

1/2 Tez washing machine and WashBuddy app

Tez is a smart washing machine that interacts with users.

Personas



John - 22 years old
Middle class
Tech student

John loves tech. He studies tech in a big city and he lives alone. He has an apartment bought by his parents and he lives from the the scholarship money. when he is not in class he does projects with friends in a cafe or at home. He is very active, always going on trips, hiking, doing sports. He doesn't let the mobile phone out of his reach and he has all the latest applications up and running. He likes to be informed and to impress his friends with his know-how. He is enthusiastic and takes his phone wherever he goes.



Carla - 27 years old
Middle class
Bank worker

Carla has a degree in economics and works in a bank. She lives with her boyfriend. He works in engeneering. After work they like to spend time together, invite friends over, go out, or just have some time for themselves. Carla just likes to relax for 1 hour by taking a warm bath and listening to music. She likes to relax after a work day and always waits for the weekend to invite friends over, cook some delicious sweets and chat about anything and every-thing that is new out there.



Andreea - 32 years old
Middle class
Self-employed

Andreea has a husband and a 4 year old boy. She works from home in the creative field. She makes hand made cushions and accessories. She runs her own e-commerce site and takes care of all the business aspects. When she is not working she spends time with her family: they play, go out in the park, visit grandparents, go skiing, biking, they draw and build stuff. They are an active family that finds something to do at any time. Her son loves to play and listen to stories on the mobile phone, and he takes his mom or dad phone everywhere.

Solution

Tez is a friendly washing machine that only works with the mobile app WashBuddy. The washing machine washes clothes, dries them, irons them and perfumes 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. The wash cycle is monitored and started with the help of WashBuddy app that comes with the washing machine. You can wash clothes from anywhere you are and monitor the wash process. The process of washing takes only a few minutes, you can be elsewhere

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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