Mexico’s City government is trying to remove shoeshiners from the city’s Historical Center under the argument that they cause visual pollution.

Shoeshiners are ruled by the Reglamento de trabajadores no asalariados del Distrito Federal (regulation of non-salaried workers of the Federal District).

Article 31.- Shoeshiners may be itinerant or assigned to the following places:
I. Parks and gardens
II. Selected places on the public road

Second Title
Article 30.- The general direction of work and social welfare will determine the places where the shoe shiners can establish.

Advertising is the set of strategies that companies apply in order to get exposure for their products. The most relevant to shoeshiners are:
Outdoor advertising which is used on the roads or using urban elements.
Hot spots: Because of their location, they have a greater flow of people.

4500 shoeshiners in Mexico City

Víctor Miguel Pérez Serrano
Leader of Unión de Aseadores de Calzado

$15 MXN monthly Unión de Aseadores de Calzado fee to belong
In order to fully understand the shoe shiner's problematic from their perspective, the following techniques were applied:

**PASSIVE OBSERVATION**
- Shoeshiners spend most of their day sitting and waiting for customers.
- All the material they use is messy.
- Shoeshiners spend a lot of time in their phones.

**ACTIVE OBSERVATION**
- They have frequent and loyal clients.
- Shoeshining involves many steps.
- Most of them felt uncomfortable while being observed and changed their attitude.

**300 SURVEYS**
To target

**40 INTERVIEWS**
To shoeshiners

**EMPHATIC MAP**
DEFINE

MAIN PROBLEMS

- visual pollution
- the module is heavy to transport
- no aesthetic uniformity
- expensive rent space to store the module at night

REAL NEEDS

- visually attractive solution
- protection from the weather
- adapt to surroundings

INSIGHTS

There are shoeshiners all around the city but people don’t notice them. Many women have shoes that can be shined but they don’t know it.

FINAL OBJECTIVE

Design a workspace for shoeshiners in Mexico City taking into account the geographical, political and current context. The workspace must protect the user from the environment (pollution and weather). Creating awareness is also an important step in this project given that the new generations and many women don’t actually go to the shoe shiner, they do it at home. We want to create a workspace that will leave the “do it yourself” aside and that will encourage people to go out and shine their shoes in the new modules.
To create new ideas, the following methods were used:

- Brainstorming: this gave the team a new perspective of the solution, by thinking different ways that could help shoe shiners to make their job easier.

- Inspirational moodboards: according to the results of the brainstorming, images from different sources, such as Pinterest and WGSN, inspired the team to start sketching.

- Ideation sketches: this process consisted in sketching approximately 50 drawings per person, to finally get to one final sketch.
Final proposition

We came to a solution that is a fixed module that will be found all around the city. It can be located in the streets, parks, malls, underground, etc. The fixed module will help solve the problem of the module transport at night and will reduce costs to the shoeshiner. The locations will also allow the users to easily locate the shoeshiners. There is plenty of space for advertisement and additionally, the module will have a second function when not in use. When the module is closed, it will serve as a map or information center for the people passing by and will provide light at night.

EXAMPLE 1 - COCA COLA ADVERTISMENT

EXAMPLE 2 - UNDERGROUND MAP

These modules could be located in the underground and when they are not in use by the shoeshiners, their purpose will change and show information for the people that passes them by.
Socially responsible business. Ex: Coca Cola, Adidas, Hp, Walmart, Home Depot and CIE.

Providers. Marketing agencies: Companies that would like to advertise in the modules (Flexi, El Oso, Monte Pío, etc.) Urban artists and photographers.

Shoeshining.

Design the module.
Manufacture the module.
Get permissions from the government.
Get sponsors.

Reactivate social networks.
Web page.
Incentives for the clients to come back.
Personalized service.

To improve the working conditions of the shoe shiners of Mexico City. In addition, a visual improvement will be sought in order to attract new types of clients. The new module will also adapt to the environment and its surroundings.

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The street is the mail channel. Specially busy streets. Ex: Madero street in the city centre. Business zones. The module will be visually much more attractive.

Crowdfunding.
Advertisement.
Sponsors

Revenue Streams
Shoeshining.
Advertisement in the module.

14+ years old.
All social classes.
Men and women. We will try to make more women adapt this tradition.
An example will be the tourists visiting Mexico or people who have a dress code for work. Ex: lawyers, business men, etc.

Private investors.
Brands to make alliances.

Customer Segments
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All social classes.
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Value Proposition
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Brands to make alliances.

Key Activities
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Channels
The street is the mail channel. Specially busy streets. Ex: Madero street in the city centre. Business zones. The module will be visually much more attractive.

Customer Relationship
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Key Activities
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**Value Proposition**

- Better work conditions
- Visual attraction
- Double functionality (information + lighting at night)
- Attract new clients
- Adapt to the surroundings

**User and Channels**

Men and women. Try to welcome more women to the tradition.
- + 14 years old
- Working people
- Tourists

Street is the main channel, locate the modules on busy streets.
Advertisement on social networks.
Create incentives so that people want to return.

**Source of income for shoeshiners**

Shoeshining
Advertisement in the module

**How do I do it?**

Socially responsible business will sponsor the modules for the shoeshiners. This will make them look good and they will be helping out a vulnerable group in their society.
“It’s really pretty, it would be amazing if we could all have the same module”
Mauricio, shoeshiner

CONCLUSION
In conclusion, the real needs were solved in a successful way and a double functionality was added making it more valuable. Shoeshiners work conditions will improve considerably and the new module will help them attract new clients and blend in with their surroundings. Shoe shiners will not need to worry anymore given that socially responsible business will sponsor the modules and the future incomes will be strictly for the shoeshiners.