Design document

About

EasyCleanse© is an effort to help each individual schedule a pickup of their laundry from the comfort of a tap and get it back washed, dried and ironed (if required), just within a couple hours with a fair enough payment amount. Apart from this, the users gain points on each wash booked through our app and after a certain number of washes, they can redeem the points to get a free wash, yes you heard it right!!. The main target audience for this feature are students living on their own, single working moms/dads, night shift workers and seniors, but it is not limited to them only, indeed it is for EVERYONE and ANYONE!

Problem domain

Problem domain refers to the things or factors which are the root cause of designing/development of a service for the public use.

The problems that led to creation of the design that we have proposed are following:
- Being an <u>international student</u>, we were able to directly experience the foe of not having a service in Vancouver that could help in scheduling the wash of clothes through a mobile application. As we rent a basement and live on our own, it gets really difficult in managing all the chores together and also, grinding daily to keep-up with what's going on in college. Therefore, we felt a need to have a service like this easily accessible to students like us. It doesn't only restrict to international students but to domestic students too who are living on their own and find it helpful to get someone else to wash their clothes by just paying a small/considerable amount of money.

- Second, the people we can relate the situation, of being extremely busy with their daily life chores, are the <u>night shift workers</u>**.** It gets almost impossible for the night shift workers to manage their time well enough and saving time efficiently for a sound sleep or for side hustle.Hence, time management is the key for them. They would love to automate the chores as much as possible. Therefore, they are one of the other categories of people who would benefit a lot from a service of this kind.

- Third, there are <u>single working moms/dads</u> who, apart from working like hell to keep up with optimum operation of their house also want to spend time with their children. In a relationship situation like this, the more the parent could be closer to the child, the better it is for the development and nourishment of their child. Also, helping the children with their school homework and getting out with them sometimes consumes a great deal of

work. If only the parent could get something done quickly, it would be beneficial for both the parent as well as the kid.

- To further include potential users, we would like to mention the challenges faced by the <u>seniors</u> and <u>old peoples/couples</u>. Facing difficulties physically renders them unable to do all of the household chores efficiently. Laundry is one those foremost challenges faced by them. Having an application which would allow a pickup of dirty clothes from the door and getting it back delivered all clean is what would ease them a lot.

As mentioned before, the target users are not limited to the ones mentioned above. People of all age types can use this facility just in case they want to manage their time efficiently and in a way that would help them maintain the smooth on-going of their routine. In addition to **time management**, the app would help them **save energy** as they won't have to commute long miles to get to the nearest laundromat services. In addition, most of the people today don't understand what all of the **washing instruction signs** indicate and thereby, eventually end up washing in a wrong way. With the use of EasyCleanse©, you won't have to worry about all this.

Research:

For our part of choices and functionality to be rendered to the end users, we did a couple of researches both primary and secondary. For the **primary research** part, we cross-questioned a few bunch of people we met on our campus (generally, we interviewed students from different countries as well as the domestic students) and also, we did a simple and real-quick survey with our own classmates. We dropped in a link on our Discord group to vote for different and most widely faced problems by them when they clean their laundry. The choices for the voting included options like:
- Time consuming,
- Faced difficulties while folding clothes,
- Difficulties in walking miles to reach nearest laundromats,
- And last but not the least, hard to understand washing instructions

Just to give an idea of which option was most voted as the problem faced by them, we have the survey results below-

What do you find most annoying while doing laundry? (For people who don't have washing machines at home)

Find hard time folding clothes	5 Votes
50%	
Time consuming	4 Votes
40%	
Always confused about washing instructions	1 Votes
10%	
Need to travel miles to get to the nearest laundromat	0 Votes
0%	

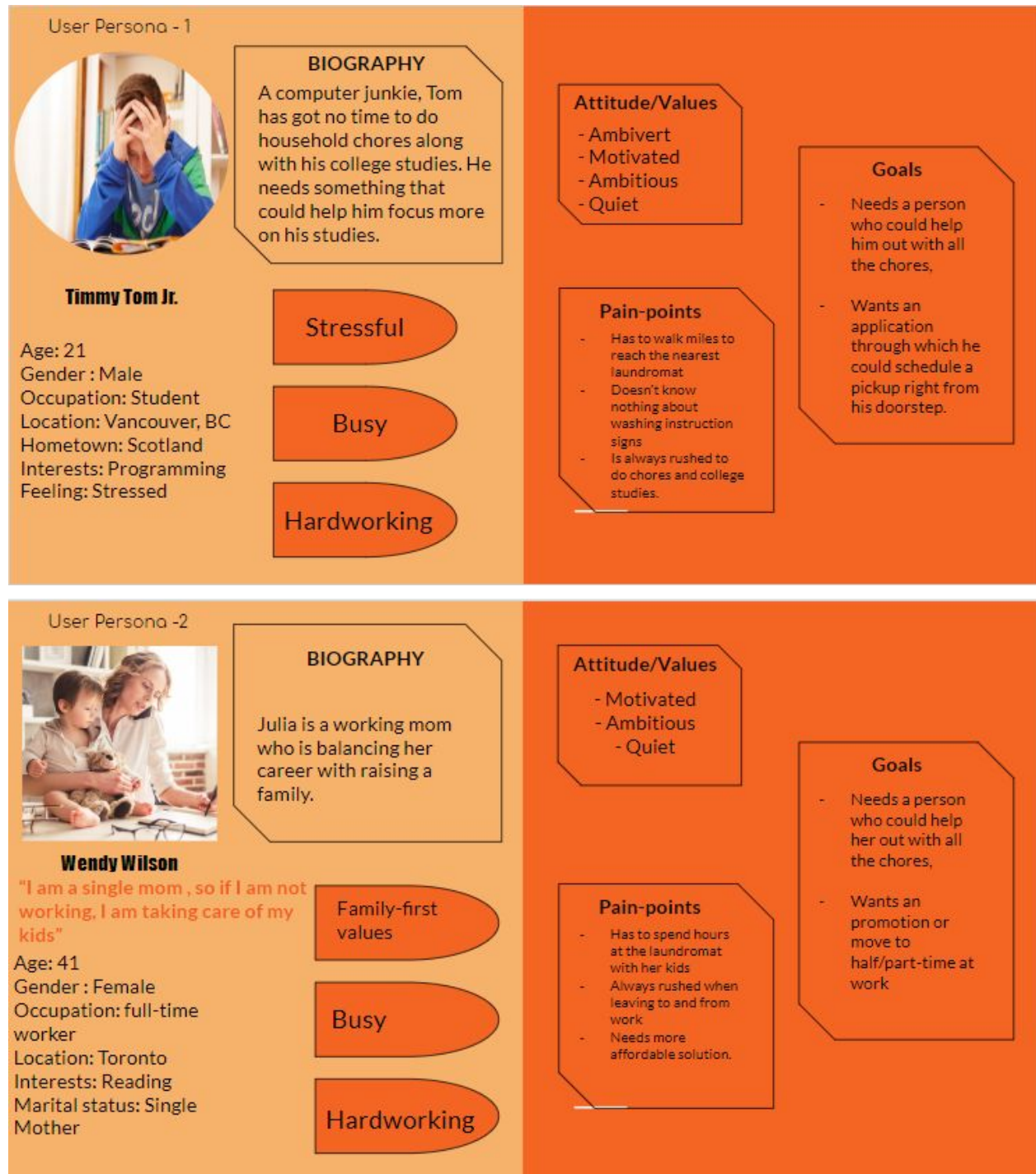**10** Votes   **0** Comments   ☑ **Vote**   < **Share**

As it's vivid, we got 10 votes in total, and out of which, half of the people faced hardship while folding clothes and almost half found it time consuming. Therefore, this rings in a bell for the necessity to help them save that time and help them utilise the same to do some other productive and vital task.

Coming on to talk about the **secondary research**, we surfed the internet to target people who faced difficulties in managing their chores maybe because of working (for example, single working moms/dads and night shift workers) or because of physical stress (seniors in this case). Those are the people that we think would be benefited to a great extent if they had a service like this.

Users:

User personaé:

User Persona - 1

Timmy Tom Jr.

Age: 21
Gender : Male
Occupation: Student
Location: Vancouver, BC
Hometown: Scotland
Interests: Programming
Feeling: Stressed

BIOGRAPHY

A computer junkie, Tom has got no time to do household chores along with his college studies. He needs something that could help him focus more on his studies.

Stressful

Busy

Hardworking

Attitude/Values

- Ambivert
- Motivated
- Ambitious
- Quiet

Pain-points

- Has to walk miles to reach the nearest laundromat
- Doesn't know nothing about washing instruction signs
- Is always rushed to do chores and college studies.

Goals

- Needs a person who could help him out with all the chores,
- Wants an application through which he could schedule a pickup right from his doorstep.

User Persona -2

Wendy Wilson

"I am a single mom , so if I am not working, I am taking care of my kids"

Age: 41
Gender : Female
Occupation: full-time worker
Location: Toronto
Interests: Reading
Marital status: Single Mother

BIOGRAPHY

Julia is a working mom who is balancing her career with raising a family.

Family-first values

Busy

Hardworking

Attitude/Values

- Motivated
- Ambitious
- Quiet

Pain-points

- Has to spend hours at the laundromat with her kids
- Always rushed when leaving to and from work
- Needs more affordable solution.

Goals

- Needs a person who could help her out with all the chores,
- Wants an promotion or move to half/part-time at work

Research:

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countries as well as the domestic students) and also, we did a simple and real-quick survey with our own classmates. We dropped in a link on our Discord group to vote for different and most widely faced problems by them when they clean their laundry. The choices for the voting included options like:

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- And last but not the least, hard to understand washing instructions

Out of the above options, folding clothes and time it takes to wash the clothes was the most voted hardship.

Talking about the **secondary research**, we surfed the internet to target people who faced difficulties in managing their chores maybe because of working (for example, single working moms/dads and night shift workers) or because of physical stress (seniors in this case). Those are the people that we think would be benefited to a great extent if they had a service like this.
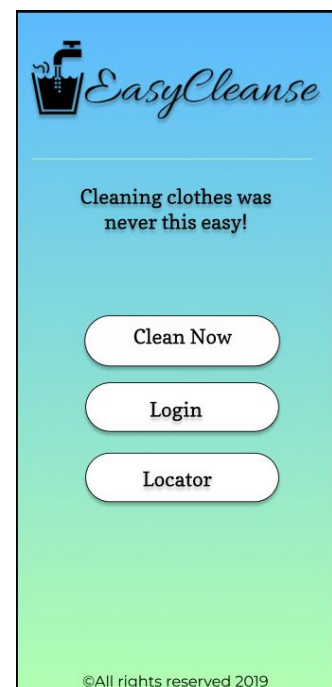
Prototyping:

UI design iterations:
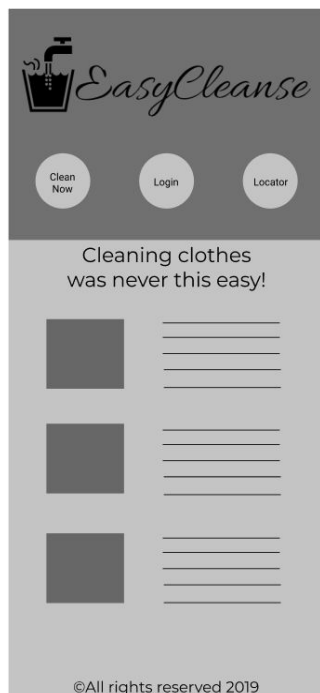
| Greyscale design | 1st UI design | final UI design |

Why changes were made to the old UI designs?

First , we added complementary colours to the greyscale design of our application and then we found out that it wasn't matching with the theme of our app. According to the feedback of users for our first UI design , they were getting a feel of a food website(essentially a Pizza Delivery app), so we decided to change the theme to a calm, cool and watery look which perfectly matches with the laundry theme

UI choices:

Type hierarchy:

The main motive of our application is to offer 'cleaning' service to our clients. Therefore, as evident from the above illustration of the final UI design wireframe, we have the button for the same on the very top which is the position that most of the users look at first. Also, we have buttons to access users' account by logging in (the 'login' button) and then, another important feature our app design provides is an opportunity to check out the nearest laundromats to the users' location. We have a button for that on the main landing page of the app called 'Locator'. For the design after login, the user could directly navigate to the 'clean now' page to schedule a pick up, check his/her progress for the points received after each wash booked through our app and also, can safely logout. Also, it's quite evident from the attached video that the user could easily navigate and schedule the pickup by just following the on-screen instructions.
Hence, the type hierarchy is pretty straightforward put and easy to use and navigate.

Color hierarchy:

The UI design requires a careful effort while choosing which colors to give to different elements around the page. It is one of the things that helps in keeping the users engaged and participative in the use of the application and also gives a basic pre-formed idea of what that color would indicate. Keeping in mind the color hierarchy, which is essentially choosing of right colors to color different objects, we kept the main theme of our application design to be 'blue' colored with contrasting buttons to make them easily and clearly visible. In addition, the 'back' buttons are made with background white so that their visibility increases. On the successful scheduling of the laundry, a 'check mark' with green background is displayed which denotes successful booking.

Final Iteration:

Latest high fidelity wireframe:
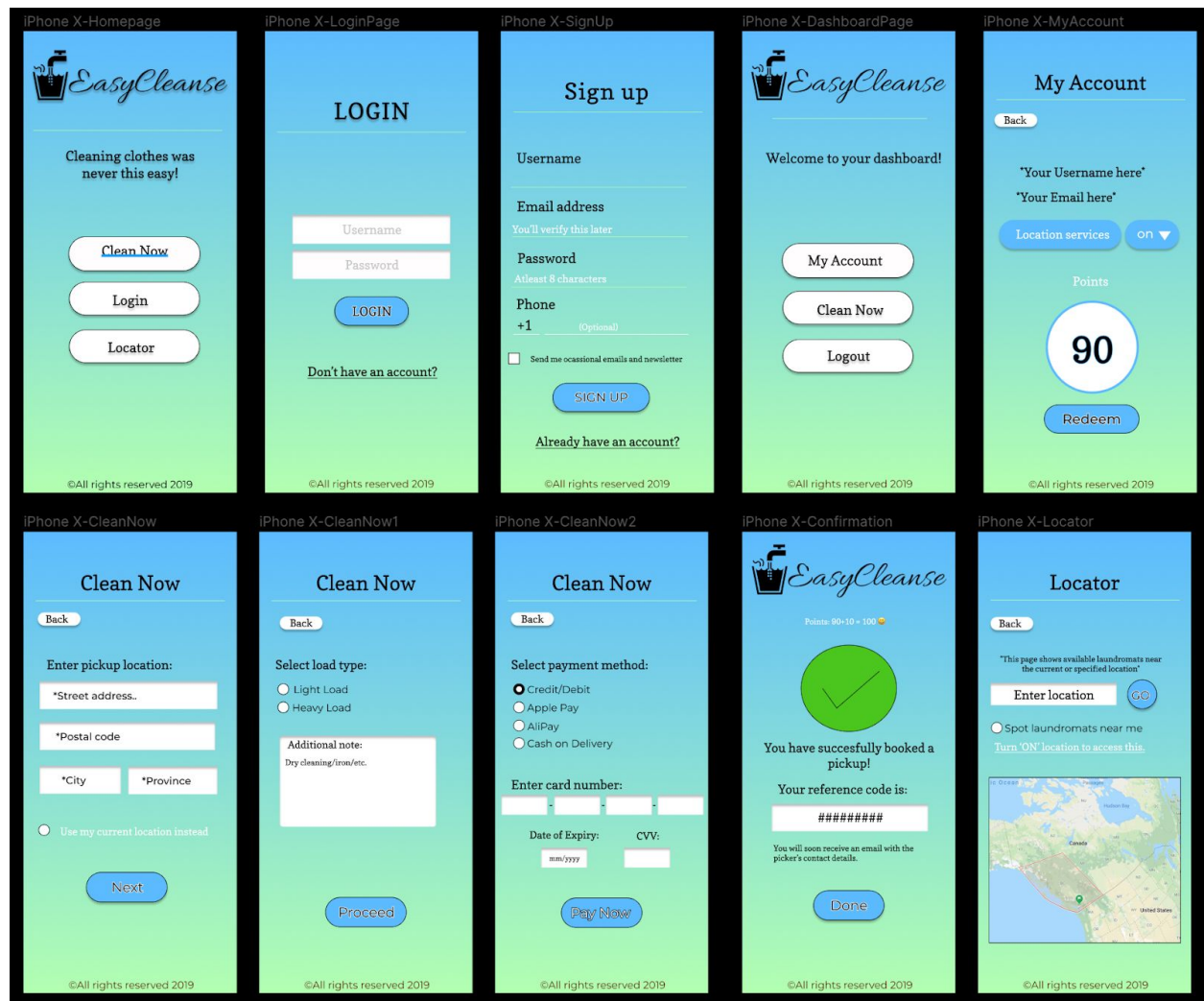
Further steps:

The final prototype we talked about is not the end of our effort. We are thinking of making the UI look even more simpler and effective by studying and applying different kinds of usability heuristics. This would help us make room for new options we can add and position the buttons and popups/dropdowns in a more interactive way than before. Moving on to providing the

functionality/UX, we look forward to study how the delivery and pickup system and the laundry system work so that we could integrate them and start providing the service in the real world.

What we learnt?

Being our very first encounter with UI/UX, we learnt many new things that we were completely unaware of. Starting right from the definition of UI/UX, we now know, to some extent, the importance of hues, tones, shades, colours, user flows, prototypes, fidelity, task flows, etc. which really encouraged us to study how we can make the app look appealing and interactive while remaining simple and minimalistic throughout.

What do we do different?

Well, there are companies offering the same service to people such as Ecowetcare[©], etc. However, our design and UX is different from those in a way that we offer points on each wash scheduled from our EasyCleanse[©] application. These points, after certain number of washes, could be used to book a FREE wash session of any kind of load. This additional feature would encourage the users to feel more engaged and connected with the app to book laundry sessions. We are also looking forward to add some more nice features in the app by getting feedback through the audience. Afterall, they are the ones we're serving to.

Ending phrase:

We would like to end this report by highlighting that we look forward to join our audience, get constructive feedback from them and work more on this app design to make it more user friendly.

P.S: The Figma link to our app design is -
https://www.figma.com/file/Slw99dC96ABSw073AYaIwRpk/Final-UI%2FUX-Design?node-id=0%3A1