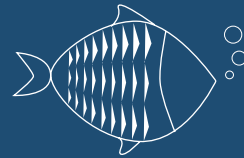


# AQUARIA

Contribute in helping Milanese biodiversity!



# {Living with animals}

PSSD Final Synthesis Studio



Politecnico di Milano



# {research}

## The old Navigli water system



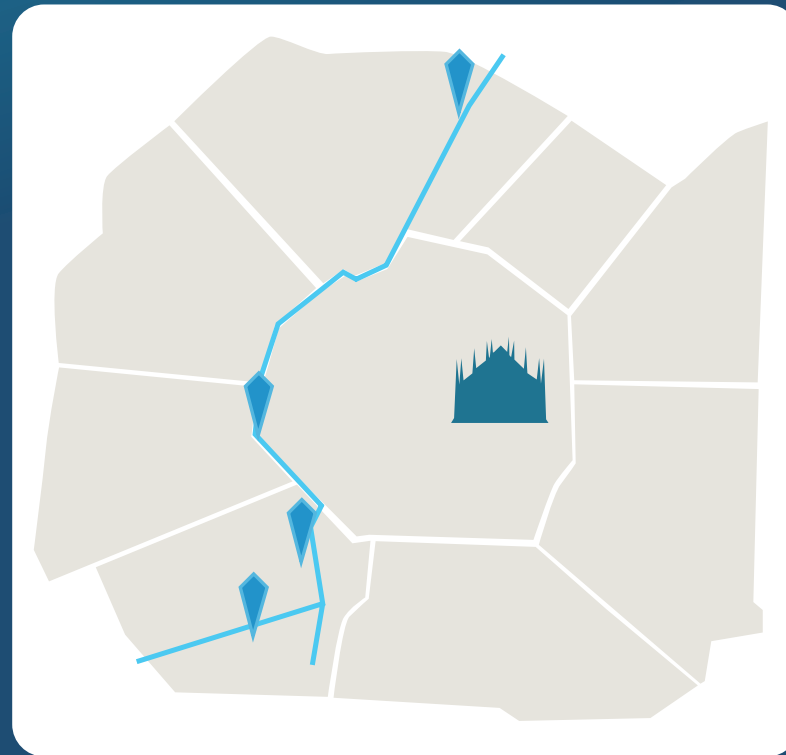
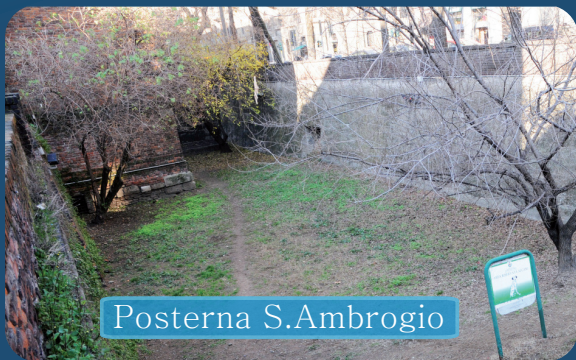
- \* Once, Milano was a water city and was crossed by Navigli that still flows under the city.



# {research}

## Water spot actual situation

\* On the old Navigli path we identified four main areas: two dry, two with water.



# {research}

## Navigli problems

- \* Twice a year, Navigli are drained to be clean; this is the main reason why fish are being wiped out.



# {research}

## Fish restocking

- \* Avannotteria di Abbiategrasso is responsible of raising fish in fish farms in order to reintroduce local fish in Milan and Lombardy region.



# {trends}

Using technology for new types of interaction and communication

- \* Touch screen technology is an effective, intuitive and playful way to interact, communicate and learn.



# AQUARIA

2.0





# {service}

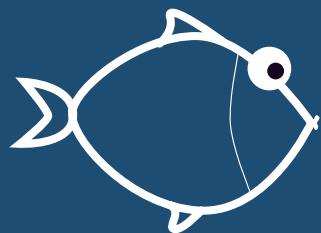
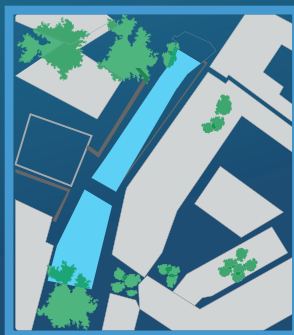
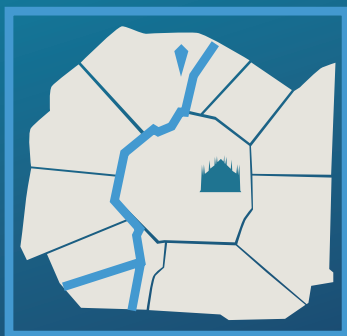
the aim

- \* Aquaria is a network of revitalized urban water spots where milanese citizens can adopt native fish, that will be then released in the Navigli. It offers new points of interaction, which inform and entertain people about fish and their world.



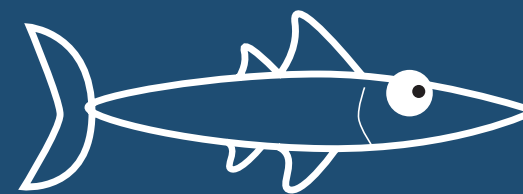
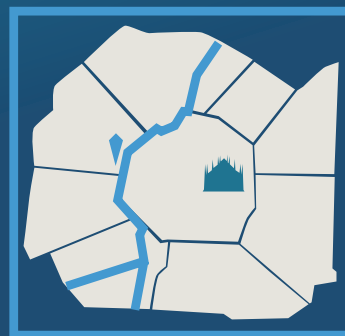
# {places}

## \* Conca delle Gabelle



NAME: Cyorinus Carpo  
DESTINATION: Ticino, Naviglio Grande

## \* Posterna di S. Ambrogio

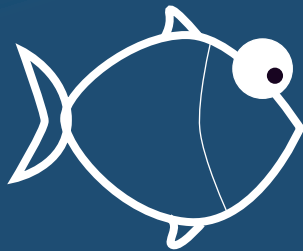
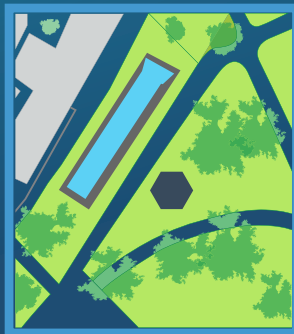
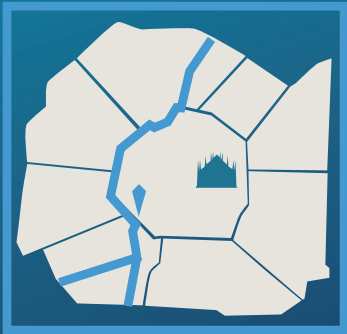


NAME: Salmo Trutta Marmoratus  
DESTINATION: Ticino, Naviglio  
Grande, Adda



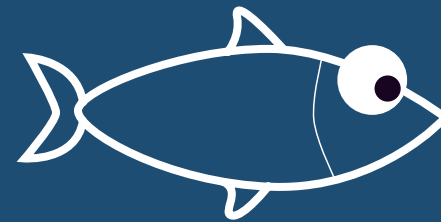
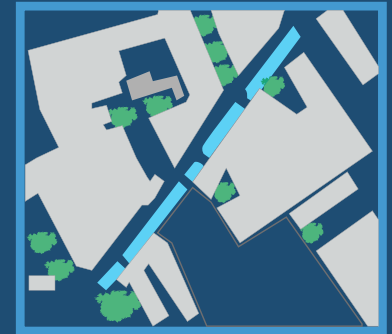
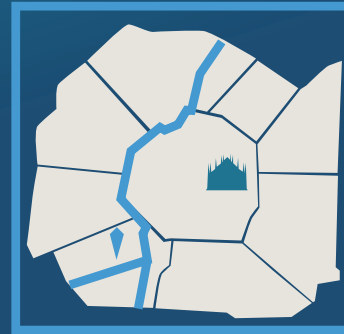
# {places}

## \* Conca di Viarenna



NAME: Barbus Plebejus  
DESTINATION: Adda, Lambro,  
Martesana

## \* Roggia di Boniforte



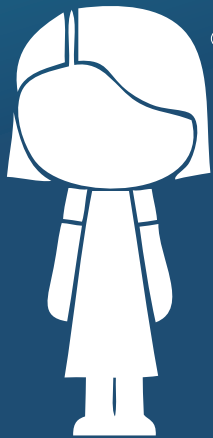
NAME: Tinca Tinca  
DESTINATION: Naviglio Martesana



# {user categories}

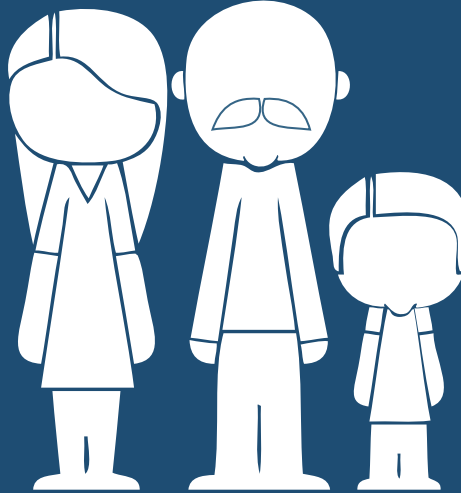
personas

The fish chat is kind of silly but it is kind of fun and addictive!



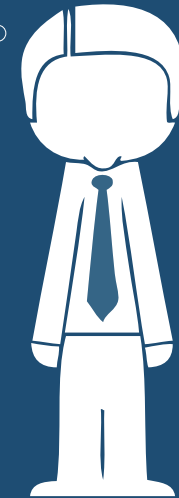
LUCIA  
17 years old

Giorgio wants a pet but for us it is too demanding!



ANNA, ANDREA, GIORGIO  
35,40,10 years old

I am interested in ecology and i want to be active for my city!

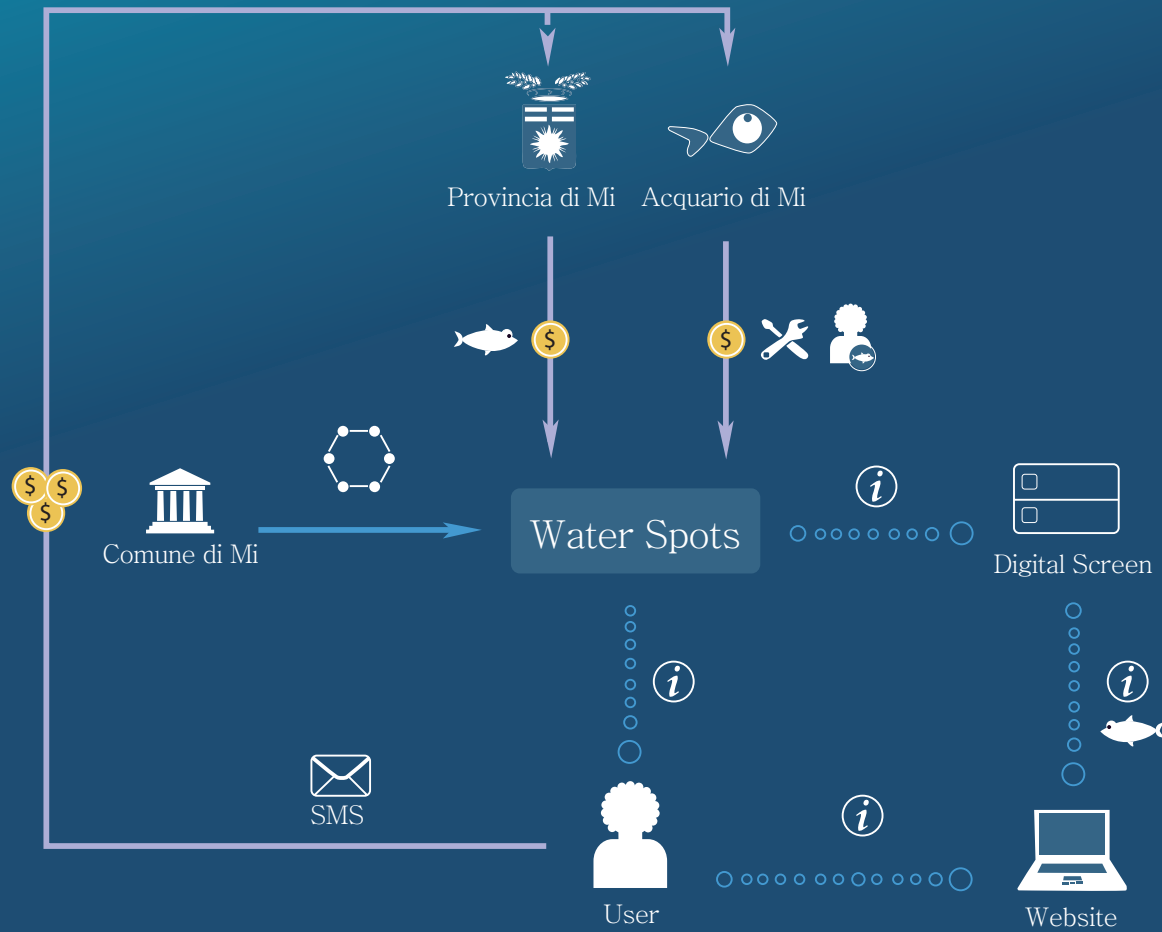


MARCO  
32 years old



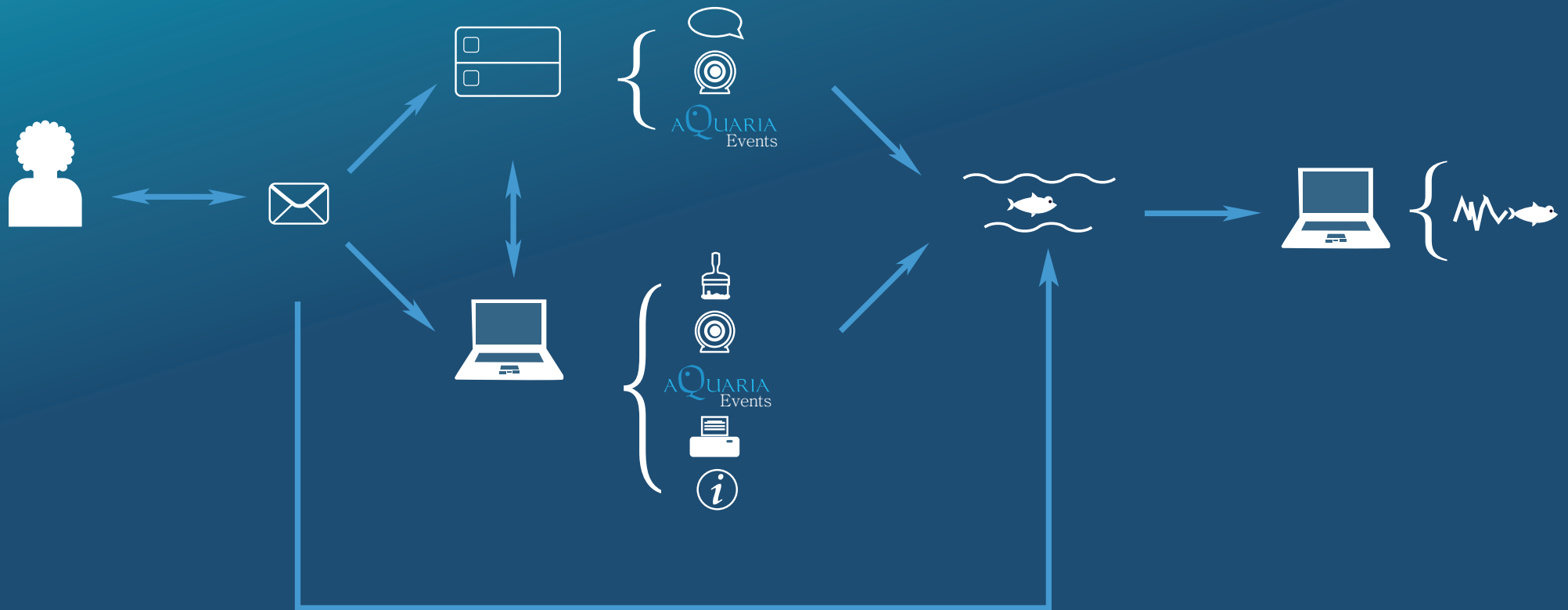
# {the system}

## system map



# {the system}

customer journey

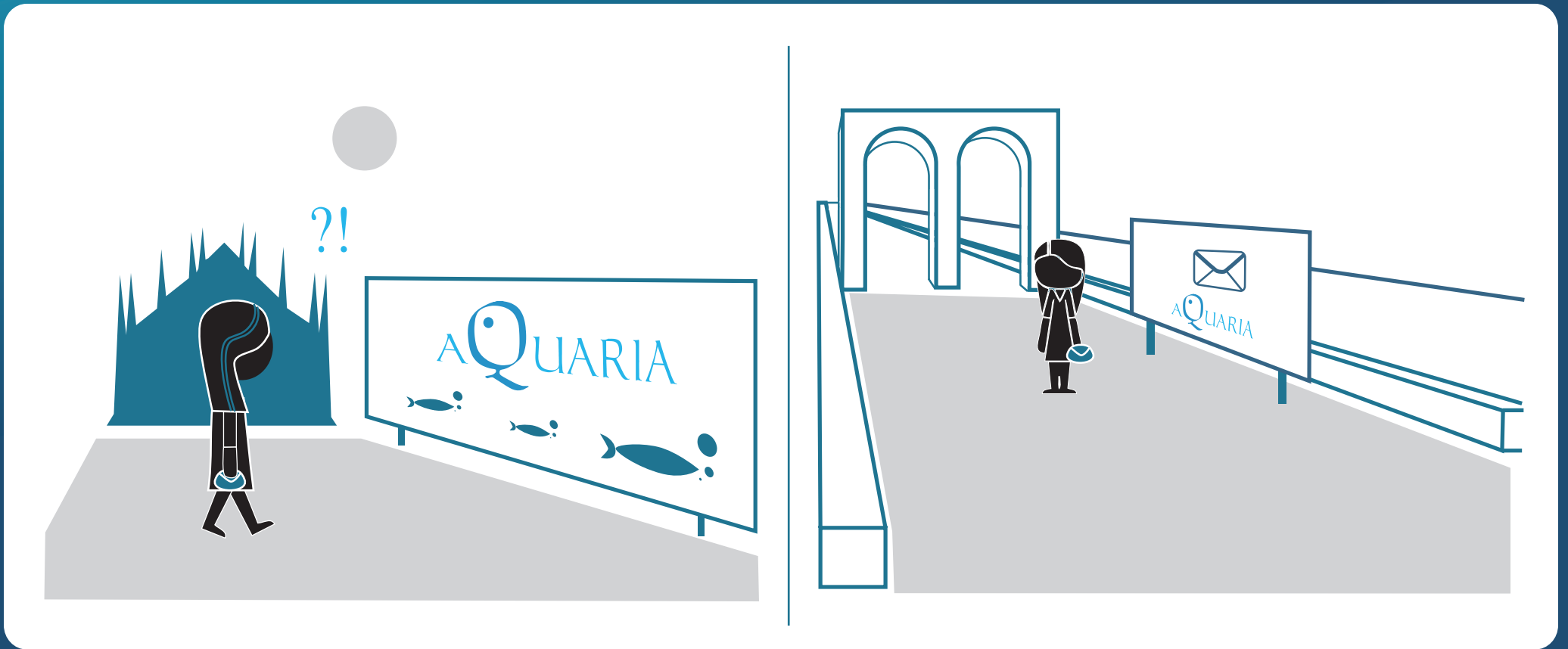


# {the system}

## business model canvas

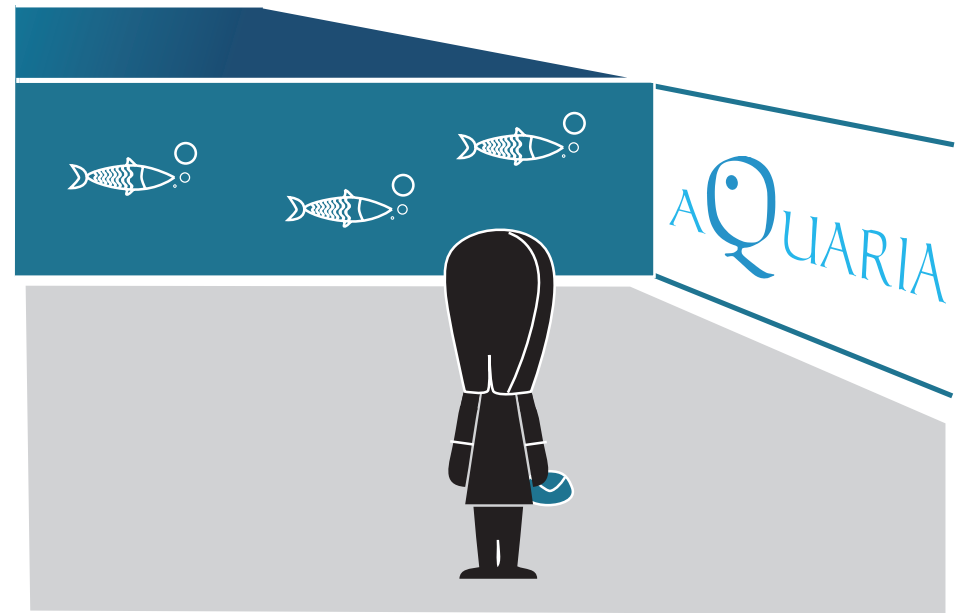


# {storyboard}

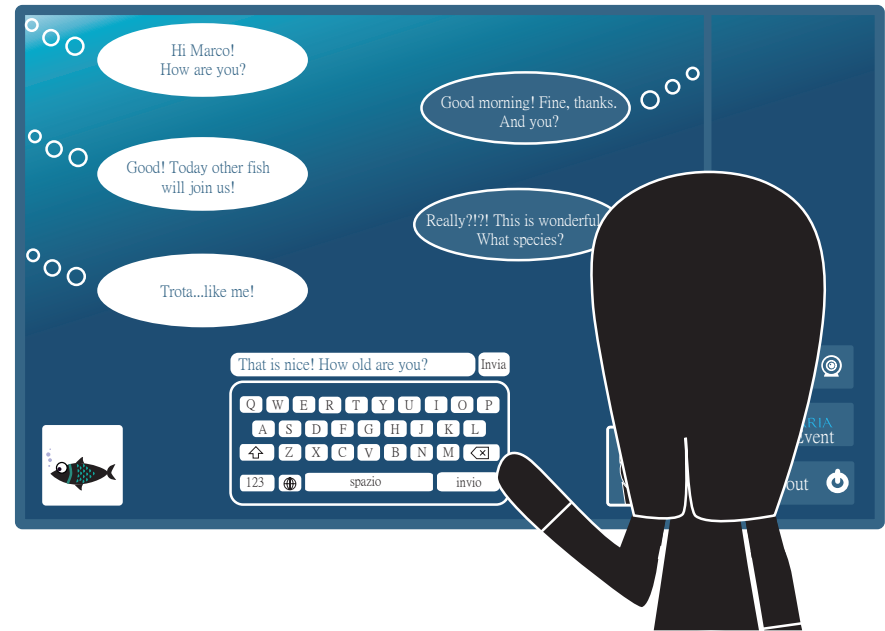
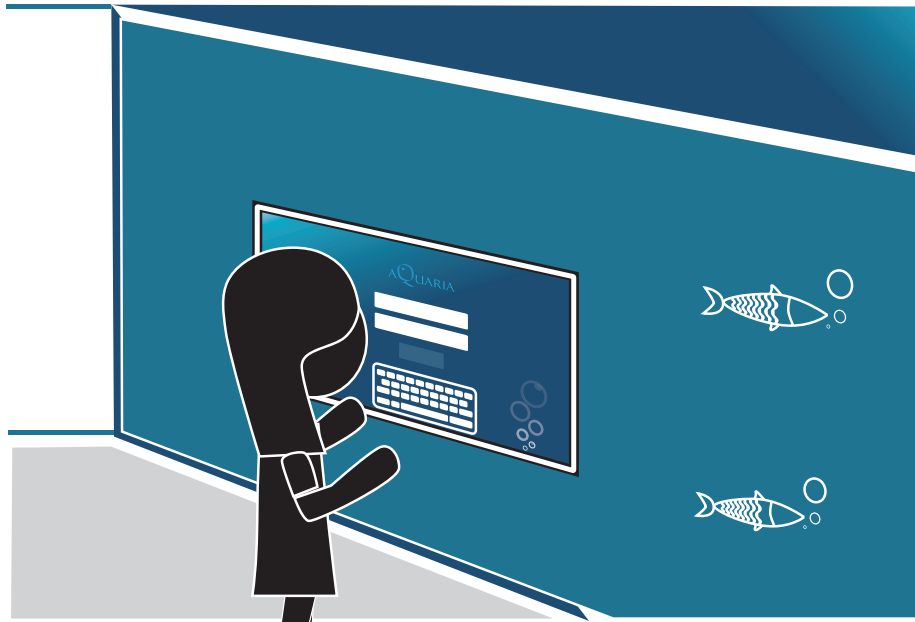




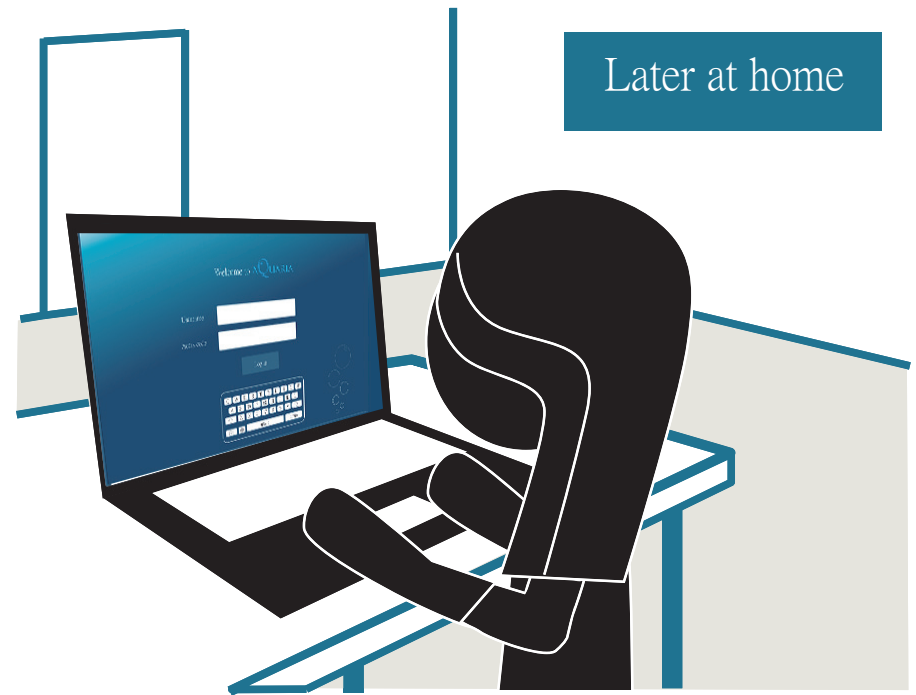
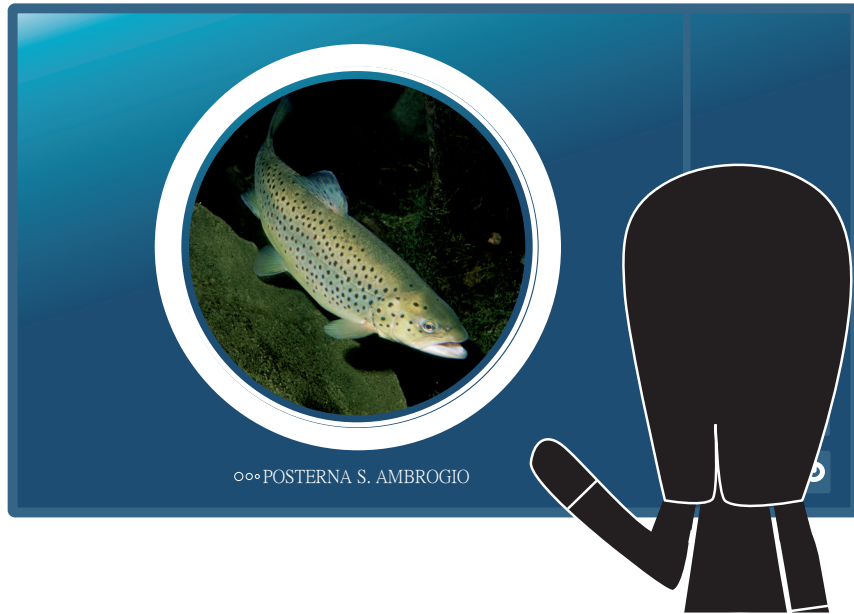
# {storyboard}



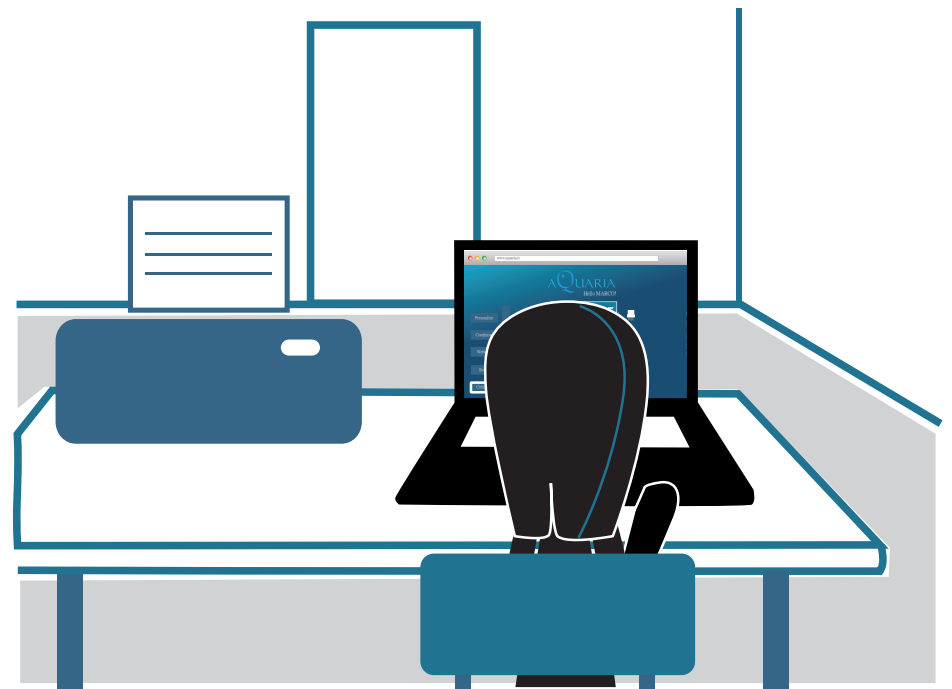
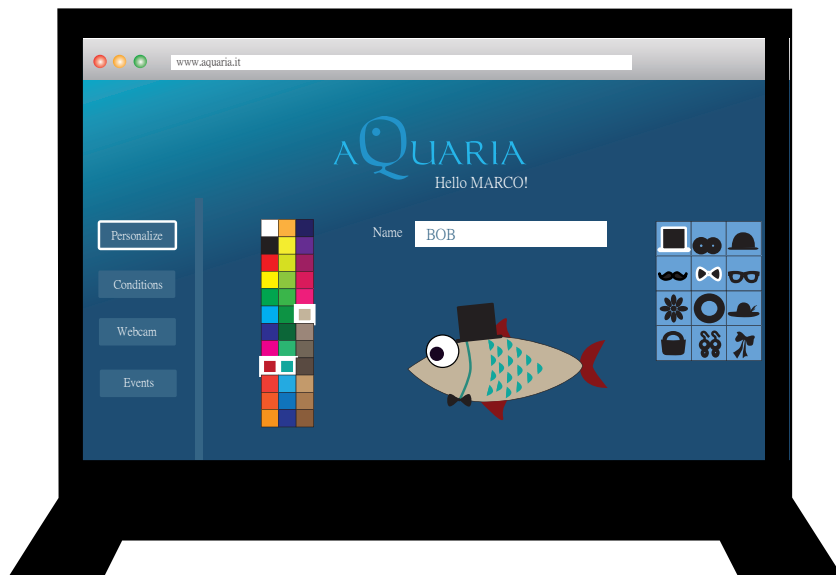
# {storyboard}



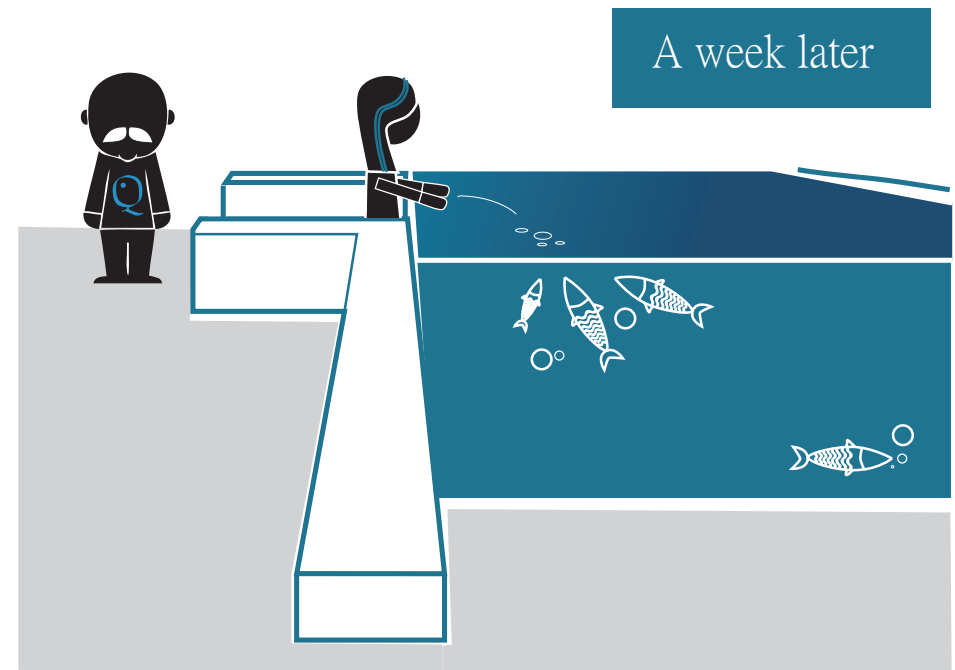
# {storyboard}



# {storyboard}

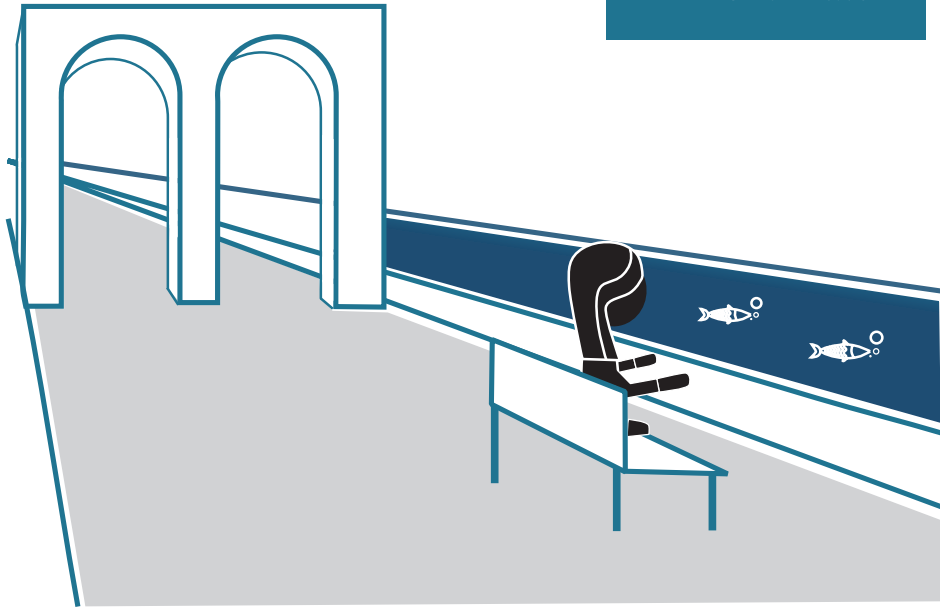


# {storyboard}



# {storyboard}

A month later



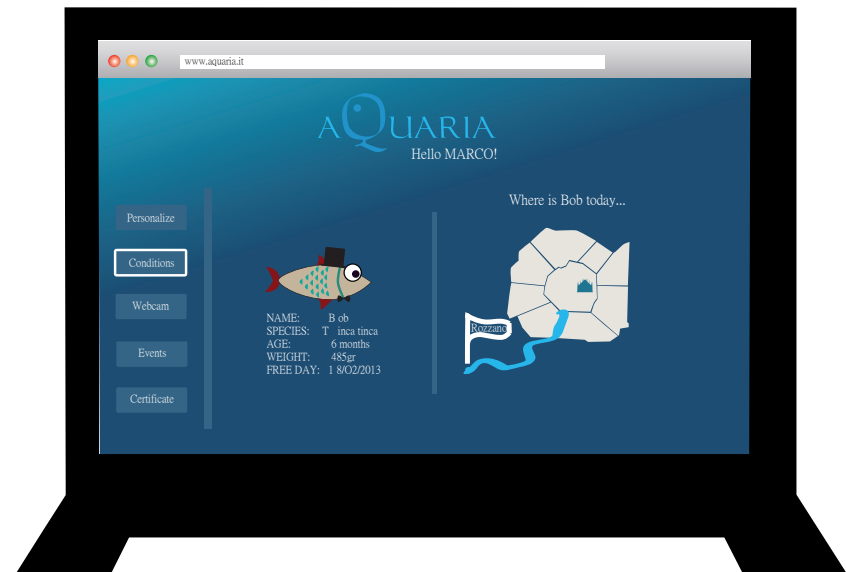
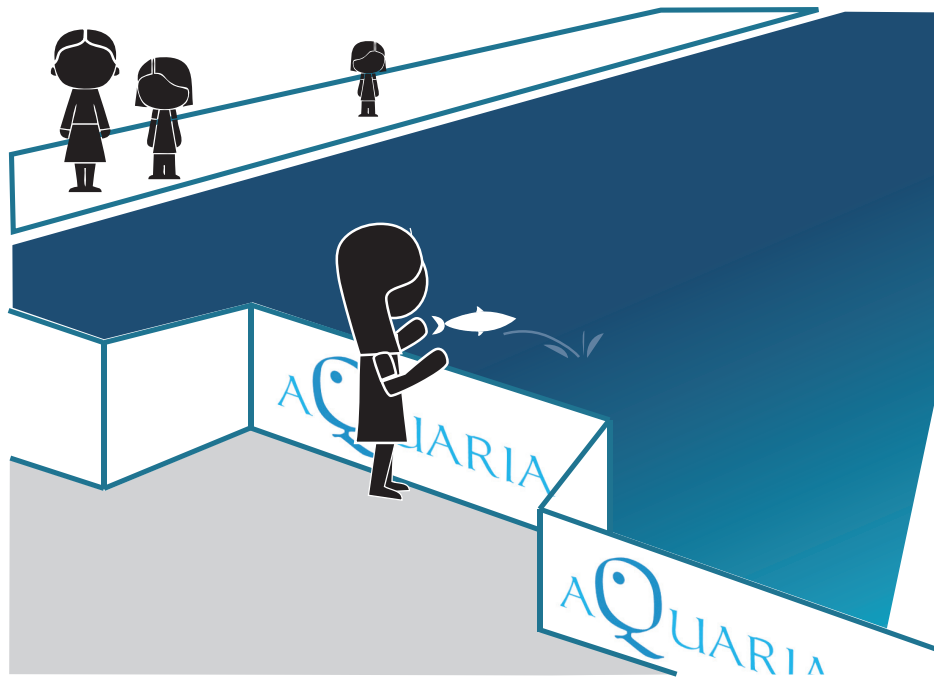
2 years later



AQUARIA  
Independence  
day: 20 March  
Come to say  
goodbye to Bob!

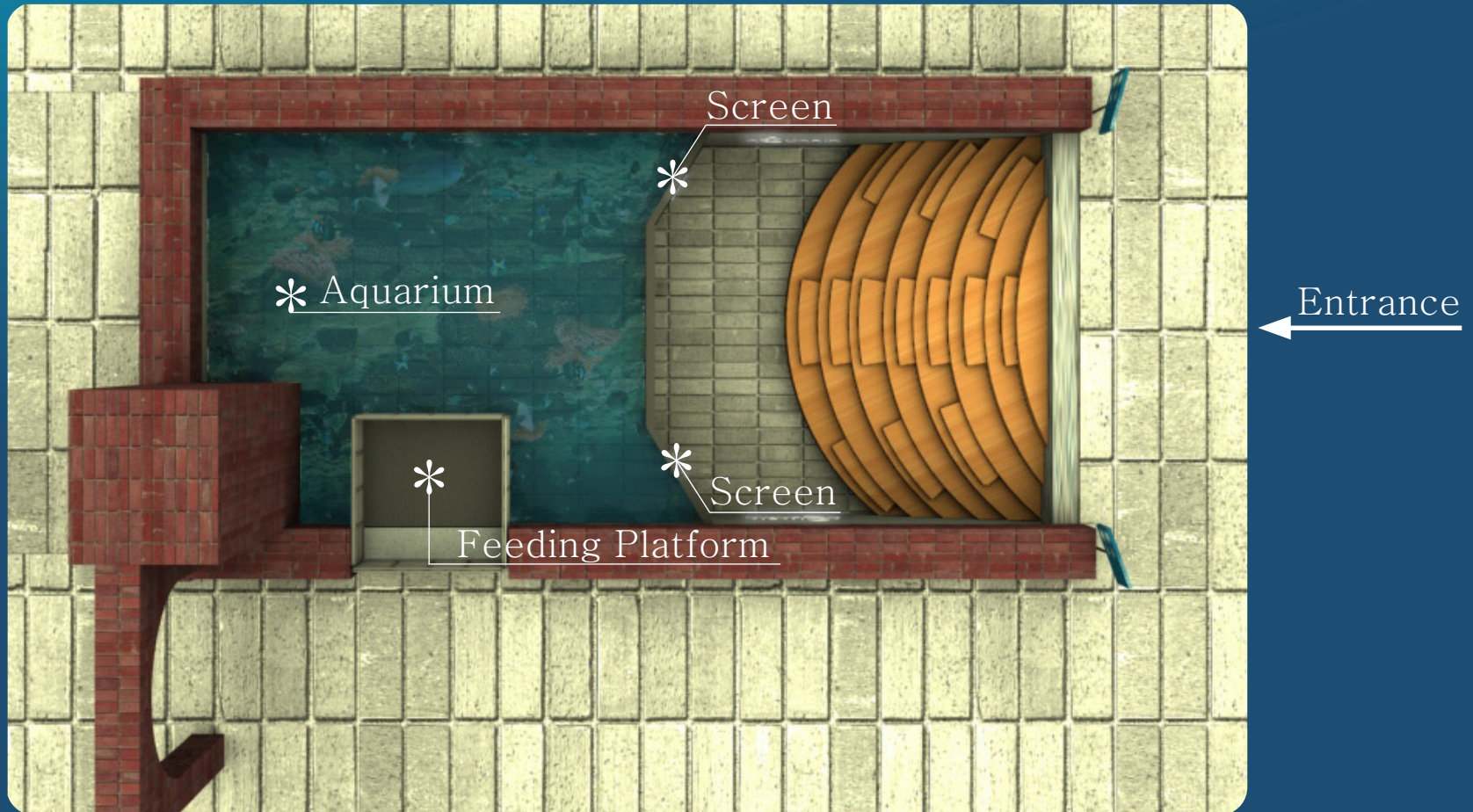


# {storyboard}



# {space design}

top view





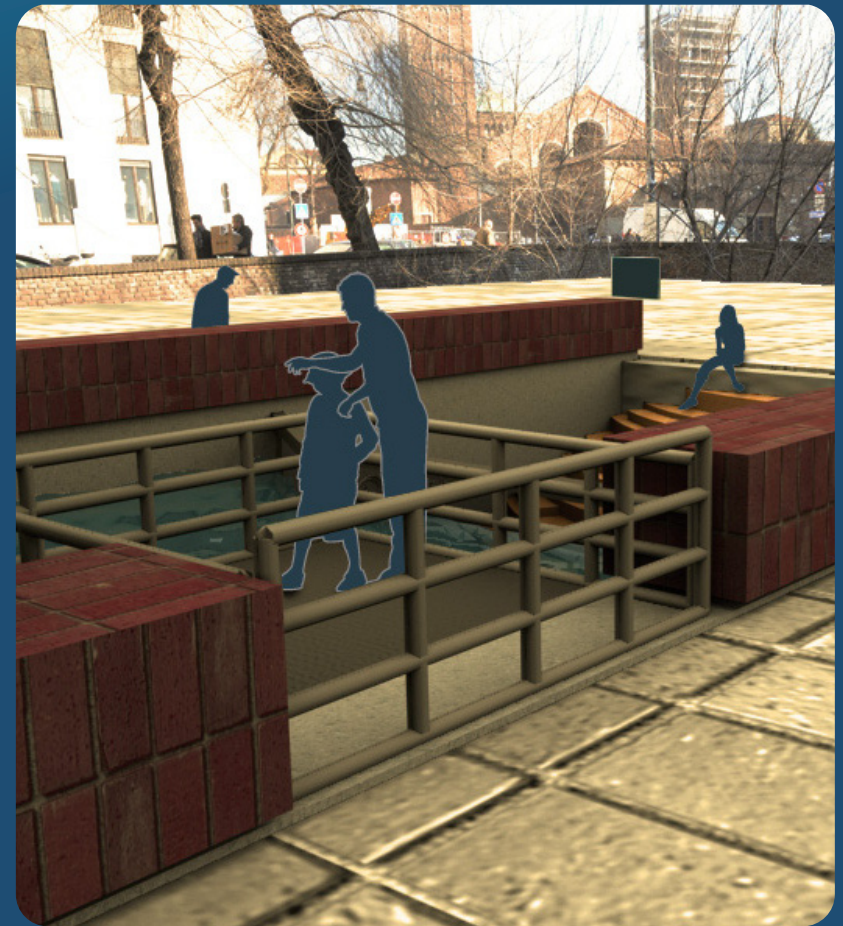
# {space design}

outside



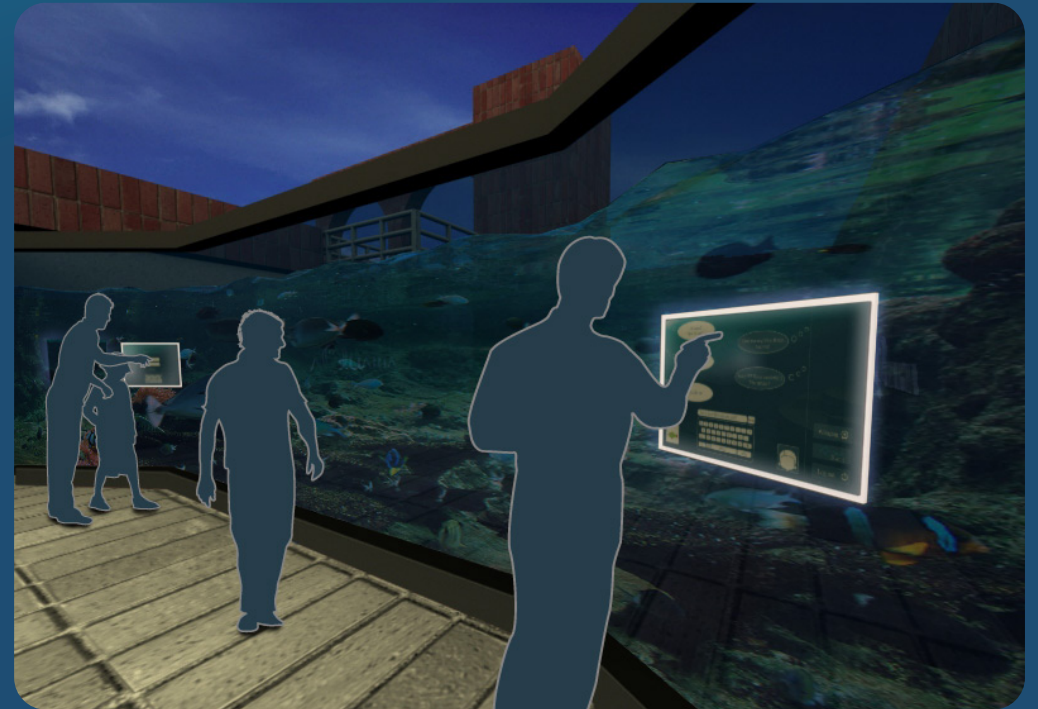
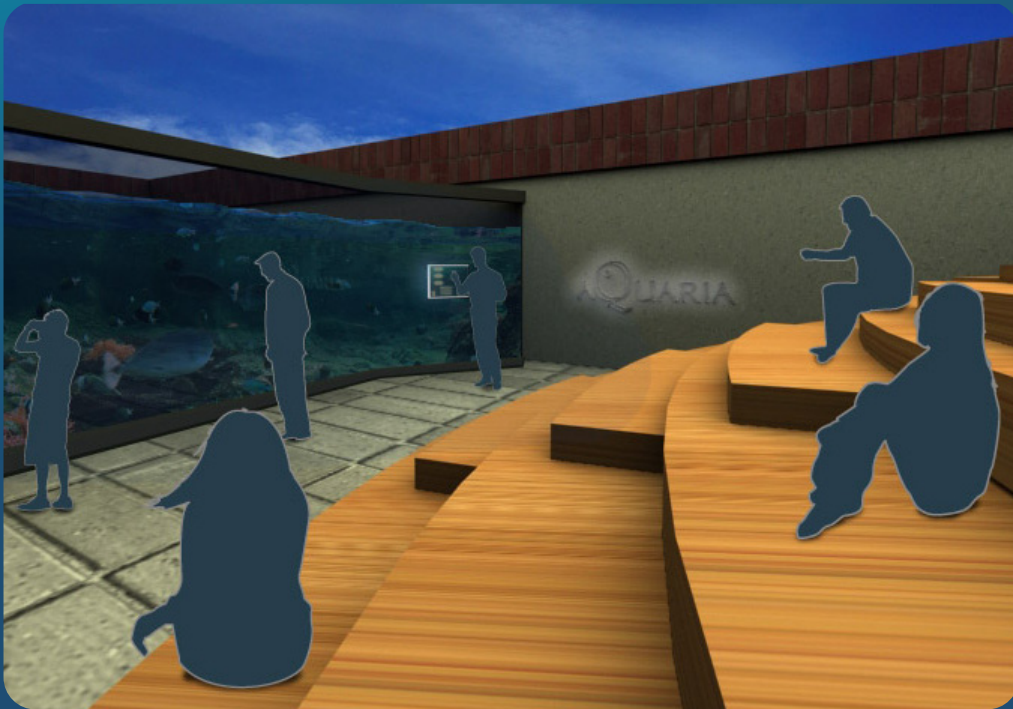
# {space design}

outside



# {space design}

inside



# {touchpoints}

telephone



\* SMS for adoption  
Monthly donation 1€



\* ACCESS CODE to use the  
chat and the personal page  
on the website



\* AQUARIA DATES to inform  
when and where the fish will  
be free



# {touchpoints}

interaction portal



\* LOG IN to use the screen



\* CHAT with the fish



\* WEBCAM that shows what is going on in the pool

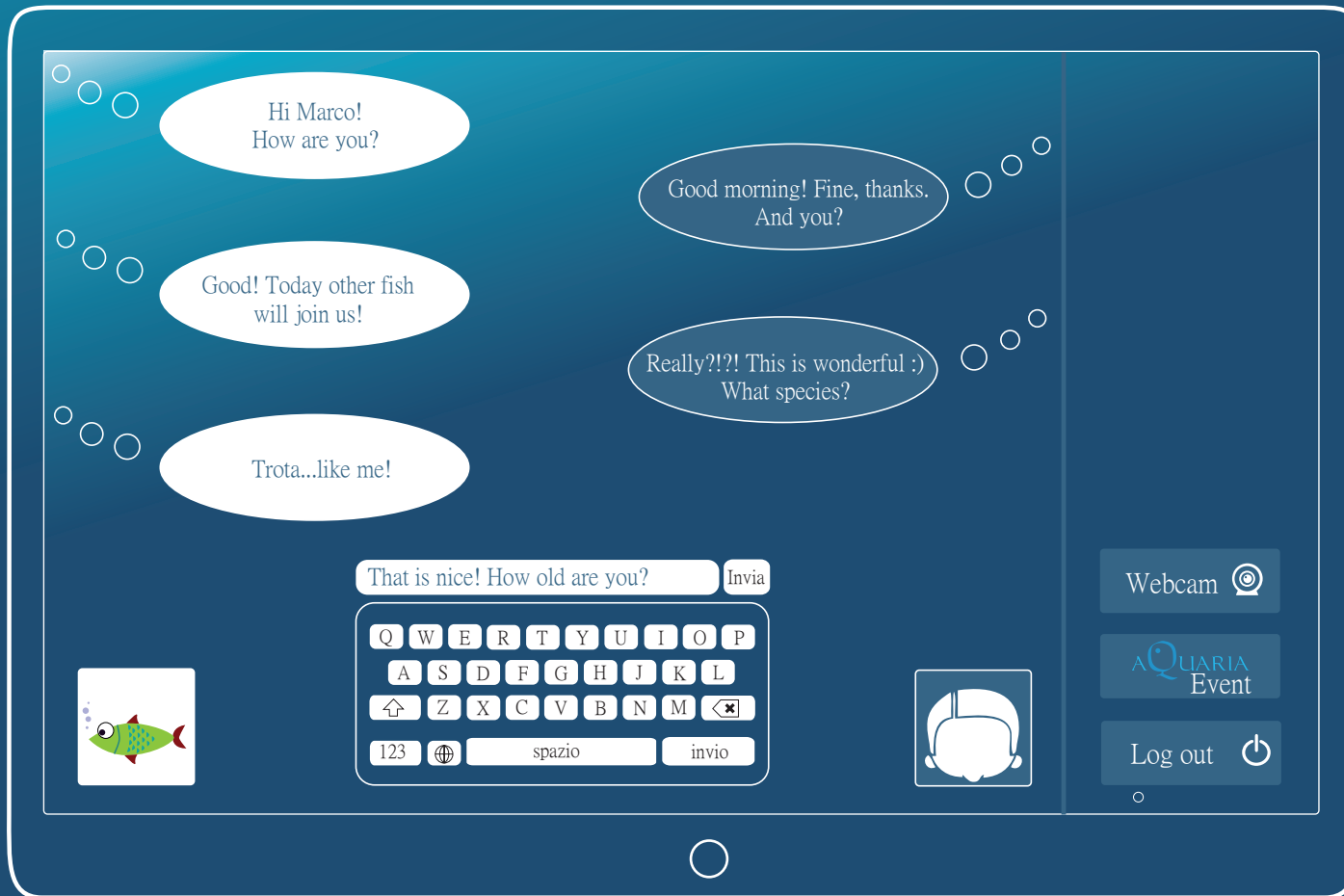
AQUARIA  
Events

\* AQUARIA DATES to inform about all the events



# {touchpoints}

interaction portal



# {touchpoints}

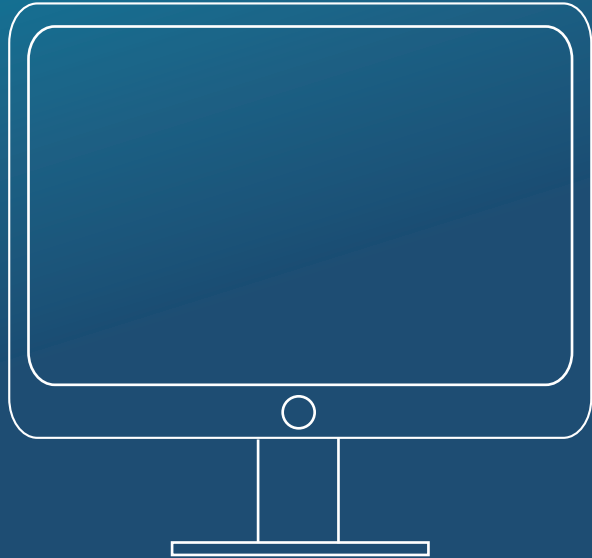
interaction portal

The screenshot displays the AQUARIA Event interaction portal. At the top center, the logo reads "AQUARIA Event". Below the logo, four event categories are listed in dark blue boxes: "REPOPULATING", "CLEANING", "FEEDING", and "INDEPENDENCE DAY". Each category is connected to a specific date and time by a vertical line of white circles. The events are: "REPOPULATING" on 25th February 2012 at 11:00; "CLEANING" on 4th February 2012 at 15:00; "FEEDING" on 1st February 2012 at 10:00; and "INDEPENDENCE DAY" on 1st March 2012 at 10:00. On the right side of the interface, there are three buttons: "Chat" with a speech bubble icon, "Webcam" with a camera icon, and "Log out" with a power icon. A single white circle is centered at the bottom of the screen, representing a home button.



# {touchpoints}

on line platform



\* PERSONALIZE your fish



\* WEBCAM shows what is going on in the pools

AQUARIA  
Events

\* AQUARIA DATES about all the events



\* PRINT OUT the adoption fish certificate



\* INFO about the fish





# {touchpoints}

on line platform



# {touchpoints}

on line platform



# {touchpoints}

on line platform

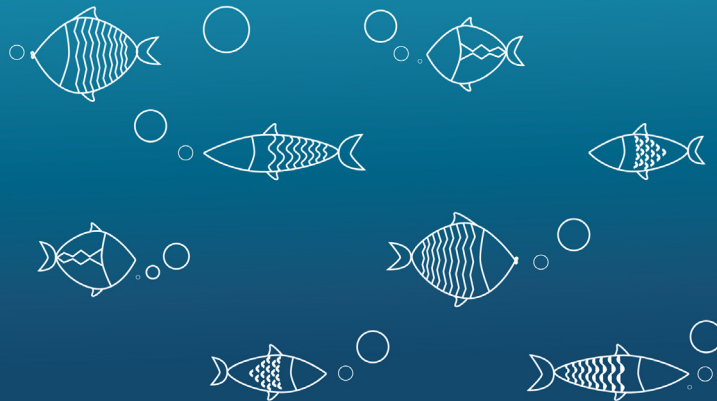


# {touchpoints}

## posters

In the old water way:

Adopt a fish and give new life to Navigli



Come to find out more:

C. Gabelle-C. Viarenna- S. Ambrogio- Boniforte

AQUARIA



Contribute in helping Milanese Biodiversity



ON THE OLD NAVIGLI WAY

- Conca delle Gabelle
- Posterna di S.Ambrogio
- Conca di Viarenna
- Roggia di Boniforte

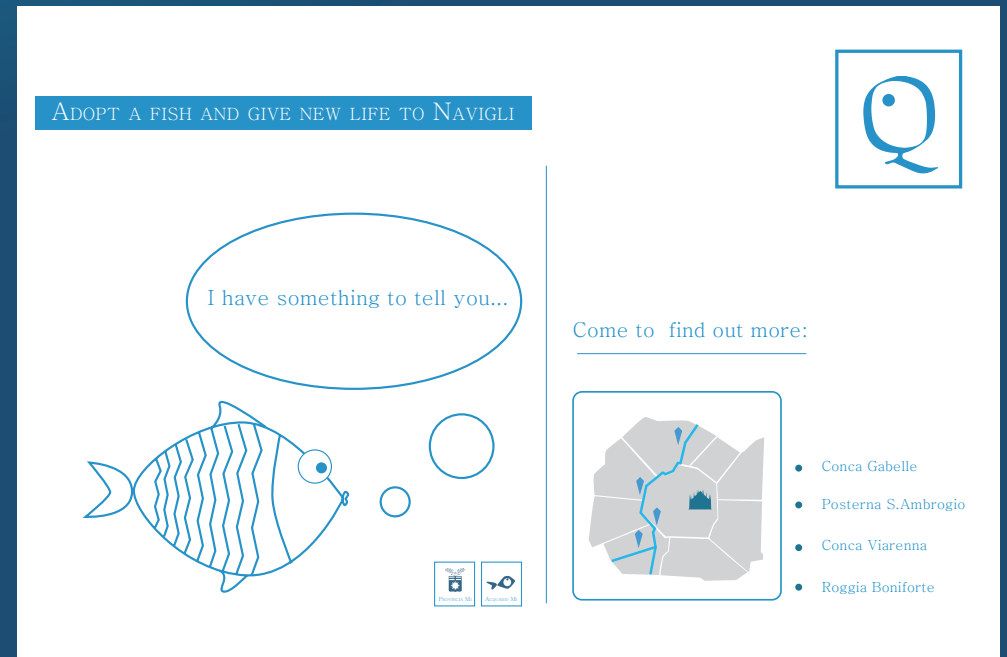


AQUARIA




# {touchpoints}

postcard



# {touchpoints}


## adoption certificate

# AQUARIA



## Adoption Certificate



NAME:	Bob
SPECIES:	Carpa
AGE:	6 months
WEIGHT:	485 gr
FREEDOM DAY:	18/02/2013
RESIDENCE:	S. Ambrogio

30.01.2012

Aquaria certifies that  
Marco is officially  
the guardian of Bob



# {touchpoints}

## instructions

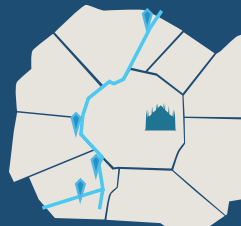


Contribute in helping Milanese biodiversity!

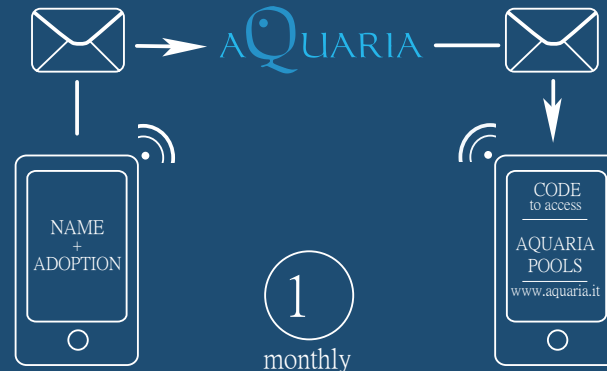
Aquaria is a network of revitalized urban water spots where milanese citizens can adopt native fish, that will be then released in the Navigli.

It offers new points of interaction, which inform and entertain people about fish and their world.

- \* Conca delle Gabelle
- \* Posterna di S. Ambrogio
- \* Conca di Viarenna
- \* Roggia di Boniforte



Adopt a fish and support us!







{Thank you}

Jessica Bonasera | Viviana Brustia  
Andres Felipe Del Rio | Yuri Teodorowich

