

# UI/UX base course presentation



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Front-end developer





Car wash service app  
for iPhone

# Project problem

car drivers:

- standing in a queue
- searching of available car wash service
- day planing

car wash services:

- are usually full
- clients lose time standing in a queue
- no possibility to book exact time

# Project solution

for car drivers:

- free online CW booking service
- possibility to find nearest CW service
- choose convenient time

for car wash services:

- new clients
- organising and planning washing service better
- dead hours prevention
- tracking of time spent on car washing (capacity & efficiency workers and users)

# Persona



## Demographics

Andriy from Lviv, married, 33 years old, working in IT, gets ~1.5K\$ salary, driving Suzuki SX4

## Behaviours

- fills unhappy when he has to spend time to search CW service
- would use app to solve timeless search in the internet
- would not spend extra time to book car washing over phone
- would open an app to search for CW service nearby
- would order additional services in an app

## Needs & Goals

- avoid queuing
- save time
- nerves saving
- spend time usefully while car is being washed
- save money (gas and phone calls)
- spend more time with family



# InstaWash

Бронювання автомийки

# InstaWash project

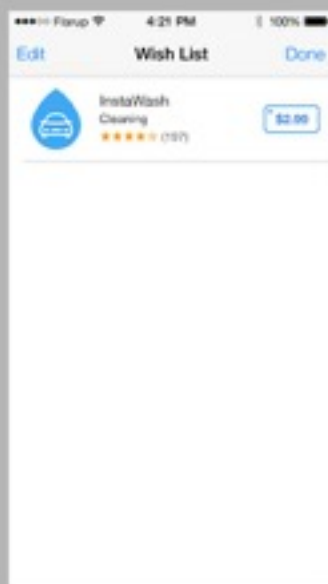
- icon & logo: water + car
- iOS system patterns
- font: Open Sans
- base color: #3fa9f5
- inform. architecture was changed



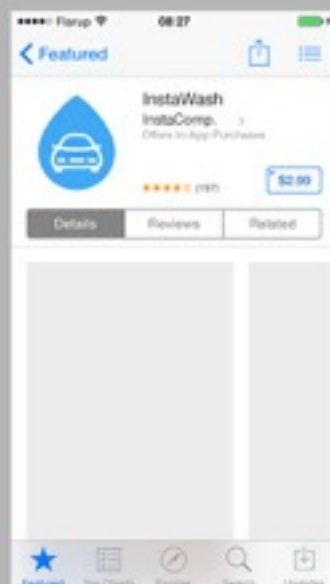




1024 Retina App Icon for App Store



App Store Wish List



App Store App



Home Screen

## iPhone



## iPad



# InstaWash in inVision

<http://invis.io/WX23S5UD9>

# Summary

- “Work bitch”
- Experience
  - I became a designer, didn't I?
  - Illustrator and iOS icon fail!
  - Sketch Up
  - Investigate different mobile devices, OS's and a lot of applications
- Course is really great

# Thanks!

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