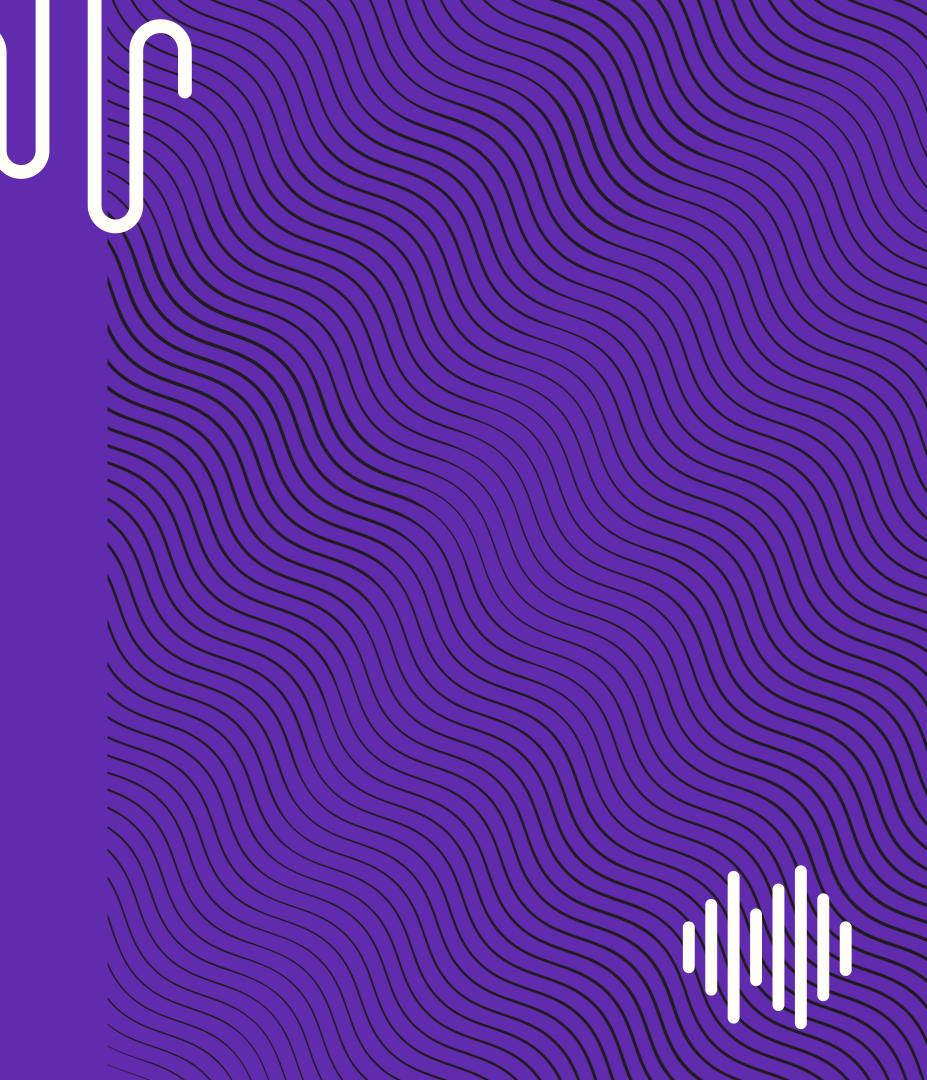


Design Beyond Borders

A New-Old Way to Listen to Music

Università degli Studi Suor Orsola Benincasa Design & Grafica Digitale



Reconnecting with Music

Our colleagues from Team Mosaico presented us with a deeply rooted cultural challenge: The Digital Music Barrier.

Elderly people in Brazil feel increasingly disconnected from music. They long to experience it the way they used to (with physical, tangible interactions) but modern digital platforms are inaccessible and frustrating for those unfamiliar with technology.

So, how could we improve their musical experience?





We began by conducting research and asking targeted questions to thoroughly understand the context of elderly people in Brazil. Based on these insights, we brainstormed and generated three distinct concepts aimed at solving this problem.

Smart Radio

A device that merges the reassuring aesthetic of vintage radios with modern technology, thereby eliminating the barriers of digital illiteracy.



Juke Cards

Inspired by jukeboxes and phone cards, this concept reclaims the physical act of 'selecting and inserting' the music.



Our Three Ideas

Emotional Touch

A minimalist interface, where large, colorful buttons directly trigger memories and emotional connections.





The One: Smart Radio

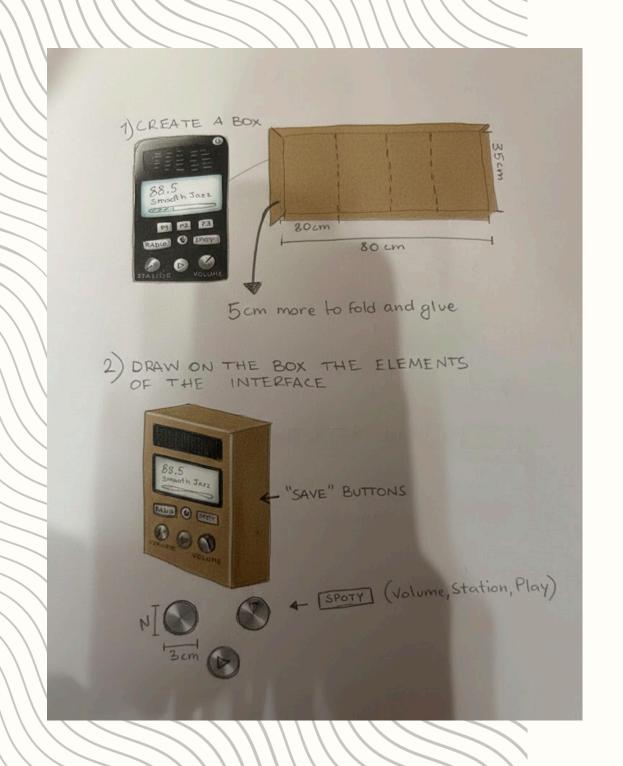
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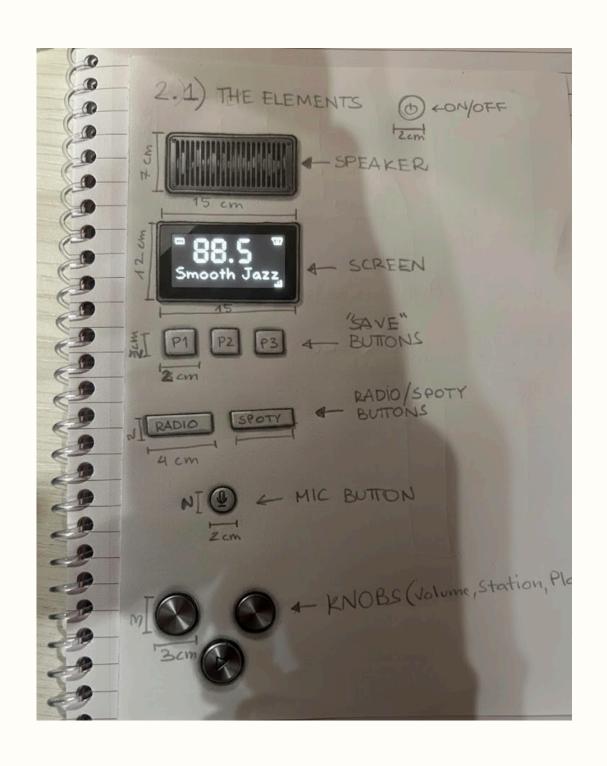
A device that merges the reassuring aesthetic of vintage radios with modern technology, thereby eliminating the barriers of digital illiteracy.



The prototype

Lo-Fi









Mall Play

Play The Wait

Università degli Studi Suor Orsola Benincasa Design & Grafica Digitale



The problem: Waiting

As clients, Team Sailor Moon challenged our Brazilian partners to focus on a ubiquitous problem in Southern Italy: **The Frustration of Waiting**.

We specifically focused on public settings like post offices (Poste Italiane) and medical waiting rooms, places where digital illiteracy among the elderly amplifies their stress and sense of wasted time.





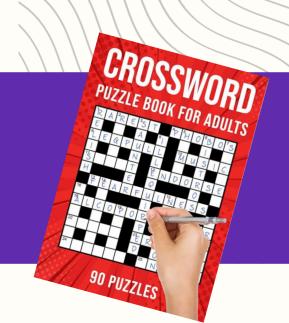
The Mosaico Team proposed us three idea to solve this problem. We analyzed each of them and gave them a feedback.

Then, the Mosaico Team merged two of the ideas we choose. The result is in the next slide!

The Three Ideas

Interactive Zine

A physical booklet for waiting areas combining traditional games (like crossword puzzles) with useful health information and dedicated space.



The Queue Pager

A small, portable device that discreetly shows the user their position in the queue and vibrates when it's their turn





The Engagement Wall

Environmental interventions such as whiteboard walls for drawing, collective music selection, or the use of sticky notes to share messages.

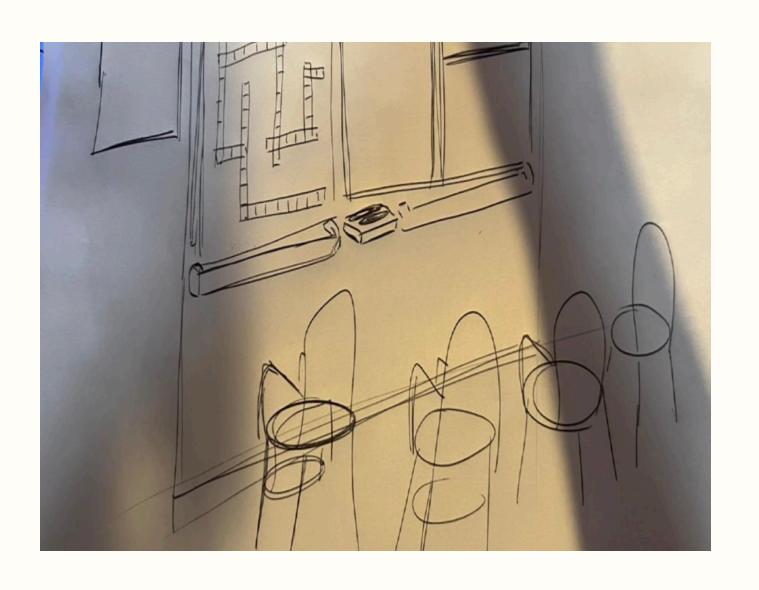






Among the proposals, we choose a strategy designed to mitigate the tediousness of waiting and transform it into a more engaging and fun experience mixing ideas 1 and 3.

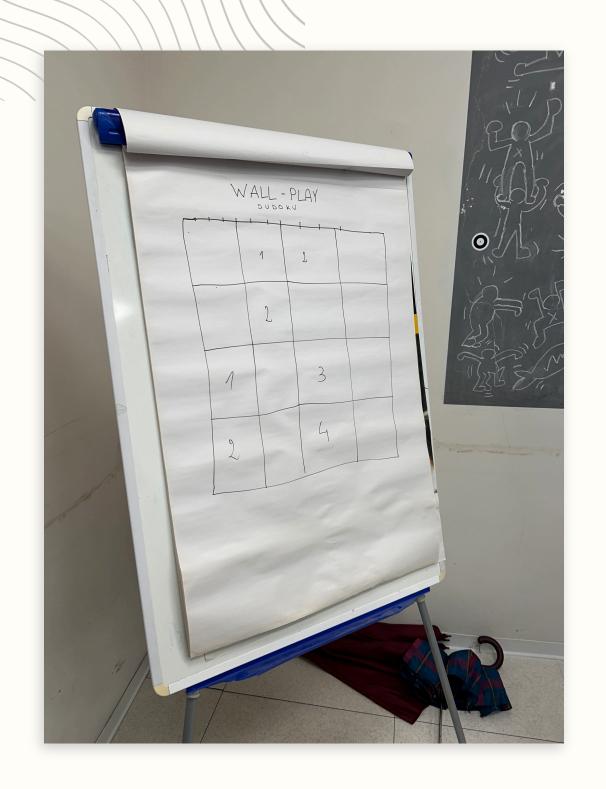


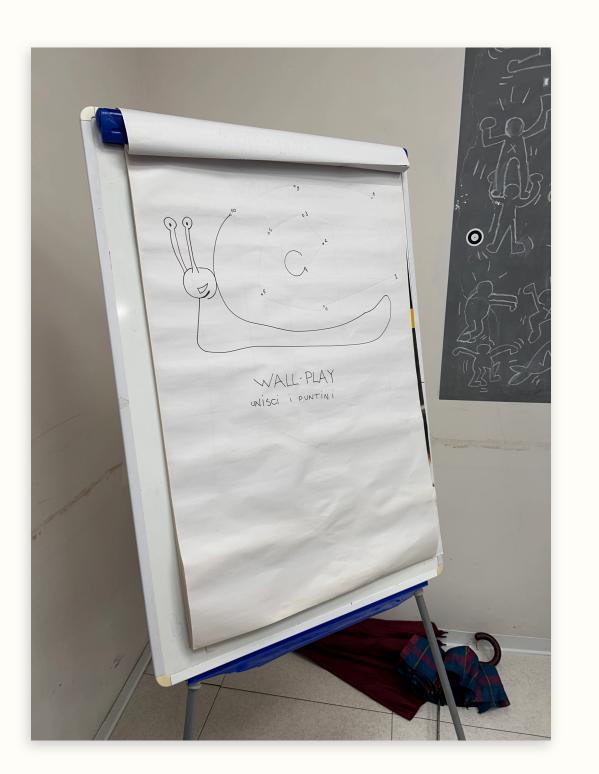


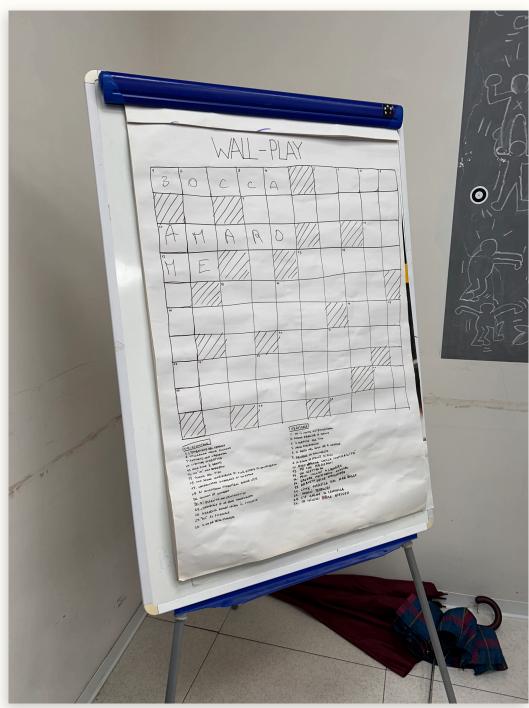




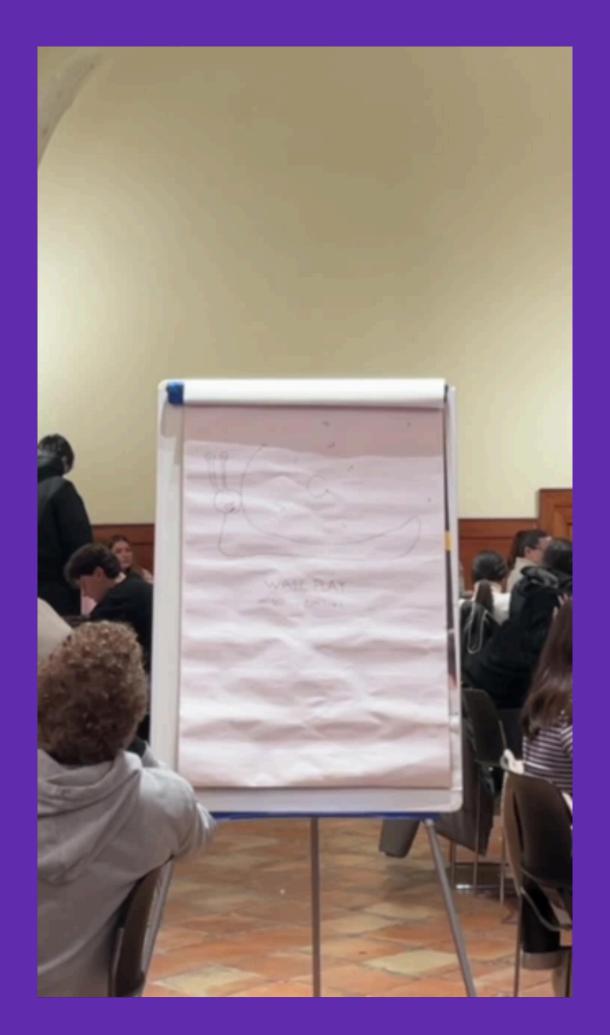








The Spot









BRIEF

The problem we were asked to address concerned the issue of waiting for essential services such as healthcare, bureaucracy, and transportation, which negatively affects the quality of life of older adults, especially in contexts with high population density and unequal access to services. Prolonged or uncertain waiting increases stress and anxiety due to a perceived loss of control. Design should aim to restore autonomy and transform waiting into opportunities for social interaction or learning, reducing loneliness and enhancing well-being.

BACKGROUND

In Naples, many elderly people face long waits in hospitals, clinics, and public offices, often much longer than in Northern Italy. This is due to administrative inefficiency, outdated infrastructure, limited digitalization, and cultural habits around queuing. These waits cause stress, fatigue, and discomfort—especially for those with mobility issues or chronic conditions—and often occur in uncomfortable, poorly informative environments. Elderly people therefore need not only assistance but also guidance and digital support to navigate these services more easily.

REQUIREMENTS

- Usability (UX): accessible interface for all, with low cognitive and physical effort, proper contrast, subtitles, and clear information to reduce anxiety.
- Physical and cognitive well-being: encourage small movements, correct posture, and light cognitive activities.
- Emotional design: create warmth, familiarity, and a sense of community, allowing seniors to share stories and advice.
- Interaction and communication: promote spontaneous micro-interactions among users through organic layout and design.
- Context and sustainability: adaptable and durable design for public spaces, with a homely atmosphere and digital-physical integration (interactive posters, kiosks, tactile materials).

COMMUNICATION



To communicate, we used Google Meet, WhatsApp, and the teams' blogs. Overall, the interaction was a bit slow, but still good: we always received replies and, above all, we interacted with people who were very open and willing to engage in discussion.

FEEDBACK



At the beginning of the project we considered ourselves satisfied since we got responses at every stage of the design process and during the exchange of ideas. Then in the final phase we had more difficulties in achieving punctual feedback.

PUNCTUALITY



At the beginning, the timeline was fully respected, but as the project progressed, some punctuality in submitting the files was lost, which slightly slowed down our project.

IDEA DEVELOPMENT

Initial



During the first phase, our request was understood clearly, but the first design proposals did not fully solve the problem we presented.

In Progress



In an advanced phase, our proposal to merge the first and third ideas was widely accepted, developing the design idea more concretely. Unfortunately, there were no instructions on how to proceed with the prototype creation.

Final



In an advanced phase, our proposal to merge the first and third ideas was widely accepted, developing the design idea more concretely. Unfortunately, there were no instructions on how to proceed with +he prototype creation.



INITIAL DESIGNS

Team Mosaico gave us 3 proposals:

- 1. A zine with games like crossword puzzles and health information. For exemple, in one page, there would be a game and in another there would be a page about which medication and vaccines are available on the health center. There could even be pages to write down symptoms they remember on the spot.
- 2. A small device that shows how many people are in front of them and vibrates the moment it is their turn. That would give them freedom to do whatever they wanted with their time. It could be used in whatever sort of place that usually has long waiting times.
- 3. Interaction with the enviornment. Exemples: a jukebox-like way of choosing the song playing; a white board wall for drawing; sticky note to put on the waiting places with drawings and messages; among others.

These ideas were not able to fully solve our problem, or only did so partially. Therefore, we proposed to combine the first and third ideas, which seemed to be the best solution.

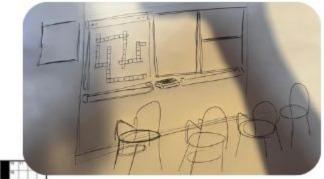
IMPROVED AND FINAL DESIGN

In the second phase, our proposal to combine ideas was accepted, leading to an improved design featuring panels with pre-printed games, like crosswords, complemented by the possibility to add new games over time.

We really liked this idea and it fully met our requests and expectations. Therefore, we asked to proceed with this design, implementing the necessary details to complete the project.











Thanks for your Attention!

Questions?

Team Sailor Moon x Team Mosaico Università degli Studi Suor Orsola Benincasa

Grafica e Design Digitale



