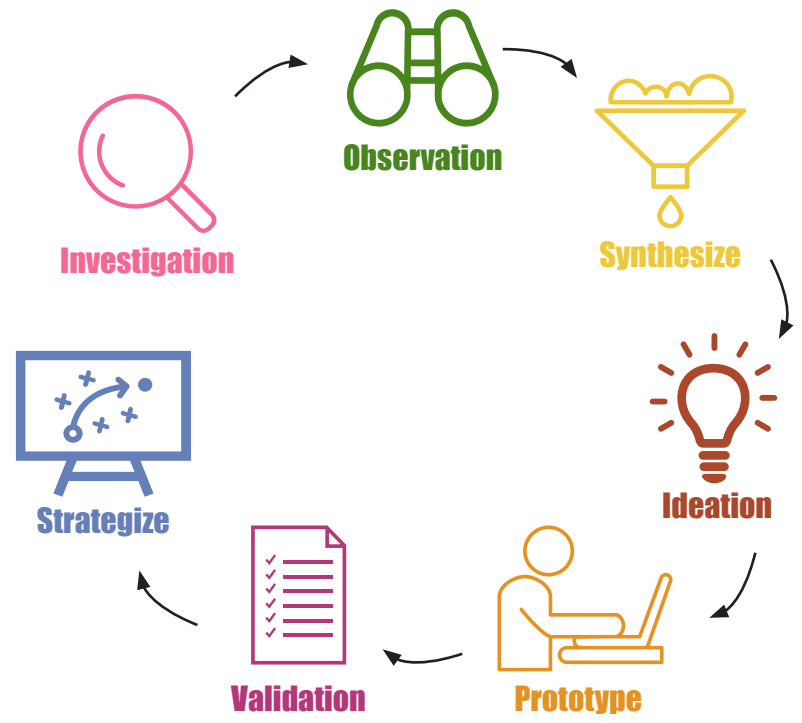


Shoe Cleaning Towards A Better Future

One of the most emblematic trades in Mexico is shoe cleaning. This trade started around the 1940s, and it soon became one of the most traditional jobs in Mexico City. The purpose of this project was to investigate the shoe cleaners and their market, using interviews, polls, observation and other techniques. After the investigation, the information was synthesized and used to create real solutions.

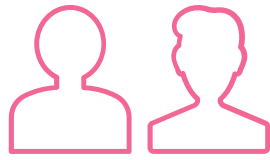
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Design Process



Problem

The Mexican Government wants to **remove** the shoe cleaners from the historic center of Mexico City, blaming them for visual contamination.



User

Direct user: Shoe cleaner, socioeconomic level D, age from 25 to 65.

Indirect user: Clients, socioeconomic level from A to D+, age from 23 to 60.

Findings



64% of the shoes used by **millennials** are tennis shoes.



57% of shoe cleaners do clean tennis shoes.



Shoe cleaners suffer **health problems** because of their jobs.



Indirect users consider the shoe cleaners' current work space **"ugly"**.

Strategy



Shoe cleaners' quality of life



Link and approach towards millennials



Physical appearance of their workplace

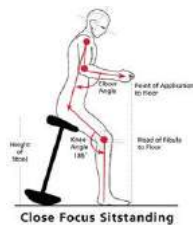
Uniforms

- Cheaper
- Suitable for the everchanging weather of Mexico City



Ergonomics

- Better posture
- Back support
- Adjustable for different heights



Digital Strategy

- Social media
- Engagement with millennials



Insights



The shoe cleaners **don't** exist in the eyes of **millennials**.



The shoe cleaners' current work stations don't communicate **mexican folklore** and the **tradition** of this trade.

Workspace Design

- Mexican handcrafted textiles
- Close focus sitstanding ergonomic chair
- Space optimization
- Talavera inspired design
- Mexican folkloric design

