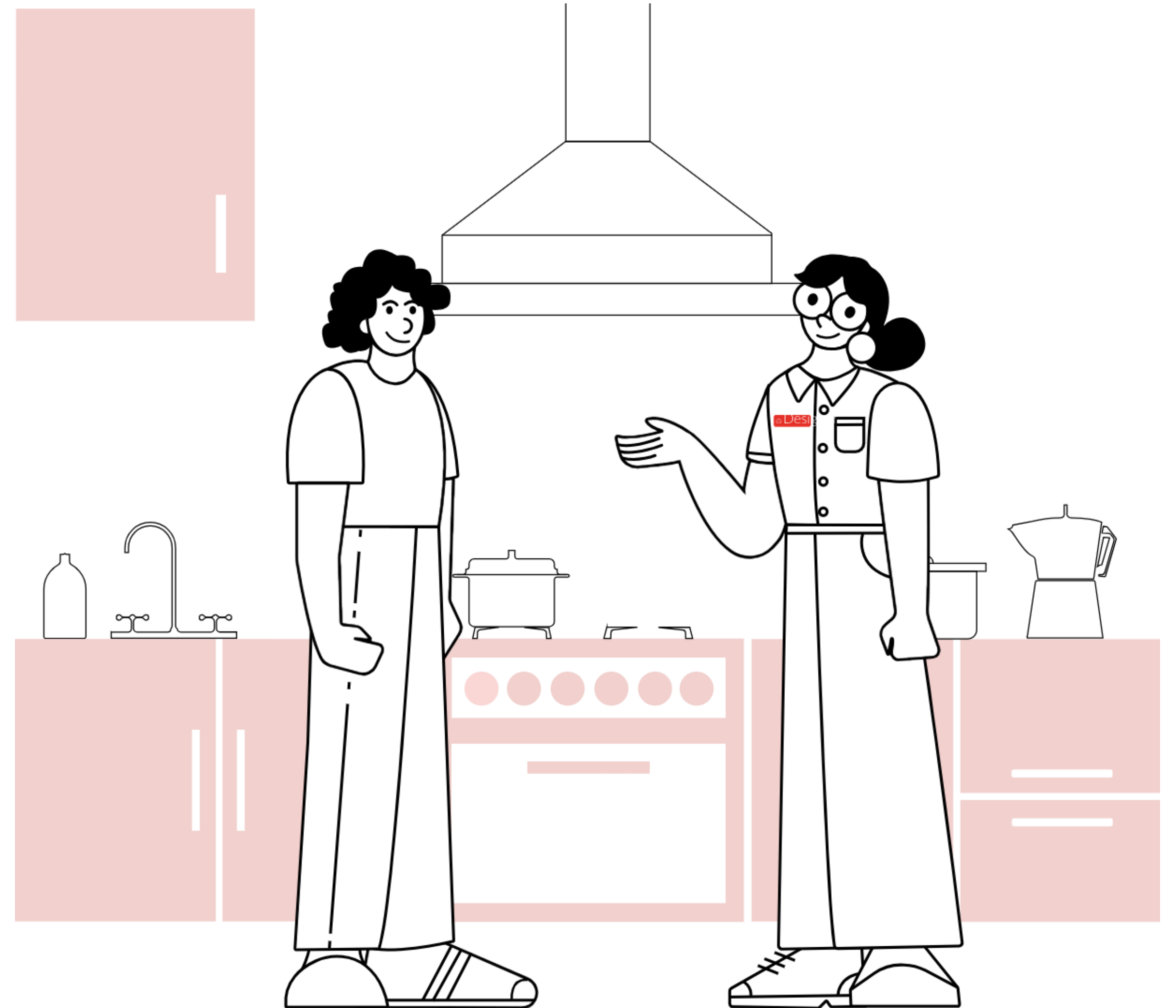# HomeLane.com

Design case study

About HomeLane

HomeLane transfers first-time homebuyer's space into their dream home. They deliver home interiors in a personalized, pocket-friendly and predictable manner by promising their customers to deliver in 45 days, or they pay rent.

Website link here

"Design mobile application for Home interior delivery management from scratch"

Why mobile app instead of web portal?

- **Customers are familiar** with this mode of tracking for their other day-to-day eCommerce engagements

- **Convenient, on-the-fly** access enables customers to effortlessly check status and connect with HomeLane from any location

- **Integrated quick calling** to HomeLane streamlines customer project communication within the app

- **Optimized notification about delivery** via the app reduces clutter from emails and SMS, enhancing the customer experience

- **Increased engagement** facilitated by intuitive CTAs and timely push notifications

- **Smooth documentation** of all customer interactions in a centralized platform with a built-in timeline feature

- **Instantaneous, real-time updates** on logged tickets shared directly with customers.
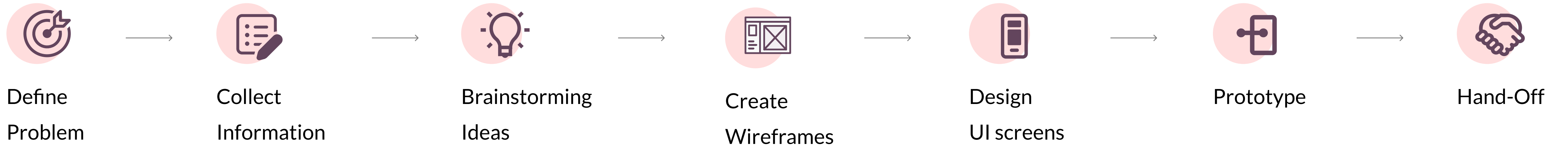
Target users

HomeLane customers

They will be able to track the progress of their project and have all relevant documents readily accessible at hand through this app.

HomeLane internal team

Internal team will be able see list of projects they are handling with all the required information and also will be able to help customers through the app

Design process

Define
Problem

Collect
Information

Brainstorming
Ideas

Create
Wireframes

Design
UI screens

Prototype

Hand-Off

Problem & Solution

HomeLane Customer

Incomplete information on website

"My Account" page on the website displays project details like current phase and completion date, along with customer and property information. However, customer engagement on the page is low due lack of information

Detailed timeline of the delivery in the app

- Mobile app will have In-depth insights into each delivery phase on the home page (total 5 phases & 27 sub phases).
- Elevated user experience with the integration of illustrative visuals for a clear depiction of the delivery phases.
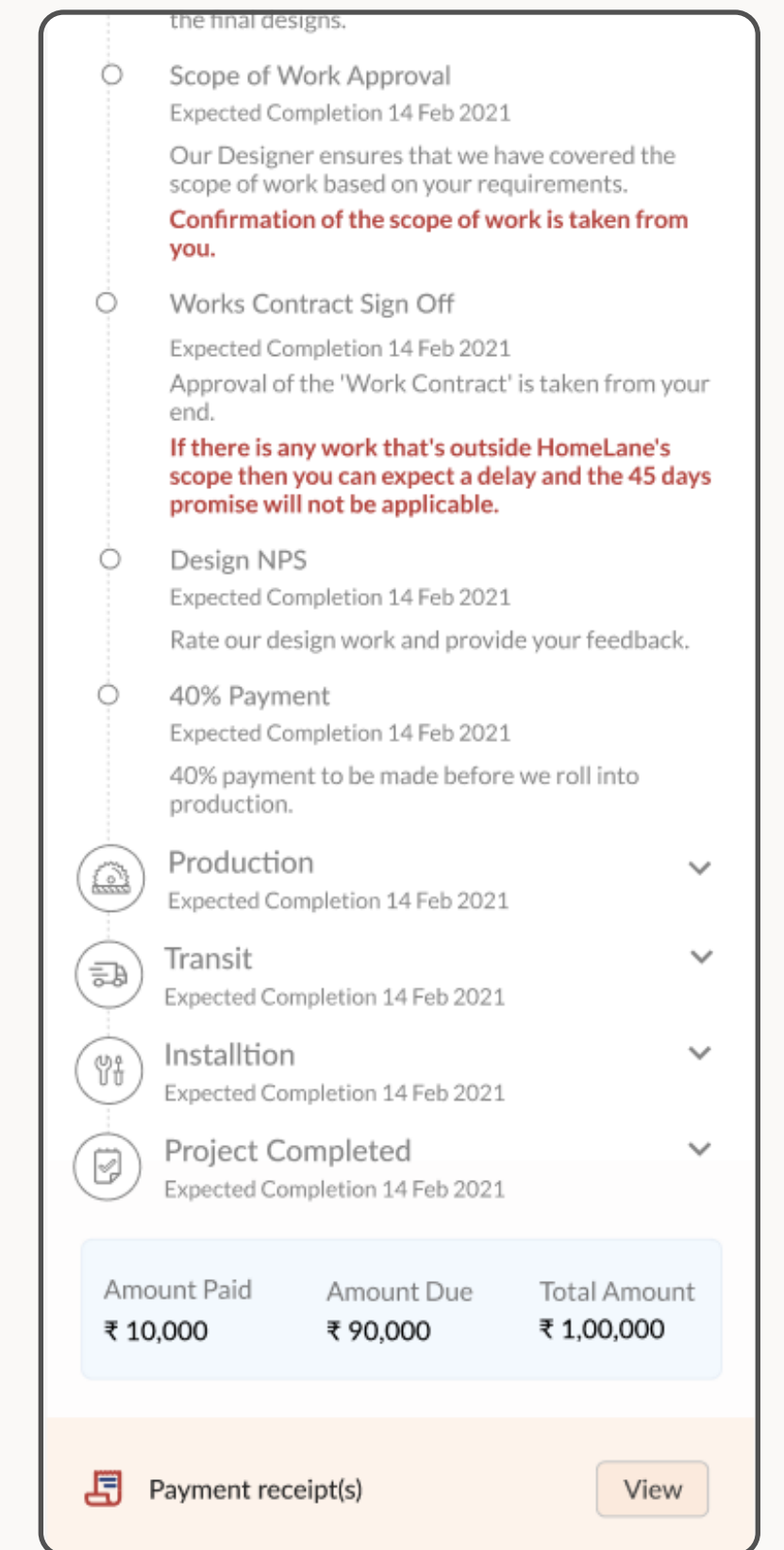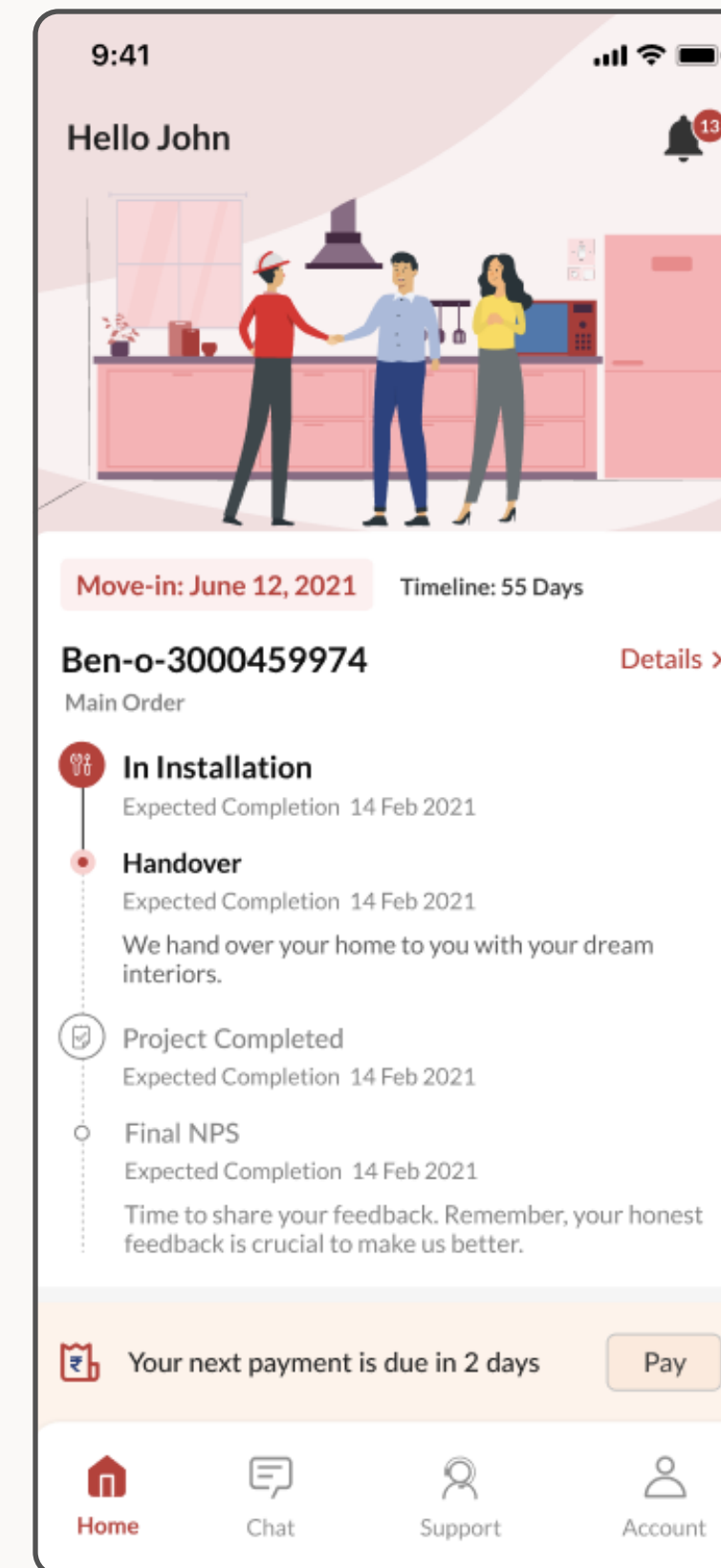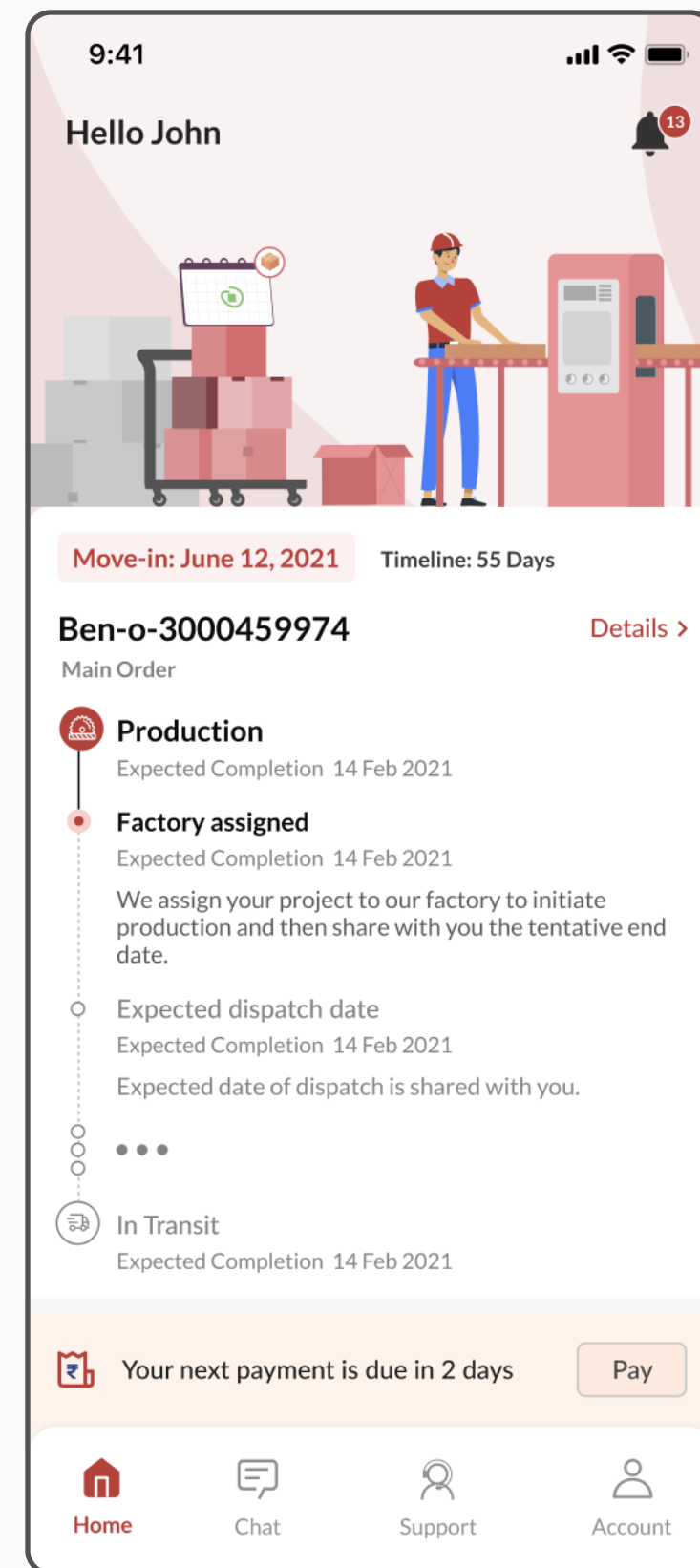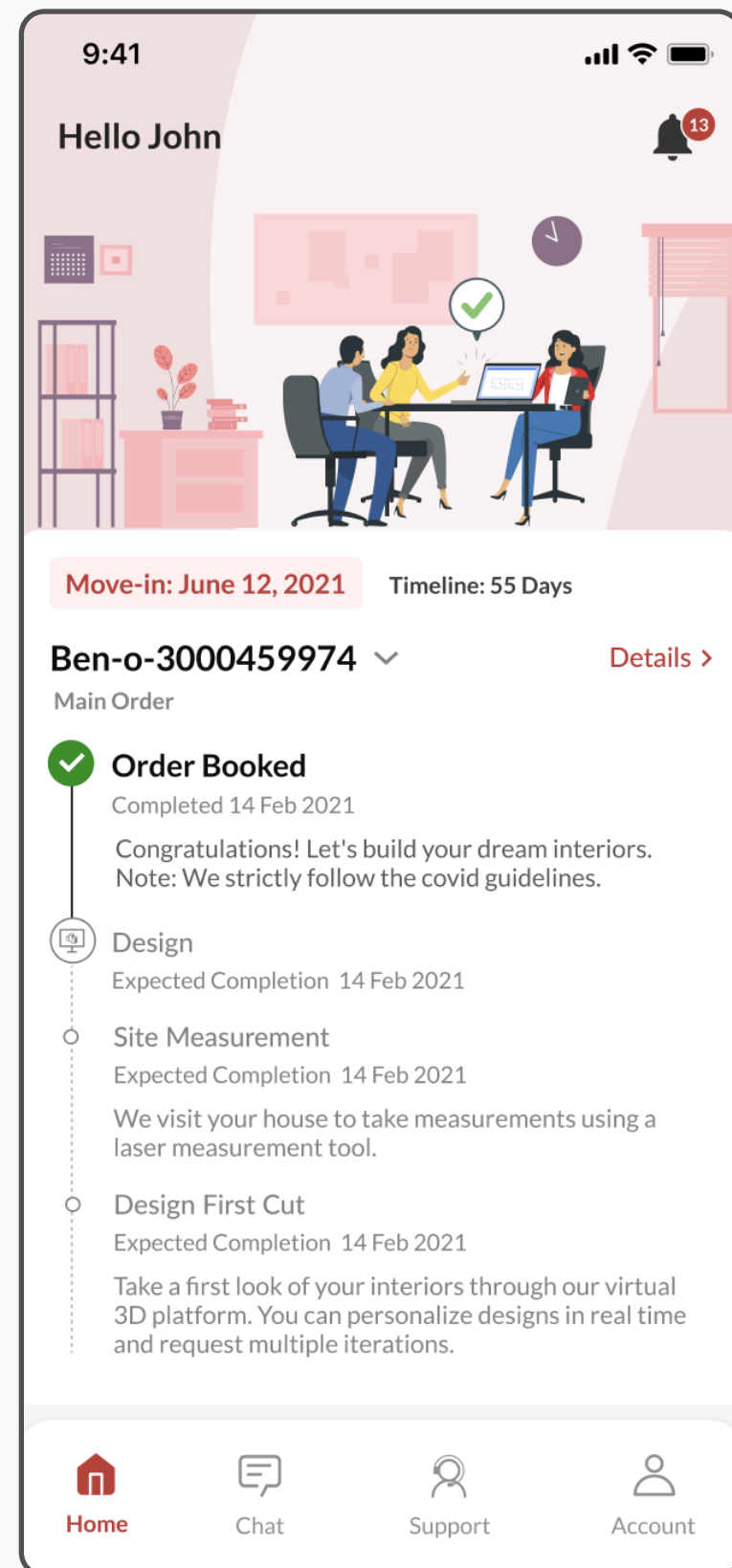
Multiple channels of communication

Customers are currently reaching out to different internal stakeholders through multiple channels of communication (WhatsApp, email, text, or phone call). As a result, it has become very hard for them to keep track of all the conversation.

Chat interface

- Customers will be added to a group where all communication will happen and everyone will have visibility of what is happening.
- The customer can also connect with internal stakeholders through a direct message if needed.
- This feature will allow customers to share images, videos, or documents.
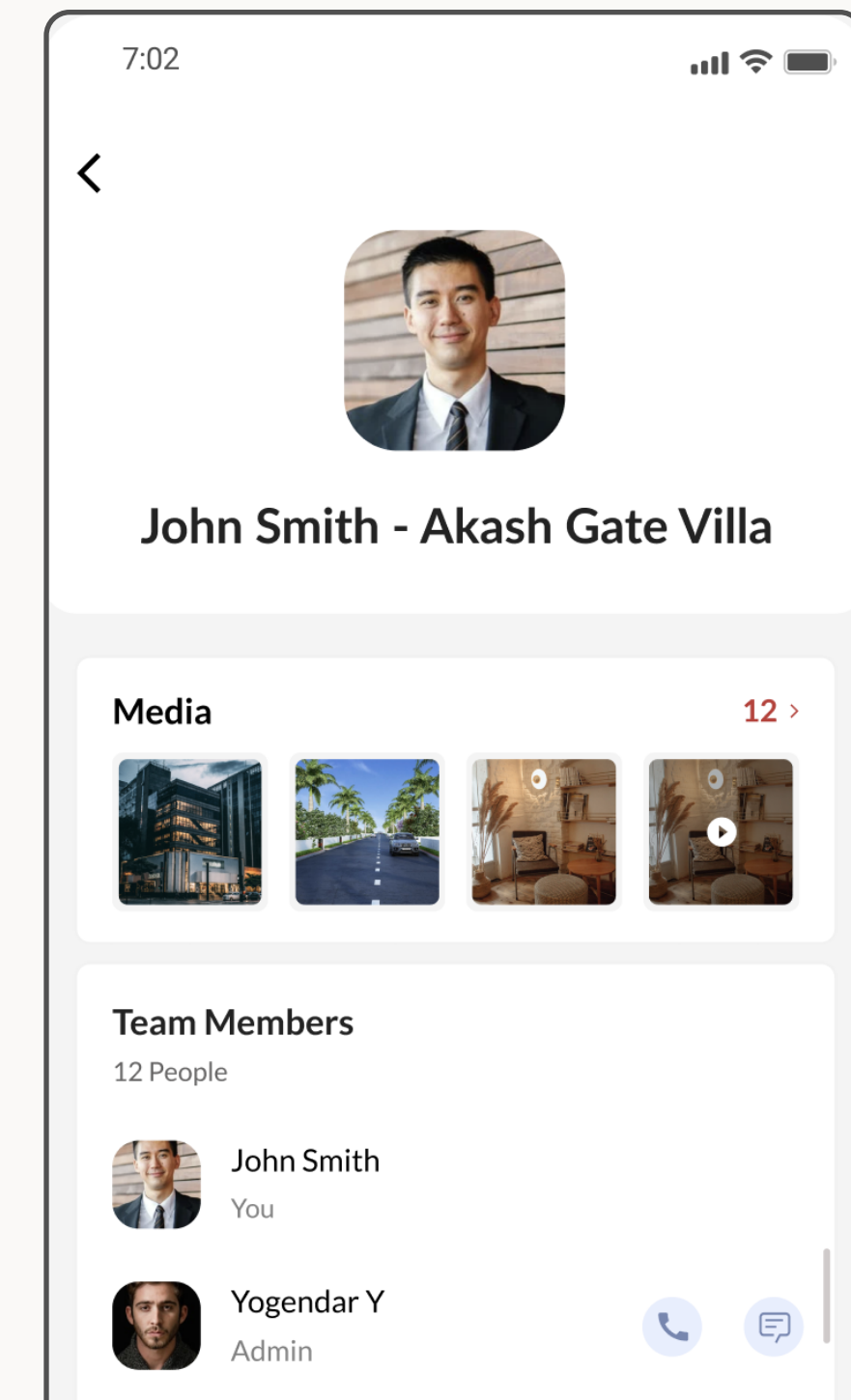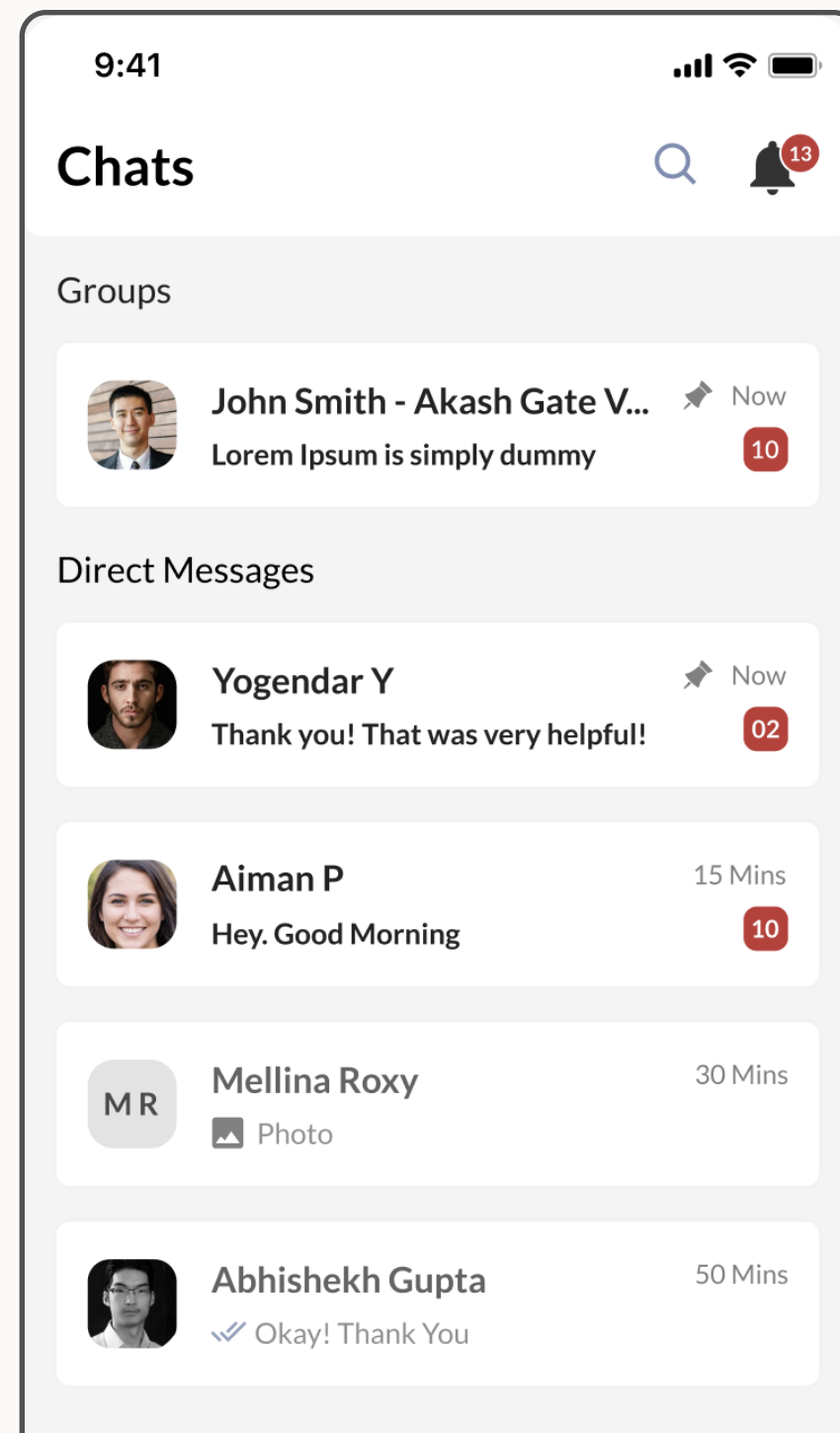
Challenges in tracking raised issues

Customers are currently raising issues mostly through WhatsApp, so it's very difficult to keep track of them

Help desk

- Help Desk is to enable customers to raise issues as a ticket from the app so that their concerns can be tracked & addressed.
- Customers can keep track of ticket's status

Customers: Other screens/features

9:41

Skip

Chats

Videos

Documents

Images

Home Lane

A single app for all communication

We are all ears, let's get talking!

1 2 3

9:41

Notifications

| $ | **Payment Due** | 30 Mins |
| | Lorem Ipsum is simply dummy text Lorem Ipsum. | **PAY NOW** |

| | **Added New Substage** | Yesterday |
| | Lorem Ipsum is simply dummy text Lorem Ipsum is | |

| | **Document Added** | 20 Nov 2021 |
| | Lorem Ipsum is simply dummy text Lorem Ipsum is | |

| | **Waiting for Sign** | Yesterday |
| | Lorem Ipsum is simply dummy text Lorem Ipsum is | **SIGN** |

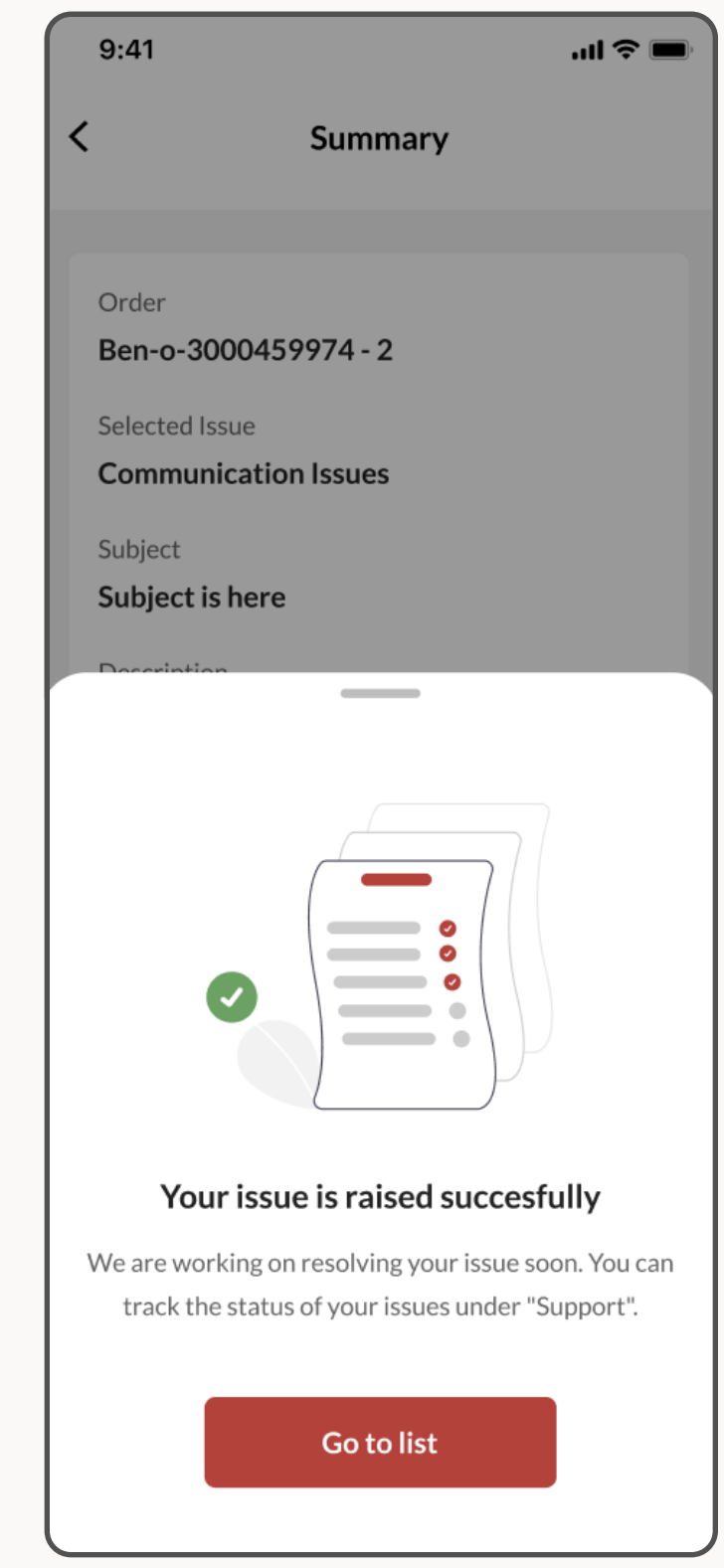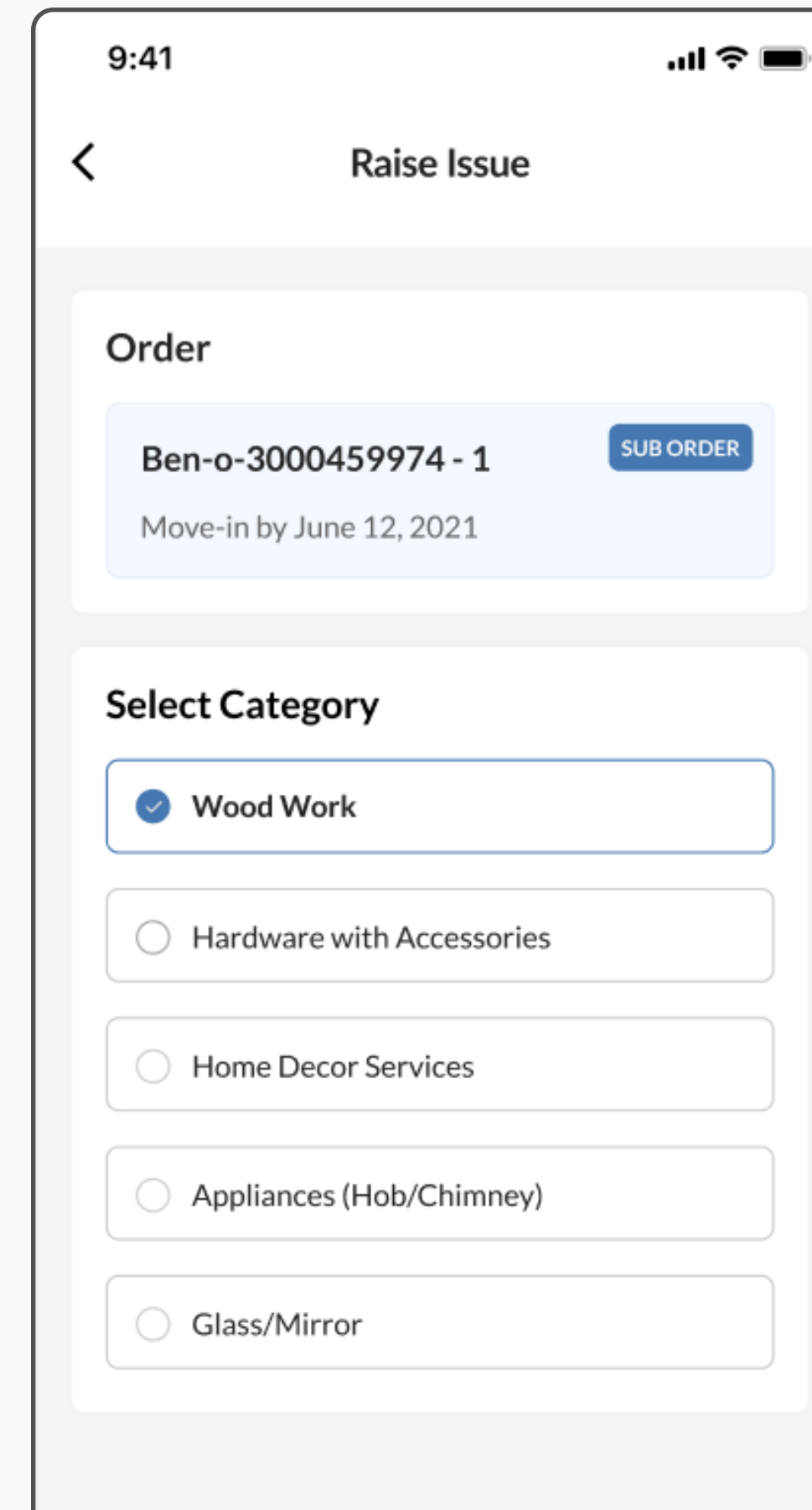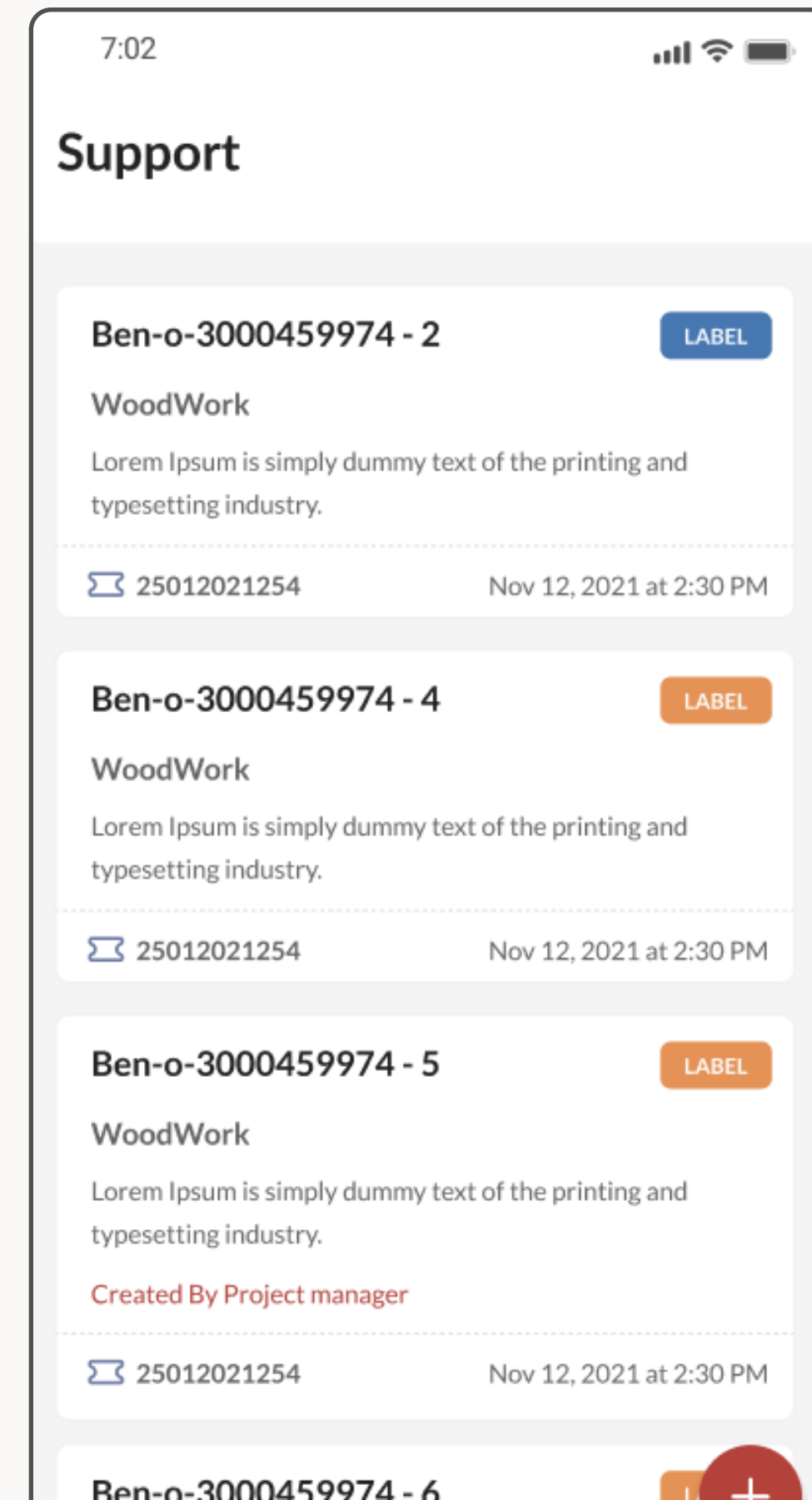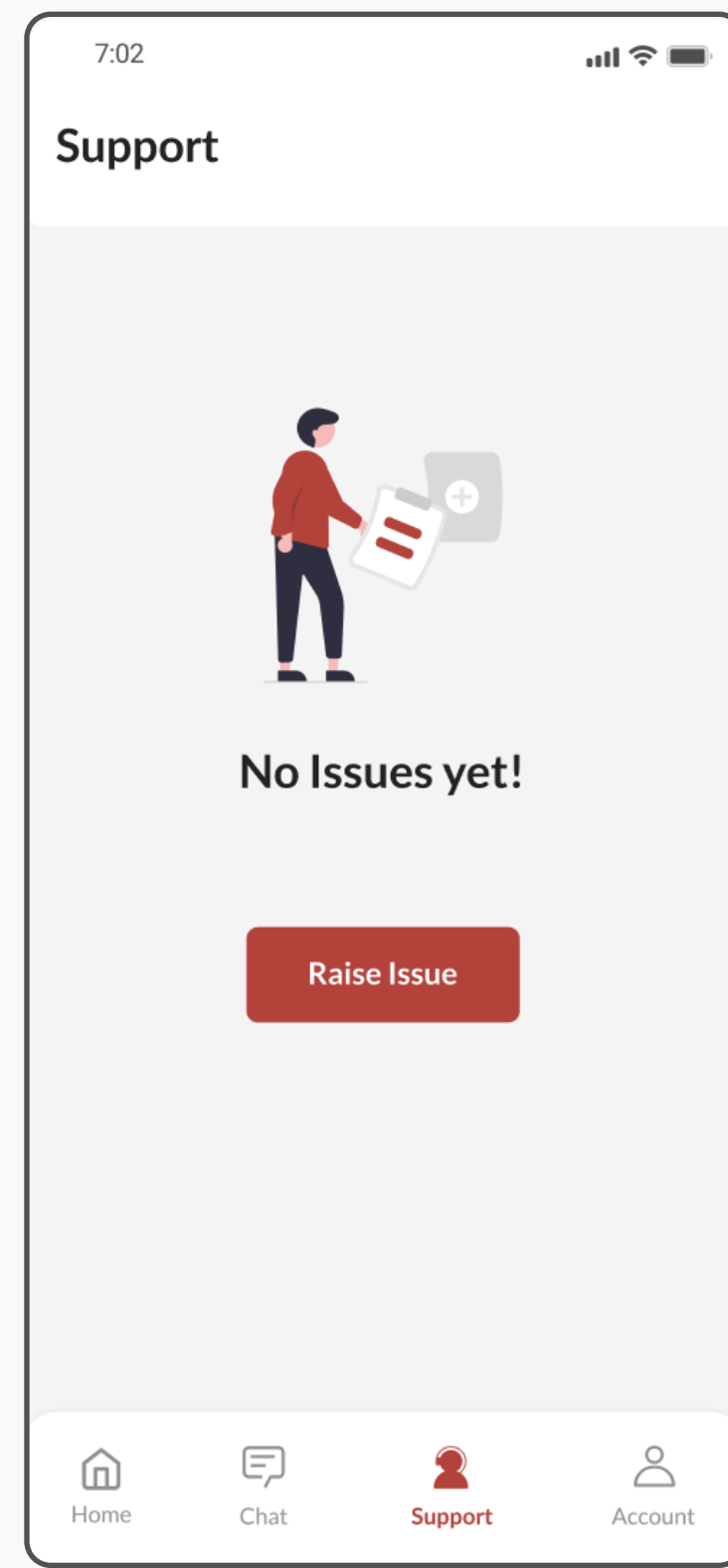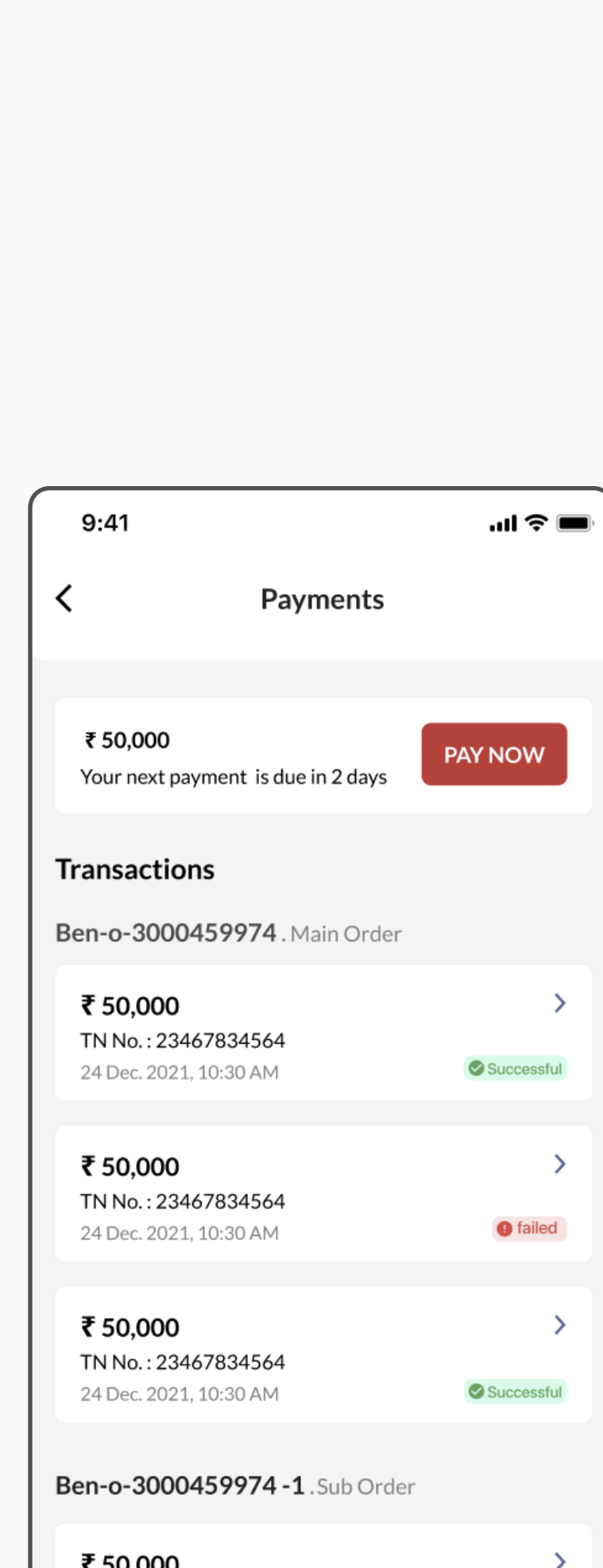| | **New Message** | 20 Nov 2021 |
| | Lorem Ipsum is simply dummy text Lorem Ipsum is | |

| | **Ticket Update** | 20 Nov 2021 |
| | Lorem Ipsum is simply dummy text Lorem Ipsum is | |

9:41

Happy to see you here!

Login/Register

| 👤 Customer | 👥 Employee |

Enter Email ID /Mobile number

By continuing, you agree to our Terms of service and Privacy Policy

Continue

Or Login with

G   f

7:02

My Account

John Smith

👤 Profile >

📄 My Documents >

🏢 Property Details >

👥 My Team >

💳 Payments >

❓ FAQ >

📄 Terms and Conditions >

9:41

Hello John

ABC Group Residency   Details >

In Design   20 Apr 2022

Site Measurement   16 Apr 2022
Our team will visit your house for measurement using laser measurent tool.
Please keep the house keys ready.

Design First Cut Ready   18 Apr 2022

In Production   22 Apr 2022

3 Sub orders >

Home
Lorem Ipsum is simply dummy text of the printing and typesetting industry

Your next payment is due in 2 days   **OK**   Pay

Home   Chat   Support   Account

9:41

Payments

₹ 50,000
Your next payment is due in 2 days   **PAY NOW**

Transactions

Ben-o-3000459974 . Main Order

₹ 50,000
TN No. : 23467834564
24 Dec. 2021, 10:30 AM   ✓ Successful >

₹ 50,000
TN No. : 23467834564
24 Dec. 2021, 10:30 AM   ⊘ failed >

₹ 50,000
TN No. : 23467834564
24 Dec. 2021, 10:30 AM   ✓ Successful >

Ben-o-3000459974 -1 .Sub Order

₹ 50,000
TN No. : 23467834564

Problem & Solution

HomeLane internal stakeholder

PROBLEM STATEMENT : 1

Managing project information across various channels

Currently, the team has to remember where to get all the information about which customer through which communication channel.

Solution: 1

Multiple projects: One single platform

- Internal team will be able to see the project details by clicking on each project cards
- Project detail will have information about the project, orders, payment and so on
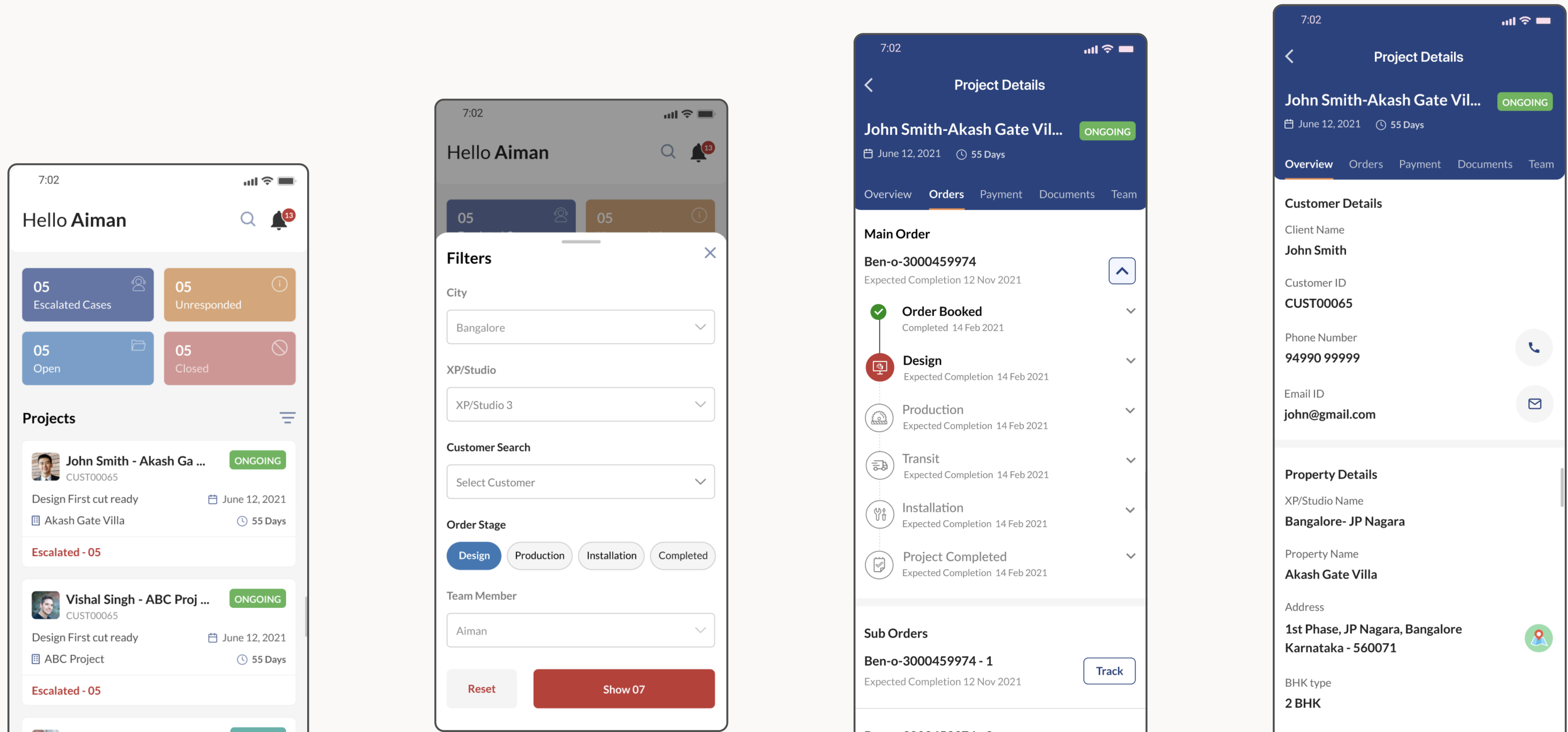
Multiple channels of communication

The HomeLane team currently has multiple channels of communication(WhatsApp, email, text, call) with their customers and internal stakeholders. So, there are chances of missing out on responding to the customer.

Solution: 2

Chat interface

- Internal team will be able to see and respond through this app so it will be easier for them to check message from single place
- By clicking on group's chat, team will have have two option: 1) Chat with customer 2) Chat with internal team
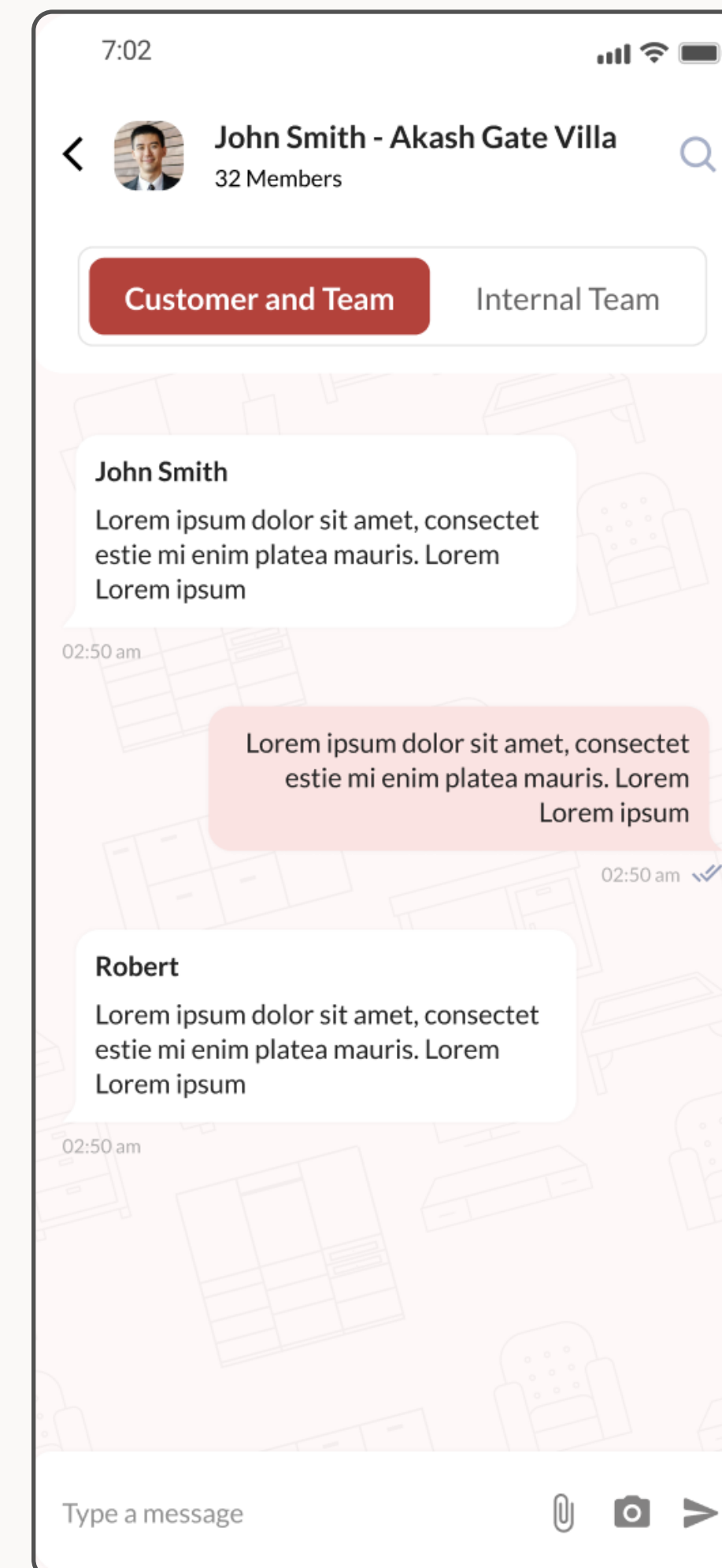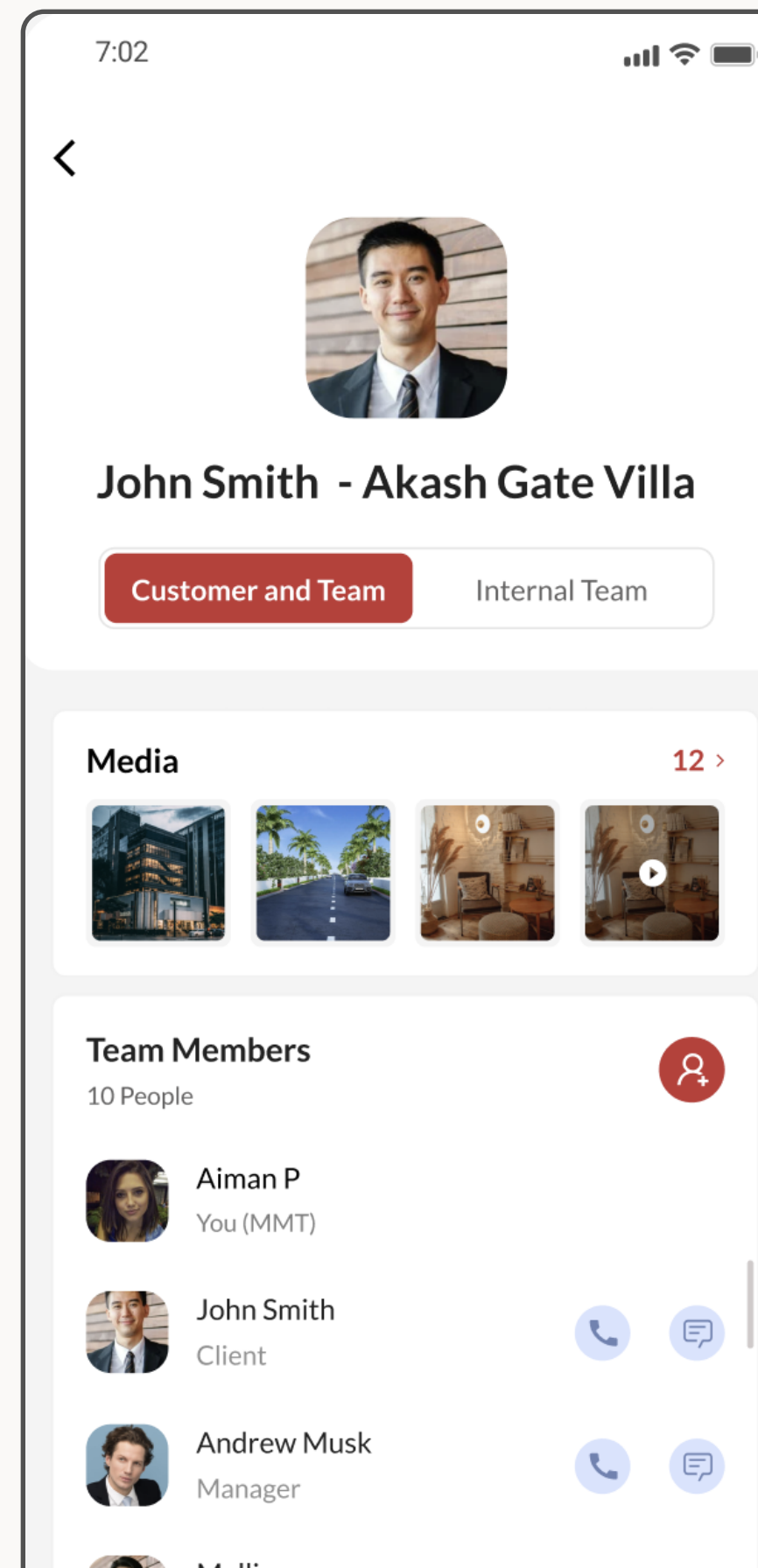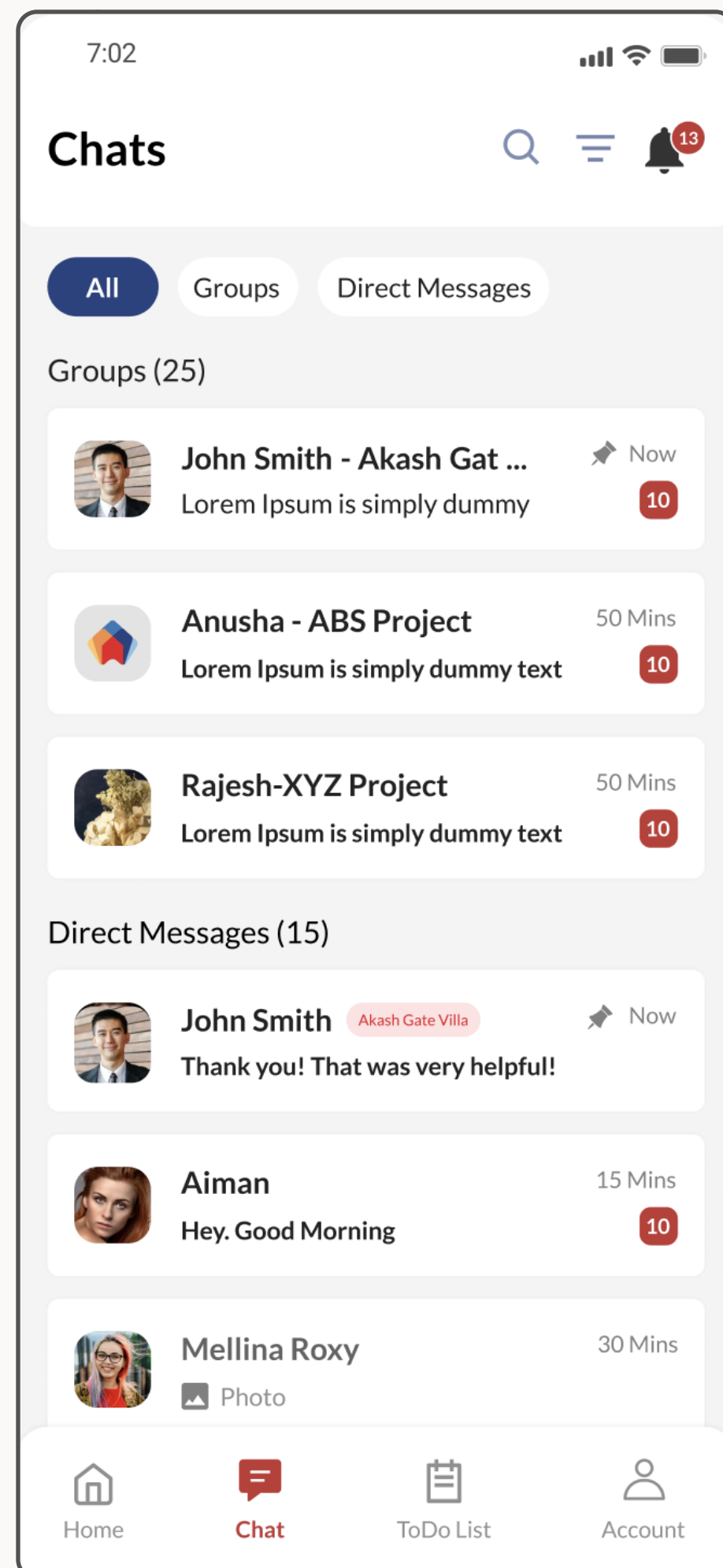
Challenges in tracking raised issues

Customers are currently raising issues mostly through WhatsApp, so it's very difficult for internal team to keep track of each customer's issues

ToDo

- ToDo will provide a feature of tracking the issues raised by customers
- Issues will be segregated in 3 types
- Internal team can quickly reply to customers through quick reply feature and can close the ticket

9:41

Skip

Designer

Customer

Chats

Videos

Home Lane

Documents

Images

PM

CSR

A single app for all communication

Easy interaction with your customers and internal stakeholders.

1 2 3

9:41

Hello Aiman

01

Pull down to refresh

No active projects!

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

7:02

Chats

13

All   Groups   Direct Messages

You have no messages

7:02

My Account

Name
Aiman P

Phone
99999 99999

You Are
Interior Designer

Email ID
aiman@homelane.com

Logout

Home   Chat   ToDo List   Account

Wireframe

Welcome Back

Your business content is here

👤 Customer 👤 Employee

Enter Email/Phone number

By continuing, you agree to our Terms of Service and Privacy Policy

Continue

Or Sign in with

First time User? Sign up here

7:02 Skip

IMAGE PLACEHOLDER

Get personalised home interiors in just 45 days.

Next

9:41

Hello John

Ben-o-3000459974 Details
Main Order

Order Booked (Completed)
14 Feb 2021
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

7:02

Support +

Woodwork Opened
WGH367745
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Woodwork In progress
WGH367745
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Woodwork In progress
WGH367745
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Created By Project manager

Home Chat Support My Account

7:02

← Yogendar Y
Designer

Lorem ipsum dolor sit amet, consectet estie mi enim platea mauris. Lorem Lorem ipsum

02:50 am

7:02

←

AG

Akash Gate Villa
2 BHK | Full House Interiors

Media 12

Team members

John Smith Client
You

Aiman Admin
Lorem Ipsume

Robert Walmart Designer
Lorem Ipsume

Will Kenny Manager
Lorem Ipsume

7:02

ToDo List
Unresponded 26 Open 08 Closed 00

Akash Gate Villa ...

John Smith Nov 24, 2021 at 10:25 AM
@aiman Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Write a Message

ABC Project ...

Mary Nov 24, 2021 at 10:25 AM
@aiman Lorem Ipsum is simply dummy text of the printing and typesetting industry.

7:02

Hello Aiman 🔔

05 ICON
Escalated Cases

20 ICON
Unresponded

10 ICON
Open

20 ICON
Closed

Projects

John Smith - ABC Project Ongoing
Design First cut ready June 12, 2021
ABC Project 1 55 Days
Escalated 05

Robert-Akash GateVilla Ongoing
Design First cut ready June 12, 2021
ABC Project 1 55 Days
Escalated 03

Ramesh - ABC2 Project Ongoing
Design First cut ready June 12, 2021
ABC Project 1 55 Days

Home Chat ToDo List My Account

7:02

Profile

Name
Aiman R

7:02

← Issue Details

Order Opened
M10545635 -01

Category
HDS

Sub Category
HOB

Issue
Wardrobe Carcass broken

Description
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Attached File

PLACEHOLDER

Visuals (Foundation)

Typography

LATO

Regular   Medium   **SemiBold**   **Bold**

Color

Primary

#C23735   #284180   #0C0C0C   #5D5D5D

Secondary

#3777B6   #EAF4FF   #FFF3EA   #C23735

Prototype

Thank you!