

# The Laundry Experience for Colleges and Universities



Washlava lets students reserve and pay for machines from their smartphones. No waiting. No quarters. No hassle.

FOR CAMPUS

## Laundry for the Way Students Live

Washlava fits seamlessly into the on-campus lifestyle and helps colleges and universities stay on the cutting edge of innovation while addressing the classic laundry issues affecting residence halls.

## Connected Laundry Management

- Increased customer convenience
- Quick, low cost and easy install
- Instant machine error notifications and remote machine resets
- Robust performance analytics
- More efficient laundry rooms via machine reservations and in-app notifications
- Automated, demand-based pricing capabilities
- Targeted marketing and customer engagement
- 24/7 user support and seamless refunds

## How It Works



Reserve

Reserve 1, 2 or 3 washers so they're waiting for you when you arrive.



Pay

Hold your phone next to the machine you want to use and click to pay.



Go

Keep tabs on your laundry and get notified when your laundry is finished!

## Customers Love Our User-Friendly Features

It's convenient, modern, easy to use and fast!

Reserving a machine before I get there is a GAME-CHANGER!

The real-time notifications are perfect for my busy schedule.

Find us in the App Store  
Learn more at [washlava.com](http://washlava.com)



# Washlava Beta Test

## Case Study at the University of Florida



Washlava, and a large laundry management company partnered together to conduct a 90-day pilot of Washlava's laundry platform at the University of Florida. The test was held at Infinity Hall, UF's premier live-work residence hall.

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### Purpose of the Test

The goals of the beta test were to:

1. Prove that the platform and app work as intended
2. That target users (Millennials) like the system and will adopt it
3. Obtain feedback from users
4. Gather data on laundry usage patterns

### Student Laundry Challenges

Through surveys and focus groups, Washlava identified several pain points that residents were experiencing prior to the Washlava installation:

- Perceived shortage of washers and dryers in hall
- Credit card readers failing to accept swipes reliably and then producing duplicate charges
- Time wasted because of unknown machine availability and no laundry status visibility

### Implementation Details

Existing washers and dryers and a credit card payment system were replaced with new LG machines.

- 12 washers and 12 dryers were distributed across 4 laundry rooms
- Washlava technology was integrated inside each machine
- An LED light fixture was affixed to each machine to indicate status

**Green** = Available      **Blue** = Reserved      **Orange** = In Use

### Beta Findings

Students immediately understood how to use the Washlava app. No instructions or guidance was needed. Throughout the test, they reported:

- Improved equipment throughput and machine availability
- Spending less time doing laundry because of improved laundry room visibility, machine reservations and in-app notifications
- Seamless, error-free payments via the mobile application
- An affinity to the sleek design and usability of the LG machines

### Students describe Washlava as "Convenient".



#### BETA DATA

Washlava ended the beta with 90% of residents saying they would recommend Washlava to a friend.

#### PREFERRED BY STUDENTS

The beta test was extended based on resident requests and concluded with students preferring the Washlava solution 12 to 1 over quarters and 7 to 1 over credit cards.

Washlava's platform is now available for colleges and universities.

SEE WASHLAVA IN ACTION AT [bit.ly/InfinityBeta](https://bit.ly/InfinityBeta)

Find us in the App Store  
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