Fabrik

The Laundry App

Your ultimate solution for effortless laundry. Clean clothes, delivered to your door.

UX Case Study

Duration:

20th June - 18 Sepetember

Problem Statement

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Goals

The objective of this project is to create a mobile application that bridges the gap between residents or tenants of hostels, PGs (Paying Guests), and flats in Tier 1 and 2 cities with reliable laundry and ironing service providers. The primary aim is to offer an efficient and user-friendly platform that tackles the following key challenges faced by residents:

Design Process

I followed a structured, user-centered design process: first, I understood the problem space by identifying laundry service challenges faced by hostel and PG residents. Next, I defined the core goals—simple booking, transparent pricing, and real-time tracking. I then ideated possible solutions through sketches and quick flows before moving to design, creating low-fidelity wireframes and refining them into high-fidelity screens with consistent branding. Finally, I prepared for testing, ensuring the prototype is ready to validate usability and gather feedback for future iterations.

Understand

User Research
User Interview
Competitve Analysis

Define

User Personas
Empathy Map
User Journey

Ideate

User Flow
Information Architecture

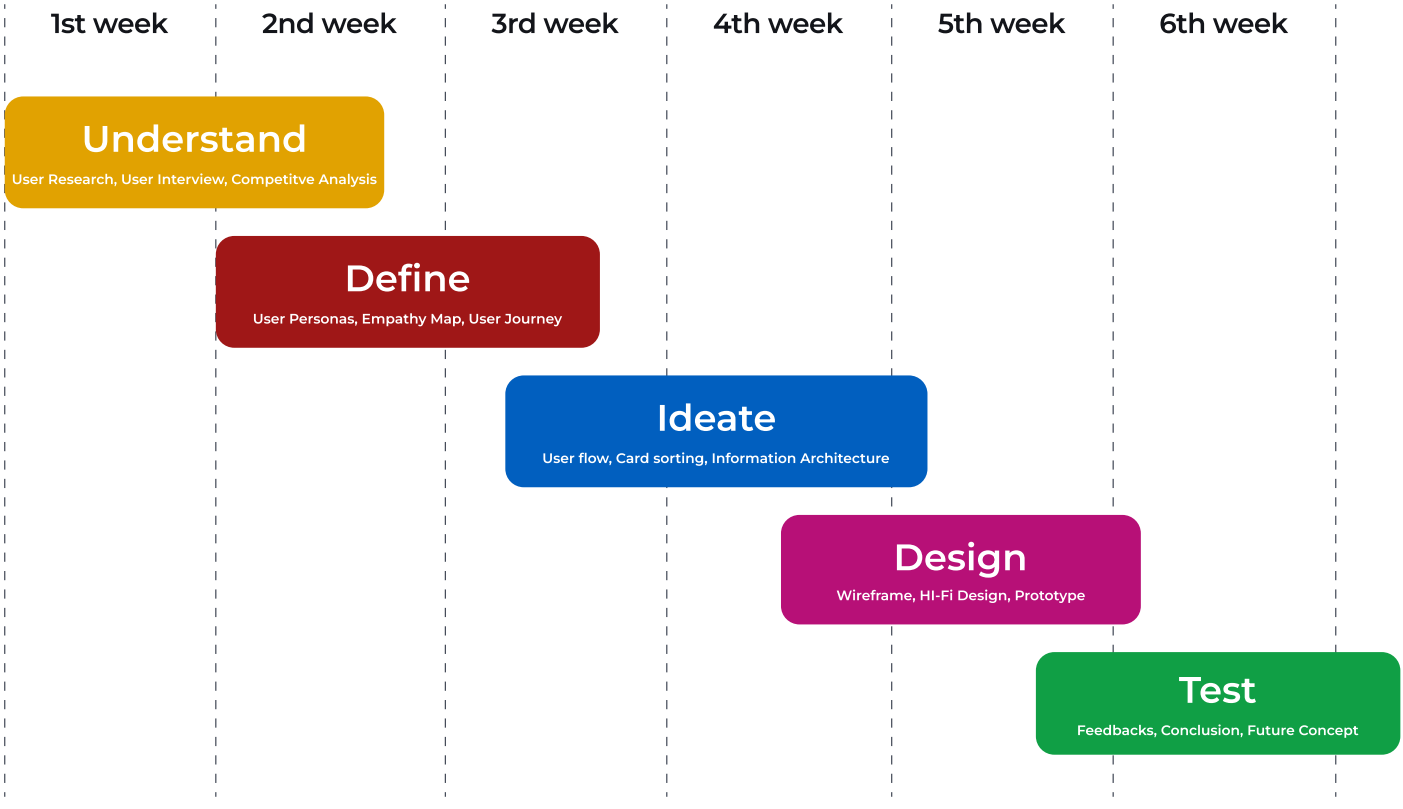
Design

Wireframe
Hi-Fi Designs
Prototype

Test

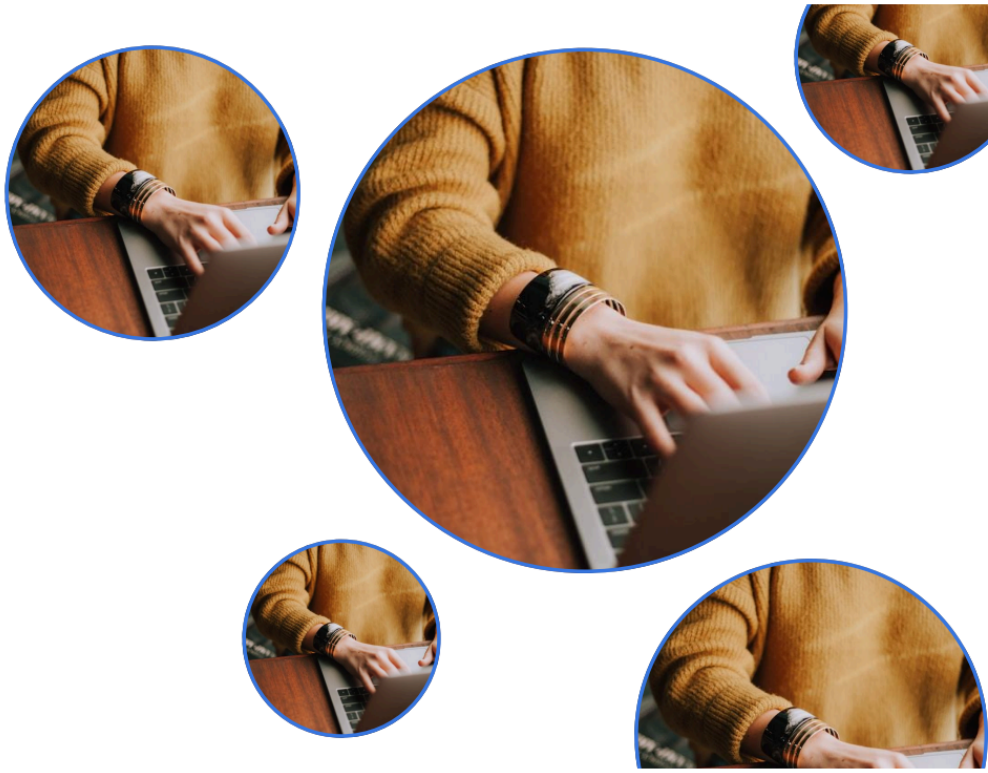
Feedbacks
Conclusion
Future Concept

Design Timeline

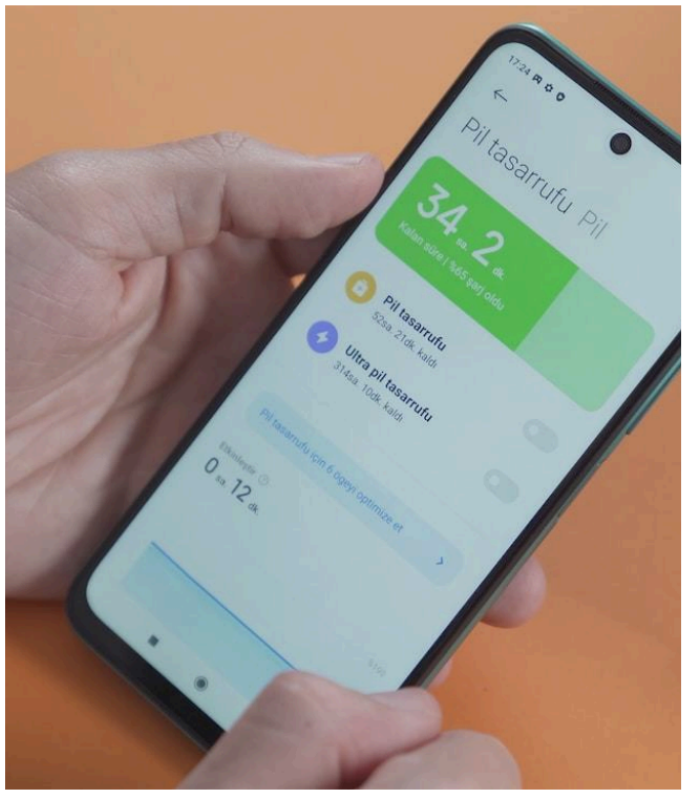


Target Audience

- Primary Users: College students, young professionals in shared accommodations
- Secondary Users: Local laundry vendors looking to manage orders digitally



Pain Points



1. Pain Point 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mi pharetra mauris pulvinar convallis vestibulum tortor, tincidunt sit pharetra. Sagittis volutpat morbi fames.

2. Pain Point 2

Affordability: Existing laundry services in these areas tend to be expensive, which can be a burden for individuals living in hostels, PGs, or flats with limited budgets.

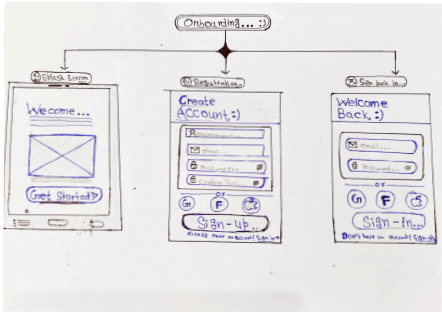
3. Pain Point 3

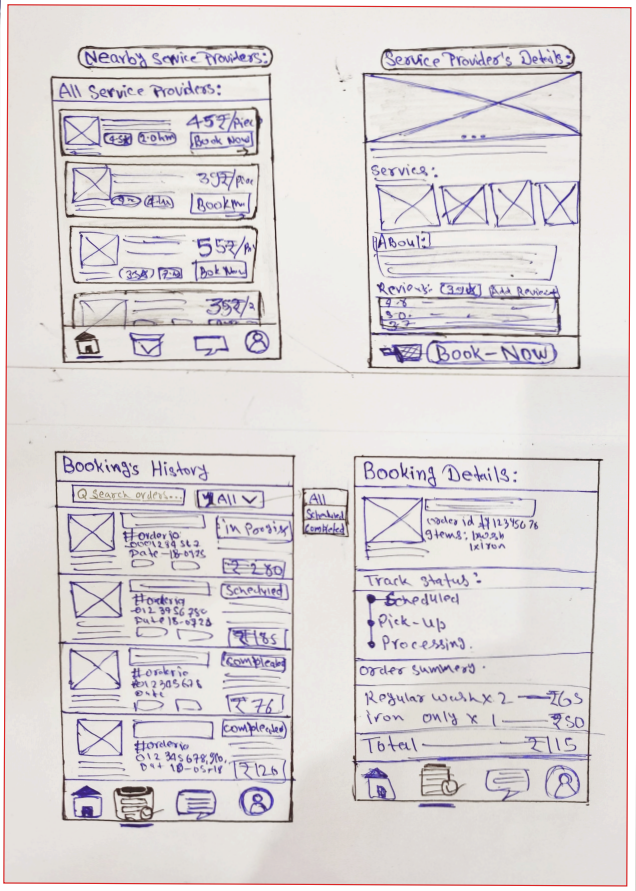
Quality and reliability: Residents often face issues with the quality and reliability of laundry services, including damaged or lost items, delays, and inconsistent results.

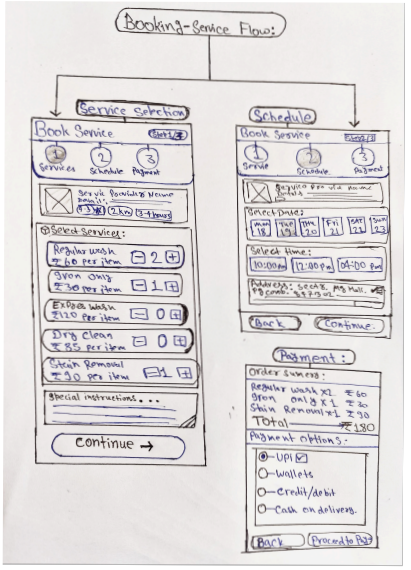
4. Pain Point 3

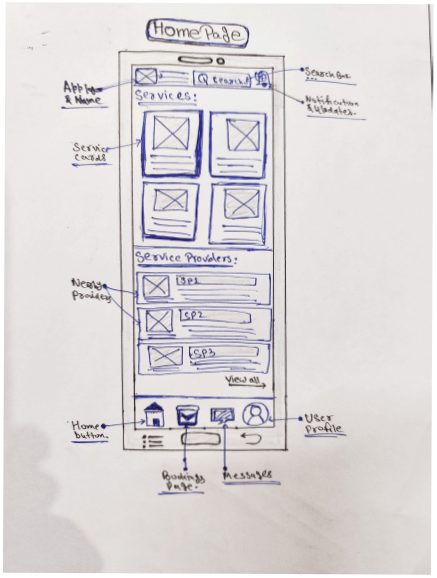
Accessibility: Lack of convenient pickup and delivery options and restricted service hours further add to the inconvenience.

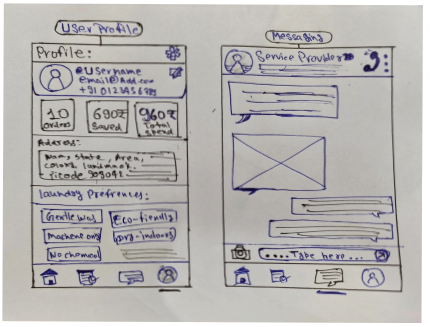
Sketches



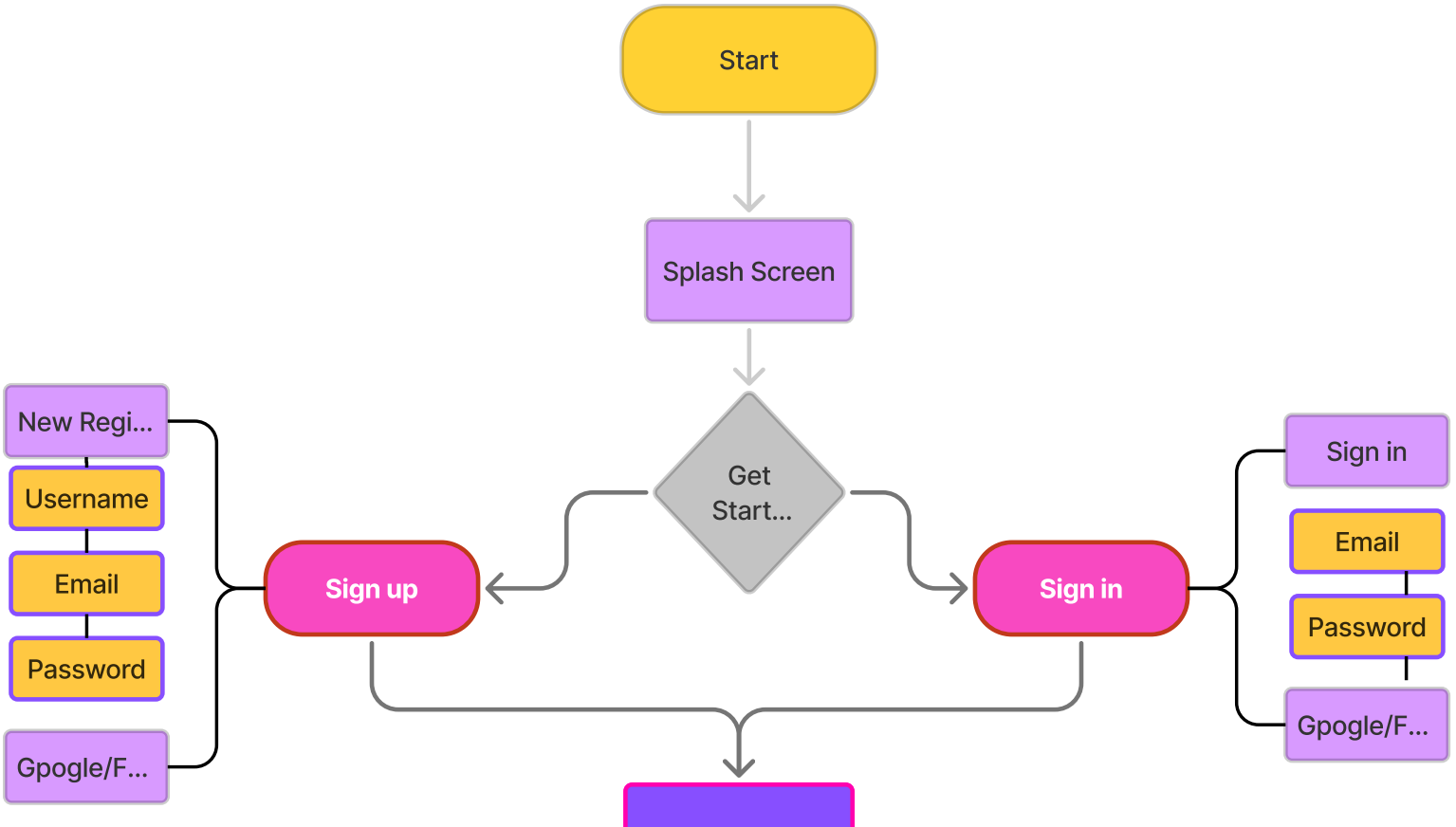


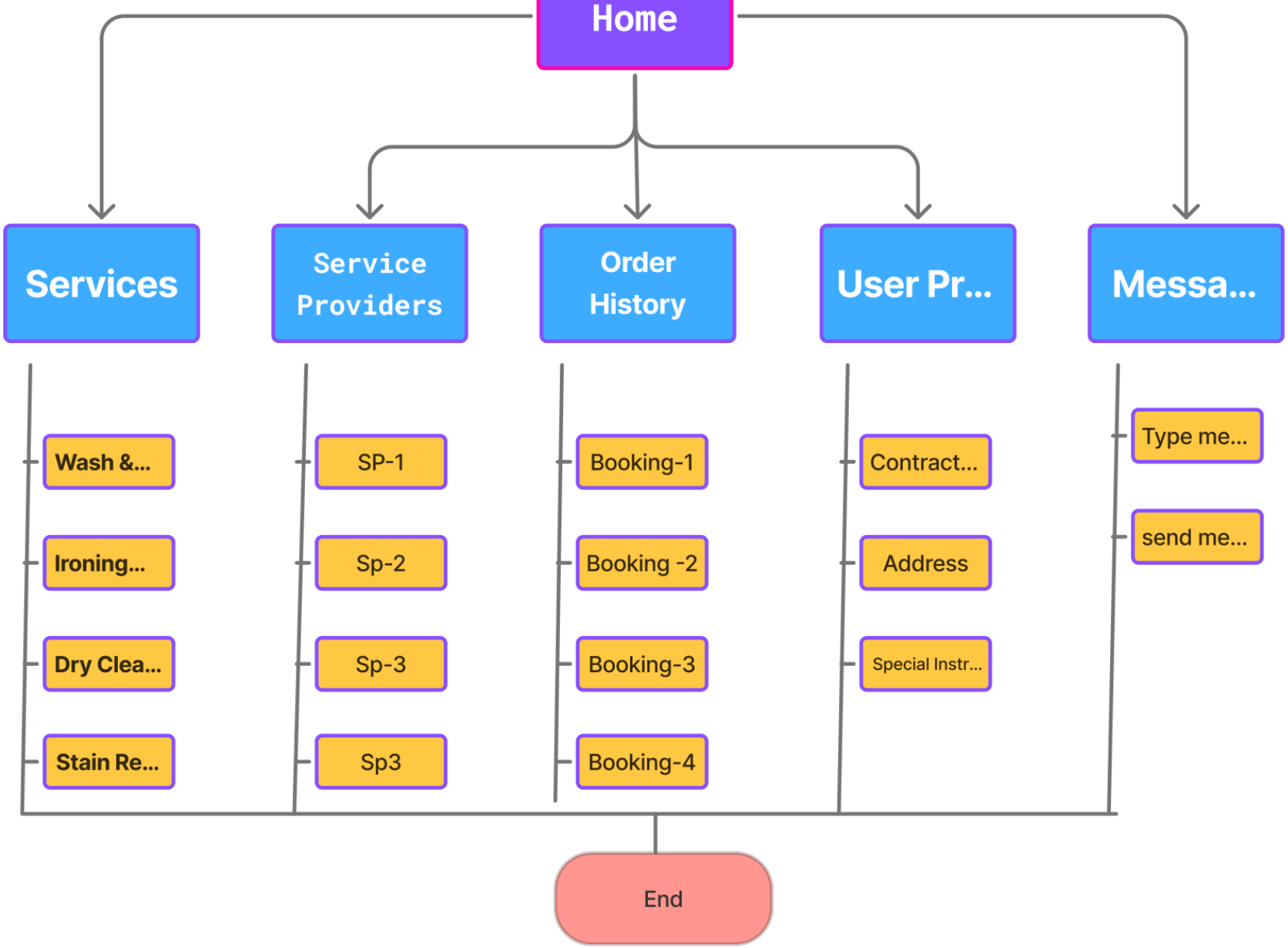




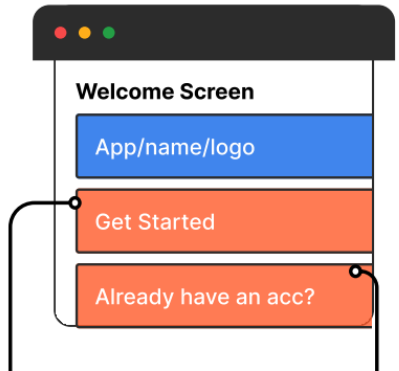


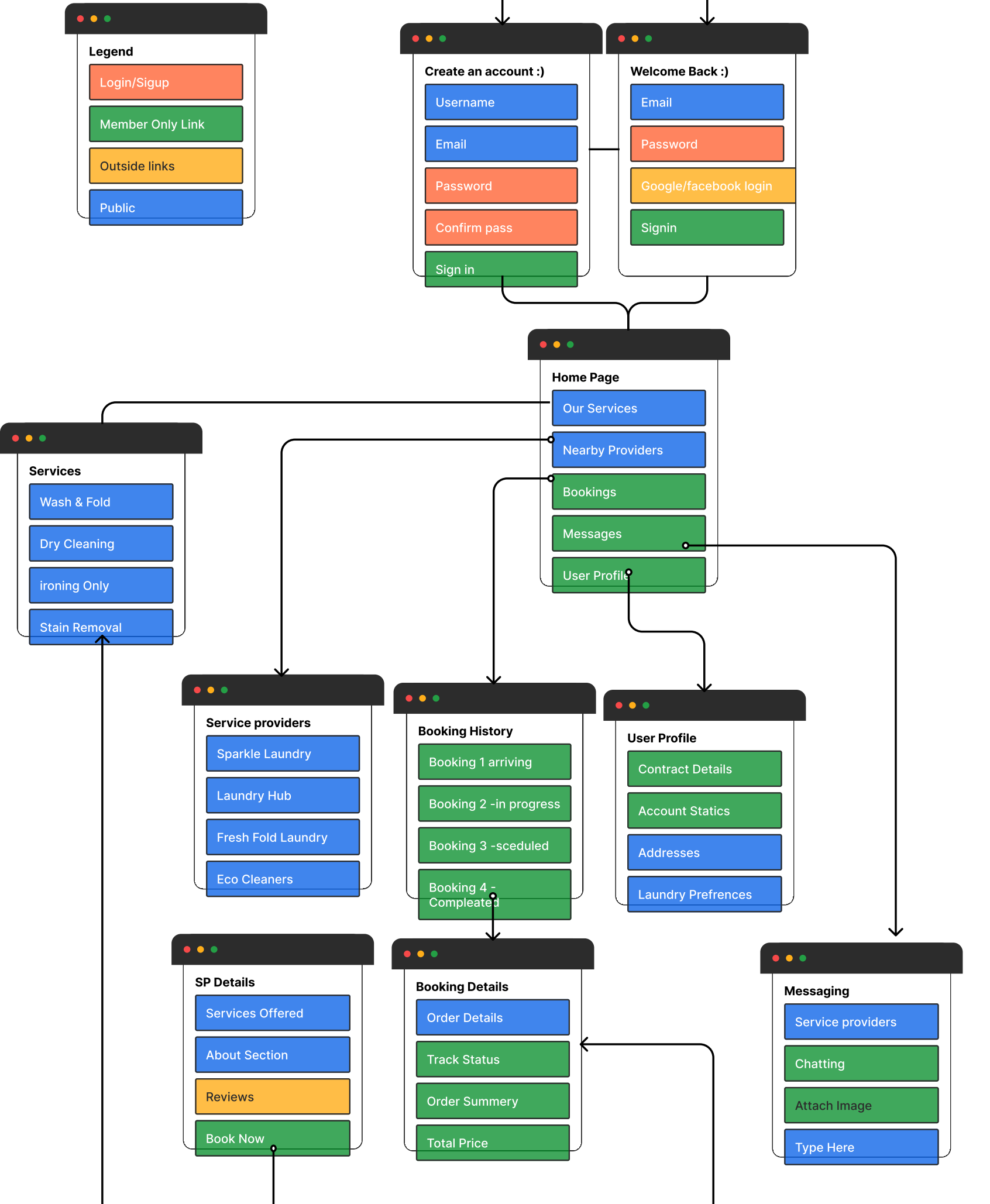
Information Architecture/User Flow

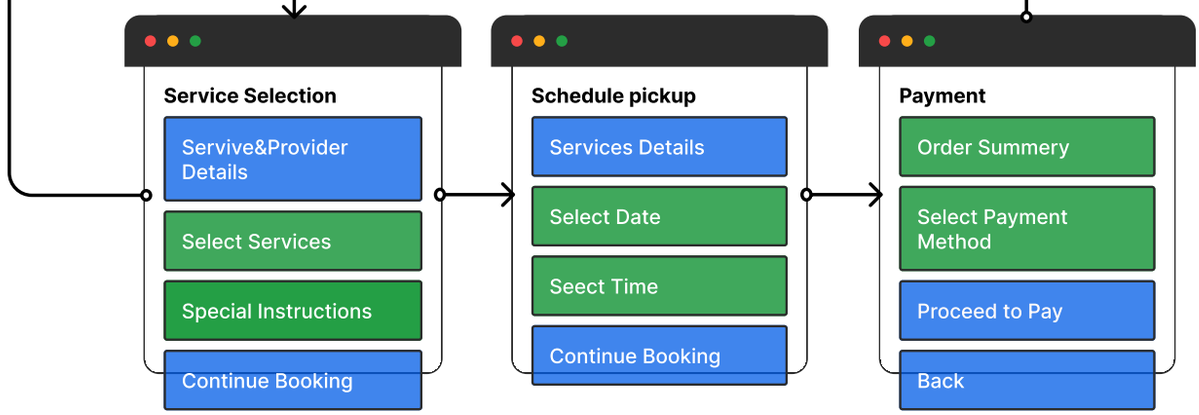




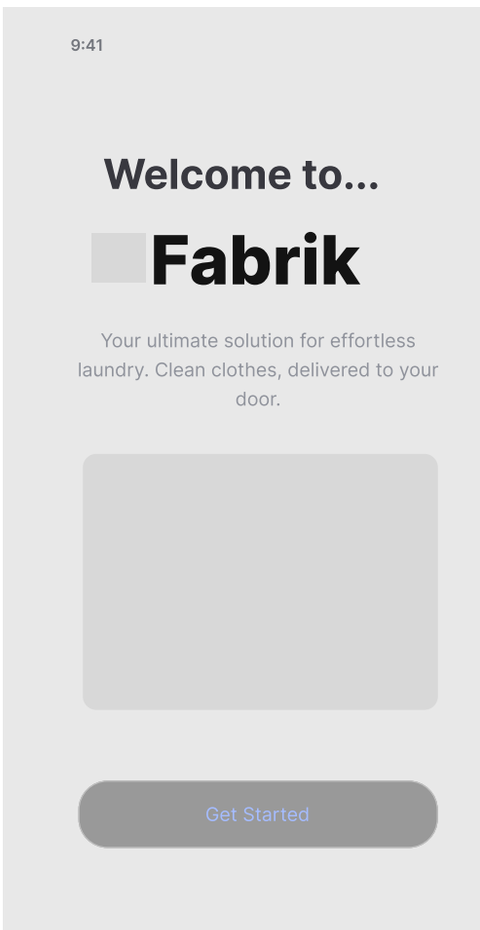
Sitemaaping

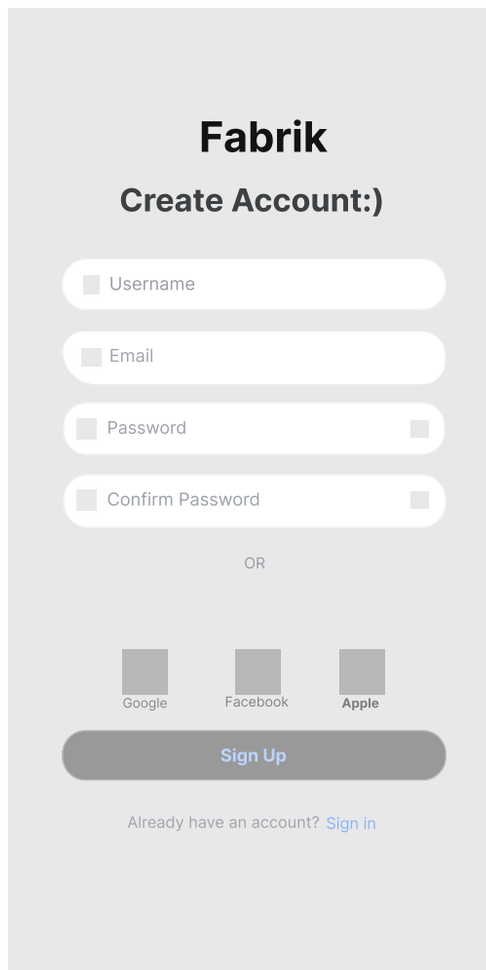


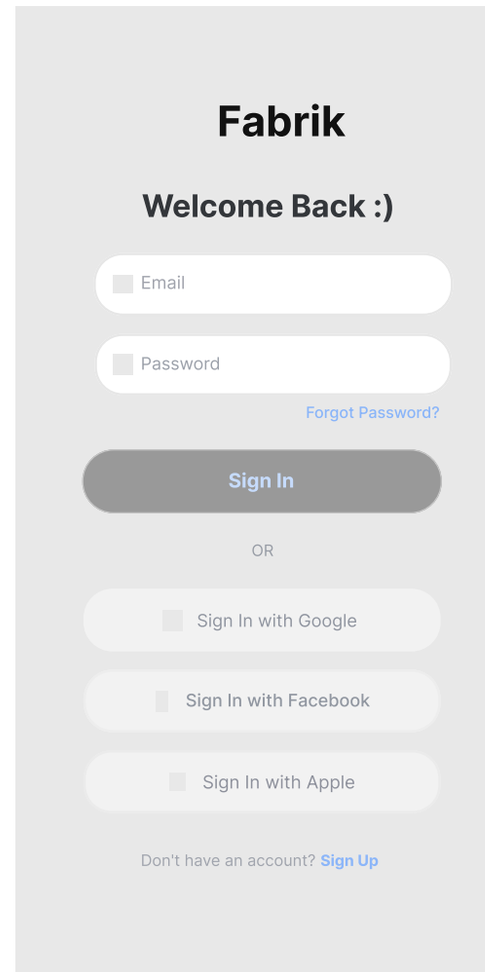

Legend
Login/Sigup
Member Only Link
Outside links
Public
Create an account :)
Username
Email
Password
Confirm pass
Sign in
Welcome Back :)
Email
Password
Google/facebook login
Signin
Home Page
Our Services
Nearby Providers
Bookings
Messages
User Profile
Services
Wash & Fold
Dry Cleaning
ironing Only
Stain Removal
Service providers
Sparkle Laundry
Laundry Hub
Fresh Fold Laundry
Eco Cleaners
Booking History
Booking 1 arriving
Booking 2 -in progress
Booking 3 -sceduled
Booking 4 - Compleated
User Profile
Contract Details
Account Statics
Addresses
Laundry Prefrences
SP Details
Services Offered
About Section
Reviews
Book Now
Booking Details
Order Details
Track Status
Order Summery
Total Price
Messaging
Service providers
Chatting
Attach Image
Type Here

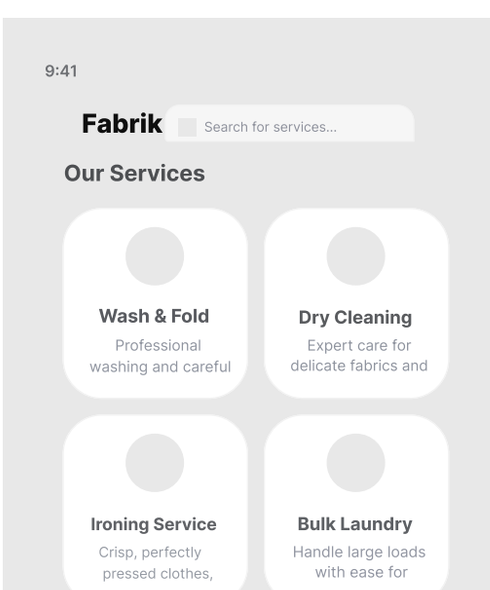


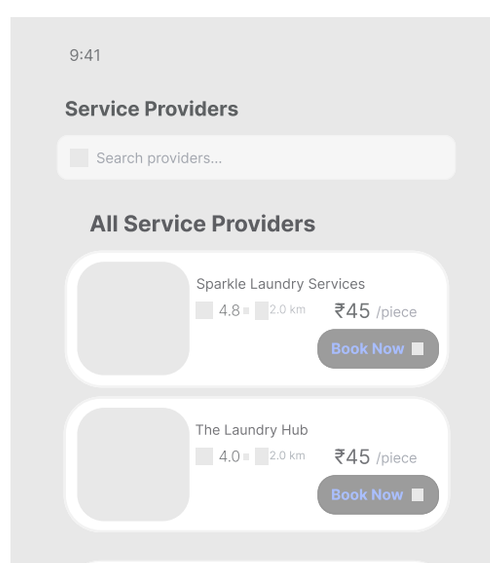
Low Fidelity

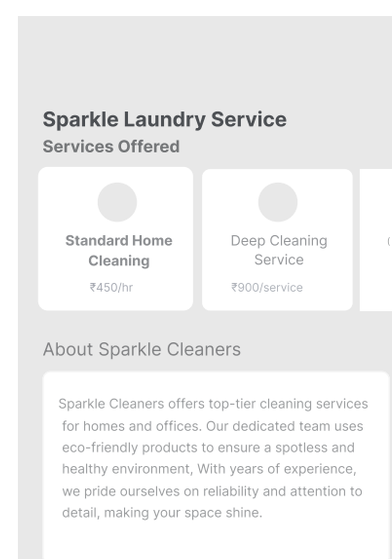












Nearby Providers

View All

Sparkle Cleaners
4.8 1-2 Days
View

Fresh Fold Laundry
4.5 Next Day
View

Quick Wash Express
4.7 Same Day
View

Home Bookings Messages Profile

Fresh Fold Express
4.8 2.0 km ₹45 /piece
Book Now

EcoClean Providers
4.9 2.0 km ₹45 /piece
Book Now

Quickwash Laundry
4.1 2.0 km ₹45 /piece
Book Now

Home Bookings Messages Profile

Reviews (3)

Add Review

Priya Sharma

Absolutely thrilled with Sparkle Cleaners! My home has never been this clean, The team was professional, efficient, and paid attention to every detail, Highly recommend for anyone looking for a sparkling clean home!

Rahul Singh

Good service overall. The deep cleaning was thorough, but they arrived a little late. The results were fantastic, though, and the staff was very polite. Will use again.

Sneha Patel

Sparkle Cleaners exceeded my expectations! The entire process from booking to the actual cleaning was seamless, They used eco-friendly products which I appreciate. My office looks brand new.

Book Now

Home Bookings Messages Profile

9:41

Select Service (1/3)

Services Schedule Payment

Sparkle Laundry
4.8 2 km 3-4 hours

Select Services

Regular Wash
₹60 per item
2

Ironing Only
₹30 per item
1

Express Wash
₹120 per item
0

Dry Clean
₹85 per item
0

Stain Removal
₹90 per item
1

Special Instructions

Add any special instructions for your laundry (e.g., 'no softener', 'hand wash delicates') ..

Continue

9:41

Schedule (2/3)

Services Schedule Payment

Sparkle Laundry Services
4.8.2km 3-4 hours

Select Date:

Mon	Tue	Wed	Thu	Fri
18	19	20	21	22

Select Time:

10:00AM	12:00 PM	02:00 PM
04:00 PM	06:00 PM	08:00 PM

Delivery Address

Apartment 123, Block C, Green Meadows Residential Complex, Sector 8, MG Hall Road, Bengaluru, 560078.

Change Address

Back Continue

Home Bookings Messages Profile

9:41

Book Service (3/3)

Services Schedule Payment

Services Schedule Payment

Order Summary

Regular Wash x 2	₹60
Iron Only x 1	₹30
Stain Removal x 1	₹90
Total	₹180

Choose Payment Method

UPI
Wallets
Credit/Debit Card
Cash on Delivery

Back Proceed to Pay

Home Bookings Messages Profile

9:41

Booking History

Search orders...

Order ID: FW-87654
SparkleClean Laundry - 2025-09-18
Completed
₹180

9:41

Booking Details

Order ID: #SCB789012

Items: Regular Wash -2x, Ironing -1x, Stain Removal -1x

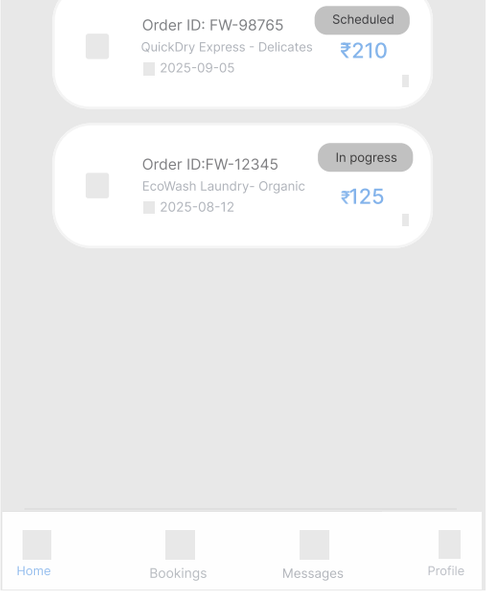
Provider: Sparkle Laundry Services

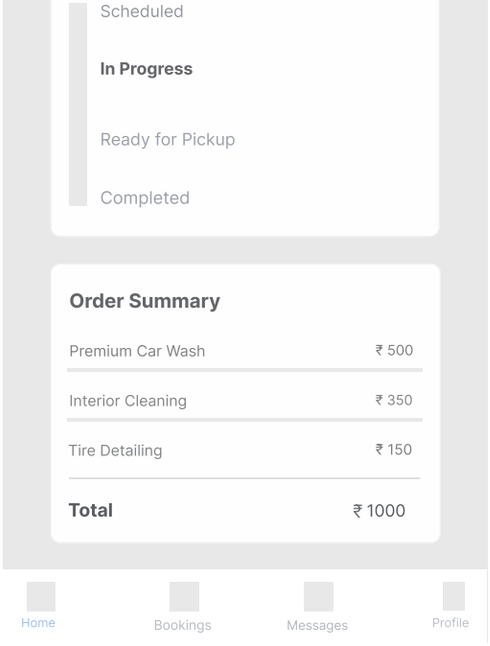
Track Status

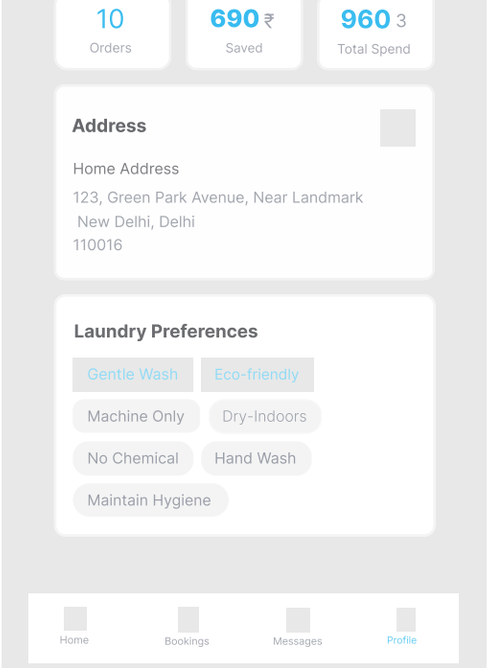
9:41

Profile

Shivam Singh
shivam@example.com
+91.98765 43210







Style Guide

Color Palette

Primary Color

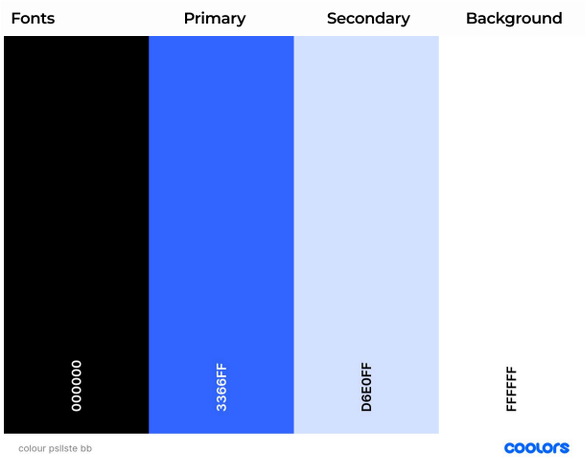
#3366FF

Secondary Color

#D6E0FF

Shades

Shades



Typography

Aa

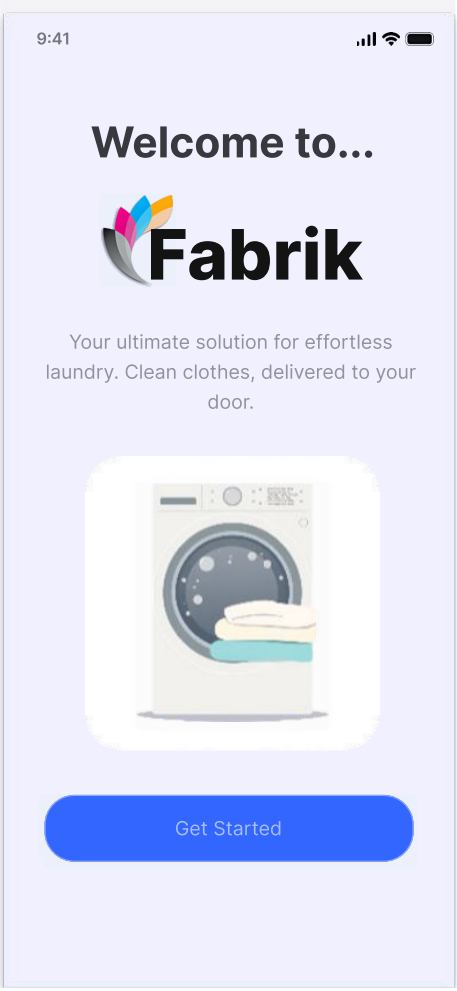
Font
Montserrat

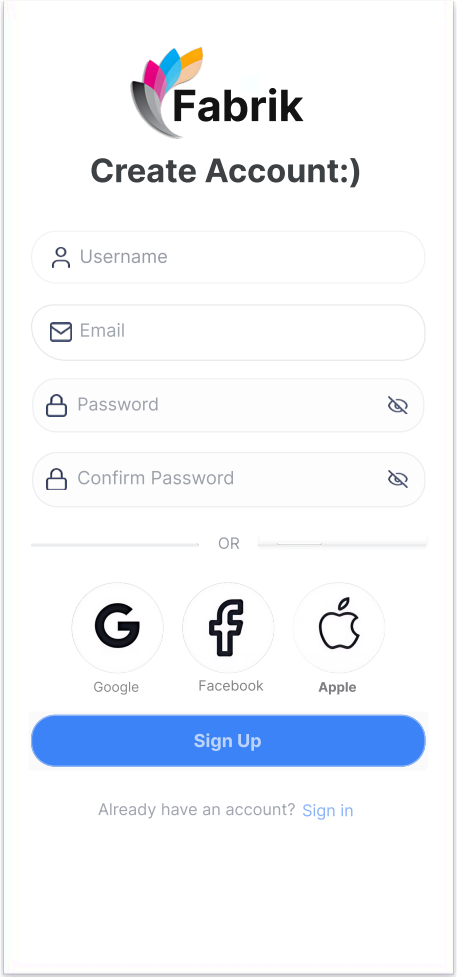
Aa Montserrat Bold	Aa Montserrat Semibold	Aa Montserrat Medium	Aa Montserrat Regular

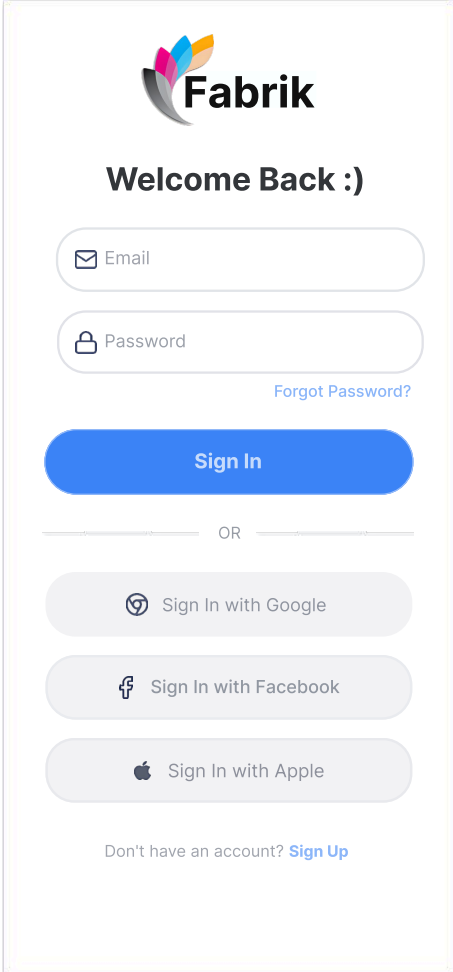
Name	Font Size	Line Height
Heading 1	**24 px**	**36 px**
Heading 2	**20 px**	**28 px**
Body - Large	18 px	24 px

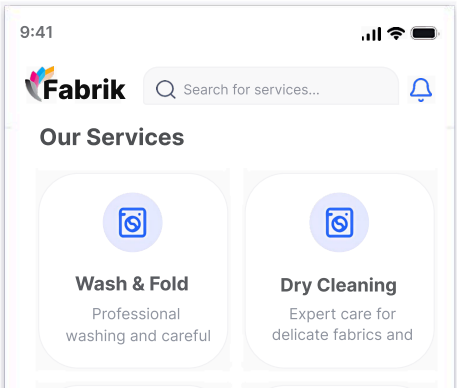
Body - Regular	16 px	24 px
Body - Small	14 px	22 px
Caption	12 px	16 px
BUTTON	16 px	24 px

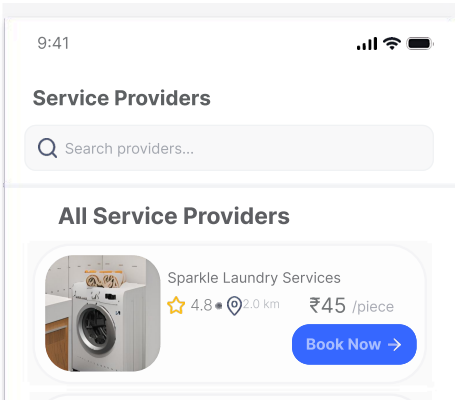
High Fidelity Design...

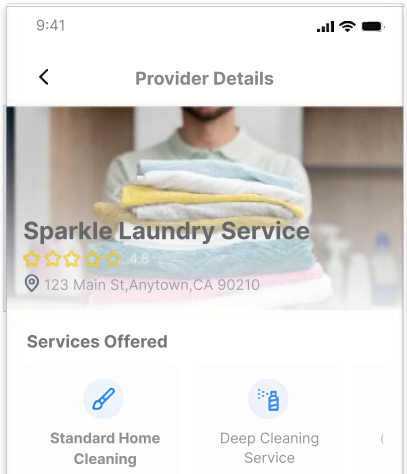












Ironing Service
Crisp, perfectly pressed clothes,

Bulk Laundry
Handle large loads with ease for

Nearby Providers

View All

Sparkle Cleaners
4.8 • 1-2 Days
View

Fresh Fold Laundry
4.5 • Next Day
View

Quick Wash Express
4.7 • Same Day
View

Home | Bookings | Messages | Profile

The Laundry Hub
4.0 • 2.0 km
₹45 /piece
Book Now

Fresh Fold Express
4.8 • 2.0 km
₹45 /piece
Book Now

EcoClean Providers
4.9 • 2.0 km
₹45 /piece
Book Now

Quickwash Laundry
4.1 • 2.0 km
₹45 /piece
Book Now

Home | Bookings | Messages | Profile

₹450/hr ₹900/service

About Sparkle Cleaners

Sparkle Cleaners offers top-tier cleaning services for homes and offices. Our dedicated team uses eco-friendly products to ensure a spotless and healthy environment, With years of experience, we pride ourselves on reliability and attention to detail, making your space shine.

Reviews (3)

Add Review

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Rahul Singh
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Book Now

Home | Bookings | Messages | Profile

9:41

Select Service (1/3)

1 Services — 2 Schedule — 3 Payment

Sparkle Laundry
4.8 • 2 km • 3-4 hours

Select Services

Regular Wash ₹60 per item	2	+
Ironing Only ₹30 per item	1	+
Express Wash ₹120 per item	0	+
Dry Clean ₹85 per item	0	+
Stain Removal ₹90 per item	1	+

Special Instructions

Add any special instructions for your laundry (e.g., 'no softener', 'hand wash delicates') ..

Continue

9:41

Schedule (2/3)

Services — Schedule — Payment

Sparkle Laundry Services
4.8.2km • 3-4 hours

Select Date:

Mon	Tue	Wed	Thu	Fri
18	19	20	21	22

Select Time:

10:00AM	12:00 PM	02:00 PM
04:00 PM	06:00 PM	08:00 PM

Delivery Address

Apartment 123, Block C, Green Meadows Residential Complex, Sector 8, MG Hall Road, Bengaluru, 560078.

Change Address

Back | Continue

Home | Bookings | Messages | Profile

9:41

Book Service (3/3)

Services — Schedule — Payment

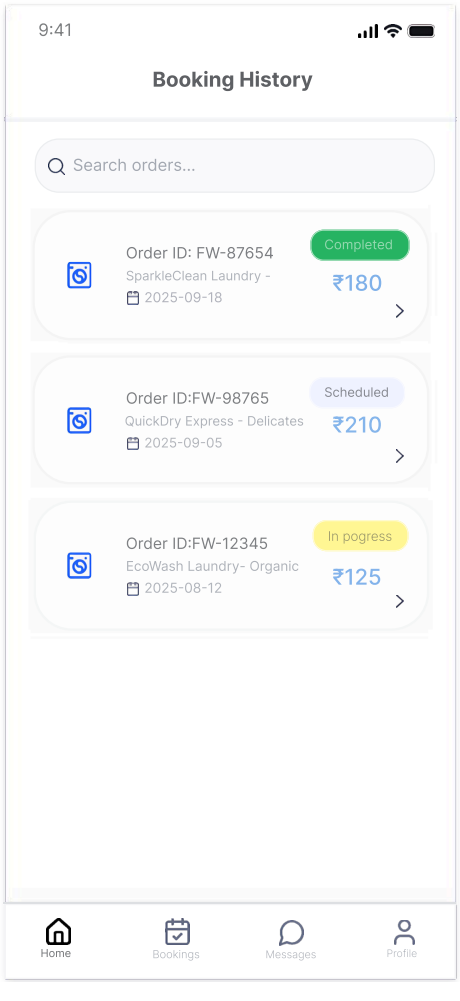
Order Summary

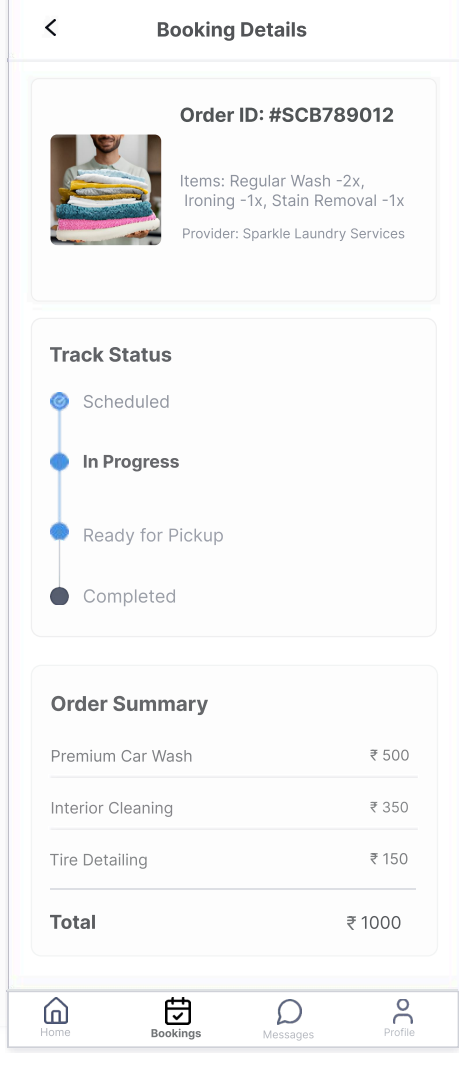
Regular Wash x 2	₹60
Iron Only x 1	₹30
Stain Removal x 1	₹90
Total	**₹180**

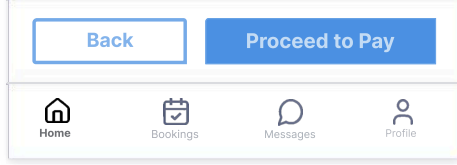
Choose Payment Method

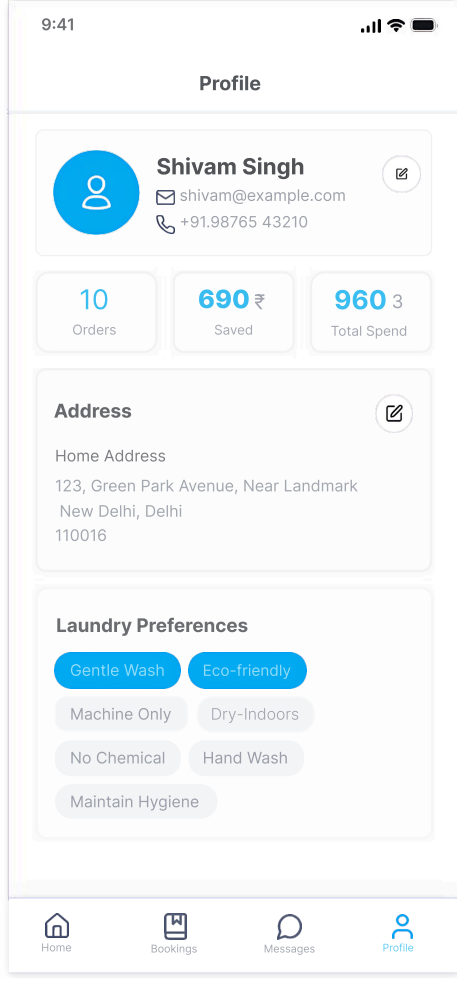
- (•) UPI
- ( ) Wallets
- ( ) Credit/Debit Card
- ( ) Cash on Delivery

9:41









Thank you for viewing :)