

THE GOAL

- Product overview
 - Solar heated drying rack system for clothes
- Target Customer
 - Those who air dry clothes which cannot be placed in a normal dryer
- Existing Market
 - Homeowners
 - Residents of apartments
 - College students



CUSTOMER RESEARCH

- Based on a survey of students and homeowners
- 62.5% of homeowners dry less than 5 items at a time
- Over 70% of both groups believe that air drying takes too long and takes up too much space



NEEDS, ATTRIBUTES, AND CRITICAL RISKS

Customer Need	Product Attribute(s)
Maximizes natural drying effects	Shape, Air Flow Path
Can be easily set up and removed	Weight, Size

○ Critical Risks

- Can drying time be reduced significantly and cheaply?
- Will the customer find the product simple to use?

CONCEPT MODELS

- Door mount heated dryer



- Window-mount solar dryer

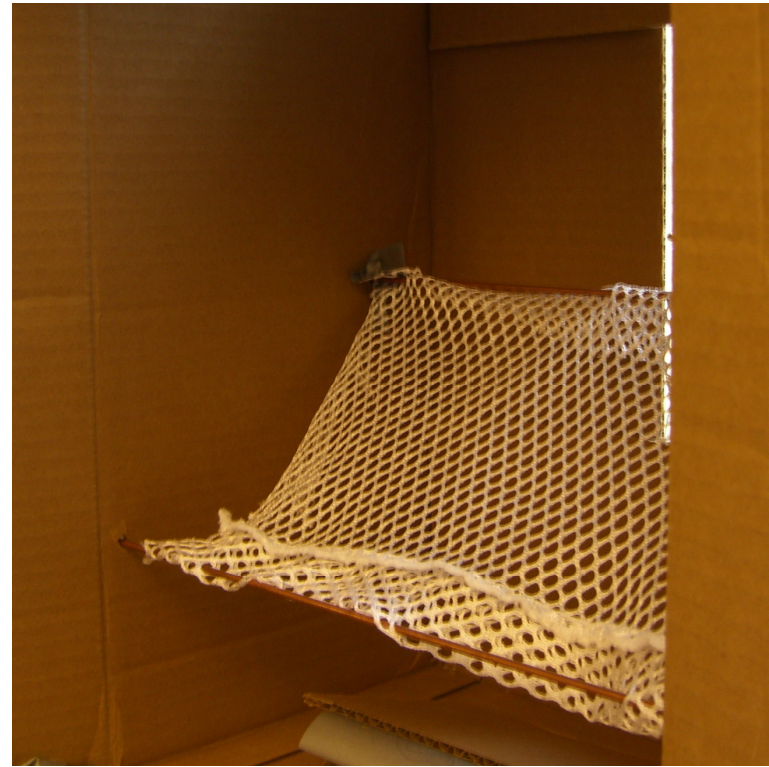


CURRENT DESIGN: DRYING ORIENTATION

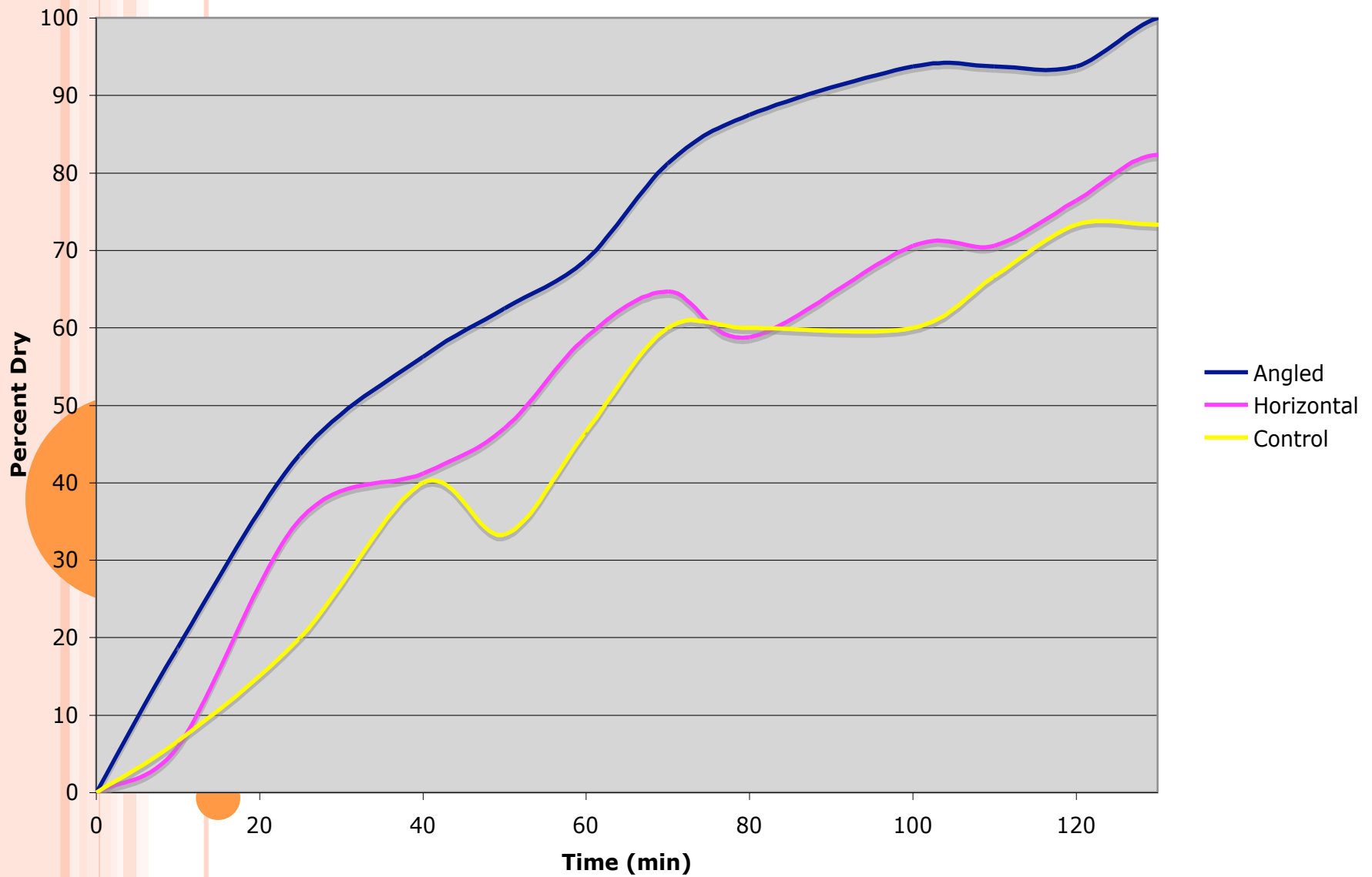
- Horizontal shelves



- Angled shelves, roughly 30°



Percent Dry vs. Time



CURRENT DESIGNS: ATTACHMENT

- Suction cup hook and mounting bar



- Suction cup hooks and mounting bar on straps



NEXT STEPS

- Improving current attachment methods
- Exploring adding a heating element
- Exploring adding fans for improved air flow
- Absorbent, reflective, and lightweight materials

