



# **Challenge Based Innovation**



*February 7th 2020*

# Our Team



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**Alleanza 3.0**

SUSTAINABLE  
DEVELOPMENT  
GOALS



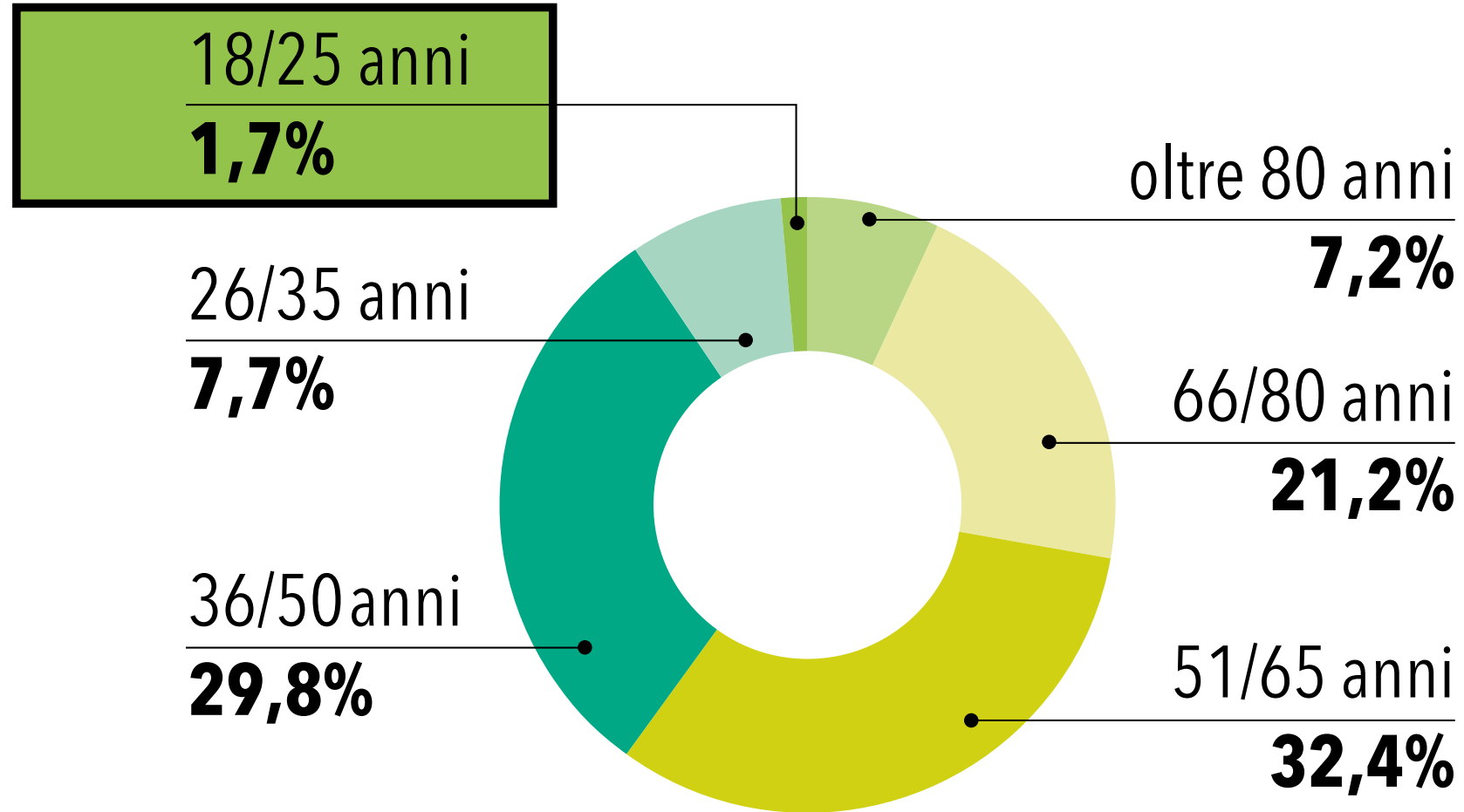
# Reframed Challenge

“

“How might we help Coop Alleanza 3.0 to involve young people between 18-25 years old in the cooperative life becoming members by means of a personalized shopping experience?”

”

# How many are they?



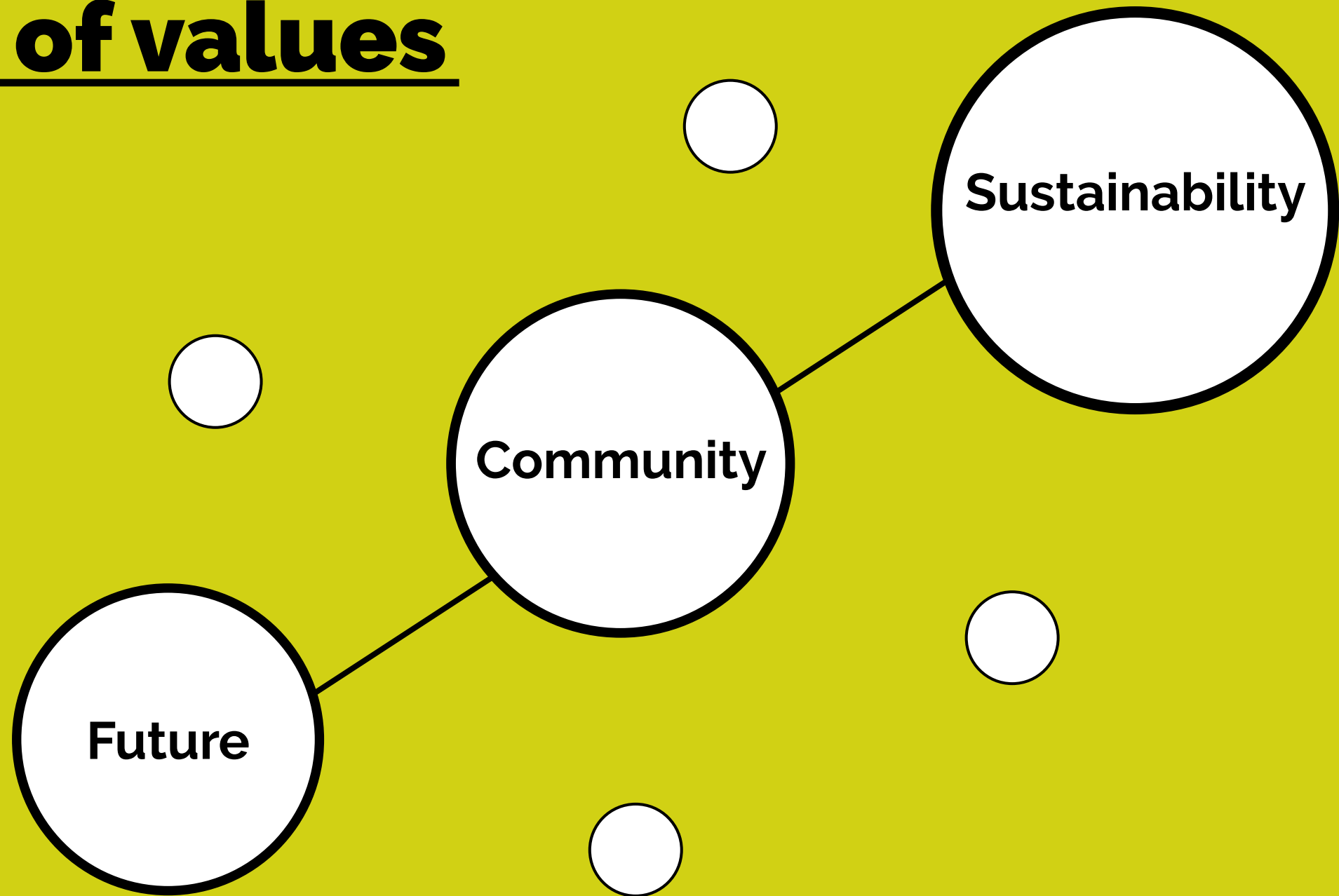


**Sustainability**  
**Ecology**  
**Community**  
**Digital native**  
**Sharing not owning**



**Sustainability**  
**Territoriality**  
**Future**  
**Community**  
**Safety**  
**Transparency**

# Match of values



# About GEN Z



**Target**  
**18-25 y.o**  
Offsite  
students

**83.679**  
students  
in Bologna  
districts

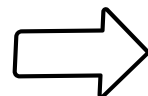
**76.32%**  
(63.861)  
are offsite

**6.000**  
Available  
seats in  
libraries

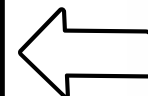
**Need for space  
to meet and work**



**Need for  
a space**



**Coop  
Working  
Space**



**Alleanza 3.0**

**Need for  
contact  
with Gen Z**

**Innovate the  
shopping  
experience of  
young generation  
by co-projecting it  
directly with them**



# Access to the place

- Website
- Barcode
- Way-finding
- In the supermarket
- Badging to access





# Co-working area

- Modularity
- Team work space
- Individual study
- Electric socket
- Wifi
- Blackboards

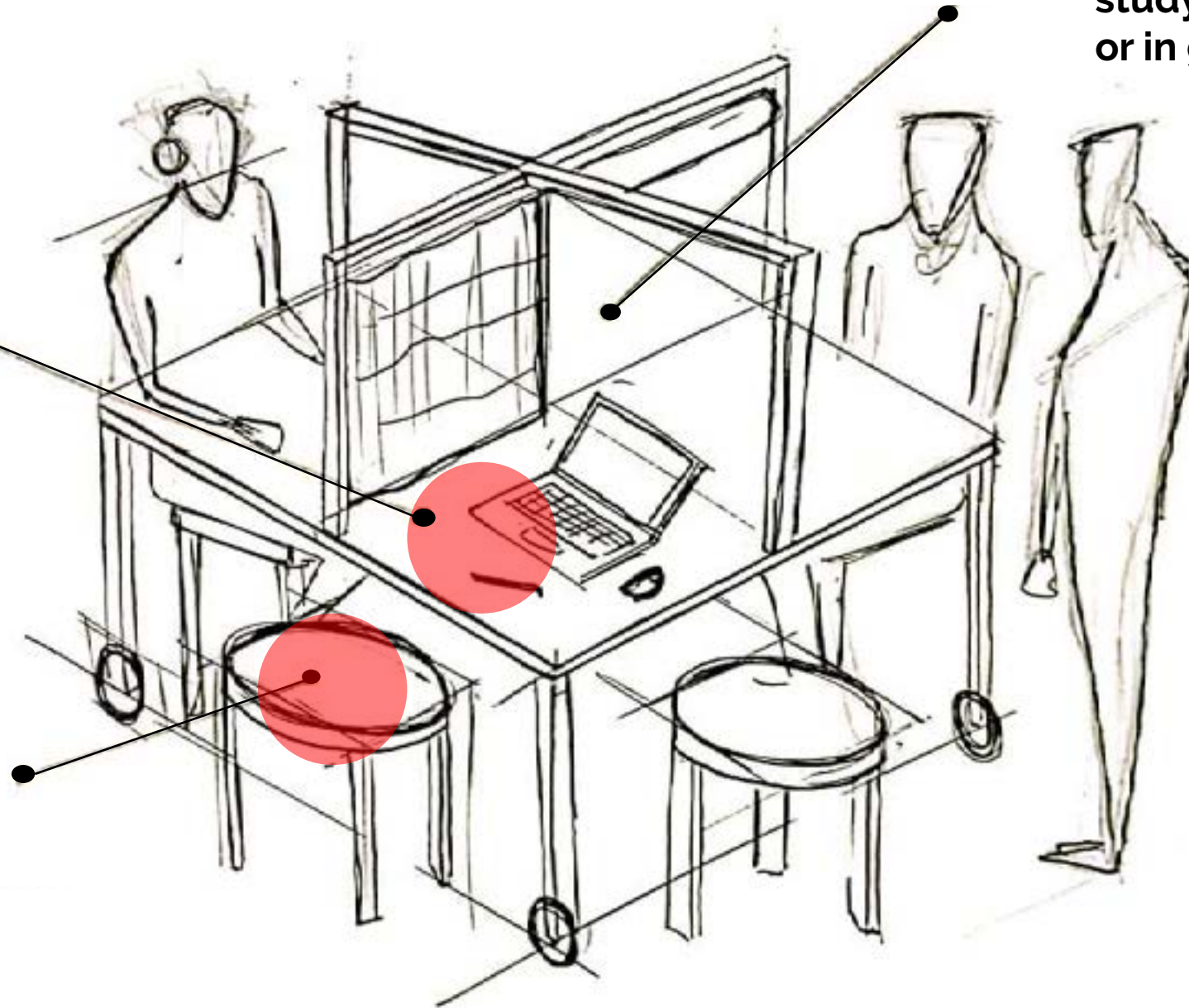




Table with pressure sensors to detect the presence of your objects and warn the user through the app if the objects are removed in his absence

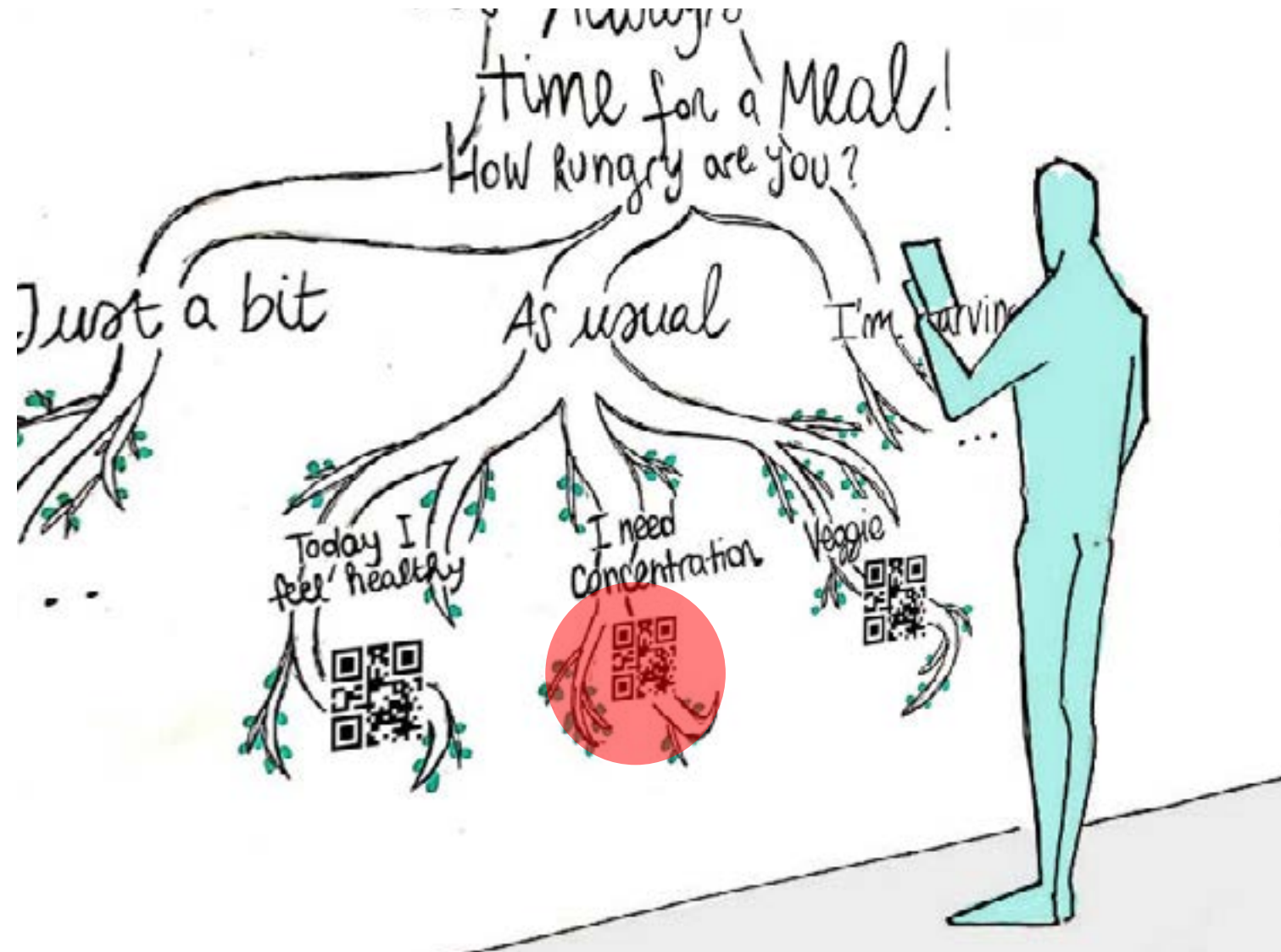
The user can study alone or in group

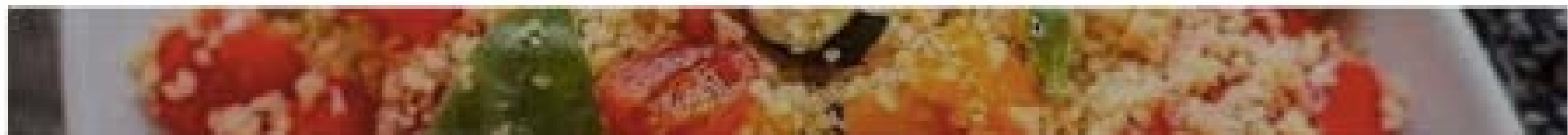
Chair with pressure sensor to count how many people are working there



# New access to the supermarket

- Suggestion on kitchen proposals for the day
- Scan through the QR code



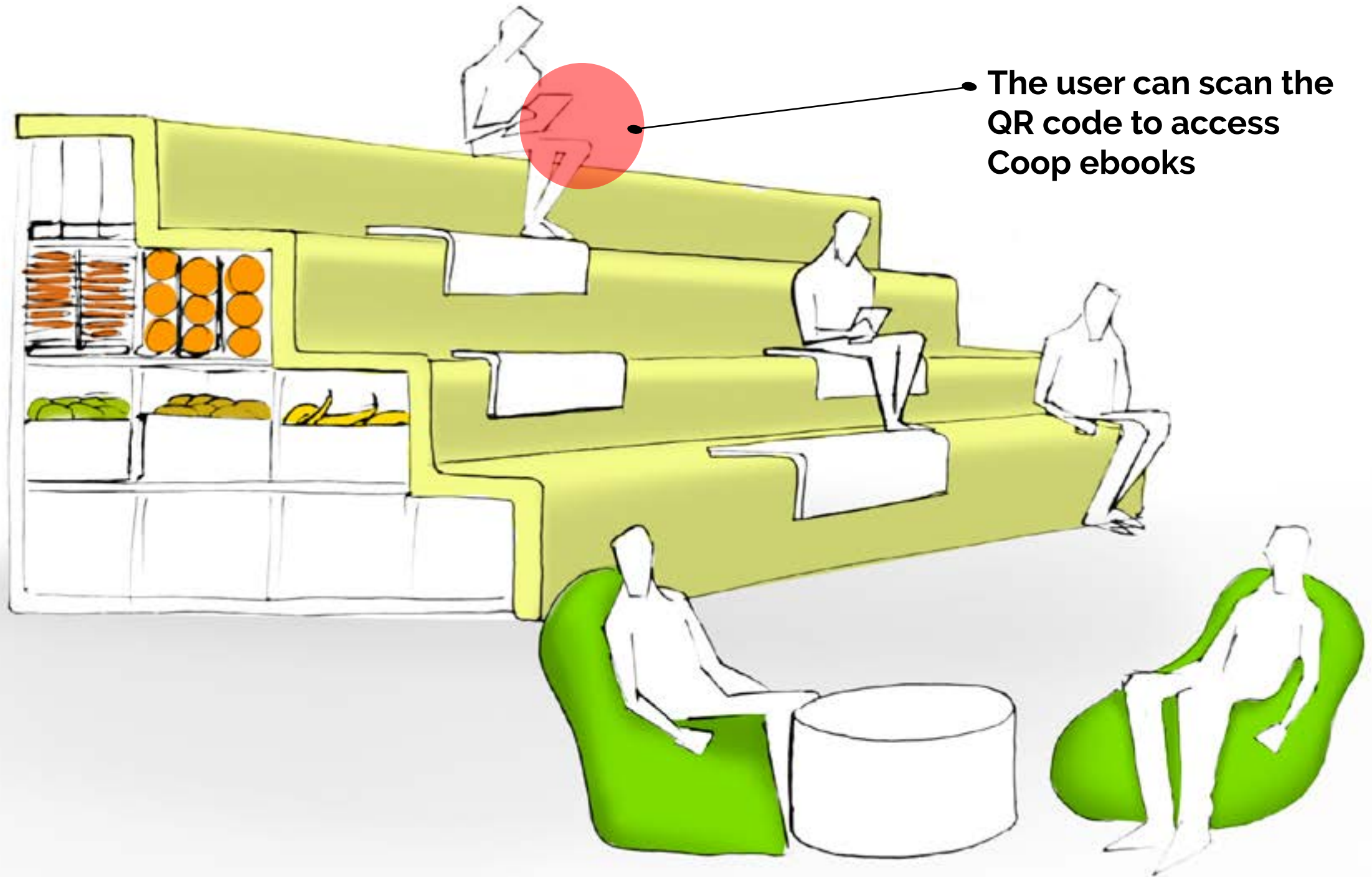




# Relax area

- Soundproofing materials
- Social space
- QR code scanning to access Coop ebooks





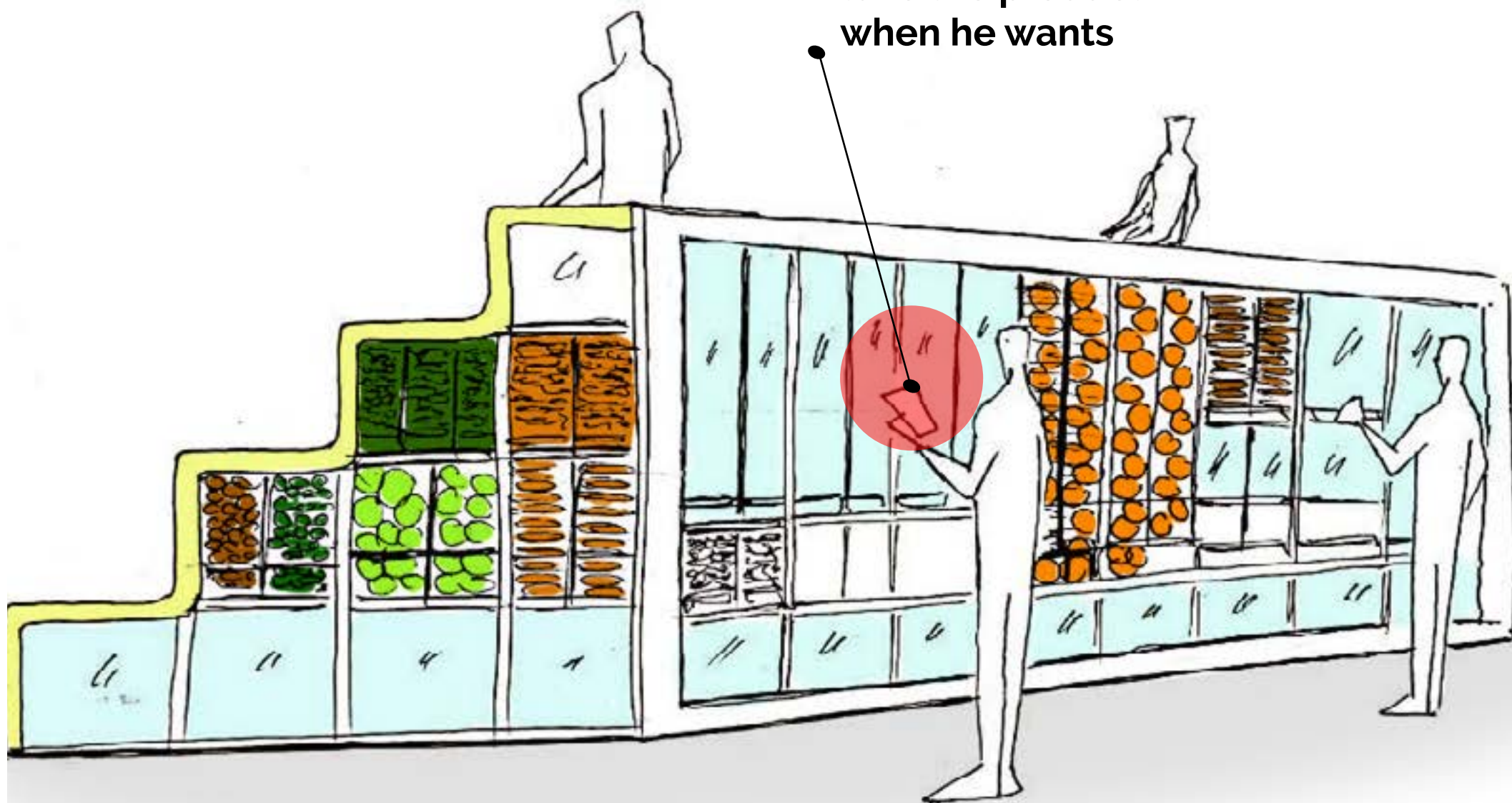


# Food exhibition area

- Seasonality
- No packaging
- Organic
- Sensory experience
- Cyclic experience

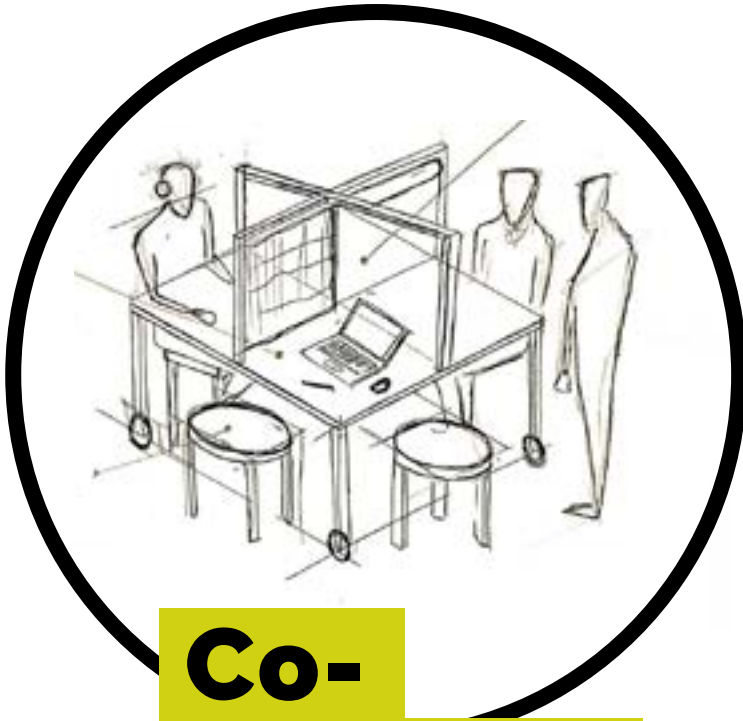


The user can freely  
take the product  
when he wants





# To sum up



**Co-  
working  
area**



**Relax  
area**



**Food  
exhibition  
area**

**thanks for your**  
**attention**

