



Caso de Estudio

# FUNERAMA

Conectando personas  
del sector funerario.



## Problema.

Funerama es una herramienta de planeamiento de funerales ideada para un grupo de proveedores del sector funerario de Holanda. El desafío era pensar en un marketplace que entienda las necesidades tanto de proveedores como de planners. Y cómo ambos actores iban a convivir en el mismo ecosistema.

## Solución.

Atacar el proceso utilizando la metodología Design Thinking que le permita al cliente obtener un MVP (producto mínimo viable). Este approach nos permitiría entender el negocio y eliminar suposiciones durante las etapas de diseño y desarrollo.

## Roles.

Product Owner.  
Project Manager.  
Business Analyst.  
Lean UX.  
Dev Team.



Empatizamos con usuarios a través del testeo.

Empatizar para ayudar a definir el problema.

El testeo crea nuevas ideas para el proyecto.

**EMPATIZAR**

**DEFINIR**

**IDEAR**

**PROTOTIPAR**

**TESTEAR**

Nuevas ideas a partir de prototipos.

El testeo revela descubrimientos para redefinir el problema.

# Design Thinking.

Design Thinking es un proceso iterativo no lineal que nos permitió validar hipótesis junto al cliente, equipo y usuarios.

### Steven / Supplier of funeral products



Age: 42.  
Work: Director of a funeral provider company.

Family: Married, 2 children.  
Location: Leiden, South Holland Province, Netherlands  
Archetype: Enthusiast and entrepreneur.



#### Bio:

Steven is always looking for new business opportunities and is aware of the changes that arise in the funeral sector in The Netherlands. He plans to grow his business thinking of digital transformation. He leads a family business and not only looks after their own business but also loyalty in the sector in general.

#### Personality:

Introvert  Extrovert

Analytical  Creative

Loyal  Variable

Passive  Active

#### Goals:

- Expand his services as a provider in the funeral sector.
- Group and unify the agents of the sector to generate a loyal and better-regulated market.

#### Motivations:

Quality 

Price 

Scope 

Speed 

#### Frustrations:

- Not being able to achieve something in mind.
- Lack of recognition as a key player in the business.

#### Preferred channel:

Mobile 

Email 

Social Media 

### Erik / Funeral Planner and Director



Age: 54.  
Work: Funeral Director.

Family: Married.  
Location: Leiden, South Holland Province, Netherlands  
Archetype: The connector.




#### Bio:

Erik has worked in the funeral sector for over 25 years. In his professional career he was able to understand the entire planning process from end to end until becoming Funeral director. He can also meet the needs of family members, organizations and funeral planners. He has a strong background in different platforms for the funeral sector.

#### Personality:

Introvert  Extrovert

Analytical  Creative

Loyal  Variable

Passive  Active

#### Goals:

- Participate in the digital transformation of the funeral sector.
- Facilitate how people do business in the sector.
- Understand the needs of the funeral planner to bring a pleasant digital experience.

#### Motivations:

Quality 

Price 

Scope 

Speed 

#### Frustrations:

- Lack of communication or ambiguity.
- Planning funerals is too time consuming.

#### Preferred channels:

Mobile 

Email 

Social Media 

Traditional Ads 

## Definición de persona.

# ¿Quiénes son los usuarios de Funerama?

Para entender necesidades, comportamientos y expectativas con la herramienta se presentaron al equipo 2 personas.

- Funeral Planner and Director.
- Supplier of funeral Products.

Enmarcando el  
problema.

# Punto de vista:

Usuario + Necesidad + Insight.

Este approach nos sirve para pensar en escenarios posibles que luego se irán convirtiendo en historias de usuario. Y en una etapa temprana esta perspectiva refuerza el entendimiento del equipo.

## Funeral Planner

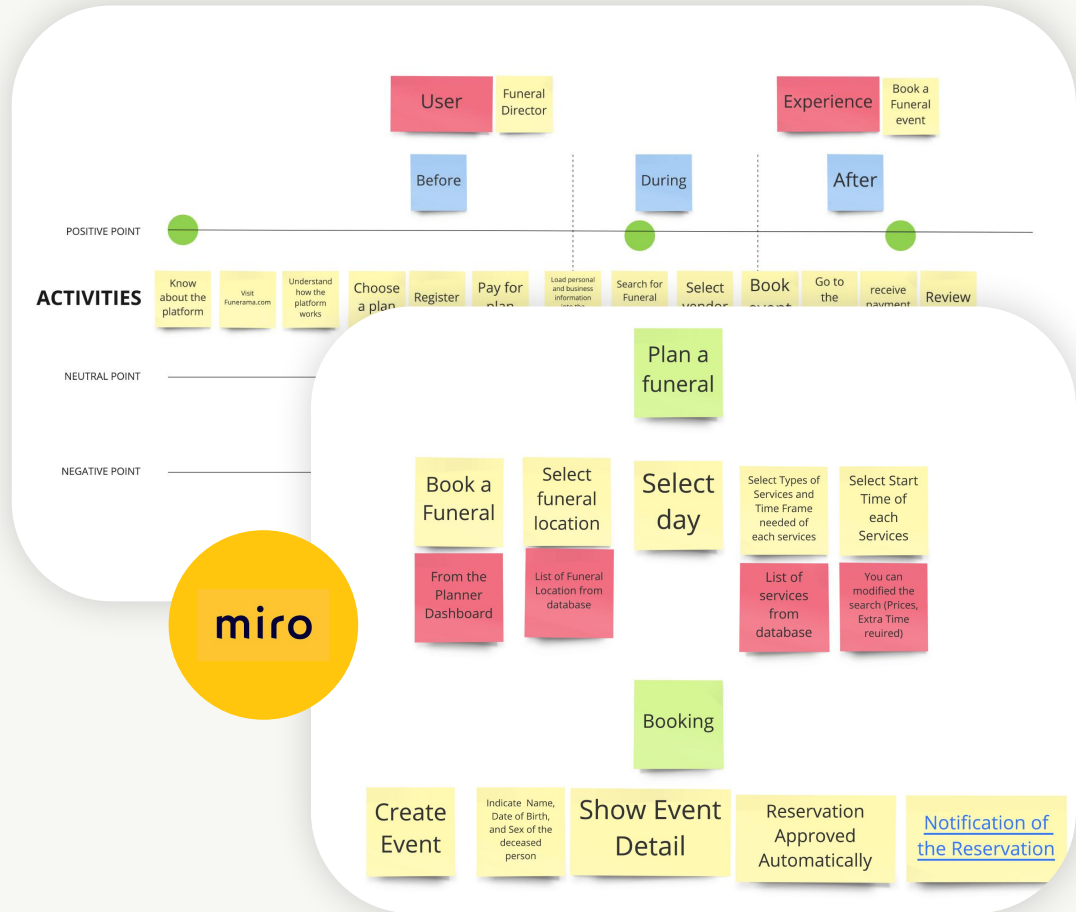
Un *funeral planner* **necesita** organizar un evento de varios días para una familia específica agendando diferentes servicios en una locación **porque** es importante llevar un control de cómo las familias pueden despedir a sus seres queridos de manera tranquila sin ningún inconveniente.

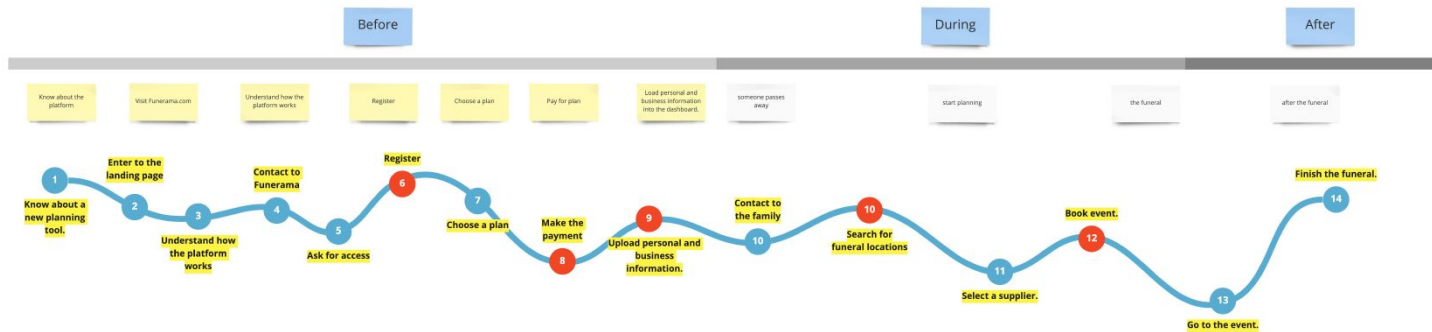
## Funeral Supplier

Un *proveedor de servicios funerarios* **necesita** ofrecer sus servicios y mostrar la disponibilidad de los mismos a los funeral planners **porque** de esta manera logra mayor exposición de su negocio generando relaciones con otros proveedores del sector.

Lo que hicimos es ir desglosando grandes épicas en tareas más específicas hasta obtener un viaje completo.

- Tareas
- Puntos de Contacto
- Canales
- Comportamiento
- Pensamientos
- Emociones
- Oportunidades e ideas
- Propiedad interna

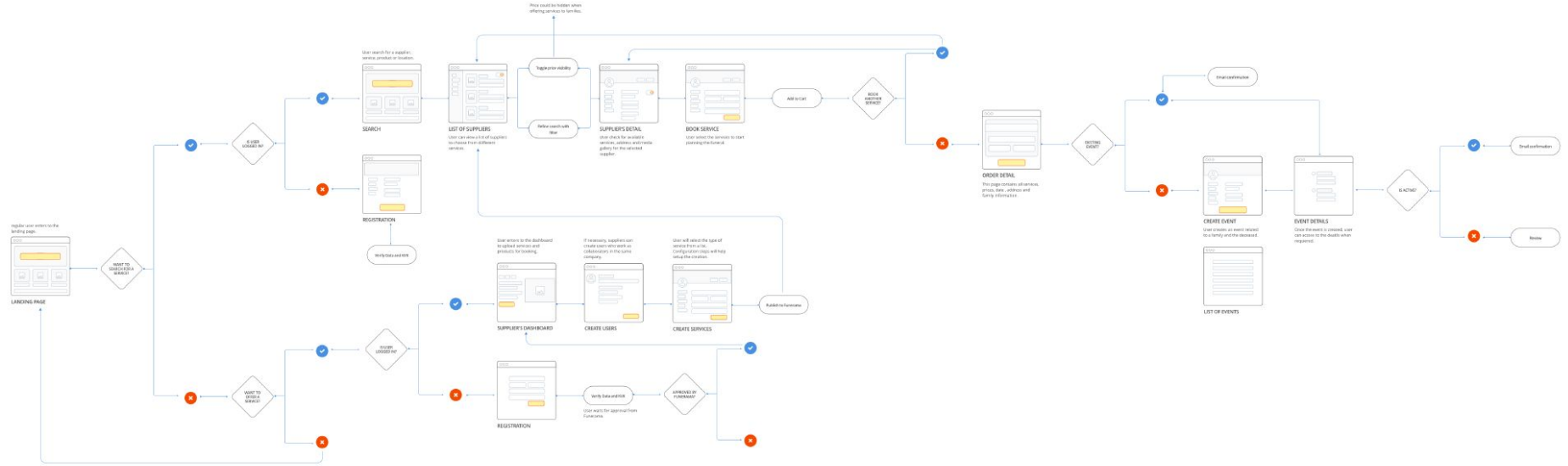




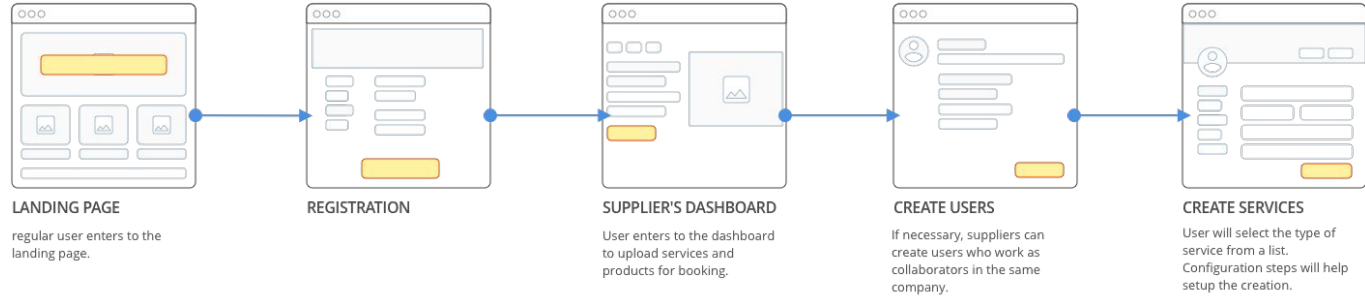
TOUCHPOINTS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	
CHANNELS	Social media Word of mouth App Blog Search Newsletters	Laptop Tablet Mobile phone	Laptop Tablet Mobile phone	Website Phone Email	Laptop Tablet In person	Laptop Tablet Dashboard	Laptop Tablet Dashboard	Laptop Tablet Dashboard	Laptop Tablet Dashboard	Phone	Laptop	Laptop	Laptop	Mobile	Email
ACTIONS	User goes to events where suppliers show their products. Google search, read news and blogs about the funeral sector.	User enters to the website to read more about.	Read the website, register for a white Research.	Contact to Funerama and request for more information.	Sends an email or ask to the owners for permission to be part of Funerama.	Resolves the uncertainties as a planner or supplier.	Access to the dashboard and Choose a plan to use the platform.	Pay via a payment gateway.	Starts using the platform uploading personal information.						
THOUGHTS	Interesting! This could improve my business. There is a great idea.	What is this about? Hmm... I can't see how it works.	Oh, it's a planning tool. Oh, I can offer my services here.	I will ask for more information. I need someone to talk about how to become member or use the business.	I will ask for more information. I need someone to talk about how to become member or use the business.	Hmm is this tool for free use? Oh I have to pay!	Oh! I have to choose a plan. Myself don't know what are the differences?	Is this secure?	Where do I start? How my services? Can I use the platform to search for services?				Is my family being ok? Can I be the 'official' of the family? Funerals work!		Everything ok with partners? What to do with your loved ones? Any requirements? How much do I have to pay and when?
EMOTIONS	• Joy • Enthusiasm • Surprise	• Doubt • Disbelief	• Interest • Surprise	• Tranquility	• Expectation	• Happiness	• Doubt • Anguish	• Alert	• Worried			• Satisfied	• Shock • Mind-averse		• Happy to help
OPPORTUNITIES AND IDEAS TO IMPROVE	• Landing page showing product features. • Social MPP campaigns. • Calendar of business events from the funeral sector.	• Content and writing. • Imagery.	• How it works section. • Big invites of accessible steps soon will be able to do with the tool. • What, how and why Funerama.	• Visible CTA writing: Planners and Suppliers.	• Content forms. • Phone number in landing page. • Call to action graphics. • Social networks.	• Name. • Company name. • KIK check.	• Plan types? • Features per plan and prices.	• User flow to make easy. • Name, tags, video. • Profile page. • Services page.							
INTERNAL OWNERSHIP	• Marketing • Sales • Client		• Content strategies • Sales • Design		• Marketing • Sales • UX		• Technical leader / Back End								

**Ver esto es aburrido. Definirlo es más divertido.**

Básicamente es para entender los puntos de contacto y de dolor de los usuarios en el viaje a través de la interacción con el producto.

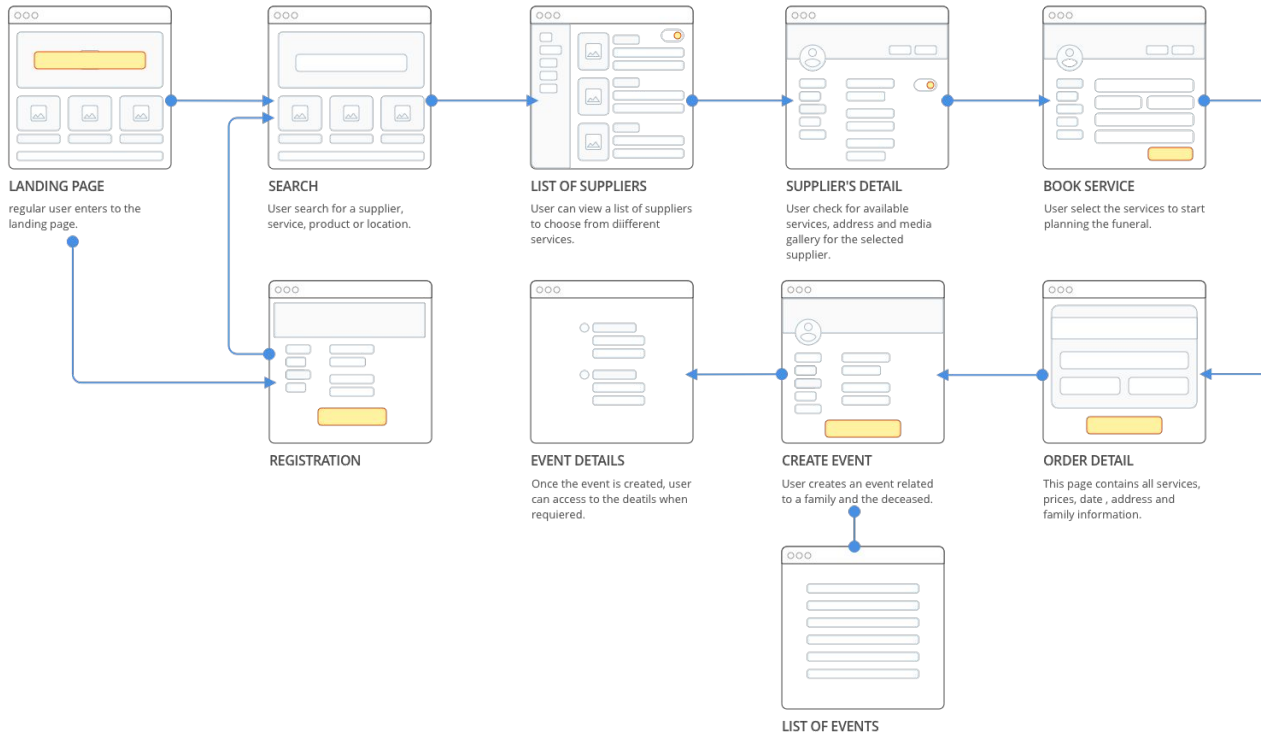






## ¿Por qué hacemos todo esto?

Porque mientras se avanza en el proyecto se toman decisiones. Nuestro trabajo es dejar asentado el proceso y las etapas de validación. De esta manera vamos imaginando el producto hipotético, lo podemos ir viendo junto con los stakeholders y el equipo de desarrollo. Y así todos estamos en la misma página.





# 14

## Tipos de plataformas diferentes.

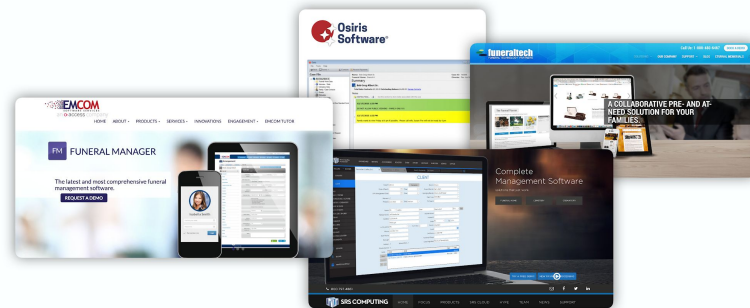
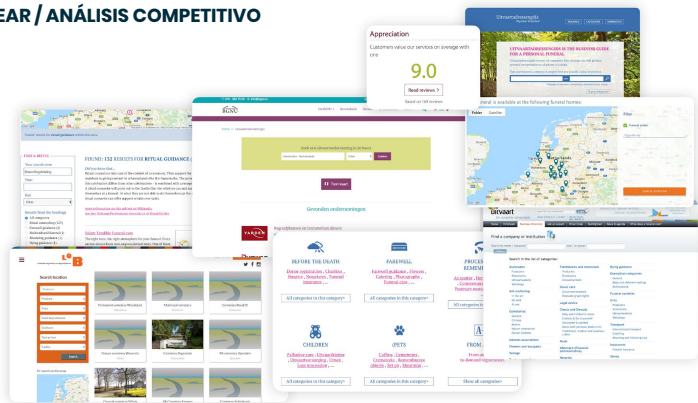
¿Qué observamos para hacer el análisis competitivo?

1. Funcionalidades y patrones de interfaz de usuario.
2. Público objetivo.
3. Estrategia de negocios.

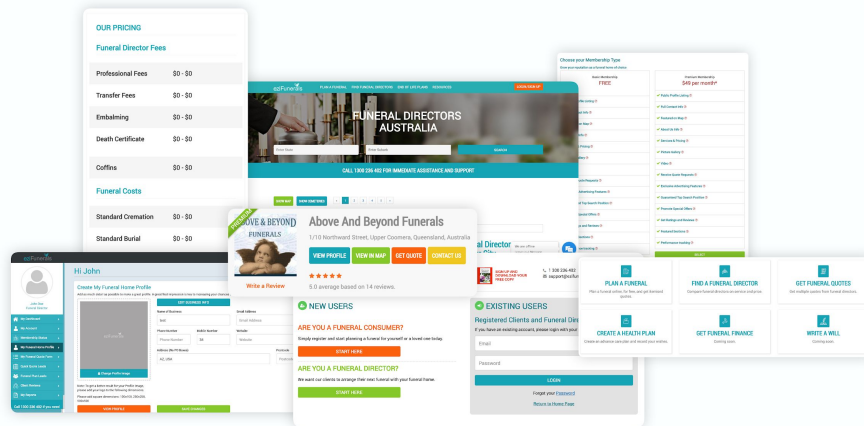
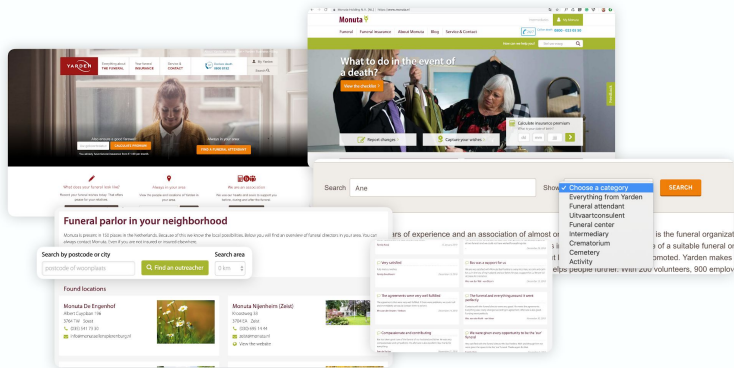
# 4

## Grandes grupos de productos y servicios.

Portales, Herramientas, Competidores directos y un ganador.



Uitvaartadressengids.  
Wij helpen u bij de keuzes



# Desde el prototipo al producto final.

Primero los wireframes de baja calidad para validar las nuestras suposiciones con el cliente y el equipo de desarrollo. El prototipado en InVision nos ayudó a evaluar el alcance del producto, entender el comportamiento del usuario y refinar en cada iteración.



funerama  
Products / Funeral location

Company Name  
**Old Dutch Cemetery**

Search filter

Picture gallery

When you want to book for?

Funeral location information

Green auditorium  
230 visitors

Burial ceremony 14:00 - 16:00	Burial ceremony 16:00 - 17:00	Condolence 14:00 - 16:00	Condolence 16:00 - 17:00	Viewing 18:00 - 20:00	Viewing 18:00 - 20:00
		Food & beverage 14:30 - 16:30			

Book now

funerama

Events

Event 0008  
2022-01-18

Details

Event Information  
Event Name: John  
Last Name: Doe  
Reference Number: (SAP00001)

Birth date: 14-03-1976  
Death date: 11-03-2017

Services added

Old Dutch Cemetery  
Green Auditorium  
Burial ceremony  
13:00 - 13:30

Old Dutch Cemetery  
Green Auditorium  
Burial ceremony  
13:00 - 13:45

Personal room 1  
10:00 - 10:30

Today

Comarators from 400

Search this product near:

2222 AT Katwijk

Cremation  
 cremation ceremony  
 Burial  
 Burial ceremony  
 condolence  
 Food & beverage  
 Viewing  
 Private viewing rite  
 Care room  
 Ritual care

Update

funerama

Supplier Dashboard

Personal information

Company information

Media gallery

Add to an existing event

0007 Disease Name

Create new event

0008 January 18, 2018

Disease information

Female  Male  Child

First name

Last name

Birth date?

Unknown  Unknown

DD MM YYYY

Death date?

Unknown  Unknown

DD MM YYYY

Reference number

Create event

funerama

Supplier Dashboard

Calendar view

funerama

Register

Personal information

Already have a user login? [Sign in](#)

First name Last Name

Email Password

Phone number

I'm a Funeral Company  I'm a Supplier of funeral products

Enter your business details

Vendor Type

Business name

Street address Zip code City

Website (including http:// or https://)

About your business

Register as a Supplier

funerama

Old Dutch Cemetery  
New room

Funeral Location Rooms

Room information

Room name

Room address

Room phone

Room email

Room type

Room capacity

Room status

Services list

Service name	Availability	Standard start time
Burial Ceremony	16:00 to 17:00	45min
Condolence	14:00 to 20:00	30min
Food & Beverage		

Book

funerama

Events

Search Disease Name, Reference Number or Reference Number

ID	Disease Name	Reference Number	Action
0001	Disease Name	xxxxxxxxxx	<input type="checkbox"/>
0002	Disease Name	xxxxxxxxxx	<input checked="" type="checkbox"/>
0003	Disease Name	xxxxxxxxxx	<input type="checkbox"/>
0004	Disease Name	xxxxxxxxxx	<input type="checkbox"/>
0005	Disease Name	xxxxxxxxxx	<input checked="" type="checkbox"/>
0006	Disease Name	xxxxxxxxxx	<input type="checkbox"/>
0007	Disease Name	xxxxxxxxxx	<input type="checkbox"/>
0008	Disease Name	xxxxxxxxxx	<input checked="" type="checkbox"/>

funerama

New funeral location / Location name

Funeral location information

Funeral Location Rooms

Funeral Location

Rooms

Media gallery

Upload image gallery

Before with (don't) upload image check for upload failed

Upload photo

Remove photo

Cancel photo

Book



# Testing

Enfrentamos el producto a los usuarios evaluando junto al product owner puntos de dolor, mejoras y oportunidades. Nos enfocamos en un escenario core (bookear un evento funerario) del cual obtuvimos lo siguiente.

## 1 Escenario

El proceso de booking de eventos funerarios no fue lo que deseaba el usuario:  
Poco claro, confuso y demasiados pasos.

## 3 Oportunidades

Ofrecer servicios combinados, pensar en nuevos usuarios secundarios y agregar el registro de empresas para gestionar sucursales.

## 1 Workshop

Juntamos Business Analyst, Product Owner y UX durante 3 días para re-pensar mejoras de lo aprendido.



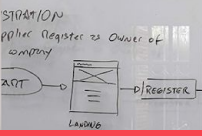
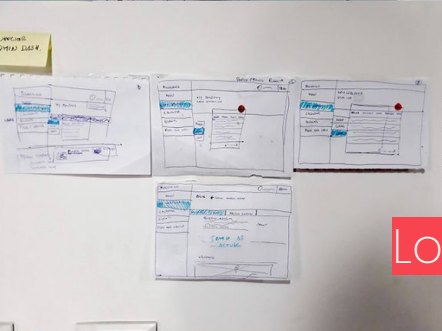
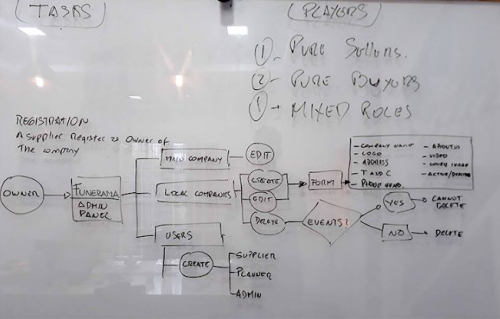
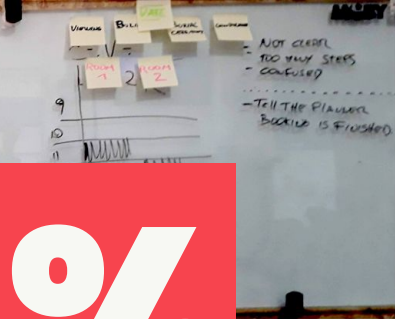
50%

Impacto en la eficiencia:  
Logramos reducir a la mitad el número de clicks  
para el proceso de reserva.

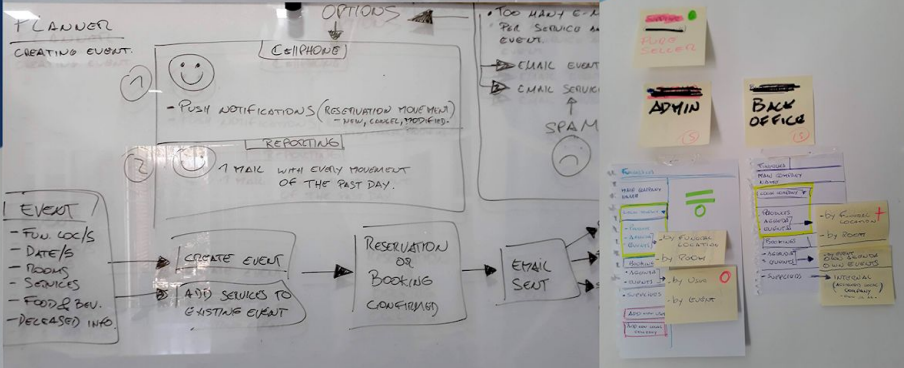
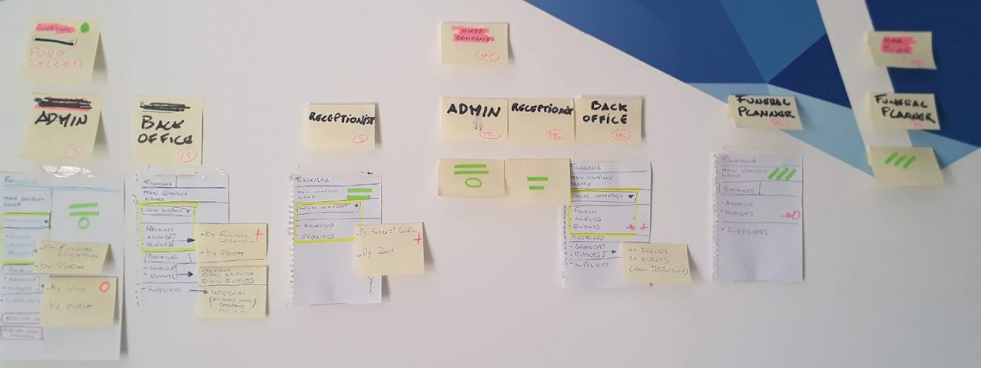
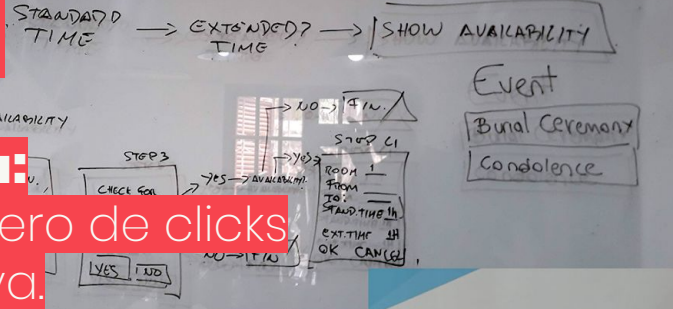
TESTING



Process of RESERVATION



SHOW AVAILABILITY

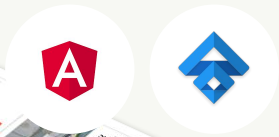








# Dashboard





Logotype



Color Palette

Color palette with 12 color swatches and hex codes:

- DARK PRIMARY COLOR: #2C3948
- PRIMARY COLOR: #0A8BB8
- LIGHT PRIMARY COLOR: #00DDE3
- LIGHT PRIMARY COLOR: #FFFFFF
- ACCENT COLOR: #D05A52
- PRIMARY TEXT: #000000
- SECONDARY TEXT: #7F7F7F
- ERROR COLOR: #F44336
- SUCCESS COLOR: #8BC34A
- DIVDER COLOR: #808080

Font

Open Sans  
<https://fonts.google.com/specimen/Open+Sans>

Glyph

Oo

Characters

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Styles

Light  
Regular  
Bold

Font

Libre Baskerville  
<https://fonts.google.com/specimen/Libre+Baskerville>

Glyph

Ll

Characters

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Styles

Regular  
Regular *Italic*  
Bold

Components

Buttons



Checkbox



Radio Button



Pagination



Switch



Chips



Weekend



Weekend in Month



Link



Badge



Event



# UI / ESTILOS

Tags

Linking page

Headings

Heading 1  
Libre Baskerville 24px

Heading 2  
Libre Baskerville 20px

Heading 3  
Libre Baskerville 16px

Heading 4  
Libre Baskerville 15px

Heading 5  
Libre Baskerville 13px

Heading 6  
Libre Baskerville 12px

Body Text

Body text  
Open Sans 14px

Body text bold  
Open Sans Bold 14px

Tags

Dashboard

Headings

Heading 1  
Open Sans Regular 32px  
Line height: 32px

Heading 2  
Open Sans Regular 20px  
Line height: 20px

Heading 3  
Open Sans Regular 16px  
Line height: 20px

Heading 4  
Open Sans Regular 15px  
Line height: 20px

Heading 5  
Open Sans Regular 13px  
Line height: 18px

Heading 6  
Open Sans Regular 12px  
Line height: 16px

Body Text

Body text  
Open Sans Regular 14px  
Line height: 20px

Body text bold  
Open Sans Bold 14px  
Line height: 20px

Caption  
Open Sans Regular 12px  
Line height: 16px

Display

# Display 4

Open Sans Light 12px  
Line height: 120px

Display 3  
Open Sans Light 16px  
Line height: 60px

Display 2  
Open Sans Light 18px  
Line height: 50px

Display 1  
Open Sans Light 34px  
Line height: 40px

Font pairing

Linking Page

## The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the table about beneath was washed out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

# ¿TE PARECIÓ INTERESANTE?

Hagamos algo juntos

HABLEMOS



## SEDE

Den Haag · Holanda  
hallo@mobydigital.com

## BASE ARGENTINA

Buenos Aires  
che@mobydigital.com  
+54 11 5272 5500

Córdoba  
hola@mobydigital.com  
+54 351 481 9776

## PRESENCIA

Miami · USA  
hello@mobydigital.com  
+1 305 922 8102