



NEW!  
✓

HomiCare Professional Domestic Services

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

# UX Study



Logo



# HomiCare



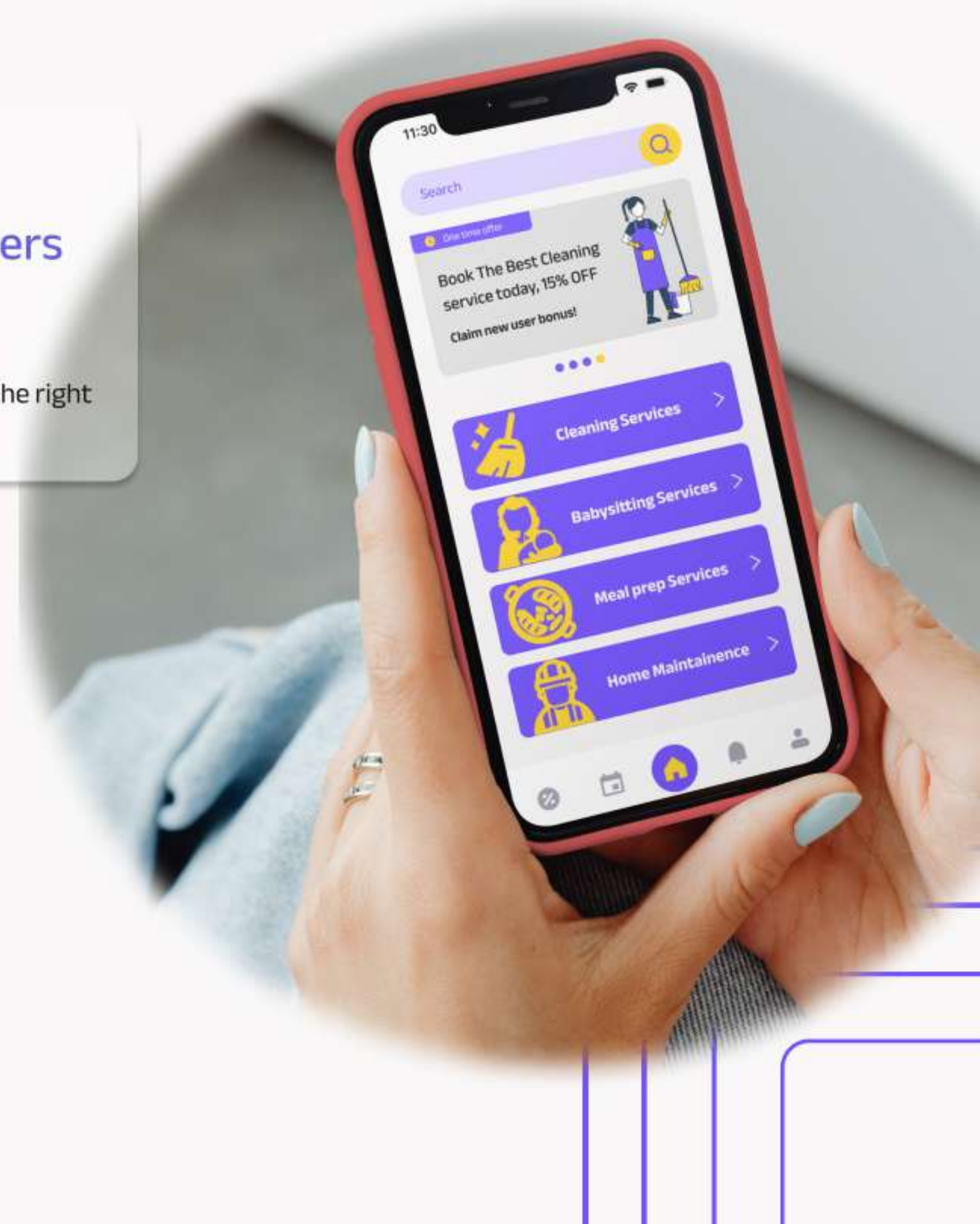
# Application



## Brief

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

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



### The Challenge

- Many mothers 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 overexcretion.



### Our Solution

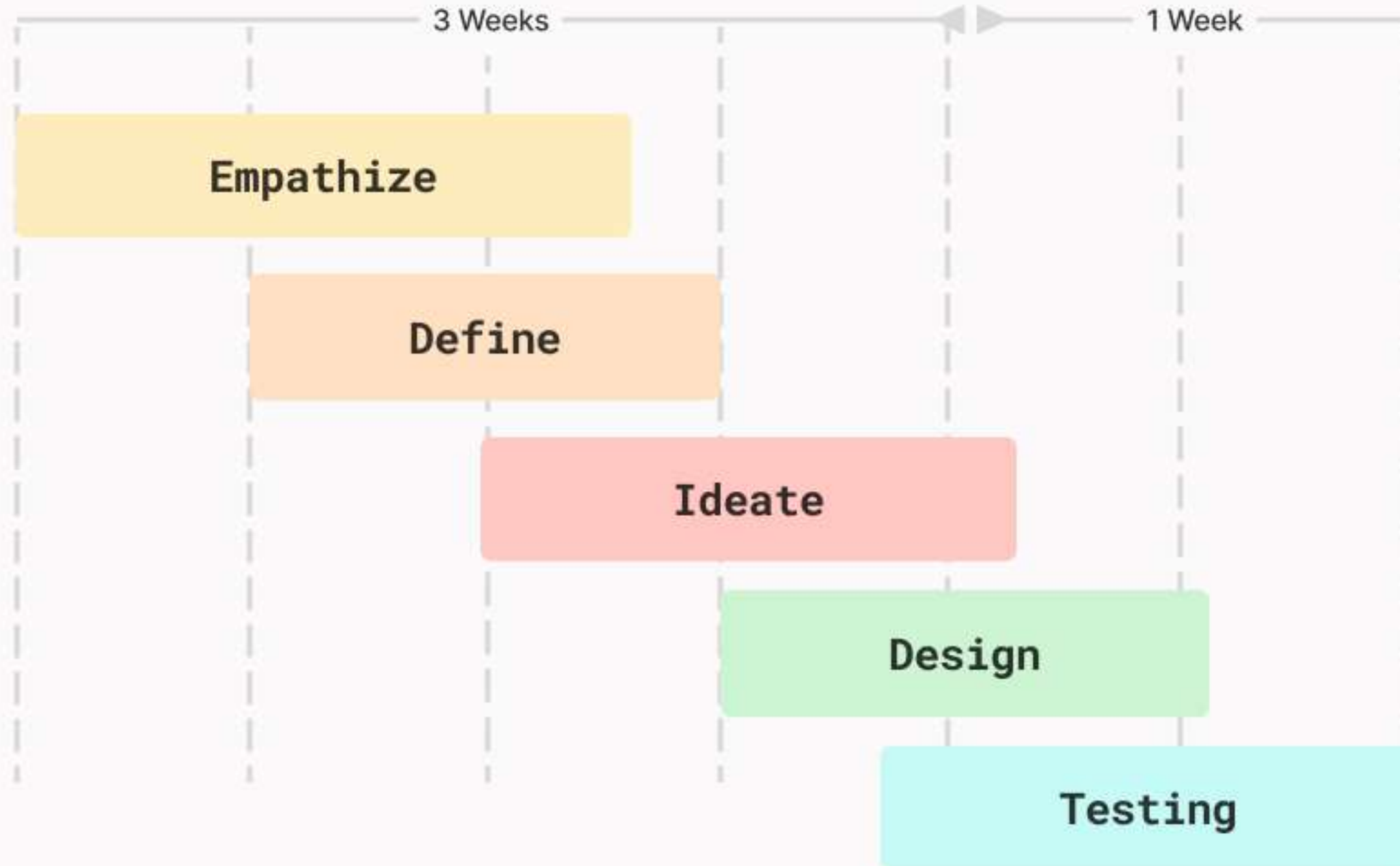
- The HomiCare app provides families of busy mothers with the helping hand they need. From cleaning and home-maintenance, to Babysitting and cooking meals. All with a simple few taps.





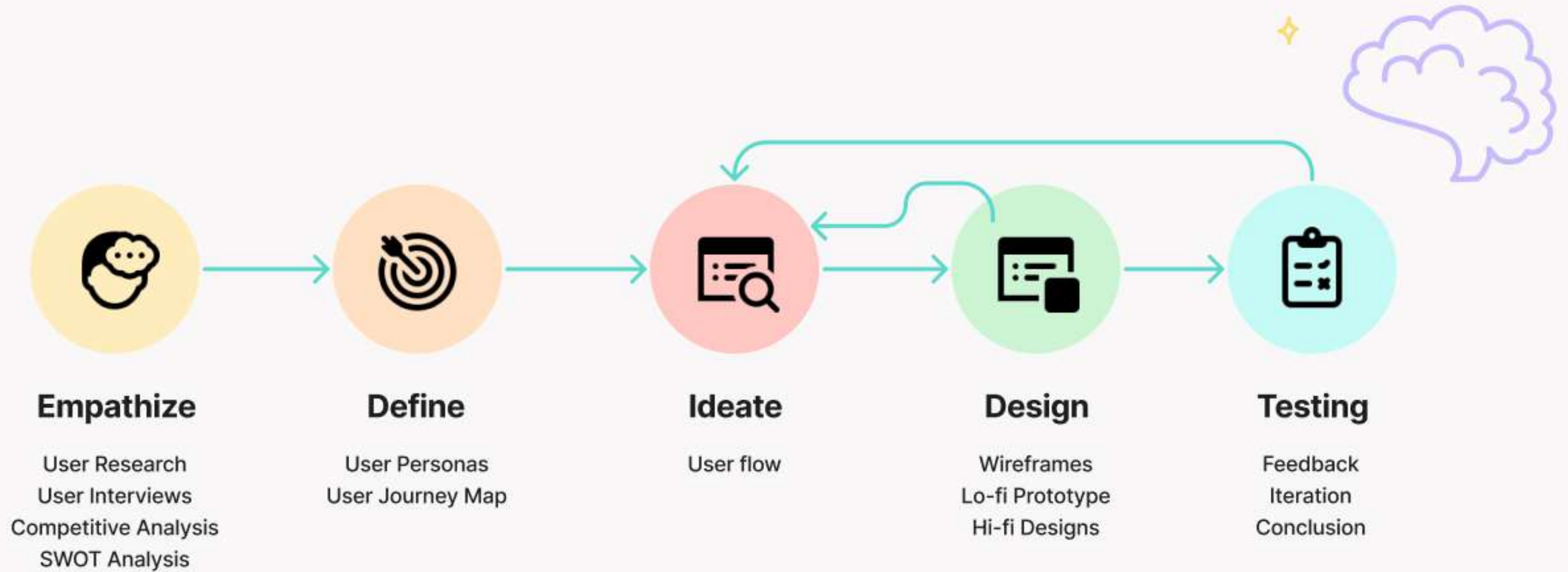
Timeline

# Scope of work and timeline



# Process

## Our work flow



## Process analysis 01

# Competitor analysis



Features	HomiCare	Drazco	Amalh	Maids & Housekeepers Office
Payment Method	<ul style="list-style-type: none"><li>• Bank transfer</li><li>• Cash</li></ul>	<ul style="list-style-type: none"><li>• Bank transfer</li><li>• Cash</li></ul>	<ul style="list-style-type: none"><li>• Cash</li></ul>	<ul style="list-style-type: none"><li>• Bank transfer</li><li>• Cash</li></ul>
Offers & Discounts				
Customer Support				
Mobile App				

Availability in Egypt				
Babysitting Service				
Cleaning Service				
Cooking Service				
Home Maintenance Service				





## SWOT analysis

### Strengths (S)

- Customers can choose tailored services and cleaning schedules that suit their needs.
- Security and reliability.
- Digital payment support.

### Weaknesses (W)

- Internet dependency.
- Limited worker availability in certain areas
- Being a new company, we might face challenges in establishing a strong brand presence.

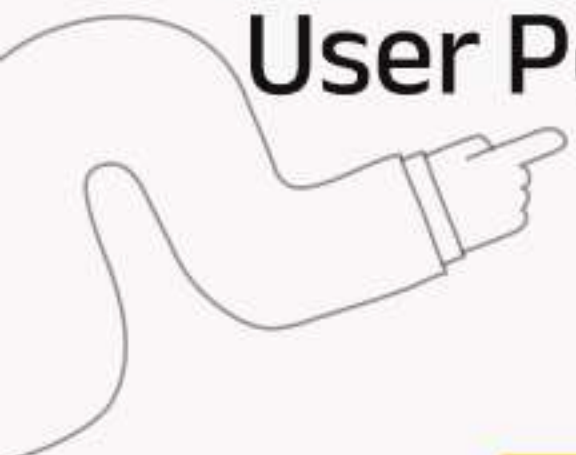
### Opportunities (O)

- Introducing new features.
- Multi-Language support.
- Introducing a rewards & loyalty program.
- Geographical expansion.
- On-Demand & Instant booking

### Threats (T)

- Customer dissatisfaction.
- Strong competition.
- Platform technical failures.
- Customer fraud & cancellations

# User Persona



## 1st Persona

### Key Attribute



Name: Noura Mohamed  
Age: 30 years old  
Location: Benha  
Marital Status: Married with children  
Occupation: Teacher

### Needs

- Cleaning worker
- Babysitter
- Cook (occasionally)
- Work Type: Part-time, no live-in

### Worker Preferences

- The worker should be experienced and come with trusted recommendations
- Reviews and ratings from previous clients are important in the decision-making process
- Tasks should be done quickly and efficiently
- Patience and good interaction with children are essential
- Punctuality and commitment to agreed-upon schedules

### Challenges

- Difficulty in finding suitable help at the required times
- Lack of response to calls or last-minute cancellations
- Feeling unsafe when dealing with new workers
- Concerns about theft or mistreatment of children

### App Preferences

- Easy-to-use interface with quick booking steps
- Access to verified reviews and ratings from past users
- Secure payment options through the app
- Background checks and documented records for all workers
- The app should be affiliated with a trusted and reputable company
- Assurance that workers will adhere strictly to scheduled times



## 2nd Persona

### Key Attribute



Name: Samia Kamel  
Age: 45 years old  
Location: Benha  
Marital Status: Married with 4 children  
Occupation: Teacher

### Needs

- Looking for a cleaning worker for part-time work, without live-in accommodation
- Prefers to choose a worker through recommendations from friends or cleaning companies
- Needs someone with experience in deep cleaning, especially in the kitchen

### App Preferences

- Prefers a user-friendly and trustworthy app that provides experienced and reliable workers
- Values the presence of a rating and review system for each worker
- Prefers to pay through the app instead of using cash
- Feels safer if the worker has undergone a security check or has a documented record
- Prefers dealing with companies or responsible agencies for worker recruitment to ensure reliability

### Challenges

- Finding an available worker quickly
- Ensuring high-quality and thorough cleaning

### Worker Preferences

- Honesty and attention to detail in cleaning
- Preferably someone trusted and previously tried by a friend or acquaintance
- That the worker may be untrustworthy or inexperienced in cleaning



# CONCLUSION

## User pain points

- Lack of time and energy
- Process in other platforms is often complicated and tedious
- Lack of trust due to employees being unprofessional

## User priorities

- Trusted domestic services
- Professional workers who arrive on time
- Fast and helpful customer support

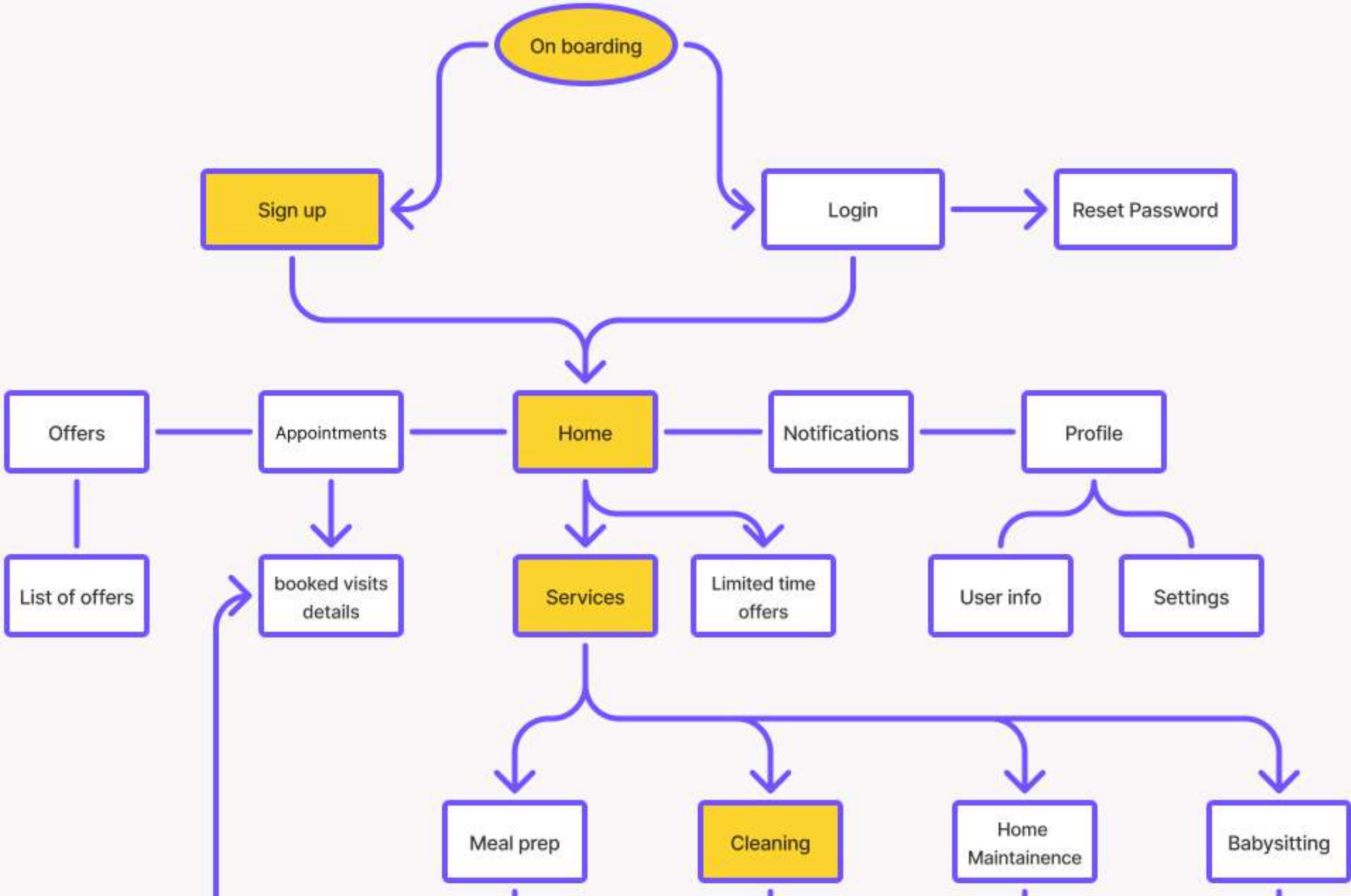
## End user goals

- Clean homes
- Finished chores
- Access to trusted and reliable domestic services
- More free time to relax

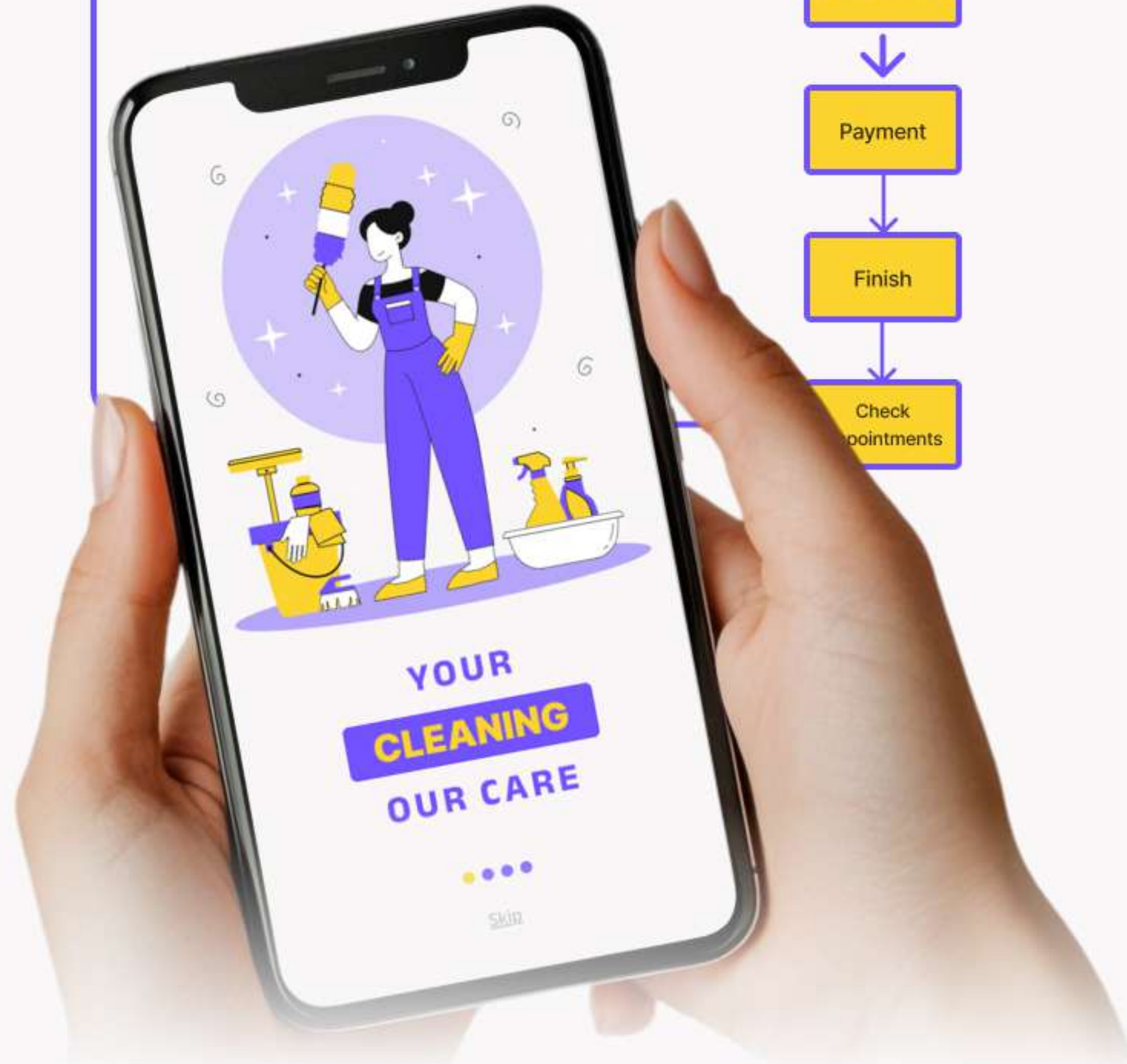


Process analysis 03

# User Flow







Select details

Payment

Finish

Check  
appointments



Style

Typography and Color

# **& ANEK BANGLA INTER**

**32 PX - BLACK**

**24 PX - REGULAR/BOLD**

**20 PX - REGULAR/BOLD**

**16 PX - REGULAR/SEMIBOLD/BOLD**

**14 PX - REGULAR/SEMIBOLD**

**12 PX - REGULAR**





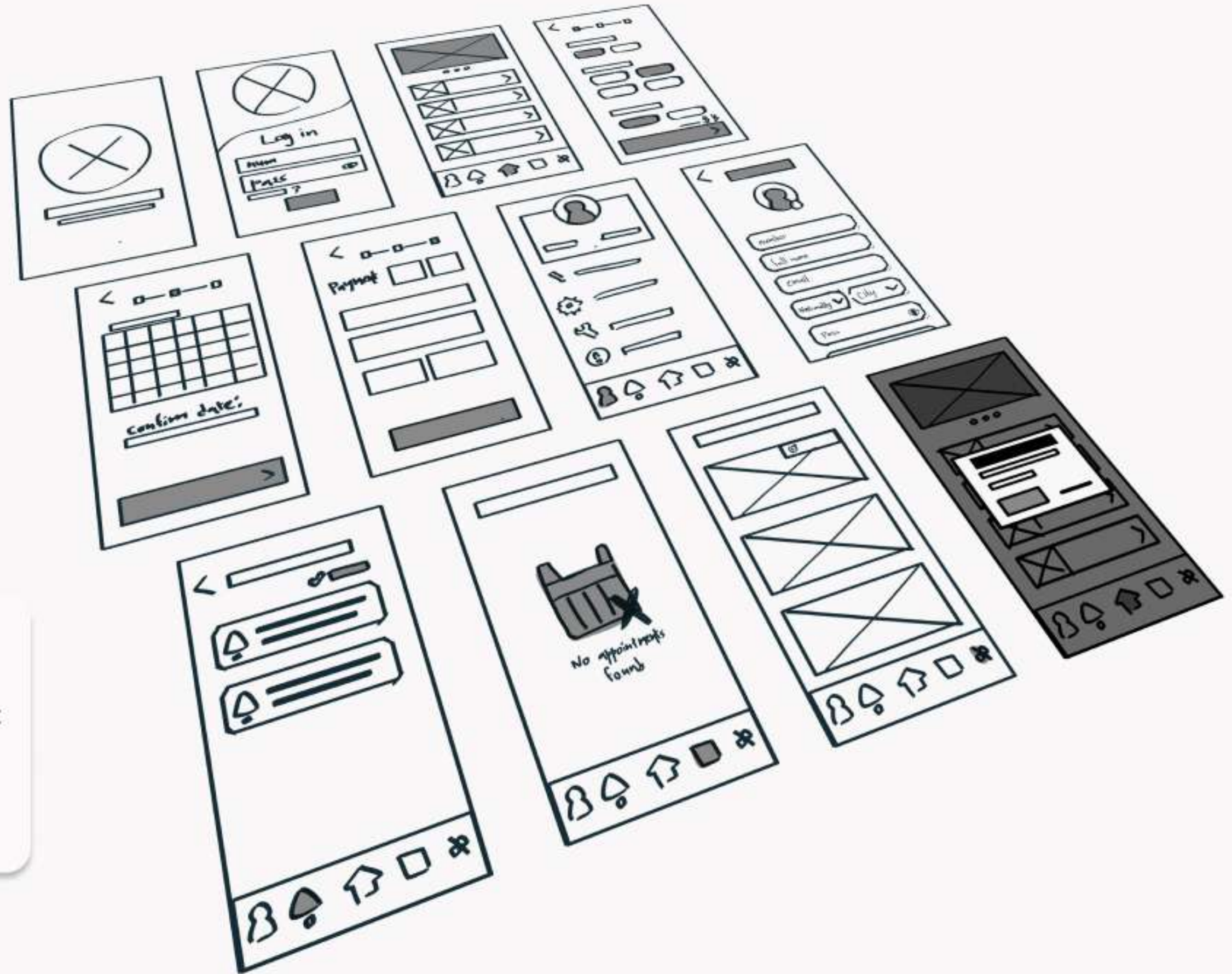
# Design process

## Lo-Fi Wireframes



### Brief

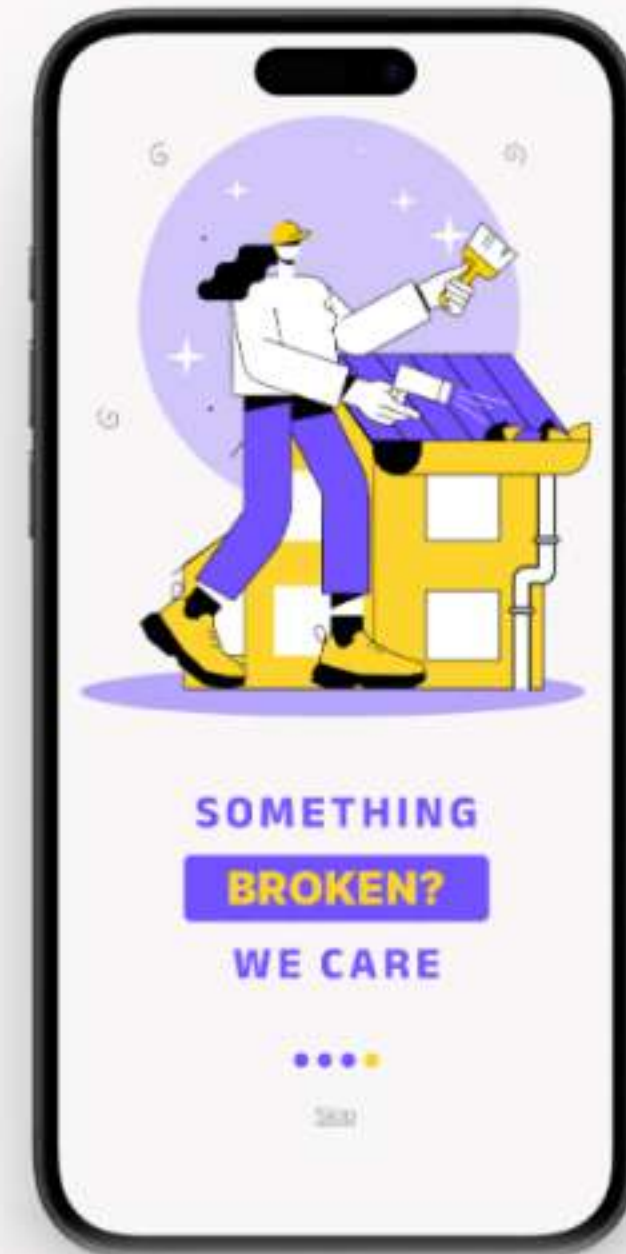
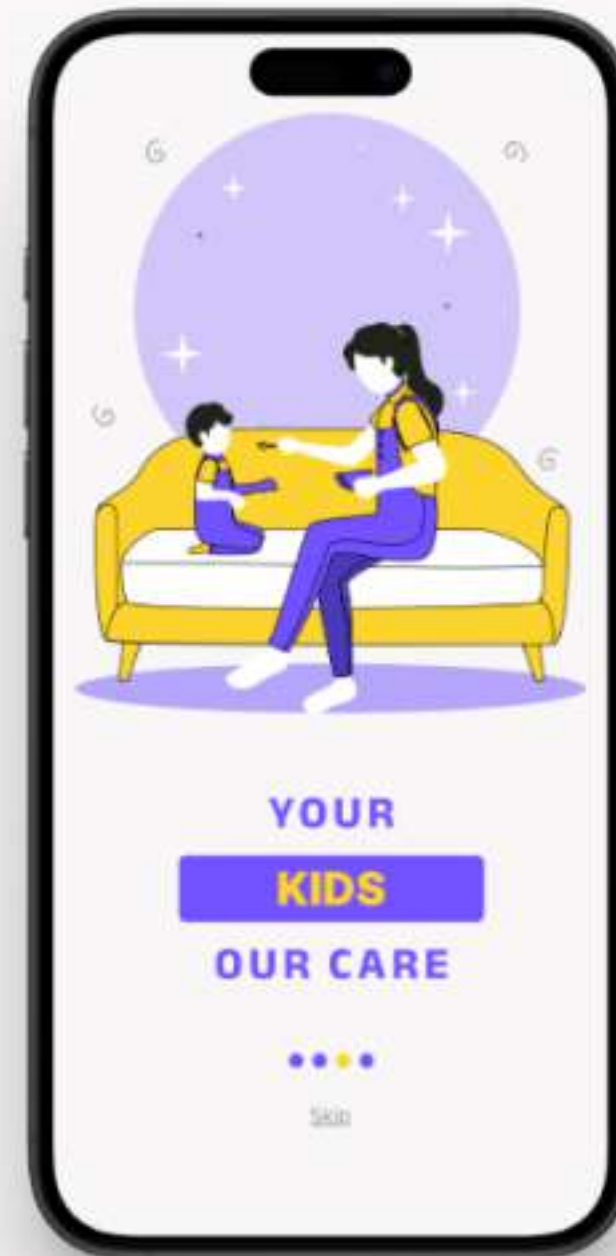
After brainstorming and researching, we grasped what our users need HomiCare to provide. With that in mind, we created sketches that served as the low fidelity wireframes for our application.





## Screen examples 01

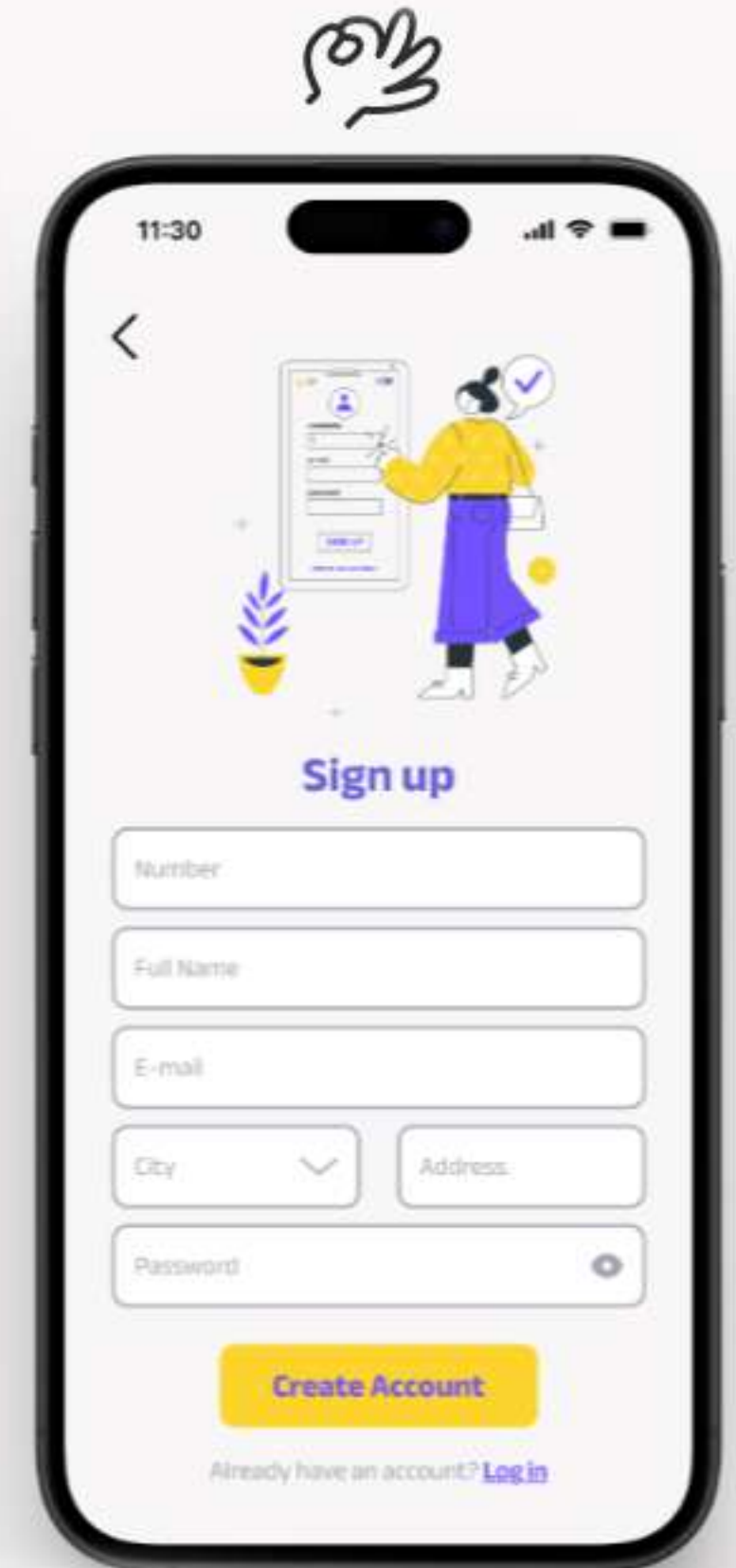
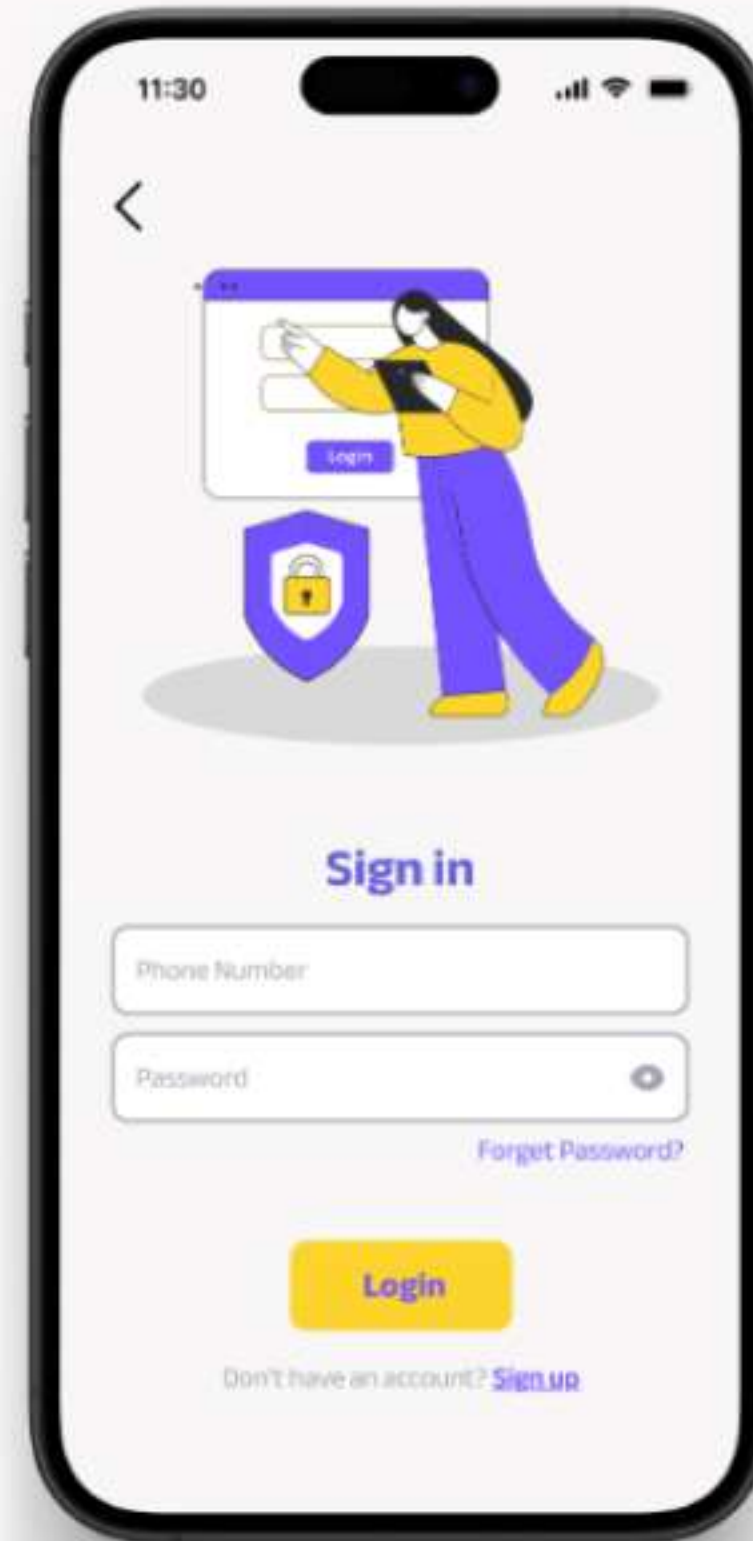
# On Boarding





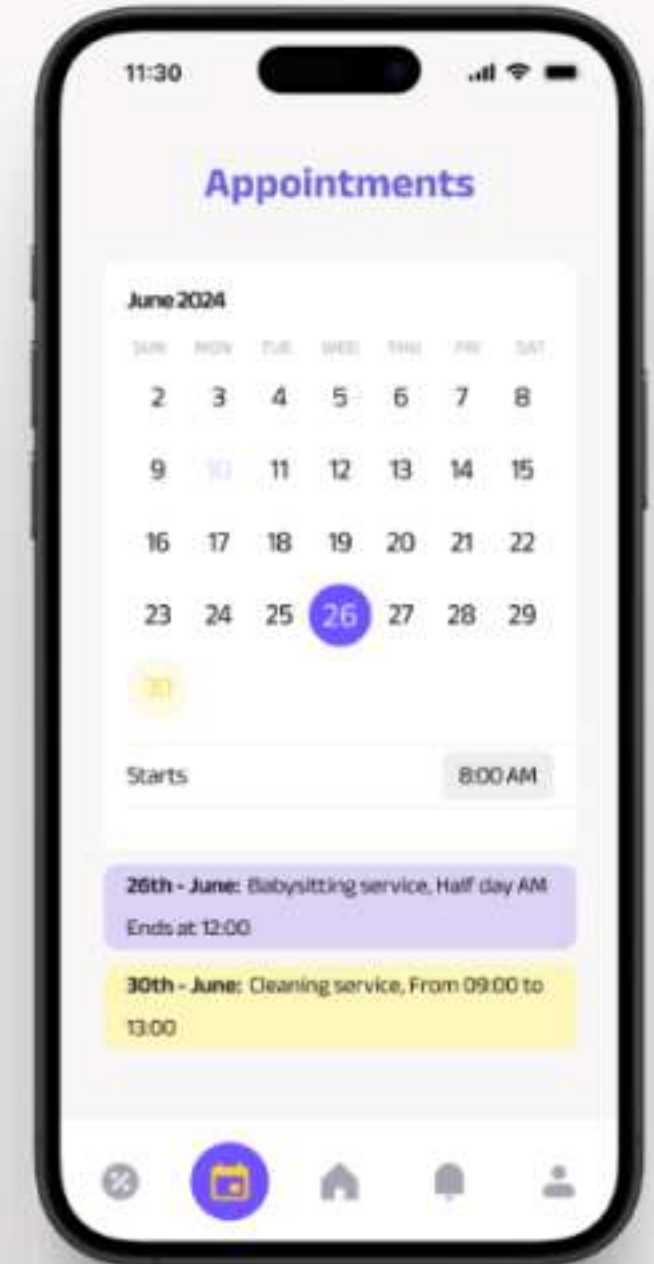
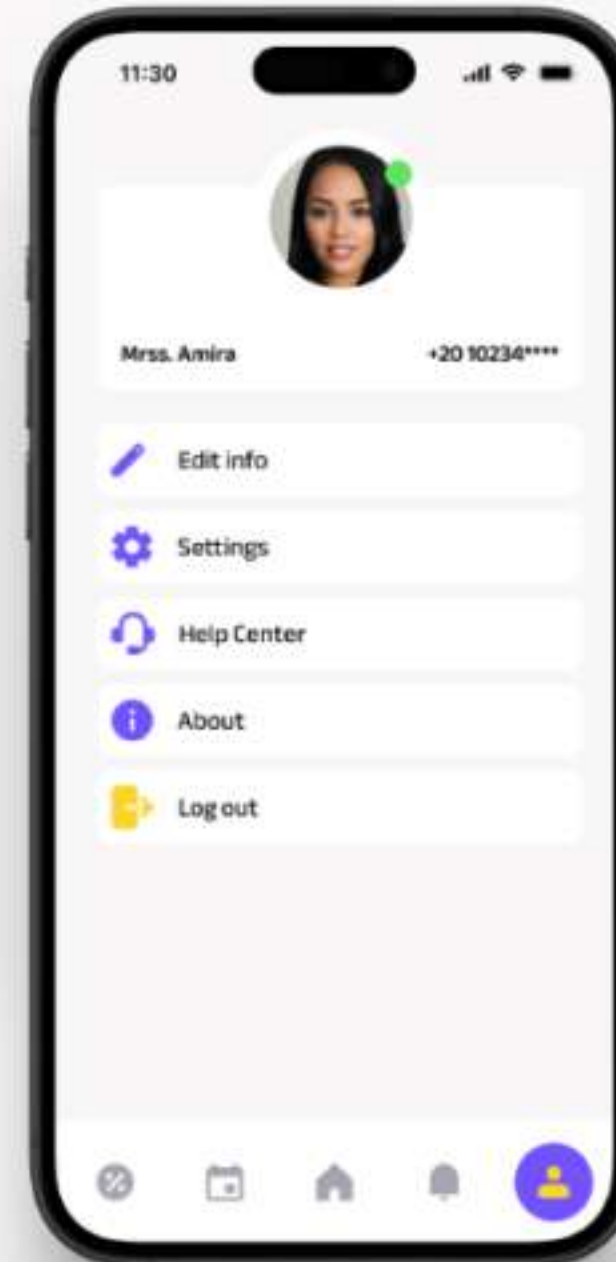
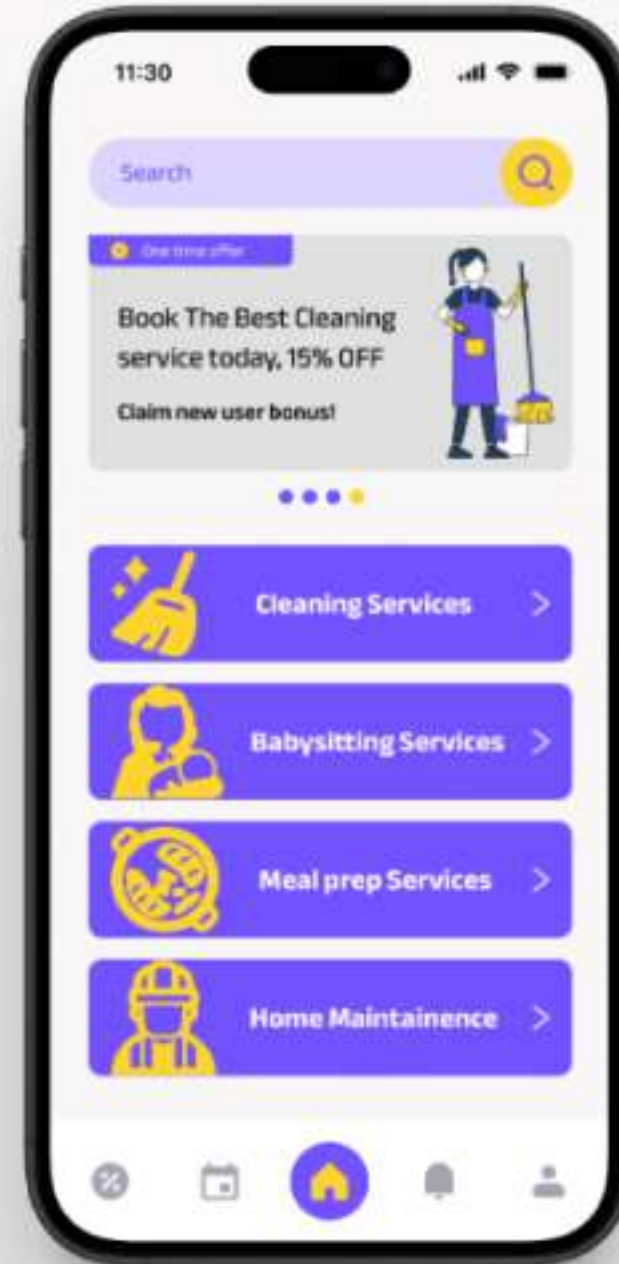
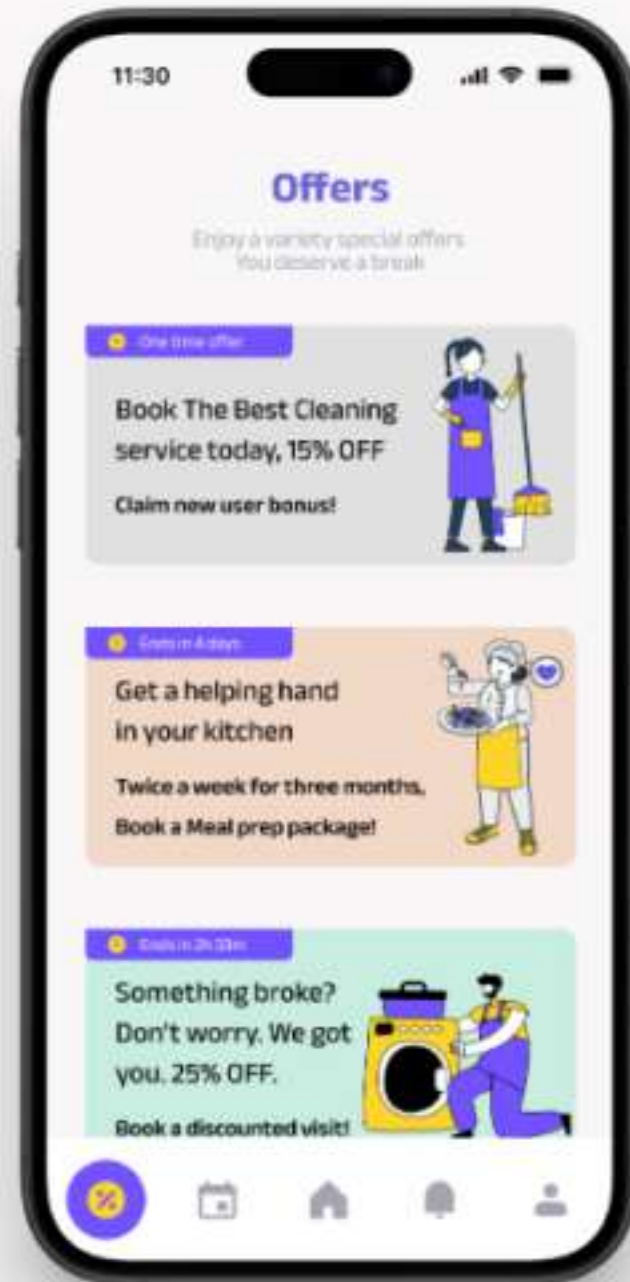
## Screen examples 02

# Sign in & Sign up



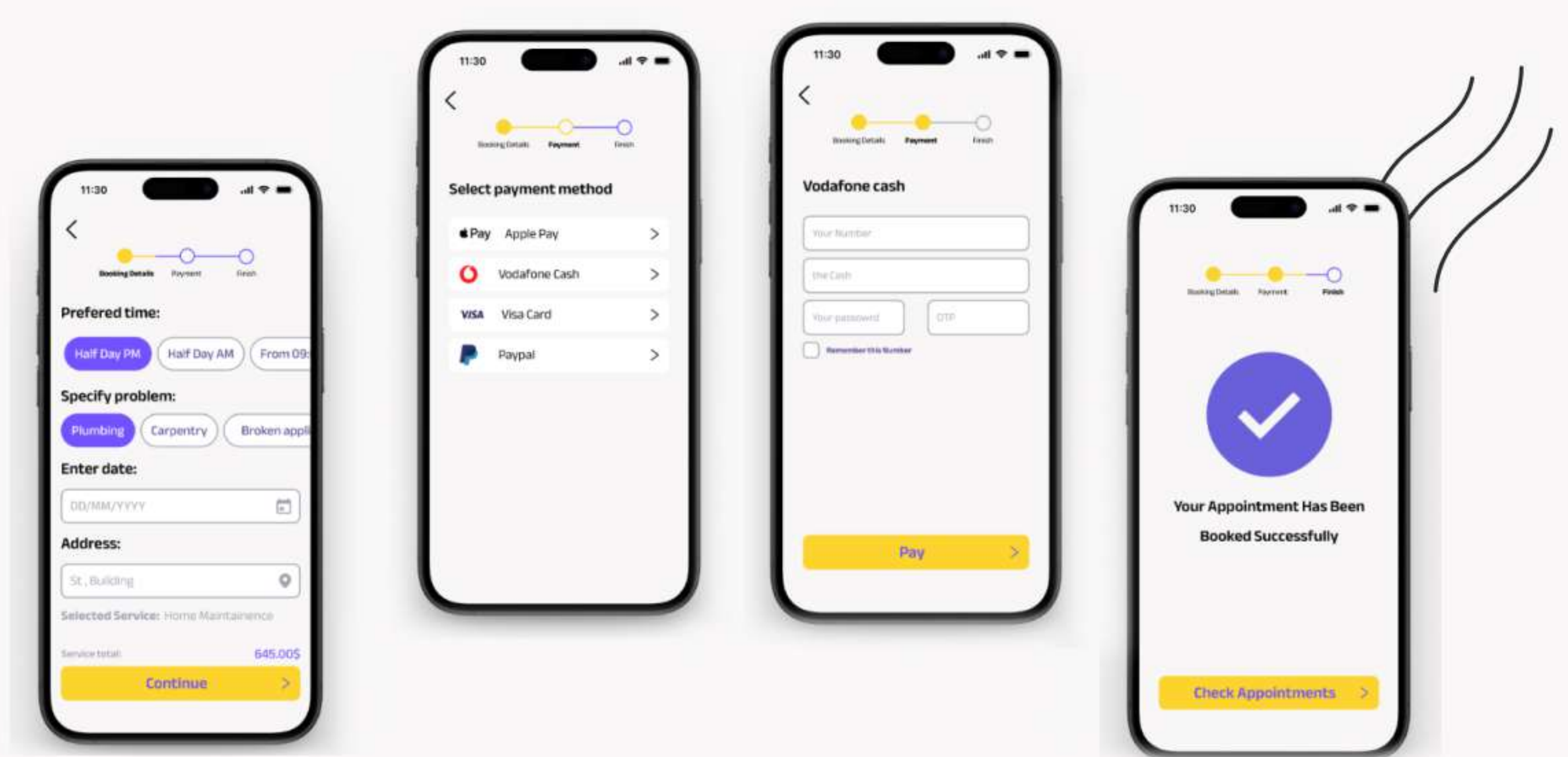
## Screen examples 03

# Main Screens



## Screen examples 04

# Booking Process



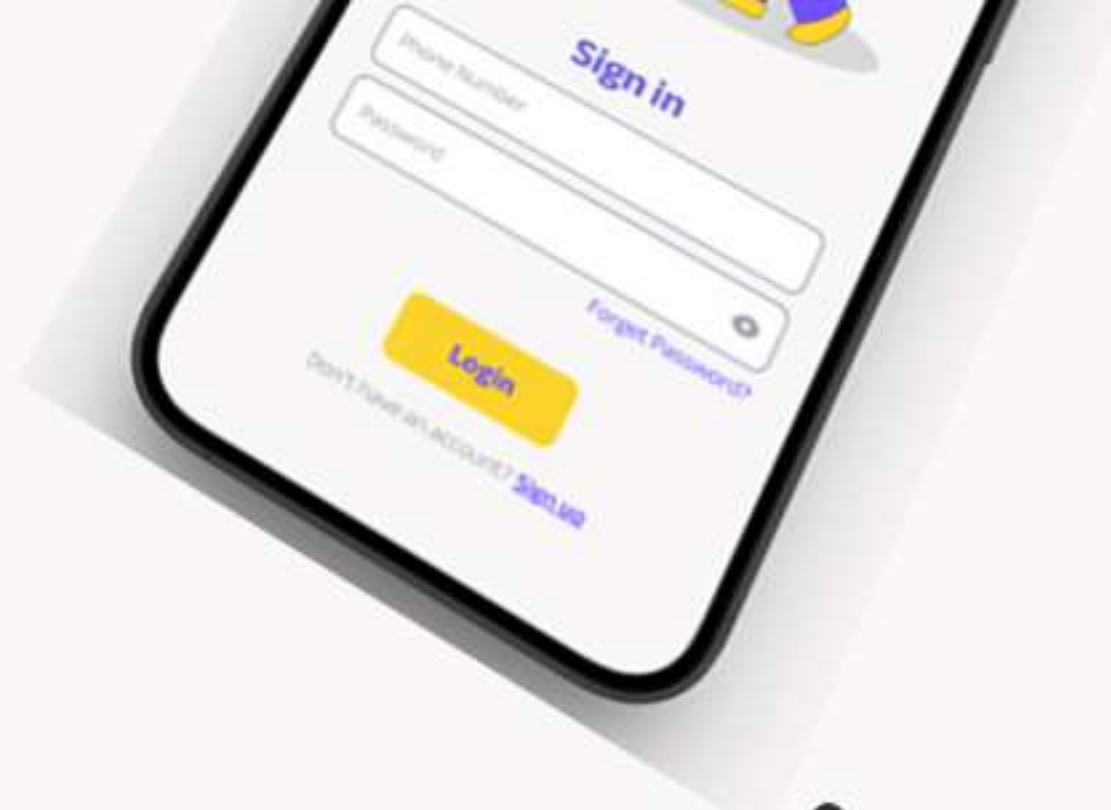






Credits

## Meet the team



Aalaa Ahmed

Bassam Abdelkader

Suhaila Elaraby

Omnia Montaser

Rana Almakhzangy





**Thank  
You**

