

# TITOLO CONCEPT

**CODESIGN**  
*toscana*

**GLOBAL  
SERVICE  
JAM**  
Florence

» **9-11 MARZO 2018**  
Via Panciatichi, 16 • Firenze  
presso Impact Hub

# STATEMENT

How can we help **THE LONELY TRAVELLER** to  
**TRANSFORM THE WAITING BEFORE**  
**TRAVELLING** in a **VALUABLE SHARING**  
**EXPERIENCE?**



## PROBLEM

Travellers are usually bored waiting for the next train to arrive; smartphones lure attention to their screens without letting people interact with one another





TARGET



## Andrea

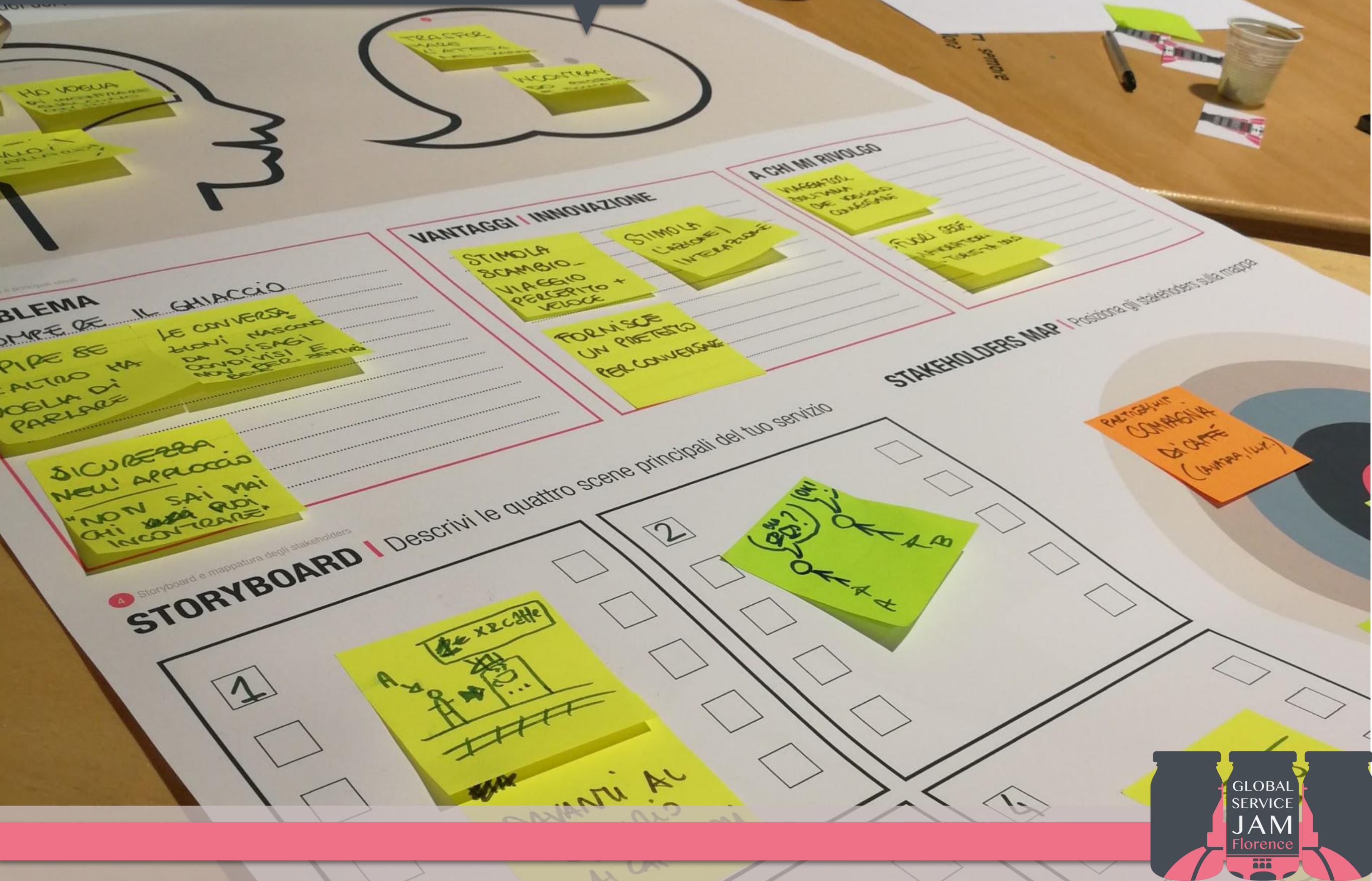
The lonely traveler

*"I enjoy speaking to people while travelling but I never know if they are keen to speak or they want to be left alone"*





# ASSUMPTIONS





# FIELD STUDIES & INTERVIEWS





# DEBRIEF





# DEBRIEF

A lot of people get to the train station at least half an hour before their trip

Travellers are keen to speak to fellow travellers but they don't know how...

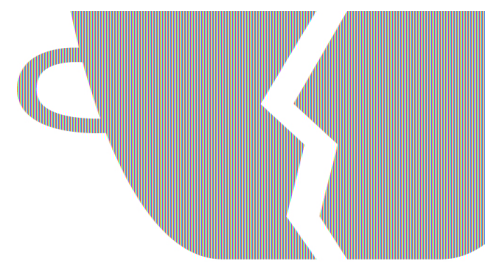
Travellers don't know if the other person wants to speak or be left alone



## SOLUTION

A coffee vending machine located in specific areas inside train stations that only dispenses two coffees to two travelers scanning their tickets together.

While brewing the coffees the vending machine prompts a topic to kickstart the conversation.

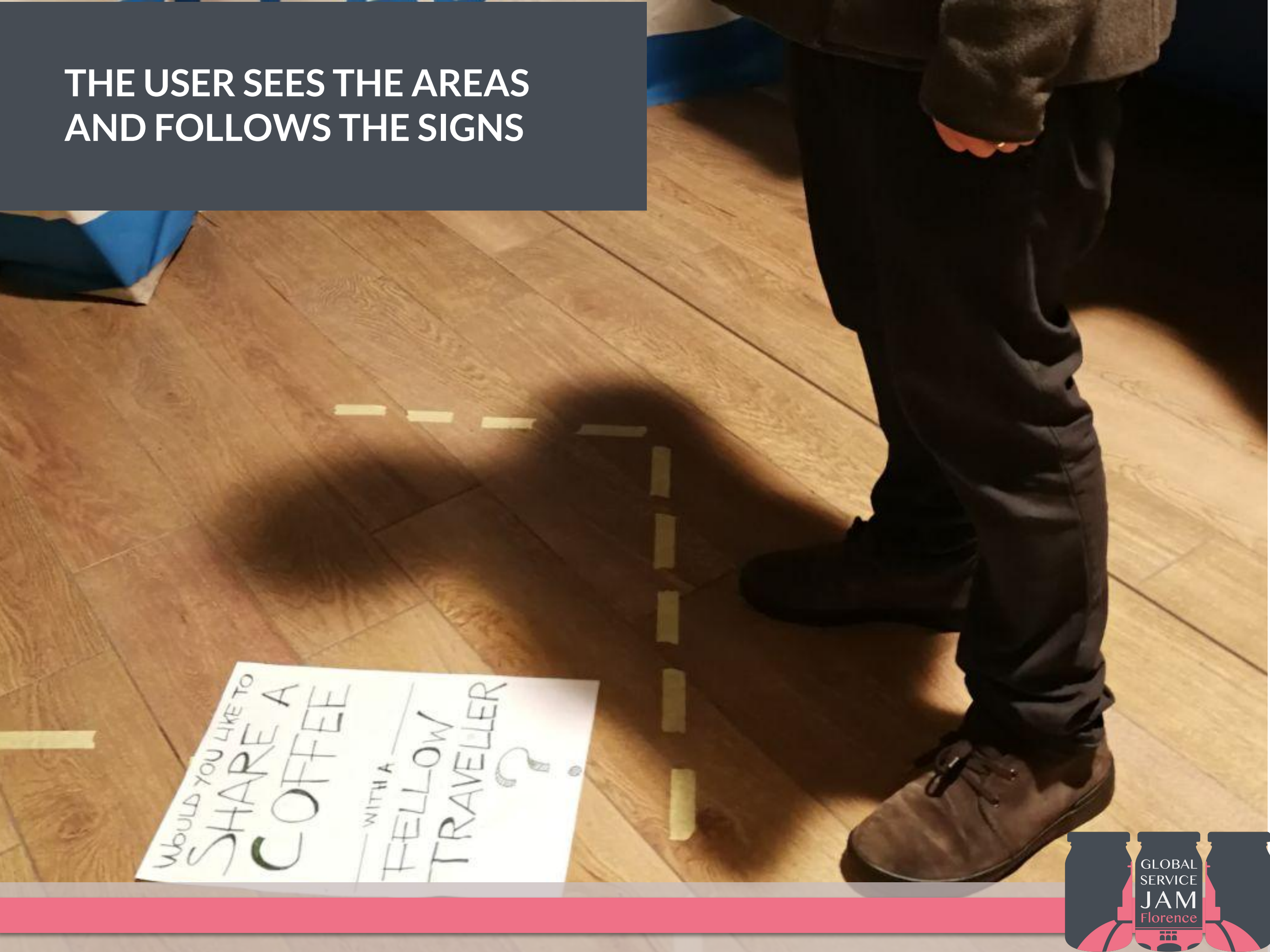


COFFEE BREA





THE USER SEES THE AREAS  
AND FOLLOWS THE SIGNS



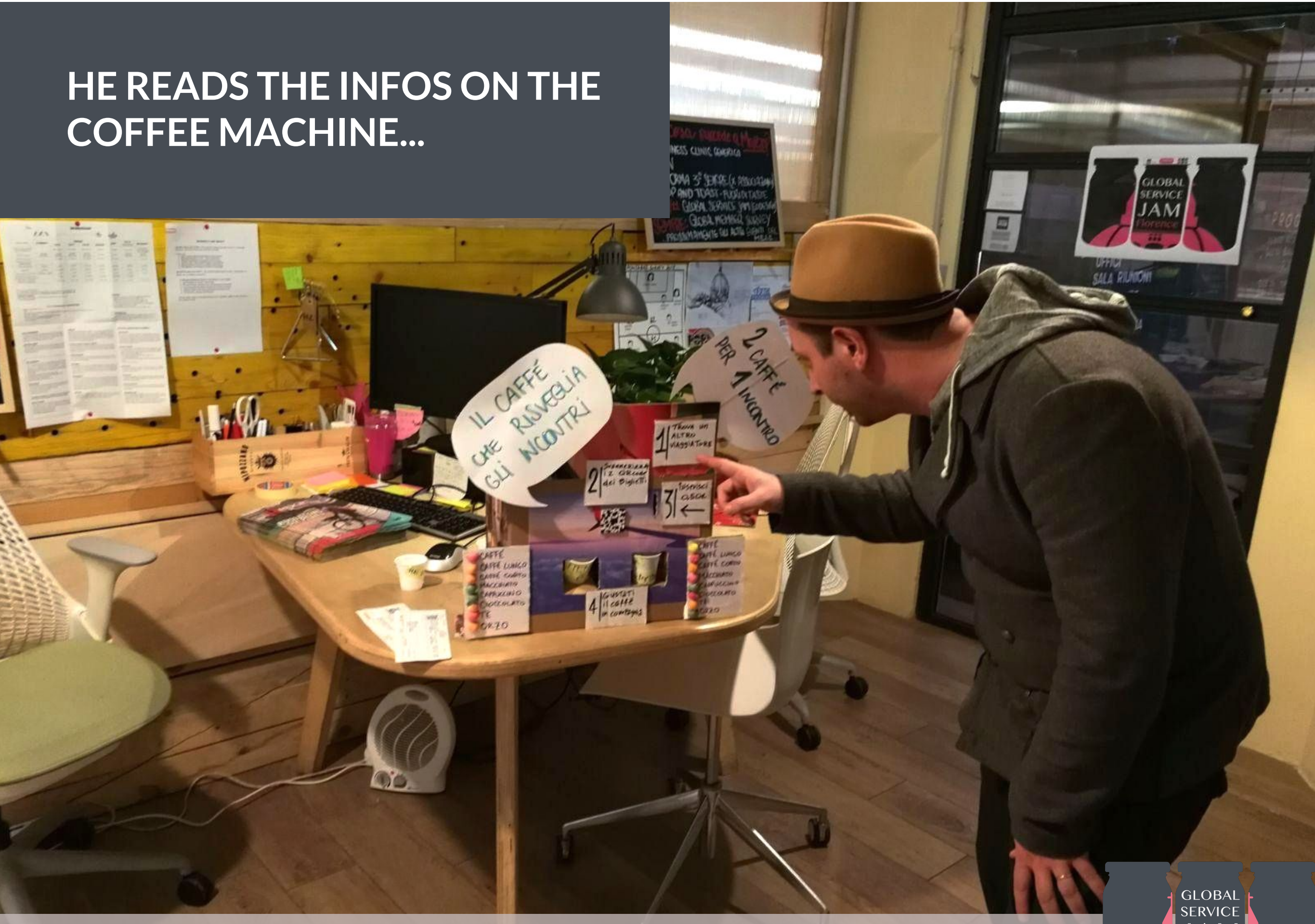


THE USER SEES THE AREAS  
AND FOLLOWS THE SIGNS





HE READS THE INFOS ON THE  
COFFEE MACHINE...





...AND GOES LOOKING FOR  
ANOTHER TRAVELLER



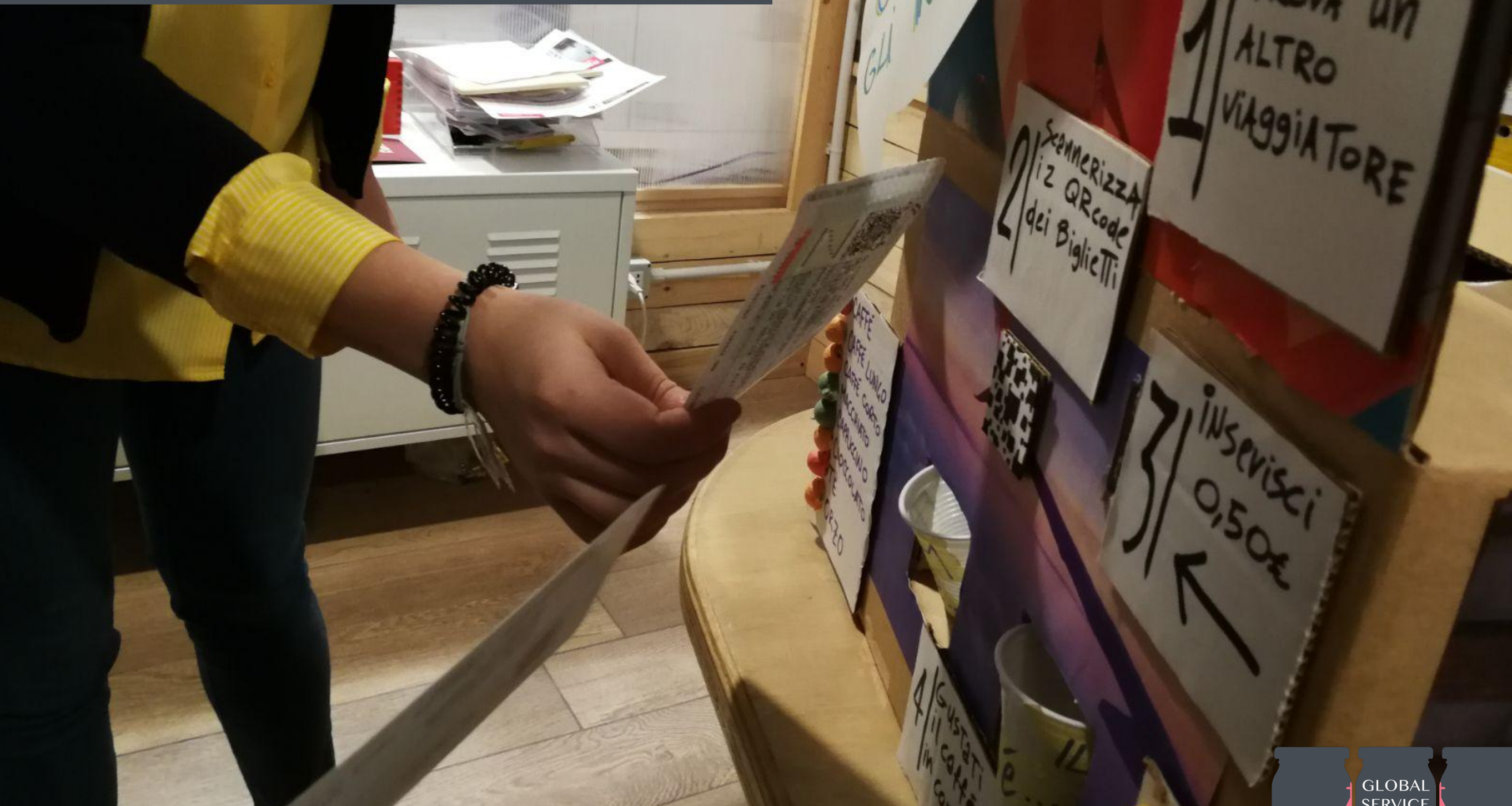


# HE EXPLAINS THE SERVICE



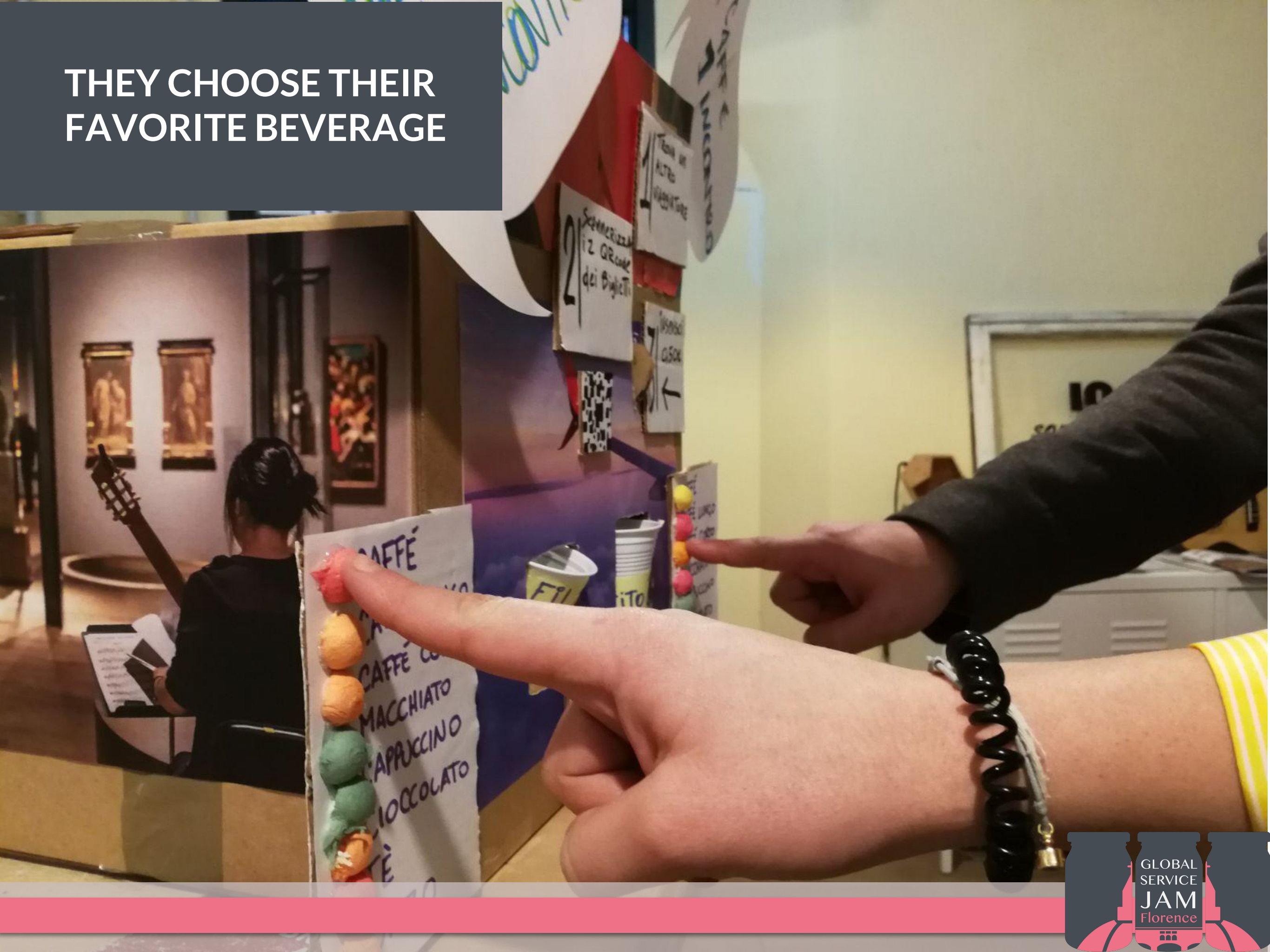


THEY SCAN THE QR CODE ON  
THEIR TICKETS





THEY CHOOSE THEIR  
FAVORITE BEVERAGE





# THE VENDING MACHINE PROMPTS A TOPIC TO BREAK THE ICE





# PROTOTYPING

IL RISULTATO  
CHE GLI INCONTRI

1 INCONTRO

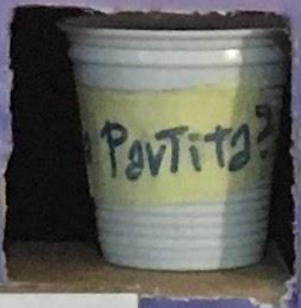
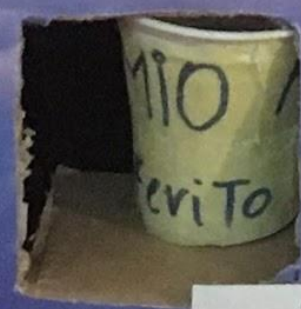
1/ TROVA UN  
ALTRO  
VIAGGIATORE

2/ Scannerizza  
il QRcode  
dei Biglietti



3/ Inserisci  
0,50€  
←

CAFFÈ  
CAFFÈ LUNGO  
CAFFÈ CORTO  
MACCHIATO  
CAPPUCCINO  
CIOCCOLATO  
TÈ



4/ Gustati  
il caffè  
in compagnia

CAFFÈ  
CAFFÈ LUNGO  
CAFFÈ CORTO  
MACCHIATO  
CAPPUCCINO  
CIOCCOLATO  
TÈ







# USER TESTING





## FEEDBACKS

- It's difficult to go engage with someone you don't know. You need a dedicated space where you know other people are there for the same reason.
- It's awkward to decide who will need to pay. The coffee might be offered by the train company for brand awareness.
- Phrases based prompt are seen as a constriction, but received happily when presented as games
- The experience was generally well received by users





# TEAM



MARCO



TOMMASO



MARTA



CAROLINA



SUSANNA



DANIELE



THANKS

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