


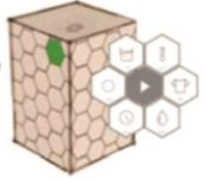

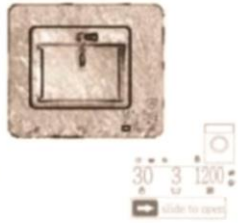


APPENDIX A

IDEAS SELECTED AND EVOLVED IN EACH BRAINSTORMING SESSION

Ideas of 1st Stage	Ideas of 2nd Stage	Ideas of 3rd Stage
<p>First Idea</p> <ul style="list-style-type: none"> - Water reuse with a carbon filter - Machine doesn't look like a washing machine - Chrome finish RED/BLACK/BLUE ECO emblem <p><i>Reasons by attractiveness contents</i></p> <ul style="list-style-type: none"> - This idea expresses to the user characteristics of sustainability and economy - Represent the user image with modern colors and eco emblem - Meets the aim of water reuse 	<ul style="list-style-type: none"> - Organical forms - Similarity between the body and cover - Continuity in body shape and cover, without separation - Controls in a corner of another color 	<ul style="list-style-type: none"> - Soap automatic feeder - Power button in the lid - The lid opens and turn the machine on - When squeeze power button light the other buttons on - Information view: amount of water, temperature, washing time, washing type  <p><i>Reasons by attractiveness contents</i></p> <ul style="list-style-type: none"> - The functions and buttons are easily found (the buttons light up when the machine is turned on) - Presents the information appropriately on the display - The controls are organized in order of use in a side column of the machine
<p>Second Idea</p> <ul style="list-style-type: none"> - Water reuse with a carbon filter - Heat reuse with photovoltaic cells - Visible cells looking like a honeycomb expressing sustainability <p><i>Reasons by attractiveness contents</i></p> <ul style="list-style-type: none"> - Visible photovoltaic cells that express to the user sustainability - Conveys to consumers that works economically and sustainably 	<ul style="list-style-type: none"> - Rectangular machine - Honeycomb in the entire structure to have similarity and symmetry - Buttons on the cover in a honeycomb format. 	<ul style="list-style-type: none"> - Cell to open and turn on in another color (green when turned on) - Touchscreen buttons on the cover in honeycomb shape - Power button on the middle with others buttons around  <p><i>Reasons by attractiveness contents</i></p> <ul style="list-style-type: none"> - It is rectangular (symmetry) - Similarity by repeating the same form throughout the structure - Has no breakage or interruption (continuity) - Proximity of the controls and the same basic shape of the structure <p><i>Reasons by attractiveness contents</i></p> <ul style="list-style-type: none"> - The buttons are easy to operate because they're touchscreen - The functions are easily found on the lid of the machine, which are organized around the power button - Presents all information appropriately and with a hierarchy of importance
<p>Third Idea</p> <ul style="list-style-type: none"> - Camouflaged in the bathroom - Water reuse from the sink with carbon filter - Integrates with the furniture - Cell phone App - iWash <p><i>Reasons by attractiveness contents</i></p> <ul style="list-style-type: none"> - Expresses to the user that meets your needs for comfort and smaller size - Incorporates lifestyle and values interacting with the user via cell phone 	<ul style="list-style-type: none"> - Closet' machine - Rectangular. Matching with the furniture of the bathroom - Similar forms between the machine, the sink and the sink board 	<ul style="list-style-type: none"> - Touchscreen buttons on the sink board - Programming via cell phone - Side door opening with "slide to open" - Shows washing time, type of washing, amount of water  <p><i>Reasons by attractiveness contents</i></p> <ul style="list-style-type: none"> - The buttons are easily found because they're arranged on the sink - The option via phone, adapted to user experiences - The touchscreen buttons are easy to operate - Show informations about time of washing, type and amount of water