



Mini Spotless

July 17, 2018



Core Values

Making it easier to maintain a clean and happy home.

After more than 100 years in the floor care industry, Hoover has developed a strong appreciation for the **hectic lives of active families**. Whether you're busy with school, work, pets, or fun activities, the easier it is to **clean and maintain your home**, the better. That's why we're focused on developing products that **get the job done right** while making it **easier than ever for busy households to keep their home clean**.

POWERFUL
RELIABLE
EFFORTLESS

Target Audience: Active Family

- Mom is the center of **Team Family**.
- Being "Mom" is **just another facet of her life**; not a tough and harried job
- She looks for ways to "get it done" in a **quick, easy** fashion
- A clean house provides a **sense of accomplishment** and success
- She is pragmatic and values brands that interact with her in a **real way**



Bulls eye: Female
30-45



HH Income:
\$75K+



HH Size: 2-4
Kids in home



Tech savvy



College
Educated



Pet Owners



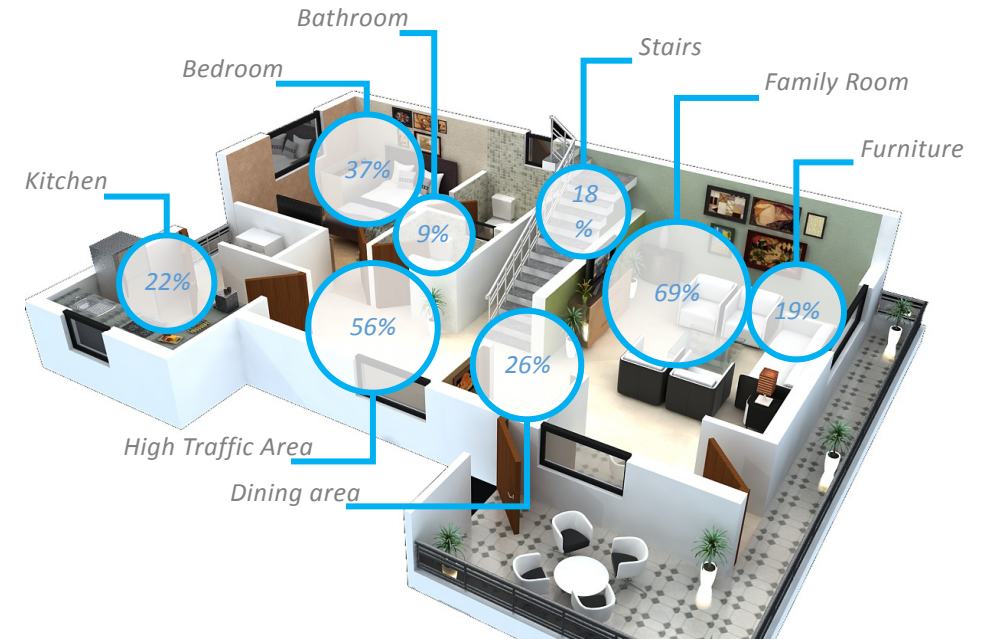
Research



Current Products



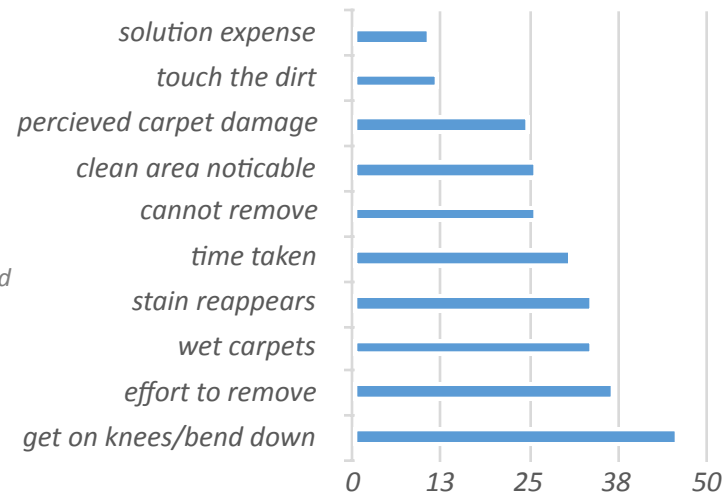
Where do spots occur?



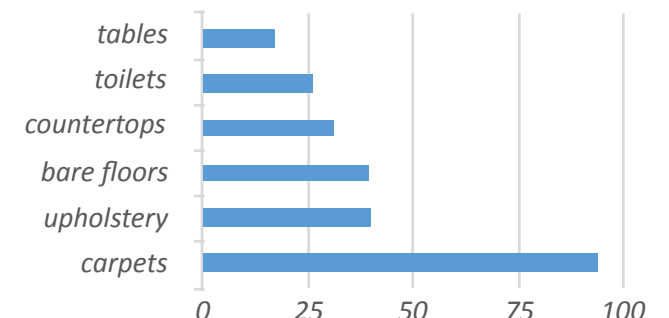
Types of spots



Frustrations with removing spots and stains



Surfaces





Research



Spills (liquid) 65%



Key Insights

- Two solution
- Four recovery
- Medium effort
- Oxy Clean works but it takes more time
- 45 minutes
- Back, hand, and knees started to hurt

Food 57%



Key Insights

- One solution
- Two recovery
- High effort
- Removed solids with paper towel
- 45 minutes
- Back, hand, and knees started to hurt

Key Insights

- .03 Gal solution
- .02 Gal recovery
- Low effort
- Removed most of the ketchup with paper towel
- 10 minutes

Key Insights

- Minimal solution
- Minimal recovery
- Low effort
- Removed most liquid with paper towels
- Stain was easy to remove
- 10 minutes



Key Insights

- Two solution
- Four recovery
- High effort
- Removed solids with paper towel
- 45 minutes
- Back, hand, and knees started to hurt



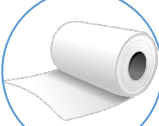
Research



Immediate action



Is it Wet or Dry?



Did it just happen?

See it later

Is it Wet or Dry?



Something left to clean?



How big is the mess / stain?

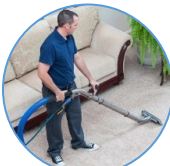
LARGE MESS / STAIN



Carpet cleaning machine

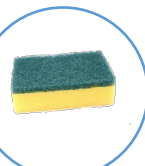


Rental machine



Professional Cleaning

Small MESS / STAIN



Manual scrubbing

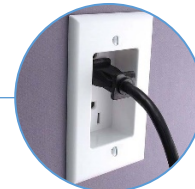


Spot cleaning machine

SPOT CLEANER READY



Storage area



WET

PICK UP

REPEAT

dry

spray

REPEAT

dry

scrub

dry

scrub

dry

scrub

dry

scrub

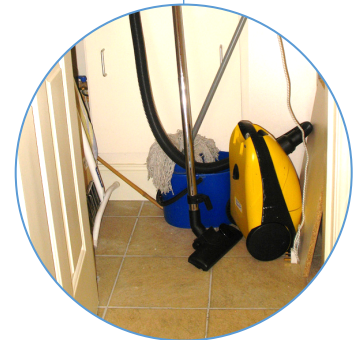
dry

Stain gone?
Carpet Dry?



SELF CLEAN

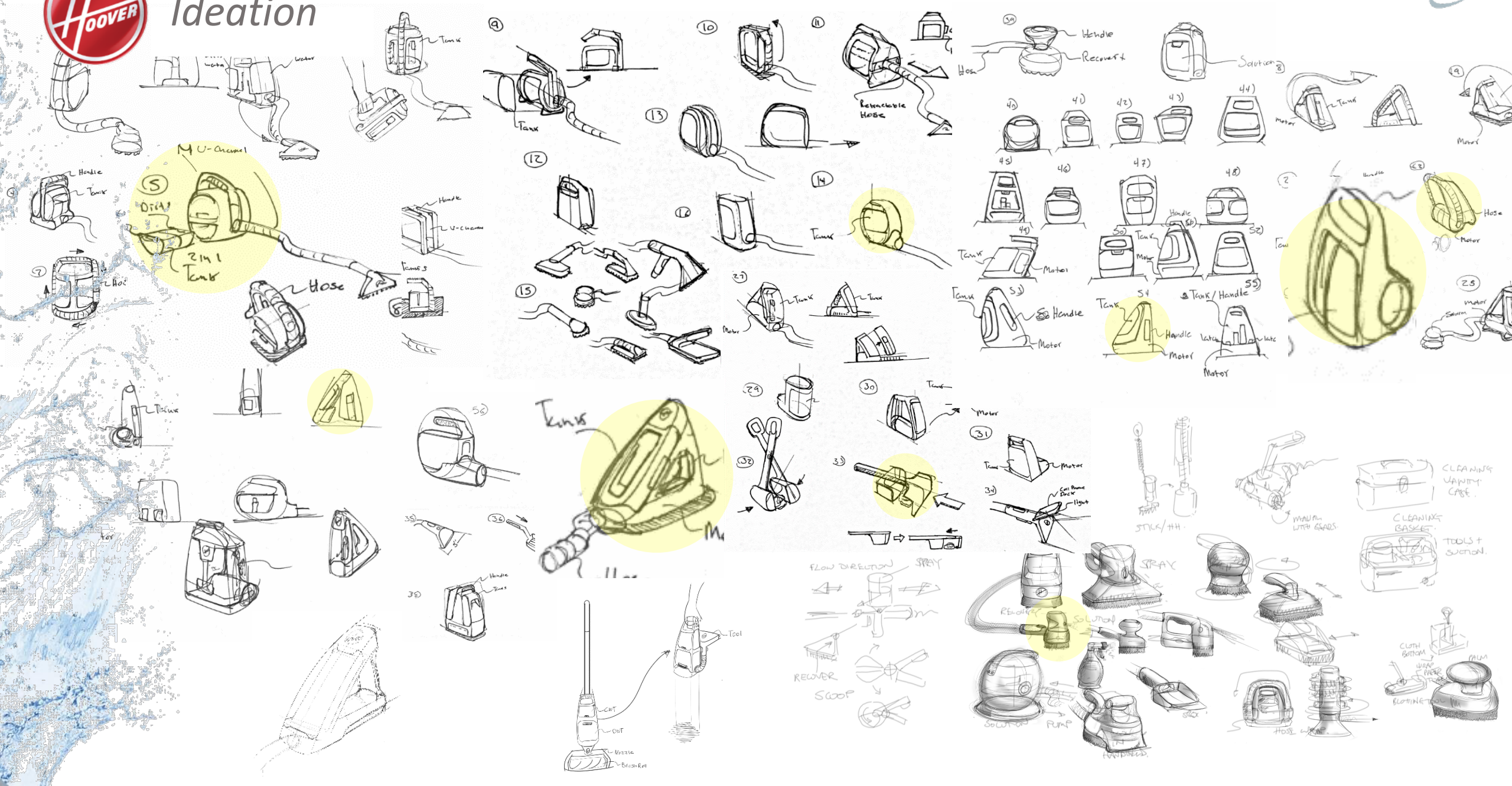
Remove tank



Storage area

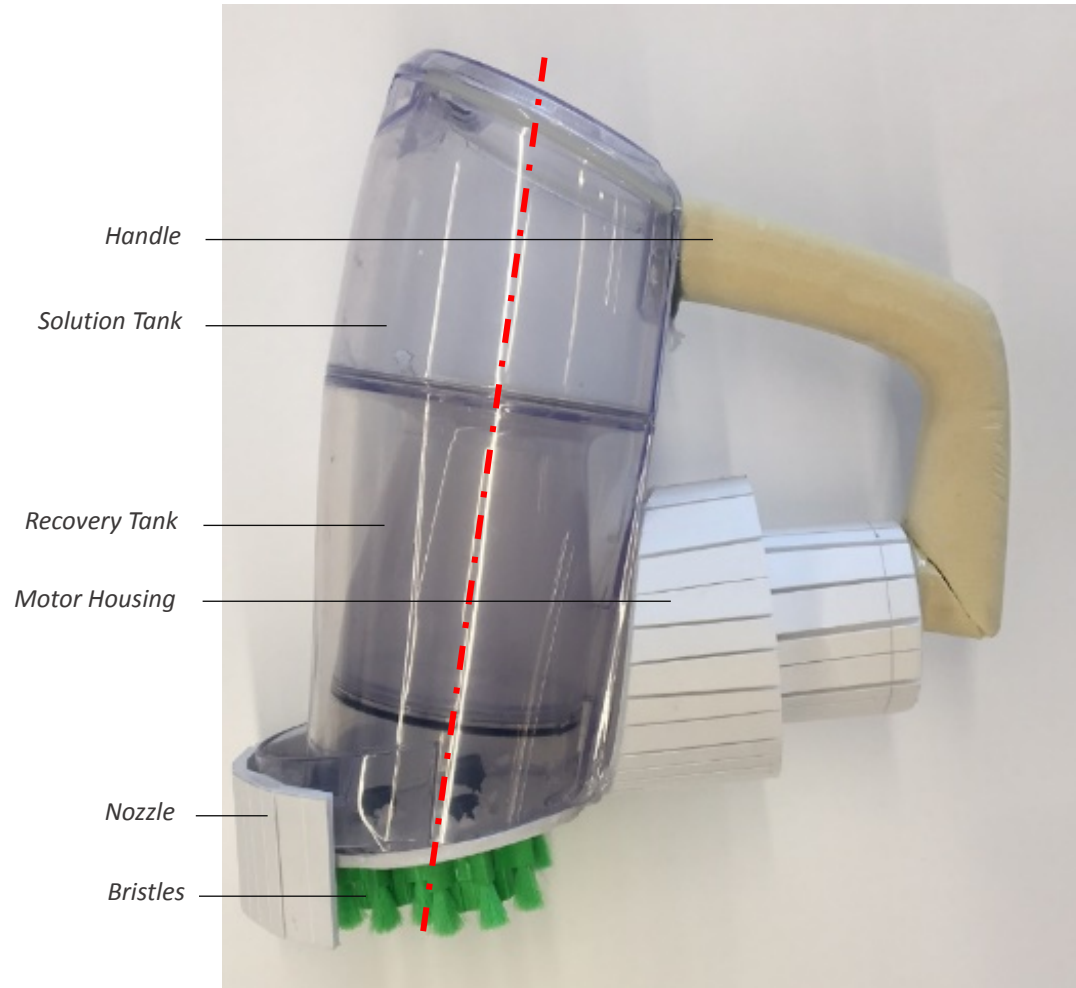


TTI



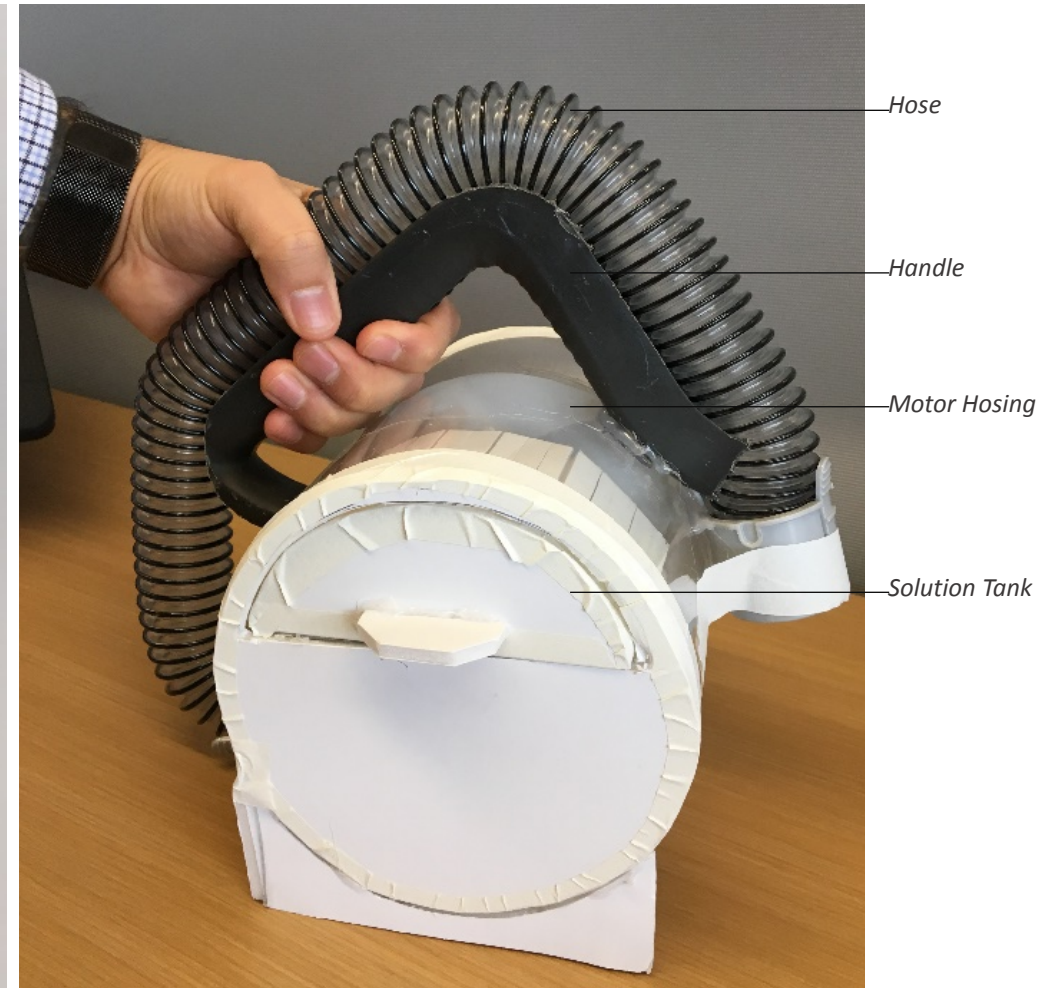


Initial Prototypes



Concept 1

- Well distribution of weight
- Weight is directly on top of the bristles
- Compact solution and recovery tank

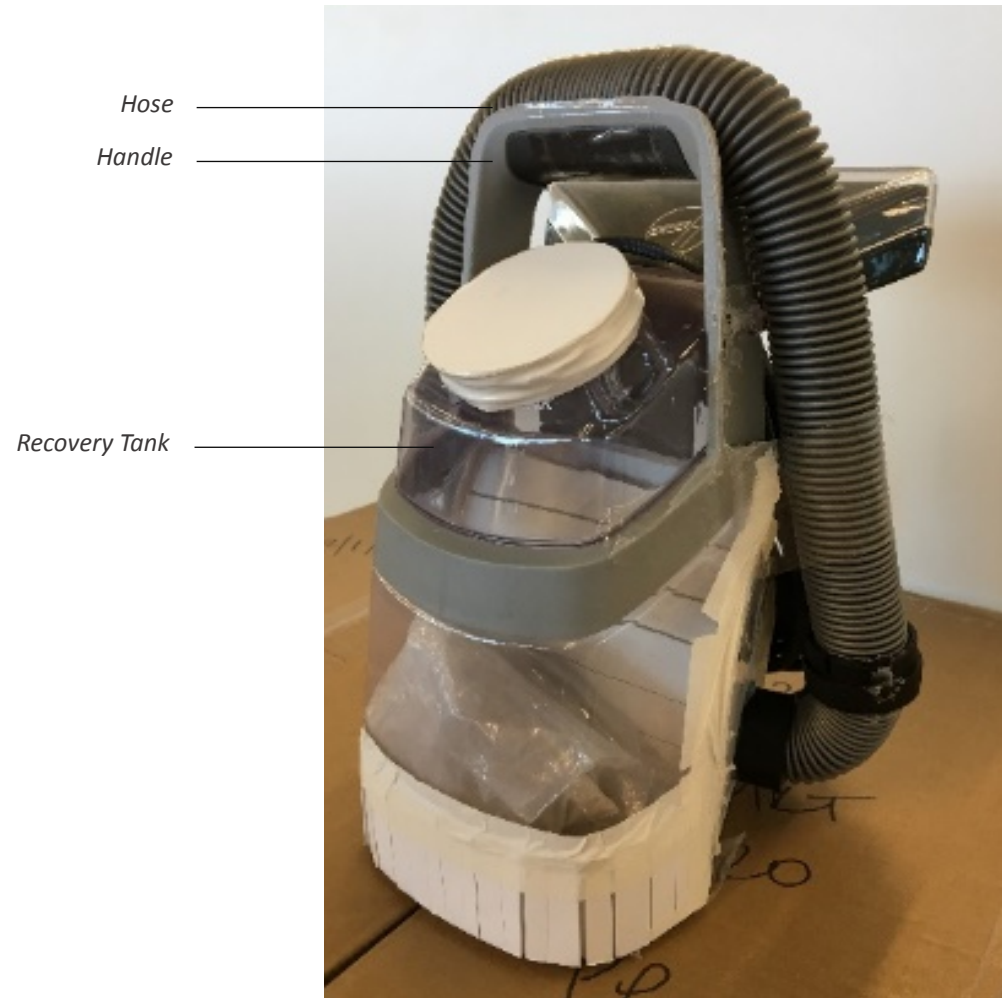


Concept 2

- Well integration of the hose and tool
- Compact motor housing



Initial Prototypes



Concept 3

- Compact design
- Hose wraps on handle
- Handle attached to recovery tank



- Tool between cable
- This concept only work with stretch hose
- Hose is tangent to motor housing

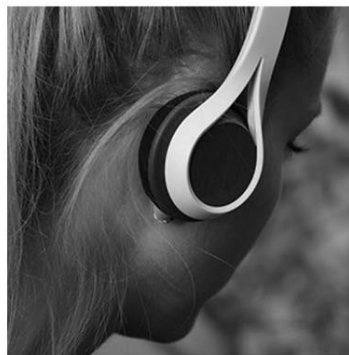


Initial Prototypes



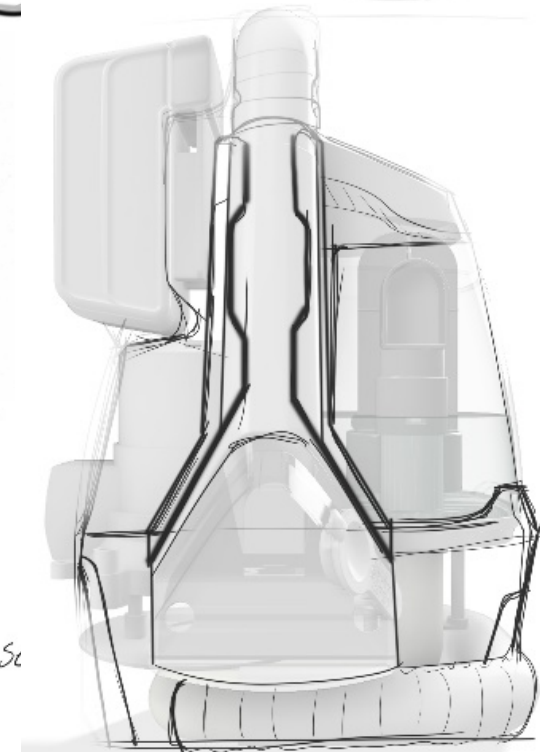
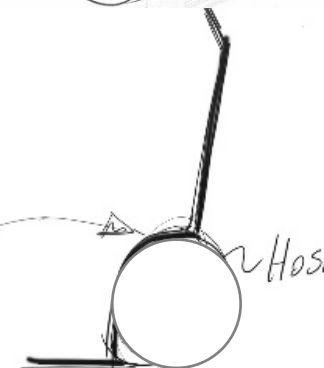
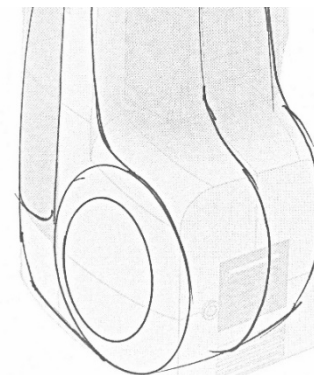
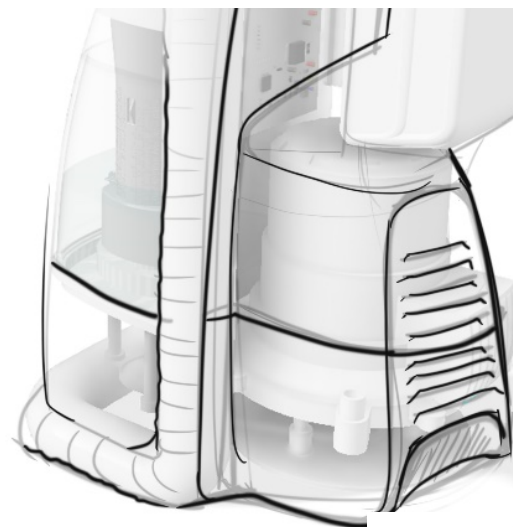
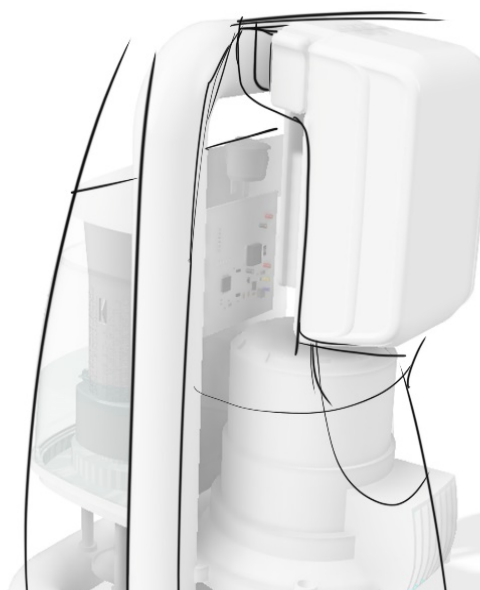
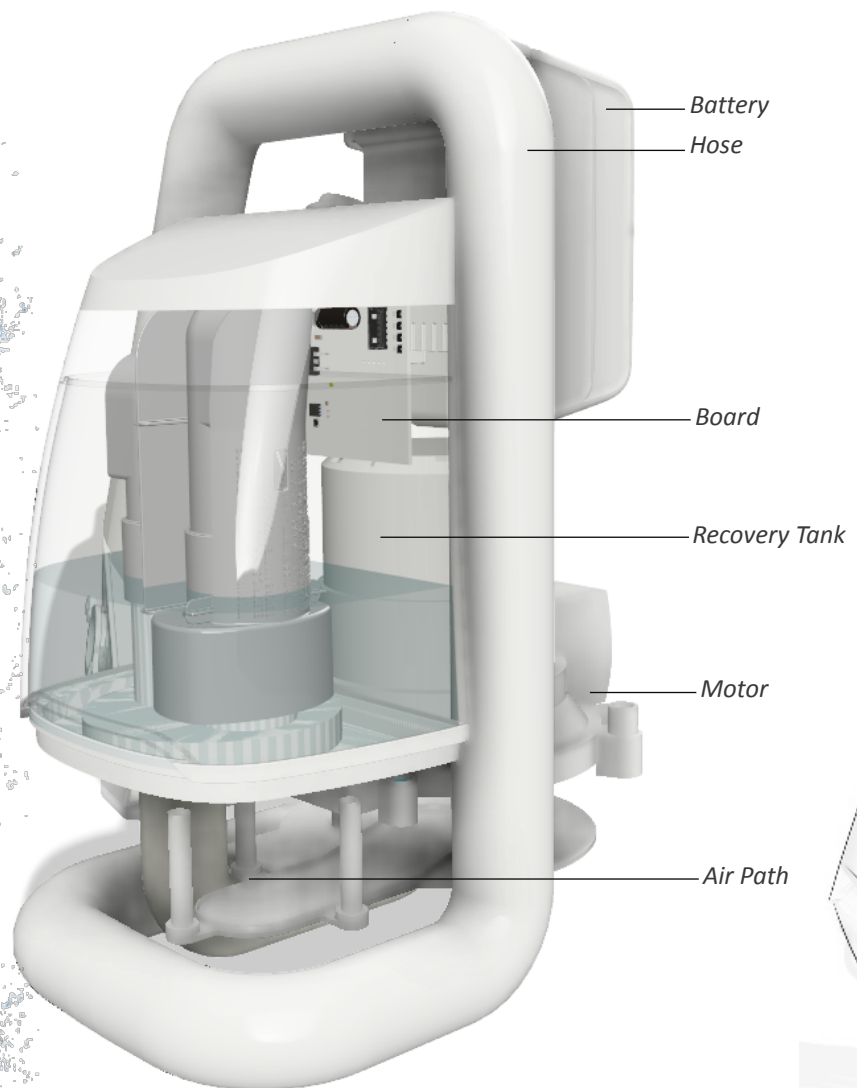
Concept 3 V2

- Carry handle on main body
- Separate recovery tank handle
- Stretch hose wraps on carry handle





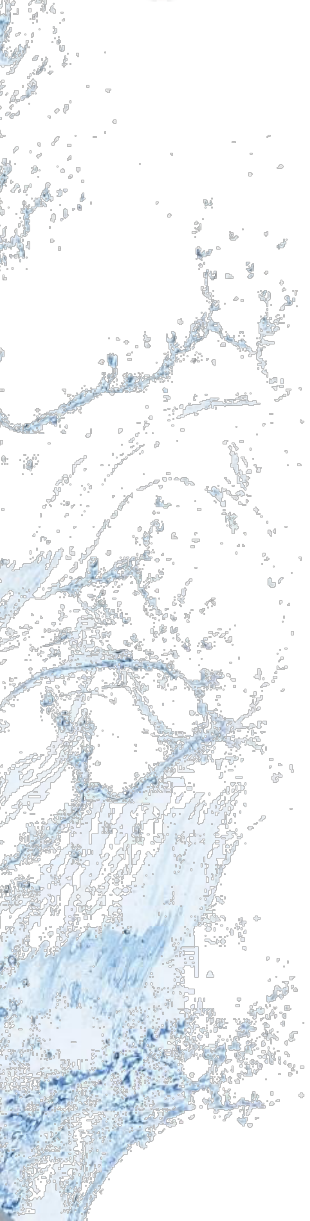
Concept Development



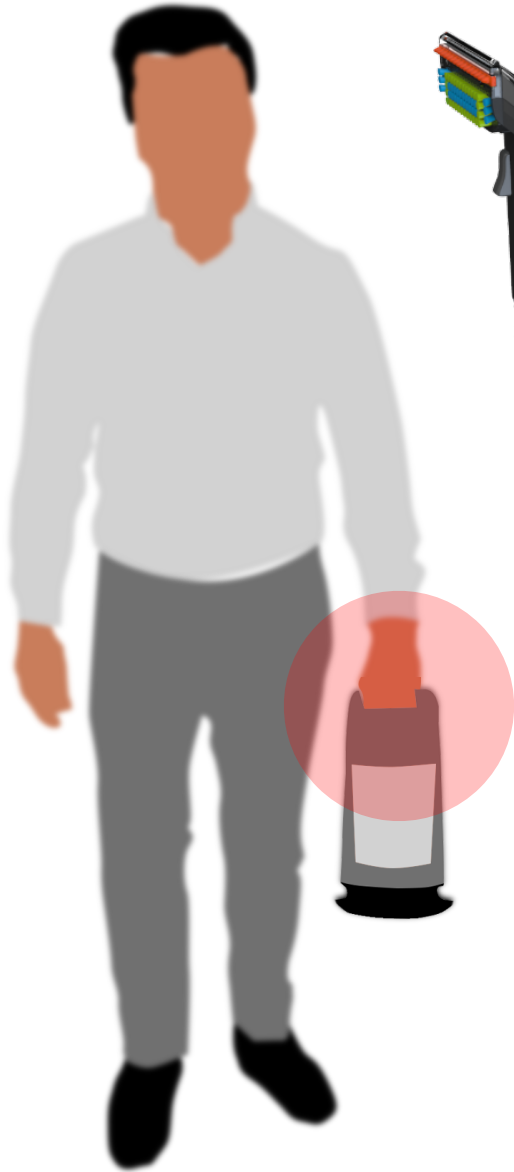


Concepts

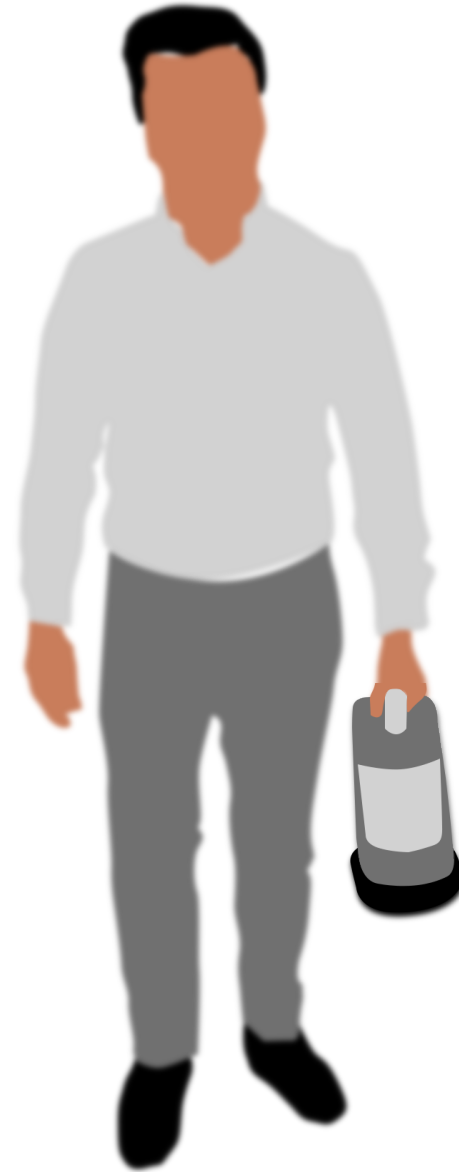










- Side to Side handle caused user to have issues while cleaning.
- High stress on users wrist.

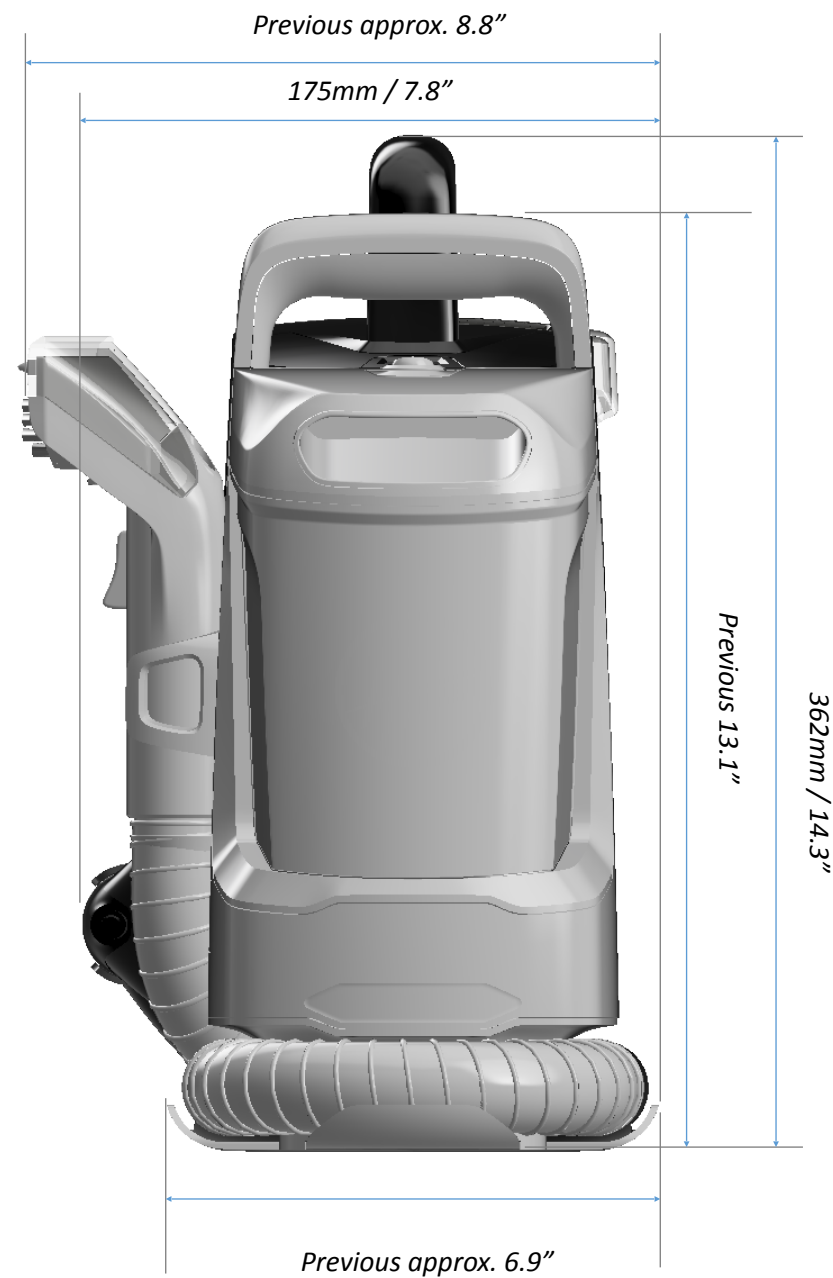


Front to back carry handle improves in use interaction, easier to hold when carrying due to hand position, and looks more streamlined.





-  *First Appearance Model CAD*
-  *Updated CAD*





Original



For consumers, the actual storage location would be on the side, based on user feedback. Benefits: perceived more compact, tool feels more integrated, easier to store because the tool does not 'stick out'.



1. Squeeze latch to release recovery tank.



2. Tank easily releases from unit before unit is lifted off the floor. Shape should ease return to body and self align.



3. Latch and lower handle provide good grip to hold the tank when full of liquid.







DUAL TANK SYSTEM

GRAB & GO CORDLESS CONVENIENCE

POWERED BY ONEPWR™

