

Laundr

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The Problem: Laundry Is Tedious

Are the
machines
in use?

Will all my
laundry
fit?



Do I have
enough
time?

Is my
laundry
done?

Design Research: Goals

- First idea: track ownership of clothing, suggest outfits.
 - Not a common problem; solutions exist.
- Pivot: focus on the process of doing laundry.
 - More interesting design space.



Design Research: Methods & Participants

- Methods
 - Contextual inquiries
 - Semi-structured interviews
- Participants
 - Residents in dorms a large university, and a smaller college
 - Young working professionals living in apartment buildings and at home

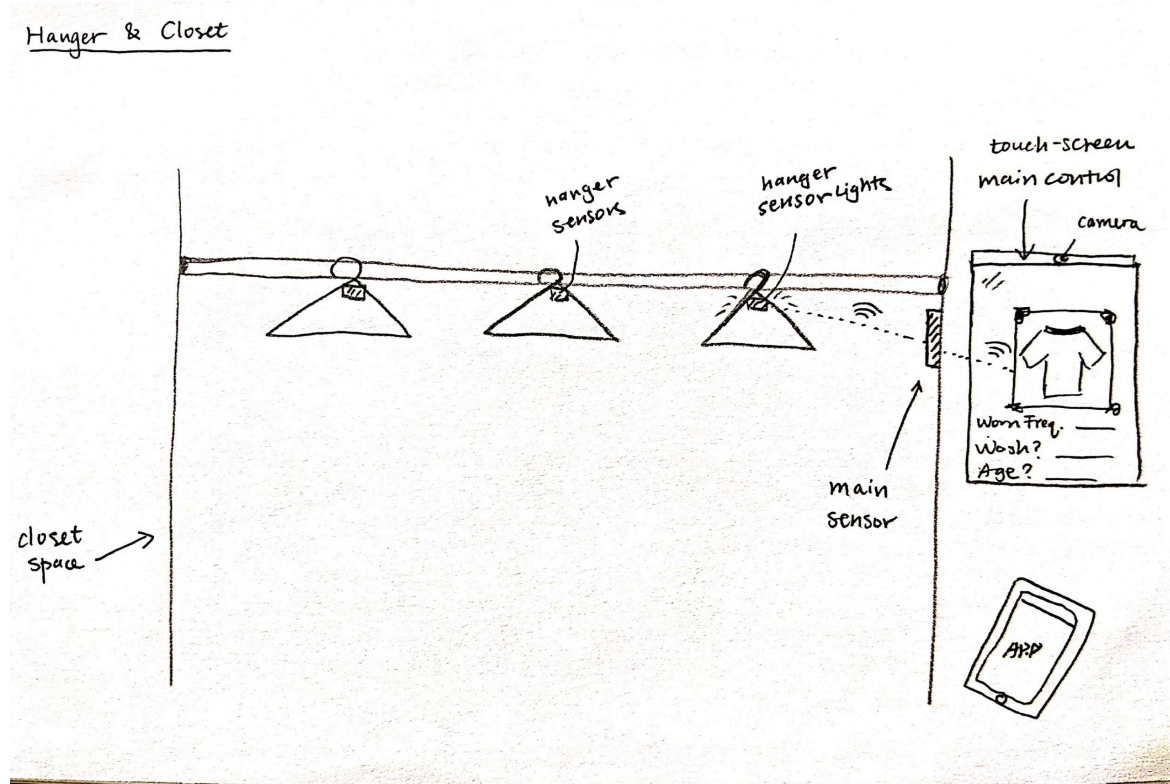


Tasks

- Separating laundry by types or color
- Deciding when you have a full load of laundry
- Determining if you have enough coins to clean all your dirty clothing
- Coordinating with machine availability
- Knowing when the washing and drying cycles are completed
- Knowing how to wash a certain type of clothing

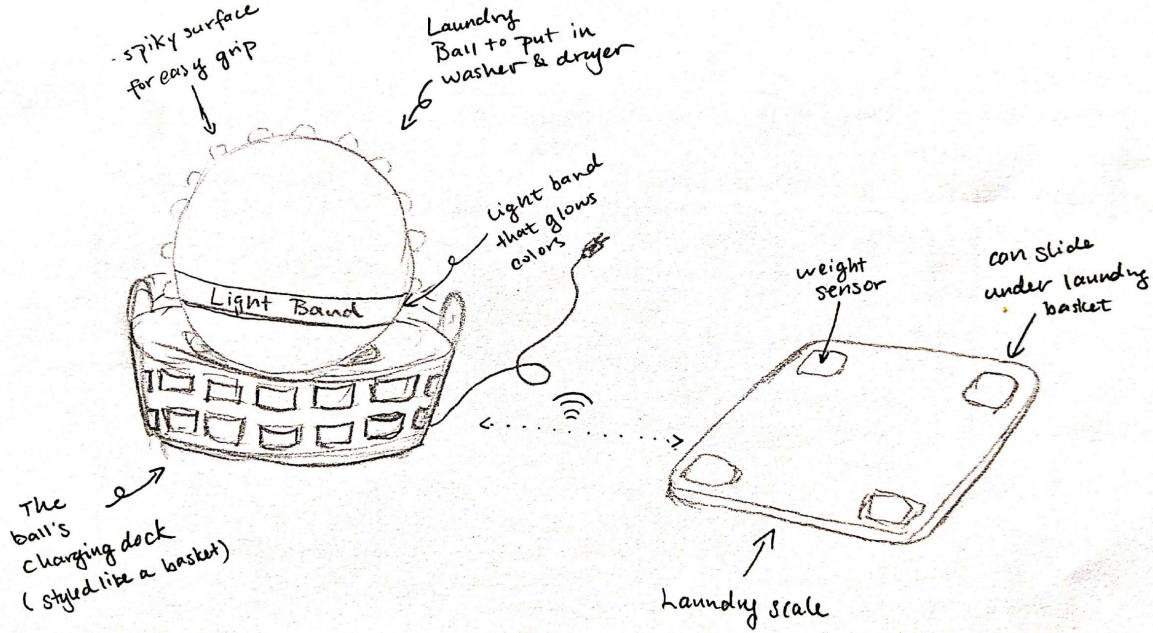


Design Sketches

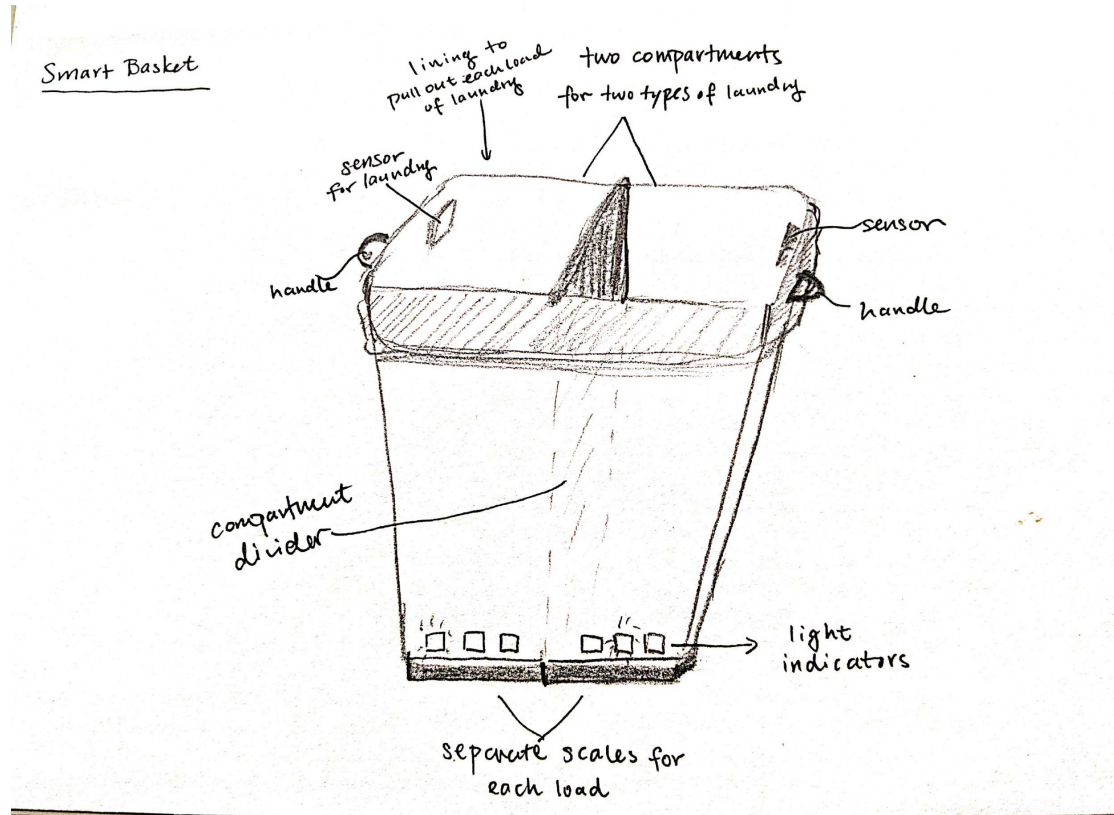


Design Sketches

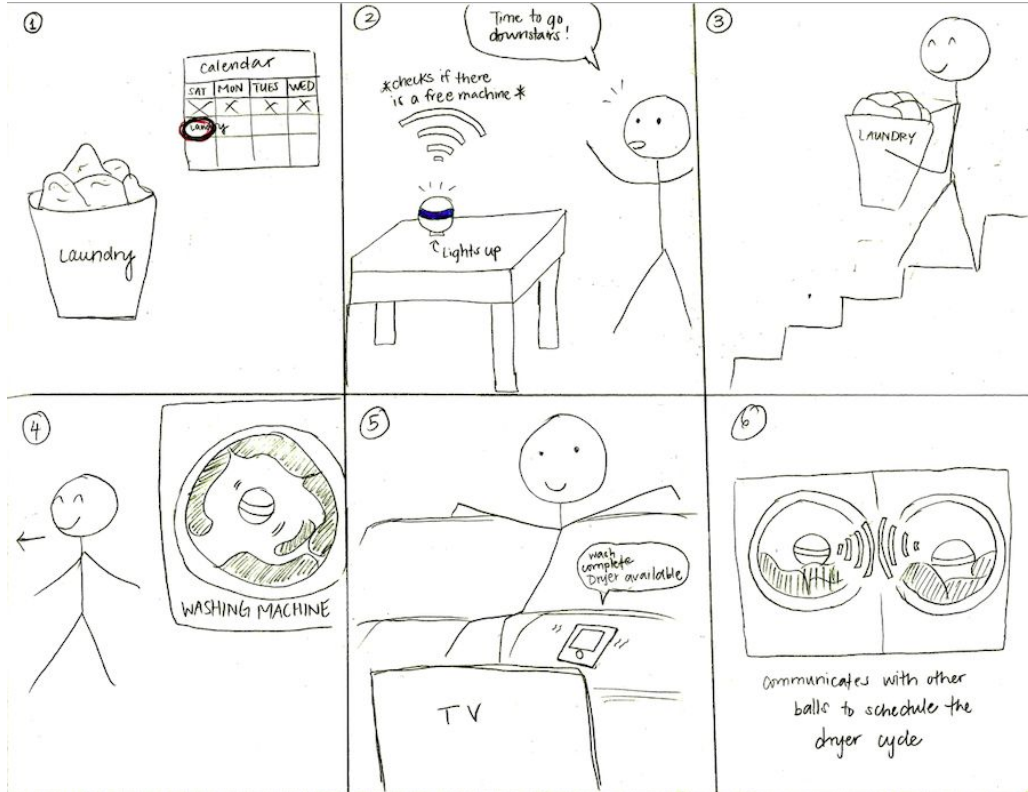
Ball & Scale



Design Sketches



Storyboard: Finding A Free Machine



Storyboard: Reminder To Do Laundry



Summary: Lessons Learned

- Be careful about choosing a focus too early.
- The interesting problem is not necessarily the most universal one.
- Diverse designs can solve similar tasks.