Farshad Saffari

An Industrial Designer who cares about the **experiences and interactions** of users with **devices** and is eager to **humanize the recent technologies** to empower people to overcome the complexity and uncertainty of the contemporary world.

Experiences

01/2022 – 04/2022 Polifactory - Talent in Residence
"Conducting research on a haptic navigation system to improve the navigation experiences"
10/2021 – Present ISS s.r.l. – Freelance Industrial Designer
"Designing a muscle therapy product and preparing the 3D printed prototype"
07/2021 – Present Zymio - Freelance Interface and Experience Designer
"Designing UX & UI modest fashion marketplace desktop and mobile website design"
05/2021 – 12/2021 Accessory Power - Freelance Industrial Designer
"Designing, 3D modeling, rendering for Enhance and GoGroove brands"
02/2021 – 04/2021 Innobrain - Freelance Industrial Designer
"3D Modeling, 3D Printing EEG device"
03/2020 – 06/2020 Tinker Design Limited- Product and Experience Designer Intern
"3d Modeling, animation, rendering, experience design"
02/2019 – 02/2020 Braun – SAES Group – Ferrero - European Space Agency - Student Designer
11/2018 - 12/2018 Teaching and holding 24 hours Smart Product and Smart Home design and prototyping workshop at Isfahan University of Art
05/2017 – 09/2017 Value Innovation Center – Product Service Design Intern
"Designing services for improving the acceptance of new fintech products"

Education

2019 - 2022 MSc. Integrated Product Design
Politecnico di Milano - 110/110
Thesis "Tactile Navigation Product System to improve urban life experience"
2013 - 2018 BSc. Industrial Design
Art University of Isfahan - 18.71/20
Thesis "Smart product design to improve the everyday life of design students"

Achievements

2020 - Hack The Crisis Winner
Canary Biometrix for diagnosing COVID-19 at early stages
2020 - Finalist Global Grad Show for COVID-19 - LifeLine
2020 - A'Design Award Winner
Furniture, Decorative Items and Homeware Design, PinTheTime
2019 - Finalist Vodafone 5G smart city and smart campus challenge
Wellness at Work
2018 - Featured in Global Grad Show (Dubai Design Week) - NAJI

Certificates

2022 - A Simple Framework for Designing IoT Products – PTC
2022 - New Business Markets in the Internet of Things (IoT) – PTC
2022 - Introduction to User Experience Design –
Georgia Institute of Technology
2022 - Introduction to Haptics - Stanford University
2022 - SOLIDWORKS Sheet Metal – LinkedIn Learning
2021 - Smart Product and City Design Certificate –
INSA Lyon Spring School

Skills

Rhino 3d	Adobe Photoshop
Grasshopper 3d	Adobe XD
Keyshot	Figma
Blender 3d	Arduino - C++
Fusion 360	JavaScript
Solidworks	Python

Prototyping and Modeling Making
Creativity and Innovation
Adoptation
Decision Making
Product Evaluation
Internet of Things & Smart Product
Design Thinking
Teamworking
Research and Trend Finding

Languages

English	TOEFL iBT 99
Italian	B1 - Attending in a course
German	B1

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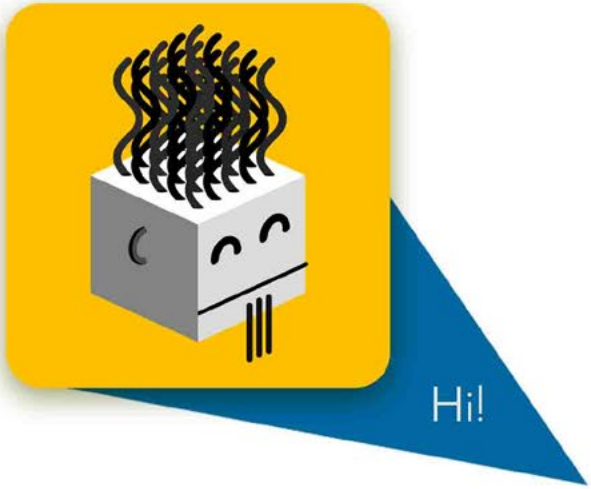
2022



Design Portfolio

Farshad Saffari Ghandehari

Industrial Product and Experience Designer

Tactile Navigation System

NAVITILE

Freshener and Sanitizer for Public Spaces

Breeze

A Companion for Better Hygine

Washi

Personal Development AI Enabled SCP

NoGoMo

Other Projects

New Sanitization System for Circular Fashion

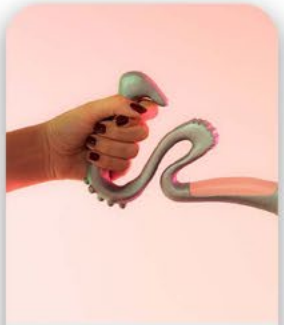
Nale

5G Well-being Monitor

Welness at Work

Planner Clock

PinTheTime



Workout Tool for Space

Exerity

Farshad Saffari

2022

NAVI TILE

Tactile Navigation Product System

Farshad Saffari
As a talent in residence at Polifactory
Supervisor:
Stefano Maffei

POLIFACTORY
POLITECNICO MILANO 1863

POLITECNICO
MILANO 1863

What is Navitile?

Navitile is a wearable **tactile navigation** product system that utilizes **haptic technologies** to improve the **navigation experience** in and out of cities.
As a result, this project became a **platform** for **development** of other haptic devices in different environments.

- Reduced sensory overload
- Improved Navigation Experience
- Easy to learn
- Intuitive
- Directional Information
- Opportunities to be used as a platform, in navigation, fitness, healthcare, and as an open-source platform for makers and researchers.

My Contribution:

Research ● Ideation ● 3D Modeling (Rhino, Fusion 360, Blender) ● Prototyping (Arduino, KiCAD)

The project started with a deep research and study about haptics and use cases of it.
Haptics is about anything related to the sense of touch and divided into:

- Kinesthetic
- Tactile

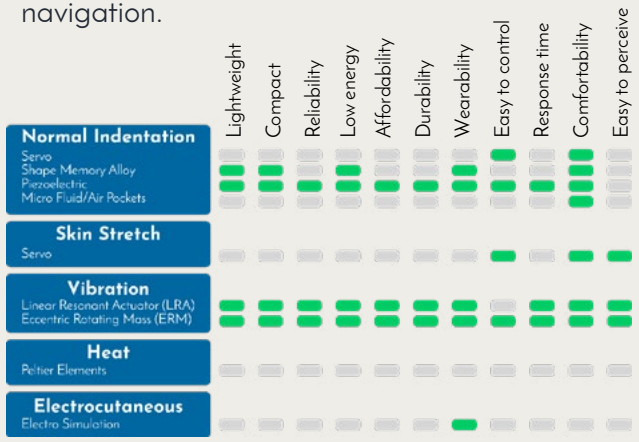
There are several different situations to use the haptics and I have decided to focus on:

- Guidance
- Abstract Communication
- Background Awareness

Research Question:

How could we **improve** the **urban life experience** by using **haptic technologies**?

I wanted to use haptics to **reduce sensory overload** on eyes and ears and improve the **urban life experience** by **removing distractions** and **concerns** related to navigation.



Background Research

Haptic wearable for

Urban Navigation

- Around city
- Tourism
- Micro Mobility

Closed Space

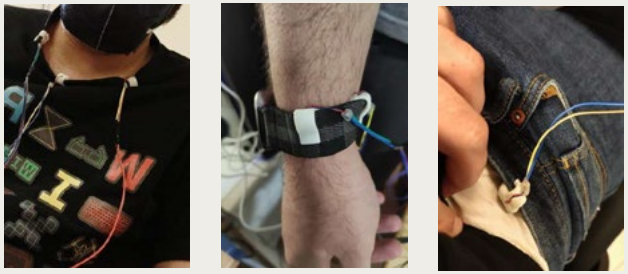
- Campus
- Hospital
- Warehouse
- Office

Nature/Open Space

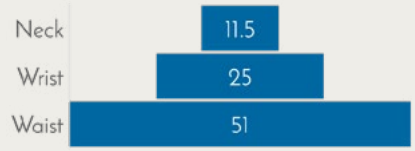
- Nature
- Hiking
- Mountain climbing
- Running

Using vibration and using ERM motors was the best choice for the Navitile according to my analysis.

To understand the best motor type and location I have conducted some **user test** and also considering the **durability** of the product, the **user experience** and **anthropometrics** we I have chosen to use neck and shoulders for our use.

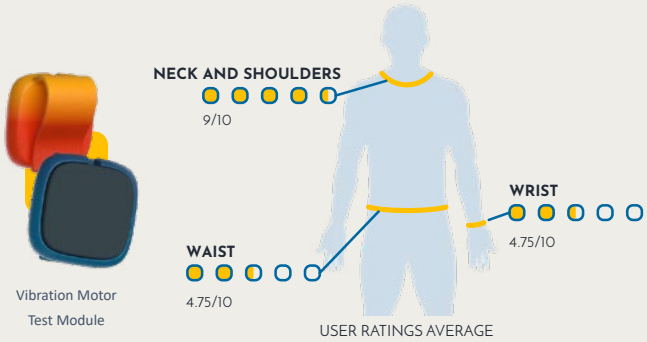


User test with 3 motors - 3 location - 3 user



Size Variation (mm)
(50% men and women)

(R. Tilley and Dreyfuss, 2001)



Previous work by others are:

- Very specific use cases
- Only Academic research
- Focus on technology and mechanics not design or the user.
- Low attention to the experience or product design

I wanted to focus more on:

- Production considerations
- Durability
- User experience

Inspiration

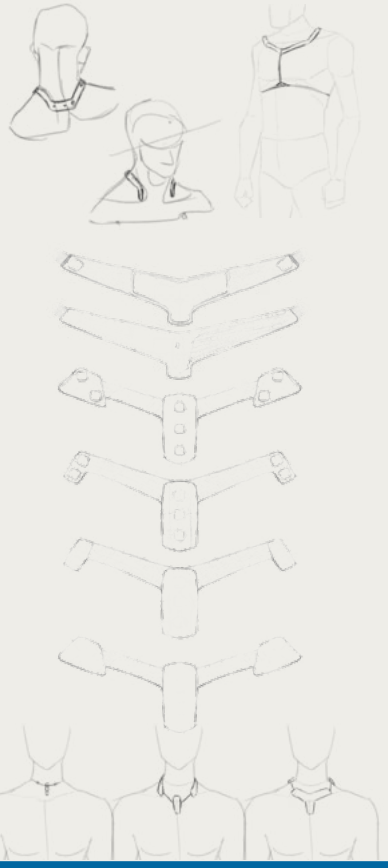
Farshad Saffari

The number of **tactile patterns** that human brain can handle and remember are **limited** to around **20**. According to different situations that this device could be used I have created two lists of patterns. Level 1 patterns have **higher priority** and need to be simpler and easier to learn. Level 2 patterns can use more abstract vibration patterns.

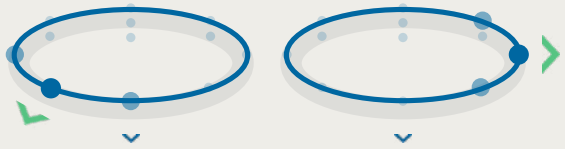
Information to provide

Level 1 Communication:
- Turn Left
- Turn 45° Left
- Turn Right
- Turn 45° Right
- Go Straight
- Turn Back
- Turn 45° Left Back
- Turn 45° Right Back
- Go Up
- Go Down
- Wrong Way
- Compass Mode

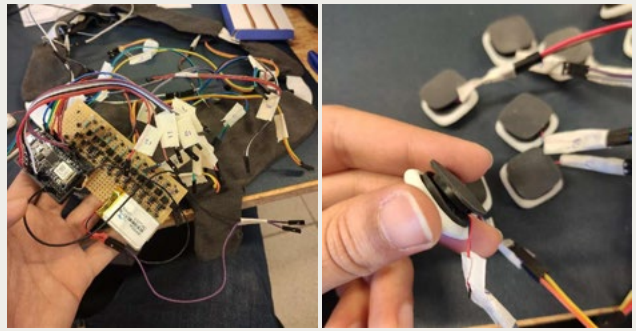
Level 2 Communication:
- Remaining Time
  - >20 min
  - 5<x<20 min
  - 5> min
- Continue
- Arrival
- Started
- On/Off
- Stop
- Low Battery
- Connected



8 motors every 45° as more motors doesn't improve the quality of navigation.
3 motors vibrate at the same time for simple navigation tasks to give the user differentiation points, and possibly to create haptic illusions of degrees between each 45 degrees.



Ideation

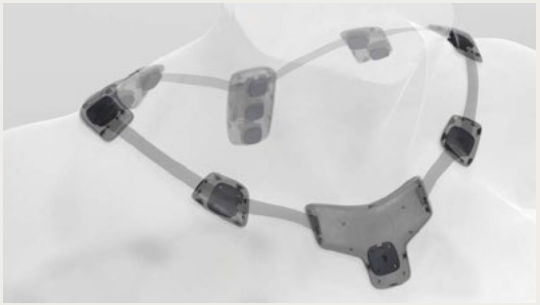


1st prototype, made of fabric, rigid resin 3D printed housings for motors, and flexible resin 3D printed to be in contact with body, have better grip and feels soft to touch.

Implementation

1st prototype's Weaknesses:

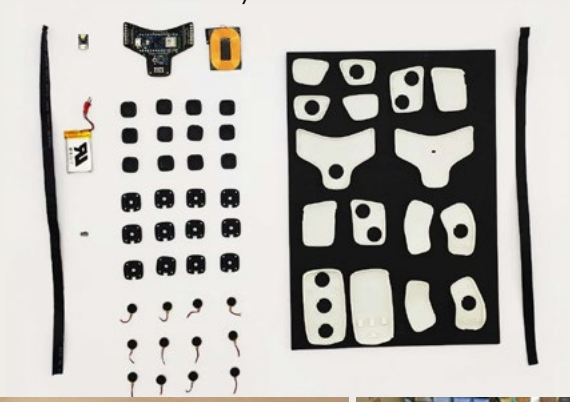
- Motors need support
- The product needs to be smaller
- Electronics need better ways to be implemented



2nd Prototype had to be:

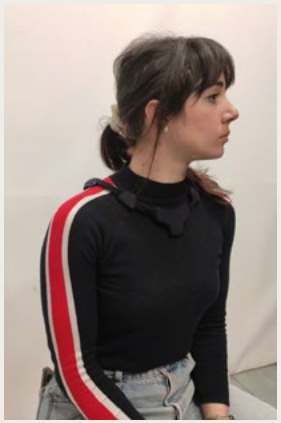
- Minimal
- Discreet
- Representing Urban Life
- Easy to use
- Comfortable

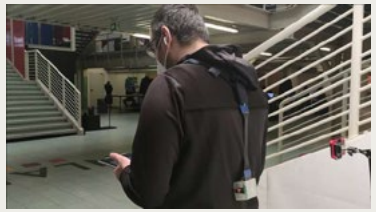
8 rigid parts that are connected with a flat cable and fabric. It contains 12 motors, 8 each 45 degrees and 4 more on the back to create a haptic display. Each motor has its own flexible mounting case with a pad to be in contact with the body.



I have used KiCad to design a custom PCB for it and mounted an Arduino Nano 33 BLE sense. With this model of Arduino, I could also get the directional information and relative position of the user, in addition it could give us the possibility to use the gesture sensor on it to control the device.

Implementation





Questions:

- I think that I would like to use this system. **3.33**/5
- The product is comfortable to wear for a short period of time. **2.67**/5
- The product is comfortable to wear for a long period of time. **4.67**/5
- The clues are easy to follow. **4.67**/5
- I would imagine that most people would learn to use this system very quickly. **4**/5

User test:

- 3 users
  - In campus
- 21 functions
  - 11 primary
  - 10 secondary
- 4 situation
  - Walking, sitting, navigation, single motor test

Correct readings

85%
Sample navigation
Consisting primary and secondary functions

64%
Identifying each single motor

79%(sitting) **82%(Walking)**

Primary Commands

- Front
- Right
- Right back
- Back
- Left Back
- Left
- Go Up
- Go Down
- Wrong Way

63%(Sitting) **60%(Walking)**

Secondary Commands

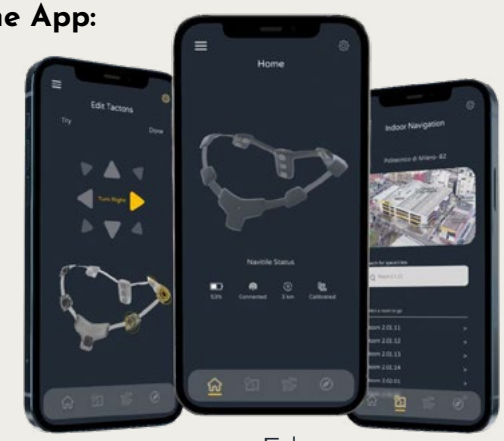
- Turned on
- Continue
- Stop
- Arrived
- Low Battery
- Started
- More than 20 minutes
- 5 to 20 minutes
- Less than 5 minutes

Lightweight fully functional prototype

125 gr

Implementation

Phone App:



- Training
- Select navigation mode
- Choosing destination
- Edit patterns
- Device statues
- Integration with other apps

Scale up opportunities

- Navigation
  - Navigation
  - Tourism
  - Urban Safety
- Fitness
  - Personal trainer
  - Adjusting training form
  - Fitness tracking
- Healthcare
  - Correct posture
  - Fall detection
  - Body balance
- Open-Source Platform
  - Makers & researchers
  - Materials to build
  - APIs

Further development

2021

nale.

New sanitization system for circular fashion

Farshad Saffari
Ana Maria Gonzalez
Gloria Diaz
Oriane Rainero
Sebastian Gonzalez

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What is Nale?

Nale system aims at changing the sanitization system in order to extend the lifetime of our garments and save resources and time for the consumer.

- Time Saving
- Better care for sustainability
- Necessary laundry only
- Water and Energy saving
- Money Saving
- Reduction of Toxic agents

My Contribiution:

Ideation • 3D Modeling (Rhino + Fusion 360) • Rendering • Drafting • Prototyping • UX/UI Design

Check out the descriptive video
https://youtu.be/2-39UY3Yfvs

Farshad Saffari

90% **60ltr** **6,7**

The need for this solution comes from the identification of the following big issue: the damage of garments and excessive resources consumption due to the overuse of washing machines.

Nale system aims at extending the time between each necessary laundry by tackling the two main problems:
stains and odours

With Nale you can prolong the time between Laundry washes to avoid overwashing while still feeling fresh, extending the lifetime of your clothes and helping the environment.

Design Challenge

1. Powder funnel
2. PRE powder
3. ST pills
4. DO pills
5. PRE Nale
6. Charging cable
7. ST station
8. DO Nale
9. ST Nale
10. ST pads
11. ST brushes

PRE. is a small portable and analogue product to pre-treat garments when stained and facilitate the posterior removal. Afterwards, at home, the S.T automatic stain remover can be used to take care of stains in around five minutes.

D.O. is a simple deodorizer based on electrolised water that will refresh and sanitize your clothes fast and comfortably.

All of the products are fed with efficient natural solutions to care for the environment and leave garments ready to be back in the closet or to be worn without needing to use the washing machine that often.

The full system is supported with an app that helps to correctly manage the products and makes the user aware of his/her impact.

The Nale System

D·O nale

Clothes freshener and deodorizer

Control Interface
ON/OFF Button
Electrolyzing Button

Design For Disassembly
Snapfit And Hidden Screws

Spraying button
Continuous press for spraying

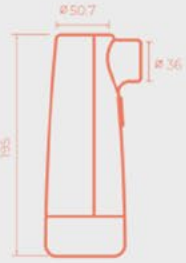
Easy Maintenance
Screwable Electrodes
Battery Access (USB-C Charge)

Electrolysis

Water + Salts + Electricity
Antimicrobial Solution With
Sanitizing Effect

D.O Nale

600 grams



Circular/Resistant Materials

Encasing
PHA

Electrolysis Module
Anode/Catode
Fe/Al

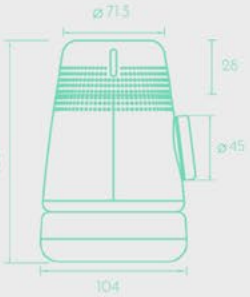
Solution Container
Recycled Clear
Polypropylene

D.O. is one of the most relevant products of the family since it will be used on a daily basis to refresh, sanitize and deodorize garments before putting them back into the wardrobe and being able to wear them for more occasions before washing them.
It is a completely safe product that quickly sanitizes and refresh your clothes spraying electrolyzed water, without needing to achieve high temperatures. It is divided into two parts, the body and the water deposit.
From the deposit, the electrodes, electrolyze the water and the pump drives it up the body to the spray nozzle.

D.O works with effervescent pills that are based on sodium chloride to create the hypochlorite sodium when electrolyzed. They come in a package of 90 pills, which in daily use basis means 3 months. Each of the deposit loads can be used for up to eight garments.

700 grams

Circular/Resistant Materials



Encasing
PHA

Brush
Bamboo

Lower Restrain System
& Solution Container
Recycled Clear
Polypropylene

S.T. nale mechanically and automatically gets rid of stains in about 3 minutes. It includes 4 different programs and pills and 3 different brushes to adapt to garments in the best way.

It has two deposits, one to add the pill and prepare the cleaning solution and one for rinsing water.
On the bottom, the brushes can be attached and replaced to eliminate the stain by an eccentric rotation without damaging the fabric. It also includes a Restraint System to hold clothes in place centering the stain and collect the water released.

The interface provides setup instructions and allows to easily select the program using the rotational knob.

The product works with thanks to the solenoid valve that will open the solution or rinsing deposit depending on the process step, the pump will drive the water to be sprayed and the motor will turn the brush.

S·T nale.

Clothes Stain Remover

Charging System

Assembly System

S.T Nale

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PRE·nale

On-the-go Stain Remover

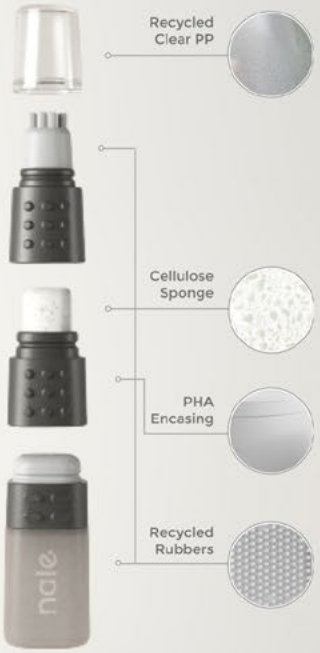
The first step to remove a stain is to pre-treat them on the moment they happen to facilitate the cleaning later. That is the purpose of PRE, a simple, analog, and portable product.
The products uses removable joints such as twist bottle necks, annular snap fits and tight fits that make it easy to disassemble and replace its components, and drive the user through the pre-treatment process.
The solution in this case is sodium bicarbonate based powder, to facilitate the filling and mixing with water due to the small size of the product.

3-PART PROCESS

Brush
Remover Debris/ Crust From Stains

Absorb
Reduce Excess Fluid And Help Dry

Clean
Release Cleaning Solution



PRE. Nale

LESS POLUTANTS **LESS RESOURCES**

47,99%	47,75%	46,72%	47,70%
Microplastic	Detergents	Energy	Water
4727771	886 T	25855 MW	4432 ML
Millions of particles			

1 399 080
single-person households
will save
48%
of washing resources

We have compared the S.T and D.O performance with a general washing machine cycle to see the impact it can have if the 15% (early adopters) of people who live alone in italy uses Nale. D.O is using less than 2% than a washing machine. We would not be releasing any microplastics and we would be reducing the detergent use and time to less than half.

Impact

APP·nale

Connecting the system

Connectivity

Nale APP

APP Nale

An important point on the system is the Nale App. It was created with the following key points and goals in mind:

Establishing a connection between the user and the products in order to make them aware of the impact they can have by changing their cleaning habits.

Gathering information about the cleaning and sanitization habits to provide it to third parties.

Providing access to all the information about the products in order to solve all the possible questions or issues and ensure the correct use of them.

Facilitate the purchase of the devices, the maintenance, and the hiring of subscription models to increase the revenue and make the system use smooth.

Encourage the relationship between the users creating a user community where to exchange information and experiences about the system.

Give access to complementary information about sustainability and clothes care aiming to raise curiosity and awareness.

To make the user aware of his/her impact and encourage the use of Nale we have set an achievement/reward system. By using the products, you can see the resources you saved compared to a washing machine, the things you could achieve with that savings, like lighting up your room for a week, and receive discounts and promotions when accomplishing the achievements.

2020

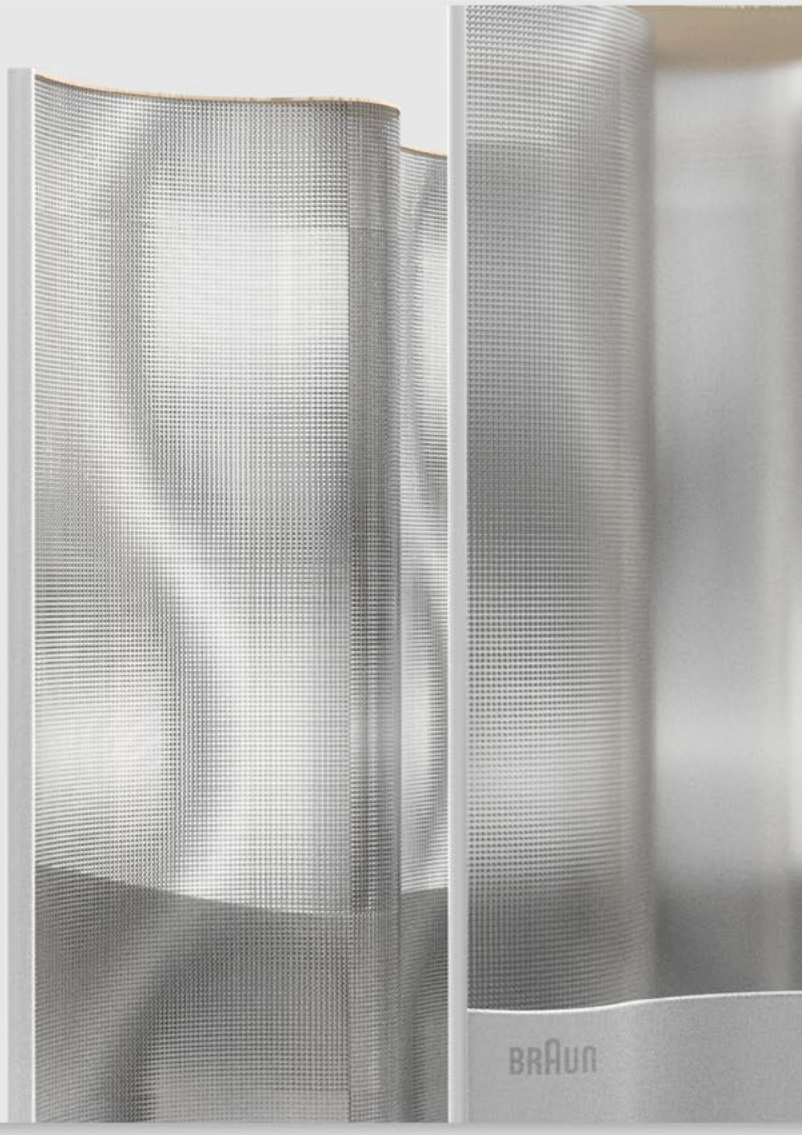
Breeze

Refresher in Public Spaces

Farshad Saffari
Alessandro Fasano
Caterina Castelioni
Hannah Roche

BREEZE

Find your freshness.



DēLonghi Group

BRAUN

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What is Breeze?

Breeze is a walk-through device which can be installed in different public spaces like airports and shopping malls, to let the people who pass through it feel a refreshing breeze on their skin and feeling ready to continue their day.

Touch a gentle breeze

Smell clean cotton sheets

Color smart glass will give users privacy

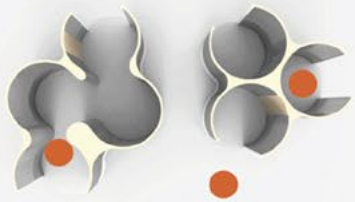
Sound of a gentle wind in the forest

My Contribiution:

Ideation • 3D Modeling (Rhino + Grasshopper) • Rendering

Design for wellbeing starts with understanding the positive experiences in personas life and selecting one of them and deepen our understanding of it and extracting the meaning of the positive experience. Then we recognize the persona's psychological needs and find out the materials and skills which engage in this experience.

Design for Wellbeing



User can **walk through** the installation or take some time to experience the breeze **standing** on a single module.
Through this **gesture** they be encouraged to take time to rest and be **energized**.

Electrochromic glasses are **transparent** when no one is inside.
With integrated sensors glasses become **opaque** as the user passes through the device.

User can choose the **airflow level** and positioning as well as the combination of **sound** and **fragrance.**

User Journey and Experience

Double layer with holes in glass forces the air and creates the path

Fans are hidden on the lower part to create indirect ventilation

Diffuser spread a comfortable fragrance
Speakers dip the user into a memorable soundscape

Components

Creating **valuable partnerships** with brands in order to further the Breeze experience and audience

Customization

For the future implementation of this positive feeling of freshness and cleanness, we can envision Breeze integrated into different buildings structures and in autonomous cars to:

Seamless choice of combined sensations

Possibility to **share** the experience with other users

Cleanness and **sanitizing** purpose

Future Scenario

2019

WAW

5G Well-being Monitor

Farshad Saffari
Ilaria Tarozzi
Fabrizio Tropea

vodafone

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WAW

Wellness at Work

What is WAW?

WAW is a service to let people be healthier in all workplaces, which has a 5G connected device to monitor their well-being. This project developed during the Vodafone 5G Challenge for Smart City and Smart Campus in 2019. The aim of this hackathon was exploring the design potential of the 5G network.

5G
Smart 5G connected product service

Productivity
Improve work experience and productivity

Well-being
Physical and mental wellness

Satisfaction
Improve personal satisfaction and efficiency

My Contribiution:
Ideation • 3D Modeling (Rhino + Grasshopper) • Rendering • Programming (Python + C++)(RaspberryPi + Arduino)

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Standby

Bad Posture
Image Processing and Machine Learning

Break Reminder

Noise Level

Light Level and Temperature

Functions

Wellness overview | Posture | Homepage | Workspace finder | Private profile

01. The employee goes to work

02. He searches a free desk, suited to his needs

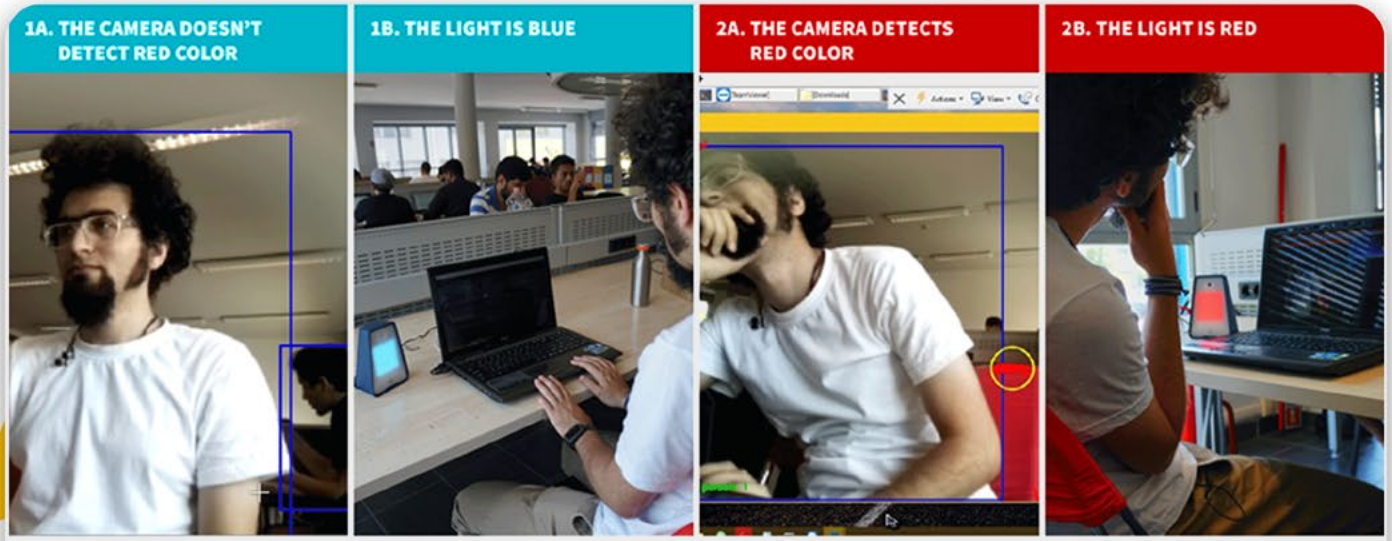
03. He turns on WAW, connects his APP and starts the work session

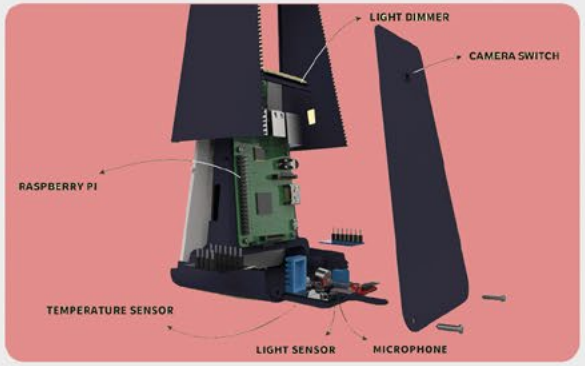
04. He can see his data collected in the APP at the end of the session

In the meanwhile, the company can see the average data collected by all the devices, useful to avoid wasting energy and to guarantee the employees wellness.

Mobile App and User Journey

Farshad Saffari





For prototype and testing the idea we used a RaspberryPi and Image Processing with Python to recognize a color behind user as sign of bad posture.

Prototype and Architecture

Photoshoot

2020

Washi

A Companion for Better Hygine

Farshad Saffari
Ana Maria Gonzalez

washi

What is Washi?

A friendly companion that prompts behavioral change and allows the whole family to build better hygiene and water usage habits.

Hand hashing is said to be the #1 tip for pre venting the spread of virus and bacteria. While this seems like a simple activity, it is usually not done properly and for the right time to make it effective, in fact according to studies about 97% of people wash their hands incorrectly.

With a friendly display and customizable covers, it is a product that adjusts to both adults and children. Its technical simplicity gives it potential to be used in homes and public places like schools as a hygiene educational tool.

To provide a solution to this situation we crea ted Washi, a waterproof attachable device that helps people build hand hygiene and water saving habits by using nudge techniques that induce be havioral change, Washi works by using proximity sensors, time tracking, and easy to understand visual cues and feedback.

My Contribiution:
Ideation • 3d Modeling (Blender) • Rendering

Check out the descriptive video
https://vimeo.com/425287137

Farshad Saffari

2016

PinTheTime

Planner Clock

Farshad Saffari
Zahra Ghiasi
Hossein Farsi

A'DESIGN AWARD
WINNER 2020
IRON

Design Grade Lab

What is PinTheTime?

We do not look at the clock just to know the time; by looking at a clock we review the tasks that we have to do in a day at specific times in a day. All of us had experience of using a piece of paper to write down the obligations we have to do in a day, but many times we fail to do all of them; moreover, we forget to do them. It is a soft round clock covered with felt, with the use of pins and paper you can pin your tasks on it on the desired time of day. With PinTheTime you will never miss an appointment or task to be done again.

Analog not Digital

Using analog methods to reduce distraction with digital devices.

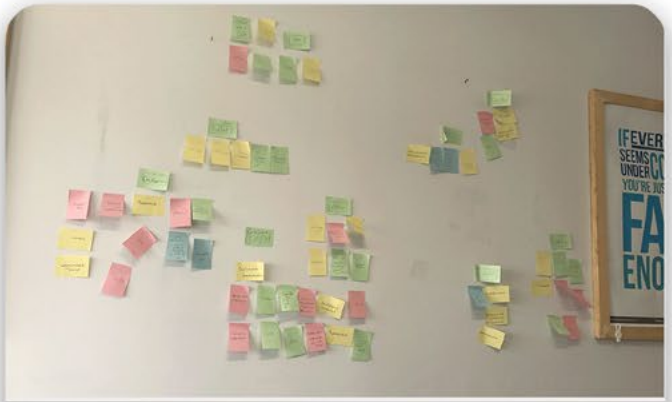
Planning

Having a plan and knowing what is your next task today makes you confident.

My Contribiution:

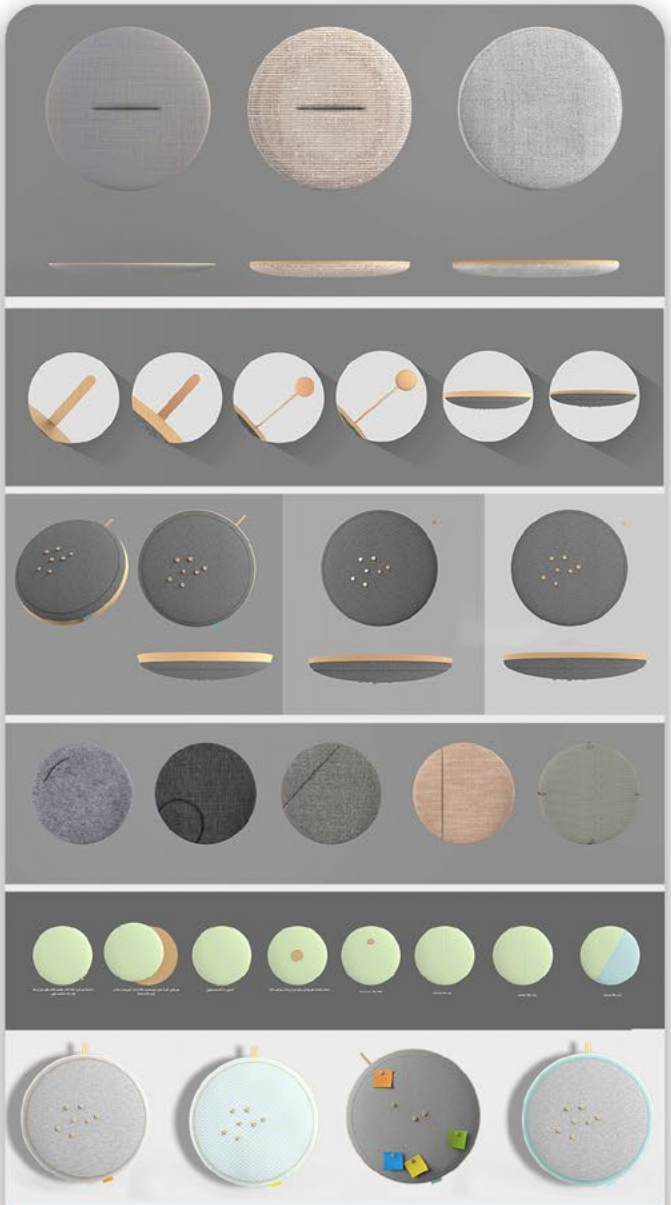
Trend Research • Ideation • Mechanical Design • Prototype

Farshad Saffari



PinTheTime developed through trend haunting and market researches to be presented in galleries. We tried to approach the meaning of time and the feeling about time and hours more than the number that we just read and we look through the meaning behind time and to-do lists.

Ideation



Development

Prototype and Feedback

2018

NoGoMo

Personal Development AI Enabled SCP

Farshad Saffari

دانشگاه هنر اصفهان
Isfahan University of Art

What is NoGoMo?

NoGoMo is about to help students to learn better and more, help them to plan their life and reach their goals and help them to be motivated and concentrated on the tasks they are about to do. It is designed after various iterations. About 40 different students participated in participatory design sessions, interviews, brain type tests and voted for the best ideas.

Knowldege

Keep track of what you learn and yourself up to date with NoGoMo's suggestions and training. Tell, type, or select what you learned to NoGoMo to let him know more about your knowledge.

Goal

Set goals, and with the help of AI understand what the steps are you should take to reach your short term and long-term goals. Moreover, schedule your life based on your skills and the future you want to have.

Mood

By taking advantage of IoT, we can enhance the user's learning experience and also break time. NoGoMo can optimize the environment according to the user's mood to help him achieve the most he can.

My Contribiution:

Reasearch • Interview • Ideation • 3D Modeling • Rendering • UX and UI • Team Managment

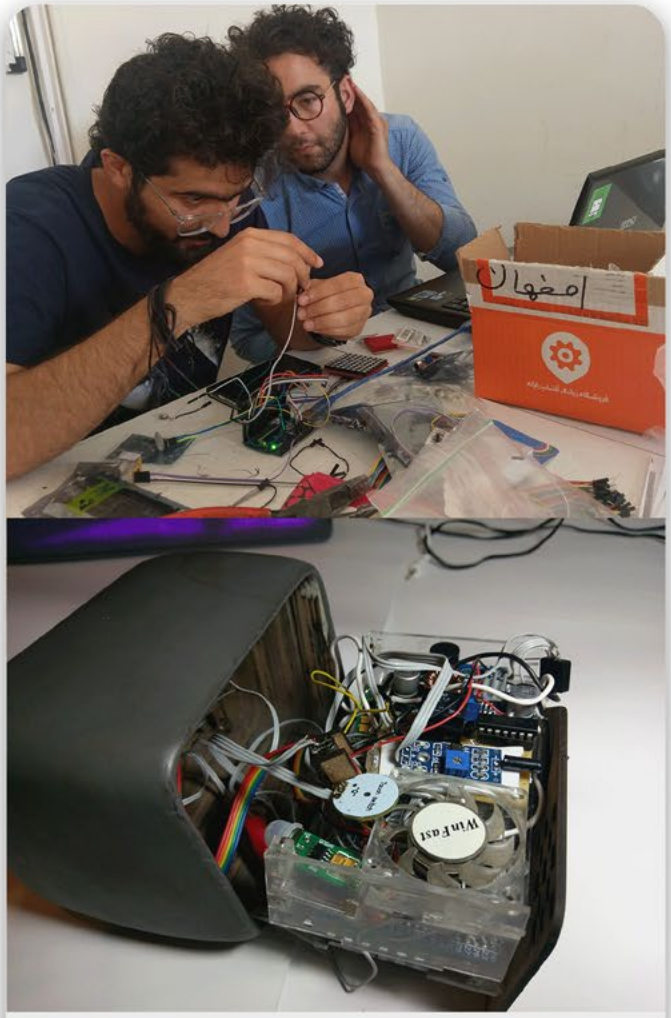
Modules and Interactons

NoGoMo integrates different services with its services and creates a system for better learning. It gets info from the users by speech, type and selecting predefined info, user can shake the Wuddy to learn new things, or press Wuddy if he is tired, or caress it to input new learning or ask questions with speech. With using different AI technologies NoGoMo can keep track of user's learning and the sources and also come up with training and suggestion to help the user to improve skills over time. More than that create the best environment for learning for each user.

Workflow

Farshad Saffari

Participatory Design



MYCROFT AI Raspberry Pi ARDUINO

Prototype

Some functions of NoGoMo has been prototyped and evaluated. As the user sits in front of NoGoMo it senses him and starts learning session with a smile. With this smile, the user feels more concentrated on his work, because of feeling observation. The user can also ask questions about different topics and it gives audio feedback. It could sense touch, vibration, and pressure and give vibration feedbacks too.

Test

2019

Exerity

Workout Tool for Space

Farshad Saffari
Edward Rossi
Caterina Castelioni
Greta Vergani
Alberto Pezzeti
Victoria Emond
Erin Lee

FIT State University of New York
esa
POLITECNICO MILANO 1863

What is Exerity?

Exerity is an exercise tool for astronauts to help them to improve blood circulation in their body by stretching and massage.

Inspiration is space, but it can also be used on earth for rehabilitation, gentle exercise, and fitness tool.

3D Printing
Possibility to print one's 3d object directly in ISS.

Materials
Free choice of the material to allow total customization on the space object

Dimensioning
Designed to adapt to the user's ergonomic dimensions perfectly

Level Training
Diversity in elastic band resistance to

My Contribiution:
Research • Ideation • 3D Modeling (Rhino + Grasshopper) • Rendering

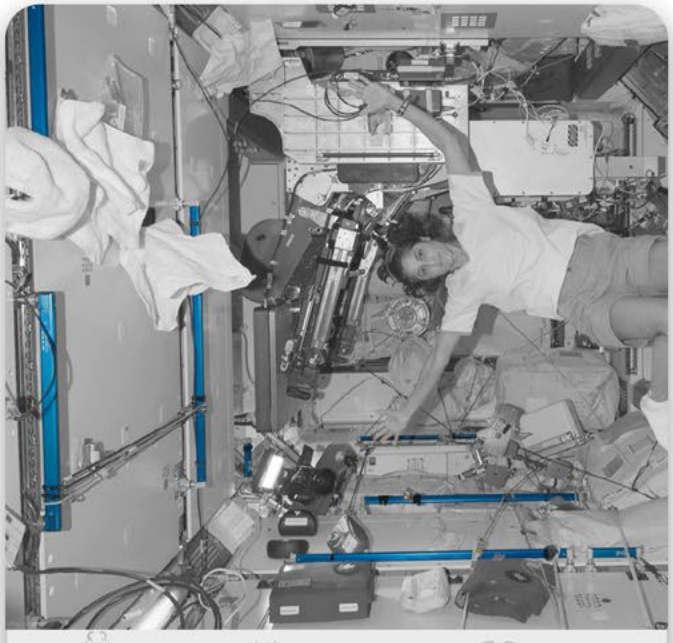
Farshad Saffari

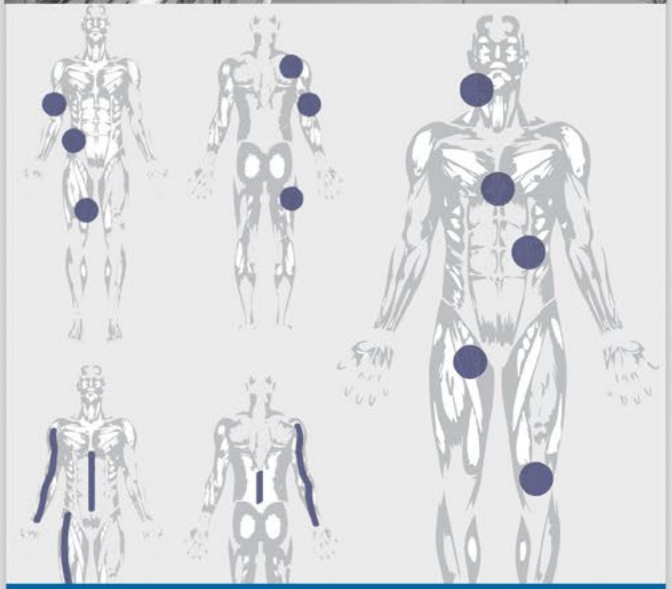
Vision

A shift of meaning for understanding sport in ISS context: from mandatory activity to flexible and enjoyable exercises, adding more possibilities to use.

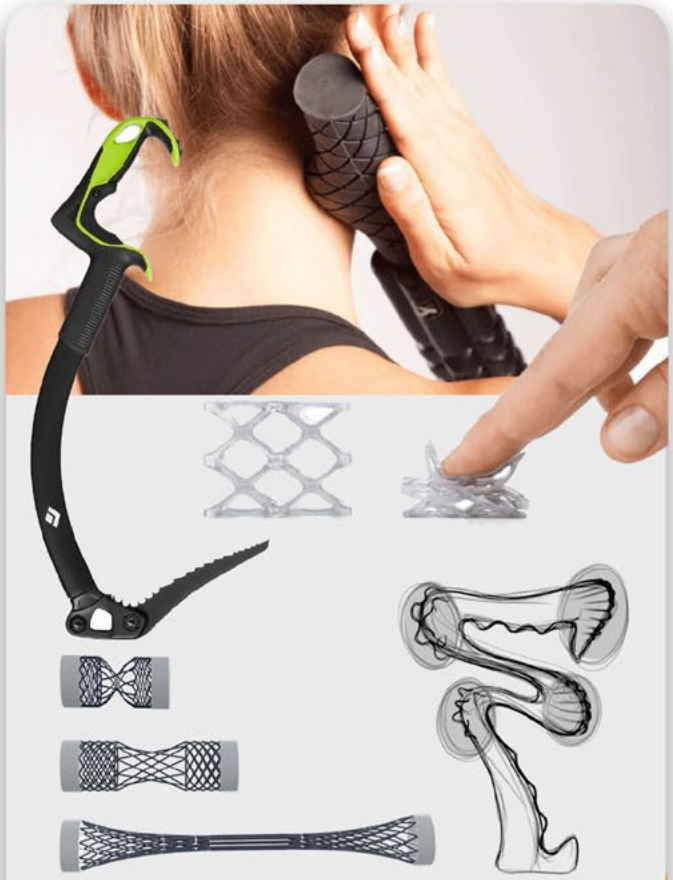
Mission

A solution carefully designed to add variety and pleasure to training sessions in the ISS by focusing the muscles in a different way than the usual one and adding a relaxing meaning.





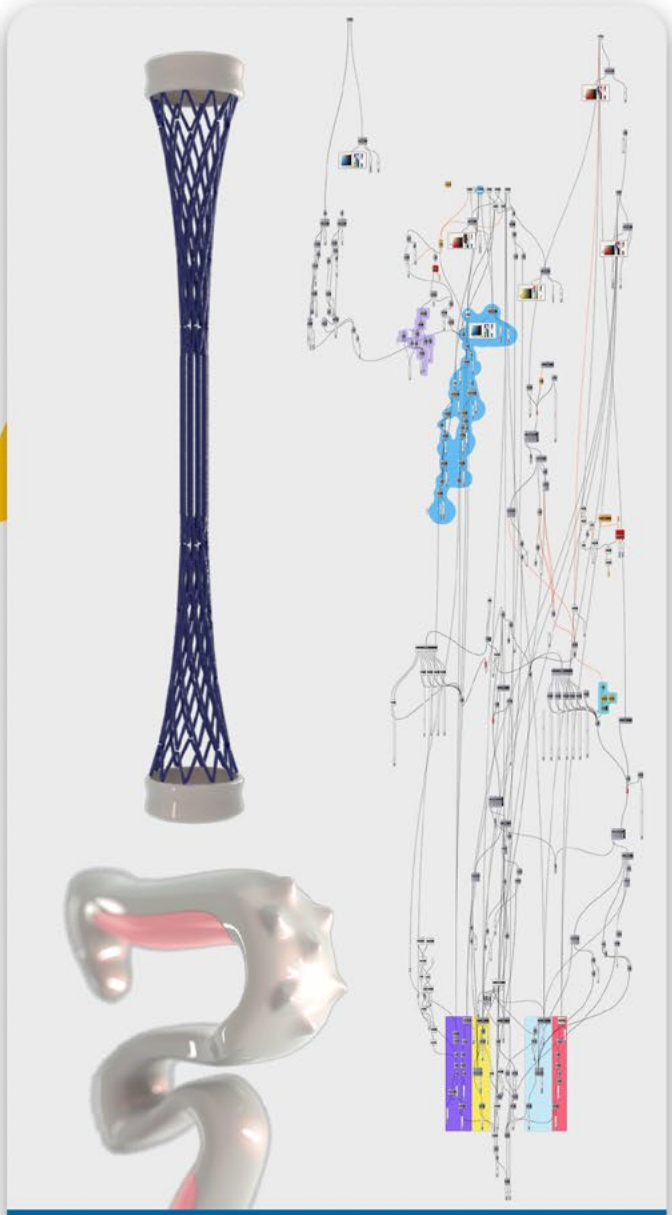
Analysis



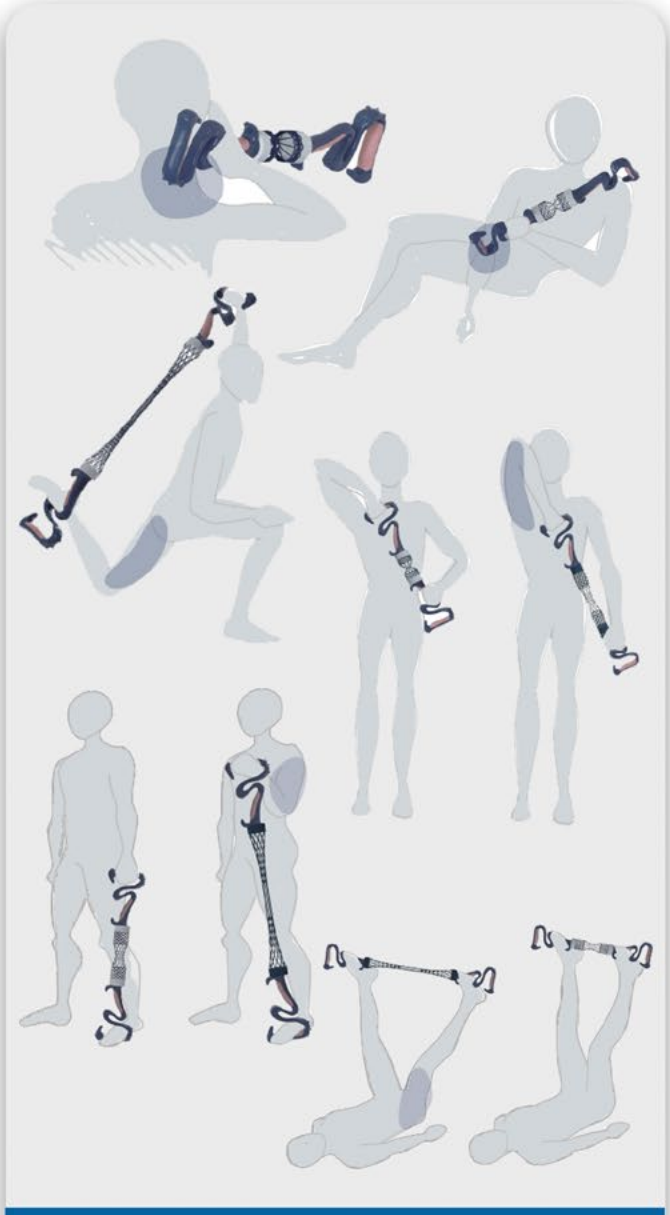
Exerity has some **bumps** which enhance the massage experience.
Hook shape Exerity gives it the ability to hold on bars in the space agency.
Inspired by the **auxetic structure**, we designed a shape composed of several filaments that enable the product to be twisted and extended.

Inspiration & Idea

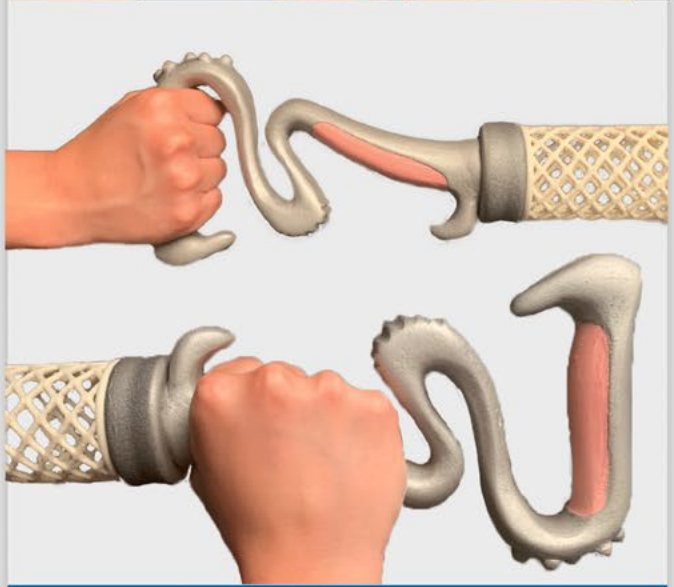
Farshad Saffari



3D Model



Implimentation



Photoshoot

2020

Blobby One

Soft and Minimal Clockface for Fitbit smart wtatches

Farshad Saffari

My Contribiution:
UI Design • Coding (Javascript, CSS)

Thank You

For more projects and to read about my design journey
please visit my website

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