

The advertisement features a dark blue background with dynamic, light blue and white geometric shapes. On the left, a woman with curly hair is shown holding a white coffee cup and a smartphone. On the right, a man is smiling while leaning against a counter. In the top right corner, there is a close-up of a white coffee cup filled with espresso, surrounded by coffee beans. In the bottom left corner, a pair of hands is shown holding several red coffee cherries. The Lavazza logo is prominently displayed in the center, with the text 'TORINO, ITALIA, 1895' underneath it.

LAVAZZA

TORINO, ITALIA, 1895

Lavazza Project



Table of Contents



Checkpoint 1

- Value Proposition
- Project Goal
- Sustainable Development Goal
- Stakeholder Map
- User Persona
- User Journey
- Project Design
- Project Management



Project Value Proposition



For **marketers** seeking deeper **insights** on product launches, our **analytics software** transforms raw online comments and reviews into **actionable metrics**.



Project Goal



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Developing an **application software** in order to understand the **real impact of a product launch**, in terms of **consumers sentiment** crossing social media **comments** and third-party **reviews**.



Sustainable Development Goal



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Responsible consumption
and production



Stakeholder Map



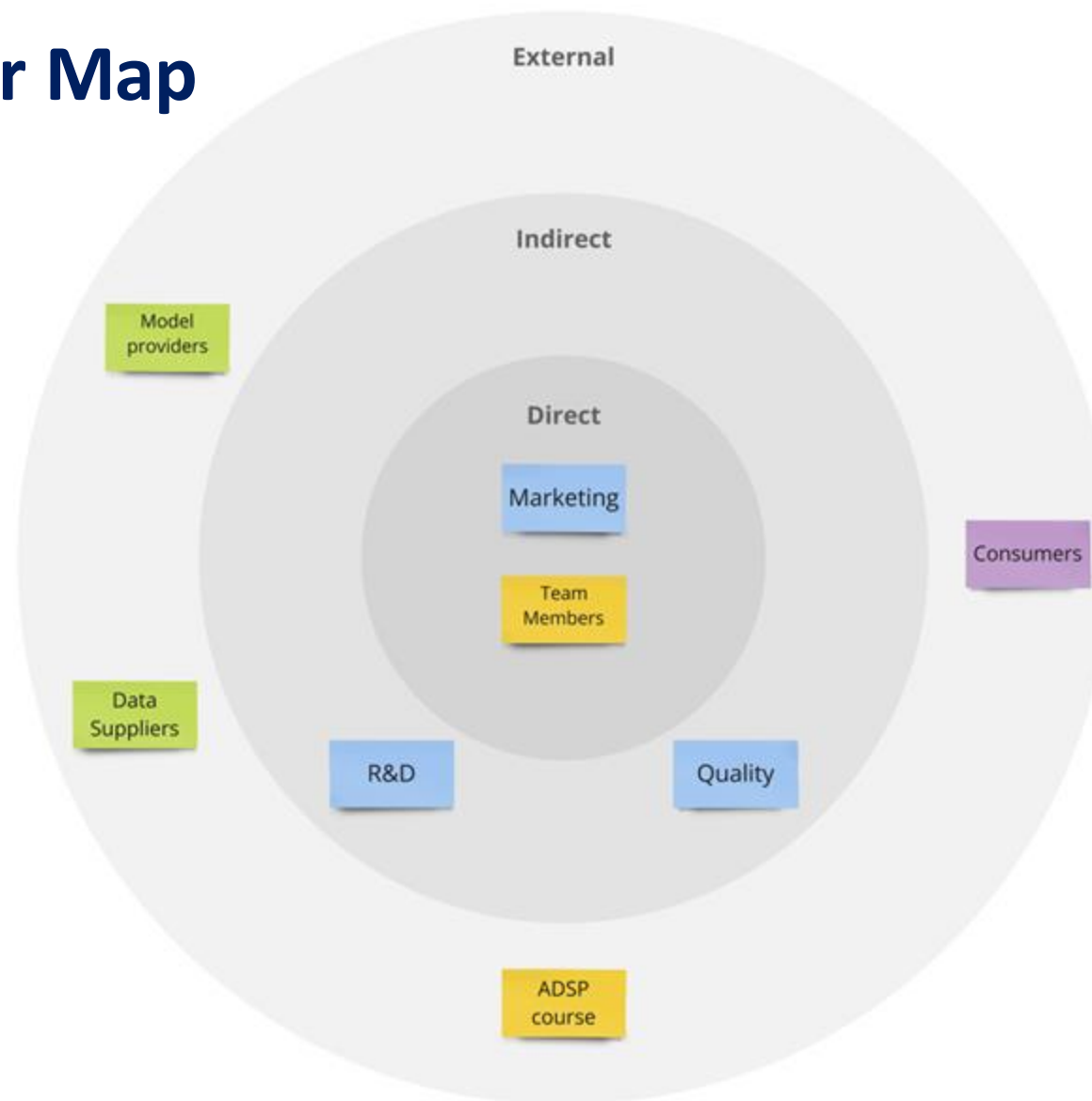
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Model providers include:

- Hugging Face
- Pytorch

Data suppliers include:

- Wonderflow
- Digimind
- Social Media

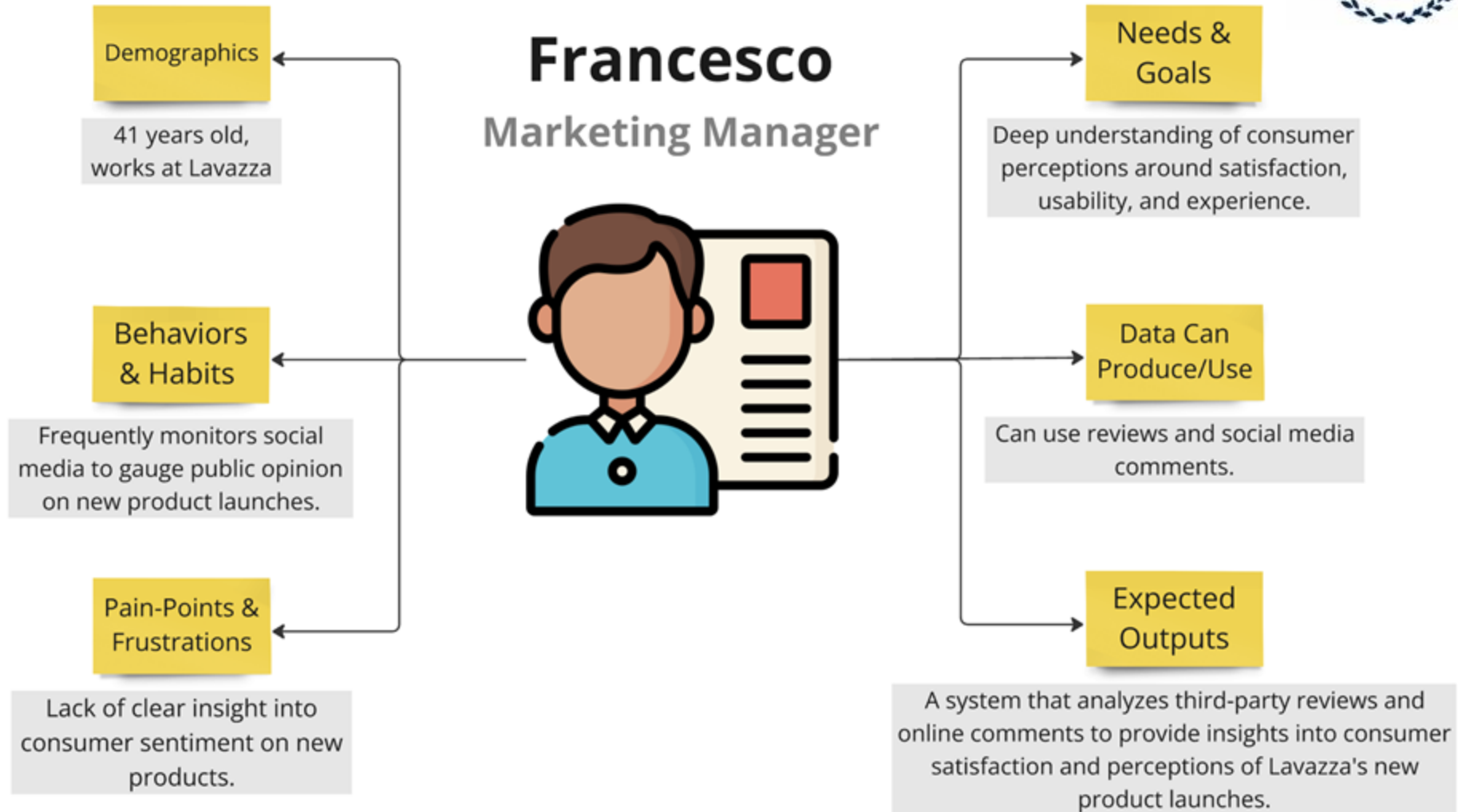




User Persona



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User Journey



Francesco gathers **feedbacks** on **new products** from **social media** and **reviews**, but the process is **long** and **inaccurate**

Awareness

Francesco decides to **develop** a **customized AI system** with Politecnico di Torino **students**, considering their potential **inexperience**.

Decision

Francesco exploits **useful insights** to drive **marketing decisions** and **boost** customer **loyalty**.

Loyalty and Advocacy

Consideration

Francesco **searches online** for **tools** capable to **analyze comments** and **reviews**, but **finding the right ones** is **not easy**.

Delivery and Use

Francesco **uses** the **AI system** to **analyze feedback** and **understand customer sentiments** about Lavazza products, though it requires **initial effort**.



Design - User Requirements



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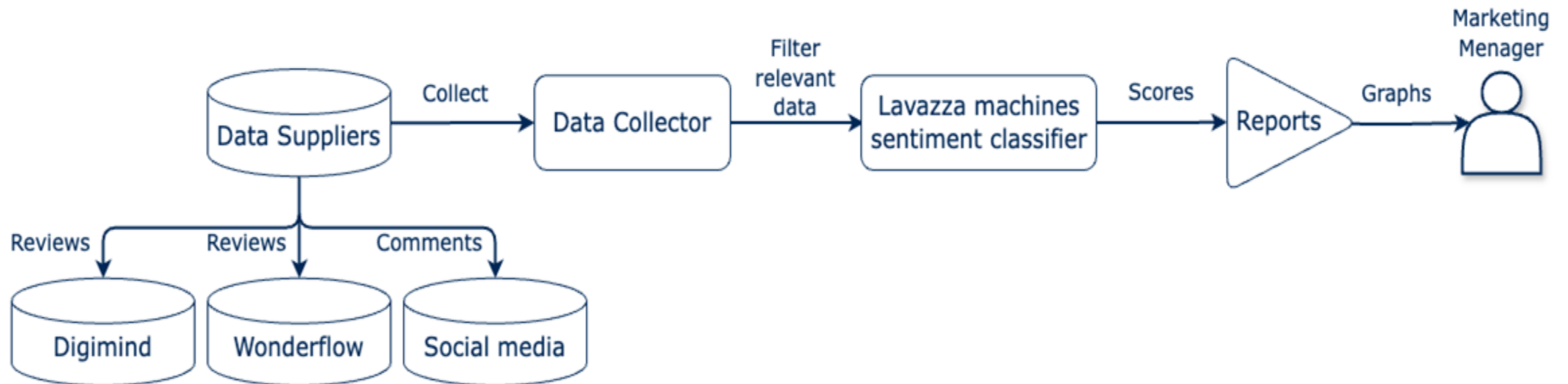
ID	Description	Priority
FR1	Ability to collect and integrate data from different sources	Must have
FR2	Ability to infer sentiment	Must have
FR3	Ability to evaluate aspects of the products	Must have
FR4	Ability to provide reports	Must have
FR5	Ability to segment the audience	Should have
NFR1	Performance	Must have
NFR2	Reliability	Must have
NFR3	Usability	Must have



Design - System diagrams



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Manage - Work breakdown structure



Work process	Start date	End date
WP1: Project Management	28/10/2024	13/11/2024
WP2: Data Preparation	14/11/2024	05/12/2024
WP3: Model Development	05/12/2024	09/01/2024
WP4: Communication	04/11/2024	09/01/2024



Manage - Work breakdown structure



WP1: Project Management

- T1.1: Project definition
- T1.2: Design Plan
- T1.3: Management Plan

WP2: Data Preparation

- T2.1: Data Collection
- T2.2: Data Cleaning

WP3: Model Development

- T3.1: Model Selection & Training
- T3.2: Model Evaluation

WP4: Communication

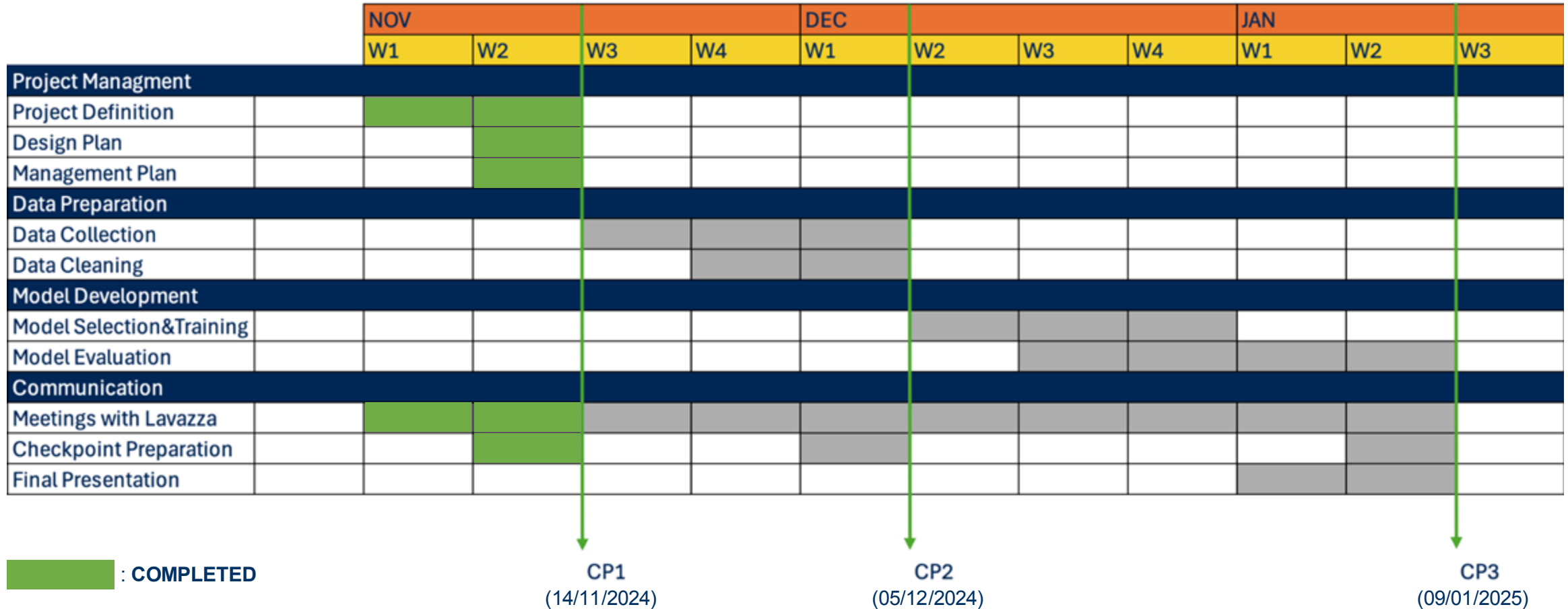
- T4.1: Meetings with Lavazza
- T4.2: Checkpoint Preparation
- T4.3: Final Presentation



Manage - Gantt



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The background of the slide is a dark blue gradient with several diagonal, semi-transparent panels. These panels contain images: a woman with curly hair drinking from a white cup and holding a smartphone; a close-up of a white cup filled with coffee and coffee beans scattered around it; and a smiling man in a grey t-shirt. The overall design is modern and professional.

LAVAZZA

TORINO, ITALIA, 1895

Thank you

Alessio Gioè - Catalano Vincenzo - Tommaso Mazzarini