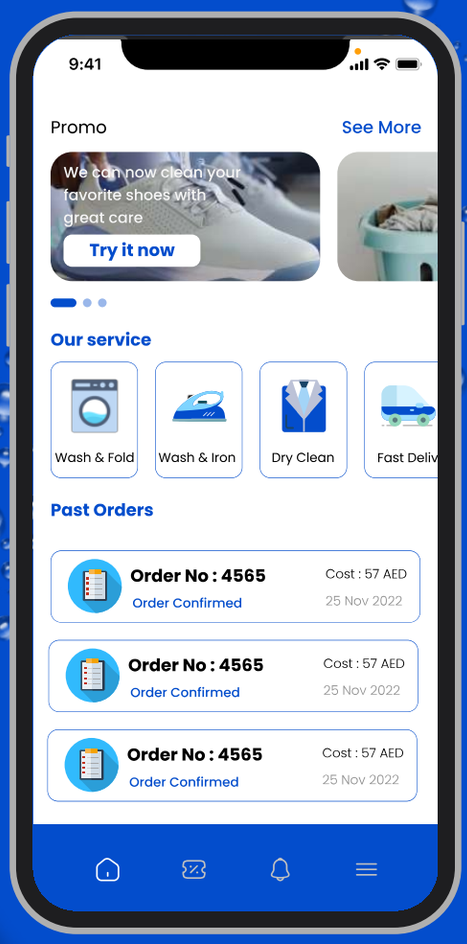
SkipTheLaundry™

The Laundry App

UX Case Study



About

Laundry service mobile application, designed for users who could not able to do laundry by themselves and who cannot make time because of their hectic work. this app allows user to book their service slots according to their convenient time, also helps to track their order status, and customize their service.

My Responsibility

This project Responsibility was both the user experience and user interface designed End from doing user research . Creating the final design and usability tests. The duration . This project is 12 weeks with our company **Webtek**

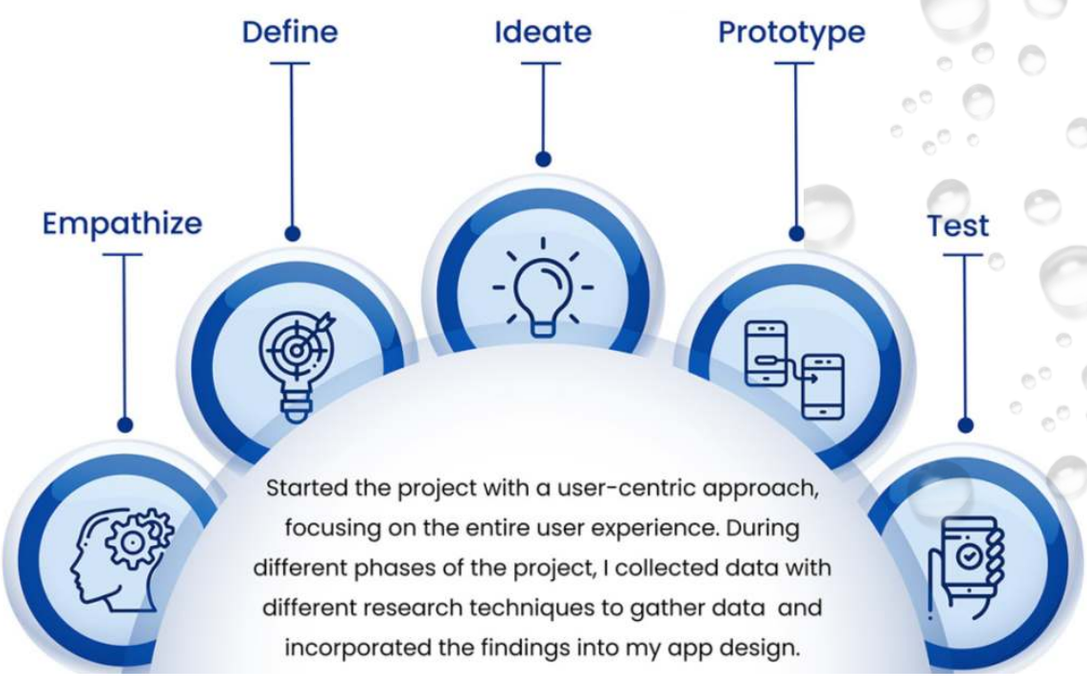
Problem Statement

The Individual users find hard to wash their clothes in their busy schedules and difficult to find good laundry service at their doorstep with preferred time

Goal

The goal is to design a hassle-free application where the users can find the nearest or popular laundry service and book the slots of their convenience and get their service at doorstep with added instructions.

Design Process



User Research

User research focuses on understanding user behaviors, needs, and motivations through interviews, surveys, usability evaluations and other forms of feedback methodologies. in this I followed the two Research.. Methods,

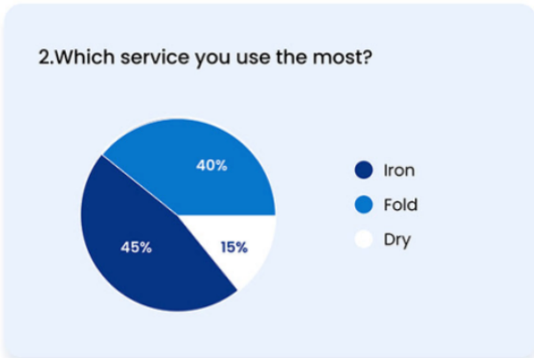
A — Quantitative Research...
B — Qualitative Research

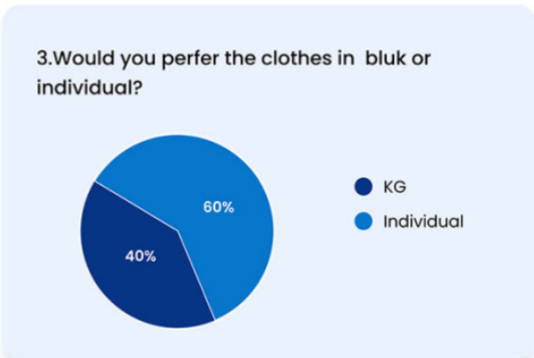
Quantitative Research

Quantitative user research is best conducted on a product that is already in existence or when you're completing a final design, it is utilized at the very beginning or very end of a design cycle. Here I conduct a survey, competitor analysis, reviews and feature comparison.

Survey Data

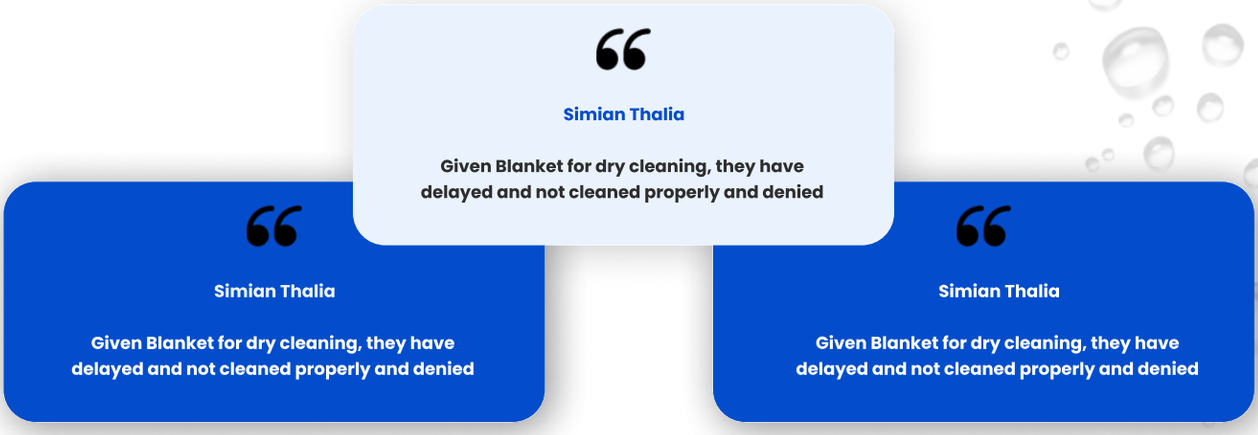
We conducted an online survey using Google forms to observe any patterns and similarity. A total of 52+ people taken this survey, which helps me to frame the problem correctly.





Reviews

To make my application better and reliable, I have taken some reviews from the competitor application to understand the user problem much better.



Qualitative Research

Qualitative research is defined as a market research method that focuses on obtaining data through open-ended and conversational communication. This method is not only about "what" people think but also "why" they think so.

User Interview

We have interviewed 5 users to understand their main pain points and needs. Understanding and prioritizing the values and behaviors of the users is foundational to my process and all UX designs.

Qualitative Questionnaire

- How will you search for laundry service?
- Mention some key points to be noted while selecting a laundry service?
- Can you elaborate on the first laundry service experience?
- Can you elaborate on the first laundry service experience?
- How will you remember the clothes/checking you gave?
- Consider your favorite shirt stained/discolored by laundry service?
- How will you sort it out?
- Do you suggest any special instructions? What are those?
- Do you prefer to Pick up service or Self-service? Why?
- Consider, they gave wrong clothes instead of yours? How will you manage?
- Consider, they gave wrong clothes instead of yours? How will you manage?

- Do you prefer any fast laundry service? May I know any estimated time duration?
- Have you faced any other problems with the laundry service? Can you list it out?

Competitor Analysis

Competitive Analysis is a strategic management is an assessment of the strengths and weaknesses of current and potential competitors. Companies. have established a strong presence in the on-demand laundry services sector . we went through their apps to look at the various features they provide and We did a research of comparing 8 mobile apps of which 3 of them are strong.

Competitor Analysis

Features	Pick My Laundry	LaundroKart	Washmen	Laundryheap	Tumbledry
Scheduling	✓	✓	✓	✓	✓
Location	✗	✓	✓	✓	✓
Select Service	✓	✓	✓	✓	✓
Cash on delivery	✓	✗	✗	✗	✗
Order Status	✓	✓	✓	✗	✗
Order Details	✓	✓	✗	✓	✓
Multiple Address	✓	✗	✓	✓	✗
Count of clothes	✗	✗	✗	✗	✗
Add Instruction	✗	✓	✓	✗	✗
Multiple Stores	✗	✓	✗	✗	✓

Empathy Map

To empathize with the user, I also created empathy maps for better connectivity and understanding of the user. It aids in deep and better insights of user and here I have mapped the responses of persons what do they Say, Does, Thinks & feels.

Says

- They delivered on time
- Prefers Schedule laundry.
- Comes to the location and hand over the clothes.
- Prefer offline payment.

Does

- List it out or note in notebook.
- Complaining about the problem and askes them to pay 3/4 cost of the cloth
- Informing them about the issue and askes them to recollect/replace it.

- Need to be delivered on time.
- I wanted the clothes to be packed neatly.
- Wanted to schedule laundry whenever I needed.

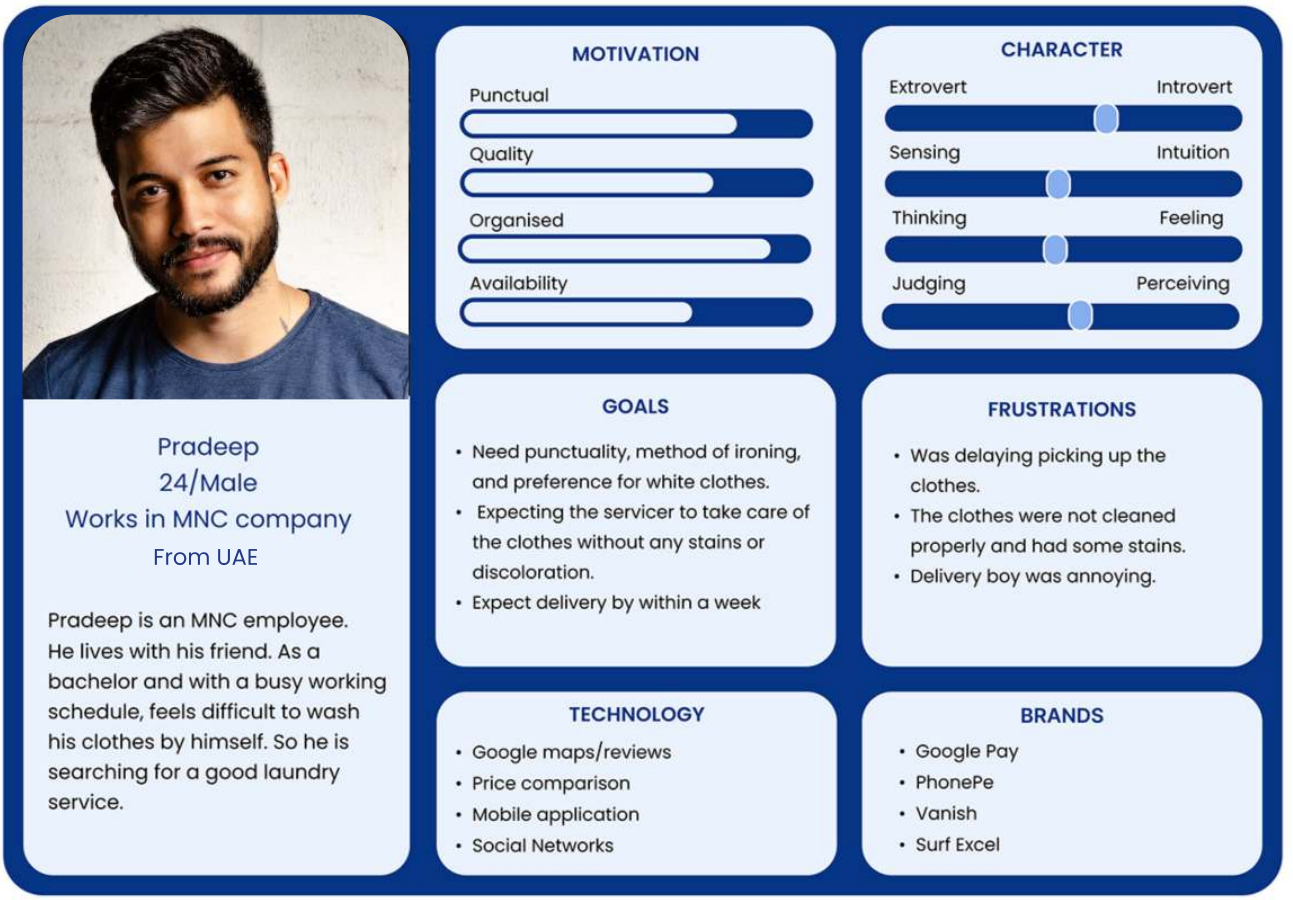
Thinks

- No good laundry services near me to get my clothes done .
- Sometimes deliver on time and sometimes delay..
- Faces problems in laundry service like uncleaned or stained.

Feels

User Persona

Based on the research and answers that I got from User interviews I started off by creating user personas so that I get a clear view of my targeted users behavior pattern, needs, goals etc.



Revin
22/Male
Studing Engineering

From UAE

Revin is an engineering student. He lives alone. As a student who needs to go to college and at the free time needs to study for his exams, he is unable to make a schedule and wash his clothes. So he is searching for an affordable and nearby laundry service.

GOALS

- Look for delivery/pickup service,price and nearby location.
- Except them to add specific fragrance and tells about dirt point.
- Except delivery would be maximum 5 days.

FRUSTRATIONS

- Price was more as excepted.
- faced problems like late delivery, no response, misses on clothes and not ironed properly,
- Received the shirt with damaged at the collar and was disappointed.

TECHNOLOGY

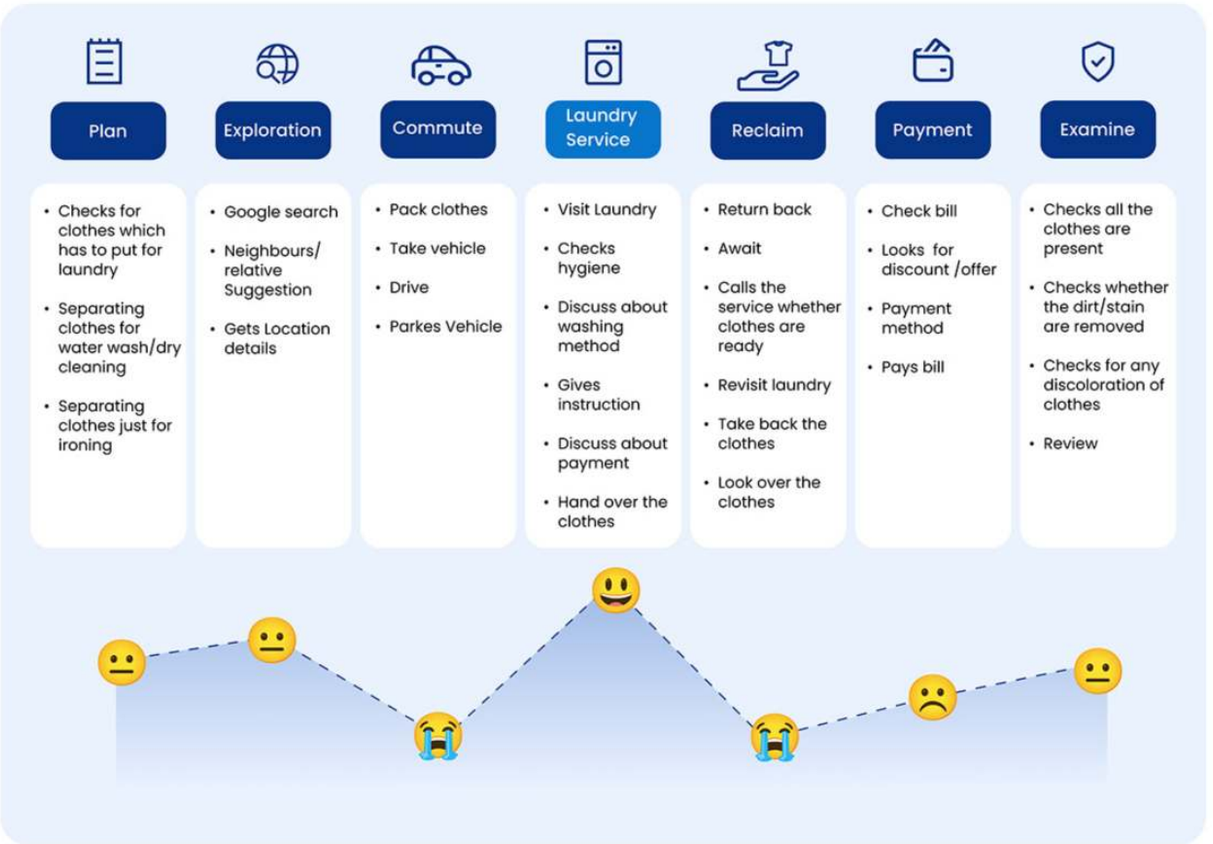
- Google maps/reviews
- Open review site
- Mobile application
- Social Networks

BRANDS

- Google Pay
- PhonePe
- Airel
- Surf Excel

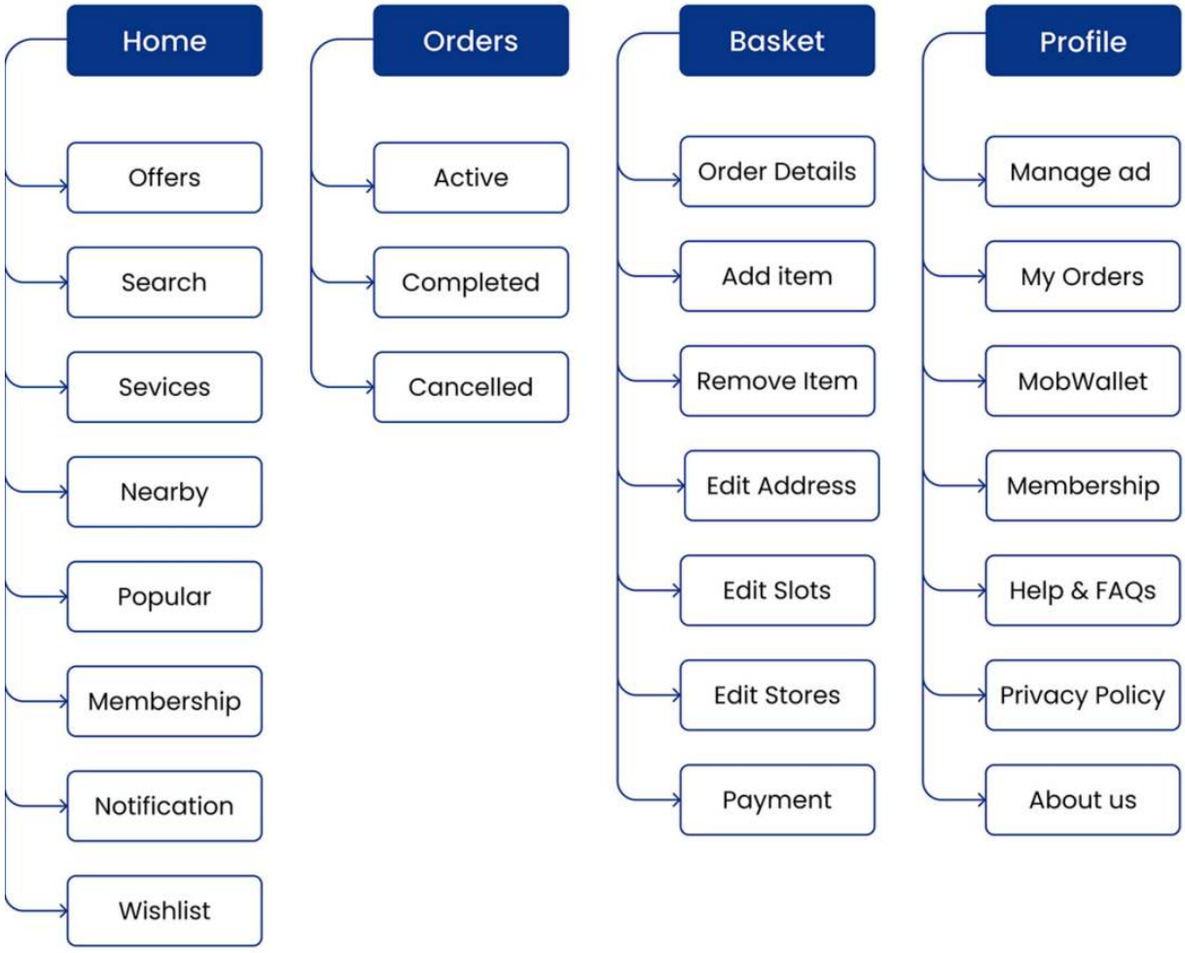
User Journey

Based on the User Research I have created a User journey Map for better understand the crucial Pain Points, Challenges, Mindset and overall journey which user may encounter while booking a Laundry service.



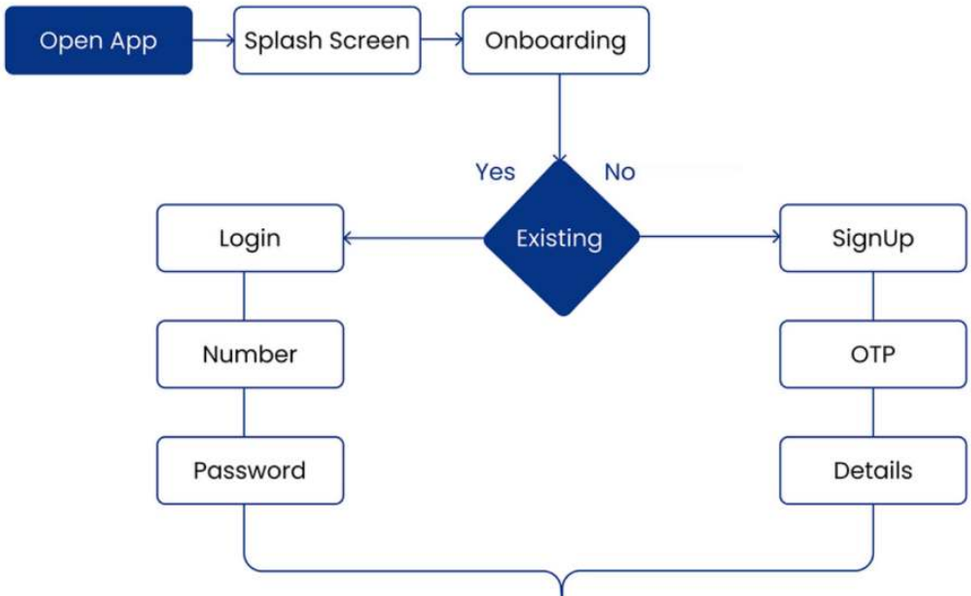
Information Architecture

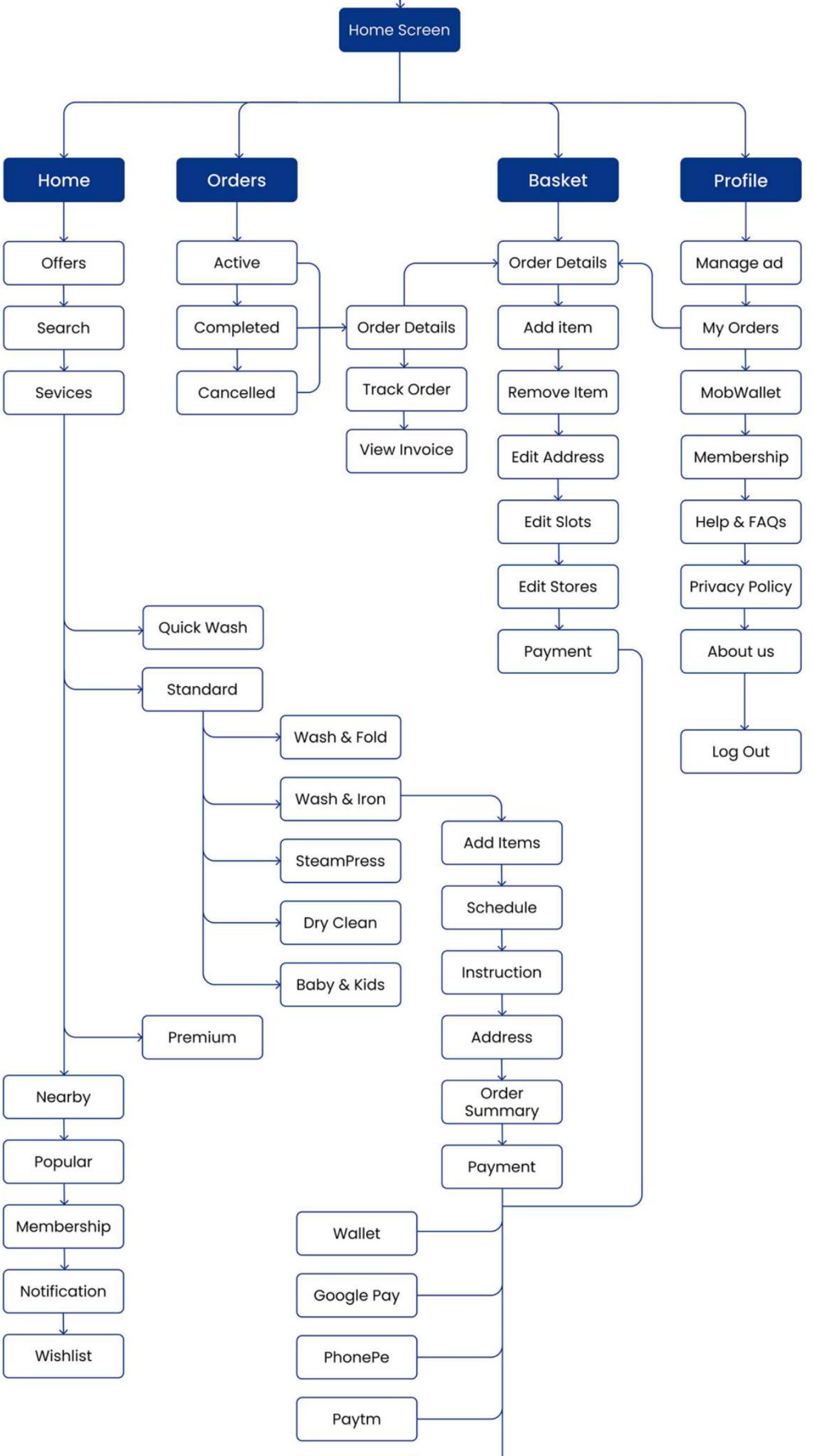
Information Architecture is a visual representation for users so that user can get to know about features and functionality of the product, and they could find anything easily.

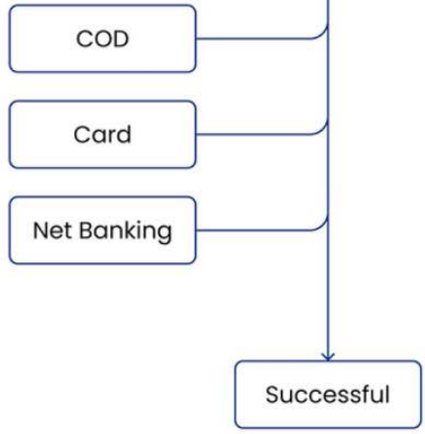


User Flow

User Flow A user flow is a visual representation for the user to map out each and every step the user takes from the entry point right through the final point. User flow is helpful for we to understand how a user navigate through the app and what decisions can they possibly make, and complete app experience at a holistic level.

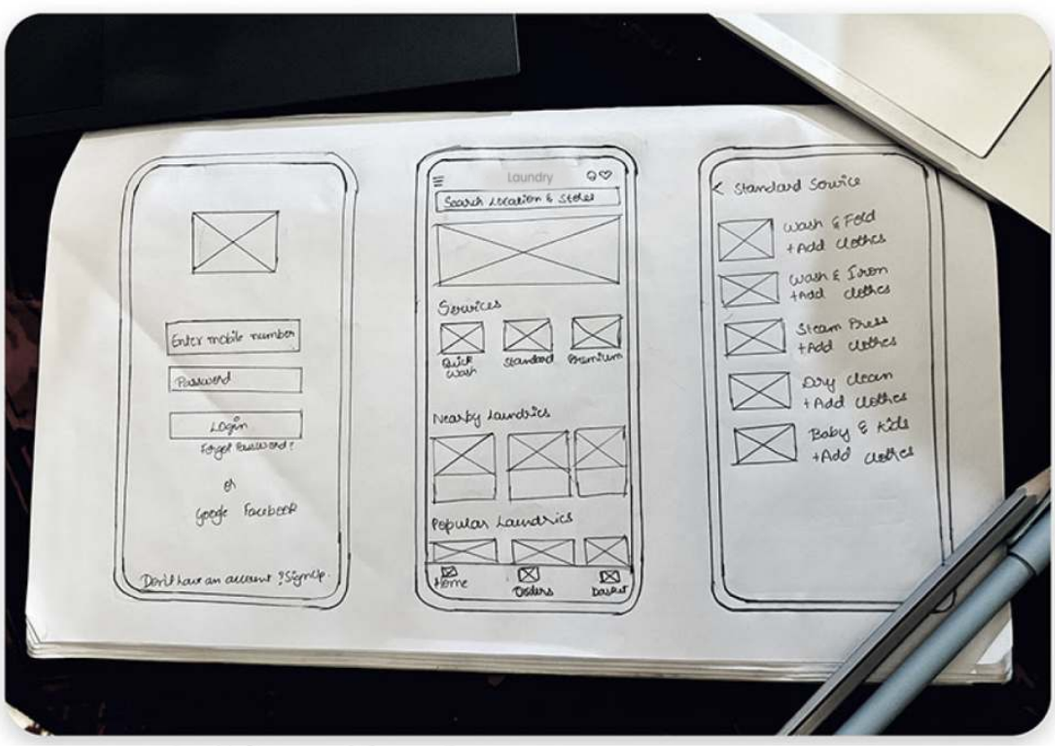



Home Screen
Home
Orders
Basket
Profile
Offers
Search
Sevices
Active
Completed
Cancelled
Order Details
Track Order
View Invoice
Order Details
Add item
Remove Item
Edit Address
Edit Slots
Edit Stores
Payment
Manage ad
My Orders
MobWallet
Membership
Help & FAQs
Privacy Policy
About us
Log Out
Quick Wash
Standard
Wash & Fold
Wash & Iron
SteamPress
Dry Clean
Baby & Kids
Premium
Add Items
Schedule
Instruction
Address
Order Summary
Payment
Nearby
Popular
Membership
Notification
Wishlist
Wallet
Google Pay
PhonePe
Paytm



Sketching

With All the previous data in mind we are now confident that we are standing on solid ground and now we ready to tell our UI Story I Have Sketched a Low fidelity wire frames to represents the skeleton of the app. I was able to create the paper wire frame by taking into consideration the user's needs and journey in order to solve the problems.



Style Guide

Typography

Everything about Text and Style used in this application is here

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins

TITLE	TYPE FONT
Heading 1	Semi Bold, 23px
Heading 2	Semi Bold, 20px
Heading 3	Semi Bold, Medium, 17px
Body 1	Medium, 15px
Body 2	Medium, 13px

Colors

Everything about Colors used in this application is here

Primary Color

Hex: #053585 Hex: #0776CB Hex: #D9E3F3

Secondary Color

Hex: #F1F1F1 Hex: #FFFFFF

Font Color

Hex: #000000 Hex: #9D9EA0

Buttons

Everything about Buttons used in this application is here

Large

Width: 342 px
Height: 48 px

Primary Button | Disabled Button
Secondary Button | Disabled Button

Small

Width: 250, 144 px
Height: 48, 40 px

Primary | Disabled
Secondary | Disabled

Other

Width: 86, 30, 65 px
Height: 48, 25, 35 px

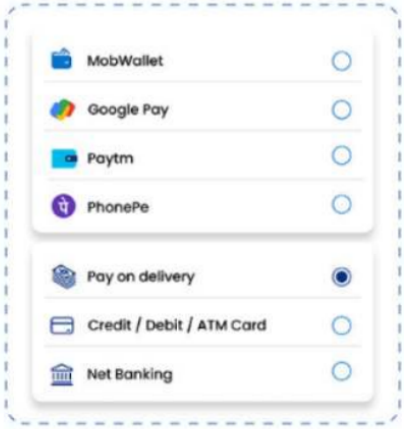
Yes | NO | - 0 + | - 0 + | Edit
Yes | No | - 0 + | - 0 + | Edit

Components

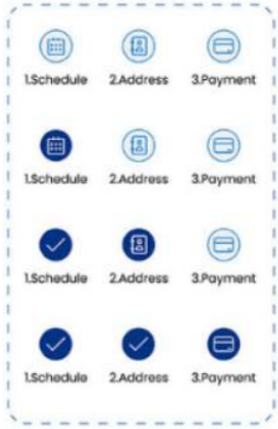
Everything about Components used in this application is here

Navigation Bar

Payment Card



Checkout

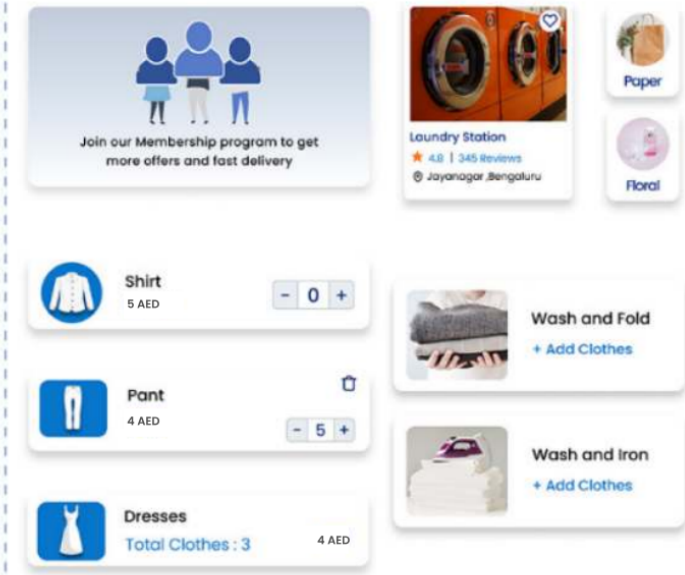


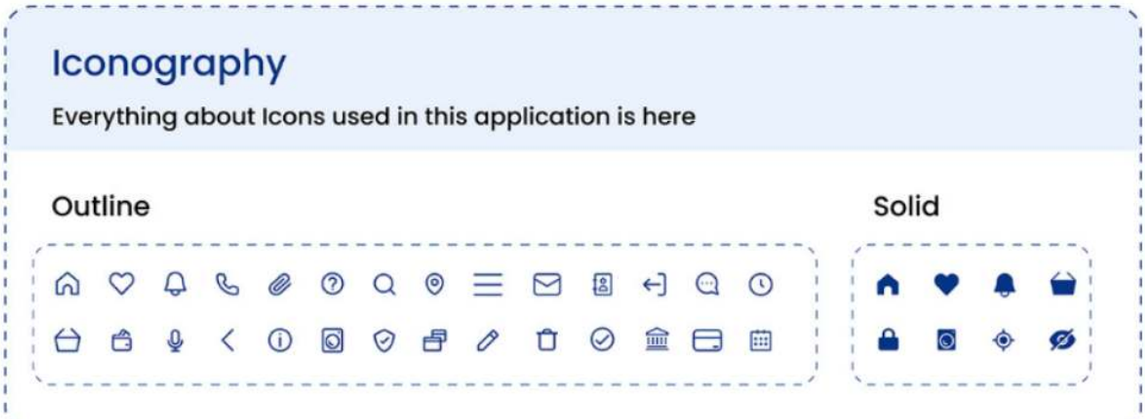
Picker

Time Picker

Banner

Cards





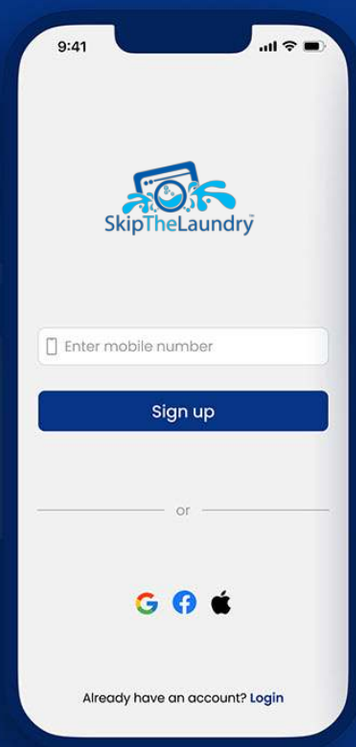
Splash Screen

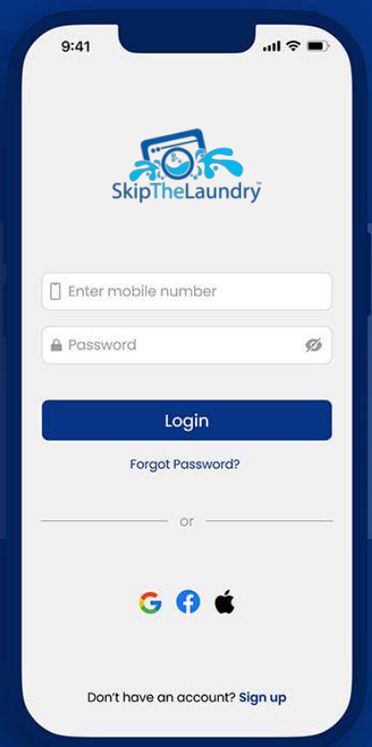
The first screen when the user opens is a splash screen where it presents the logo of the application and then enters into the onboarding.

Onboarding Screens

Introduction to the application and features

Sign up and Login Screens



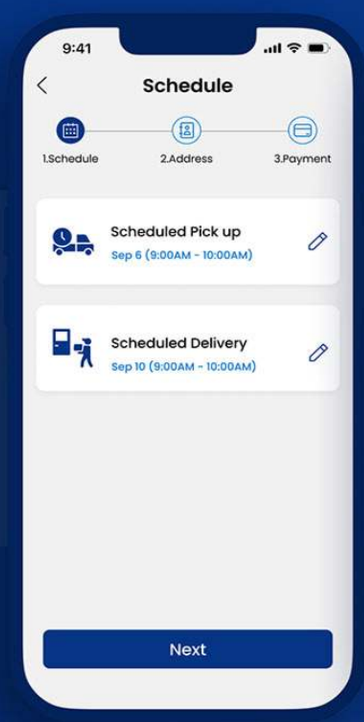


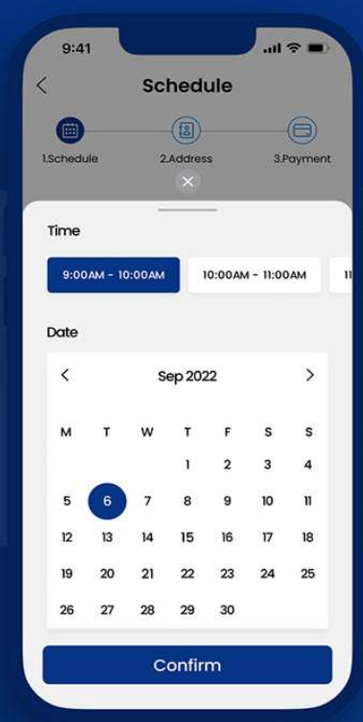
New user and existing users will able to get into the application by Signing or logging.

Home Screen

Once the user login, it will redirect to the Home screen where they can see the current offers, the services, nearby/popular laundry services, and also the users can search for location and stores. The wishlist will be used to save their favorite laundries and notification option to don't miss out on any information. The user can choose the services and it will direct to the next screen.

Scheduling Screen

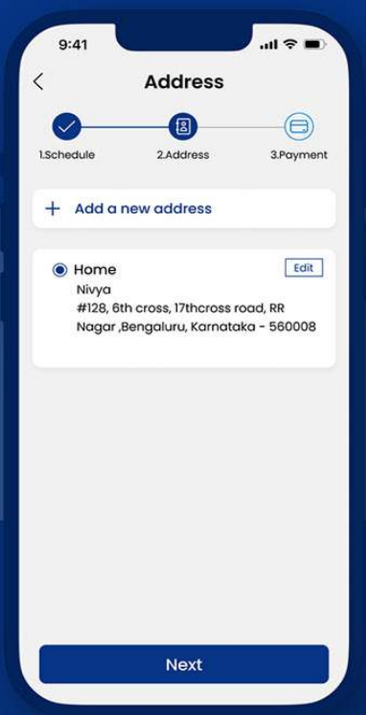


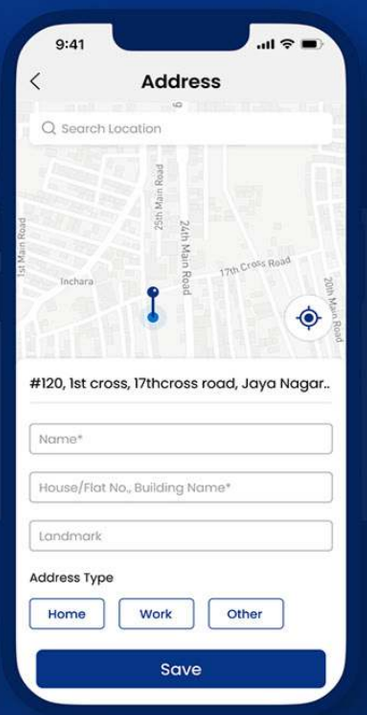


Scheduling screen enable the user to select the preferred time and date for pickup and delivery of their clothes and also enables them to reschedule

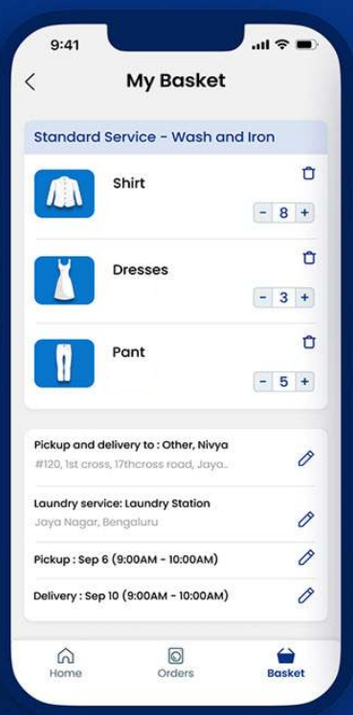
Address Screen

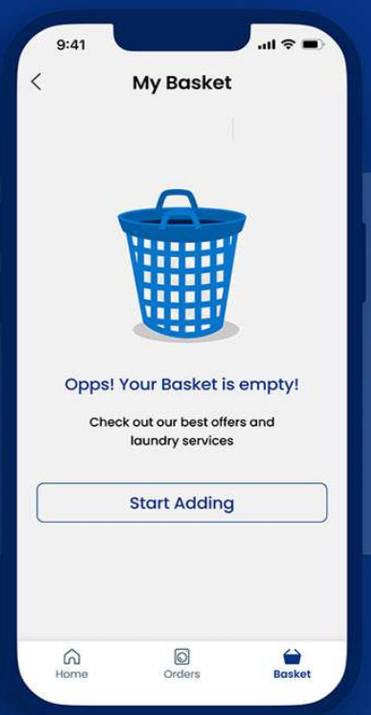
Address screen helps the user to add multiple location and also can choose different addresses with hassle free.





My Basket Screen

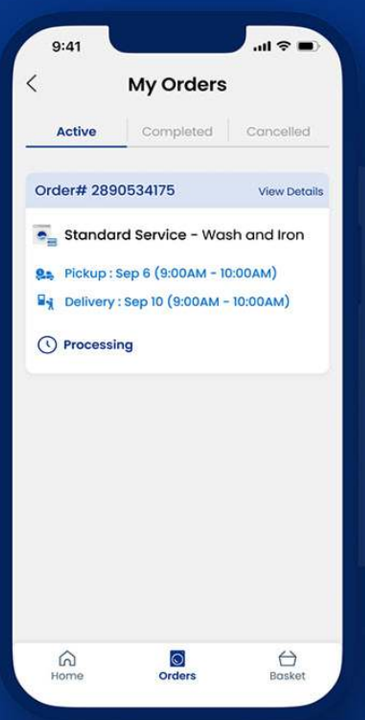


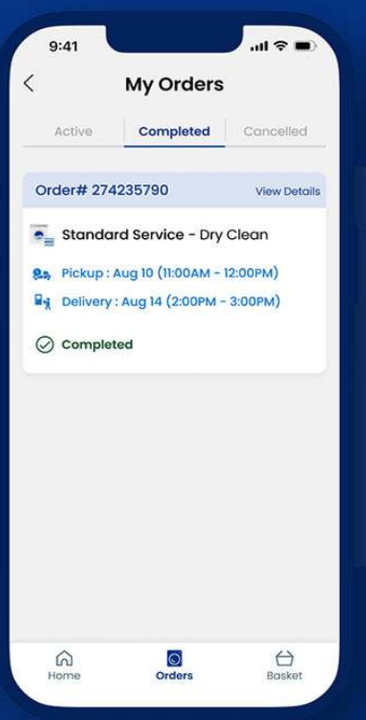


Basket screen shows your added or unfinished service which user can resume again directly from the basket without having to add all over again and if there are no added services it displays to start and add service.

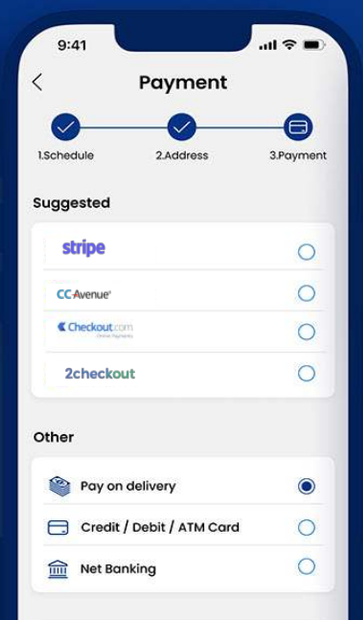
My Orders Screen

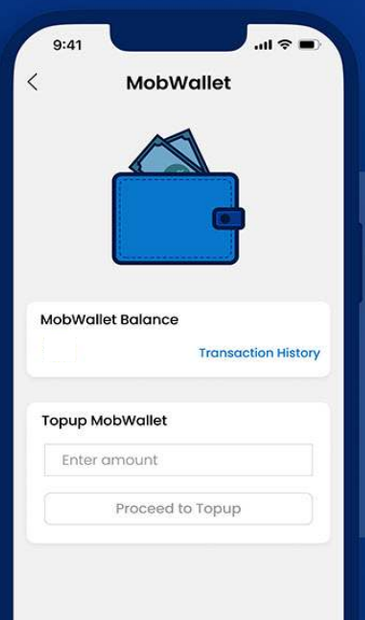
The Order screen shows active, completed and cancelled orders. The card has a detailed information about the scheduled pickup and delivery date for the selected service with indicating active or completed services.





Payment Screen

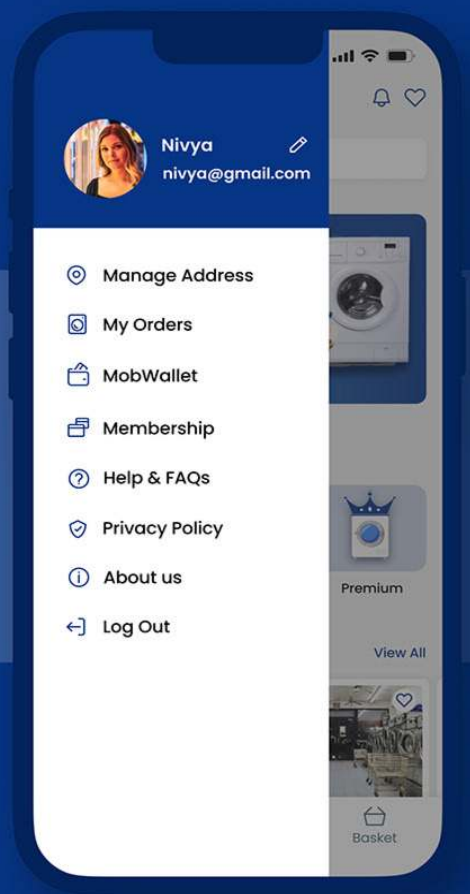




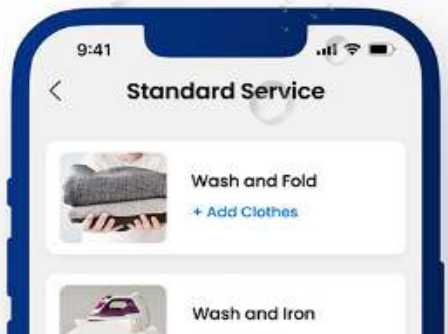
The Payment screen shows various options to make a payment with a secure and safe transaction. MobWallet makes the user payment easy and simple just by topping up.

Profile Screen

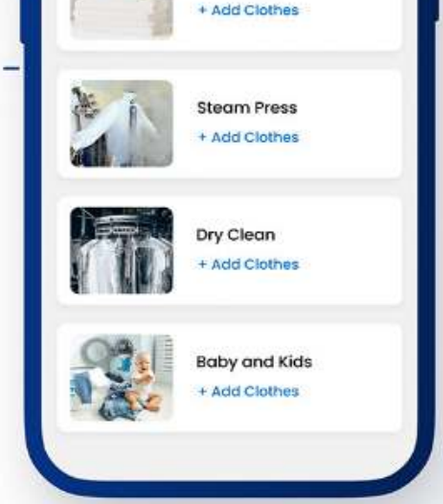
The user can view the profile in this screen and edit the profile as well. There are various other options like Manage address, My orders, My membership etc.. as well and an option for logout.

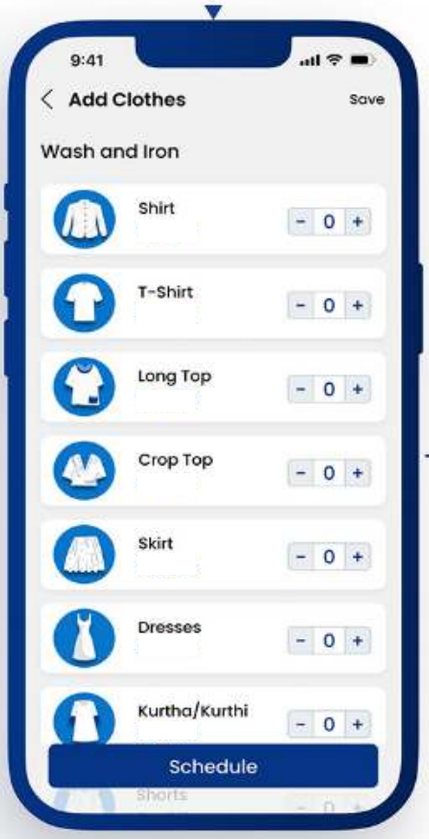


MOBLAUN Scheduling Process

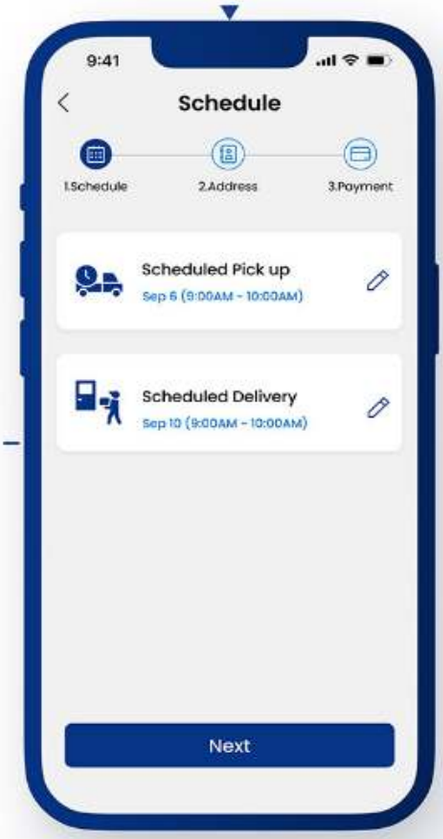


Select preferred service from standard



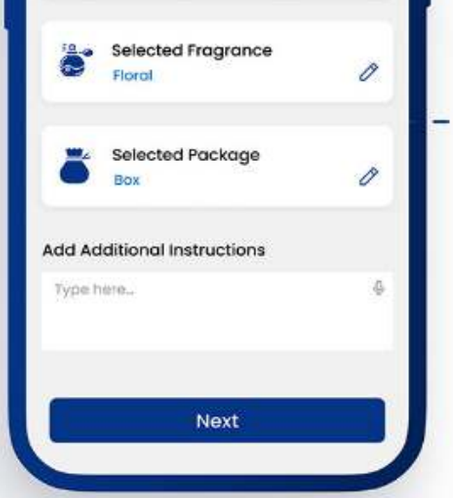


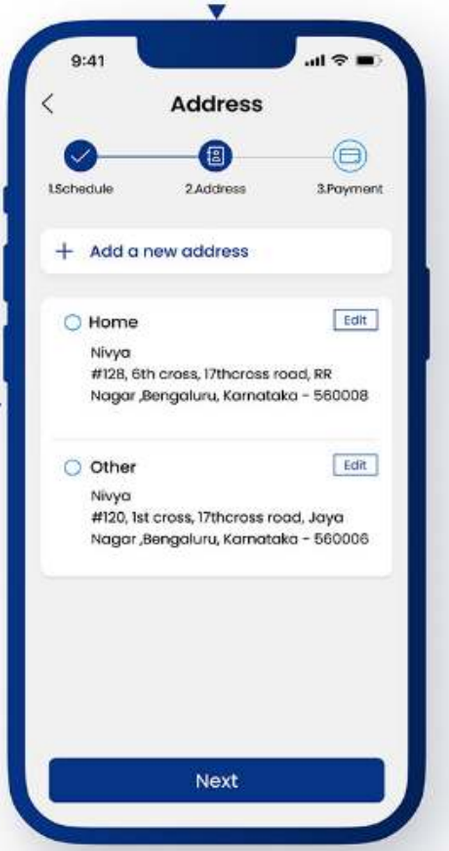
Add number of clothes in the basket



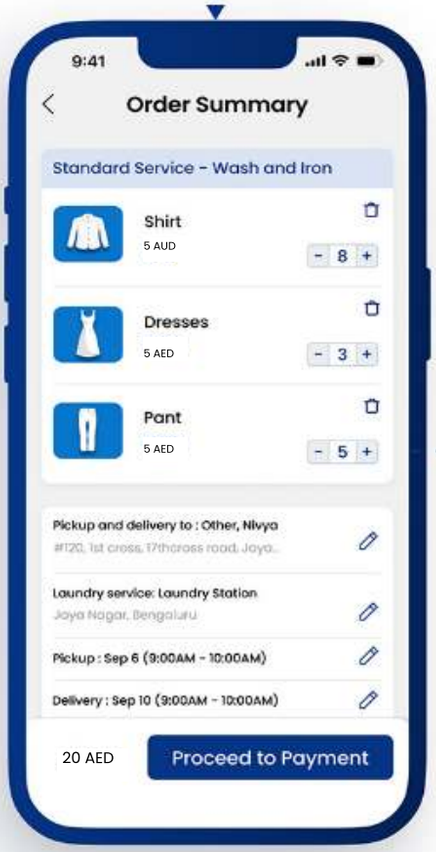
Schedule pickup and delivery slots

Add stained picture, select fragrance /package and additional instruction



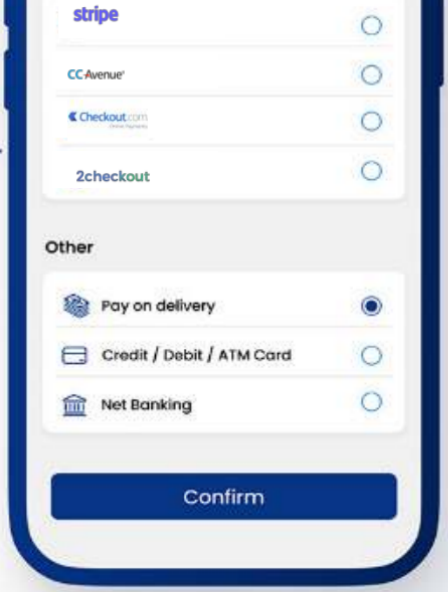


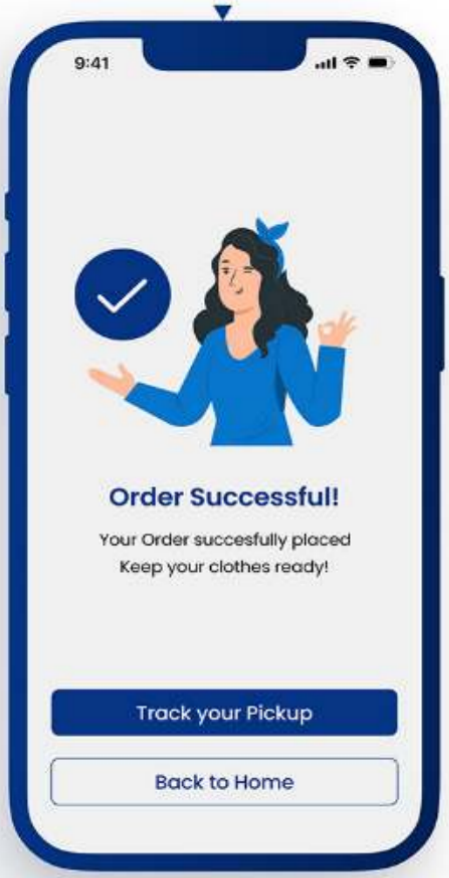
Select the address



Check order details and proceed to pay

Select Payment method and confirm



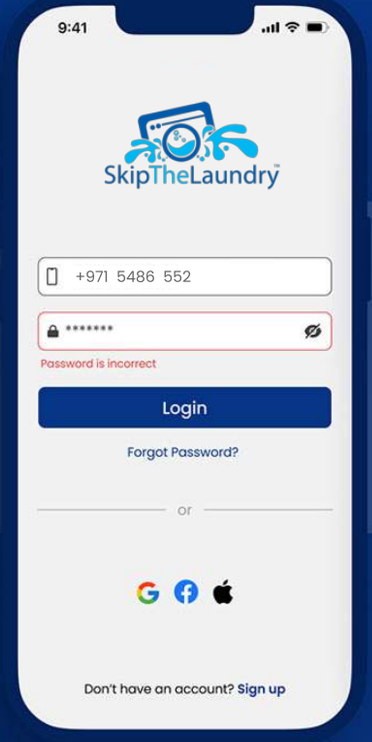


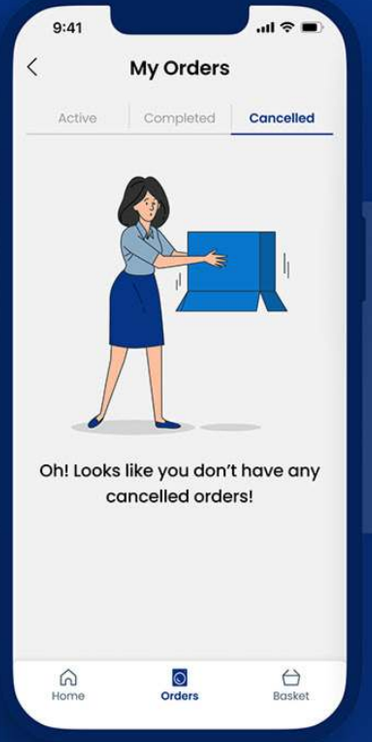
States in Moblaun App

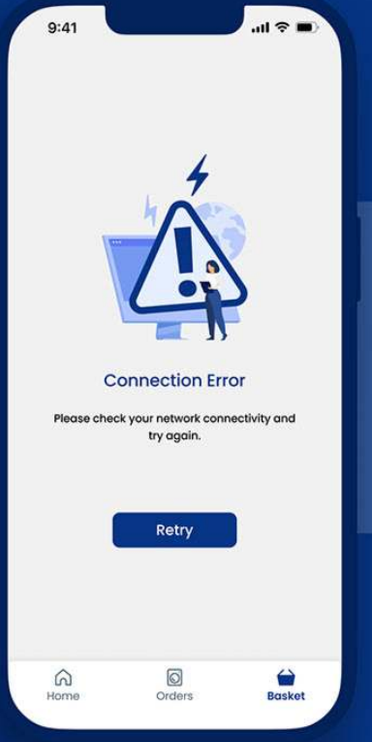
Error State

Empty State

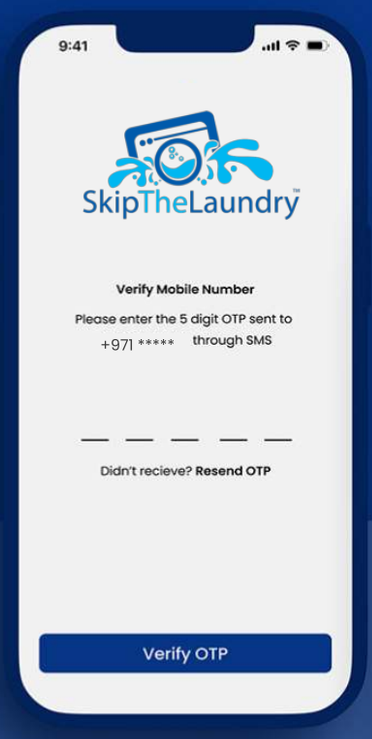
Connection Error State

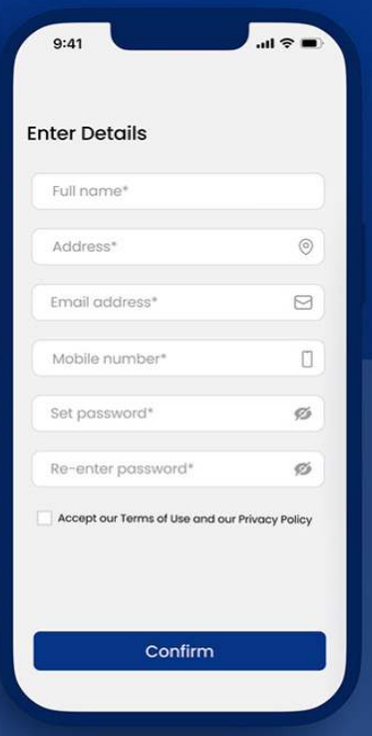


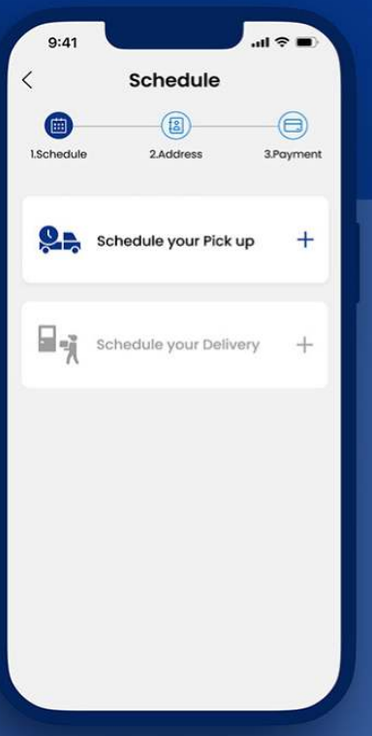


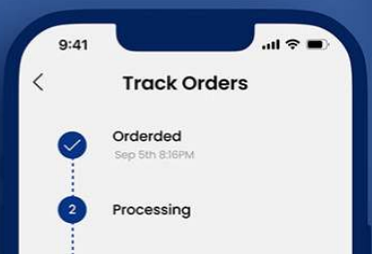


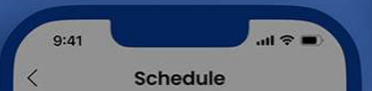
Other Screens

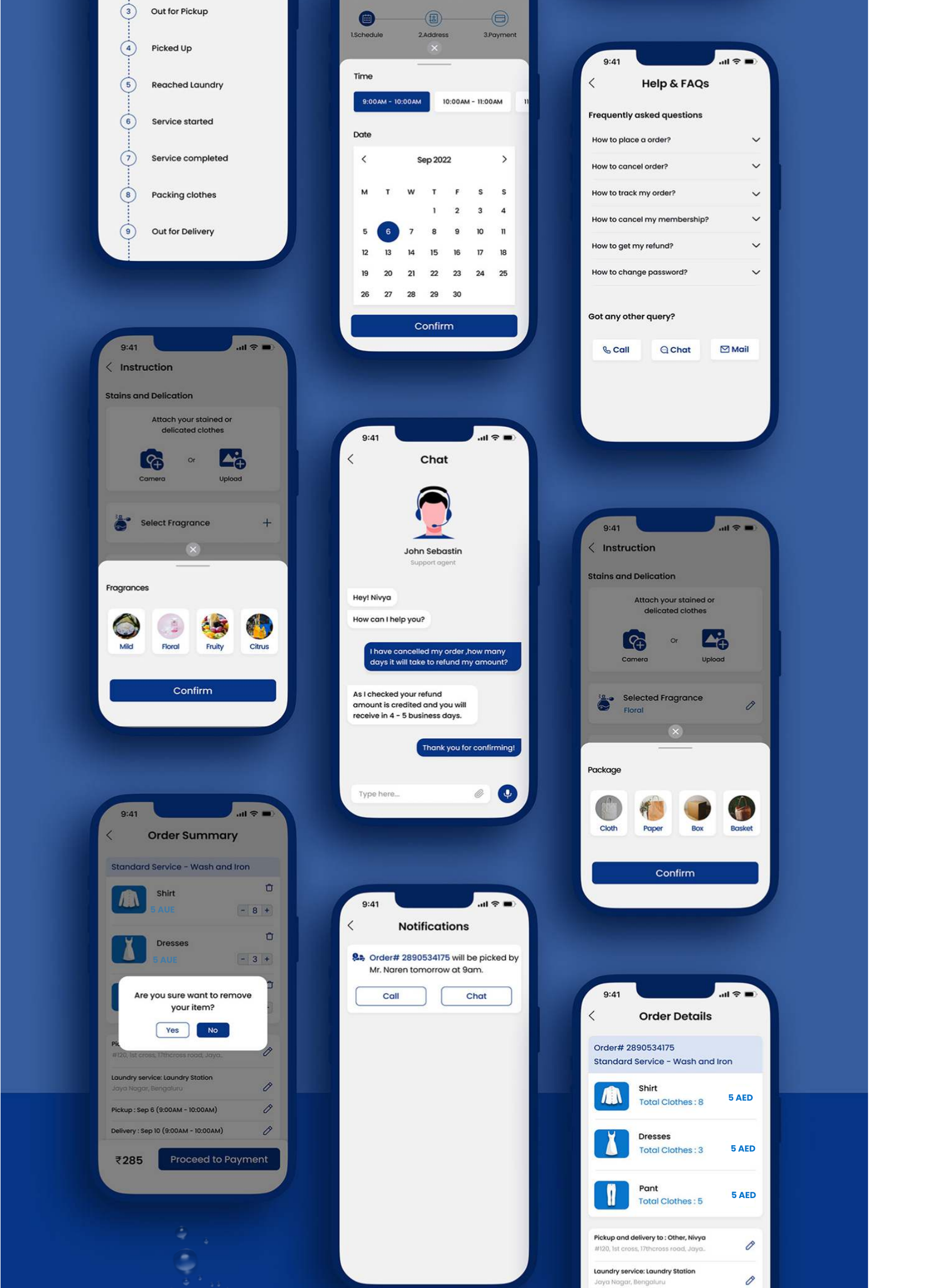











3 Out for Pickup
4 Picked Up
5 Reached Laundry
6 Service started
7 Service completed
8 Packing clothes
9 Out for Delivery
1.Schedule
2.Address
3.Payment
Time
9:00AM - 10:00AM
10:00AM - 11:00AM
Date
Sep 2022
M T W T F S S
Confirm
9:41
Help & FAQs
Frequently asked questions
How to place a order?
How to cancel order?
How to track my order?
How to cancel my membership?
How to get my refund?
How to change password?
Got any other query?
Call
Chat
Mail
9:41
Instruction
Stains and Delication
Attach your stained or delicated clothes
Camera
Or
Upload
Select Fragrance
Fragrances
Mild
Floral
Fruity
Citrus
Confirm
9:41
Chat
John Sebastin
Support agent
Hey! Nivya
How can I help you?
I have cancelled my order ,how many days it will take to refund my amount?
As I checked your refund amount is credited and you will receive in 4 - 5 business days.
Thank you for confirming!
Type here...
9:41
Instruction
Stains and Delication
Attach your stained or delicated clothes
Camera
Or
Upload
Selected Fragrance
Floral
Package
Cloth
Paper
Box
Basket
Confirm
9:41
Order Summary
Standard Service - Wash and Iron
Shirt
5 AUE
8
Dresses
5 AUE
3
Are you sure want to remove your item?
Yes
No
Laundry service: Laundry Station
Jaya Nagar, Bengaluru
Pickup : Sep 6 (9:00AM - 10:00AM)
Delivery : Sep 10 (9:00AM - 10:00AM)
₹285
Proceed to Payment
9:41
Notifications
Order# 2890534175 will be picked by Mr. Naren tomorrow at 9am.
Call
Chat
9:41
Order Details
Order# 2890534175
Standard Service - Wash and Iron
Shirt
Total Clothes : 8
5 AED
Dresses
Total Clothes : 3
5 AED
Pant
Total Clothes : 5
5 AED
Pickup and delivery to : Other, Nivya
#120, 1st cross, 17thcross road, Jaya..
Laundry service: Laundry Station
Jaya Nagar, Bengaluru

Pickup : Sep 6 (9:00AM - 10:00AM)
Delivery : Sep 10 (9:00AM - 10:00AM)
Booked on Sep 5, 8:16PM
Mr. Naren will pickup your order tommarow at 9AM