The Clean Divorce

*Rewrite the divorce narrative embracing technology*

**Team Members:**

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| --- | --- |
| Course: CSIS 3375 | Section: 001 |
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Table of Contents

[Introduction 1](#_Toc210580743)

[The Gap 1](#_Toc210580744)

[Proposed Project Outcomes 1](#_Toc210580745)

[Novelty 1](#_Toc210580746)

[Market Research 2](#_Toc210580747)

[Transformative Experience 2](#_Toc210580748)

[From a User Perspective 2](#_Toc210580749)

[From the Company Perspective 3](#_Toc210580750)

[People, Activity, Context and Technology 3](#_Toc210580751)

[People 3](#_Toc210580752)

[Activities 3](#_Toc210580753)

[Context 3](#_Toc210580754)

[Technology 4](#_Toc210580755)

[Value Proposition 4](#_Toc210580756)

[References 4](#_Toc210580757)

[Project Contract 5](#_Toc210580758)

[Project Logs 6](#_Toc210580759)

[AI Usage 7](#_Toc210580760)

# Introduction

Divorce is not just a legal process. It is a life altering transitional event filled with grief, confusion, overwhelming amount of decision making. Traditionally, lawyers are the one who lead divorce process. However, it is mostly directed at quick wins and legal battles. Divorce mediation is also available, which allows the parties to maintain some control over the outcome of a divorce unlike litigation. However, a novel solution is required to provide the emotional support which is required for a divorce.

## The Gap

Despite of Today’s abundant informational access, processing through a divorce can be of a challenge. Most of the websites are very information heavy and can be either intimidating start with or overwhelming to comprehending on. Therefore, a gap is there to for an app to handhold a person during this chaotic period to navigate this journey to increase the likelihood of better outcome for the families involved.

Clean Divorce, which was founded by Suzanne Winlove-Smith, tries to address this gap in the market and the product portfolio, acts as a compassionate guide for the people who are going through or thinking of getting a divorce. The current products are available as informational website which facilitate divorce mediation and relationship coaching as a guided journey. It helps to understand the all the aspects of divorce process before moving forward. Furthermore, other resources such as guided journal, consultation is also available on the website. However, for today’s attention-deficit audience and their reliance on smartphone, these solutions could be enriched by an app accommodating all these products.

# Proposed Project Outcomes

* Clean Divorce Mobile App User Design
* User onboarding with profile management features (Which would be used to manage CRM)
* Initial assessment tool to map the user to the required guiding and recommend products.
* A fully interactive "Freedom Roadmap” course designed to support users under mental stress.
* 21 Day New Beginnings Digital Journal.
* Platform to use other tools and buy consultancy services.

# Novelty

The Clean Divorce App will have the following motto:

Rewrite the divorce narrative, replacing bitterness with understanding, conflict with compromise and despair with hope. – Suzanne Winlove-Smith

The idea is to create a wholesome product combining all the separate products into an integrated app, which provide bite size informational chunks. An Integrated Journey Map can be created which is a dynamic pathway that adapts based on different user circumstances. The core of the pathway will be a structured and progressive journey which is consist of series of manageable ‘bite-sized’ chunk. These steps would be visualised to create consistent engagement, tracking progress.

Furthermore, this app can be also augmented by guiding user to use useful tools for financial goals, personal goals, checklists before selecting lawyers, which could help the user to get some overall idea, which would make the divorce or mediation process easier.

The consultancy sessions booking can also be baked into the journey as suggestions as the user moves through different chapters, which is traditionally presented in a separate directory (like the webpage services section).

# Market Research

This app is targeted at a person who may be struggling with their marriage or who are going through a divorce.

Based on the market research, currently there are direct and indirect competitors for Clean Divorce. In addition, many websites available for divorce mediation, which may overwhelm a potential user with the informational overload.

Direct Competitors

Direct competitors such as OurFamilyWizard, Talking Parents, 2 Houses are currently in the market. However, they are in the Co-Parenting space which are design to reduce conflict, so the kids can thrive after a separation or divorce. However, this serves only a part of the target market and this app get involved in the later part of a separation or divorce.

Indirect Competitors

Indirect competitors can be there in the therapy space such as Betterhelp, which is a convenient way to get licensed therapist’s help, which could be helpful to navigate through the passage of separation or divorce.

However, these competitor offerings may not provide a holistic solution as the proposed Clean Divorce App. Therefore, the users of this app will significantly benefit from the app.

# Transformative Experience

## From a User Perspective

At the start of the divorce process, things can be nerve wracking and overwhelming. Using this app help the user to isolate from informational overload, isolating from the noise and the big problem into small, achievable daily tasks, similar to some language learning apps like Duolingo.

Without the app, one will only have generic tools which are currently scattered over the internet to assess his/her emotional state. The app will give you an assessment tool to identify the emotions and current circumstances. The “21 Day New Beginnings Digital Journal” can help to build the emotional readiness and self-reflection to help the users enter the mediation process with a clearer head fostering more collaborative experience.

The current market in the therapy space would require opening up to a professional, which might shy away lot of help seekers. The user can feel this app as a private, non-judgemental guide which can be consumed at his/her own pace. The visualized milestones which make the user aware of the current progress and providing a sense of moving forward.

Without the app, the user may have to do his/her own research on their own or consume multiple products to get an overall understanding of the divorce journey. This app will provide the required information in one place and in small doses. The augmented functionalities like planners, checklists, make the separation or divorce process easier.

## From the Company Perspective

The current consultation model that the business operates makes it harder to scale the business. Although the web-based service delivery can resolve some of the scalability problems of the business, it has not integrated the initial assessment, user journey and services. Since they are in separate silos, which could discourage potential customers. A mobile app can create more revenue for the company.

The customer profile and initial assessment tool information can be stored in the CRM, which would enable company to have better customer relationships, understand the customer prior to a mediator session, provide meaningful product and service recommendations facilitating cross selling.

Approaching a larger target market and cross selling opportunities can justify the business case for Clean Divorce Mobile App.

# People, Activity, Context and Technology

## People

The primary users for this app are:

* a person who is going through a separation or a divorce
* a person who is contemplating separation or divorce due to relationship struggles

Both of these user categories may be at an emotionally turbulent time, which lack focus and trying to breakaway from the external noise and informational overload. Furthermore, the age demographic can have high variability with varying levels of tech savviness. Therefore, the UI/UX must be clear and less intimidating.

## Activities

The core activities in the app would be doing the initial assessment, progressing through the structured milestones in the Freedom journey, processing at his/her own space. The other supporting activities may consist of use of financial planners, using checklist for legal processing, booking services with mediators etc.

The UI/UX experience should be suggestive to take use of these supporting activities based on the milestone that he/she in the Freedom journey.

## Context

The app will be accessible for the user 24x7, in the individuals’ private moments. However, it is planned to be bitesized, to motivate the user fostering short and meaningful interactions.

## Technology

The app would be designed for both iOS and Android. Since the privacy of this kind of an app is paramount, authentication should be required (To a level that it does not discourage the usage of the app). Users can also be able to customize the notification settings for them to receive reminders as well. Since there are products and services suggestion available for the user, secured payment methods and calendar integration can also be implemented for better integration.

# Value Proposition

Clean Divorce app helps the individuals who are contemplating or going through separation or divorce, providing a structured and holistic pathway breaking down the overwhelming process into manageable steps and milestones giving a sense of control and forward momentum. This non-judgemental, private emotional support saves time and money on legal fees. All the resources required, will be in one place to reduce user confusion and anxiety, shielding from external noise and information overload, empowering a strong foundation to start a new chapter.

# References

1. Clean Divorce. (2025, October 4). Retrieved from The Clean Divorce: https://www.thecleandivorce.com/
2. Winlove-Smith, S. (2025, October 4). *About Clean Divorce*. Retrieved from https://drive.google.com/file/d/1id4CRI-bVIfJWOS0WnOUa6TYub0hRKcH/view
3. Winlove-Smith, S. (2025, October 4). *Project Proposal: Enhancing the "FreedomRoadmap" Course .* Retrieved from https://docs.google.com/document/d/1q6kFLQcmBaSdfPn94w82Tl9kQREi6WpITMBZ1RbZDl8/edit?tab=t.0

# Project Contract

|  |  |
| --- | --- |
| Course | CSIS 3375 |
| Instructor | Padmapriya Arasanipalai Kandhadai |
| Project Title | Clean Divorce Mobile Application |
| Team Members | Atapattu, Upul M - 300392188  Arachchi Mudiyanselage, Vidarshan - 300392818 |

**1. Purpose**

We agree to work together respectfully, communicate clearly, and share responsibilities to complete our UI/UX project successfully.

**2. Communication & Meetings**

|  |  |
| --- | --- |
| Platform | Calls, Whatsapp |
| Response Time | Within 24 hours. |
| Meetings Medium | Can be Online or In-person. |
| Meeting Dates | |  |  | | --- | --- | | Sunday | 7:00 AM to 9:00 AM and 7:00 PM to 9:00 PM | | Monday | 3:30 PM to 10:00 PM | | Tuesday | 1:30 PM to 10:00 PM | | Wednesday | 8:00 AM to 9:00 AM (Before class, Physical) | | Thursday, Friday, Saturday. Urgent Meetings only. | | |

**3. Responsibilities**

Tasks will be divided fairly and adjusted as needed. Everyone is responsible for meeting deadlines and contributing to discussions.

**4. Decision-Making & Conflict**

We aim for consensus decisions and disagreements will be discussed respectfully; unresolved issues may be raised with the instructor.

**5. Accountability**

Members will complete work on time or notify the group if delays arise. If there is a possibility of missing the deadlines due to medical or family matter, the said member must contact the instructor and ask for guidance how to handle the situation.

**Signatures**

We agree to the above terms:

|  |  |
| --- | --- |
|  | (Upul Atapattu, 5th October 2025) |
|  | (Vidarshan Rathnayake, 5th October 2025) |

# Project Logs

**Team Member:** Upul Atapattu

|  |  |  |
| --- | --- | --- |
| Date | Hours | Description of Work Done |
| 23-Sep-2025 | 1 | Going through the Clean Divorce website to understand the company with the available information. |
| 29-Sep-2025 | 1 | Discussion with the instructor on how to approach the riipen project. |
| 30-Sep-2025 | 1 | Meeting with the Employer (Online) for the initial discussion to understand what the possible options are to do UI/UX project with her product vision. |
| 02-Oct-2025 | 3.5 | Going through the material shared by the Employer Part 2. (Freedom Roadmap) |
| 02-Oct-2025 | 0.5 | Discussing the project scope idea with the other teammate. |
| 04-Oct-2025 | 2 | Preparation of project proposal. (Transformative Experience, Market Research, PACT, Value Proposition etc) |
| 05-Oct-2025 | 1 | Review other member contributions |
| 05-Oct-2025 | 0.5 | Creating the GitHub Repo and Submission |
|  | 10.5 |  |

**Team Member:** Vidarshan

|  |  |  |
| --- | --- | --- |
| Date | Hours | Description of Work Done |
| 22-Sep-2025 | 1 | Going through the riipen project list to select feasible project matching to our resource capability |
| 23-Sep-2025 | 1 | Going through the Clean Divorce website to understand the company with the available information. |
| 29-Sep-2025 | 1 | Discussion with the instructor on how to approach the riipen project. |
| 30-Sep-2025 | 1 | Meeting with the Employer (Online) for the initial discussion to understand what the possible options are to do UI/UX project with her product vision. |
| 02-Oct-2025 | 2.5 | Going through the material shared by the Employer Part 1. (21 day guided journal) |
| 02-Oct-2025 | 0.5 | Discussing the project scope idea with the other teammate. |
| 03-Oct-2025 | 0.5 | Setting up project proposal document and formatting on the document. Formatting on the document and adding sections as stated on the template. |
| 04-Oct-2025 | 2 | Preparation of project proposal. (Into, Gap, Novelty, Motto, Project Outcomes etc). |
| 05-Oct-2025 | 1 | Review other member contributions |
|  | 10.5 |  |

# AI Usage

|  |  |  |
| --- | --- | --- |
| **AI Tool** | **Version, Account Type** | **Purpose** |
| ChatGPT | 5o, Free | Generating ideas for the introduction in the project proposal  (https://chatgpt.com/s/t\_68dee213ff64819199e9ed30eb4d6d77) |
| ChatGPT | 5o, Free | Project contract template generation  (https://chatgpt.com/s/t\_68e31871409c81919a795e50ed68ebf5) |

We have taken some guidance from the GPT output. However, we have added the value on top this by referring to the actual company and its materials and resources.