

# Gabriel Benavides

SERVICE & INDUSTRIAL DESIGNER

I am a service and industrial designer with significant experience in retail design and production processes. I find every project a fascinating challenge to ensure the synchronization between products, users, and context.



I am passionate about interacting with physical and digital products and their strategic development from a holistic and human-centered view. I am also concerned about integrating sustainability as a relevant factor in the projects I am part of.

Industrial Design graduation

2003

Product and exhibition design experience

2009

Entrepreneurship and international approach

2019

Service Design master preparation and bridging

2020

After more than 16 years in the field developing my designer process and mindset, I realized that similarly to a product or a service, my mind needs constantly of growing and redefining. For that reason, I am always looking at different ways, tools, and experiences to approach the next challenge.



### Human Centered Design Process

Research & insight modeling - Alignment & strategy definition - Ideation & concepting - Experience models and maps - Iteration: by designing and testing prototypes.



### Product & Exhibition Design

Creativity and aesthetics sensibility - Commercial awareness and marketing skills - 3d modeling and rendering - technical drawing - materials properties, presentations, and processing experience.



### Production Management Experience

Estimate costs and set the quality standards - Production schedule design - Oversee the production process, quality, and timing - Inventory management.

# Redesigning a **Startup**

## Project 1

Identifying new directions to improve Waruwa service.

### CHALLENGE

Waruwa is an online platform created in Bogotá, Colombia, in 2017 to approach the countryside to the city through the idea of commercializing fruits and vegetables directly from producers with B2B channel. The initial brief requires identifying new directions to improve this platform's service or extend it to new markets.

Bogotá - Colombia 2020-2021

Poli.design - Service design master - Final Work

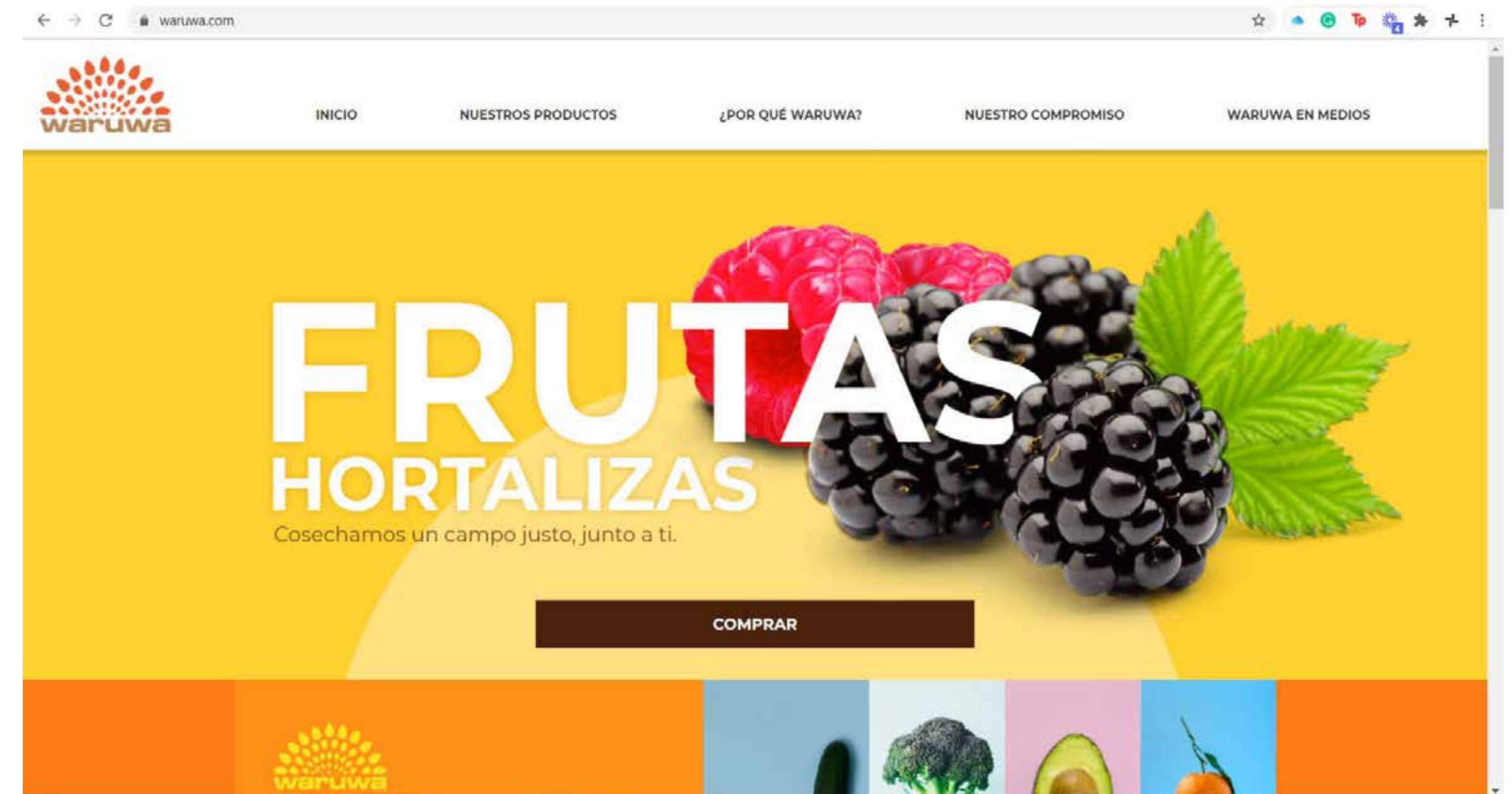
Methodology: Research phase, synthesis phase, ideation phase and implementation phase.

Tools: Desk research, in depth interviews, survey, personas, empathy map, customer journey, service blueprint, service safari, rich picture, ideation session, prototype

Designer: Gabriel Benavides.

### OUTCOME

The creation of a Waruwa app with a renewed range of services based on three areas of opportunity. Which will allow clear communication of its value proposition, greater customer loyalty, and, above all, bring the countryside closer to the city.



## THE CONTEXT

Agriculture is the main activity in the Colombian economy. However, the primary producers; the farmers, since the very formation of the republic have faced numerous impediments to enter the sales chains and receive a barely fair price for their work. Experts say that producer families are tied to a vicious circle because they do not benefit from current market conditions. The prices of products are high for the end-user due to logistical inefficiency and over-intermediation.

There are many agents in the chain that do not generate value. In many opportunities, the farmer prefers to lose the harvest instead of paying the high costs of transport and intermediaries that can be higher than the same profit from the sale.

Waruwa was born as an alternative that directly connects fruit and vegetable farmers with restaurants, neighborhood stores, supermarkets and homes.

The study shows that the service has a solid structure, aligned with users' needs and trends in Colombia. But, it has flaws when communicating your value proposition to customers. The challenges to redesign the service begin trying to establish a brand identity that differentiates itself from the competition and generates the experience of bringing the countryside to Bogota homes.



Colombian farmer

# RESEARCH STRATEGY

## Methodology

- Primary and secondary research tools.
- Context analysis: market, services, and participant's interactions around the Waruwa platform.
- Obtain insights to improve or redesign in the current service.

## Main topics

- Colombia a rural nation.
- Waruwa service.
- Market trends and Competitors.

## GOAL

Analysis of the Colombian food services platform Waruwa to propose its redesign or alternatives for improvement.

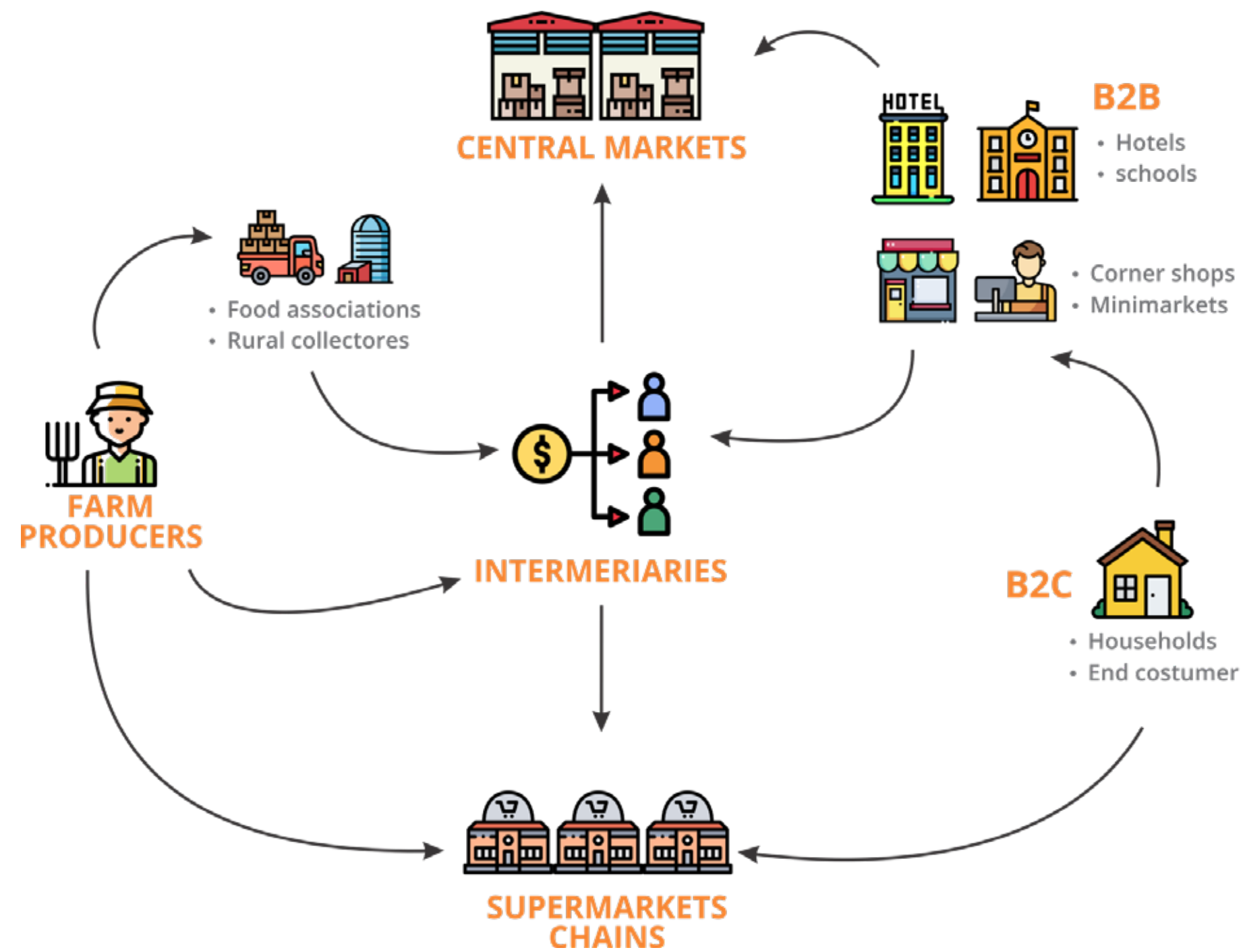
## Stakeholders

- Service Users (customers/producers).
- Waruwa Team.
- Logistic Allies.

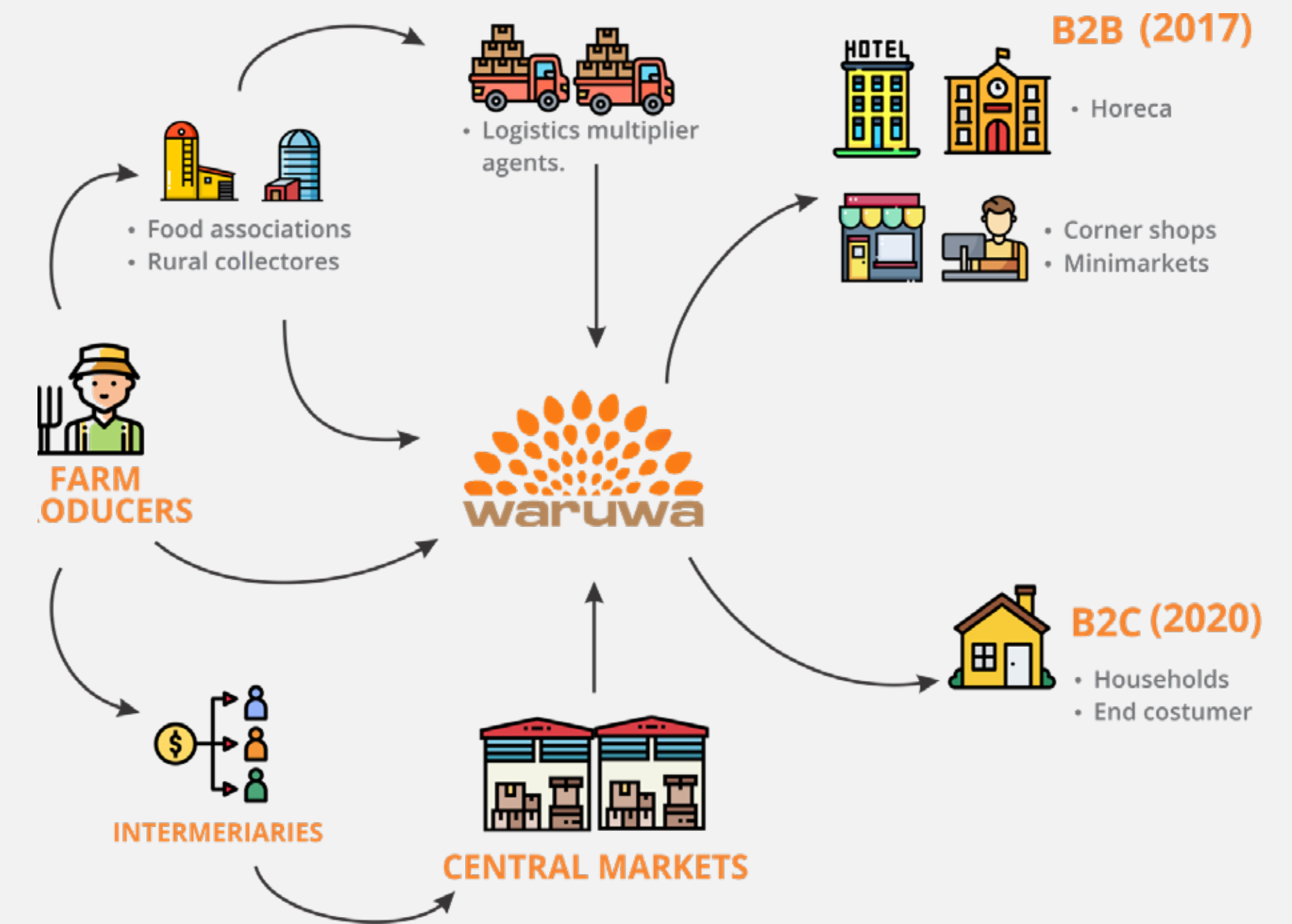
## Locations

- Internet: (desk research, internet surveys and online interviews via Zoom).
- Field: Observation process in Colombia.

## Rich picture traditional market system model



## Rich picture Waruwa system model



In Colombia, the food market is complex. There is no transparency or regulation in processes such as price-fixing or purchase contracts for products that ensure legality in the market. Farm families are tied to a vicious circle because they do not benefit from current market conditions and the prices of products are high for the end user due to logistical inefficiency and over-intermediation.

Waruwa arose in 2017 commercializing fruits and vegetables through an online platform in Bogota, Colombia, with the challenge of solving the abandonment of the Colombian countryside. Due to the excessive growth of cities distribution chains pass through centralized places and agents that do not generate value. These chains have been characterized by inefficiency and lack of transparency.

## VALUE PROPOSITION

Generate supply of fresh, healthy local products at reasonable prices, benefiting both the producer and the consumer of fruits and vegetables in Bogotá. Through technology, bringing together conscious consumers who want to participate in the transformation of urban agro-food chains, with the idea of mitigating the problems of the Colombian countryside.



## Service Offering

### Farm Producers

- Ease and transparency in payments.
- Support in post harvest process.
- Bring producers closer to final consumers.

- Fresh products.
- On-time Deliveries. With-in 24 hours after payment.
- Competitive prices.

### B2C Channel

- The offer of fresh, healthy local products at good prices.
- On-time Deliveries. With-in 24 hours after payment.
- Participation in the process of distribution chains' transformation.

## HOW MIGHT WE?

position Waruwa's value proposition, make it clear to customers and users, giving an identity to the service among its close competitors?

1

## HOW MIGHT WE?

generate loyalty in regular and first-time customers, in addition to the interest in recommending the platform's use within their friends and family circle?

2

## HOW MIGHT WE?

create experiences within physical or virtual contexts that approach Waruwa users closer to farm producers in the countryside and vice versa?

3

## OPPORTUNITY AREAS

### VALUE PROPOSITION POSITIONING

- Creation of Waruwa App.
- Highlight the differences between closest competitors.

### CUSTOMERS LOYALTY

- Premium subscription.
- Referral program.

### APPROACH THE COUNTRYSIDE

- Waruwa Community.
- Tailored users' language.



# Redesigned Service Offering



Farm Producers

- Ease and transparency in payments.
- Support in post harvest process.
- Bring producers closer to final consumers.

B2C Channel - Premium

- Fresh products.
- Competitive prices.
- Schedule of delivery times with a range of 2 hours.
- The seasonal product offers.
- "Tell a Friend" program coupons.
- Products list with the nutritional info, origin and unique properties.
- List of local interactive recipes.
- Virtual farm tool total access.
- Interactive combos service.
- Waruwa community membership.
- Special discounts for premium members only.

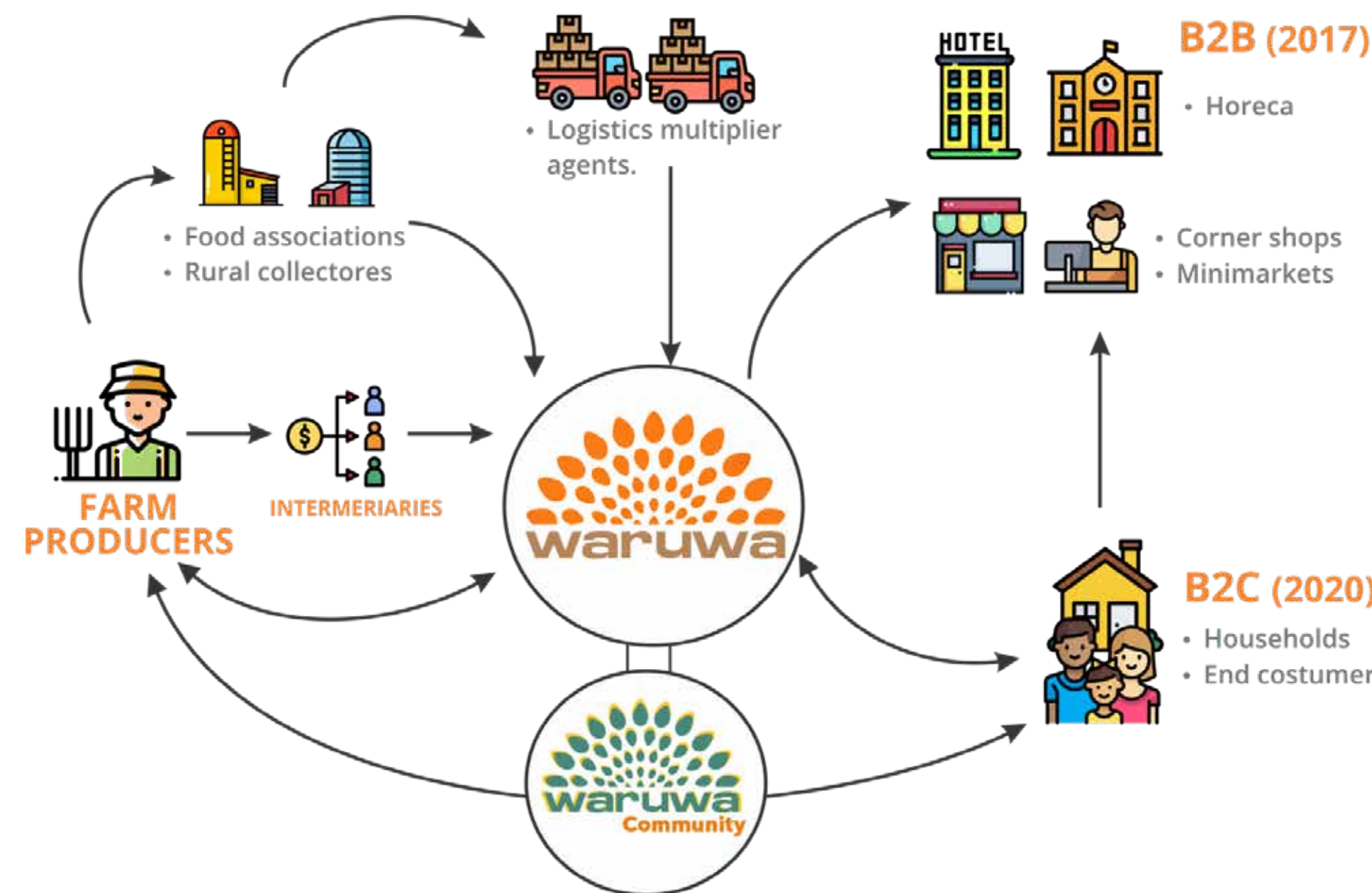
B2C Channel

- Fresh products.
- Competitive prices.
- Deliveries within 24 hours after payment.
- The seasonal product offers.
- "Tell a Friend" program coupons.
- Products list with the nutritional info of origin and unique properties.
- List of local interactive recipes.
- Virtual farm tool limited access.

B2B Channel

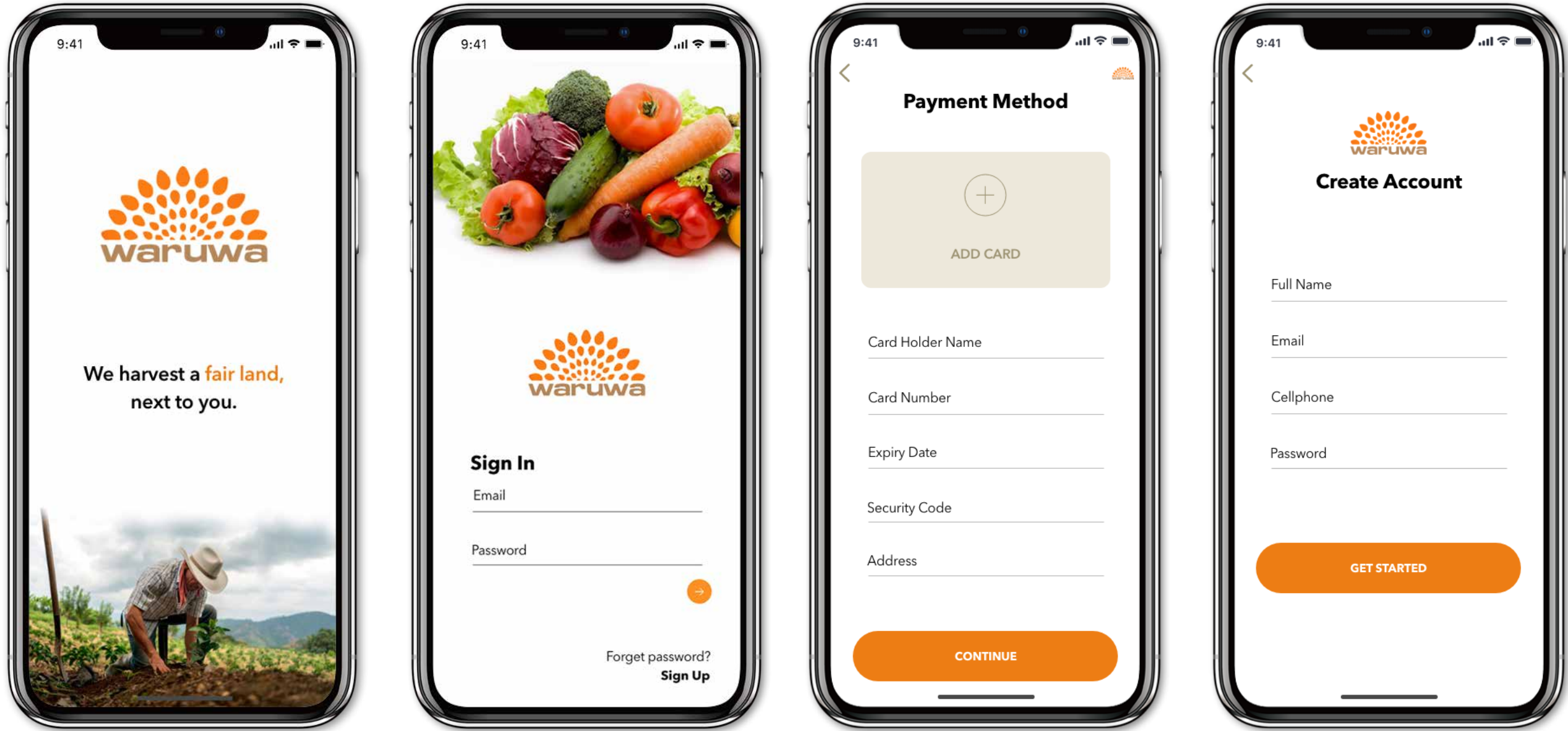
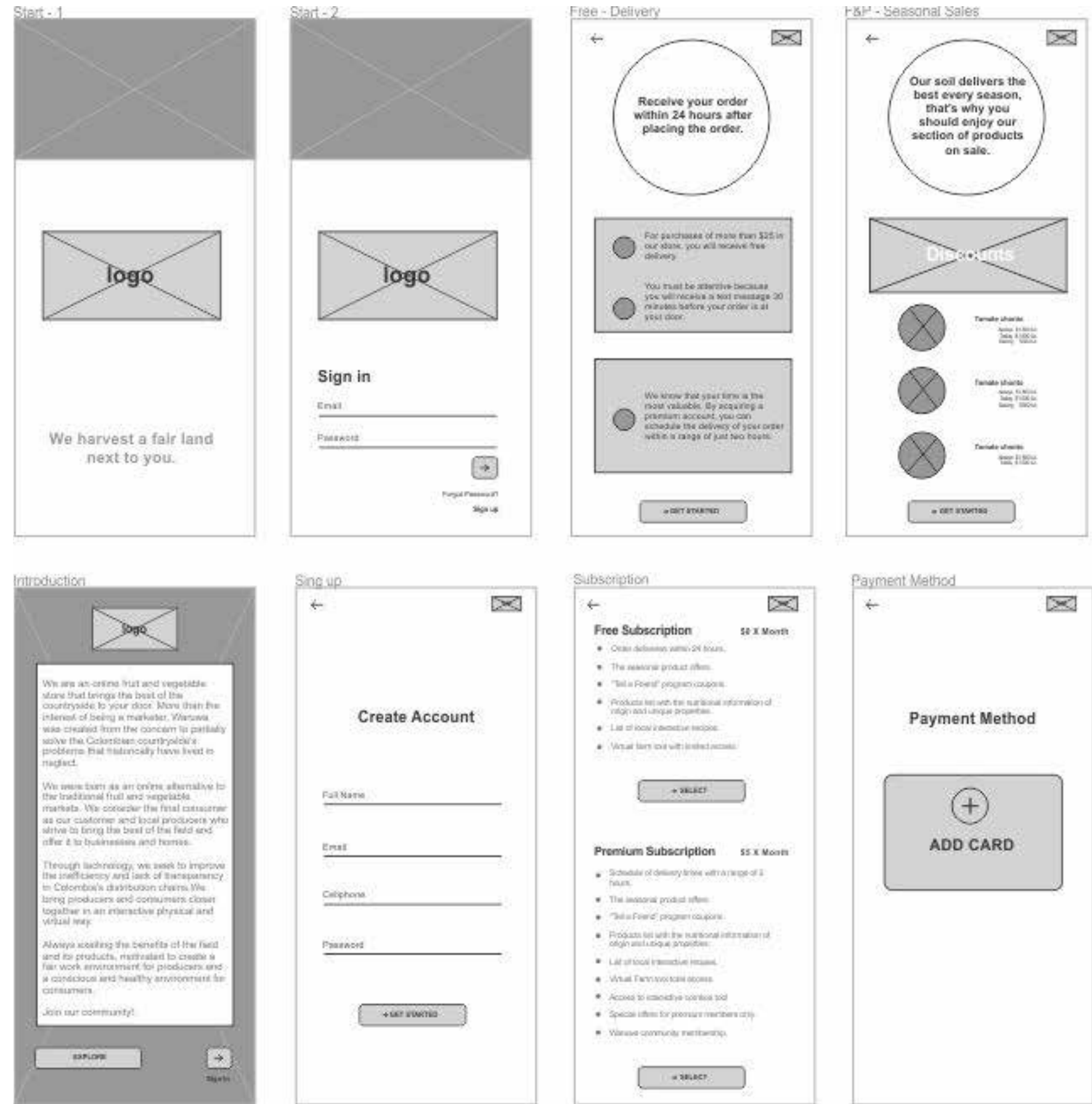
- Fresh products.
- On-time Deliveries. With-in 24 hours after payment.
- Competitive prices.

# Rich picture redesigned Waruwa system model



The new platform services will attract many more potential clients and build loyalty to the current ones. The benefits are not only for Premium subscribers. Since regular ones will enjoy new benefits that, when implemented on the platform, will not have an additional cost for Waruwa and if it generates satisfaction from all customers in general. Especially when interacting with the application, there will be a communication of Waruwa's value proposition.

# Waruwa application



The main idea is to strengthen the three opportunity areas identified in the research by creating an app that the platform does not currently have. Besides, in the purchase intentions of Colombians, the trend that has been established for several years and continues growing is to use Smartphones. The redesign of the services will focus on the B2C channel. According to the investigation, it had to be created in a limited time to face the COVID pandemic's consequences. Also, this is the channel where the majority of revenues from the service currently.

## Wireframe

## PROFILE

The site dedicated to each user where detailed information about their account is found.

## ONLINE STORE

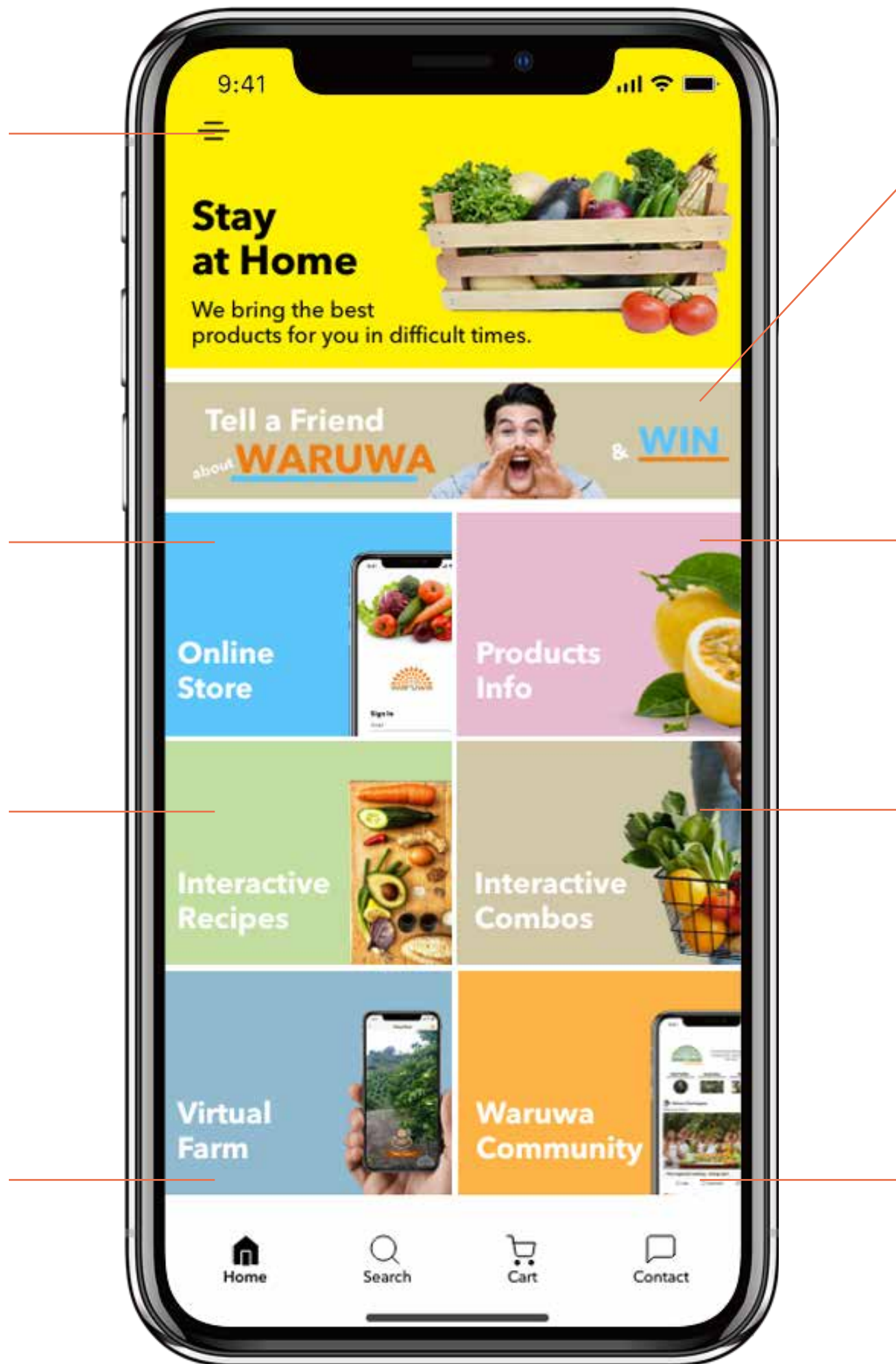
Sales platform with a complete list of products segmented by categories.

## INTERACTIVE RECIPES

List of recipes that customers can find depending on their culinary tastes.

## VIRTUAL FARM

Scan the products of your order and travel to the farms where it was grown, learn about their properties and producers that harvest them.



## PROMOTIONAL BANNER

Find the discounts and relevant information of the moment.

## PRODUCTS INFO

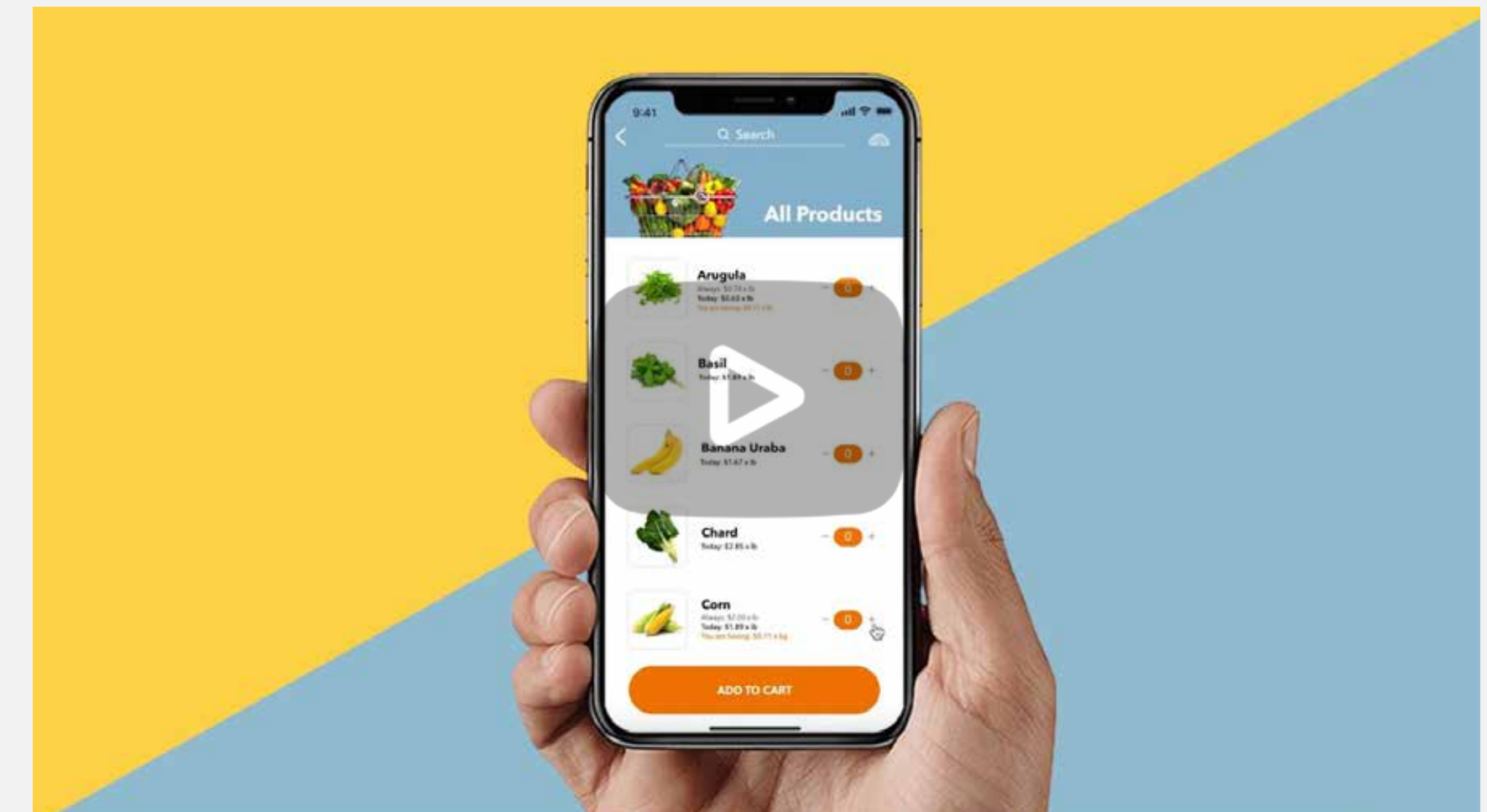
Find detailed information on each product as well as its nutritional table.

## INTERACTIVE COMBOS

The section where users can create balanced menus for days or weeks.

## WARUWA COMMUNITY

A social network dedicated to sharing topics and generating activities around the field.



**Explanatory video**

[Click here to interact with the prototype.](#)

For the best experience, please open it on a desktop or laptop.

# Service design & Circular Economy

## Project 2

A system to approach research and ideation for circular economy projects

### CHALLENGE

How can service designers help organisations adopt a circular approach?. What can help assess the impact of a service and develop strategies for intervention?

### OUTCOME

1. A guide that introduces four principles or fundamental mindset changes the users should consider when adopting the Circular Economy into their work.
2. A toolkit with the explanation of four key tools to use in a Circular Economy project.
3. A tutorial focused on approaching and researching projects with a circular mindset that can be added and modified in an existing service model.

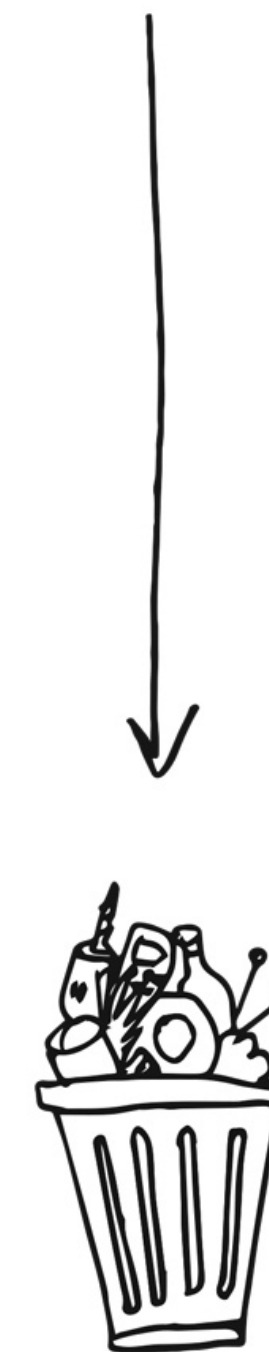
Milan - Italy 2020

Service Design Tools

**Working group tasks:** Primary and secondary research, ideation sessions, ecosystem map, journey map, service blueprint, and a road map.

**Team:** Andrea Pastor, Asif Muhammad, Karthik Rao, and Gabriel Benavides.

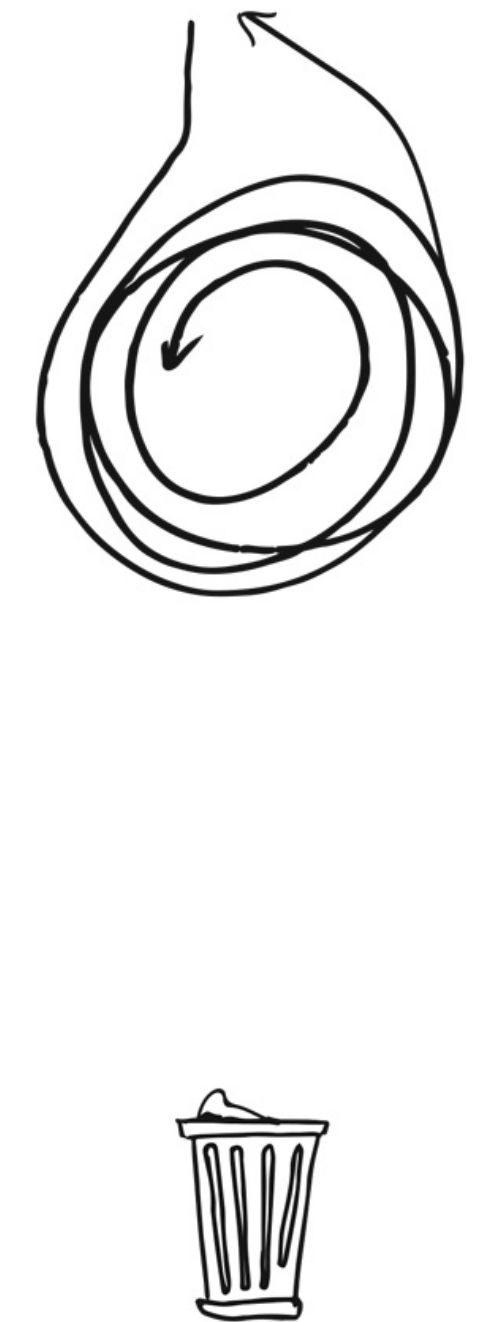
LINEAR ECONOMY



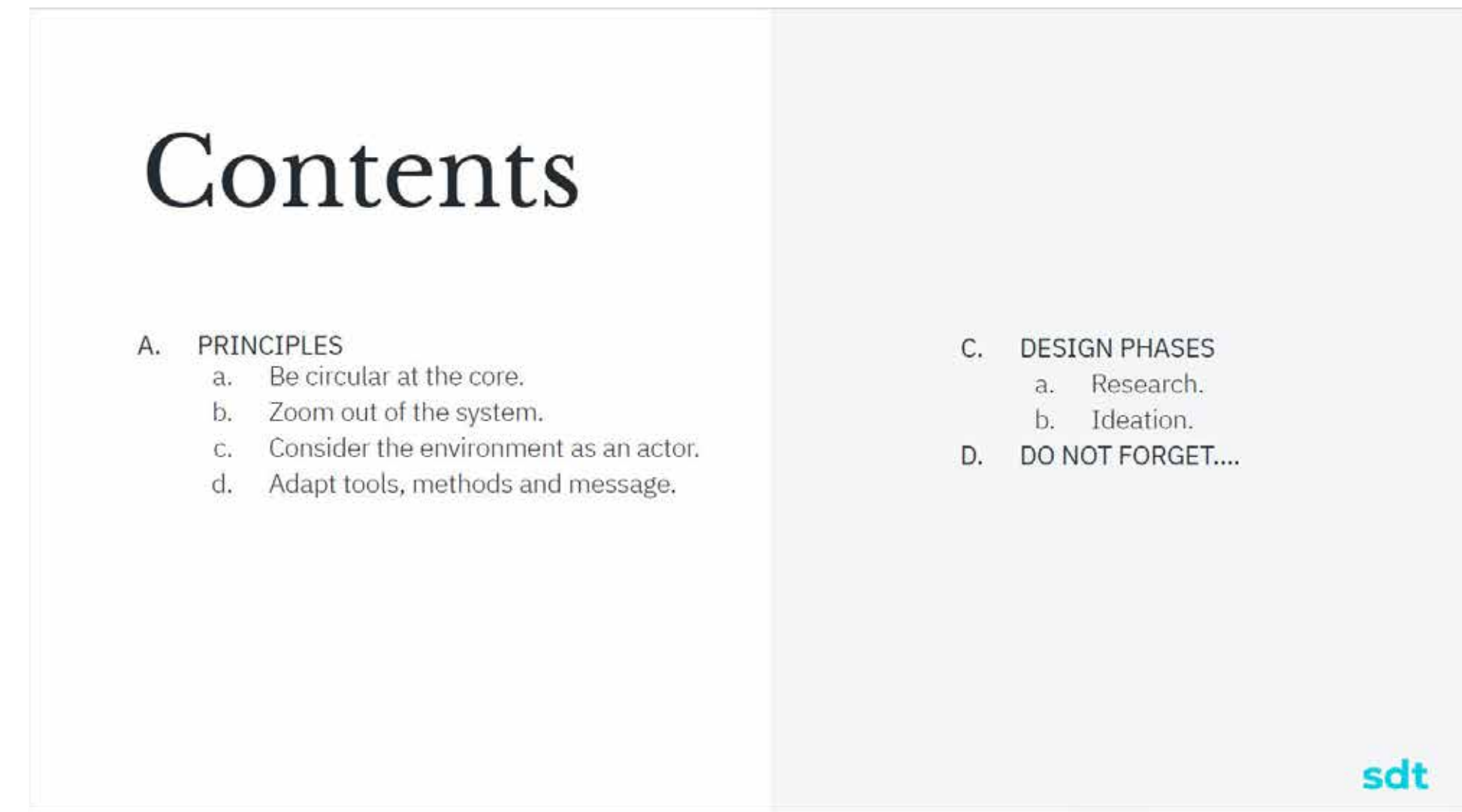
RECYCLING ECONOMY



CIRCULAR ECONOMY



## Circular guidelines

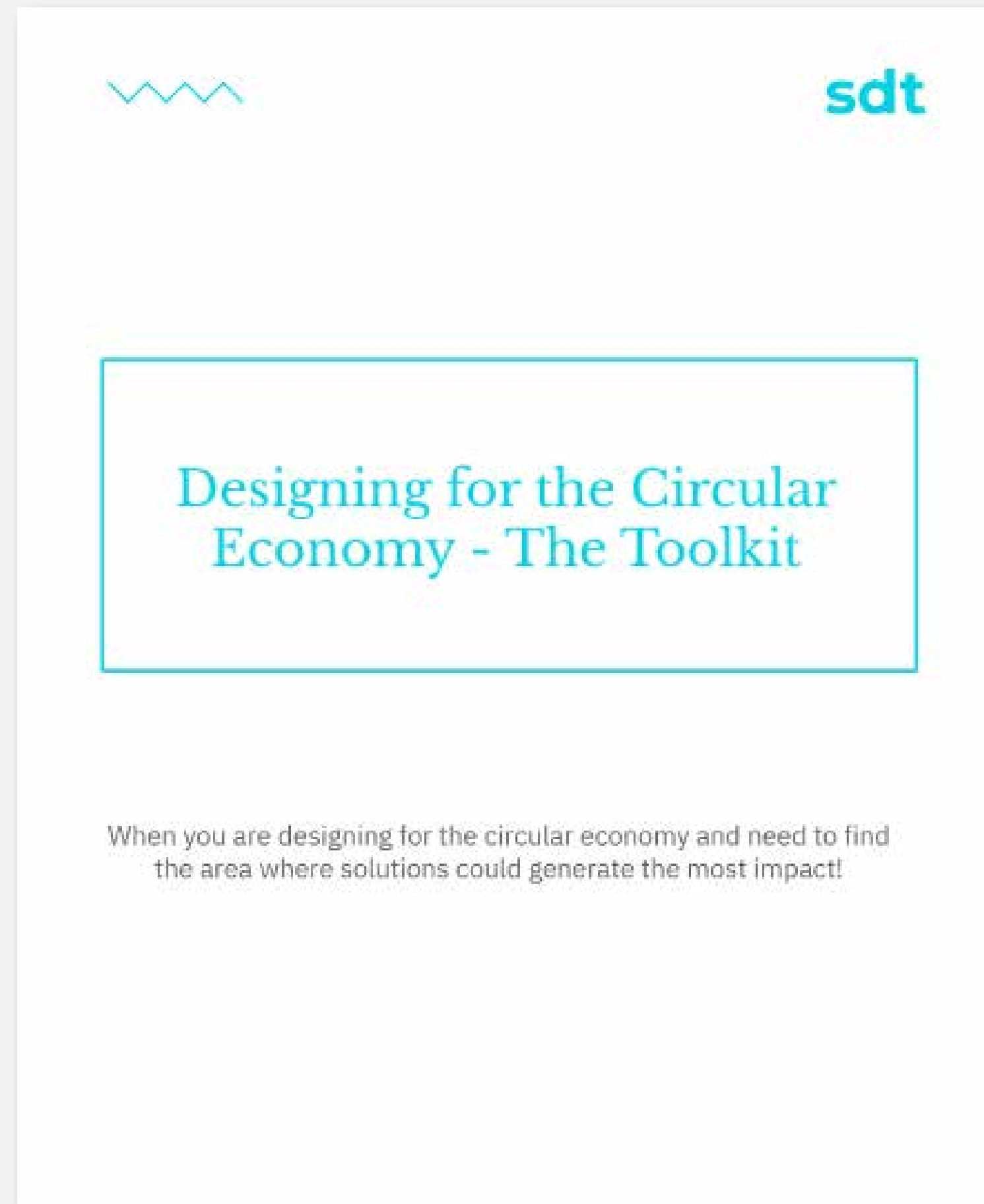


The most exciting aspect of running a new project is precisely this reason; it is new and unique. And when designing for the Circular Economy, the requirements change, and the possibilities may expand, but in turn, the constraints are stronger. Although there are many methods, guidelines, and toolkits for design, the biggest challenge as a designer is understanding the particular aspects and elements that make a project unique to learn how to approach and design for it.

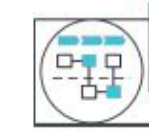
**Keep the pinwheel moving** is a collection of guidelines for designers and anyone who wants to approach a circular economy project but doesn't quite know how or where to start.

We will explore the research and ideation design phases, sharing **guidelines and tips to create your process** in the search for adopting circular economy.

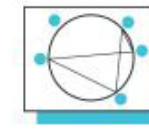
## Circular toolkit



## Rich Pictures



## Service Blueprint



## Intervention Map



## Systemic Impact Canvas

Each tool has a general explanation as well as more specific features:

- Applied for.
- Also called.
- How to use.
- Tool tips.

01 Put the circular economy as a core strategy

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02 Paint a clear picture of a complex situation

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03 Find the areas with more potential for change

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04 Identify pain points in the process

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05 Explore the possible impact of the idea

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A circular economy is a system in which efforts are made to continually use resources, eliminating waste and allowing it to look beyond the contemporary take-make-waste model. This tutorial focuses on just approaching and researching projects with a circular mindset while identifying and defining the various aspects that can be added and modified in an existing service model.

## Circular tutorial

05 

sdt

How to find opportunity areas when designing for the circular economy?

When you are designing for the circular economy and need to find the area where solutions could generate the most impact!

# Embracing circular models in a millenarian Industry

## Project 3

Intnow an Italian studio that produces marble furniture, is concerned to start adopting circular practices.

### CHALLENGE

Future urban living, a circular design studio, has been working with Intnow trying to envision a circular business for this company in multiple ways. FUL identified three opportunity areas, and the next step is to validate the circularity level of them. Also, know if Is it better for the environment, context, and business to use them instead of the current linear model. And if these ideas are viable economically and ecologically.

#### Milan - Italy 2020

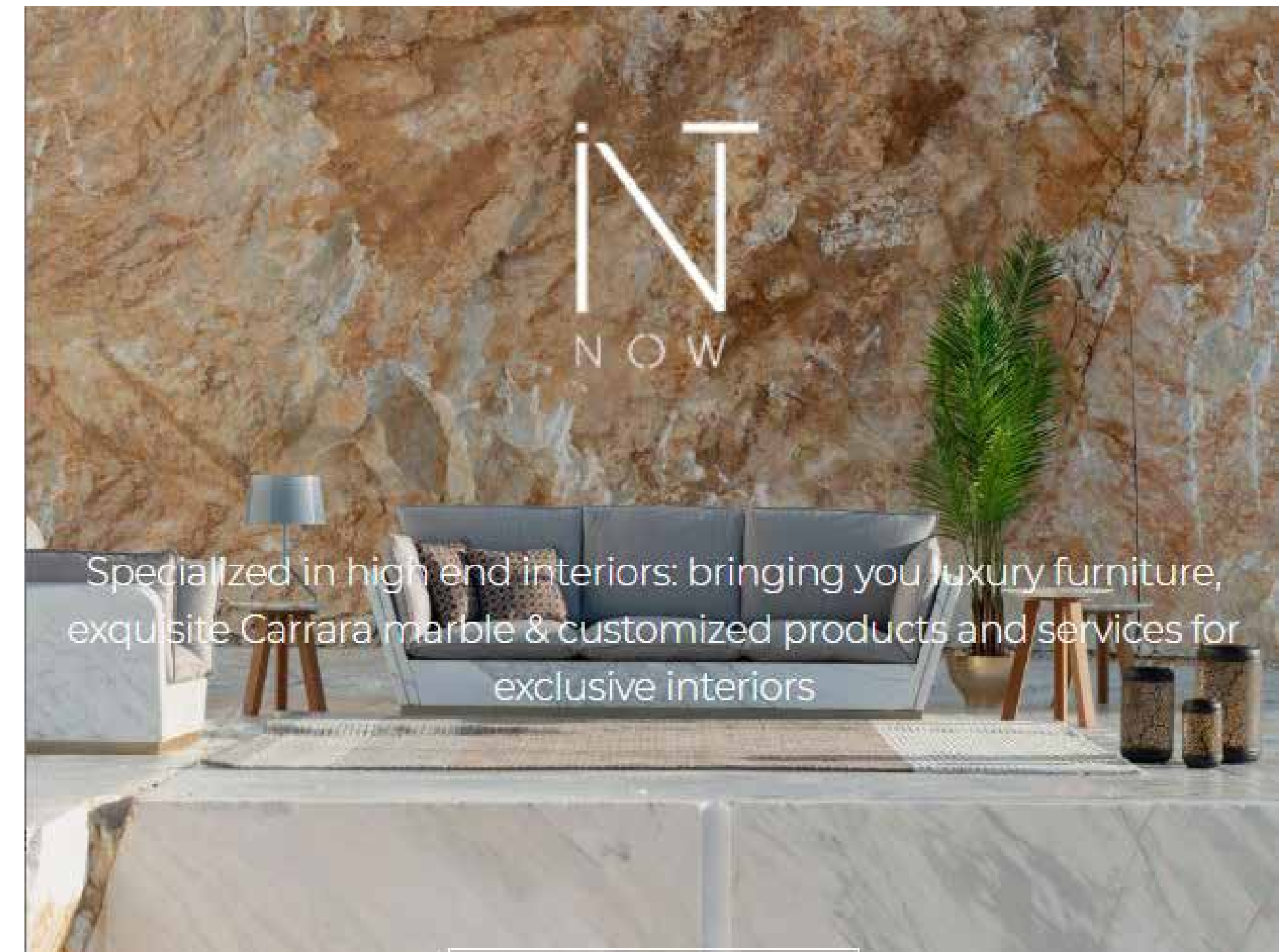
Future Urban Living - Intnow

**Working group tasks:** Primary and secondary research, ideaton sessions, ecosystem map, service blueprint, and prototyping.

**Team:** Andrea Pastor, Asif Muhammad, Karthik Rao, and Gabriel Benavides.

### OUTCOME

A modular itinerant exhibition system that includes the 3 areas of opportunity proposed by FUL. The system offers a rental service of stands or stores to companies that need to be present at events for a specific time. The service provides the clients luxurious finishes without dealing with the layout or storage after the events are over.





# Opportunity Areas



## Tracking

Develop a tracking method with codes in the marble pieces produced, monitoring them through software so as not to lose them in the distribution process. And in this way guarantee its quality and origin to recover after its service life.



## Design for disassembly

Consider from the design phase of the product the construction details so that the marble does not suffer damage and can also be mixed with other luxurious materials that add value to the pieces and the versatility of being able to disassemble.



## Renting over purchasing

Imagine renting your table at 80% of the sale cost, for a max of 39, 69, 99 years. It could be a leasing model too, where the clients pay every year and renew their subscription.

## Outcome

### An Itinerant Exhibition System

Since Intnow is an Italian company and so many fairs and events are presented where very luxurious brands congregate throughout the year. Offer a service of shops or mobile stands for rent with luxury finishes. A modular design will allow adjusting each exhibition to any area and customize it depending on each brand.

This will allow the marble slabs to be reused repeatedly without the need for constant extraction. It can also use fragments of material that for traditional designs are not accepted and are discarded.

This service allows having an exact database of each piece of marble extracted. Also, it gives clients the facility to dispose of the material when they no longer use it.

