

John Johnson is working his low paying job at McDonald's.



A random customer, who thinks that a minimum wage employee should act like he works at a first class restaurant, gets angry and fights John over his apathetic work ethic.



As a result of the fight, John's uniform gets dirty. His manager, who treats his workers like he's a drill sergeant, demands that John get his uniform clean or he will be fired.



Panicking over the fact that he has no money to afford get his clothes cleaned
John finally remembers something.



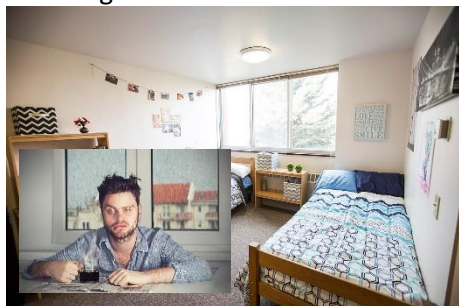
John remembers that he installed an app to find nearby laundromats. He uses the easy to understand interface to find one. He decides on one that is only rated 1 star, but it is the cheapest option.



The cheapest option just barely manages to remove the stain and John goes back to working at his deeply unfulfilling job.



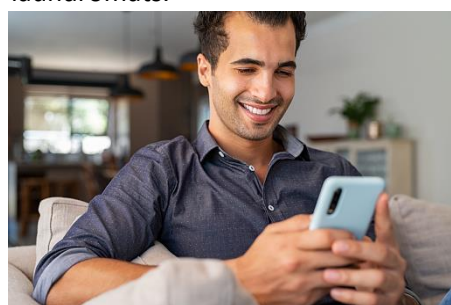
Lenny Schwartz wakes up to his alarm. He woke up 3 hours early at 4:30 am, to make sure he had time to get there.



He rushes to his dresser, only to find he doesn't have any clean clothes to put on!



Luckily, he finally found something he hopes will save him. He opens up his Washing Machine Vacancy Notifier app, and checks nearby laundromats.



He sees that the 3 he usually uses are all closed this morning! Fortunately, A fourth laundromat is open!



He puts on a large towel to cover up, and begins dashing through the streets!



Its 5:30 now, he should have enough time to wash and dry everything! He makes it into the laundromat...



...But he forgot to bring his laundry! He rushes back to his dorm, grabs everything he needs, and returns.



Unlocking the washing machine he reserved, he washes everything in time and changes into something presentable, prepared for his test!



Storyboard - Heath McCullough

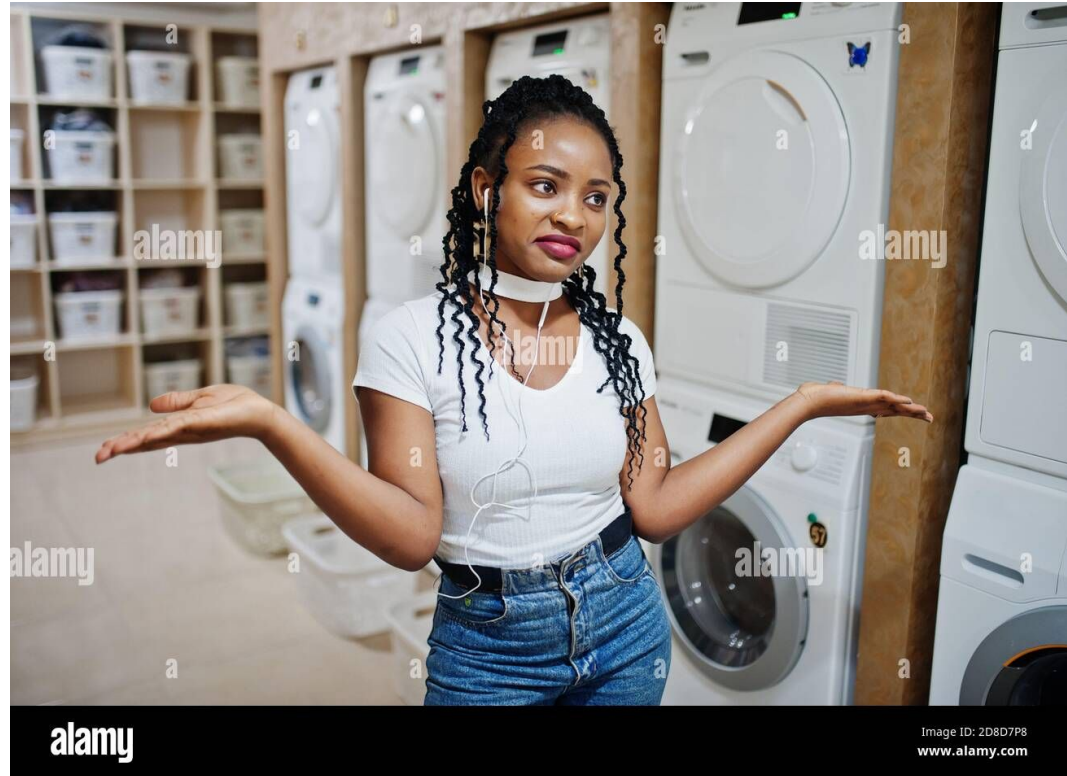
Tina is rushing home after work at 5:00 to take her son to his soccer game at 7:30.



Her son needs his jersey washed,
but she has to use a laundromat to
wash it. The washing machines
require special settings so as to not
ruin the jersey.



The last time she went to wash her sons jersey, she went to the closest laundromat, had to wait for a machine to open just for the machine to not have the settings she needed.



This time however Tina could not make that same mistake. She opens up our app and looks to find there is a laundromat relatively close with machines that she can see have the specific settings she needs to wash the jersey.



She gets there in time, using her phone to check to see which of the machines are open. She successfully gets the jersey washed, saving so much time than she would have otherwise if not using the app.



She gives her son his freshly washed jersey, and she makes it to the soccer game on time, ready to cheer her son on.



Richard Smith

Justin Mateo

A retired Richard Smith was in his garden reading a book waiting for the next movie to play on the Classic Movies Channel.



Then all of a sudden he realizes that he hadn't done his laundry for the week!



Richard then racked his brain for a laundromat that wouldn't be too busy at this time of day, but he couldn't come up with one on his own and did not want to waste time finding out the hard way.



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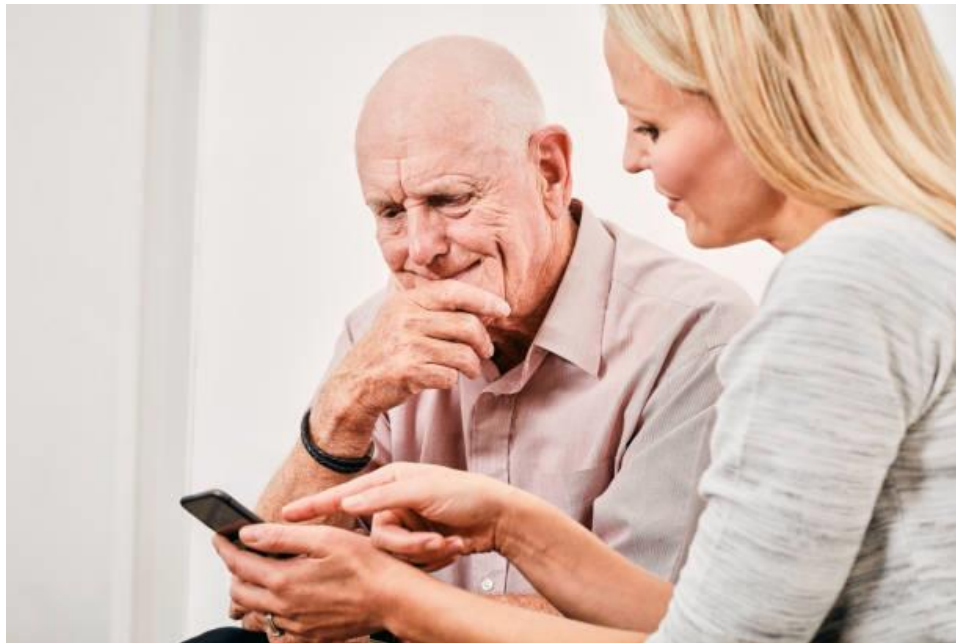
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From the recommendation of a friend, Richard downloads the Washing Machine Vacancy Notifier App in the hopes that he can quickly get his clothes washed before his favorite movie comes on.



Not being too tech savvy, Richard was afraid that he wouldn't be able to understand how to use the app, and his fully grown children are no longer around to assist him with technology.



To his relief however, the app had a very simple and straightforward user interface with many accessibility options such as enlarging buttons and text to speech. There was even a little walkthrough of the app! Richard felt very confident in his ability to navigate the app now.



Due to this Richard was able to quickly wash his clothes and get home in time to watch his favorite movie.





Josie travels a lot because of her passion for music and goes to 2 or 3 countries a month.



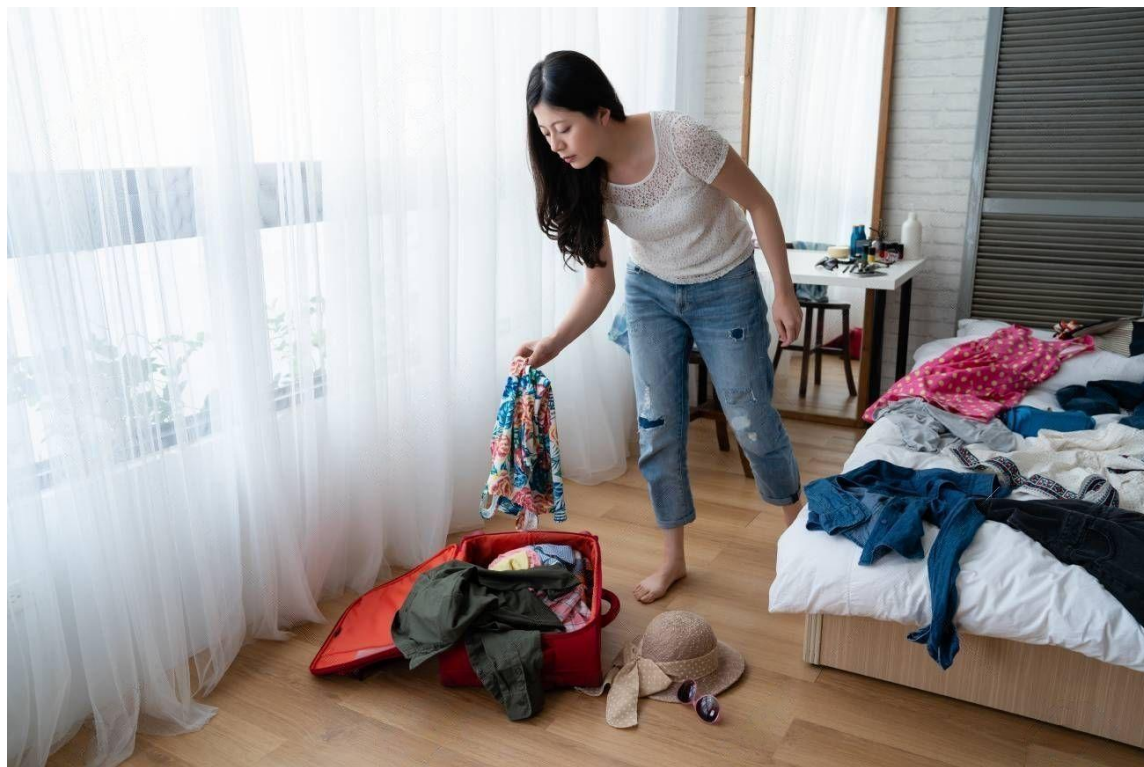
Josie puts on street concerts or solo performances in every place she travels to, to feel the peoples energy there and understand that countries culture.



Being a traveling musician Josie rarely has time to get more clothes and has trouble finding places to get them clean.



Josie remembers the she has an app that can help her find laundromats that have the nearest distance and shortest wait time. She sees one she likes and books her reservations for 1:30 pm.



Josie ends her performances early around 1:15 pm to get all her clothes and ready for her laundromat reservation at 1:30.



Josie arrives at 1:43 pm with all her clothes and throws them all in just before her reservation closed at 1:45 pm.



After the clothes finish she bolts to her hotel to quickly shower, get dressed, and checked out to quickly get to the airport.



Josie manages to board her flight at the last minute with all her clean clothes ready and packed. She can not wait to be in Brazil.