

# Tidy | User Journey (iPhone, New Customer)

## User Expectations

Cleaner should arrive on time and get the job done in specified time frame.	Pricing should be determined up front so that I know I can afford it.	The cleaner should be trustworthy and professional.	Booking the appointment should be easy and available on their device.	App should send a confirmation email when I set an appointment.
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## User Journey

Process	Find a Cleaning Service	Sign-up	Request a Clean	Payment Info & Confirmation	Confirmation & Cleaning	Receipt & Review
User Goals	<ul style="list-style-type: none"><li>User is looking for Tidy, which was recommended to them by a friend.</li></ul>	<ul style="list-style-type: none"><li>Provide profile credentials so they can move forward with booking an appointment.</li></ul>	<ul style="list-style-type: none"><li>Set an appointment for next Tuesday.</li></ul>	<ul style="list-style-type: none"><li>Input payment information so they can finish booking their appointment.</li></ul>	<ul style="list-style-type: none"><li>The user receives a confirmation. The cleaner shows up the following Tuesday and completes the clean.</li></ul>	<ul style="list-style-type: none"><li>After the clean the user receives a receipt and is asked to review their cleaner.</li></ul>
Actions	<ol style="list-style-type: none"><li>Customer searches for services on the app store.</li><li>They find Tidy and read the reviews about the service.</li><li>They install the application.</li></ol>	<ol style="list-style-type: none"><li>User contemplates whether or not they should link existing profile or provide an email address.</li><li>They decide to use their Google profile.</li></ol>	<ol style="list-style-type: none"><li>Inputs # of rooms to get price.</li><li>Customer selects a date.</li><li>Inputs their address, and selects to save to profile.</li><li>Chooses a cleaner based on rating</li></ol>	<ol style="list-style-type: none"><li>Chooses Google Wallet as their payment option, over CC and Apple Pay.</li><li>Receives confirmation that the request has been made and that they will be notified when it is accepted.</li></ol>	<ol style="list-style-type: none"><li>The user receives a notification of their accepted appointment.</li><li>The following Tuesday they receive a push notification reminder.</li><li>Once the cleaner is on their way they receive another notification.</li></ol>	<ol style="list-style-type: none"><li>User is happy that the estimate matches the receipt.</li><li>They give their reviewer a 4 star review.</li><li>They leave a comment saying they missed a spot.</li></ol>
Customer Thoughts	<ul style="list-style-type: none"><li>What is Tidy? Will they be affordable and reliable?</li><li>What are others saying about Tidy?</li><li>Can I install this application over mobile data?</li></ul>	<ul style="list-style-type: none"><li>How much information will I have to input to create a profile?</li><li>Can I do this quickly?</li><li>If I link my Facebook will it post to my wall?</li></ul>	<ul style="list-style-type: none"><li>I don't want to have a cleaner come to the house now.</li><li>What is the best time for a cleaner to come next week?</li><li>Will I have to input my address each time?</li></ul>	<ul style="list-style-type: none"><li>Do I want to give them my CC information?</li><li>Inputting CC info is annoying.</li><li>Tying payment options to Google Wallet made setting up a payment really easy.</li></ul>	<ul style="list-style-type: none"><li>The cleaner should be here soon, will they arrive on time?</li></ul>	<ul style="list-style-type: none"><li>Did it end up being as inexpensive as they claimed?</li><li>I hope I can let them know to make sure they don't miss the spot behind the couch for next time.</li></ul>
Overall Customer Experience	<ul style="list-style-type: none"><li>Good - The appstore description gives a basic breakdown of Tidy. Reviews describe other customer's experiences. App is lightweight for quick downloads.</li></ul>	<ul style="list-style-type: none"><li>Good - The customer is glad they can link an existing profile so that they don't have another password to remember.</li></ul>	<ul style="list-style-type: none"><li>Okay - The customer has to take some time to think about their schedule, and weigh the pros and cons of which day the cleaner should arrive.</li></ul>	<ul style="list-style-type: none"><li>Very Easy - The user is happy that they can use Google Wallet so they don't have to input their CC information.</li></ul>	<ul style="list-style-type: none"><li>Good - The customer feels reassured that next time the clean can be better since they left a comment. They are content with the price matching the estimate.</li></ul>	<ul style="list-style-type: none"><li>Good - The customer feels reassured that next time the clean can be better since they left a comment. They are content with the price matching the estimate.</li></ul>

## Recommendations

Goals & Features	<b>Suggested Feature #1</b> Let users sign up with existing profiles, including Facebook and Google.	<b>Suggested Feature #2</b> Let the user to schedule a cleaner in advance, or as soon as the next cleaner is available.	<b>Suggested Feature #3</b> Payment should be as painless as possible. Integrating with payment services like Google Wallet and Apple Pay could make for a more seamless payment experience.	<b>Suggested Feature #4</b> Users should be prompted to complete a review once a cleaning is complete. The review system will be kept simple to encourage users to leave reviews. Will consist of a 1-5 star rating system and comment section.
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# Tidy | User Journey (iPhone, Return Customer)

## User Expectations

Cleaners will show up within the 2 hour window for immediate cleans.	When booking, I shouldn't need to input information I have given previously.	I should know when the cleaner is on their way, and when to expect them.	Pricing should be similar to when I used the app previously.	I should be able to add/remove payment methods.
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## User Journey

Process	Sign in	Request a clean	Payment Info & Confirmation	Confirmation & Cleaning	Receipt & Review
User Goals	<ul style="list-style-type: none"><li>Visit webpage and sign in to the service.</li></ul>	<ul style="list-style-type: none"><li>Request an immediate clean.</li></ul>	<ul style="list-style-type: none"><li>Remove their expired credit card, and add a new payment option.</li></ul>	<ul style="list-style-type: none"><li>The user receives a confirmation. The cleaner shows up an hour and a half after the appointment was booked.</li></ul>	<ul style="list-style-type: none"><li>After the clean the user receives a receipt and is asked to review their cleaner.</li></ul>
Actions	<ol style="list-style-type: none"><li>User goes to the Tidy URL in their preferred browser.</li><li>They enter their email and password to sign in.</li></ol>	<ol style="list-style-type: none"><li>Leaves number of rooms set as it was last time.</li><li>Selects the address saved as "home".</li><li>Selects immediate appt. Chooses a cleaner they had previously.</li></ol>	<ol style="list-style-type: none"><li>User is notified their previous card has expired.</li><li>They input new CC information and save it to their profile.</li><li>User is told they can expect their request to be accepted shortly.</li></ol>	<ol style="list-style-type: none"><li>The user receives a notification email of their accepted appointment, and is given an ETA.</li></ol>	<ol style="list-style-type: none"><li>User is happy that the cleaner showed up quickly &amp; service was what they expected.</li><li>They've already had this cleaner before, so there's no need to leave a review.</li></ol>
Customer Thoughts	<ul style="list-style-type: none"><li>What's my password for this site?</li></ul>	<ul style="list-style-type: none"><li>Oh good, I don't need to fill out the form again.</li><li>I'm expecting company tonight, I hope they can come ASAP.</li><li>Nora (cleaner) did a great job last time.</li></ul>	<ul style="list-style-type: none"><li>Where did I put my wallet?</li><li>I hope this request goes through quickly or I will have to cancel.</li></ul>	<ul style="list-style-type: none"><li>I hope they tell me when the cleaner is coming, I need to take a shower.</li></ul>	<ul style="list-style-type: none"><li>Did it end up being as inexpensive as they claimed?</li><li>I hope I can let them know to make sure they don't miss the spot behind the couch for next time.</li></ul>
Overall Customer Experience	<ul style="list-style-type: none"><li>Okay - The customer set up a unique password for this site and it takes a moment for them to remember it.</li></ul>	<ul style="list-style-type: none"><li>Good - The customer is glad that they don't have to input information they've already given. They are looking forward to have the house cleaned tonight.</li></ul>	<ul style="list-style-type: none"><li>Okay - The user is slightly annoyed that they have to input new CC information, but they don't blame the UI.</li></ul>	<ul style="list-style-type: none"><li>Good - The customer is glad that they have a general idea of when the cleaner should be arriving, so that they are prepared to greet them.</li></ul>	<ul style="list-style-type: none"><li>Good - The customer feels reassured that next time the clean can be better since they left a comment. They are content with the price matching the estimate.</li></ul>

## Recommendations

Goals & Features	<b>Suggested Feature #1</b> Don't make the user fill out information they've already given.	<b>Suggested Feature #2</b> Users should be able to add/remove payment options both in their account settings and in the flow of requesting a clean.	<b>Suggested Feature #3</b> Should make sure to notify users if their current payment method can no longer be used before submission.	<b>Suggested Feature #4</b> Users should be prompted to complete a review once a cleaning is complete. The review system will be kept simple to encourage users to leave reviews. Will consist of a 1-5 star rating system and comment section.
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