The main problem is that Miguel Ángel Mancera, head of government of Mexico City, wants to displace the shoe cleaners from the historic center. The main problem is that Miguel Ángel Mancera, head of government of Mexico City, wants to displace the shoe cleaners from the historic center. The main problem is that Miguel Ángel Mancera, head of government of Mexico City, wants to displace the shoe cleaners from the historic center.

The user does not relate to the cleaners and their way of working. The user does not relate to the cleaners and their way of working. The user does not relate to the cleaners and their way of working.

The cleaners do not have the habit of cleaning their shoes, compared to women. The cleaners do not have the habit of cleaning their shoes, compared to women. The cleaners do not have the habit of cleaning their shoes, compared to women.

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

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

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

THREAT: The chair can cause serious medical conditions. THREAT: The chair can cause serious medical conditions. THREAT: The chair can cause serious medical conditions.

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

Each cleaner has a different technique. Each cleaner has a different technique. Each cleaner has a different technique.

Generate a method to introduce advertising to the cleaners. Generate a method to introduce advertising to the cleaners. Generate a method to introduce advertising to the cleaners.

The cleaners do their work in a seated position. The cleaners do their work in a seated position. The cleaners do their work in a seated position.

Of the shoe cleaners a semi-ambulant work area. Of the shoe cleaners a semi-ambulant work area. Of the shoe cleaners a semi-ambulant work area.

Design an innovative, modern and attractive experience for all types of markets. Design an innovative, modern and attractive experience for all types of markets. Design an innovative, modern and attractive experience for all types of markets.

FINISHING

One of the main problems is that when it rains or when it is really windy, they change the place where they perform their work. One of the main problems is that when it rains or when it is really windy, they change the place where they perform their work. One of the main problems is that when it rains or when it is really windy, they change the place where they perform their work.

The cleaners have different experiences. The cleaners have different experiences. The cleaners have different experiences.

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

The cleaners do not have ergonomic postures. The cleaners do not have ergonomic postures. The cleaners do not have ergonomic postures.

The workers are open to performing their work in a different way. The workers are open to performing their work in a different way. The workers are open to performing their work in a different way.

The Mexico City Union of Shoe Cleaners and Polishing Shutterstock. The Mexico City Union of Shoe Cleaners and Polishing Shutterstock. The Mexico City Union of Shoe Cleaners and Polishing Shutterstock.

Of the shoe cleaners do not have the right conditions to perform their work. Of the shoe cleaners do not have the right conditions to perform their work. Of the shoe cleaners do not have the right conditions to perform their work.

Of the shoe cleaners are affected by the weather. Of the shoe cleaners are affected by the weather. Of the shoe cleaners are affected by the weather.

Of the shoe cleaners are dedicated only to footwear polishing. Of the shoe cleaners are dedicated only to footwear polishing. Of the shoe cleaners are dedicated only to footwear polishing.

The main problem is that Miguel Ángel Mancera, head of government of Mexico City, wants to displace the shoe cleaners from the historic center, because for the government, it is visual contamination. The main problem is that Miguel Ángel Mancera, head of government of Mexico City, wants to displace the shoe cleaners from the historic center, because for the government, it is visual contamination. The main problem is that Miguel Ángel Mancera, head of government of Mexico City, wants to displace the shoe cleaners from the historic center, because for the government, it is visual contamination.

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

The user does not relate to the cleaners and their way of working. The user does not relate to the cleaners and their way of working. The user does not relate to the cleaners and their way of working.

Men take special care of their shoes, compared to women. Men take special care of their shoes, compared to women. Men take special care of their shoes, compared to women.

There are more men shoe cleaners than women. There are more men shoe cleaners than women. There are more men shoe cleaners than women.

The cleaners do not have an ergonomic posture when performing his work. The cleaners do not have an ergonomic posture when performing his work. The cleaners do not have an ergonomic posture when performing his work.

The cleaners do not have the habit of cleaning their shoes, compared to women. The cleaners do not have the habit of cleaning their shoes, compared to women. The cleaners do not have the habit of cleaning their shoes, compared to women.

THREAT: The costumers do not have the daily opportunity to clean their shoes every day. THREAT: The costumers do not have the daily opportunity to clean their shoes every day. THREAT: The costumers do not have the daily opportunity to clean their shoes every day.

STRENGTH: Integrated by people who could polish their own shoes. STRENGTH: Integrated by people who could polish their own shoes. STRENGTH: Integrated by people who could polish their own shoes.

THREAT: They are not well organized to defend their interests of non-salaried workers. THREAT: They are not well organized to defend their interests of non-salaried workers. THREAT: They are not well organized to defend their interests of non-salaried workers.

VS

Shoe Polishers

Threat

Market

UACCDMX

Main Problem

Investigation Methodology

Findings

Objectives

Scenarios
The Mexico City Union of Shoe Polishers

VALUE PROPOSITIONS
- Tradición y cultura
- Innovación
- Relaciones
- Espacios abiertos
- Libertad de expresión

CHANNELS
- Homoenergésis las extracciones...
- Calles
- Arte - museos
- Medio ambiente - padrín

CUSTOMER RELATIONSHIP
- Innovación
- Museo ambulante: Cultura e historia
- Comodidad
- Fidelidad

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

VALUE CHAIN
- Diseño de la nueva propuesta

KEY PARTNERS
- WECO
- Gobierno de la CDMX
- Ancón urbanos
- Promociones/ publicidad

KEY RESOURCES
- Diseño
- Gobierno
- Secretaria de Turismo
- CHAPA/MAP

CUSTOMER SEGMENTS
- Empresas
- Gobierno
- Secretaria de Turismo
- CHAPA/MAP

BUSINESS MODEL
- Rubricado: Arte y jardín
- Botellas: "aseo de calzado"
- Venta de producto: bolsas
- Da a conocer diferentes técnicas para atrapa el mercado

PUBLICITY
- Madera de nogal: $2,500
- Tela: $150/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
- Acrilico de cristal esmerilado: 3MM 1.22M X 2.44 M $895.00
- Muro verde: $1,600
- Mano de obra: $7,000

TOTAL $22,504 M.N.

THANK YOU