
Project Design and Management for Data Science

P&B



UNIVERSITÀ
DI PISA

Team Members



Vincenzo



Giuseppe



Zoé



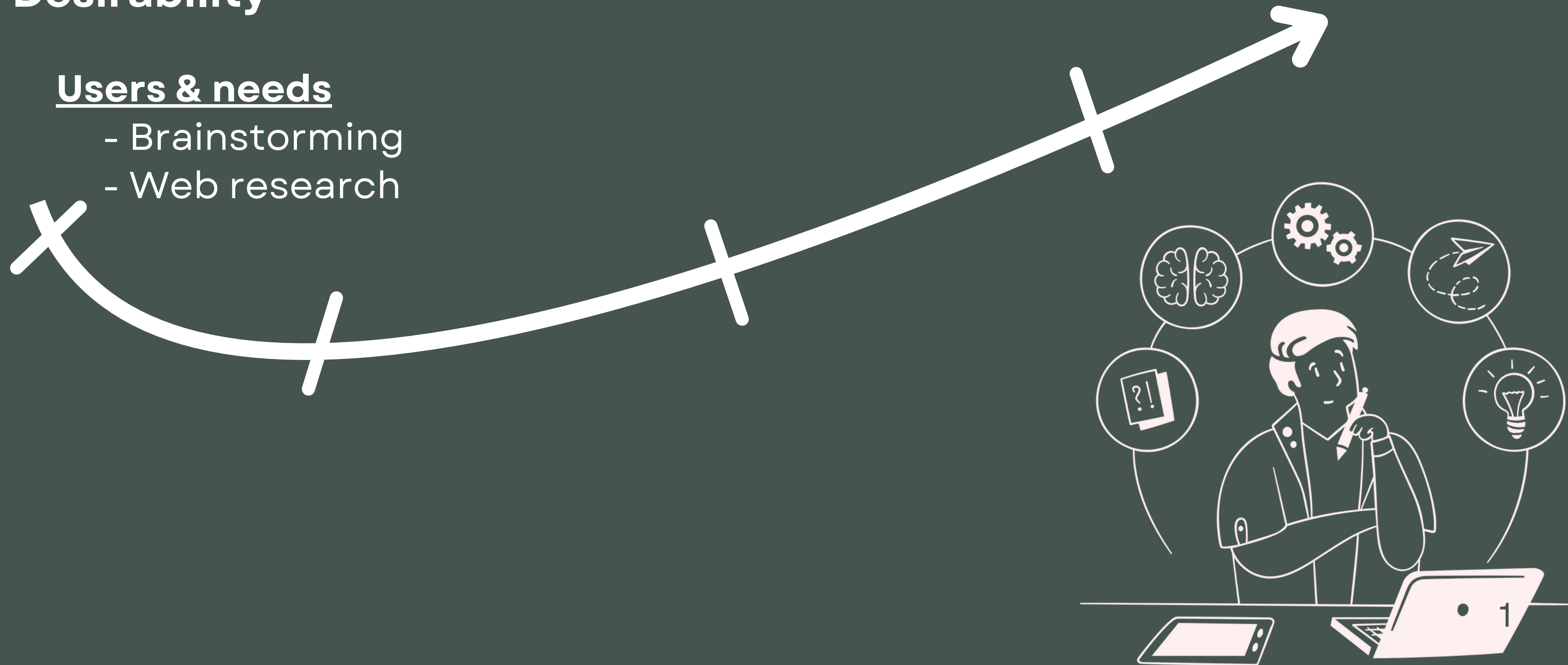
Marco

TIMELINE

Desirability

Users & needs

- Brainstorming
- Web research



TIMELINE

Desirability

Users & needs

- Brainstorming
- Web research

Need hypothesis

- Benchmarking



USERS & NEEDS



1

Disabled people

Make museum more accessible

2

Young gamers

Create and personalize games to express creativity and enhance engagement

3

Visitors of Pisa

Access a personalized, accurate guide to enhance the travel experience and reduce language barriers

TIMELINE

Desirability

Users & needs

- Brainstorming
- Web research

Need hypothesis

- Benchmarking

Need statement

- Interviews
- Focus group
- Wheel of emotions



WHEEL OF EMOTIONS

R. Plutchik



TIMELINE

Desirability

Users & needs

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Need statement

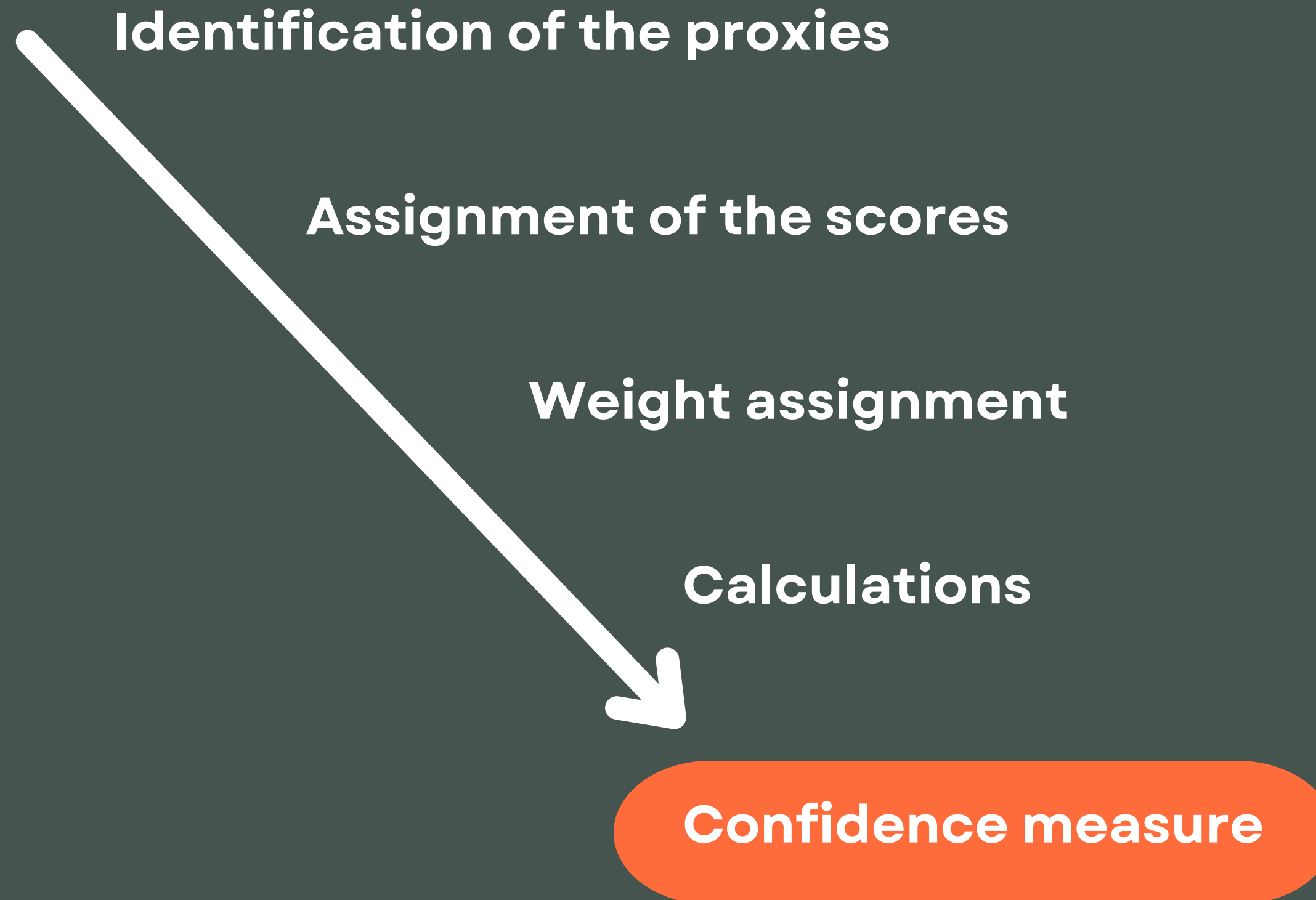
- Interview
- Focus group
- Wheel of emotions

Assessment

- PANAS
- Maslow
- Proxy variable analysis



PROXY



FINAL ASSESSMENT

N° OF USERS



IMPORTANCE



CONFIDENCE



RESULTS

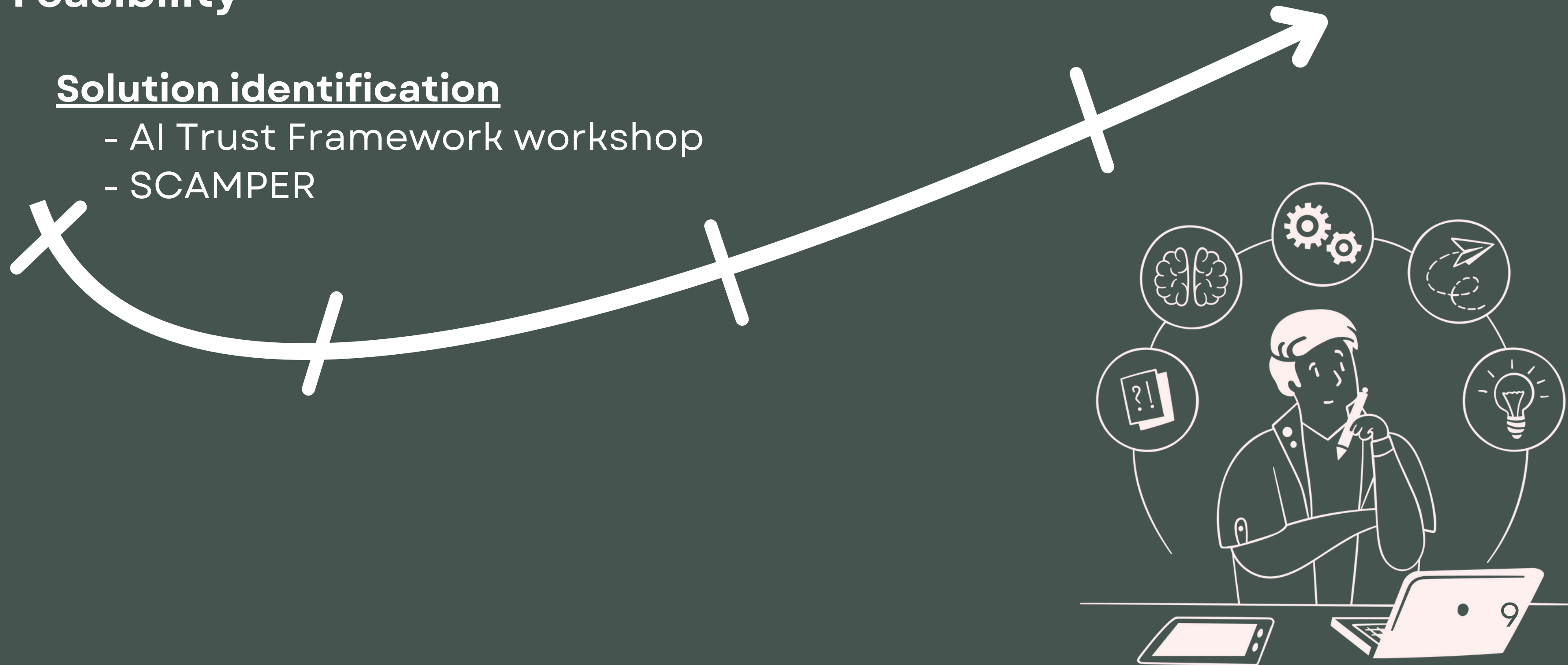
User	N° of Users	Importance	Confidence	Total
DJ	0.25	0.5	0.415	0.052
Italian Producer	0.0025	0.575	0.45	0.0006
Visitors of Pisa	0.6	0.325	0.88	0.17
Visual Disabled People	1	0.9	0.89	0.8
Young Gamers	0.75	0.725	0.48	0.26

TIMELINE

Feasibility

Solution identification

- AI Trust Framework workshop
- SCAMPER



5 SENSES



SOLUTIONS



To improve accessibility for visually impaired individuals in museums by introducing art options that enhance the sensory experience while preserving the artworks

AR GLOVES

**SENSORY
NECKLACE**

**AUDIOGUIDE
WITH
VIBRATIONS**

TIMELINE

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Pretotyping

- Fake door
- Mechanical turk
- Pinocchio



TIMELINE

Feasibility

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Pretotyping

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Evaluation

- Weighted Scoring Model



RESULTS

Solution	Cost	Time	Technical feasibility	User interest	Total
AR Gloves	1,2	1,25	1,25	1,8	5,5
Sensory necklace	1,6	1,75	1,75	2,4	7,4

TIMELINE

Feasibility

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Pretotyping

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Evaluation

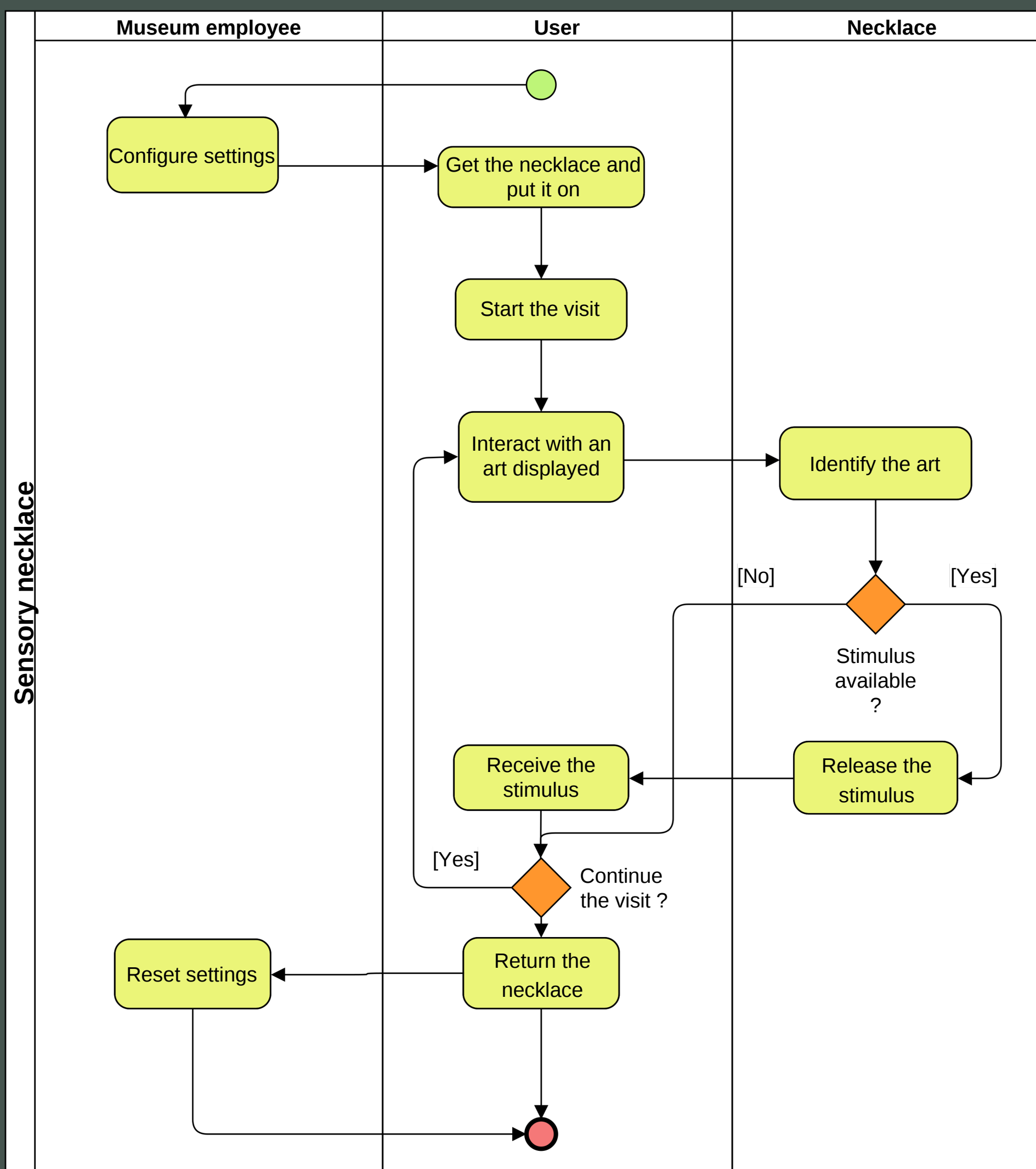
- Weighted Scoring Model

Communication

- 5W2H
- BPMN

The end :)







Thank You



for listening :)

Question time now !