

Digital solution to revitalize the city center: from the idea to the implementation

International Smart Cities Network

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Challenge posed by the Metropolitan Planning and Management Institute of the Metropolitan Area of Guadalajara (IMEPLAN) in October 2020:

Local markets in the MAG are part of the community's culture, history and commercial relationships.



Covid-19 Pandemic

Forced to seek to new ways of contact due to social distancing.

Local market vendors do not have what it takes to enter fully into an online way of selling their products

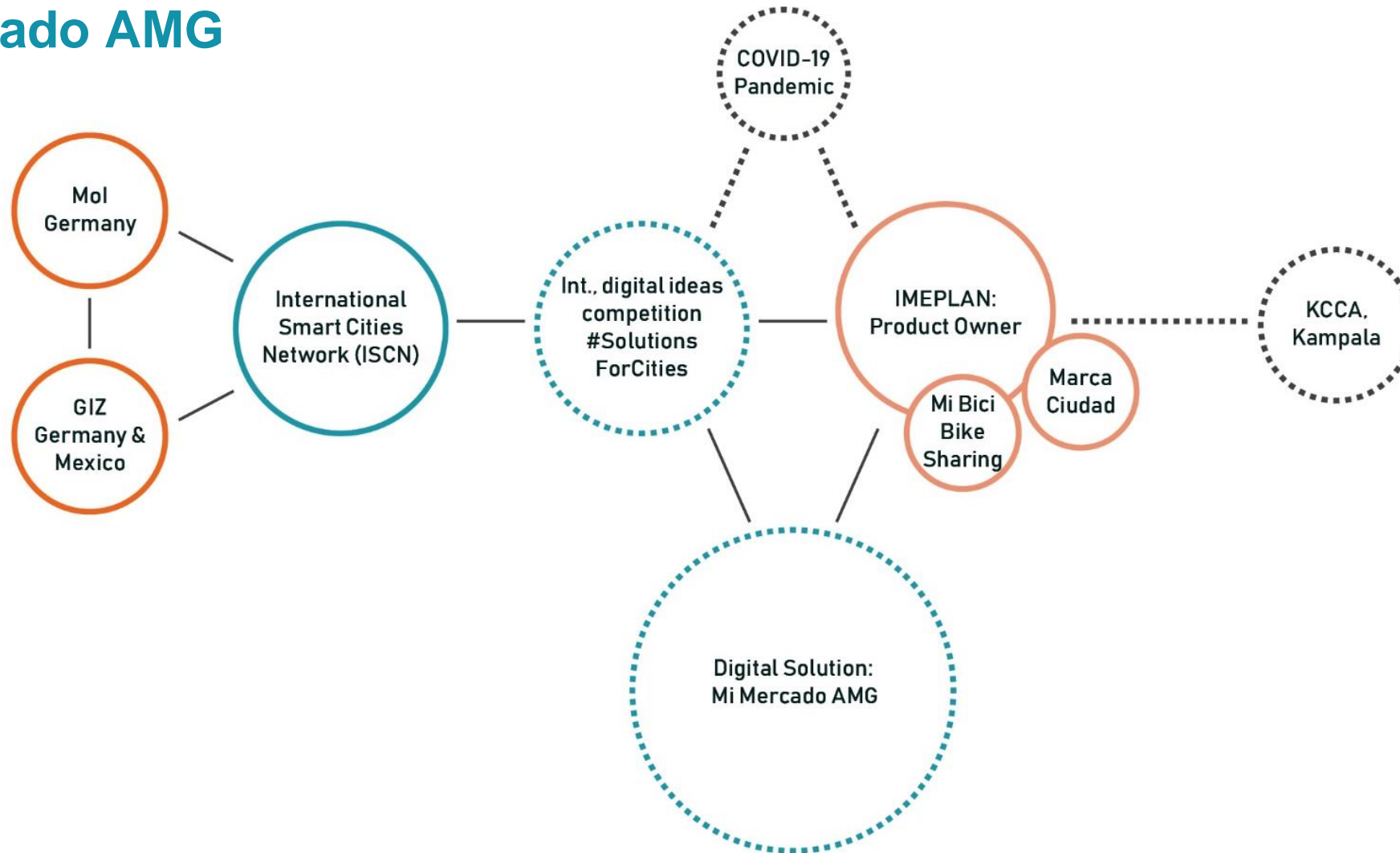


How to design a sustainable transition to a digital business model to keep markets functioning?

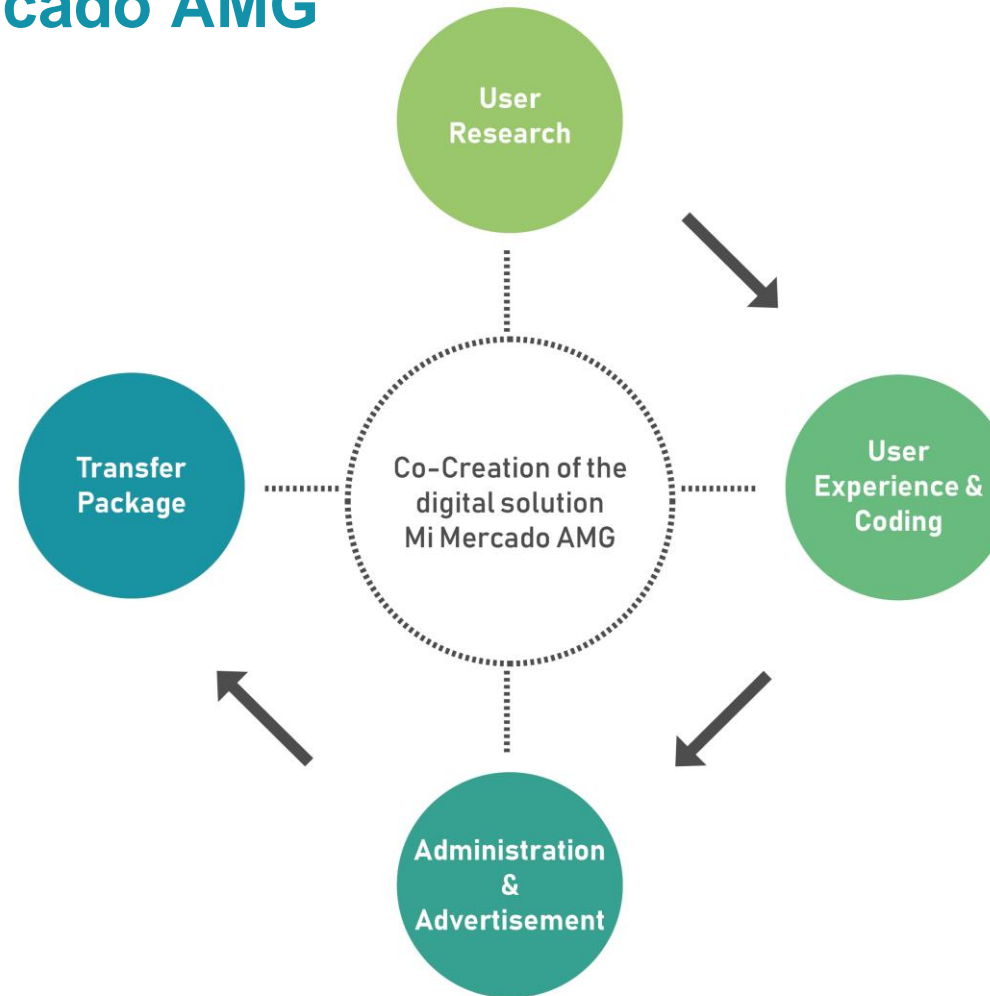
How to reduce economic uncertainty and the risk of unemployment?

How to support the inner city to remain vibrant despite the pandemic?

Background of the digital solution Mi Mercado AMG



Implementation process of the digital solution Mi Mercado AMG

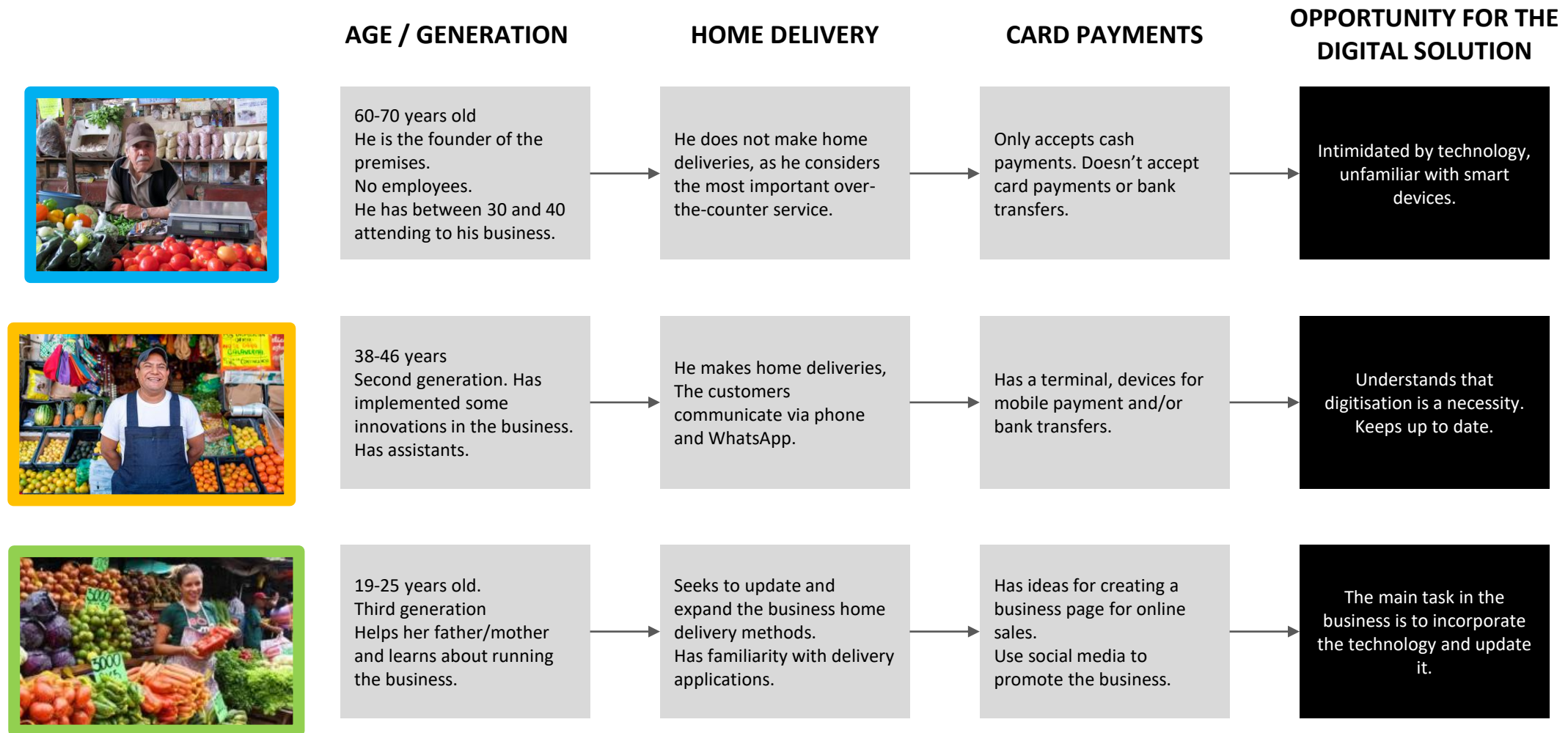


Mi Mercado AMG: Pilot market Mexicaltzingo in the Municipality of Guadalajara

1. Manageable size for the pilot; 62 stores
2. Existing initiatives and practices
3. Location and relationship to surrounding urban spaces
4. Current visibility of the object on the internet



Personas of the market vendors



Personas of potential customers

AGE / GENERATION

MOTIVATION

CONCERNS

OPPORTUNITY FOR THE DIGITAL SOLUTION



60-70 years old.
Regular visitor, lives in the district or neighbouring district.

Seeks personal attention, conversation and distraction on market visits.

Prefers to make payments in cash, distrusts apps.

It is the most hesitant user to make online purchases.



35-45 years old.
Adults in charge of families, with teenagers and/or children.

Look for good prices and the best deals.
A visit to the market is sometimes part of the family trip.

Concerned that prices will be raised in the application and that product availability will be ensured.

Understands that the digital solution can address some of his concerns and is interested.



20-30 years old.
Young people who have recently become independent.

Looking for fresh products, bought directly from producers and thus promote responsible purchasing and fair trade.

He would like the digital solution to guide first-time buyers as they do in the market.

A digital solution seems to him an excellent alternative.

Mi Mercado AMG: Co-creation of the prototype wireframes

- Co-creational process with the local market vendors and potential customers (citizen-centered design)
- Development of prototype wireframes for web and mobile version



Mi Mercado AMG: Launch of the piloting phase



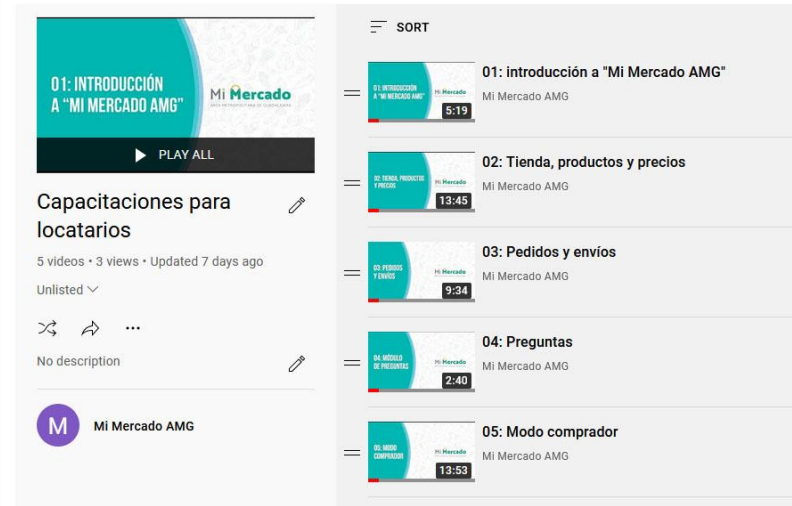
19 October 2021:

The piloting of the digital solution „Mi Mercado AMG“ was launched in the market Mexicaltzingo in the Municipality of Guadalajara.

Mi Mercado AMG: Next steps of the piloting phase



On-site



Online

Online & on-site Capacity building with the local market vendors:

- Use of the digital solution
- Business management
- Protection of personal data when using the internet

Transfer Package

- A transfer package with source code and manuals will be developed to scale the digital solution to other municipalities of the AMG, other cities in Mexico and the world.

Thank you!

Visit us

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