



Polished Home Co

CLEANING & DOMESTIC STAFFING PLATFORM · CASE STUDY

A complete concept design and build — website, service booking with online payment, an in-office booking tablet, plus a self-service admin panel for daily bookings and staff management.

Concept & Vision

"A staffing platform that sends the same vetted, trusted person to your door every time — not a stranger from an anonymous gig pool."

Polished Home Co is a fictional cleaning & domestic staffing platform, developed as a full concept to demonstrate what a trustworthy home-services booking experience looks like when the visual identity and information architecture are built specifically for the subject — not adapted from a generic template.

TARGET AUDIENCE

Households and families who want a background-checked cleaner, nanny, or driver — and the same trusted person returning, not a rotating stranger.

BRAND PERSONALITY

Calm, clean, quietly professional. Teal on a deep charcoal ground, closer to a trusted household partner than a discount gig app.

PRIMARY GOAL

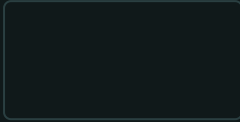
Convert a search into a booked, paid visit — using a real service catalog, transparent pricing, and a checkout that takes under a minute.

OWNERSHIP

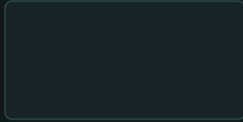
Office staff manage services, bookings, and staff rosters independently, with no developer needed for routine updates.

Design System

COLOR PALETTE



Void
#10191A



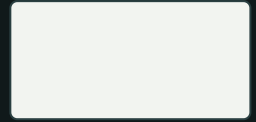
Surface
#172325



Ember (Teal)
#4FB0A8



Wine
#B06A3F



Cream
#F2F4F0

A deep charcoal replaces pure black throughout — it reads as clean and calm rather than corporate, and lets the teal accent carry every call to action, evoking freshness and trust.

TYPOGRAPHY

Vetted people, in your home, on your terms.

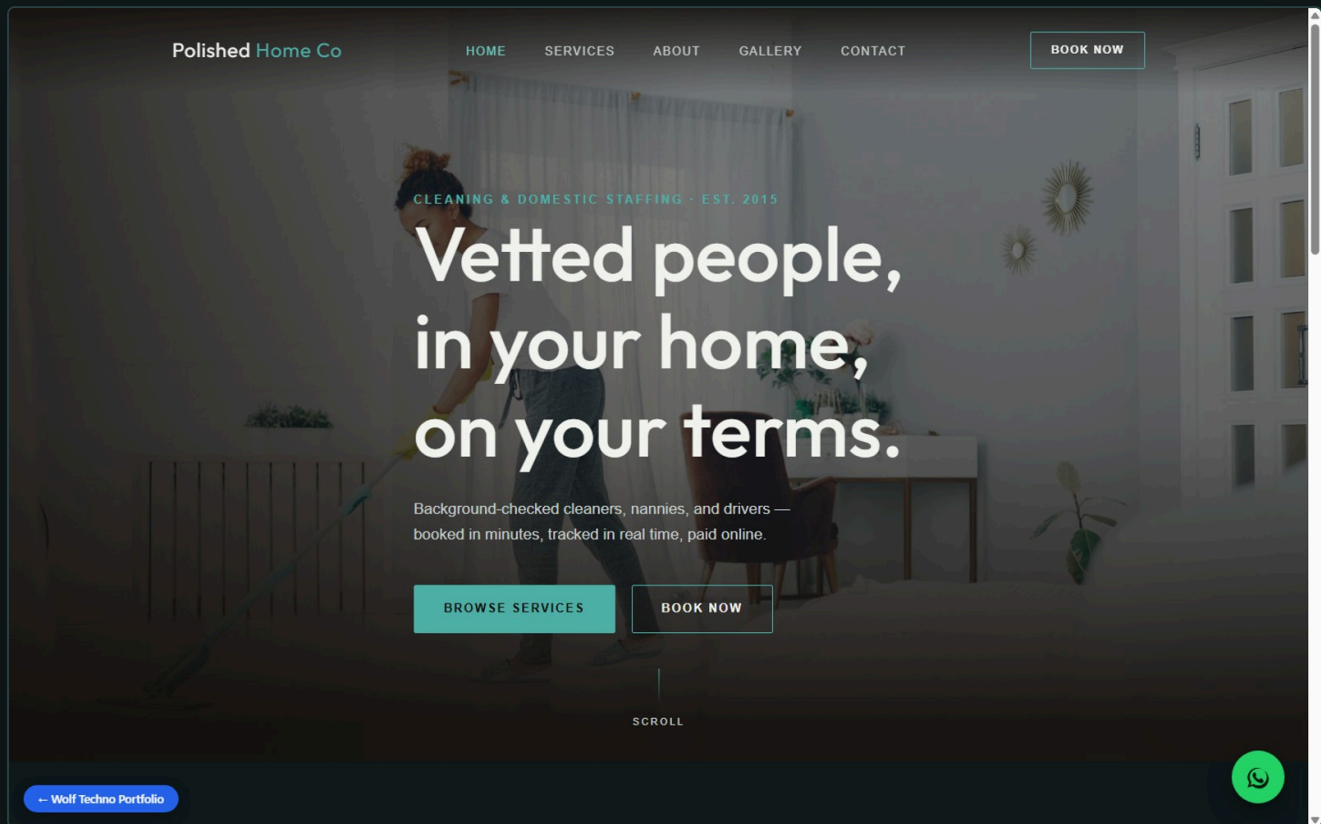
Outfit pairs a confident, rounded display face with Figtree for body copy and interface text — a deliberate pairing for a domestic services platform, not the default safe choice.

OUTFIT · DISPLAY | FIGTREE · BODY & UI

LAYOUT APPROACH

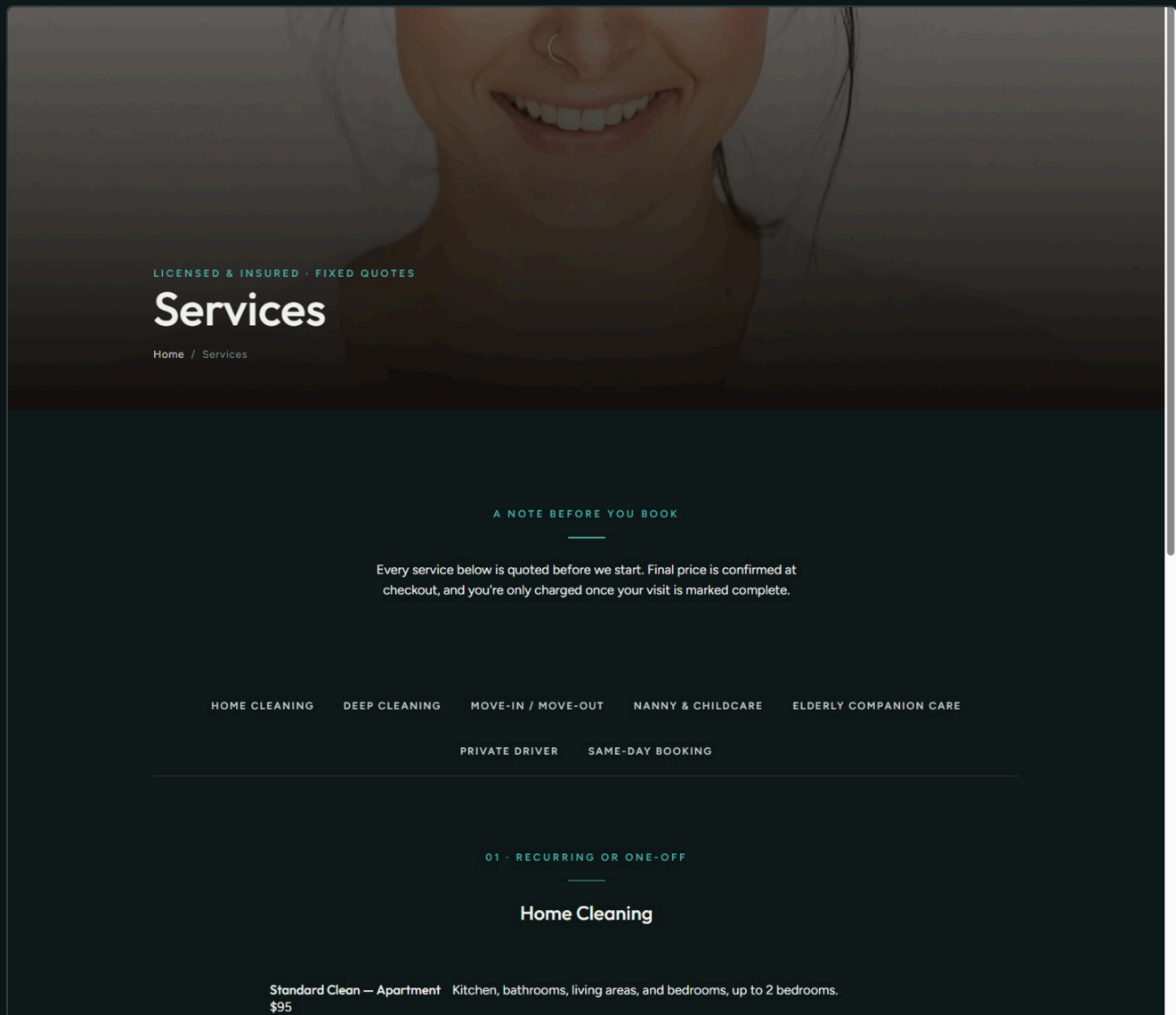
Full-bleed home and staff photography, generous negative space, and thin teal hairline dividers replace the coupon-heavy layouts common in gig-app templates — real spaces and real people carry the page, not stock icons.

Home



Purpose: establish tone in the first three seconds. A full-height photograph of a cleaner at work, a single-sentence thesis statement, and two clear actions — browse services or book directly — before the visitor scrolls past the fold.

Services



Purpose: read like a real service catalog, not a wall of stock icons. Service name, fixed price, and a one-line description — grouped by category, jump-linked at the top for fast navigation across all seven categories.

Book Now

CHOOSE · SCHEDULE · CONFIRM

Book Now

Home / Book Now

HOME CLEANING · DEEP CLEANING · MOVE-IN / MOVE-OUT · CHILDCARE · COMPANION CARE · DRIVER



Standard Clean — Apartment

Kitchens, bathrooms, floors, and living spaces refreshed top to bottom.

\$95

+ ADD



Standard Clean — House

Full-home routine clean, same crew every visit on request.

\$140

- 1 +



Full Deep Clean

Baseboards, grout, appliance interiors, and every overlooked corner.

\$220

+ ADD



Hourly Childcare

Background-checked, CPR-certified nannies booked by the hour.

+ ADD

Your Booking

1 × Standard Clean — House\$140.00

Booking Fee\$15.00

Deposit Due Now\$25.00

Deposit Total\$25.00

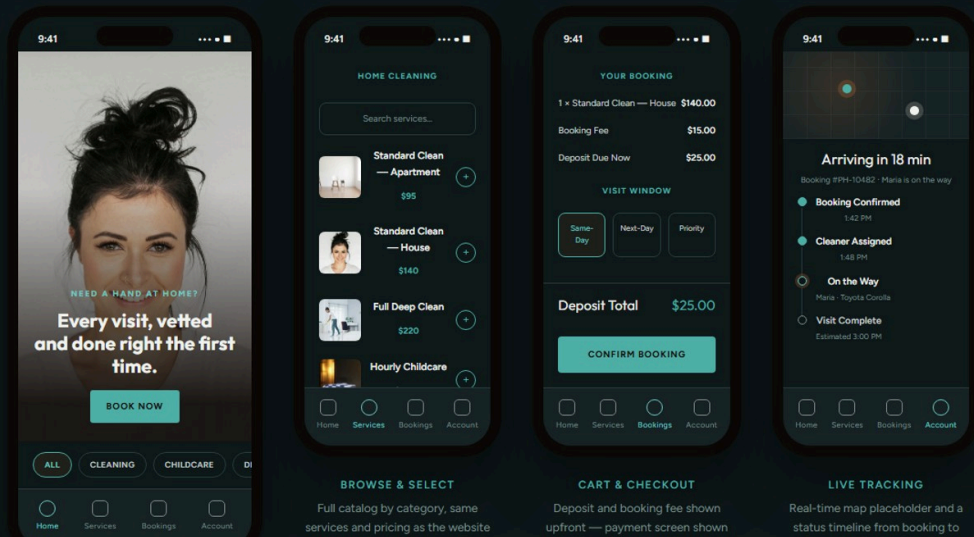
GO TO CHECKOUT

View in-office booking tablet →

Purpose: browse services by category, add one to a booking, and see the total before checkout — the same catalog and pricing that live on the Services page, reused rather than duplicated.

iOS & Android Companion App

The same booking system that powers the website and the in-office tablet, reshaped for a native mobile companion — browsing, checkout, and live cleaner or caregiver tracking in one continuous flow.



Purpose: four native-style screens — discover, browse, book & pay, and live cleaner tracking — built from the same design system and the same service data as the website and the in-office tablet. Shown as a design mockup; at implementation time it becomes a native iOS & Android build wired to live booking data.

Dashboard & Booking Management

Polished Home Co

Dashboard

Services

Bookings & Visits

Staff Accounts

Gallery

Company Info

Signed in as admin

Sign Out

— Wolf Techno Portfolio

Dashboard

A quick look at what's live on the site right now.

24

SERVICES

21

VISIBLE ON SITE

7

SERVICE CATEGORIES

13

VISITS TODAY

Quick actions

Everything here updates the live website immediately — no need to touch any code.

+ Add Service

Manage Gallery

View Bookings

Edit Company Info

Recent activity

ACTION	ITEM	WHEN
Booking confirmed	Booking #PH-10482	2 hours ago
Photo uploaded	Gallery — "Folded Linens"	Yesterday
Service listed	Elderly Companion Care	3 days ago

Purpose: give office staff a plain-language overview the moment they log in — live counts, not raw database numbers — plus one-click paths into the things they'll touch most often: services, bookings, staff roster, and company info. Services are added, priced, and hidden from the same panel; bookings flag unassigned visits automatically; staff accounts get short login codes for the booking tablet.

Technical Foundation

Built for a specific business reality: an independent staffing operator that needs a fast, dependable site today, full content control tomorrow, and no dependency on a developer — or on us — for either.

CUSTOMER-FACING SITE

- ✓ Hand-built HTML, CSS & JavaScript — no framework overhead
- ✓ Fully responsive across desktop, tablet, and mobile
- ✓ Full booking flow — browse, reserve, and pay online
- ✓ In-office booking tablet, same catalog as the website
- ✓ Mobile app design mockup — discover, book, and track your cleaner
- ✓ Runs on any standard web host, no special server required

ADMIN PANEL

- ✓ PHP & MySQL — supported by virtually every hosting provider
- ✓ Secure login with hashed passwords
- ✓ Add, edit, hide, or remove services in real time
- ✓ Auto-generated staff login codes for the booking tablet
- ✓ Booking records with automatic unassigned-visit flags
- ✓ Edit hours, address, and contact info without touching code

No external cloud database or third-party platform dependency — the entire project (site, images, and database export) is a self-contained package that transfers to any new host or domain in minutes.

The Value, In Plain Terms

01

It looks like a \$15,000 build, not a \$200 template

The design decisions — palette, typography, photography, layout — are specific to this platform, not recognizable as a reused gig-app theme.

02

The team never has to call a developer for routine changes

New service, new price, updated hours — all handled from a simple admin panel built for someone with no technical background.

03

It's portable, by design

No proprietary platform lock-in. The finished project can move to any hosting provider or domain the client already owns.

04

It's fast — for customers and for search engines

Hand-written, dependency-free front-end code loads quickly on any connection, which matters for both user experience and search ranking.

INTERESTED IN A PLATFORM LIKE THIS FOR YOUR BUSINESS?

**Every project in this portfolio is
built the same way — from scratch,
for the business it's made for.**

Design & Development Portfolio · 2026