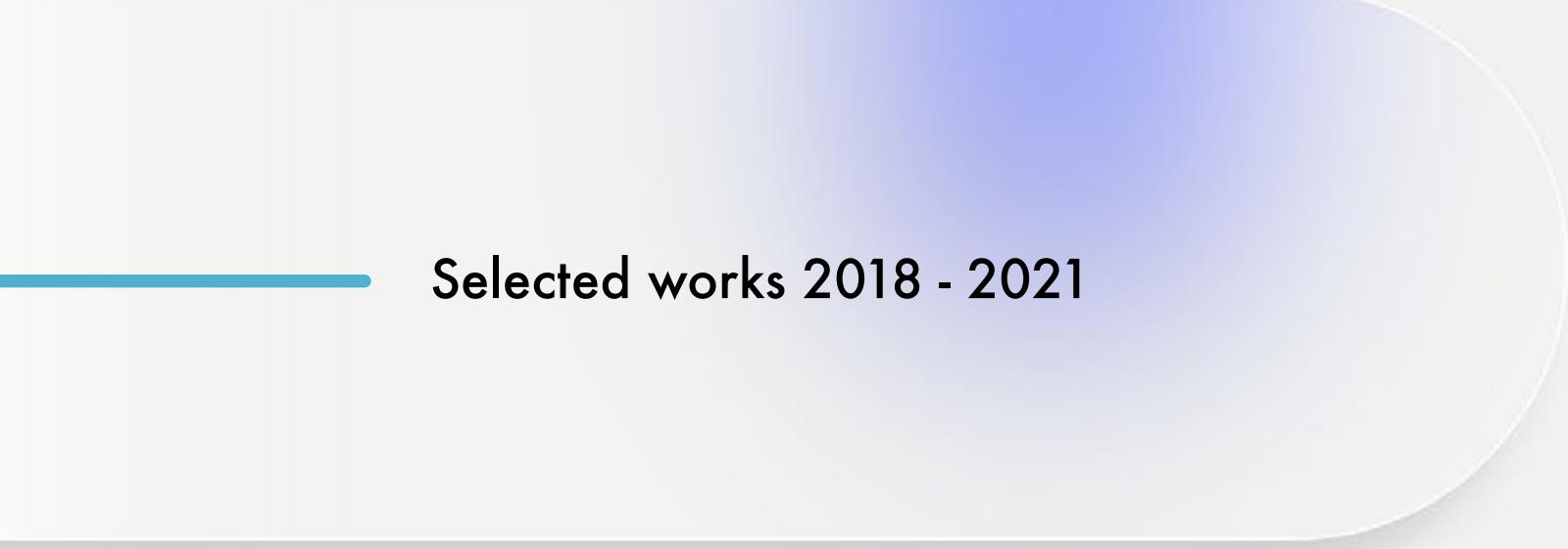


Portfolio

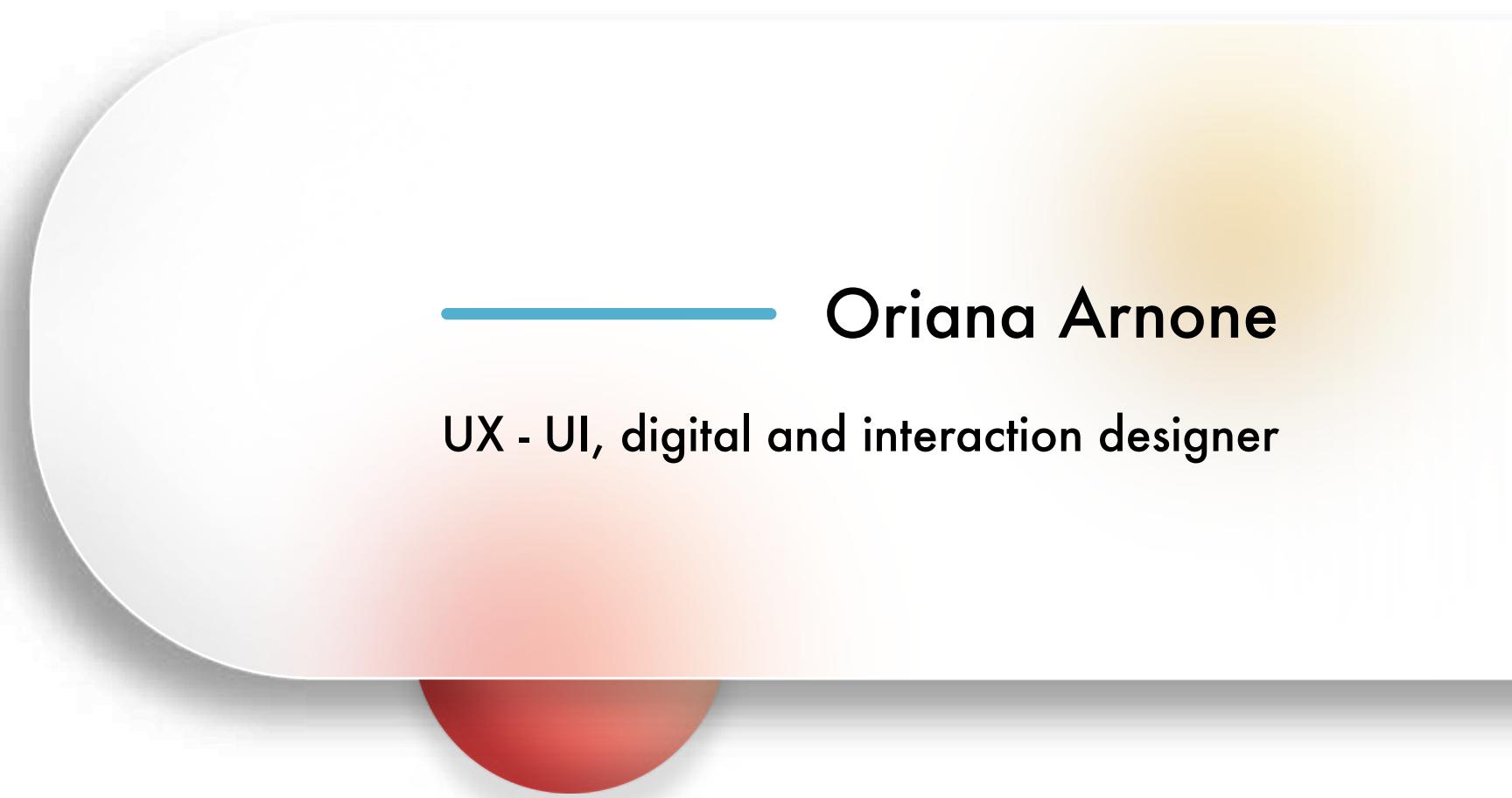
Oriana Arnone

UX - UI, digital and
interaction designer





Selected works 2018 - 2021



Oriana Arnone

UX - UI, digital and interaction designer

Oriana Arnone

UX - UI, digital and interaction designer

oriana.arnone@gmail.com
+39 3791120331
Linkedin: Oriana Arnone



Work experiences

september 2020- march 2021

Digital Analyst Junior
Intesa Sanpaolo

may 2020- june 2020

UCD researcher and UX designer
Gruppo mediaset

march 2019- now

UX and UI tester
App Quality

Workshops

february 2020

Design a new bank experience for millennials
Banca Mediolanum

june 2018

Design an interactive space for new generations
Arrital

Education

september 2018- april 2021

Master's of science in Digital and Interaction Design
Politecnico di Milano

october 2015- july 2018

Bachelor degree in Product Design
Politecnico di Milano

september 2010- july 2015

Math and Science high school diploma
Liceo Scientifico Niccolò Machiavelli

Certificates

november 2020- january 2021

Machine Learning course on Coursera
Stanford University

november 2019

User Centered Design interactive technologies
Bestr certification - Politecnico di Milano

Soft skills

Good written and spoken **communication** skills in Italian and in English.

Highly **organized** and efficient

Ability to work independently or as a part of a multidisciplinary **team**

Great complex **problem solving** ability learned working in Intesa SanPaolo

Ability of **critical thinking** and **decision making**

Flexibility and **Creativity**

Ability to **relate with colleagues** in the office learned working in the Intesa Sanpaolo headquarter

Languages

Italian: mother tongue

English B2: TOEIC certification - score 920/990

Hard skills

Wireframe and UX-UI prototypes
Adobe XD - Sketch

Insights analysis: Customer journey maps, mind maps
Miro - Figma

Presentations and Illustrations
Illustrator - Sketch - keynote - Powerpoint

Photo and video editing
Photoshop - Premier Rush

Editorial and writing
Adobe Indesign - Word

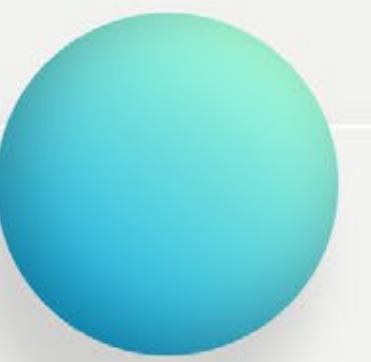
Web design
HTML - CSS

Implementation
Unity - Arduino - Processing

3D models- 3D printing
Inventor - Adobe Dimensions - Keyshot - Slic3r

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AR - VR - 360° mobile applications

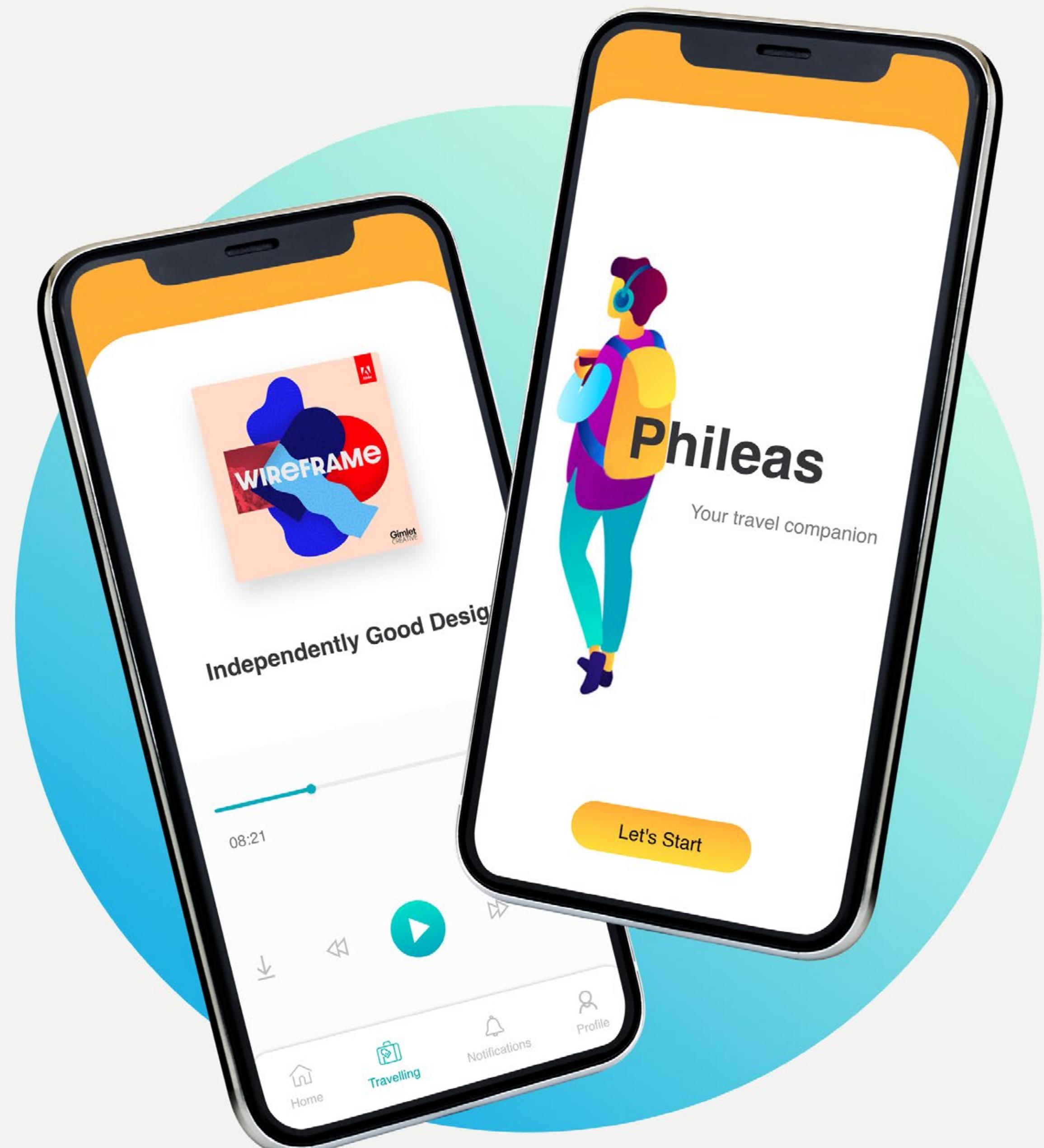
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UX IU Design of
interactive systems

01



PHYLEAS

Innovative service to enhance the user experience in public transport

We had to ideate an innovative service to give more meaning to the transportation experience in public transports. After research and analysis on commuters, we thought about a mobile application that has the role of a companion and gives instructions to commuters through earphones.

The application provides the right information at the right moment by telling the user about delays, cancellations, and walking time. During the time the user spends on public transportation, it will also suggest and play for him some audiobooks or music for the estimated while.

The application will self learn the user's habits having access to his GPS location, calendar, transportation timetables, and personal taste of music and audiobook in order to suggest to the user when he should leave home and how he can productively spend time on the public transportation. We created a storyboard, an action diagram, a system map, and a business model canvas to describe the service.

After the course, I decided to continue the project. I designed my vision of the mobile application through maps, interaction study, wireframes, style, UX, and UI.

Concept: November 2018- December 2018
App prototype: June 2020

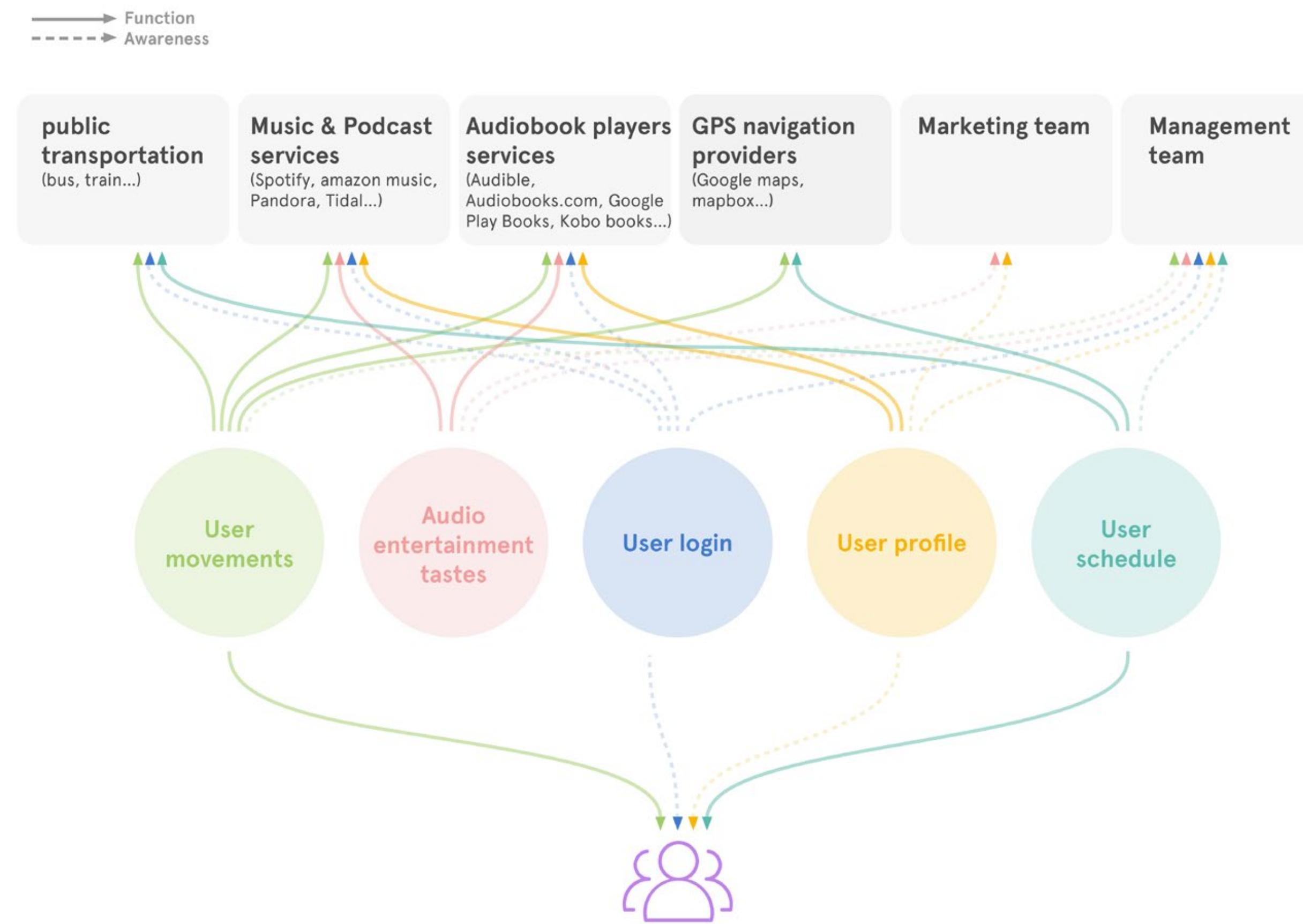
Course of User Experience Design

Concept with: Azzolin, Hoogen, Shahriari, Xu, Zheng.

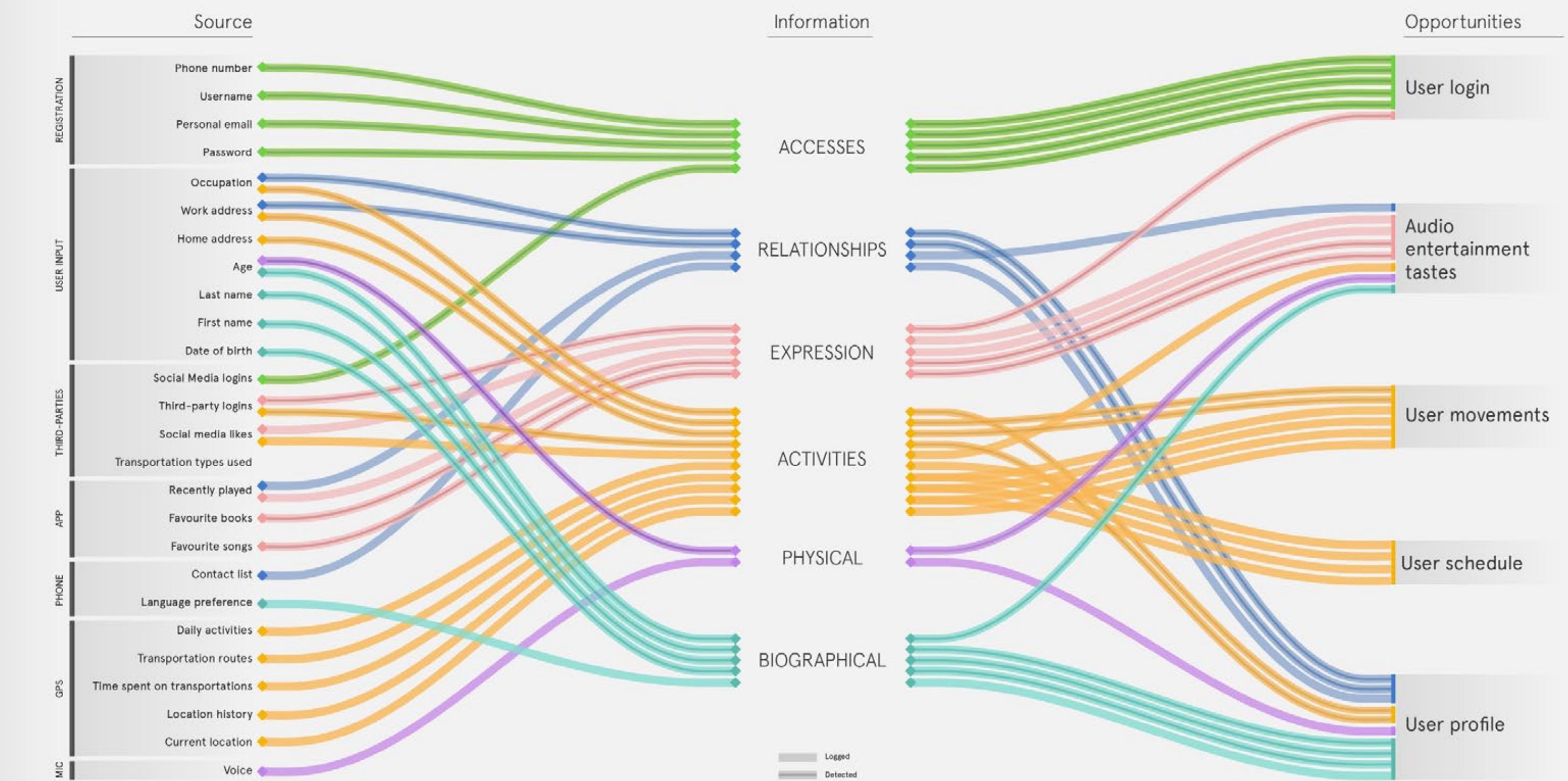
Wireframes and graphics designed by myself.

Professor Margherita Pillan

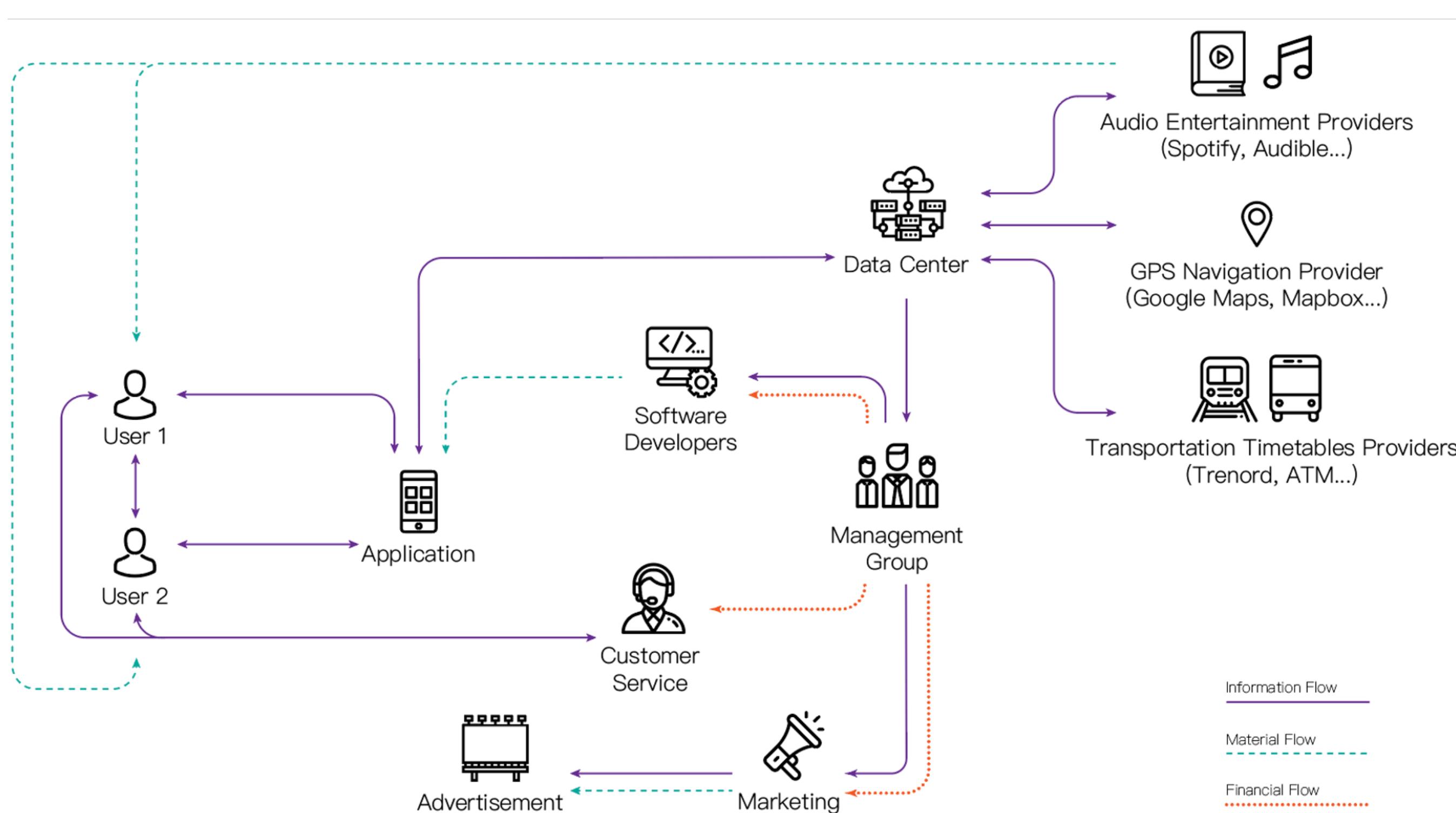
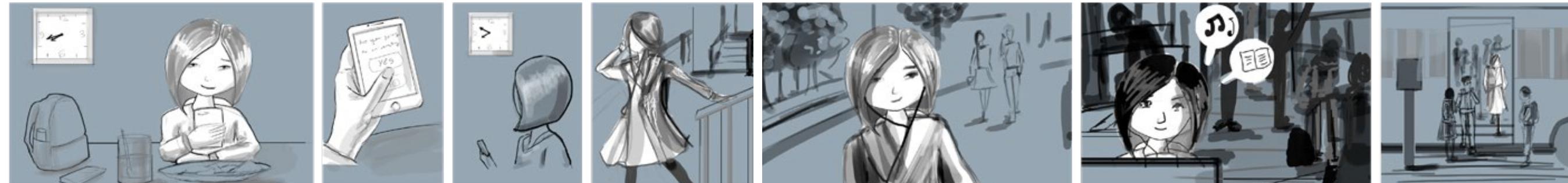
User analysis



User information flow



Storyboard and system map



Exploration of the consequences

Impact layer	Issue	Details	Key-Points
Self-perception	Altered cognitive load on decision making processes Unawareness of automated decision making and procedures	Suggest musics, podcasts, audiobooks to you (you don't make the decision), it tells you when you have to get out of the public transportsations (you don't have to remember it). The user is excluded from the decision-making process made by the algorithms. (why the application chose that particular song for me?)	The user relies on the algorithm decisions rather than its own. The user is not aware of how the service is programming the schedule and suggesting audio products.
Actions	Optimized daily activities due to access to information	Life experiences can't only be reduced to a constant optimization process. It leaves no space to spontaneous actions.	Too many constraints given to the user.

Interpersonal relationship	Alteration of interaction and relationships between people	The user isn't encouraged to interact with people surrounding it. User can isolate itself from the surrounding environment in public transportation by listening to audio contents with headphones.
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Improvements

Self-perception	The user can participate in the decision process by defining the type of content they want to listen to when going to specific places.
Actions	The application always asks the user if they are going somewhere in the defined schedule. The user has possibility to answer "no" to avoid the guidance from the assistant.
Interpersonal relationship	The user can highlight its favourite song/book . This can be shared and enjoyed by other people in the same transportation vehicle or in their personal contact list.

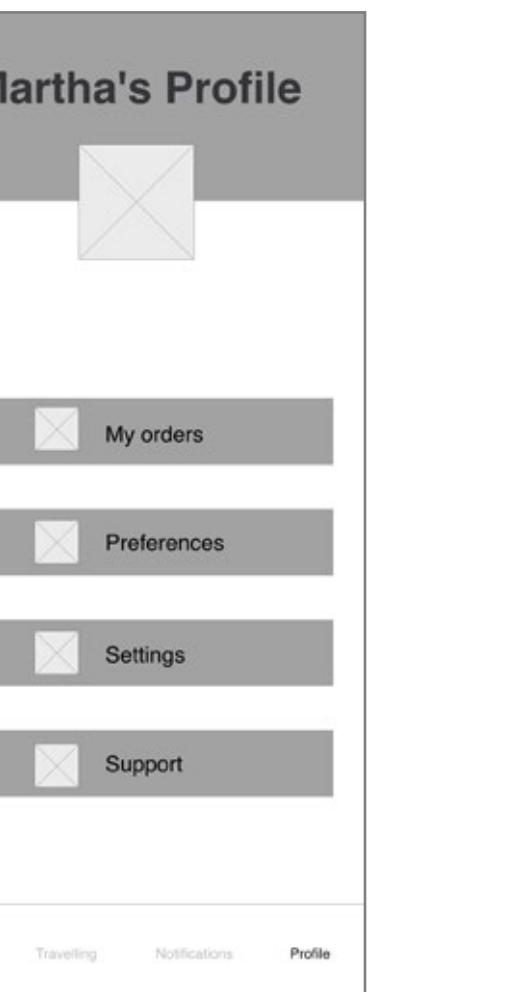
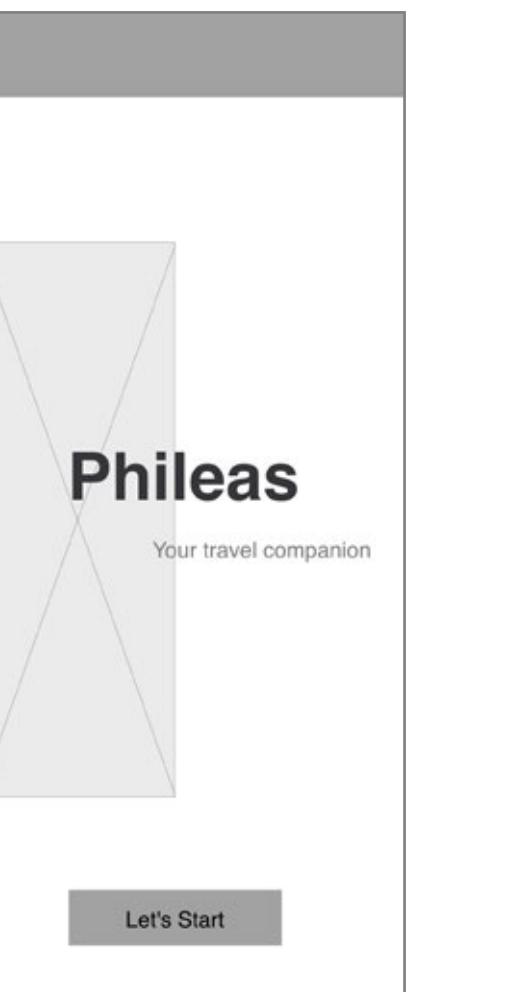
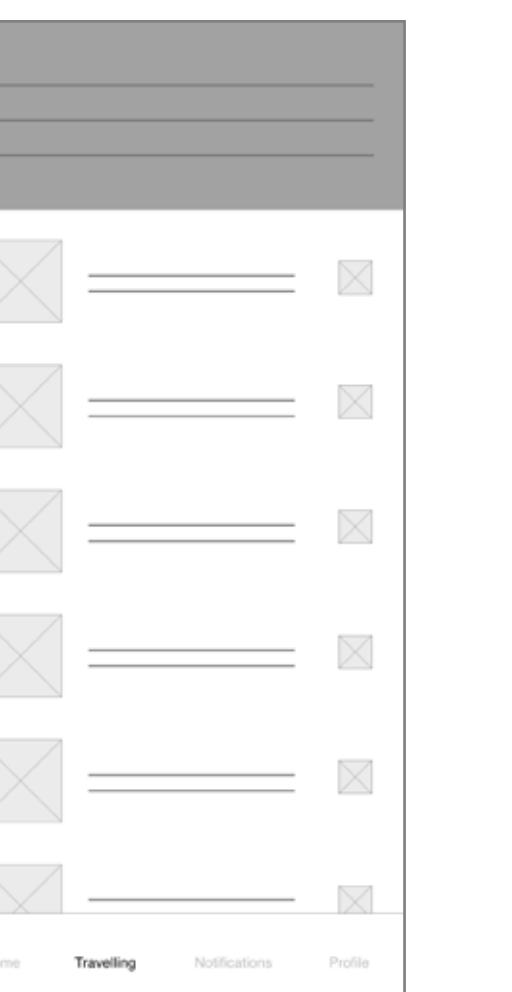
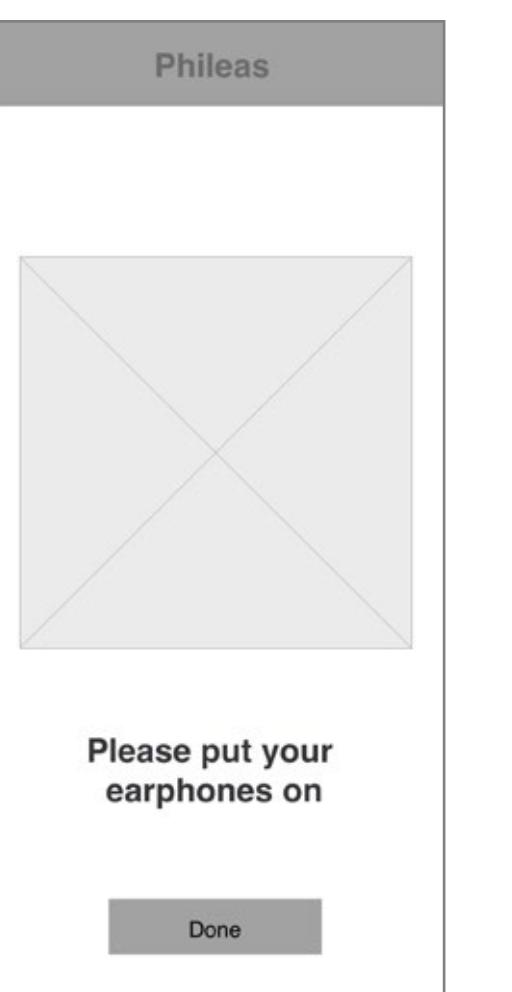
Wireframes and prototypes

The research about the user, data analysis, system maps, storyboard, and concept definition, was done in collaboration with teammates.

Then I decided to conclude the project by developing some wireframes autonomously.

I studied a color palette, developed a coherent style and graphic, did the illustrations, and created the final prototype.

The final result is an application that is very intuitive, easy to use, with a clean design, rounded, white background, and some hints of bright colors.



The screenshots illustrate the progression of the Phileas app's design:

- Wireframe Stage:** Shows the initial structure of the app's screens, including the main screen with a large 'X' placeholder and a 'Let's Start' button, and the profile screen with a list of navigation options.
- Prototyping Stage:** Shows the addition of visual elements like backgrounds and icons. The main screen now features a stylized illustration of a person with headphones and a backpack, and the profile screen shows a blurred profile picture.
- Final Design Stage:** The app is presented in its final polished state with a clean white background and rounded corners. It includes:
 - Home Screen:** Asks if the user is leaving for University, with 'Yes' and 'No' buttons, and a note about a bus arrival in 15 minutes.
 - Traveling Screen:** Shows a music player interface with a play button, volume controls, and a progress bar from 08:21 to 21:00. It also displays a book cover for 'WIREFRAME' by O'Reilly.
 - Profile Screen:** Displays a user profile for 'Martha' with a photo placeholder, and sections for 'My orders' and 'Preferences'.

This vertical stack of screens highlights specific features of the Phileas app:

- Top Screen:** A close-up of a user profile picture.
- Second Screen:** A message bubble saying "Please put your earphones on" with a "Done" button.
- Third Screen:** A "My orders" section with a list of items: "The Book Review" (22 min), "All the Books!" (18 min), "Independently Good Design" (21 min), and "The New Yorker: Fiction" (20 min). Each item has a play button icon.
- Fourth Screen:** A "Preferences" section with icons for "Home", "Traveling", "Notifications", and "Profile".
- Bottom Screen:** A large circular placeholder for a profile picture with the text "Please put your earphones on" and a "Done" button at the bottom.

02



MY BUBBLE

A new UX to manage money through a mobile application and an IoT Smart Cardholder

Banca Mediolanum asked us to choose one of four topics, and define our brief. So, we decided to focus on Millennials to help them mindfully managing money, building awareness at the moment of payment, and decreasing the stress of checking expenses. In this way, they can achieve their financial goals and understand themselves better.

After the research, interviews, analysis, and personas, we started the ideation phase through "how might we" questions. We combined some ideas, defined a solution, and created two journey maps. Our system is composed of an application and a smart cardholder. People that use to pay with the card can use the cardholder. It has a smart fabric where a line appears at each purchase.

People that used to pay with the phone have to unlock the payment using the app. They have to take money from the bubble of the homepage (their monthly budget). At the end of the month, they can see the report, discover which Avatar represents better their spending personality, and see some suggestions to change their spending behavior and take more control of their financial situation.

12th february 2020- 19th february 2020

**Professional workshop with Banca
Mediolanum**

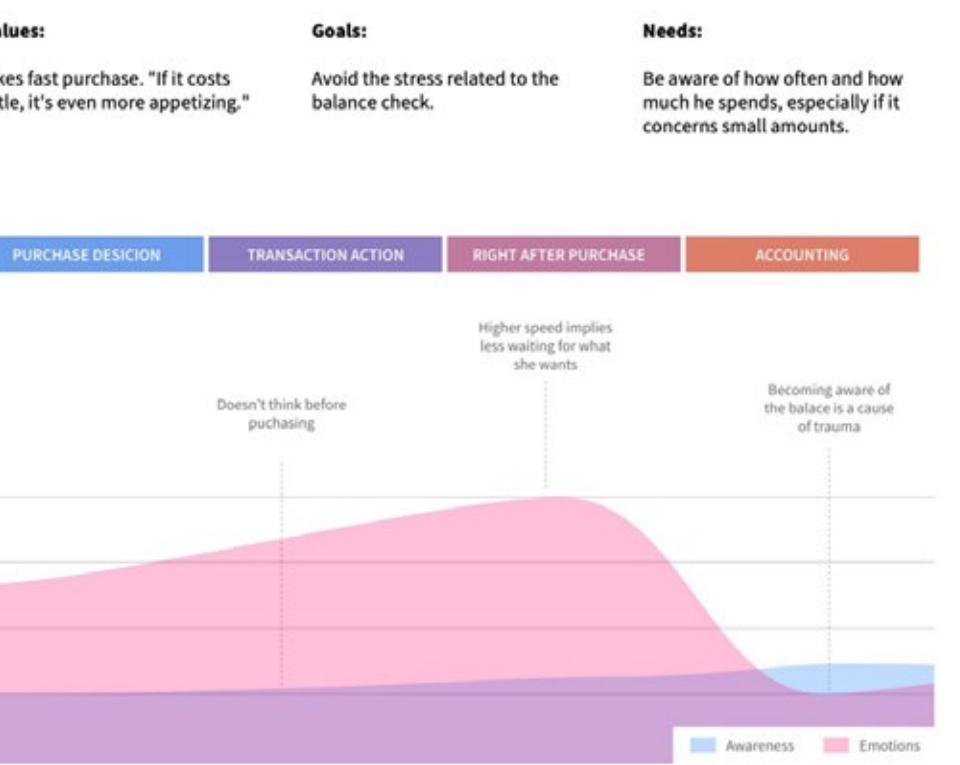
With: Nikulina, Zhang, Zhou, Liao, Ye.

Professor Sara Colombo

User analysis and personas

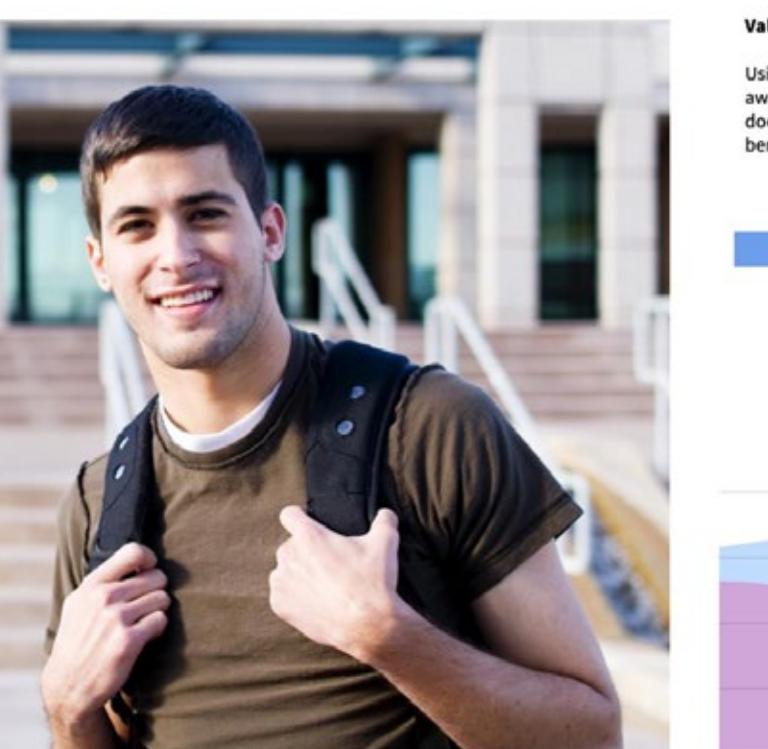


Persona: The Impulsive

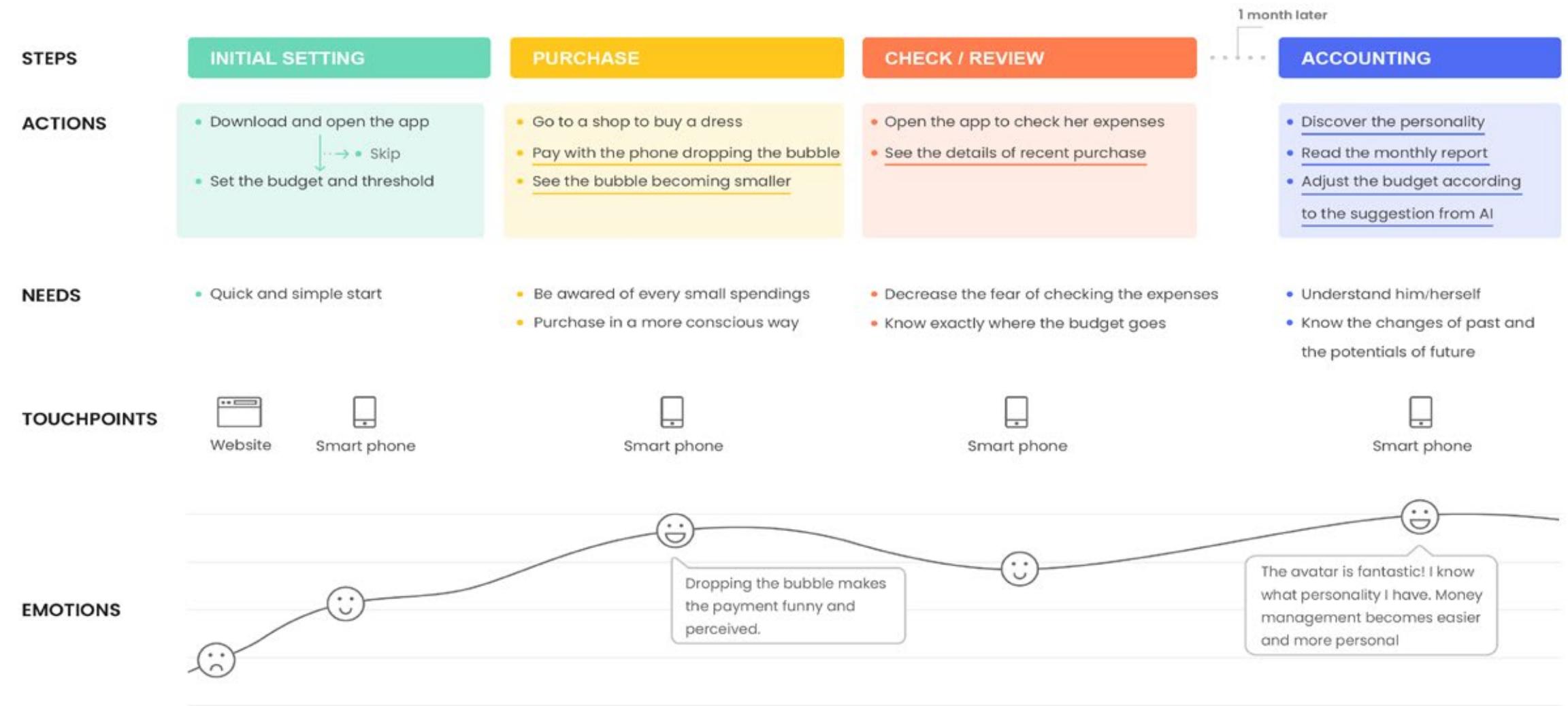


Interviews, digital ethnography, observation, and shadowing are useful methods to analyze the user, find problems, and collect insights. The insights are used to create personas that will set the values, goals, needs, and requirements of the project. The ideation phase was done through how might we questions, crazy 8, and brainstorming. After the idea selection, the concept was defined through a storyboard, and 2 different journey maps: one for the user that pays with the phone and the other about the user that pays with a card.

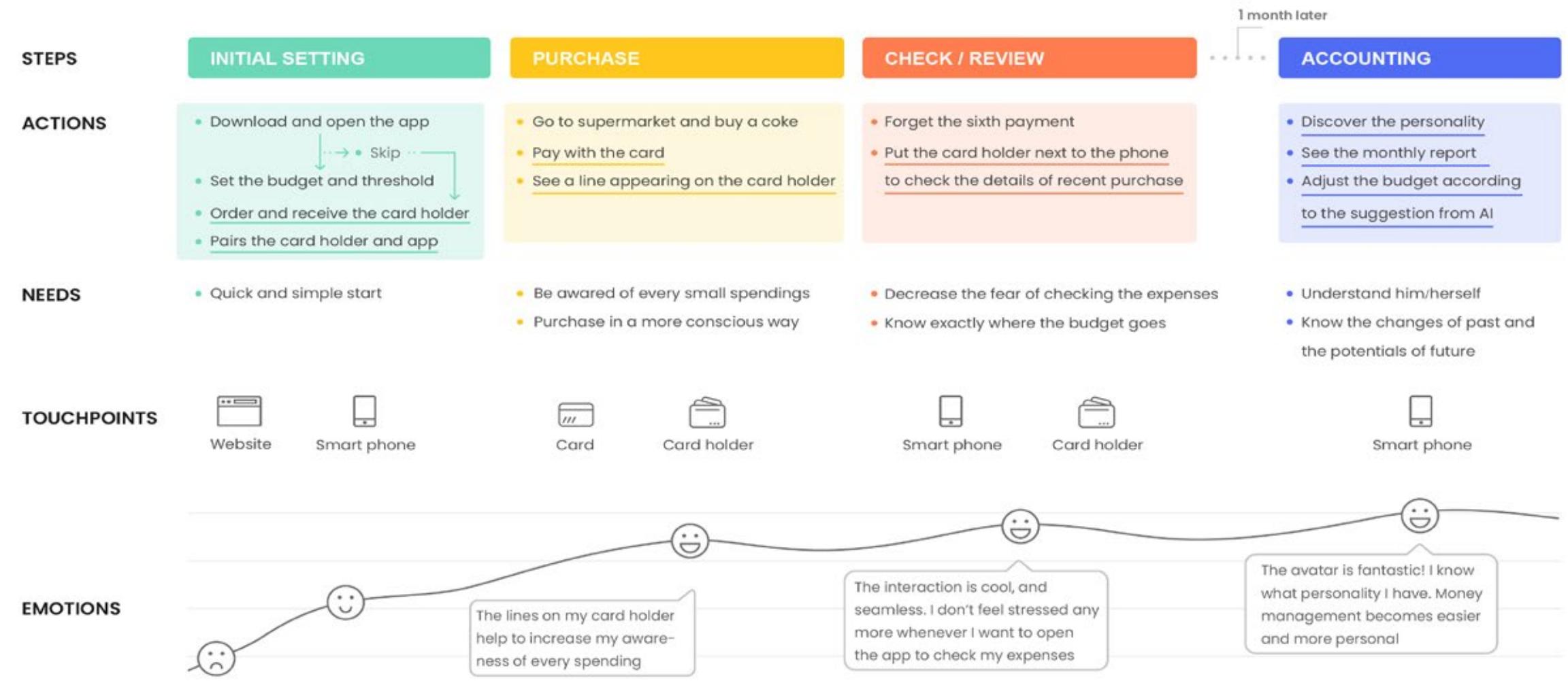
Persona: The Rational



USER JOURNEY MAP | PAY WITH PHONE



USER JOURNEY MAP | PAY WITH CARD



Wireframes and prototypes

The wireframe grid includes:

- Homepage:** A simple screen with a large circle containing the word "FLOWE".
- Payment:** Two screens showing a payment interface with a circular progress bar.
- Budget and expenses list:** Three screens: a budget input screen with sliders for three clusters (42%, 28%, 30%), a screen with a circular slider and a location pin, and a screen with a list of items.
- Avatar:** Five screens: a settings screen for an avatar, a screen prompting for an "AVATAR!", a screen showing a placeholder for an "AVATAR!" with a "See Report" button, an AI suggestions screen with a stick figure, and a report screen with four clusters labeled Cluster 1 through Cluster 4.

Application

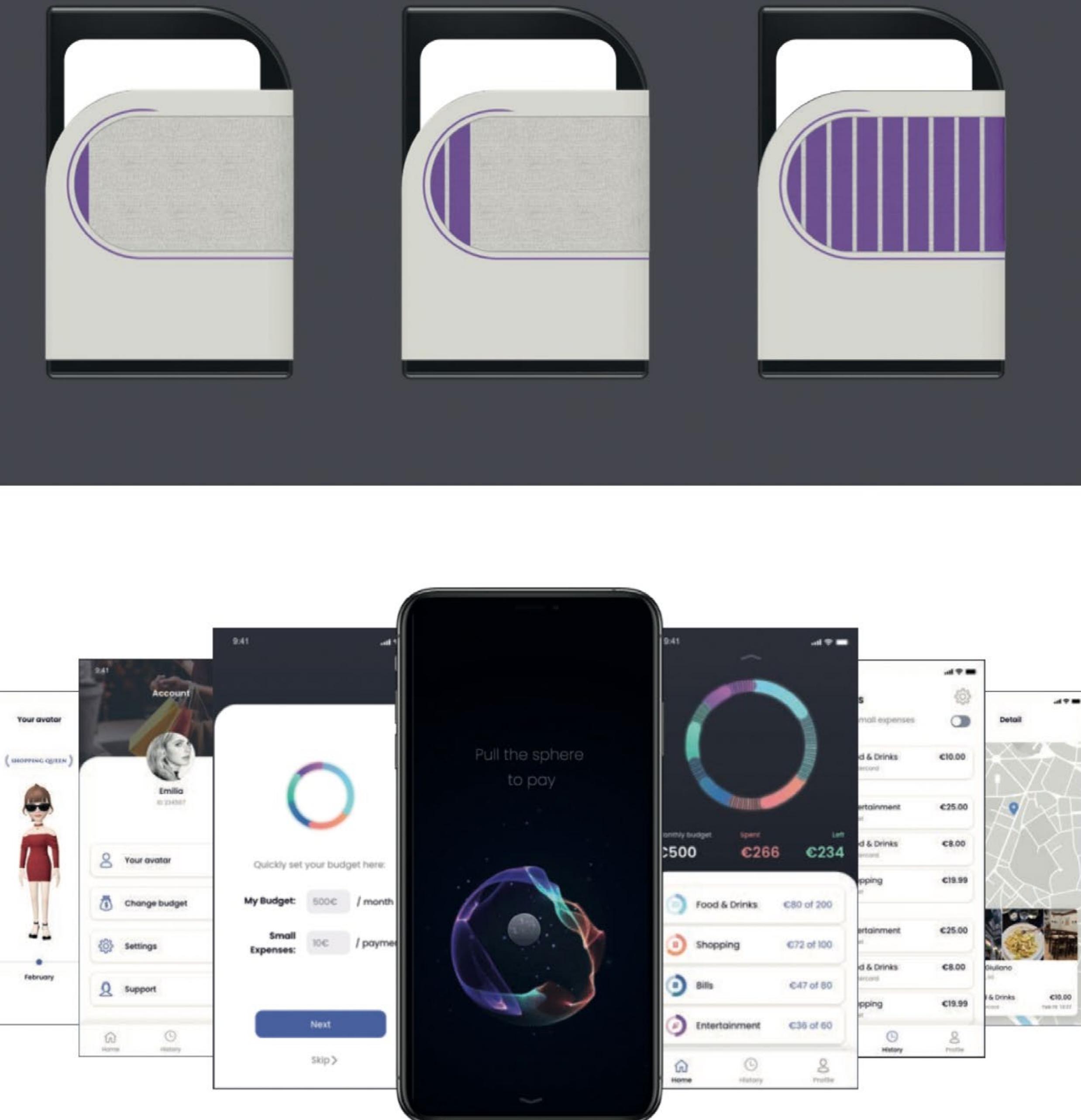
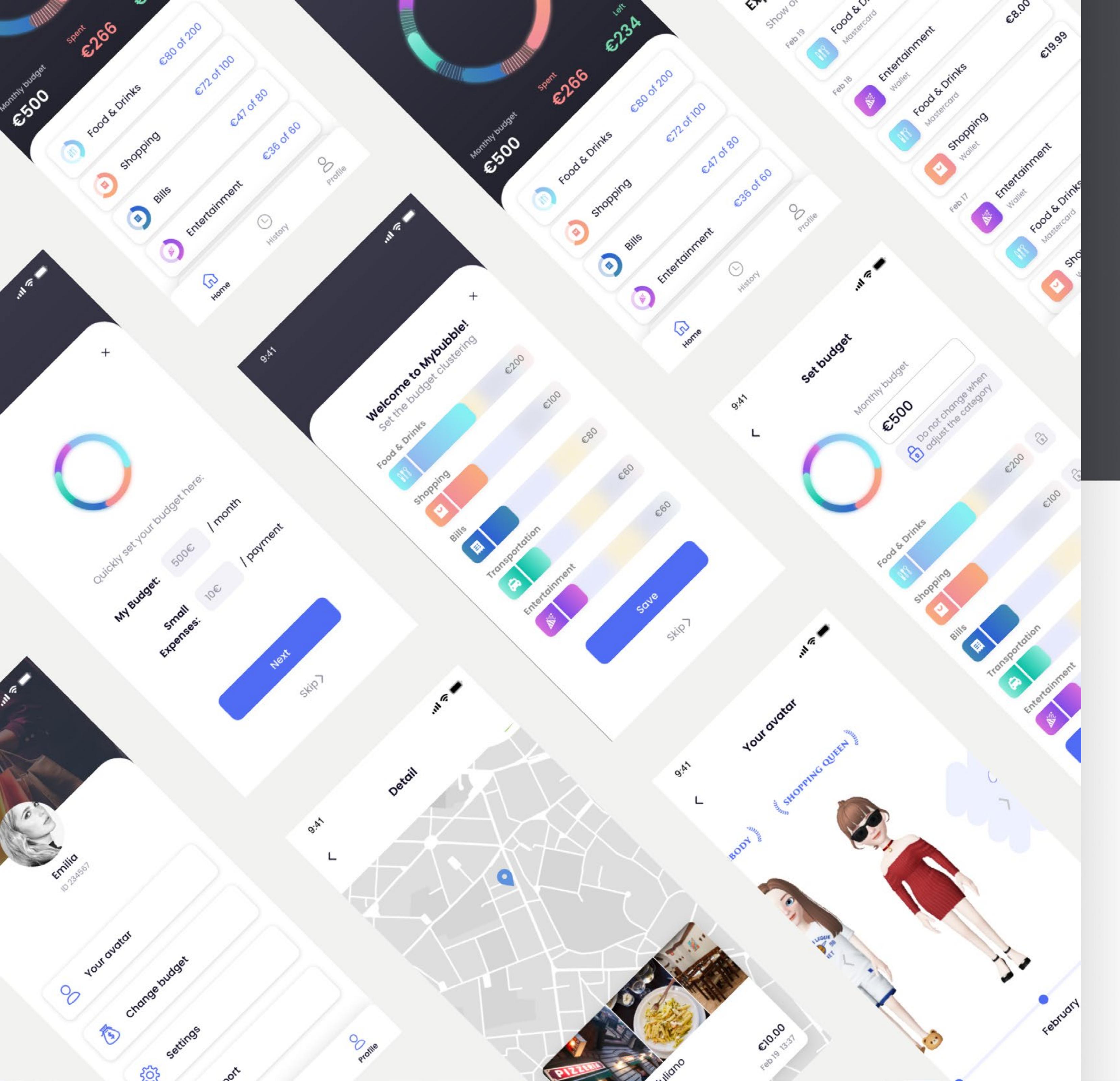
Budget & Expenses

The diagram illustrates the application's main features:

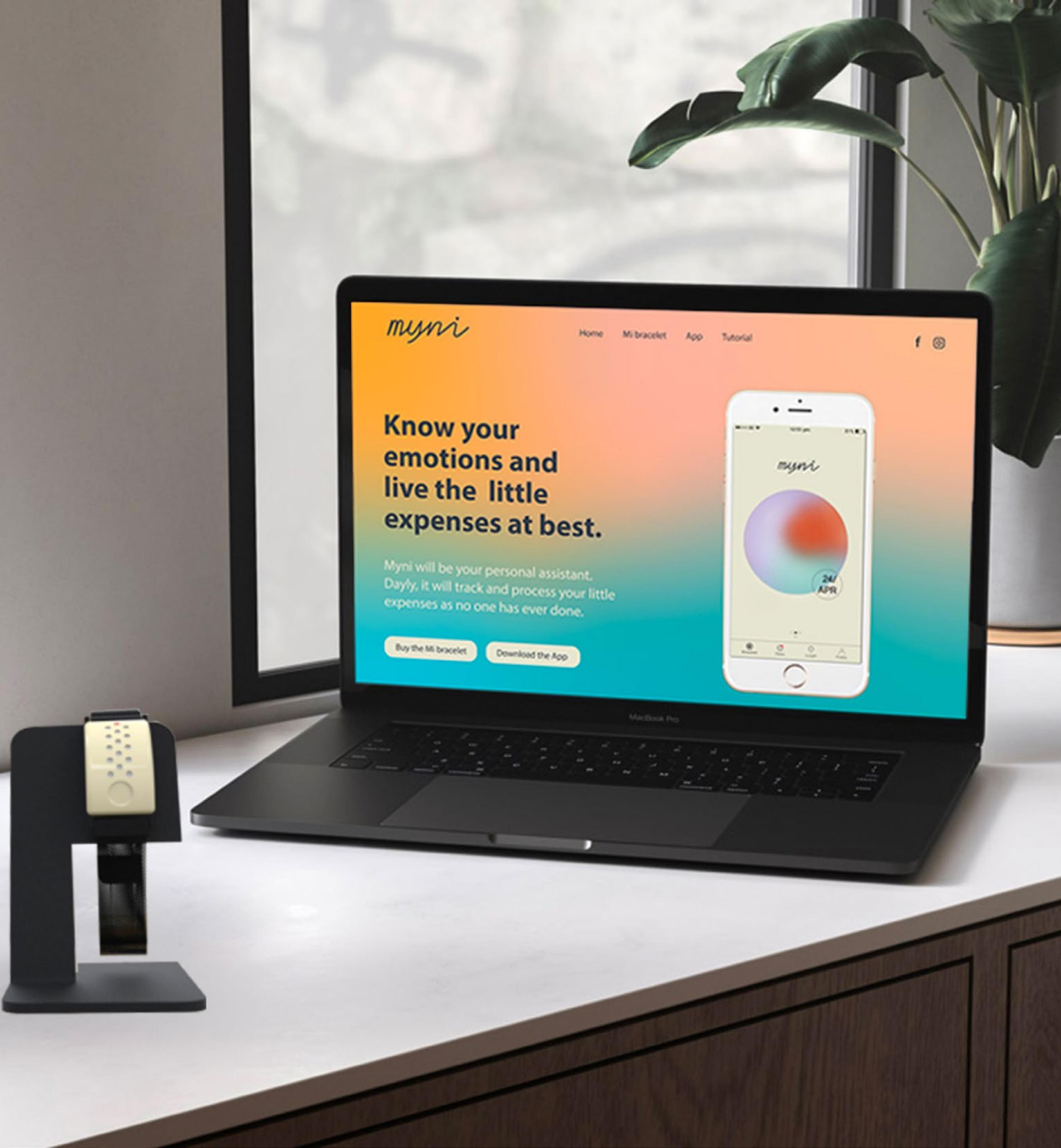
- Budget:** Represented by a circular gauge showing the monthly budget status.
- Expenses:** Represented by a circular gauge showing the monthly expenses status.
- Overspendings:** Represented by a circular gauge showing the monthly overspendings status.
- Detailed information of different categories:** A list of five categories with their current status and total budget.

Category	Status	Total Budget
Food & Drinks	€80 of 200	€266
Shopping	€72 of 100	€234
Bills	€47 of 80	€266
Entertainment	€36 of 60	€234

Navigation icons include Home, History, and Profile.



03



UX UI Design of interactive systems / Myni

MYNI

A new system based on the relation between user's emotions and little expenses

We focused on the relationship between the new generations (x and y) and small expenses. We did researches about users and their relationship with money. We used different tools: interviews, observations, questionnaires, customer journey maps, and personas. We understood that the trigger of the expenses is not the means but is the amount. In one month the small expenses became really big and no one remembers the experience linked to that purchase because it was not important.

So we decided to give value to the little purchases and link them to the user emotion using a smart bracelet. The system will know the feeling of the user thanks to different sensors and data gathering. Knowing the buying habits and the emotions, the system can suggest some adjustments to increase the quality and bring serenity to users' lives. The system is composed of a social media campaign, a landing page, a smart bracelet, and an application. The bracelet allows users to have real-time feedback about the purchase. It also allows them to make more conscious about the expenses. At every moment the user can see the daily amount of purchases and the real-time emotion. The feedback is given by colored led.

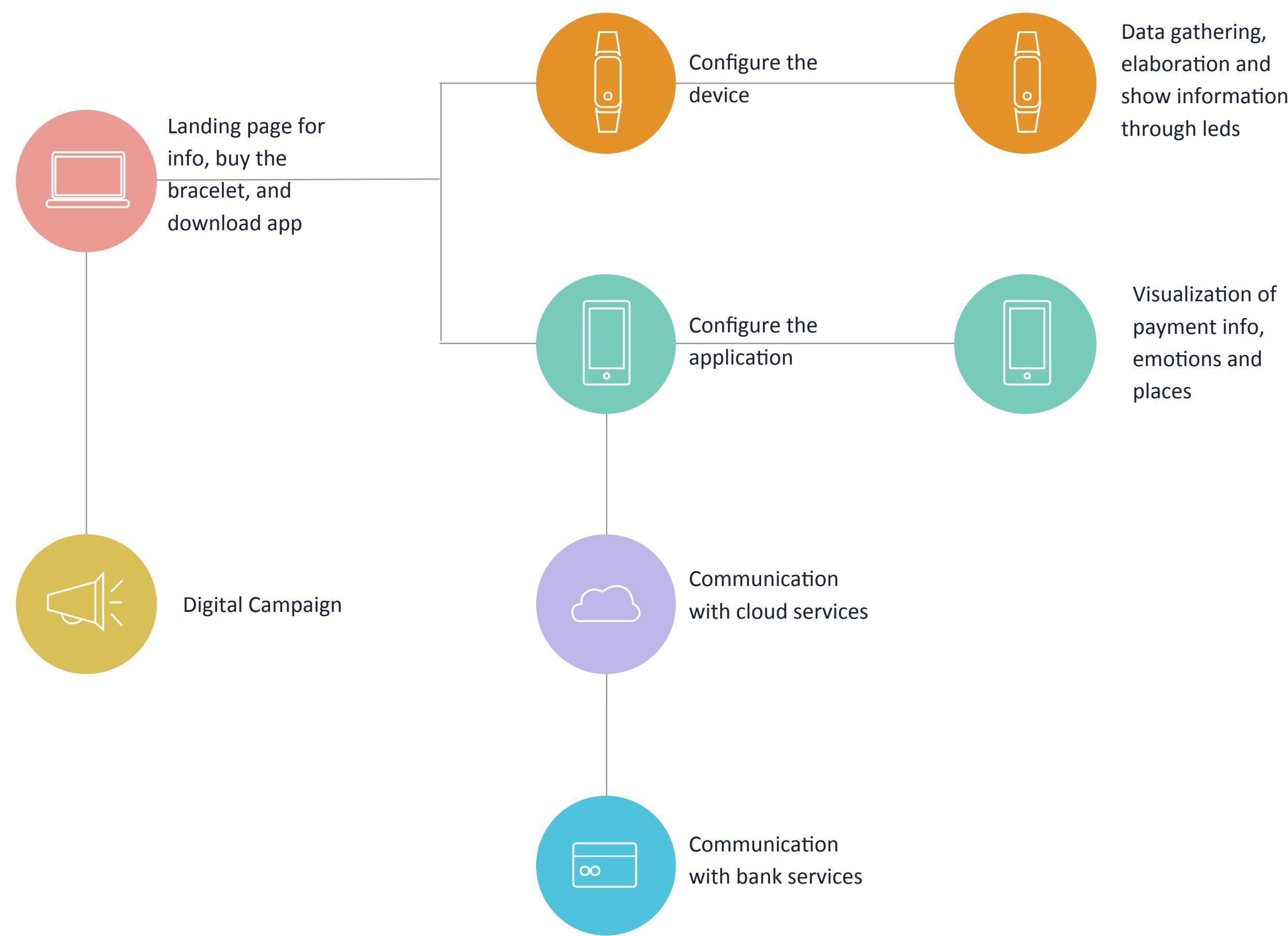
February 2019- June 2019

Course of Interaction Systems Studio

With: Autori, Catani, Corradini, Giuditta, Venturis.

Professors: Roberta Tassi and Maristella Matera.

User actions flow

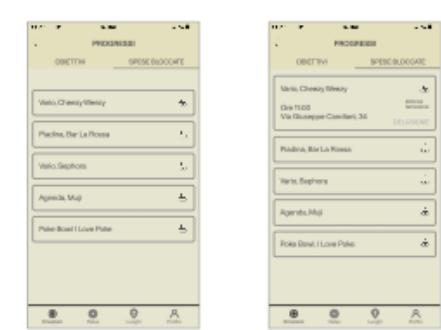
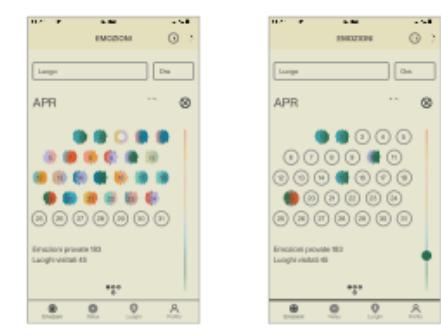


Style and graphics

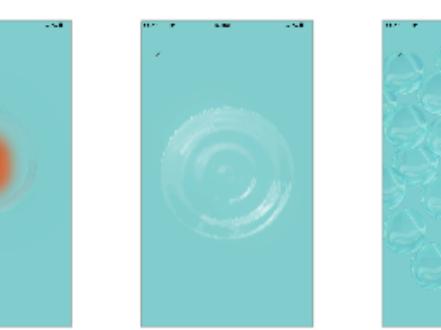
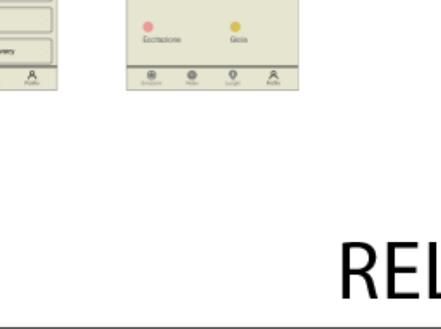
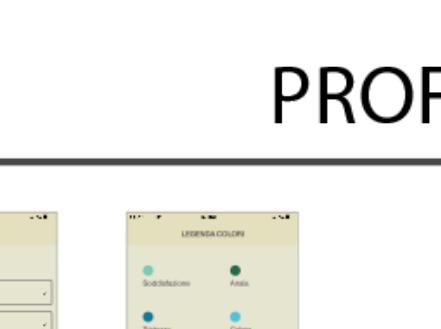
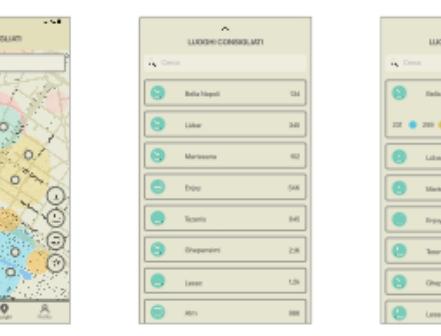
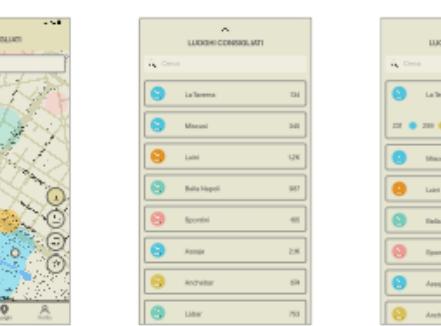


App prototype

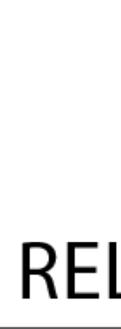
EMOTIONS



PLACES



PROFILE



RELAX



Bracelet prototype

Upper body in ABS material



Main board with powerful chip, bluetooth, RGB leds and a touch sensor



Battery Li-ion



Copper coil to recharge the battery in a wireless mode



Lower body in ABS material



Sensors board with a heart rate sensor module and a SHT20 Temperature and Humidity Sensor Module



Metal wrist band with a magnetic closure

Rendering



Live your little expenses through colors!



04



MOVO

A time management device with an innovative interaction around alarms

A classic way to measure time is not efficient enough when people are focused on doing something else. Very often, they lose the sense of time. Movo provides users a new way to organize their schedules in order to be more productive and efficient. Differently from a phone alarm clock is not possible to delay or switch the reminders off. Movo itself is a visual reminder telling that time is passing by. Movo is a physical object that catches the attention also when the user is busy doing something else. Movo is mainly composed of two parts: the mobile application and the physical object.

September 2018- December 2018

Course of Hardware & Software for Design

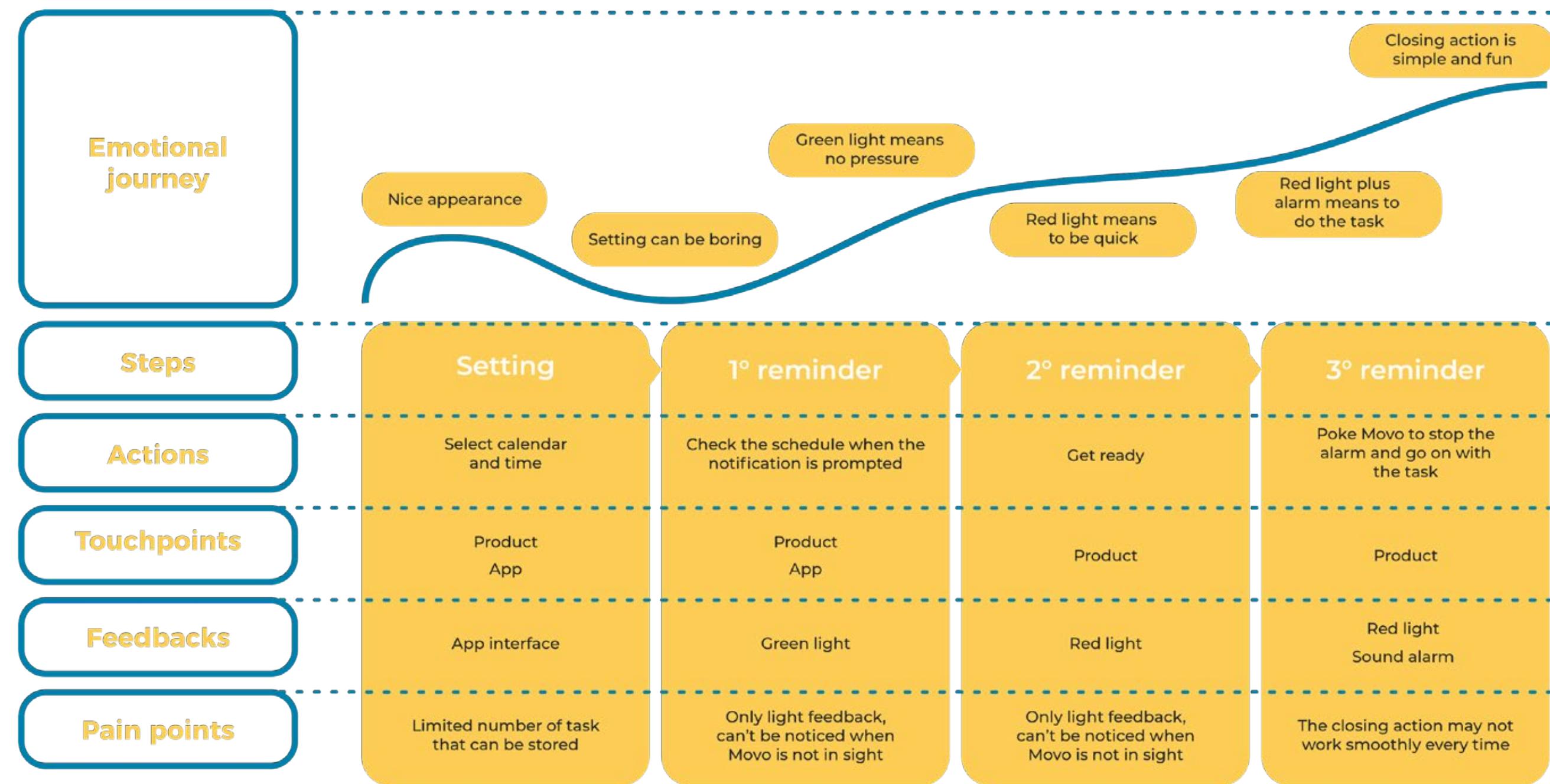
With: Colombo, Ceriani, Zhao.

Professors: Davide Spallazzo, Francesco Bruschi.

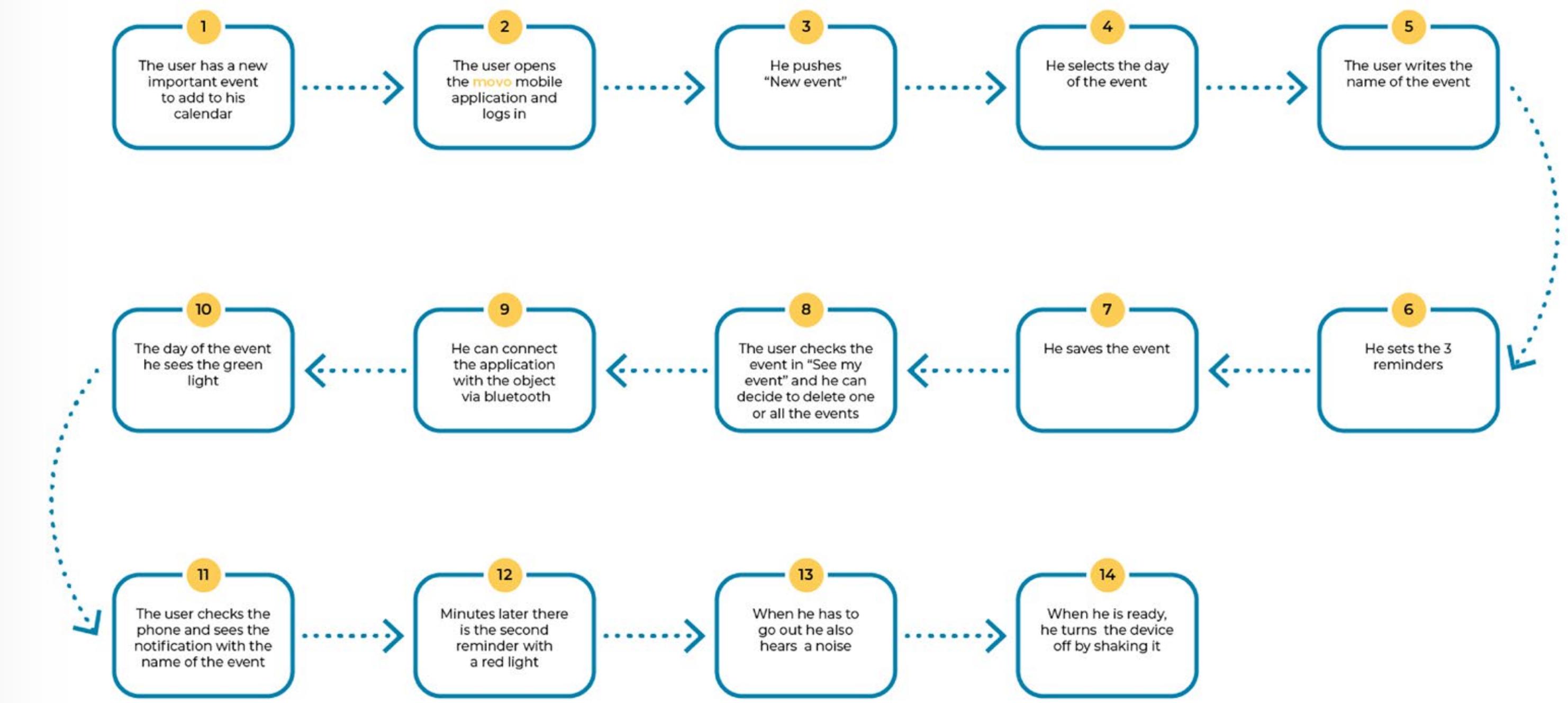
The product contains a micro bit, two LEDs, a buzzer. The shell was 3D printed. The mobile application was developed with MIT app inventor and is connected to the product through low energy Bluetooth. In the app, the user can set 3 reminders for each event, and the object will show visuals and sounds accordingly to each reminder. The less time the user has and the more insistent Movo becomes.

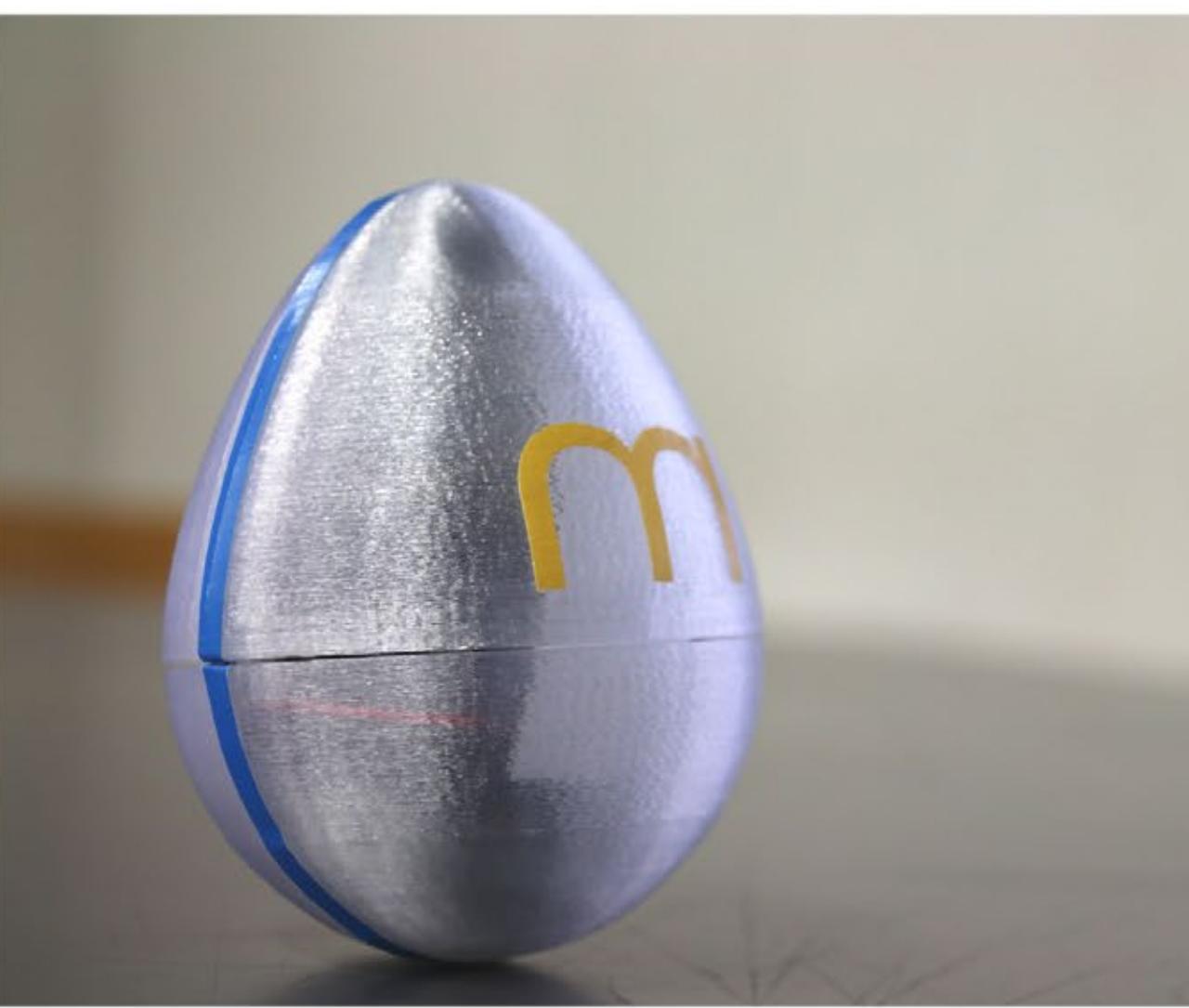
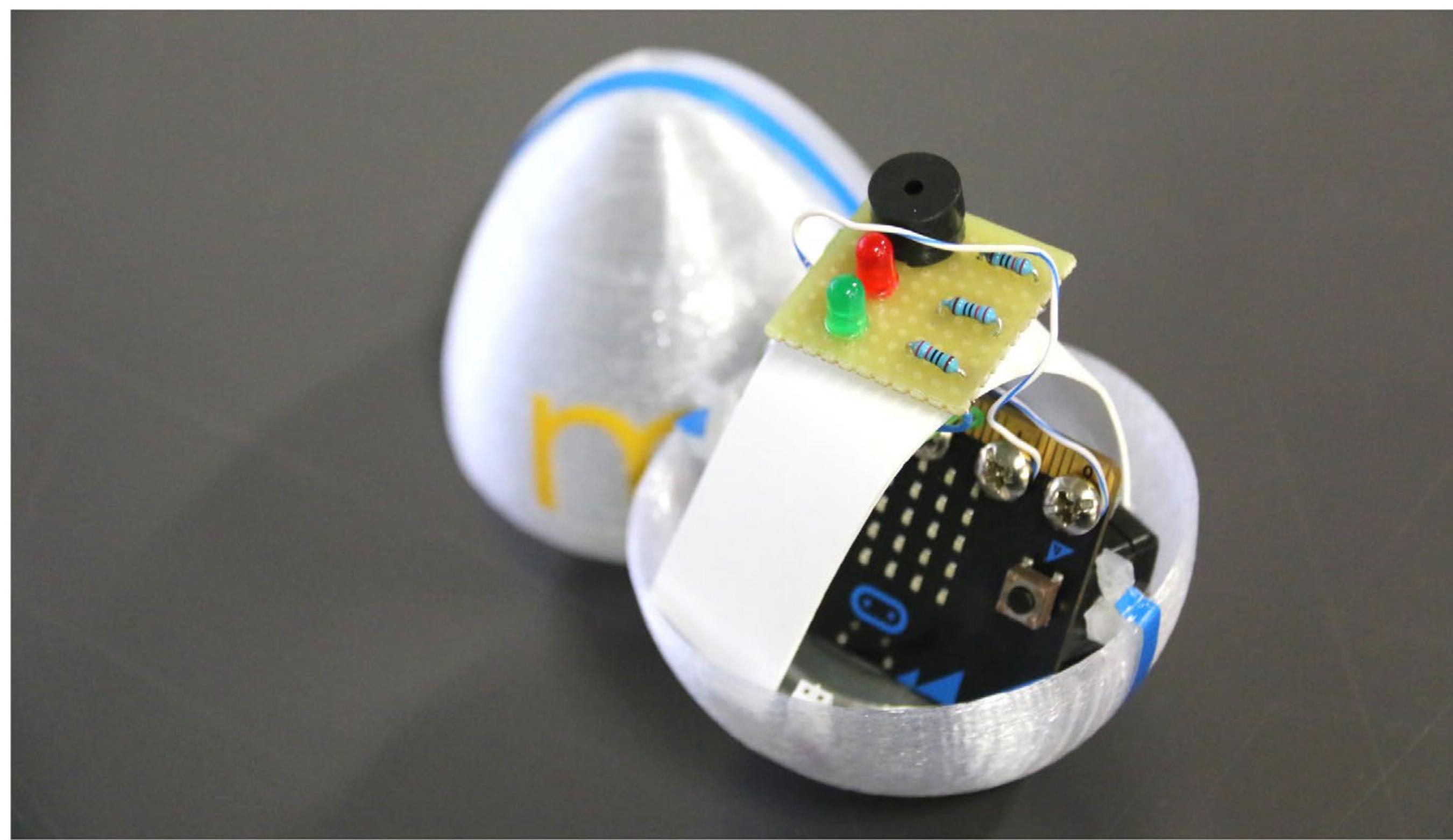
The time cognition is presented in an innovative way and the closure interaction adds a sense of relief. To turn off Movo, it has to swing, so the user has only to push it.

User journey map



User process flow





AR - VR - 360°

mobile applications



EGGup

Raise awareness on eggs waste through an AR mobile application and an IoT Smart eggs tray

The waste of food is an involuntary habit that is increasing each year. The willingness of healthy foods, overbuying, and overcooking practices are only a few causes of this huge phenomenon.

Eggs are one of the most wasted foods and they have high environmental impacts in terms of water, land, and resource consumption.

EGGup is a system designed with the goal of rise awareness on egg waste for children and parents. The system is composed of a smart egg tray, a mobile application for adults, and a mobile application for children. The tray is used to store the eggs and to provide users useful information about the eggs through colors.

The main mobile application is used to configure the egg tray, manage the eggs, know how many eggs the user has in the fridge at every moment, also at the grocery store, and configure the children app.

EGGYup is a mobile application designed to raise awareness about the value of eggs. There are 3 ways to gain points: playing a memory game with the app and the eggs tray, answering questions about characters' problems, and finding eggs in AR.

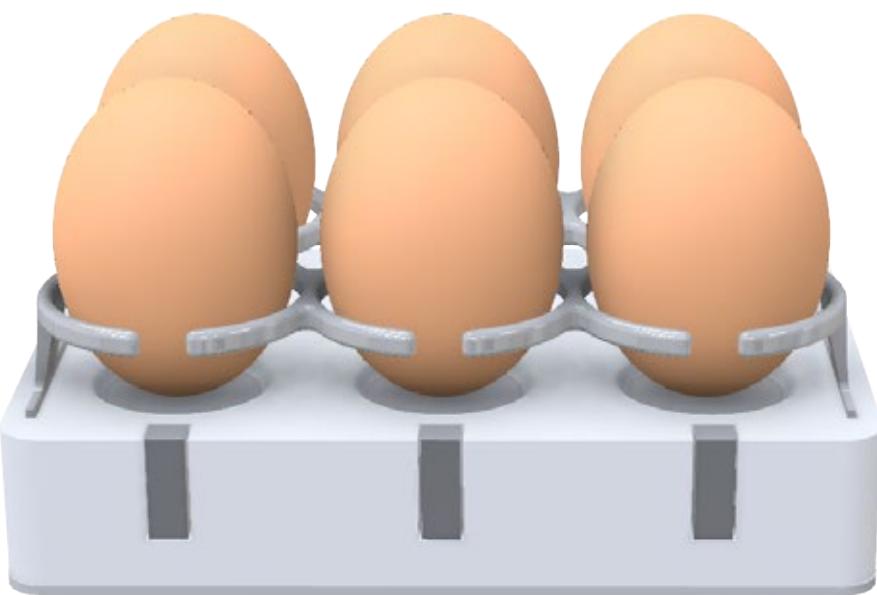
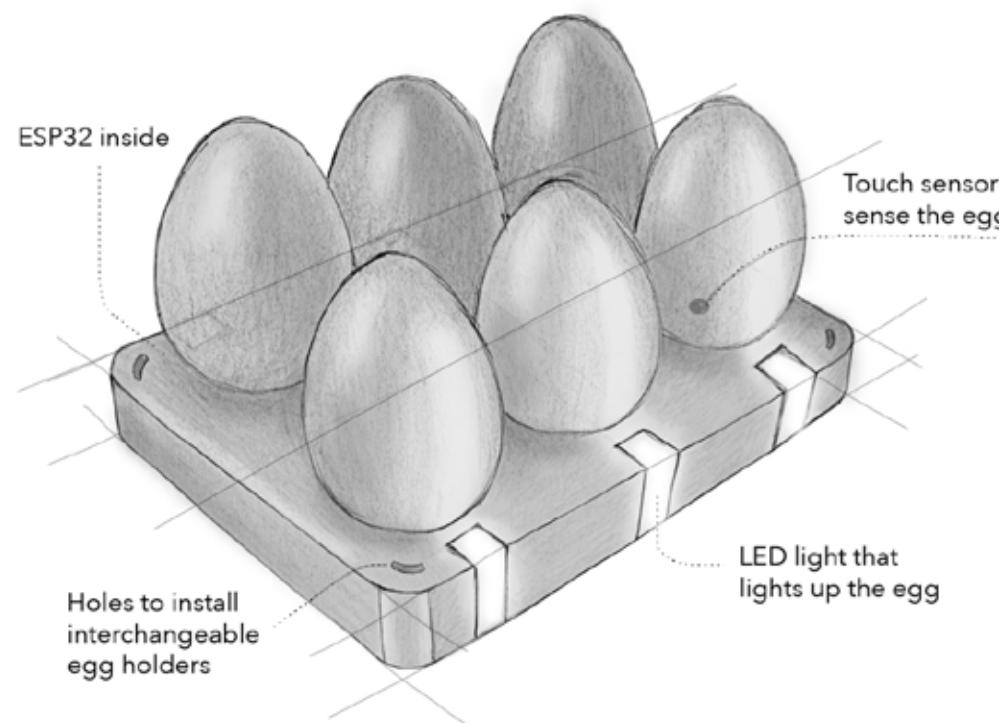
February 2020 - July 2020

Course of Virtual and Phisical Prototyping

Individual work.

Professors: Marina Carulli and Monica Bordegoni.

Moodboard, sketch, 3D model



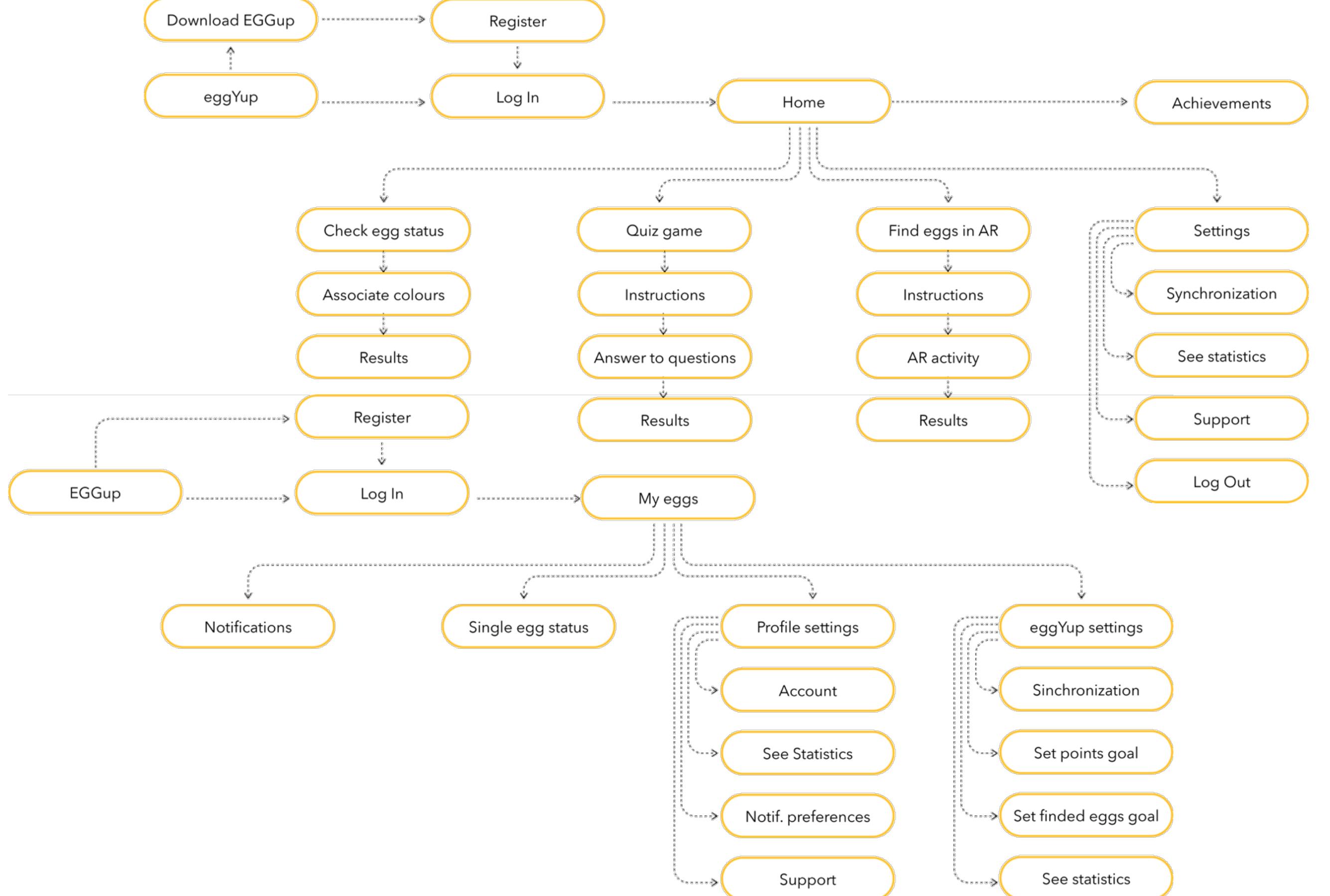
Augmented Reality app



The part of the mobile application related to the Augmented Reality was entirely developed in Unity. The Vuforia library was essential to create an AR interaction that was target based. The markers were

completely personalized. The 3D models were created with Inventor and the animation of every single piece was done with Unity. The 2D UI was created with Illustrator and then animated in Unity.

App architecture



App Style and Graphics

Form box: 60 x 350 px

Blue button 50 x 200 px

White button 50 x 200 px

Orange button 50 x 200 px

Gray button 50 x 200 px


TITLE Montserrat Bold 40px

Navigation bars

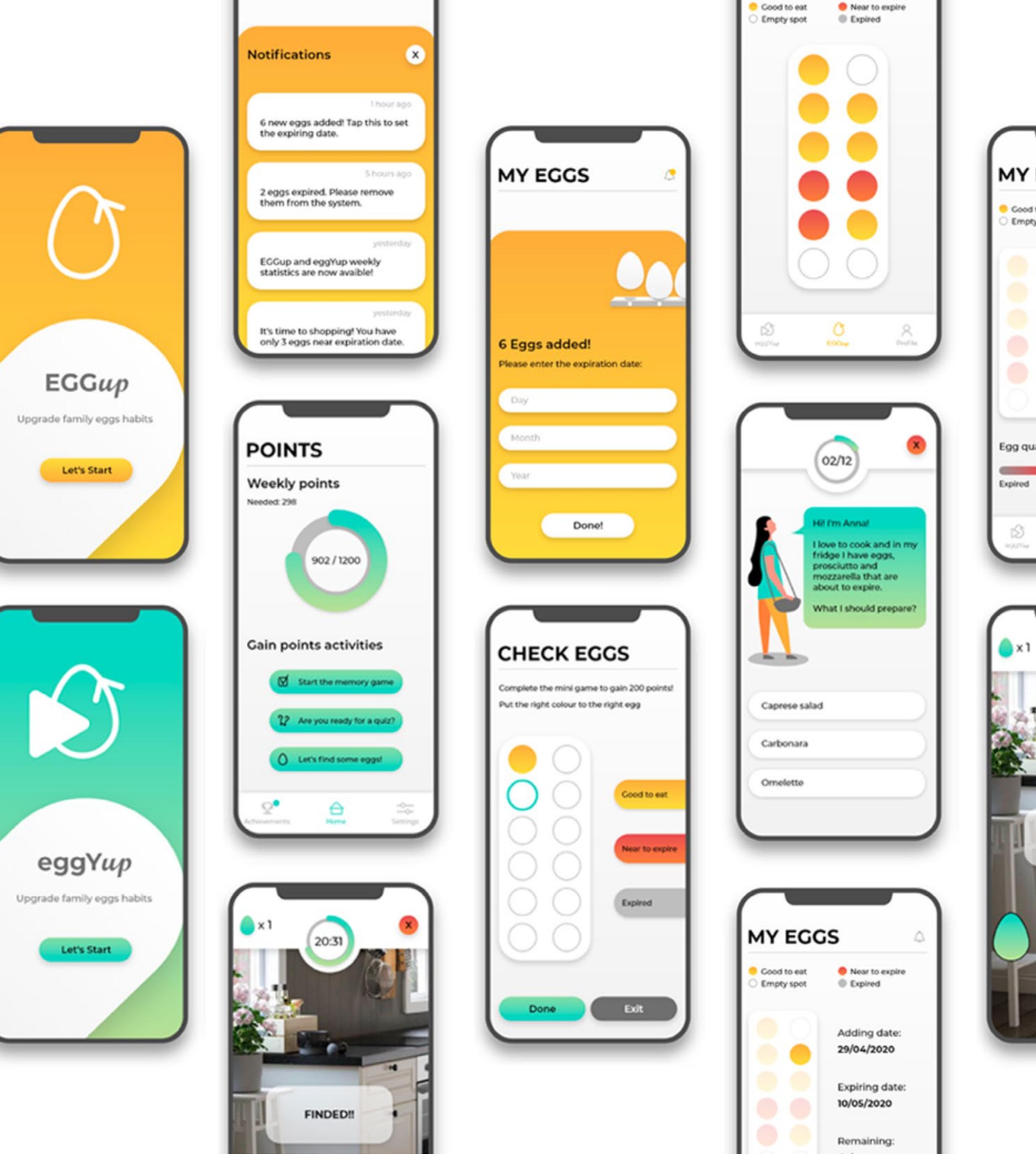
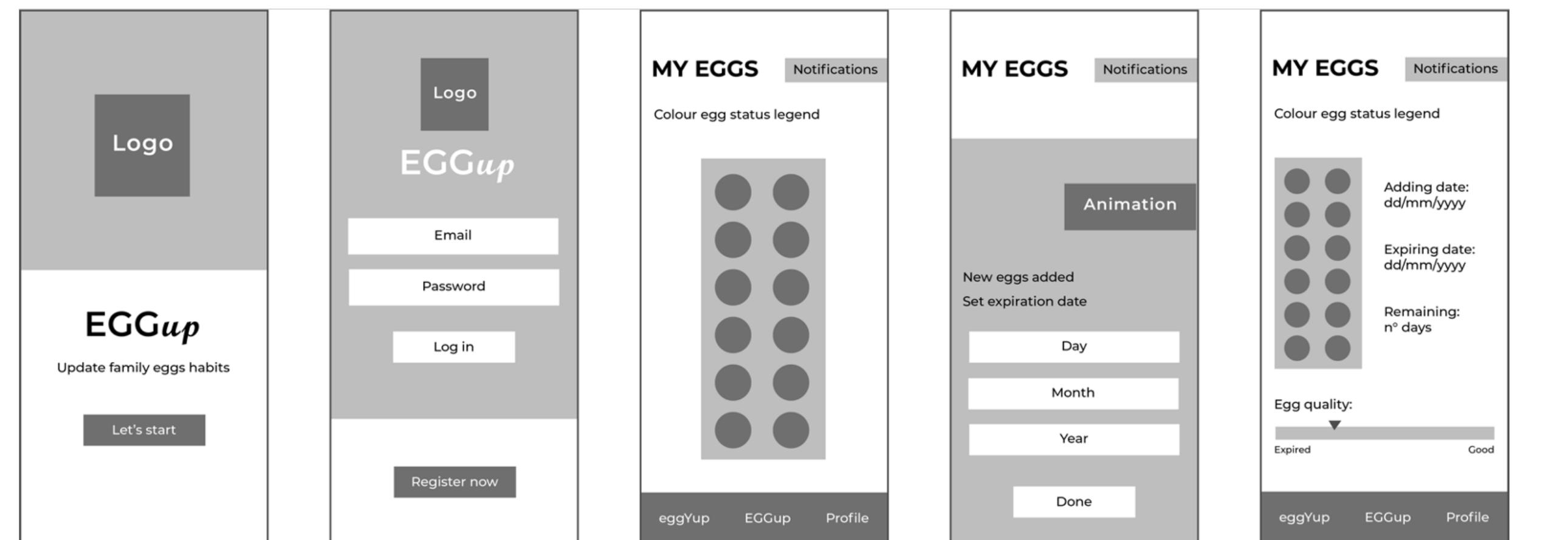
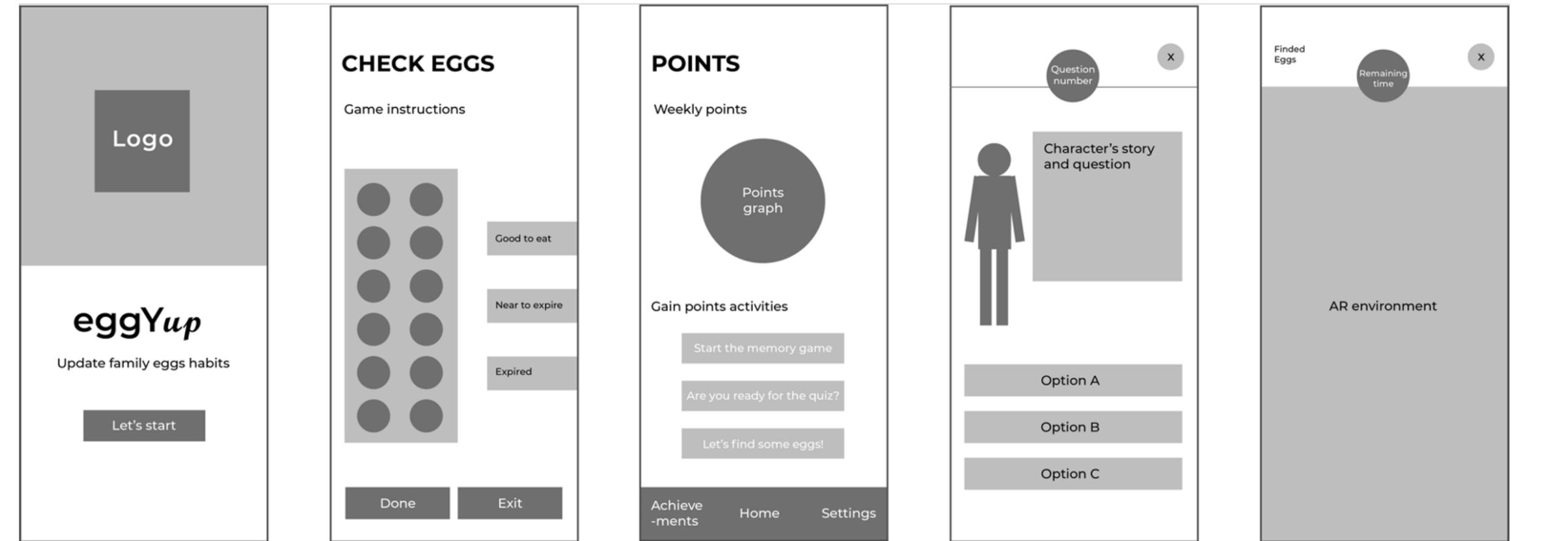

EGGup Montserrat Bold 50px
Script Bt Bold 60px

Montserrat Medium 20px

Montserrat Semibold 26px

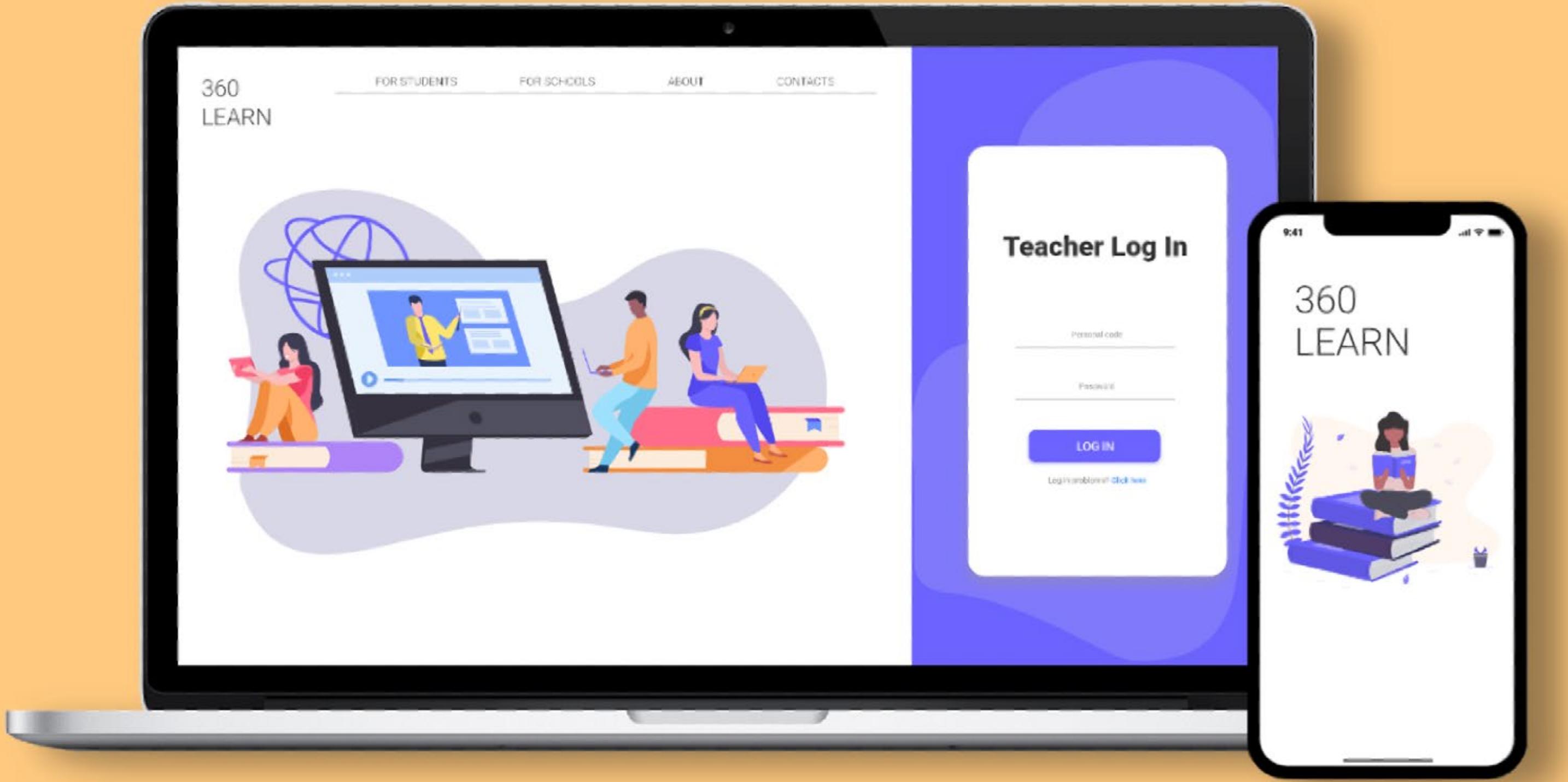


Wireframes



06

AR - VR - 360° mobile applications / 360Learn



May 2020- June 2020

Internship in Gruppo Mediaset

With: Azzolin and Picardi.

Tutor: Bahshid Baradaran.

360 Learn

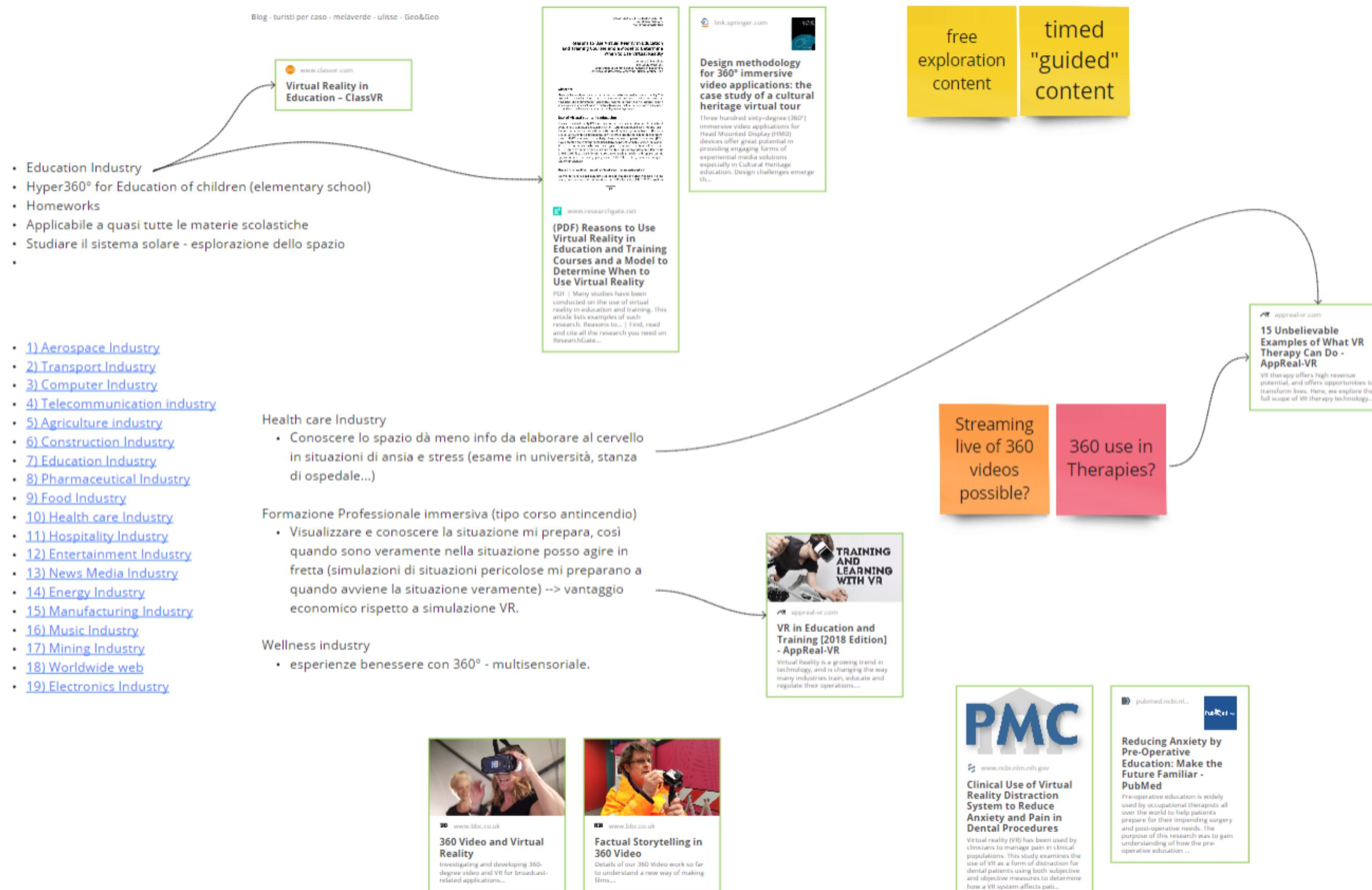
Innovative way of learning at school with interactive VR - 360° videos

During the internship in Gruppo Mediaset, I worked with some colleagues about defining scenarios that can enhance the Hyper360 technology developed by Gruppo Mediaset. The platform allows users to make VR and 360° videos interactive by placing images, graphics, buttons, 2D videos, maps inside the video. We defined user-centered research through observations, reviews, and questionnaires. We analyzed the insights, we searched use cases for the technology, we brainstorm about possible industries were to apply Hyper360.

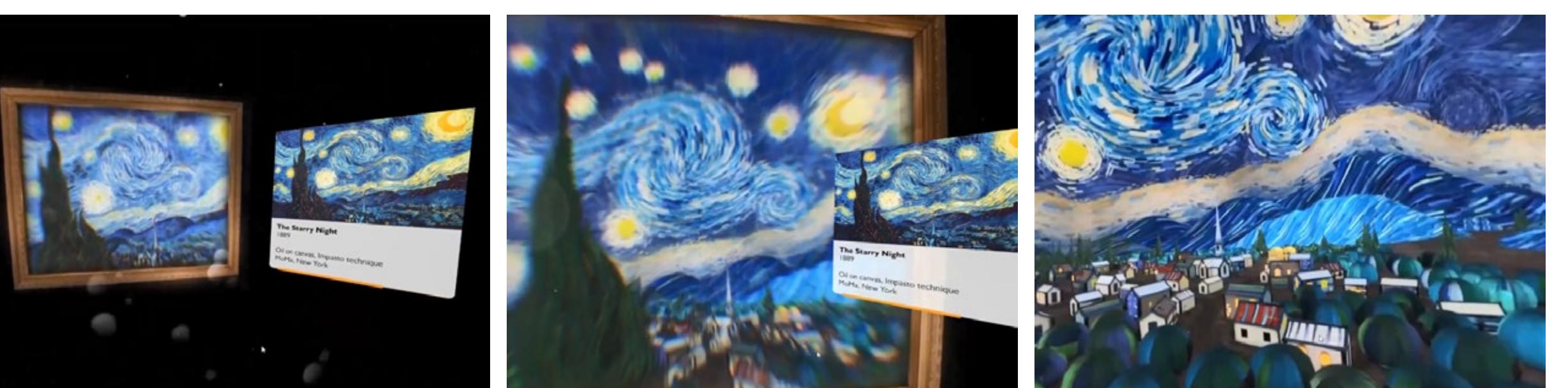
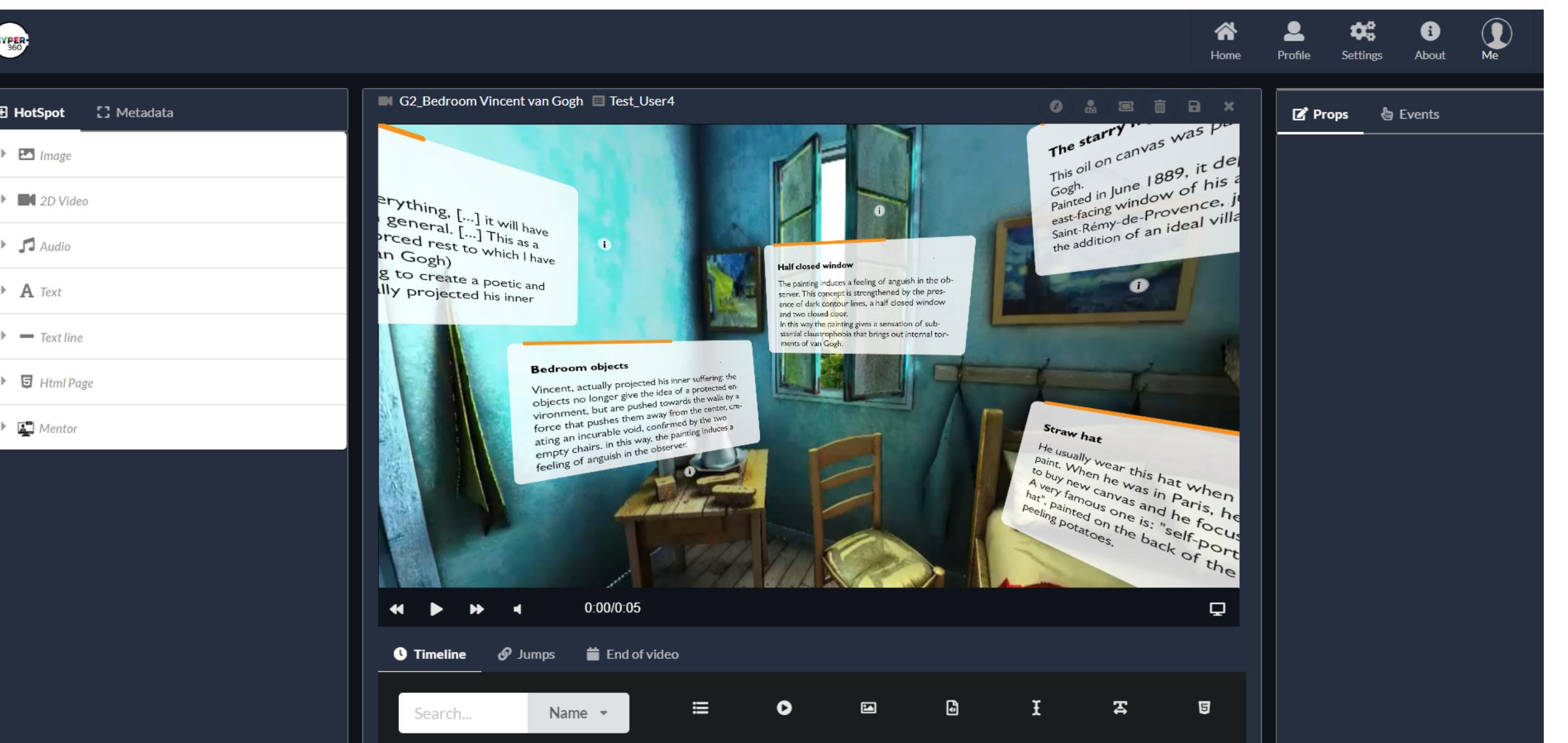
We thought about two scenarios where this technology can be useful: one related to the media sector and one related to the educational sector. The first one was about enhancing advertisement through gamification. The second one was about increasing the learning experience in schools.

The tutors of the internship chose the second scenario, so we designed a system useful for teachers to schedule lectures, and assign homework, and it is useful for students to have an immersive experience, learn faster and better, and pay more attention to lectures.

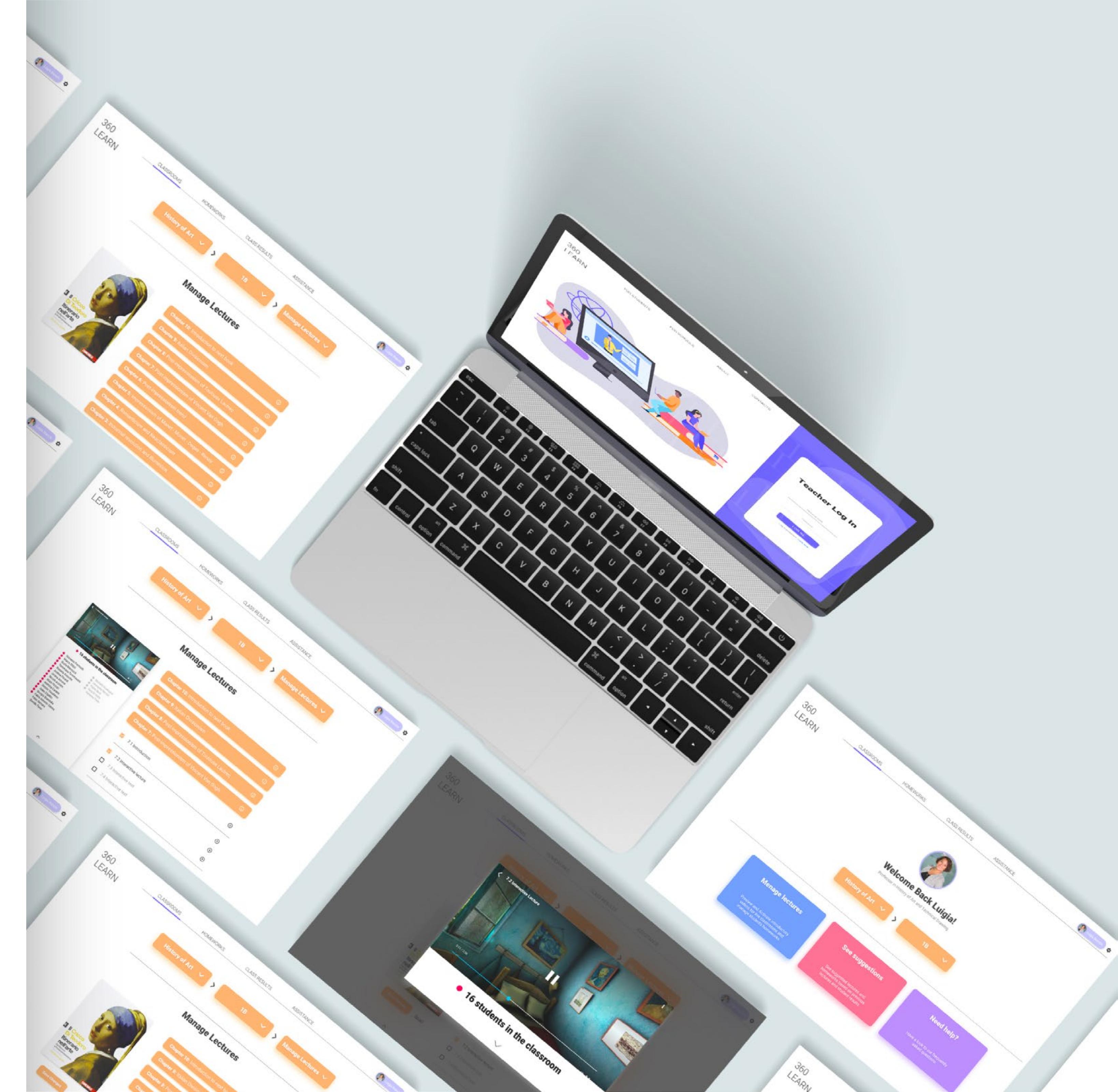
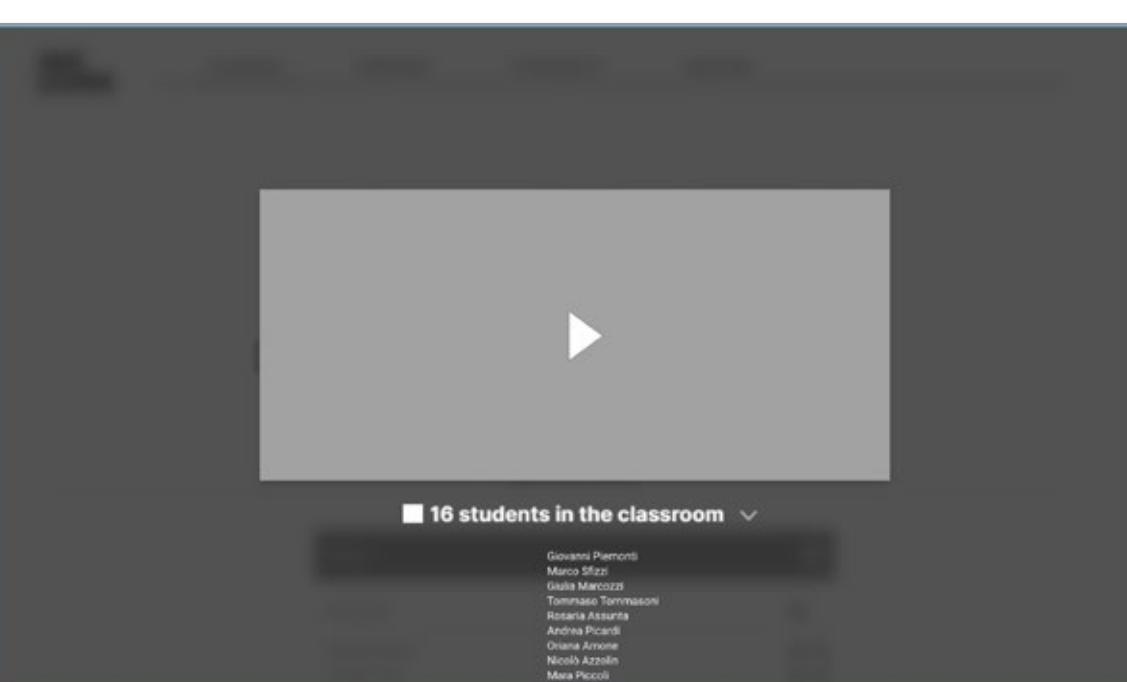
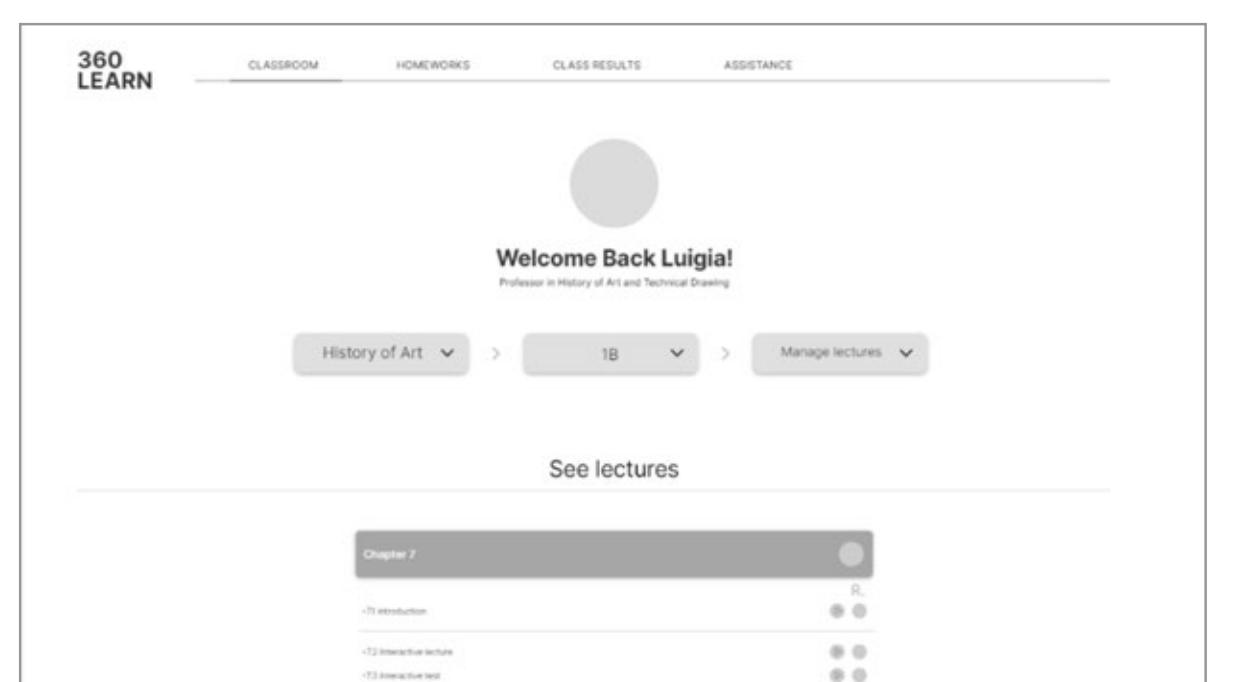
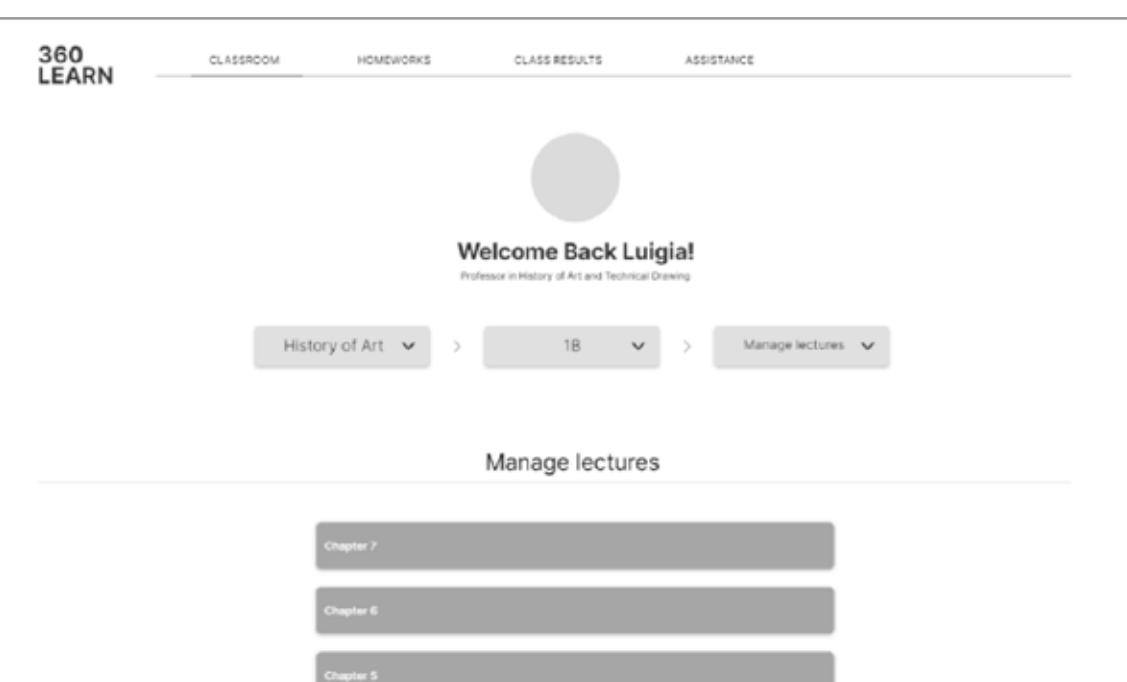
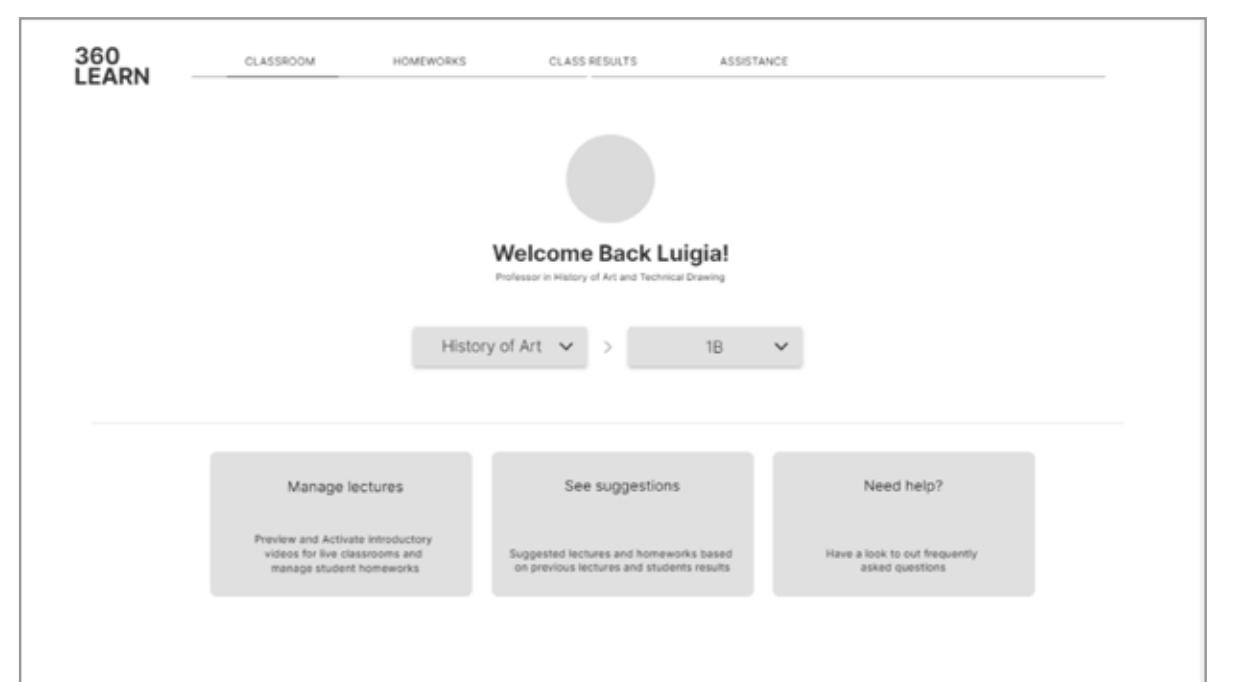
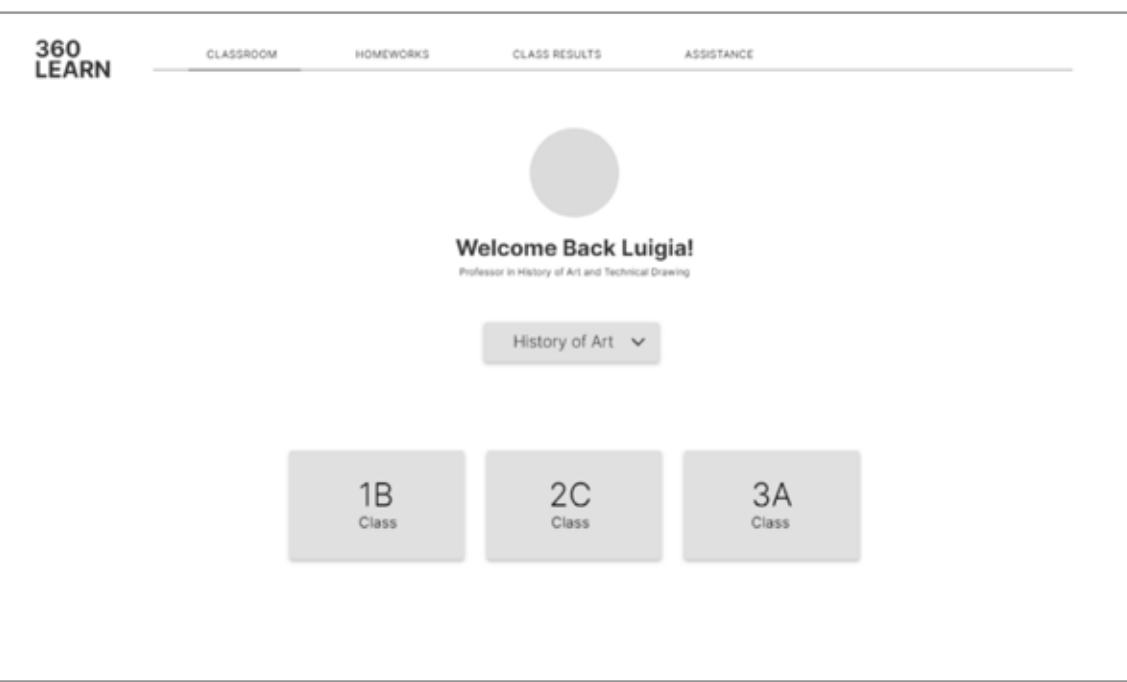
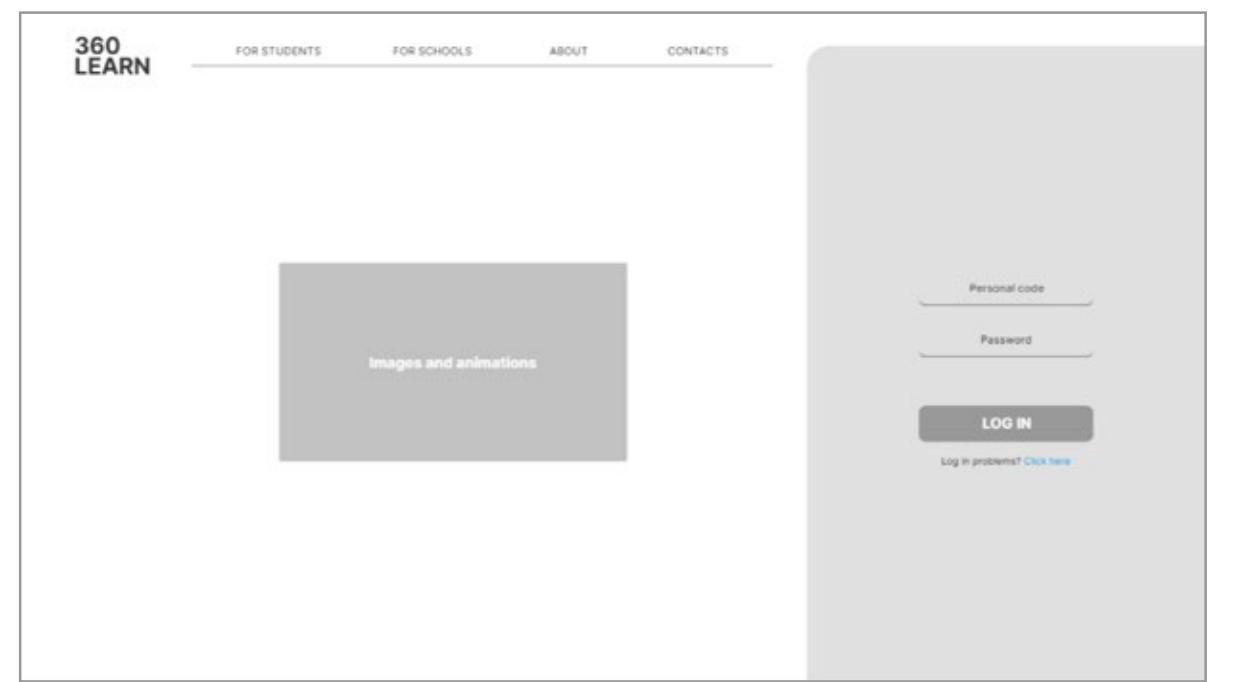
Brainstorming in Miro



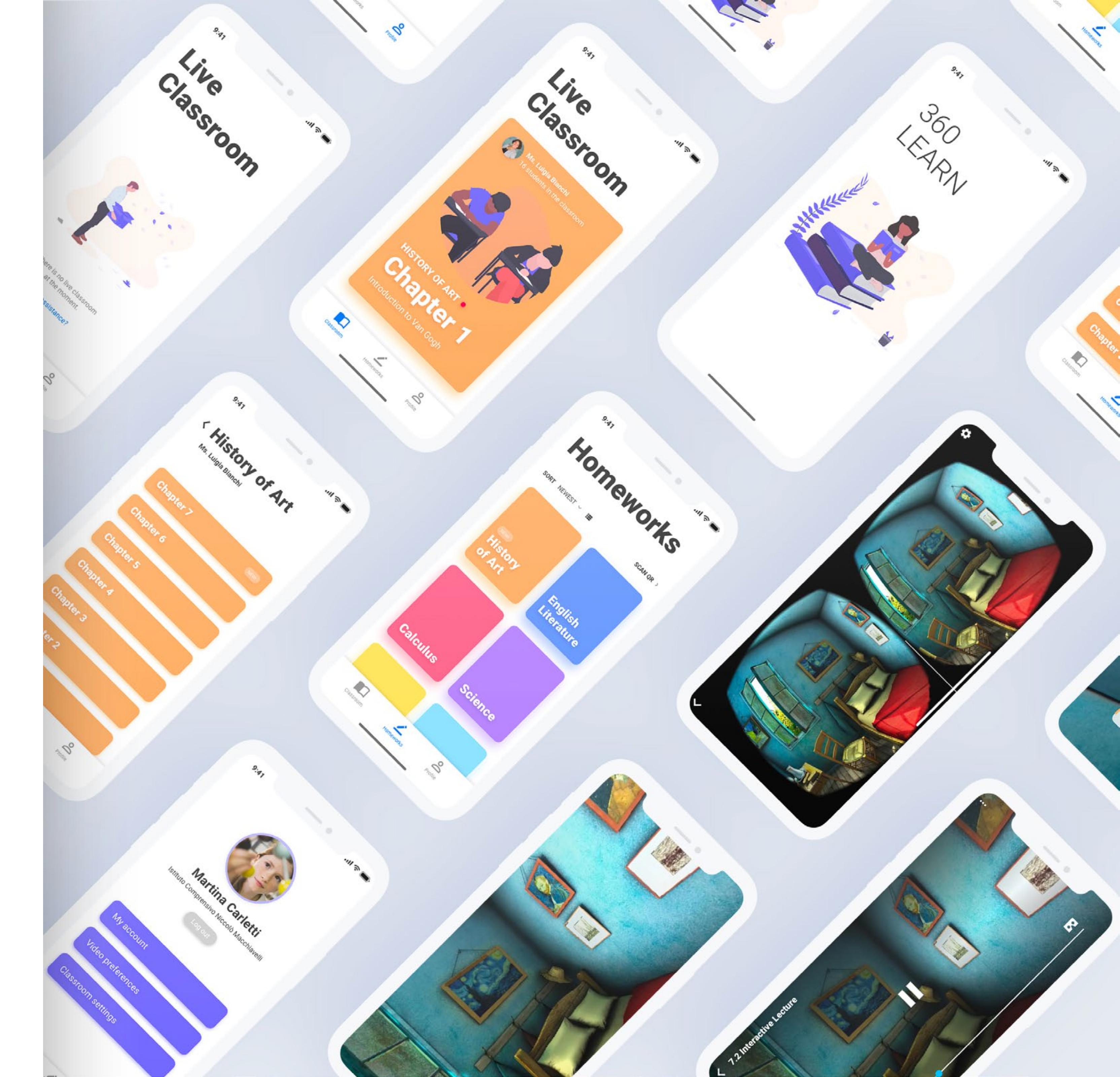
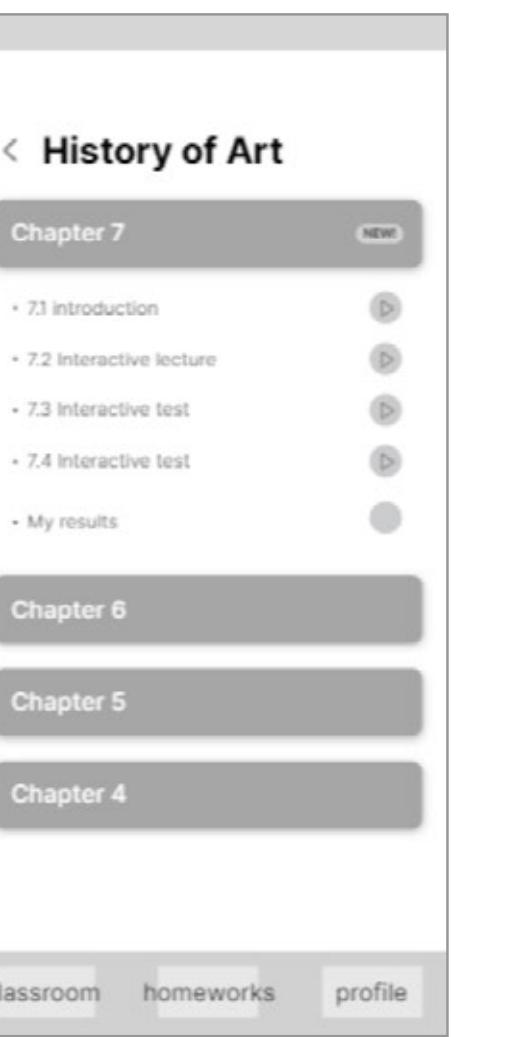
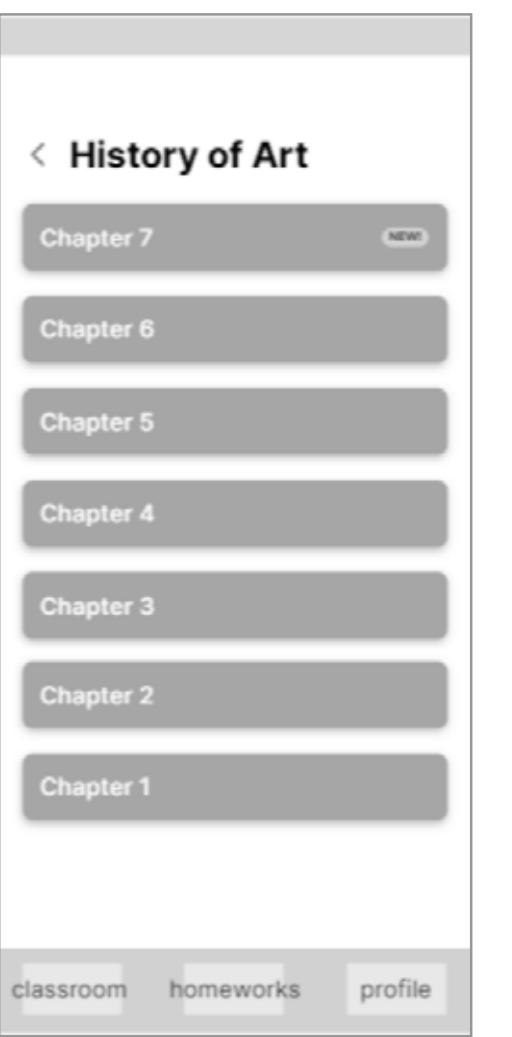
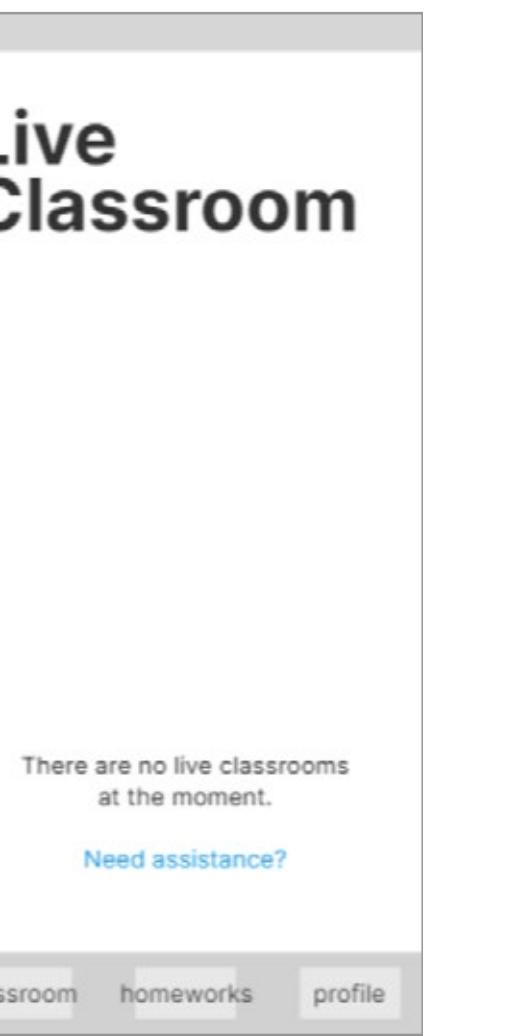
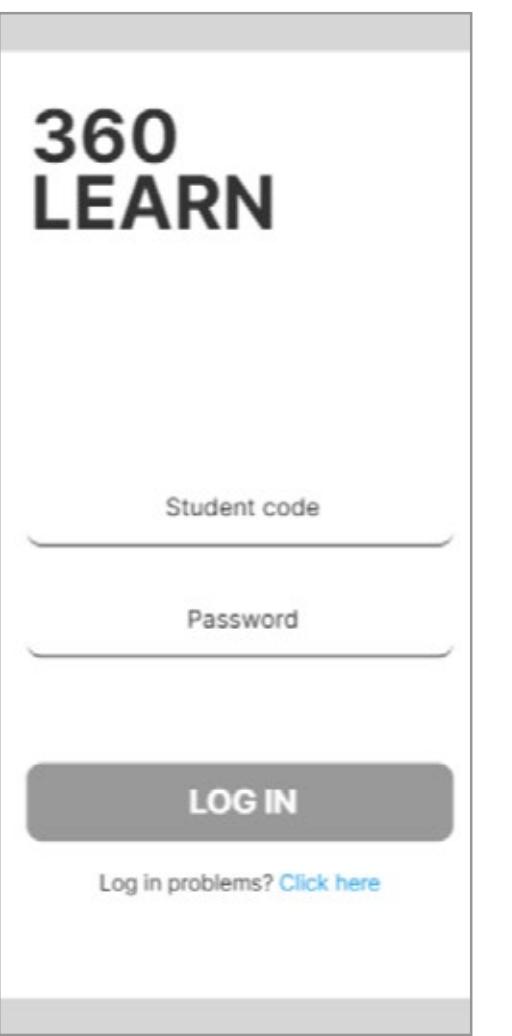
Hyper360°: make videos interactive



Teacher's side: website



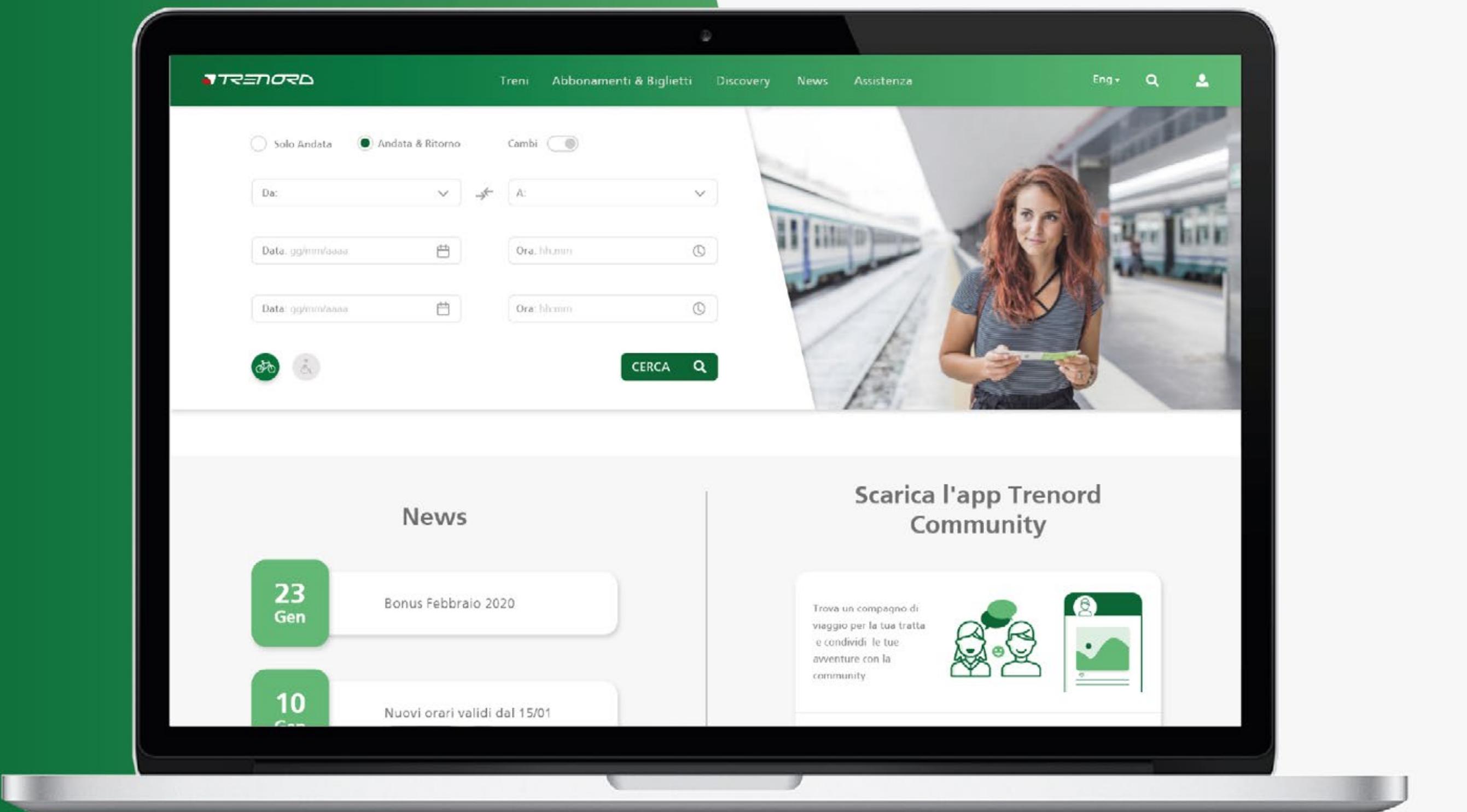
Student's side: mobile app



Websites
redesign

07

Websites redesign / Trenord



TRENORD

Redesign the train transportation website with a User Centered Design Aproach

The main aim of Trenord is to offer an adequate answer to the raising mobility demand of Lombardy citizens. All the train information is given by website and mobile application, the latter was recently redesigned to improve the usability. The website, on the other hand, needs to be redesigned.

We did research and analysis. We understood that the most used services are: buy a ticket, check train status and check the train schedule. We analyzed in detail every step of each task and we did a schema of the current page architecture. We analyzed the website and the application of 3 competitors: Trenitalia, Italo, and FSS. We discovered some useful insights and then we analyzed each website and mobile application based on our parameters.

After that, we started the redesign. First of all, we designed a new architecture to solve all the problems that we encounter during the analysis of Trenord website, then we started producing paper mockups. Based on them we define the website wireframes and then we finalized the style (fonts, colors palette, shapes).

Finally, we developed all the pages of our tasks using Adobe XD.

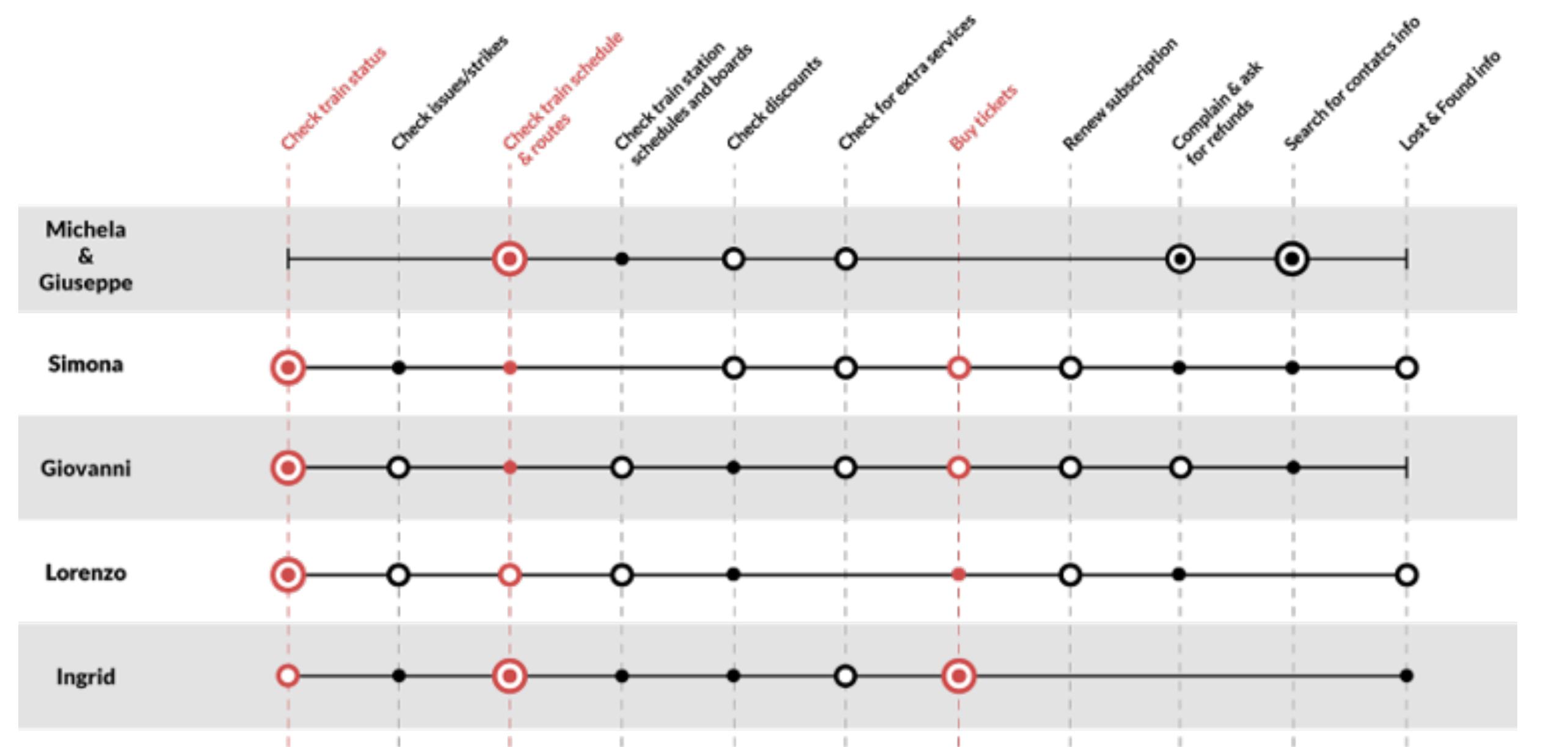
September 2019- February 2020

Course of Interactive System Usability Design

With: Bertazzoli, Colombo, Lasalvia, Picardi.

Professors: Roberto Dadda and Paolo Negri.

Tasks analysis



Buy Tickets

Users need to buy a ticket or a pass, complete the procedure without errors, pay and receive its ticket.



Check train schedule & routes

Users need to check all the possible (or more convenient) routes in order to move from one place to another, according to the limitations and possibilities of the passengers and the system.



Check train status

Users need to get all the available real-time information about a specific train in the fastest time possible.

Style and Graphics

01. Color palette

Derived from Trenord application, website and logo



02. Typography

Title and body font: Frutiger

Heading - 45px bold

Price definition - 30px bold

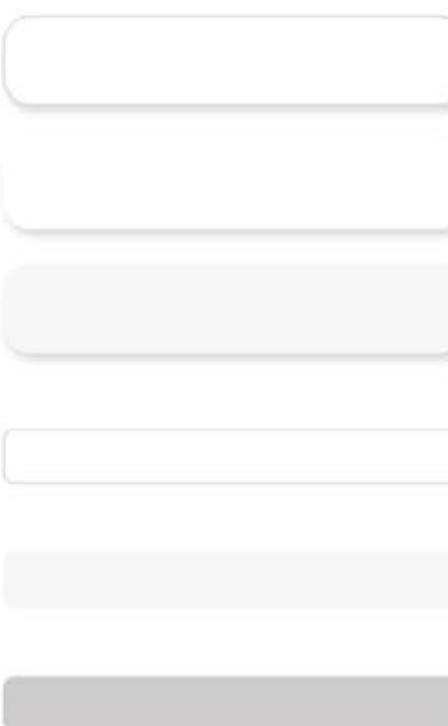
News title - 24px regular

Body general text - 22px regular

Body small text - 18px regular

03. Boxes

Angles radius 25/10 px



04. Icons

Rounded angles and ends

Arrows

Outline

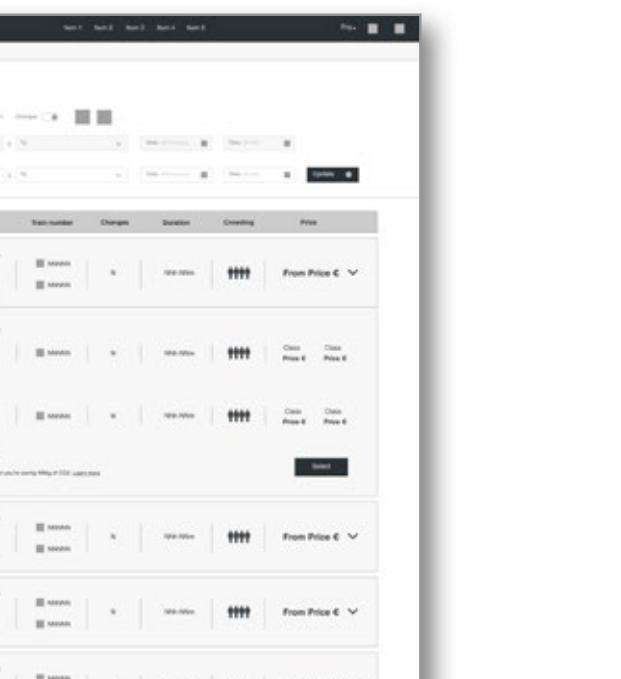
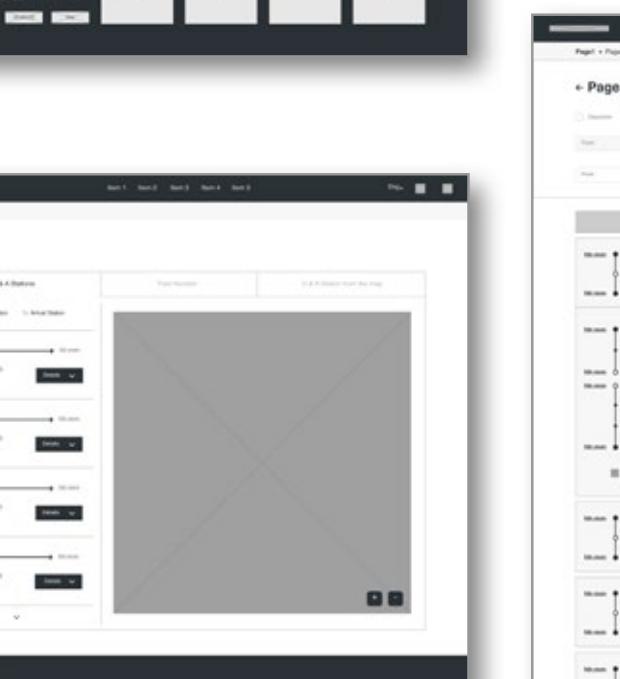
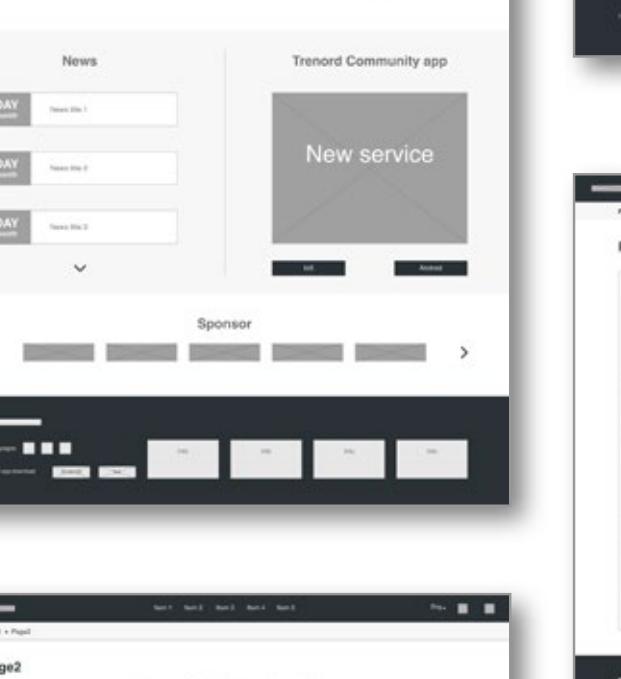
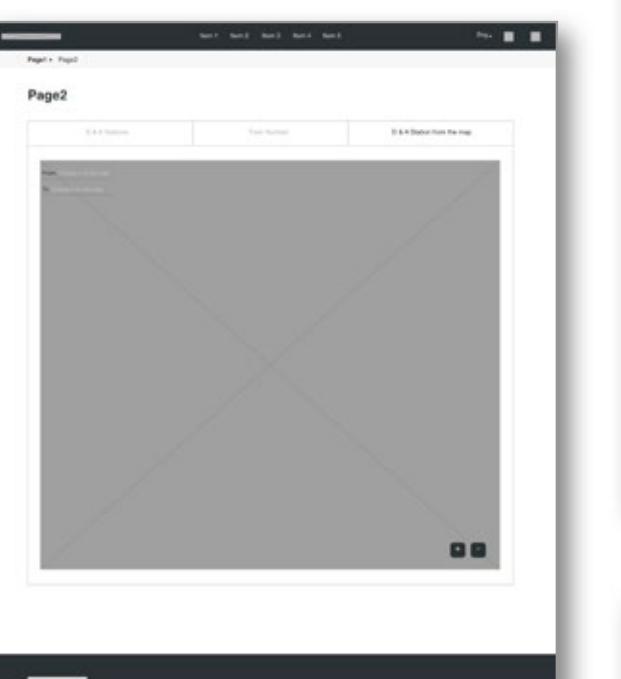
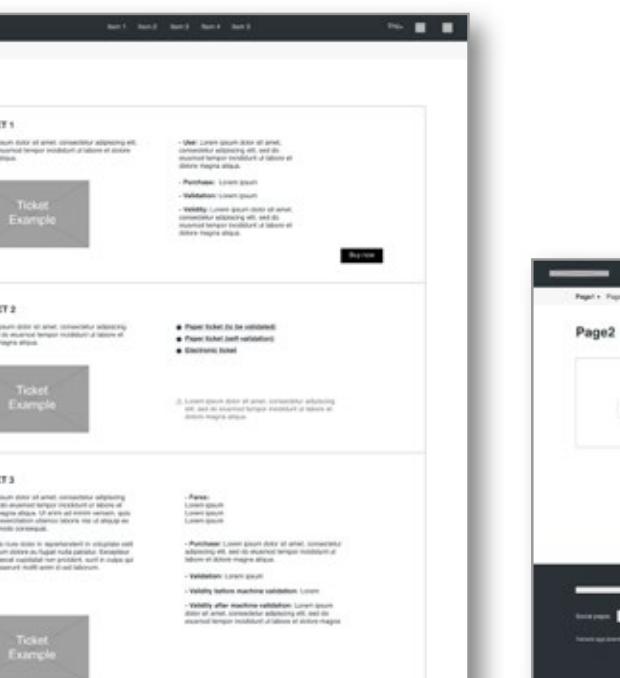
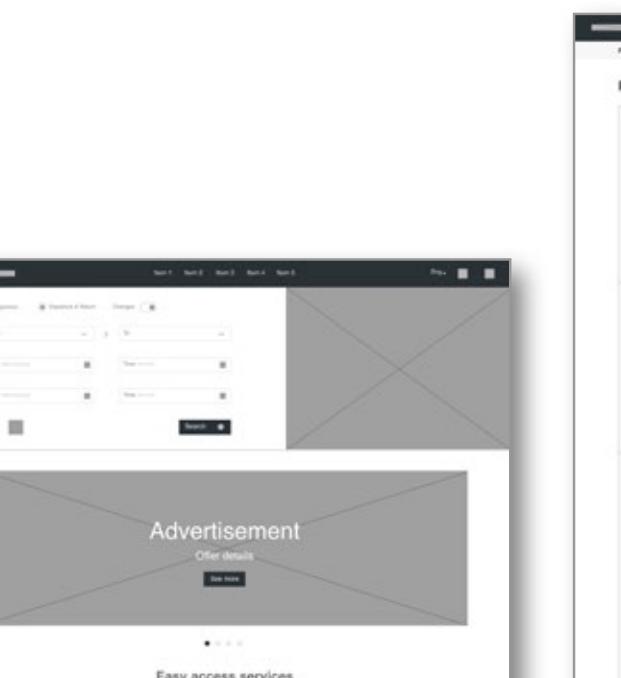
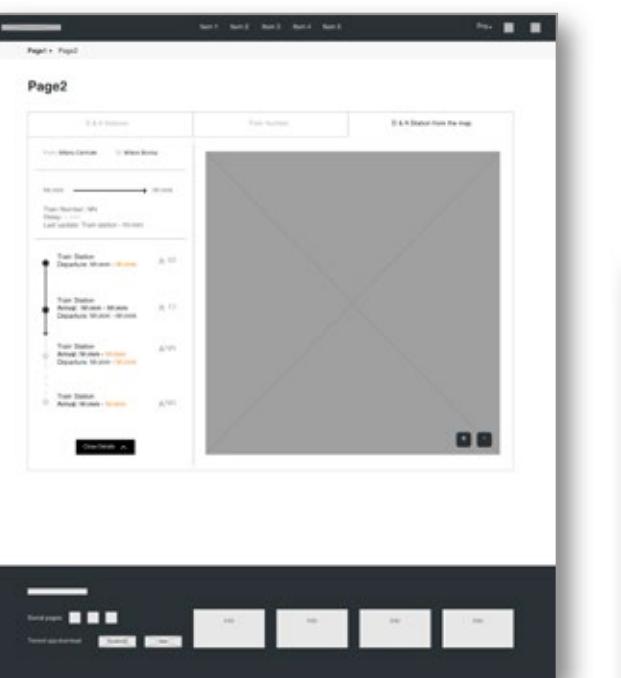
Fill

05. Buttons

Angles radius 20px

Buttons	Icons	Switch	Dot

Wireframes



Tickets & Passes > Tickets

Tickets

VIRTUAL TICKET

Ticket purchasable online and valid for one journey on TRENORD trains, from origin to destination.

- User one-way, on the route indicated.
Price: Based on the distance in km between origin and destination, 2nd class only.

- Purchase: ONLINE, APP Trenord.
- Validation: NO.

- Validity: for 3 hours for up to 50 km, 6 hours for between 51 and 200 km, 24 hours for over 200 km from the date and time indicated on the ticket (Cross-border tickets: 4 hours).

Buy now

SINGLE TICKET

Ticket valid for one journey on TRENORD trains, from origin to destination.

Paper ticket (to be validated)
Paper ticket (self-validation)
Electronic ticket

Kilometric tickets are not for sale anymore
Customers are kindly requested to replace them
Trenord is not liable for any damage.

Trains > Timetable > Trip selection

Return

From: Milano Centrale To: Seveso Date: 29/01/2020 Departure: 10:45

From: Seveso To: Milano Centrale Date: 30/01/2020 Departure: 10:45

Path	Train number	Changes	Duration	Crowding	Price
10:55 Seveso -> Milano Borsa	55-224	1	0h 39m	2	From 5,50 €
11:40 Milano Borsa -> Milano Centrale	55-716				
10:55 Seveso -> Locate	MUP-436	1	0h 37m	2	From 5,30 €
11:55 Locate -> Milano Borsa	EC096				
11:45 Seveso -> Camogli Estate	55-784	2	0h 44m	2	From 5,50 €
11:55 Camogli Estate -> Seveso	14746				

Trains > Timetable > Trip selection > Purchase

Departure

Path	Passengers	Quantity	Price	Total
10:45 Milano Centrale -> Milano Borsa	Adult	1	5,50 €	€ 5,50
11:30 Milano Borsa -> Seveso				

Return

Path	Passengers	Quantity	Price	Total
10:45 Milano Centrale -> Milano Borsa	Adult	1	5,50 €	€ 5,50
11:30 Milano Borsa -> Seveso				

Total: € 22,00

Next >

Trains > Follow your train

D & A Stations

Train Number: 24936

12:55 → 13:11 Train Number: 24936 Delay: +2 minutes Last update: Milano Porta Garibaldi - 13:07

Milano Centrale Departure: 12:55 - 12:57 A 02

Milano Porta Garibaldi Arrival: 13:04 - 13:06 A 13

Milano Borsa Arrival: 13:11 - 13:13 A 02

Milano Malpensa Arrival: 13:12 - 13:14 A 13

MILANO MONZA PAVIA

Follow your train

Train Number

D & A Station from the map

Autentication

Login or Continue without login

Account holder

First name*, Last name*, Email*, Password*, Confirm password*, Add passenger

Passenger data

Cart

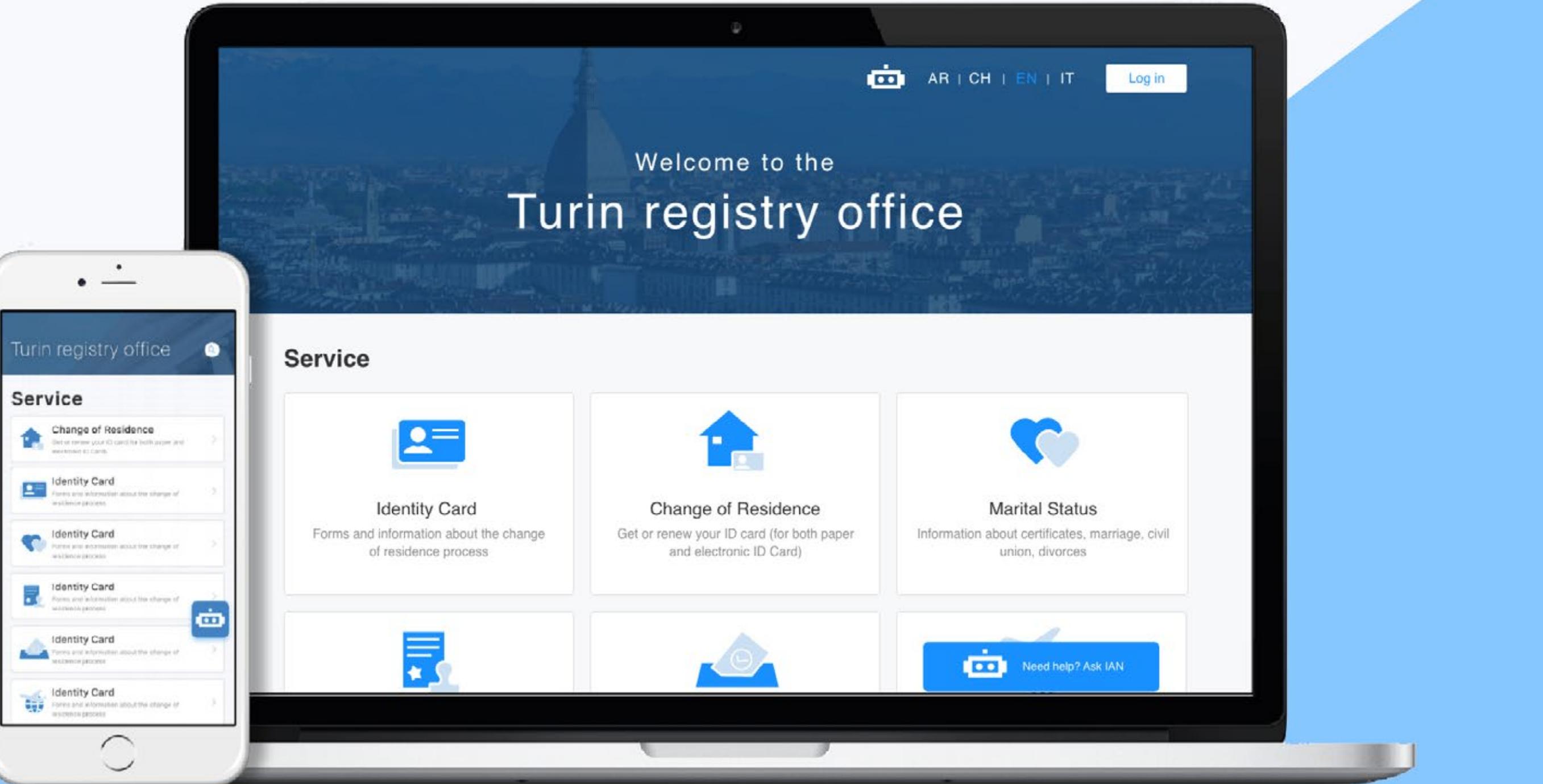
Payment

Complete

Payment method

Credit card, Setpay, satispay, PayPal

Next >



Anagtafe di Torino

Innovative interaction with a chatbot introduced in a redesigned website

The Registry office of Turin collaborated with Politecnico di Milano to increase the quality of its services. We conducted some research through observations and interviews at the registry office, desk research, and digital ethnography. We discovered some problems and we generated different service implementations starting from our persona needs. We focus on the website redesign with a chatbot integration to help users through the procedure in the best way possible. This solution gives the possibility to use a self-service machine to take documents at the office, without standing in line and talking to the employee.

We analyzed the website's current architecture, created a new one and we produced paper mockups. Based on the wireframes we finalized the first prototype with Adobe XD and we test it. Based on the feedback, we improved it, we did a second usability test, then some adjustments until the website's final version and the chatbot innovative interaction. Then we developed the website mobile version and tested it. The feedbacks about the guided procedure of the website and the interaction with the chatbot were positive and enthusiastic.

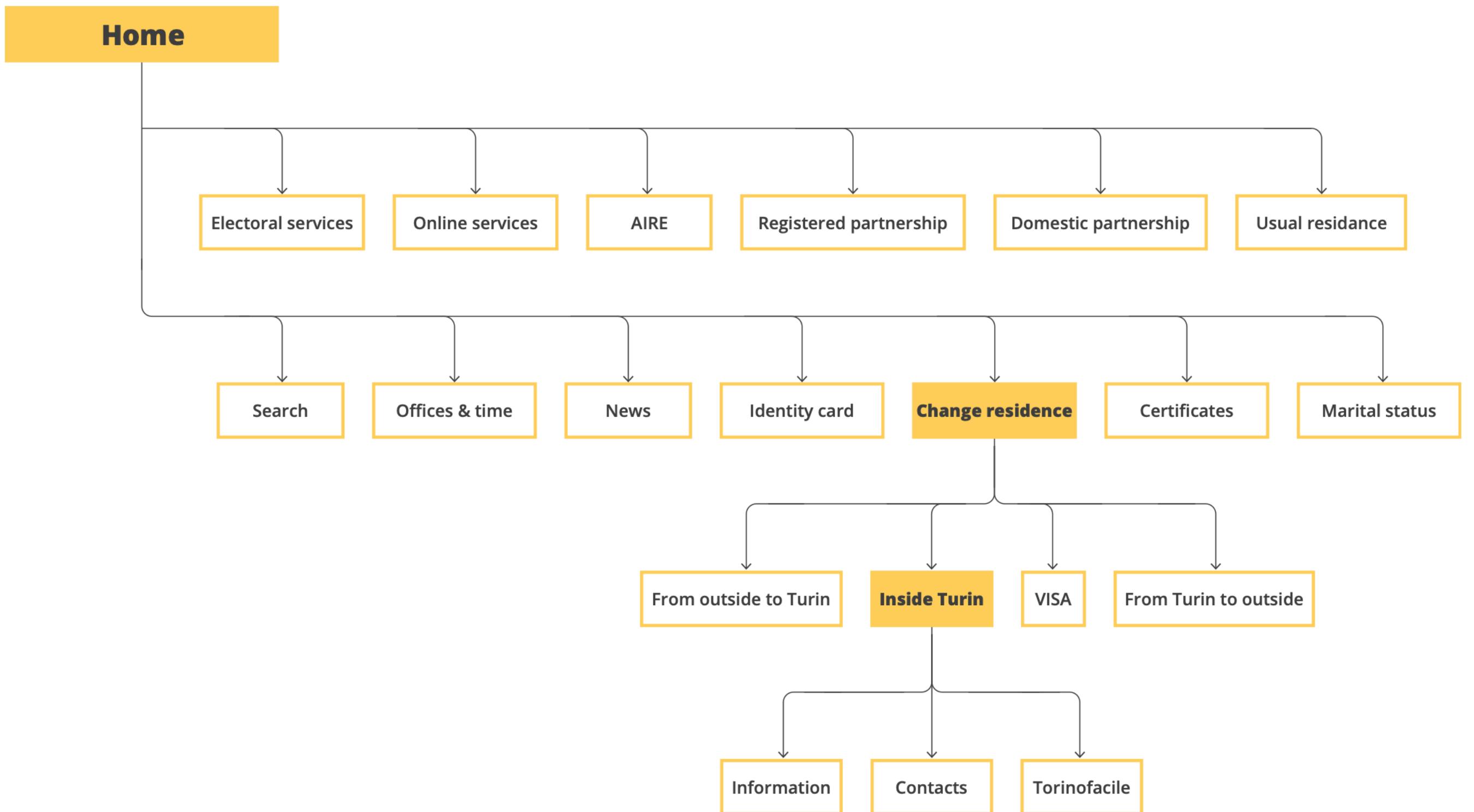
February 2019- June 2019

Course of Digital Design Studio

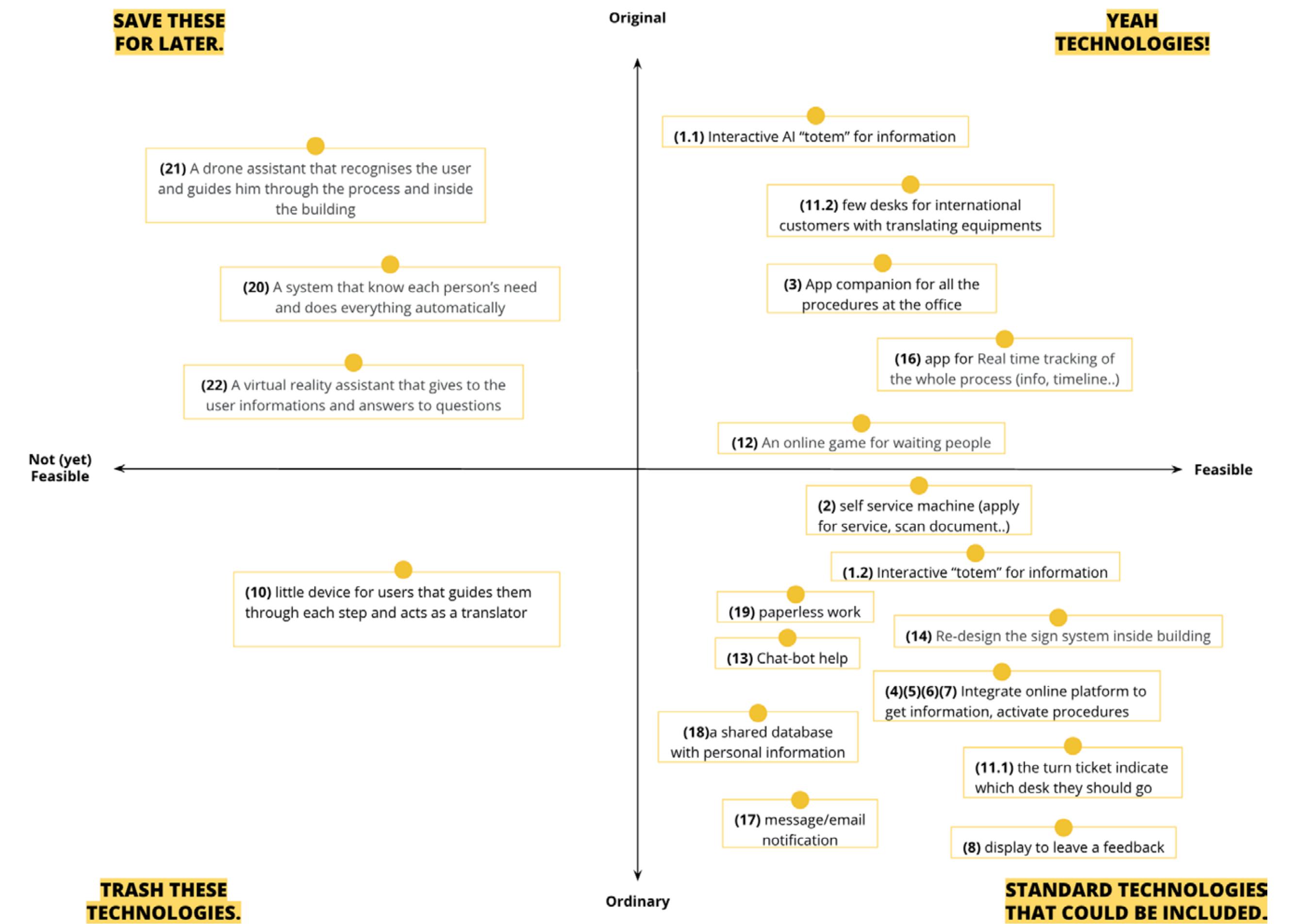
With: Colombo, Picardi, Shahriari, Zheng.

Professors: Francesca Rizzo, Andrea Alessandrini, Paolo Perego.

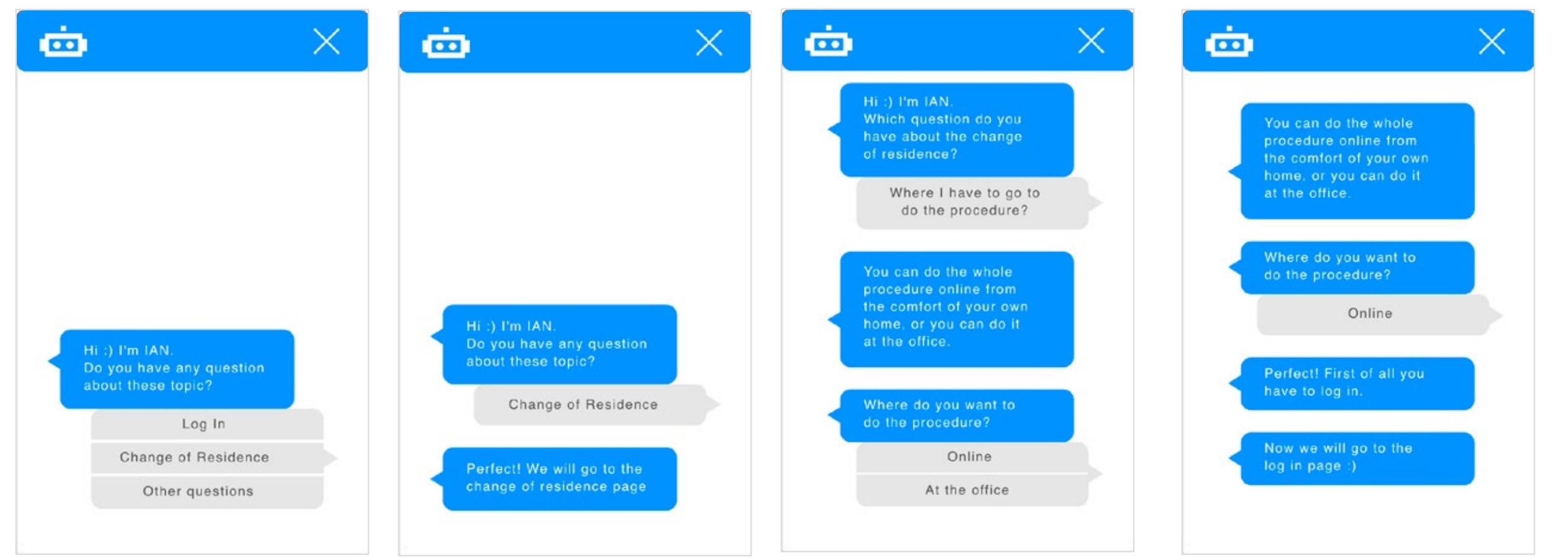
Current architecture analysis



Brainstorming and technology matrix



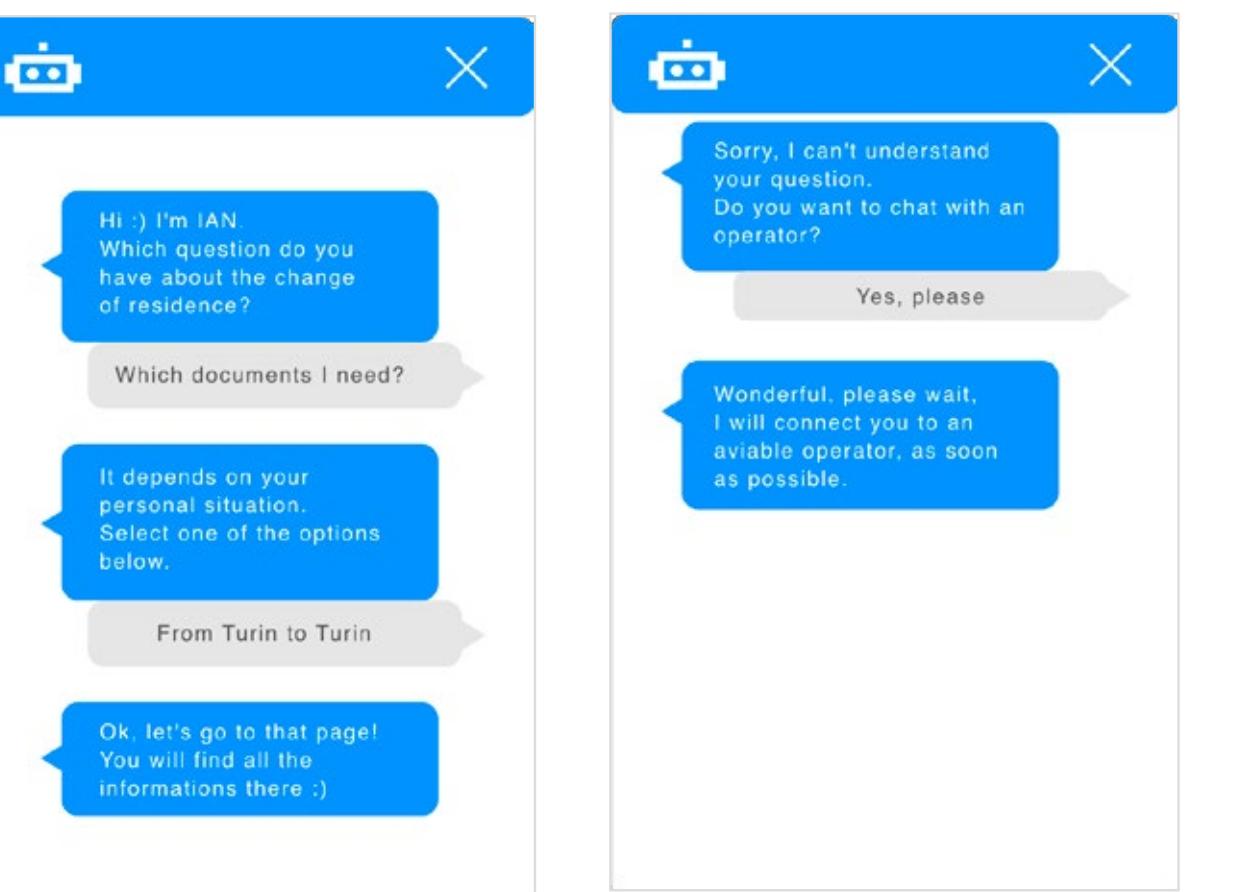
Chatbot innovation



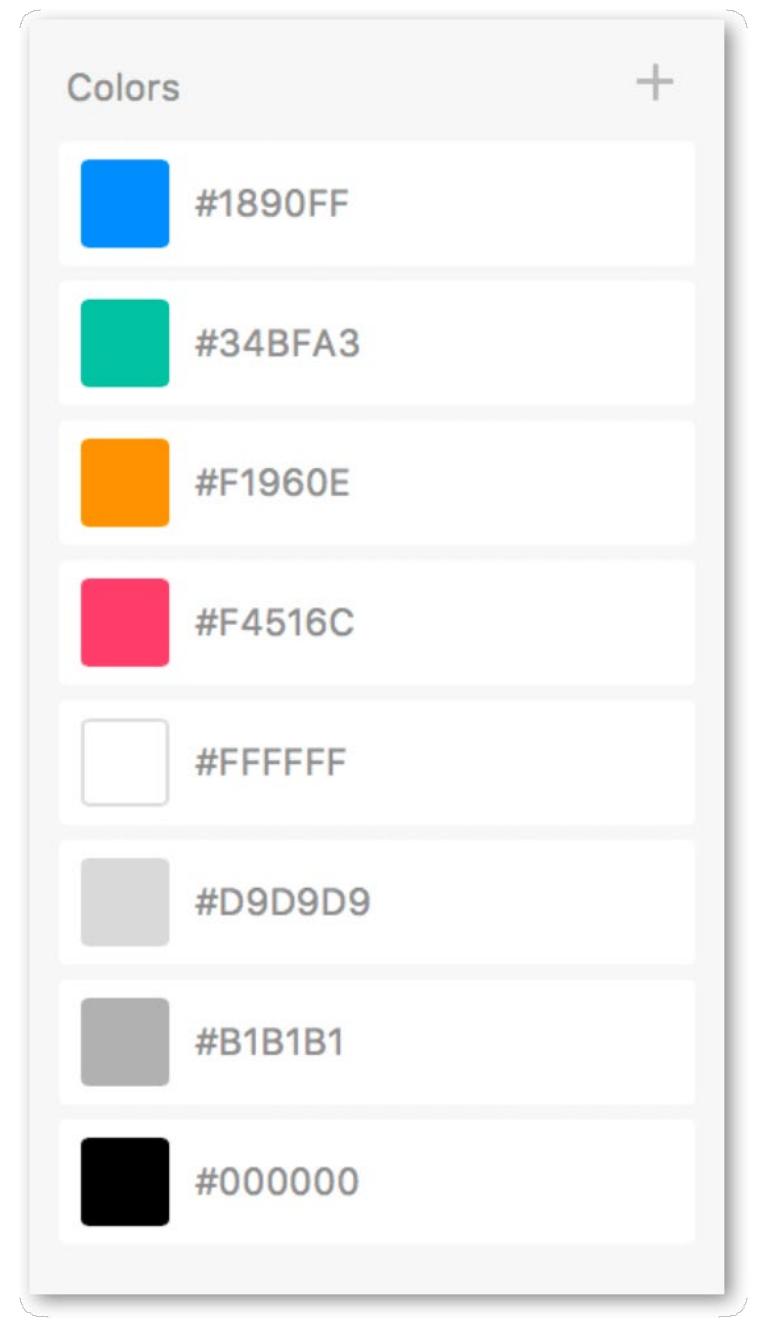
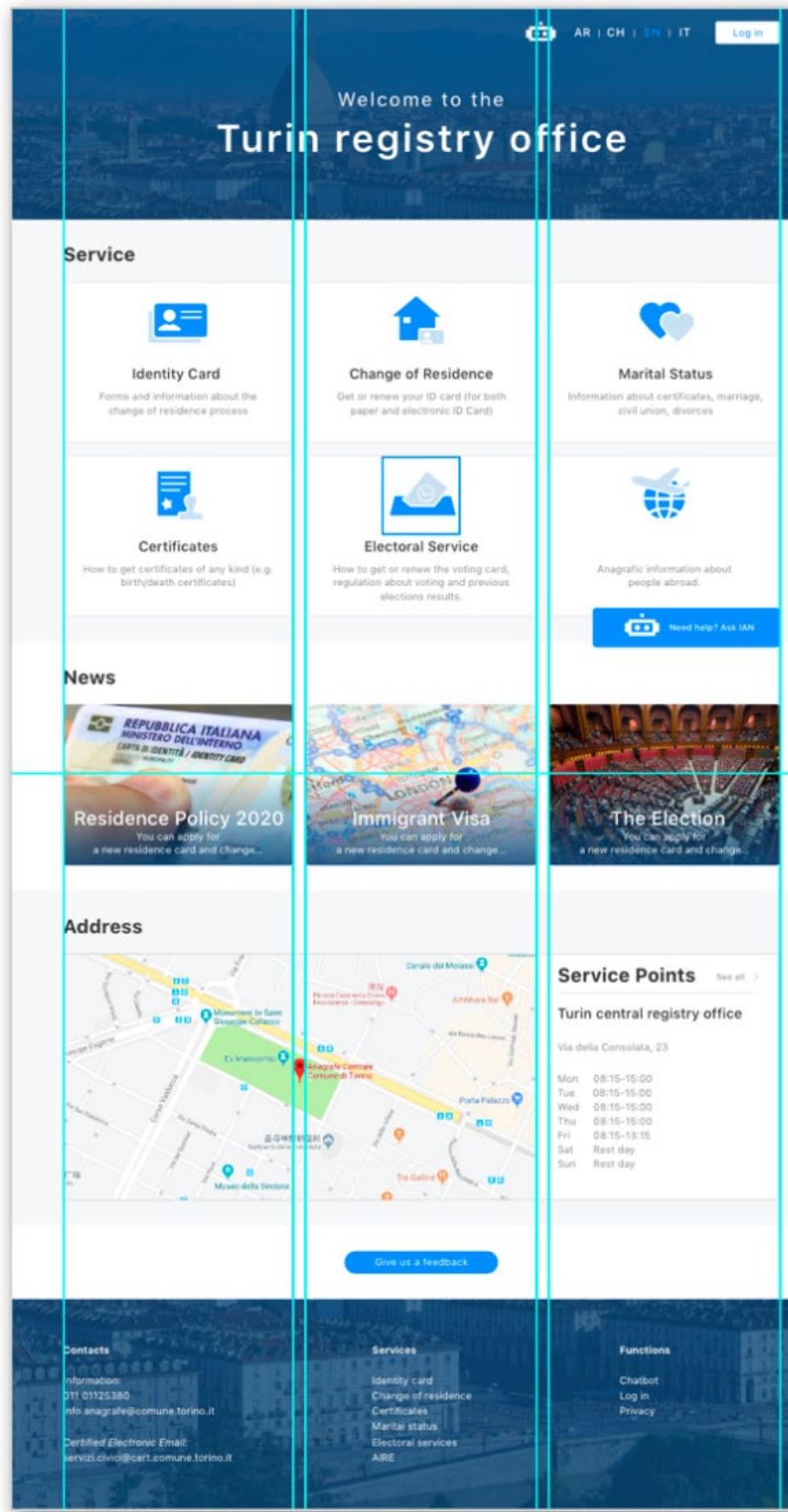
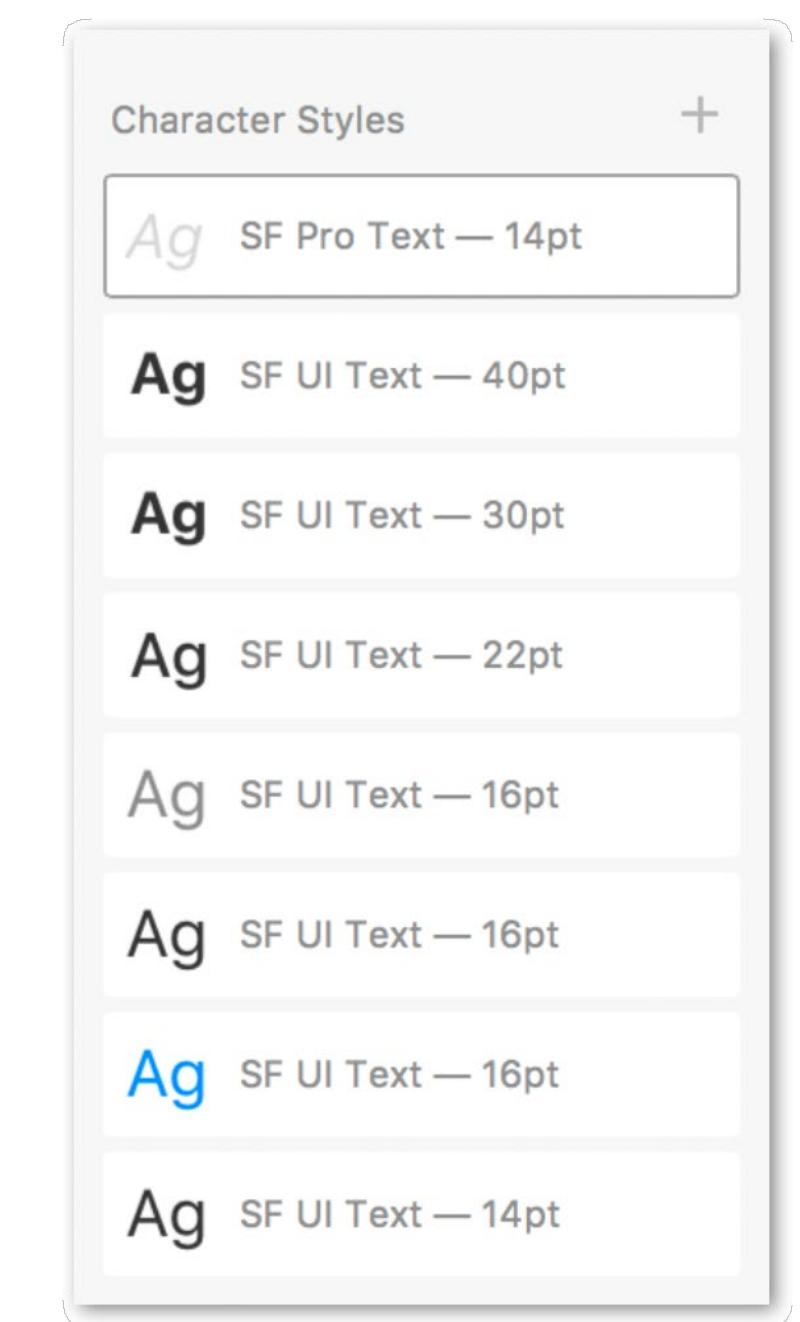
The technology matrix helped us discover the most useful technology to make the Turin registry office more efficient. From the research, we find out that the change of residence task needs constant assistance. A personal assistant as a chatbot was a good solution. Ian, the chatbot, is innovative because its behavior is like a real assistant.

Natural Language Processing technology needs a lot of previous work, as good quality data gathering and understanding of the procedure. It couldn't be our short term solution. We opted for multiple choice questions because the user feels more confident.

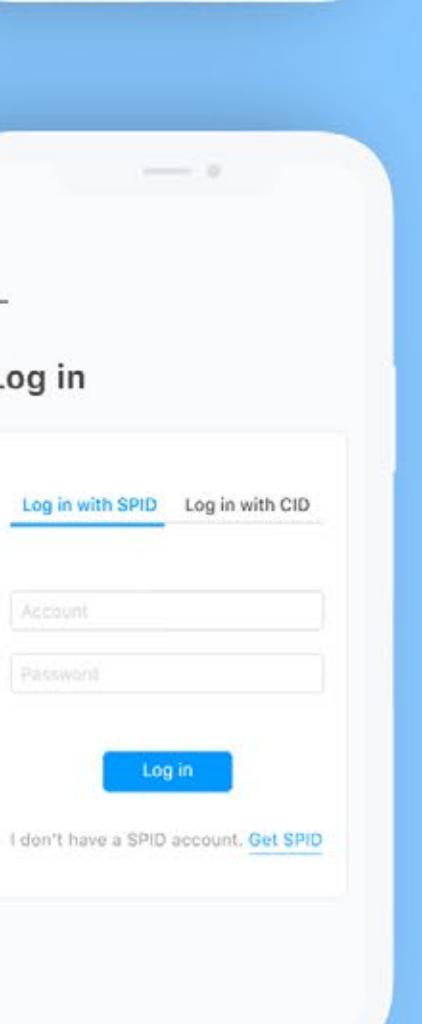
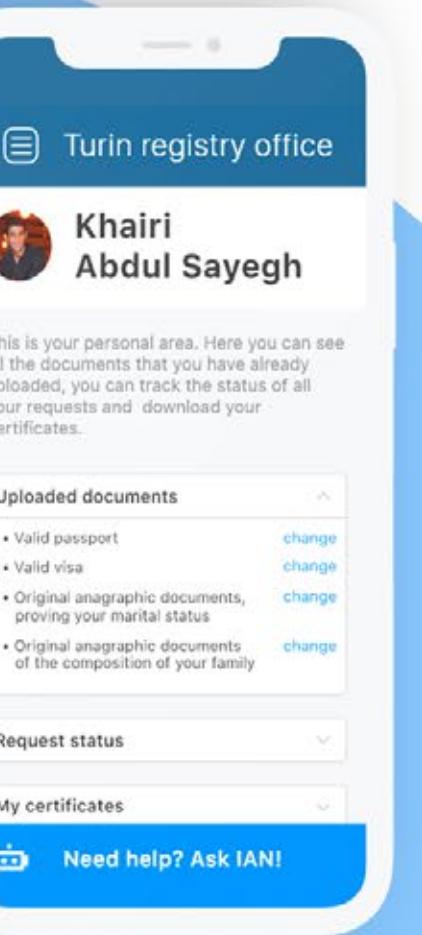
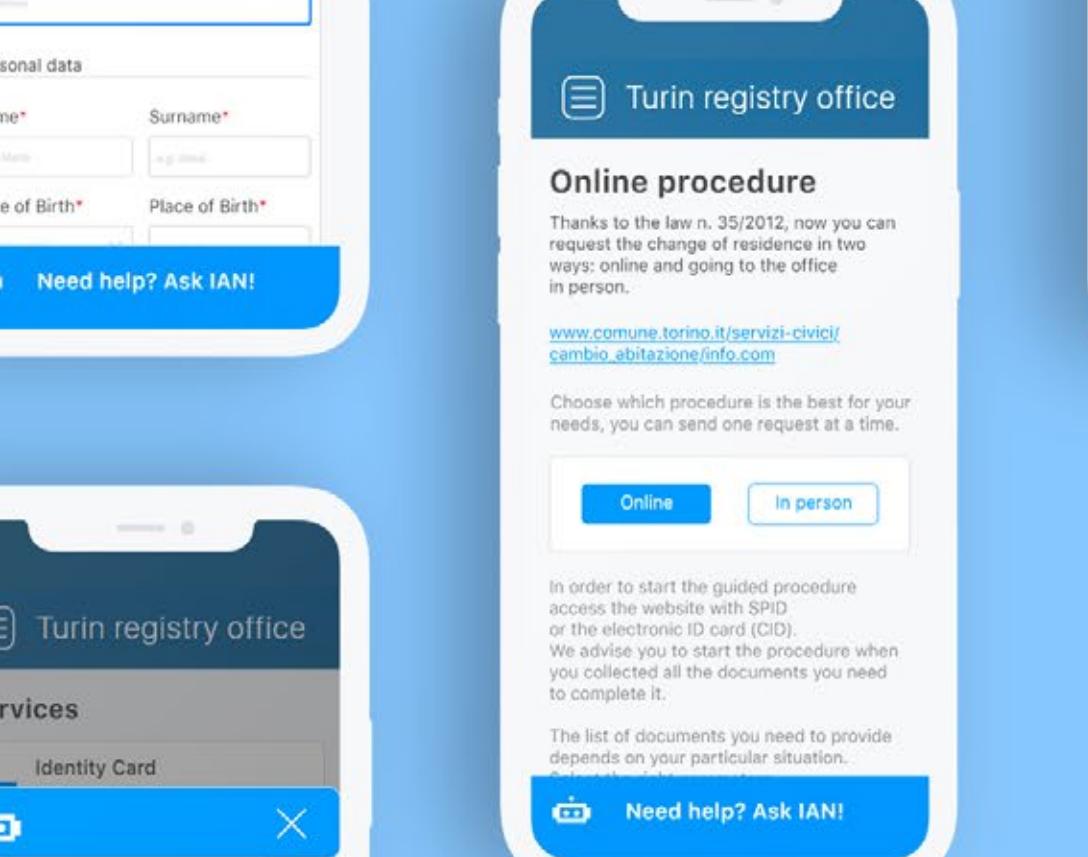
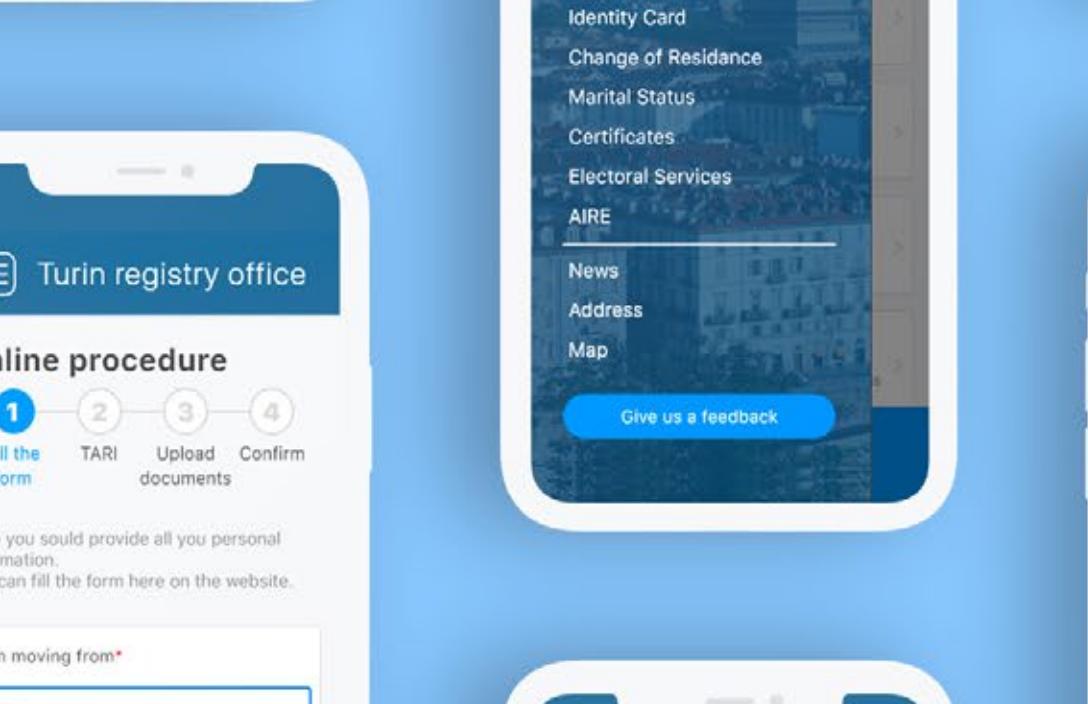
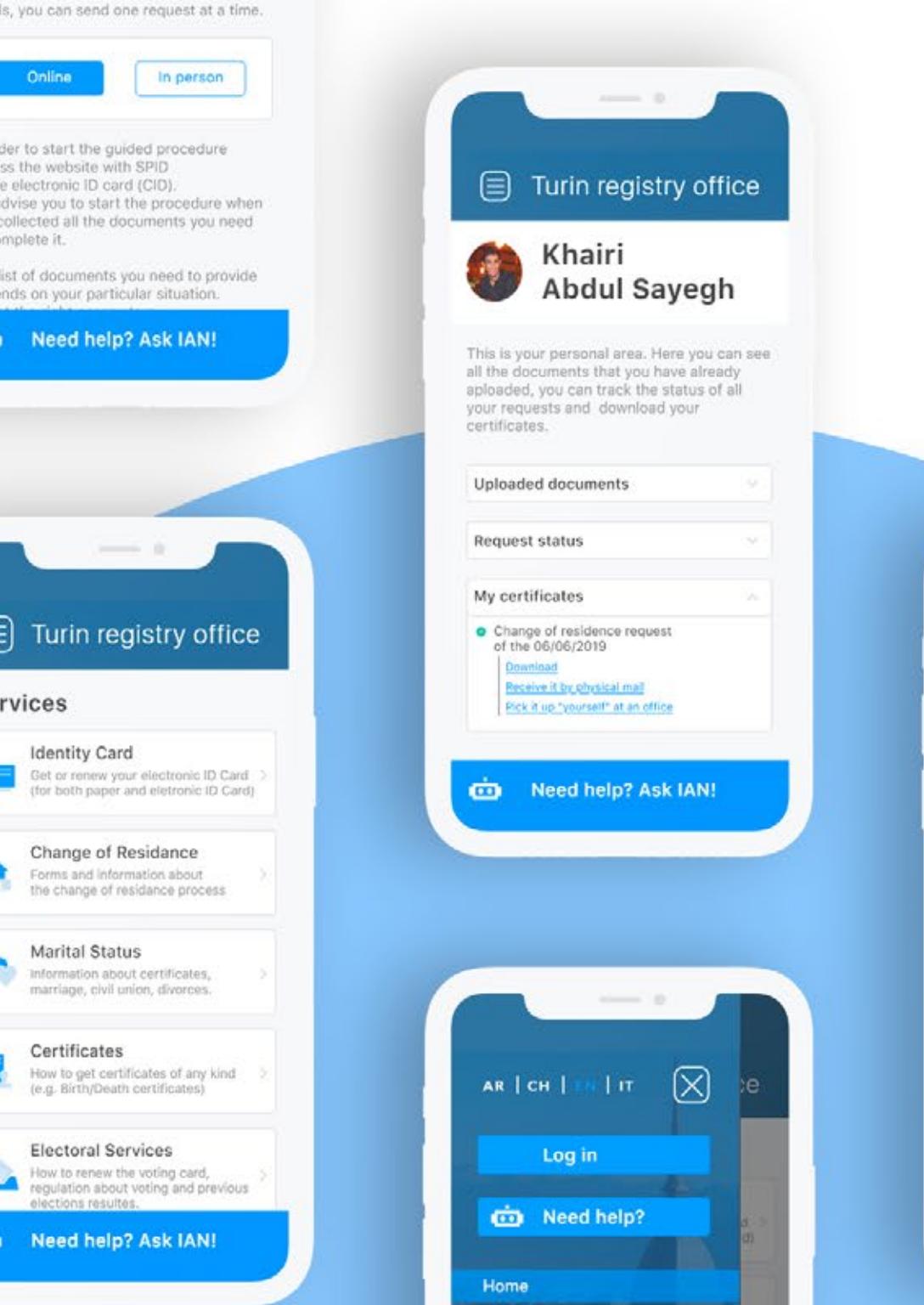
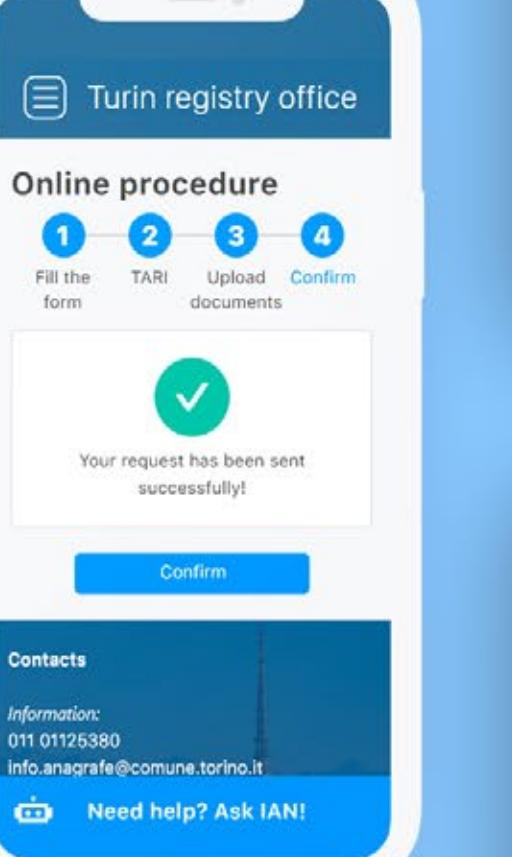
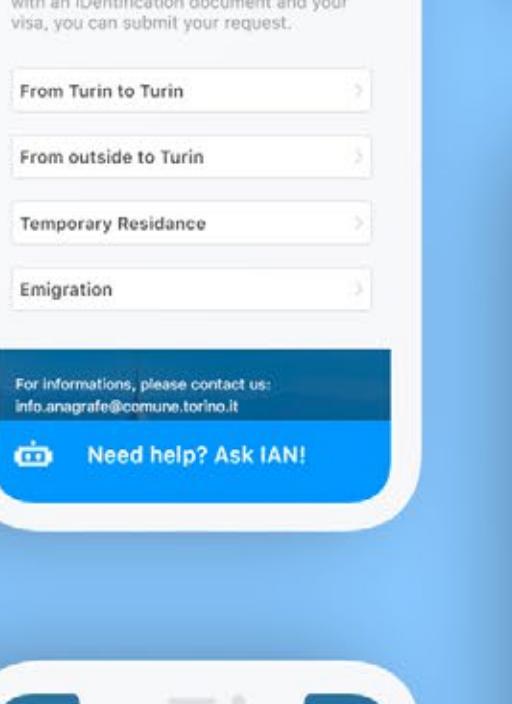
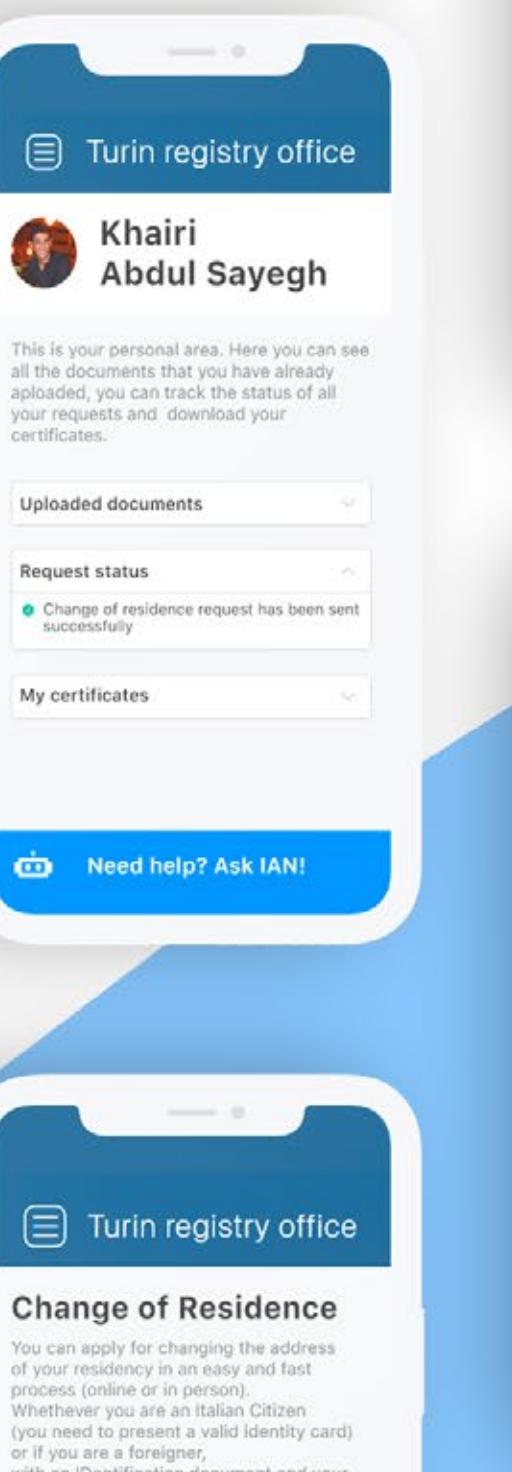
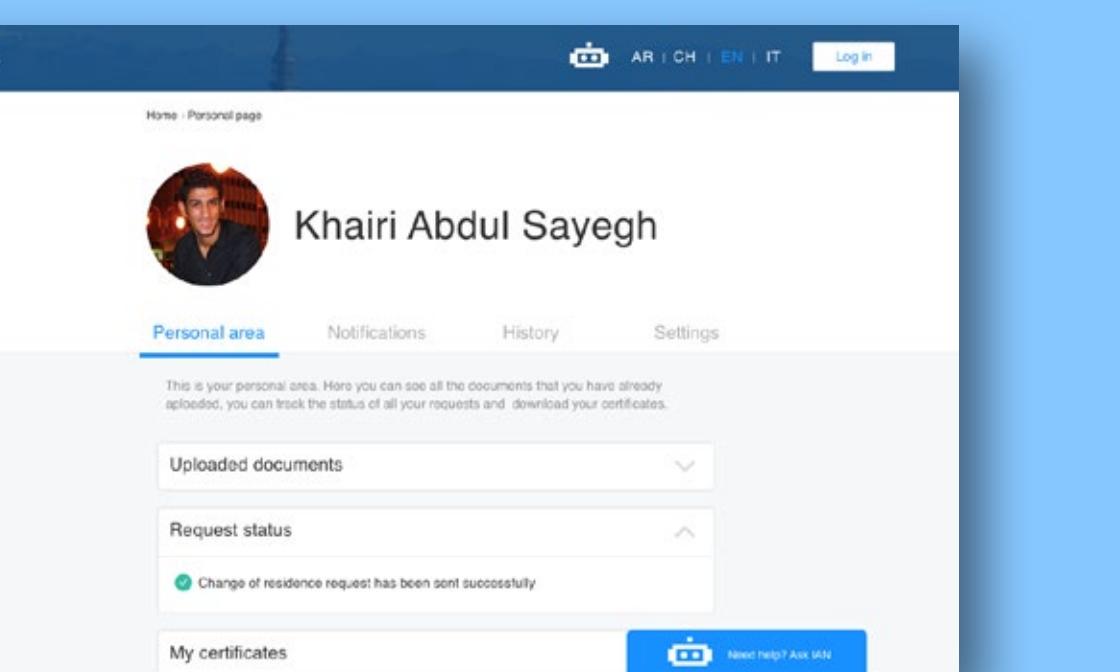
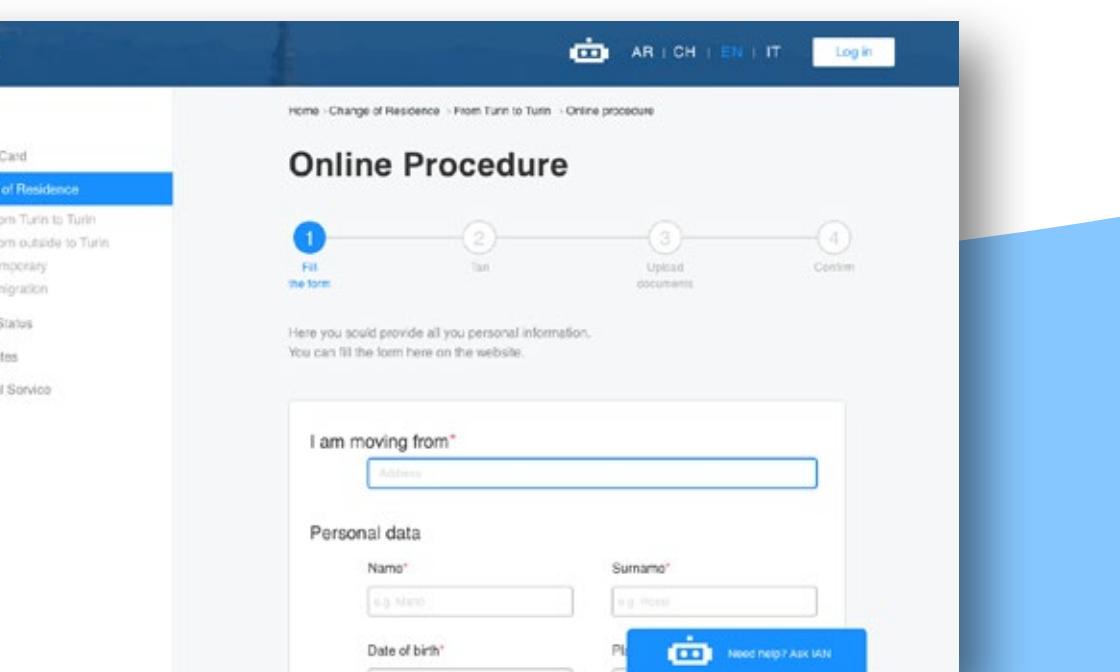
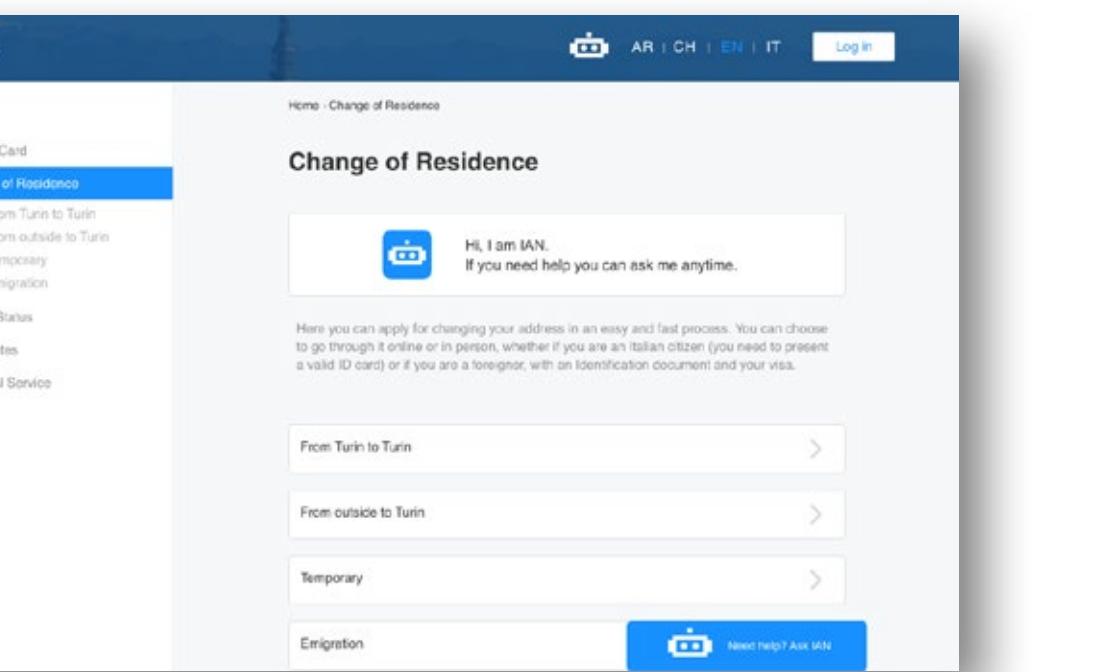
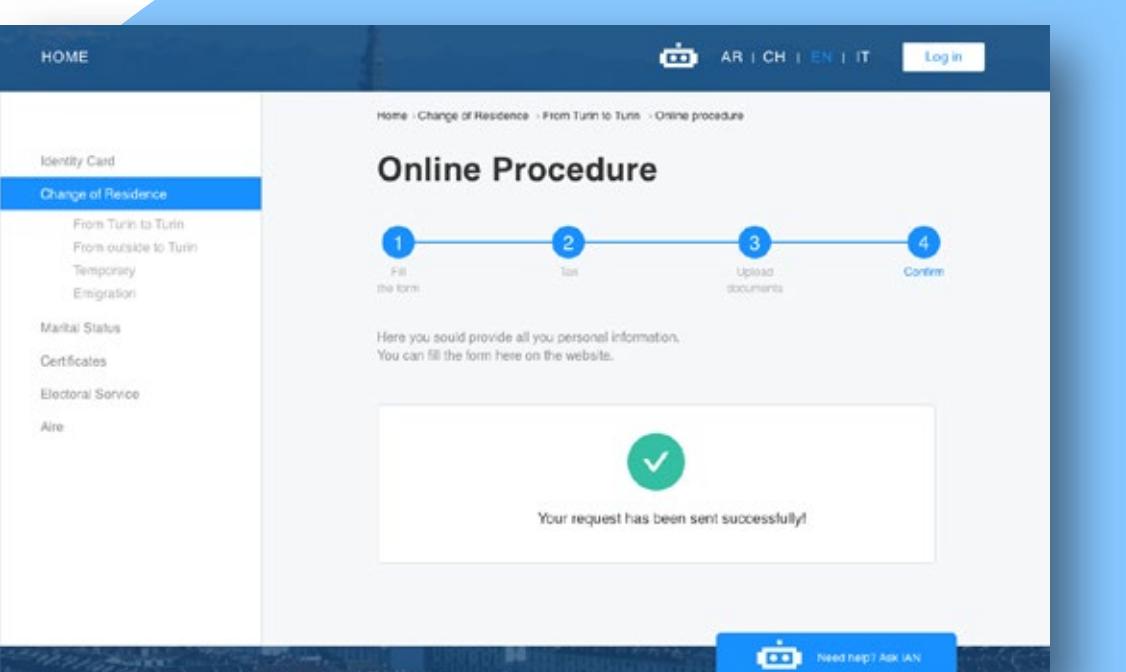
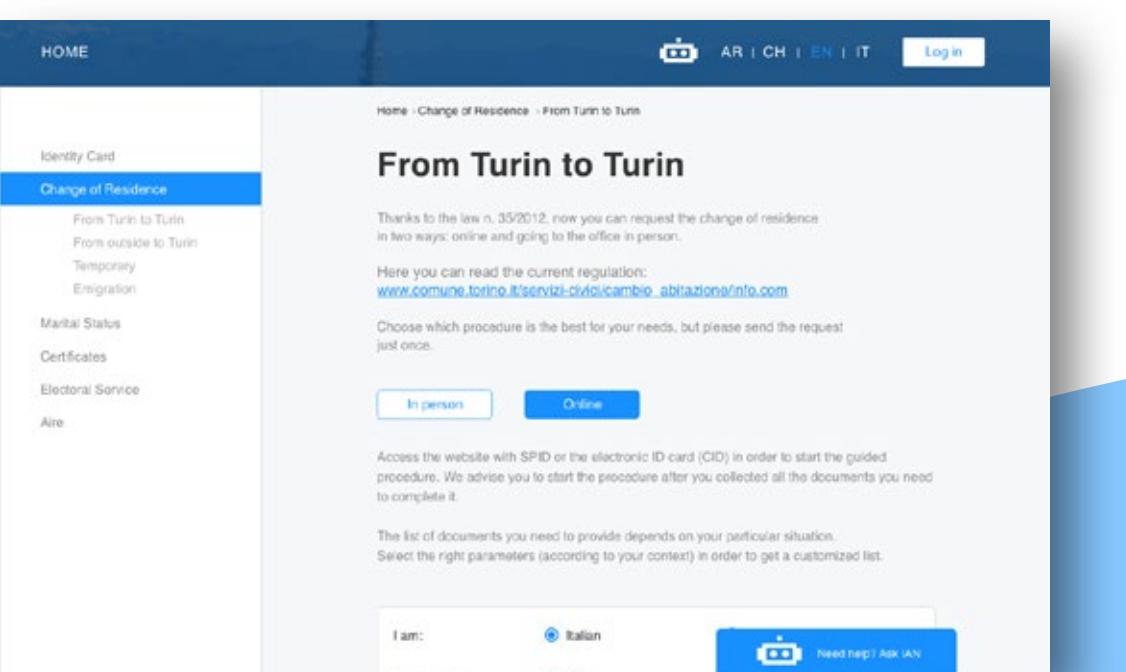
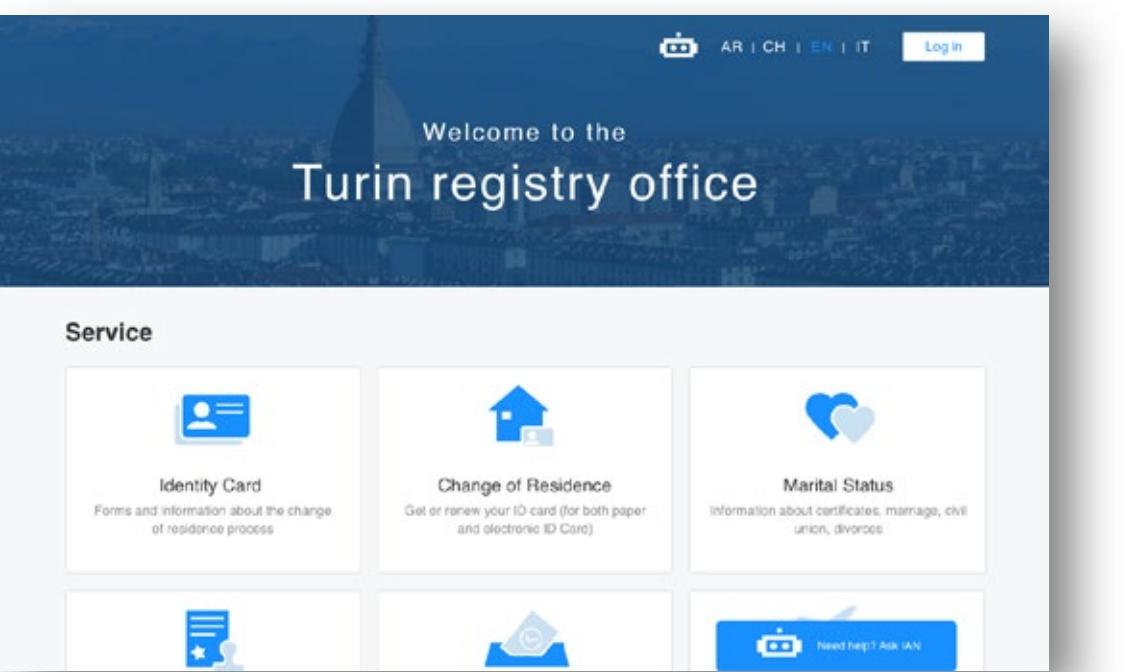
The innovative part of this chatbot is redirecting. As a physical person, Ian answers the user's questions and then brings him to the right page, according to what he wants to do.



Style and Graphics



Final Design





Oriana's Portfolio
Selected works 2018 - 2021
Get in touch: oriana.arnone@gmail.com