

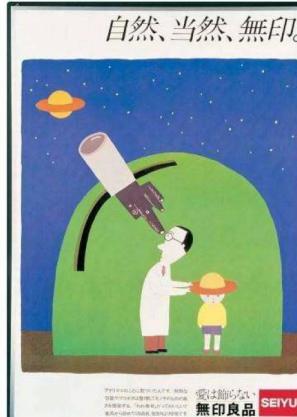
MUJI POP UP STORE

It's a team work project I finished with my mate Jiaxin Zhang who is an interior designers. In this project, I did the interview and designed an interface on the exhibition stand which help users to interact with the pop up store and she designed the structure and interior of the pop up store.

03

05/2017

Service
Design



"If someone ask me whether I am rich, I will say yes. Because I can choose the items which fit my taste to live my comfortable life and even the things I choose are not expensive or famous." It's from Kanai Masaki of MUJI. It reflects the theory of MUJI: Simple, easy and comfortable."

It makes me think about the way I live. So I decided to research the theory and design about MUJI. I did this project with my friends Jiaxing Zhang, who is also be interested in the MUJI style. And We designed a pop up store about MUJI. It includes 3 parts: Fashion, furniture and food zone.



Natt Lee
Male 30
Designer

Have you been to muji store and bought their products? How do you feel?

Well, I bought remover and eyebrow pencil but not for me.

Do you have any DIY experience? Talk about it.

Yes, sure. I have assembled a push-pull bed I bought from IKEA. You won't believe it, I have a bunch of tools in my home.

If there are some material like paper board, Is it hard for you to assemble them and compose them to the furniture?

Of course not. It's just a piece of cake for me.



Jiaxin Zhang
Female 20
Student

Have you been to muji store and bought their products? How do you feel?

Of course. I've bought sofa, cabinet and the stationeries from MUJI. Personally speaking, I totally like MUJI. It's simple and comfortable. I like this style!

Do you have any DIY experience? Talk about it.

Yes. Because I have to do my homework with building models myself, such as architecture and some furnitures.

Have you ever tried clothes DIY and furniture DIY? How did you do?

Sure, I often do these things by using wood slice, cloth and clay, especially for the furniture, I hope it's steady and the clothes must be personnel, because I like to add some stuff that are typical of me.



Wei Huang
Male 21
Student

Have you been to muji store and bought their products? How do you feel?

Yes, I have bought some umbrella, pillow, bedsheets from MUJI.. My girlfriend likes MUJI.

Do you have any DIY experience? Talk about it.

Ah, yes. I used to make a birthday cake all by myself. From material to bakery, It's interesting and I enjoyed the process. I really like to make surprise by myself.

Have you visit any pop up store? What's the most impressive interaction ways to you?

Yes, but they are so boring so I can't remember clearly, sorry.



NAME
AGE
HOME COUNTRY
OCCUPATION
PERSONALITIES
HOBBIES

Kosmos
22
Japan
Designer
Quiet, simple, love thinking
Playing piano

PRE-SERVICE



Visit Shanghai on a trip and want to find a place to kill time.



Ads from Meituan recommend a place: Taikooli



Go to Taikooli by taxi and annoyed by traffic jam



Arrive at Taikooli. Due to the weekends, there are quite crowded.



In the food zone, kosmos found there are a lot of materials and he could pick up them to compose to food.



Another interesting zone is the furniture zone, people there can draw their ideal furniture and get paper model



The fashion zone provides some materials and the users can use them to DIY.



A special pop up store stand on the ground outside the plaza and kosmos found it very attractive.

SERVICE

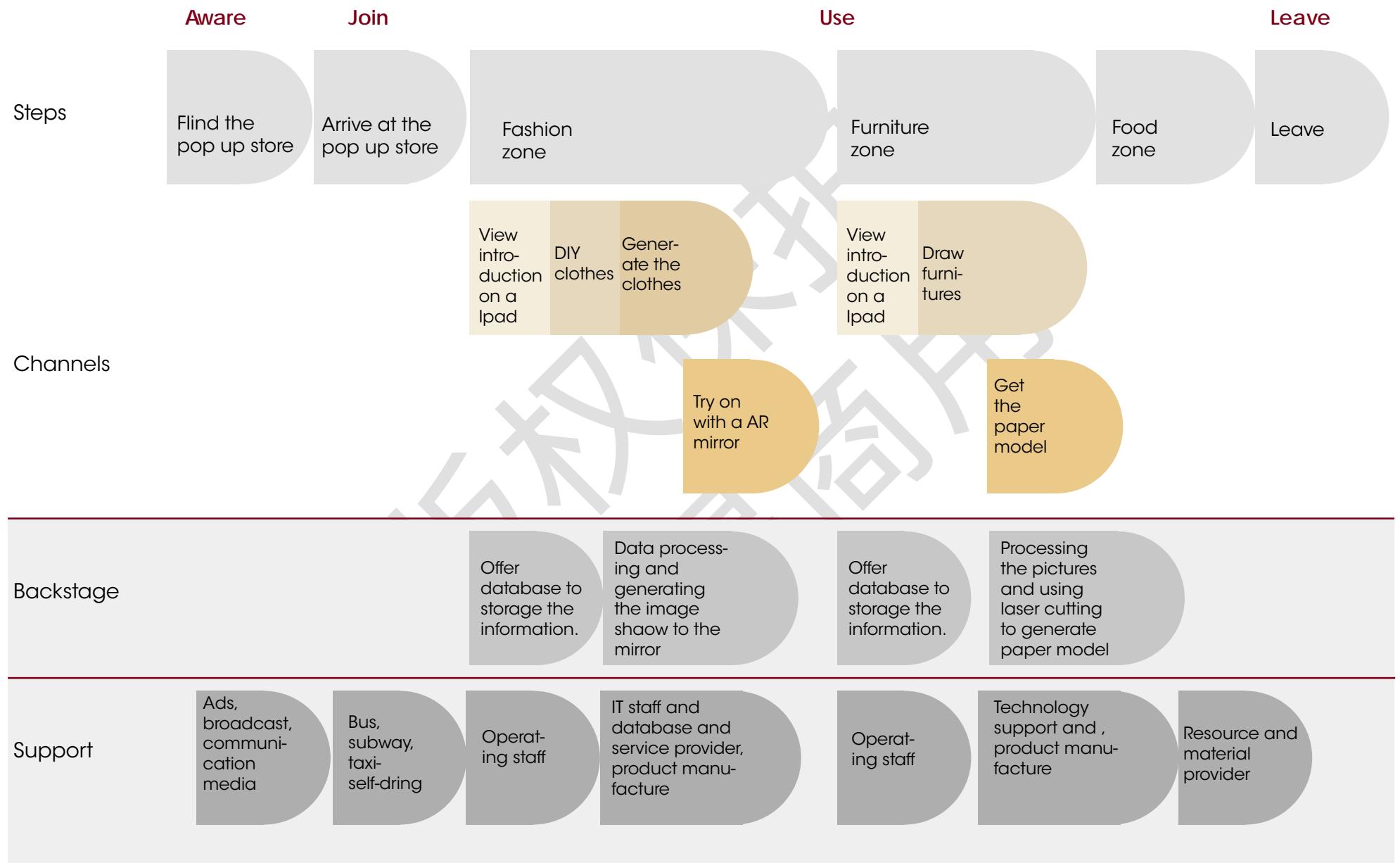


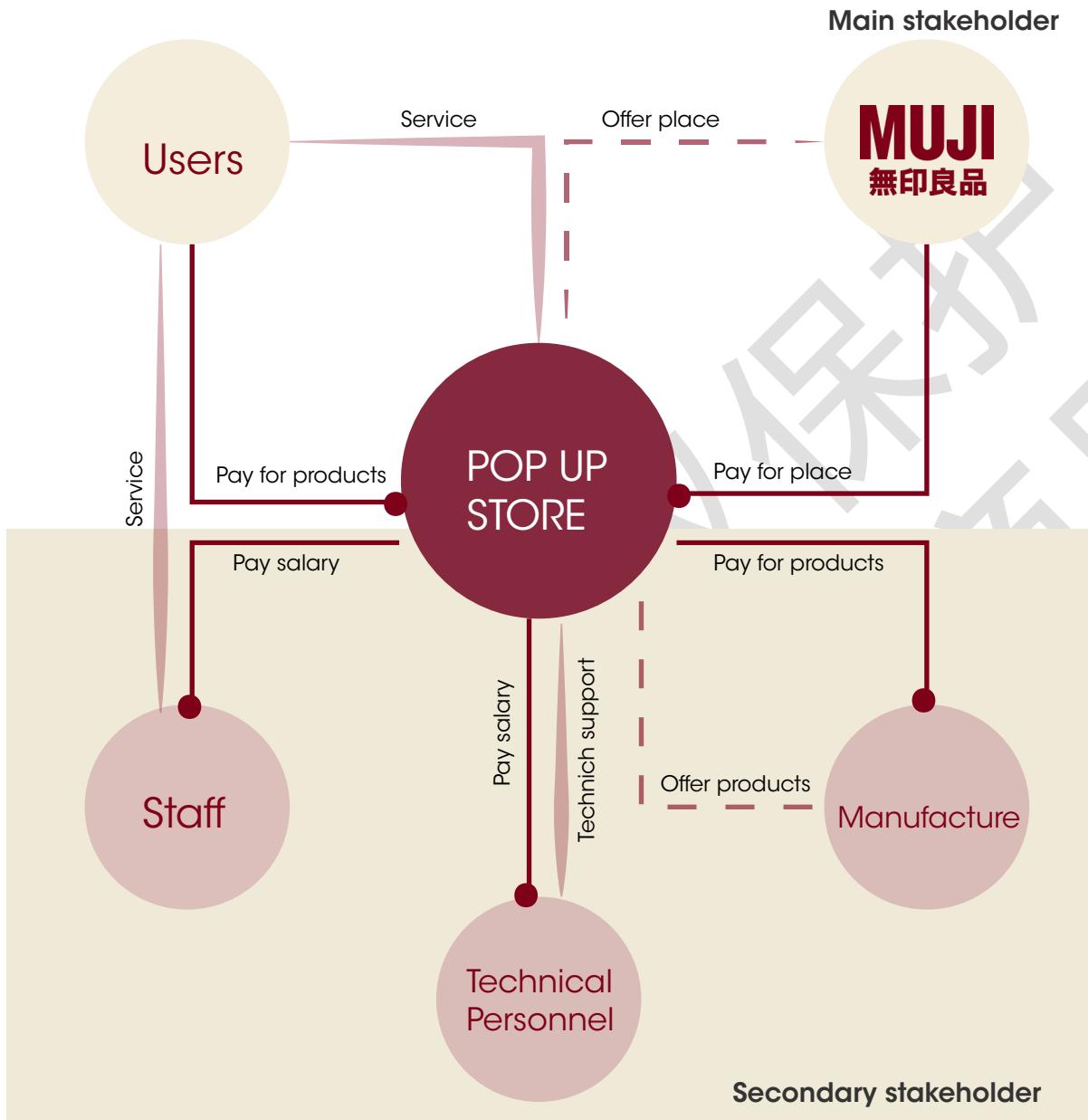
Kosmos seems to find his lifestyle after visiting the pop up store and begin to reflect himself.



Saving energy is a significant means to life for kosmos and he'd like to try more and think more about DIY means.

POST-SERVICE





INTRODUCTION

Users: They have to visit the pop up store and purchase the products.

MUJI: Show the products in the pop up store and spread their concept.

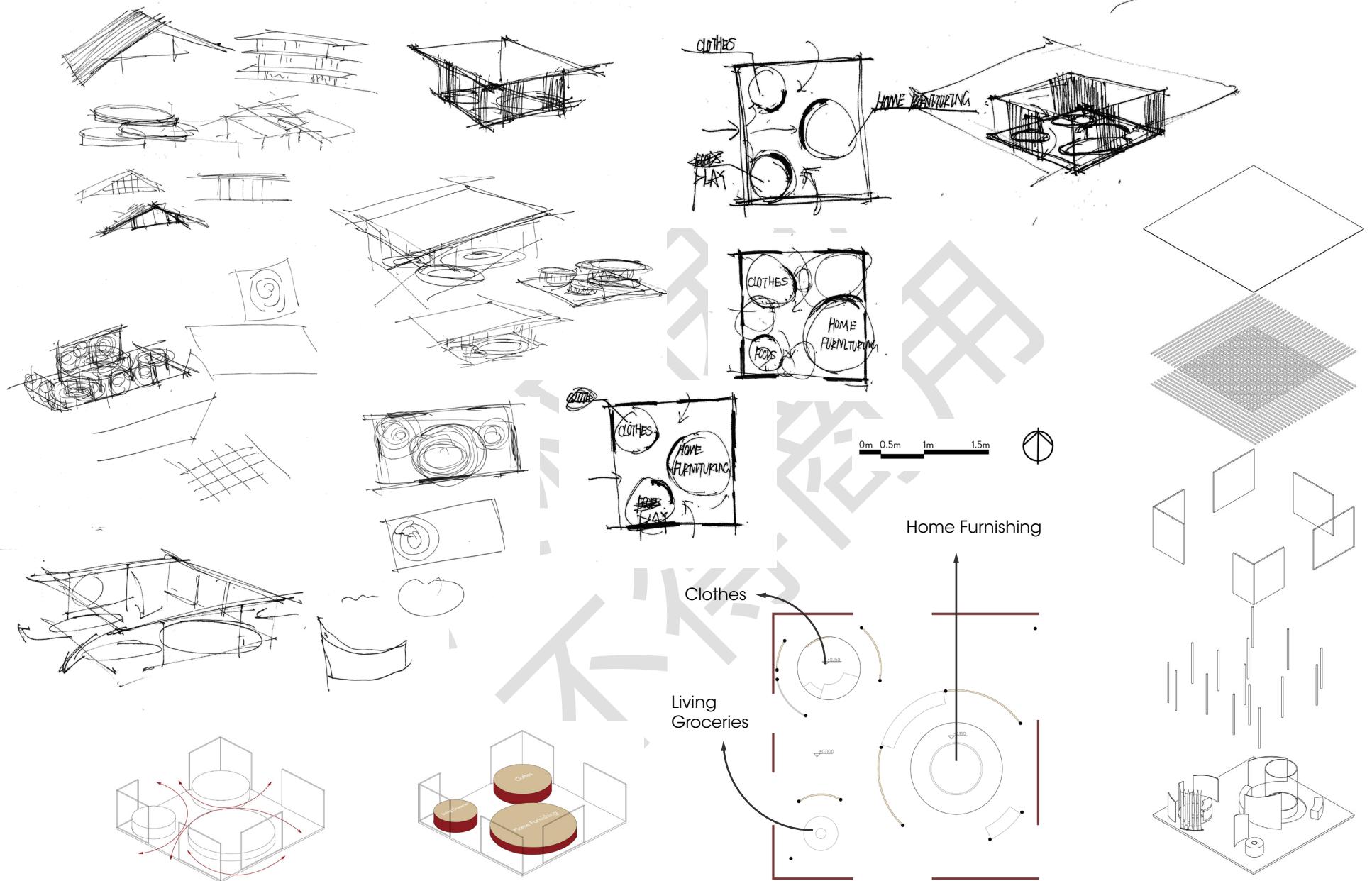
Pop up store: Offer a place for MUJI to display the products and interaction device and the users get interactive experience here.

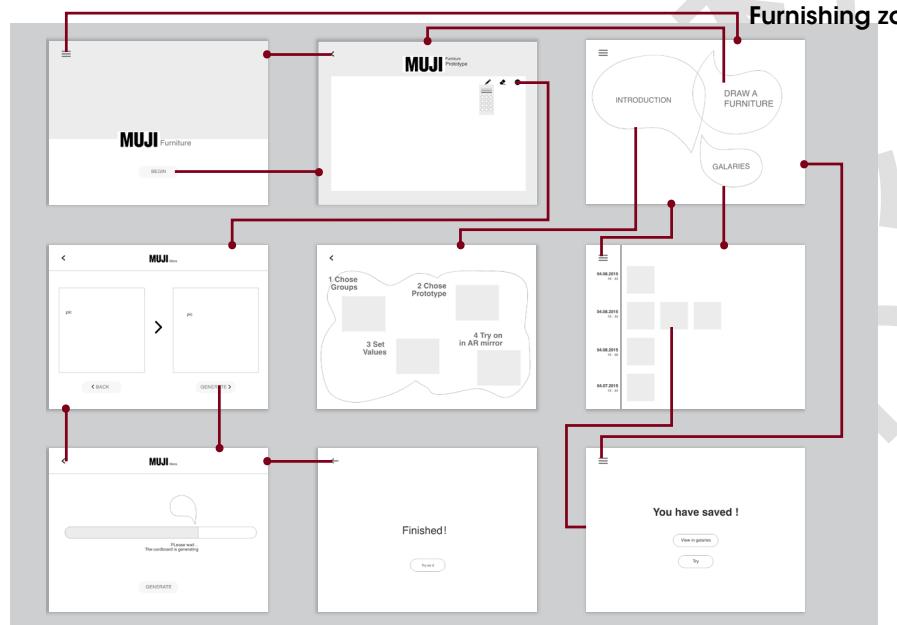
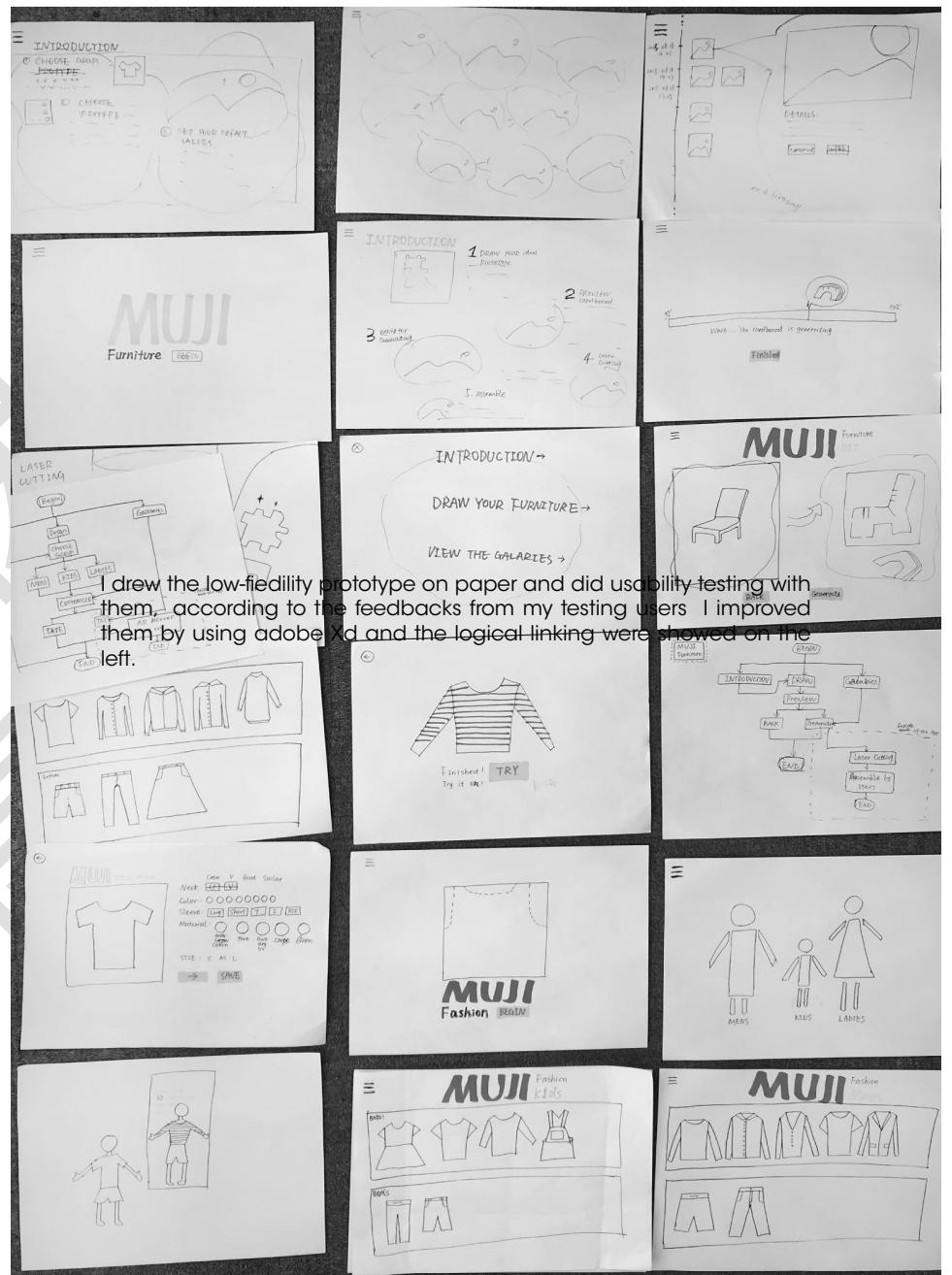
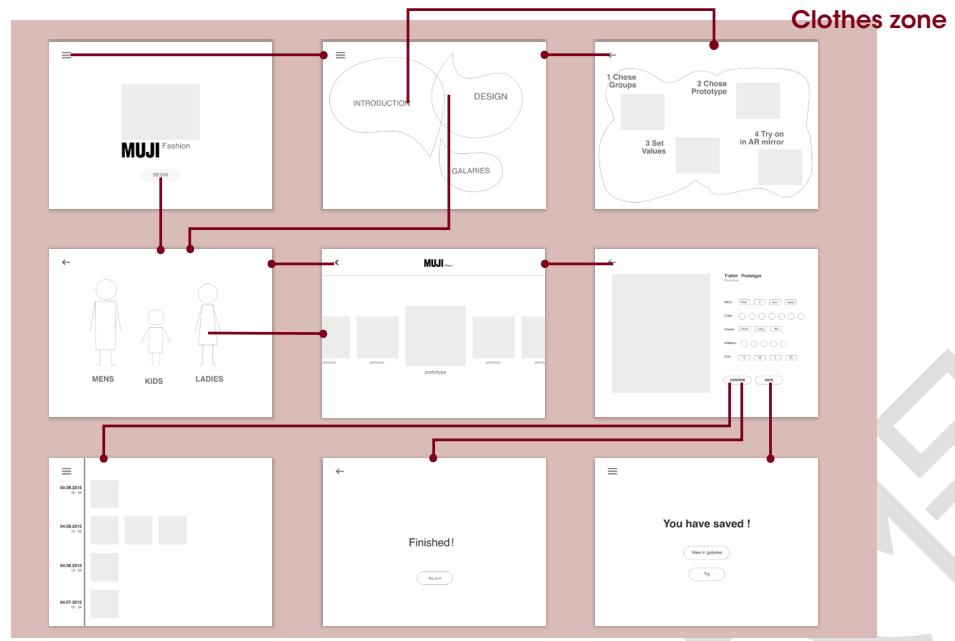
Staff: The group of staff offer the artificial service for users and solve unexpected problems.

Technical personnel: They are the reserve staff for providing a stable backstage service.

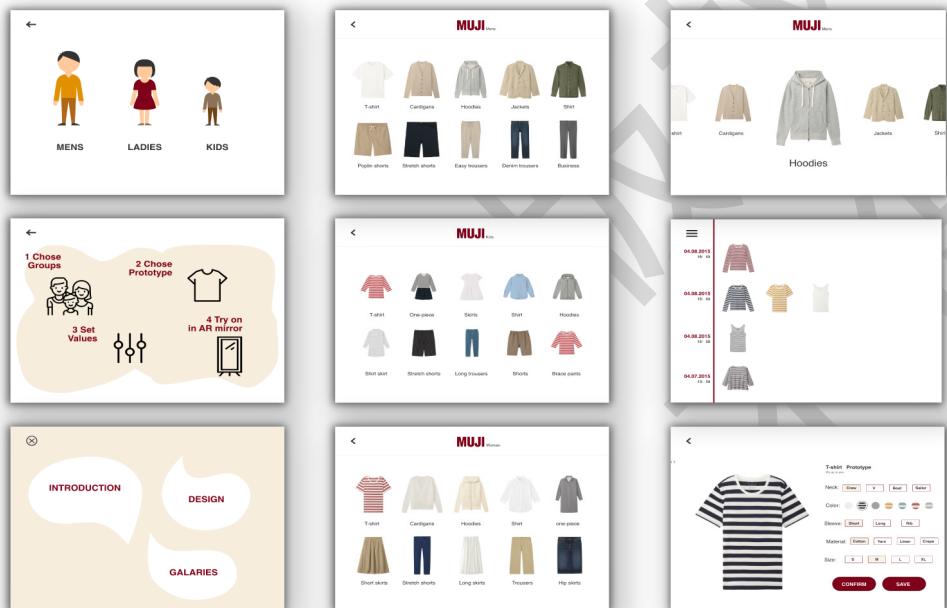
Product manufacture:
To provide the pop up store with interaction devices and the products.

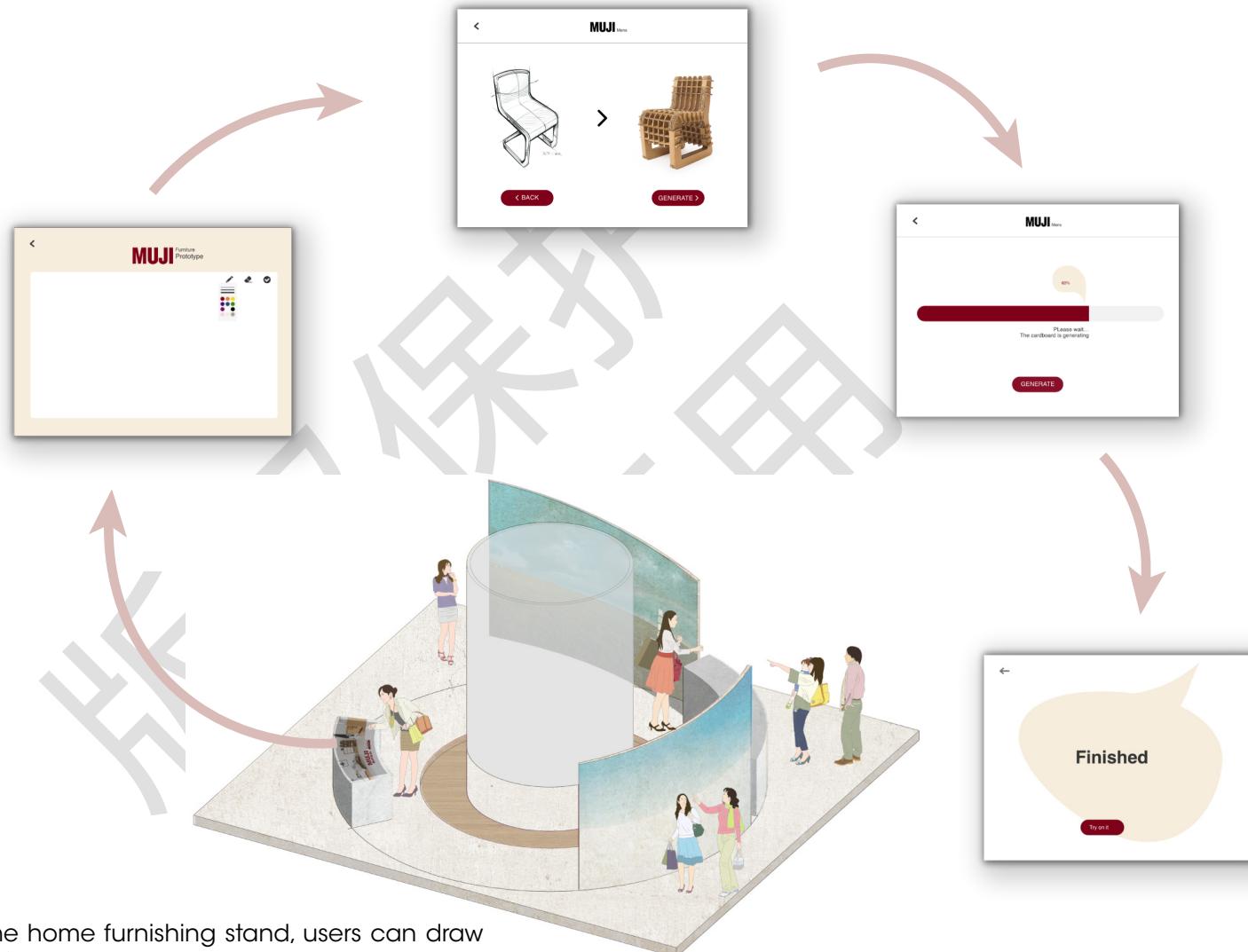
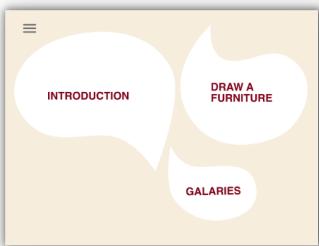
Legend:
 — Money
 - - - Material
 — Information





The clothing selection interface I designed for the exhibitionstand in the clothing zone of the pop up store, users can choose their favorite module of the clothes and try it in the mirror without wearing them.





In the home furnishing stand, users can draw the furniture they want then the system will generate the effect image about it with paper model , then they will get the paper for fixing which did by laser cutting.