

Laundry Room

Description of the Problem

The Laundry Room in G-Dong of Dorm 2 provides Yonsei students with inefficient laundry experience in the use of waiting time, the possibility of getting cut in line, and the frequent loss of the laundry. Even with the enough space, the lack of dryers compared with the washers extends the waiting line. Also, the design of the desks and chairs in the room are inconsistent and far from a user-centered design. The descriptions without English makes foreigners difficult to start their laundry as well. Finally, the inconvenient use of cash and laundry cards result in a worse laundry room experience.

Design Research

We conducted thorough observation of the laundry room through four methods.

Fly on the wall

1 hour 30 minutes
general sense of users' movements and behaviors within the space through analyzing student's waiting time

In-depth Interview

two extreme users: first time user and an expert recognition of several problems and pain points of laundry room users through earning characteristics of the extreme users

Survey

questionnaire, 96 samples
overall information regarding laundry room user's habits and complaints related with dryers, detergents, dispensers, and activities in the room.

Behavioral Mapping

insights for effective space arrangement through mapping and considering users' movement

Personas

Primary Persona(Seoyoon Kim)

"more effective time and moving within the laundry room"
conscious about the trends / does her laundry every once a week/ does not want to waste her time/ CDM or IID assignments in the laundry room / sometimes desires for relaxing laundry room environment

Secondary Persona(Sarah Parker)

"more inclusive for foreign and clumsy users, more relaxing environment"
clumsy personality / often forgets to go back for her laundry / feels the laundry room is not an effective space / not inclusive for foreigners as well / enjoys gossiping with her sister in London / looks for an appropriate space for phone calling.

Design Concept

"Efficient laundry and using the waiting time effectively in a unique atmosphere."

Design Solution

Three changes were made for **better efficiency**.

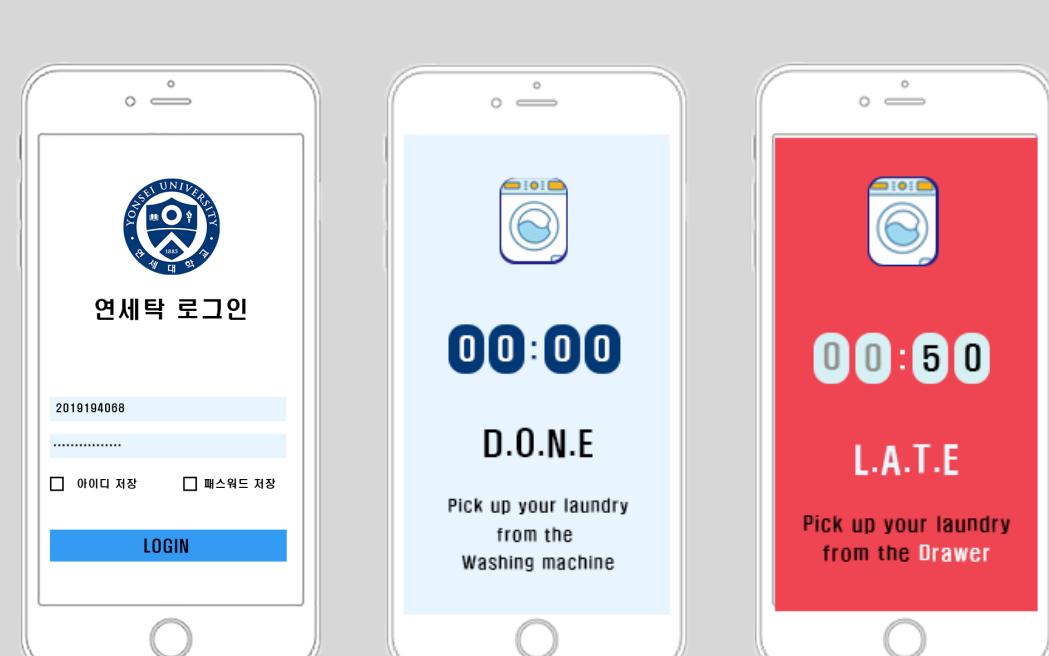
- Increased number of washing and drying machines.
- The creation of "Yonseitak" allows students to reserve machines. The app also alerts users when laundry is done.
- Unclaimed laundry can be stored in a more hygienic way in storing cabinets that correspond to each machine.

Changes were also made to improve **students' waiting time**.

- Several sofas and a large study table
- The installation of a garden and a private phoning area

Laundry Application System

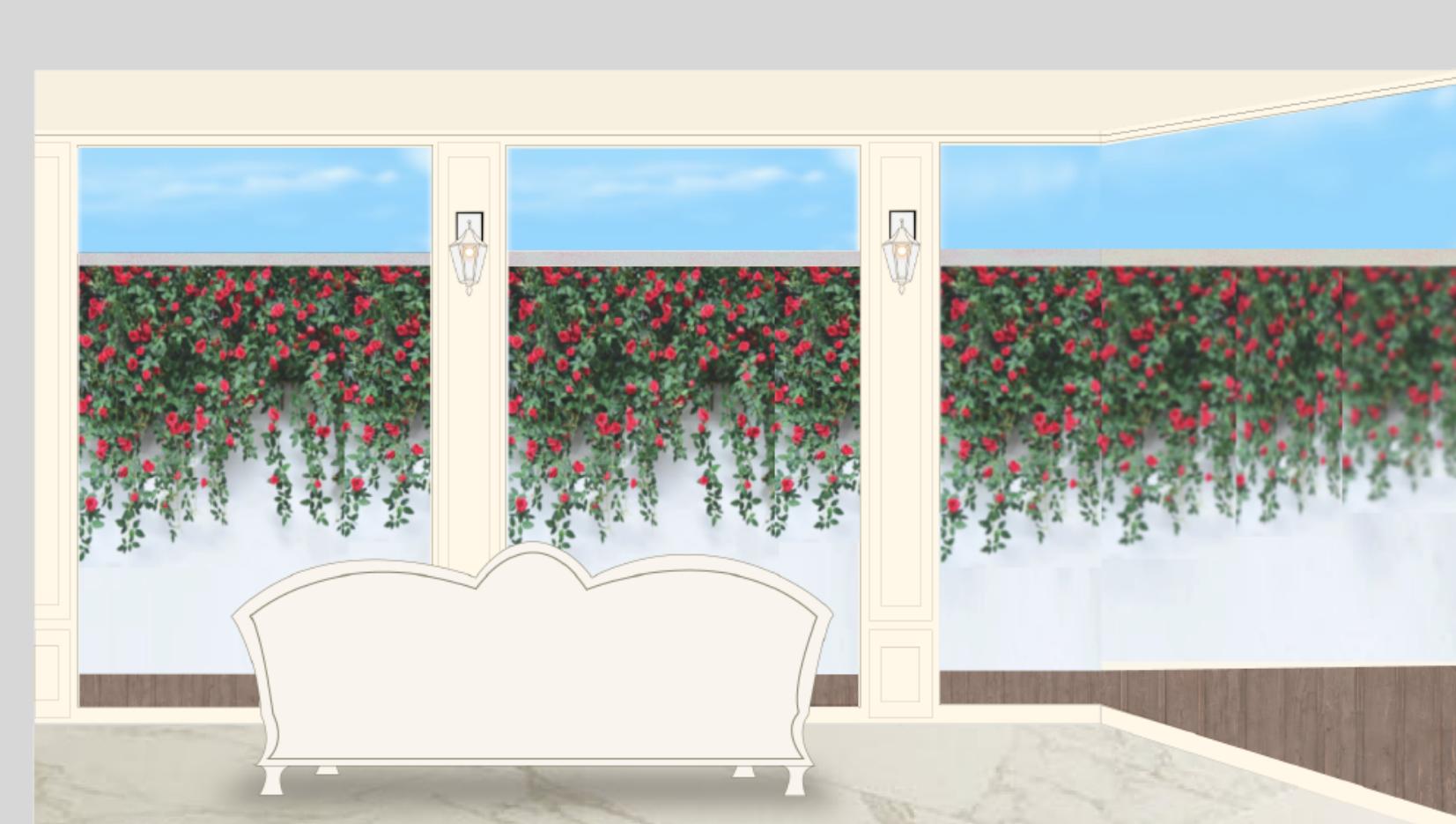
연세탁(Yonseitak)
allows students to
1) reserve machines
2) pay for the service through Y-money
3) alert users when laundry is done



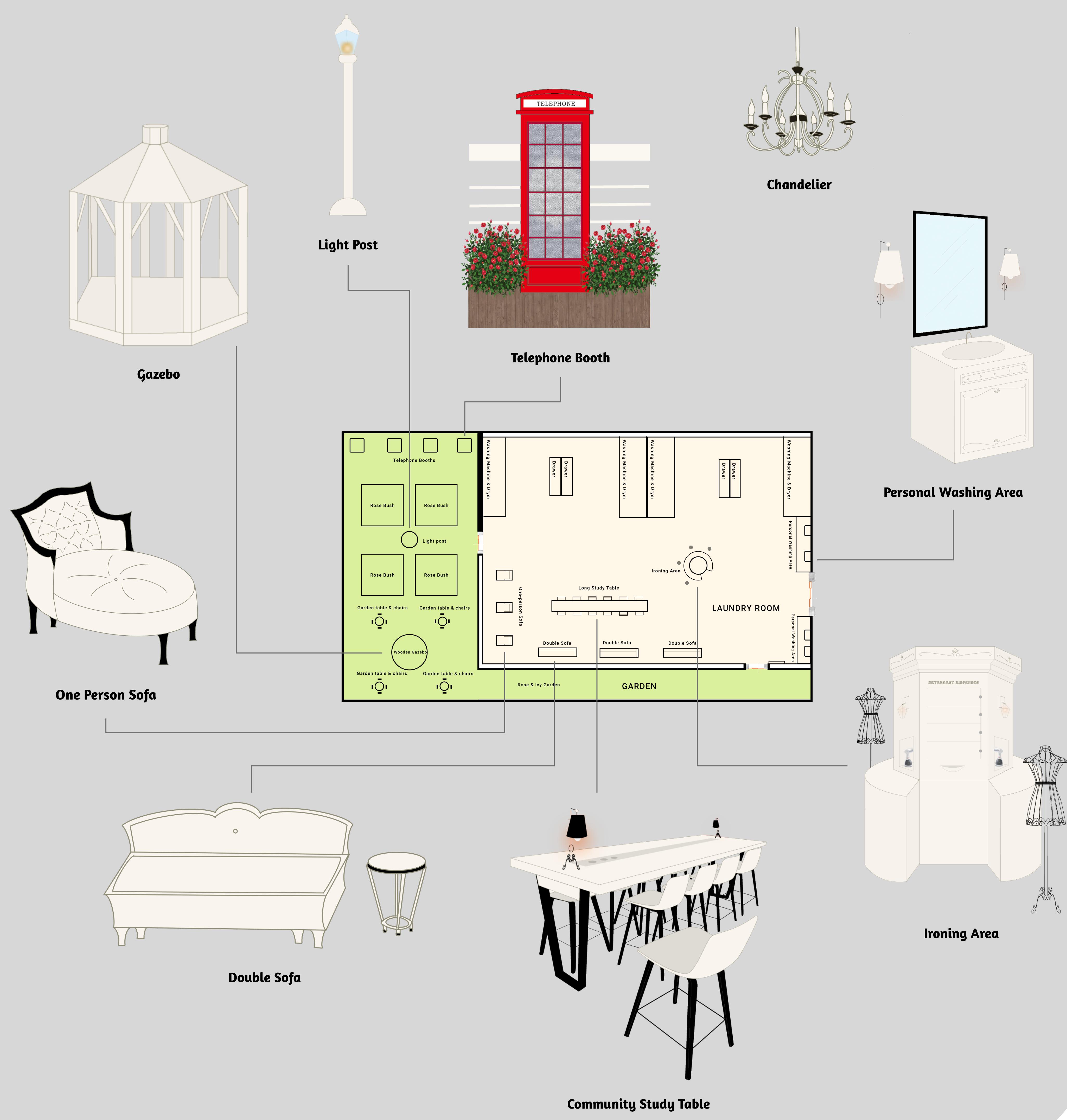
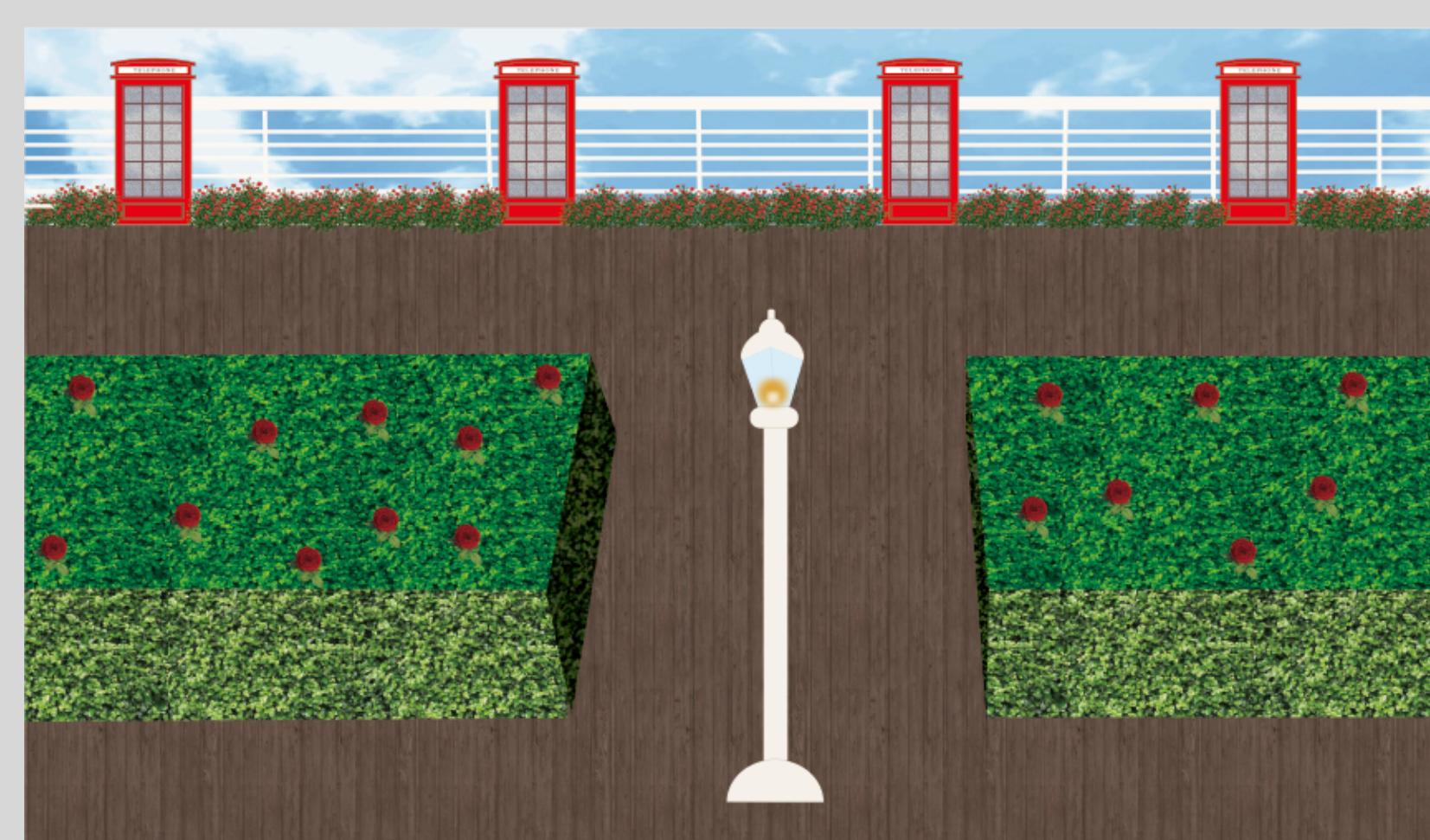
Perspective #1



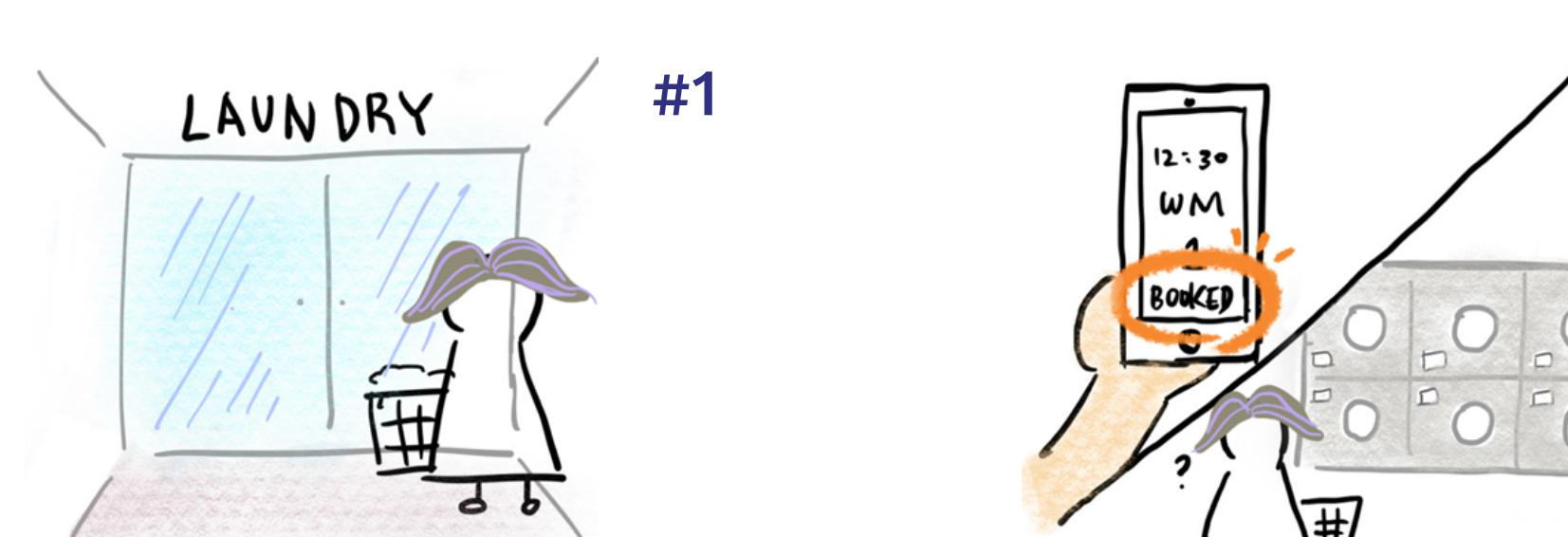
Perspective #2



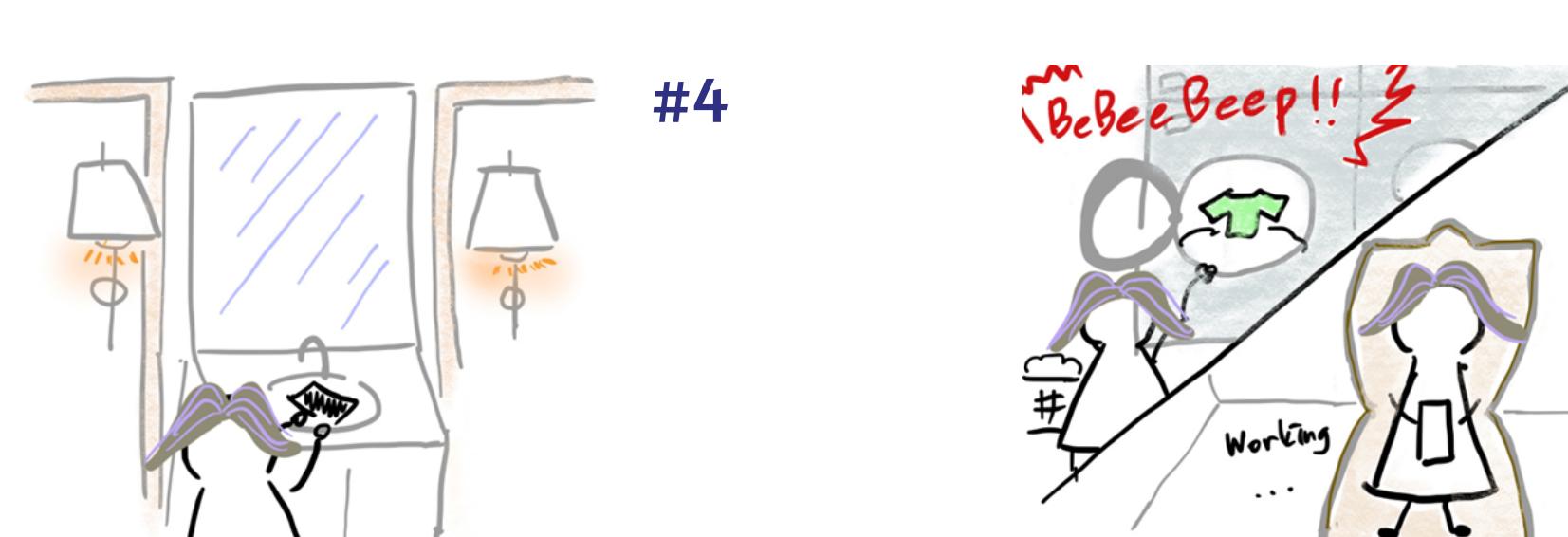
Perspective #3



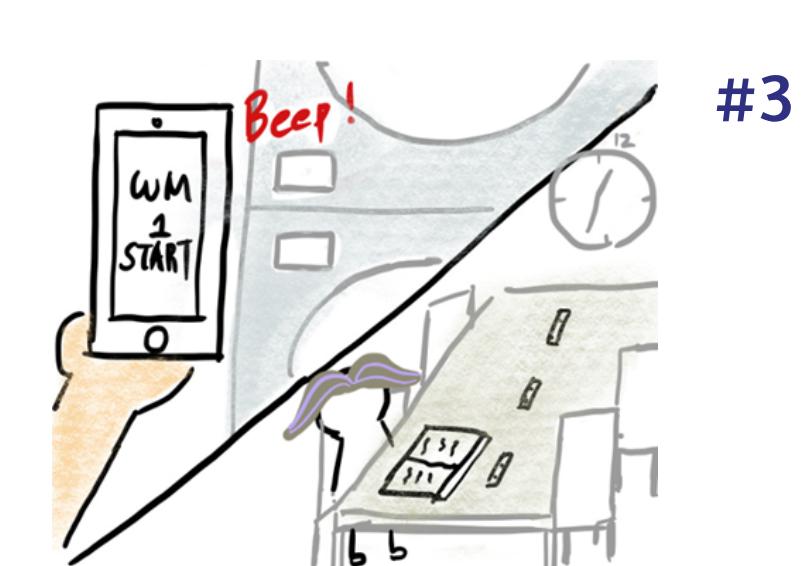
Storyboard of Scenario 1



Seoyoon, who likes to do laundry at nighttime, enters the laundry room with her big laundry basket full with her clothes.



After she's done with her assignments, she is bringing her delicate clothes like stockings and underwears to the personal washing area and washing them carefully.

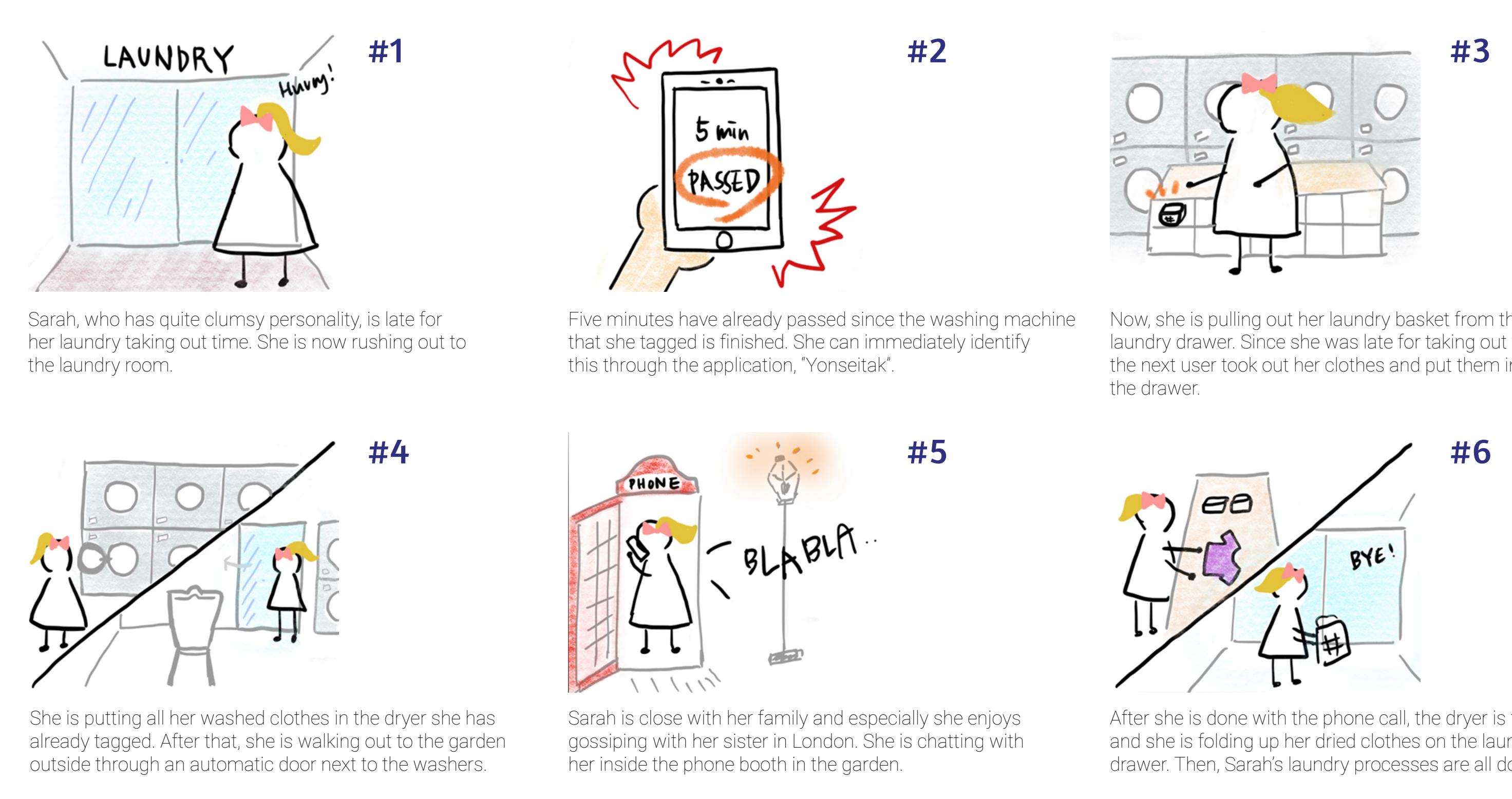


She has already booked the washing machine #1 with the official Yonsei laundry application "Yonseitak". She is looking for her assigned washing machine.



After the washing machine is finished, she's putting all the washed clothes in the dryer she has already tagged. After that, she is walking out to the garden outside through an automatic door next to the washers.

Storyboard of Scenario 2



Sarah, who has quite clumsy personality, is late for her laundry taking out time. She is now rushing out to the laundry room.

Five minutes have already passed since the washing machine that she tagged is finished. She can immediately identify this through the application, "Yonseitak".

Now, she is pulling out her laundry basket from the laundry drawer. Since she was late for taking out time, the next user took out her clothes and put them in the drawer.



After she is done with the phone call, the dryer is finished and she is folding up her dried clothes on the laundry drawer. Then, Sarah's laundry processes are all done!