



THE 2024 GLOBAL STUDIO

BRIEF TEAM 23



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CONTEXT

WHERE ARE WE?

Naples is a historically rich city. It is located in the southwest of Italy and it is characterized by its immense cultural, artistic, musical and gastronomic heritage. The view of Vesuvius, the volcano that overlooks the city, adds a unique touch to the landscape. Furthermore, Naples is famous for its warm and welcoming atmosphere, with a life



Naples, in addition to boasting a rich historical heritage, is also famous worldwide for its gastronomic tradition. Among the typical dishes, the one that most represents it is undoubtedly pizza.

Neapolitan pizza, in its simplest form, has its origins in the seventeenth century as an evolution of the traditional bread smash.

A traditional way of eating pizza in Naples is to buy "wallet" portions, folding the pizza into four parts to be able to consume it walking through the streets of the city.



HOLIDAYS

In Naples, holidays are celebrated with great enthusiasm and involvement, taking into account cultural and religious tradition.

The most important moment is lunch/dinner which usually lasts several hours.



Casatiello is a product of Neapolitan cuisine, a salty leavened product typical of the Easter period. The basic ingredients are: flour, lard, cheese, salami, chives and eggs. It is assumed that its name derives from the Neapolitan word caso (i.e. cacio, from which casatiello), an ingredient that is part of its dough.

Struffoli: a typical dessert of the Neapolitan Christmas tradition. Small balls of dough, fried in oil (or baked) and wrapped in hot honey, arranged on a serving dish; finally, the composition is decorated with pieces of citron and other candied fruit, and colored sprinkles.





POPULATION

HOW HAS THE POPULATION CHANGED?

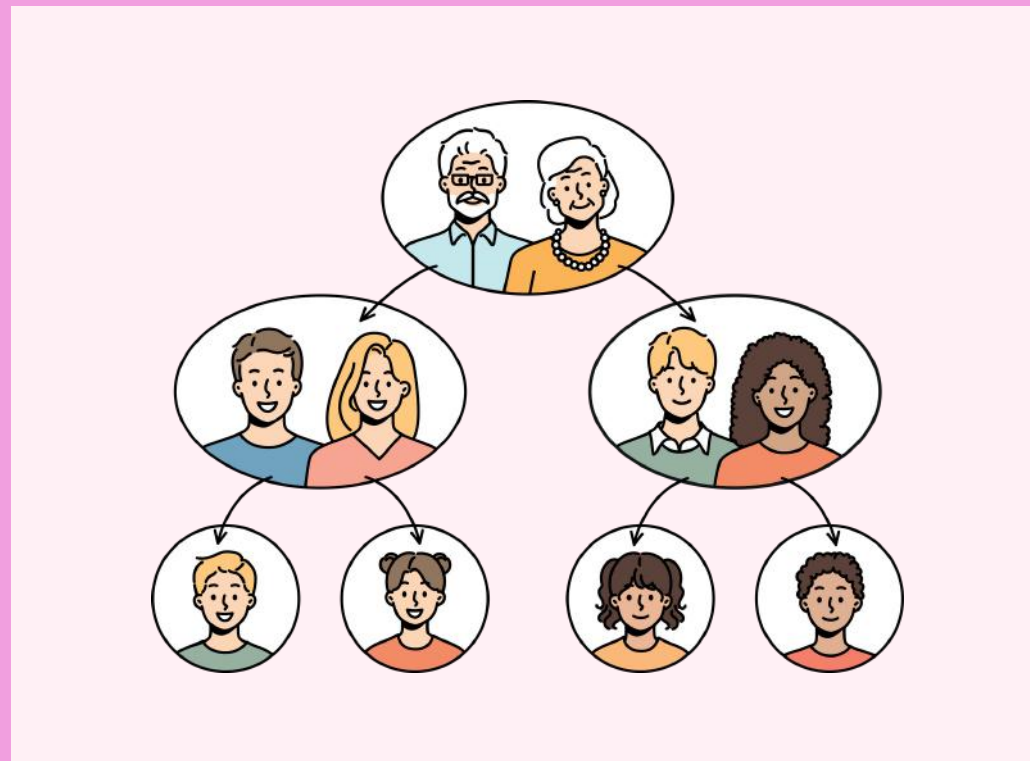
IT'S THE CENTURY OF GRANDPARENTS!!

Almost 50% of Italians have at least one living grandparent

- Almost all grandparents do not live in the same house as their grandchildren (97%),
- about 2/3 live in the same municipality
- 16% in the same building, the
- 31% within 1 kilometer of distance and the
- 30% within 16 kilometers

THE PROBLEM

GENERATIONAL GAP.
THE TABLE AS A PLACE FOR
MEETING AND SHARING



BACKGROUND

Following the analysis carried out, based on the various articles, a generational gap was found in the grandparents/grandchildren relationship. The causes of this gap are various:

- presence of distractions for children (TV-telephone)
- young people's lack of interest in traditions
- little communication
- different cultural values and rituals
- different rhythms

USER PERSONA



Name: Assunta

Age: 74

Where she lives: Caserta, Campania

Family: Widow with three adult children and four grandchildren (two of whom are teenagers) Education: Middle school

Technological literacy level: Low (uses cell phone to call, but is not familiar with apps or the internet)

More information

Assunta is a 74-year-old woman, widowed for 5 years. She lives alone in Casera, often receives visits from her children and grandchildren, who are always very busy with work or study. She loves cooking and sees mealtime as an opportunity to spend time with her family, even though she increasingly notices the generational gap, especially with her grandchildren. She cannot understand their attachment to technological devices during meals and conversations, and often feels left out. She would like to be able to share more with them and reduce this distance, but she does not know where to start.

Desires

Assunta wants to find a sense of family unity at the table, without technology becoming an obstacle to communication. She would like meals to be a moment of sharing, in which her grandchildren put their devices aside and pay attention to her. She also wants to learn, in a simple and guided way, how to use new technologies to connect with her loved ones, but without feeling overwhelmed or inadequate.

Goals

Target: Older people living in Campania, over the age of 70, who are experiencing separation from younger family members and are looking for ways to reconnect, especially during meals, but who are not familiar with modern technologies.

Frustrations

Assunta feels frustrated by the fact that young people, especially her grandchildren, seem to prefer their smartphones or tablets to talking to her at the dinner table. She can't understand new technologies and doesn't know how to use them to better connect with them. Despite her desire to stay close to her family, she feels isolated and not updated enough to approach the world of young people.

ASSUNTA'S JOURNEY

Assunta's day starts early with preparing coffee and doing household chores. Despite her three children living nearby, she notices a growing distance in their relationships, especially with her teenage grandchildren, who seem more interested in their phones than in her. After grocery shopping, she dedicates herself to cooking traditional Campanian dishes, hoping to share meals with her family, but often feels lonely when visits are brief or absent.

In the afternoon, she rests by watching TV or reading, but feels isolated and eager to understand her grandchildren's tech-savvy world better. Phone calls from her children comfort her, but she fears coming across as intrusive. In the evening, she has dinner alone and reflects on how to reconnect with her grandchildren, which leaves her feeling discouraged. She goes to bed early, feeling that her day was repetitive and unsatisfying in terms of family relationships.

STORYBOARD



MARKET AND DESIGN REQUIREMENTS

In order to face the problem of generational detachment between the elderly and Generation Z during meals in Campania, the main goal is to create a product that facilitates the connection between generations at the dinner table. The product design should be environmentally friendly, easy to use, and able to promote interaction, making the convivial experience more enjoyable for everyone. Here are some actions that could be taken:

- 1. Intuitive Interface:** The product must have a highly intuitive interface, with clear symbols and simple instructions, accompanied by visual or audible feedback to guide the user in use.
- 2. Ecological and sustainable product:** The product must be made with ecological and sustainable materials, reducing the environmental impact and promoting a conscious and responsible approach to the use of resources.
- 3. Customizable:** Customizable product for the elderly and young people, make it suitable for any occasion.
- 4. Simplified resources:** Make it easy to access resources related to mealtime interaction, such as conversation prompts or group games that involve the whole family, with clear, guided processes.
- 5. Social facilitation features:** Implement features that help create a convivial environment, encouraging socialization and dialogue between young and old without digital distractions. Thus encouraging the possibility of deeper relationships at the table.

Objective:

Create an eco-friendly, convenient and practical product that allows young and old to gather and communicate more easily at the table, reducing the generation gap.

Materials for the prototype:

Pen & Paper, WIX, CANVA, MIRO, FIGMA, Cardboard

Budget:

From 400 to 600 euros

