# **Sandra Navarrete - March 30**

[**VIEW RECORDING - 29 mins (No highlights)**](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY)

[@0:00](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=0.62) - **Yael Morris (Decode Insights)**

This meeting is being recorded. Hello.

[@0:08](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=8.72) - **Sandra’s iPhone**

Hi, good morning. Let me get my settings. Here we go.

[@0:13](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=13.12) - **Yael Morris (Decode Insights)**

Hi.

[@0:13](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=13.78) - **Sandra’s iPhone**

How are you? Sorry, dogs.

[@0:18](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=18.02) - **Yael Morris (Decode Insights)**

Oh, no, it's all good.

[@0:19](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=19.58) - **Sandra’s iPhone**

They can hear your voice and they don't know where you're coming from.

[@0:22](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=22.78) - **Yael Morris (Decode Insights)**

Oh, who, who can?

[@0:24](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=24.7) - **Sandra’s iPhone**

The dogs.

[@0:25](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=25.06) - **Yael Morris (Decode Insights)**

Oh, hello little dogs. Thank you so much for hopping on. So I am a third part of the meeting to the floor.

I'm not internal to the team, but we're gathering feedback from people who made purchases and people who thought to understand why at all friends.

From my understanding, you were looked at the product that had not.

[@0:55](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=55.16) - **Sandra’s iPhone**

Correct. they showed. first that I was interested in and I put in my cart and they recently, I think last Sunday, or last week, had a video on shoes that they had just produced and were getting feedback on those and I also put those in my cart and it just happens to be that I think last July or August they were having a Kickstarter for a purse and that purse was scheduled to be delivered last week.

The reason I hadn't clicked purchase yet was because I was waiting to see what the actual purse looked like.

So the one that I had ordered in July or August took that long for it to go through the Kickstarter or the crowdfunding and arrived to my house and so that was that the

In reason, I had purchased something, I hadn't received it yet, I wanted to see the quality, I wanted to see the size, the color, if I liked it, and then based on that, I just got it, I don't know, like two days ago, based on that, I was going to make my purchase or decide to make my purchase or not on the shoes and the other purse that I currently have sitting in my cart.

[@2:29](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=149.18) - **Yael Morris (Decode Insights)**

Okay, one second, I'm going to ask you some more questions, I'm just taking some notes.

[@2:33](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=153.76) - **Sandra’s iPhone**

Sure.

[@2:38](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=158.6) - **Yael Morris (Decode Insights)**

So, you actually bought a, okay, how did you, you first heard about the floor through the Kickstarter campaign?

[@2:48](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=168.08) - **Sandra’s iPhone**

That.

[@2:49](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=169.14) - **Yael Morris (Decode Insights)**

Okay, and was it a video, like how did you actually get to that?

[@2:51](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=171.84) - **Sandra’s iPhone**

Um, I think they might have posted it. social media that they were having a Kickstarter for, I guess it was a style and a color.

And through that, I probably went over to Kickstarter to check it out, to see what the terms were, to see what the price was, to see what they were actually making for the campaign.

So I'm pretty sure it started at social media, if I had to remember correctly, because this was last summer, and then went over to the Kickstarter and then checked them out from there.

[@3:43](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=223.94) - **Yael Morris (Decode Insights)**

What product interest do you most? What did you actually buy?

[@3:48](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=228.26) - **Sandra’s iPhone**

I bought a purse, it was called the Grand Bond R-H-O-N-D-E, and I was looking for a bigger first because I like to carry my art supplies around.

And what interested me is that this purse could also be worn as a backpack. So because it was bigger, that was also nice.

Carrying my art supplies around and holding things. It was nice to have backpack straps. And the fact that it's made out of cork and it's sustainable, that was very interesting to me.

That's something, some material that I'm not, I don't have, I don't have in shoes, I don't have in purses.

I was interested to see how durable it was and if it was worth the price.

[@4:50](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=290.74) - **Yael Morris (Decode Insights)**

Okay. So, and is it only for your art supplies? was that what you were thinking? um no no it would it would double as a as a purse so art supplies minimal art supplies um plus foam wallet you know normal purse stuff stuff so it needed to be a decent size but i didn't it i wanted it because it was stylish it looked very nice on their kickstarter i could have bought a backpack or something like that but that's not what i was going for i don't always carry my art supplies okay i'm looking at the specific bag that you're talking about um it's okay oh look we're on look down and wrong yeah okay i'm just looking at this oh yeah it's a really beautiful bag it's very nice um and do you work yes okay so is this is it for and would you bring this to work or this is separate

[@6:00](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=360.0) - **Sandra’s iPhone**

So I work from home, but I would, I got it and it's so beautiful. Now I'm like, I don't want to use it for every day, but that was the point.

The point was to have my art supplies wherever I was on the go and use it as an everyday purse.

And I think I will warm up to the idea, but it's a really beautiful bag. So yes, the intention is to have to use it as an everyday bag.

[@6:26](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=386.0) - **Yael Morris (Decode Insights)**

Okay. So, and the things that you were checking for was like, is it what it looks like? Like, is it, so you're looking to buy a second bag and shoot.

[@6:40](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=400.52) - **Sandra’s iPhone**

Yeah, so the second bag is a lot smaller. I think it's called Shushu, C-H-O-U-C-H-O-U, and it's a lot smaller.

And it's very cute. It's in a hot pink. And the shoes are also... made of cork and they just released them again like last week i think they had a pre-sale or something like that they're very new um i haven't pushed by yet because i haven't used the purse that i just got i haven't actually taken it out yet it's been raining and gross here so i don't want to ruin it um right off the bat i want to see you know cork crumbles and cork it's very soft and i just want to make sure that just with every day where it's not going to um become ruined aesthetically it's ruined it looks very well made i'm not concerned about the way it's made it's a beautiful purse um very substantial and i just want to see how the cork functions in in every day okay

[@8:00](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=480.0) - **Yael Morris (Decode Insights)**

Or say anywhere that it can hold up during the rain?

[@8:03](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=483.92) - **Sandra’s iPhone**

I didn't see anything. It came with three little tags. One of them was a tag that had to use the strap because it did have multiple straps for backpack, shoulder, and hand.

That was very nice. I really appreciated that. It did say to buy like a cork oil to keep it oiled, I think.

And I need to buy that. But I didn't see anything about weather or rain. So that's my hesitation right now because it's just bad weather.

[@8:46](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=526.8) - **Yael Morris (Decode Insights)**

Okay, got it. Makes complete sense to me. If it actually said to you, this holds up in the rain.

Or don't wear this. the rain? Would that have made your decision easier? Possibly.

[@9:05](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=545.84) - **Sandra’s iPhone**

Uh, you mean to purchase or to take it out? Yeah, it have been very helpful. So I, you know, I could know what to do with it in these current days.

I just got it. don't think it would have affected the purchase itself because I I live in Texas where it's not normally so yucky and rainy.

Um, but it would have been helpful to understand the conditions because this material is just it's just new. It's an innovative way to make a purse.

[@9:42](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=582.96) - **Yael Morris (Decode Insights)**

I think that's health. That would be helpful. Right. It's like you're used to leather bags or other types of like materials and you know how to interact with it and carry it.

For this, how much weight can I put in it? Like what materials can I put in it? can I what what?

[@10:00](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=600.0) - **Sandra’s iPhone**

Or is it fine in humidity? it fine in snow? mean, I'm from Canada, so it's different. Yeah, you're very much different.

That's exactly. And the cork itself, how much banging around can it take? I have office supplies, I mean office supplies, art supplies, I'll be in conditions where sometimes I'm on a little hike.

Or I'm not always in the city. Or even if I'm going to the grocery store. it take a banging here or there?

I mean, it's a beautiful purse. And they cost a little bit of money. And so I just want to make sure that, you know, I want to show the conditions I can carry it around in.

And it is beautiful. It is a really beautiful purse. And that's why I haven't taken the other, the shushu purse, out of my cart.

Because I am. I'm interested in. Purchasing, a second one, smaller one, amazing.

[@11:07](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=667.76) - **Yael Morris (Decode Insights)**

For this bag that you have right now, what would you be using alternatively?

[@11:12](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=672.64) - **Sandra’s iPhone**

I have, you know, I'm not a huge purse person, so my purses are very limited, I have a leather Calvin Klein, small over the shoulder bag, and that's what I use for every day.

It's black, it's basic, it does its job. It's too small for me to carry my art supplies, so if I do do that, that's a whole different bag, just a whatever bag I can find.

So if I didn't have this current bag, I would be using two separate bags, my current purse, and then just another art supply bag.

just by hand, practical, beautiful, well-made, roomy, I've got plenty of room, plenty of pockets. It's different too. I don't know anybody else that has a bag like this.

So it checks a lot of things and so now I just need to check the boxes on. Can it be used for every day?

[@13:24](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=804.92) - **Yael Morris (Decode Insights)**

Yeah. Anything about like how it's organized inside?

[@13:31](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=811.8) - **Sandra’s iPhone**

It's very beautiful. It's got a lot of room and I don't have it in front of me.

[@13:40](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=820.66) - **Yael Morris (Decode Insights)**

in a different room. In a different room?

[@13:43](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=823.8) - **Sandra’s iPhone**

Yeah, one second. Okay, so if you can see it, so here are the back pack straps and then it's got just the other straps but it has the shoulder strap inside.

I think it's okay you can describe to me what you see instead because that will be very helpful. Okay I think it's just my camera is being weird inside it's got a long beautiful cork strap with a substantial key or a hook for some

to connect or is it connect connect keys it also has a very long oh yes very large pocket on the side and that's where I put the straps for the shoulder bag so inside it would be big enough that main so hard for me to show it um the zipper pocket is big enough for a wallet it's big enough for my iPhone big enough to put makeup in it's it's big and on the other side is another little cork pocket that is made for sunglasses I can tell it's made for sunglasses and next to that is another pocket that has a little bit of elastic for easy access so it's not closed up like the zipper it's just a little pocket

for elastic, which I assume you could put money or keys or something that you just wanted to drop in there, but it's huge.

It's huge and could easily carry the art supplies that I would normally carry.

[@16:15](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=975.22) - **Yael Morris (Decode Insights)**

Okay, amazing. So is it like, is it the size of what stands out to you? Like in terms of how it is organized inside?

Is it the size of the pockets? Is it the number of the pockets? Is it like the purpose for the pockets?

[@16:29](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=989.34) - **Sandra’s iPhone**

Like, you know, when I purchase the the purse, normally when I buy a purse for every day, I'm looking at pockets and how many places I can put things like sometimes purses are divided by a piece of leather.

So you're your main person and then maybe like a big side pocket. For this purse, I wasn't looking at pockets at all because the main point

Was from I'm definitely not going to carry brushes or anything loose. The main point was would it carry? My little my little leather roll of brushes and paint So I'm pleasantly surprised at the pockets that it did come with because it the pockets Don't interfere with the amount of room that I have to put my stuff in Okay, and usually they do.

That's what you're kind of suggesting. Yeah. Yeah, normally a purse Only has so much room. I have to say that this is probably the biggest purse I've ever purchased So maybe first is this size normally come with a lot of room, but The purses I tend to buy are smaller and definitely would not be this roomy Okay Why are you pleasantly surprised by the amount of

room in the pockets because they're the pockets are substantial they're big they're very utilitarian you can do a lot with the pockets and even if I threw in I can tell and if I threw in my sunglasses my iPhone in the zipper pocket make up in the elastic pocket it would not be up the room of the purse itself I'm just taking some notes here okay so in the floor would advertise this purse motor some of the things some of the things you know if they were to re advertise it to you or if you were to advertise it to somebody what are some of the things you would feature and highlight

Aesthetically, I think it's beautifully made. The Kickstarter had three color choices, blue, another color I don't remember, and then the color that I purchased was a very dark green.

That was unusual for me. I don't normally choose black or something pretty neutral. It's a neutral green, but I've never gone with green.

So, I would highlight the color. Definitely the cork. The cork is the selling point. The cork is what makes it different from any other purse out there.

Even though it's cork, it will take some care. It's almost acting like weather. It's not heavy, the gaping on the purse itself is acting like leather.

not stiff. You think of a cork in a line bottle and how that's just kind of stiff and it crumbles, that is not this purse.

It's acting like leather as far as the way it's manipulated into the handles and into the portion that opens and closes.

Hardware is beautiful. The color inside is a bright orange and I think that aesthetically that is also something that makes it stand out from being the norm.

For this particular purse, very utilitarian for somebody that's on the go that does travel to work. You could carry your water bottle.

You could carry an extra shirt. You could probably even roll in some smaller gym clothes if you wanted to.

[@21:00](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1260.0) - **Yael Morris (Decode Insights)**

it can really hold a lot and um having the multiple pockets and different types of pockets will also be very useful for every day so um oh and the straps i was just so pleased with the amount of straps and the way you can manipulate the straps take them off if you want to use all three of them at the same time if you want to um i really like that okay amazing yeah um any other like hesitations and concerns um you mentioned like the weather and how durable it is like these are some of the things you have not yet highlighted because you haven't used the product like the durability and like the wear and tear and the specific quality of the product um any in addition to in addition to those do you have any other like hesitations or concerns um look at the bottom of it

[@22:00](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1320.0) - **Sandra’s iPhone**

So the bottom of the purse has some studs that will protect it when it's sitting on an counter or whatever it might be sitting on.

They're a little small or almost level with the purse itself. So I think that's not a deal breaker at all, but maybe something for them to consider is like the little studs on the bottom of the purse to lift it up just a little bit more because we know that tables and things can be dirty.

I don't know how well this cleans. So I'm happy I got the dark green just in case, but if they sell like the shushu purse is a bright pink if there's a concern that it might

I don't know, I don't know how well it's or how easily it's going to clean and cork absorbs liquid naturally, right?

So if you add a restaurant and you still water on it, well I have a water stain on it now.

So those types of things that I still need to test out.

[@23:23](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1403.08) - **Yael Morris (Decode Insights)**

Okay. Okay, so some things I'm hearing is like, okay, the, you know, studs on the bottom. Does it get stained?

[@23:36](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1416.12) - **Sandra’s iPhone**

Does it get stained? How easily is it to clean the purse? And while they did mention that you should buy the cork conditioner, it didn't mention how often you need to do that.

And maybe that is on the website somewhere, but the labeling that came with the purse did not mention. I didn't mention any do's and don'ts.

Let's put it that way. It didn't mention any do's and don'ts. And I think they probably should, again, just because this is a new material.

And you do, it's an investment. mean, they're a little pricey. I got it cheaper because it was Kickstarter, but I think it's much more pricey now on the website.

So, you know, it's not a throw away bag. People are going to want to know how to take care of it.

[@24:31](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1471.86) - **Yael Morris (Decode Insights)**

Yeah, 100%. Okay. This is super valuable and helpful. Good. If I know like this is a new kind of size bag for you, but is there anything in terms of like the products you were seeing that, okay, if the floor can make this kind of product, it would be really valuable or amazing or it'd be interesting for you.

[@24:55](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1495.96) - **Sandra’s iPhone**

You know, when they showcase the shoes, I was really surprised. for you um that they thought that they thought outside the box that actually joined they had a little video release and I joined in the video for a few minutes and um through the the the dot it's a father-daughter company and the daughter was explaining how she wanted a nice shoe that was beautiful but practical something you could actually wear that had a heel on it and um they are they're super cute they're like summer summer shoes and those are the ones that I have in my cart that I'm currently looking at um she said they're padded I mean she she this company really things through the practicality of things and again and I didn't stay for the whole video but again how do you clean that?

How can I go to any, I don't live in France, so can I go to any shoe cobbler if I needed to punch another hole in the strap if I needed to, you know, if something broke, I mean hopefully not because that would take a while, but with their innovation, which is awesome, I think they need to think about the user, and we're giving them a new product, a new material, not a new product itself, but a new material to work with, how does the user maintain it, okay.

And that kind of goes for the shoes too, like their core, if the heels made a cork, are they going to scuff, they going to dent like a cork, like cork guys, so how, right, how do you use it, what can you expect.

[@27:00](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1620.0) - **Yael Morris (Decode Insights)**

It's like it's almost the way I'm understanding you. This is so valuable and insightful by the way Make me realize like it's a new territory.

[@27:08](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1628.64) - **Sandra’s iPhone**

It's like almost a little bit of a risk to try this new product because You don't really know how it's going to respond to different kind of conditions 100% and that's why I jumped on the Kickstarter because it was Less expensive to try out the product and I'm it's still a little bit of money But it was less expensive and I'm like, okay I can spend that much money to see if I like it to see if like the size to see if I like the color to see if I like Anything about it and it turns out really love it.

So I'm interested in and I Love the company itself that it's father-daughter.

[@27:51](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1671.46) - **Yael Morris (Decode Insights)**

I think that's awesome, too Okay, All right, thank you so much, was It's so helpful and you're so articulate, so it's very, very effective.

If there's any other feedback that you have as you, know, the product or I don't know, I think the questions that you have are definitely questions a lot of other people have.

So like these hesitancy is and these concerns are I think very, I mean they're obviously valid. So yeah, if we could bring you some clarity around this, that would be great.

[@28:31](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1711.16) - **Sandra’s iPhone**

Yeah, I'm excited to use it. I'm just waiting for the rain to go away and then I'm going to put supplies in there and go.

[@28:37](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1717.94) - **Yael Morris (Decode Insights)**

Thank you. Enjoy.

[@28:40](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1720.3) - **Sandra’s iPhone**

Thank you so much.

[@28:41](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1721.66) - **Yael Morris (Decode Insights)**

Okay, here's Andrea.

[@28:42](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1722.8) - **Sandra’s iPhone**

Have a good day.

[@28:43](https://fathom.video/share/4sJU523xNM1qidswe5h4-UQCq-3n1HzY?timestamp=1723.68) - **Yael Morris (Decode Insights)**

Bye bye.