



BRIEF:

We requested cognitive stimulation games specifically to slow down the process of cognitive decline caused by Alzheimer's.

The activity should stimulate memory, attention, and association through cultural references, particularly from Neapolitan traditions, which have been shown to evoke personal and collective memories in the elderly. It must be accessible, with a simple interface and clear visuals, suitable for individuals with cognitive or motor limitations.

Target: 65-80 years
Target cost: 100-150 euros

INITIAL IDEAS:

After organizing the brief, we received three different design proposals inspired by therapeutic games and activities for elderly individuals with Alzheimer's. The ideas were developed to evoke memories and strengthen the connection to Italian culture through sensory and interactive experiences.

The first idea, Pulcino, is a companion robot inspired by the character Pulcinella. Designed to be friendly and approachable, it engages seniors through activities such as playing traditional music, displaying cultural images, and releasing familiar scents like basil or rosemary. It also serves as a support for daily reminders and conversations.

The second concept, Festival in a Box, is a monthly subscription kit that recreates traditional Italian festivals at home. Each box includes sensory elements like decorations, music playlists, and typical Italian scents, allowing seniors and caregivers to share immersive and memory-rich experiences together.

The third proposal, Taste of Italy Teacups, features ceramic cups with scent-infused discs that release familiar Italian aromas, such as espresso or oregano, when hot water is poured in. These cups combine multiple senses to create nostalgic moments tied to Italian heritage.

Of the three ideas presented, the one we found most interesting and in line with our requirements is Festival in a Box, which we have chosen as the prototype for our final project.

BACKGROUND: According to some research, showing pathological elderly individuals symbols of Neapolitan culture can evoke memories both personal and tied to Neapolitan traditions.

REQUIREMENTS:

- **Accessibility:** Simple interface, clear visuals, and materials for cognitive or motor limitations.
- **Cognitive stimulation:** Activities targeting memory, attention, and association, with adjustable difficulty.
- **Social interaction:** Encourages family or caregiver participation to boost emotional well-being.
- **Scientific validity:** Based on scientific evidence of cognitive benefits for Alzheimer's.
- **Cultural relevance:** Includes symbols of Neapolitan culture to evoke memories

FINAL IDEAS:

Following our directives, the designers proposed two final ideas: **Carnevale in a Box** and **Taste of Italy Teacups**.

The first, **Carnevale in a Box**, is a sensory kit that recreates the Carnival atmosphere of Naples. It includes various elements like **the Mask Cube**, **Music Cube**, **Confetti Globe**, and a **Pulcinella Story Doll**, all designed to stimulate touch, sound, sight, and scent, offering an immersive experience of Italian tradition.

The second proposal, **Taste of Italy CoffeeCups**, features cups infused with Italian scents like espresso and citrus, designed to evoke memories through scent and touch.

After evaluating both concepts, we selected Carnevale in a Box as the final prototype, as it best aligns with our project's requirements.

CRITERIA OF CHOSEN DESIGN:

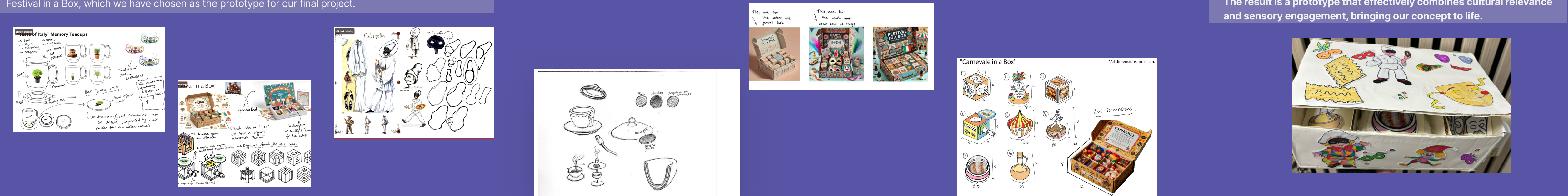
- 1.Originality;
- 2.Adherence to the cultural context;
- 3.Ergonomics;
- 4.Motor stimulation;
- 5.Easiness of use;
- 6.Level of cognitive stimulation;
- 7.Level of social stimulation;
- 8.Design concept;
- 9.Functionality;
- 10.Adherence to the brief.

PROTOTYPING:

For the final phase, we created a prototype of the **Carnevale Box**, incorporating objects designed for cognitive stimulation. We used a cardboard box covered with decorative paper, adding printed images representing Italian Carnival and historical Neapolitan symbols, such as **Pulcinella**. After a thorough search for the most suitable images, we divided the tasks as follows:

- **Salvatore:** Colored the prints, focusing on vibrant tones to reflect the festive Carnival atmosphere.
- **Fabio:** Cut the images with precision to ensure they fit perfectly on the box.
- **Anna:** Covered the box with decorative materials to enhance durability and aesthetic appeal.
- **Clarita:** Carefully applied the prints, ensuring a smooth and well-aligned finish.
- **Domenico:** Created a backstage video showcasing the teamwork and detailing the prototyping process.

The result is a prototype that effectively combines cultural relevance and sensory engagement, bringing our concept to life.



COMMUNICATION

ZOOM WORKPLACE



We had most of our internal group meetings via Zoom Workplace after choosing a date via Whatsapp. The meetings were always enjoyable, and there were no misunderstandings. The Turkish team proved to be very professional, presenting their ideas and requests with great clarity from the start, and they were always kind and accommodating.

On some occasions, meetings were postponed or canceled at short notice, but this was understandable given exams and other academic commitments that can arise.

WHATSAPP



In addition to the meetings on Zoom Workplace, most of the communication took place via WhatsApp. There was always great availability from all team members, with a friendly and kind atmosphere. For any issues, responses were always prompt, and the collaboration ensured we could work well together.

The only challenge we faced was negotiating what we could propose for the project. We stepped a bit out of our comfort zone by designing something highly technical, more suited to professional designers, which we are not.

They also showed an interest in connecting with us and learning about Naples, which we really appreciated. Beyond the technical project, it was rewarding to build connections with people from a different cultural background.

BLOG



The blog was primarily used to upload the brief, checklists, documentation from video calls, and all the provisional and final design ideas we had. For the rest of the communication, the teams rarely used the blog. However, the content published on the blog often became a topic of discussion on the other communication channels we used.

FEEDBACK

FEEDBACK GIVEN



The feedback we gave was always aimed at improving the quality of the work. However, initially, we faced some difficulties in fully conveying what we wanted, especially since the topic of Alzheimer's and cognitive stimulation was new to them. Additionally, we had to explain some of our social and cultural traditions and conventions that differed from theirs to help them better understand the project's context. We tried to be clear and constructive, offering suggestions on how to improve the design ideas and ensure the project met the brief's requirements. We were always open and honest, striving to maintain positive and productive communication.

FEEDBACK RECEIVED



The feedback we received was always very helpful and well-reasoned. The Turkish team responded to our suggestions with openness and willingness, continuously working to improve the project. However, most of the corrections focused on purely technical aspects, and we were given little room to include more emotional and heartfelt elements, which we would have liked to explore further. Nevertheless, we appreciated their listening skills and how they incorporated our input into their work.

RELIABILITY



We are happy with the final result, and communication was generally smooth and clear. The Turkish team was always available and met deadlines, which made our planning easier and helped us move forward with the project without any major issues.

There were a few small delays in providing us with what we needed, and at times we couldn't connect on Zoom due to exam commitments. However, these issues didn't significantly impact the project's progress, and we were still able to meet key deadlines without compromising the quality of our work.

