

AMD

I help companies to innovate products
and services for circular economy



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STRATEGIC AND SERVICE DESIGNER

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Say hello

My career journey

What I've learned and what I'm doing



BA Industrial Design



MSc Systemic Design



Design Strategist



Service Designer & UX



Design Strategist

Make complexity simple by **creating circular design solutions** using:

- System thinking
- Stakeholder engagement
- Prototyping
- User and trend research
- Ideation sessions
- Validating products

Case Studies

Strategy and innovation ✱



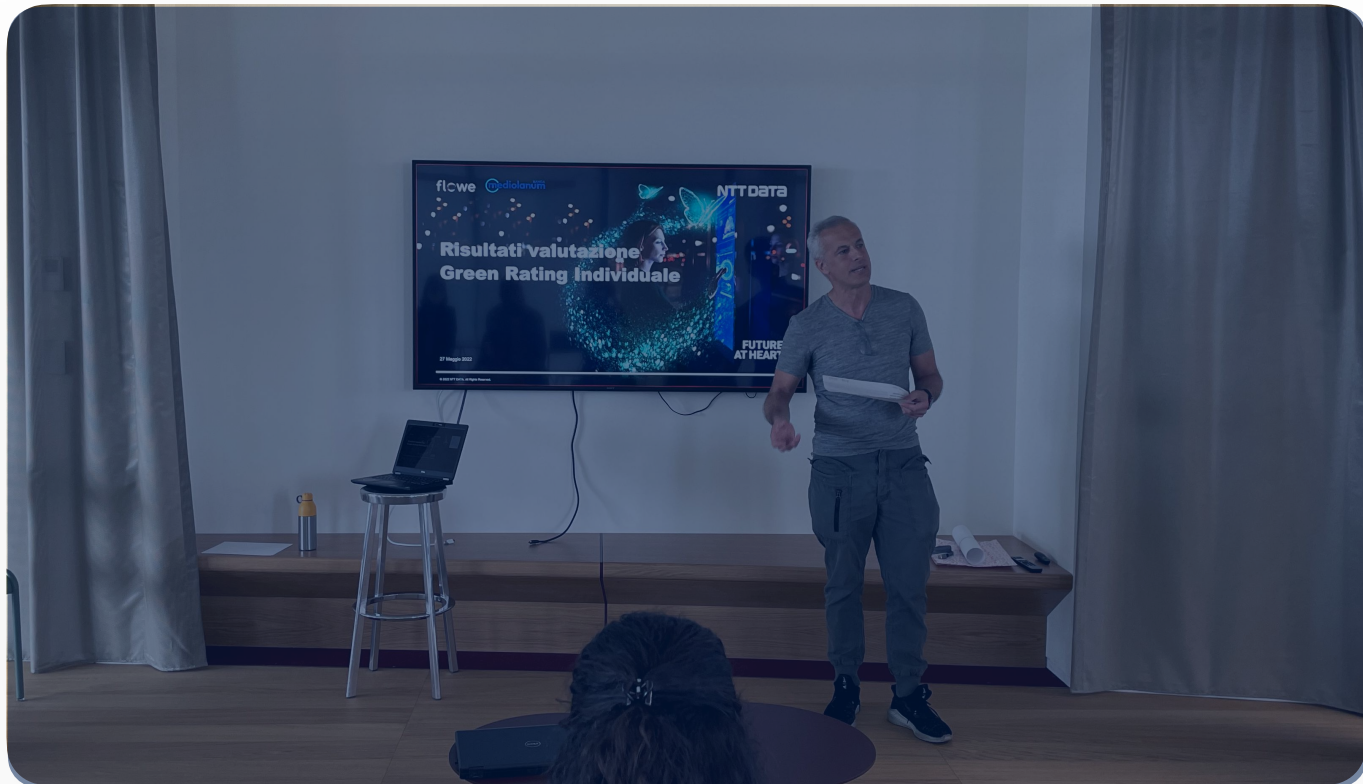
Corner Drogheria @Lavazza

I led the end-to-end refinement of Lavazza’s coffee beans corner, transforming research insights into a self-service experience with enhanced UX/UI and storytelling focused on sustainability initiatives. The MVP, tested over six months, increased sales by 60% and boosted customer engagement.



From product to ecosystem @Lavazza

I led the design strategy of **experience pillars for a new sustainable coffee machine** from purchase to delivery, **using circular economy principles** and incorporating research, benchmarking, and ideation sessions with internal stakeholders and twenty customers from three countries.



Change management @Mediolanum

I facilitated an **education workshop with twelve team leaders** on how a company can **apply sustainability transformation** using **system thinking**, helping them rethink their processes and external activities and prioritize opportunities that align with its strategy.

Corner Drogheria

Enhancing coffee beans retail experience

Company

Leading Italian coffee brand

LAVAZZA

Role

Innovation Designer,
Strategic designer

Time

Four months (Part- time)
2023 - 2024

Stakeholders involved

Internal: 3 backstage staff
External: 20 customers

The challenge

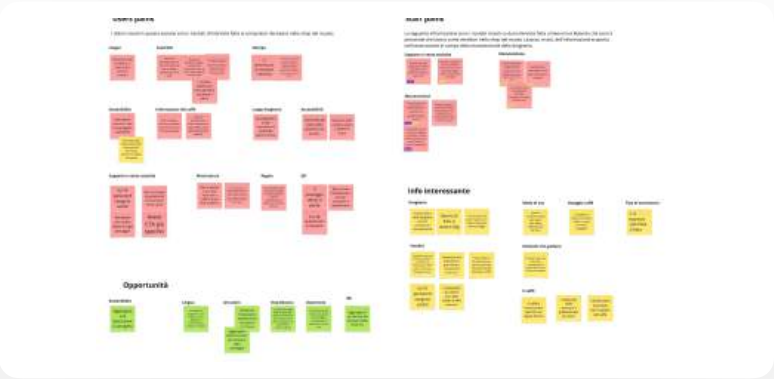
Enhance customer experience and communication for the sustainable coffee bean corner to **promote autonomous purchase, offering more variety and small pack sizes.**



Methodology

Four step process

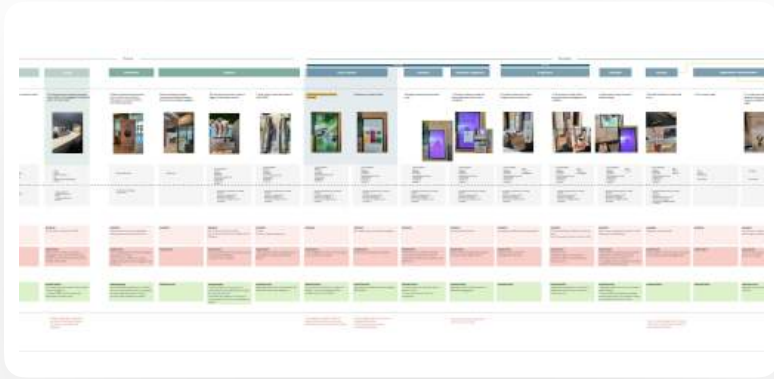
1 mo



Discover & Research

- Understanding the project
- Shadowing research in Lavazza’s museum store
- Interviews with consumers and backstage staff

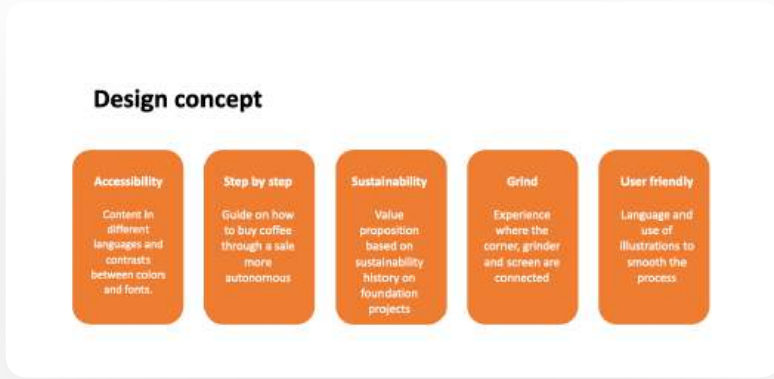
2 mo



Define

- Identify key pain points
- Map the full customer journey
- Cluster insights to uncover opportunity areas

3 mo



Design

- Develop the concept
- Redesign the corner
- Working in the UX&UI & marketing communication
- Build and refine the MVP

4 mo



Implement & Test

- MVP testing over 6 months in-store

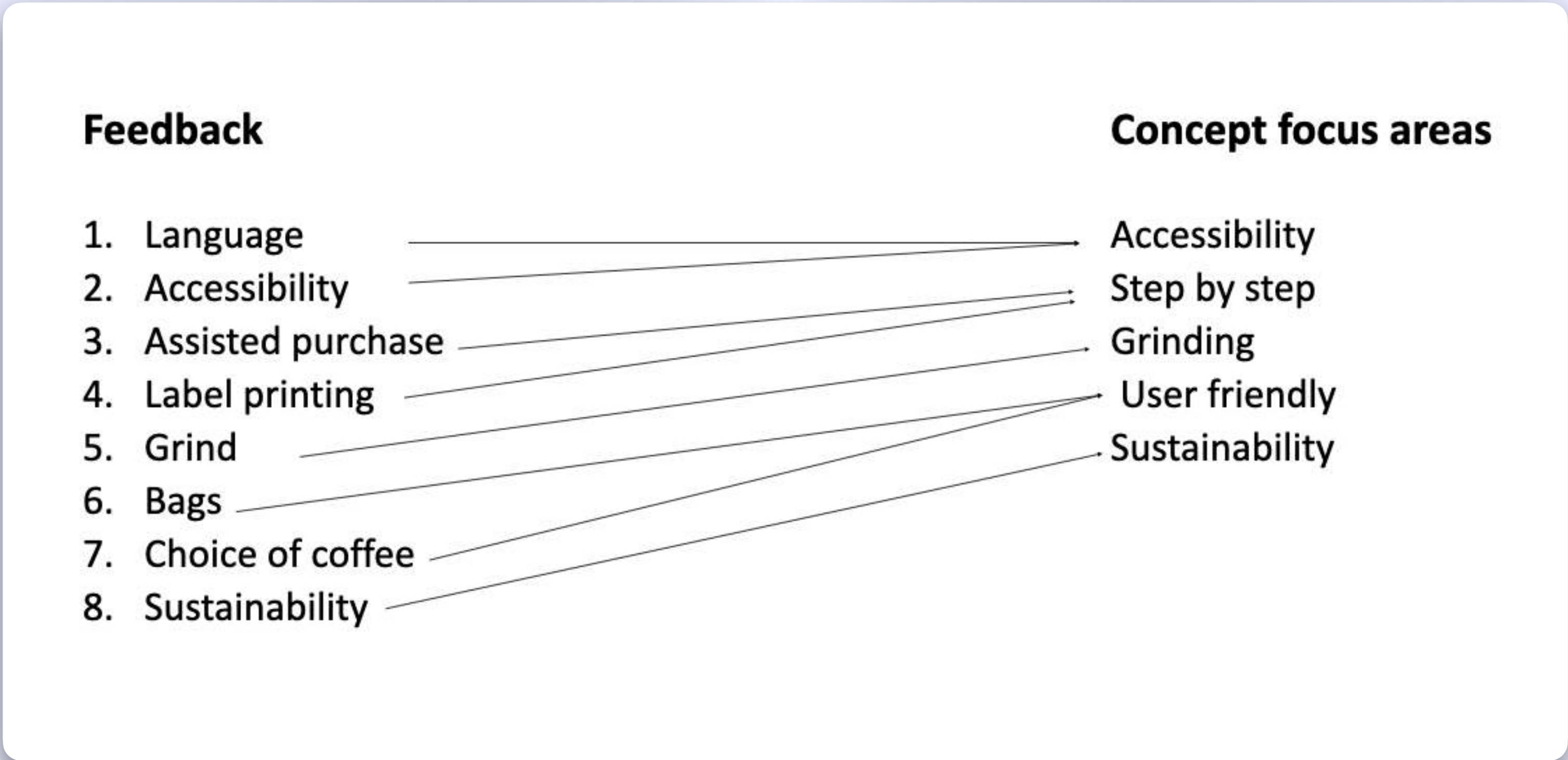
Methodology

Define: Concept

Insights were gathered from shadowing analysis and interviews with:

20 customers

3 backstage staff.



Methodology

Design concept

Accessibility



UNA STORIA DI SOSTENIBILITÀ E GUSTO
DIETRO OGNI TAZZA

La collezione di blend sostenibili, dedicata ai professionali con caffè provenienti dalle comunità e dai territori coinvolte nei progetti di sostenibilità dalla Fondazione Lavazza.

A STORY OF SUSTAINABILITY AND TASTE
BEHIND EVERY CUP

Collection of professional blends containing beans from territories and communities involved in Lavazza Foundation's sustainability projects.

Seleziona la lingua per cominciare l'acquisto
Select language to start the purchase





Step by step

1

2

3

4

5

6

Seleziona la miscela

Seleziona la quantità

Eroga i chicchi

Macina il caffè

Pesa e stampa l'etichetta

Pagamento

Seleziona la miscela

COLOMBIA

Dolce e aromatico

Scopri di più>

Preparazioni:



3,5 € per 100g

SELEZIONA

CUBA

Equilibrato e rotondo

Scopri di più>

Preparazioni:



3,2 € per 100g

SELEZIONA

BRASILE

Intenso e vellutato

Scopri di più>

Preparazioni:



2,8 € per 100g

SELEZIONA



Sustainability

1

2

3

4

5

6

Seleziona la miscela

Seleziona la quantità

Eroga i chicchi

Macina il caffè

Pesa e stampa l'etichetta

Pagamento

Seleziona la miscela

Colombia

Una storia di sostenibilità dietro ogni tazza

La Reserva de Tierral Colombia contiene chicchi provenienti dal dipartimento di Meta, dove i conflitti armati hanno interrotto la coltivazione del caffè per un lungo periodo di tempo. La Fondazione Lavazza supporta oltre 100 famiglie di agricoltori per ripristinare le piantagioni, migliorare la qualità e la produttività del caffè, e creare condizioni di lavoro sostenibili.

 30% caffè certificato



Origine

Profilo

Sostenibilità

SELEZIONA

SELEZIONA

SELEZIONA



Grind

✓

✓

✓

4

5

6

Seleziona la miscela

Seleziona la quantità

Eroga i chicchi

Macina il caffè

Pesa e stampa l'etichetta

Pagamento

Vuoi macinare i chicchi?

Hai la possibilità di farlo qui con il nostro macinatore!



SI, VEDI COME



NO, VAI AVANTI



Results

Validation concept

Pilot test - Lavazza museum store

227

Kg of coffee sold in 6 months
(60% incremental)

31,5

€/Kg average price
(+72% vs. standard €18/kg
in Tierra retail)



From product to ecosystem

Coffee of the future

Company

Leading Italian coffee brand

LAVAZZA

Role

Project lead,
Strategic designer,
Stakeholders management

Time

Five months (Part- time)
2023 - 2024

Stakeholders involved

Internal: Customer insights,
Customer Care, Brand, Digital, E-Commerce and
Product & Innovation.

External: 20 customers
Comms and marketing agency

The challenge

Analyzing and identifying opportunities across the machine experience (purchase, delivery, unboxing, and daily use) to reflect the following values:

Sensoriality, Expertise, and Sustainability.



Methodology

Five step process

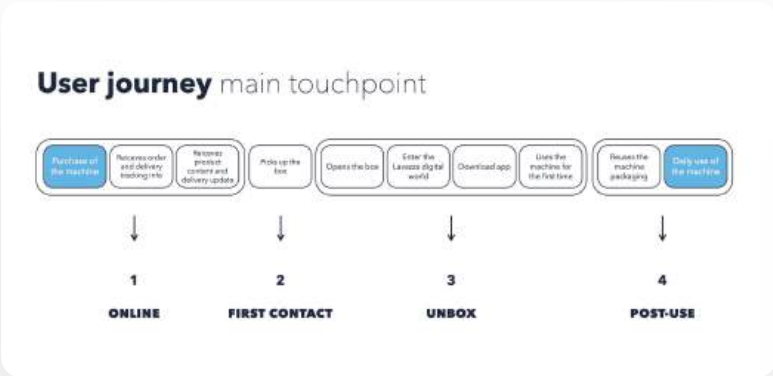
1 mo



Kick off & Ambition setting

- Understanding the project
- Onboarding cross-functional teams
- Mapping the customer journey from purchase to use of the Tiny Eco

2 mo



Research & Benchmarking

- Identifying the user journey's four main touchpoints
- Benchmarking different industries
- Cluster pain points and insights to create opportunities
- Preparing internal workshop

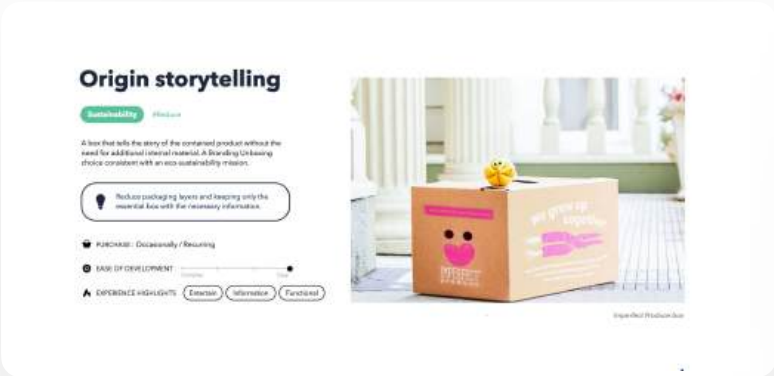
3 mo



Internal ideation

- Facilitating internal workshop using circular economy principles
- Selecting top ideas
- Creating a storyboard to explain top ideas

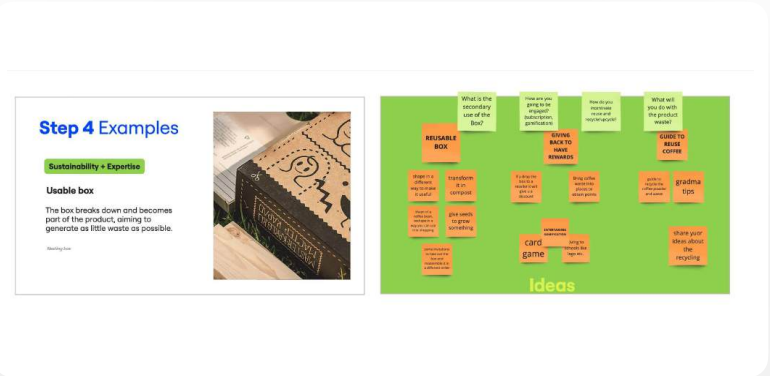
4 mo



Engaging & Planing

- Onboarding a comms and marketing agency
- Benchmarking by touch points and project values

5 mo



External ideation & Definition

- Preparing external workshop
- Participating in three remote international workshops with customers
- Selecting top ideas
- Defining experience pillars

Methodology

Ideation

1 Internal workshop

Customer insights, Customer Care, Brand, Digital, E-Commerce and Product & Innovation.

3 External workshops

20 customers

3 Countries involved

Circular economy principles applied:

- Regenerate nature
- Circulate product
- Eliminate waste

Step 4

Life of the box after consuming its contents.

Step 4 Examples

Sustainability + Expertise

Reusable gifts

An element in the box that serves protective functions could become a reusable item for everyday use. This helps reduce environmental impact and keeps the brand top of mind.

Step 4 Examples

Sustainability + Expertise

Usable box

The box breaks down and becomes part of the product, aiming to generate as little waste as possible.

REUSABLE BOX

What is the secondary use of the Box?

How do you maximize reuse and repurpose potential?

What will you do with the products waste?

GUIDE TO REUSE COFFEE

gradma tips

share your ideas about the recycling

card game

ideas

1. ATTIVITÀ TUTTO SUL TAVOLO

2. OPPORTUNITÀ E CASI STUDIO

Comunicazione nel packaging

LAVAZZA

Matias brunos Dias

Comunicazione dei valori

LAVAZZA

BYENDEDO

Materiali in linea con la visione del prodotto

LAVAZZA

Loop

Momento di attesa dopo l'acquisto

LAVAZZA

YUMBIS

Connessione fra mondo fisico e digitale

LAVAZZA

Viacoco

Ebay

Esperienza di primo utilizzo

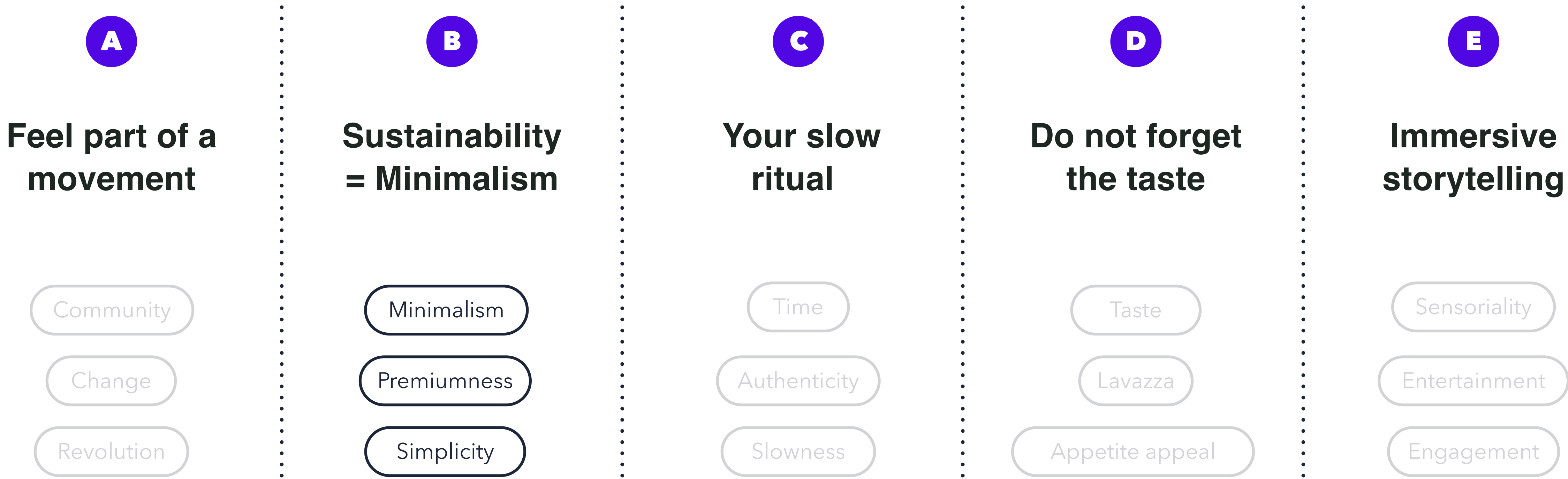
LAVAZZA

Loctrate

5. Nuova opportunità che ci viene in mente?

servizi logistici sostenibili

Experience pillars



Results

B Sustainability = Minimalism

Online

- Understanding UX and UI principles that **reduce the website impact in sustainability and energy** (colors, images and videos)

First contact

- Paper pack recovered from coffee waste or recycled.
- **More straightforward pack** when you activate your **subscription**, like a refill.

Unbox

- **Instruction sheet on paper with seeds** that once used you can plant.

Daily-Use

- Lavazza suggests **how to reuse the pod**: fertilizer, cosmetics, scrub, anti-mosquito, etc.

Change management

Companies

Italian giant bank and its spin-off



flowe

Role

Service Designer,
Systemic designer

Time

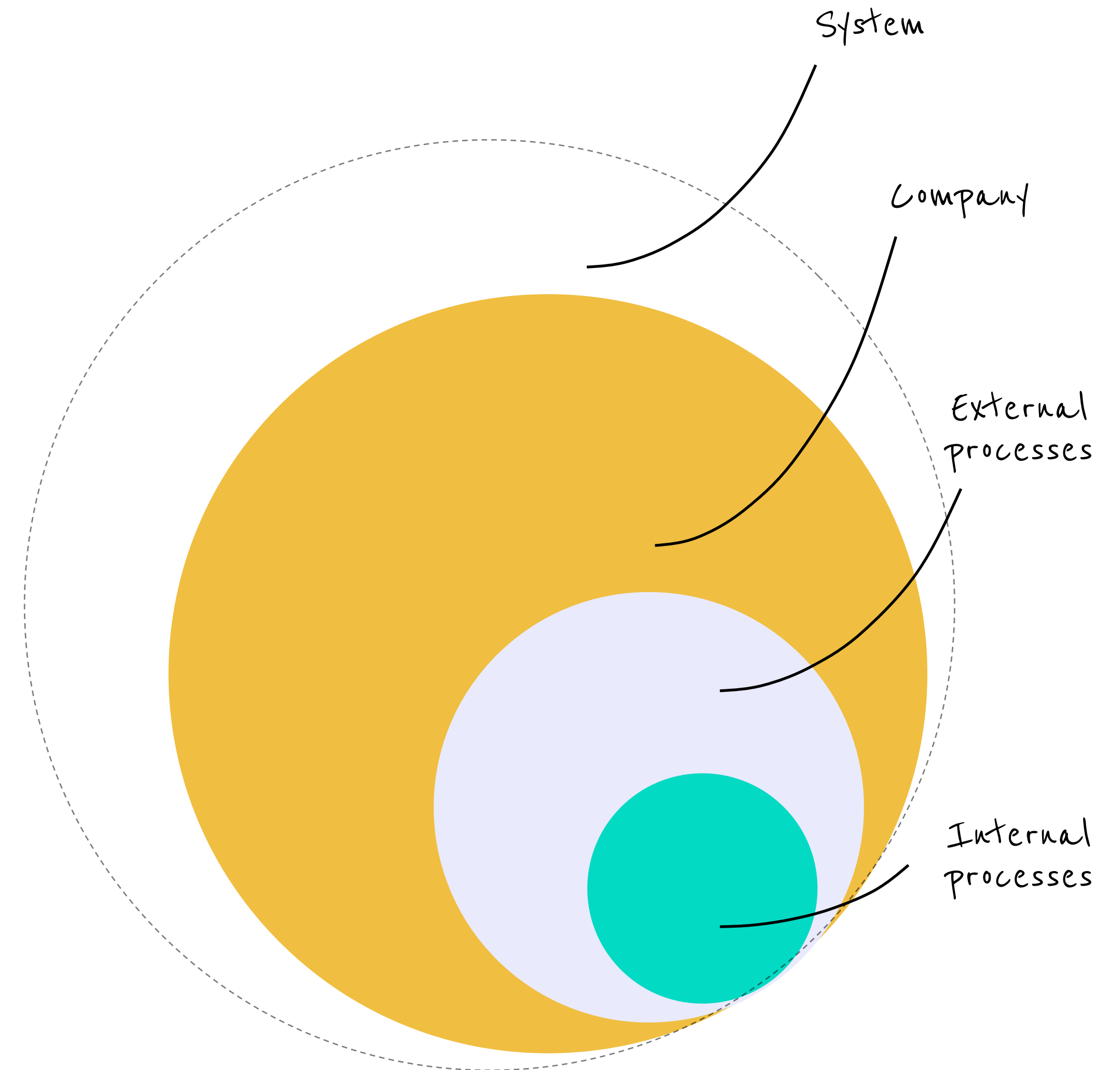
One day

People involved

2 Service Designers
1 Business Designer
3 Sustainability tech Ntt Data team

The challenge

Educate team leaders on how a company can apply **sustainability transformation through a service and system design approach.**

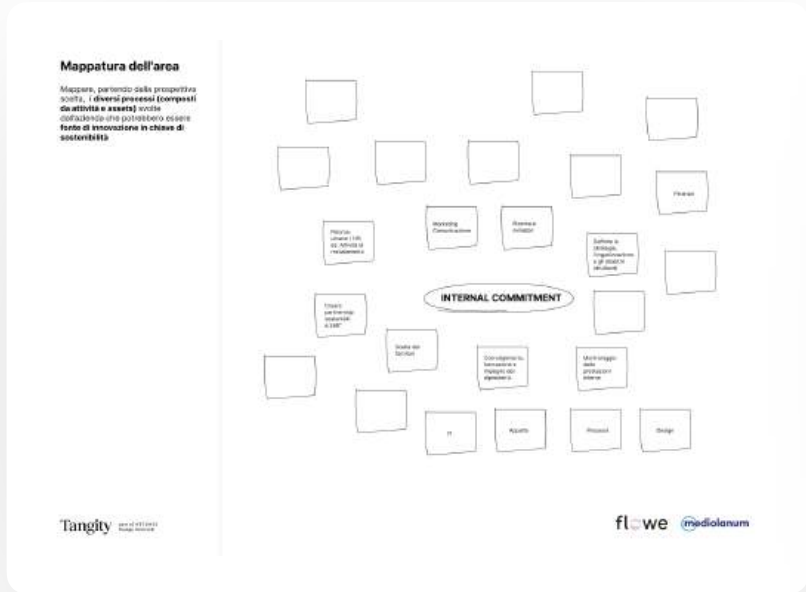


Methodology

One day - Design Sprint

1. System mapping

Choose and **map the system** (interrelations, contexts, processes, activities and assets of the company)



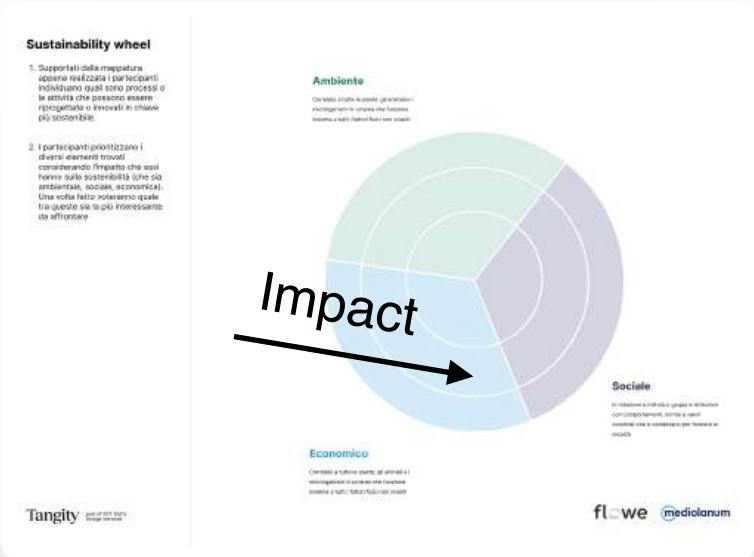
2. Reevaluate

Identify which processes or **activities** can be **redesigned** more sustainably.



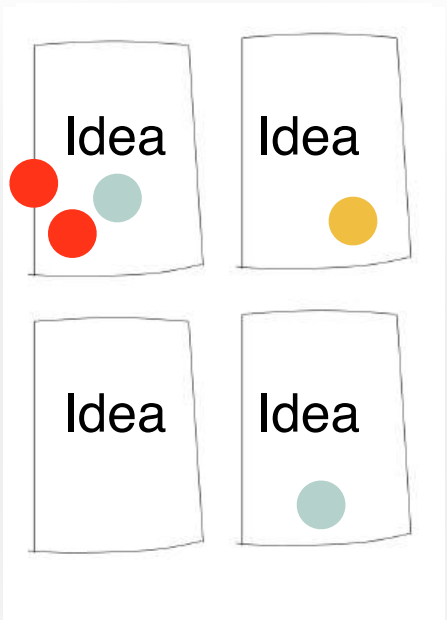
3. Prioritization

Classify the different process or activities in order of **impact on the different areas of sustainability**



4. Ideation

Generate different **ideas** to solve the chosen problem



5. Pitch

Summarize the chosen solution and present it to the other participants of the workshop

Pitch

La nostra idea _____

risolve il problema di _____

aiutando _____

in questo modo _____

Questa soluzione ha impatto sulla sostenibilità a 360°

Ambientale perchè _____

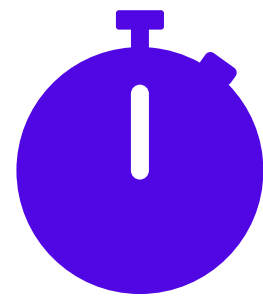
Economica perchè _____

Sociale perchè _____

Tangity fl-we mediolanum

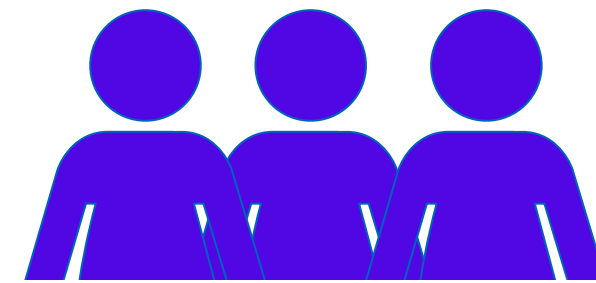
Results

One day - Design Sprint



1 Training

Provide **change management education** for the application of sustainable transformation across the areas of a company



12 people

High management involved from Engineering, Innovation, Finance, Sustainability, IT, Sales, Experience Design, and Product departments.



1 Idea

Integrate **impact assessments** into **investment/project** sheets to prioritize sustainability in the bank

Thank you.