Your Car Cleaning App

Problem, Aim and Objective

ooze is determined to provide the best car cleaning deal to its user in a city.

Conceptualize and design a product to facilitate users with best car cleaning deal, in terms of price, various types of cleaning and services in a hyper local market.

Users (Assumption and Realization)

Age Group: 27 to 50 years, Male and Female
Income: Mid and High income individuals, Double income groups
Profession: Working class people, low and medium category business man
Profession: Moderate and Pro experience in mobile interfaces

Persona and Realization

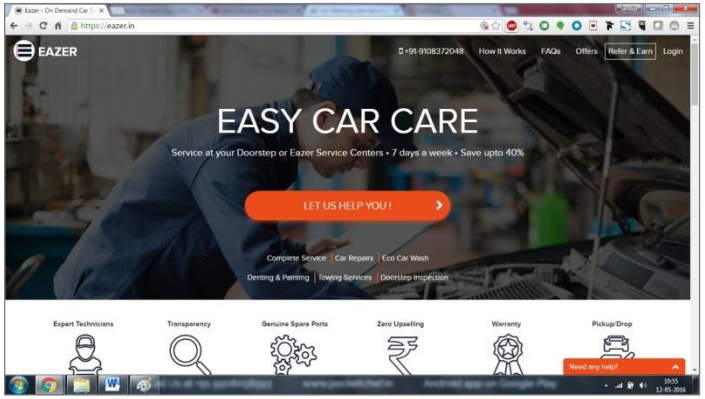
- Value ‘time’ more than ‘money’
- Avoid micro level responsibilities as much as possible
- Like to compare prices before buying any product or services
- Prefer to choose the most trusted options among many
- Highly follow what others are saying about something
- Driving mobile friendly industrial movement

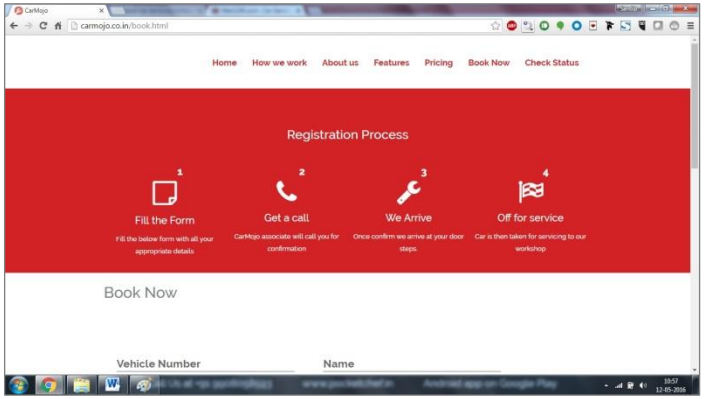
Competitive Analysis

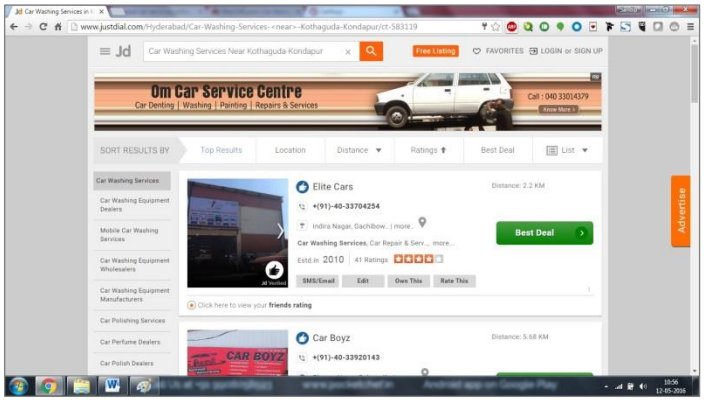
Platform: Just Dial, Carmojo and Eazer

Factors	JustDail	Carmojo	Eazer
Aggregator	Y	N	N
Owning Service Centre	N	Y	Y Collaborator
Display SC Information	Y	N	N
Can Book a Cleaning	N	Y	Y
Cleaning Price Display	N	Y	Y
Complete Booking of a cleaning through UI	N	N	Y

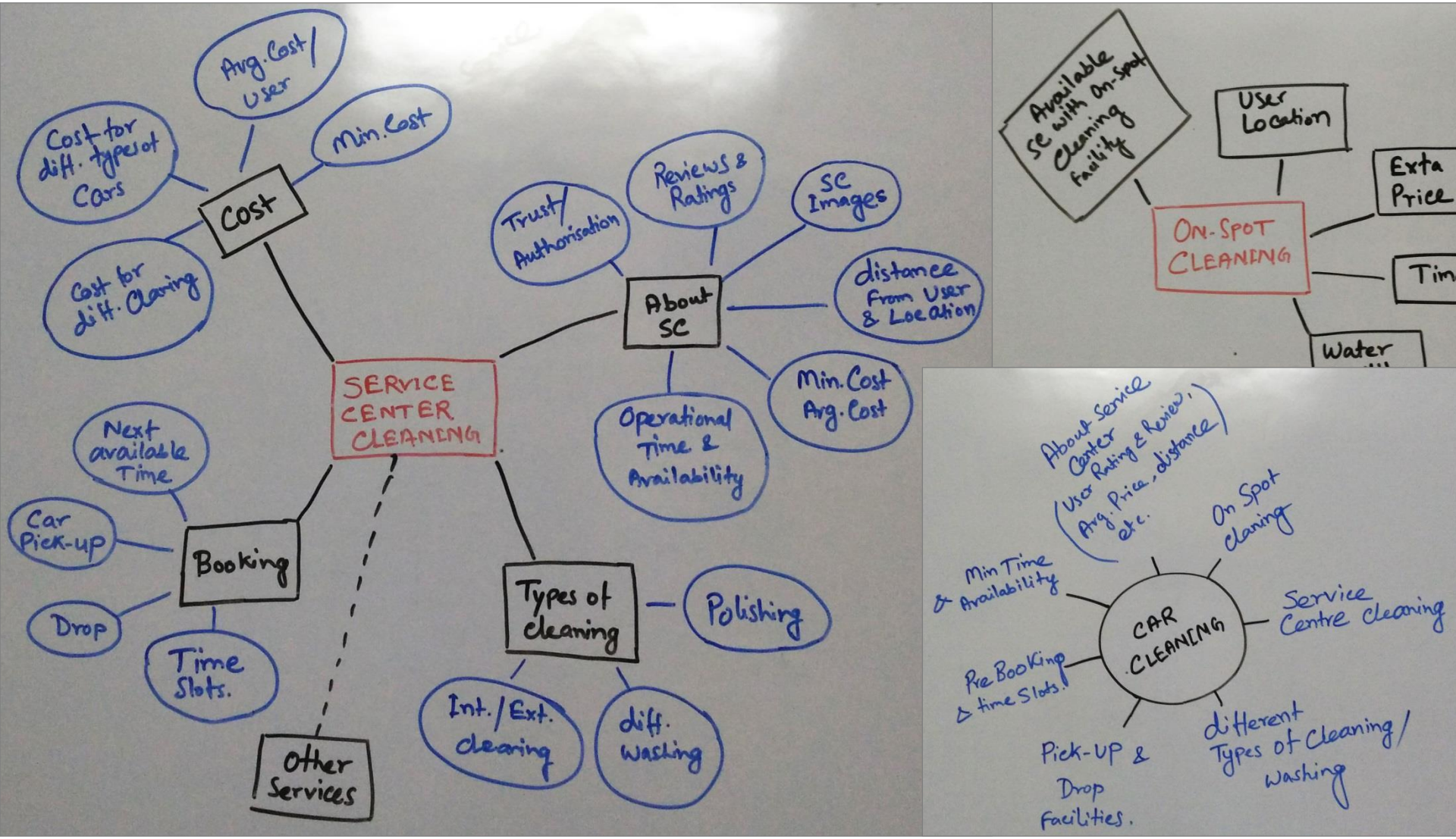
Basic Analytical Chart







Brainstorming on Domain and Facilities

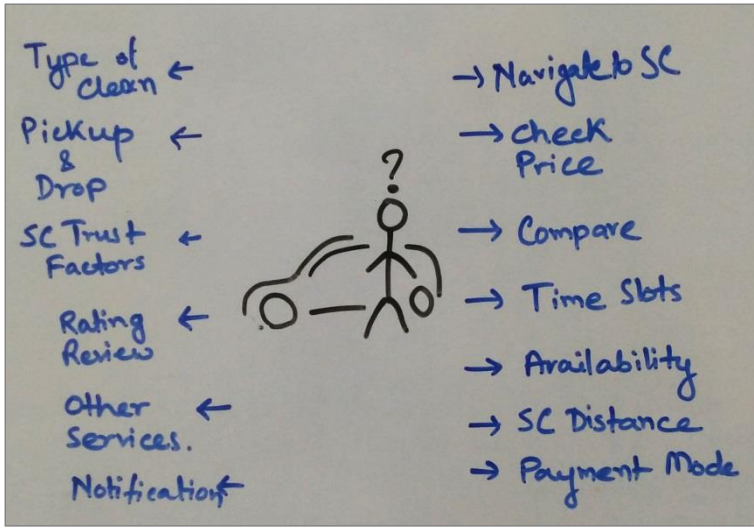


Brainstorming on various possibilities in car cleaning domain (fact and services)

Need Analysis and Design Requirement

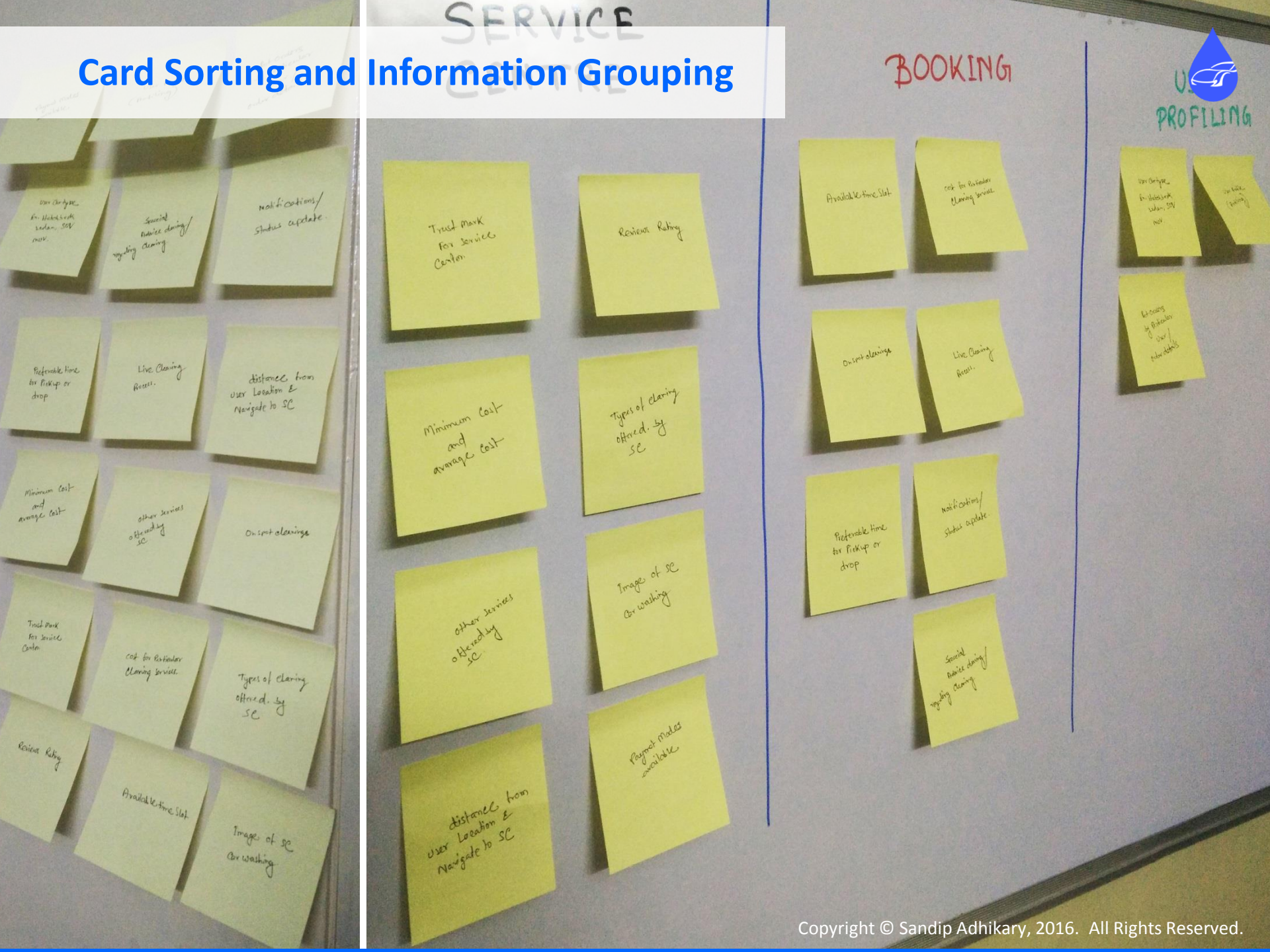
Derived from Brainstorming and User Realization

- Users should be able to check minimum prices for car cleaning by different service centres around their location upfront.
- User must be able to choose a particular service by comparing key information for different SC.
- User should have flexibility to choose different modes of cleaning like On-spot cleaning, Service centre cleaning.
- User should be able to select a particular type of cleaning, like interior and exterior, cleaning and polishing, cleaning and colouring etc.
- User can request pickup and drop facilities through the system.
- User should be able to select his/her preferred time to clean or request for pick-up and drop facility.
- User should get notified once the cleaning procedure is completed.

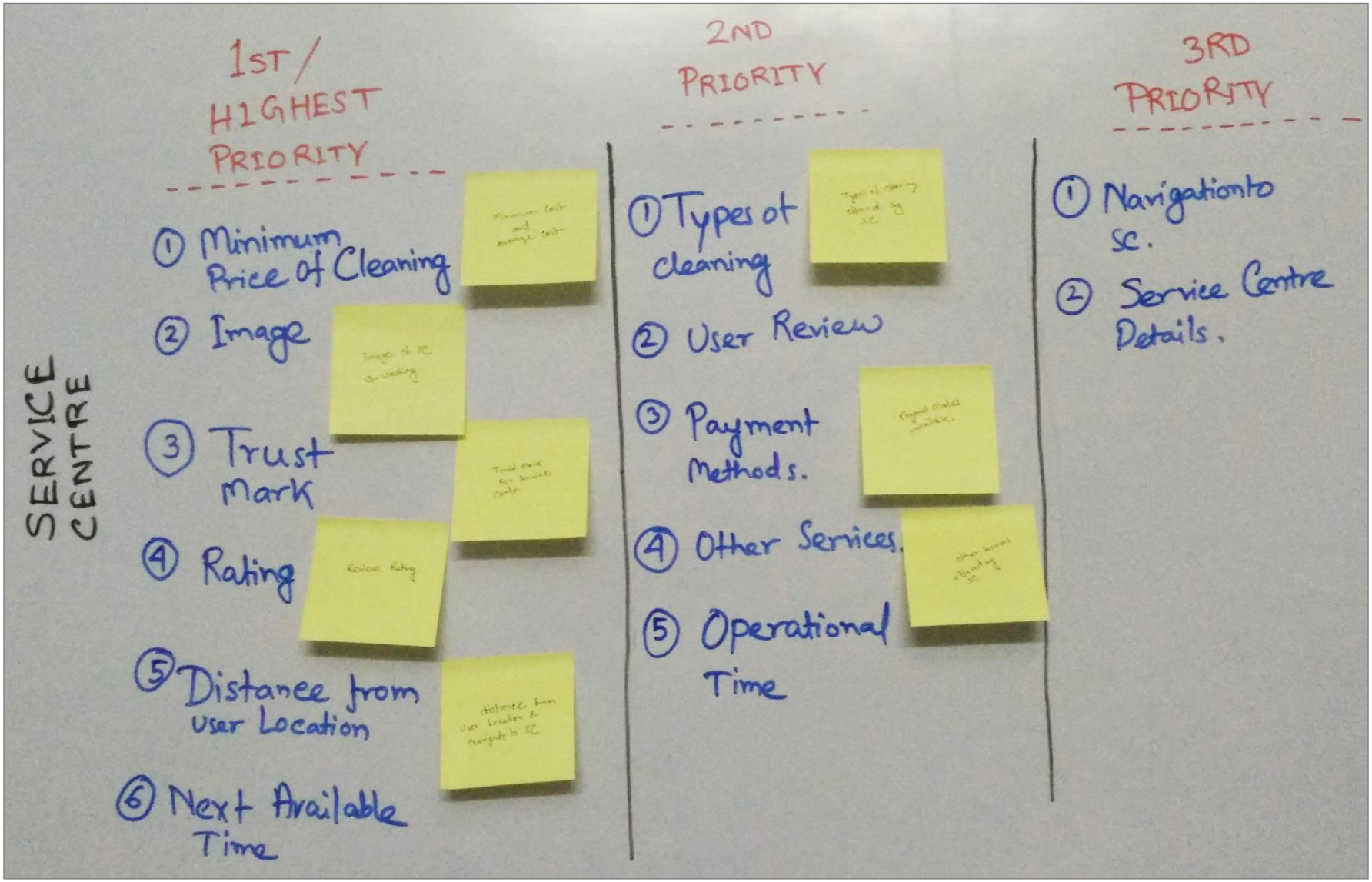


Extracting user needs from their wants

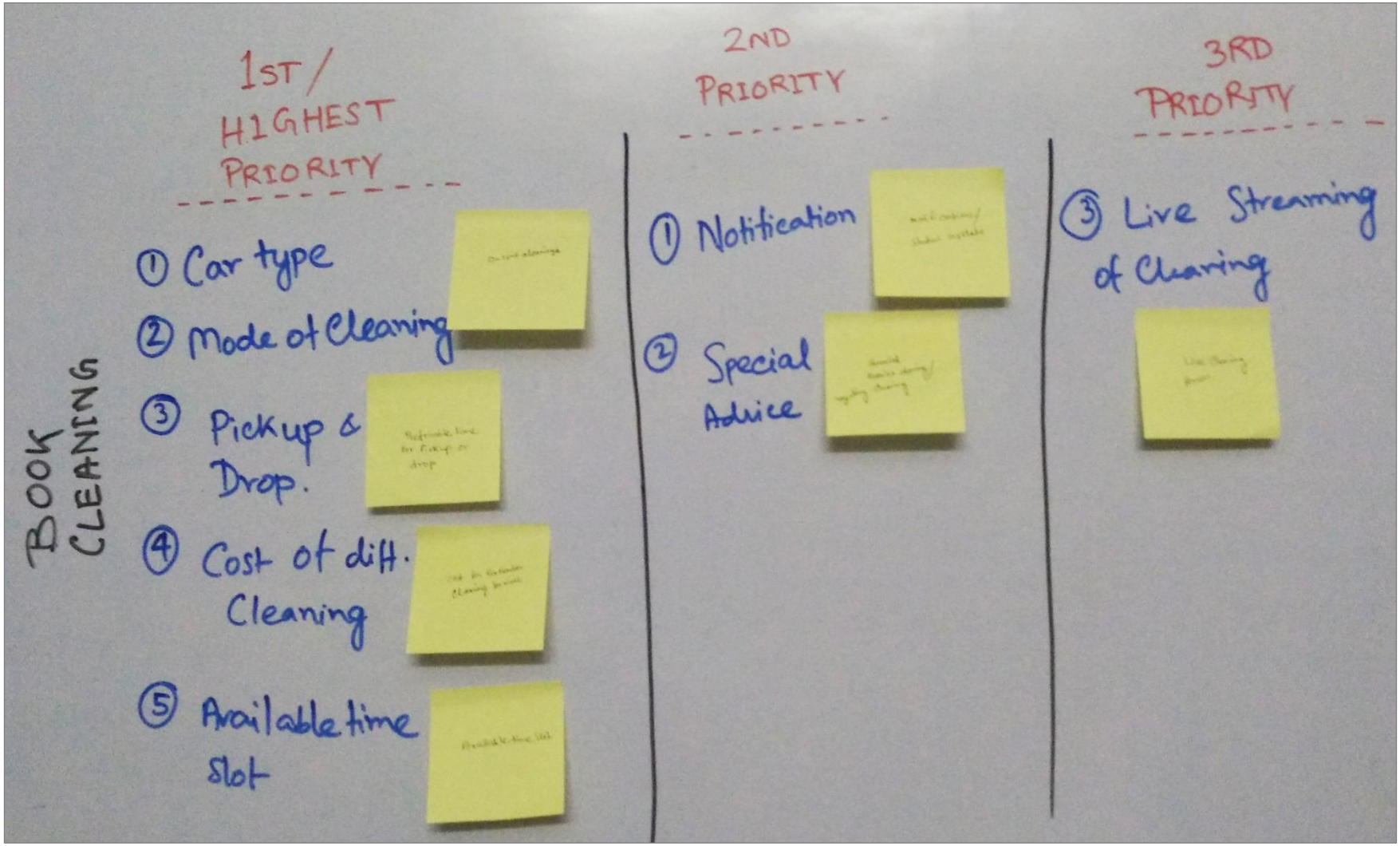
Card Sorting and Information Grouping



Information Architecture

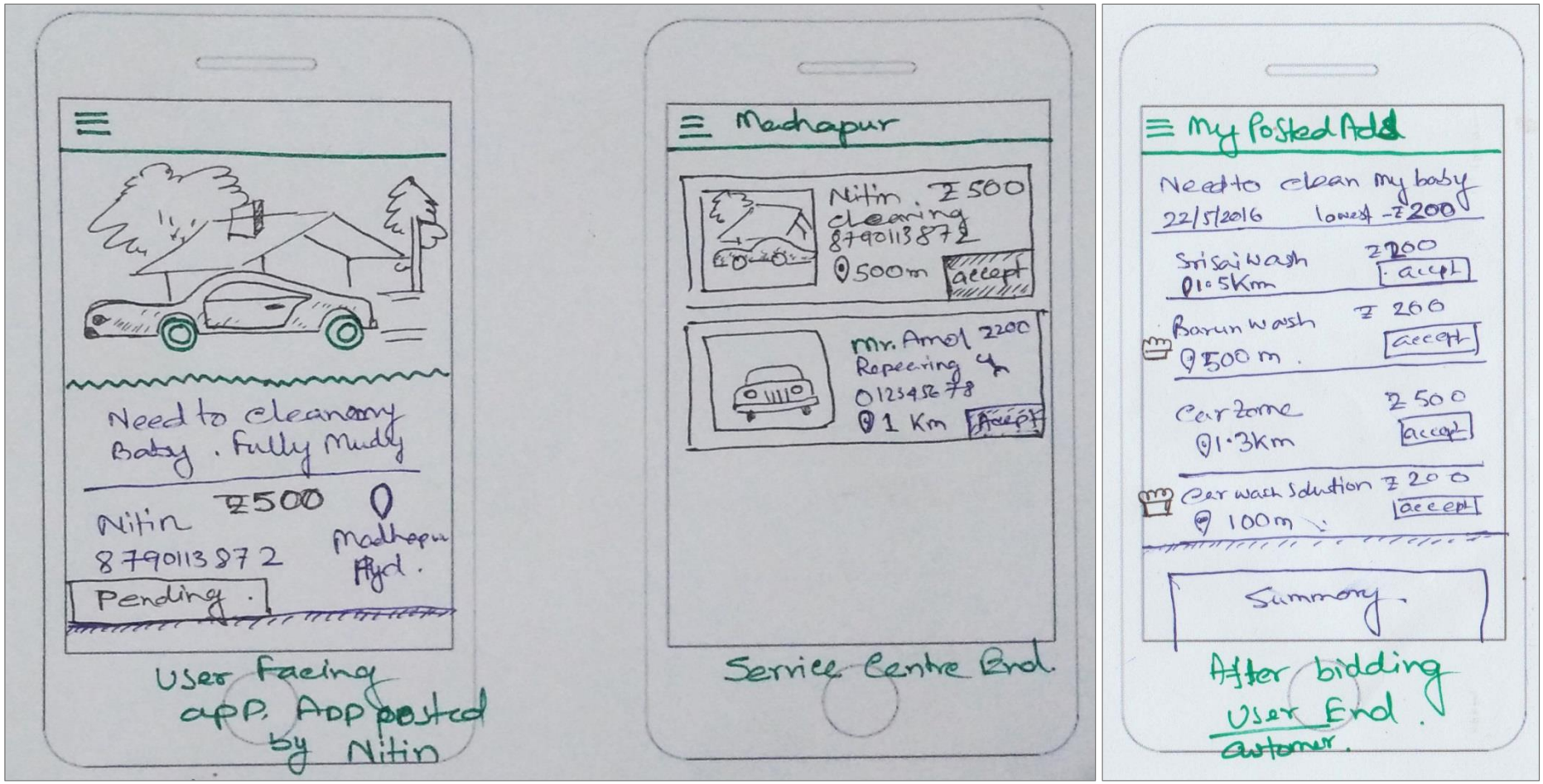


Information Architecture



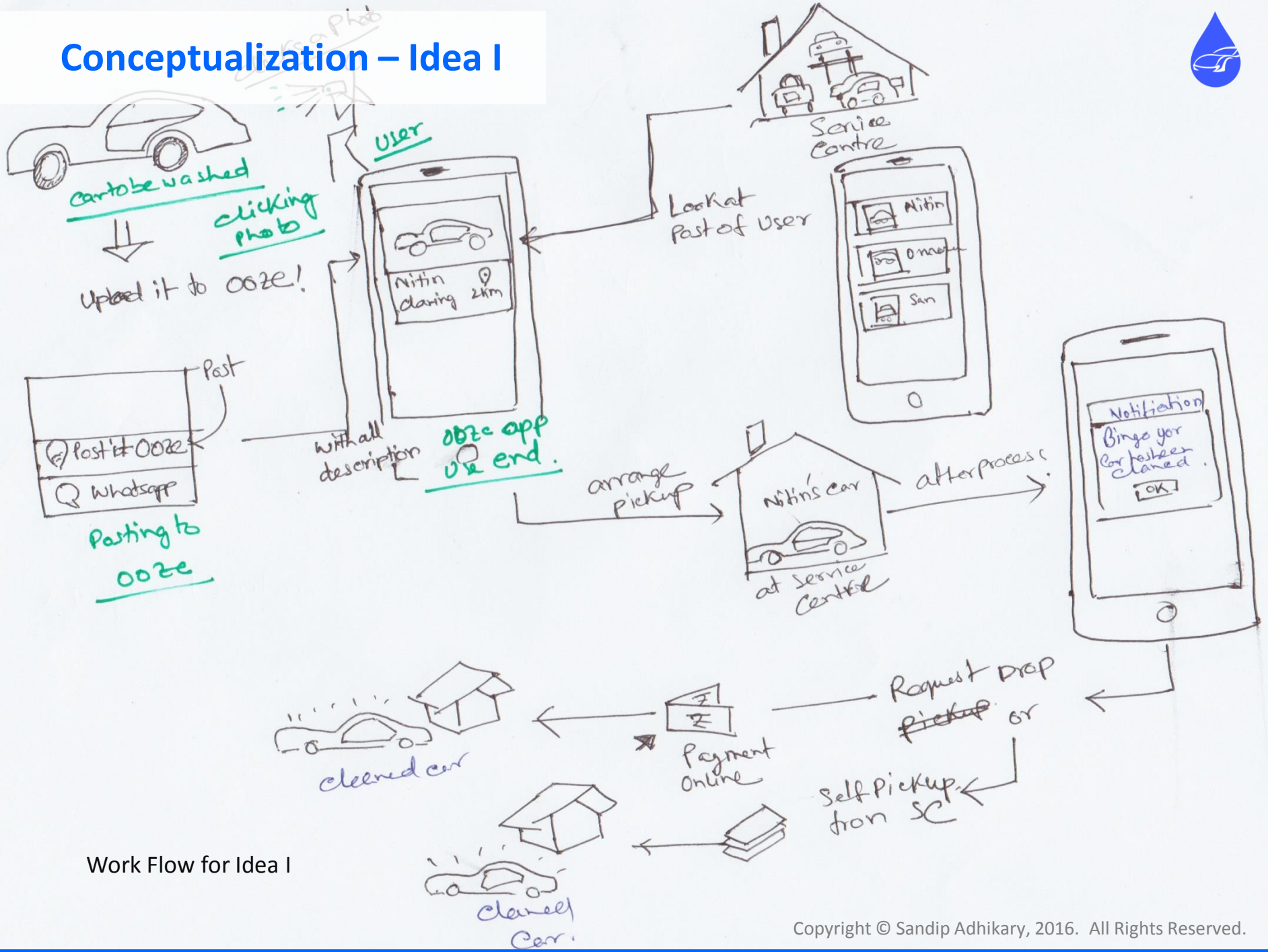
Conceptualization – Idea I

Idea I – Consumer Centric Ads and Bid for Cleaning



Initial Sketches of the idea.

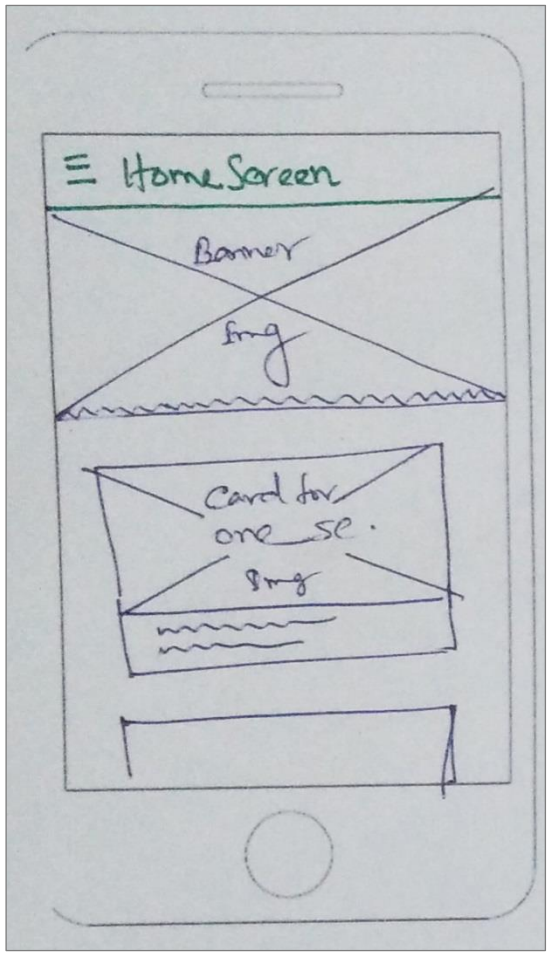
Conceptualization – Idea I

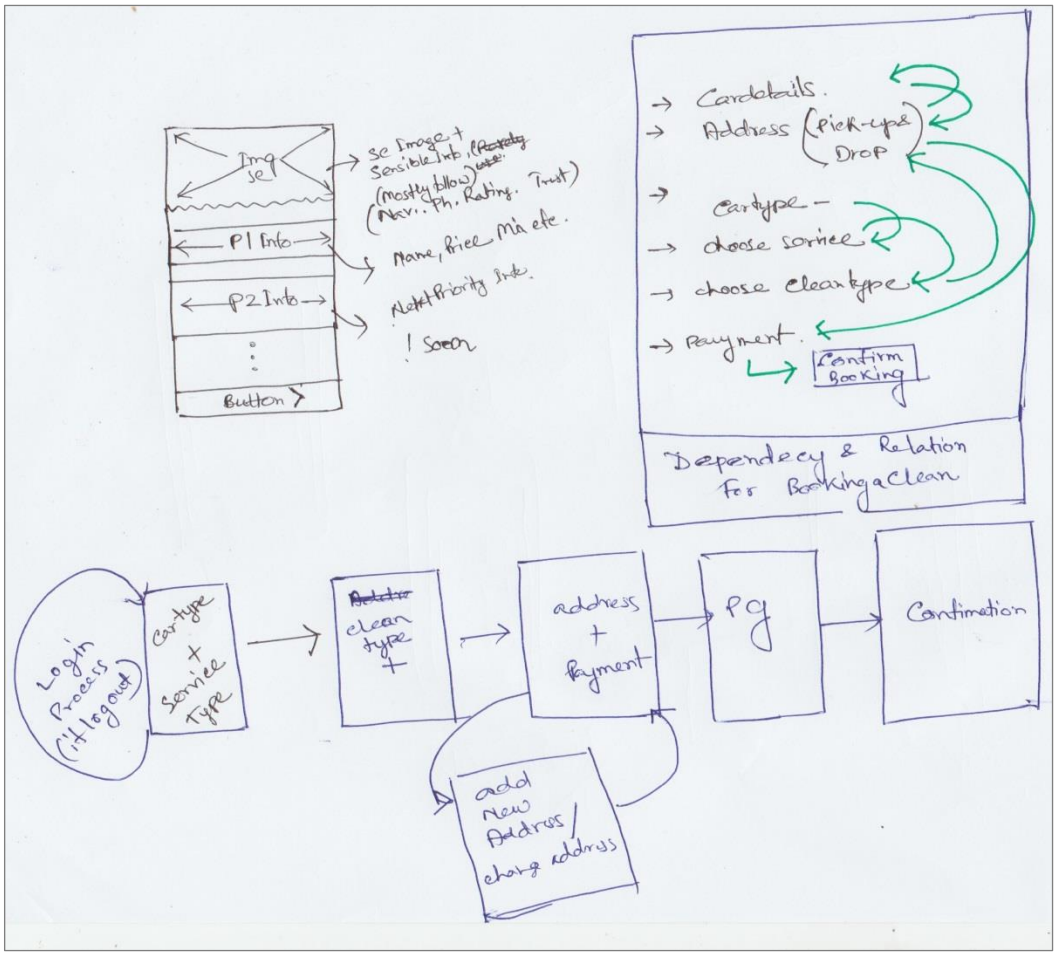


Work Flow for Idea I

Conceptualization – Idea II

Idea II – Card Based Solution

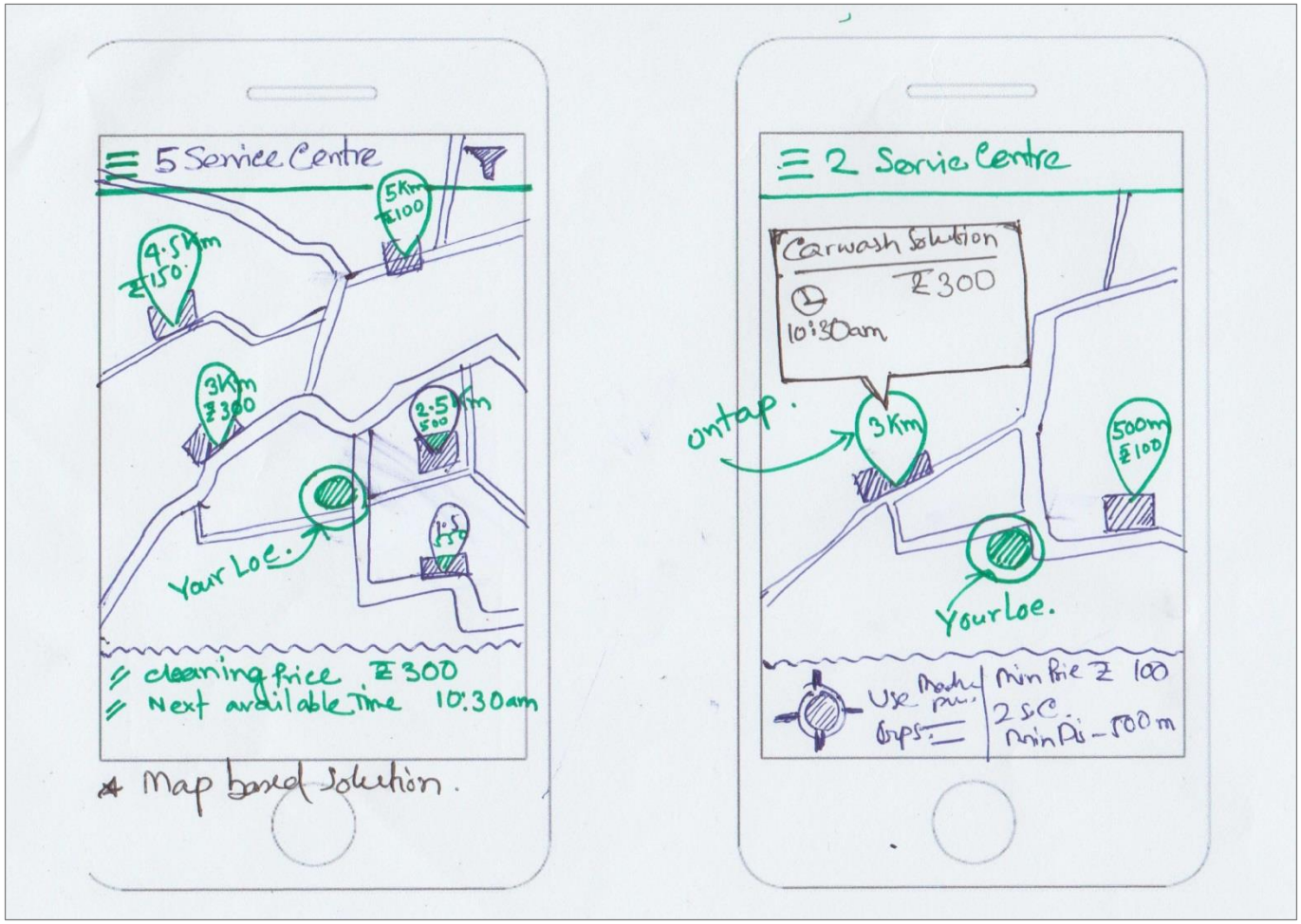




Initial Sketches of the idea and Work Flow

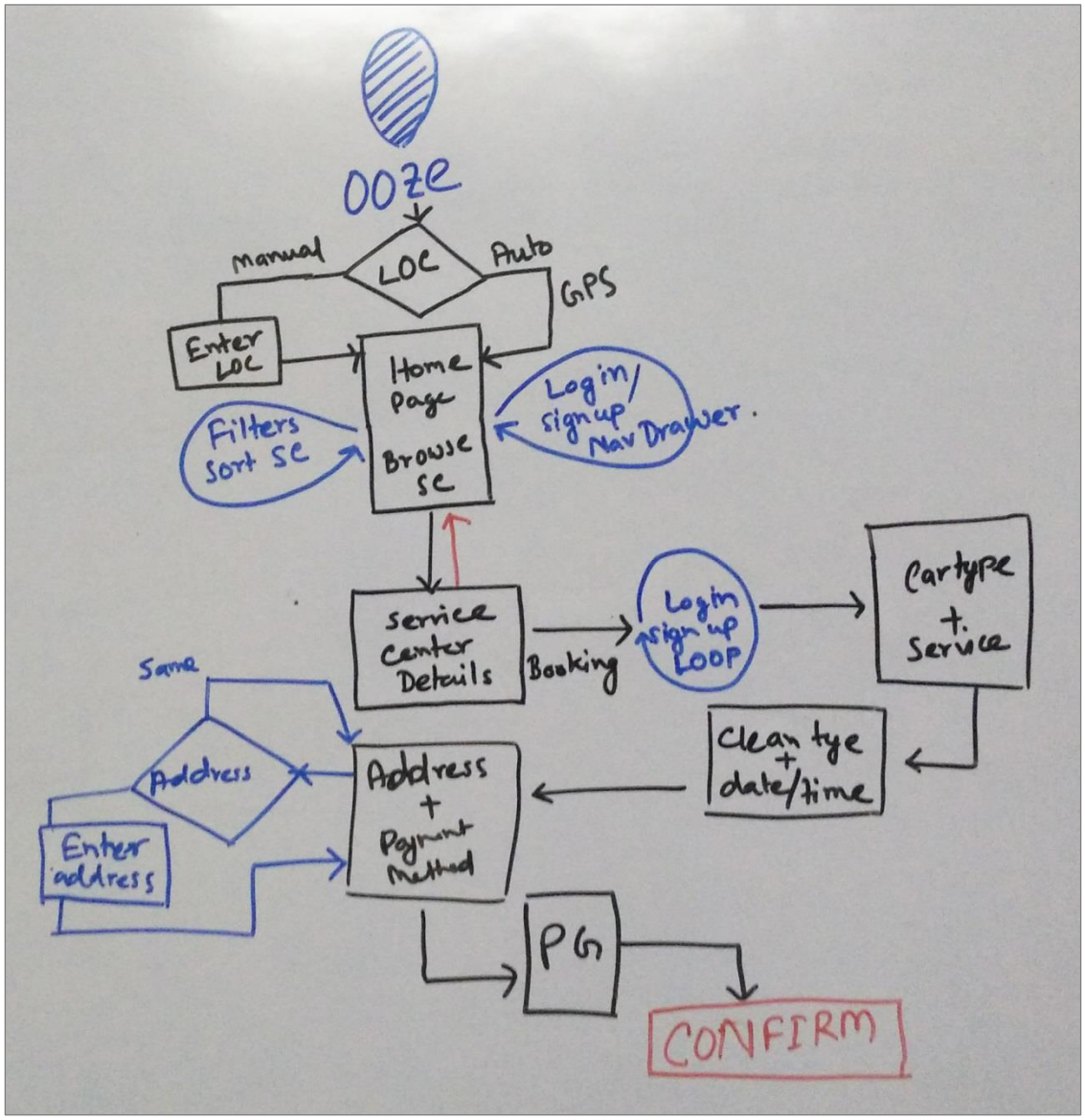
Conceptualization – Idea III

Idea III – Map Based Service Centre Searching



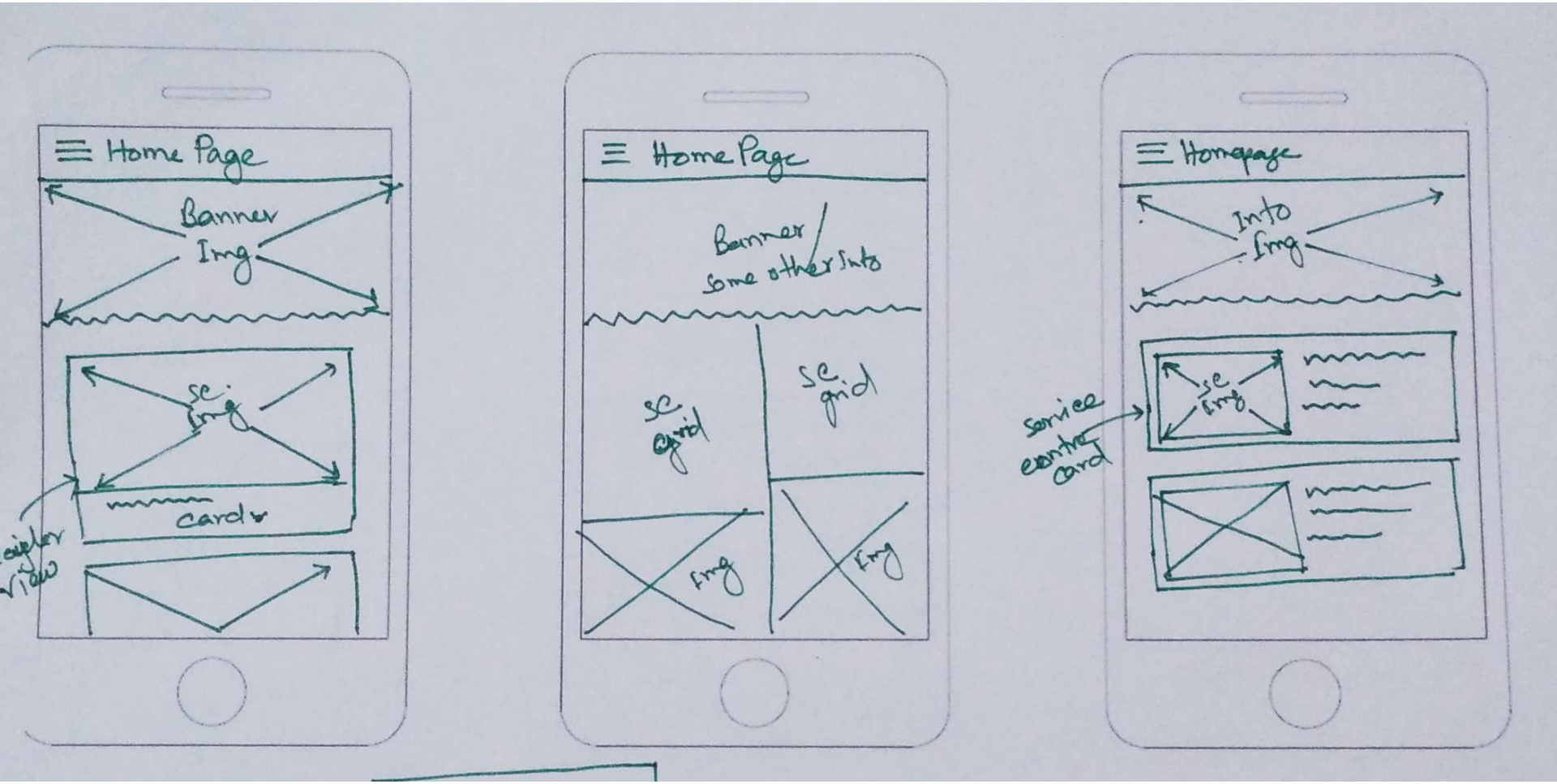
Initial Sketches of the idea

Idea II – Task Flow for Pick-up and Drop



Concept Evaluation and Detailing

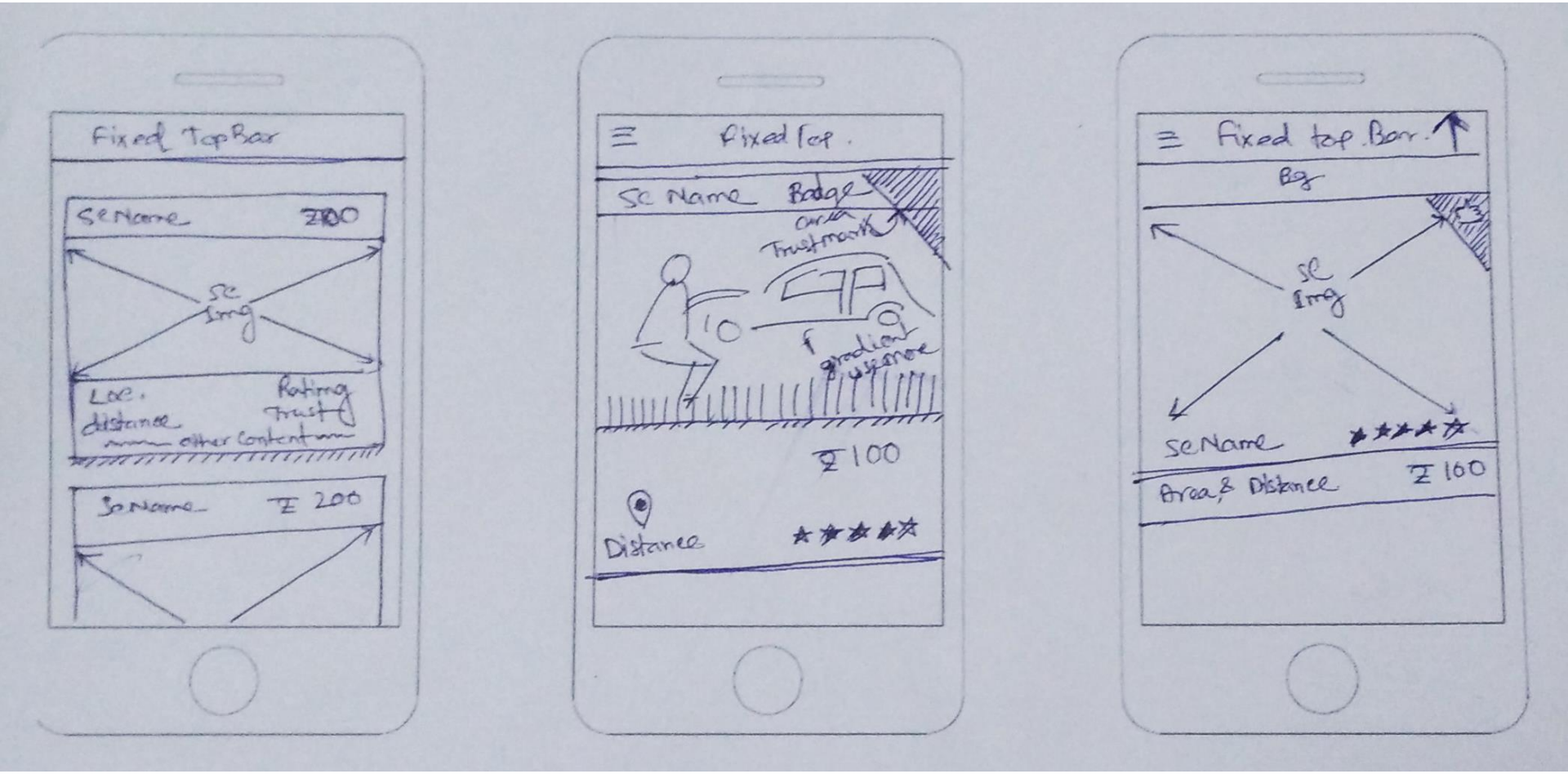
Idea II – Chosen Based on Usability and User Behavioural Aspects



Design Detaining: Experiments on Grid View and Card View
Sketches of Idea II

Concept Evaluation and Detailing

Idea II – Detailing on Recycler View



Detaining: Finalization & Recycler View
Sketches of Idea II

Final Prototype

Assumption: Users are already logged in into the system (ooze app)
Task-flow Described: User is selecting Pick-up and Drop services
Chosen Medium: Mobile Platform
Tools Used: Photoshop
Design Component: Most Icons downloaded from 3P Website
Design Guideline: Follow Android Material Design Guidelines

Prototype Link

https://invis.io/467ANFASX

Note to Use (Important):
Required tap on launcher screen to initialize
Wait in Location Detection and Payment gateway page to pop next UI automatically
Fist Service Center Card is active to proceed further at Home Screen

ooze

Thank You!