



Community Resources Series

The Big Issue's Online Marketplace Vendor Mentor Training Guide



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Abstract: This document provides a manual for *The Big Issue* to aid in the training of new vendor mentors. This training guide was created in collaboration with a pilot group of vendor mentors. Each individual step of the proposed training is outlined below including the program structure, training steps, and benefits for the program. The elements in this document are designed specifically to aid *The Big Issue* in uploading all vendors to the new online marketplace, but methodologies and strategies can be applied elsewhere. Technology how-to guides are also attached to this document that could be helpful in other areas as well.

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Project Website: For much more on the project from which this report derives, please see <http://wp.wpi.edu/capetown/projects/p2014/big-issue/>

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About the WPI CTPC Community Resources Series

Community Resources publications are designed to assist residents, community-based and non-profit organizations, local government, students, educators and others working toward sustainable community development in disadvantaged communities in South Africa and elsewhere.

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Mentor Guidelines and Responsibilities

Congratulations on Becoming a Mentor for the *Big Issue*!

The *Big Issue* Mentor program is part *The Big Issue* new online platform. This online platform will help vendors tell their stories through profiles, while empowering the vendor mentors with enhanced leadership skills! This program will give you the opportunity to interview other vendors and help them start their profile!

This packet explains the responsibilities of mentors and provides instructions for collecting profile information from vendors. New mentors should review the packet with existing mentors and with Big Issue staff. It may also be beneficial for them to sit in on another Mentor session so that they can see what is happening.

Overview of the Program: Helping Vendors Help Themselves

The online platform has been created to introduce vendors to a larger customer base and promote online sales. This means that vendors who have profiles online will be able to sell to more people, including those outside of the country or city. As a mentor you will help to expand this platform by helping other vendors develop their online profiles. In addition to advertising themselves through their pitch and through face-to-face interactions with their customers, vendors will be able to reach a wide number of potential buyers online as customers pass around a vendor's profile to friends and family who could buy online from that vendor.

Your Job as a Mentor

As a mentor you are going to help other vendors create their profile for *The Big Issue* online marketplace. To do this you will teach vendors about the various parts of the profile including pictures, analyzing the pictures, uploading basic information about themselves and the concept behind PhotoVoice (recording your voice and talking about a picture).

Program Structure

The program structure will be two sessions. Each session will be about an hour.

- The First Session
 - Explain purpose of the profiles and the process
 - Fill out the biographical worksheets with the vendor. Use “How-To Fill out the Biological Worksheet Guide” below.
 - Provide English translations on worksheet, if applicable
 - Go over the pictures the vendors need to bring to the second meeting. Use the “Pictures to Gather Guide”

- Determine if the vendor needs a camera. If so, bring vendor to the *Big Issue* staff member to begin the camera loan program.
- If the vendor borrows the camera from *The Big Issue*, and does not know how to use it, use the “How-To Use a Camera Guide” to teach them how to use the camera.
- The Second Session
 - Upload Photos the vendor brought. If they brought in hard copies, complete the activity without uploading the pictures.
 - Have the vendor pick their photos. If the photo is on the computer, write the photo name on the photo analysis worksheet.
 - Complete the photo analysis worksheet. Be sure the captions are short and describe the picture.
 - Explain and complete a voice over for select pictures using a recorder. Have the vendors read what they wrote on the photo analysis worksheet.
 - Help with English translations, if applicable.

Your Responsibilities

- Be a strong leader
- Assist other vendors with the online platform
- Be able to explain and answer questions about the program
- Be able to admit when you do not know the answer and ask a staff member
- Be patient with the vendor; if they do not understand something help them understand it.
- Lead sessions to gain biographical information, photos, and voiceovers from other vendors

Your Training Session

The following skills are what you need to learn to be a mentor for the *Big Issue*'s online marketplace information gathering program. Another mentor or a *Big Issue* staff member will go through each topic with you until you feel comfortable enough to teach it on your own. You will also be given guides to help you.

Topic 1: Understanding the Profile

- *The Big Issue* is creating an online marketplace that will allow each vendor to sell magazines online.
- A benefit of this is to increase customer base to people outside Cape Town
- Vendors will be able to share who they are to people around the world
- The profile will have basic information about each vendor, along with pictures.

Topic 2: Obtaining Biographical Information

- You will have a worksheet to fill out with the vendors
- Be sure to not pressure the vendor into giving you more information than they feel comfortable doing
- Provide as much information as possible.
- If the vendor wants to fill out the worksheet themselves, let them. If the vendor needs your help, help them write.
- Be as clear as possible
- If possible, answers should be in English
- See the visual below to help understand the worksheet. Also see the next page understand the steps of how to fill out the website.

This is basic information needed for a profile so that customers know who the vendor is.

Name: _____
Vendor #: _____
Pitch: _____
Monthly Goal: _____
Picture # _____

How did you join The Big Issue?:

Why Do You Sell The Big Issue?:

How many years have you worked at the Big Issue?:

This Picture will be the first picture customers see. It can be brought in by a vendor or be on a Big Issue Camera.

These questions allow the customer to learn more about the vendor.



Step 1 Greet the vendor and explain that you will be completing the Vendor Profile Worksheet.



Step 4 Help them fill it in if they cannot write. If they can only write in Xhosa that is okay! You will translate later.



Step 2 Ask if they have any questions and answer them the best you can.



Step 3 Hand out the Vendor Profile Worksheet

Step 5 Give them the “example pictures for vendors to bring in for their online profile” handout and tell them to bring in as many pictures as they can for the next meeting!

Topic 3: Teaching How-To Use a Camera

- If a vendor needs to borrow a camera from *The Big Issue* staff, you may need to teach the vendor how to use it. It is important you know how to use the *Big Issue's* camera.
- Use the following How-To to aid you in the teaching process.



**Step 1 - Turn Camera On
By pressing button once**

This also turns the camera off!



Step 2 - Zoomin and Out

Zoom in (make the picture closer) - Press button on Right
Zoom out (make the picture farther) - Press button on left



Step 3 - Take the Picture!

By pressing down hard on the button





**Step 4 - Review the Picture
By Pressing on the button**



Looks Good!!!

Now let's go take some pictures!

**What if I have more than 1 photo?
How do I look at all of them?**



Step 1 - Press the review button



**Step 2 - Use the above
buttons to look through all of
your pictures!**

Topic 4 - What Pictures to Take

- Vendors can use whatever pictures they want for their profiles, but they may need some guidance the first time they bring pictures to the profiles.
- The following worksheet can help explain to vendors what pictures to bring in for their profiles.

Examples of Pictures for Vendors to Bring In For Their Online Profile

1. A Picture of Your House



2. A Picture of Your Family



3. A Picture of You with Friends!



4. A Picture of You on Your Pitch



5. A Picture of Your Pets

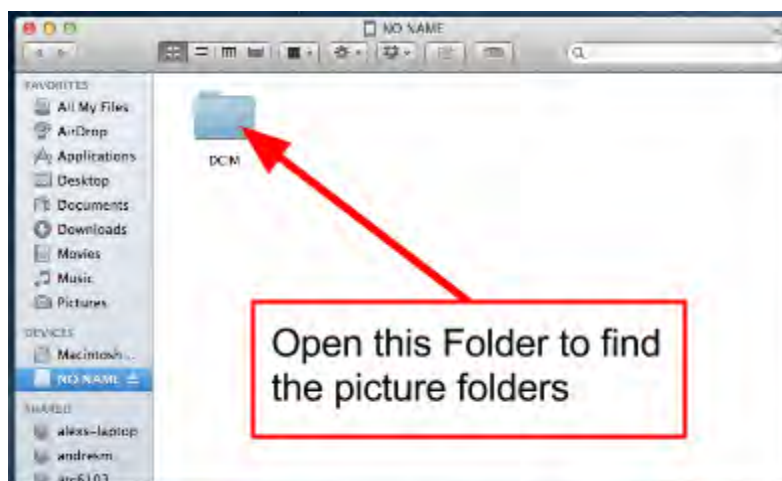
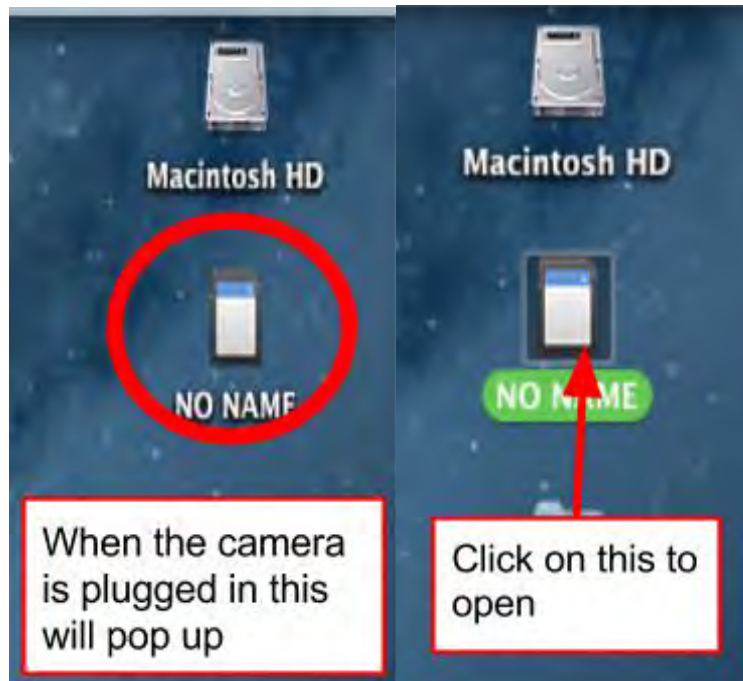


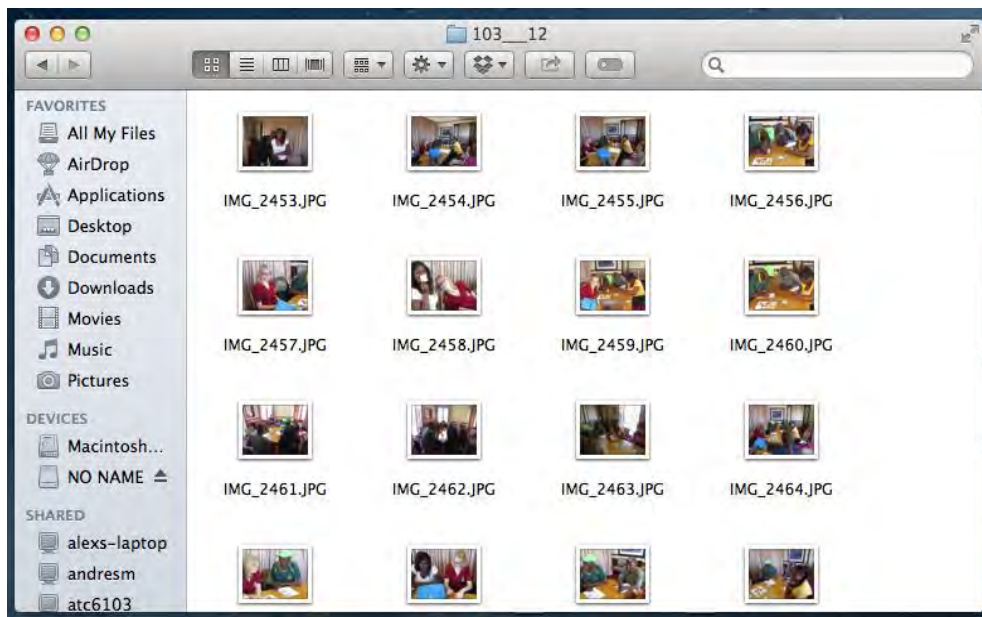
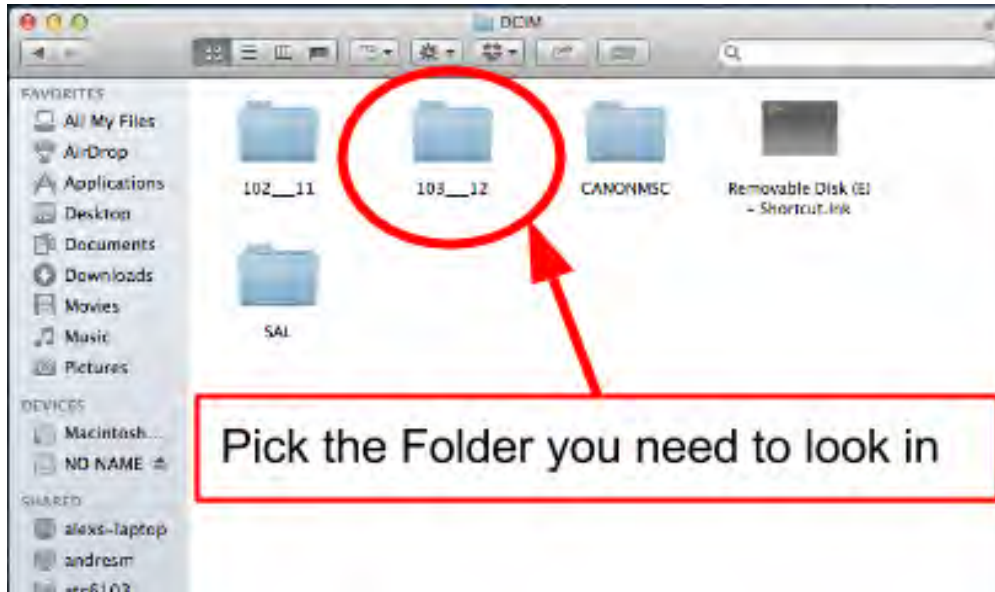
6. A Picture of Something You Enjoy



Topic 5 - How to See Pictures on the Computer

- Look through pictures with the vendor have them choose their favorites.
- Be sure to write down the photo numbers! See the next section for the worksheet to write it on.
- Every computer will be different, but viewing pictures on the computer has the same process. Here are the steps:





Topic 6 - Photo Analysis

- Once the pictures are chosen, the vendor will need to provide captions for the photos.
- Captions are descriptions of the photos. They are normally 1-2 sentences.
- Things to think about when captioning a photo:
 - Who is the audience?
 - Who is in the picture?
 - Where is the picture taken?
 - Why is this picture important to you?
- An example captioned picture is below:



Xolani helps Zuliwe fix the door of her house.

- A worksheet was created to help gather captions from vendors. See below how to fill out the worksheet.

This picture will be featured with the following caption, either by writing the caption online or by completing photovoice.

Each vendor should bring in multiple photos, at least five, that can describe different parts of their life. For example, House, Family, Friends, Pets and something that they enjoy

These captions should be as detailed as the vendor wants them to be. They will be used to either type the caption for the photo or as a prompt for the voice recording with photovoice.

Picture #:
Caption: _____

Picture #:
Caption: _____

Topic 7 - PhotoVoice

- This is an optional activity for the vendor, but it can be a great addition to their online profiles.
- The recording is not meant to explain the role of the vendor in *The Big Issue*, or why they joined *The Big Issue*. The purpose of the recording is to explain the picture that the vendor chose.
- The photo analysis worksheet is a great tool to use for the voice over. Have the vendors read what they wrote into a voice recorder.
- Be sure to provide English translations, if applicable.
- Here are the steps to PhotoVoice:

1. Put the picture that the vendor is reading the caption of up on the screen.



2. Start the voice recorder.



- a. Have the vendor say their name, vendor number, the date and the picture name.
 - b. Have the vendor then read their caption.
3. Stop the voice recorder between the pictures.
 4. Do this for each picture that the vendor has.
- *The Big Issue* staff member will give you training on how to use the voice recorder!

Congratulations Again!

We are so happy to have you as a mentor for this online profile program. Be sure to always ask questions if you need any help. Have fun with your job, it is a big responsibilities but you can really benefit from this program. You will gain leadership, communication, and technology skills from being a mentor. These skills may even help you advance your career in the future.