PORTFOLIO 2022

INDUSTRIAL & STRATEGIC DESIGNER

JORGE CORREA

Hey,

I'm curious, proactive team player who strives to discover the best way to add value through strategy and design

I'm an **Industrial Designer working more than 5 yrs**
I have a **Strategic Design degree from Politecnico di Milano,**
I completed my undergrad in Carleton University & specialized in shoe design from **IED Madrid** & Digital Technology from **MIT's Fab Academy**

Index Page

. About Me 02

i. New Market Analysis 04-11

Prama - Air Quality Monitoring Platform

ii. Iot Exploration (Prototype) 12-16

Sit n Coffee Chair

iii. Strategic Market Approach 17-23

B´eva Sneaker

Iv. Company Innovation Lense 23-26

Thinking Approach to : Clei

DISCOVERING A MINDSET CHANGE IN THE AIR PURIFYING MARKET

POLITECNICO DI MILANO

EXPLORATION

PLATFORM TRACKING
AIR QUALITY

We discovered a shift
In consumers concerning
INDIVIDUAL AIR QUALITY

OUR PROCESS
VALIDATION

COMPETITION STUDY
MARKET PROJECTIONS
RAPID PROTOTYPING
USER INTERVIEWS

GROUP PROJECT
POLITECNICO DI MILANO
3 WEEKS

PRANA

Quality air in quality time

DESIGN TOOLS

USING FILTERS TO UNDERSTAND

Initial Customers
Survey to understand
Golden Circle
Market curves

MARKET STUDY

WE VALIDATED THE MARKET AND UNDERSTOOD OUR POSITIONING

AIR PURIFICATION IS A TREND

Strong Players in the Air purification Market

Air Matters · Atomtube · Grauwolf Sensor · Ecowitt

Air quality monitoring system

The Global Market Growth

THE OPPORTUNITY

WE FOUND AN INCENTIVE

Where Could Quality of Life Improve for the user?

HAVE YOU CONSIDERED...

HOW IS
YOUR AIR QUALITY?

DO YOU KNOW ?
IS AIR PURIFICATION EVEN A THING?

THE EXECUTION

PLATFORM TRACKING AIR QUALITY

A platform prototype was Developed to create a working interaction

HOW WE APPROACHED IT?

THINK OF A PLATFORM

SHOWING AIR QUALITY
IN REAL TIME TO YOU

Personal
Air sensor

Shares all data open
In one platform

Integrating
Third party devices

OPEN SOURCE

INTERVIEWS

HOW THE USERS REACT TO THE SOLUTION

The Main Objectives to understand were:

Do users understand
Would they adopt it?

WE INVESTIGATED IS THERE REAL INTEREST?

Physical Sessions

Usability Testing & Survey

Idea Validation Interviews

76%
Are likely to Use the app

66%
Find the app Useful

48%
Are likely to buy The sensor

83%
Find the Sensor useful

Survey Summary

Visited: 11
Completion Rate: 100%
Session Duration: 2:10

PRANA

Air for Everyone

PROJECT DEBRIEFING

AIR PURIFICATION PLATFORM

3 Week workshop in Politecnico di Milano

I was part of a larger team of 5 people

I am a team player, I became very invoked in the concept development phase, with multiple pivots to make the concept relevant impact full.

I was part of the interview process, did some early render vitalizations and close market study on the direct competitors.

I was also the spoke´s person of the final presentation as a result of my fluent English and great presentation skills.

WHAT IF YOU SAT DOWN AND COFFEE MADE ITSELF ?

MIT FAB ACADEMY

EXPLORATION

SIT´N COFFEE - INTERNET OF THINGS

I will have a cup of coffee
first thing in the morning.

I imagine that process
to be automatic

WHEN YOU SIT, THE CHAIR´SENSES, THE MACHINE BREWS

The system Creates Coffee after someone has sat

YOU POUR COFFEE

AND ENJOY !

THE FUNCTIONING PROTOTYPE

Understanding the full scope is the only way to create concept to reality

In this scope I selected Components, created paths, cnc and soldered and tested.

THE ROCKING SNAP FIT CHAIR

Production requires a single cnc cutting process

It uses snap-fit joinery

Optimized to use 1/2 of a standard plywood

PROJECT DEBRIEFING

SIT’N COFFEE

9 Month development with MIT Center for Bits and Atoms

Fast paced Hands-on exploration with multiple rapid-prototyping techniques. The chair, electronics and documentation was created by me with Zoi Fablab support.

The prototype works through capacitive sensing a person on the chair. It sends the signal though Bluetooth to an attached inside the coffee machine.

Its simple technology that creates value though its experience.

WHAT IT TAKES FOR A CONSUMER TO ADOPT A BETTER PRODUCT?

BUNKY SHOES

BETTER MATERIALS AND
NEWER TECHNOLOGY

ARE HARD TO ADOPT
IN A TRADITIONAL MARKET

DEVELOPMENT

DEMOCRATIC PERFORMANCE SHOES

The company creates shoes
for over 60 yrs

A brand development &
positioning project

A FAMILY GREW UP TRUSTING THE “TRADITIONAL” BRAND

RE-BRAND & COMMUNICATE

B'eva

UNDERSTANDING THE RESEARCH

UNDERSTANDING THE CORE WHY AND HOW

VALIDATION WITH SALES FORCE & INTERVIEWS

UNDERSTAND THE MARKET

B'eva

WHAT WAS DONE?

I was in a unique position of change where there was an adoption of new technologies in the factory.

EVA Soles, Stobel Construction, Microfiber upper

COMMUNICATE WITH THE END USER

STRONG PRESENCE IN THE RETAIL POINTS

WWW.BUNKY.COM.EC

HAVING A PRESCIENCE ONLINE

@BUNKYECUADOR

SOCIAL MEDIA INTERACTION

PROJECT DEBRIEFING

DEMOCRATIC PERFORMANCE SHOW

2 Years in Inducalsa (Factory Parent Company)

As an Industrial Designer I proposed concepts later development with the modeling team in-house. I was in charge of packaging and graphic printed art.

I programed and implement the laser cutting process for this new factory production line.

Photos are from marketing third party collaborator.

I developed in full the website, currently in use, and part of the social media presence and strategy, that has since been modified.

THE PRODUCT

EXPLORE

ADAPT TO EXPAND

With 10 types of Innovation Framework we Analyzed a Timeless Italian Company

Clei : The Modular Furniture Company

GROUP PROJECT
POLITECNICO DI MILANO
2 WEEKS

Modular Furniture System
for Optimized Space

Since 1968

Made in Italy

A Innovative company in one area can always improve using the correct lenses

POLITECNICO DI MILANO

UNDERSTAND

WHAT THE MARKET OFFERS NOW

Looking at diverse companies touch points, gives a better feel of what the company can improve on

IDEATE

DEFINE SOLUTIONS

The areas that could and should be improved are marked in the purple bars.

Companies while innovating in one area Overlook other simple improvement areas

SOLUTION

DEFINE SOLUTIONS

An overview of best practices will maintain the companies competitive edge in the future

The nature of Furniture Companies is to stay in the Physical, yet the market is won by digital sales.

AR Is easy to implement when CAD files exist already, Market trends to sustainable solutions

Better communication with the middle and final user through networks is mandatory now.

Product System

Use the exisiting construction blueprints to integrate AR and provide a new experiance to consumers.

Gamification and AR

Sketchfab

Product Performance

Collaborate with Exisitng partner developing Sustainable materials and integrate them to the manufacturing.

Customize Sustainable

Material ConneXion

Operation Network

The concequence of Using a AR platform would be that the production line would inevetibly have to be flexible

Automatize Systems

SIEMENS

Service

Post-sale services with private blueprints and detailed information for maintinance and support.

AR Support

GRABCAD PRIVATE

Customer Engagement

A carefully planned strategy in the social media channels to possition and mantain nich position market.

Say hi at:
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Visit my Site at:
jhc.design

THANK YOU