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Exploring Interactions
24 January 2019

chemicals are harmful to the environment

aquatic life especially is affected!
chemicals disrupt reproductive system of animals

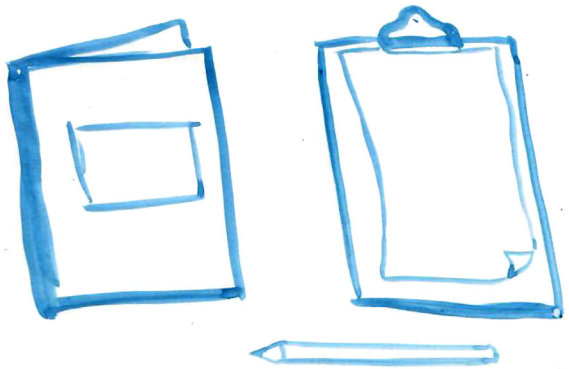
toxic fumes pollute air at home

the air inside the average home is 2-5 times more polluted than outside due to the toxic fumes from cleaning products.

large carbon footprint

through production, and transportation; not to mention plastic waste.

RESEARCH QUESTIONS



- Why do people choose the cleaning products that they use?
- How do they interact with these products during their cleaning process?
- What motivates people to use eco-friendly cleaning products?
- What hinders people from making and using homemade cleaning products?

RESEARCH INSIGHTS

(Green) cleaning products are seldom topics of conversation

cleaning products are often stowed away out of sight

RESEARCH INSIGHTS

Importance of visual feedback while cleaning

"My brother gave me a home-made soap, but I am not sure if it works because it doesn't foam"

RESEARCH INSIGHTS

Home-made cleaning products are not used because...

- lack of knowledge of the possibility
- they are not as convenient as commercial ones
- takes time, effort and know-how
- lack of certainty of how and for what to use them

DESIGN GOAL

My design goal is to make people feel assured when making and using home-made cleaning products

Users: environmentally conscious people with the desire to reduce their environmental footprint

Location: at home

Situation: daily-weekly surface cleaning

INTERACTION VISION

The interaction with my product should be like cooking your mom's recipe for the first time with her on the phone to guide you

guiding | verbal assurance | following a recipe | step-by-step instructions | feedback through smells and visually

The interaction with my product should be like throwing spaghetti against a wall to make-sure they are cooked Al Dente

playful | visual feedback | simple | instant confirmation

DESIGN DIRECTION:
CLEANING PRODUCT ASSEMBLING SET

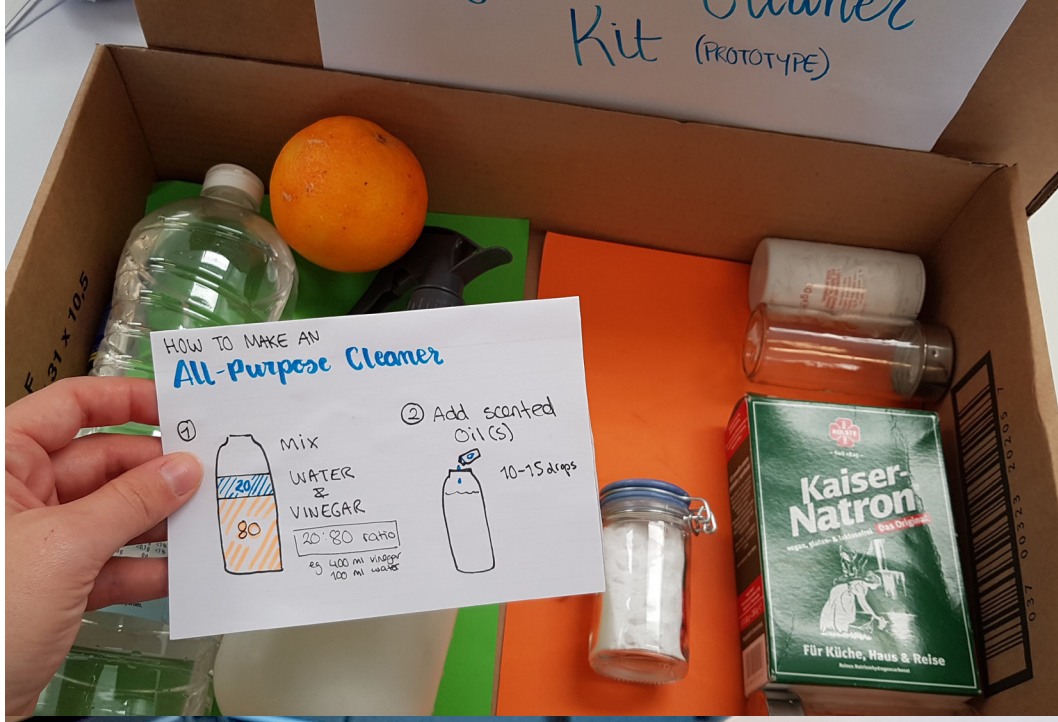
- What are the positive and frustrating interactions with homemade cleaning products?
- What do amateur cleaners need to get started? What ingredients, products, information are needed?

PROTOTYPING INSIGHTS

Information needed:

1. Mind set shift: WHY greener cleaning
2. How to make the cleaner(s)
3. What to clean with it (do's and dont's)

Too many choices create uncertainty



PROTOTYPING INSIGHTS

Importance of scent

"The smell of vinegar is revolting! Even if it cleans well, I would not use it!"

Advantages of transparent containers

"This looks really appealing, I thought it was a fancy drink!"

PROTOTYPING INSIGHTS

Users want reasurance to know if they made the cleaner correctly.

"I have no idea if I am using the right amount?"

FINAL PROTOTYPE

INSIGHTS TO DESIGN DECISIONS

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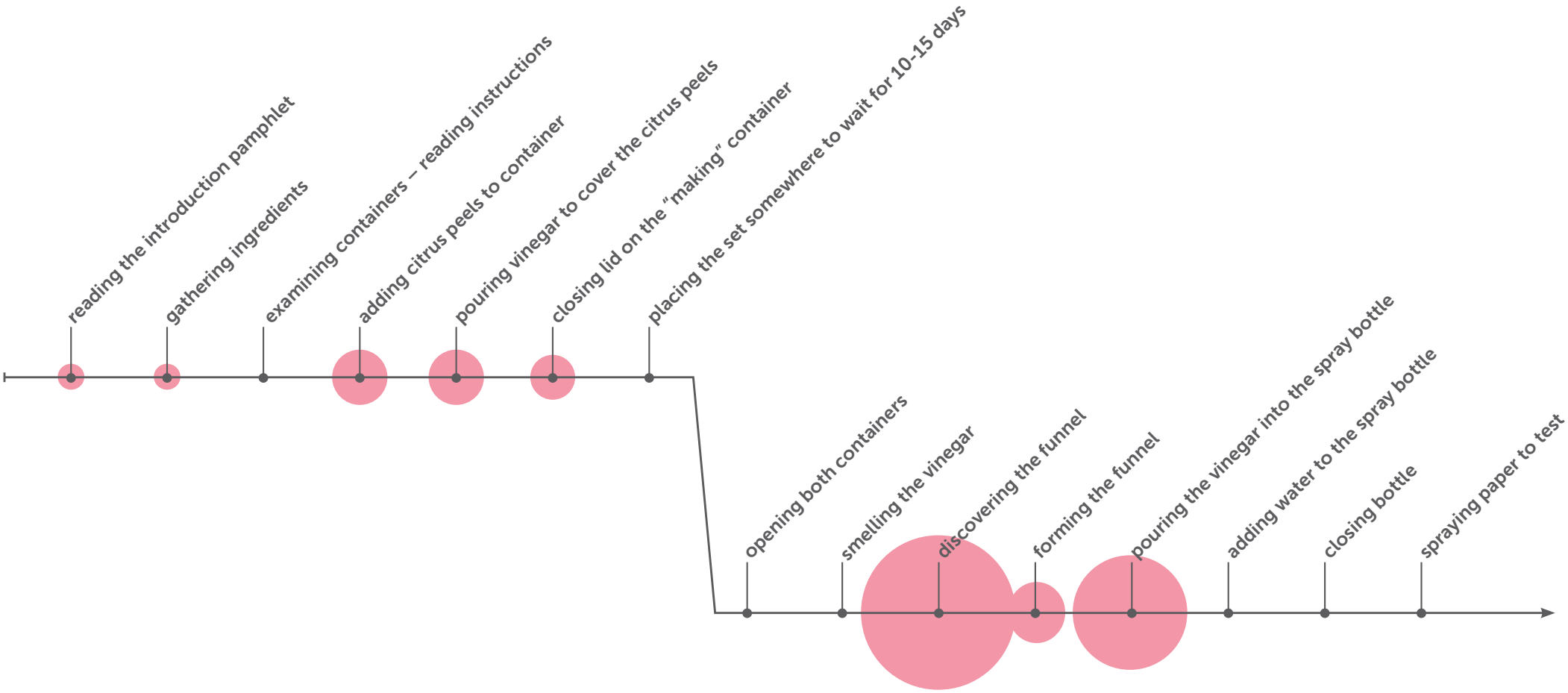
TESTING THE PROTOTYPE IN CONTEXT

MOMENTS OF UNCERTAINTY



MOMENT OF ASSURANCE

**"IT TURNED PINK!
THAT MEANS IT WORKS!"**

UNCOVERED

"IT IS TOO FANCY TO PLACE IT UNDER THE SINK"

A CHANGE OF PERSPECTIVE

"I LOVED THAT IT WAS SO SIMPLE TO MAKE"

"I LEARNED SOMETHING"

THANK YOU

RESEARCH INSIGHTS

SOCIAL FACTORS

- learning to clean through observation of others
- (Green) cleaning products are seldom topics of conversation – cleaning products are often stowed away out of sight
- Cleaning potentially more fun as a social activity

WHY PEOPLE CLEAN?

- to remove dirt
- to clear head
- as procrastination
- social pressure
- out of habit

CLEANING PRODUCTS ARE AQUIRED...

- through flatmates
- given by parents
- bought in store
- home-made

WHEN CLEANING, I WANT...

- Visual feedback of my progress
- Foam!
- Good (or neutral) smelling products
- Being guided by the products on how best to use them
- Less products; same usability

HOME-MADE CLEANING PRODUCTS ARE NOT USED BECAUSE...

- lack of knowledge of the possibility
- they are not as convenient as commercial ones
- takes time, effort and know-how
- lack of certainty of how and for what to use them

PEOPLE CARE MORE ABOUT THE PRODUCTS THEY USE WHEN...

- cleaning things that come in contact with skin
- things that come in contact with food
- products have effect on personal health
- products have an effect on other inhabitants (eg. infants)