

An integrated service, both physical and digital, capable of enhancing the Ticino hiking experience and guide people on their discovery of the walking trails.



01

OVERVIEW

Shaking up the hiking experience in Ticino.

02

PROCESS

Understand context and people, design to evolve their experience.



UNDERSTAND THE EXPERIENCE

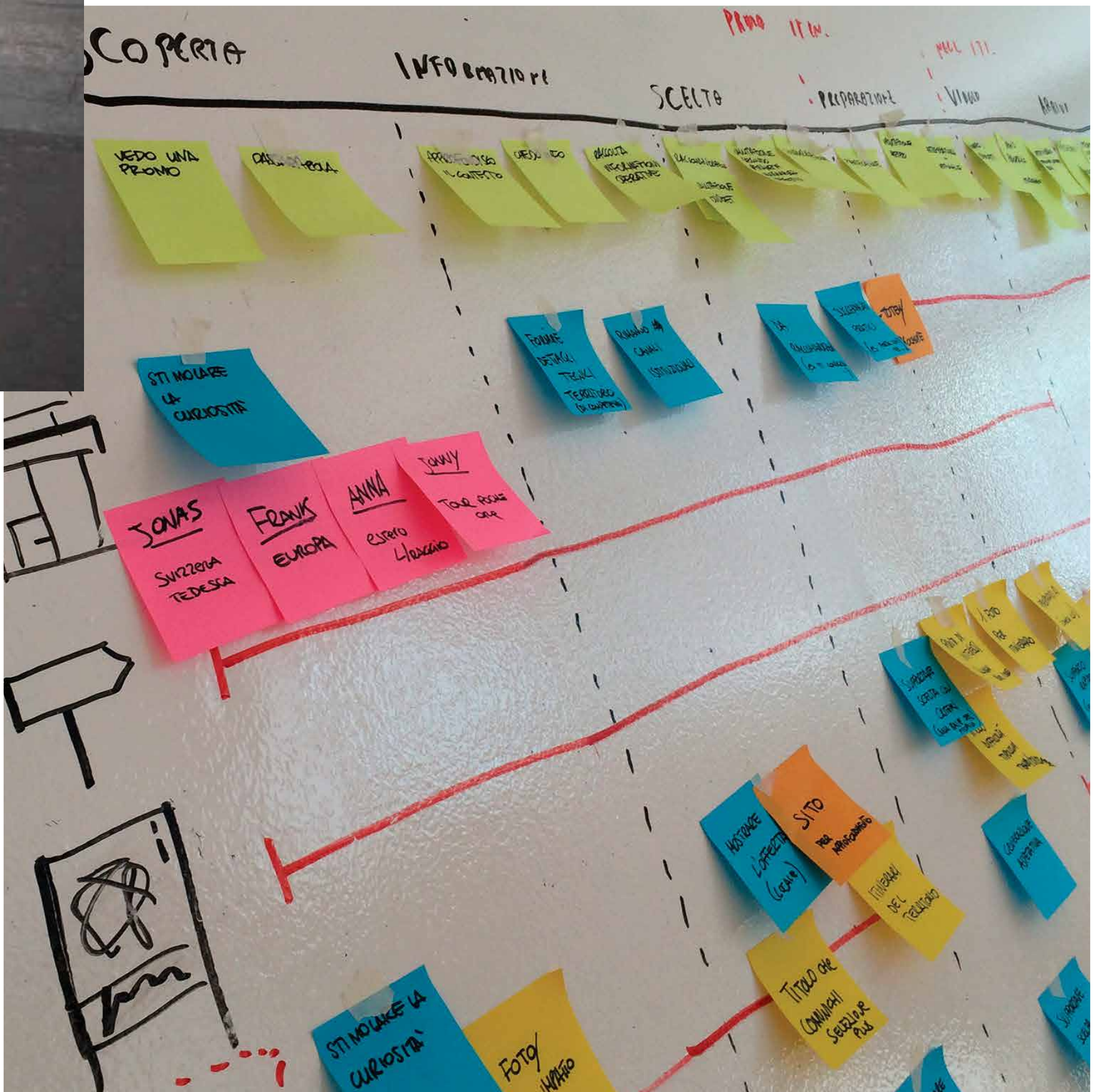
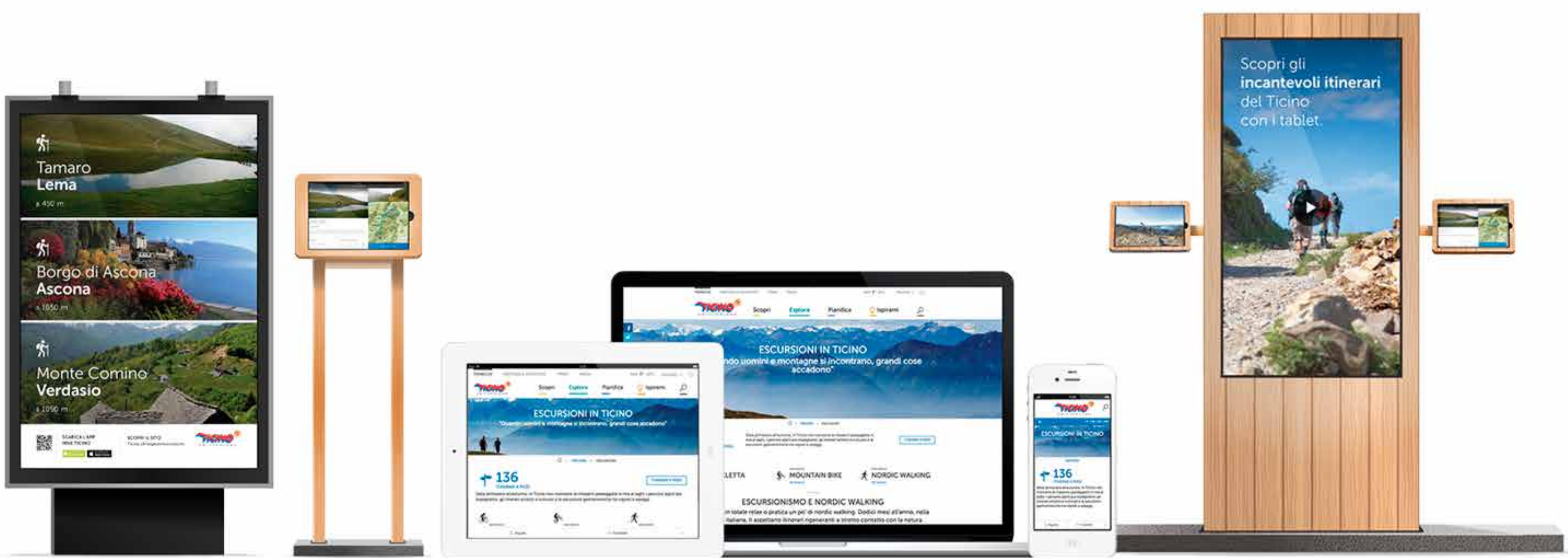
Field research, observation, exploration, expert interviews

DEFINE THE STRATEGY

Participatory sessions, co-design workshop, service design thinking

DESIGN THE SERVICE

15 digital and physical touchpoints



03

THE BENEFITS OF DESIGN

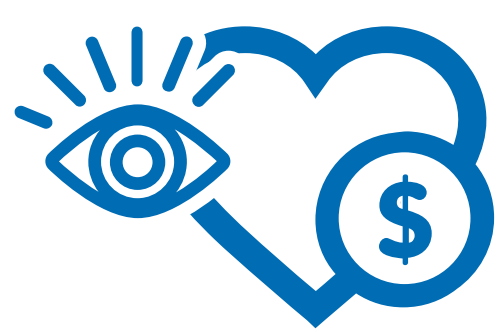
Bring real value to the entire ecosystem.



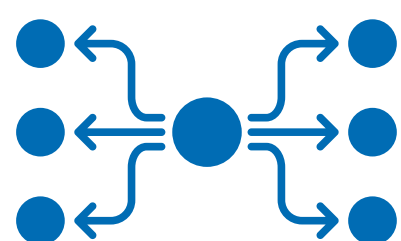
People are **INSPIRED** and guided throughout the full cycle of the experience



International **RECOGNITION** for the tourist department



Benefit for local players in terms of **VISIBILITY AND ECONOMIC RETURN**



Better **ORGANIZATION** and **EFFICIENCY** of the system

04

EFFECT

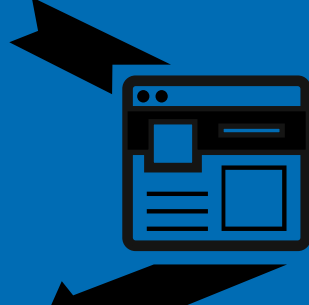
Few weeks on stage, the best is yet to come.



5.000
App downloaded on IOS and Android



+45%
Website views



-23%
Website bounce rate



+15%
Average time spent on the itinerary page

NB: data refer to the first two weeks of usage, since the project has been launched on the 7th of July, 2015.