

The Mexico City Union of Shoe Polishers

INTRODUCTION

CLIENT



Association that takes care of the interests of non-salaried workers.

USER



Group of shoe cleaners that fight not to be displaced from the historic center of Mexico City.

MARKET



This market is integrated mostly by +40 yo men.

MAIN PROBLEM

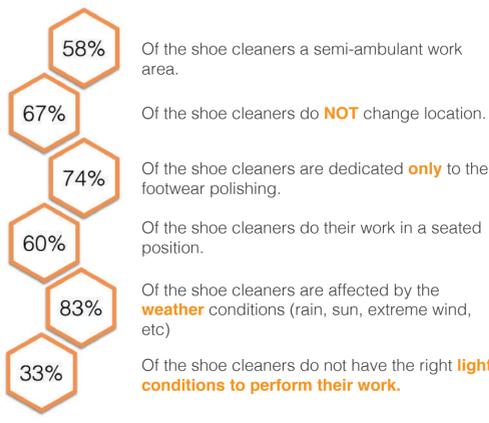
The main problem is that Miguel Ángel Mancera, head of government of Mexico City, wants to displace the shoe cleaners from the historic center with the reason that "they cause visual contamination with the publicity they use."

However, the government requires that the shoe cleaners expose advertisement adds through the whole city.



That is why shoe cleaners approached WIEGO and WIEGO contacted Universidad Iberoamericana.

INVESTIGATION METHODOLOGY



One of the main problems is that when performing their job on a seated position, they tend to have **pain** in both legs and arms.

It's more comfortable for them to perform the service at a shoe height, with a higher chair, for them not to bend their backs and avoid pain. This makes the chair heavier to move though.

heavier |

Most of the workers **DO NOT** keep **order** in their work space, also they lack enough space to store their material.

Each cleaner has a different **TECHNIQUE**

PROBLEMS FOUND...

It affects the **weather**, both the rain and the sun

They want to **remove** them from the historic center, because for the government, it is visual contamination

The user **does not** know that almost ALL the shoes can be cleaned

In Mexico both Millennial and Z generations, **DO NOT** have the habit of cleaning their shoes *

(They worry about taking care of their shoes, but they do it at home)

SWOT

CHAIR

WEAKNESS: They do not have a specific area to store material.

VS

THREAT: The chair can cause serious medical problems to the cleaners.

MARKET

STRENGTH: Integrated by people who could polish their shoes every day.

VS

THREAT: The costumers do not have the daily cleaning habits that we saw on other generations.

UACCDMX

STRENGTH: They help the cleaners have the necessary permits.

VS

THREAT: They want to ban them from the historic center.

MARKET

STRENGTH: They help the cleaners have the necessary permits. REPETIDO

VS

THREAT: They are not well organized to defend themselves from the city government prohibition.

OBJECTIVES

Design an **INNOVATIVE, modern and attractive experience for all types of markets**

WORK PLACE

Design an attractive chair visually, lightweight and practical to use, with compartments where the cleaner can store his work material. The chair allows the cleaner to have an ergonomic posture when performing his work.

SHOE CLEANERS

Make the shoe cleaner achieve a sense of belonging to generate added value.

Design an ergonomic chair for a better posture and a better health.

MARKET

Create a strategy so that the market knows the experience and variety of techniques to clean a shoe; in order to make it a necessity.

ASSOCIATION

Generate a method to introduce advertising to the work area of the footwear cleaner, without visually intervening or violating the visual landscape.

FINDINGS

The workers are open to **opportunities of change**, in order to improve the image and comfort.

More men **clean** their shoes compared to women.

People have **little variety** of footwear to clean.

The cleaners do **NOT** have **hygiene** in their workplace.

People under 30 years **do not have the habit** of cleaning their shoes unless it is for an event or for a specific dress code at work, but they do it at **home**, either they or someone who helps them.

There are more men shoecleaners than women.

INSIGHTS

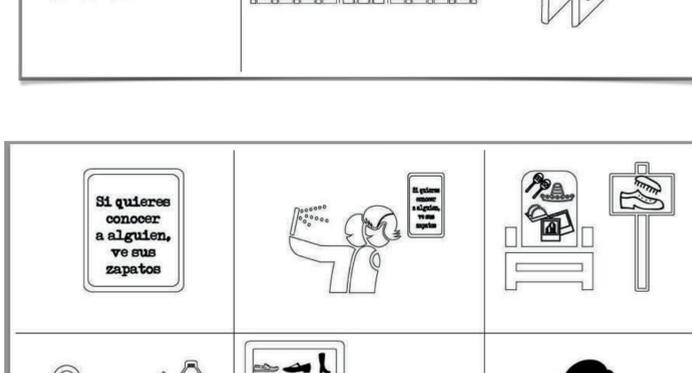
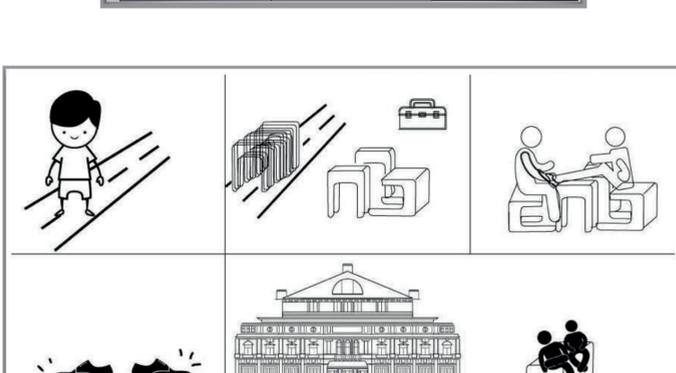
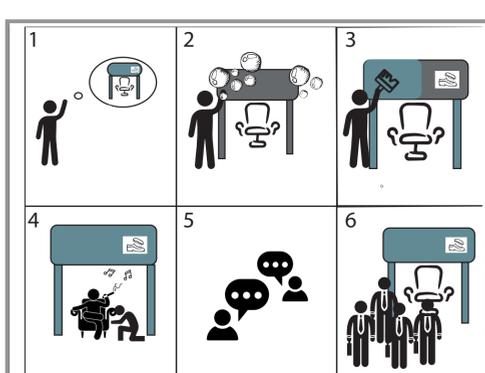
The more you **personalize** your things, the more you take care of it.

More men **clean** their shoes, compared to women.

Millennials seek to live through **experiences**.

Men take special **care** with their shoes, since it is an accessory that **differentiates them**.

SCENARIOS



The Mexico City Union of Shoe Polishers

VALUE PROPOSITIONS

- Tradición y cultura
- Innovación
- Relaciones
- Espacios trabajo
- Libertad de expresión



CHANNELS

- Homogeneizar las estaciones
- Calles
- Arte - museos
- Medio ambiente- jardín



CUSTOMER RELATIONSHIP

- Innovación
- Museo ambulante: Cultura e historia
- Comodidad
- Ecología
- Fidelidad



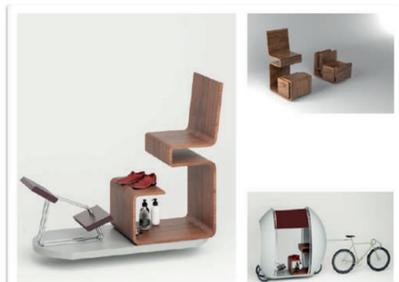
CUSTOMER SEGMENTS

- Gente que se bolea los zapatos
- Generación Y, Millennials y Z
- Gusta un calzado limpio



KEY RESOURCES

- Diseño de nueva propuesta



KEY PARTNERS

- WIEGO
- Gobierno de la CDMX
- Artistas urbanos
- Patrocinios/ publicidad



COST STRUCTURE

- Empresas
- Gobierno
- Secretaria de Turismo
- FONATUR

Entidades del Gobierno importantes en la participación del proyecto:

- Gobierno de la Ciudad de México
- Secretaría de Turismo
- Secretaría de Medio Ambiente
- Secretaría de Trabajo y Previsión Social



Asociaciones importantes en la participación del proyecto:

- Secretaría de Desarrollo Social
- Instituto Nacional de la Economía Social
- CONADIS
- INAPAM
- IMJUVE
- Programa de Inclusión Social



Asociaciones de empresas privadas que fomentan el desarrollo y que son importantes para el proyecto:

- Fundación Coca-Cola
- Teleton (Fundación Televisa)
- Fundación Telmex (Fundación Carlos Slim)
- Fundación Walmart México
- Fundación Azteca
- Nacional Monte de Piedad



REVENUE STREAMS

- Publicidad - Arte y jardín
- Boleadas "aseo de calzado"
- Venta de producto - bolsas
- Dar a conocer diferentes técnicas para atraer a más mercado

COST

- Madera de nogal: \$2,500
- Tela: \$150x metro, x 4= \$600
- Bicicleta: \$1,700
- Tubo de Metal: \$600
- PVC: rollo de lámina rígida para termoformar. Precio: 1,118 \$ c/u x 6= \$6,708
- Llantas: \$1,500
- Acrylic de cristal esmerilado: 3MM 1.22 M X 2.44 M \$895.00
- Muro verde: \$1,600
- Mano de obra: \$7,000

Total \$22,504 M.N.

THANK YOU

Team:
 - Alejandra Arnaldo (Industrial design)
 - Alejandra Ladrón de Guevara (Industrial design)
 - Aline Chamlati (Textile Design)
 - Pamela Jiménez (Graphic design)

Teachers:
 - Gerardo Murcio
 - Mercedes Bosch

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