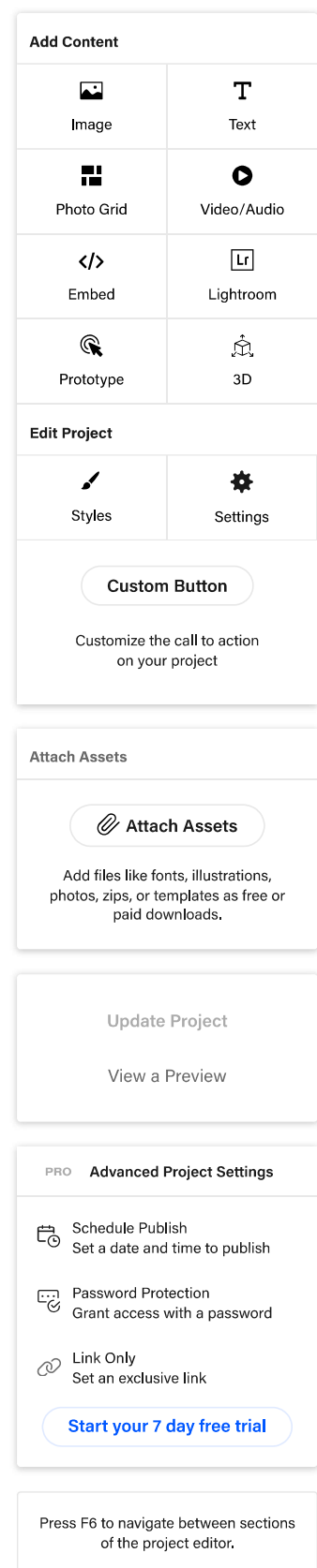




Discover

Ideate

Test

Define

Design

This is a cleaning mobile app where users can order for cleaning services for any facility of their choice. It aims at satisfying users with a sparkly clean environment.



The duration of working on this project is for one month, November. Working 11 hours per 5 working days.

Discover



Problem:

People who are not pleased with the idea of a live-in maid want to be able to employ the service of a one-time cleaning agent who can get the cleaning done at any time of their choice.



Solution:

Creating a mobile cleaning app that can allow users book whatever cleaning service they need thereby providing comfort by also including a re-occurring cleaning session.

Define

In this phase, I interviewed participants and separated the problems they faced and feedbacks to create personas.

Affinity Diagram

I used the Affinity Diagram to collect and collate a data from research participants which I then organized into relevant groups.



Define

User Persona



Name: Andrew Kent
Gender: Male
Age: 42
Occupation: Film Director

Bio

Andrew is a film director who frequently travels around the world for jobs around the country. He is talented and has won several awards for his incredible movies, as a result, he is highly paid. Andrew enjoys partying with his staffs after being stern on the movie set as his method of apologising. He enjoys his privacy whenever he is off work and likes to keep his space tidy.

Pain Points

Being away from home for months keeps his space untidy. Andrew doesn't want to employ a domestic staff to keep the house clean and therefore needs an alternative cleaning service.

Motivations

Andrew is motivated by his alone time after finishing his projects. He relaxes at home to get fresh ideas to direct his movies.

Goals

- To return home to a clean environment/ keep his space always clean.
- To birth fresh new ideas
- To direct record breaking movies



Define

Journey Map

Scenario

To clean up the apartment after a long trip

Actions	Determine the cleaning service to call	Request a service	Wait while the cleaning is done	Observe after cleaning	Pay for service
Tasks	- Identify areas to be cleaned - Browse for a cleaning service	- Call the cleaning service - Explain areas in the apartment	- Sit while cleaning is done - Check on the cleaning staff frequently	Check to see if anything is left out	- Request for the bill - Pay bill
Thoughts	"How can I get a cleaning service close to me?"	"I hope they can do a great job"	"When are they going to finish cleaning?"	"I need to see if everything is cleaned"	"It would have been nice to know the bill before now"
Emotions					
Opportunities	A cleaning app that offers service to all locations	A cleaning app that has a feature to include explanations	A cleaning app that gives progress of the service		A cleaning app that provides bill to users before service

Ideate

In the ideate phase, I brainstormed and generated as many ideas as possible. This led to asking the "How Might We" questions.

HMW Method

Using the "How Might We" method, I was able to reach innovative solutions by analyzing the challenges that exists for participants.

- 1

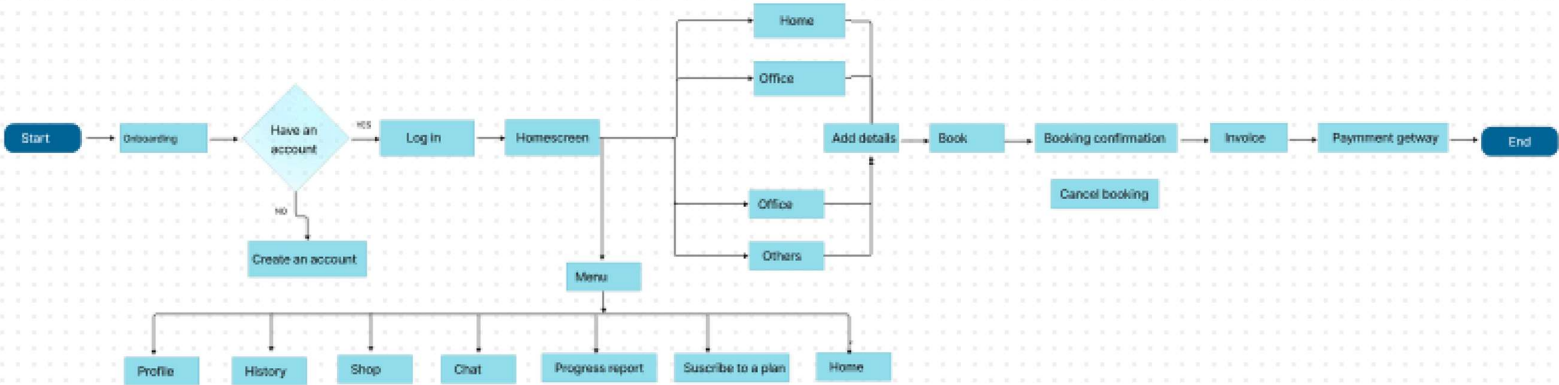
How might we make booking cleaning services easier for users?
- 2

How might we include other services n our cleaning app?
- 3

How might we help users avoid repetitve bookings?

Ideate

User Flow



Design

In the design phase, I used the knowledge gathered so far to come up with solutions and also find the most efficient and effective method to implement the solutions.

Low Fidelity

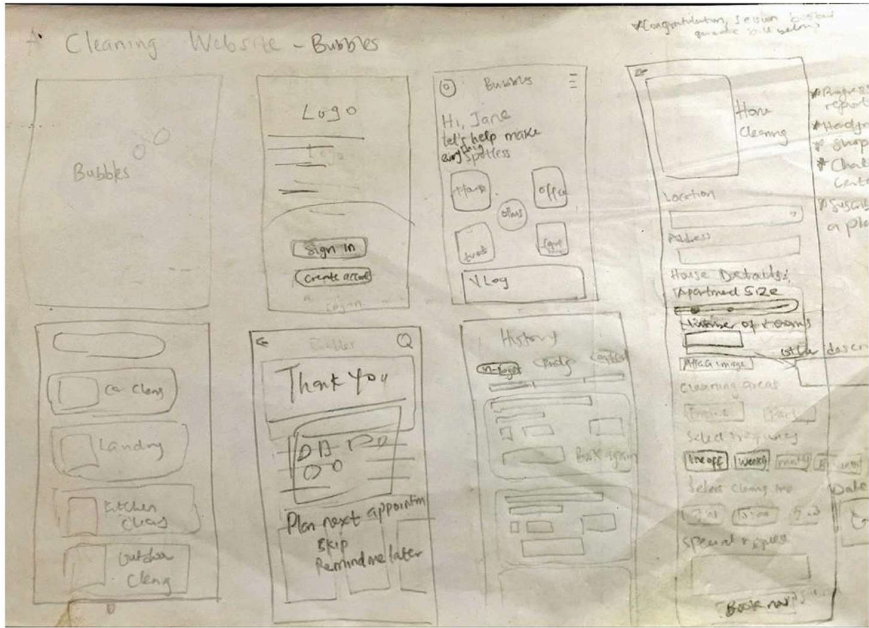
- Paper Wireframes
- Digital Wireframes

Hight Fidelity

- Mockup

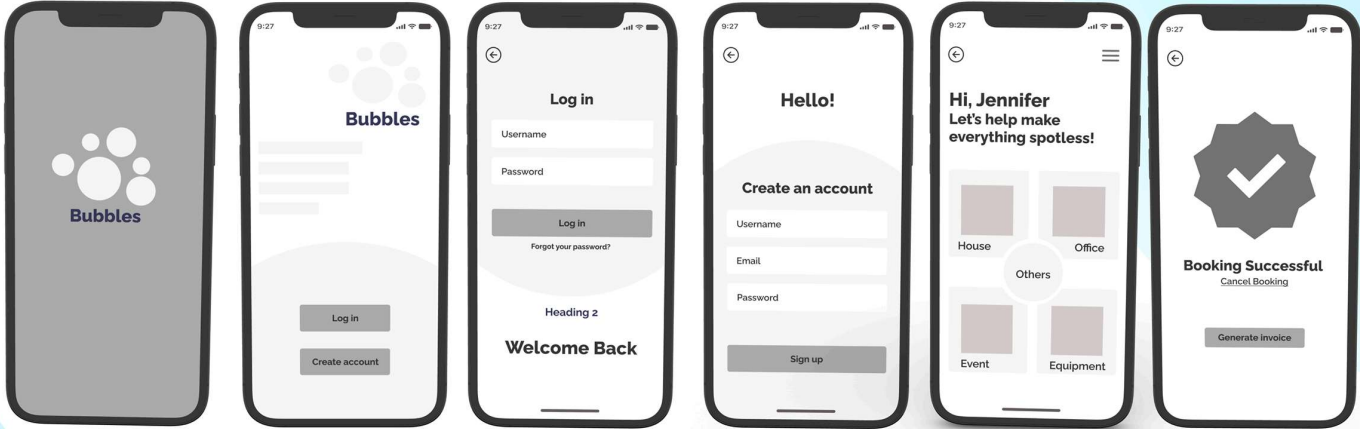
Design

Paper Wireframes



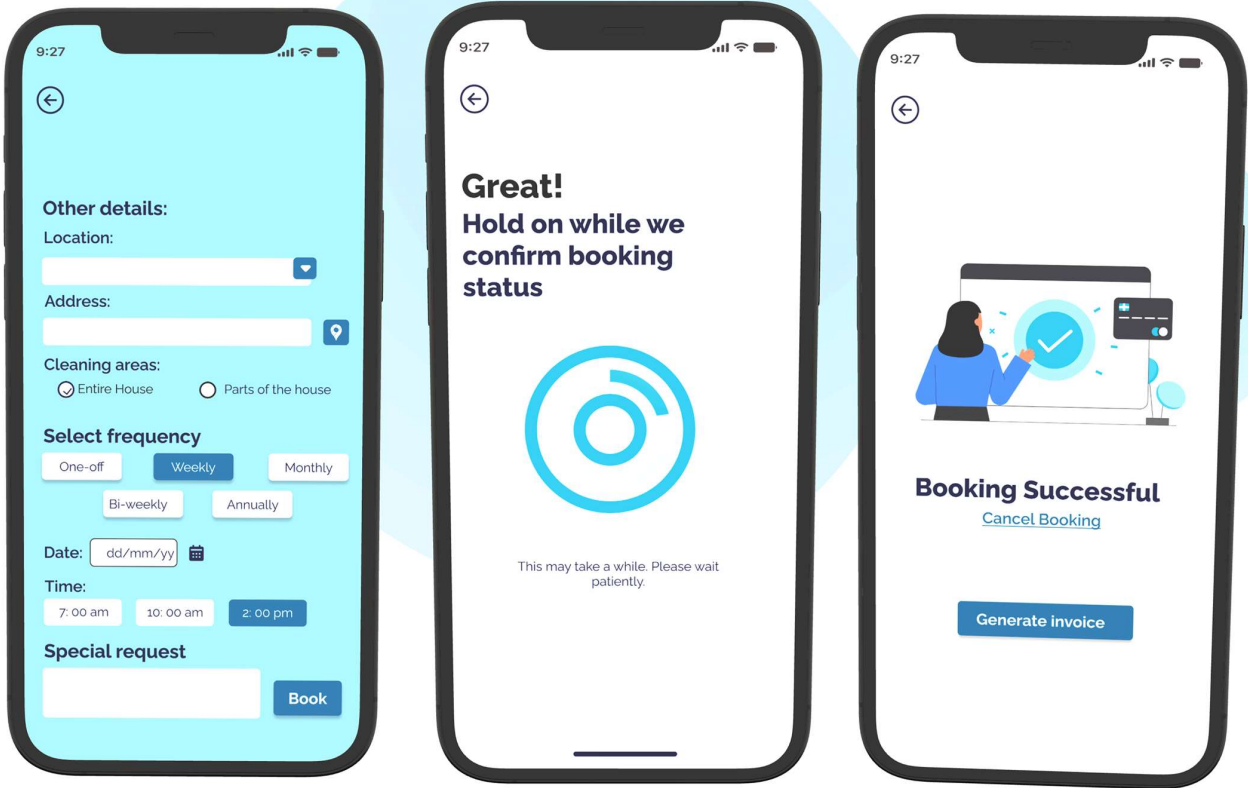
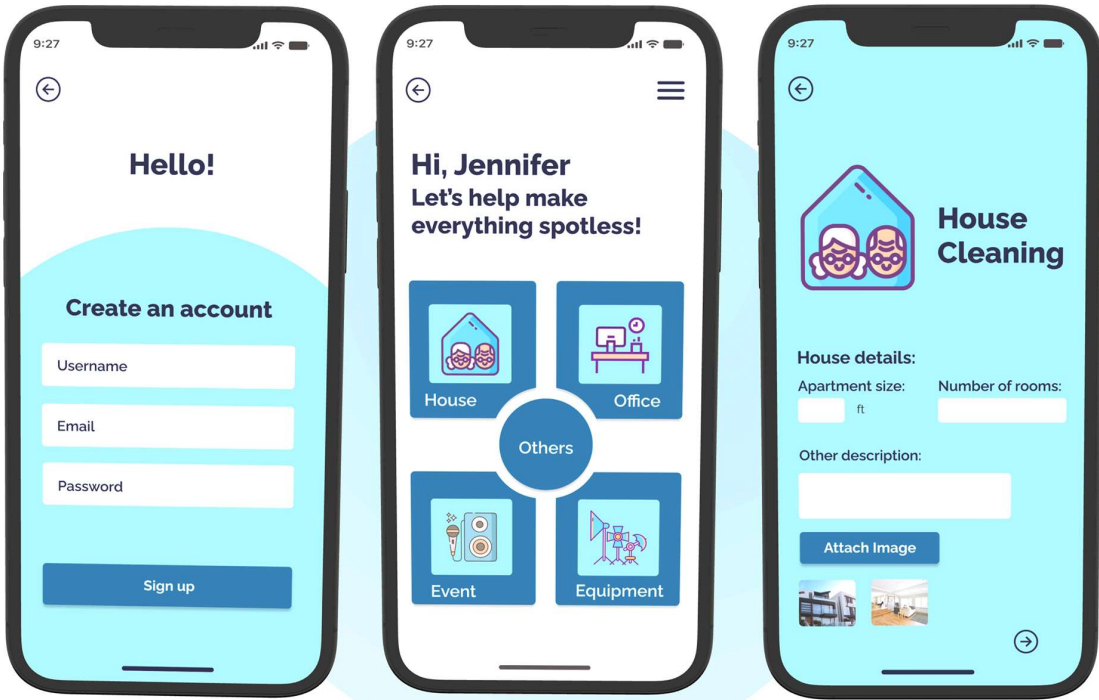
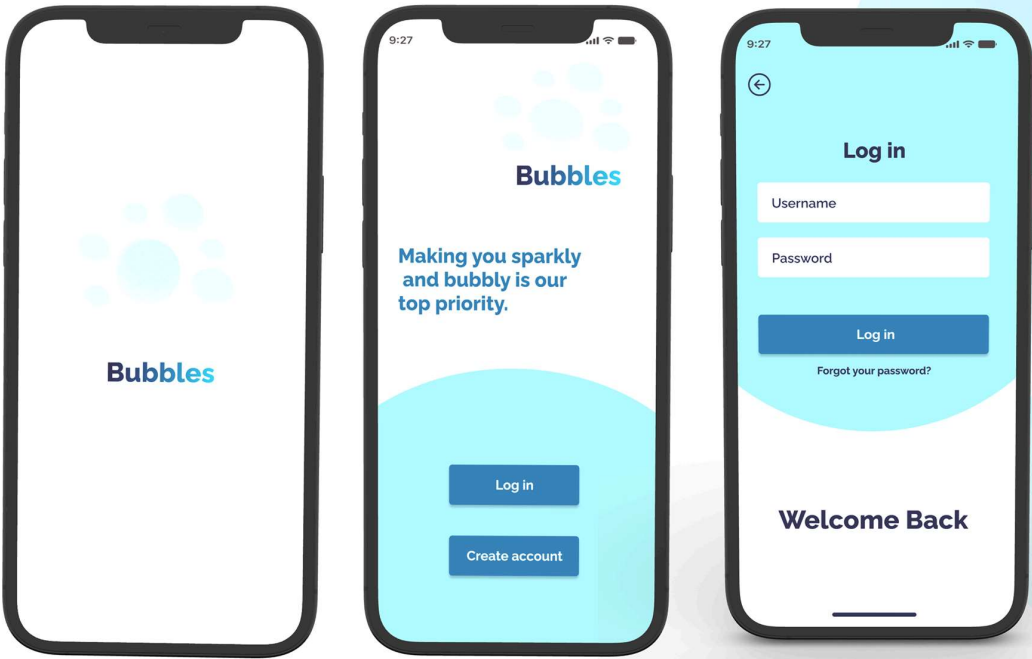
Design

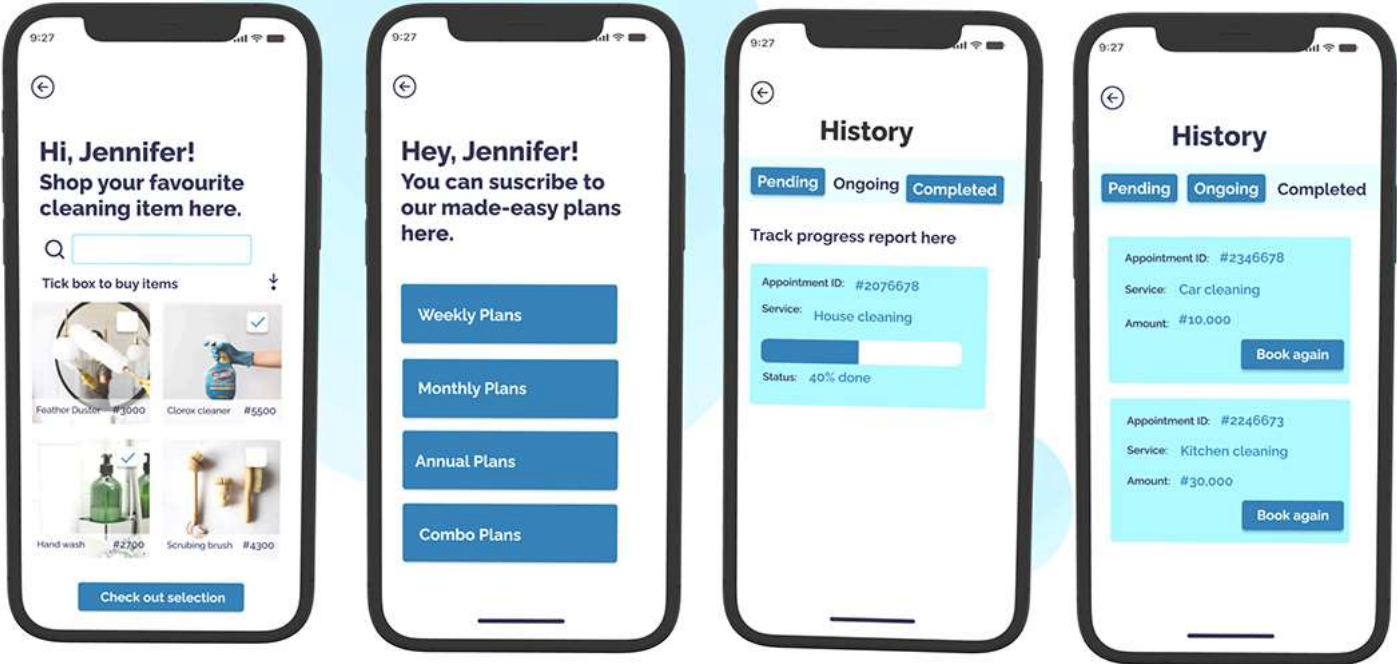
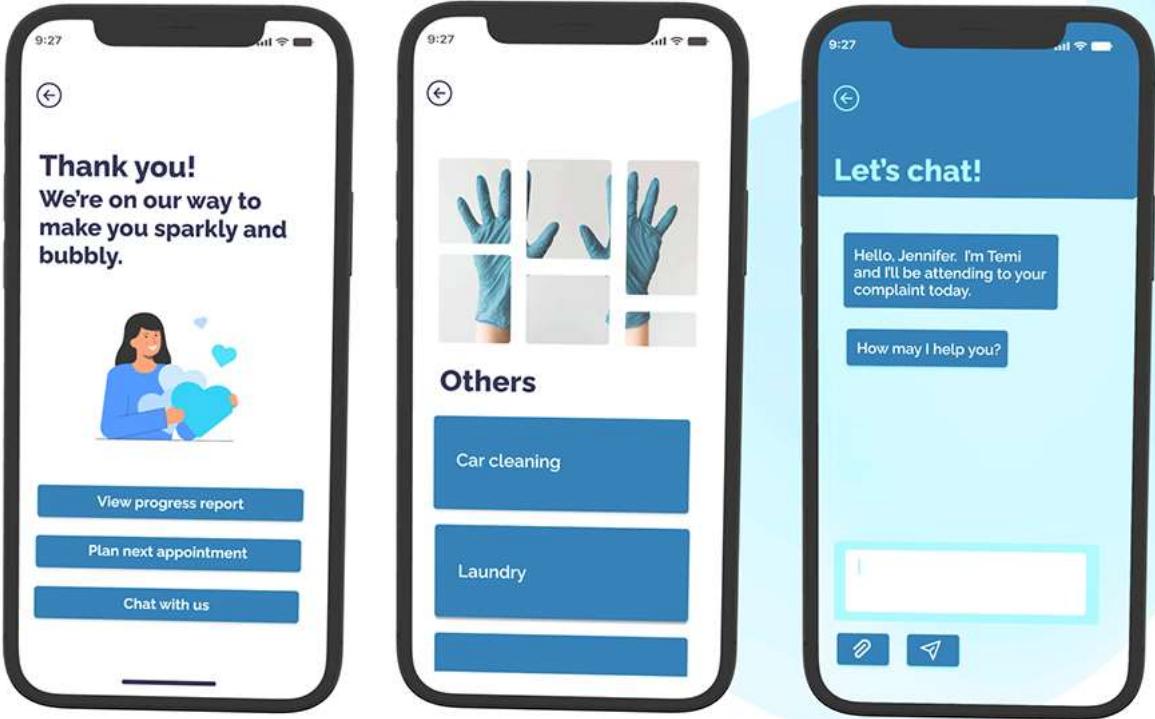
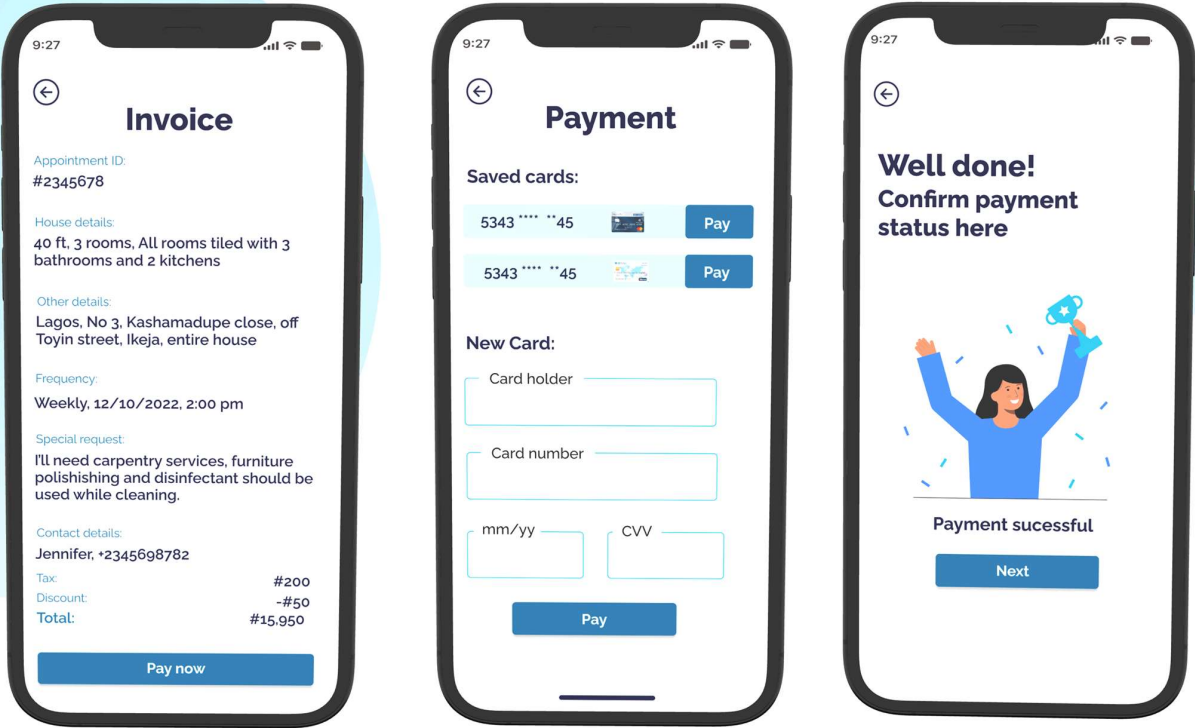
Digital Wireframes



Design

Mockups

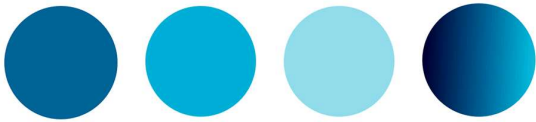




Design

Design System

Colors



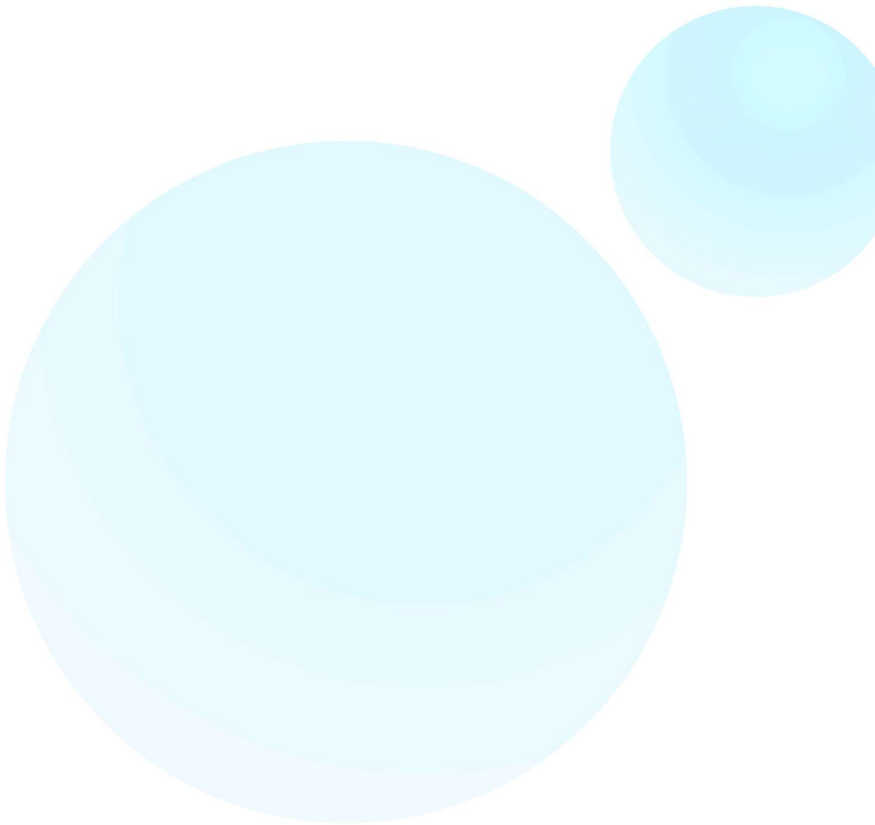
Typeface

Raleway Header 1 - 40p

Header 2- 32p

Text Body - 20p

Sub Text - 14p



Test

Usability Study : Insight

I discovered new insights by carrying out an unmoderated usability test with 4 participants to test the effectiveness of the app.

- Participants wanted a home button on the menu
- Users want to be able to save previous service to re-book another time.

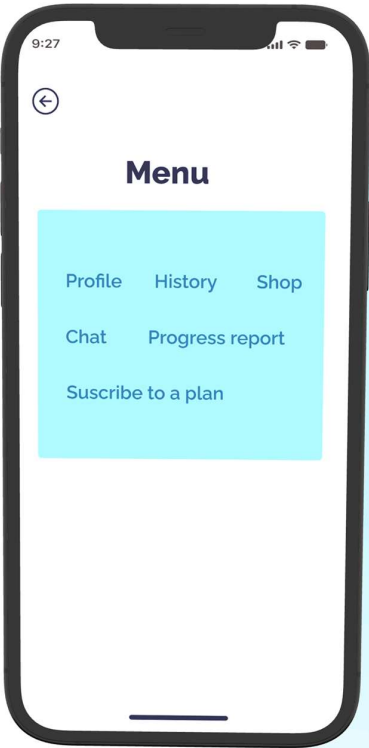


Test

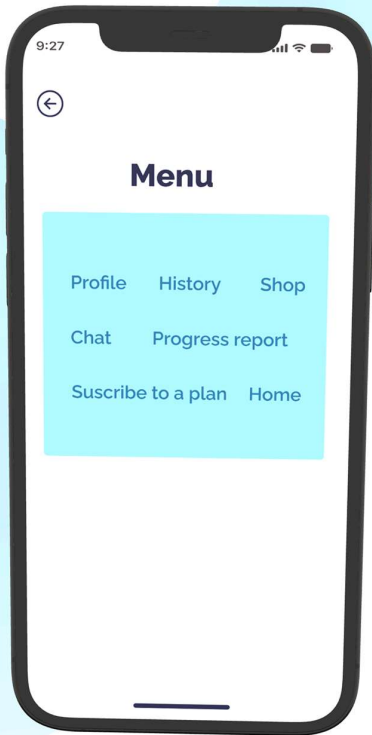
Design Modification

After conducting a Usability Study, changes are needed so that the application is easy to use according to consumer needs.

Before Usability Study



After Usability Study



Prototype





Contact



Thank you for reviewing Bubbles Case Study. Feel free to contact me through the information below.

Instagram : @designodes