## 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 December 15, 2014



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Current Context





"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

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toward us, "They think we're stupid," was Holly's more "la think we have nothing better to do with our time." Maya looked suddenly sober. "We're nothing to these projic's said. "We're just maids." Nor are we much of anything the one else. Even convenience store clerks, who are so a la gals themselves, seem to look down on us. In Key War, a waitress's polo shirt was always a conversation statter 'Yes' Jerry's?" a clerk might ask. "I used to work at the walls play just up the boulevard from there." But a maid's unform is the opposite effect. At one place where we stopped to usual ments, an actual diner with a counter, I tried to order with to take out, but the waitress just kept standing three damp with a coworker, ignoring my "Excuse me's." Then there in supermarker. I used to stop on my way home from week becouldn't take the stares, which are easily translatable into Wa are your doing here? And, No wonder she's poor, she's are beer in her shopping carr! True, I don't look so good be it end of the day and probably smell like cau de toilet and rent. but it's the brilliant green and yellow uniform that give a away, like prison clothes on a fugnive. Maybe, it occun tens

I'm getting a tiny glimpse of what it would be like to be block And look at me now, sitting on a curb at a gas station, pul ing into the endless slow rain, so swear-soaked already that it doesn't matter. Things don't get any more squalid than this a

when the liquid spills on my footthe laces and on to, say, pint on ye the sock and th

my thought. But the un-they can!-and they do. At the Toilet brush out of its Ziploche accumulating in the bag all de t pure toiler juice leaking through n ordinary life, if someone with I probably strip off the shoe and e. But these are the only shoes I

Scrubbing in Maine: 323

have. There's nothing to do but try to ignore the nasty stuff souking my foot and, as Ted exhorts us, work through it.

MENIAGE TO ME FROM MY PORMER SIZE: MOW DOWN AND, ABOVE all, detach. If you can't stand being around suffering people, then you have no business in the low-wage work world, as a journalist or anything else. Besides, I have problems of my own to attend to, most urgently money. My initial calculations suggested that I would do very well with my two jobs-in the long. run, that is, and if nothing untoward occurred. But there was no check for me my first Friday at The Maids since, I am informed, a new employee's first paycheck is withheld until she eventually leaves or quits, apparently to keep her from rushing off on a spending spree and failing to show up for the second week. In addition to rash-related expenses, I am unpleasantly surprised to discover that the rent for my first week at the Blue. Haven is \$200, not \$120, because the toutist season was not yet deemed completely over. Plus, since my apartment, though tented as "furnished," contained almost no kitchen items when I moved in, I was forced to acquire my own inventory of spatula, can opener, "utility knife," broom, etc., at Wal-Mart, I will be fine once the psychecks start rolling in from both places of work, but now, late in my second week of employment. I foresee a lean weekend, even taking into account free lonches at the Woodcrest

Is there help for the hardworking poor? Yes, but it takes a determined and not too terribly poor person to find it. On a Thursday after pork. I drive to the Mobil station across the street from Center, w meals and

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sids and call the Prebles Street Resource I in the phone book as a source of free b. I get a recorded message saying that

#### **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

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Convergence of Time & our Research

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.



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Point of Pivot: Money & Time

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# HITES

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

Insight #1



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Insights & How Might-We's

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

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#### How might we...

Insight #1

#### help create more time and money for themselves?

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Insights & How Might We's

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- schedule doctors appointment
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- pay cellphone bill.
- Pick op Christmas gifts.
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#### Insight #2

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

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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?

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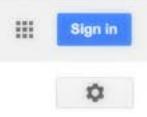
Insights & How Might We's

#### Insight #3

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Disaggregated resources take lots of time to access.

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Insights & How Might We'swvv

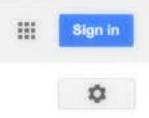
Insight #3

Disaggregated resources take lots of time to access.

How might we...

make resources more easily accessible?

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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

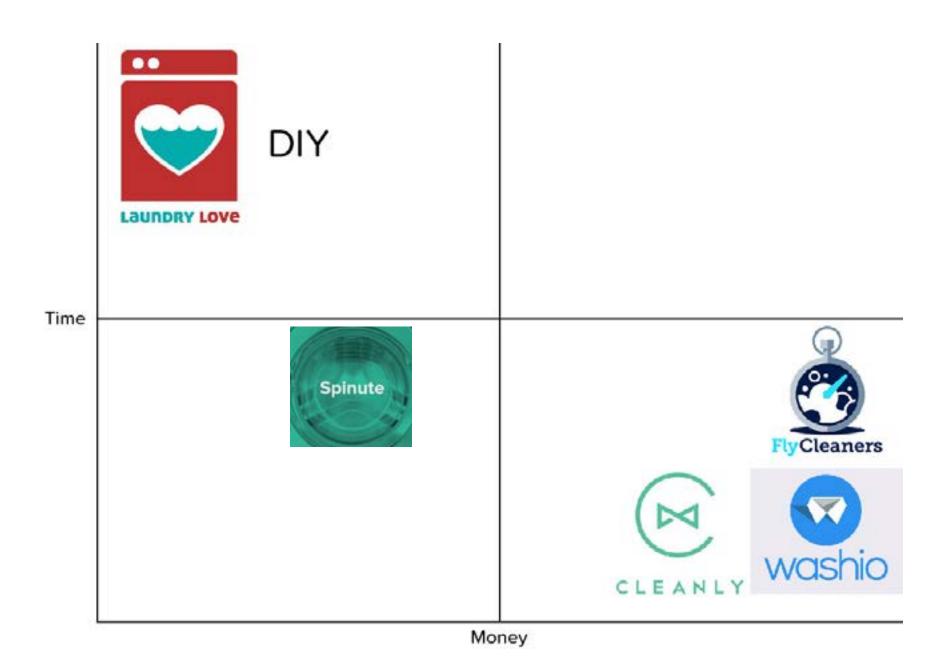


















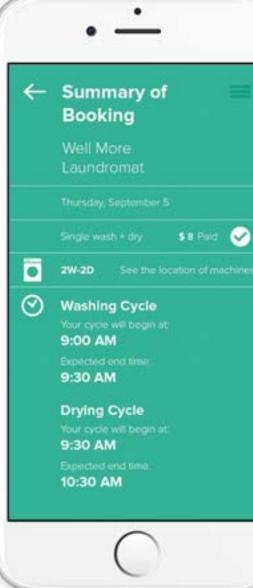




### Feature: Live Schedule of Facilities



### Feature: **Pre-Booking Service**



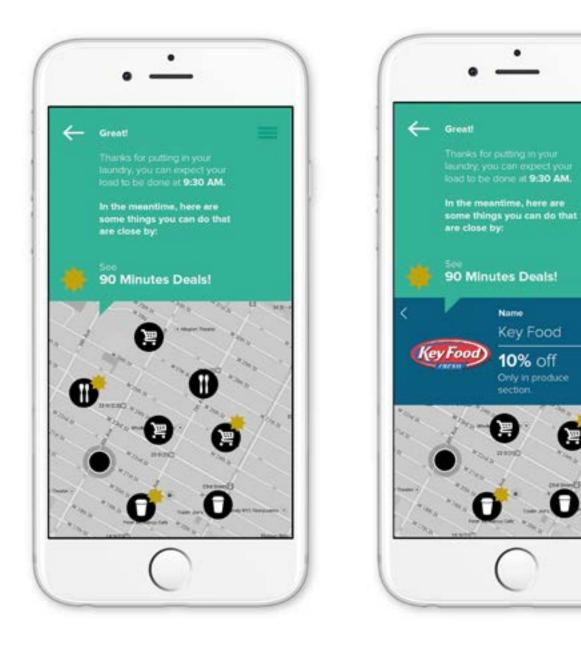


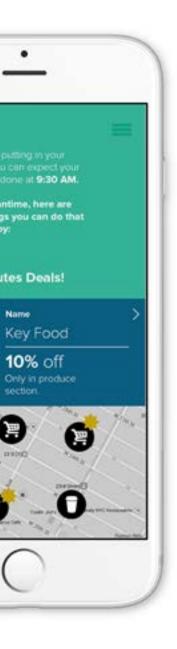






### Feature: **90** Minute Deals





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Name

# **Additional F**eatures

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



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# Features & Benefits

Features	Benefits to Minimum	Ber
	Wage Workers	Ow
Live online schedule	- know when the busy & slow	- gat
	times are - know if machines are free	slow
Pre-booking service	- no need to worry about whether you'll get a machine or not	- inc platf - sec
Notifcation of load status	- no more guessing about when your load will be done	- op serv
Nearby 90 minute deals	- take advantage of local business deals that pertain to home errands	- inc busi
Wash to Dry service	<ul> <li>opportunity to continue with tasks outside of laundromat</li> <li>nominal fee for more time</li> </ul>	- nev
"Happy hour"	- reduced rates during slower periods at laundromat	- inc slow
Friends & Familiy loads	- socialize the laundry experience - save money as a group	- attı - end

#### enefits to Laundromat wners

ather data on when busy and w times are

creased cash flow via online tform

ecure payments

pportunity to offer new paid vice

crease relationship with local siness owners

ew source of cash flow

centive use of facilities during wer periods

ttract new customers

ncourage 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 finacially viable?

### Thank you!