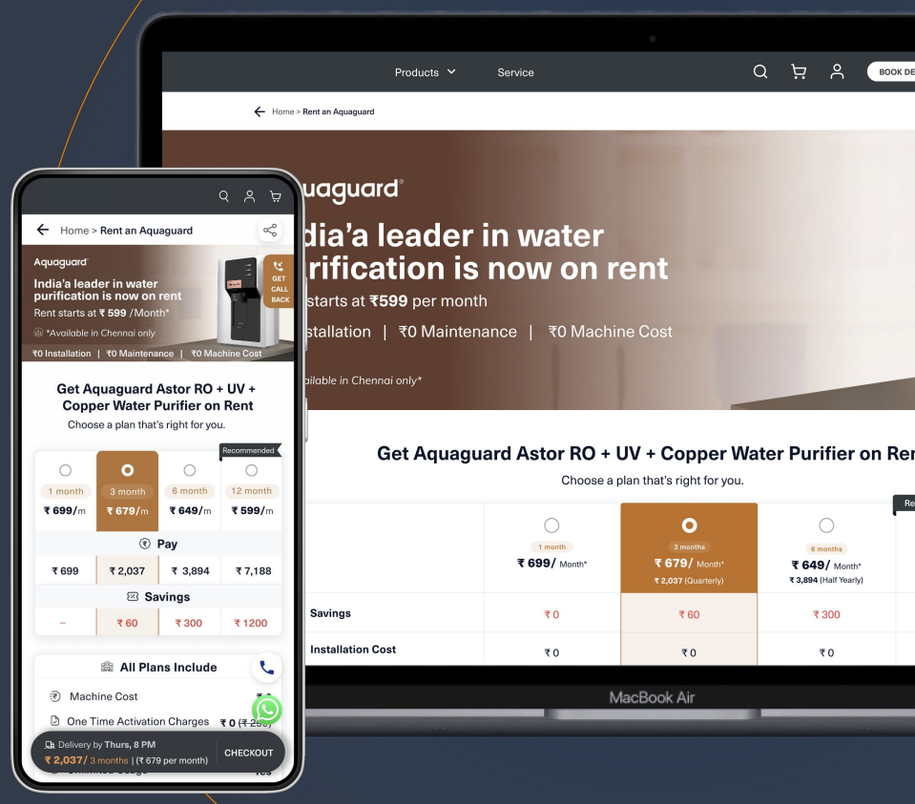
Aquaguard

Subscription Module

Duration
9 Months

Role
UX/UI Designer

Tool Used
Figma, Miro, Photoshop



Project Overview

Eureka Forbes is an Indian consumer goods company known for its water and air purification products and vacuum cleaners. Its Aquaguard brand is popular for water purifiers. The company has a strong distribution network in India

Problem

With increasing concerns about the quality of drinking water, there is a growing demand for water purifiers in homes and offices. However, purchasing a water purifier can be a significant investment, and not everyone may be willing or able to make that investment.

How might we design an intuitive and engaging rental service for Aqua-guard that provides clean and safe drinking water while maximising profitability and sustainability?

Objective

The Objective of the product is to provide a user-friendly, affordable, and hassle-free rental service for Aquaguard that offers clean and safe drinking water to meet the needs and preferences of potential customers.

- **Highlight subscription benefits: Emphasize features, convenience, and cost savings.**
- **Simplify payment, renewal, and cancellation for Aqua-Guard plans.**
- **Offer user-friendly support for subscription inquiries and issues.**
- **Boost customer retention with popups: Discounts, offers, and renewals.**

Approach

1 Research
- Competition analysis
- Persona

2 Define
- Key Task's
- Concept

3 Ideate
- Information Architecture
- Design System
- Components

4 Design
- Wire frames
- Visual Design
- Prototype Link

1 Research

• Competition Analysis

1. DrinkPrime is Internet of Things (IoT)-enabled and is in sync with a subscriber's Drink Prime mobile app, allowing them to monitor water purifier health at all times.
2. Artificial Intelligence (AI) enabled to proactively schedule maintenance checks for its subscribers.
3. Monitor water purifier health in real-time
4. Monitor water quality
5. Tracks water consumption.
6. New technology, a data-driven model

1. Monitor filters quality and purification steps
2. Automatic service alert
3. LivPure smart app provides easy and quick updates
4. Track real-time water consumption
5. Free Lifetime Maintenance
6. Refer and earn
7. Easy recharge

• User Persona

Sarah Patel: Working Professional

Sarah is a busy working professional in a mid size company, who values her time and convenience. She is environmentally conscious and prefers using products that are sustainable and eco-friendly. She has a small apartment and likes to keep her home clean and tidy. She is also conscious of her health and tries to maintain a healthy lifestyle.

Age
33

Education
MBA

Location
Chennai

Income
INR 80000/ pm

Status
Single

1

Goal

Sarah wants a clean and hygienic home environment without having to spend too much time on household chores. Invest in high-quality home cleaning products that are sustainable and eco-friendly. Make sure that the products she uses do not harm her health.

2

Frustation

Sarah needs a solution that enables her to maintain a clean and hygienic home environment while minimising the time she spends on household chores. she needs a integrated system for household product to fulfil her needs by providing efficiency.

3

Motivation

Healthy lifestyle
Hygienic home environment

4

Needs

Affordable
Durable
Easy to maintain

Sarah Patel: Working Professional

Rohit is a creative person who enjoys spending his time on artistic pursuits. He values his freedom and flexibility and lives in a small apartment. He spend his time in house while working and have multiple household products that he use in his daily life. He likes to keep them clean and updated in all aspects like service, cleaning and maintenance.

Age
33

Education
MBA

Location
Chennai

Income
INR 80000/ pm

Status
Single

1

Goal

- Rohit wants to maintain a clean and hygienic home environment without spending too much time.
- He is also concerned about the environmental impact of his lifestyle.
- He wants to use sustainable and eco-friendly products.

2

Frustation

- Rohit needs a solution that enables her to maintain a clean and hygienic home environment while minimising the time as he also spend his time with family.
- He seeks an efficient solution that fulfils his needs effectively, allowing him to enjoy a hassle-free cleaning experience.

3

Motivation

- Spend family time
- Hygienic environment

4

Needs

Efficient
Durable
Hassel-free system
Easy to maintain

2 Define

• Key Rental Task's

View rental Products

- Browse available products
- View details

Rent a Product

- Select product
- Compare plans
- Select rental plan
- Checkout
- Make payment
- Book installation

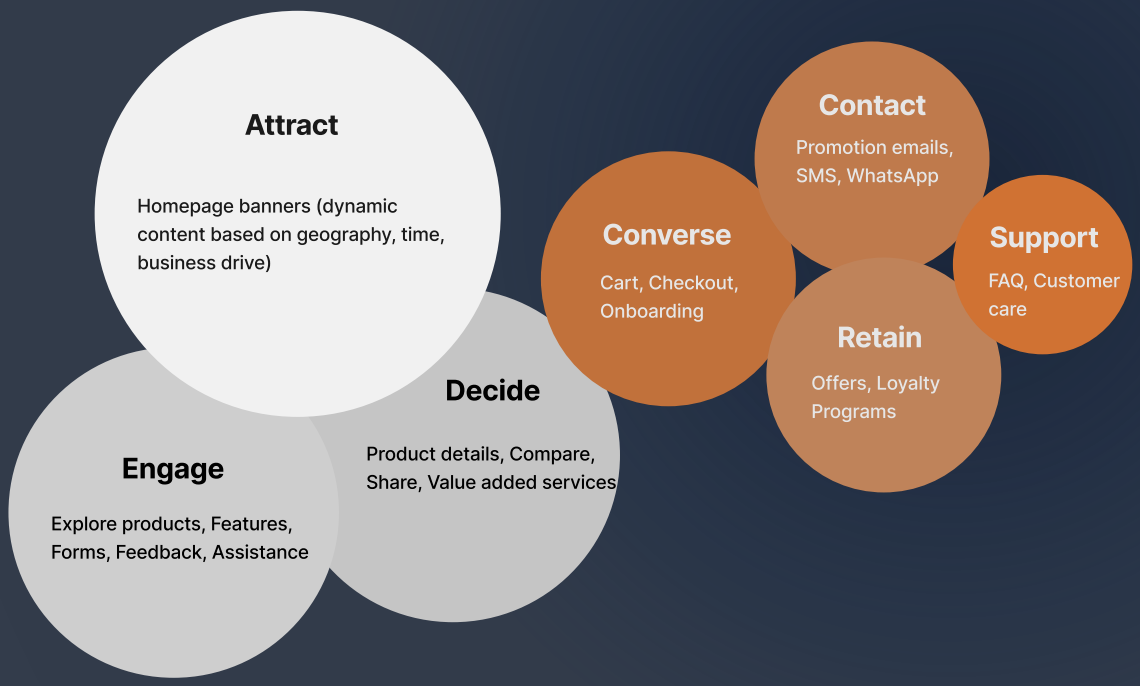
Renewal Subscription

- Renew subscription plan

Return & Cancellation

- Schedule product return
- Confirm return date
- Track Return
- Cancel Subscription
- Cancel order

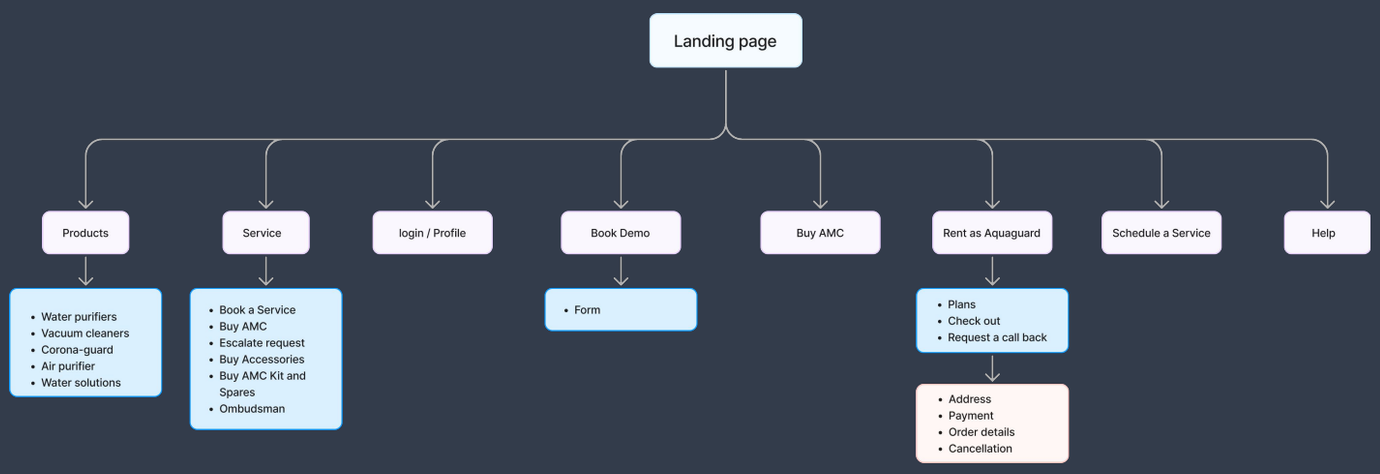
• Concept



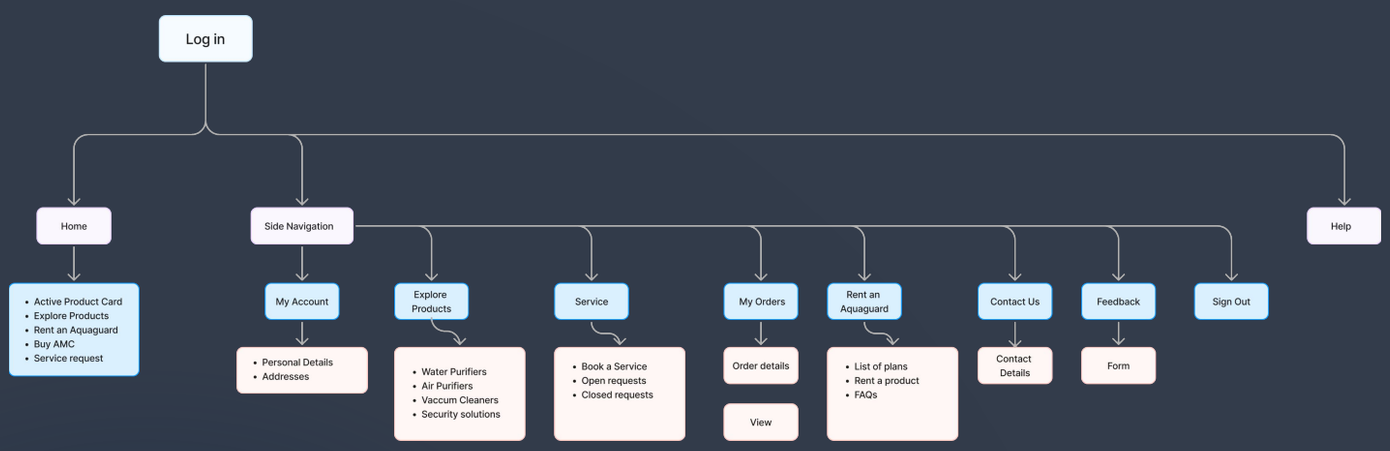
3 Ideate

- Information Architecture

Web Responsive



Native Application



- Modular Structure

A modular design approach is used by design every section of the layout as separate and independent part. This helps to shuffles the components as needed and also to reuse in multiple ways

1. **Main navigation -** defines the information structure of a website. This holds the primary, secondary and the tertiary navigation.

2. **Marketing & promotion –** Displays banner images & videos created to promote products and Lead capturing form for other costumer for expansion and contact.

3. **Subscription Plans display –** displays of rentals plan for user to get attracted

4. **Product -** Complete and detailed information about the product for subscription.

5. **Comparison –** a section show how water purifies is better then other methods.

6. **How it works –** The section talks how use can apply and steps to follow.

7. **FAQ's –** The section helps user to answer their any question.

8. **Facts about Chennai -** the section helps user to know about quality of local water.

• Design System

Color Palate

Primary Colors

#13348E #353A3F #B77333

Text and BG Colors

#0D152A #343B3E #464C52

#73787E #9FA4A9 #CACDD2

#E9EBED #F7F8F9 #FFFFFF

Secondary Color

#4E9BFF

Tint Colors

#D7DFFD #FDFBE5 #E6F5FD

Accent Colors

Gradient

Warning	Error	Success
#DD9C60	#D75959	#09A953

#5891F8	#87DEEC	#353A3F 70%
#012058	#1296C7	#000000

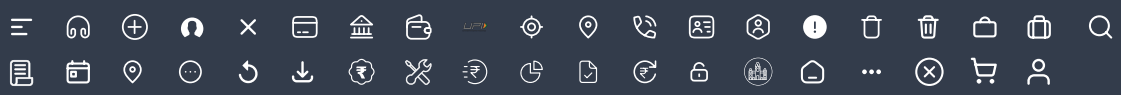
Icons

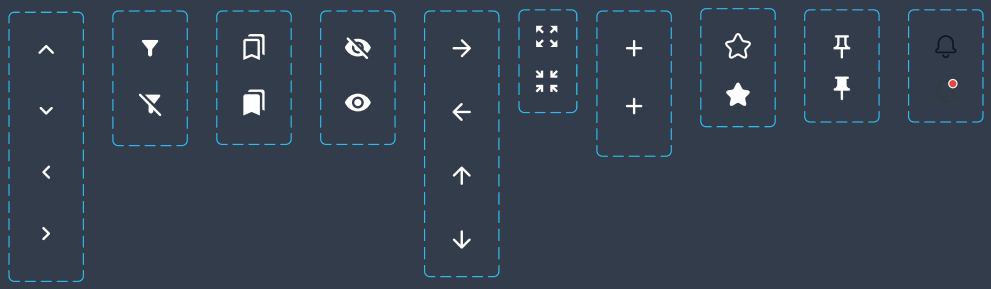
48 px

40 px

32 px

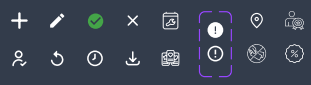
24 px





18px

16px

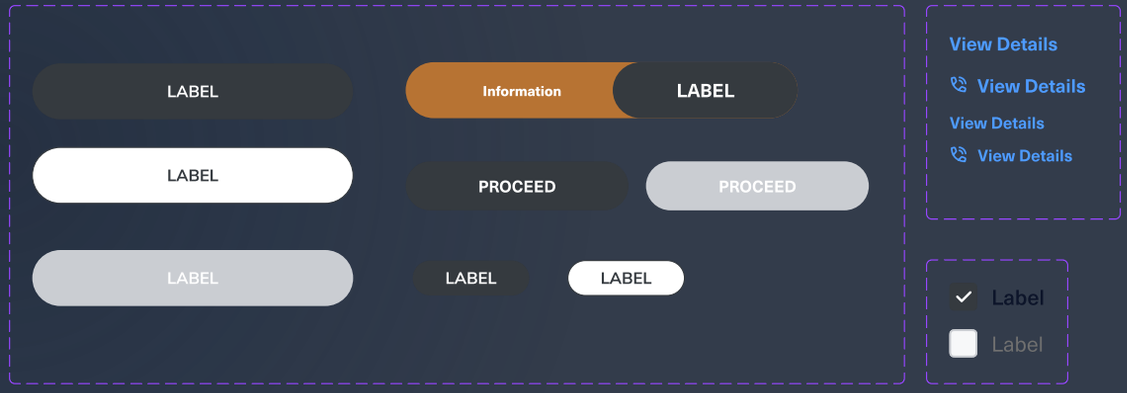


12 px

Buttons

Primary Buttons

Tertiary



Typography

Muli

Muli is a minimalist Sans Serif typeface, designed for both display and text typography.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

~ @ # % ^ & * ( ) _ + > < ?
" : { } |

Muli Light	-	Light
Muli Regular	-	Regular
Muli Semibold	-	Semibold
Muli Bold	-	Bold
Muli Extrabold	-	**ExtraBold**

4 Design

- ## Wire frames

Based on the research conducted at the UX stage, we started developing wireframes. It was important to conveniently arrange the elements on the screens and provide an intuitive structure of the application.

Concept Designs

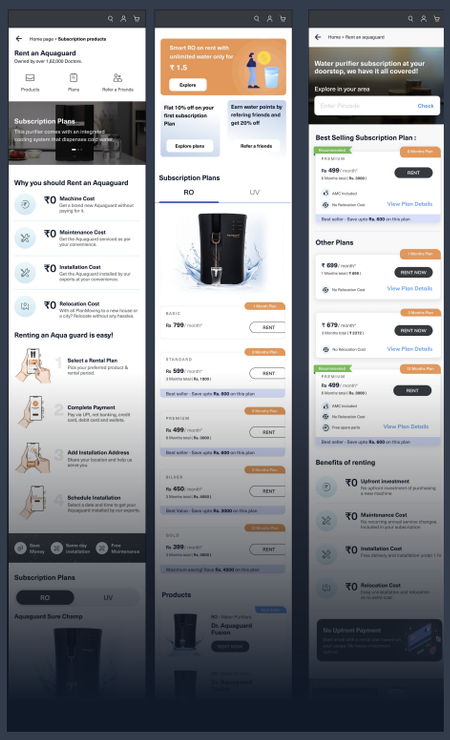
- Clear funnels for customer conversion. Direct them to buy plans for subscription. Attract, Engage and convert

- Help in discovery - Show meaningful and tailor made plans. Pop out the most recommended plan, then show benefits to user and try to make a funnel for user as screen unfolds.

- Quick checkout experience - e.g 3 steps for the user to discover, select and checkout.

- Show the servicing city's upfront- since there are limited cities the service will open up with. If user is from another city , give them a option for notifying them when it's available.

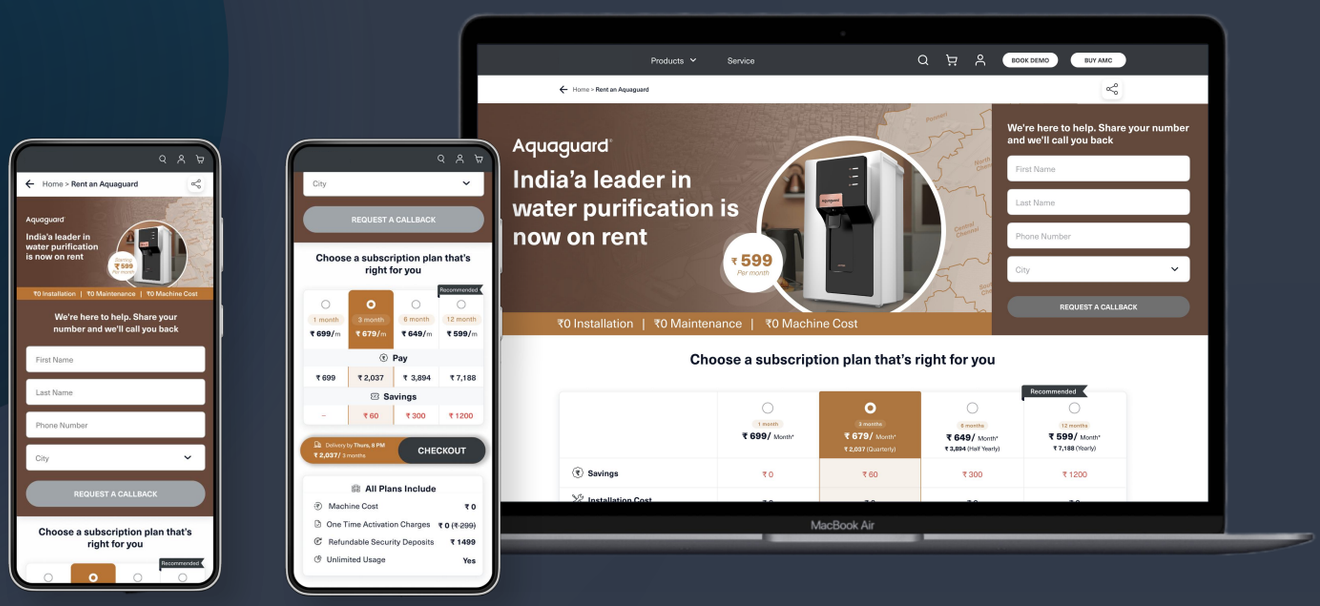
- Clear and simple copy for the screens. Write straight forward sentence like - water purifier for rent, start from Rs 599 only. Aligned with the context.

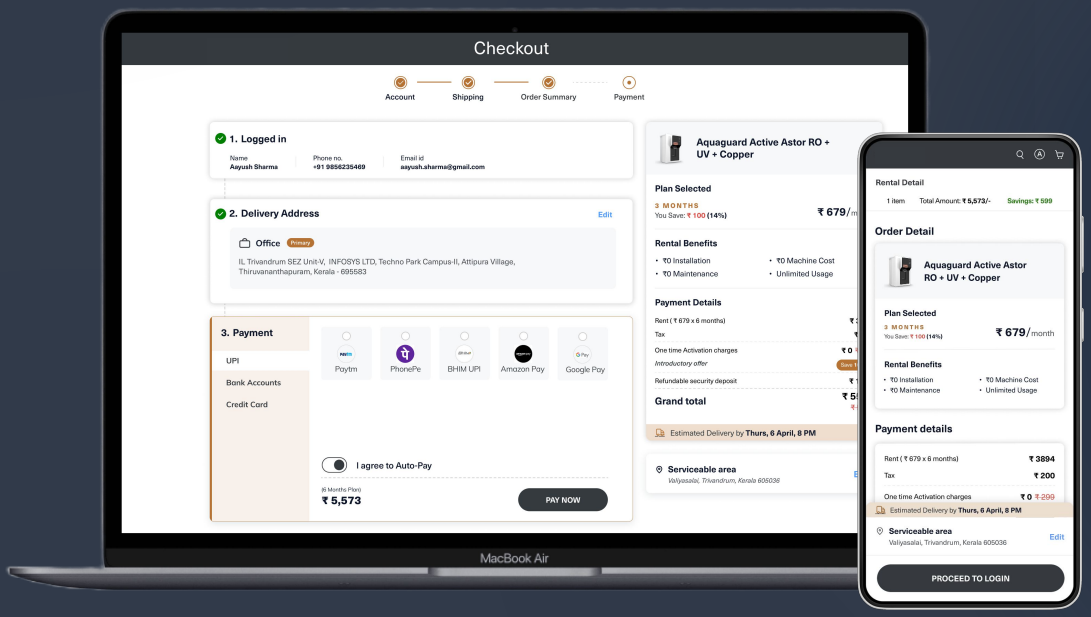


- Visual Design

Web Responsive - Key Screens

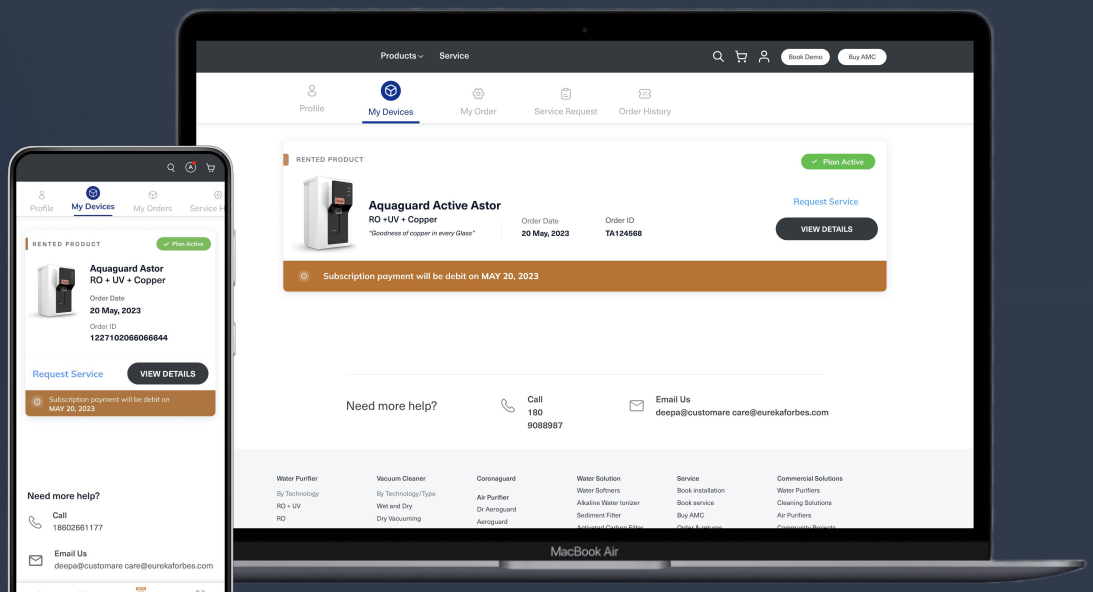
Subscription Home page

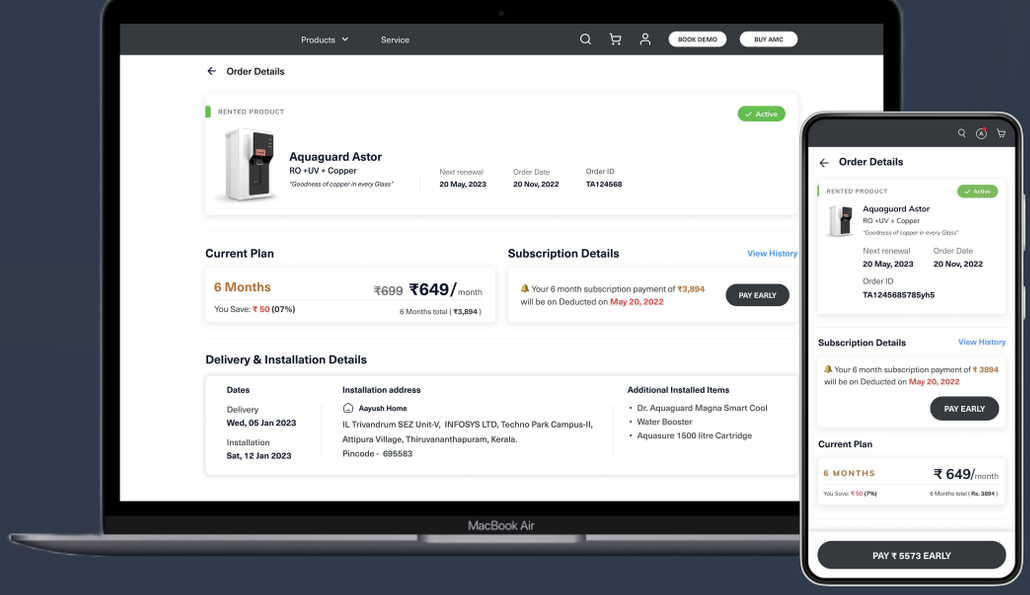




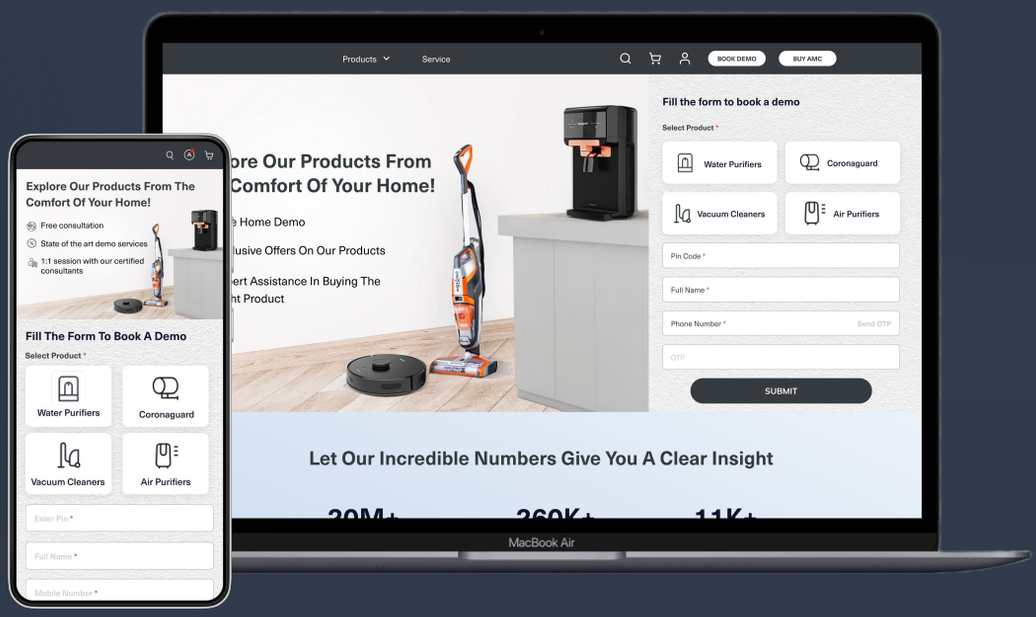
Subscription Cart

User Dash Board

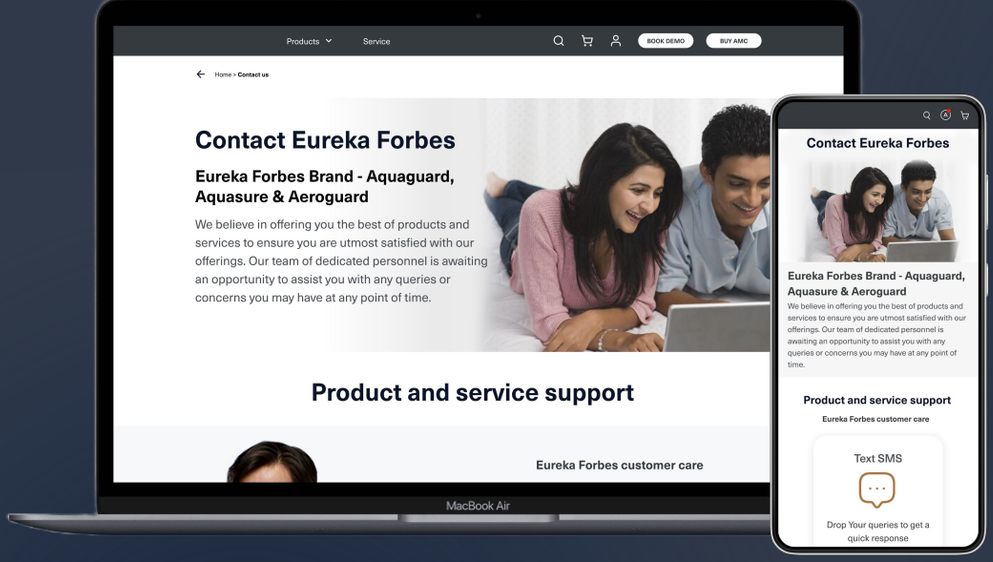




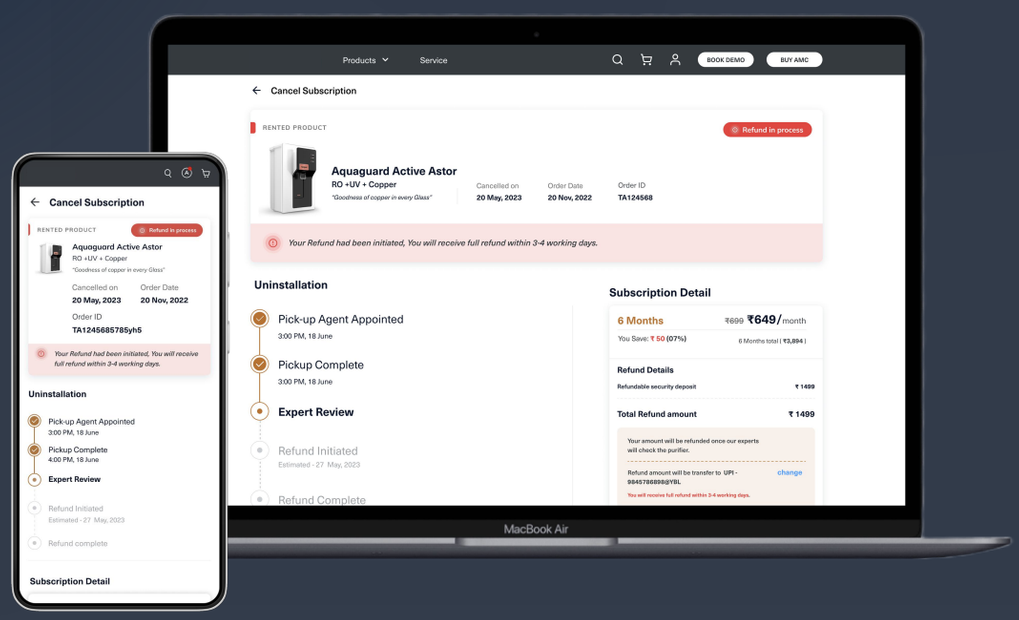
Order Detail



Book A Demo



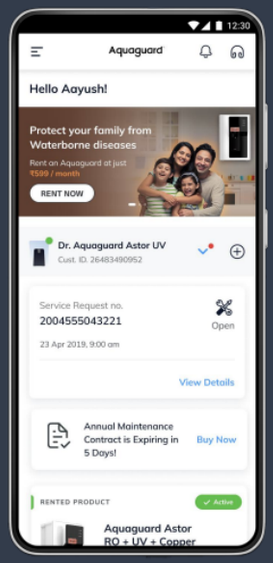
Customer Care



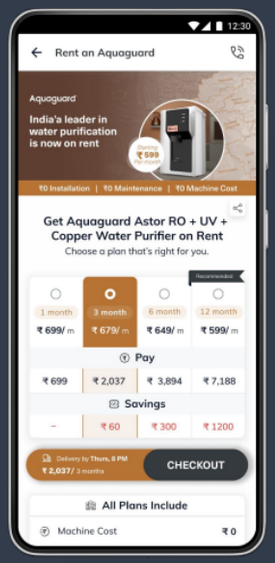
Cancellation & Return

Native Application - Key Screens

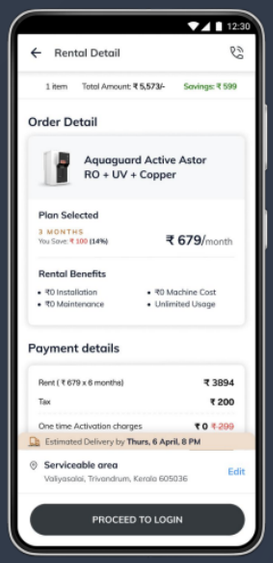
Home Page



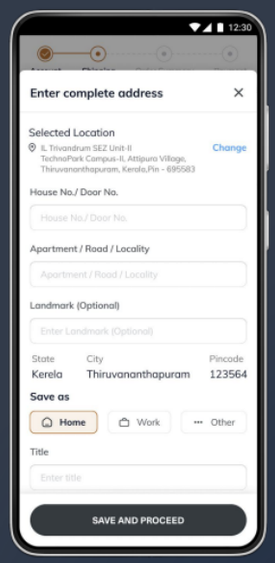
Rental Page



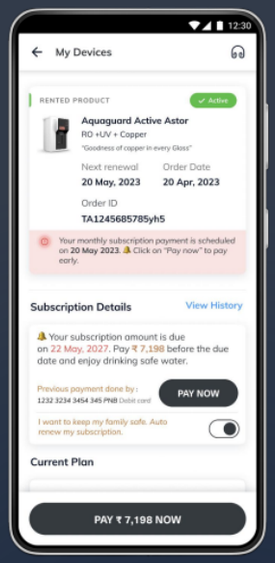
Cart



Address



Device Details



Prototype Link

Web Responsive

Web

Thank you