



**Challenge:**

Redesign the Swiffer WetJet and encourage repeat usage, communicate WetJet's power clean functionality, integrate it aesthetically with the rest of the franchise and ensure backward compatibility with the older devices.

**Results:**

The re-designed WetJet is sleeker, aesthetically integrated with the existing Swiffer portfolio, yet outperforms its highly successful predecessor. The glossy purple finish and smooth lines appeal to consumers seeking durability and pleasing aesthetics. Marketable and easier to use, the human factors optimizations set WetJet apart from imitators.

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