

UMBRELLA DRYER

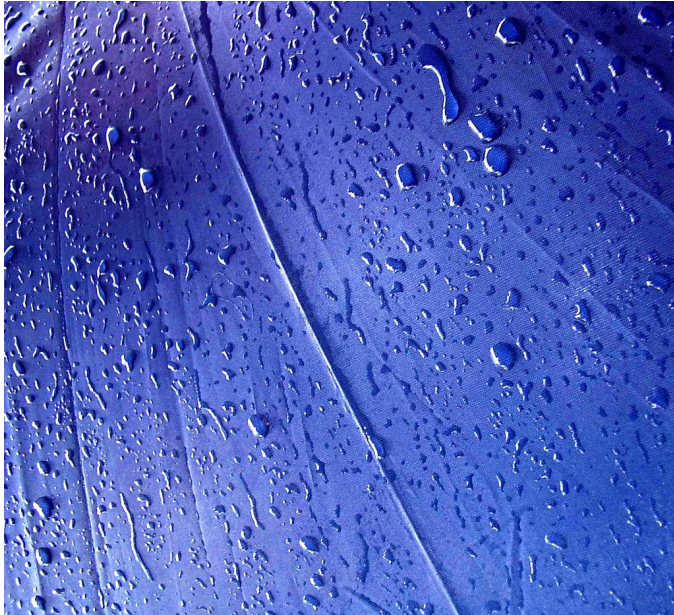
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Riri, Haitong, Kirsten

PROBLEM

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With frequent flash rains, umbrellas are a common sight in New York City, in offices, schools or shopping centres. However, wet umbrellas can cause much inconvenience.



Wet umbrellas drip and get indoor areas wet and dirty which very likely pose danger to people.



To dry umbrellas some people put and leave them open in public space causing inconvenience.



The conventional umbrella dryers use up large amount of electricity and waste a lot of plastic.

RAINY DAYS IN NYC



FREQUENCY

Days per year of rainfall - **121 days**



SLIP & FALL LAWSUIT

Under New York Civil Practice Laws & Rules section 214, anyone who was injured in a slip and fall on someone else's property can **file lawsuit** within 3 years.



PLASTIC WASTE

Millions of plastic waste caused by rainy days are produced each year in just Manhattan.



OUR GOAL

To **reduce** the down effects of wet umbrellas, to **replace** the unsustainable umbrella dryers on market with **greener**, more **efficient** and visually more pleasing product.

AUDIENCE



Public spaces that has massive visitors daily.



MALLS/DEPARTMENT STORES



MUSEUMS

EXISTING PRODUCTS

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The existing products serve for wet umbrellas drying purpose



PLASTIC SLEEVES

The most common today.
Unsustainable and not applicable
for all types of umbrellas.,



BLOW-DRYER

Quickly dries umbrellas but requires
electricity and higher budget.



MOP-DRYER

The most sustainable and
cheapest of all.

今までの雨の日は・・・

後片付けが大変

ビニール袋代がかかる

見た目がきたない



電気代がかかる

環境問題



そこで“しずくりん”を使うと・・・

ビニール袋がいらない

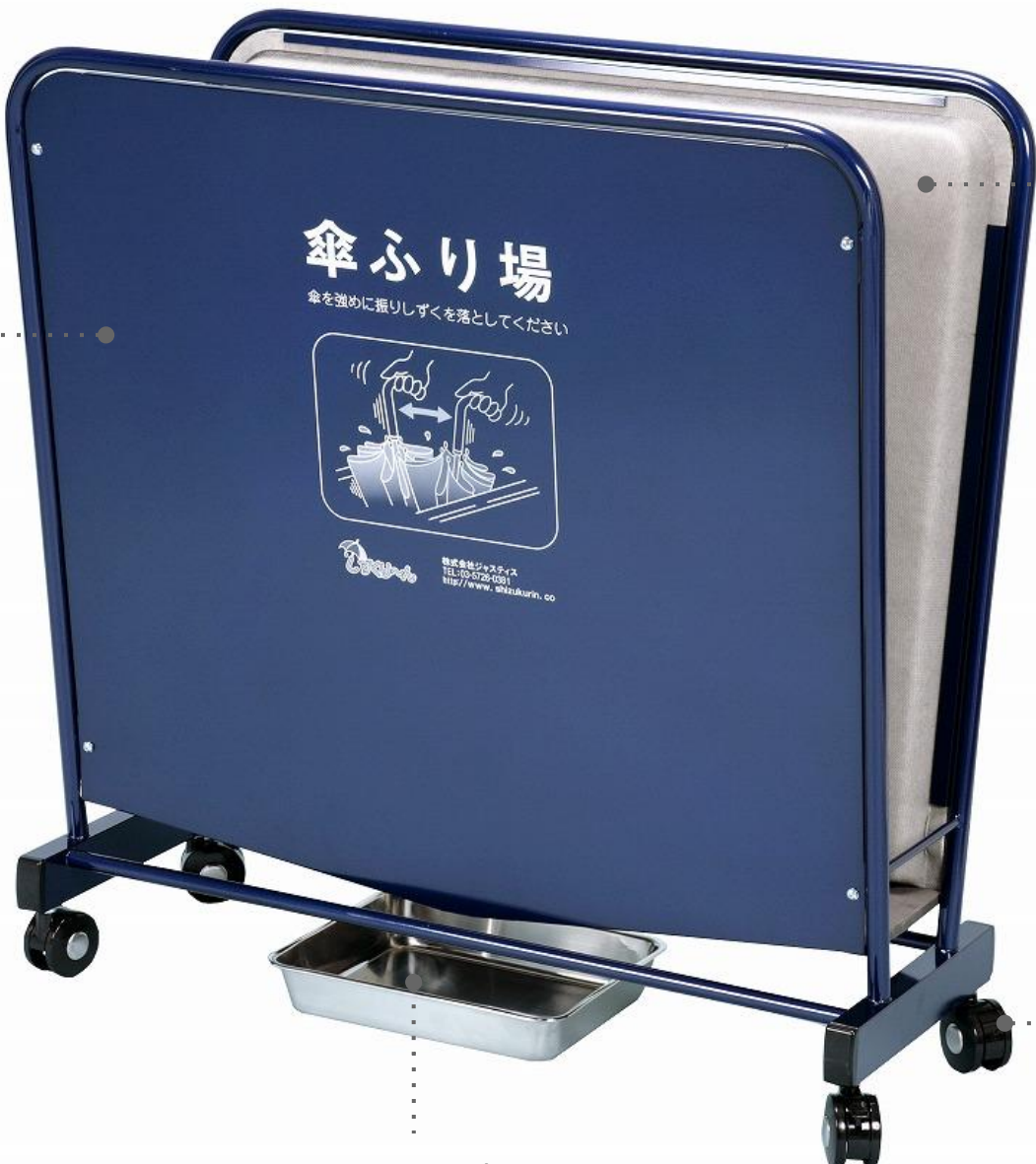
電気がいらない

ポンとおくだけ



地球にやさしい

メンテナンスなし



Metal outer shell with printed instructions.

No matter how many umbrellas you use, rainwater will not rewind during use and wet your umbrella.

Wheels for easier transfer.

Tray water volume-
2.7 liters.

MATERIAL RESEARCH

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Drying Function Part



Superabsorbent polymers



Can absorb and retain extremely large amounts of a liquid relative to their own mass.



Eco-friendly sponge

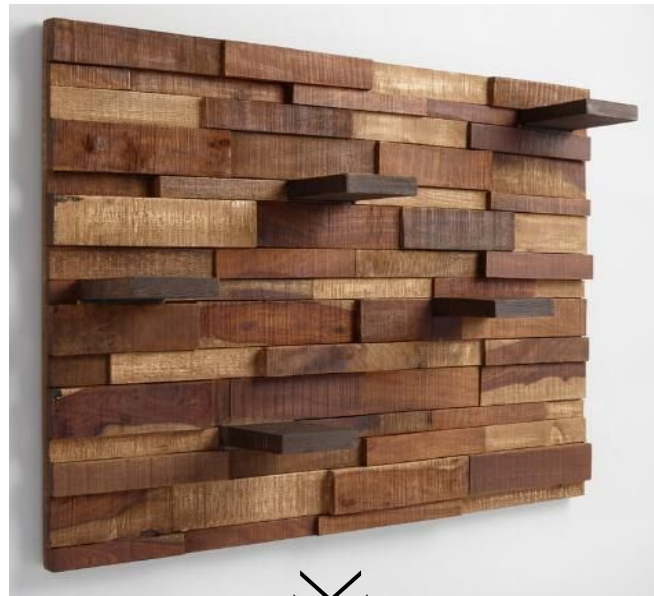


Sea sponges have superior water absorption and natural antibacterial properties

MATERIAL RESEARCH

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Cover



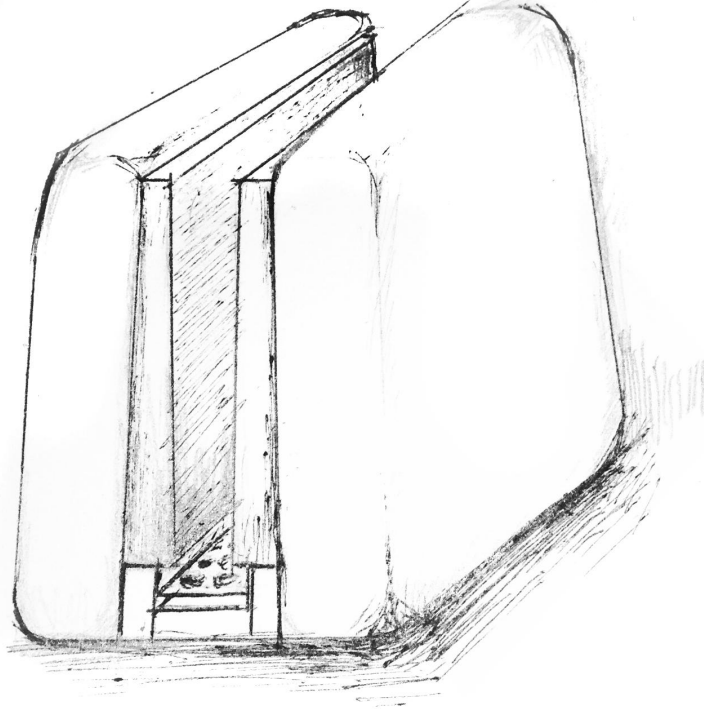
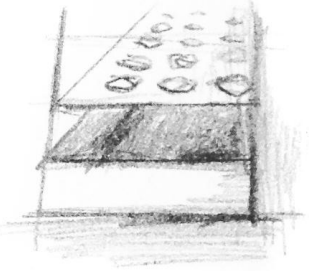
Wood



Flexible and light-weight, easy to install. Natural material and recyclable

REDESIGN

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- **SUSTAINABLE**
Material wise, we use recyclable sponges as well as wood shield.
No need for electricity neither any disposable plastic..
- **LOW COST**
For long-term cost, our long-lasting product cost less than half of the amount that plastic slips do.
- **EASY TO USE**
Easy to install and maintain for owners. Fun and simple for customers to use.

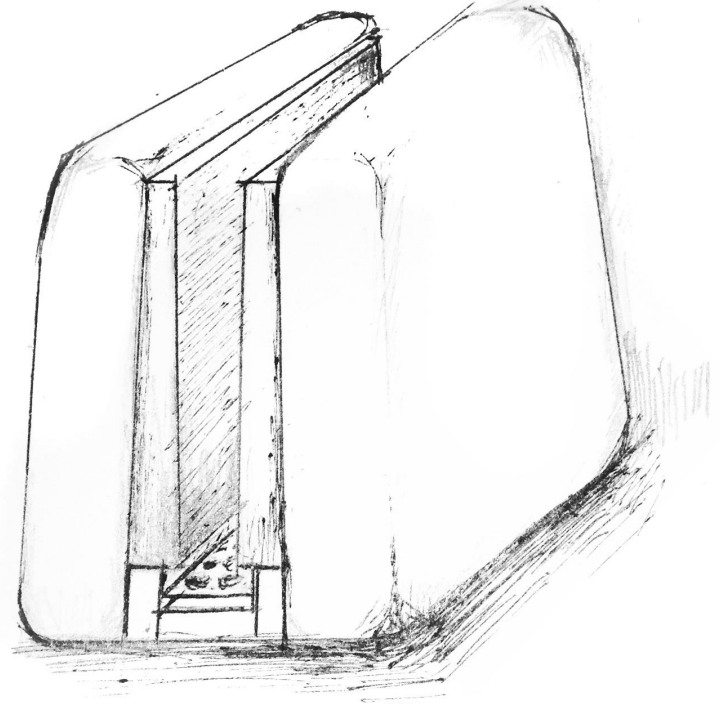


PLASTIC SLEEVES

\$0.075/bag (\$75/1000p)

Approx. 7M visitors in 2016 = **2.3M bags/yr**

Total cost: \$175,000



DRYSOLUTION™ DRYERS

\$760/dryer

10 dryers in The Met = \$7,600

Approx. 7M visitors in 2016 = **10 dryers/yr**

Total cost: \$7,600



USER JOURNEY

and comparisons



Thank You!!