

Zàini
MILANO

cioccohunter

NotJustaTeam



Zaini
MILANO

A PLACE WHERE TIME IS SUSPENDED



“The first **chocolate factory** founded by **Luigi Zaini** in **1913**, today that unique atmosphere lives again.”

MORE THAN A CHOCOLATE A SHOP

3 DIFFERENT EXPERIENCES IN 1 PLACE



COFFEE BAR



DELIGHTS



GIFTS

CLIENTS



CUSTOMER DIFFERENTIATION

COFFEE BUYERS



Daily Clients
Short/medium Stay
Quick Staff Interactions
Low Attraction to Chocolate

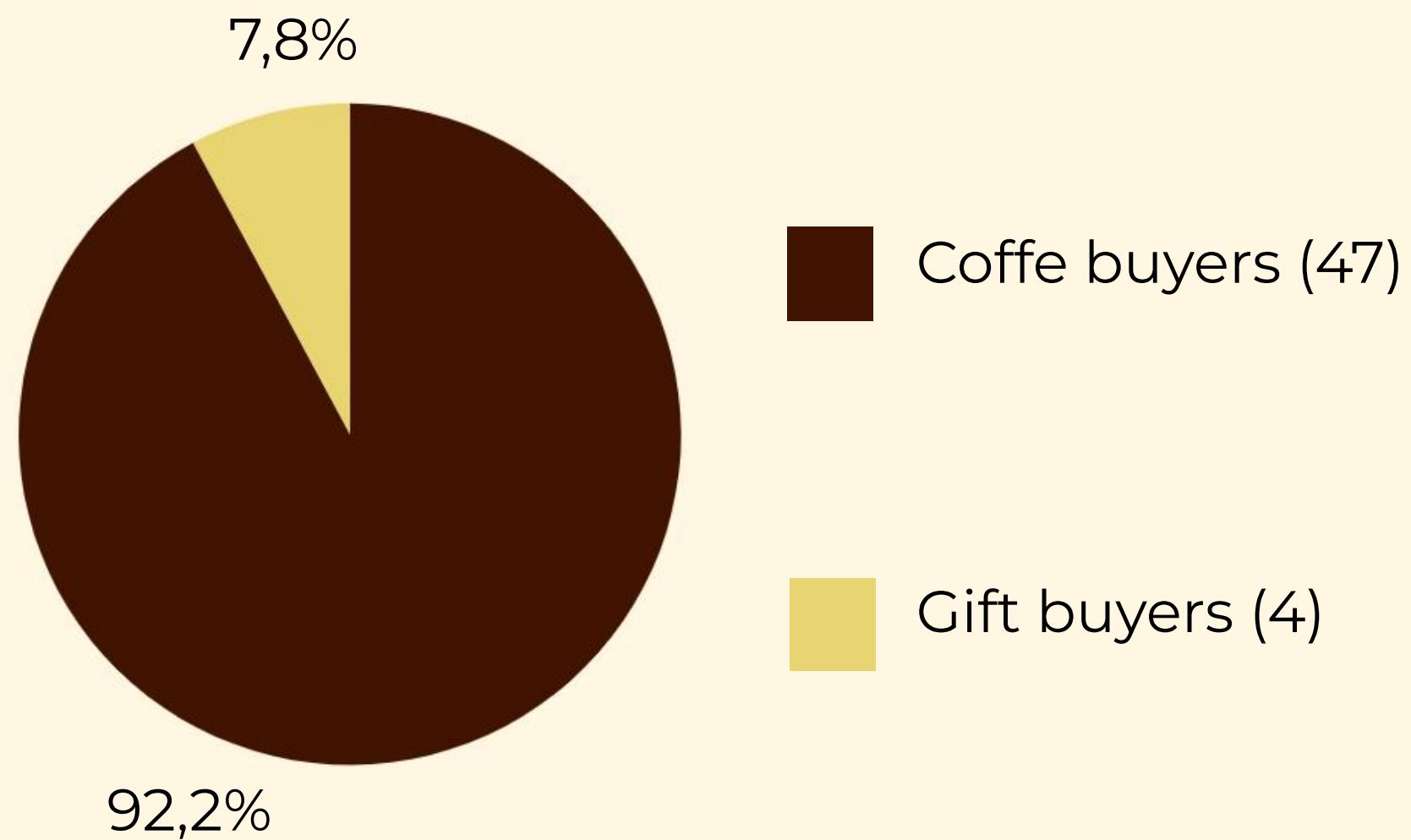
GIFT PURCHASERS



Occasional Customers (Holidays)
High Spending Variability
Extended Staff Interaction
Low Need of Engagement

LOOKING CLOSER

COFFEE BUYERS



They know the brand
but there is low
chocolate consumption

They are the
majority of Zaini
customers

REFRAMING THE PROBLEM

A dark, moody background featuring a stack of books. The spines of the books are visible, and the word "REFRAME" is embossed in a stylized font on the spines. The lighting is dramatic, with strong highlights and shadows, creating a sense of depth and mystery.

THE PROTAGONIST



GIOVANNI, 32 y.o.

Home Town

Milan, Italy

Job

Project Manager

Retro Enthusiasm

Quality Observer

Digital Skills

Regular
Zaini
Client

Works
Next to
the Store

Coffee
Break

Loves
Chocolate
Variants

WHAT'S WRONG

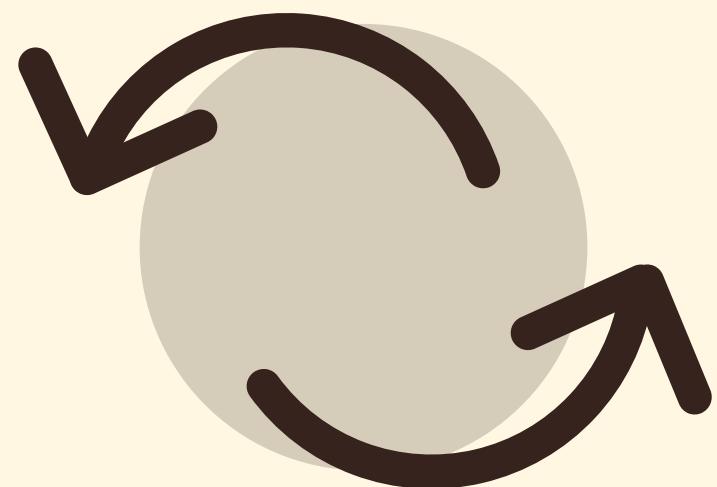


Giovanni is not buying chocolate because he doesn't have any experience that fosters **a personal connection with the chocolate** products.



HOW MIGHT WE

How might we involve Giovanni in creating an **appealing in-store experience** that **integrates chocolate with coffee**, leading to the purchase of it?



A stack of dark leather briefcases, with one prominently displaying the 'TUMI MILANO' logo. The word 'SOLUTION' is overlaid in large white capital letters.

SOLUTION

INSPIRATIONAL NUGGETS

1

SURPRISE CAPSULE DISPENSER

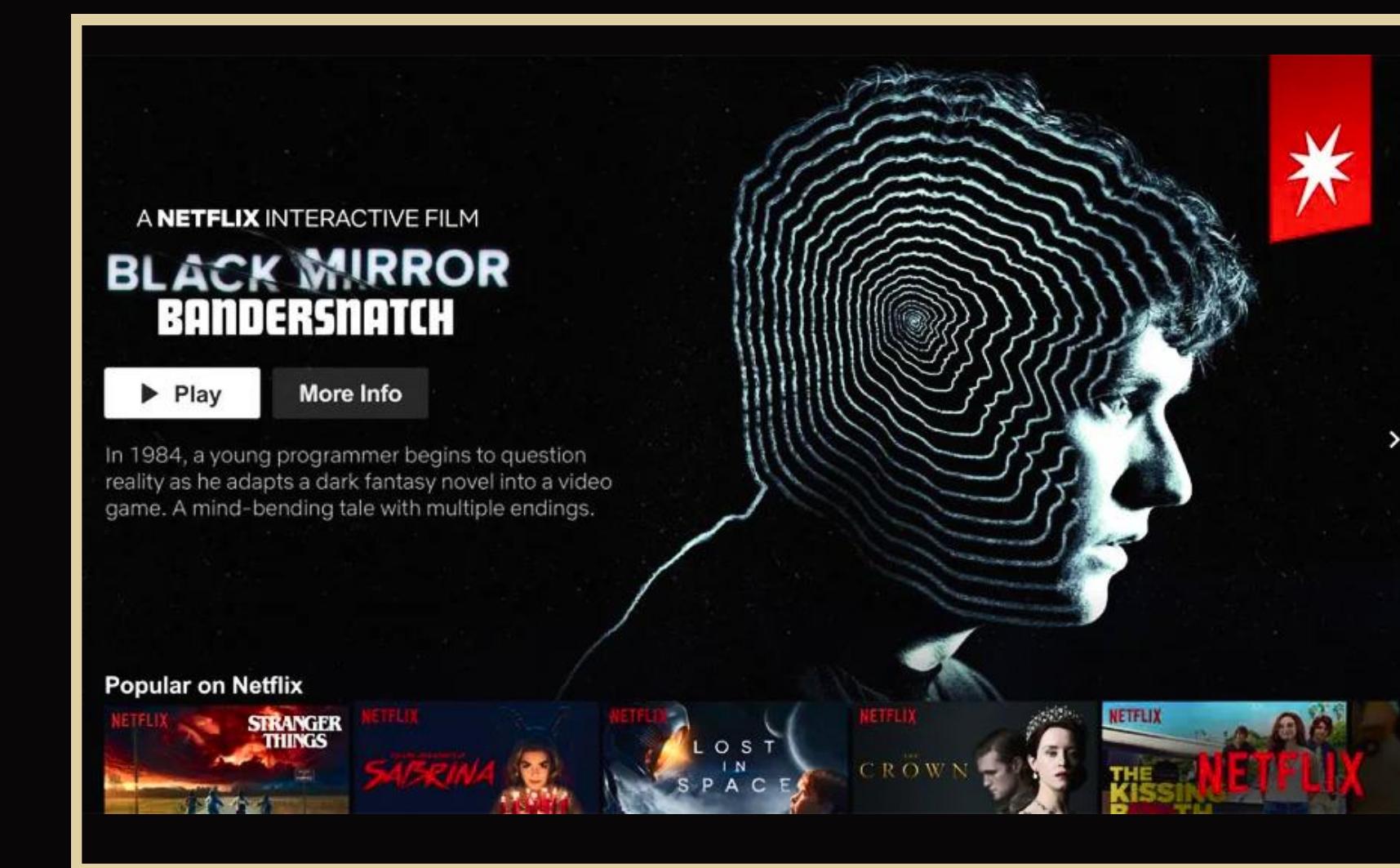
Do you remember as a child trying to get the surprise you wanted in these little machines?



INSPIRATIONAL NUGGETS

2

INTERACTIVE FILM
Have you ever seen
BANDERSNATCH?



IMAGINE THESE TWO IN ONE

CIOCCOHUNTER mixes the two concepts, allowing you to have a surprise but giving you the fun of being able to choose the perfect one for you.

CIOCCOHUNTER



CIOCCHUNTER

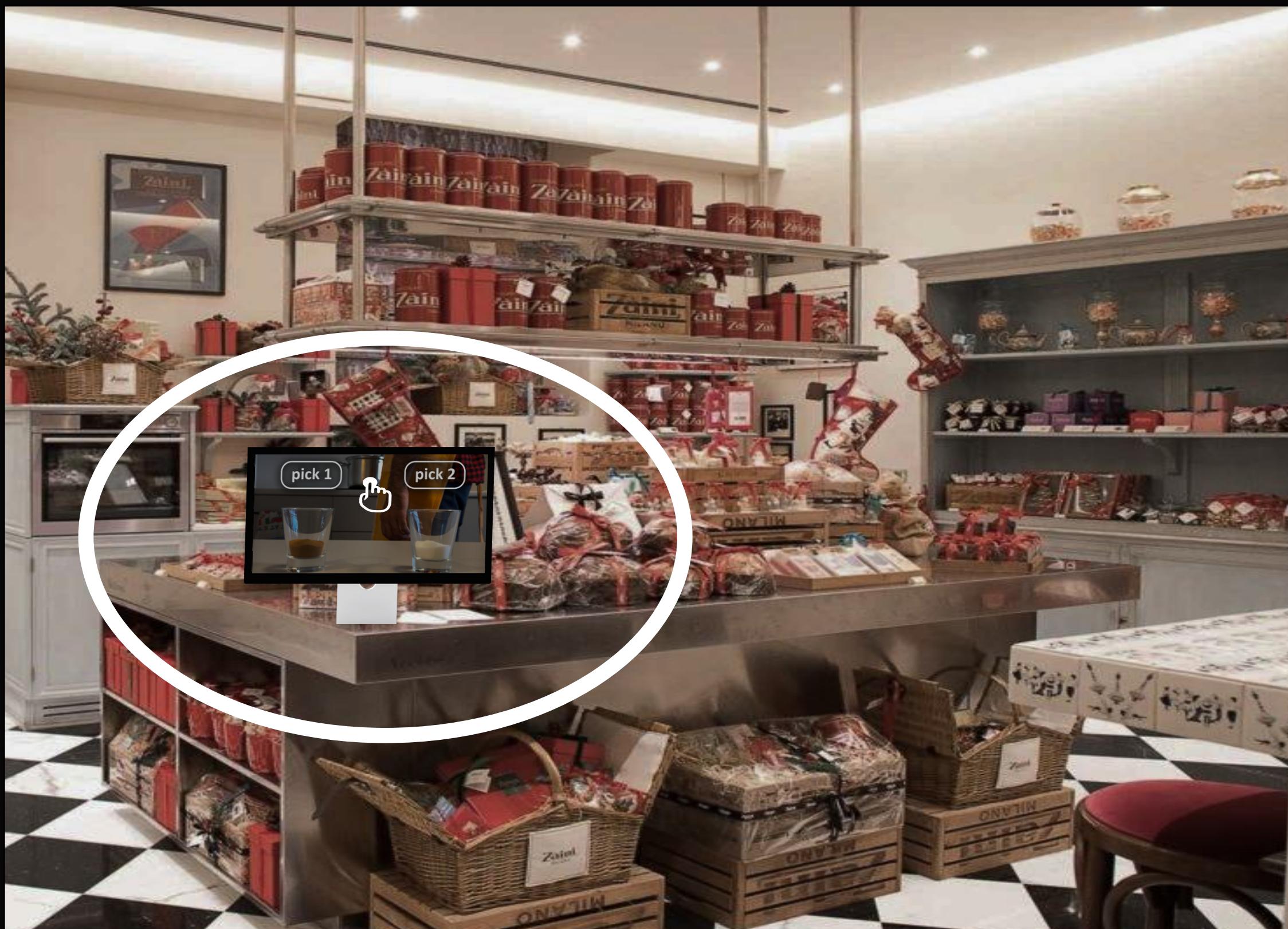
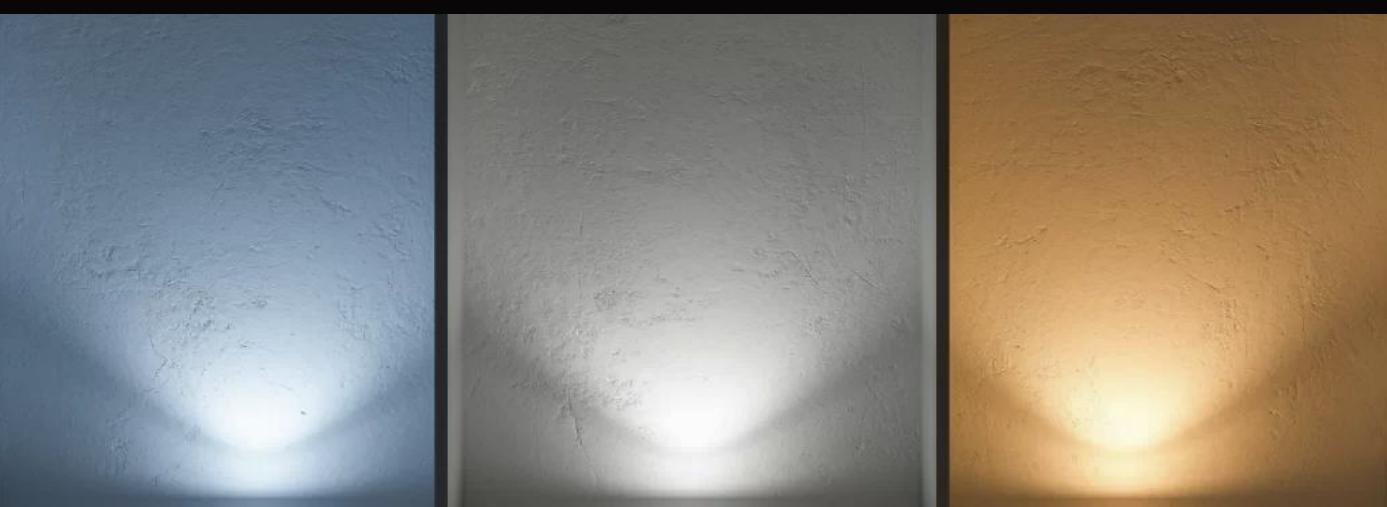
The **interactive experience** immerses you in a kitchen where you are the new inventor of a variety of chocolate, and with each choice of ingredients the plot changes.

Pistacchio or Cherry?



CIOCCOHUNTER

A **magic table** lights up the product that matches the ingredients selected before, prompting the customer to pick it up and easily complete their purchase at checkout.





**NEW
EXPERIENCE**

THE DAY AFTER THE LAUNCH OF CIOCCOHUNTER...



EXPERIENCE | 1

Giovanni enters the Zaini boutique as always with one of his work colleagues and goes to the counter to order a coffee



WHILE HE IS ENJOYING THE COFFEE SOMETHING HAPPENS...



EXPERIENCE | 2

Giovanni notices the animated digital screen on the table in the center of the store and he becomes intrigued



BUT A CLICK ON THE SCREEN IS NOT JUST A CLICK...



EXPERIENCE | 3

Giovanni is immediately brought inside a cooking world and in 30 seconds he finds out his final chocolate creation



SO NOW, WHY NOT TASTE THE CREATION?



EXPERIENCE | 4

Giovanni decides to take this given chocolate and pays it to the counter with the previous coffee



THE DAY AFTER...



EXPERIENCE | 5

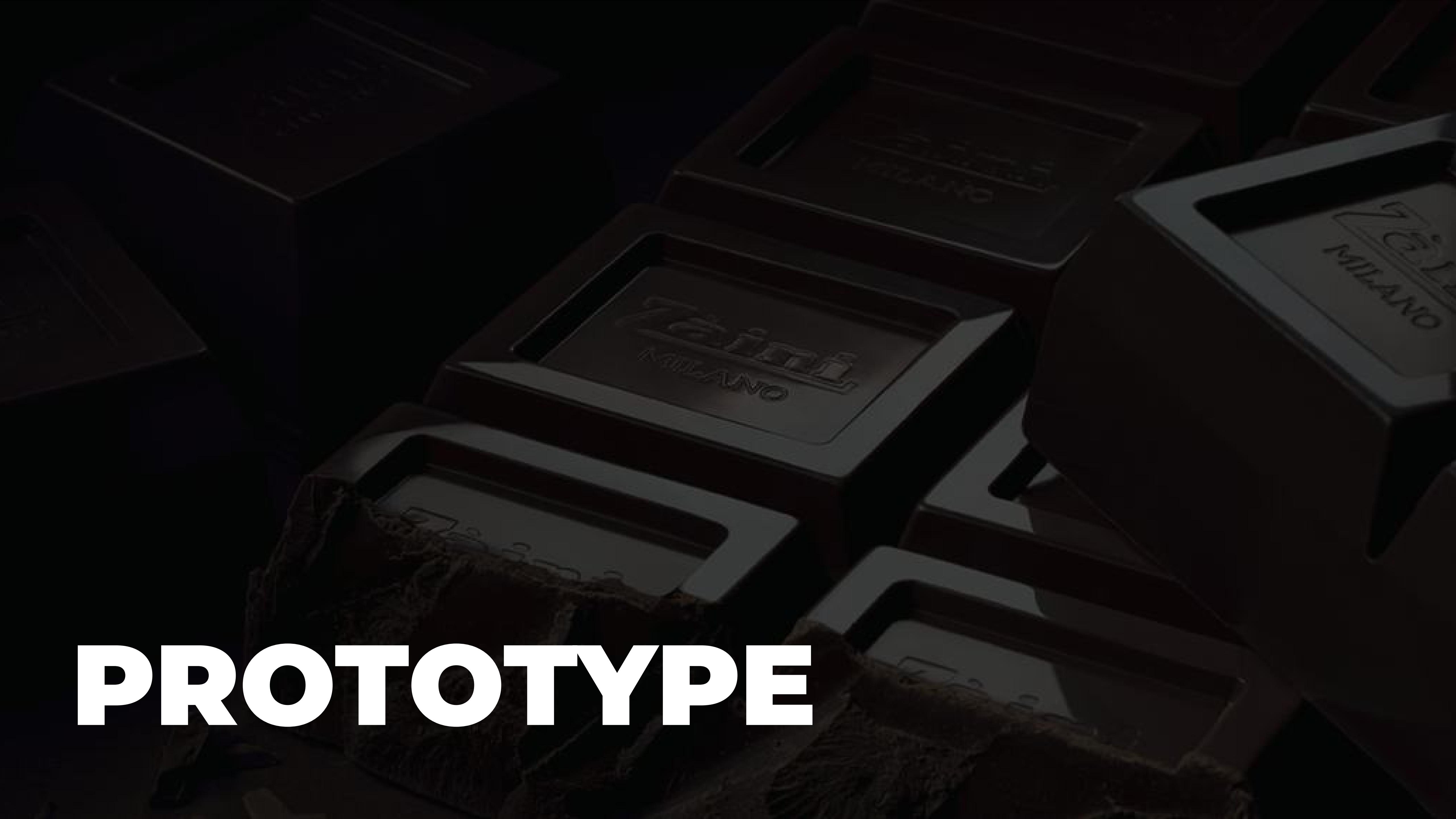
Giovanni comes back to Zaini but this time with an incredible desire to discover all the other product-related plots of CioccoHunter.



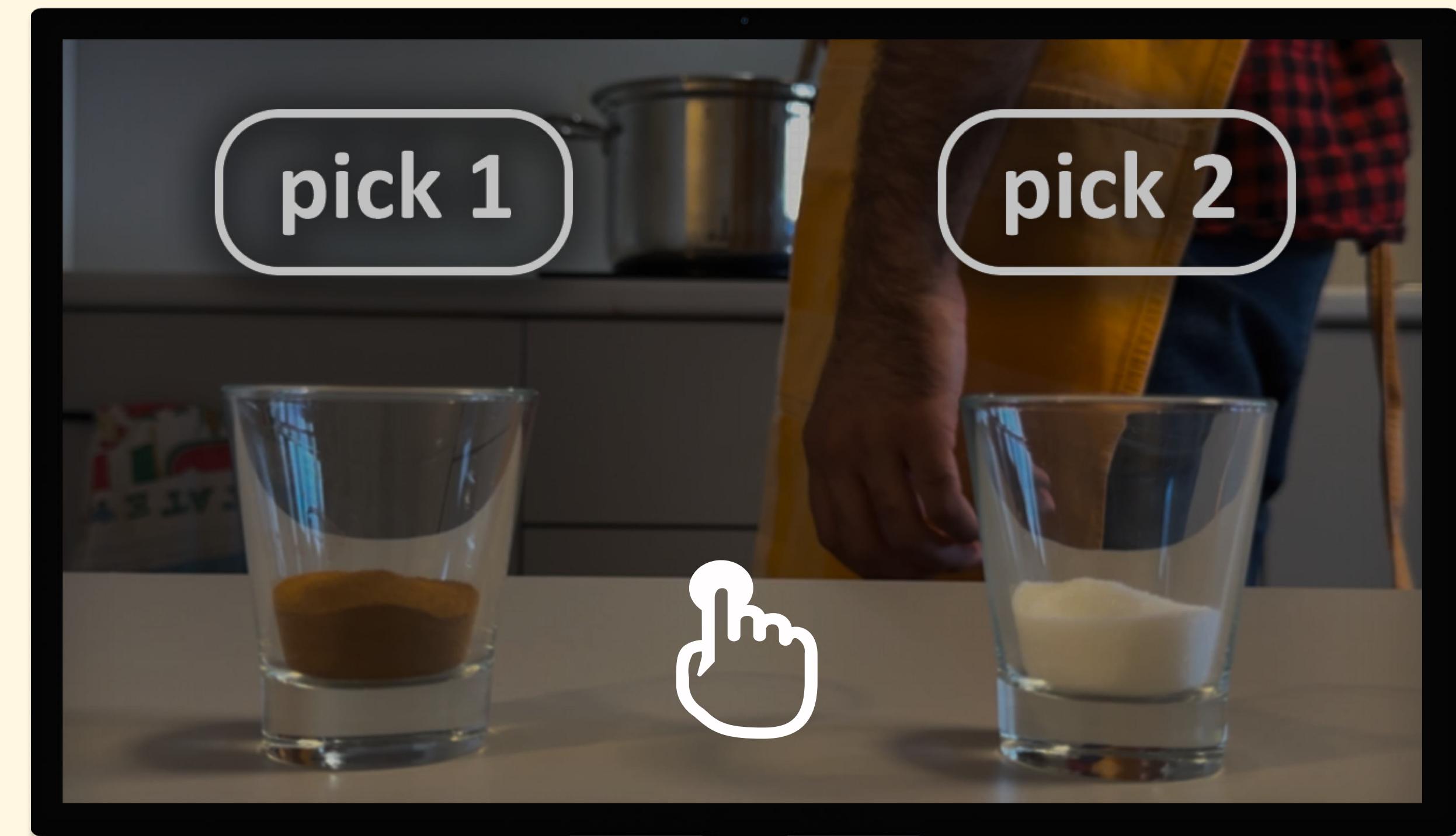
**“KEEP AN EYE ON THE STAIRCASES,
THEY LIKE TO CHANGE”**



PROTOTYPE



INITIAL SCREEN



PLAYING THE MOVIE



FINAL PRODUCT SCREEN



The background of the image shows a stack of dark chocolate bars. The brand name "Tajani" and "MILANO" is embossed on the top surface of each bar. The bars are arranged in a slightly overlapping, descending staircase-like pattern from the top left towards the bottom right.

**TESTING &
LEARNING**

USABILITY TEST

BEFORE

Test the **engagement and intuitiveness of interactions**

- Tracking the number of people that reach the final screen
- Make some question to understand the level of satisfaction

USABILITY TEST

DURING

CARRYING OUT A
LIVE SIMULATION
OF A SIMILAR
EXPERIENCE TO
THAT OF ZAINI
BOUTIQUE



USABILITY TEST

AFTER

The people enjoying the game were very satisfied and **more than 50% of them have finished** the entire experience. But...

ATTRACTIVENESS TEST

AFTER

We realized that many people were not so attracted to start the experience and **only 20% of participants actually tried the game.**

ATTRACTIVENESS TEST

WHY THIS?

The distance from the location reduces the fact that people can notice the product

Put the screen closer to the counter



ATTRACTIVENESS TEST

WHY THIS?

Some people thought it was a digital cash machine or a catalogue of products

Modify the initial screen to make it clear and understandable at first glance

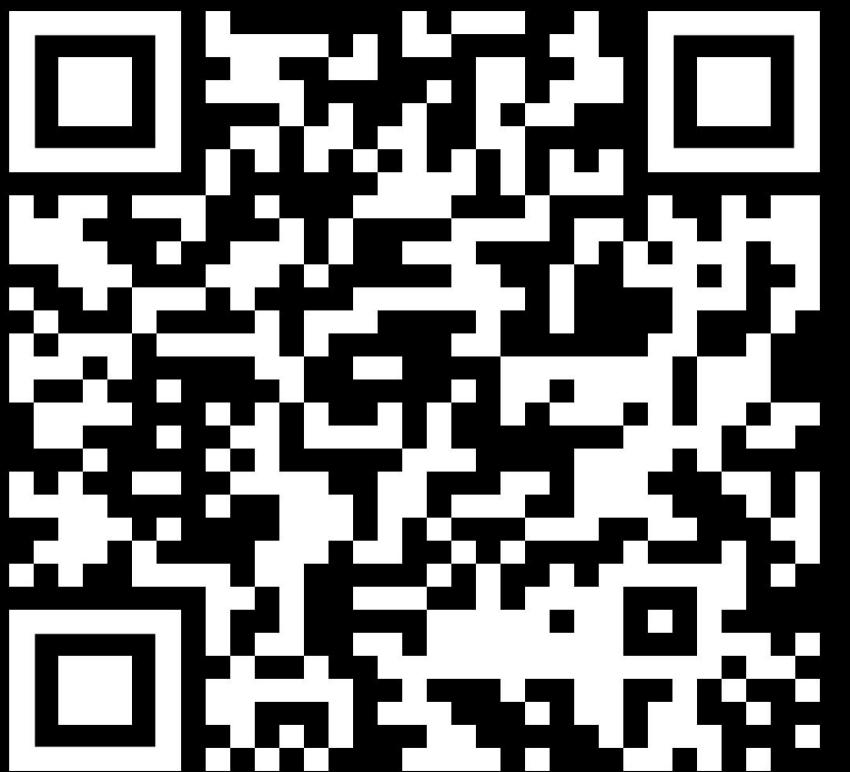
ATTRACTIVENESS TEST

WHY THIS?

The uniqueness of the setting in the store made people's eyes fall on other vintage details

**References around the screen
that gradually lead the
customer's eye**

THANK YOU FOR YOUR ATTENTION



And now try it yourself!



TEAM 4