PORTFOLIO

Oriana Arnone

Product, Digital and Interaction Designer

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Interaction Designer

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About me

I always follow the “keep it simple rule” because I think that it’s useless to overcomplicate things. I like clear, appealing and functional design.
My motto is: Never stop learning. Curiosity is a must-have.

Experiences

March 2019 – Now
Work as UX-UI tester and bug finder.
App Quality

February 2020
Banca Mediolanum workshop: Design a new service for Gen Z and Millennials.
Banca Mediolanum for Polimi

November 2019
Bestr Certification in UCD interactive technology. Participatory design and Empirical Studies.
Politecnico di Milano.

June 2018
Arrital workshop: Design an UX for Millennials.
Arrital for Polimi

Education

September 2018 – Now
Master in Digital and Interaction Design (in English).
Politecnico di Milano.

October 2015 - July 2018
Bachelor’s degree in Industrial Product Design.
Politecnico di Milano.

September 2009 - July 2015
Math and Science High School Diploma.
Liceo scientifico Niccolò Machiavelli.

Technical skills

Advanced in illustrations and presentations

Very good in 3D modeling, 3D printing

Good in Images, Programming, and Coding

Basic in Video editing, Javascript, Wordpress and Unity

Soft Skills

Good written and spoken communication skills
Highly organized and efficient
Ability to work independently or as a part of a team
Great complex problem solving ability
Ability of critical thinking and decision making
Flexibility and creativity

Languages

Italian: native - English B2: TOEIC certification 920/990

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01

MYBUBBLE

New UI and Ux Bank App

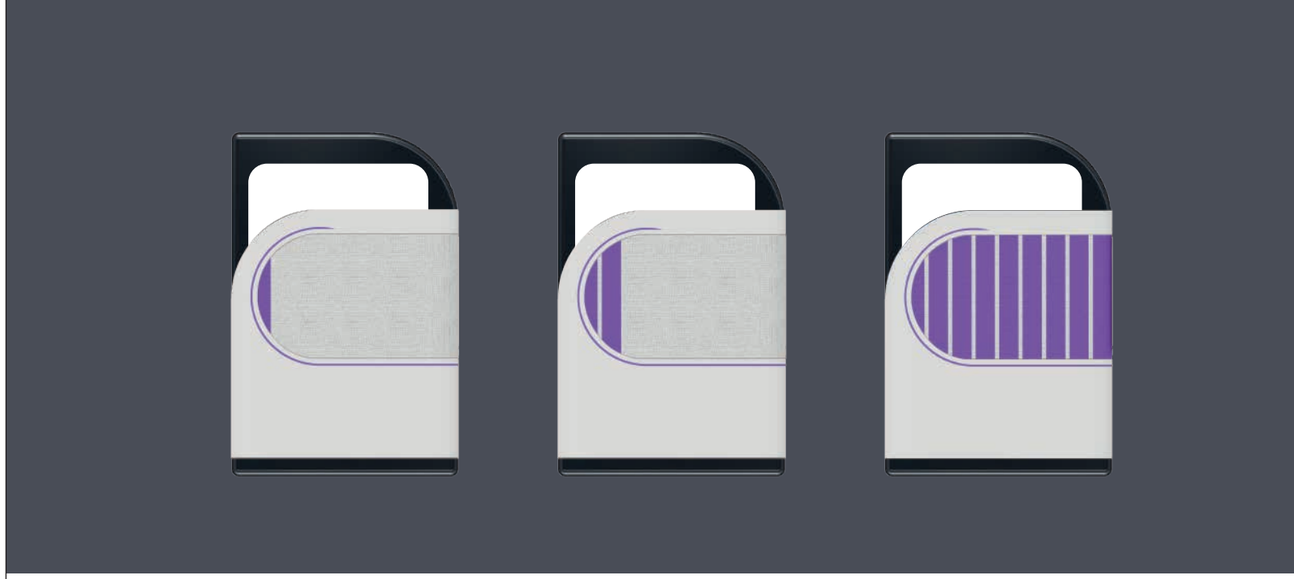
Banca Mediolanum asks us to choose one of four topics, and define our brief.
So, we decided to focus on Millennials in order to help them managing money in a mindful way, building awareness in the moment of payment and decreasing the stress of checking expenses. In this way, they can achieve their financial 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 our cardholder that 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 our app and taking 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 in order to change their spending behavior and take more control of their financial situation.

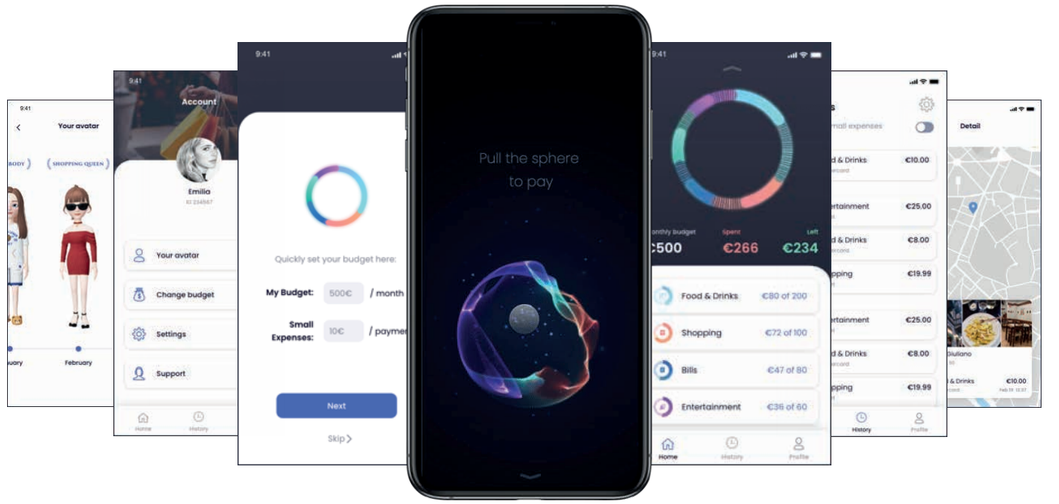
Prof. Sara Colombo.

With: Irina Nikulina, Jingru Zhang, Yiwei Zhou, Yiwei Liao, Nianding Ye.

Course: Professional workshop with Banca Mediolanum

12th February 2020 - 19th February 2020





02

TRENORD

Website redesign

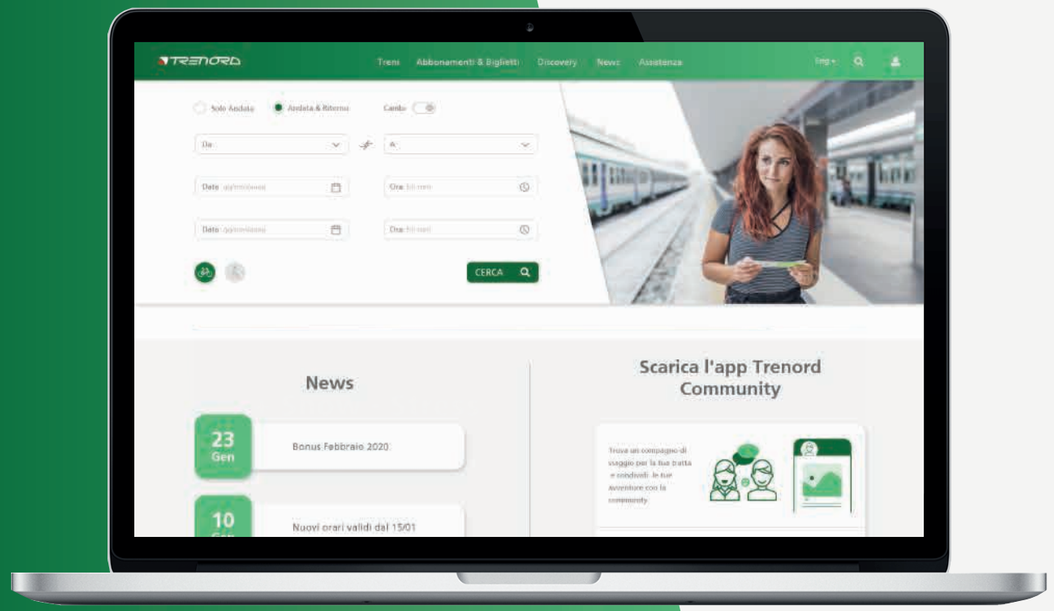
The main aim of Trenord is to offer an adequate answer to the raising mobility demand of Lombardy citizens. All the train information is given by website and mobile application, this one was recently redesigned to improve the usability. The website, on the other hand, needs to be redesigned.
We did research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

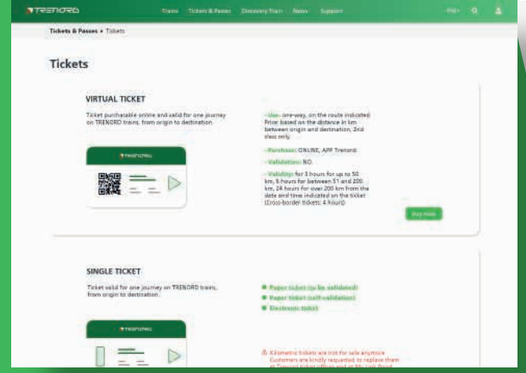
Prof. Roberto Dadda.
Prof. Paolo Negri.

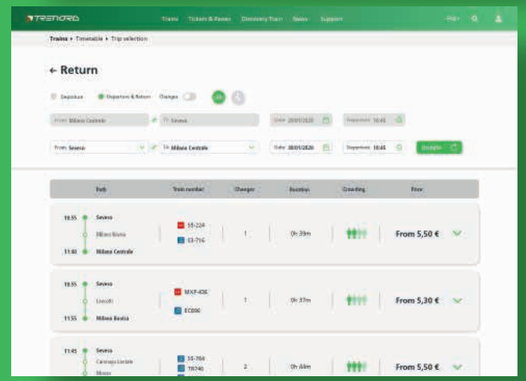
With: Elettra Bertazzoli, Erica Colombo, Letizia Lasalvia, Andrea Picardi.

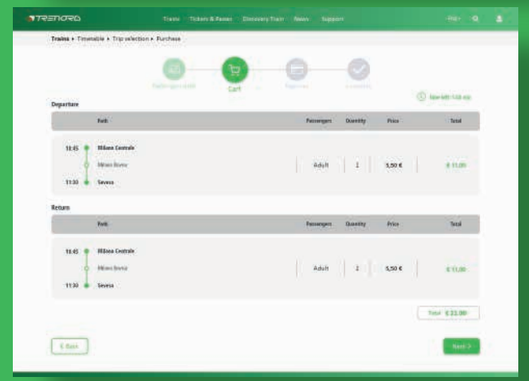
Course: Interactive System Usability Design

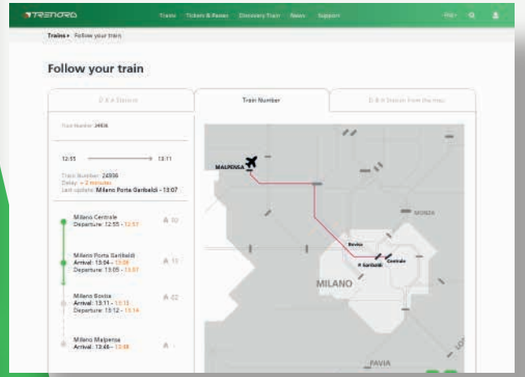
September 2019 - February 2020

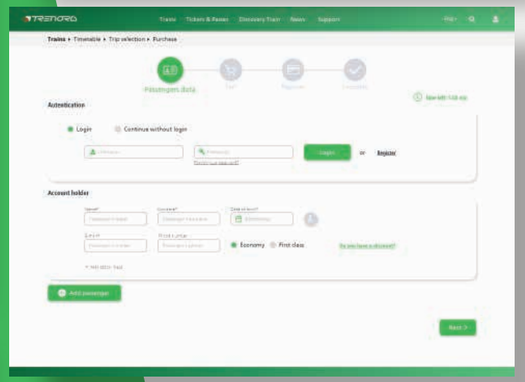


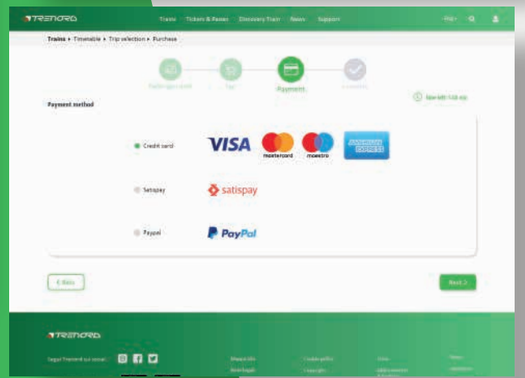












01. Color palette

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
Primary normal	SEARCH			
Selected	SEARCH			
Secondary	Back			
Disabled	Next			

03 CYCLOT

UX for IGPDecaux

Cyclot is an interactive parking lot for bikes designed for IGPDecaux. We did researches and analysis of spaces that could be used to provide a service, enhance the quality of life in Milan and give advertisements. After the research, we decided to focus on cyclists because we discover many problems and the topic was the most fitting one with the IGPDecaux mission.
We opted for a narrative game based on the number of parked bikes: the lot gives luminous feedback when the bike is parked and the narration, based on the company-'s advertisements, moves forward. At the end of the day, the game result is shown.
We created a 10:1 aesthetic prototype and a 1:1 working prototype that we tested with cyclists and we collected some comments. Following the feedback, we decide to add gesture control to allow the user to interact with the whole story. The led light is used more often: every time the user interacts with the animation on the screen and when the user wins the game. We go from a collective one-day long game to a one-minute session game where everyone can join at the same time.
When nothing is happening we show the company advertisement.

Prof. Marco Ajovalasit.
Prof. Mariana Ciancia.
Prof. Mirko Gelsomini.

With: Alessandro Ceriani, Erica Colombo, Pei Lin, Irina Nickulina, Andrea Picardi.

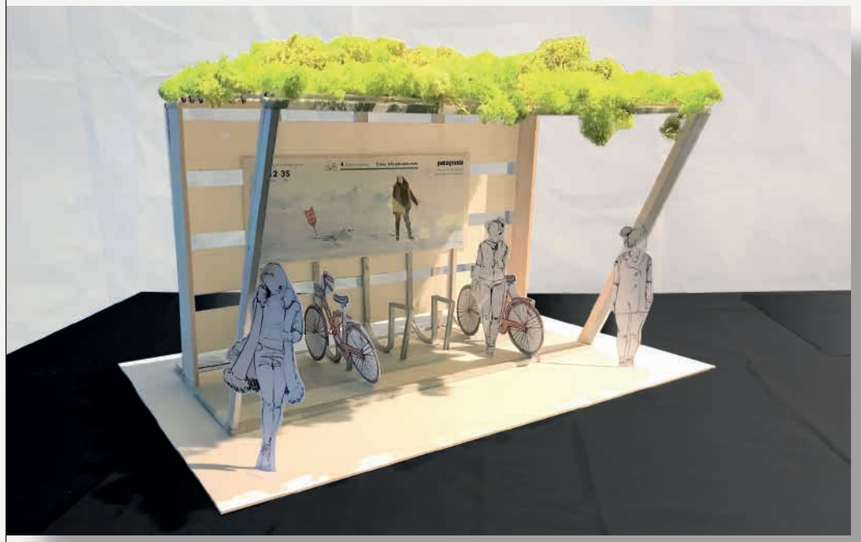
Course: Final Design Studio

September 2019 - December 2019

Gesture control to interact with Cyclot advertisement

Cyclot shape, proportions and dimensions

A parked bike in the Cyclot asset



10:1 scale aesthetic prototype

04 SMART BUCKETS

UX and UI

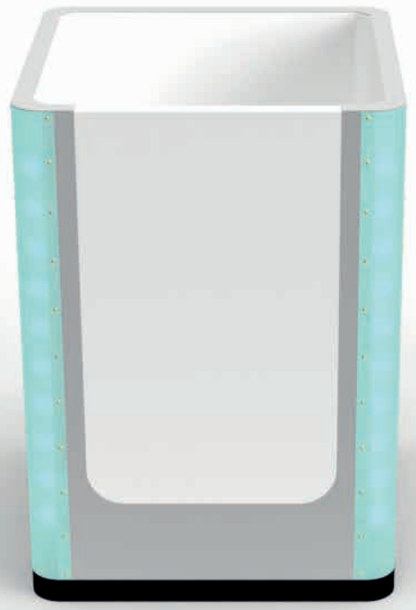
"Smart buckets" is an interactive system based on a set of smart containers, which are capable of recognizing the presence and the type of multiple objects inserted thanks to a scale system. The containers are connected to the "Smart room" ecosystem, but they are also equipped with led strips for giving feedback. The target group is children between 6 and 10 years old with various NDD severity rate and their therapists and teachers, So we decided to design also a tablet application to be used as control panel.
The design was guided by user's needs, so the main aspects of the system are: Ergonomics, Accessibility, Engagement, Safety, Extensibility, and Reliability.
In fact, the dimensions are a good compromise between capacity and children's usability, the bucket front panel can be removed giving access to wheelchair users, the bucket colored LEDs ensure clear feedback and children's entertainment, the shape of the bucket is rounded and the electronic is hidden to children, the therapist is able to rapidly add an object to the system, without worrying to attach any tag to the object, the system is reliable to ensure a smooth experience for both children and therapists.

Prof. Franca Garzotto.

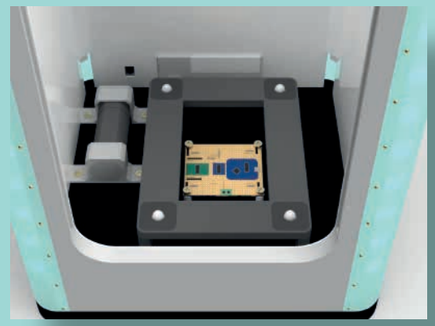
With: Valerio Colombo.

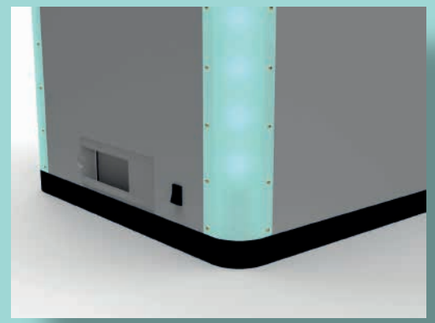
Course: Advanced User Interfaces

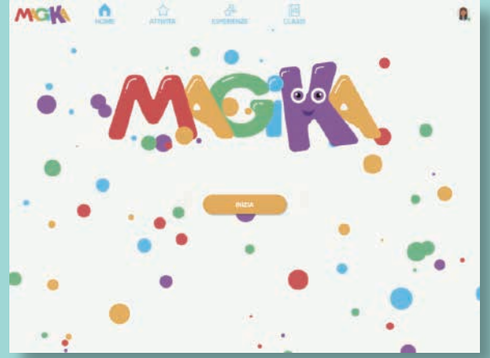
September 2019 - February 2020

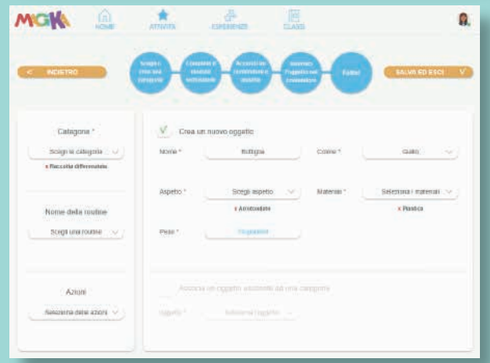


Smart Object shape and details.

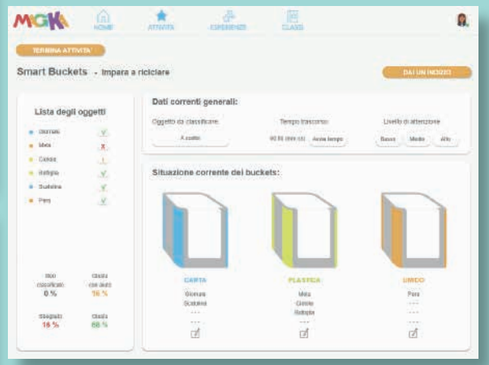


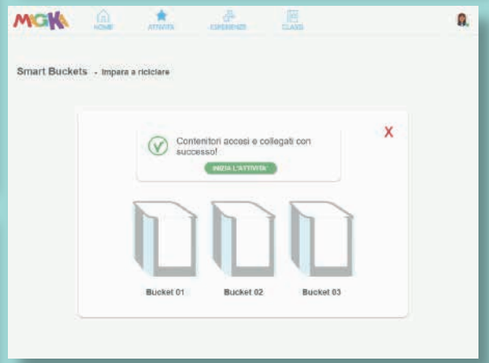


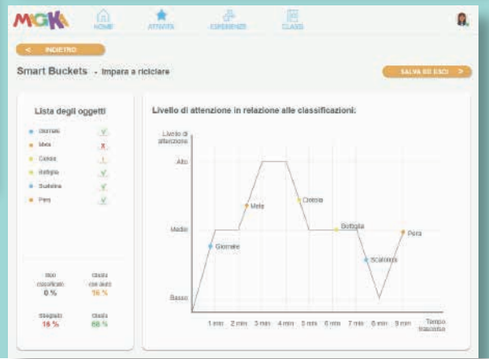




Tablet Application that teachers and therapists can use as control panel.







05 TURIN R. OFFICE

Website redesign

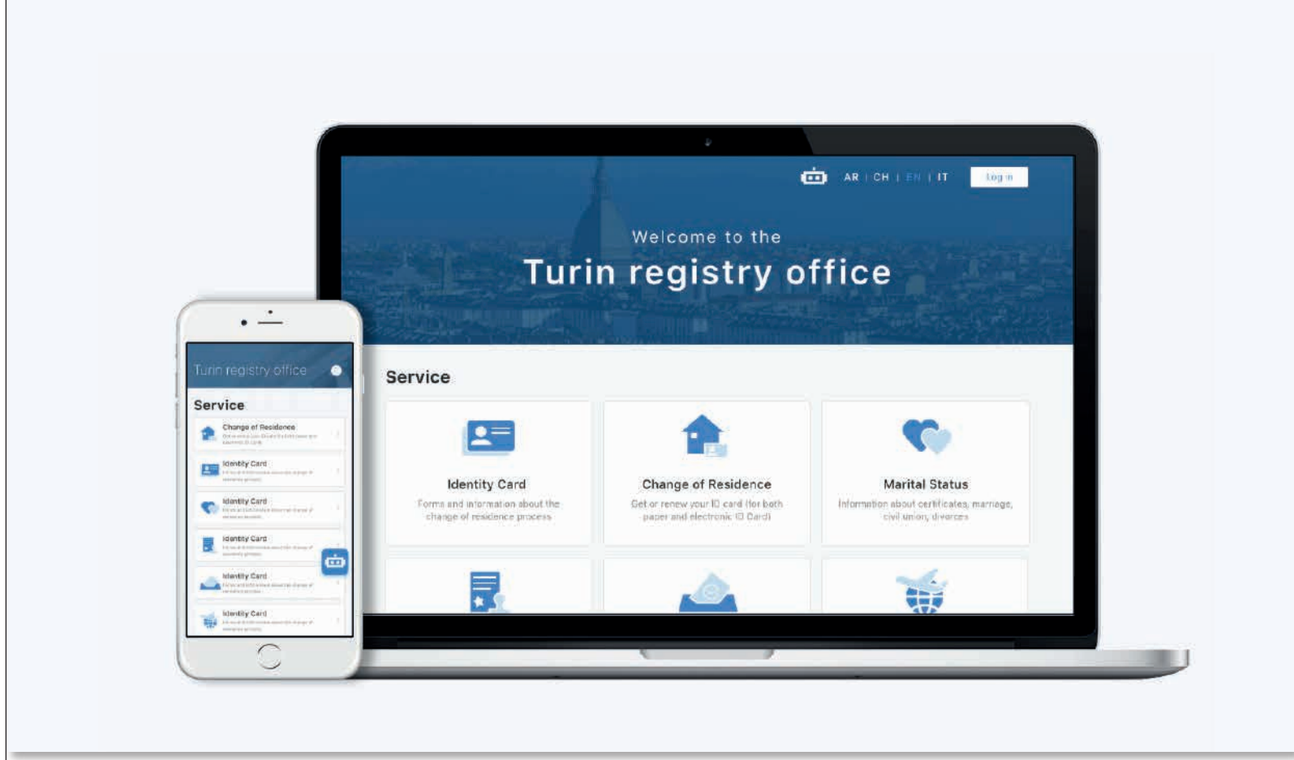
The Registry office of Turin did a collaboration with Politecnico di Milano to increase the quality of its services. We conducted some research through observations and interviews at the registry office, desk research, and digital ethnography. We discovered some problems and we generated different service 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 current architecture, we 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 final version and the chatbot innovative interaction. Then we developed the website mobile version and we tested it. The feedbacks about the guided procedure of the website and the interaction with the chatbot were positive and enthusiastic.

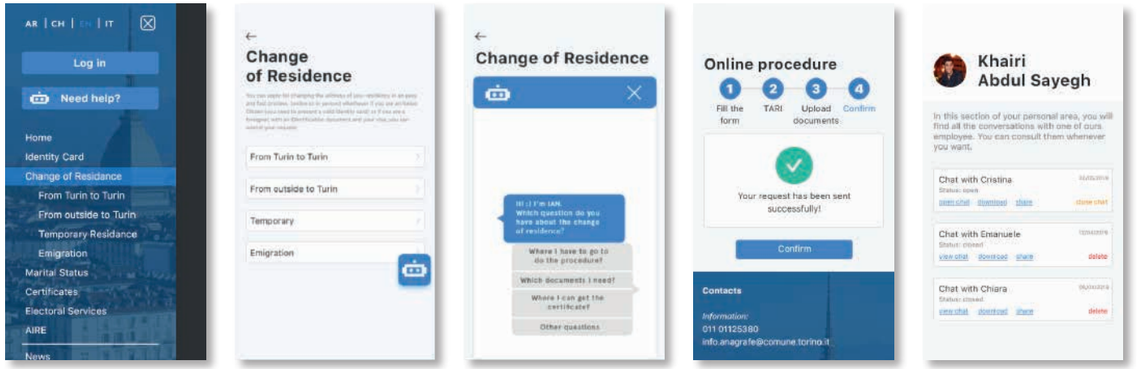
Prof. Francesca Rizzo.
Prof. Andrea Alessandrini.
Prof. Paolo Perego.

With: Erica Colombo, Andrea Picardi, Farnaz Shahriari, Chenhao Zheng.

Course: Digital Design Studio

February 2019 - June 2019





06

MYNI

System based on emotions

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 use 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 the serenity of 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 a real-time feedback about the purchase to make him/her more conscious about the expenses. In every moment the user can see the daily amount of purchase and the real-time emotion. The feedback is given by colored led.

Prof. Roberta Tassi.
Prof. Maristella Matera.

With: Antonella Autuori, Elena Catani, Sara Corradini, Giuditta Pinotti, Giulia Venturis.

Course: Interaction Systems Studio

February 2019 - June 2019

07

DISCOVER LOTTE

Immersive Exhibition

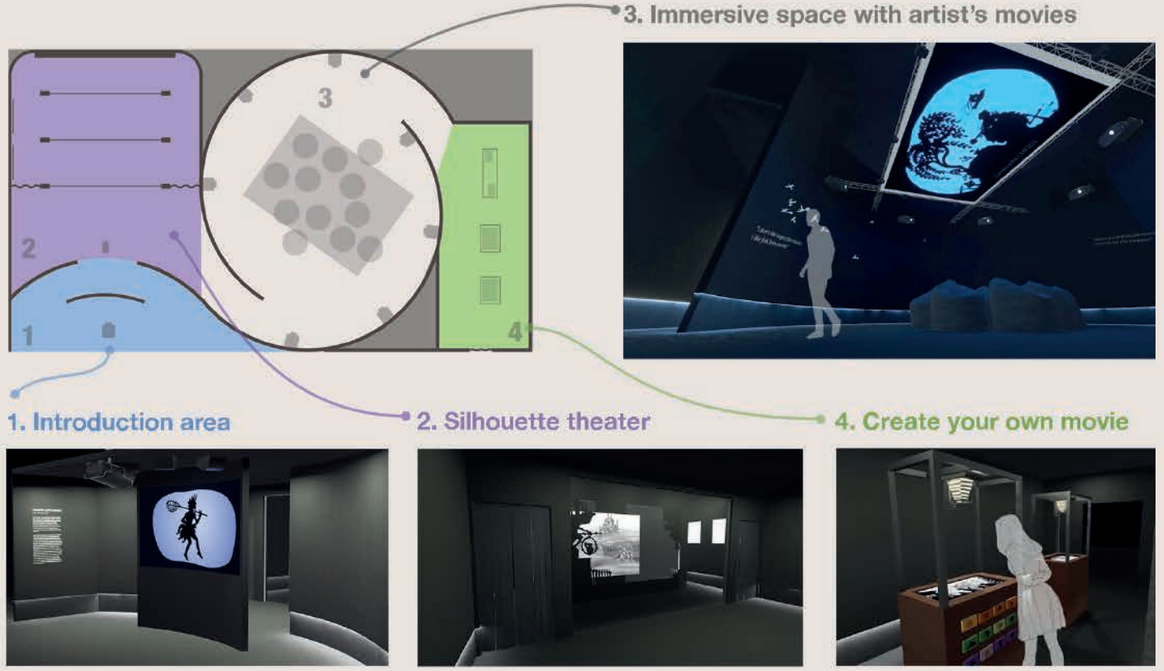
Charlotte "Lotte" Reiniger (1899 – 1981) was a German film director and the pioneer of silhouette animation. Her best known films are The Adventures of Prince Achmed (1926) and Papageno (1935). She is also noted for having devised the first form of a multiplane camera with which she made more than 40 films.
We decided to structure the exhibition in 4 parts: introduction to Lotte, shadow theatre, immersive space and interactive DIY part at the end. The introduction to Lotte consists of a video about her invention projected on a curved wall. The next part is a shadow theatre: a vertical 1:1 scale of her layers technique to better explain to visitors her concept. The visitors can download and use a mobile app to record a video of them acting in that place.
The following part is the immersive space with some pillow in the center and her films projected on the ceiling. In addition, the vertical walls show some animations (birds, flowers and leaves) that follow the visitors and when they come near the walls show some information. In the last part, the user can use Lotte's technics in first person thanks to a tablet application and the digitalized version of her multilayer camera.

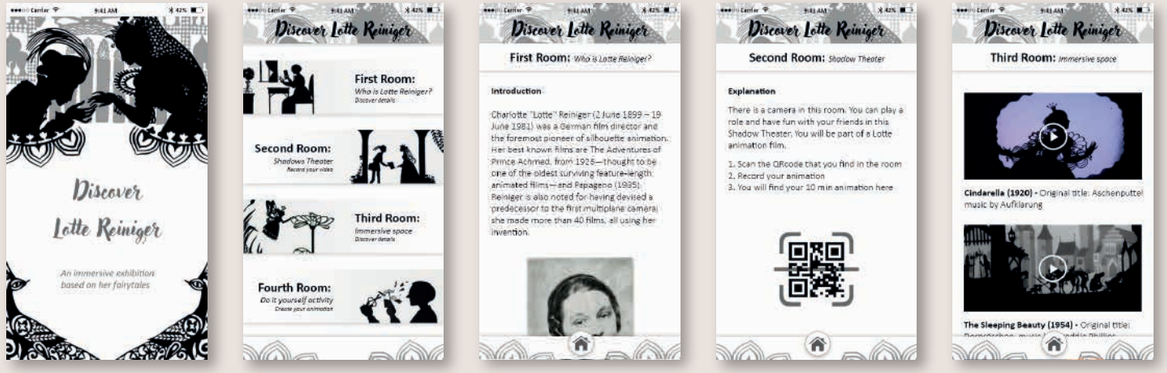
Prof. Valentina Tanni.
Prof. Vinicio Bordin.

With: Sarah Kraanen, Andrea Picardi, Manvi Aggarwal, Noemi Cerrato, Farnaz Shahriari, Irina Nikulina.

Course: Digital Art

February 2019 - June 2019





08 TRUST IN PROGRESS

Boardgame

In a 2 weeks workshop, we had to develop a board game based on our definition of trust. We asked ourselves some questions like: How do I learn to trust? - How do I decide when to trust? - How do people react when they're betrayed?
Then we started the ideation phase selecting some ideas and composing our proposal: We are making a physical game for teenagers because we want them to define their own set of rules for trusting others in order to know themselves better through failures. We created the board game and we did two days of testing. The final board game brings users to have fun through a decision-making process, face a different type of situations and identify themselves in them.
Players have to choose between two answers and accept the consequences. If they picked the good one, they gain 1 point. The player who fails has to explain to other players how he will face the new situation. They will evaluate his answer with from 1 to 3 points (If he greatly faces the failure will gain more points than picking the good answer). Each point lets players place a pin on their board in the indicated space. At the end of the game, everyone will have a radar schema describing their personality.

Prof. John Sharp.
Prof. Nancy Nowacek.

With: Feng Wubing, Michela Grisa, Milena Stefanova, Serena Alampi.

Course: User Centered Design Workshop

10th June 2019 - 20th June 2019

09 PHILEAS

Your travel companion

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 decided to think about a mobile application that has the role of a companion and give 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 because we had only one week to think about this idea. Then I personally designed my vision of the mobile application.

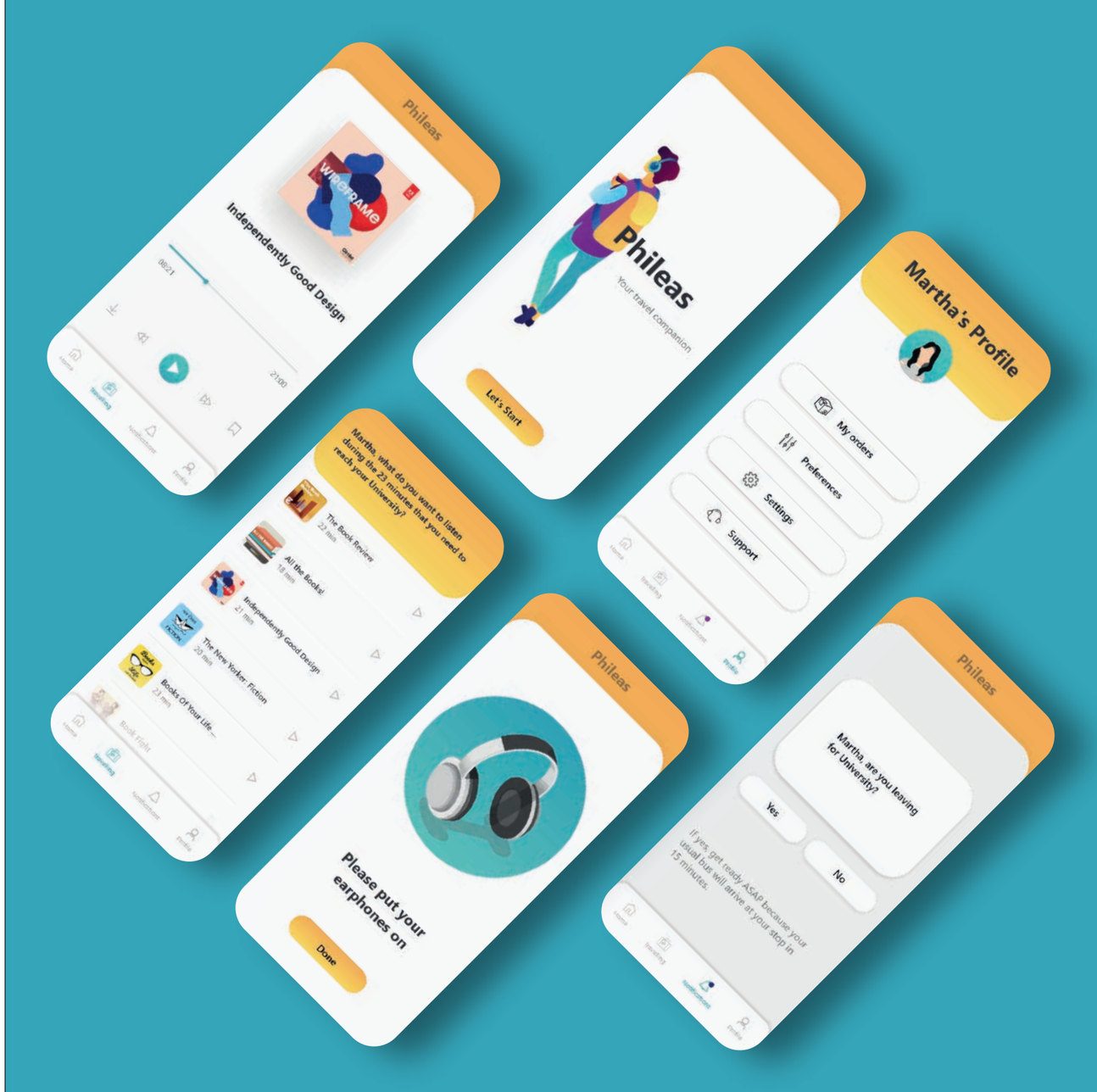
Prof. Margherita Pillan.

Concept with:
Nicolò Azzolin, Emma Hoogenboezem, Farnaz Shahriari, Xiaolin Xu, Chenhao Zheng.

App designed by myself.

Course: Ux - Design

28th November 2018 - 12th December 2018



10

MOVO

Time management device

How many times did you find yourself in a hurry?
We think that the classic way to measure time is not efficient enough when you are focused on doing something else and so, you lose the sense of time. Movo provides you a new way to organize your schedule 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 your visual reminder that keeps working telling you how much time is passing by and you need to get ready.

Movo is mainly composed of two parts: the app and the physical object.
With the app, you can set 3 kinds of reminders for each event that will be shown by the physical object as visual and sound feedback.
The green light tells you that you have a task to accomplish that day, also the name of the task will be shown by a notification on your mobile. The red light means that you have to be quick and when the buzzer starts ringing you have no time anymore. You can push it and movo will start swinging and it turns off.

Prof. Davide Spallazzo.
Prof. Francesco Bruschi.

With: Erica Colombo, Alessandro Ceriani, Junpeng Zhao.

Course: Hardware & Software for Design

September 2018 - December 2018

11

ARRITAL

UX for new generations

Arrital has been designing kitchens for over forty years, but now customers are changing, so they ask us to foresees a kitchen suitable for future customers. Millennials are digital natives, that seek spaces for socialization and are always looking for interesting experiences to share, so we decided to create an experience around the kitchen at the Arrital showrooms, that nowadays are less visited.
The experience is cooking together following tutorials on a Digital Wall. The kitchen is made of 5 parts each one specialized for a specific task. Thanks to a proximity sensor, the part of the kitchen that is actually used are switched on and the right part of the tutorial is explained there. The screens light up in sequence and only after the user has finished, the video will appear at the following location.
We designed 3 different experiences: A small one up to 4 people where participants can challenge themselves following the same recipe. A medium one up to 10 people, where friends can cooperate or challenge themselves, eat on a big table and then play some board games. The last one is designed for teambuilding with 4 kitchen modules, a big table and a screen projector for conferences.

Prof. Matteo Ragni.

With: Ilaria Casciaro, Alessia Rotondo, Sara Pincella.

Course: trainee workshop

11th June 2018 - 15th June 2018

12

SMARTFOODY

Management system

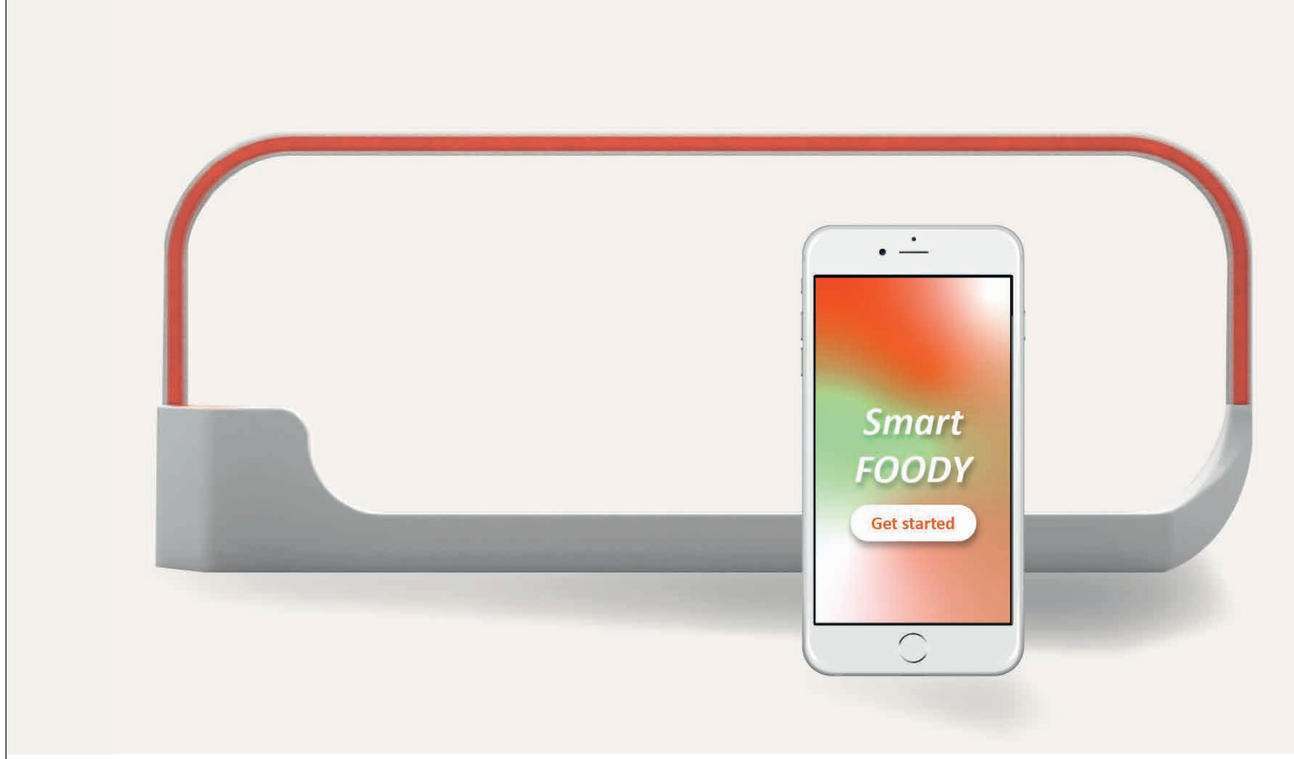
I became aware of the seriousness of the food waste problem doing desk research, interviewing supermarket workers and families. I also tested people's awareness of a questionnaire. My research show that the most difficult products to control are the ones stored in the refrigerator departments or in domestic fridges, in fact, the most wasted foods by consumers are fresh ones (WRAP - 2009).
So, I decided to focus on household food waste and I designed a system that uses RFID antennas and passive tags. The system implies different actors: the company that produces the food will apply an RFID label on the packaging. To monitor the food expiration date, RFID readers will be placed in the supermarket fridge departments and inside consumers' refrigerators. The consumer front door of the fridge has to be equipped with an RFID HF proximity reader in order to let the system recognize when food is opened and must be consumed in a few days.
The system is connected to an App via Bluetooth, in this way consumers can see their food list in order of expiring date, add leftovers to the system, generate a shopping list based on the family tastes and view recipes with their food that are about to expire.

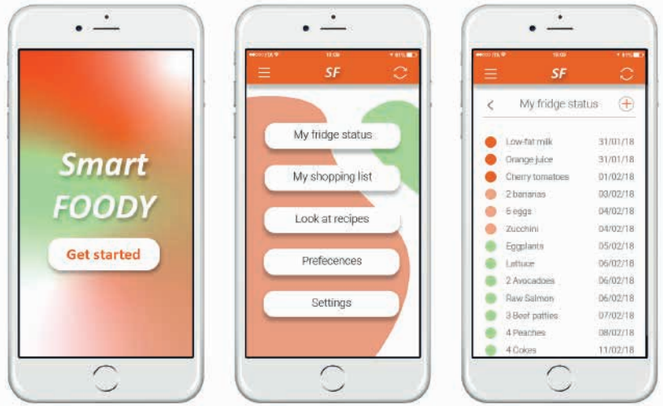
Prof. Andreoni, Standoli, Lucotti, Palmieri, Costa.

Course: Final Design Studio - P3

Individual project.

September 2017 - January 2018





13

DROP

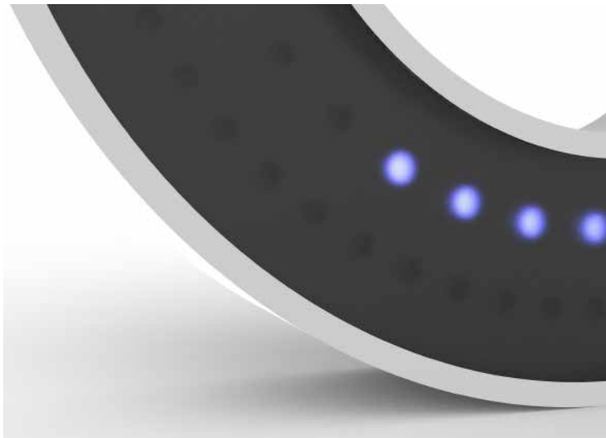
New way of reading time

Visiting the Salone del Mobile show I was inspired by the clocks and watches. Most were classic wall or desk clocks with some shape peculiarities. Very few have tried to do something innovative. I was fascinated by the idea of finding an alternative way to mark and therefore read the time. There are several watches that try to unhinge the archetype. This action culminates in a watch without numbers and hands (fundamental elements that characterize the watch).
The most valid substitutes for numbers and hands are LEDs, so merging LED technology with the classic round shape of the watch was a very valid solution. I thought of a system consisting of 36 LEDs for the hours (3 LEDs for each hour) and 60 LEDs for the minutes. The LEDs were controlled by Arduino through shift registers. I added a piece that kept the time and communicated it to Arduino.
After a long work of technology experimentation, we discovered how to optimize the system by changing the electronic components and greatly reducing the space dedicated to this part.
So I change the shape in order to have a small desk clock with a peculiar shape.

Personal Project

With: Valerio Colombo.

September 2017 - June 2018



14

CURVALISMO

Generative Design

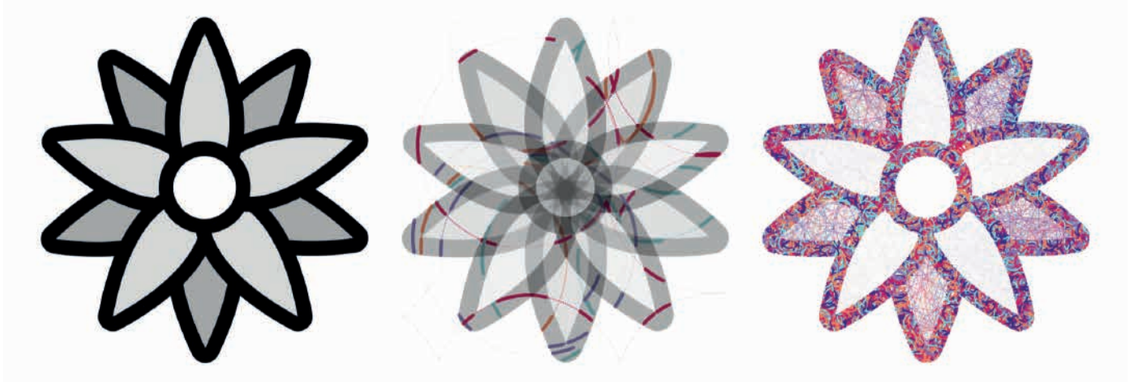
I was inspired by the artistic movements of Divisionism and post Impressionism, to which I added a touch of pop art. I was fascinated by the different painting techniques, in particular the technique used by Vang Gogh and that used by Seurat. I start from a black and white and high contrast photo. The image does not appear on the sketch, but there are lines that recreate the photo below based on its light and dark parts. The lines change their appearance based on the color of the underlying pixel.
If the Pixel is DARK, then the line has: high thickness, low speed, and greater curvature.
If the Pixel is CLEAR, then the line has: low thickness, high speed, and small curvature.
Initially, I created a simple ball that bounces through the Dot class having two methods and two attributes. Then I carried out a color test by filling the ball with the color of the underlying pixel. I created a Dot Array and then, through a linear map, I set the thickness and speed. I set the degree of curvature of the line inversely proportional to the color of the pixel. Finally, I thought of a solution for the recognition of the edges for my project. The thickness is no longer linear, but follows the equation of a parabola to be more precise and therefore optimize the program and make the display clearer.

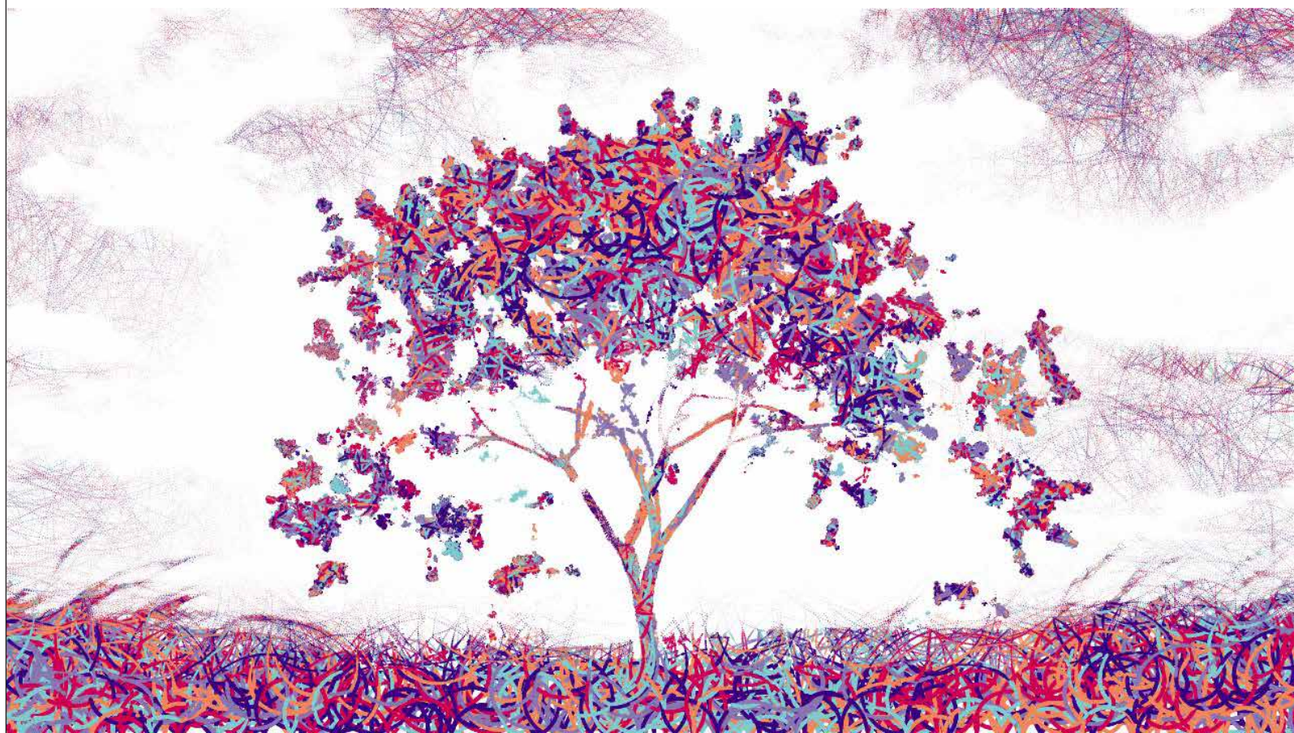
Prof. Anna Scotti.

Course: Generative Design

Individual project.

February 2018 - June 2018





Oriana’s portfolio

Selected works: 2015 - 2020
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