**Maid – maid.co.uk**

A site that provides cleaning services. The page prompts the person to type in their postcode or town and has a simple front homepage. The workers have a profile picture, a name (first name), there distance away from the current location, and their pay and working experience as a cleaner, their current rating, whether they have a DBS check. Additionally, they have a short bio, and a list of services they offer (Babysitting, Dog walking, Grocery Shopping etc.)

Upon further viewing the profile, you can message the worker and see their availability.

Features:

* Find workers in your area by your location
* A brief profile for each of the workers whilst browsing
* A simple and clean front page
* Instructions of how the process works
* A FAQs page
* Filter results
* Option to become a cleaner
* Review/Star Rating

**Housekeep – housekeep.com**

A site that provides cleaning services in London. The page prompts the person to type in their postcode. The user then is granted to putting in attributes of their home, including the number of bedrooms and bathrooms that need cleaning and there is a section for extra tasks that are optional, there is a time selection, whether the worker has to bring their own cleaning products, and finally a section for how often. This generates a quote for the cost of the labour. And prompts to a payment page.

The website also has a Q&A section, a ‘Housekeepers’ section, a ‘Services’ section, a ‘Reviews’ and a ‘Contact’ page.

Features:

* Frontpage has a lot of details
* Start by entering your postcode
* Are prompted to get a quote depending on the services needed, and other deciding factors
* FAQs page
* How it works page
* Housekeepers page
* Services page
* Reviews page
* Contact page

**Colour Palette**

For Choosing the colours, I looked at other famous companies and how they usually go for one signature colour and choose other complimentary colours to be associated with their signature colour. For example: Google chose red, blue, and yellow because they are the primary colours, but they have green to show they don’t always follow rules. These assemblages a childlike feeling to make their technology appear more approachable and user friendly. McDonalds for example, has a striking red, which is proven to improve heart rate, and a striking yellow to be easily spotted close by. Since our company is solely online, we don’t need to think about things like being able to physically spot but we do need to think about being striking and memorable. Since our domestic services website will be used by mainly adults, and in particular working adults who can’t separate enough time to do certain domestic services, we need an air of maturity and professionalism.

Now certain colours will be a bit inappropriate to use for our project’s purpose. Pink, Red, Purple is used for romance, passion and luxury. Yellow is optimistic, Orange is creative, adventurous, Green can represent nature and sustainability. Now looking amongst colour meanings, I spotted that White conveys a minimalistic feel, Blue conveys a trustworthy feel and Black can convey a sophistication. And from my prior research at other competitors on the market, I see that a lot of competitors went with a simplistic feel so clearly that is what is favoured in this field. I then thought that using more white will make our website seem more simplistic and minimal, therefore more user friendly. And again, coinciding to this, perhaps using hints of multicolour in places (alike Google) it will make the website appear more approachable and user friendly. And for the colours that will complement the white, blues are often trustworthy and calming, and black is elegant so I think these colours will best represent our project.

A picture containing bar chart

Description automatically generated From further research into colour theory (<https://www.canva.com/learn/choose-right-colors-brand/>) It’s important to note that competitors brand colours are also important in our decision to choose the correct colours. From the two competitors I looked at, it would be advisable to not choose Green nor Blue. Or if those colours are to be chosen to choose shades of those colours that are easily differentiable to the market and consumers. (<https://www.smashingmagazine.com/2010/02/color-theory-for-designer-part-3-creating-your-own-color-palettes/>)

(<https://www.canva.com/learn/100-color-combinations/>)

On Deciding on the colour palette, I thought again about the consumers and I realised that although the majority will probably be working adults looking for domestic services. I also did some research and found that older people may also be in need of domestic service helpers, so making the website appear more approachable to older people will also be of help, therefore I decided that a grey/blue scheme that would be easy on the eyes but also look professional and modern to fit the working adults would be best. Some colours are extra saturated for those with visual impairments to make the site easier to view.

Graphical user interface, treemap chart

Description automatically generatedGraphical user interface, treemap chart

Description automatically generated But as there is no certainty that this is the best colour palette, I also found some other colour palettes that may work, and will do the basic design prototype in a variety of colour schemes to visually see which one is better. These may be visually clearer to see and may be more universal.