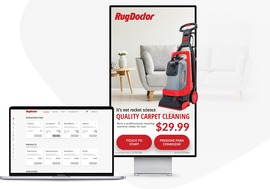


RugDoctor

ADMIN & KIOSK

RugDoctor is the leading DIY carpet cleaning rental brand in the United States, with machines available at over 35,000 retail locations including Walmart, Ace Hardware, and Home Depot. The company's fleet includes upright carpet cleaners, spot cleaners, and specialty equipment.

In-store customer-facing Kiosk interface and the back-office Admin Panel used by RugDoctor's operations team to monitor machine status, manage inventory, and track rental activity across all locations nationwide.

COLORS

The palette is anchored by RugDoctor's signature red (#ff3311), used for primary actions, brand elements, and status alerts. Neutral gray provides structural framing across both the Kiosk and admin interfaces, ensuring high legibility on both backlit touchscreen displays and standard desktop monitors.

Red Base	Lighter	Dim Red	Green Base	Dark Gray	Blue	Gallery	White
#ff3311	#ff4d2d	#8a1a0a	#2ecc71	#1a1a1a	#3b82f6	#d4d4d4	#ffffff

TYPOGRAPHY

Two typefaces were selected for clarity and brand alignment. Display Sans is used for headlines, kiosk screen titles, and promotional copy — it conveys approachability without sacrificing authority. Body text uses a clean, high-legibility sans-serif optimized for reading at varying distances on a touchscreen kiosk and monitor.

Open Sans

The quick brown fox jumps over the lazy dog.

1234567890

Lato

The quick brown fox jumps over the lazy dog.

1234567890

ICONS

An icon set was created to support both the kiosk and admin interfaces, extending RugDoctor's brand language into functional UI elements. Icons are used for machine status, inventory actions, and system alerts.

ADMIN PANEL

The Admin Panel gives RugDoctor's operations team a centralized, real-time command center for managing their nationwide fleet of rental kiosks. The redesigned interface prioritizes actionable data density, clear status communication, and fast access to the actions performed most frequently during a shift.

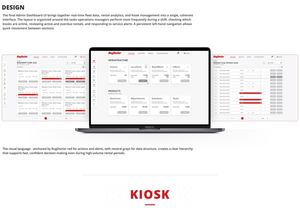
WIREFRAME

At a glance, the dashboard surfaces today's most critical numbers: total active rentals, machines currently out in the field, kiosks requiring service or restocking, and gross revenue for the current period. Stat cards at the top of the screen update in real time, so regional managers always have an accurate picture of fleet status without refreshing the page.

BAY STATUSES

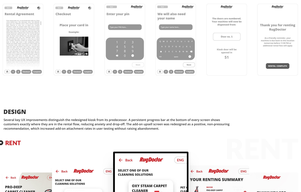
- **Available** — Bay has a machine and is available for renting.
- **Rented** — Bay's machine is out for rent.
- **Empty** — Bay doesn't have a machine.
- **Hold** — Bay has a machine that a customer reserved and is waiting to be picked up.
- **Quarantine** — Bay's machine is in quarantine (until it has been reviewed).
- **Replace** — Bay's machine has not been returned within the renting period (14 business days).

ELEMENTS



DESIGN

The tool dashboard brings together real-time fleet data, rental analytics, and kiosk management into a single, coherent interface. The layout is organized around the tasks operations managers perform most frequently during a shift: checking which kiosks need attention, monitoring active rentals, and responding to service alerts. A persistent left-hand navigation allows quick movement between sections.



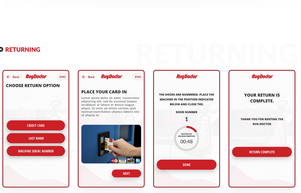
The visual language, anchored by RugDoctor red for actions and alerts, with neutral grays for data structures, creates a clear hierarchy that supports fast, confident decision-making even during high-volume rental periods.

KIOSK

The redesigned kiosk interface replaces the legacy flow with a presentation-layer refinement that preserves the underlying Rest Customers can complete a new rental, from machine selection through payment, in under five taps. The flow was rebuilt from the ground up to support touch-first interaction, with clear visual feedback at each step and minimal text input required. Large touch targets, clear status indicators, and plain-language instructions were central to every screen decision.

WIREFRAME

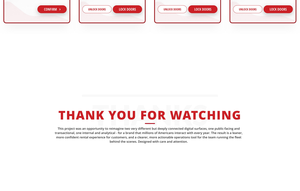
A set of screens were designed to cover the complete rental lifecycle: welcome and machine browsing, add-on selection, identity verification, payment, and return processing. Each screen was prototyped in Figma and tested against RugDoctor's existing standards for contrast ratio and touch target size, and validated with in-store usability sessions at a pilot location.



DESIGN

Iterative UX improvements distinguish the redesigned kiosk from its predecessor. Persistent progress at the bottom of every screen shows customers exactly where they are in the rental flow, reducing anxiety and drop-off. The add-on upsell screen was redesigned as a positive, non-pressuring recommendation, which increased add-on attachment rates in user testing without raising abandonment.

RENT



RETURNING

KIOSK ADMIN

THANK YOU FOR WATCHING

This project was an opportunity to reimagine two very different but deeply connected digital surfaces, one public-facing and transactional, one internal and analytical. Each is used in a different context and operated with every goal. The result is a leaner, more confident rental experience for customers and a more decisive, more informed operational tool for the teams running the fleet behind the scenes. Designed with care and attention.