

# Hang your clothes *in* to dry

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CUSTOMER NEEDS (By primary need importance):

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OPIM 415

## 1) The rack poses minimal obstructions

- \*\*\* The rack takes up minimal floor space
- \*\*\* The rack is easy to stow or does not need to be stowed
- \*\*\* The rack allows free user movement below and around it
- \*\*\* The rack is within easy reach
- \*\* The rack allows free movement of the object it is attached to
- !\* The height of the rack is adjustable

## 2) The rack dries clothes satisfactorily

- \*\*\* The rack hangs clothes such that they dry as fast as possible
- \*\* The rack prevents stretching or creasing of clothes while hanging
- The rack dries clothes such that they aren't stiff
- ! The rack prevents clothes from picking up odors or mold while drying

## 3) The rack is affordable

## 4) The rack accommodates all clothing types

- \*\*\* The rack provides space for drying smaller articles such as socks
- \*\*\* The rack handles heavy loads such as multiple jeans or sweaters
- \*\*\* The rack holds clothes high enough to prevent them from touching the ground
- \*\* The rack accommodates both clothes to be hanged and those that need to lie flat
- !\* The rack accommodates excess worn clothes that user does not want in the hamper

## 5) The rack is portable

- \*\*\* The rack is simple to assemble and or install
- \*\*\* The rack is easy to operate
- \*\* The rack is light
- \*\* The rack fits into any room type
- \* The rack has wheels for portability while in use
- ! The rack can be used on travel

## 6) The rack provides adequate space to dry clothes

- \*\*\* The rack maximizes surface area
- \*\* The rack's size can be adjusted

## 7) The rack accommodates more than just machine-washed clothes that need drying

- \*\*\* The rack dries hand-washed clothes
- !\* The rack accommodates worn clothes that user does not want in the hamper
- The rack handles drips
- ! The rack can freshen the scent of odorous clothes
- ! The rack can assist in clothes folding
- ! The rack acts as a shelf for other objects

## 8) The rack expedites drying

- \*\*\* The rack adequately separates clothes such that there is no overlap
- The rack dries clothes within 4 hours
- ! The rack uses convection to expedite drying

Secondary needs arranged from most important (\*\*\*) to least ( ); ! - denotes latent need

**9) The rack is not made out of wood and doesn't mold or degenerate**

**10) The rack is aesthetically pleasing**

The rack comes in a variety of colors  
The rack has an innovative shape

**11) The rack provides dual functions**

- ! The user is able to perform simple exercises such as pull-ups on the rack
- ! The rack stores laundry needs such as detergent and bleach
- ! The rack acts as a table
- ! The rack acts as an ironing board

**12) The rack can be easily passed on, kept, or disposed of after college**

**Description of Interviews**

We interviewed 20 total friends, 13 men and 7 women. Out of the men, only 5 felt they had a need for such a product; the rest did not even hang their clothes (they would either run the load through the dryer again or let it dry on the bed). On the other hand, all the women interviewed indicated a need for the product, as they all hang-dry at least some of their clothes. We discontinued interviewing potential customers once we felt that they were no longer identifying new needs. All respondents felt strongly about affordability of the rack, with maximum willingness to pay ranging from \$15 to \$35.

**Interviewing Methodology:**

- 1) Do you encounter the need to hang clothes to dry? If so, what is your current solution?
- 2) What do you like/dislike about the current solution?
- 3) How would you improve on existing solutions?
- 4) What is your ideal solution?
- 5) How much are you willing to pay for such a device?

At any point, we asked follow-up questions to obtain more specific responses

**Interviewees:**

*Males (13):*

Kuong Chaing (SEAS '08)  
Daniel Francis (W '08)  
Sagar Singh (SEAS '08)  
Alex Good (W '10)  
Sida Wang (W '08)  
Gavin Lazarus (W '08)  
Bill Yau (W '07)  
Fan Zhang (W '08)  
Ashwin Thapar (W '08)  
Ernest Gomez (SEAS, W '08)  
Albert Tsang (W '08)  
Jay Patel (SEAS, SAS '08)  
Sunil Subbaramanian (SEAS '08)

*Females (7):*

Elaine Simeon (SAS '08)  
Stephanie Joco (SAS '08)  
Tina Lee (SAS '08)  
Elaine Yip (SAS '08)  
Jenny Ning (W '07)  
Serina Yu (W '08)  
Archita Banerjee (W '08)