

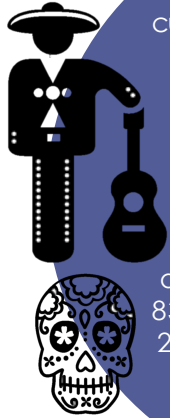
Design 8



Cely Hanono
Paula Bustos
Sarah Micha
Fredelle Troice
Paola Castellanos

UNDERSTAND

Human patrimonies or cultural assets is a title given by the UNESCO (United Nations for Education, Science and Culture) to places, traditions and typical trades. There are 1073 assets around the world, including tangible and intangible, from which 832 are cultural patrimonies, 206 are natural patrimonies and 35 are mixed.



Unión de Aseadores de Calzado
Born more than 10 years ago.
There are currently between fixed, semi-fixed and ambulatory 4 thousand 500 shoe cleaners in Mexico City.

- The footwear cleaning process consists of six steps:
1. The foot area is covered so it does not get dirty.
 2. Clean the shoe with pumpkin soap.
 3. The ink is applied.
 4. Then the wax is applied with a cloth
 5. Brush to get shine.



Anthropology is the study of humanity, societies and cultures. In this case, we used it as a tool to know the culture and society of Mexicans.



Baby boomers:
Born in 1946 - 1964

Generation X
Born in 1965 - 1978

Millennials
Born in 1979 y 1996

Generation Z
From - 1996



An occupation is the work activity that a person usually develops and corresponds to a mechanical art. Today there are many trades that have been recognized as cultural heritage in Mexico.



Advertising is the set of strategies with which a company makes its products known to society.

OBSERVE

Materials
Synthetic, leather, fabric
PVC, TPU, EVA



Most of these shoe cleaners have this job because of inheritance

Fashion
Classic and sophisticated designs made with sumptuous and warm materials such as velvet and skins with bright finishes.



Passive observation we realized how the cleaner interacted with the client and how he worked. What he did while waiting for other clients and how his mood was perceived.



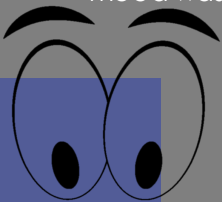
We created and empathic map about the she polishers and also one about the client. With this we determined what they felt, see, hear and say and do.



We developed 4 SWOT analysis. WIEGO, Mexico, shoe polishers and users.

Millennial women: all kinds of shoes. Tennis shoes, sandals, heels, moccasins, a bit of everything. Millennial woman seek comfort.

Millennial men wear tennis shoes loafers boots. Many of them look for comfort and everyone gets it differently



Active observation. They told us that they really enjoy the fresh air and entertain themselves watching people go by and especially "gossiping". All the cleaners we talked to told us that they already have their customers frequent and trusted.



SYNTHESIZE



- After all of our investigation we concluded that:
- Out of 89 women shoes 42 can be polished.
 - From 37 men shoes 23 can be polished
 - Men have more shoes that can be polished than women
 - The shoe polisher works less when it rains.
 - Men feel more comfortable polishing their shoes than women



Insights
 Having your shoes clean and in good condition makes you feel good.
 Good service generates satisfaction.

Everyone enjoys taking time off and taking a break.

We made surveys to shoe cleaners and to clients with which we got to know a lot more things about them.



Findings

Polishing your shoes is an experience for both the cleaner and the customer.

Washing your shoes makes you feel as if your shoes are new.

Shoe cleaners have less work with rain and customers do not want to clean their shoes.



Concept:

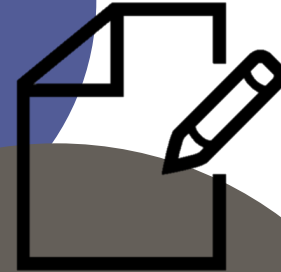
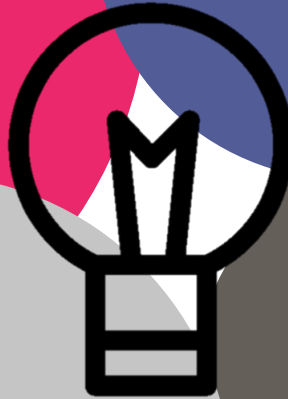
We are proposing a change to the shoe polishers workspace, the transportation of it, and the care of the workers tools.

proposed to change the
At the same time, it seeks to create a complete experience for the market that in addition to satisfying their need, provides a moment of enjoyment for them.

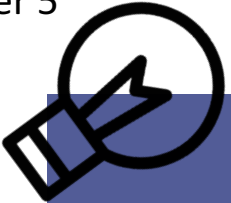
While brainstorming we thought about all of the problems we wanted to attack with our new design.

We also made a board with Anti design including all of the things we would not like our new design to have.

We started to design everything, drawing every single idea that came to our heads and trying to explain all of the mechanisms in order for our ideas to come out as we wanted.



PROTOTYPING



After we analyzed all of our ideas we came to one final design.



We checked all of the measurements according to the ergonomics and created the blueprints.

We created a 3d model and rendered it.



We made an image with our 3d model on a street background.



We created a menu with different types of services so the client can choose what service they would like to get.



Our chair design is a proposal to facilitate the shoe polishing experience for the customer as well as the cleaner. The chair consists of two parts designed in a circle so that when it is stored a cylinder is formed, making the chair a much more practical and easy to transport prototype.

We designed a logo to represent all of the shoe polishers in Mexico, adding the name of the union and the year they started it.

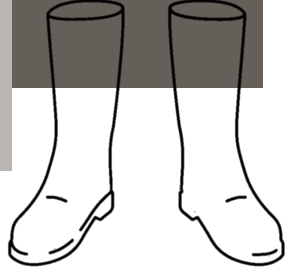


New uniform design with logo and name of the polisher. Using a technological fabric to help the polishers, and specific colors.

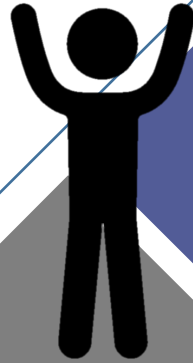


Show covers to help the clients take care of their shoes in case of bad weather.

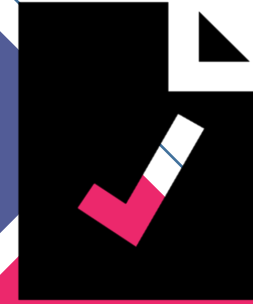
Leg cover for women.



TESTING



Based on the design obtained, it was validated with the shoe cleaner to verify that the desired result was achieved.



Most of them told us that they would love to change their module since they have been with it for many years and would like something more modern. They believe that this proposal is very comfortable because they can easily transport it, have their work tools safe and give the client greater comfort.

Uniform - some commented that they prefer to work with shirt and pants,
Menu - the idea seemed interesting but at the same time a challenge.
Leg cover . is a great idea because clients often feel uncomfortable with a man working in that position.



Good results were obtained with the comments from shoe polishers and we could see emotion in their faces when they thought that a project was being carried out to improve their work style and the client's experience.



The Business Canvas Model was made to be sure that the proposal made for shoe polishers is business for them.



We analyzed all of our costs about all of our proposal including: material, menu, clipboard, shoe and leg cover, and working robe.

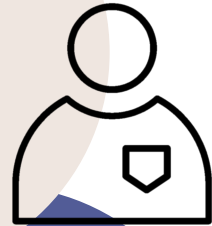
Add solar panels on top of the modules so that the cleaners can have their own energy.



We thought about the future scenery and how they can continue to improve their work day by day.



Millennials go to the shoe polisher once a week as they have expanded their techniques and knowledge about different shoes.



All modules of the city are changed to the module that we created and the association of shoe polishers does not need to pay a fee as it stands on its own with publicity.



The weather stops being a negative factor for the cleaners because with the new shoe covers people go with more frequency to clean your shoes so they always feel them like new.

Going to the shoe cleaner becomes a lifestyle thanks to the different experiences offered by them.

