

HOMIE B.V. aims at sustainable washing behaviour through a **pay-per-use** model and providing **feedback**

Although the payment system increases sustainability, the **feedback** does not have a significant effect

This project focuses on developing new solutions to **maximise** the effects

DATA ANALYSIS

Interviews with both HOMIE customers and others were held to understand **current habits** in the washing process

CUSTOMER ANALYSIS

The concept was created to:

1. target as many of the **impact factors** as possible
2. use insight into unsustainable **habits** to create the change
3. use **product-led** intervention methods, offering higher certainty of creating behavioural change
4. increase **convenience** for the user, and offer certainty of good washing results

IDEA GENERATION

Creating sustainable washing behaviour in a pay-per-use business model

The main **environmental impact factors** for washing machine use were determined using existing literature

Existing methods to change customer behaviour were explored, ranging from **user-led** to **product-led** decisions

LITERATURE

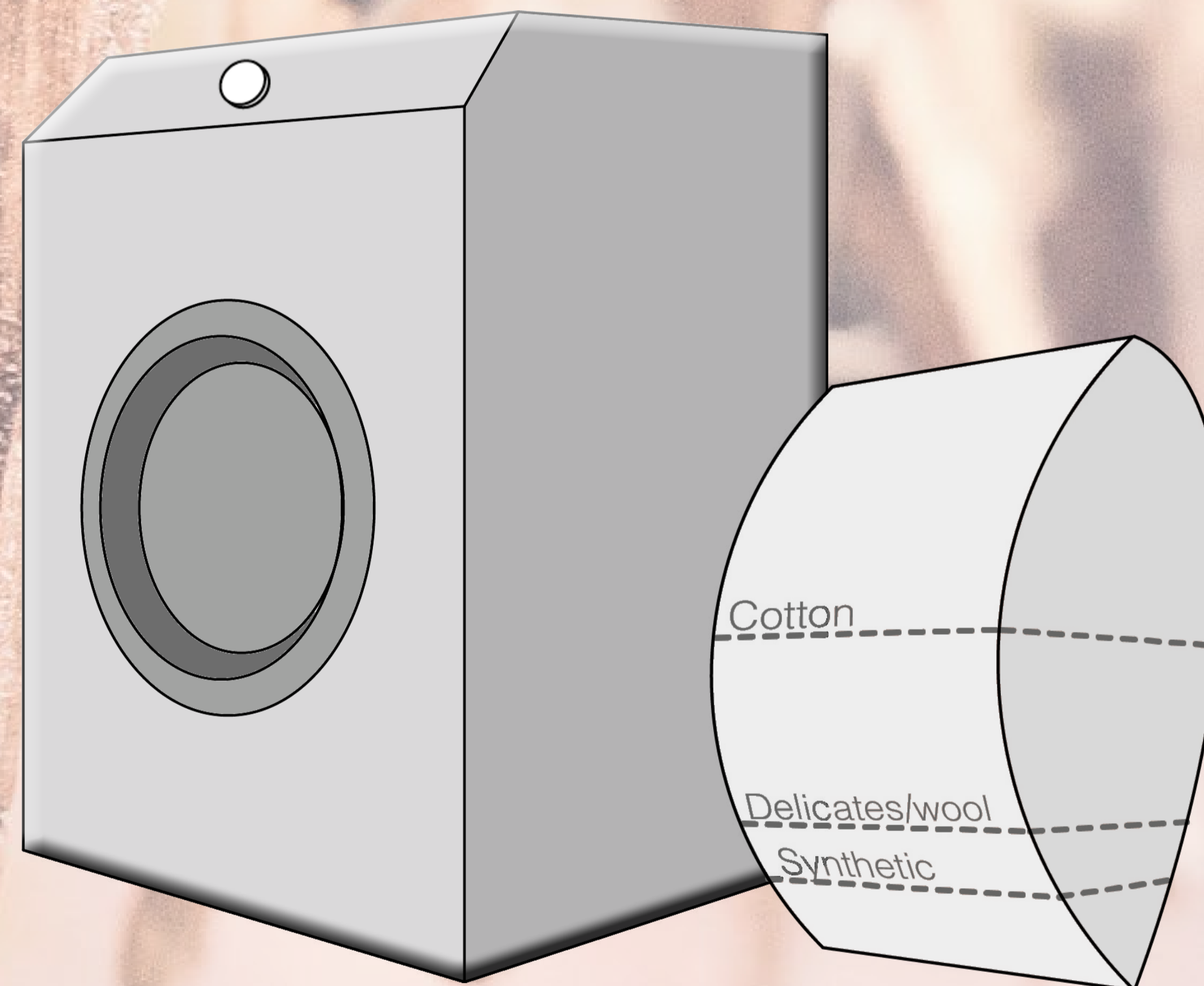
The **HOME-run concept** regulates temperature and detergent **automatically**. The laundry bags facilitate washing with fuller loads, and a mobile app allows users to share washes easily

The concept aims to make the washing process more **convenient** for the user, more **sustainable**, and to let the user feel secure of an **effective** wash

THE CONCEPT

Focusing on increasing **convenience**, giving assurance of **effective washing** and increasing **efficiency**, are values that are most important to **users**, and can help differentiate from **competition**

SWOT ANALYSIS



Although full automation creates **certainty** of sustainable choices, it **hampers user acceptance**, as was determined by the user acceptance **surveys**

The concept was adapted to give users the feeling of being in control. As a result, **user acceptance** increased significantly

VALIDATION RESEARCH

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Creating sustainable washing behaviour within a pay-per-use business model
27 October 2017
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