GREEN FOCUS ITALIA

For the ·Fondo Ambiente Italiano·

PROJECT DESIGN AND MANAGEMENT 2023/24

TEAM:

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DESIRABILITY

METHODS

TO DISCOVER USERS AND NEEDS

METHODS

TO EVALUATE USERS AND NEEDS

USERS AND NEEDS FOUND

FINAL RESULTS

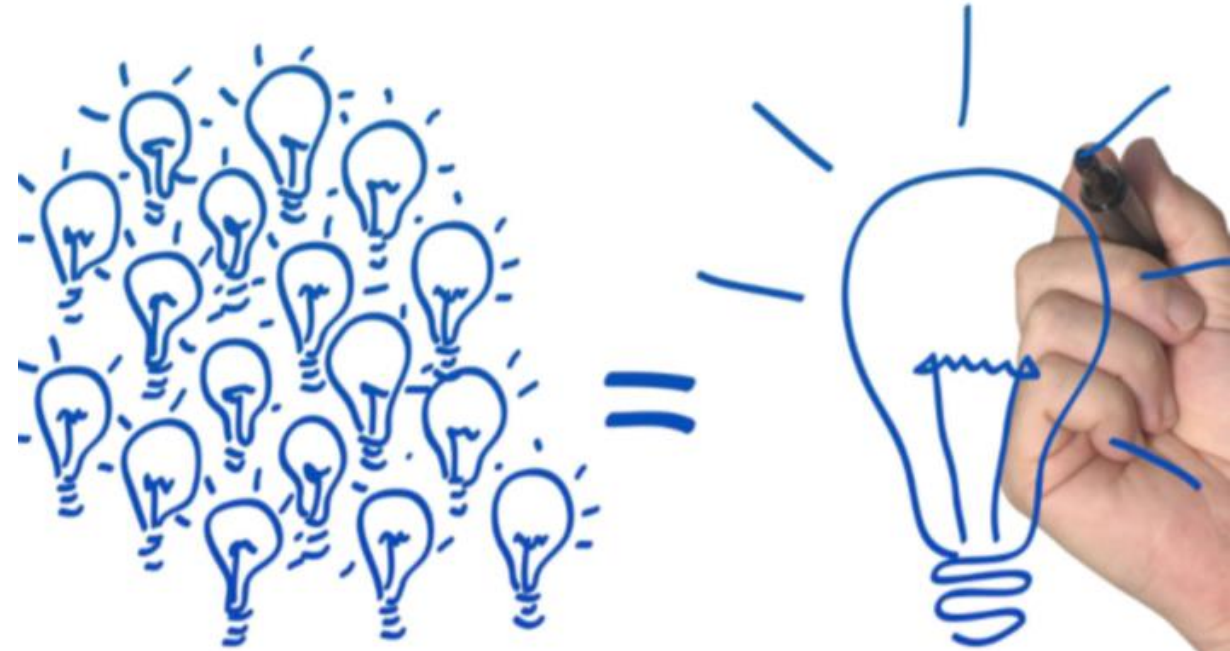CONCLUSION OF DESIRABILITY PART:

ONE USER & ONE NEED FOUND.

METHODS TO DISCOVER USERS

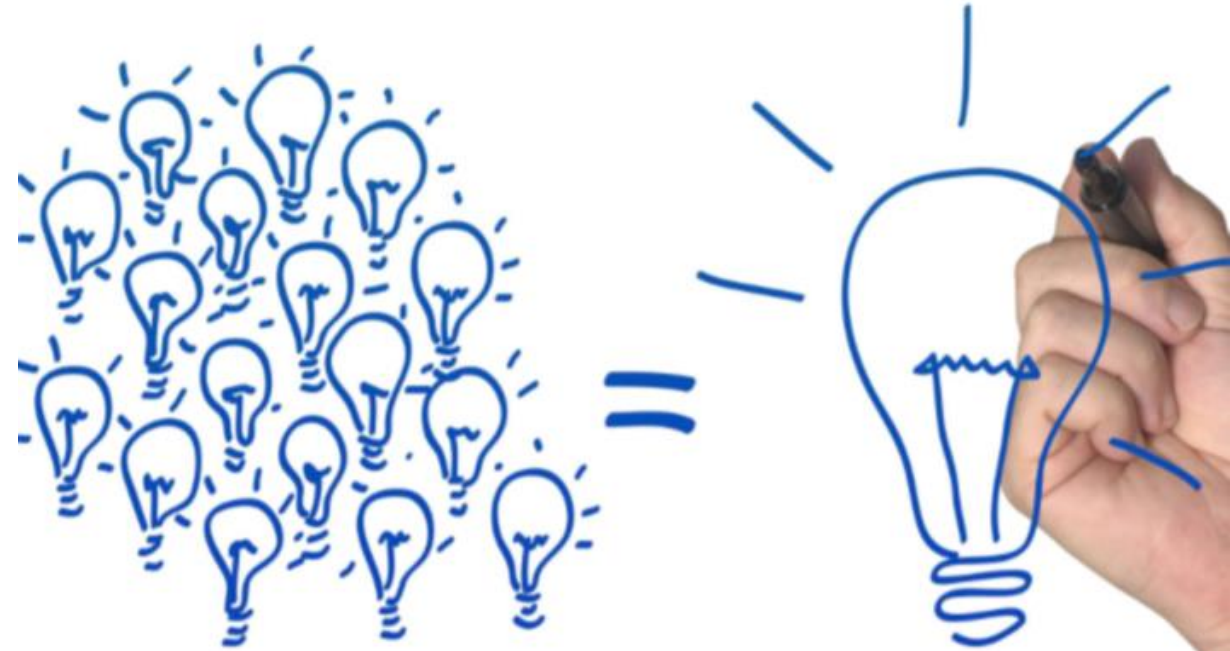- BRAINSTORMING

- ROLE-STORMING

- FIVE WHYS*

- SWOT ANALYSIS*

*usage of CHATGPT 3.5

METHODS TO DISCOVER NEEDS

- BRAINSTORMING

- ROLE-STORMING

- **REVIEWS:** through Trip Advisor and Facebook

RESULTS – USERS & NEEDS

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Users	Needs
Elderly Tourists	need for greater accessibility and independence
Foreign Tourists	get medical and economic insurance
Orchestra	find suitable spaces with better acoustics
Travel Agency	offer sustainable travel
Fashion Entrepreneur	advertise the brand

METHODS FOR EVALUATION USERS & NEEDS

METHODS OF GIVING SCORES

- **ASVIS TABLE:** metrics provided by the Italians Alliance for Sustainable Development during the analysis of the budget law

- **SDGs:** Goals of the 2030 Agenda used to find a match between proposed needs and European objectives

- **SURVEYS:** 110 participants with an average age of 25. 8 questions, two of which were open questions, and the remaining were crossed.

- **FOCUS GROUP:** 6 external participants. Session lasts approximately one and a half hours. 15 minutes per topic.

- **MASLOWS PYRAMID:** divided into 5 levels: Physiological, Safety, Love and belonging, Esteem and Self-actualization

- **SWOT ANALYSIS**

METHODS TO CALCULATE FINAL VALUES

N. Of Users X Importance X Confidence

- **CALCULATION NUMBER OF USERS:**

For each user data was gathered by ISTAT, Government report and other general papers.

- **CALCULATION OF IMPORTANCE:**

For each method we gave an evaluation from 1 to 5 and then we sum up all the evaluations for each need.

- **CALCULATION OF CONFIDENCE:**

We gave priority to the measure methods that are verified at the national level. The confidence level is an interval from 0 to 1.

EVALUATION USERS & NEEDS - IMPORTANCE TABLE

Users	Swot Analysis	Maslow Pyramid	Focus group	Surveys	Total
Elderly Tourists	2	4	3	5	14
Foreign Tourists	4	4	2	4	14
Orchestra	4	1	1	1	7
Travel Agency	5	3	5	2	15
Fashion Entrepreneur	4	2	3	3	12

EVALUATION USERS & NEEDS - CONFIDENCE TABLE

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Users	Asvis Tables	UE Goals	Team Evaluation	Total
Elderly Tourists	0.4	0.2	0.1	0.7
Foreign Tourists	0.4	0.5	0.1	1
Orchestra	0.0 (no data)	0.4	0.05	0.45
Travel Agency	0.4	0.1	0.1	0.6
Fashion Entrepreneur	0.0 (no data)	0.3	0.075	0.375

Scoring strategy:
Asvis Table: 40%
UE Goals: 50%
Team Evaluation: 10%
Total: 100%

FINAL RESULTS - DESIRABILITY

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Users	Number of Users	Importance	Confidence	Total
Elderly Tourists	30.000.000	14	0.7	294.000.000
Foreign Tourists	16.000.000	14	1	224.000.000
Orchestra	4500	7	0.45	14.175
Travel Agency	13.651	15	0.6	122.859
Fashion Entrepreneur	82.000	12	0.375	369.000

WINNING USER & NEED: Elderly Tourists with the need of greater accessibility and independence.

FEASIBILITY

METHODS

TO DISCOVER SOLUTIONS

EVALUATION

EVALUATION TO REACH ONE
FINAL SOLUTION

METHODS

TO EVALUATE SOLUTIONS
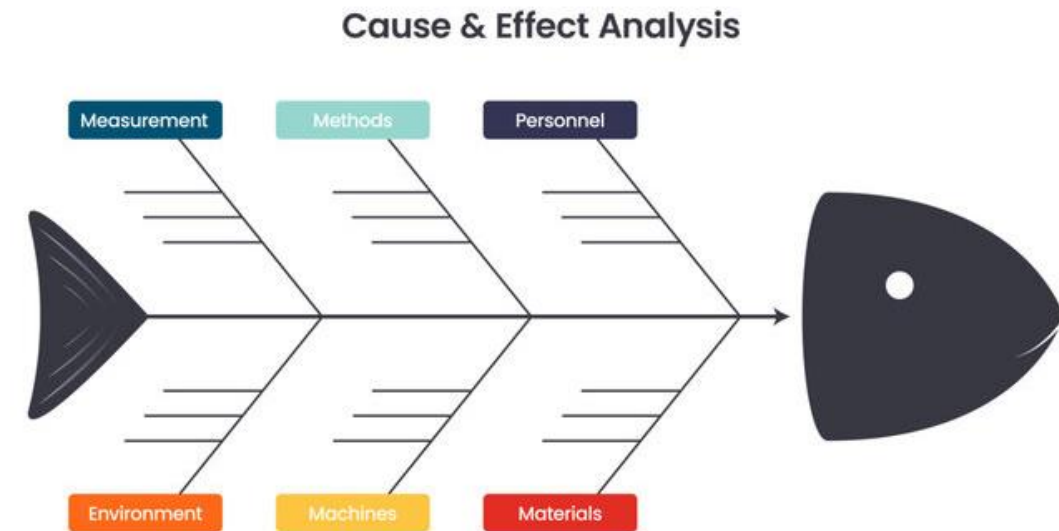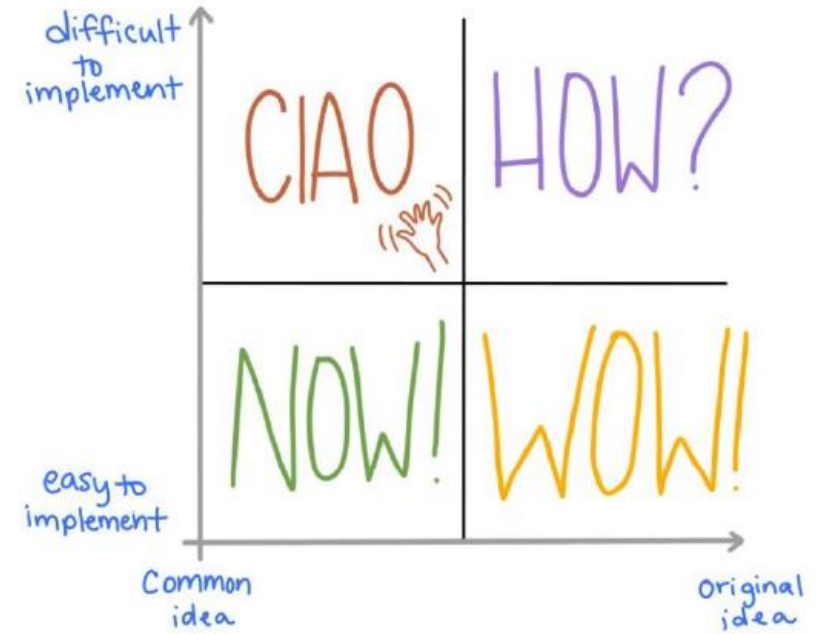
FINAL RESULTS

CONCLUSION OF
FEASIBILITY PART.

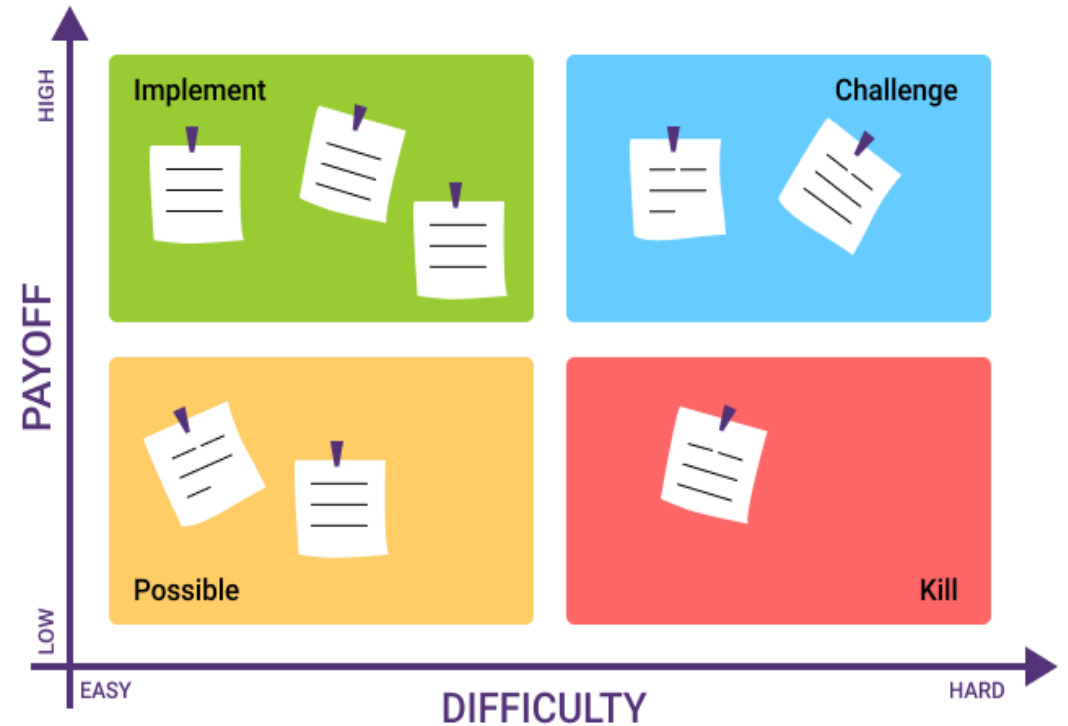ONE SOLUTION FOUND FOR
THE USER AND HIS NEED.

METHODS TO DISCOVER SOLUTIONS

- BRAINSTORMING

- USABILITY TEST (FOR FAI WEBSITE with EGLU Protocol)

- HOW NOW WOW CIAO MATRIX

- CONSEQUENCE SCANNING

- FISHBONE DIAGRAM

Cause & Effect Analysis

METHODS TO EVALUATE SOLUTIONS

- PICK Analysis

- PICTURE: is an experimental method used for a better view of which of the solutions is more problematic and which one is more favorable.

- PESTEL Analysis

SOLUTIONS & THEIR EVALUATION

- **Telegram BOT**
- **QR code**
- **Recommender system for the website**
- **LIVE-streams**
- **Notification system**
- **Podcast**
- **WhatsApp Broadcast**

PICK ANALYSIS RESULTS

	HIGH Impact	LOW Impact
EASY to do	**IMPLEMENT** 1. WhatsApp Broadcast	**POSSIBLE** 1. Telegram BOT 2. QR code 3. Recommender system on the website
HARD to do	**CHALLENGE** 1. Podcast	**KILL** 1. LIVE-streams 2. Notification system

PICTURE ANALYSIS RESULTS

Dimension	Reccomender	BOT telegram	Codice QR	Broadcast	LIVE-stream	Podcast	Notification system
Privacy	medium	medium	low	low	low	low	medium
Implementability	medium	low	medium	low	medium	medium	medium
Costs	medium	low	low	low	medium	low	medium
Technologies	medium	low	low	low	low	low	Medium
Users	medium	high	medium	medium	high	medium	low
Reusability	low	low	low	low	medium	medium	low
Ecology	medium	low	low	low	low	low	medium

WHATSAPP BROADCAST SOLUTION

After the evaluation phase we arrived at the conclusion that the best solution to our information accessibility problem, is the WhatsApp Broadcast.

Furthermore, in this idea we are thinking of adding a WhatsApp Community as a more specific extension.

THANK YOU FOR YOUR ATTENTION!