

# Clean Break: A Case Study

A marketplace for connecting local cleaners and clients on-demand

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## Results

- Detailed engineering validated mobile design system
- Roadmap for an MVP
- Research that unraveled future functionality

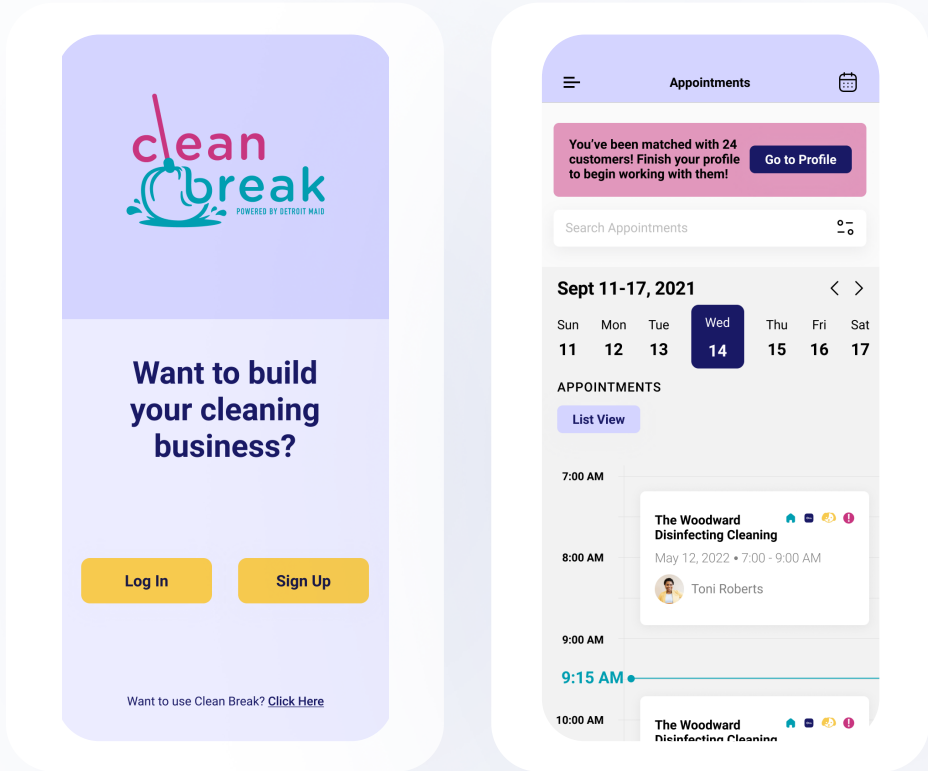
The mantra of Danielle, the founder, is “Reclaim Your Time.” This app is meant to provide operational efficiencies to cleaners.

## Background

Detroit Maid has been in the business of cleaning since 2013. They have a strong history of providing cleaning services to Detroit and its surrounding areas with an established business model.

In 2021 they were introduced to Serendip by Invest Detroit. The investment community believes Clean Break, the app is poised to change the landscape of cleaning with an on-demand application.

Clean Break intends to help cleaners run their small businesses by becoming their CMS system.



## How We Helped

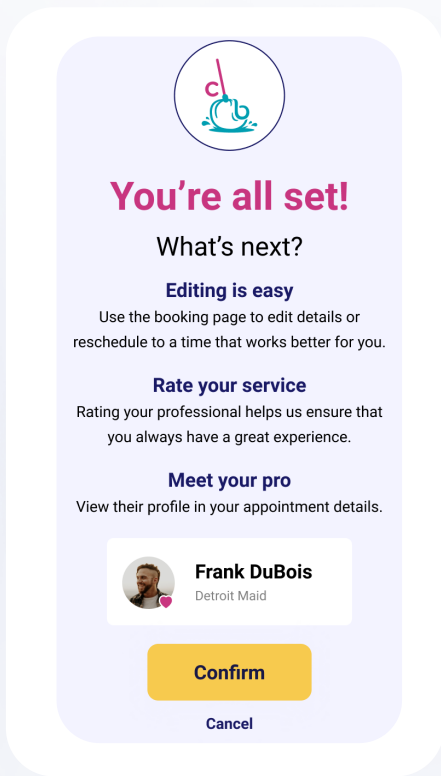
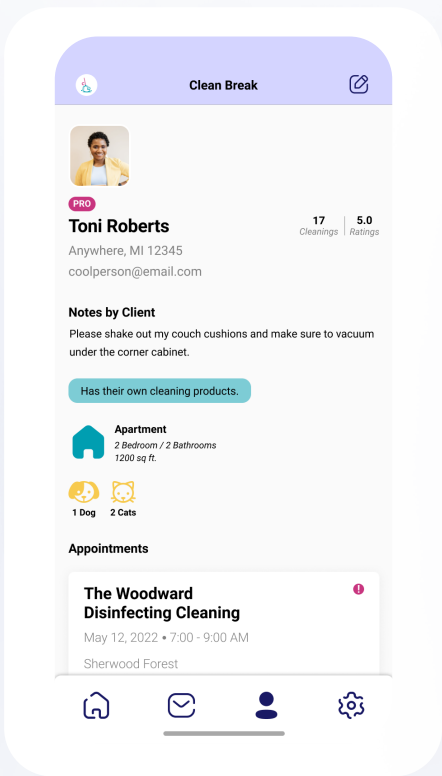
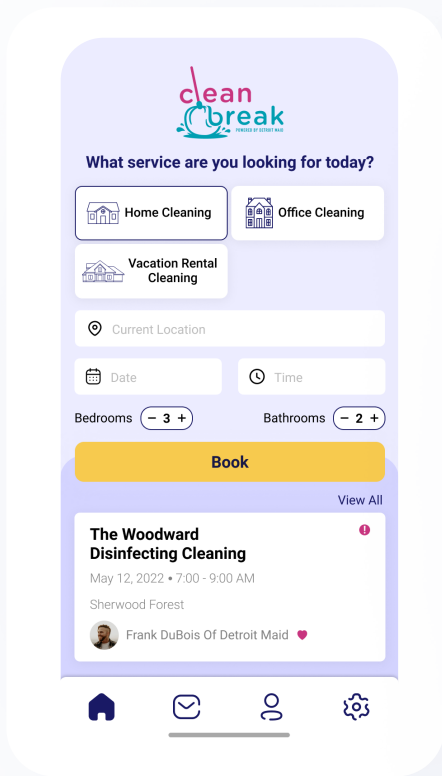
We provided Detroit Maid with a 12 week timeline:

Our weekly cadence started with research and understanding of the Detroit Maid brand followed by user interviews, competitor analysis, identifying the cleaner as the primary persona for the business and establishing a SWOT analysis that helped us focus on prioritizing features.

Deliverables :

Once we developed a user journey for the two primary personas, we focused on streamlining vernacular, mapped the value stream built low-fidelity prototypes, tested it with users and then built a high fidelity prototype along with a design system.

Tools used to design and collaborate: Trello, Figma, Figjam, Slack, Zoom and Google Docs.



Detroit Maid now has a design for Clean Break App that provides a consistent tone, look and feel that we believe will serve their users well. You can learn more about Clean Break here.