



THE CHORE
EXCHANGE

Vision Statement

My vision was simple. There are certain chores I personally hate and others that I never mind doing. For example, I absolutely HATE doing dishes and cleaning out the litter box but I don't mind cleaning my bathroom, washing cars and doing laundry. Some times I'll have friends come over to motivate or help me do certain things. That's when I got this brilliant idea. Some times I'll offer to do things for people in exchange for their doing something for me and thought, maybe there would be others out there like me wanting the same thing. I figured I could make the connection easier between friends with this app.

CONCEPT DEVELOPMENT

FRIEND FINDER



DOG WALKER APP



CHORE BOARD APP



Card Sorting

User

- Business Pros
- Busy Housewives
- Traveler
- People who hate doing their own chores

Goal

- Easy to use
- User Friendly
- Able to get things done with minimal effort

Behavior & Attitude

- Not Home Often
- Unavailable
- Wants to get things done but don't have the time

Setting

- Specific Chore Choices
- Calendar/ Date Picker/ Time Picker
- Ability to connect "CE" app to your social media friends lists

ECO SYSTEM



Want someone else to do your house chores?

Who would most likely use this site?



Overworked Mothers



Busy business people



Ipad home page Screen

Enter monthly drawings for Molly Maids



ECO SYSTEM

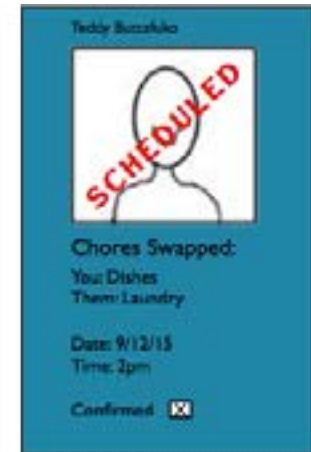
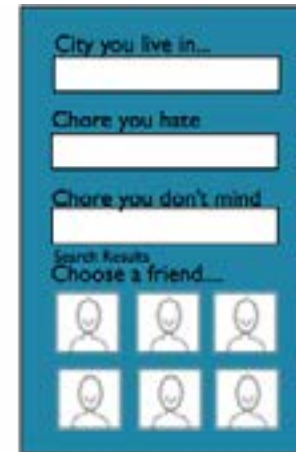
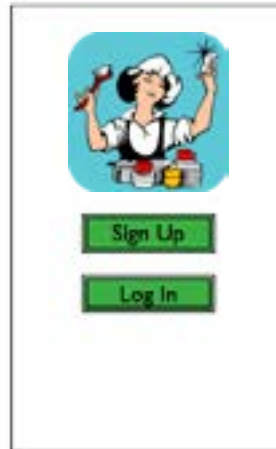
3 steps to finding the perfect person to help you



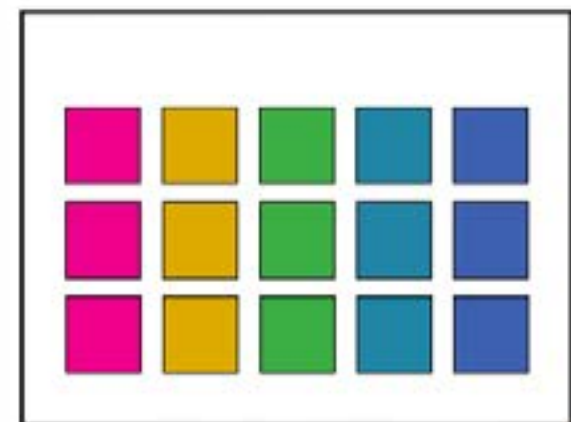
USERS



Choose between friends in your area



Choose a CHORE category



PERSONA DEVELOPMENT



Nicole Placencia
PRIMARY

Personality Outgoing,
Extremely Funny, caring,
personable, Hard
Headed, Hard Working,
Sarcastic, Witty

Age: 45
Marital Status: Married
Location: Hollywood, CA
Profession: Comedian
Level of Tech Knowledge: 3
Words that describe user: Caring, Funny, Hard Working

Archetype

The Care Giver

Technology Adoption Curve



Technology

It and Internet: Advanced
Software usage: Intermediate
Mobile /Tablet Apps: Intermediate
Social Networking: Beginner

Favorite Sites

The Onion, Rotten Tomato
Popcorn Time, Msnbc



Apps/Software

You Tube, Popcorn Time,
Food Network, Hello Vino

UX Goals

Convenience
Speed
Free
Fun

User type

Random Facts
Videos
Games
Movies
World News

Internet Use

Shopping, Random Facts, Movies, Games



Devices/Platform

Phone: Samsung Note
Computer: Mac
Tablet: Ipad Mini

Brand Relationship

Level of usage: High
Level of frequency: Often

Brand

Apple: Very Trustworthy

Product

Laptop

Influences

Consumer Reviews
Friends
Family

PERSONA DEVELOPMENT



Ash Gonzalez

"Balls to the wall"

Age: 36
Marital Status: Single
Location of Home: Highland Park, CA
Profession: Asst. Mgr
Income: \$37k

Internet Use

Daily

App Use

Daily

Key UX Goals & Behavior

Smooth Transition, Clean Colors, Uncomplicated, Fast

App needs

Busy Lifestyle, Needs help, Hates doing certain Chores

App must not

No Friends, No Social Media Accts, Homeless

Interaction with app

Level of usage: 3

Level of frequency: Several times a wk

What time of day: Between 9am

Morning

Confirm Appt Time

Afternoon

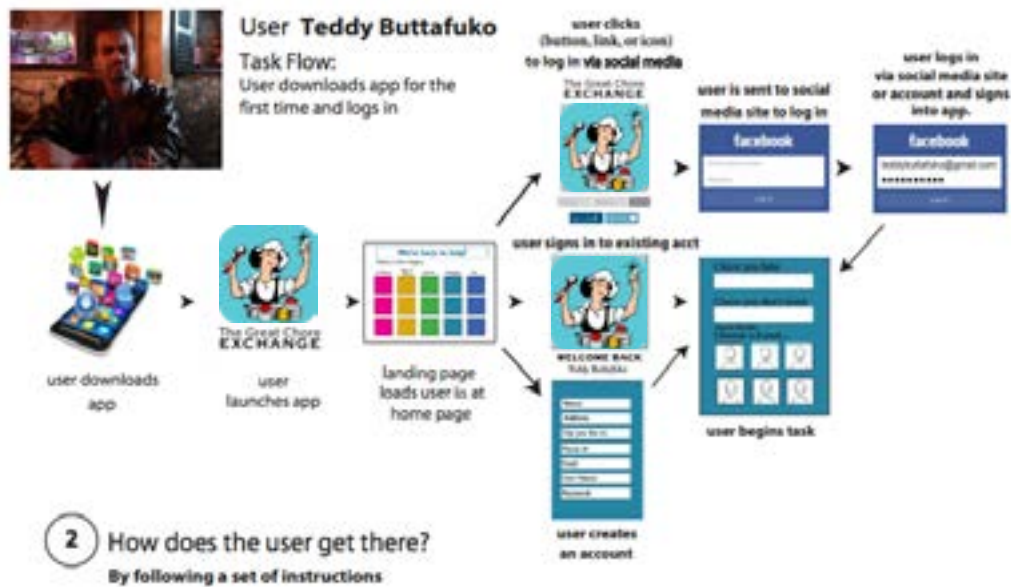
Have Chore completed

Night

Make Appts for future dates

USECASE SCENARIOS

1 Find a trustworthy person to help them with Errands



3 How does the user complete the task?
By exchanging information with the friend of their choosing and setting up a date and specified chore.

2 How does the user get there?
By following a set of instructions



Teddy Buttafuko

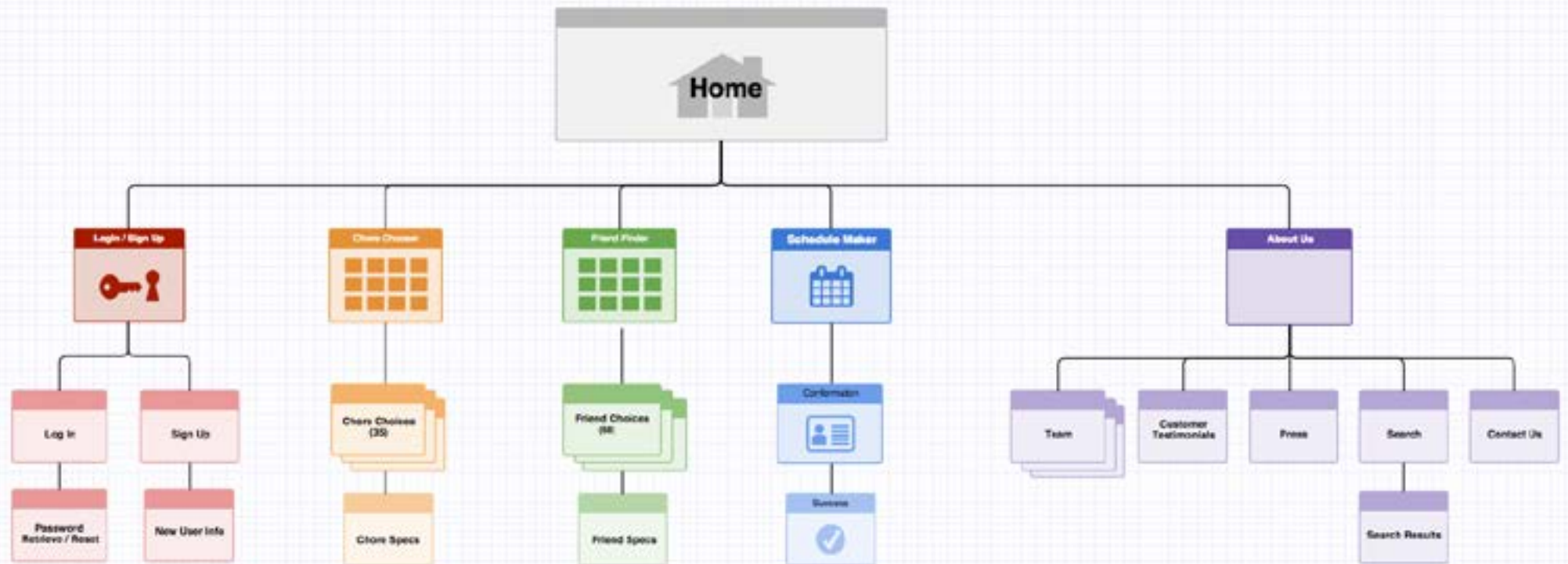
Teddy lives in a large house with a roommate. The roommate went out of town but is coming back tonight and he knows will have a heart attack when she sees how dirty the house has gotten.

Teddy hates doing certain chores (like dishes) and avoids doing them for as long as he can. So he decides to try out an app he'd heard about from his amazing friend Kylee called "The Great Chore Exchange" how also happens to be a member. He downloads the app, creates an acct, picks that amazing friend of his to exchange chores with and sets up an express case with her to work that day. She pops on over, does the dishes AND cleans the kitchen while he tends to other areas. Roommate comes home to a clean house and all is well.

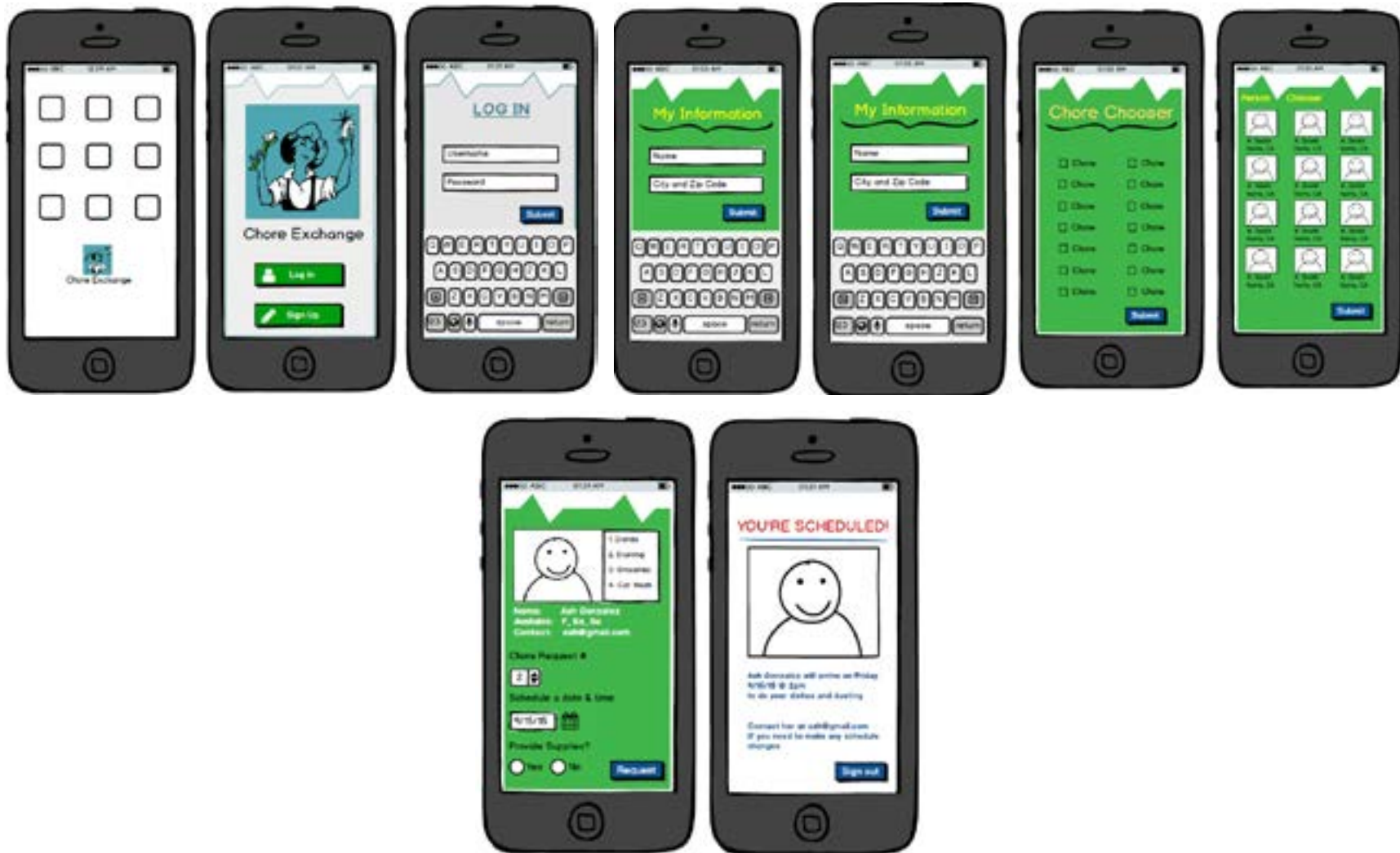
TASK FLOW Customer sets an appt on GCE App



SITE MAP



INITIAL USER FLOW: BALSALMIQ WIRE FRAMES



STYLE GUIDE

LOGO



**THE CHORE
EXCHANGE**

COLORS



60c7d4



138595



8cceed



264f6a



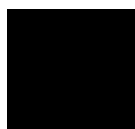
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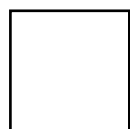
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cbcccd



ffffff

ICONS



FONTS - COPPERPLATE FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKL

BUTTONS



FORM ELEMENTS

TEXT FIELD

IMAGES

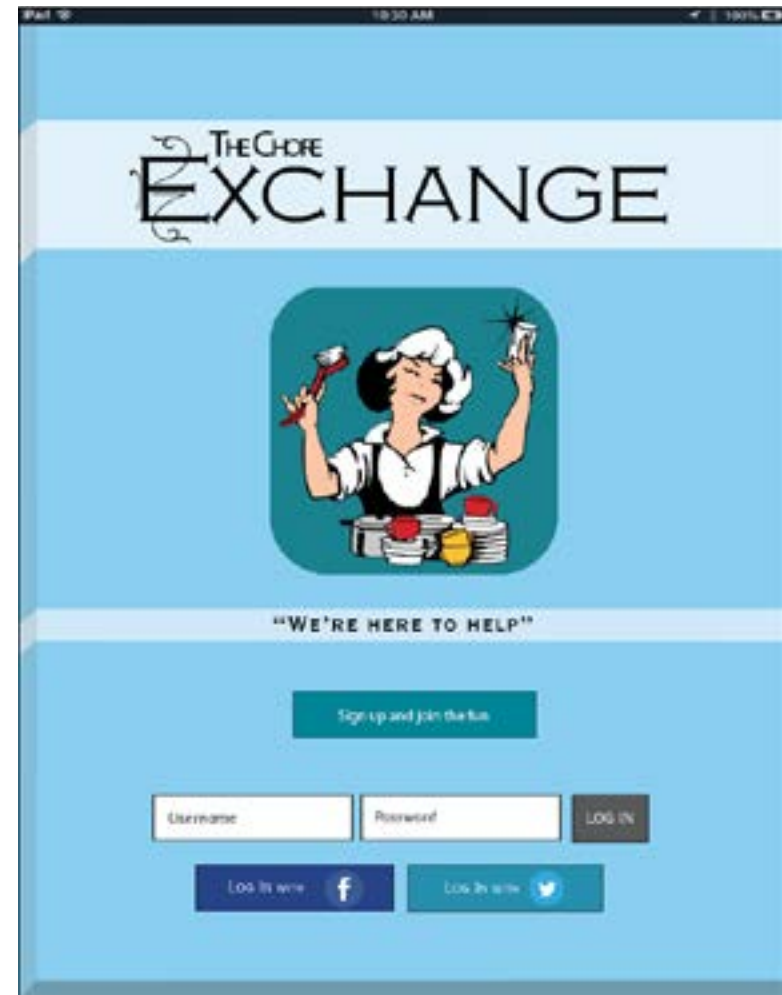


FINAL APP

Opening Screen



Home Screen



New User Page



10:30 AM 100%



SIGN UP

FULL NAME

ADDRESS

STATE & ZIP

PHONE NUMBER

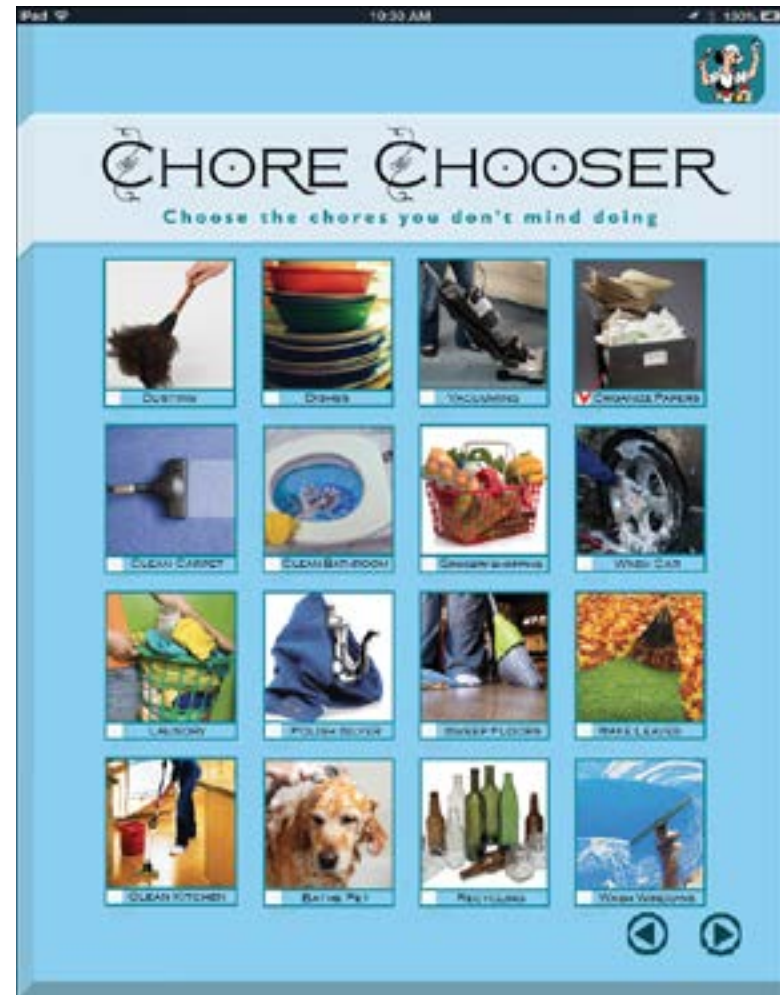
EMAIL ADDRESS

HOW DID YOU HEAR ABOUT US?

WOULD YOU LIKE TO RECEIVE OUR EMAIL NEWSLETTER?
 YES PLEASE NO THANKS

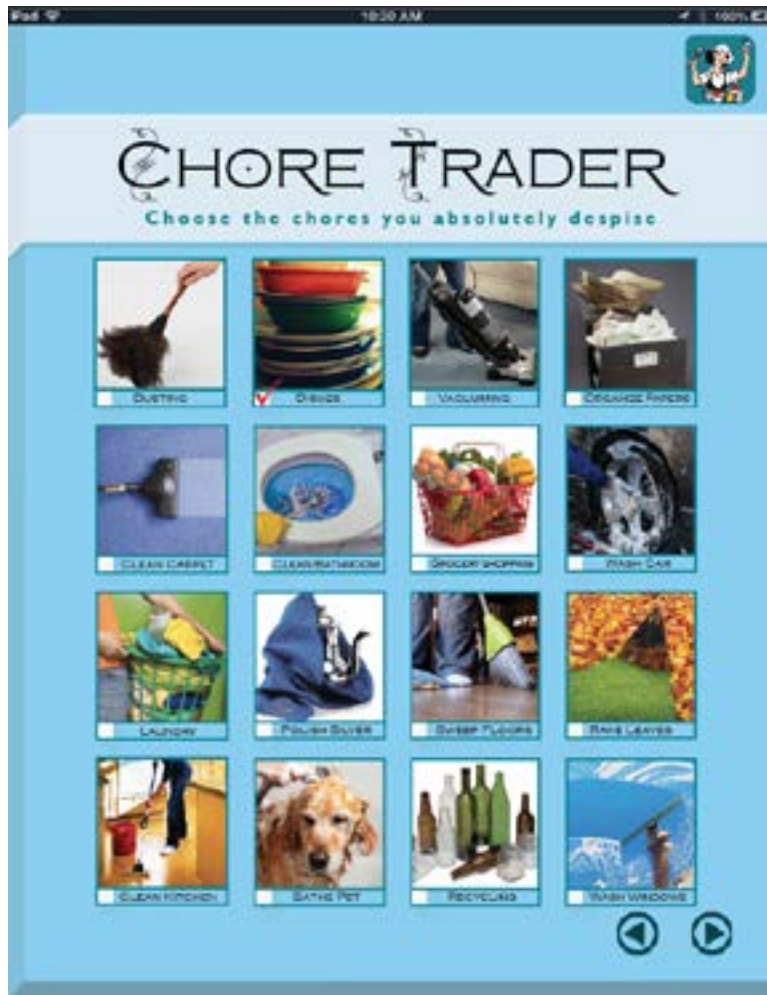
 

Chore Chooser Page



FINAL APP

Chore Trader



Friend Finder Page



Set Your Schedule Page

SCHEDULE

NAME: Nicole Flancia
ADDRESS: 221 S. Grand Ave
EMAIL: coolnik@gmail.com
PHONE: 310.555.1234
DAYS AVAILABLE: Th - Fr - Sat
TIMES AVAILABLE: Late Mornings

I Want to Trade These:
1. Dishes
2. Recycling
3. Bathe Pet
4. Laundry

I'll Do These for You:
1. Car Wash
2. Groceries
3. Clean Kitchen
4. Clean Bathroom

WHICH CHORES WILL SHE DO FOR YOU?
Car Wash Groceries Kitchen Bathroom

WHICH CHORES WILL YOU DO FOR HER?
Dishes Recycle Bathe Pet Laundry

DO YOU WANT TO SCHEDULE THIS FRIEND? Yes No

Conformation Page

YOU'RE SCHEDULED

YOU will arrive at her place at 12:00pm on 9/28/15 and will be completing 2 chores for you. **YARD WORK & KITCHEN HER CONTACT INFO IS LISTED BELOW**
EMAIL: kylewkins77@gmail.com
PHONE: 310.555.1234

Nicole will arrive at your place at 11:00am on 9/30/15 and will be completing 2 chores for you. **DISHES AND KITCHEN HER CONTACT INFO IS LISTED BELOW**
EMAIL: coolnik@gmail.com
PHONE: 310.555.1234

CAN WE HELP YOU WITH ANYTHING ELSE? YES NO

LOG OUT