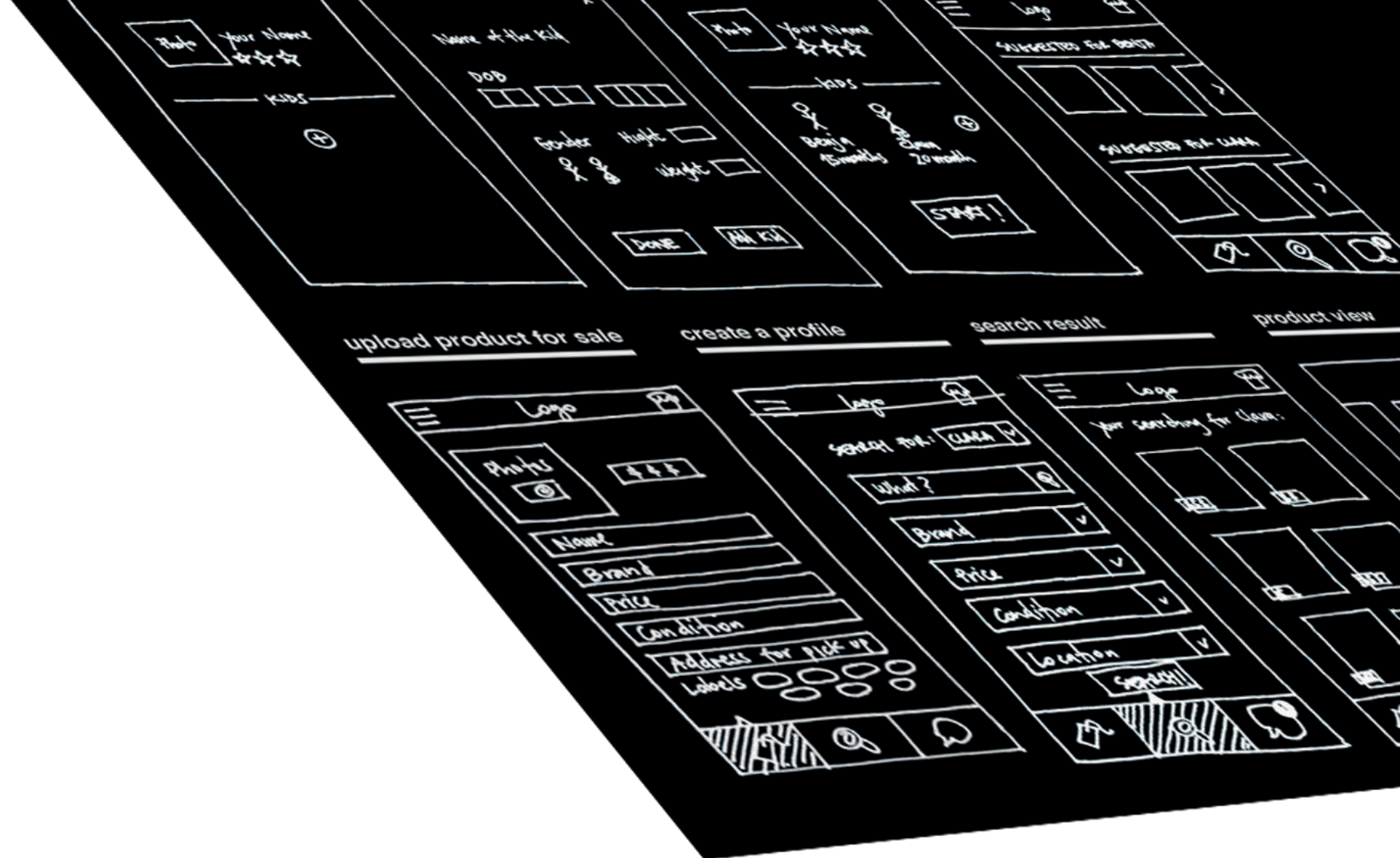




CAMILA MORENO

UX and Strategic Designer



PROBLEM I SUSPECT...

Children outgrow clothes and toys very quickly and parents don't know what to do with them, so they **start to accumulate old products until space becomes a problem in their homes**

RESEARCH PLAN

Goals | Understand the fate of the products that children do not use anymore and learn if there is an opportunity to re-use/sell them

Methodology | Interviewed 4 parents for 30 minutes each one

Target Audience | They are mothers of 25 - 35 years old. They frequent parks and playground areas and have kids younger than 5 years old

DISCUSSION GUIDE

TOPICS

Family Size	Hello, my name is Camila and I am going to interview for 30 minutes. What is your name? _____ Your Age? _____ How many children do you have? _____ Age Child 1 _____ Age Child 2 _____ Age Child 3 _____																							
Shopping Experience	Could you tell me when was your last time that you bough clothes for your children? _____ And where was? _____ Why did you choose that place? _____																							
What they buy and expectation of durability	What did you buy? _____ What size did you buy for: Size Child 1: _____ Size Child 2: _____ Size Child 3: _____ For how long you expect that your children use their new clothes? _____																							
What they do with outgrow clothes	When children outgrow their clothes, what do you do with it? <table border="1"> <thead> <tr> <th>KEEP</th> <th>GIVE AWAY</th> <th>SELL IT</th> <th>OTHER</th> </tr> </thead> <tbody> <tr> <td>Why?</td> <td>Why?</td> <td>Why?</td> <td></td> </tr> <tr> <td>Where?</td> <td>How you make the contact?</td> <td>How you make the contact?</td> <td></td> </tr> <tr> <td>How?</td> <td>Where?</td> <td>Where?</td> <td></td> </tr> <tr> <td>For how long?</td> <td></td> <td>How they pay you?</td> <td></td> </tr> </tbody> </table>				KEEP	GIVE AWAY	SELL IT	OTHER	Why?	Why?	Why?		Where?	How you make the contact?	How you make the contact?		How?	Where?	Where?		For how long?		How they pay you?	
KEEP	GIVE AWAY	SELL IT	OTHER																					
Why?	Why?	Why?																						
Where?	How you make the contact?	How you make the contact?																						
How?	Where?	Where?																						
For how long?		How they pay you?																						
About second Hand clothes	Have you buy second hand clothes? _____ (if she answer yes) Tell me more about that experience? _____ (if she answer no) Tell me why not? _____																							
About competition	Do you know Market Place? _____ (if she answer yes) tell me about your experience using it _____ Do you know about the parents list of the university? _____ (if she answer yes) tell me about your experience using it _____																							

AFFINITIVE MAP AND KEY INSIGHTS



"I'm keeping everything in vacuum bags hoping I'll use them again"

*Daniela 33 years old,
Benja 1 year old*

First time parents are keeping everything in case they need to use them again in the future

"I feel so good when I give used things to someone who really needs it"

*Belén 33 years old,
Mia 1 year old*

Some parents are donating some things to charity because they have a storage issue and don't know what else they can do. This is the faster option for them

"With your first one you buy nice things, with the second one you just want to survive"

*Montserrat 29 years old,
Joaquín 3 years old
Ignacia 6 month*

Experienced parents are willing to buy second hand items because realize children leave clothes and toys like new

PERSONA



"I don't know what to do with all the clothes that I kept from my daughter. My son doesn't need it, and I don't have enough space to keep his clothes too"

JULIA, 32 YEARS OLD, 2 CHILDREN

Goals

- Keep home organized (she is practical and organized)
- Get rid of things they are not using and take up space
- Buy nice and good quality products for low prices

Frustrations

- She has the feeling that has to keep everything in case that she has another child, but has a reduced space
- She also feels bad storing things that nobody is going to use
- She want to sell her children's used products and recover some money, but don't find a platform focused in kids products

COMPETITIVE RESEARCH

craigslist



Facebook Marketplace

- Is not easy get rid of children's products.
- They have a big audience, so there is no tailored search.



- Audience with same interests, so should be easy get rid of children's products. But is not.
- Information arrives without structure, not organized.



Facebook Marketplace



studentparents@lists.uchicago.edu

HOW TO FIND IT	Is visible in your Facebook account home page	Somebody has to tell you about this list
PLATFORM	Website, Mobile App	Just email
UI/EASY TO USE	Very intuitive/Easy to search/ There are categories and filters / Simple interface	Users just need a email account and know how to send, check and respond an email
BRANDING	Market Place is an extension of Facebook. So Facebook is the brand who back up this platform and has the logo visible on the top	There are no logo, but the name of The University of Chicago back up this parents student list
DESIGN/VISUAL	Functional design /Different colours and icons for categories/Big pictures of the products/Clear information	Info without a structure/without hierarchy/unclear info in some cases
EASY TO FIND WHAT I WANT	Yes, you can search by key words / using categories/filters/ specific search	Is random . Sometimes arrive an email with something that you need. Other times people respond to your ISO emails by offering things that they believe comply with the description of your ISO
EASY TO CONTACT OTHER PEOPLE	Yes, they provide their phones, emails and address. You can send a message with just one click	Yes, but is most difficult to contact to the right person. You need to write to an entire list of people to find the right one
TIME TO TAKE SALE OR SEARCH	Is immediatly . You can search or publish in real time	You have to wait for them to approve your mail (24 hrs) to be send to the entire list
SALES FEE	NO	NO
NOTIFICATIONS	They send notifications of products, sellers or customers of your interest	Sometimes arrives emails with products or info who don't matter to us .

MY SOLUTION

I believe that by creating a **marketplace focused on second hand kids products with tailored filters, allowing parents to find things that fit perfectly with their children (in terms of age, gender and favorites brands)**, I can incentivize parents to get rid of their children's used items faster.

The logo for TOPKID features the word "TOPKID" in a bold, sans-serif font. "TOP" is in yellow, "KID" is in blue, and the letter "i" in "KID" has a blue dot above it.

T H E K I D S M A R K E T P L A C E

FUTURE PRIORITIZATION (MOSCOW METHOD)

MUST

- Create a Profile with your name, and also with children DOB, Gender, Height and Weight
- The App automatically tracks your children growth
- Buyers can follow their favorites sellers, those who match with their children age and favorites brands
- The App customized search function helps you find products that fit with your children age and gender
- Rate Sellers and Buyers
- Message other members in the platform

All these features were designed in order to give a precise search ability to buyers. This will make easy and fast finding the right product, and will allow sellers to get rid of their stuff quickly

SHOULD

- Sellers can show pick up schedules
- Fast payment methods (Venmo)
- You can make a ISO list and the App notifies you when someone post a product with similar features

These could help to place orders faster, and make the buying simple

This could help buyers to find their ideal products

COULD

- Delivery options

This could help to make more convenient the shopping experience

WON'T

- Wishlist

This doesn't help parents to get rid of clothes faster. Buyer hesitates

MVP

Create a Profile with your name, favorites brands and also with children DOB, Gender, Height and Weight

The App **automatically tracks your children growth**

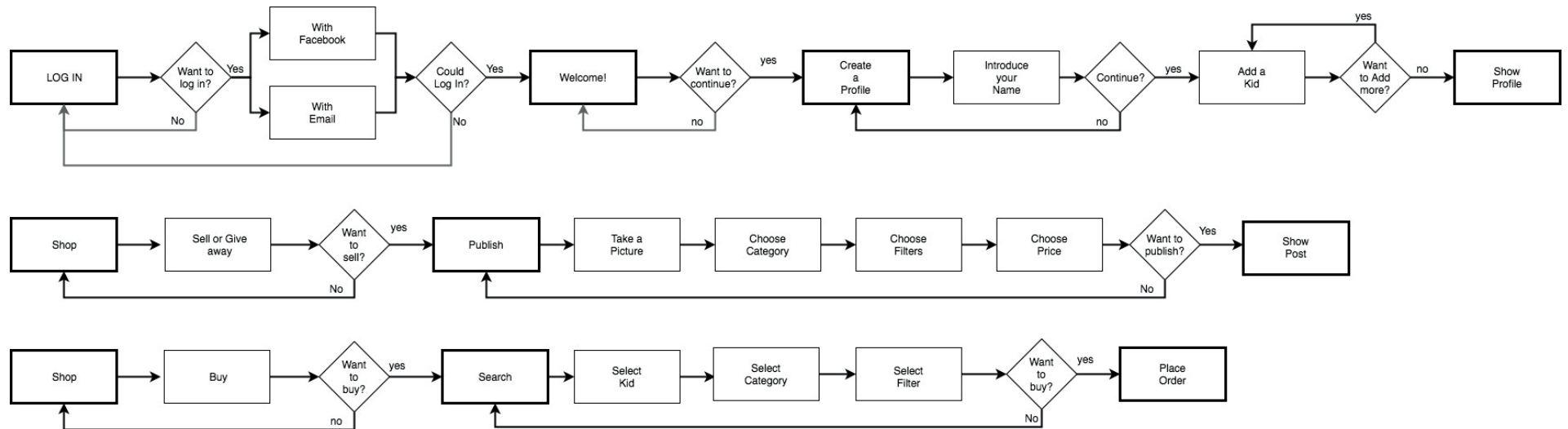
Buyers can follow their favorites sellers, those who match with their children age and favorites brands

The App **customized search function** helps you find products that fit with your children age and gender

Rate Sellers and Buyers

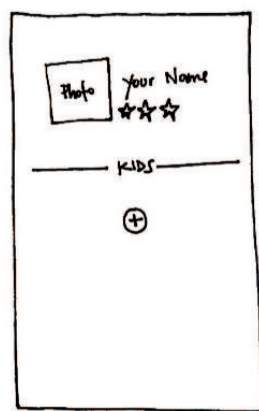
Message other members in the platform

USER FLOW (MADE IN DRAW.IO)

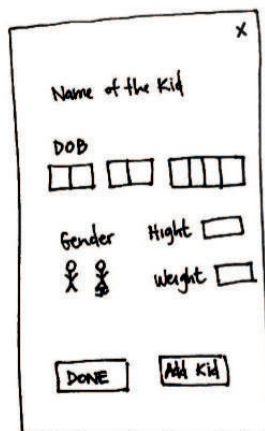


SKETCHES

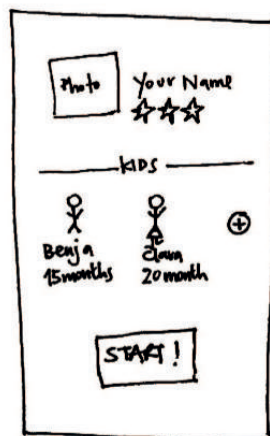
create a profile



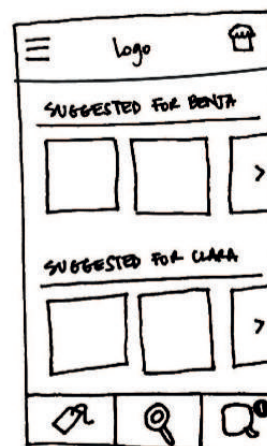
create a kid



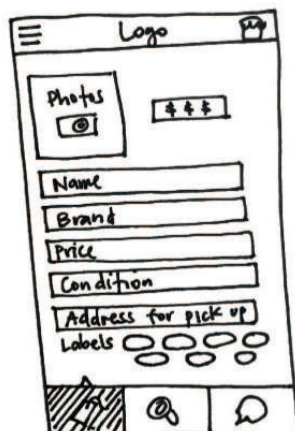
profile, ready to start!



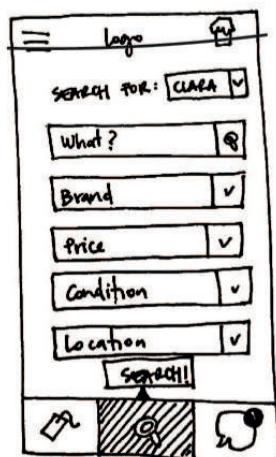
Home



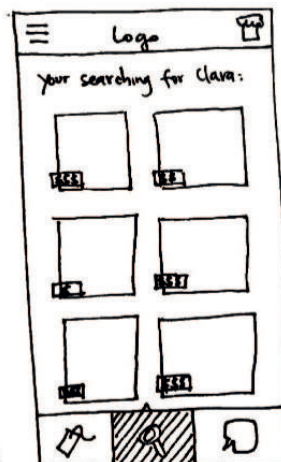
upload product for sale



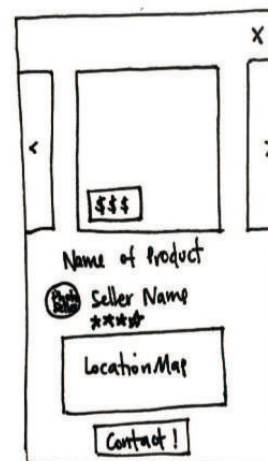
create a profile



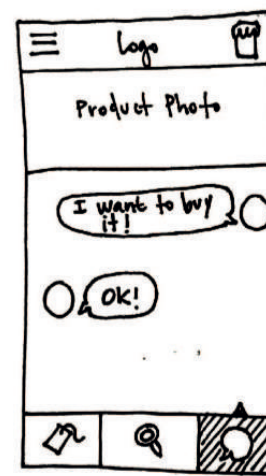
search result



product view



contact seller

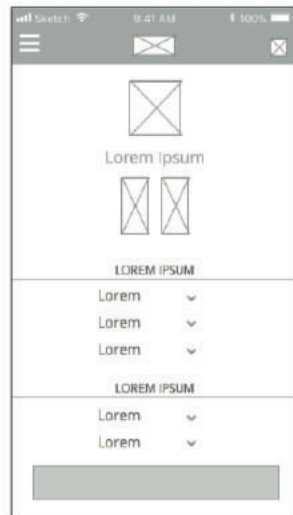


WIREFRAMES



PROFILE

This screen allow to user create a profile and add children as they want.

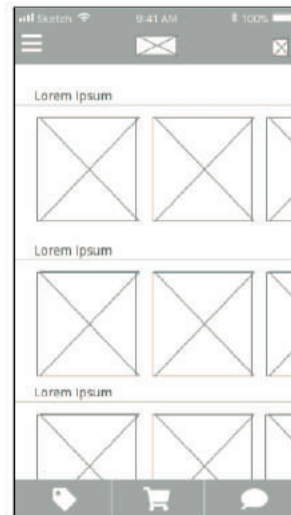


CREATE A CHILD PROFILE

This screen allow user to create a child profile.

They can upload a picture if they want.

Is very important that user provide info of DOB and hight and weight of the child. It should be an obligation.



HOME

This is the first screen that users see when they open the App. Here they find suggestions for each child that they have in the profile.



SEARCH

In this screen user can search product.

Buyers can select the child that they want to buy for.

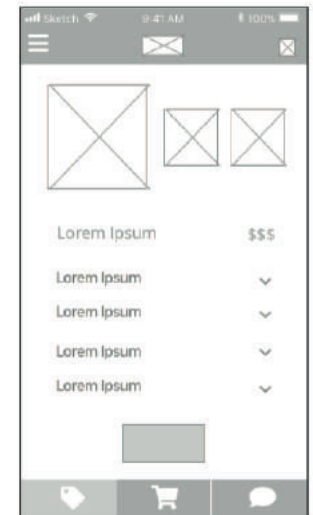
Buyers can make a search using categories and filters of price range, brand, condition and location.



PRODUCT VIEW

In this screen users can see more pictures of the product, also they can see the seller rate and where can they pick up the product.

The most important action in this screen is contact the seller.



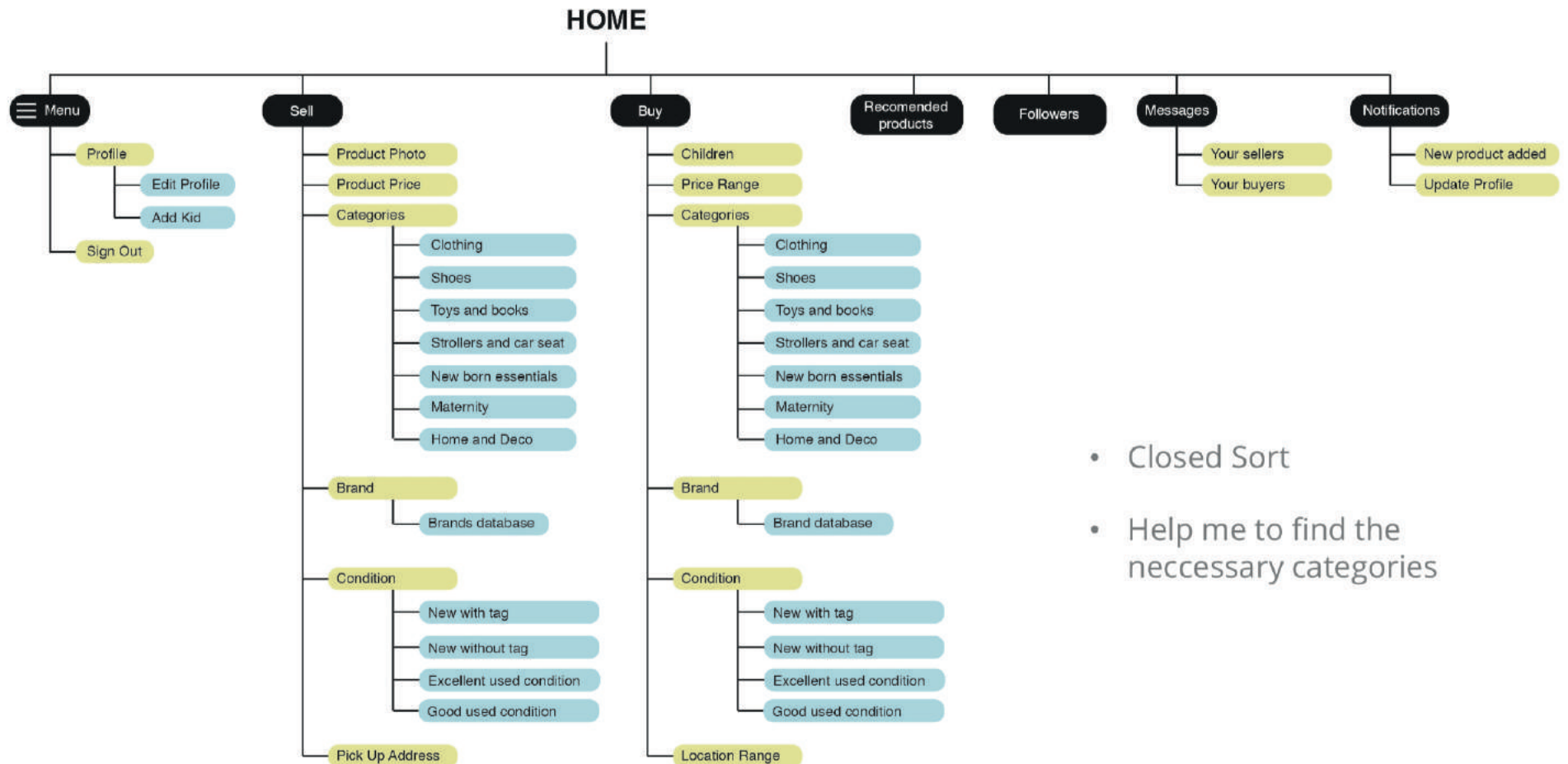
PRODUCT FOR SALE POST

In this screen users can publish a product for sale.

Here they can take pictures of their product and upload automatically from their mobiles.

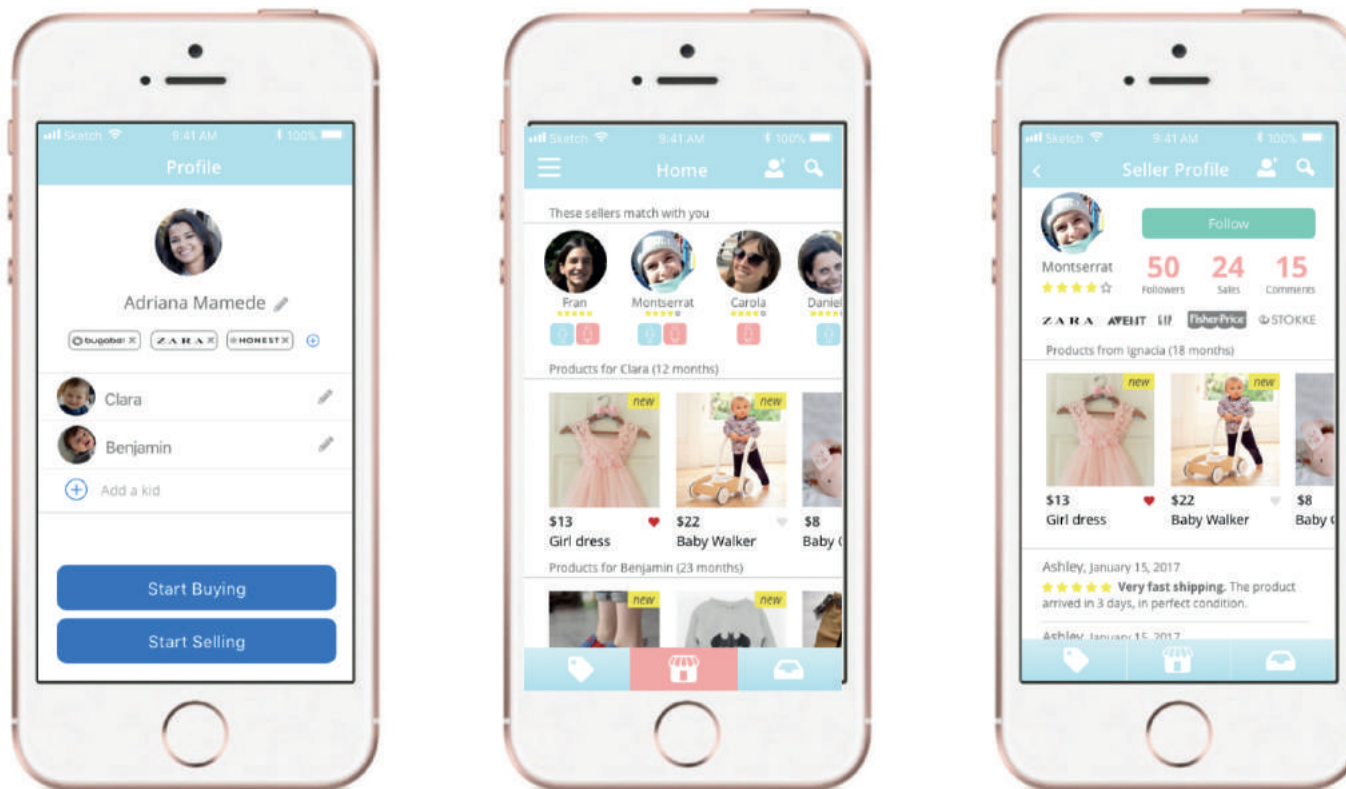
They can named the product and also established categories, brand, price range, conditions and location for pick up.

NAVIGATION MAP



- Closed Sort
- Help me to find the necessary categories

PROTOTYPE



https://invis.io/ZHFJZ2BCRVB#/275961607_On_Boarding

Diseño de plataforma online para realizar trámites documentales de exportación e importación para Globaldesk.

Aplicación de **métodología Lean**, testeando MVP diseñados en plataforma Wix.

Se hicieron sesiones con clientes finales para poder definir su *customer journeys* y descubrir *painpoints* de usuarios, y de *wireframing*, *prototyping* y *user testing*



Primer Prototipo (Cercano a lo existía)

- 1 Servicio al Cliente más visible
- 2 Incorporación de Pago Online
- 3 Información dinámica con noticias actualizadas



Producto Final

- 1 Creación de cuenta para realizar trámites online
- 2 Noticias de alta relevancia con **mayor visibilidad**
- 3 Sección de QA visible y más completa
- 4 Información instantánea para algunos trámites
- 5 Integración de TotalPack para poder descongestionar las sucursales
- 6 Canal visible de Post Venta

Rediseño de proceso de post venta a filial de Ultramar para solucionar problemas detectados a través de entrevistas y seguimiento a usuarios (*voice of the customer*) incluyendo pagos de factura atrasada y devolución de dinero entre otros.

Aplicación de metodologías de *customer journeys* para descubrir *painpoints* de usuarios, y de *wireframing*, *prototyping* y *user testing*



NUEVO CANAL POST-VENTA para realizar:

- DEVOLUCIÓN DE FACTURAS
- SOLICITUD DE DEVOLUCIÓN DE DINERO
- REVISAR ESTADO DE DEUDA

¿Cómo ingresar?

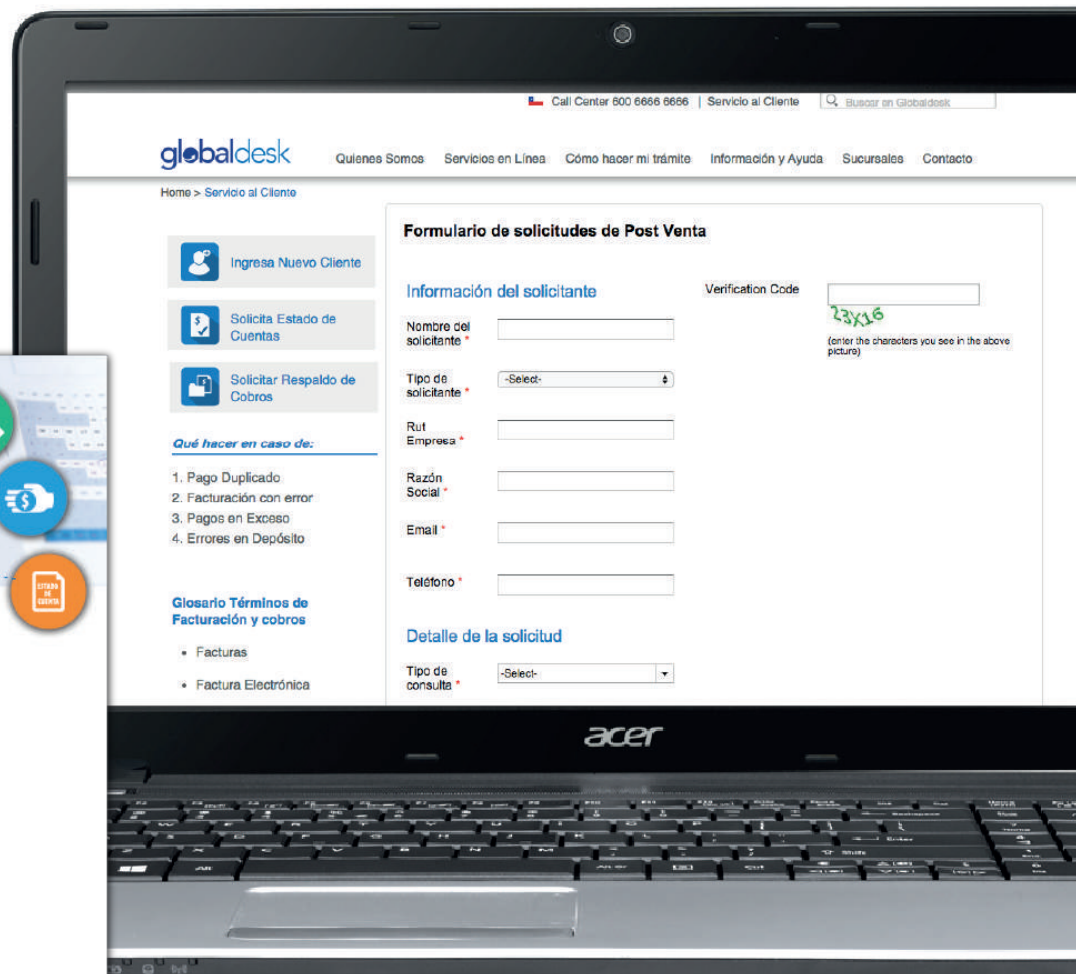
www.globaldesk > Servicio al Cliente

Utilizando la nueva plataforma de Post-Venta, los procesos serán más RÁPIDOS y SEGUROS.

10 DÍAS
Recibirás el resultado de análisis de tu Solicitud

+15 DÍAS
En caso que exista devolución de dinero

+7 DÍAS
En caso que requiera Emisión Nota de Crédito y Refacturación



Call Center 800 6666 6666 | Servicio al Cliente | Buscar en Globaldesk

globaldesk Quiénes Somos Servicios en Línea Cómo hacer mi trámite Información y Ayuda Sucursales Contacto

Home > Servicio al Cliente

Formulario de solicitudes de Post Venta

Información del solicitante Verification Code
(Enter the characters you see in the above picture)

Nombre del solicitante *

Tipo de solicitante * -Select-

Rut Empresa *

Razón Social *

Email *

Teléfono *

Detalle de la solicitud

Tipo de consulta * -Select-

Qué hacer en caso de:

- Pago Duplicado
- Facturación con error
- Pagos en Exceso
- Errores en Depósito

Glosario Términos de Facturación y cobros

- Facturas
- Factura Electrónica

Estandarización y homologación de manuales de trámites aduaneros, incluyendo procesos de exportación e importación, levantando información de múltiples stakeholders y compilarla en un formato *user friendly*

IMPORTACIÓN

1

PROCESO DE ENTREGA de BL de IMPORTACIÓN

BL

1) ¿EN QUÉ CONSISTE EL PROCESO DE ENTREGA DE BL DE IMPORTACIÓN?

Consiste en hacer la entrega del BL original para que el cliente pueda proceder a la liberación de su carga.

Globaldesk sólo podrá imprimir y entregar el BL original previa confirmación de la línea naviera correspondiente.

2) ¿CUÁLES SON LOS REQUISITOS PARA SOLICITAR LA ENTREGA DE BL DE IMPORTACIÓN?

- Presentar poder simple debidamente firmado por el consignatario de la carga en donde autoriza a un tercero el retiro de este documento.
- Todo cargo asociado al flete del BL a retirar debe estar debidamente pagado (flete marítimo, THC y cargos locales que correspondan). Recuerda, siempre presentar en ventanilla el comprobante de los pagos realizados.

3) ¿CUÁNDO Y DÓNDE SE RETIRA EL BL?

Recomendamos hasta 48 hrs previo al arribo de la nave.

En oficinas globaldesk

TIPS...

- Para tener seguridad que tu BL está impreso y listo para ser entregado ingresa a: www.globaldesk.cl > Servicios Online > Consulta tu BL.
- Para dudas de cobros asociados a la emisión y entrega de BL de importación consulta al Customer Service y/o Ejecutivo de Cuenta de la línea naviera que corresponde.

IMPORTACIÓN

2

PROCESO DE CANJE de BL de IMPORTACIÓN

1) ¿EN QUÉ CONSISTE EL PROCESO DE CANJE DE BL DE IMPORTACIÓN?

Consiste en validar una copia de BL de importación emitida por el emisor del BL, conforme al Código de Comercio, el original debe entregarse al emisor del BL, como parte de la carga en el puerto de destino.

Todos los BL de importación deberán cumplir con la normativa Aduanera en donde un BL original naviera.

2) ¿CUÁLES SON LOS REQUISITOS PARA EL CANJE DE BL DE IMPORTACIÓN?

- Este trámite solo puede llevarse a cabo si el BL de importación es emitido por una línea naviera.
- Todo cargo asociado al BL a canjear debe estar debidamente pagado (flete marítimo, THC y cargos locales que correspondan). Recuerda, siempre presentar en ventanilla el comprobante de los pagos realizados.

3) ¿CUÁNDO Y DÓNDE SE REALIZA EL CANJE DE BL DE IMPORTACIÓN?

Una vez retirado el BL original.

TIPS...

- El BL de importación debe ser retirado antes de que la carga sea liberada.
- Para dudas de cobros asociados a la emisión y entrega de BL de importación consulta al Customer Service y/o Ejecutivo de Cuenta de la línea naviera que corresponde.

IMPORTACIÓN

3

PROCESO DE GARANTIZACIÓN de CONTENEDORES

1) ¿EN QUÉ CONSISTE EL PROCESO DE GARANTIZACIÓN DE CONTENEDORES?

Proceso por el cual se emite el TATC de liberación del contenedor para poder ser devuelto al depósito.

2) ¿CUÁLES SON LOS REQUISITOS PARA LA GARANTIZACIÓN DE CONTENEDORES?

Tener los siguientes documentos:

- Formulario de Facturación.
- BL canjeado. En caso de HBL, va realizado trámite de Aportura.
- Según el acuerdo comercial emitido se debe contar con: Certificado de Responsabilidad Civil, Carta de Cargo, etc.
- Revisar situación al día de estar en puerto de destino hasta que es devuelto a depósito.

Recuerda, siempre presentar los pagos realizados.

3) ¿CUÁNDO Y DÓNDE SE REALIZA LA GARANTIZACIÓN DE CONTENEDORES?

Una vez verificada la información de "Naves listas para pagar".

TIPS...

- Antes de dirigirte a nuestra oficina, verifica la situación de tu contenedor en www.globaldesk.cl.
- El TATC se transmite electrónicamente y requiere presentar documentación.
- Recuerda verificar la cantidad de días de garantía del contenedor con su línea naviera.

IMPORTACIÓN

7

PROCESO DE DEVOLUCIÓN OK Y COMPRA DE DÍAS LIBRES

1) ¿QUÉ ES EL DEMURRAGE?

Cobro diario que realiza la Línea Naviera por concepto de mayor utilización del contenedor desde que es descargado en puerto de destino hasta que es devuelto a depósito.

2) ¿EN QUÉ CONSISTE LA DEVOLUCIÓN OK DE UN CONTENEDOR?

En caso de que un contenedor incurra en Demurrage este servicio permite solicitar y pagar días libres adicionales previo a la devolución del contenedor al depósito en un proceso de importación.

A partir de noviembre 2015 los depósitos de contenedores de las Líneas Navieras: Evergreen, Hyundai, Mol y Wan Hai no aceptarán la devolución de contenedores con deuda de Demurrage.

Importante:

- No habrá excepciones en el cumplimiento de esta política.
- No se otorgará crédito para compra de días libres adicionales.

3) ¿EN CASO DE INCURRIR EN DEMURRAGE, CUÁNDO Y DÓNDE PUEDES COMPRAR DÍAS LIBRES?

- Una vez que el contenedor descargado en puerto, puedes revisar el status de tu contenedor en www.globaldesk.cl > Devolución OK.
- Los días adicionales se pueden comprar en ventanilla al momento de Garantizar o desde el sitio web www.globaldesk.cl > Devolución OK.*
- La tarifa de este servicio depende de cada Línea Naviera. Para mayor información consulta a tu Customer Service.
- Debes contar con la sigla alfanumérica de contenedor para solicitar días adicionales.

(*) Si ya realizaste la Garantización, sólo puedes solicitar días libres adicionales a través del sitio web de Globaldesk.