

FRANCESCA FOGLIENI

DESIGN RESEARCHER

SERVICE DESIGN CONSULTANT & LECTURER

CONTACT

✉ francesca.foglieni@polimi.it

📍 Bergamo, Italy

EDUCATION

PHD IN DESIGN

Politecnico di Milano
2013 - 2016

VISITING RESEARCHER

Linköping University
Linköping, Sweden
2014 - 2015

MASTER DEGREE

IN SERVICE DESIGN

Politecnico di Milano
2008 - 2011

ERASMUS PROGRAMME

Universidade Tecnica de Lisboa
Lisbon, Portugal
2009

BACHELOR DEGREE

IN PRODUCT DESIGN

Politecnico di Milano
2006 - 2008

RESEARCH

RESEARCH FELLOW | Design Department | Politecnico di Milano |

2015 - Present

I work as project manager on research projects and initiatives that apply the service design approach and that involve a service evaluation component.

- **BitRide Bike Sharing (2016-2018)**, an H2020 SME's instrument project aimed at developing a free-floating bike sharing service powered by Zehus All-In-One technology.
- **MI-Generation Lab (2016-2017)**, an initiative promoted by Comune di Milano within the Youth Policy Plan with the purpose of developing and evaluating the impact of transversal training initiatives that can help young adults in the search for a job.

My role is to define the research and evaluation strategy, to structure and manage design activities, to coordinate human and economic resources, to participate at meetings and dissemination events, to elaborate contents and results to be delivered.

I collaborate to Departmental projects and initiatives aimed at spreading the service design and evaluation culture at local level:

- **ServDes 2018**, the most important academic appointment entirely dedicated to service design. Politecnico di Milano will host the 6th edition of the conference, under the title "Proof of concept";
- **FARB - Design for the co-production of mental health services (2016-2017)**, a research project in collaboration with Spedali Civili di Brescia, aimed at evaluating and improving their service offering in a co-production perspective and introducing service design methods and tools.

As research fellow I am also in charge of **developing research and project proposals** in response to funded opportunities (European and national), writing contributions for **scientific publications**, and participating at **academic conferences and initiatives worldwide**.

VISITING RESEARCHER | Dept. of Computer and Information Science |

Linköping University - Sweden | November 2014 - March 2015

I worked on developing a framework for service evaluation within the service design approach as part of my PhD research, focusing on collecting experiences on the field. I also collaborated in structuring a proposal for one of the Horizon 2020 research programmes.

EXPERTISE

DESIGN RESEARCH

ACTION RESEARCH

ETHNOGRAPHIC RESEARCH

SERVICE DESIGN

DESIGN THINKING

QUALITATIVE EVALUATION

WORKSHOP FACILITATION

GRAPHIC

LANGUAGES

ITALIAN



ENGLISH



PORTUGUES



FRENCH

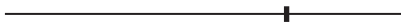


SOFTWARES

ADOBE (AI-IN-PS-AE-PR)



OFFICE



WORDPRESS



DESIGN EXPERIENCE

SERVICE DESIGN CONSULTANT | POLI.design | 2013-present

• Client | Poste Italiane

I developed a co-design workshop for the service users of Poste Italiane in Rome, aimed at identifying emerging needs and new solutions related to personal finance management. My role as project manager, besides resources coordination, consisted of developing ad hoc tools to be used during the workshop, facilitate the workshop and elaborate the results obtained in a report to be presented to the client.

• Client | Leftloft - EICMA Fiera del Ciclo e Motociclo

I structured and conducted a field research for EICMA 2016, in collaboration with Leftloft - Communication Agency. The purpose of the research was to understand the current EICMA experience in order to identify improvement opportunities. My role as project manager, besides resources coordination, consisted of developing ad hoc tools for the field observation, conduct the field observation and elaborate results obtained in a report to be presented to the client.

• Client | Futurebrand - MSC Crociere

I was commissioned by Futurebrand - Communication agency to conduct research activities aimed at exploring the cruise experience of MSC users. These activities included the design of research tools, field research and data interpretation with the purpose of proposing service design solutions.

• Client | Confcommercio Pistoia

I conducted research activities and developed two service design projects aimed at the improvement of the services offered by firms operating in the tourism sector. These activities were also supported by training activities to firms involved on the service design approach.

SERVICE & COMMUNICATION DESIGNER | Luoghi Di Relazione | 2009-2012

I was in charge of design, organization and production of all the events and initiatives promoted by the association, mainly focussing on digital user experience. I also worked on communication projects for several clients, both on traditional and digital channels and I realised several videos and animations for promotional or documentary purposes.

PUBLICATIONS

FOGLIENI, F., VILLARI, B., MAFFEI, S., 2017. *Designing better services. A strategic approach from design to evaluation*. PoliMI SpringerBriefs.

SANGIORGI, D., CARRERA, M., FOGLIENI, F., LUCCHI, F., 2017. *Designing for Co-production: The case of developing a Recovery approach in a mental healthcare service*. In: Refocus on Recovery 2017. Nottingham, 18-20 September 2017.

FOGLIENI, F., HOLMLID, S., 2017. *Determining service value. Exploring the link between value creation and service evaluation*. Journal of Service Science, 9:74-90.

FOGLIENI, F., HOLMLID, S., 2015. *Determining value dimensions for an all-encompassing Service Evaluation*. In: The 2015 Naples Forum on Service. Naples, 3-6 June 2015.

FOGLIENI, F., VILLARI, B., 2015. *Toward a Service Evaluation Culture. A contemporary issue for Service Design*. In: Politecnico di Milano. Cumulus Summer Conference. Milan, 3-6 June 2015.

FOGLIENI, F., MAFFEI, S., VILLARI, B., 2014. *A research framework for service evaluation*. In: Imagination Lancaster, ServDes2014, Service Design and Innovation Conference. Lancaster, 9-11 April 2014.

FOGLIENI, F., MAFFEI, S., VILLARI, B., 2013. *Evaluation by design for public services. Exploring the need of a culture of service assessment*. Design Research Journal, June Issue. Stockholm: SVID.

FOGLIENI, F., MAFFEI, S., VILLARI, B., 2013. *Evaluating services. An exploratory approach beyond Service Design*. In: University of Cambridge, 2nd Cambridge Academic Design Management Conference. Cambridge, 4-5 September 2013. Cambridge: Design Management Group.

DIDACTICS

**ADJUNCT PROFESSOR | School of Design | Politecnico di Milano |
Final Synthesis Lab - Bachelor of Science in Interior Design | 2017-2018**

PROJECT MANAGER AND LECTURER | POLI.design | 2012-present

• **Specializing Master in Service Design**

I am project manager, didactic coordinator and lecturer at the Master since the launch of its first edition in 2012. My tasks include developing the didactic program, coordinating the faculty and communication/promotion activities. I am also responsible for the process of internship selection and supervisor of the additional training activities.

• **Higher Education Course in Service Design for Business**

I am coordinating didactics, faculty and communication/promotion of the course since the launch of its first edition in 2015. I am also the lecturer in charge for the didactic module on service design culture and innovation.

• **Service Design courses for companies**

I have been in charge for organizing one-week training courses on service design tools and practice for companies such as Deloitte Digital and ActionAid. I also intervened as lecturer and tutor, supervising the project works developed during the course.

**TEACHING ASSISTANT | School of Design | Politecnico di Milano |
Master of Science in Product-Service System Design | 2012-2017**

- 2016/2017 - Service Design Factory for cultural services
- 2015/2016 - Service Design Factory for extreme change
- 2016 - Theoretical Course on Networks & Services
- 2013/2014 - Service Design Factory for urban development
- 2012/2013 - Service Design Factory for urban development