

# wanda perception study



overview &  
results

# overview

A perception-based research study conducted through the University of Alberta Department of Psychology was commissioned by Visionstate Inc. in conjunction with a pilot project at the Edmonton International Airport.



# what is wanda?



A smart device that replaces antiquated paper-based systems for managing and tracking restroom maintenance.

Customers use the interactive touchscreen to send cleaning requests which immediately notifies staff to respond.

# overview

The idea is that by having a visible WANDA unit outside of a restroom, it can improve a visitor's perception of cleanliness within the restroom.



basis



**Cleanliness is highly valued in our society and has a direct influence on our attitude towards public spaces\***

\*Lockyer, 2003; Prayukvong, Sophon, Hongpukdee, & Charupas, 2007

# basis



People will base their opinion of a facility on the limited observation and access they have to certain areas. For example, at a restaurant the customers don't have access to the kitchen however they do have access to the dining area and restrooms. As a result, they will form their opinion of the restaurant based on their observation of those two areas. Therefore for the restaurant, it is very important to maintain the quality of those two areas.

basis



**Additionally, the cleanliness of the washroom and toilet has been shown as a key factor driving the overall perception of cleanliness.\*\***

We know that presenting relevant information can affect people's preferences and behaviors.

For example, nutrition labels on food products can affect people's preference and their purchasing behavior\*

Therefore, the purpose of this study was to determine whether or not the most current service time on a WANDA screen would affect people's perception of cleanliness.

\* For a review see Drichoutis, Lazaridis, & Nayga, 2006



# the plan

To do this, we would have to determine whether restroom patrons noticed the WANDA unit or not, as well as how they rated the restrooms. We asked them a series of survey questions:



# survey questions

**1) On a scale from 1 (very dirty) to 5 (very clean), what is your rating of the cleanliness of the washroom?**

This question was asked to determine what people's opinions of the restrooms were, regardless of whether or not they noticed the WANDA unit.

# survey questions

**2) If you find the washroom needs servicing (e.g., out of toilet paper, out of paper towels), from the following options choose your most preferred methods of requesting washroom service (you may check multiple boxes):**

- **request washroom service from a bacterial resistant LCD touchscreen**
- **make a telephone call to the washroom service number;**
- **send a text message to the washroom service number;**
- **prefer not to request washroom service.**

This question was asked to determine if people preferred to use a WANDA unit to request for service over other methods.

# survey questions

**3) Have you noticed there is a LCD touchscreen installed near the entrance of the washroom**

**(Yes/No)**

**4) Have you noticed when is the most recent washroom service time?**

**(Yes/ No)**

These questions were asked to separate whether people who noticed the most recent service times gave a higher cleanliness rating.



# survey questions

**5) What is your age?**

**(18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, 65 to 74, 75 or older)**

**6) What is your gender?**

**(M/F)**

These questions were asked to see if there were any additional findings within the data due to demographic.

# results

583 participants

304 male | 279 female

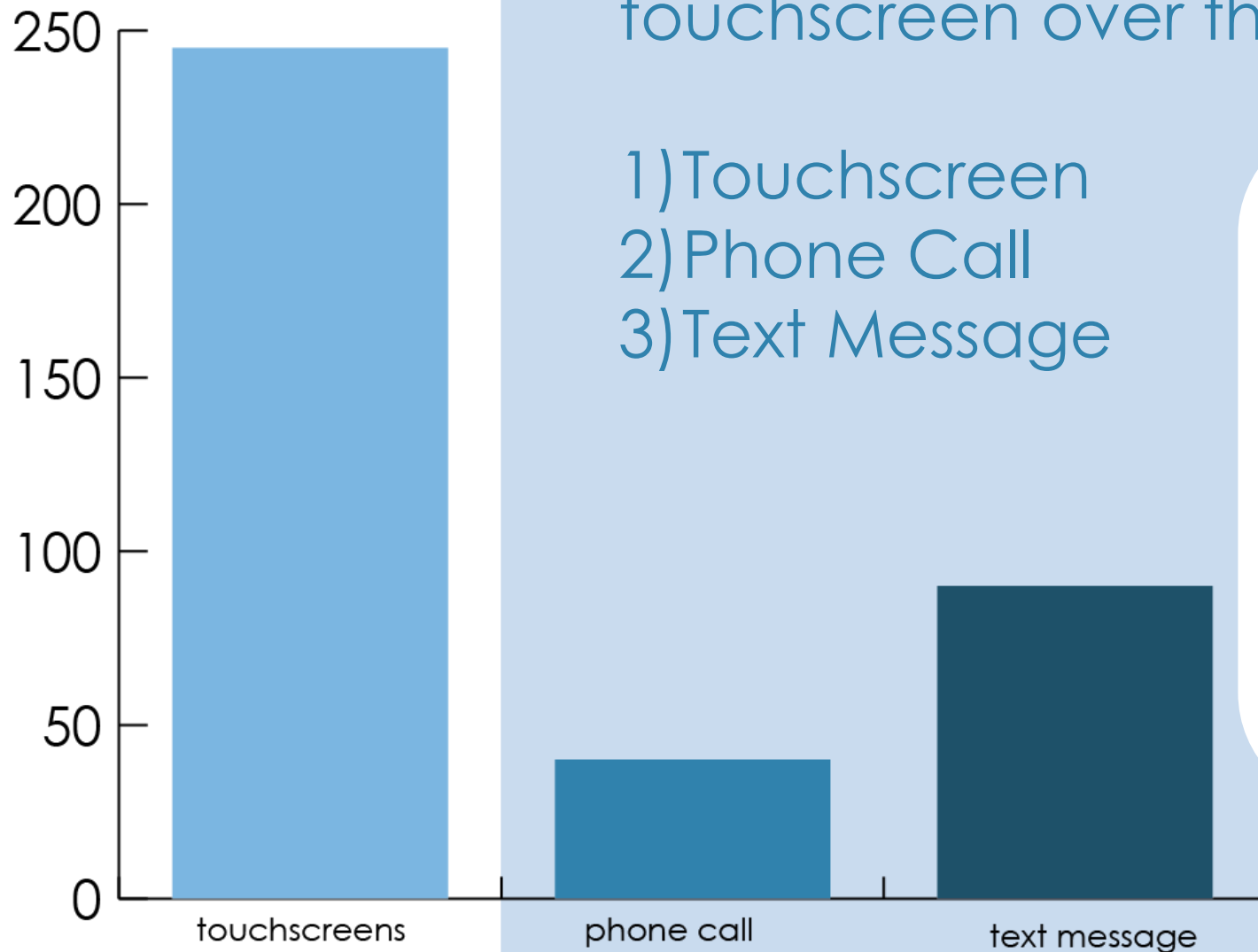
# results

Female participants gave higher cleanliness ratings than male participants.

Participants who preferred to request for service chose touchscreen over the other two:

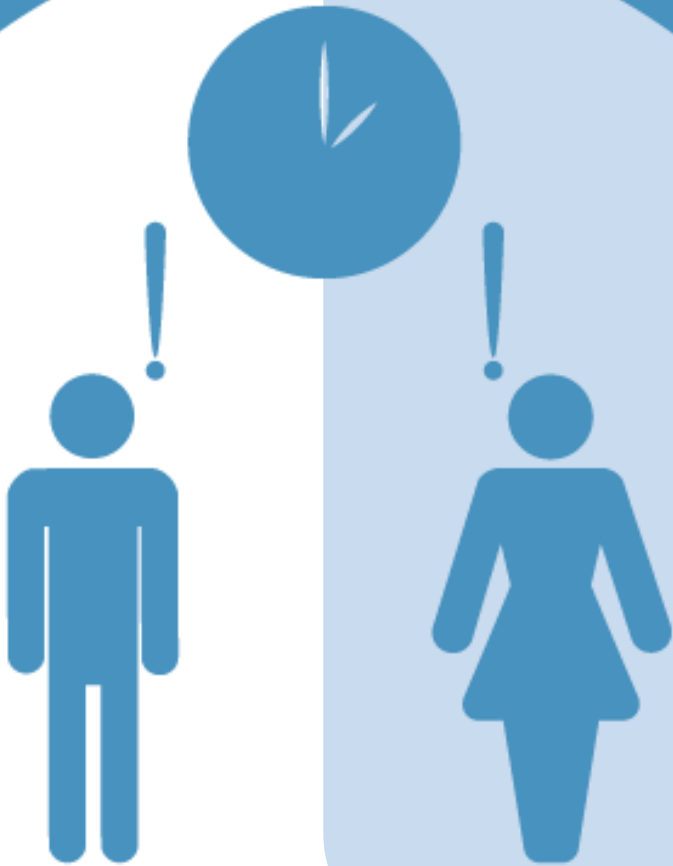
- 1) Touchscreen
- 2) Phone Call
- 3) Text Message

\* This may reflect the public's preference of using an anonymous device to request service rather than their personal cell phone.

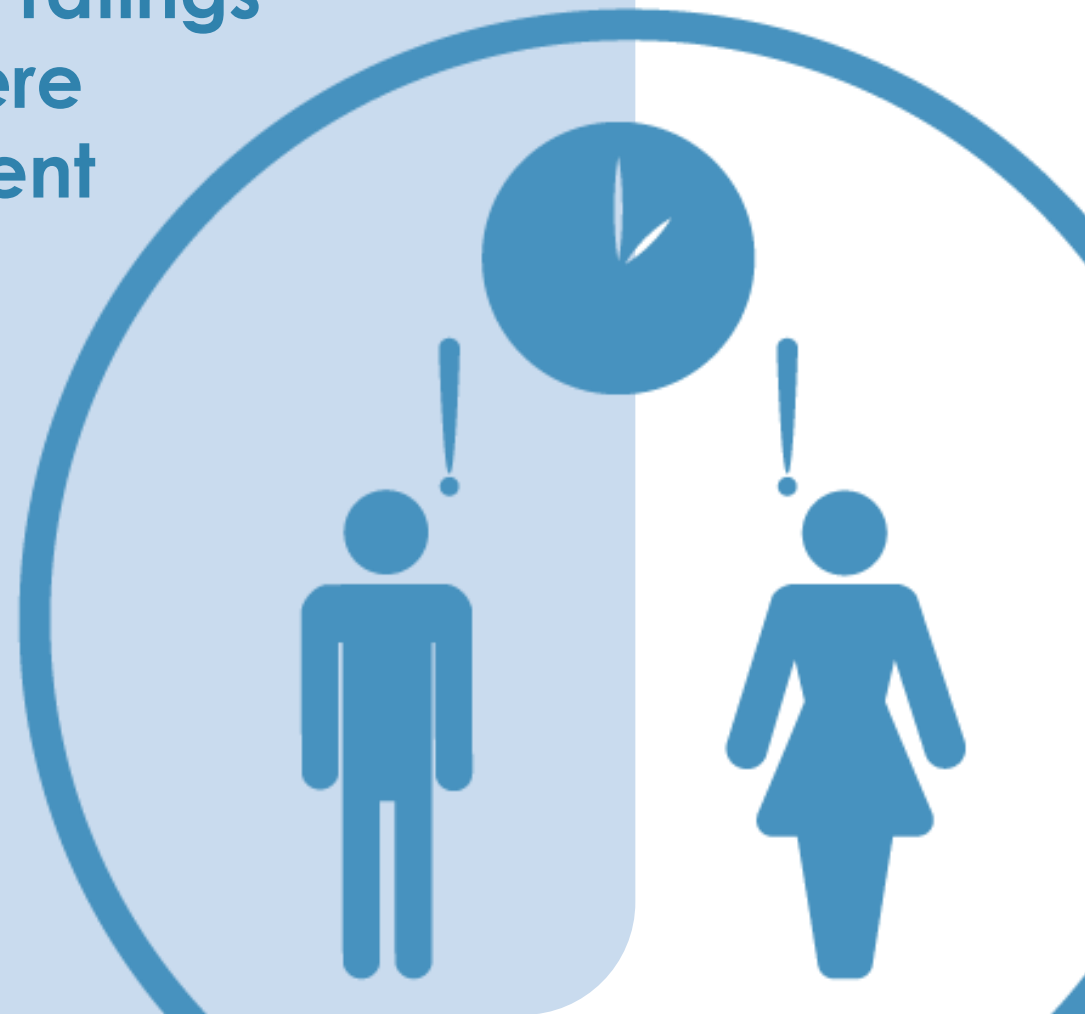




**75%** of participants who noticed the touchscreen noticed the most recent washroom service time.



Participants who noticed the most recent service time on the WANDA gave HIGHER cleanliness ratings than participants who were unaware of the most recent service time.



# final words



**“This study proves the commonly held belief that taking a proactive approach to restroom cleanliness has a direct bearing on people’s perception about cleanliness in general. It proves that, along with valuable analytics on cleaning effectiveness, WANDA is an important part of customer service delivery in any location that has public restrooms.” ~ John Putters, CEO of Visionstate Inc.**