



الحلقة الذهبية
THE GOLDEN RING

POLITECNICO DI MILANO | FACULTY OF DESIGN
MASTERS IN PRODUCT SERVICE SYSTEM DESIGN

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2012/2014

TABLE OF CONTENT

INTRODUCTION
ABSTRACT
ACKNOWLEDGEMENT
METHODOLOGY

THE MIDDLE EAST, THE GULF
HISTORY
IMPORTANT FACTS TO CLEAR ABOUT THE
MIDDLE EAST AND UAE
UNDERSTANDING THE CULTURE OF THE
MIDDLE EAST AND UAE
THE DO'S AND THE DONT'S
THE UAE STORY

INTERVIEWS
INTERVIEW WITH PAMELA TANNOURY
INTERVIEW WITH SALEM AL QASSIMI

TWO CULTURES LINKED
HOW THEY ARE ALREADY LINKED
WHEN WILL THE CULTURES MERGE?
EXPO 2015
BUSINESS OPPORTUNITIES

CASE STUDIES
INTRODUCTION
TWO CATEGORIES
USER PARTICIPATION
USER SATISFACTION

THE GOLDEN RING
WHAT IS THE GOLDEN RING
WHAT DOES THE NAME MEAN
THE GOLDEN RING VISION
THE GOLDEN RING MISSION
WHAT ARE THE VALUES
OPPORTUNITIES BEHIND THE GOLDEN RING
WHAT WILL IT OFFER
COMPETITOR OBSERVATION
HOW WILL THE GOLDEN RING WORK
ACTORS AND KEY PLAYERS
BUSINESS CANVAS
POSSIBLE FUTURE STEPS
TARGETS
ACCESS TO SERVICE
TOUCH-POINTS
THE MAGAZINE (area of distribution, connect-
ed to app)
THE WEBSITE
THE APPLICATION
USER JOURNEY
BRANDING
RESEARCH
BRANDMARK (GRID, FINAL LOGO ETC...)
BRAND LANGUAGE AND APPLICATION

WEBLIOGRAPHY

INTRODUCTION

As a designer, choosing Product Service System Design for my master degree was surely intentional, combining business and design strategies together creates an unbeatable project of services, branding, business and strategic design.

In order to go through my project in a professional way, I studied many aspects helping me reaching the final solution for the brief handled. I had to think not only as a designer, but as the user would think, putting myself in their shoes helped a lot in delivering exactly what they would want. Giving them an experience they wished for even without knowing so.

I had to imagine the world from multiple perspective and not only my own, learned and practiced this behavior during my two years on Politecnico di Milano. Perspective of colleagues, clients and the end users. This approach which is called 'People First', helped me imagine solutions that are exclusively desirable and meet explicit needs.

As a middle eastern in the west, it is important for me to come back to my roots and think of what would a middle eastern want to experience here, what would he or she want to see and discover. What I have learned in my Master degree was very helpful because through learning Design Thinking, I knew I can reach innovation in a proper and professional mean. It has guided me to notice things that others don't and use my insights to inspire innovation.

Finding inspiration in everything opens a wide door of opportunities and solutions.

I try to be inspired in every step I take, details in whatever I see. and since my project is about merging two cultures together, and being myself from the Middle East living in the west, it was easy and so moving for me to find inspirations in small details, it helped me learn more about the city I am living in, and this alone inspired me to create a service that helps the members discover those details and look beyond the commercial touristic things.

Coming from the middle east, and living in Europe for almost two years, I had to think purely as a middle eastern and study the needs we would have once we are in the western world. Our experience needs are special, our communication needs are challenging and our

meeting needs are the hardest to satisfy. With the help of technological approach, the answers to our needs are obviously easier to deliver.

In the last decade, technology has flattened the globe.

It has made connecting with whoever we want from anywhere in the world much easier and more fun, by just mentioning this small example, we already feel that with the acceptance of technology guiding us in our daily life, anything is almost possible.

Companies have shifted from using papers to using computers, to using portables and fast responding technologies helping them get the job faster and wherever they are.

Also, many deals are officially made between two countries or business companies by a simple click, many people meet virtually and get to know each other, group of friends are never apart even if they leave their hometown, because they are always connected. We can easily say that technology has removed boundaries from the world's map.

There are several facts we should remember and keep in mind about the social approach in technology:

Smartphones can connect our entire business network even while outside the office, allowing us to answer to important emails.

the speed matched with technology, adds flexibility and responsiveness to interactions. Conference calling, video conference, e-mail, Skype, and instant messaging has flatten the world.

With business social networking like linked in, we can connect to a larger business network. Bringing creatives together from around the world has created openness in the creative world.

Collaborations are beyond borders, business wise and cultural wise.

Adding social approach to technology has made the connection between a device and the user friendlier.

Today's social approaches are clearly stating USER FIRST.

The perfect conclusion here is that technology mixed with socializing made the fact of owning a portable a much more fun experience, in another way owning a smartphone

connecting us to anything and anyone around the world is an experience we can not give up anymore.

'PEOPLE HAVE TO HAVE A DELIGHTFUL EXPERIENCE IN THEIR HANDS, A JOYFUL EXPERIENCE, ALL BEHIND A SCREEN OF GLASS.' Rick Puskan, SVP of customer experience and services for UNIFY.

Now, joining two cultures together has created more business, leisure and educational opportunities. Therefore, joining all these three points together will create a whole new kind of bridge linking two cultures together, it will make an experience simply unforgettable.

The golden ring will take care of its members, it will act not only as a bridge between the west and the east, but it will also make sure that once connected, each member will have an unforgettable experience and guide him or her all through the way. It will be exclusive and unique.

ABSTRACT

'Coming together is a beginning,
keeping together is progress,
working together is success.'
Henry Ford

The Golden Ring is a Service System project designed to focus on two main purposes, the first is to help fresh graduates offering them a range of work opportunities, and the second is to help people visiting from the Gulf region, during the Expo 2015, in finding the perfect assistant and guidance through the city.

During my two years in Milan, I have heard a lot of my friends talking about their wish to leave their country for better jobs opportunities, and no one can understand better than I do. I left my country not only to study but to finally find a better work opportunity.

Therefore, by doing something for the Italian and international graduates in Milan, I might help many people finding what they are looking for in the Gulf but here in Italy.

Starting with a training for the graduates in order to understand the Middle Eastern culture, the training will help them engage with new visitors on a professional level.

Milan already has many visitors from the Arab world, they come to this city for shopping, entertainment, networking and more. And the Expo 2015 will have no exceptions, 20% of the worldwide visitors will come from the Gulf region, and they all will need assistance during their stay, from personal shoppers to private translator, to event manager for business etc...

Using local and international data, with several interviews done and studying competitors already in the market, these methods helped me reach the conclusion to design a service targeting two different cultures, two different levels of clients for two different locations and time, while still delivering the best for both.

In conclusion, the best way to target both users is by creating a technological platform that will be with them 24/7. The visitors will always have suggestions delivered to them, with the ability to get in touch with personal help from the graduates who passed the training and got their profiles in the platform.

By being visible, the graduates will showcase their talents and be available for people in need for their guidance and assistance.

ACKNOWLEDGEMENT

I would like to thank firstly MADEINDREAMS for contacting me in order to work on this project.

I am blessed to be contacted to work on a big project like The Golden Ring.

To the team, I thank you for trusting me as a Graphic and Service Designer to contribute with you all in this project. Thank you for the positive energy you have between each other and towards me, I have never felt in a bad mood in the company and the energetic vibes we had in the office always made us all active and embracing any kind of stressful delivery.

To Emanuele Laviosa, the Creative Director, for literally directing me through the steps, I am lucky to be able to participate in the birth of a project until the delivery, contributing in all the steps for me is still new, and to find myself doing so even before I graduate pushed me to work harder and prove to myself and everyone around me that I can do it.

Thank you Federico Giuliano and Eric Bevilacqua for your trust. Participating in meeting with important people in the country and being able to communicate with them was amazing for me. Thank you for making me a part of your creative family.

A very special thanks to Nicola Cutrera, Achille Cutrera and Stefano Piovesan for trusting me as a Designer, they were and still are the best clients a Designer could ask for.

A special thank you to Giulia Regalini, Giacomo Betti and of course Gianluca Malimpensa for their big contribution in the project and helped making the perfect video explaining what The Golden Ring is about as a service. Thank you for making this video happen, it is always a pleasure working you!

I would like to thank all my friends, between Lebanon and Milano for reminding me how much I inspire them, and that inspired me, the vibe was both ways. Thank you to my Italian friends for helping me with my Italian, without it I could never have entered the business field for it is highly important for communication. To Nicola Pi Belli, for his positive spirit and creative arguments. To Sofia Carenzi for always trusting me and being the first designer jumping to be together in a group work, and thank you for the lovely mood of work we always had, for the nights keeping each other awake and working hard for the next day's delivery! to Greta Bottanelli, although

never been together in a group work, but just a look from you makes us smile, you are highly positive and your energy is nothing but a perfect mood to be around in university, your friendship meant a lot to me.

To my family for believing in me non stop, for always having my back in whatever happened to me. Without you papa, I would have never dreamed of being here and doing what I love to do, you surely made sure I come to Milan for a reason.

For my beautiful Mother, for trying to keep me sane, to keep me strong and believing in myself that I can do this, whenever I hit the rock bottom. Being away from home for the first time in my life surely wasn't easy, but you made sure I get over it and enjoy the moment. To my beloved brother and sister, you maybe don't know, but you inspire me everyday, your strength, determination and love for life is contagious. Pamela thank you for coming to Milan whenever you felt I am homesick, you lifted my spirit up and kept me on track, I honestly couldn't have continued doing what I am doing if it wasn't for your energy thrown at me, I am forever thankful for your support. Pierre, you are an awesome brother, we had the best time in Europe, thank you for bringing me what I love the most from Paris every time you visit!

Last but not Least, I would like to thank my tutor Mr. Davide Fassi, for believing in me enough to accept tutoring me all the way. Not only I want to thank you for now, but for all your critics in all your courses given, you have a certain way of interacting with your students, they trust you and trust in what you tell them. I always waited for critics from you in order to know where is my project positioned. Thank you for your time, for your trust and for letting me graduate on time!

A big thanks to you, Marta Corubolo for also being there for corrections, your critics and guidance were highly helpful to me, you explained everything to me in a very professional and easy way. Thank you for your time given to help me work through my thesis and the stress!

THANK YOU
MERCİ
GRAZIE
شکرا

METHODOLOGY

After being contacted by Madeindreams, we set a meeting to discuss the brief they had for me.

What they specially needed was a graphic and service designer from the middle east, who speaks and understands arabic. The interesting part from the meeting was realizing not only from my side but also the company's, how much the european people needed to know more about the middle eastern people. I have realized that there are a lot of facts that are misunderstood and needed to be explained, because once all these facts and misunderstanding are clear and understood, then the project can kick quicker and it will be more accurate of course. The audience targeted is not easy if someone did not have a clear idea of what this user is about. This was my starting point in the company and in the project.

A lot of researches were made, specially about the people's lifestyle, and a wider research in design in the middle east, how is the branding treated, how much is the lifestyle in the UAE fr example is different from here in Europe. We set to do many interviews with different people to try to understand if they all share the same point of view.

The first interview was done with Miss Pamela Tannoury, Content Producer.

Miss Tannoury works with Sony Productions, and even before she was working with other companies. She has gained experience mainly while working on many TV programs done in the Middle East and North of Africa. Almost all the programs were from Europe or America and transformed into a Middle Easter or North African version, for example The Voice Italia and The Voice Arabia. Her job is a big help for me because she understands what factors should we care about when it comes to communicating with the arab world.

In their programs they had to change a lot of things in order to fit the taste and cultural aspects of the UAE and of North Africa.

Thanks to the interview with Miss Pamela, we understood clearly what to do and what not do when it comes to addressing the people from the Gulf, as well as how to implement a service from the European world connecting them with the Arab world with respect and understanding.

The second interview was with Mr Salem Al-Qassimi, he lives in Sharjah, United Arab Emirates

and he is a graphic and web designer. Mr Al-Qassimi is the Founder and Principal of Fikra, a multidisciplinary design studio that specializes in providing bilingual graphic design solutions, Arabic and English.

An important point stated in Fikra Designs website is the following 'The studio's philosophy is deeply rooted in exploring the intersections of cultural traditions, islamic heritage, and modern lifestyle through design.'

What we can understand here is how open the UAE is to other cultures and it welcomes any relationship as long as it still respects the traditional lifestyle. As well as exploring and expressing what our traditional culture stands for but through modern design.

Mr Al-Qassimi mentioned a lot of important things in his interview, for example how different the new generation is from the old generation, but at the same time how much we still respect the old cultural generation, we never forget what we come from. The arabic today's generation is very modern and open minded, it welcomes any other people from around the world, because we respect them and we enjoy learning about them, and at the same time we teach them about our culture.

The interview with Salem helped me a lot in understanding what the old generation needs when visiting Europe, and what the new generation needs when visiting Europe. They have different needs, but surprisingly enough, on the same level of luxury and importance.

Other than the interviews made, I have made many researches about similar services, to understand how to attract luxurious level of users, how to keep them interested and how to engage them more in the world of service and applications.

Through my research, I have found very interesting services, such as 'ASMALLWORLD', a service that offers its members content, privileges, and community in over 100 cities around the world. ASMALLWORLD hosts an average of 50 international events per month and offers member benefits from over 500 luxury partners.

Another service related is called CITY1TAP, it is an application for only the city of Milan, it helps people coming to visit the city find restaurants, museum and places to see, the difference between the CITY1TAP and The Golden Ring is the target audience. And many other services which will be stated in the Case studies section.

The research for similar services helped a lot in identifying what is missing and put that into developing The Golden Ring, which will make it much stronger. Positioning the service I am working on among the ones I have found in the researches, can help understand and have a clear idea of the level of importance of The Golden Ring. Identifying the weaknesses of the others and making the the strength of TGR.

Last but not least, I have done a lot of research about articles, talking about the lifestyle differences between the Gulf and Europe. The relationship that they already have and the potential relationship they can have in the future. The economical trade, which creates an strong connection between these two cultures, a connection that will stay resilient and strong for a big amount of time.

All these steps done, were combined together, creating a big inspiration for me and Madeindreams, it made the whole team curious about the other culture, the west about the mystery of the eastern lifestyle.

THE MIDDLE EAST AND THE GULF

A BRIEF HISTORY

This Middle East is full of strategic riches and that has made the region a target for a lot of many countries for many years, which made it always a mysterious land with a lot of fascinating secrets.

Briefly, we will go through a little bit of historical changes and important dates that effected on this part of the world and made the Middle Eavst what it is today.

1200 BC

Judaism established in Palestine. Hebrews begin to settle in canaan.

1006 BC

David becomes king of Israel and conquers Jerusalem.

957 BC

Salomon builds the first jewish temple in Jerusalem.

4 BC

Jesus is born

30 BC

Crucifixion and Death of Jesus

7 September 70

Roman army captures Jerusalem and destroys jewish temple.

16 July 622

Muhammad forced to flee to Mecca for Medina, Becomes the Basis for islamic tradition of the Hijra.

630

Muhammad returns to Mecca with the kuran

15 august 636

Battle of yarmuk, islamic forces under Khalid bin al Walid conquer Syria and Palestine

637

Islamic forces invade Mesopotamia

638

Islamic forces capture Jerusalem

710

Islamic forces conquers all the northern african coast

820

Islamic law school established in Al Madina

1521

Portugal rules Bahrain

1602

Persia rules Bahrain

1744

Mohammed Ibn Saud founds first Saudi Arabia

1783

Sheikhs of Khalifa start to rule Bahrain.

1796

Qatar dynasty begins to rule Iran

1876

Qatar rulled by ottoman turks

1904

Second wave of jewish immigration into Palestine

1916

British forces invade mesopotamia

1924

Oil exploration starts in Oman

22 November 1943

Lebanon becomes independent

August 1971

Bahrain declares it's independence from Britain

1991

Kuwait libirated

RELIGIOUS & ETHNIC RESULTS

BAHRAIN



Bahraini 63%
Asian 19%
Other Arab 10%
Iranian 8%



Shi'a Muslim 70%
Sunni Muslim 30%

JORDAN



Arab 98%
Circassian 1%
Armenian 1%



Sunni Muslim 30%
Christian 6%
Other 2%

LEBANON



Lebanese 80%
Armenian 5%
Other Arab 15%



Muslim 60%
Christian 40%

QATAR



Arab 40%
Pakistani 18%
Indian 18%
Iranian 10%
Other 14%



Muslim 95%
Other 5%

KUWAIT



Kuwaiti 45%
Arab 35%
South Asian 4%
Other 7%
Iranian 4%



Shi'a Muslim 45%
Sunni Muslim 40%
Other 15%

UNITED ARAB EMIRATES



Emirati 98%
Other Arab 23%
South Asian 50%
Other 8%



Sunni Muslim 80%
Shi'a Muslim 16%
Other 4%



FACTS TO BE CLARIFIED

Coming myself from the middle east, was a little hard as a start, explaining my traditions, my lifestyle and culture to other people here in Europe.

I have realized that important but little facts were misunderstood that I had to explain and make them clear to some of my friends. It is strange for us to know that we have to explain that we do have mountains and we ski for example.

They have a general idea about what is the middle east about, there are always conflicts, all the middle east is made of desert, there are camels everywhere, the first question people ask me, is it safe to visit?

The more I explain facts, the more I fall in love with where I come from, and appreciate it like never before, I am sure all the people from the middle east are facing the same stories.

Some facts that are false and that need to be clear for other cultures about the middle east,

1 The very first fact is if the middle east is just a desert.

There the big desert of course, but this is also a big part of our land



JORDAN



LEBANON

2 The people in the middle east live like nomads, while this is UAE and QATAR



BURJ AL ARAB - DUBAI



DOHA - QATAR



DUBAI

3 Middle East and Islamic world are the same. The most country with islam is Indonesia. The Middle has a high percentage of Islam but at the same time they have many other religions, Lebanon for example has eighteen religions.

4 In the middle east, alcohol is not allowed or have strict rules.

- Egypt, Jordan, Lebanon, Syria, Palestine and Israel have their own national Beer for example.
- Dubai hosts all you can drink brunches every friday where no body gets cut off.

5 People think that the Middle east is not safe at all
Abu Dhabi and in general the UAE has less crimes than Germany, New Zealand, the US, Canada and Australia.

THE CULTURE OF THE ME & THE UAE

The word culture is defined by many characteristics, traditions, religion and behaviors. A culture is defined by the place's history language and nationality.

20 countries shape the Middle East, and what is fascinating is that they hold different religions and different ethnicity, this diversity of behaviors shouldn't let us be surprised with what we might know about the Middle East from different aspects in cultures and how they all coexist in one region.

- | | |
|-----------------|------------------|
| 1. TURKEY | 11. YEMEN |
| 2. SYRIA | 12. OMAN |
| 3. LEBANON | 13. IRAN |
| 4. SAUDI ARABIA | 14. BAHRAIN |
| 5. ISRAEL | 15. PAKISTAN |
| 6. JORDAN | 16. AFGHANISTAN |
| 7. IRAQ | 17. TURKMENISTAN |
| 8. KUWAIT | 18. UZBEKISTAN |
| 9. THE UAE | 19. TAJIKISTAN |
| 10. QATAR | 20. KYRGYZSTAN |

Countries indicated in gold represent the Gulf.



The Middle East is situated between Africa, Asia, and Europe, the Middle East has been a crossroads for traders, travelers, and empire builders for thousands of years. Africans, Central Asians, and Celts have all added to the ethnic mix. The Middle East today include Arabs, Iranians (also known as Persians), Turks, Jews, Kurds, Berbers, Armenians, Nubians, Azeris, and Greeks.

Therefore, we know now that the Middle East holds many languages as well, such as the arabic, hebrew and aramaic, as well as kurdish, armenian, persian and turkish. All these languages for example represent the former dinesties that passed through the middle east, the region always held many different people.

Speaking about the diversity of languages, there is also a big diversity of lands in the middle east, there is a big amount of desert while also in Lebanon, parts of Syria, Jordan turkey and Iraq we can find huge mountains. This has led to different styles of living and cultural behaviors in the region, for example the countries holding the desert were always moving in search for water, and tihs alone effected on the living style with the typical house in the desert is build of mud with barely holding any furniture.

However, houses built in the mountains are of very strong stones and rigid, with big arches to let the light enter to the house and some fresh air, and these houses are built to resist time, some of them existed since many many years. Food for example in the mountain regions, were made usually in the summer time and left inside for the winter days.

Food is very important in the culture of all the Middle Eastern countries, and in order to make any visit more enjoyable, people need to understand how and why it is important.

- Make sure you talk! it is important to have a conversation with everyone at the table, and loudly sometimes.
- If you are a guest, don't expect less than being served first! also the head of the family is served first when there is no guest.
- The only reason if you are a gues and not being served first, is if there is an older person also present.
- Always and always compliment the food, if you like it then express it to whomever has cooked it.
- If you are a guest but in a restaurant, and even if you insist on paying, it is whoever is hosting you that is the one who pays. No matter how much you insist.

The important rules to know if dining in the Middle East.

- Every country has its own rules, but usually the guests are honoured by being served the eyes, tongue or head of the sheep.
- It is no longer an offense in the middle east to only eat with the fork and with the right hand.
- Do not be afraid of making a mess, like everyone else.
- You will be served more food every time your plate is emptied. This is another expression of Arab generosity.

THE DO'S AND DONT'S IN UAE AND ME

- DO'S**
- Drink tea when you are invited to do so. This means you are being welcomed in the home of the house owner.
 - Be interested in learning about their customs, culture and even religion; you will show great respect to them.
 - Always accept invitations to people's home, this also shows respect and that you are willing to have relationships.
 - Always shake hands with visitors.
 - Understand that the Middle East social society is made up of two separate groups: Men and Women.
 - BARGAIN! the middle easterns are famous with the fact that they bargain very well in the suqs, do not be afraid to do so as well.

- DONT'S**
- Never try to bribe a policeman, you will be in bigger problems.
 - Never disrespect religion, in any country around the region.
 - Try not to talk about politics, it is a never ending topic.
 - When visiting a Mosque, if invited, always remove your shoes and never stare at people while they are praying.
 - Don't visit middle east home between 2:00 P.M. and 4:00 P.M. This is the habitual siesta time for Arabs.
 - Don't say or write anything offensive about Middle East, its religion, citizens or traditions.
 - Don't call anyone with a "Come here" gesture of your finger.

IMPORTANT FACT TO REMEMBER

The Middle Easterns are open minded, yet paying huge respect to their own culture, therefore, always pay respect to their behaviors keeping in mind that they are also willing to learn about yours.

THE UAE STORY

Not so very long time ago, the UAE was only a land of desert, fishing villages and dates farms. Abu Dhabi was famous for its hundred palms huts. Dubai was famous for its trading hub.

But today the life in the United Arab Emirates is barely similar to what it used to be forty years ago, but the bedouin who are the original population show great respect and honor to guests, even today while among the modern Emirati population.

In the twentieth century, Sharjah was the most powerful and populated of the emirates, while Abu Dhabi was actually the poorest. The region was still remaining to be a region of fishing villages, pearling, camel herding and farming. In the 1930's the pearl industry in the UAE was actually smashed by the Japanese invention of the artificial cultured pearls, and for the Emirates, this was a disaster because pearling was the main source of earnings. But however, all that changed with the brilliant discovery of oil...

For example, in Abu Dhabi, the first paved roads was completed in 1961 but sheikh Shakbut wasn't sure that the oil revenues will last because he was uncertain of how long the oil will last, so he decided to save the revenues instead of investing in it. While on the other hand, his brother Zayed Bin Sultan Al Nahyan, saw this as a business opportunity and the oil wealth will transform Abu Dhabi for the best. Therefore, the ruling Al Nahyan family decided Sheikh Zayed should replace his brother as ruler on Abu Dhabi, and start with his vision in developing the country. Finally making Abu Dhabi the richest country by only 1962.

Dubai on the other hand, focused on its trading business, not so long before the country found oil on its own.

In 1971 the United Arab Emirates was officially consisted of Abu Dhabi, Dubai, Sharjah, Um Al-Qaiwan, Ajman and Fujairah. Qatar and Bahrain both remained independent.

The most important point we should state and remember about the Emirati people is that they honor and always remember their past, they have hug respect for it and proud of it, as they move forward into the future. It is a reminder of how much they have achieved in such a short amount of time.



DUBAI 1990



DUBAI 2013

The United Arab Emirates is the target of each eye today, its success has made other nations jealous, has made them consider the UAE as a premium inspiration. Dubai and Abu Dhabi offer infinite business opportunities, they are open to work with anyone from anywhere.

Today, Dubai has the tallest skyscraper in the world since 2010, with a height of 829.8 meters. BURJ KHALIFA.

Today, Abu Dhabi is building a city with zero amount of cars, zero carbon emission, and a university that will specialize in green technology.

Today, Dubai hosts all you can drink brunches every Friday where nobody gets cut off. Let us not forget that this is a fact that is highly not thought of in the west about the east.

Today the United Arab Emirates have less crimes than Germany, the United States, Canada, Britain, Australia or New Zealand.

Today, Emirati women and Middle Eastern women are highly educated, speaking a minimum of three languages.



Finally, quoting what Sheikh Mohammed Bin Rashid Al Maktoum, ruler of Dubai and first prime minister of the United Arab Emirates once said:

'SOME NATIONS ARE STILL HELD TO THEIR SMALL VISIONS, WE HAVE ONE VISION, TO SIMPLY BE NUMBER ONE.'

And how clear it is that they are truly today the number one.

THE INTERVIEWS

PAMELA TANNOURY / TV PRODUCER



Pamela Tannoury is a freelance TV producer working with big production companies in the Middle east, such as Sony Pictures Arabia, Imagic, Endemol and many more. She is Lebanese and has gained her experience in shows mainly taken from the west world and formatted to fit in the middle east and the Gulf region, Pamela has been working in Dubai, Lebanon, Qatar and Egypt for the past four years.

START ACADEMY (LEBANON)
VICTORIOUS (DUBAI)
THE VOICE ARABIA (LEBANON)
and many more...

“ADAPTING TO THE ARABIC CULTURE WHILE KEEPING THE WESTERN ESSENCE OF THE SHOW.”

From talent shows, to adventures and competitions, almost all the shows in the middle east are being adapted from western shows, such as Fear Factor, The Voice Arabia, X factor, Star Academy and so on...

My interview with Miss Tannoury helped me figure out what to keep in mind when targeting the eastern audience without losing the essence of the main concept.

She has explained what should be adapted in the shows, from scripting to body language and even behaviors. In the western shows there are a lot of freedom when it comes to expressing oneself, the judges can say whatever they wish to say, participants as well. While for example, in the Eastern version not everything is free to be expressed, a lot of things can offend others.

The western shows can be sometimes over free when it comes to wardrobe while in the eastern version, it is very important to respect the culture and women can still be very stylish but without showing too much skin, and depending in which countries in the middle east but sometimes no skin at all should be shown.

Another interesting point, **all the shows today have a high relationship with the social media for voting and commenting** after each episode, **which is bringing a lot of people closer to using the social media as a part of expressing themselves.**

The social media and using the technology today in the Middle East and The Gulf is very high, people are very up to date and a lot of shows can easily be watched on the smartphone.

Therefore, no matter where they are, even the new generation can enjoy watching their favorite shows and commenting.

In the next interview with Mr Salem Al Qassimi, I focused more on the use of technology and devices today in the gulf and the difference between the old and the new generation.

THE INTERVIEWS

SALEM AL QASSIMI / FOUNDER OF FIKRA



Salem Al-Qassimi is the founder of Fikra, a multidisciplinary studio, specialized in providing bilingual graphic design solutions, Arabic and English.

Mr Al-Qassimi is a Graphic Designer, studied and graduate from the Rhode Island School of Design, as well as the American University of Sharjah, where he originally comes from. This relationship between the east and the west that he got familiar to was very helpful for because as an Emirati, Salem told me all the details when it comes to cultural differences, and somehow also found himself related to the other cultures new generations, because he finds that we are all connected today. Unlike the distance that older generations have faced.

“EVEN MY FATHER OWNS AN IPHONE, IPAD AND IS ALWAYS CONNECTED!”

As a Graphic & Service Designer myself, my interview with Salem helped me a lot in figuring out how to communicate visually between two cultures. especially when it comes to handling two different generations from two different regions.

Salem told me about his years in the US while studying there, surprisingly easy to adapt to the culture and it was actually fun and very helpful to him, because as he said, when he was merging his creative thinking with his colleagues, unique and innovative projects were the results! and I totally agree with him, because it was exactly what I was experiencing in Milan. Moreover, the interview lead also to the topic of technology, and it was very interesting to know that **also in the Gulf, old generation use smartphones and tablets and are always connected!**

Just like me, Salem's father is well engaged in many services and the social media. Our parents are also looking forward for the next hit in technology and updates.

The interview with Salem made it even more clear to me that there will be no boundaries in communicating with the Middle Eastern audience once they visit Milan, because **not only the young generation will be targeted but also the old generation, and very easily.**

TWO CULTURES
LINKED

HOW ARE THEY ALREADY LINKED?

Since 1988, a relationship between the European Union and the Gulf has been established politically, in order to promote these following points:

// Strengthen stability in a region of strategic importance

// Facilitate political and economic relations

// Broaden economic and technical cooperation

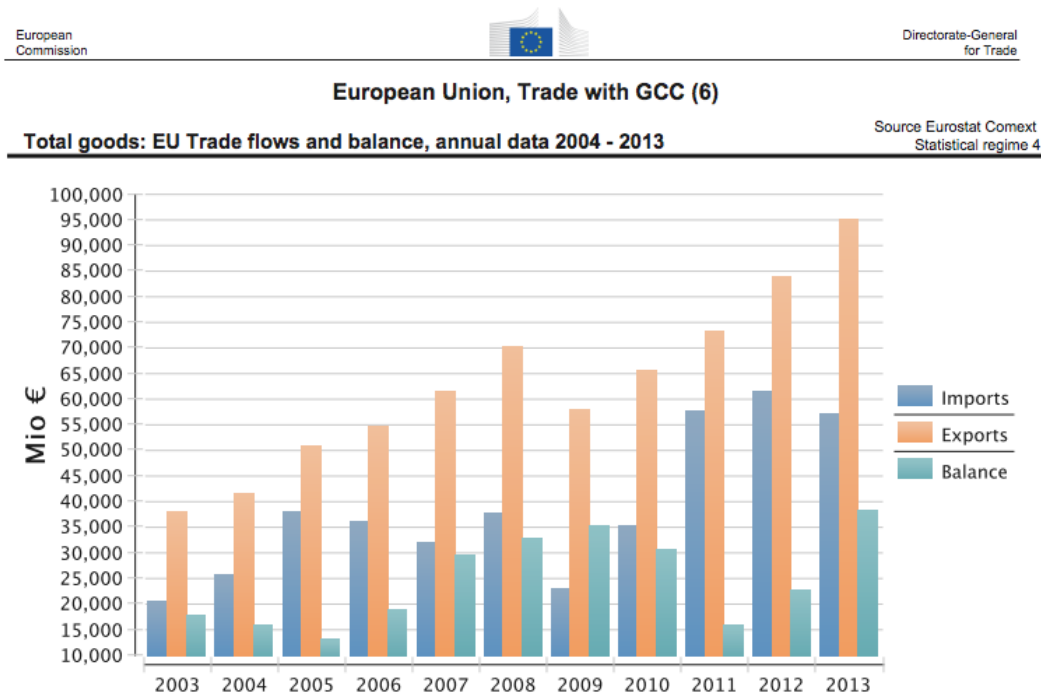
// Broaden cooperation on energy, industry, trade and services, agriculture, fisheries, investment, science, technology and environment.

The Agreement allowed for the development of closer cooperation on issues such as energy, transport, research and innovation, and the economy.

The link between the EU and the Gulf did not end politically, it also expands to economical relationship as well trading relationship. The EU is the first trading partner for the Gulf

countries covering 11% of their total trade in goods. The total trade in goods amounted to 145 billion in 2012, a significant increase from 100 billion in 2010.

The European Union imports from Gulf Cooperation Council are mainly fuel and mining products (82.4% of total EU imports from the region in 2012).



WHEN WILL THE CULTURES MERGE?

In the beginning of May 2015 the European and the Middle Eastern cultures will meet in Italy for the big event, Expo 2015.

The Expo will be held in Milan, Italy. The city will be full of visitors from around the world, but since the Middle East and especially the Gulf region is booming strongly since the last decade almost, it is very important and a big opportunity to merge the cultures during the Expo.

The launching date of the Expo is the 1st of May, 2015 and almost twenty five times the usual amount of visitors from the Arab World will be visiting Milan, and behind this visit lies a big list of opportunities. Therefore, the merge will only act as a positive door for a brighter future, especially that Dubai will be hosting the Expo in 2020.



EXPO 2015



MILANO 2015



THIS WILL BE THE SECOND TIME MILAN HOSTS THE EXPOSITION, THE FIRST BEING THE MILAN INTERNATIONAL OF 1906.

The Expo worldwide is a non-commercial Universal Exposition where participants from around the world gather under the name of unique innovation. The Expo 2015 will be a big event in our days because it is hitting a very important subject, Feeding the Planet, Energy for Life. It is sustainable, technological, thematic and Focused on its visitors process.

The dates will be from May 1st 2015 until the end of October 2015 and the Expo in Milan will be hosting 130 participants.

20 MILLION VISITORS ARE EXPECTED.

All the visitors will be taken in the journey of nutrition as a main theme of the whole event, but the final outcome of the discussion is that **visitors and participants engage in questions on how our actions today will impact the next generation.**

EXPO AREA



This area, extending across approximately one million square meters, was designed by internationally renowned architects, Stefano Boeri, Ricky Burdett and Jacques Herzog. The Expo Milano 2015 exposition site thus clearly represents the central theme of Feeding the Planet, Energy for Life and it was designed in a way that all the visitors live the experience the moment they enter.



The area that will be occupied by the Expo 2015 site is located northwest of Milan in the municipalities of Rho and Pero.

The zone had long been an industrial area before being converted to logistical and municipal services and agriculture. The fairgrounds and the Expo site will be connected by a pedestrian bridge adjacent to the Rho-Pero high-speed rail station.

WHY MILAN?



April 28, 1906 saw the opening of the International Exposition hosted by Milan and dedicated to transportation. The site chosen was the present Parco Sempione, situated directly behind the Sforzesco Castle, which was filled with 200 pavilions. The Exposition gave Milan a lead role on the international stage.

// FOOD

It will be the voice of the Italian food tradition.

// STRATEGICALLY POSITIONED

Milan is situated between key international and Italian destinations, making it the perfect starting point for visiting historic cities, stunning lakes, mountains and seaside.

// CULTURAL CENTER

The Scala theatre, the Piccolo theatre, Leonardo da Vinci's Last Supper, the Brera Pinacoteca, the Duomo Cathedral and the Sforzesco Castle are all beautiful cultural sites worth visiting in Milan.

// ECONOMY

Milan has always been the center of the Italian economy. The city was the industrial capital in the Sixties, and nowadays it is the financial and publishing capital.

// DESIGN AND FASHION QUEEN

Milan hosts the Milan Fashion Week (September-October and February-March) and the International Design Week (April), both internationally renowned.

// MILAN, THE SHOPPING CAPITAL

It is impossible to go to Milan and not pay a visit to via Montenapoleone or via della Spiga, the two most famous streets in the elegant

fashion district. Milan is undeniably the fashion and Made in Italy capital.

// ACTIVE AND SUPPORTIVE

Milan is known for its interest given to social support and international cooperation.

BUSINESS OPPORTUNITIES

“EXPO MILANO 2015 OFFERS UNIQUE OPPORTUNITIES TO TAKE PART IN AN UNPARALLELED GLOBAL EVENT.”

As literally said on the online page of the Expo 2015, any business merged with the event itself, will boost its image and corporate reputation. There are countless ways to be involved on a business level, such as tourism, construction and of course event management, also from food, cultural and service. The expo will offer a big chance for business marketing and communicating brand images, it is the best time to showcase business projects. Expo Milano 2015 really is an outstanding opportunity that is open for all projects.

CASE STUDIES

INTRODUCTION

In order to help the service being developed properly and professionally, I have focused on different sectors, such as lifestyle, guiding, exploration, and entertainment.

By dividing the search engine, more detailed and focused services were found, taking from each their pros and cons in order to place The Golden Ring amongst them and see how to make it stand out by making it deliver everything in the most unique way possible.

Through my research for case studies, I have discovered that the services are divided into two categories, the first is User Participation and the second is the User Satisfaction. Each service has its own approach in how to communicate to the audience and how to keep them interested in their service system.

For each case study, I have made a study for it in order to understand how it is working and what is the most powerful sector and attraction for the users. What surprised me is some service systems are very powerful in something while lacking many other characteristics, the service keeps on working well but there is always something missing or something that the users wish the service provided to make the journey easier. And this will be the strength point of The Golden Ring. The study I have done consist on checking the strength of each service by different points, the following:

1. Learning by using: is the user learning anything through the service? is the user profiting in discovering details around him or her while using the app?
2. Smart Devices: does the service follow the user's behaviors and provide them the best options through this learning? does it calculate the users check-ins or location on the gps in order to know what the person likes to do?
3. Amenities Based: does the service suggest the best suggestions to its users? does it offer anything for the user?
4. Exclusive Accessibility: how private is the service? because the more private the more luxurious, the more public the easier to get access to by anyone, therefore is the service unique or for everyone?
5. 100% Multimedia: what other services are

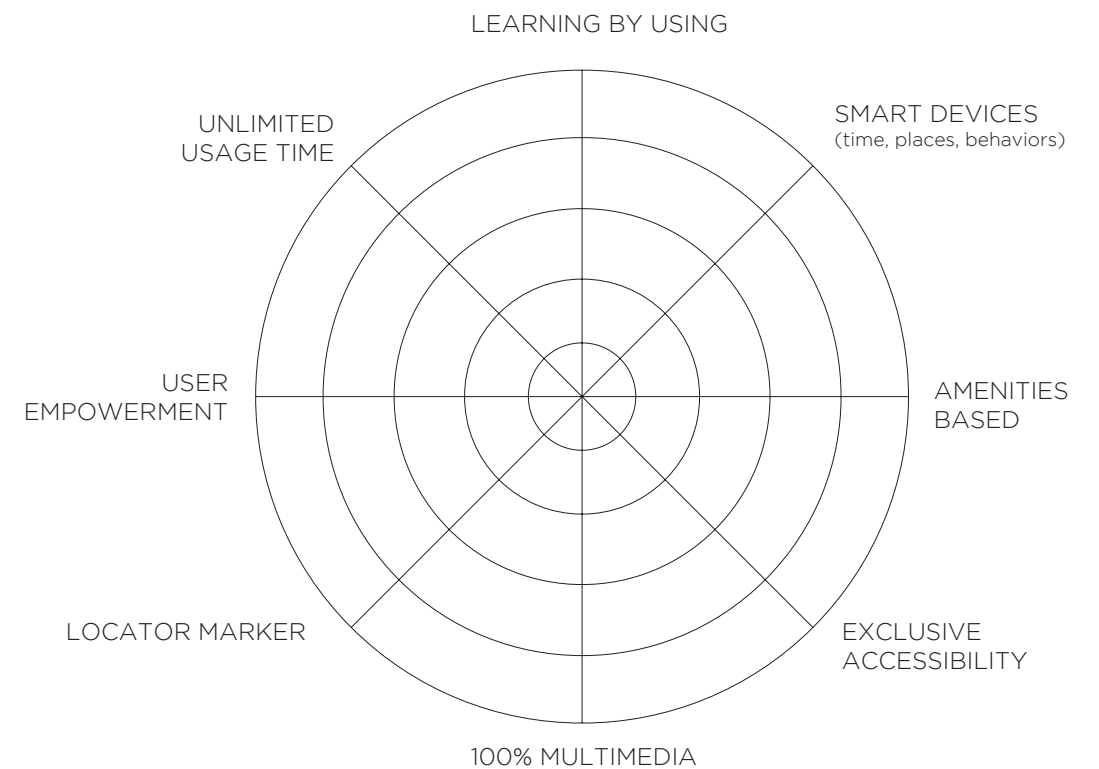
helping the main service system? does it use multimedia to attract? and how often.

6. Locator Marker: Does the service provide a location indicator?

7. User Empowerment: Are the users being empowered through the usage of the certain service?

8. Unlimited Usage Time: for how long is the service going to be available? unlimited or limited amount of time? this point has its pros and cons, some services gain more users by being limited timing other don't, it depends on the content and the reason why the service exists.

I have done this simple grid/graph in order to help me identify the strong characteristics of each case study's service. In the end the results will be compared.



TWO CATEGORIES

USER PARTICIPATION



The more the users are engaged, the more the service knows about each of them in order to provide the suitable services. This category illustrates the applications that need the user participation so in return they can suggest unique activities, places to visit, venues and many more examples. Each time the user checks in a place, the app will register it and study it. In that way, the service will know exactly what each user like to do or buy. The positive aspect about these kind of services is that the users little by little will feel more personally related to the application, because after a while it is more personalised for them, they will feel more important and more satisfied through time.

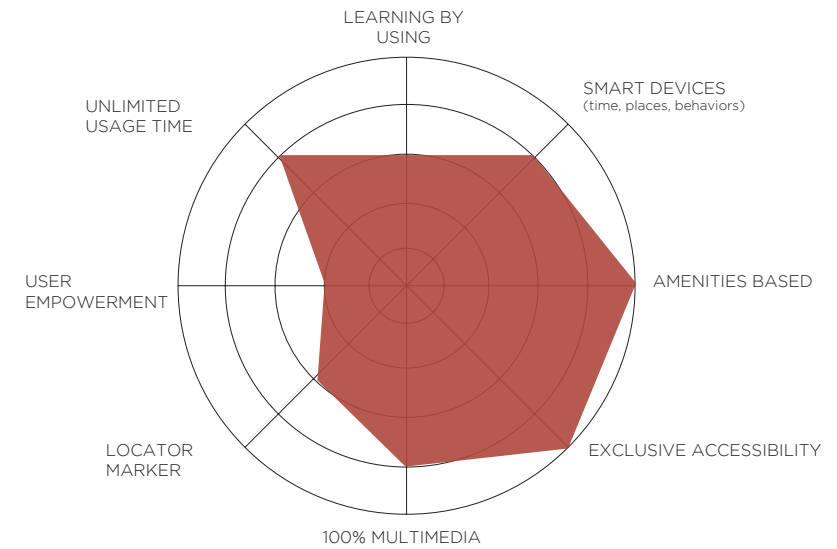
USER SATISFACTION



The services under the category of user satisfaction are the ones designed for the satisfaction of all the users engaged, but all on the same level. This road of user engagement will not provide uniqueness nor exclusivity to the users who signed up. No matter how much the service is unique and innovative, if it will provide the same level of interaction or satisfaction to all of its users, then there is no classification, no levels of importance. Some services are very successful by choosing this kind of user relationship, but sooner or later if it doesn't keep on updating itself, the users will get bored of it and will leave it. If it is updated every once in a while, then there is a higher chance on existing for a certain amount of time. Mainly these services provide ready prepared packages.

USER PARTICIPATION

iVIP (RED, WHITE & BLACK)
MAIN COMPETITOR



iVIP offers its members exclusive, unavailable-elsewhere offers and VIP treatment (complimentary upgrades, surprise gifts, welcome packs, and more) with our hand-picked range of partners.

iVIP membership also provides a lifestyle management service (through our on-demand concierge) and several exclusive member-only services.

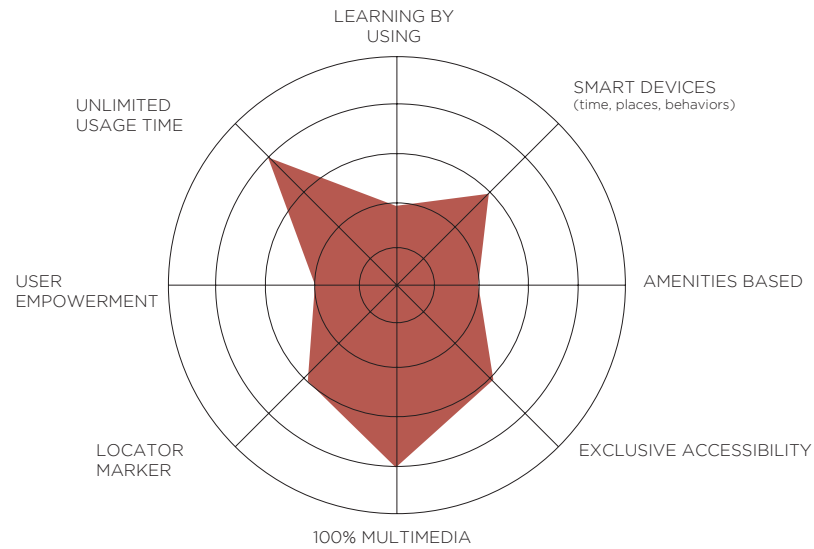
The apps give access to a curated collection of the world's finest brands, venues and services with unique, individually negotiated privileges for iVIP members at each and every one.

The iVIP trial (RED) is for free, but without providing anything. The user can't see any offers, nor properly register. In order to properly use the application the app should be bought, the iVIP Black for example is sold for 800 euros and more. Also the problem with the service is that even after buying the application, The user still has to buy the service in each city he or she visits for 100 euros each.



USER PARTICIPATION

ASMALLWORLD
MAIN COMPETITOR



ASMALLWORLD is the leading private international lifestyle club, founded in 2004 as one of the first online social networks. The members are internationally-minded people committed to opening their lives to each other, sharing extraordinary experiences and ensuring that fellow members can live like locals wherever they go.

Membership requires an invitation from an existing member or an approved membership application by our international committee of trustees. For a small annual membership fee we keep the community private, tightly-knit and free of advertising while offering incredible benefits. The annual membership fee also includes a small donation to the ASMALLWORLD Foundation, supporting global causes in the hopes that together we can make our small world a better one.

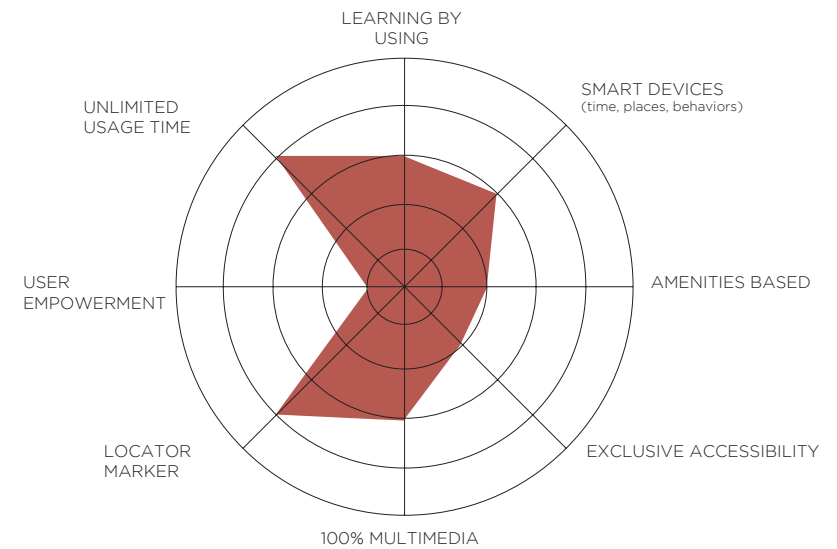
It costs 105 Dollars a year & and invite.

ASMALLWORLD is considered a competitor because of the service provided by people to people. This is one way that The Golden Ring will be working, the difference here is that it is not exclusive and anyone can guide the visitors. While The Golden Ring wants to offer the most exclusive help possible, by training people in order to deliver the best. Also, no need to wait for any invitation from members in order to join the service.



USER PARTICIPATION

CITY1TAP



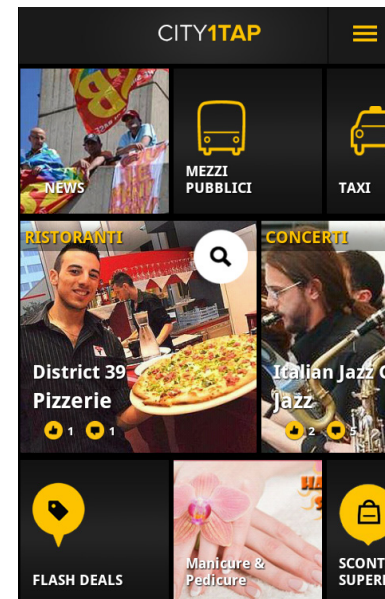
City1tap offers reviews, news of the city, times and locations in real time public transport and many services to inform, move in Milan in a fun, innovative.

It provides information about restaurants and many other places, people who already visited can leave a review, there the future user will know what to choose.

The service is only provided in Milan, and it is still very new, therefore it doesn't offer many ranges of places.

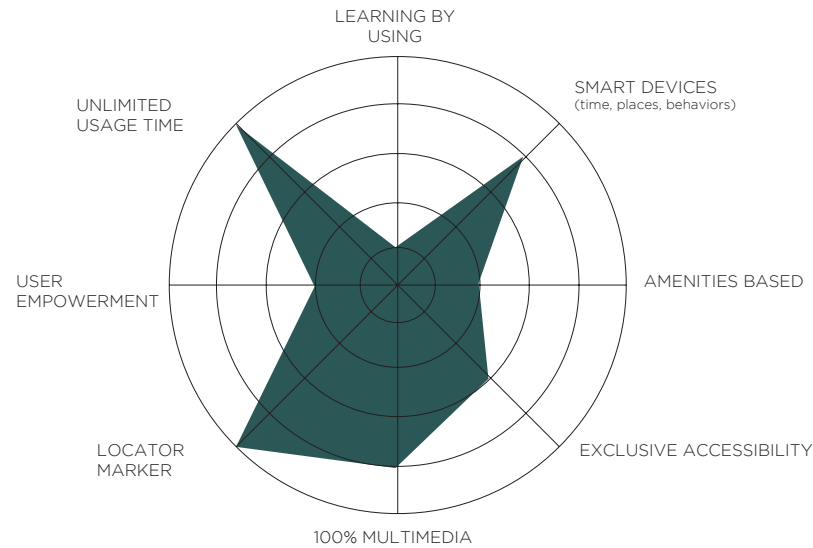
By only focusing on the city of Milan, CITY-1TAP becomes a competitor, but what is different here is that this service is very public and for everyone, there is classification of venues and other services, anyone can get access to any event or venue.

While The Golden Ring wants to focus on being exclusive.



USER SATISFACTION

UBER



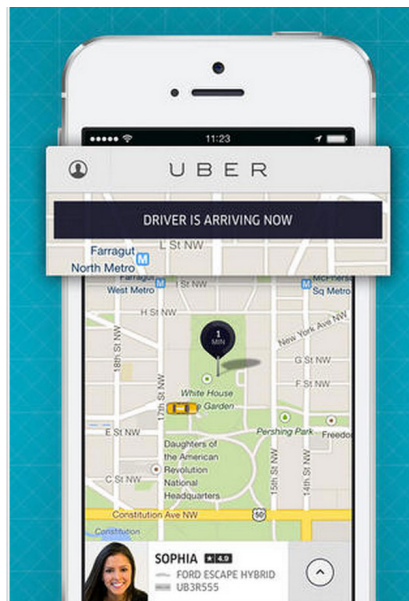
Uber is your private driver in more than 40 countries.

- Request a ride using the Uber app and get picked up within minutes. On-demand service means no reservations required and no waiting in taxi lines.
- Compare rates for different Uber options and get fare quotes in the app. Pay with Google Wallet or PayPal, or add a credit card to your secure Uber account so you never need cash on hand.
- Easily set your pickup location on the map, even if you don't know the exact address. Get connected to your personal driver and check the progress of your Uber at any time.
- Sit back, relax, and go anywhere you want. We'll email you a receipt when you arrive at your destination.

An entirely new and modern way to travel is at your fingertips.

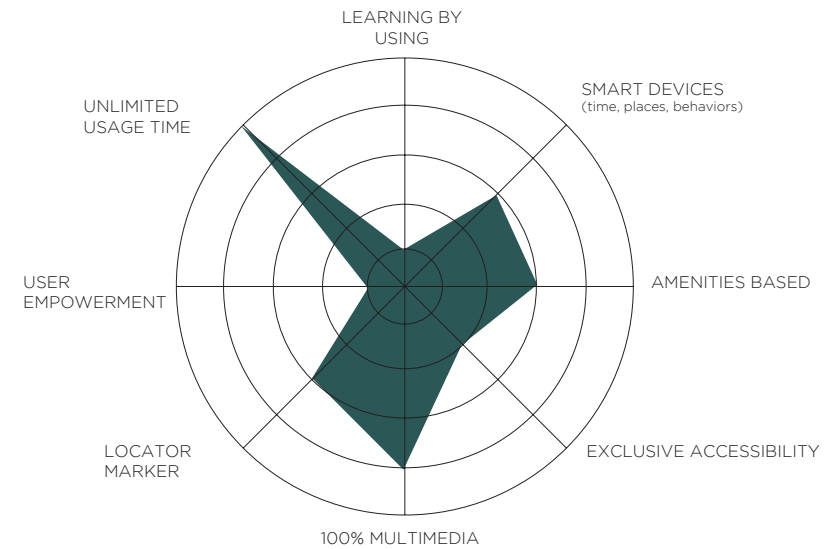
The car is ready to be arriving to your destination, Uber provides a great way to order a taxi whenever you are and at anytime. A car arrives to your destination, the app will know your location and send you the car that is the closest to you.

Everything is ready to be chosen by the user. The difference is that The Golden Ring will have highly standard cars waiting for the user to choose from, and a personal chauffeur to take him/her anywhere and is available until the user is no longer in need for a car.



USER SATISFACTION

VOYAGE PRIVE



The Voyage Privé app offers an inspiring collection of luxury hotels and holidays. The travel experts hand pick every week only the best deals for our members with up to 70% off.

Benefits are:

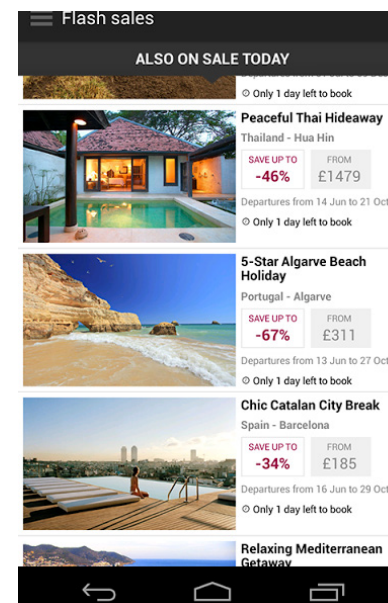
- View latest private sales
- Create an alerts to never miss a sale
- Book the stay with confidence with the secure payment system
- Invite friends and receive voucher when they register to the club

About Voyage Privé:

Voyage Privé is a luxury travel club that scours the globe to bring its members unforgettable getaways, at unbelievable prices.

Pure Satisfaction, true. Voyage prive is always updated, and provides the best deals for the members, through packages already designed and ready to simply book.

The negative here is that none of the packages are personally made for a certain user, any user can choose any deal and book. The service will not study this behavior for future suggestions. This is a correction to be done through The Golden ring service.



CONCLUSION

The key common element between The Golden Ring and the analyzed case studies, is creativity in approaching the users, by creating a new way to engage people in a service.

On the other hand there are many points to compare, for example many service projects focus on bringing two users together with common interests and purposes, while The Golden Ring focuses on bringing two completely different targets together, with different needs, but somehow it makes sense because they will both click, like positive ad negative energy. A category of users will be the service providers, and the other category will be the service receivers.

The Golden Ring will personally study the users and personalize its service on that point. It will train the service providers in order to understand perfectly the job in hand to do, therefore it will study the visitors (service receivers) virtually and physically, this way it is impossible to miss a point. While for example Ivip service app, offers the same service to all its users, even if the suggestions are exclusive to the members registered, it doesn't mean that these suggestions are personalized for each one of them, while The Golden Ring does exactly that.

The common point between Uber and The Golden Ring is the 24/7 availability when it comes to users transportation needs.

They both have the GPS system working, knowing where the user is and directly managing the closest car to his or her location.

A perfect User Satisfaction approach.

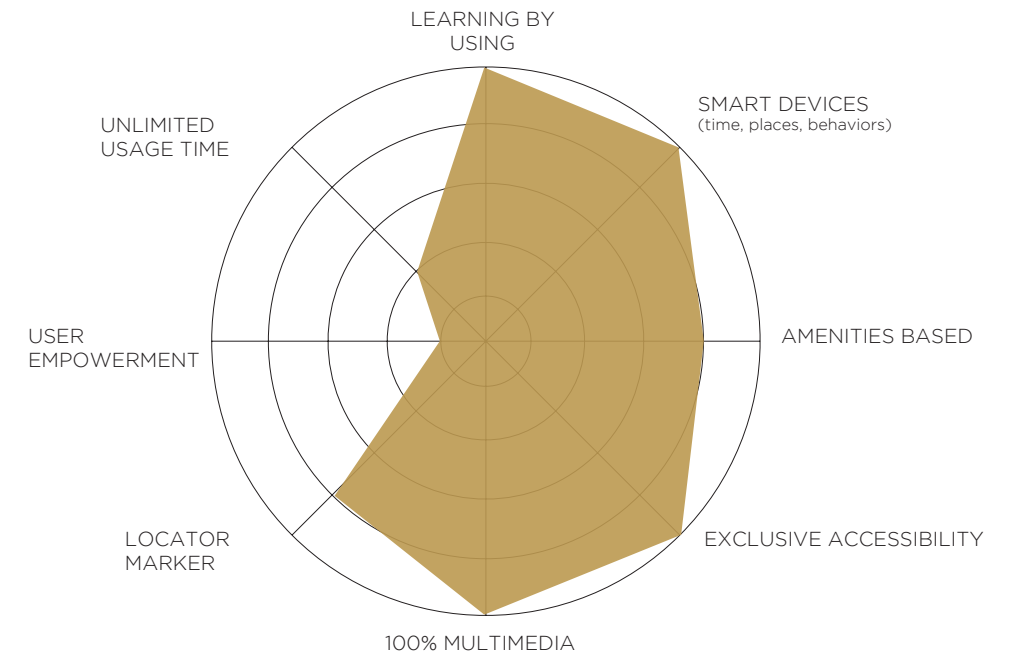
Another important result I came across while putting the case studies together is the importance of internet these days. By moving internet to a physical life than anything is becoming possible, and The Golden Ring is using the internet for transactions need to happen, and they can stay virtually or even having a result in the physical world!

Reservation information transactions, are staying virtual, while on the other hand booking a personal assistant will be moved from virtual to a physical world.

The strength point other case studies have on top of The Golden Ring is Unlimited timing.

All this study has lead me to create a service believing in both User Participation and User Satisfaction systems, as well as bring the virtual world into a more physical experience between two different targets, which makes it even more exciting to use.

In order to deal with the problem of Time Limitation, several suggestions were made to keep The Golden Ring active in the big five years gap between both Expo 2015 in Milan and Expo 2020 in Dubai.



1. Learning by using:

Unlike the other case studies, The Golden Ring users will be learning through the usage of the service app. Not only virtually but also physically with the help of the service providers knowledge.

2. Smart Devices:

Through the technological smart devices, and the internet, The Golden Ring will be using it into its advantage, studying the users check-ins and online behaviours to deliver better offers than many other competitors.

3. Amenities Based:

Both users of The Golden Ring will have special treatments. From free access to events, which are exclusively for The Golden Members, to special offers directly meant to each user (visitors).

4. Exclusive Accessibility:

Only Ivip is pure exclusive for users from all the case studies gathered, and this is a strong common point with The Golden Ring, since it is more luxurious when private. By offering

exclusivity, the members of TGR will rely on it even more.

5. 100% Multimedia:

The Golden Ring has many multimedia to help it stand out from the beginning, first the magazine which will be distributed three months before the birth of the virtual service, And second, the smart TV system, which makes the usage more fun by checking videos about places to visit and venues.

6. Locator Marker:

The Golden Ring, like all other services, will be working also through the GPS system.

7. User Empowerment:

Users are important but it is business wise more important to keep them relying on the service targeting them.

8. Unlimited Usage Time:

Unlike other services, The Golden Ring has a limited timing, the six months during the Expo, and suggestions were made to keep it active reaching the Expo 2020 in Dubai.



الحلقة الذهبية
THE GOLDEN RING

WHAT IS THE GOLDEN SERVICE

**THE GOLDEN RING WILL
ALWAYS PROVIDE THE MOST
UNIQUE AND LUXURIOUS
EXPERIENCE ABROAD.**

Every year, almost sixty thousand Arabic speaking people especially from the Gulf region come to Milan for different purposes, such as shopping, networking, culture and entertainment. With the Expo 2015 coming soon, the amount of people visiting Milan from the Gulf region is expected to be up to two million visitors. Therefore it is crucial to assist the guests in this huge event, opening the gate towards the Expo 2020 that will be held in Dubai UAE under the name of Connecting Minds, Creating the Future. A strong connection will be built between the two Expos and cultures by a luxurious innovative service... THE GOLDEN RING.

The golden ring is a profiling service system targeting a certain audience in the luxurious world. The main goal of this service is to become a bridge between two different cultures and worlds.

The west and the Gulf.

The Golden Ring is a media system that works in synergy with both the digital and the real world, providing its readers with a total immersive experience: paper magazine, mobile app, website... Each media format works autonomously, but is involved in a simultaneous exchange of information. It is an evolving and adaptive process that implements the profilation in time by monitoring members online and offline activities, helping meet the personal needs of its users by understanding their behaviors.



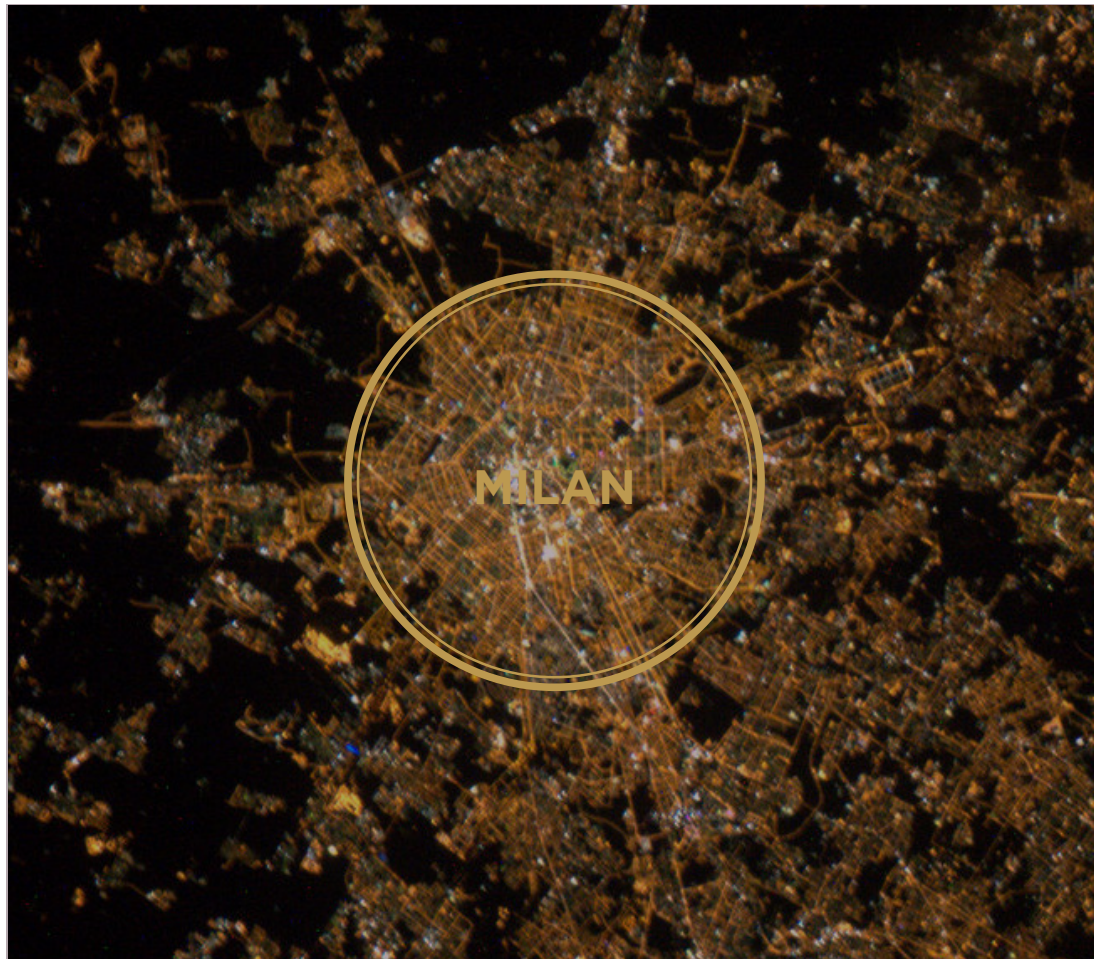
UP TO 2.000.000
VISITORS
FROM THE GULF

WHAT DOES THE NAME MEAN?

The city of Milan, seen from above is clearly shaped as a circle.
It has the shape of a ring, especially in the night with all the lights, the ring becomes golden.

THE GOLDEN RING itself as a service name is related to this discription but with an adding to it; in this circle where the Gulf and the West are meeting and connecting for an important cause in 2015, leading to another one in 2020, is considered golden.

It is a simple discription of a golden opportunity, an opportunity where diverse minds and cultures are linked, and this link will be the The Golden Ring service.



WHAT IS THE GOLDEN VISION

The Golden Ring will not only be a service where people will feel at ease in a big city during an hectic period, but at the same time, it will be a preparation to what is coming next, through and over the years to come.

What is important to know about a service such as this one, is the promise of the continuous guidance in the future, not only in Milan but also in many others city.

Dubai is the second city where The Golden Ring will be active, right before the Expo 2020, 'Connecting minds, Creating the future'.

One of the most important vision that The Golden Ring team believes in is the ability to open big doors of opportunities. Opportunities not only during the Expo 2015, but also the chance of connecting two cultures in a professional way creating a strong bond between the actor and the receiver.



WHAT IS THE GOLDEN MISSION

The golden ring will be officially born in May 2015, the starting date of the EXPO 2015 held in Milan, Italy. The city will be crowded, the media will go crazy and the golden service here will take place as a filtering system with two major missions, the first making the audience experience easier by helping visitors from the Gulf countries feeling at home, providing them the best guidance and treatment, and the second is to give a chance to fresh and experienced graduates from Milan to be part of The Golden Ring in order to assist the visitors in need of their talents.

Therefore, the golden ring will be filtering information from both users and assisting them by answering their needs, whether finding talents or finding visitors.

And it all depends on both users behaviours throughout the digital world.

This service will act as a starting relationship between the west and the gulf, not only during the expo held in Milan later this year but also in the expo 2020 that will be held in Dubai.

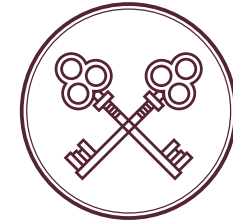
For service providers, it will be a big business opportunity, The Golden Ring will offer them the chance to showcase their talents in the busiest time of all, and making the service private will make them even more visible to the specific user seeker.



WHAT ARE THE VALUES

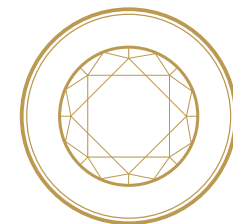
TRUSTWORTHY

The Golden Ring gives real and verified informations personalized for each user. All of the services' users can rely on TGR, because it will always be loyal and sincere.



LUXURY

Because TGR believes in a top level treatment, whether for the service providers or the service seeker, and it will not deliver any suggestion that is less than luxurious.



EXCLUSIVITY

The Golden Ring service offers information exclusively and uniquely for its audience. No matter where the user goes and no matter what he or she does, the service will work depending on their behavior in order to offers a unique experience to each person using the application.



WHAT WILL IT OFFER



BEST ACCOMMODATION FACILITIES

The Golden Ring makes sure that its' users are as comfortable as they should be, therefore it will be providing the perfect options for accommodation as well as private houses to rent for a certain amount of time during their visit to Milan.



BEST VENUES FACILITIES

Best accommodation as well as the best venues choices to dine or have lunch in. The users will always be notified about their favourite place to go, depending on their behaviours the application will understand the area the users like and where they would like to dine. Not only restaurants are guided to, but also museums, events and many many other.



BRANDS AND SHOPPING ONLINE

If the user desires to just shop online instead of contacting a graduate personal shopper, it is completely possible and simple task. the user just has to choose the brand then will be directed to the website to continue with the online shopping.



BEST TRANSPORTATION FACILITIES

Wherever the user decides to go, there is always a car ready to pick him or her up with a personal driver who is at their services. The Golden Ring will be providing the transportation system, even boats if they wish to have a relaxing day on a lake near Milan.



DIRECT CONTACTS & RESERVATIONS

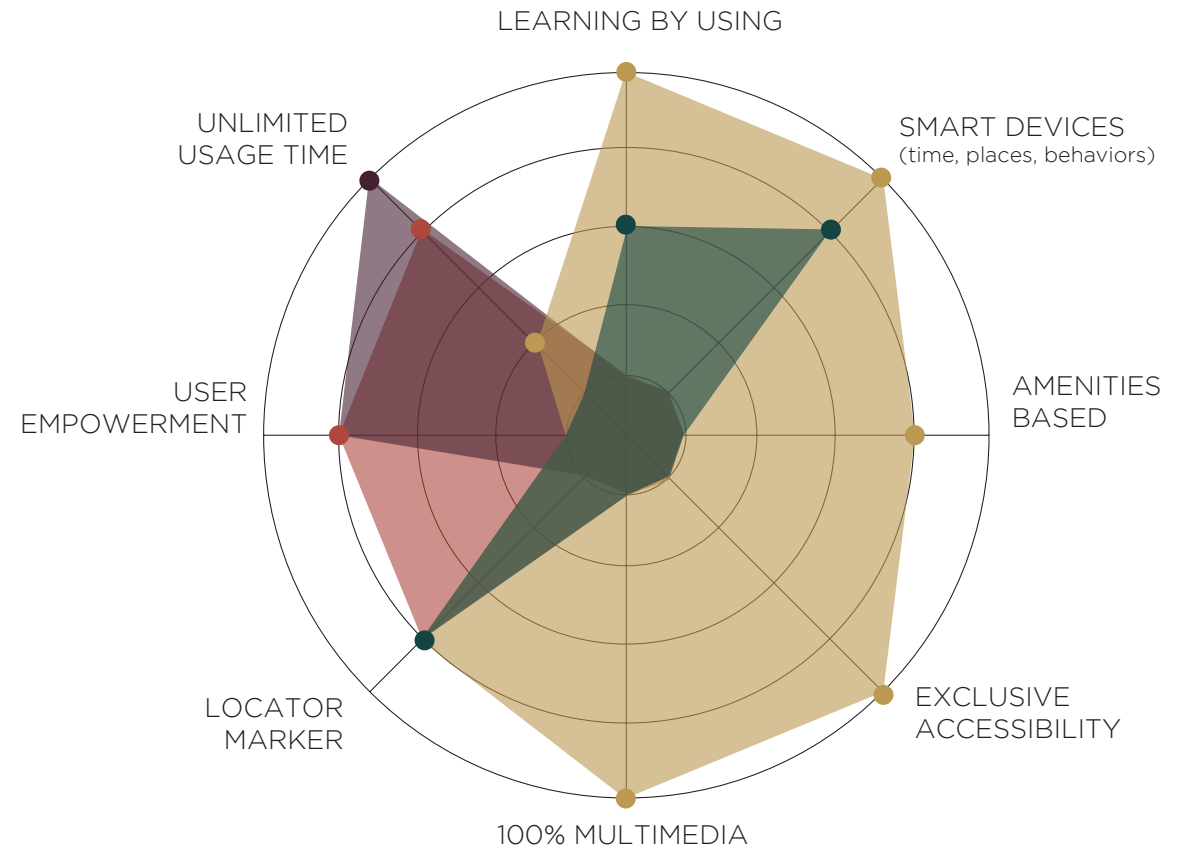
When users choose a venue to dine in, they can directly reserve a table with the expected time to arrive, as well as ordering a car. Whoever the users choose, from personal shoppers to translators and many others, they can directly know who is available at the time desired and directly contact him by sending a request for the talents services.



MAKE YOUR TALENT VISIBLE TO WORK

The Golden Ring will make sure that all the talents are visible to the users in need of them, from guidance in the city, personal shoppers, event planners, private translators... They will have the chance to showcase themselves in order to work in a high level of business with top clients (service seekers).

WHAT COMPETITORS OBSERVATION



WHAT ARE THE OPPORTUNITIES



BUSINESS EXPLOITATION

Even the young generation from the Gulf are interested in investing in new businesses. They have an incredible sense of responsibility and are not scared of risks. By coming to Milan for the Expo 2015, The Golden Ring will make sure to guide them through the city and satisfy their business needs.



WORK OPPORTUNITIES

The Golden Ring has two kind of users, the talents and the receivers of these talents. By giving a chance to graduates from Milan to participate in The Golden Ring and offering their knowledge and guidance to the people coming from the Gulf, this will help the young generation get more job offers in the future as well as the experience they need.



INCREASING TOURISM

The Golden Ring is targeting a luxurious and unique kind of users. Making sure that these users are always happy and guided well, will increase the tourism in Milan, especially if the target is well specified. People from the Gulf will be coming again especially that they are and will always be well oriented by an exclusive service.



SHARING CULTURAL KNOWLEDGE

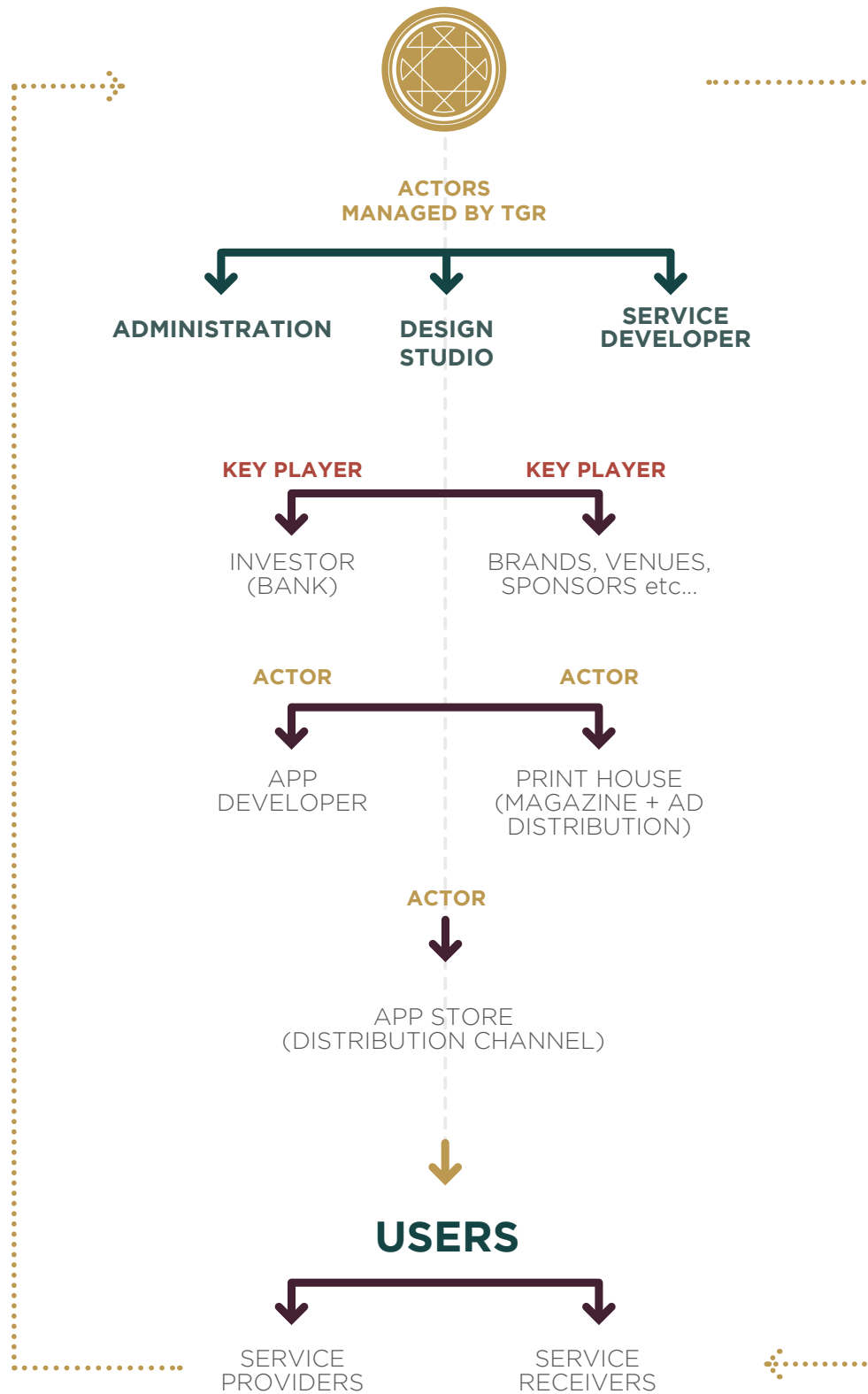
By letting two cultures meet, not only virtually but physically as well, the cultural knowledge will increase quickly. The audience from the gulf will be meeting the audience from Milan and will swap information about each culture and its traditions.

HOW WILL TGR WORK?

THE GOLDEN RING IS A SYSTEM OF MEDIA WHICH WORKS SYNERGICALLY. IT PROVIDES THE USER A COMPLETE AND IMMERSIVE EXPERIENCE. EVERY MEDIA WORKS EITHER AUTONOMOUSLY OR SIMULTANEOUSLY.

HOW WILL TGR WORK

ACTORS AND KEY PLAYERS



HOW WILL TGR WORK

BUSINESS CANVAS

STRATEGIC PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION
SPONSORS	MANAGING THE PLATFORM	DYNAMIC EXPERIENE
GRADUATES		CULTURAL EXPERIENCE
INVESTORS (BANK)	DATA COLLECTING AND DISTRIBUTING	INCREASING BUSINESS & TOURISM
SERVICE DEVELOPER	GAINING CREDIBILITY	WORK AVAILABILITY & JOBS OPPORTUNITIES
MILAN MUNICIPALITY	OFFERING VENUES AND OTHER SERVICES AVAILABILITY AT ALL TIME	MULTI-LINGUAL CONTENTS
		REWARDS BOTH USERS WITH SPECIAL OFFERS
CUSTOMER RELATIONSHIP	CUSTOMER SEGMENT	DISTRIBUTION CHANNEL
FREE ACCESS & USAGE FOR GRADUATES	SERVICE RECEIVERS:	APP STORE & GOOGLE PLAY
GRADUATES TRAINING	PEOPLE COMING FROM THE GULFS TO MILAN DURING EXPO 2015	WEBSITE
EVENTS & PROMOTIONS	SERVICE PROVIDERS:	MAGAZINE DISTRIBUTION (ITALY AND TEH MIDDLE EAST)
SPECIAL OFFERS FOR TOP USERS	GRADUATES IN MILAN WITH TALENT TO OFFER & HELP THE VISITORS	MARKETING AND PR
PERSONALIZED EXPERIENCE		SPONSORS OFFERS
		UNIVERSITIES WEBSITES (CAREER SERVICE)
KEY RESOURCES	COSTS	REVENUES
STAFF	DESIGN STUDIO	FROM APPLICATION: UPDATES
SERVICE DEVELOPER	APP DEVELOPER	UPGRADING PROFILES
APP DEVELOPER	ADVERTISEMENT	ONLINE PAYMENT PERCENTAGES
DESIGN STUDIO	MAGAZINE PRINTING & DISTRIBUTION	SPONSORS
ADVERTISING COMPANIES	GRADUATES FOR PROVIDING THEIR TALENT & TIME (IT IS A JOB)	

HOW WILL TGR WORK

POSSIBLE FUTURE STEPS



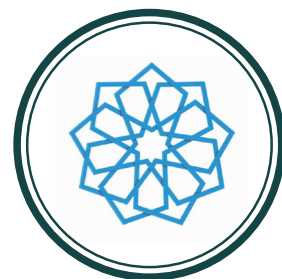
2015
MILAN - ITALY



2016
RIO DE JANEIRO - BRAZIL



2018
RUSSIA



2020
DUBAI - UAE

WHO WILL TGR TARGET?

HOW WILL TGR WORK TARGETS

The personas are based on my interviews conclusions. I got inspired by Salem for example into creating the service receivers personas while Pamela's interview inspired me in doing the service provider persona.

The targets are divided into two, the visitors and they are the service receivers, and the graduates who are the service providers.

Majed and Alia are visiting Milan for the Expo, and they will need a lot of help moving around, shopping, setting business meetings and getting access to Expo events, while Alice is already very familiar with everything happening in Milan and is ready to help and provide her talent to the suitable client for her. And the Interview with Miss Pamela provided me with the sufficient information in order to train Alice for three months on how to greet, dress and behave with the specific target with a completely different cultural background.

HOW WILL TGR WORK TARGETS SERVICE RECEIVERS



MAJED SAJWANI

Majed is 28 years old
He is an Architect, living in Dubai.

Majid is a hard working architect that has already teamed up with many architects from Europe to create wonders in DUBAI and the other UAE countries.
Majid is surely high tech and is always up to date no matter how much busy he gets. His iphone is always connected, he shares with other people online many of inspirations he finds around him no matter where he goes.

During the free time he can have, Majid enjoys hanging around Dubai city with his fellow friends and colleagues, enjoying the great little things that the city has to offer.

A man like Majid will surely enjoy his stay in a city like Milan.



ALIA AL HASHMI

Alia is 32 years old
She is a housewife & an independant accessories designer

Mrs Al Hashmi is mother of three and a devoted woman to her personal career. She has a strong sense of fashion and enjoys lunches with her girlfriends. A woman like Alia is always invited to top class events.

When she travels, her assistants are always around, even her hairdresser. And for Alia, a service like The Golden Ring is very helpful to shop online, and check the latest trends and places.

HOW WILL TGR WORK

TARGETS

SERVICE PROVIDERS



ALICE DAMIANI

Alice is 25 years old
She is an History of Design graduate

Alice has a big passion for art and design, which is the reason why she studied and graduated in History of Design.

After graduating, she was keen on helping others discover design and the culture of art.

Alice would be very helpful for The Golden Ring service, because with her talent and the talent of many others who will join the golden family, The Golden Ring will provide a much personal and professional guidance to the audience coming from the Gulf.

By joining The Golden Ring, Alice will secure the chance of being a freelancer and do the job she loves to do, helping the people coming from other countries know her country better through the eyes of a local.

HOW WILL TGR WORK

ACCESS TO SERVICE

● SERVICE RECEIVERS

The users will get access to the service through two kinds of touchpoints, a static and a dynamic type.

The first static touchpoint is The Golden Magazine which will be distributed in the Gulf and the Middle East region six months before the Expo first day. The magazine will be in the VIP lounge of the airports as well as in the first class section of the airplanes. The second touchpoint is the printed communication brochures and leaflets, mainly given in VIP events and shopping stores. The third and last static touchpoint is the invitation cards to events launched by The Golden Ring.

The second type of touchpoints is the dynamic one, and this is where the service starts to take shape, through the APP itself, the website, and the augmented reality linking the printed touchpoints to the dynamic ones.

● SERVICE PROVIDERS

The users will get access to the service in a slightly different way. Cooperating with the most important universities and companies in Italy, the users will be notified about The Golden Ring through the Career services, emails, and lectures held by The Golden Team will be the start.

Through the lecture, the students especially the Alumnies, will get to know more about the services that needed to be delivered, and a training of three months will be provided in order to get to know about the culture and to know about the level of the audience visiting. Since The Golden Ring is a luxurious service then the training will be on that level.

After the training is done, the participants will get access to the app with a Golden CV created for each of them and a profile to showcase themselves.

TOUCHPOINTS THE MAGAZINE

EXCLUSIVE

The golden ring magazine offers information exclusively for its audience.

ASSISTANT

The golden ring magazine also offers a way finding of all the venues.

LUXURY

The golden ring magazine is representing the service in the most luxurious way.

It is how the magazine will speak.

In over 150 pages printed on glossy paper with superb photos, articles and opinions signed by well-known experts, we cover among others:

// THE DUOMO SQUARE and the DUOMO MUSEUM.

// PALAZZO REALE, where exhibitions of the most important painters from the around the world are held there for an amount of time each.

// MUSEO DEL 900, a modern italian museum

// LA RINASCENTE, the luxurious mall of Italy

// THE SCALA SQUARE, with the iconic statue of Leonardo Da Vinci is situated.

// TRIENNALE DI MILANO, a contemporary design museum.

// THE GALLERY OF VITTORI EMANUELE II, where all the high brands stores are located, such as GUCCI, BORSALINO, PRADA etc...

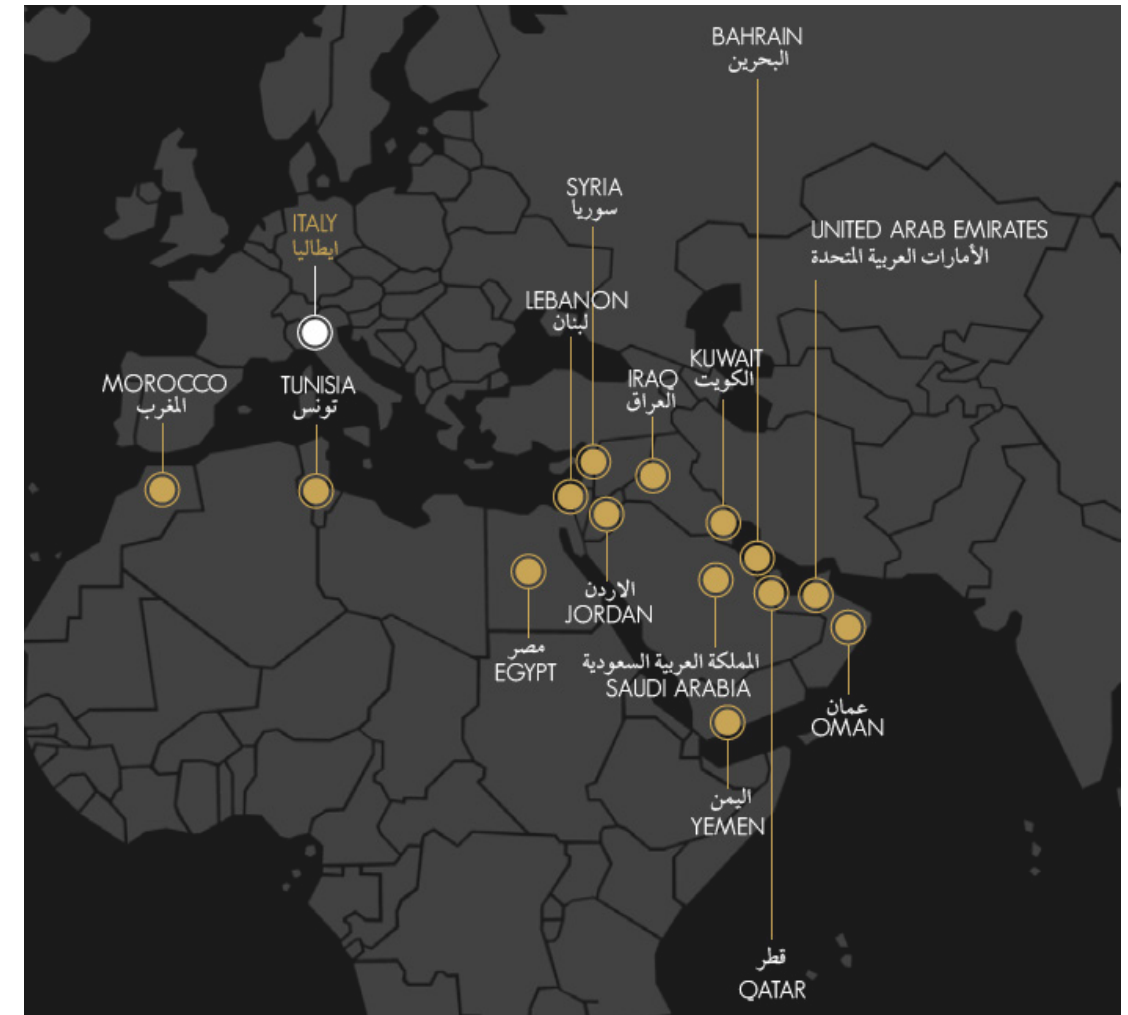
// THE QUADRANGLE OF FASHION, streets like Via Montenapoleone, San Babila and Via della Spiga, with all the high brands boutiques are located.

// THE PUBLIC GARDENS, where people can enjoy a relaxing break during the expo days.

and many many more.



TOUCHPOINTS AREA OF DISTRIBUTION



IN ARAB COUNTRIES:

// On planes of the major airlines companies such as Etihad, Saudi Arabian Airlines, Qatar Airways, Kuwait Airways, Oman Air, Royal Jordanian, Gulf Air, Royal Air, Maroc, Middle East Airlines, EgyptAir.

// In VIP lounges, in the airport of the main cities: Dubai, Abu Dhabi, Muscat, Kuwait City, Rabat, Beirut, Casablanca, Amman, Cairo.

// In the agencies of leading tour operators.

// In five Hotels of the major cities.

IN ITALY:

// In the airport VIP lounges of Milan Linate and Malpensa. In Malpensa airport, first satellites areas of terminal 1 reserved for travelers from the Middle East and Asia.

// In five-stars Hotels in the center of Milan.

// In dedicated corners of Arab Countries pavilions during the Expo Exhibition.

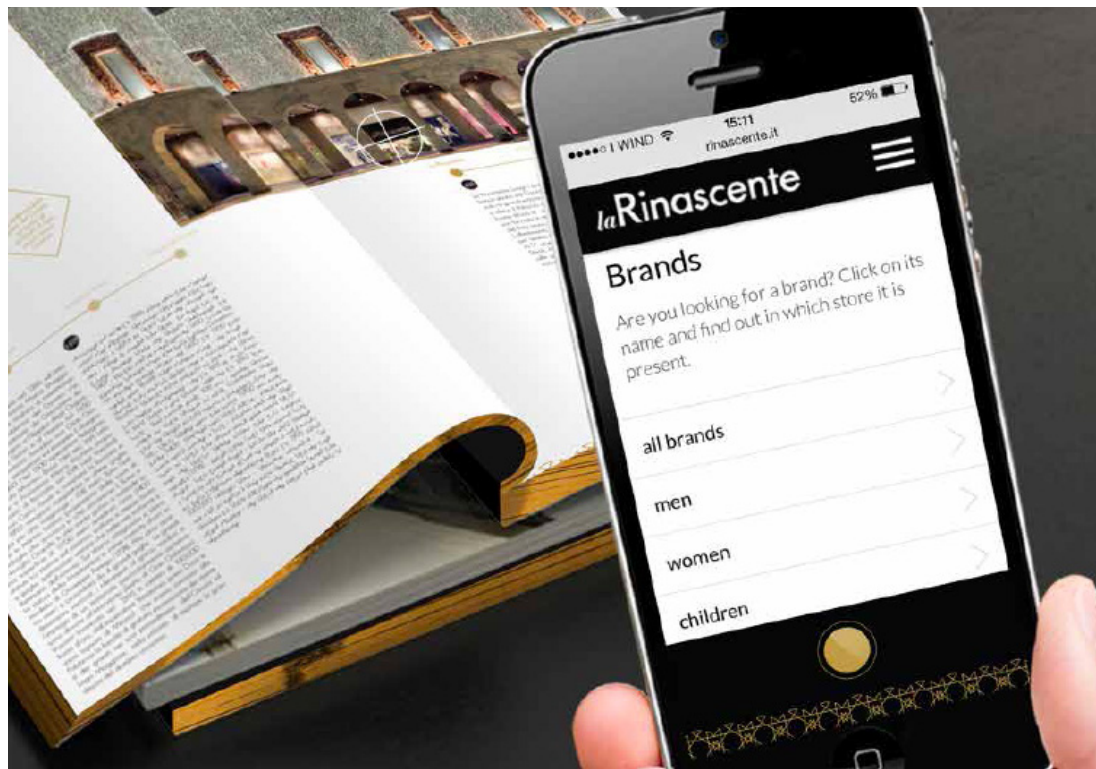
// In the dedicated corners of Milan municipality.

TOUCHPOINTS

THE MAGAZINE CONNECTING TO APP

AUGMENTED REALITY ENHANCES THE MAGAZINE WITH INTERACTIVE CONTENT, ACCESSIBLE WITH TABLETS AND SMARTPHONES.

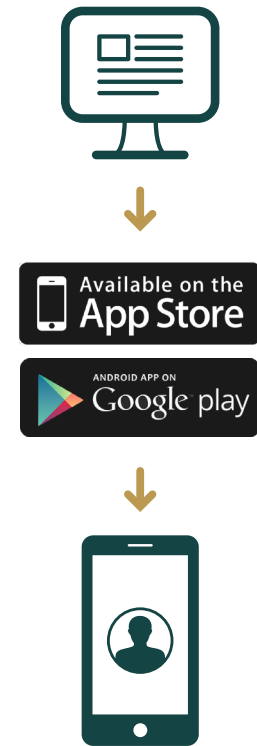
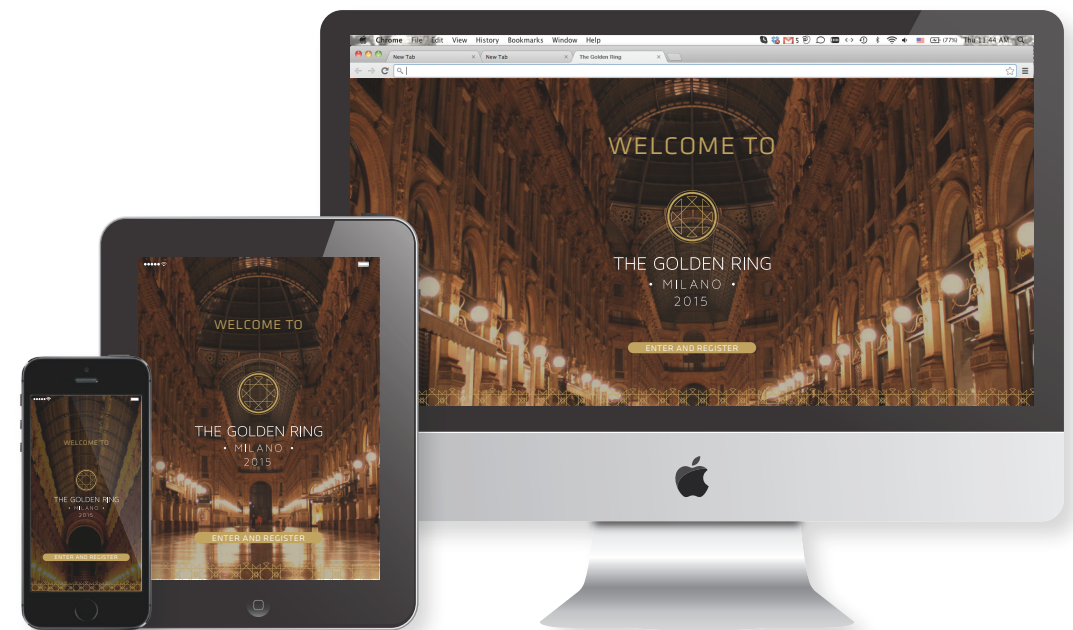
Augmented reality for advertisements will be implemented in the magazine to link it to the APP. From shopping online to booking museum tickets or reserving a table in a restaurant, every AD in the magazine will contain the augmented reality system linking it to the digital services.



TOUCHPOINTS

THE WEBSITE

The Golden Website is a simple introduction to the application. It is responsive to all kind of tablets sizes, and it mainly directs the users to the APP STORE or GOOGLE PLAY in order to download it and start registering.



TOUCHPOINTS

THE APPLICATION

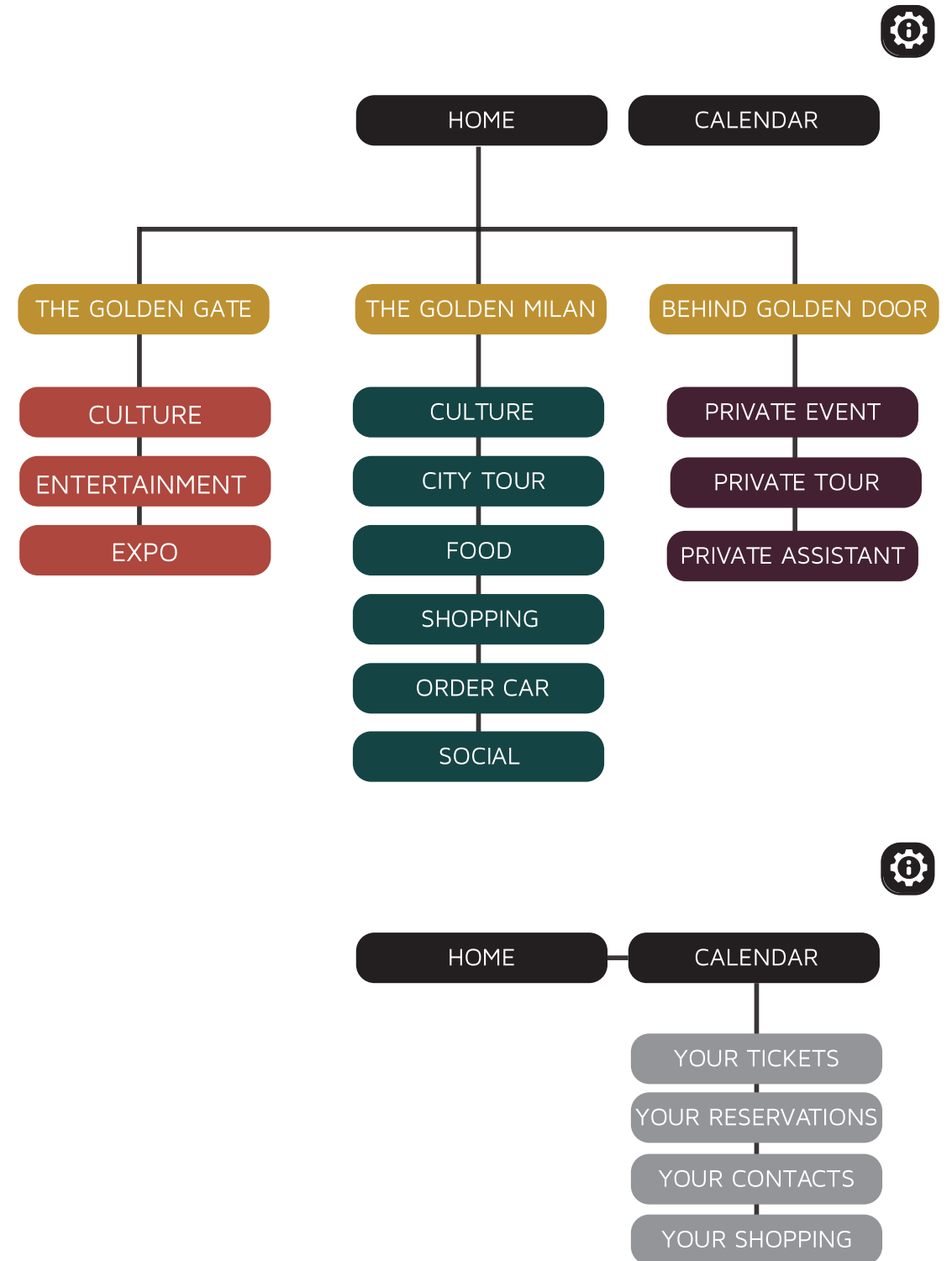
APP icon and the registration page.



TOUCHPOINTS

THE APPLICATION

BASIC DIAGRAM



TOUCHPOINTS

THE APPLICATION

RECAP ON MAIN SECTIONS

THE GOLDEN GATE



Private access to special events such as:
 Expo pavillions
 La Scala
 Private Shows & Events

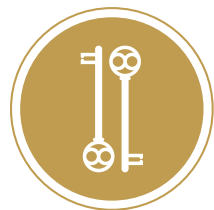
PREMIUM
MEMBERSHIP

THE GOLDEN MILAN



access to 4 specific areas
 CULTURE
 ENTERTAINMENT
 FOOD
 TOURS
 SHOPPING
 CARS
 SMART TV

BEHIND GOLDEN DOOR



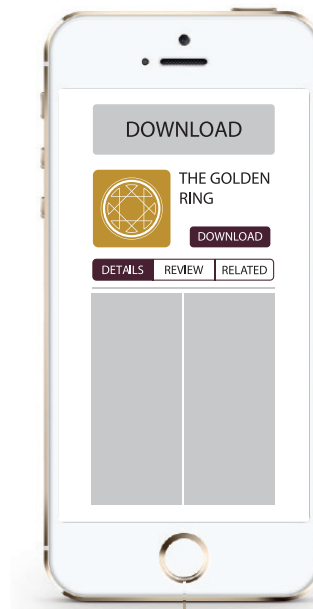
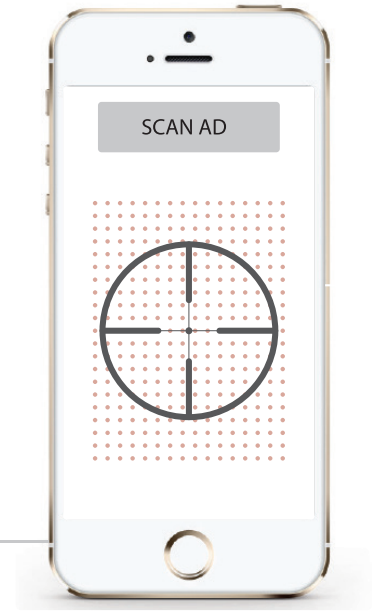
PRIVATE
ASSISTANT

TOUCHPOINTS

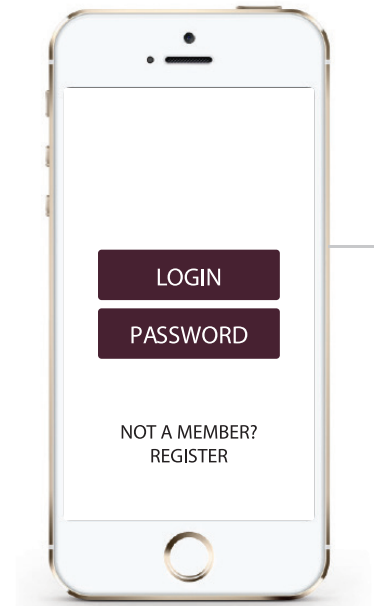
THE APPLICATION

WIREFRAME / ACCESS TO APP

SCAN AUGMENTED REALITY CAN ALSO LEAD TO DOWNLOAD THE APP



OR THE USER CAN SIMPLY GO TO THE APP STORE AND DOWNLOAD TGR

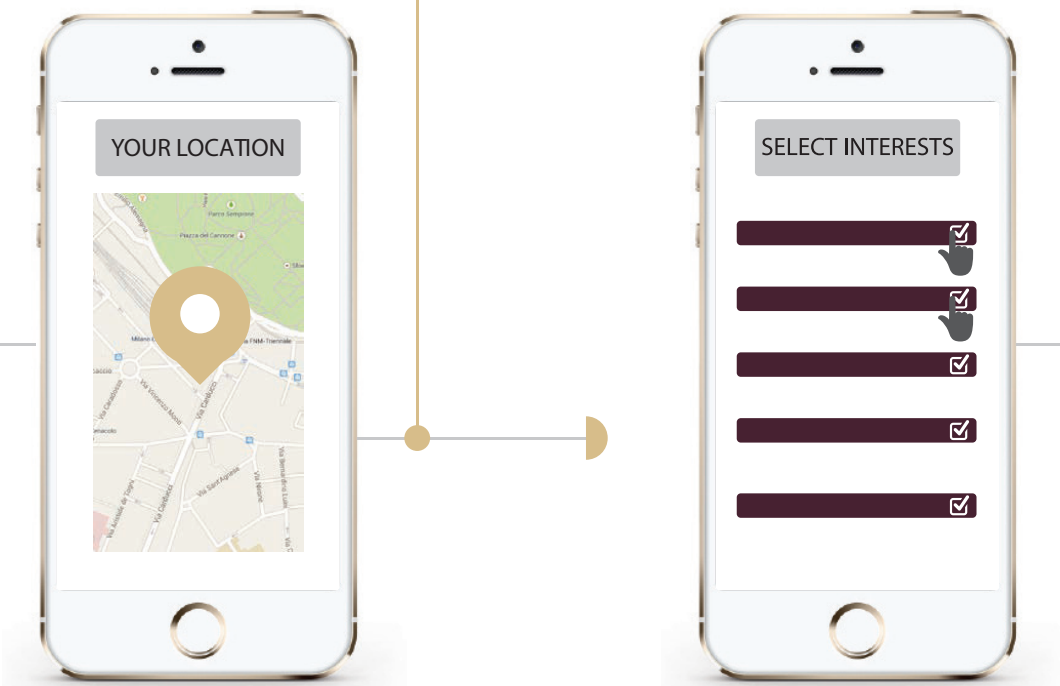


- ACTIONS
- MAIN MENU
- SUB MENU
- INDICATIONS
- GOLDEN RING
- DESCRIPTIONS

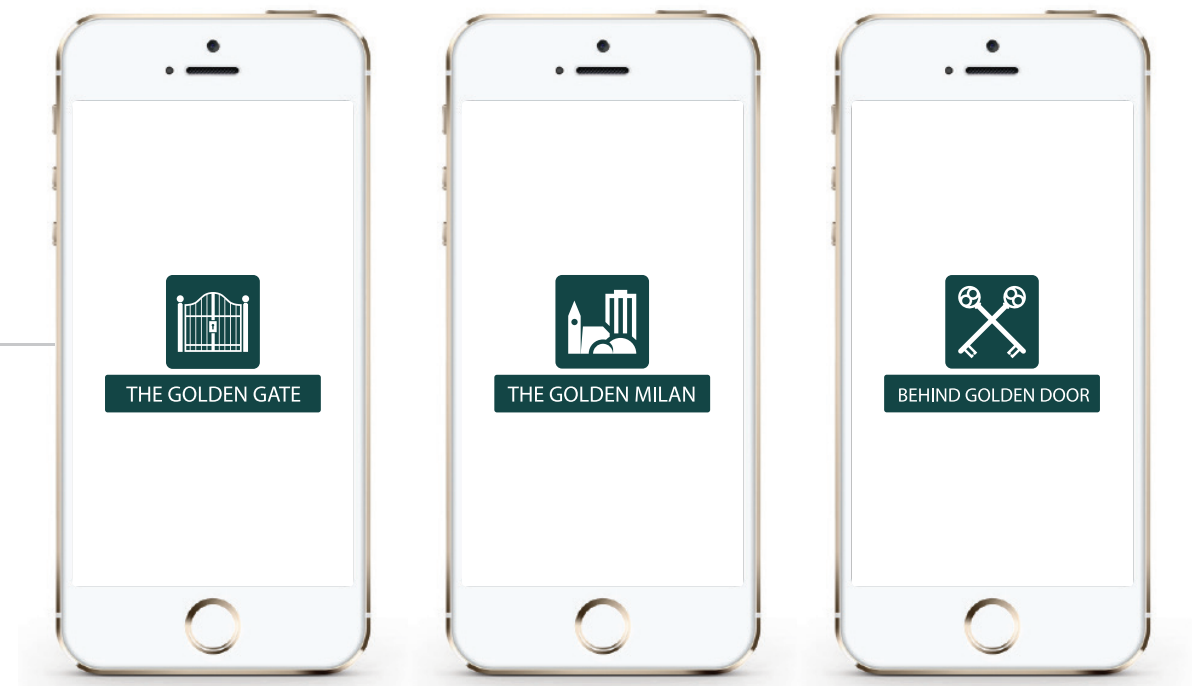
INDIRECTLY PERSONALIZING THE APP SERVICE

THE THREE MAIN SECTIONS

CHOOSE LOCATION THEN INTERESTS



LEADING TO PUSH NOTIFICATIONS CUSTOMIZED DEPENDING ON INTERESTS



GET ACCESS TO VIP SECTIONS AND TREATMENTS

- Immediate access at any time
- Daily life activities service
 - Always Available
- Person ally assisting the users
- Always reminding the members of the things to do and experiecnce

- Plan private events
- Private tour booking
- Personal assistance
- Different experience

// service providers are accessed here.

- ACTIONS
- MAIN MENU
- SUB MENU
- INDICATIONS
- GOLDEN RING
- DESCRIPTIONS

- ACTIONS
- MAIN MENU
- SUB MENU
- INDICATIONS
- GOLDEN RING
- DESCRIPTIONS

There are two main ways to use the app, that will give to the user two different experiences.



PUSH NOTIFICATIONS
PRIMARY MODE
PURPOSEFUL

THE GOLDEN APP ORGANIZES THE BEST SERVICES FOR EACH USER. IT WILL HAVE READY PACKAGES WITH THE BEST SOLUTIONS POSSIBLE TAILORED FOR THE USER DEPENDING ON HIS/HER BEHAVIORS.

// MORE CONFORT FOR USERS

// ASSURED QUALITY & ORGANIZATION

// DISTRIBUTION OF SERVICES EVENLY THROUGHOUT THE DAY



AUTONOMOUS
SECONDARY MODE
RECEPTIVE

SERVICES AVAILABLE IN THE APPLICATION WHERE EACH USER CAN CHOOSE THE JOURNEY DESIRED, BY SELECTING EVENTS OF HIS/HER CHOICE.

// LEVEL OF LUXURY UNCERTAIN

// USER ORGANISES HIS/HER OWN JOURNEY

// LESS CONTROLLABLE BY TGR

PUSH NOTIFICATION PROMPTNESS

HIGHER LEVEL OF LUXURY
TIMING IS ALWAYS PERFECT
MORE PERSONAL & EXCLUSIVE

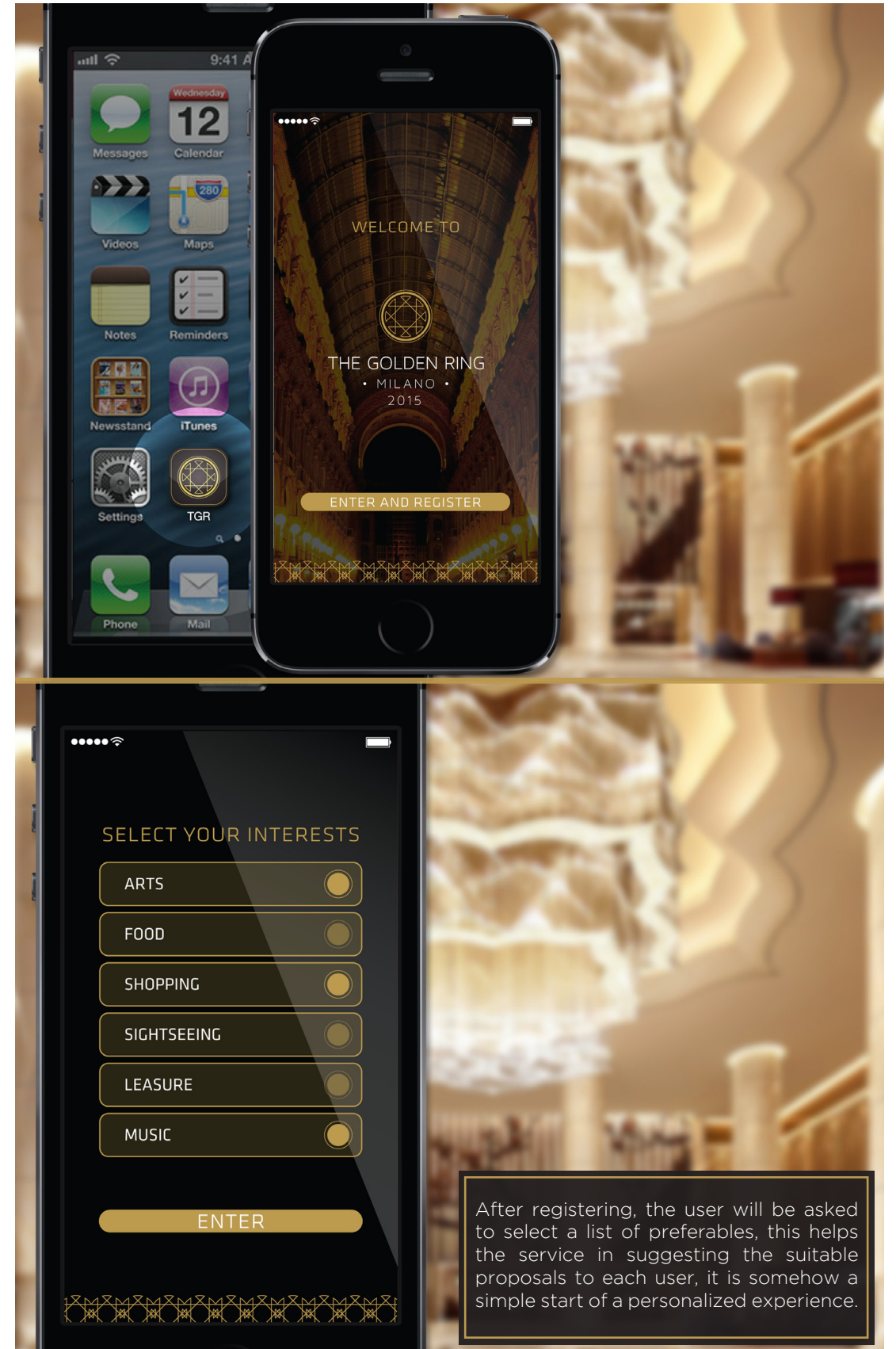
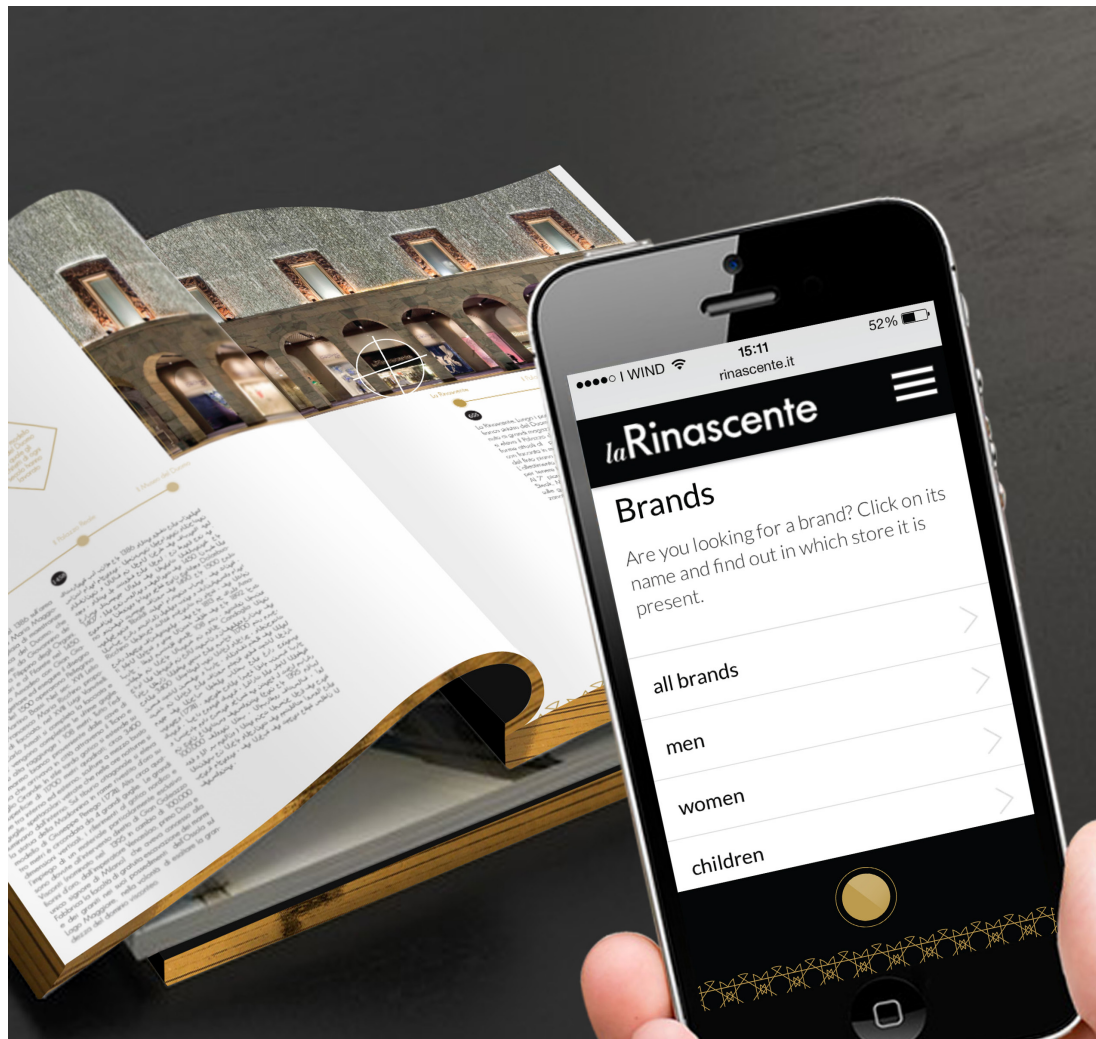


TOUCHPOINTS

THE APPLICATION

HOW THE APP WORKS

The reader scans an ad, directing him or her to the virtual world for purchasing, reservations and other services. This transition is managed by The Golden Ring, if the user does not have the app then the scan will direct him or her to the app store or google play.



After registering, the user will be asked to select a list of preferables, this helps the service in suggesting the suitable proposals to each user, it is somehow a simple start of a personalized experience.



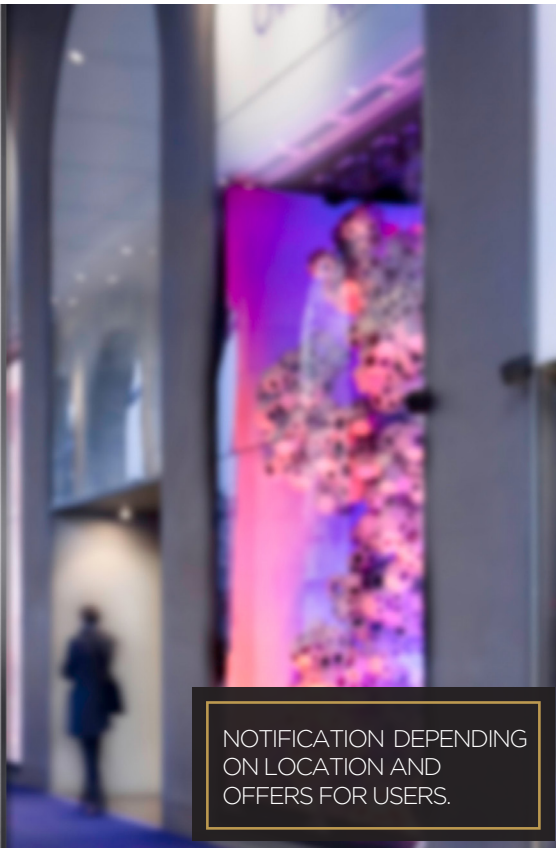
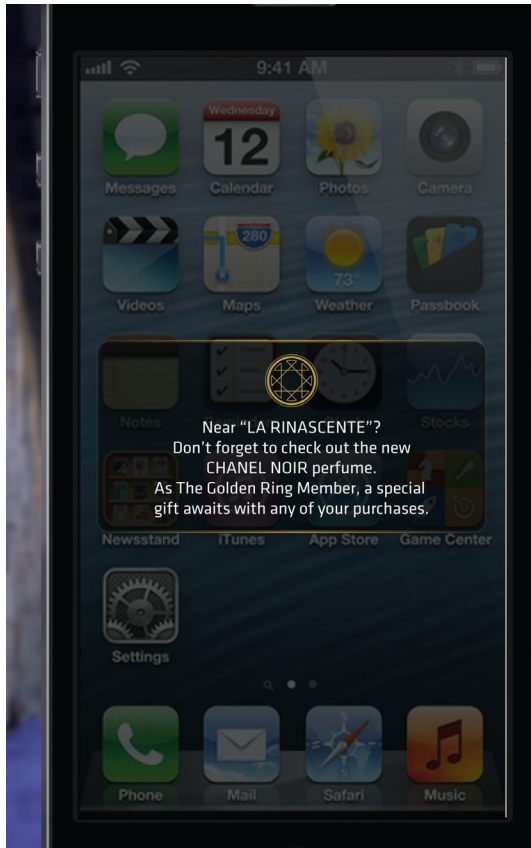
The app will act depending on the user's behaviour, from GPS, timing and check-ins. Once a notification is sent and opened, the user will be directed to the services related, here for example we have dinner reservations.



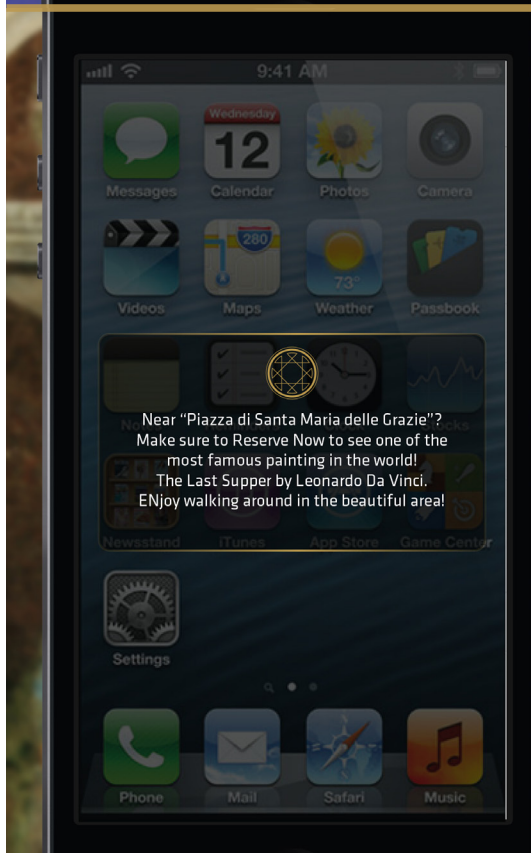
Sharing pictures and checking in locations around the city is also available. Even if the services are exclusive for a certain target, The Golden Ring will also make sure in providing the audience the chance to share their experience in Milan.



Choose your restaurant, set your time, number of people attending and if you wish to have a car delivered for you. THIS ACTION IS FOR ALL ALL THE NOTIFICATIONS FOR MUSEUM AND EXPO.



NOTIFICATION DEPENDING ON LOCATION AND OFFERS FOR USERS.



GPS CULTURAL NOTIFICATION, LEADING TO TICKET RESEVRVATIONS.

BRANDING

BRANDING RESEARCH

AN INSPIRATIONAL IDENTITY RESEARCH WAS HELPFUL TO KNOW THE GOLDEN RING BRANDMARK SHOULD LOOK. IT WAS TRADITIONAL VERSUS MODERN.

The following identities are considered to be traditional, due to the font which has been used in some (mainly cursive), or using the floral typography and integrate it in the icon of the brandmark.

Traditional arabian identities are mainly the strongest in illustrating the arabian image, especially when using traditional colour palette, such as, gold, silver, dark blue, green or red.



Nowadays, arabian based comapnies are more open to the west world, this is quite obvious in the way they represent their identities. "Our modern culture", respecting their cultural essence but looking modern. More bold colours are used, more freedom of illustration and a very wide range of modern arabic fonts. No matter what font they use, they keep in mind to match it with the latin type as well.

متحف
المتحف العربي
للفن الحديث

mathaf
arab museum of
modern art



BRANDING

RESEARCH

WHAT TO AVOID TODAY

I had to keep in mind avoiding many points such as:

- Avoiding different styles of fonts between the arabic type and the latin type.

- Avoiding using dull colours, making the identity look old fashioned.

- Minding that not all the effects we use on latin type will suit the arabic type, it might cause distortion. (DUBAI DUTY FREE LOGO)

- Even if we want to illustrate with the arabic font, it is crucial to write again in a comprehensive way, especially if the logo has to be introduced in the west. (AL MAL CAPITAL LOGO).

- We always have to keep in mind the hierarchy between the two cultures, types can not have different width or heights.



BRANDING

THE BRANDMARK

BRAND VALUES

A brand value acts like a code to which the brand will live. It is a benchmark to measure behaviours and performance.

Whatever is describing a brand's language, behaviour, look and essence it called the brand value.

THE GOLDEN RING VALUES,

// TRUST

We value trust and personal responsibility as our inherent characteristics.

// COMMITMENT

We are committed to meeting all our users' expectations, that is our promise.

// CREATIVITY

We value our creativity in approaching different cultures, we invite them. We combine them with ours.

// EXCELLENCE

We do not compromise on excellence and quality because they are our state of mind, our signature and our language.

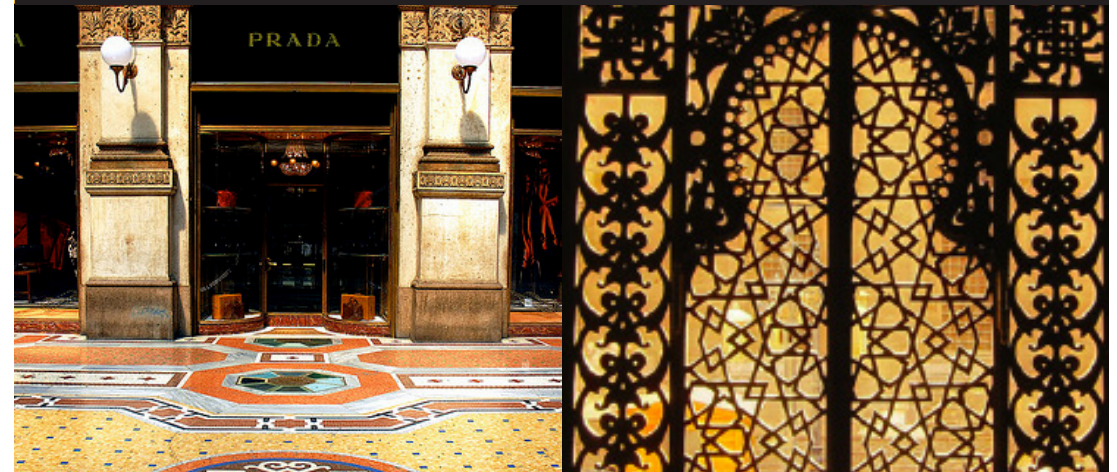
BRANDING

THE BRANDMARK

MOODS CONNECTION



GOLDEN MOOD



FORMS IMPLEMENTATION



GOLDEN LIFESTYLE

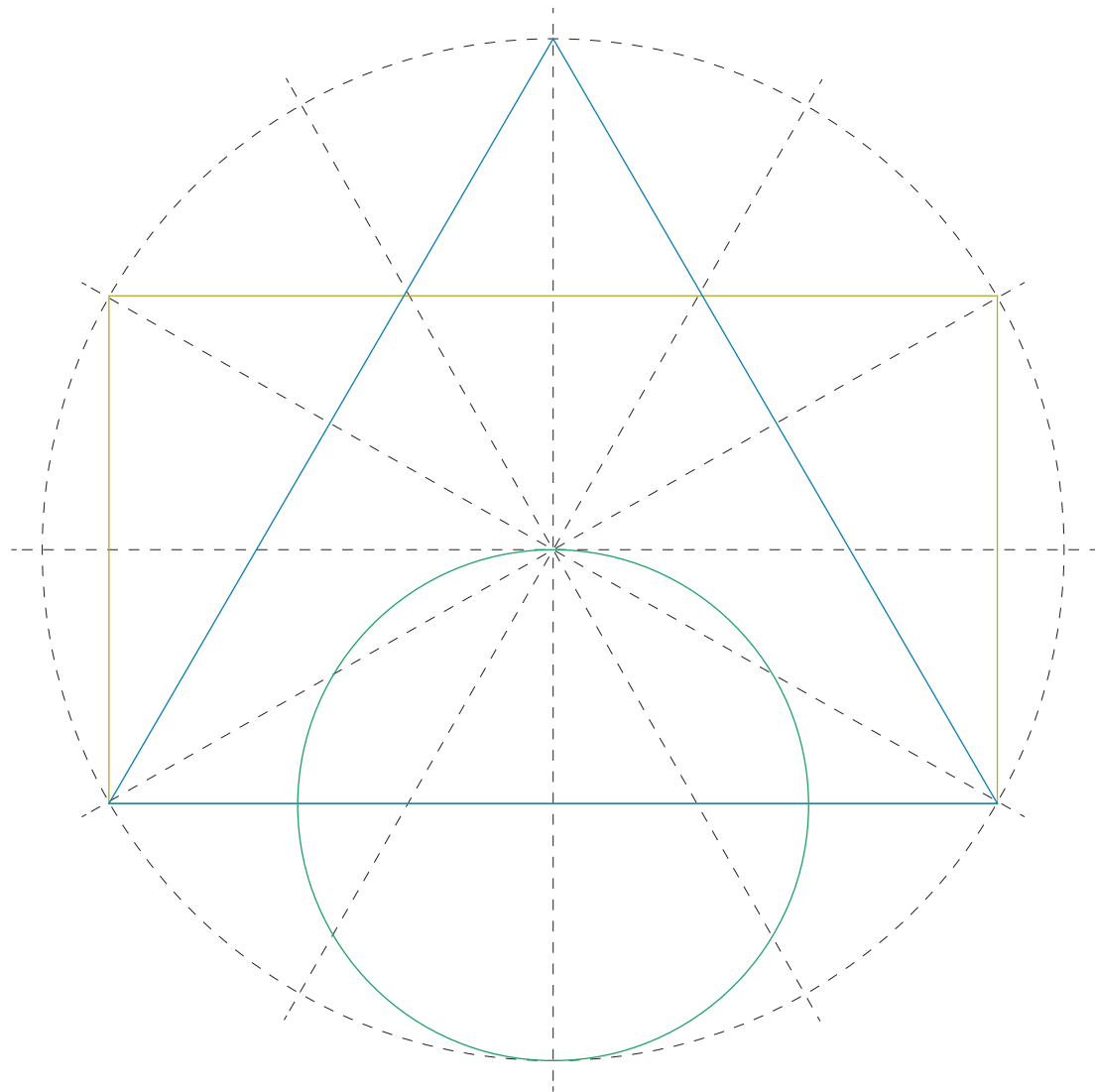
BRANDING

THE BRANDMARK

THE GRID / THE STARTING POINT

In order to build a flexible identity, then a flexible grid had to be designed. This circular shaped grid is a big help for future steps planned for THE GOLDEN RING.

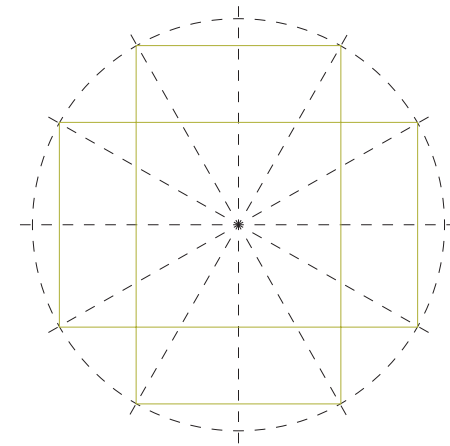
While creating a fun process for designing the brandmark with geometric shapes, still rules were made to respect THE GOLDEN RING values and language.



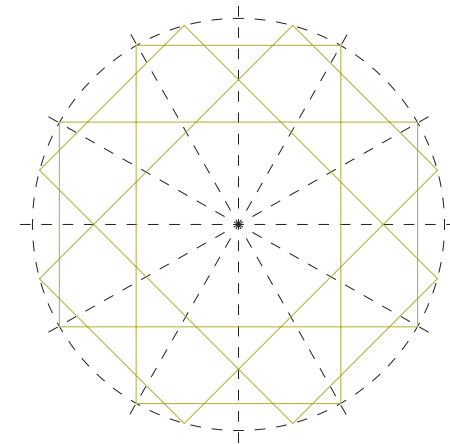
BRANDING

THE BRANDMARK

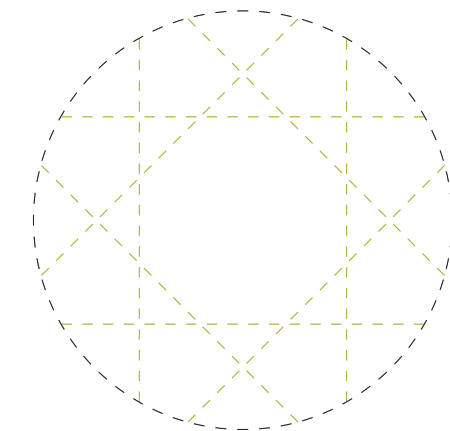
BUILDING THE BRAND



1



2



3

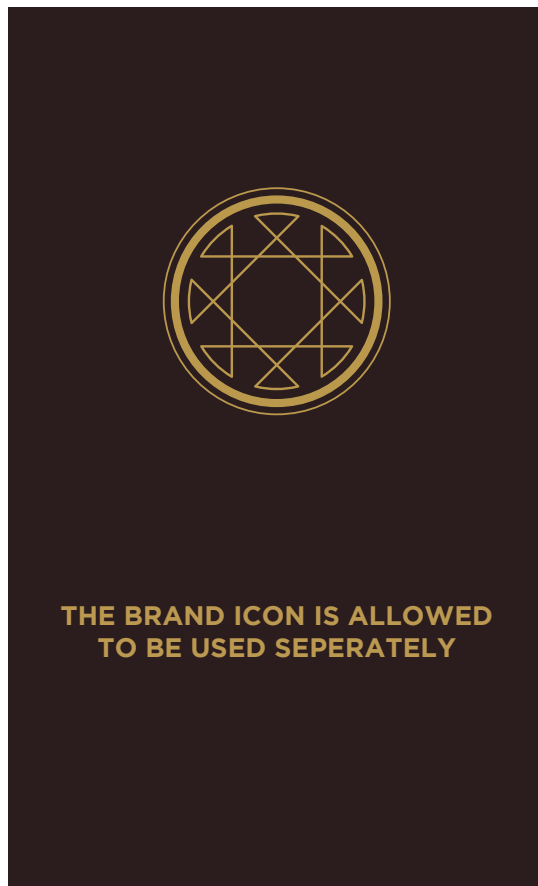
BRANDING

THE BRANDMARK

THE BRANDMARK & BRAND TREATMENT



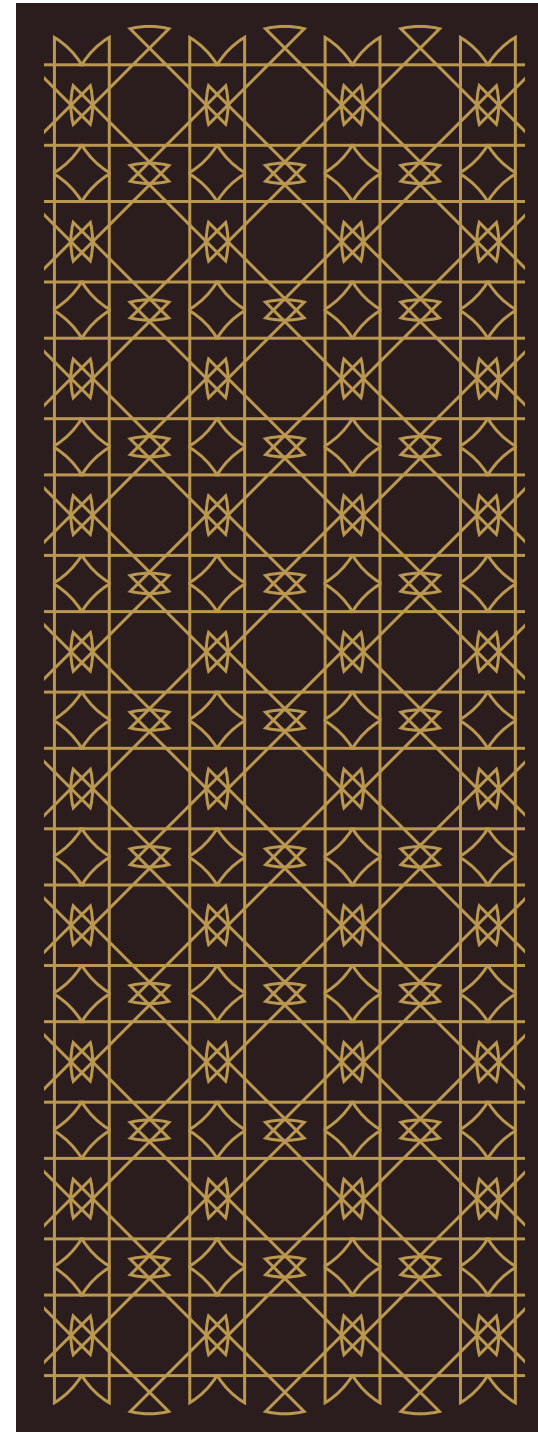
الحلقة الذهبية
THE GOLDEN RING



BRANDING

THE BRANDMARK

POSSIBLE PATTERNS



BRANDING

THE BRANDMARK APPLICATION

THE BUSINESS CARDS



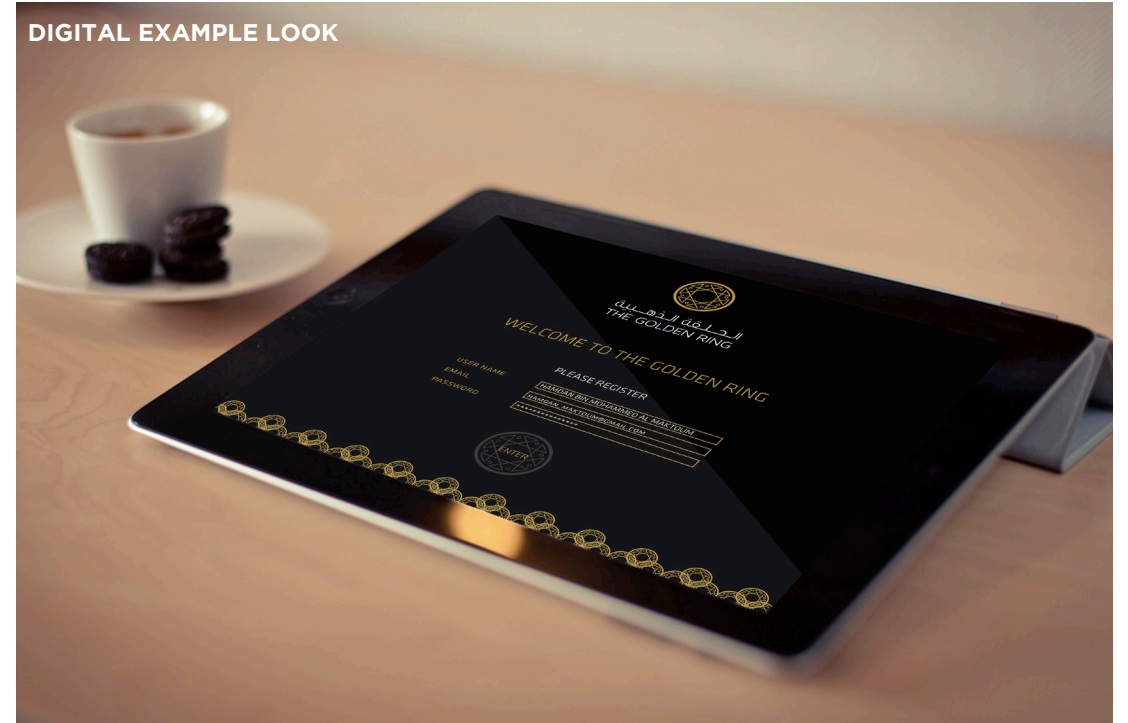
FULL STATIONERY



BRANDING

THE BRANDMARK APPLICATION

DIGITAL EXAMPLE LOOK



BRANDING

THE BRANDMARK
APPLICATION



BRANDING

THE BRANDMARK
APPLICATION



BRANDING
THE BRANDMARK
APPLICATION



TGR TOMORROW

TGR TOMORROW

EXPO 2020 - DUBAI



EXPO 2020 إكسبو 2020

دبي، الإمارات العربية المتحدة

DUBAI, UNITED ARAB EMIRATES

CONNECTING MINDS, CREATING THE FUTURE

In November 2013, the United Arab Emirates won the right to host the World Expo in Dubai in 2020.

Acting as a bridge between the Expo 2015 and Expo 2020, all the users who will become members in Milan, will stay in the golden family. Only this time, people from Italy, will become the service receivers and the people from the Gulf will become both, service receivers and the service providers.

Expo 2020 is expected to attract 25 million visits, 70 per cent of which will be from overseas. Running from 20 October 2020 through 10 April 2021, the Expo will launch the country's Golden Jubilee celebration.

THE DUBAI EXPO WILL BE THE GREENEST EXPO OF ALL, MAKING THE MERGE BETWEEN BOTH 2015 AND 2020 VERY MUCH IMPORTANT. IN ORDER TO DO SO THE EXPO WILL HAVE THREE MAIN THEMES:

// SUSTAINABILITY: LASTING SOURCES OF ENERGY AND WATER

// MOBILITY: SMART SYSTEMS OF LOGISTICS AND TRANSPORTATION

// OPPORTUNITY: NEW PATHS TO ECONOMIC DEVELOPMENT

DUBAI'S EXPO ARABIC NAME 'AL WASL' MEANS 'THE CONNECTION', AND THIS IS REFLECTED IN DUBAI'S MODERN DAY POSITION AS A CENTRAL HUB BETWEEN EAST AND WEST.

TGR TOMORROW

FILLING THE GAP

The Golden Ring is a service who will be always on the run.

Therefore, by understanding how to fill the gap between the two expos, which is a gap of five years, the service will function properly and the way it has promised.

// FASHION WEEK

The event is held twice a year in Milan, and for the golden ring it is a simple golden opportunity to target the highest clients in the fashion industry, as well as so many dreamers graduating and looking for an opportunity to help and be seen, TGR will be the perfect solution to showcase their talents.

// DESIGN WEEK (FURNITURE FAIR)

The Milan design week or as it is properly called, Milan salone del mobile, is held once a year, usually in April. Countries from around the world gather to showcase their designs and spread their talents to the curious eye.

TGR here can help so many young talents to showcase their work and can get actual investors through people with financial power.

Meanwhile even in between these events, and the expo gap, The Golden Ring will not sleep. It will be available in everyday life of each tourist coming from the Gulf, women will always need personal shopper, personal chauffeurs, personal translators and guidance in the city. Business men will always need personal event planners for business meetings, personal chauffeurs, personal translators, etc...

It is a golden service for a golden target.

The aim of The Golden Ring is to target as high as possible, not only for revenues, but also for taking care of the talents in need to showcase themselves, and they will. It will open so many doors of business opportunities, without even having to leave one's country.

I am one of the people who had to leave for better opportunities, all I want is to deliver the best opportunity for others so they don't have to leave their country, opportunities can and will come to them on a Golden Plate.

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GRAZIE
THANK YOU
MERCI
شكرا