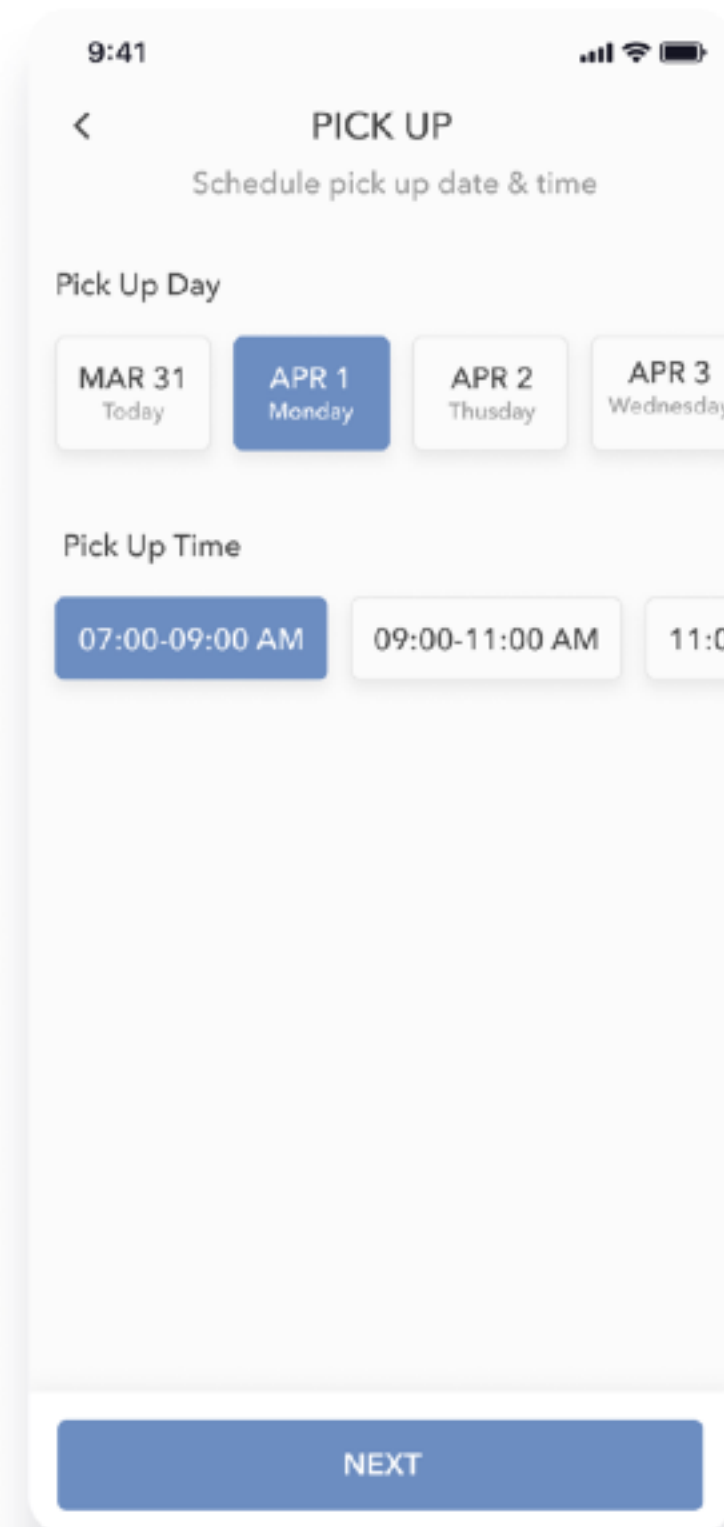


Home page

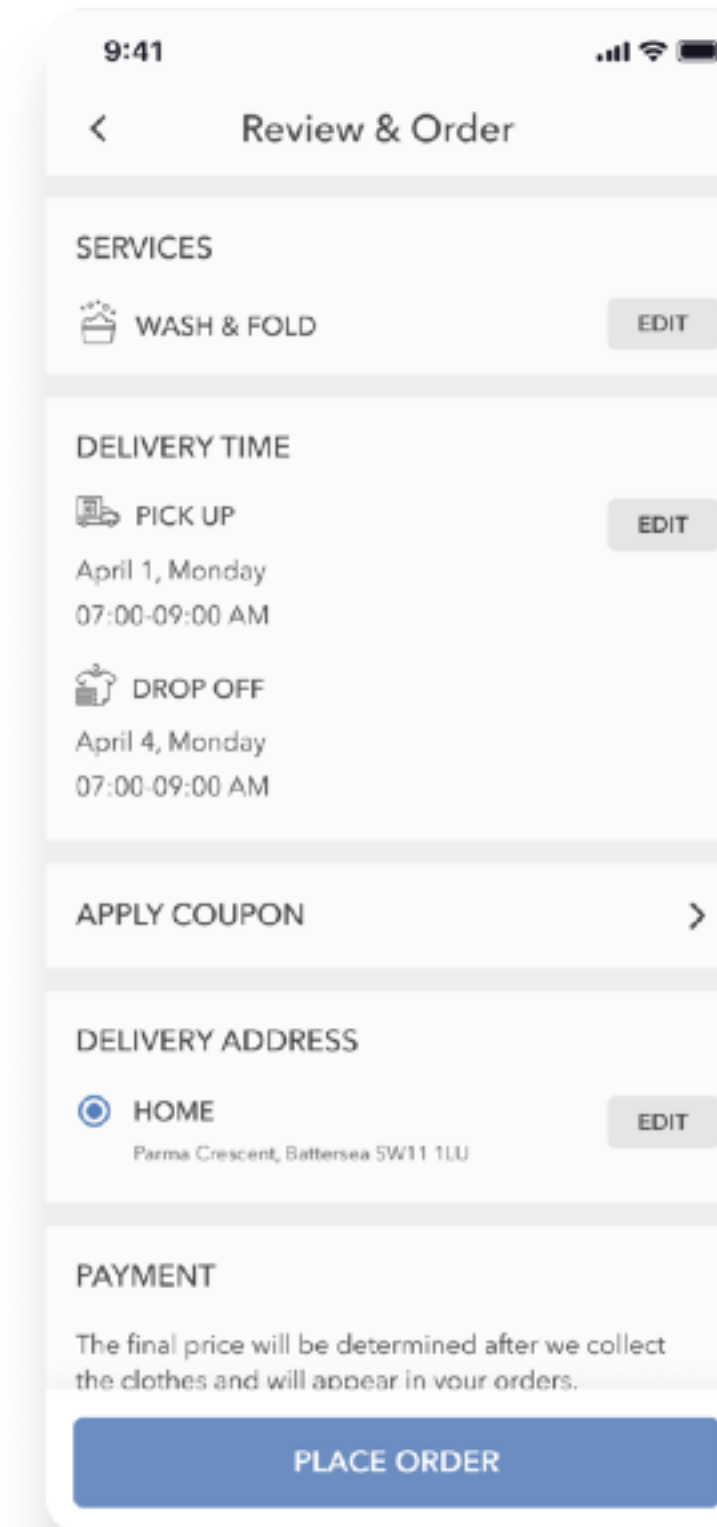
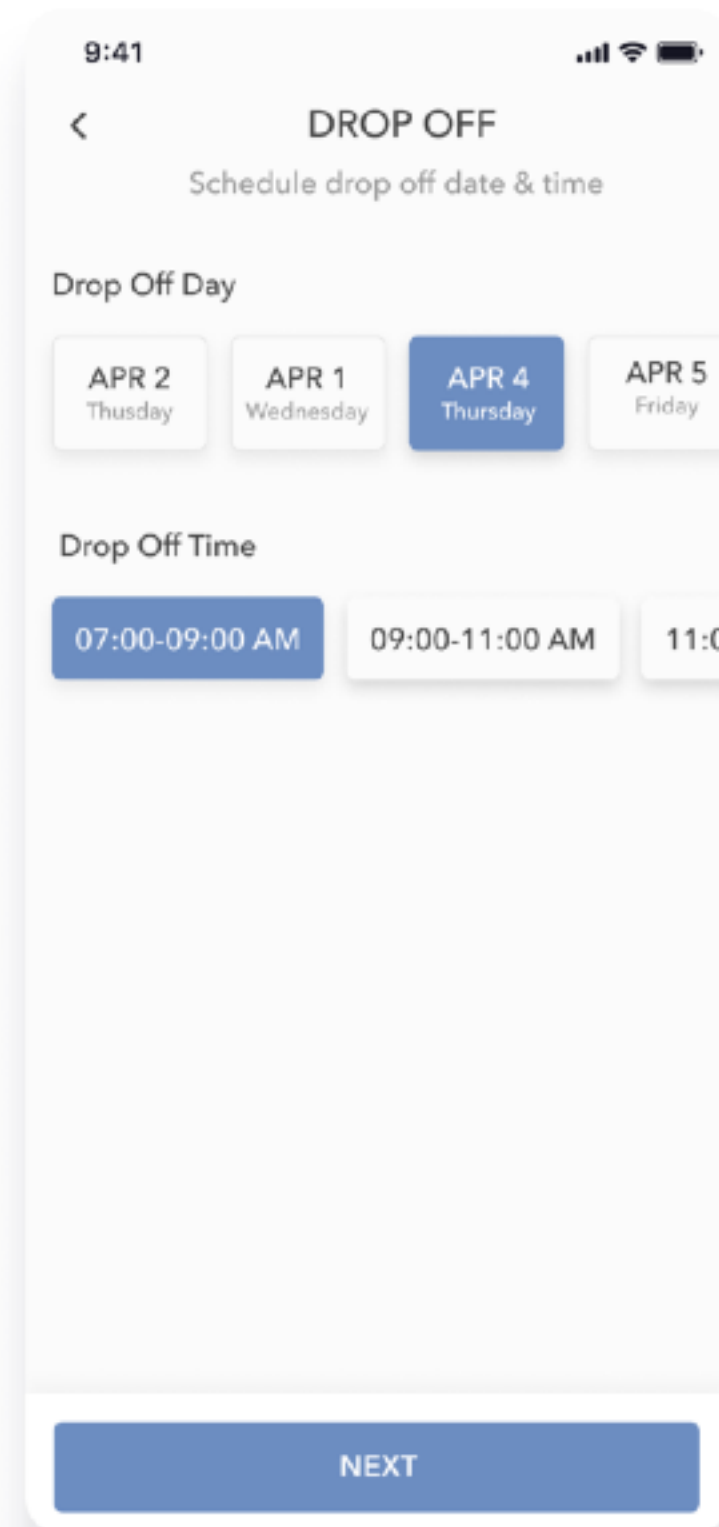
Here the user selects what service they require.

The services are broken down into four main options rather than having a large item list. However, this is available by tapping “more” in the tab bar.



Drop off and pick up times

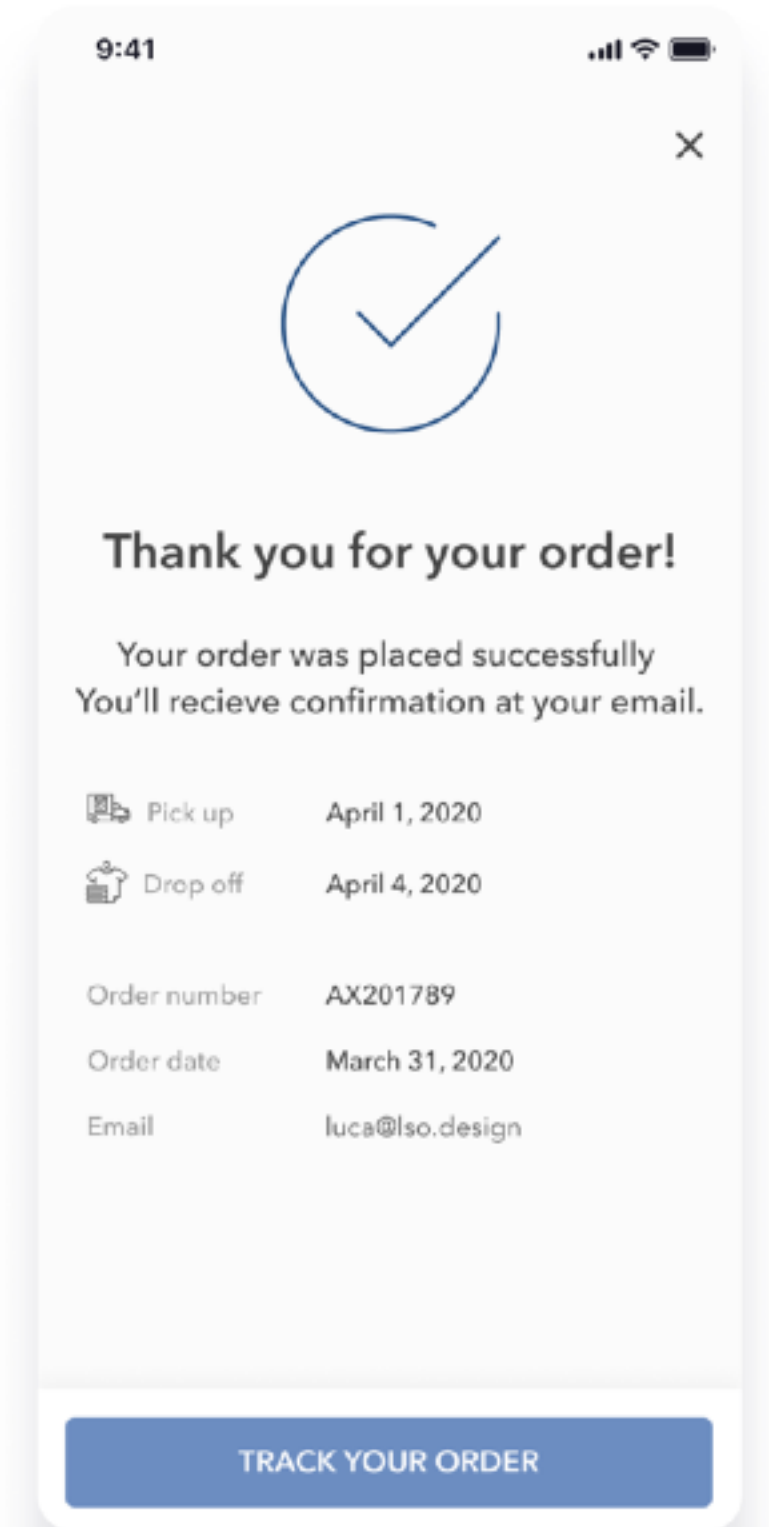
For a busy young professional, timing is imperative, so we made sure that the drop off could suit around a users schedule, but with the added option to reschedule if a users plans changed.



Confirmation

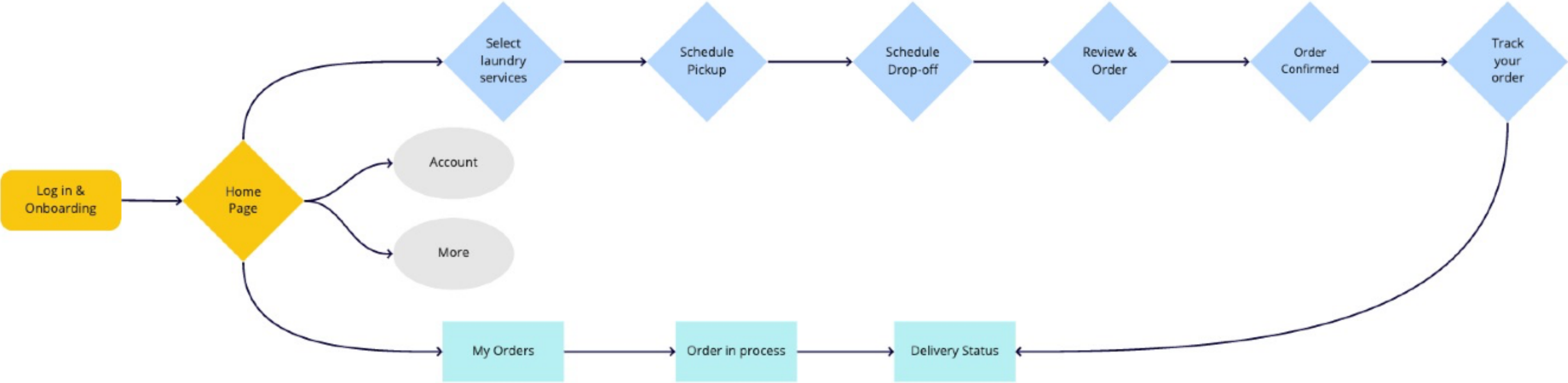
Details of the order are shown with all information available immediately before a user confirms.

Then for satisfactory reasons, it is imperative that the confirmed prompt is given its own screen rather than going straight to the order tracking screen.



User journey

We wanted to make the user journey as simple and intuitive as possible by spreading information and options out onto multiple screens, but with ease of access between them.



— Typograpy

Style Guide

As it is a laundry service we wanted to use a lot of white throughout the app and cool colours for icons and simple Sans Serif fonts that are unintrusive to the flow of the app.

H1

Avenir Next
26px

H2

Avenir Next
20px

H3

Avenir Next
16px

Body1

Avenir Next
16px

Body2

Avenir Next
14px

— Colors

Primary



#214B7D

Secondary



#6C8DC1



#7CA9E9

Background



#FBFBFB



#E5E5E5

Text



#444444



#999999