

UNAV HEALTH CORNERS

A photograph of a modern building at dusk. The building features a prominent cylindrical tower and a large rectangular section with a grid of windows. The interior lights are on, and the building is illuminated from below. A tall, thin tree is on the left, and a paved path leads towards the building. The sky is dark with some clouds.

GROUP 6

INDEX

- ★ Our group
- ★ 1st MMV
- ★ Pretotype
- ★ Learning loop lessons
- ★ Last MMC

Who are we?

Ariana Arévalo

M^aElisa Dàger

Gianmarco Meriggio

Camino Martín-Consuegra

Pilar Minaya

Paola Ortiz

Marina Muñoz

Isabella Rozados

Elena Fernández

TEAM NAME: UNAV health corners

BUSINESS PROPOSAL: we want to implement at least one health corner in each of the university faculties. Each one is composed by a feminine hygiene vending machine, a first-aid vending and a Covid-19 one.

INTERVIEWS COMPLETED: 55

FIRST MARKETING MODEL CANVAS

<div>Key Partners</div> <div></div> <div>Sanitary pads and tampons:<ul style="list-style-type: none">- Evax- Ausonia</div> <div>Menstrual cups:<ul style="list-style-type: none">- Diva cup</div> <div>Where to sell<ul style="list-style-type: none">- University of Navarra- CUN</div>	<div>Key Activities</div> <div></div> <div><ul style="list-style-type: none">- Ensure: stock, quality, maintenance of the machine, product assembling testing and packaging- Sales</div>	<div>Value Propositions</div> <div></div> <div><ul style="list-style-type: none">- Available: 7 am to 9 pm- Special service to women necessities. First women necessity (menstrual vending)- quits embarrassing situations- investment in students necessities.- First health vending machines on campus- promotes hygiene and calms discomfort.- You can attend classes without being worried- Proximity and safety. They feel more comfortable and relieved if they know they have access to these corners.</div>	<div>Customer Relationships</div> <div></div> <div><div>[CONTENT STRATEGY]</div><div><ul style="list-style-type: none">- Information:<ul style="list-style-type: none">- social media, web page and bulletin E-mail- Interactive screens- Informative Sessions and Campaigns</div></div> <div><div>Channels</div><div></div><div><ul style="list-style-type: none">- Word of mouth- Social Media- Adverts through Campus</div></div>	<div>Customer Segments</div> <div></div> <div><div>Women Sanitary products Vending Machine:<ul style="list-style-type: none">- Women on menstrual age and when they are on their period</div><div>Health Corners<ul style="list-style-type: none">- People that are visiting the campus- Students, professors and worker; the community of the university</div></div>
<div>Cost Structure</div> <div></div> <div><ul style="list-style-type: none">- Staff- Delivery- Distribution throughout the University- Buying the products- Vending Machines</div>	<div>Revenue Streams</div> <div></div> <div><div>[METRICS & EXPECTED RESULTS]</div><div><ul style="list-style-type: none">- Sales- Students, professors and workers satisfied and happy with the university- No worries atmosphere</div></div>			

RISKIEST HYPOTHESIS

★ Out of stock

★ Machine break out

★ UNAV restrictions to
health products

PRETOTYPE

- **fake door:**
 - smaller version of a machine that offers tampons and pads
 - to suggest that the product exists and see if people would acquire it
 - in the restrooms
 - based on the out of stock and break out hypothesis.
- **impersonator/infiltrator**
 - we sell an intimate product so,
 - instead of being in a store we would choose the restroom → to see if people would actually buy the pads and tampons

This 2 techniques go hand in hand because we are using a smaller version of a machine (fake door) in order to observe the customer behavior in the selling spot (infiltrator)

Main Findings

What we learned when testing our riskiest hypotheses, experimenting, completing our research and evolving our proposals

Do you think it's a good idea to have them inside the bathrooms? why?

12 respuestas

Yes, because sometimes we forgot them

Yes, because they are necessary for women, and like all people we sometimes forget to bring them or we get out periods out of the blue. It's the same concept as a vending machine with food; you buy it if you're hungry and you didn't bring food or you have already consumed the food you brought.

Yes, because is the more private and reasonable place to put for the women

Yes because it's easy to access them in case of an emergency

Yes

Yes because I always forget to put them in my bag and sometimes my period comes out nowhere and I am not prepared.

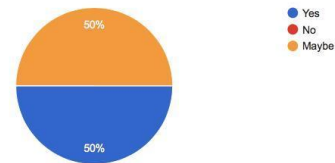
Yes because it is a necessary thing not something banal

Yes because maybe we have an emergency

- Women often forget to bring tampons or pads to the university → 62%
- Their main source of rescue is to ask a friend but but, there isn't always someone to offer it
- everyone in the interviews said that it is a necessity to women

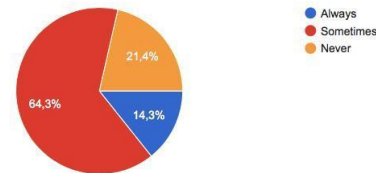
If there were vending machines that provided you with the facility to get a tampon or a pad, would you buy them?

14 respuestas



How often do you forget to bring a tampon or a pad?

14 respuestas



Main Findings

What we learned when testing our riskiest hypotheses, experimenting, completing our research and evolving our proposals

- We also found out that there is also a necessity for a health vending machines that offers bandages, gauze, tooth paste in case of emergency
 - Our riskiest hypothesis was the approval of the university because the research and interviews that we did to students was positive
 - University gave us a positive reaction to the idea
-

LAST MARKETING MODEL CANVAS

<div>Key Partners</div> <div></div> <div>Sanitary pads and tampons:</div> <div><ul style="list-style-type: none">- Evax- Ausonia</div> <div>Menstrual cups:</div> <div><ul style="list-style-type: none">- Diva cup</div> <div>Where to sell</div> <div><ul style="list-style-type: none">- The University in all the faculties/buildings. (Already approved by uni.)</div>	<div>Key Activities</div> <div></div> <div>Ensure: stock, quality, maintenance of the machine, product assembling testing and packaging (UNAV will assume these responsibilities)</div> <div>Sales</div> <div><ul style="list-style-type: none">- people are willing to buy and start to try our service.</div>	<div>Value Propositions</div> <div></div> <div>Available: 7 am to 9 pm</div> <div><ul style="list-style-type: none">- Special service to women necessities. First women necessity (menstrual vending)- quits embarrassing situations- investment in students necessities.- First health vending machines on campus</div> <div><ul style="list-style-type: none">-- promotes hygiene and calms discomfort.- You can attend classes without being worried- Proximity and safety. They feel more comfortable and relieved if they know they have access to these corners.- our vending machine fits with the university values</div>	<div>Customer Relationships</div> <div></div> <div>[CONTENT STRATEGY]</div> <div>-Information:</div> <div><ul style="list-style-type: none">- social media, web page and bulletin E-mail- Interactive screens- Informative Sessions and Campaigns</div> <div>Channels</div> <div></div> <div><ul style="list-style-type: none">- Word of mouth- Social Media (some UNAV influencers to spread word around)- Adverts through Campus</div>	<div>Customer Segments</div> <div></div> <div>Women Sanitary products Vending Machine:</div> <div><u>Women on menstrual age and when they are on their period</u></div> <div><i>Value propositions</i></div> <div><ul style="list-style-type: none">-woman necessities are covered- safety for women on their period-end embarrassing situations-fast and effective service</div> <div>Health Corners</div> <div><u>People that are visiting the campus</u></div> <div><i>Value propositions</i></div> <div><ul style="list-style-type: none">- promotes hygiene and calms discomfort.-Proximity and safety for every visitor of the UNAV-Students, professors and worker; the community of the university value propositions- promotes hygiene and calms discomfort.-concerned about the needs of the people who make up the university-Provides calm for students to attend classes without any worries.</div>
	<div>Key Resources</div> <div></div> <div>Vending Machines</div> <div><ul style="list-style-type: none">- pads, tampons, and few menstrual cups.- Band aids, gauze, cotton balls, cutips, antiseptic cream, adhesive bandage (all sizes), crêpe bandages, eyewahs or artificial tears, Gel for ulcers and toothache, toothbrush, toothpaste, hydrogen peroxide, masks, thermometer, gloves, instant cold pack andsticking plaster</div>	<div>Revenue Streams</div> <div></div> <div>[METRICS & EXPECTED RESULTS]</div> <div></div> <div><ul style="list-style-type: none">- Sales (all our interviewees want the products)- Students, professors and workers satisfied and happy with the university, additionally visitors that have an emergency like this will feel really welcomed as they will have a rapid solution.- Atmosphere of relief and tranquility</div>		

**THANK YOU FOR
WATCHING!!!**