

Cleaning Services App Design

LKM

Project overview



The problem:

Busy renters and homeowners or business they don't have time to cleaning by themselves.



The goal:

Design an app for search cleaning services that allows users to easily schedule one time or repeat times of cleaning services.

Project overview



My role:

UX designer designing an app for Cleaning Service



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

User research: summary



□conducted interviews and created empathy maps to understand the users □m designing for and their needs. A primary user group identified through research was renters and homeowners who don't have time to cleaning by themselves their houses.

This user group confirmed initial assumptions about Cleaning service customers, but research also revealed that time was not the only factor limiting users from cleaning their house. Other user problems included difficult find the good recommendation who offering cleaning service.

User research: pain points

1

Time

Working adults are too busy to spend time to clean their houses.

2

Compare

On cleaning service booking platforms, it is difficult to know who has the best reference and prices among the service providers.

3

Price

Text-heavy menus in apps are often difficult to read and order from

Persona: Lola

Problem statement:

Lola is a busy working adult who needs find someone who will clean her house once a week and who is reliable because he don't have time to keep his house clean.



Lola Smith

Age: 30
Education: Engineering degree
Hometown: Houston, Texas
Family: Single, live alone
Occupation: Oil company engineer

"After a hard day at work, in my free time I love staying at home to relax, read a book or invite my friends"

Goals

- Complete all projects on time and successfully.
- Complete my challenging tasks with maximal efficiency.
- To demonstrate care and attention to detail in every task, big and small.

Frustrations

- "The weekend are to clean the house"
- "After inviting my friends to my house take long time to clean up everything"
- "Sometimes, when come back of a travel work, need to clean the house"

Lola is an engineer and wants to grow in the company she works for. Although Lola most enjoys the time she spends working with her mentor at the company, they also feel that challenges are an opportunity to learn and show that she can advance in the company.

User journey map

Mapping Lola's user journey revealed how helpful it would be for users to have access to a dedicated Cleaning Service app.

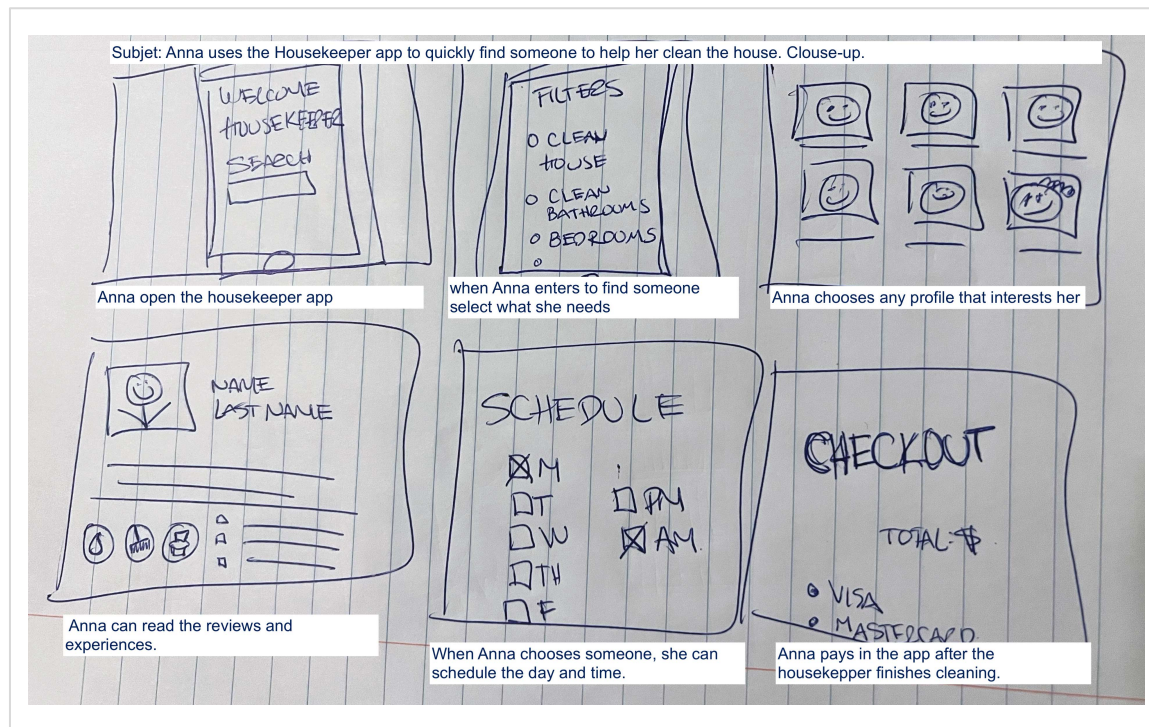
Persona: Lola

Goal: Lola wants to booking a cleaning service for your house every Thursday morning but one that is reliable.

ACTION	Search Online Cleaning Service	Choose the best option	Booking the services	Pay for the services	Notification the Cleaning Service and review
TASK LIST	A. Search online options of cleaning service for house	A. Select the best option of service B. Request the quotation in deferents profiles C. Choose the best price and service.	A. Choose days and time we need the service.	A. Add the services for checkout B. Choose credit card option to pay.	A. Receive notification when the person of cleaning service is on way. B. After the service review the cleaning service.
FEELING ADJECTIVE	Anxious because is many options and is hard select one.	Anxious to find the best price and service	Hopeful to find someone for cleaning the house.	Happy to schedule the cleaning services	Satisfaction to have a safe the cleaning service
IMPROVEMENT OPPORTUNITIES	Create a app to find all the cleaning service with reviews	Create options filter the search.	Create in the menu with easy to make booking.	Easy and quickly add cleaning service and a way to pay.	Create notifications when the cleaning person will near.

Paper wireframes

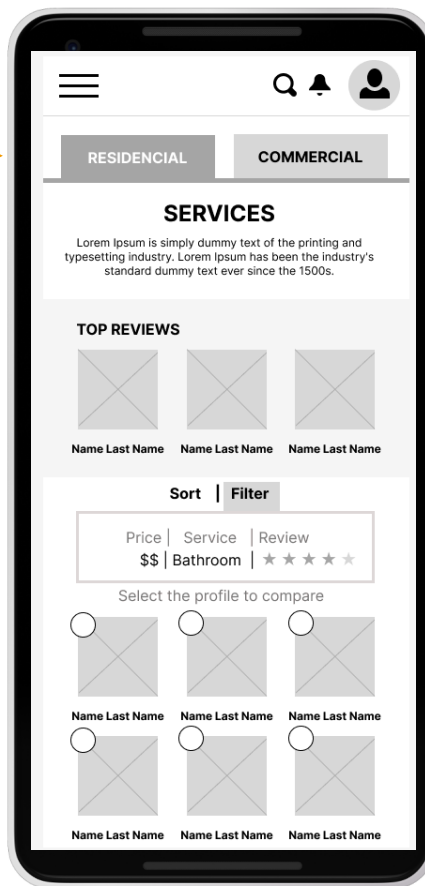
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the top of the home screen makes it fast to choose the type of service you are looking for.

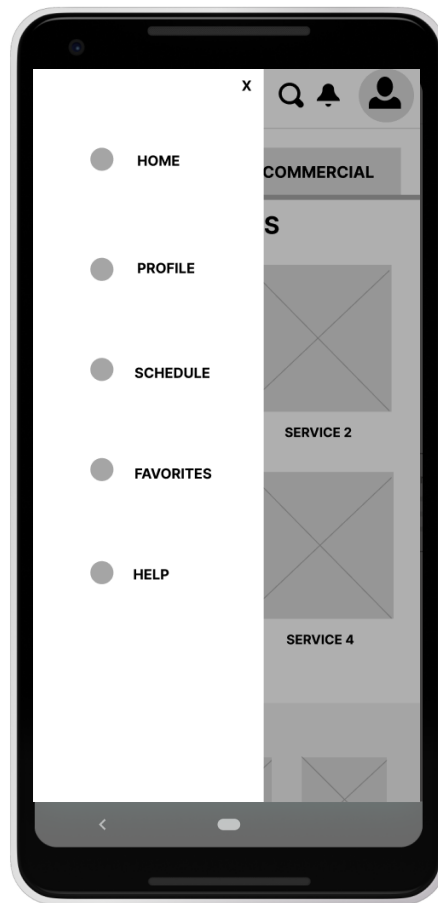


This button provides an easy filter the search

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.

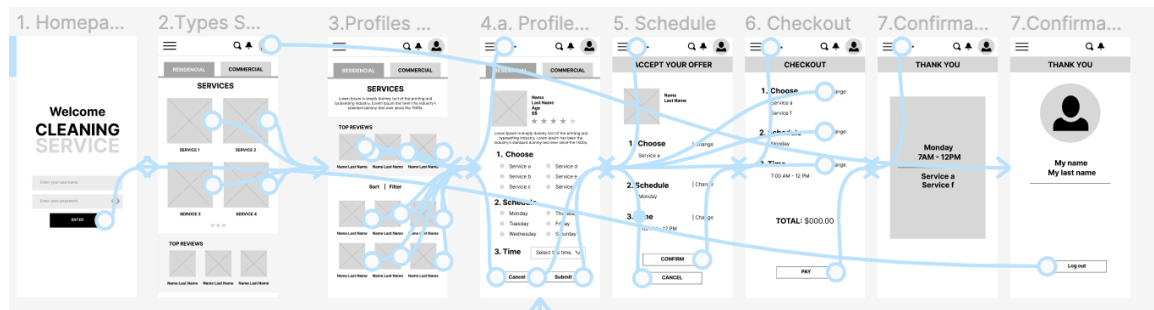


Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and booking the cleaning service, so the prototype could be used in a usability study.

View the Cleaning Service

[low-fidelity prototype](#)



Usability study: findings

□conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to booking cleaning service easy and safe.
- 2 Users want more customization options

Round 2 findings

- 1 The booking cleaning service process has too many unnecessary steps
- 2 Cleaning Service customization functionality is confusing

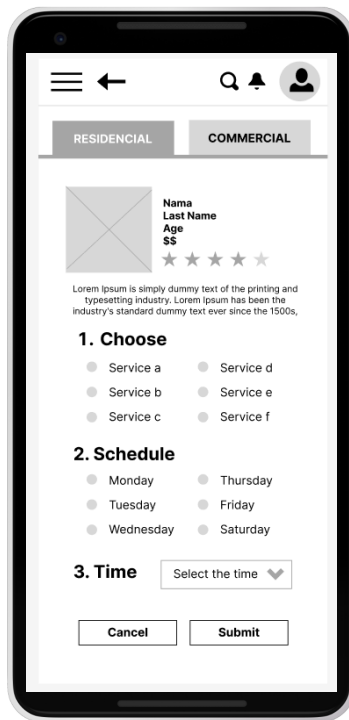
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

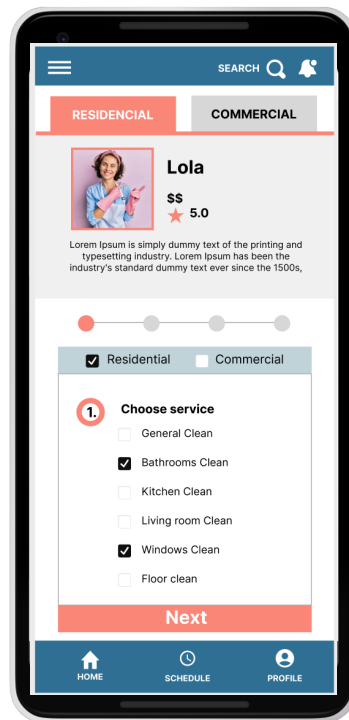
Mockups

Early designs allowed for some customization, but after the usability studies, we added additional options to **choose the specific cleaning service**. We also revised the design so users see **all the customization options** when they first land on the screen.

Before usability studies



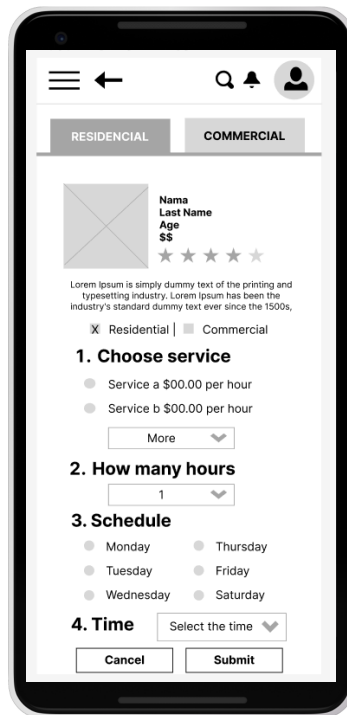
After usability studies



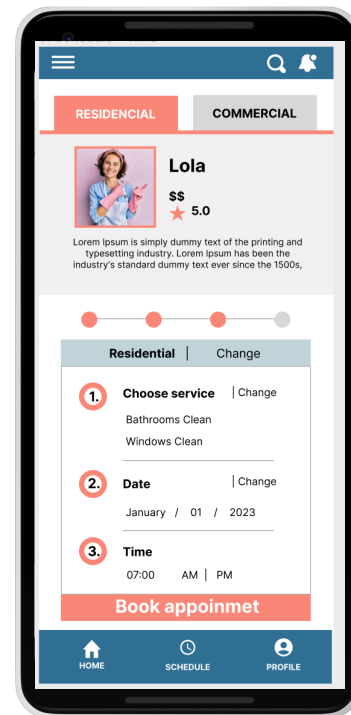
Mockups

The second usability study revealed frustration with the booking cleaning service to streamline this flow, consolidated the simple design.

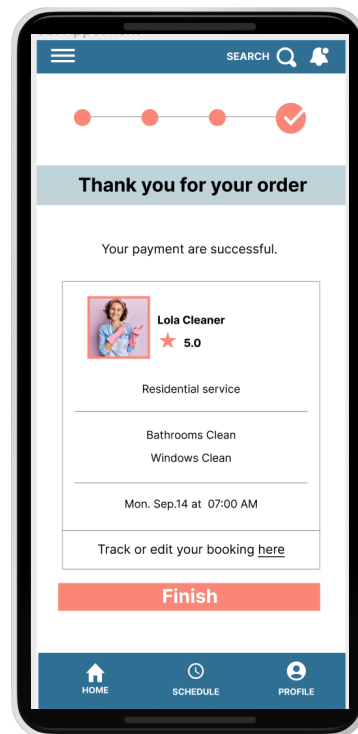
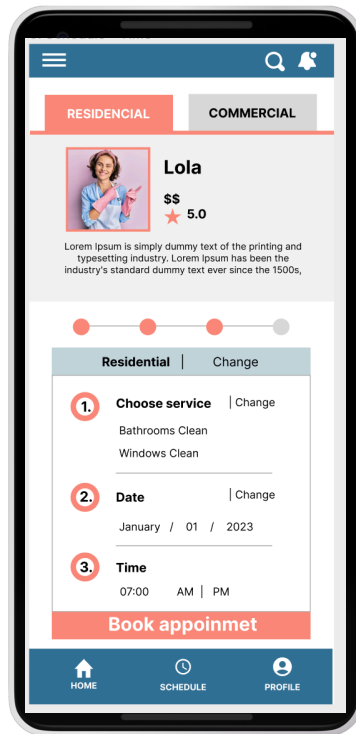
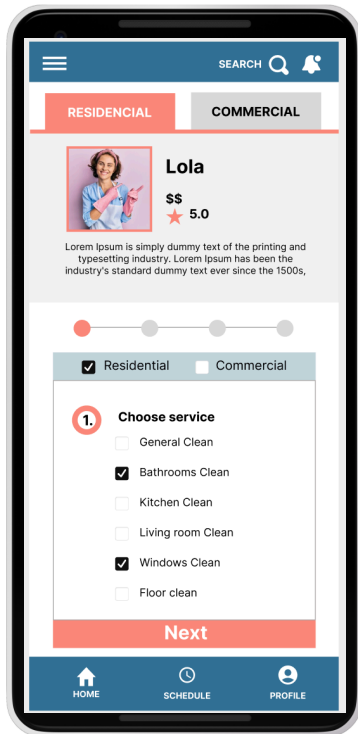
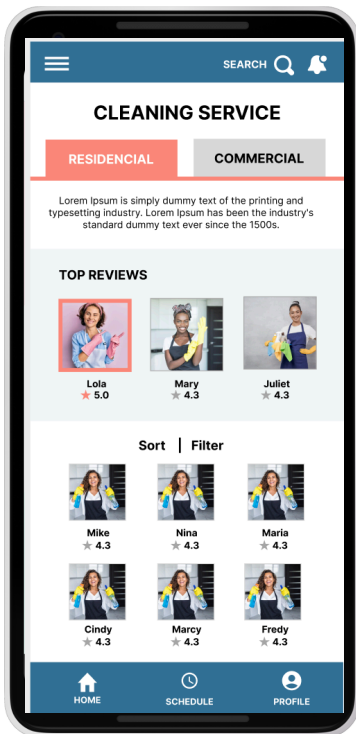
Before usability study 2



After usability study 2

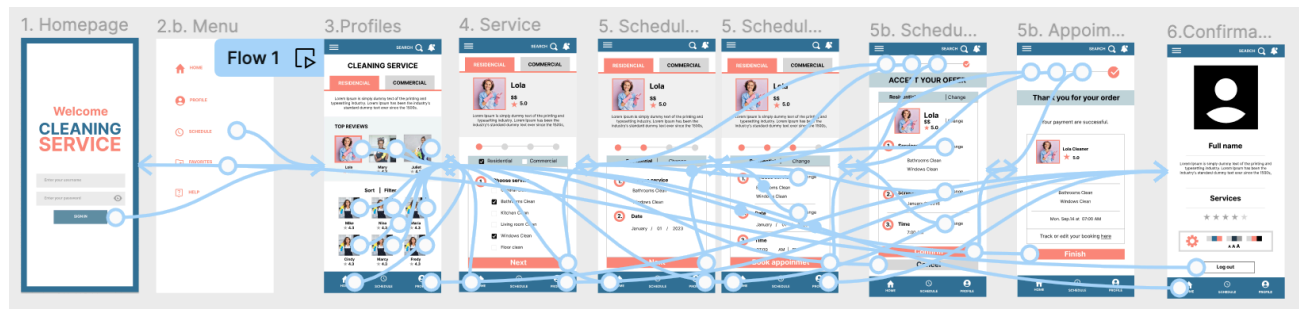


Key mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for select the cleaning service and booking the service.



View the Cleaning Service [high-fidelity prototype](#)

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for cleaning service to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Cleaning Service's app really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and safe booking the cleaning service! I would definitely use this app."



What I learned:

While designing the Cleaning Service's app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Cleaning Service's app!

Thank you!