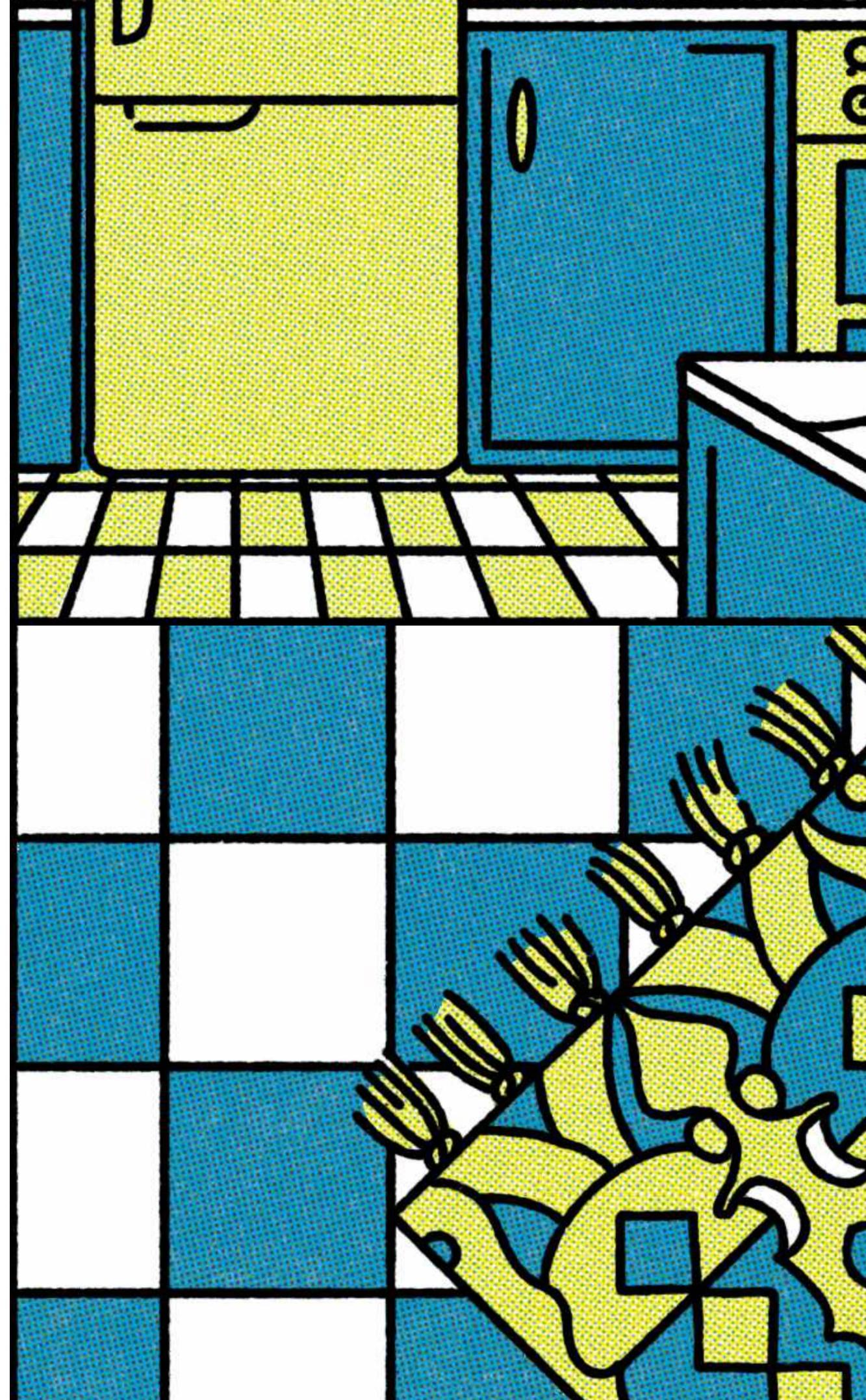


*Lucy Dore*

# Spick & Span

A Native Cleaning &  
Organising App for iOS  
and Android

Sketch / Photoshop / Procreate / Marvel

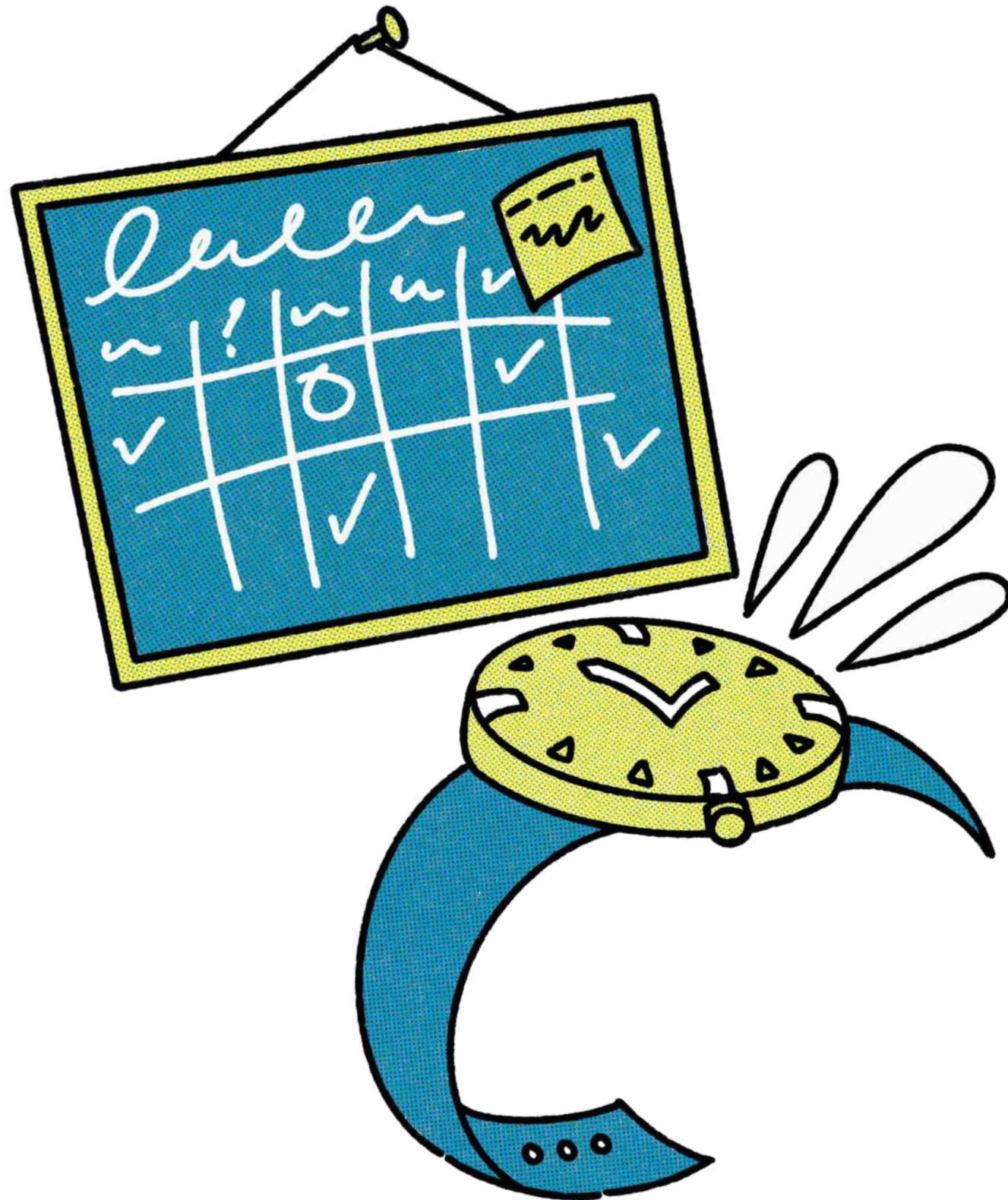


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# Project Overview



I am fulfilling all the project's roles for Spick & Span. That meant that I had to be clear on my timeline and progress. I established a timeline of approximately 35 days of part-time work, and split it up into 11 areas.

## The Challenge

To make a cleaning mobile app using a brief from CareerFoundry, to refine and showcase my ability to design native applications for iOS and Android.

## The Process

My process was to generate the idea for my app, and then create a project proposal setting out my MVP. I then designed user flows to plan its structure, followed wireframes. I then created a style and branding guide to refine my prototypes, before testing them with potential users. Those findings informed my final designs.

## The Goal

To integrate practical cleaning information with a simple scheduling app, which fits within the operating systems' guidelines.

## Design Requirements

Close attention to both operating system's native app guidelines — Android's Material Design documentation and iOS' Human Interface Guidelines

Meets the self determined MVP features

The app is inclusive with accessibility taken into account in design

Haptic feedback and/or sound design

Gestures defined for wireframes

Prototype designed and tested

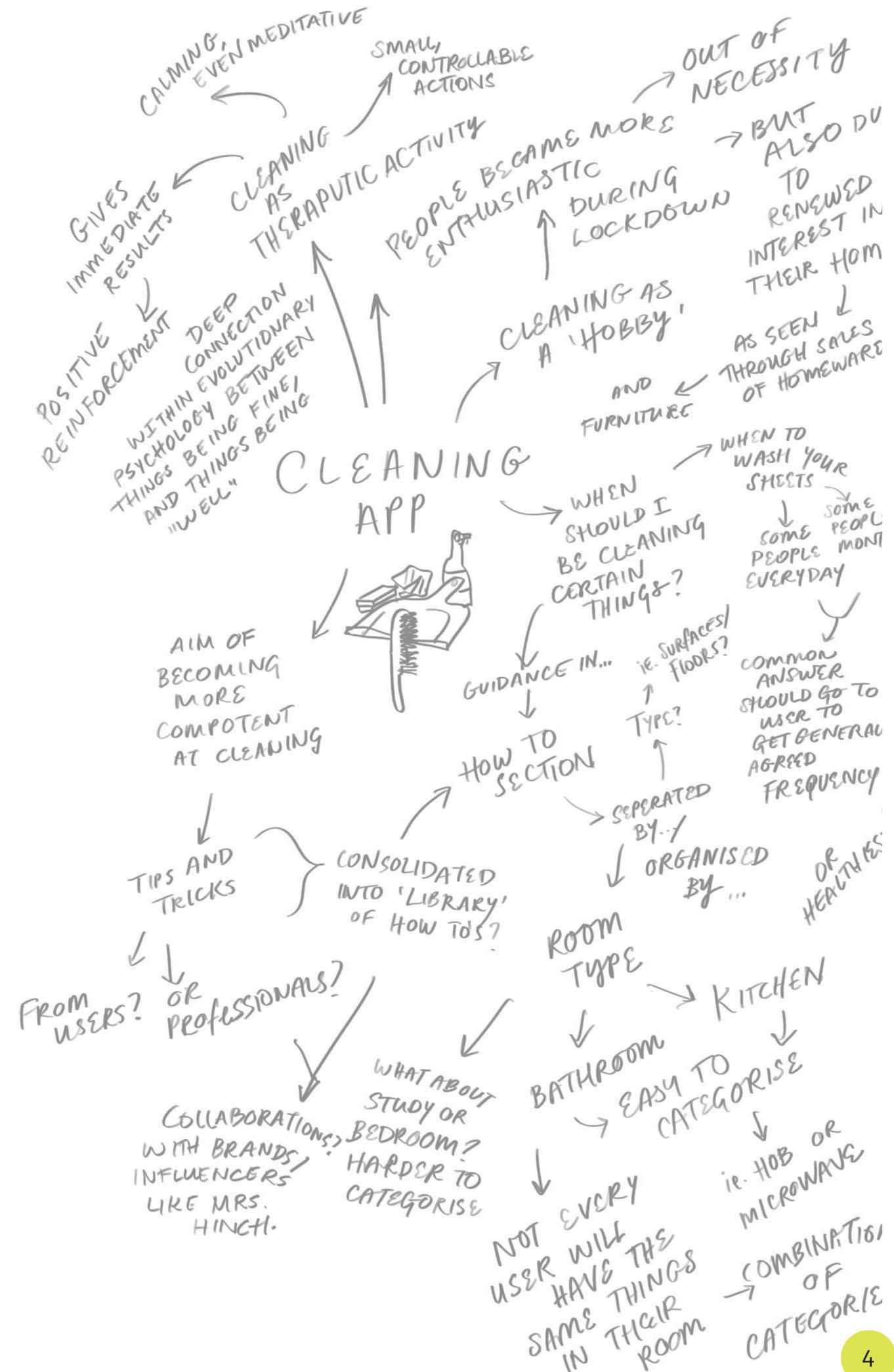
# Idea Generation

Spick & Span came out of an issue that I work hard at overcoming in my life—**organising my cleaning schedule**. I know, in the back of mind, that there are certain things I should be doing once a week or once every 6 months, but like a lot of people, I struggle to keep those intervals in my head, and find myself getting to things way after I should do.

As a person with ADHD and some **organisational issues**, it's important for me to proactively remind myself those daily, weekly or even annual tasks. Initially I thought this might just be a problem for me, but on asking my friends I found that a lot of them wanted to solidify their cleaning routines.

My partner works as a professional cleaner in a hospital setting, and I was interested in their point of view. They pointed out that often they will get asked by friends for tips, and that it's surprising how often **people can lack, or feel that they lack, the knowledge to clean effectively**. They tend to search for the cleaning instructions online, which is something I find myself doing a lot too.

I decided to create an app that I felt **combined two issues** that I had found with cleaning at regular intervals — that is can be difficult to organise or remember a **multi-step routine**, and that often people will **look up or seek outside help** for cleaning tasks as instructions, for motivation, or for confirmation. Spick & Span hopes to **encourage the user** to clean by using a notification function, and ensure that they feel confident in executing that task with its 'How To' section.



# Project Proposal

How can I make an app about cleaning compelling, but not preachy? My approach was to make it modern in aesthetics, and more importantly, focused on usability. This kind of app must be practical, or the user will find how-to's on the internet and use a scheduling app instead.



## Objective

Spick & Span helps users to feel motivated and in control with their cleaning. It gives them simple instructions for different problems (ie. makeup on rug or how to clean a shower cubicle efficiently), and helps them organise their cleaning tasks.

## Context

Cleaning is becoming an increasingly popular subject in video apps, where creators share their tips and talk about the satisfaction of cleaning. But cleaning can often feel like an overwhelming task, especially for people who struggle with their self-care, organisation, or who feel like they don't know how to do it.

## MVP Features

A selection of common cleaning problems and solutions

Setting a reminder to complete a cleaning task

Creating a rota of cleaning tasks

## User Personas

Jazmin Penn, 29, Manchester, UK

Jazmin likes to have an organised, tidy and clean house, but she finds it hard to manage her time. Sometimes her physical needs mean that she finds cleaning challenging.

"I want to use the time that I feel up to cleaning productively... I don't want to be nagged, just encouraged"



Eren Demirören, 36, London, UK

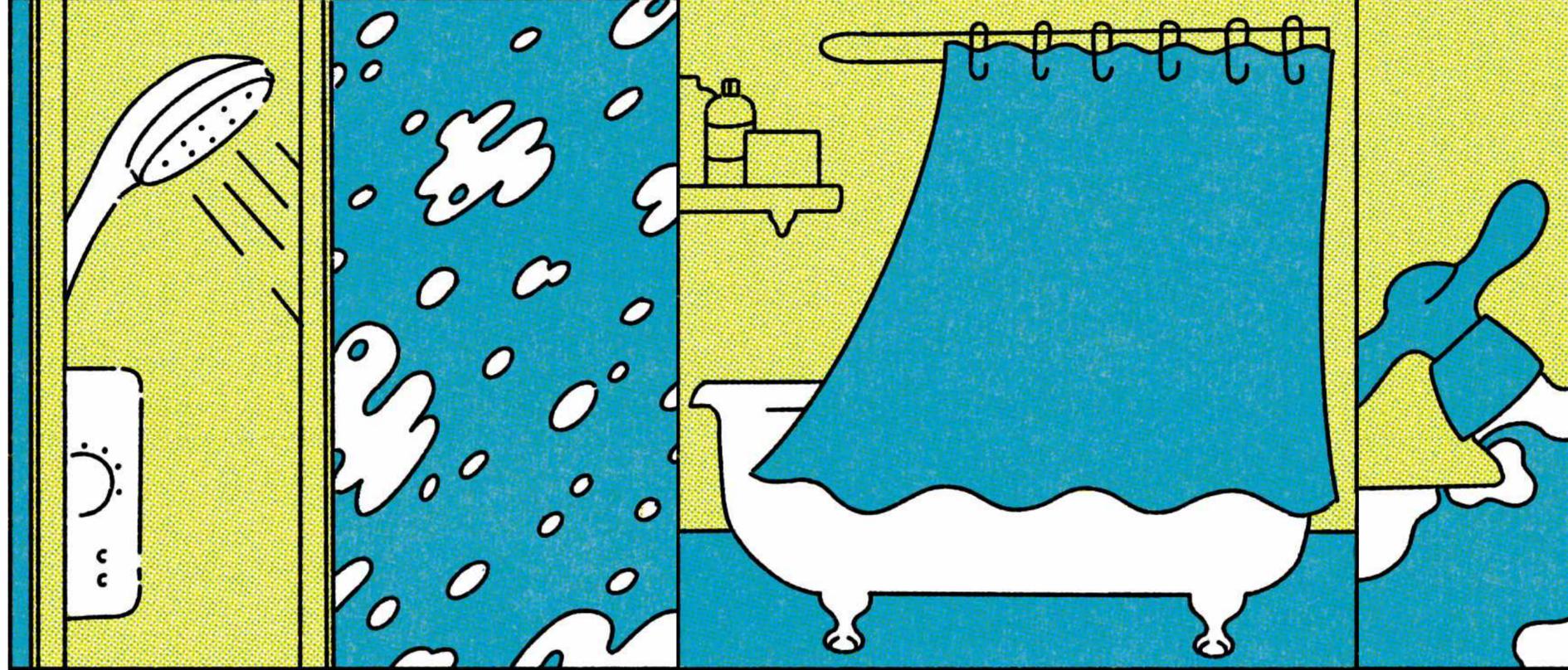
Eren loves to collect things, and his flat is subsequently quite full. He and his partner try and make a chore chart every month or so, but they never really get it to work. He wants a way to keep track of the things he needs to do, and when.

"I want a way to keep track of what I've done, and what I need to do"

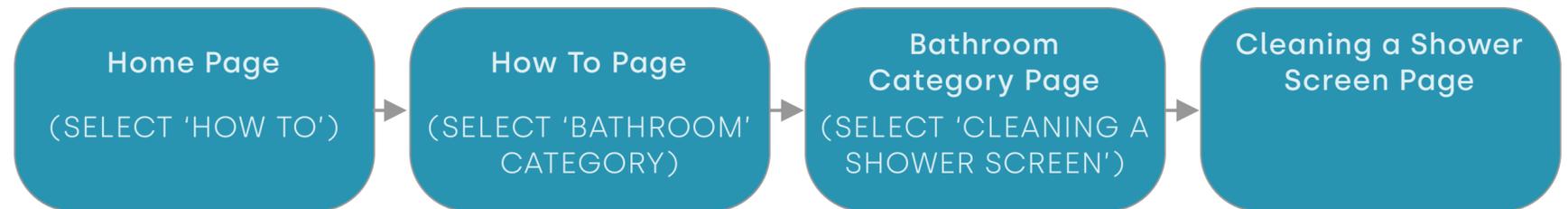


# User Flows

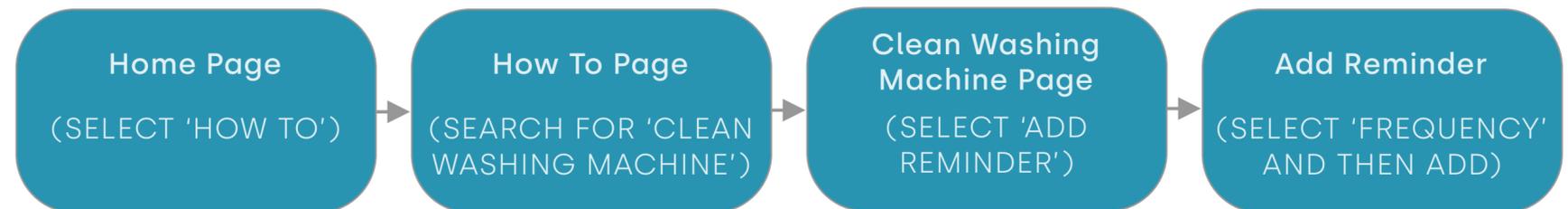
For this project's timescale, I have narrowed the focus of this app to 3 user flows to establish the screens needed to show the most important functionalities that this app will focus on in its first iteration. This affected all areas of the app, and from it I created the sections 'How To' (an encyclopedia of cleaning guides), 'Reminder' (a way to add reminders which became a part of the other 2 areas) and 'Routine' (a calendar with reminders).



I want to find out how to clean something specific  
(clean a shower screen with limescale build up)



I want to remind myself to clean something at a certain interval  
(clean my washing machine)

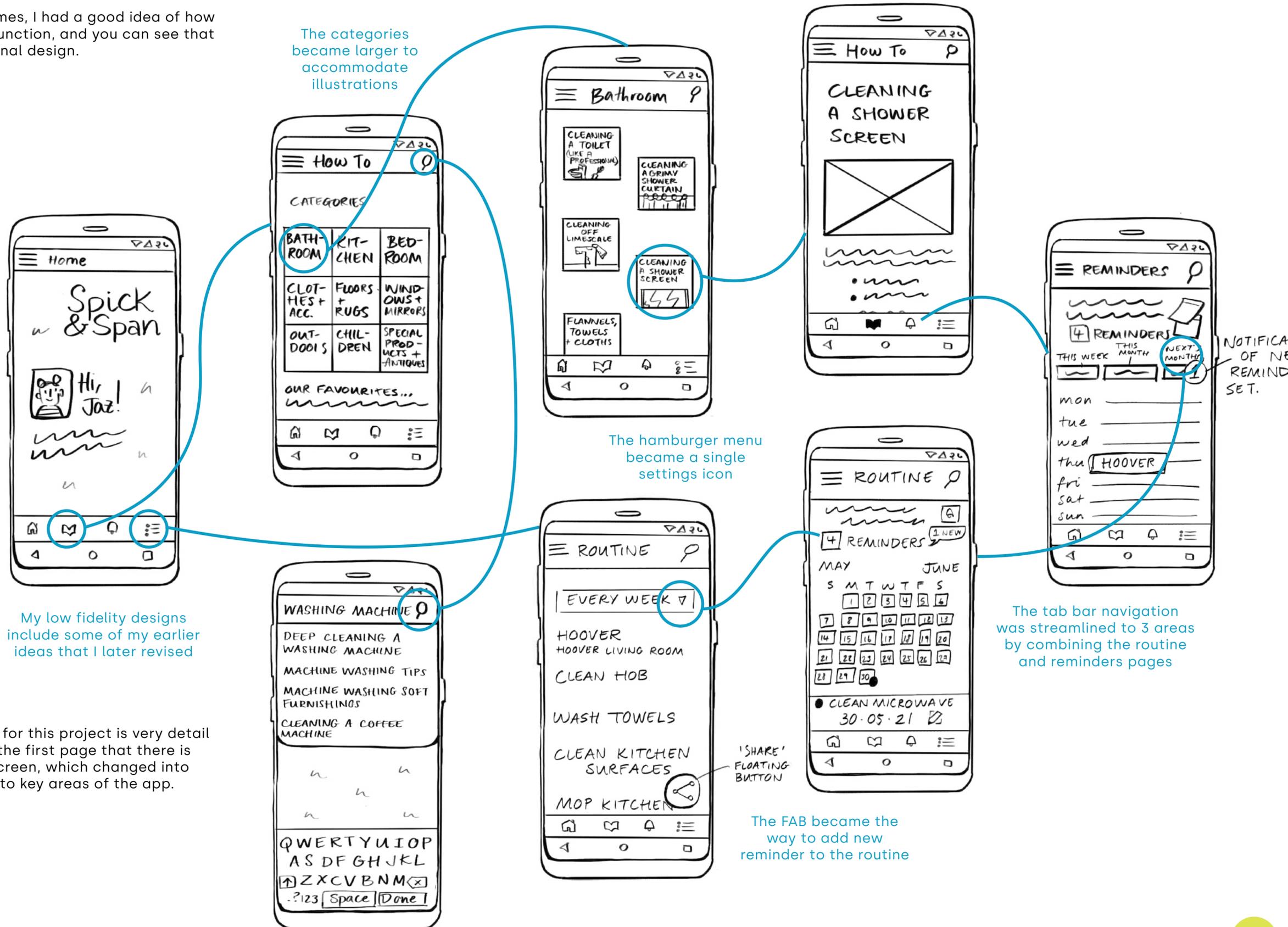


I want to view my monthly cleaning routine



# Low Fidelity Wireframes

At this stage in my wireframes, I had a good idea of how I wanted the user flow to function, and you can see that continuity through to the final design.



The categories became larger to accommodate illustrations

The hamburger menu became a single settings icon

'SHARE' FLOATING BUTTON

The FAB became the way to add new reminder to the routine

The tab bar navigation was streamlined to 3 areas by combining the routine and reminders pages

My low fidelity designs include some of my earlier ideas that I later revised

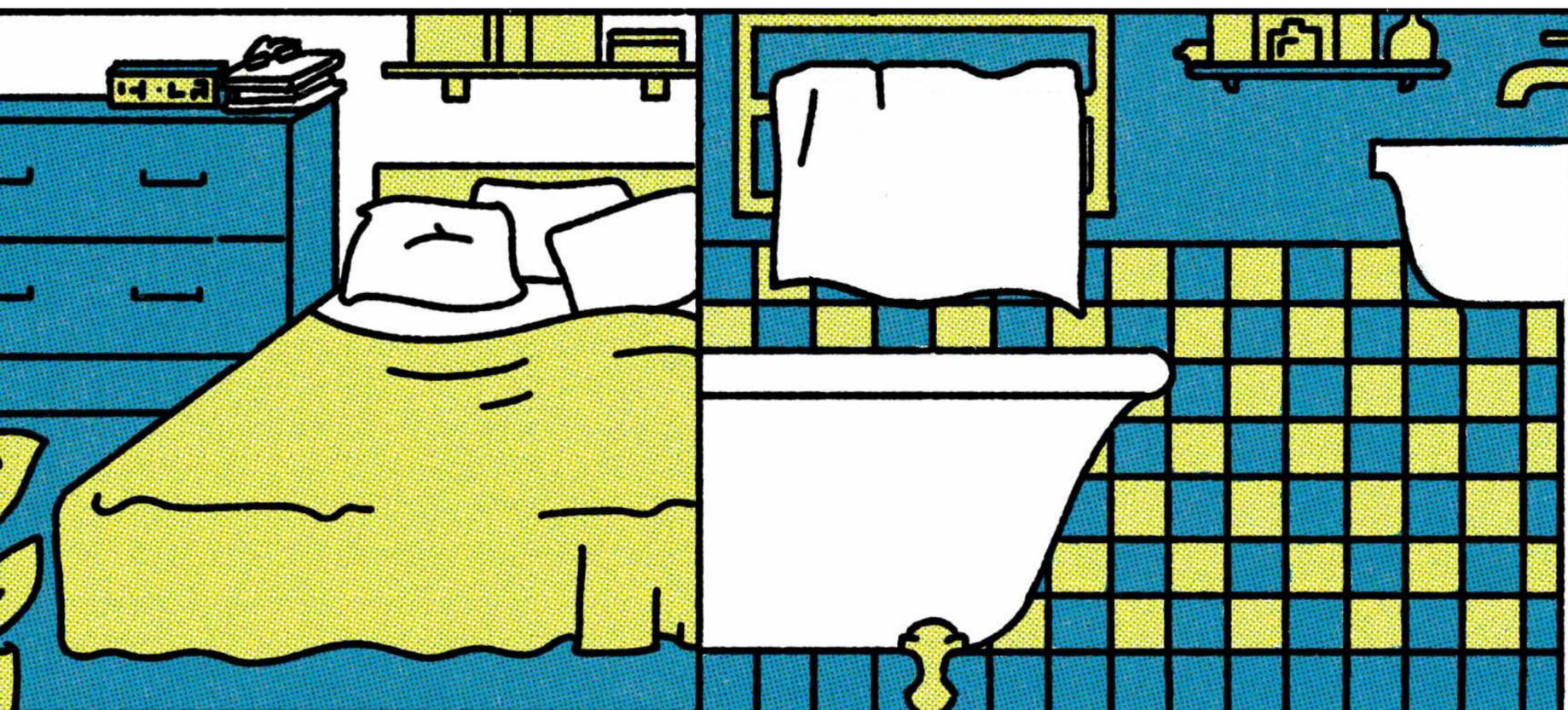
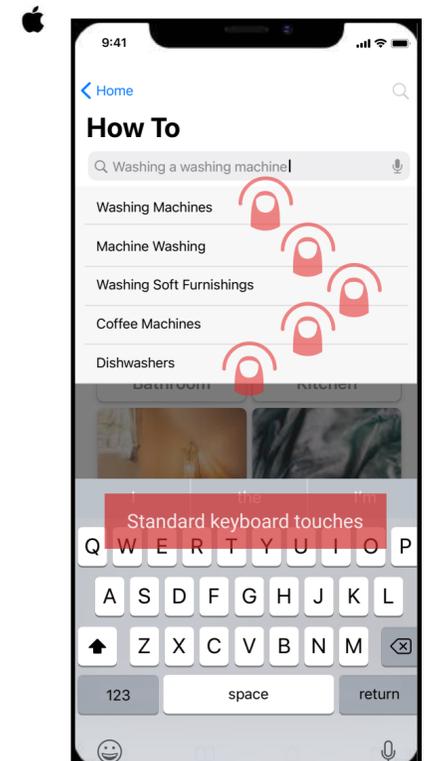
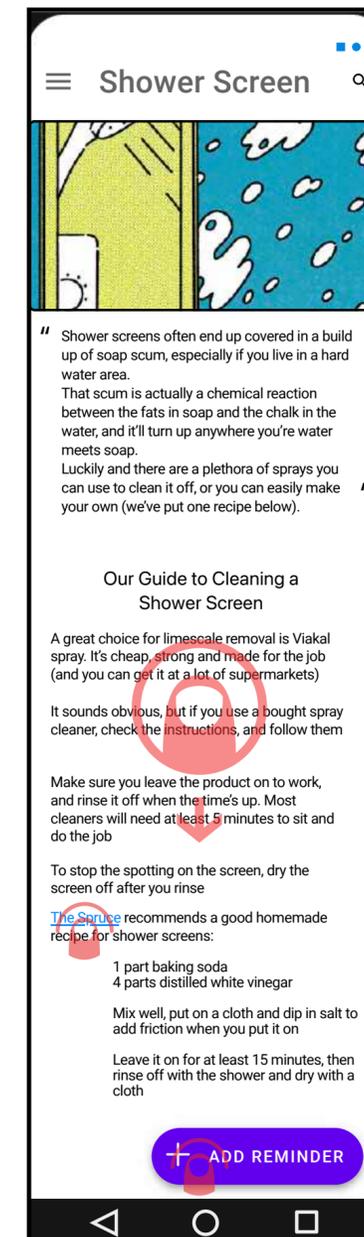
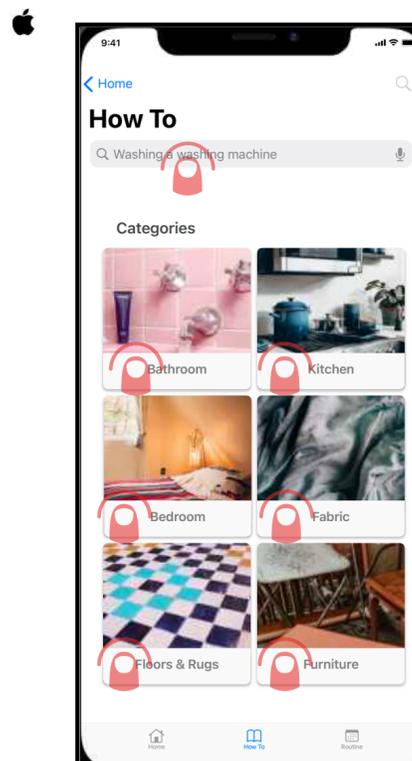
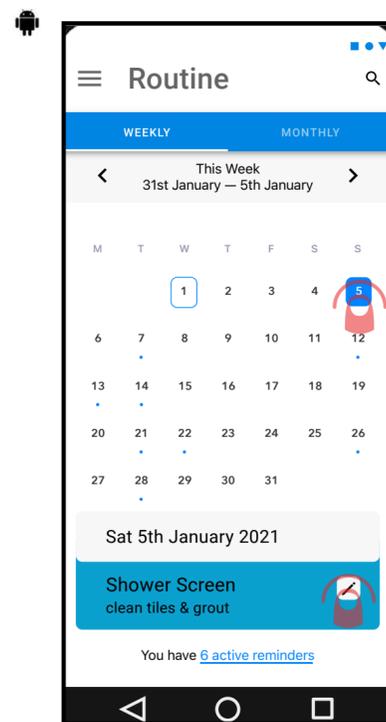
Despite that, my approach for this project is very detail orientated. You can see in the first page that there is architecture for a profile screen, which changed into prompts to direct the user to key areas of the app.

# Mid Fidelity Wireframes With Gestures

Gestures define the user interface, as the literal link between person and product.

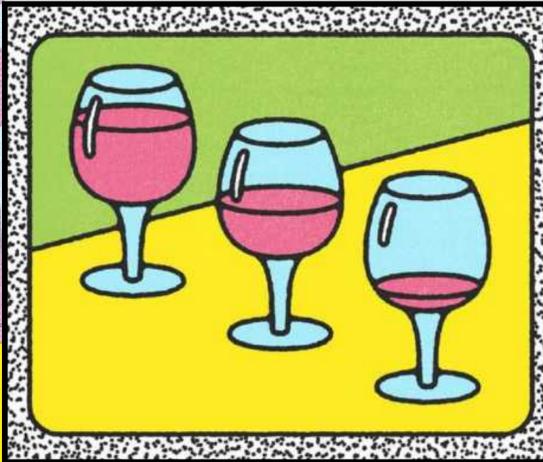
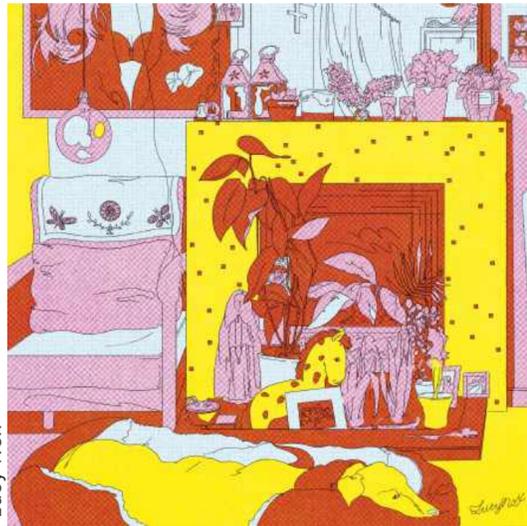
My aim was to use the gestures that the mobile user would be most familiar with in their OS, so the gestures are standard.

However, this was an interesting exercise in terms of ensuring interactive elements' sizing and padding was sufficient.



# Visual Inspiration

The app's style developed from looking at the existing cleaning apps I analysed, and from my visual inspiration (right). I wanted the app to be modern, with an emphasis on solid, bold geometric elements. I combined that with my illustrations, which I made with bold outlines and limited colours to complement the minimal forms.



Retro  
Bright  
Illustrated

# Style Guide & Branding

## Colour Palette



## Logo



## Text

Coolvetica

SF Pro

Roboto

Display

iOS

Android

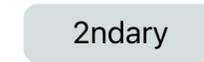
## Components Android

Card



Category

Buttons



Switch



Other Icons



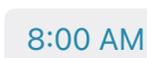
Segmented Controls



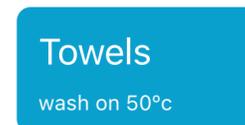
Navigation



Date and Time Picker

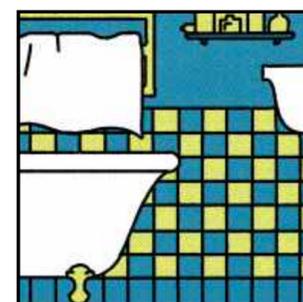


Calendar Entry



## Components iOS

Card



Category

Buttons



FAB



Tab bar



Other Icons



Calendar Entry



Navigation and Icons



# User Testing

I asked 6 people to give feedback on my prototypes, 3 Android users and 3 iPhone users. Something I want to address briefly is that I made both versions of the apps for the largest, newest devices, ie. iPhone 12 Pro Plus and the Pixel 4. This has meant that it was difficult for the testers to get an accurate presentation of the app on their devices because of the dimensions. This is something I want to consider on making my next app.



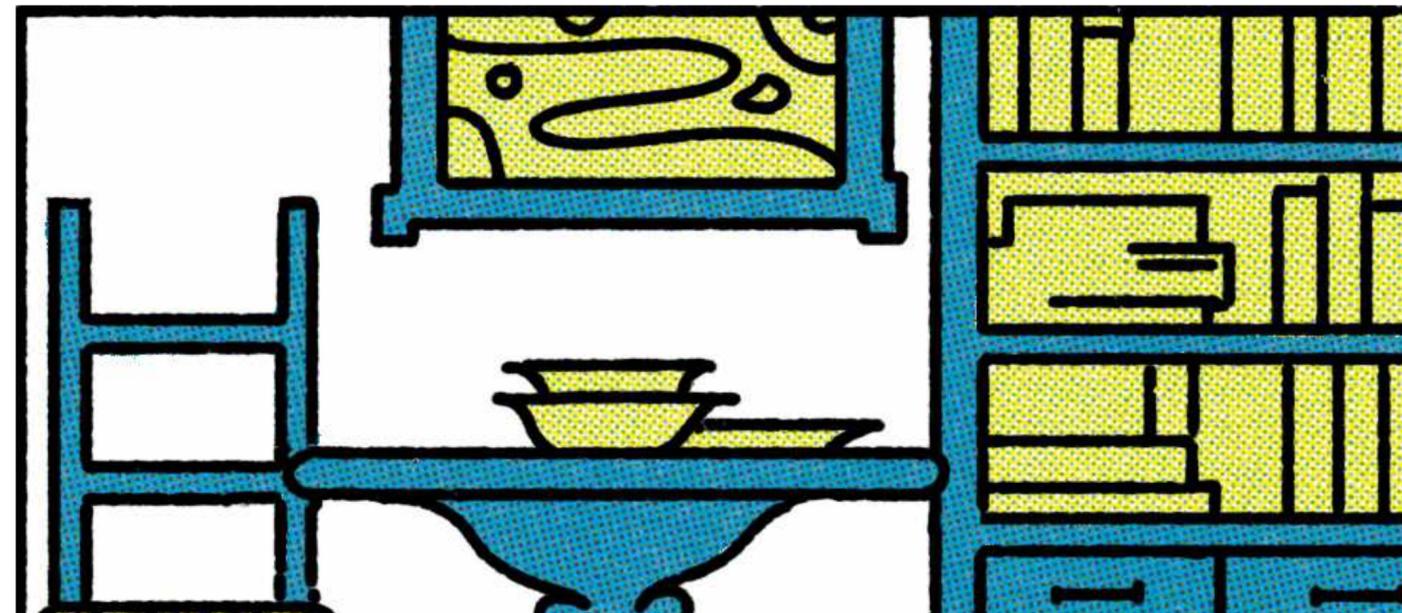
## User Feedback to Prototype

- + Colour Scheme
- + Organisation of Categories
- + Concept
- + Illustrations
- Would like to see how other aspects of the app would work
- Add Animation
- Some adjustments needed to certain components/copy

## Prototype Links

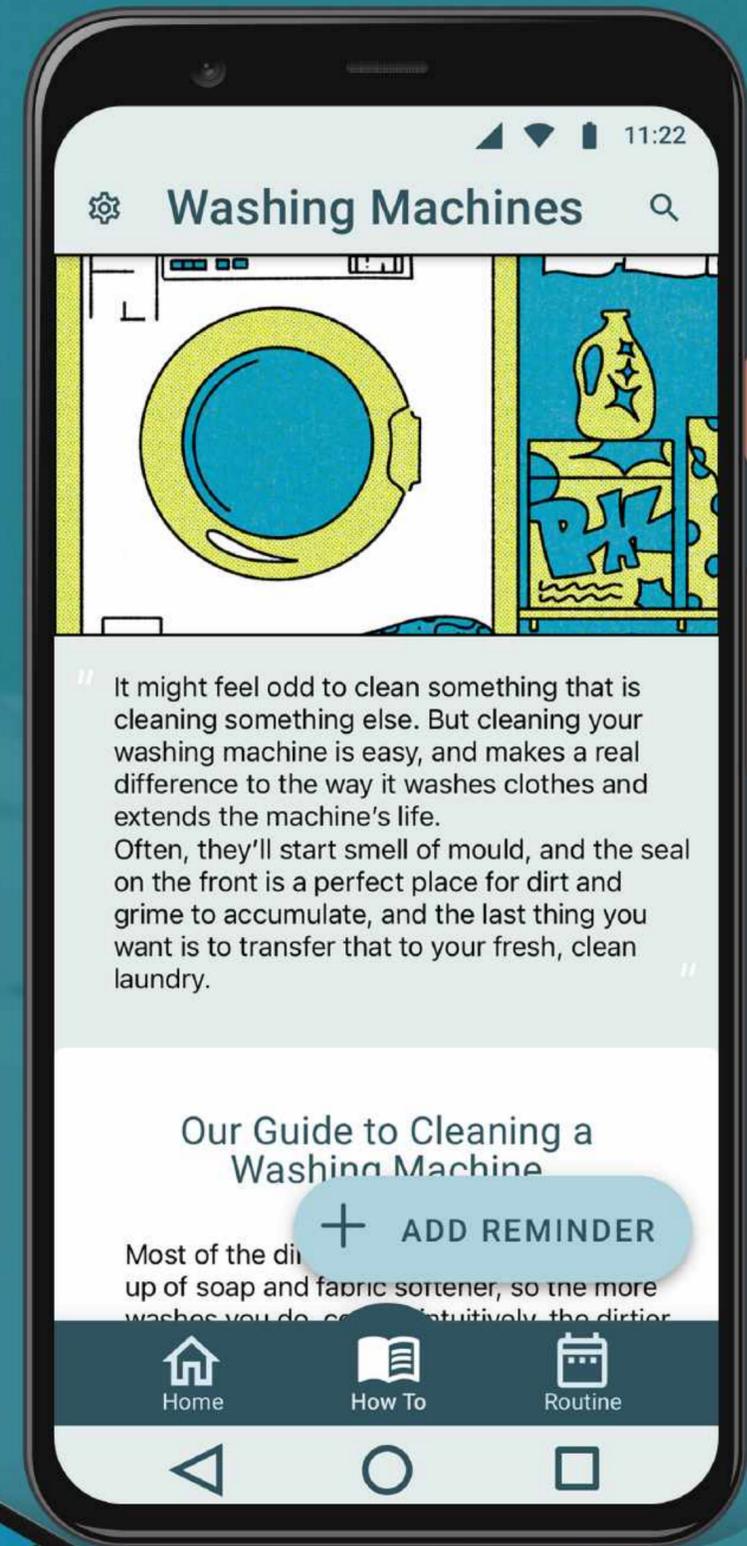
-  <https://marvelapp.com/prototype/1531jhc9>
-  <https://marvelapp.com/prototype/15356eej>

User testing at the finished product stage was interesting to me, and really allowed me to ensure I had double checked my designs. There were a surprising amount of pixel imperfections that I ironed out at this stage.



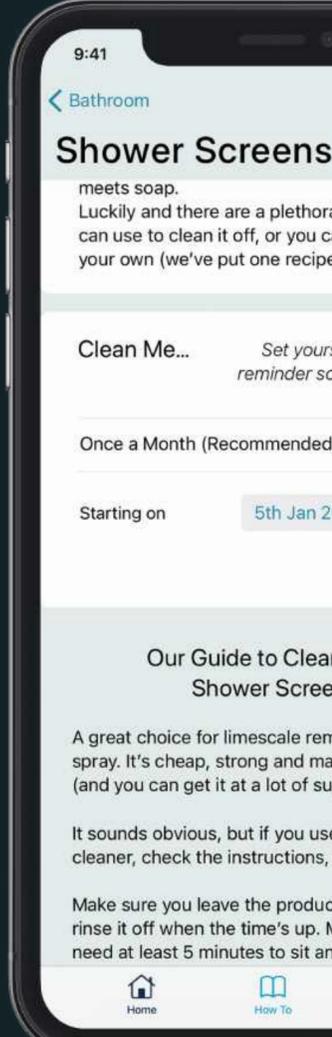
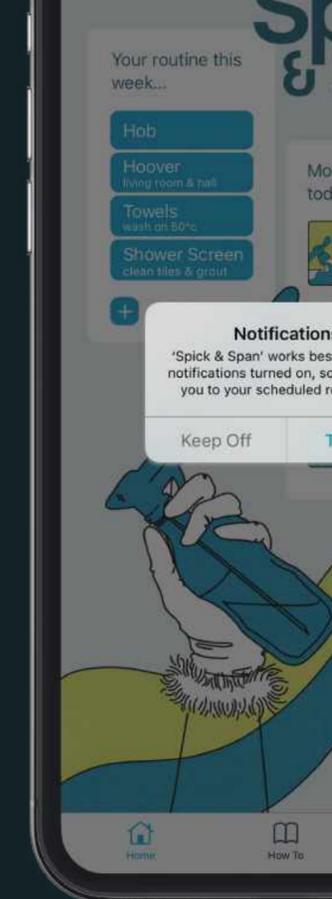
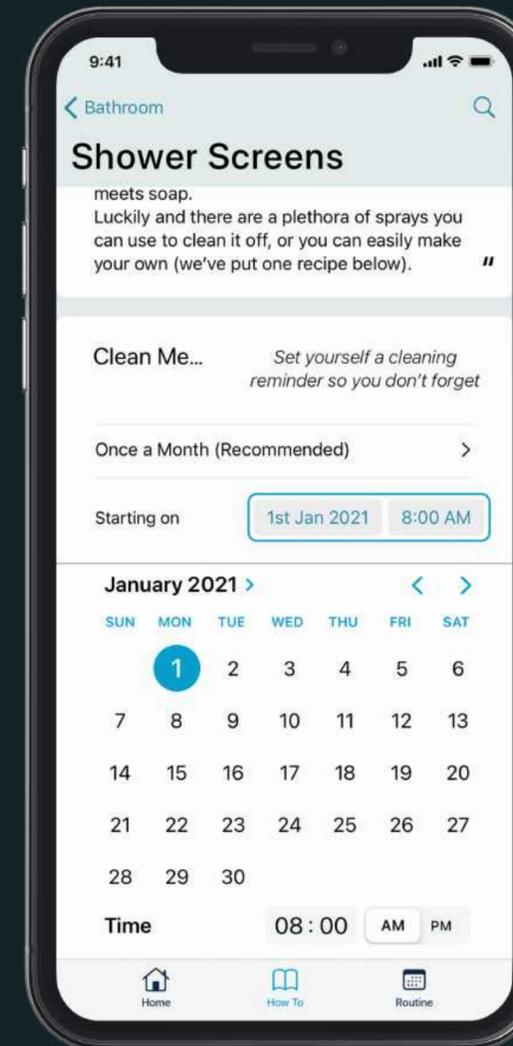
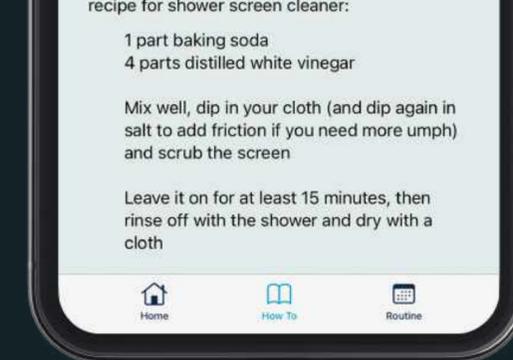
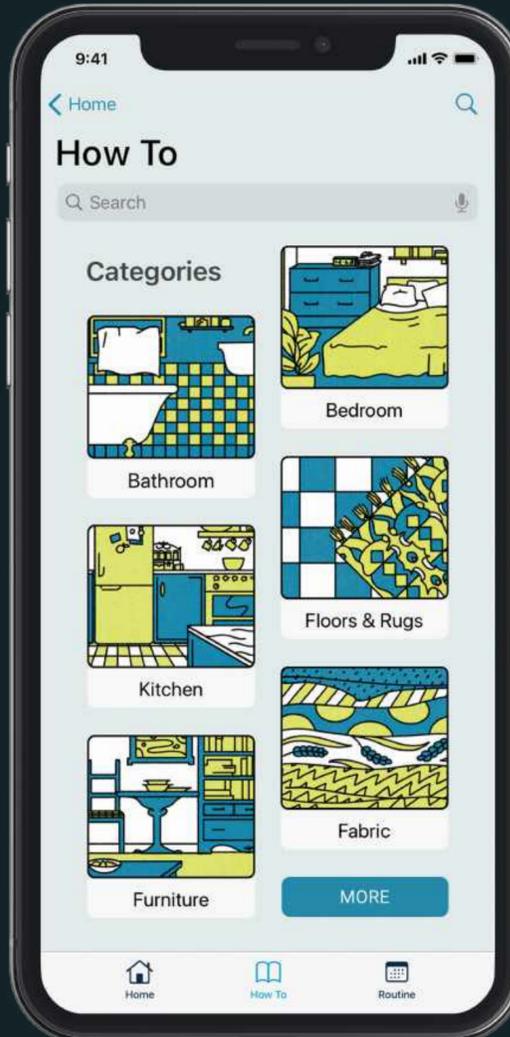
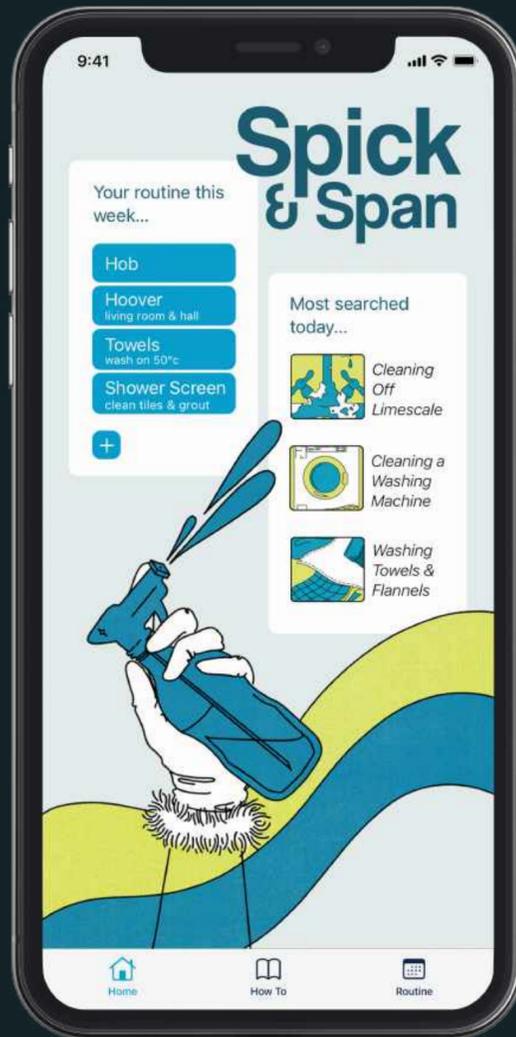
# High Fidelity Wireframes & Retrospective

My finished design has grown in quantity and complexity since my early wireframes. The intricacies of creating a reminder system with calendars, and a complex user input form and modals was an extremely useful way to get into the nitty gritty of the OS guidelines. This was the area that changed the most between the mid and high fidelity wireframes.



# iOS

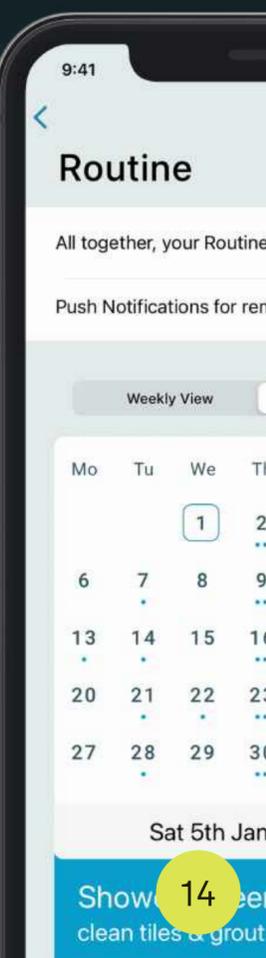
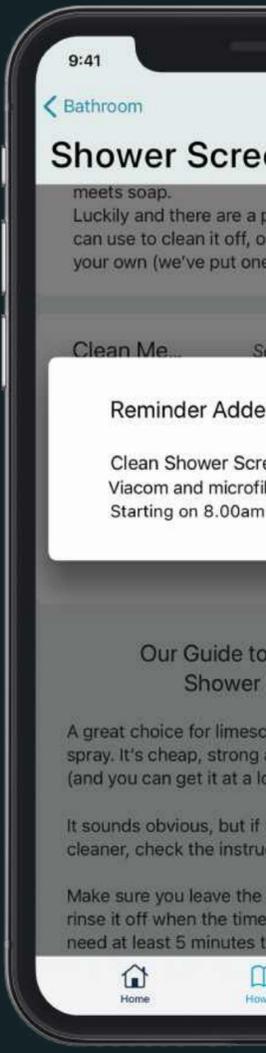
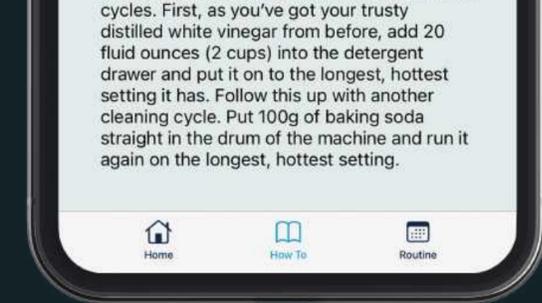
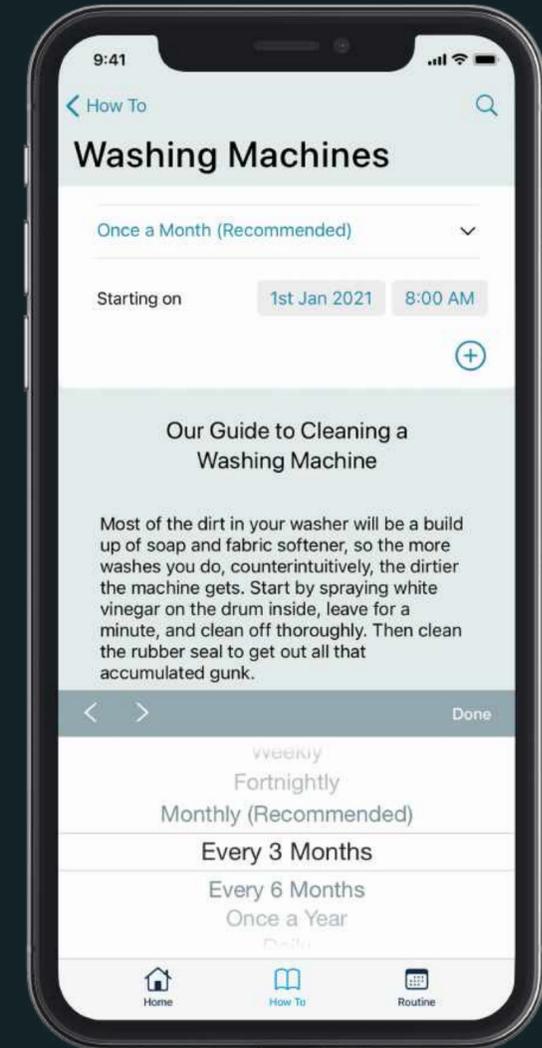
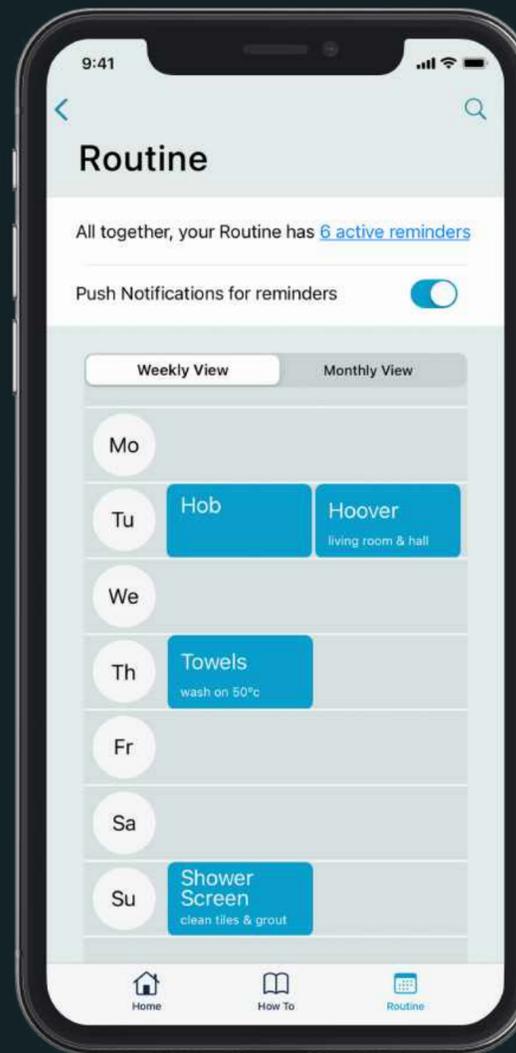
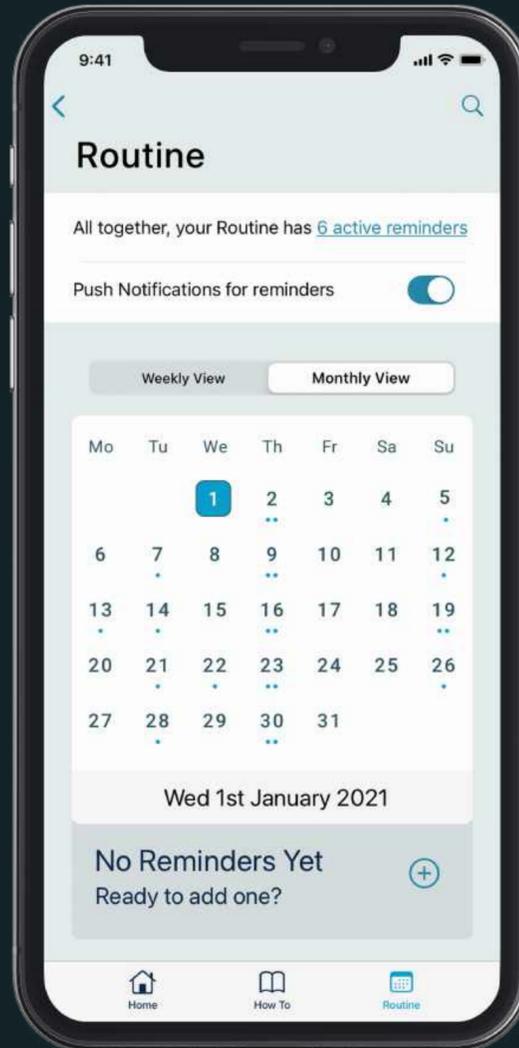
This project was one of my favourite to produce, mainly because I was pleased with the way that the screens were progressing and found that they had the look and feel that I was imagining during my idea generation. I think the first iterations of the design are cohesive, and the illustration style I used fit the design well.



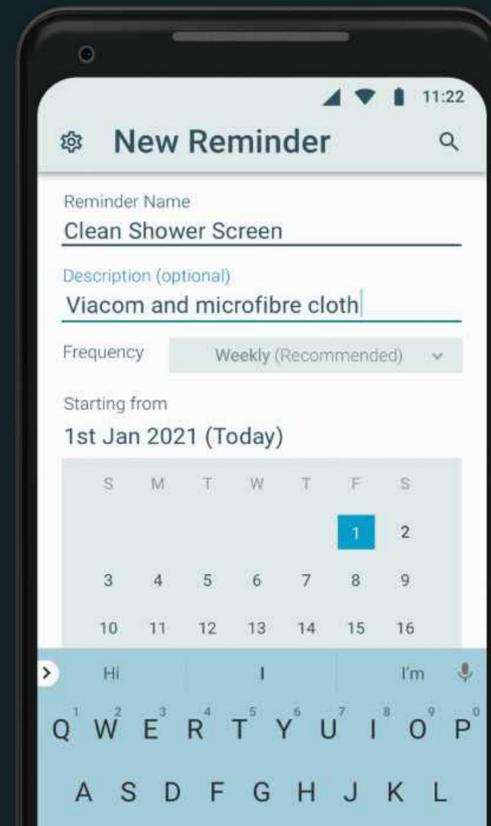
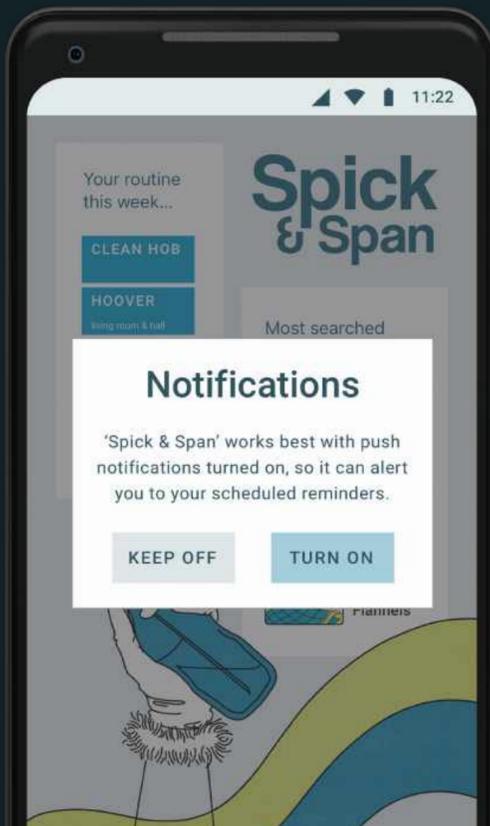
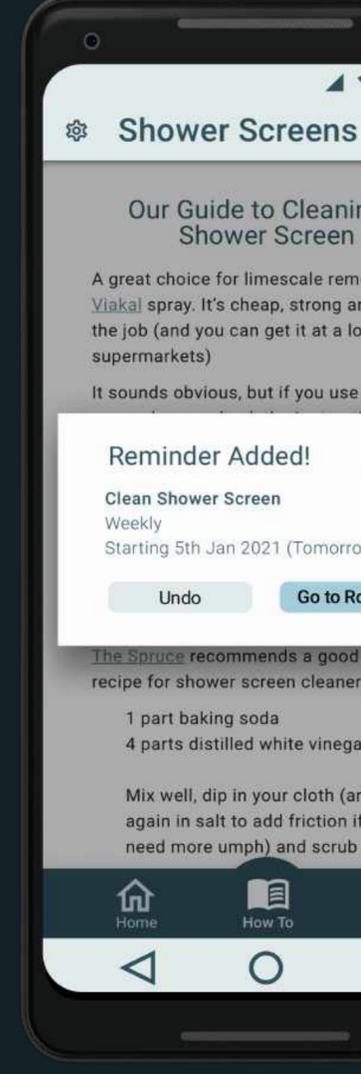
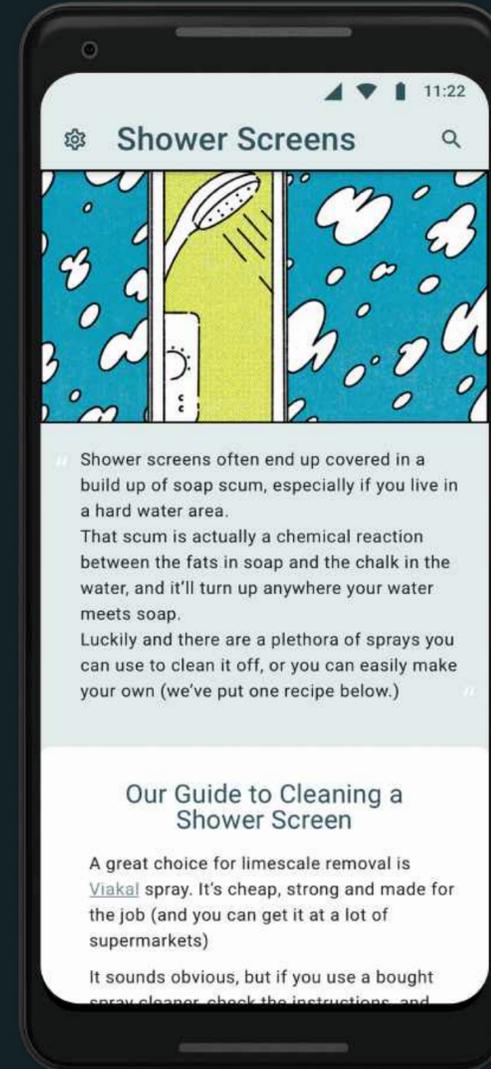
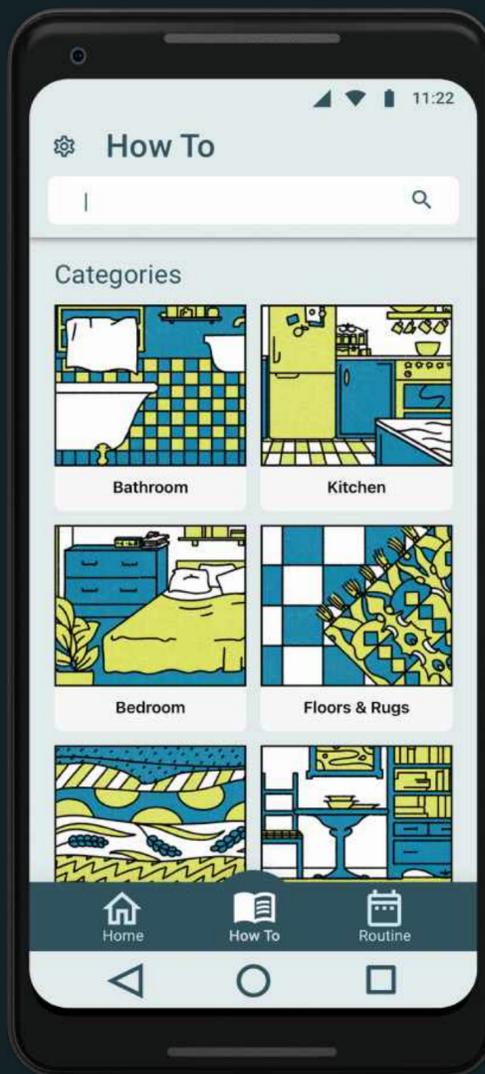
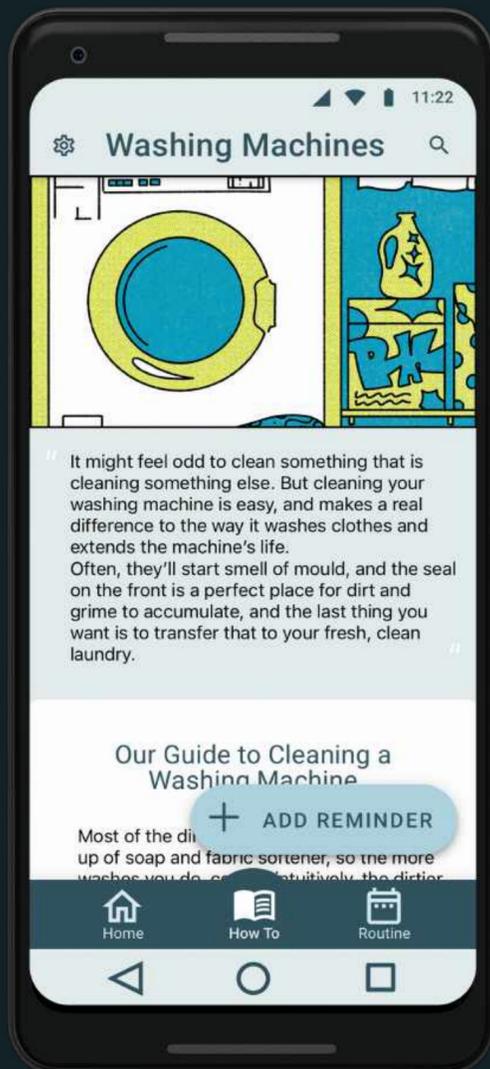
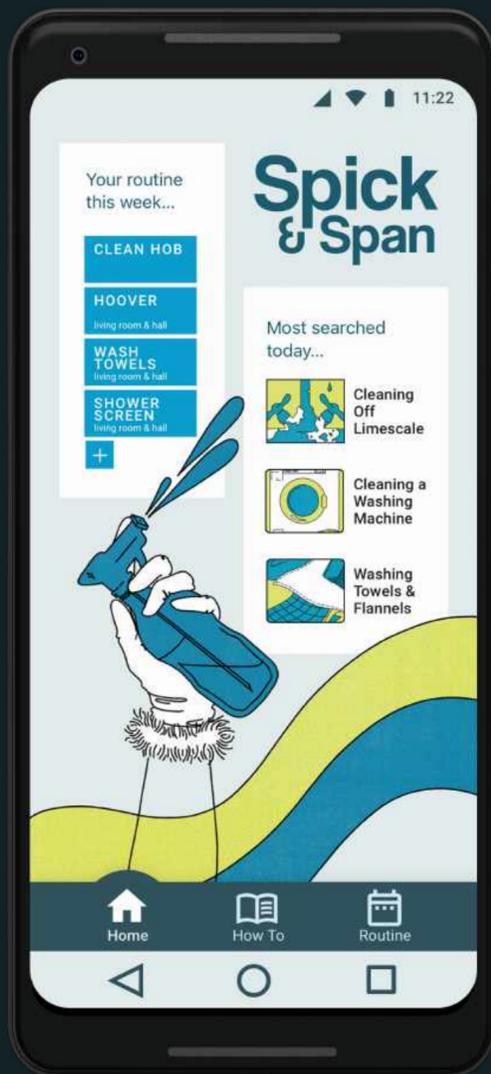
I expected to be focusing more on the 'How To' area of the app, but I found that making the reminder system was a more important functionality to explore. I found it challenging at first to make this function fit within the OS guidelines.

I found myself trying to make the same solution for both platforms, which I thought would be easier, but it wasn't until I reassessed the problem that I realised that I was trying to work against the patterns in the guidelines rather than using them as solutions.

Once I made that adjustment to my thinking it was relatively easy to use the existing patterns to make two truly separate reminder/routine functionalities— this is something I would not have learnt without designing simultaneous native apps for both operating systems.



# Android

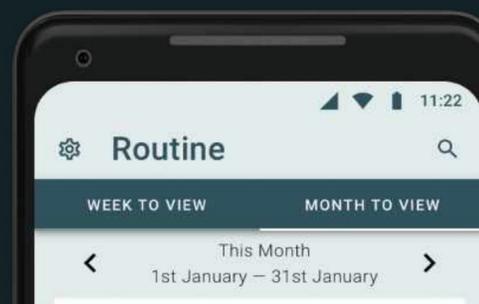
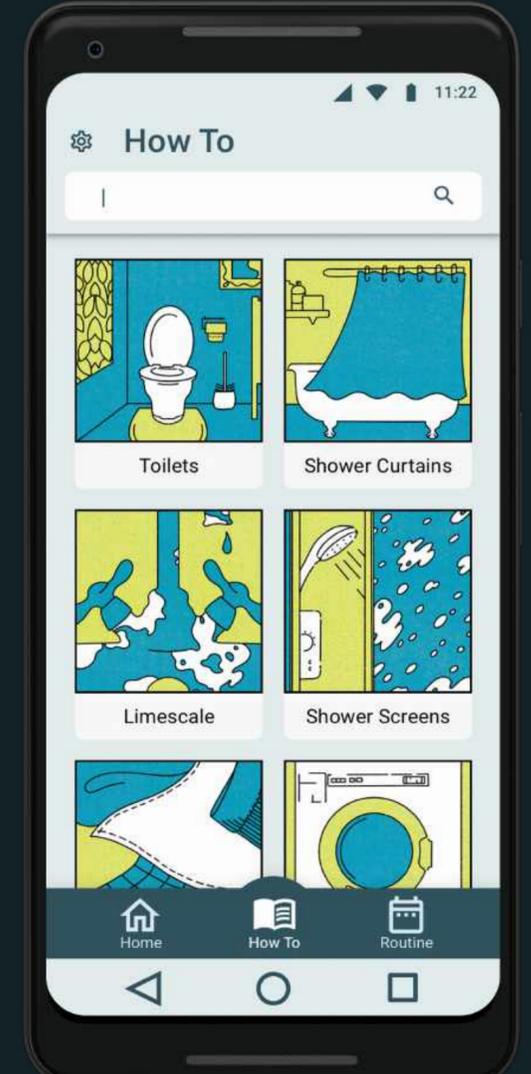
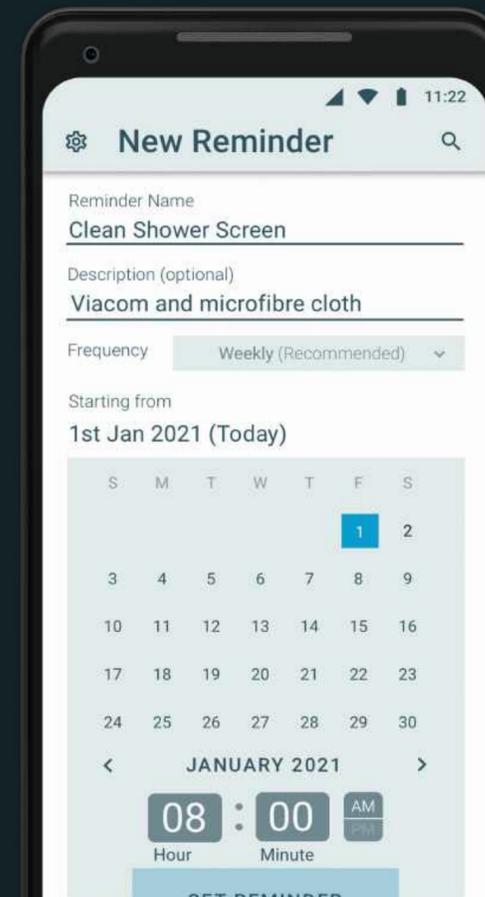
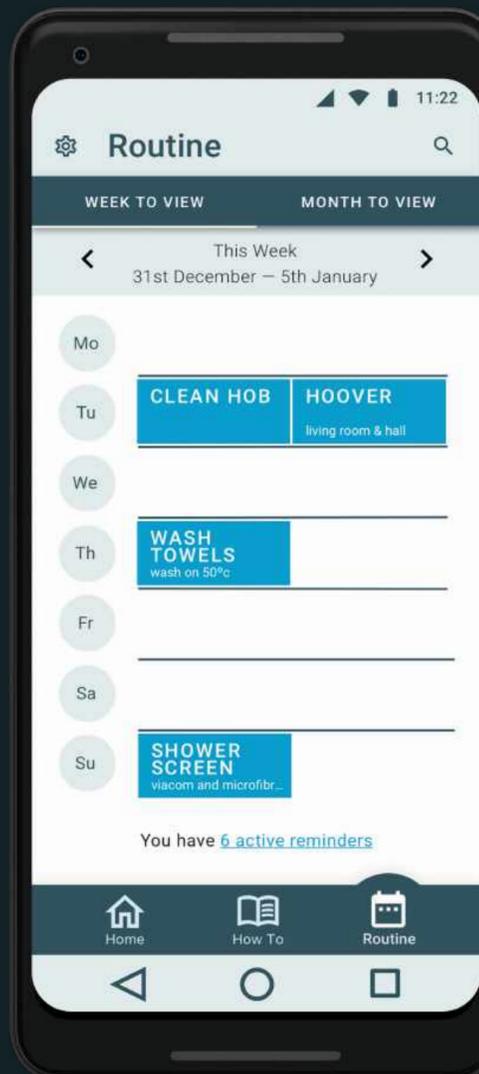
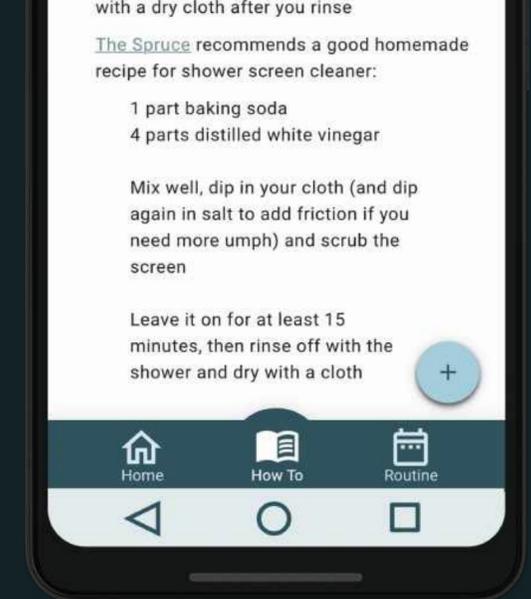
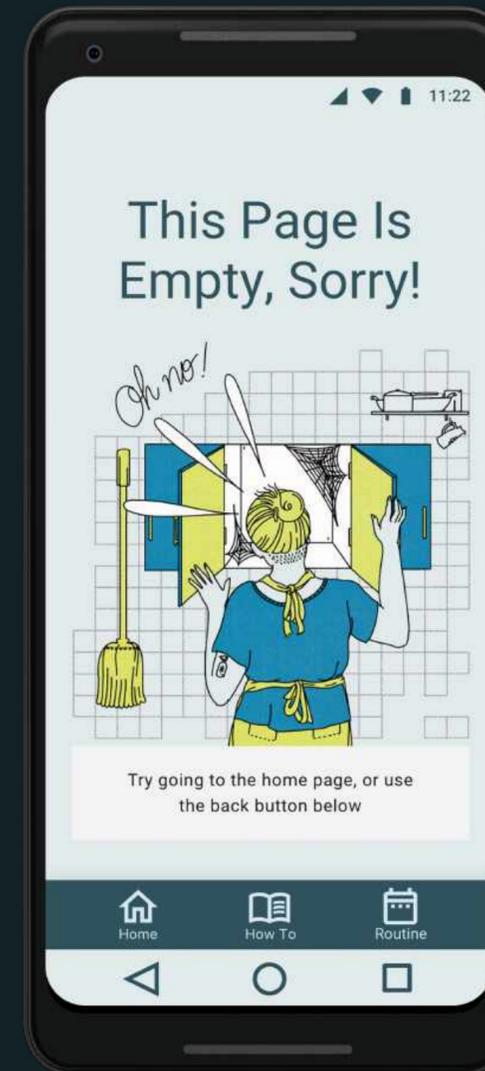


In the second iteration I would like to expand the 'How To' section's search to include **filters**, to make the searching process more intuitive rather than reliant on the user inputting 'correct' key terms.

I think the app would also benefit from a section which has **articles**, a sort of soft way for the user to think about the cleaning they want to do. Rather than them looking at a list of areas/rooms, an article with lists like 'Top 10 Ways to use Soda Crystals' for example, might spark ideas in the user, or inspire them.

I also think that it would be really beneficial to create a **comment section**. Allowing the users of the app to discuss the tips and methods would, I think, create a community that would be both engaging for the users and increase their interaction with the app. There would be challenges with this though— for example, would the comments need moderation, and/or 'experts' which respond to queries and ultimately feed back needed changes to the How To pages?

If I were to do a project like this I would prioritise **user research** prior to defining the app's user flows. This would allow me to prioritise the areas that are most important to users. In fact, I would do more in depth user research before the second iteration of the app, and conduct several A/B tests, especially surrounding the reminder/routine interactions. The aim of the testing would be simplification and assessing pain points to ensure the UI is as intuitive as possible to a user familiar with their mobile devices operating system.





# Analysis

There was a great deal of this project that I felt went well.

I made an effort to get as familiar as I could with the Material Design and Human Interface Guidelines at the beginning of the project, and return to them with each stage of producing deliverables. It made me enthusiastic to fine-tune components as I went, and look at other naive apps that use similar patterns.

Given the time constraints, I was very happy with the amount of interactivity in my prototype, and was pleased to get good feedback on it.

For me, the tone of the product I create is paramount, but for me this project was an exciting way to take that style and integrate it with existing formalised components. Styling the calendar, for example, was, to me, extremely complex. The implementation of the reminder system was, as I have already discussed, challenging. In the end, I made entirely different systems for iOS and Android, and that process of changing and streamlining from the point of view of a native app user created the aspect of the project that I am most excited about.

I think my real positive takeaway from this project is feeling enthused about the concept of my project. I chose something that would solve a problem for me, and that drove my process to refine and adjust to make the project be something that would genuinely benefit users like me.

There were, of course, things that I felt did not go as well in this project.

I felt that there were aspects that slowed the progress of the app creation. I found that with the Android navigation system, for example, I was indecisive. I found it hard to commit to including the hamburger menu or changing to the bottom bar, essentially because I was concerned with the latter being incompatible with the Material Design Guidelines. I ended up breaking this choice down based on well respected existing apps on the platform, but this lack of decision making, in this and other areas, impacted my schedule.

In a less specific way, I feel that my perfectionism in this project was my main failure. And I don't use that word in a pejorative sense— I have found in my practice that I need to value failure and, the lack of that itself, is the primary cause of my perfectionism. I feel compelled to always produce a 'final draft', but as I continue my UI work I am learning to submit and receive feedback to keep my process dynamic.

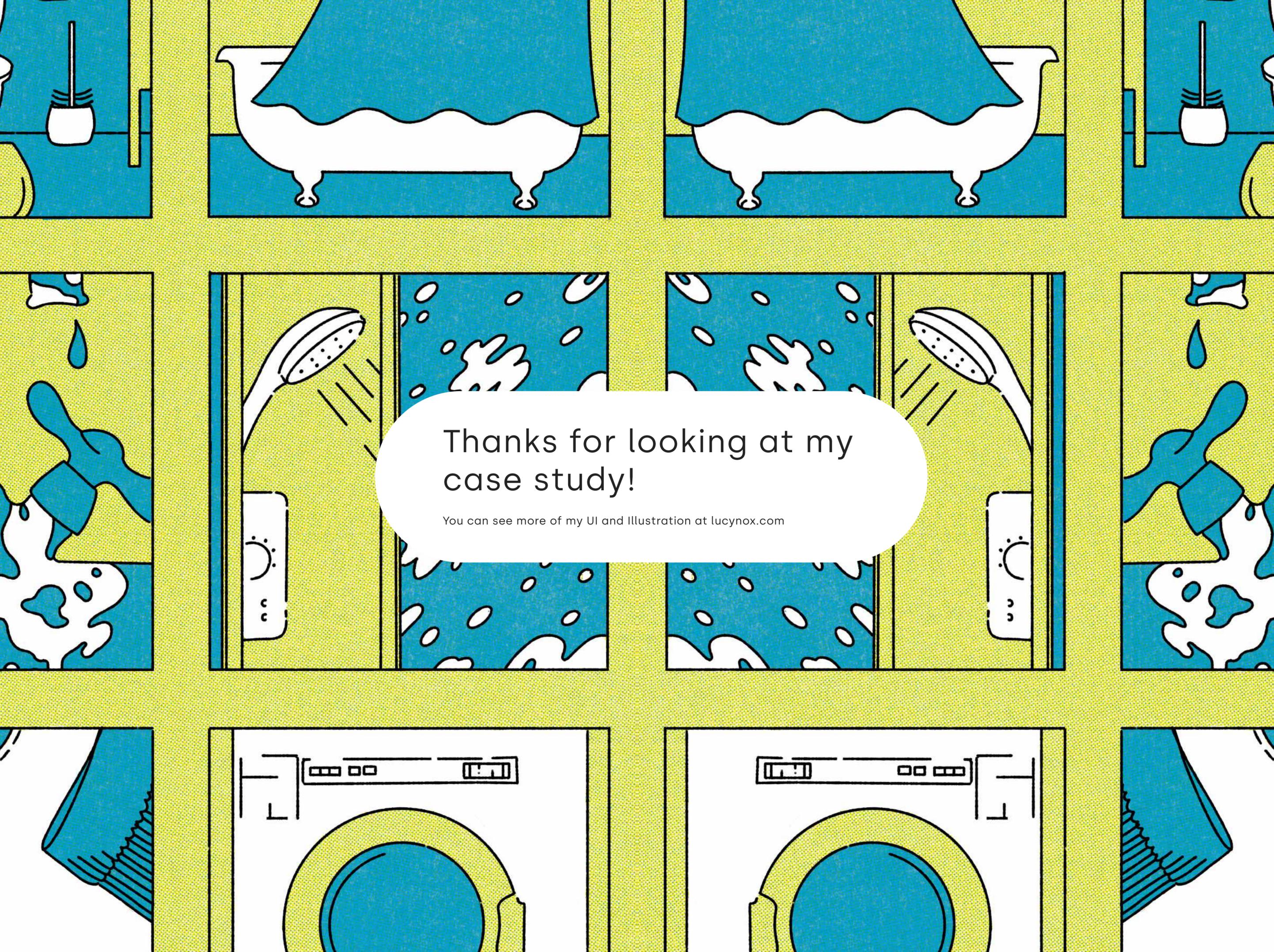
Going forward, there were many **things that I want to improve on.**

I feel that the more I design with the Material Design and Human Interface Guidelines the better for me as a UI designer. Though these are technically constraints, as a creator I find that some limits allow me to be more creative, and it returns me to a place of problem solving. It is problem solving that sparks good design thinking, and that is something I will continue to use as a mantra for my products.

My time management has been difficult for me in this project, but I feel I am working well on remedying this through planning and scheduling.

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Thanks for looking at my case study!

You can see more of my UI and Illustration at [lucynox.com](http://lucynox.com)