

ENJOY YOUR HOME

Case Study

Experince Haus: UX/UI Design

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Client presentation



Vera Keohane is Ireland's first **KonMari consultant** and founder of **Enjoy Your Home**.

The company is on a mission to help others transform their homes to **clutter free** and **organised environments**, paving the way to lives that **Sparks Joy**.

Vera applies the **KonMari method** set out to change your whole approach to material possessions and making space for the lifestyle you want.

Vera's request for her current website was a **refreshed** experience which gives clients **clarity** of and **confidence** in her services. She needs potential clients to be able to learn about her services, how they can work with Vera and what they can achieve together - what a person needs to begin this **decluttering journey** should be **clear** and **non-threatening**.

Her clients are a variety of people: people with **too much stuff** and **too little time**, people who are stuck and wish to **change old habits**, people who just need to organise their material possessions so they can focus on more important experiences.

KonMari method

Marie Kondo is a **Japanese tidying expert**, bestselling author, star of the Netflix show “Tyding Up With Marie Kondo” and founder of the **KonMari Method**.

The KonMari Method is a simple but effective tidying method, ensuring you will never relapse to clutter again. It uses a unique selection criterion – **choosing what sparks joy!**

Most tidying methods advocate a room-by-room or little-by-little approach, which doom you to pick away at your piles of stuff forever. The KonMari Method™ encourages **tidying by category** – not by location – beginning with clothes, then moving on to books, papers, komono (miscellaneous items) and finally sentimental items.

Keep only those things that **speak to the heart**, and discard items that no longer spark joy. It’s not a quick fix for a messy room or a once-in-a-while approach to tidying, it’s a chance to **reset your entire life** if you commit to following its principles.

6 Rules of Tidying

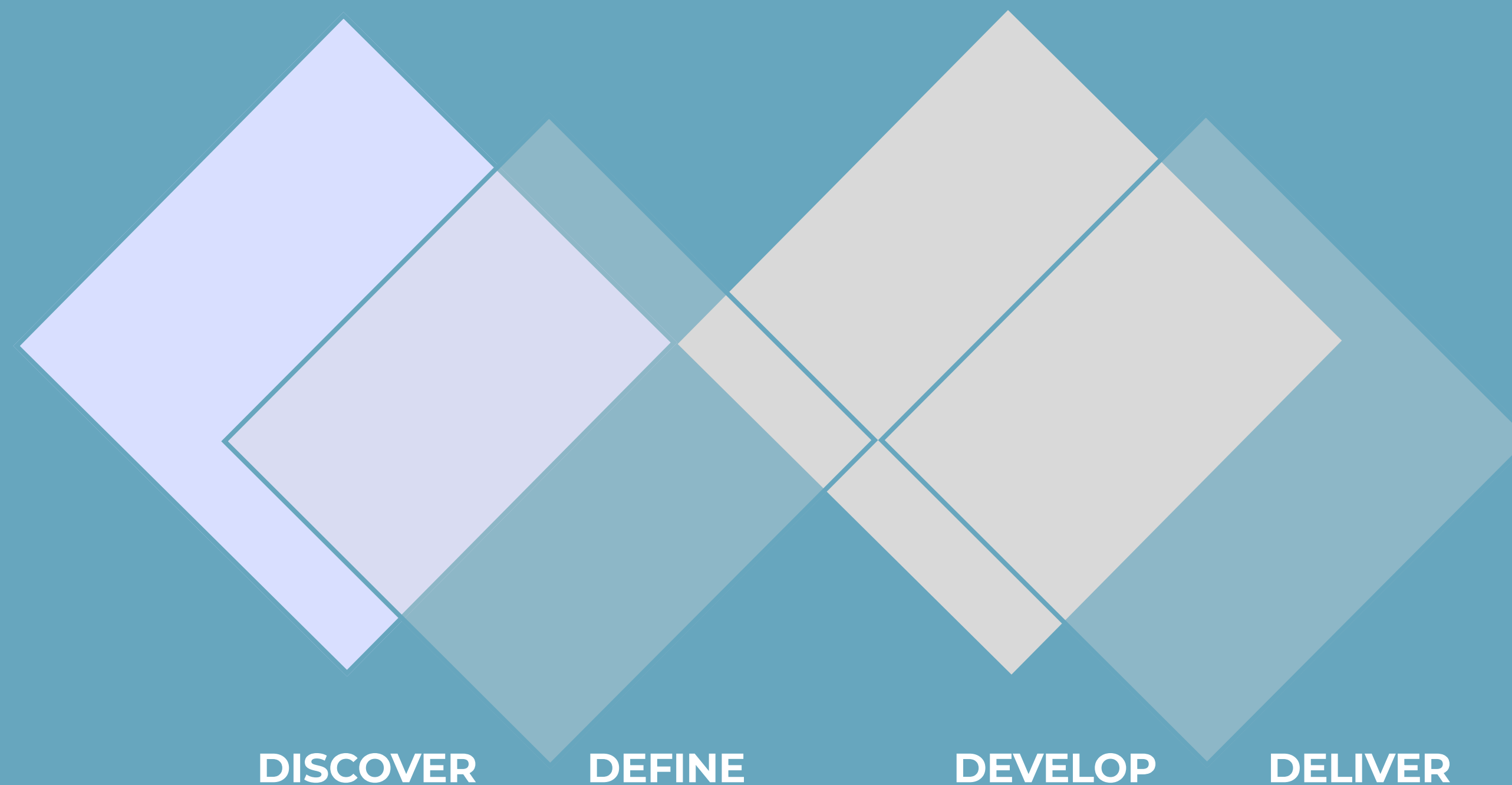
1. Commit Yourself to Tidying Up
2. Imagine Your Ideal Lifestyle
3. Finish Discarding First
4. Tidy by Category, Not by Location
5. Follow The Right Order
6. Ask Yourself If It Sparks Joy!



Our process

Our project was supported by the roadmap of the **Double Diamond Process model** and it's four stages: **Discovery, Definition, Development** and **Delivery**.

Together, these stages worked as **outlines** to organize our thoughts in order to improve the **creative process, help analyse** and **suggest improvments** for Vera's website.





DISCOVER

Exploring the problem

- Stakeholder meeting
- User interviews
- Competitor analysis
- Defining target audience

Stakeholder meeting 29/03-2022

After the **interview with Vera** we found out that she really likes her website and mainly would like some **updated content** and a **fresh new feeling**. The theme of the website matches her Instagram and feels very **personal** to her.

Positive Findings:

- Love colors, fonts and icons
- Love the logo
- The site matches her Instagram and its also where her customer most often find her
- The site is working very well

Room for improvment:

- Too much info about Marie - should be more about Vera.
- Too much text
- Outdated images
- Don't have access to the website which leads to her using Instagram more
- Not enough info about her services



User interviews

“ Easy to find social media information ”

“ I’m liking the “Before & After” pictures, it’s what draw my attention the most ”

“ A lot of positive testimonials, it makes me want to book her ”

“ Vera seems very nice and good at what she’s doing, her being a former nurse and mid-wife gives a trustworthy impression ”



User interviews

“ ”

Too cute, doesn't match Marie Kondo

“ ”

Not getting a clear understanding of the services being offered

“ ”

I'd like an easy way of contacting Vera, perhaps through a form with control over time and date?

“ ”

Text is not very accessibility friendly, different styles is very distracting

“ ”

Website is a bit messy, I'm getting a little lost navigating between pages and it's information



Room for
improvement

Competitors

SPARK JOY
LONDON

SERENITY
SPARKS JOY

SPACE SIMPLIFIED
create space, find joy

TIDY
COACHING

MnF Decluttering &
House Staging

Tidy
BY EMILY



Competitor analysis matrix

	Types/Number of services offered	Website ease of use (scale 1-5)	Prices displayed on site	Contact buttons easily displayed	'Featured' section	Links to social media	Method used explanation	Booking Process	Before & After photo examples	Links to blog	Testimonials section	Gallery section	Subscriptions offered e.g newsletter	Offer a free consultation?
Serenity sparks joy	1. Declutter in-person: <ul style="list-style-type: none">• Home• Business 1. Virtual...	3.5 Decent structure. Clear enough....	Only the price for a 1 hour consultation is displayed.	Yes	Yes	Facebook, Instagram, YouTube, and LinkedIn	Brief description about KonMari Method, and what the process will look like....	Direct booking system (calendar) But for some...	No	Has her own active blog: writes a short article every few months	Yes, but under construction/unfinished	I think she's only using standard stock images of home/interiours. No personal...	No	No, only paid. £120 GBP for 60m, virtual.
A life more organised	1- Single organisation session 2 - Starter package...	4 Pretty easy to navigate Clear link to...	Yes	Yes	Yes	Yes FB, IG, LinkedIn Pinterest, Twitter	Yes	Direct booking system - calendar to select date and time...	There are some - but I feel they could be a little better & perhaps more showing...	Yes	Yes	No - not a gallery, but there are some photos	No not that I can see	yes - Initial consultation is free
Spark Joy London	1- Signiture service 2- Additional hours 3- Blossom...	4 Fairly easy to navigate, clear list of services...	Yes	Yes	Yes	Yes FB, IG, LinkedIn Pinterest	Yes - KonMari Method explained	Direct booking system - calendar to select date and time...	Yes	Yes	Yes	No specific gallery -but there are lots of photos throughout	No	yes - Initial consultation is free
Space Simplified	1. Declutter in-person: <ul style="list-style-type: none">• Home• 1 Session (5 hrs) or Pack...	4.5 Not too much content Clear about how she can help...	Yes 1 Session - 295 euro 5 Sessions -1125 euro...	Yes	No	Instagram & FB	Brief description about KonMari Method plus all 6 "fules for tidying"	Through a contact form that also has multiple "pre-screening" ...	No	Yes	Yes	No But has IG scrolling gallery at bottom	Yes	Yes
Space of joy	5 different services offered - all clearly labelled with explanations	3.5 Quite clear, easy to navigate for the most part but could see...	Yes	Yes	No	Yes FB, IG, Pinterest Shows photos from instagram too	Yes	"Get in touch to book your slot" - cannot book online - have to fill out info &...	Yes - lots	Yes	Yes	Yes	No	Doesn't mention free consultation
Tidy Coaching	1. Home Declutter in-person: Weekday and Weekend...	3 Services described well Lots of buttons *A little too much...	3 hr in Home Session - 135 weekday/150 weekend 6hr in Home Full...	Yes	No	Instagram & FB	Brief description about Kon Mari as well as the Method plus all 6 "fules for...	Just a contact form	Yes	Yes	Yes	Yes	Yes	Yes



Key Findings

What do they do, that we dont

- Prices
- Before & after
- Gallery section
- Subscriptions to news letters
- Free consultation

- Links to blog / Instagram
- Social media
- Method explained
- Reviews / testimonials
- Services / packages



Target Audience



30+

Empty
nesters

Working
mothers

Stay at
home
moms

Women

Upper-middle
income

Imbalanced
life / well-being

Families

DEFINE

The area to focus upon

- Personas
- User journeys
- User flow



Maria

Occupation: Dietician - Currently on maternity leave

Age:	Nationality:	Location:	Salary:
37	Swedish	Stockholm	Midrange

Maria is a new mother living in a small apartment in the center of Stockholm, Sweden. Maria and her partner are both used to having a clean and tidy environment, but since the baby came the structure has disappeared. Both parents are used to an active lifestyle and have a lot of gear for hiking, yoga etc.

Demographic:

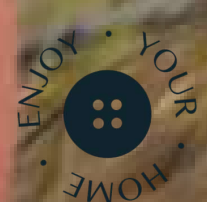
New mother in a small appartment in the centre of Stockholm, Sweden. Both partners have a upper-middle income and are used to a tidy home. They have an active lifestyle practicing different sports.

Frustrations & Needs

Super small bathroom, can't fit a changing station. There are toys all over the apartment. In need of some structure to keep all to kids stuff organized.

How can Vera help:

Would mainly need help in the bathroom and bedroom. How can we structure the wardrobes without getting rid of too much of the parents clothes.





Elsa

Occupation: Retired

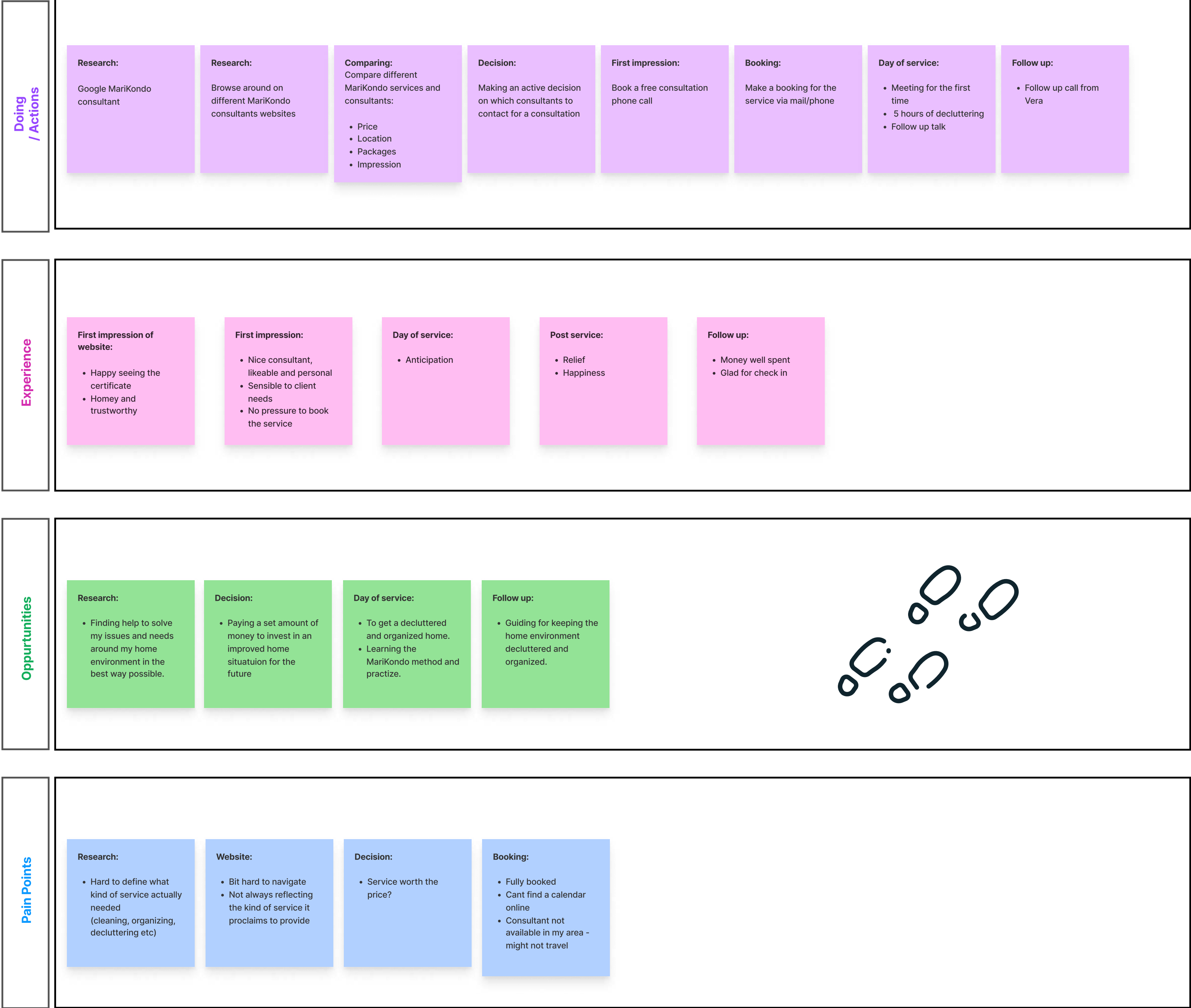
Age:	Nationality:	Location:	Salary:
70	Swedish	Small town	Upper-middle income

Elsa and her husband Karl live in the countryside in a small town of Sweden. They are both retired and have been living in their large house for over 30 years. Elsa and Karl both like spending time in the garden and go for long walks with the dogs. They have way too many possessions, lots of heirlooms and belongings of their children and grandchildren.

Demographic:	Frustrations & Needs	How can Vera help:
Retired (upper-middle income). Married, lives in a suburb outside of a major city. Grown-up children have moved out. Big house including attic, basement and a garden with two garden sheds.	Elsa is no longer in need of a big house. She wants to move with her husband from the house into an mid-sized apartment. The fustration is all the heirlooms and belonging of their childen.	Elsa and her husband are in need of help to sort out belongings, they both get stuck deciding what to keep and what not to keep.

User Journey

- Doing / Actions
- Experience
- Opportunity
- Pain Points

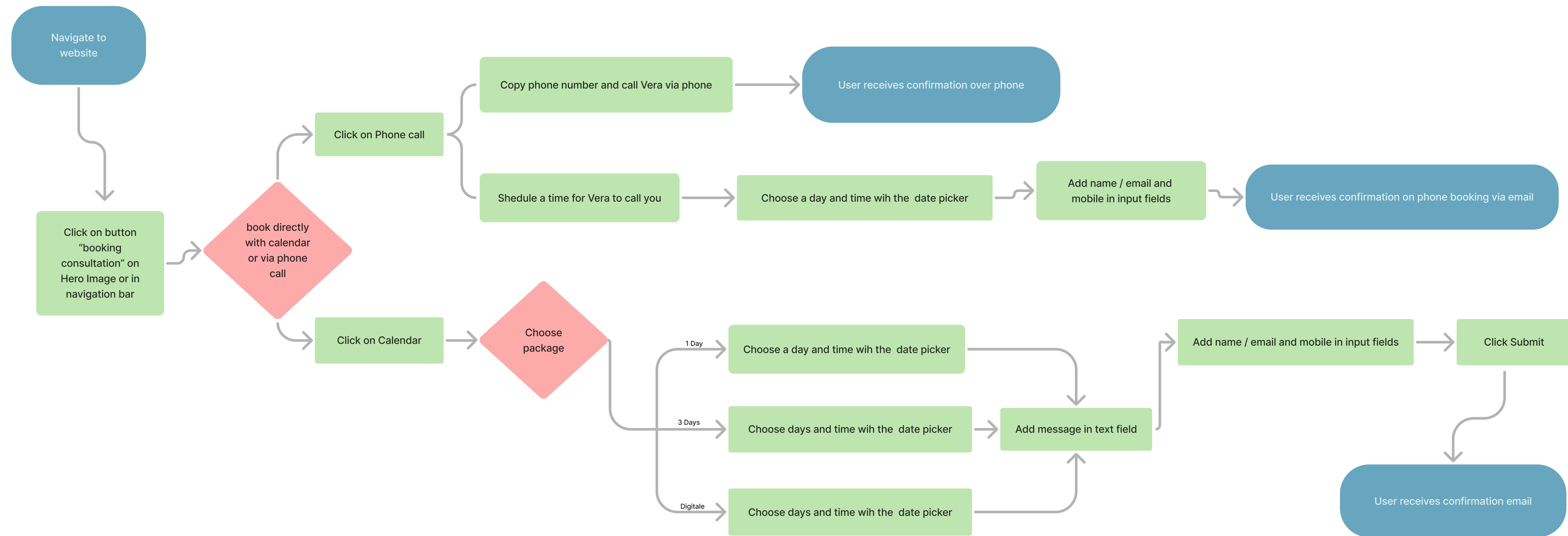


User Flow

Booking a consultation



“I would like to be able to easily book the consultation and tidy session online” // Maria



It's time for spring cleaning

Problem statement: Enjoy your home need to provide a clearer understanding of what the website is offering. Customers might not be familiar with the KonMari method.

Hypothesis: We believe that by redesigning the layout and simplifying the user journey we will achieve a smoother user experience and a clearer understanding of “Enjoy your home’s” version of the KonMari method.

We will know this to be **true** when we see users journey matching the intended design journey and if questions regarding the concept decreases.



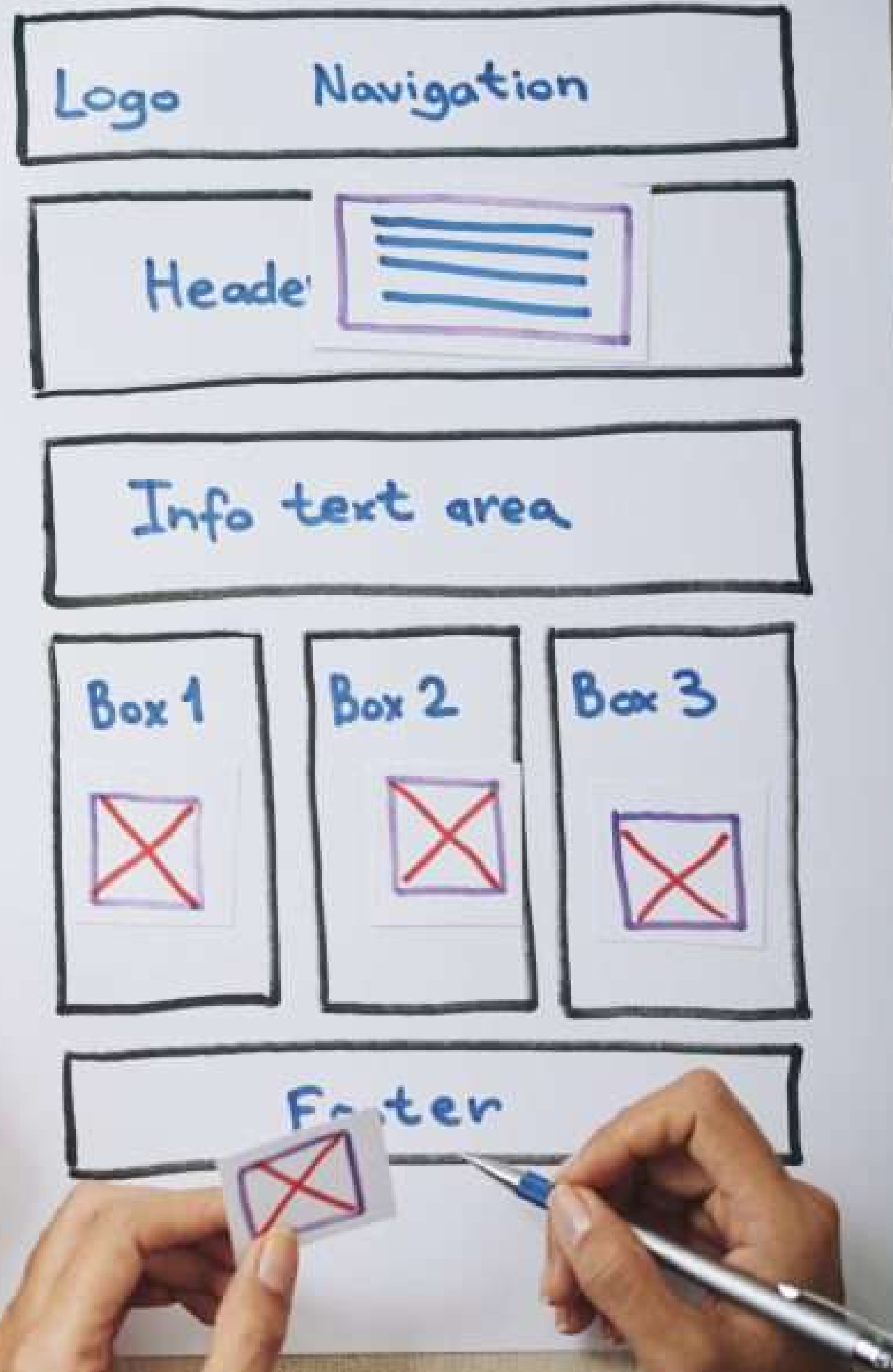
DEVELOP

Test potential solutions

- Paper fireframing
- Low fidelity wireframing
- Inspiration hunt
- Typography, colors & icons



Paper wireframing



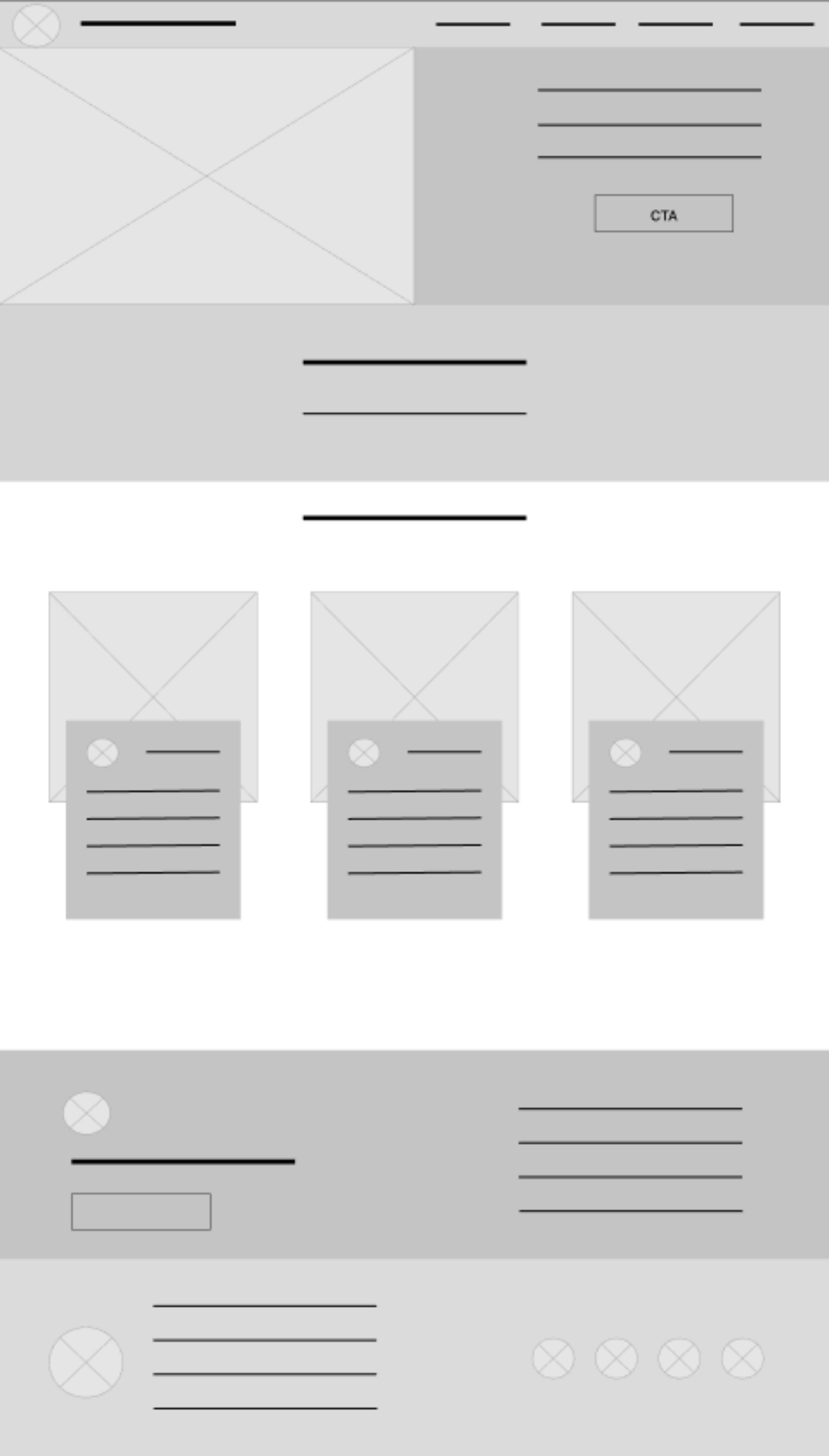
Crazy 8's to get started with ideas and get the creativity flowing

Visualization of the important elements and the flow of a users journey.

The Challenge: How to keep Veras personal style at the same time as putting a our own touch on the design

Low fidelity wireframing

Landing page



Sticky Navbar

Welcoming Header

Mission Statement

Service Cards

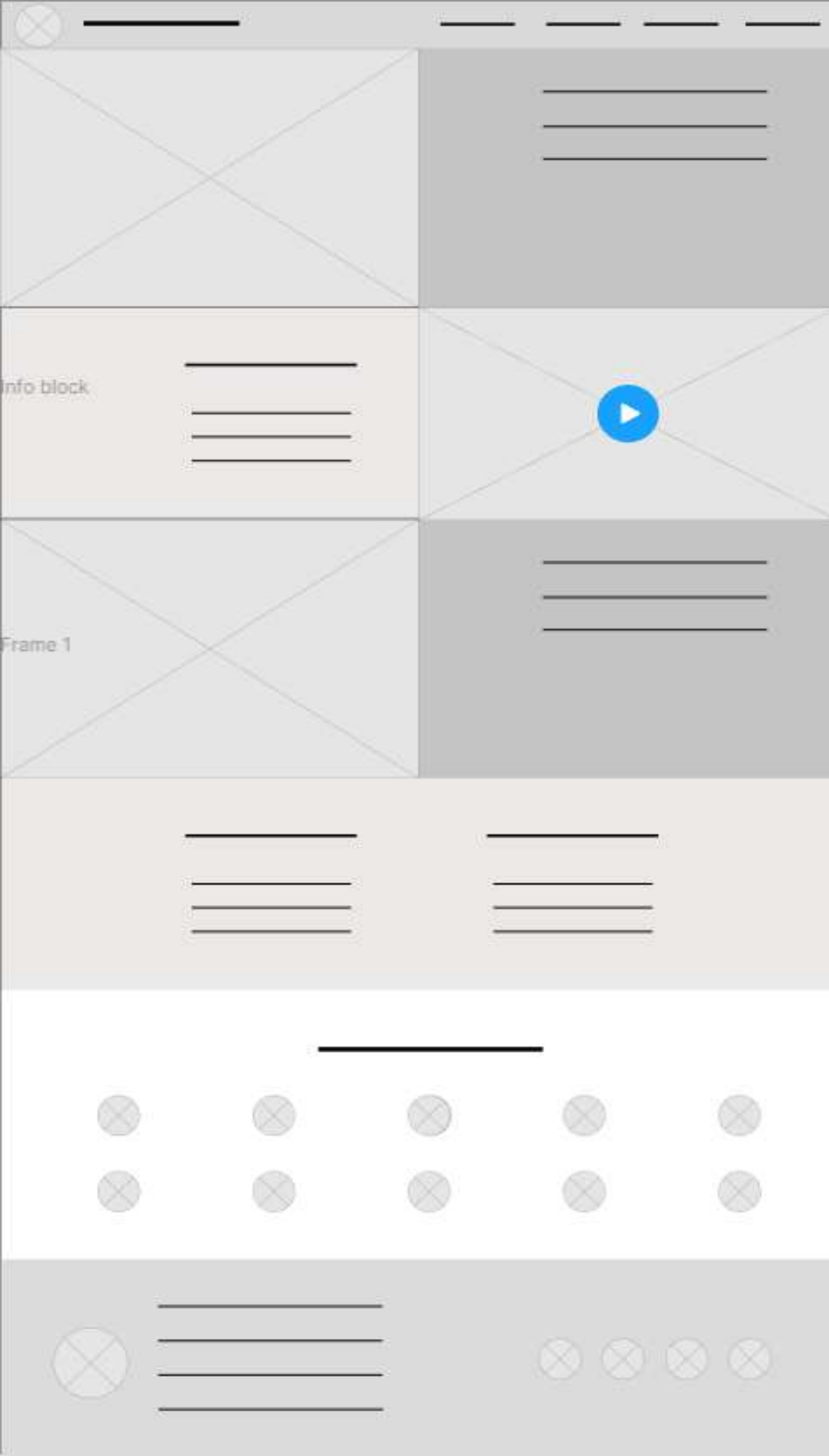
Easy Booking

Footer Info



Low fidelity wireframing

About page



Sticky Navbar

Welcoming Header

Video Tips

Image & Info

6 Tips

Media Features

Footer Info



Inspiration hunt

Vera's
portraits

Unsplash
&
Pexels

Original
website

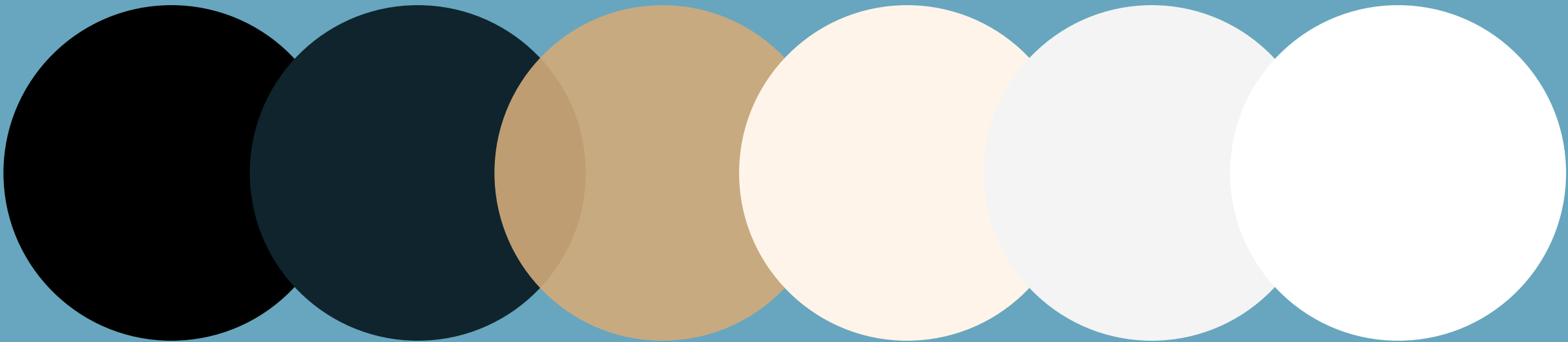
Marie
Kondo

Instagram

Color
Hunt



Typography, colors & icons



#000 #0F242D #D3AB7A #FEF4EA #F4F4F4 #FFF

HERO HEADING - PLAYFAIR DISPLAY 45PX BOLD

Subheading - Playfair Display 20px Mixed

BODY TEXT HEADING - OPEN SANS 24PX BOLD

Body Text - Open Sans 16px Mixed

Body Text - Open Sans 14px Regular

Smaller button

Larger button

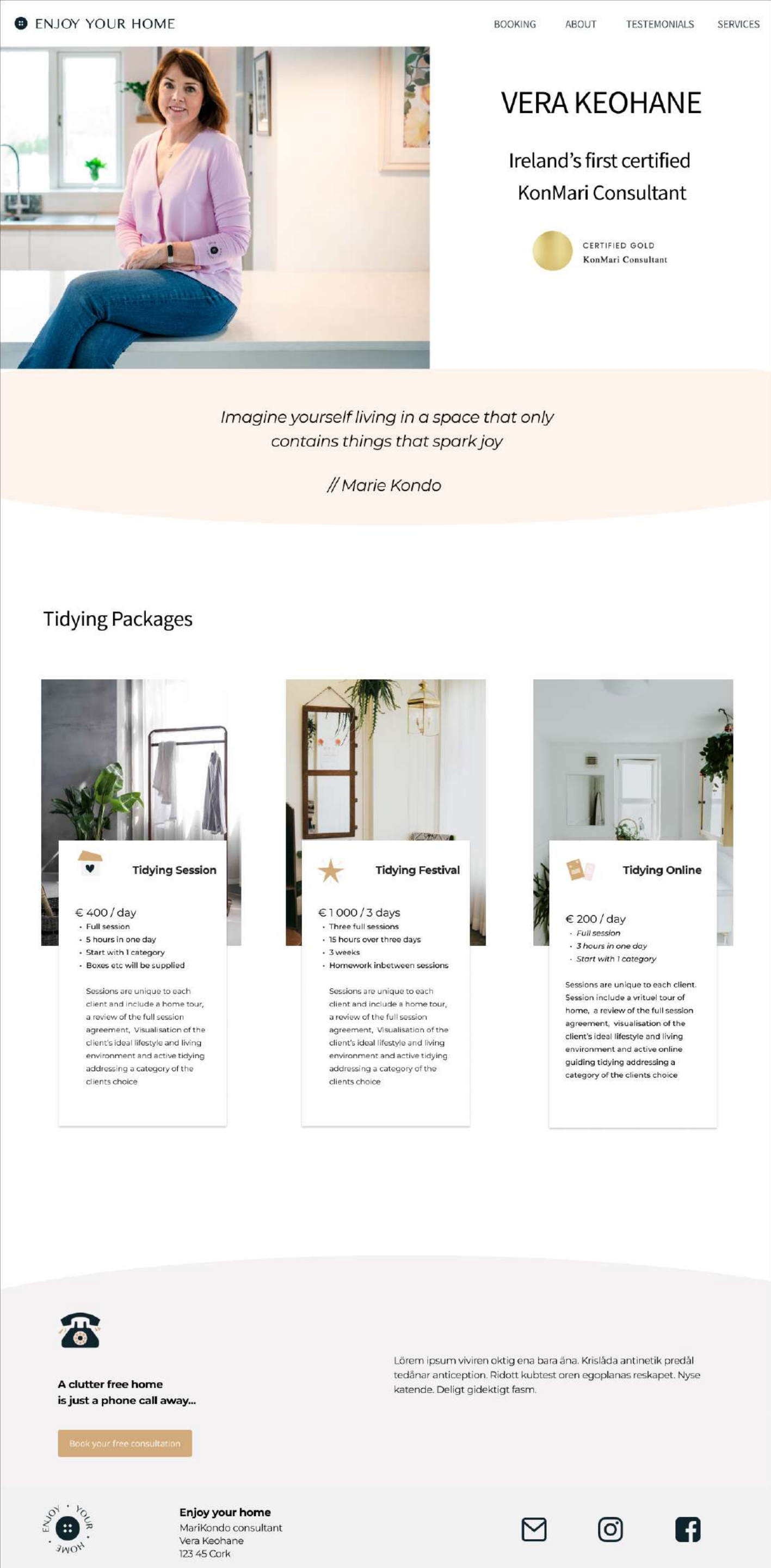




DELIVER

Refine final solution

- Prototype
- User testing
- Prototyping
- Wishlist



Before user testing

Make the logo smaller

Make the navbar smaller

Streamline fonts & fontsizes

Hero image is not working

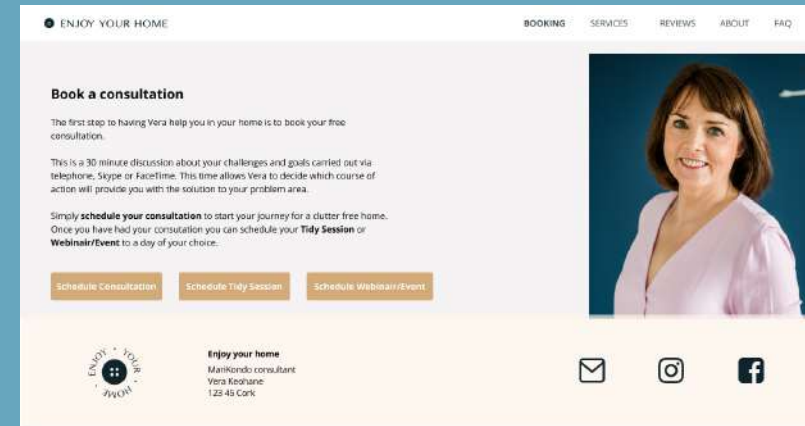
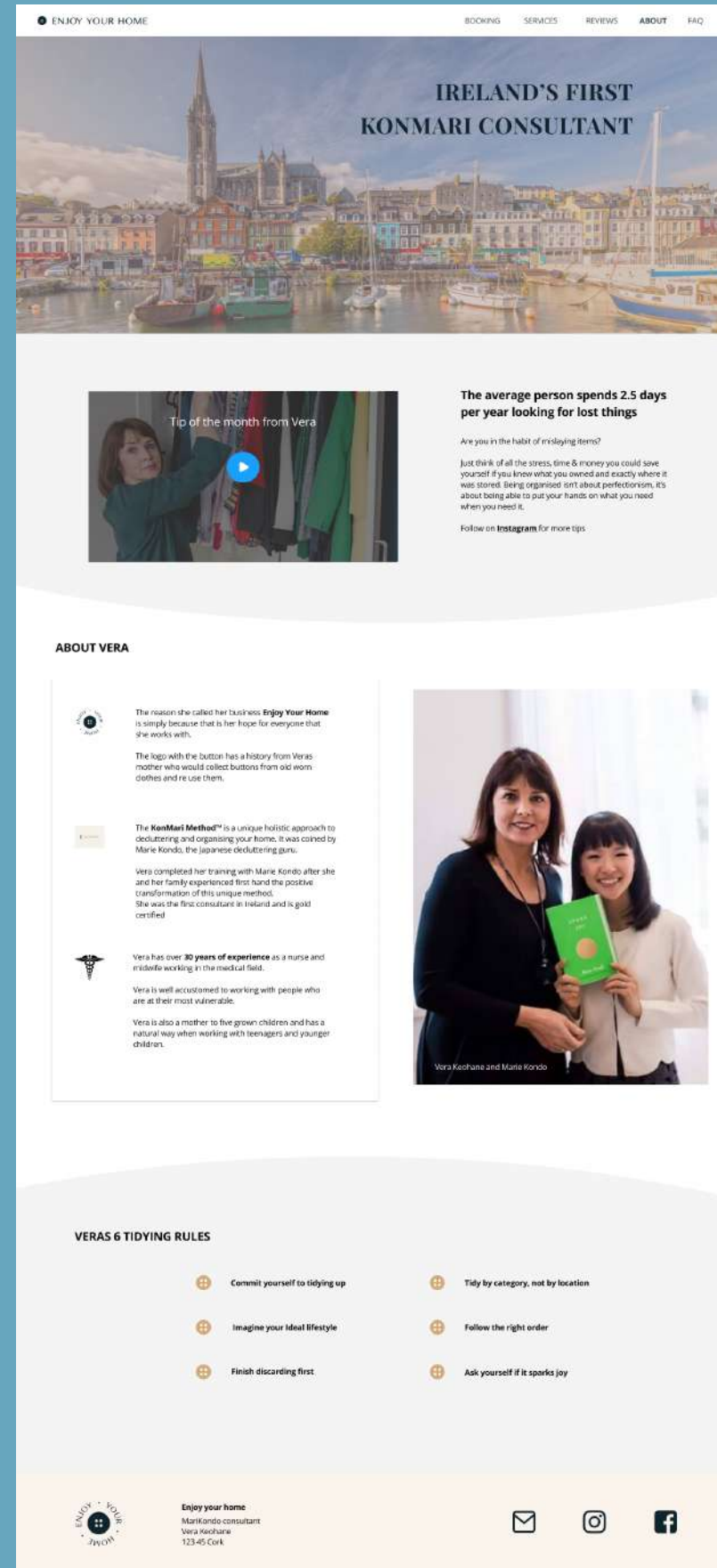
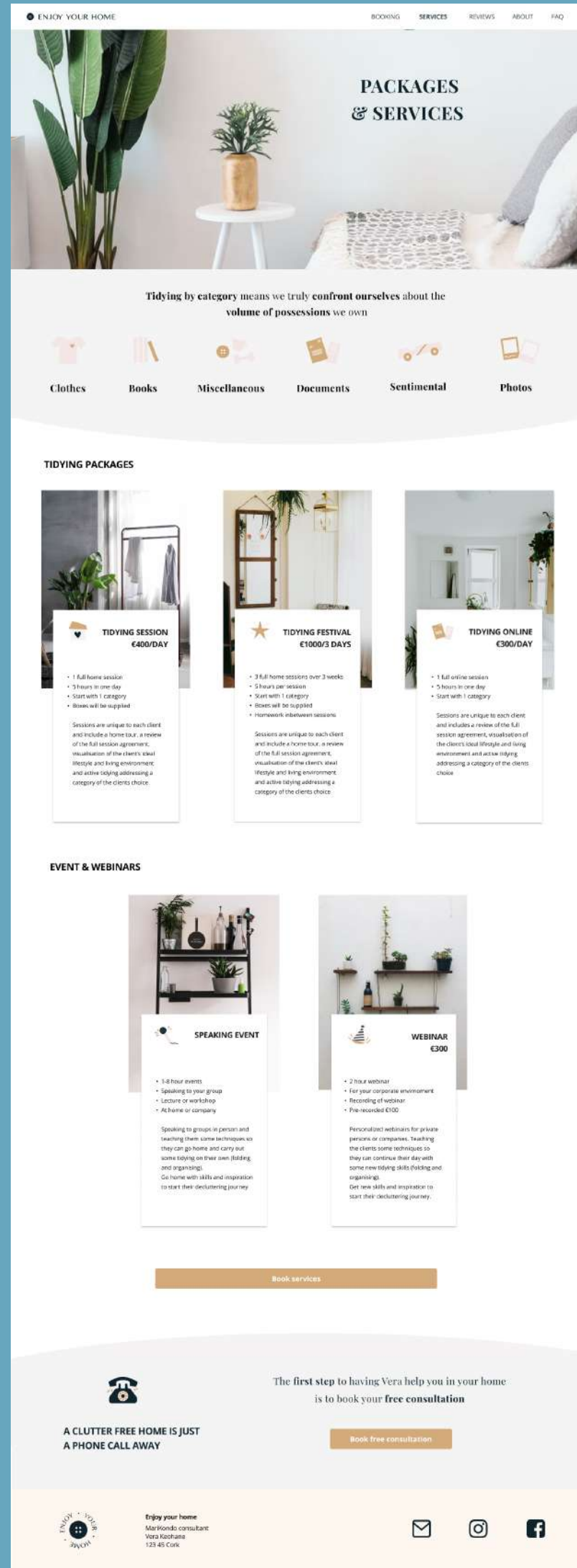
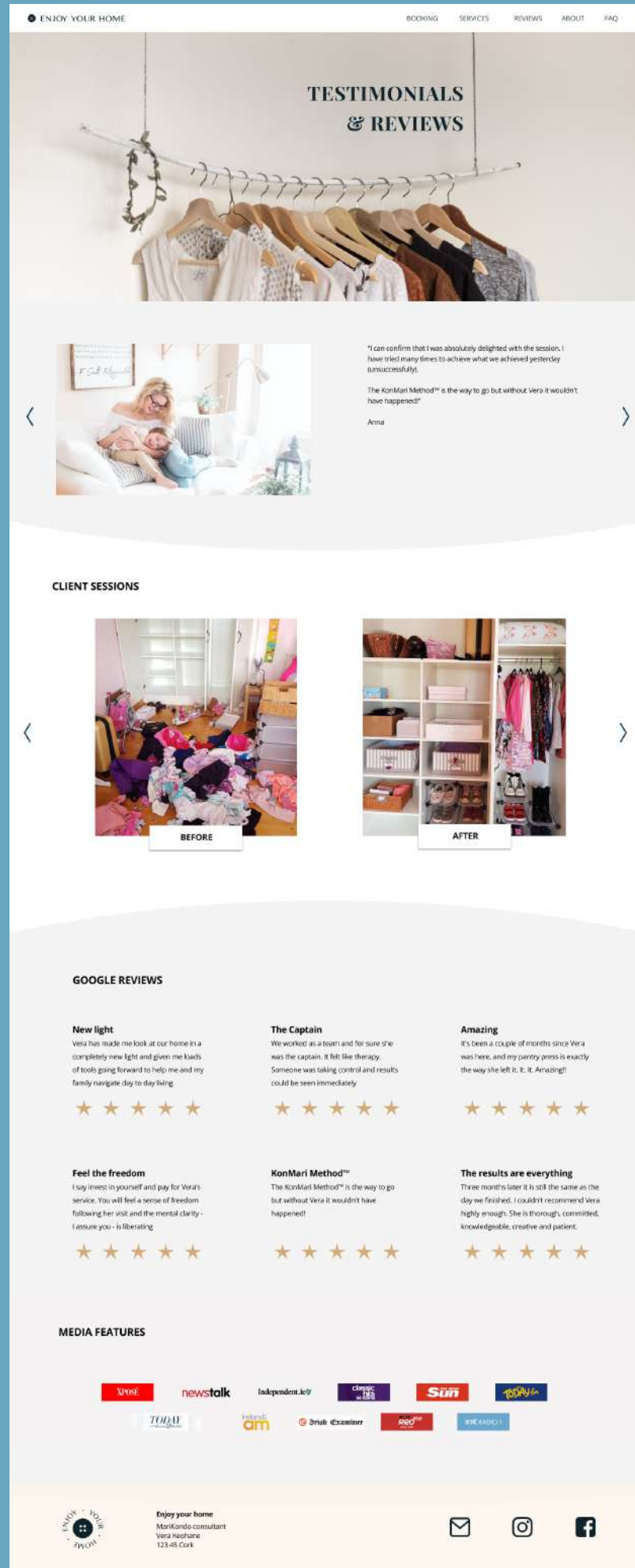
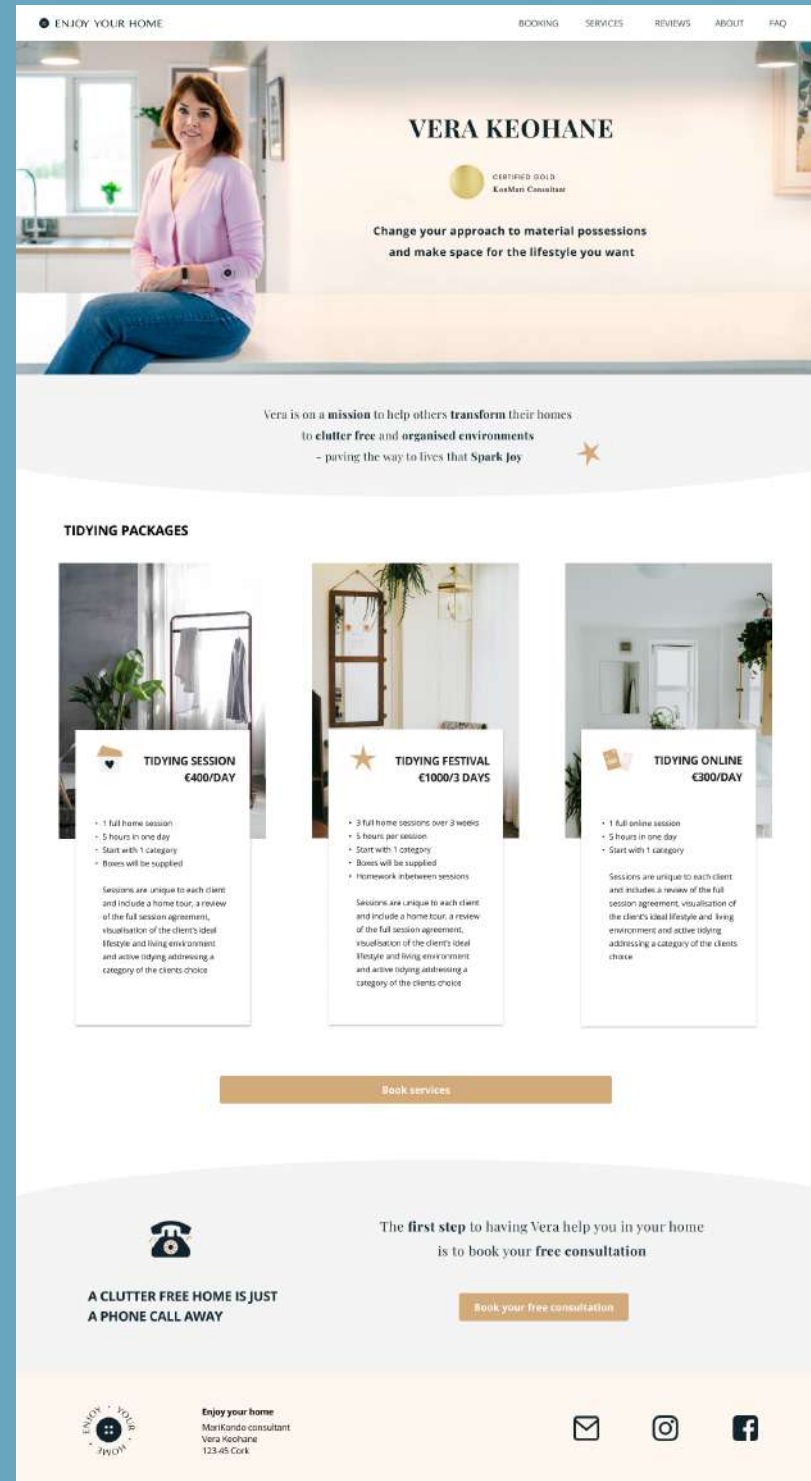
Need more CTA buttons

It's quite messy, not really consistent

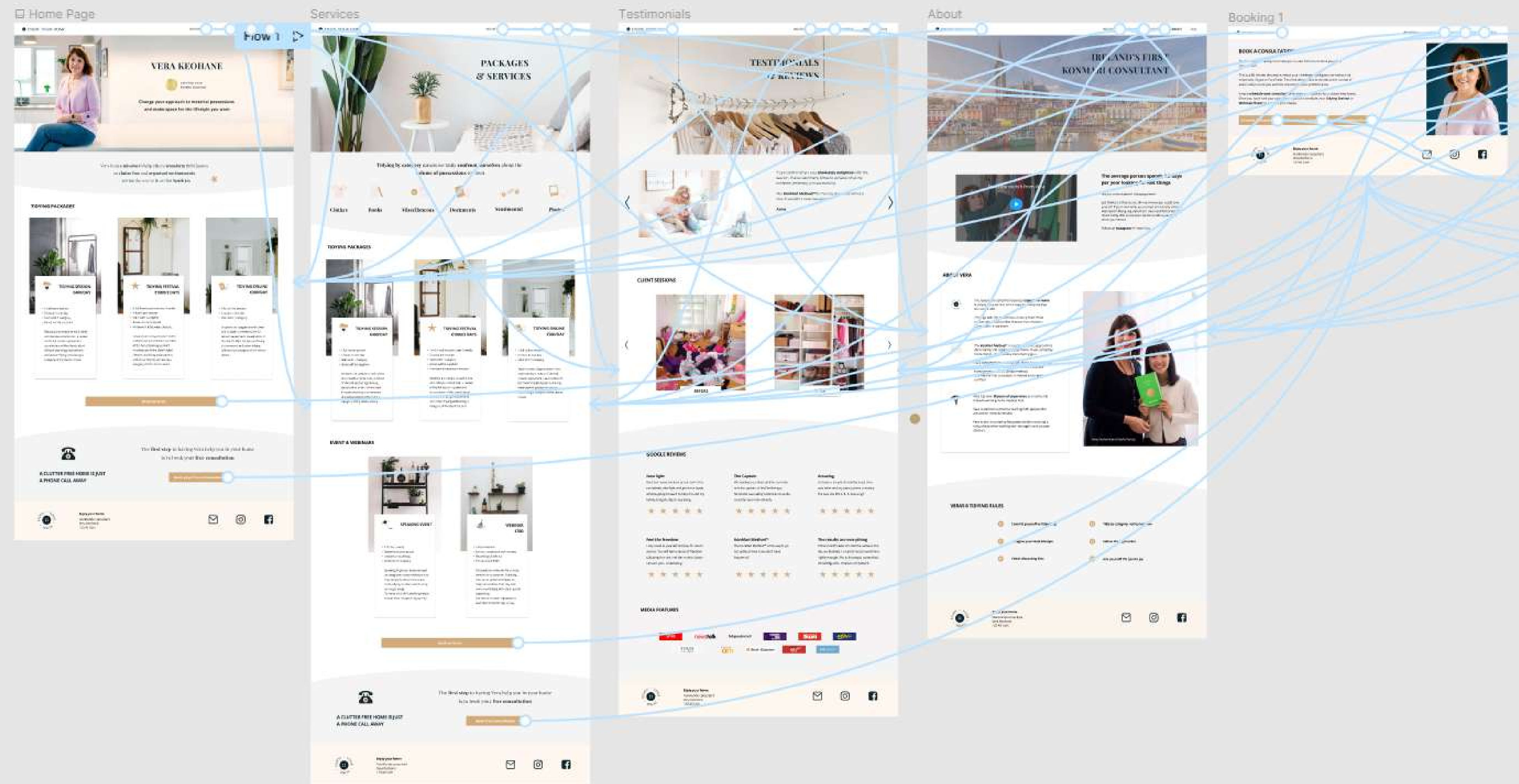


Why is there a quote from Marie Kondo?

UI design



Prototyping



Final prototype

Wishlist

...if we had more time

- Conduct more usability tests
- Refine the UI
- Spend more time in the stage of High Fidelity wireframing
- Create a FAQ page
- Create a "shop" page to sell vouchers and boxes
- Give some more love to this presentation
- Watch "Tidy up" on Netflix





Andrea & Ida