

Designer

# PORTFOLIO

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# Index

## 1. Train With Me

UI and 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.

## 2. Foodot

Graphic and Product Design Project

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

## 3. Petra

Graphic Design Project

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

# 1

**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.







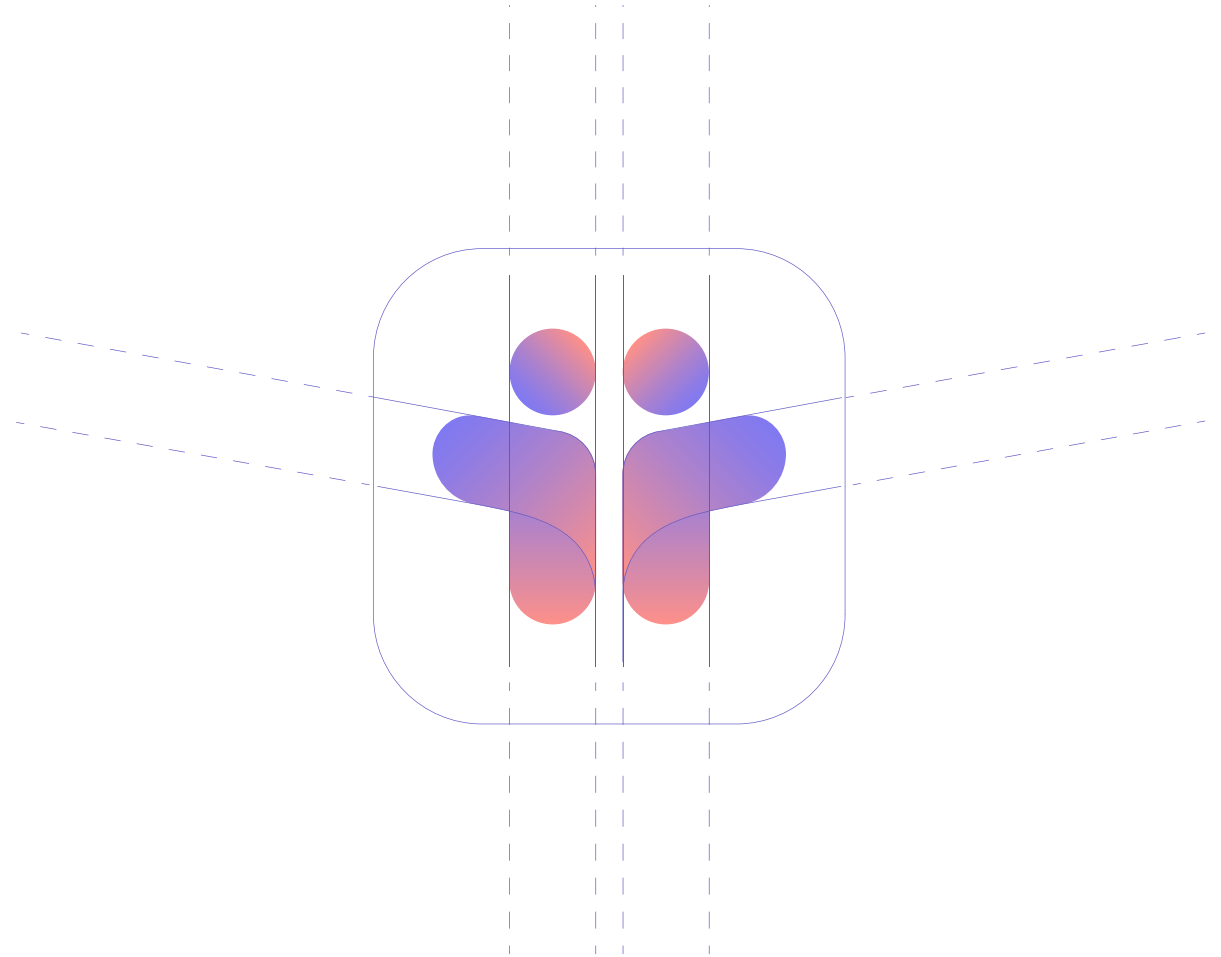
## Features:

- . Physical Live Challenges via video.
- . Find new Friends with the Community
- . 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.





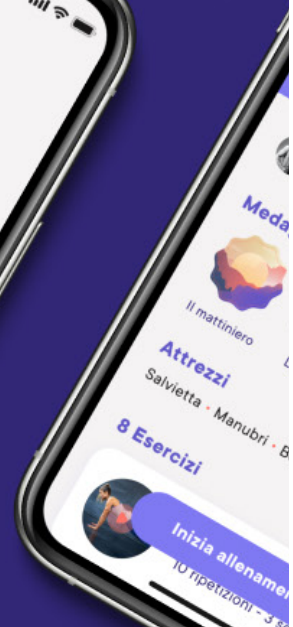


**trainwithme**



**trainwithme**







# 2 FOODOT

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

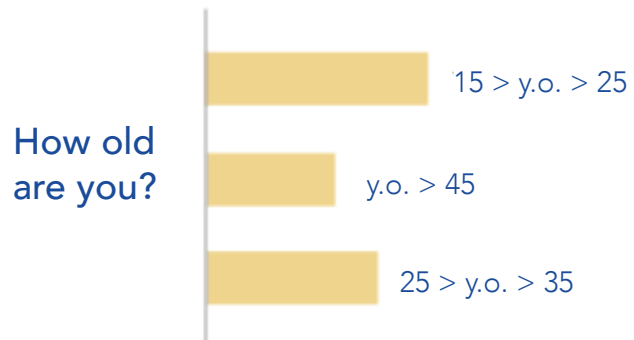


## THE BRIEF

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



# Initial surveys and Personas



Delivery Company



Restaurant Partner



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



At the Restaurant to pick up food



Personal QR Code to open it



Arrival at customer's home





# 3

## PETRA

# PETRA

GELBO

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



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.

