

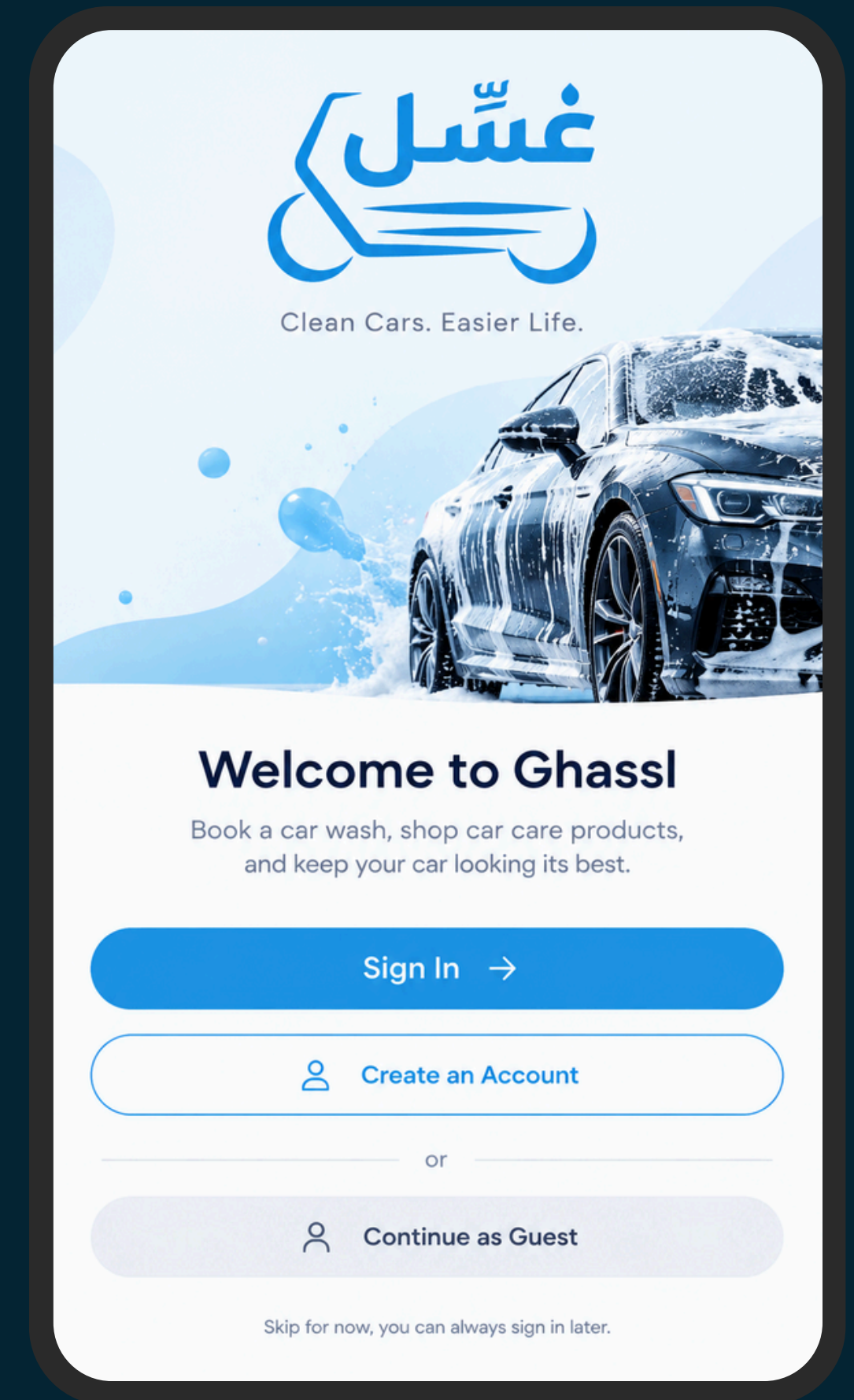
Ghassl UI/UX Redesign

Clear. Clean. Fast.

Making car-care services and shopping easier to discover, navigate, and complete.

Helping users find services and products with fewer steps and less friction.

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Introduction

Ghassl combines car-washing services and an in-app Store in a single platform. While the app offers a wide range of services, several usability issues create unnecessary friction throughout the customer journey. These challenges can make common tasks feel slower and more complicated than expected, affecting the overall user experience.

My goal is to redesign the experience around three principles:

Clear. Clean. Fast.

By simplifying navigation, reducing unnecessary steps, and creating a stronger connection between services and the Store, the experience becomes more intuitive, efficient, and user-friendly.

Primary Target

- **Busy Professionals (25–45):** Want fast, convenient booking with minimal navigation and prefer services at home or work.
- **Regular Car Owners:** Look for reliable car-care services, clear pricing, easy booking, and convenient access to car-care products.

Secondary Target

- **Families:** Value convenient doorstep services, easy scheduling, transparency, and time-saving solutions.
- **Digital-First Young Adults (18–30):** Expect fast, intuitive, modern mobile experiences with clear navigation and minimal steps.

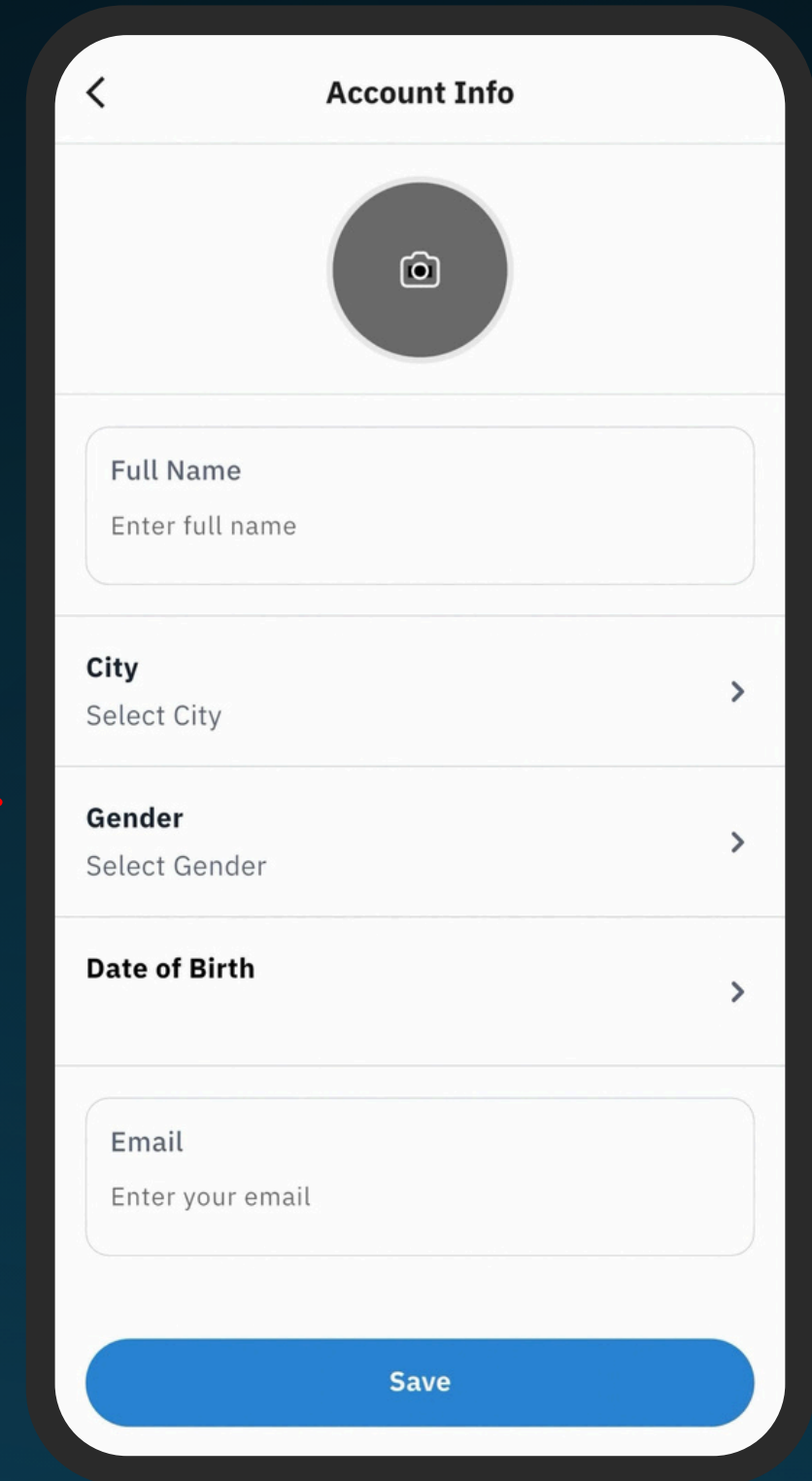
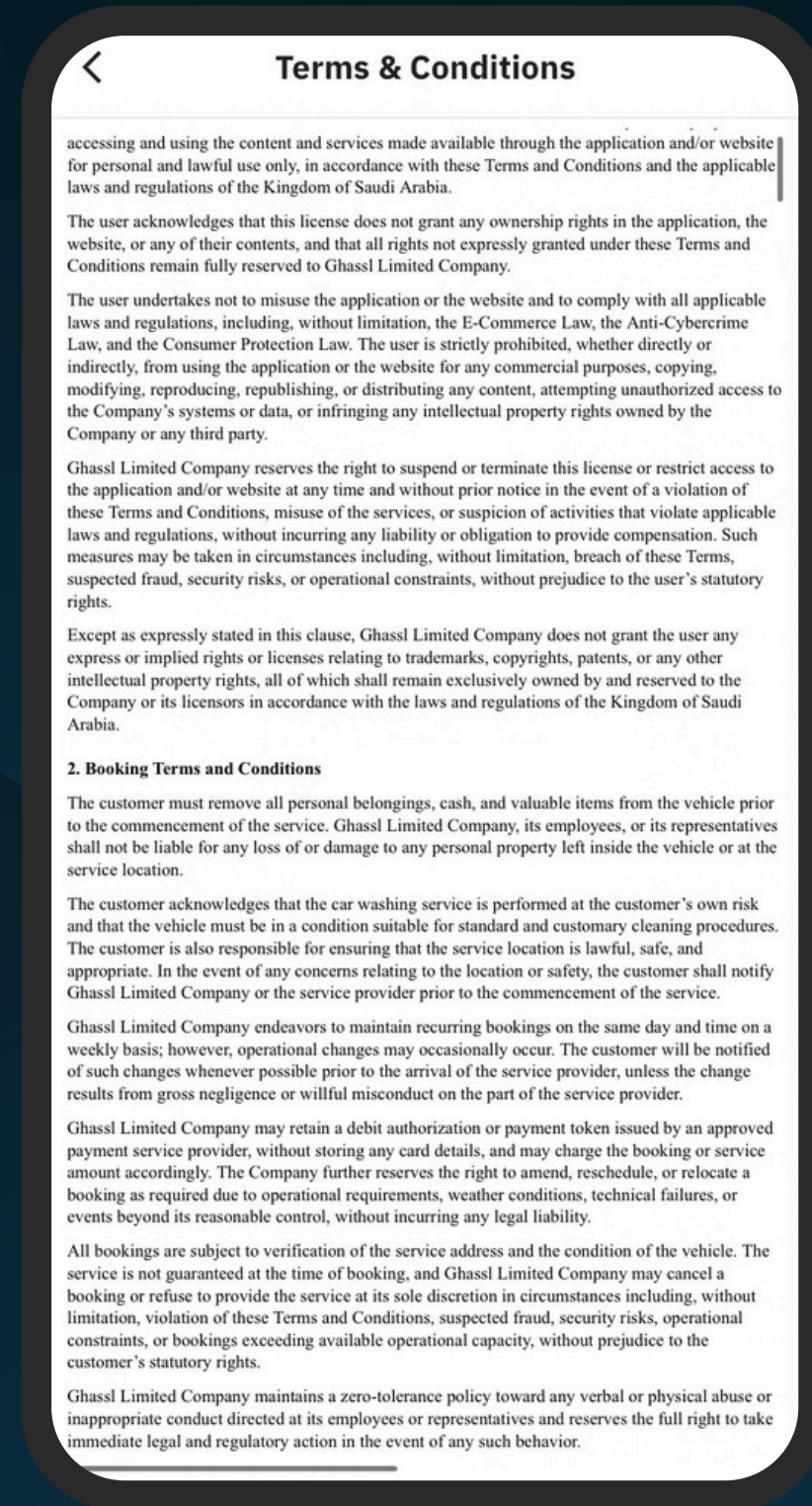
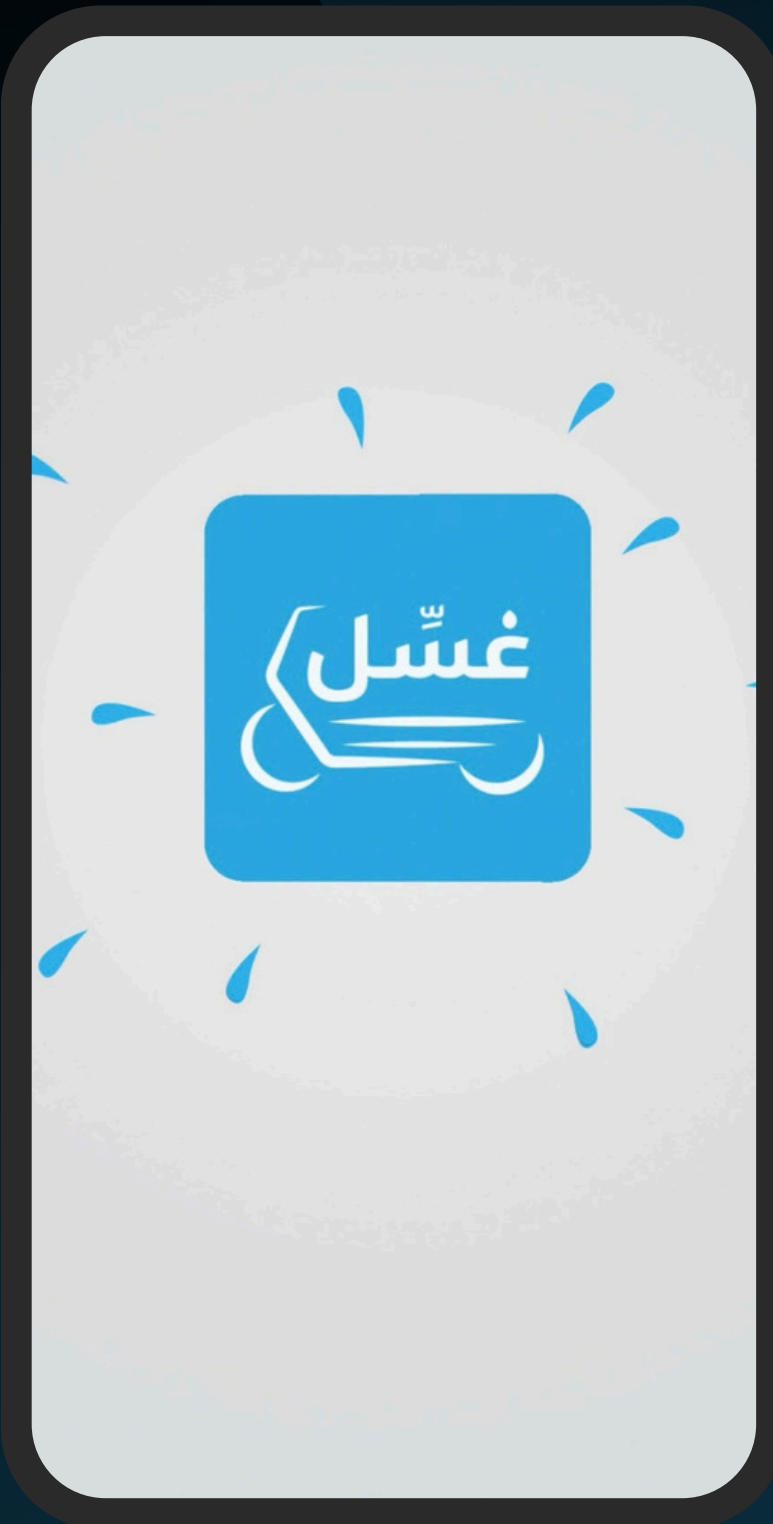
Overall Audience

Ghassl targets people who value convenience, speed, and simplicity when booking car-care services and purchasing car-care products.

User Testing Analysis

Issue	Impact on User Experience	Proposed Solution
No Dark Mode	Reduces accessibility and personalization options for users who prefer darker interfaces, the light mode gives them headaches.	Add a Dark Mode toggle in Settings and support automatic system theme detection.
Ad Appears Immediately on Launch	Interrupts users before they can begin their task, creating frustration and slowing down access to services.	Delay promotional content until after users reach the Home screen or place promotions in a dedicated banner section.
Fragmented Information Entry	Users enter information step-by-step and only discover additional requirements later, causing confusion, backtracking, and a longer booking process.	Combine all required booking information into one clear form (Address + Vehicle + Personal Details) with a progress indicator.
Unclear Terms & Conditions Disclaimer	Users may not notice or read the important information about responsibility for lost items in terms& conditions, which can reduce trust.	Present the disclaimer clearly before confirmation using simple language.
Unskippable Intro Video	Delays access to the app and adds friction for both new and returning users.	Make the video skippable or show it only on first launch. Returning users should go directly to the Home screen.

Screenshot Examples



Personas

- The following personas were developed based on observations from user testing and represent different usage behaviors, needs, and expectations within the Ghassel app.
- These personas help guide UX decisions by focusing on real user needs, goals, and frustrations.
- Personas are categorized as primary or secondary based on usage frequency and relevance to Ghassel's core audience.



Omar

PRIMARY PERSONA

22–30 years old

Occupation: Marketing Specialist /
Office Professional

Background

Omar is a busy professional who uses his car every day to commute between home, work, and meetings. He rarely has time to visit a car wash and prefers services that can come directly to his workplace or home. He expects mobile apps to be quick and straightforward, especially when booking a service during a busy day.

Goals

- Book a car wash in the shortest possible time
- Choose home or workplace service easily
- Understand the price before booking
- Avoid unnecessary screens and steps

Pain Points

- Too many steps before confirming a booking
- Difficulty finding the right service quickly
- Unclear information about service prices
- Waiting too long for pages or booking actions

Needs

- Fast booking process
- Convenient home/workplace service
- Minimal time spent navigating
- Clear service options and pricing

Behaviors

- Uses mobile apps regularly
- Books services while on-the-go
- Prioritizes convenience and speed
- Often uses services during work breaks



Mohamed

PRIMARY PERSONA

30–40 years old

Occupation: Engineer / Business Professional

Background

Mohamed takes pride in maintaining his car and regularly looks for reliable cleaning and maintenance services. He likes comparing different options before making a decision. He also purchases car-care products when he needs them, so having services and a Store in one app is useful for him.

Goals

- Keep his car clean and well-maintained
- Compare services and prices easily
- Find reliable car-care products
- Book services without unnecessary effort

Pain Points

- Difficult to compare different services
- Service information can feel unclear
- Store products feel disconnected from car-washing services
- Too much browsing before finding what he needs

Needs

- Reliable car-care services
- Easy access to cleaning products
- Clear service information and pricing
- Simple connection between services and Store

Behaviors

- Maintains his vehicle regularly
- Compares services before booking
- Purchases car-care products when needed
- Uses mobile apps to research before purchasing



Hanaa & Ali

SECONDARY PERSONA

40+ years old

Occupation: Working Parents

Background

Hanaa and Ali have a busy family routine and may manage more than one vehicle. Between work, children, and daily responsibilities, finding time for a car wash can be difficult. They prefer convenient doorstep services and want the booking process to be simple, predictable, and trustworthy.

Goals

- Save time on regular car care
- Schedule services around their family routine
- Easily manage more than one vehicle
- Know exactly what service they are booking and paying for

Pain Points

- Finding time to visit a car wash
- Complicated booking processes
- Unclear service details or prices
- Difficulty managing different vehicles/services

Needs

- Convenient doorstep services
- Easy scheduling
- Trust and transparency
- Clear prices and service details

Behaviors

- Owns or manages multiple vehicles
- Values time-saving solutions
- Plans services around family schedules
- Prefers simple and reliable booking experiences

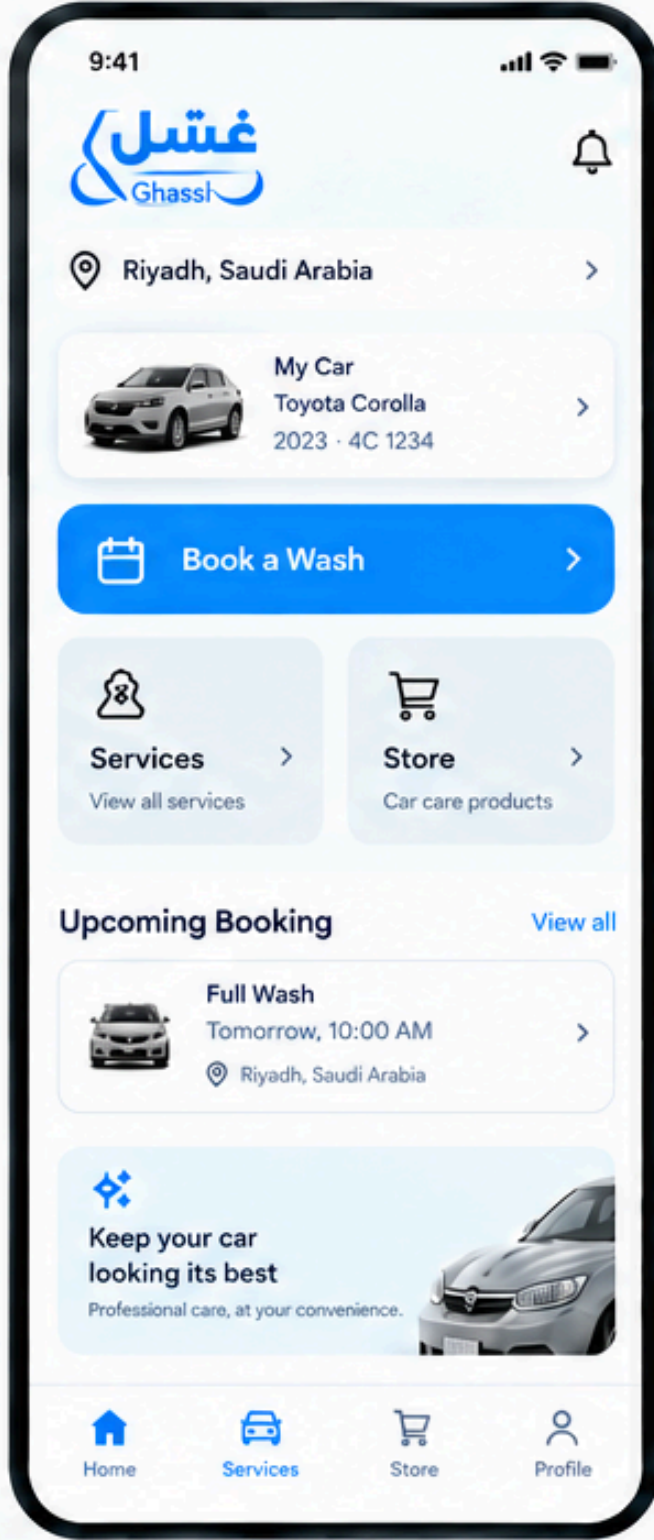
USER JOURNEY MAP

This user journey map focuses on Omar, a primary persona, and his experience using the Ghassl app. The journey highlights his actions, emotions, and pain points across the key stages of discovering, booking, and managing a car-washing service.

	 AWARENESS	 ONBOARDING	 EXPLORATION
TOUCHPOINTS	Social media ads, Word of mouth, App Store	Sign-up screen, Location permission, Vehicle details	Home screen, Services, Store, Service details
ACTIONS	Discovers Ghassl and downloads the app	Creates an account, adds vehicle and location	Browses car- washing services, compares prices, explores Store products
EMOTIONS	Curious, Interested	Neutral, Slight impatience	Focused, Interested
PAIN POINTS	Unclear understanding of available services	Too many registration steps, repeated information	Too many options, unclear service details, disconnected Store experience

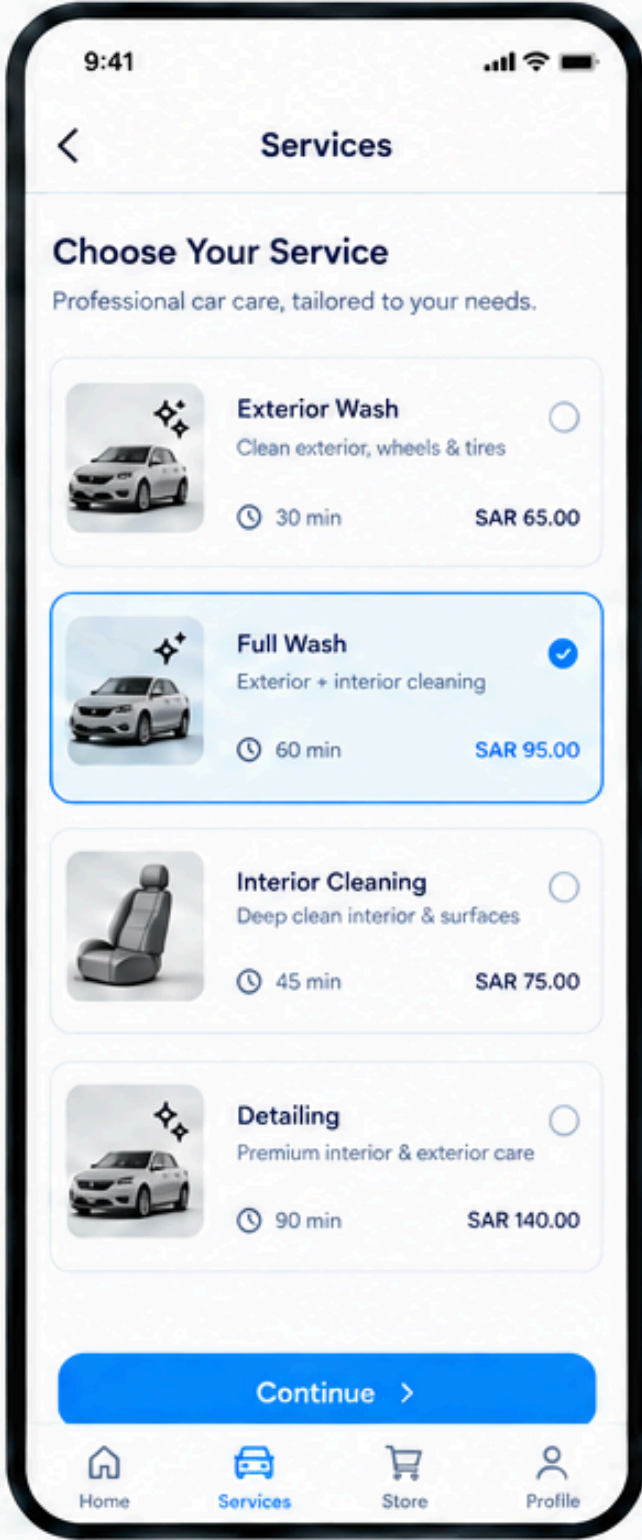
Wireframes

1. Home Dashboard



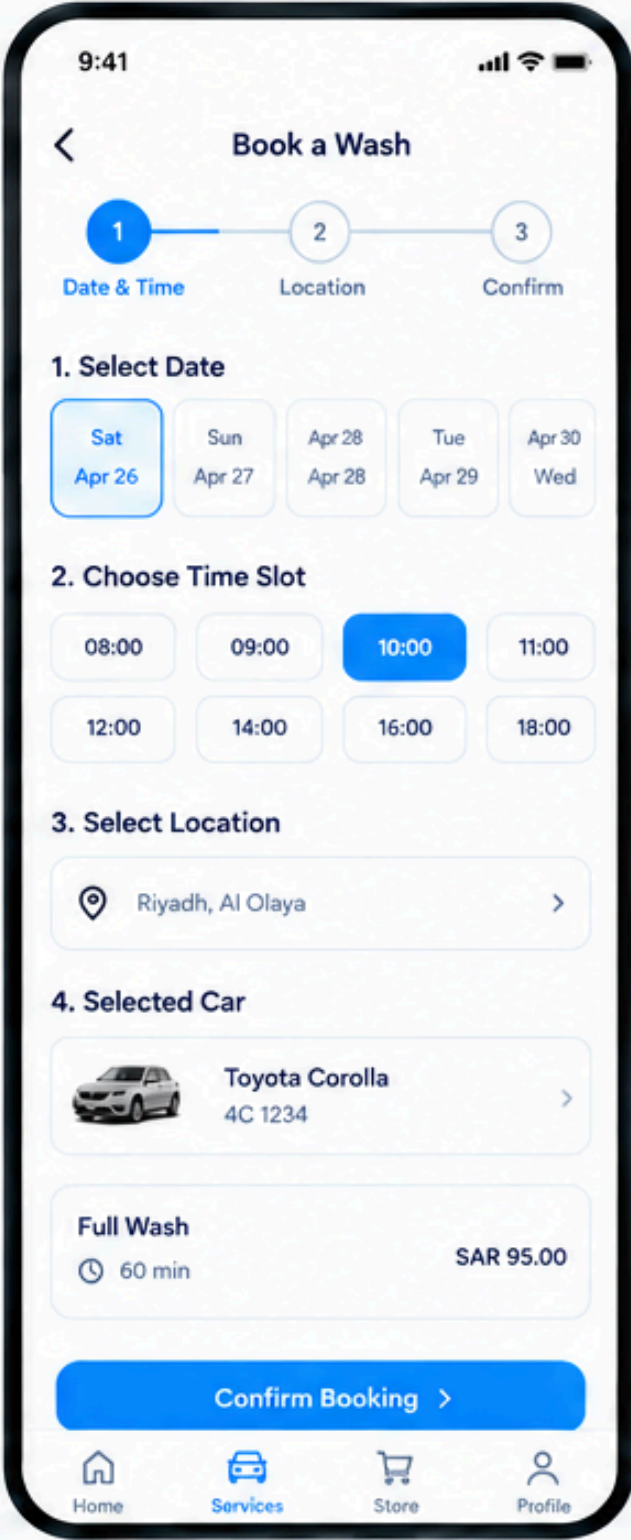
Quick access to main actions, car summary and upcoming booking for a seamless start.

2. Services



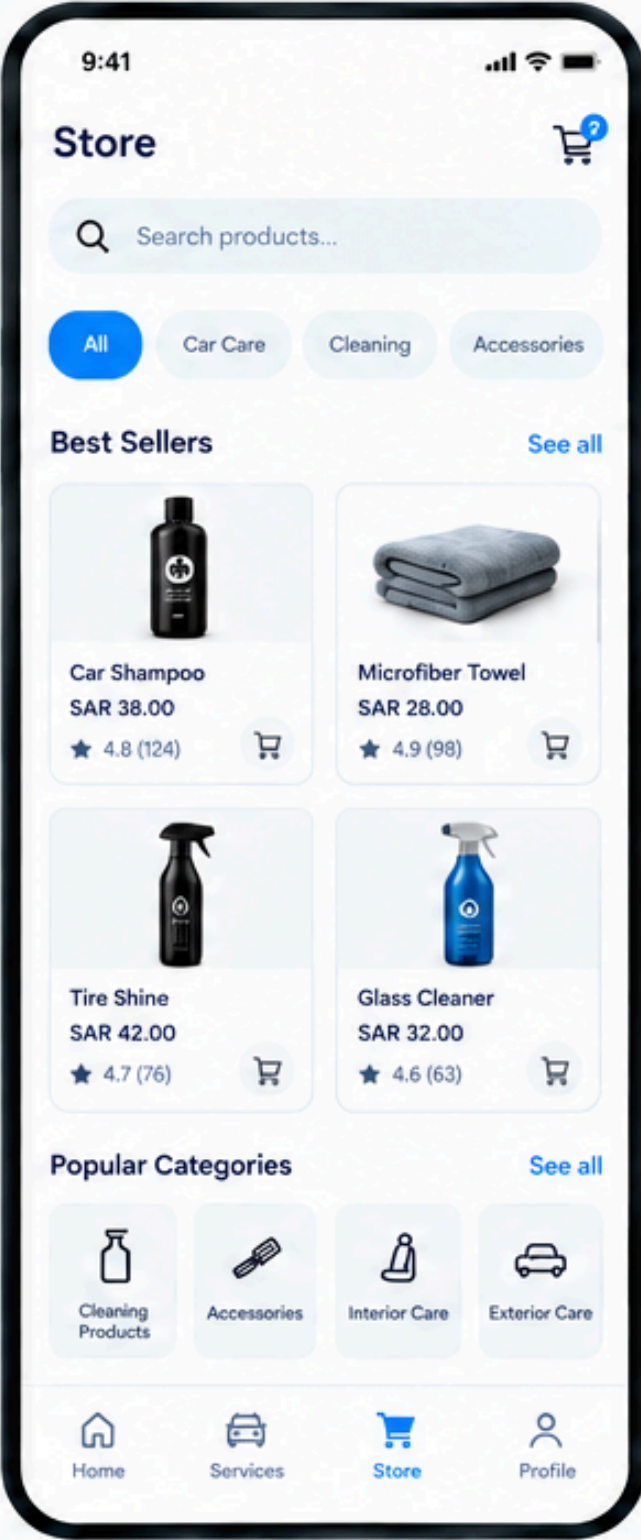
Clear service options with price, duration and simple selection.

3. Booking Flow



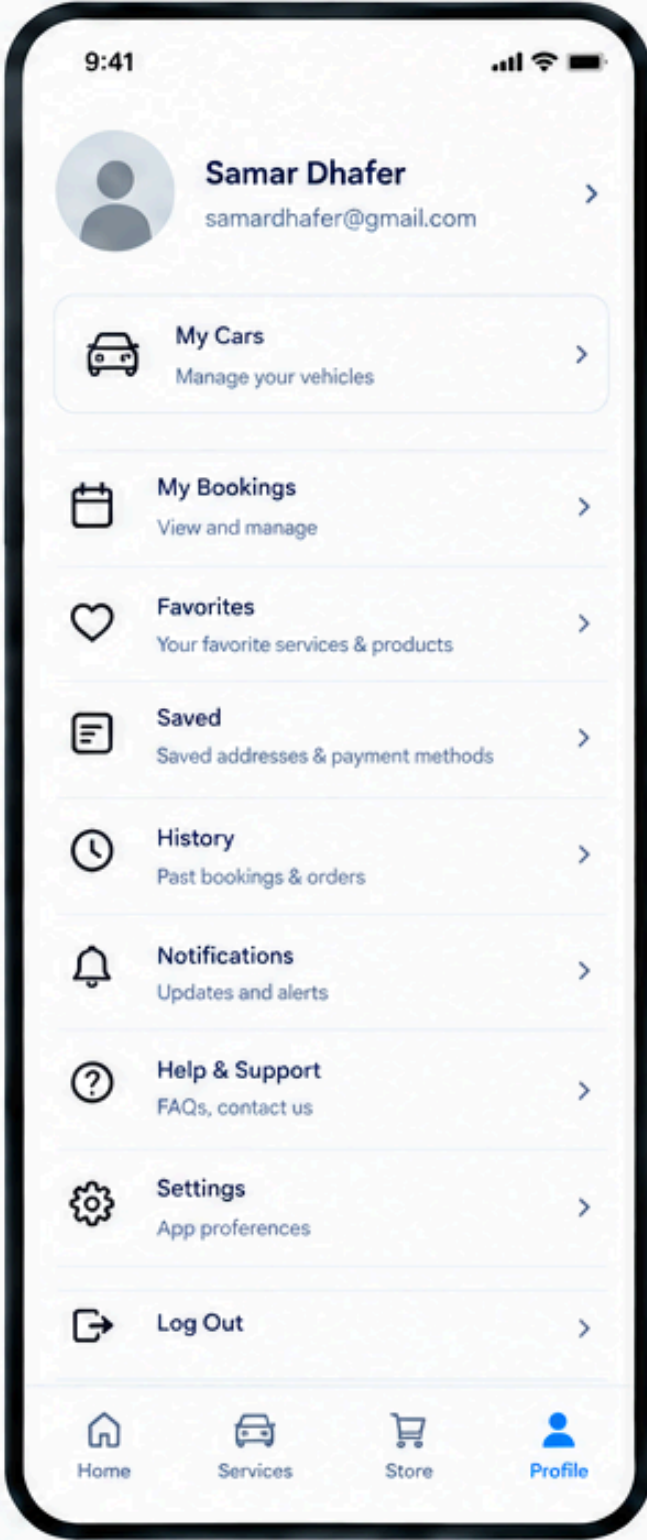
Simple 3-step booking flow with date, time, location and car selection.

4. Store



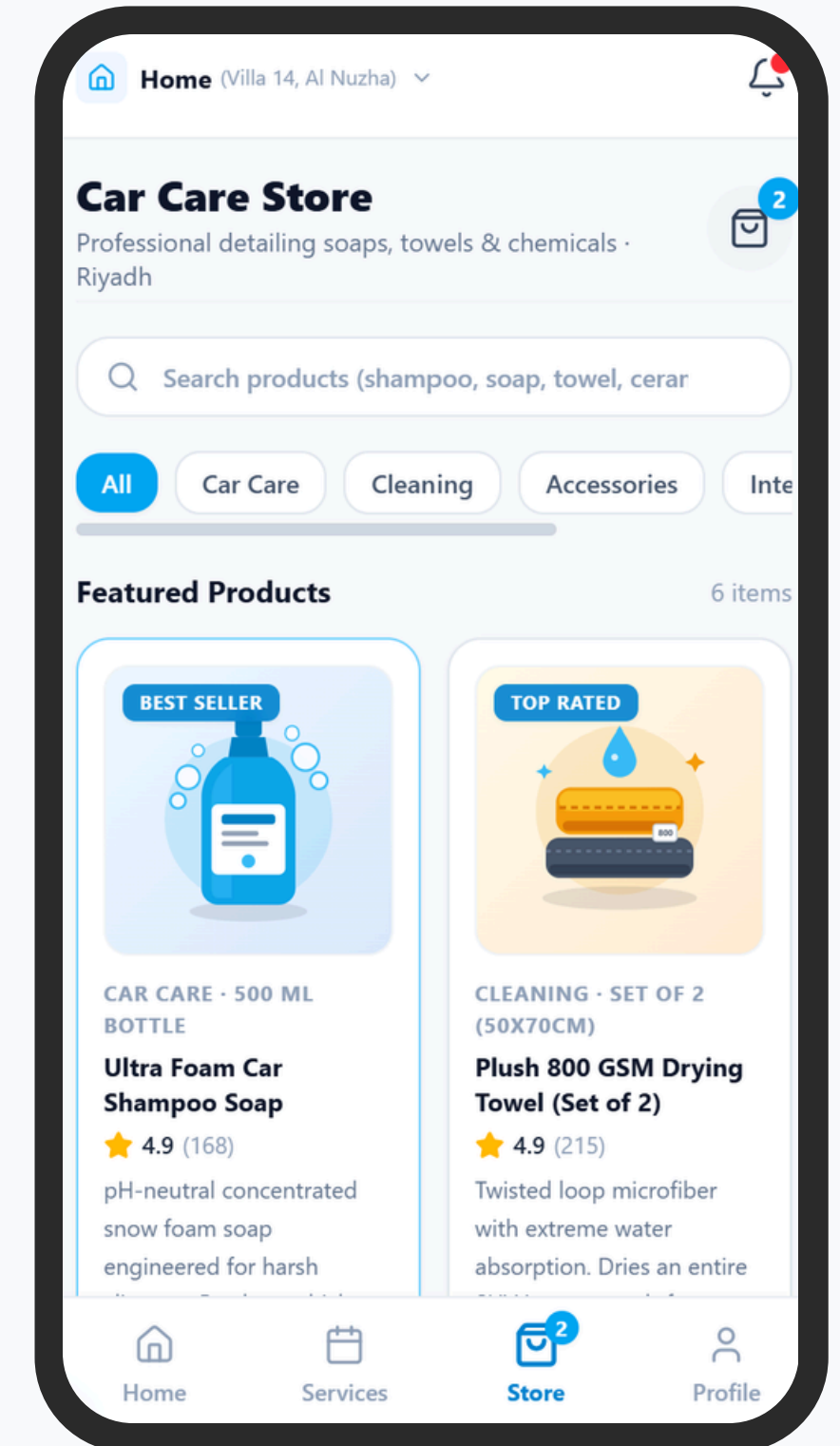
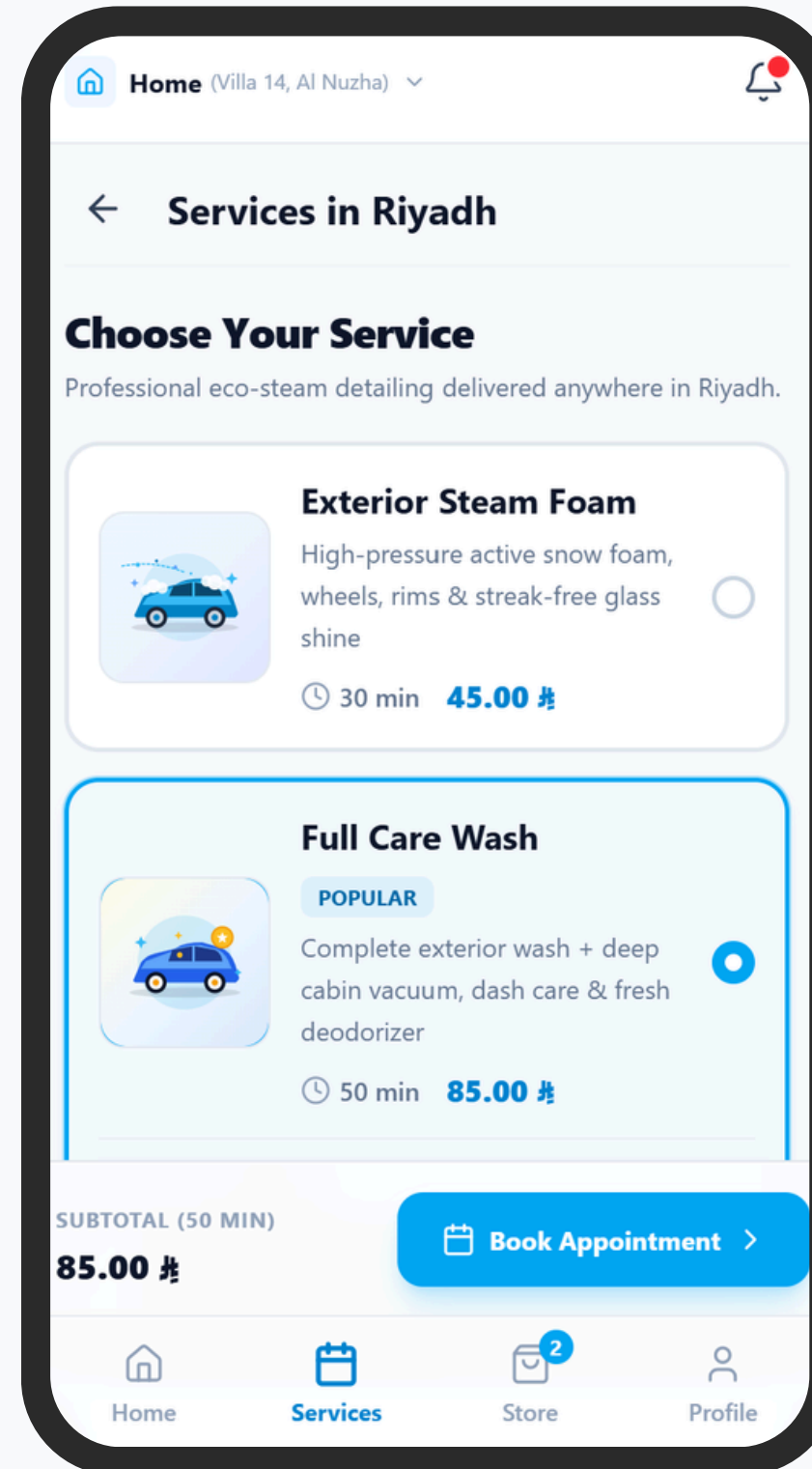
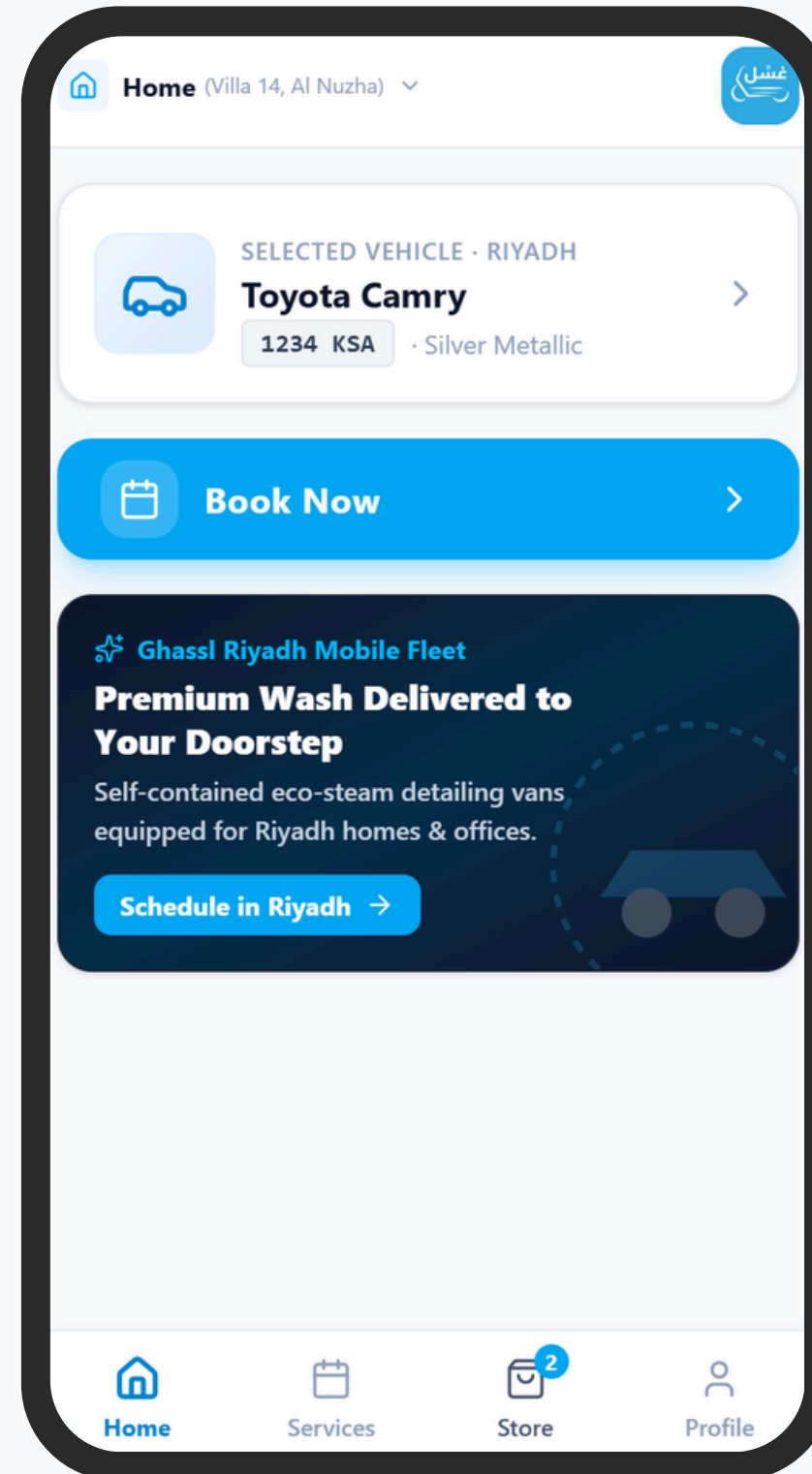
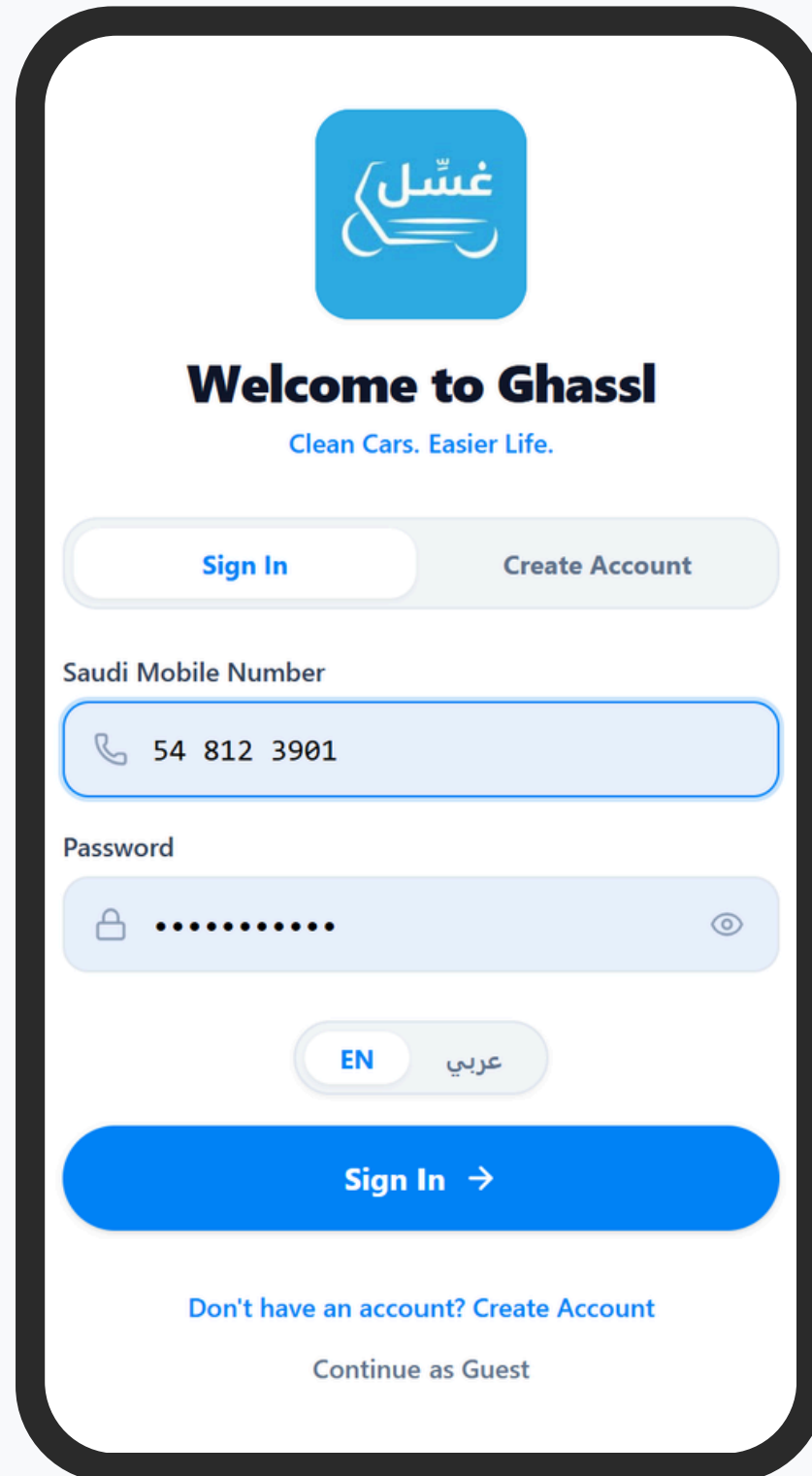
Browse and shop car care products with easy search and categories.

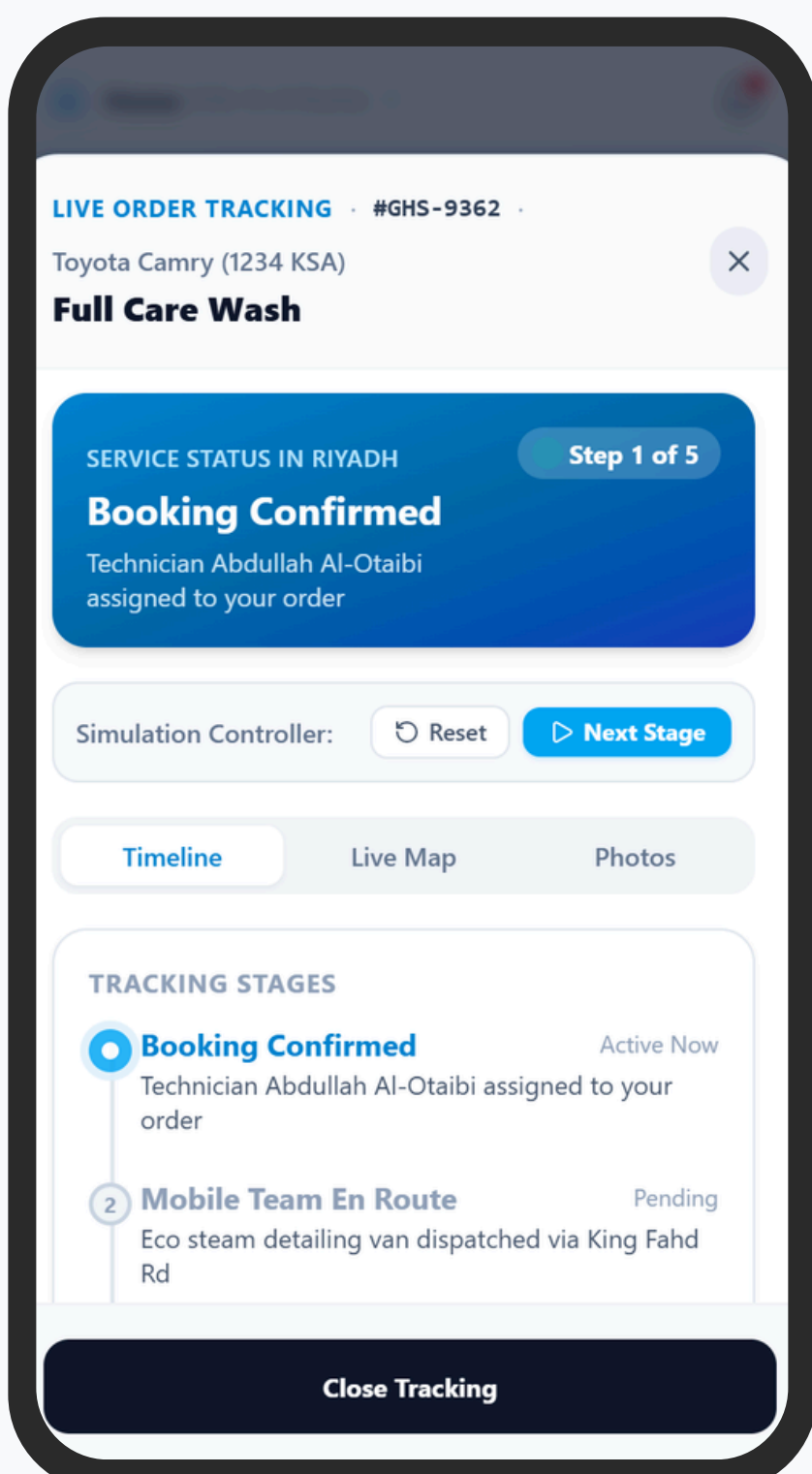
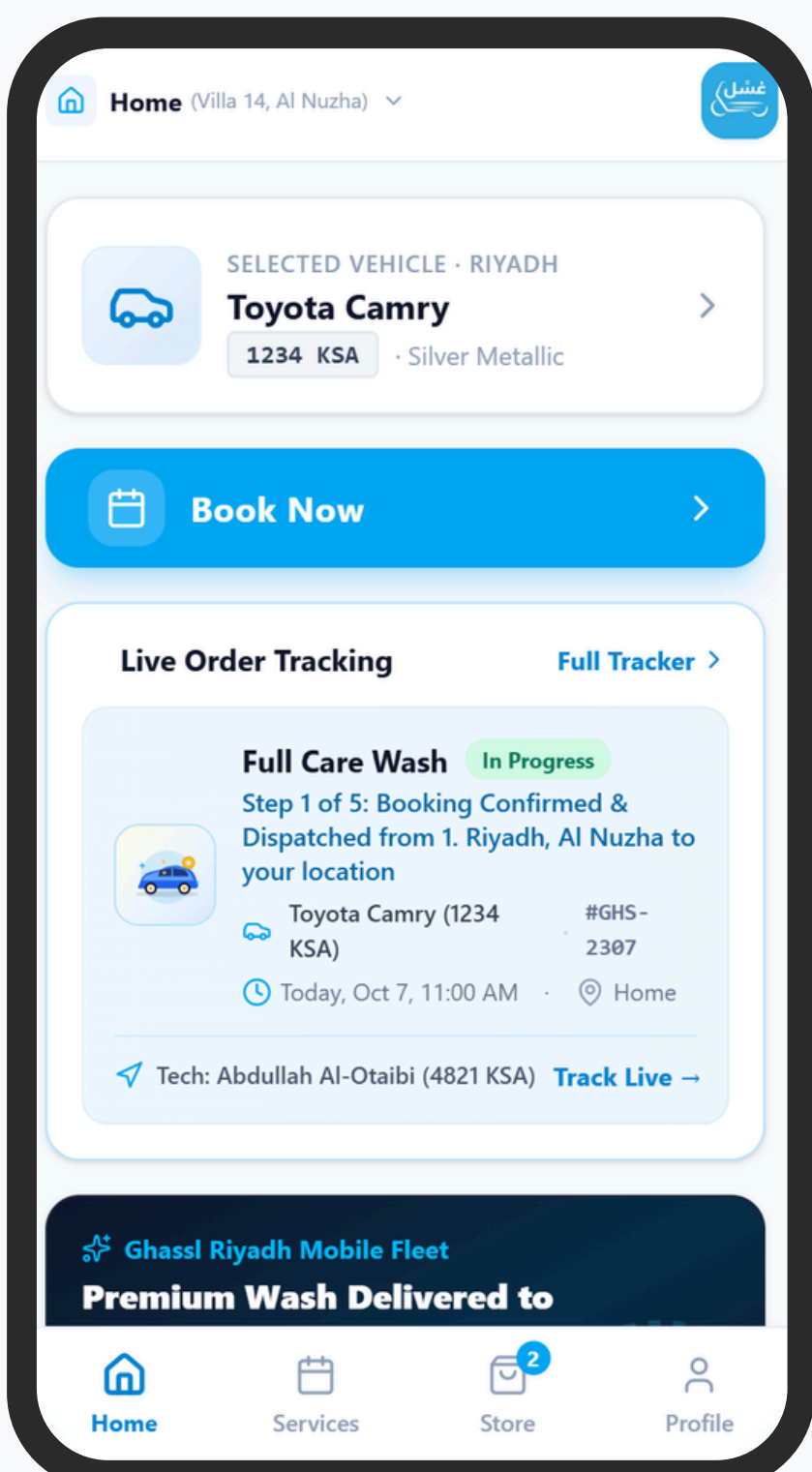
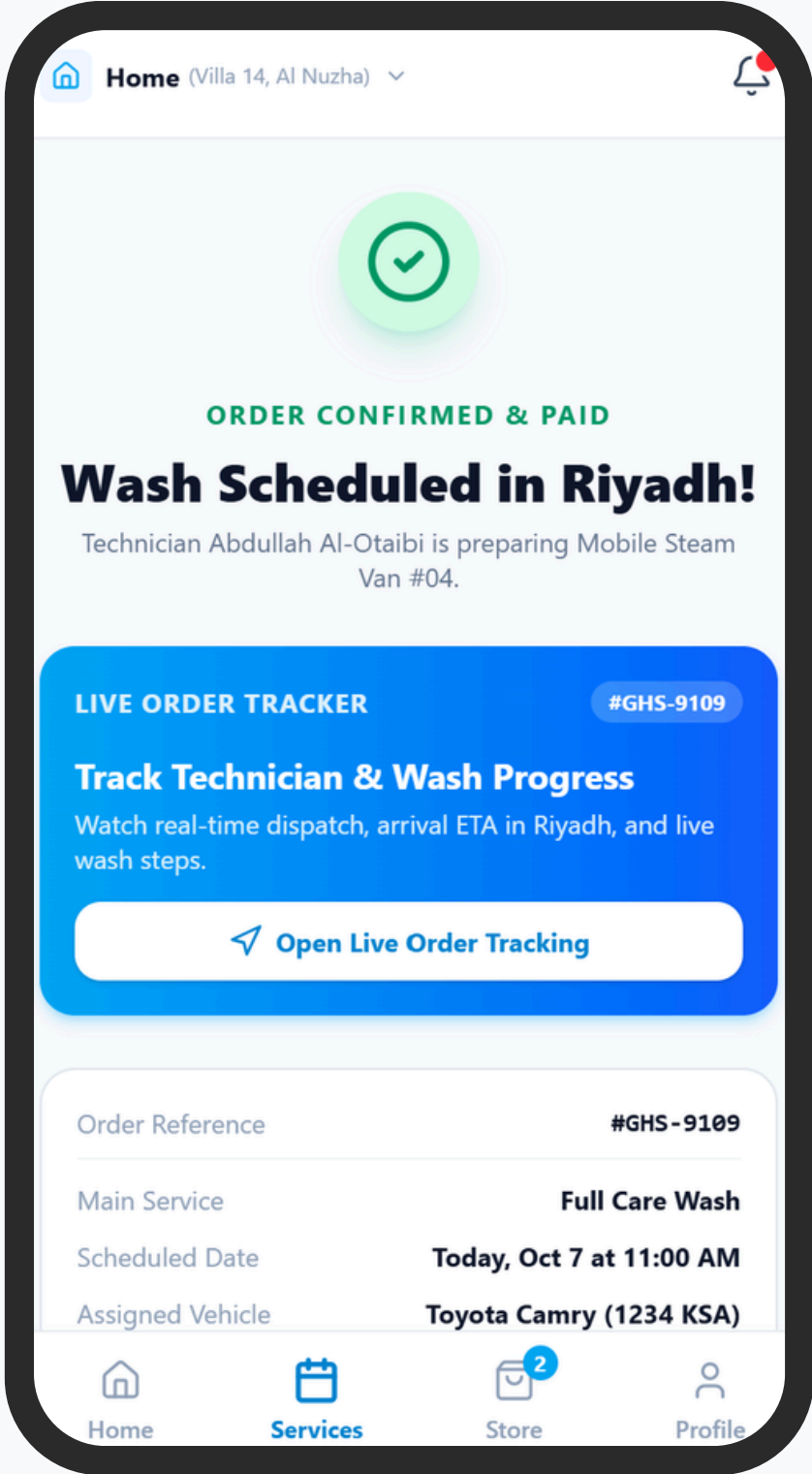
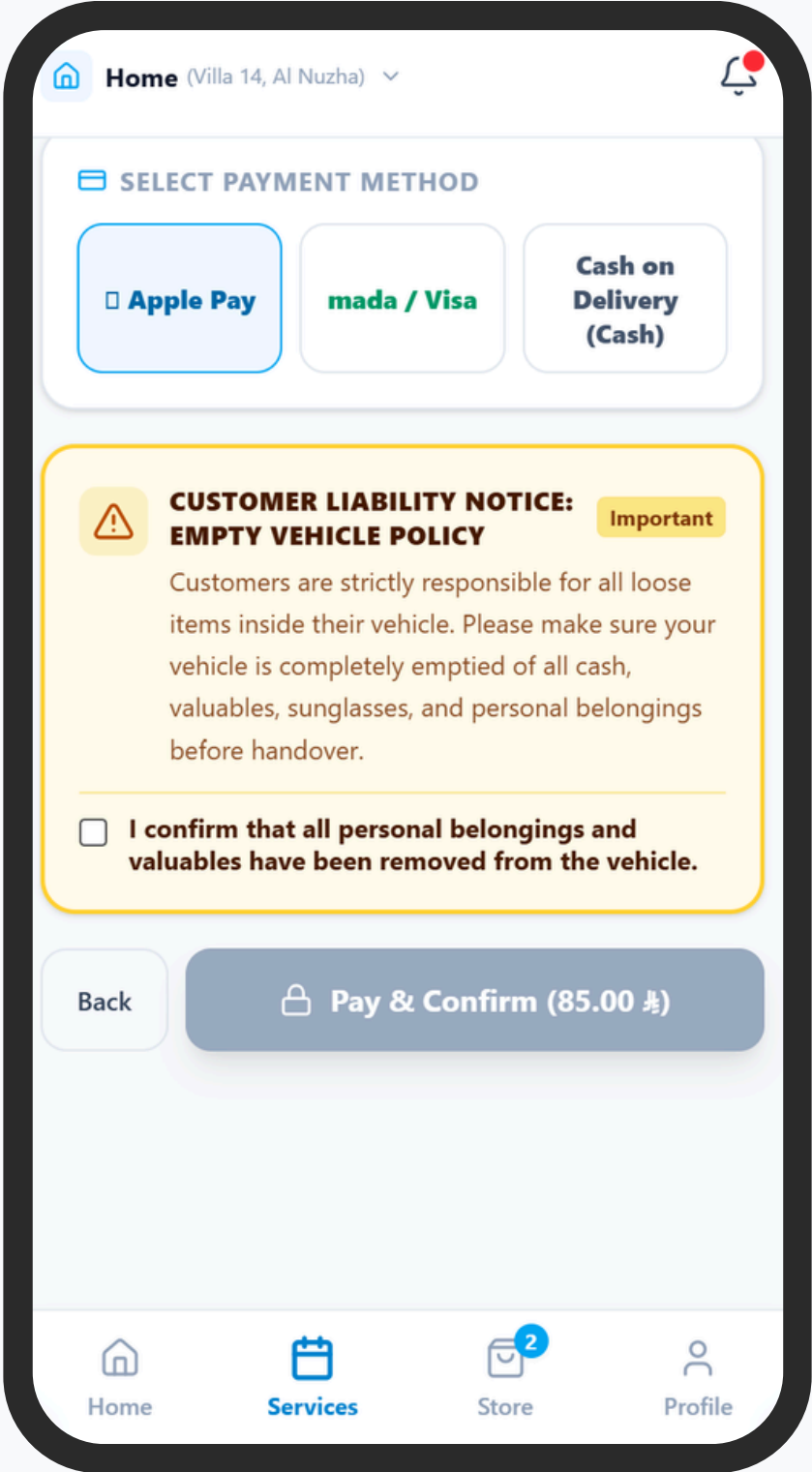
5. Profile / Menu



Personal profile, bookings, favorites and app settings in one place.

Screenshots of the demo application





Link to the demo:

<https://ai.studio/apps/4b69ed99-6fac-45c7-b7ed-d78d17dd2c66>