

PERSONAL INFORMATION

Laura Boffi

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PERSONAL STATEMENT

Interaction & service designer, design researcher, consultant

Laura Boffi is an interaction design researcher and practitioner with a background in product design. She likes engaging with people in their own context doing user research and involving them in design games, workshops and co-creation sessions that she designs expressly for the projects to get meaningful insights. From the fieldwork she discovers new opportunity areas where to ground design challenges and starts testing her ideas with people since the early stages of the concept, choosing every time the kind of prototype to build in order to take the project further and further through the co-creation with users. She crafts prototypes and experiences with different media, from paper to video scenarios, and she develops the concepts by reiterations between user testing and prototyping over all the design process.

Besides engaging with the real people around whom designing new products/services or experiences, she also puts particular effort into the active involvement of all the actors involved in the project, being them either member of the project team who are not familiar with design thinking and process or external stakeholders. For this reason, Laura designs and conducts workshops to transfer fieldwork insights and future design directions, crafting the tools to be used in such workshops (from design games, service user journeys to collective brainstorm sessions). In particular, she has gained extensive experience in the design process sharing activities since being the design leader in different EU projects among a consortium of partners coming from other than design disciplines (such as electrical engineering, software development, medicine).

She is currently working at CIID - Copenhagen Institute of Interaction Design- as an interaction design researcher, focusing on elderly people and their appropriation of technology for independent living and wellbeing.

As a researcher, she has published her research findings in well known design and human-computer interaction conferences as well as in medical conferences as a pioneer in the introduction of design driven services in the health domain.

At the same time, Laura collaborates from her own studio as interaction designer and researcher with other companies and consultancies in Europe and US and gives invited lecture/workshops.

In the academic year 2016/2017, Laura joined the University of Ferrara as Interaction Design and Ergonomics teacher.

WORK EXPERIENCE

Sept 2010- currently

Freelance interaction & service designer and consultant

Conducting consultancy as an independent professional and - occasionally - as part of CIID Consultancy (Denmark).

- Worked for several clients conducting people centered design research which has included user research, insights gathering, concepts generation and iterative prototyping for a very broad variety of products & services. Projects ranges from, for example, ostomy products for Coloplast and visual communication for scientific research for King's College London as well as future banking services for a major Italian bank.

As a consultant, an important part of the work is to engage the clients in the research phase as well as in the concept generation phase. For this reason, the work also focuses on the creation of workshops for clients which consist of brainstorm, sketching and enacting activities.

Major clients include: Coloplast (DK), Indesit Co. (IT), Whirlpool (UK), Meteda (IT), King's College London (UK), Europ Assistance (FR), Azienda Ospedaliera Sant'Andrea (IT), Mediolanum Bank (IT).

Academic year 2016-2017

Adjunt Professor

Università di Ferrara (Italy)

- Subject taught: Ergonomics to second year BA students in Industrial Design

Teaching Collaborator

Università di Ferrara (Italy)

- Subject taught: Interaction Design to third year BA students in Industrial Design

Jun 2016- Dec 2016

Visiting Researcher

Univerlecco and Politecnico di Milano, Lecco (Italy)

- Int_ARS program: during her 6 months at Univerlecco, Laura developed a new project on participatory design approach applied to the interdisciplinary cluster of universities, CNRs, clinical research centers and enterprises which are coordinated by Univerlecco as the Cluster TAV- Technologies for Life. The project has focused on the activation of the 3 Working Groups through participatory workshops among which the Cluster partners gathered around shared research interests: WP1: Technologies for continuity of care; WP2: Models of new health and welfare services for different markets segments; WP3: Living environments of the future. Laura suggested and designed a workshop- paced participatory research pathway where partners would experiment co-research methods and would collectively shape research ideas.

Feb 2015- currently

Senior interaction & service design researcher

Copenhagen Institute of Interaction Design- CIID (Denmark)

Research lead and project management with a focus on elderly people and wellbeing in EU funded projects

Academic year 2014 - 2015

Lecturer at the Master for Palliative Care

Università La Sapienza, Rome (Italy)

- Designed and led participatory design workshops to psychologists with the aim to design innovative services for palliative care

Jan 2012- Feb 2015

Interaction & service design researcher

Copenhagen Institute of Interaction Design- CIID (Denmark)

Research lead and project management with a focus on elderly people and wellbeing in EU funded projects

Jun 2012- Feb 2014

Project manager and interaction design consultant

Indesit Company (Italy)

Focus on Parkinson patients and elderly people in an EU funded project called "Veritas"

Oct 2011- Dec 2011

UX assistant

Publicis Healthware International- PHI, Salerno (Italy)

Feb 2011- Sept 2011

Junior interaction design researcher

Bruno Kessler Foundation- FBK (Italy)

Focus on the design and pilots of interactive table tops for autism children in an EU funded project called "Join In"

EDUCATION AND TRAINING

Sept 2009 – Sept 2010

MA Interaction Design (equivalent)

Copenhagen Institute of Interaction Design- CIID, Copenhagen, Denmark (in collaboration with DKDS- Danish Design School)

- Interaction Design Program

Jan 2009 – Jun 2009

Graduate Certificate in Spatial Performance and Design

Architectural Association- AA, London, UK

- Interprofessional Studio AAIS

Sept 2006 – Jun 2008

MDes Master in Design

Design Academy Eindhoven- DAE, Eindhoven, The Netherlands

- Program Man and Humanity

Sept 2002 – sept 2006

BA Industrial Design

Polytechnic of Turin, Turin, Italy

- Graduated cum laude

PERSONAL SKILLS

Mother tongue

Italian

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	Proficient	Proficient	Proficient	Proficient	Proficient
Trinity College Certificate, Level 10 with merit, jul 2002					
Spanish	Independent	Independent	Independent	Independent	Basic
Instituto Cervantes Certificate, Intermediate level, nov 2005					

ADDITIONAL INFORMATION

Publications

- Halse, J. & Boffi, L. (2016) Design Interventions as a Form of Inquiry. In *Designing anthropological Futures*, edited by Smith, R., et al. Bloomsbury Academic 2016.
- Boffi, L. (2016). The Balthazar Approach: Engaging Senior Adults as Skilled Members of Intergenerational Project Teams. Proc. of Fourth Workshop on Cultures of Participation in the Digital Age, CoPDA'16, Gothenburg, Sweden, October 23, 2016, CEUR-WS.org, online CEUR-WS.org/Vol-1776/paper4.pdf
- Boffi, L. (2016). The Storytellers Project. In Proc. of The Future of Books Workshop at Nordich'16, Gothenburg, Sweden, October 24, 2016.
- Boffi, L. (2015). Co-creating elderly "Future-self". In Proc. Of CHI 2015. Seul, april 2015.
- Boffi, L. & Arvidsson C. (2014) Making sensors meaningful for the elderly: Health and wellbeing monitoring. Workshop at the Stanford Medicine X Conference 2014. [Online]. Available at: <http://medicinex.stanford.edu/conf/a/medx2014/conference/event/259>. [Accessed: 21 January 2015].
- Boffi L., Fontana M., Papini, G. P. & Milani, M. (2014). Supporting the designers to build empathy with people with Parkinson's disease: the role of a hand tremor simulating device and of user research with end-users. In Proc. of The Design Research Society's Conference 2014. Umeå, Sweden, June 2014.
- Allen, J. Boffi, L. (2013). Creating Design Scenarios for Elderly Communities: Opportunity Areas and Positive Behaviours. In Proc. of AAATE 2013. Vilamoura, 19-22 september 2013. Amsterdam: IOS press.
- Arteconi, L., Carlsson, B., Boffi, L., Burzagli, L., Emiliani, P., Mustica, M., De Munari, I., Matrella G., Ciampolini, P., The food project: sustainable AAL services in the kitchen environment (2013). In Proc. of Foritaal 2013. Ancona, 23-25 settembre 2013.
- Boffi, L., Fontana, M., Milani, M. & Catani, R. (2013). Supporting the Design of Products Accessible by Parkinson People through Physical Simulation of Tremor: An Experiment with Gas Hob. In: AD/PD 2013 - 11th International Conference on Alzheimer's and Parkinson's Diseases-proceedings. Florence, Italy, 6-10 March 2013.
- Boffi, L., Burzagli, L., Andersen, K., Allen, J., Emiliani, P. L., Vinerba, B., Bianchi, L., Frattesi, S., Aisa, V., Milani, M., Mustica, M., De Munari, I., Ciampolini, P., "Il progetto FOOD: supporto alla vita indipendente attraverso l'alimentazione", Foritaal 2012, Parma, IT, nov. 2012
- Boffi, L., Allen, J., Andersen, K., "Food Services Supporting Activity and Independence Among the Elderly: Senior Chef & Cooking Academy", DIILT '12 Workshop, 26th Annual HCI Conference of the British Computer Society, HCI 2012, Birmingham, UK, sept. 2012
- Boffi, L., Burzagli, L., Andersen, K., Allen, J., Emiliani, P. L., Ciampolini, P. et al., "FOOD: a Framework for Optimizing the process of Feeding", AAL Forum 2012, Eindhoven, NL, sept. 2012
- Boffi, L., Allen, J., Andersen, K., "Towards Practical and Meaningful Food-Related Support Systems for the Elderly: Initial Findings From the FOOD Project", CITTA 5th Annual Conference on Planning Research proceedings, Porto, PT, may 2012
- Boffi, L., Cossu, L., Belletti, M., Espino Barsallo, L. M., Pierangeli, A., "Weaving Relationships", 3° Rare Illnesses and Narrative Medicine Symposium proceedings, Rome, Italy, June 2011
- Boffi, L., "Weaving Relationships", 12th Congress of the European Association for Palliative Care-EAPC 2011 proceedings, Lisbon, may 2011
- Boffi, L., "Una interaction designer in corsia", in Janus, Rivista di Medical Humanities, Zadig, Rome, february 2011
- Boffi, L., "Tsunami Wavebag", Proceedings 9th US National and 10th Canadian Conference on Earthquake Engineering, Toronto, Canada, July 2010
- Boffi, L., "Bioinstincts", in Posthumanity: Merger and Embodiment. A. Ruch and E. Kirkland (eds), Inter-Disciplinary Press, Oxford, 2010, pp. 87-99
- Boffi, L., "Bioinstincts", in Proceedings of ISEA 2009, Belfast.

Honours and awards

- Stanford Center on Longevity Design Challenge 2015 “Enabling personal mobility across the life span”, Stanford University, Finalist with the project “Fitness Hunt”, April 2015
- “2012 Interaction Awards”, shortlisted for the project “Weaving Relationships”, category Connecting
- “Roaming Rome”, Italy, 2010 International competition about being mobile and traveling 5th prize for the project “Wish you were here” in collaboration with Jacek Barcikowski
- “La Casa del III Millennio”, Italy, 2009, Sustainable design competition, Mention for the project “Fresco di Lana”
- “Cevisama 2005”, Spain, 2005, International competition of innovation in ceramics tiles design, Honor mention for the project “Bisagra”

Grants & fundings

- Mondriaan Foundation funding, The Netherlands, 2009
- HSP Huygens Scholarship, The Netherlands, academic year 2007-2008

Permission declaration

I allow the use of this CV under the conditions described in the artt.46 and 47 of DPR 445/2000. April 12, 2017 and the use of personal data under the conditions described in D.Lgs. 30/06/2003 n.196.

I allow the publication of this CV on the website of Università degli Studi di Ferrara.

August 29, 2017

