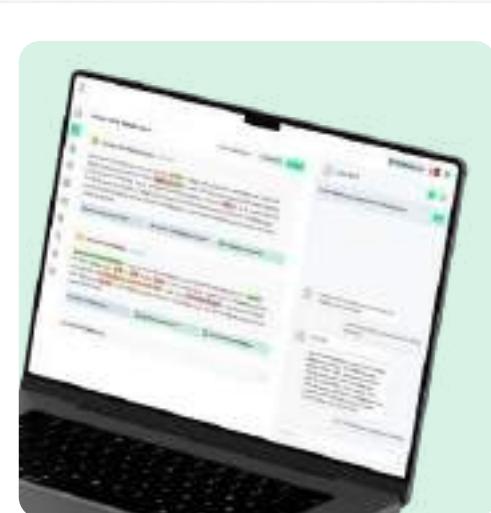




Design is a conversation. I make sure it speaks human.

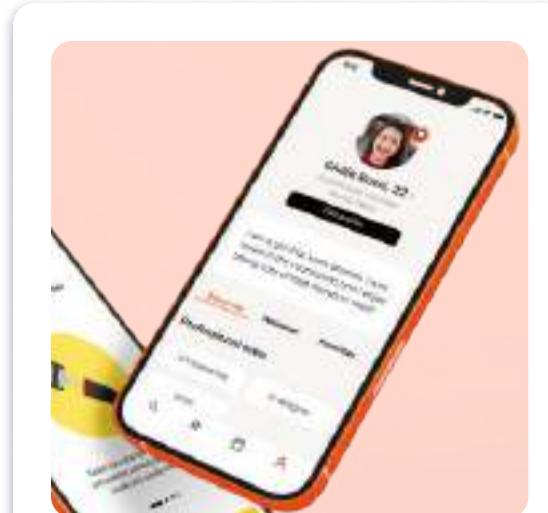
I create digital experiences that speak to users on a human level. Weaving research and creative design, I build products that feel natural and inviting. My love for languages and endless learning keeps my perspective fresh.

Contacts



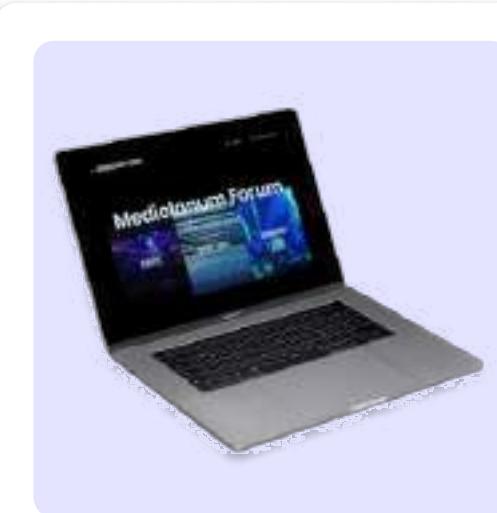
Laine (Bain & Co.)

Design of an AI-powered growth marketing **SaaS** for **Bain & Company**.



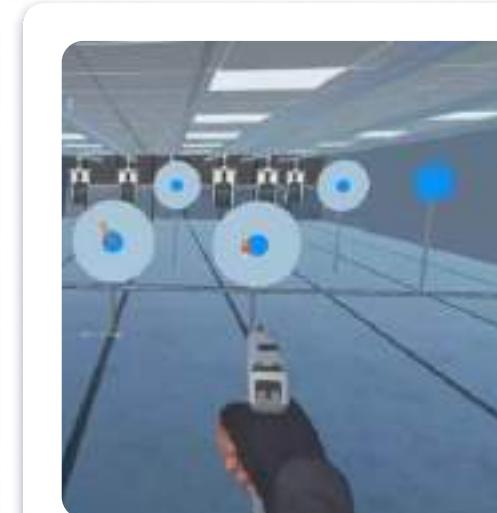
Voluntà

Design of a **volunteering app** for the public administration.



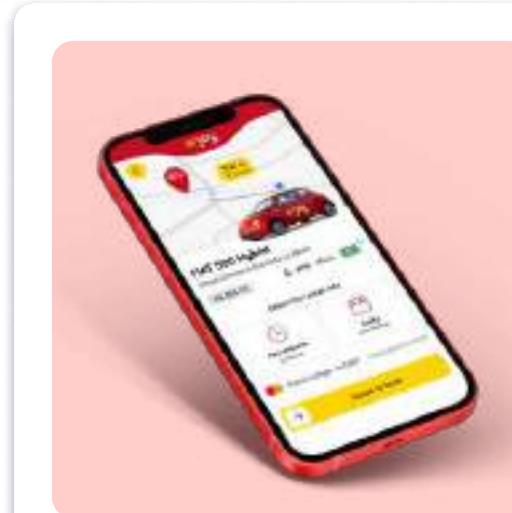
Mediolanum Forum

Redesign of a famous music and sport venue **website**.



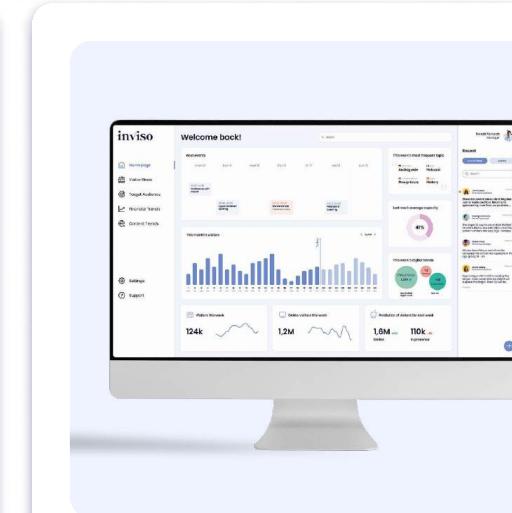
VR Training

Design of a **virtual reality training** for shooting athletes.



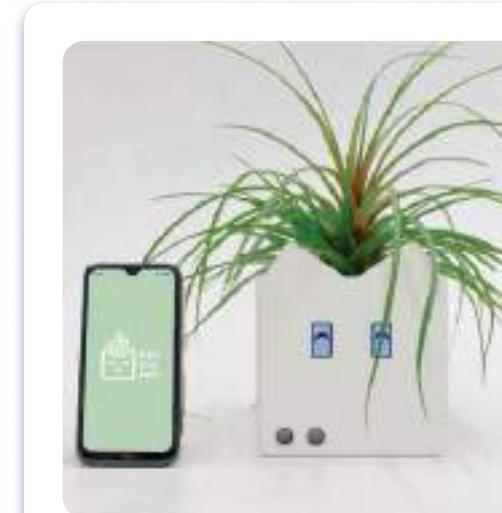
Enjoy

Redesigning a car sharing **app** and its whole user experience.



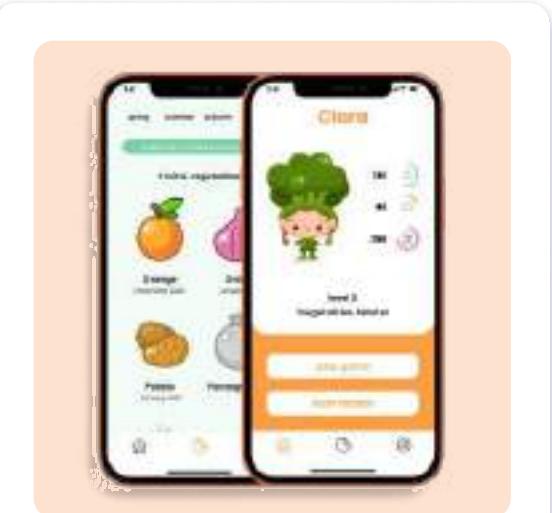
Inviso AI dashboard

Design of an AI-powered **dashboard** focused on data visualisation.



Pet in a Pot

Design from scratch of a smart **interactive IoT flower vase system**.



SeasonUP

Design of a **kids' game** to promote seasonal eating in families.



Laine (Bain & Co.)

AI-Powered Growth Marketing SaaS

The project consisted in designing an AI-driven platform that **empowers D2C brands** to optimize their growth strategies. Developed within Bain & Company's startup incubator, it serves as an **intelligent marketing co-pilot**, offering strategic recommendations across marketing, profitability, sales, and customer lifecycle. Unlike traditional dashboard and attribution tools, **Laine is a B2B solution** that goes beyond analytics by delivering real-time, **actionable insights** and automating implementation continuously **refining strategies** to drive business growth.

Process

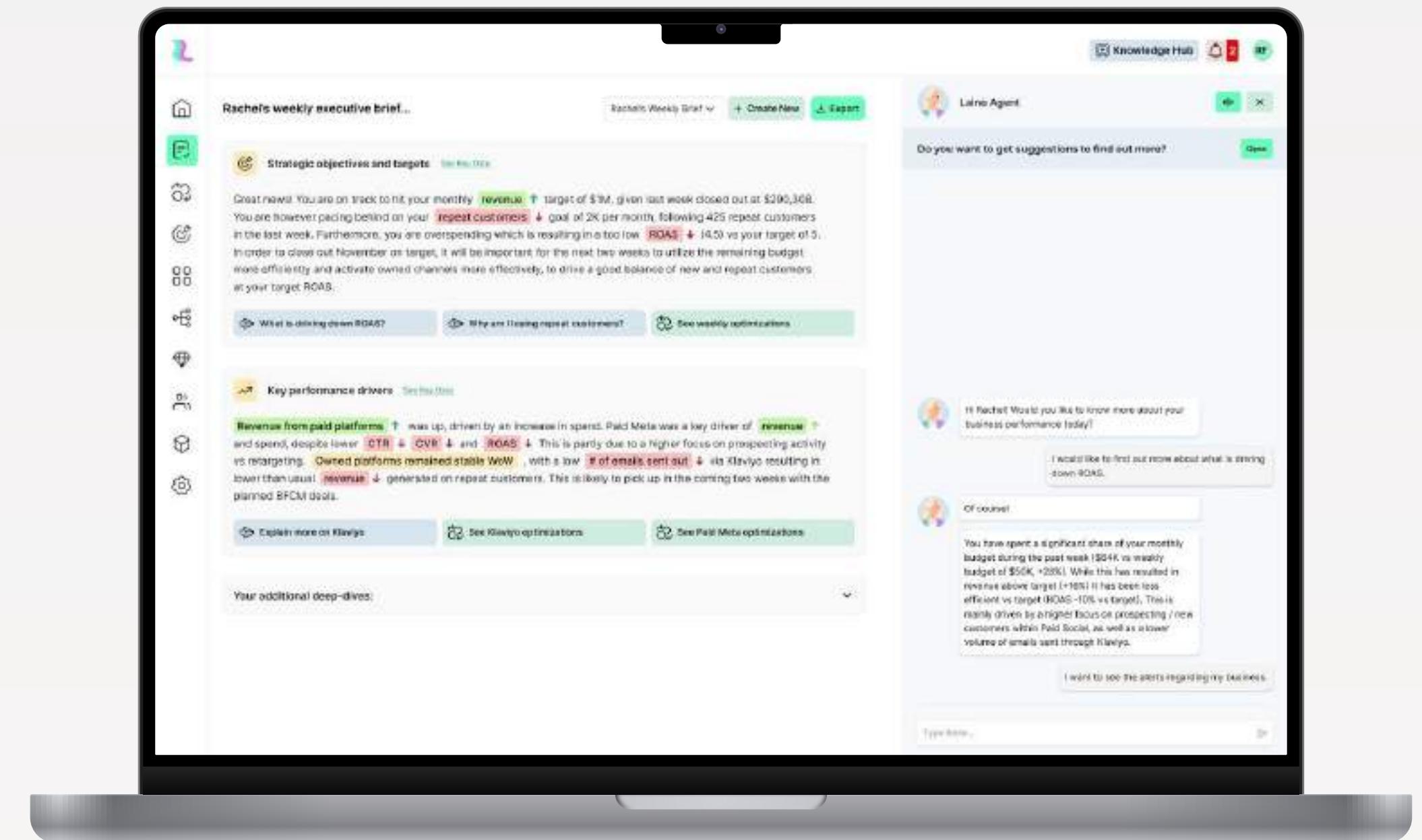
Video

Prototype



MY TASKS

- Context analysis
- Idea development
- Research
- Branding
- Information architecture
- UI & prototyping
- Shaping designs with insights from marketing experts
- Guiding devs on changes
- User testing
- Webflow website





Laine (Bain & Co.) UX process

1. Project definition

The concept of Laine arose from the complex challenges faced by D2C brands in actioning marketing growth strategies that actually work. Through initial context analysis and research, I explored the limitations of traditional marketing analytics. A [SWOT analysis](#) alongside a [target audience analysis](#) revealed the potential for an intelligent marketing platform that could make strategic insights more actionable and manageable.

2. Information architecture & task flows

[Information architecture](#) and [task flows](#) were not one-time activities; rather they were revisited several times throughout the iterative process of expanding the platform based on user feedback. Thanks to input from marketing experts, I structured hierarchies that could effectively communicate strategic recommendations. The process involved breaking down intricate marketing metrics into clear, digestible visuals that would resonate with D2C brand leaders.

3. UI & prototyping

The UI prototype was developed with a focus on intuitive design and user experience. Starting with low-fidelity wireframes and progressively moving to [high-fidelity wireframes](#) and demo prototypes, I iterated through multiple versions. User testing played a critical role in refining the interface, ensuring that the complex AI-driven insights could be easily understood and acted upon.



Laine (Bain & Co.) UX process

1. Project definition

The concept of Laine arose from the complex challenges faced by D2C brands in actioning marketing growth strategies that actually work. Through initial context analysis and research, I explored the limitations of traditional marketing analytics. A **SWOT analysis** alongside a **target audience analysis** revealed the potential for an intelligent marketing platform that could make strategic insights more actionable and manageable.

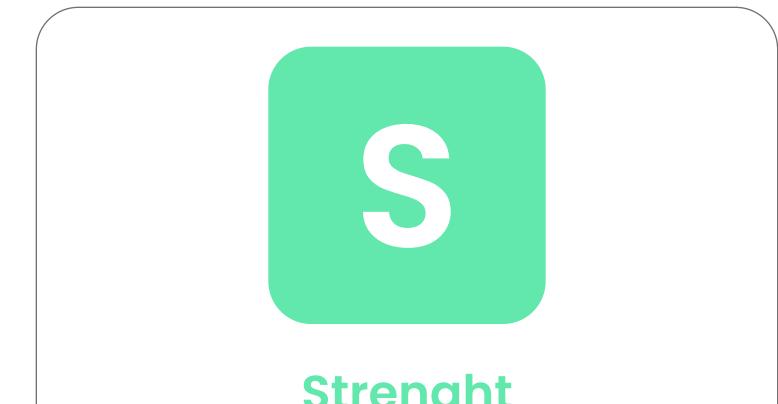
2. Information architecture & task flows

Information architecture and **task flows** were not one-time activities; rather they were revisited several times throughout the iterative process of expanding the platform based on user feedback. Thanks to input from marketing experts, I structured hierarchies that could effectively communicate strategic recommendations. The process involved breaking down intricate marketing metrics into clear, digestible visuals that would resonate with D2C brand leaders.

3. UI & prototyping

The UI prototype was developed with a focus on intuitive design and user experience. Starting with low-fidelity wireframes and progressively moving to **high-fidelity wireframes** and demo prototypes, I iterated through multiple versions. User testing played a critical role in refining the interface, ensuring that the complex AI-driven insights could be easily understood and acted upon.

SWOT Analysis



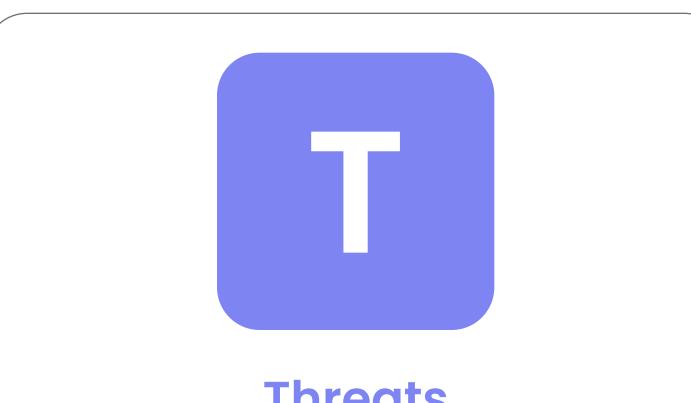
Data-driven recommendations
Bain Expertise
Holistic approach
AI-powered growth marketing agent



Infrastructure Limitations
Dependence on Data Quality
Constant AI fine-tuning
AI Evolution Risks



Growing e-commerce and Martech market
Larger enterprises
Partnerships & ecosystem integrations
Demand for AI



Competition from established players
Customer adoption & trust
Data privacy & compliance risks
Technological shifts



Laine (Bain & Co.) UX process

1. Project definition

The concept of Laine arose from the complex challenges faced by D2C brands in actioning marketing growth strategies that actually work. Through initial context analysis and research, I explored the limitations of traditional marketing analytics. A SWOT analysis alongside a target audience analysis revealed the potential for an intelligent marketing platform that could make strategic insights more actionable and manageable.

2. Information architecture & task flows

Information architecture and task flows were not one-time activities; rather they were revisited several times throughout the iterative process of expanding the platform based on user feedback. Thanks to input from marketing experts, I structured hierarchies that could effectively communicate strategic recommendations. The process involved breaking down intricate marketing metrics into clear, digestible visuals that would resonate with D2C brand leaders.

3. UI & prototyping

The UI prototype was developed with a focus on intuitive design and user experience. Starting with low-fidelity wireframes and progressively moving to high-fidelity wireframes and demo prototypes, I iterated through multiple versions. User testing played a critical role in refining the interface, ensuring that the complex AI-driven insights could be easily understood and acted upon.

Target Audience Analysis

Primary Target: Micro/Small Business

Revenue: \$1-5M

Secondary Target: Medium Business

Revenue: \$5-20M

Future Opportunity: Larger Business

Revenue: \$20M+



Sarah Chen
FOUNDER & CEO

Demographics

- ⌚ Age: 32
- 🏢 D2C Skincare Brand
- \$ Revenue: \$2.8M
- 👤 Team: 5 people

Goals

- ↗ Scale business sustainably
- 🔍 Understand marketing ROI
- ⬇ Lower CAC

Frustrations

- 💡 Limited marketing knowledge
- 困惑 Overwhelmed by data
- ⌚ No time for deep analysis

Laine value proposition

- 👤 Clear, actionable guidance
- 🕒 Simple performance tracking
- \$ Cost-effective solutions
- ⚡ Quick implementation



Michael Torres
MARKETING DIRECTOR

Demographics

- ⌚ Age: 38
- 🏢 D2C Fashion Brand
- \$ Revenue: \$12M
- 👤 Marketing Team: 3 people

Goals

- ⌚ Optimize marketing spend
- 🏆 Beat competition
- ↗ Scale efficient growth

Frustrations

- 💡 Too many tools to manage
- 困惑 Limited team bandwidth
- 🔍 Need for better insights

Laine

- 📈 Advanced analytics
- 📅 Strategic planning tools
- 📣 Campaign optimization
- 🔍 Competitive insights



Jennifer Park
VP OF MARKETING

Demographics

- ⌚ Age: 42
- 🏢 Multi-brand Retailer
- \$ Revenue: \$45M
- 👤 Team: 12 people

Goals

- 💻 Unify marketing data
- 🔗 Cross-channel optimization
- 👤 Team efficiency

Frustrations

- 💡 Siloed data sources
- 困惑 Complex attribution
- 💡 Integration challenges

Laine

- 💡 Enterprise integration
- 📅 Strategic planning tools
- 📣 Campaign optimization
- 🔍 Competitive insights



Laine (Bain & Co.) UX process

1. Project definition

The concept of Laine arose from the complex challenges faced by D2C brands in actioning marketing growth strategies that actually work. Through initial context analysis and research, I explored the limitations of traditional marketing analytics. A **SWOT analysis** alongside a **target audience analysis** revealed the potential for an intelligent marketing platform that could make strategic insights more actionable and manageable.

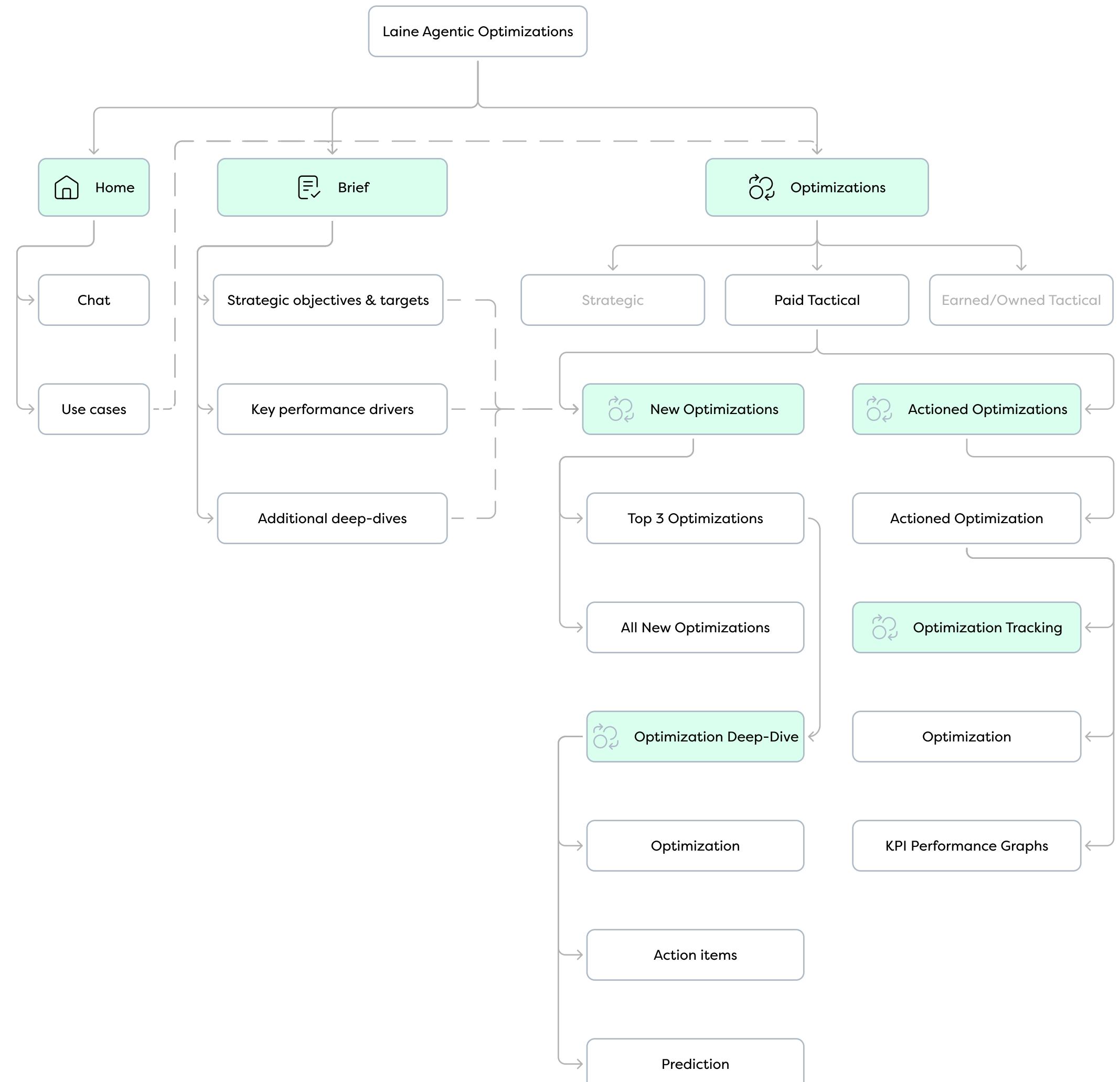
2. Information architecture & task flows

Information architecture and **task flows** were not one-time activities; rather they were revisited several times throughout the iterative process of expanding the platform based on user feedback. Thanks to input from marketing experts, I structured hierarchies that could effectively communicate strategic recommendations. The process involved breaking down intricate marketing metrics into clear, digestible visuals that would resonate with D2C brand leaders.

3. UI & prototyping

The UI prototype was developed with a focus on intuitive design and user experience. Starting with low-fidelity wireframes and progressively moving to **high-fidelity wireframes** and demo prototypes, I iterated through multiple versions. User testing played a critical role in refining the interface, ensuring that the complex AI-driven insights could be easily understood and acted upon.

Information Architecture for Agentic Optimization Section





Laine (Bain & Co.) UX process

1. Project definition

The concept of Laine arose from the complex challenges faced by D2C brands in actioning marketing growth strategies that actually work. Through initial context analysis and research, I explored the limitations of traditional marketing analytics. A **SWOT analysis** alongside a **target audience analysis** revealed the potential for an intelligent marketing platform that could make strategic insights more actionable and manageable.

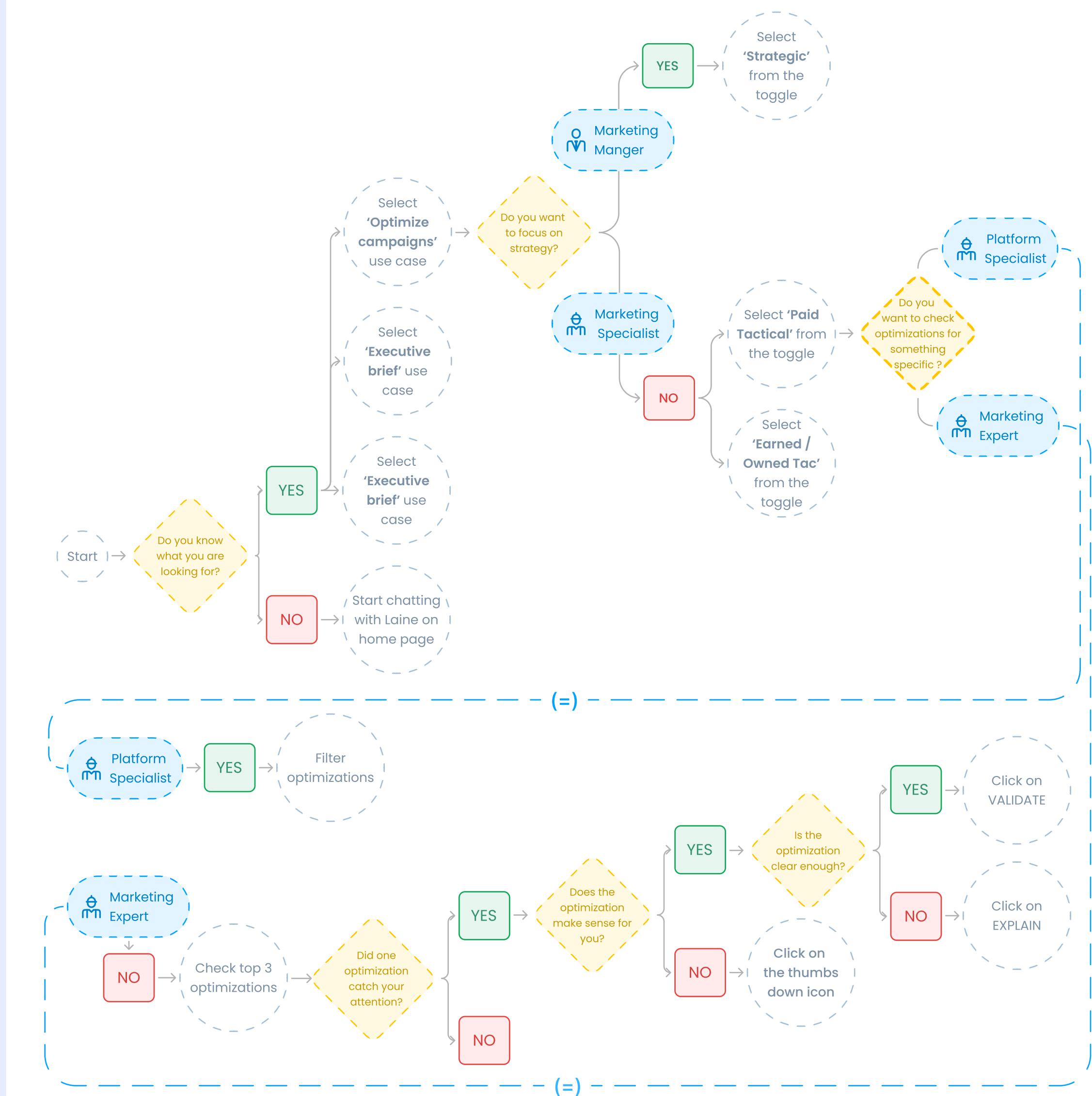
2. Information architecture & task flows

Information architecture and **task flows** were not one-time activities; rather they were revisited several times throughout the iterative process of expanding the platform based on user feedback. Thanks to input from marketing experts, I structured hierarchies that could effectively communicate strategic recommendations. The process involved breaking down intricate marketing metrics into clear, digestible visuals that would resonate with D2C brand leaders.

3. UI & prototyping

The UI prototype was developed with a focus on intuitive design and user experience. Starting with low-fidelity wireframes and progressively moving to **high-fidelity wireframes** and demo prototypes, I iterated through multiple versions. User testing played a critical role in refining the interface, ensuring that the complex AI-driven insights could be easily understood and acted upon.

Optimizations Task Flow





Laine (Bain & Co.) UX process

1. Project definition

The concept of Laine arose from the complex challenges faced by D2C brands in actioning marketing growth strategies that actually work. Through initial context analysis and research, I explored the limitations of traditional marketing analytics. A **SWOT analysis** alongside a **target audience analysis** revealed the potential for an intelligent marketing platform that could make strategic insights more actionable and manageable.

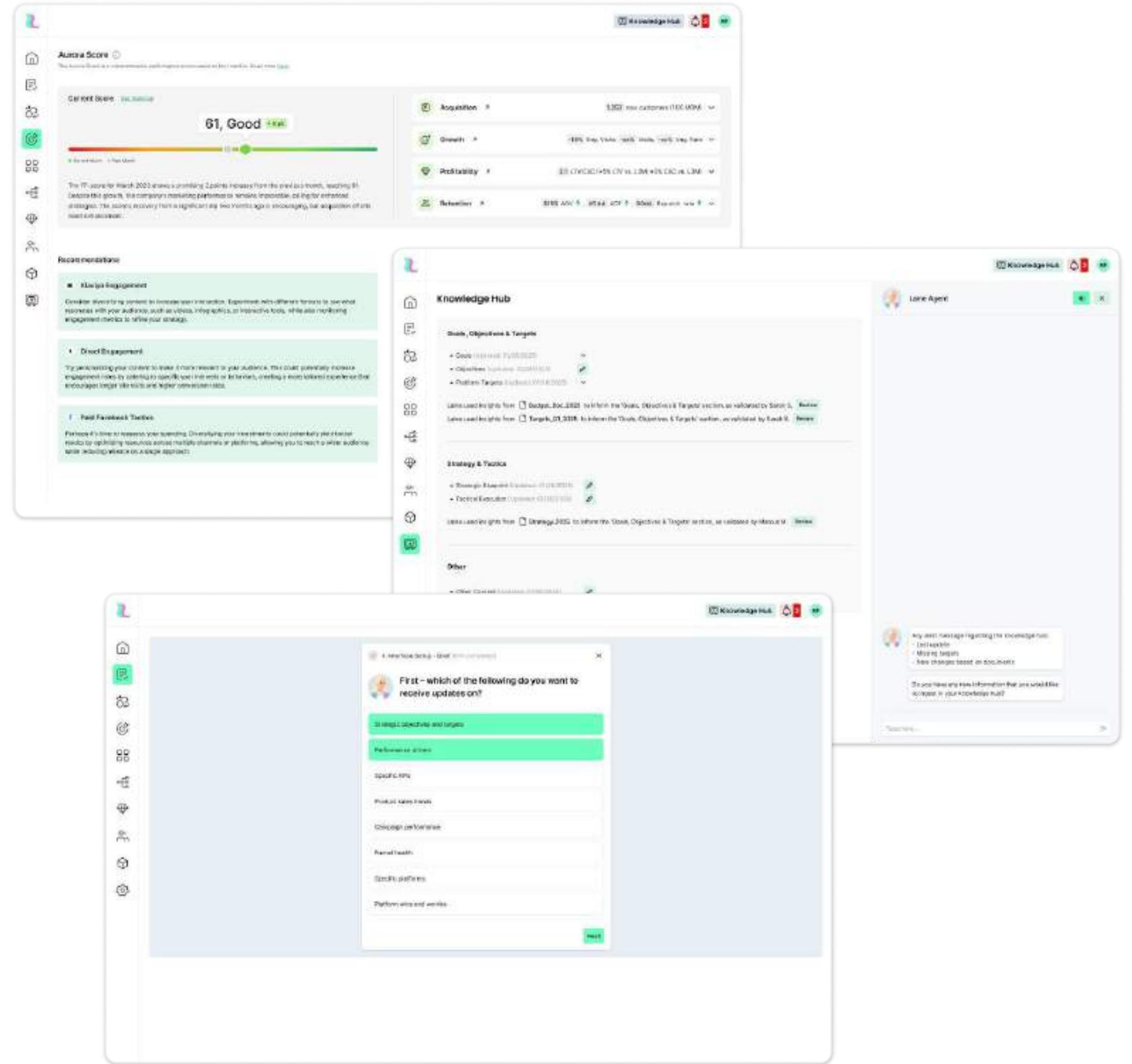
2. Information architecture & task flows

Information architecture and **task flows** were not one-time activities; rather they were revisited several times throughout the iterative process of expanding the platform based on user feedback. Thanks to input from marketing experts, I structured hierarchies that could effectively communicate strategic recommendations. The process involved breaking down intricate marketing metrics into clear, digestible visuals that would resonate with D2C brand leaders.

3. UI & prototyping

The UI prototype was developed with a focus on intuitive design and user experience. Starting with low-fidelity wireframes and progressively moving to **high-fidelity wireframes** and demo prototypes, I iterated through multiple versions. User testing played a critical role in refining the interface, ensuring that the complex AI-driven insights could be easily understood and acted upon.

Hi-fi wireframes (Score page, model optimization page, onboarding)





Voluntà

The modern volunteering experience

From the starting point of a consulting company's brief, in which the need for a **citizen engagement platform** was broadly defined, Voluntà started taking shape.

After in-depth research, the challenge deemed most important for Voluntà was not the mere implementation of a smart solution; but the creation of a new way to think about the relationship between volunteers and associations. The goal was to apply a user-centered approach to valorize users' needs without losing sight of the noble core values of charitable organizations.

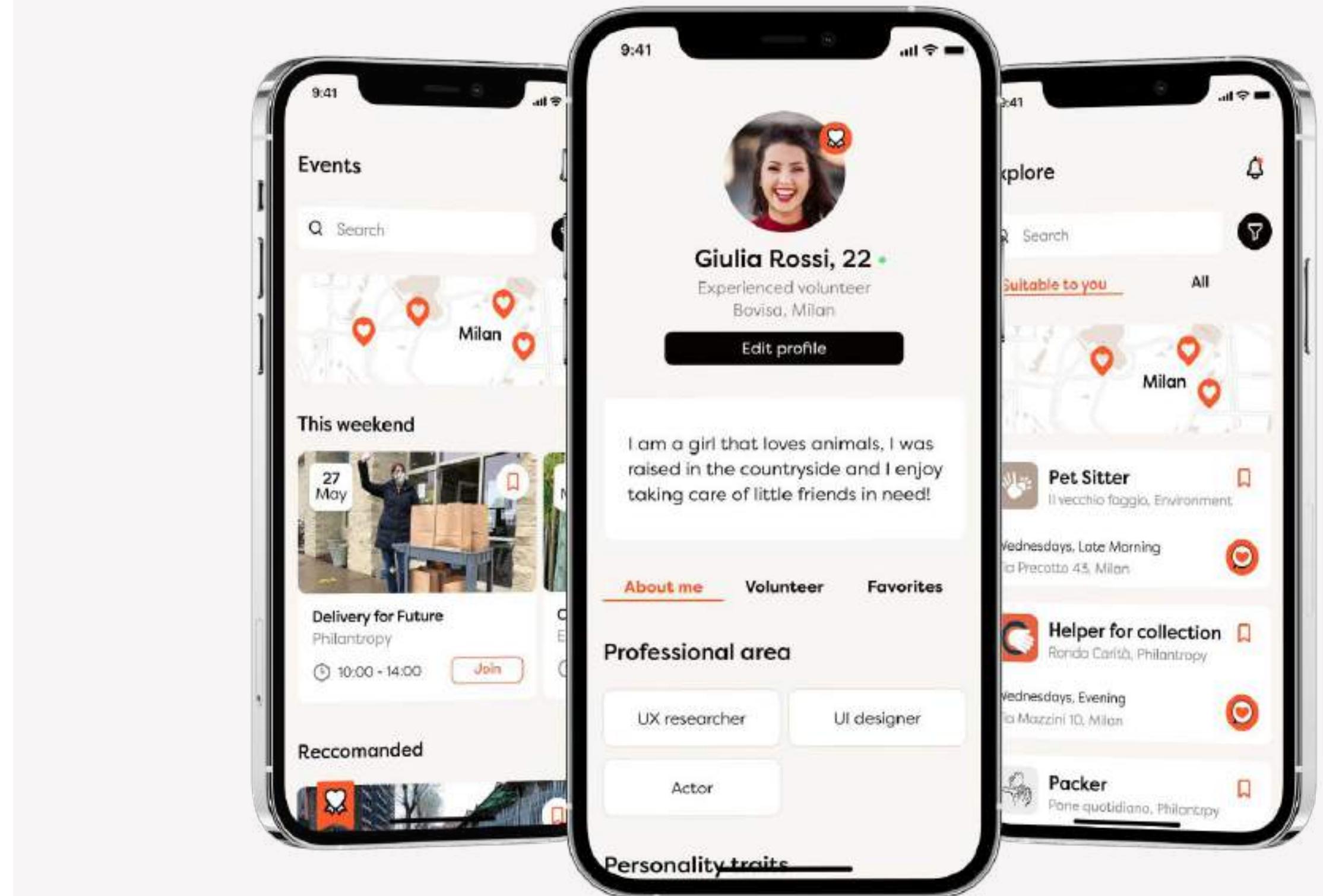
Process

↗ Prototype



MY TASKS

- Literature research
- Interview with one association
- Benchmarking
- Proposal of the chosen concept
- Features ideation
- UI design
- Prototypation
- Mid-fi test





Voluntà UX process

1. Research phase

The initial research consisted of primary research, based on interviews and a survey, and [secondary research](#) based on articles, reports, and studies. The research objective was to know more about the relations between young people and volunteering associations and the pains and gains within their interactions. After that, the [benchmarking](#) clarified the status quo of the market panorama and highlighted a market void full of opportunities in which Voluntà planted its roots.

2. Concept definition

All the previously found information was used to create two personas and initiate the brainstorming and ideation process. The final [concept](#) stood out for its originality: the association would take on an active part of the platform, and human touch and consideration would represent the core elements of the app. To further detail the concept, the [table of features](#) and the [value proposition canvases](#) were created.

3. Prototype and tests

After a tree test, the information architecture was formulated, which opened the door to the wireframing phase that led us to the lo-fi prototype. This first prototype was tested and improved to a mid-fi prototype, which again was [tested](#) (giving 11 tasks to the users) and led to the hi-fi prototype, validated by the concluding improvements indicators.



Voluntà UX process

1. Research phase

The initial research consisted of primary research, based on interviews and a survey, and **secondary research** based on articles, reports, and studies. The research objective was to know more about the relations between young people and volunteering associations and the pains and gains within their interactions. After that, the **benchmarking** clarified the status quo of the market panorama and highlighted a market void full of opportunities in which Voluntà planted its roots.

2. Concept definition

All the previously found information was used to create two personas and initiate the brainstorming and ideation process. The final **concept** stood out for its originality: the association would take on an active part of the platform, and human touch and consideration would represent the core elements of the app. To further detail the concept, the **table of features** and the **value proposition canvases** were created.

3. Prototype and tests

After a tree test, the information architecture was formulated, which opened the door to the wireframing phase that led us to the lo-fi prototype. This first prototype was tested and improved to a mid-fi prototype, which again was **tested** (giving 11 tasks to the users) and led to the hi-fi prototype, validated by the concluding improvements indicators.

Secondary research

DATA	Young people that are involved in volunteering have greater chances to find a job.	Young adults are an under-represented age group in volunteering.	Survival of non-profit organisations depends on recruitment and retention of today's young adults.		
TECH	Digitalisation has a lot of potential to transform the sector, but associations are lacking skills, resources and tools.	The operators in the organisations are aware of the benefits of digitalisation and how it could help them a lot.			
BEHAVIOUR	Willingness to participate in volunteering is today motivated by a search for self-realisation. Thus, volunteers demand more freedom and tangible outcomes.	Many young adults perceive volunteering as boring and feel like their skills will not be appreciated.	Many young adults perceive volunteering as boring and feel like their skills will not be appreciated.		
PRINCIPLES TO ATTRACT VOLUNTEERS					
GROWTH Provide training and opportunity to learn new skills	IMPACT Allow volunteers to interact with beneficiaries to see the impact.	VOICE Think about the way you ask people to volunteer.	EXPERIENCE Make finding, enrolling and participating easy, flexible.	RECOGNITION Be grateful and be vocal about it, say "thank you".	SOCIAL FACTORS Encourage socialising among volunteers, and beneficiaries.



Voluntà UX process

1. Research phase

The initial research consisted of primary research, based on interviews and a survey, and **secondary research** based on articles, reports, and studies. The research objective was to know more about the relations between young people and volunteering associations and the pains and gains within their interactions. After that, the **benchmarking** clarified the status quo of the market panorama and highlighted a market void full of opportunities in which Voluntà planted its roots.

2. Concept definition

All the previously found information was used to create two personas and initiate the brainstorming and ideation process. The final **concept** stood out for its originality: the association would take on an active part of the platform, and human touch and consideration would represent the core elements of the app. To further detail the concept, the **table of features** and the **value proposition canvases** were created.

3. Prototype and tests

After a tree test, the information architecture was formulated, which opened the door to the wireframing phase that led us to the lo-fi prototype. This first prototype was tested and improved to a mid-fi prototype, which again was **tested** (giving 11 tasks to the users) and led to the hi-fi prototype, validated by the concluding improvements indicators.

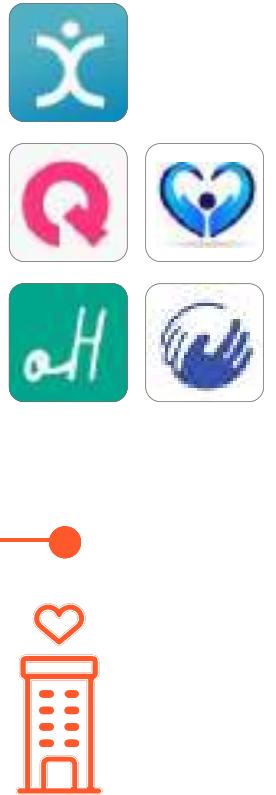
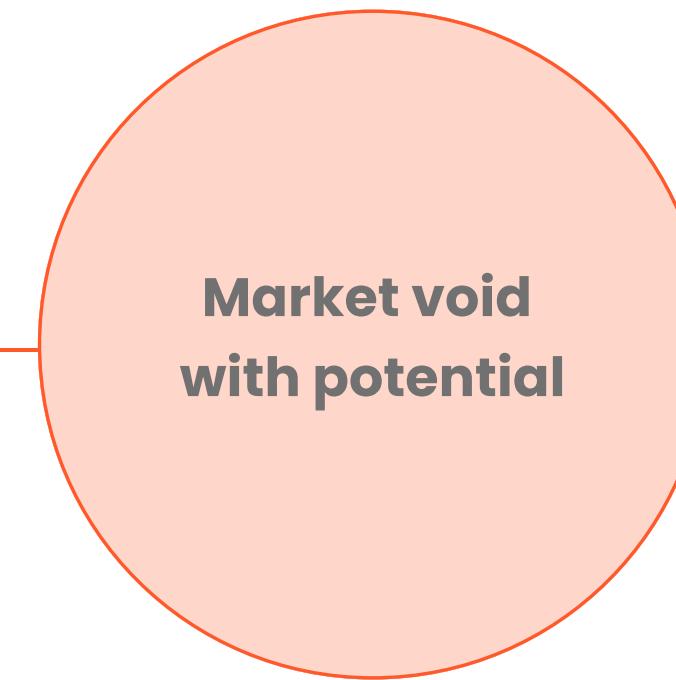
Benchmarking



Volunteers

On searching opportunities

- filtering associations
- setting calendars
- reviews from other volunteers



Association

On managing volunteers

- creating teams
- assign tasks
- analytics
- maps



Voluntà UX process

1. Research phase

The initial research consisted of primary research, based on interviews and a survey, and **secondary research** based on articles, reports, and studies. The research objective was to know more about the relations between young people and volunteering associations and the pains and gains within their interactions. After that, the **benchmarking** clarified the status quo of the market panorama and highlighted a market void full of opportunities in which Voluntà planted its roots.

2. Concept definition

All the previously found information was used to create two personas and initiate the brainstorming and ideation process. The final **concept** stood out for its originality: the association would take on an active part of the platform, and human touch and consideration would represent the core elements of the app. To further detail the concept, the **table of features** and the **value proposition canvases** were created.

3. Prototype and tests

After a tree test, the information architecture was formulated, which opened the door to the wireframing phase that led us to the lo-fi prototype. This first prototype was tested and improved to a mid-fi prototype, which again was **tested** (giving 11 tasks to the users) and led to the hi-fi prototype, validated by the concluding improvements indicators.

Concept

An app able to meet both the needs of the person who wants to volunteer and the association in a new way. It's **not the association** that will display what it needs and wait to be found. **The users** will personalize their profiles to showcase **what they can do / what they would like to work on**, and the associations will be put in the conditions to easily contact the people they need.



Voluntà UX process

1. Research phase

The initial research consisted of primary research, based on interviews and a survey, and **secondary research** based on articles, reports, and studies. The research objective was to know more about the relations between young people and volunteering associations and the pains and gains within their interactions. After that, the **benchmarking** clarified the status quo of the market panorama and highlighted a market void full of opportunities in which Voluntà planted its roots.

2. Concept definition

All the previously found information was used to create two personas and initiate the brainstorming and ideation process. The final **concept** stood out for its originality: the association would take on an active part of the platform, and human touch and consideration would represent the core elements of the app. To further detail the concept, the **table of features** and the **value proposition canvases** were created.

3. Prototype and tests

After a tree test, the information architecture was formulated, which opened the door to the wireframing phase that led us to the lo-fi prototype. This first prototype was tested and improved to a mid-fi prototype, which again was **tested** (giving 11 tasks to the users) and led to the hi-fi prototype, validated by the concluding improvements indicators.

Features table

FEATURES FOR VOLUNTEERS	
Problem	Solution
"I don't have enough time and the schedules for volunteering are too inflexible."	Get in contact only with associations that need your help during your free time. Choose between occasional and regular volunteering.
"I don't have enough time and the schedules for volunteering are too inflexible."	The association will create its profile with a photo, a description to convey its values and the prior volunteers will share their experience.
"I don't have enough time and the schedules for volunteering are too inflexible."	Possibilities for more "profession-related" volunteer work.
"I don't have enough time and the schedules for volunteering are too inflexible."	Being contacted and asked to collaborate by the association itself in a discrete way and in the preferred way by the volunteer in order to create a human connection.

FEATURES FOR ASSOCIATIONS	
Problem	Solution
"We have some difficulties in approaching younger generations."	The app is designed to engage volunteers to collaborate with the associations, asking them personally for their help will make them feel valuable. Moreover, it is designed to target a different audience than facebook.
"Digital skills are not our strengths."	The app will be user friendly for older generations, minimizing the steps required to find the right volunteer. Moreover, the association will be able to create roles for volunteers with specific skills to help with the digitalization process.
"We find it difficult to find motivated volunteers, and it's a problem when the role they cover needs some tutoring."	Asking to the volunteers to show their qualities and the level of commitment to avoid misunderstandings and resources' misplacements.
"We have difficulties in finding volunteers that can help when we need them, especially when they need to have certain characteristics."	Automatic matching based on time and skill filters chosen by the association to find the perfect person to cover a volunteer role.



Voluntà UX process

1. Research phase

The initial research consisted of primary research, based on interviews and a survey, and **secondary research** based on articles, reports, and studies. The research objective was to know more about the relations between young people and volunteering associations and the pains and gains within their interactions. After that, the **benchmarking** clarified the status quo of the market panorama and highlighted a market void full of opportunities in which Voluntà planted its roots.

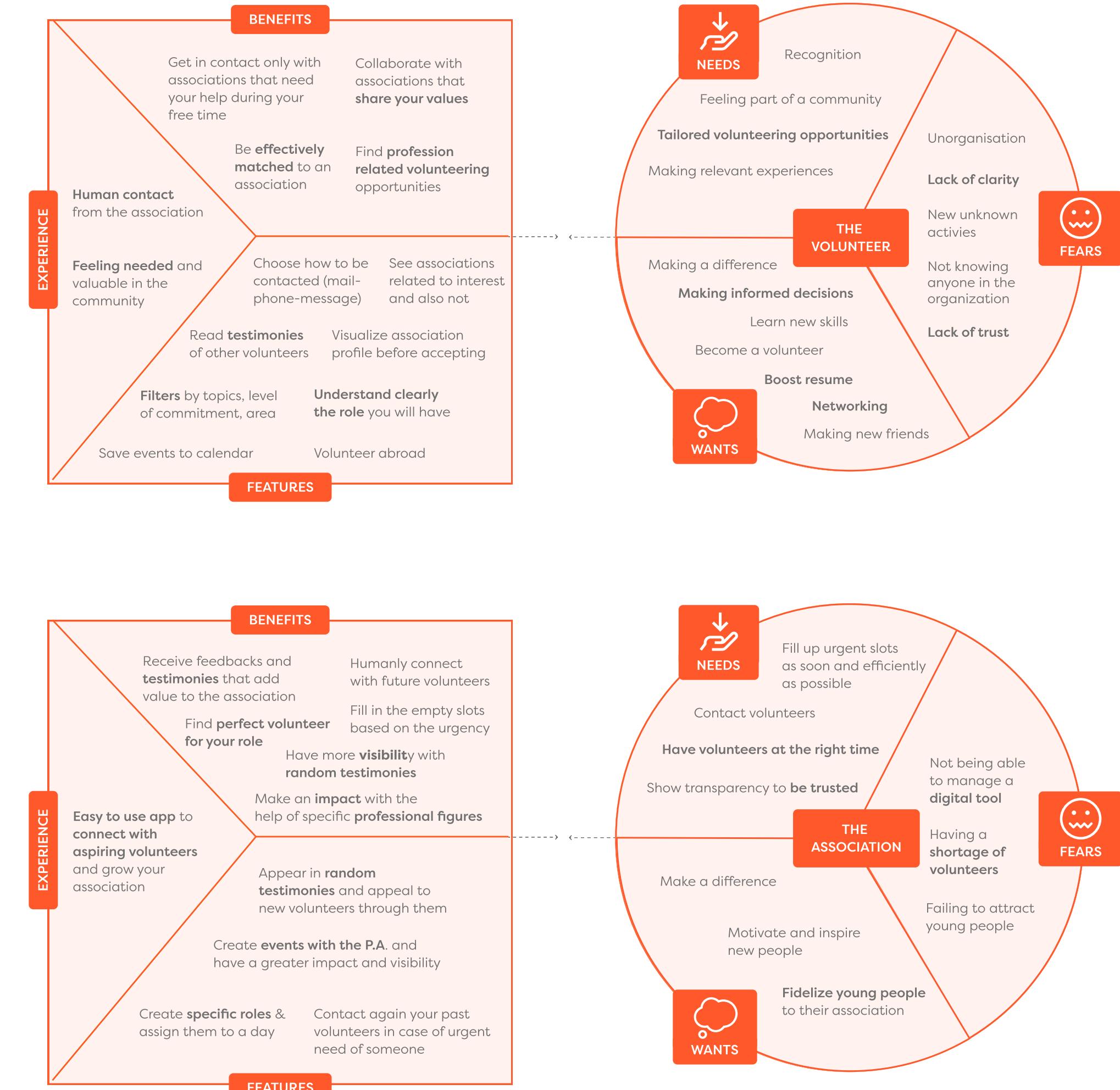
2. Concept definition

All the previously found information was used to create two personas and initiate the brainstorming and ideation process. The final **concept** stood out for its originality: the association would take on an active part of the platform, and human touch and consideration would represent the core elements of the app. To further detail the concept, the **table of features** and the **value proposition canvases** were created.

3. Prototype and tests

After a tree test, the information architecture was formulated, which opened the door to the wireframing phase that led us to the lo-fi prototype. This first prototype was tested and improved to a mid-fi prototype, which again was **tested** (giving 11 tasks to the users) and led to the hi-fi prototype, validated by the concluding improvements indicators.

Value proposition canvases (Volunteer and Association)





Voluntà UX process

1. Research phase

The initial research consisted of primary research, based on interviews and a survey, and **secondary research** based on articles, reports, and studies. The research objective was to know more about the relations between young people and volunteering associations and the pains and gains within their interactions. After that, the **benchmarking** clarified the status quo of the market panorama and highlighted a market void full of opportunities in which Voluntà planted its roots.

2. Concept definition

All the previously found information was used to create two personas and initiate the brainstorming and ideation process. The final **concept** stood out for its originality: the association would take on an active part of the platform, and human touch and consideration would represent the core elements of the app. To further detail the concept, the **table of features** and the **value proposition canvases** were created.

3. Prototype and tests

After a tree test, the information architecture was formulated, which opened the door to the wireframing phase that led us to the lo-fi prototype. This first prototype was tested and improved to a mid-fi prototype, which again was **tested** (giving 11 tasks to the users) and led to the hi-fi prototype, validated by the concluding improvements indicators.

Value proposition canvases (Public Amministration)





Voluntà UX process

1. Research phase

The initial research consisted of primary research, based on interviews and a survey, and **secondary research** based on articles, reports, and studies. The research objective was to know more about the relations between young people and volunteering associations and the pains and gains within their interactions. After that, the **benchmarking** clarified the status quo of the market panorama and highlighted a market void full of opportunities in which Voluntà planted its roots.

2. Concept definition

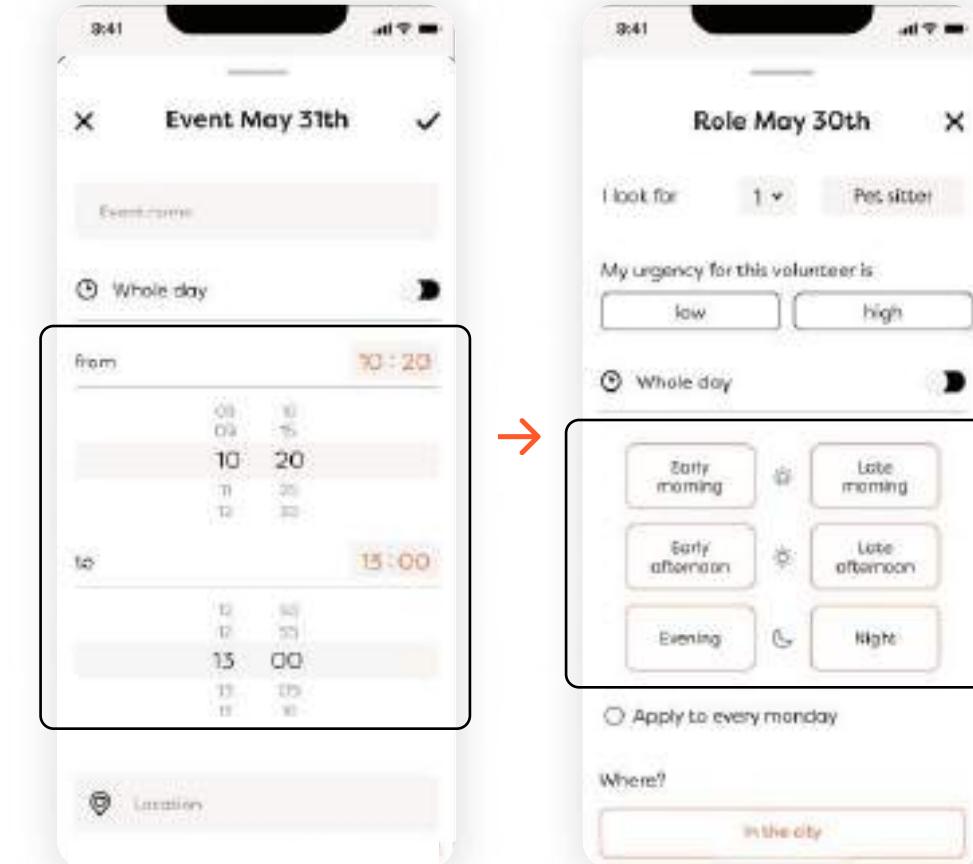
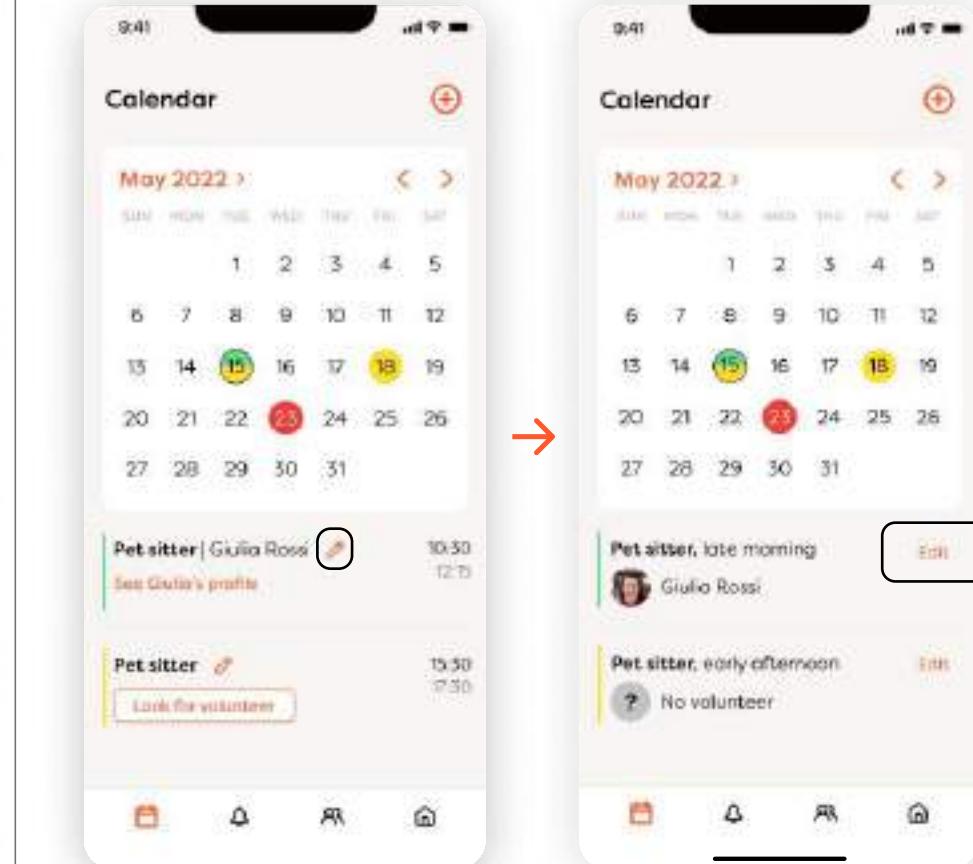
All the previously found information was used to create two personas and initiate the brainstorming and ideation process. The final **concept** stood out for its originality: the association would take on an active part of the platform, and human touch and consideration would represent the core elements of the app. To further detail the concept, the **table of features** and the **value proposition canvases** were created.

3. Prototype and tests

After a tree test, the information architecture was formulated, which opened the door to the wireframing phase that led us to the lo-fi prototype. This first prototype was tested and improved to a mid-fi prototype, which again was **tested** (giving 11 tasks to the users) and led to the hi-fi prototype, validated by the concluding improvements indicators.

Mid-fi prototype improvements from test

TASKS	
Volunteer section	Association section
<p>Task 1: You just received a notification from an association that matches your interests. Click on the invitation and look at his profile.</p> <p>Task 2: Update your availability by entering a new available time slot for the 27th of May.</p> <p>Task 3: You want to know more about the association "il Vecchio Faggio". Look for some testimonies from volunteers who have worked with it.</p> <p>Task 4: You have found an interesting role at the association "il Vecchio Faggio", save it in your favourite associations.</p> <p>Task 5: Lately you have been particularly interested in socio-health care. Add it to your preferences.</p> <p>Task 6: You want to participate to the volunteer event "Less Waste", indicate your presence.</p>	<p>Task 1: You are looking for a volunteer to be a pet sitter on May 30 from 8 a.m. to 2 p.m., create a request.</p> <p>Task 2: Your association is growing and you need new professionals to work with, in fact you need a horse trainer on May 28. Assign a new role on the correct date.</p> <p>Task 3: Some volunteers have left testimonies about their experiences with your association. Open the most recent testimony</p> <p>Task 4: Create an event for May 26, confirm that you will do it in collaboration with the municipality of Milan.</p> <p>Task 5: Change the urgency of May 27th's request for a pet sitter from 3:30 p.m. to 5:30 p.m., now the urgency is no longer medium-low but high.</p>

IMPROVEMENTS EXAMPLES	
<p>Heuristic 5: Error prevention</p>  <p>The strict timetable was replaced so it is easier to match the association availability with the volunteer ones.</p>	<p>Heuristic 7: Flexibility and efficiency of use</p>  <p>The edit icon was replaced with a more straightforward call to action for an older generation of users (association app).</p>



Mediolanum Forum

Redesigning a famous venue website

The Mediolanum Forum is one of the most famous and **largest music venues in Italy and Europe**. Aside from being very well known for its music and sport events, it also **offers a wide variety of athletic activities** in its dedicated spaces.

Despite its popularity and relevance at an international level, its website is not an example of good usability. In the redesigned website, **ergonomics and usability** principles were applied to **integrate and reorganize the information and to simplify the initially intricate flows**.

Process

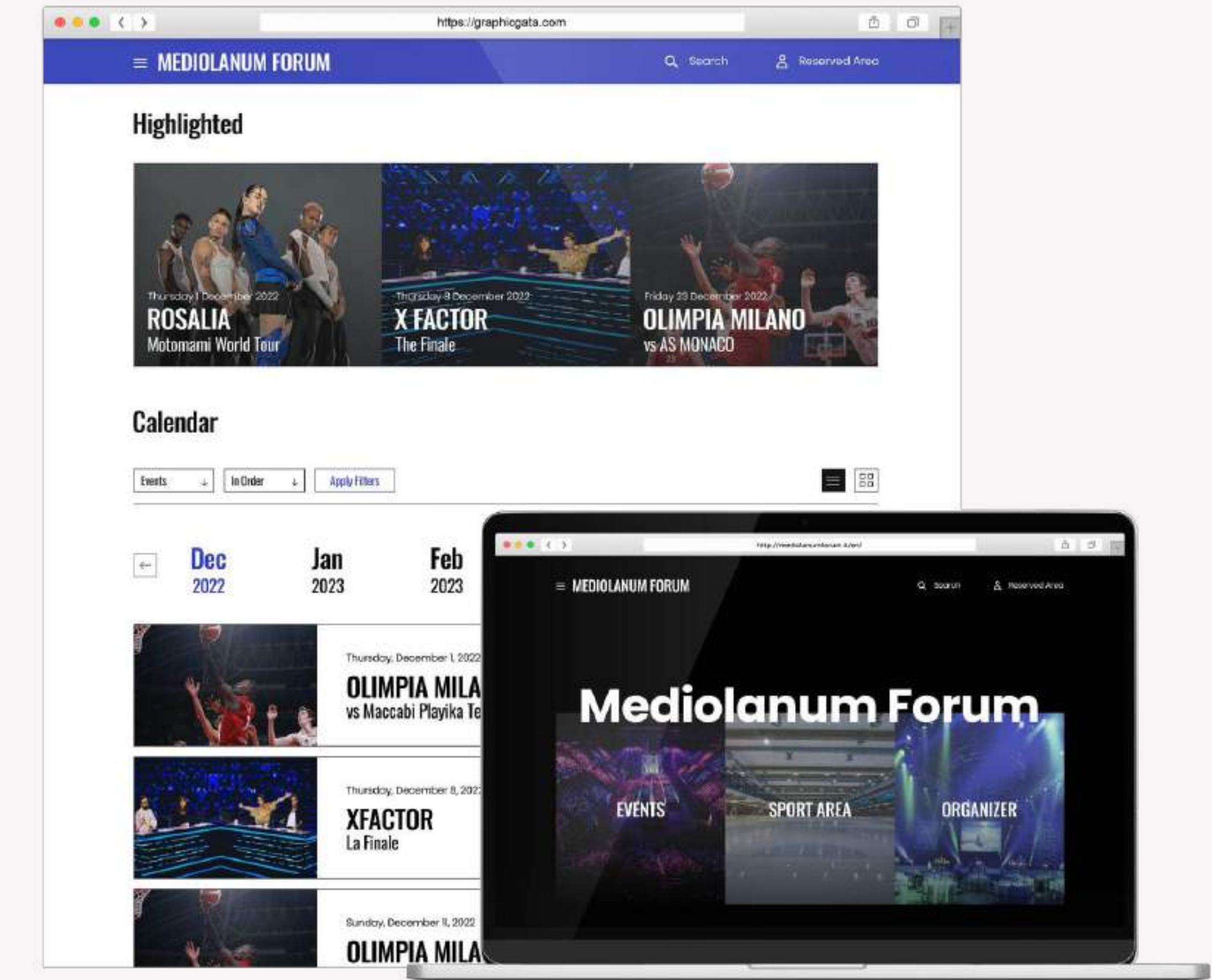
↗ Prototype



MY TASKS

- Heuristic Evaluation
- Benchmarking
- Task Analysis
- Information Architecture
- Wireframing

- Prototyping (events)
- Testing





Mediolanum Forum UX process

1. Analysis and findings

My colleagues and I conducted an expert heuristic evaluation of the Mediolanum Forum website, identifying areas of usability infringement and their severity. Similar websites were also analyzed through benchmarking. To conclude this phase, personas were created along with their respective empathy maps and main tasks to perform. This led to a task analysis of the website's three primary functions.

2. Redesign

Having a clear understanding of the current information architecture was essential for simplifying and organizing better the information, resulting in a new and improved information architecture. With the structure of the website defined, the next step was to design wireframes and prototypes through an iterative process, continuously testing and fine-tuning the details.

3. Results

After the redesign process was complete, it was important to take a step back and assess the success by measuring certain improvement indicators, such as the number of clicks and pages needed to complete each task. By comparing the initial website to the redesign, it's easy to appreciate all the UI improvements.



Mediolanum Forum UX process

1. Analysis and findings

My colleagues and I conducted an expert **heuristic evaluation** of the Mediolanum Forum website, identifying areas of usability infringement and their severity. Similar websites were also analyzed through **benchmarking**. To conclude this phase, personas were created along with their respective empathy maps and main tasks to perform. This led to a **task analysis** of the website's three primary functions.

2. Redesign

Having a clear understanding of the current information architecture was essential for simplifying and organizing better the information, resulting in a new and improved **information architecture**. With the structure of the website defined, the next step was to design wireframes and prototypes through an iterative process, continuously testing and fine-tuning the details.

3. Results

After the redesign process was complete, it was important to take a step back and assess the success by measuring certain **improvement indicators**, such as the number of clicks and pages needed to complete each task. By **comparing** the initial website to the redesign, it's easy to appreciate all the UI improvements.

Heuristic evaluation overview

H1 Visibility of System Status

User's actions ended in **too many different websites** linked to the Forum one. The navigation is constantly interrupted by the opening of new pages and the user loses references to the main one.

SEVERITY

H3 User Control and Freedom

Many buttons **don't seem clickable** and all the websites, linked to the Forum one, don't have a button to turn back to the Forum homepage. Some **information are hidden** and not immediately clear.

SEVERITY

H7 Flexibility and Efficiency of Use

There are long pages full of information **without a hierarchical visual division** and a **lack of research filters** (i.e. on the events calendar).

SEVERITY

H8 Aesthetic and Minimalist Design

The design of the webpage is not visually appealing and in some sections there is a **redundancy** of information. There are also **problems of readability**.

SEVERITY

H7 Help and Documentation

It's **not immediately clear** what kind of **services** are provided and there is a lack of information regarding the sport offering.

SEVERITY



Mediolanum Forum UX process

1. Analysis and findings

My colleagues and I conducted an expert [heuristic evaluation](#) of the Mediolanum Forum website, identifying areas of usability infringement and their severity. Similar websites were also analyzed through [benchmarking](#). To conclude this phase, personas were created along with their respective empathy maps and main tasks to perform. This led to a [task analysis](#) of the website's three primary functions.

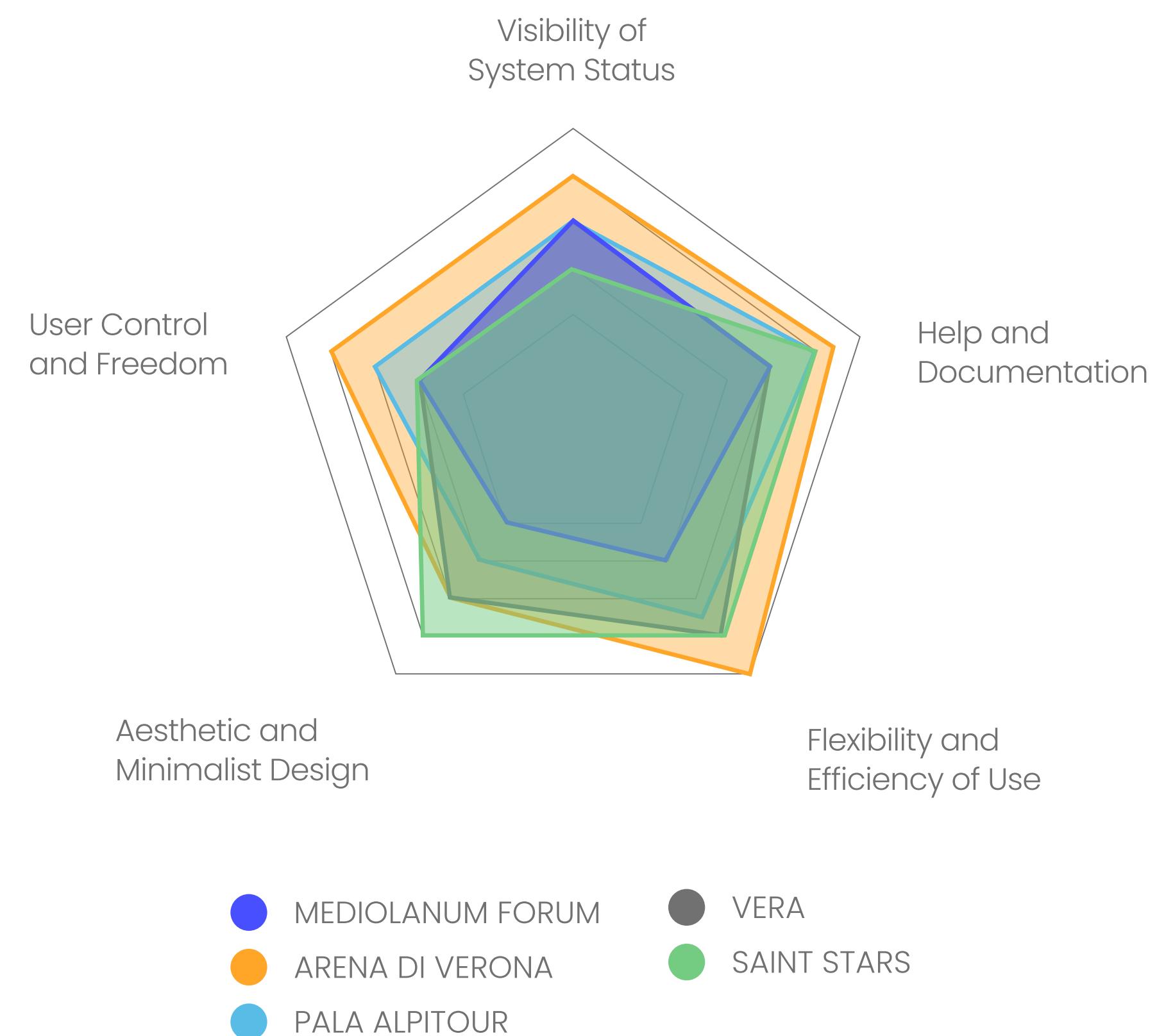
2. Redesign

Having a clear understanding of the current information architecture was essential for simplifying and organizing better the information, resulting in a new and improved [information architecture](#). With the structure of the website defined, the next step was to design wireframes and prototypes through an iterative process, continuously testing and fine-tuning the details.

3. Results

After the redesign process was complete, it was important to take a step back and assess the success by measuring certain [improvement indicators](#), such as the number of clicks and pages needed to complete each task. By [comparing](#) the initial website to the redesign, it's easy to appreciate all the UI improvements.

Benchmarking overview





Mediolanum Forum UX process

1. Analysis and findings

My colleagues and I conducted an expert **heuristic evaluation** of the Mediolanum Forum website, identifying areas of usability infringement and their severity. Similar websites were also analyzed through **benchmarking**. To conclude this phase, personas were created along with their respective empathy maps and main tasks to perform. This led to a **task analysis** of the website's three primary functions.

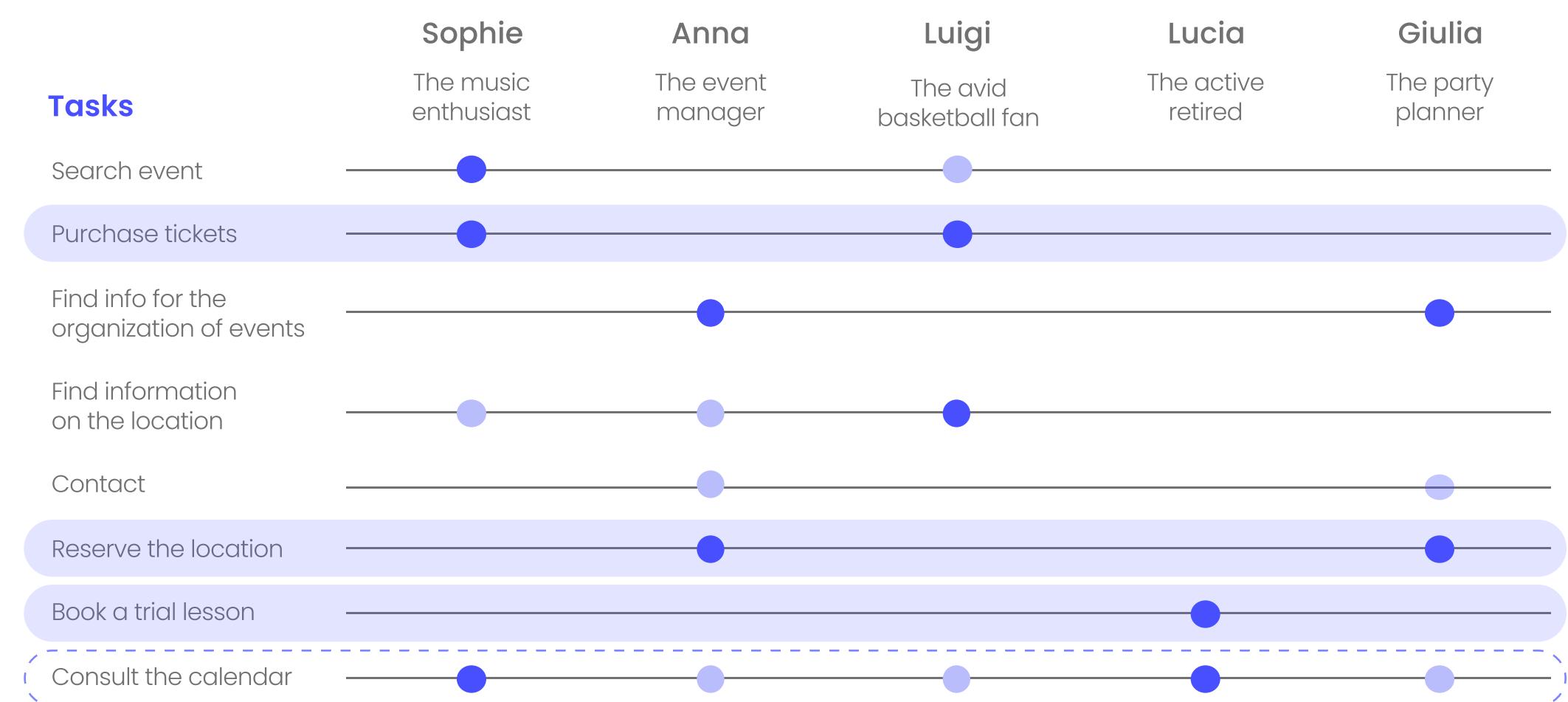
2. Redesign

Having a clear understanding of the current information architecture was essential for simplifying and organizing better the information, resulting in a new and improved **information architecture**. With the structure of the website defined, the next step was to design wireframes and prototypes through an iterative process, continuously testing and fine-tuning the details.

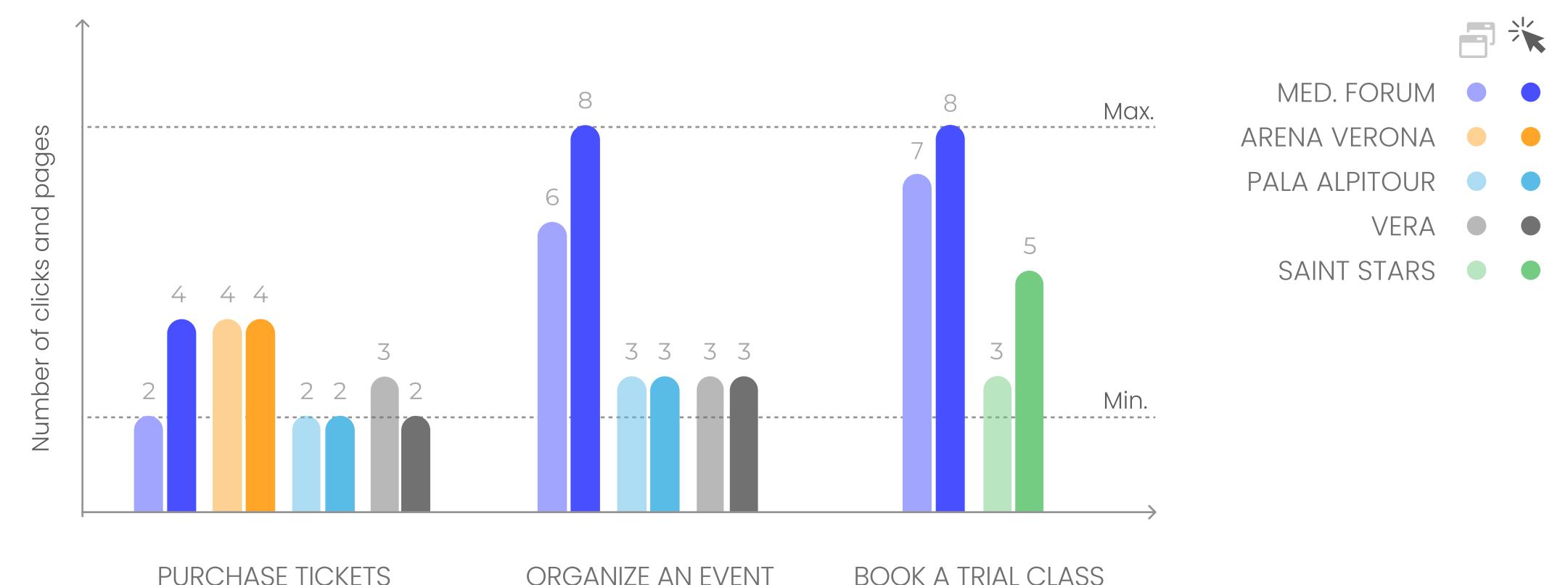
3. Results

After the redesign process was complete, it was important to take a step back and assess the success by measuring certain **improvement indicators**, such as the number of clicks and pages needed to complete each task. By **comparing** the initial website to the redesign, it's easy to appreciate all the UI improvements.

Task matrix (based on personas)



Task analysis overview





Mediolanum Forum UX process

1. Analysis and findings

My colleagues and I conducted an expert **heuristic evaluation** of the Mediolanum Forum website, identifying areas of usability infringement and their severity. Similar websites were also analyzed through **benchmarking**. To conclude this phase, personas were created along with their respective empathy maps and main tasks to perform. This led to a **task analysis** of the website's three primary functions.

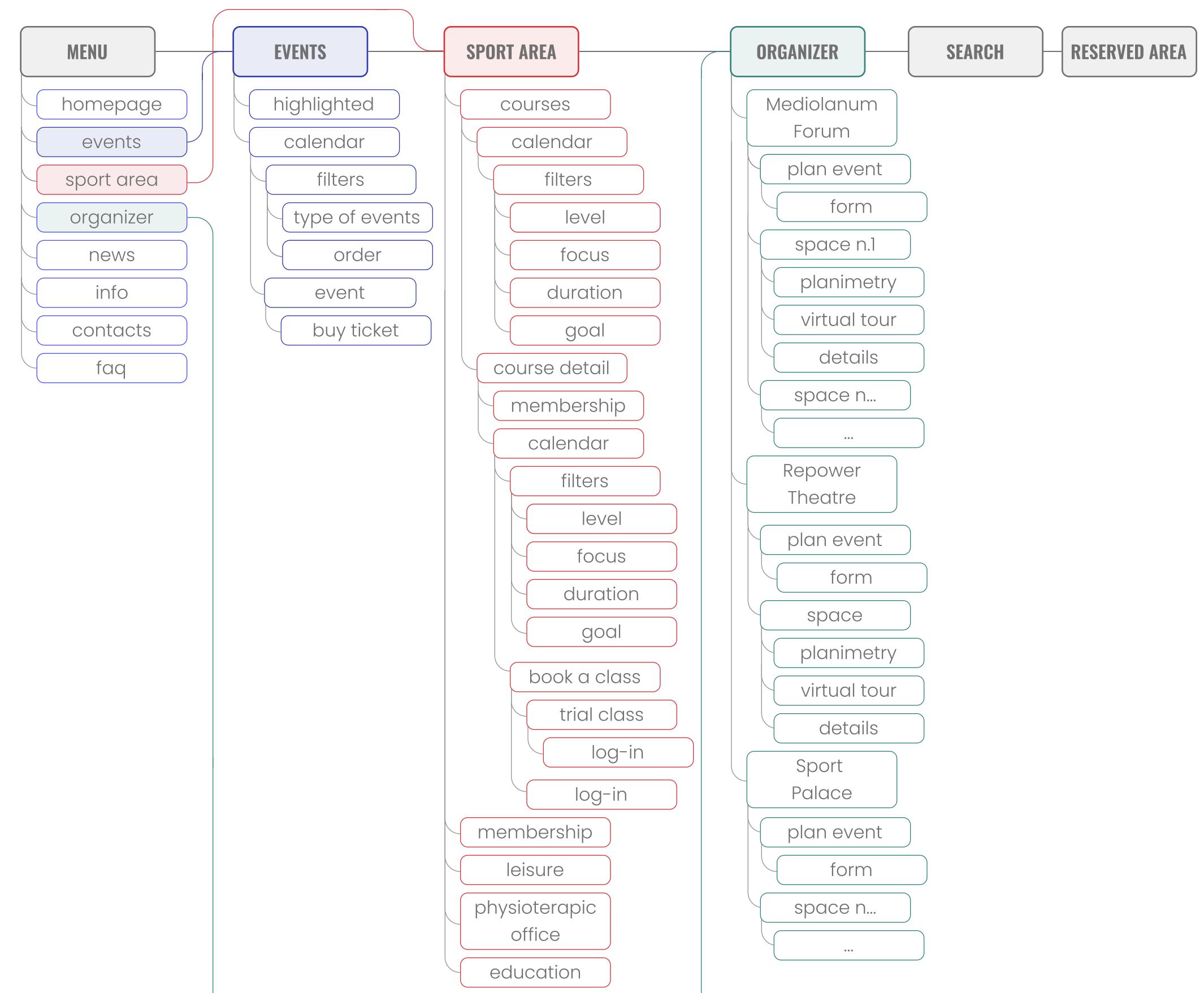
2. Redesign

Having a clear understanding of the current information architecture was essential for simplifying and organizing better the information, resulting in a new and improved **information architecture**. With the structure of the website defined, the next step was to design wireframes and prototypes through an iterative process, continuously testing and fine-tuning the details.

3. Results

After the redesign process was complete, it was important to take a step back and assess the success by measuring certain **improvement indicators**, such as the number of clicks and pages needed to complete each task. By **comparing** the initial website to the redesign, it's easy to appreciate all the UI improvements.

Information Architecture





Mediolanum Forum UX process

1. Analysis and findings

My colleagues and I conducted an expert [heuristic evaluation](#) of the Mediolanum Forum website, identifying areas of usability infringement and their severity. Similar websites were also analyzed through [benchmarking](#). To conclude this phase, personas were created along with their respective empathy maps and main tasks to perform. This led to a [task analysis](#) of the website's three primary functions.

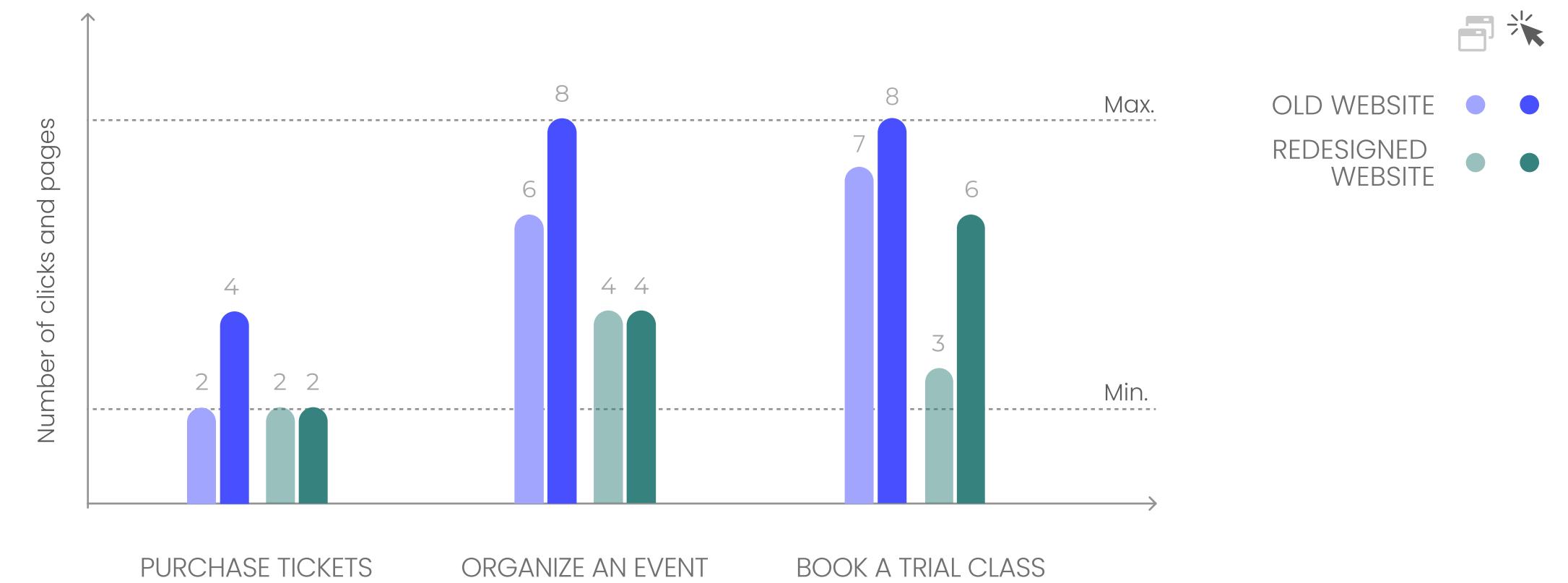
2. Redesign

Having a clear understanding of the current information architecture was essential for simplifying and organizing better the information, resulting in a new and improved [information architecture](#). With the structure of the website defined, the next step was to design wireframes and prototypes through an iterative process, continuously testing and fine-tuning the details.

3. Results

After the redesign process was complete, it was important to take a step back and assess the success by measuring certain [improvement indicators](#), such as the number of clicks and pages needed to complete each task. By [comparing](#) the initial website to the redesign, it's easy to appreciate all the UI improvements.

Improvement indicators per task





Mediolanum Forum UX process

1. Analysis and findings

My colleagues and I conducted an expert [heuristic evaluation](#) of the Mediolanum Forum website, identifying areas of usability infringement and their severity. Similar websites were also analyzed through [benchmarking](#). To conclude this phase, personas were created along with their respective empathy maps and main tasks to perform. This led to a [task analysis](#) of the website's three primary functions.

2. Redesign

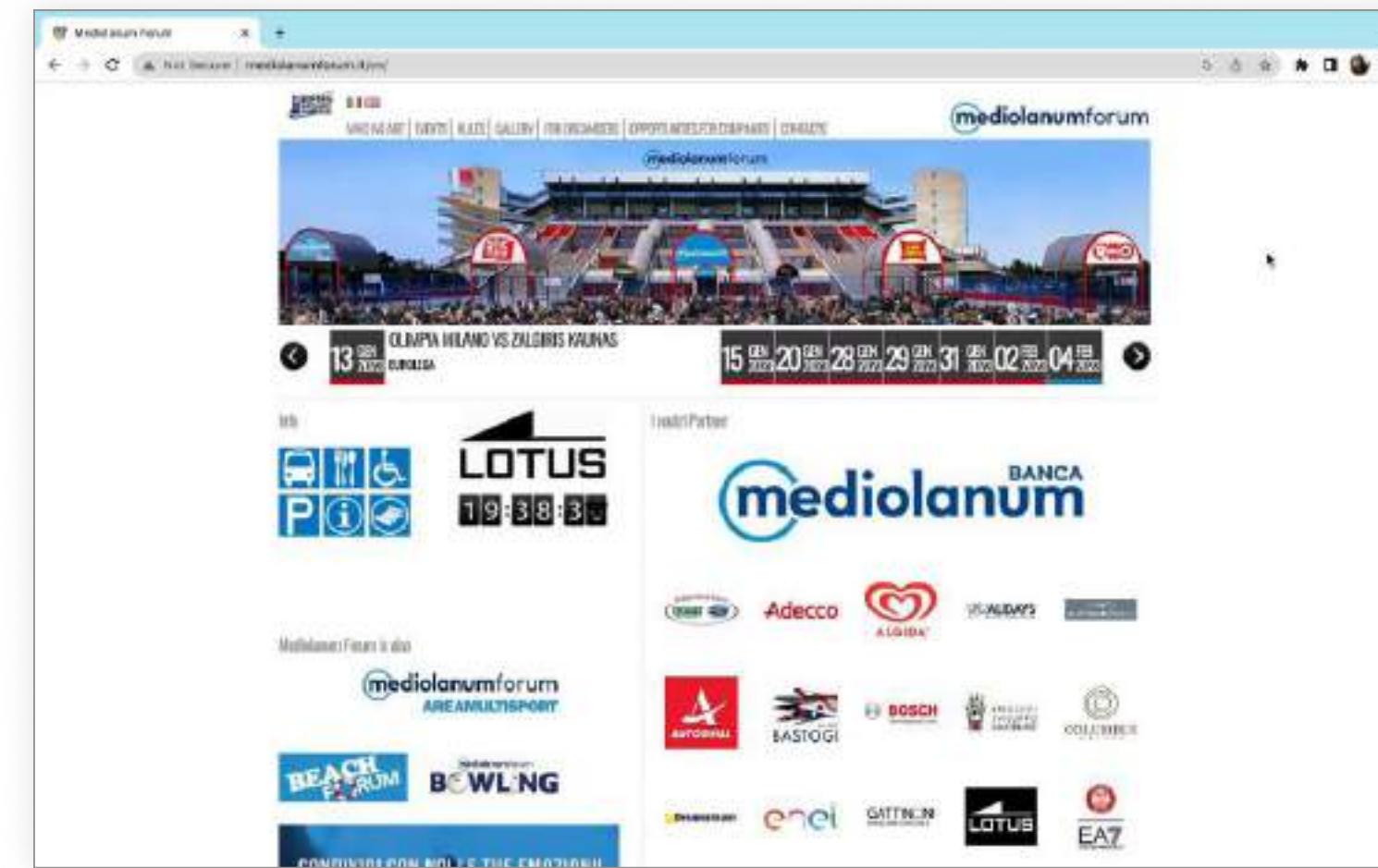
Having a clear understanding of the current information architecture was essential for simplifying and organizing better the information, resulting in a new and improved [information architecture](#). With the structure of the website defined, the next step was to design wireframes and prototypes through an iterative process, continuously testing and fine-tuning the details.

3. Results

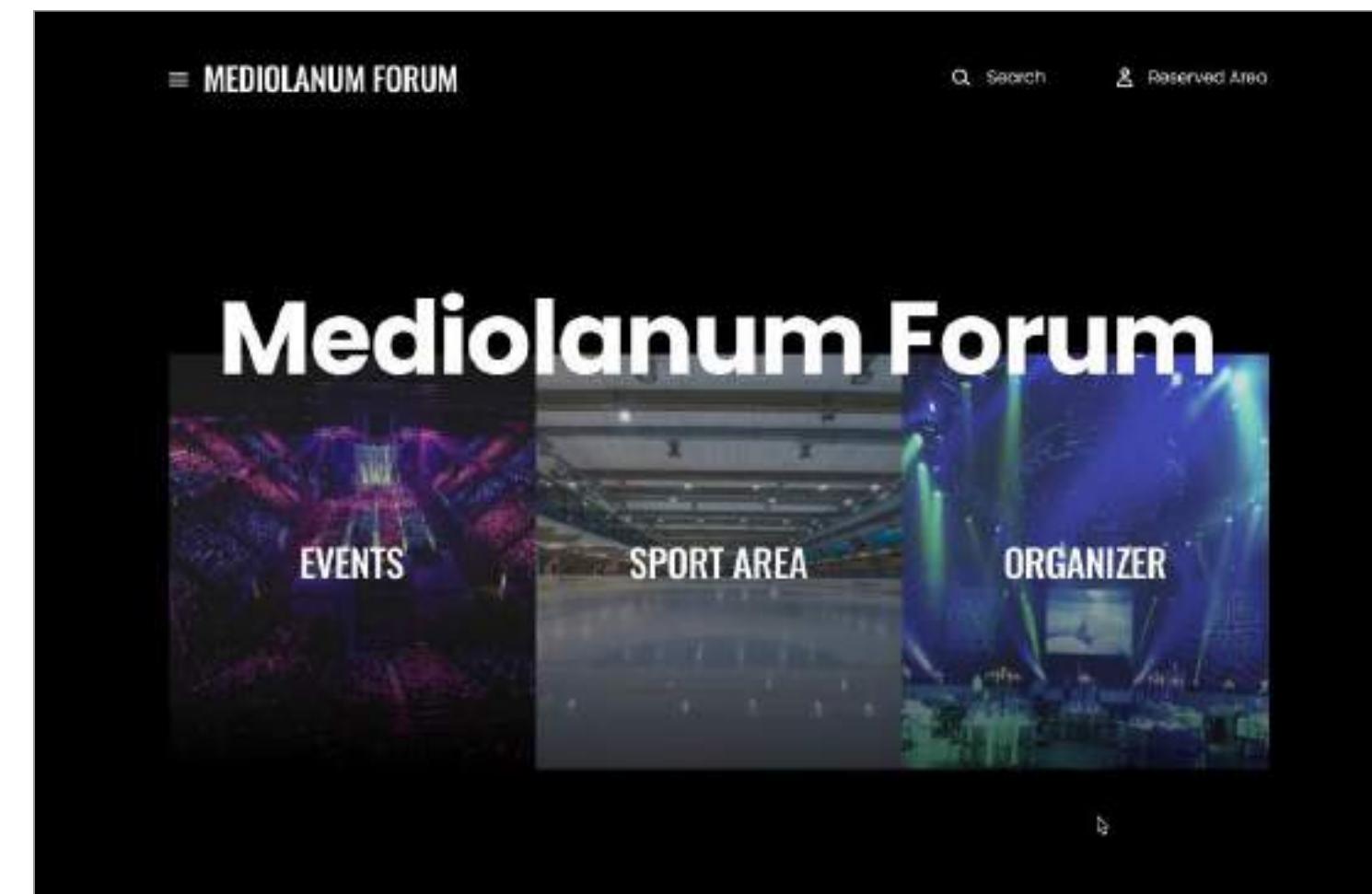
After the redesign process was complete, it was important to take a step back and assess the success by measuring certain [improvement indicators](#), such as the number of clicks and pages needed to complete each task. By [comparing](#) the initial website to the redesign, it's easy to appreciate all the UI improvements.

Comparison before / after, events section

BEFORE



AFTER





VR Biofeedback Training

Maximising shooting athletes trainings

The project aimed to develop a cost-effective, man-machine digital interface to **improve shooting athletes' trainings**. VR trainings are not new for the armed forces, and that knowledge can open new frontiers for shooting athletes, especially if **combined with biofeedback**. In this context, a virtual reality application was developed, integrating values of the electrodermal activity of shooters via a sensor.

Process

Video



MY TASKS

- Literature research
- Concept definition
- Information architecture
- Wireframes
- Unity development
- Bug fixing
- Bitalino implementation
- Testing





VR Pistol Training UX process

1. Research phase

During the research, we discovered that:

- Success in shooting sports is tightly related to fine motor control: extreme mental concentration and precision are crucial. Huge setbacks are tension and anxiety.
- Dry shooting (shooting a firearm without ammunition) is an excellent exercise to perform outside the gym.

These findings shed light on the potential of VR technology (add the bullet hit point to dry shooting) combined to **biofeedback** (raise the athletes' awareness about their anxiety/concentration levels).

2. Concept definition

The accumulated knowledge represented a solid base to define the **concept** and the main goals of the application. After that, more research helped with the **specifications** and the delineation of the **information architecture**.

3. Application development

Once the structure was ready, it was time to start the actual development on Unity. This entailed: usage of 3D models, management and creation of **C# scripts** and constant first-hand testing through the Oculus Meta Quest 2 and the Bitalino board to check for bugs.



VR Pistol Training UX process

1. Research phase

During the research, we discovered that:

- Success in shooting sports is tightly related to fine motor control: extreme mental concentration and precision are crucial. Huge setbacks are tension and anxiety.
- Dry shooting (shooting a firearm without ammunition) is an excellent exercise to perform outside the gym.

These findings shed light on the potential of VR technology (add the bullet hit point to dry shooting) combined to **biofeedback** (raise the athletes' awareness about their anxiety/concentration levels).

2. Concept definition

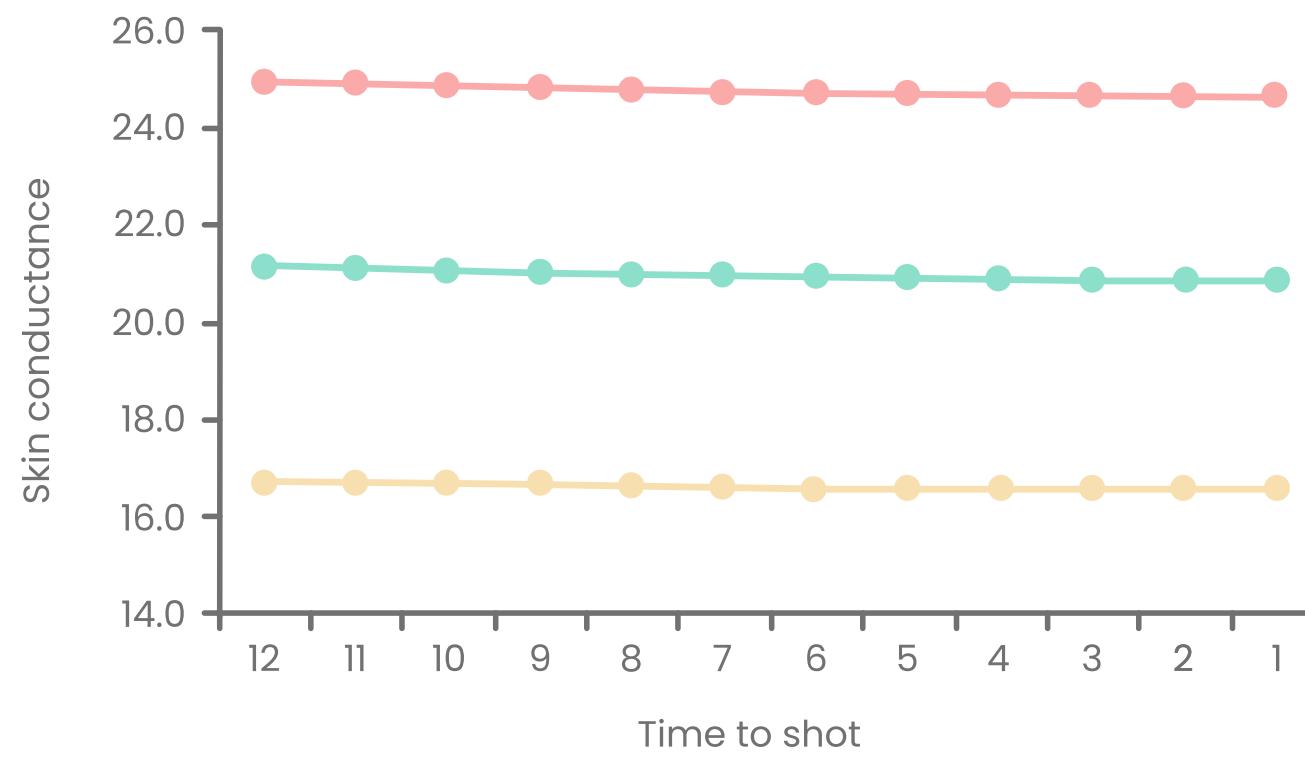
The accumulated knowledge represented a solid base to define the **concept** and the main goals of the application. After that, more research helped with the **specifications** and the delineation of the **information architecture**.

3. Application development

Once the structure was ready, it was time to start the actual development on Unity. This entailed: usage of 3D models, management and creation of **C# scripts** and constant first-hand testing through the Oculus Meta Quest 2 and the Bitalino board to check for bugs.

Biofeedback for shooting athletes (Skin conductance level)

From the literature...



- Poor (Above)
- Optimal
- Poor (Below)

"Training based on the feedback of parameters can provide insights about attributes that the shooter wasn't aware of or couldn't easily detect. Such training could provide greater **self-awareness and lead to peak performance.**"

To the final application

Skin Conductance ≤ 17 (Too Unfocused)

TIP
Imagine lifting your firearm and focusing on the target. Feel the firearm in your hand, focus on the sights.

TIP
Positive self talk can heighten your attentiveness and wakefulness. Try reminding yourself of your qualities.

TIP
Imagine getting the perfect desired score, how it felt and the adulation of your coach.

Skin Conductance ≥ 25 (Too Stressed)

TIP
Progressive Muscle Relaxation (tensing and relaxing specific muscle groups) will improve the control on your body.

TIP
Include meditation in your daily routine to make it easier to bring back mind and body to their equilibrium.

TIP
Use the relaxation technique of slow breathing, prepare the mind gently for the exercise.



VR Pistol Training UX process

1. Research phase

During the research, we discovered that:

- Success in shooting sports is tightly related to fine motor control: extreme mental concentration and precision are crucial. Huge setbacks are tension and anxiety.
- Dry shooting (shooting a firearm without ammunition) is an excellent exercise to perform outside the gym.

These findings shed light on the potential of VR technology (add the bullet hit point to dry shooting) combined to **biofeedback** (raise the athletes' awareness about their anxiety/concentration levels).

2. Concept definition

The accumulated knowledge represented a solid base to define the **concept** and the main goals of the application. After that, more research helped with the **specifications** and the delineation of the **information architecture**.

3. Application development

Once the structure was ready, it was time to start the actual development on Unity. This entailed: usage of 3D models, management and creation of **C# scripts** and constant first-hand testing through the Oculus Meta Quest 2 and the Bitalino board to check for bugs.

Concept and main goals

A **VR application** for shooting athletes' trainings which shows athletes' **physiological parameters** in order to make them aware of their stress / concentration levels and that enables them to **take control**.

GOAL N.1

Create a parallel and **complementary training** to the already existing ones for shooting athletes.

GOAL N.2

Provide a **cross-training** tactic to shooting athletes that already know the fundamentals of shooting.



VR Pistol Training UX process

1. Research phase

During the research, we discovered that:

- Success in shooting sports is tightly related to fine motor control: extreme mental concentration and precision are crucial. Huge setbacks are tension and anxiety.
- Dry shooting (shooting a firearm without ammunition) is an excellent exercise to perform outside the gym.

These findings shed light on the potential of VR technology (add the bullet hit point to dry shooting) combined to **biofeedback** (raise the athletes' awareness about their anxiety/concentration levels).

2. Concept definition

The accumulated knowledge represented a solid base to define the **concept** and the main goals of the application. After that, more research helped with the **specifications** and the delineation of the **information architecture**.

3. Application development

Once the structure was ready, it was time to start the actual development on Unity. This entailed: usage of 3D models, management and creation of **C# scripts** and constant first-hand testing through the Oculus Meta Quest 2 and the Bitalino board to check for bugs.

Specifications

From the literature...

To elicit physical reaction and introduce **competitive anxiety** and pressure in VR sports training is important that:

- 1 A central goal is involved
- 2 The situation requires the display of an attribute or skill that the athlete values.
- 3 The attribute or skill is evaluated by others.

To the final application

How the principles were translated:

- 1 Specific task proposed by each exercise and the possible transition to the next level.
- 2 Similarity of exercises with the ones in usual training sessions.
- 3 Evaluation for score and physical condition (good / bad EDA levels).



VR Pistol Training UX process

1. Research phase

During the research, we discovered that:

- Success in shooting sports is tightly related to fine motor control: extreme mental concentration and precision are crucial. Huge setbacks are tension and anxiety.
- Dry shooting (shooting a firearm without ammunition) is an excellent exercise to perform outside the gym.

These findings shed light on the potential of VR technology (add the bullet hit point to dry shooting) combined to **biofeedback** (raise the athletes' awareness about their anxiety/concentration levels).

2. Concept definition

The accumulated knowledge represented a solid base to define the **concept** and the main goals of the application. After that, more research helped with the **specifications** and the delineation of the **information architecture**.

3. Application development

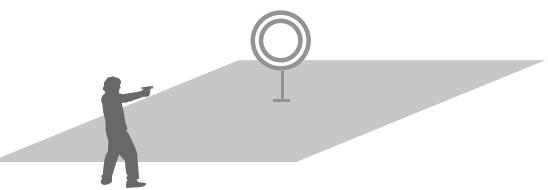
Once the structure was ready, it was time to start the actual development on Unity. This entailed: usage of 3D models, management and creation of **C# scripts** and constant first-hand testing through the Oculus Meta Quest 2 and the Bitalino board to check for bugs.

Information architecture

EXERCISE 1: PRECISION TRAINING

rules: a different target for each level, 5 shots

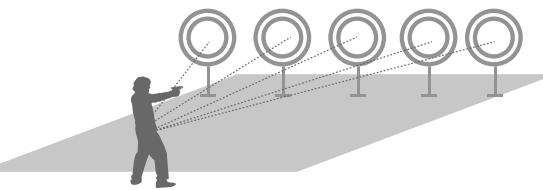
Instructions: Try to shoot in the same area for each shot, the shootable area reduces every time



EXERCISE 2: ANGLES AND TIME

rules: 5 targets, 5 shots, 3 sets decreasing time

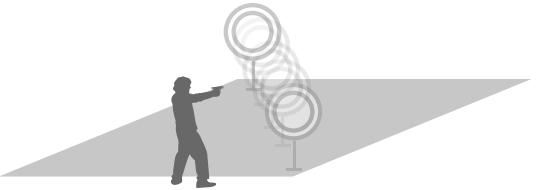
Instructions: Try to shoot in the valid area of 5 different target, decreasing the time



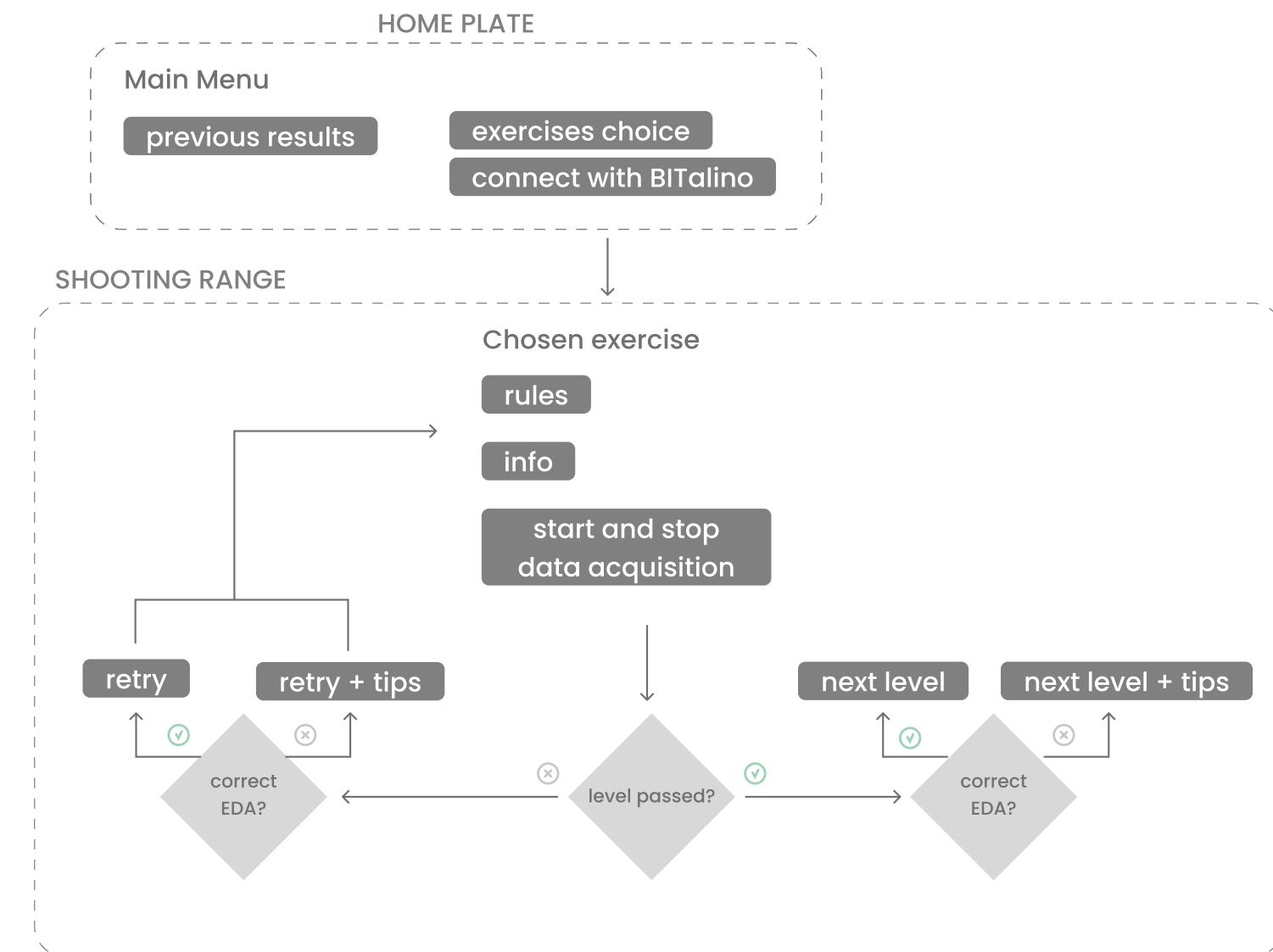
EXERCISE 3: COORDINATION

name: diagonal motion
rules: 1 target, 1 shot, 3 increasing speed

Instructions: Try to hit the target which moves diagonal at an increasing speed



UI flowchart





VR Pistol Training UX process

1. Research phase

During the research, we discovered that:

- Success in shooting sports is tightly related to fine motor control: extreme mental concentration and precision are crucial. Huge setbacks are tension and anxiety.
- Dry shooting (shooting a firearm without ammunition) is an excellent exercise to perform outside the gym.

These findings shed light on the potential of VR technology (add the bullet hit point to dry shooting) combined to **biofeedback** (raise the athletes' awareness about their anxiety/concentration levels).

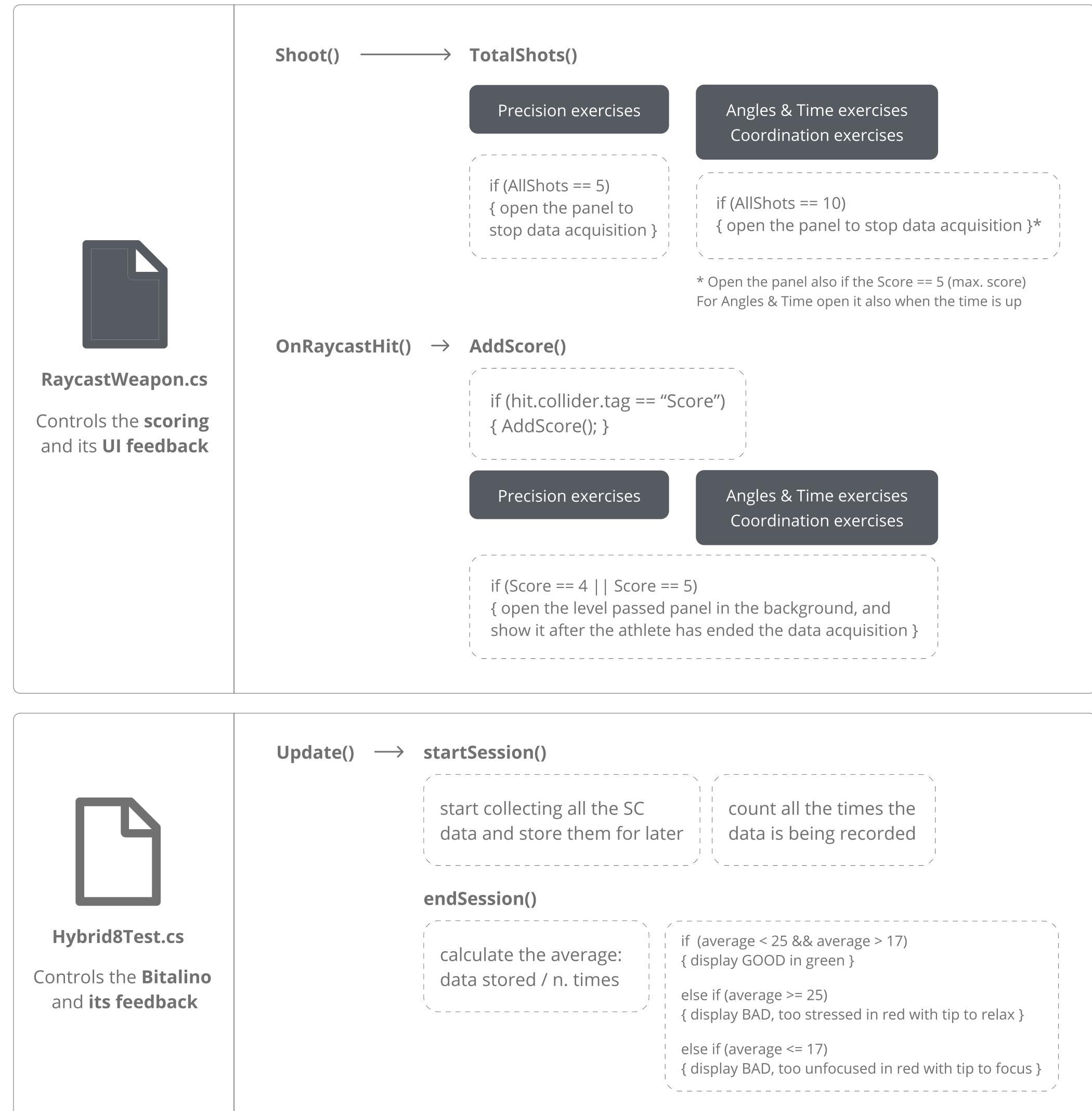
2. Concept definition

The accumulated knowledge represented a solid base to define the **concept** and the main goals of the application. After that, more research helped with the **specifications** and the delineation of the **information architecture**

3. Application development

Once the structure was ready, it was time to start the actual development on Unity. This entailed: usage of 3D models, management and creation of **C# scripts** and constant first-hand testing through the Oculus Meta Quest 2 and the Bitalino board to check for bugs.

Scripts samples (behind the scenes)





Enjoy

Redesigning a car sharing experience

Enjoy is a very well-known Italian **car-sharing service** that provides cars to rent all around the major Italian cities. Despite its popularity, its ratings are not the best. This project aimed to **understand the issues** of the system by listening to the users and **design a smoother and an overall more enjoyable experience** for them by targeting specifically the most problematic aspects of the app based on user insights.

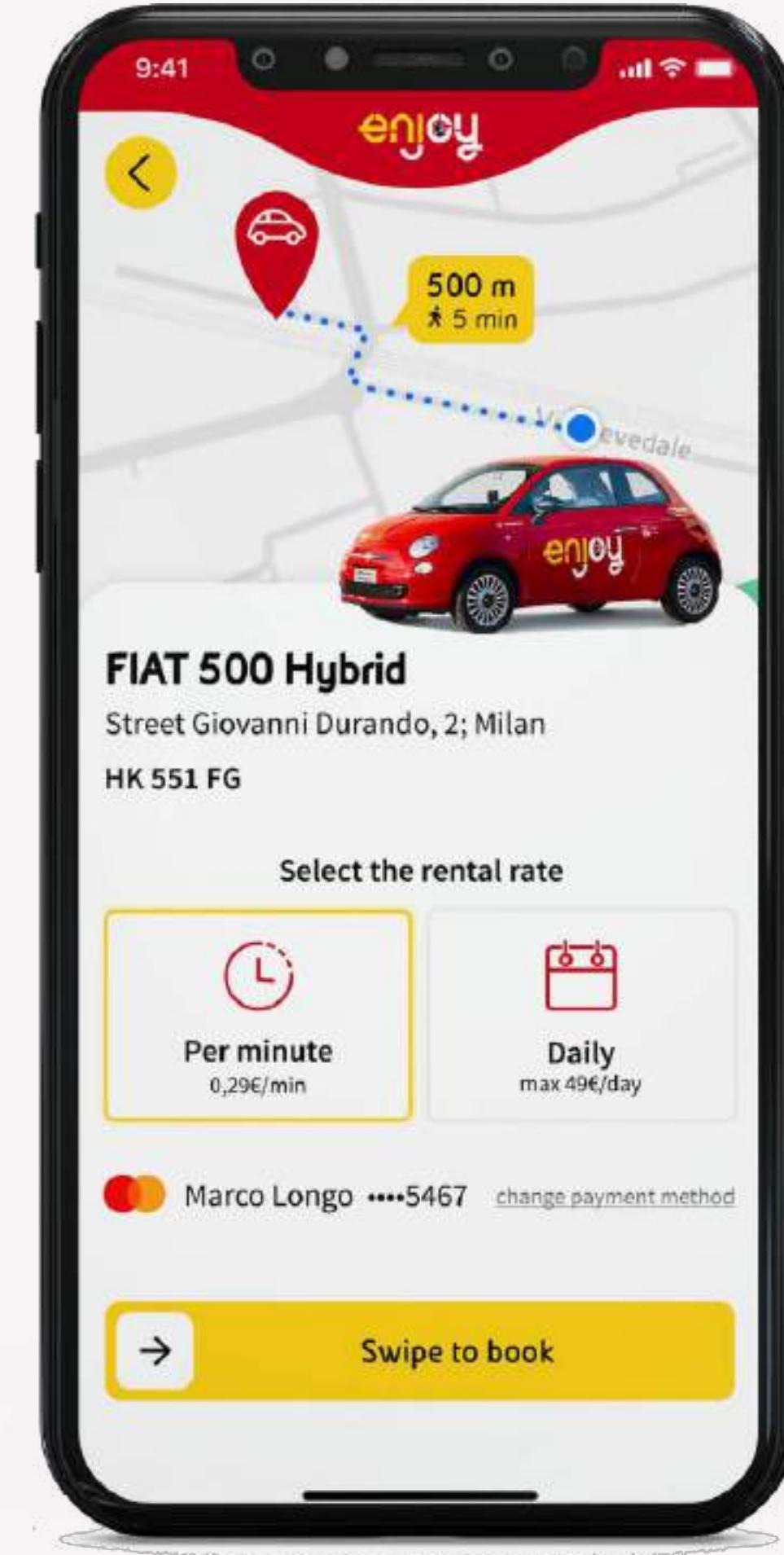
Process

↗ Prototype



MY TASKS

- Heuristic evaluation
- Moderated usability test with 2 users
- Data triangulation
- Insights extrapolation
- Redesign requirements
- Information architecture
- App features selection
- Retrospective reflection





Enjoy UX process

1. Research and findings

When evaluating the current Enjoy app, my colleagues and I carried out an expert heuristic evaluation, followed by a moderated usability test, to observe how the users completed a set of carefully chosen tasks. The [collected data](#) was cleaned, organized, and clusterized in order to map it and extrapolate the main insights. Based on them, I formulated the [redesign requirements](#) to follow in the following stage of the project.

2. Prototyping and testing

After a closed card sorting and a Tree Test paved the path to an improved [information architecture](#), a lo-fi prototype was designed. Through iterative user testing (moderated and [heatmap testing](#)), the [design system](#) was polished and small changes led to the final prototype version.

3. Results and retrospective

With the initial redesign requirements, we made a [comparison](#) between the old and new version of the app, in which it is evident that the new one addresses and solves many of the initial issues. Speaking of [KPIs](#), the average completion time per task decreased by 66%, and the success rate raised to 100% from the original 85%.



Enjoy UX process

1. Research and findings

When evaluating the current Enjoy app, my colleagues and I carried out an expert heuristic evaluation, followed by a moderated usability test, to observe how the users completed a set of carefully chosen tasks. The **collected data** was cleaned, organized, and clusterized in order to map it and extrapolate the main insights. Based on them, I formulated the **redesign requirements** to follow in the following stage of the project.

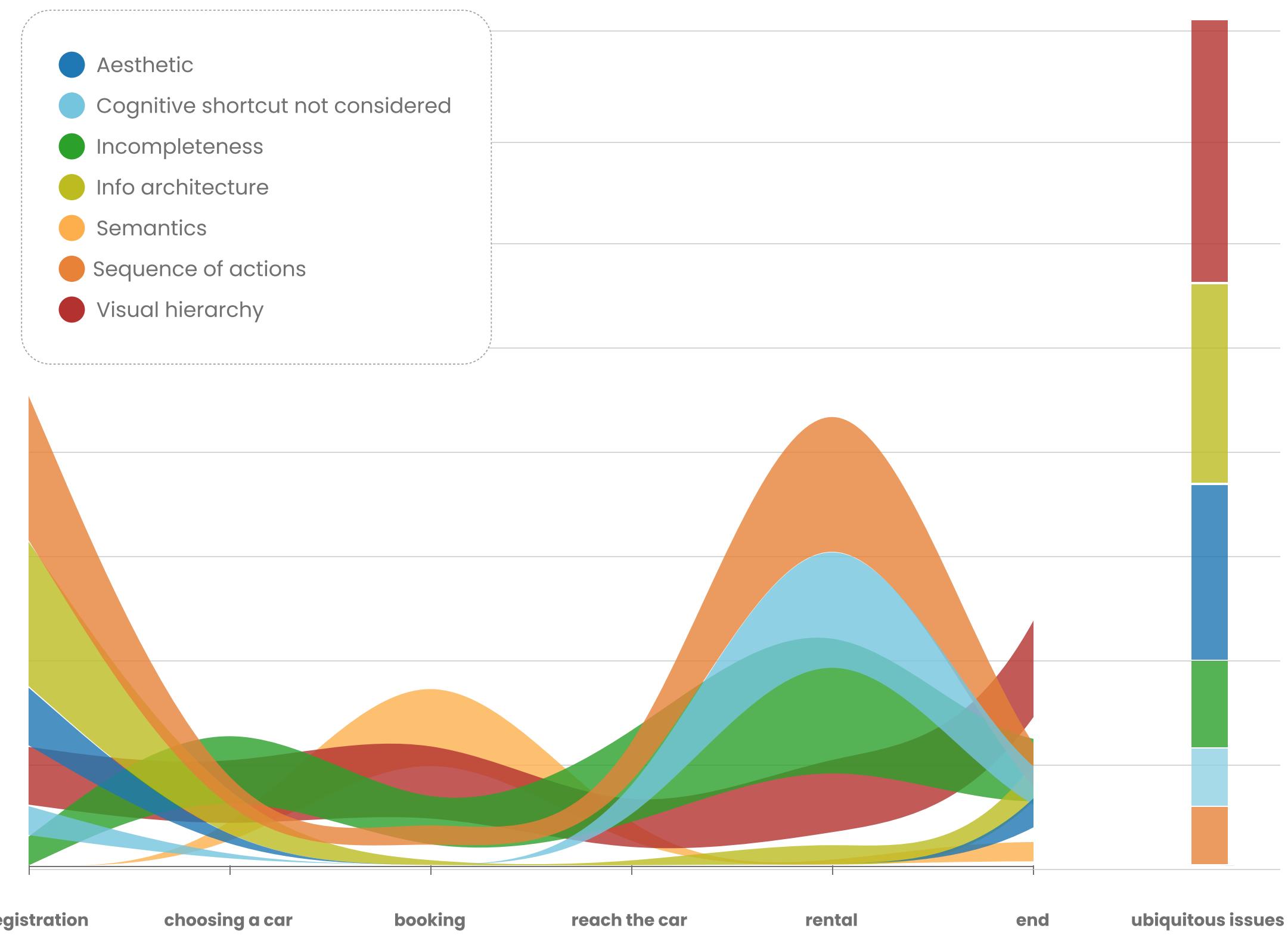
2. Prototyping and testing

After a closed card sorting and a Tree Test paved the path to an improved **information architecture**, a lo-fi prototype was designed. Through iterative user testing (moderated and **heatmap testing**), the **design system** was polished and small changes led to the final prototype version.

3. Results and retrospective

With the initial redesign requirements, we made a **comparison** between the old and new version of the app, in which it is evident that the new one addresses and solves many of the initial issues. Speaking of **KPIs**, the average completion time per task decreased by 66%, and the success rate raised to 100% from the original 85%.

Data clustering



This graph recollects the data from the heuristic evaluation and the usability testing and displays how different classes of issues are to be found along the user journey of the Enjoy app.



Enjoy UX process

1. Research and findings

When evaluating the current Enjoy app, my colleagues and I carried out an expert heuristic evaluation, followed by a moderated usability test, to observe how the users completed a set of carefully chosen tasks. The **collected data** was cleaned, organized, and clusterized in order to map it and extrapolate the main insights. Based on them, I formulated the **redesign requirements** to follow in the following stage of the project.

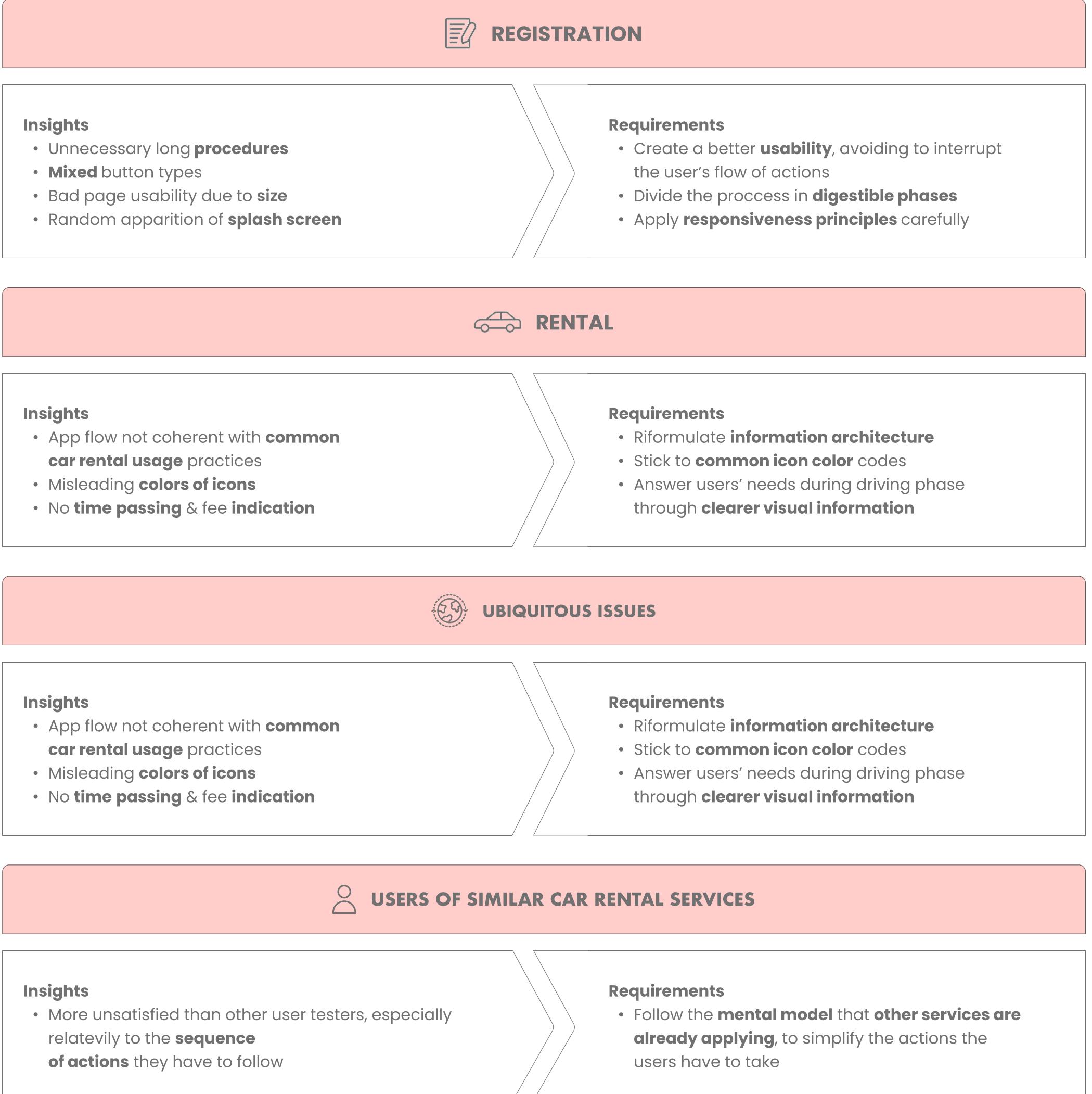
2. Prototyping and testing

After a closed card sorting and a Tree Test paved the path to an improved **information architecture**, a lo-fi prototype was designed. Through iterative user testing (moderated and **heatmap testing**), the **design system** was polished and small changes led to the final prototype version.

3. Results and retrospective

With the initial redesign requirements, we made a **comparison** between the old and new version of the app, in which it is evident that the new one addresses and solves many of the initial issues. Speaking of **KPIs**, the average completion time per task decreased by 66%, and the success rate raised to 100% from the original 85%.

Requirements for redesign





Enjoy UX process

1. Research and findings

When evaluating the current Enjoy app, my colleagues and I carried out an expert heuristic evaluation, followed by a moderated usability test, to observe how the users completed a set of carefully chosen tasks. The **collected data** was cleaned, organized, and clusterized in order to map it and extrapolate the main insights. Based on them, I formulated the **redesign requirements** to follow in the following stage of the project.

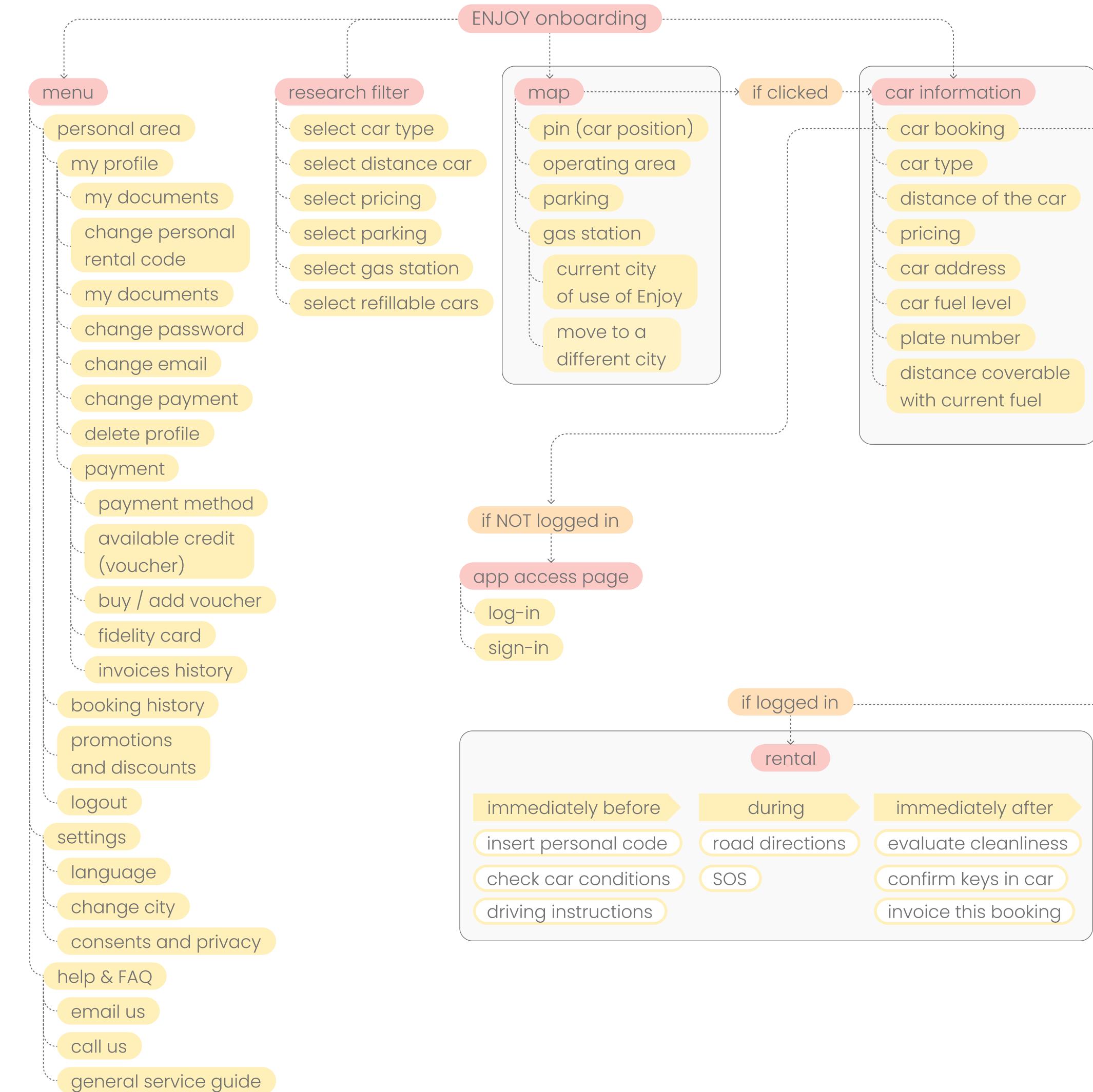
2. Prototyping and testing

After a closed card sorting and a Tree Test paved the path to an improved **information architecture**, a lo-fi prototype was designed. Through iterative user testing (moderated and **heatmap testing**), the **design system** was polished and small changes led to the final prototype version.

3. Results and retrospective

With the initial redesign requirements, we made a **comparison** between the old and new version of the app, in which it is evident that the new one addresses and solves many of the initial issues. Speaking of **KPIs**, the average completion time per task decreased by 66%, and the success rate raised to 100% from the original 85%.

Information architecture





Enjoy UX process

1. Research and findings

When evaluating the current Enjoy app, my colleagues and I carried out an expert heuristic evaluation, followed by a moderated usability test, to observe how the users completed a set of carefully chosen tasks. The **collected data** was cleaned, organized, and clusterized in order to map it and extrapolate the main insights. Based on them, I formulated the **redesign requirements** to follow in the following stage of the project.

2. Prototyping and testing

After a closed card sorting and a Tree Test paved the path to an improved **information architecture**, a lo-fi prototype was designed. Through iterative user testing (moderated and **heatmap testing**), the **design system** was polished and small changes led to the final prototype version.

3. Results and retrospective

With the initial redesign requirements, we made a **comparison** between the old and new version of the app, in which it is evident that the new one addresses and solves many of the initial issues. Speaking of **KPIs**, the average completion time per task decreased by 66%, and the success rate raised to 100% from the original 85%.

Heatmap analysis



The plate seems clickable, while the rental rate doesn't.
→ Add the possibility to **swipe**.
→ Change **button styles**.

They swipe to see the tutorial.
→ Add the possibility to **swipe**.

They click on parking pin as if it was the car pin because it's red.
→ Differentiate the **pins**.

When they have to report the missing key they click on SOS.
→ Add a **new icon** for the keys.



Enjoy UX process

1. Research and findings

When evaluating the current Enjoy app, my colleagues and I carried out an expert heuristic evaluation, followed by a moderated usability test, to observe how the users completed a set of carefully chosen tasks. The **collected data** was cleaned, organized, and clusterized in order to map it and extrapolate the main insights. Based on them, I formulated the **redesign requirements** to follow in the following stage of the project.

2. Prototyping and testing

After a closed card sorting and a Tree Test paved the path to an improved **information architecture**, a lo-fi prototype was designed. Through iterative user testing (moderated and **heatmap testing**), the **design system** was polished and small changes led to the final prototype version.

3. Results and retrospective

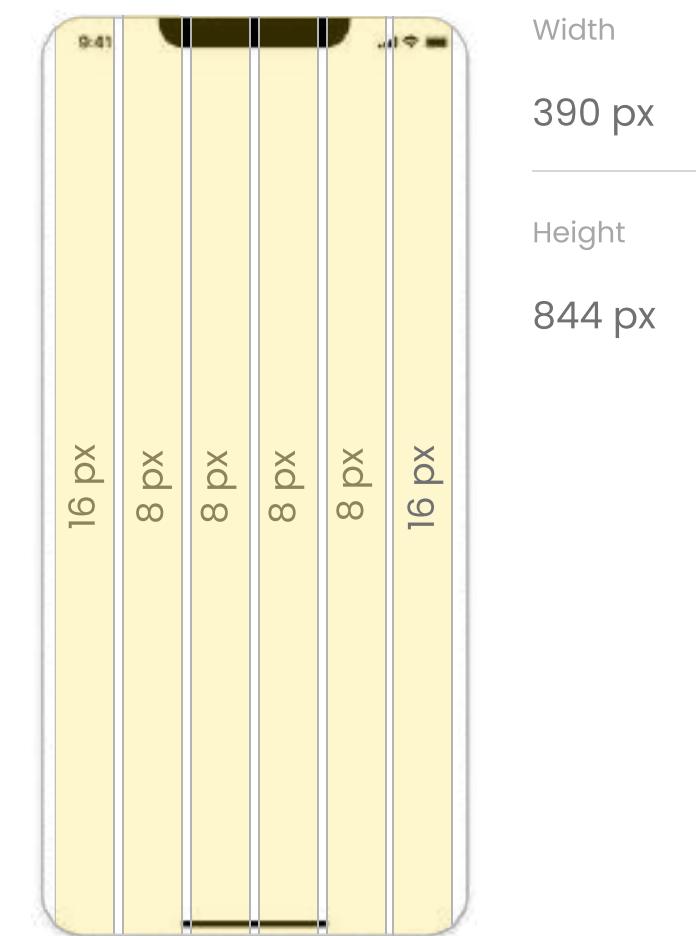
With the initial redesign requirements, we made a **comparison** between the old and new version of the app, in which it is evident that the new one addresses and solves many of the initial issues. Speaking of **KPIs**, the average completion time per task decreased by 66%, and the success rate raised to 100% from the original 85%.

Design system

Typography

Element	Font	Weight & Size	Line Height
Headline 1	EniTab	Bold / 26 px	30 px
Element	Font	Weight & Size	Line Height
Headline 2	EniTab	Bold / 20 px	23 px
Element	Font	Weight & Size	Line Height
Headline 3	Source Sans Pro	Semibold / 18 px	23 px
Element	Font	Weight & Size	Line Height
Body	Source Sans Pro	Semibold / 18 px	23 px
Element	Font	Weight & Size	Line Height
Detail	Source Sans Pro	Regular / 13 px	16 px

Grid (iPhone 12 Pro)



Colors

Brand colors



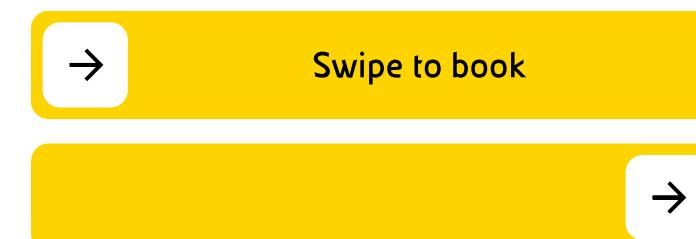
Semantics and illustrations



Icons



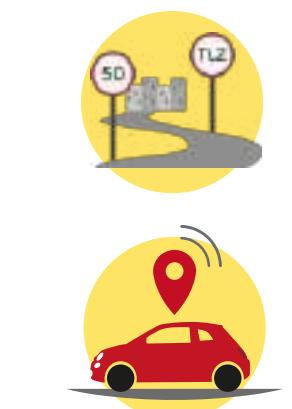
Button example



Map



Illustrations





Enjoy UX process

1. Research and findings

When evaluating the current Enjoy app, my colleagues and I carried out an expert heuristic evaluation, followed by a moderated usability test, to observe how the users completed a set of carefully chosen tasks. The **collected data** was cleaned, organized, and clusterized in order to map it and extrapolate the main insights. Based on them, I formulated the **redesign requirements** to follow in the following stage of the project.

2. Prototyping and testing

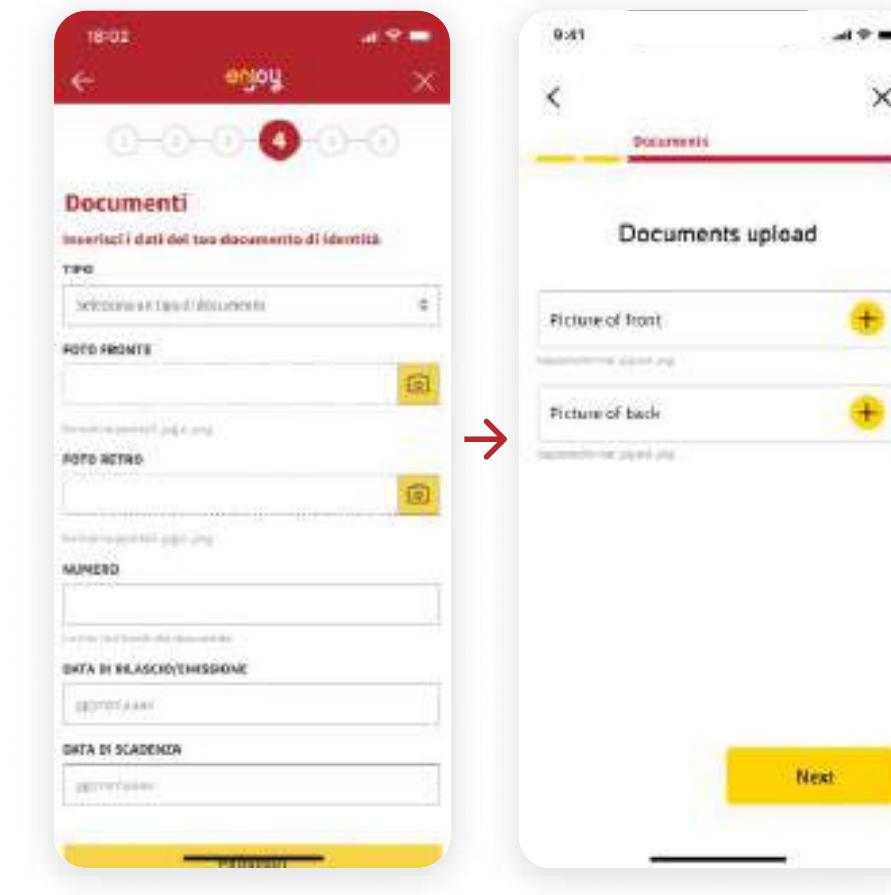
After a closed card sorting and a Tree Test paved the path to an improved **information architecture**, a lo-fi prototype was designed. Through iterative user testing (moderated and **heatmap testing**), the **design system** was polished and small changes led to the final prototype version.

3. Results and retrospective

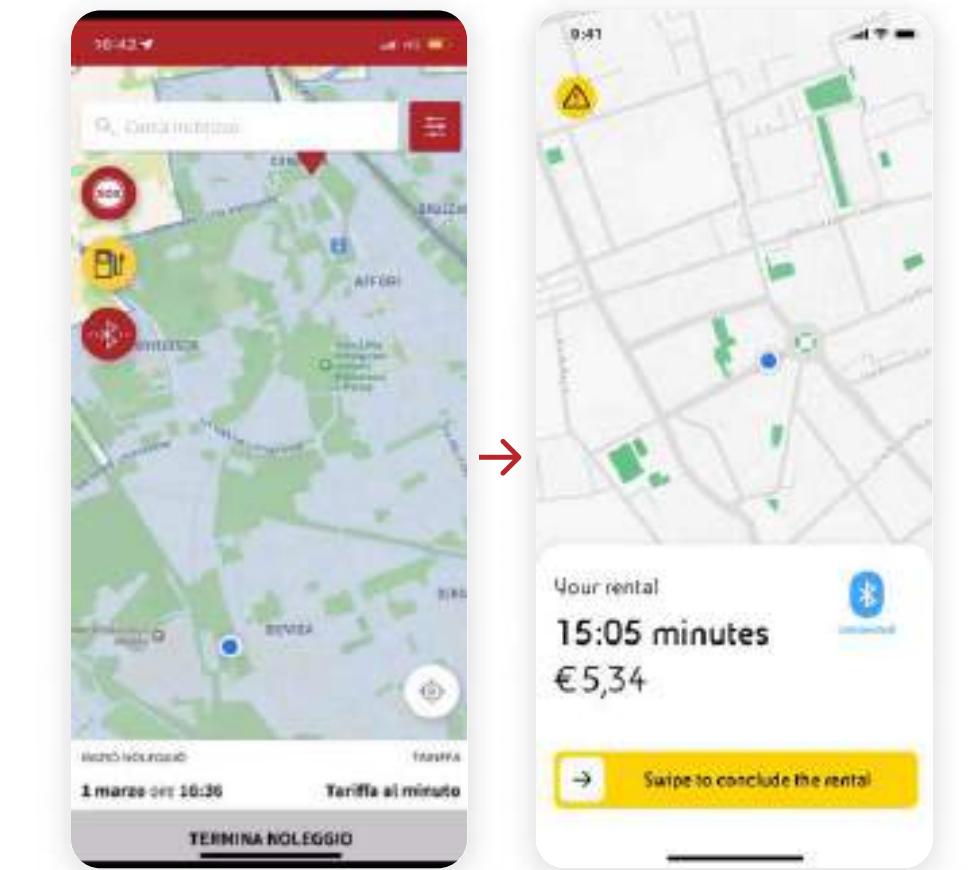
With the initial redesign requirements, we made a **comparison** between the old and new version of the app, in which it is evident that the new one addresses and solves many of the initial issues. Speaking of **KPIs**, the average completion time per task decreased by 66%, and the success rate raised to 100% from the original 85%.

UI Improvements (before and after)

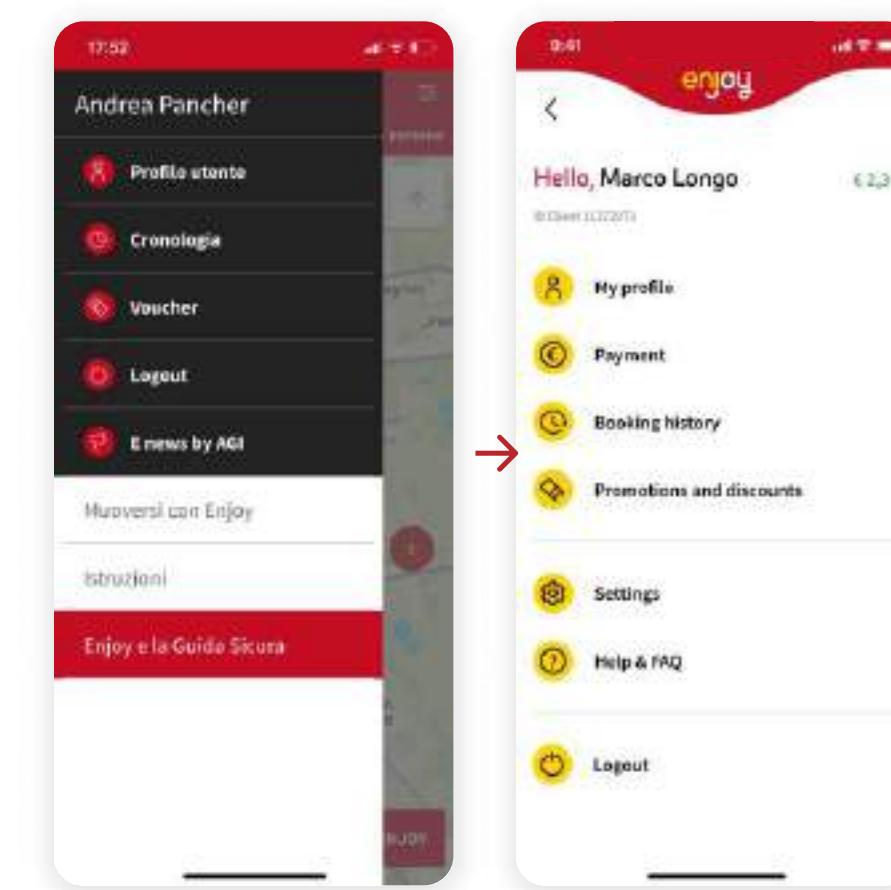
The **REGISTRATION** is divided in digestible steps.



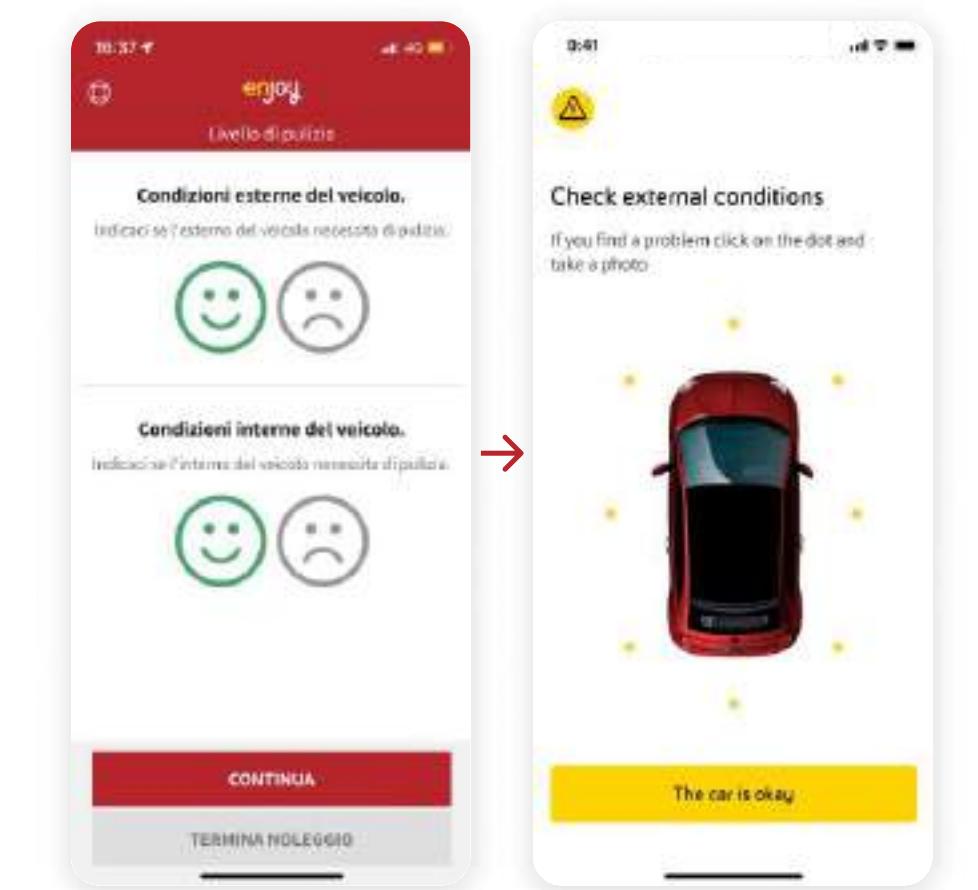
During **RENTAL** the user is now aware of time and fee.



The **UBIQUITOUS ISSUES** is divided in digestible steps.



Improved **SEQUENCE OF ACTIONS** thanks to user feedback.





Enjoy UX process

1. Research and findings

When evaluating the current Enjoy app, my colleagues and I carried out an expert heuristic evaluation, followed by a moderated usability test, to observe how the users completed a set of carefully chosen tasks. The [collected data](#) was cleaned, organized, and clusterized in order to map it and extrapolate the main insights. Based on them, I formulated the [redesign requirements](#) to follow in the following stage of the project.

2. Prototyping and testing

After a closed card sorting and a Tree Test paved the path to an improved [information architecture](#), a lo-fi prototype was designed. Through iterative user testing (moderated and [heatmap testing](#)), the [design system](#) was polished and small changes led to the final prototype version.

3. Results and retrospective

With the initial redesign requirements, we made a [comparison](#) between the old and new version of the app, in which it is evident that the new one addresses and solves many of the initial issues. Speaking of [KPIs](#), the average completion time per task decreased by 66%, and the success rate raised to 100% from the original 85%.

Improvement indicators

Indicator type	Sections considered	Improvement
⌚ Average time (quantitative)	Registration, booking and rental	66% less (from 3:31 to 1:12)
✓ Success rate (quantitative)	Registration, booking and rental	15% more (from 85% to 100%)
😊 Success rate (qualitative)	Entire application	Greater satisfaction (from not in control to satisfied)



Inviso dashboard

Design of an AI data visualization tool

The project aimed to design a dashboard for the British Museum by combining in-house data, digital initiatives data, and Covid-19 data to **facilitate strategic operations and decision-making with the help of Artificial Intelligence**. It assists the Manager, the financial department, and the marketing department by predicting future trends that will impact the museum, highlighting potential target groups, the audience's opinions, and demographics, and giving inspiration for a smarter content delivery in pandemic and post-pandemic times.

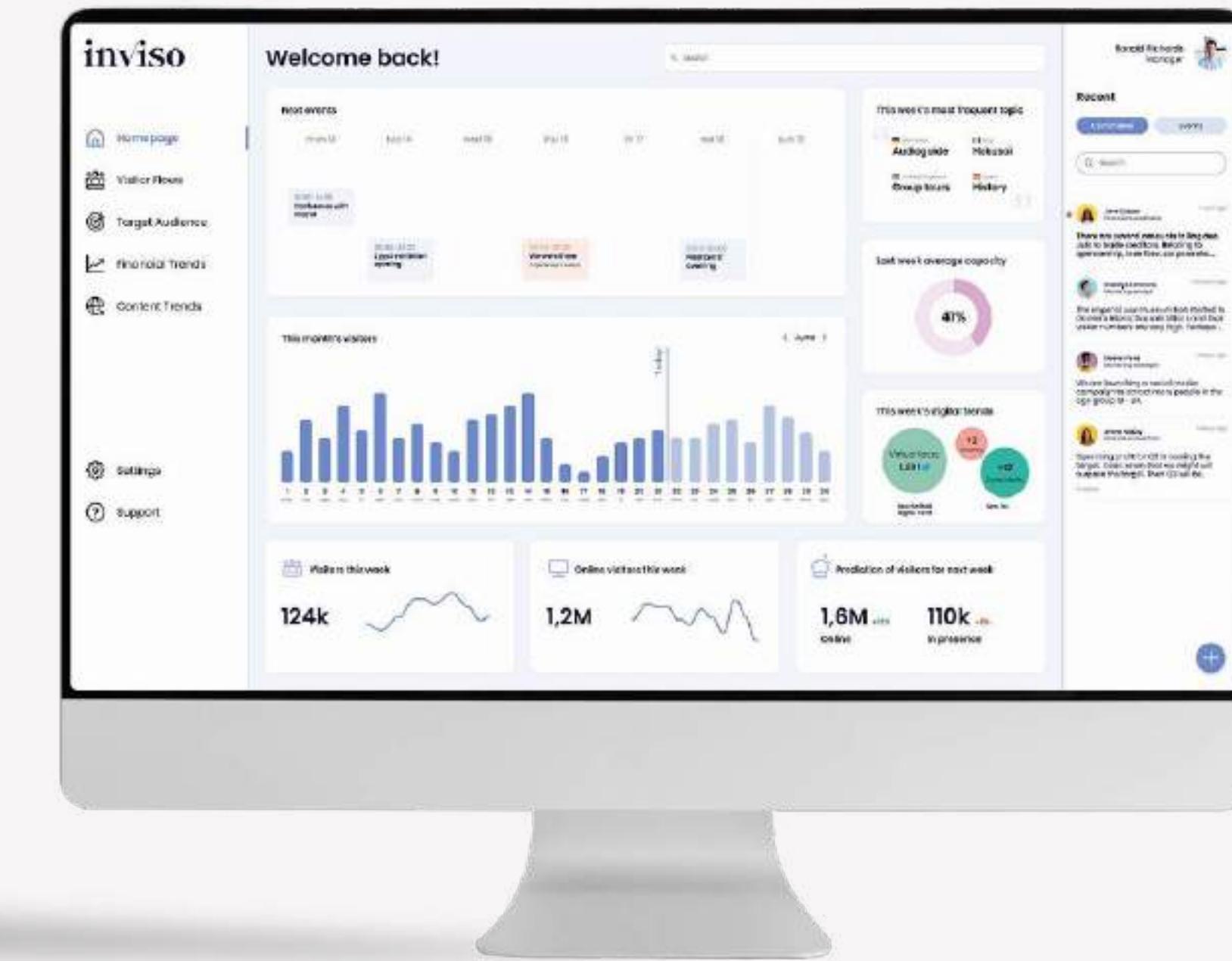
Process

↗ Prototype



MY TASKS

- Context analysis
- Data acquisition
- Benchmarking
- User stories
- Offering map
- Idea development
- Information architecture
- UI & prototyping (content trends)
- User testing





Inviso dashboard UX process

1. Understanding the problem

Designing a decision-making tool, like a dashboard, that shows information coming from AI-processed data is a complicated process to manage. Because of this reason, a solid [framework](#) was fundamental to help when integrating the data analysis tasks and the design tasks. One of the first steps to frame the context was to create a [stakeholder map](#).

2. Service idea

After identifying the needs of the British Museum and the available data sources, the next step was to build upon that knowledge. To do this, I created an initial [offering map](#). Then, after focusing on the [AI system core](#) and the data processing, I refined it. In addition, I developed specific [user stories](#) and connected them to the sections of the dashboard, allowing stakeholders that would enable the stakeholders to fulfill their needs.

3. Redesign

As soon as the service offering and value were clear, it was time to focus on the UI of the dashboard and the best way to handle the information coming from the AI processing, by choosing straightforward data visualizations to minimize the interaction cost. Personally, I took care of the [content trends section](#).



Inviso dashboard UX process

1. Understanding the problem

Designing a decision-making tool, like a dashboard, that shows information coming from AI-processed data is a complicated process to manage. Because of this reason, a solid **framework** was fundamental to help when integrating the data analysis tasks and the design tasks. One of the first steps to frame the context was to create a **stakeholder map**.

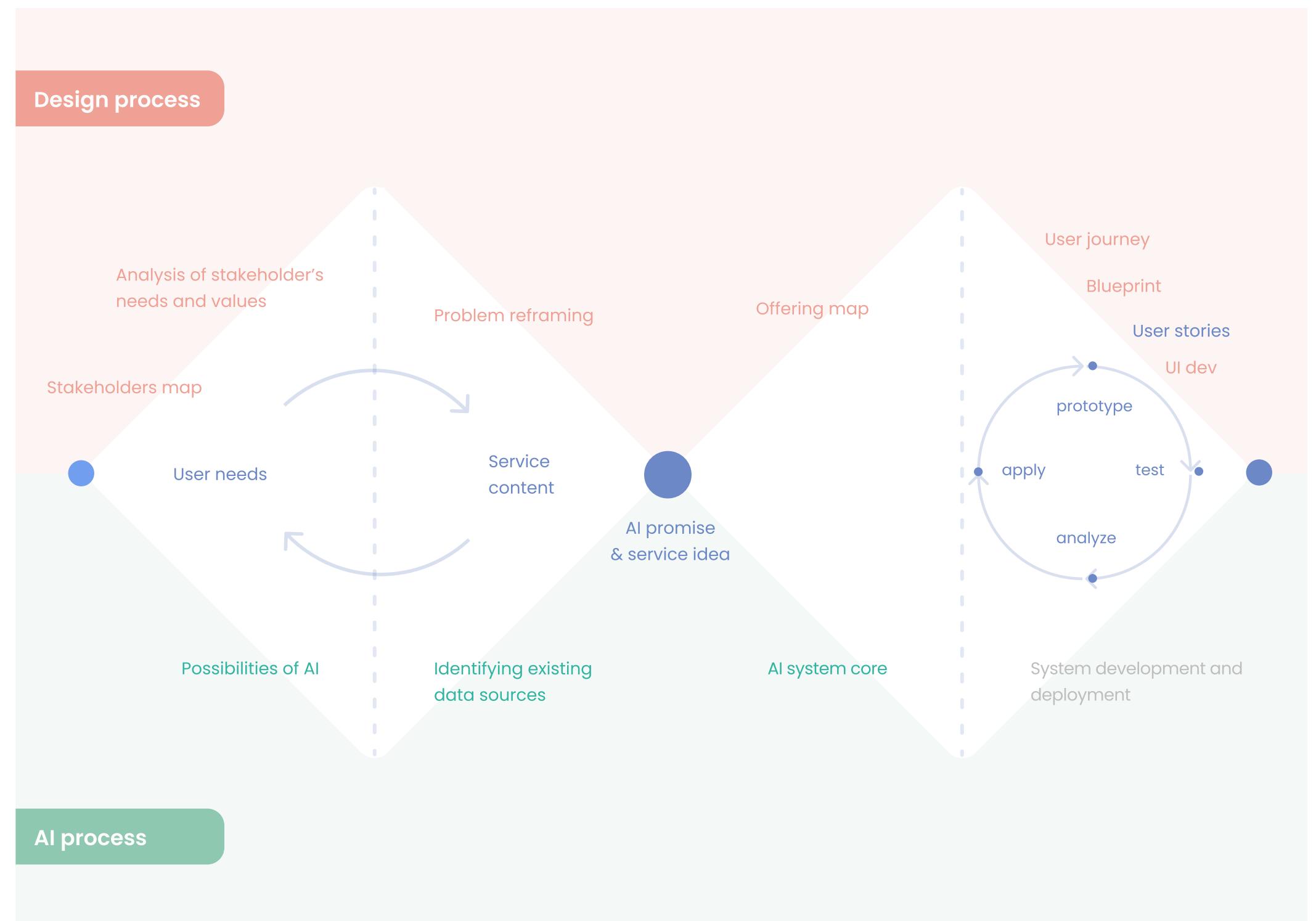
2. Service idea

After identifying the needs of the British Museum and the available data sources, the next step was to build upon that knowledge. To do this, I created an initial **offering map**. Then, after focusing on the **AI system core** and the data processing, I refined it. In addition, I developed specific **user stories** and connected them to the sections of the dashboard, allowing stakeholders that would enable the stakeholders to fulfill their needs.

3. Redesign

As soon as the service offering and value were clear, it was time to focus on the UI of the dashboard and the best way to handle the information coming from the AI processing, by choosing straightforward data visualizations to minimize the interaction cost. Personally, I took care of the **content trends section**.

Development Framework





Inviso dashboard UX process

1. Understanding the problem

Designing a decision-making tool, like a dashboard, that shows information coming from AI-processed data is a complicated process to manage. Because of this reason, a solid **framework** was fundamental to help when integrating the data analysis tasks and the design tasks. One of the first steps to frame the context was to create a **stakeholder map**.

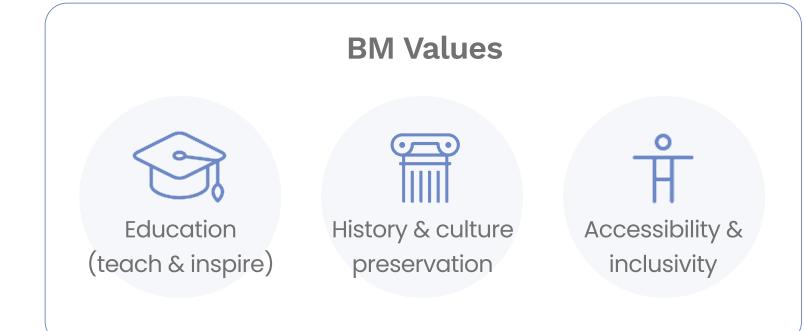
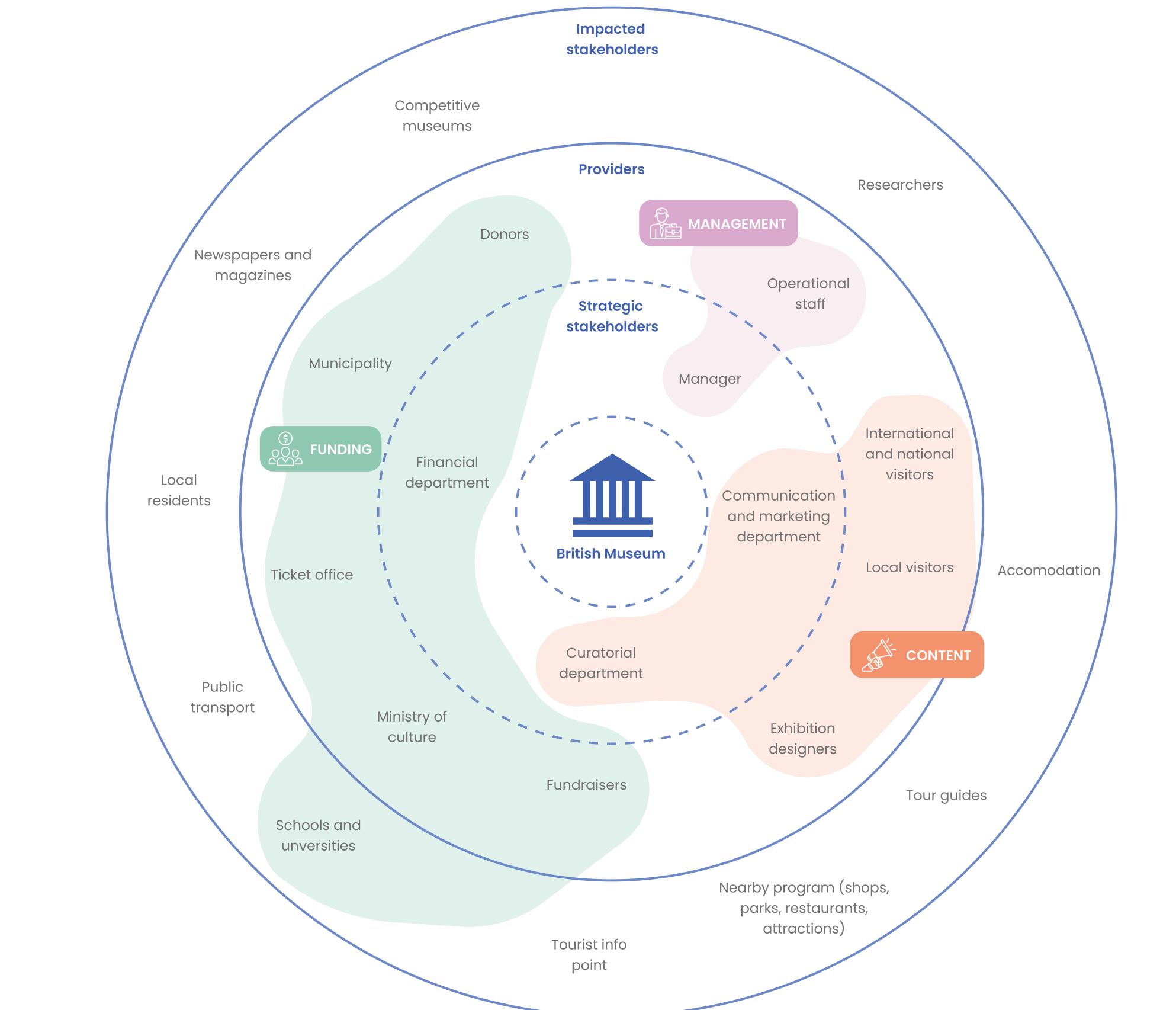
2. Service idea

After identifying the needs of the British Museum and the available data sources, the next step was to build upon that knowledge. To do this, I created an initial **offering map**. Then, after focusing on the **AI system core** and the data processing, I refined it. In addition, I developed specific **user stories** and connected them to the sections of the dashboard, allowing stakeholders that would enable the stakeholders to fulfill their needs.

3. Redesign

As soon as the service offering and value were clear, it was time to focus on the UI of the dashboard and the best way to handle the information coming from the AI processing, by choosing straightforward data visualizations to minimize the interaction cost. Personally, I took care of the **content trends section**.

Stakeholder Map





Inviso dashboard UX process

1. Understanding the problem

Designing a decision-making tool, like a dashboard, that shows information coming from AI-processed data is a complicated process to manage. Because of this reason, a solid **framework** was fundamental to help when integrating the data analysis tasks and the design tasks. One of the first steps to frame the context was to create a **stakeholder map**.

2. Service idea

After identifying the needs of the British Museum and the available data sources, the next step was to build upon that knowledge. To do this, I created an initial **offering map**. Then, after focusing on the **AI system core** and the data processing, I refined it. In addition, I developed specific **user stories** and connected them to the sections of the dashboard, allowing stakeholders that would enable the stakeholders to fulfill their needs.

3. Redesign

As soon as the service offering and value were clear, it was time to focus on the UI of the dashboard and the best way to handle the information coming from the AI processing, by choosing straightforward data visualizations to minimize the interaction cost. Personally, I took care of the **content trends section**.

Offering Map

Stakeholder	Activities	Output	Service and Platform
British Museum's Manager	<ul style="list-style-type: none">• Staff Management• Decisions on type of exhibition• Opening / closing of the museum	Prediction on amount of visitors	<ul style="list-style-type: none">• Interactable online dashboard• Personal app for tablet• Interactive totem for meetings
BM's Financial Department	<ul style="list-style-type: none">• Ask for donations• Invest or save• Staff management	Museum's financial trend	<ul style="list-style-type: none">• Interactable online dashboard• Personal app for tablet
BM's Marketing Team	<ul style="list-style-type: none">• Advertise to most likely visitors• Customized marketing strategy• Suggest content delivery	Likely visitors & digital audience	<ul style="list-style-type: none">• Interactable online dashboard• Personal app for tablet



Inviso dashboard UX process

1. Understanding the problem

Designing a decision-making tool, like a dashboard, that shows information coming from AI-processed data is a complicated process to manage. Because of this reason, a solid **framework** was fundamental to help when integrating the data analysis tasks and the design tasks. One of the first steps to frame the context was to create a **stakeholder map**.

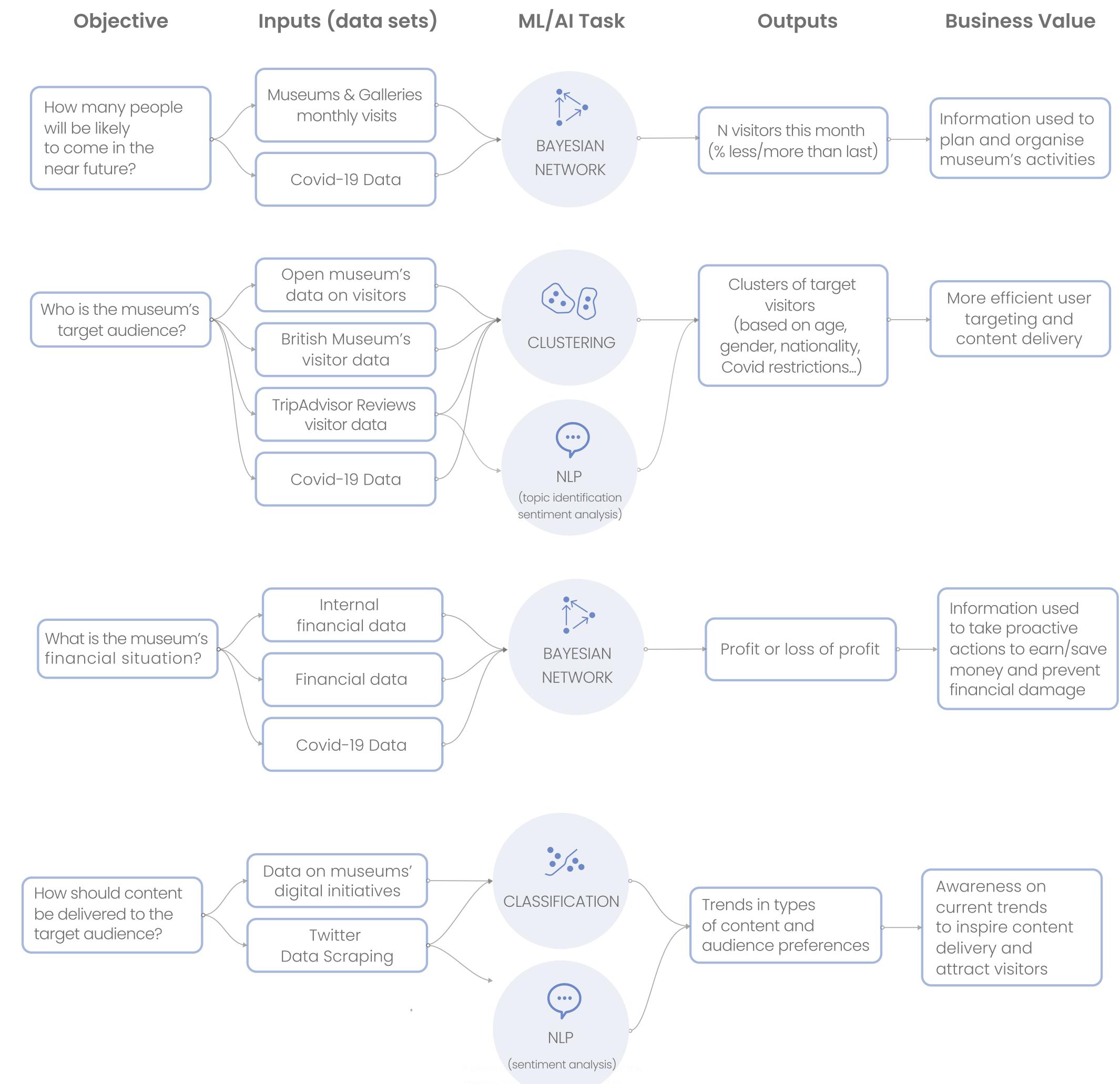
2. Service idea

After identifying the needs of the British Museum and the available data sources, the next step was to build upon that knowledge. To do this, I created an initial **offering map**. Then, after focusing on the **AI system core** and the data processing, I refined it. In addition, I developed specific **user stories** and connected them to the sections of the dashboard, allowing stakeholders that would enable the stakeholders to fulfill their needs.

3. Redesign

As soon as the service offering and value were clear, it was time to focus on the UI of the dashboard and the best way to handle the information coming from the AI processing, by choosing straightforward data visualizations to minimize the interaction cost. Personally, I took care of the **content trends section**.

AI System Core





Inviso dashboard UX process

1. Understanding the problem

Designing a decision-making tool, like a dashboard, that shows information coming from AI-processed data is a complicated process to manage. Because of this reason, a solid **framework** was fundamental to help when integrating the data analysis tasks and the design tasks. One of the first steps to frame the context was to create a **stakeholder map**.

2. Service idea

After identifying the needs of the British Museum and the available data sources, the next step was to build upon that knowledge. To do this, I created an initial **offering map**. Then, after focusing on the **AI system core** and the data processing, I refined it. In addition, I developed specific **user stories** and connected them to the sections of the dashboard, allowing stakeholders that would enable the stakeholders to fulfill their needs.

3. Redesign

As soon as the service offering and value were clear, it was time to focus on the UI of the dashboard and the best way to handle the information coming from the AI processing, by choosing straightforward data visualizations to minimize the interaction cost. Personally, I took care of the **content trends section**.

User Stories



VISITOR FLOW



TARGET AUDIENCE



FINANCIAL TRENDS



CONTENT TRENDS



OTHER FEATURES



As the Manager of British Museum...

I want to see what type of content has the most engagement so that I can understand what content is trending.

I want to see what type of content has the most audience/engagement so that I can understand what content is trending.

I want an overview of the trends in visitor flows so that I can evaluate if we are in the minum target brackets (with the goal of deciding whether to stay closed or open, to hire staff...)

I want an overview of the museum target audience so that I can direct the marketing strategies.

I want an overview of the museum target audience and its preferences so that I can deliver suitable content.

I want an overview of the most relevant information so that I can assess the general situation of the museum and what needs my attention first.



As part of the Marketing department...

I want to understand the target audience interested in the museum and their current restrictions so that I can advertise the right target groups.

I want to see what type of content has the most audience/engagement so that I can understand what content is trending (later consulting the manager on how to create competitive content)

I want to know how the number of visits are developing so that I can confirm or refine the marketing strategy.

I want to understand the visitor composition (age, gender, etc.) so that I can understand if it is potential to diversify it and therefore increase the number of visitors.

I want to understand the target audience and its preferences so that I can deliver suitable content (online or offline).



As part of the Financial department...

I want to know if the profit is meeting our expected goals so that I can plan for future investments or employments.

I want to keep notes of actions/investments so that I can understand the financial effect of decisions.

I want to know how the number of visits are developing so that I can decide whether to allocate more budget to the marketing team.

I want to know how the financial situation is (tickets / donation / gift shop / bar) so that I can prevent financial damage and put effort on donation activity.

I want to know how the donation revenues are developing so that effort can be put on donation activity.



Inviso dashboard UX process

1. Understanding the problem

Designing a decision-making tool, like a dashboard, that shows information coming from AI-processed data is a complicated process to manage. Because of this reason, a solid **framework** was fundamental to help when integrating the data analysis tasks and the design tasks. One of the first steps to frame the context was to create a **stakeholder map**.

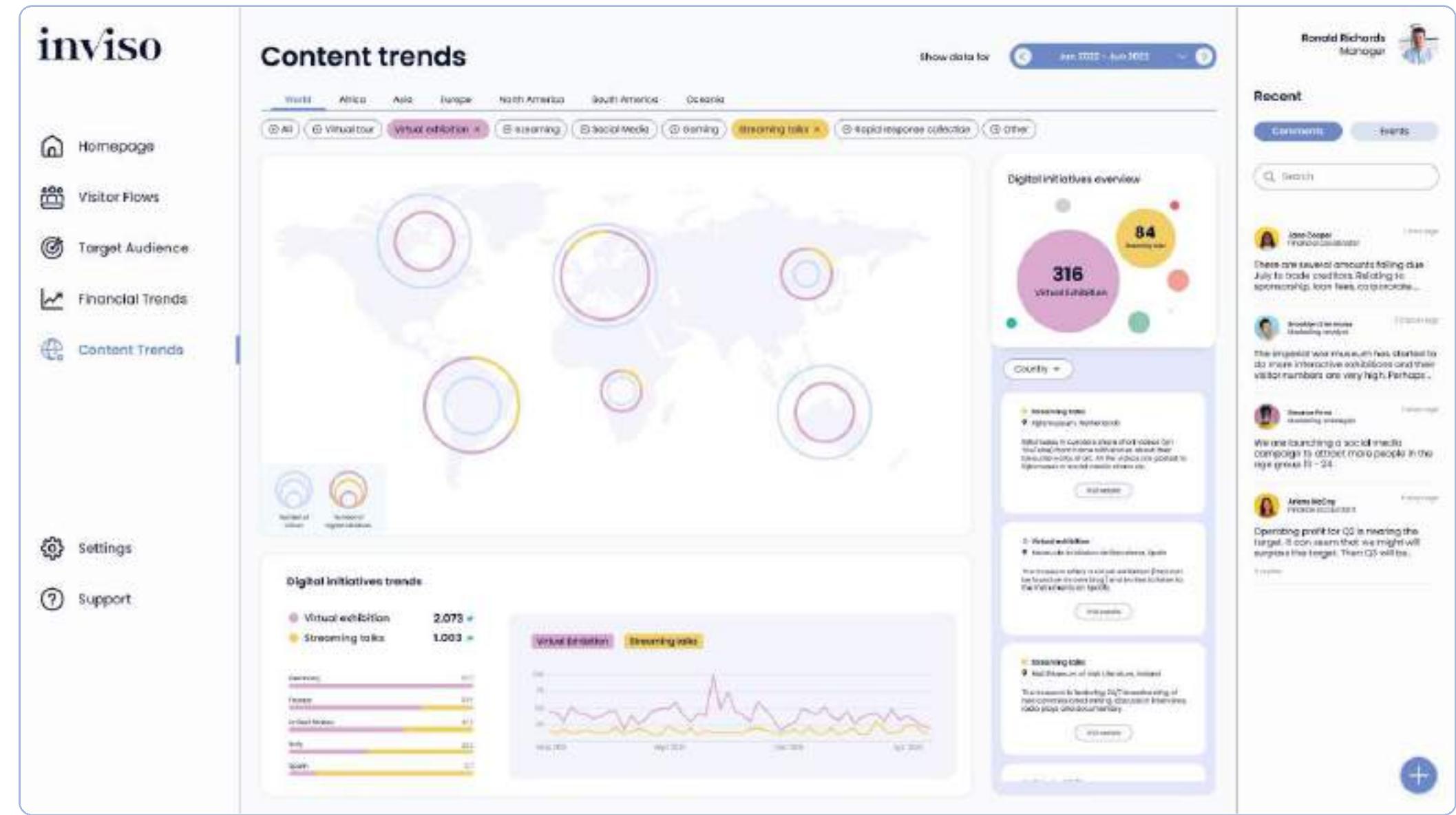
2. Service idea

After identifying the needs of the British Museum and the available data sources, the next step was to build upon that knowledge. To do this, I created an initial **offering map**. Then, after focusing on the **AI system core** and the data processing, I refined it. In addition, I developed specific **user stories** and connected them to the sections of the dashboard, allowing stakeholders that would enable the stakeholders to fulfill their needs.

3. Redesign

As soon as the service offering and value were clear, it was time to focus on the UI of the dashboard and the best way to handle the information coming from the AI processing, by choosing straightforward data visualizations to minimize the interaction cost. Personally, I took care of the **content trends section**.

Dashboard Content Trends Section



This section provides an overview of other museums' digital initiatives, divided into several categories (virtual tours, virtual exhibitions, eLearning, etc.). The users can visualise them both by using a worldview and selecting a specific continent. The dashboard also displays information about **which digital initiatives are more popular**, and a more detailed list with additional info and links on the right. The popularity of the digital initiatives is also assessed by using Twitter: the tweets allow us to establish the **top 3 trending digital initiatives** for the selected time frame. On the bottom, the categories can be singularly selected (or compared) to receive additional information, such as the evolution in time of the related tweets. Lastly, the map indicates the target audience coming from a specific country and has a toggle to show the current **Covid restrictions**.





Pet in a Pot

Designing an IoT plant vase and app

Pet in a Pot is a plant brand centered around an innovative product: an **interactive vase connected to an app that teaches people how to take care of their leafy companions** by monitoring their conditions and needs. **The vase detects the presence of people** and communicates with them through big, cute eyes, and the app sends reminders to the caretaker. Its mission is to educate both children and adults on the proper care of different plant species, all while **raising awareness of the importance of plants in our lives**.

[Process](#)[Video](#)[Prototype](#)

MY TASKS

- Context analysis
- Idea development
- Benchmarking
- Circuit architecture and assembly
- Code architecture
- Arduino code writing
- Bug fixing
- Protopie implementation





Pet in a Pot UX process

1. Project definition

The concept of Pet in a Pot arose from my own personal experience with a small basil plant my mother gifted me. Since I don't have a green thumb, I began to ponder the potential of an interactive vase that could make plant care more fun and manageable. A [SWOT analysis](#) and the creation of [personas](#) revealed the potential for Pet in a Pot to evolve into a brand offering a variety of plants with unique needs, each of which could be recognized and communicated by the interactive vase.

2. Physical prototype

With the necessary [hardware components](#) in hand, I set to work defining the [circuit and code architecture](#), as well as the Arduino program that stores sensor data on soil moisture, temperature, air humidity and luminosity, and uses this data to determine which set of eyes (happy, sad, or desperate) to display when the user checks in on the plant.

3. App prototype

The [app prototype](#) was developed in parallel and follows the cute and minimal design of the physical prototype that appeals to both children and adults. The experience created, first by making a lo-fi prototype and then arriving to the hi-fi prototype followed principles of ease of use and intuitiveness.



Pet in a Pot UX process

1. Project definition

The concept of Pet in a Pot arose from my own personal experience with a small basil plant my mother gifted me. Since I don't have a green thumb, I began to ponder the potential of an interactive vase that could make plant care more fun and manageable. A **SWOT analysis** and the creation of **personas** revealed the potential for Pet in a Pot to evolve into a brand offering a variety of plants with unique needs, each of which could be recognized and communicated by the interactive vase.

2. Physical prototype

With the necessary **hardware components** in hand, I set to work defining the **circuit and code architecture**, as well as the Arduino program that stores sensor data on soil moisture, temperature, air humidity and luminosity, and uses this data to determine which set of eyes (happy, sad, or desperate) to display when the user checks in on the plant.

3. App prototype

The **app prototype** was developed in parallel and follows the cute and minimal design of the physical prototype that appeals to both children and adults. The experience created, first by making a lo-fi prototype and then arriving to the hi-fi prototype followed principles of ease of use and intuitiveness.

SWOT Analysis





Pet in a Pot UX process

1. Project definition

The concept of Pet in a Pot arose from my own personal experience with a small basil plant my mother gifted me. Since I don't have a green thumb, I began to ponder the potential of an interactive vase that could make plant care more fun and manageable. A [SWOT analysis](#) and the creation of [personas](#) revealed the potential for Pet in a Pot to evolve into a brand offering a variety of plants with unique needs, each of which could be recognized and communicated by the interactive vase.

2. Physical prototype

With the necessary [hardware components](#) in hand, I set to work defining the [circuit and code architecture](#), as well as the Arduino program that stores sensor data on soil moisture, temperature, air humidity and luminosity, and uses this data to determine which set of eyes (happy, sad, or desperate) to display when the user checks in on the plant.

3. App prototype

The [app prototype](#) was developed in parallel and follows the cute and minimal design of the physical prototype that appeals to both children and adults. The experience created, first by making a lo-fi prototype and then arriving to the hi-fi prototype followed principles of ease of use and intuitiveness.

Personas



Theo
Aspiring puppy owner

AGE 8
STATUS Only child
OCCUPATION Student

"I want to prove my parents that I can take care of a living thing."

FRUSTRATION
His parents keep telling him that he is still not responsible enough to take care of a pet

NEED
Learn gradually how to take care about something



Carla
Black thumb plant lover

AGE 35
STATUS Single
OCCUPATION Lawyer

"I want to care more about small beautiful things in life"

FRUSTRATION
Finds it difficult to remember when to water her plants

NEED
To be accompanied and helped in plant care



Pet in a Pot UX process

1. Project definition

The concept of Pet in a Pot arose from my own personal experience with a small basil plant my mother gifted me. Since I don't have a green thumb, I began to ponder the potential of an interactive vase that could make plant care more fun and manageable. A [SWOT analysis](#) and the creation of [personas](#) revealed the potential for Pet in a Pot to evolve into a brand offering a variety of plants with unique needs, each of which could be recognized and communicated by the interactive vase.

2. Physical prototype

With the necessary [hardware components](#) in hand, I set to work defining the [circuit and code architecture](#), as well as the Arduino program that stores sensor data on soil moisture, temperature, air humidity and luminosity, and uses this data to determine which set of eyes (happy, sad, or desperate) to display when the user checks in on the plant.

3. App prototype

The [app prototype](#) was developed in parallel and follows the cute and minimal design of the physical prototype that appeals to both children and adults. The experience created, first by making a lo-fi prototype and then arriving to the hi-fi prototype followed principles of ease of use and intuitiveness.

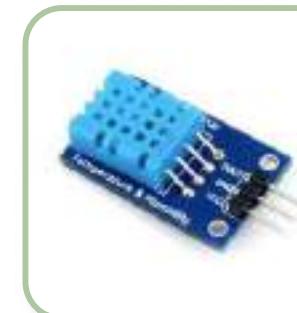
Hardware components



Arduino Mega



Soil Moisture Sensor



Temperature & Humidity Sensor



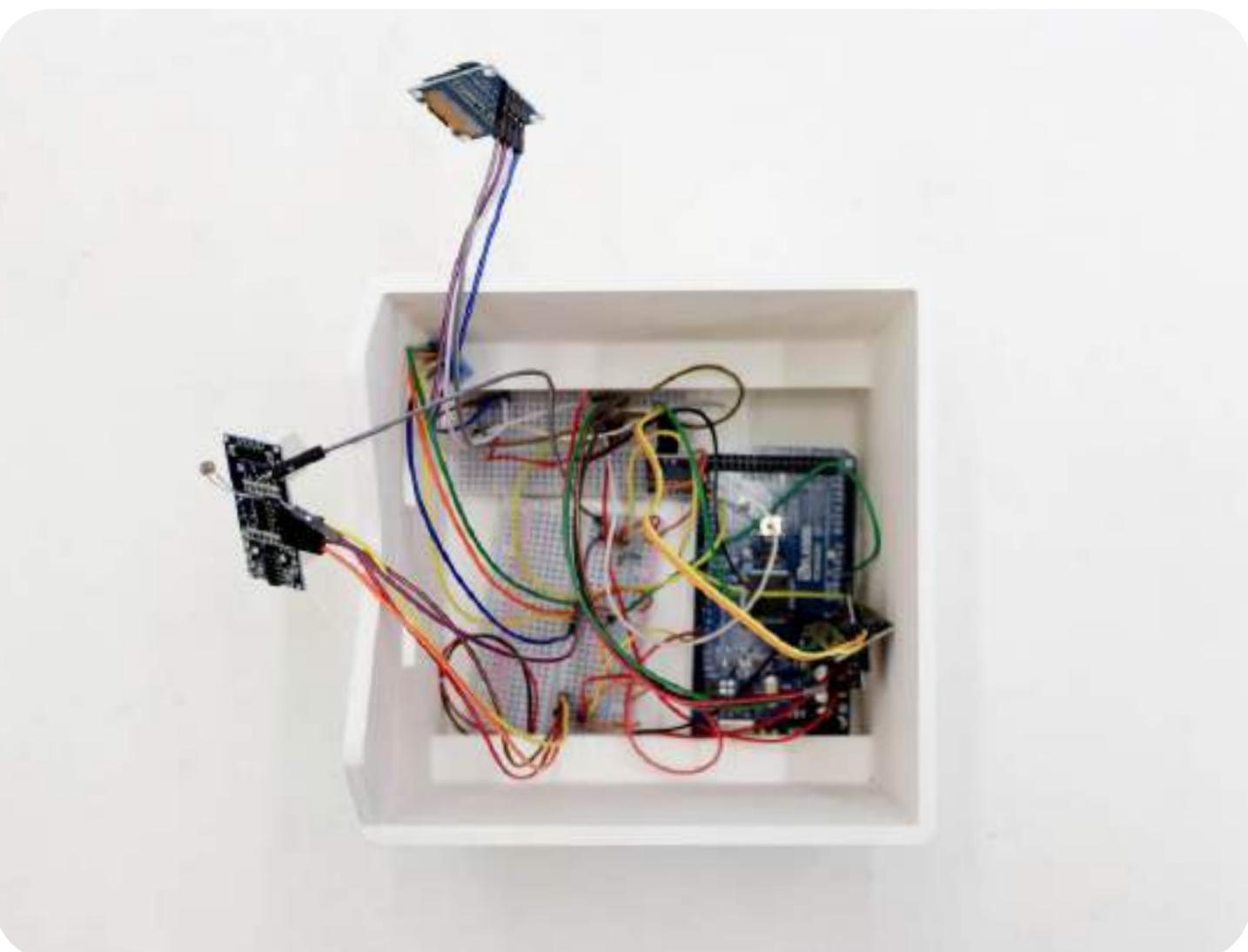
Photoresistor



Ultrasound Motion Sensor



OLED Displays





Pet in a Pot UX process

1. Project definition

The concept of Pet in a Pot arose from my own personal experience with a small basil plant my mother gifted me. Since I don't have a green thumb, I began to ponder the potential of an interactive vase that could make plant care more fun and manageable. A [SWOT analysis](#) and the creation of [personas](#) revealed the potential for Pet in a Pot to evolve into a brand offering a variety of plants with unique needs, each of which could be recognized and communicated by the interactive vase.

2. Physical prototype

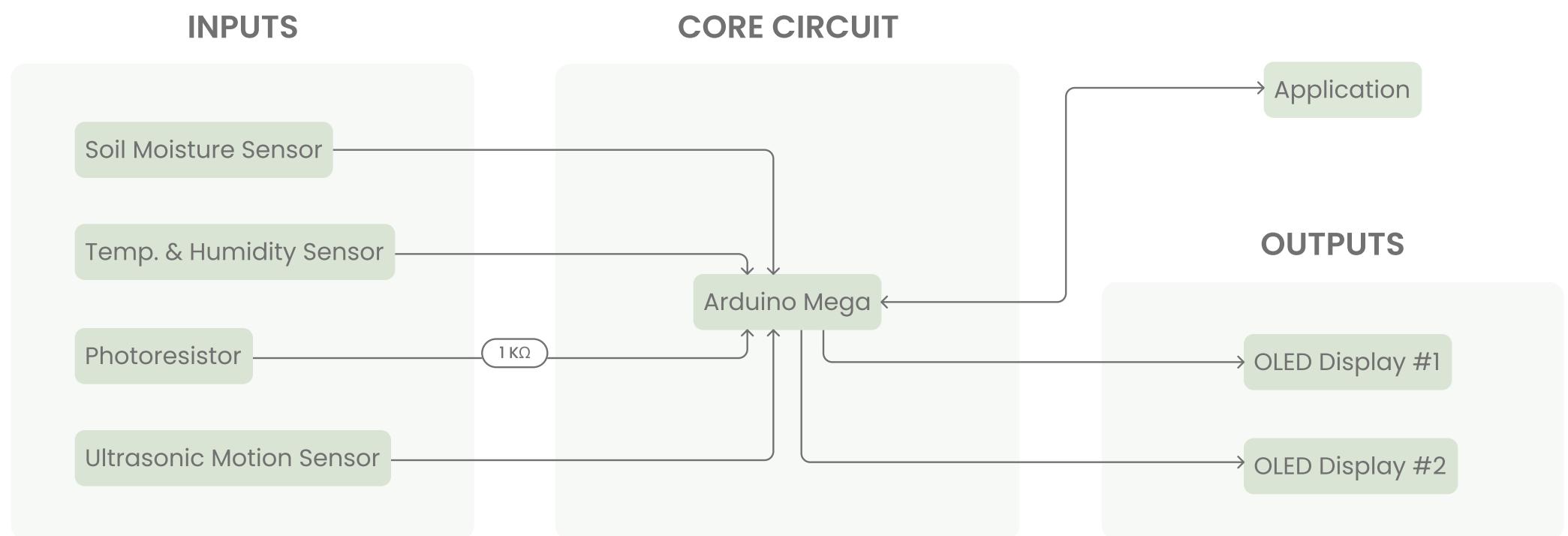
With the necessary [hardware components](#) in hand, I set to work defining the [circuit and code architecture](#), as well as the Arduino program that stores sensor data on soil moisture, temperature, air humidity and luminosity, and uses this data to determine which set of eyes (happy, sad, or desperate) to display when the user checks in on the plant.

3. App prototype

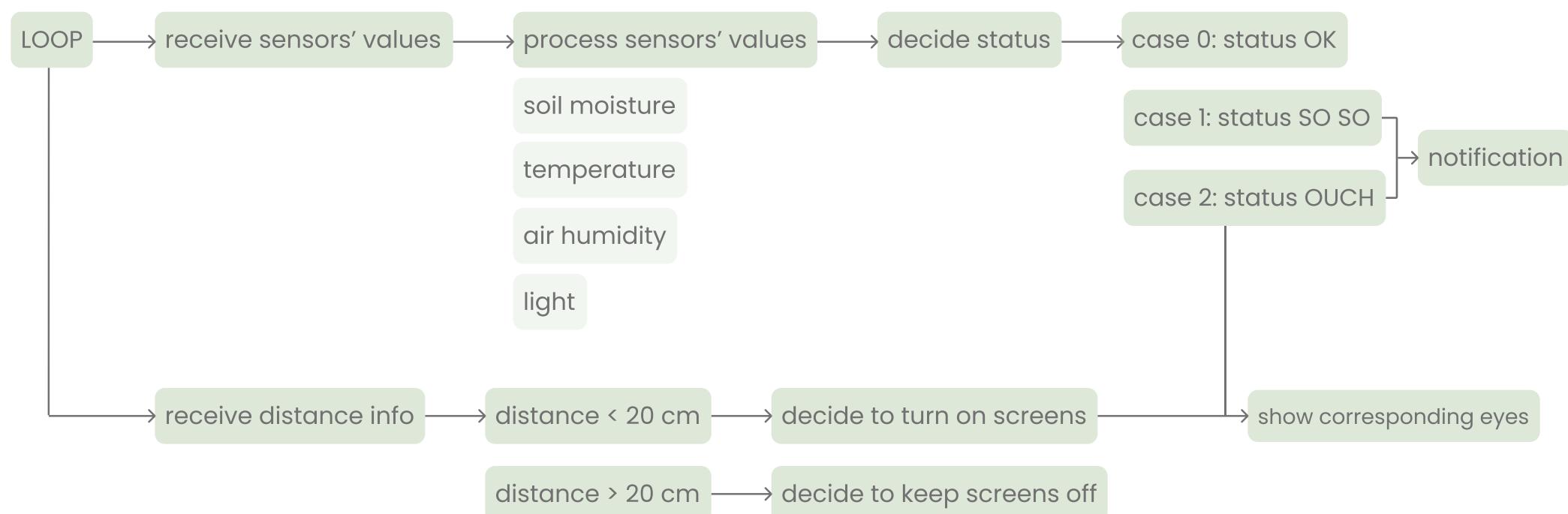
The [app prototype](#) was developed in parallel and follows the cute and minimal design of the physical prototype that appeals to both children and adults.

The experience created, first by making a lo-fi prototype and then arriving to the hi-fi prototype followed principles of ease of use and intuitiveness.

Circuit architecture



Code architecture





Pet in a Pot UX process

1. Project definition

The concept of Pet in a Pot arose from my own personal experience with a small basil plant my mother gifted me. Since I don't have a green thumb, I began to ponder the potential of an interactive vase that could make plant care more fun and manageable. A [SWOT analysis](#) and the creation of [personas](#) revealed the potential for Pet in a Pot to evolve into a brand offering a variety of plants with unique needs, each of which could be recognized and communicated by the interactive vase.

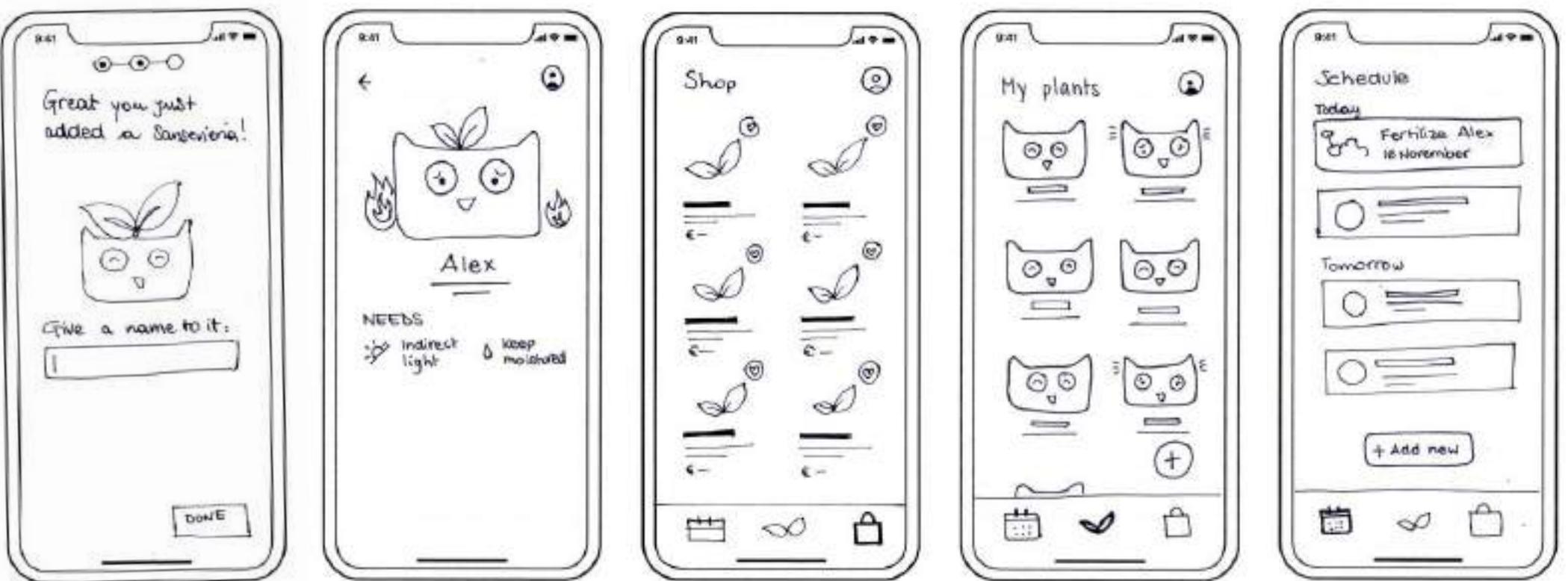
2. Physical prototype

With the necessary [hardware components](#) in hand, I set to work defining the [circuit and code architecture](#), as well as the Arduino program that stores sensor data on soil moisture, temperature, air humidity and luminosity, and uses this data to determine which set of eyes (happy, sad, or desperate) to display when the user checks in on the plant.

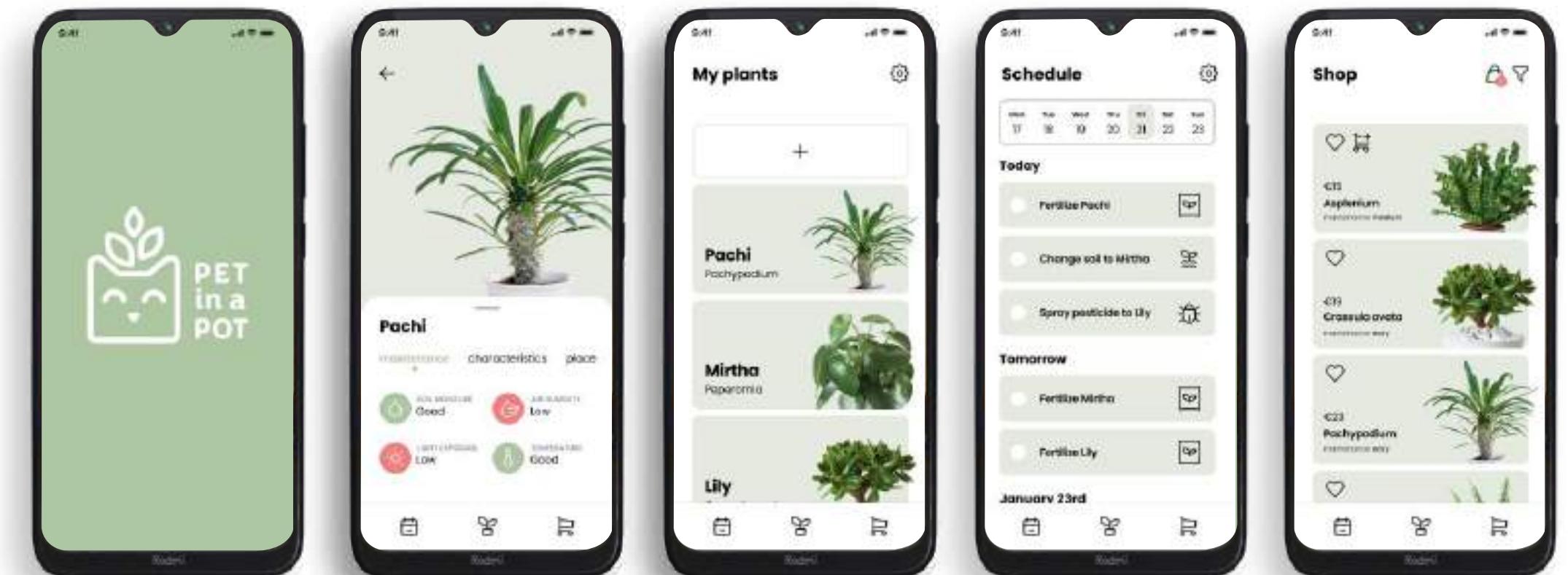
3. App prototype

The [app prototype](#) was developed in parallel and follows the cute and minimal design of the physical prototype that appeals to both children and adults. The experience created, first by making a lo-fi prototype and then arriving to the hi-fi prototype followed principles of ease of use and intuitiveness.

Lo-fi wireframe



Hi-fi wireframe





SeasonUP

Encouraging seasonal eating

SeasonUP is a project in partnership with the school system built around a **quest campaign** that **kids** need to complete to level up and save the planet by scanning **food in season** bought by the parents. The app also provides **educational content** about the products. This motivates children to encourage their parents to **shop for groceries more responsibly**. The service finality is to educate the customers of the future and encourage new and more seasonal eating habits.

Process

Logbook



MY TASKS

- Research strategy
- Benchmarking
- Digital ethnography
- Digital ethn. analysis
- Market opportunity
- General UJ map
- Information architecture
- App features selection
- Wireframing
- Retrospective reflection





SeasonUP UX process

1. From context to concept

Seasonal eating was the starting point of this project. The [research strategy](#) followed was comprehensive of direct and indirect methods, among which the [benchmarking](#). The generated insights lead to the [concept definition](#).

2. Project definition

Different tools were employed to define the project. Among them, are the creation of personas, [value proposition canvases](#) and an evaluation of the constraint and requirements. These steps were crucial to define the first general [UJ map](#).

3. Prototyping the experience

Prototyping the experience was a fun challenge because the goal we were aiming for was to create an amusing game able to teach and promote behavioral change. While creating the [information architecture](#), I tried to keep the [game flow](#) easy and the app suitable to accompany the seasonal food shopping experience. The main actions were scanning and playing with relative achievements and collectable stickers.

4. Assessment and retrospective

After having the [hi-fi wireframes](#), the last phase was the [assessment](#) of the MVP with the stakeholders through moderated interviews with teachers, parents, and children. This was useful to gather new insights for the following project iteration. The very last step of SeasonUP was a retrospective reflection on the project.



SeasonUP UX process

1. From context to concept

Seasonal eating was the starting point of this project. The research strategy followed was comprehensive of direct and indirect methods, among which the benchmarking. The generated insights lead to the concept definition.

2. Project definition

Different tools were employed to define the project. Among them, are the creation of personas, value proposition canvases and an evaluation of the constraint and requirements. These steps were crucial to define the first general UJ map.

3. Prototyping the experience

Prototyping the experience was a fun challenge because the goal we were aiming for was to create an amusing game able to teach and promote behavioral change. While creating the information architecture, I tried to keep the game flow easy and the app suitable to accompany the seasonal food shopping experience. The main actions were scanning and playing with relative achievements and collectable stickers.

4. Assessment and retrospective

After having the hi-fi wireframes, the last phase was the assessment of the MVP with the stakeholders through moderated interviews with teachers, parents, and children. This was useful to gather new insights for the following project iteration. The very last step of SeasonUP was a retrospective reflection on the project.

Research strategy

Questions	Methods	Strategy
<ul style="list-style-type: none">What is seasonal food?What are the segments of customers?Is this topic more common in some countries? Why/why not?	<ul style="list-style-type: none">Literature reviewWebsite review	DESKTOP RESEARCH
<ul style="list-style-type: none">What are the different voices of lifestyle about "Eat in Season" ?How do people react to this topic in different platforms?Which channels are used to discuss the topic? Most popular ones?What are the main interests and doubts around the topic?	<ul style="list-style-type: none">HashtagsPosts & commentsLikes	DIGITAL ETHNOGRAPHY
<ul style="list-style-type: none">What are the different motivations of different target groups?What kind of triggers can make people more motivated?What are the concerns of people who don't eat in season?How much knowledge do people currently have about seasonal food?What are the shopping patterns? Purchases based on? Where?	<ul style="list-style-type: none">ShadowingQuestionnaire	FIELD RESEARCH
<ul style="list-style-type: none">What are the different voices of lifestyle about "Eat in Season" ?How do people react to this topic in different platforms?Which channels are used to discuss the topic? Most popular ones?What are the main interests and doubts around the topic?	<ul style="list-style-type: none">PositioningTesting	BENCHMARKING



SeasonUP UX process

1. From context to concept

Seasonal eating was the starting point of this project. The [research strategy](#) followed was comprehensive of direct and indirect methods, among which the [benchmarking](#). The generated insights lead to the [concept definition](#).

2. Project definition

Different tools were employed to define the project. Among them, are the creation of personas, [value proposition canvases](#) and an evaluation of the constraint and requirements. These steps were crucial to define the first general [UJ map](#).

3. Prototyping the experience

Prototyping the experience was a fun challenge because the goal we were aiming for was to create an amusing game able to teach and promote behavioral change. While creating the [information architecture](#), I tried to keep the [game flow](#) easy and the app suitable to accompany the seasonal food shopping experience. The main actions were scanning and playing with relative achievements and collectable stickers.

4. Assessment and retrospective

After having the [hi-fi wireframes](#), the last phase was the [assessment](#) of the MVP with the stakeholders through moderated interviews with teachers, parents, and children. This was useful to gather new insights for the following project iteration. The very last step of SeasonUP was a retrospective reflection on the project.

Benchmarking positioning





SeasonUP UX process

1. From context to concept

Seasonal eating was the starting point of this project. The [research strategy](#) followed was comprehensive of direct and indirect methods, among which the [benchmarking](#). The generated insights lead to the [concept definition](#).

2. Project definition

Different tools were employed to define the project. Among them, are the creation of personas, [value proposition canvases](#) and an evaluation of the constraint and requirements. These steps were crucial to define the first general [UJ map](#).

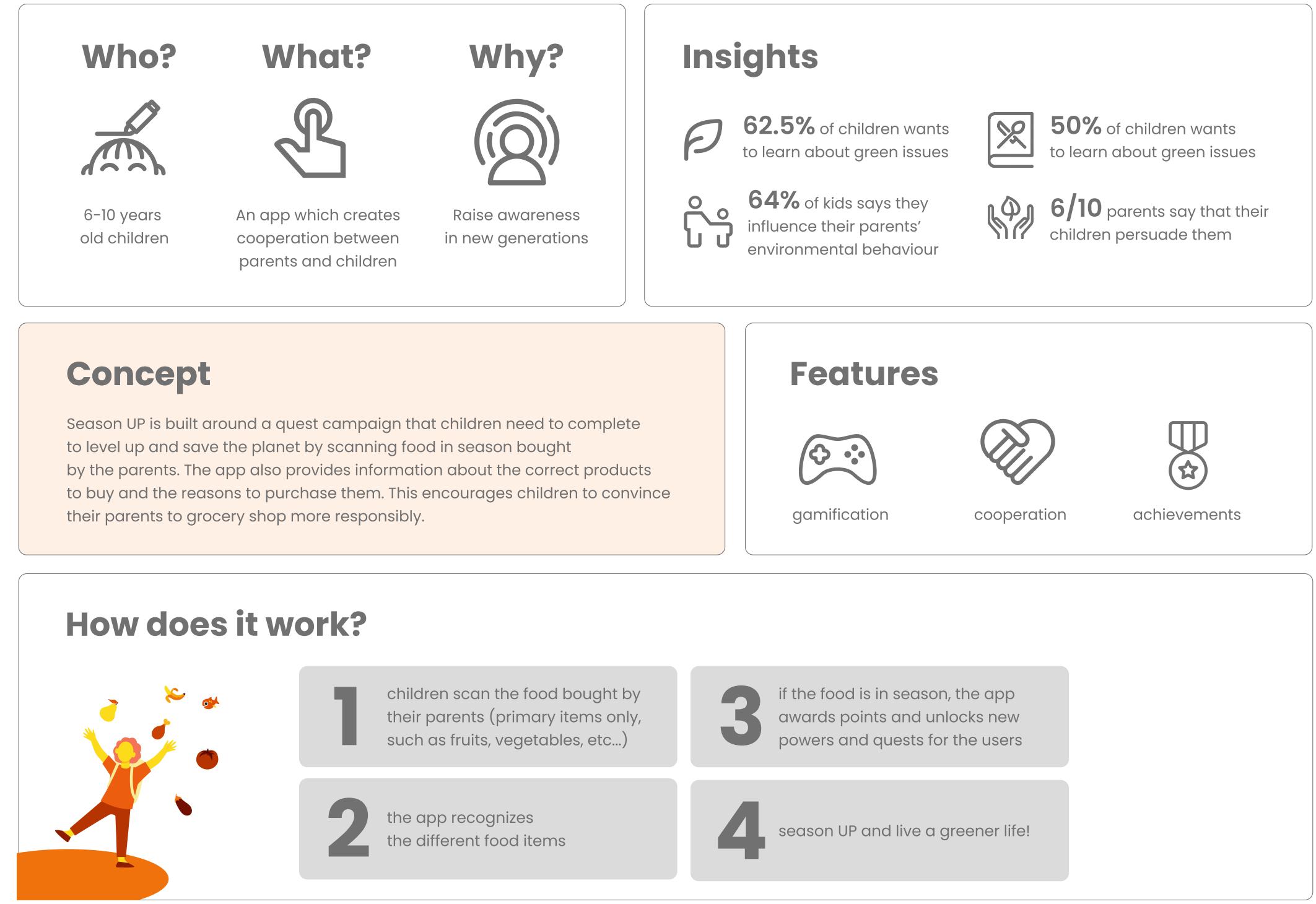
3. Prototyping the experience

Prototyping the experience was a fun challenge because the goal we were aiming for was to create an amusing game able to teach and promote behavioral change. While creating the [information architecture](#), I tried to keep the [game flow](#) easy and the app suitable to accompany the seasonal food shopping experience. The main actions were scanning and playing with relative achievements and collectable stickers.

4. Assessment and retrospective

After having the [hi-fi wireframes](#), the last phase was the [assessment](#) of the MVP with the stakeholders through moderated interviews with teachers, parents, and children. This was useful to gather new insights for the following project iteration. The very last step of SeasonUP was a retrospective reflection on the project.

Concept definition





SeasonUP UX process

1. From context to concept

Seasonal eating was the starting point of this project. The [research strategy](#) followed was comprehensive of direct and indirect methods, among which the [benchmarking](#). The generated insights lead to the [concept definition](#).

2. Project definition

Different tools were employed to define the project. Among them, are the creation of personas, [value proposition canvases](#) and an evaluation of the constraint and requirements. These steps were crucial to define the first general [UJ map](#).

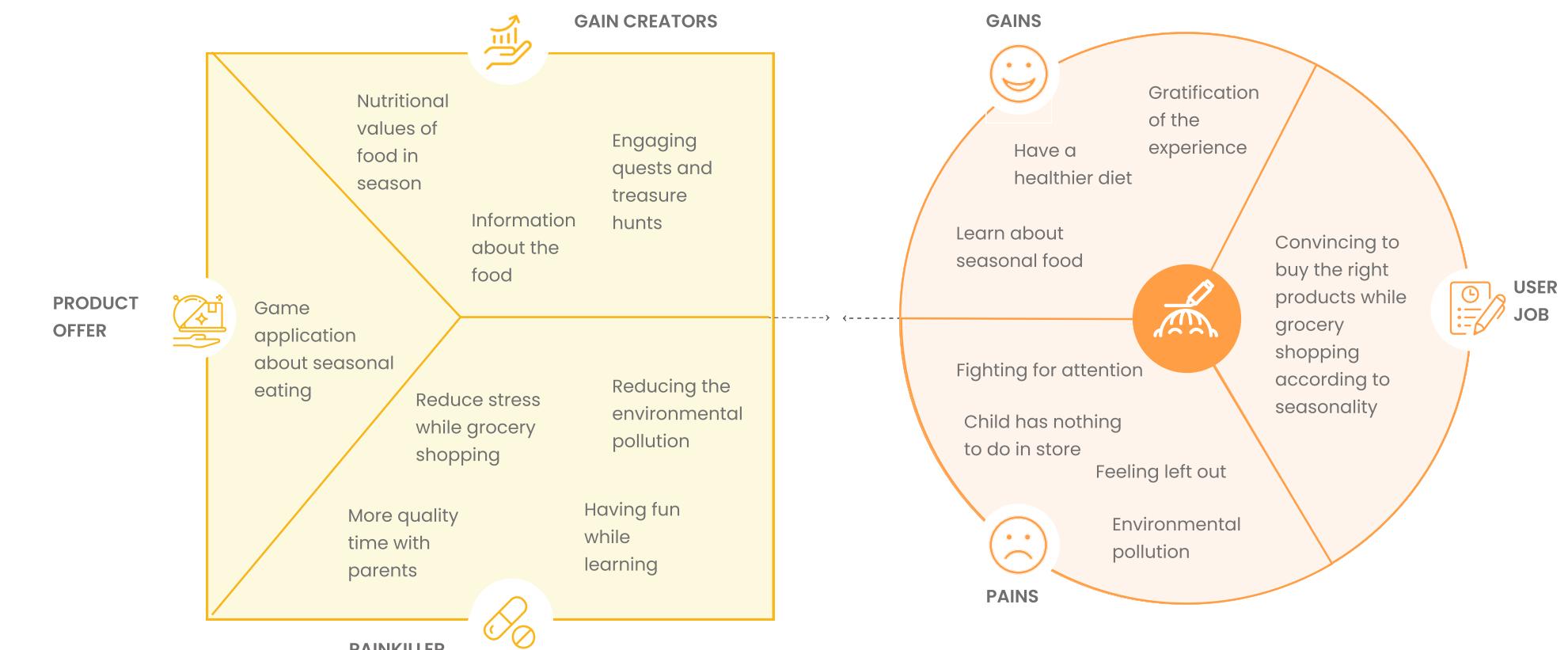
3. Prototyping the experience

Prototyping the experience was a fun challenge because the goal we were aiming for was to create an amusing game able to teach and promote behavioral change. While creating the [information architecture](#), I tried to keep the [game flow](#) easy and the app suitable to accompany the seasonal food shopping experience. The main actions were scanning and playing with relative achievements and collectable stickers.

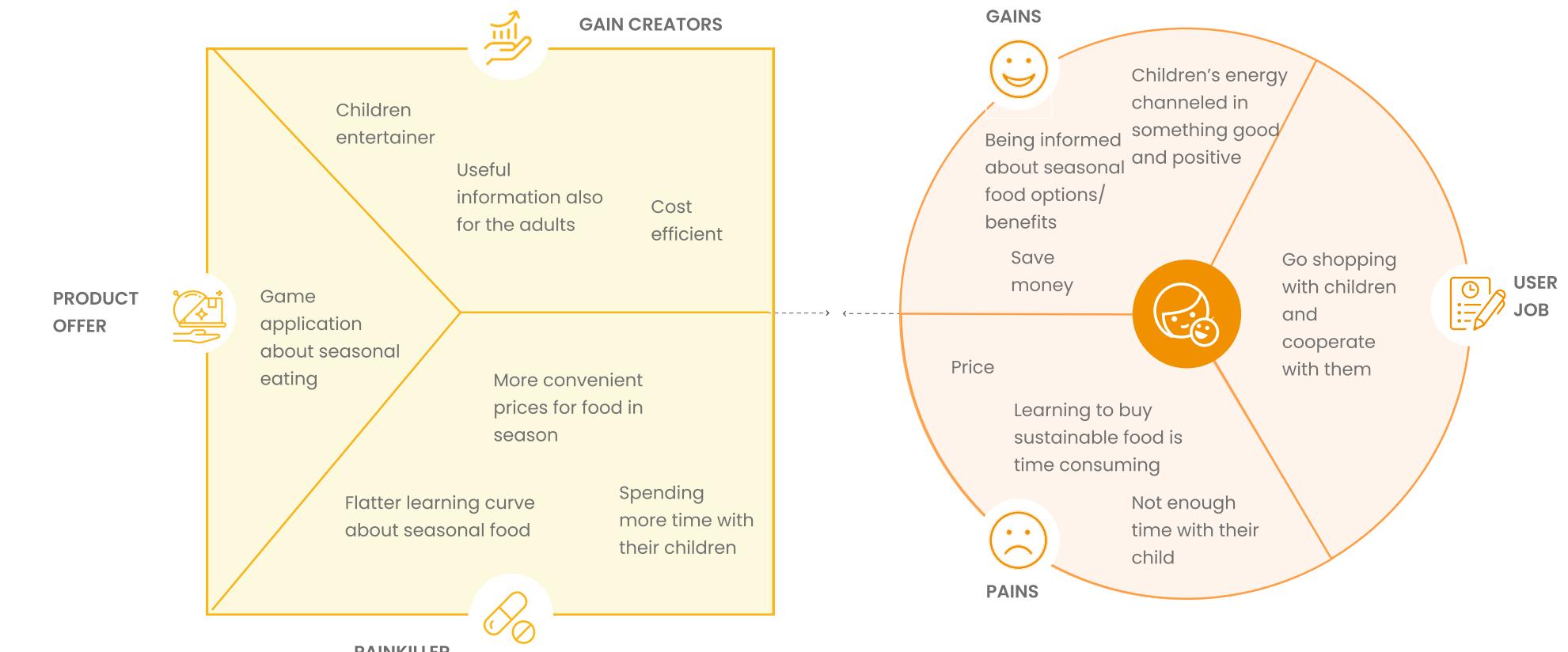
4. Assessment and retrospective

After having the [hi-fi wireframes](#), the last phase was the [assessment](#) of the MVP with the stakeholders through moderated interviews with teachers, parents, and children. This was useful to gather new insights for the following project iteration. The very last step of SeasonUP was a retrospective reflection on the project.

Child value proposition canvas



Parent value proposition canvas





SeasonUP UX process

1. From context to concept

Seasonal eating was the starting point of this project. The [research strategy](#) followed was comprehensive of direct and indirect methods, among which the [benchmarking](#). The generated insights lead to the [concept definition](#).

2. Project definition

Different tools were employed to define the project. Among them, are the creation of personas, [value proposition canvases](#) and an evaluation of the constraint and requirements. These steps were crucial to define the first general [UJ map](#).

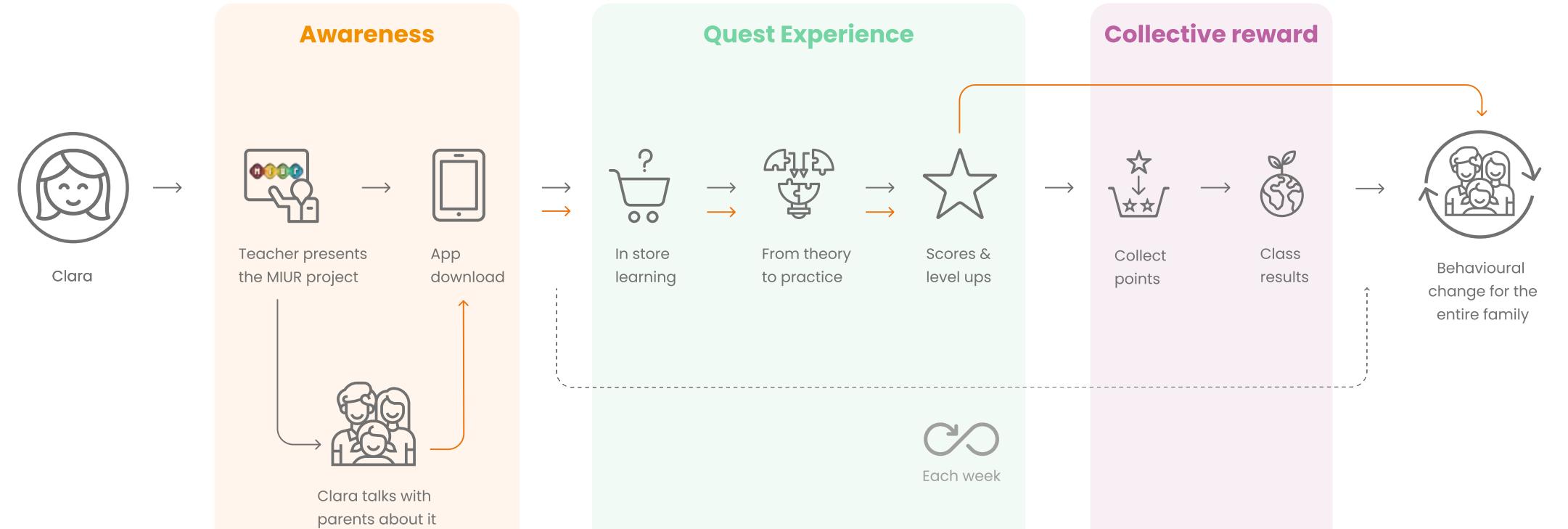
3. Prototyping the experience

Prototyping the experience was a fun challenge because the goal we were aiming for was to create an amusing game able to teach and promote behavioral change. While creating the [information architecture](#), I tried to keep the [game flow](#) easy and the app suitable to accompany the seasonal food shopping experience. The main actions were scanning and playing with relative achievements and collectable stickers.

4. Assessment and retrospective

After having the [hi-fi wireframes](#), the last phase was the [assessment](#) of the MVP with the stakeholders through moderated interviews with teachers, parents, and children. This was useful to gather new insights for the following project iteration. The very last step of SeasonUP was a retrospective reflection on the project.

General user journey map





SeasonUP UX process

1. From context to concept

Seasonal eating was the starting point of this project. The [research strategy](#) followed was comprehensive of direct and indirect methods, among which the [benchmarking](#). The generated insights lead to the [concept definition](#).

2. Project definition

Different tools were employed to define the project. Among them, are the creation of personas, [value proposition canvases](#) and an evaluation of the constraint and requirements. These steps were crucial to define the first general [UJ map](#).

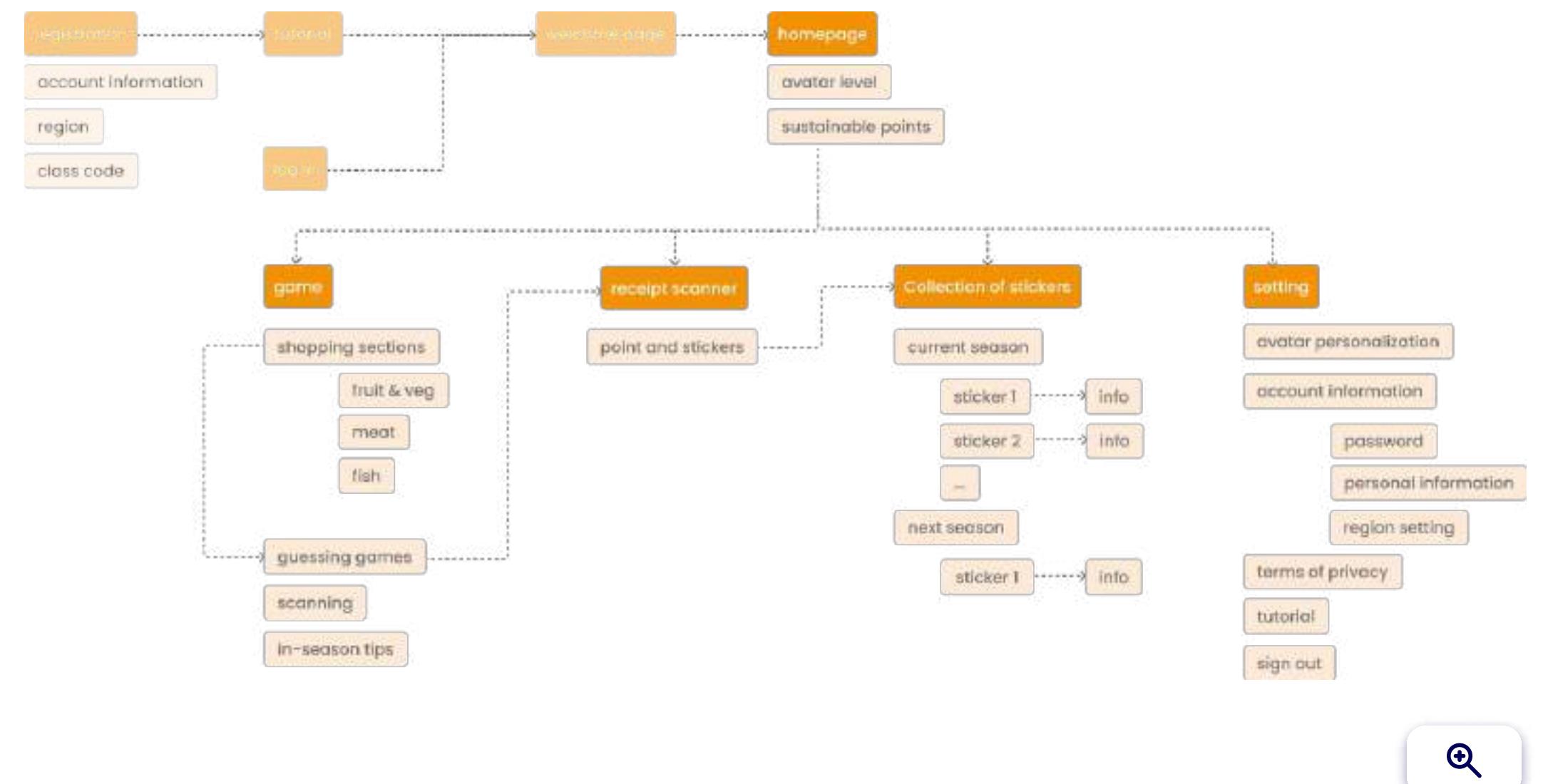
3. Prototyping the experience

Prototyping the experience was a fun challenge because the goal we were aiming for was to create an amusing game able to teach and promote behavioral change. While creating the [information architecture](#), I tried to keep the [game flow](#) easy and the app suitable to accompany the seasonal food shopping experience. The main actions were scanning and playing with relative achievements and collectable stickers.

4. Assessment and retrospective

After having the [hi-fi wireframes](#), the last phase was the [assessment](#) of the MVP with the stakeholders through moderated interviews with teachers, parents, and children. This was useful to gather new insights for the following project iteration. The very last step of SeasonUP was a retrospective reflection on the project.

Information architecture





SeasonUP UX process

1. From context to concept

Seasonal eating was the starting point of this project. The [research strategy](#) followed was comprehensive of direct and indirect methods, among which the [benchmarking](#). The generated insights lead to the [concept definition](#).

2. Project definition

Different tools were employed to define the project. Among them, are the creation of personas, [value proposition canvases](#) and an evaluation of the constraint and requirements. These steps were crucial to define the first general [UJ map](#).

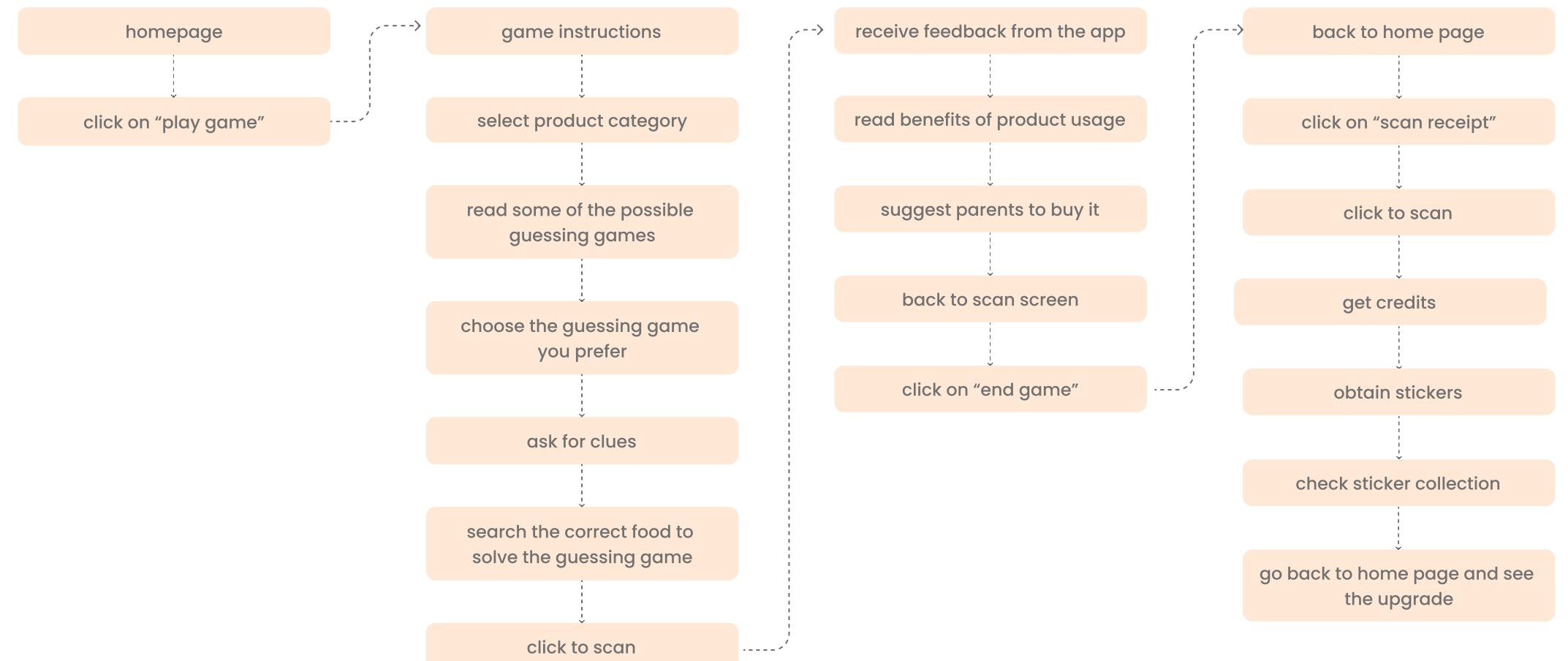
3. Prototyping the experience

Prototyping the experience was a fun challenge because the goal we were aiming for was to create an amusing game able to teach and promote behavioral change. While creating the [information architecture](#), I tried to keep the [game flow](#) easy and the app suitable to accompany the seasonal food shopping experience. The main actions were scanning and playing with relative achievements and collectable stickers.

4. Assessment and retrospective

After having the [hi-fi wireframes](#), the last phase was the [assessment](#) of the MVP with the stakeholders through moderated interviews with teachers, parents, and children. This was useful to gather new insights for the following project iteration. The very last step of SeasonUP was a retrospective reflection on the project.

Game flow





SeasonUP UX process

1. From context to concept

Seasonal eating was the starting point of this project. The [research strategy](#) followed was comprehensive of direct and indirect methods, among which the [benchmarking](#). The generated insights lead to the [concept definition](#).

2. Project definition

Different tools were employed to define the project. Among them, are the creation of personas, [value proposition canvases](#) and an evaluation of the constraint and requirements. These steps were crucial to define the first general [UJ map](#).

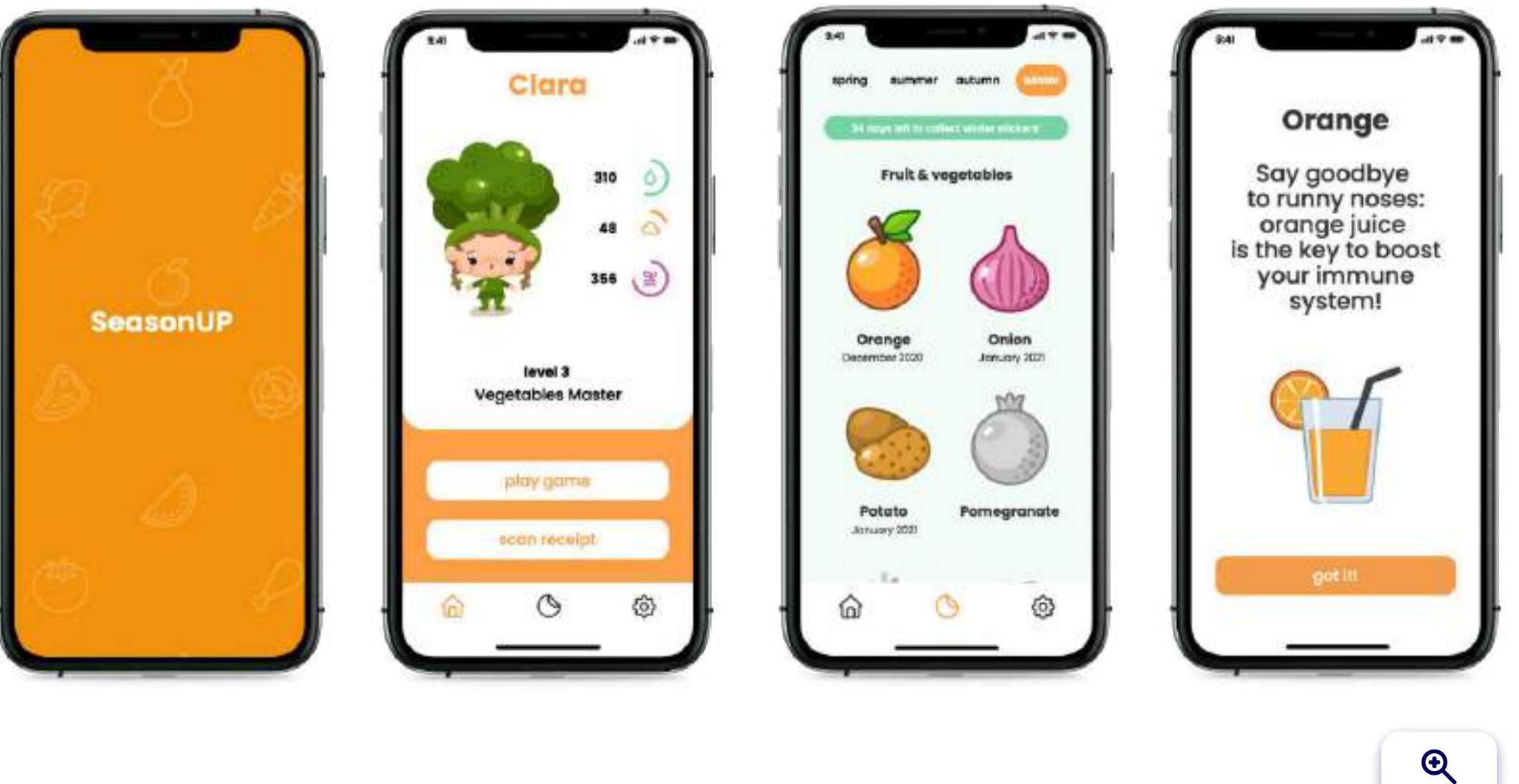
3. Prototyping the experience

Prototyping the experience was a fun challenge because the goal we were aiming for was to create an amusing game able to teach and promote behavioral change. While creating the [information architecture](#), I tried to keep the [game flow](#) easy and the app suitable to accompany the seasonal food shopping experience. The main actions were scanning and playing with relative achievements and collectable stickers.

4. Assessment and retrospective

After having the [hi-fi wireframes](#), the last phase was the [assessment](#) of the MVP with the stakeholders through moderated interviews with teachers, parents, and children. This was useful to gather new insights for the following project iteration. The very last step of SeasonUP was a retrospective reflection on the project.

Hi-fi wireframes





SeasonUP UX process

1. From context to concept

Seasonal eating was the starting point of this project. The [research strategy](#) followed was comprehensive of direct and indirect methods, among which the [benchmarking](#). The generated insights lead to the [concept definition](#).

2. Project definition

Different tools were employed to define the project. Among them, are the creation of personas, [value proposition canvases](#) and an evaluation of the constraint and requirements. These steps were crucial to define the first general [UJ map](#).

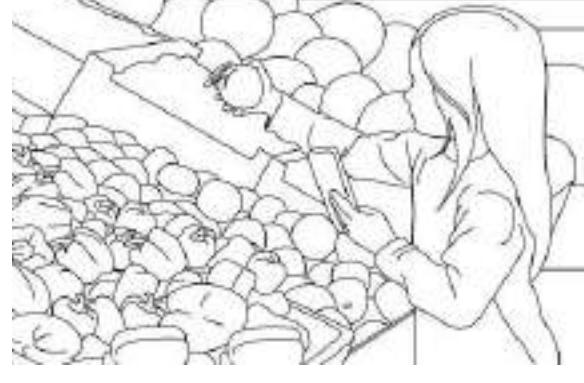
3. Prototyping the experience

Prototyping the experience was a fun challenge because the goal we were aiming for was to create an amusing game able to teach and promote behavioral change. While creating the [information architecture](#), I tried to keep the [game flow](#) easy and the app suitable to accompany the seasonal food shopping experience. The main actions were scanning and playing with relative achievements and collectable stickers.

4. Assessment and retrospective

After having the [hi-fi wireframes](#), the last phase was the [assessment](#) of the MVP with the stakeholders through moderated interviews with teachers, parents, and children. This was useful to gather new insights for the following project iteration. The very last step of SeasonUP was a retrospective reflection on the project.

Assessment with the stakeholders

Awareness	Quest experience	
Interviews with teachers	Interviews with parents	Interviews with children
 "I find the topic very interesting and suitable for the elementary school." "Generally speaking an educational project needs a specific approval when it requires some funds."	 "Grocery shopping with my child is unnerving , my kid always complains that she's bored and tired." "I usually listen to my daughter's suggestions about what to buy." "I would let my child use this app and I believe she would enjoy playing with it."	 "I'm always bored when I go grocery shopping, because I have nothing to do except helping weighing the food." "I'd like to have something to play and I have fun doing guessing games." "If I find the right product, I'd like the app to suggest me some recipes ."

Reward system		
Interviews with teachers	Interviews with parents	Interviews with children
 "I really like the idea of creating a collective objective and of encouraging collaboration ." "The virtual planet makes the impact of children's actions tangible , and can motivate them." "Other activities should be organized in class to support the project."	 "The bonding moment with the kids is already a good psychological and emotional reward for parents." "Receiving some points to use at the supermarket would be nice." "The gratification for the child is most important, while reward for parents is secondary."	 "I want to co-operate with my friends and see what we did together." "I like doing class activities, so I would like if the teacher showed us our progress and taught us something about the topic." "When I go grocery shopping, I like to win stickers or some small toys ."