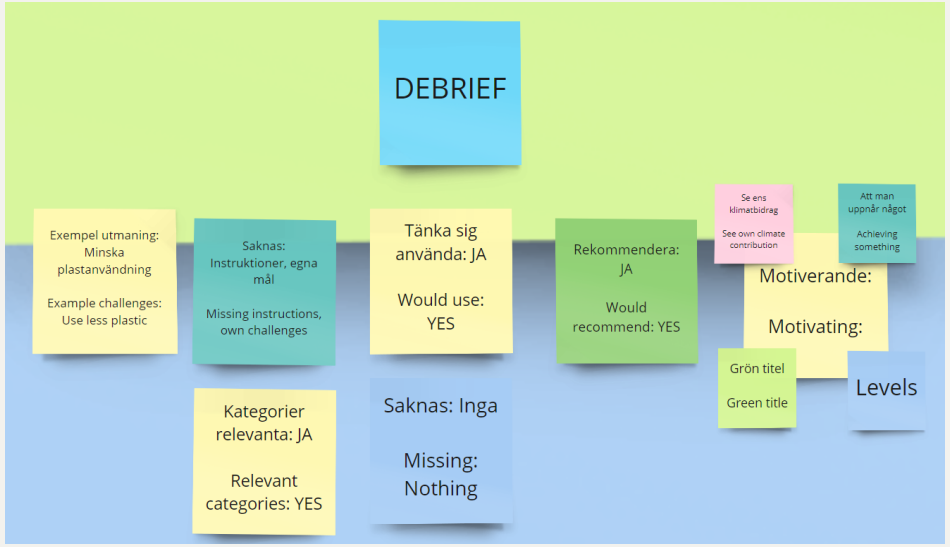


Act 5 - Test



Test person 1

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



Test person 2

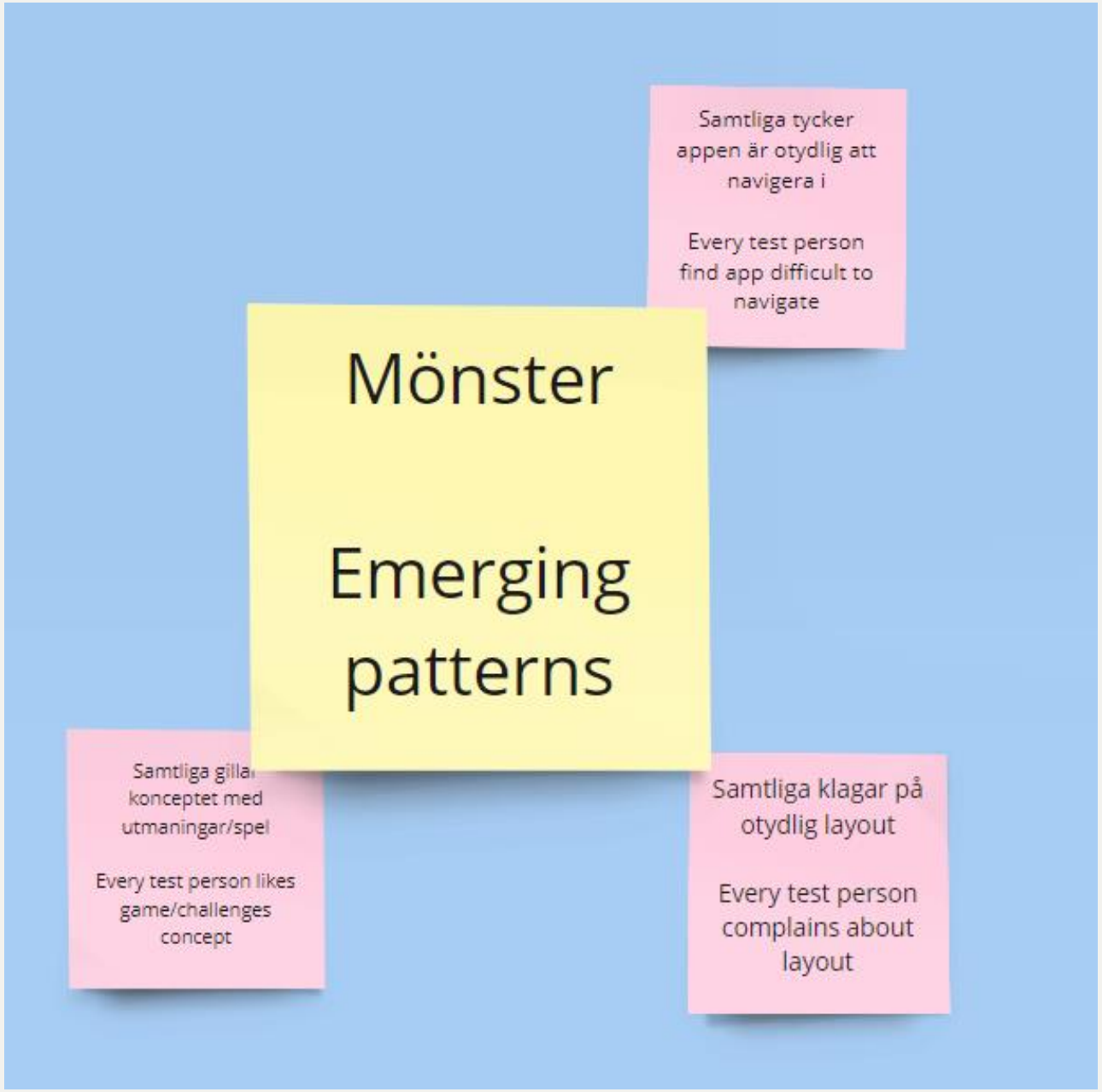
- Female, 20-25
- Lives at home
- Not interested in chores
- Never lived alone

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.