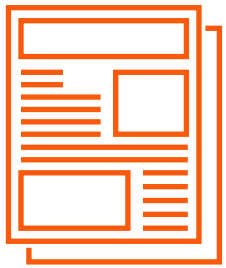
TIDYHOME
James Kim + Ashley Pae

01

WHAT IS **TIDYHOME ?**

a chore organizational app for young professionals and students



GOALS

1. keep housemates accountable for assigned tasks and encourage users to become responsible adults
2. help young adults transition into life with housemates outside of their parents' home
3. maintain relationships by avoiding awkward confrontations or potential altercations

02

INITIAL **INQUIRY**

what comes to mind when we reflect
on our freshman year?

as students ourselves, what is one of the biggest
struggles we face in living independently?

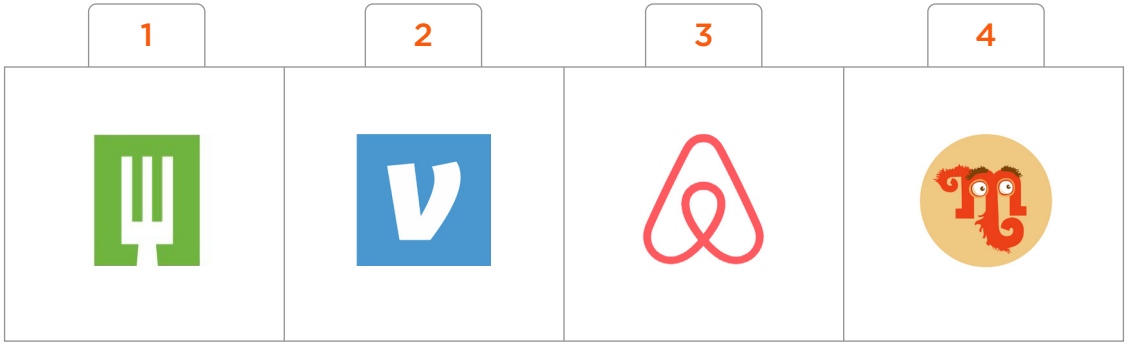
in what ways can we encourage students to work
together?

03

#F95A0B

VISUAL INSPIRATION AND EXPLORATION

1	EatStreet	☒	simple and clean interface
2	Venmo	☒	rustic photography
3	airbnb	☒	modern typography
4	Choremonster	☒	brand color: #F95A0B (International Orange)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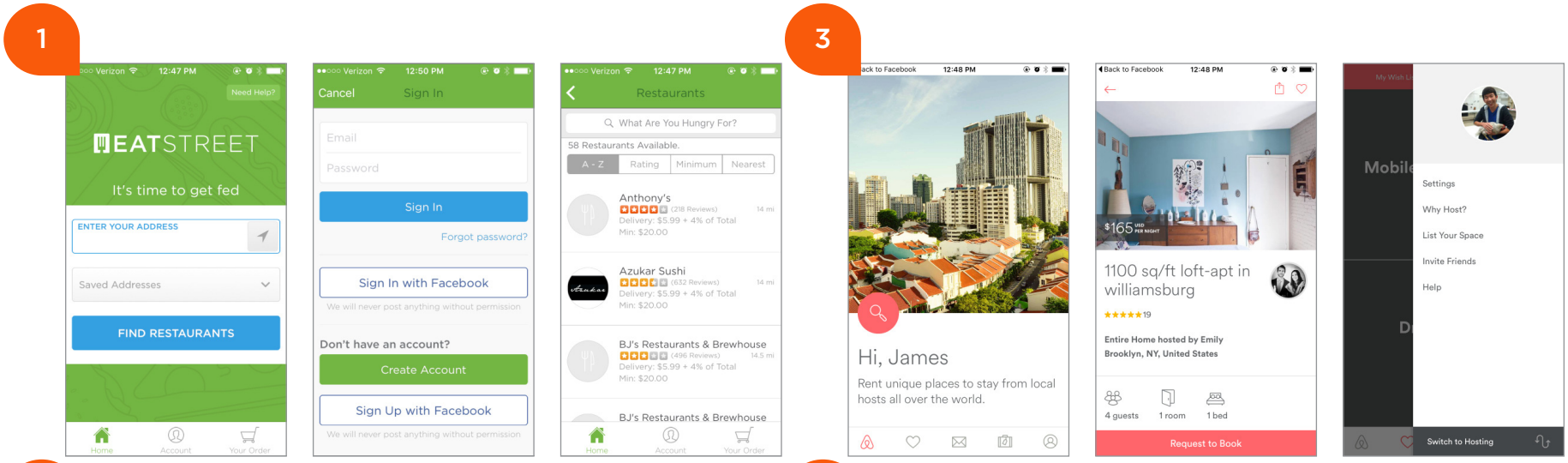
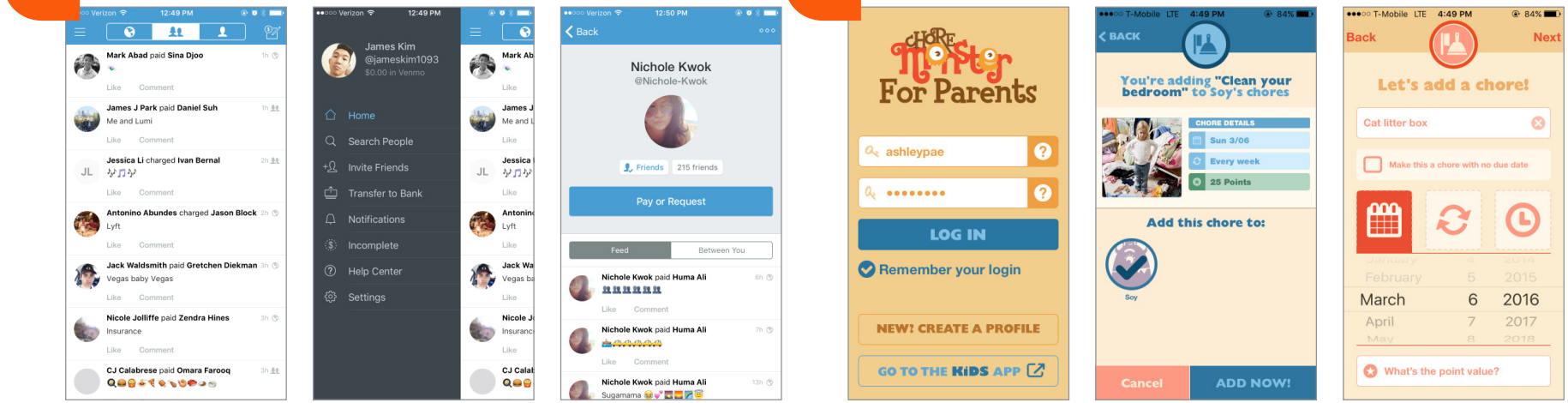
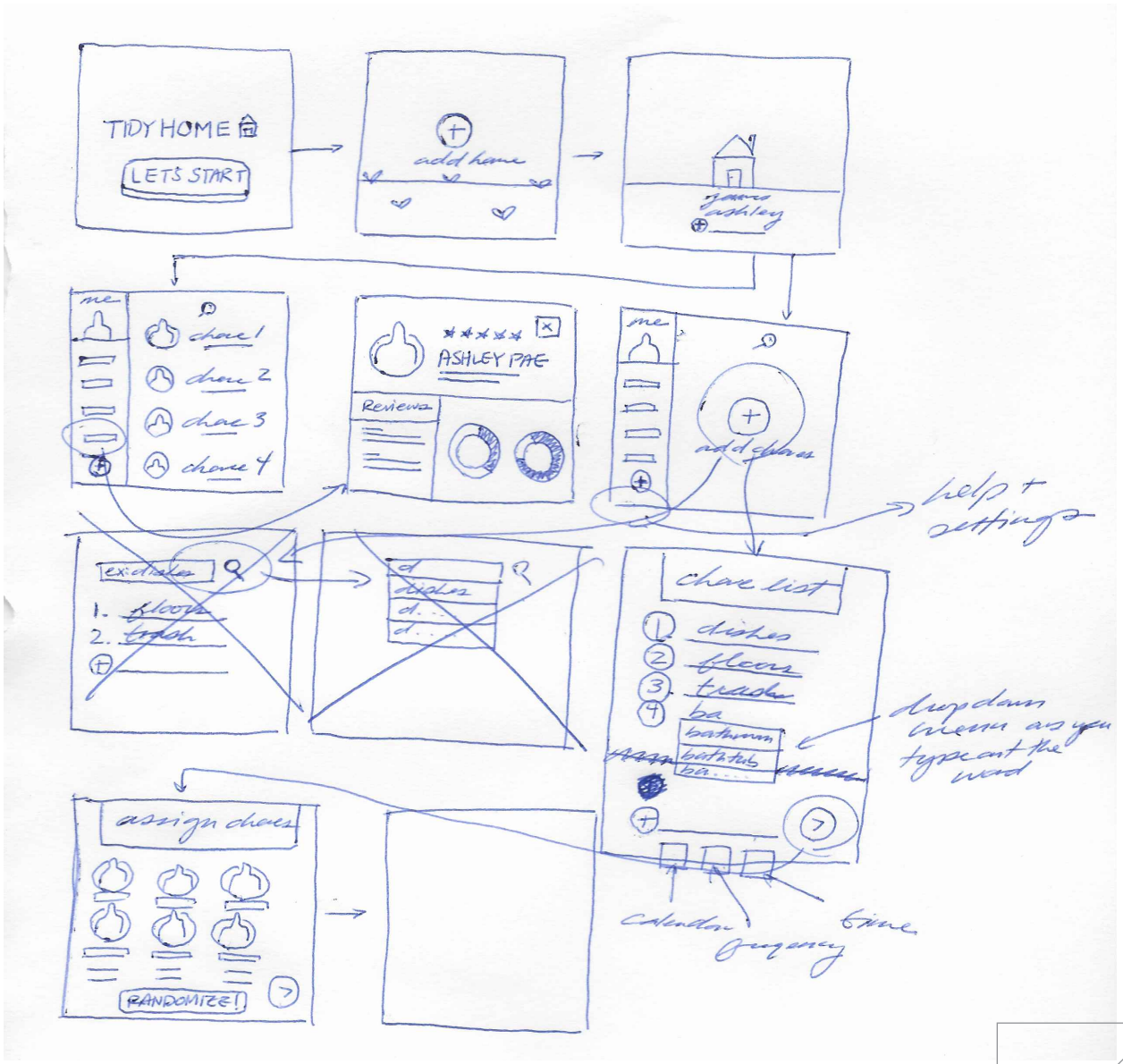

1
3
EATSTREET
It's time to get fed
ENTER YOUR ADDRESS
Saved Addresses
FIND RESTAURANTS
Cancel
Sign In
Email
Password
Sign In
Forgot password?
Sign In with Facebook
Don't have an account?
Create Account
Sign Up with Facebook
Restaurants
What Are You Hungry For?
58 Restaurants Available.
A - Z
Rating
Minimum
Nearest
Anthony's
Azukar Sushi
BJ's Restaurants & Brewhouse
Hi, James
Rent unique places to stay from local hosts all over the world.
1100 sq/ft loft-apt in williamsburg
Entire Home hosted by Emily
Brooklyn, NY, United States
4 guests
1 room
1 bed
Request to Book
Settings
Why Host?
List Your Space
Invite Friends
Help
Switch to Hosting
Home
Account
Your Order


2
4
Mark Abad paid Sina Djoo
James J Park paid Daniel Suh
Jessica Li charged Ivan Bernal
Antonino Abundes charged Jason Block
Jack Waldsmith paid Gretchen Diekman
Nicole Jolliffe paid Zendra Hines
CJ Calabrese paid Omara Farooq
James Kim
@jameskim1093
Home
Search People
Invite Friends
Transfer to Bank
Notifications
Incomplete
Help Center
Settings
Back
Nichole Kwok
@Nichole-Kwok
Friends
215 friends
Pay or Request
Feed
Between You
Nichole Kwok paid Huma Ali
Chore Monster For Parents
ashleypae
LOG IN
Remember your login
NEW! CREATE A PROFILE
GO TO THE KIDS APP
BACK
You're adding "Clean your bedroom" to Soy's chores
CHORE DETAILS
Sun 3/06
Every week
25 Points
Add this chore to:
Soy
Cancel
ADD NOW!
Back
Next
Let's add a chore!
Cat litter box
Make this a chore with no due date
What's the point value?
March
6
2016

04

WIREFRAME



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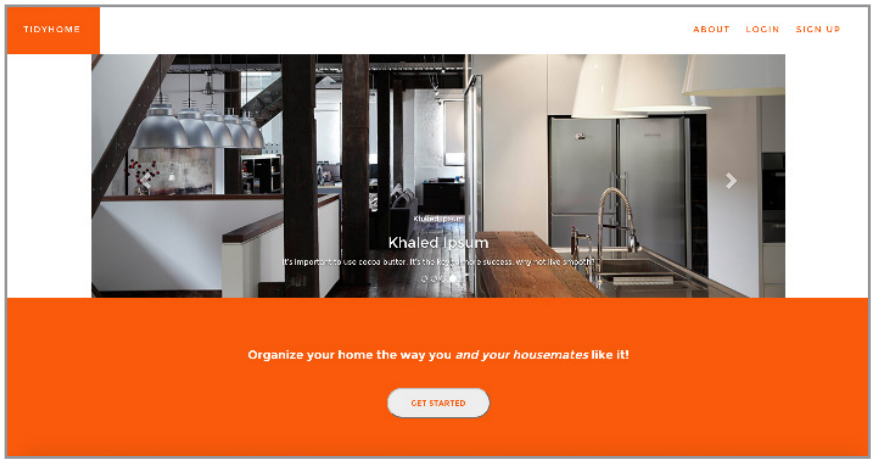
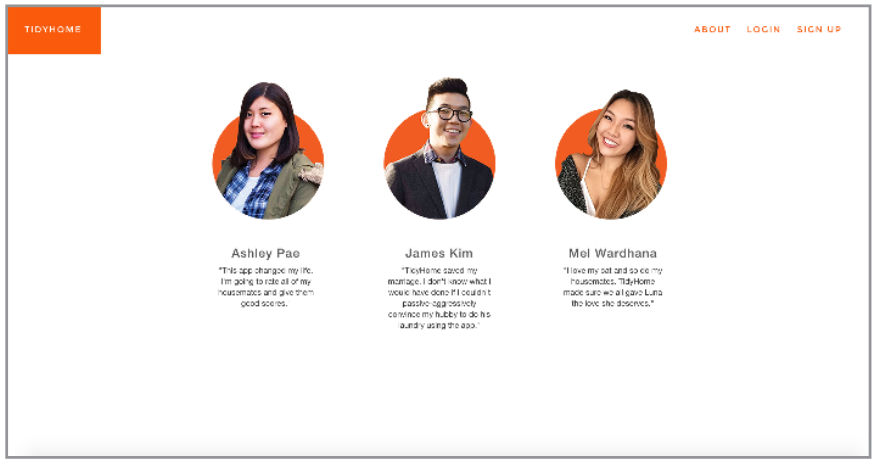
PRELIMINARY **PROTOTYPES**





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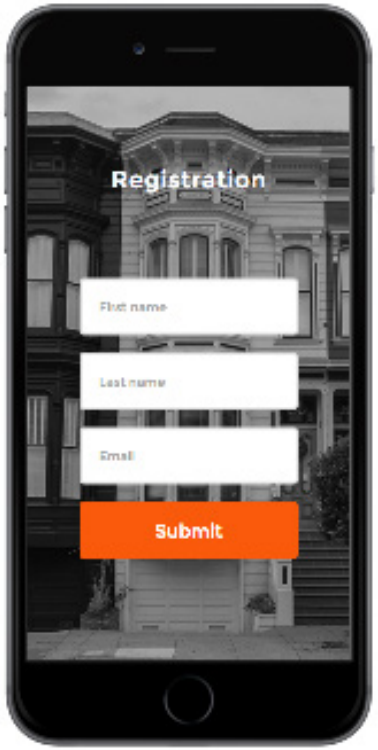
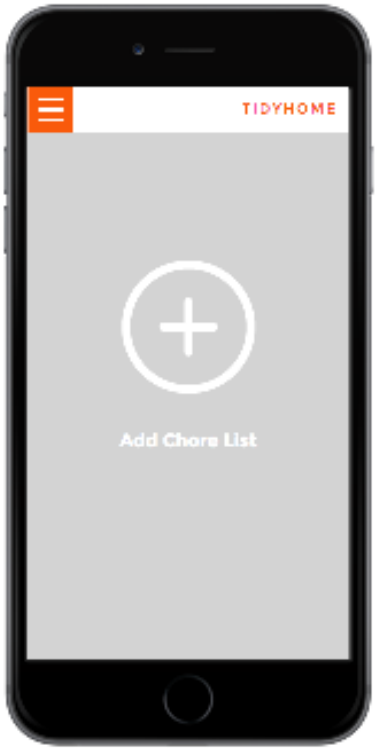
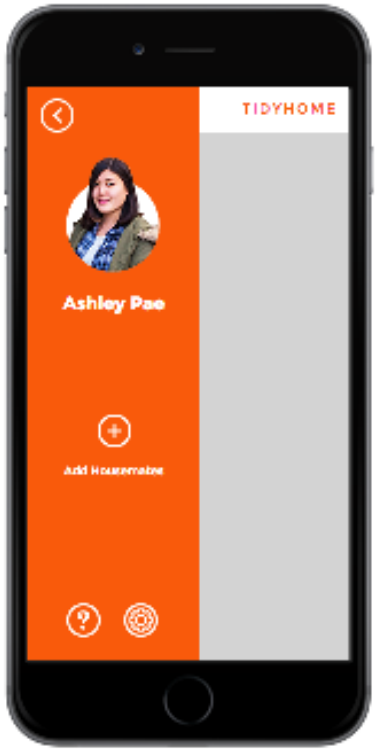
PRELIMINARY **PROTOTYPES** *(CONT.)*







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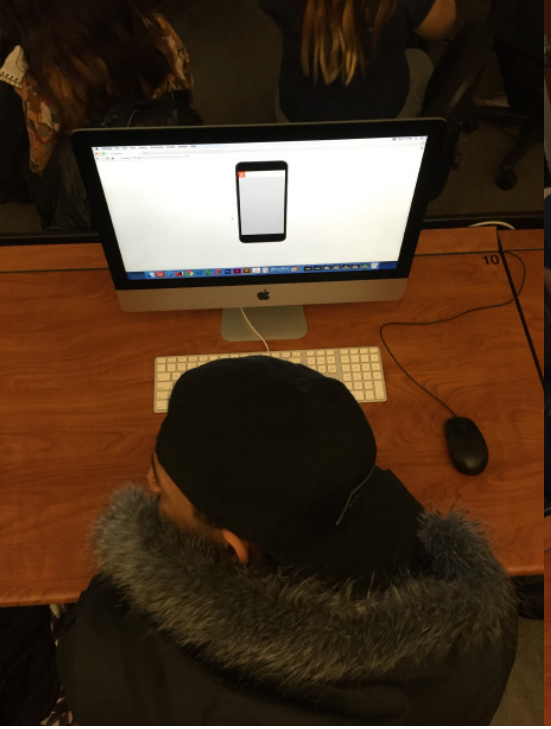
THE **CHALLENGES**

making the app responsive across platforms

designing the user experience and visual hierarchy for the home screen

finding the right balance between a sophisticated design aesthetic and understanding the needs of a younger target audience



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AUDIENCE **TEST**

- ☒ clicked on “Log in” before signing up for an account
- ☒ clicked “add chore list” first and then clicked on the menu tool after
- ☒ clicked on “add housemates” first and then the “help” and “settings” icons
- ☒ liked the color, picture and logo and thought there was a desperate need for this app
- ☒ said they would use the app if it ever became a real app

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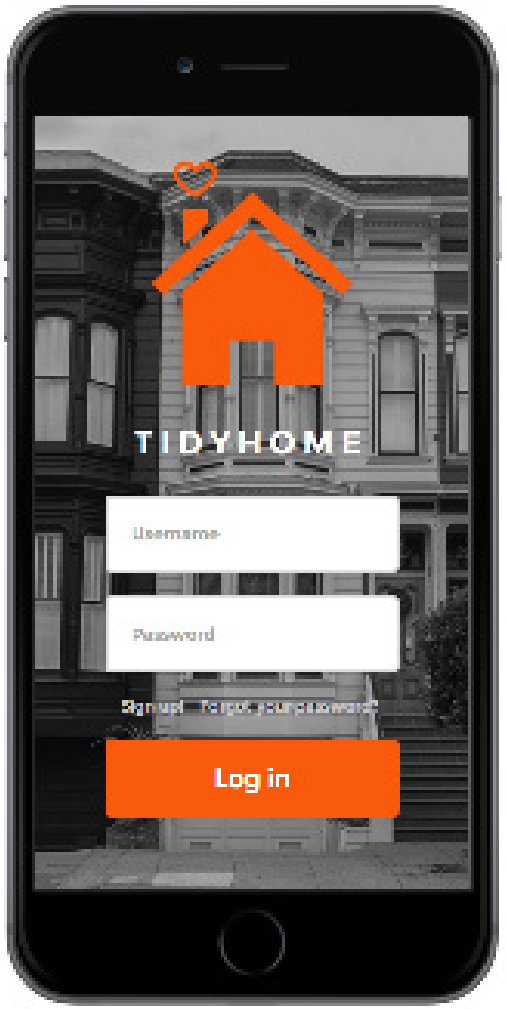
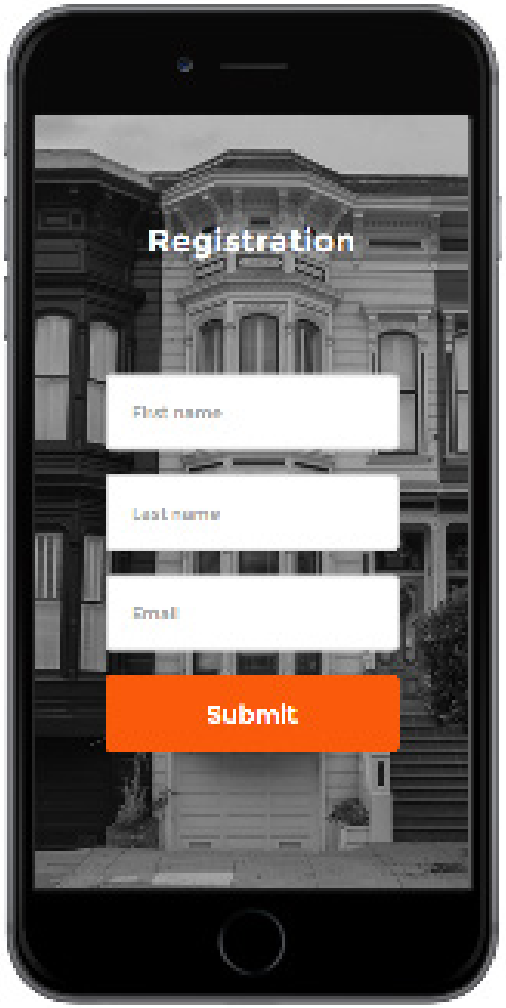
FEEDBACK





1 registration form needed username and password

2 incorporate strategic use of color to identify completed and incomplete tasks on home screen

3 on login screen, move “Sign Up!” and “Forgot Password?” to the bottom

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LESSONS **LEARNED**

- ☒ use spot color treatments to direct the user's attention and reduce clutter
- ☒ don't deviate from the original purpose of the project and fixate on small design details
- ☒ know our audience!
- ☒ make sketches and mock-ups prior to coding

FINAL **PROTOTYPE**