

ebook



Support Local Businesses Through Design

PHASE I - DESIGN SPRINT

April 2020

03

INTRODUCTION

05

CONCEPT PROPOSALS

06 - ARRIVA

07 - 2BE

08 - CO IMMUNITY

09 - DA ME

10 - HOVE

11 - LOCAL

12 - LOCALLY

13 - PATCHWORK

14 - RESTART

15 - SUMMER SAVER

16 - TALES

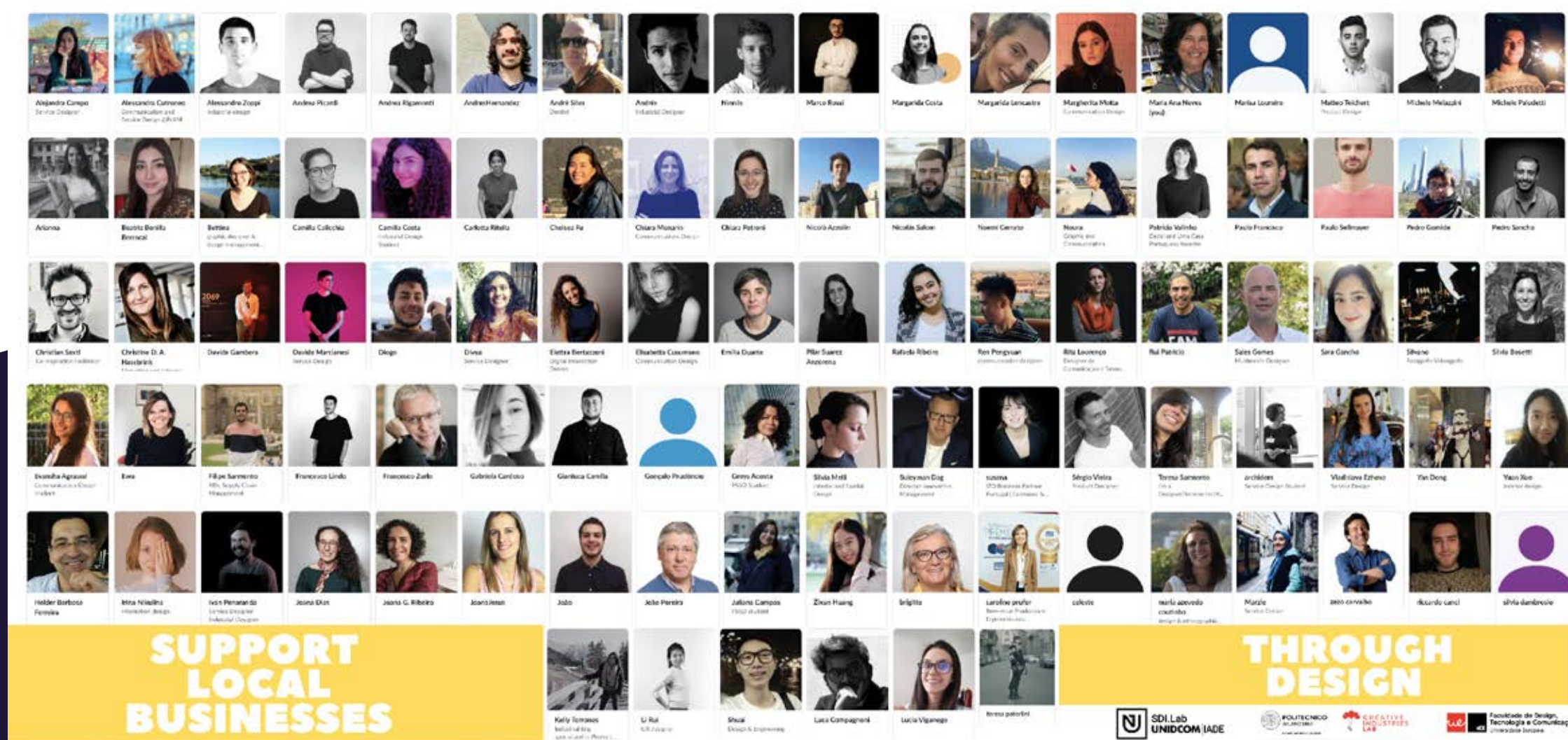
17 - ESHARE

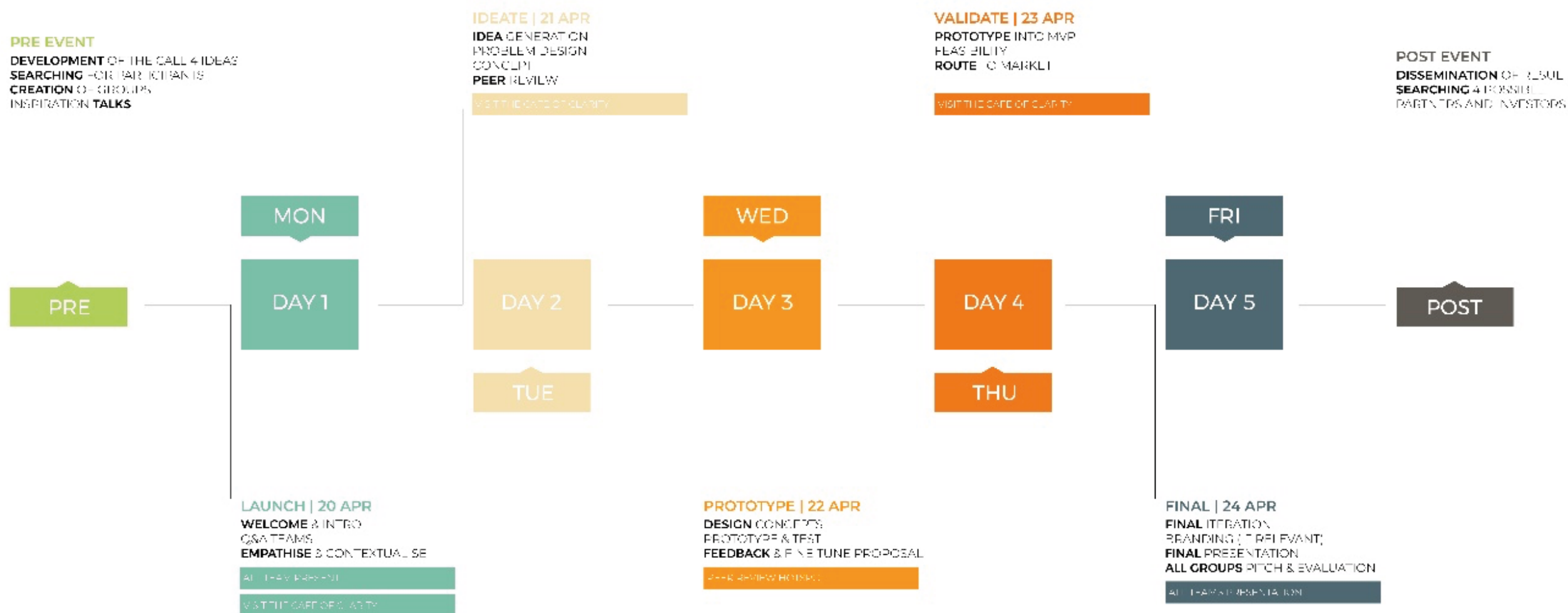
18

PROJECT OWNER

Introduction

The "**Support Local Businesses Through Design**" project aimed to find new solutions to support the recovery of local businesses during and after COVID-19, through the application of Strategic Design methodologies and tools. Tied to this situation's urgency, a one-week design sprint with 12 multidisciplinary teams, mentors, and motivational speakers, involving more than 100 people, was launched with short notice. In one week, the work was done in a 100% online environment with participants from 15 different nationalities, resulting in 12 concept solutions.





Concept Proposals

Out of 12 teams concept proposals, it is possible to find products, services, and business models in tourism, restaurants, tourist guides, retail, leisure, culture, food distribution, street markets, health and safety, music/events, etc.

CONCEPT PROPOSALS		
NAME	DESCRIPTION	TARGETS
Tales of wizards and witches	Editorial project that offers immersive and educational experiences	Children and Families; Schools; Educators; Libraries
Save the Summer	App and product (kit) to help public institutions manage people at beach more efficiently	Municipalities; Tourism offices; Beach management and Users
restART	Digital showroom that allows Local Museums & Galleries to use their artworks to set up new exhibitions for the public	Museums; Galleries; Curators; Content creators; Culture and art public
HoVe	Platform that provides a digital/physical experience by connecting food and music/entertainment.	Restaurants; Entertainment; Music gigs; Delivery companies
Story - a tale in a box	App and product (kit and a recipe) that builds a connection between past - non digital with present - digital	Restaurants; Delivery companies
PatchWork	Web platform and payment system that promotes mutual beneficial partnerships between local businesses	Micro retail shops and other small businesses
WeShare	B2B marketplace for lending and renting assets, connecting local businesses and services	Local businesses; Freelancers; Event Organizers; Volunteers
Local	Platform that promotes the local / domestic tourism, co-creating hybrid experiences with community partners (restaurants, stores, museums)	Local Guides; Tourists; Experience Hosts / Locals
Co-Immunity	Social networks-based community that connects local restaurants with the neighbors to diversify the gastronomical offering	Local restaurants + residents - digital and not digital
2Be	Platform for municipalities that supports businesses to get sanitary certifications and share resources and create synergies with other businesses.	Municipalities; Event planners; Hospitality, Restaurants and Bars
Arriva	Platform that recreates the local street markets in the digital world by providing a safer place to shop and build relationships	Street Markets, Local customers, Municipalities
Locally	"Airbnb" for tourism guides/local experts that provides a specialized channel for promote their services	Tourism Office; Tourist Guides; Tourism Visitors; Local

Concept Name: Arriva

Target market: Street Markets, Local customers,
Municipalities

Name of authors: Arianna Bellantuono, Ewa Bona,
Ivan Penaranda, Lucia Viganego, Maria dal Pilar
Suarez Anzorena, Pedro Sancho Ferreira


[Click here to see our video](#)


Arriva


Out of 12 teams concept proposals, it is possible to find products, services, and business models in tourism, restaurants, tourist guides, retail, leisure, culture, food distribution, street markets, health and safety, music/events, etc.

Reconnect with your local street market!

It is as simple as placing
your order online and
arranging a picking time
with your vendor.





SUPPORT LOCAL BUSINESSES THROUGH DESIGN


Concept Name: 2Be

Target market: Municipality, Certification agencies / Hospitality, Restaurants and Bars / Events venues

Name of authors: Antonio La Scala, Matteo Teichert, Davide Gambera, Marco Rossi, Margarida Costa, Noura Sammoura

2Be

2Be is a municipal platform that supports local businesses to get safety certifications and facilitate collaborations with other entrepreneurs to promote mutual help. This solution provides the sanitary certificate that businesses need to reopen.

Join the new platform, and be part of helping others. Get your safety certificate, and collaborate with other businesses. Together we fight COVID-19.

support local businesses

2Be
B Safe
B2BE

JOIN, BE SAFE, COLLABORATE!

2Be

SUPPORT LOCAL BUSINESSES THROUGH DESIGN

UNIDCOM|ADE POLITECNICO MILANO 1983 CREATIVE INDUSTRIES LAB Faculdade de Design, Tecnologia e Comunicação Universidade Ferp/ce

Concept Name: Co Immunity

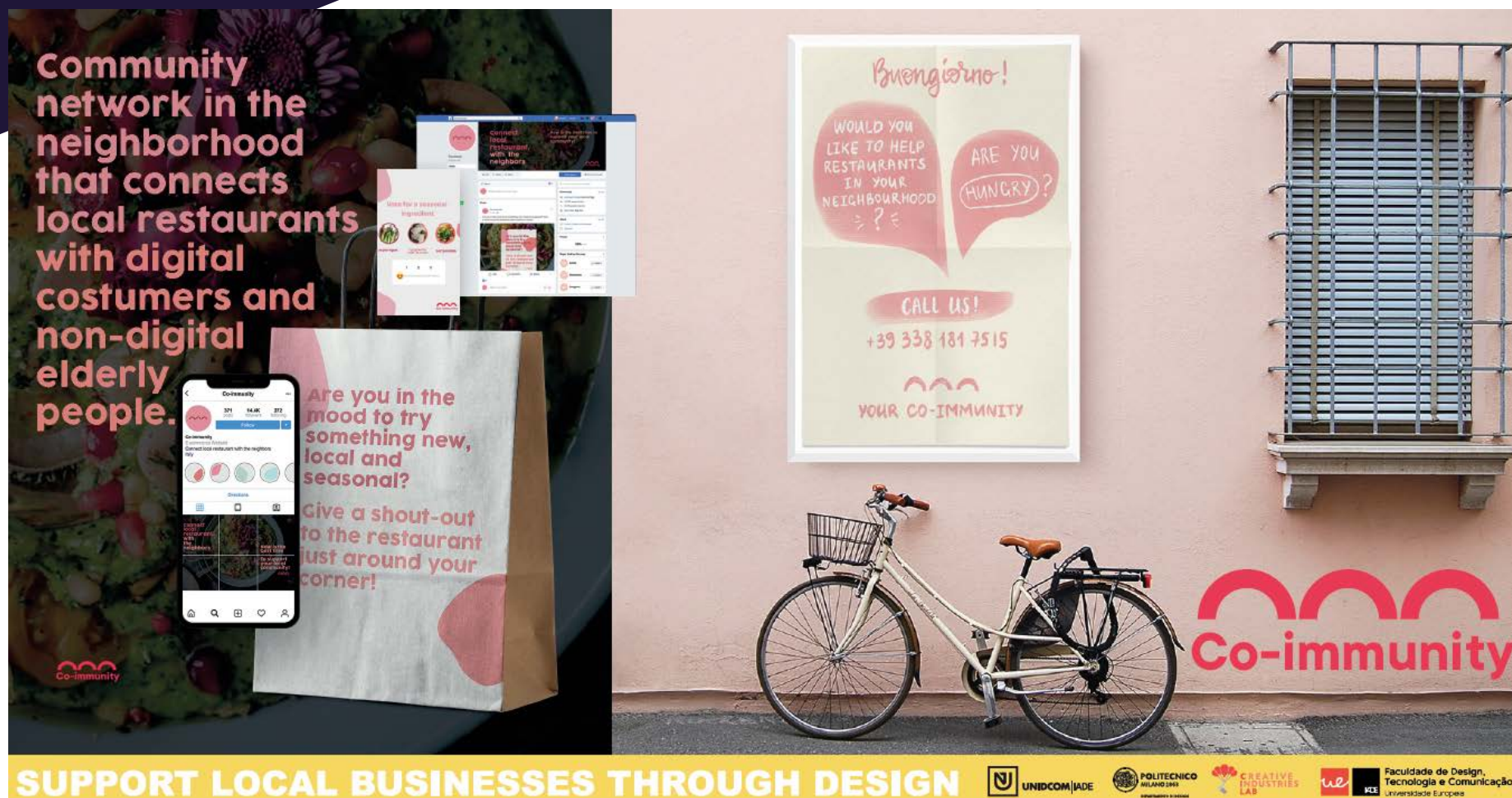
Target market: local restaurants + residents – digital and not digital

Name of authors: Vladislava Ezhova, Alejandra Campo Castillo, Camilla Costa, Margarida Oliveira, Maria Azevedo Coutinho, Yuan Xue

[Click here to see our video](#)

Co Immunity

Co-immunity is a social network based-community that connects local restaurants with the neighbors to diversify the gastronomic offer.



Concept Name: HoVe

Target market: Restaurants; Entertainment; Music gigs; Delivery companies

Name of authors: Andrés Felipe Ortiz Díaz, Francesco Claudio Lindo, Andrea Rigamonti, Carlotta Ritella

[Click here to see our video](#)

Da Me

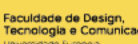
Da Me is a community-based platform for restaurant owners to connect with customers by providing food and a full restaurant experience at home.

Customers receive a box with the necessary ingredients for cooking and items from the restaurant itself to recreate the restaurant experience at home.



The Collective // Camilla Calicchia, Li Rui, Marzieh Ghaffari

SUPPORT LOCAL BUSINESSES THROUGH DESIGN



Concept Name: HoVe

Target market: Restaurants; Entertainment; Music gigs; Delivery companies

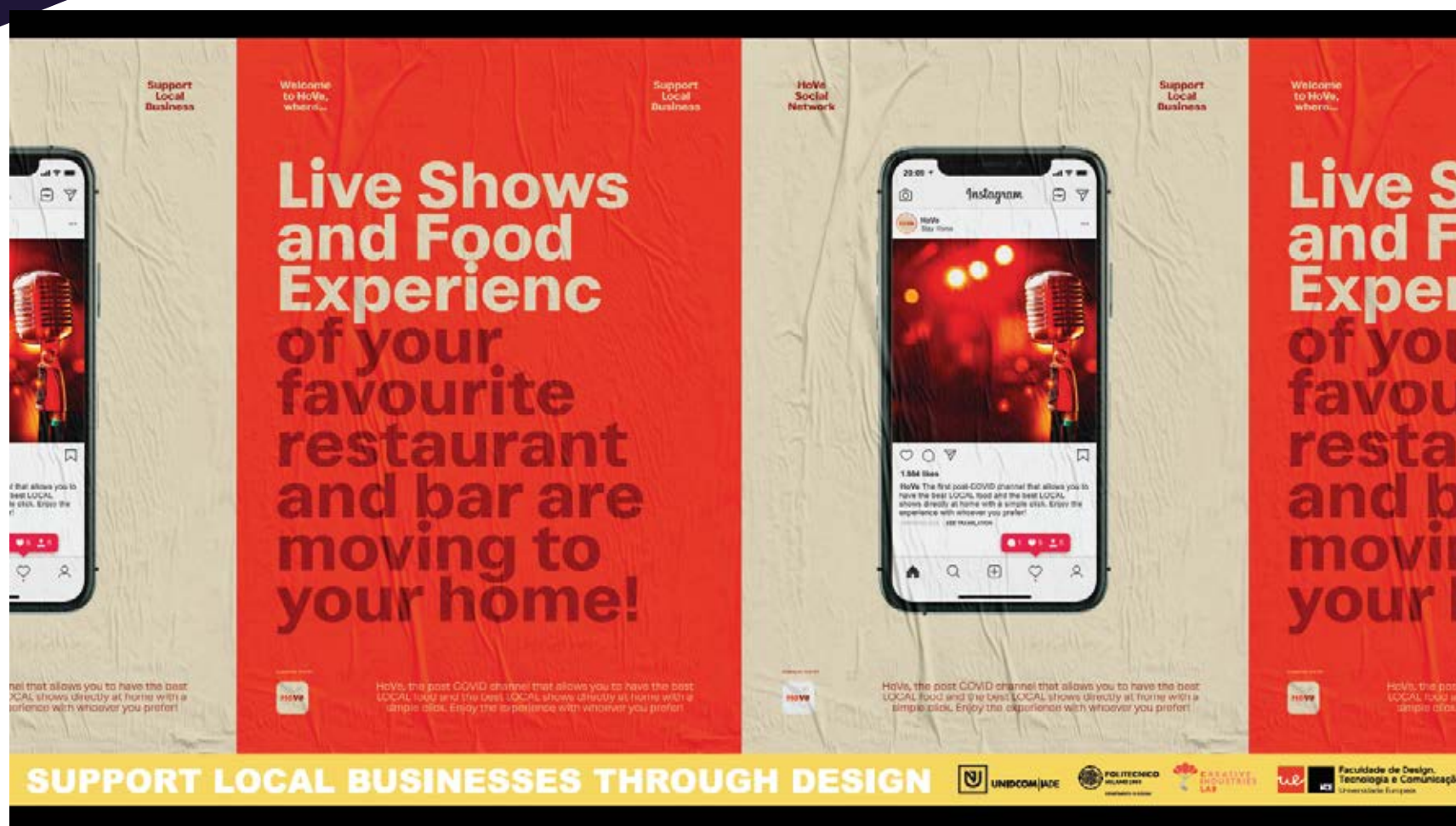
Name of authors: Andrés Felipe Ortiz Díaz, Francesco Claudio Lindo, Andrea Rigamonti, Carlotta Ritella

[Click here to see our video](#)

HoVe

HoVe is a platform that allows people to have the best local food and the best local entertainment directly at home with a simple click.

Customers just have to search for the show they want to watch and add a meal to make a perfect match for the night. The local restaurant from the network will prepare an ideal dish for the customer experience.



Concept Name: Local

Target market: Local businesses; Freelancers; Event Organizers; Volunteers

Name of authors: Nicolás Salom, Andrés Hernández, Beatriz Bonilla, Bettina Muzzio, Evansha Agrawal, Joana Ribeiro

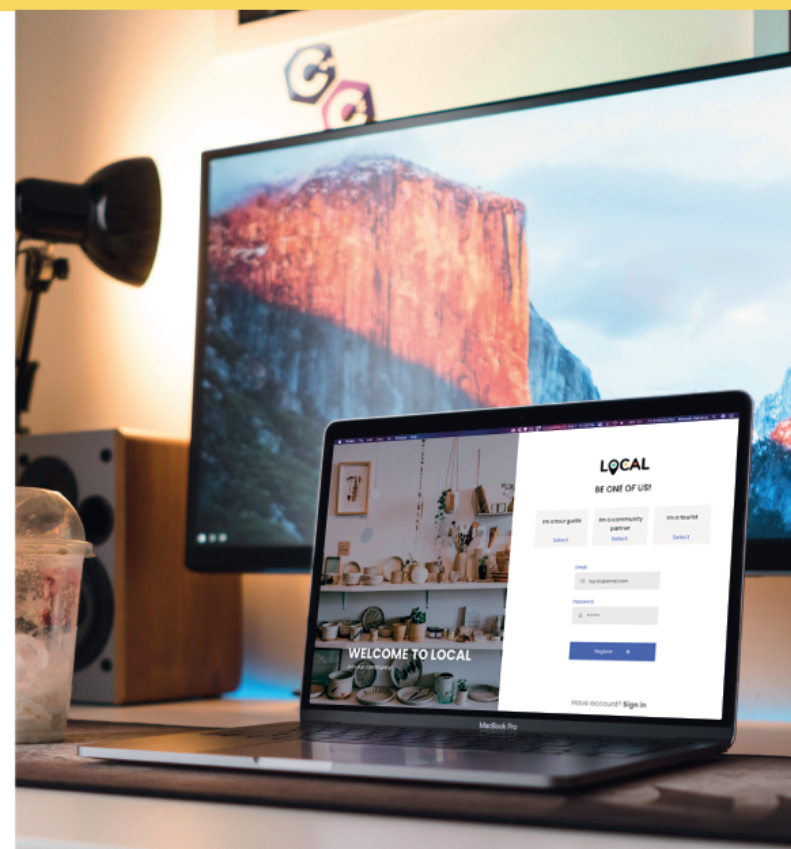
[Click here to see our video](#)

Local

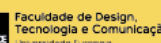
The covid-19 pandemic brought a need: how might we generate a network between guides, locals and tourists, using valuable & sustainable hybrid experiences (physical and non-physical)? Local is a local tour network that co-produce and co-create with community businesses (restaurants, stores, museums) to create a standard narrative that provides a local picture for tourists.

LOCAL

DISCOVER
NEW PLACES
WITH DESIGNED
EXPERIENCES
FROM
LOCAL COMMUNITIES



SUPPORT LOCAL BUSINESSES THROUGH DESIGN



Concept Name: Locally

Target market: Tourism Office / Tourist Guides /
Tourism Visitors / Local

Authors: Divya Gargù, Elisabetta Cusumano, Valen-
tina Demarchi, Filipe Sarmiento, Liu Shuai, Marghe-
rita Motta

[Click here to see our video](#)

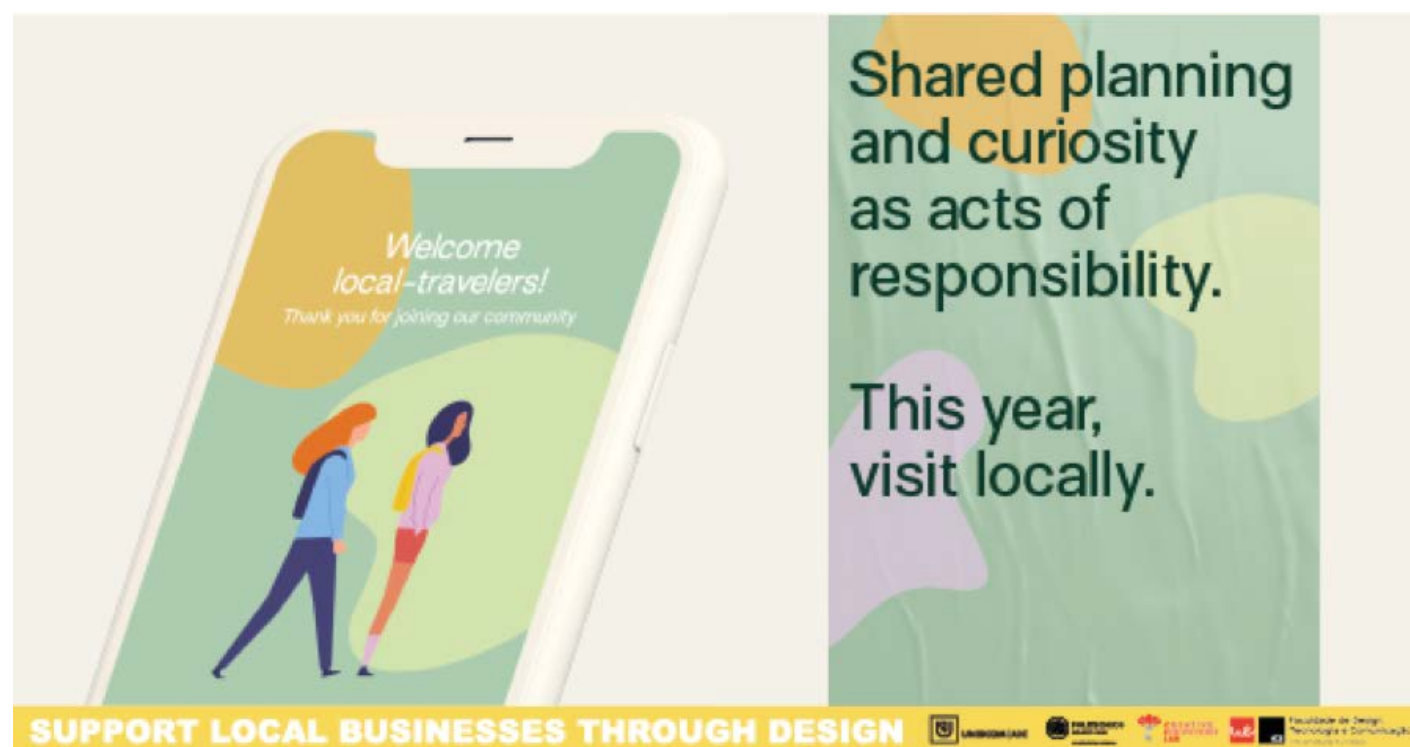
Locally

How can we change the way we think about tourism?

How can we make it feel safe again? How can local businesses
connect with tourism flourish?

Locally is a storytelling driven platform allowing people to disco-
ver places around them and booking their visits according to the
place's capacity.

It can be a service provided by regional tourism departments, ena-
bling post-COVID vacations by a local experts' network, ensuring
safety by distributing tourist flow over to less crowded destina-
tions through mapping and a booking platform.



Concept Name: Patchwork

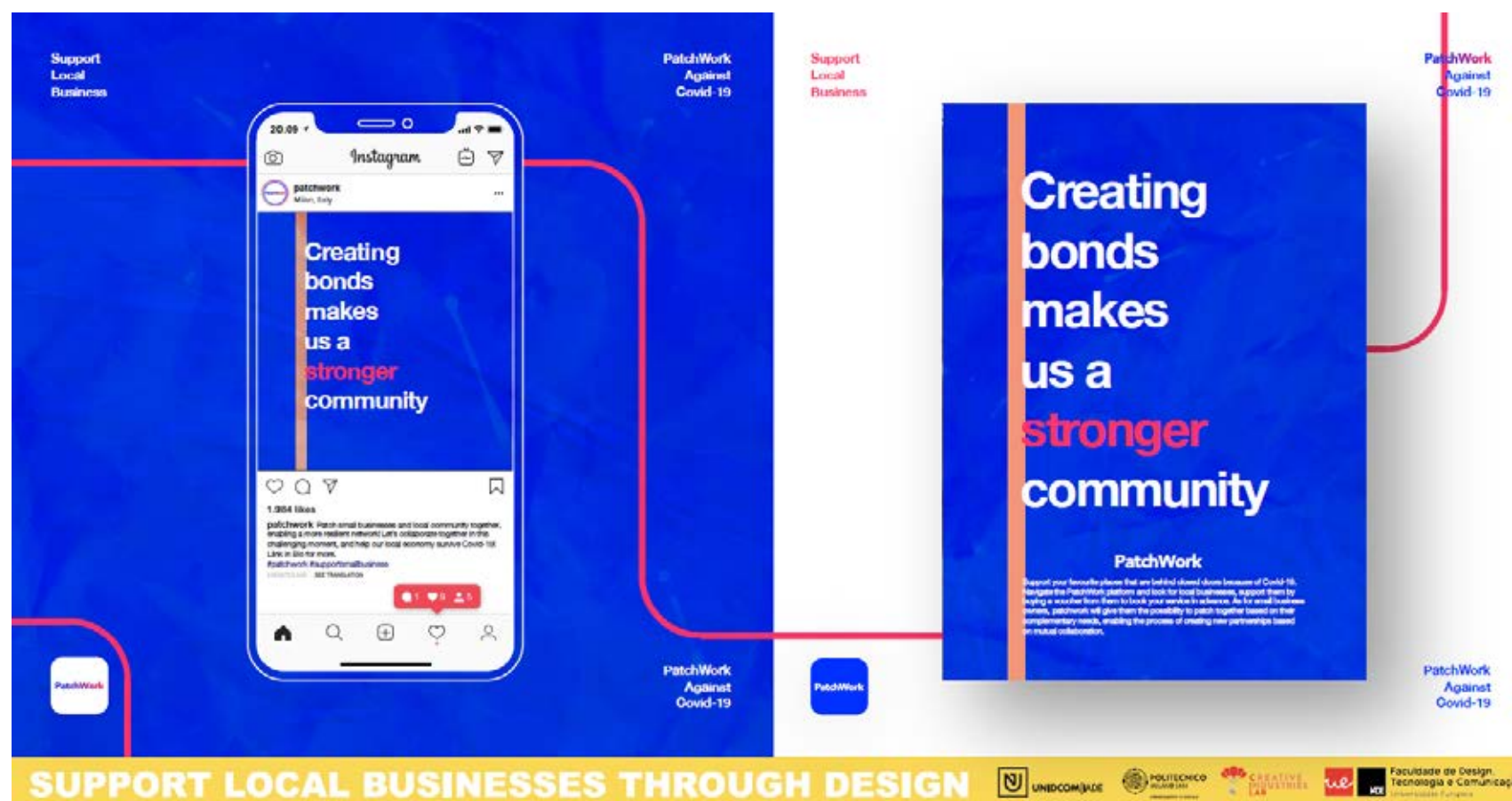
Target market: Micro retail shops and other small businesses

Authors: Riccardo Canci, Alessandra Cutroneo, Ren Pengyuan, Kelly Terrones, Alessandro Zoppi

[Click here to see our video](#)

Patchwork

Patchwork is an online platform that lets customers pay in advance for their favorite local services to support local SMEs creating a resilient community quickly. Patchwork also offers local businesses the possibility to support each other through mutual collaboration. Thanks to a filtering system, business owners can be matched to fulfill their complementary needs. The platform's features will help establish the perfect partnership for both businesses.



Concept Name: restArt

Target market: Museums; Galleries; Curators; Content creators; Culture and art public

Authors: Elettra Bertazzoni, Noemi Cerrato, Davide Marcianesi, João Carola, Pedro Gomide, Silvia Bossetti

[Click here to see our video](#)

restArt

The arts and culture sector is one of the most affected during the pandemic. Few incomes further reduced by the crisis, weak engagement with the public, and the impossibility of using their spaces led to creating this platform.

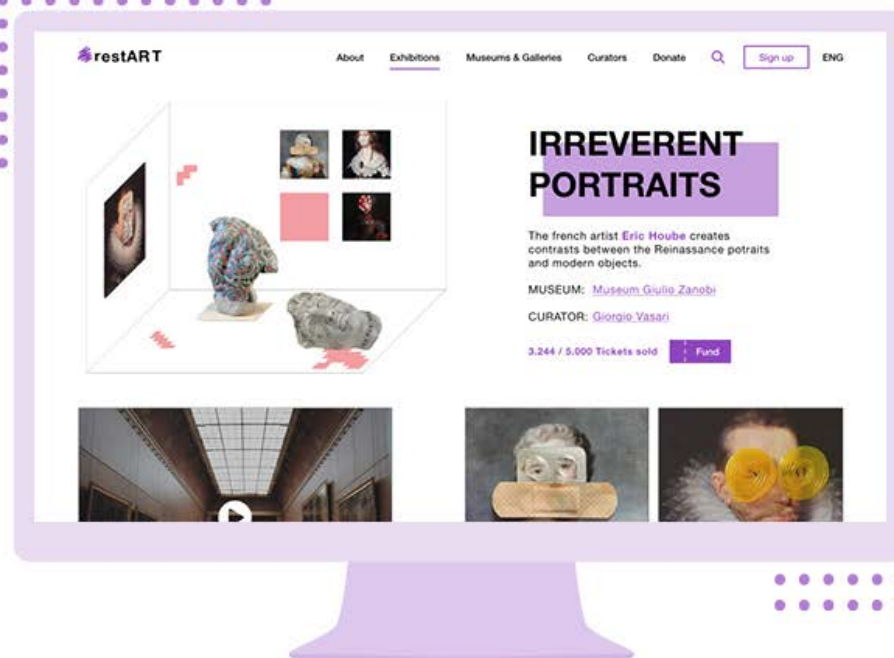
restArt is a platform that allows Small Local Museums & Galleries to use their artworks to set up new digital exhibitions for the public, with curators & content creators' help.



Your local
Museums and
Galleries meet
new curators.

Support your
favourite exhibitions
in our digital
showroom!

TEAR A TICKET



SUPPORT LOCAL BUSINESSES THROUGH DESIGN



UNIDCOM IADE



POLITECNICO MILANO IAD3



CREATIVE INDUSTRIES LAB



FE



FE



FE



FE



FE



FE



FE



FE

Faculdade de Design,
Tecnologia e Comunicação
Universidade Europeia

Concept Name: Summer Saver

Target market: Municipalities; Tourism offices; Beach management and Users

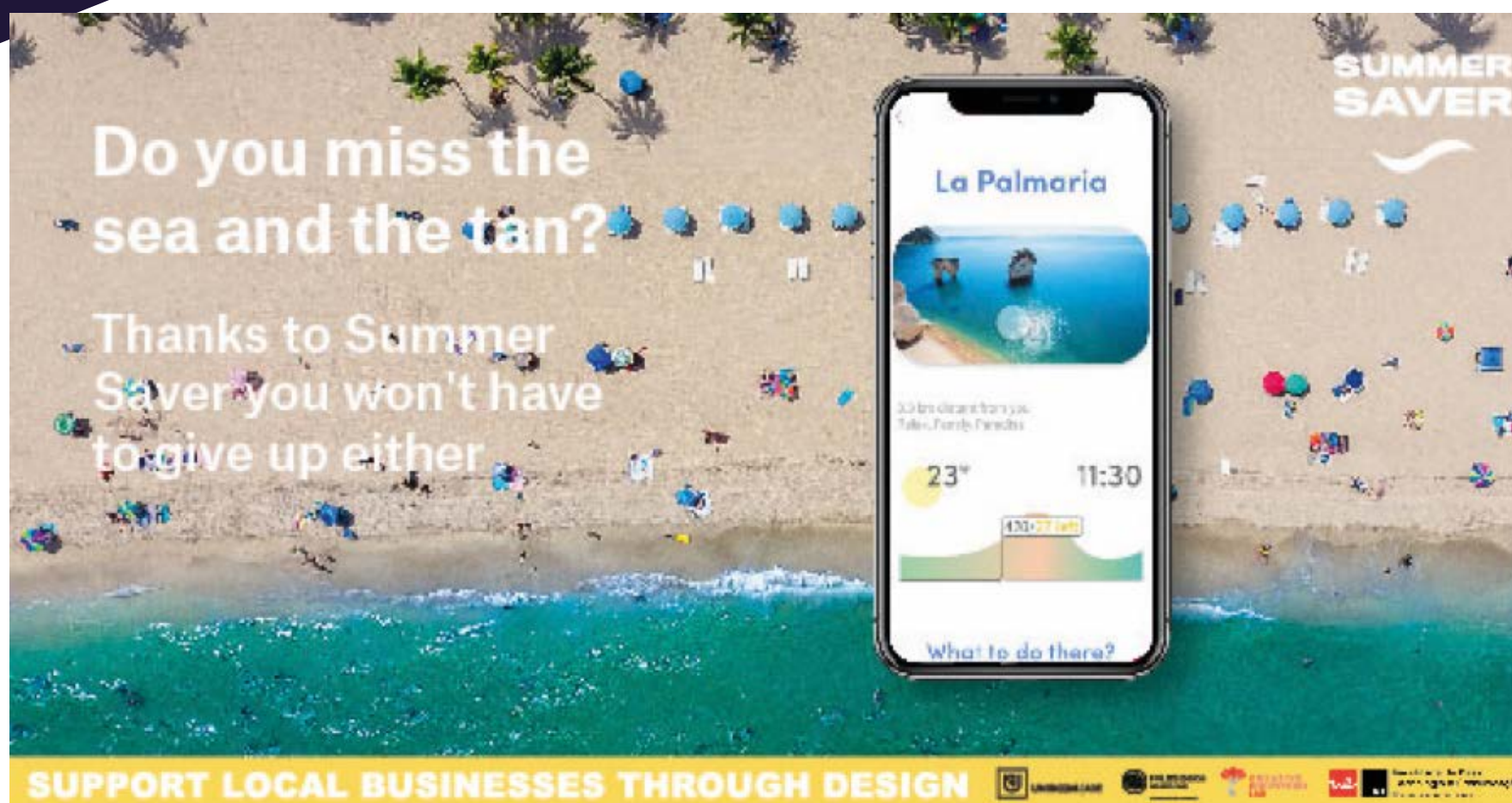
Authors: Chiara Munarin, Chiara Petroni, Luca Compagnoni, Caroline Prüfer, Teresa Paterlini, Helder Ferreira

[Click here to see our video](#)

Summer Saver

Summer Saver is a tool composed of a kit (which permits social distance on beaches) and an App (to inform customers and offer services and vouchers to buy on local businesses).

This project helps public institutions manage people crowd (at the beach) to beneficiate local businesses near the beaches and tourism in general..



Concept Name: Tales

Target market: Children and Families; Schools; Educators; Libraries

Authors: Greys Acosta - Juliana Campos - André Silva - Irina Nikulina - Silvia Melli - Zixun Huang

[Click here to see our video](#)

Tales

One of the major problems during the pandemic arises due to kids and parents staying at home. Kids lack social interaction, need to spend energy, and parents do not always know how to help their kids study.

Tales is an interactive kit with educational materials, encouraging the role play between parents and kids. It is delivered physically for those families who don't have connections or any device. It would be possible to do multiple contents, and local business would help to develop and sell it.



Concept Name: Weshare

Target market: Local businesses; Freelancers; Event Organizers; Volunteers

Authors: Michele Paludetti, Chelsea Fu, Diogo Feteira, Yan Dong, Gabriela Cardoso

[Click here to see our video](#)

Weshare

How may we promote a “sharing” and “giving” collaborative mindset for local businesses even after covid19? Weshare, a B2b sharing marketplace that allows the sharing of assets & materials, is the answer. It provides a user-friendly tool that makes asset sharing, connecting & participating with other local businesses easy and logical.

Weshare hopes to strengthen social cohesion, build more robust networks & advocate for different traditional business operations approaches.

SHARING IS GIVING WITHOUT LOOSING.

weshare.

A PLATFORM THAT BRINGS SMALL BUSINESS TOGETHER, MAKING THEM STRONGER.

SUPPORTING LOCAL BUSINESS THROUGH DESIGN

weshare. weshare. weshare.

WESHARE PROMOTES A COLLABORATIVE MINDSET AMONG LOCAL BUSINESS EVEN AFTER COVID19, HOPING TO STRENGTHEN SOCIAL COHESION, BUILD STRONGER NETWORKS & ADVOCATE FOR DIFFERENT APPROACHES TO TRADITIONAL BUSINESS OPERATIONS.

SUPPORT LOCAL BUSINESSES THROUGH DESIGN

UNIDCOMFACE POLITECNICO BAHIA CREATIVELY Faculdade de Design, Tecnologia e Comunicação Universidade Federal de Pernambuco

Project Owner

Strategic Design and Innovation Lab (SDI.Lab) is the institution that organized and developed “Support Local Businesses Through Design” project.

SDI.Lab is a partnership between UNIDCOM/IADE-Faculty of Design, Technology and Communication, Universidade Europeia, Lisbon, Portugal, and the Department of Design/CILAB research group of Politecnico di Milano (POLIMI), Italy. Its primary purpose is to increase the business and social impact of research by accelerating the deployment of strategic design and innovation capabilities.

LINKS:



EMAIL

SDI.LAB@UNIVERSIDADEEUROPEIA.PT

SITE

WWW.SDI.LAB.UNIDCOM-IADE.PT

