

V/O:

Getting the wash done at the Smith house was a BIG chore for a mom with four kids. There were always lots of loads to do, but not a lot of people pitching in to help out mom.

But that all changed thanks to WashSquad!

A new app designed and implemented by DigitasLBi, WashSquad for Whirlpool solved an age-old problem with a digital twist.

Here's how:

First, with Mrs. Smith's persona always top of mind, the team got to work building a creative new app that filled a niche need for modern families.

Next, make it fun. Make it useful. Get the kids to help out with the load so Mom can take a load off.

Nail down the structure and functionality of the app, requiring rigorous annotations and conceptualizations of how laundry jobs would be assigned, tracked, and fulfilled.

Brought to life the wires with beautiful visuals that made the look and feel pop.

Validated the prototype with user testing which informed improvements to the user interface.

Lastly, over the course of a month, users recorded their experiences with the app to provide valuable insights.

So how does WashSquad work?

The Whirlpool WashSquad app unveils the mystery behind how to do a perfect load of laundry, and calls on the whole family to play a supporting role in stain removal and fabric care.

Got a load of towels to wash? Award points for a completed load to be used as incentives.

And... add a note, and the laundry has been delegated.

And... the Stain Master's powerful guidance will help make unsightly stains disappear...

...and the label decoder can translate label symbols into cleaning instructions...

If Whirlpool washer and dryer models are entered into the app, it will provide customized cycle guides, based on the type of load and the specific settings available on your machines.

From Wash Wreck to Wash Whiz in weeks!

Mom might not understand exactly why her kids spend every moment connected to mobile devices. But at least now with Wash Squad, she's getting a little help from all those devices that **she** bought.