





POLITECNICO
MILANO 1863

Politecnico di Milano - School of design
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Master Degree Course, PSSD

Course: Innovation Studio
Uncertain times 2037 #HIGHEREDUCATION
A.Y. 2020-2021

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Team Member



ZHANG WEIXUAN

Background in Industrial design.

Most important contribution is the communication part and the booklet making, also participated in model making.

Team Angel, promoting teamwork and working more efficiently.



DENG JUN

Background in Advertising.

Service design lead. Organised user research and co-design sessions. Also responsible for the prototype making.

The diplomat of the team. Constantly coordinating the group to move the project forward.



BAI WEIKANG

Background in Public Art.

Head behind research, product design, modeling and rendering.

Official Analyst of the group. Help everyone to solve all problems objectively and clearly.



YAO MENGSHI

Background in Fine Art.

Early ideas and creativity, lead thinking extensions, and solve problem.

In the early stage of the project, mainly for interviews and communication design, while participating in Moka production and storyboard.



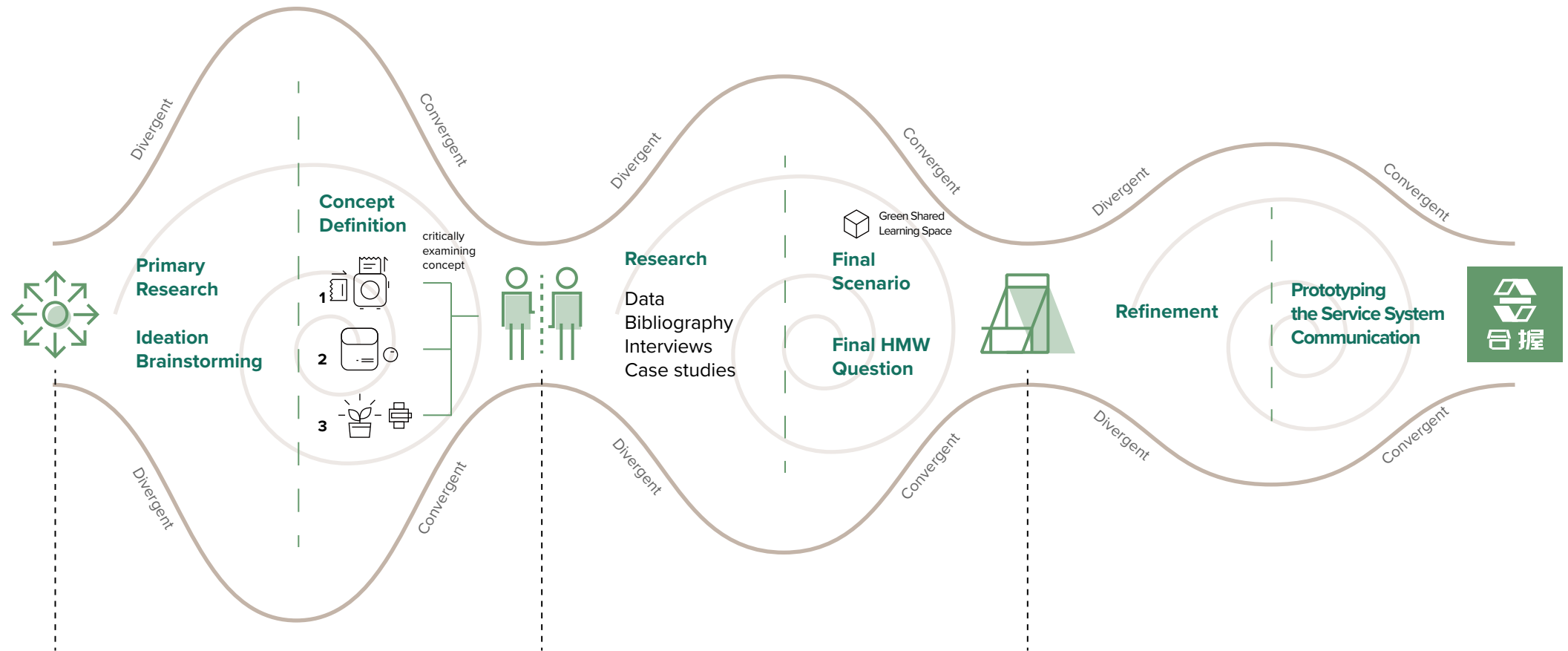
HAI SHUANGLONG

Background in Industrial design.

Creative lead. Provide ideas and take charge in making prototypes and video.

Creative thinker and Pay attention to the details of the design.

Design Process



Uncertain times 2037
#HIGHEREDUCATION

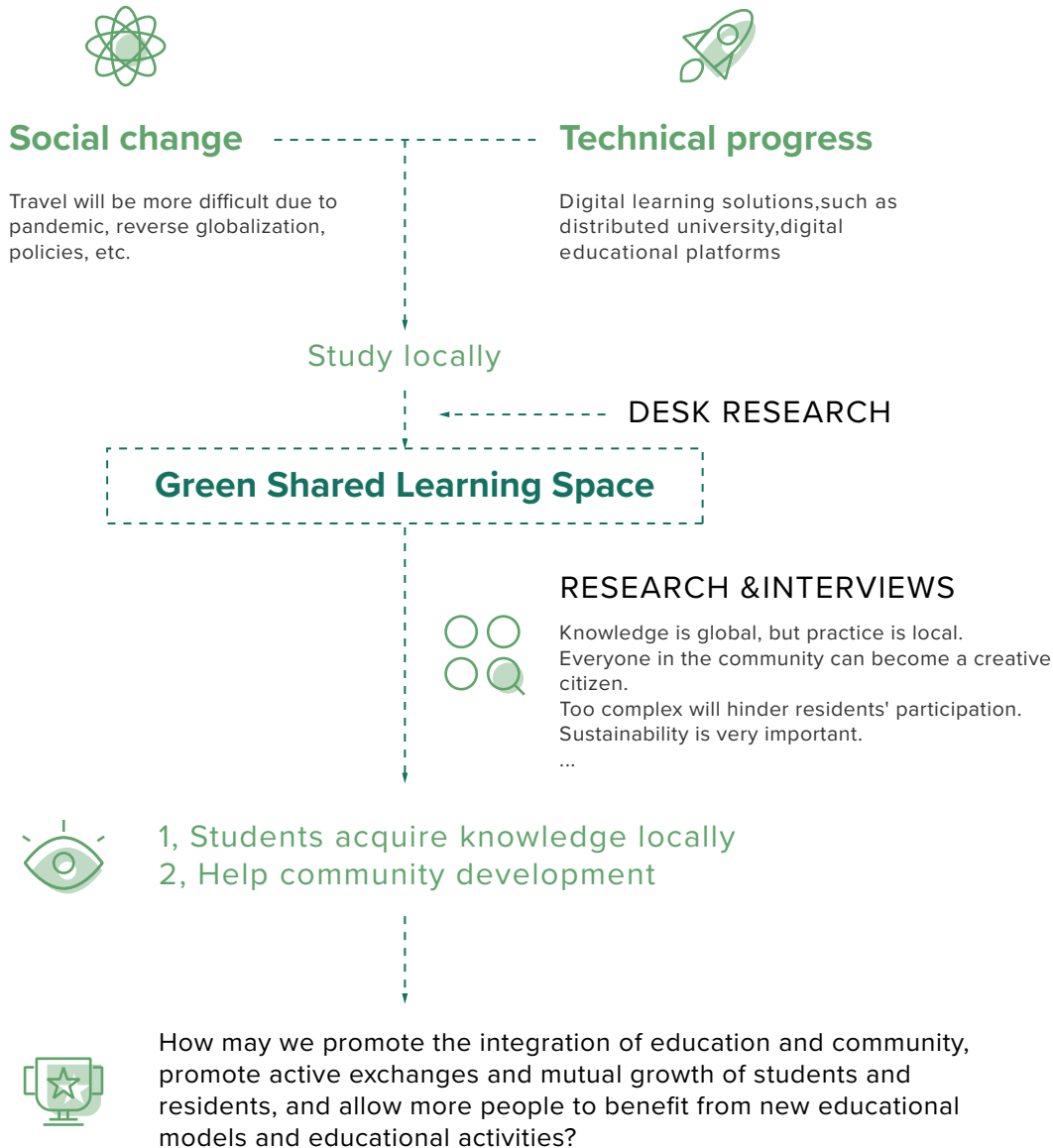
We are committed to:
Education, which is not just theoretical
education, but education in the relationship
with local problems.

the Final Concept:
A "wall" to facilitate communication
between students and residents.

SCENARIO



Opportunity Area



In 2037, in China, due to the perennial severe restrictions on the pandemic and extreme weather, residents' income will generally decline, and the proportion of household investment in education in total household expenditure is expected to be lower than the current (2020) by more than 10%. **Many people can not afford to study abroad.**

At the same time, due to extreme climate change, the goal of carbon neutrality will facilitate the evolution of solutions to social problems towards that use the least resources. It is **no longer easy to study abroad.**

Anti-globalization has also resulted in **less frequent international travel.** The ongoing political confrontation between China and the United States has made it difficult for many students to obtain study visas.

However, due to the **development of technologies** such as network communication and virtual reality, it is easier to communicate and collaborate locally with people from all over the world. Digital learning solutions and online platforms will enable more students to stay local to acquire knowledge.

Through desktop research and interviews, we believe that the **Green Shared Learning Space** is a new educational model suitable for the future society. It is a way of bringing together students who are studying remotely in the same area, providing them with better learning conditions, while promoting their communication and making the learning process less lonely.

Context

BACKGROUND

In 2037, more Chinese students will need to go overseas to acquire knowledge, but due to policies such as travel restrictions and costs, they will have to stay locally for online learning. In order to solve some problems of studying alone at home, unique **green shared learning Spaces** have been formed in many cities.

NEW EDUCATION MODEL

This is an innovative educational solution for local students, through the **combination of network technology and offline support** to provide learning opportunities **based on the local community**. Students will acquire knowledge spontaneously and flexibly, time and place are no longer obstacles to learning. At the same time, Students will also continue to seek opportunities locally and increase their links to the community. Students will devote themselves to combining global knowledge with local practice and benefit from it.

FOR WHOM

1. **Local students** who have passed the registration of a foreign university but cannot study abroad due to travel restrictions, expenses and other reasons. Mainly for undergraduates and graduate students.
2. All local residents who want to acquire knowledge.



Context

WHAT DOES IT LOOK LIKE?



1, Based on local resources

These learning spaces are usually concentrated around some Chinese universities. Students live in old communities nearby (because of low-cost) and use the resources of local schools and communities to study and live.

The learning space has its own Shared classrooms and well-equipped facilities to support students in online courses. After registration, students can also use all the resources of the local university, including the library, equipment, and study room.



2, Flexible study plan

There will be local teachers who have been jointly certified by the education department and overseas universities to guide them in their studies.

Students are more free to customize their own learning plans. They do not need to learn instantly across time zones, but instead view online courses within the specified time.

Students can even take some local courses certified by their own school instead of online courses.



3, Students and the community grow together

This shared learning space is interdependent with the community. It is diverse and relaxed, with many changers with a global perspective. Those changers urgently need to practice and are interested in turning these communities into a source of urban innovation, they actively assume social responsibilities and feedback resources such as international knowledge to the community and society. At the same time, different learning communities are also influencing each other, and effective practices in one community will also be quickly copied to other communities.

WHAT IS THE PROBLEM?

1, **The influence of the learning space is limited**, and it is difficult to influence more residents without active publicity. In order to better achieve our goal of promoting community and educational integration, we must do our best to make the existence of the Learning Space known to all residents of the community.

2. **The learning space is not large enough.** In order to accommodate as many students as possible, the public activity area is relatively small. So usually the learning space cannot host particularly large events.



Scenario

STUDENT'S DESCRIPTION

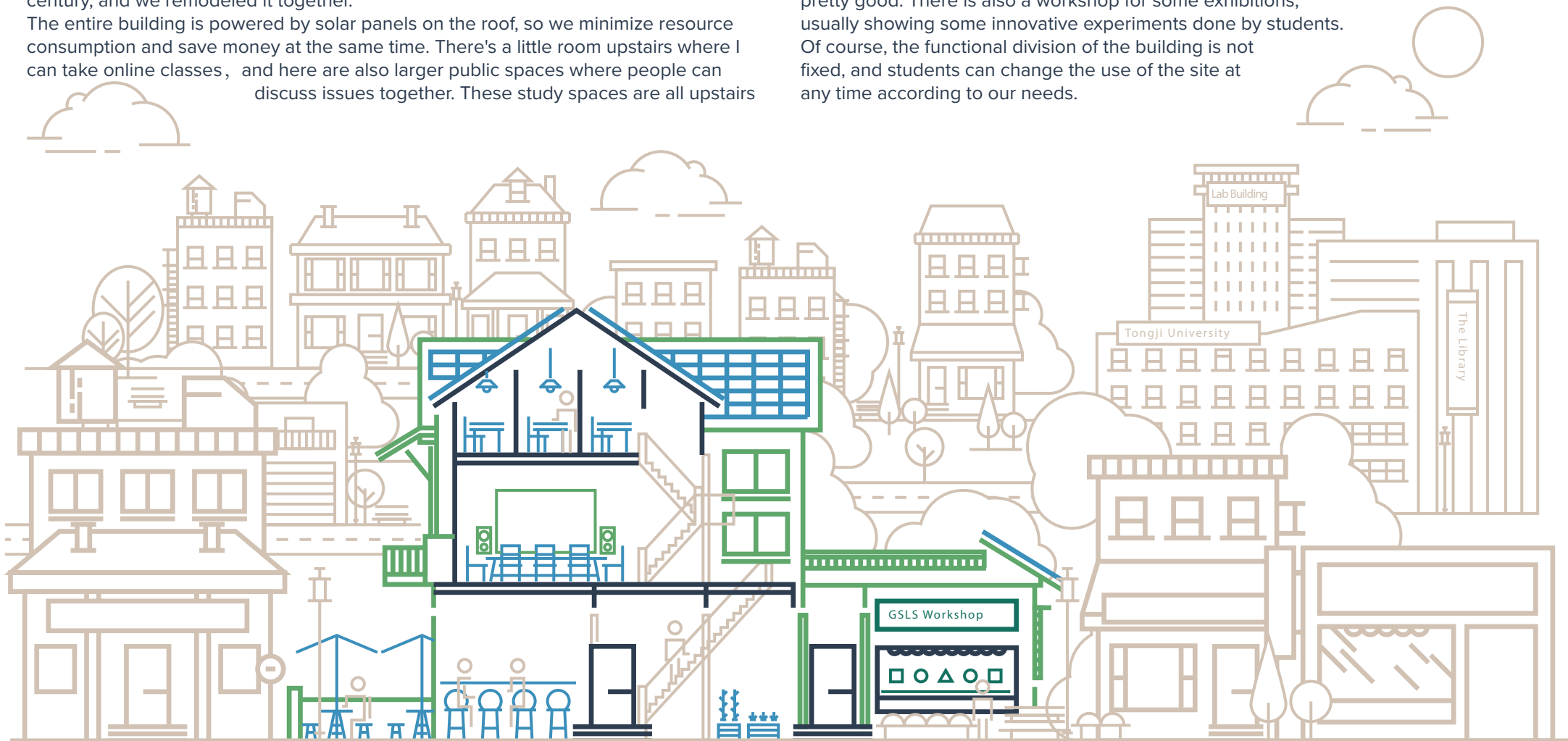
My Green Learning Space (Xi'an) is near Xi'an Jiaotong University, it's very unremarkable in an old residential area nearby. The community supported us when we came up with the idea of learning locally. It was originally an old house left over from the last century, and we remodeled it together.

The entire building is powered by solar panels on the roof, so we minimize resource consumption and save money at the same time. There's a little room upstairs where I can take online classes, and here are also larger public spaces where people can discuss issues together. These study spaces are all upstairs

and are more private than downstairs.

On the first floor is a reception room open to all community residents, where students and residents can engage in some community activities. The drinks we serve here are pretty good. There is also a workshop for some exhibitions, usually showing some innovative experiments done by students.

Of course, the functional division of the building is not fixed, and students can change the use of the site at any time according to our needs.



Scenario

It is very close to Xi'an Jiaotong University. After certification, we can also use some laboratories and facilities of the university as long as we make an appointment. At the same time, we will also go to some local courses.

We study in the Learning Space and live nearby. The infrastructure here is very good, because it is close to residential areas, so we can get cheap accommodation. I think we are fully integrated into the community, hanging out here, going to the market to buy local ingredients, and having more communication with the residents.

There are all kinds of people living here who also want to make

the community better. Residents have free access to learning spaces and take part in some open classes. The community is a natural interdisciplinary place where trial and error can occur for any project.

I am very happy to study and live here. I also hope that I can contribute more to the local community. With this ideal learning model, more and more people will join us to learn together and promote community innovation together.



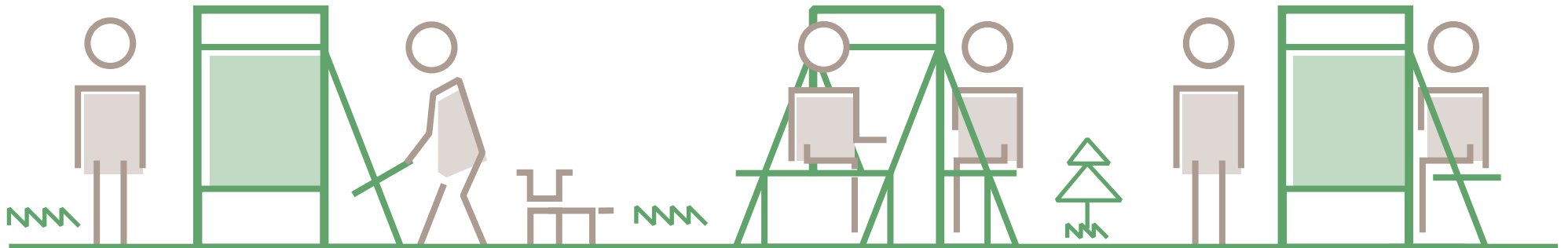
How we achieve it with Hewall?

We have designed a **product service system**, with the **Communication wall** as the main carrier that can promote communication, to encourage more interaction between students and community residents, to address some of the real-world problems faced by students studying in the Green Shared Learning Space.

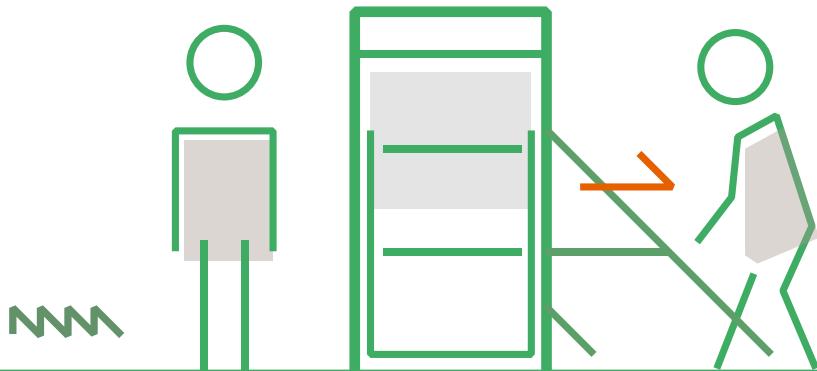
The Communication wall is **both symbolic and practical** at the same time. Users can lower stools on either side of the wall to sit and interact with each other. Symbolically, it calls for increased links and collaborative innovation between people by breaking down a wall to facilitate communication.

At the same time, it provides a series of solutions for students to organize activities. In addition, leaving it in the community is also an excellent public facility for residents to rest.

Novel product shapes can also attract more people's attention. Let more people participate in the atmosphere of collaborative innovation in higher education. So we developed a brand that fits with it, to promote the concept of future education. We hope that students will continue to increase their links with the community. Combine global knowledge with local practice and benefit more people.



THE PRODUCT



HEWALL



Provide a platform for students and community residents to communicate with each other.

Key Features

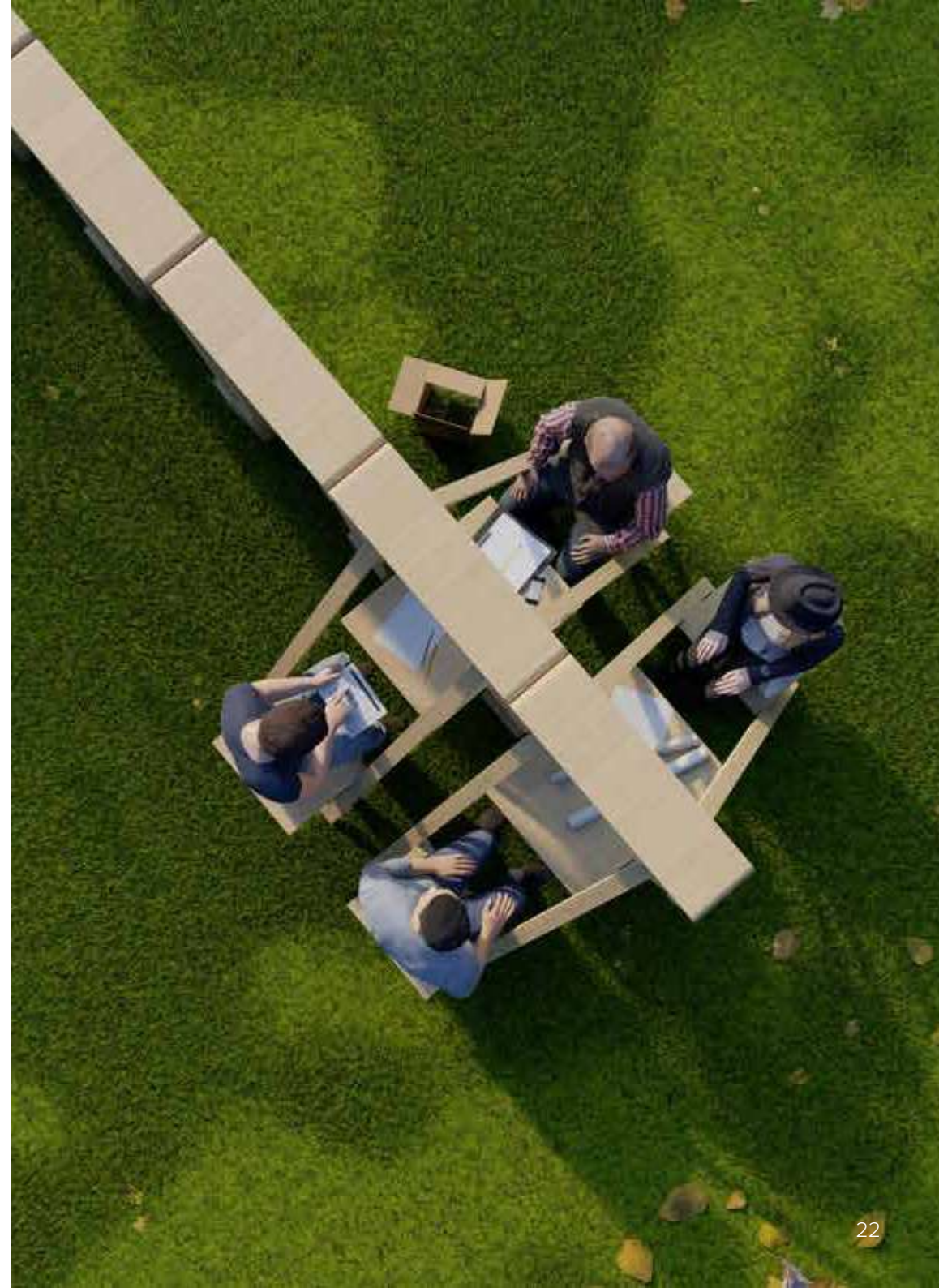
- Easy to use
- Can be removed and installed
- Interactivity
- Replacement parts for easy maintenance
- Can be used for a long time after installation



Specifications

HEWALL will build a new way of interaction between college students and community residents.

A themed activity will be the beginning of the service, and students and community residents will draw a distance from each other by installing and using products together, which is conducive to building a long-term cooperative communication relationship. Just like HEWALL will continue to serve the community after the event.



THE PRODUCT

COMMUNICATION



THE PRODUCT

ACTIVITY SCENE



Contextualizing



How to assemble HEWALL

The storyboard illustrates how to correctly assemble CONWALL. With the help of students and volunteers, community residents should determine the installation site of HEWALL before the event, and then the staff will complete the pre-embedding. As the first step of the activity, HEWALL will be assembled by community residents and students. The user will first take out the parts from the package, then assemble the column, top cover and pre-embedded frame into a frame, and then install the seat panel and table panel to the Inside the framework, HEWALL can be used by users.



THE PRODUCT



1. Assemble the column



2. Insert the column into the ground slot



3. Install the top cover on the column to complete the frame assembly



4. Install seat panel to frame



5. Complete the installation of the seats on both sides



6. Mount the desktop panel to the frame



7. Adjust the desktop panel to the appropriate height



8. Complete parts assembly

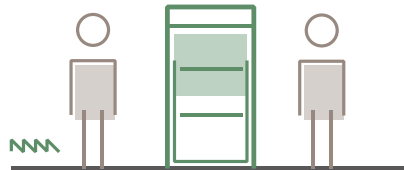


9. Put the seat panel away

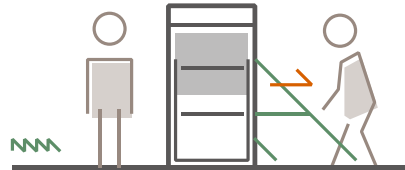


10. CONWALL assembly completed

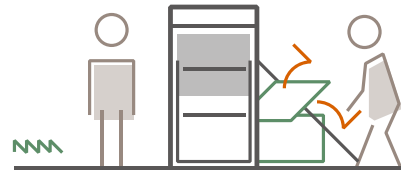
How to use HEWALL



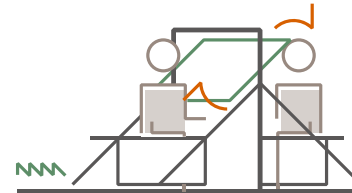
1. Select the HEWALL you like



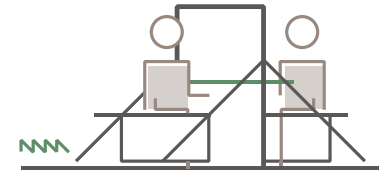
2. Pull out the seat panel



3. Flip the seat



4. Open the desktop panel



5. Start using HEWALL

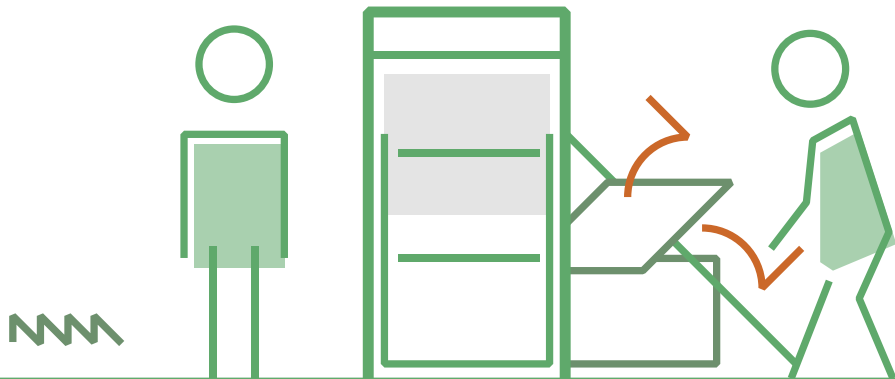


Product's Criteria

- Strong and stable structure to stand its ground
- Should look aesthetic and minimal- something that could be a part of the decor
- Can serve community residents as a public facility for a long time
- Suitable for community environment
- Comfortable styling
- Easy to assemble
- Easy replacement of parts
- Easy to clean
- Easy to manufacture
- Cost effective



THE SERVICE



Introduction

SERVICE CONCEPT

Our manifesto is to facilitate the exchange of knowledge and experience between university students and community residents through our PSS in order to promote their joint participation in the Green Shared Learning Centre in the 2037 scenario and to face the unknown challenges of the future together.

To boost community-wise communication, knowledge festivals with different topics will be organised on a monthly basis, participants can either upload their topics or just attend others'. HEWALL plays an important role in this event as it binds two party together.

Residents and students participating in a knowledge concert are both performers and spectators, and our products are musical instruments.

TARGET USERS

University Students

1. Who want to move the lab into the community, and /or find residents to do research.

2. Who want to use their educational background to disseminate knowledge to the residents.

3. Who have personal needs, such as career development counseling.

Community Residents

1. Who want to influence research through their own experiences.

2. Who have some personal needs, such as dietary advice.

STRATEGIES

Provide a **channel** for meeting and communication between students and residents.

Organize different topic knowledge festival each month.

Provide a platform where students and residents can upload their own activities.

GOALS

Breaking down barriers and facilitating easier the **exchange of knowledge and experience** between students and residents.

Inspire community residents to become "creative citizens" and encourage them to become a source of innovation and creativity for the University.

Enrich students' lives and provide them with face-to-face practice opportunities.

Increasing mutual trust and help each other between students and residents, redefining the relationship between community and university.

Offering

organise monthly knowledge festivals
send notification
approval activities
service in person
maintenance
HEWALL

space
policy
promotion

policy
promotion
research

**Green Shared
Learning Space**

**Residents
Commite**

University

**University
Students**

**Community
Residents**

PROVIDERS

SERVICE TO

USERS

BEFORE SERVICE INFORMATION

email notification
festival information
activities information
experiences shared by other participants
registration form

up-load them activities
warm-up materials
communiawall's location
and number

DURING SERVICE COMMUNICATION

HEWALL access rights
get involved festival & activities

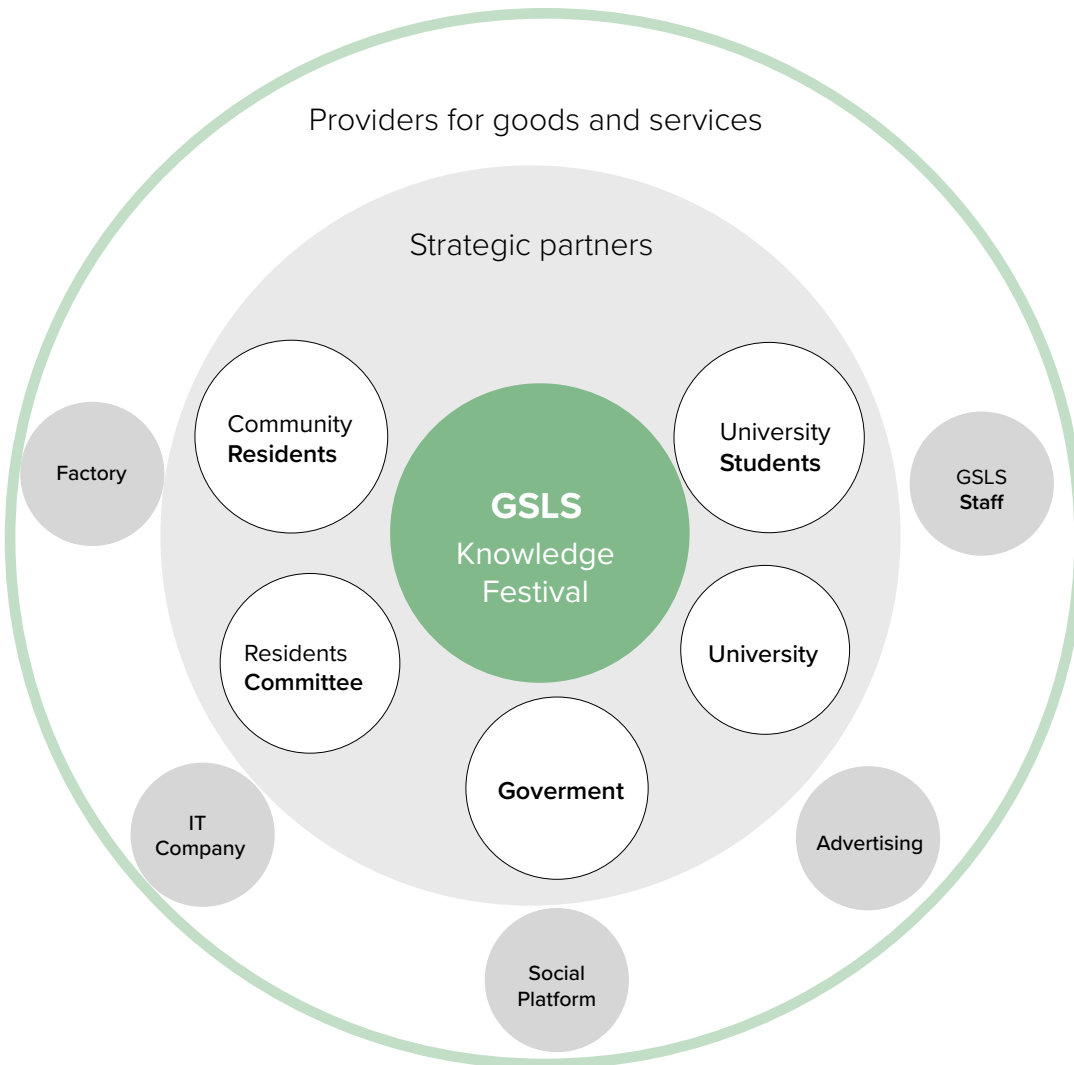
warm-up materials
service in person

AFTER SERVICE REWARDS

knowledge and experience
fridendsip
award certificates
communal facilities

Stakeholders

MAPPING



INTRODUCTION

The organization has realized the product and its service system. Communiwall owner, Department under the university. Cooperate with the community. GSLS staff are employees under GSLS.

The student of university who live around the community are the primary users of our product-service system. **Content producers, whose activities build up the monthly Knowledge Festival.** They come from different faculties and have different backgrounds, such as food engineering, architecture, design, medicine.

Community Residents who live around the university are the primary users of our product-service system. **Content producers, whose activities build up the monthly Knowledge Festival.** They all have their own identities in society/companies, such as doctors, lawyers, civil servants, scientists, etc.

The residents committee is a supporter of our PSS and assists the government in dealing with the public affairs and public welfare of the residents of the community.

The university is the founder of GSLS and is responsible for planning the development strategies, also management of the GSLS.

The government is our important partner, especially the Office of Education, GSLS achievements will be reported to the Office of Education.

GSLS staff are employees under GSLS, They will support residents and students.

THE SERVICE



GSLS

Roles

Owners of HEWALL ,Provide HEWALL and Website for students/residents.

Every month orgernize diffenrent theme Knowledge Fesitvial,Invite residents, and review activities .

Managing, transport, assist in installation and maintenance of the HEWALL.(with staff)

Motivation

Helping universities to widen the boundaries of their campuses and becoming a catalyst for the integration of communities and universities.

Contributing to the creation of the future community education scene and activating the creativity of community residents.

Build connections between students and residents and promote social harmony.

Incentives

Be a super-connector between the University and the community.

To extend GSLS to other highs in China in the future. Promote GSLS as an influential organisation.



Students/Residents

Roles

Get and browse monthly festival information.

Sign up for events with different topic every month.

Upload activity information and materials under topic of this month.

Participate in fesitval .

Motivation

Pleasure from helping other, promote a sense of social responsibility among students/residents.

Complete research project with residents.

Looking for students/residents to help solve their personal problems.

Get to know more people in the university/ community.

Incentives

Research progress, get help from residents.

Solve a problem or need, get help from students/residents.

Expand their knowledge and experience.

Obtaining a certificate in social practice.

When the Knowledge Festival is over HEWALL becomes a public facility.



University

Roles

Promote the monthly event of HEWALL on campus. Make more students know about.

Provide academic research support.

Active facilitator, strive for more policies and financial aid for the Green Shared Learning Space.

Motivation

Broaden the boundaries of universities, move laboratories into communities, and accelerate the transformation of university research innovations.

Contribute an important force to accelerate community to jointly create a future learning community scene and provide more social resources for the development of the university.

Expand students' learning and practice scenarios and provide students with a better social practice platform.

Incentives

To be a model for future higher education , realising the responsibility of higher education for society.

Enhance the influence of higher education in the society.

A larger practice platform for students .



Residents Commitee/Goverment

Roles

Promote the monthly event of HEWALL on community. Make more residents know about.

Provide space and policy support.

Financial support

Motivation

Promote young people into the community and stimulate the vitality of the community.

Build a harmonious society/learning community, and encourage the community to become a test field for university innovation.

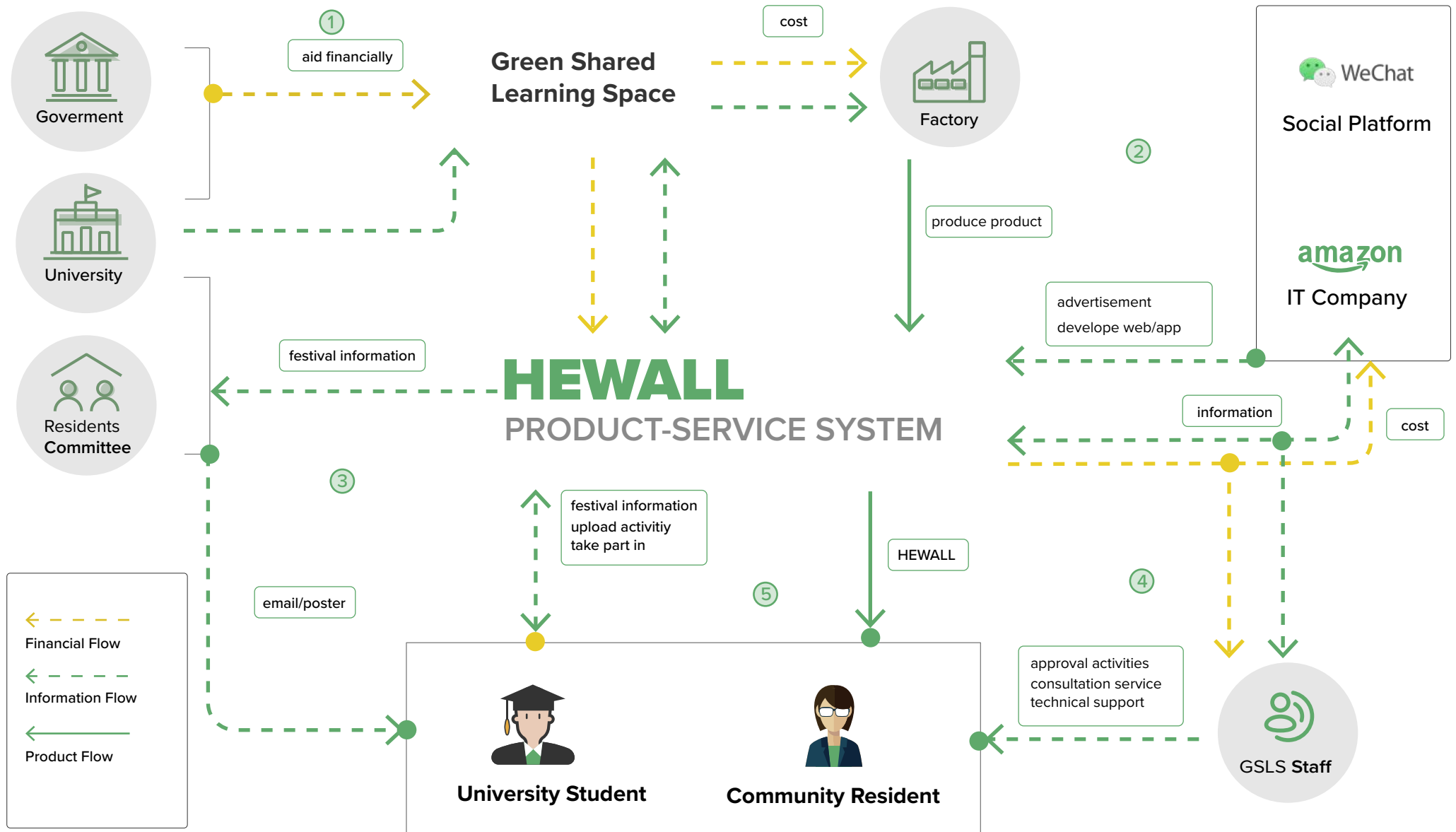
Enrich the cultural life of residents, stimulate the creativity of residents.

Incentives

The University's research resources spill over into the community. The community is no longer the terminal of innovation, but the front end of urban innovation.

The university will help the government administration to deal with the problems of the residents of the community.

System Map



Persona

Profile



Meihui Chen , 24 years old

Open mind/ Easy going/Strong curiosity

Postgraduate Student

MSc Food science

South China University of Technology
Guangzhou, China

“ Finding a suitable user to test is not easy. The Knowledge Festival will help build a bridge between me and the residents. ”

Her story

In 2037, the **rapid growth** in **food delivery** and **takeout** thanks to the **pandemic** has led to **more plastic waste** being dumped in the city's landfills. To help reduce single-use plastics, have you ever imagined eating your spoons, forks, and chopsticks after finishing your meal?

As a food science student, my recent research topic is "**Eat Your Spoons to Fight Pollution**" and "**Forks to Beat Pollution**" (she has developed Planeteers created a vegan and biodegradable edible cutlery to fight the city's mounting waste and pollution crisis.)

I want to **invite different residents** to **try out various foods** such as ramen, rice, etc., to ensure that these cutlery will not break, and to meet and enhance the user's dining experience.

She recently received an **invitation email** from the Green Shared Learning Space(G-SLS) website to promote the topic of this month's event-*Food Science Festival*. She has been looking forward to this opportunity to **move her experiments to In the community**.

Pains and needs

Her current research project needs to **find target users** for research, she tried to chat up residents eating at a restaurant, but **they were defensive**, with **only one agreeing** to the test.

She didn't want to **randomly** recruit users on the street/restaurant, which **embarrassed** her.

She usually needs to explain to residents that she's motivated with research background and she is a student to gain trust.

Goals and wishes

Reduce waste, protect the planet in 2037, and develop more sustainable diets through food science.

Need a channel and a formal "place" to easily meet residents. Like going to a coffee shop for coffee.

Find the Target user, willing to actively participate in research activities.

Build trust with residents.

Interest in 2037

#Picking up trash at the beach

#Performance Art

#Cooking at home

Persona

Profile



Johnny Zhang, 23 years old
Enthusiastic / Generous / Trustworthy

Mater Student
MPH Social medicine and health management
Shanghai Medical College of Fudan University
Shanghai, China

“ More and more people have learned a lot of health information through the Internet, but the Internet is currently full of uneven health care information. ”

His story

In 2020, social media gradually controls people's minds and is full of misinformation. The chronic diseases brought to people by the new coronavirus swept the world are becoming more and more prominent. It is imperative for people to understand the correct knowledge of medical care. He said: "as important as dealing with chronic disease, science should be at all times. I believe that I should **take an active role** in my **social responsibility**."

As a student of social medicine and health management, I am particularly interested in investigating the attitudes and behaviours of the population towards chronic diseases. I am particularly interested in investigating the attitudes and behaviours of the population towards chronic diseases, in order to **find breakthroughs in interventions** for these chronic diseases.

He recently received an **invitation email** from the Green Shared Learning Space(GSLS) website to promote the topic of this month's event-*Healthy life style Festival*. He has been looking forward to this opportunity to **meet residents**.

Pains and needs

He wanted to volunteer in the community to popularise proper health care to residents, but he could not find a platform to sign up for such volunteer activities.

He did not know how to reach these residents. He can only get research through questionnaires and ask his classmates to help him forward the questionnaires.

But this form of research is very subjective, and he cannot observe the expressions of some residents.

He wasn't sure that participating in the Knowledge Festival would really help him.

Goals and wishes

A platform that can help him connect residents who want a healthy lifestyle.

Completing his research smoothly, face-to-face communication,

Through multiple dimensions to understand the attitudes and behaviors of residents.

To learn about the experiences of others who have participated in the Knowledge Festival.

Interest in 2023

#Public speaking

#NGO

Persona

Profile



Jenny Chen, 32 years old
Enthusiastic / Generous / Trustworthy

Resident
Marketing Director @ Start-up
NIO (Electric Vehicles)
Lived near CUHK for 30 years

“ Making city life better, easier and happier is my greatest will. The development of new vehicles for young consumers is a major strategy for our company. ”

Her story

In 2037, the carbon dioxide emitted by traditional transportation continues to pollute the earth's environment, we continue to develop the next generation of transformative transportation methods to protect our natural environment, NIO, as a leader in the new energy vehicle industry, is working on the industrial revolution 5.0.

I grew up in the community next to the Chinese University of Hong Kong, and living here I see new student faces every day, which makes me feel youthful and energetic. Now I am a marketing director of a start-up company and I have recently been researching new energy vehicles that are more suitable for the younger generation. Although I have collected a lot of desktop research data, I would like to talk to some university students face to face to gain more insight.

I would also like to use my work experience to offer advice to university students on career planning and development.

Pains and needs

She would like to meet face-to-face with university students to investigate the latest market insights, but she doesn't know what channels she can use to invite them to participate.

She would also like to use her work experience to help students get a better career, but she can't find an opportunity to do so.

She wanted to close the distance between her and the university, she thought she was just passing by it every day on her way to work and there was no real interaction.

Goals and wishes

Learn more about the development trend of new energy vehicles.

A new form of interaction with the University, more meaningful and realistic interactions with the University.

A platform that can help her connect university students to get new insights.

A platform where she can share her work experience to help university students.

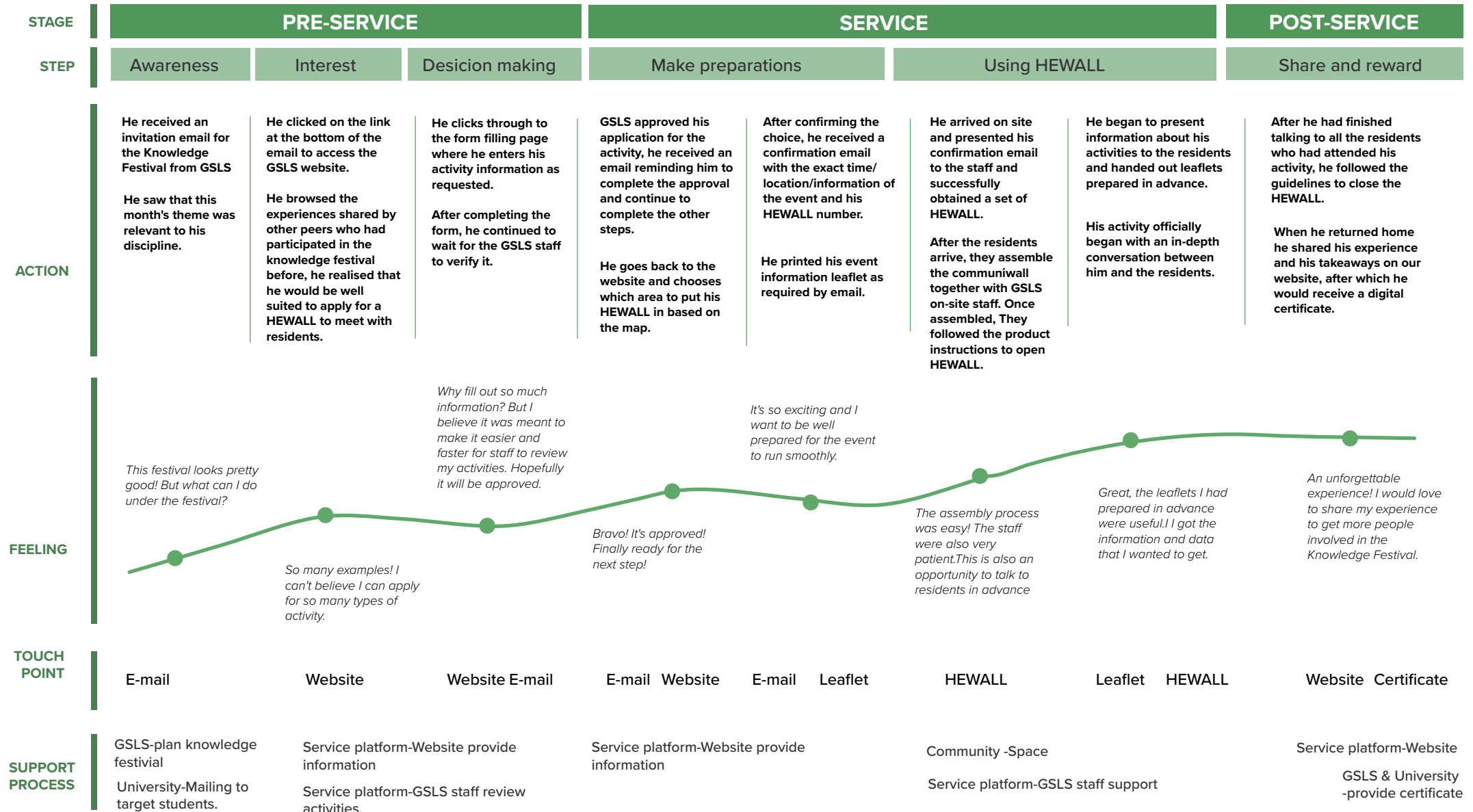
Interest in 2037

#Low carb diet

#Travel by walking

#Information on the 5.0 Industrial Revolution

Journey Map



Persona

Profile



Wenxi Liao , 28 years old
Enthusiastic / Generous /Trustworthy

Resident

Associate @ Nature NGO
THE GREEN EARTH

Lived near Tongji University for 6years

“the new coronavirus will continue to spread to the natural world, and it is imperative to protect animals in the natural world.”

His story

In 2037, economic development has not brought about social progress and democratic development, and the walls of universities and communities still exist. The reason is to protect the safety of university students, but this completely turns the university into a "Utopia" with strict epidemic prevention. The measures once again cut off the connection between the university and the community.

Wenxi is a resident who lives near Tongji University. He chose to live near the university because he wants to feel more academic environment and get creative. He wants to participate in some academic activities of the university to enrich his life and get knowledge in other fields, He also wants to use his work experience to actively influence academic research, but he does not know how to participate.

Pains and needs

He wants to break down the wall between the university and the community, but he doesn't know how to do it.

He wanted to take part in the university's research activities, but he didn't know how to get involved.

He wanted to use his work experience and knowledge to help university students in need, but he didn't know how to reach them.

Goals and wishes

Variety of activities help him pass the time, also gain more knowledge and experience in other disciplines.

A platform that can help him connect university students.

Make people aware that walls shouldn't block communication.

Expand social circle, make new friends.

Interest in 2037

#Speculative design

#Travel by walking

#Healing animals in the forest

Persona

Profile



Ron HSU , 21 years old

Enthusiastic / Generous /Trustworthy

Graduating Student

**Bachelor of Business Administration
Asian Business Studies and Marketing**

The Chinese University of Hong Kong

Hong Kong,China

“ Understanding the real business environment and getting advice from professionals will help me in my career development. ”

His story

In 2037, the carbon dioxide emitted by traditional transportation continues to pollute the earth's environment, we need continue to develop the next generation of transformative transportation methods to protect our natural environment.

Recently,I finished a business planning proposal for the future mobility,and I am going to use this work to apply for an internship. So I would like to find residents who live in the community but work for commercial companies who can offer me some advice to enhance the quality of this proposal.

I am also happy to share my learning on business models and research on the latest trends in the market with those who need it.

Pains and needs

He wanted to find a professional to help him with some career development advice, but he didn't know where or who could offer him help.

He wanted to complete the social practice hours required by the school, but he didn't know where to complete an assignment.

He wants to make friends with the residents and get to know local life better, but he believes that a lack of trust can lead to deception.

Goals and wishes

A platform can help him find people in the community who can help him.

Providing rich and meaningful social practice opportunities.

Strict verification system and provision of more information on activities, giving trust to both parties

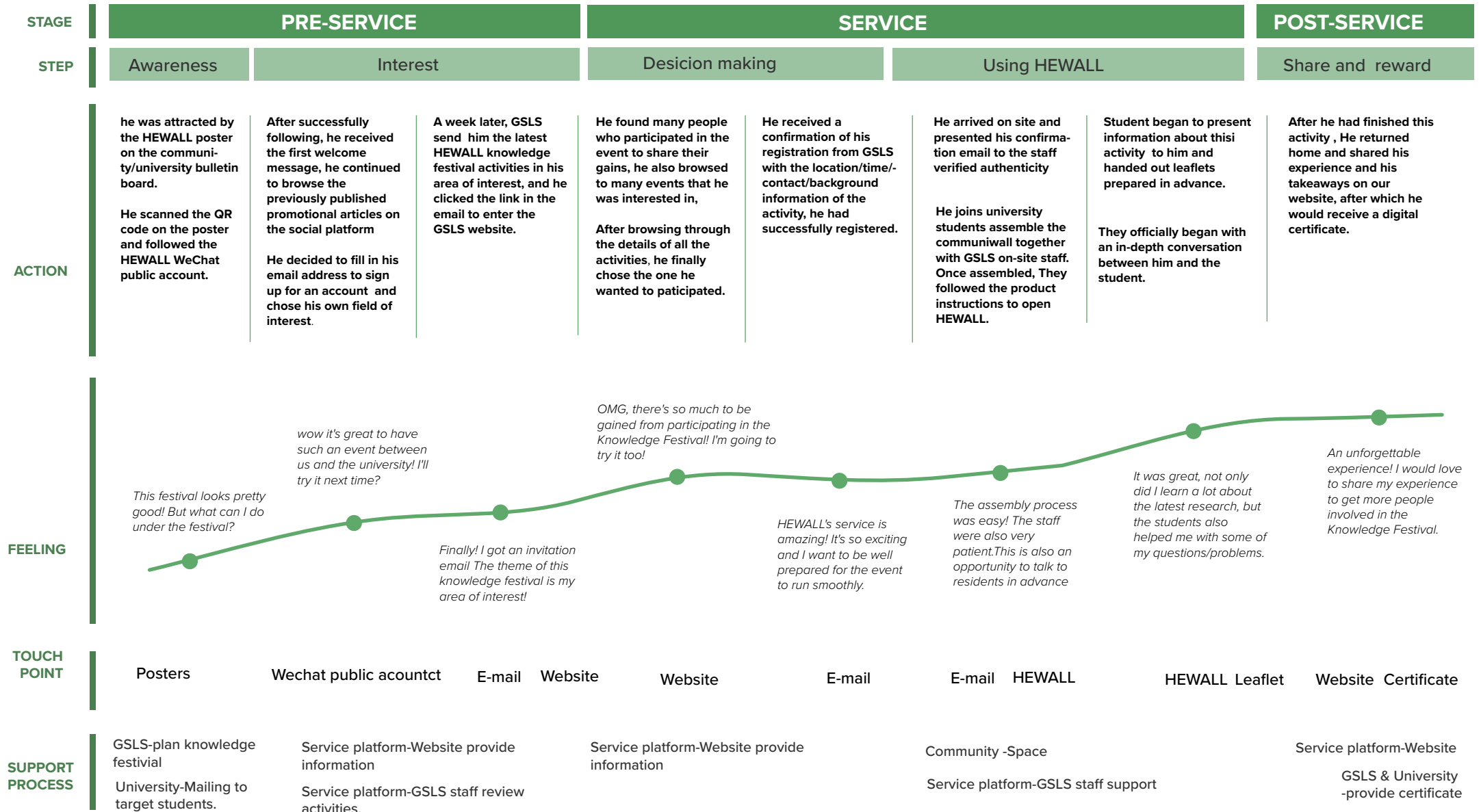
Interest in 2037

#Investigating consumer behaviors

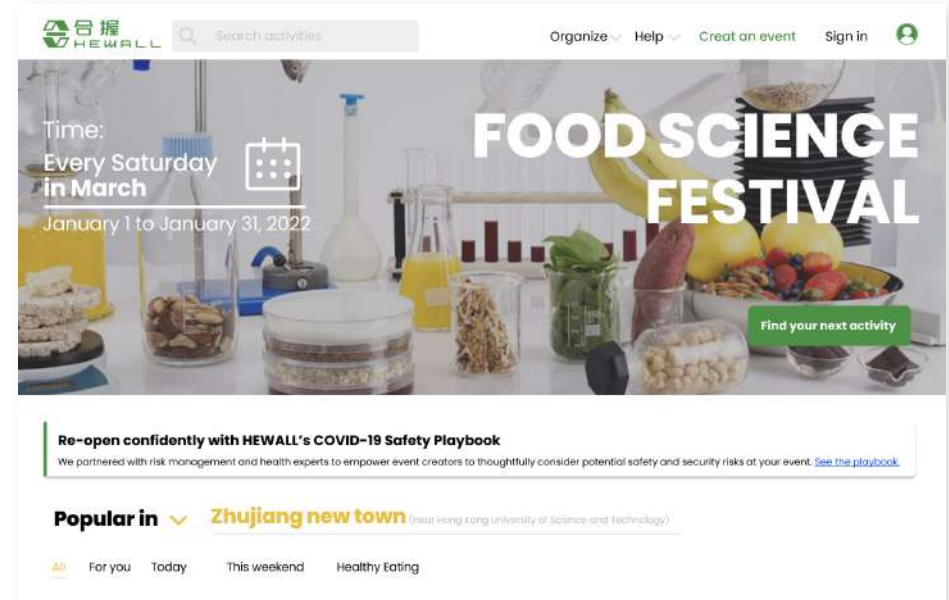
#brainstorming short-term campaigns

#Information on the 5.0 Industrial Revolution

Journey Map



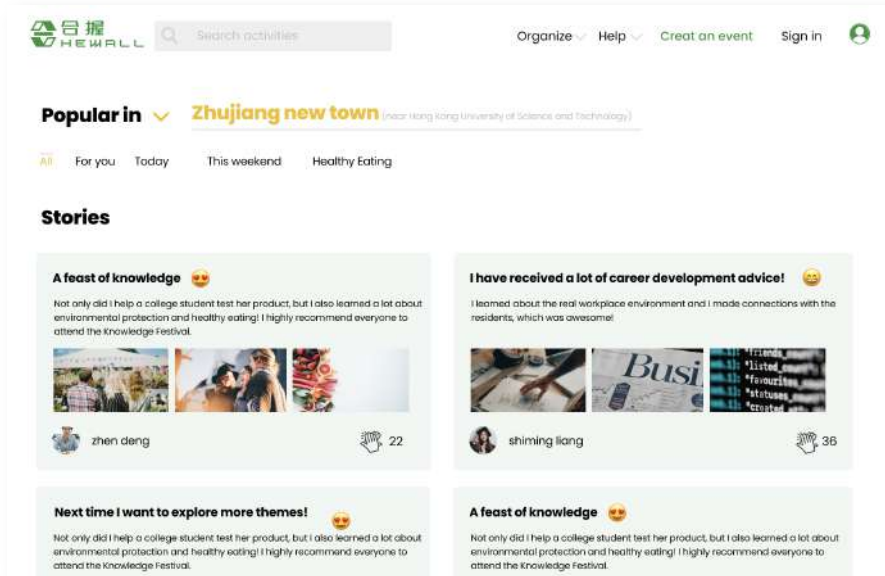
Touch Points



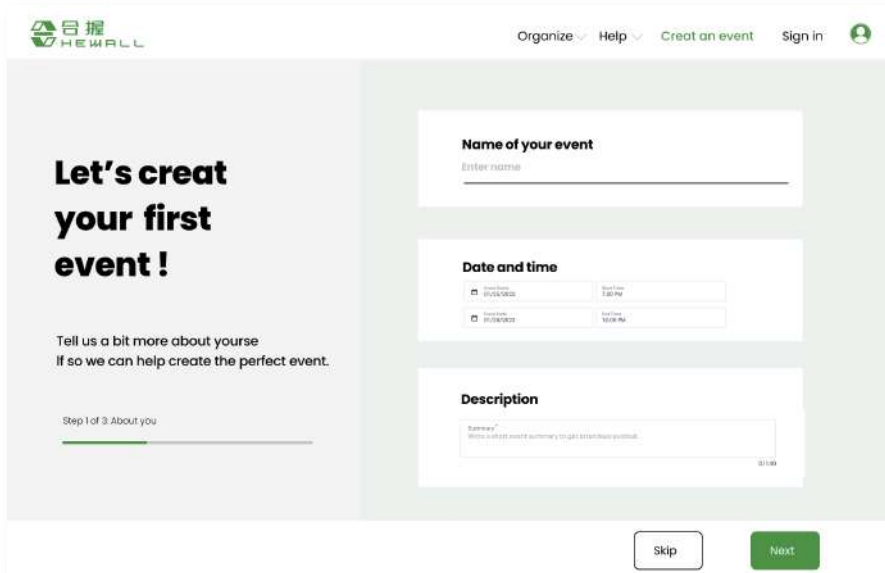
1.Website homepage

Every month we hold knowledge festivals on different topics. Both students and residents can choose to create a new event, or simply participate in an event that interests them.

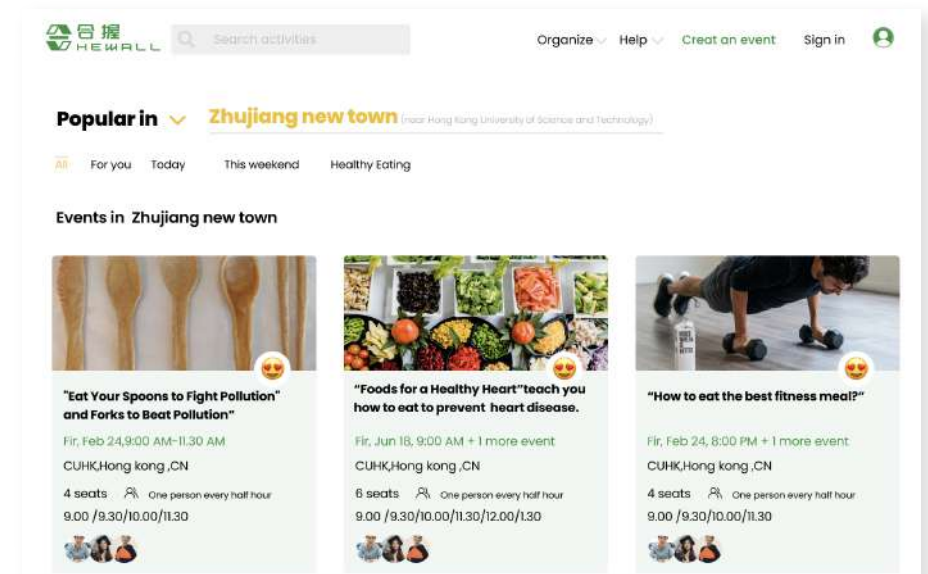
2. Get inspired by real story



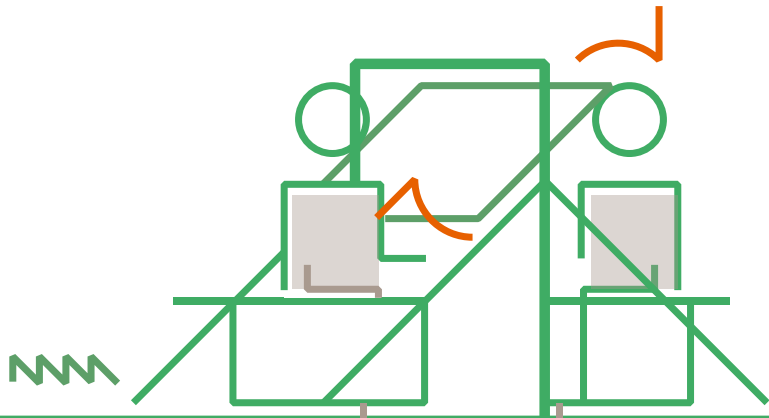
4. Create your event



3. Check out activities that interest you



COMMUNICATION



Essence



MISSION

Promote the mutual influence and growth of learning space and community, enable students to **actively interact** with residents. During in this process, turn communities into the cradle of **urban innovation** through practice, and bring **local changes** with an international perspective.



VISION

Break the boundaries between the learning space and the community, and **promote the growth of all people**. Eliminate people's physical and spiritual barriers.



ESSENCE

Linking education and community.



Naming

An **environmentally friendly brand** that changes the original community wall in a new form.

With a product that is both symbolic and functional, the aim is to establish a practical and interesting way for residents and students to **communicate**.



The brand's Chinese name is "合[hé] 握[wò]", Key words "合" means "unity", "integrate", "link", "harmony". A Chinese proverb says: Links benefits two sides ("合则两利"). "握" means shake hands. As a phrase, "合握" means a firm handshake.

The **combination of education and community** is something we will always strive for, promoting residents and students to communicate and grow together will benefit everyone.



The brand's English name is "Hewall". "合握" is pronounced "hewo", "wo" is pronounced the same as "wall", and "wall" is the form to delivering our value. So we determined the English name.

Mood Board

“ Harmonious ”

“ Joyful ”

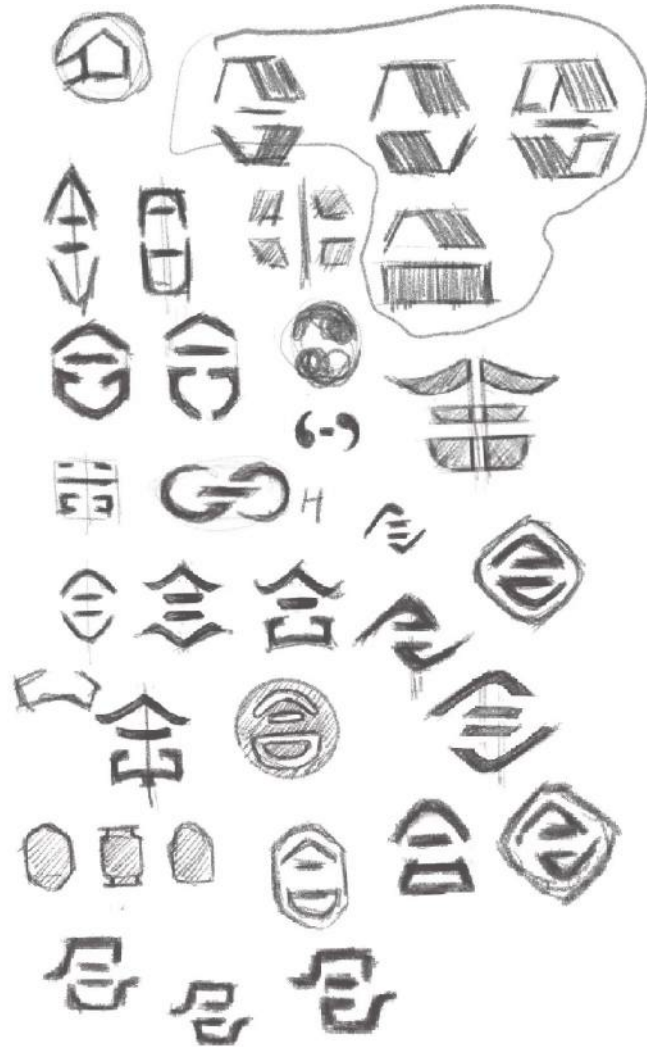
“ Unadorned ”

We created a **mood board** to take references from.
It inspired us to create a visual identity that is coherent with the aesthetic of the product and the core values of our brand.



Logo Design

DRAFT



FINALIZE



Chinese characters



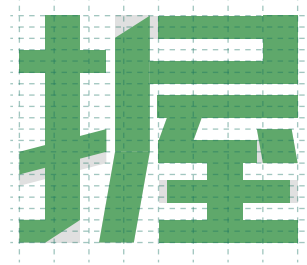
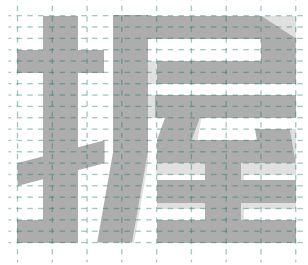
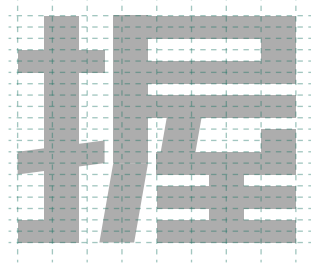
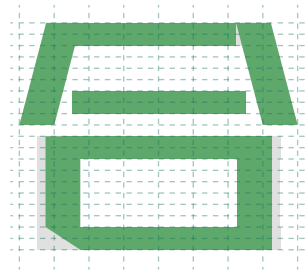
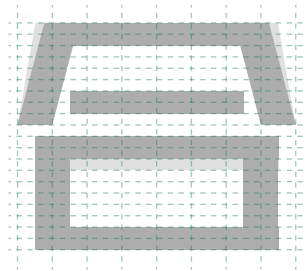
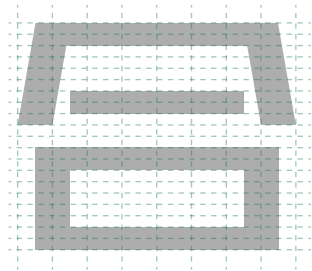
Product form
1 wall & 2 folding chair



2 sides (student + resident)
converged

Logo Design

CHINESE NAME



1, Determine the basic form: weight, structure, etc.

2, Optimization: proportion, center of gravity, etc.

3, Add the decoration.



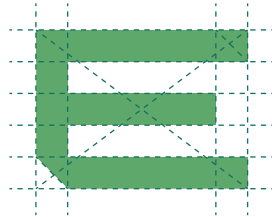
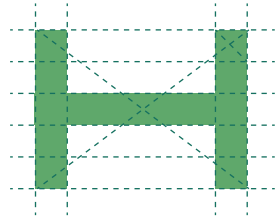
No changes in thickness: like plywood.

No curve & rounder: imitate the processing technology of the product, without using any bending molding

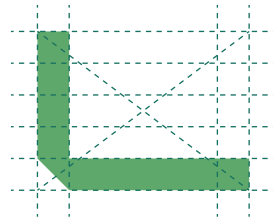
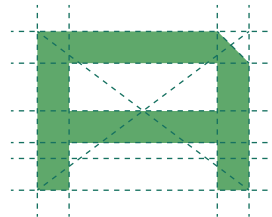
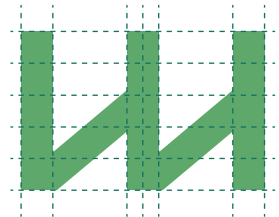
Bevel as decoration: this is a common processing method of plywood. Overall feeling: stable, harmonious and energetic.

Logo Design

ENGLISH NAME



The same style as Chinese.



COLOR PLAN



Primary color
C 66 M 17 Y 71 K 0



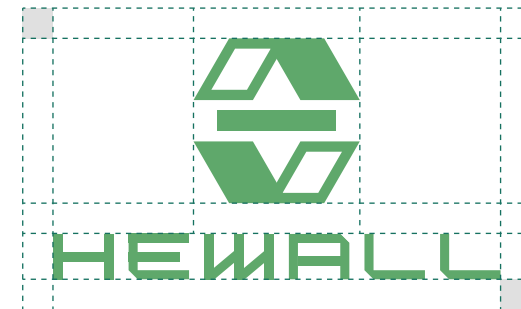
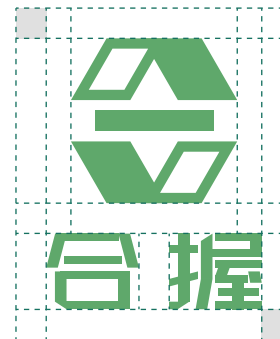
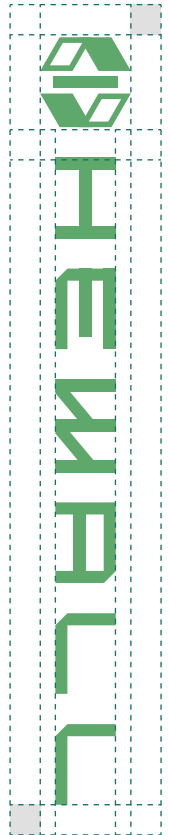
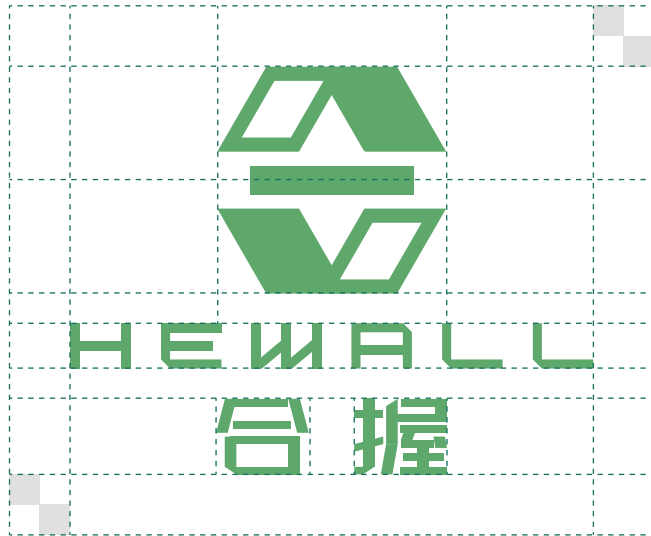
Primary color
C 20 M 24 Y 27 K 0



Secondary color
C 862 M 47 Y 69 K 6

Logo Design

SIZE REQUIREMENTS & LOGO CLEAR SPACE



Typeface

CHINESE FONTS

Founder Ruihei turns all rounded corners into **right angles**, and the overall glyph has a sense of **volume**. Compared with other fonts, Founder Ruihei is more **concise, generous and fashionable**.

把教育和社区紧密链接

方正锐黑简体 Bold

和谐、愉悦、质朴

方正锐黑简体 Extralight

通过实践让社区成为城市创新的摇篮，用国际化的视野带来局部的变化。
打破学习空间和社区之间的界限，促进所有人的成长。消除人们物理和心灵上的隔阂。

方正锐黑简体 Medium

ENGLISH FONTS

Proxima Nova (2005) bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid that combines **modern proportions with a geometric appearance**.

CONWALL

Proxima Nova bold

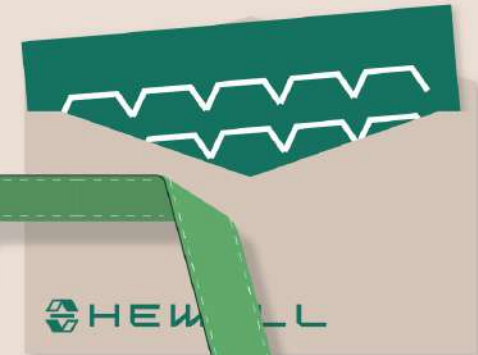
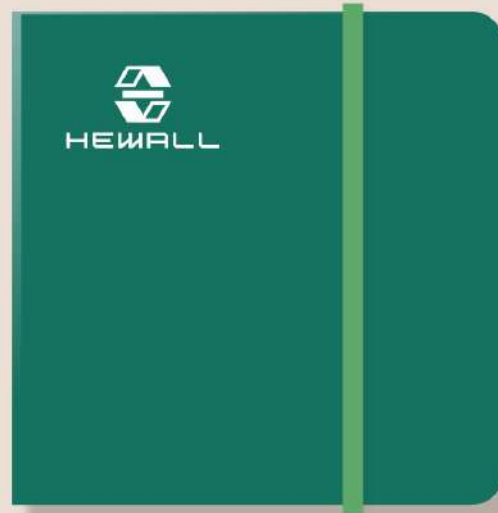
Harmonious, joyful, unadorned

Proxima Nova light

Break the boundaries between the learning space and the community, and promote the growth of all people. Eliminate people's physical and spiritual barriers.

Proxima Nova regular

Brand Application



Advertising

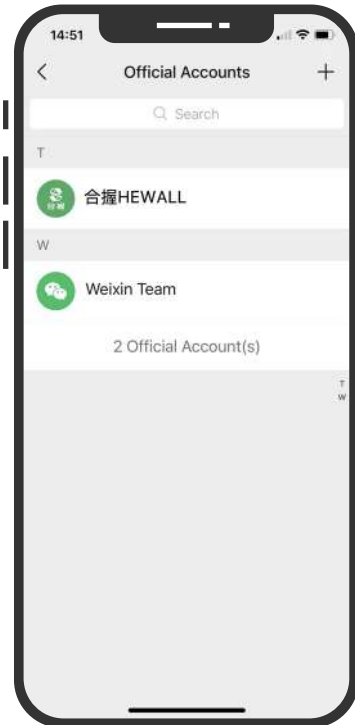


Official Accounts

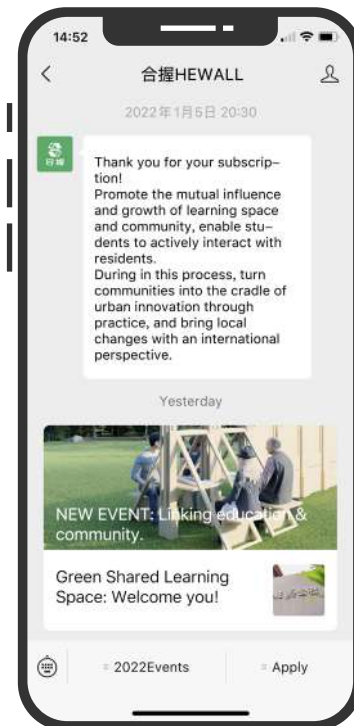
We use **wechat official accounts** as the primary social media platform to publish our activities and interact with students and residents.

Wechat official accounts is a major way for Chinese people to obtain information. We will deliver our value through daily push. Meanwhile, users can also register or consult through some buttons.

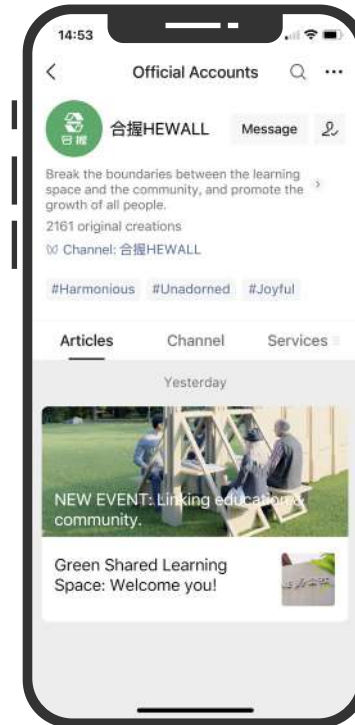
You can follow us on Wechat official accounts @合握Hewall.



Subscribe official number



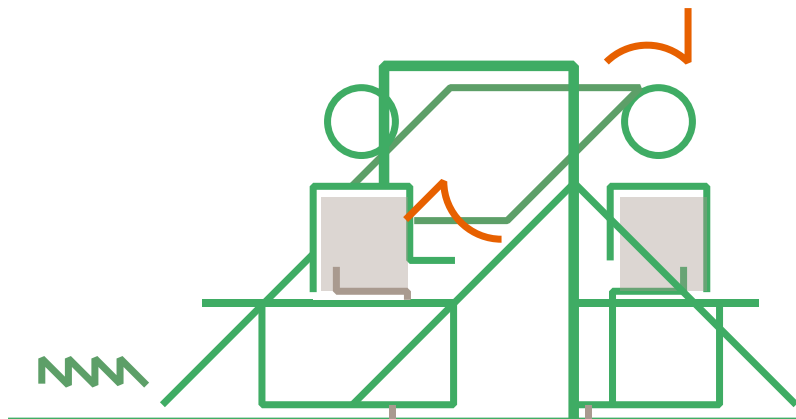
Accept push information



See more articles



ANNEX



Feld Observation



KEY TAKEAWAYS

1. In the community people spend most of their time sitting and chatting with each other.
2. As well as sitting and chatting, fun activities bring the residents together, they play chess, poker and some leisure activities.
3. There are hardly any students to be seen in the neighbourhoods near the university.

KEY TAKEAWAYS

1. In China, there is a wall between the university and the community, which is seen by the university as a way to protect the safety of the students, but on the other hand it also hinders the communication between the university and the community.
2. Particularly in the impact of the epidemic, only students were allowed to enter the campus and residents were kept out of the university.

Interview

FIRST EXPLORE WITH STUDENTS

In order to better understand the relationship between university students and the community residents nowadays, I interviewed 4 university students

1.Can you describe the latest interaction you had with a community resident near your university?

"My last interaction with the community was last weekend, I was working on my final project and my target user group was the elderly so I needed to find them and interview them. I always had to identify myself as a student and then tell them my research topic. I found a total of five random people, but only one accepted my interview request."

"My last interaction with a resident was two months ago? I'm not quite sure of the exact time anymore. I often have to walk through a neighbourhood near our university campus to reach the metro station. One day when I was walking along the road and it suddenly began to rain heavily, a resident approached me and asked if I wanted to share an umbrella, so we chatted on the way, we also have some academic discussion, he surprisingly indicated that he had some knowledge of my profession, he said he was an engineer but he had been learning something new recently. This experience was the first time that I felt that I was so close to the community."

The last time I had contact with residents was when I was volunteering (to teach residents how to sort their rubbish) at the community near my college. On the one hand, it was because the school stipulated that one must become a volunteer before graduation. On the other hand, it was because I also wanted to use some of my knowledge to help the community residents.

"I was once printing my homework at a print shop near my school. Another customer saw my homework, He thought my work was beautiful and told me that his son wanted to study design in the future. He asked me how to choose a design major, since I had to turn in an assignment to his teacher that day, I told him roughly what I knew, and he offered to help me pay for my printing, which I declined. I think I could have told him more about what I knew, if I wasn't so busy that day, I would have liked to tell him more about my experience. I haven't seen him since."

2.Describe how you generally interact with residents?

Randomly strike up a conversation at anywhere.

When doing volunteer work.

3.Describe the difficulties you faced in communicating with the residents?

Most of the time I don't know how to contact these residents. Usually I go directly to places where my target audience is likely to be, such as community gardens, or try to contact them on online forums. Both of which have a high failure rate and difficult to stay in touch.

Lack of a formal atmosphere, like going to a café for coffee. The random user interviews on the streets sometimes left me feeling awkward and would be rejected outright by the residents. They would say they didn't have time or show a face that Or questioning my motives.

It is very important to build mutual trust. When being randomly chatted up by an unknown resident on some occasions, I'll think of protecting my personal privacy at first, and then judge whether the stranger is a kind person based on how he talks.

Interview

There are few avenues for me to reach residents right now. I can only reach out to the residents through volunteer activities, but I am not really interested in the theme of each activity. I would like to help the residents in a more diversified way, preferably through activities related to my profession.

FIRST EXPLORE WITH RESIDENTS

In order to better understand the relationship between university students and the community residents nowadays, I interviewed 4 community residents.

1.Can you describe the latest interaction you had with a university students near your community?

"I don't think there is much interaction between me and the people in the university. Chinese universities are more of a closed environment, especially with the epidemic, and before there were many people from the community who had access to our university campus, now only students are allowed to enter."

"I've lived here for almost twenty years, although close to the university, I haven't any connections with the students. Before I was able to go to the campus and see the exhibitions, but now I can't get into the campus because of the covid. so if I had the chance, I'd still quite like to have close connections with them, maybe they could answer some of my questions."

Almost no contact. But I'm quite interested in learning about their current academic research because I live alone and I'm still bored on weekends. It would be nice if there were some lectures or workshops that I could attend, as society is developing so fast nowadays, I'm still quite interested in learning more about new things.

Once when I was in a coffee shop getting coffee, two female college students suddenly approached me and said they were college students from a nearby university. They are studying how consumers buy coffee. Then they asked me if I was willing to accept their survey. I hesitated, but after seeing their student card, I accepted their interview. Since I am also a student here, I can quite understand them, and I think these studies are very interesting, and I can learn a lot of new ideas from their mouth.

2.Describe how you generally interact with residents?

Go to the school to see the exhibition.

Go to school to listen to public lectures.

Randomly strike up a conversation at anywhere.

3.Describe the difficulties you faced in communicating with the residents?

I want make friends with university students, but I don't even know how to communicate with the students, we are two parallel worlds.

I think we lack some opportunities (channels) to contact students, such as university open classes or exhibitions. These forms of activities will give us the opportunity to communicate with students face-to-face. But now due to the impact of the epidemic, these events held on campus have been canceled.

In my spare time, I am also willing to help students complete their research, but I do not know how to participate, nor do I know when they need.

Interview

KEY TAKEAWAYS

1.They lack a bridge(A formal occasion)to connect them

They both have a positive attitude and want to increase interaction with each other. But right now they don't have a suitable channel to connect them. Their existing methods of communication are random anywhere conversations/volunteering in the community or exhibitions and open classes on campus. Especially after the pandemic, residents are unable to enter the campus, which makes them even more alienated.

2.The exchange of knowledge and experiences is the main purpose of communication

The motivation for their communication is to acquire new knowledge and useful experience. They don't need a chance for chitchat, knowledge and experience are the main purpose of attracting them to communicate. Students have professional subject knowledge and cutting-edge research support. Residents have rich experience in social practice, as well as experience in daily life.

3.They also need an atmosphere, (like a concert, where beautiful sounds bring them together)

They also need certain events that can capture their interest and bring them together, such as a master piano concert, and they all know and love the master player and the wonderful music he plays. Another metaphor is a university club, where all kinds of interesting clubs draw like-minded students together.

4.Building trust is important

Trust is an important factor affecting their communication. But this is not the most difficult thing to achieve. They just need to identify each other's identity and the purpose of communication. This is not only the most basic requirement. Building trust can also make their communication smoother.

CO-Design

AIM

Use figma's pre-prepared engagement tools to attract users to develop services and provide feedback to improve the user experience of PSS.

STEP 1. After listening to my introduction to existing services, would you use our PSS if given the chance?

Q: 听完我的介绍，你将来会有兴趣参加这项服务吗？

	有机会我会参加	I will take part in		我有一个建议..... I have some advice...
	我认为这个服务不能满足我的需求	I don't think this service meets my needs		我有一些疑惑.....
	我认为这个服务跟我没有关系	I don't think this service has anything to do with me		

They all expressed their interest in using our PSS in the future, but they also gave some valuable comments.

*"I want to make sure that this product and service can meet my needs and bring me benefits before using it.
You can do some posters early on to show users some examples of what they can do and what they can get."*

"There must be certain Filtering mechanisms and participation thresholds. make sure professionals don't feel like they're wasting their time."

"I don't know what I can get from this activity until I experience it? Maybe trying new things is a bit of an anxiety for me. Before the event I want to make it clear that I can benefit from this event."

"Be aware of privacy issues."

"How do you quickly build trust when you first meet residents?"

CO-Design

STEP 2. Define potential activities

First, give them some references to potential activities

Then let them write what they want to do with each other using our PSS



"I need to learn about the customs and culture of the local community for my design projects."

"I want to find out if there are any residents in the community who work for game companies? Because I want to become a game designer after graduation, I want to know what the real working environment and work content of a game company is like, so that I can fully prepare."

"I want to investigate residents' attitudes, knowledge and behaviors towards certain diseases. Hence, we can understand the current situation and understand what residents' needs are. Then we can conduct popular science or research on relevant diseases for them based on the findings. And then introduce an intervention method to positively influence their attitude towards disease."

"I run a startup company in this community. Now my company's development has encountered some bottlenecks. I don't know how to change my company. I hope to consult the university's business researchers for innovation strategies."

"I am very interested in the field of design aesthetics, and I want to know some design knowledge."

"I want to chat more with college students, understand their thinking, and open up my mind."

"I was quarantined at home during the epidemic. I feel that my mentality is very bad. I need to find a psychologist to help me with psychological counseling."

CO-Design

THE ITERATION

1. Write down your experience of participating in the event and give it to other users who participate in our PSS for the first time.
2. Add GSLS employee approval process. Users need to fill in completely their own activity information before they can apply to hold events at the Knowledge Festival.
3. Show users detailed information about each activity, reducing user anxiety and distrust.
4. Increase the leaflet of each activity background introduction, so that residents and students can quickly understand each other and the activity background.
5. After the activity end, each participant will be rewarded with a certificate.

IDENTIFY TARGET USERS

University Students

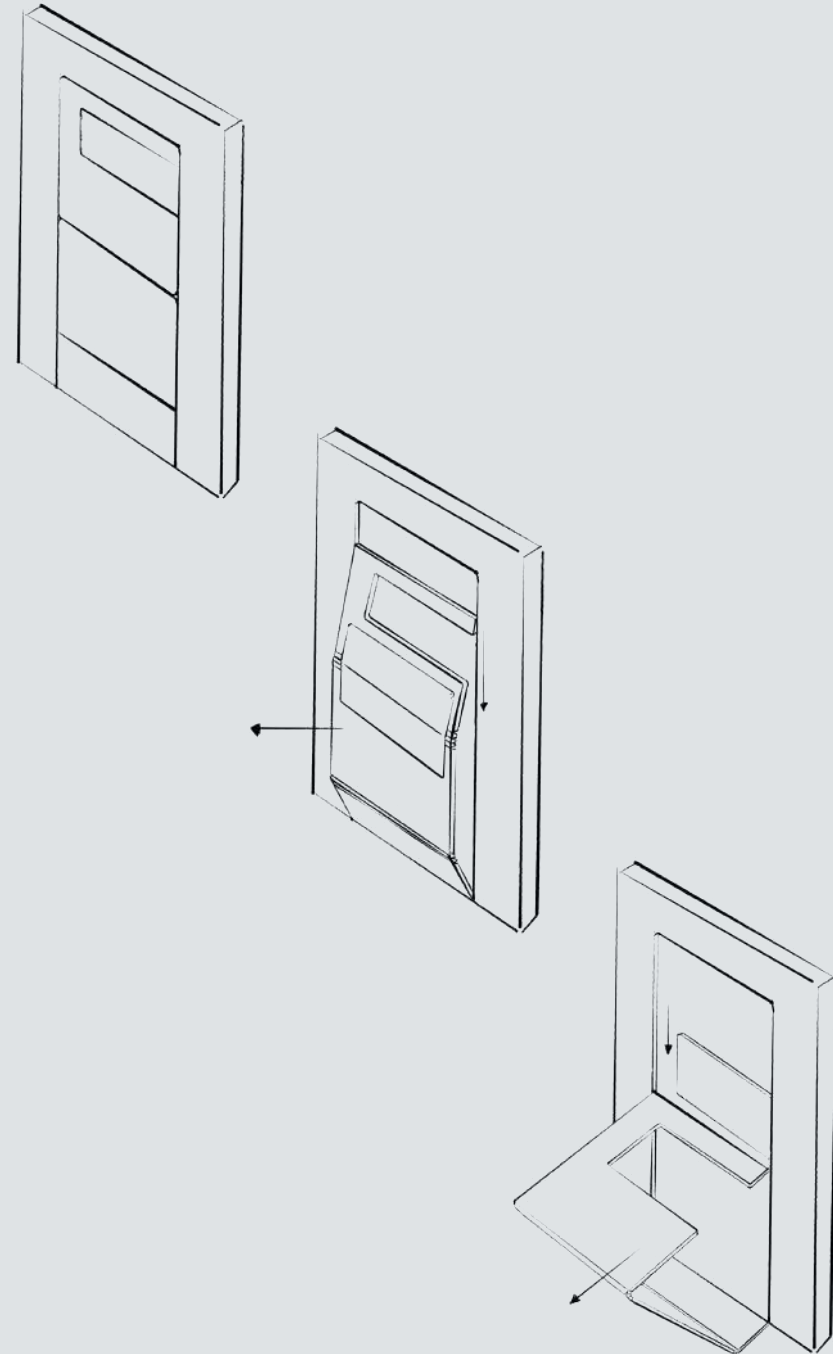
1. Who want to move the lab into the community, and /or find residents to do research.
2. Who want to use their educational background to disseminate knowledge to the residents.
3. Who have personal needs, such as career development counseling.

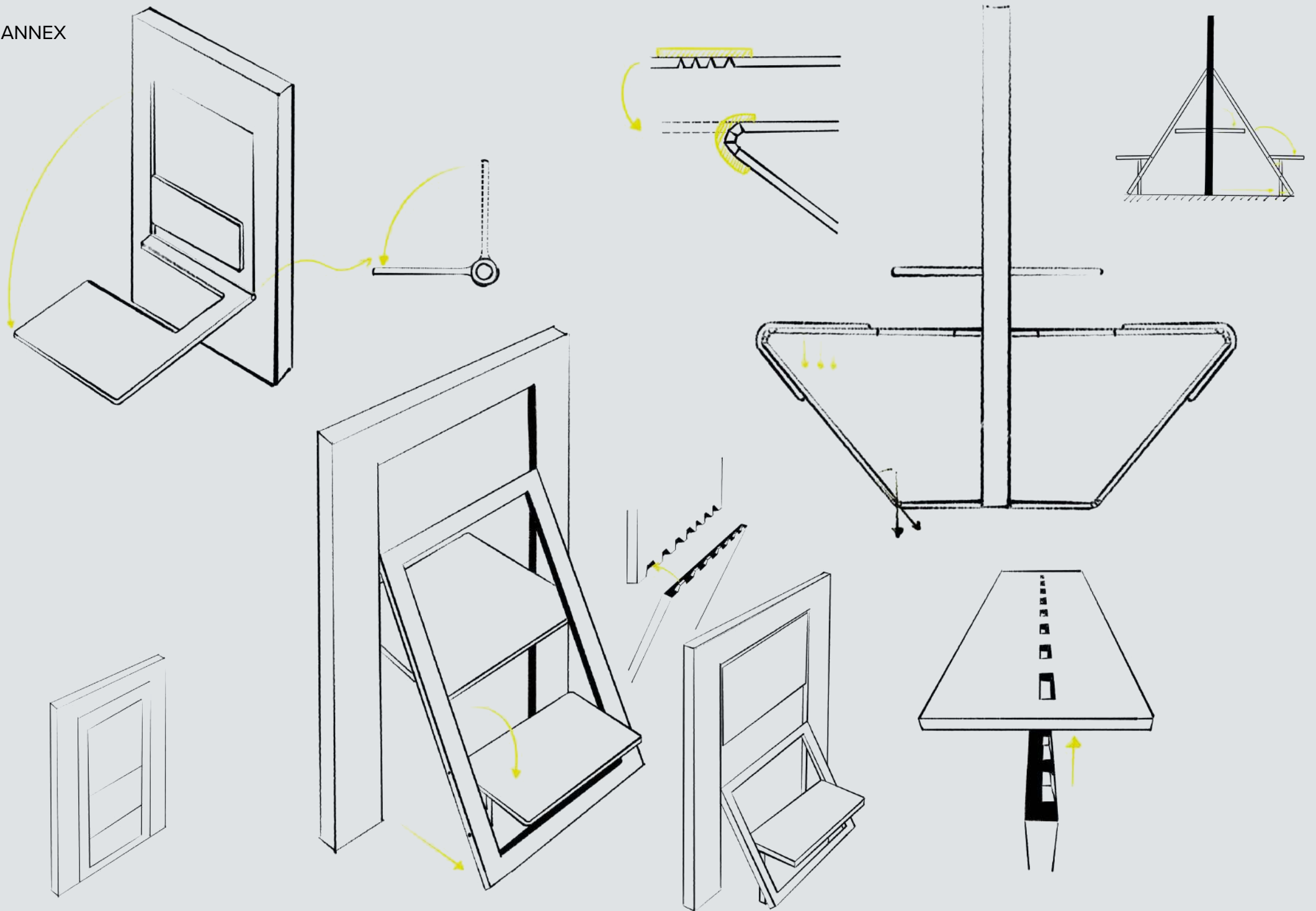
Community Residents

1. Who want to influence research through their own experiences.
2. Who have some personal needs, such as dietary advice.

Material and Form Exploration

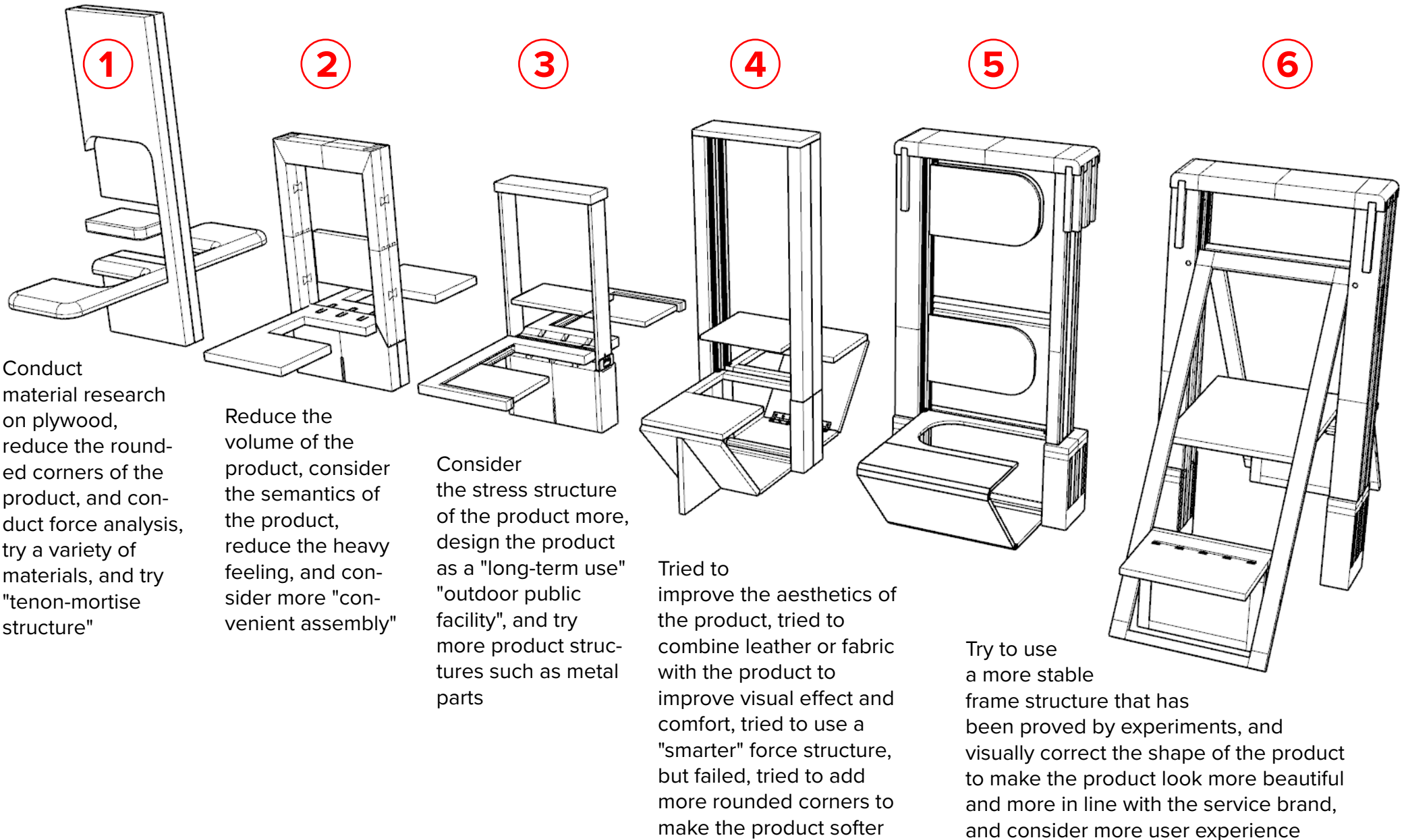
We did a preliminary molding experiment with cardboard to verify the shape of the product, which was the beginning of our product development. Later, we used some plywood for testing, we noticed that the properties of many materials of plywood and our products have many suitable places and some inappropriate places, so we tried a lot of adjustments, constantly changing the shape and structure of the product.







Iteration



Prototyping



1. Test the material properties of plywood in the workshop



2. Mark the calculated dimensions with calipers and pencils



3. Parts manufacturing



4. Make a Rolling Axle Wheel with a Power Drill and a Cylindrical Widget



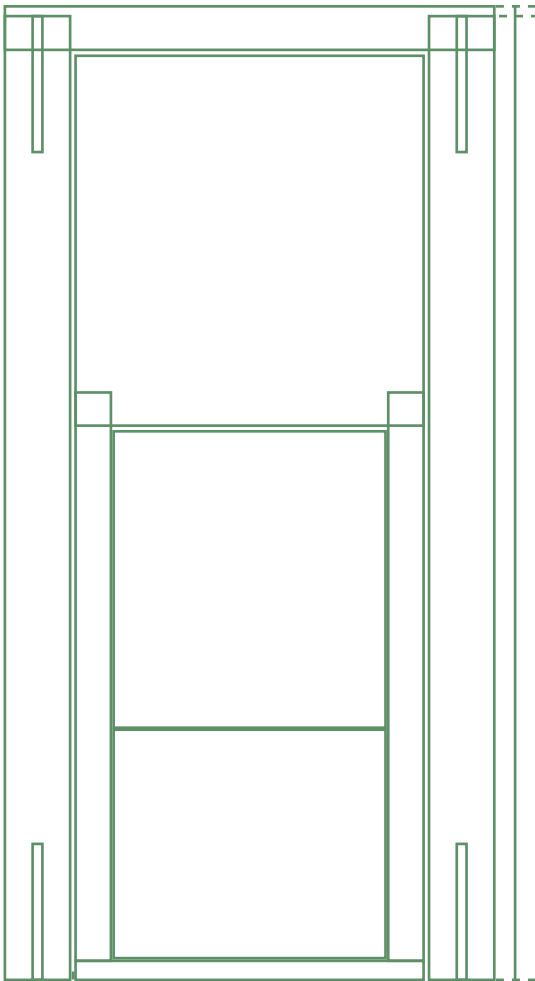
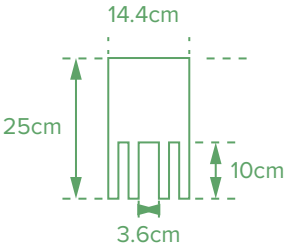
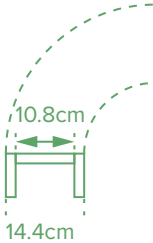
5. Make composable borders to scale and size

Technical Drawings

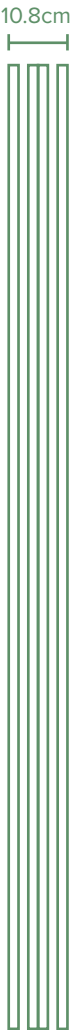
Chute length (downward rotation center)
About 29.4078cm

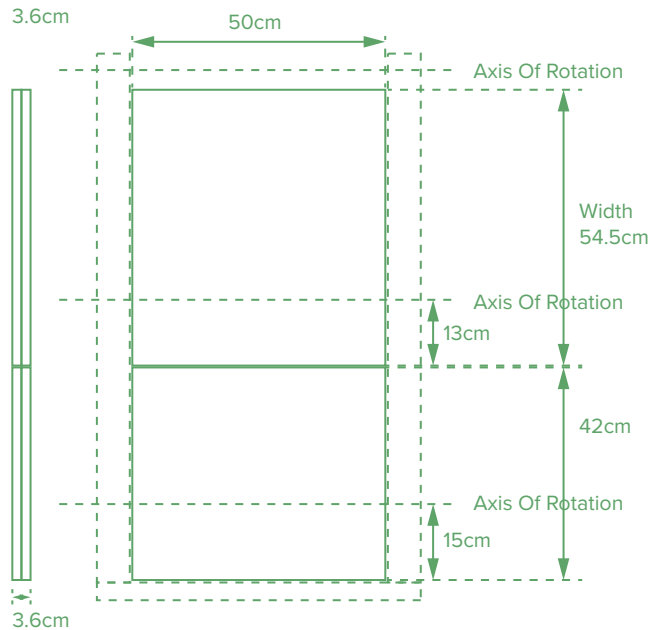
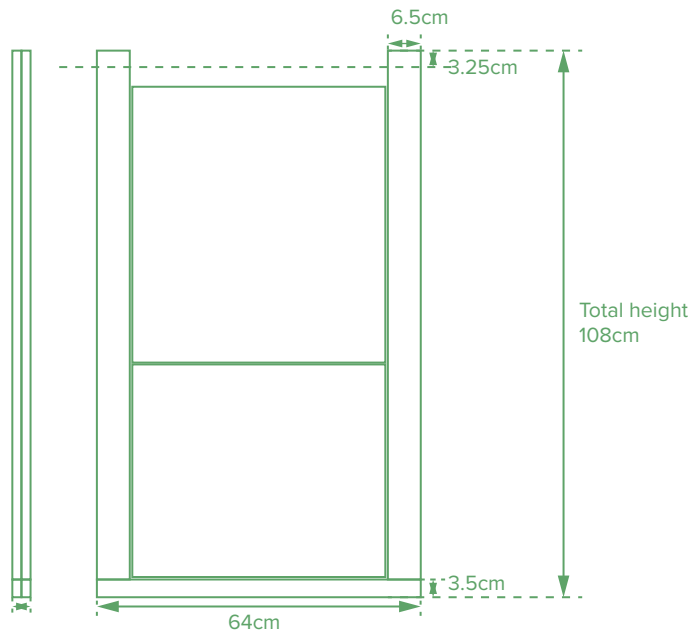
● Center Of Rotation

Axis Of Rotation



The gap is reserved for 1cm



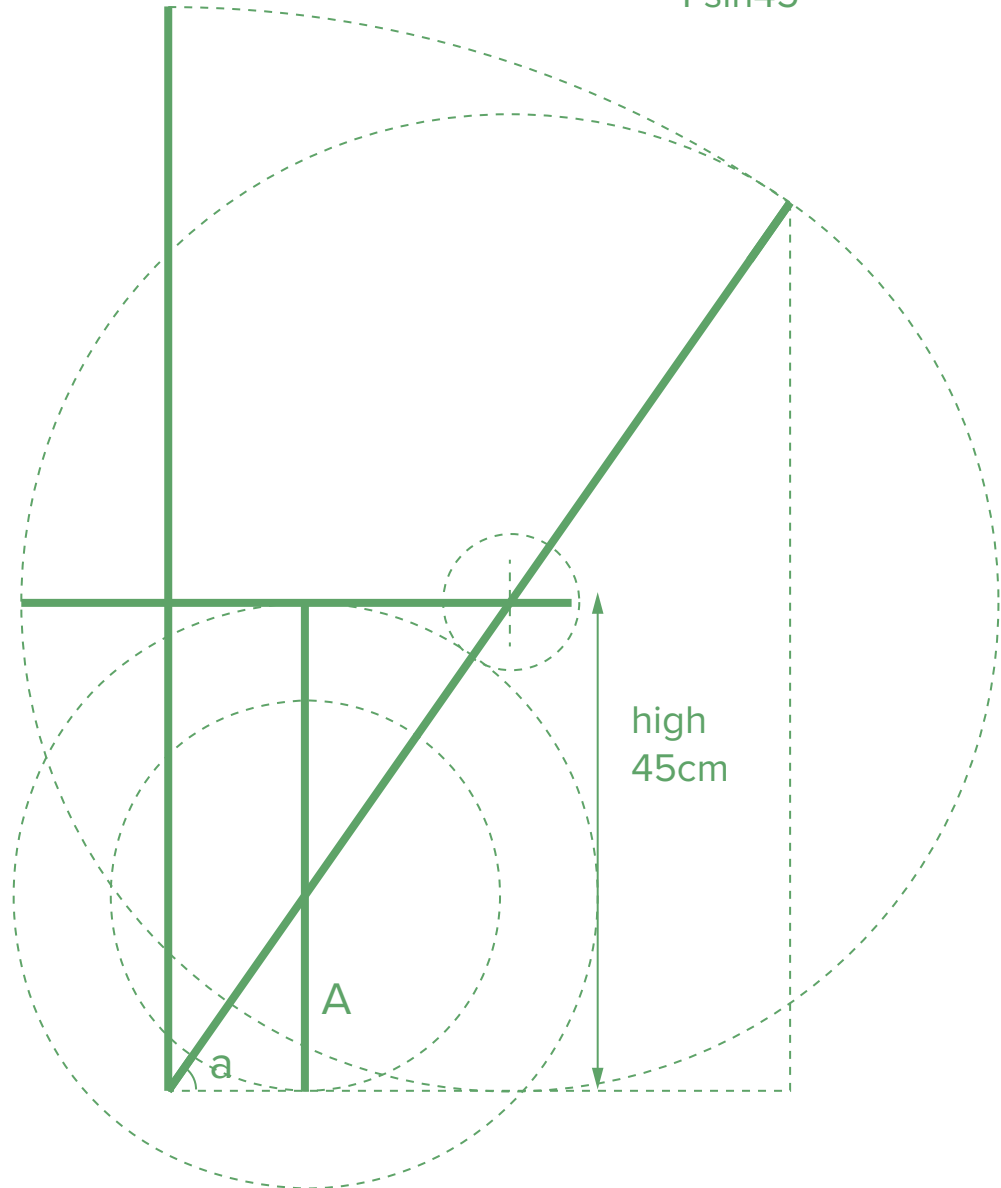


Note: 1. This part can also be used with a single board
2. The gap is reserved for 0.5cm

Mechanical structure

Angle $a=45^\circ$

$$\text{length} = \frac{(3.5 + 0.5(\text{gap})) \times \sin 45^\circ}{1 - \sin 45^\circ}$$



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