

## 1/2 Oli wash Buddy and WashBuddy app

All in one washing - drying - ironing - folding machine that works with WashBuddy mobile app.

### Personas



**Michael - 37 years old**  
Upper class  
Owns his own business

He spends a lot of time at work, always running from one side to another, most of the time speaking on the mobile phone, texting, writing emails. In his spare time he uses the mobile phone to read news, listen to music, check out new technologies.

He goes to the gym, works out and wants to keep fit, goes on holidays in expensive places. He is very rarely at home. He goes on business dinners or just dinner with friends. He is single and doesn't have time for a relationship. Bussy guy and in a hurry.



**Sasha - 45 years old**  
Middle-upper class  
Manager

She works every day from 9 to 5 but always does after hours because the work is not finished. She goes home to spend some time with her family or goes to have a glass of wine with friends. In her spare time she relaxes by reading a book or painting. She spends time with her family mostly on weekends when they usually go on trips. She has one kid, age of 10, a husband that runs his own business and parents that take care of the little one when parents are not at home.



**Maria - 67 years old**  
Middle class  
Farm owner

Maria lives with her husband in the countryside and they own a farm. They are passionate people and love what they do, and try to inspire others. They have a website for the farm that they manage themselves. They don't have college degrees but are always up to date with new technologies. When they are not at the farm they are volunteering at animal shelters. Maria loves to write, so she is also writing a new book. Her husband spends a lot of time grooming the horses and preparing for races.

### Solution

Oli is a friendly washing machine that only works with the mobile app WashBuddy. the washing machine washes clothes, dries them, irons them, perfumes and folds them. It has a clothes basket integrated so you put your dirty clothes directly in the washing machine. It has 3 compartments for white, black and colored clothes. The bottom of the clothes basket opens and let's the clothes fall into the tube for the wash cycle. A drawer like space at the bottom of the washer has 4 integrated containers: detergent, clothes softener, perfume and disinfectant. The machine extracts the needed substance from the specific container. You don't need to put detergent in every time you wash. Each container has a capacity of 2l. After the cycle is finished you take the clothes out and put them in the Foldimate system for folding situated at the top of the washing machine. The wash cycle is

monitored and started with the help of WashBuddy app that comes with the washing machine. You can

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Creative's profile



**Alexandra Voicu**  
Graphic Designer  
Cluj-Napoca, Romania

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Web Design