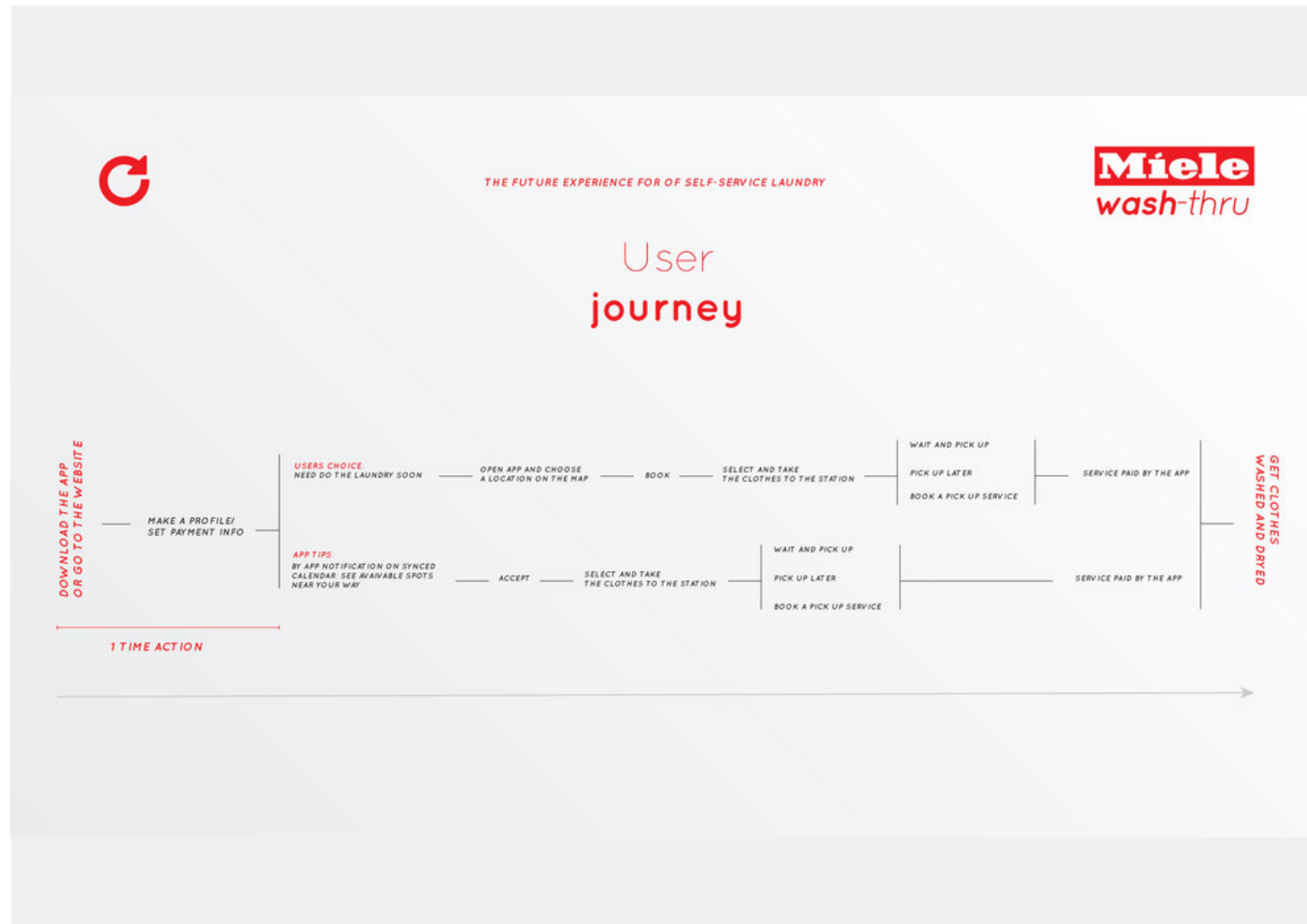


1/2 **Miele Wash-Thru (Updated)**

A self-laundry service strategically placed to facilitate peoples life and run entirely by an app.



**Solution**

Imagine going to work and coming back with your clothes washed? Just in the same metro station you pass through everyday? Or imagine having a super fast laundry while waiting in your car? But now imagine this all predefined before you arrive, by a mobile app, where you pay, book a laundry service, set pick up time and let your preferences made?

Services: 1. Slow washing - for people who doesn't have time to wait or need to pick up the washed clothes later. You set the time you will leave the clothes and the estimate time you're going to pick up. 2. Fast washing - for people who prefer wait getting the laundry made.

All machines are wash & dryer machines and equipped with the detergent for each kind of clothing. The machines are distributed by color/kind areas by kind in order to be easily found. The assistants are in each Wash-Thru station to help

Washful Thinking



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## Miele Wash-Thru (Updated)

A self-laundry service strategically placed to facilitate peoples life and run entirely by an app.

Creative's profile



**Celina Cabral** PRO  
Multidisciplinary designer  
Lisbon, Portugal

Creative's top 5 skills

Graphic Design, User Experience, Communication Concept, Service Design