

CASE STUDY

Kleana Africa

CLEAN. TRUSTED. EVERYWHERE.

A brand system, copywriting, user experience design and three web applications for a verified cleaning and domestic personnel platform across Botswana, South Africa, Zimbabwe and Zambia.

1

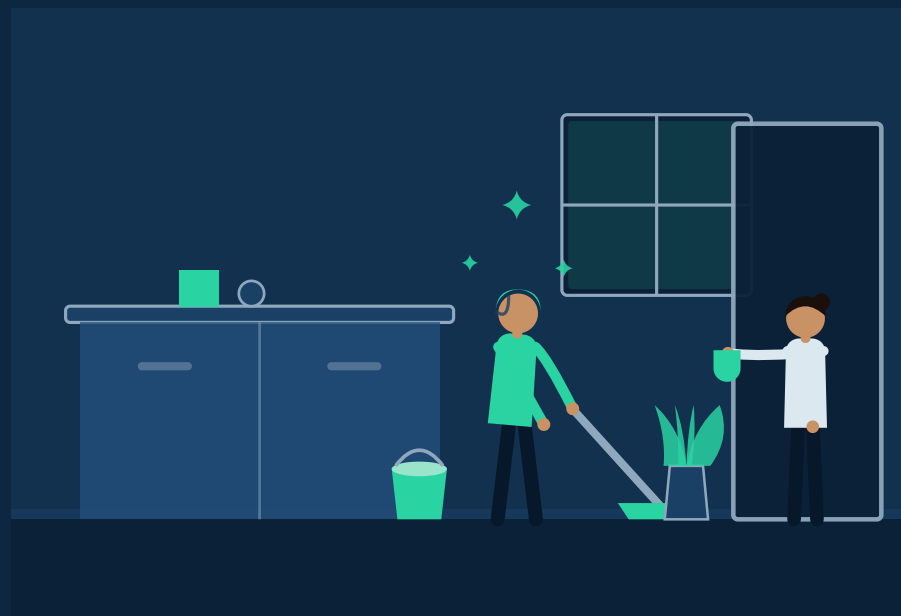
BRAND SYSTEM

27

WEBSITE PAGES

4

LANGUAGES



Clinical trust, drawn warm



KLEANA AFRICA

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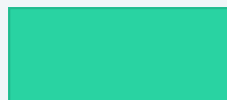
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Navy Deep
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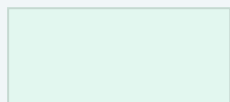
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Mint Ink
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Mint Soft
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Slate
#55677A



Paper
#F1F6F8

Aa

Barlow Condensed

Headlines and the wordmark, with the Verified Shield as the signature device and app icon.

Aa

Barlow

Body copy, listings and forms, carried across English, Setswana, Shona and Nyanja.



02 - COPYWRITING

One difference, said once

The copy is built on a single argument - everyone else takes a cut of her wage, and Kleana does not. It makes the Charter the centre of the platform, gives each of four audiences its own plain promise, and treats the cleaner as a professional in every line. The voice is direct, fair and firm on both sides.

HERO HEADLINE

Someone you can trust.

SECTION HEADLINE

Everyone else takes a cut of her wage. Kleana charges the client once, then steps back.

BODY COPY

Most trouble in domestic work starts where nobody wrote anything down. The Charter writes it down, before the first day, for both sides.

INTERFACE COPY

Put Kleana on your phone. It opens like an app and works when the signal is poor.

REASSURANCE

Kleana never takes a cut of anyone's wages. The client pays for the introduction.

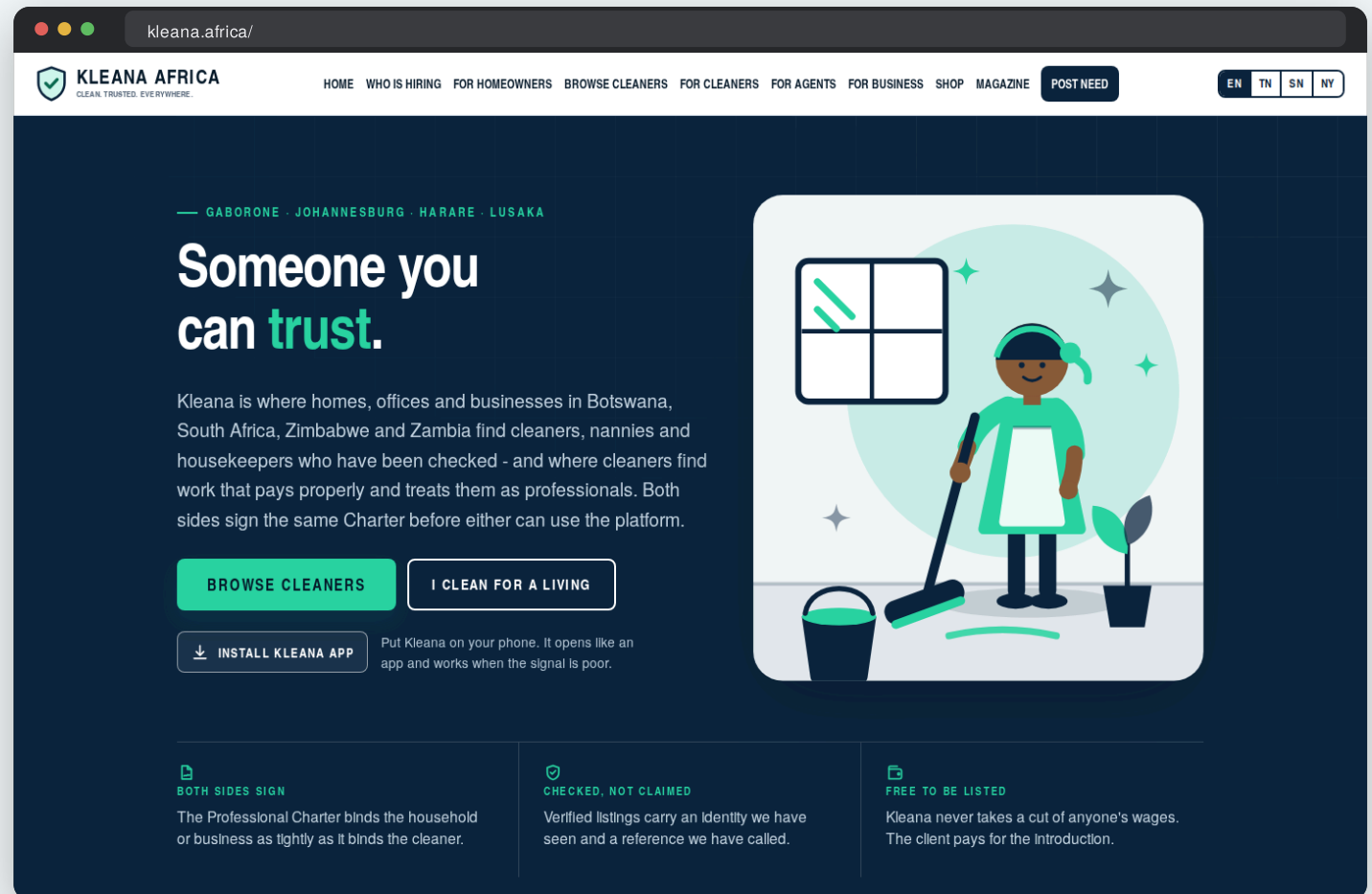
PRIMARY CALL TO ACTION

BROWSE CLEANERS

03 - USER EXPERIENCE DESIGN

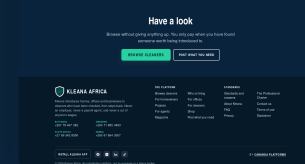
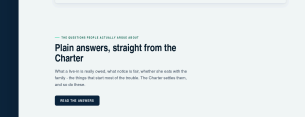
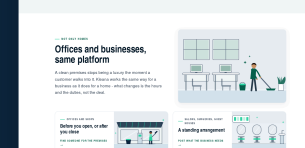
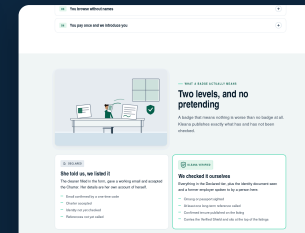
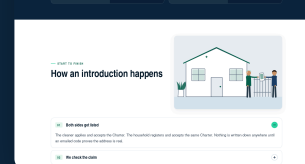
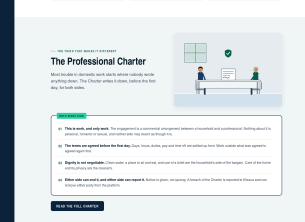
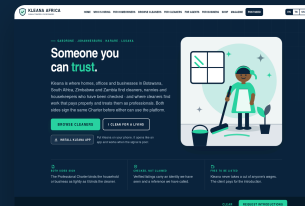
Two sides, one screen

The homepage opens on navy with the four cities, the promise and a drawn scene of the work itself. Both audiences get their own action in the first screen - browse cleaners, or I clean for a living - with the app install and a four-language switch always in reach.



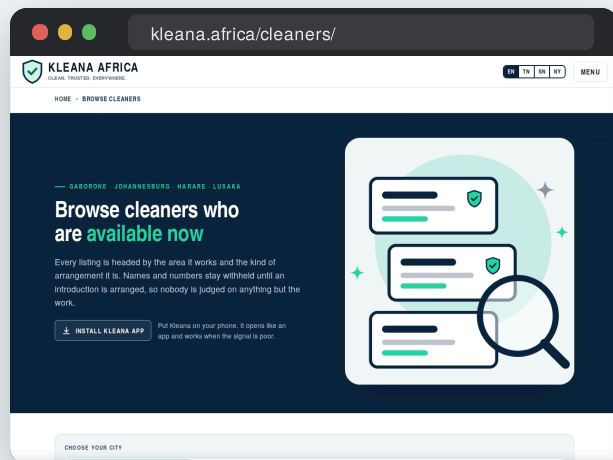
Four sides, one board

The journey puts the difference first, then gives each side its own door - homeowners, businesses and projects, and cleaners - then the Professional Charter, the live-in and live-out split, how an introduction happens, and how Kleana compares with the usual way. The architecture carries twenty-seven pages including a searchable board, a hiring board, a shop, an agent programme and eight standards pages, each answering one real question.



Live tools on both sides

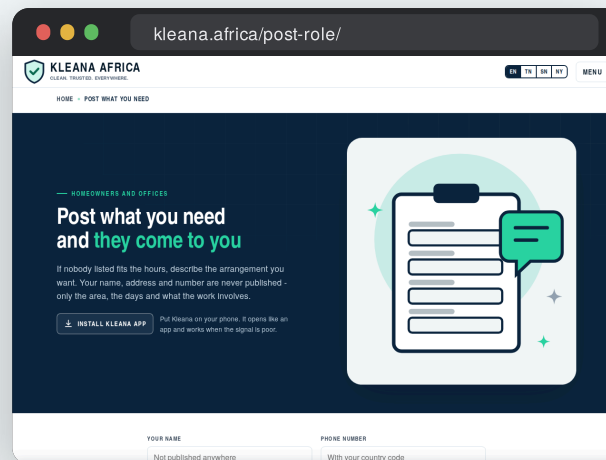
These are working applications, not information pages. A homeowner filters and shortlists, a business posts what it needs, a buyer builds an enquiry - the application does the sorting, and the right person answers.



Browse Cleaners

FILTER · SHORTLIST · REQUEST

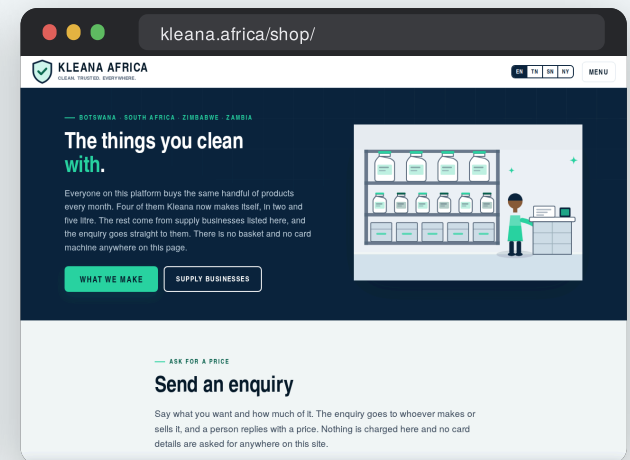
A live board filtered by area, arrangement and trade, with a shortlist that travels into the introduction request.



Post What You Need

DAYS · HOURS · AREA

Homes and businesses post the role once, and cleaners who fit it come to them.



The Kleana Shop

PRODUCTS · SUPPLIES · ENQUIRY

Cleaning supplies and the Kleana line, built into one enquiry priced by a person.

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A brand system, copywriting, user experience design and three web applications, built for Kleana Africa and live on the web.

KLEANA.AFRICA