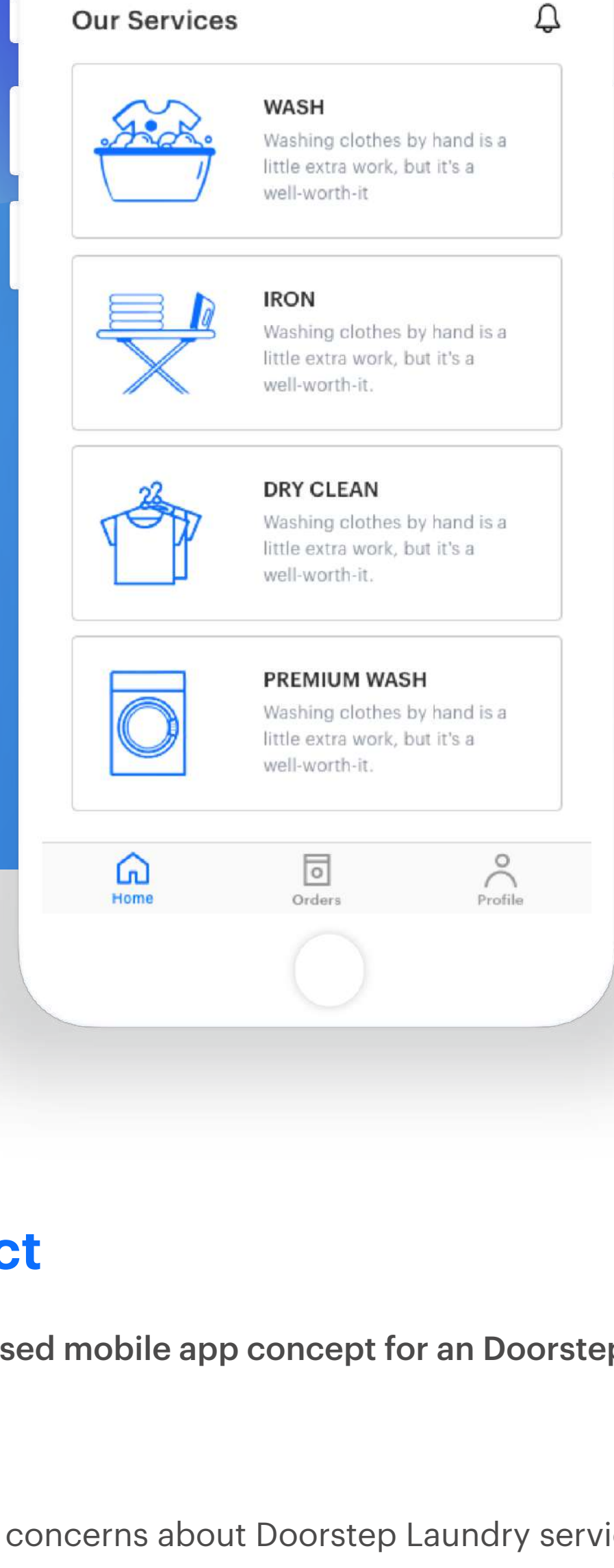


An App to Book Laundry at your doorstep



About the Project

Laundry.io is a location-based mobile app concept for an Doorstep Laundry Service

Challenge

Consumers have to primary concerns about Doorstep Laundry services: lack of quality and trust. Most people eventually need a Laundry Service, especially when facing lack of time in their daily Schedule, so the UX must be as simple and time-saving as possible.

Failure of user research to confirm my hypothesis required me to rework the app concept.

My Role :

- Product strategy
- User research & Analysis
- User Scenario
- Persona creation
- Mapping Out Inputs & Outputs
- User Flow
- Wireframes
- UI Design & Prototyping

THE PROCESS

Build. Measure. Learn.

I used Lean UX principles in the development of "Laundry.io" to focus on users and their needs at each phase of the design process:

- Formulate and validate the hypothesis.
- Define the Process.
- Focus on research results to create features that users really need.
- Externalize the work using sketches.

RESEARCH & PROBLEM DEFINITION

Hypothesis

Most Working Men & women who are so busy in the office and business Schedule need help in their home activities or maintenance tasks. They either do not know where to wash their clothes, or they simply don't have enough Knowledge to maintain the Costly Garments. Most of the Laundry Services operates only on the Service Point and very few are collecting clothes from the customer's in their free time and People find it hard to get their cleaned clothes back at their preferable time. Due to Quality concerns, People feel uncomfortable letting the laundry to use some other detergent that may spoil their costly Garments.

"I believe that developing an app that provides Laundry service at their doorstep with their preferable detergent, collecting & delivering on their preferable time will make People Happy"

Research

User Scenario

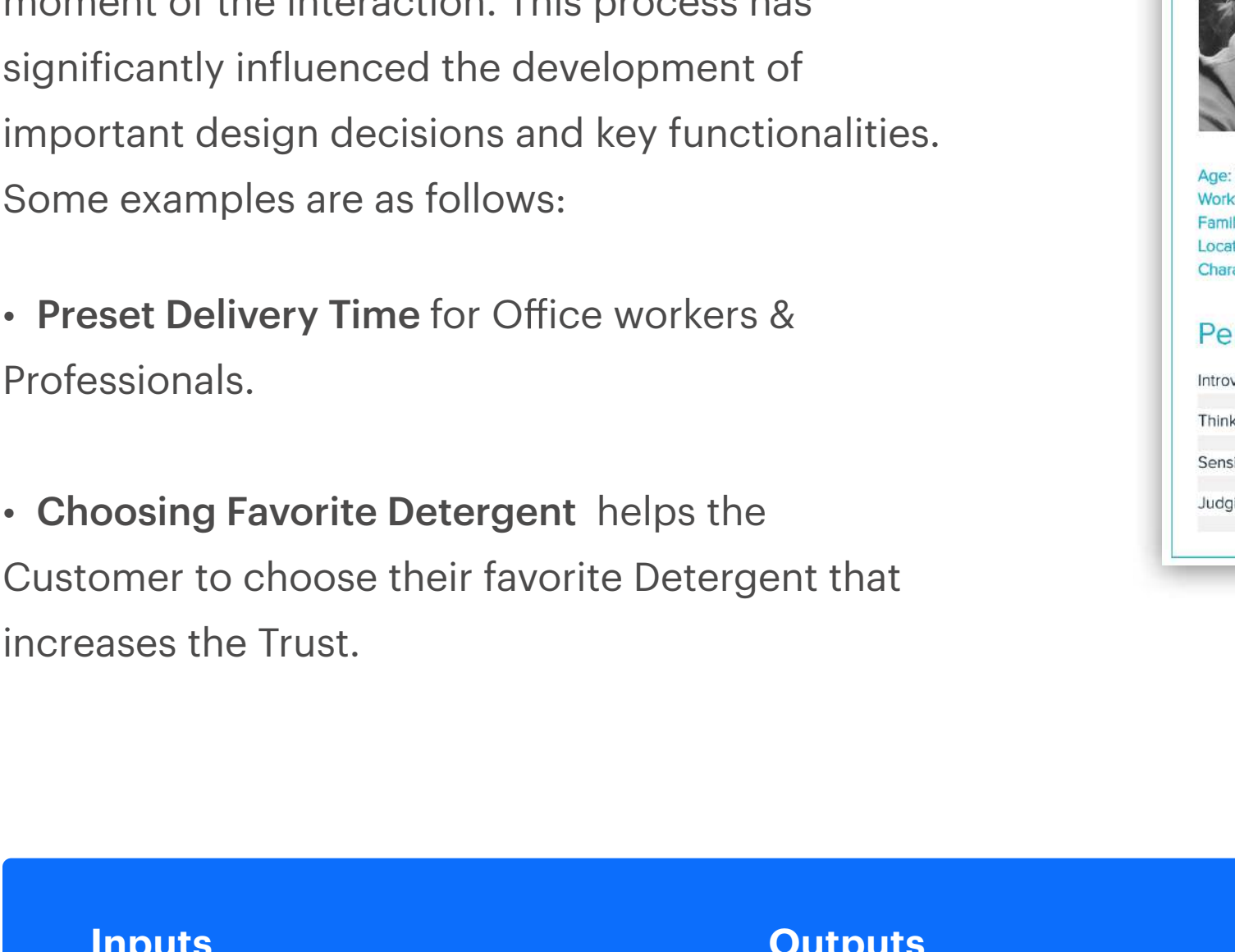
I conducted a user scenario to prove my hypothesis and gain user insight. To reach a larger audience, I did Summative Research to find the real Scenario with different people to Cross check with my Hypothesis and to find the real design Impact.

Scenario 1

Divya is an IT Professional, who has two children.she spends most of the time working and in the evening taking care of the family.She has a problem in laundering since she does not have time for it.Divya used to give her family clothes to laundress near by her home. The laundress used to visit divya's home weekly once in the morning to get the clothes to be washed and the delivery time of washed cloths are not pre-defined so divya could not get the clothes at the time she was in the home. She is looking for the next laundresser who can collect and deliver the clothes as she preferred timing.

Scenario 2

Rajan is an Unmarried Business man, who has no time to clean his clothes as he is busy with business in the weekends. Once He was using a laundry service, where he got frustrated by the careless handling of the costly clothes with a poor detergent. So He uses direct laundry service where he can choose his favorite detergent which may not harm his clothes. So Rajan is looking for some laundry Service which has an option of choosing the Detergent used.



User Persona

Based on the user research I set up two personas. I referred to them throughout the entire product development process.

- Each persona had a scenario that identified a realistic goals the user might have been facing when using this app.

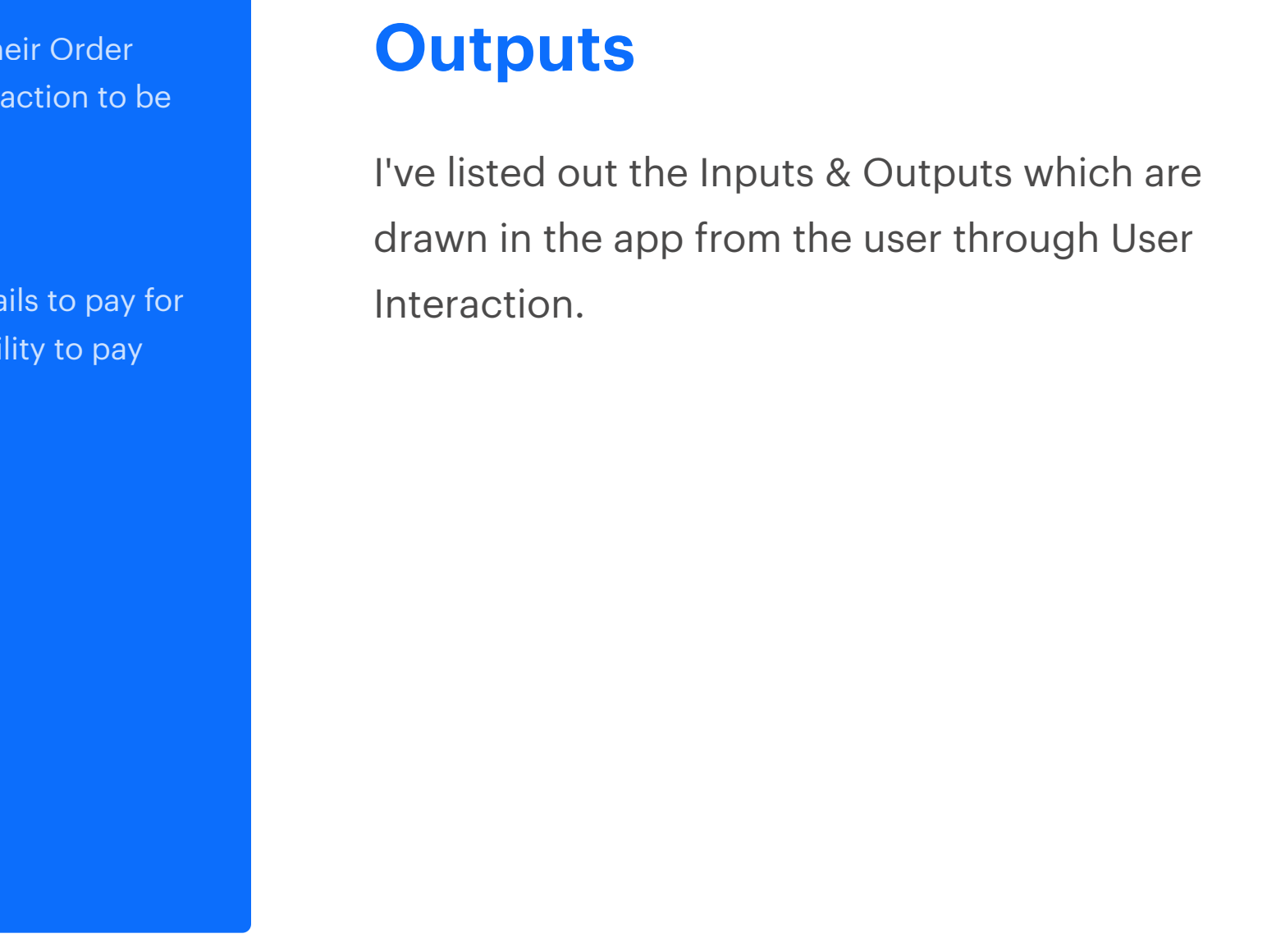
- The information about each persona focused on its goals and frustrations with the product as well as their interaction with it, which drastically affected my design decisions.

Design Impact

Focusing especially on the interactional context of each persona helped me to understand the physical, environmental and emotional state of the user at the moment of the interaction. This process has significantly influenced the development of important design decisions and key functionalities. Some examples are as follows:

- Preset Delivery Time for Office workers & Professionals.

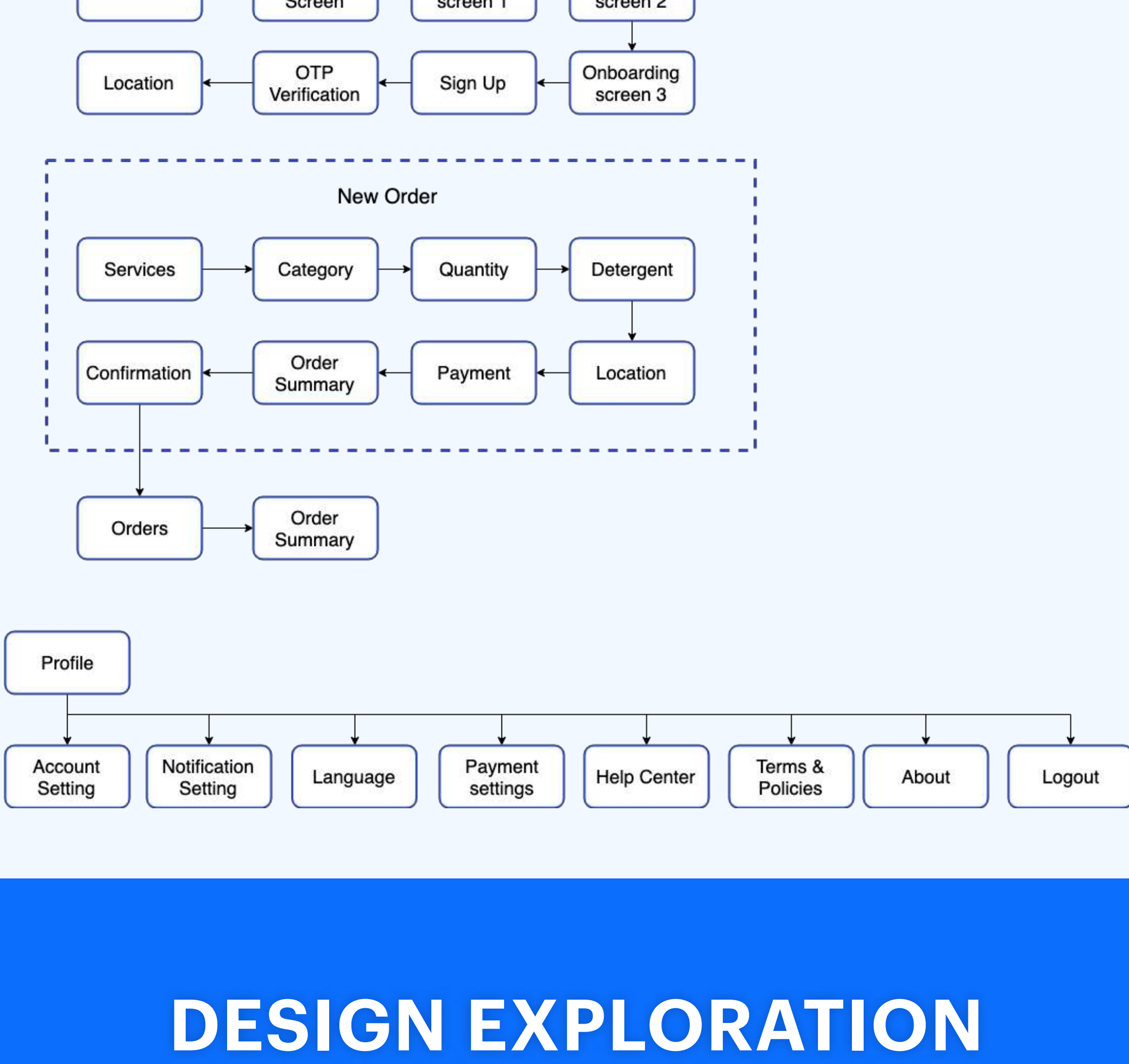
- Choosing Favorite Detergent helps the Customer to choose their favorite Detergent that increases the Trust.



Inputs	Outputs
GPS This should be enabled to find the actual location of the user instead of letting the user to type the Actual Location.	Notifications User gets Notified about their Order status and to inform if any action to be taken by the user.
Mobile Number User Should Enter to verify the profile through OTP and Contact the Customer regarding the Orders.	Order Status User gets notified if he fails to pay for the order or has the feasibility to pay later during the process.
Date Picking User Should select the date for picking up the clothes & Delivering the Clothes.	
User Profile This should be Maintained for a better track of his previous orders.	

Mapping out Inputs & Outputs

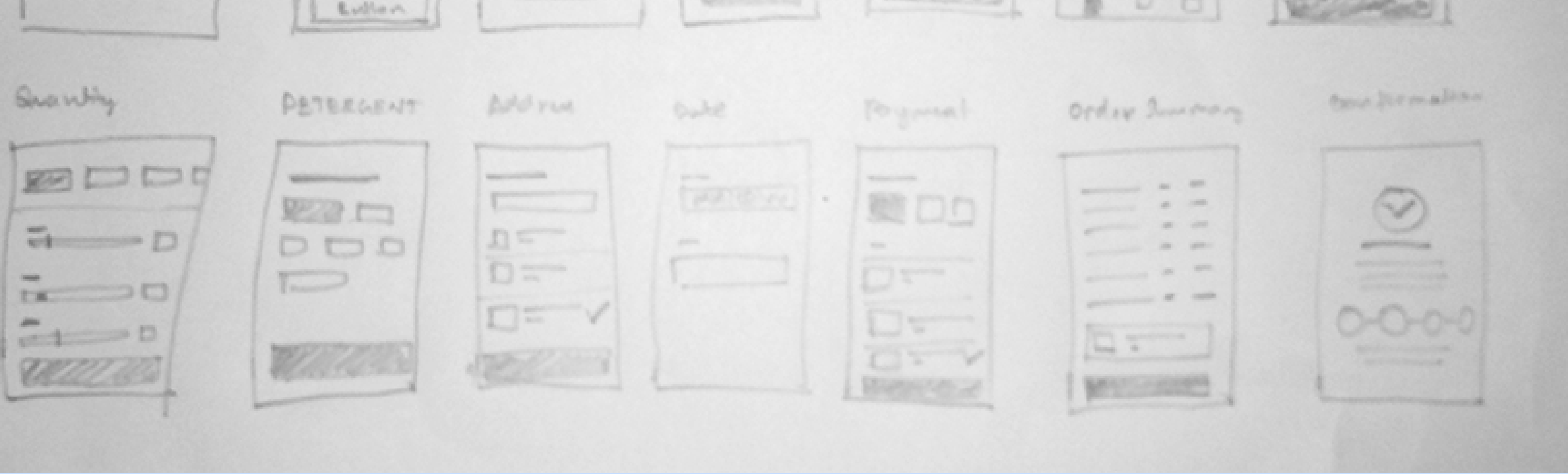
I've listed out the Inputs & Outputs which are drawn in the app from the user through User Interaction.



DESIGN EXPLORATION

Ideating Solutions

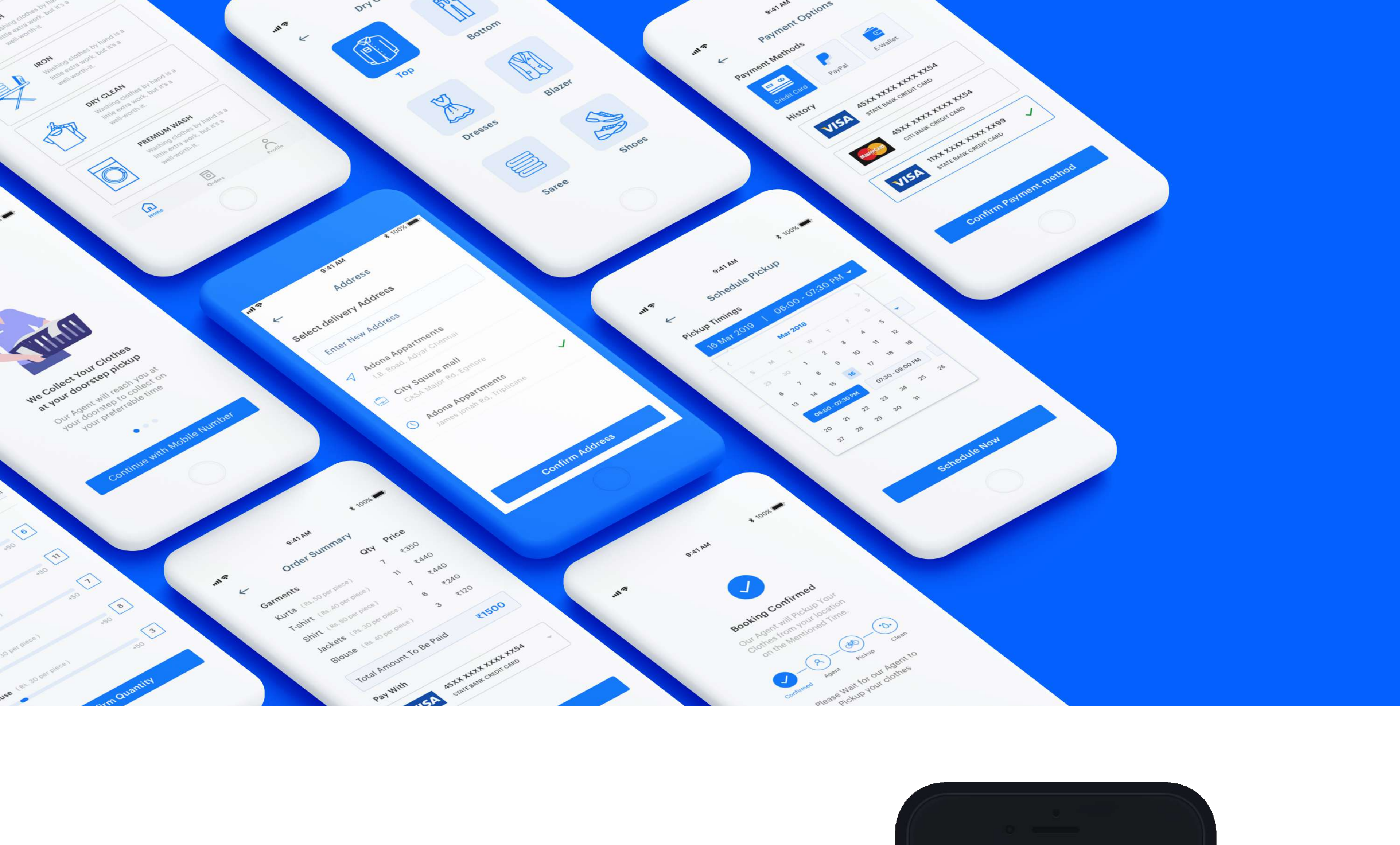
I sketched each iteration and added the elements and screens that is necessary to reach user goals, to quickly see which ideas worked best. I put the sketches into iVision to build an interactive prototype and tested some user stories with three different individuals.



VISUAL DESIGN

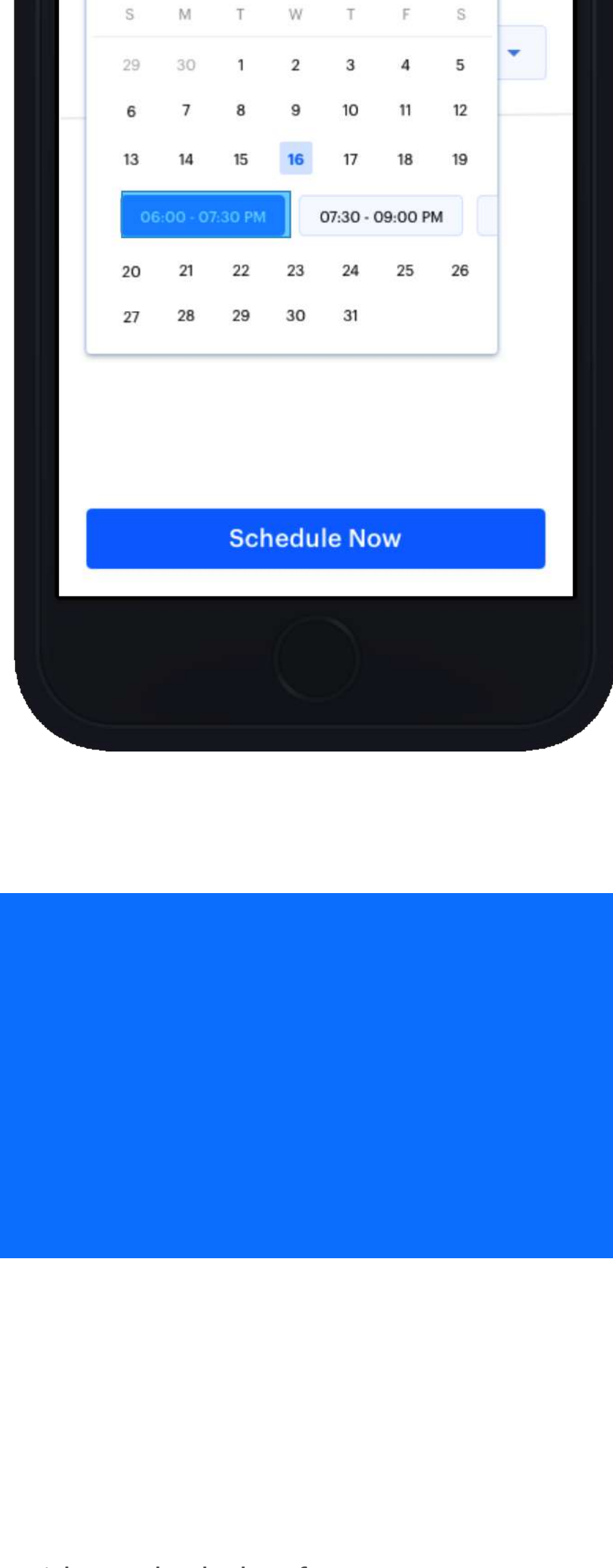
Prototyping

I turned my revised sketches into a black and white interactive prototype done with Sketch. I defined UI elements, design patterns and visual hierarchy. I tested the prototype in-person and remotely.



Interactive Prototype

I have added Interactions to the UI Screens with the Invision rapid Prototype tool to test the interactive prototype with the users. I have attached the Invision Link in the Email.



WRAPING UP

What I Learned From This Project

- **Research is a must:** I couldn't have designed a product that users love without the help of the actual users. The user survey revealed unexpected information and made it possible to adapt the product to user needs.

- **Personas are powerful:** Being aware of user needs and pain points helped me to create a seamless, end-to-end experience.

- **The user is always right:** Conducting user testing and evaluating users feedback at various stages helped me to discover and eliminate pain point at early stages.

Project By

Srikanth Iyer

Mentored By

Rakesh, UX Designer

