

CREATIVE BRIEF: "TidyHome"

PROJECT SUMMARY

TidyHome is a chore organizational app to keep track of house chores among housemates. Our goal is to keep track of who completed what chore in a simple, non-passive aggressive way. We aim to help young adults transition into living on their own, maintaining relationships with awkward housemates on the way!

TidyHome was inspired by college students living on their own for the first time, outside from the dorms. These young adults needed a way to keep track of house chores and who completed what in order to maintain a clean living environment. (Otherwise Kevin would be the only one taking out the trash for the entire year).

AUDIENCE PROFILE

The average TidyHome user will be in their early 20's to mid 30's. A young professional or student living in a temporary home with maybe 5 other housemates doing the same. These people are on the go, busy, and basically only home to eat and sleep. There is no interior decoration considered in this 3 bedroom house with no couch. TidyHome is perfect for these yuppies who just want a clean house to come home to after work.

PERCEPTION/POSITIONING

We will use responsive design to aid to our target audience. Most of our users will be very tech-savvy, that will not have patience for a glitchy app that loads slowly.

COMMUNICATION STRATEGY

Maintain a clean home without tarnishing relationships among housemates.

LOOK & FEEL

Our interface will have a clean, minimal design aesthetic, a legible sans serif typeface, and simple iconography for different chore categories.

TARGETED MESSAGE

Organize your home the way you, *and your housemates*, like it!