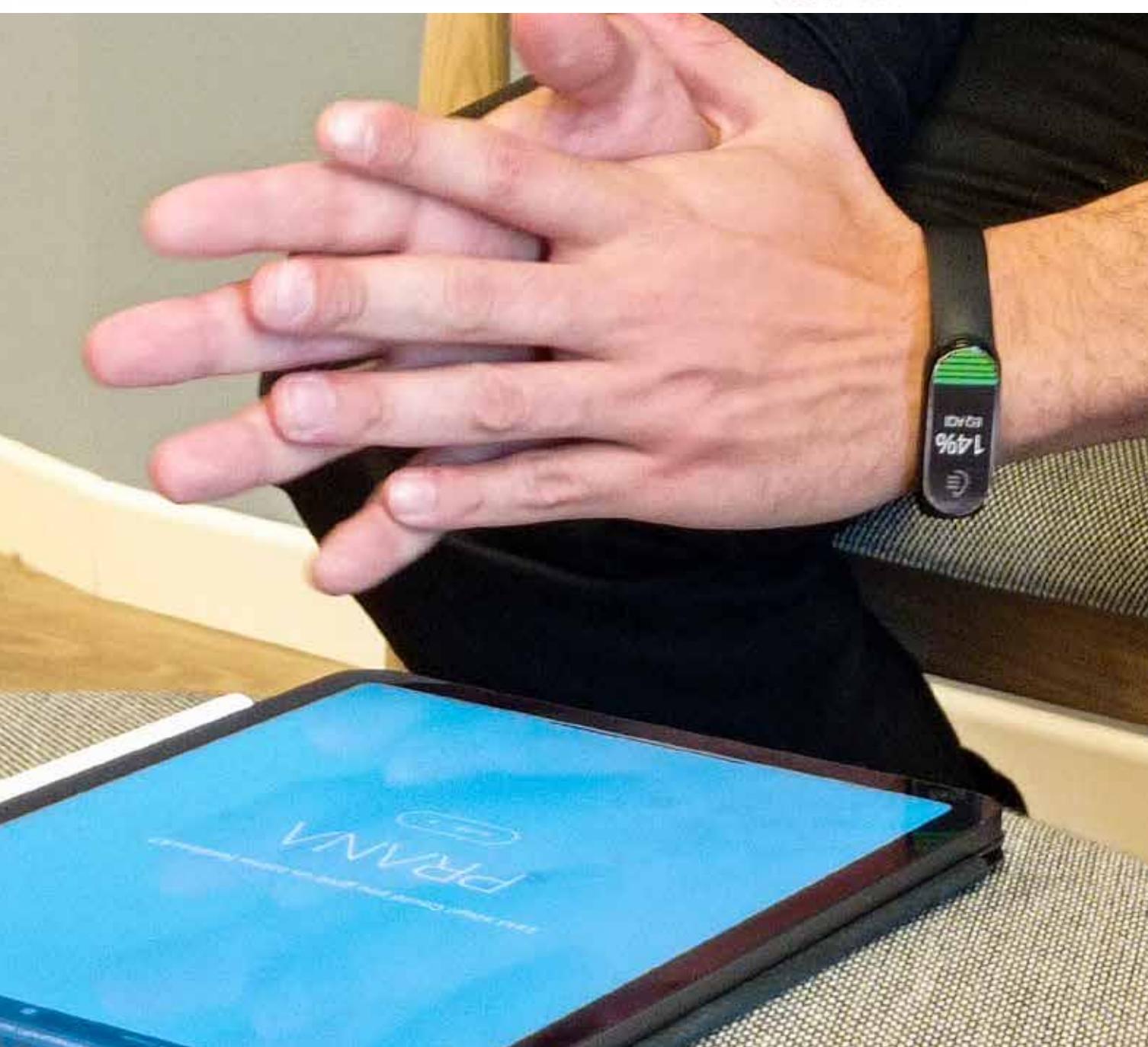
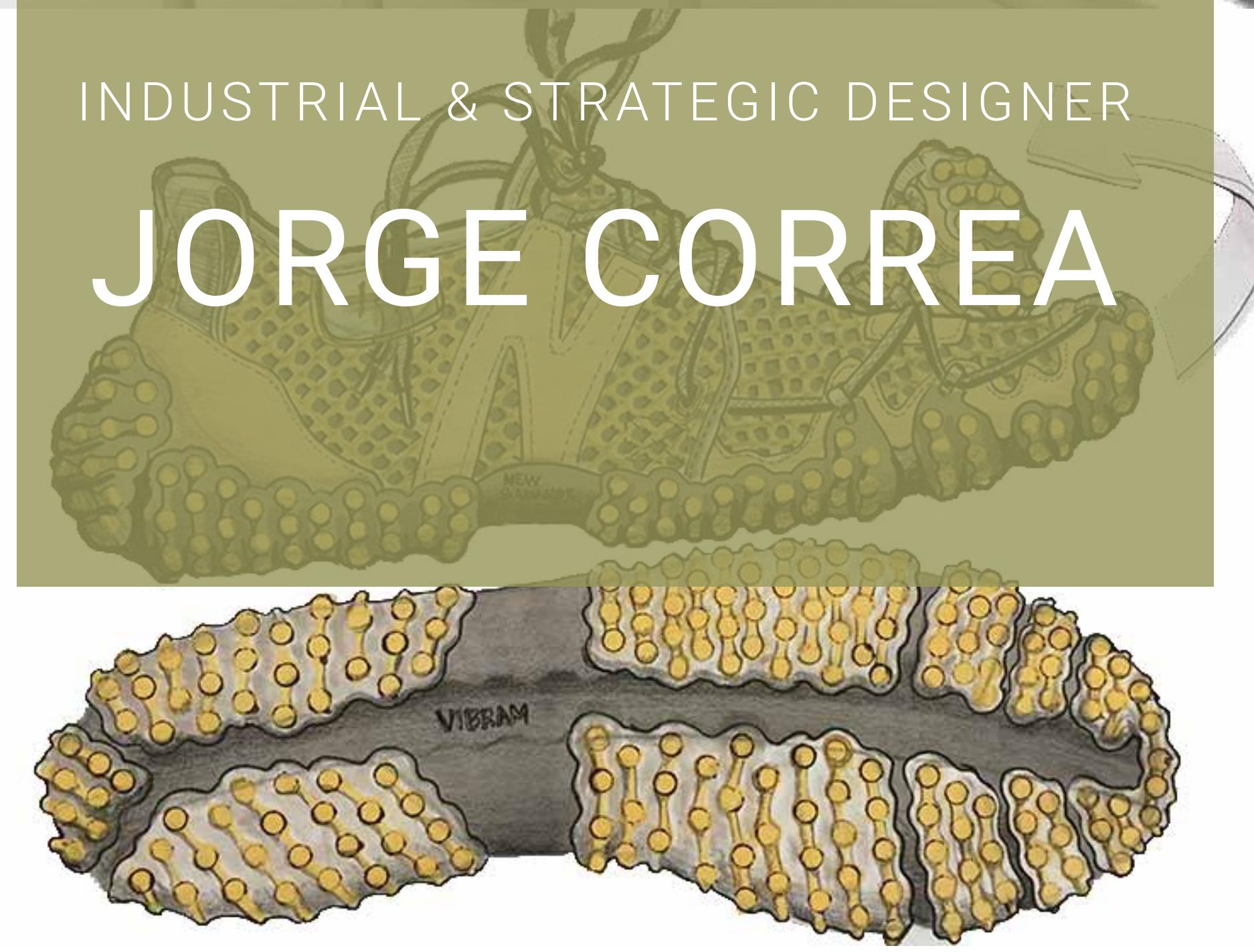
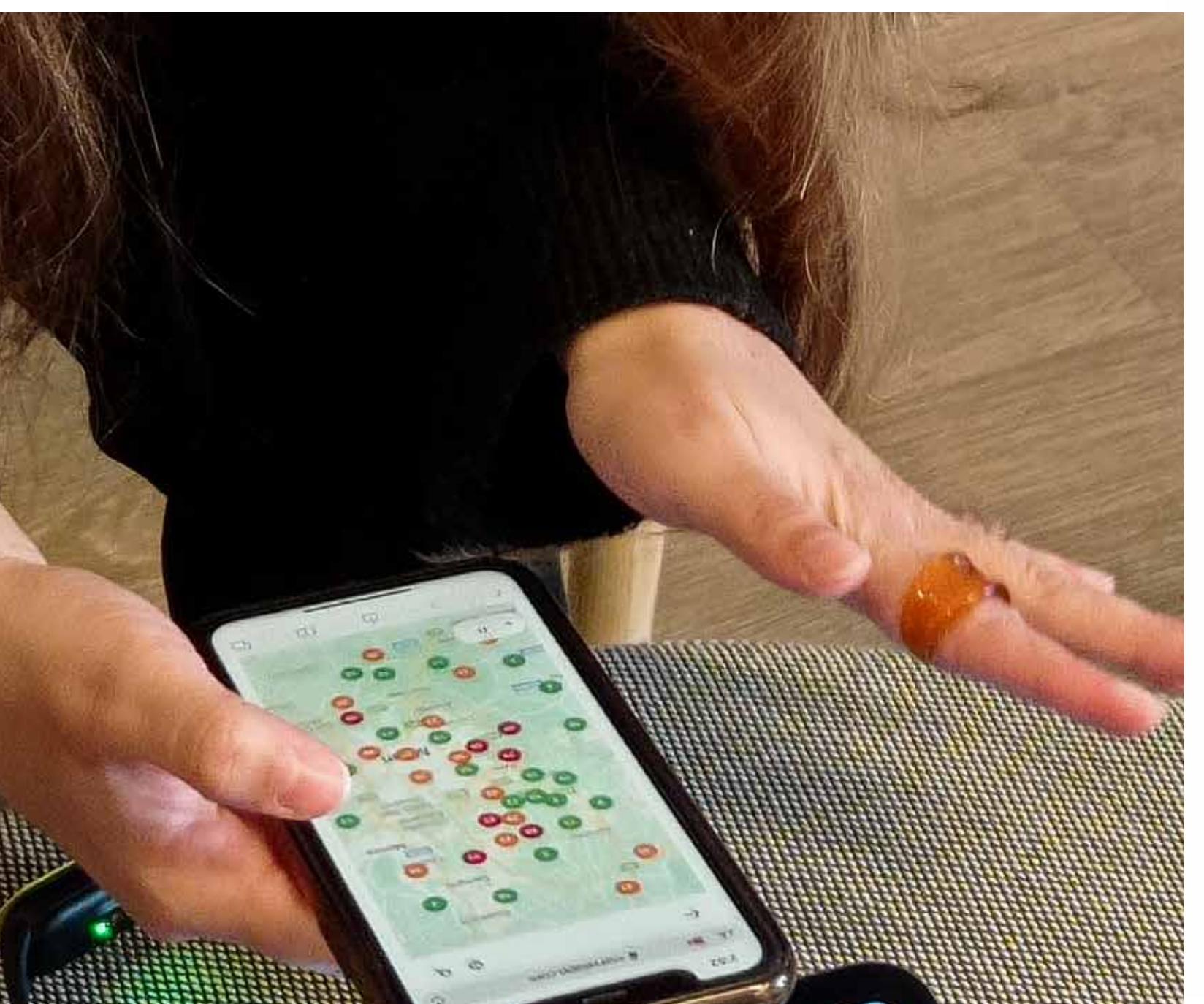


PORTFOLIO 2022

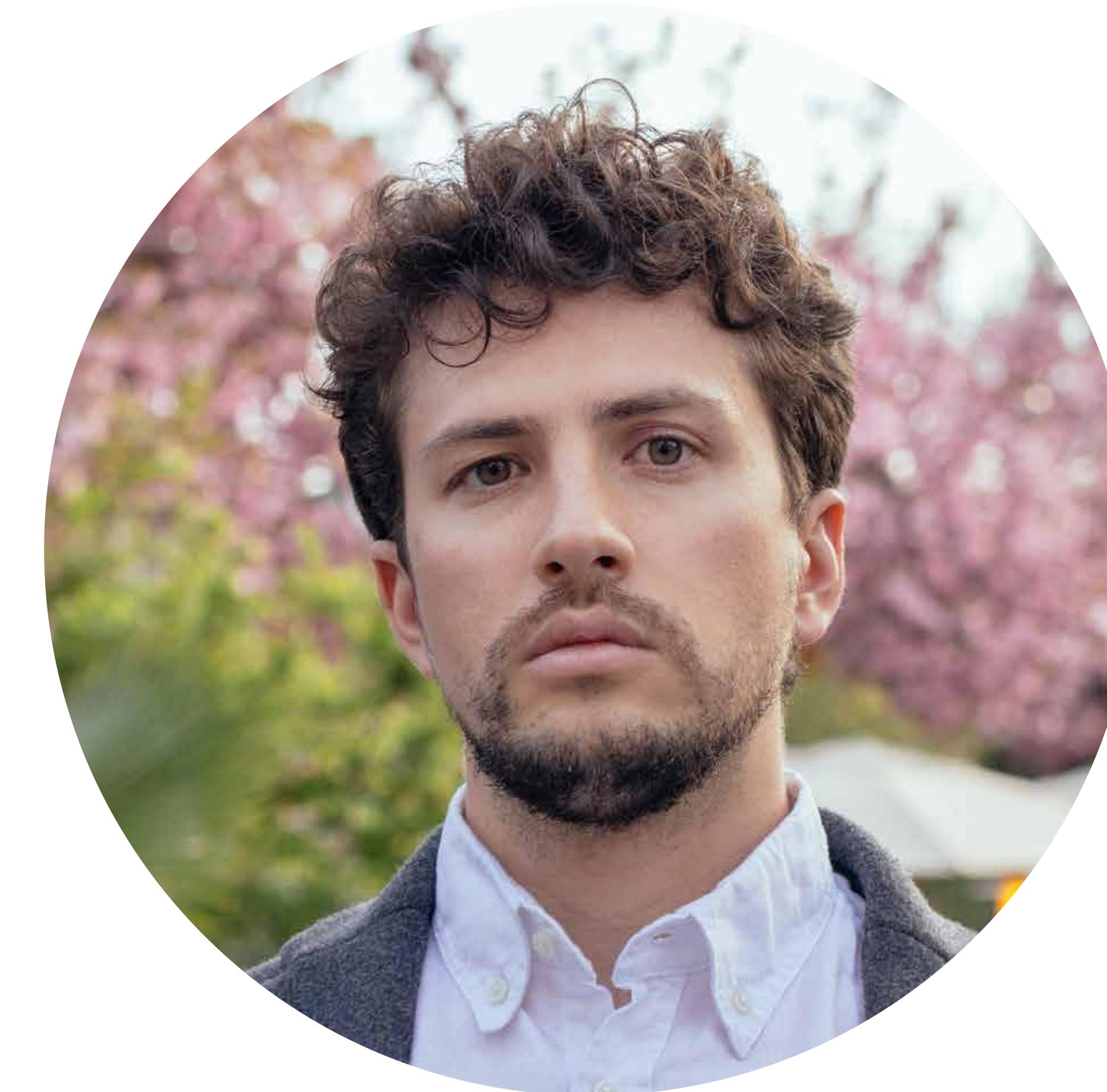
INDUSTRIAL & STRATEGIC DESIGNER

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**

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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



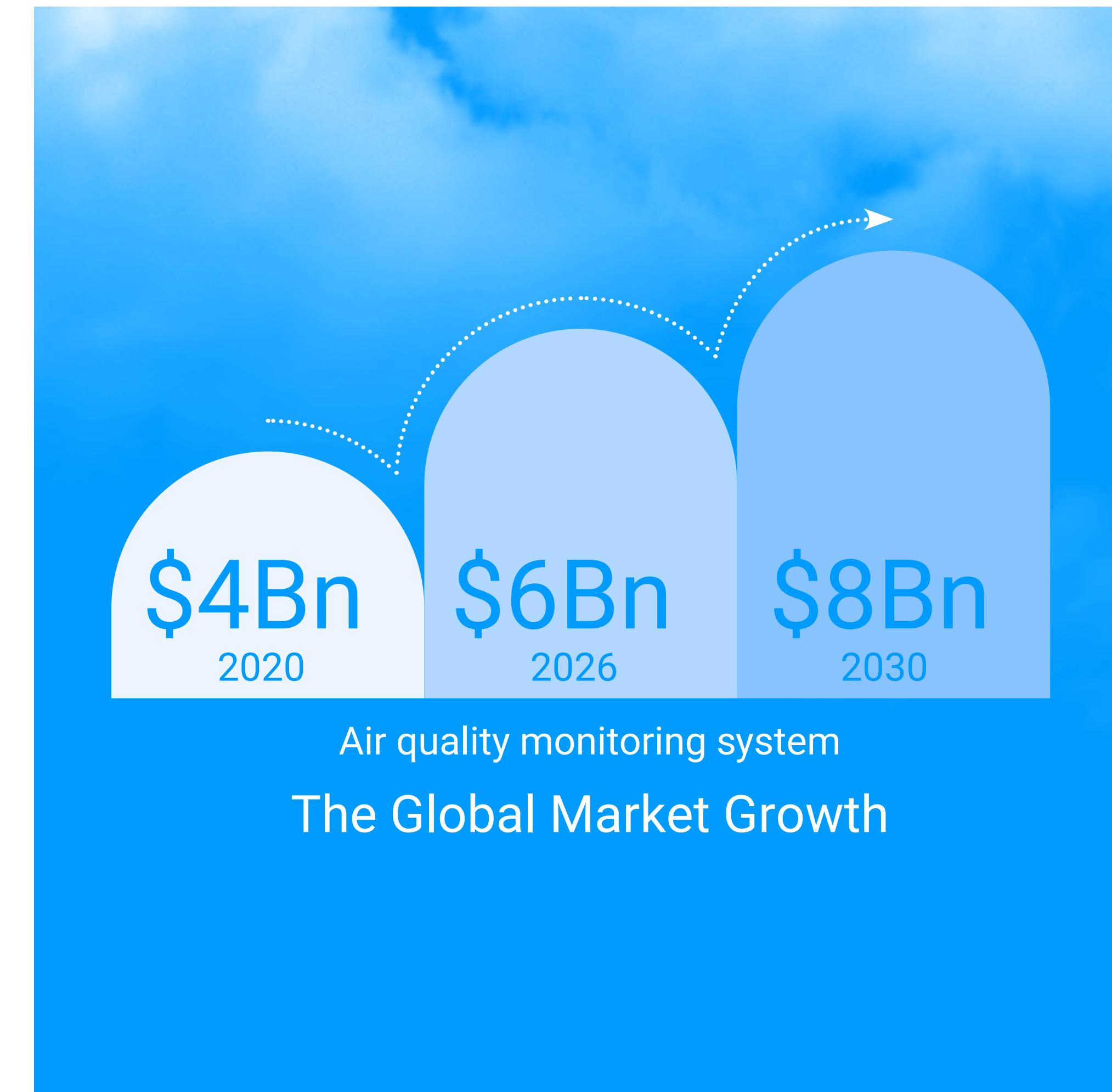
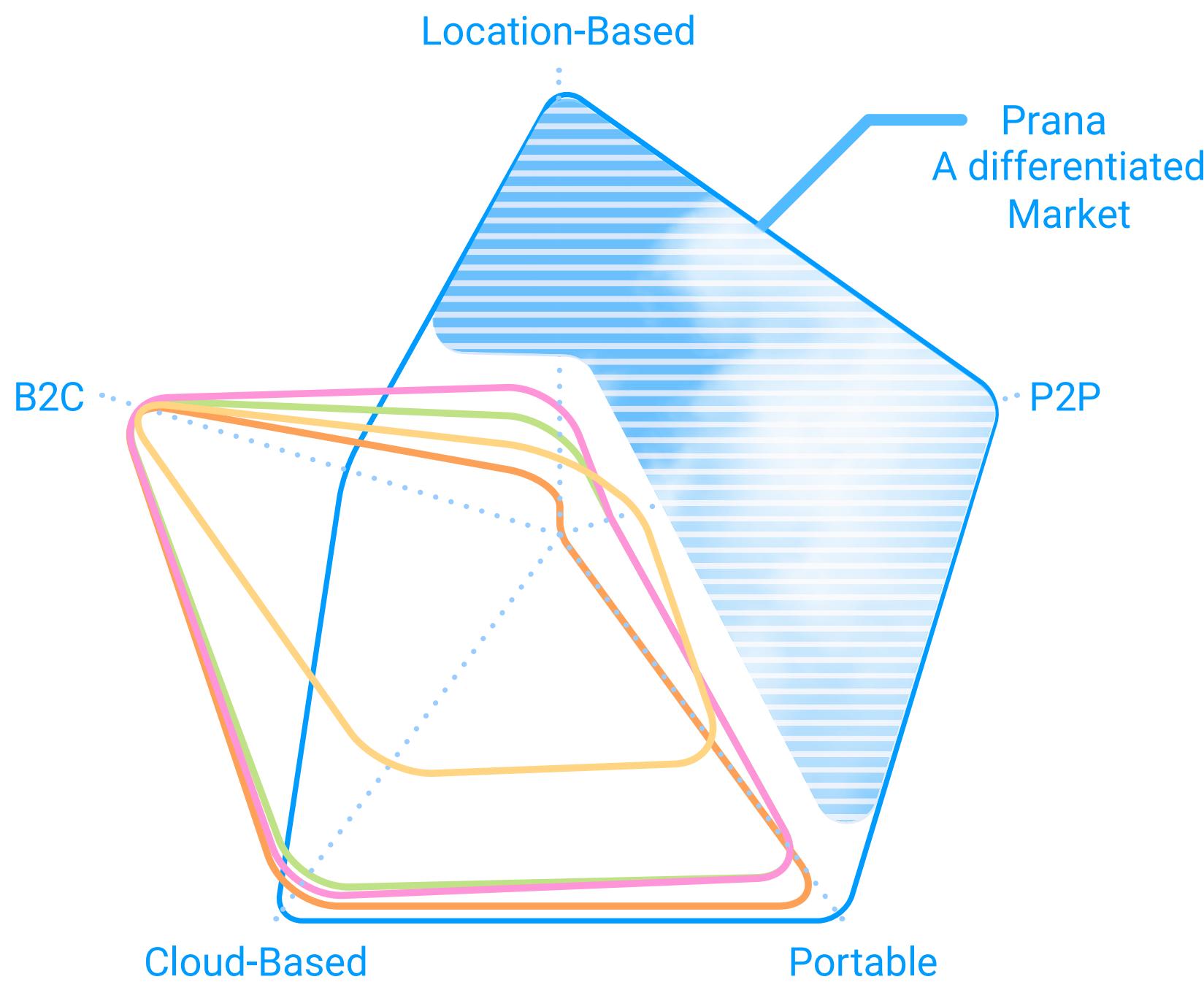
MARKET STUDY

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



THE OPPORTUNITY

WE FOUND AN
INCENTIVE

Where Could Quality of Life
Improve for the user?

HAVE YOU CONSIDERED...



HOW IS
YOUR AIR QUALITY?



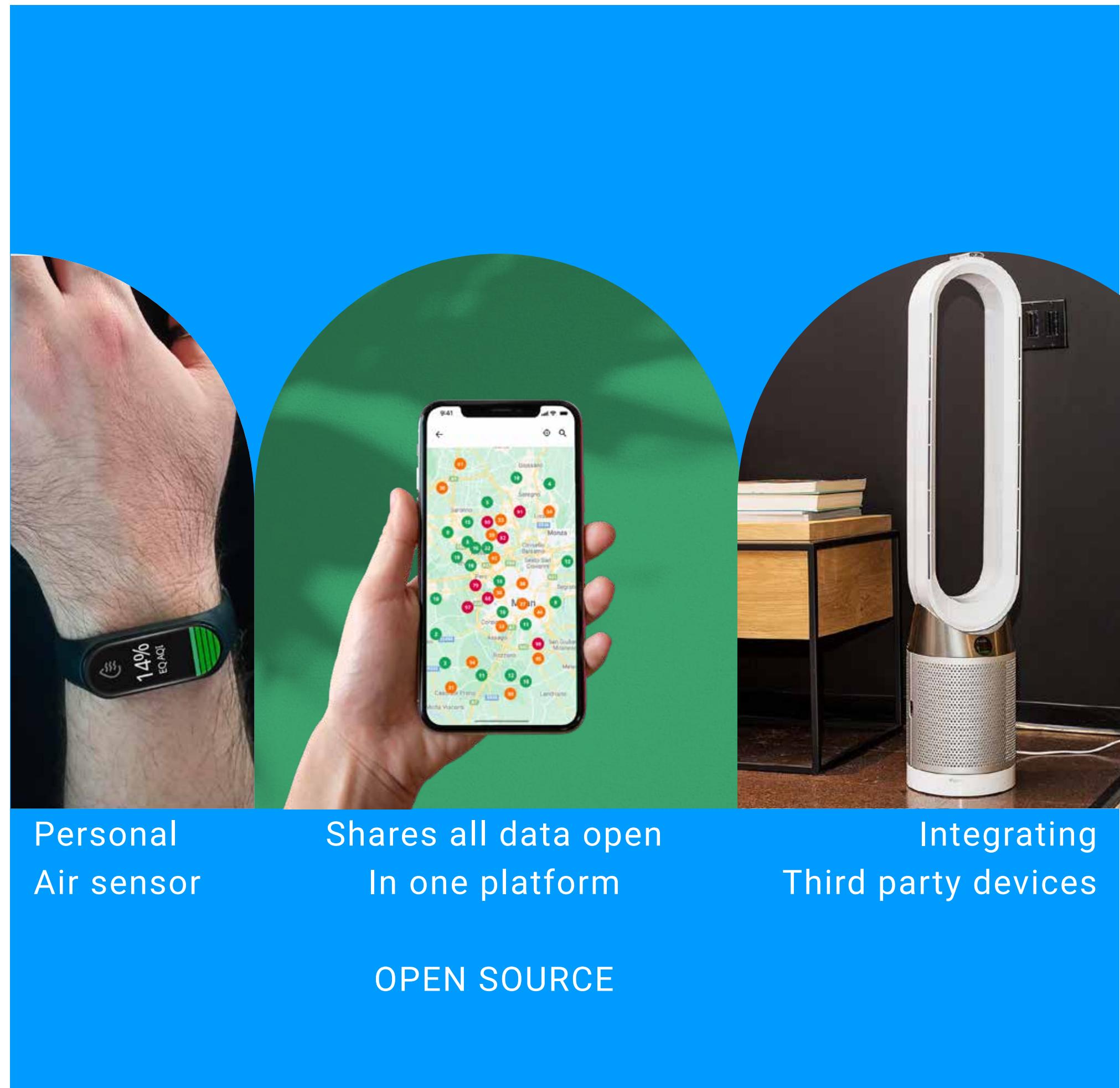
DO YOU KNOW ?
IS AIR PURIFICATION EVEN A THING?

THE EXECUTION

PLATFORM TRACKING AIR QUALITY

A platform prototype was Developed to create a working interaction

HOW WE APPROACHED IT?
THINK OF A PLATFORM



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

48%
Are likely to buy The sensor

66%
Find the app Useful

83%
Find the Sensor useful

Survey
Summary

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



Alessandro



Jorge



Rika



Valentina



Sona

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 involved in the concept development phase, with multiple pivots to make the concept relevant impact full.

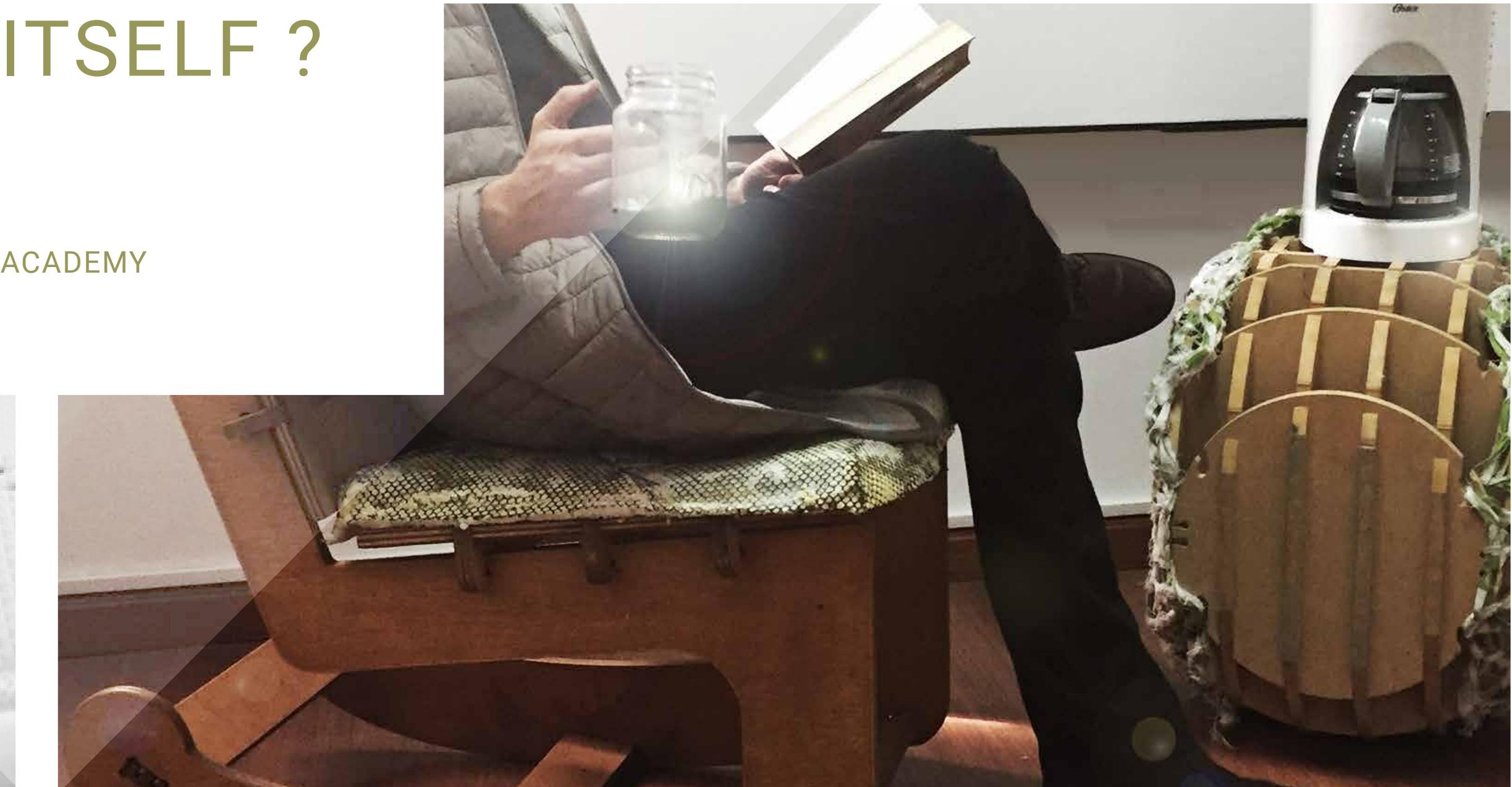
I was part of the interview process, did some early render visualizations and close market study on the direct competitors.

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.

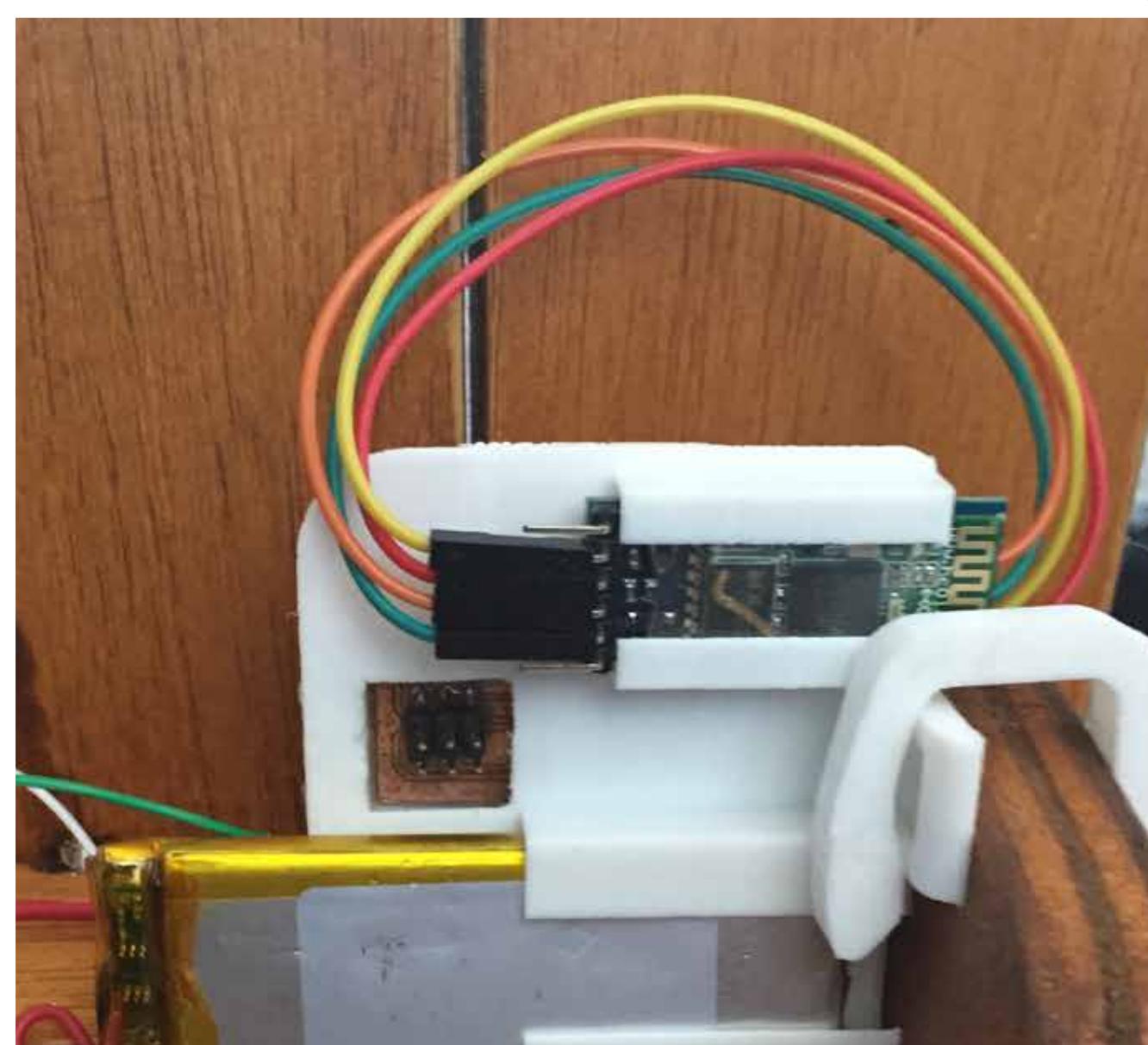
I imagine that process
to be automatic



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



The system Creates Coffee after someone has sat



YOU POUR
COFFEE

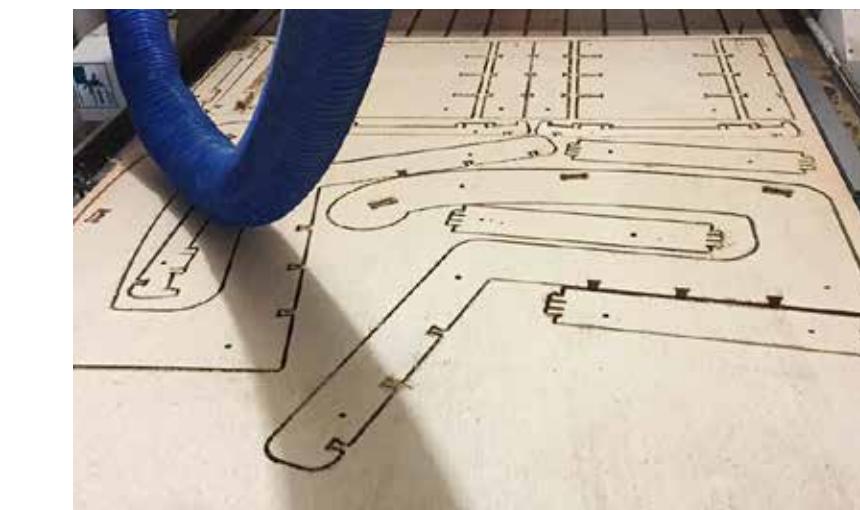
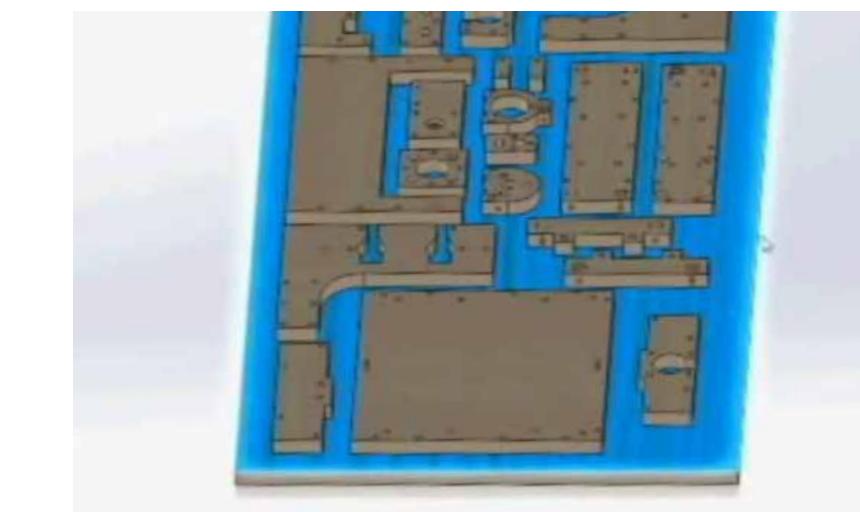
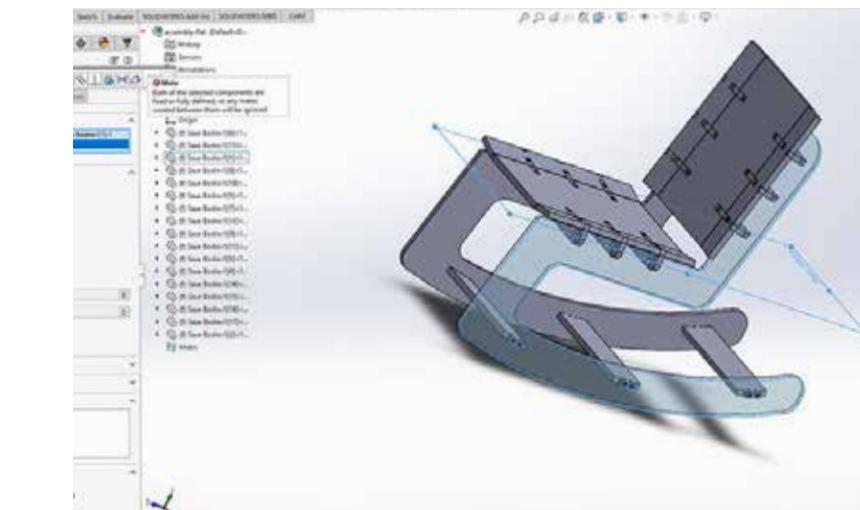
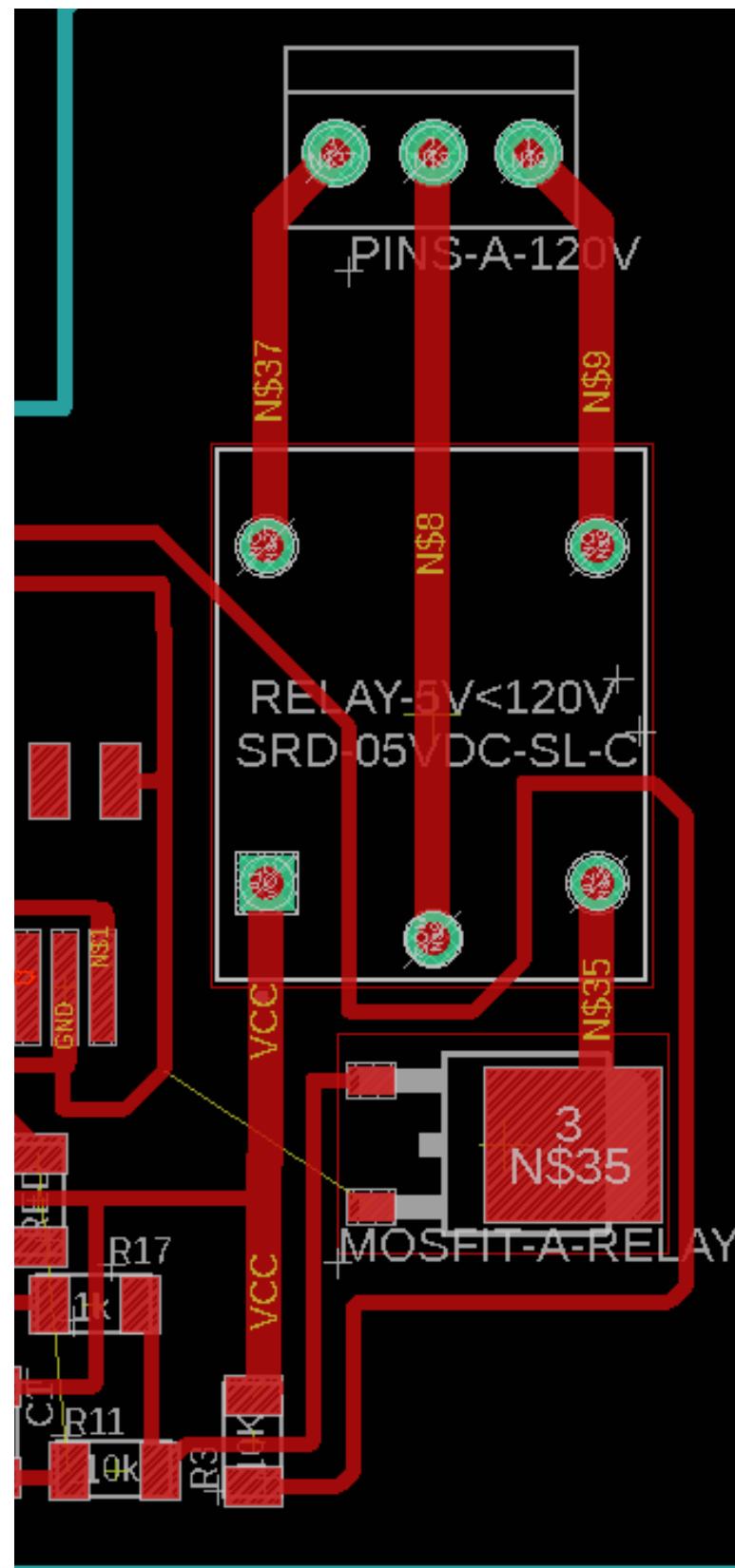
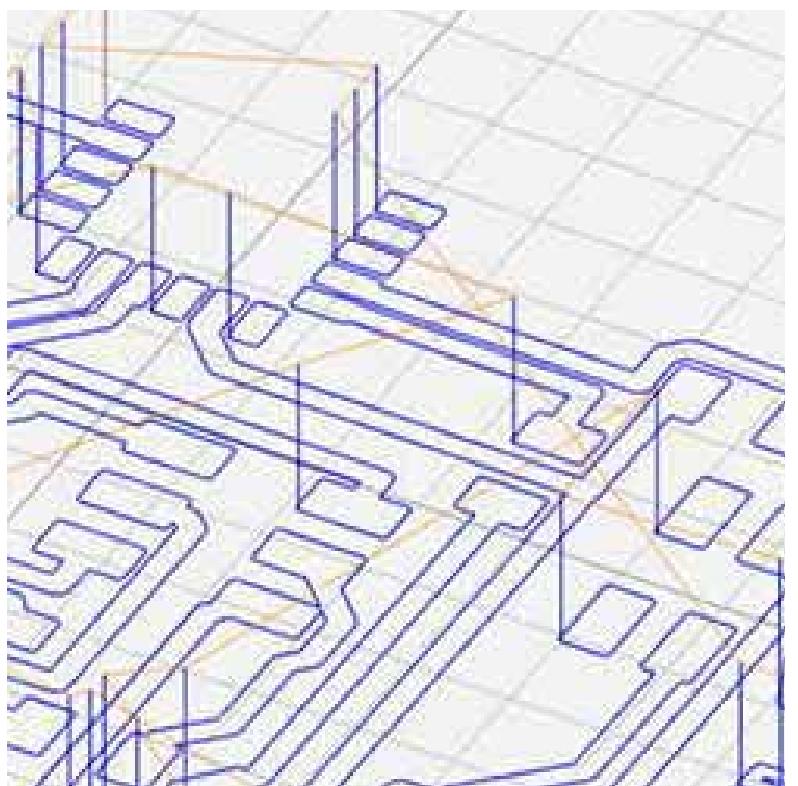
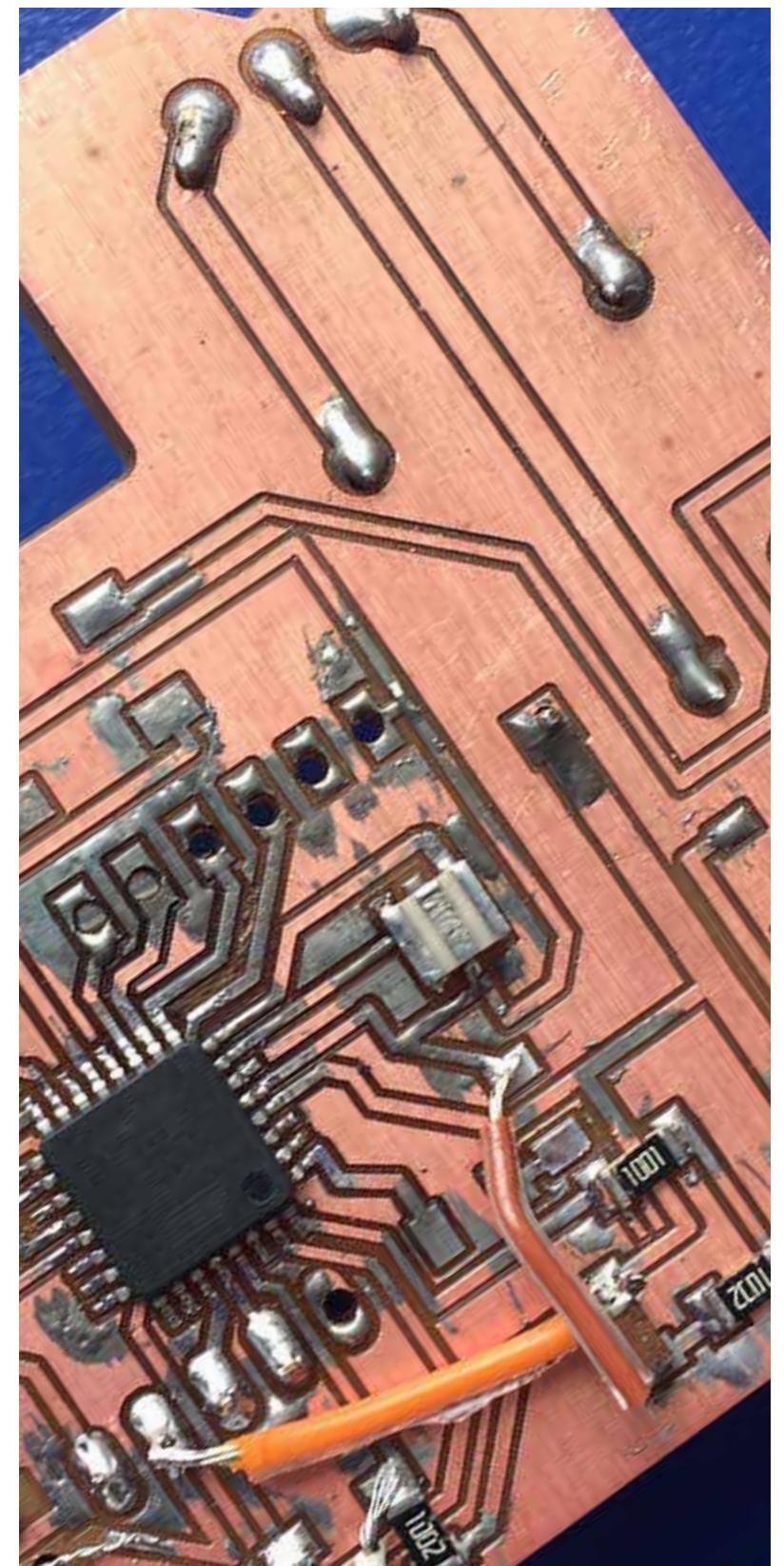


AND ENJOY !

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.

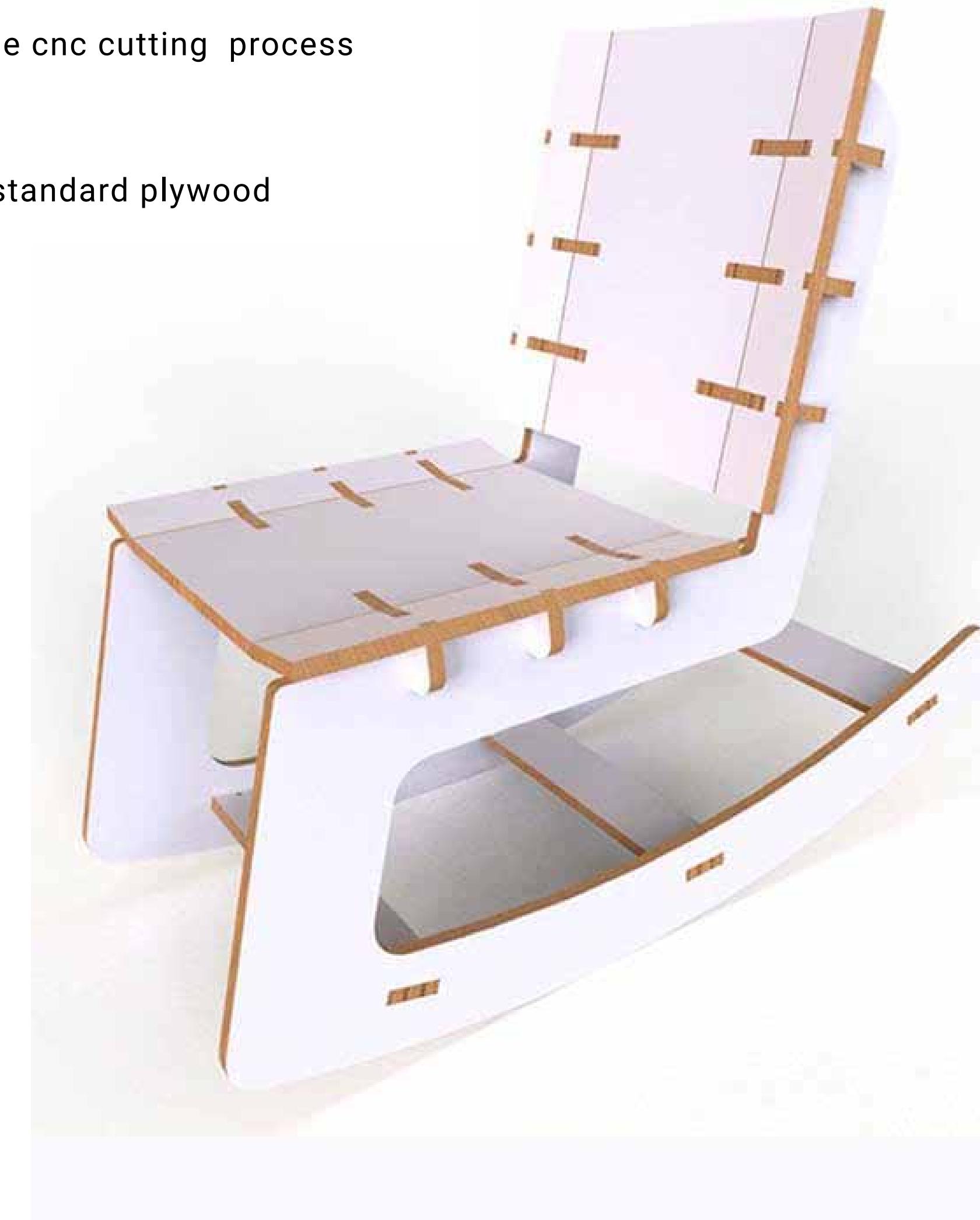


THE ROCKING SNAP FIT CHAIR

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



DEVELOPMENT

DEMOCRATIC PERFORMANCE SHOES

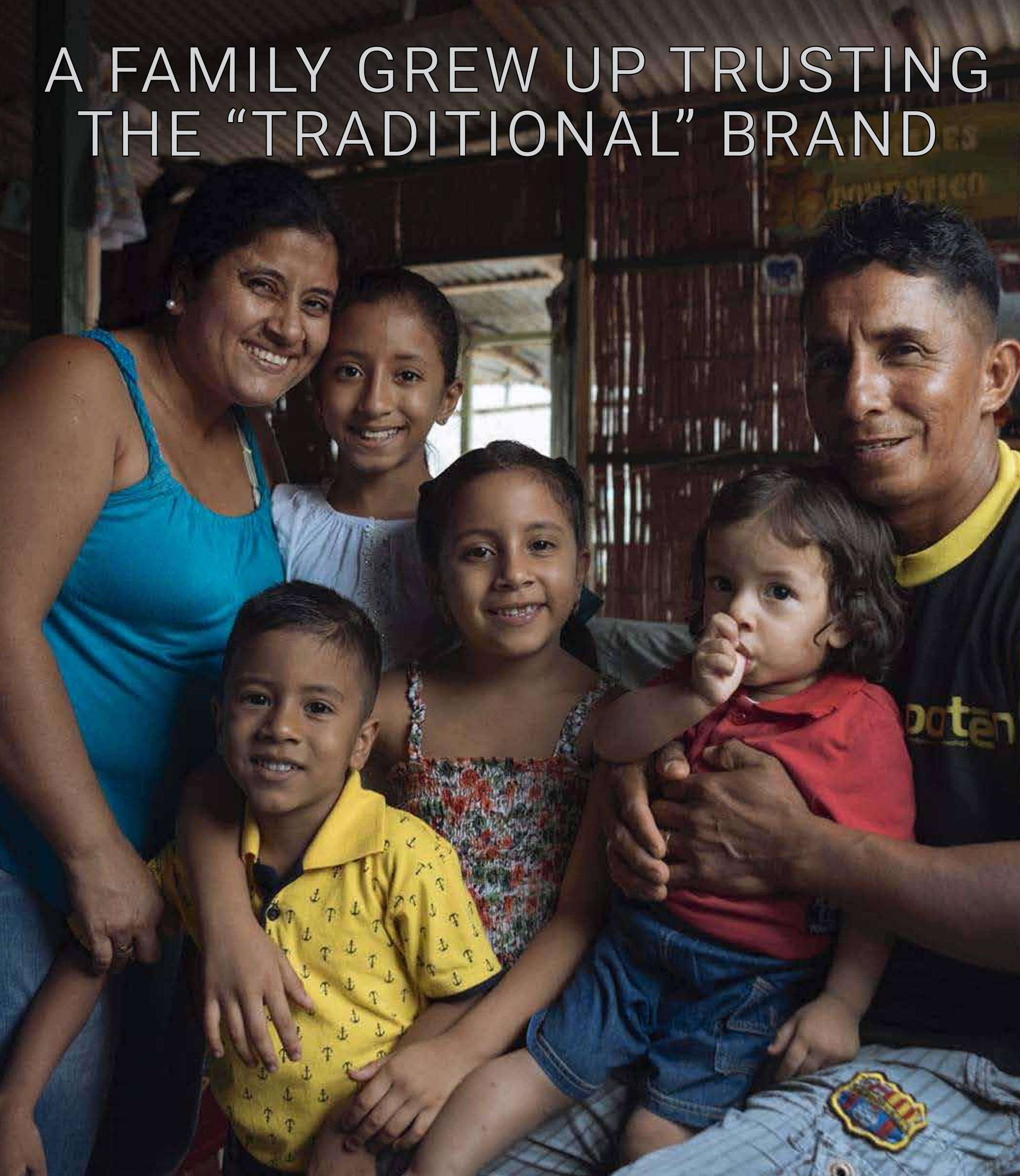
The company creates shoes
for over 60 yrs

A brand development &
positioning project

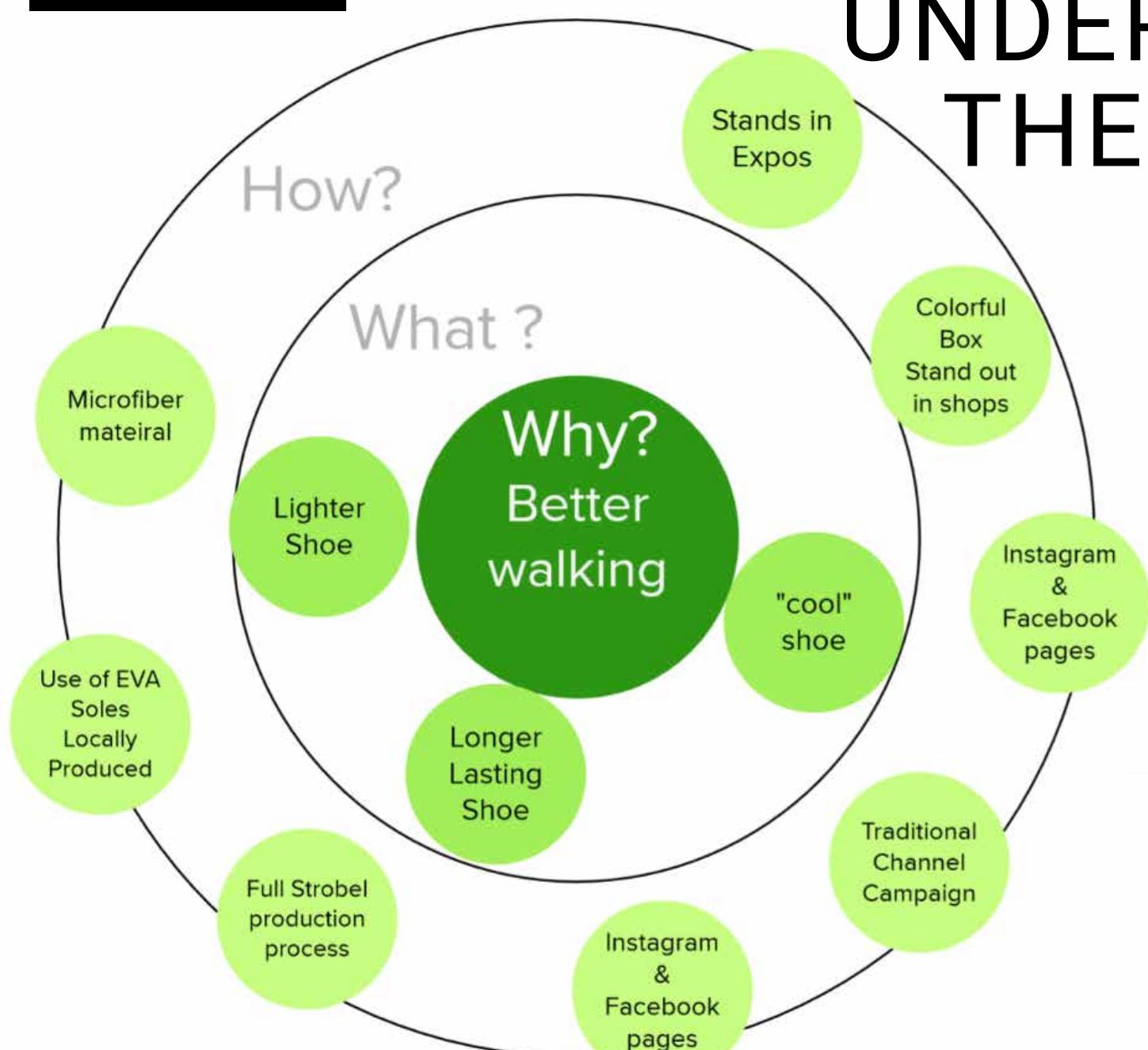


BETTER MATERIALS AND
NEWER TECHNOLOGY
ARE HARD TO ADOPT
IN A TRADITIONAL MARKET

A FAMILY GREW UP TRUSTING
THE “TRADITIONAL” BRAND

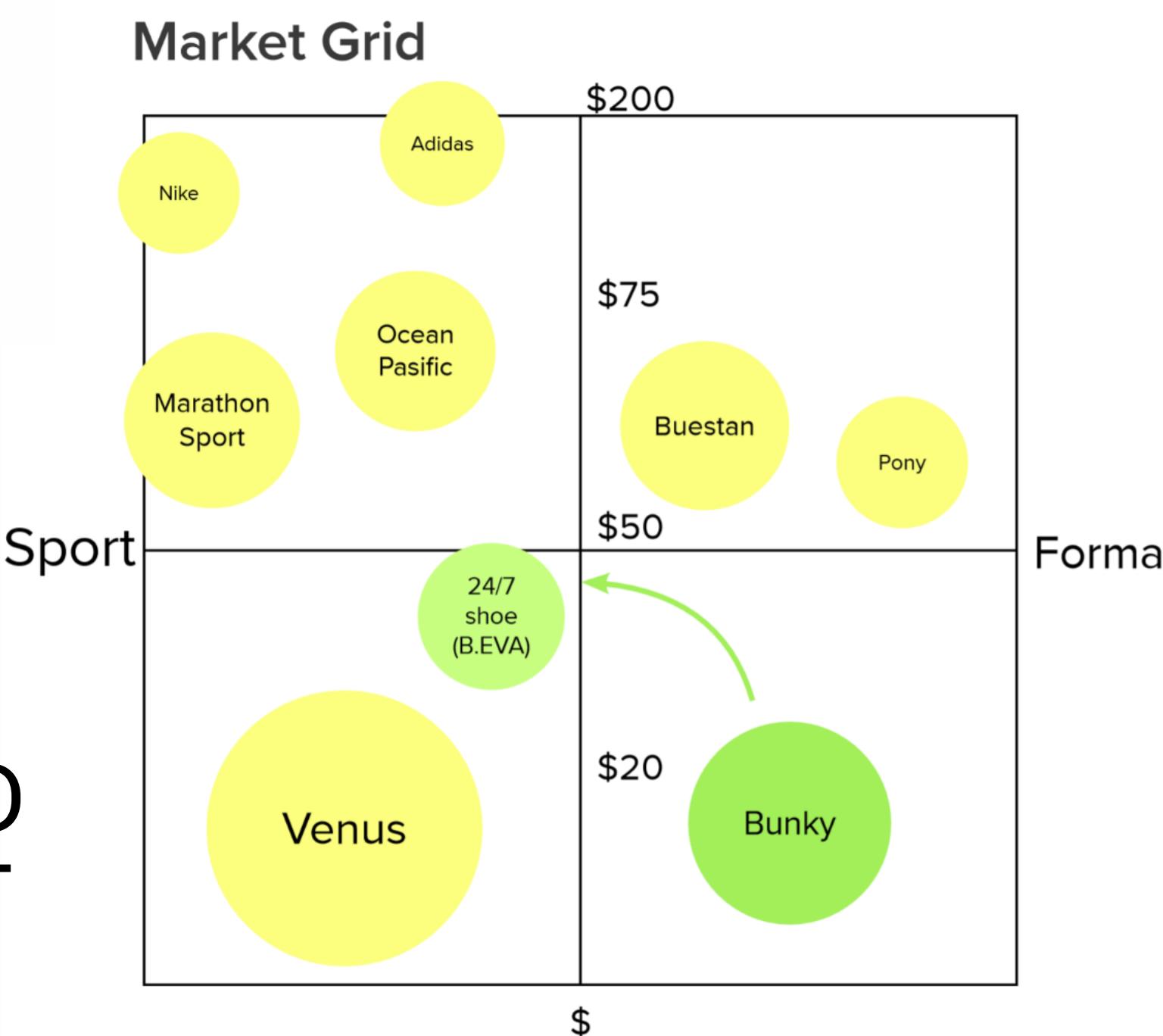


RE-BRAND
& COMMUNICATE



UNDERSTANDING THE CORE WHY AND HOW

UNDERSTAND THE MARKET



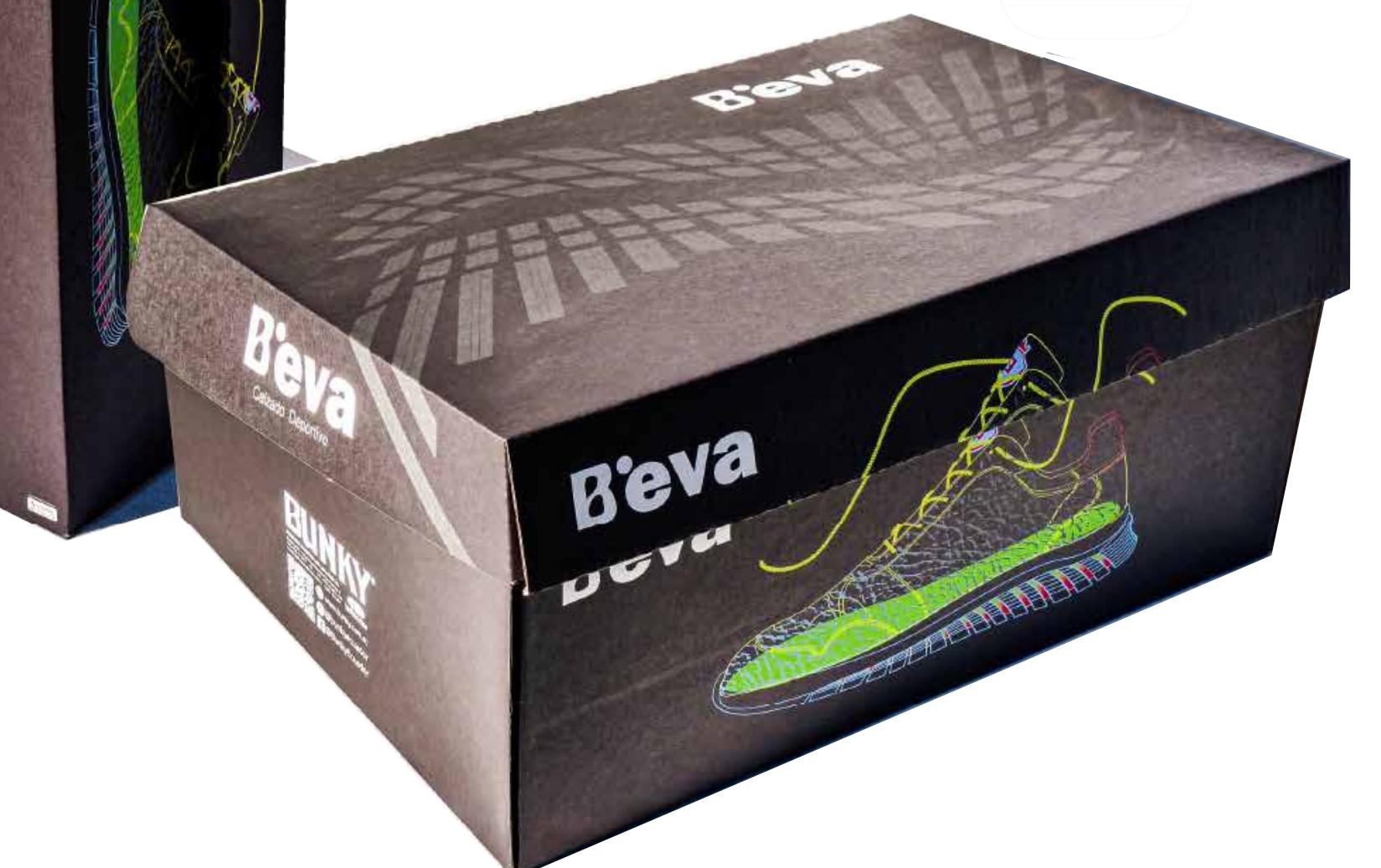
VALIDATION WITH SALES FORCE & INTERVIEWS

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

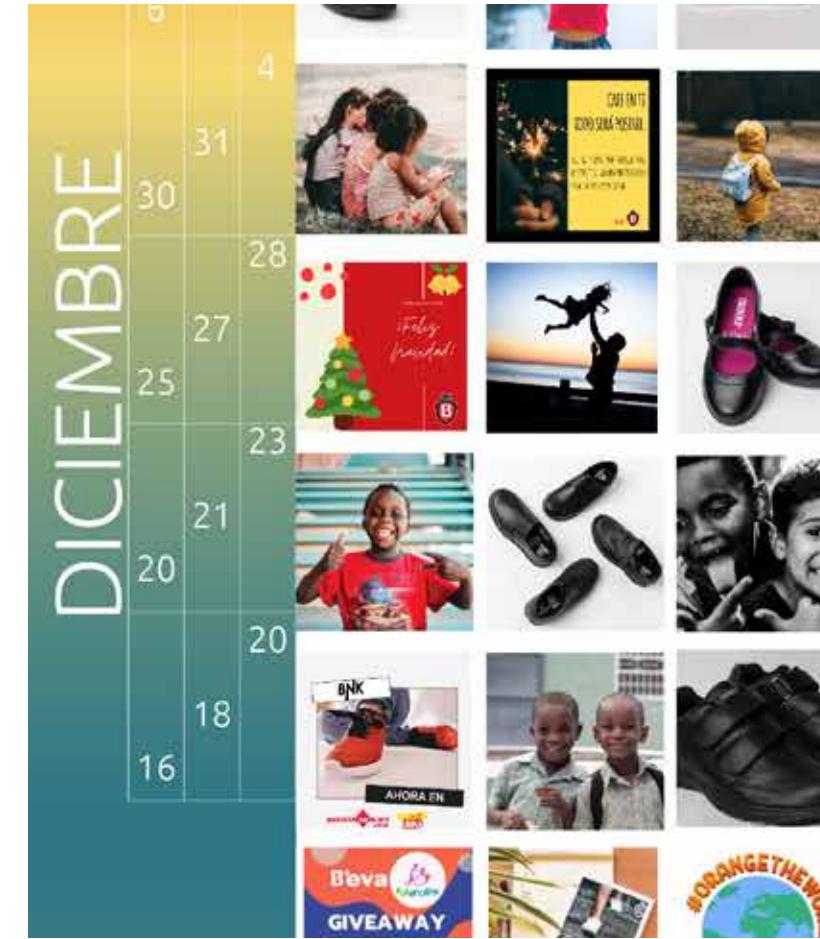


COMMUNICATE WITH
THE END USER

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

The image shows a process flow for a company study, structured into three main tasks:

- Task 1 | Research:** A whiteboard titled "TASK 1 | RESEARCH" contains sections for "MARKET AND ANALYSIS", "TECHNOLOGY", and "CUSTOMERS". It includes a grid of small cards, a section for "Describe here your research (images, words, graphs...)", and a bar chart.
- Task 2 | Analysis:** A whiteboard titled "TASK 2 | ANALYSIS" asks to "Select a company in the field". It features a grid of company logos (IKEA, FRITZ HANSEN, CLEI, POLYVALENCY INN) and a section for "Please analyze the product chosen + its evolution".
- Task 3 | Developing:** A whiteboard titled "TASK 3 | DEVELOPING" asks to "Define a new solution for the company". It includes a graph showing multiple peaks and troughs, a section for "Please explain the new value", and a "User description of the new solution" area.

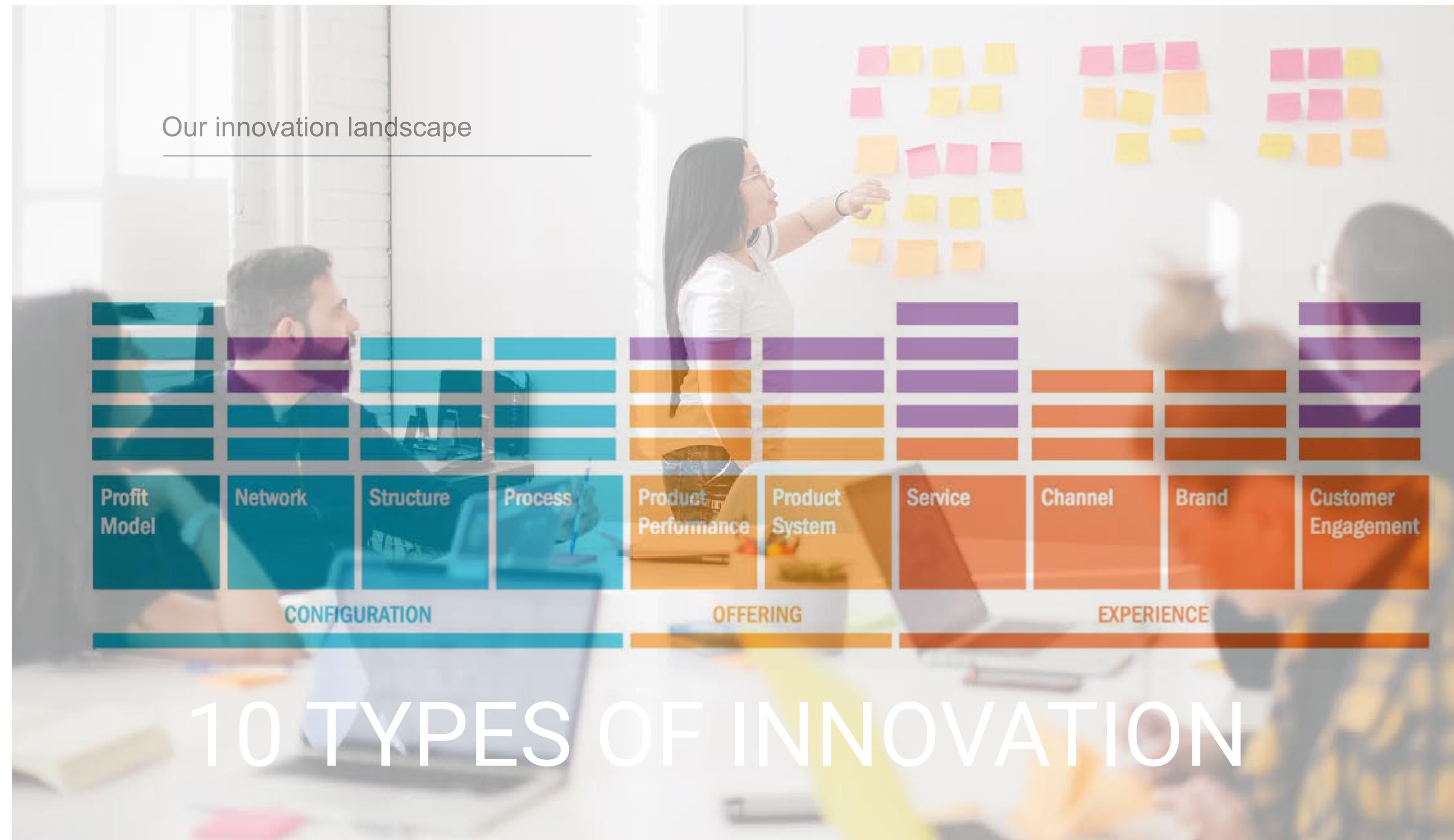
A large, tilted card labeled "Company Study" is positioned diagonally across the middle of the image.

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

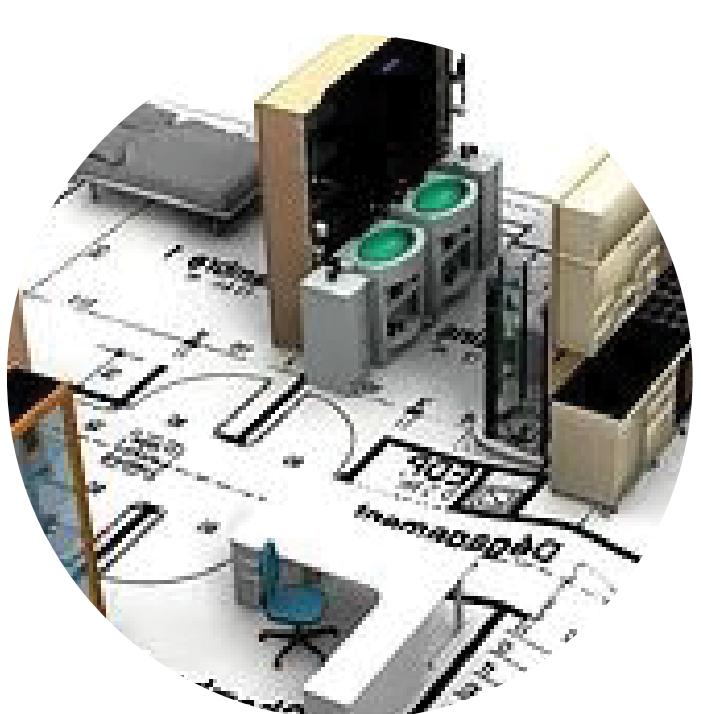
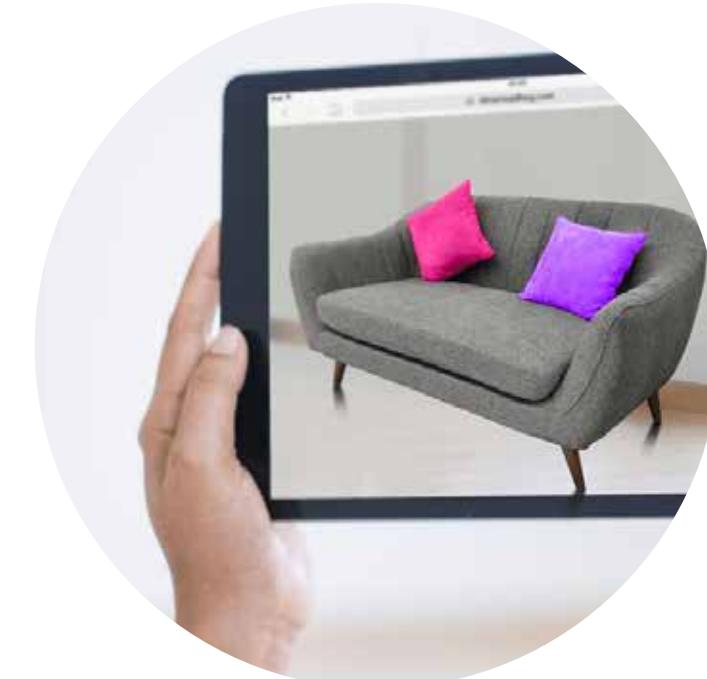
DEFINE SOLUTIONS

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 existing construction blueprints to integrate AR and provide a new experience to consumers.

Product Performance

Collaborate with existing partners developing Sustainable materials and integrate them to the manufacturing.

Operation Network

The consequence of using a AR platform would be that the production line would inevitably have to be flexible

Service

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

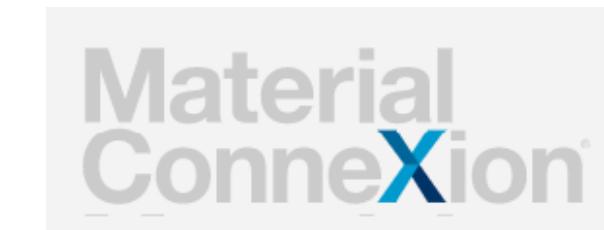
Customer Engagement

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

Gamification and AR



Customize Sustainable

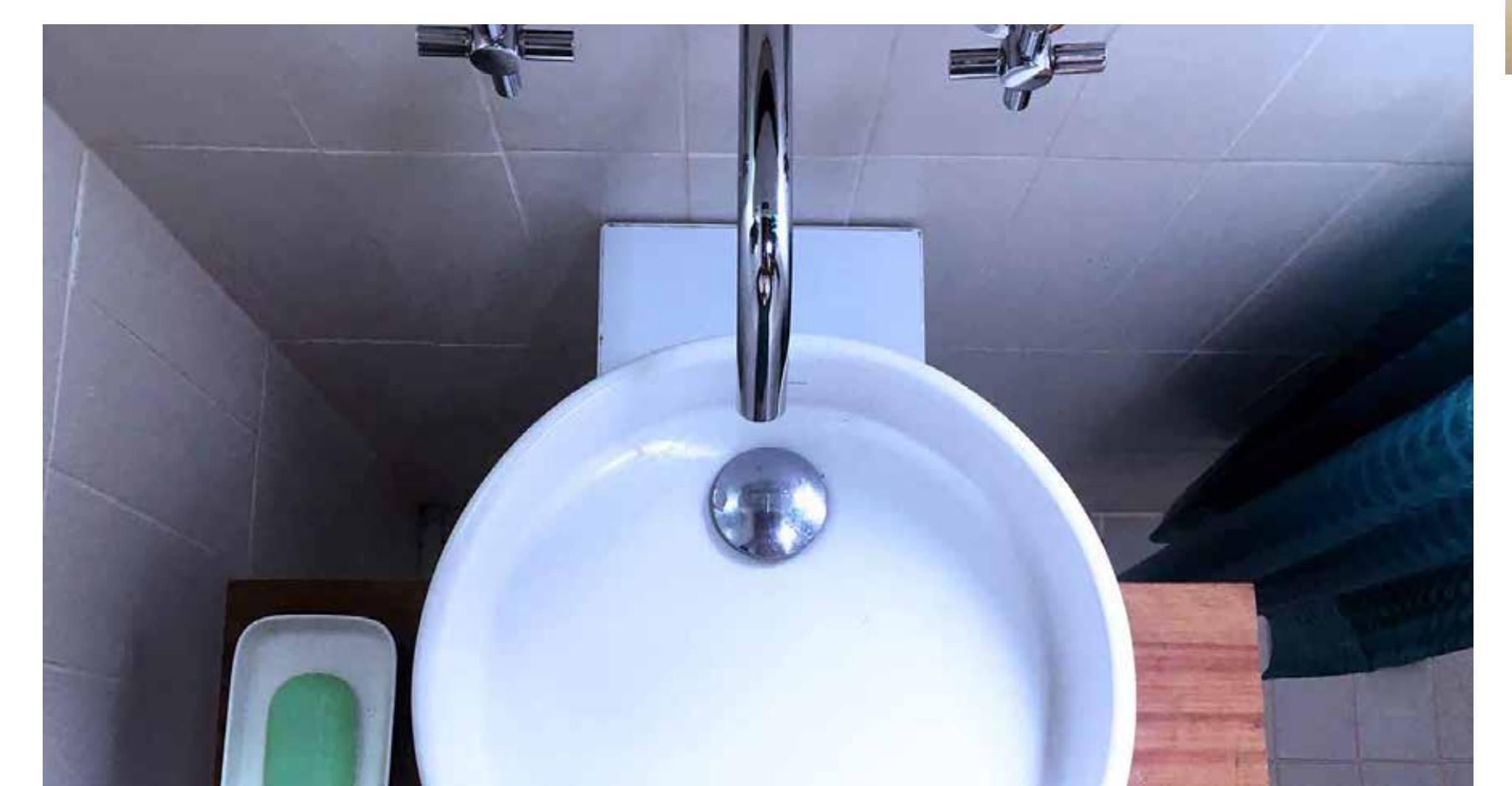


Automatize Systems



AR Support





Say hi at:
info@jhc.design

Visit my Site at:
jhc.design

THANK YOU