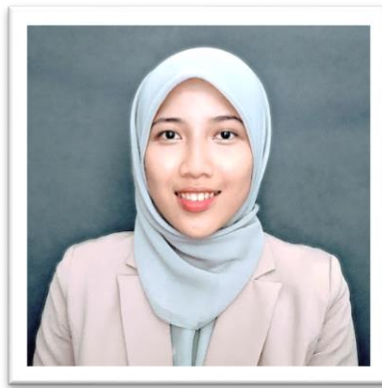




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1.0 EXECUTIVE SUMMARY

1.1 Brief Description

Invented by Otto Bayer in 1937, the first kitchen sponges are made from polyurethane foam. At first, these sponges were easily destroyed during dish washing due to their fragility but as the technology progressed, these sponges were designed to be more durable. Even though the porous nature of sponges makes them great for retaining water, it also makes them a natural breeding ground for microbes. Because they're used to clean soiled surfaces and dishes, sponges inevitably retain food residue. That, combined with their warm and humid environments, makes sponges the ideal breeding ground for bacteria. In fact, every time you clean a dirty plate or surface, you're transferring the bacteria from the plate or surface to the sponge. Thus, a better material of sponge is needed to reduce the possibility to grow the bacteria.

Next, without we realized we have been spending a lot of time in doing the dish. The repetitive step to add soap and water to the sponge steal our time a lot. At first you need to open the liquid soap bottle cap and add some soap to the sponge surface. Then a dry sponge shall be ineffective for washing so you might run some water to it to make it damp. There are so many steps just for a simple task. Not to mention, those who soak their sponge in diluted soap water then once the soap turns cloudy, they must change the soap again to remove the rotten one. Both of our hands are occupied. It is a lot of energy needed just for a dish. From here, we could say the conventional method in doing the dish is time-consuming. It would be useful if there is a product that can save your energy as well as your time.

Apart from that, some people with dermatitis allergic may find it difficult to do the dish even just to wash a cup. Irritant contact dermatitis is mostly caused by toxins, such as detergents and chemicals in cleaning products. Soap is an example of a substance that can cause either allergic contact dermatitis or irritant contact dermatitis. People diagnosed with those allergic normally will form rashes on their skin. One alternative to respond to the limitation, they can wear rubber hand gloves. Probably it is the most hygienic way to wash dishes but surely it is inconvenient most of the time. Moreover, when you are in hurry you might neglect the correct way to avoid the soap. Hence, gloves should be improved with something new and feasible to help these people.

Another complaint that people usually talk about is the soap waste. Some time you might unable to control the soap bottle properly and cause some spillage of soap or maybe the amount of soap you poured was exceeding your expectation. You may keep the remaining diluted soap water but after some period the water might turns cloudy and goes stinky in smell. There should be a better way to overcome this problem. We need something that could prevent the soap from become wasteful.

1.2 Objectives

Realize on some opportunities we would like to offer a dish-washing sponge that is **made from a better material**. The sponge material shall be retaining less water and have good porosity. Unlike common sponges in current market, our sponge is better in a way that it is less likely to trap oil from the dish. At the same time, it can cleanse oily dish better.

We believe many households find it difficult and time consuming when it comes to doing the dish since they need to allocate quite lot of energy and time. Therefore, our easy-soap dispense cleaning sponge is purposely created to **enables one-hand operation** while handling the sponge and soap. Consumer can save energy as well as their precious time.

Other than that, we also want to **solve the soap-allergic problem**. Our product is designed to make users having less skin contact with the soap so that these people with sensitive skin could enjoy the process just like other normal people. As we know, messy kitchen also creates uncondusive environment at home. Therefore, we invent a new design which combines both sponge and soap in one build. It is objectively to make dish washing becomes **easy to operate**. The sponge was designed to receive optimum amount of soap by just one push of the soap dispenser button so dish washing becomes easier and soap waste could be prevented.

Lastly, our product keeps the sink **more organized**. The compact design makes it less space consumed. Also, wet and smelly washing area can be prevented as the soap does not spill everywhere.