#EpicHomeFurnish

Overhauling a booking engine for price transparency and a cleaner home.

This was one of the many projects I worked on whilst I was at Anchorp, a digital marketing agency.

Some context and a problem

During my time at Anchorp, a digital marketing agency in Malta, I had the opportunity to work on Brilo, a startup aiming to disrupt the local cleaning space. With the company scaling very faster than initially expected, the booking engine that was being used had surgeons in usefulness. It wasn't a Brilo (see what I did there?) .

Team

Marcin Elsander
Jimmy Yard Lowell

Role

User Experience
Wireframing
Prototyping
Testing
Research

Problem & Hypothesis

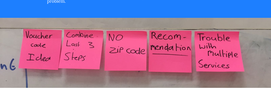
What really is the problem?

Before we backfeed up and decided to dive in, we tried to channel our inquisitive selves and put on our detective hats. Why was this a problem? Was this really worth solving? What's the goal here? Who are we designing for? What do they really need? Let's hypothesize.

Well, previously, people who wanted to have their house cleaned would complete a form. Unsurprisingly this didn't address most of the concerns people had which through research, we uncovered and grouped into three main categories were Price transparency and Personalise Safety . This problem was critical to solve not just for the sake of scale, but also to credibilise the experience and more importantly, tend to existing perspicuity.

How can we design a booking engine, that gives people peace of mind whilst also letting them know what they're paying for?

Having this statement gave us a clear direction, a mission to resolve. Naturally, the goal now was to explore (and exhaust) as many iterations and ways as we could to try and solve this problem.



Process

Looking at what others have done

We make it a point that we weren't going to reinvent the wheel when we could learn from others instead. We wanted to get an idea, to audit what was out there and know what the expectations were for this type of experience.

Our people

Following up on the qualitative data, we had gathered along with the other stuff that we had found, we decided to hold some personas. Now personas sometimes focus on attributes not on causality, so we needed to make sure of two things.

1) That this didn't happen
2) To turn what we've found into a point of reference.

We needed to humanise the research and have something or rather, someone, we can bring into discussions.

The stakeholders in this space included a diverse group of people. Looking at the existing user base we found that there were predominantly people in their 30s who used the service. Being time-poor (career-oriented), owning a mid-sized home or townhouse, reasonably mid to high income and having a child/children were amongst some of the causes.

Mapping it out

I wanted to make sure that the team got a good sense of the actual steps that people have to go through to accomplish their goal. So, we visualised it and took down notes based on what we hypothesised was getting in the way, and what could be done to help them progress.

Home Owner
Enters Zip code
Enters Zip code
Enters Zip code