



The impact of Using Mobile Technology in Providing Convenient Laundry Services to Residents.

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CHAPTER 1: INTRODUCTION

1.1 Background of the Study

The Kenyan urban population has grown immensely over the past couple of years and will continue growing in the coming years what with the rapid growth in the development of Kenya, (Center, 2013). With this in mind, the busy Kenyan citizen has no time to do his/her laundry or other household chores for that matter. In our current day and age, having a busy schedule and having no time for laundry is no excuse to look unkempt.

Lifestyle change in Kenya has led to the rise of different and easier ways to perform day to day activities such as doing one's laundry or cleaning one's house. Most people are juggling ten different things at once and taking off doing laundry from one's "To Do" list would aid a great deal. The urban population work all week trying to balance work, sports, and family life, and do not really want to spend their free time or weekends doing laundry, (Roselle et. al, 2015).

Dirt in every day's activity is unavoidable no matter what activity is involved. After the acquirer of dirt in garments, many people hate to be involved in the cleaning process of these dirty garments in form of clothes, footwear and any other wear that may have gotten dirty.

1.2 Problem Statement

In our busy schedules, the task of washing, rinsing and ironing our clothes has become very tedious and time consuming. Taking care of one's home laundry can be hectic especially after a busy day or week has left one drained with little energy.

Busy working individuals;

- have no time to do their own laundry
- have no time or opportunity to go to the drycleaners / launderettes
- going to the dry cleaners may be costly
- not comfortable letting women who do laundry into their homes due to security risk.

If clothes are wet, especially during the cold season, they may end up staying outside on the hanging lines for a week or more for the majority of people who do not own clothes driers. Many people in the urban areas have demanding lives and have no time for doing laundry. This therefore creates the demand for a laundry cleaning solution.

1.3 Research Objectives

- i. To identify the current laundry solutions and processes and their challenges.
- ii. To design and develop the laundry process system solution named iLaundromart.
- iii. To validate the iLaundromart system solution.

1.4 Research Questions

- i. What are the current laundry solutions and processes and what are their challenges?
- ii. How will the iLaundromart system be designed and developed?
- iii. How valid is the iLaundromart solution?

1.5 Justification

This study suggests a solution to provide a reliable, convenient, one stop shop and quick means to dealing with one's laundry. This solution encourages the everyday busy citizen to live life, hassle free and with ease.

1.6 Scope and Limitation of the Study

This study will be conducted within Nairobi and its environs. There are approximately over 3 million people currently living in Nairobi with more than half of the population living in informal settlements. The city has experienced rapid economic growth and it and its environs will form the basis of our research and study, (Center, 2013).

This study will also concentrate on mobile phone users and how these phones can be a means to get the best and quickest laundry service.

The solution will be built on an apple platform, therefore only users with apple mobile devices will be able to use and benefit from the solution this study will provide.

1.7 Conclusion

In this proposal, we have discussed the background in relation to the laundry culture in Kenya. We have also discussed the problems facing busy working individuals who do not have

the time to do their own laundry. The scope of our study has also been defined in this chapter inclusive of the justification of our study. We have also discussed the research objectives and the research questions that this study intends to answer.

References

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