Designer

## **PORTFOLIO** Francesca Bianca Toffanetti



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## 1. Train With Me

UI and Graphic Design Project

#### 2. Foodot

Graphic and Product Design Project

3. Petra

Graphic Design Project

Creation of a mobile app to train together with your partner and motivate each other. Logo animation, graphic layouts and app prototype.

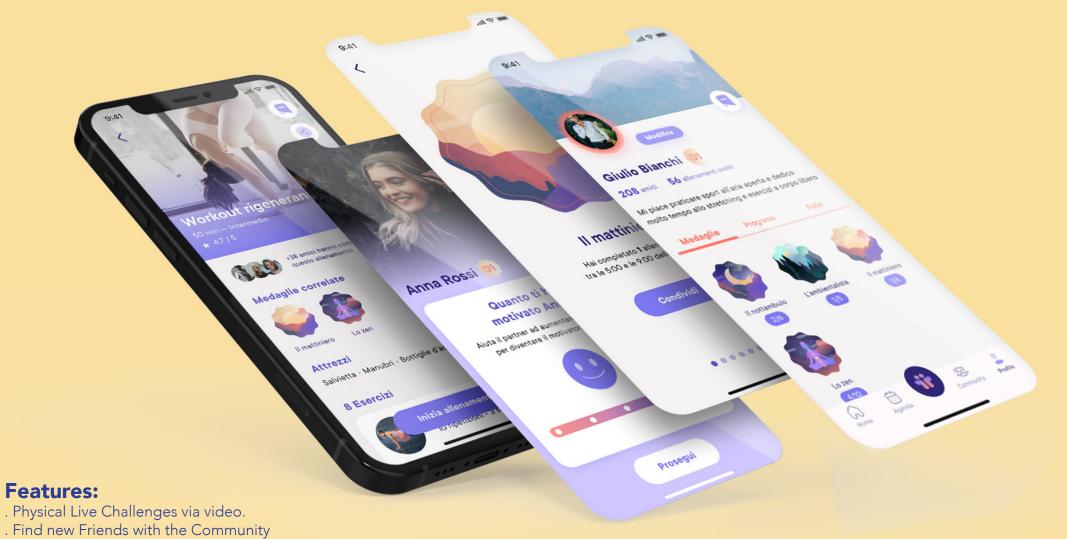
Redesign of a food delivery robot, creation of the 3D model and rendering, logo and mobile app.

Branding studio, creation of brochure and catalogue, logo design and business cards for a brand refresh.

#### Trainwithme give

users the opportunity to connect via video, and to follow a training session together, encouraging and motivating each other. The purpose of the app is to motivate and get to know each other at the same time.



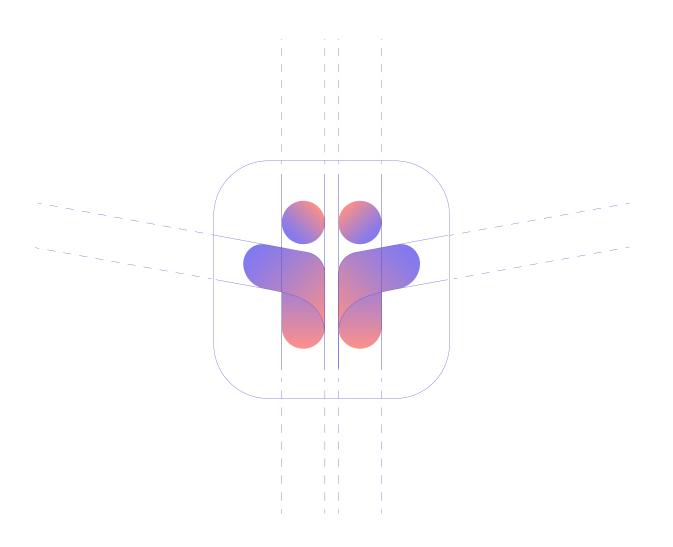


- . Enter Physical Personal Goals
- . Motivation Scores and Virtual Medals

## Logo

The logo is represented by two moving figures. The arms, extended upwards, give a sense of dynamism and vitality. The presence of two figures underlines the social and sharing aspect of the brand.

The symbol was created starting from the stylization of the letter T.



# trainwithme









Foodot is an autonomous vehicle for deliverying food in urban environments.

FOODOT

THE BRIEF

932 mm

2

Redesign a robot that could perform a particular function in a city environment. The idea of deliverying food started with the analysis of delivery trends and e-commerce demand that have been increasing last year.

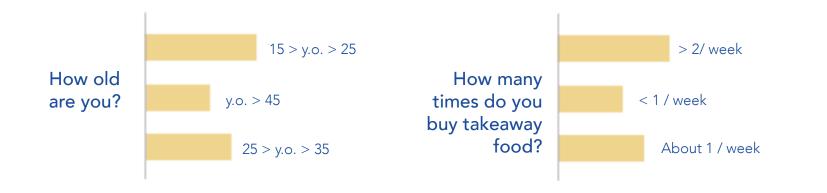
977 mm6



Francesca Bianca Toffanetti - Portfolio 2021 - Graphic & Interaction Designer

3m m

#### Initial surveys and Personas





**Delivery Company** 







#### **Final Customer**

Final Users are: . the Delivery Company that is in charge of the entire service and needs to verify Freedot maintainance; . the Restaurant Partner that gets the orders and provides the food and beverages to the final customer; . the Final Customer, who receives the order directly at home.

## The Storyboard and UX Analysis

What are the customer's main actions?

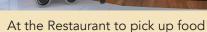
Decide a category of foods Choose a restaurant Select from the menù Confirm address and mobile Confirm the way of payment Keep the QR code





At the recharging station

Use of GPS to deliver

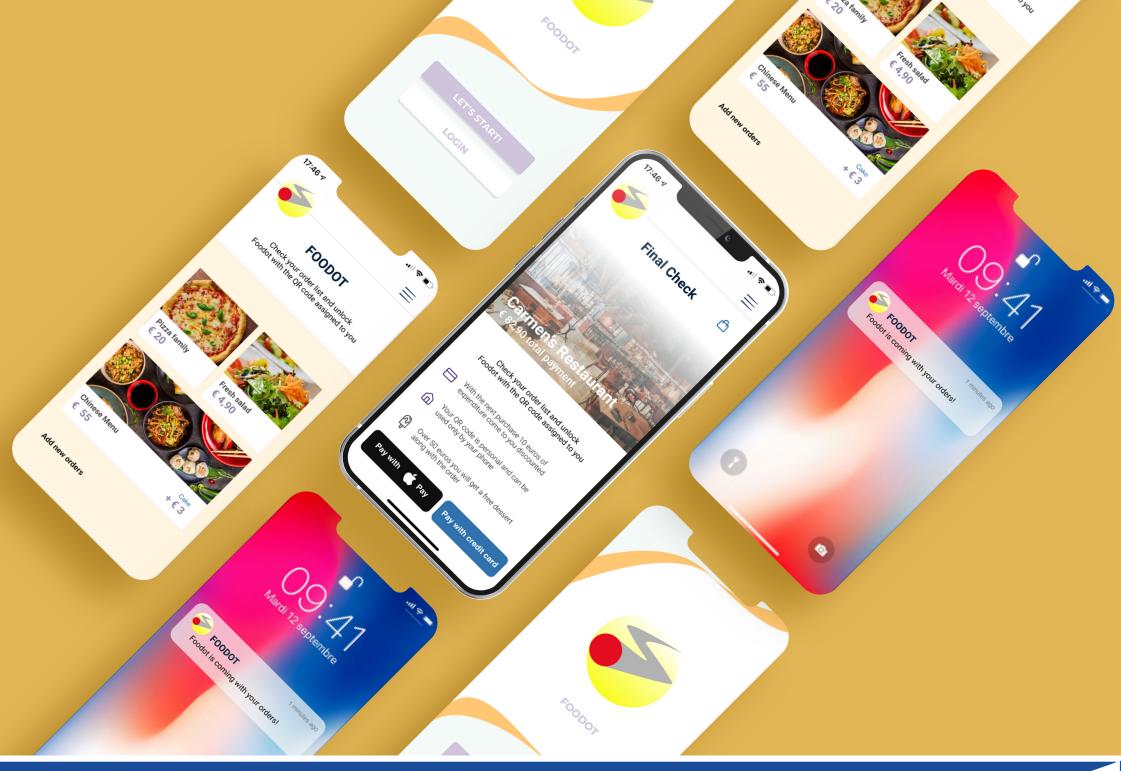




Personal QR Code to open it



Arrival at customer's home





Petra is a free-spirited German startup, which designs, develops and produces furniture elements in fine wood and tempered glass, in collaboration with renowned designers and architects.

It underwent a brand refresh to elevate their look for their latest line of fine wood and glass furnishings.



#### The Brochure

#### OTHERS **RASSEGNA STAMPA** Il lavoro di Petra per l'Hotel Land ci ha permesso di comparire nelle maggiori testate e riviste di architettura e design. Ecco alcuni dei commenti che ci Il lavoro di Petra per l'Hotel Land ci ha permesso di comparire nelle maggiori testate e riviste di architettura e design. Ecco alcuni dei commenti che ci rendono particolarmente orgogliosi. rendono particolarmente orgogliosi. ARCHITECTURAL DIGEST <sup>11</sup> progetto di Petra per l'Hotel Land di Berlino è un lavoro che farà scuola. Sappiamo per certi che tra una decina d'anni sanno numerosi gli studenti di architettura e design che, diploma alla mano e cuoro pieno di speranze, citerranto Vette come fonte di spirazione per i loro lavori durante un colloquio di selezione. ARCHI PROJECTS "Le scelte stillstiche che giocano sui contrasti di un arredo candido ed essenziale, le finiture preziose e i toni decisi che saitano gli spazi luminosi e accoglienti sono il filo conduttore dell'intero progetto. Un mix di interventi conservativi e di nuovi inserimenti volti a conferire un ulteriore sapore retrò in grado di renderla unica." Possiamo solo dire a questi futuri professionisti e artisti: avete fatto un'ottima scelta." DEZEEN "Nella lunga vita della nostra Nella Junga vitra della hostra pubblicazione, pochi progetti e realizzazioni ci hanno cosu impressionati. Non c'é molto da dire sul lavoro di retreria dell'Hotel Warren di Londra, se ondra, se le regole in puro , stile e n che Vetré sta riscrivendo le regoli INTERIOR DESIGN STUDIO n creatività stile e "Oltre alla possibilità di dar

The brochure style is vertical: a fresh take on the traditional horizontal version. With four products variants proposed and described in details, each

page is represented by various colour shades to match the products, creating an ombreé effect.

#### **Merchandising Materials**

They consist in business cards, post it, depliants and a technical brochure in which the readers could be introduced to the company and to the latest

design projects, wood and tempered glass products that can be purchased.

