

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.

March 18th, 2022



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

WHO

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
Mylanda	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

WHO

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.

PART 1

WHO

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

WHO

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



THREE PILLARS

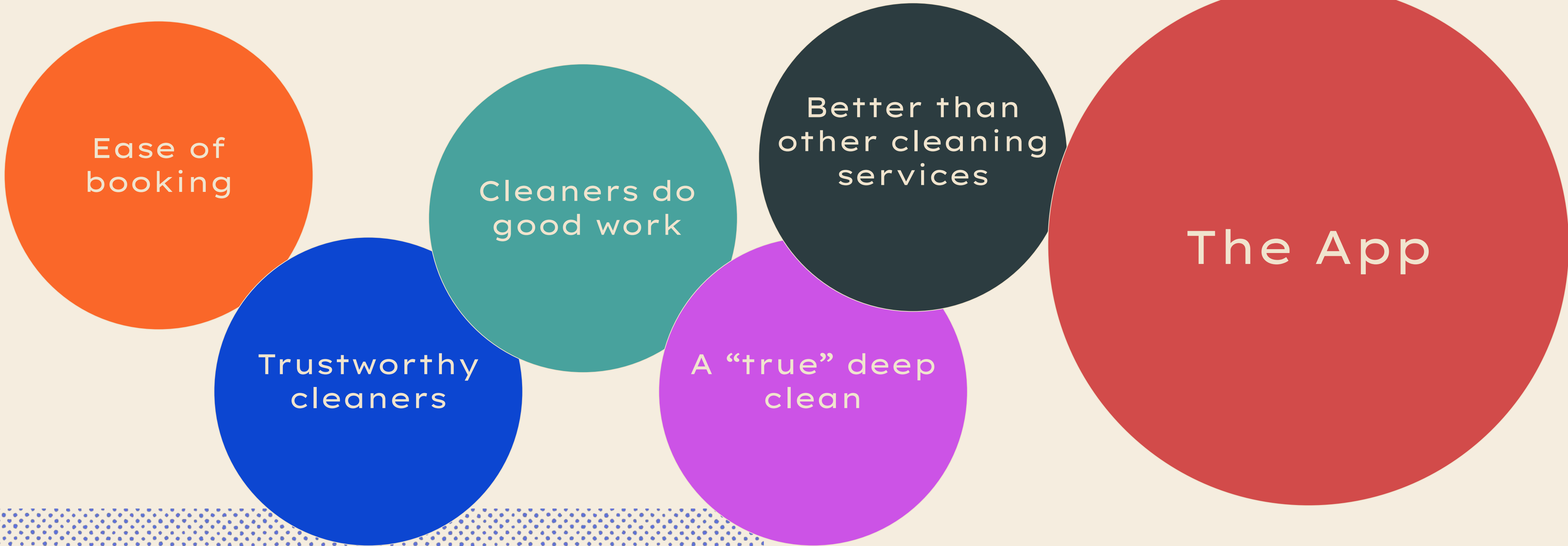
- 1) Polished & Revitalizing
- 2) Comfortable & Harmonious
- 3) Liberating, Empowering,
Supportive

WHAT - THEY LOVE

POLISHED & REVITALIZING

“It felt very easy.”

“I was stuck in a rut and needed help.”

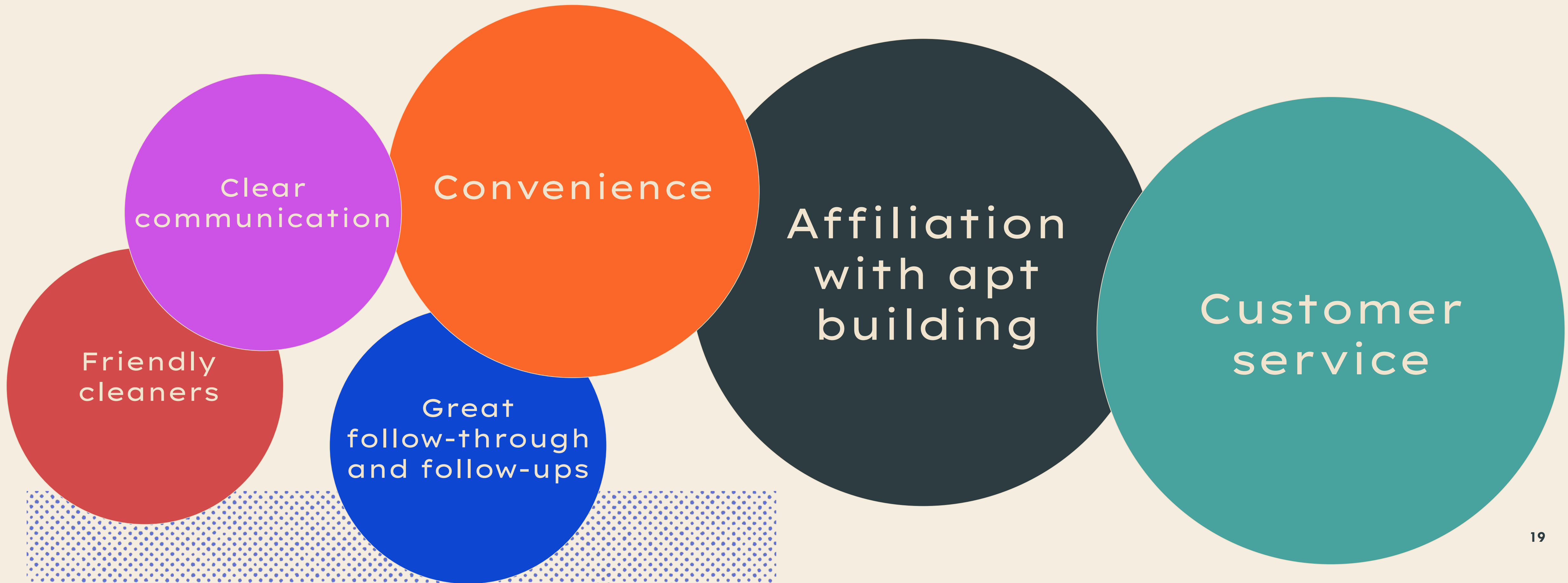


“The cleaners LOVE my cats!”

“...really, really good
customer service
experiences.”

WHAT - THEY LOVE

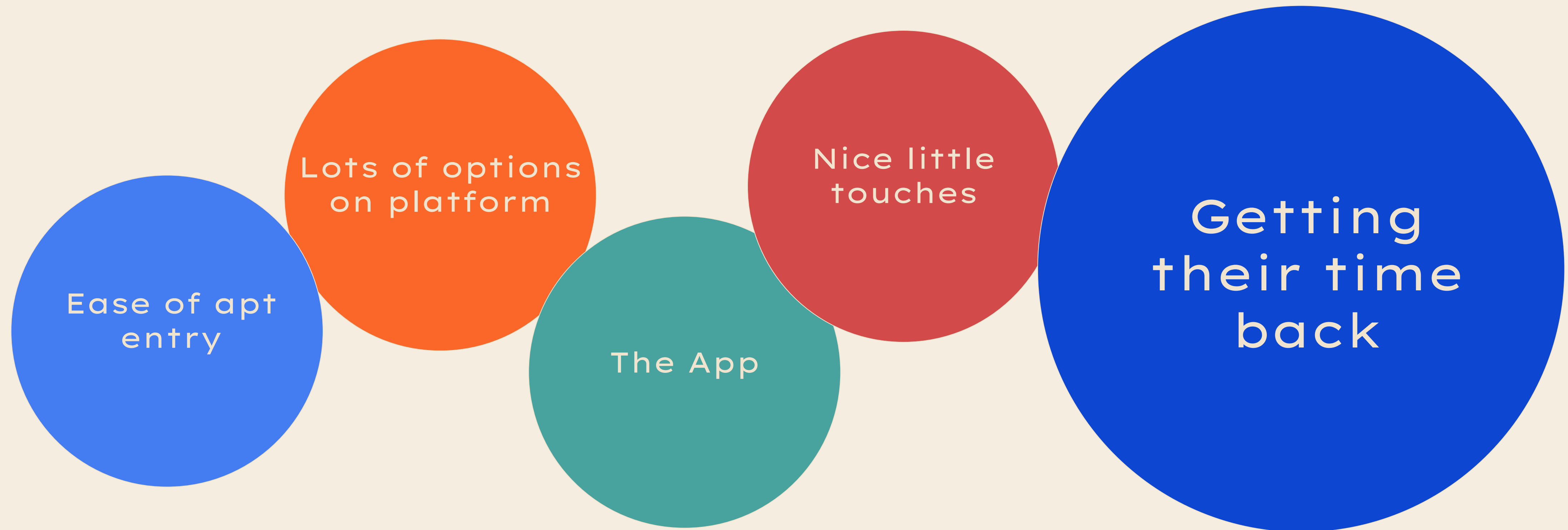
COMFORTABLE & HARMONIOUS



WHAT - THEY LOVE

LIBERATING, EMPOWERING, SUPPORTIVE

“Switching to Spruce went better than I thought.”





**“Ya know what else I love about
Spruce?**

They bring their own crap.”

WHAT - GROWTH OPPORTUNITIES

Booking
window of
time

“It makes it a little difficult to have a large window of time.”

Cost

“I wish [services] were cheaper.”

Consistency*

“The first two times, I was OVERLY impressed with Spruce.”

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

PART 3 - WHY

PART 3

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.



PART 3

WHY - THEY BOOK



TRUST!



“They’ve done a really good job
at building that trust.”

PART 3

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

Some takeaways to consider

COST	CONSISTENCY
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?

PART 4

WHAT NOW

Some takeaways to consider

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?

WHAT NOW

Some takeaways to consider

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?

WHAT NOW

Some takeaways to consider

COST	CONSISTENCY	TRUST	LOVE THE APP	LOVE CUST. SERV.
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?

PART 4

WHAT NOW

Some takeaways to consider

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?



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of my internal condition.”**



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of my internal condition.”

Spruce assists with self-care.

SPRUCE INTERVIEW REPORT

Zooming into the *humanity* of it all

