



UP&DOWN

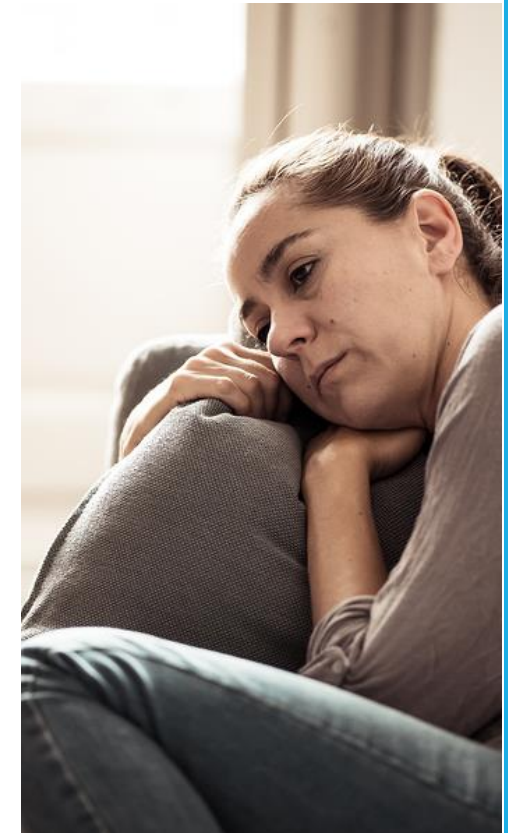
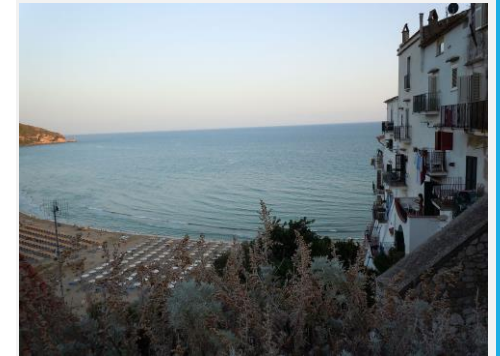
Design Brief
Made from team 8, Mindhunters
Addressed to team 17

PROJECT OVERVIEW AND BACKGROUND

In our country many students move to bigger cities to attend University, or take part to Erasmus program and finish their studies abroad.

Living far from the family, they miss them, but they also miss the taste of their typical food.

So families usually prepare a box with some specialities to send periodically to their sons.



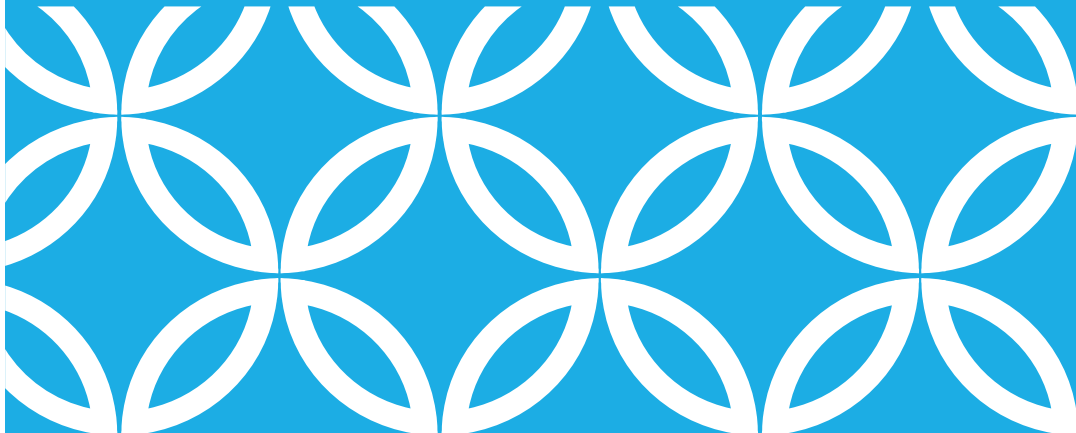
PROJECT OVERVIEW AND BACKGROUND

Students that live far from their families, usually share the house with other students.

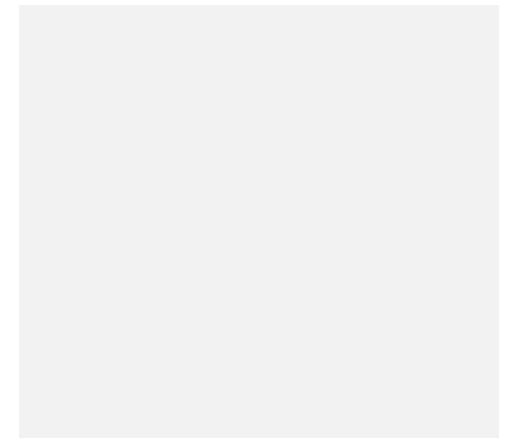
They change food habits, because they can't cook traditional dishes.

They make new friendships and they share informations on the places where they come from.

In fact they usually share the things that they receive from their families, to allow them to taste their local products and recipes.



OFTEN FAMILIES GO TO
THE CITY WHERE THEIR
SONS STUDY JUST FOR THE
GRADUATION CEREMONY.

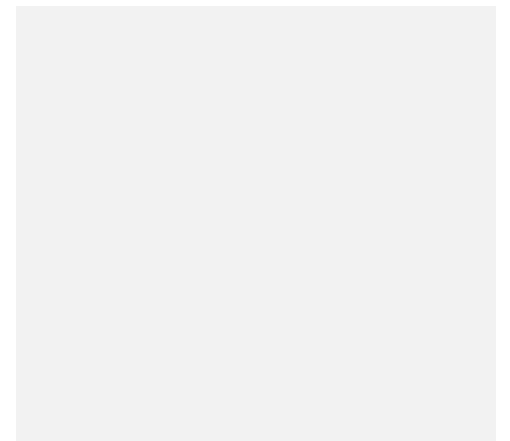


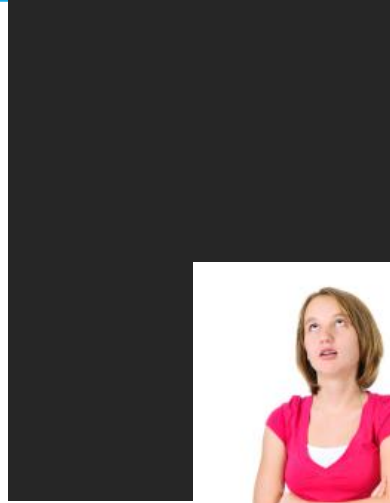
WHAT CAN GIFT HAPPINESS TO STUDENTS WHO LIVE FAR FROM HOME?



Students receive a box full of their local products, sent from their families or loved ones.

This is a tradition in Italy and the products are generally home made, like tomato sauce, pickles, jams, olive oil.

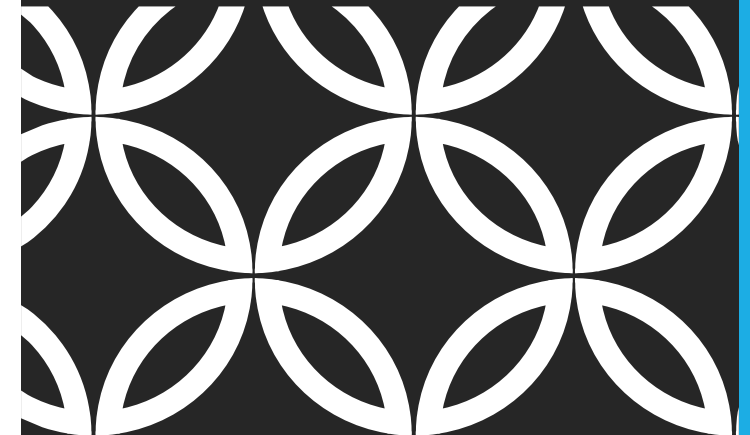




TARGET USER

Families of students who attend University far from home or abroad.

Age: 50+





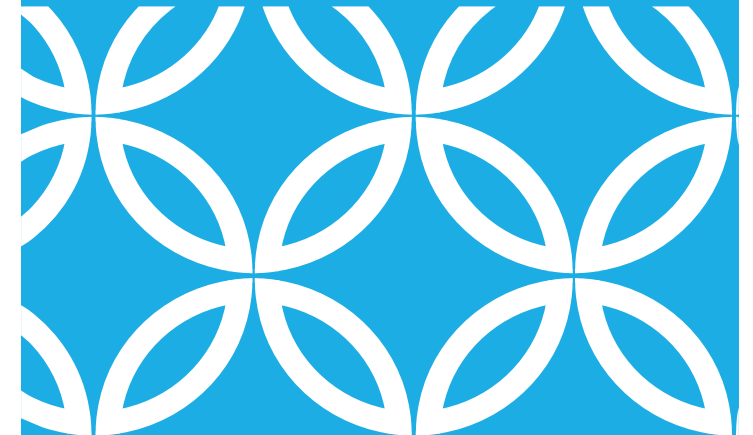
MARKET

Attention to sustainability

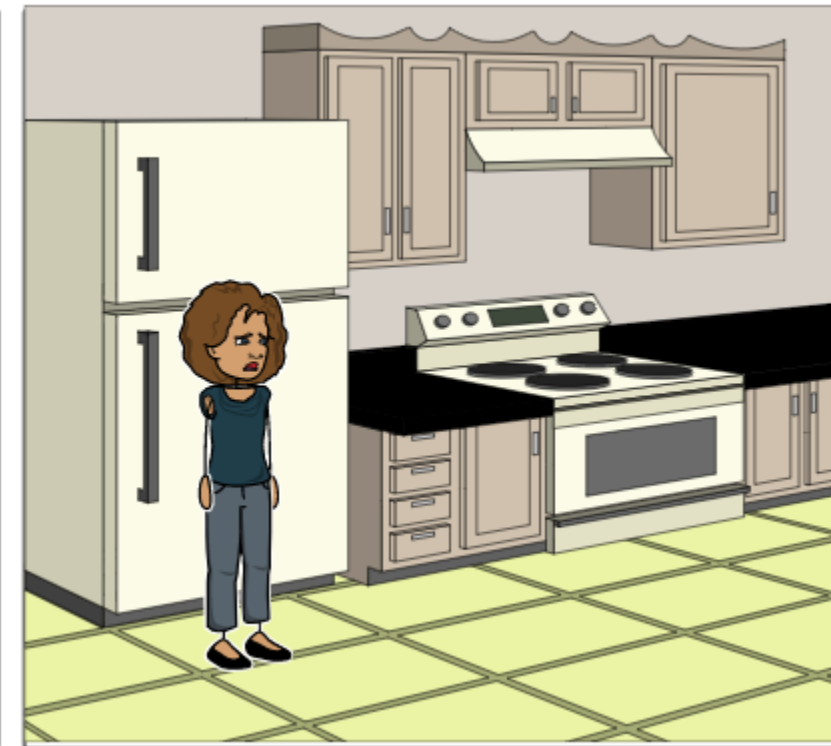
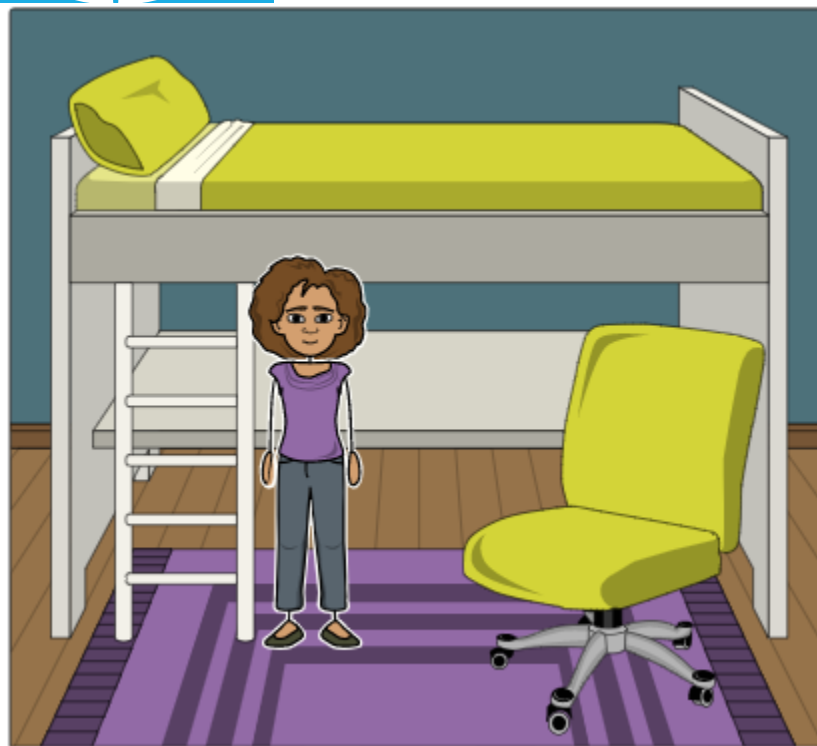
Digital / analogical
product

Cost of the box: 30-150
€

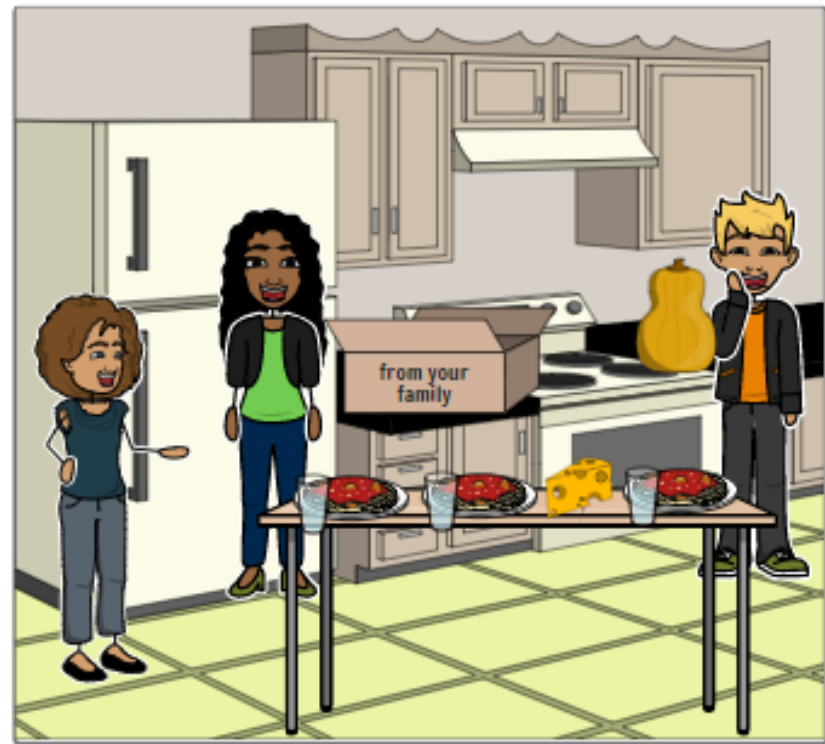
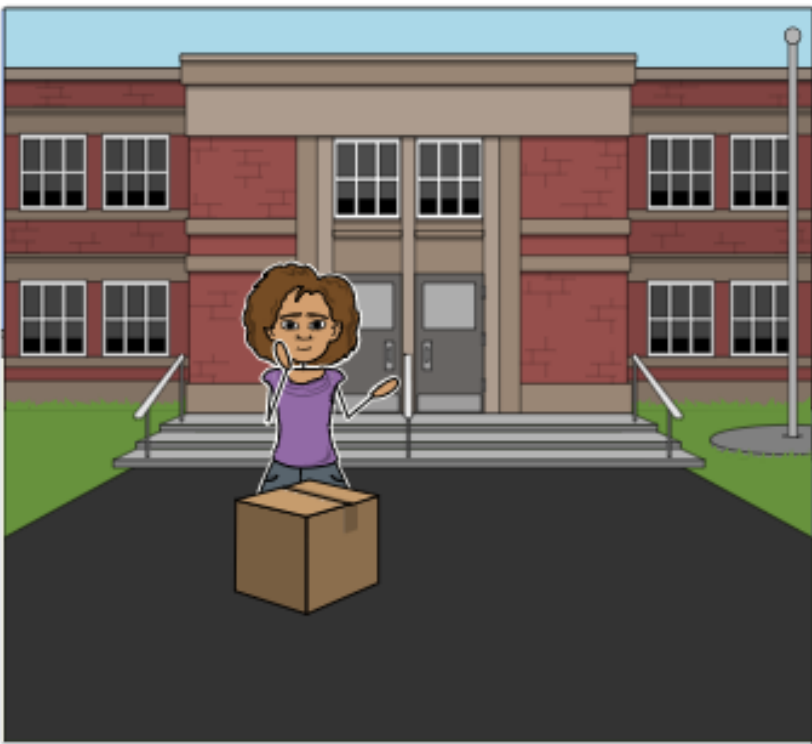
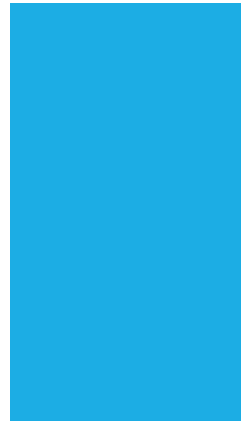
Cost of the design: not
estimated



ScENARIO ante



Scenario post



DESIGN REQUIREMENTS

Easy for parents and grandparents

Self-explanatory

Attention to sustainability

An idea that lasts (subscription to the service)



FACILITIES

Materials:

Stationery

Paper

Foam

Cardboard

How we can prototype:

Balsamiq

Marvel

Illustrator

Open to discover new softwares

