**Chapter2: Literature Survey**

Many households report to use mixed washing method that combines washing in machine with washing by hand. In Mexico, about 55% of households that own a washing machine use mixed methods, where some clothes are soaked, pre-treated or scrubbed before washing in a machine, and inspected after wash to see if additional measures are needed, thus ending up in a modified personalised cleaning process. In Brazil, 51% of respondents used washing machine only, while 11% hand washed only and 38% used a combination of both.

In some areas use of combined methods is mainly based on considerations of saving water or energy, such as in Kenya where, even in homes with washing machine, up to 75% of the clothes are washed by hand. This is mainly due to water scarcity, but also because the consumers believe that washing machines cannot do heavy-duty work such as cleaning the collars and cuffs of shirts .

A survey of urban households in China showed even though 97% of these respondents owned a washing machine, 90% answered that they also washed laundry by hand . The main reason was superior cleaning performance as the respondents did not think it was hygienic to wash items such as underwear or socks in the machine . Many also reported having only a small amount of laundry to be washed at any time, and saving water and electricity, as well as less damage to clothes . The main reasons for washing in a machine was that heavy/large loads are difficult to wash by hand, and that sometimes they were too busy or tired. Bedclothes and outerwear were most commonly washed in machine, followed by trousers. There are regional variations in laundering frequencies based on climate. In hot and humid countries such as India, laundry is usually not collected but rather washed as soon as it is dirty . This causes more frequent laundering with smaller laundry loads..

Some employees at the San Francisco tech company have worked for a dry cleaner in

order to get a grip on certain processes in the business. They are American, brought up in

a society where there are dry cleaners at every other corner. Four interviews were made on

these employees during this sprint in order to receive qualitative data on customer traits. The

following section is a customer analysis based on these interviews.

At the core of the dry cleaning business are the men’s shirts, for men in need of their shirts

cleaned and ironed for their business meetings. Not only the high-end expensive ones but all

kinds of shirts in need of cleaning. Although professional men are the driving force behind the

large amount of dry cleaners in the U.S. the target audience is quite more diverse than that.

You could continue describing different clothing that are submitted for dry cleaning but it will

be more useful to understand the people behind the clothing. Four kinds of people using dry

cleaning services have been described here.

1) The people that find the use of dry cleaning practical, for example families that could use

the services in order to save time.

2) The people that have to use the services, people of certain professions that include uniforms

like police officers, chefs or waiters.

3) The people that are seeking convenience and are able to pay for it. This is probably the

largest group.

4) The people that have invested a lot of time and effort in their wardrobe, their clothes are

a treasure to be gently taken care of. A lot of clothes are being submitted to the dry cleaners every day. What is to be remembered is that laundry includes services on people personal belongings. Therefore should it be a personal experience according to the employees at the tech company. The customer application will often be used on a weekly or even daily basis and should be a delightful experience to give the customer the impression that their clothes are being cared for.