

Clean Yard App Design

Honey Koosha

Project overview



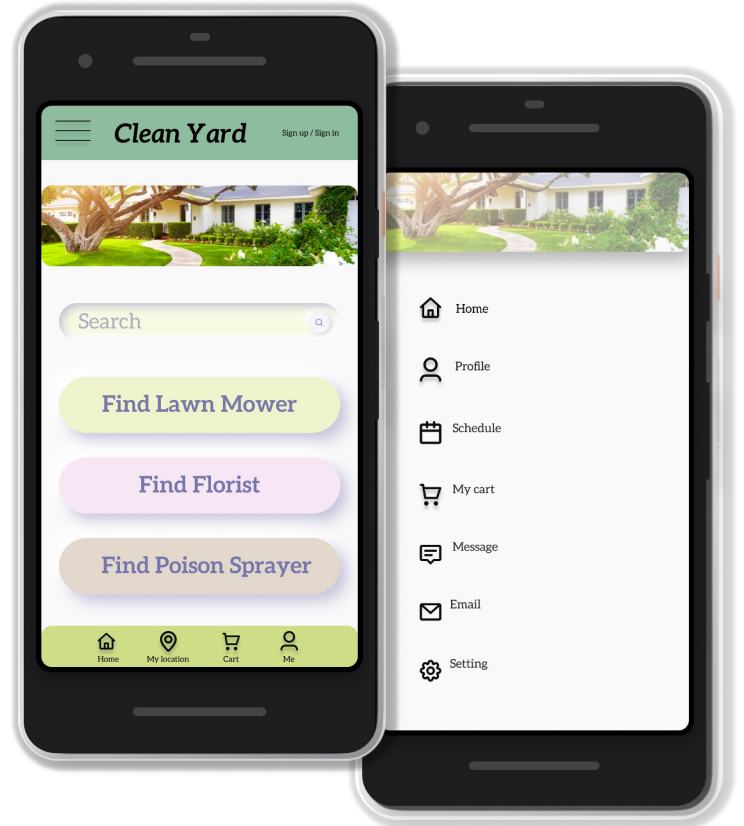
The product:

Clean Yard: A convenient app connecting users with lawn mowers and florists. Simplifying the process of finding and hiring service providers for yard care. User-friendly interface, profiles, reviews, and secure payments. Enhancing the overall experience of maintaining and beautifying yards.



Project duration:

March 2023 to July 2023.



Project overview



The problem:

Busy workers and commuters lack time to clean yards at the right time



The goal:

Design an app for Clean Yard that allows users to easily find the best person and schedule at the best time.

Project overview



My role:

UX designer designing an app for Clean Yard



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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 busy working individuals who don't have time to maintain their yards.

This user group confirmed initial assumptions about Clean Yard app users, but research also revealed that time was not the only factor limiting users from maintaining their yards. Other user problems included a lack of expertise, physical limitations, or simply not enjoying yard work.

By understanding these user needs and challenges, I can design the Clean Yard app to provide a convenient solution for users to easily find and book professional yard maintenance services, saving them time, and effort, and ensuring a well-maintained yard.

User research: pain points

1

Time

Busy individuals struggle to find time to maintain their yards

2

Accessibility

The Clean Yard app should be designed with accessibility features to cater to users with disabilities

3

IA

The app should have a clear and intuitive user interface, making it easy for users to navigate and accomplish tasks

Persona: David

Problem statement:

David needs a convenient app for accessing professional lawn care services and managing appointments, ensuring a well-maintained yard without added stress.



Name: David Johnson

Age: 42

Education: High school diploma

Hometown: Seattle, Washington

Family: Wife and two children

Occupation: Construction worker/children

"I need a convenient and efficient app to help me maintain a clean and well-manicured yard effortlessly."

Goals

- Maintain a well-groomed and attractive yard for his family to enjoy.
- Keep track of yard maintenance tasks and schedule regular maintenance activities.
Improve the curb appeal of his home by having a clean and well-maintained yard.
- Save time and effort by efficiently managing yard work and avoiding unnecessary tasks.

Frustrations

- Lack of knowledge and guidance on proper yard care techniques.
- Difficulty in remembering and prioritizing yard maintenance tasks.
- Overwhelm from the extensive amount of work required to maintain a yard.
- Limited availability of resources and tools to assist with yard maintenance.

David Johnson is a hardworking construction worker who takes pride in his home and wants to have a clean and well-maintained yard. However, he often feels overwhelmed by the extensive tasks involved in yard maintenance and struggles to remember and prioritize them. David is looking for a solution that can provide guidance on yard care, help him stay organized with his tasks, and make his yard maintenance efforts more efficient. His goal is to create a beautiful and inviting outdoor space for his family to enjoy without spending excessive time and effort.

Paper wireframes

Taking the time to draft iterations of each screen of the app 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 make-an-appointment process** to help users save time.

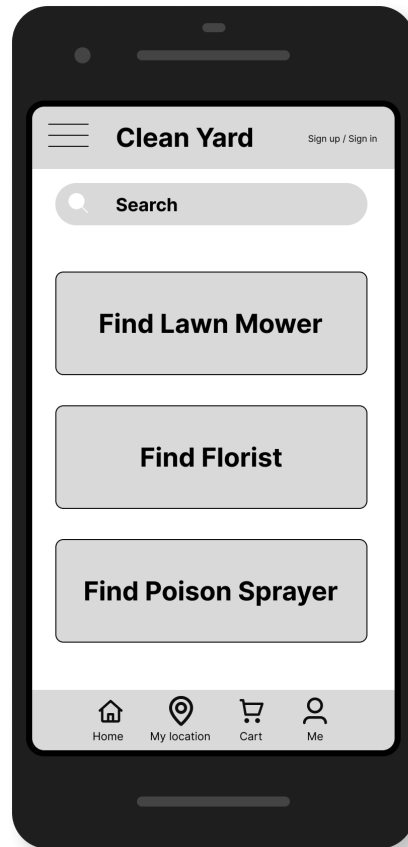


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

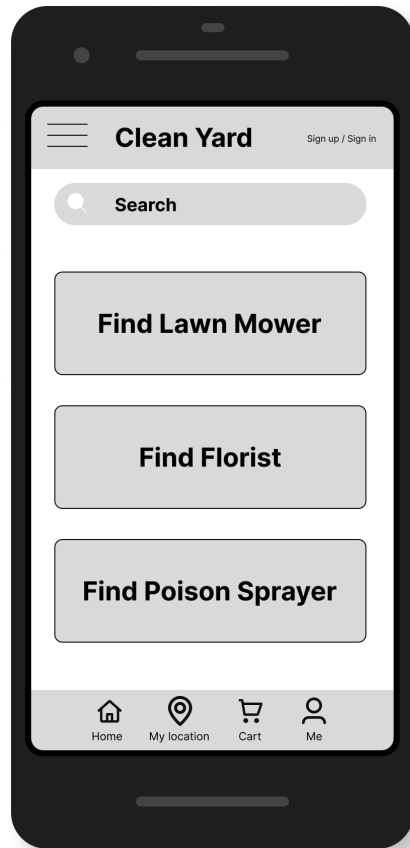
These buttons at the top of the home screen make it fast and easy to find someone for the user's yard.



Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

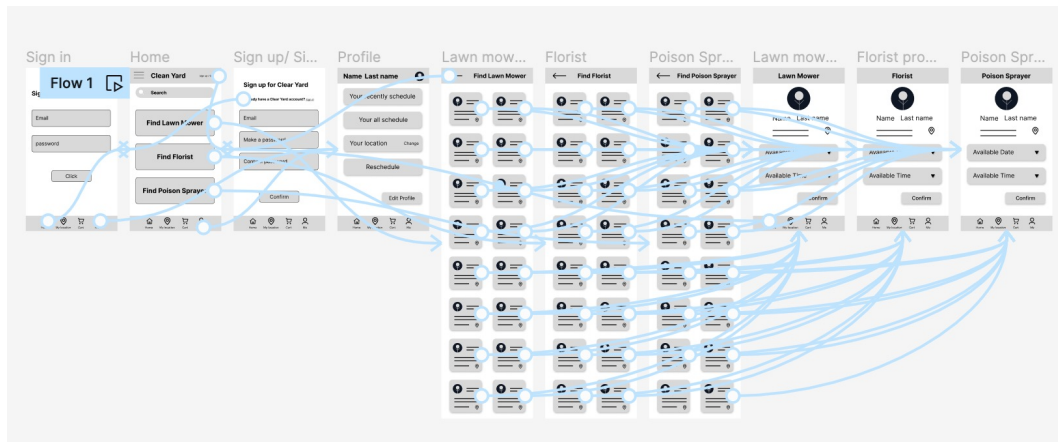
Easy access to navigation that's screen reader friendly. →



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was to find the best person user need for their yard, so the prototype could be used in a usability study.

View the Clean yard
[low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies for the Clean Yard app. Findings from the first study informed the wireframe designs, while the second study focused on a high-fidelity prototype and provided insights for refining the mockups.

Round 1 findings

- 1 Users prefer a streamlined process for scheduling lawn care services
- 2 Users desire more options for customization and personalization of their yard care
- 3 Users value the availability of a contactless payment option

Round 2 findings

- 1 The user checkout experience has unnecessary steps that can be simplified
- 2 The functionality for creating a customized yard care plan needs improvement in terms of clarity and ease of use

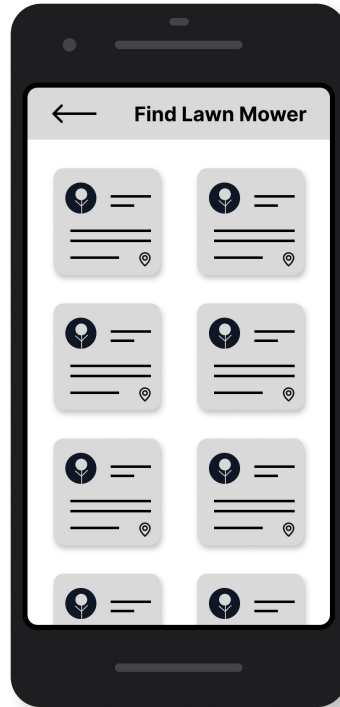
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

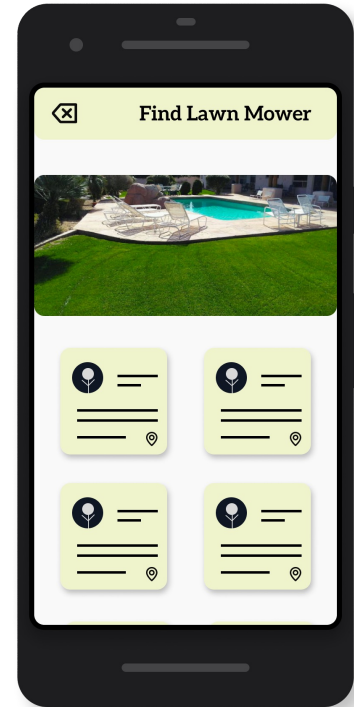
Mockups

I made design updates based on user feedback from usability studies for the Clean Yard app. Added more customization options and improved the layout to enhance the user experience.

Before usability studies



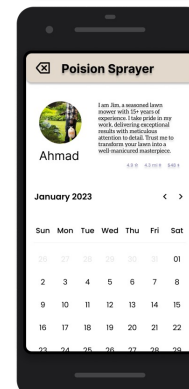
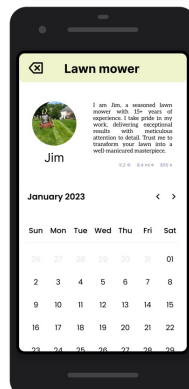
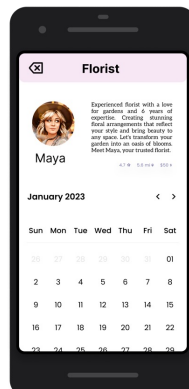
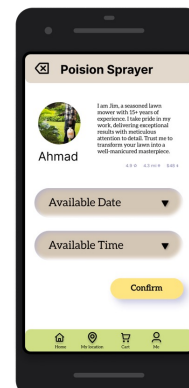
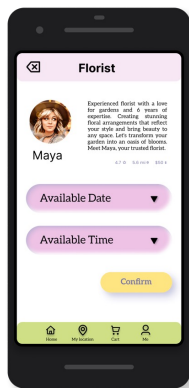
After usability studies



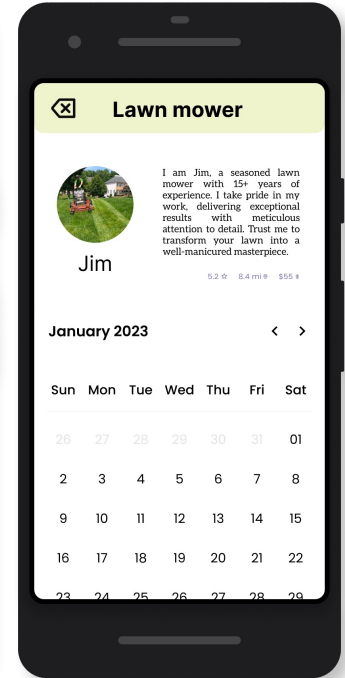
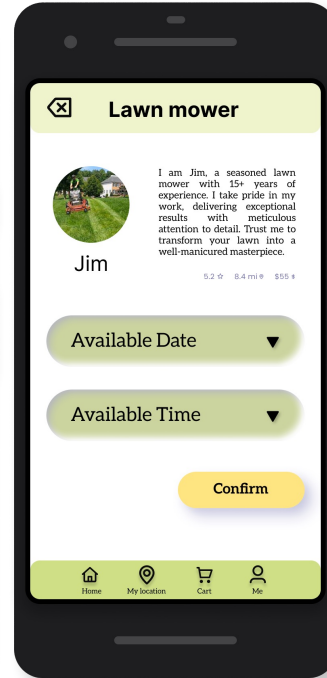
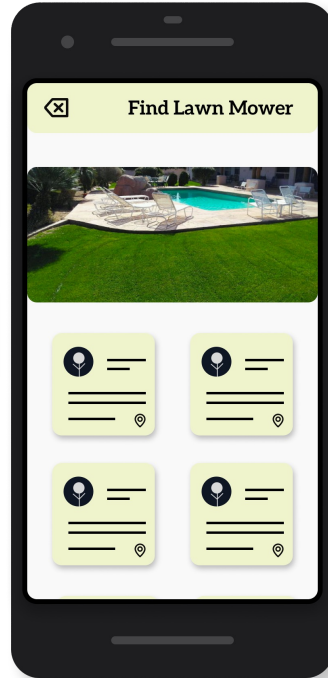
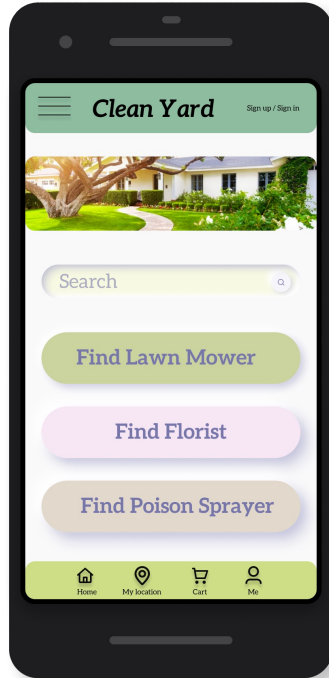
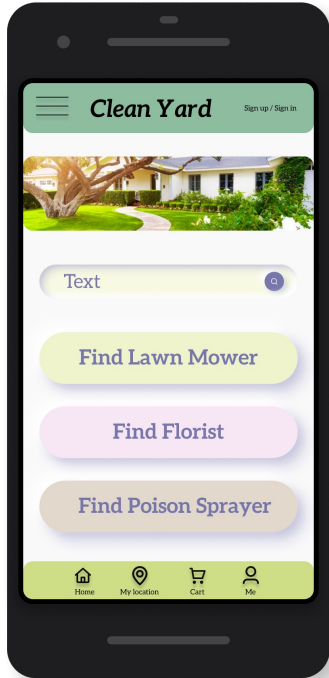
Mockups

After usability study 2

The second usability study revealed frustration with the schedule flow. to streamline this flow, I consolidated the “Calendar” in the app directly



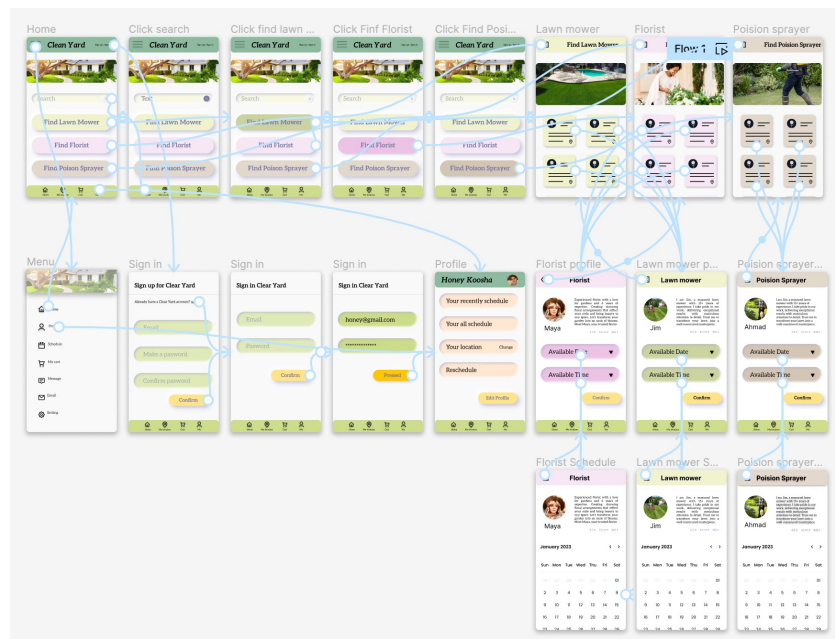
Key mockups



High-fidelity prototype

The high-fidelity prototype caters to cleaner user flows to find the user's lawnmower, sprayer and gardener, as well as finding the best price at the best time.

View the Clean yard [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

Profile images of lawn mowers and flower shops are used for better selection of users

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

the effect:

This program makes users feel that Clean Yard really cares about how to meet their needs.

A quote from peer feedback:

"This Clean yard program is very new and practical for me because I always wanted an expert to take care of my yard."



What I learned:

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

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.

Let's connect!



Thank you for your time reviewing my work on the Zia's Pizza app! If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!