

Student Profile



Age Group

Typically 18-25 years old, although some mature students may be older.

Daily Challenges

Shared living spaces often lack adequate room for personal items.
Hygiene in common areas.
Security issues in accommodation

Traits

Comfortable with technology and open to innovative solutions.
Often involved in group activities, concerned about the environment.

Living Situation

Residing in shared student accommodations such as university housing or rented shared apartments.

Schedule

Very busy: Juggling classes, assignments, part-time jobs, and social activities.

Buying Behavior

Value for Money: the price matters, but also the quality of the product.
Brand Loyalty: brand known for catering to students.

Goals:

Academic success, starting a successful career, making new friends and connections, learning new things and becoming qualified.

Hobbies:

Many students often participate in regular hobbies. Whether it is part of a university society or individual, this usually involves sports, creative arts, music, technology, culinary activities...etc

Design brief

It is widely acknowledged that housekeeping (including keeping accommodation secure and clean) are low in students' priorities. However, maintaining a secure, clean and healthy home-environment is an important aspect of independent living.

Objective:

Design a physical product to encourage students to maintain a secure and/or clean home.



The Problem & Requirements

Students living in shared accommodation often encounter a range of hygiene and security issues, here is a summary of my online research:

Limited access to laundry facilities or conflicts in schedules. Shared bathrooms and kitchens often pose challenges due to different standards of cleanliness among roommates. Responsibility issues in managing rubbish can lead to overflowing bins and unpleasant odors. Different opinions on allowing guests may lead to security concerns.

Based on my survey of 10 students from my accommodation
(See index for survey questionnaire):

Hygiene is the biggest problem;
Therefore I have decided to focus on hygiene to create my requirements

Some preferred features include: Energy efficiency (considering environmental impact),
Multifunctional design, Quiet operation (product that does not cause disruption in shared spaces), Aesthetics (a modern design that complements the shared environments).

01.

Hygienic

02.

Time saving

03.

Space efficient

04.

Affordable

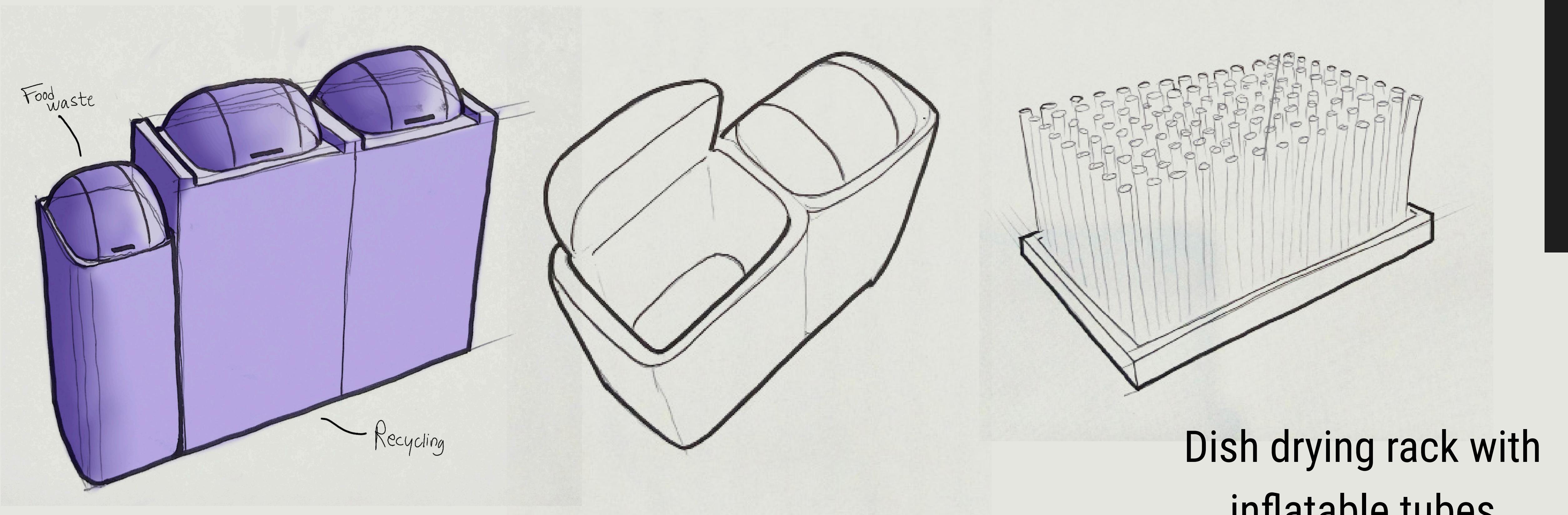
All people surveyed wish their kitchen was cleaner. Should help organisation and cleaning of accommodation

8/10 people surveyed say that cleaning takes a lot of time. Should be quick and time saving

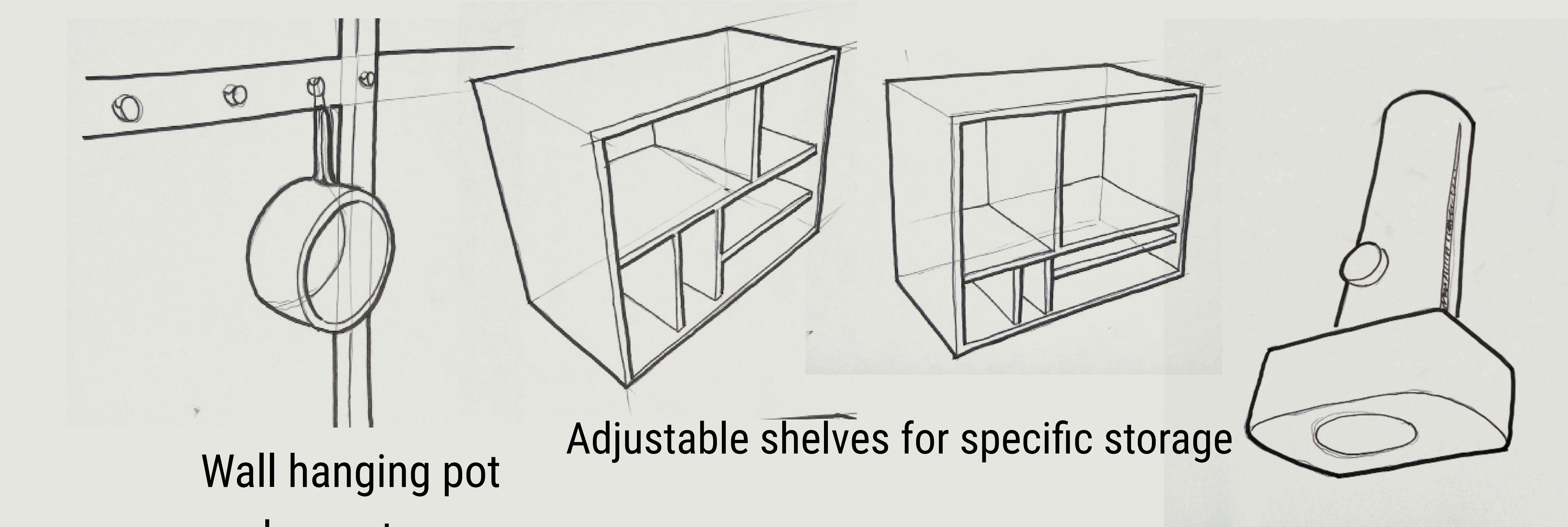
6/10 people surveyed say that their kitchen often lacks space for personal items. Should be small or easily stored

7/10 people surveyed purchase the cheapest dish soap available at the supermarket. Should be cost efficient.

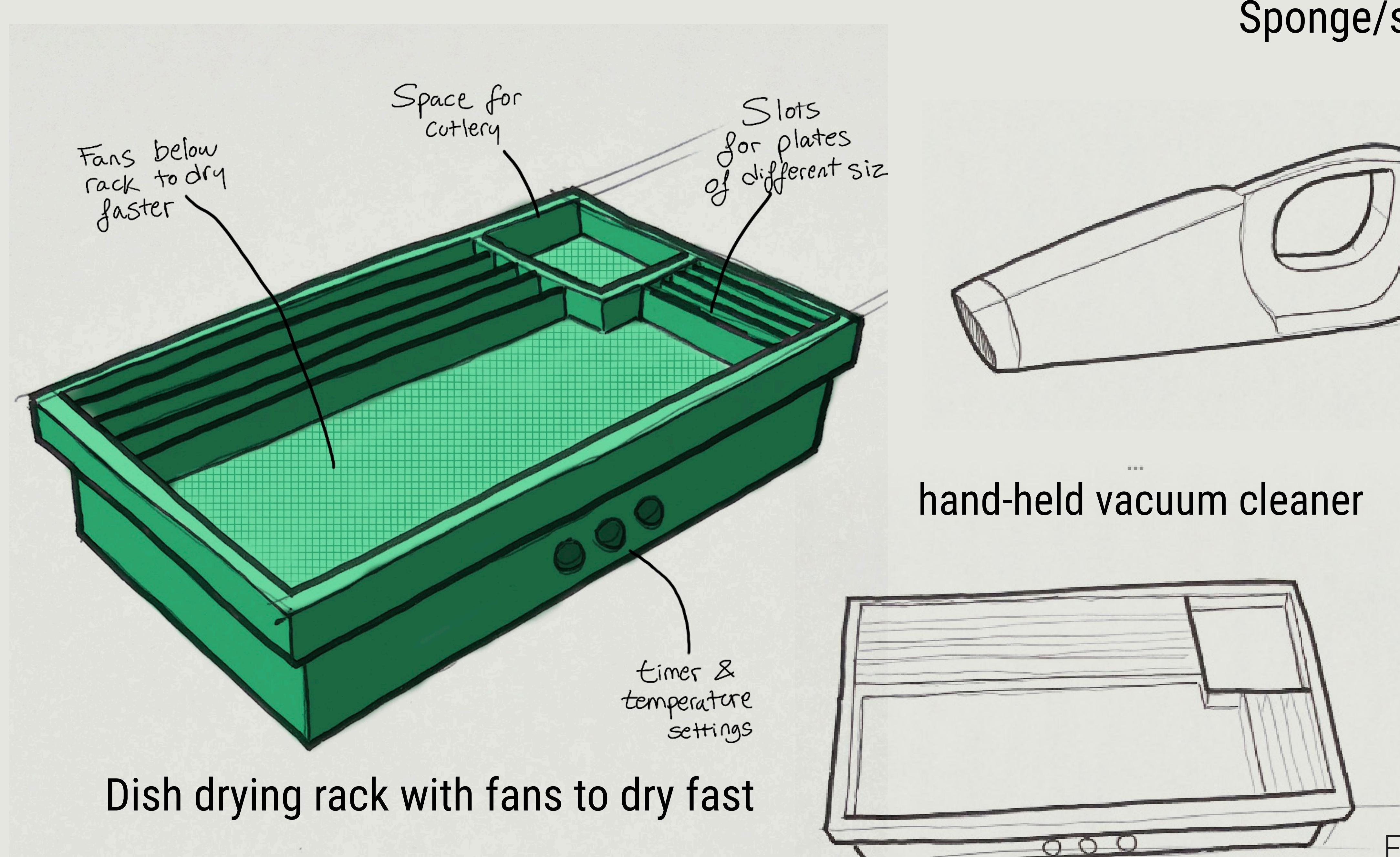
Initial ideas



Bin separating compartments: plastics, recycle and food waste



Wall hanging pot and pan storage



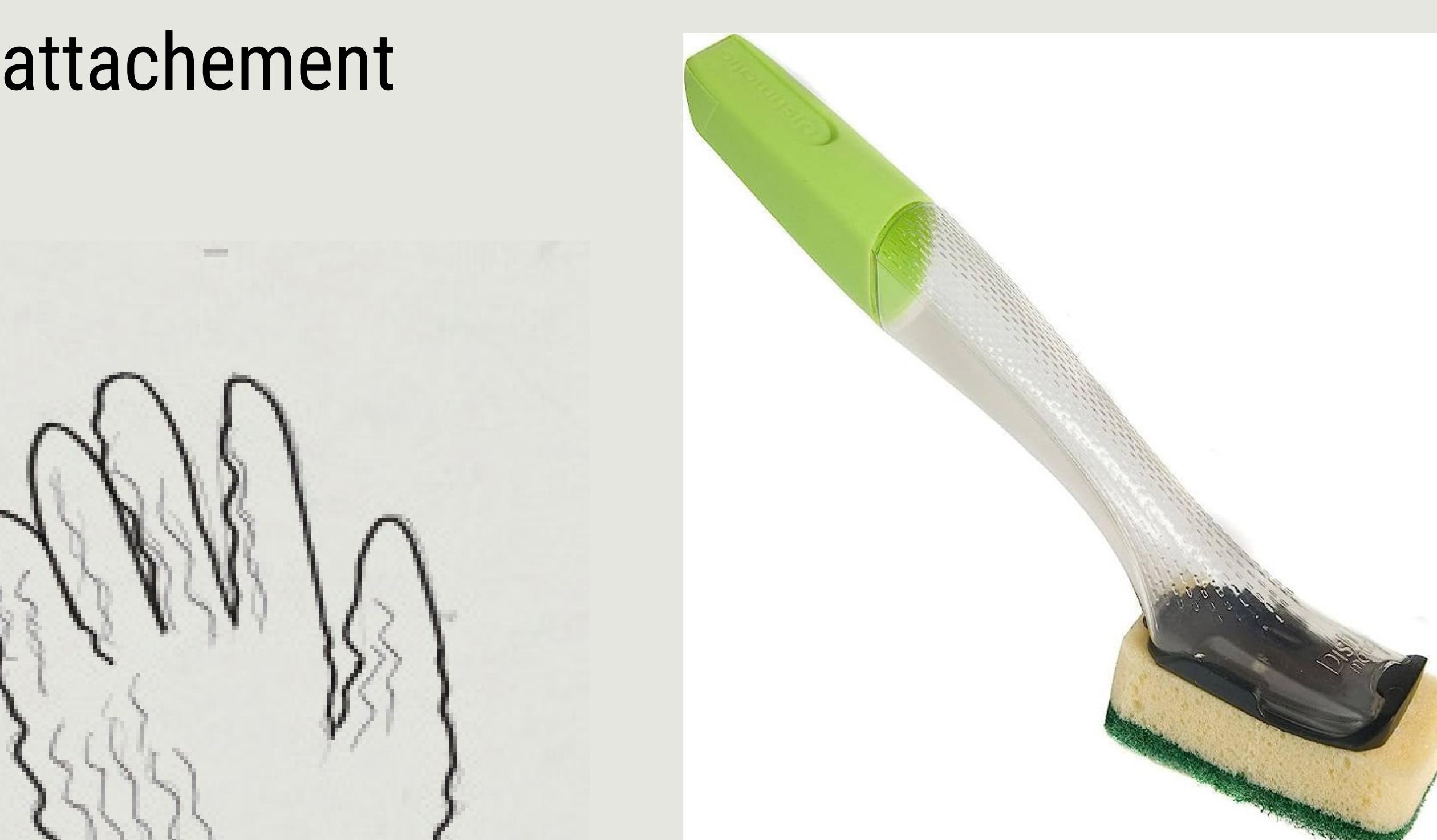
Dish drying rack with fans to dry fast

Solves the issues surrounding cluttered kitchens as it dries dishes in short time

Sponge/scrub tap attachment



Sponge/scrub glove



DISHMATIC FILLABLE HANDLE BRUSH

Enables students to clean more efficiently with hot water without burning hands, scrubbing grime in corners easily

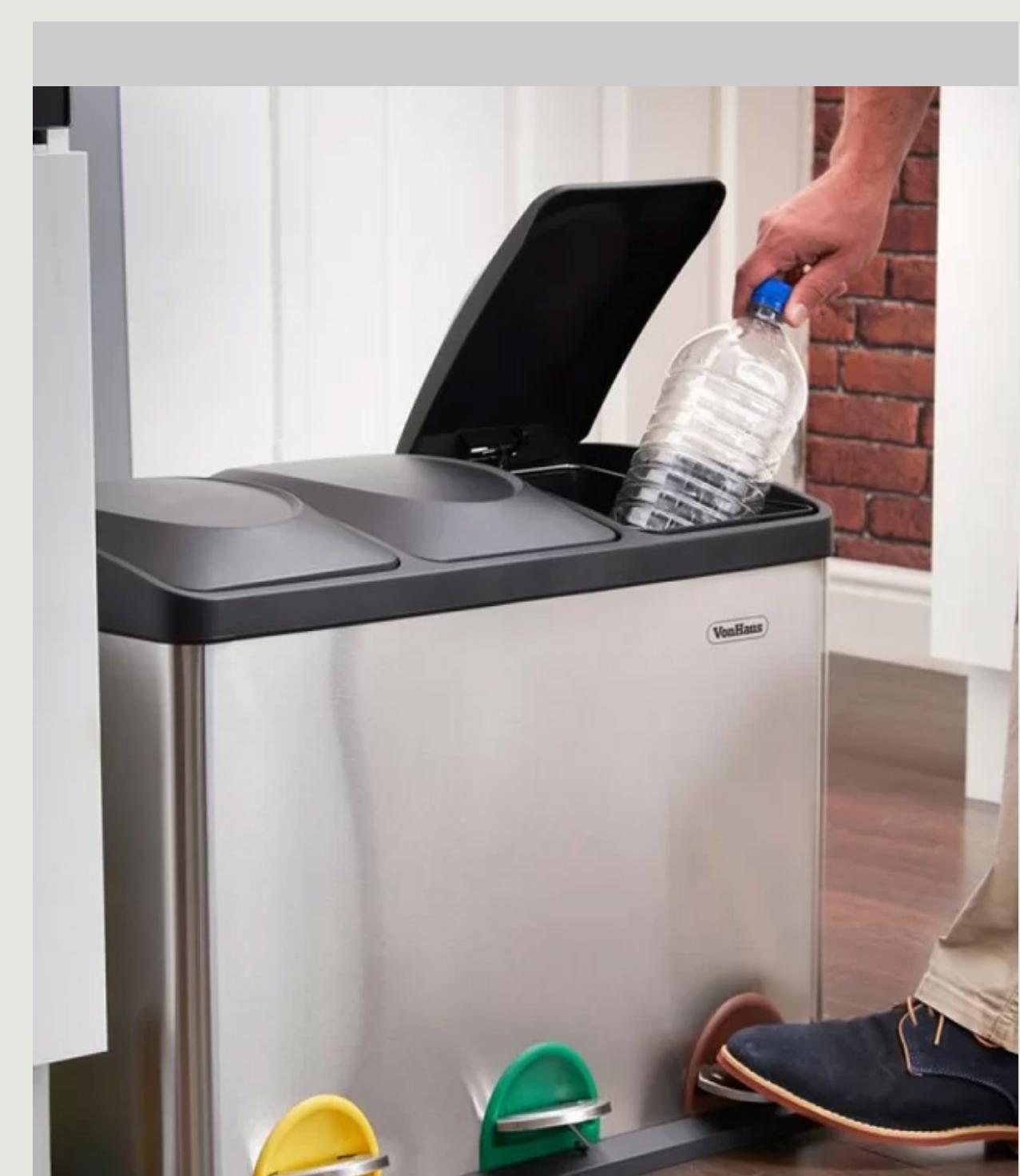
Concept ideas:
kitchen organisation stations, washing station,cleaning utensils, cooking tools, storage and disposal methods.

Competitor products includes:

Dish drying racks, Wall mounted kitchen shelf; multicompartement bins



VÄLVÅRDAD Dish drying rack



Wayfair Multi-Compartments Rubbish

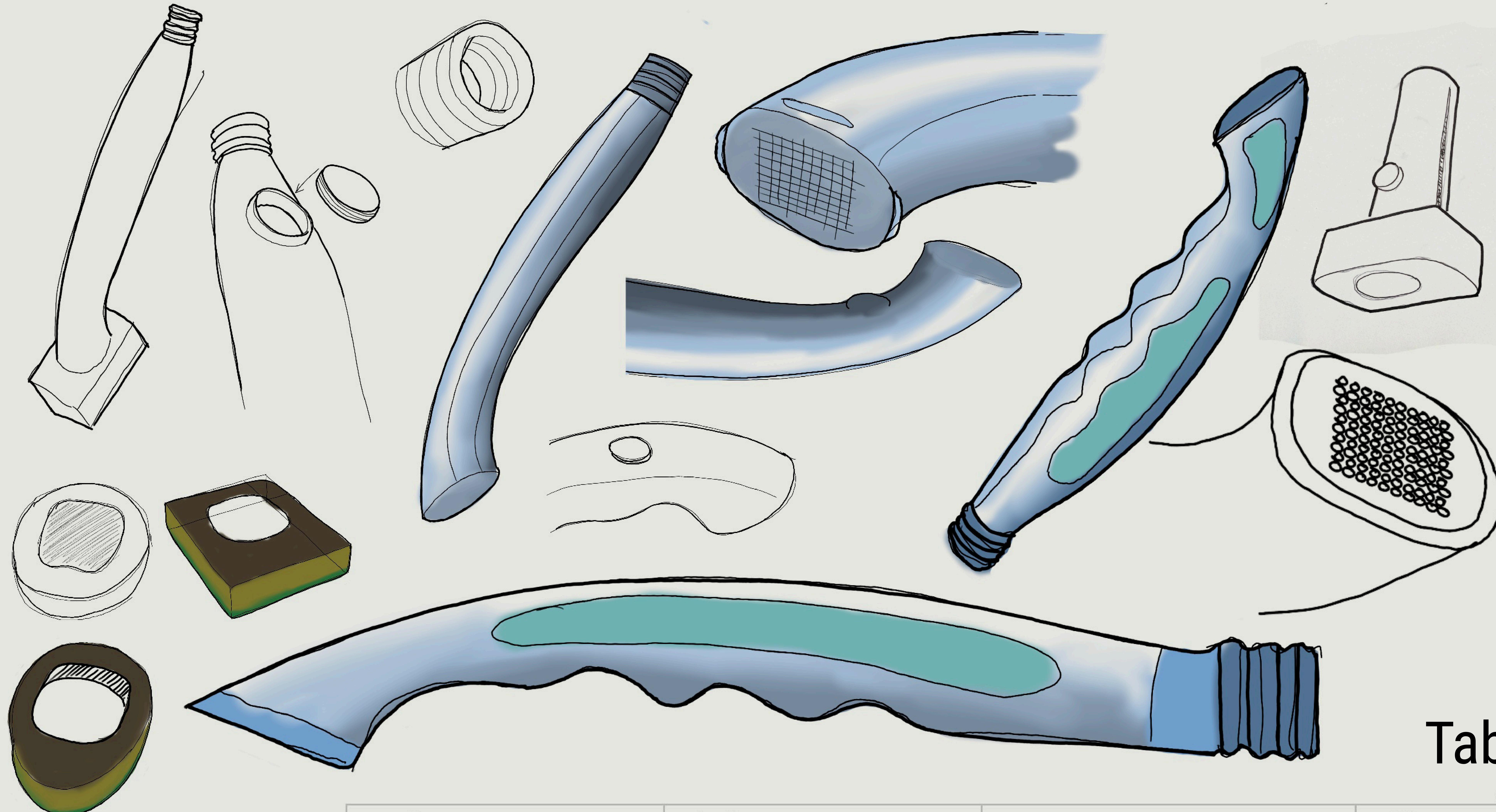


Russell Hobbs Hand-held Vacuum



The Range Wall Mounted Shelf

Developing the tap cleaning attachment



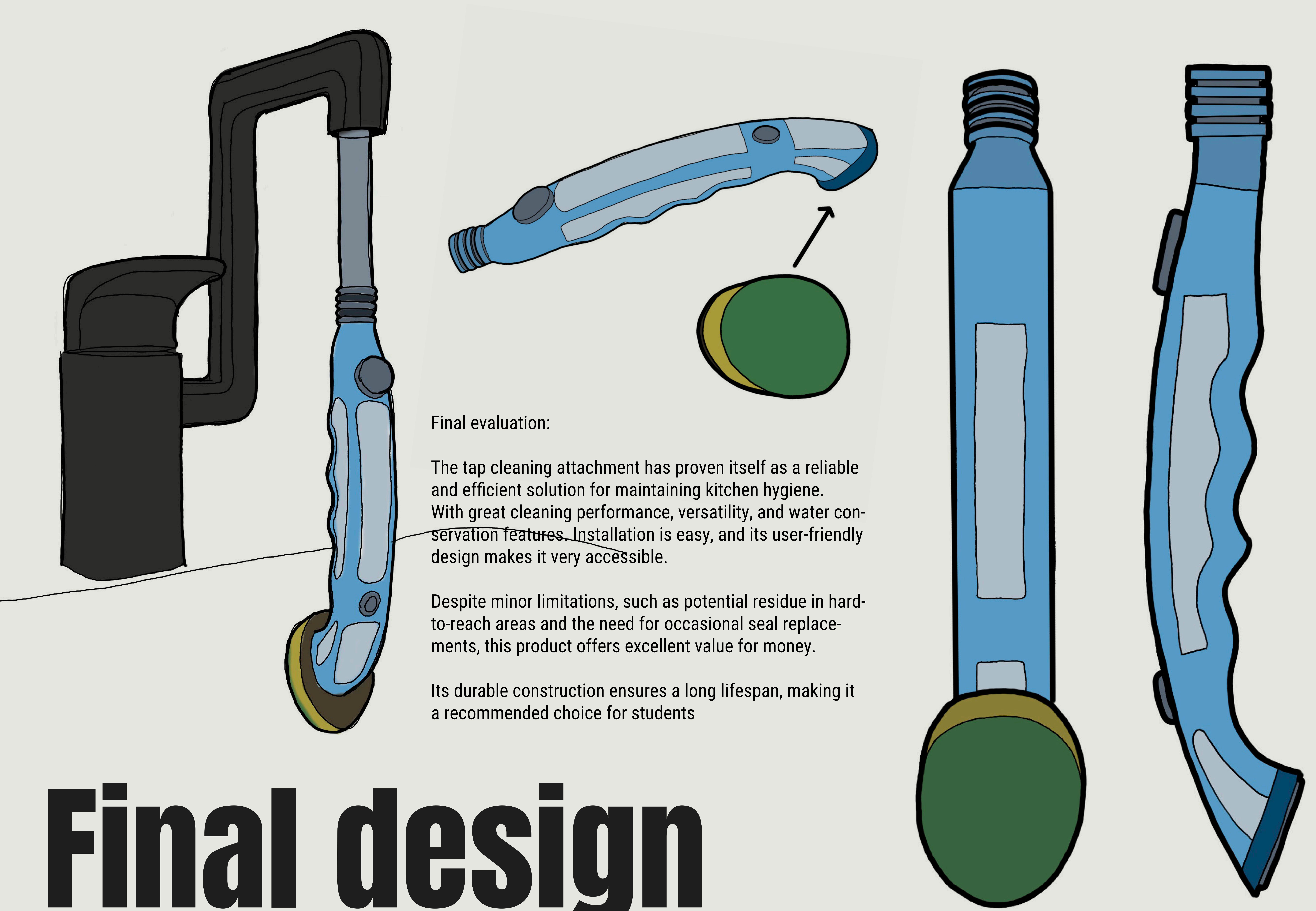
Easier cleaning
Time saving
Uses less water
Affordable
Easy integration

Table of requirements:

Possible materials:

Plastic and silicone
(Cheap, long lasting and does not leach harmful chemicals)

Requirement	Priority	Test	Evidence	Source
Time saving	High	Timer while washing dishes with product vs with traditional scrub	Time (minutes)	Student Survey
Compatible with all sinks	High	Must be able to attach to any type of tap	Test in multiple kitchens	Online Research: AmberStudent.com
Easy and comfortable use	High	Use for certain time, compare with existing products	Comparison with existing products	Student Survey
Compact/space efficient	Medium	Easy storage in variety of kitchen designs and layouts	Small object	Student Survey
Affordable	Medium	Compare with competitor product prices	Cost similar/less than competitors	Student Survey, Online Research



Final evaluation:

The tap cleaning attachment has proven itself as a reliable and efficient solution for maintaining kitchen hygiene. With great cleaning performance, versatility, and water conservation features. Installation is easy, and its user-friendly design makes it very accessible.

Despite minor limitations, such as potential residue in hard-to-reach areas and the need for occasional seal replacements, this product offers excellent value for money.


Its durable construction ensures a long lifespan, making it a recommended choice for students

Final design

visualisation



Washing a plate with the tap cleaning attachment



Index:

Student survey (google form): 10 students from my accomodation.

(All students surveyed formally agreed to take part and for the information to be used for research purposes)

10/10 wish their kitchen was cleaner

8/10 say cleaning takes too much time

7/10 purchase the cheapest dish soap

6/10 leave their dishes to air dry after cleaning

6/10 kitchen lacks space

4/10 wash and dry their dishes directly after use

4/10 recycle on a regular basis

Images (on page 1):

<https://asiaexchange.org/wp-content/uploads/2021/09/students-studying-outside-on-the-grass.jpg>

<https://www.thedailymash.co.uk/news/lifestyle/the-14-items-every-student-flat-is-required-to-have-by-law-20231007240968>

Research sources:

<https://amberstudent.com/blog/post/15-most-common-problems-faced-by-students-and-their-solutions>

<https://chat.openai.com>

<http://www.leedsuniversityunion.org.uk/helpandadvice/housing/disrepair/>

Competitor Products:

VÄLVÅRDAD Dish drying rack: <https://www.ikea.com/gb/en/p/vaelvardad-dish-drying-rack-stainless-steel-60473713/>

The Range Wall Mounted Shelf: <https://www.therange.co.uk/furniture/kitchen-furniture/kitchen-storage/wall-mounted-hanging-kitchen-shelf-pot-pan-rack/#3970812>

Wayfair Multi-Compartments Rubbish: <https://www.wayfair.co.uk/storage-organisation/pdp/vonhaus-steel-45-litre-step-on-recycling-bin-vonh1239.html?piid=644088235161&hvpos=&hvnetw=g&hvrand=5458139921154461645&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcndl=&hvlocint=&hvloctphy=1006864&hvtargid=pla-1946295180236&psc=1&mcid=0b4f729a56303f918a49436436e488bd&th=1&psc=1>

Russell Hobbs Cordless Handheld Vacuum: https://www.amazon.co.uk/Russell-Hobbs-Rechargeable-Lightweight-RHHV1001/dp/B0BLC7149M/ref=asc_df_B0BLC7149M/?tag=googshopuk-21&linkCode=df0&hvadid=644088235161&hvpos=&hvnetw=g&hvrand=5458139921154461645&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcndl=&hvlocint=&hvloctphy=1006864&hvtargid=pla-1946295180236&psc=1&mcid=0b4f729a56303f918a49436436e488bd&th=1&psc=1

Adjustable cabinet storage: https://www.manutan.co.uk/en/key/flat-pack-storage-cupboards-cabinets-from-1000mm-to-1950mm-high-a331721?shopping=true&gclid=Cj0KCQiAo7KqBhDhARIsAKhZ4uj6tne_BfDE9Ya15cvx5HNYy-0hICwISLD45gRKtvH3mlJAOfEaT7AaArekEALw_wcB

