

ENERGIA
Design for evolving
scenarios

Federica Formicola
Greta Mellaro
Hanako Hirata
Mercedes Maria Vitali
Haokun Xin
Zhao Wu

SAVOUR

SAVOUR

Scenario

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Background research

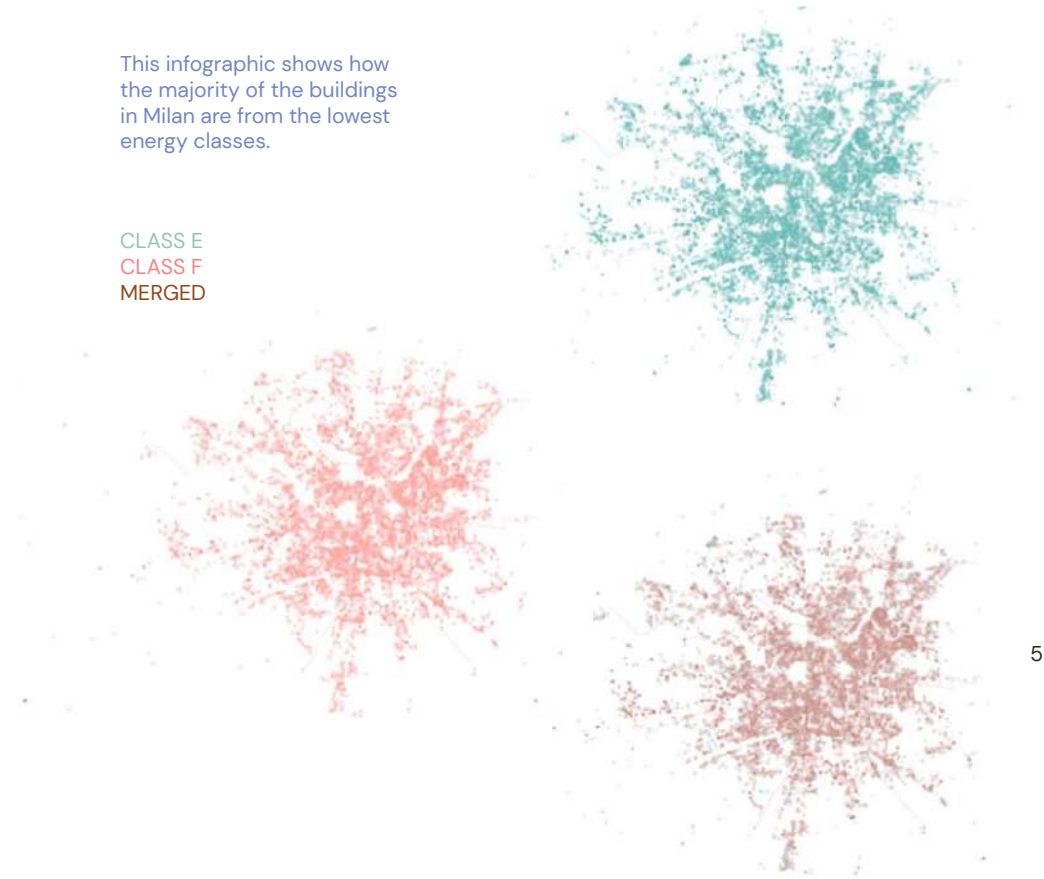
The journey of designing Savour – started with two main notions that we detected throughout – Firstly, extensive research on Milan’s energy situation and housing conditions has led us to understand so closely what and who we are designing for. Secondly, unconscious energy loss – which is widely recognized yet something we just let go of, we sought to convert this loss to something that will eventually have means to it.

Today, the price of energy only keeps going up; from the statistics, European countries have significantly increased gas prices. The phenomenon is predicted to last at an unbelievably rapid escalation rate in the coming years. At the same time, the lack of space in the city has already been causing the rising square meter prices. Milan, perhaps, has undergone several reconstruction projects throughout history, and repeating policy changes favoring the landlord has caused gentrification in the city for many years. Currently, Milan is considered the most expensive city in Italy and ranks among the most costly in Europe.

The downside of the high housing price is when trying to buy a house or rent a room within a limited budget, the only options exist in the suburbs or a less energy-efficient home in the city. Houses in Milan were reportedly built before the 1970s, and references to the database published by the Municipality of Milan, the apartments classified as the lowest energy class G was almost half the total. Living in an energy-inefficient house means that the living environment is less comfortable in

This infographic shows how the majority of the buildings in Milan are from the lowest energy classes.

CLASS E
CLASS F
MERGED



the first place and, in some cases, requires excessive appliances and equipment. Suppose the person can afford additional devices to improve the living environment. But if not, residents may suffer mental or physical illness from the living environment. Against this background, programs have been established in the country and throughout the European Union for renovations to improve housing conditions or financial assistance for living costs. However, research suggests that these measures may need to assist with suitable targets. Even in these uncertain times of fast-changing socio-economic trends, people still gravitate to cities for a variety of purposes.



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If we cannot avoid the flow of people into cities, then we need to design for people's urban lives. We, therefore, address these two questions:

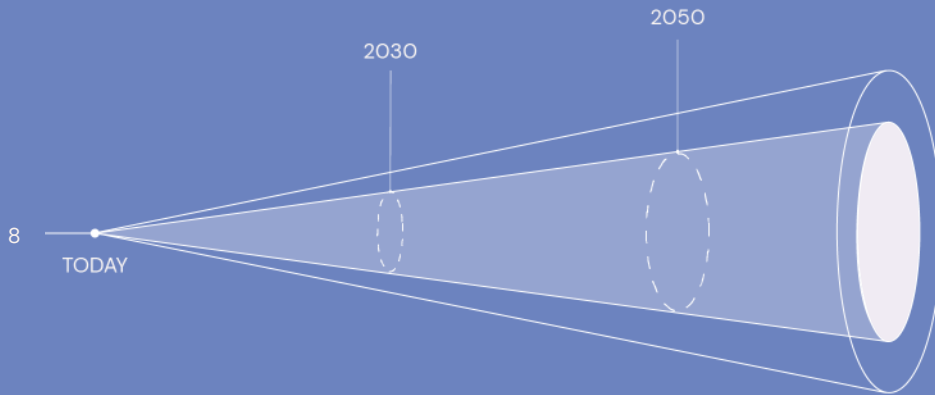
What makes you feel at ease in an unsettled situation? What would help you feel more connected to others while diminishing external stress?

We have therefore focused on cooking and eating as an essential part of the dwelling. One of the primary sources of human survival is eating. Historically, homes have been home to a culture where families cook and eat together. However, the number of people constituting a family has decreased in modern developed countries, although the tradition of eating together as a family continues to be preserved. The family stands in the kitchen, 'cooks' for the family, and eats together. This series of food-supporting culture itself has contributed to a sense of family connectedness.

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With the recent spread of co-living, living alone, and changing lifestyles, there are fewer opportunities to eat together as a family. Eating alone is said to be correlated with psychological effects, particularly depression. In light of these lifestyle changes, we at SAVOUR want to reconstruct the traditional context of eating within the context of a new living environment. In other words, SAVOUR want to enable people to feel connected to someone else in urban life, through SAVOUR, through food, with a new communal mother who is not family. That is why SAVOUR was born: SAVOUR is positioned as a transition product between the typical gas stove and the new stoves of the future, including the new induction stove. We want to connect the now with the technology that will be created in the future and the culture.

Scenario Writing



Research gave us insight to develop our product - service system. To better see our opportunity area, we used the future cone: which this, we explored the possibility for possible, plausible and preferable futures in which it could be placed. Upon writing a scenario for destined time, we sought for keywords of our main subject food and energy of the even further future. With the keywords, we sought for the possible combination of keywords to envision futures.

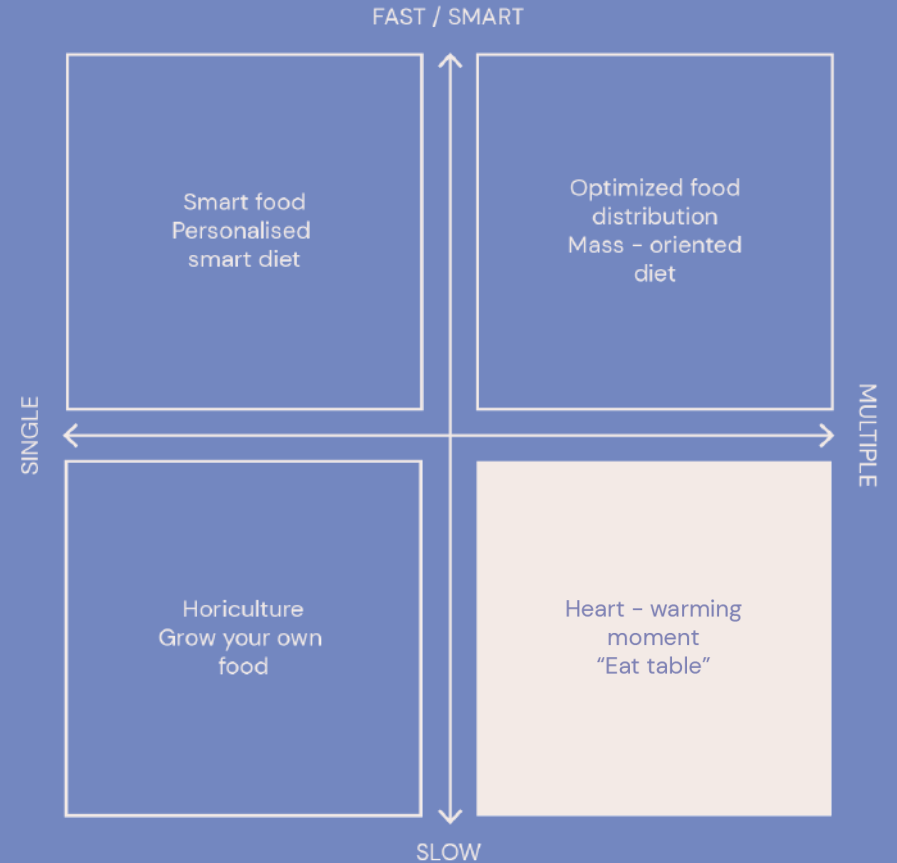


Opportunity Area

After mapping the keywords, a four-dimensional matrix was created to organize the detected themes.

As shown in the figure, the X-axis contains 'single' and 'multiple,' indicating the number of people eating simultaneously. And the Y-axis has 'fast/smart' and 'slow', meaning the duration and ease of cooking. On the top left, a future of smarter and more convenient food is described, including packaged food for single people and individual meals. The top right illustrates a scheme for sustainable food distribution, whereby the health of citizens is managed by a national health organization, such as a health center. The below left portrays a single person who grows his food due to increased remote working and the population moving to suburban areas.

Finally, the bottom right outlines a multi-person, multi-variety food culture practiced in Asian cultures. From this, we developed a scenario we would like to envision through SAVOUR. As a result, we decided to pursue the bottom right corner and to further dive deep into how a culture of multiple people eating multiple kinds of food could be designed in a contemporary context.



Scenario

Milan, 2028

ENCOUNTER

A 26-year-old and ambitious Sofia [Last NAME] is a fresh grad, now working for an Italian product company as a marketing associate in Milan.

Her life in Milan dates back to three years ago, at the hot and humid end of a summer day in August. Pursuing her studies, she knocked on the door of Italy's traditional and prestigious universities. Until that day, she was born and grew up in her home in Greece, where also she obtained her economics degrees; she never lived abroad alone.

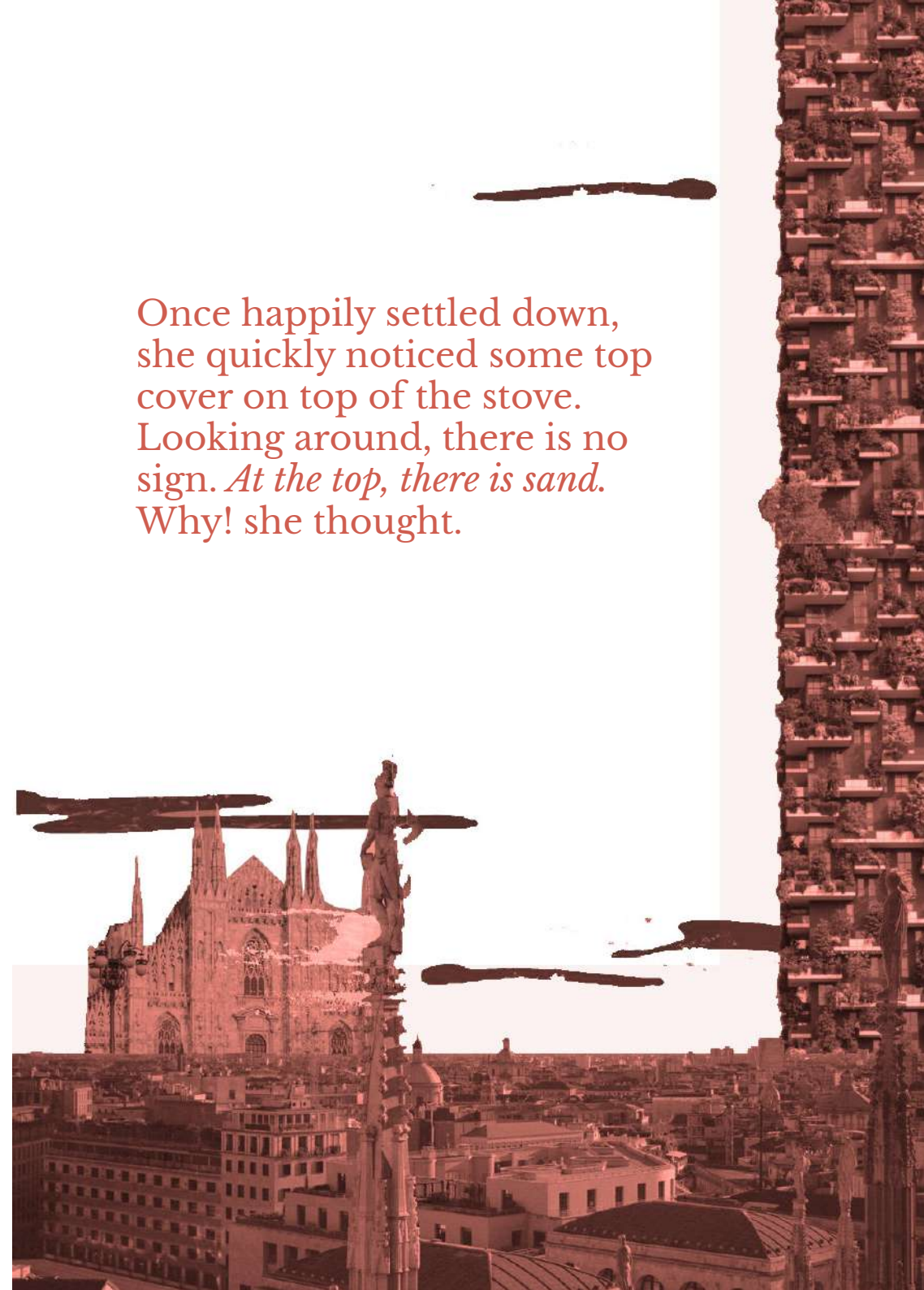
When graduation was approaching, she moved to a new flat; due to the house's renovation, all tenants needed to leave. Unfortunately, Sofia was the only one left in Milan - she again went for a house search...

This time, the search for the house became tangled. The crazy price inflation must have happened, she thought. Every day, she spent hours looking for homes. Exhausted, she finally found a flat that almost met an end and seemed pretty okay. Once happily settled down, she quickly noticed some top cover on top of the stove. Looking around, there is no sign. At the top, there is sand. Why! she thought.

One new flatmate comes and "Hi, I am [Name]. In case you are wondering, that is Savour."

She quickly searches for the word on the phone. If the gas stove is covered by the top all the time, she might not be able to enjoy her cooking. However, the results proved the opposite; it caught her attention, more likely, triggered her interest even more. Below the search box, she saw pictures of delicious food. Then she finds a blog post page - where tens of tutorial videos are introduced. It caught her interest even more...

Once happily settled down, she quickly noticed some top cover on top of the stove. Looking around, there is no sign. *At the top, there is sand.* Why! she thought.



SPARK

She quickly searches for the word on the phone. If the gas stove is covered by the top all the time, she might not be able to enjoy her cooking. Below the search box, she saw pictures of delicious food. Then she finds a blog post page – where tens of tutorial videos are introduced. It caught her interest even more...

TWO MONTHS AFTER MOVING IN: NIGHT

Usually, Sofia stops working at 7 pm. Between commute and exhaustion, she did not feel like cooking, so she decided to buy packaged meals. She finds packaged meal products in the supermarket for SAVOUR and then goes home. She worries about if the kitchen is dirty, and looking at the watch says almost 8 pm. When she arrives home and enters the kitchen with her SAVOUR packaged salmon, she sees her flatmate Giulia. She seems to have just finished her dinner. Giulia says: "Hi! Sofia! How was today at work? By the way, we all finished our dinners already because we all were tired from university..."



so if you need to cook now, you can directly use SAVOUR without opening the gas!"

After the quick chat, Giulia leaves. Facing the clean stove and SAVOUR, Sofia reads and follows the guide printed on the salmon package, then unpacks the outer packaging.

"And then I should..... dig a hole!" Sofia uses the hand shovel to make a hole with a hot soapstone panel at the bottom. She puts her meal with an inner package made of tin foil on the panel and, finally, covers it again with sand. "8 min. Good. I can make a drink for myself then."

8 min later, Sofia is enjoying her salmon and a cup of cocktail with 1/3 oz lemon juice, 1/3 oz grenadine syrup, 1 egg white, 1/2 oz Cointreau, 1/2 oz rum, 1/2 oz vodka."

TWO MONTHS AFTER MOVING IN: DAY

Every morning, when she opens the door of her room, she smells a little bit burnt. This is rather pleasant but not her favorite. The smell, perhaps, is coming from the MOKA, which Paul makes every morning. Paul – is working as a sales intern, almost approaching the end of the contract this month. He usually leaves home way early, as he needs to commute early, and as he says, he wants to prepare well before everyone starts showing up at the office. Thanks to him, Saviour is now warm; Sofia quickly foils her breakfast and then leaves it in the Saviour. After finishing morning preparation in 25min, the breakfast is ready. Warm plain bread with melted cheese, with a side of warm milk. Quickly removing her food and milk, she stroked the sand – that gives her a calm feeling and became her morning routine –.

Product

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Introducing Savour

Can we consume less energy without eating less or unhealthy?

Savour is a box full of natural sand that can be easily placed on top of the traditional gas stove thanks to its support structure. Once placed on it, you can turn on only one fire underneath, allowing the sand to heat up and to create a big space for cooking with different pans and techniques.

We tried to rethink the usage of the gas stove. When cooking, heat can reach broader parts than the burner itself. In this case, different areas of the stove have different temperatures, suitable depending on the cooking technique. This principle is used, for example, in the french top.

Savour presents itself as an object that is functional but at the same time satisfying to the senses. This is because it allows both to use less energy while cooking, and thus also to save on the utility bill, and to be able to relax while using it and at the sight of it. It is in fact a new support to ordinary gas stoves, but one of the components is sand, which also has relaxing properties. Its main elements, the soapstone panel and sand, allow one to retain the heat of the gas flame for a long time, and the other to be an insulator, to prevent the heat of the stone panel from dissipating. In this way, it is possible to extinguish the gas flame after a short time, and to use the accumulated heat for as long as possible.





Inspiration

Cooking, one of the basic activities repeated every day, always attracts us. Different cooking cultures, attitudes, and methods around the world interest us to discover more. What's more, cooking for meals or just hot water is the biggest energy consumption activity for all families in all countries.

On the journey to redefine cooking, the diversity of traditions and cooking solutions is relevant. At the same time, future trends regarding mobility will allow people to meet in different cities and countries. Multiple people from different countries can live in one family. Therefore, the new meaning that cooking for a better connection between flatmates emerges.

This led us to find in different cultures and traditional techniques a solution for heating consumption in the kitchen environment.

TURKISH COFFEE AND SAND FOR INSULATING PROPERTIES

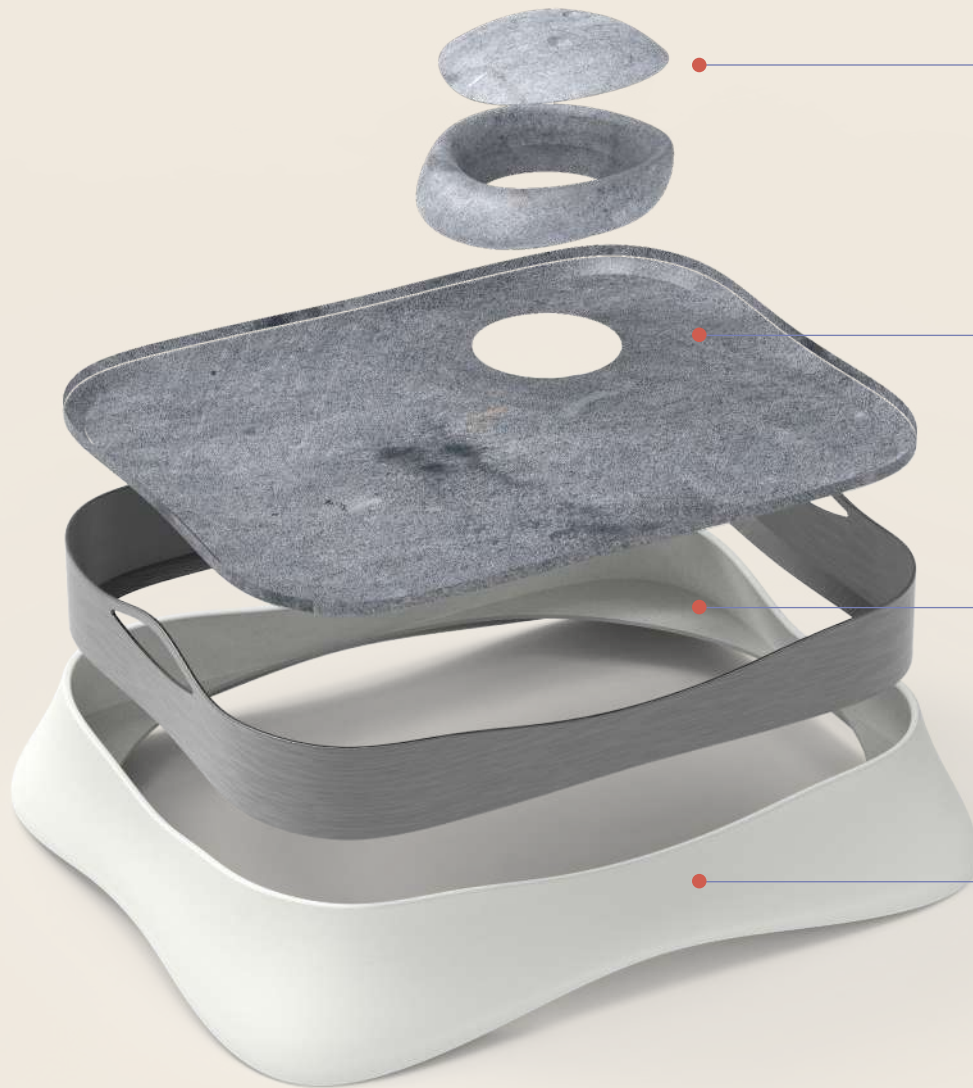
In the design process, we got inspired by Turkish coffee in the use of hot sand in the kitchen as a material that is capable to reach high temperatures in a short amount of time. We saw the opportunity to use its low conductivity properties in insulation processes, in order to maintain heat for longer period of times. With the support of soapstone, a perfect heat storage material, we've found the suitable solution. In this way, we established the basic structure of Savour: Sand on the top for heat insulation and Soapstone at the bottom for heat storage.

ZEN GARDEN AND SAND FOR SENSORIAL BENEFIT

Thinking about the experience of cooking, we found in zen gardens the possibility to bring relaxing movement and appealing paths thanks to sand. This is an element that is recalled in the stone-like hole. The white-striped sand with its stone landscape inside adds aesthetic support to the cooking.



Components



COVER STONE

Ring of stone, it is placed on top of the panel when no pan is on it and fire is not necessary. Its use allows a better maintenance of the heat, with also providing an aesthetic that reminds the zen gardens

STONE PANEL

The stone panel allows to gather the heat from the flame. The sand is placed on top of it, in order to maintain it hot for longer times

STAINLESS RING

This piece gathers the heat, creating a closed ambient where it can better develop

SILICON SHELL

The basis of Saviour. It partially covers the flames at the base, still allowing it to grow thanks to the curves that allow air to pass by

CURVES

The curves that characterise Saviour allow air to enter, in order to keep the fire going. At the same time, the barriers protect it and gather it towards the stone panell.

HANDLES

Handles are provided in order to make Savor easier to move, clean and maintain for the user.

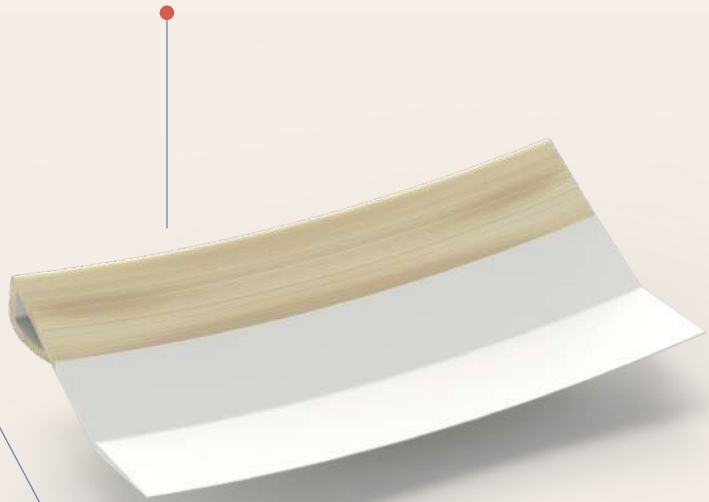


BOTTOM CORNER

The bottom corner, at the end on the curve, helps with gathering the fire from the gas stove. At the same time, it holds up the whole structure and makes it suitable for traditional gas stoves, without any need for renovation.

HAND SHOVEL

It consists of a wooden handle and a silicone shovel. Control the hand shovel to make the sand into the shape you need.



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Its 2,5 cm wide top is designed to better fit a normal person's gap between the thumb and the index finger for better-exerting force. This way of exerting force is easier and more flexible and can make better use of the strength of the wrist and arm.

CLEANING RAKE SHOVEL

When you accidentally drop food into the sand, the sand will adsorb on the surface of the food and form a lump. At this point, you can quickly remove them with the shovel.



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The other end of the shovel is designed in the shape of a rake. This tool is more than enough to allow us to remove garbage faster and enjoy the process of cooking with sand more comfortably.

PRODUCT



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On top: Savour and its different components, without sand.
At the bottom: Savour filled with sand, ready to be used.

SAVOUR



Materials

The different components of Savour are made with various materials, in order to accommodate the specific needs of each of them with appropriate properties.

SILICON

Savour has a silicone shell. Silicone gel has good thermal stability so the silicone shell can better help the soapstone inside keep warm. It has high mechanical strength and lower density compared with ceramics and hardware. Therefore, silicone gel can help reduce the whole weight of Savour. What's more, silicone gel has a similar visual property to plastic and can even make the shell translucent which makes Savour look lighter.

STAINLESS STEEL

The iron cover is made of stainless steel. Stainless steel is easy to clean because it is non-porous and strong enough to hold the weight of flagstone as well as sand.

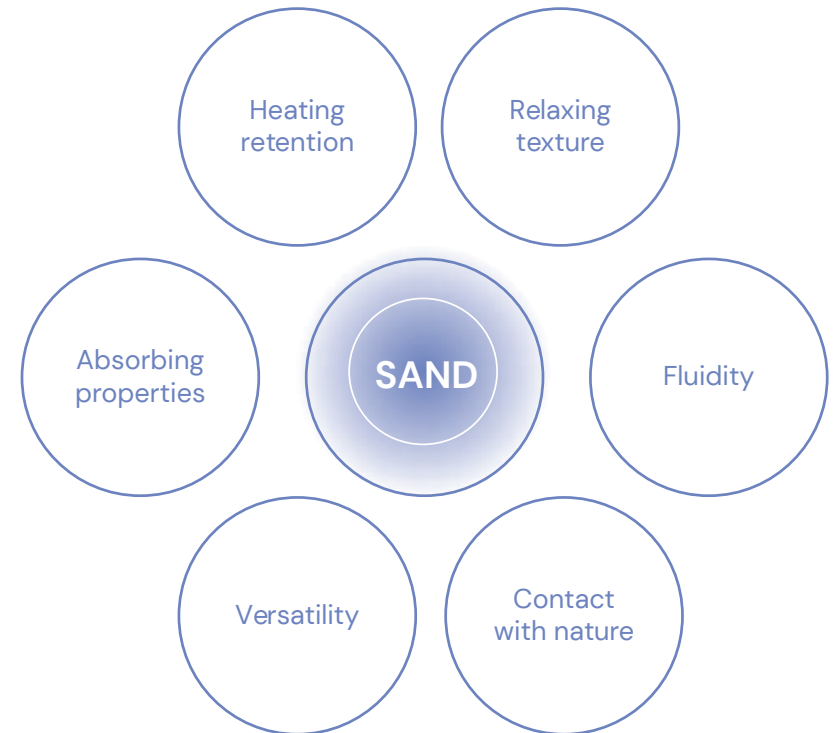
SOAPSTONE

The panel is made of soapstone. Soapstone is a naturally occurring, dense yet soft stone composed largely of the mineral talc and is rich in magnesium. Its quintessential stone qualities of thickness and density allow it to retain heat up to twice as

long as conventional metal cookware, and as a result, it cooks very evenly and drastically reduces the time and energy it takes to cook your meal. Also, the sand on the top of the soapstone panel is a good heat storage material, and the static air in the middle of the fine sand is a natural heat insulation layer. In this way, the soapstone can keep the warmth long enough for the next cooking. What's more, soapstone is non-porous and chemically inert, which means there aren't any little nooks and crannies for bacteria to get into. So it's a naturally antibacterial material and doesn't need frequent cleaning.

SAND

Sand is the main core of Savour. Thanks to it, the user is allowed to cook, save energy and have an experiences that connects them to the cooking process. Both are possible thanks to the specific properties of it, both from a physical and a symbolic point of view.





Physical Properties

HEATING

Sand is non-inflammable and requires more than 1700 C to change physical state.

ABSORBING

Sand can be used for cleaning up oil leak or any spill by dredging sand on that spill.

ABSORBING

Sand is easy to move because it's made by small grains. Their consistency make it a resistant then stable material.

Emotional Properties

FLUIDITY

It is a material that is easy to move from a part to the other, allowing fluid and intuitive movements.

CONTACT WITH NATURE

The texture of the sand conveys sensory experience when touched, having a calming effect.

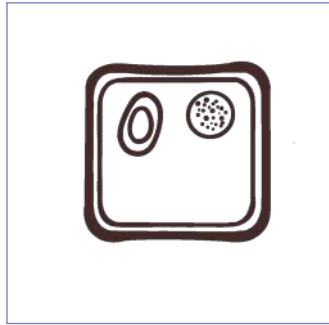
RELAX

In the case of japanese zen gards, sand is used to design patters that enhance mindfulness.

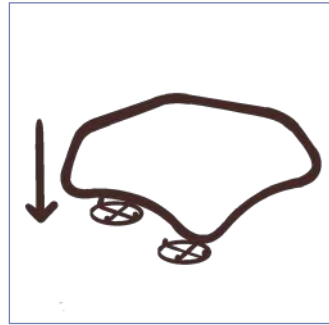


How to use

Savour allows people to cook and warm up food thanks to retained heat. Temperature reached depends on the quantity of heat given at first and the time distance from that moment. Here we propose a scenario in which it is used for both aims, in order to show how to use the product to final users.



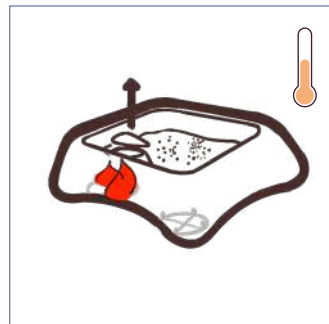
1 - Take Savour.



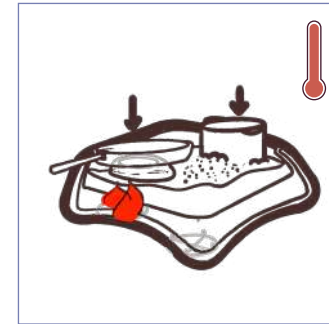
2 - Put Savour on your gas stove.



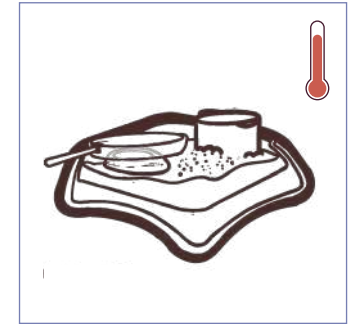
3 - Put sand into Savour.



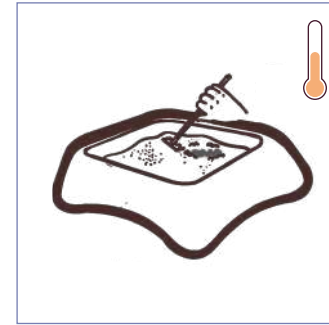
4 - Turn up the gas stove and remove the cover of the stone-like hole.



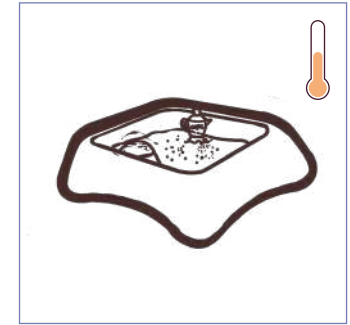
5 - Put pans on Savour and start to cook using direct heat.



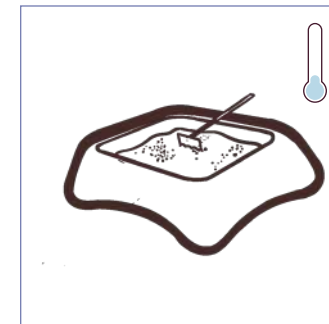
6 - Turn off the fire and continue cooking with the retained heat.



7 - After cooking, move the sand in order to cover all the soapstone and retain the heat.



8 - Use the retained heat to warm up water or warm up food.



9 - Move the sand or remove it if it's dirty, to clean Savour.



10 - Now Savour is cold and ready to be used again.

Service

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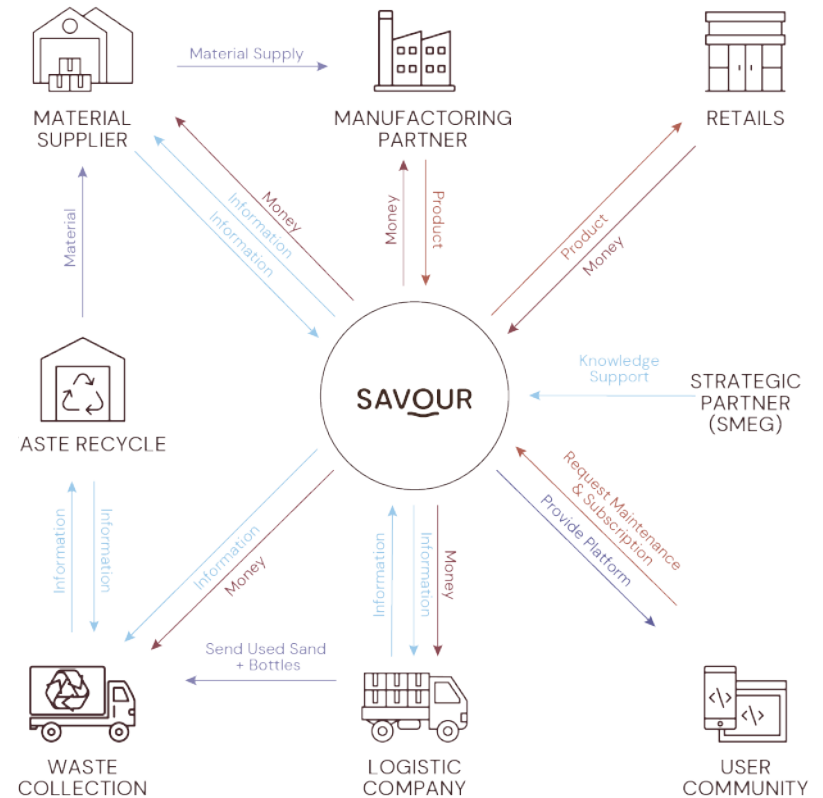
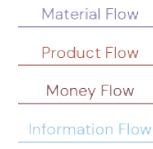
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Our Service and System

Four pillars of our service: Bidirectional, Responsible, Fulfilling curiosity, Engage

Our service is made up with four essential pillars, with a touchpoint of our blog post website and app, sand subscription and recycling activity.

Throughout the service flow, we make sure that our product we welcome curious and conscious users, who would be eager to learn new cooking method and create recipes using our product. Or, who would want to engage in environmental conservation activities.



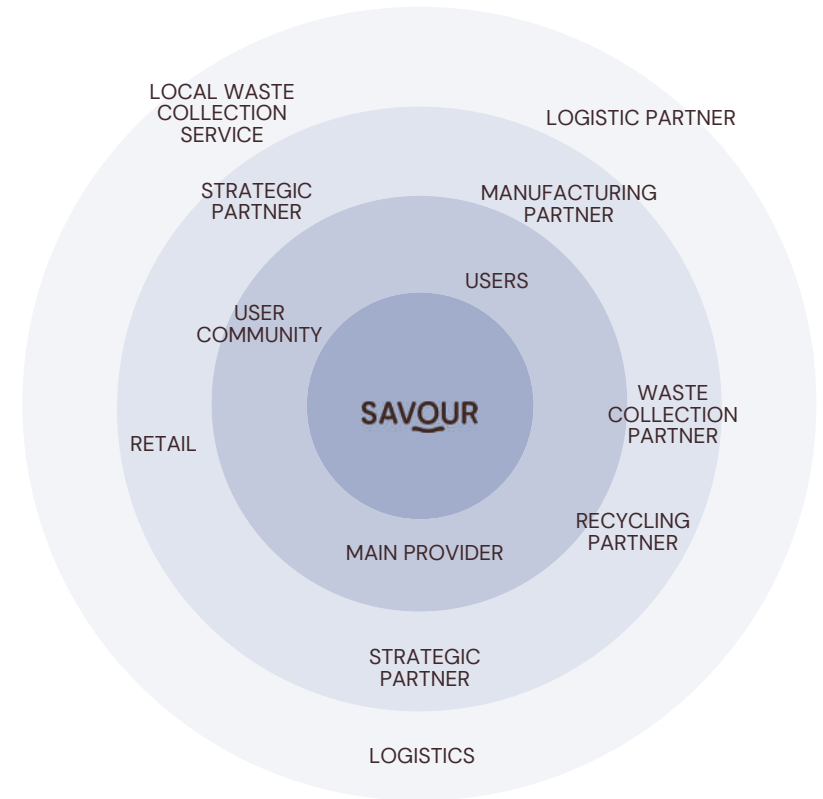
With the System Map, we show how our service develops and what are the relationships between its parts.

Partnership

We return to the nature,
We create the future

SAVOUR partners with strategic partners for further product growth SAVOUR is positioned as a spin-off of the home appliance manufacturer company SMEG. Product production will be carried out responsibly with the supply chain and collection and recycling companies. In cooperation with collection and recycling companies, SAVOUR aims to work on the sustainable sourcing of sand.

We also work on collecting and sorting used glass and continue taking responsibility for tomorrow's materials. Meanwhile, the internal team is thoroughly committed to maintaining the functionality of the website and app, operating the subscription service, and deploying maintenance to guarantee consistent customer service.



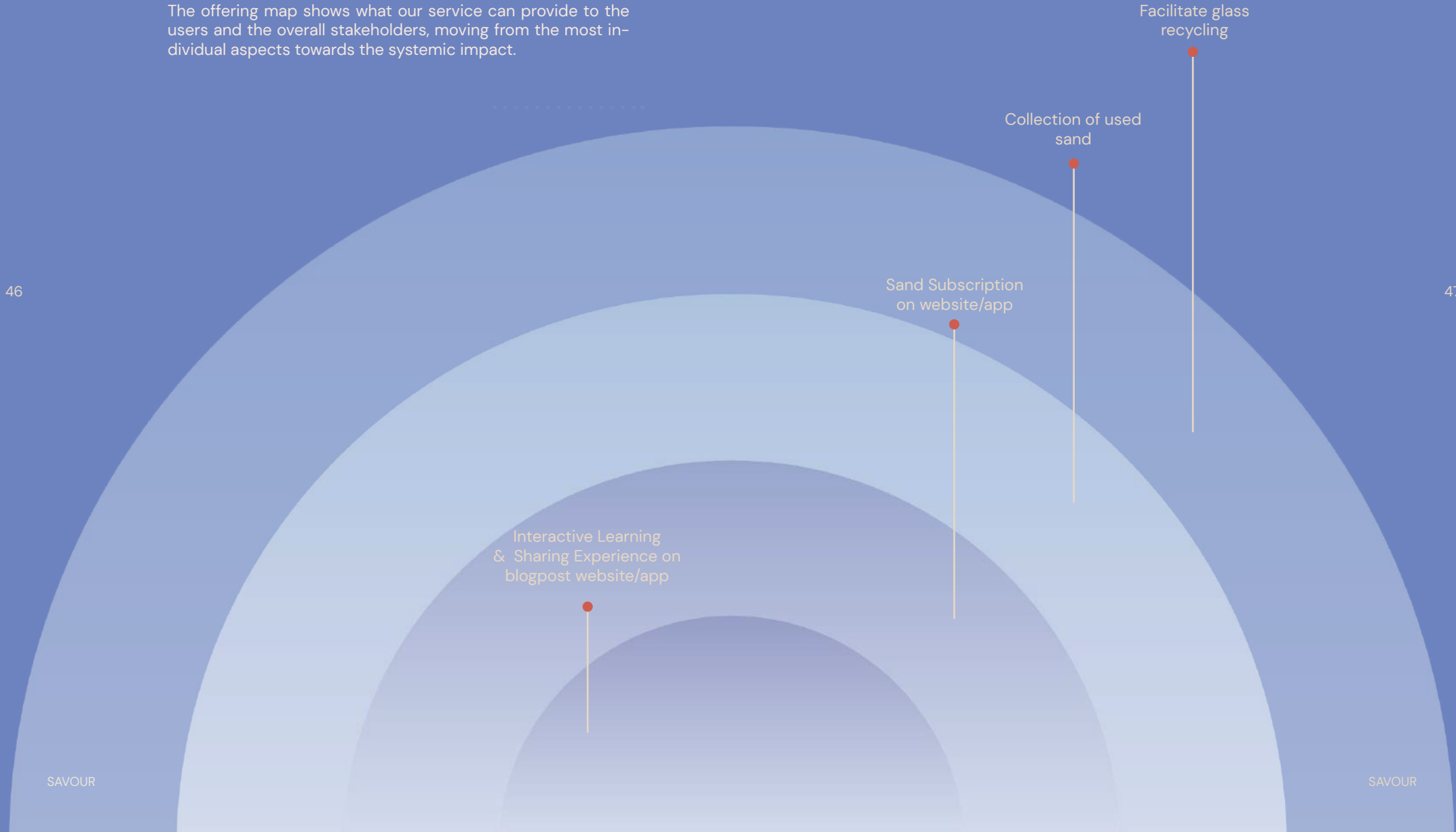
With the Stakeholder Map, we show how our service interact with the stakeholders involved.

Offering map

The offering map shows what our service can provide to the users and the overall stakeholders, moving from the most individual aspects towards the systemic impact.

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Persona #01



Sofia

Sofia is was born and grow up in Greece, where she also finished her economic bachelor. After completing her studies, she moved to Milan to pursue her defree in Strategic Design. After one year of extension of study, she is now graduated and started working for Italian product company as a marketing associate. Now she is 26-year-old, living in a room in shared flat close to the outskirt area of Milan.

CHARACTERISTICS

- Curious and active learner
- Caring and likes to stay with people
- Clean and organized

GOALS















- To minimize the daily expenditures by the smallest change
- Enjoy everyday cooking

PAINPOINTS

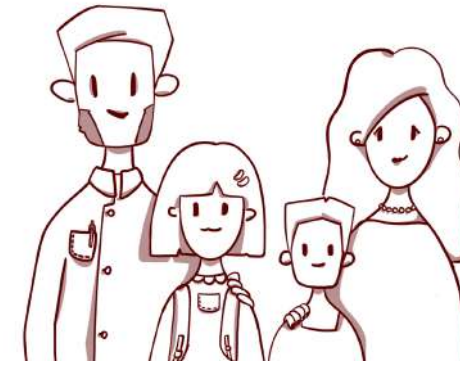
- Favorite food tends to takes up longer period of time
- Other flatmates might also uses the kitchen while she is cooking

Sofia's Customer Journey

How will a graduated student and worker that lives in a shared flat engage with the product? With this customer journey, we portray how she will get to know the product and engage with its system mainly through digital touchpoints.

| STAGE | PRE-USE | | DURING | | DURING | | AFTER | | |
|---------------|---|---|---|--|---|---|---|---|---|
| | ENCOUNTER | | LEARN | | TRY | | ENGAGE | | |
| USER ACTION | Move-in, see Savour in the kitchen Search about the product online | Access to the platform, Watches the tutorial video online, grasp the idea of how it works | Tries following the tutorial. | Finds the recipe posted by others that she wants to try, and goes for grocery shopping to purchase the ingredients | Tries the recipe to fetch dinner | Finish cooking and then eat. | Leaves comments on the post. | Tries to come up a new recipe, and take notes on every step of the way. | Start receiving comments on the recipe post. |
| Quotes | "What is this product?" "Why it is occupying the stove?" | "This looks new! It seems quite fun to cook" | "It is easy that it seems!" | "Let' s try SAVOUR, cannot wait how it will turn out!" | "Just like regular meal, it is just as the same" | "It is not so unusual way, besides I enjoy cooking with Savour already" | "Quite happy with the tryout! Let' s browse and try more." | "Now lets post an idea recipe" | "Let' s invent more of recipe, it is fun!" |
| Emotions | | | | | | | | | |
| Touchpoints |   |   |   |   |  |  |  |   |  |
| Opportunities | -Allow users to easily find the platform | -Tutorials being easy-to-follow -Tutorials needs to use the basic tools in the kitchen | -Tutorials cover the basic skills, in easy-to-understand manner | -Recipes post being accessible by filters | | -Photo share functions, like diary -Community being open environment where users can freely share things | -Interactive comment functions -Safe comment space, function of blocking unwanted comments | -Posts intuitively can fill, with photos and text -Proper guidelines setup | -Comments notification function |

Persona #02



The Rossi Family

Rossi is a family of four, lives on the outskirts of Milan. They bought a house about five years ago, shortly after the birth of second child. The family consists of: a working father (42), a remote working mother (39), a son (9), and a daughter (5). The parents are interested in tackling a sustainable lifestyle; as they like to spend time in nature, and they want their children to also share the same thoughts.

CHARACTERISTICS

- Loving family putting children first
- Enjoys spending in nature

GOALS

- To keep providing safe and healthy meals for children
- To reduce the household costs
- To increase efficiency in household duties

PAINPOINTS

- Between work, childcare and household, parents are experiencing the shortage of time in cooking and cleaning
- Different meal hour between parents and children, which requires more frequent use of kitchen
- Sustainable lifestyle costs money; it contradicts with their current financial status

Parents Customer Journey

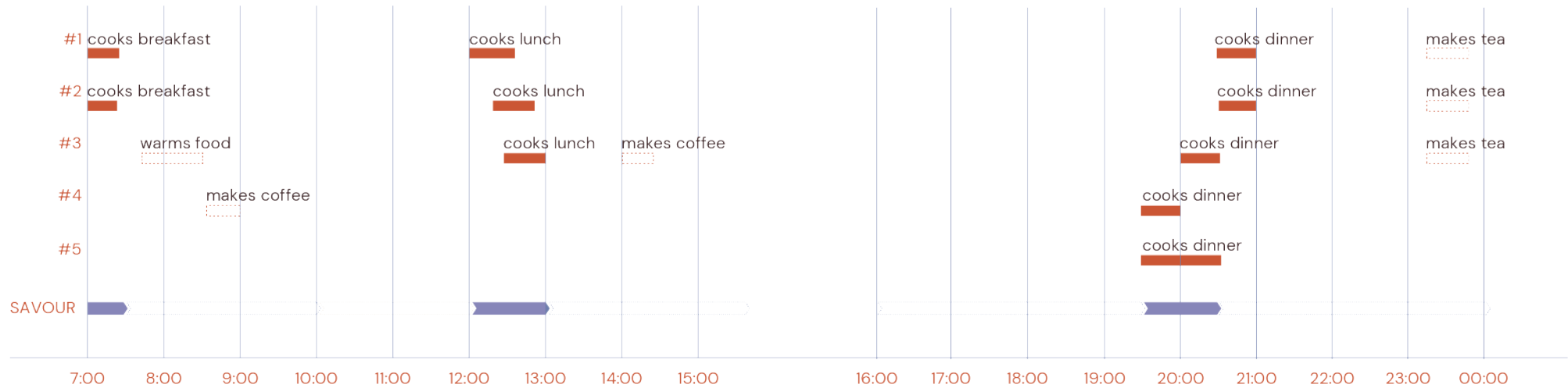
How will a family with parents of 42 and 39 develop interest and later use Savour? We propose here a customer journey map in which the mother gets to know the product and actively engages with the both analog and digital touchpoints offered by the service.

| STAGE | PRE-USE | | DURING | | DURING | | AFTER | | |
|---------------|--|--|---|---|---|---|---|--|--|
| | ENCOUNTER | | LEARN | | TRY | | ENGAGE | | |
| USER ACTION | Saw the adds on the street, got interested in SAVOUR | Search the product online, check the price and tutorials | Decides to purchase SAVOUR from the SMEG online store | Receive SAVOUR, tools, and the sand, and sign-up on the app | Start using by watching the video, and cooking by looking at the recipes on the package | Browse more recipes on the app, and keep using | Getting used to SAVOUR, by effectively turning on/off the gas | Receives the notification of the sand shipping, pack the used sand in the box | Receives new sand, give the old sand to the courier |
| Quotes | "SAVOUR seems to good for our children to get interested in cooking!" | "Looks not so difficult, with the price, maybe worth trying?" | "Cannot wait to try the product" | "Really the sand is actually packed together, that is intriguing" | "oh, ok just like playground" | "What is the other recipes? Are there time-saving recipes?" | "It actually is time-efficient" | "Just on time in need!" | "Good not need to worry about the sand waste! " |
| Emotions | | | | | | | | | |
| Touchpoints | | | | | | | | | |
| Opportunities | -Catchy posters and ads on the street to reach out potential customers | -Price is being accessible -The product page being informative about the product features | -Product order flow being seamless | -App signing app being smooth; from package of the product | -Learning process being intuitive and easy; ig) Tutorial material being easy enough for people who do not have much free time | -Enrich post tags or search features to provide better search results | -Provide energy-saving tips in the app | -Push notification of subscription shipping -Prior to the shipping, notify customers with expected shipping dates | -Enrich information on sand recycling -Tracking on both packages to ensure the transparency |

Timeline

- Gas stove is on
- Gas stove is off, cooking with remaining heat
- Savour at maximum heat
- Savour at medium heat
- Savour is cold

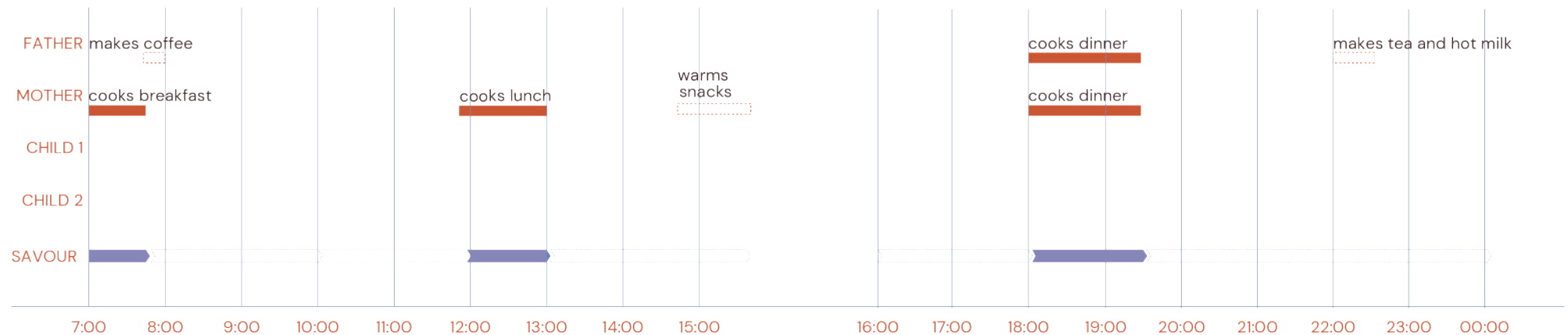
SOFIA – USE FOR FIVE PEOPLE LIVING IN A SHARE FLAT



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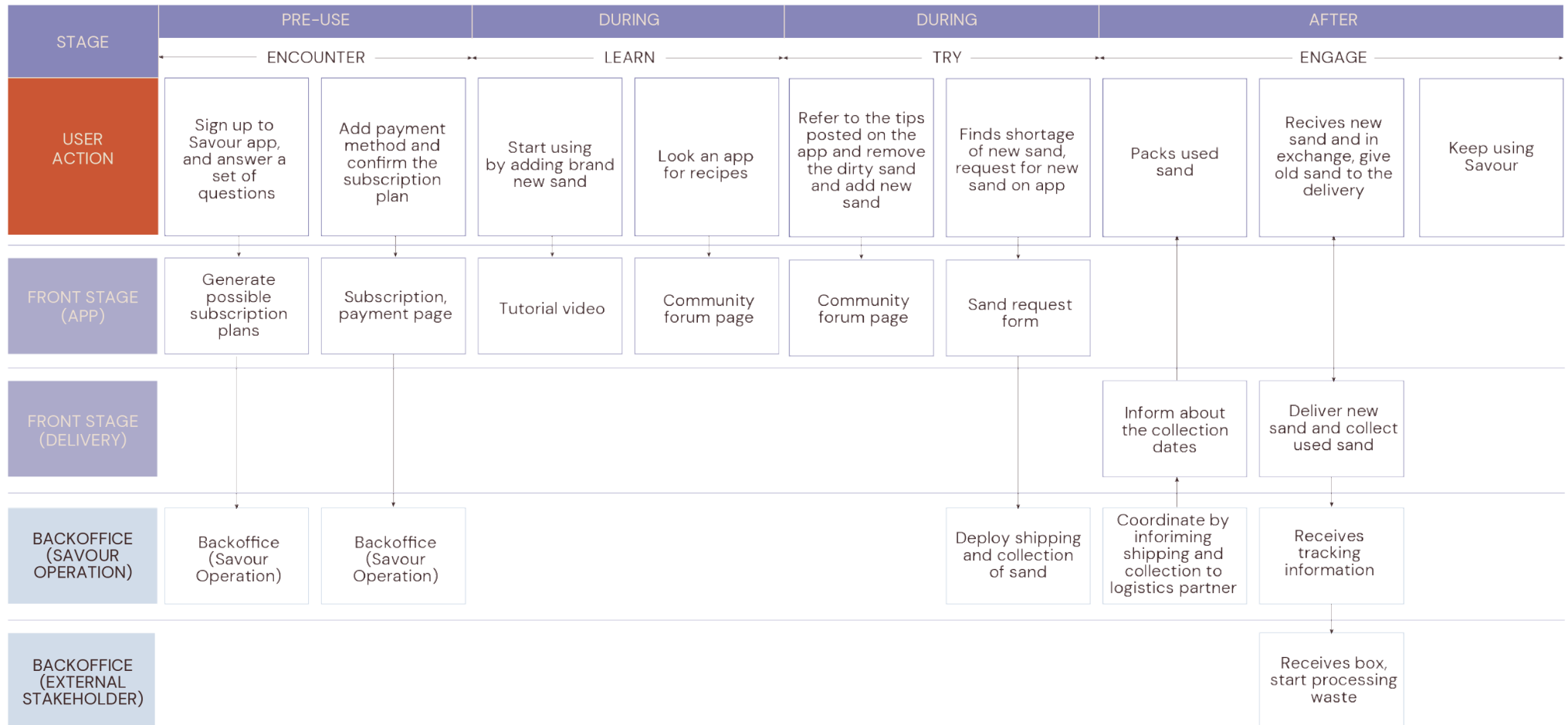
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ROSSI FAMILY – USE IN A FAMILY OF FOUR



Service Blueprint

How does the system designed react to interactions by users?
 The service blueprints shows how the actions influences it on different levels, including analog and digital touchpoints in front stage and backoffice.



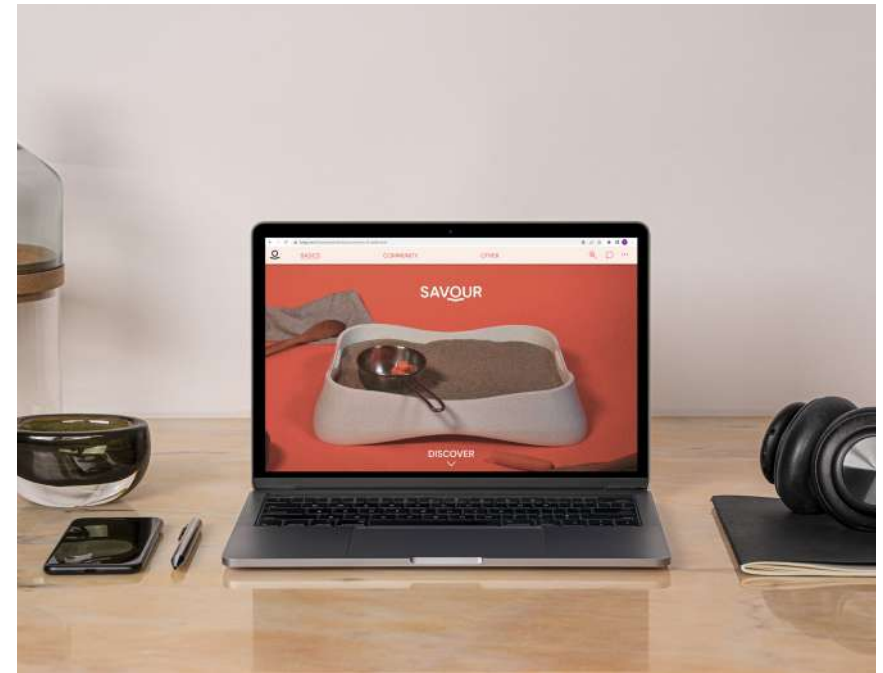
Website

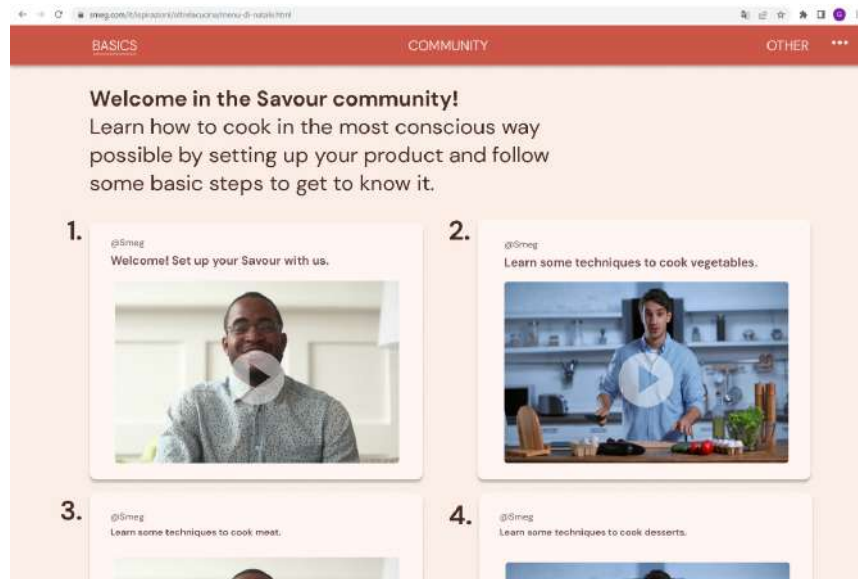
The Savour app and website link can be found on the SMEG product page and the package of the brand new SAVOUR. The app and website provide basic tutorials to get you started with cooking. By browsing these tutorials, users can learn the essential use of Savour.

More advanced SAVOUR instructions and recipes can be found in the app and on the members' page of the website. Registering as a member allows you to comment on recipes and post your blogs. You can also request subscriptions and maintenance via the app if you own the product. One can still view the posts even if one does not own the product.

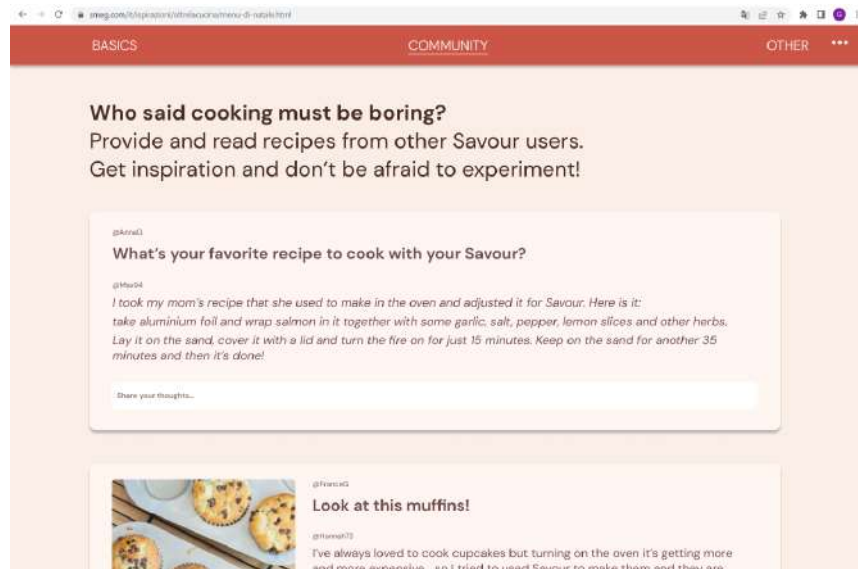
Designed to enhance user-to-user communication, the app and website allow customers to post ideas, recipes, questions, and tips through blog posts. In addition, a comment function allows bidirectional communication between customers. By building a customer-driven community in this way, Savour aims to involve users in the growth of the product.

On the right, mockups of website and app.





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The two opening pages of "Basics" and "Community" sections from the website.

RECIPES

Recipes in the blog can be provided by both the community or Savour. In the first case, they come from the experience of users, with the final goal of connection between the users. Those provided by Savour try to explore different ways of cooking: using baking tin that – by shape – will provide a better distribution of heat, using tin foil and to prepare hot beverages. Here we provide an example:

Muffins

Ingredients: flour, leavening, salt, butter, sugar, 2 eggs, milk.
 Step 1: It's as easy as it sounds. Place the flour, sugar, baking powder, and salt in a small bowl and use a whisk to stir until everything is well combined.
 Step 2: In a large bowl, add the melted and cooled butter, eggs, and milk. Use the whisk to stir until everything is combined.
 Step 3: Dump the flour mixture into the butter mixture. Use a silicone spatula to fold the two mixtures together just until all the flour is moistened.
 Step 4: Line a muffin pan with paper liners or you can lightly grease the muffin cups. Divide the batter evenly between 12 muffin cups and lay the muffin tray on the sand while covering them with a sheet of aluminum foil on top.
 Step 5: Turn on the gas stove for 20–25 minutes and leave the tray inside for another 25 minutes. The muffins are done when a toothpick inserted into the center comes out with only a few moist crumbs attached.

For other recipes, see the Annex.

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Packaging

As main element of our product, sand replacement is relevant in our system. It can get dirty, consumed, so users will have – as already seen – to change it through the time. This event, that can be more or less frequent depending on the use, can be a relevant opportunity for the brand.

For this reason, we decided to use the sand refill packaging as another touchpoint between the service and the user.

RECYCLED PAPER

As sand itself, also paper is recycled. In this way, our packaging is first of all sustainable in its materials. In the center, the logo recalls the product-service system.

RECIPES

The packaging has recipes on it: in this way, paper becomes a medium for communication. In this case, we provide useful inspiration for the use of the product suitable for new users but also older ones: for the first ones, it will be a guide in the new system, while for the second ones it will give new inspiration.

QR CODE

The QR code connects to Savour page on SMEG website and, consequently, on Savour blog. Thanks to this, new users can get in touch with the platform.



Branding

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Brand values and proposition

For *curious learners* who need to change their cooking habits in order to save energy, Savour is the solution that offers *an interactive cooking experience* providing a transitional kitchen system that makes them feel warm, conscious and relaxed.

As a brand, we propose something that can enrich the life of our users. Although the technique involved is antique, the product is a novelty: consequently, we propose Savour to people that is curious and willing to learn something new. Focusing on the quality interaction provided by cooking, we want to offer a system that doesn't only offer a reduction of energy consumption but also brings people together. This reflects in our unique proposal and the values the characterise Savour.

Connection

Through a conscious use, we value the possibility for users to be more in touch with the food they are preparing, to the people around them and themselves.

Sustainability

Starting from energy saving, we enhance users to be more conscious about their consumes and habits through a product-service system that is focused on circularity.

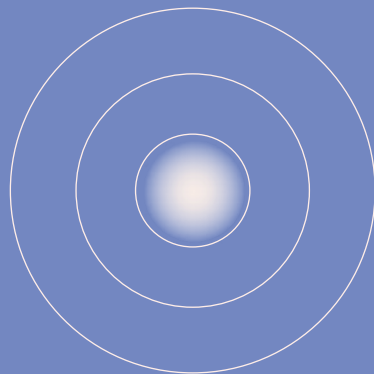
Interactivity

We invite users to try, test and find the suitable way for them to use the product. We value what users feel and have to say.

Mission:
what do we offer?

We provide *a transitional cooking system* that helps people to reduce their energy consumption. With the modernisation of a traditional cooking technique, we give the opportunity to the users *to live a new interactive experience* that makes them feel warm, conscious and relaxed in their everyday life.

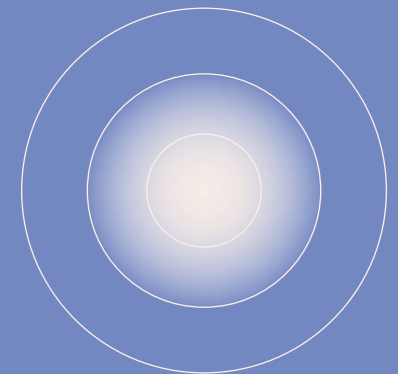
FOCUS ON PRODUCT
AND RELATED PRACTICES



Vision:
why are we doing it?

With our designs, we believe in a future in which energy saving is *an enriching experience.*

VISION: FOCUS
ON VALUES



Tone of voice

Our tone of voice embraces our values, recognising the uniqueness of the proposal we bring with our product-service. Considering that having sand in the kitchen environment could sound strange at first, we refer to curious people that are open to try out new things and we show this in the way we speak to them, with direct questions and puns. On the other end, the values of sustainability and connection lead us to having a tone that is, at the same time, empathetic.

HOW ARE WE TALKING TO?

We are addressing people that enjoy experimenting, that want to enjoy everyday activities and make them special in their own ways.

REFERENCES

For this reason, as reference we took paper and digital cooking magazines, that offer new ways of cooking combining old and new dishes and techniques. From this point of view, also the "Design Italiano" brought for example by Alessi was a relevant reference: as a way to rethink the ordinary through interesting appliances.

| TONE OF VOICE | DESCRIPTION | DOs |
|---------------|---|---|
| Witty | We know our proposal and we want to attire curious-alike people | Use light puns, play with words and use unusual elements |
| Direct | Offering a new way of cooking, we want to get the attention of people | Speak directly to the public involving them, use short sentences. |
| Engaged | Promoting circularity, we want to offer engaging sustainable practices. | Use facts about the product and the topics addressed. |
| Empathetic | We value connection with the experience provided and people | Recall of the collective experience of cooking and eating. |

In the table proposed, we show how our values translate the realisation of copies.

Naming

The naming of Savour recalls the different aspects tackled by the product-service-system, in both logo and payoff.

LOGO

Savour is, originally, an English word that stands for “to taste”. It suits for our proposal not just for this, but includes as well: the word “sand”, by the “s”; “save” by the first part of the word and “flavour” by the last part. Consequently, we find it suitable for a product-service-system that tackles energy consciousness in the kitchen environment.

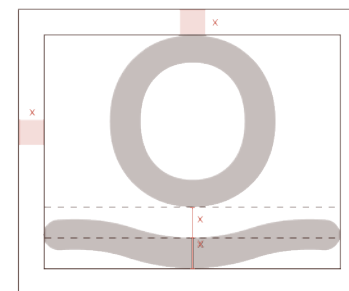
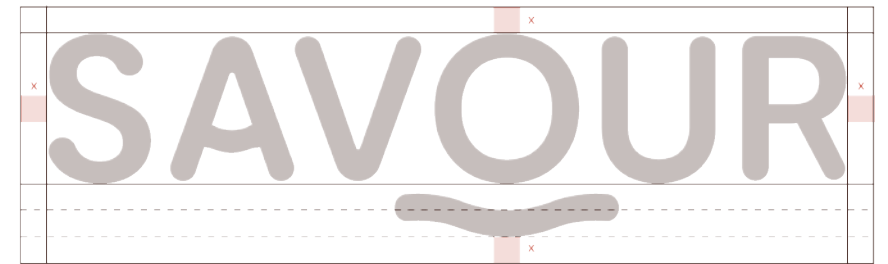
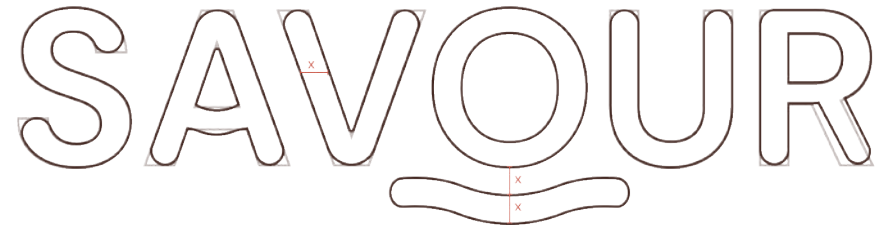
PAYOFF

The payoff, “Your conscious way of cooking” is used in order to complete the message towards the user in a concise way. In this case, a call to action is proposed with the direct use of the “your” adjective. Consciousness is a word with many meanings in our product-service-system: consciousness regarding the act of cooking, the resources involved in the process and the connection that could be built through it. Overall, using the object you will become more responsible and not impact the environment, but it still keeps a warm tone of voice.

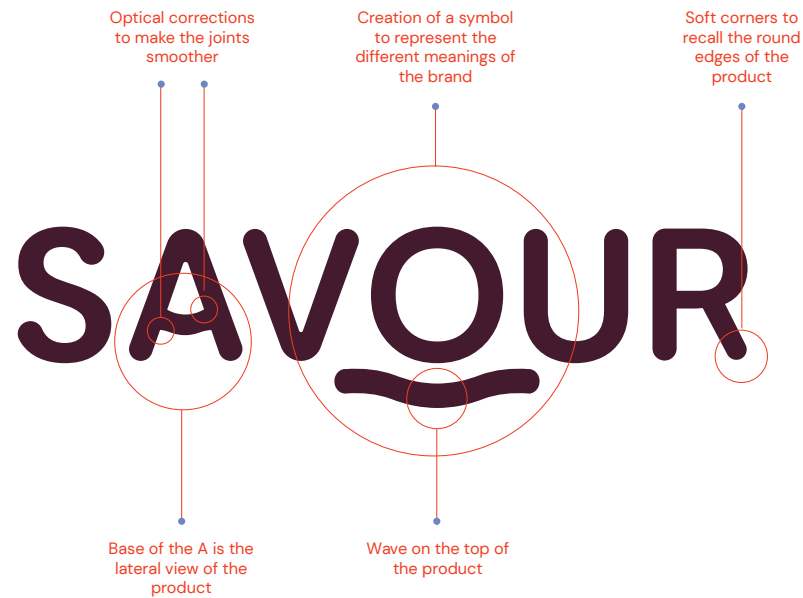
GRAPHIC ELEMENTS

In the following pages, the logo development is proposed in order to explain the visual design choices behind both logotype and trademark. Also it is proposed the construction and application of it in the context.

SAVOUR YOUR CONSCIOUS
WAY OF COOKING



The logo is a logotype with elements that are representative of the product and brand itself. It can be declined in a symbol, depending on the size of the support it has to be placed in. The symbol created is still recognisable and associable with the main logo.



Brand identity

FONTS

Fonts used in the brand identity are a combination of a sans serif, DM Sans Regular, and a serif, Libre Baskerville. Together, they offer overall a classical style that is, at the same time, made more interesting by small details as the curvy shapes that characterise the first one and in contrast the pointy edges of the serif. Regarding the use, DM Sans is used for longer text and smaller indications, while Libre Baskerville is preferred for significant texts, as headlines.

COLOUR PALETTE

The colour palette of savour embraces the multilayered proposal of the product. Made of five colours, it can be divided in two: in the primary colours, beige, orange and brown, and the secondary colours, baby blue and lilac. The first one are more natural and associable with the kitchen environment. The second ones, to use less, convey coldness and enchantment, with an unexpected association in the cooking appliances. The contrast between the two recalls the movement of heating that characterised the product itself.

GRAPHIC ELEMENTS

Other graphic elements that support the brand identity are gradients and grains. On the one hand, gradients are associated with sources of heat and how they expand through the movement of sand. Grain, on the hand, represents directly the texture of it, offering a coherent treatment of images.

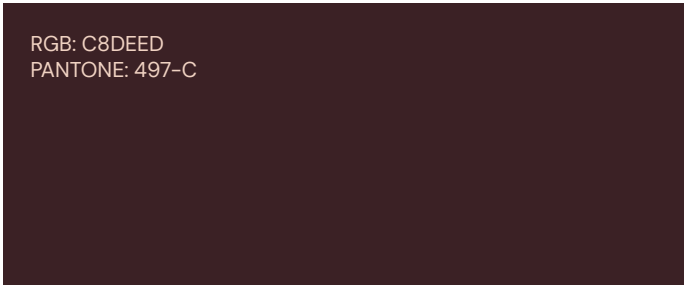
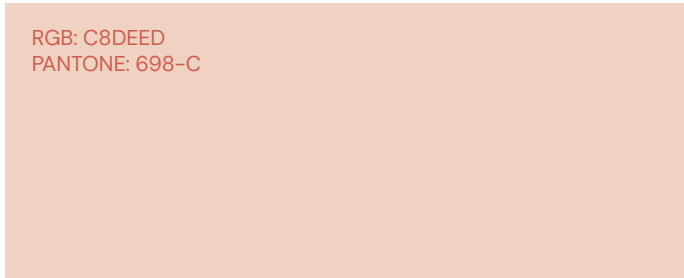
DM Sans Regular
DM SANS REGULAR
DM SANS BOLD

Main font used in the communication. It is highly readable, adaptable to screens and print

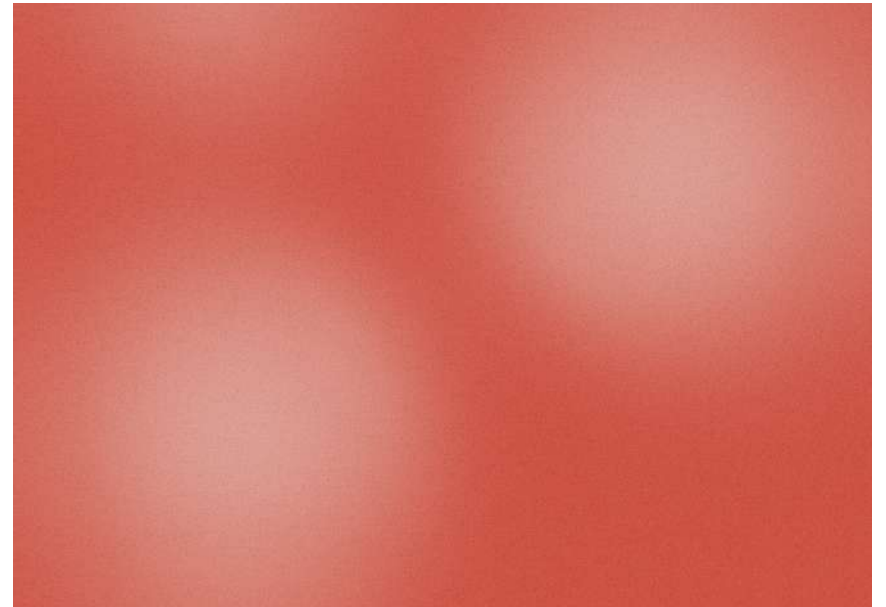
Libre Baskerville Regular
Libre Baskerville Bold

Used for titles and for typography in important sizes, or to contrast the sans serif in use.

PRIMARY COLOURS

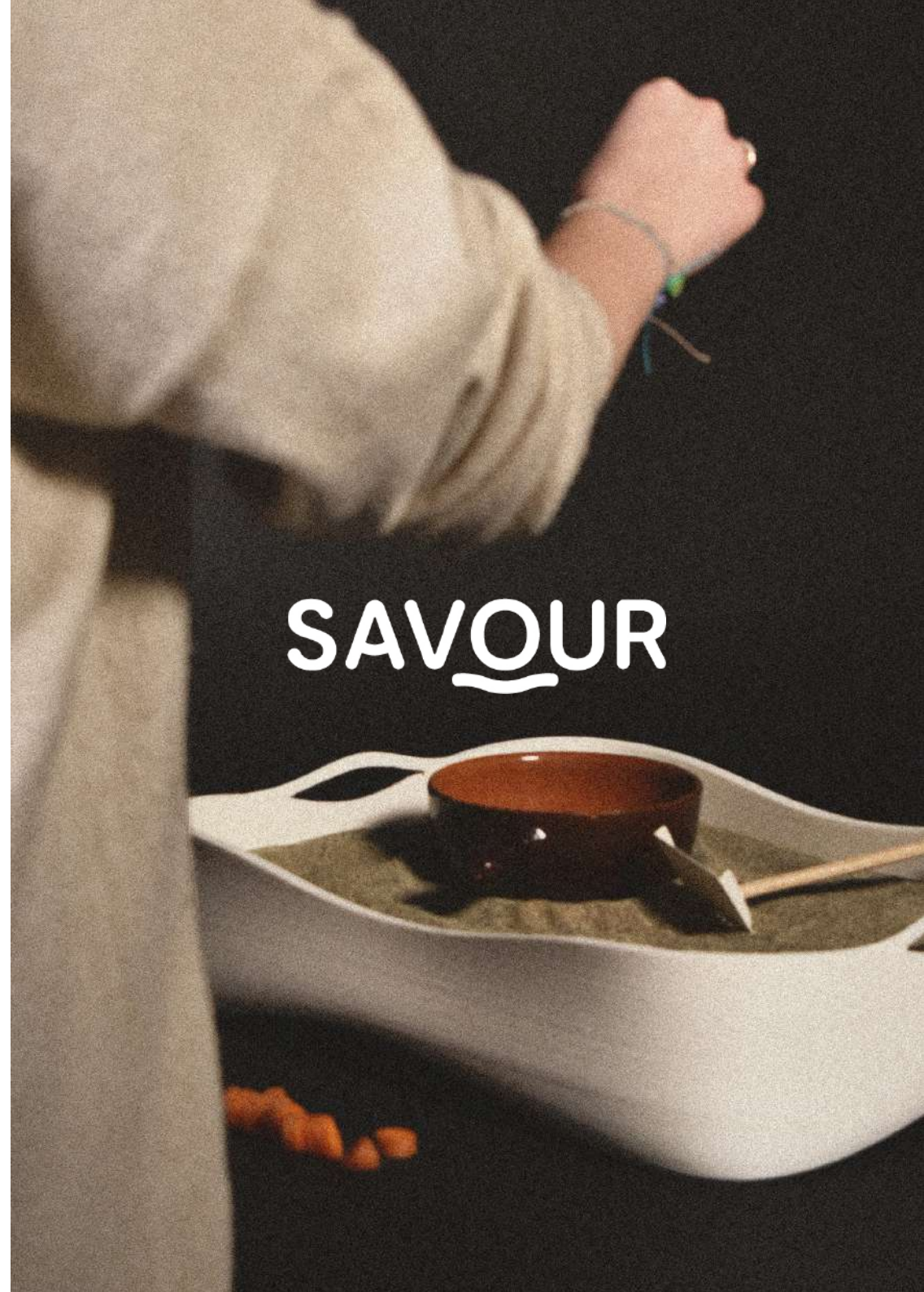


SECONDARY COLOURS



Campaign

How to promote Savour and raise awareness around it? The campaign is designed in different formats, to be placed in different places. From public space to homes, thanks to magazines.



Placing

PUBLIC SPACES

The first format is 3x6 for public settings and spaces, so as to publicize Savour and make it known even to people who are not interested in the cooking world. The other formats are vertical. Three of them are designed specifically for a triptych, while one can also be placed alone.

MAGAZINES

The campaign is also designed to be placed within magazines, especially those specializing in food, kitchen and interior design issues and technological innovations in the kitchen world.

Claims

“WHO SAID COOKING IS BORING?”

We chose two claims, both direct and witty, and both intriguing, but in different ways. The first is a direct question, to get straight to the user or person who is reading, making them curious.

“ADD SAND TO TASTE”

The second is a play on words. It recalls the manner of speaking “add salt to taste”, which means as much salt as you need. To add a touch of flavor and creativity, and given the similarity in texture between salt and sand, the claim then becomes a witty wordplay.

On the right and following pages:
development of the campaign.



Who said cooking is boring?

Renew your cooking system, save energy
and build a deeper emotional connection
around your everyday food experience.

SAVOUR
YOUR CONSCIOUS WAY OF COOKING



Add sand to taste

Savour is an innovative product with
traditional roots. Thanks to its main
components – stone and sand – you can
keep it warm and save energy. It can be
easily placed on top of traditional gas
stoves due to its support structure. Once
placed on it, you can turn on only one fire
underneath, allowing the stone to heat up
and the sand to keep it warm for longer.

SAVOUR
YOUR CONSCIOUS WAY OF COOKING

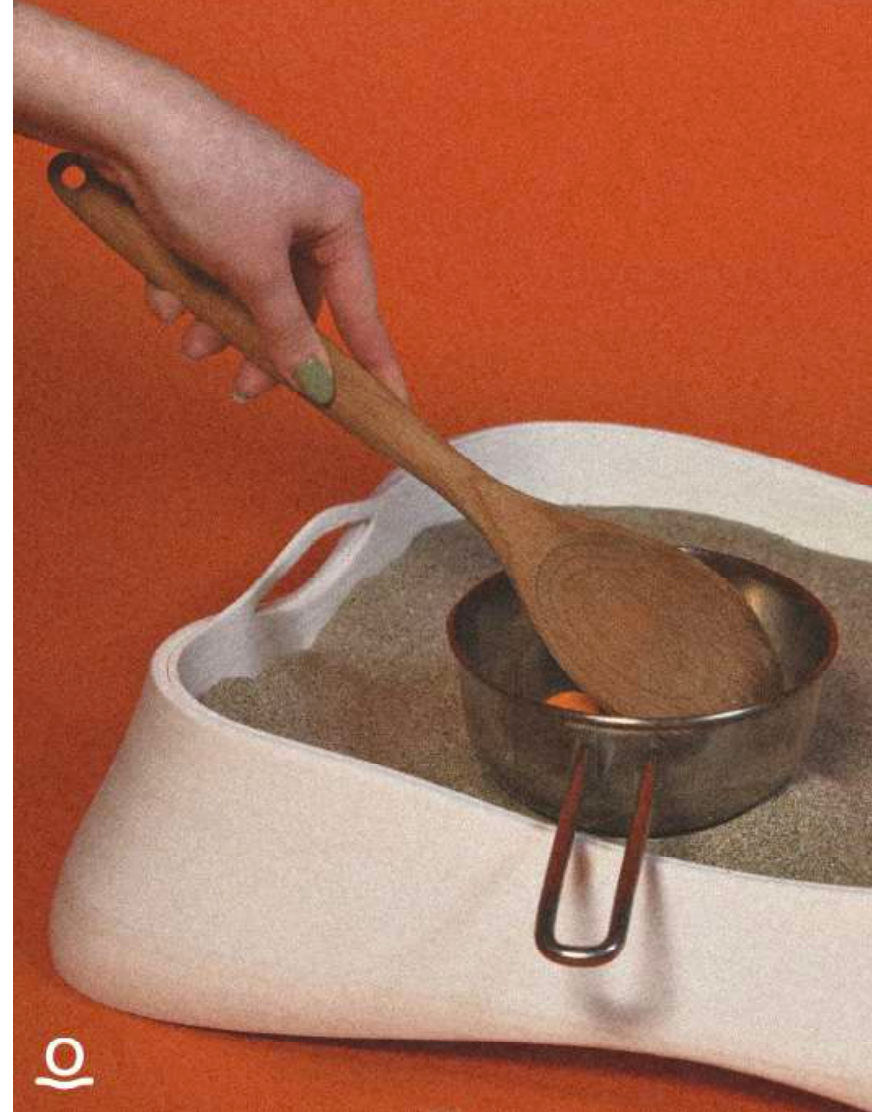
Who said
cooking is
boring?



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Add sand
to taste



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Promotional Video

A promotional video is been realised in order to show the product and how to use it.

FIRST PHASE

The first part of the video shows how using the traditional gas stove we all already have in our kitchen is one of the biggest sources of wasted energy and time.

SECOND PHASE

In the second part of the video he shows how to use the product, to show that it can be both a relaxing element because of the sand and a cooking tool. You then light the fire, start cooking, then turn off the fire and continue cooking the food.

THIRD PHASE

The last part of the video shows that after you finish eating your meal, you can use the heat from the stone panel (stored due to the sand's insulating property) to make yourself a cup of coffee.

On the right: frames from the promotional video.



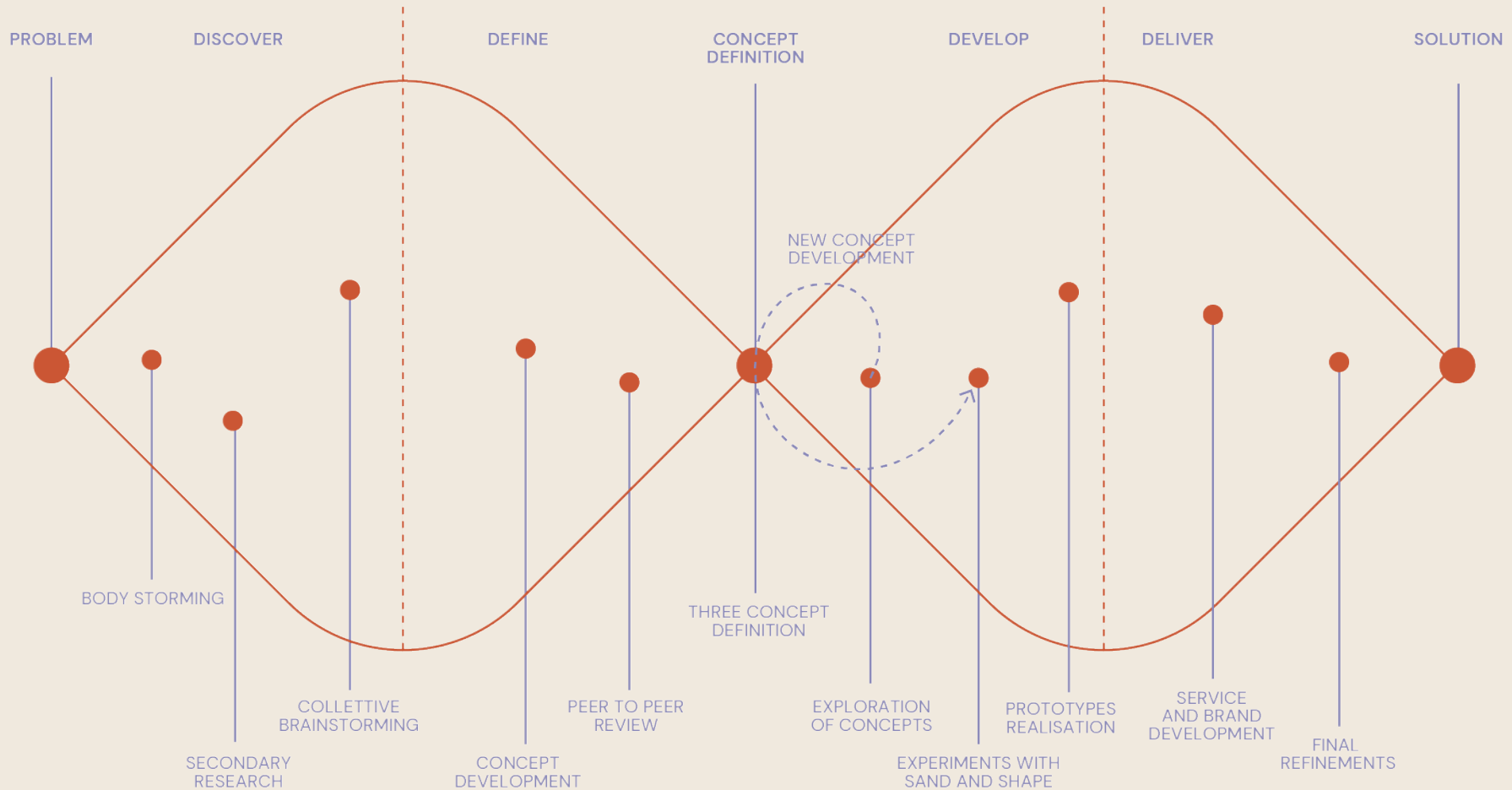
Annex

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| Recipes | 104 |

Our process



Energy is a complex topic, in which systemic dynamics play a relevant role. Consequently, designing a product - service was a challenge, due to the different scale of impact our project would develop. In order to take consciousness of this, many steps were relevant in the research process that took part at

the start of the semester.

Following a double diamond approach, in this first part there was the opportunity to develop primary and secondary research, opening up to many possibilities.

Experiments with sand

At first, Savour is just a panel put on the stove to absorb the wasted energy of fire. We tried different ways in order to catch more heat from the fire like using corrugation to increase the bottom heating area, adding a fire shield around the stove fire, or selecting the best heat storage material, etc.

After the first research, we choose to put sand in the metal pot to store heat. Because sand is the natural heat storage material and is very cheap. We did a lot of experiments to test the heat storage performance of sand in a metal pot. The experiments showed us that even though the sand can help keep heat but the metal pot with a large area exposed to the air quickly loosed the heat inside the sand.

To solve this problem, we changed the function of sand. At this time, sand is no longer the main heat storage part of Savour, but the soapstone under the sand. Soapstone is a perfect material for storing heat for a long time. And the sand on it can not only help keep heat but also insulate heat dissipation, especially the still air between the sands.

This is the process of how we develop Savour and how we discover the future possibilities of cooking.

On the right: experiments contexted in our kitchens in order to test the concept. In this phase, we used different types of pans and ratios to better understand the phenomenon.



Prototypes' realisation

After research and experimenting, we developed the product with the elements defined in the second section of this booklet. In this part, it was important to understand how sand can be moved with already existing tools, in order to design ours. Consequently we firstly used what was suitable for the aim and have found in cat litter a good imitation. Intermediate prototypes were both in 1:1 and 1:2 scale. The second one especially was useful to test interaction with the object and study the campaign shooting. 3D printing was used for the realisation of the final prototype, and real sand has been added to convey the final look.

At the bottom sand: test with cat litter and cooking tools.
On the right: intermediate cardboard prototypes in 1:2 and 1:1 scales.





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Sanding of the 3D printed prototype and realisation the other components, as stone and tools.



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Shooting day with the prototype. Had fun with sand, as designed.

To end with warmth

JACKETED SALMON

Ingredients: 4 (140g each) salmon fillets, 2 tsp olive oil, plus 2 tbsp, salt and freshly ground black pepper, 3 tomatoes, chopped, or 400ml tinned chopped tomatoes, 2 chopped shallots, 40ml fresh lemon juice, 1 tsp dried oregano and thyme.

Step 1: Sprinkle salmon with 2 teaspoons of olive oil, salt, and pepper. Stir the tomatoes, shallots, 2 tablespoons of oil, lemon juice, oregano, thyme, salt and pepper in a bowl to blend.

Step 2: Place a salmon fillet, oiled side down, atop a sheet of foil. Wrap the ends of the foil to form a spiral shape. Spoon the tomato mixture over the salmon. Fold the sides of the foil over the fish and tomato mixture, covering completely; seal the packets closed.

Step 3: Place the foil packet on the sand. Turn on the gas stove for 22 minutes and keep the salmon packets in the sand for another 25 minutes in the sand. Using a large metal spatula, transfer the foil packets to plates and serve.

CHAI TEA

Ingredients: water, Milk (in a ratio of roughly one part milk to two parts water), lots of tea leaves or tea bags for a strong infusion, plenty of sugar, optional addition of spices.

Step 1: Turn on the gas stove.

Step 2: Bring water, milk and spices to a simmer in a small saucepan on the sand, making the pot sink in it in order to have a higher temperature (adding the spices from the start gives them plenty of time to infuse).

Step 3: Turn off the gas stove and add in black tea to brew.

Step 4: Wait for the tea to steep. Don't boil it at this point or the tea releases too many tannins – those bitter compounds that make your mouth feel dry (move the pot on top of the sand to lower the temperature).

Step 5: Strain the warm spiced mixture into a mug; this will hold back the whole spices and tea leaves.

Step 6: Stir sugar into your chai and sweeten to taste.



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School of Design, Product Service System Design
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Professors: Valentina Auricchio, Stefana Broadbent,
Marta Corubolo, Fabio Di Liberto, Illka Suppanen

Tutors: Vanessa Monna, Chenfan Zhang

A project by: Federica Formicola, Greta Mellaro
Hanako Hirata, Mercedes Maria Vitali
Haokun Xin, Zhao Wu

EVOLVING
for scarcity