



Logo

HomiCare UI/UX Design Project





NEW!
v

HomiCare Professional Domestic Services

**“Trusted Help for Busy
Families— Because You
Deserve a Break.”**

Brief

The HomiCare app **connects** families of **busy mothers with verified helpers** for everyday tasks.

Whether it's cleaning, meal-prep, tidying up, or baby-sitting, HomiCare is the right platform for home-maintenance.



Credits

Meet the team

Aalaa Ahmed

Bassam Abdelkader

Omnia Montaser

Suhaila Elarby

Rana Khaled



Overview

Structure

AALAA AHMED

User interviews, User
personas

BASSAM ABDELKADER

User Flow, User journey
map

OMNIA MONSTASER

User interviews, User
personas

SUHAILA ELARBY

Competitive analysis,
SWOT analysis

RANA KHALED

Wireframes, lo-fi
prototype, Style guide



The Problem

What is the Challenge?



Many mothers in Egypt struggle to balance endless house chores alongside motherhood, and a professional career. It often leads to exhaustion, frustrations, and in many cases, chronic health problems due to overexertion.



Users' pain points



- Lack of time and energy, caused by work and kids
- Process in other platforms is often complicated and tedious
- Lack of trust due to employees not being professional



End-user goals

Through the services offered by HomiCare, users are certain to feel more at ease.



- Clean homes
- Building trust with reliable, professional helpers.
(Compassionate with kids, careful with furniture)
- Free time to relax



User tasks



- Get the app
- Use the app to search for domestic services
- Fill the form and book
- Pay for the service
- Get the service on the chosen date and time

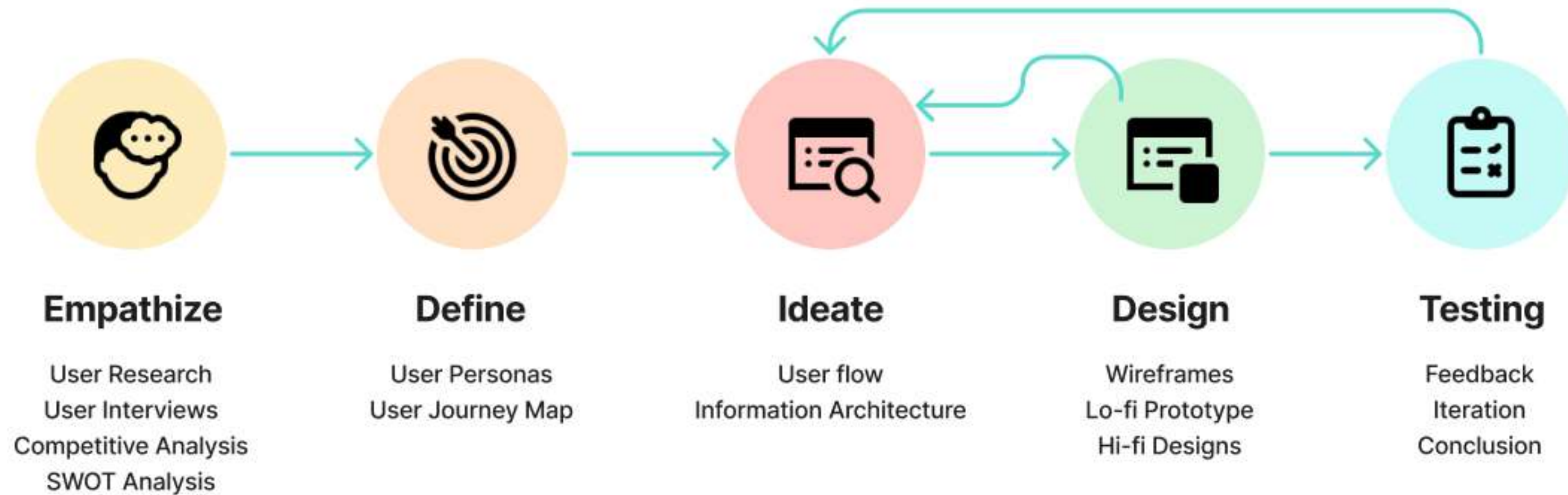


Users' priorities

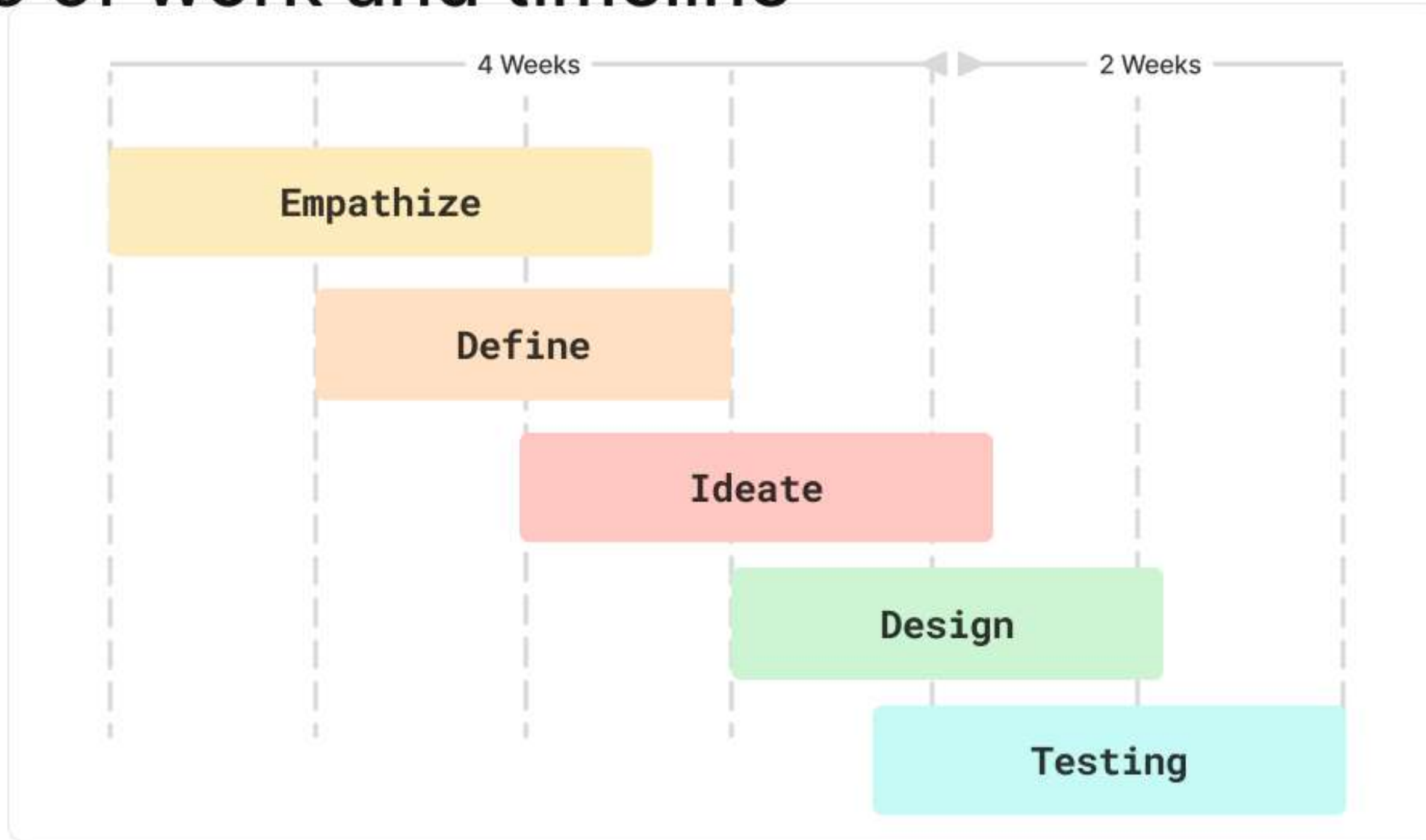
- Trusted and professional services
- Workers who arrive on time
- Fast and helpful customer support



Our work flow



Scope of work and timeline



Solutions

Our Solution Plan

Here's a breakdown of the solution pathway.

PERSONA + USER MODELING

To develop a great experience, we plan to understand each different user along with their goals, most utilized functions, usage paths, preferences and task processes.

VISUAL DESIGN

A great interface works well, but also should be visually appealing and branded. Impression and feel impact a user's mindset of sophistication and use. We are developing our design with these facts in mind.

INTERACTION DESIGN

Wireframing, storyboarding and prototyping interfaces will allow us to create flows and understand how each click or the location of information and actions impacts our users.

USABILITY TESTING

The effectiveness of any interface is measured in the real world with beta and production users. Analytics and A/B testing will allow us to have concrete data to make decisions.



Features

Key features

Domestic servcies and offers

The app offers a variety of domestic services, users can select from the set categories, and receive special discount offers.

Quick booking form

Whether it's weekly, bi-weekly, or monthly, users can fill the form by simply choosing from the options presented. The rest is pre-filled from the user's account info.

Appointments and history

Users can check and plan appointments for purchased services with ease, as well as see a list of previous ones.

Several digital payment options

Paying made simple with digital wallets and bank transfers.





Thank you!

