

THINKS

Can I set the exact timer?

How can I be most environmentally friendly?

I don't want to overuse energy but I need clean clothes

FEELS

Worried for the earth's future

Frustrated that there isn't an eco mode

Cold water button makes sense



SAYS

"All my clothes won't fit in here"

"Don't you know that hot water is bad for the environment?"

"I wish I could set the timer myself"

DOES

Washes only using cold water

Never uses deluxe or ultra wash settings

Does laundry every other week with big loads

Louise is a busy environmental science student who doesn't want to waste water or energy when she does her laundry.