



On The Clock

The relationship between time
and living on minimum wage in New York City

Adem Onalan | Tahnee Pantig | Louise-Anne van 't Riet
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Tahnee Pantig
Louise Anne van' t Riet

Current Context



On The Clock
Design Research & Integration

“In the few minutes I have between jobs, I pick up a spicy chicken seandwich at the Wendy’s drive-thru window and gobble it down in the car.”

- Nickel & Dimed, page 32

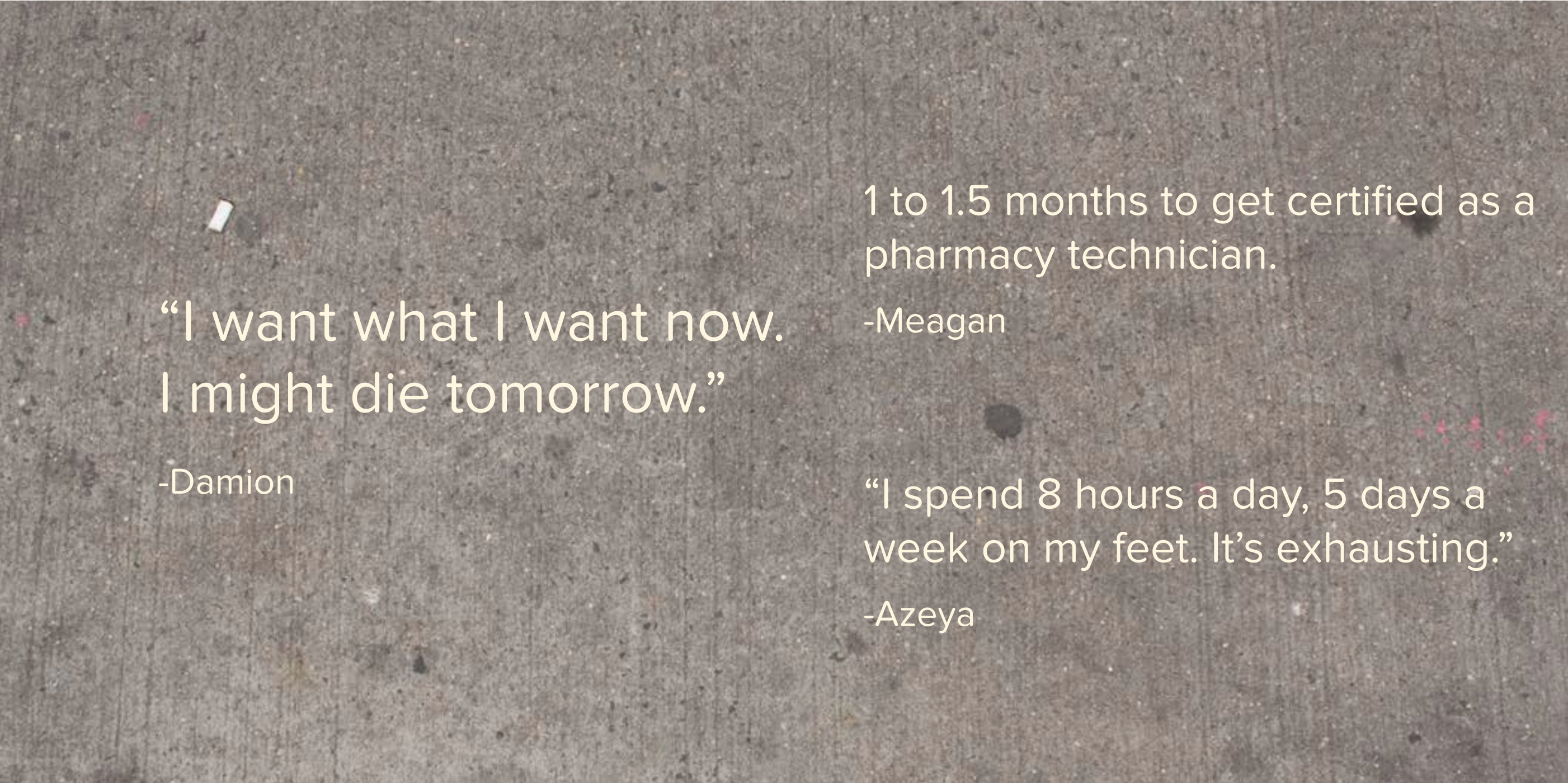


Tiziana Dearing

Associate Professor for Macro Practice,
Boston College School of Social Work

“Time is a critical issue in pursuing
higher education.”





“I want what I want now.
I might die tomorrow.”

-Damion

1 to 1.5 months to get certified as a
pharmacy technician.

-Meagan

“I spend 8 hours a day, 5 days a
week on my feet. It’s exhausting.”

-Azeya

We know that minimum wage workers can always use more money to survive.

What we didn't know was how much time they needed as well.

45

MINUTES

WHITES
& COLORS



Insight #1

Minimum wage workers are cash-strapped and time-strapped.

A blurred man in a dark suit is running from left to right across the foreground. In the background, there is a brick building with large windows and a white door. The windows have a grid pattern and some reflections. The door has a small window and a handle. The overall scene suggests a sense of urgency or haste.

Insight #1

Minimum wage workers are cash-strapped and time-strapped.

How might we...

help create more time and money for themselves?

• look into completing GED
• get oil changed
• visit parents.
• schedule doctor appointment
• do laundry.
• pay cellphone bill.
• pick up Christmas gifts.
• pick up pay check.
• stop by cancellas office
• get health insurance.

Insight #2

Minimum wage workers are so exhausted after work that even everyday tasks feel daunting.

• look into completing GED
• get oil changed
• visit parents.
• schedule doctor appointment
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Insight #2



Minimum wage workers are so exhausted after work that even everyday tasks feel daunting.


How might we...

make everyday tasks less daunting?

Google

minimum wage health care



Sign in

Web

News


Shopping

Images

Videos

More ▾

Search tools



About 31,300,000 results (0.19 seconds)

Affording Health Care and Education on the Minimum Wage ...

[www.cepr.net](#) ▸ ... ▸ [CEPR Blog](#) ▾ Center for Economic and Policy Research ▾

Mar 26, 2012 - The current value of the federal **minimum wage** — \$7.25 per hour — is often compared to the cost of living, the average wage in the economy, ...

Health Care Workers - We Can Help - Wage and Hour ...

[www.dol.gov](#) ▸ [WHD](#) ▸ [We Can Help](#) ▾ United States Department of Labor ▾

Health Care Workers. Hours Worked: ... **Minimum Wage** and Deductions: The Federal **minimum wage** must be paid for all hours worked. Where a State law ...

Fact Sheet 25 - Wage and Hour Division (WHD) - U.S. ...

[www.dol.gov](#) ▸ [WHD](#) ▸ [Fact Sheets](#) ▾ United States Department of Labor ▾

Fact Sheet #25: Home **Health Care** and the Companionship Services ... The following information applies to the home **health care** industry until January 1, 2015. ... to care for themselves may or may not be required to pay **minimum wage** ...

Minimum Wage and Overtime Protections Are Delayed for ...

[www.nytimes.com/.../minimum-wage-and-overtime-p...](#) The New York Times ▾

Oct 7, 2014 - **Minimum Wage** and Overtime Protections Are Delayed for Home-Care ... The Paraprofessional **Healthcare** Institute, an advocacy group for ...

It's Not Just The Minimum Wage, It's Also The Health ...

[www.birba.com/.../its-not-just-the-minimum-wage-its-also-the-he...](#) ▾

Feb 16, 2013 - President Obama's plan to raise the **minimum wage** must be added to the public health insurance mandate, which means a 35 percent increase ...

Raising the minimum wage could improve public health ...

[www.upi.com/.../raising-the-minimum-wage-could-improve-public-health...](#) ▾

Dec 11, 2013 - Raising the **minimum wage** could improve public health ...

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Insights & How Might We's

On The Clock

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Insight #3

Disaggregated resources take lots of time to access.

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minimum wage health care

Sign in

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Disaggregated resources take lots of time to access.

How might we...

make resources more easily accessible?

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Insights & How Might We'swvv

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Our Design Principles

Make it easy

Our Design Principles

Make it easy

Make it simple

Our Design Principles

Make it easy

Make it simple

Make it social

Our Design Principles

Make it easy

Make it simple

Make it social

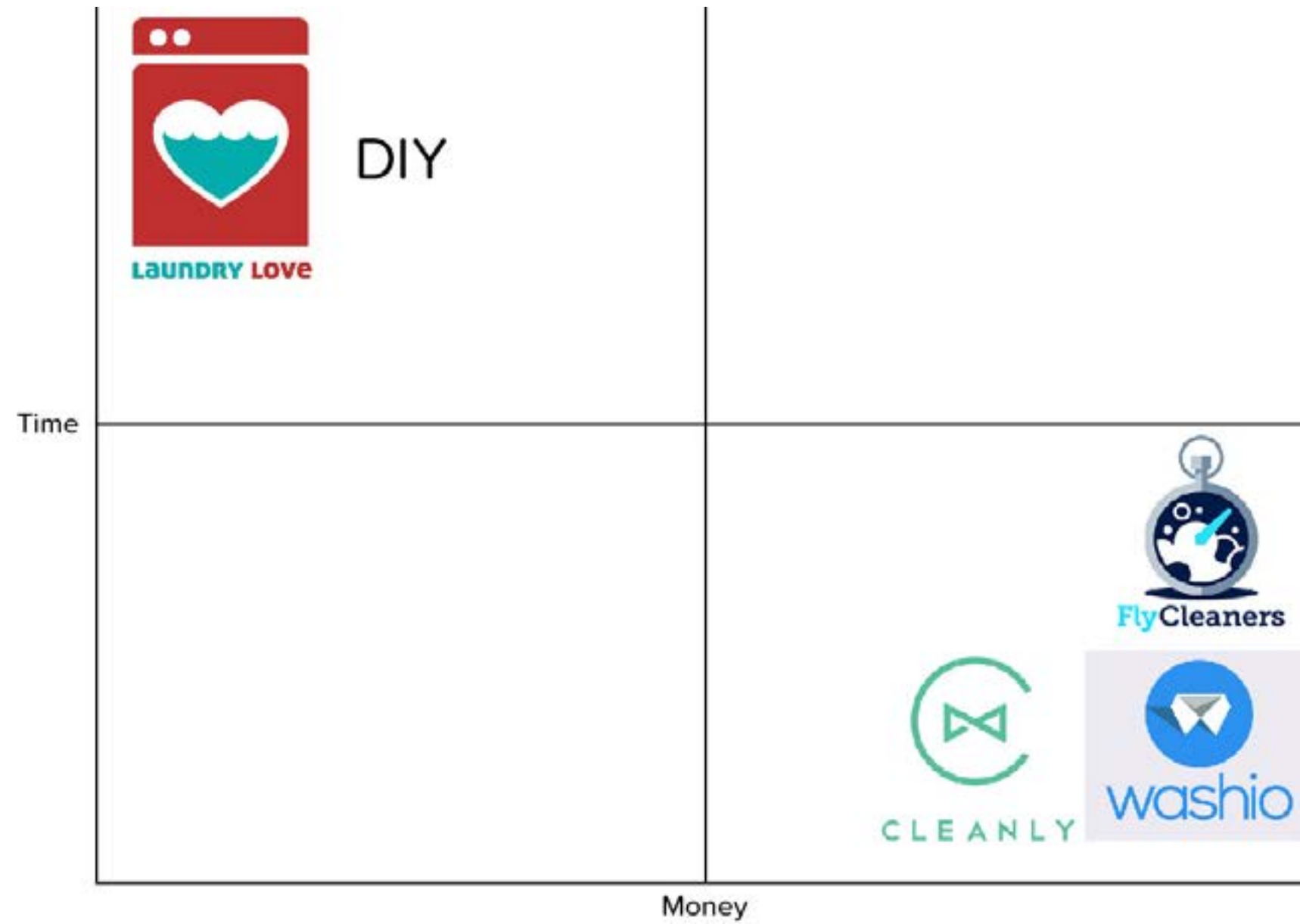
Save time + money

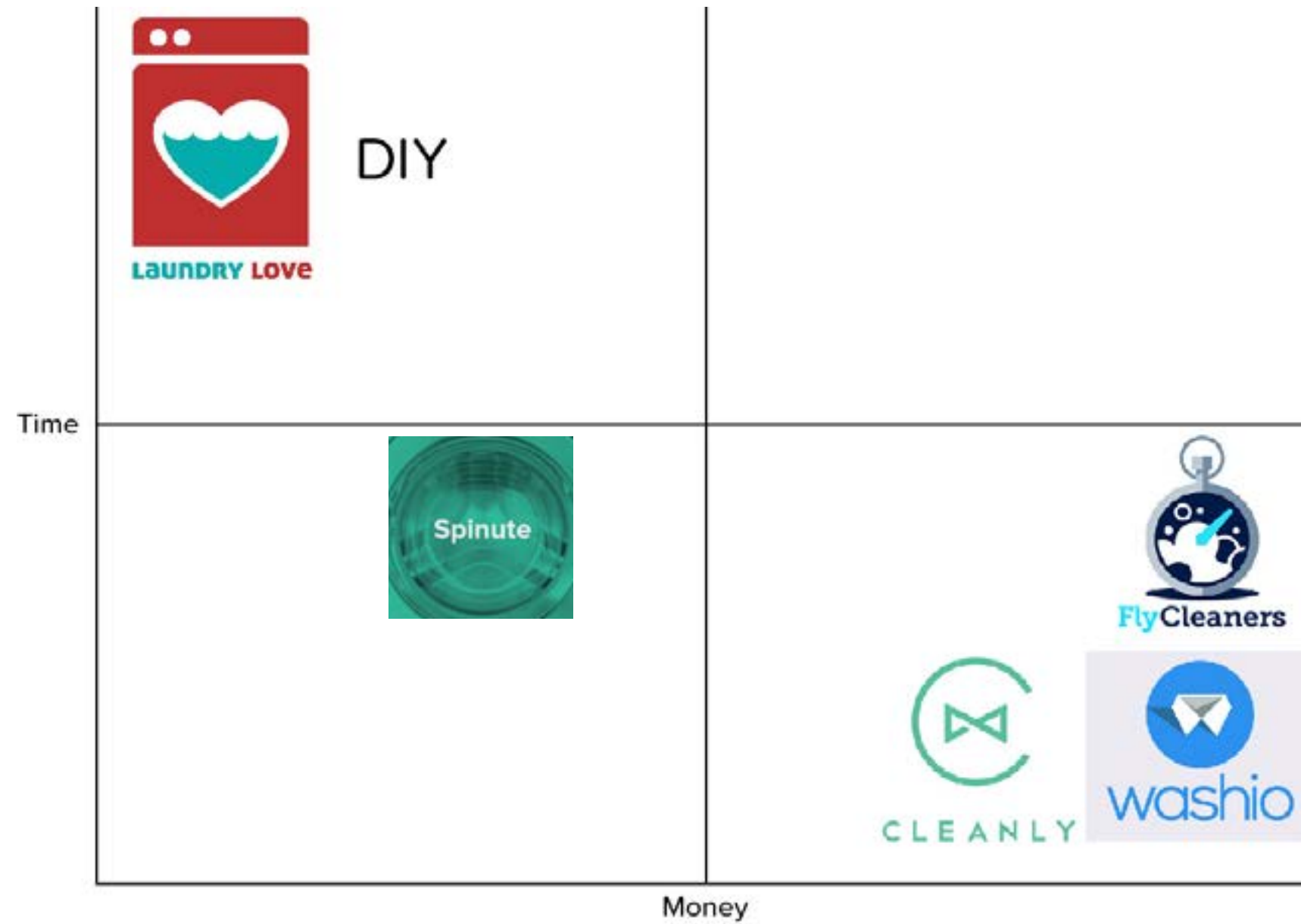


DIY

FULL
SERVICE





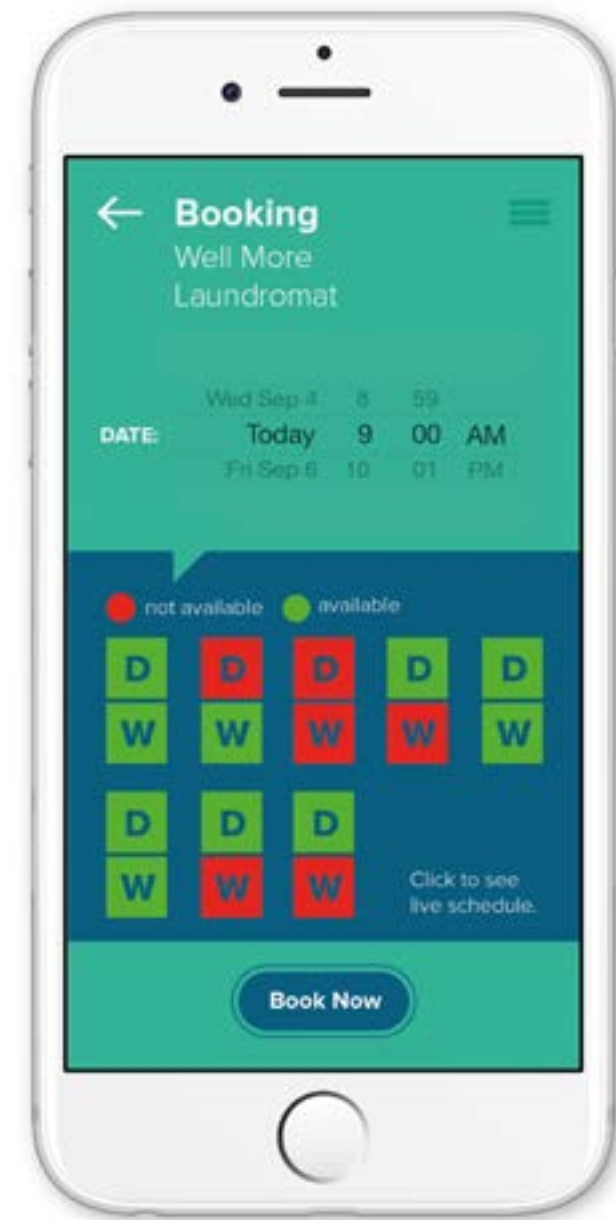




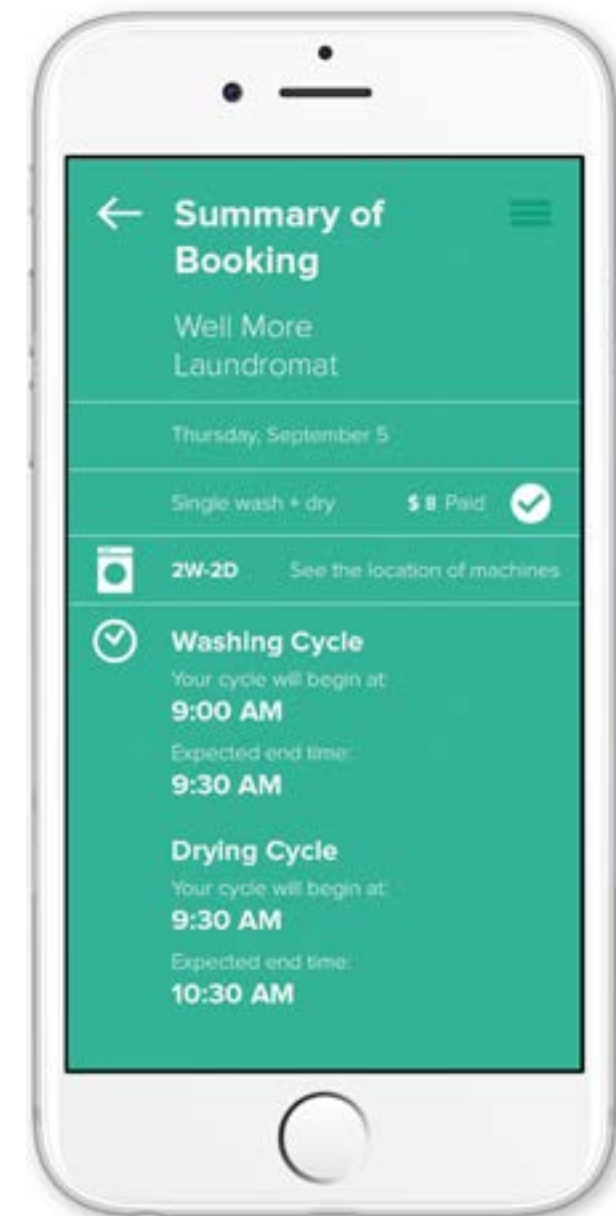




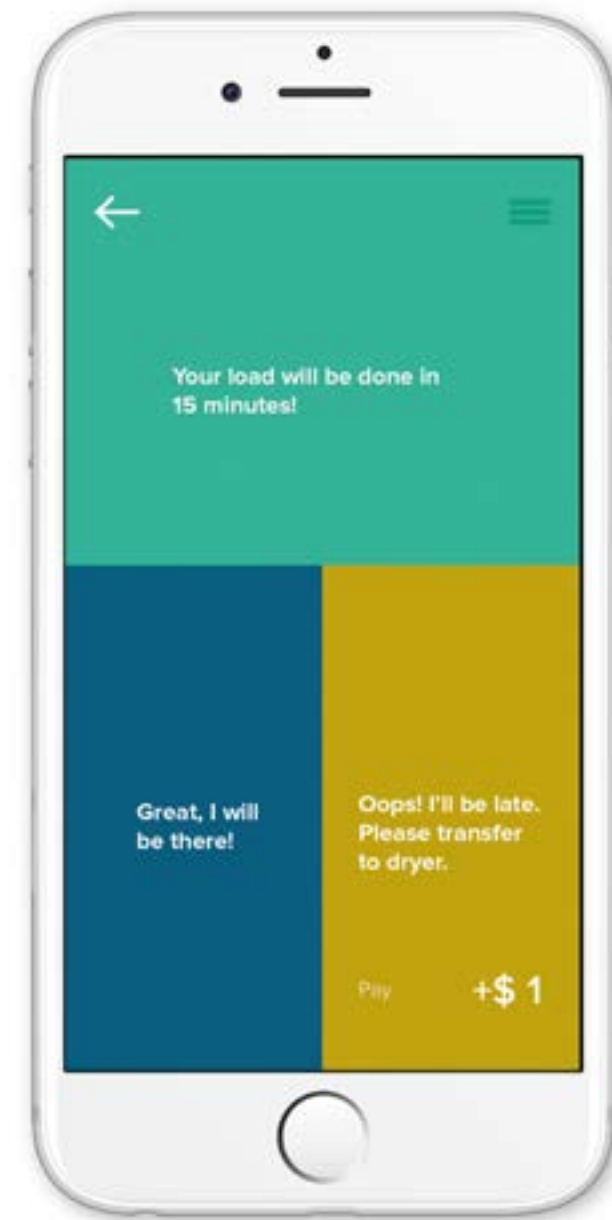
Feature: Live Schedule of Facilities



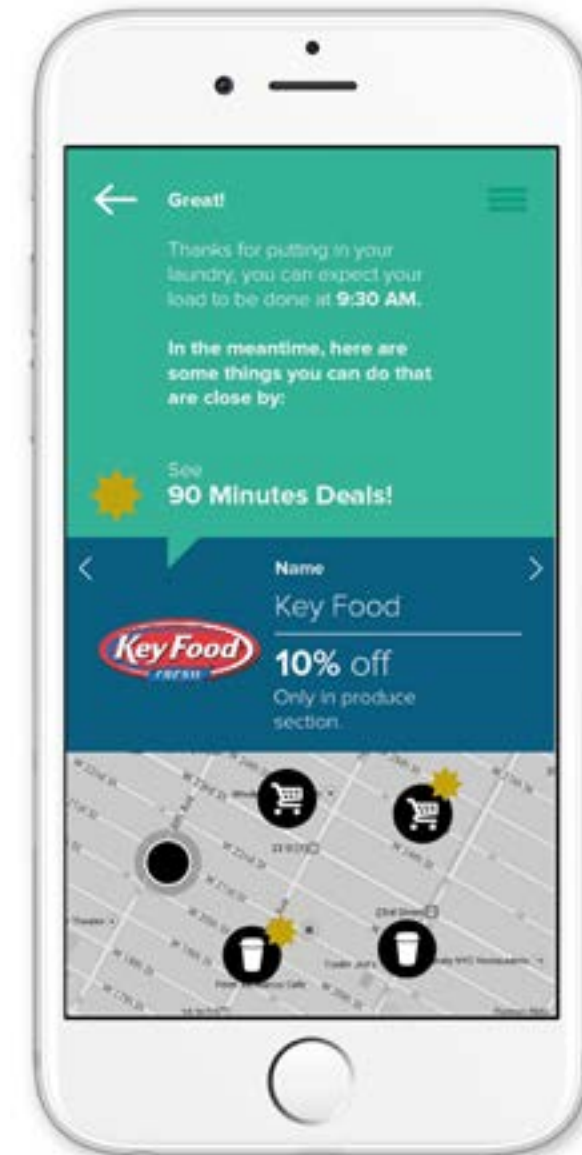
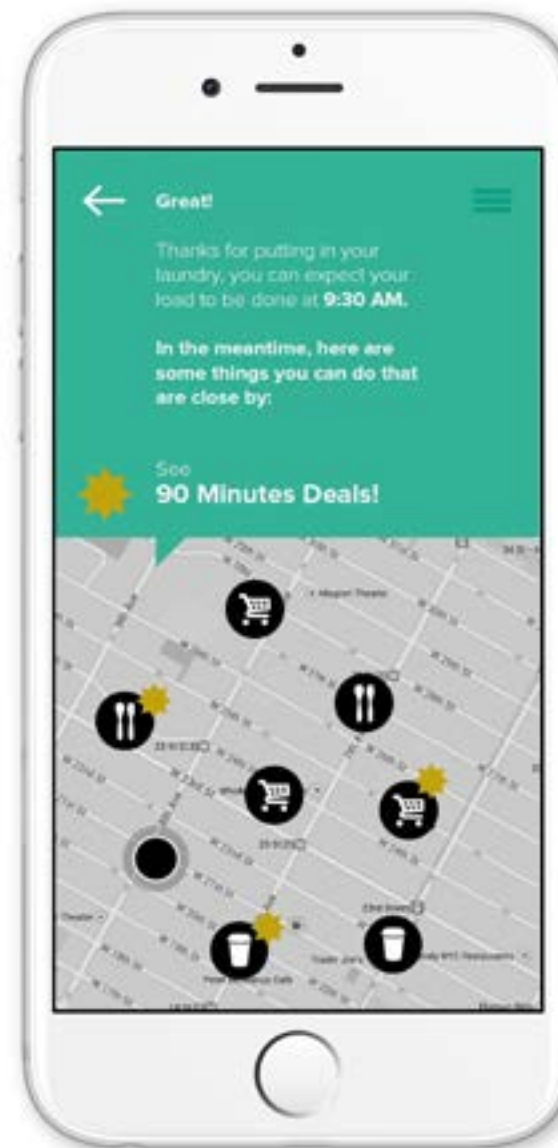
Feature: Pre-Booking Service



Feature: “Wash to Dry”

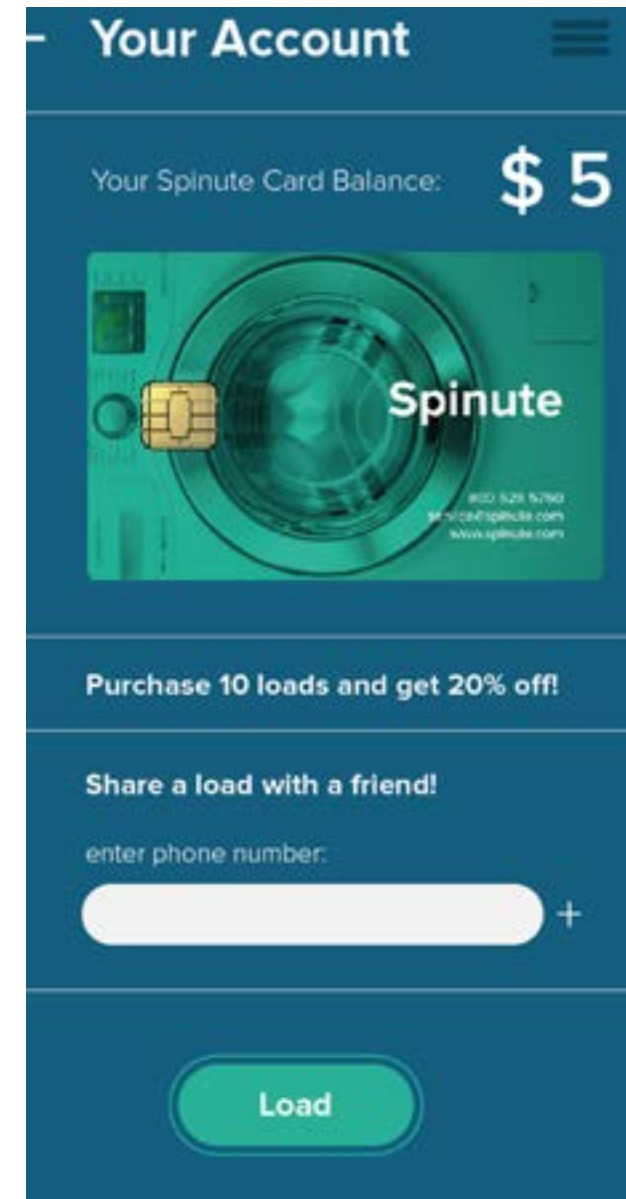


Feature: 90 Minute Deals



Additional Features

Laundromat happy hour
Friends & family loads
Become a wash to dry-er



Features & Benefits

Features	Benefits to Minimum Wage Workers	Benefits to Laundromat Owners
Live online schedule	<ul style="list-style-type: none">- know when the busy & slow times are- know if machines are free	<ul style="list-style-type: none">- gather data on when busy and slow times are
Pre-booking service	<ul style="list-style-type: none">- no need to worry about whether you'll get a machine or not	<ul style="list-style-type: none">- increased cash flow via online platform- secure payments
Notifcation of load status	<ul style="list-style-type: none">- no more guessing about when your load will be done	<ul style="list-style-type: none">- opportunity to offer new paid service
Nearby 90 minute deals	<ul style="list-style-type: none">- take advantage of local business deals that pertain to home errands	<ul style="list-style-type: none">- increase relationship with local business owners
Wash to Dry service	<ul style="list-style-type: none">- opportunity to continue with tasks outside of laundromat- nominal fee for more time	<ul style="list-style-type: none">- new source of cash flow
“Happy hour”	<ul style="list-style-type: none">- reduced rates during slower periods at laundromat	<ul style="list-style-type: none">- incentive use of facilities during slower periods
Friends & Familiy loads	<ul style="list-style-type: none">- socialize the laundry experience- save money as a group	<ul style="list-style-type: none">- attract new customers- encourage recurring visits

Moving Forward

Market research

Integrate existing technology

Speaking with laundromat owners and minimum wage workers

Can we balance the benefits between both users?

Is Spinute financially viable?

Thank you!