

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.

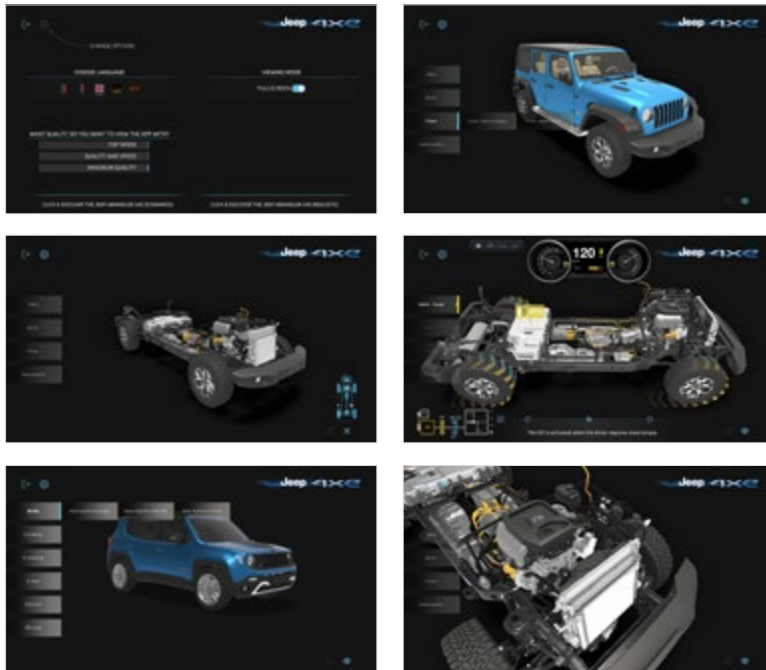
- Abstracted the platform into visual, language-independent models
- Removed dependency on real data and interface constraints
- Rebuilt navigation logic to make user interaction clear and usable
- Enabled scalable deployment across multiple markets

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.

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.

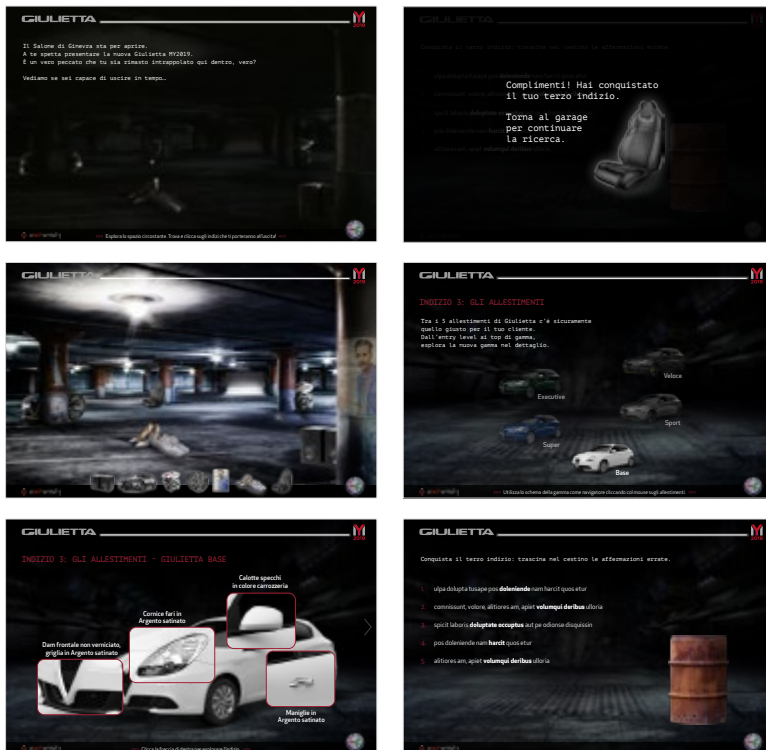
- Scouted a rare supplier combining mechanical 3D expertise and high-end visual design
- Enabled direct alignment between 3D specialists and vehicle engineers
- Designed the branded interface and guided interaction flow
- Supported iPad-based delivery instead of workstation-only access
- Coordinated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

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.

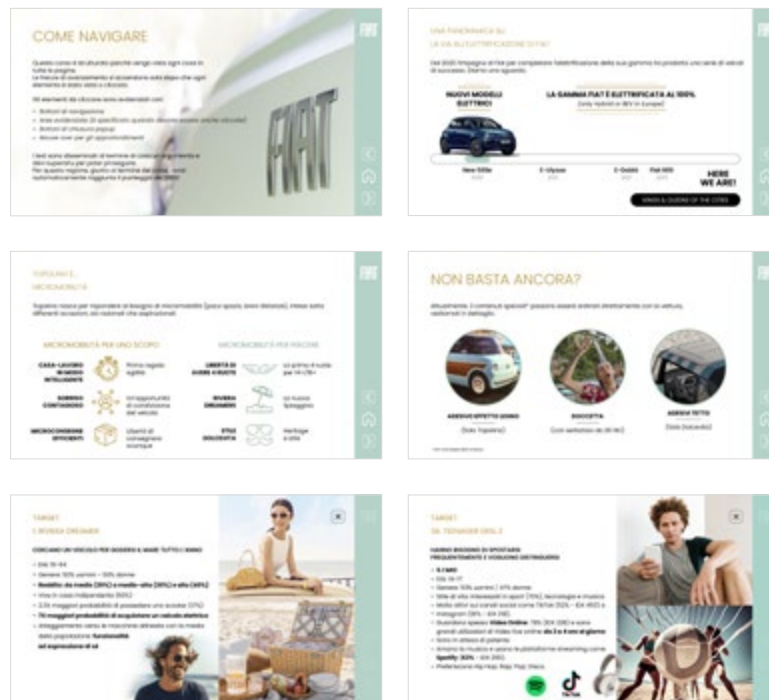
- Scenario-based structure built around discovery and hidden clues
- “Click & reveal” interaction to collect information
- Non-linear navigation to encourage active exploration
- Interactive tasks (selection, drag & drop)

What it enabled

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

FIAT TOPOLINO

WBT FOR PRODUCT POSITIONING & LIFESTYLE COMMUNICATION



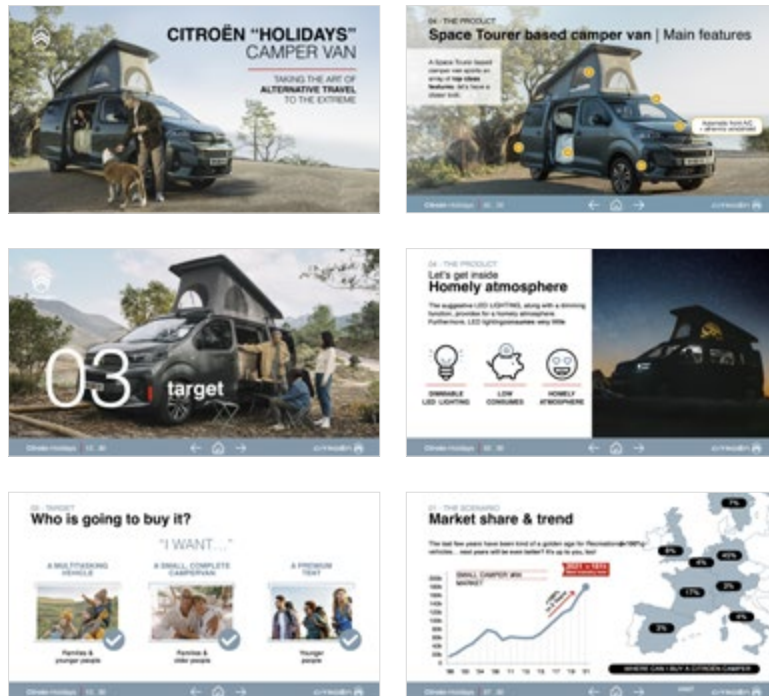
- **Problem**
A minimal electric vehicle had to be positioned as a desirable lifestyle product despite:
 - clear technical limitations
 - a niche and hard-to-reach target
 - different decision-makers and users: parents and teenagers
 - a value proposition strongly dependent on brand perception

- **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.

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**.

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.



valentina.faussone@gmail.com



[linkedin.com/in/valentinafaussone](https://www.linkedin.com/in/valentinafaussone)



valentinafaussone.it