THE CHALLENGE

Ketan and Devan are two brothers living at Mumbai. They have a small laundry and provide ironing services to the staff and students living at the IIT campus. Things were going on quite smoothly in their business. And then one day, a customer called up Devan and informed about the misplaced order and wash quality of the previous order but Ketan and Devean had no tracking of previous orders . It's often a cumbersome task to manage the information and instructions for washing the clothes are communicated verbally. Often times, this leads to either a bad quality wash or a clothes simply being misplaced.

THE RESULT

An app that tackles the problems of traditional laundry services like low quality, mismatched washes, on time delivery.

DESIGN STRATEGY

Design Strategy refers to an integrated planning process that examines the relationships between how design and business may complement each other. Simply put, the goal is to merge the business objective with creative solution

Business Goals
To design an app that provides simple, fast and cheap laundry for students without hassle, built around student's needs.

Target Users
Age 18 - 60
People who live in Hostel - Hostellers
Staff of IIT campus

Cross Channels
Responsive Web Application
Mobile Application

Technology Constraints
Availability of Internet
Smartphone / Tablets / Desktop devices

General Tasks
To manage & organise orders
List & Manage previous orders
Delivery tracking

DISCOVER

Objectives of research were to understand the problems that Ketan and Devan face during laundry service like, to keep a track of all the clothes coming in, going out for washing or delivery. Other than that, attaining an account of clothes for ironing, regular wash, hot wash, cold wash, folding after the wash is also a cumbersome task. With so many tasks at hand, there is a good probability of mismanagement.

The app for laundry service will work a great deal toward reducing this probability. Instead of maintaining records in a book or managing an excel sheet, you can take your business digital. The data will be stored in the app automatically, reducing the chances of manual errors. The whole process can be simply divided into four simple steps

Order
Using e ease, a consumer places an order and schedules a favorable time for pickup.

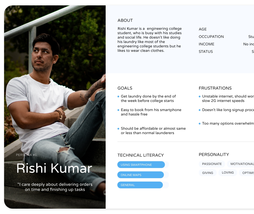
Pickup
Within some period of time after the order is placed, a delivery crew picks up the clothes, puts them in special containers, and takes them to the laundry.

Laundry
After the order has been processed, a professional staff washes, dries and irons the clothes.

Drop-off
When the clothes are ready, they are delivered back to the customer at an appointed time.

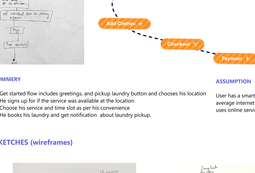
ref : https://yatesis.com/blog/how-to-make-an-on-demand-laundry-application-like-clearly/ | https://www.spaces.ca/laundry-app-development-solutions-launchmate.

DEFINE



USER JOURNEY

The user flow designed is as similar as how an average person does his laundry.(Using a service). Chose some service, Add your clothes to the machine. Whoops, the whites need to be washed separately, maybe with some fabric freshener (Add-ons & Instruction). Time to pay for the service.



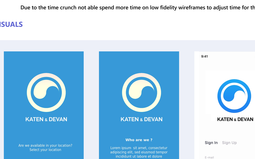
SUMMERY

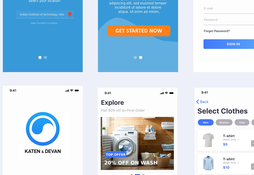
1. Get started flow includes greetings, and pickup laundry button and chooses his location
2. He signs up for if the service was available at the location
3. Choose his service and time slot as per his convenience
4. He books his laundry and get notification about laundry pickup.

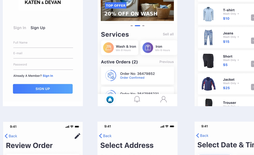
ASSUMPTION

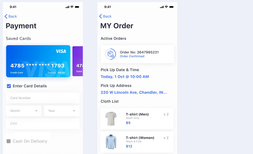
User has a smartphone with average internet connection& uses online services.

SKETCHES (wireframes)







Due to the time crunch not able spend more time on low fidelity wireframes to adjust time for the visuals.

VISUALS