

SELECTED CASES

FIVE LXD CASES ACROSS SYSTEMS, PRODUCTS AND ENGAGEMENT

FCA CUSTOMER XP PLATFORM

From a non-adopted system to a usable, language-independent learning model.

[click to explore](#)

JEEP WRANGLER & RENEGADE 4XE

Technical launch training without a physical vehicle, enabled by scalable interactive 3D.

[click to explore](#)

ALFA ROMEO GIULIETTA GAMIFICATION

Sustaining attention on low-novelty content through exploration and game mechanics.

[click to explore](#)

FIAT TOPOLINO

Making a technically limited product desirable through target understanding and lifestyle positioning.

[click to explore](#)

CITRÖEN HOLIDAY CAMPERVAN

Turning a complex product offer into clear dealer communication across use cases and value drivers.

[click to explore](#)



FCA CUSTOMER XP PLATFORM

FROM A NON-ADOPTED SYSTEM TO A USABLE LEARNING MODEL



Problem

A complex Customer Experience platform, introduced to improve satisfaction KPIs, failed to reach adoption despite significant investment.

- Real customer data could not be anonymized
- Localized platform versions were not available
- The User Interface was difficult to navigate
- Sales users needed to adopt it anyway

My solution

I redesigned the system as a simplified and abstracted learning model, translating the platform into a clear, navigable structure independent from the original interface.

- Abstracted the platform into visual, language-independent models
- Removed dependency on real data and interface constraints
- Rebuilt navigation logic to make user interaction clear and usable
- Enabled scalable deployment across multiple markets

What it enabled

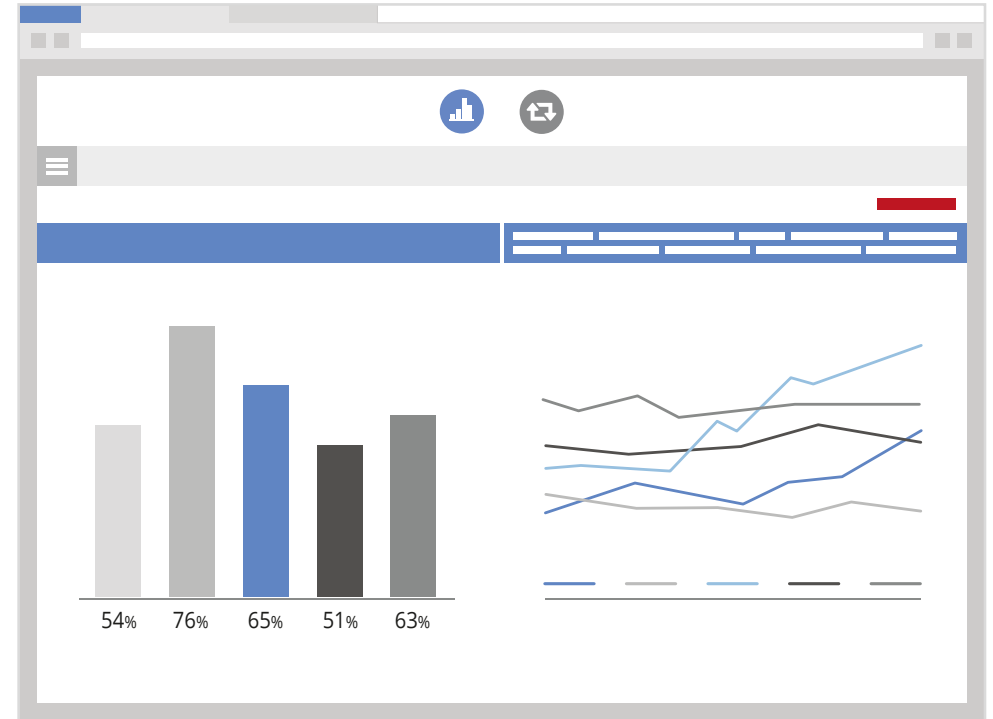
Enabled **adoption** of a previously unused platform by making **consultation flows understandable** and **hidden data discoverable**, while **reducing client effort, localization time and production costs** through a language-independent visual model.

FROM UNUSABLE INTERFACE TO CLEAR LEARNING MODEL

FROM REAL CUSTOMER DATA AND POOR READABILITY
 IN DENSE, INACCESSIBLE SCREENS...



...LANGUAGE INDEPENDENT, GDPR SAFE, CLEAR SCREENSHOTS
 TO LEARN – NO NEED FOR LOCALIZATION REDESIGN



MAKING NAVIGATION EXPLICIT AND USABLE

SURF & EXPORT: MAIN LINKS & BUTTONS TO NAVIGATE

Customer Experience Programme | FCA

Once you access a survey, you will find some buttons and links to navigate, which are the same for all surveys (and all dashboards within each survey).



MAKING HIDDEN DATA DISCOVERABLE

USERS DID NOT KNOW WHERE TO CLICK, DESPITE RELEVANT DATA BEING AVAILABLE IN NESTED LAYERS.

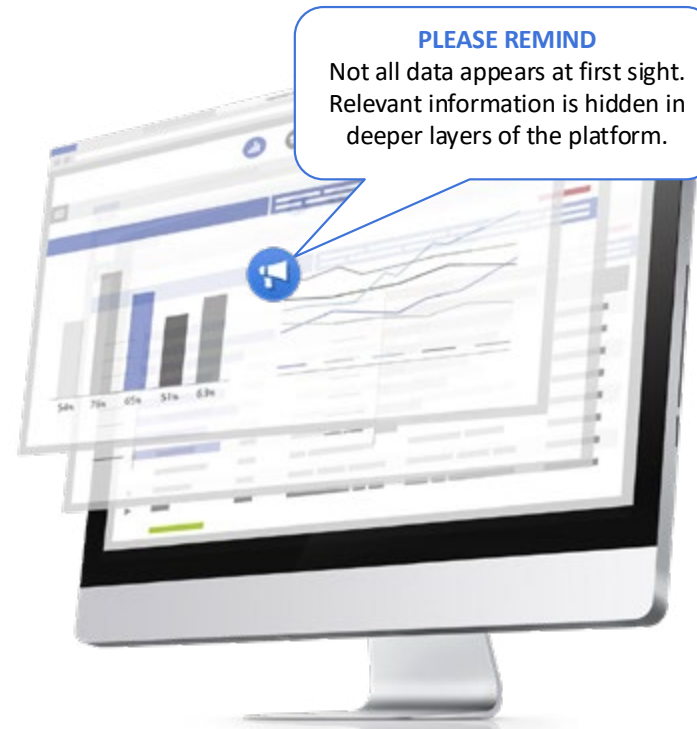
ANALYZE: DRILL DOWN INFORMATION

Customer Experience Programme | FCA

Important to know: the new web tool has been designed to hold data with a layered approach.

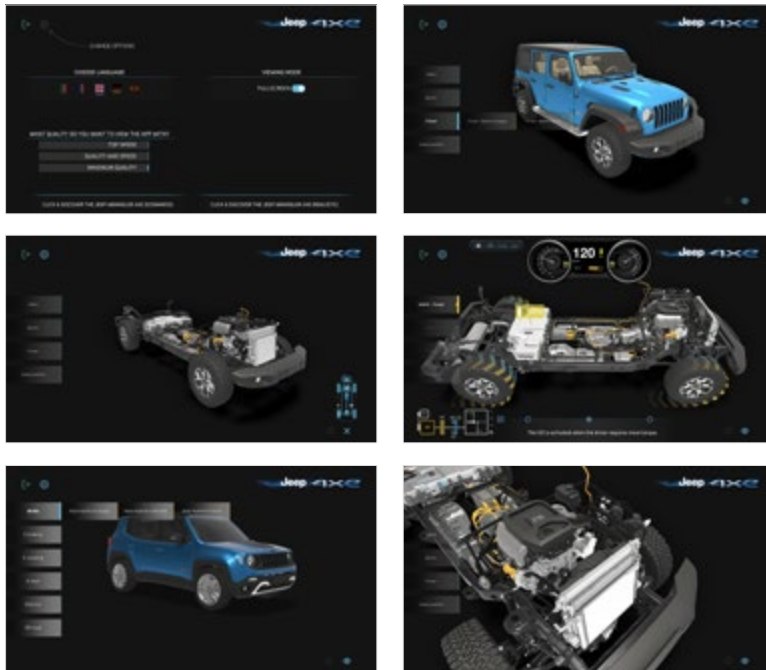
Within each dashboard you can access to a higher level of detail simply by clicking the single items you want to deepen: graphs bars, numbers, line points on graphs, table cells and so on.

Let's make an example. To access the list of interviews which contribute to the calculation of a specific score, just click the number and the list of single interviews will be loaded.



JEEP WRANGLER & RENEGADE 4XE

3D-DRIVEN LEARNING EXPERIENCE FOR ELECTRIFIED VEHICLE LAUNCH



Problem

Jeep's first electrified 4x4 models had to be introduced across Europe, with limited technical information, no physical vehicle available, and a customer perception still to be built around electrification.

- Limited and fragmented technical information
- No physical vehicle available for training
- Customer perception of electrified Jeep technology still to be built
- COVID lockdown: no in-person training possible

My solution

I identified and coordinated a specialized 3D research boutique able to transform full mechanical development data into a visually clear, technically accurate and lightweight interactive model.

- Scouted a rare supplier combining mechanical 3D expertise and high-end visual design
- Enabled direct alignment between 3D specialists and vehicle engineers
- Designed the branded interface and guided interaction flow
- Supported iPad-based delivery instead of workstation-only access
- Coordinated multi-language deployment across European markets

What it enabled

Enabled **technical understanding and launch training without a physical vehicle**, turning a failed 3D training challenge into a **scalable interactive experience** through **specialized supplier scouting and coordination**.

A COMPLETE VEHICLE MODEL, READY TO EXPLORE

A HIGH-FIDELITY 3D MODEL ENABLING REAL-TIME EXPLORATION WITHOUT A PHYSICAL VEHICLE.



MAKING INVISIBLE SYSTEMS VISIBLE

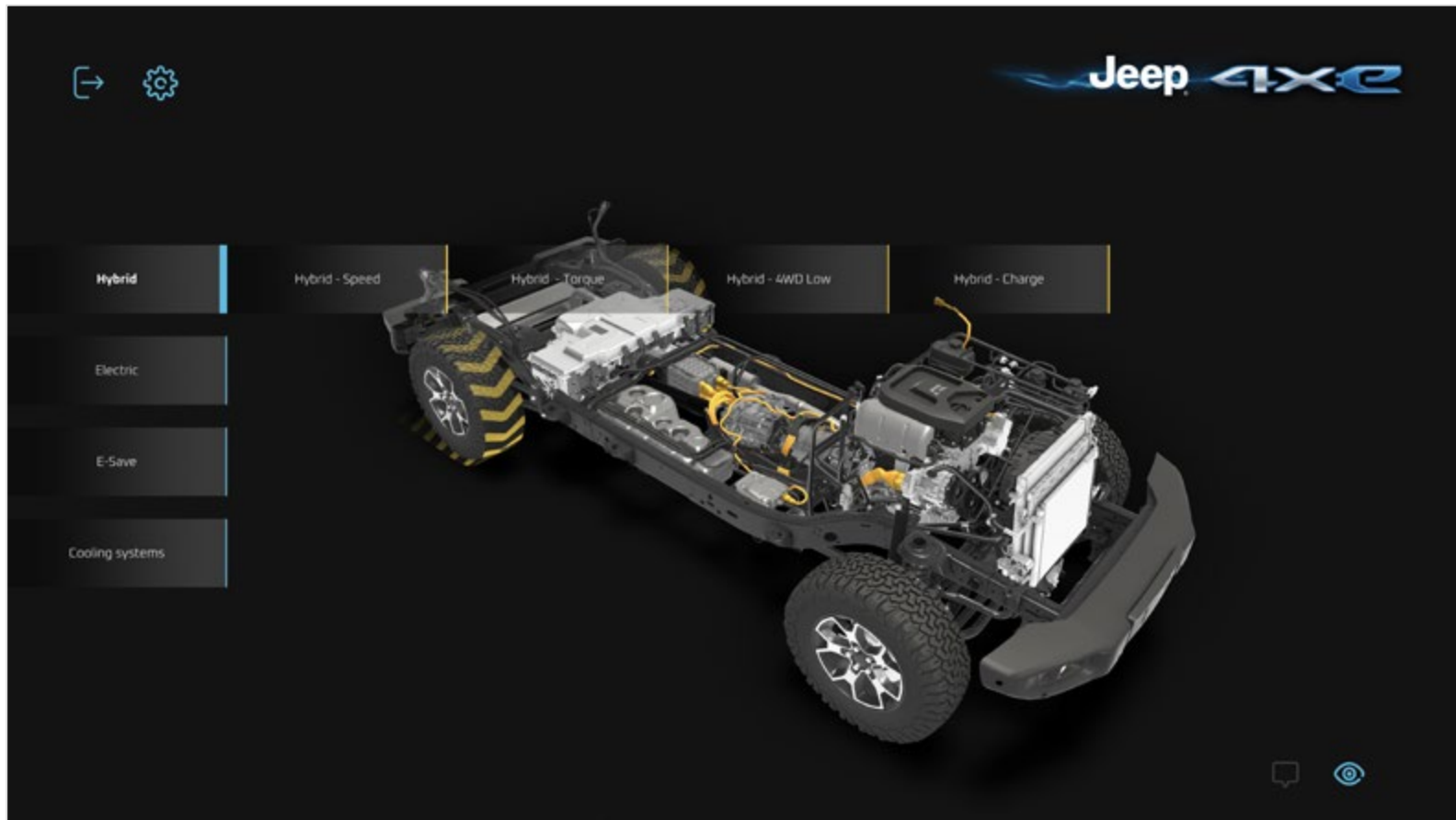
THERMAL AND ENERGY BEHAVIORS VISUALIZED IN REAL TIME, WITH INTERACTIVE LAYERS TO SIMPLIFY COMPLEX SYSTEM READING.



CLICKABLE LAYERS ALLOW USERS TO SHOW OR HIDE COMPONENTS, FOCUSING ON SPECIFIC SYSTEMS WHEN NEEDED.

UNDERSTANDING SYSTEM BEHAVIOR THROUGH SCENARIOS

DIFFERENT DRIVING MODES DYNAMICALLY CHANGE THE VEHICLE'S CONFIGURATION AND PERFORMANCE.



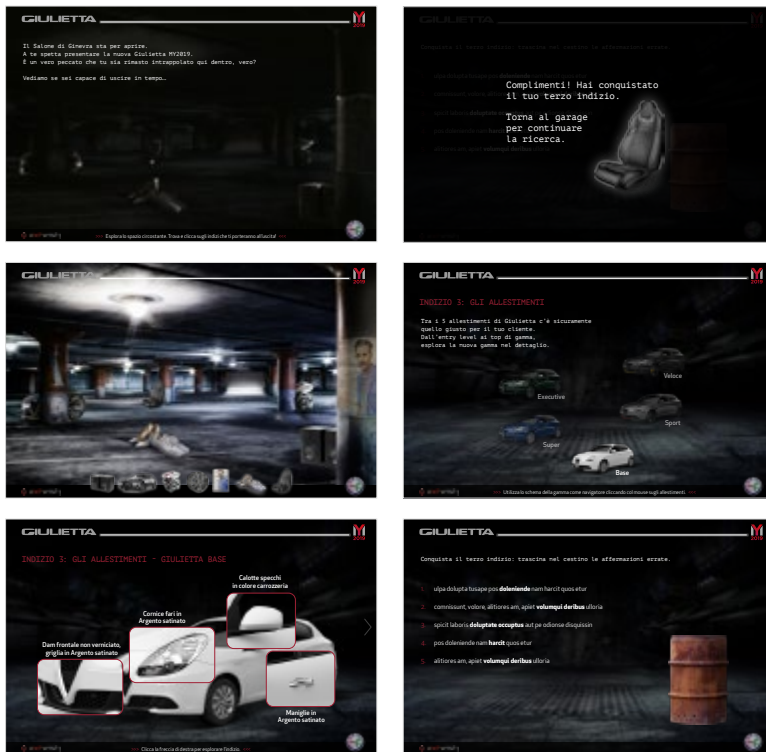
VISUALIZING POWER DISTRIBUTION AND SYSTEM RESPONSE

TORQUE AND DRIVETRAIN BEHAVIOR REPRESENTED TO CLARIFY HOW THE SYSTEM REACTS UNDER LOAD.



ALFA ROMEO GIULIETTA

GAMIFICATION-DRIVEN LEARNING EXPERIENCE



Problem

The product update offered limited novelty, while dealer audiences expected a more substantial refresh.

- Limited new product content to communicate
- Gap between sales expectations and actual product evolution
- Need to maintain attention and motivation
- Strong importance of brand emotion and perceived identity

My solution

I designed an exploration-based learning experience using lightweight game mechanics to increase engagement and participation.

- Scenario-based structure built around discovery and hidden clues
- “Click & reveal” interaction to collect information
- Non-linear navigation to encourage active exploration
- Interactive tasks (selection, drag & drop)

What it enabled

Enabled **sustained engagement and attention on low-novelty content**, reinforcing **product knowledge** through **exploration and interaction**.

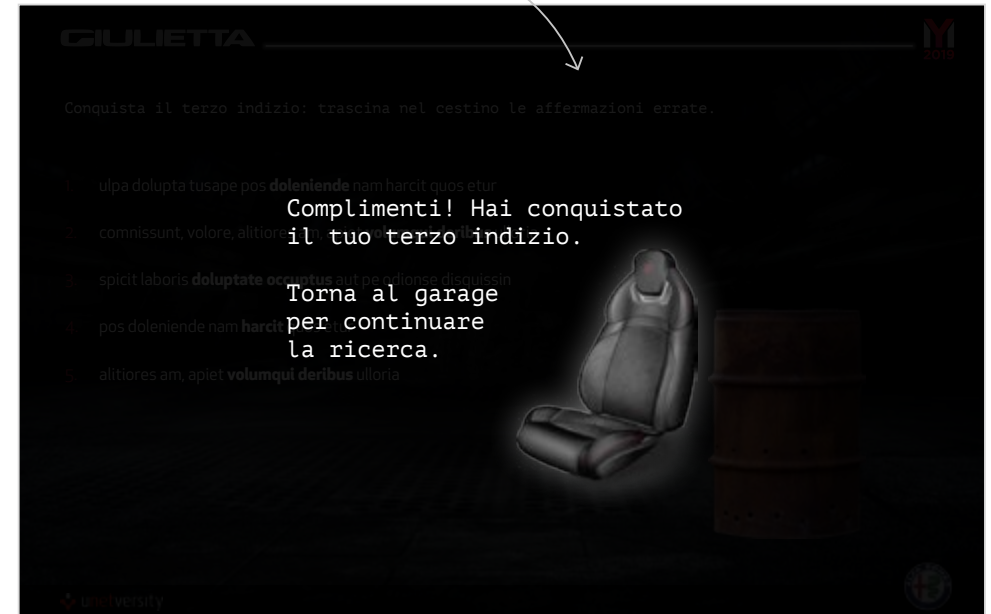
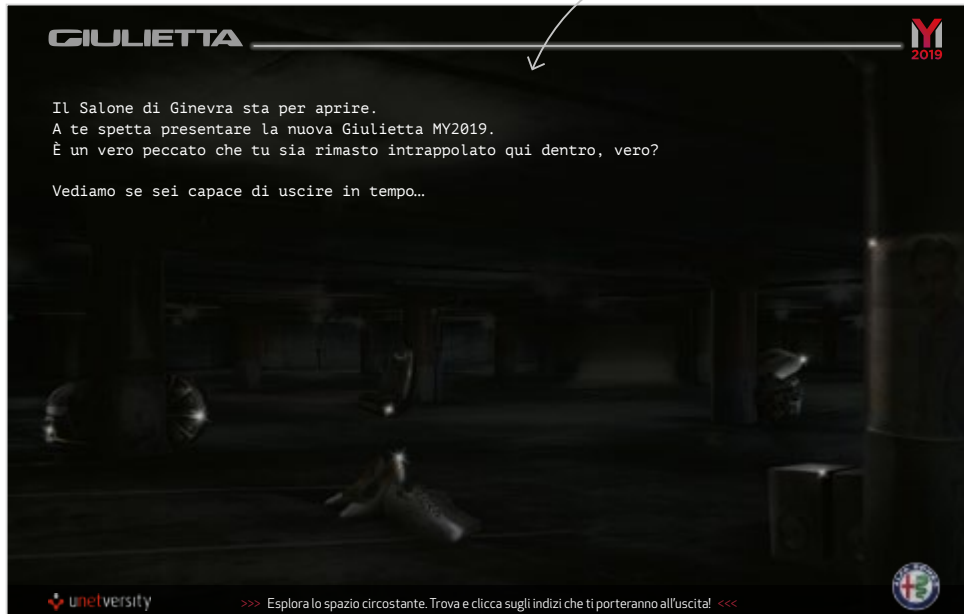
THE COMPLETE SCENARIO AFTER CLUE COLLECTION




THE INITIAL GAME SCENARIO AND NARRATIVE SETUP

FROM CURIOSITY...

... TO PRODUCT DISCOVERY






ACTIVELY DISCARDING INCORRECT STATEMENTS TO REINFORCE KNOWLEDGE

GIULIETTA 

Conquista il terzo indizio: trascina nel cestino le affermazioni errate.

1. ulpa dolupta tusape pos **doleniende** nam harcit quos etur
2. comnissunt, volore, alitiores am, apiet **volumqui deribus** ulloria
3. spicit laboris **doluptate occuptus** aut pe odionse disquissin
4. pos doleniende nam **harcit** quos etur
5. alitiores am, apiet **volumqui deribus** ulloria



EXPLORING PRODUCT FEATURES THROUGH INTERACTION

GIULIETTA

2019

INDIZIO 3: GLI ALLESTIMENTI - GIULIETTA BASE

Dam frontale non verniciato,
griglia in Argento satinato

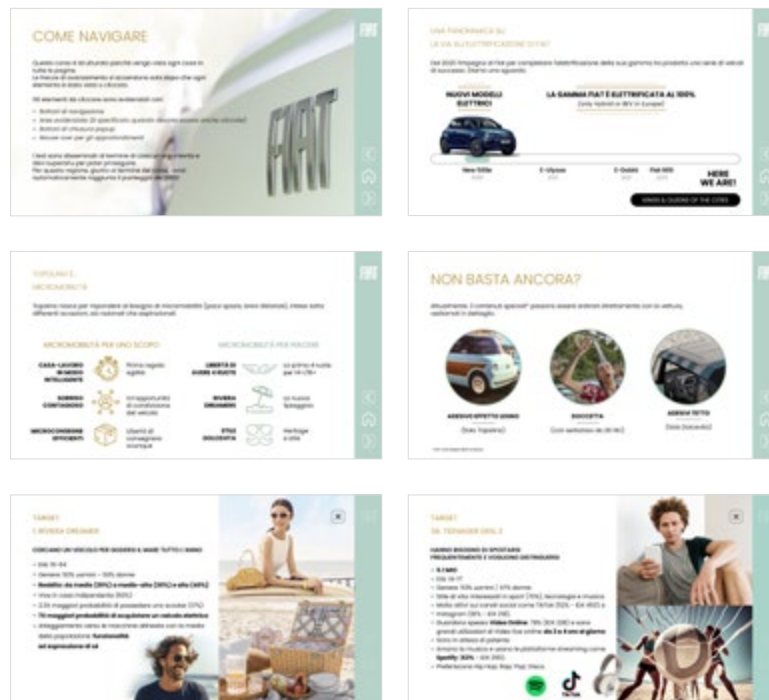
university

>>> Clicca la freccia di destra per esplorare l'indizio. <<<

ALFA ROMEO

FIAT TOPOLINO

WBT FOR PRODUCT POSITIONING & LIFESTYLE COMMUNICATION



- **Problem**
- A minimal electric vehicle had to be positioned as a desirable lifestyle product despite:
 - clear technical limitations
 - a niche and hard-to-reach target
 - different decision-makers and users: parents and teenagers
 - a value proposition strongly dependent on brand perception

- **My solution**
- I designed a clean, playful WBT that translated Fiat’s “Dolcevita” positioning into a clear learning experience.
 - lifestyle-driven visual storytelling
 - clear articulation of target groups and use cases
 - carefully selected imagery and warm color palette
 - useful interaction: sliders, hotspots, fade-ins and pop-ups

- **What it enabled**
- Enabled dealer **understanding of the target** and **clear communication of the product’s value beyond technical specifications**, making its lifestyle positioning clear and desirable.



SHAPING PRODUCT PERCEPTION THROUGH DESIGN

TOPOLINO È...
THE FIAT WAY



ITALIANA
DESIGN
NOSTALGICO



SEMPLICE
1 SOLA VERSIONE
3 CLICK PER COMPRARLA



GIOIOSA
VERSIONI
APERTA A
CHIUSA.
ACCESSORI
DOLCEVITA.



SMART
ANDARE OVUNQUE.
PARCHEGGIARE DOVE SI VUOLE.



POP
GUIDABILE @ 14
ANNI.
FINANZIAMENTO
MENSILE
ACCESSIBILE A
TUTTI.



TARGET DEEP DIVE

FROM CLUSTERS...

...TO UNDERSTANDING

CONOSCIAMO IL TARGET DI TOPOLINO

1. RIVIERA DREAMER

2. E-MOVER URBANI

3a. TEENAGER

3b. GENITORI

UTILIZZATORI PRINCIPALI

Famiglie di Gen Z



FIAT

TARGET

3A. TEENAGER GEN. Z

HANNO BISOGNO DI SPOSTARSI FREQUENTEMENTE E VOGLIONO DISTINGUERSI

- **5.1 MIO**
- Et : 14-17
- Genere: 53% uomini / 47% donne
- Stile di vita: interessati in sport (70%), tecnologia e musica
- Molto attivi sui canali social come TikTok (52% - IDX 450) e Instagram (81% - IDX 218).
- Guardano spesso **Video Online**: 78% (IDX 228) e sono grandi utilizzatori di Video live online: **da 2 a 4 ore al giorno**
- Sono in attesa di patente
- Amano la musica e usano le piattaforme streaming come **Spotify (63% - IDX 255)**.
- Preferiscono Hip Hop; Rap; Pop; Disco.



FIAT

CITROËN HOLIDAYS

WEB-BASED TRAINING FOR CITROËN'S COMPACT CAMPER LAUNCH



Problem

A new offer entering a competitive camper market, with high customer expectations and a complex value proposition combining multiple use cases and benefits.

- Strong expectations driven by concept cars
- Multiple value drivers (financial, technical, logistical)
- Diverse customer needs and use cases
- Need for clear and compelling dealer communication

My solution

Designed a structured, interactive learning experience to make the product and its positioning easy to understand and communicate.

- Clear content architecture (product, market, use cases)
- Interactive exploration (hotspots, sliders, pop-ups)
- Custom icons and infographics for clarity
- Visual coherence through strong photography and brand guidelines
- Developed in Articulate Storyline

What it enabled

Enabled clear dealer **understanding of the product offer, use cases and value proposition**, despite the gap between **concept-car expectations and final product reality**.

INTERACTIVE PRODUCT EXPLORATION WITH HOTSPOTS

04 - THE PRODUCT

Space Tourer based camper van | Main features

A Space Tourer based camper van sports an array of **top class features**: let's have a closer look.

Automatic front A/C + athermic windshield

Automatic + athermic v...

Citroën Holidays | 02 . 30

← Home →

CITROËN

CLICKABLE HOTSPOTS, LAYERED INFORMATION

VISUAL STORYTELLING, FEATURE COMMUNICATION

04 - THE PRODUCT

Let's get inside
Homely atmosphere

The suggestive LED LIGHTING, along with a dimming function, provides for a homely atmosphere. Furthermore, LED lighting consumes very little.



**DIMMABLE
LED LIGHTING**



**LOW
CONSUMES**



**HOMELY
ATMOSPHERE**

CUSTOM ICONS



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TARGET DEFINITION THROUGH INTERACTIVE SELECTION

FROM NEEDS...

...TO TARGET DESCRIPTION

03 - TARGET
Who is going to buy it?

"I WANT..."

- A MULTITASKING VEHICLE**

It's also a car often used as their only vehicle in the household
- A SMALL, COMPLETE CAMPERVAN**

The right compromise between comfort and economy
- A PREMIUM TENT**

It's an evolved tent: everything I can do with a tent but a little more comfortable
(click on each need to see the potential customer)

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03 - TARGET
Who is going to buy it?

"I WANT..."

- A MULTITASKING VEHICLE**

Families & younger people
- A SMALL, COMPLETE CAMPERVAN**

Families & older people
- A PREMIUM TENT**

Younger people

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← Home → CITROËN

LET'S CONNECT

Available for learning design and enablement projects
involving complex products, systems and content.

Additional case histories and project details available on request.



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