MaidEasy

Development Team:

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Strategy

Strategy Overview

The main goal for this product was to allow people to get their homes cleaned in a quick and easy manner through the use of an intuitive mobile application. Many other goals were set in order to make the experience appealing and accessible to the largest customer base possible. From simple profile setup, on-demand requests, complete cleaning customization, and even allowing users to work for MaidEasy as employees who provide cleaning services.

Research was done through user interviews, questionnaires, personas, and scenarios. The focus of each of the research techniques was to gauge interest in using the MaidEasy app not only as someone requesting cleaning but those that would want to work as an employee. The following personas are based on core potential users and how the MaidEasy app would benefit them.

These personas inspired different features that can be found in our app design. They also inspired the testing that was done in order to assure that the process of getting a cleaning or performing a cleaning is quick, straightforward and easy.

Persona 1

ANGELA THE MOTHER

"I love family vacations, and I need a part time job where I can earn some extra money."

- Wants to travel more.
- Wants to have her own schedule.
- Wants to see her kids play more.

PERSONA PROFILE

Angela is a compassionate mother who loves giving back to her family and community. All three of her teenagers are growing up so fast. She now has spare time in her life and would like to find a flexible job that allows her the freedom to create her own schedule. The goal for Angela is to earn extra money to help pay for gifts, vacations, and other personal needs.

Making time for her family is the most important thing for Angela. Her husband and three teenagers give her the greatest joy in life. Her kids are at that age where they are out more frequently with friends, and she now has more time to take on more activities. She is looking for a part time job, where she is in control of her own schedule. Becoming self-employed and having the ability to make as much or as little is just what this mother is looking for.

PERSONAL INFORMATION

Education:	BFA Fine Arts at Weber State
Home:	Salt Lake City, Utah
Age:	43
Home Life:	Three teenageers in a five bedroom house.
Hobbies:	Travel, Painting, Running
Favorite Music:	80's Rock
Favorite TV Shows:	The Middle
Favorite Website:	Facebook.com
Personality:	Responsible and Kind

USER GOALS

- Looking to earn extra money
- Wants control over work schedule
- Become Self-Employed

MAIDEASY GOALS

- Intuitive work scheduling system
- Incentivize for a job well done
- Help build clientele

PERSONAL EXPERIENCE

Technology:	Familiar has an iMac and iPhone
Career:	Full-time Mom
Service:	Cleans often and dosen't mind cleaning in her spare time.

Persona 2

- Wants to entertain at his condo often.
- Wants to be able to get his place cleaned whenever needed.
- Wants to have someone clean that he trusts.

TONY THE BUSINESS MAN
"My professional and social life will always demand most of my time."

PERSONA PROFILE

Tony has always been a go-getter. He was taught from a young age to work hard and pursue his passions. He is currently single, but dates often. Growing up, his family always entertained neighbours, friends, and family at their home. This has led him to enjoy entertaining friends at his condo nearly every weekend or holiday. Throughout the week, Tony works as a web developer of a quickly growing startup that requires a large amount of his time. After a long work week, he prefers being with friends and is an avid outdoor enthusiast. He enjoys biking with a local group and often camps when possible.

Because of this busy and demanding schedule, Tony doesn't quite have the time necessary to keep his brand new condo very clean. He is a tidy person, but prefers his condo be dust free and immaculate. He is looking for a company that could come with little notice and work around his schedule to make sure his place is clean and presentable for get-togethers.

PERSONAL INFORMATION

Education:	B.A. from U of U
Home:	Sugarhouse, Utah
Age:	29
Home Life:	Lives in high-end condo by himself.
Hobbies:	Hiking, biking, camping, going out with friends. Indy Rock
Favorite Music:	Sports Broadcasts
Favorite TV Shows:	Facebook, Reddit, Behance
Favorite Website:	Extrovert and perfectionist
Personality:	Optimistic, sincere.

USER GOALS

- Needs main living area and kitchen cleaned for entertaining.
- Wants the options for recurring cleanings.
- Needs a simple and fast app that will allow him to schedule a cleaning at a moment's notice.

MAIDEASY GOALS

- Provide on-demand cleaning so Tony never has to worry.
- One-time in-app payment setup.
- Robust review feature so Tony never has to worry about who is in his condo.

PERSONAL EXPERIENCE

Technology:	Very familiar with mobile devices and
Career:	applications.
Service:	Web Developer/Business Owner Cleaned when it became apparent

Persona 3

JACK THE STUDENT

"I am always looking for a way to make money around my busy schedule."

- Wants the doorm to be cleaner.
- Wants to not worry about cleaning.
- Wants to play with friends.

PERSONA PROFILE

Jack is a full time student at Utah State University working on his bachelor degree. He currently lives in a dorm with five other boys who are also attending USU. He works very hard in school and he is starting to think it's a full time job. He is looking to work in the little spare time that he has. He has become a very poor college student who has gone through his money. He has been so focused on school and goes to school everyday. Jack needs a job that can be so flexible so he can fit it in while he does all his school work.

He is an outgoing guy and loves socializing with friends. Jack goes to a game night every friday so he can hang with friends. He is also very smart and works very hard to do his best in all of his classes.

His schedule is all over the place and he never knows when he will be free until a few days before. Jack is looking to use an app or site that can give him part time work when and where he needs it. Jack isn't afraid of working hard he just needs a way to have his schedule work with work.

PERSONAL INFORMATION

Education:	Seeking Bachelors Degree at USU
Home:	Logan, Utah
Age:	20
Home Life:	Doorm with 4 other boys
Hobbies:	Playing Video Games
Favorite Music:	Pop
Favorite TV Shows:	How I Met Your Mother
Favorite Website:	Apple.com
Personality:	Self Centered

USER GOALS

- Work when and where he wants
- Learn more about MaidEasy
- Set up an oppointment as a cleaner
- Earn money
- Get a good rating

MAIDEASY GOALS

- Work fast and efficiant
- Get Reccomended as an employee
- Get money quickly
- Have easy supplies to take around to customers

PERSONAL EXPERIENCE

Technology:	Mobile & Desktop 40 hrs a week
Career:	Full Time Student
Service:	Hard working, passionate

Persona 4

4

REBECCA THE GRANDMA

"I want to spend time with my grand kids and not worry."

- Wants to get her house clean quick.
- Wants to not worry about cleaning.
- Wants to see her grand kids play more.

PERSONA PROFILE

Rebecca is a grandmother of 6 little grand kids and she is interested in them coming over to play more. Rebecca wants to have them play at her house and not be worried about making a mess. She wants to be able to enjoy the time she has with them and not worry or focus on how big of a mess she will have to clean up later. Rebecca is interested in MaidEasy because she just got an iPad for Christmas and she wants to be more Tech-Savvy. She is looking to expand her horizons and try something new. One thing that Rebecca is really looking for is a trustworthy cleaner. Her Husband ad her are looking to be able to entrust their house to whoever is coming over. She also doesn't like giving her very personal information out on an app.

Rebecca has cleaned for all of her life she is now looking for someone to help ease that burden. She feels she is getting too old and starting to have some pains while she cleans. She is looking for someone can help with the simple cleaning and it is a nice and easy process that she feels comfortable with.

PERSONAL INFORMATION

Education:	Associates Degree from Georgia
Home:	Atlanta, Georgia
Age:	67
Home Life:	Lives in 3 bedroom house with husband.
Hobbies:	Sewing and Reading
Favorite Music:	Classical
Favorite TV Shows:	Tiny House
Favorite Website:	None
Personality:	Caring and kind.

USER GOALS

- Easy functionality of a web page.
- Learn about what the cleaning will do for her.
- Get cleaning help quickly.

MAIDEASY GOALS

- Keep the house clean quickly.
- Not have to worry about who is coming to clean.
- Getting things clean to Rebecca Standards.

PERSONAL EXPERIENCE

|	
Technology:	Unfamiliar with digital possibilities
Career:	Retired
Service:	Cleaned for all of her life and is looking for someone to help lighten the load.

Scenario Storyboard

Angela has more spare time available, and is looking for part time work that offers flexible scheduling. So she begins searching online for ideas.

In her search, she finds the Maid Easy App that specializes in an easy scheduling system that promotes incentives for house cleaners and is easy to sign up.
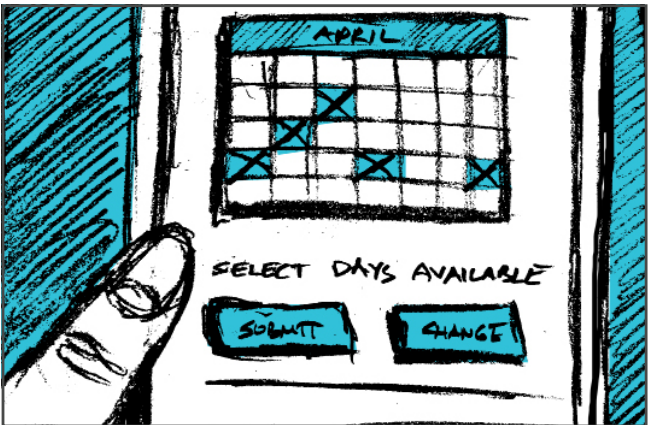
She quickly realizes how easy and intuitive the employee scheduling system is. Angela selects the days she is available to work. She is in control of her schedule.

After selecting the days she is available, she immediately gets a list of people who need house cleaning services. She can select who and where she wants to clean.
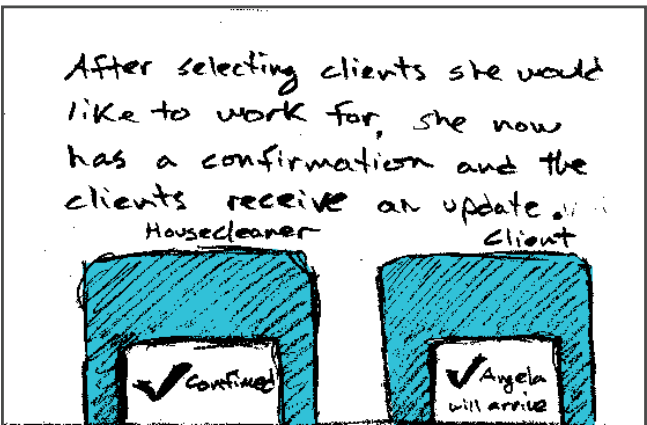
Once Angela selects what clients she wants to work for, she will confirm and the client will receive an update confirmation for the day requested for cleaning.

Angela's scheduled days of cleaning have arrived and is now ready to clean houses, get paid, and build a happy clientele. With hard work she will be incentivized well.

Scope

Content/Data Requirements

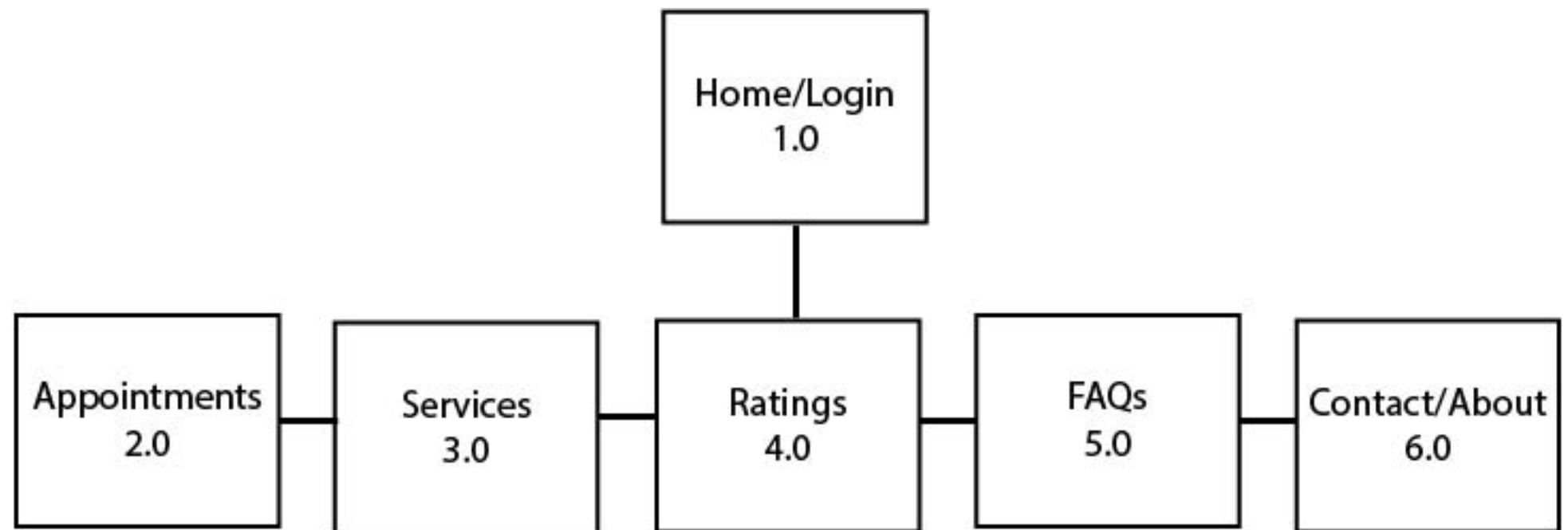| Content/Data Feature	Purpose/Description	Who Provides?	Updates: Who/How Often?	Main Audience? (Personas)
Frequently Asked Questions	Answers common questions for both customers and cleaners	Content Providers	App Developer/As needed	1,2,3,4
Reviews	Summary and ratings of house cleaners	Users	Anytime users provide a new review	1,2,4
Profiles/Account	Customer or Employee information	Customer or Employee	Customer or Employee/ Usually once at beginning	1,2,3,4
Services	Describe what cleaning services can be requested	MaidEasy	App Developer/As needed	1,2
Supplies	Informs what supplies will be needed for each job	MaidEasy	App Developer/As needed	1,2

Functional Requirements

Functional Feature	Purpose/Description (Ability to…)	Main Audience? (Personas)	Priority? High (H) Medium (M) Low (L)
Payment	Process the customer's payment	1,2,4	H
Scheduling	Request a cleaning time	1,2,3,4	H
Login	Access your personal account and information	1,2,3,4	H
Map	See nearby cleaners or nearby jobs	1,2,3,4	M
Rating/Reviewing	Leave review and rating for cleaner	1,2,4	M
Edit Account	Ability to change account information	1,2,3,4	L
Menu	Allows navigation to different screens	1,2,3,4	H

Word Cloud

Light
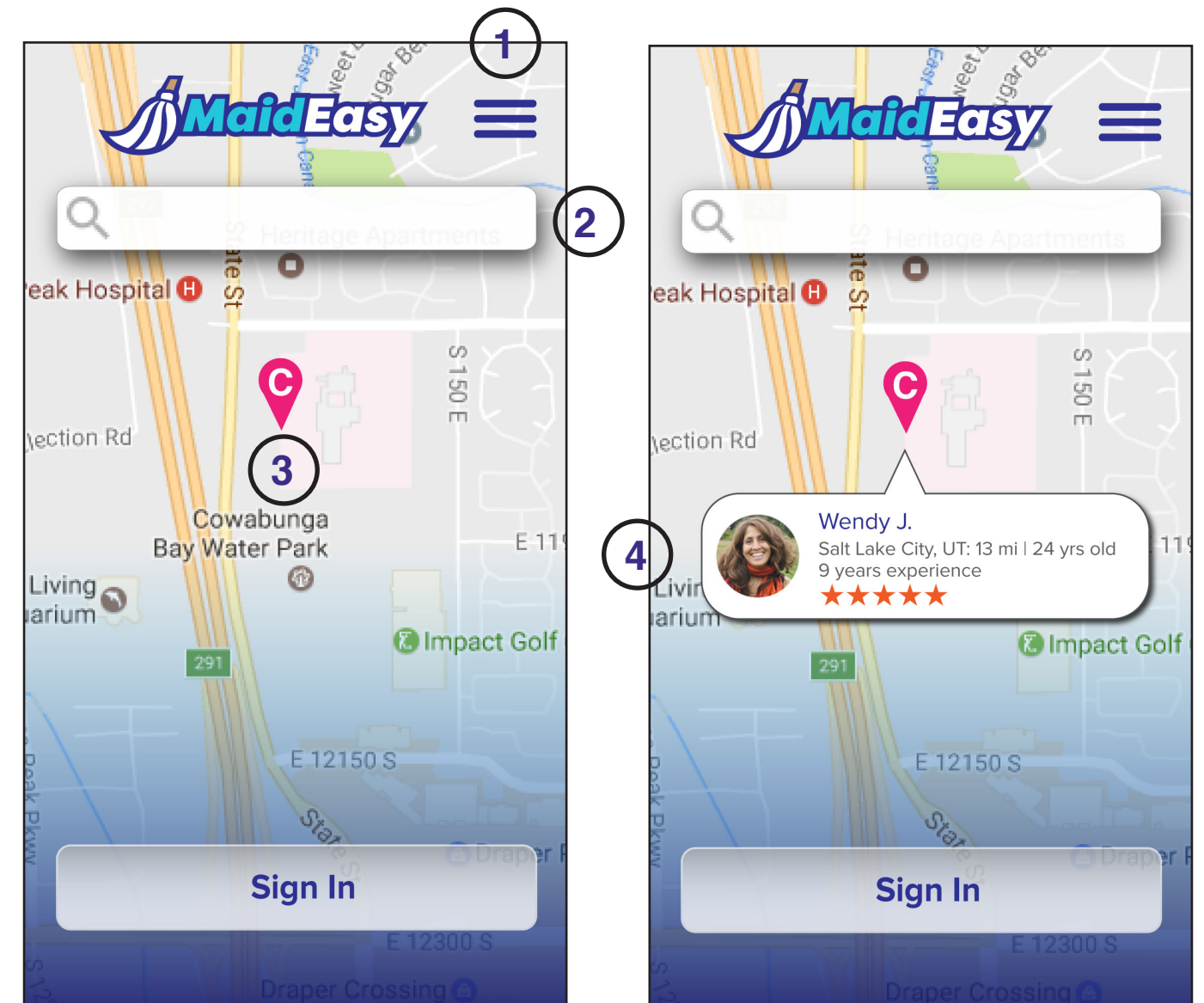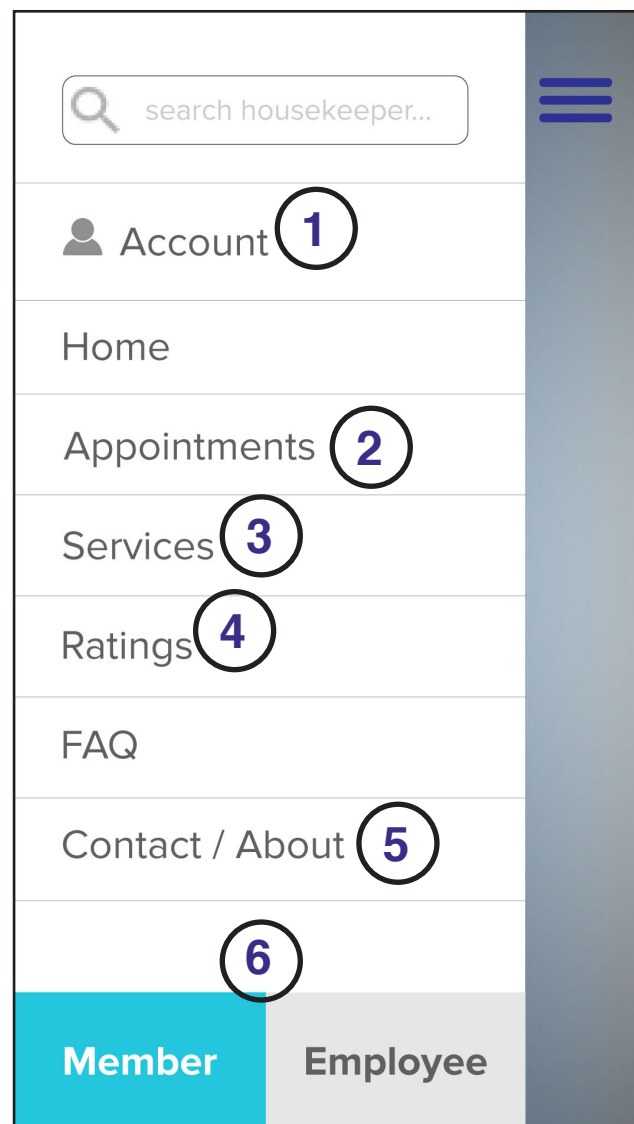Clean
Pleasing to the eye
Light Functional
Engaging Inviting
Cohesive
Simple Fun
Ease
Tidy Inviting
Fresh Sleek
Organized

Structure

Site Map

Skeleton

Home 1.0

1   **Menu - For access to Account, Home, Appointments, Services, Ratings, FAQ, and Contact/About Screens**

2   **Search - Searches entire app to find anything you need.**

3   **Map Marker - Shows locations of cleaners near you. Tap to see cleaner details.**

4   **Cleaner Details - Provides relevant information about cleaner. Tap for further details and hire for a job.**

Wendy J.
Salt Lake City, UT: 13 mi | 24 yrs old
9 years experience
★★★★★

Navigation 1.2

1   **Account - View and edit personal information as well as home information.**

2   **Appointments - Allows you to review when you have cleanings scheduled.**

3   **Services - Provides detailed information about what cleanings are provided.**

4   **Ratings - List of cleaners and their ratings.**

5   **Contact/About - Information about the company and how to contact.**

6   **Member/Employee - Allows user to switch between Member Portal and Employee Portal.**

Appointments 2.0

Member   **Employee**

(1) **Setting Appointments - Allows for scheduling an appointment with specifics for date and time.**

(2) **Employee Calendar - Allows you to review scheduled appointments and days off.**

(3) **Appointments - Gives detailed information about past and current appointments such as when appointments are and when they were completed.**

Member

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← **Appointments**

Jack

Set Appointment

Date

Time

Submit

Employee

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← **Appointments**

Jen

S	M	T	W	T	F	S
<			APRIL			>
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

● Days Off   ● Appointments

Current Appointments:

April 12, 2017 at 10:30am   Edit
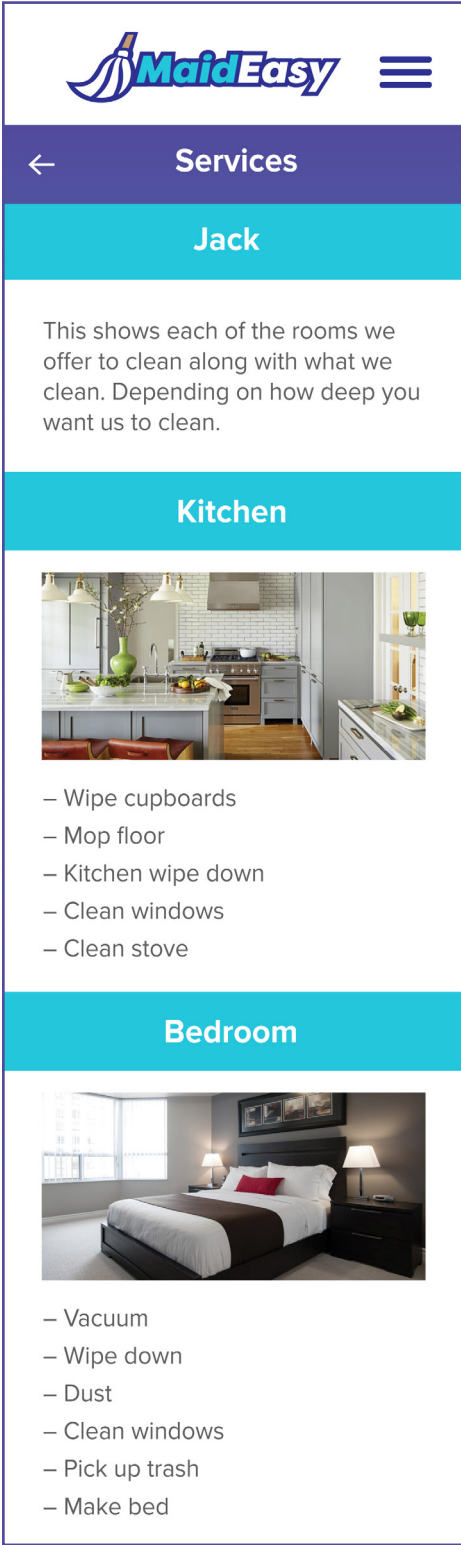
April 28, 2017 at 1:30pm   Edit

Past Appointments:

✓ Done for James McGill - 3/15/2017

✓ Done for Joe Sperry - 2/22/2017

✗ Incomplete for Jill - 1/10/2017

✓ Done for Mary Tate - 2/22/2017

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← **Services**

Jack

This shows each of the rooms we offer to clean along with what we clean. Depending on how deep you want us to clean.

Kitchen

– Wipe cupboards
– Mop floor
– Kitchen wipe down
– Clean windows
– Clean stove

Bedroom

– Vacuum
– Wipe down
– Dust
– Clean windows
– Pick up trash
– Make bed

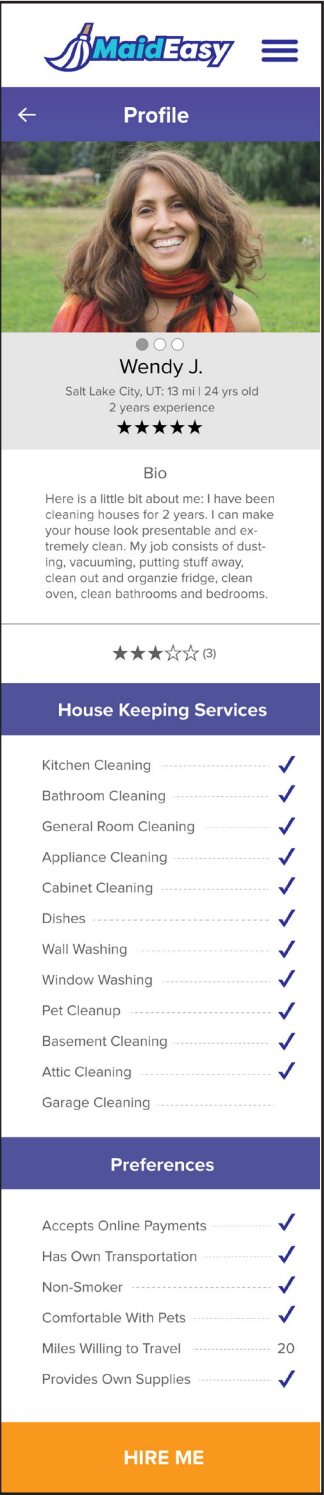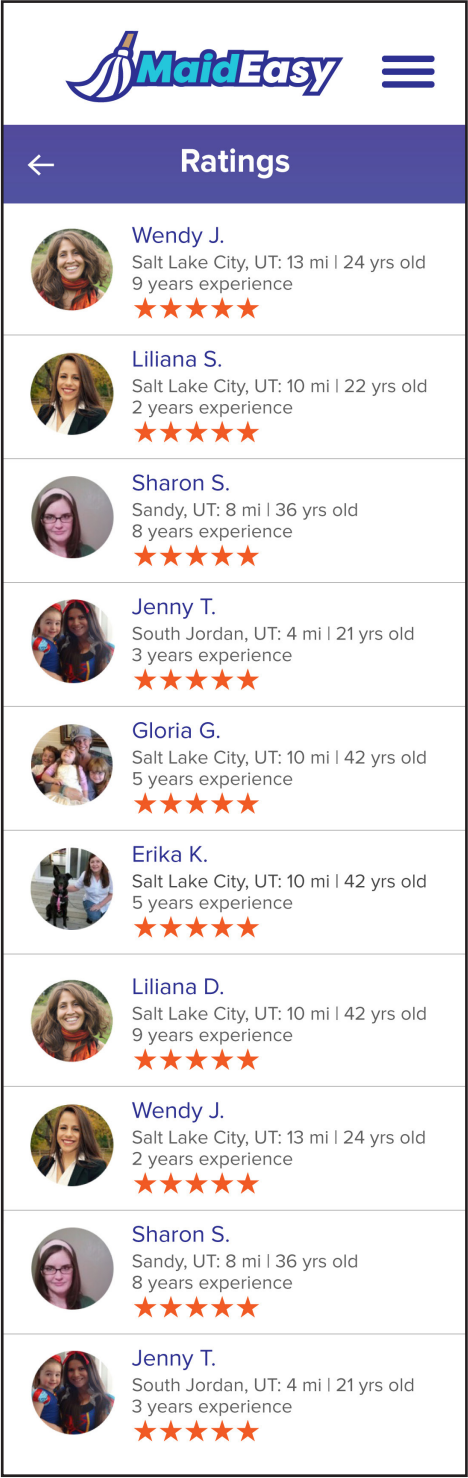① **Services - Gives detailed list of the different cleaning services that MaidEasy can provide.**

Rating 4.0

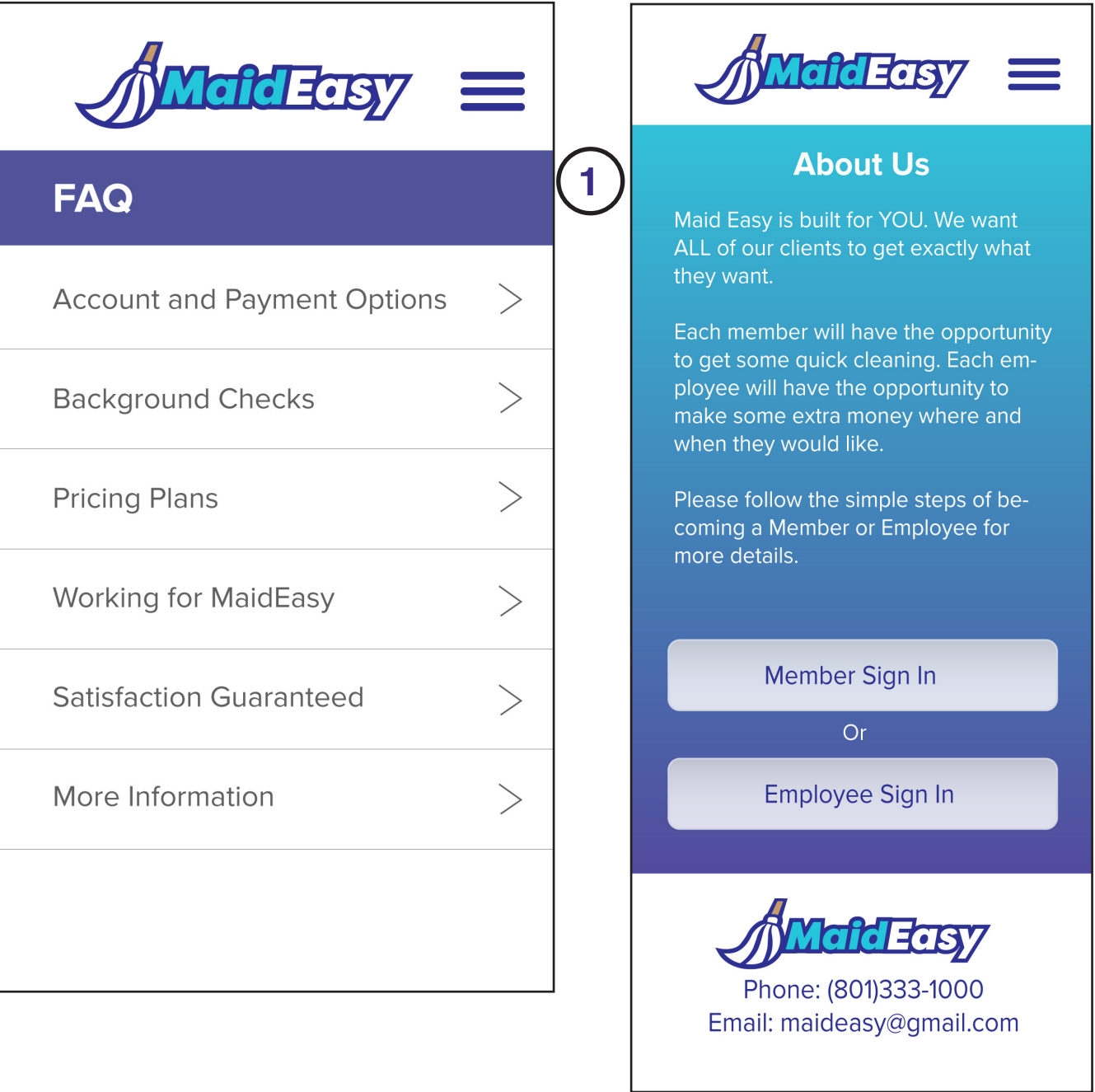**1** **Ratings - Provides a detailed list of cleaners and their ratings.**

Tap a cleaner to get a more detailed review.

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FAQ

Account and Payment Options ＞

Background Checks ＞

Pricing Plans ＞

Working for MaidEasy ＞

Satisfaction Guaranteed ＞

More Information ＞

①

MaidEasy ☰

About Us

Maid Easy is built for YOU. We want ALL of our clients to get exactly what they want.

Each member will have the opportunity to get some quick cleaning. Each employee will have the opportunity to make some extra money where and when they would like.

Please follow the simple steps of becoming a Member or Employee for more details.

Member Sign In

Or

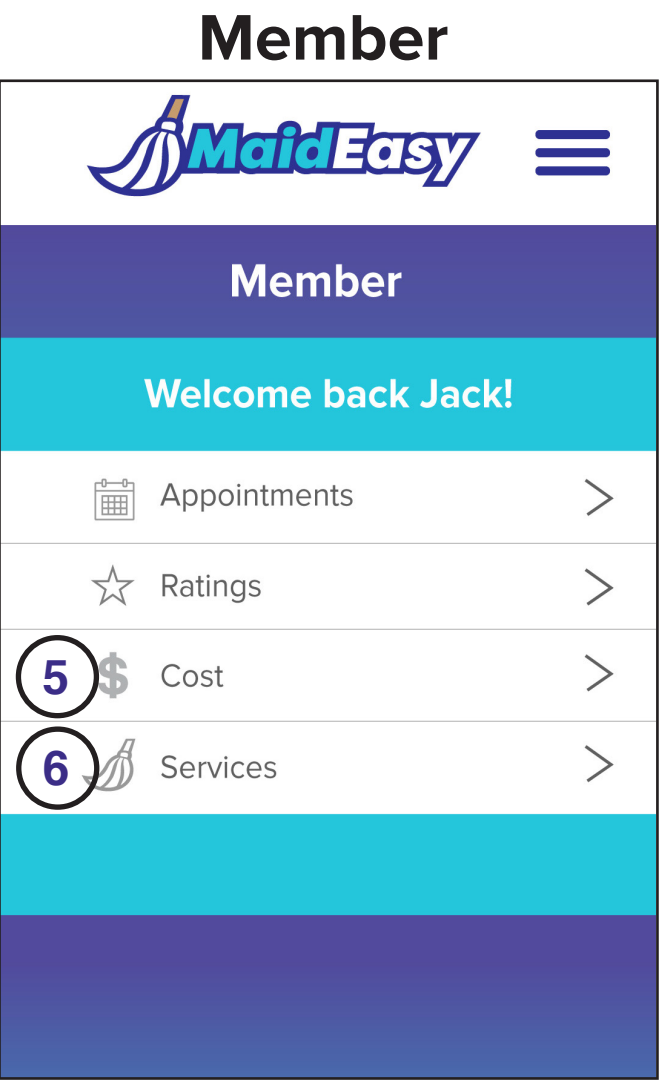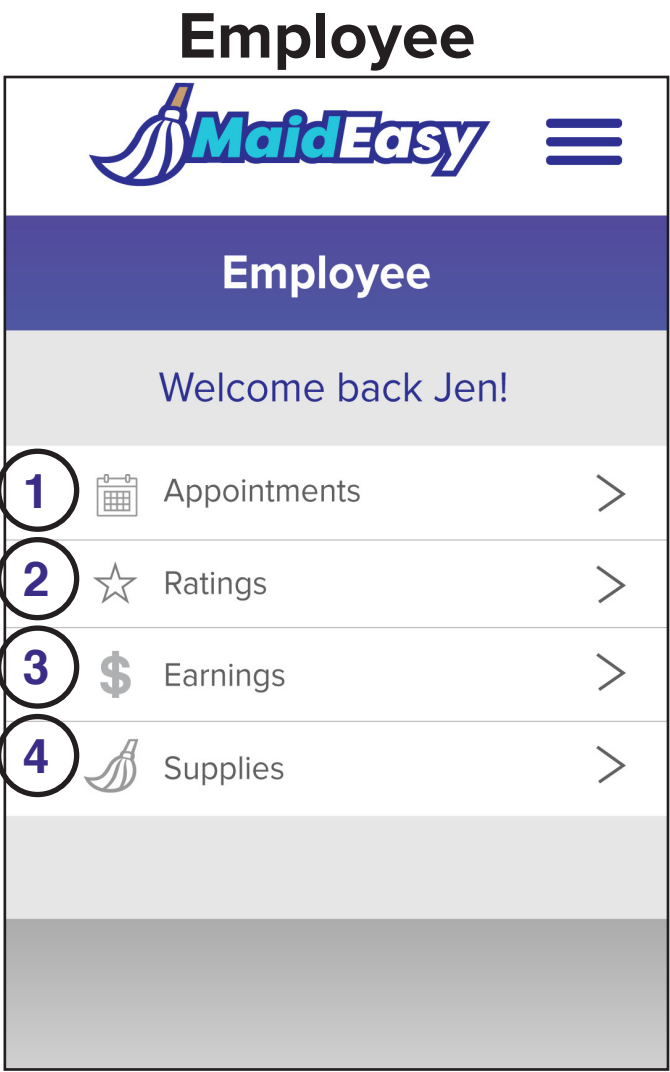**Employee Sign In**

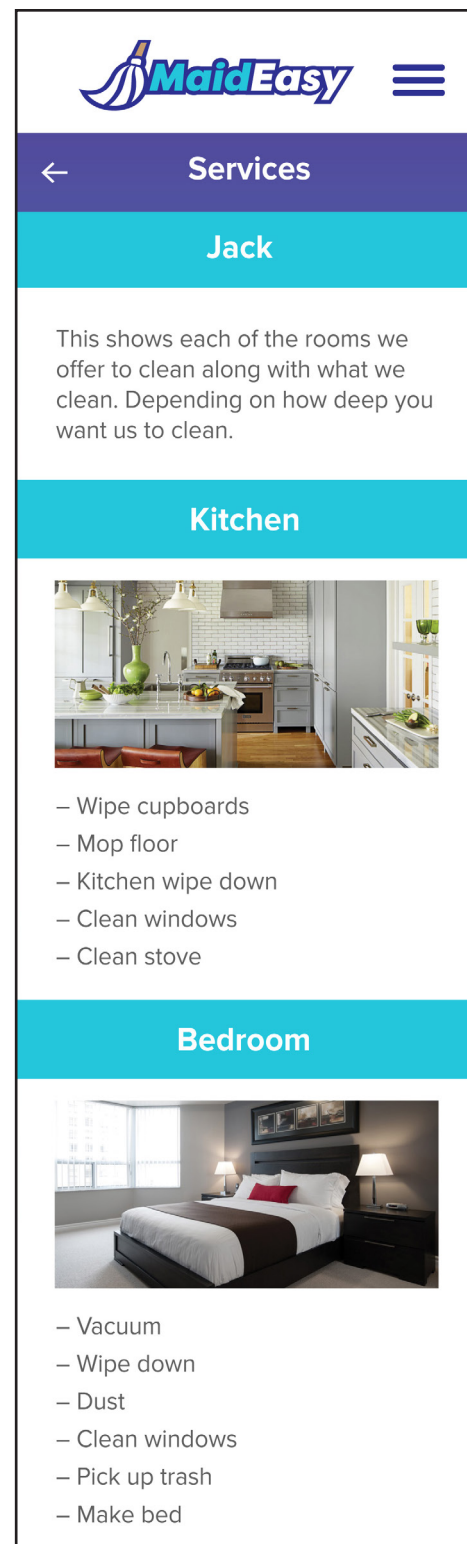**MaidEasy**

Phone: (801)333-1000
Email: maideasy@gmail.com

②

① **FAQ - Provides answers to common questions that both the customer and employee may have.**

② **About/Contact - Gives description MaidEasy app and how to get in contact with the company.**

Options Page

1   **Appointments - Gives list of scheduled and past appointments.**

2   **Ratings - Gives rating information from past cleanings.**

3   **Earnings - Shows earnings history from cleaning jobs.**

4   **Supplies - Gives an inventory list of cleaning supplies.**

5   **Cost - Details breakdown of cleaning cost for each room.**

6   **Services - Gives list of all offered services from MaidEasy.**

Employee

MaidEasy

Employee

Welcome back Jen!

1. 📅 Appointments   ›
2. ☆ Ratings   ›
3. $ Earnings   ›
4. 🧹 Supplies   ›

Member

MaidEasy

Member

Welcome back Jack!

📅 Appointments   ›
☆ Ratings   ›
5. $ Cost   ›
6. 🧹 Services   ›

MaidEasy ☰ ①

Services ←

Jack

This shows each of the rooms we offer to clean along with what we clean. Depending on how deep you want us to clean.

Kitchen

– Wipe cupboards
– Mop floor
– Kitchen wipe down
– Clean windows
– Clean stove

Bedroom

– Vacuum
– Wipe down
– Dust
– Clean windows
– Pick up trash
– Make bed

① **Services - Gives detailed list of the different cleaning services that MaidEasy can provide.**

Surface

Colors

#24c6db	#514e9f	#f8981d	#d3d7e2

Fonts

Proxima Nova Bold

Proxima Nova Regular

Logo & Icons

Mobile Prototype Link

https://projects.invisionapp.com/share/SJBG8ZTEU#/screens

Appendix

Test Plan

The goal of our user testing was to assure that our app was straightforward and simple to use. We sought new people to test procedures for doing certain tasks and timed them. As stated before, customers and employees must be able to accomplish main tasks quickly with little distraction for this app to be a success. The task we decided to emphasize was customer usage and the process of scheduling a cleaning. It's very important to us the a cleaning can be scheduled seamlessly and with minimal confusion or questions. Below you will find our Test Plan for interviewing and testing and the results from those tests.

Screener Questions:

Would you use a service that allows someone to come in your house and clean?

Have you ever used a for hire service to complete a job you didn't want to do or couldn't do? (Examples: Nanny, landscaping, cleaning, etc)

Do you like cleaning?

Do you have regular access to a reliable mode of transportation?

Would you want to make extra money by cleaning people's houses?

Friendly Welcome:

   We would like to thank you for taking the time to help us out today it really means a lot. Let me tell you a little bit about what we are going to have you do. We are currently in the process of building an app and it always helps to have a fresh perspective. Right now we have a rough prototype that we would like you to try out and give us your honest opinion about. This is not a test in any way we will just simply ask you a few questions on what you experience and how you feel about the app. There are no wrong answers.

Questions about Customer:

What do you do for a living? And what kind of tasks does that include?

How much time do you think you spend cleaning each week?

Introduction to Prototype

Detailed Tasks to Complete:

Schedule a Cleaning

Have them review their employee ratings

Debrief:

What was your overall opinion of the app?

What did you like about the app?

What didn't you like about the app and are there any changes you would make?

Test Results

With testing we assured that we interviewed and tested with a diverse range of customers based on age, gender, and varying levels of employment. This would give us a more complete understanding of areas of improvement and features that were done correctly. We found that certain constants were reported throughout the testing that will require further improvements.

Overall, the testing was successful and times for completing the two detailed tasks required were positive. The main complaints we received on both tasks were confusion with navigation and broken links. Although this prototype isn't full developed because it was made for testing, we found that fixing some links to be necessary in order to have a more complete test with our users. There were some small aspects in navigation that were confusing, but each user seemed to get the hang of the app after a little time. Users felt the process of getting form the home screen to actually scheduling a cleaning was slightly confusing because of the use of the map and some elements of the hamburger menu.

In order to correct some of these items further testing and design adjustments will be made. Focus will be put on streamlining different processes and simplifying navigation. Also we'll make sure the map aspect of the home screen is clear in the functions it offers when scheduling a cleaning. The following page shows the times recorded for our testing.
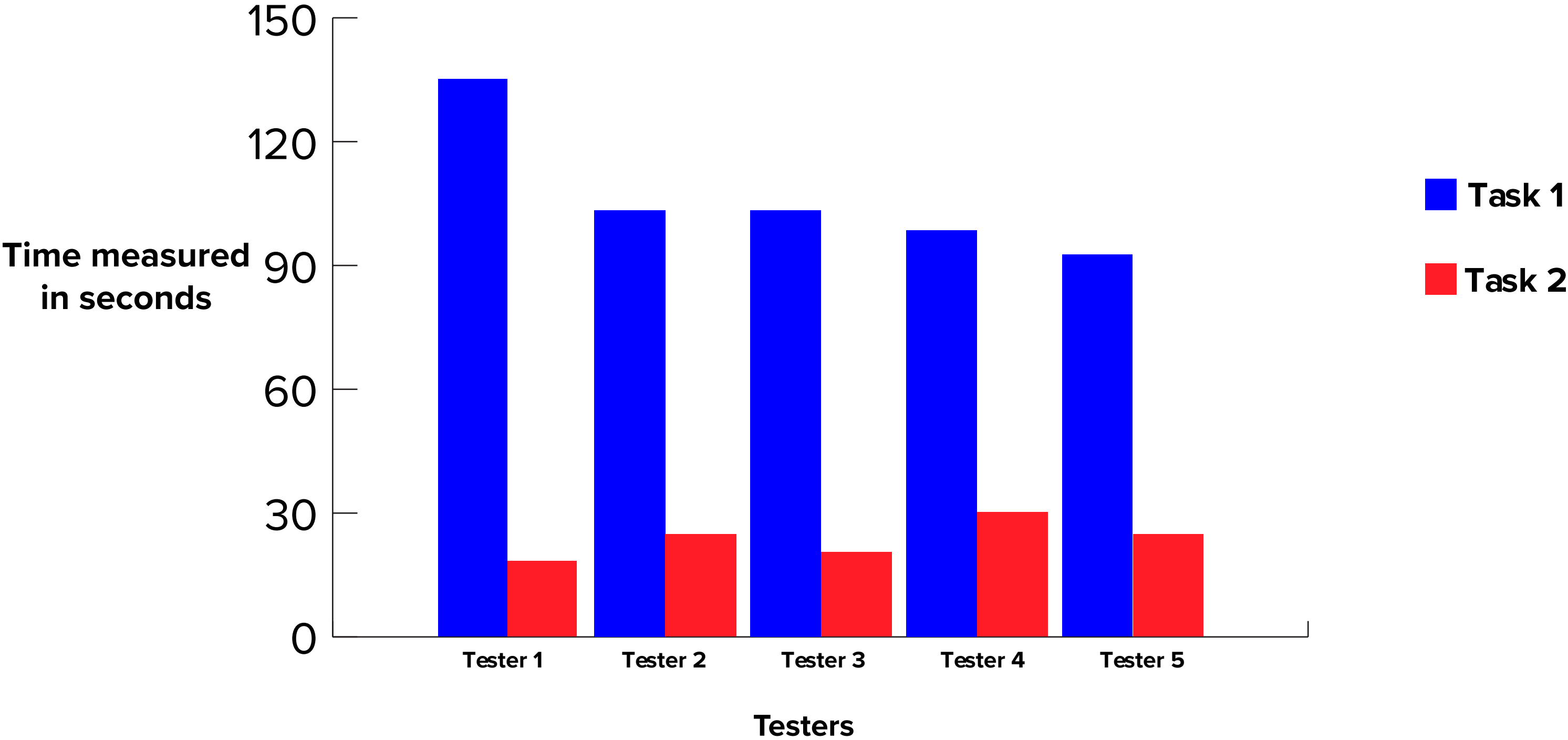
Test Recommendations

Pros and Cons

Pros:

    -Clean and pleasing design

    -Lots of functionality

    -Useful pictures and icons

    -Generally easy to use

Cons:

    -Navigation a little confusing

    -Broken Links

Conclusion:

The app was overall easy to use. The task of scheduling an inspection was pretty straightforward and simple. The entire look was clean and designed well including colors and icons. Again, some tweaks would need to be made to make some elements more obvious and the navigation coule be clearer and simpler.

Time Logs

James Hooper

Date	Tasks	Hours
February 7th	Interview w/ Teacher	1 Hr
February 28th	Compile Survey	2 Hr
March 3rd	Interviews	2 Hrs
March 4th	Interviews	1 Hr
March 7th	Personas	1 Hr
March 7th	Competition Comparison	1 Hr
March 9th	Finalize Brief w/ Group	1 Hr
March 29th	Mobile App Design	5 Hrs
March 30th	Mobile App Design	4 Hrs
April 5th	Personas	1 Hr
April 9th	Scenario	1 Hr
April 11th	Scope	1 Hr
April 19th	Final App Design	6 Hr
April 20th	Final App Design	5 Hr
April 21st	Final App Design	3 Hrs
April 22nd	Final App Design	5 Hrs
		TOTAL TIME: 49 hrs

Morgan Munson

Date	Tasks	Hours
February 7th	Interview w/ Teacher	1 Hr
February 28th	Compile Survey	2 Hrs
March 1st	Interview	1 Hr
March 2th	Interview	1 Hr
March 4th	Interview	1 Hr
March 7th	Personas	1 Hr
March 7th	Competition Comparison	2 Hr
March 9th	Finalize Brief w/ Group	1 Hr
March 20th	Mobile App Design	5 Hrs
March 22th	Mobile App Design	3 Hrs
April 3rd	Mobile App Design	2 Hrs
April 4th	Mobile App Design	3 Hrs
April 4th	Personas	1 Hr
April 8th	Personas	1 Hr
April 11th	Scope	1 Hr
April 17th	Site Map/Final	1 Hr
April 21st	Finalizing Group Personas	1hr 30 Minutes
April 22nd	Final	2 Hrs 30 Minutes
April 25th	Final App Invision	2 Hrs
April 25th	Final	2 Hrs
April 29th	Final	2 Hrs
		Total Time: 37 Hrs

Ashley Egan

Date	Tasks	Hours
February 7th	Interview w/ Teacher	1 Hr
February 28th	Compile Survey	2 Hrs
March 2nd	Interview	1 Hr
March 3rd	Interview	1 Hr
March 7th	Personas	1 Hr
March 7th	Competition Comparison	2 Hr
March 9th	Finalize Brief W/ Group	1 Hr
March 21st	Mobile App Design	6 Hrs
March 22nd	Mobile App Design	5 Hrs
April 4th	Personas	1 Hr
April 5th	Personas	1 Hr
April 11th	Scope	1 Hr
April 17th	Site Map/Final	1 Hr
April 25th	Final Test Script	1 Hr
April 25th	Final Design Brief	3 Hrs
April 28th	Final Interviews	2 Hr
April 29th	Finalizing Project	1hr
		Total TIme: 31 Hrs

Kenneth Stephens

Date	Tasks	Hours
February 7th	Interview w/ Teacher	1 Hr
February 28th	Compile Survey	2 Hr
March 4th	Interviews	2 Hrs
March 6th	Interviews	2 Hrs
March 7th	Personas	1 Hr
March 7th	Competition Comparison	2 Hr
March 9th	Finalize Brief w/ Group	1 Hr
March 19th	Mobile App Design	5 Hrs
March 23rd	Mobile App Design	3 Hrs
April 1st	Mobile App Design	3 Hrs
April 4th	Personas	1 Hr
April 8th	Personas	1 Hr
April 11th	Scope	1 Hr
April 17th	Site Map/Final	1 Hr
April 23rd	Final	2 Hrs
April 25th	Final	2.5 Hrs
April 30th	Final	4 Hrs
		Total TIme: 34.5 Hrs