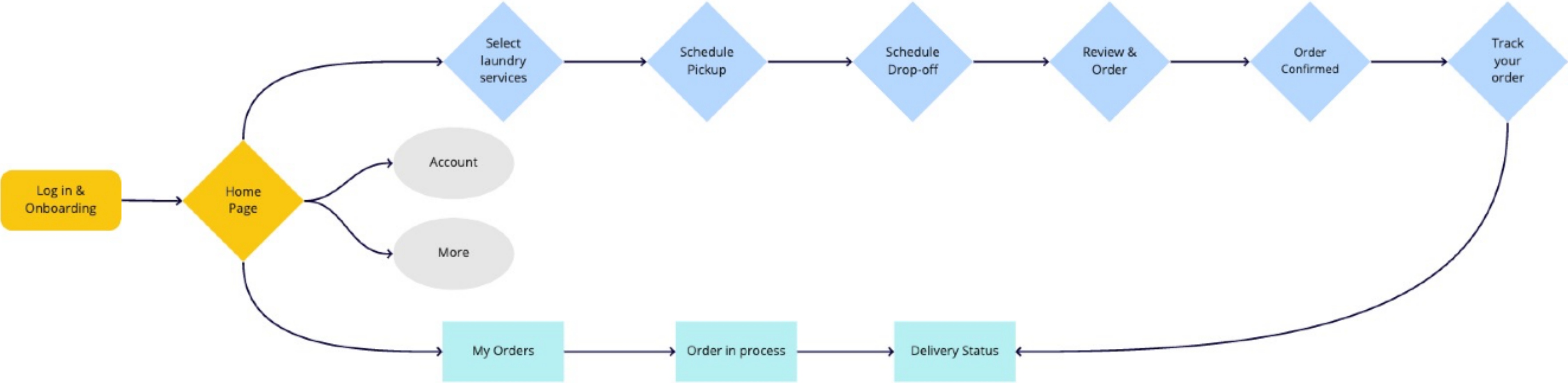


User journey

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	H2	H3	Body1	Body2
Avenir Next	Avenir Next	Avenir Next	Avenir Next	Avenir Next
26px	20px	16px	16px	14px

— Colors

Primary	Secondary		Background			Text
						
#214B7D	#6C8DC1	#7CA9E9	#FBFBFB	#E5E5E5	#444444	#999999

