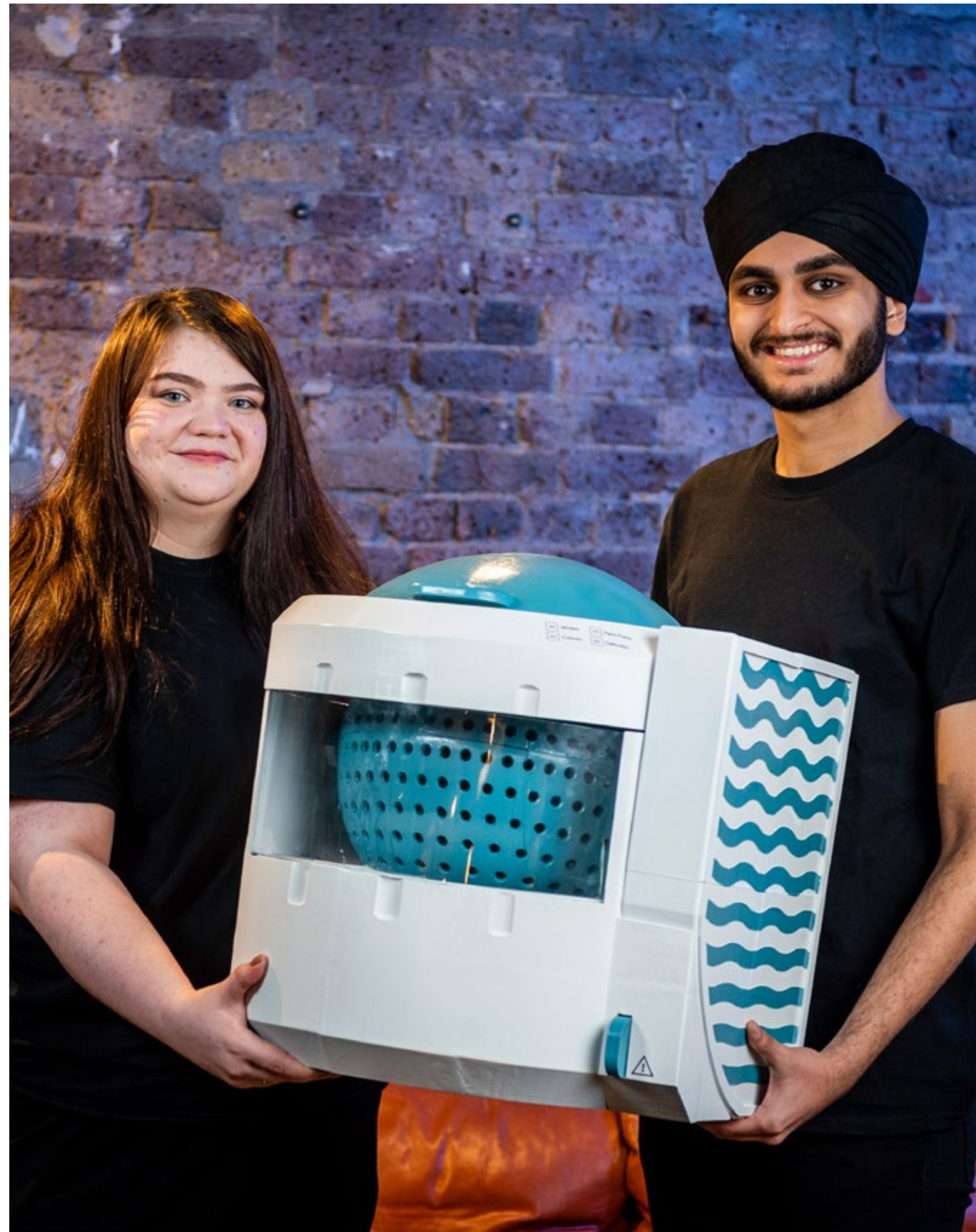


Boater Living Report

2024



Water We Up To?



In an era where sustainability is paramount, Lylo Products prides itself on fostering a greener future. As a group of passionate graduates, our mission is clear: to champion water efficiency by creating innovative products that redefine conventional usage and promote sustainable practices.

Our latest venture focuses on understanding the unique needs and habits of individuals residing on boats, a demographic often overlooked in discussions surrounding water conservation.

This report looks into boat dwellers' living arrangements, showering routines, and laundry habits. By examining these aspects, we aim to gain insights that will help shape the development of our forthcoming portable washing machine. Beyond understanding consumer behaviour, we strive to create solutions that resonate with our target markets' lifestyles and values.

The decision to explore the habits of boaters stems from recognising their distinctive relationship with water. Living on the water demands a heightened awareness of resource consumption, as access to fresh water is limited, and conservation is imperative. By understanding the nuances of their daily routines, we endeavour to design products that not only meet practical needs but also align with the ethos of sustainability ingrained within this community.

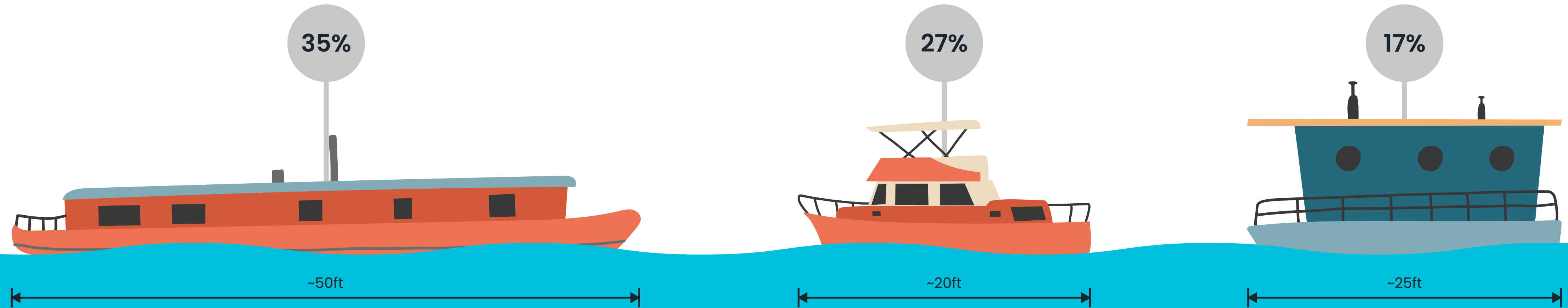
Moreover, this research is driven by a commitment to promote sustainable practices across diverse lifestyles. By focusing on a niche but significant demographic, we seek to demonstrate the versatility and applicability of water-efficient solutions in various contexts.

Through collaboration, innovation, and a deep-seated dedication to environmental stewardship, Lylo Products aims to catalyse meaningful change in how we interact with our most precious resource: water.

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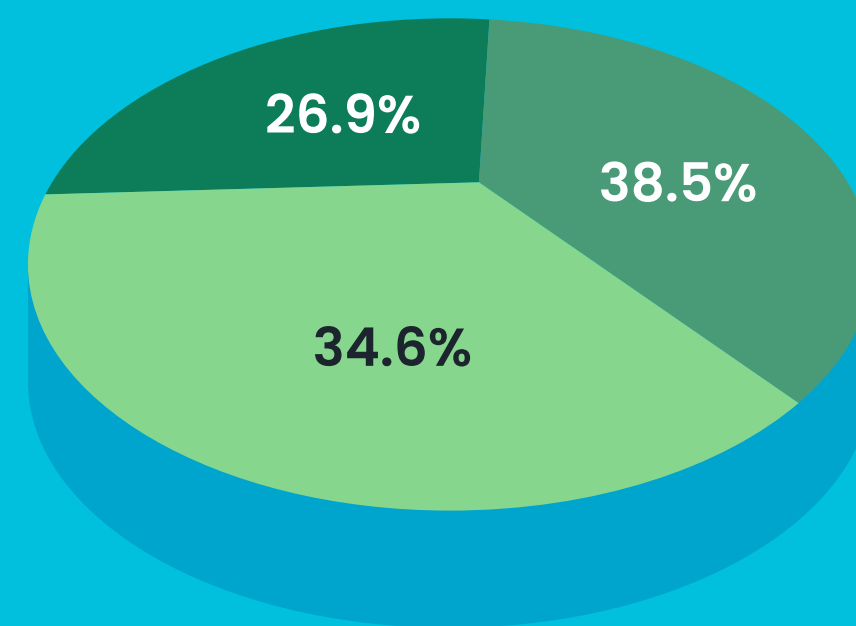
Living Arrangements

The interviewees showcased a diverse range of boat ownership, with canal boats being the most popular, followed by motor boats and then floating homes. It was also noted that some boaters owned more than one type of boat. The most common boat size fell within the 31 to 60ft range.



The study reveals that most individuals in the population sample (65.4%) preferred mooring their boats in a fixed location, while a significant minority engaged in continuous cruising (26.9%). A smaller percentage indicated a mix of both practices (7.7%).

This distribution highlights the varied preferences among boat dwellers, with the majority favouring stability in their living arrangements, while others opt for a more mobile lifestyle.



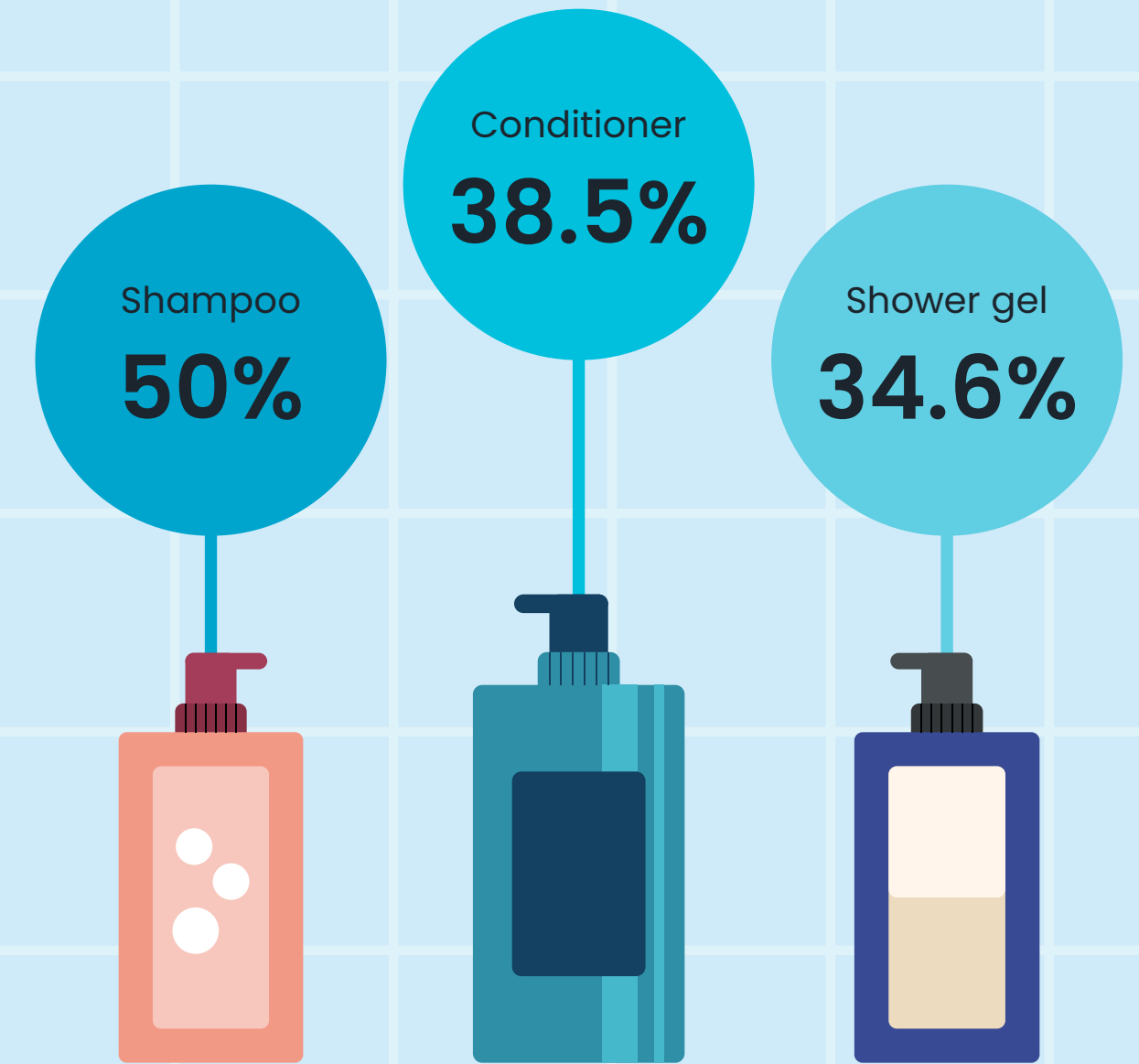
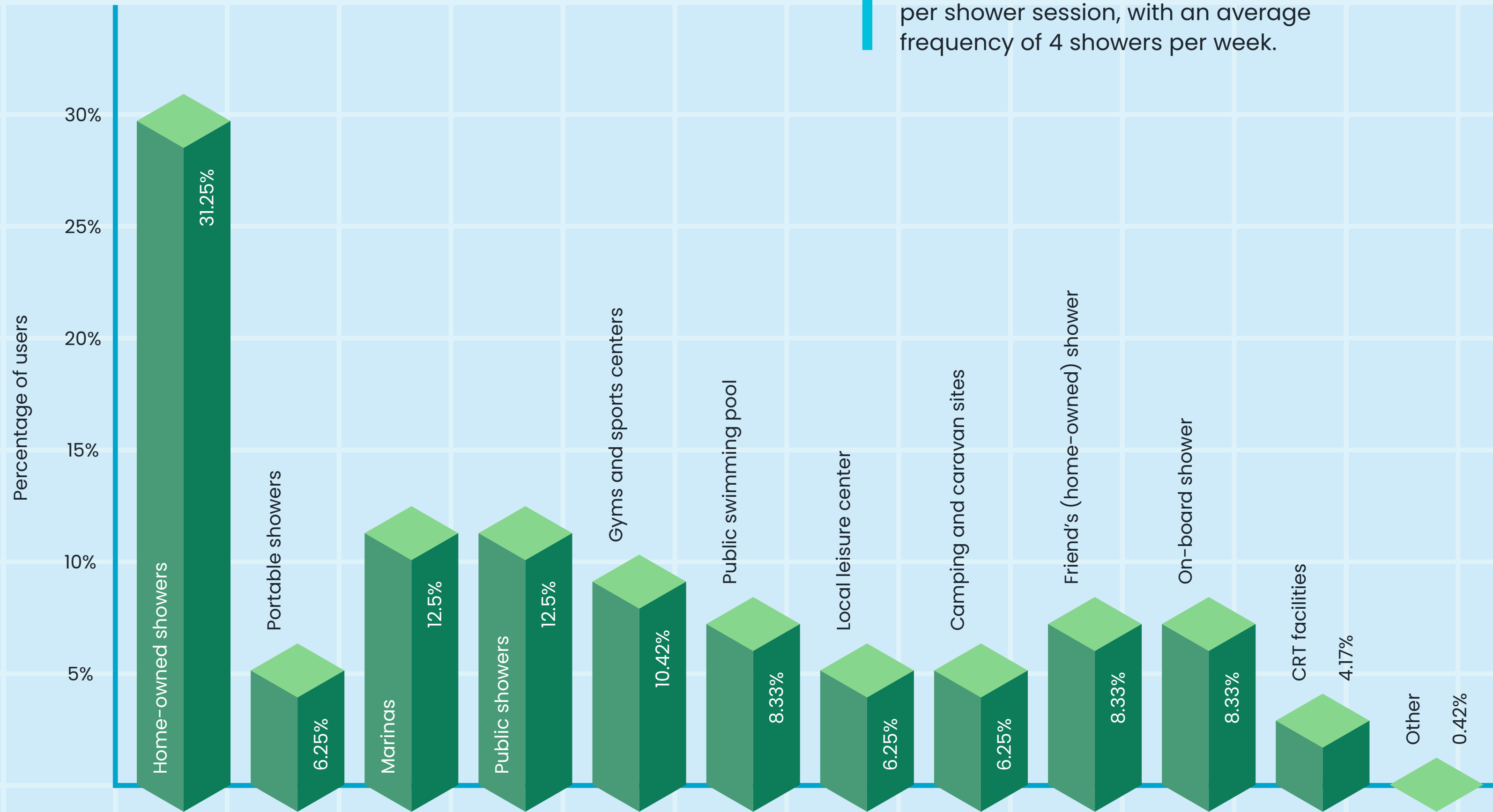
The study paints a picture of balanced boat usage among participants. A nearly equal distribution was observed, with 38.5% of participants living on their boats full-time, 34.6% part-time, and 26.9% using their boats solely for holiday purposes, demonstrating the flexibility of boating lifestyles.

Additionally, transportation access among participants was generally favourable, with the majority reporting access to cars (41.67%), followed by motorcycles (19.44%), buses (16.67%), and bikes (13.89%).

Shower Habits

On average, boaters spent 21 minutes per shower session, with an average frequency of 4 showers per week.

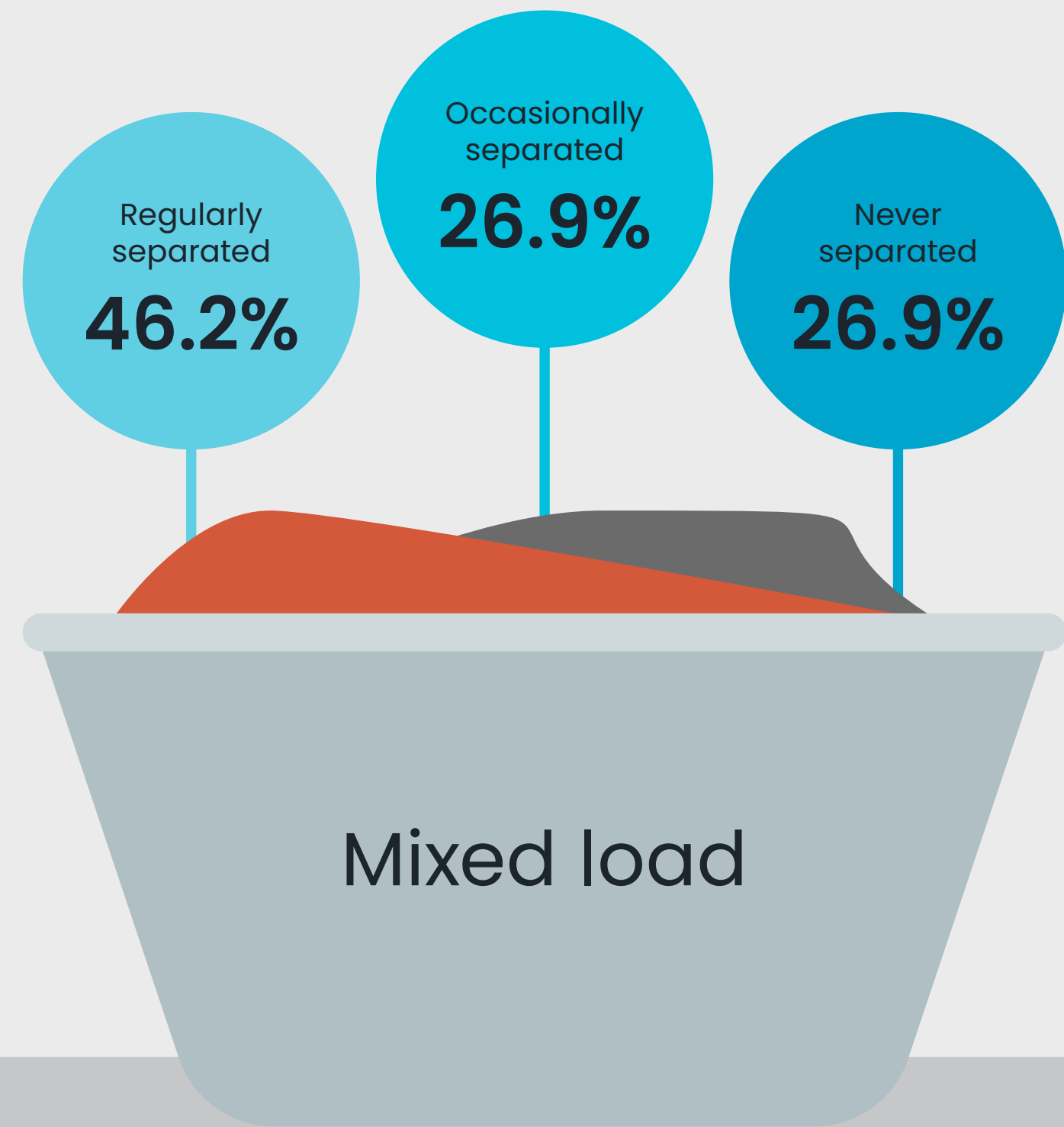
The study revealed a diverse range of showering locations among participants, resulting in relatively low percentages for each option. However, most showered at their own home (31.25%) or at a local centre (25%).



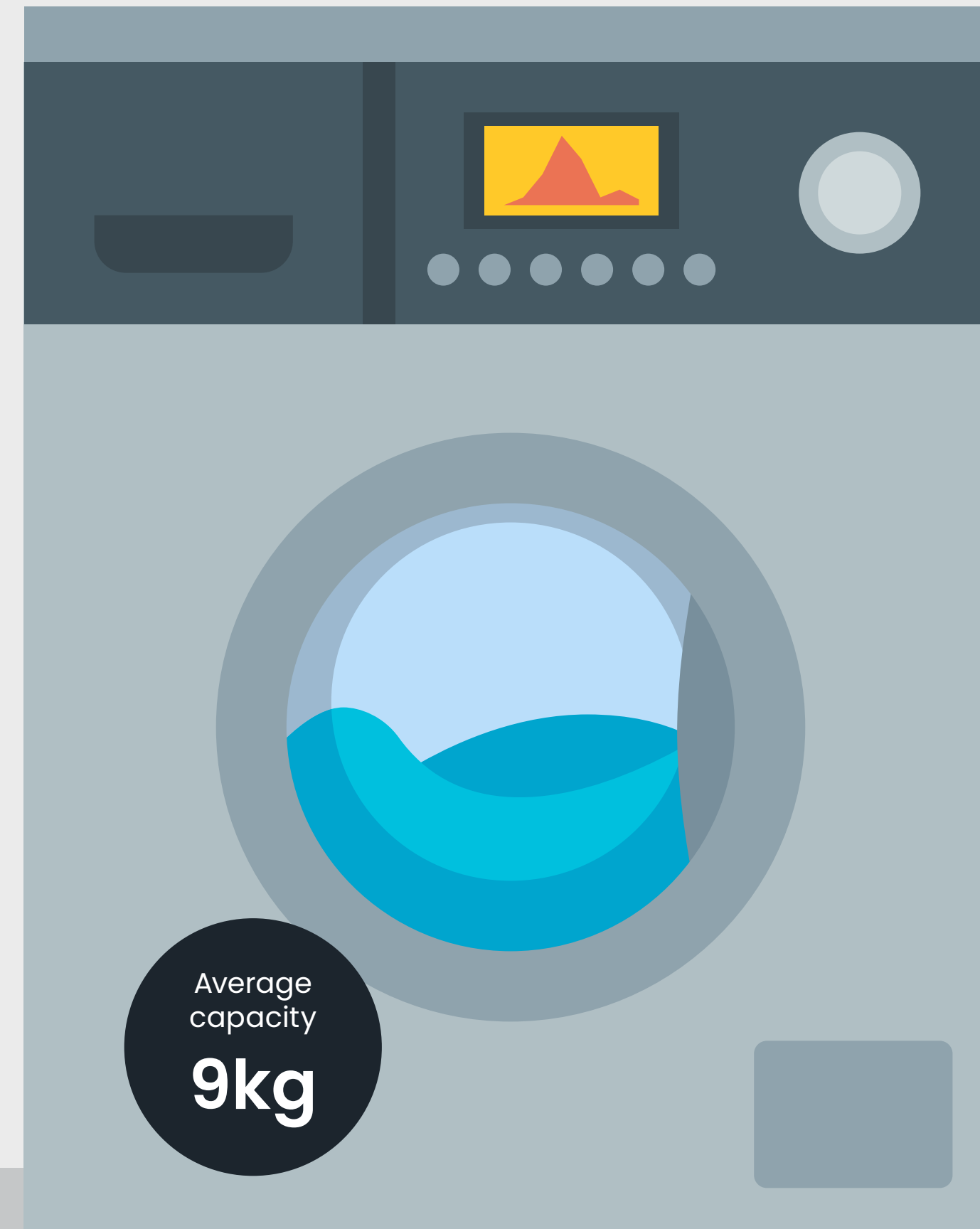
These findings show the varied showering habits and preferences within the boating community, shedding light on the practicalities of maintaining personal hygiene while living on watercraft.

Laundry Habits

Among respondents, the most common machine load was 6/8 full (6.75kg) at 26.9%, followed by half-full (4.5kg) at 19.2% and maximum capacity (9kg) at 15.4%.

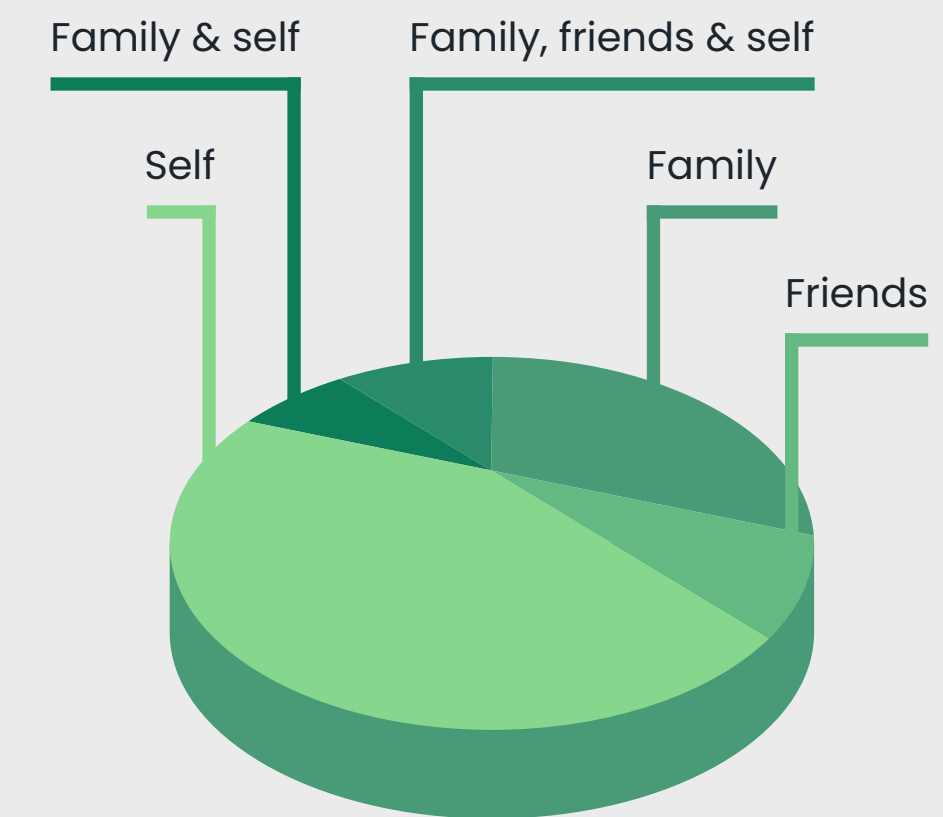


The average boater did three loads of laundry over a week.



Most people (42.3%) preferred to handle their laundry personally, while a substantial portion (30.8%) relied on family members to assist with this task.

Conversely, a smaller percentage depended on friends for laundry assistance.



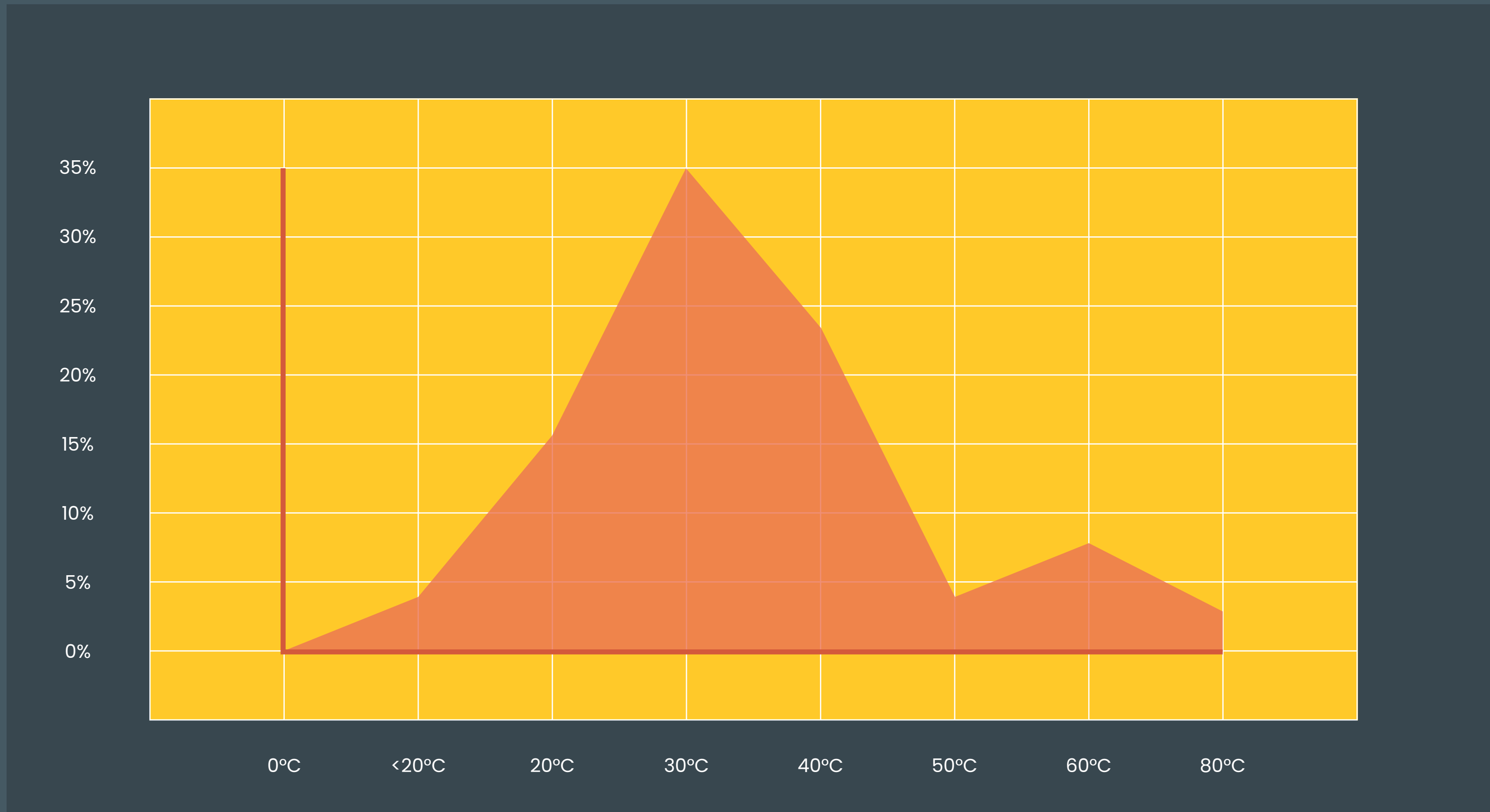
The survey highlights diverse laundry detergent preferences among respondents. Liquid detergent is the most popular (61.50%), followed by liquid tabs (46.20%), with Fairy as the predominant brand. Powder detergent is used by 30.80%, and tablets by 3.80%.



Laundry Habits

The average boater took 32 minutes to wash their clothes, with 30 degrees Celsius being the most common temperature. The spread was equally varied for colder and hotter temperatures usage.

Boaters showed diverse preferences in settings, with most favouring automatic (28%) and mixed load (18%) settings.



28%

Automatic

18%

Mixed

9%

Eco

Steam function

Gentle washing

Prewash settings

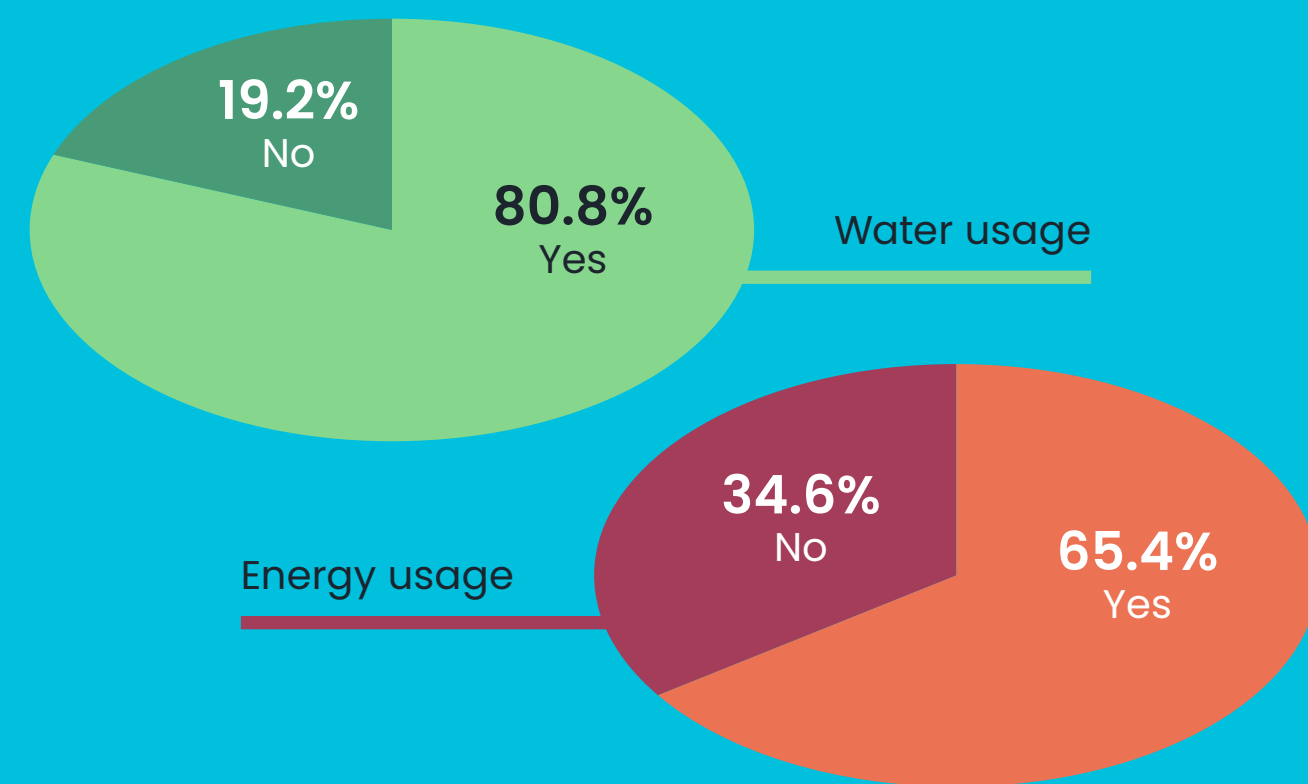
Intelligent control

Low-speed dehydration

Utility Usage

A 5-point Likert scale gauged boaters' environmental attitudes regarding time and importance. Most respondents expressed high levels of environmental consciousness/friendliness. Differentiating between the two concepts resulted in minimal distinction, as respondents perceived them as fundamentally similar, emphasizing shared core principles.

Do you think about your consumption?



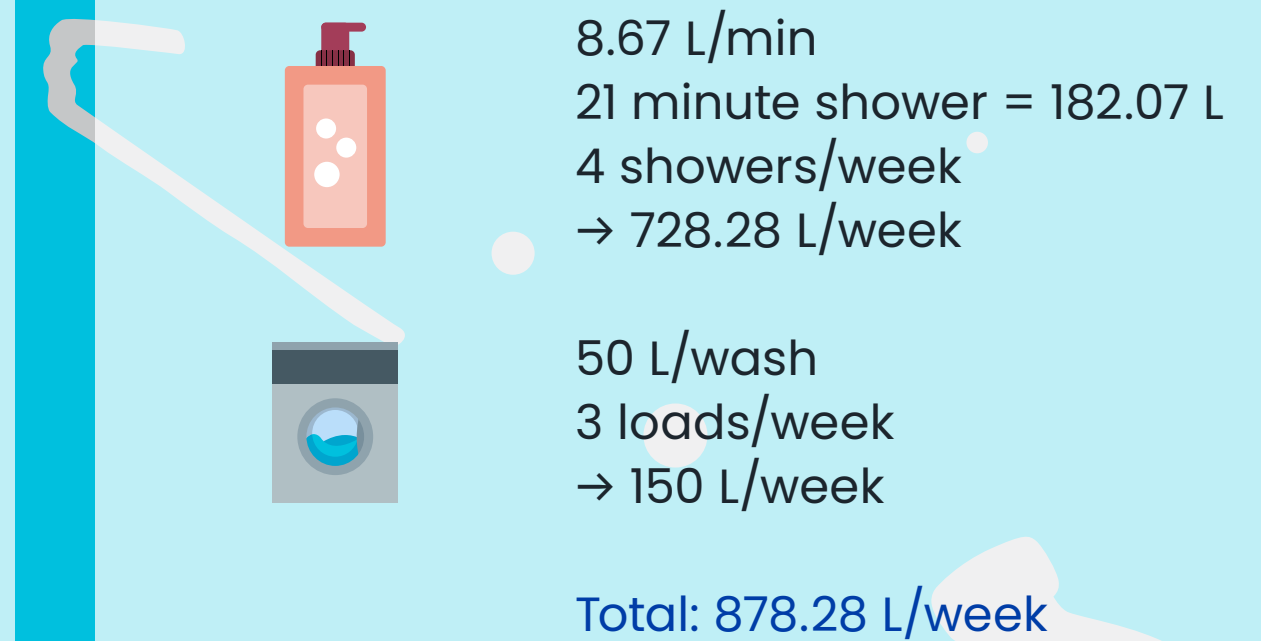
Boaters exhibited significant concern regarding water and energy consumption, with 80.8% reflecting daily on water usage and 65.4% on energy usage.

21 minute shower



The cost would be the same, depending on how the water is heated on-board. If the boat is moored in a marina, there could be a small fee associated with waste disposal.

Water usage

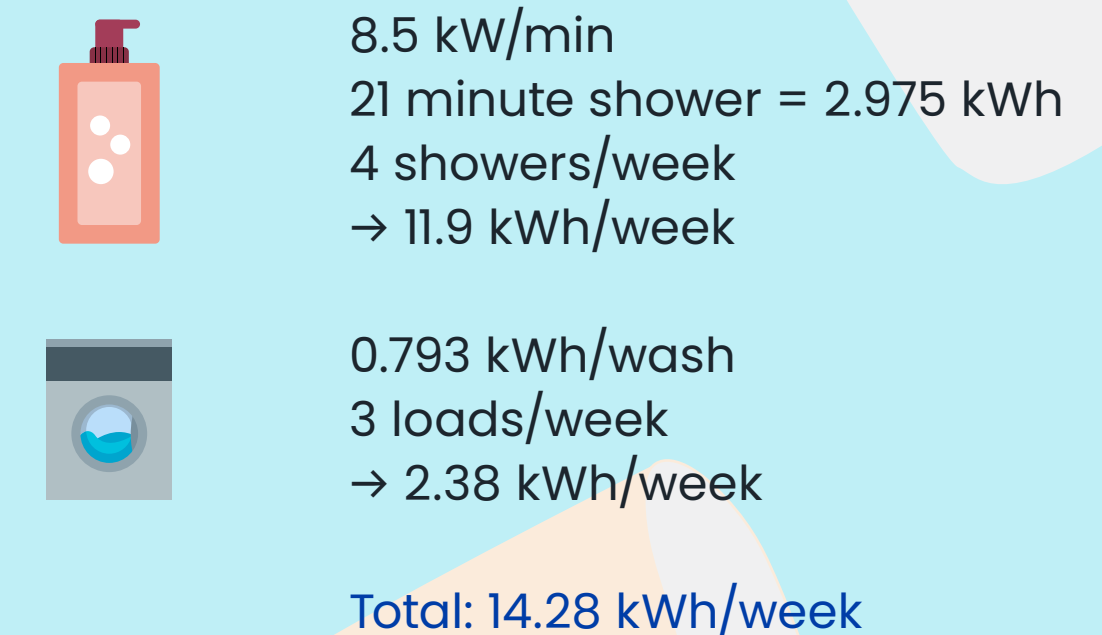


Laundry



Comments were made regarding a lack of public washing facilities, causing boaters to rely on friends and family to wash their clothes at their homes.

Electricity usage

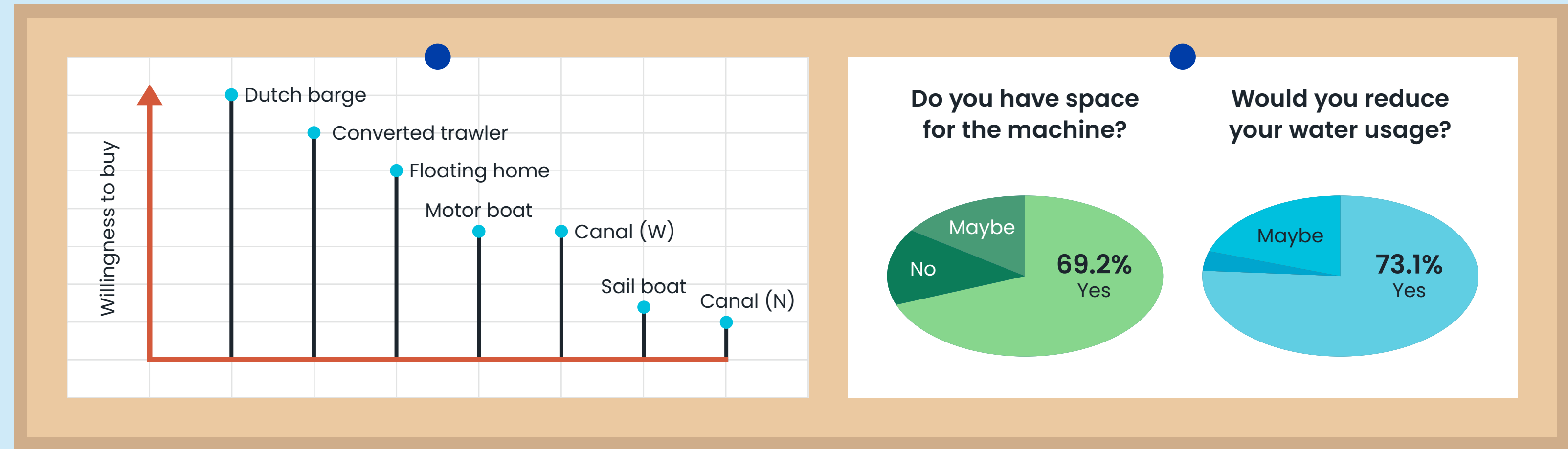


Ideal Solution

Participants identified several key challenges with current washing machine options, notably the need for more convenient access to public facilities and concerns over clothes shrinkage.

Participants demonstrated a high awareness of the environmental impact of plastic fibres shed from clothes during washing. They prioritise sustainability by opting for preowned garments and utilising water-efficient devices.

Concerns also extend to product decomposition rates, with a preference for quicker decomposition to mitigate environmental contamination and secondary effects on water and soil.

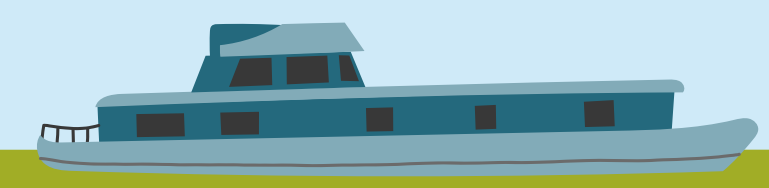
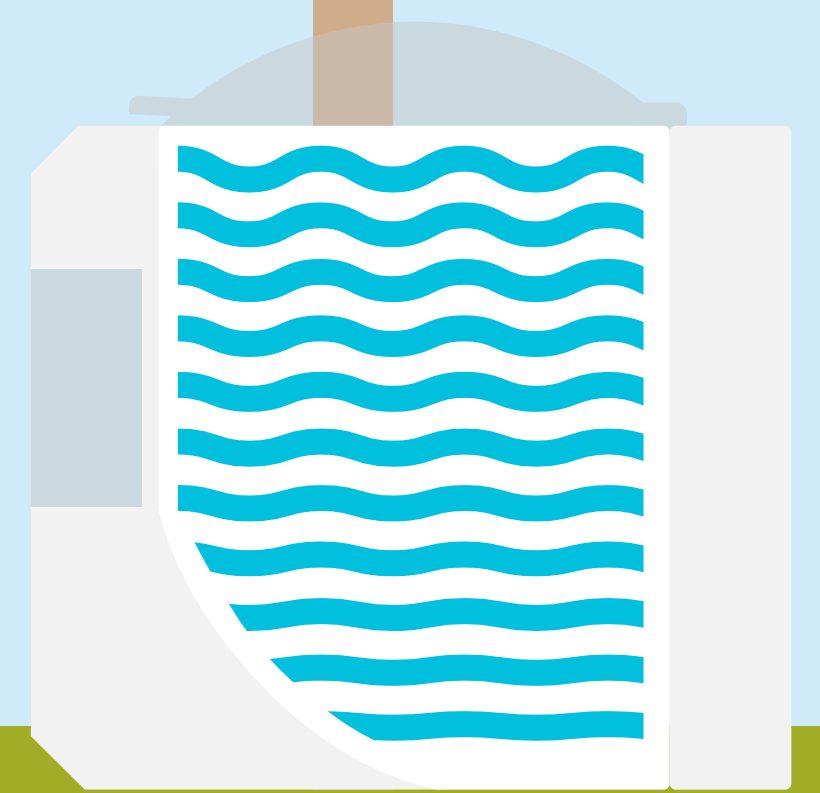


We evaluated the likelihood of purchasing the machine using Likert scale responses on willingness to buy. Comparing participant scores with boat types, we found that owners of dutch barges showed a higher probability of purchasing our product than owners of other boats.

Lylo uses 80% less energy than a traditional machine. A user could complete 15 washes using 3 cycles worth of energy.

With 150L of water, a user could complete 18 washes with Lylo!

8 Litres
per tank



WE ARE LYLO!



In conclusion, our research confirms the desperate need for innovative solutions to address boaters' unique laundry challenges. By introducing a portable washing machine designed explicitly for liveaboard lifestyles, Lylo Products aims to revolutionise how boaters manage their laundry needs.

Our solution addresses the issue of space limitations and prioritises sustainability and environmental consciousness. By implementing low-temperature wash cycles and water reuse technology, we mitigate the risk of clothing shrinkage and significantly reduce both water and energy consumption, aligning with the environmental concerns expressed by the boating community. Additionally, our machine includes a built-in microplastic filtration system, preventing harmful pollutants from entering the waterways.

Lylo's portable washing machine represents an ideal solution that combines practicality, sustainability, and convenience, offering accessible washing options tailored to the boating community's needs.

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