University of Applied Sciences and Arts of Southern Switzerland
Department for Environment Constructions and Design

SUPSI

Master of Advanced Studies in Interaction Design 2020–2021
Online program



SUPSI DACD LCV
Campus Trevano
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MAS Online Program 2020–2021

The MAS Program in Interaction Design offers to graduate students an advanced professional training that amalgamates the design culture with technological innovation and social changes. As a specialized course, the MAS Program in Interaction Design merges knowledge coming from the design disciplines in a unique profile able to set new thinking in design, technological innovation and human needs. For this reason, the MAS Program has a multidisciplinary perspective and it is conceived as result of an original set-up of three domains:

1. the Design Domain: interaction design disciplines and knowledge related to the wide field of design, such as the Visual Communication field, the Industrial Design field, the Interior Design field, as well as new fields, such as Services Design, Open Design, etc.;
2. the Technical Domain: composed of those ICT technologies useful to driving design innovation and for techniques of applied research methods and business models to provide the organizational feasibility and rigor of design solutions;
3. the Public Domain: the intellectual, critical and social role of the designer, where design answers human needs and rights considering three emerging topics: the information society, the sustainable development, and the public concern.

The MAS Program merges these different competencies in a specific curriculum, where Interaction Design is the key element for the conception and creation of Advanced Artifacts, Environments and Services.

CAS1
Interaction Design Fundamentals

Our courses allow designers without a technical background to become confident with technology, and technologists to learn how to think and prototype as designers.

Learn creative coding, digital fabrication, physical computing, digital experience design and HCD methods to craft and test your ideas.

Design, prototype, and iterate (test). Learn the fundamental steps to craft interactions.

1.1 Design Process and Methodologies
Ilaria Scarpellini (2 weeks - 3 ECTS)

What You'll Learn
- Experiment with the 'full' design process in a 'controlled' environment to increase your awareness at a methodological level
- Increase your capability to manage and deeply understand (not only execute) projects
- Learn and apply basic methods and techniques such as research, analysis, mapping, testing, etc., through the different phases of the process
- Develop and present a high-level concept to express the relationship between research and conceptualization

Description
The increasing complexity and fragmentation of the interaction design panorama represent a big challenge for the designers of the future: they will be confronted with rapidly changing scenarios and a multitude of fields of application. This requires a strong methodological basis, a clear overview of the design process and the capability to understand people's and society's needs and expectations. This course will give an overview of a Human-centred design process and focus on the initial phases of research, analysis, and ideation. The classes will entail theoretical matters and practical exercises to execute a (mini)design process.

Information
- Format: lectures, intermediate assignments, final project.
- Team-Based Course: the course assignments and final project are developed in teams of 2-3 persons.
- Examination: at the end of the last day of the course, students present a summary of the mini-project they will develop, focused on illustrating the activities performed and the respective outcomes, plus a high-level concept to express the relationship between research and conceptualization.

Schedule
Week 1
Mon: 4 hours of lecture and research planning
Tue: 2 hours feedback session Research kick-off
Thu: 4 hours lecture on analysis + hands-on session
Fri: 2 hours of feedback session on the research outcome

Week 2
Mon: 3 hours envisioning interactions lecture & exercise + feedback
Tue: 4 hours ideation
Thu: 3 hours feedback session & concept refinement
Fri: 2 hours for the final presentation

Requirements and References
References will be provided during the course.

1.2 Creative Coding with P5.js
Fabio Franchino (3 weeks - 4 ECTS)

What You'll Learn
- Basic knowledge in programming topics and creative coding principles
- The basics of the P5.js environment and language

Description
The goal of the course is to give students an introduction on coding with special focus on graphics programming and interactivity. Every week the students will learn new principles, concepts and language syntax of programming, using the P5.js environment and editor. The students will practice coding by means of structured exercises with continuous support by the teacher. A project brief will be given to allow the students to put in practice the learned materials, designing and prototyping a personal project that will be evaluated at the end of the course. The course follows the learn-by-doing principle featuring hands-on activities. The approach follows the step-by-step process through incremental exercises.

Information
- Format: offline and online lectures, individual incremental exercises, intermediate assignments, online support and mentoring.
- Individual-based Course: the course assignments and final project will be developed individually.
- Examination: final presentation on the last day of the course.

Schedule
Every day for 3 weeks
- 1.5 hours lecture
- 1.5 hours exercise supported by the teacher
- 1.5 hours exercises individually developed

Requirements and References
No prerequisites are required. References will be provided during the course.

1.3 Designing Digital Experiences
Antonio De Pasquale (4 weeks - 4 ECTS)

What You'll Learn

- How to design a mobile application starting from the foundation of Digital Experiences Design
- How to define the end-users, the value proposition and the key features of a mobile application
- Mobile design principles
- IA, User Flow, and Customer Experience Storytelling (from Ideas to Concept presentation).
- Prototyping mobile App experiences

Description

Since the introduction of the iPhone in 2007 and the widespread use of high-speed mobile networks, smartphones have been our primary way to access information and services related to any aspect of our daily life: from social networks to media, from financial services to transportation, from healthcare to shopping. Great digital experiences today are made possible by providing highly contextual, personalized, and emotional experiences to the customers.

How can we design delightful digital experiences through multiple digital touch points, rather than focusing just on a single product or service? How can we create mobile experiences and show relevant information on small screens? In this course we will learn how to design a mobile application starting from the foundation of Digital experiences design: from defining its end-users, to value proposition and key features definition, building a solid UX framework and Information architecture and creating a distinctive visual language to design and prototype a modern mobile User Interface. Students will be given a design brief and will be asked to design, prototype and test a mobile application. The course will mix online lectures, hands-on activities and reviews moments to support students in the learn-by-doing approach through their personal projects.

Information

- Format: offline and online lectures, intermediate assignments, coaching and mentoring.
- Individual-based Course: the course assignments and final project will be developed individually.
- Examination: final presentation on the last day of the course.

Schedule

Week 1
Mon: 2 hours lecture and research planning
Tue: 3 hours feedback session. Research kick-off
Thu: 2 hours lecture on analysis + hands-on session
Fri: 3 hours feedback session on the research outcome

Week 2
Mon: 2 hours envisioning interactions lecture & exercise + feedback
Tue: 3 hours ideation
Thu: 2 hours feedback session & concept refinement
Fri: 3 hours concept presentation

Week 3
Mon: 2 hours prototype lecture & exercise + feedback
Tue: 3 hours prototype refinements

Week 4
Thu: 2 hours feedback session & project fine-tuning
Fri: 2 hours final presentation with a jury

Requirements and References
No prerequisites are required. References will be provided during the course.

1.4 Digital Fabrication
Marco Lurati (2 weeks - 3 ECTS)

What You'll Learn
- Basic knowledge on how to design parametric objects in CAD with Fusion360
- Get to know the main machines available in a Fablab (lasercutter, 3D printer, CNC milling machine) and what they can do
- Learn how to design for those machines in CAD considering their limits and strengths
- How to prototype with digital fabrication tools as interaction designers

Description
Students will be given a design brief and will be asked to design, prototype and test (with end-users) a mobile application.

Examination
The course aims at giving the basics knowledge on how to design parametric objects in Fusion 360 to fast prototype with the main machines available in almost any Fablab that are the 3D printer, laser-cutter and CNC milling machine. The course aims to transfer the key competences to take advantage of the parametric design approach and a methodology to quickly prototype with digital fabrication tools as interaction designers. Fusion 360 has been selected for its flexibility and powerful tools as well as its collaborative design features.

Basic knowledge about 3D printing, laser-cutting and CNC milling will be given during the course along with specific design best practices for each machine that will be then applied in the 3D modelling exercises. Despite its online format, the course will enable the students to properly design a digital file that can be transferred to a digital fabrication process.

Resources and examples will be shared during the course: those are specifically designed for the machines available at Fablab SUPSI Lugano, but they will be compatible with processes and tools of other prototyping spaces (local fablabs, makerspaces, prototyping services). While the file setup depends on the machines, the process and design concepts will be the same.

The course is based on practice: many CAD modelling exercises will be carried out to enable students to manage the use of the tools. The first part of the course points to introducing the necessary knowledge of 2D and 3D modelling; in the second part of the course, students will create a personal project with precise requirements to follow. The project will be used for the final examination at the end of the course.

Information
- Format: offline and online lectures, individual incremental exercises, online support and mentoring
- Individual-based Course: the course assignments and final project will be developed individually.

– Examination: required file delivery and final presentation of the individual project on the last day of the course

Schedule

Week 1
Mon: 4 hours of lecture about parametric sketching and exercises 1
Tue: 4 hours of lecture about parametric solids, exercise 2
Wed: 3 hours of lecture about 3D printing and slicing, exercise 3
Thu: 3 hours of lecture about laser-cutting and modelling for it, exercise 4
Fri: 3 hours of lecture about more features of Fusion 360

Week 2
Mon: 4 hours of lecture about CNC milling and modelling for it, exercise 5
Tue: 4 hours of lecture about CAM, exercise 6
Wed: 1 hour of brief about the personal project, personal project, tutoring
Thu: working on personal project, tutoring
Fri: final examination and presentation

Requirements and References

Creation of an Autodesk account and installation few days before the start of the course of the trial version of Fusion 360 that will last for 30 days on its own computer (Mac and Windows supported). References will be provided during the course.

1.5 Creating Tangible Interfaces
Ubi de Feo (2 weeks - 4 ECTS)

What You'll Learn
- How to use basic sensors and actuators
- How to program basic interactive behaviours with the Arduino platform
- How to prototype tangible interfaces as an interaction designer

Description
The course introduces the domain of physical computing for interactive product prototyping. The focus is how to create physical modalities and experiences for accessing and manipulating information through sensing artifacts. The course is based on the approach of "learning by doing": students learn how to design and implement interactive behaviours developing basic prototypes with the Arduino platform. The goal of the workshop is to learn how to design and implement interactive product behaviours through sensors and actuators controlled by Arduino. The goal will be achieved by learning basic notions of physical computing and by learning how to handle different typologies of sensor and actuators and how to connect them through the Arduino platform.

Information
- Format: offline and online lectures, intermediate assignments, coaching and mentoring.
- Individual-based Course: the course assignments will be developed individually.
- Examination: at the end of the last day of the course, students present a summary of the project and the prototype.
- Materials: a custom Arduino kit will be provided with a set of sensors and actuators.

Schedule
Each day: 3 hours lectures, 2 hours tutoring, 3 hours personal work.

Requirements and References
No prerequisites are required. References will be provided during the course.

CAS2
Designing Advanced Artifacts

How to create experiences with connected devices, programmed applications and Machine Learning based solutions will be your daily challenge.

Design digital products that features new interactions modalities.

Shape the world of the near future by delivering innovative solutions that meet real people and needs.

2.1 Machine Learning for Designers
Matteo Loglio (2 weeks - 5 ECTS)

What You'll Learn
- The fundamental concepts and practical applications of Machine Learning
- A practical way to start using this new technology in your design and creative projects
- An overview of the current tools used in the machine learning prototyping space
- Simple programming tools such as ml5.js, RunwayML, and Wekinator

Decription
The acceleration of processing power, large amounts of data, the release of open-source frameworks, and research papers are only a few factors that contributed to making artificial intelligence one of the most hyped and interesting trends of the last few years. Machine learning is watching over the devices we use every day, it listens and records our actions, learns our behaviors, and predicts our intentions. There are many branches of AI where designers could have a great impact. So far the most obvious applications are conversational design, voice interfaces, and natural language, but we are starting to move into more experimental directions. This course provides an introduction to artificial intelligence and relative creative applications. Participants will learn how to include AI in their projects, and to experiment with some simple tools created for artists and designers.

We hear news about artificial intelligence and machine learning almost every day, but what is it exactly, and how can we use it in the design practice? This course sheds some light on artificial intelligence and relative creative applications. Participants will learn how to include AI in their projects, and to experiment with some simple tools created for artists and designers. We will look into existing projects that use this technology in the fields of art, science, design, and creativity in general. Then we will start to prototype ideas using machine learning as a design instrument. Participants will learn about existing libraries and prototyping applications hands-on, and many examples will be provided for future reference.

Information
- Format: offline and online lectures, intermediate assignments, coaching and mentoring.
- Individual-based Course: the course assignments and final project will be developed individually.
- Examination: final presentation on the last day of the course.

Schedule
Week 1
Mon: 4 hours Machine learning fundamentals, 4 hours personal work
Tue: 4 hours ML design and creative tools, 4 hours personal work
Wed: 4 hours Tools debrief, Design brief and groups, 4 hours personal work
Thu: 4 hours Initial ideas, collective brainstorming, 4 hours personal work
Fri: 8 hours group project review

Week 2
Mon: 4 hours debrief and ML insights, 4 hours personal work
Tue: 1 hour ML insights, 3 hours review, 4 hours personal work
Wed: 1 hour ML insights, 3 hours review, 4 hours personal work
Thu: 1 hour ML insights, 3 hours review, 4 hours personal work
Fri: 4 hours final presentation

Requirements and References
During the course a series of references will be provided to support the design and prototyping phase.

2.2 Designing Advanced Artifacts
Serena Cangiano, Lorenzo Romagnoli (4 weeks - 8 ECTS)

What You'll Learn
- A design process to fast release a project, from the idea to the final pitch to the client
- Interaction design methods, from tangible interface design to fast prototyping for ideas and behaviours validation
- An introduction to the design of tangible interfaces
- An introduction to the trends and practices in the domain of interactive toys design
- The experience of managing and documenting deliverables in a smart working modality

Description
The rise of smart machines and new media ecology is digital transformation driver that will have an impact on the future of education, production, innovation, and work. These drivers can be compensated with the development of fundamental skills such as sense-making, computational and adaptive thinking, and social intelligence. In this landscape, toys could play a pivotal role in addressing the development of relevant skill-set in kids and young people.

This course is devoted to the design of next-generation toys, namely artifacts that are smart, connected, interactive and that can train the next generation's brains through play and fun. The course will engage students in a design process that is structured as a professional journey: a series of lectures will introduce to the main design challenge and to the methods and techniques to create and quickly release a design deliverable. From the ideation to the final pitch to a client, the objective is to experience and experiment with a creative-driven process to deliver projects of next generations' toys.

Information
- Format: online lectures, intermediate assignments, individual mentoring, collective reviews, final online exhibition.
- Individual-based Course: the course assignments and final project will be developed individually.
- Examination: final presentation on the last day of the course.

Schedule
Week 1
Ideation: 3 hours lectures, 5 hours tutoring, 5 hours reviews, 27 hours personal work

Week 2
Design and prototyping: 3 hours lectures, 5 hours tutoring, 5 hours reviews, 27 hours personal work

Week 3
Interactive prototyping: 3 hours lectures, 5 hours tutoring, 5 hours reviews, 27 hours personal work

Week 4
Communication and documentation: 3 hours lectures, 5 hours tutoring, 5 hours final reviews, 27 hours personal work

Requirements and References
During the course a series of references will be provided to support the design and prototyping phase.

2.3 Programming Interactive Objects
Andreas Gysin (2 weeks - 5 ECTS)

What You'll Learn
- Programming praxis, mainly for the web platform but not limited to it
- An efficient workflow
- Structuring a complete application
- Working with XML/JSON
- Working with text
- Working with pixels
- Working with vectors
- Transposing data to other domains (for example visualization)
- Encoding and decoding information
- Programming for real-time environments

Description
What is an interactive system? What is the "goal" of an interactive system? What is the role of the user in such systems? The main activity of the course is a guided experimentation with code finalised to a specific assignment. Through a practical approach with a strong focus on code, the students will try to find answers to these questions by programming a complete application.

Information
- Format: online lectures, exercises, support and mentoring.
- Individual/group-based Course: the course assignments and final project will be developed individually or in small teams.
- Examination: final presentation on the last day of the course; every student or team will present the projects developed during the course to the class: the concept, the techniques and the presentation itself will be evaluated.
- Platform: The course is hosted on Zoom and Slack. Other online tools will be used to ease the communication and sharing between the class.

Schedule
Week 1
Each day: 3 hours lectures, 2 hours tutoring, 3 hours personal work

Week 2
Project development, each day: 1.5 hours lectures, 3.5 hours tutoring, 3 hours personal work

Requirements and References
Basic knowledge of programming (any language). See the "Creative Coding" course description. References will be provided during the course.

CAS3
Designing Advanced Environments & Services

Create interactive installations becoming familiar with built-in web technologies such as javascript, Html, SVG, CSS and some third-party libraries.

Design multi-channel experiences across different touch-points, identify opportunity areas that satisfy unmet needs to generate new digital services.

Bring to the market your designs learning how to write and describe a business idea to pitch your project in front of an investor.

3.1 Designing Advanced Environments
Fabio Franchino (5 weeks - 7 ECTS)

What You'll Learn

- The main goal is to give the students an understanding of the complexity of an interactive installation as well as a common foundation to prototype it using the web-platform
- You will learn how to integrate together with the different technologies that belong to the web-platform with their pros and cons
- Become familiar with built-in web technologies such as javascript, Html, SVG, CSS, and some third-party libraries

Description

Interactivity can be everywhere and people are more and more used to interacting with digital means around them. Interactive installations have the potential to engage with people, therefore, there's increased use of them in a variety of situations, from art to advertising fields. In this context, the web-platform provides a device-agnostic set of tools that allows the development of interactive software for a variety of endpoints. After two decades of evolution alongside the Web's progress, today creatives can work with a mature platform that is fluid and adaptive by design and supports unprecedented and novel ways to craft interactive experiences. The students will learn to become familiar with the web-platform alongside its built-in technologies such as javascript, html, svg, css and some third-party libraries. They will learn sketching user interactions straight in the browser, which allows fast-paced iterations of the creative process. Finally, they will learn how to build an interactive digital installation according to a given project brief. The course follows the learn-by-doing principle featuring hands-on activities and teamwork. The approach follows the step-by-step process through incremental exercises.

Information

- Format: offline and online lectures, individual incremental exercises, intermediate assignments, online support and mentoring.
- Team-based Course: the course assignments will be developed individually while the final project will be a teamwork.
- Examination: final presentation on the last day of the course.
- Platform: The course is hosted on Meet/Zoom and Slack. Other online tools will be used to ease the communication and sharing between the class, such as Drive, Github and Notion.

Schedule
Every day for 5 weeks: 1.5 hours lecture, 1.5 hours exercise supported by the teacher, 1.5 hours exercises individually developed

Requirements and References
Attendees have a basic understanding of HTML, CSS, and Javascript paradigms that they can learn by following these online courses:
https://www.codecademy.com/learn/learn-html-css
https://www.codecademy.com/learn/learn-javascript
Supplementary references will be provided during the course.

3.2 Designing Advanced Services
Giorgio Baresi (8 weeks - 7 ECTS)

What You'll Learn
- Analyzing a competitive landscape
- Conducting design research with end-users
- Synthesizing end-user observations and information into insights
- Designing an intelligent, multi-touchpoint product/service experience that delights end-users and is sustainable from a business perspective

Description
"Designing Intelligent Experiences". The widespread use of smartphones, wearable devices, connected products, and smart assistants has changed the way people experience services. Nowadays, the expectation is not only to have a coherent, omnichannel experience but also interactions that are personalized (only for me), intelligent (learning from me), context-aware and, ultimately, capable of raising a brand's relevancy in an ever-changing, hyper-competitive landscape. In this course we will learn how to design an intelligent service experience across different touch-points and contexts: from gathering insights directly from our target users, to identifying opportunity areas that satisfy unmet needs to generating ideas that lead us to a concept that will be developed and prototyped.

Information
- Format: online lectures, intermediate assignments, coaching and mentoring.
- Workgroup-based Course: the course assignments and final project will be developed in workgroups of 3-4 people.
- Examination: final presentation on the last day of the course.

Schedule
The course is held on Tuesday of each week.

Week 1 / Online / 1PM – 3PM (+ 3 hours ad-hoc coaching depending on the time-zone)
- Lectures (background information): Competitive context, Primary & Secondary User Research, User Personas, Multi-channel Experiences, Customer Journey
- Brief and discussion of the brief with the workgroups (opportunity area selection), user research planning & preparation

Week 2 / Online / 1PM – 3PM (+ 3 hours ad-hoc coaching depending on the time-zone)
- Review of competitive analysis (desktop research) to date
- Review of the user research plan and/or initial insights derived from initial user research

Week 3 / Online / 1PM – 3PM (+ 3 hours ad-hoc coaching depending on the time-zone)
- Review of final competitive analysis (desktop research) & insights from user research
- Discussion around the initial service concept

Week 4 / Online / 1PM – 3PM (+ 3 hours ad-hoc coaching depending on the time-zone)
- Presentation of final User Research results & insights (User Personas, Customer Journey, Opportunity Areas) and Service Concept (Mission Statement, Target Users).

Week 5 / Online / 1PM – 3PM (+ 3 hours ad-hoc coaching depending on the time-zone)
- Review of final Service Concept
- Discussion around hero flows, touch-point design & focus (web and/or mobile and/or physical product)

Week 6 / Online / 1PM – 3PM (+ 3 hours ad-hoc coaching depending on the time-zone)
- Review/workshop on initial touch-point detailed design (e.g. web/mobile/physical product user experience / user interface / interaction)
- Discussion around evaluative research, user-tests and next steps
- Discussion around final presentation structure & narrative

Week 7 / Online / 1PM – 3PM (+ 3 hours ad-hoc coaching depending on the time-zone)
- Review/workshop of touch-point detailed design & prototype(s)
- Review of initial insights derived from evaluative user research, user-tests
- Review of final presentation structure & narrative

Week 8 / Online / 1PM – 6PM.
- Final presentation.

Requirements and References
No prerequisites are required. References will be provided during the course.

3.4 From Project Ideas to Market
Leandro Bitetti, Monica Mendini (8 weeks - 4 ECTS)

What You'll Learn

- Discovering Business opportunities
- Writing and describe a Business Idea
- Understanding who your customer really is, what she/he wants and what customer-centricity means
- Writing and describe a unique Value Proposition in response to customers' needs
- Understanding what a market research is about
- Designing and test a Minimum Viable Prototype
- Describing and discuss a Business model
- Describing the main chapters of a Business Plan
- Presenting and advocate their own business project

Description

Entrepreneurship is a fundamental process that promotes innovation, growth at the corporate level as well as at the level of economic and social systems. In addition, it is also a process that leads to self-accomplishment. There are many ways to support and promote this process. One of these is to discover potential business ideas and hence interesting business opportunities looking at market, social, technological, institutional and economic trends and customer needs. This is also a way to support another fundamental process which is the knowledge and technology transfer from Science to Business. Graduates and master students are key agents in this process. Some recent developments in the business entrepreneurship field are particularly linked to the general framework of the MAS in Interaction Design. We particularly investigate the role of the "entrepreneur" considered in a broader view as a sense-maker, as a language-maker, as a culture-maker and as a history-maker. Moreover, entrepreneurship and innovation are increasingly customer-oriented and based on a problem-solving process. That is why we do believe that there are good chances to find interesting entrepreneurial seeds in the MAInD students' projects, ideas or even dreams that deserve to be nurtured, supported and promoted throughout the module. The module aims at developing a Business Concept, with a particular attention on the Value Proposition and the Business Model. The module will also provide an introduction on the Business Plan document and its main chapters (the financial projections and the customers in particular).

Information

- Format: offline video-lectures, online discussion sessions (Q&A), and coaching and mentoring concerning the individual or group project.
- Individual-based or Team-based Course: the course project may be carried out individually or in small teams of 2-3 students.
- Examination: Students are expected to understand the business side of a project and be able to apply its basic concepts in their practical work. The certification of the

course is composed of two main parts: the different forms (Value Proposition Canvas, Market Research report, Business Model Canvas, and Financials) (80%) and the final oral presentation, i.e. elevator pitch (20%).

Schedule
The course is held on Thursday of each week.

Week 1: Kick off (live stream) & Video-lectures 1-2 (Customer Centricity, Customer Journey, Value Proposition; Jobs to be done and Value Proposition Canvas).

Week 2: Q&A (live stream) and Coaching (self-organization with groups).

Week 3: Coaching (self-organization with groups) e Lecture 3-4 (Marketing Research; Minimum Viable Product and Assessment).

Week 4: Q&A (live stream) and Coaching (self-organization with groups).

Week 5: Coaching (self-organization with groups) e Lecture 5-6 (Business Models and Financials).

Week 6: Q&A (live stream) and Coaching (self-organization with groups).

Week 7: Coaching (self-organization with groups) and Lecture 7 (Elevator Pitch).

Week 8: Presentation (live stream).

Requirements and References

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Maechler, Neher, and Park (2016), *From touchpoints to journeys*, McKinsey & Company. https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/from-touchpoints-to-journeys-seeing-the-world-as-customers-do.
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Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value proposition design: How to create products and services customers want*. John Wiley & Sons.
Shane, S. (2003), *A General Theory of Entrepreneurship: The individual-Opportunity Nexus*, Cheltenham UK & Northampton, MA, USA, Edwar Elgar.

MAS Closing Module

How to present your work to a design&tech company? How to pitch your portfolio projects to become a convincing entrepreneur? How to work on your online personal branding?

This module puts you in contact with a network of experts and recruiters who will help you improve your profile as an interaction designer.

Complete this module and obtain your Master of Advanced Studies in Interaction Design SUPSI.

Credits and information
The final module awards 6 ECTS and awards the title MAS Master of Advanced Studies in Interaction Design SUPSI. The modules start on June 21st and ends on July 15th 2021.

Faculty
Coordination

Massimo Botta
head of the program

Massimo Botta holds a PhD in Industrial Design and Multimedia Communication from the Polytechnic of Milan and he worked at Domus Academy Research Centre and at Philips Design as Senior Design Consultant. He carries on a theoretical and research activity in the field of interaction design, the design of new products and services, user centered interfaces (GUI, TUI, PUI), interaction modalities and techniques, knowledge organisation and information visualisation. He is the author of the theoretical book on computer-based systems Design dell'informazione. Tassonomie per la progettazione di sistemi grafici auto-nomatici (2006) and the editor of the books: L'ambiente dell'apprendimento. Web design e processi cognitivi (2006) with G. Anceschi and M. A. Garito; Multiple ways to design research. Research cases that reshape the design discipline (2009).
At SUPSI, he is the Head of the Master of Advanced Studies in Interaction Design and of the Laboratory of Visual Culture - Interaction Design Lab of SUPSI, where he leads applied research projects in the field of web and mobile services and applications, digital archives, graphical user interfaces and software design.

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Serena Cangiano
coordinator

Serena Cangiano works at SUPSI - University of Applied Sciences and Arts of Southern Switzerland (Lugano) as researcher and coordinator of the program MAS in Interaction design (since 2009) and as head of FabLab DACD (founded in 2012), a laboratory dedicated to digital fabrication and open innovation. As a professional, she operates in academic, educational and industry contexts to make projects where the encounter among design, tech and making fruitfully happens.
During the last ten years, she has been designing, teaching and coordinating workshops and projects in collaboration with an international network of interaction designers, creative coders and (change) makers. She co-edited "Open Technologies", the issue n. 30 of Progetto Grafico; the book "Rebelling with Care" (WeMake, 2019). Her last publication is included in the book "The Critical Makers Reader - (Un)Learning Technologies" (Amsterdam University of Applied Sciences, 2019). She gave workshops and public talks at events such as LIFT Conference Geneva, HEK Basel, LIMA Platform for Media Art Amsterdam, ISEA HK, Danish Design Center, FHNW Institute of Integrative Design. She moderates and co-curates public events and exhibitions on the encounter between coding and design. In 2017 she was awarded the ETH Zürich exchange grant to collaborate with Motoelastico Architectural studio and IDAS International Design School on the first Seoul Architecture Biennale. She has been collaborating with Swiss and international organizations, such as the Educreators Foundation, WeMake Makerspace, TODO media&interaction design and as business coach at Creative Hub. Together with Leyla Tawfik, she is co-founder of the project Ethafa, a kit for teaching programming and electronics to kids through playful stories.

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Silvia Converso
administrative coordinator

Silvia Converso (1985) is a cultural producer with a solid background in literature and a keen interest in architecture and art. She completed her studies in Languages, Literature and Curating in Milan, Berlin and Zurich, focusing on the interdisciplinarity of arts. She worked as project manager for major festivals of arts and literature in Europe. Currently, she is based in Zurich and Lugano, where she works as communications consultant and freelance curator for art and architecture, as well as admin manager of the MAS Interaction Design at University of Applied Sciences and Arts of Southern Switzerland.

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Marco Lurati
assistant

Marco Lurati is currently Fablab Manager at Fablab SUPSI Lugano, scientific collaborator at the Laboratory of visual culture at the SUPSI University and freelancer in the field of interactive installations for museum and festivals. Trained as electronic technician in audio and video followed by the Bachelor in Micro-Engineering he worked for few years in the engineering field of optical sensors production and development but the growing feeling of missing all the design aspects in his work moved him to follow the Master in Interaction Design.
The strong technical background combined with the interaction design skills make him able to follow the projects form the ideation point of view down to the implementation and installation as well. He worked in the development of research project about web for accessibility, interactive museum exhibitions, digital fabrication for assistive devices, interactive architecture installations as well as coaching and teaching. He keeps working and being interested in improving his knowledge in physical computing, web developing, multimedia installation, 3D modelling and digital fabrication, electronics development, wood and metal working, product design and user experience as well. He is always searching for solutions to involve and share experiences and contents using the power of the technology.

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Giovanni Profeta
assistant

Giovanni Profeta holds a PhD in Design from Politecnico di Milano, where he developed a thesis on user interfaces to access digitised cultural collections within DensityDesign research lab.
After obtaining the master in Visual and Multimedia Communication from the University IUAV of Venice, he collaborated on projects about web design and digital publishing in some web and interaction design studios based in Italy.
As a researcher, at the Laboratory of Visual Culture of SUPSI he is carring out applied research projects, focused on data visualization and interaction design.
Since 2013, he is being teaching several courses, including web and interaction design, at the Bachelor SUPSI in Visual Communication.

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Daniele Murgia
assistant

Daniele Murgia is a research assistant in SUPSI University of Applied Sciences and Arts of Southern Switzerland, Visual Culture Laboratory. He teaches Physical Computing in Genova at Ligustica Academy of Fine Arts. After graduating in Interaction Design at Republic of San Marino University, he won a scholarship and collaborated with the Department of Architecture, Urban Planning and Design in Alghero, University of Sassari, where he works as an interaction designer on a Interactive Museum Design research project. As a freelance he works in the Interaction Design, Interactive Design and Music field, focusing his personal research on multi-sensory interface, user experience in digital environments and cross-platform devices. His research interests are in wearable technologies, haptic design, motion tracking, user interface and gesture recognition. He has experience in organizing trainings and workshops and in managing fablabs and activities related to digital fabrication.

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Teaching staff

Giorgio Baresi

Giorgio is Executive Design Director at Spark Reply, where he leads a multidisciplinary team of service, interaction and visual designers based in Milan and Munich. As a creative leader with 15+ years of experience both as a designer and as a manager, Giorgio has partnered with clients such as Novartis, Roche, General Electric, Intel, AXA, Generali and Swisscom, shaping new ideas and distilling them into products and services that meet users' needs and advance their experience by bringing meaning to their life. Finally, both as a professor and a design director Giorgio coaches and mentors young design talent to ensure they are ready to face today's challenges in an ever-evolving industry.

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Leandro Bitetti

Leandro Bitetti is Lecturer-researcher at the Competence Centre for Management and Entrepreneurship at the Department of Business Economics, Health and Social Care of the University of Applied Sciences and Arts of Southern Switzerland (SUPSI), and a Ph.D. student in the topic of Business Model Innovation at the Faculty of Communication Sciences at the Università della Svizzera italiana, in Lugano. He holds a Master of Science in Management with a specialization in Organizational Behavior from the University of Lausanne. His main responsibilities concern education, research and consulting activities in the field of innovation management, in particular in the area of innovation strategy and business model design. He is involved in several entrepreneurships training initiatives in Switzerland, as Boldbrain startup challenge, where he is also in the Regional Jury.

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Ubi de Feo

Born in 1974, Ubi belongs to one of the most lucky, unique generations ever lived: part of a demographic which grew up without Internet, he slowly saw it appearing on computer screens, and gradually transitioned to a world in which connectivity lies in our pockets, on our wrists, in our fridge and many more connected devices. Ubi started taking stuff apart when he was 6, and this desire to discover the inner workings of objects has guided him throughout his whole life via hacking computers, engines, code and electronics. Armed with this curiosity he became interested in many aspects of computing and technology, as well as many other things "technical". Ubi moved to Amsterdam in 2002 where he worked as a Creative Technologist for Wieden+Kenney. He supervised and/or developed projects for Nike, Nokia, GoreTEX, Heineken, Bottega Veneta, Mandarina Duck, Electronic Arts, MTV and many more. He currently teaches programming, electronics and other things to whomever wants to learn, often developing his own methods to explain really complicated things in a more tangible, down-to-earth fashion. He does not try to teach things he doesn't thoroughly understand, which often leads him to learn entirely new subjects in order to explain them to himself and others. In his off-time (mostly when doing the dishes) he thinks about ways to improve things or invent new ones. He began experimenting with mobile devices in 2001, and internet connected objects in 2007. Ubi loves talking about the future.

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Antonio De Pasquale

Antonio is currently Associate Creative Director, Customer Experience expert and Financial Services Lead in Frog specializing in digital user experience. He is a well-known expert in the field of design & innovation, leading product experience and service design, helping companies and institutions to innovate and launch new products and services. He has worked on numerous digital projects ranging from the field of web-tv, e-commerce, healthcare, financial services, telco, insurance, corporate website across different media, in the last 15+ years of professional experience. He's currently lecturer and professor at SUPSI and he is involved in teaching activities at IED and Politecnico di Milano. As mentor and speaker, he has been involved in several international conferences like IxDA, SXSW, Digital Shoreditch and APCHI and he is a certified Mentor of Interaction Design Foundation and a Jury Member of the international web design awards platform CSSDA.

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Fabio Franchino

Fabio is a computational designer and a founding partner at ToDo. He has always been involved in creative processes, ranging in fields from music to design, passing through performing and generative arts. One day he discovered the potential of programming as a medium and unconventional tool for his creative purposes. He explores ideas through evolving processes, often finding unexpected, meaningful outcomes and new aesthetics. After gaining senior experience with ActionScript and Processing, he has been exploring the Web Platform, trying to exploit the creative potentials of that platform. He has taught at several institutions and has held workshops in his field of expertise; he also organized the first Italian event devoted to computational practices in art and design.

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Andreas Gysin

Andreas Gysin was born in Zurich, he lives and works as graphic and interaction designer in Lugano. Writing custom programs is part of his design process independently of the output medium. When not busy on commercial or experimental projects he teaches interaction design and programming at SUPSI (Lugano), ECAL (Lausanne), ISIA (Urbino) and in occasional workshops worldwide.

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Matteo Loglio

Matteo Loglio is a product and interaction designer, currently a founder and director at oio, a new design lab. Matteo works at the cutting edge of design and technology, on experimental projects big, small, and often the first of their kind. He recently designed a musical instrument for Google, he taught a river in London to write poetry using AI and started the ed-tech company Primo Toys – a wooden robot that is changing the lives of millions of children using it every day. Matteo talks about design and creativity in universities, museums, and hackspaces around the world. Sometimes you can find his work exhibited in places like MoMA NY, V&A London, or Triennale Milan.

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Monica Mendini

Monica Mendini is Lecturer-researcher in Marketing at the Department of Business Economics, Health and Social Care of the University of Applied Sciences and Arts of Southern Switzerland, SUPSI. Before joining SUPSI, she obtained her Ph.D. in Marketing (sponsored by the Swiss National Science Foundation, Doc.CH) at the Università della Svizzera italiana in Lugano, where she still teaches in graduate programs. Her research focuses mainly on consumer behavior, with particular reference to consumer-brand relationships, cause-marketing, design thinking, food consumption and consumer well-being. Her work has been published in the Journal of Business Research, Journal of Consumer Behaviour, Qualitative Market Research and Marketing Education Review.

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Lorenzo Romagnoli

Lorenzo Romagnoli is an interaction designer, with an expertise in digital media, physical computing and digital fabrication. He was a member of the team that founded and ran Italy's first Fablab in 2011. From 2012 to 2014, Lorenzo pursued a master in Design for Interaction at the Delft University of Technology (TU Delft) in the Netherlands. He graduated designing a system for simplifying the design and prototyping of connected objects. In 2015 Lorenzo Joined the Arduino team in Turin; serving as project manager and "maker in chief" of project Casa Jasmina. He currently works as consultant between Italy, The Netherlands and China, designing and prototyping near-future products and services. He teaches in several design school around Europe and collaborates with Automato.farm, a design collective researching and developing future products and interfaces... sometimes real and sometimes fictional.

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Ilaria Scarpellini

Ilaria Scarpellini graduated in Design for Interaction and Integrated Product Design at TU Delft, and currently, she is a human-centered Researcher and Designer focused on innovation, strategy, and service. Her mantra is to understand people, undertake new challenges and think beyond boundaries with the aim to design for impact, creating even small improvements which can address many people's daily life. Her main expertise is: to carry out desk research to deepen the understanding of the market and technologies and trends outlining insights to support decision making; to perform contextual inquiries and user research for the development of behavioral models, personas and customer journeys to elicit further development of ideas and concepts: to Identify opportunities for developing strategies and service, also involving stakeholders within participatory sessions. She has worked within different industrial fields and with clients such as Intesa Sanpaolo, Bradesco, BNP-Paribas, Unipol SAI, 3M, Facebook, Pinterest, Japan Tobacco International, Pininfarina, Delcon, Vodafone.

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