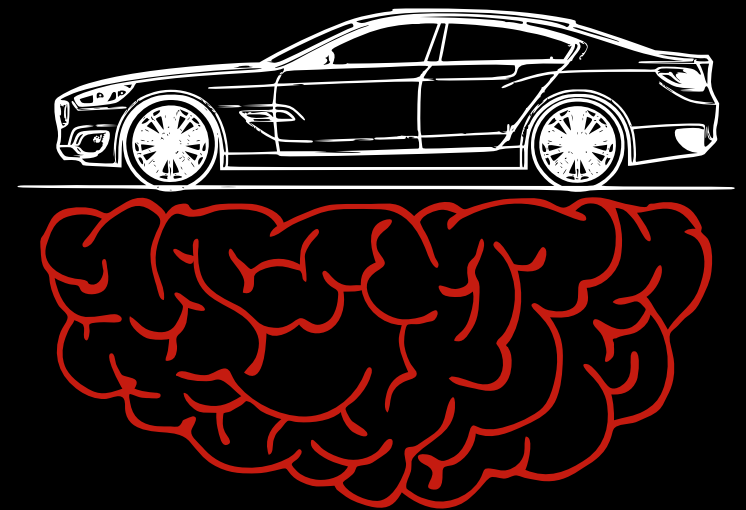


Brief team 30

TEAM 30

TURBO TEAM



BACKGROUND

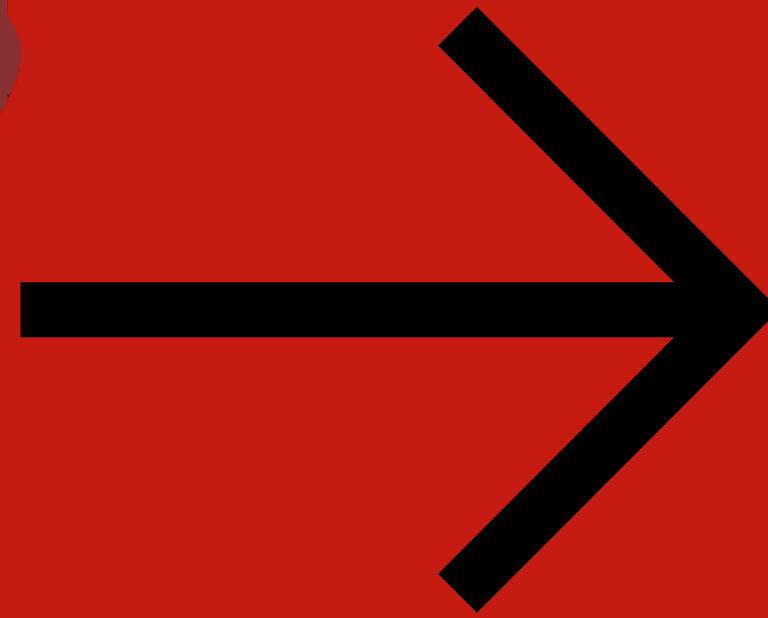
In Italy, grandparents are considered the pillars of the entire family. In particular, **the bond with their grandchildren** is always very strong and represents a form of wealth in the grandchildren's growth. However, the benefits of this balance manifest in all generations. The youngest ones can spend moments of free play and see their desires fulfilled. Grandparents themselves also benefit from this: they spend their free time in activities that bring joy, and maintain their vitality, activity, and youthfulness through caring for their grandchildren.

Through taking care of their grandchildren, grandparents avoid loneliness and the isolation that can come with their age.





**In our culture, a
grandfather
is to his grandchildren a
Playmate**



It is more enjoyable and beneficial for the time spent with grandparents to be devoid of the use of technological devices, making storytelling, fairy tales, cooking, and outdoor games. However, today's "youth" often prefer technological games, excluding their grandparents who may be less adept with technology.

Reserach



For almost half of Italian grandparents, their grandchildren are valuable support in learning to use new technologies.

As for the grandparents, for more than half of their grandchildren, their memories are primarily associated with the stories, teachings received, and the flavors of good food.

The bond between grandparents and grandchildren remains strong even in complex societies: 6 out of 10 grandparents claim to see their grandchildren at least once a week, and almost half of them share meals with their grandchildren at least once every 7 days.

Grandchildren? For Italian grandparents, they are a valuable support for learning how to use new technologies.

Grandparents? For more than half of the grandchildren, their memories are primarily linked to the stories, teachings received, and the flavors of good food.



The younger generation places a higher value on experiential aspects: 55% of responses from those under 35 indicate that the bond is associated with the flavors of good food prepared by grandparents and enjoyed together. Interestingly, the research also reveals that younger individuals, more often than adults, believe they have learned the meaning of love from their grandparents (30%).

Furthermore, for grandparents, the value of direct experiences seems to be gaining increasing importance: leisure and games (51%) and shared meals (41%) are the main elements that describe the time spent with their grandchildren.

However, new technologies are creating a new and different ground for sharing between grandparents and grandchildren: for 44% of grandparents, their grandchildren play a key role in their "digitalization," helping them in understanding and using electronic devices.



Cultural Insight

Sundays are a particularly important day for Neapolitan families because it's a day dedicated to family. They gather around a large table to enjoy the so-called '**Sunday lunch**.'

The Sunday meal is far from a quick lunch. Its preparation is entrusted to the grandmothers who are already working in the kitchen early in the morning and even the day before. After eating, desserts are a must.

After lunch, the adults engage in conversations, while the young ones (siblings, cousins) try to come up with **games** to pass the afternoon.



The Neapolitan Sunday lunch

Typical Neapolitan games between grandparents and grandchildren

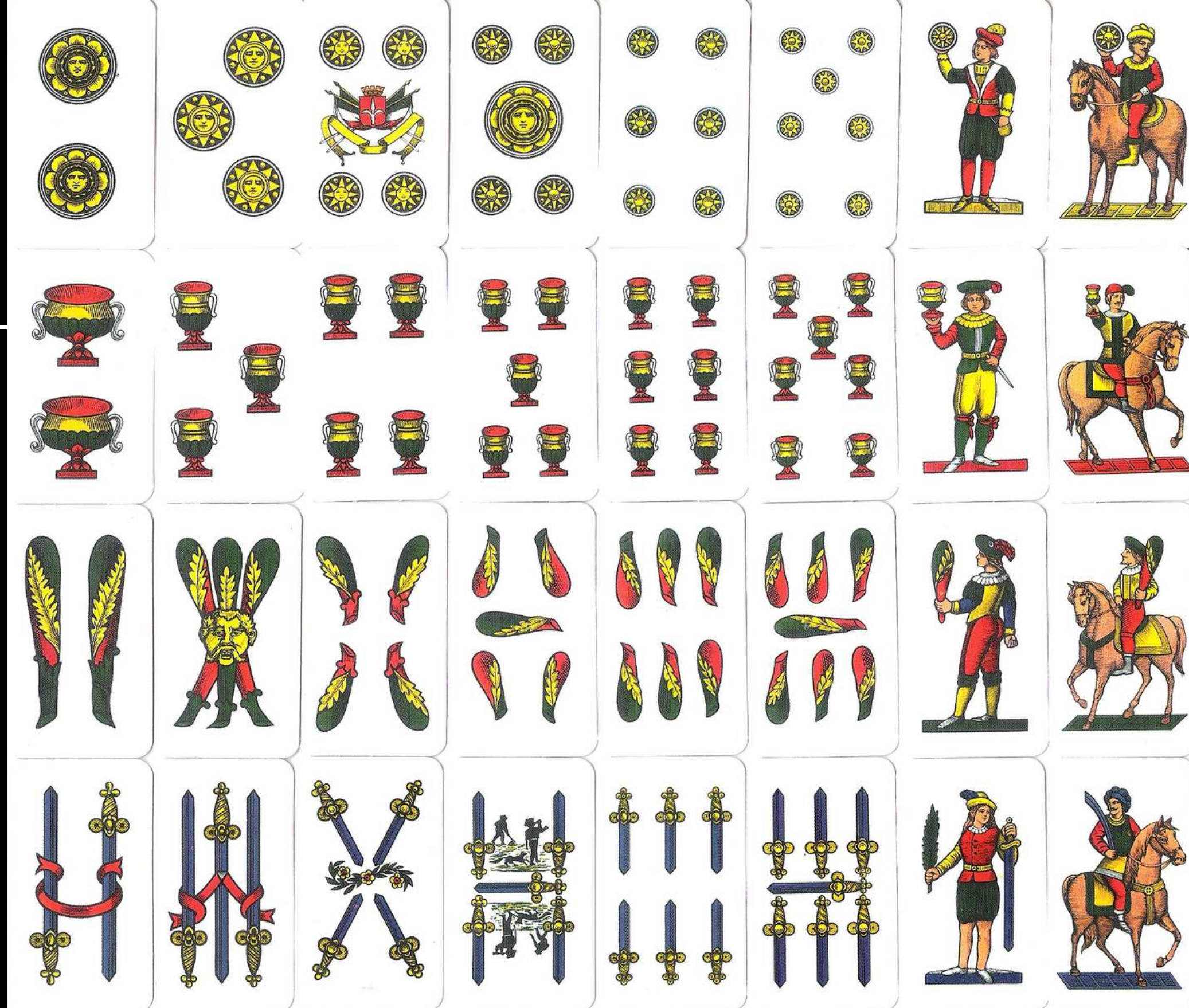
Incredibly popular games, even beyond the borders of Campania, are the games associated with Neapolitan playing **cards**. Usually, in our tradition, games with **Neapolitan cards** are taught by grandparents to their grandchildren, and it's always quite challenging to beat grandparents at card games.

Neapolitan cards are a symbol of Naples. These cards feature four suits: cups, clubs, swords, and coins, with ten cards per suit, including 7 numbered cards and 3 face cards - the page, the knight, and the king.

Neapolitan cards are connected to some famous traditional games, including "scopa," "tresette," and "7 e ½." "**Scopa**" is perhaps the most well-known. It can be played by two, four, or in pairs, with the aim being to capture as many cards as possible and "sweep" the table, meaning to take the last card as well.

How to play “Scopa”

How to play “Scopa” - Traditional Neapolitan Game



***Neapolitan
cards***

Lucia Francia



AGE 72 yo
ROLE grandmother
WORK none
LOCATION Naples, Italy

Traits

Sweet Organized

Collaborative Responsible

Habits

Lucia starts her day very early, prepares breakfast and afterwards devotes herself to tending to her garden. Her real passion is cooking, where she prepares many traditional dishes every day. At 11 a.m. she goes to church and afterwards returns home to share lunch with her husband and grandchildren returning from school. In the afternoon she plays hide-and-seek and cards with her grandchildren and cooks with them, teaching them the secrets of Neapolitan cooking, however the grandchildren often prefer to play with the telephone, a world unknown to her. In the evening she prepares dinner and after dinner Lucia and her husband relax on the sofa watching television and chatting about the day gone by.

Bio

Lucia is a loving 72-year-old grandmother originally from Naples, Italy. She is a warm and sunny woman with a strong Neapolitan accent. Her love for family is the center of her life. Lucia grew up in the center of Naples, among the busy alleys and the smell of freshly baked pizzas. Her childhood was full of adventures and she learned the value of family traditions. Until the age of 65, she worked as a secretary. Now, Lucia is a grandmother of three adorable grandchildren. She adores them deeply and spends most of her time with them. She is always ready to host friends and family to share a good dinner and a game of cards. Her home is a haven of warmth and hospitality, where no one ever feels alone.

Needs

- Need to feel loved and appreciated by her loved ones. Being surrounded by affection and having companionship is crucial to her emotional well-being.
- Need to feel appreciated and recognized for her role within the family. Her contributions and experience are valuable, and making sure she feels valued can contribute to her well-being and happiness.
- Appreciates the sharing of family memories and stories. May wish to talk about the past and tell anecdotes that help keep family traditions and ties alive.

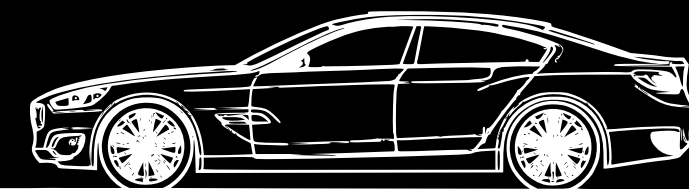
Fears

- She may be afraid that her grandson will not grow up with a solid sense of family belonging if he spends too little time with relatives.
- Fear of being lonely
- Fear of feeling inadequate: Lucia may fear not being able to grasp quickly the use of technological devices or apps, making her feel inadequate in front of her grandchildren.
- Fear of losing human contact: Grandma Lucia might fear that the use of technology will lead her to lose human contact with her grandchildren, preferring physical and personal interactions.

Desires

- Share special moments such as celebrating holidays all together and telling family stories to pass on our history.
- To spend more time together with the grandson, perhaps organizing outings to the park, going for walks or playing board games.
- Learning how to use technology in order to play with grandchildren. She has always tried to be present in her grandchildren's lives, but recently she has noticed how much technology has begun to affect their interaction since her grandchildren are always immersed in video games, mobile devices, and online chats.

PERSONAS



Ciro Borghi



AGE	9 yo
ROLE	nephew
WORK	student
LOCATION	Naples, Italy

Traits

- Curious
- Playful
- Creative
- Affectionate

Habits

- Listening to music
- Visiting Naples
- Studying
- Staying with his grandparents

Desires

- Spending more quality time with grandparents: **Ciro** may wish to spend more time interacting and listening to his grandparents' stories, perhaps scheduling regular visits without his cell phone.
- Learning to cook with grandparents: **Ciro** may wish to learn traditional Neapolitan recipes from his grandmother or grandfather and cook with them.
- Reduce time spent with cell phone: **Ciro** may realize that his cell phone distracts him too much and may wish to set a daily limit on its use to give more attention to what is around him.
- Organize a family board game night: **Ciro** may wish to spend an evening playing board games with his grandparents.

Bio

Ciro is a lively 9-year-old boy born and raised in Naples, a city rich in culture and tradition. He lives with his parents in a cozy neighborhood near the historic center. **Ciro** is in the fourth grade and tries his best, showing a particular passion for Neapolitan history and culture. One of **Ciro's** hallmarks is his strong bond with his grandparents, with whom he often spends precious time. **Ciro** loves to visit his grandmother and grandfather, who live nearby where he is known as the "grandson" of the house, where he is spoiled with homemade delicacies and stories of Naples told by his grandparents. Another important aspect of **Ciro's** life is his cell phone. He received a smartphone as a birthday present, and he uses it to stay in touch and play games with friends.

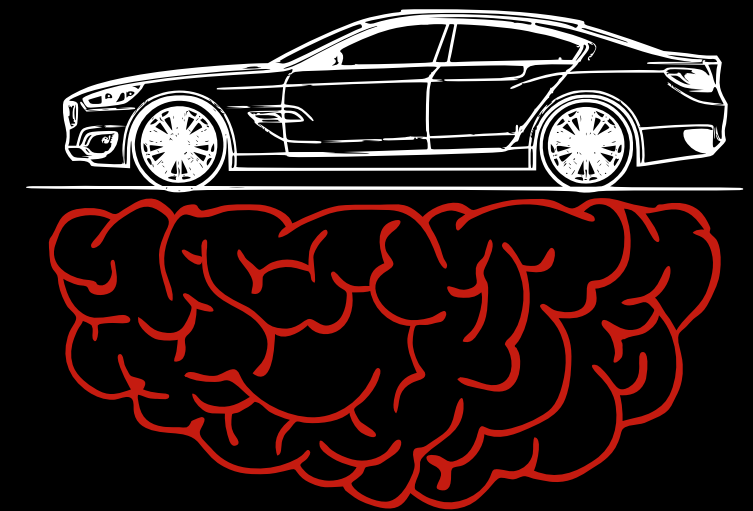
Needs

- Need for family connection: **Ciro** needs strong and meaningful family relationships. He wants to feel close to his parents, grandparents, and other family members.
- Need for exploration and adventure: **Ciro** wants to explore the world around him, discovering new places, cultures and experiences
- Need for balance between technology and real life: **Ciro** needs to learn to manage his time between cell phone use and offline activities
- Need for play and fun: **Ciro** needs time to play with friends or loved ones.

Fears

- Fear of abandonment: **Ciro** may be afraid of being left alone or losing his grandparents.
- Fear of spending too much time on his cell phone: Given his dependence on his cell phone, he may fear spending too much time using it, thus limiting the time he spends with his grandparents.
- Fear of abandonment: **Ciro** may be afraid of being left alone or losing his grandparents.
- Fear of bullying situations: He may fear being bullied.
- Fear of situations where he is forced to do something he does not want to: He may fear being forced to do something he does not want to do, such as participating in an activity or sport he is not interested in.

PERSONAS



SCENARIO EX ANTE



GOALS

Create a **physical and digital game** that can entertain grandparents and children after the Sunday lunch, help grandparents with the use of technology, and teach children stories and traditions shared by their grandparents.



The goal is to reduce the loneliness of the elderly, teaching them how to use technology and disconnecting children from their phones to help them connect with their grandparents on a more human level.

DESIGN REQUIREMENTS

- *Digital and physical object*
- *Easy and intuitive*
- *Portable*
- *Participation of both the elderly and the younger generation*
- *To integrate history and tradition along with technology instruction*
- *Fun Graphics*
- *Including some elements of Neapolitan Culture*

MARKET

Target :

- Grandparents (70+)
 - Grandchildren (8+)
-

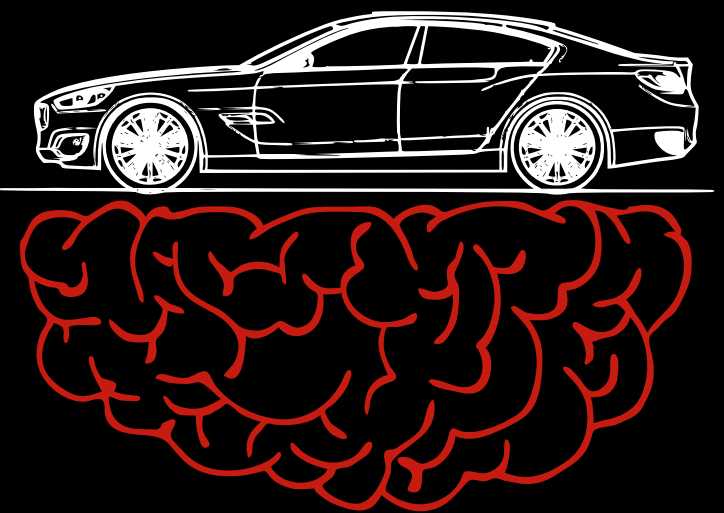
Budget :

<100 euros



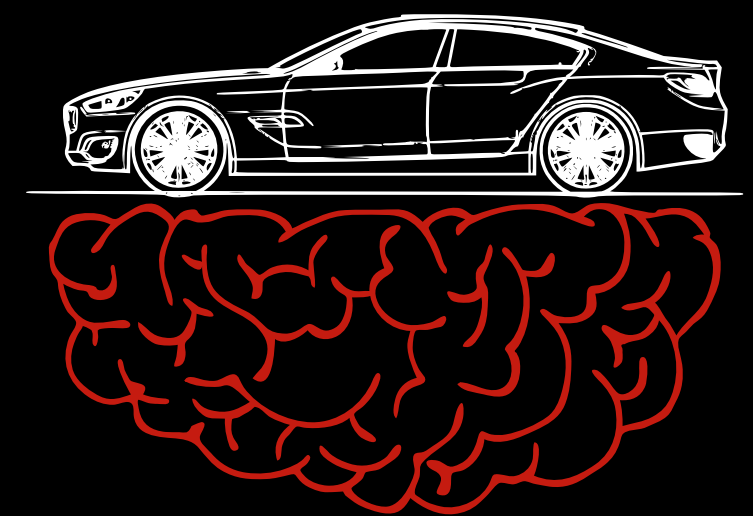
FACILITIES

- Paper and pen
- Figma
- Canva
- Miro
- OneNote
- WIX
- Paper and pen
- Cardboard
- To Prototype



WEBSITE

- <https://www.psicologinew.it/i-nonni-pilastri-per-la-crescita-di-tutta-la-famiglia/>
- <https://www.unobravo.com/post/i-nonni-una-risorsa-per-la-famiglia>
- https://www.ansa.it/canale_lifestyle/notizie/societa_diritti/2023/09/29/nonni-e-nipoti-il-legame-e-forte-con-ricordi-e-cibo_d88fbe9d-189a-419b-ab50-b5ae1da7a219.html
- <https://www.ilmediano.com/giochi-tradizionali-campani-un-viaggio-antropologico/>
- [https://it.wikipedia.org/wiki/Scopa_\(gioco\)](https://it.wikipedia.org/wiki/Scopa_(gioco))



Turbo team

Dario
Matilde
Sara

