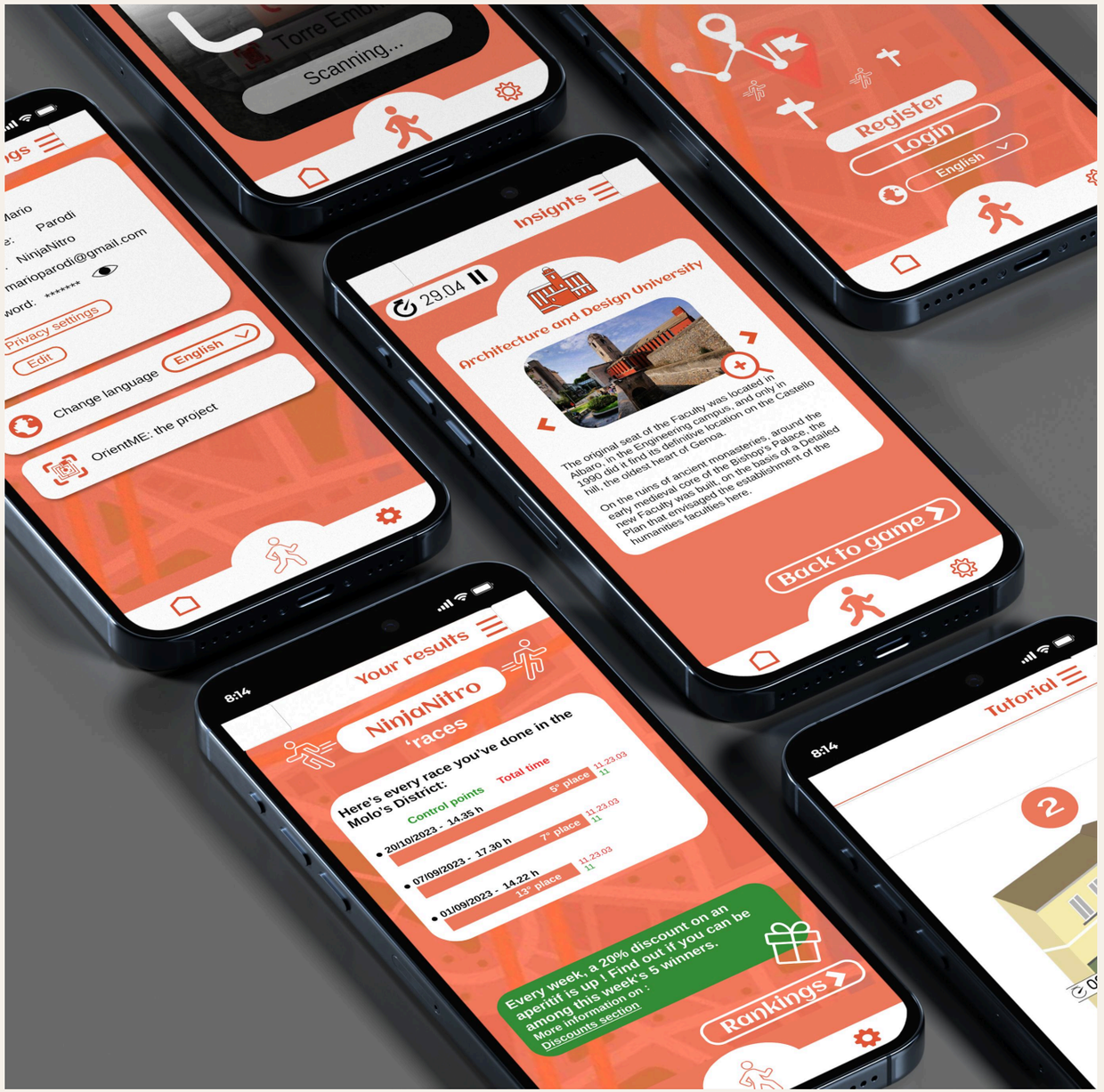
05

2024

OrientME

Urban redevelopment of the Molo district, with a focus on sport



MY ROLE

Interviews · Brainstorming · User journey visualisation · Gamification · UX/UI design · Figma app flow · Branding · Product sketching · 3D visualisation

METHODS & TOOLS

Customer journey mapping · Desk research · Figma prototype · Rhinoceros · User flows

elisamariabertucci@gmail.com

Designing the game: the brief

What we were asked to do



The brief

The DiDe (District of Design) association asked for proposals to redevelop the **Sestiere del Molo**, a district of Genoa known for its narrow alleys and traditional shops. The theme was **'Genoa, European Capital of Sport 2024'**, so the project had to bring in movement and physical activity.



The context

We first looked at Genoa from an urban planning and liveability angle. Its large historic centre draws tourists, but much of it is poorly maintained: **narrow, dirty alleys, abandoned scaffolding, poor lighting and a confusing, maze-like layout**.



Our solution

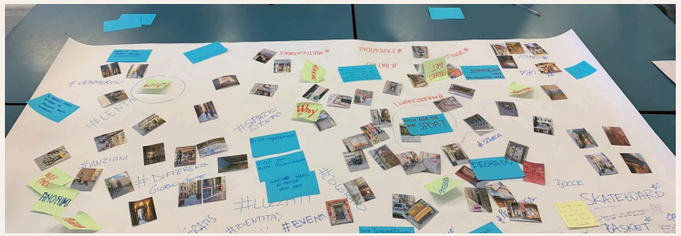
After a site analysis, brainstorming and qualitative research, we proposed a game based on **orienteering**: a sport where you find a series of control points along a mapped route, as fast as you can. It suits the district's maze of streets perfectly.

elisamariabertucci@gmail.com

Designing the game: the rules

The research and how it works

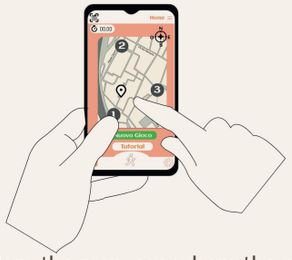




Research method

After analysing the Molo district, we brainstormed with the whole class, then each group chose its own strategy. Ours: **identify the kinds of people who use the city (by age group)** and ask them targeted questions about **their free time, what they like and dislike about the area, and how they would fix what doesn't work**.

1



Explore the map, see where the numbered checkpoints are, then start the game.

2



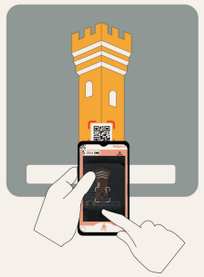
Follow the map to the first lantern, marked 1. The timer runs in the top-left corner.

3



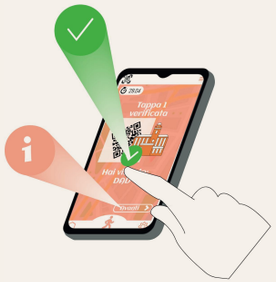
When you get close to the lantern, your phone vibrates.

4



In front of the lantern, the app asks you to turn on the camera.

5



If the checkpoint is right, it gets verified. Read a few fun facts about the place, then look for the next lantern.

6



At the end, check your total time, whether you found every checkpoint, and your ranking.

NUDGE

You might even win a discount!

Project ideation

The research confirmed the orienteering idea, **adapted to the district's urban fabric**. The goal: a game for all ages, with icons inspired by the place, light on space (the alleys are narrow) and playable on your own at any time of day.

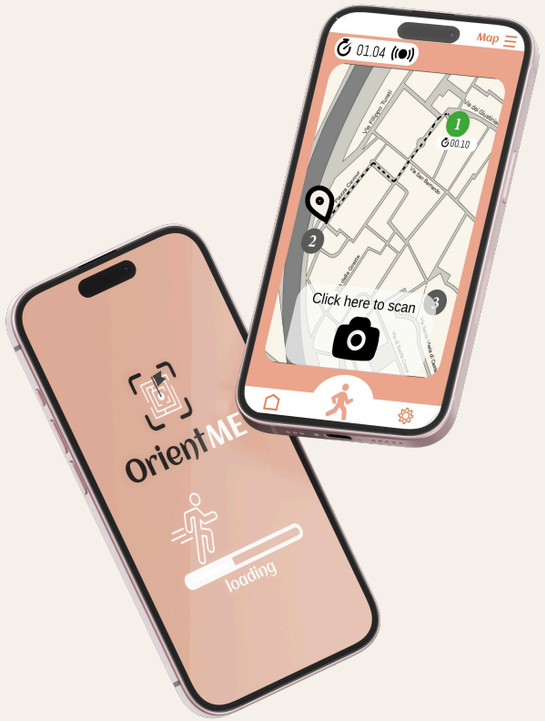
Game rules

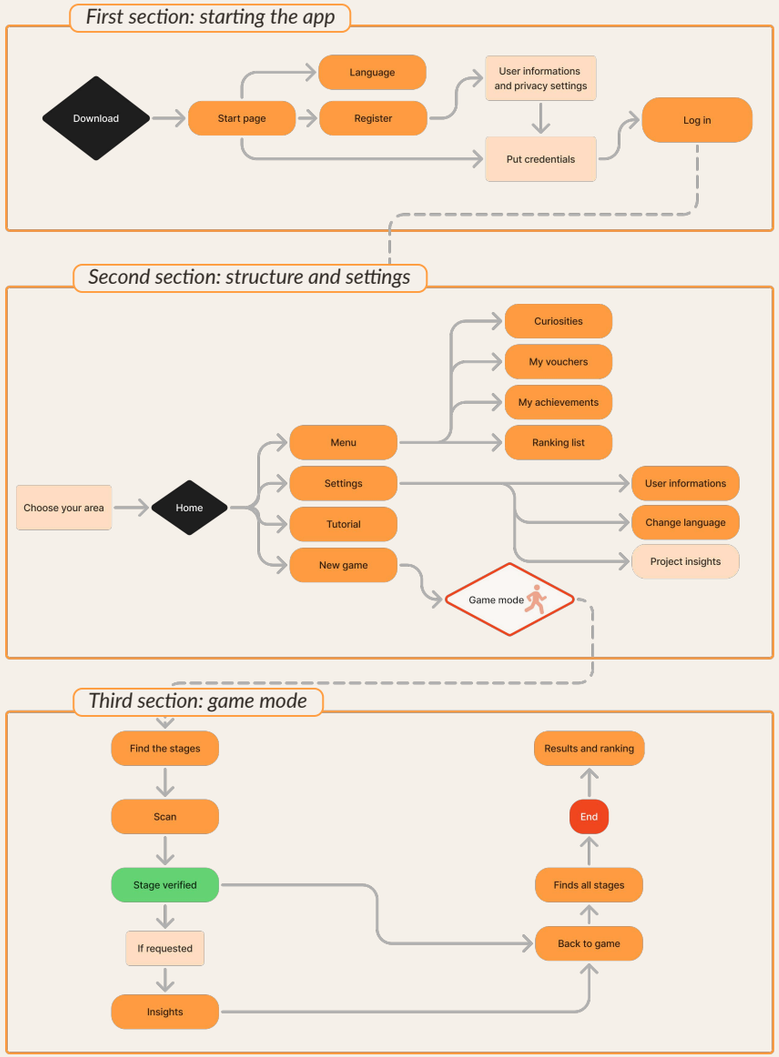
The tutorial above shows how to play. **There is no single starting point: you find and scan each checkpoint in the order shown on the map, as fast as you can.** After each scan, the app shows your time so far and a few facts about the place, with the timer paused.

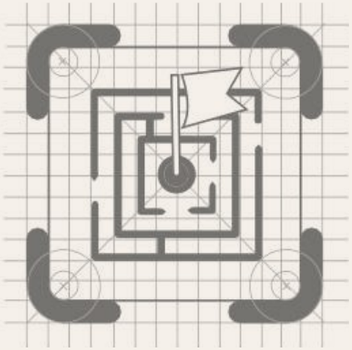
elisamariabertucci@gmail.com

Designing the game: the app

The graphics and the user flow









OrientME : Aclonica Regular

Used for the logo and some titles. Its slightly medieval, antique feel reflects the historic character of the neighbourhood.

#FFFFFF #EFA78F #000000

#AF7171 #90C797 #DF9C3B #F5BEB4 #F4DB61

User flow

OrientME guides players to the district's scenic and cultural spots through **12 carefully placed checkpoints**. The app has three sections:

1. **Getting started:** personal details and privacy settings such as GPS
2. **Structure and settings**
3. **Game mode:** new game, scores and leaderboard

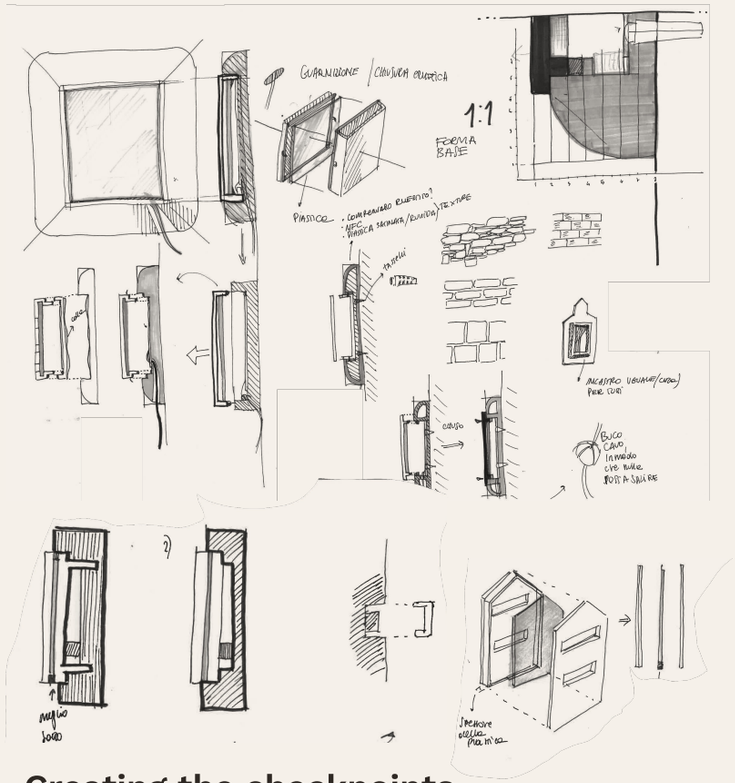
The graphics

Three main colours: white, black and **light orange, which you see everywhere in the neighbourhood** on buildings and pavements. Five secondary colours come from church façades, historic buildings and decorative details nearby. They also appear on the lanterns used as checkpoints.

elisamariabertucci@gmail.com

Designing the game: the checkpoints

Designing and building



Creating the checkpoints

The lanterns had to:

- **reflect the local architecture**
- **make it obvious they need scanning**
- **go up and come down quickly**
- **light up at night (twilight sensor)**

Two parts: **a casing** for the sensor, batteries and light, and **a detachable lantern** with a removable QR code.



Faculty of Architecture

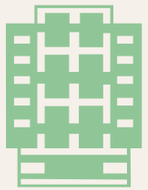
Piazza Sant'Andrea



Sant'Agostino church



Via San Bernardo



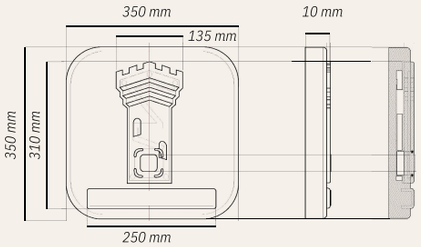
San Giorgio church

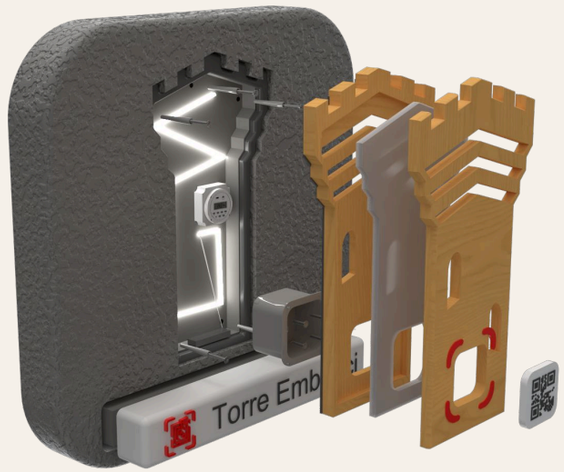


San Donato tower

Icons and inspiration

The checkpoints take their shapes from **the architecture and iconography of the neighbourhood**. The icons, painted in the project's secondary colours, are cut from wood and fixed to the casing. Hollow areas show where the light shines through.





Technical specifications

- **Lighting:** LED strip 5050, 3–4 W, 200 lm, 4000 K
- **Power:** 3 rechargeable AAA batteries
- **Twilight timer:** 6 hours a day, BTC technology
- **Materials:** LLDPE casing, TPE-SEBS gasket, okoumé plywood lantern, frosted PP inner panel
- **Finish:** laser-cut wood, LUXENS exterior paint

elisamariabertucci@gmail.com