# Spruce

A Case Study by Chelsy Albertson

#### Project Overview



#### The product:

An app that books cleaning crews to come to users' homes



Project duration:

Oct 2022



#### Project Overview



#### My role:

UX Researcher



#### Responsibilities:

User Research (interview question writing, conducting interviews, synthesizing insights, presenting to stakeholders)



#### Process



- 1. Define central research question
- 2. Create interview questions based on central question
- 3. Craft an outreach email to recruit users for interview
- 4. Conduct user interviews
- 5. Synthesize key insights from interviews
- 6. Present user insights to stakeholders



#### Hurdles

1

2

3

No notable hurdles were encountered during this project!



#### Result

The following slides show the final presentation that I gave to stakeholders which includes key user insights, meaningful quotes, user personas, and suggestions.





SPRUCE INTERVIEW REPORT - by Chelsy Albertson

# SPRUCE INTERVIEW REPORT

Zooming into the humanity of it all

# PART 1 - WHO PART 2 - WHAT PART 3 - WHY PART 4 - WHAT NOW?

# PART 1 - WHO



# "My living space is a reflection of my internal condition."

PART 1



The Actual People

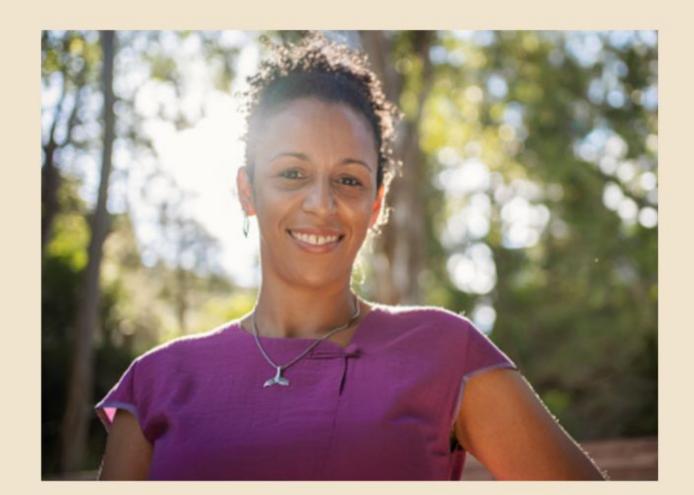
Name	Gender	Age	Customer Type	Household Size	Job Lifestyle
David	M	25-39	Loyal	1	9-5
Ankur	M	25-39	Never	1	From home
Mylinda	F	55+	Loyal	2	From home
Jenine	F	25-39	Repeat	2	9-5
Mesha	F	25-39	Never	2	9-5
Danny	M	25-39	Repeat	1	From home
Andi	F	25-39	Loyal	2	9-5
Ash	F/NB	25-39	Repeat	4+	Parent
Alexandra	F	25-39	1x	1	From home
Shannon	F	35+	Repeat	3	9-5

PART 1



The Personas -

The Broke Clean Freak





#### Dana



## "I spend all my free time with my family."

Dana is a wife, mother, and full-time Medical Assistant. She needs help with cleaning and chores, but she and her partner do not have money to spare while they raise their young daughter. Dana used Spruce services two times because of the starter discount, but she has not booked again because of the cost. She is a self-proclaimed clean freak eager to have help around the house!

**Age:** 35

**Education:** Bachelor's

Hometown: Denver

Family: Married, 1 child

Occupation: Medical Assistant

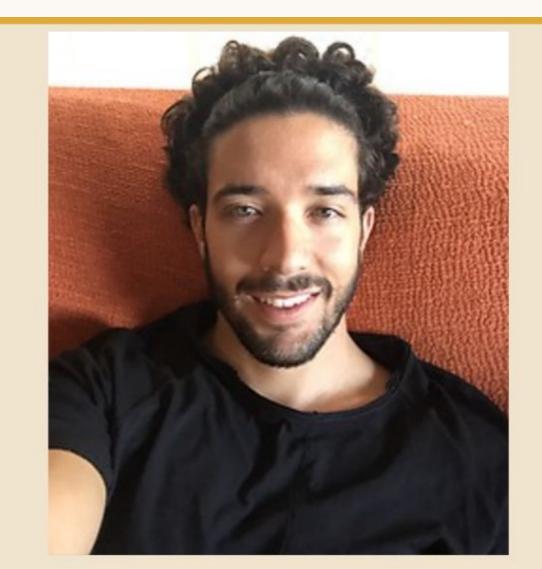
**Goal:** Get help with cleaning and chores around the house.

**Frustrations:** Cleaning services are too costly for Dana's family budget.



The Personas -

**The Messy Awkward Turtle** 



#### Andres

#### "My dog loves that I work from home!"

Andres is a Mexican ex-pat who came to the US to study Computer Science and has established a life in Chicago. He lives alone with his dog, Bacon. Andres is a self-proclaimed messy guy and hates cleaning. He pays for Spruce to come to his house biweekly to clean up his apartment. He feels awkward when the cleaners are around, so he tries to leave whenever he knows they're coming.

**Age:** 25

**Education:** Bachelor's

Hometown: Chicago

Family: Single, Dog

Occupation: Software Developer

Goal: Not to have to clean his apt

**Frustrations:** Spruce's window of time for cleaners' arrival is too large and he doesn't know when to leave his apt.

PART 1



The Personas -

The One Who Got Away



Katie



#### "I feel like I'm on campus more than I am at home!"

Katie is a first-year graduate student who recently moved into her apartment complex. She was given a sheet of info on Spruce in her welcome package and downloaded the Spruce app. She hit the ground running with her studies and doesn't know if her starter discount is still valid. She has never booked with Spruce and has been too busy with school to think about it again.

**Age:** 29

**Education:** Bachelor's

**Hometown:** Dallas

Family: Single

Occupation: Graduate Student

Goal: To get help with laundry

**Frustrations:** Certain services aren't available in her area and she doesn't have the time to look into this issue further

# PART 2 - WHAT



## THREEPILLARS

- 1) Polished & Revitalizing
- 2) Comfortable & Harmonious
- 3) Liberating, Empowering, Supportive

#### WHAT - THEY LOVE

#### POLISHED & REVITALIZING

"It felt very easy."

"I was stuck in a rut and needed help."



#### WHAT - THEY LOVE

#### COMFORTABLE & HARMONIOUS

"The cleaners LOVE my cats!"

"...really, really good customer service experiences."

Clear Convenience Communication

Friendly cleaners

Great follow-through

and follow-ups

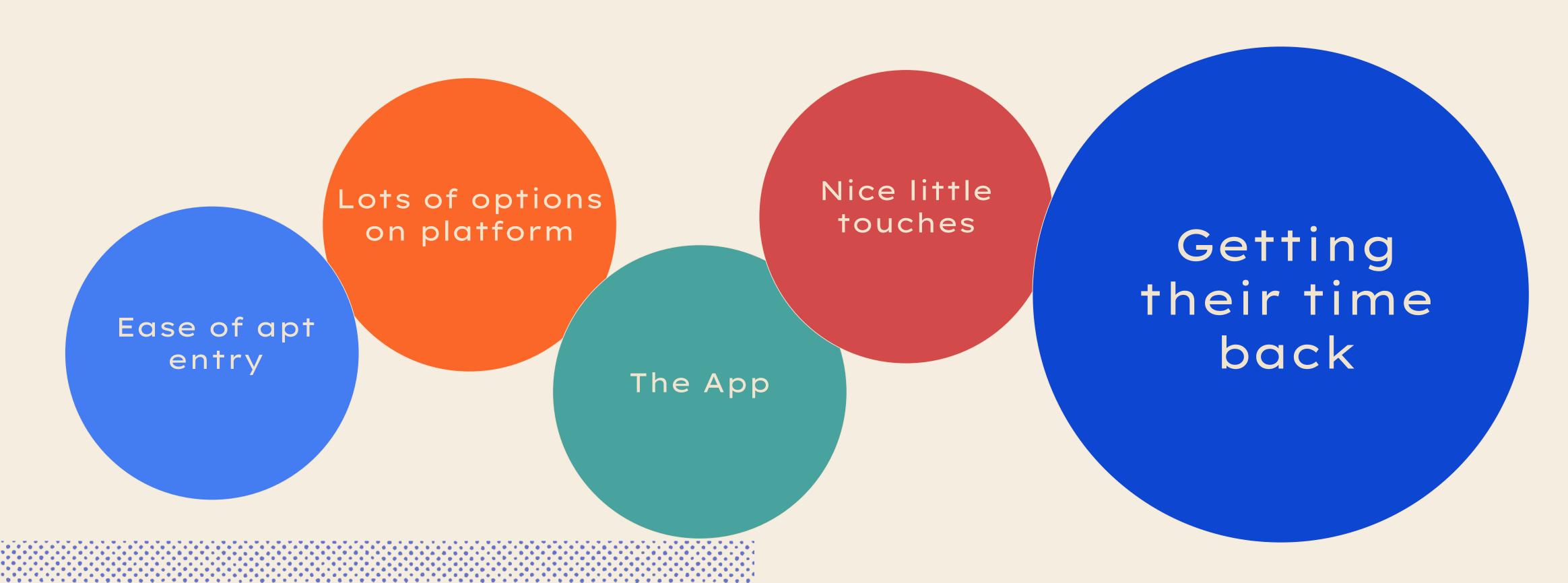
Affiliation with apt building

Customer service

#### WHAT - THEY LOVE

"Switching to Spruce went better than I thought."

#### LIBERATING, EMPOWERING, SUPPORTIVE

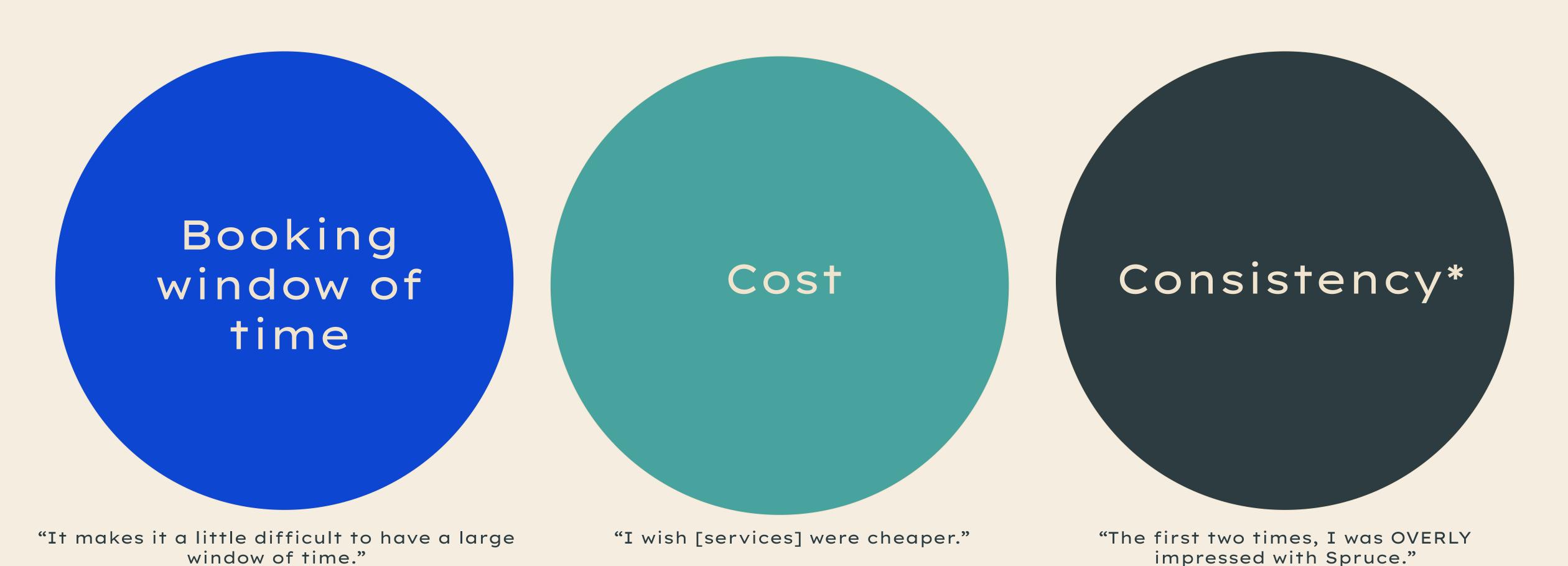




# "Ya know what else I love about Spruce?

They bring their own crap."

#### WHAT - GROWTH OPPORTUNITIES



\*Consistency captures multiple aspects (i.e. consistency of people, consistency of quality)

# PART 3 - WHY

#### WHY - THEY BOOK

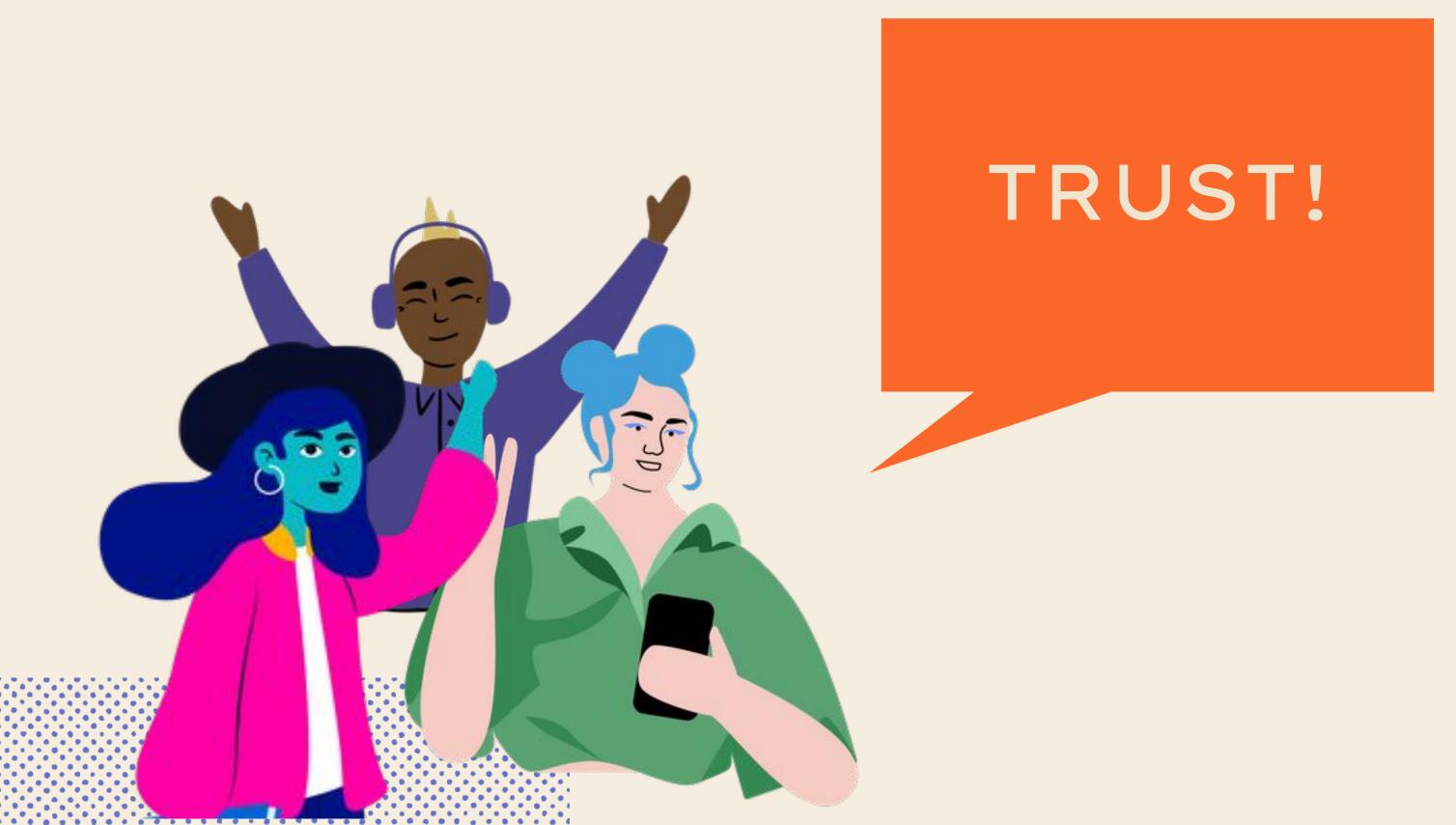
He recently went through a breakup and no longer had the help around the house he used to have. She recently had a baby and doesn't have the time to clean the house anymore.



They hate cleaning.



#### WHY - THEY BOOK





## "They've done a really good job at building that trust."

## WHY - THEY WON'T BOOK (again)

She has COVID concerns about having a person in her home.

He doesn't trust that Spruce will have good services because of acquiring Minte. She doesn't make a lot of money and chooses to spend her extra money on workout classes.







# PART 4 - WHAT NOW?

PART 4

#### WHAT NOW

Some takeaways to consider

#### COST

Many interviewees mentioned signing up in the first place because of the discount.

What could more frequent service discounts look like for Spruce?

PART 4

#### WHAT NOW

COST	CONSISTENCY		
Many interviewees mentioned signing up in the first place because of the	Users complain that the cleanings aren't consistent.		
discount.	What would it look like to give users		
What could more frequent service discounts look like for Spruce?	the option to book specific cleaners?		

PART 4

#### WHAT NOW

COST	CONSISTENCY	TRUST
Many interviewees mentioned signing up in the first place because of the discount.  What could more frequent service discounts look like for Spruce?	Users complain that the cleanings aren't consistent.  What would it look like to give users the option to book specific cleaners?	The trust for Spruce users start with is the knowledge of their apt complexes' affiliation with Spruce.  How can Spruce overcome this hurdle when marketing to individual households?

PART 4

#### WHAT NOW

COST	CONSISTENCY	TRUST	LOVE THE APP
Many interviewees mentioned signing up in the first place because of the discount.  What could more frequent service discounts look like for Spruce?	Users complain that the cleanings aren't consistent.  What would it look like to give users the option to book specific cleaners?	The trust for Spruce users start with is the knowledge of their apt complexes' affiliation with Spruce.  How can Spruce overcome this hurdle when marketing to individual households?	Almost every user mentioned the ease and simplicity of the app.  How can Spruce capitalize on their amazing platform to bring in more users and maintain current ones?

PART 4

#### WHAT NOW

COST	CONSISTENCY	TRUST	LOVE THE APP	LOVE CUST. SERV.	
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#### WHAT NOW

COST	CONSISTENCY	TRUST	LOVE THE APP	LOVE CUST. SERV.	NOTIFICATIONS
Many interviewees mentioned signing up in the first place because of the discount.  What could more frequent service discounts look like for Spruce?	Users complain that the cleanings aren't consistent.  What would it look like to give users the option to book specific cleaners?	The trust for Spruce users start with is the knowledge of their apt complexes' affiliation with Spruce.  How can Spruce overcome this hurdle when marketing to individual households?	Almost every user mentioned the ease and simplicity of the app.  How can Spruce capitalize on their amazing platform to bring in more users and maintain current ones?	Every interviewee who mentioned customer service loved it.  How can Spruce capitalize on their amazing customer service to bring in more users and maintain current ones?	Users like notifications that are useful, not selling Your account is low - Your favorite food truck is at the bar tonight - Discounts on flights  How can Spruce communicate notifications that are useful to users?



# "My living space is a reflection of my internal condition."



# "My living space is a reflection of my internal condition."

Spruce assists with self-care.

# SPRUCE INTERVIEW REPORT

Zooming into the humanity of it all



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