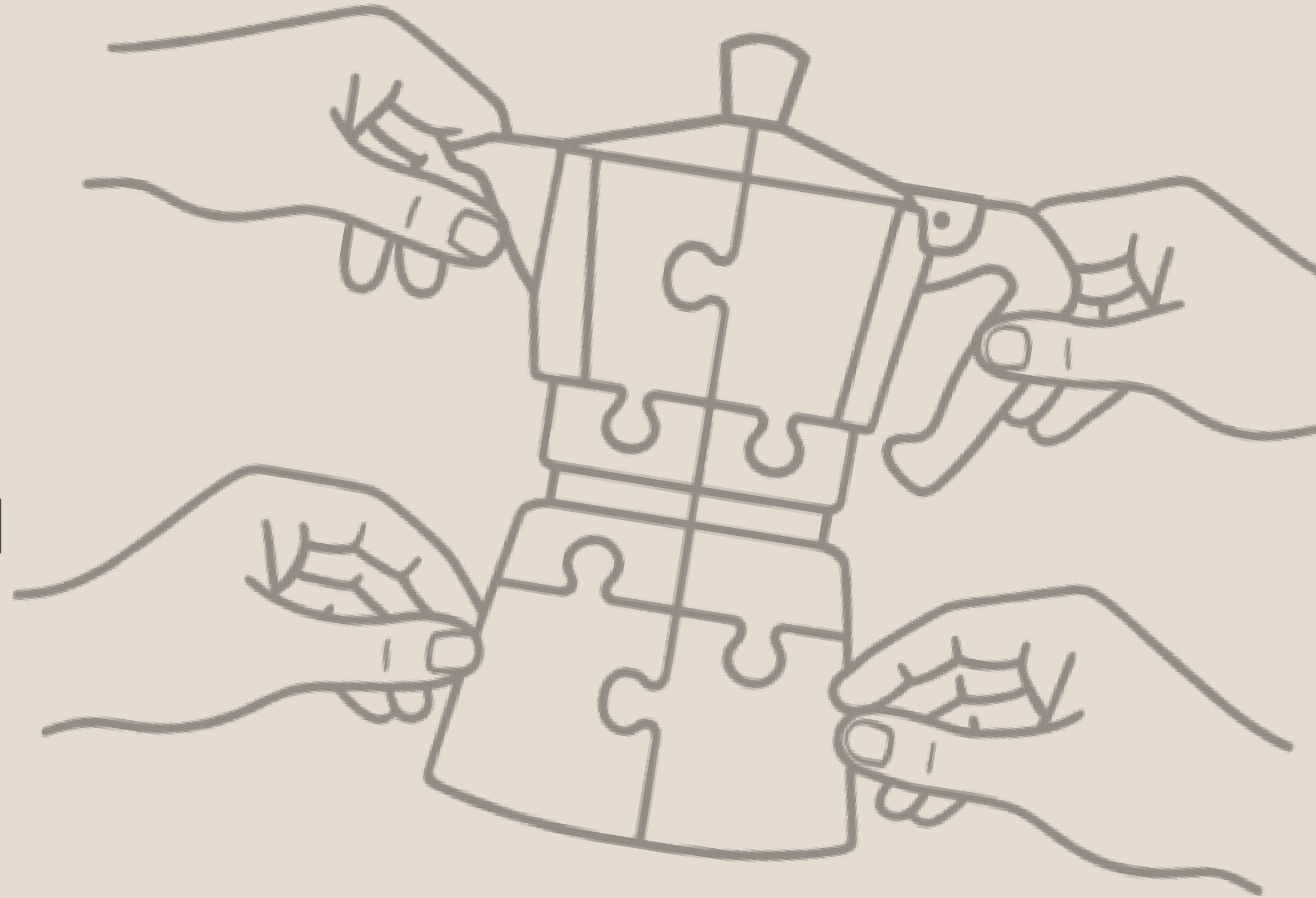


# MIND SIGHT DESIGN BRIEF

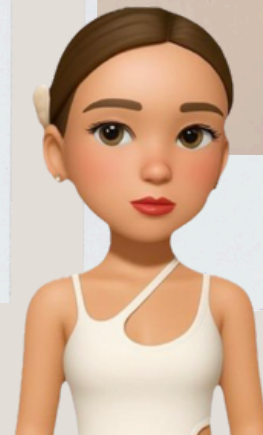


Sara Buonanno, Alessia Fucito, Martina Porpora, Paola Rescigno, Chiara Vitiello

# OUR TEAM



Sara  
Buonanno



Alessia  
Fucito



Martina  
Porpora



Paola  
Rescigno



Chiara  
Vitiello



# COFFEE IN NAPLES: TRADITION AND IDENTITY

**Coffee in Naples is more than just a drink: it is a social and cultural ritual.**

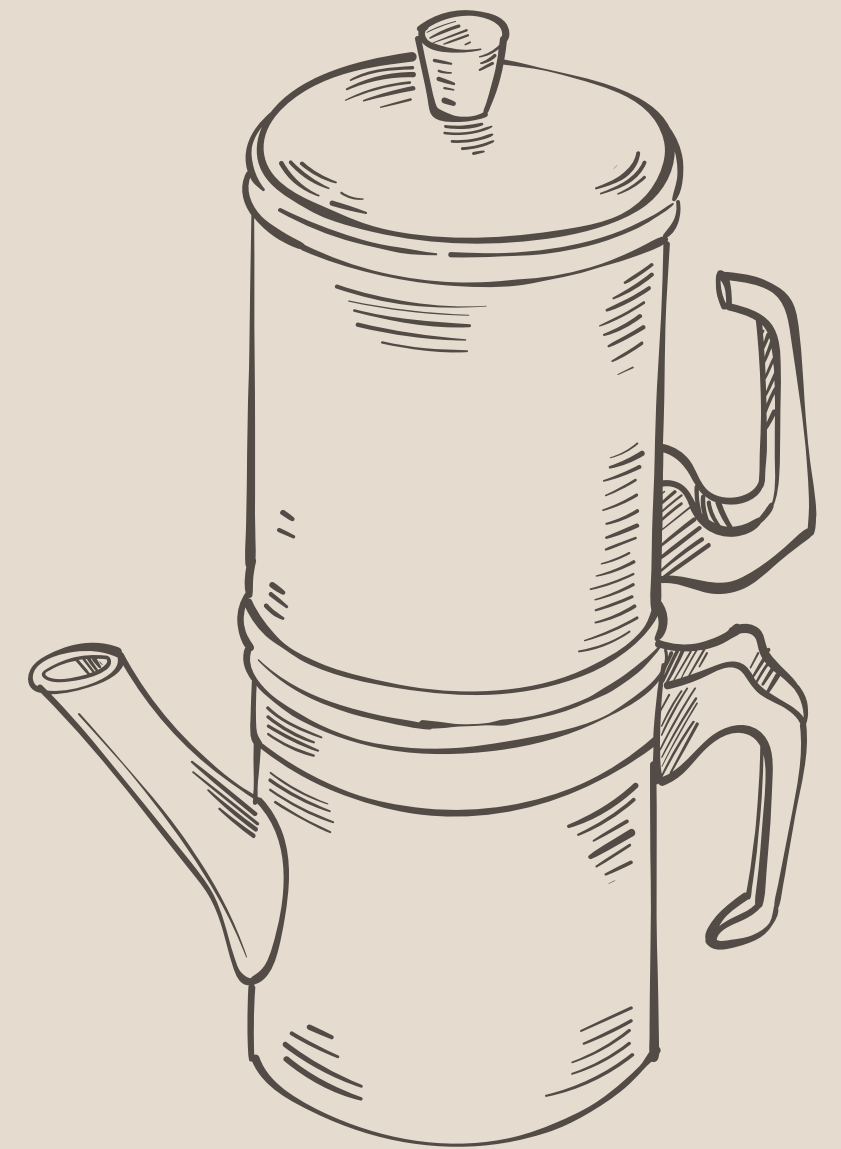
Introduced by Pietro della Valle and popularized among the Bourbon courts, in the 19th century the Cuccumella allowed for slow, shared preparation, enhancing the flavor and transforming coffee into a moment of socializing, often accompanied by desserts such as sfogliatella. In the 18th century, the Bourbons contributed to the spread of coffee in the courts of the Kingdom of the Two Sicilies, transforming it into a drink appreciated by the noble classes and a symbol of social prestige

In the 20th century, Bialetti's moka pot made espresso accessible at home, combining practicality and iconic design.



# THE CUCCUMELLA: SYMBOL OF NEAPOLITAN COFFEE

The cuccumella is the traditional Neapolitan coffee maker, precursor to the moka pot and symbol of Neapolitan culture. Created in Naples in the 19th century by adapting the French cafetière à filtre, it works by turning it upside down: boiling water slowly filters through the coffee, giving it a sweet and intense aroma. Composed of four parts (lower reservoir, filter, upper reservoir, lid), it has become part of the Neapolitan ritual. Mentioned by Totò, Eduardo, and Pino Daniele, it represents the calm and care of making coffee. After its decline with the Bialetti moka pot, it is now experiencing a renaissance.



**Coffee is a serious matter: it must be made with a cuccumella, slowly, without rushing.**



# COFFEE AS A SOCIAL RITUAL

In Naples, coffee has always been a ritual of connection and belonging, a shared language capable of bringing people together. Preparing it meant welcoming, sharing, and respecting: the anticipation, the aroma, and the slow gestures were all part of everyday life.

Today, with automatic pod or capsule machines, the process has become quick and individual.

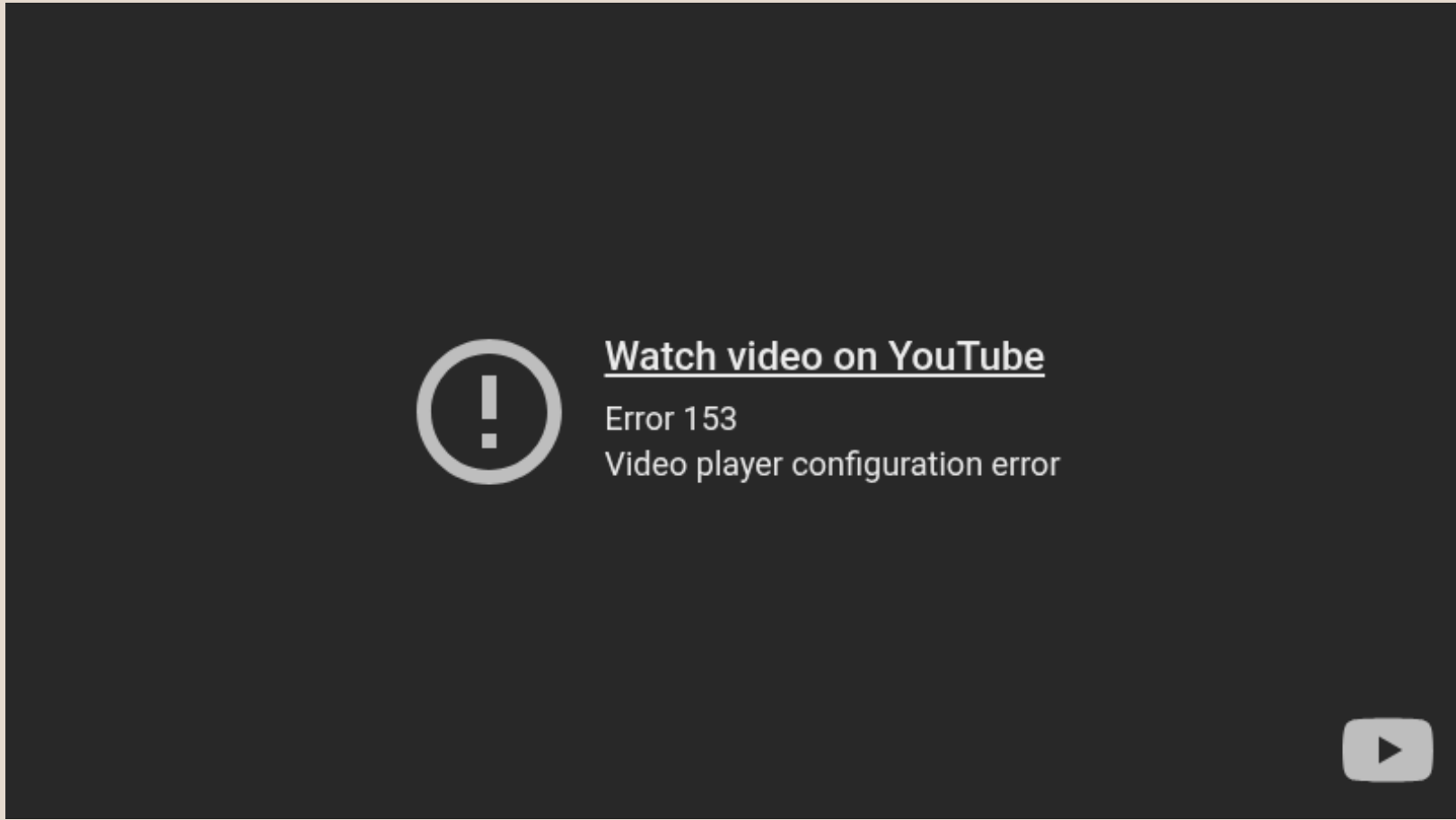
**“Press a button, take a sip, and go again.”**

Coffee time, once a time for socializing, has become a functional act, stripped of its ritual value.



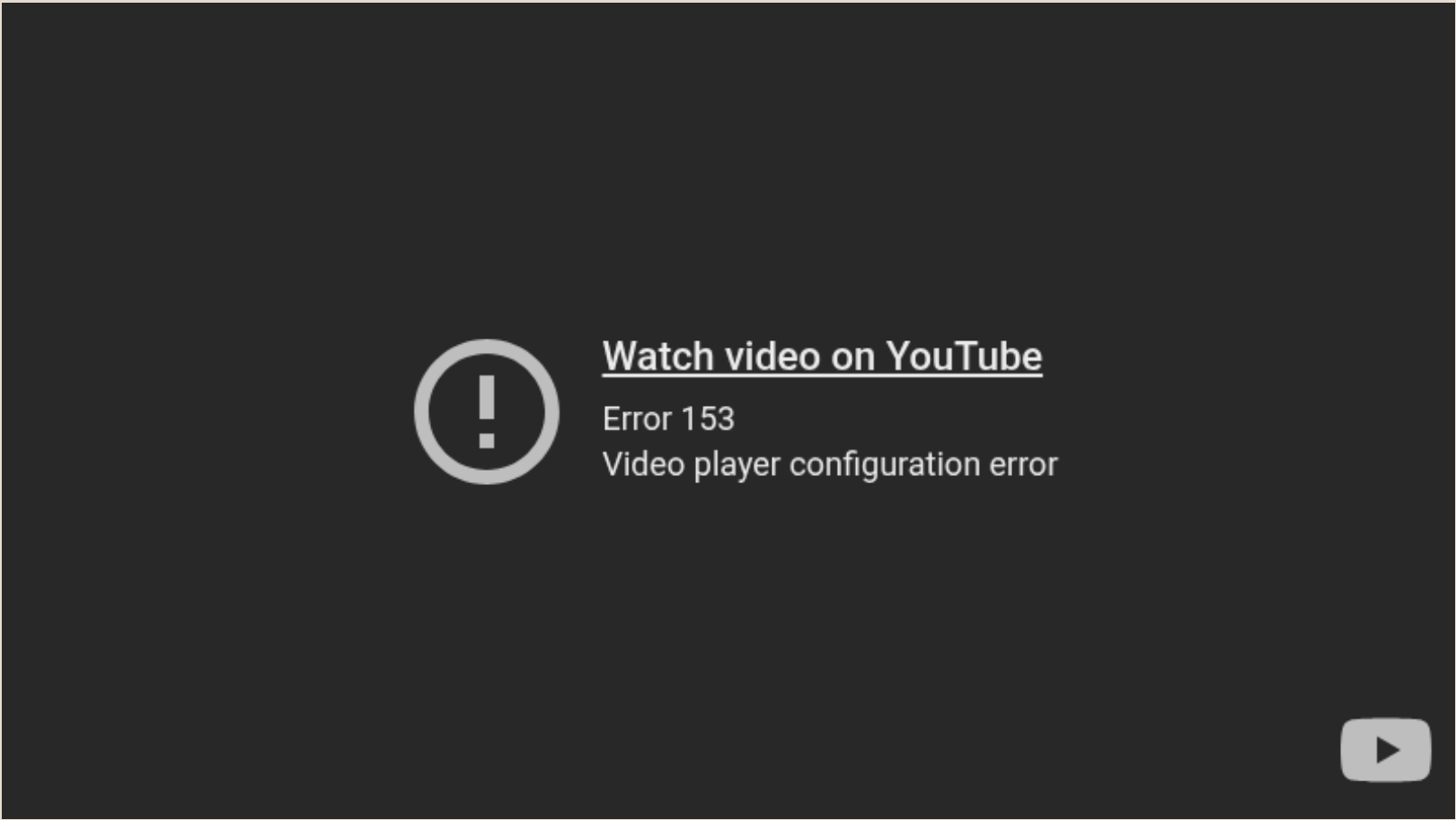
# HOW TO MAKE COFFEE

WITH THE MOKA POT



<https://www.youtube.com/watch?=zzlFOkD4Kz4>

WITH THE CUCCUMELLA



[https://www.youtube.com/watch?v=\\_ogFPRFwr4M](https://www.youtube.com/watch?v=_ogFPRFwr4M)

# LONELINESS

Loneliness affects older people, who are more vulnerable, the most. It is not just about being physically alone, but feeling that one's relationships are insufficient or unsatisfactory.

**Over 173,000 elderly people live in Naples, 42,000 of whom live alone.**

**Enrica Morlicchio** talks about “islands of isolation” in the most deprived working-class neighborhoods, where the loneliness of the elderly reflects not only their age or the loss of a partner, but a broader condition of social marginalization.

- According to research by **ISSalute**, one in seven people over the age of 65 lives in social isolation. 16 % of elderly people have no contact with others, not even by telephone, and do not frequent places where people get together.



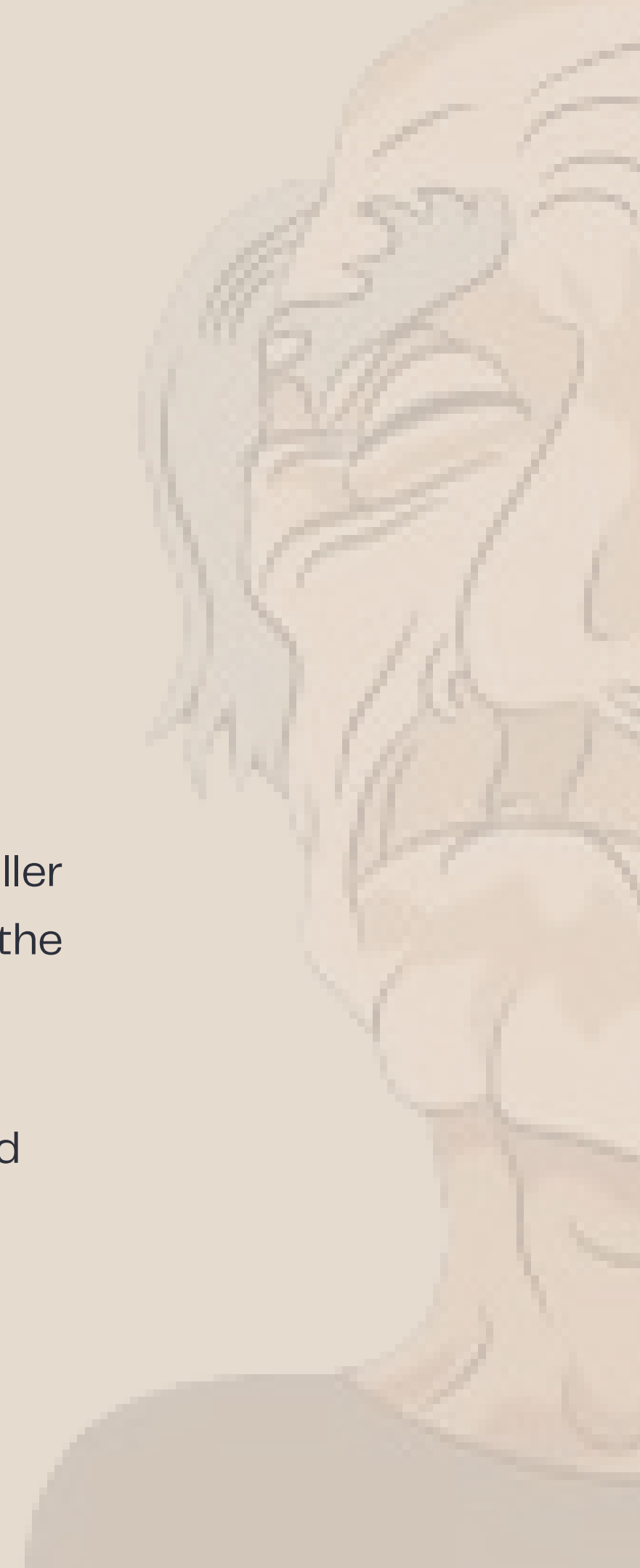


# WHY IS THIS A CULTURAL ISSUE?

**Daily rituals (coffee at the bar, chatting) were symbolic spaces for socializing and recognition.**

With the loss or reduction of these moments—due to reduced mobility, distant children, smaller families—a physical absence is created: the elderly person is no longer an active “part” of the network, but risks feeling like an outsider.




In an urban context such as Naples (densely populated neighborhoods, strong neighborhood identity, tradition of sharing), this transformation is even more significant.



# FROM “US” TO “ME”: the loss of relational time

For older people, this change represents a cultural and emotional break. The transition from collective ritual to individual gesture reflects the social transformation of Naples: from a culture of ‘us’ to a culture of ‘me’, from a time lived together to a fragmented and accelerated time.

**The key factors that facilitated the transition are:**

-  Convenience and Speed
-  Quality and Consistency
-  Variety and Customization

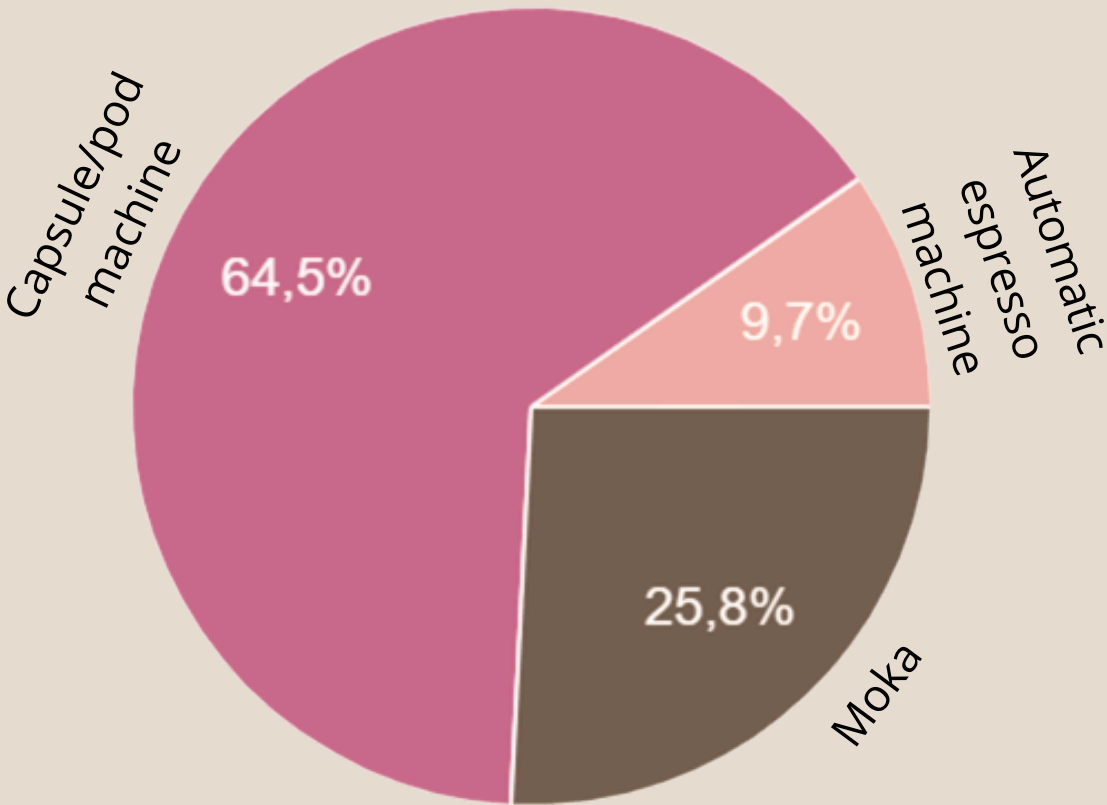


# QUESTIONNAIRE

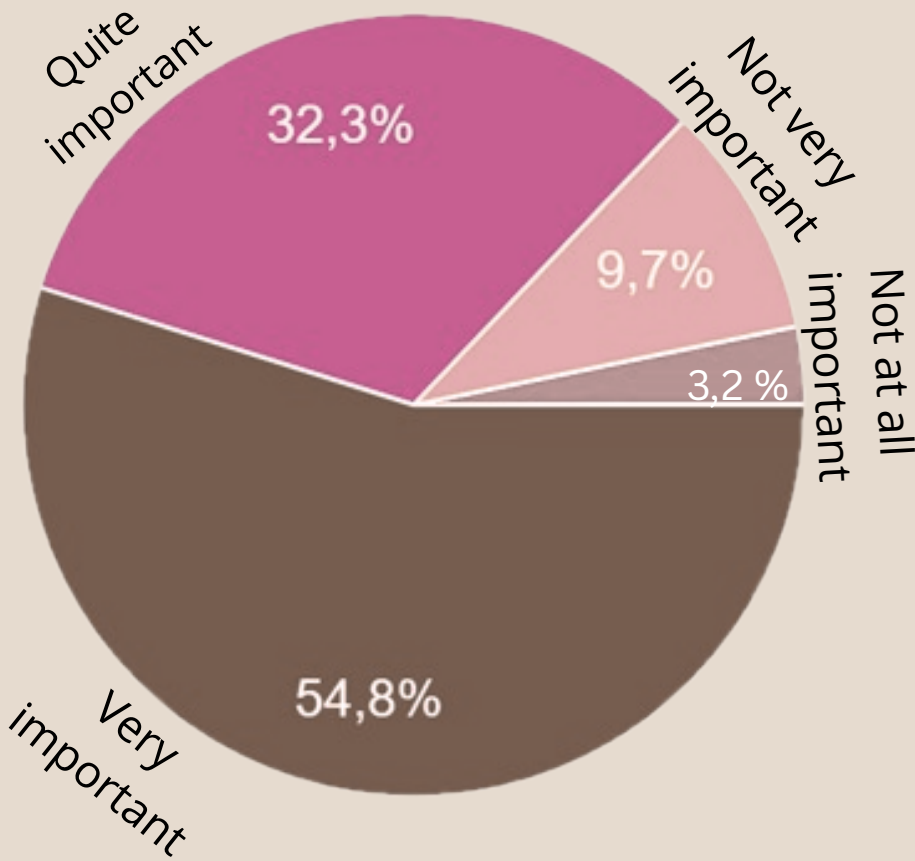
31 participants aged 50-80



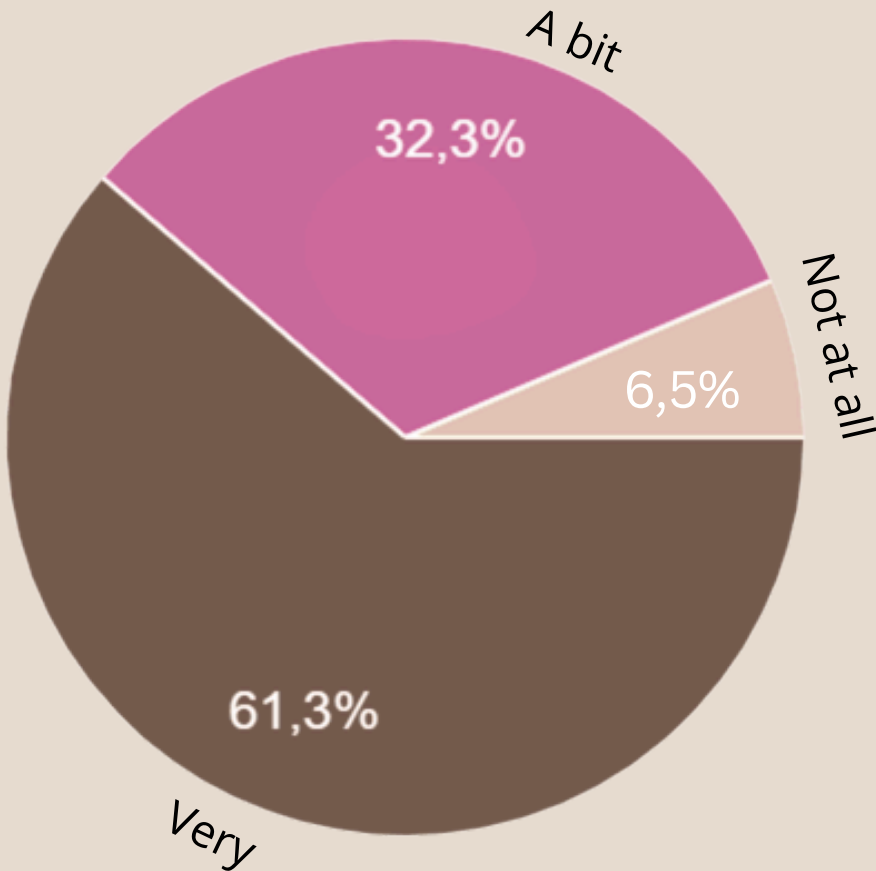
What method do you use to make coffee?



How important is making coffee as a family ritual to you?



How much do you think new coffee habits have changed social relationships?







## PASQUALE

- 73 years old
- Naples
- Retired, former watchmaker
- Widower

### DESCRIPTION

Pasquale Scognamiglio was a watchmaker, now retired. He lives alone in the Montesanto district of Naples, in the apartment where he spent his whole life with his wife, who has since passed away. His daughter moved to Piacenza for work, with her husband and two children. Although she tries to call him often, the phone calls always end too quickly, between the noise of the children and the work she has to finish. Almost all of his lifelong friends have “gone away.” Now the silence is often deafening.

### PERSONAL CHARACTERISTICS

- Sociable, but today with few opportunities to truly be so
- Patient and methodical, accustomed to “working with his hands”
- Deeply attached to memories, people, and objects he loves

### NEEDS

- Having company, even if just to chat over a coffee
- Finding opportunities for human contact that go beyond a hurried phone call
- Passing on your experience and values to someone willing to listen

### TECNOLOGY

Pasquale has learned to use his smartphone to send voice messages to his grandchildren and watch videos on YouTube. He loves listening to the sounds of watches being repaired—it's like being back in his workshop. Technology keeps him company, but it cannot replace human contact.

### FRUSTRATIONS

- He feels invisible in the modern world, where no one has time anymore.
- His daughter's phone calls fill his heart, but also empty it immediately afterwards.
- He no longer feels part of a community; manual skills have now been replaced by technology.

### GOAL

- Rediscover the pleasure of companionship and authentic conversation.
- Find a way to share your traditions with those who are willing to listen.
- Have a place, physical or digital, where you don't feel alone.
- Keep alive the memory of a Naples made up of humanity, slowness, and shared coffee.



## MARIA

- 67 years old
- Naples
- Retired, former teacher
- Separated

### DESCRIPTION

Maria lives in Vomero and has been separated for years. Her children all live in Naples, but their lives are very busy: one daughter travels constantly for work; the other two just drop by for a quick hello, grab a coffee on the go, and rush off again. Her grandchildren are always busy with a thousand activities and she never gets to see them as much as she would like, except for a few Sundays when they come to lunch at her house. Since she retired, she feels that her life has come to a standstill. She senses that her children no longer need her and feels lonely, invisible, cut off.

### PERSONAL CHARACTERISTICS

- She has a big heart.
- She is stubborn and a little proud: she wants to manage on her own, even if it is sometimes difficult for her.
- She doesn't like asking for help, but it doesn't take much to make her happy: a chat, a laugh, a coffee with friends.
- She loves order and tidiness.

### NEEDS

- Feeling useful and needed.
- Enjoying moments of genuine companionship, not fleeting ones.
- Having a space for daily socializing, where you can talk, listen, and share.
- Finding meaning in everyday life after the end of your working life.

### TECNOLOGY

Maria mainly uses the phone to talk to her children, give them updates, and arrange to see them on Sundays. She often watches television, which she keeps on for company and information during the day. She uses Facebook to pass the time and see photos of her grandchildren that her children post.

### FRUSTRATIONS

- The visits seem like automatic gestures, devoid of genuine affection.
- She feels that society no longer needs people like her, tied to slowness and traditions.
- Loneliness has become part of her daily life.

### GOAL

- Rediscovering the value of human relationships through simple gestures such as "making a cup of coffee in peace."
- Having opportunities to be together, to feel part of something.
- Rediscovering the pleasure of being present in the lives of others, not just as a "passing mother or grandmother."



# SCENARIO



Pasquale is sitting in the kitchen and he remembers the days when the smell of coffee filled the house and voices mingled with the bubbling of the stove.



He turns on the gas and picks up the phone to call her daughter. He just wants to have a chat over a steaming cup of coffee, like he used to.



The coffee is ready, but his daughter doesn't answer. Pasquale sits down and drinks his coffee alone. He would like someone to drink coffee with and have a chat.



# SCENARIO



Her son stops by to see Maria... just long enough for a coffee. He drinks standing up, near the door, with his jacket still on.



Her son says goodbye and leaves quickly, saying he has things to do. Maria stands still in the doorway; she would have liked to talk to him, tell him something...

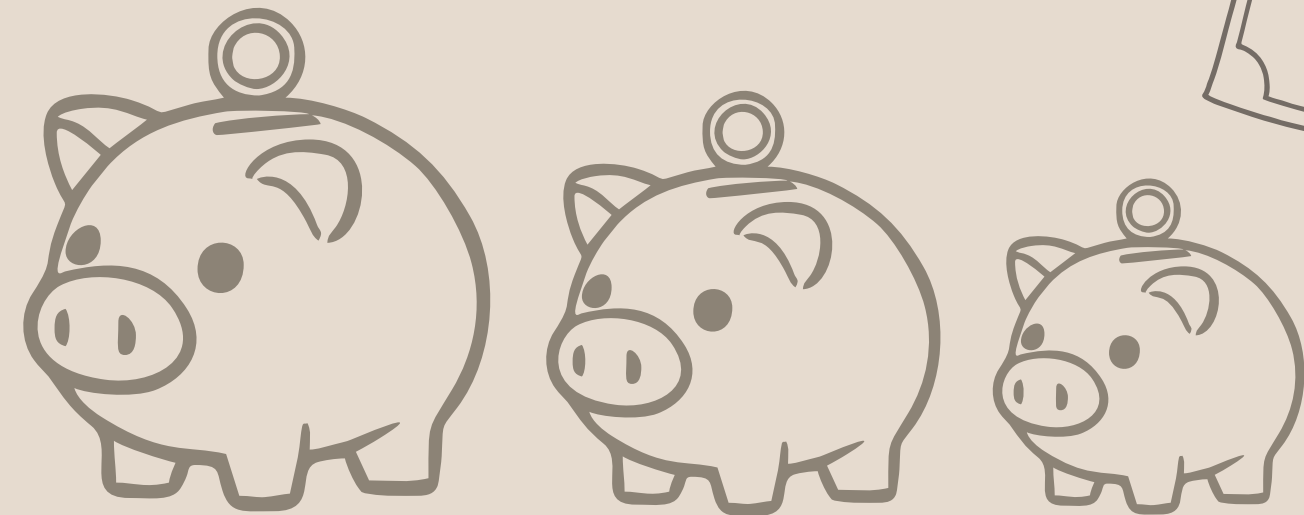


The aroma of coffee fills the room, but the house returns to silence. Maria would like to have the opportunity to share a coffee..

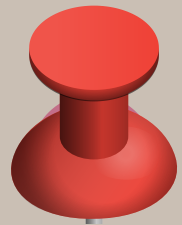
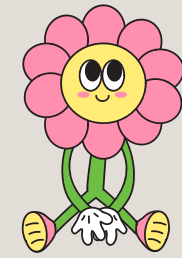
# BUDGET OVERVIEW

Estimated price of final product

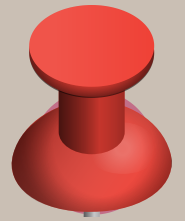
100 \$\$



# DESIGN REQUESTS



## Physical product or physical and digital product



- Promote moments of authentic socializing linked to the ritual of coffee.
- Enhance the ritual of coffee as a symbol of belonging, memory, and intergenerational relationships.
- It must reflect the cultural value of coffee in Naples, understood as a moment of exchange, hospitality, and belonging.
- Every design element must be easily understandable, accessible, and usable even by people with limited technological familiarity.
- The interface, whether physical or digital, must respect clarity of commands, consistent visual language, high readability, and immediate feedback.
- Technology, if present, must act as a mediator and amplifier of the experience, not as a substitute.



# TOOLS AND SKILLS



**Canva**



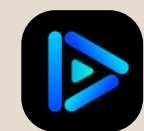
**Capcut**



**Marvel**



**Miro**



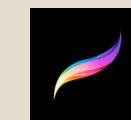
**Deevid AI**



**Figma & FigJam**



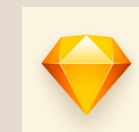
**Mural**



**Procreate**



**Google Moduli**



**Sketch**

# TIMELINE

26 November

- Evaluate the design collaborators' concept validity.
- Organize a photo shoot and a promotional movie about the product.
- Provide feedback to collaborators through two boards.

12 November

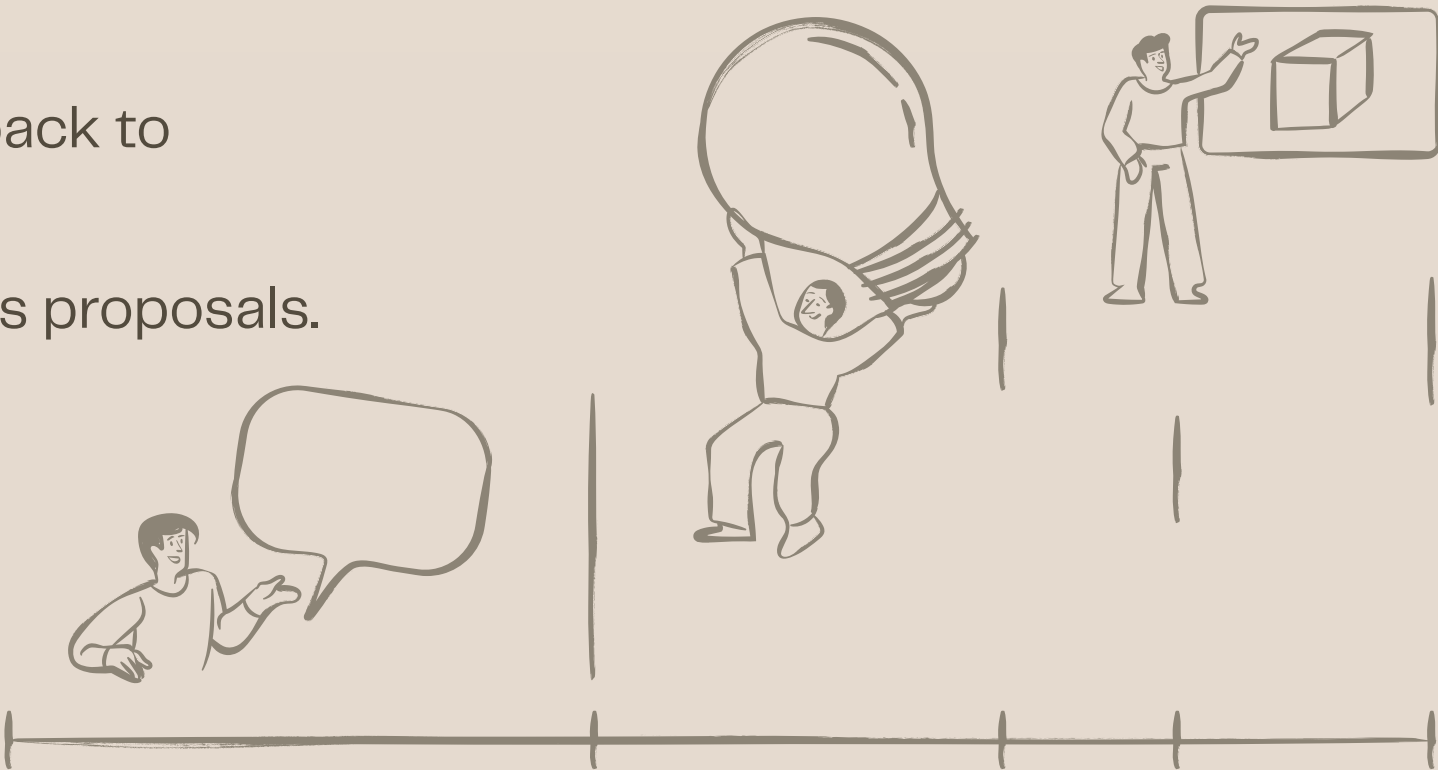
Work on three design ideas about the team partner's project.

3 December

Final Presentation.

19 November

- Analyze concepts and provide feedback to collaborators.
- Internal presentations of each team's proposals.



# CONTACT US



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