

# STREAMLINING WORKFLOWS: LESSONS FROM VIDA VERDE

**Tais Delazari, Maya Wagoner,  
Val Healy, Rachel Goor, Emilie Reiser**

# VIDA VERDE BACKGROUND

- Women's natural-product housecleaning cooperative in Brighton, MA
- Grew out of the Brazilian Women's Group
- Focus on women's health and empowerment
- 10 person organization
  - 8 cleaners
  - 2 administrators



# KEY CHALLENGES: FUNDING

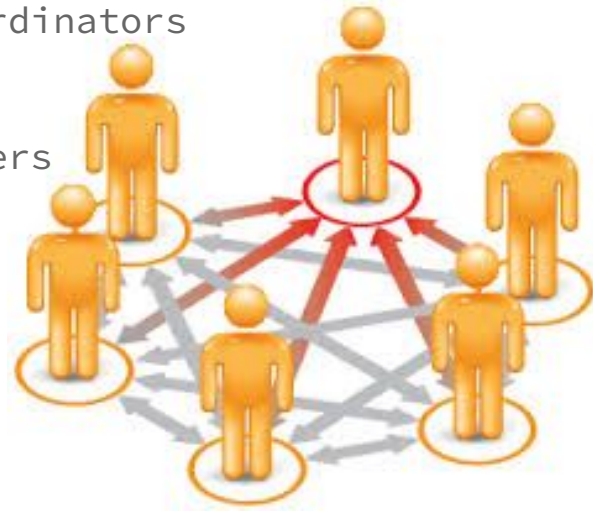
- Financial structure
  - Formerly, Vida Verde had grant funding to support office staff and a full-time coordinator
    - Members paid no dues and were guaranteed a minimum monthly salary
  - Members now pay dues to fund the coordinator position
  - Lost a significant number of cleaners and clients at one time which deeply impacted their finances





# KEY CHALLENGES: COORDINATION

- Coordination
  - Scheduling initial visits and regular cleanings is time intensive
  - Collecting and responding to feedback from clients isn't systematized and can cause tension between coordinators and cleaners
  - Direct communication between clients and cleaners can be inconsistent and challenging (often complicated by language barriers)



# WHAT HAVE WE LEARNED?

- **Assumption: Administrative operations could be streamlined**
  - Tested: Cleaner interviews and survey of current and former clients
  - **CONFIRMED:** Challenges in getting a quote, overcoming language barriers, and scheduling cleanings were noted by all parties
- **Assumption: Vida Verde's mission and interaction-focused approach is a selling point.**
  - Tested: Surveys with current and former clients; interviews with people who use non-VV cleaning services
  - **CONFIRMED:** All populations noted that they enjoy supporting a mission-driven organization and knowing who is cleaning their homes
- **Assumption: Vida Verde has limited administrative staff capacity.**
  - Tested: Interviews with cleaners and coordinators
  - **CONFIRMED:** Capacity was repeatedly highlighted as a serious challenge.

# POTENTIAL SOLUTIONS

- Product Sales

- Vida Verde makes all their own natural cleaning products, and many customers choose them specifically because of this
- *What if they sold the products directly to the consumer to increase their cash flow?*

- Marketing

- Vida Verde has struggled of late to attract new customers and cleaners
- *What if we developed a suite of new marketing materials and channels to increase outreach and onboard new clients?*

- Coordination

- Many people have noted that coordination is challenging with and within Vida Verde
- *What if we leverage new or existing tools to ease scheduling woes and facilitate communication between clients, cleaners, and coordinators?*

# TESTING POTENTIAL SOLUTIONS

- ~~Product Sales~~

- ~~○ Vida Verde makes all their own natural cleaning products, and many customers choose them specifically because of this~~
- ~~○ *What if they sold the products directly to the consumer?*~~

- Marketing

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- *What if we developed a suite of new marketing materials and channels to*

VIDA VERDE DOES NOT HAVE THE STAFF CAPACITY NOR THE CURRENT

- Coordination

CUSTOMER BASE TO BUILD OUT A SUCCESSFUL PRODUCT SALES VENTURE IN

- *What if we leverage new marketing materials to ease scheduling woes and facilitate communication between clients, cleaners, and coordinators?*

THE SHORT-TERM



# TESTING POTENTIAL SOLUTIONS

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- Coordination

VIDA VERDE DOES NOT CURRENTLY HAVE THE OPERATIONAL CAPACITY TO  
MANAGE A LARGE INFLUX OF NEW CUSTOMERS

# TESTING POTENTIAL SOLUTIONS

- Product Sales

- Vida Verde makes all their own natural cleaning products, and many

IN ORDER TO ENABLE ORGANIZATIONAL GROWTH AND AN EFFECTIVE PUSH

- what if they sold the products directly to the consumer?

TOWARDS FINANCIAL STABILITY, A FOCUS ON COORDINATION IS CRITICAL

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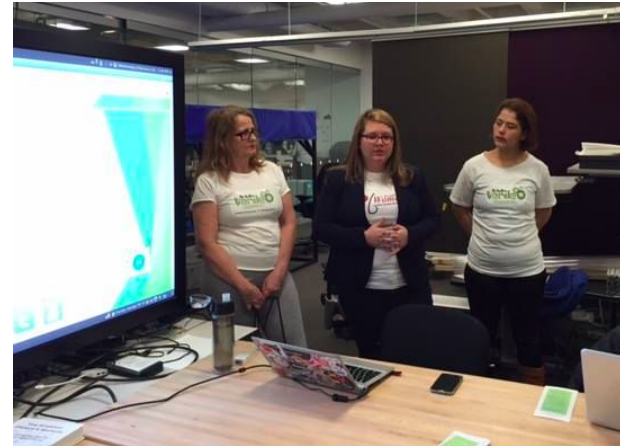
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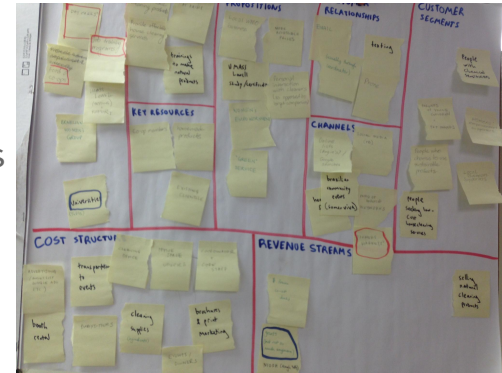
# GOALS OF OUR COORDINATION PROJECT

- Increase capacity to serve more clients in the absence of a full-time coordinator
  - Reduce time spent on intake tasks e.g. manually calculating price quotes for new customers
  - Streamline the communication process for providing and recording feedback between coordinator, cleaners, and clients
  - Minimize the steps necessary to schedule cleanings and synchronize spreadsheets



# PROPOSED PRODUCT AREAS

- Getting an instant quote
  - Optional request for an in-person quote
  - Chance to schedule the first cleaning
- Cleaner/Client Communication and Translation
  - Appointment reminders for clients and cleaners
  - Feedback form
  - One tap translation for updates on arrival times, etc.
- Internal management of cleaning schedules
  - Optimizing and expanding use of shared Google calendar for tracking initial and regular cleanings



# PROTOTYPE DEMOS

- Instant Quote: <http://bit.ly/1UJc5I5>

- Communication app:

<http://bit.ly/VV-communication>



# INTEGRATED CALENDAR



Vida Verde



Calendar

Today



April 2016

Day

Week

Month

4 Days

Agenda

More



CREATE

April 2016

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

My calendars

Vida Verde Co-Op

Birthdays

Silvia

Tasks

Valeria

Other calendars

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	Apr 1	2
3	4 8:30 Monique Doyle 9 Sanjiv Kumar 1p Jennifer Bash	5 9:30 Allison Randal 12p Boris Samarov 12:30p Adelaide Pagano	6 8:30 Conor Rafferty 9 Dagmar von Schwerin +3 more	7 8:30 Elisa Pepe 10:30 Robin Hopkins 12:30p Lindsey Musen	8 9 Andrea Eichman 9 Rachel Heller 12:30p Ethan Contini-Field	9
10	11 8:30 Carol Chow 9 Liz Duraisingh	12 8:30 Siiri Morley 9 Seevun Kozar 12p Michael and Marisa Do	13 9 Katie Cohen 12p Brook Hopkins +2 more	14 Aneesh Kudekar 9 Rick Wilson 1p Greg Aloe	15 8:30 Lisa Gallatin 1p Monique Doyle	16
17	18 8 Gloria White-Hammond 9 Sanjiv Kumar	19 12:30p Martha Poulter	20 8:30 Conor Rafferty 12p Brook Hopkins +3 more	21 7:30 Declan Keefe 8:30 Julia Wallerice +2 more	22 9 Andrea Eichman 9 Rachel Heller	23
24	25 8:30 Carol Chow	26 9 Elise Morgan 9 Seevun Kozar	27 9 Katie Cohen 12p Brook Hopkins +2 more	28 Aneesh Kudekar 9 Rick Wilson	29 8 Elizabeth Levy 1p Monique Doyle	30

# INTEGRATED CALENDAR

Client X

4/6/2016

5:30pm

to

6:30pm

4/6/2016

(GMT-04:00) Eastern Time [Time zone](#)

All day

Event details

[Find a time](#)

Where

Cambridge, MA, USA

[map](#)

Video call

[Join meeting: verdeamarelo-or](#)

[Change name](#) | [Remove](#)

Calendar

Valeria

Created by

vidaverde@verdeamarelo.org

Description

Client's phone number and price of the cleaning + Client's requirements

Attachment

[Add attachment](#)

Event color



Notifications

Email

2

days

[x](#)

[Add a notification](#)

Show me as

Available

Busy

Visibility

Calendar default

Public

Private

By default this event will follow the [sharing settings](#) of this calendar: event details will be visible to anyone who

Add guests

Enter guest email address

[Add](#)

Click the icons below to mark as optional.

Guests

[Email guests](#)

Yes: 1, Maybe: 0, No: 0, Awaiting: 0

emilie.reiser@gmail.com \*

[x](#)

\* Calendar cannot be shown. [Why?](#)

Guests can

modify event

invite others

see guest list

# ONGOING CHALLENGES

- Lack of visibility
  - Collaborate with VV to identify strategies to expand outreach beyond the scope of this class
- Interpersonal dynamics
  - Gather additional information from former cleaners to improve understanding of key pain points
- Willingness to change
  - Follow-up interviews with cleaners and coordinators





# NEXT STEPS

- Test prototypes with Vida Verde!
  - Determine the extent to which in-app translation would actually impact client/cleaner interactions
  - Assess tech-savvy and willingness to permanently implement changes
  - Identify ways to improve product(s) to further streamline intra-organizational interactions
- Test prototypes with others!
  - Determine whether the interfaces detract from the high-touch experience that many have mentioned is a selling point of Vida Verde
  - Assess whether automatic appointment reminders improve client satisfaction and retention

