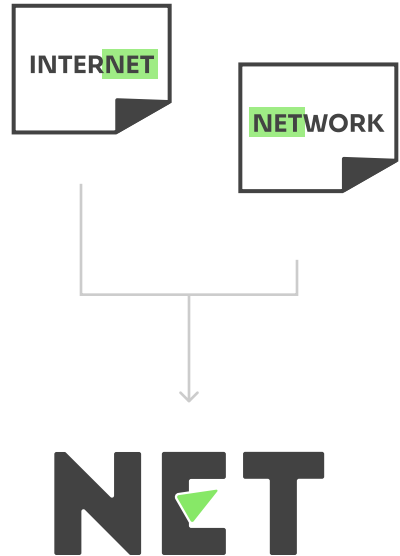


Brand Identity

The name

NET is both an acronym for Network, Experience and Tech-learning and a reference to the Internet. The word “network” refers to the local network of businesses and activities which collaborate with the service, “experience” suggests the non-scholastic attitude of the service, while “tech-learning” is what NET offers. The name, short and simple, recalls the digital world without intimidating users, who, due to their age, often think that technology is not for them. The name is followed by the name of the city in which the service is available, in this case Milan.



The payoff

NET is an acronym that stands for “Network, Experience, Technology”. Each of these three words represents a set of values and reflects NET’s work ethics.

NETWORK.

of people
of local activities

EXPERIENCE.

of tutors
through workshops

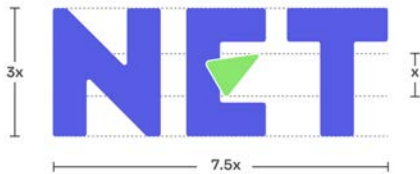
TECHNOLOGY.

at the core
as a mean, not a goal

The logo

The name is written in a bold, clear typeface, with a green arrow which recalls a cursor. The cursor is the most familiar symbol of technology and the Internet and it is the mean through which one accesses everything on the computer. In the same way, NET allows people to access the digital world. The shape of the cursor has been simplified for the sake of accessibility and readability.

LOGO



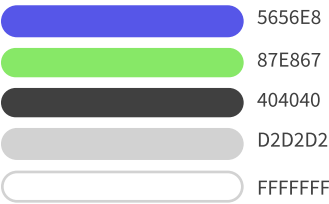
VARIATIONS



FONT

Sora
Source Sans Pro

COLORS



The colors

Given our target users’ age, the colors used for NET’s brand identity (insert palette) follow the Web Content Accessibility Guidelines and therefore have a high contrast ratio to facilitate reading.

Advertisement

The poster

The funny collage of a burger stuffed with a pile of smartphones is a visual pun which reinforces and refers to the catchphrase “Make technology your daily bread”. This sentence, together with the concept of “breaking the ice with technology”, aims at communicating that technology is not an enemy, and that it is possible to become skilled at it, to the point where you can use it in your daily life.



POSTER



**NET
MILANO**

Make technology your daily bread.

Break the ice with technology to live the digital side of Milan.

Join our workshops.

02 345 67 89 101
www.netmilano.it
info@netmilano.it

GOOGLE AD

NET | Join the tech side of Milan!

(25) www.netmilano.it

4.5 ★★★★★ rating for netmilano.it

Group workshops to acquire tech skills in a ludic, hands-on way. Let's learn with experts how to break the ice with technology!

Courses: Basic tech skills, How to photography


WEB BANNER



Tech-lessons for only 15€

**NET
MILANO**

BROCHURE



**NET
MILANO**

Join the tech side of Milan.
Choose one of our group workshops guided by professional tutors and experts in order to acquire tech skills in a ludic, hands-on way.

Enroll in a workshop → Learn in teams → Follow-up booklets → Master new tech skills

First steps
max 10 participants
Technology is everywhere around us. How to use the computer easily.
24€

Meet Cortilla
max 10 participants
Discover the world of Cortilla, a new way of learning and teaching.
24€

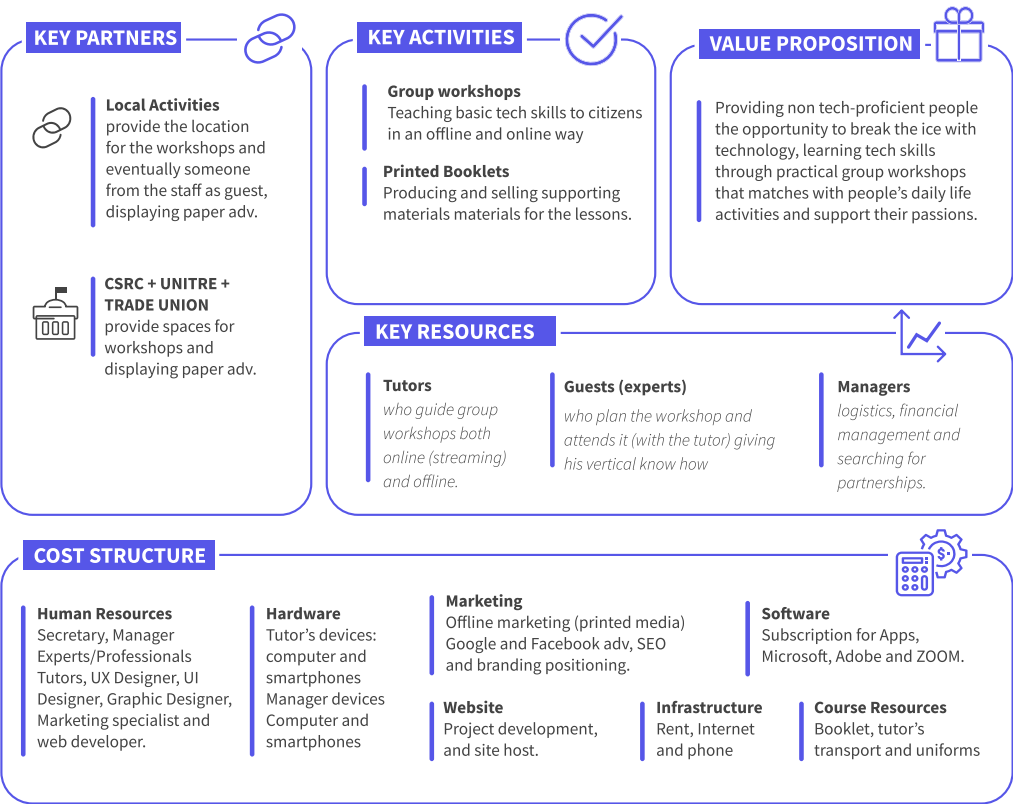
Footprinting
max 10 participants
Discover the world of Footprinting, a new way of learning and teaching.
24€

...and many more!

Contacts
02 345 67 89 101
www.netmilano.it
info@netmilano.it

Business Model Canvas

In this canvas, all the characteristics of the service mentioned up to this point are summarised from a business perspective.



CUSTOMER RELATIONSHIPS



Community: creation of a shared identity and group building through common interest.

Secretary
booking process and information

Tutors and experts
trustfull assistance and knowledge sharing

CUSTOMER SEGMENTS



People who are struggling with technology, that are open-minded and eager to learn with social interaction. Most of them are older adults from Milan.

CHANNELS



Word of mouth (*relatives and similar*)

Neighbourhood partnered places

Printed material adv

Social media adv

Searching engines adv

Website / mobile

REVENUE STREAMS



Workshops

- Online with experts
- Online without experts
- Offline with experts
- Offline without experts

Printed Booklets

15-20 pages of instructions personalised for each theme workshop

Future Steps

At the current stage, NET takes place in the city of Milan. However, since its goal is to fight digital divide, at some point new branches will open in other Italian cities too, one after the other.

As it scales up, the catalog of the offer will be expanded with new workshops and, as a consequence, more tutor and guests are going to be recruited. The number of local partners will be also increased, in order to broaden the offer and be able to run many more workshops at the same time and in multiple locations through the city. Even the same workshop will be held in several venues across the city. In this way, each neighborhood will provide a wide choice for users, and NET will become as widespread on the territory as it is intended to be.

Moreover, in order to attract more people to NET, a newsletter will be sent out with new workshops, tech pills and articles.





Design Team



**Angela
Stellaccio**

#SPRINT

“Guys how can we
organise for the
week?”



**Chuhan
Cheng**

#OPTIMISTIC

“I learned how to do
it yesterday, I’m
working on it now.”



**Elena
Iannella**

#NERD

“There is a tool
which is perfect for
this: I’ll show you”





**Francesca
Masnaghetti**

#SQUARE

“...But then I found a
paper that could help”



**Marcella
Gadotti**

#QUICKQUESTION

“I found some
material as a
support”



**Qiushun
Yao**

#HUNGRY

silence...“I did it,
here it is”



Sources

The Digital Economy and Society Index (DESI). (2020). *Shaping Europe's Digital Future*. European Commission.

<https://ec.europa.eu/digital-single-market/en/desi>

Capgemini Research Institute. (2020). *The Great Digital Divide: Why bringing the digitally excluded online should be a priority*.

https://www.capgemini.com/wp-content/uploads/2020/05/Report---Digital-Divide_Web.pdf

Alù, A. & Longo, A. (2020). *Cos'è il digital divide, nuova discriminazione sociale (e culturale)*. AgendaDigitale.eu

<https://www.agendadigitale.eu/cultura-digitale/il-digital-divide-culturale-e-una-nuova-discriminazione-sociale/>

EU Science Hub. *Digital Competence Framework 2.0*.

<https://ec.europa.eu/jrc/en/digcomp/digital-competence-framework>

EU Security Union Strategy. (2020). *Communication From The Commission To The European Parliament*. European Commission.

<https://ec.europa.eu/futurium/en/system/files/ged/communication-eu-security-union-strategy.pdf>

EU Science Hub. (2019). *The Future of Cities*. Publications Office of the European Union.

Fulton, W. (2020). *How the COVID-19 pandemic will change our cities*. Rice Kinder Institute for Urban Research.

<https://urban.jrc.ec.europa.eu/thefutureofcities/concluding-considerations#the-chapter>

The World Bank. (2020). *The Global Economic Outlook During the COVID-19 Pandemic: A Changed World*.

<https://www.worldbank.org/en/news/feature/2020/06/08/the-global-economic-outlook-during-the-covid-19-pandemic-a-changed-world>



POLITECNICO
MILANO 1863

DIPARTIMENTO DI DESIGN

NET

MILANO

FINAL SYNTHESIS DESIGN STUDIO SECT.2 | “BETTER FUTURES”

Angela Stellaccio | Elena Iannella | Francesca Masnaghetti | Marcella Gadotti | Chuhan Cheng | Qiushun Yao

Tutors | Martina Carraro | Giorgio Di Maio | Li-Ting Huang

Professors | Alessandro C. Confetti | Marc Garcia Fortuny | Paolo Landoni | Beatrice Villari