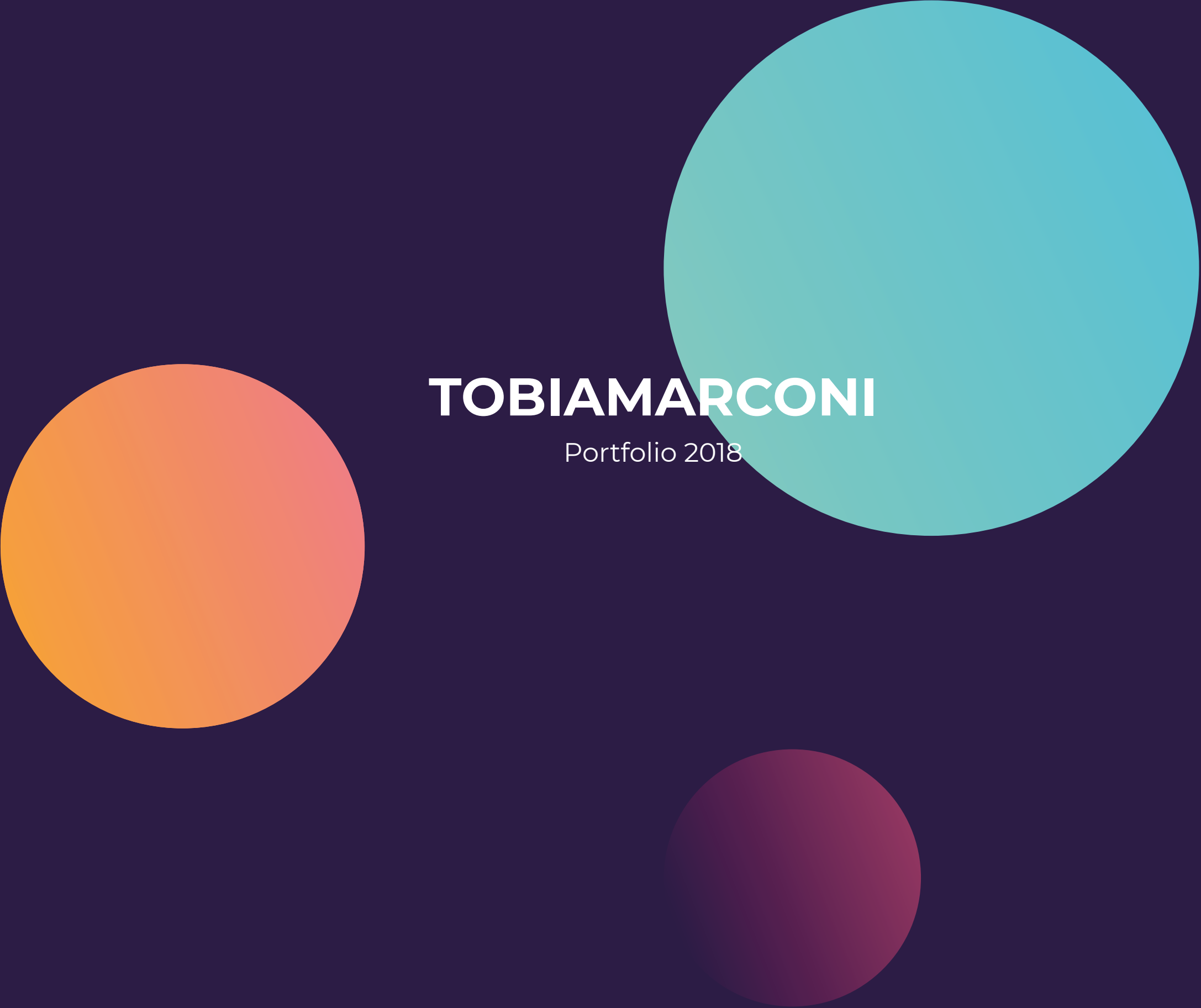




TOBIAMARCONI

Portfolio 2018

About Me

A “YOU - shaped” person

What i will talk about in this small section “about me” relies on the concepts of Tim Brown (IDEO) about the “t-shaped” profile.

I want somehow to continue the alphabetical metaphore with this two-dimensional sistem where in the horizontal direction you find the breadth of the skills (the variety) and in the vertical one the depth of the skills (the expertise).

The key of every of the following characteristics is the value I put into “curiosity” and “discovery” as deep and strong drivers of myself, personally and professionally.

In my process I try to value flexibility and cross-fertilization, but only after the definition of some very strong concepts at the core of the project: this allows to maintain coherence and have control on the storytelling of the final outcome.

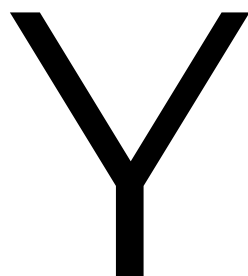
SYNTHESIS

I’m usually a very rational thinker and not a fan of the classic *De Bono’s* “lateral thinking”.

My opinion is that you cannot rely on a method that (may) let you find a good insight just by generating “caos” around the main idea.

From that method I like to keep the idea of open perspectives away from the field of discussion to achieve cross fertilisation, but in a controlled way that needs to be built on strong connections with similarities and metaphors.

From the need to make this process efficient comes my commitment to enlarge my general culture deep enough to discover general schemes and basic structures of things around me to be able to connect them later in the synthesis process, and create meaningful solutions.

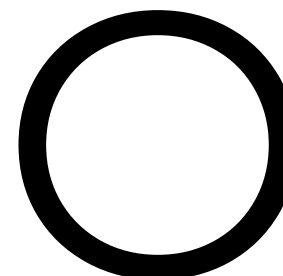


EMPATHY

For my entire life i have been sort of paranoid about being misunderstood and judged by others when I communicate. Because of this and for a natural attitude I’m continously developing my sensibility on customizing my communication on others, individually, by empathizing and trying to understand the mental schemes of the person I have in front of me.

This enhanced my ability of understand people and create bonds, to learn faster by others’ experience, to listen and to observe with attention for insights.

By the moment i started to design i knew that this ability would have been the best tool to project (predict) people reactions and find the right solution.



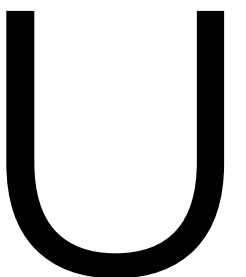
FLEXIBILITY

I always found myself to be “very good at everything but best at nothing”. For a long time i felt lost in this condition because i couldn’t find what could have been my field of expertise. But when i became a designer i realized what that thing was: learning.

I am a really fast learner , passionate about new experiences i try, but my curiosity, that often evolves in enthusiasm, take me away from a practice to discover a new one just before being able to master the first.

I try to learn everything i find interesting, keeping low the requirements for access that same skill later.

After all this become a matter of flexibility: instead of digging my “t-leg” of expertise, i can put tension to deepen my horizontal line where is needed depending on the particular context, to realize more valuable solutions.



Projects



Buio

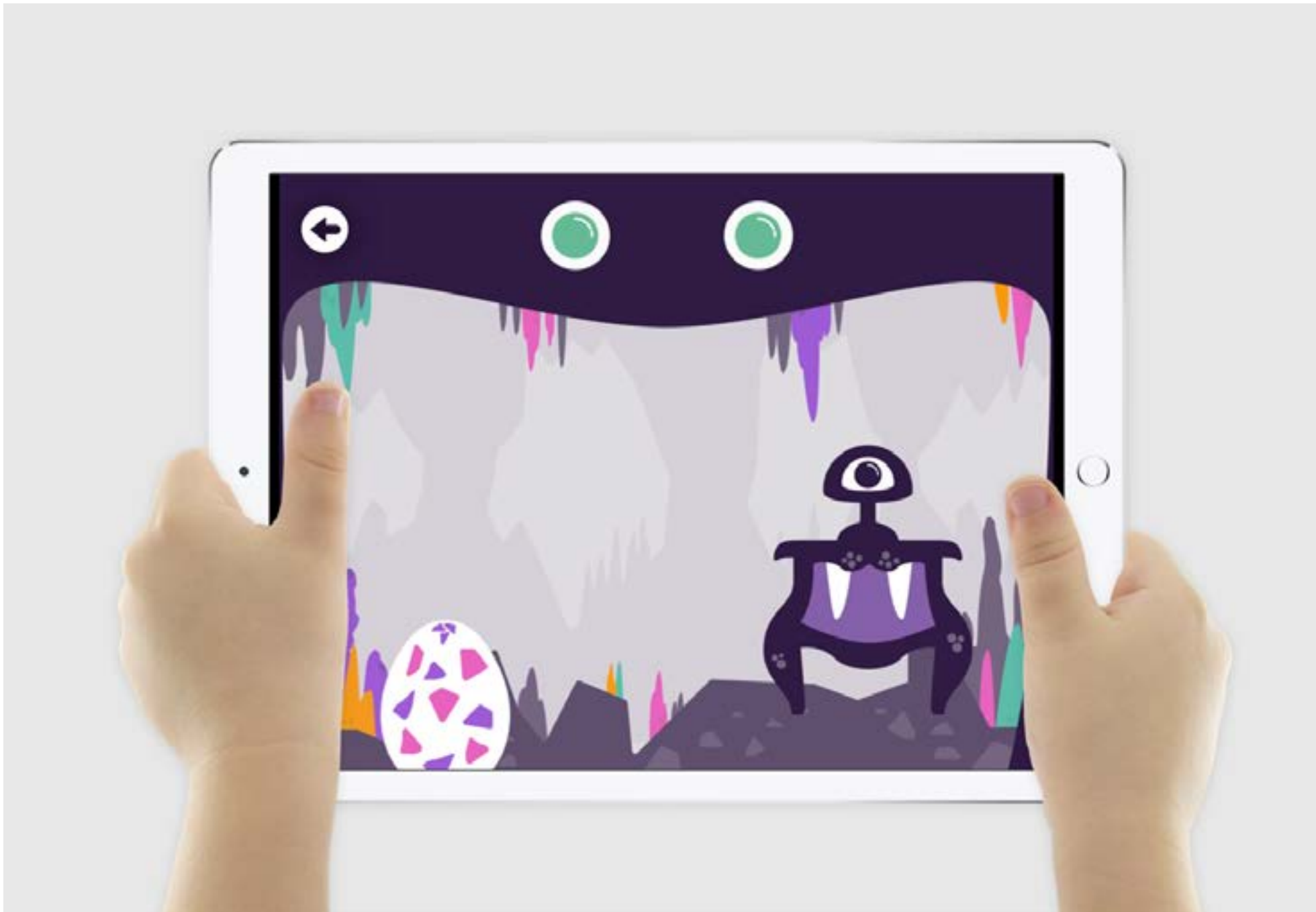
Buio is a phygital toy designed for helping kids between 3 and 5 years old to overcome the fear of the dark.

The key concept of the project is to transform a problem into an opportunity, and turn the dark environment from a scary obstacle into a brand new world of possibilities.

The system is made up of a physical egg that works as a controller for the game, while all the prompts and the storytelling are contents of the digital application.

The main character is BUIO, the darkness, that is scared of the daylight and goes to a dark cave to play with some "monsters". In this way, the kids empathize with the dark and start to see it as friendly element, and if they enjoy the game, they will start to put themselves into a dark environment intentionally, to explore its wonders.

My colleagues and me, worked hard to understand the principles of usability for kids, as they are a target that needs a particular amount of attention on details. Before the end of the project we have been able to test it a lot with the final users, iterate and refine.





360Lock

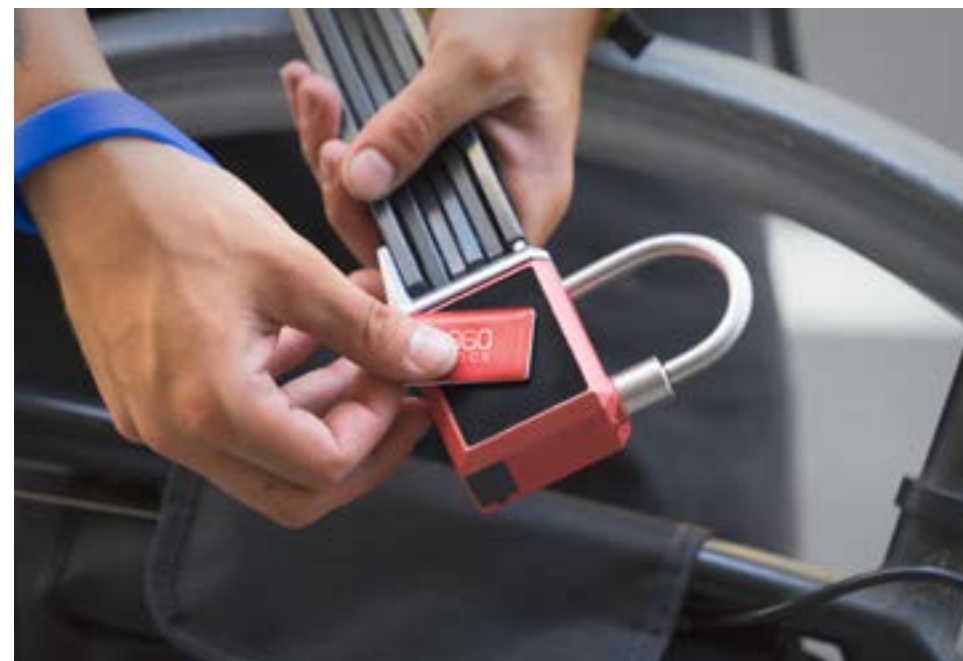
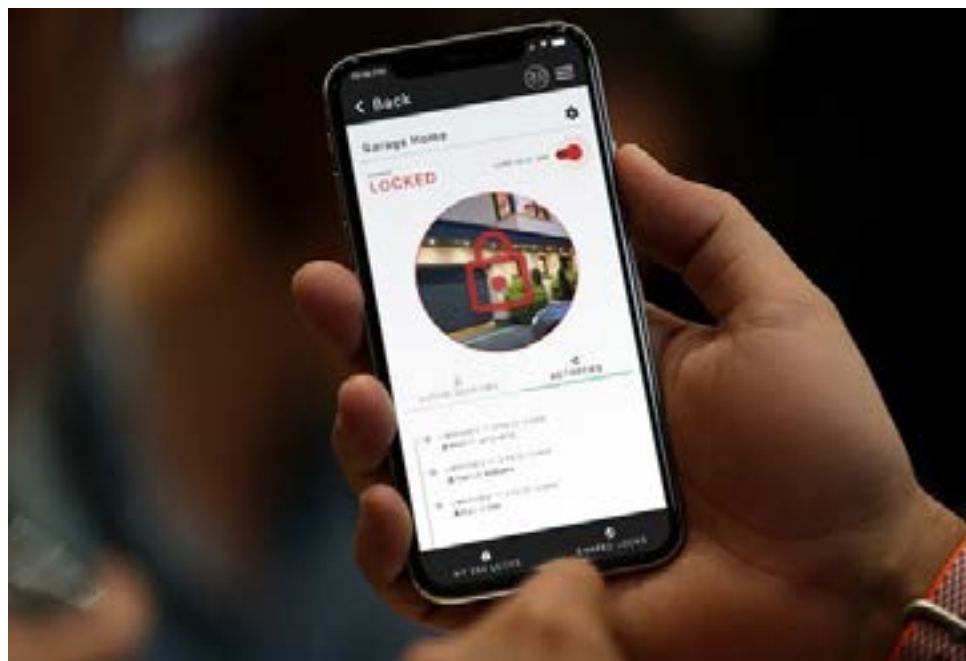
360Lock is a modular, smart padlock designed to be a multi-purpose tool for outdoor sports, hobbyists or technology lovers.

It can be unlocked by RFID tags or by Bluetooth with the dedicated app, that works as an HUB to control and keep track of all your locks and even have the possibility to share the "key" with some else just by sending a message.

The lock has now 2 accessories: the bike chain and the safe-deposit, and more accessories are going to be designed in the future, as the LTE module for distance notification in case of robbers.

The Hardware is strong and bulky, to communicate its stiffness and its bold character, the software works on blockchain protocols to guarantee all the security needed.

I have been responsible of all the product development as the only designer of the team from the concept phase, and followed with the CEO of 4Storm (the startup) all the relationships with the chinese producer to optimize the design for any manufacturing issues.



Egypt UI

< Sarcophago >

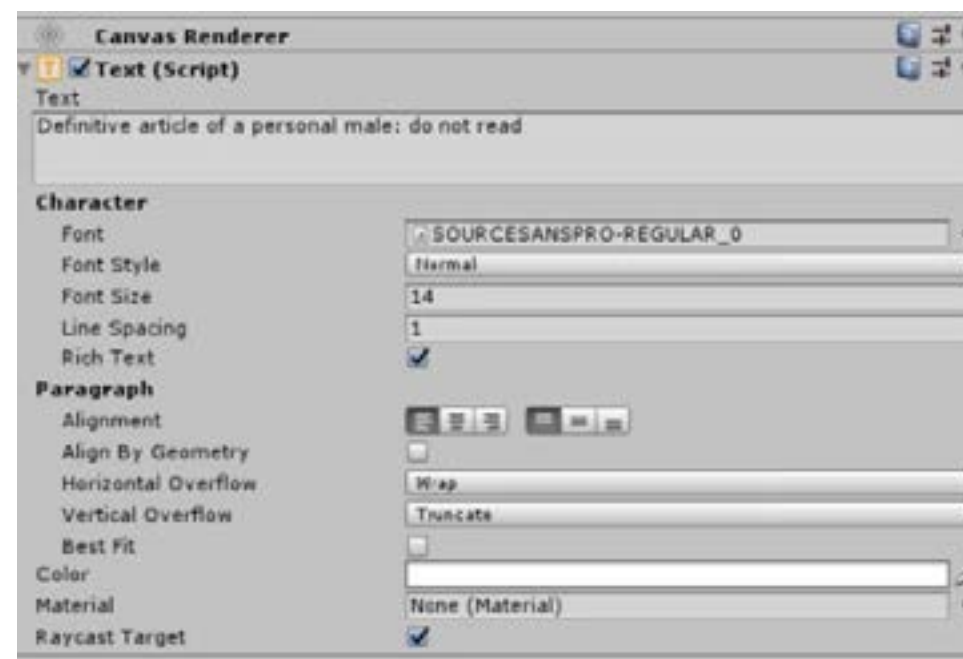
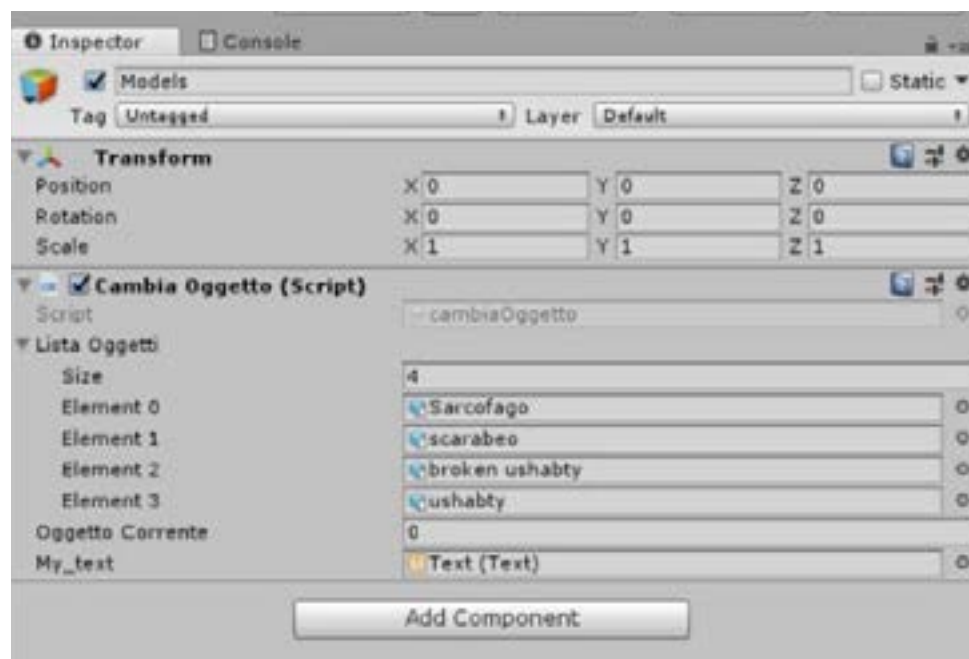


This is a project developed inside Politecnico di Milano for the renewal of the egypt section of the archeological museum of Milan.

The aim of the application is to offer an alternative way to navigate the objects of the collection of the museum. It was important to give to visitors an experience that doesn't overlap with the classic visit of the museum.

The interface allows to navigate some virtual models of the artifacts with high definition textures, and gives the translation of the hieroglyphics contextually on the model.

Developed with Unity3D and C# scripts, the challenge with this project has been developing the program to be scalable and customizable: all the interface has been developed by scripting new Unity components that allows to automate the process of adding and updating the collection in the virtual environment and to create UI elements that, once the product will be delivered to the museum will be easily customizable to fit the coordinated image of the institution, or grant the possibility to reaim the platform for other purposes.





Drop

Drop is an anti-collision system for surfing, with the addition of fitness tracking features specific for this sport.

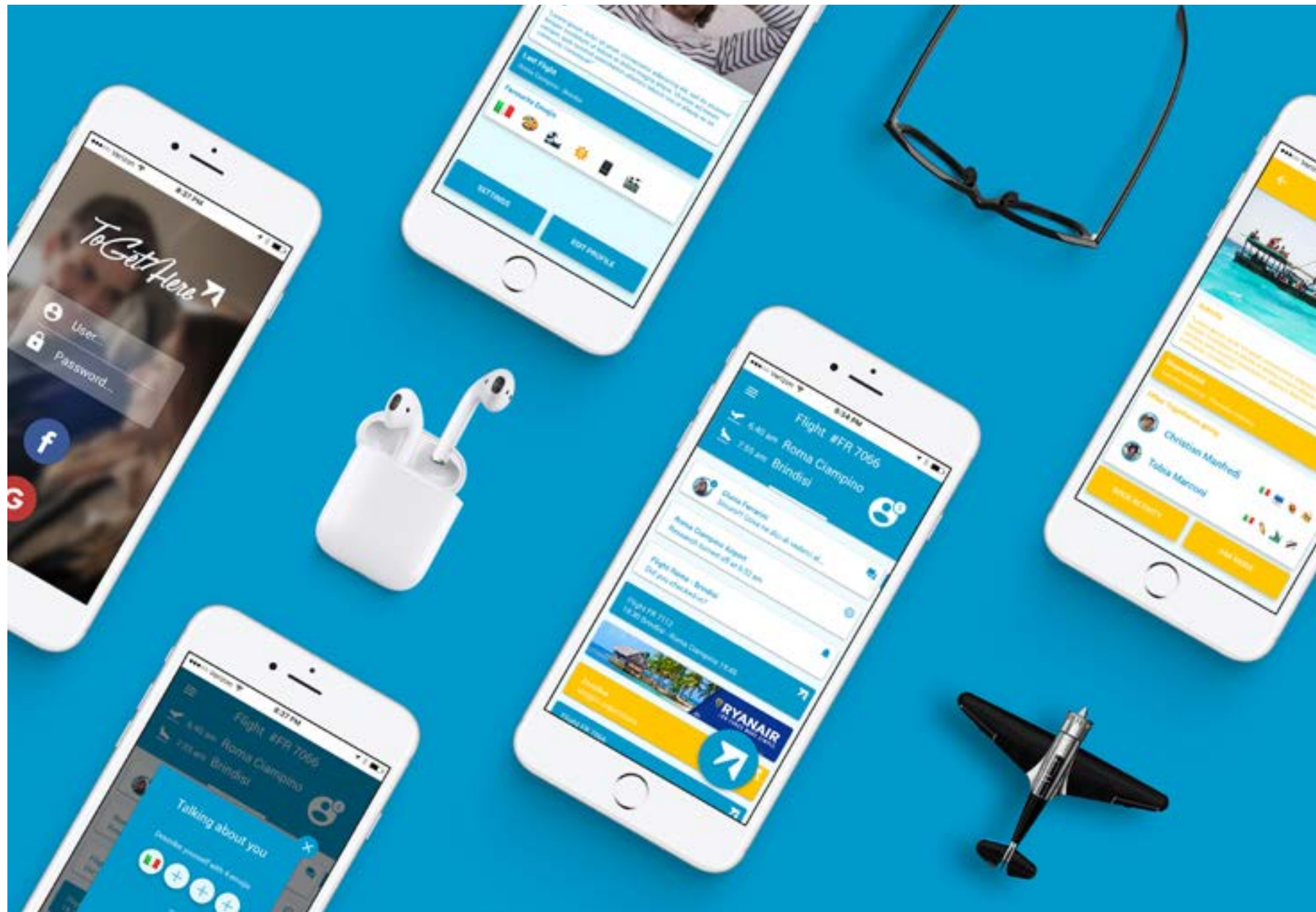
The device uses Bluetooth technology as a radar to track constantly the position and movement of all the other devices present in the water, allowing the system to alert the user in case of risk of collision with another surfer.

This is my Bachelor thesis and is a personal project in which I developed all the aspects of the system: the industrial design, technology, the digital platform, branding, UI and interaction.

But the biggest part has been the problem setting, with a long user research made with observation, personal experience and analysis of data collected from a rich online form I had the chance to share with all the Italian surfing community.

This research brought me to the issue of overcrowded spots and highlighted collisions as the most frequent and dangerous event during the practice of this fascinating discipline.





ToGetHere

ToGetHere is a digital service to find buddies in your flight or during the waiting time at the air port, while helping you keeping track of your traveling.

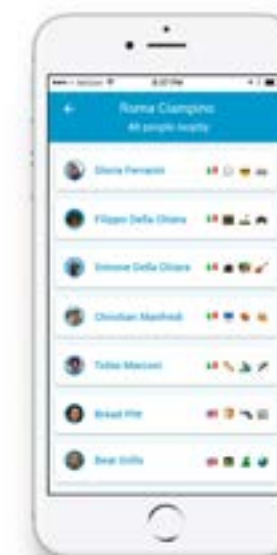
The main feature is the possibility to find other users that will share your same travel, and have a chance to break the ice in advance and have some company during the flight. What's more the dashboard of the app work as a companion to help you with all the information you need for your travel and never forget about anything.

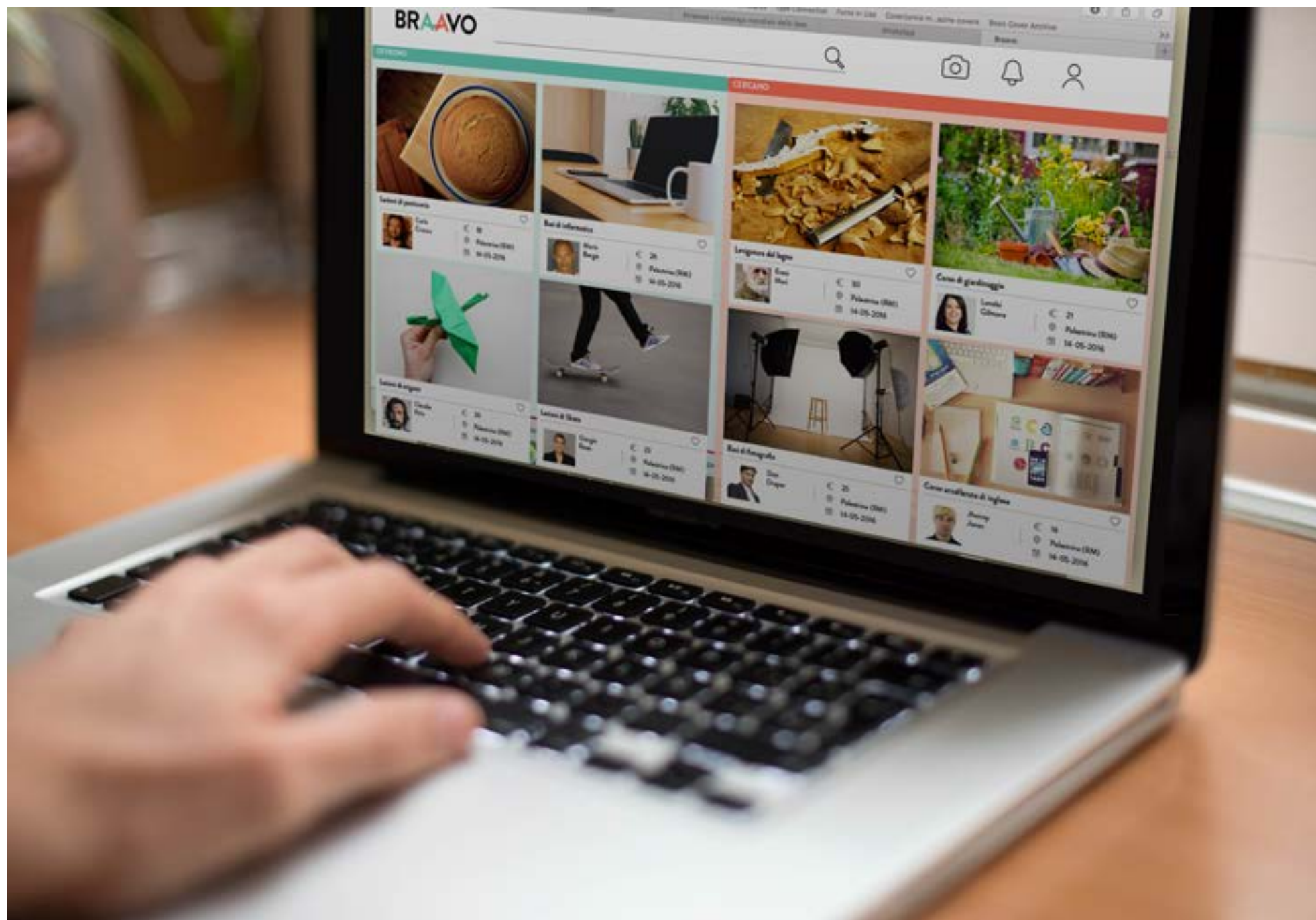
The app is developed following material design principles and has some social dynamics, innovative for the time.

ToGetHere was a startup I co-founded with other 5 people that unluckily never "took off".

In a second stage, searching for a more solid revenue model and the interest of investors we thought to target tour operators as possible partners and added a spin off feature to keep all the information on activities and events concerning organised travels and resorts.

ToGetHere ↗





Braavo

Braavo is an online platform where you can offer or find courses, lessons or workshops nearby or in places where you will be in the future.

The main concept is to offer the possibility to people to share their know-how, by sustaining a community model: the only rule set is that every course or laboratory or lesson must be held in person.

Braavo is deeply inspired by Italian culture where arts and crafts and traditions are so strong, and learning from elders and/or skillful professionals and artisans could be very easy.

It's an opportunity to learn something new, something we need in that particular moment, or just a way to spend a special day with your friends or enhance the experience of a travel, also offering to the tutors a way to have a second income from their area of expertise.

Braavo was developed during the marketing course of the Bachelor Degree and is an exercise on building a "Design driven" business model.

