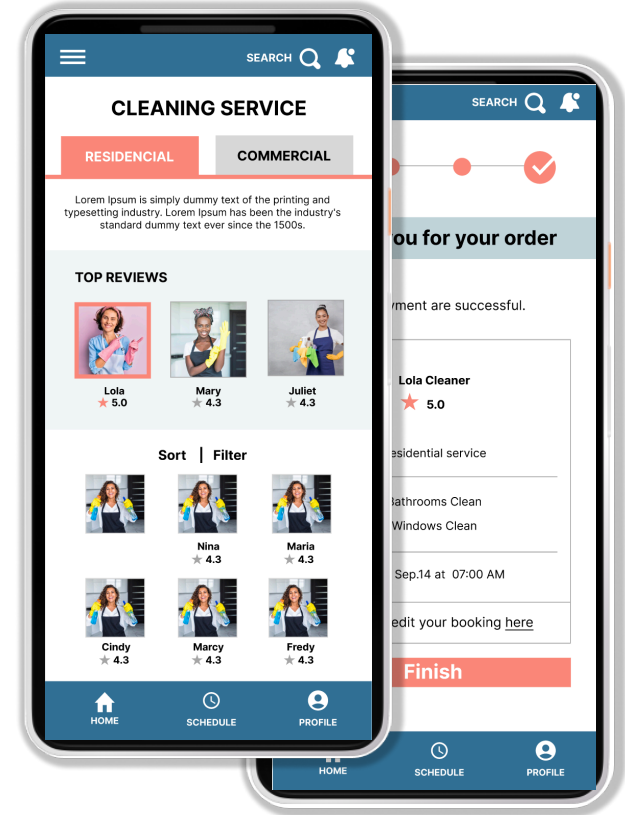# Cleaning Services Website

LKM

Project overview

The product:

Cleaning service's website is a local search of cleaning residential or commercial. The website shows the people and the companies offer the different types of cleaning service with ratings. Cleaning service's website targets customers in business and residential as renters and homeowners.

Project duration:

4 weeks

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.

Google

Project overview

My role:

UX designer designing an website 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.

Google

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and created empathy maps to understand the users I'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.

Google

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

The website doesn't show price, it only quotes and it take a long time.

Google

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.

"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 Smith

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

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.

Google

User journey map

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

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.

Google

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.
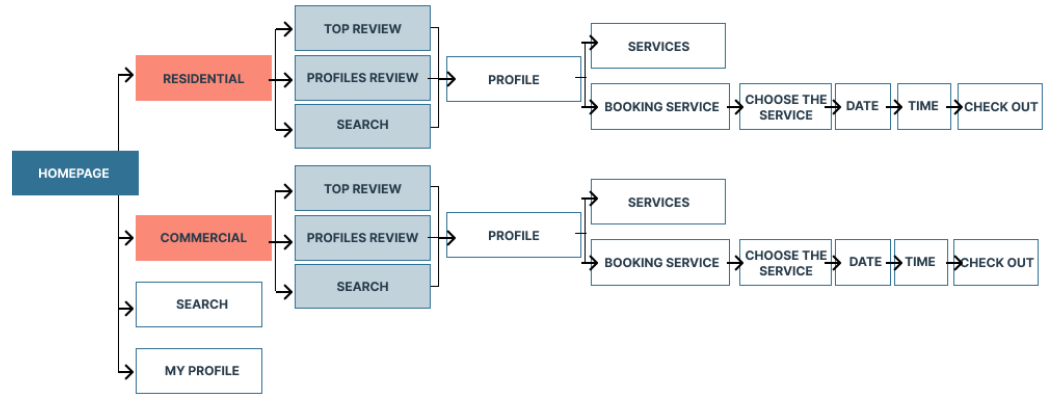
Paper wireframes

Taking the time to draft
iterations of each screen of
the website 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.
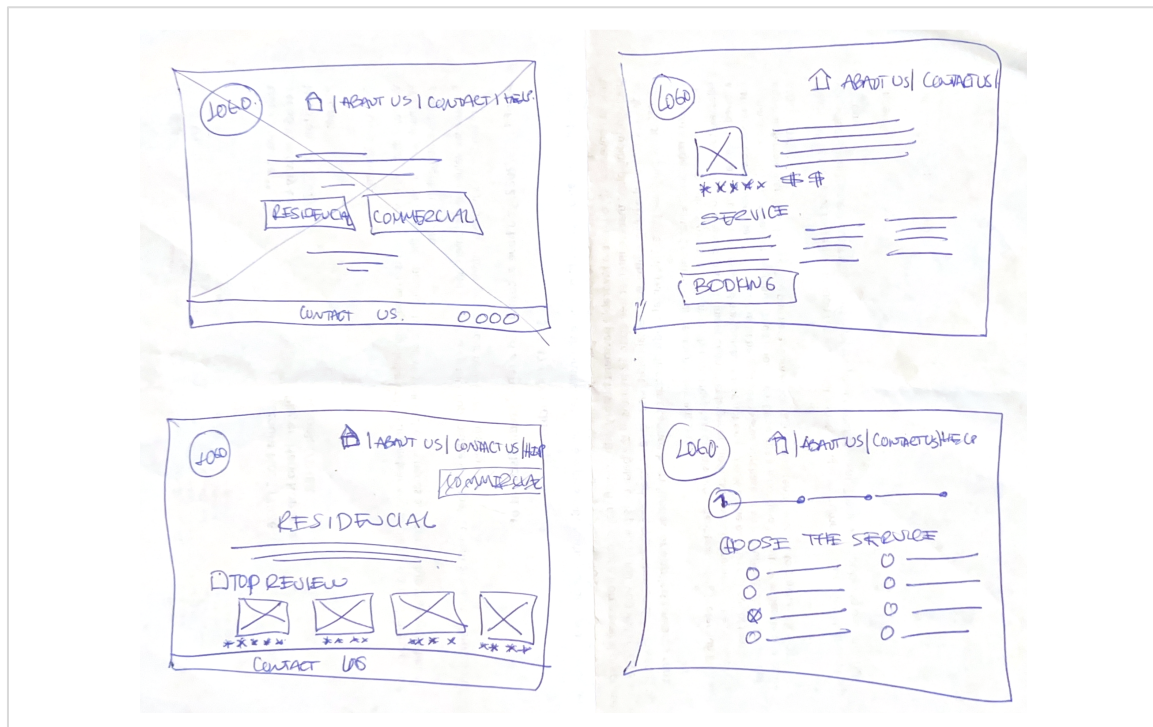
Paper wireframe screen size variations

Because Cleaning Services

customers access the site

on a variety of different

devices, I started to work on

designs for additional

screen sizes to make sure

the site would be fully

responsive.

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

HOME | ABOUT US | FAQ | CONTACT IUS

CLEANING SERVICE

RESIDENCIAL   COMMERCIAL

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

TOP REVIEWS

SERVICE 1   SERVICE 1   SERVICE 1   SERVICE 1

Sort | Filter

Google
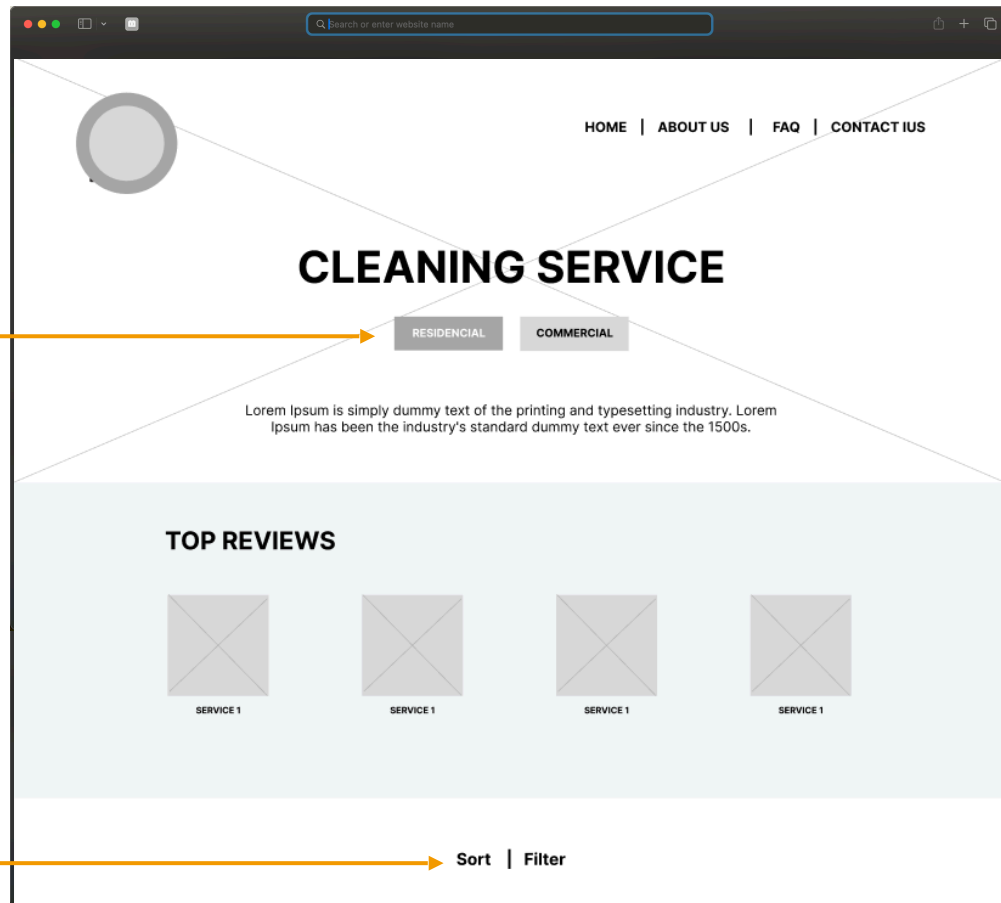
Digital wireframe
screen size variation(s)
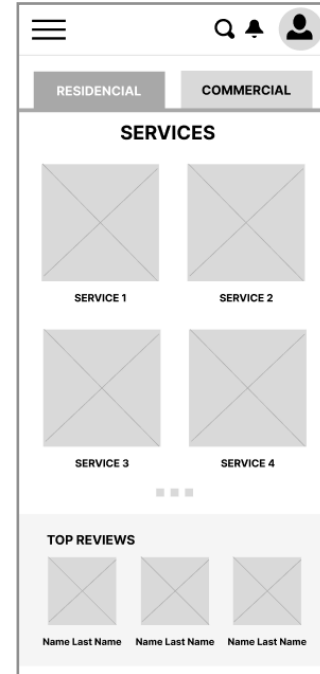
Low-fidelity prototype

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.
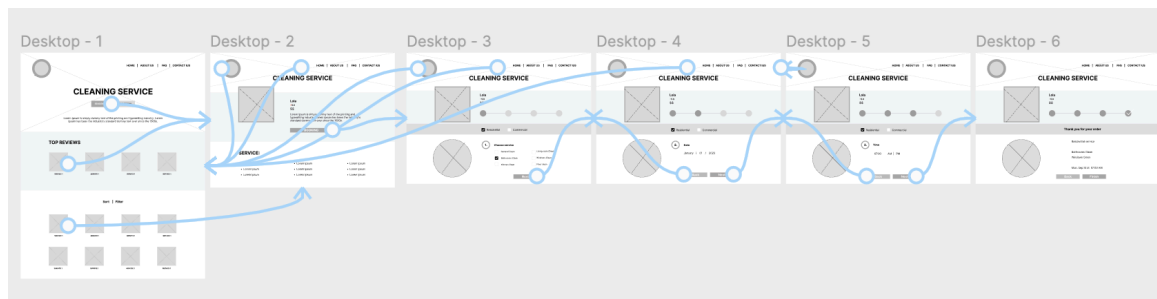
View the Cleaning Service website low-fidelity prototype

Usability study: findings

I 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, I added additional options to **choose the specific cleaning service**. I also revised the design so users see **all the customization options** when they first land on the screen.
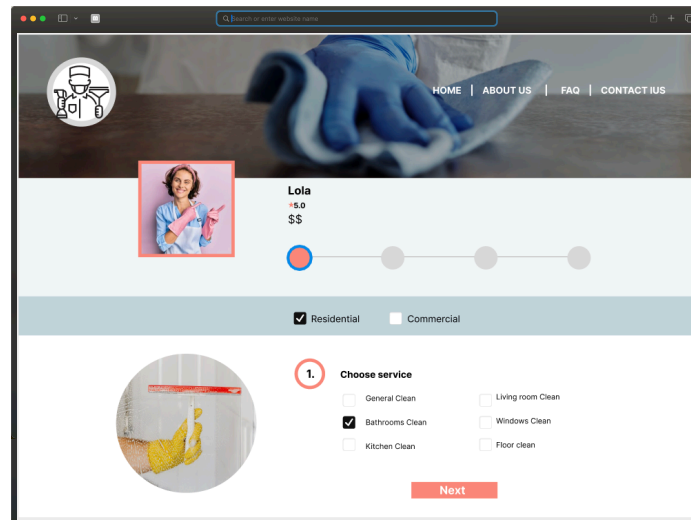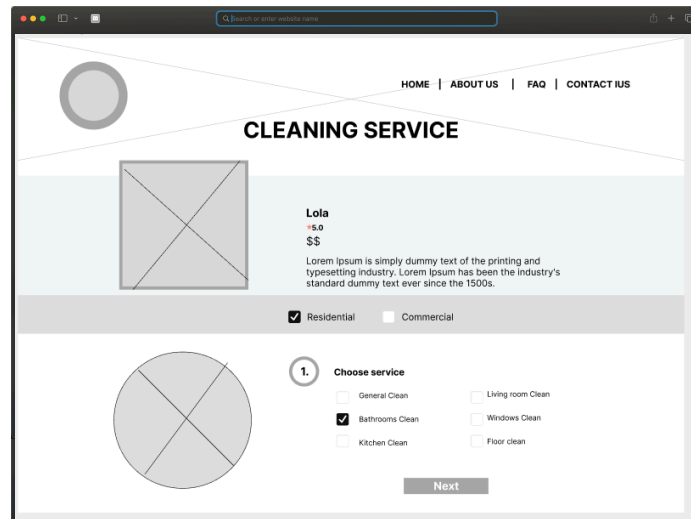

Google

Mockups

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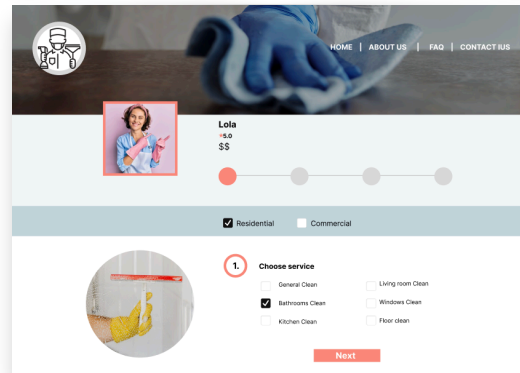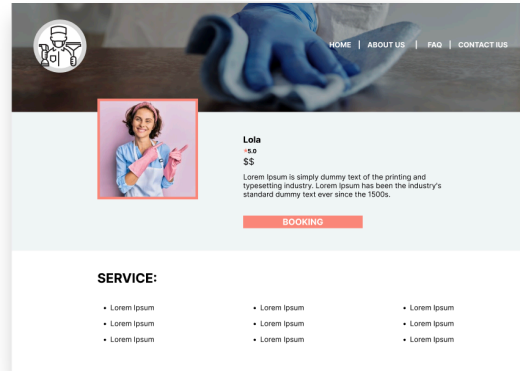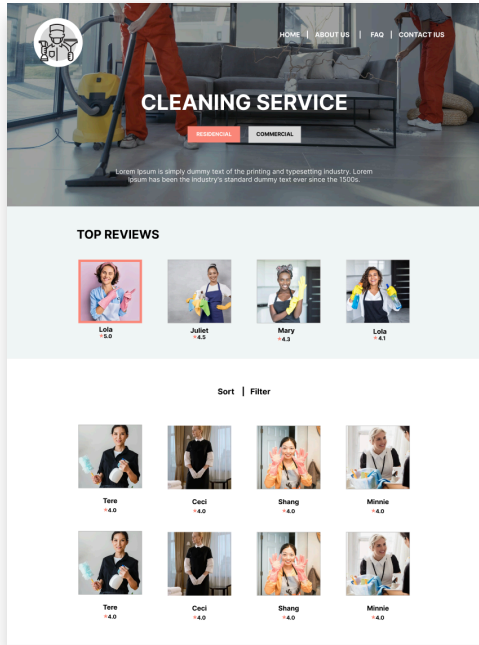

Before usability studies 2

After usability studies 2

Mockups: Original screen size
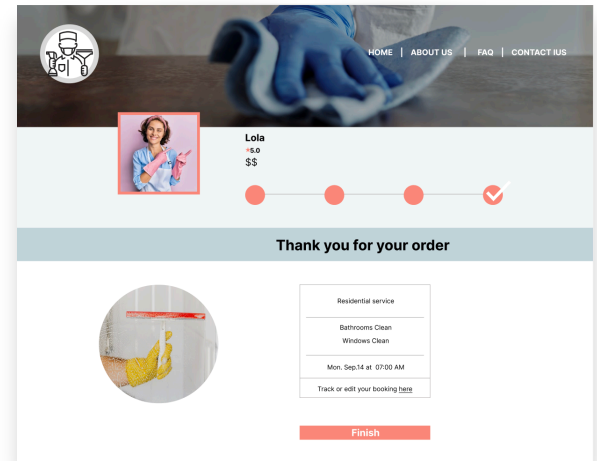
Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.
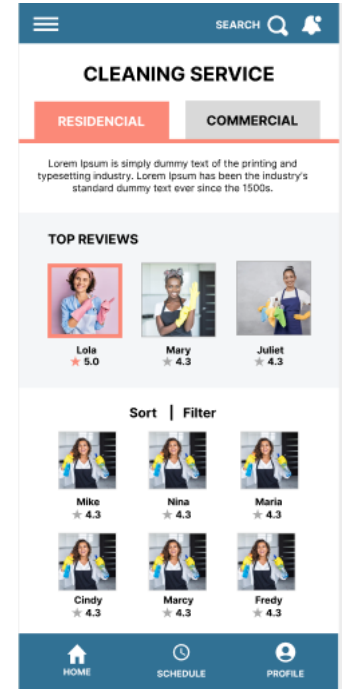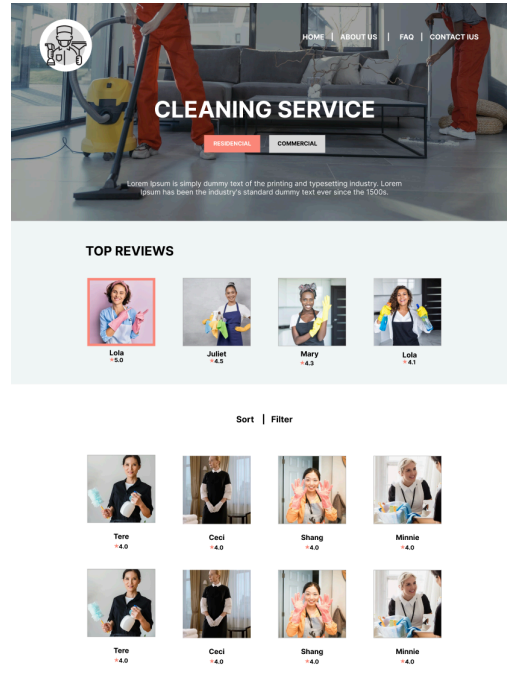
High-fidelity prototype

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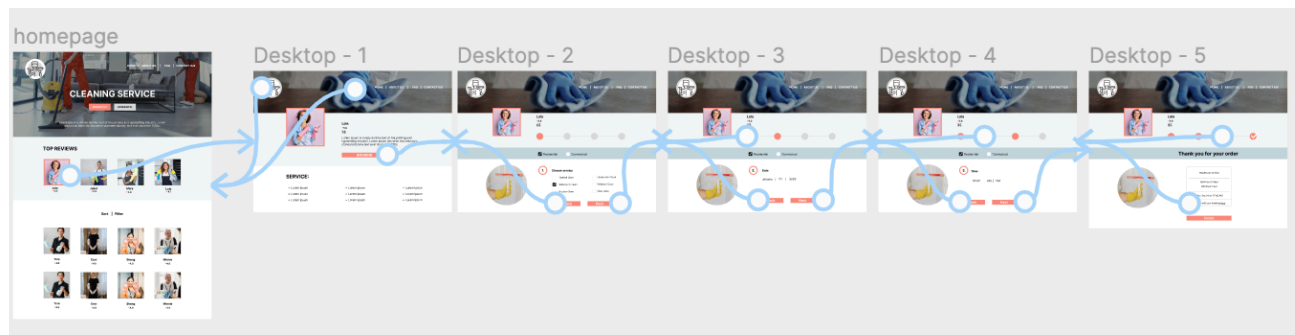
View the Cleaning Service website high-fidelity prototype

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

One quote from peer feedback:

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

What I learned:

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

Google

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.

Google

Let's connect!

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

Thank you!