01   MOBILE APP

Swift Wash Laundry

Project Overview

The Swift Wash Laundry App is a comprehensive solution designed to streamline the laundry service experience for users. It focuses on creating a clean and intuitive visual design and interactive prototypes to facilitate easy booking and tracking of laundry services.

The app's primary goal is to provide a seamless and visually pleasing user experience while simplifying the laundry management process.

### Project Duration

April 2023- June 2023

Target Audience

Students

Working Professionals
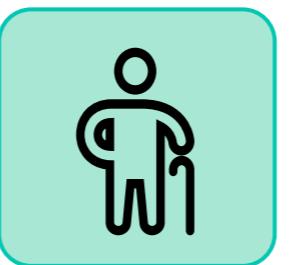
Senior Citizens

Problem Statement

In our increasingly fast-paced and demanding world, individuals are confronted with the challenge of juggling numerous responsibilities, from work and studies to family and personal commitments. As a result, they often find it difficult to allocate time and energy for essential yet time-consuming chores, such as laundry. The Swift Wash App seeks to address this issue by offering a convenient and efficient solution. By streamlining the laundry process and providing a hassle-free experience, the app empowers users to reclaim their valuable time, reduce the burdens of daily chores, and focus on more pressing priorities while ensuring their laundry needs are met.

Solution
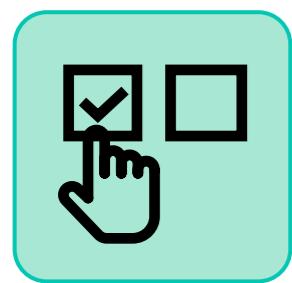
|				
Selecting Services of your Choice	Scheduling Pick ups & Drops	Real time Notifications & Alerts	Real time Order Tracking	Normal/Expess Delivery Options

Design Process

Empathize > Define > Ideate > Design > Test
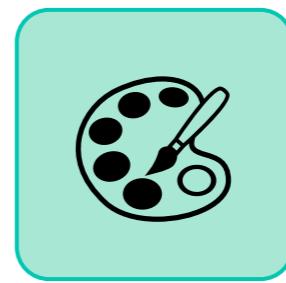
User Personas

Alisha Thakur
Persona- College Student

About

Alisha is a second-year college student pursuing a degree in computer science. She lives in the hostel. It provides laundry facilities, but it's always crowded. She has to spend a lot of time waiting for her turn, which leaves her with no time for her studies. Sometimes she has to wash her clothes by hand.

As a college student she has a busy schedule. She spends most of her time attending classes, studying, spending time with her friends and exploring the city. Due to her tight schedule, she finds it challenging to do her laundry.

Age	20
Gender	Female
Occupation	Student
Location	Bangalore
Living	Hostel
Monthly allowance	Rs.8K-10K

Frustrations

- Not having enough time to do laundry
- Fear of losing or damaging clothes

Goals

- Save time and avoid the hassle of doing laundry
- Have clean clothes readily available when needed and maintained without any damage

Rakesh Kumar
Persona- Working Professional

About

Rakesh is a working professional who lives in Bangalore. He works as a software engineer in a leading IT company. He has a busy work schedule which makes it difficult for him to find time for household chores like laundry. He typically does his laundry once a week, usually on the weekends. He prefers to use washing machine, but he does not have enough time.

Sometimes he stresses about not having clean or ironed clothes for an upcoming event or meeting. He spends most of his free time in relaxing, watching movies, reading and feels lazy about doing his laundry during this time.

|	
Age	30
Gender	Male
Occupation	Engineer
Location	Bangalore
Living	Apartment
Monthly Salary	Rs.70,000

Frustrations

- Not having enough time to do laundry
- The frustration of dealing with tough stains by himself
- Running out of clean clothes

Goals

- Save time and avoid the hassle of doing laundry
- To have clean and fresh clothes without spending too much effort

User Persona

Key Features
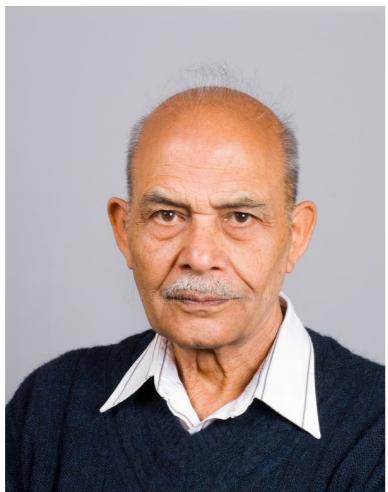
Ramesh Sharma
Persona- Senior Citizen

About

Ramesh is a retired govt employee who lives in Bangalore with his wife. His children have moved to another city to pursue their careers. He is a simple and content man who leads a healthy and active lifestyle. He also enjoys reading and staying updated on current affairs. He doesn't have much knowledge about mobile

apps but uses basic apps to stay in touch with his family. His wife manages most of the household chores, including the laundry. However, as they are getting older, it is becoming increasingly difficult for them to do all the laundry by themselves.

Age	65
Gender	Male
Occupation	Retired
Location	Bangalore
Living	House
Monthly Pension	Rs.40,000

Frustrations

- Difficulty in managing household tasks independently
- Frustrated by the physical effort required to do laundry

Goals

- To save time and energy
- To have clean clothes without having to put in a lot of physical effort
- To manage laundry independently

1. Schedule Pick up Time & Address

2. Schedule Delivery Time & Address

3. Tracking Laundry Status

4. View Services and Prices

5. Express Delivery

6. Accessibility Features for Senior Citizens

Design System

Branding

The Swift Wash logo features a representation of a washing machine drum enclosed within a circular frame. The washing machine is filled with swirling water, capturing the essence of the laundry process.

The water forms a graceful and rhythmic pattern, symbolizing the efficiency and cleanliness associated with the Swift Wash mobile laundry app.

Swift Wash
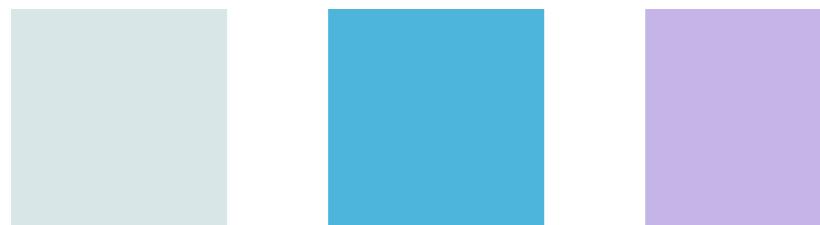
Color Palette

#DAE6E9   #4CB6DB   #C5B4E5   #9DDDF2

Illustrations Colour Palette
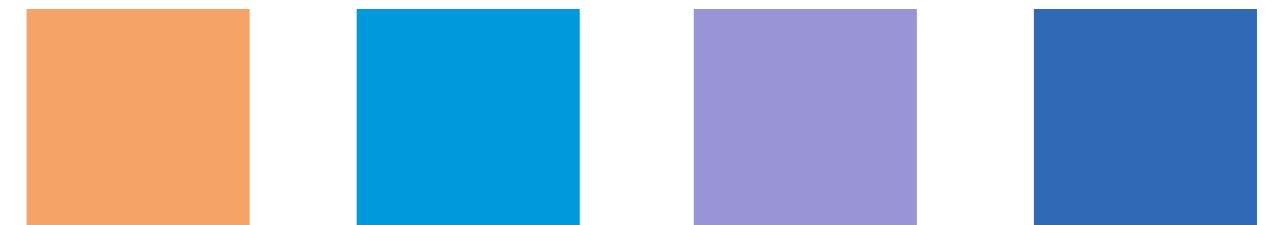
#F5A367   #0098DC   #9A94D7   #3168B4

Typography

Rubik

Aa | Aa | Aa
Medium | Regular | Light

Rubik Medium 22 px   Rubik Regular 18 px   Rubik Light 18 px

Rubik Medium 19 px   Rubik Regular 19 px

Rubik Medium 18 px   Rubik Regular 14 px

Rubik Medium 15 px   Rubik Regular 15 px

Icons

Components and Elements

Select Pick up Day and Time

| MON 12/05 | TUE 13/05 | WED 14/05 |

| 9 am-12 pm | 12 pm-3pm |
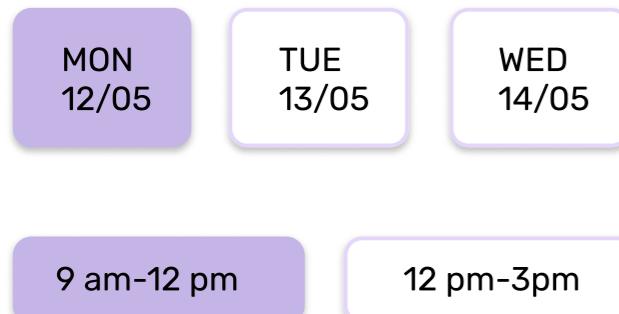
Delivery Type

| Normal | Express |

Buttons

Button

Button
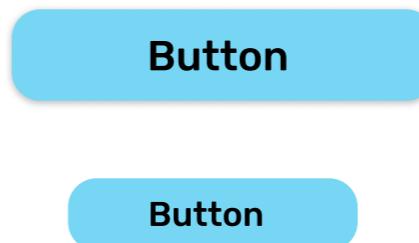
Navigation Field

Onboarding Screens

Onboarding screens are like a friendly guide when you first use an app. They show you around, explain how things work, and make it easier for you to get started, so you feel comfortable using the app. They're like a quick introduction that helps you feel confident and understand what the app can do for you.

Select our Laundry Services

Choose from a range of laundry services to suit your needs

Schedule Pickup & Delivery

You can schedule laundry pickups and deliveries at your convenience

Track your Order

Keep tabs on your laundry journey with our real-time order tracking feature

Ready to simplify your life? Just tap 'Get Started' and say goodbye to laundry hassles

Get Started

UI Design

Home Screen

11.15

🏠 Home ⌄

22,Vadarpalya,Hennur Gard..

Hello Nisha,

Choose a Service

Wash and Fold	Steam Iron

| Dry Cleaning	Stain Removal

Flat 25% off on First Order

View All Offers →

● ● ● ● ●

Function:

Serves as the main hub where users can access essential features, select services, view promotions, and navigate to other sections of the app.

Order Configuration

11.15

← **Wash and Fold** ⌄

Search

T-shirts
Price ₹ 15
− 05 +

Pants
Price ₹ 40
− 05 +

Shirts
Price ₹ 30
− 04 +

Dresses
Price ₹ 80
− 02 +

Skirts
Price ₹ 70
− 02 +

18 items   **Total Cost ₹ 695.00**

Next
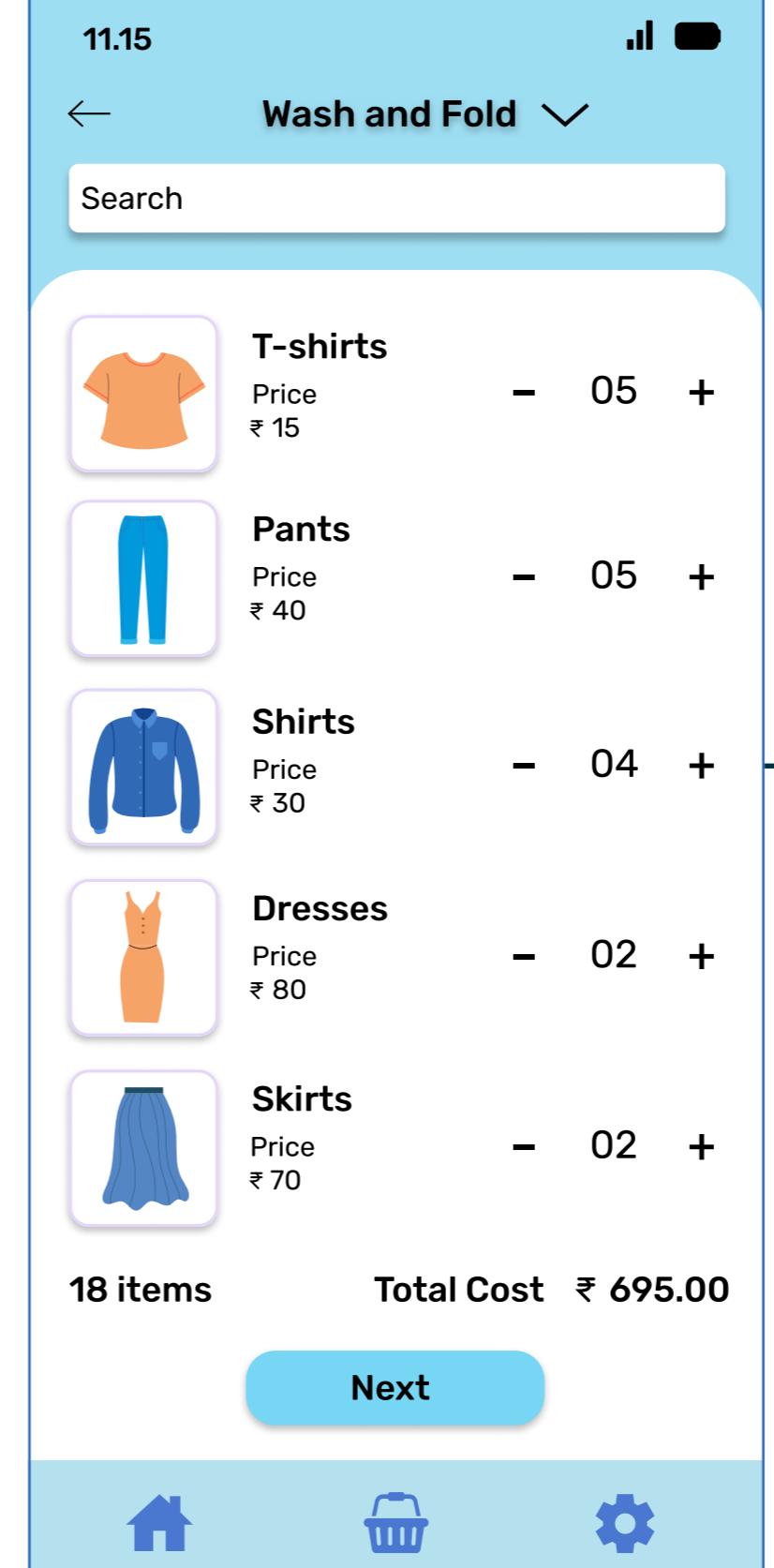
Function:

Enables customers to fine-tune their laundry orders. Users can easily specify the quantity of clothes, and customise them, all while the dynamic pricing display ensures real-time cost awareness.

UI Design

Pickup and Schedule

Screen 1: Pickup and Delivery

11.15
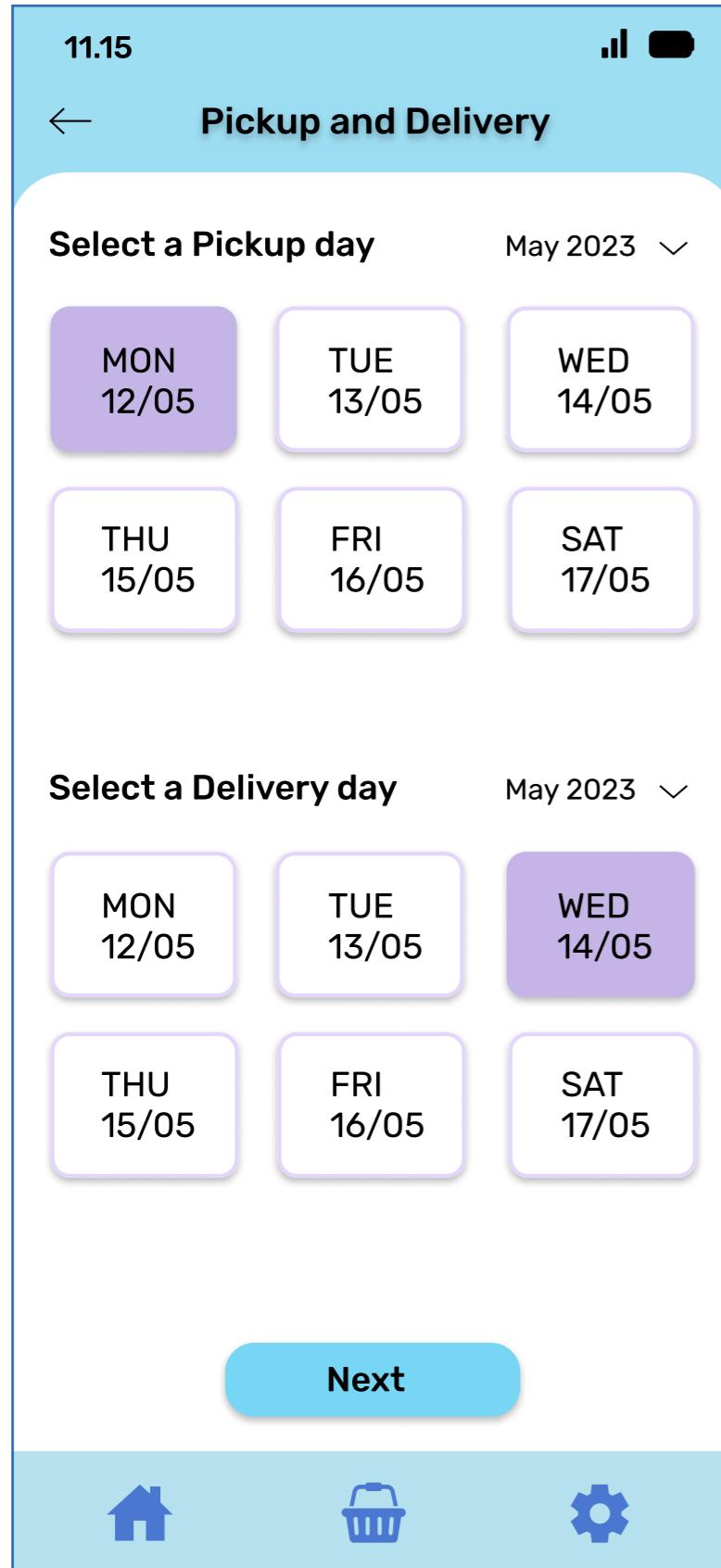
← **Pickup and Delivery**

Select a Pickup day   May 2023 ⌄

| MON 12/05 | TUE 13/05 | WED 14/05 |
| THU 15/05 | FRI 16/05 | SAT 17/05 |

Select a Delivery day   May 2023 ⌄

| MON 12/05 | TUE 13/05 | WED 14/05 |
| THU 15/05 | FRI 16/05 | SAT 17/05 |

Next

Screen 2: Delivery Type and Time Slot

11.15
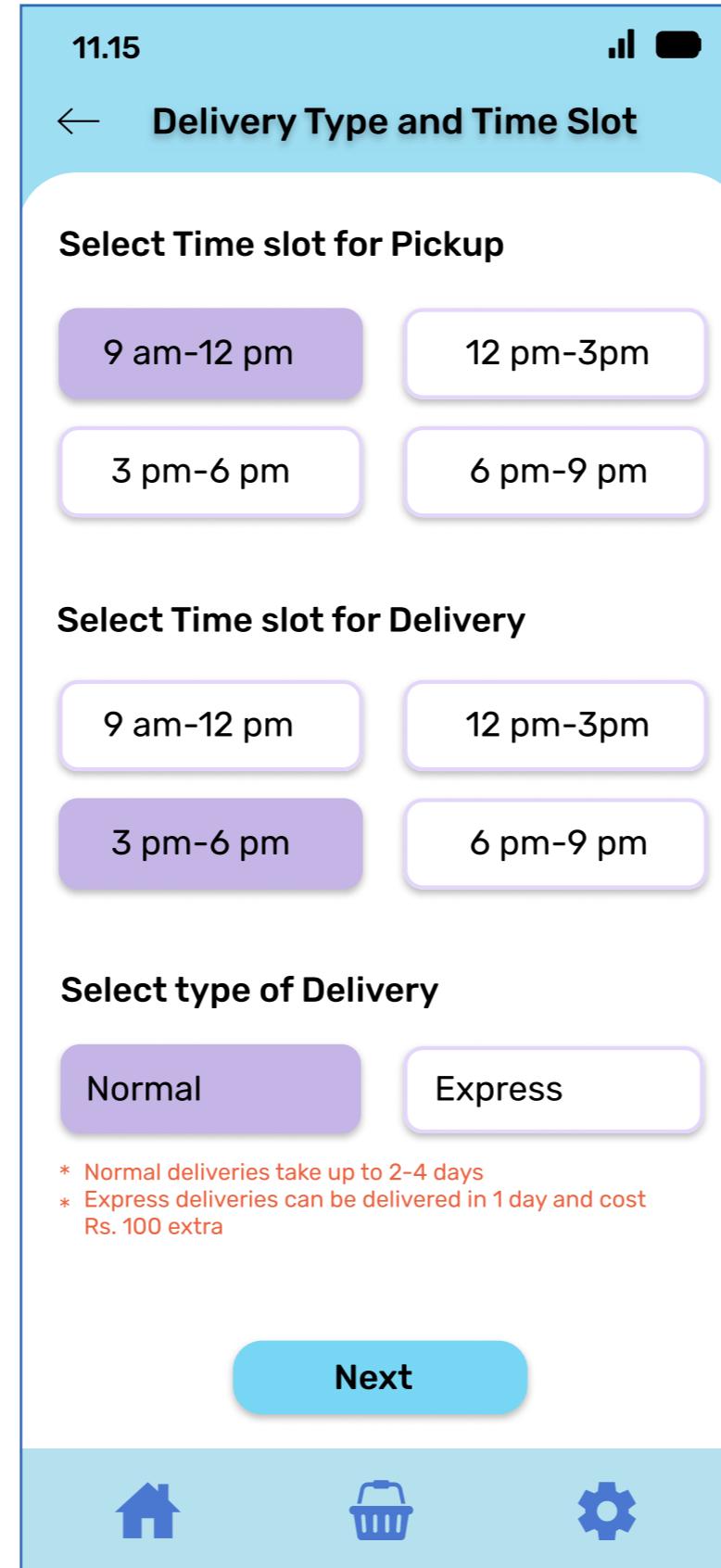
← **Delivery Type and Time Slot**

Select Time slot for Pickup

| 9 am-12 pm | 12 pm-3pm |
| 3 pm-6 pm | 6 pm-9 pm |

Select Time slot for Delivery

| 9 am-12 pm | 12 pm-3pm |
| 3 pm-6 pm | 6 pm-9 pm |

Select type of Delivery

| Normal | Express |

* Normal deliveries take up to 2-4 days
* Express deliveries can be delivered in 1 day and cost Rs. 100 extra

Next

Function:
Allows users to efficiently coordinate the logistics of their laundry service. Users can conveniently choose the desired date and time for the pickup of their clothes, providing them with a personalized and flexible scheduling experience.

11

UI Design

Order Review

Address and Order Details

Pickup Address

22,Vadarpalya,Hennur Gardens, Kalyan Nagar, 403401

Delivery Address

22,Vadarpalya,Hennur Gardens, Kalyan Nagar, 403401

Order Details

Services	Wash and Fold
Number of items	20
Delivery type	Normal
Pickup & Delivery day	12 and 14 May
Time slot (Pickup)	9-12 pm
Time slot (Delivery)	3-6 pm
Pick up & Delivery Charges	₹ 30.00
Govt Tax & Others	₹ 40.00
Total Cost	₹ 765.00

Edit

Add any additional requests ＋

Place Order

Function:

Users can input or confirm their delivery address, review their selected laundry services, and make any necessary adjustments before finalizing their order.

Order Confirmation

Confirmed
Order placed, sit back and relax

Service Type
Wash and Fold

Pick up Date and Time
12 May, Monday, 9 to 12 pm

Delivery Date and Time
14 May, Wednesday , 3 to 6 pm

Pick up and Drop Location
22,Vadarpalya,Hennur Gardens, Kalyan Nagar, 403401

Proceed to pay

Function:

Provides a comprehensive summary of the confirmed order, including selected services, pick-up and delivery dates, and the location.

UI Design

Payment

Payment Options

18 items Total: ₹ 765.00

Preferred Payment

Google pay

UPI

+ **Add New UPI ID**
You need to have a
registered UPI ID

Credit & Debit Cards

+ **Add New Card**
Save and Pay via Cards

More Payment Options

Wallets
Paytm, PhonePe, Amazon Pay..

Order Tracking

11.15

Track Order

Mon, 12 May   Total Amount
Order ID SW1287   ₹ 765.00   Paid ✓

Order Status

Confirmed   10.00
Your Order has been confirmed   12 May

Picked-up   11.00
Your Order has been picked up   12 May

In-progress   14.00
Your Order is now in process   12 May

Shipped   15.00
Your Order is out for delivery   14 May

Delivered
Successfully delivered

Call the Delivery guy
Call him if you have any query

Function:

Users complete the financial transaction for their selected laundry services. This screen securely collects payment details, offers various payment method options, and provides users with a transparent break-down of the total cost.
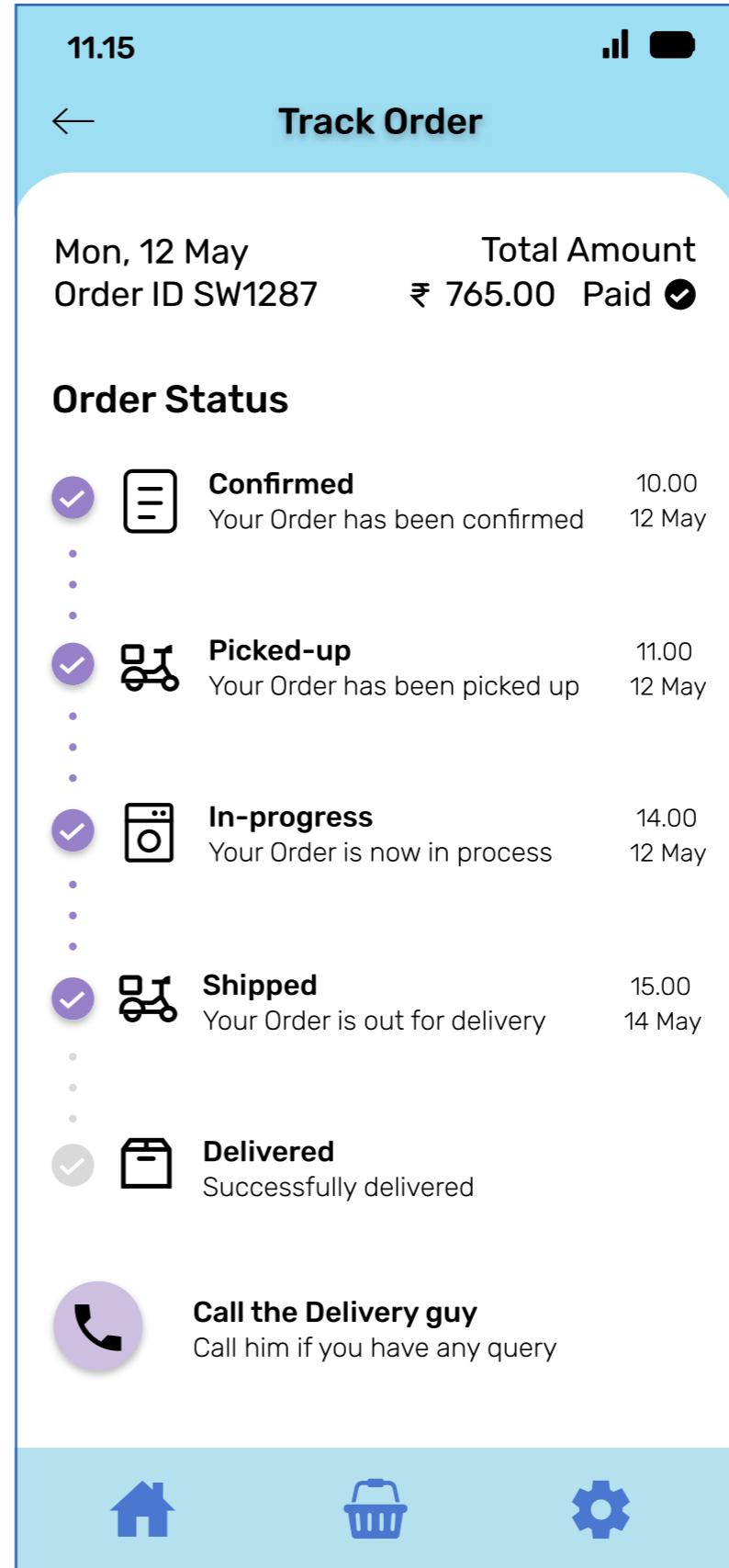
Function:

Users can track key stages such as order pickup, progress, and delivery, providing them with transparency and assurance throughout the entire service process.

Conclusion

In wrapping up my mobile app project for laundry services, I've learned two key things that stand out. First off, I now understand how crucial it is to make technology work smoothly for users. Creating a user-friendly app not only makes laundry chores easier for customers but also adds a much-needed layer of convenience in our fast-paced lives. Learning to focus on user experience and anticipating what customers need has been a game-changer in making a product that goes above and beyond expectations.

This project highlighted how introducing smart solutions can make services more efficient, engaging customers and making operations smoother. It's clear that combining traditional services with modern technology doesn't just meet today's needs; it also opens doors for exciting future possibilities in service-oriented businesses.