

# TidyHome

Recreate orderly and comfortable  
home spaces

Nora Xu, March 2022

# Overview

- The problem & How might we...
- Target Users (Persona)
- Earlier Ideation
- User Flow
- Sketches
- Wireframes
- Visual Design
- High Fidelity Prototyping/Testing & Iteration

# The problem & How might we...

## Clutter can

- create mental pressure and harm
- affect large population (over 54% of Americans)
- can happen to anyone, anywhere, at anytime

## How might we

- reduce the time to declutter
- make the process enjoyable
- create an actionable plan
- build support

# Target User (the Supermom)



## Katherine "Supermom"

33 year old

HR manager at a tech company

Married

Have two young kids age 4 and 2

*"I think I can still find a good solution for organizing my spaces, and I just don't find it yet."*

## About

Katherine holds a job as an HR manager at a tech company. Due to the pandemic, she and her husband both work from home. Her young kids stay with her 24/7 at home. She tried her best to balance her work and family life. Having her living spaces clean and neat makes her feel accomplished and happy. Kids' playtime can be messy for her, and she tries not to think about cleaning up while doing the fun activities.

## Goals

- Feel confident about handling both the family and work tasks
- Build an editable clean/declutter plan that is sustainable
- Shifting some house chores to husband

## Motivations

- Have a clean, fresh start every day
- Be supportive and loving to her kids
- Grow her profession

## Pain Points

- Want to maintain tidy, clean spaces but often fail because of work or kids
- Need some help with house chore but don't trust husband can do "her way"

## Environment

- Living rooms also served as workplace and play area
- kitchen countertop
- Toy storage room

# Target User (the Achiever)



*"I want to make my home a place of comfort and relaxation, and I have so many ideas for making it happen."*

## About

Judy works as a Graphic Designer in an ad agency. She and her husband brought their first home during the pandemic and are working on some repairs and minor renovation and decoration. Judy used to go to the office but now works from home due to the pandemic. She likes to make crafts as a hobby and save things/materials useful for her future projects.

## Goals

- Having a constant plan for cleaning and organizing the home
- Allow trial and error in the process of shopping and remodeling the home

## Pain Points

- Have to throw away things that may be useful for the future
- Got discouraged if other urgent, unexpected events intercept declutter plan
- hard to stick to a consistent plan

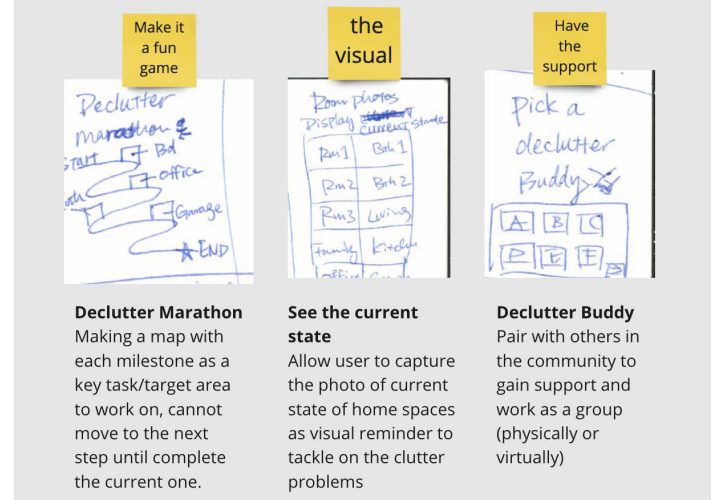
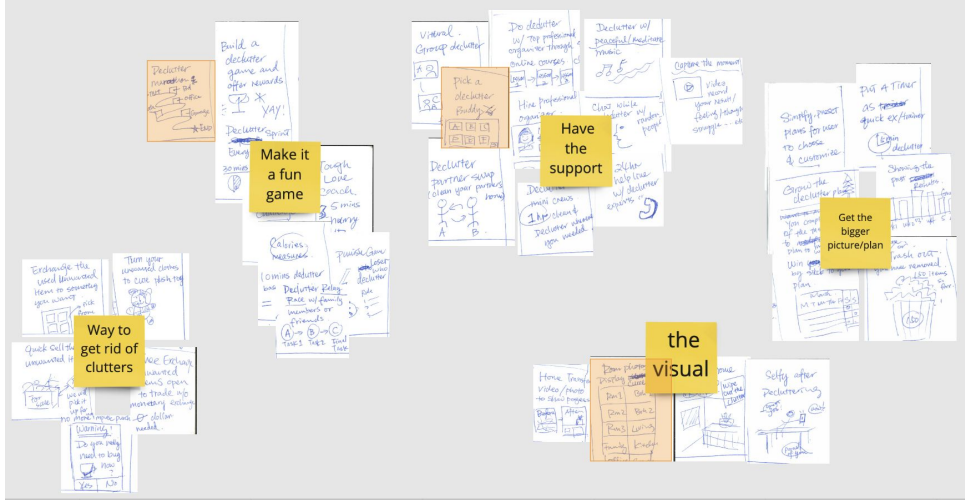
## Motivations

- Getting tasks done
- Making beautiful things
- Learning new tools/skills

## Environment

- Spare Bedroom/Home Office/ Backup storage room
- Kitchen with unorganized spices

# Earlier Ideation



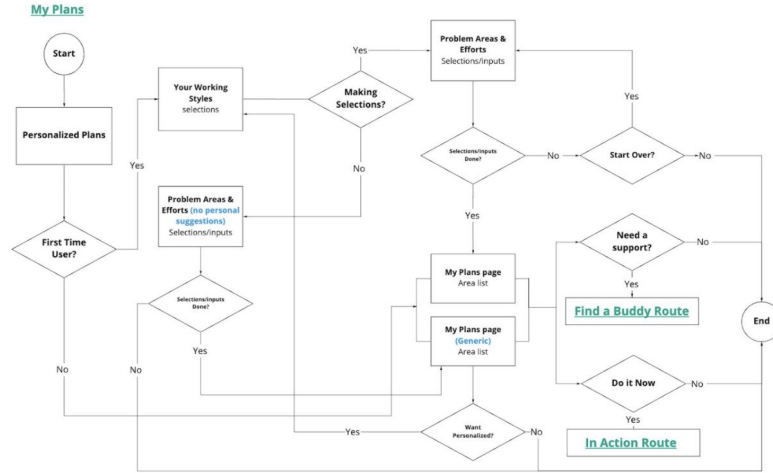
## User insights:

- The process is not fun
- Procrastination happens often
- Consume time & energy

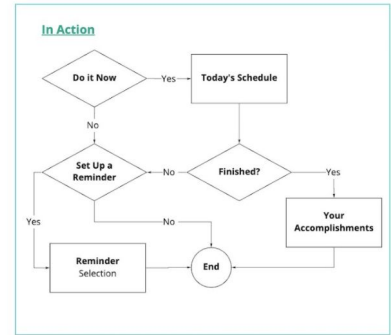
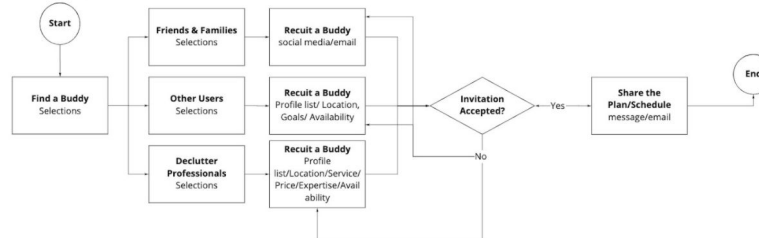
- A fun game
- Visual encouragement
- Find support

# User Flow

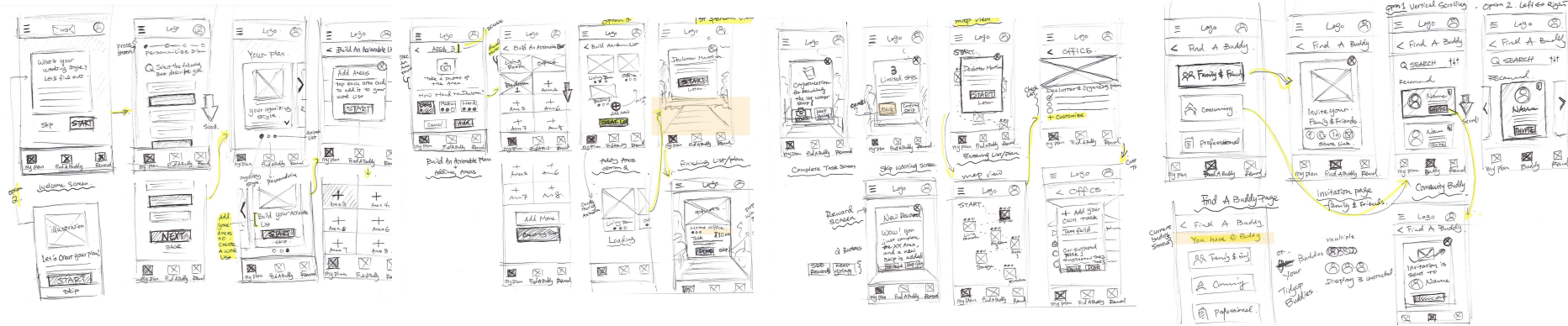
- Customized Plan
- Find a Buddy
- Take Action



**Find a Buddy**



# Sketches/Paper Prototyping

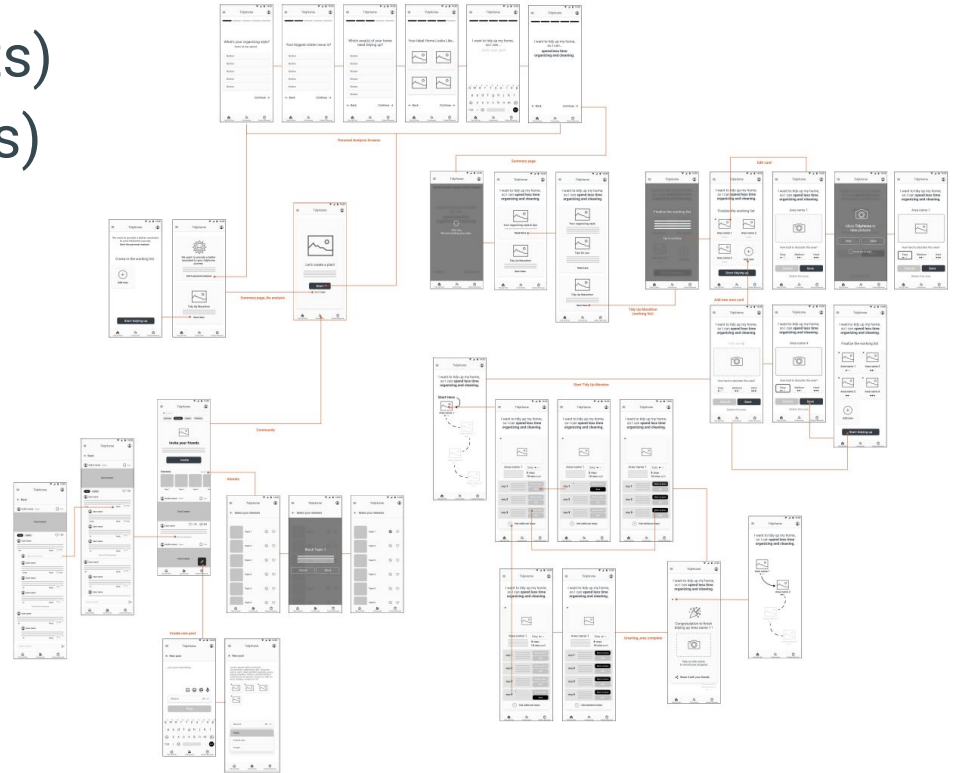


- The drawings are very rough at this stage that create some challenges during guerilla usability testing
- User feedbacks lead to removal of "Find a Buddy"



# Wireframes

- Personal Analysis (Insights)
- Tidy Up Marathon (Actions)
- **Community (Supports)**  
Replaced “Find a Buddy”



# Visual Design - Mood Board & Style Guide

## Brand Personality

TidyHome is more than a tool for overcoming the challenges of organizing and decluttering. It helps people realize what is important to them and live in the present.

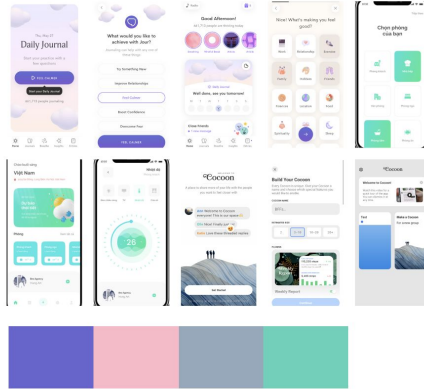


## Imagery Inspiration

- I chose this imagery because it reflect the normal activities that connect people and encourage positive feelings (fun, love, care, relaxation, etc). The brand should help people focus on these positive feelings in their lives.
- These photos are not trying to portrait a perfect, spotless lifestyle but rather an environment that is made comfortable for the individuals. Our brand should demonstrate sincerity and inclusiveness.

## Brand Attributes

Fun, sincere, effortless, caring, and inclusive



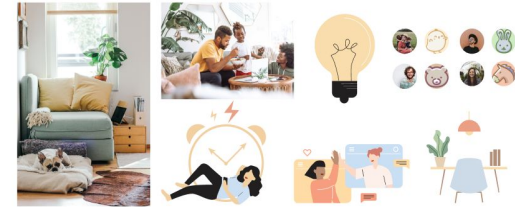
## UI Inspiration

- I chose the light UI imagery because they create a sense of calm and relaxation, and these will help the experience feel less complicated.
- The illustration and icons should be perceived as fun and caring and in a subtle way, so it doesn't overwhelm the users.

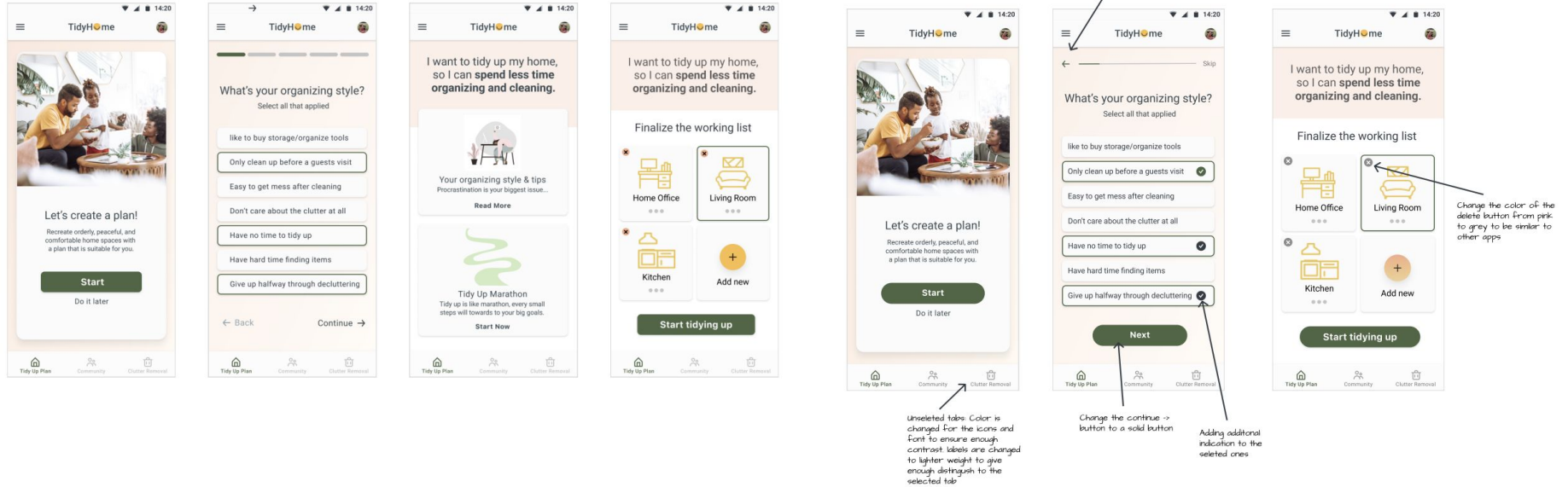
## Color Palette

Primary #DAC3A0	Primary Variant #FCEEE8	Secondary #F9BC49	Secondary Variant #FFED4
Background/Surface #FCFCFC	Accent #4E6544	Accent-1 #B3CEA6	Accent-2 #CFEBC1
Blue Grey #37474F	Highlight Light Blue	Gradient 1 Orange to Yellow	Gradient 2 Yellow to Orange

## Imagery



# High Fidelity Screens - Accessibility



First draft



Solving the accessibility issues

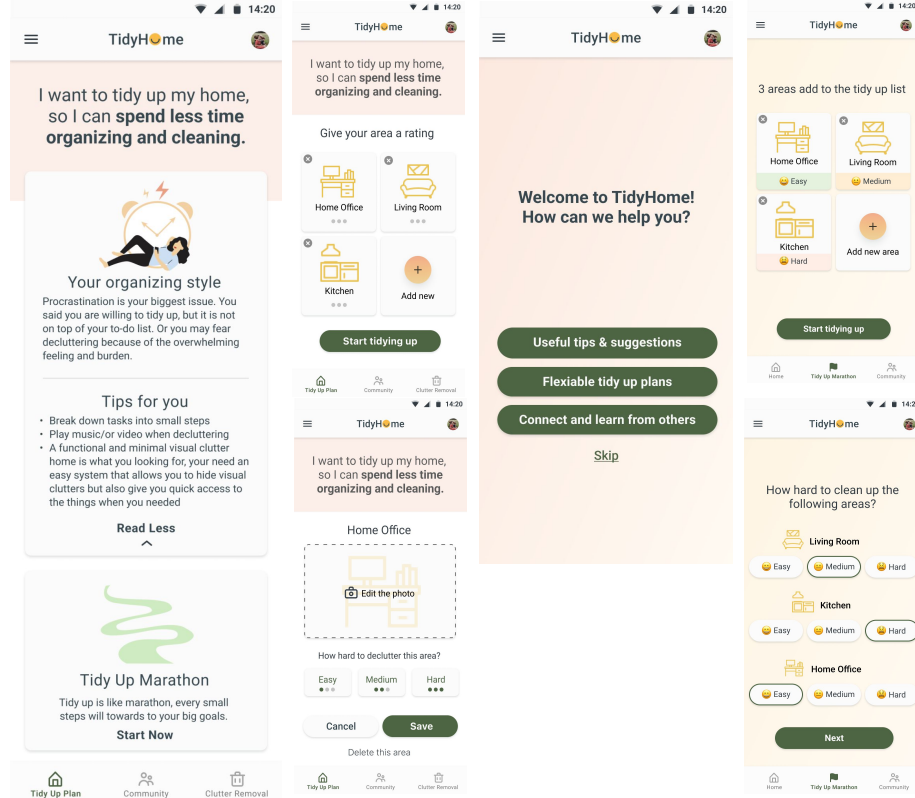
# High Fidelity Prototype- Usability Test Round 1

## Findings

1. Confused by the summary page
2. Analysis is too wordy
3. Labels and graphic cause confusion

## Solutions

1. Make the main function more visible
2. Analysis should be recommended but not mandatory
3. Make easy to understand labels and phrases



# High Fidelity Prototype- Usability Test Round 2

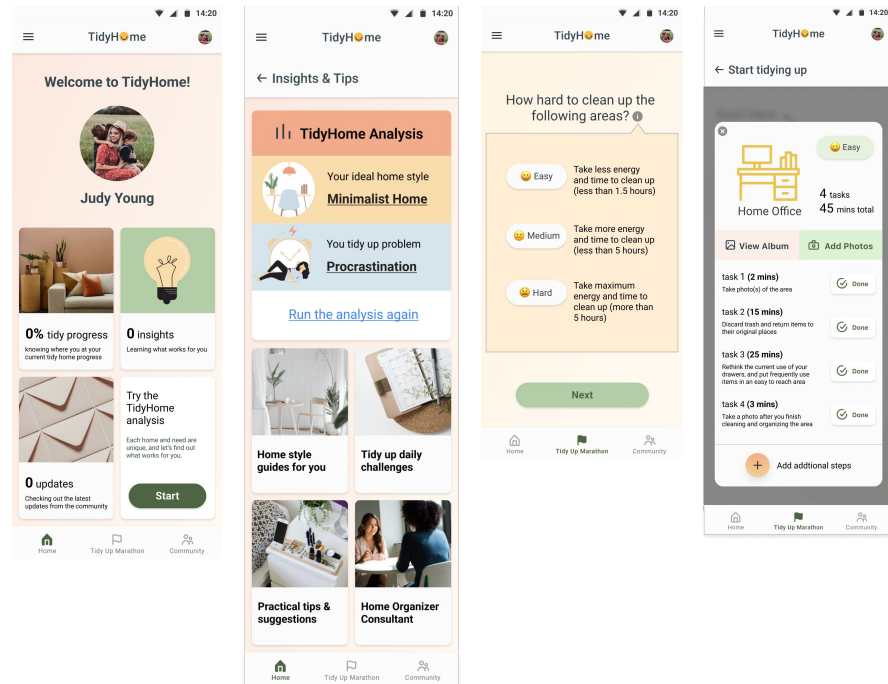
## Findings

1. Bottom Navigation doesn't provide access to the home screen
2. Analysis questions
3. Tidy up tasks need improvements

## Solutions

1. Combine the home with insights tab
2. Improve the questions
3. Improve the tasks screen

[Try TidyHome Prototype V3](#)



**Thank you!**