

PINK PIXEL

FINAL EVALUATION



BRIEF

Team 23, Pink Pixel, analyzed and defined the main problem in the first phase of the project. In describing the problem, the group provided an overview of the social context, cultural and gastronomic traditions, highlighting a crucial theme: the generation gap between young and old. In particular, young people, often distracted by their electronic devices, do not dedicate enough time to their grandparents, who complain about a lack of communication and sharing of daily experiences.

This phenomenon is particularly evident during meals, a traditionally intimate moment of family connection, where the dimension of collaboration and sharing is being lost.

To address this issue, the group proposed the creation of an innovative tool that could foster the bonding and sharing of these moments between generations

BACKGROUND

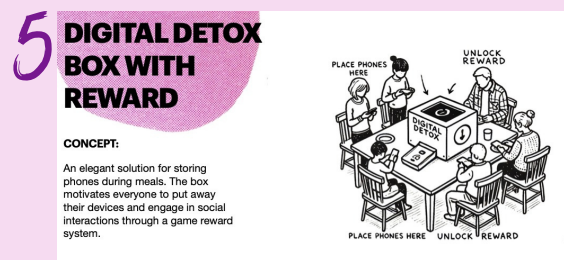
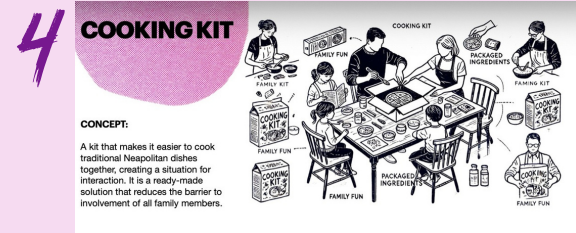
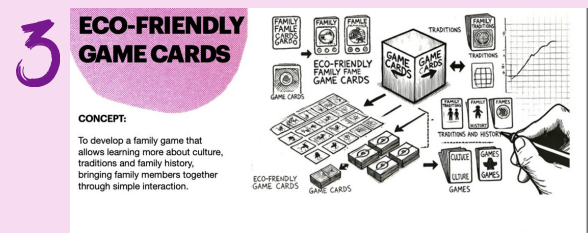
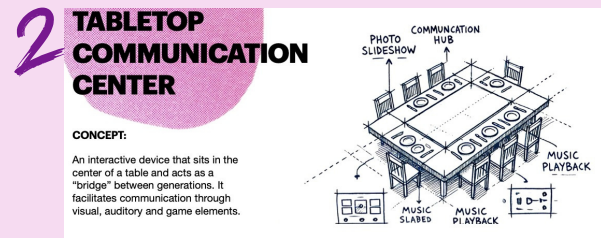
Older adults often feel lonely and undervalued, experiencing a sense of emotional distance from their grandchildren. They fear appearing old-fashioned or irrelevant, struggling to find the right way to relate to a generation that grew up in a very different world, which accentuates their discomfort and sense of isolation



REQUESTS

Among the required specifications, the product had to be eco-sustainable, easy to use for both generations, customizable and achievable with a maximum budget of 600 euros

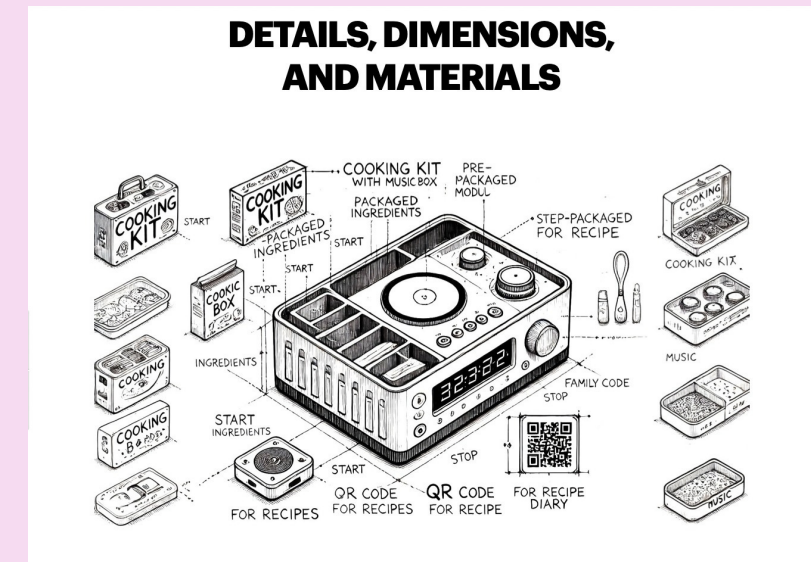
PROPOSALS



FINAL PROPOSAL



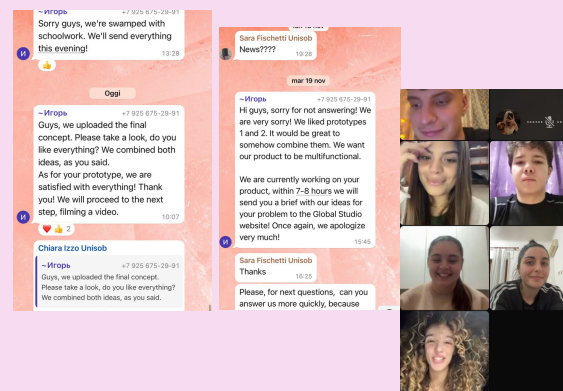
After evaluating the various proposals, the Pink Pixel team opted to combine proposal n° 4 and n° 5. Team 17 accepted the observation and developed the final proposal



COMMUNICATION



Communication with team 17 was not always easy. The pink pixel team waited for the Cosmic team (team 17) answers and their brief for several weeks without being able to proceed: their absence did not make the pink pixel team live the project with enthusiasm. However, things improved towards the end, when the Cosmic team was efficient in sending both the brief and the various proposals in a short time. The two teams managed to make a video call and keep in touch on whatsapp too



PROTOTYPING



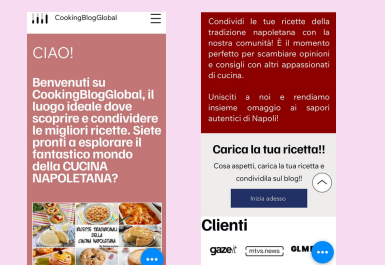
During the prototyping phase, we worked carefully to follow the key points outlined in the initial brief, ensuring that the final proposal stayed true to the original requirements.



FINAL EVALUATION



The first offer did not fully match the points in the initial brief. However, after discussing and working together, the proposal was improved and now fits the original request



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