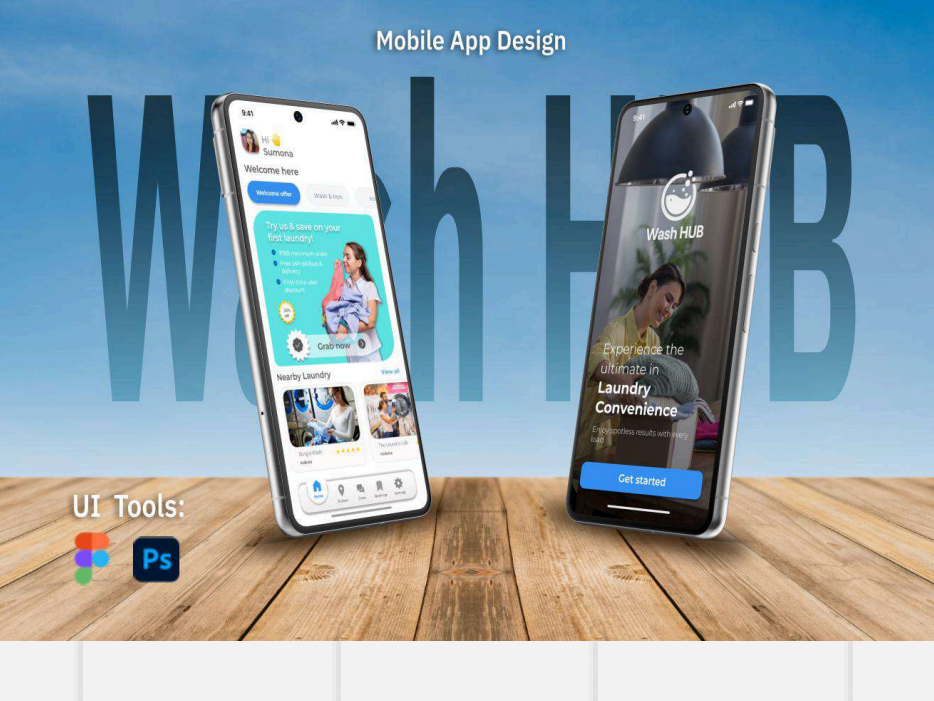
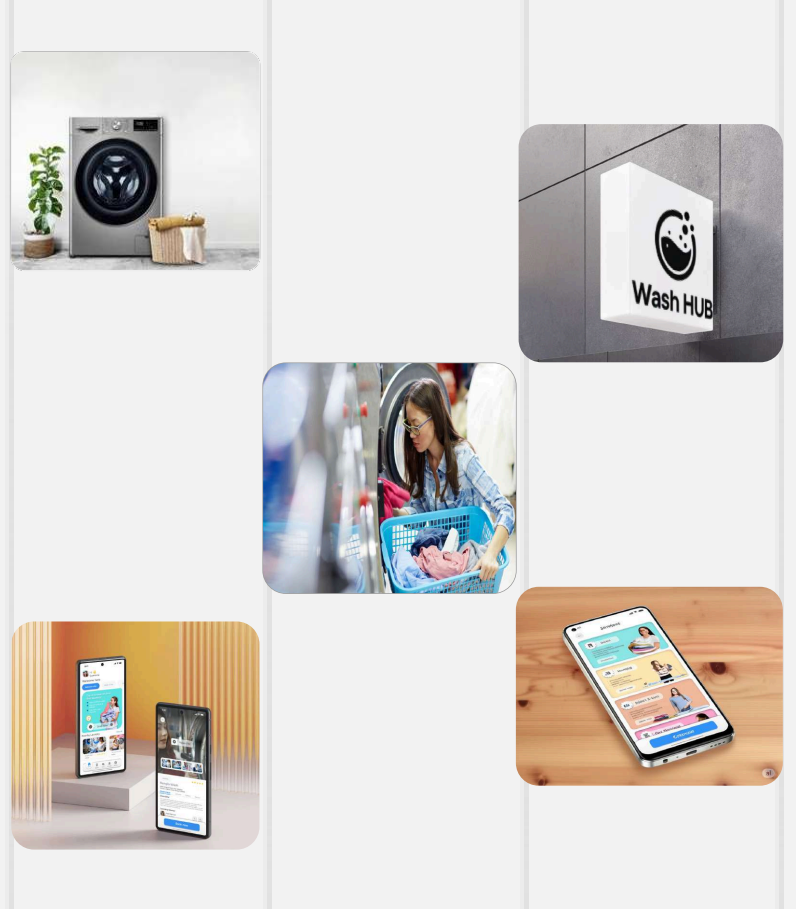

Mobile App Design
Wash HUB
Hi Sumona
Welcome here
Try us & save on your first laundry!
Grab now
Nearby Laundry
Experience the ultimate in Laundry Convenience
Get started
UI Tools:

Overview

This laundry app offers a seamless solution for busy urban users to manage orders, track services, and find nearby providers. Designed with a user-friendly interface, it simplifies the laundry process through an intuitive digital experience.



Problem Statement

Current laundry services suffer from inefficiencies, lack transparency and customization, and poor communication, leading to a frustrating user experience.

1

Unreliable Service & Delays:

Users frequently encounter unexpected delays and inconsistent service quality.

2

Information Gap:

Customers lack real-time updates and clear information about their laundry's progress.

3

One-Size-Fits-All Approach:

Existing services fail to cater to individual preferences for washing, drying, and folding.

4

Customer Support Challenges:

Users experience difficulty in communicating issues or receiving timely assistance.

Design Process

We began by defining the project scope, outlining goals, deliverables, and resources, ensuring team alignment, accountability, and efficient execution for successful outcomes.

1. Discover
- User Research
- In Depth Interview

2. Define
- Empathy Map
- User stories
- Ideating

3. Wireframe
- User flow
- Wireframe

4. Design
- Design System
- High Fidelity

Clean, Soft, Fragrant
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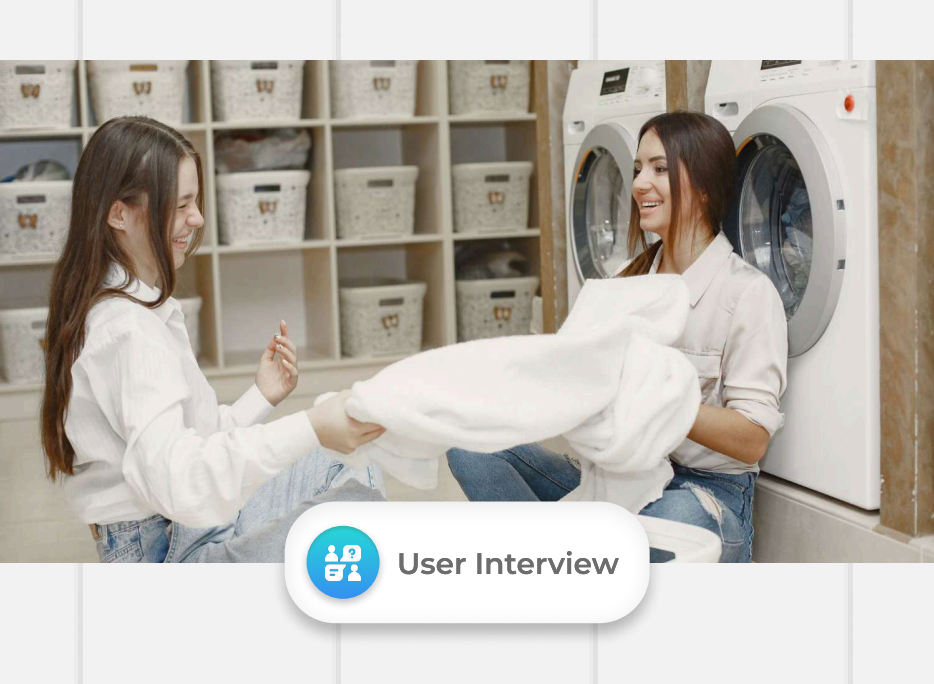
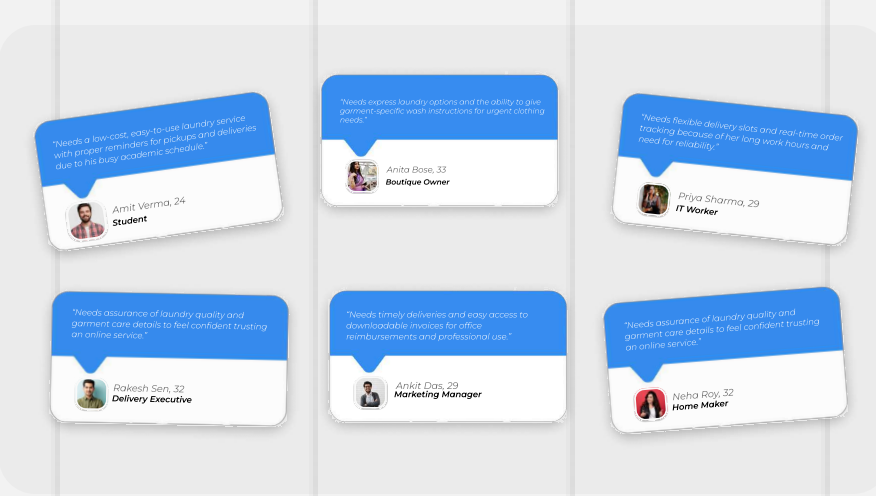
User Research

We interviewed 8 frequent laundry service users to uncover real pain points and expectations. With 12 targeted questions, the sessions revealed key insights that shaped a more user-friendly and intuitive app experience.



User Interview

What are the main pain points for users?


Amit Verma, 24
Student
Anna Rose, 31
Boutique Owner
Priya Sharma, 29
IT Worker
Rakesh Sen, 32
Delivery Executive
Ankit Das, 29
Marketing Manager
Neha Roy, 32
Home Maker

Competitor Analysis

We analyzed competitors to uncover gaps in features and usability. This helped us design a smarter, more intuitive laundry app that delivers a superior user experien

Features / Criteria	Wash HUB	DhobiLite	PickMyLaundry
Modern UI & Clean Design	✓	✗	✗
Smooth Navigation	✓	✓	✗
Dedicated Laundry Focus	✓	✓	✓
Easy Pickup Scheduling	✓	✓	✓
Real-time Order Tracking	✓	✓	✓
Location-based Service Mapping	✓	✓	✓
Login Options (Google, Phone)	✓	✗	✗
Personalized Dashboard	✓	✗	✗
Offers / Promotions Integration	✓	✗	✗
Smooth User Onboarding	✓	✗	✗
Multiple Service Options (Wash/ Iron)	✓	✓	✓
Visual Appeal / Aesthetic	✓	✗	✗
App Performance (Loading Speed)	✓	✓	✗
City-wise Availability	✓	✓	✓
User Support / Contact Flow	✓	✗	✗

Conclusion

Wash HUB delivers a seamless and engaging laundry experience, addressing key design and usability gaps left by competitors to provide a more complete solution.

DhobiLite

Offers dependable laundry services with wide city coverage, but falls short in visual appeal, modern UI design, and a smooth onboarding experience for new users.

PickMyLaundry

Offers easy pickup scheduling and real-time tracking, but the outdated interface and lack of personalization reduce the overall user experience.

Empathy Map

We identify what users think, feel, say, and do during their laundry experience to uncover pain points like missed pickups and confusing UI, while also understanding motivations like convenience and time-saving—helping us design more user-focused solutions.

Says
- "I want a service that picks up and delivers on time."
- "I don't want to call every time to check the status."
- "It should be affordable and trustworthy."
- "I don't understand how to track my order in the app."

Does
- Checks prices and reviews before using a new laundry service.
- Calls customer care when unsure about pickup/ delivery.
- Frequently uses the same type of laundry package.
- Scrolls quickly past confusing interfaces.

Thinks
- "Will they handle my clothes with care?"
- "What if the delivery is late and I need these urgently?"
- "Is this service better than the last one I used?"
- "Why is this app so cluttered?"

Feels
- Frustrated by delays and lack of updates.
- Anxious about garment safety and quality.
- Relieved when the process is smooth.
- Happy when discounts or loyalty points are offered.

User Stories

After gaining insights through the empathy map, the next step is to translate those user needs into actionable user stories. These stories help bridge the gap between user expectations and app functionality, guiding the design and development process to deliver a seamless, intuitive laundry service experience.

Real-Time Order Tracking

1. When I often feel anxious not knowing the status of my laundry
2. I need a way to monitor my laundry's journey in real-time
3. So I can feel reassured and stay informed about any changes or delays
4. And receive timely updates that give me confidence in the service and reduce the need to follow up

Clear Laundry Instructions

1. When I struggle to explain fabric care or specific wash preferences
2. I want a platform that lets me input clear, custom instructions for each item
3. So there's no room for miscommunication or handling errors
4. And I can trust that my clothes will be treated just the way I need without checking in repeatedly

Choosing Trustworthy Services

1. When I feel unsure about which provider to trust among many options
2. I'm looking for an app that shows ratings, reviews, and credentials in one place
3. So I can confidently pick a service that fits my standards and needs
4. And know that I'm choosing a dependable option with proven customer satisfaction

Hassle-Free Laundry Experience

1. When I'm overwhelmed with daily tasks and laundry becomes a burden
2. I want an effortless pickup and delivery system that fits my schedule
3. So I can avoid unnecessary errands and make better use of my time
4. And enjoy a fast, reliable laundry experience that feels seamless from start to finish

Ideating

After completing the research process, the next crucial step is ideation, where innovative and user-focused solutions are crafted to address user pain points and improve the laundry service experience. Based on the app's UI structure and observed user flow, the following key ideas were generated.

1. *Smart Onboarding & Profile Setup*

Design a seamless sign-up experience using mobile number or Google login. Enable users to quickly set up profiles, with auto-filled data like name, contact, and saved addresses—reducing repetitive input and speeding up access to services.

2. *Location-Based Pickup with Map Pinning*

Incorporate Google Maps integration for users to precisely drop a pin for pickup and delivery. Detect service availability based on location and suggest time slots dynamically based on proximity and delivery volume.

3. *Interactive Service Selection Interface*

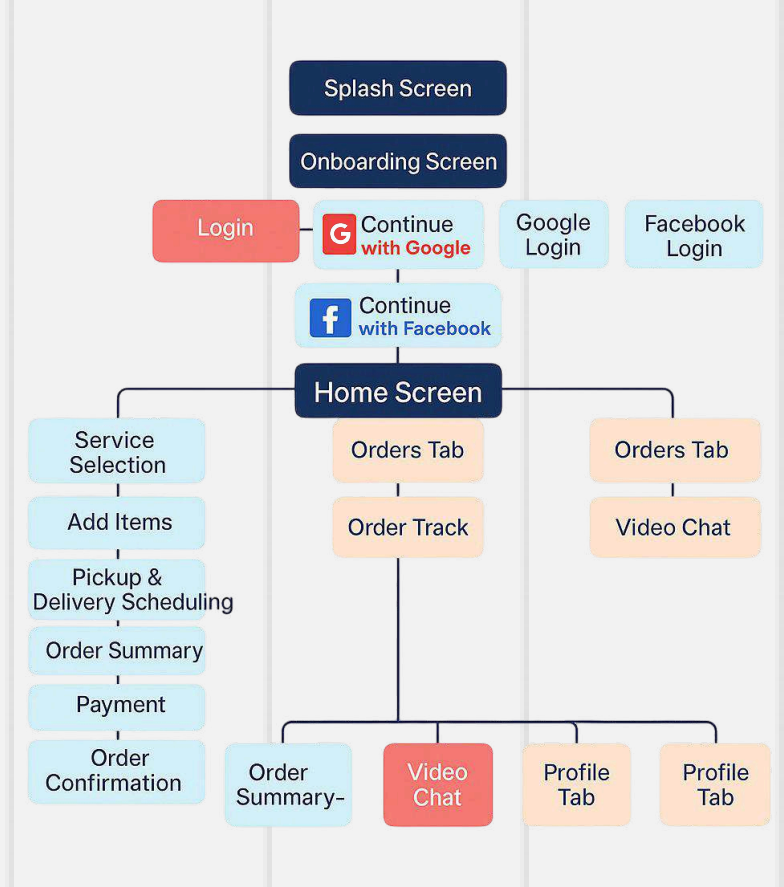
Use a card-style selector with visual icons and short labels for each service—Wash Only, Dry Clean, Iron Only, Wash & Fold. This helps users make quick, informed decisions without confusion.

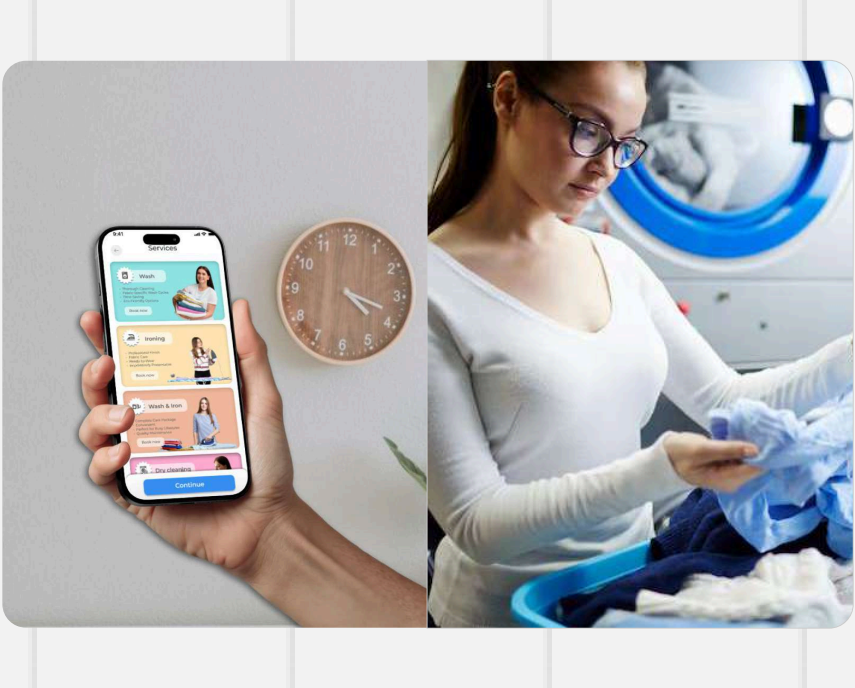
4. *Real-Time Order Tracking System*

Implement a visual tracking timeline that displays each stage of the order—Booked • Picked Up • In Process • Delivered. Pair this with status notifications and estimated delivery time to improve user confidence and reduce anxiety.

Information Architecture

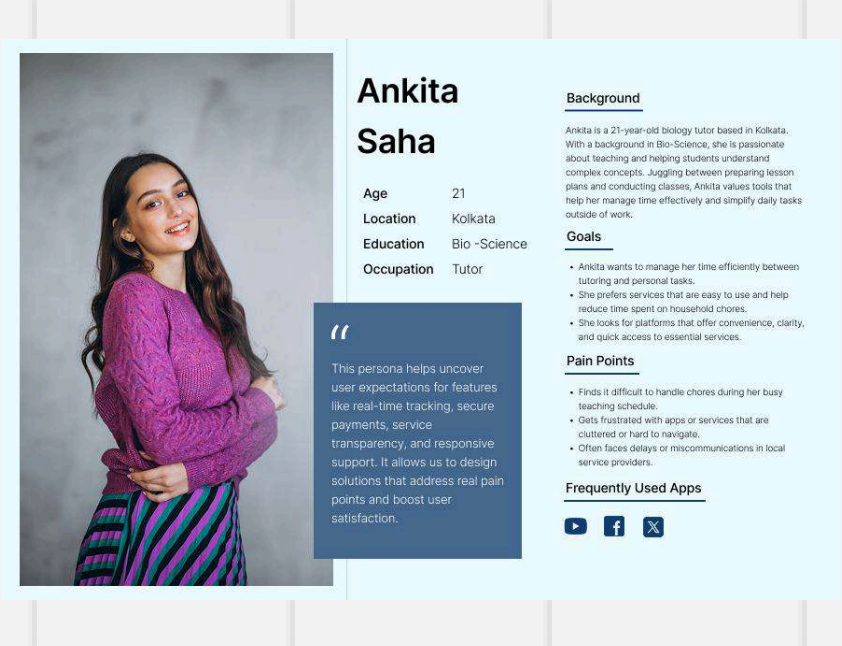
We then establish the Information Architecture (IA) to define how users navigate and interact with the app's content. IA helps organize features and screens in a logical structure, ensuring users can find what they need effortlessly. By mapping user flows and hierarchies, we create a seamless and intuitive experience that supports efficiency and usability across all user journeys.


Splash Screen
Onboarding Screen
Login
Continue with Google
Google Login
Facebook Login
Continue with Facebook
Home Screen
Service Selection
Add Items
Pickup & Delivery Scheduling
Order Summary
Payment
Order Confirmation
Orders Tab
Order Track
Orders Tab
Video Chat
Order Summary
Video Chat
Profile Tab
Profile Tab



User Persona

User flow is a critical stage in the design and development of digital products or services. It maps out the steps a user takes to achieve a specific goal within your app—from the moment they land on the welcome screen to completing a core action. By strategically plotting these paths, we ensure the experience feels intuitive, engaging, and frictionless.



Ankita Saha

Age: 21
Location: Kolkata
Education: Bio -Science
Occupation: Tutor

"This persona helps uncover user expectations for features like real-time tracking, secure payments, service transparency, and responsive support. It allows us to design solutions that address real pain points and boost user satisfaction"

Background

Ankita is a 21-year-old biology tutor based in Kolkata. With a background in Bio-Science, she is passionate about teaching and helping students understand complex concepts. Juggling between preparing lesson plans and conducting classes, Ankita values tools that help her manage time effectively and simplify daily tasks outside of work.

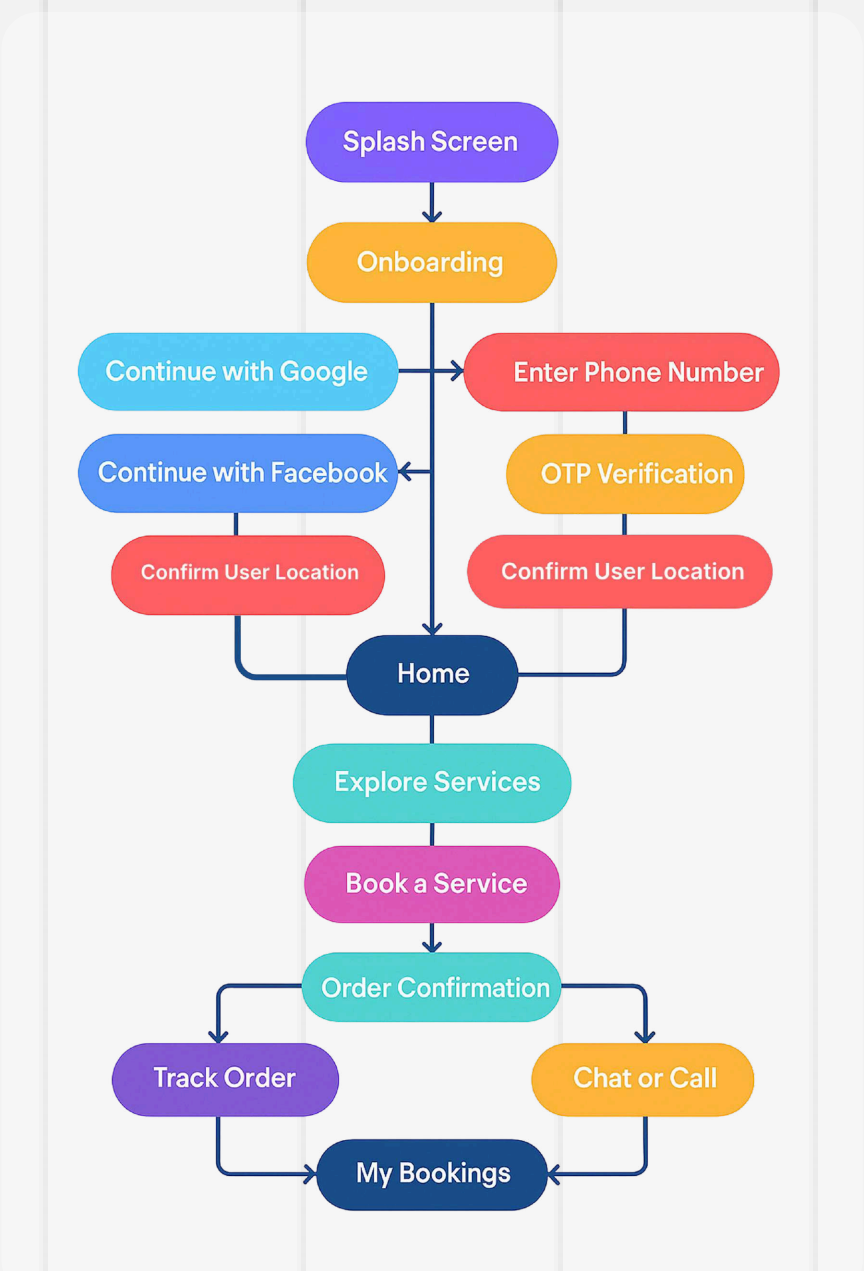
Goals
- Ankita wants to manage her time efficiently between tutoring and personal tasks.
- She prefers services that are easy to use and help reduce time spent on household chores.
- She looks for platforms that offer convenience, clarity, and quick access to essential services.

Pain Points
- Finds it difficult to handle chores during her busy tutoring schedule.
- Gets frustrated with apps or services that are cluttered or hard to navigate.
- Often faces delays or miscommunications in local service providers.

Frequently Used Apps

User Flow

User flow is a critical stage in the design and development of digital products or services. It maps out the steps a user takes to achieve a specific goal within your app—from the moment they land on the welcome screen to completing a core action. By strategically plotting these paths, we ensure the experience feels intuitive, engaging, and frictionless.


Splash Screen
Onboarding
Continue with Google
Enter Phone Number
Continue with Facebook
OTP Verification
Confirm User Location
Confirm User Location
Home
Explore Services
Book a Service
Order Confirmation
Track Order
Chat or Call
My Bookings

Typography & Colour

1234567890
!@#$%^&*()_+

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

PRIMARY COLOR PALETTE

Primary Blue #1E88E5
Light Blue Background
Red Button (End Call) #F44336
Teal / Aqua Highlight

TEXT & ICON COLORS

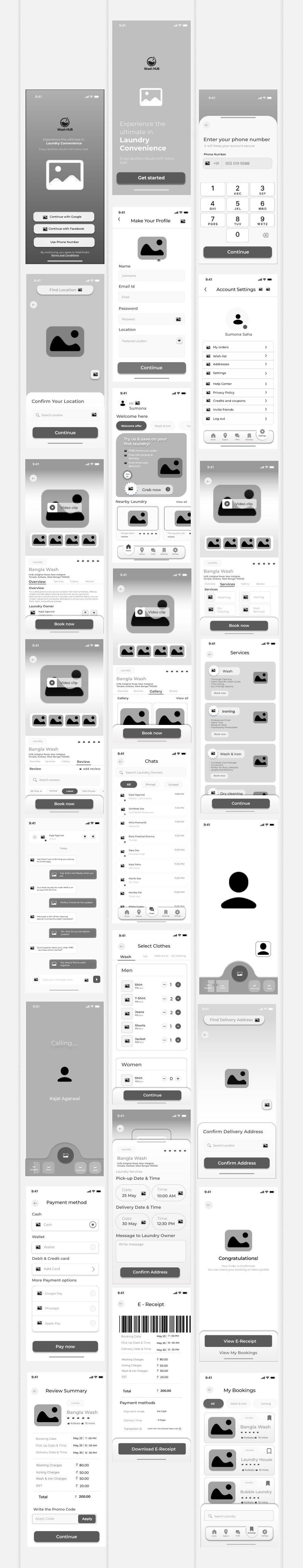
Dark Text #212121
Medium Text #616161
Light Text #9E9E9E
White Text

BACKGROUNDS & DIVIDERS

Pure White #FFFFFF
Light Divider #E0E0E0
Grey Card Background

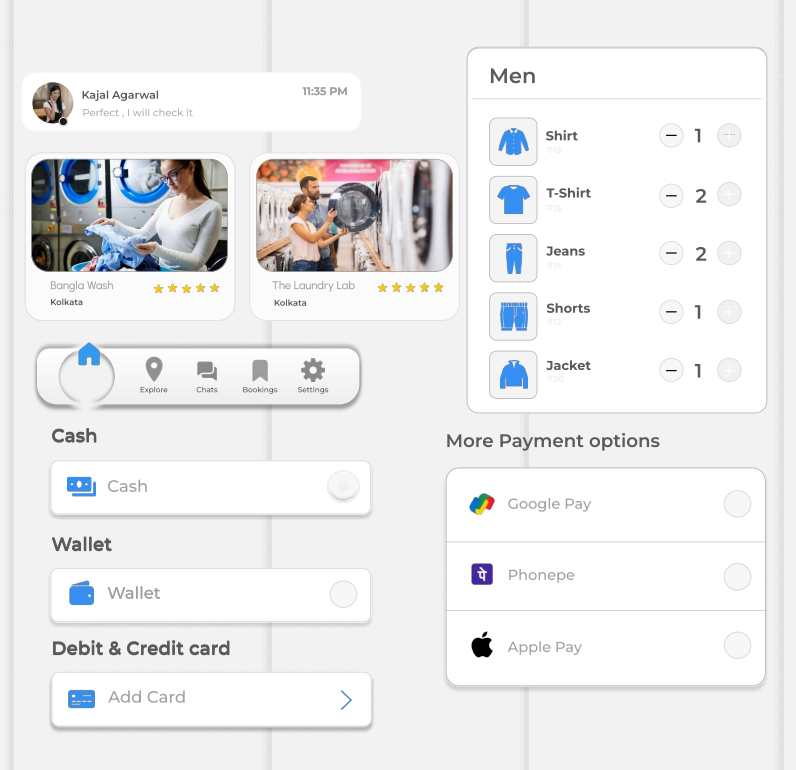
Wireframe

Wireframes serve as the foundational blueprint of a digital product, outlining the structure, hierarchy, and key elements of each screen. They guide content placement, user flow, and feature integration—ensuring a clear path from concept to execution. By aligning teams around shared visuals early on, wireframes simplify communication and enhance design efficiency.


Wash HUB
Continue with Google
Continue with Facebook
Use Phone Number
Experience the ultimate in Laundry Convenience
Get started
Enter your phone number
Continue
Make Your Profile
Name
Email Id
Password
Location
Continue
Find Location
Confirm Your Location
Continue
Account Settings
Sumona Saha
My orders
Wish list
Addresses
Settings
Help Center
Privacy Policy
Credits and coupons
Invite Friends
Log out
Welcome here
Try us & save on your first laundry!
Grab now
Nearby Laundry
Video clip
Bangla Wash
Overview
Services
Gallery
Review
Book now
Wash
Ironing
Wash & Iron
Dry cleaning
Continue
Chats
Select Clothes
Men
Shirt
T-Shirt
Jeans
Shorts
Jacket
Women
Continue
Calling...
Kajal Agarwal
Find Delivery Address
Confirm Delivery Address
Confirm Address
Pick-up Date & Time
Delivery Date & Time
Message to Laundry Owner
Confirm Address
Congratulations!
Payment method
Cash
Wallet
Debit & Credit card
More Payment options
Google Pay
Phonepe
Apple Pay
Pay now
E - Receipt
Download E-Receipt
View E-Receipt
View My Bookings
Review Summary
Write the Promo Code
Apply
Continue
My Bookings
Bangla Wash
Laundry House
Bubble Laundry

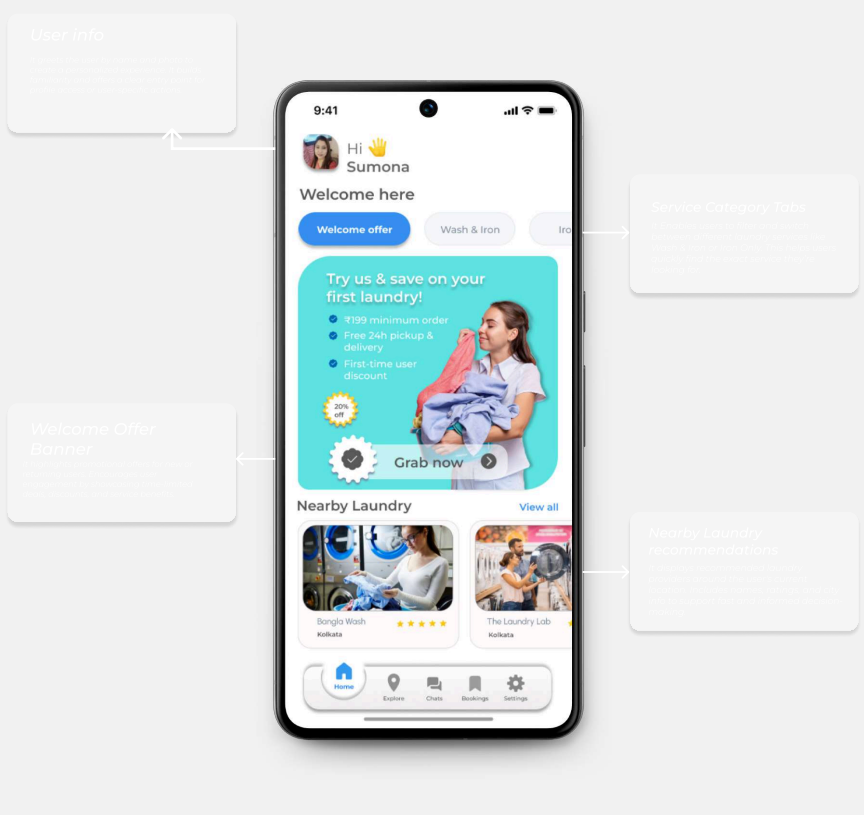
Components

These components illustrate essential screens and features of the laundry service app, such as booking services, tracking orders, and accessing account details. Each component is thoughtfully crafted to enhance usability, support task completion, and maintain a consistent user experience across the app.


Kajal Agarwal
11:35 PM
Bangla Wash
Kolkata
The Laundry Lab
Kolkata
Explore
Chats
Bookings
Settings
Cash
Cash
Wallet
Wallet
Debit & Credit card
Add Card
Men
Shirt
T-Shirt
Jeans
Shorts
Jacket
More Payment options
Google Pay
Phonepe
Apple Pay

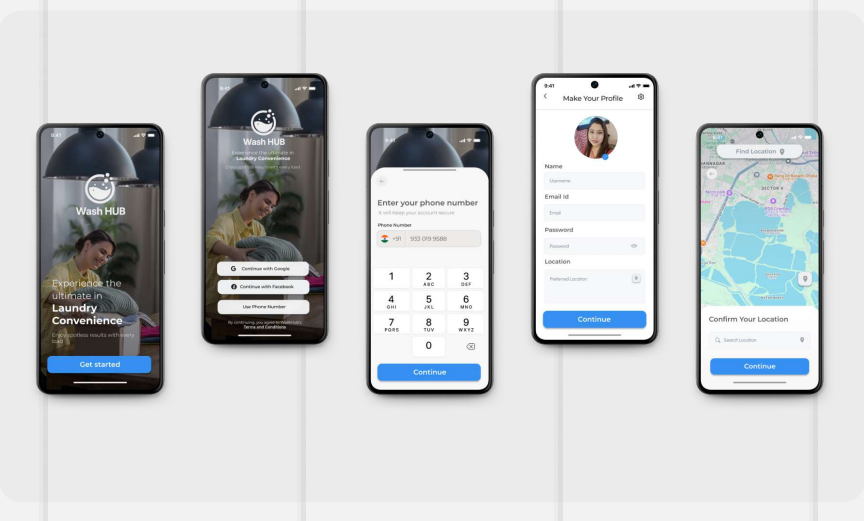
Hi-fidelity Designs

At this stage, the focus shifts from structure to polish. Wireframes evolve into detailed, high-resolution screens enriched with brand colors, typography, and precise UI components. These designs are not only visually refined but also interactive and user-ready, offering a near-final representation of the product. This phase ensures alignment with branding and usability before development begins.


Hi Sumona
Welcome here
Welcome offer
Wash & Iron
Try us & save on your first laundry!
Grab now
Nearby Laundry
View all
Bangla Wash
The Laundry Lab

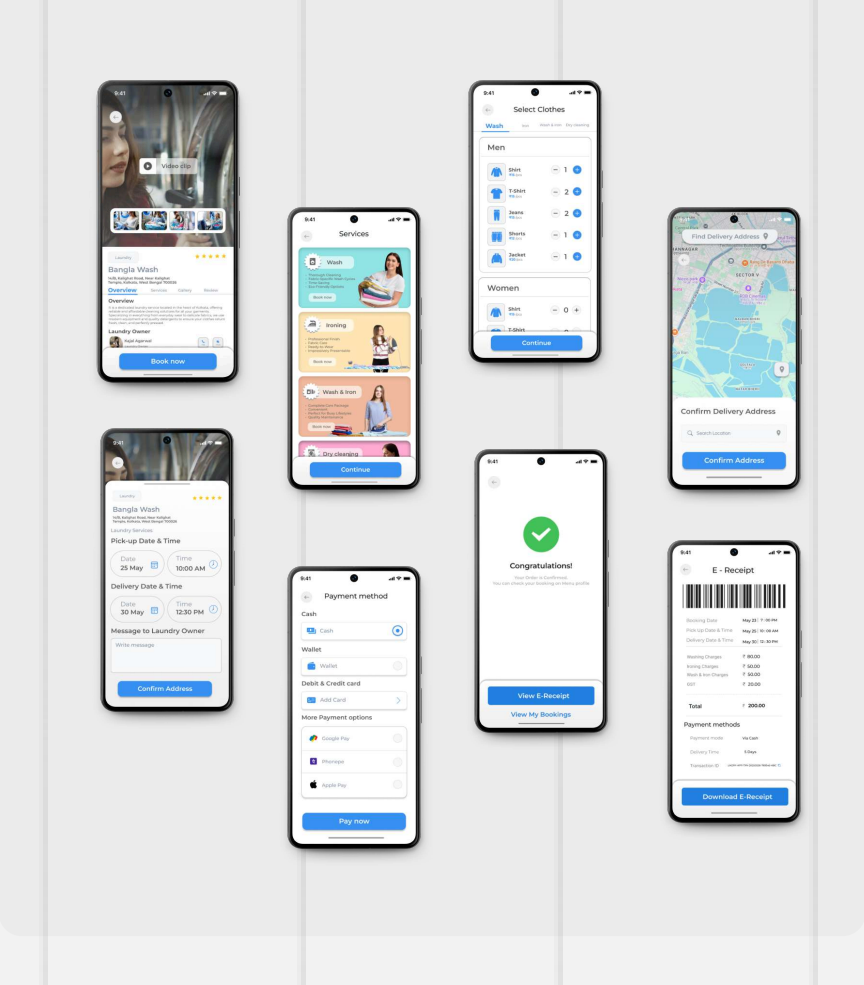
Onboarding & Register

This section guides new users through account setup, starting with registration via phone number and OTP verification. Users then complete their personal information and select their current location, which helps the app display nearby laundry services tailored to them.



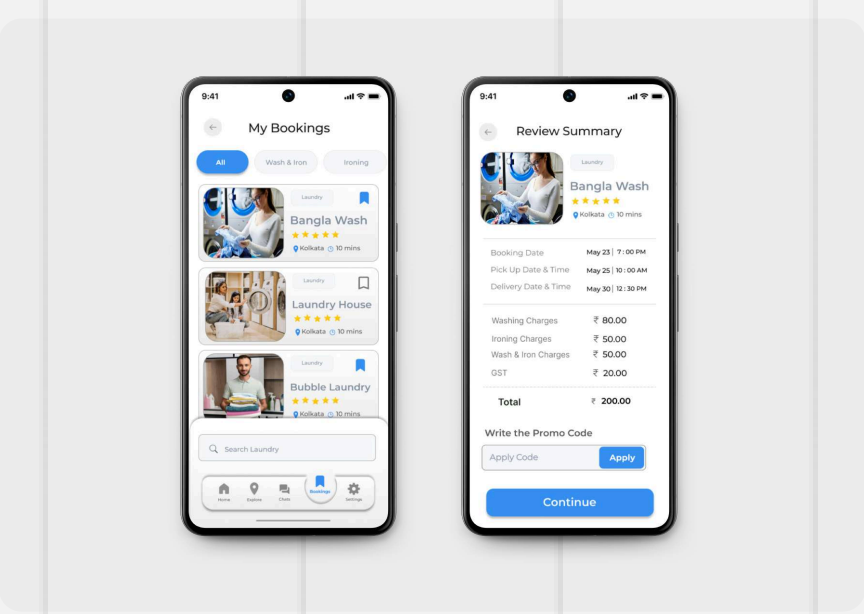
Book an service

In this step, users can choose their desired laundry service from available options like Wash & Iron or Dry Clean. After selection, they proceed to schedule a pickup time, set preferences, and confirm the booking. This process ensures a smooth and convenient service request tailored to user needs.



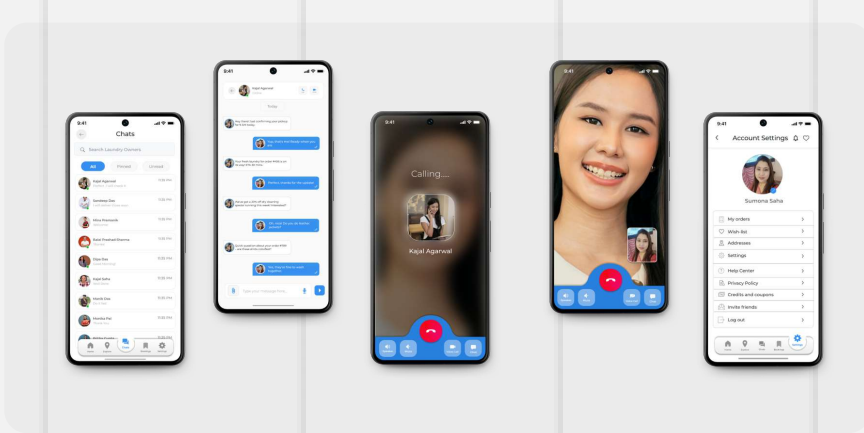
View Order Details & My Bookings

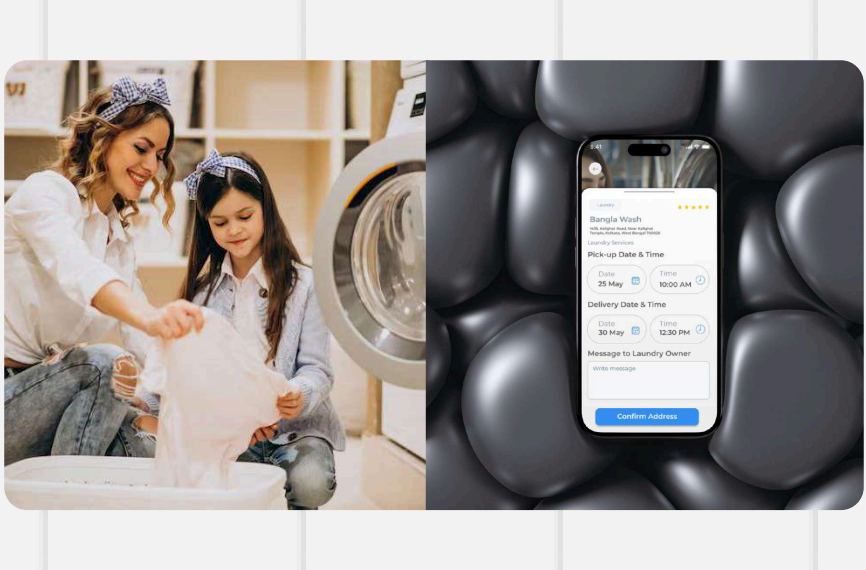
Users can easily access their upcoming and completed laundry bookings in one place. This section provides clear details like service type, pickup and delivery times, order status, and payment summary. It ensures users stay updated, organized, and in control of their laundry activities throughout the service journey.

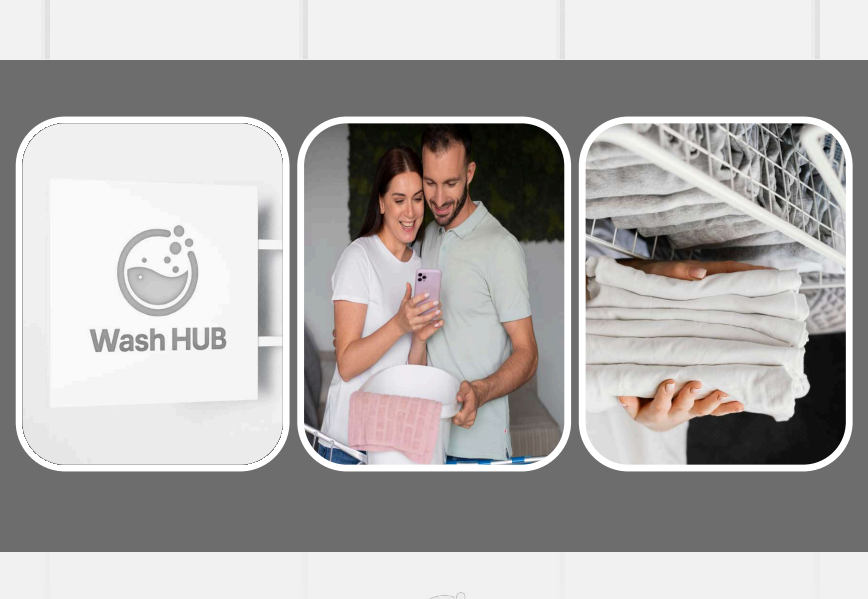

My Bookings
Bangla Wash
Laundry House
Bubble Laundry
Review Summary
Bangla Wash
Total
₹ 200.00
Write the Promo Code
Apply
Continue

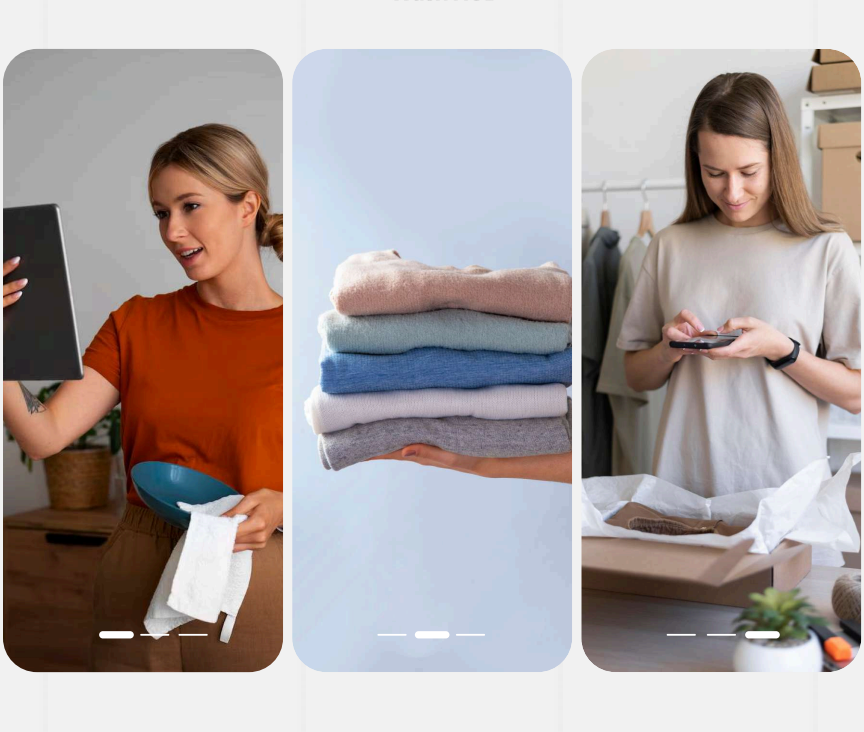
Chat, Call & Profile

Users can connect with support via chat or call for instant help, while the profile section lets them manage personal details, addresses, and preferences — making every booking smoother and more personalized.









👉 View the Interactive Prototype

Thanks for staying with us ✨ Your time means a lot! 💙