

Design Journey Part 1

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Section: 201

Part 1: Client Selection

Client Description

Tell us about your client. Who is your client? What kind of website do they want? What are their key goals?

Our client is Ada Chan, an MBA candidate at Cornell. She is the founder of a company that intends to create an online solution to match part time cleaners with customers (for the purposes of this project we may decide to focus on the Ithaca area). The website we built is intended to be an alpha version of the company's final product and will mostly be used for product demos to potential investors. Due to our time constraints, the site will contain functionality that makes up a minimum viable product that will allow our client to perform basic user testing.

NOTE: If you are redesigning an existing website, give us the current URL and some screenshots of the current site. Tell us how you plan to update the site in a significant way that meets the final project requirements.

Target Audience

Tell us about the potential consumers of this website. How, when, and where would they interact with the website? Get as much detail as possible from the client to help you find representative users. This will make it easier for you to test your site on potential users and to generate useful personas.

The target audience of customers for this website is anybody in the Ithaca region who needs household cleaning services. This includes college students, adults, anyone whose place of residence is in need of a quick cleaning. College students can utilize this service to save themselves from a severe yelling from a disgruntled landlord. Essentially the same clientele that uses Angie's List would use this more specific service as well. The goal to create a friendly website which encourages customers to return again and again.

The target audience of cleaners for this website is hard-working individuals who want to make extra cash providing a respectable service to Ithaca residents. Experienced adults, younger people, male, female, anyone can become a cleaner and start bringing in extra money. This could aid individuals who are strapped for cash, but cannot take a first or second job for reasons. Setting your own hours and managing your customers on this service allows one to become his or her own boss. The goal to create a friendly website which encourages cleaners to return again and again.

Purpose & Content

Tell us the purpose of the website and what it is all about.

The website's main purpose is to connect customers who need household cleaning services with providers in their local area. The content will reflect this purpose as well as make it as easy to use as possible. We plan to incorporate many features, so it should be very simple to facilitate communication between customers and cleaners. This will ensure that target audience enjoys this service as much as our client does.

Needs and Wants

In this table, collect your client's and target audience's needs and wants for the website. Come up with several appropriate design ideas on how those needs may be met. In the Memo column, justify your ideas and add any additional comments you have. There is no specific number of needs required for this, but you need enough to do the job.

Needs and wants (What does your client and audience need and want?)	Design ideas and choices (How will you meet those needs and wants?)	Memo (Justify your decisions; Additional notes)
A way for anyone to request a house cleaning appointment	Based on certain metrics like location, price, etc., a customer can select a cleaner that matches his or her needs	Can choose a cleaner as a logged-in or logged-out user. If logged-out, ask them to log-in to input credentials. Otherwise, just go straight to credentials
Cleaners receive notification (text/email) when a job has been requested	PHP mailto functionality, external mail api	Asking for carrier information (Format): Sprint phonenumber@messaging.sprintpcs.com Verizon phonenumber@vtext.com T-Mobile phonenumber@tmomail.net AT&T phonenumber@txt.att.net
Matching a customer to a cleaner based on availability and location as well as previous history	Use mapping library to compute distance, record which cleaners have been used previously in the database	We would like to learn more about Google Maps API
Cleaners can login to view details of job requests or a schedule	Build database of requests and display all requests for the current lo cleaner	Initially see the top three, then have an option to view more (possibly using AJAX)
Customers can login to rate and review the cleaner after the job is finished	PHP Login functionality - Allows customer to rate 1 to 5 stars and leave a brief review	Customers must also confirm that the job has been completed to receive payment. They can only rate/comment on cleaners that they were connected with.

Part 2: Project requirements

Design

What design elements should be utilized? Tell us about the design elements you plan to have for the site. Do they fit your client's needs? Why did you choose to follow (or not to follow) the client's expectations? If you chose not to accommodate a need, why did you make that decision?

Our client initially wanted a page dedicated for the customers and a page dedicated for the cleaners. Each page or subsequent subpages of each page will have different functionality catering to the needs of each. For example, customers should be able to rate individual cleaners using a rating system. They can also leave a comment providing further clarification. Cleaners should be able to review pending requests, approve/cancel those pending requests, modify aspects about themselves, and be able to respond to reviews/criticism about themselves. Cleaners will also have the option to incorporate a photo of themselves to attract more potential customers.

Our client is providing us with a logo of this service and once we incorporate that into the visual design, we can then move onto other visual elements like style, font, and color choices. Our client's perception of this service was initially on a mobile platform, but she would like to have these features available from a web browser. Thus, we plan to build the service on a website first and then migrate it to a mobile viewing service.

The design should focus on Ithaca residents and our client wanted to build a platform which combined elements from the following three websites:

<https://www.homejoy.com/>

<https://www.taskrabbit.com/>

<https://www.handy.com/>

Client's Edits

Does the client need the ability to edit the site after the end of the semester? If **Yes**, tell us how you site fit your client's need. If **No**, write down N/A.
N/A

Information Architecture, Content, and Navigation

Lay out the plan for how you'll organize the site and which content will go where. Note any content that you need to make/get from the client.

Note: As with the Needs and Wants table, there is no specific amount to write here. You simply need enough content to do the job.

Main navigation (List your site's navigation here)	Sub category (List any sub categories of under the main navigation)	Content (List all the content corresponding to main navigation and sub categories)
Request Cleaner	Location & Time Cleaner results Contact Info Payment	Location & Time: form to enter address of house to clean, time to start, and duration; Cleaner Results: list all cleaners available at that day and time, sort by distance; also include history of previously used cleaners; Contact Info: form to enter name, email, password, and phone number; or if they have done this before a login form with just email and password; Payment: form for credit card information;
Rate & Review		Form for rating (0-5 stars with .5 increment) of the cleaner, and an optional text field to leave a comment about the most recent job
Job Requests	Activity Schedule	Activity: recent job requests for logged in cleaner - sorted by date of creation; Schedule: calendar view of upcoming jobs;
How it works		FAQ's and general information about the reservation process

Interactivity

What interactive features will your site have? What PHP elements will you include?

Much of this is up to you, however, implementing a log-in system is **required**. Logging in should not be required to view the site, however it must unlock extra functionality, e.g., admin functionality, comment posting, etc. Also, describe how the interactivity connects with the needs of the clients/target audience.

As we have mentioned, log-in functionality is essential for the purpose of this cleaning service. Logging-in is required for payment of a particular cleaner. However, a user can review their potential options whether they are logged-in or not. Both cleaners and customers will be able to log-in. They will, however, be able to access different features. Logged-in customers can rate his or her recent cleaners using a simple rating system. They can also leave feedback, cautioning or advising future customers about this individual cleaner. Cleaners similarly can briefly respond to feedback. Cleaners definitely will have the option to upload a photo of themselves to represent them on this service. Thus, we plan to incorporate file uploading to accomplish this. Additional features may be added as we come up with them.

Customers will be able to review their options of which cleaner they want to choose and then they should select one. Afterwards, that specific cleaner will receive email/text requesting their service. A cleaner can then choose to accept or decline the customer's offer. A notification text/email will be sent to customer as a result. This interactivity aids cleaners and customers alike in ensuring that customer's need is heard by the cleaner. We also plan to incorporate a special request box as a feature to further clarify the customer's needs.

Use of Existing Libraries

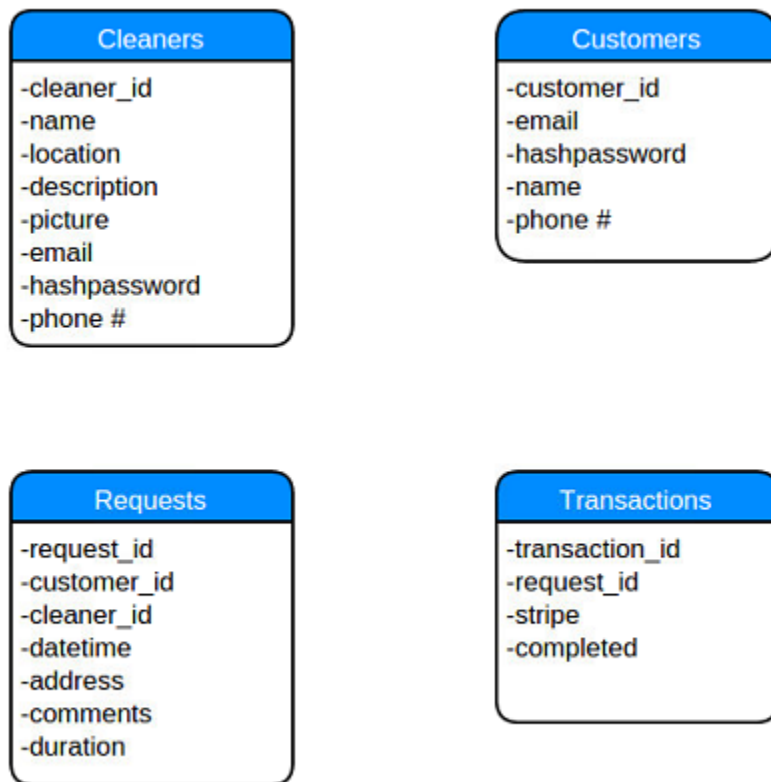
What libraries (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery) are you planning to use for the site? What do you have to do to incorporate those libraries? How much of your own code will satisfy the project requirements?

We will be using jQuery to simplify basic javascript tasks like validation like we have been doing in class. We also plan to use Google's Map API to show users available providers or pending requests on a map. Time permitting, we hope to incorporate Stripe payment processing to let people use the site and actual pay the providers as well. Incorporating jQuery and Google Maps is relatively simple and is basically just including their javascript file. Stripe requires us to maintain a database of pending transactions (without any of

the confidential information like credit card details) and to allow a callback mechanism to update the status of these transactions. We will need a lot of our own code to handle all the basic functionality like authentication and creating requests. The external libraries will mostly be used to improve visual aspects of the website.

Database

How will you use a database to improve the functionality of the website? Describe a possible schema that could meet your client's needs.



Scale

How large will the site be (approximate number of pages) and how many hours of work will be required to complete it?

8-10 pages, estimated 100 hours of work for basic version

Part 3: Work Distribution

Describe how each of your responsibilities will be distributed among your group members.

Who will be responsible for backing up other members should someone fail to meet a deadline? How will you communicate with each other? What are your expectations for communication? How will you share your design documents and ensure that no one disrupts each other's code? How will you manage deadlines? How you would keep track of task completion and the progress within your group?

If you will be using any tools for scheduling, sharing documents, managing tasks, etc., make sure you describe them here. This is also a good time to identify challenges (like who will be unavailable due to religious holidays or sports events), and how you will manage these challenges. Keep updating this on a regular basis for your own benefit.

If you are not tracking tasks (calendars, shared to-do lists, bug trackers or gantt charts, etc.), you might want to use the basic task tracking table shown below.

Set internal deadlines. Who's task needs to be completed first in order for another person's task to be relevant? Be specific in your task descriptions so that everyone knows what needs to be done and can track the progress effectively. Consider how much time will be needed to review and integrate each other's work. Most of all, make sure that tasks are balanced across the team.

Note: Again, you want the right number of items for the job. The table should have enough information such that each team member understands what is expected of them and by when.

Task	Team Member Names and roles	Due Date	Status
Visual design sketches and navigation layout	Jarrold: design master; Keshav: backup. Create mockup of the site and basic navigation	4/21	In Progress

Cleaner matching and review	Zach: matching master; Robert: backup. Create system to recommend top provider in the area	4/25	In Progress
Database schema	Robert: database master; Jarrod: backup. Create basic schema to allow us to implement needed functionality, modify as needed	4/21	In Progress
External library integration (Stripe, Google Maps)	Keshav: library master; Zach: backup. Integrate external API's and work on transaction handling for payments (using external payment system)	4/25	In Progress

We distributed the work by splitting up all the tasks that we believe are needed to build a basic version of the site. Each team member was assigned a task of approximately equal size based on their personal interest and strength. The backup team member is responsible for being aware of the work being done in case the main team member is for some reason unable to finish on time or if they run into any other issues and somebody needs to takeover. The work is mostly independent and we will spend time integrating them all together between the 2nd and 3rd milestone. During development, we plan on discussing the interface between components during our weekly group meetings to make sure the integration process goes smoothly. Testing of individual components will be done locally or in a subfolder on the course server and the latest version of the code will be pushed to the top level directory of the course server.

Part 4: Additional Comments

If you feel like you haven't fully explained your design choices, or if you want to explain some other functions in your site (such as special design decisions that might not meet the final project requirements), you can use this space to justify your design choices or ask other questions about the project and process.