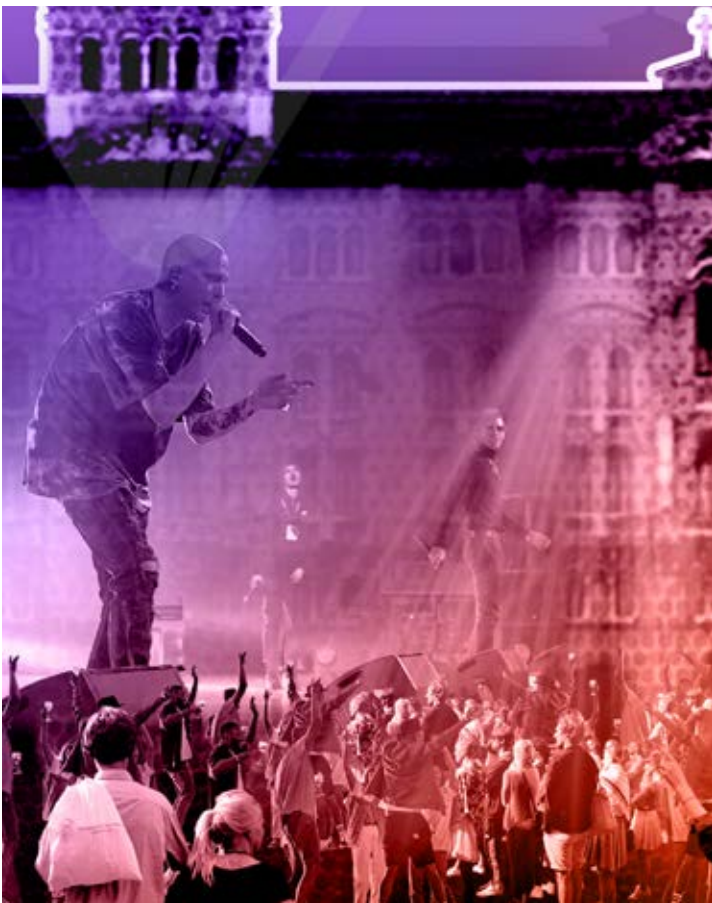


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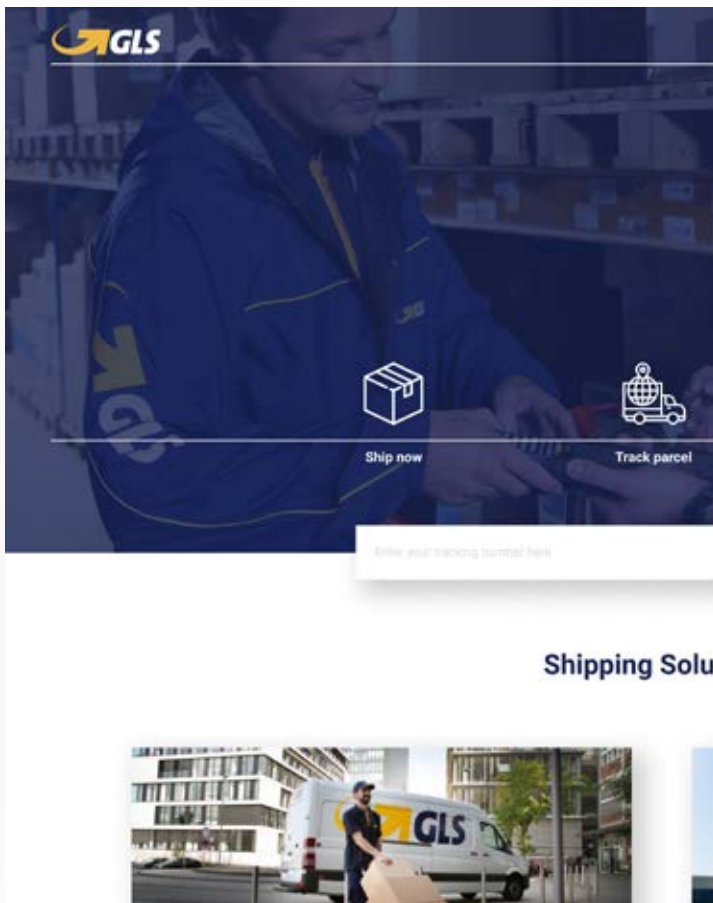
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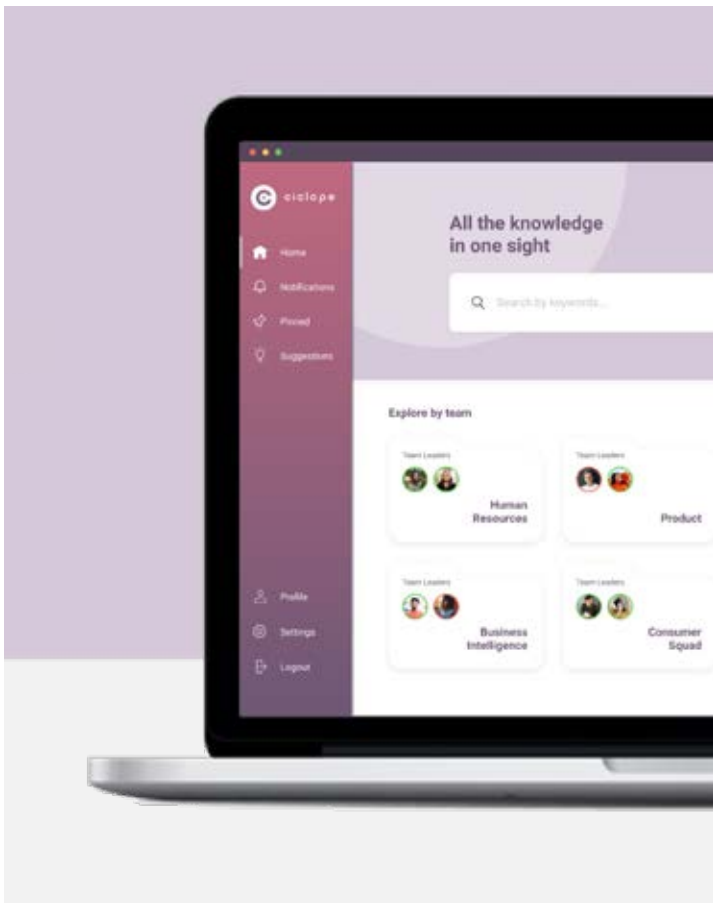
Culture reloaded
Service System, Ux/Cx



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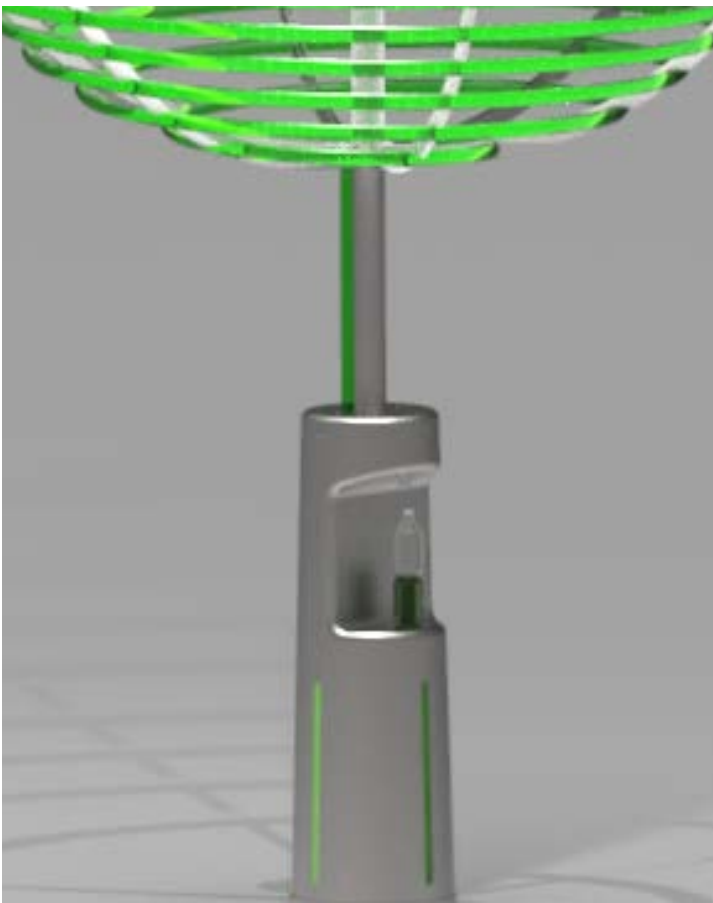
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Product



01 Free The Ripple

Category

Service System
and Ux/Cx

Team

Andrés Hernandez, Agustina Toderi,
Beatrice Feltracco

Project field

Culture Reloaded

When

A.Y. 2020-2021

Approach

System design

Where

Politecnico di Milano

Partner



Tanta Roba Label

What

Free the Ripple is a service that offers a third option between traditional concerts and streaming. It is provided by a spinoff of Tanta Roba, an independent hip hop label. Foregrounding the sense of community, it offers one main concert, The Source, and its simultaneous replication, The Ripple, in different cities around the country expanding the accessibility. In these cities the service is supported by a network of local stakeholders.

Why

For years Italy has been used to having a strong music industry almost five billion euros' worth. In March 2020 COVID arrived and paralyzed the live events. The music industry tried to move forward pushing reality into virtuality, but streamings weren't enough, because it is the sense of community that makes live shows unique. Live shows were never challenged before. With this Pandemia new opportunities arose and with them the possibility to innovate.



HMW provide an hybrid solution for live concerts highlighting the sense of community?

Process

Our research process started from the understanding of the challenge that our partner - Tanta Roba - was addressing to us through a deep analysis of the company, and thanks to a very insightful interview with them. We understood the importance that live shows have for their reality and artists, not only in terms of income but also from a personal and professional point of view. This first insight was then confirmed by a deeper analysis of the project area in general and of the audience. Through desk research, a survey and interviews to emerging artists, concerts organizers and people from the

audience, we tried to understand the deeper element that contributes to the creation of this “irreplaceable” experience for people. We concluded that the sense of community generated in live events was one of the most important intangible elements that enables memorable experiences for the users. Considering all our insights, we developed three ideas that enhanced the sense of community in different ways, for both physical and distant audiences, with the aim to generate innovative experiences.



“ If everything would go back to normal, it would be better. Live streaming can be a temporary solution, but it's not the same.”
- Dj Harsh, Tanta Roba founder



“ I think that when there are a lot of people together there is such an energy that you don't have at home.”
- Enrica, festivals organizer



“ The nice thing about streaming is that you can watch it from home or wherever you are at that time.”
- Giacomo, emerging rapper



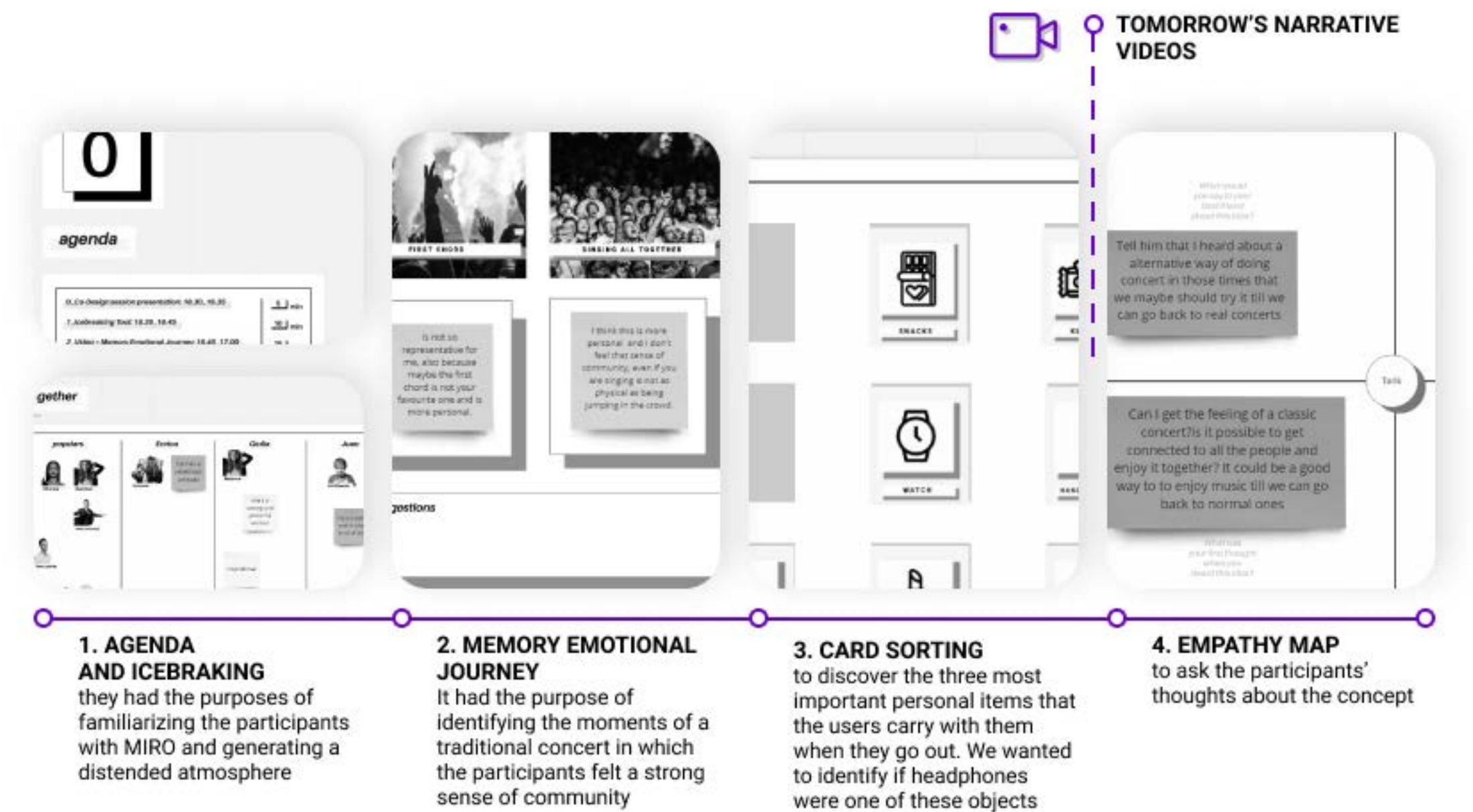
“ It's nice to sing with someone you don't know for just a moment.”
- Silvio, rap fan

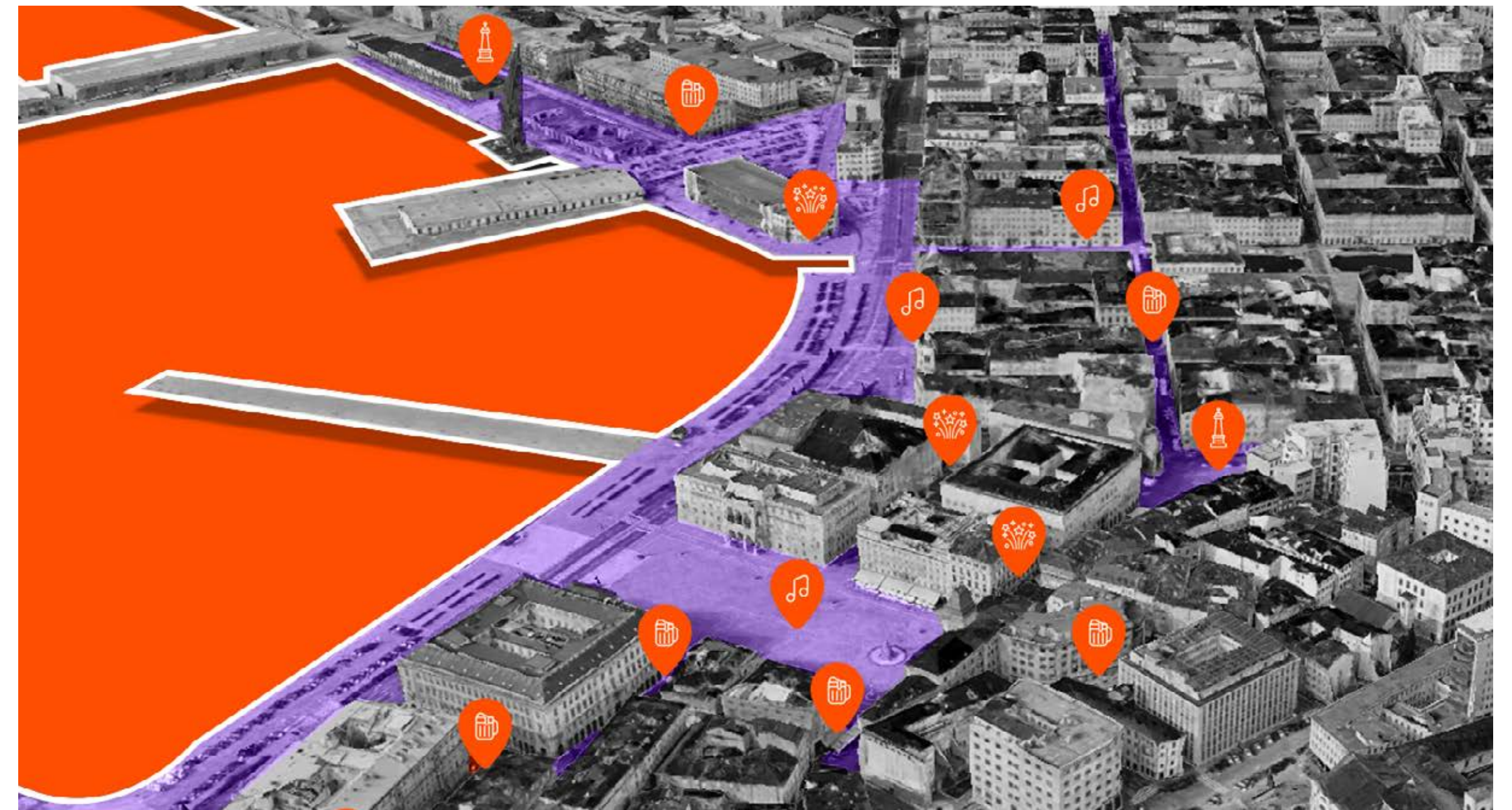


Codesign sessions

The Co-Design sessions allowed us to choose one of the three concepts and dive deeper into it, analyzing key elements, characteristics, and features of the idea, alongside the most relevant actors. We decided to structure our general Co-Design with the partners, two with users, and one with artists. We prepared five to six tools to be used in different moments of the session. We organized the tools with an approach that went from less involvement to more involvement. The idea was slowly engaging the participants in the activities and the concept. The Co-Design sessions allowed us

to choose one Free The Ripple concept and collect valuable insights to further develop it. We faced some difficulties during the planning of the sessions. First of all, this was our first codesign session and it was pretty hard to figure out how to deal with them. Due to the COVID-19 situation we had to face them online and that was a challenge. We had to figure out how to engage a person through a screen. So, we built the tools in a way that would have been fun for the users and that was appropriate for the kind of audience we would be interfacing with.





How the service works

Free the Ripple is composed by a traditional concert, The Source, and a simultaneous replication. The Ripple event is composed of three main moments: pre-concert, concert, and post-concert. Firstly, the local artists that perform in the pre-concert. Secondly, the projection of The Source Concert composed by the video, which is free for everyone, and the audio that is available through the app and personal headphones. If needed, headphones and power banks are rentable at the Info Points, while the connection is supported by Wi-Fi spots. In the Ripple Rooms the audience can enjoy

the experience without headphones in small groups. Thirdly, The Ripple Path, a series of custom events around the city supported by local businesses. This path reinforces the sense of community among the audience while generating new opportunities for the local economy. It provides benefits like after parties and gathering events, discounts on food, free drinks, and information about the cultural heritage of the city. The Source Concert is a traditional concert connected with the Ripple ones by projecting the local artists performing at the pre-concert and the audience.

[Click here to discover all the details through the service tools](#)



My Role

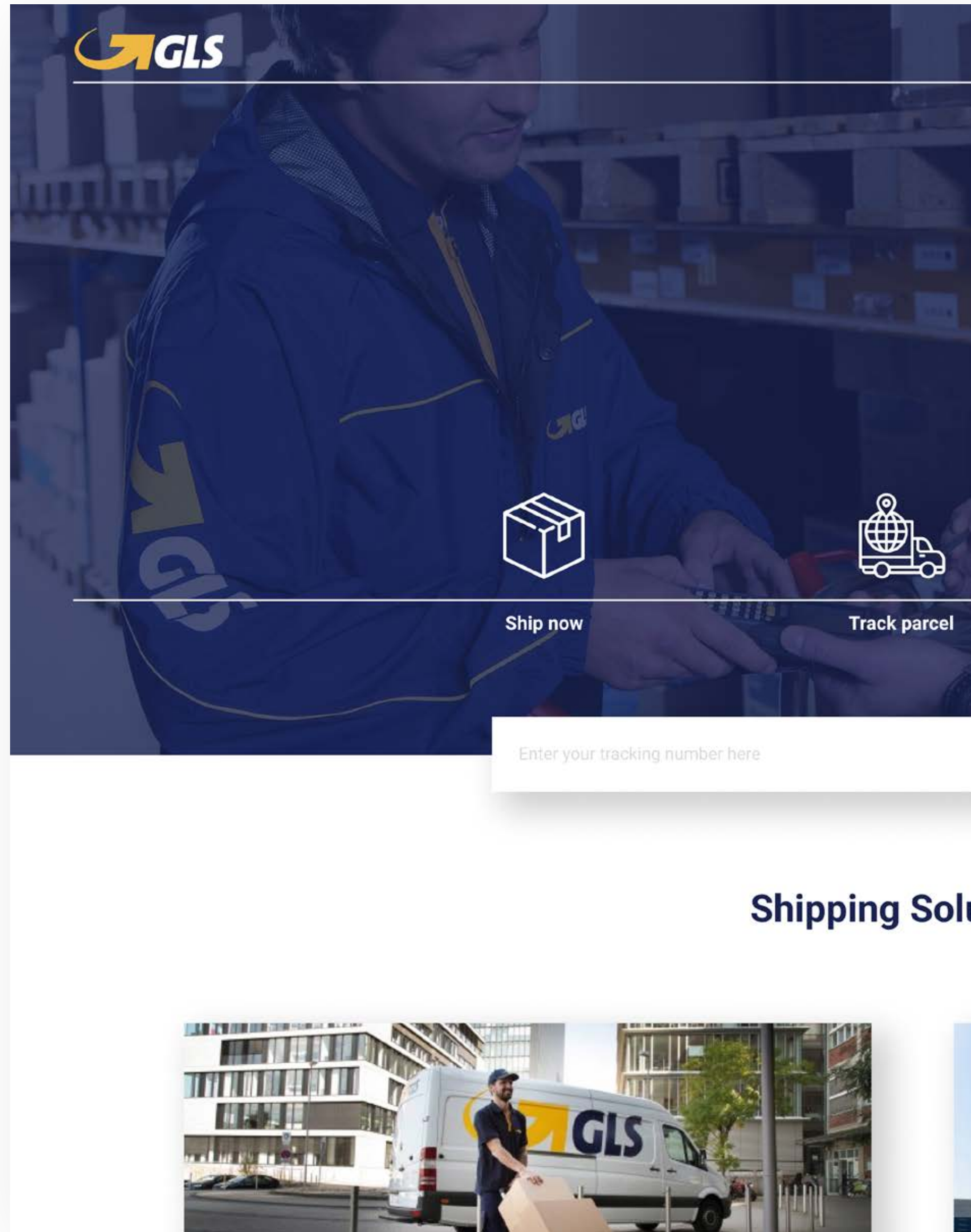
My role involved active participation in all stages of the project, managing deadlines, team activities and designing presentations. I conducted the interviews and the codesign sessions. I developed all the visuals of the service and the service details. Then I took care of the wireframes of the app and of the final UI.

Pains

One of the biggest challenges was having to interface with a hard-to-reach partner and face coding sessions for the first time and online. It was also difficult to innovate in the field of live shows which has never been challenged. Thanks to a careful analysis of the user's needs, we were able to design a new experience.

Takeaways from the project

Through the design of Free The Ripple, I have consolidated the ability to develop a service in detail while also considering economic constraints. I implemented my relational skills and learned how to handle a codesign session.



02 GLS

Category

Ux/UI

Team

Arianna Meroni, Martina Platini,
Nardin Shafik, Raja Khilnani

Project field

Redesing

When

A.Y. 2020-2021

Approach

Human centered design

Where

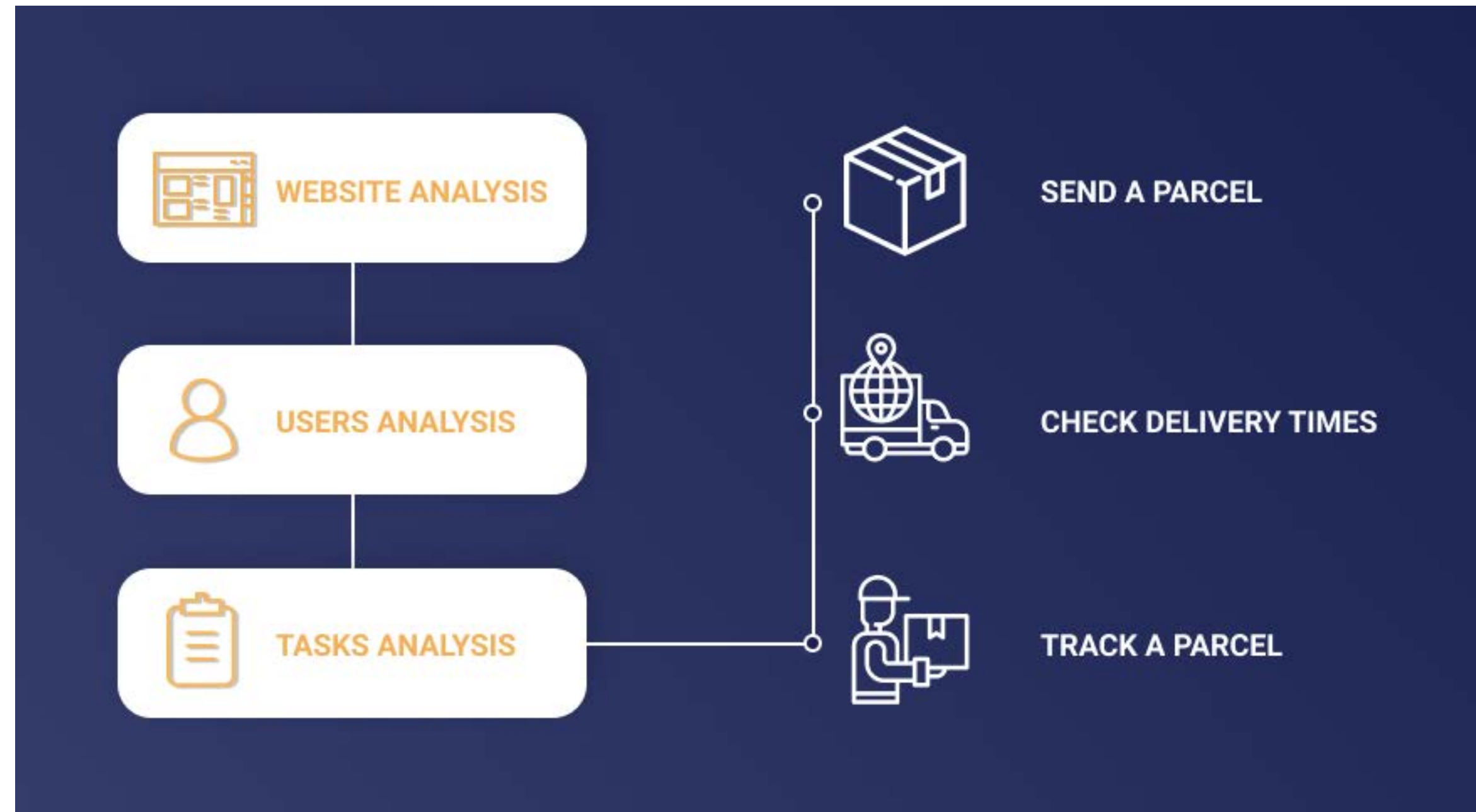
Politecnico di Milano

What

Guided by the heuristic principles and trough a deep analysis of the current website of GLS, we designed a new GLS website approaching the redesign taking into consideration all the problems in the original one, our users, the parameters selected, and the three main tasks we identified.

Why

Analyzing the current GLS website we realized that it lacked intuitive. It is difficult for the user to find the information he is looking for a while, the navigation is not smooth, the website is full of text and information that don't make it easier for the user to use it. This has brought out the need for a redesign of the current website.

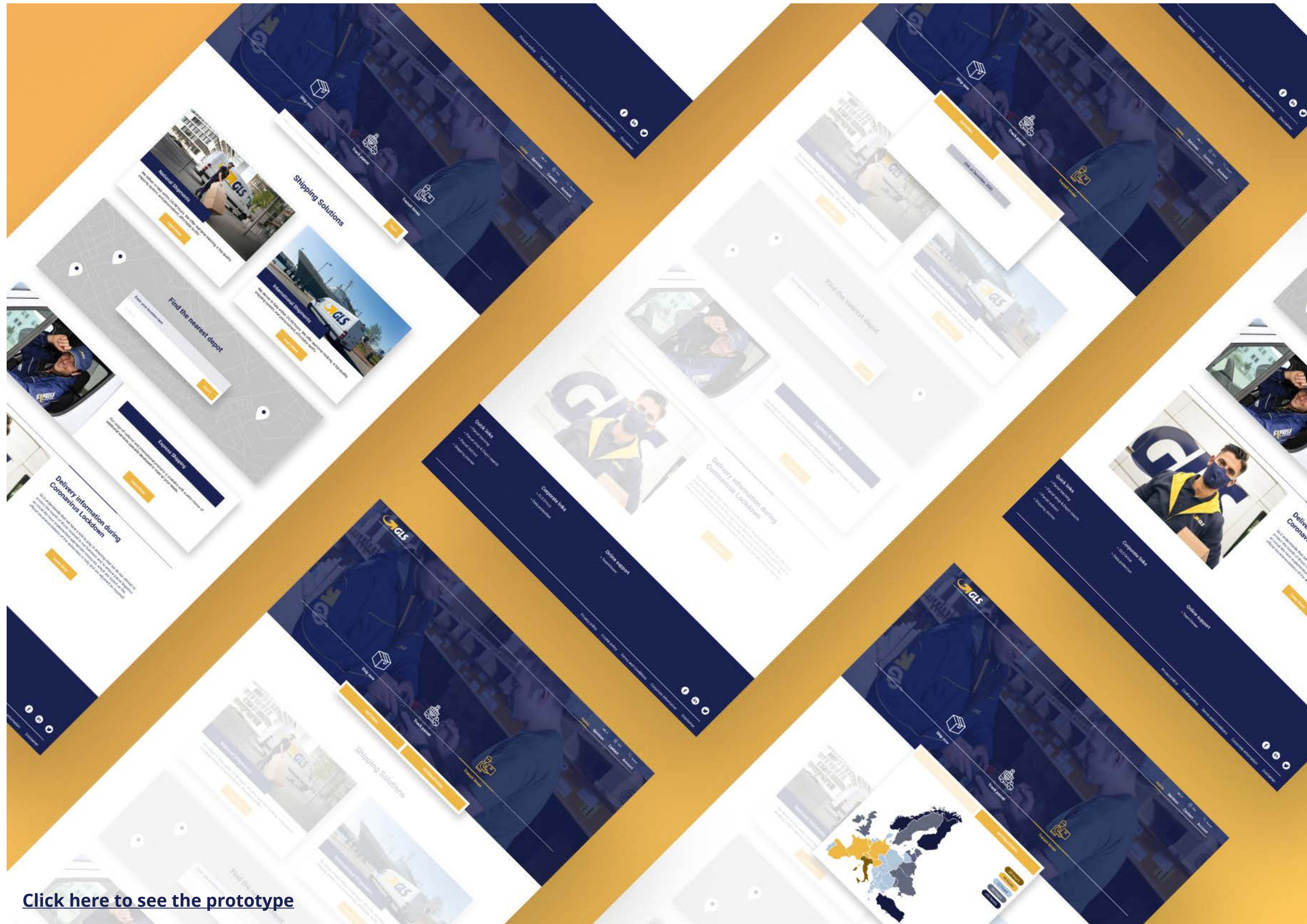


Process

We started the website redesign with the study of GLS, then the company, their philosophy, and their competitors. We analyzed the website to understand what services were offered. Thanks to a careful analysis of users, through the creation of personas, empathy maps, personas tasks and personas-tasks matrix, we have identified which are the most important tasks for users to perform on the website. Subsequently, considering the principles of heuristics, we analyzed in depth the tasks identified both on GLS website and on those of its competitors. We compared the results

of this analysis to identify which are the strengths of the GLS website and which are the limits. So finally, we approached the website redesign taking into consideration all the problems in the original one, our users, the parameters selected, and the three main tasks we identified. We designed it in a way that it is easier and more fluid for the user to navigate, providing a clear and pretty straightforward navigation and experience for the users, adding feedback, and changing the overall design of the website so it's more bold, clean and using contrasting colors based on GLS branding.





My Role

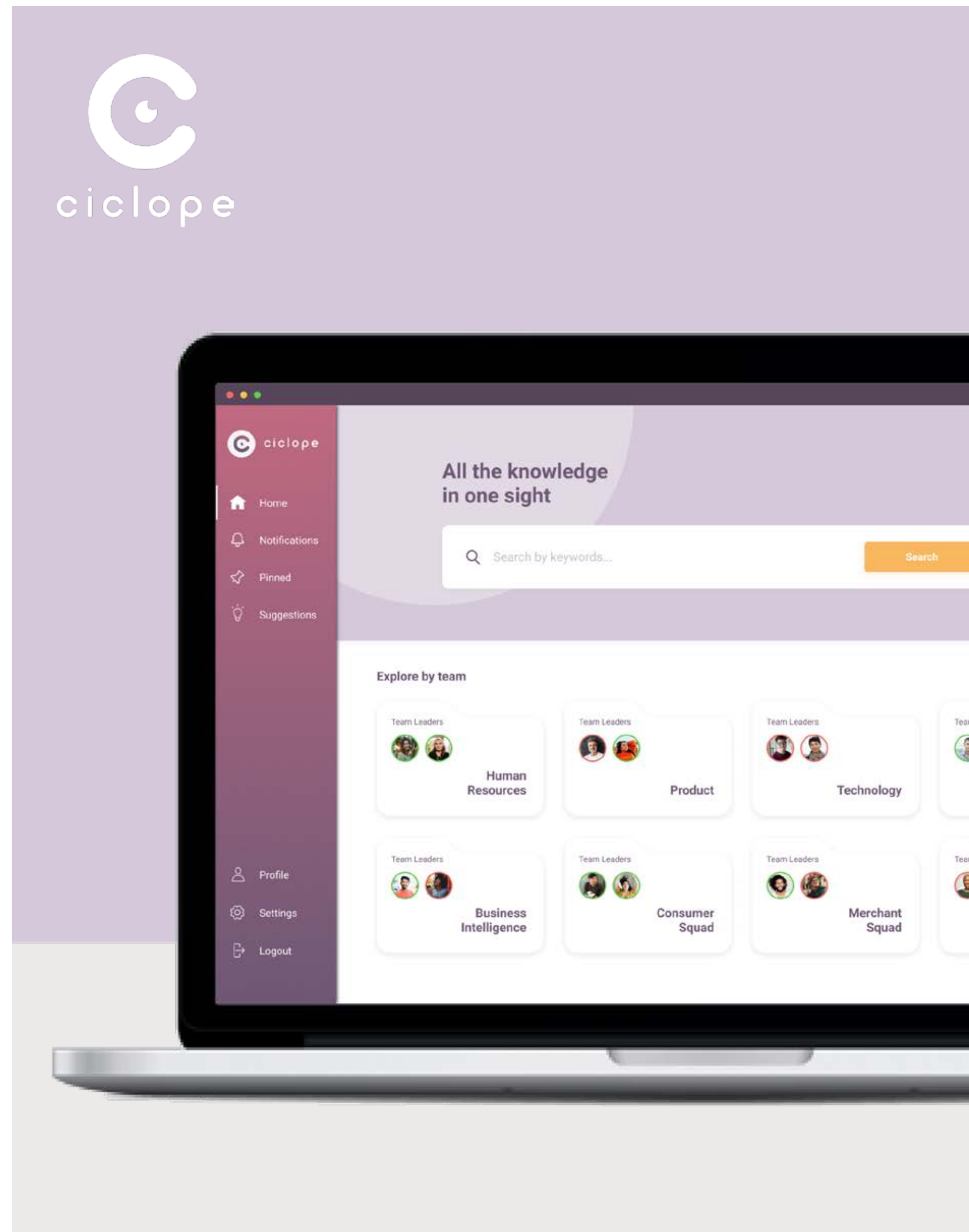
My overall role included being an active part of all stages the project. I was in charge of analyzing a part of the current website, to develop one of the personas and part of the presentation. I designed the wireframes and the UI of the homepage and all the ones of the check delivery times task. Finally, I developed the prototype.

Pains

This was our first time in redesigning an existing website and since it was not requested, we didn't test the prototype. This for me was a lack and it didn't give us the possibility to understand if the usability was really improved.

Takeaways from the project

Developing a website for the first time, made me realize what needs to be considered while redesigning an existing website. I discovered and applied the usability principles, the heuristics.



03 Ciclope

Category

Service - Ux/UI

Team

Andés Hernandez, Arianna Meroni,
Brenda Cadena, Gicomo Montefalcone

Project field

Knowledge sharing

When

A.Y. 2019-2020

Approach

System design

Where

Politecnico di Milano

Partner

ProntoPro

What

Ciclope is a service that allows users to find the right information, in a fast and accurate way, optimizing the exchange of knowledge within the company.

The goal is to help employees to minimize the time that they spend searching for information in different platforms, and to contribute to a better alignment between different teams inside the company.

Why

ProntoPro employees use a lot of channels and tools to document their work and they spend too much time looking for the existing information they need. A new solution to build awareness of the company's knowledge, optimize the knowledge exchange without interfering with work, simplify and optimize the access to all the files of the organization and find the right info at the right moment was needed.



// Having too many tools makes it difficult and frustrating as people have to jump from one tool to another to get the information they need"
- **Matteo, Product manager**



// ...Inside the groups information flow is smooth but sharing the knowledge with the rest of the company is a bit more complicated"
- **Eleonora, Designer**



Pain point

Employees use too many different tools to communicate and to share knowledge



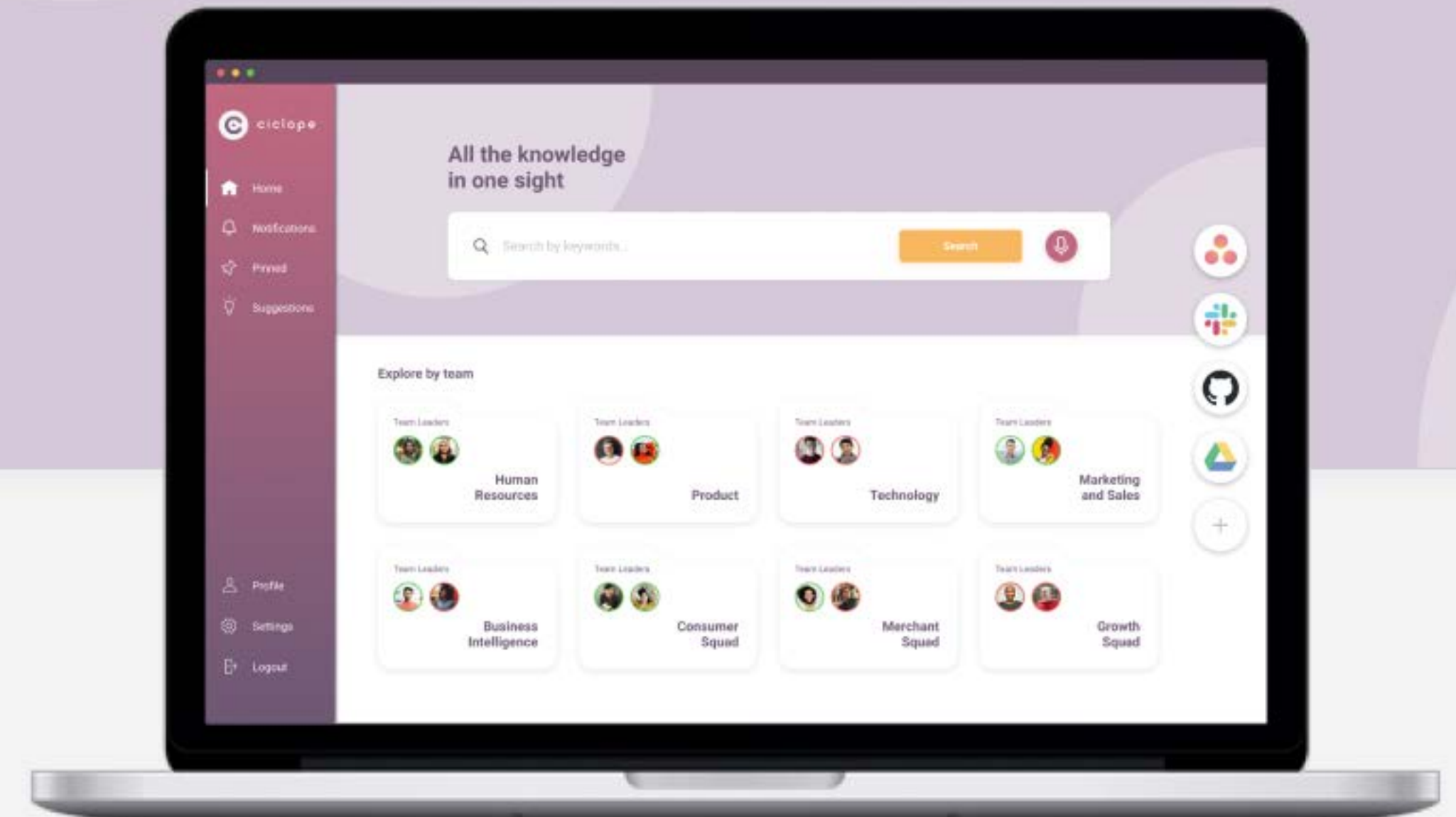
Pain point

The company doesn't follow a practice that establishes a common way to upload and share all the information among the different teams

[Click here to download the brochure](#)



HMW make knowledge sharing easier and effective with all the channels they have?



Smart search

The AI driven search delivers fast, accurate and tailored results.



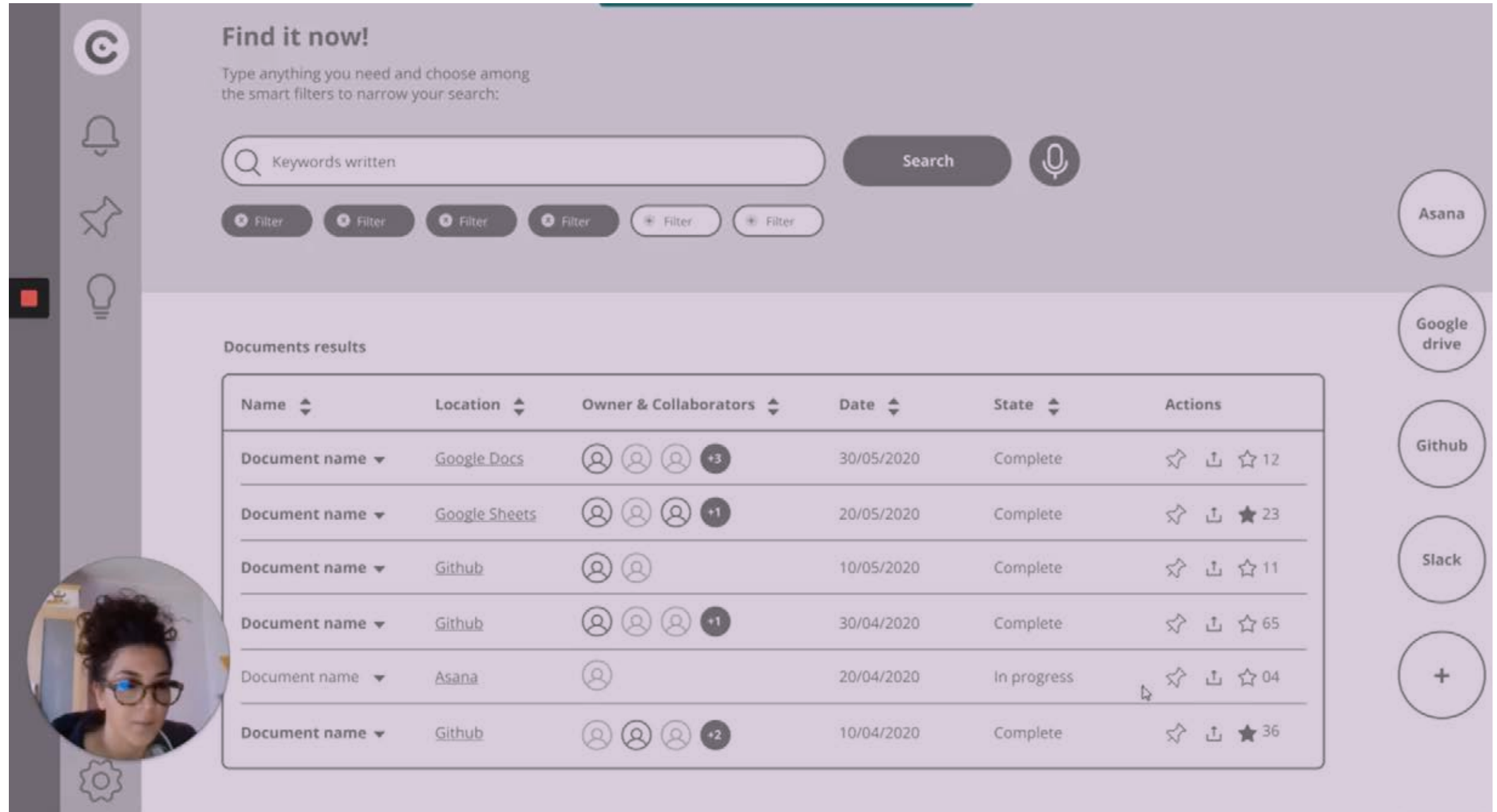
Dashboard

Visualize all the teams and key employees to navigate through their work easily.



All in one

Access to all the platforms used by the company through one site.



Testing phase

Before starting with the testing phase, we selected the final idea to test. To do it I suggested using a tool to assign scores on each one of the ideas according to relevant criteria such as attractiveness, feasibility, and impact. After a better definition of the idea, we tested the video prototype with the company and some users. Due to the COVID-19 situation we had to deal with the users test online. Luckily enough, being Ciclope, our final concept, a platform, it wasn't that hard to test it online. First of all, we prepared a video to explain the concept. To make the video clear and engaging we decided to

use simple comic sketches. Secondly, we asked them to try the wireframes prototype, developed with Figma, to collect insights to design our UI.

The test phase was necessary to implement Ciclope, mainly thanks to direct feedback from ProntoPro employees and to develop a UI that could perfectly suit all their needs.



“ The kind of information you may need are very different. I would consider presenting each source in a dedicated way, breaking the table constraint
- **Luca, Front-end engineer**



“ I would consider removing some features of which you are not completely sure”
- **Matteo, Product manager**



My Role

My overall role included being an active part of all stages of the project development. I was in charge of conducting some of the interviews, find the pain points starting from the insights, developing the user journeys map, defining the details of Ciclope, conducting the users test and finally develop the entire video

Pains

Due to COVID-19 this project was developed entirely online. As it was the first time for us, it was difficult to be stimulated and to find inspiration for generating ideas, which was the most difficult phase to deal with.

Takeaways from the project

Working with ProntoPro and discovering the specific dynamics of their work has been very inspiring. Developing a platform for the first time, made me realize what needs to be considered while designing UI. I discovered and applied the MEDGI methodology for the first time.



04 Lova

Category

Product System

Project field

Uncertain times

Approach

Human centered design

Team

Arianna Meroni, Mariah Giacchetta,
Marcello Iudice, Xiayong Liu, Wen Luo

When

A.Y. 2019-2020

Where

Politecnico di Milano

What

No more changing clothes when you just drop a little coffee: LOVA quickly clean stains, kill bacteria and remove smells from your clothes with a simple touch and without any water! Thanks to its photocatalytic technology, LOVA just must be placed on the dirty textile to do its job.

Why

Imagining a scenario where the home space is becoming more and more limited, where each person has a restricted water allowance and where there is no much time left to personal matters, we came up with the idea for Lova. By bringing together these main points, Lova comes with a proposal focused on simplicity for the user and respect for the environment. A waterless solution to clean stains on clothes in an easy way, transforming the laundry process and reducing it to only one step.

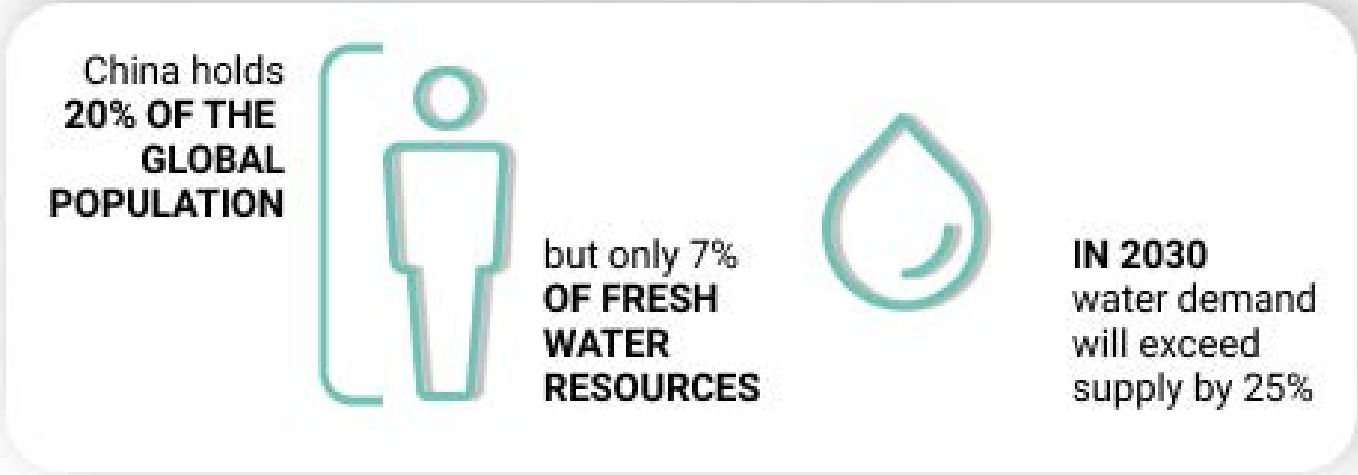


“WE BELIEVE IN THE
POWER OF
SIMPLICITY.

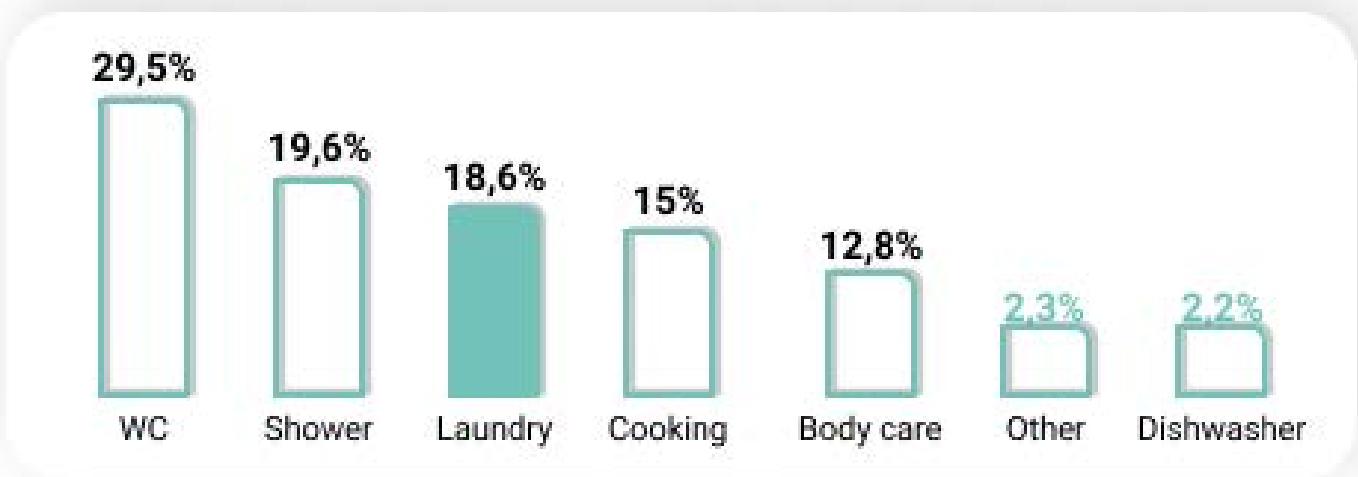
WE BELIEVE THAT
OVERLOOKED DAILY
ACTIONS CAN HAVE
A GREAT IMPACT ON
OUR RELATIONSHIP
WITH NATURE.”

by BIC GROUP

WATER SCARCITY due to high levels of urbanization associated with population growth and the effects of climate change.

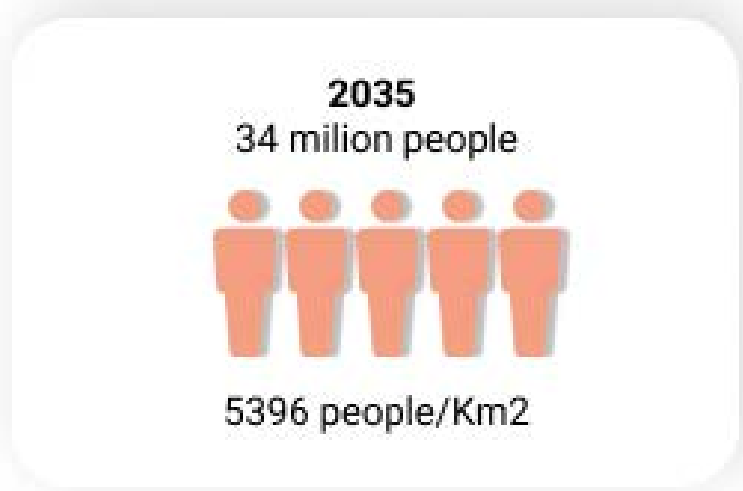
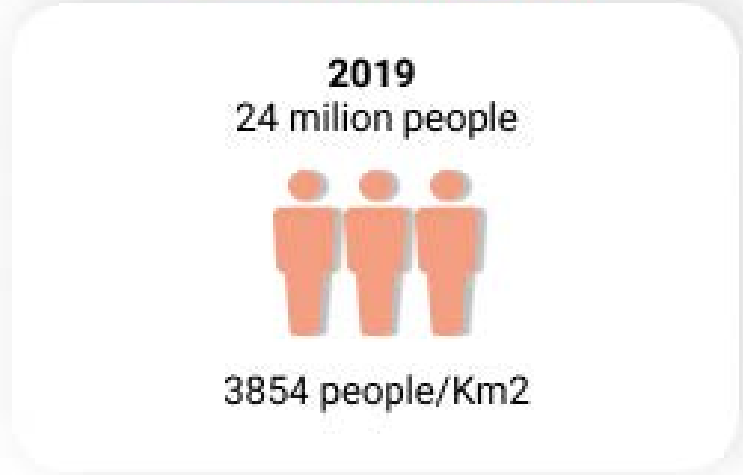


In order to understand the impact of our daily actions, we need to know how much water on average each person uses every day, and what activities use the most water. Laundry is between the most consuming ones.



The 996 working hour system is a work schedule widely practiced in China. Several IT companies adopted this system.

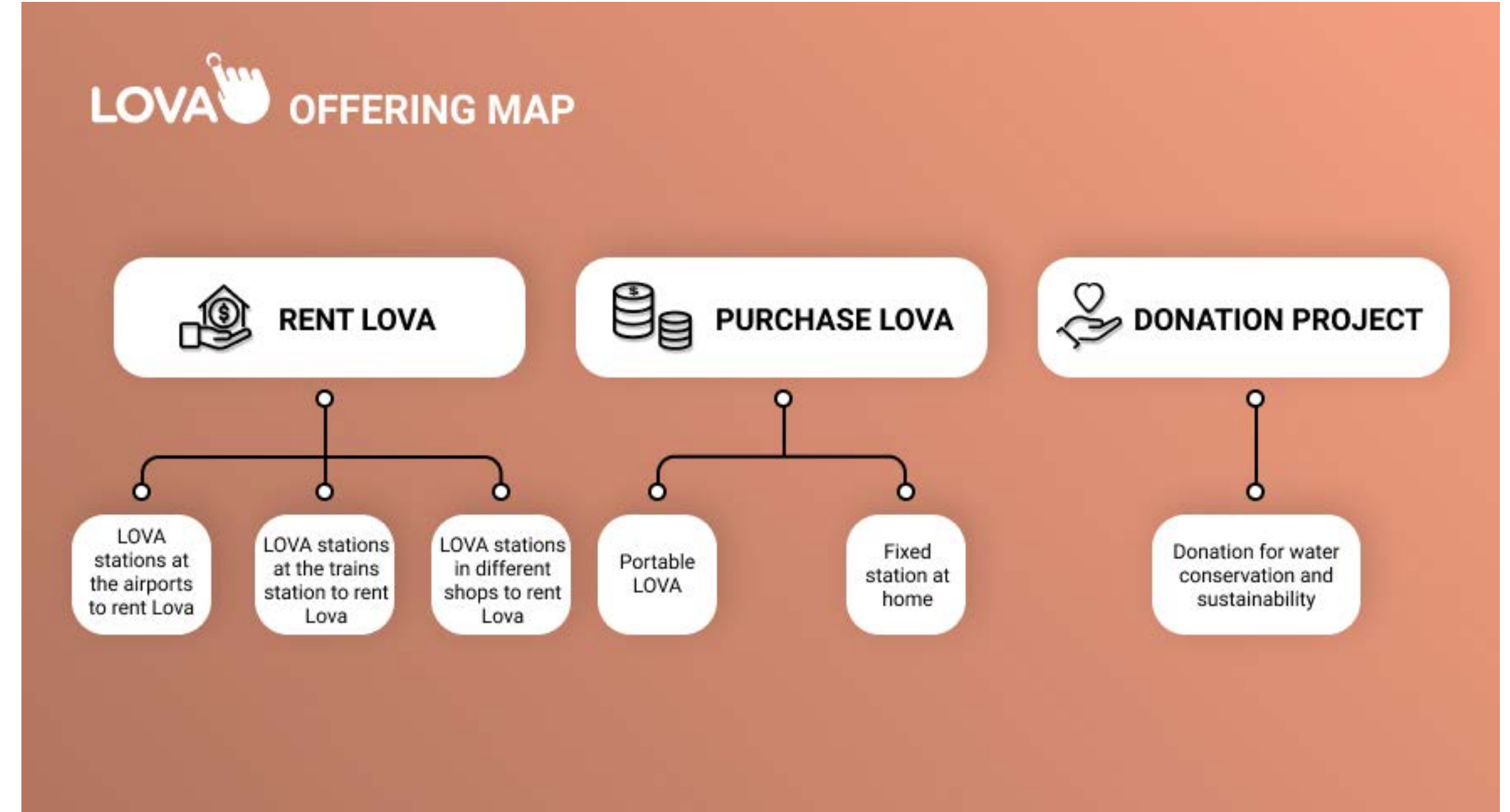
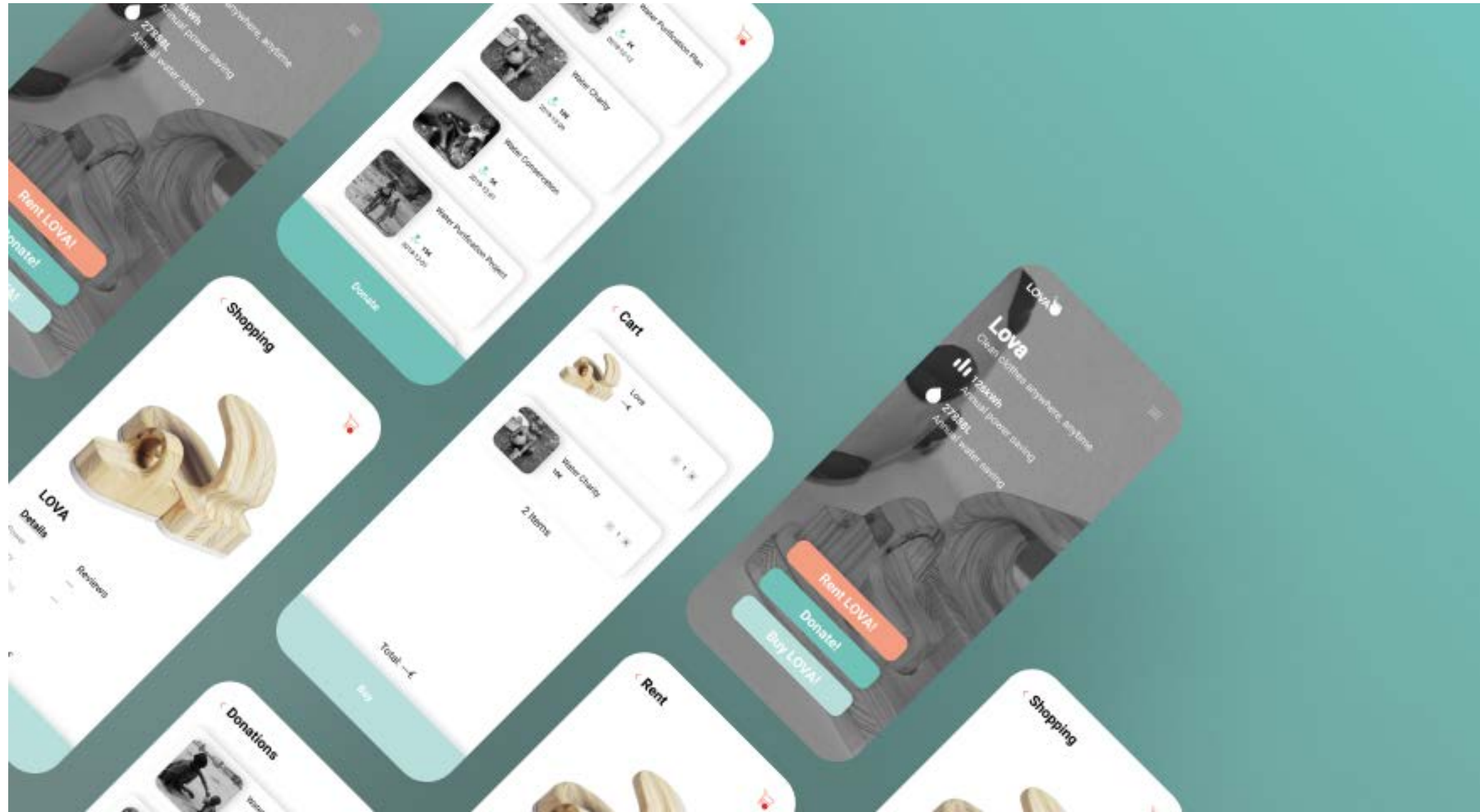
SHANGHAI POPULATION



**Estimated based on research statistics*

Washing and cleaning in Shanghai

Shanghai is expected to have a flooding and rainfall rate 20% higher than the global average by 2050. During Mei-yu season, the air gets really humid and the frequency of washing clothes may be affected by difficulties in drying them. Research shows that the city's water supply safety margin will be zero by 2023. Local authorities will limit the amount of water that can be used by each citizen. Lots of people in China spend a lot of time working and don't have time and energy for housework. Most of these young workers will live in shared apartments, leading people to avoid having big household appliances to save space. Laundry will be done most of the times outside in a shared facility that every 15 minutes neighborhood circle will provide.



Lova Station: the service

Our service aims to help people in an unexpected situation by offering LOVA in several locations. It offers the possibility to rent it in one of our stations located in shops, airports, and other host partners. Through the map in our app or website, our service can also bring visibility to these businesses. The target of the LOVA Station service is composed by people traveling or “en route” that suddenly get their clothes dirty by accident. The value offered with this service is a simple and fast way to solve our user’s problem with an effective and low-cost system. In this system, value is added to

all stakeholders: the final user, the business hosting the LOVA station service and to LOVA. Every time a user rents a LOVA, a share of the profit goes to LOVA and a share goes to the business hosting the service. LOVA also helps customers in their path to keep their balance with nature by donating a share of the profits to water conservation projects. Once a customer buys LOVA or uses the rental service, a donation is made to an institution that focuses on water conservation and sustainability.

[Click here to download the booklet](#)

[Click here to download the photo shooting](#)





My Role

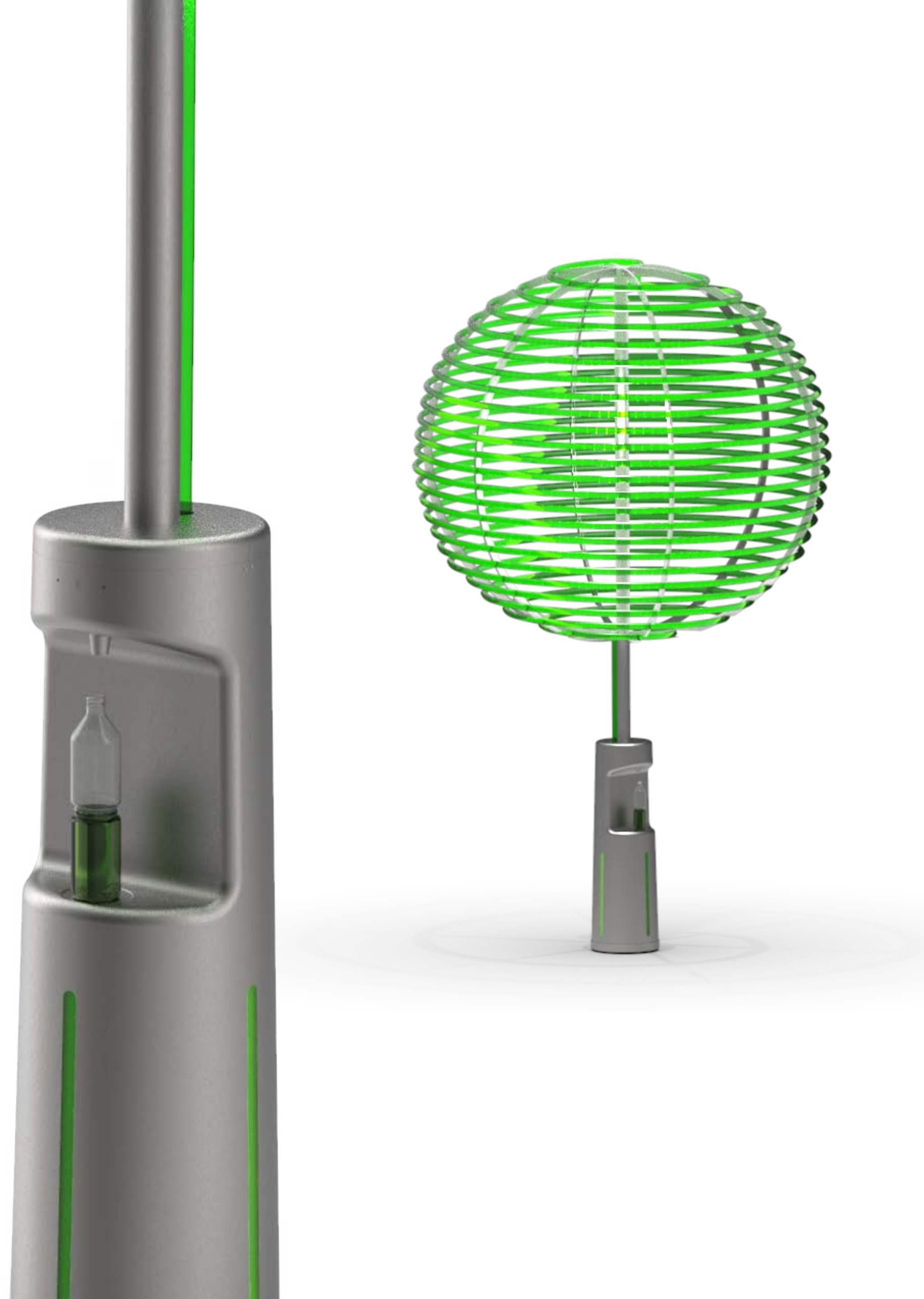
My general role was to be an active part of all processes and phases, from research till the end. My role was to design all the presentations and visuals, to make rendering, to develop branding, to organize and design the booklets, to define the service and develop the UI and the video.

Pains

During the development of this project, the internal communication within the group was very complex to manage. It was the first time I had interacted with a multicultural team, but thanks to a lot of team building and mutual knowledge, we were able to overcome this difficulty.

Takeaways from the project

Through the development of this project, I was able to consolidate my skills in framing a scenario, setting goals, and discovering user needs. I was also able to improve my ability to listen and mediate in a multicultural team.



■ 05 Algrow

Category

Product System

Team

Individual work

Project field

Cleaning appliance

When

A.Y. 2018-2019

Approach

Human centered design

Where

Politecnico di Milano

Partner



What

Algrow is a spirulina dispenser for cities or municipalities. It has two main functions: it decarbonizes the air and produces microalgae biomass, that can be used as food or fertilizer. The project was created to bring different values. In a small way, it could contribute to fight climate change, by reducing CO₂; fight malnutrition, as microalgae are highly nutritious; it offers an alternative to the protein sources already being consumed.

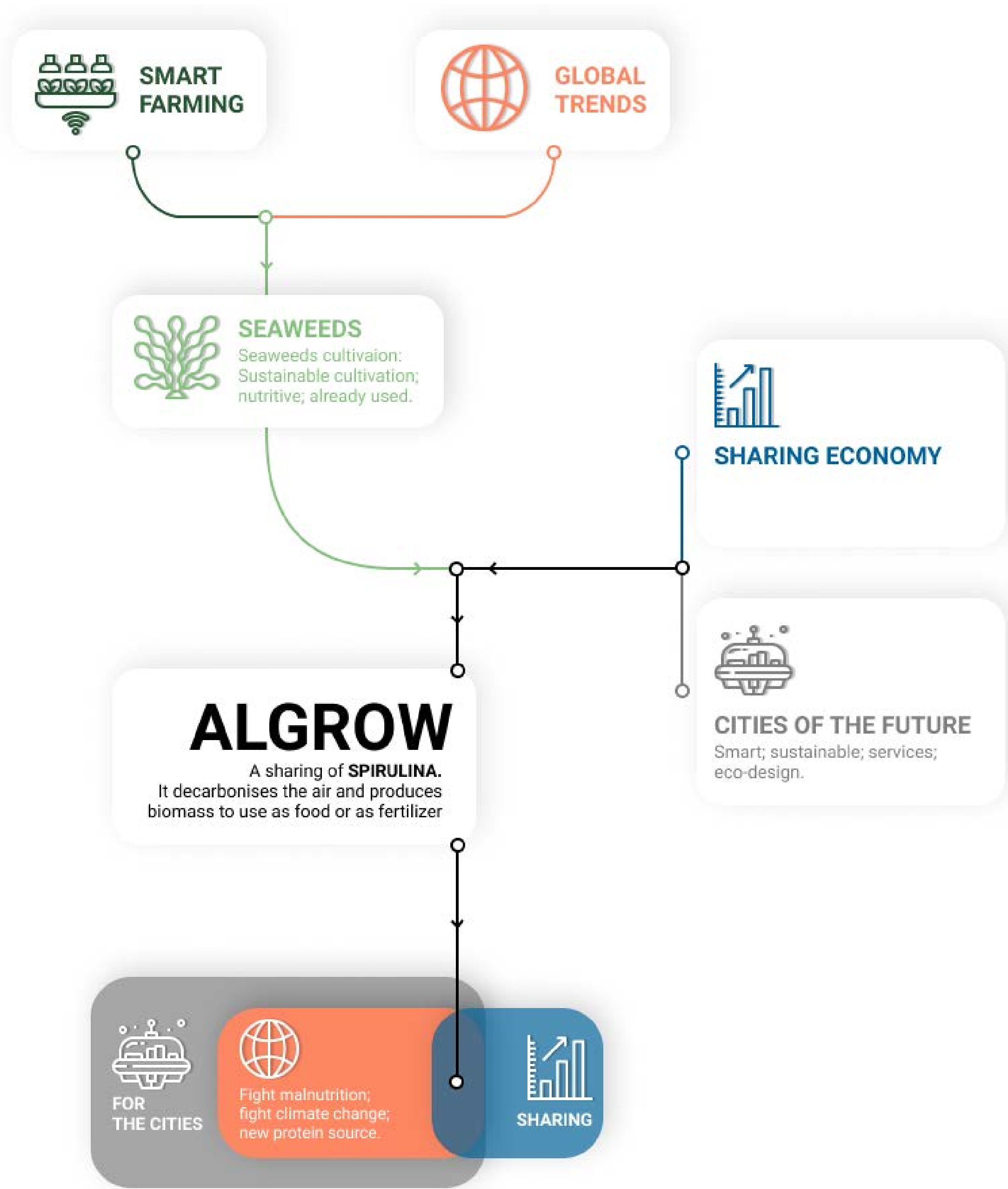
Why

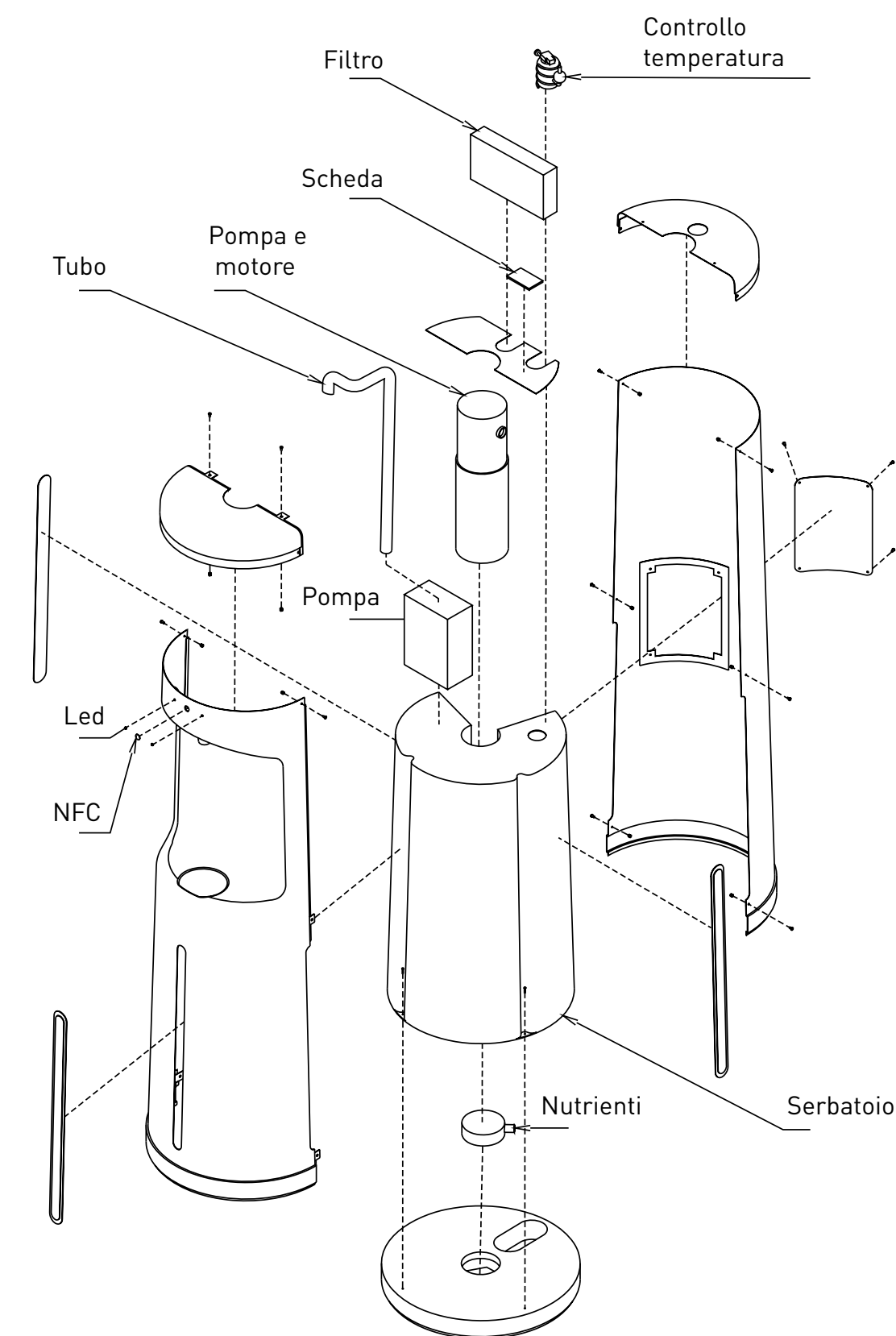
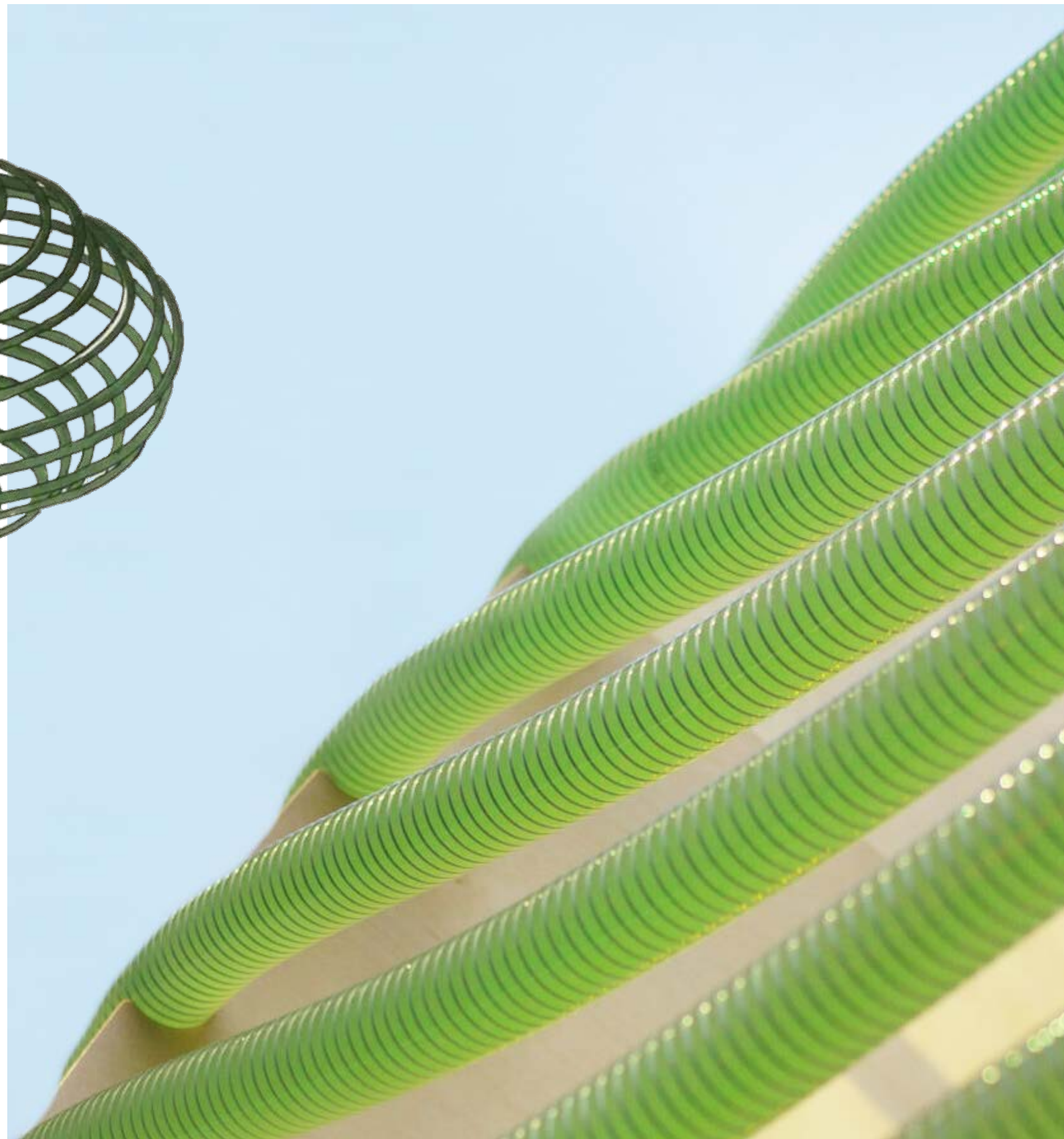
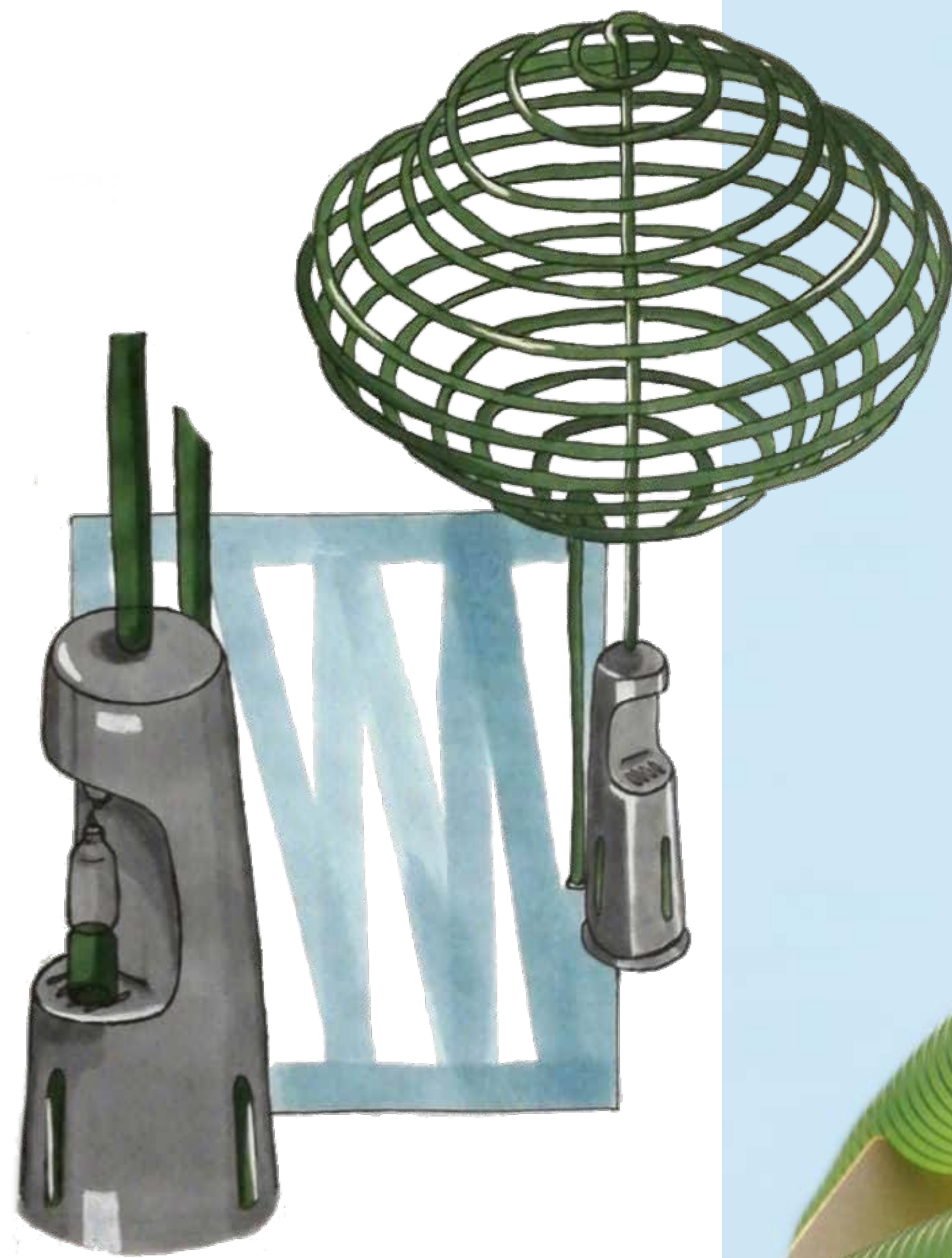
The increase in population will lead to an increase in the demand for food. At the same time, air pollution from unsustainable practices will increase and malnutrition will be a problem to deal with. Innovative and sustainable solutions will be needed to address these issues.

Analysis and scenario

It is estimated that by 2030 the population will increase from the current 7.3 billion to 8.5 billion and this will necessarily lead to a physiological increase in the demand for food. We should neither underestimate the change in the nutritional value of food, which is being depleted in terms of macro and micronutrients due to the excessive use of fertilizers and pesticides, but above all due to the impoverishment of the soil, which is no longer able to provide the right nutritional contribution to crops due to environmental pollution resulting from unsustainable practices. At the same time, the number of people looking for food produced with eco-

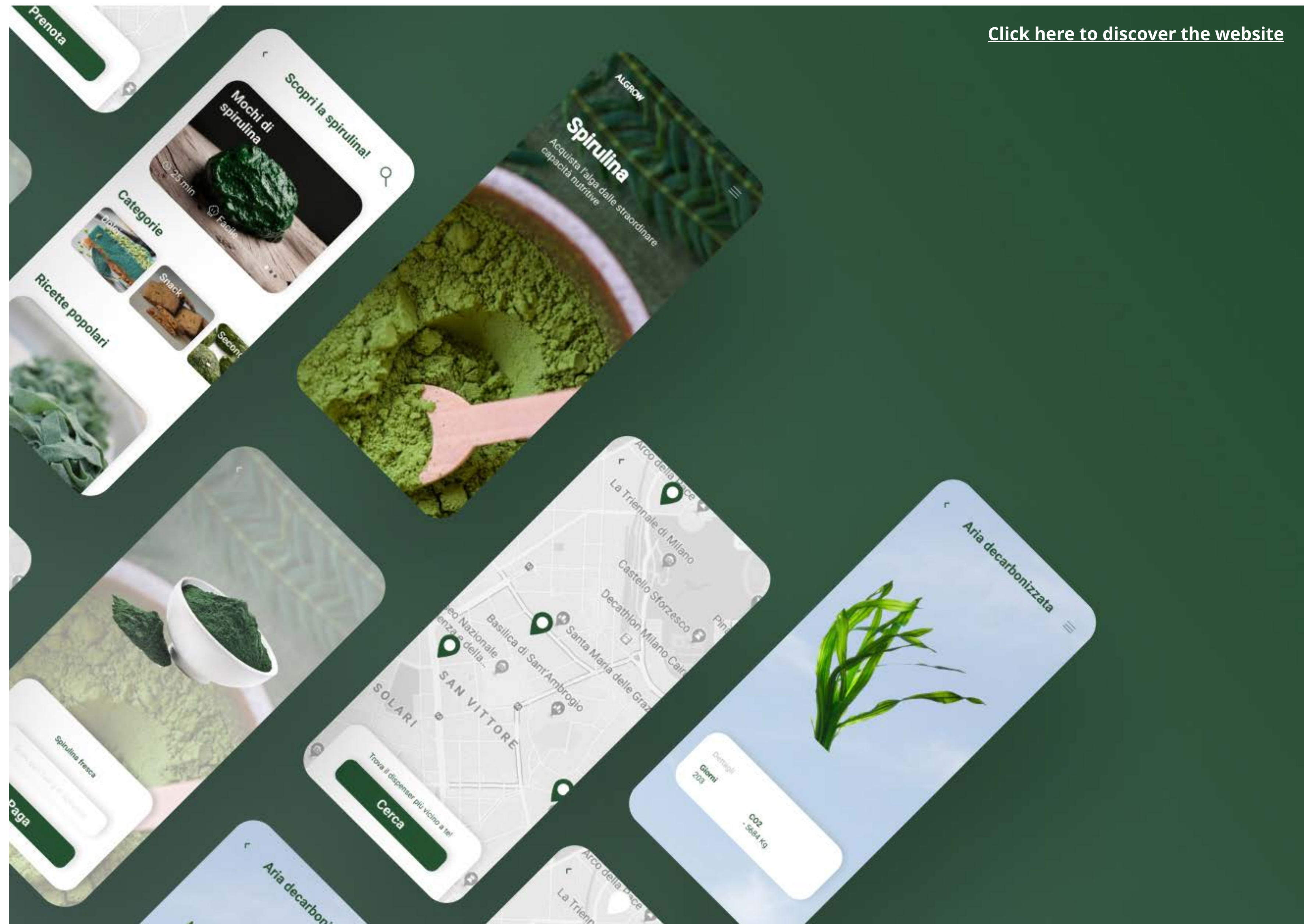
friendly processes is growing. Algae can grow fast, they need almost nothing to grow, and they can do it even in wastewater. This leads us to think that they could be a more sustainable alternative to other foods already in the world's diets. The city of the future won't be any different than the one of today, it will just be smarter. In the world of 2030, according to the Danish parliamentarian Ida Auken, we will move beyond purchasing as the appropriation of a good. In this perspective more and more products will become services and the sharing economy will become the future.





Photobioreactor

Algrow's method of cultivation is the photobioreactor: a closed equipment that provides a controlled environment and allows for high algae productivity. The algae are contained in a system of tubes and since it is a closed system, all algae growth requirements are introduced into the system and controlled. PBRs facilitate a better control of the growing environment.



[Click here to discover the website](#)

Pains

Apart from having to face an entire project alone, the main difficulty turned out to be the search for a valid project scope in such a complex and distant scenario. Thanks to an active dialogue with the partner and the teachers I was able to overcome this obstacle and proceed with the design of Algrow.

Takeaways from the project

This project being individual allowed me to test all my abilities. I learned how to manage the relationship with a real client, how to carry out a project individually from the beginning to the engineering and development of the service meeting deadlines and becoming an independent designer.



■ 06 Drop

Category

Product

Project field

Cleaning appliance

Approach

Activity centered design

Team

Arianna Bosio, Filippo Bugni,
Giorgia Bartolomeo

When

A.Y. 2017-2018

Where

Politecnico di Milano

What

Drop is an appliance that was created for the steam cleaning of glass and windows, but its use is versatile. Using a continuous boiler, Drop can ceaselessly provide steam, which can be used for cleaning and sterilizing surfaces. The appliance can be used, in addition to the default spout, with two different accessories: a brush and a windshower.

Why

Steam is a versatile way of cleaning, but as a result of the research, users were not satisfied with appliances that use this cleaning principle, as they are often heavy and take a long time to heat up. From this, the need for an appliance that has the same features but is efficient has emerged.



Process

After choosing to focus on steam-powered appliances as they use one of the most efficient cleaning methods, we focused on market and user analysis. Through questionnaires, interviews, and benchmarking, we identified the main pain points of steam appliances. After a careful study of ergonomics and the development of numerous prototypes, we realized that a balanced weight rather than a jet weight would make the difference in our product and make it easier to use. Many difficulties were encountered during the development of the shape to obtain one that would meet both the internal technical

requirements of the product and ergonomics. After studying the shape of Drop, we focused on the finalization of the steam appliance and on the engineering in more detail. Finally, we built a full-scale prototype using the selective laser sintering.





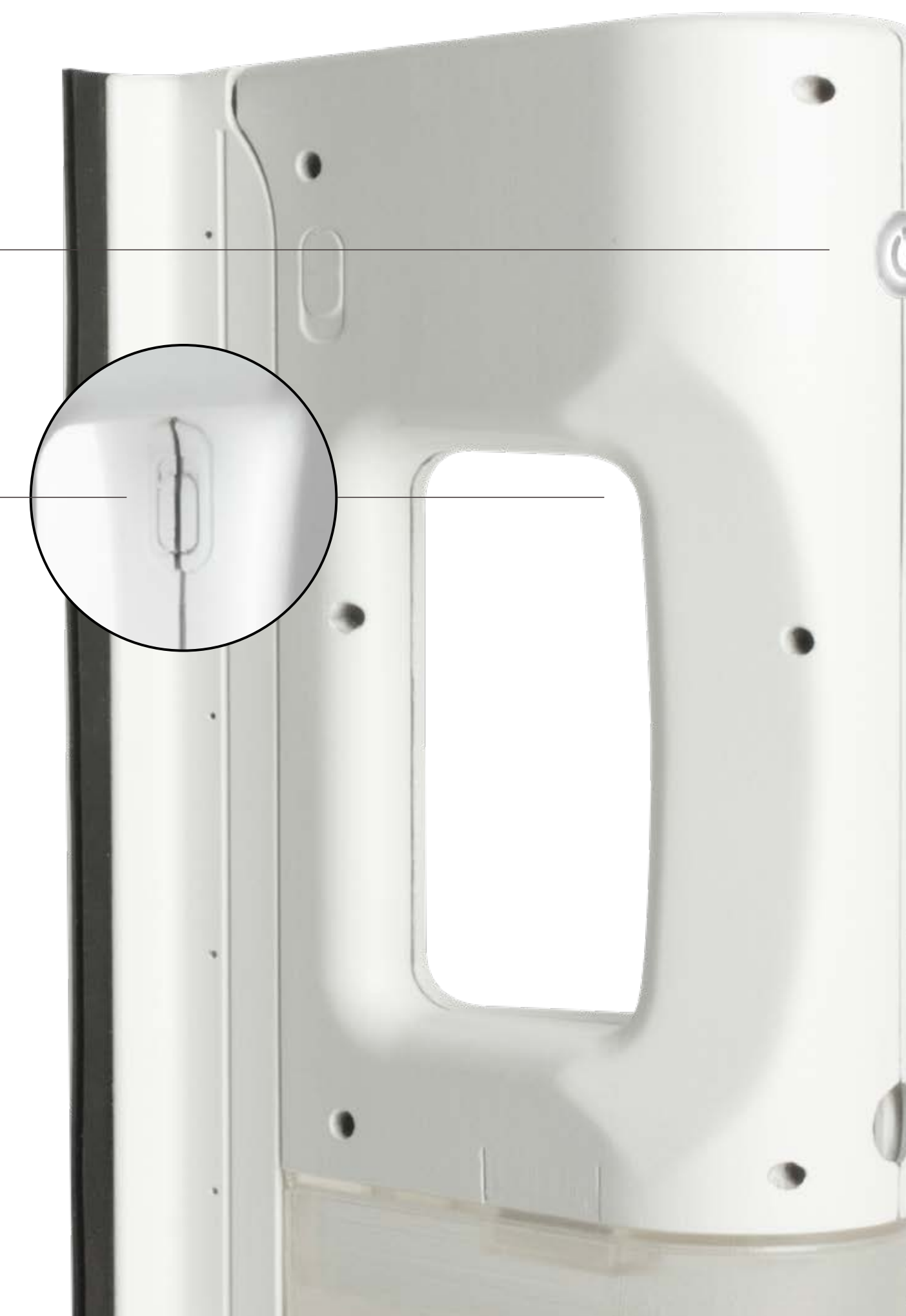
Thanks to the use of a continuous boiler and a “T” suction system used in the tank, steam delivery is continuous for about twelve minutes. Warm up times are kept to a minimum and are about thirty seconds, making Drop immediate to use for the user. After six minutes without using the device, it goes into standby mode to reduce waste. Approximately twenty minutes after switching off Drop, you can put it away.

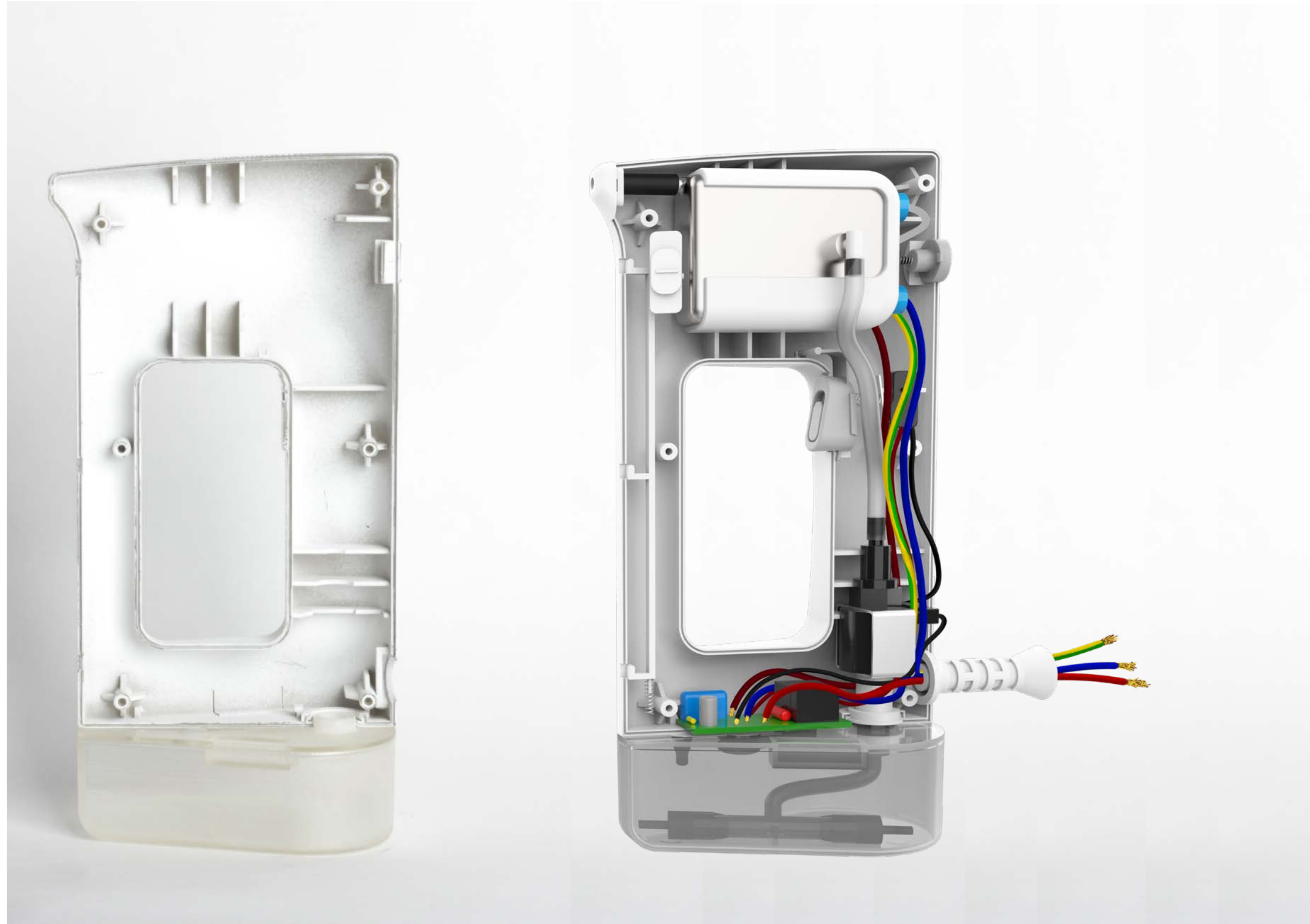
On/off button with steam indicator light

- flashing light: heating up
- steady light: steam ready

Steam button

for continuous dispensing
by scrolling down





My Role

My overall role has seen my active participation in all phases of the research and product engineering. Specifically I carried on the marketing research, the design of the presentation, the develop of the mockups, and the 3d modeling.

Pains

The 3d modeling and the definition of a shape that met all the technical requirements and the limited space available was the main problem to face. We tried and tried until we achieved a convincing result from all points of view.

Takeaways from the project

Through the development of this project, I was able to acquire the right technical skills for product development, learning the management of materials and assembly. By deepening what I learned about the meta-project, I learned to define the target, the objectives and to identify the hidden needs of the users.

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