

Calendar Syncing (Easy)

Jane is 23 years old graduate student in UW. She lives with three male roommates, and the apartment is always a mess. She tries to be organized as much as possible, but school work is taking all of her time. In the end, she ends up dumping all her papers on the floor along with her clothes and laptop, not to mention the boxes of leftover food. After a few days, when she finally finds some free time for herself, she starts cleaning instead of actually having fun with friends or going to the movies, which makes her even more stressed out and frustrated. One of the solutions she comes up with is setting a reminder on her phone every night at 11 PM right before she goes to bed to remind her to clean-up. However, most of the time, she rarely cleans because she's too tired and thinks that she might do it the next morning, but she never does. This has made her interested in ways to sync her cleaning tasks with her calendar for her to see and manage. With a fixed time-frame on a regular basis, she will be able to see cleaning as a part of her daily routine and acquire the habit for cleaning.

User Motivation (Moderate)

Sylvia is an financial advisor at Madrona Venture Capital in her mid-30s. She lives on the eastside in Bellevue and commutes into Seattle everyday for work, taking up a couple hours of her day everyday. While she will occasionally work long days, she has been able to manage her time such that she has free time in the evenings often, whether it's for fun or for errands. She loves the feeling after cleaning, but still feels like cleaning is a grind that is not only long in duration, but also causes quite a bit of stress and anxiety. She begins to try and find ways to motivate herself to quickly get through the cleaning grind, turning mopping sessions into dance parties and dishes into a game of cup and bowl stack. However, eventually these mind tricks wear off as well. Sylvia now peruses the internet for many different kinds of solutions. She looks on Pinterest, Reddit, and Quora, but hasn't found one good source of information on how to be more efficient with her cleaning, and how to make cleaning more fun. She ultimately would appreciate and enjoy having some sort of collection of games and methods to make her cleaning fun and quick.

Cleaning Tips and Suggestions (Moderate)

Adam is a 28 years old developer at Facebook. He is the one responsible for cleaning the home because his wife is a doctor and spends most of her time at the hospital. He always struggles with cleaning due to his inexperience. One time, he spilled coffee on the living room carpet and in his attempt to clean it, made it worse by staining it permanently. He has bought many kinds of cleaning chemicals and carpet powders to try to remove the stain, but nothing worked, infact making a bigger, more stubborn stain. Given his history of terrible cleaning jobs, he is now interested in making a folder about

all the problems that he might come across in cleaning, stains, spills, smudges, and tips and tricks on how to clean and wash certain things. He prints out anything useful he finds and adds it to his collection. He thinks having these tips and notes in a place where he can access it quickly will reduce his burden on cleaning, and he will spend less time cleaning instead of wasting his time going through his folder trying to find a better solution.

Hidden Maintenance Tracking (Hard)

Melissa is 28 year old content strategist at Hautelook, the online Nordstrom retailer. Recently, Melissa purchased a two bedroom condo in Ballard. This was her first home and she was very excited about it. Unfortunately, after 10 months of living there, her portable air conditioning unit started malfunctioning. Every couple of nights, the unit would start leaking water and she did not know what may be causing that. This was not a cheap unit as she spent over \$500 dollars when she bought it and was not looking forward to replacing it or having to deal with the manufacturer to fix it. Then she discovered that she needed to clean the filter of the unit and that may be the cause of the spilling. After the incident, Melissa realized that there were some appliances around the house that needed routine maintenance. These appliances were not as visible as a dirty house. She started to attach small pieces of paper to her portable AC unit with the date in which she last cleaned the filter, but that just looked really ugly in her bedroom. Melissa does not want to have a piece of paper that she may loose or look ugly to record the maintenance of some of her house appliances. She is looking for a quick and invisible solution so she can keep track of the last time she performed maintenance on each appliance and weather to determine if she should perform some maintenance very soon.

External Motivators (Hard)

Mario is a software developer at Zillow renting a beautiful ocean view condo in Belltown. He has a great view of the Olympics and the Puget Sound. However, he is not one of the most clean and organized people out there, so he sometimes feels that the mess in his apartment detracts from his modern furniture and the beautiful view. Martin has a great place, but he finds himself unable to bring friends and visitors over because his place is messy all the time and the messiness prevents him from feeling proud of it. He has tried to clean before the guests arrive but he remembers that people are coming over when there is not enough time to clean properly. He has thought of hiring a maid, but he is not comfortable with the idea of having a strange person over when he is not there. Martin wants to find a way to have a clean apartment when people are coming over without having to dedicate a lot of time and effort to it.

Tracking Cleaning History (Moderate)

Vish is a pre-med student at the University of Washington living in an apartment in Belltown. He is naturally a clean person and even has an app on his phone, *Tody*, to help him organize his apartment cleaning. The app gives details about chores, separated by rooms, and shows progress on a particular a cleaning task. However, Vish is also a very busy student and often cleans his home whenever he can spare a few minutes. This means that he does his cleaning in short bursts spread throughout the day

at his house. Consequently, he often forgets when he last cleaned an area. He has expressed a desire to be able to track a history of cleaning activities so that he can target the areas that he has neglected with whatever time he has. He also indicated that he would like to be reminded about a particular cleaning task based on his cleaning history.