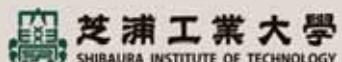




EmTeD School



TOP GLOBAL
UNIVERSITY
JAPAN

2018
DESIGN WORKSHOP

WORKSHOP
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2018 SIT-KMU STUDENT / DESIGN WORKSHOP

UNEXPECTED COMBINATION

7.14 FEB, 2018



18.02.07 >>> 18.02.14

2018 SIT-KMU STUDENT
DESIGN WORKSHOP

SHIBAURA INSTITUTE OF TECHNOLOGY
KOOKMIN UNIVERSITY

SGU PROGRAM

"UNEXPECTED COMBINATION"

2018 SIT-KMU Students Design Workshop - Unexpected Combination

Authored/edited by Myeong-Heum Yeoun, Won-Seok Yang
Published by Yeon-Mi Kang (Dean, College of Design, KMU)
Shigeru Furuya (Dean, College of Engineering and Design, SIT)

Participated Student

KMU students:

Cheon Soogyeong, Choi Boguem, Choi Junmyung, Choi Myunghee, Choi Subin, Kang Seunghoon, Kang Sooho, Kim Hakyoung, Kim Jiyoo, Kim Ryulah, Kim Soohan, Kim Woonjung, Kim Yeongeun, Kim Yeunjoo, Kim Yurim, Ko Myungah, Lee Bumjoon, Lee Gyeongwon, Lee Hosue, Lee Jeongmin, Lee Yoojung, Lee Yu Sol, Na Yuri, Nam Hyeaen, Park Minji, Park Sanga, Park Seoyeon, Park Yoojung, Rang Eunho, Seo Huiwon, Seo Hyejin, Shin Mincheol, Yoo Chaemoon, Yoo Youngsin

SIT students:

Bando Kotaro, Choi Yongchoi, Fujimura Nanase, Fujisaki Hikaru, Fukushima Nao, Hayashi Hibiki, Hirai Rika, Hironaka Yasuyuki, Iuchi Nami, Katsuyama Motonori, Kawamura Nahoko, Kida Shunsuke, Kimura Atsuya, Kurihara Takuya, Kuroki Keshiro, Lee YeonJae, Machida Momona, Mitsufuji Tae, Miyazawa tadashi, Mizuta Reo, Nakazawa Tomomi, Noguchi Reina, Nomura Asuka, Oda Wataru, Ohno Yoshiki, Sato Keitaro, Sato Ryoichi, Takagi Riku, Tsuchiya Kaho, Watanabe Taiki, Yamada Momoka, Yoon Jinhee

Editorial Design Park Seoyeon

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Headline

3
SGU(SUPER GLOBAL UNIVERSITY)
가 (: Emerging Technology Beyond Design)

'Unexpected Combination'

가 66 , 34 , 6

32 , 1 , 가 ,
gPBL 4 TA

This is the third international design workshop between Sibaura Institute of Technology and Kookmin University. This workshop is a collaboration between the Serbaura Institute of Technology which is in SGU program and Kookmin University which is supported by the Ministry of Education in Republic of Korea.

The theme of this workshop is “ Unexpected Combination, ” which is a combination of ideas that enables the simultaneous exchange of feelings during the first year, and the possible release of new ideas from last year’s “ Happiness ”. At the end of the workshop, however, we still think about what is a good topic for short-term workshop for making a single book to contain the process and results in.

Among the 66 students participating in the workshop were six graduate students from Kookmin University. Although there were a large number of students majoring in Industrial design, there were some students who major in Interaction design, Business Administration, and Entertainment design. Among the 32 students at the University of Sibaura, more than a year ago, were enrolled in the first grade and included exchange students from Kookmin University. Senior students with an experience of gPBL were in charge of the TA.

The two schools have different cultural backgrounds, different major. These differences have given us a new look at what we were familiar with so far. Students are told about these differences and the experience from the seniors who had participated in previous workshops, but the impact is significant when they are feeling it on their skin. The week during the workshop was a great time to learn about these differences and benefits.

Although the process was hard to predict and the language barrier makes it was a good place to experience the diversity of design issues, especially as they led to We also enjoyed a creative experience in our daily classes by switching ideas and thinking ideas that are hard to come across. Students experienced a different design approach as they were encouraged to come up with new ideas, and tried to find problems rather than solve problems.

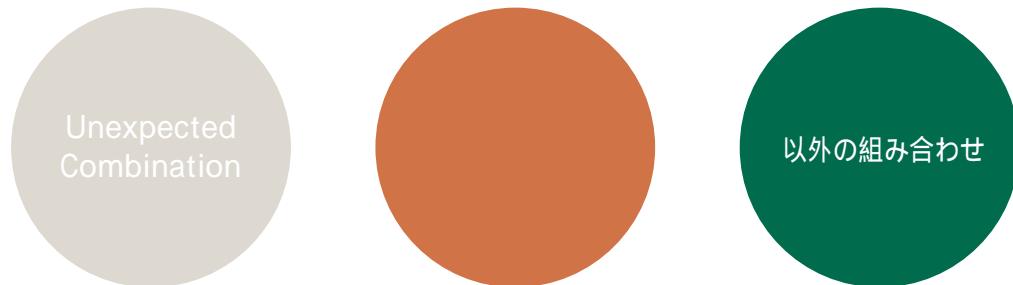
This book contains the passion, the effort and the results of the week, and is intended to share them with many others. We hope that the workshop and its brochure will help students take a step forward in growing into global talents. We also look forward to being a valuable reference for similar global design workshops.

Our deep gratitude goes to the professors, staff, graduate students and staff of both universities for their efforts and support in promoting the design workshop.

College of Design, KMU / Myeong-Heum Yeon
College of Engineering and Design, SIT / Won-Seok Yang

Outline of Workshop

THEME



Award

'Culinary' 'Public Space'
Reddot Design
가

The theme of this workshop was the "Unexpected Combination."

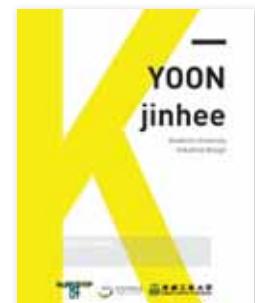
Each team had to choose one keyword by lottery and then combine the keywords with one of two words, 'Culinary' and 'Public Space'. We gave a chance to pick the keyword up again. All keywords were selected from the keywords of the category of the RedDot Design Award. By combining the two keywords, we expected a novel idea to emerge.



SCHEDULE

	7 WED	8 THU	9 FRI	10 SAT	11 SUN	12 MON	13 TUE	14 WED
10 AM		Ice breaking						
11 AM		Understanding theme, project planning		Analysis	Mid Check	Scenario Storyboard	M-F Prototyping	Sony showroom
12 PM					L-F Prototyping	TEST		
1 PM								
2 PM		Preview theme						
3 PM	Orientation	Research Desk r, Interview Observation etc	Research - field work	Ideation		Scenario Storyboard		Final presentation
4 PM	Grouping & Self-introduction		Free time		Ideation		Presentation	
5 PM		Cultural experience		Preparing ideation PT		L-F Prototyping		
6 PM								
7 PM	Welcome party	Student meeting						Farewell party
8 PM								

LEE YUSOL / 92.1 Inclusive Design 8.1 Inclusive Design, vi Unique, purple, ac Fashion, ootd, guf	SOO HAN KIM / 3 Product system de Product Design Positive, calm Computer game, ka health training	Seo Ilbum / 95.3 Industrial design / Pr product decouche, ilpips, Ladre dessert, trip, wasodo	Kang Seung Hoon / 19 Industrial Design / S Car design Personality, Fishing, Travel	Kim Hak Young / 19 Industrial Design & 2nd year of Bachelor Game design/Illustr Friendly, Active, Fun Having fun with new Talking&drinking, Lo	Park Sang a / 1995.12.08 Industrial Design & 2nd year of Bachelor Product design Kind, Cheerful, Strong I like eating delicious food (especially sushi) and looking at pretty stores	



Memories

Orientation & Welcome Party



Cultural Experience



Meeting for KMU students



Mid-presentation



Visiting Sony Creative Center



Memories

Design works



Recreation - bingo



Final Presentation



Memories

Farewell party



Insights from the Workshop

Last Workshop(2017)

OMIKUZI team won Silver prize from 2017 DSUS(Design Seminar University Students) in KSDS(Korean Society of Design Science)



Prof. Yang presented a Proceeding paper at JSSD(Japanese Society for the Science of Design)

グローバルPBLによる学生参加型授業の実践的考察

Practical consideration of student participation class by Global PBL

岸元暁一郎、荒井聰一、白川慶一、齊藤明也*

Won-Sek, Yang* Riko Arayama*, Woon-ho, Bae*, Myeong-Hyun, Yeoun*

1) 茂原工業大学デザイン工芸学部 2) 利府工業大学デザイン工芸学部

Abrupt: Many universities are working as a method of classes by Global PBL (Project Based Learning) to foster the four abilities of "Global Communication Power", "Problem-solving skills", "Communication Skill", "Cross-Cultural Understanding" through active learning.

However, because there is a difference in satisfaction between the faculty side and the students, Shibaura Institute of Technology also improves while practicing the optimum PBL process. Therefore, we think that it is necessary to think about the idea suitable for global PBL.

Key Word : Active Learning, PBL, Design Workshop

1. はじめに

大学では、これまで「プロジェクト式学習」の授業を実施してきた。しかし、PBL（Project Based Learning）が実施されることで大きな変化がある。PBL の一つの特徴的な項目は、チームとなる専門的問題に対する問題解決に、同時にコミュニケーション能力等の通用スキル、チームワーク力、責任感等の会合で活動する為のスキルを学生に身につける事である。

図1 PBLの一般的なプロセス

本学でもPBLの導入の一環として、海外の学生とワークショッフを行なうワークショップ形式のGlobal PBLが授業のカリキュラムに導入されているが、国際交流度合い PBL とともに一般の授業でも実施される状況が現れ、今まででない多くのプログラム等によって多くの学生が参加している。そこで、PBLでは、今までに本学で行われてきたPBL、各部署の経験から見めしめし、問題点をもつていく。そして、企業と連携の伊シタビューよりさまざまな視点から効率的なプロジェクトサポートを行なっていき上の注意をさしきかえしていきたい。

2. 対象研究

本研究では、PBL において問題解決型授業を実施する事をせらぬに、企画、実験、検証、議論、PBL におけるタッチポイントを挙げ、それに対する問題を検討していく。そして、参加する学生が十分理解する PBL に対するためのカーティーを提示していく。

3. 対象研究

3-1. 対象と問題

2015 年度が実行された本学のデザイン工芸学部の PBL プロセスを一覧にして、参加した企業側のクリエイティブ陣も出した。設計の例のサンプル図から、それまでのタッチポイントにいたる問題の発生状況から、その問題を解決するため、過去まで

3 回の PBL で改善案を検証した。

図2 タッチポイントと問題点一覧

図3 PBL の風景

3-2. 対象の PBL 対象による結果

図4 過去の PBL における結果

【ノートの記録】は実施しなかったこと。また、日本は行きづらかった事、海にいたことは常に懸念ができないことに問題がある。また、問題解決の過程で、問題を抱えていた。

【最後のフィードバック】言葉が少しくらい、指揮しながら説明できれば良いコミュニケーションツールにならなかったことなどがあったが、決まりやすい方で問題を抱えていましたことがあった。そこで手帳

TEAM PROJECT

Marshmallow Hunter

ENTERTAINMENT X PUBLIC SPACE

Fujisaki Hikaru Ohno Yoshiki Oda Wataru Park Minji Kim Jiyoo Na Yuri



flife

Break Boredom in the sky!



'flife' is Service design for boring flight time.
It provides trip application & VR experience in the airplane.
People can experience journey in the sky with this VR games based on google road view.
They can plan schedules previously & remind their memory, get motivation of new trip again.

Concept



Let's provide
Fresh entertainment
during flight times.
extremely boring&small place.



VR can expand
limited space
into
infinite space.



"Journey in the Sky"
VR + World Trip
with road view map

Service Scenario

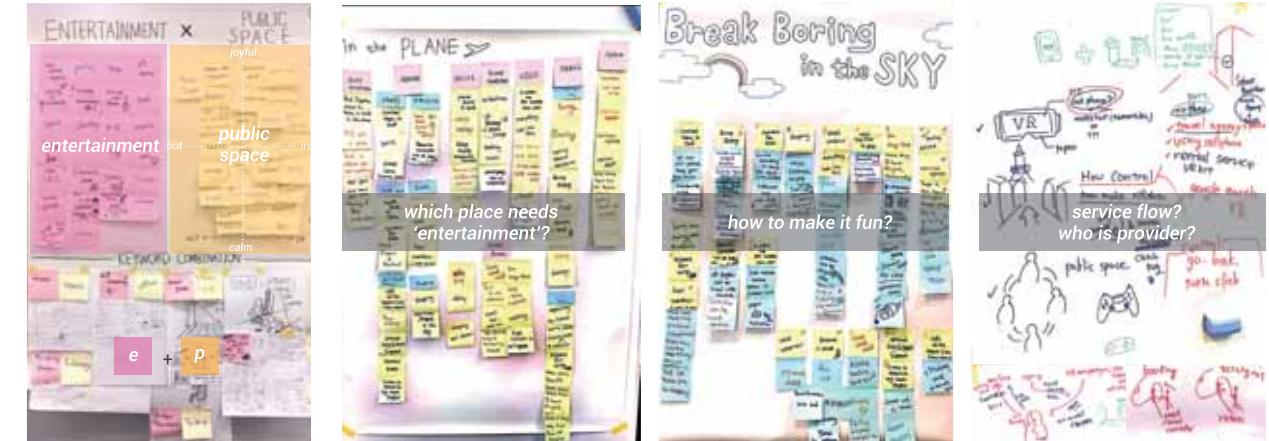


Application UI



Process & Methods are ...

Brainstorming



1st : we shared **keywords** of 'Entertainment' & 'Public space' and sorted. individually picked E+P keywords and made **unexpected combination ideas**.

2nd : discuss about place where needs entertainment.

airplane, Especially time is extremely boring & space is stuffy.

We shared our experience about long flight and draw journey map.

3rd : discuss how to make fun. lots of ideation analog or digital method
keep developing detailed service flow & business model & user scenario.

Field work



There were diverse entertainment design with digital technology & analog both.

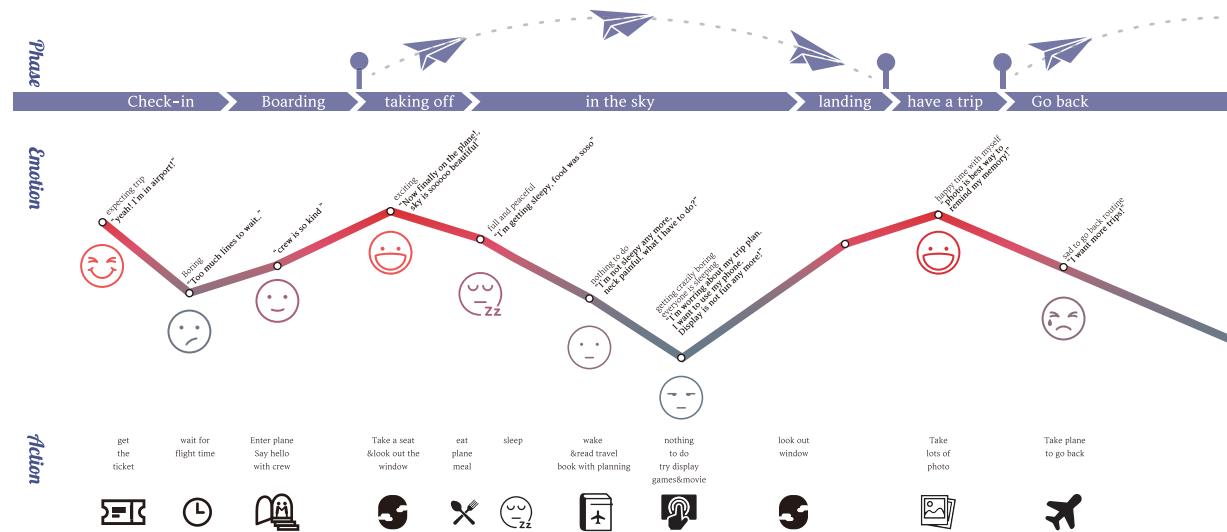
Entertainment during eating sushi was fresh experience. Action of putting dishes feels like putting coin in Gatcha machine.

We surprised with realistic feeling from VR technology. There was wind,vibration, diverse controllers. We thought VR makes small place into infinite space. It is very potential power. At game center we were addicted in entertainment. It was crazy fun experience!

Persona

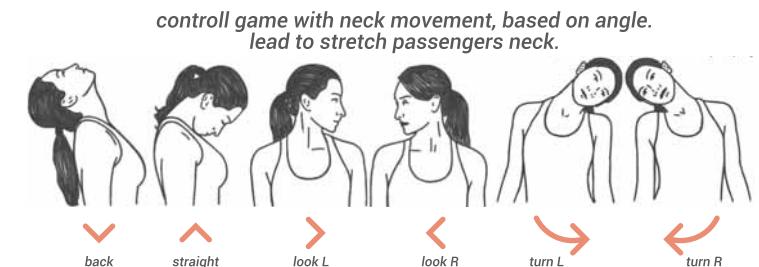


Journey Map

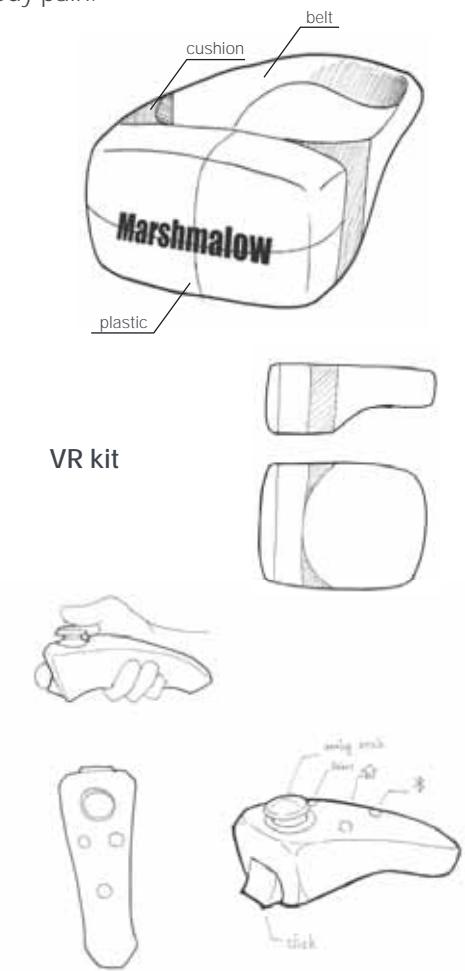
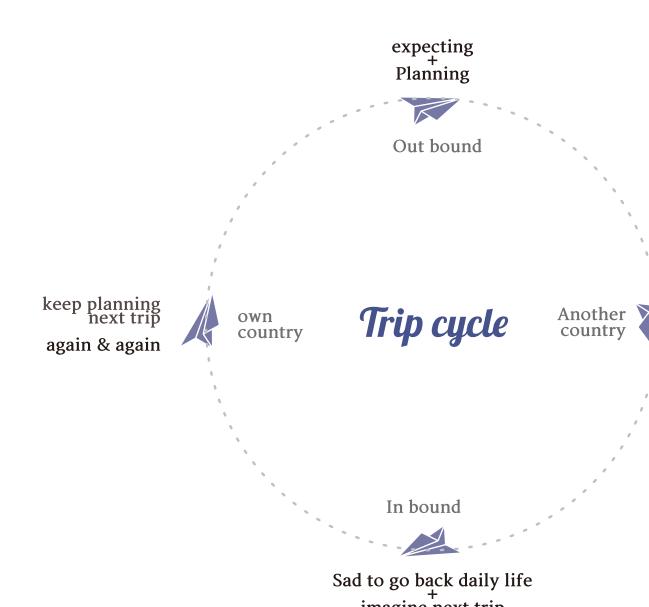


Flight time is extremely boring with the small space. Especially, without internet using. Long flight for far country has 2 meal times. after meal times lots of passengers fell asleep. But because of uncomfortable posture we can't sleep well & long. This situation occurs crazy boredom. We try to play with display in front of us, but it provides too little menus, few games and limited movies. not only going But especially in-bound time is more depressed & bored. We focused on these 2 moments.

Ideation



We wanted to make passengers move their bodies while playing the games. Because from long & still posture in the plane occurs lots of body pain.



We focused on Trip cycle of travelers
and feeling of 'out-bound' & 'in-bound'
We designed our service flow can attract people re-use
specific airline again.
'flife' provides 'entertainments on plane'
& 'scheduler based on trip story sharing'

After workshop

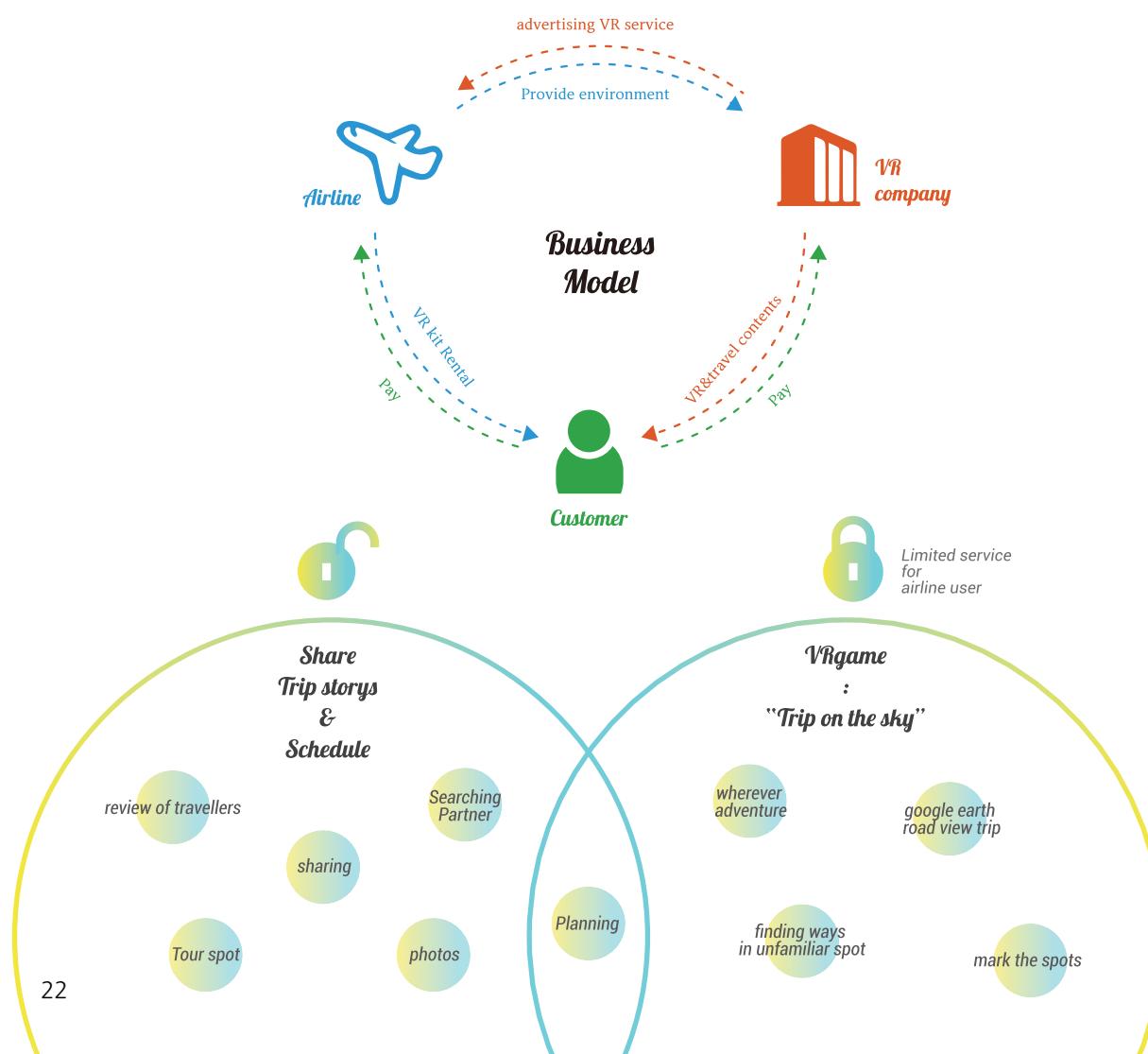
VR screen



Out - bound : preview where to visit, mark spots based on travelers review. plan on the plane.

In - bound : remind memory of photo album GPS linked. motivate next trip. share my trip story.

Service detail



Fujisaki Hikaru

"Through this workshop I learned a lot. I learned the technical level of other university students. I only competed in Shibaura. So it was a good opportunity to know the level of other country's university. & importance of English. I couldn't tell them what I thought or what I noticed well. I regretted it. Being friends beyond languages and cultural barriers was a lot of fun and a valuable experience."

Kim Jiyoo

"Workshop was very worthwhile experience! I was worried about communication. But at the end our team members communicated well about their own ideas with any method! Feeling our idea is being developed day by day was so great! Time was very short, but it made us think and approach to our idea in new direction! I want to develop our ideas more after and realize in future~~"



Oda Wataru

"This was my 5th gPBL workshop, and I joined this gPBL as a TA. It was great time for me. Group member did a great job! As a result we were able to take 3rd place! And we took communication and get along well. I think it was most important thing. Thank you for all. See you guys some day!"

Park Minji

"It was my pleasure to have great time with Japanese friends. Learning teamwork with different cultural friends were precious experience to me. Even we were different people, we had common on designing with thoughtful thinking. Thank you for all."



Ohno Yoshiki

"Through the workshop, I got good friends and noticed the importance of English. I couldn't speak English. So I could not convey what I thought or felt. But thanks to everyone's help, I was able to have a fun time and a valuable experience. I was pleasure to work with the best members! Thank you!!"

Na Yuri

"It was a pleasure to meet new friends and share ideas. Everyone did a great job so we could won the prize. I hope all members have learned something through the workshop and I also learned a lot. I appreciate good memories and their kindness."



HAPPY SAKURA

CHILDHOOD X PUBLIC SPACE

Tomomi Nakazawa
Lee Gyeong Won

Ko Myung Ah
Kenshiro Kuroki

Choi Jun Myung
Yoo Young Sin



O : WASHES

Happiness from nice washing habit.



Our project is a public washing product for children. The children are constantly moving around and searching for joy. Whatever comes in hand, children would like to touch it. We were inspired by children's play behavior. As an extension of play, our project creates a pleasant hand washing habit for children. We aim to provide a clean and pleasant life.

Concept



Our project is focused on making a natural habit.

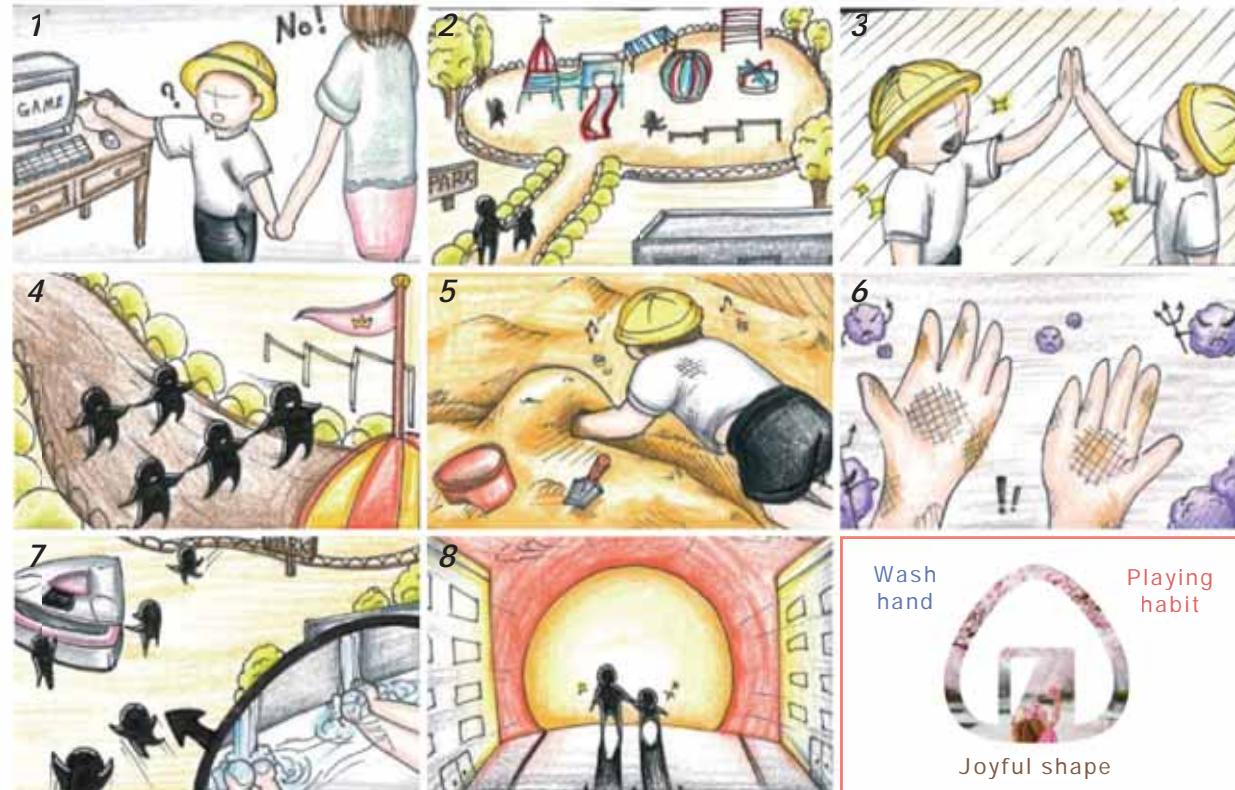


Washing hands can prevent children's illness.



Combined playing with washing is our goal.

Using Scenario



Our goal is making nice habit via playing. With this product, children can make hand washing habit as playing our product. Also children can be protected from disease by dirty hands.

Product shape



Product shape concept is 'Together'. We took inspiration from 'Onigiri' which is well known food style and that we usually eat at picnic. Our product can be combined as one triangle shape.

Process & Methods are ...

Brainstorming



we did brainstorming
about 'Child hood' and
'Public space'

We discussed about
habits of childhood and
situation

We figure out main point
of washing hands.

Field work



Children's toy corner

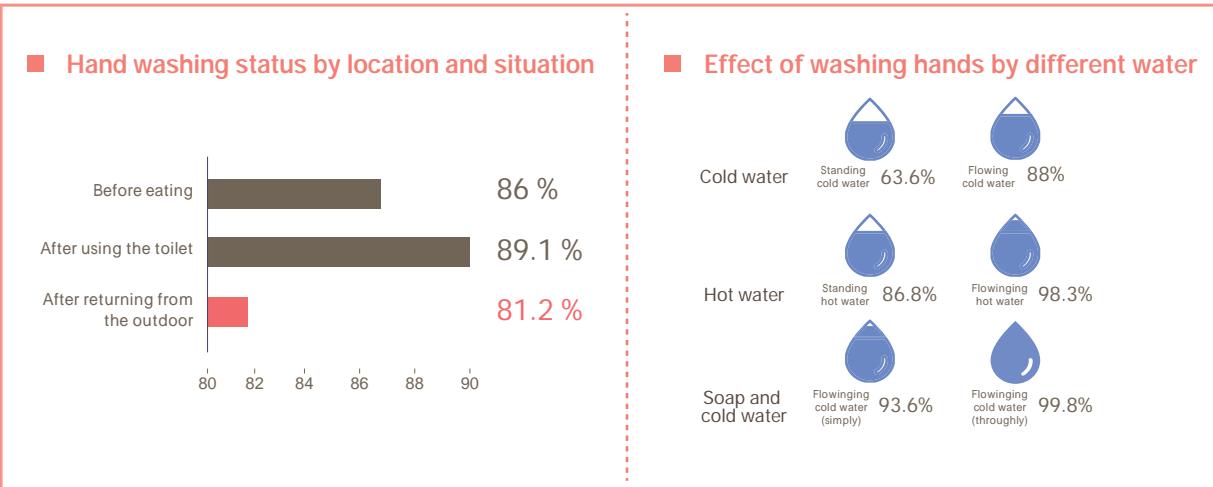
Child & family restaurant

play ground for children

We went to place where children often go. we observed the behavior of the children. And we could find out features of children behavior. The children were constantly touching something with their hands.

Through the fieldwork we were able to identify the cleanliness of the places our children are visiting most. And we thought of the idea of utilizing the behavioral characteristics of the children there.

Background research



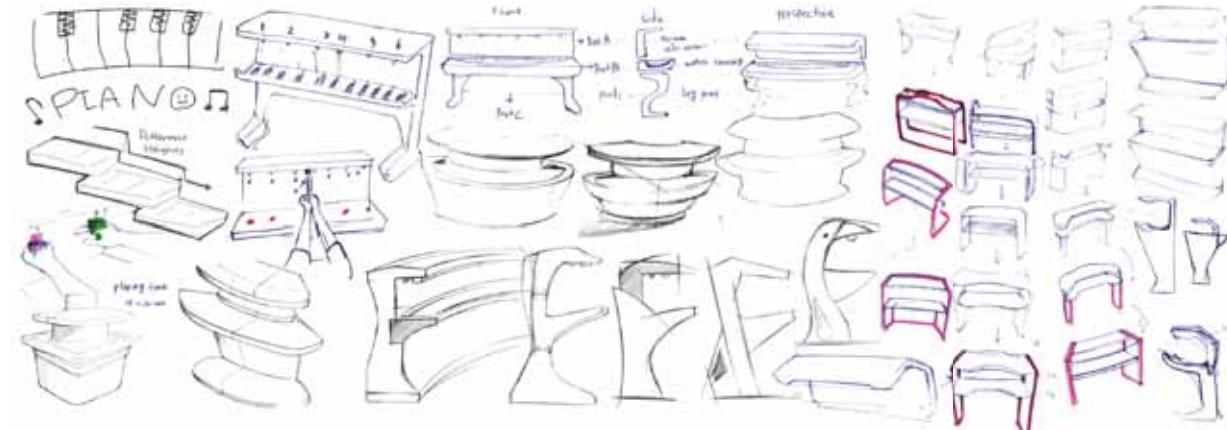
Our team looked at research materials based on their behavior. And we were able to get valuable hints for our project from the materials we looked at.

Idea spreading



We started spreading ideas based on our research findings and field research results. As a result, we were able to get 6 details.

Idea Sketch



We focused on making proper form of our product. Easy to use for children, also for adult (universal design). Also we thought about joyful shape when this product is combined as triangle one.

Prototype

■ Part body (1/3)



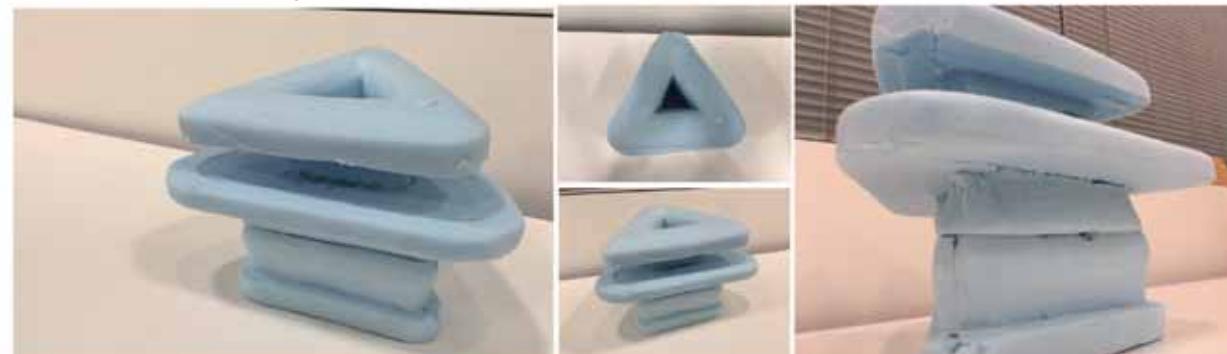
We have built a real size prototype. We tested whether our products could be used by children as well as adults. As a result, I was able to get data about the product's proportion.



We have set up the appropriate persona for our project. And based on that persona, we found clues about the sources we needed.

Final result

Combined body mockup & usability test



01

02



03



O-WASHES



" Our products react with the hands of children. Children can wash their hands naturally in the process of playing our products. This links play and the formation of a hand washing habit."

After workshop

This project was carried out with the intention of giving good habits to young children. Japanese students, Korean students, we were able to look back on the moments we faced while we were living, and to see the current situation through fieldwork. It was a meaningful workshop that was able to exchange ideas and have a time to verify, rather than just designing on the desk.



Tomomi Nakazawa

" I'm happy to have diverse experiences and make new friends."



Ko Myung Ah

" I really enjoyed the project throughout the project period. Thanks to all the Happy Sakura team members."



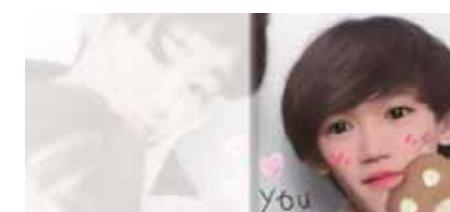
Choi Jun Myung

" As I went through the design process, I realized that it was an interesting experience."



Yoo Young Sin

" At the beginning of the workshop, it was hard, but soon I became attracted to the new method and I think it was a good experience."



Kenshiro Kuroki

" I participated in the workshop as TA for the first time. Thanks to members. I was able to do it happily. It was a fun week."



Lee Gyeong Won

" This time was really precious time. Because we could exchange our special view for this project."

YOSHI GODORI

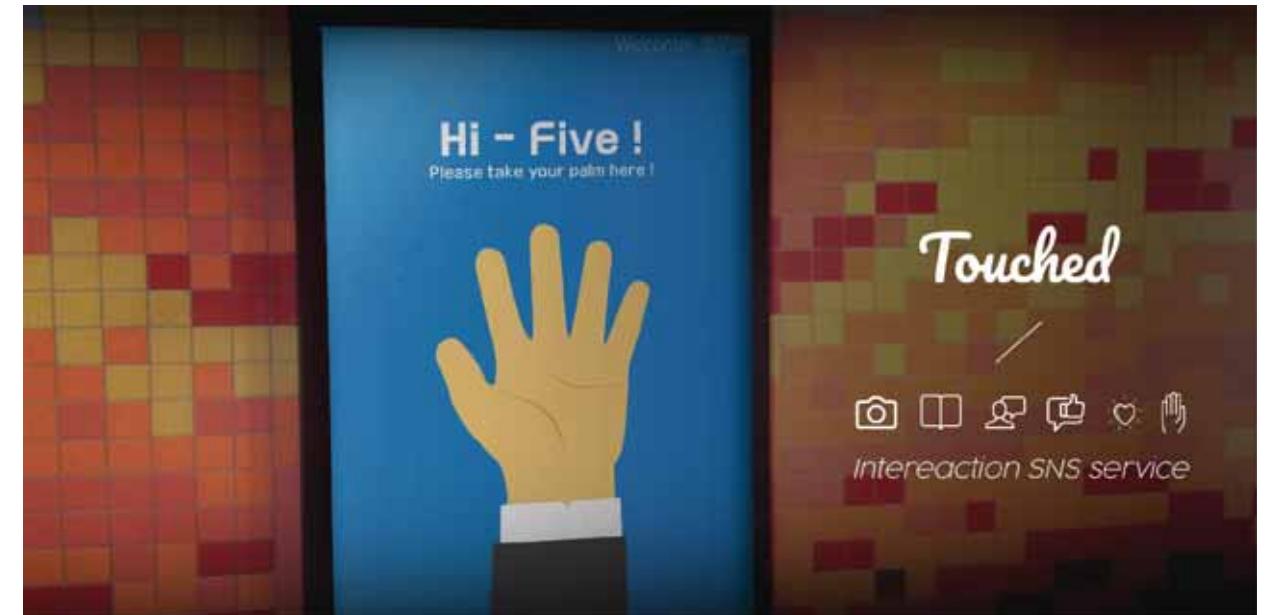
SERVICE X PUBLIC SPACE

Lee YouSol Nahoko Kang SeungHoon Tadashi Shin Minchul Nami Ibuchi



Touched KIOSK

Service Design that use KIOSK



Our team service 'Touched' is Social Network Service that helps communicate with someone who doesn't know. You can get some attention when you need cheer. These KIOSK stand on public space where people usually walk around.
You can record video about your situation. After that, you can get some reaction from another.

Concept



Our team's subject is 'Service' and 'Public space'. And we think about what can we do on public space.



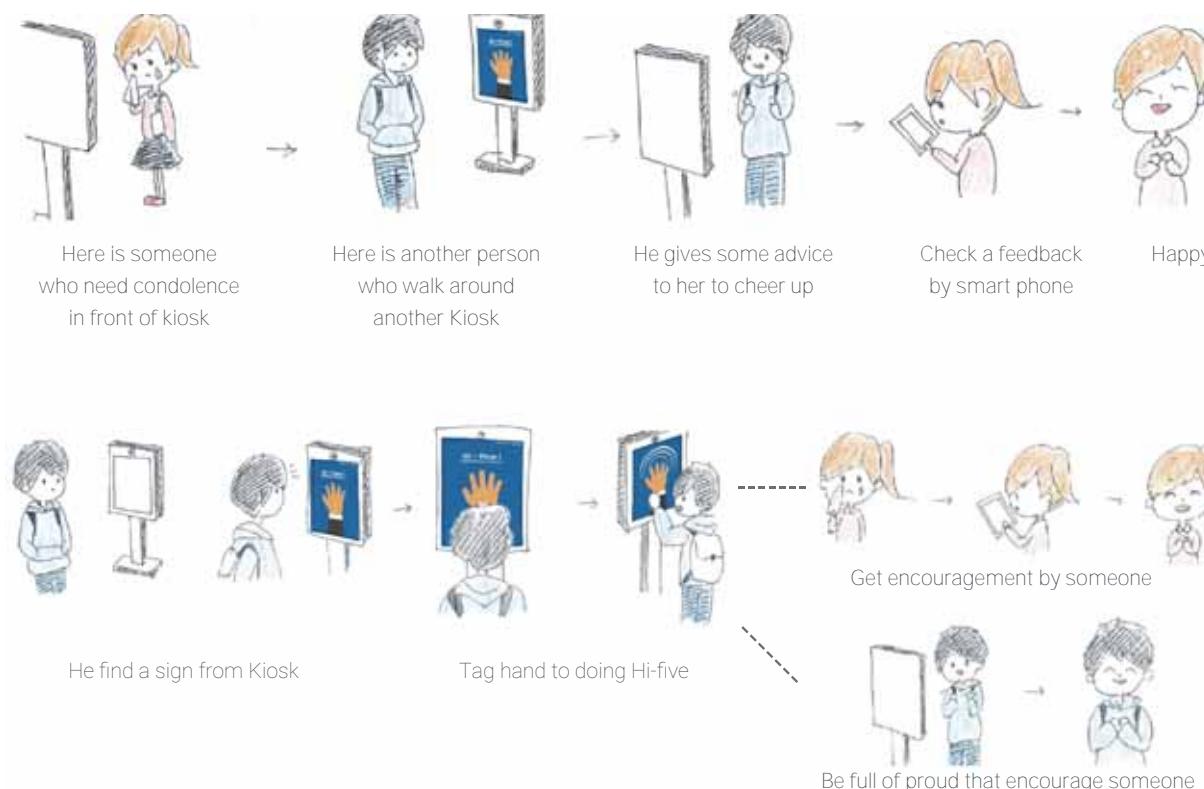
We focus on 'Fast Healing' that can provide in public space.
How people take rest in public space.

Main UI of KIOSK



This interface is starting page of our service. This color and gesture attract people to interact with KIOSK. And each page have each reaction that matched with each gesture.

Service Scenario



This service is easy to use, even if you don't use smart phone or social network service. Because it stand on public space, also it doesn't have a lot of function. So it's easy to use.

Process & Methods are ...

First Field Research



At first lunch time,
We have time to walk
around for out of stress.

We found some public
space where people get
comfort and rest.

We got interview of
some people who take
rest in public space.

Brainstorming



We found some service and public space that is related with rest. There isn't enough point to use. Because elements of rest are similar with each others.

After trying to figure out all of words, We try to match each words. So we can think about unexpected combination that is related with our subject.

Second Field Research



At second field research, We found place to take rest, and service that makes people feel rest.

Value Map



We arrange the Brainstorming with each value that we found during field works.

By this Value Map, We figure out some Person, that character is related with value map.

Idea



Querencia is kind of refuge where people usually take rest. We saw many Japanese people take rest in Public space like park. It could be Querencia for them. So we want to help them to make Querencia.

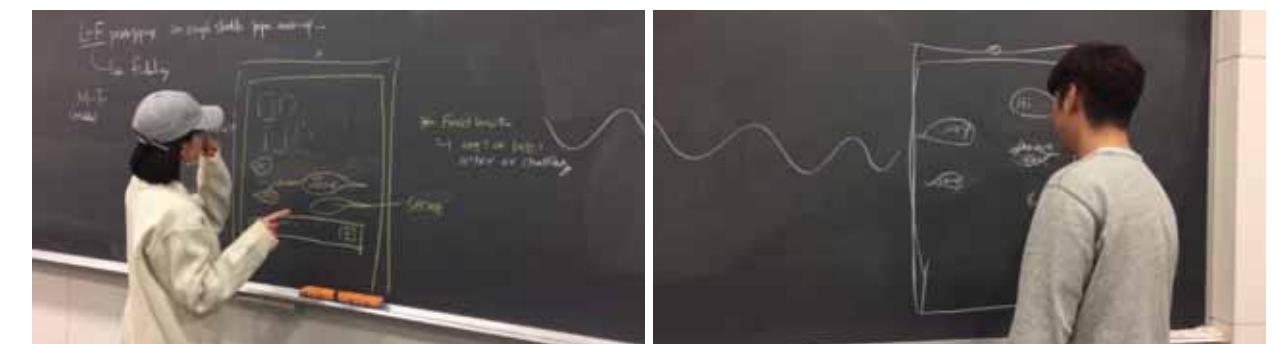


We can see Kiosk around Public space, that show some information or another purpose. We think about Kiosk with Online, that help rest as soon as possible. We want to make people's Querencia in Online service.

Idea Sketch



Role-Playing



Four Situations

KIOSK - KIOSK KIOSK - SMART PHONE KIOSK - SMART PHONES SMART PHONE - SMART PHONE

We carried out 4 kinds of Role-Playing, premise some situation to take shape of our service. We took a lot of trial and error. After progress of our Role playing, We can get some definite way. Then our result is going to concentrate on 'Kiosk - Kiosk', and deal a little bit with 'Kiosk - Smart phone'.

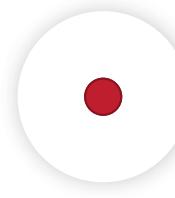
Service blueprint



Interact with Kiosk Main Interface. Main interface induce people to do action that related with some actions, make cheer up and encourage someone.



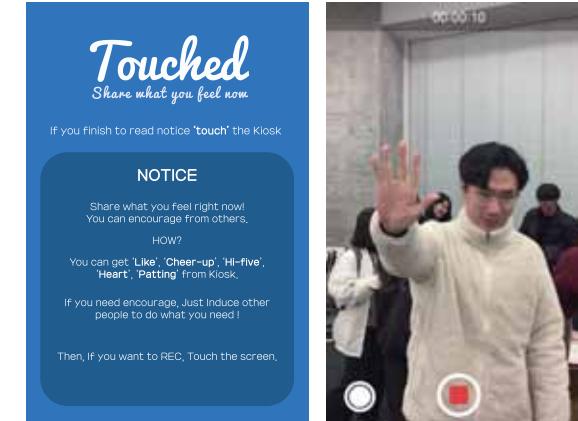
OR



In next page, You can pick one of the video clip or record your story on Kiosk.



There is someone who need your encourage. He will show you what he want from you. Then if you want's to help him or cheer him, just follow what he do.



There will be some notice that you have to follow. Tell your story to someone who will watch your video. Show them what you need and you can get feedback massage.

After workshop

After SIT-KMU workshop, We taught it was valuable time for me to learn different culture. But we increased Teamwork by communication. It was pleasant that communicate with another country by another language. We think participated in this workshop is sincerely good.



Lee Yousol

"It was very enjoyable to have fun conversing with Japanese students. I want to come again next time."

Nahoko Kawamura



"It was my second PBL, and I'm also satisfied with new friends.
See you again~!"



Kang Seunghoon

"It was hard to communicate, because of my short English skill, but I learn lots of things during PBL."

Tadashi Miyazawa



"It was a good stimulus for me to have lots of new experiences with my first PBL. Thank you!"



Shin Minchul

"I'm glad to have good experiences with my new Japanese friends, thank you."

Nami Ibuchi



"It was fun that I can do work with unknown people who come from Korea."

GREEN PARI-P

GREEN X PUBLIC SPACE

Bando Kotaro Cheon Soogyeong Choi Subin Rang Eunho Takagi Riku Tsuchiya Kaho



BARRI

Efficient Resources Utilizing for a Pleasant Relaxation Place



We are team Green Pari-P. We'd like to introduce 'Barri.' It is a circulation system for higher energy efficiency. This starts with generation of electricity throughout diverse activities of people. The created energy charges batteries, which is eventually put into the vending machines. The electricity then is sent to Barri place and subsidize the elimination of the fine dust and pollen.

Concept



Barri involves a barrier and energy providing system.



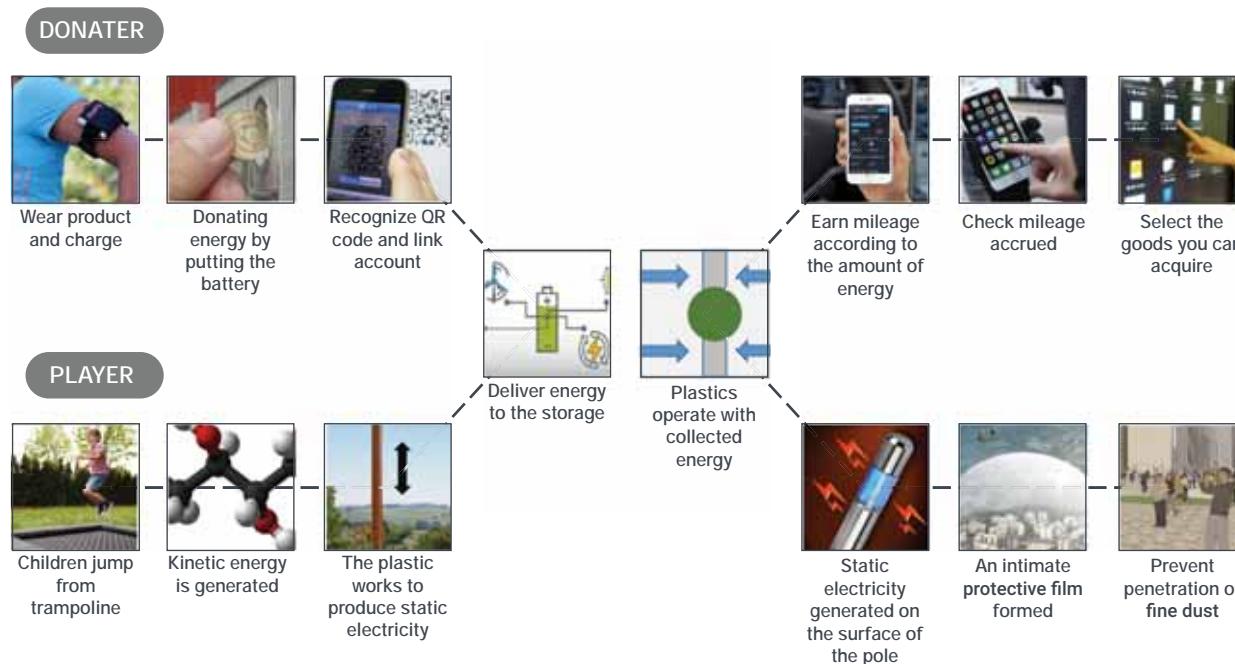
We offer a giant trampoline to provide energy for the barrier.



It is also aided by the energy provided by other users.

Process & Methods are ...

Service Scenario



'Barri' is system that circulates energy: attendances donating energy and providing it also while being protected by it.

Application UI

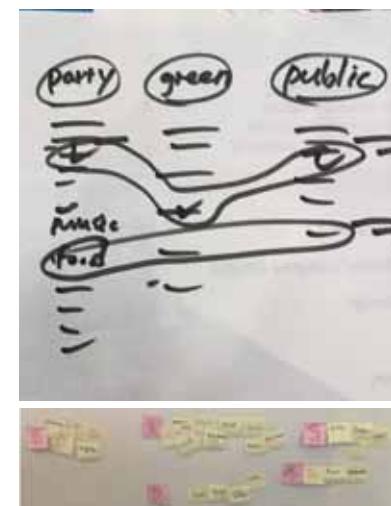


We provide an application showing the locations where the barriers are placed and where we can find the vending machines. It also shows the mileage points we gained throughout the generating.

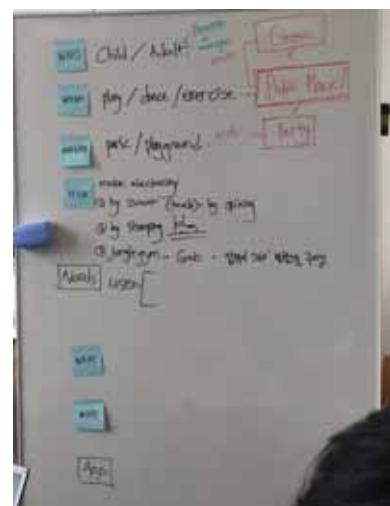
Brainstorming



We started with brainstorming with the three keywords, Party, Green, and Public.



We decided to combine the drawn words and make something new.



We worked on defining the specific characteristics of the design.

Field work



Harajuku graffiti

Harajuku design gallery

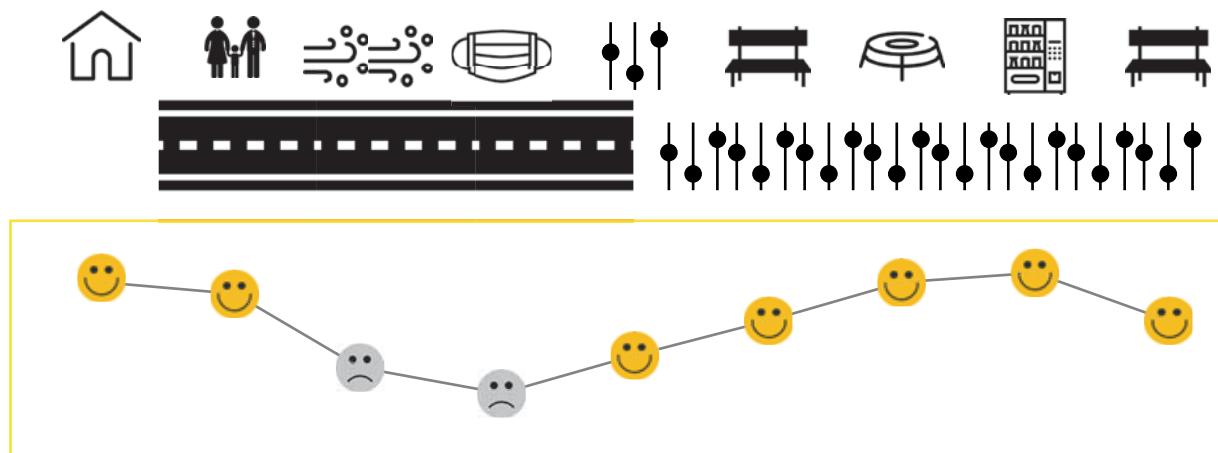
Shibuya

Shibuya Monster

We walked down the streets of Harajuku and Shibuya. While walking, we came to realize that many people were wearing masks and that they lacked the spaces for rest.

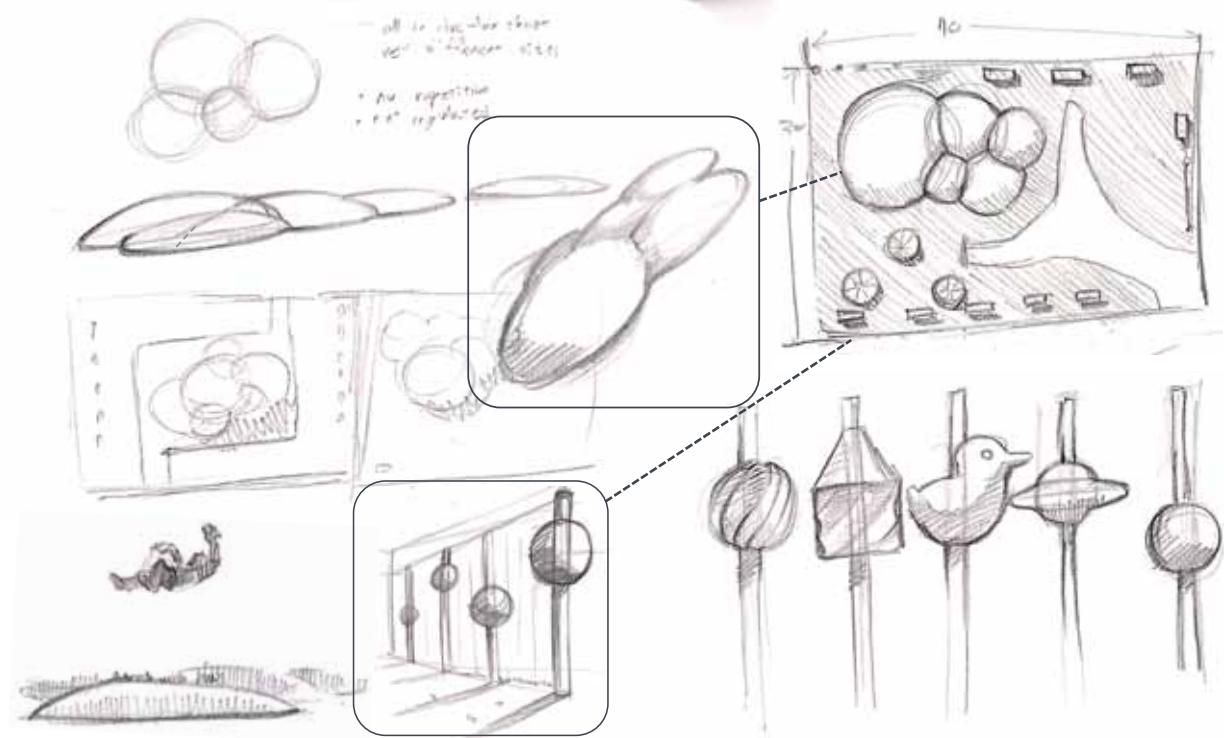
There were cafes and some benches but we thought it was not enough for the pedestrians, so we decided to provide a large place for rest.

Journey Map

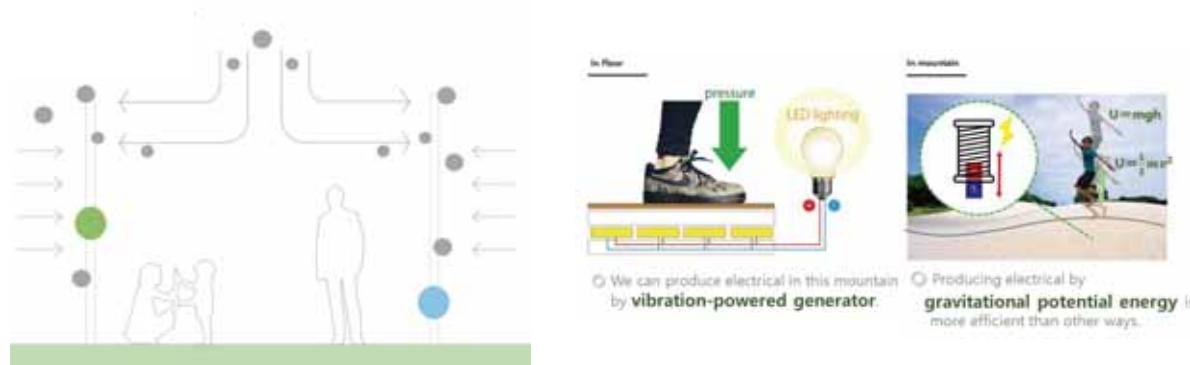


A user is walking down the street with his family but can't find a place to rest. He is suffering from the fine dust and pollen allergy and is also worried about his kids. Afterwards, he soon finds a place with bars. He reads the instructions and finds out that the bars are for blocking the dust and pollen. It seems the kids enjoy the trampoline. So he decides to visit it often and also donate some electricity.

Idea Sketch



Idea



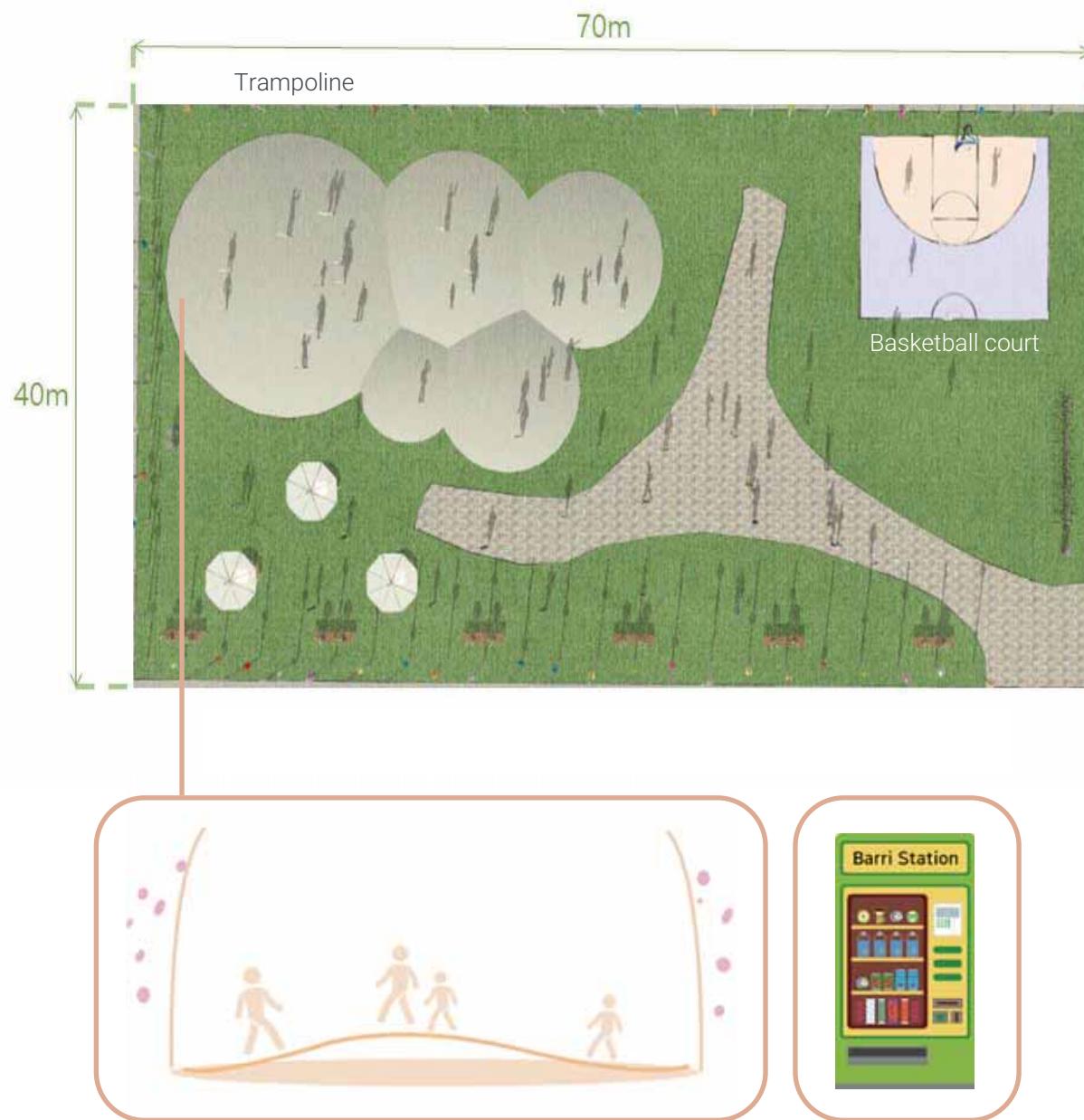
The fine dust and pollen is being a serious issue in Korea and Japan . Therefore, shelters to play in will be made for the pedestrians who want to rest.

Energies will be produced by inserted generator in shoes, solar power, or saving energy lost in home. People will exchange it with mileage and these energies will be the backup for the space.

Prototype



Service blueprint



We had quite a hard time to come up with 'Barri.' We changed the whole idea numerous times, but we believe that our idea has its own unique concept and also that it makes up a fairly unexpected combinations. We're happy that we finished work without any major problem, each getting something we never did.



Bando Kotaro

"It was great time I spent with everyone. I'm so happy we finished this workshop with KMU students. Thank you!"



Cheon Soogyeong

"I got a lot of memories and experiences working together. I was very happy throughout the workshop."



Choi Subin

"Although I was worried about drawing the final design with people overseas, we did great and I learned a lot. I'll miss the time we had."



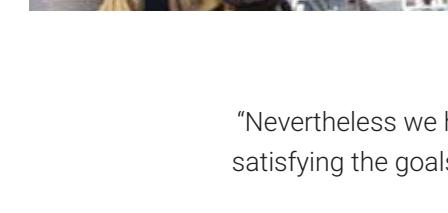
Rang Eunho

"Despite the language barrier, our communication was successful and everyone was great. Thank you all!"



Takagi Riku

"Everyone was cooperating very positively in my team. Thank you so much and I hope you guys had a great time doing the workshop!"



Tsuchiya Kaho

"Nevertheless we had a different point of view, we succeeded satisfying the goals we were after. Lucky to be in such a great team!"



大丈夫， 大丈夫

ILLUMINATION X CULINARY

Motonori K. Sato Ryoichi Choi Yeong chea Park sang a Nam Hyea en Kim su han



FIRE PLATE

Special Experience on Special Day



Our product Fire Plate is designed to have a special experience on a special day. Visualize the hot dish and have fun with ILLUMINATION to the restaurant customer. The shape of the dish was designed to be like the food was hot and the dish was melting. Also, lights are designed to suggest fire.

| Concept



When the Dish is HOT,
the light around the
dish flames Visual
indications of warmth

As the dish cools down
a little, it is accompa-
nied by a reduction in
flames.

When all the dishes are
cooled down, the fire
breaks out and only the
circular light remains.

Contents



NORMAL MODE : Alarm Hot state.

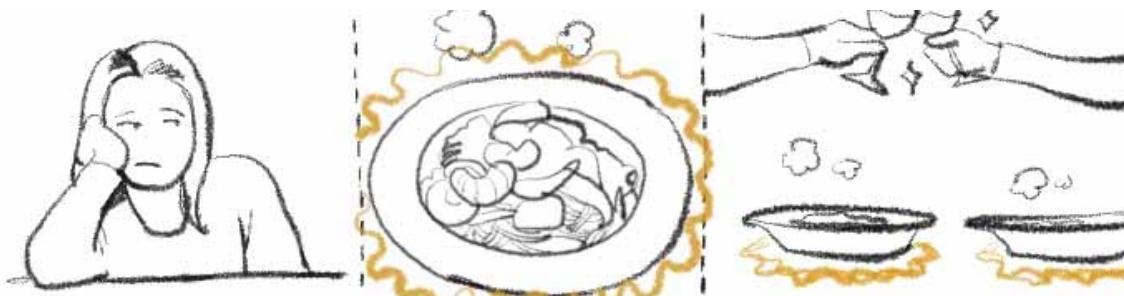


BLOW MODE : When user Blow hot dish to Cool down the food , The fire moves According to the direction of the swelling



MUSIC MODE : When the music flows into the restaurant, the fire dances in reaction to it.

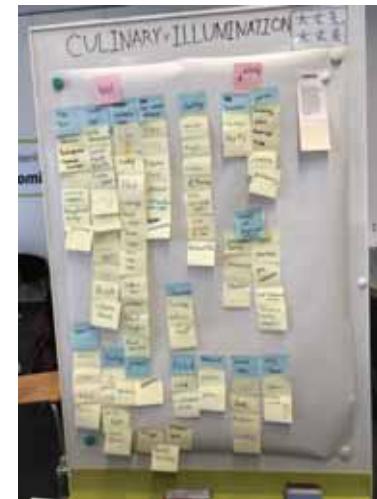
Scenario



When User is bored with daily life, She go to a restaurant. Food is put in a dish that can be interacted with the customer, not an ordinary dish that you see in the restaurant. It provides a special experience on a special day.

Process & Methos are ...

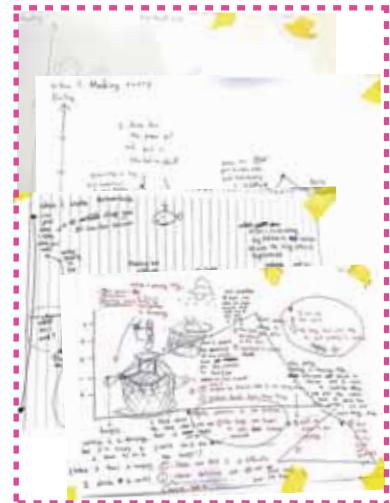
Brainstorming



Keyword extraction
about
Illumination & Culinary



Critical Keyword
Analysis



Journey map for
analyzing our Target
(20's)

Field work



Roppongi Hills



AXIS Living shop



Science museum

We met in the Roppongi and We watched Exhibition about an optical illusion. We could also get some hints about illumination.

Next, We went AXIS to find out more about Culinary. We observed a variety of ideas. And Final, we went Science Museum. We Saw many History of earth. And 360 Degree projection map inspired us.

Our process

Persona (Explorer & Trendy)

▼EXPLORER



Profile

Name: 김유미 (Youmi-Kim)
Age: 23
Gender: Female
Occupation: Student on a leave of absence (Major in Business Administration)
Working as an intern
Status: Couple
Location: Seoul, South Korea
Hobby: Travel, eating delicious food in restaurant.

Personality



Persona's voice

I want to go to a delicious house and eat delicious food.

I should make a lot of memories in a good place with my friends.

I need something fun and new.

I want a new date.

Persona's behavior

I visit famous restaurants, take pictures, and upload them to the her sns

I like to visit famous restaurants and famous places.

I do various activities during the weekends to get away from the routine.

Take a pretty picture and put it on the sns
A novel experience

Persona's goal

Make memories with my friends or boyfriend in a nice place on a special day

Off-hour

Interest



▼TRENDY



Profile

Name: 高橋 ヤマト (다카하시 야마토)
Age: 23
Gender: Male
Occupation: Programmer
Status: Solo
Location: Tokyo, Japan
Hobby: Meet friends, go shopping, take pictures

Personality



Persona's voice

I want to take a pretty picture in a good place.

I want to be with my favorite friends on weekends.

I want to spend money and enjoy my work at a good place on the weekend.

I want to get out of this.

Persona's behavior

I often take pictures and upload them to the snapshots.

I don't drink well, so I can settle for a glass of wine or a glass of beer while eating delicious meals.

You should have a special experience on a special day.

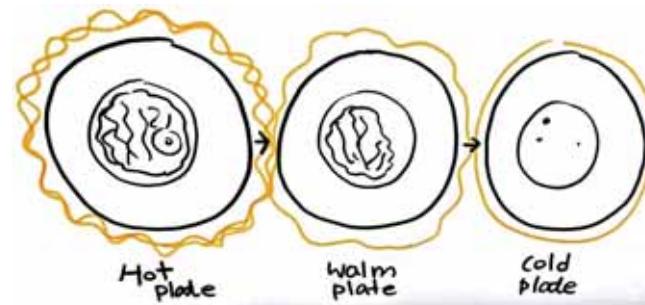
I like to meet my friends often and take care of them.

Interest



Process & Methos are ...

Idea development

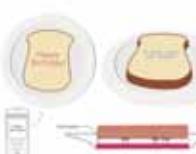


First, we came up with an idea based on brainstorming and then picked the best one among them.



And we analyzed ▶ the idea and expanded it in different directions. Everyone came up with an idea one by one.

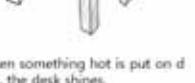
Add a function to keep the temperature, so that I can eat at a steady temperature.



You can project a message on any food. Even display today's weather forecast

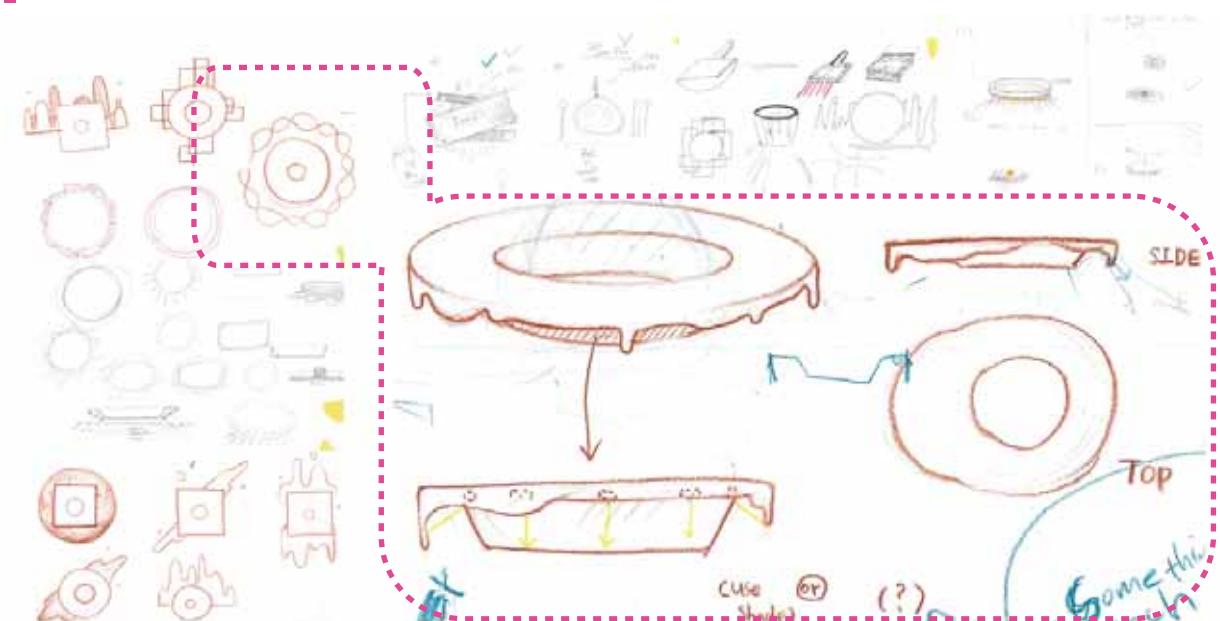


At the top of the pot there are LED that tells the temperature of the pot.



When something hot is put on desk, the desk shines.

Final Idea



Final Prototype



After workshop

Our Final Work is 'Fire Plate'

We changed wide range of fresh ideas from Japanese and Korean.
It's something that you can't always experience. We hope we can get a second chance
for meeting our team. Good job for every body! we are best team.



Katsuyama Motonori

" I realized the importance of working with people who have different background. It was an interesting experience achieving the design project with my wonderful group members."

Sato Ryoichi

" 8 days when I talked with new friends and had a meal are a very good memory. I did my best with this experience."



Choi Yeong chea

"It was quite short but intense experience. Discussing and making ideas with friends from another country were magnificently precious experience."

Park sang a

" It was a great opportunity to team up with foreign friends and lead a small project. It was a new experience thanks to good friends from Japan."



Nam hyea en

" I experienced variety thinking. Thanks to everybody!! I never forget those 8 days"



Kim su han

" past 8 days, I have made great memories and friends. It was a very valuable experience for me. If I have the opportunity, I would like to participate in the workshop again."

ROCK-ON

六音

PROTECTION X PUBLIC SPACE

Yoo Chaemoon, Kim Hakyoung, Lee YooJung, Sato Keitaro, Hironaka Yasuyuki, Nomura Asuka



SAHO :Protect Rules

Service design for visitors who don't know how to act in Shrine.

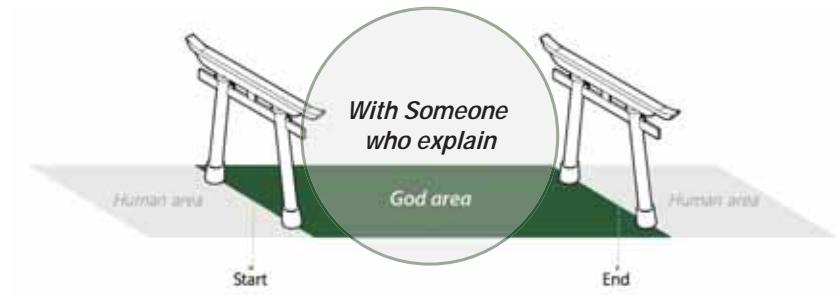


Our team service 'SAHO' is protection of traditional rules for visitors (foreigners) who don't know how to act in shrine. When we experienced in Shrine, we thought that if people didn't know the rules, they couldn't protect the shrine. Even people couldn't get a good experience. From that perspective, we designed service flow.

Concept



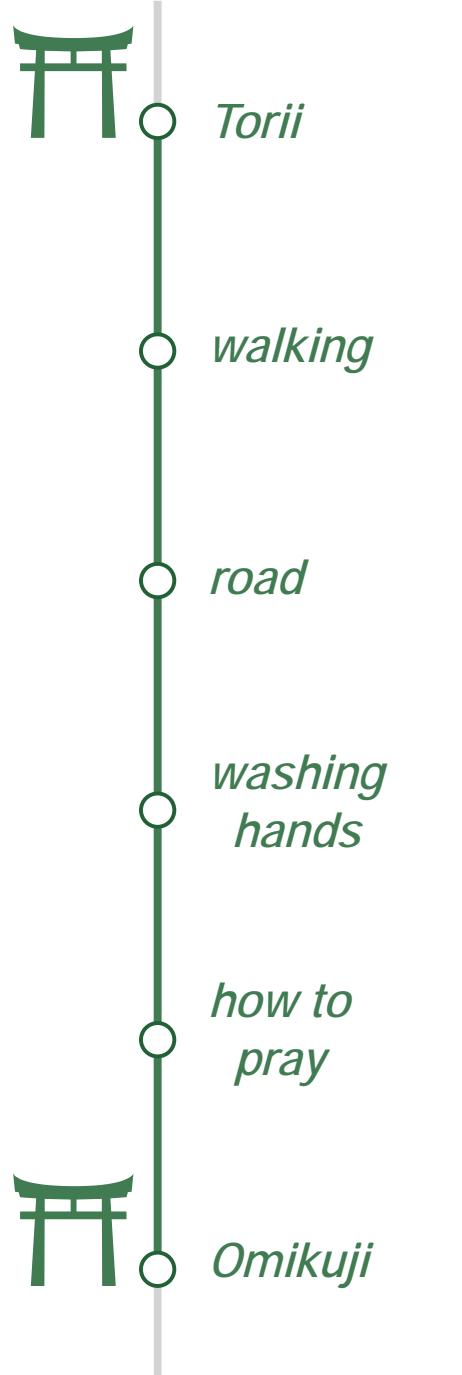
Make people follow
rules naturally
- Interactive Information



We focus on meaning
of 'Torii' that divides
area into two parts.

In god area, someone
will be with user by
explaining how to act.

Service Scenario



We designed our service by user scenario. First, we define needed steps and put idea in each step.

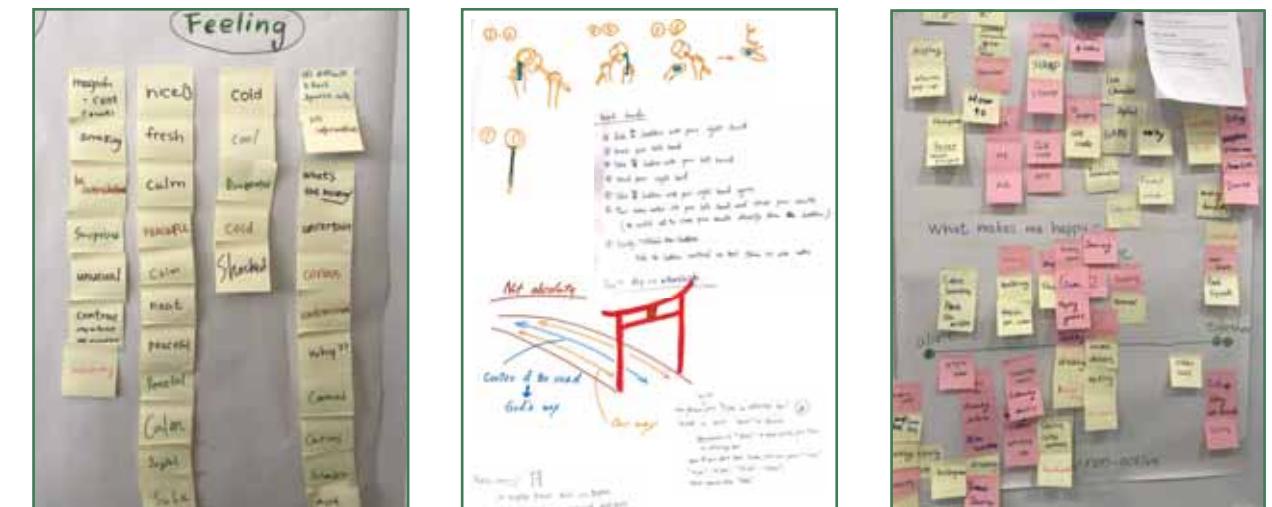
Process & Methods are ...

Field work



We experienced several new things that are open kitchen, VR and Japanese shrine. When eating and walking, we could become familiar. Also, we talked lots of our subject and came up with ideas.

Brainstorming



After we went to Meiji Shrine, we did brainstorming about our feelings and tried to find problems of experience.

We found that visitors need information of Shrine. Japanese students wrote down needed information.

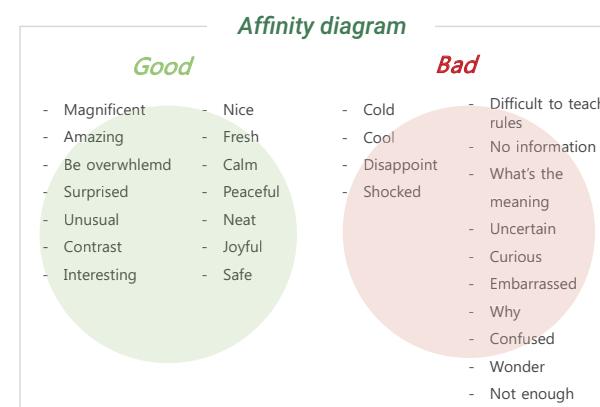
We rearranged information with multiple perspectives. Also, we thought about functions of each context.

Journey Map



We did journey map and analyzed feelings. And we focused on the point when we felt uncomfortable.

Mistook the rule of shrine.
Difficult to teach Japanese rules.
No information for tourists.
What's the meaning of actions ?



Insight

How to protect rules from visitors?
What is a better way to inform?

Idea

Through these process, we decide that our protection meaning is to respect rules of shrine. And 'protection' in our service will happen naturally.

Also, we think that character is needed because we want to design the service interesting and easy.



Idea Sketch



This is idea sketches of characters.

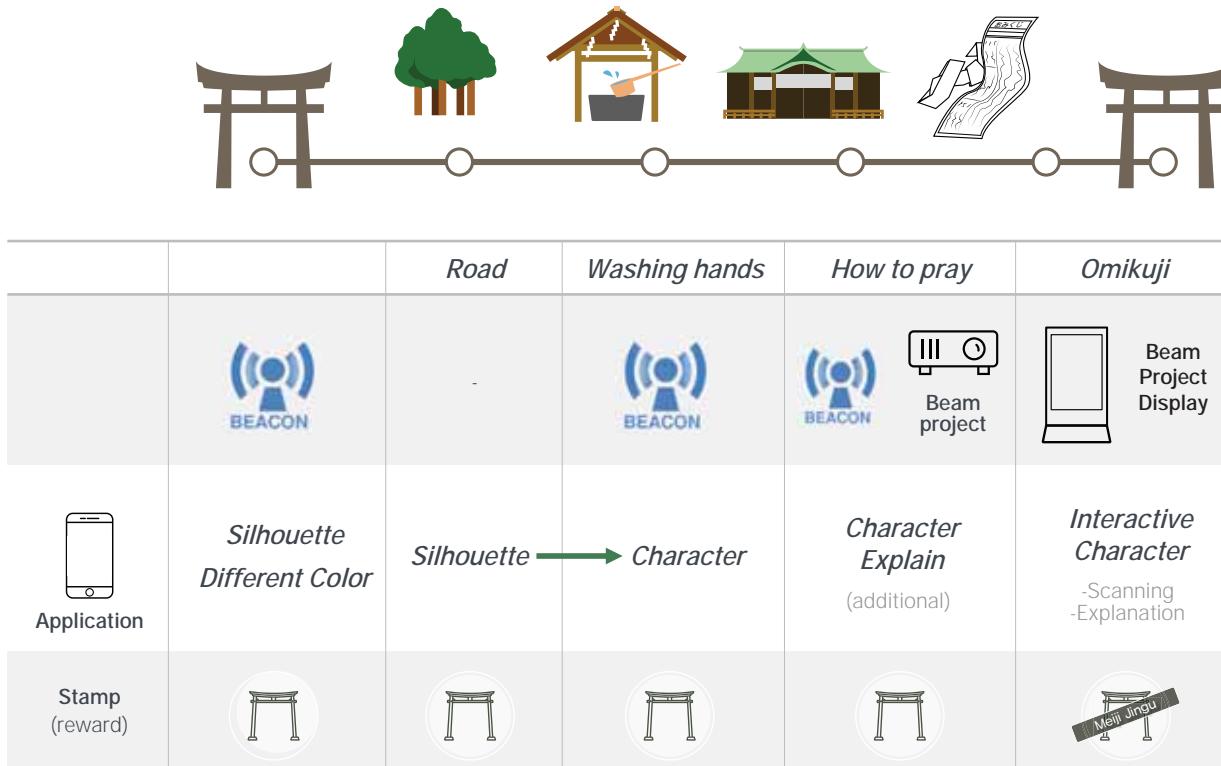
Application UI / Prototype



Application UI is intuitive so that even unfamiliar user like foreigners can use it. Users can find place and journey of shrine. Also, they can get stamp of each shrine by following instruction of application. Finally, we made a prototype of App in order to design application flow better.

After workshop

How It Works



Expectation Value



-Foreigner can understand information more easily without words.

-They can obey the rules easily and interestingly.
-They can have a variety of experiences. (Omikuji)



-They can teach you how to protect a Shrine.
-Be able to keep a Shrine.
-Many museum apps will be integrated.



Our team members are satisfied with this workshop and made good harmony. We learned each different culture and design style. We all thanks to each other.



You Chaemoon

"Through this meaningful experience, I learned that value of cooperation and why we have to work together. Thank you for the great opportunity."



Keitaro Sato

"We went to field work with them and noticed problems we are not usually aware of. And a good idea was born while talking. It was fun and exciting. I thank them."



Kim Hakyoung

"Team Rock-oN is very very very perfect and cool. I am so lucky to meet you guys as a team."



Nomura Asuka

"I felt nervous before PBL, but I gained a valuable experience. I feel lucky to have such great members."



Lee Yoojung

"It was a memorable week that I communicate with my team members. I'm happy to meet my team and work together."



Hironaka Yasuyuki

"It was a very meaningful workshop, and I was glad that we could get the idea for apps that matched the modern era. Also, I was motivated to learn more about design. I'm glad that I managed to communicate."

SIMSIM

COMMUNICATION X CULINARY

Lee Ho Su

Fujimura Nanase

Kim Woon Jung

Cho Myeong Hee

Kida Shunsuke

Kimura Atsuya



MIRU MIRU

Emotional lighting for family mealtime



MIRUMIRU is an emotional lighting, constantly responding to family's conversation. In modern society, lack of mutual communication, even in family is a big problem. We started from family dinner time(Culinary), since it's the time that all family gather around. Our product encourages family to participate in conversation by responding softly and creating relaxing environment.

Concept



Our team product is to encourage communication of family in the mealtime



MIRUMIRU is a emotional lighting



The shape is inspired from Pung-gyung, traditional Korean chime bell.

Theme & Problem



COMMUNICATION
“ FAMILY ”



CULINARY
“ MEALTIME ”

We started with our theme, “communication”, thinking about needed situations and solutions. We came up with the idea of lack of communication between family members in modern society. And mealtime is the most important moment in family life that almost every members gathers around, have a meal together, and communicate with each other, even about smallest things, like daily life. So we matched our another theme, “culinary”, with the family mealtime.

Solution

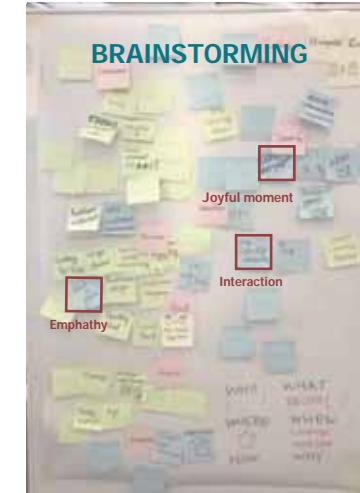


A smart lighting product design to encourage positive communication between family members, by brightness control, making comforting sounds, and softly moving according to the participation.

MIRU is a Japanese verb of “seeing”. MIRU-MIRU symbolize ‘visualized method (lighting)’ and ‘seeing each other’

Process & Methods are ...

Brainstorming



We brainstormed about our theme, communication and culinary, and chose some keywords to develop.

We thought about the problem and appropriate solution of our theme.

We thought about methods as our final solution.

Field work



Tsukiji Sta.



Tsukiji Market



Asakusa Station /Sensou Temple

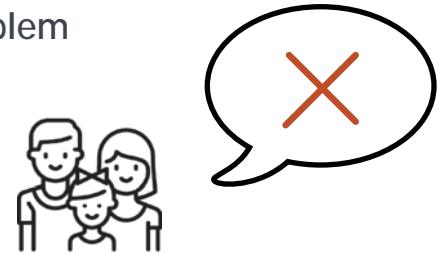


Skytree

We went Tsukiji Market to eat sushi, and visited Asakusa and Sensou Temple to experience traditional Japanese culture. Also we went to the Tokyo Skytree, a famous landmark in Tokyo. As a result, we found our design method from Asakusa!

Ideation

Problem



Lack of communication in modern family



What are they talking about during meals?

Many families without conversation at meal time.
Family watching smartphone.
When the conversation stops, they can't bear silence.

About meals.
About where they went today.
About complains for job.
About trouble,worry.
About the plan for tomorrow.
About recent news.

Solution

comfortable & relax
eye-contact
encouraged conversation



brighter environment
no barrier
participation

We wanted to solve the lack of family communication in a natural way rather than in an unnatural way, so the resulting design was Mirumiru. We first felt that in order to promote conversation, family gatherings should be comfortable. Mirumiru is a light that illuminates the table warmly and makes the sound of nature; like the sound of trees swaying in the wind. Whenever families get together for a meal, Mirumiru makes a comfortable table for them. Usually, silence between meals makes the atmosphere awkward. Based on the repeated experiences of mealtimes, families unconsciously experience a pleasant experience and feel the preference during mealtimes.

5W 1H

WHO	Family without any conversation and attention about each other
WHEN	Family mealtime (usually dinner time)
WHERE	Dining table at home
WHAT	Constantly responding lighting design by communication
WHY	To solve lack of conversation between family members in meal time

HOW ?

1. Changing brightness softly
2. Silent natural sound
3. Time-based light color. ex) morning - white / afternoon - yellow
4. By people different effect (different voice wave)

Persona + User scenario



Samantha _ 43 , work in a financial company

There's no conversation between our family. Except me, everyone is watching their own device. What can I do to increase the communication?



1. time to have dinner



2. Mother talks



3. The amount of light increases. Music begins. The product starts to move.



4. Eye contact will occur



5. Son talks



6. The amount of light increases. Harmony of movement occurs.



7. Mealtime is fun

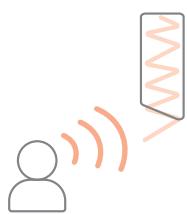


Research & Sketch



Korean Wind charm bell is meant to an intelligent and industrious trainer. However, when we explain that the house is setting the light for sincerity and diligence, it seems to against from the subject.

Function



Voice recognition

Every person has different voice - sonic waves. MIRUMIRU recognize voices of individual family members.



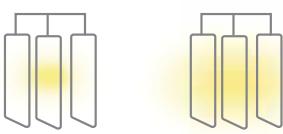
Soft movement

It shows exchanging conversation visually, by tilting side to side when the speaker changes to be moving softly and constantly.



Color changing by time

morning / afternoon / evening
It differs time to time to change into appropriate mood.



Changing brightness softly by communication / participation

If the conversation is lively, the light gets slightly brighter. MIRUMIRU express family's participation in a very soft and positive way.



Soft natural sound

When conversation starts, comforting sounds plays very naturally and softly. People unconsciously feel and learn that when communication occurs, comfortable environment is created.



Lee ho su

It was hard to make a design in one week, but it was fun to communicate and do design work with Japanese friend!! Such a nice experience!



Choi myeong hee



Fujimura nanase

I could learn a lot of things in this workshop. I was able to touch and interact with different cultures and I made friends! I would like to participate again.



Kim woon jung

Thank to my Japanese friend, I could enjoy many experiences which is inspiring and interesting. I'll miss you all!



Kinda shunsuke

It was very difficult to talk in English. But I enjoyed the workshop with fun. Because everyone help me very kindly.



Kimura atsuya

I participated in the first workshop and I was able to do a special experience different from usual. I would like to connect this experience next time!



RELAX & CULINARY

Hirai Rika

Choi Bo-Geum

Watanabe Daiki

Kim Yeun-Joo

Lee Yeon-Jae

Lee Bum-Joon



Omoshiroi Oshibori for Relax

Hospitality services for foreign tourists



Wet towel (Oshibori) service design to provide travelers with warmth or cool relaxation according to the weather and current situation, and to provide restaurant information to guide them to a more valuable relax time

Feature

TEMPERATURE

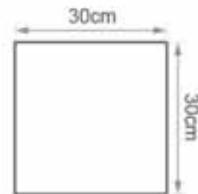
As results, the "Oshibori" at the temperature of 5, 15, 45 and 60°C were evaluated to be comfortable. Contrary, those of 30°C and 75°C were evaluated uncomfortable.



Effects of Temperature of Oshibori on Kansei Evaluation
– Investigation over Four Seasons (Differences of Room Temperature and Sexual Specificity)
Yasuhiro SOETA**, Takuma KITAMOTO*, Hiroshi HASEGAWA**
and Masao KASUGA***

SIZE

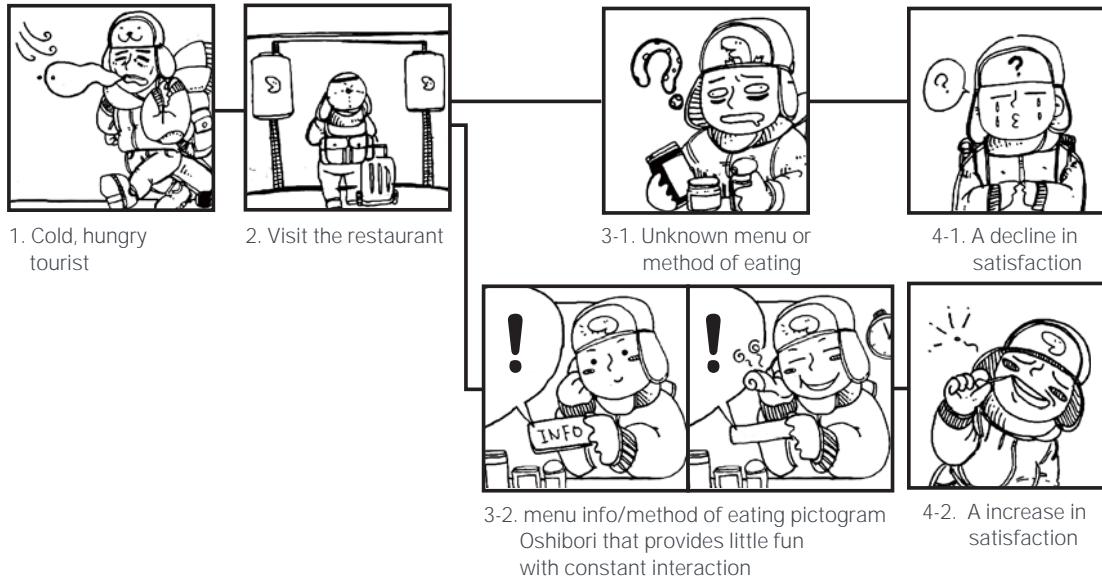
The score of was high when the size of "Oshibori" was between 25*25cm and 30*30cm.



Study on Factors of Favorable Wet Cotton Hand Towels "Oshibori"

Yasuhiro SOETA**, Takuma KITAMOTO*, Hiroshi HASEGAWA**
and Masao KASUGA***

Service Scenario



While experiencing the information and consideration of the meal, we experience the final rest as a warmth. It will eventually affect the satisfaction level of the meal.

Main purpose

Increase the customer's experience level when they visit the restaurant.

Detailed purpose

1. Increase the area of improvement that the customer feels uncomfortable with during.
2. Bring the satisfied customer back with a pleasant experience.

Benefit



It allows tourists who visit Japan every year to enjoy cooking and go there.



Increasing convenience and profit will lower promotional expenses



Get ready for the age of vending machines

Process & Methods are ...

Brainstorming



Understanding



Keyword grouping



Reconstructur think

Field work



We walked the streets of Shinjuku and Asakusa, and experienced new cultures and foods. What was impressive was that all the restaurants served warm wet towels.

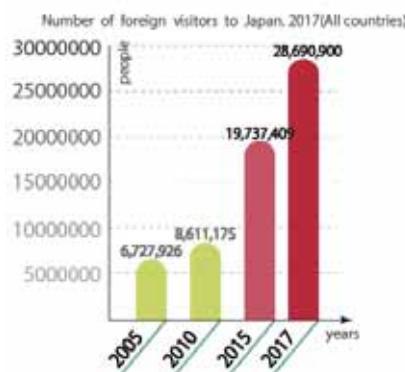
Especially, we could meet decent wet towel on the plate at cafe Ginza concept in the 1950s. We could feel a lot of relax.

Ideation

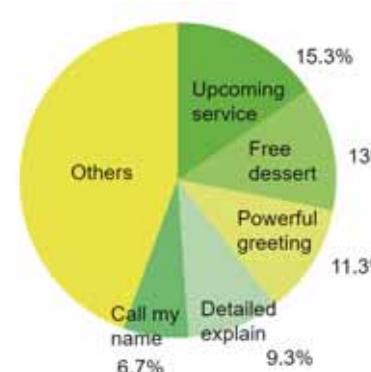


Ideation process has extracted keywords for the subject. keywords were wet towel, fun, thoughtful and unexpected.

Background



Increased foreign tourists

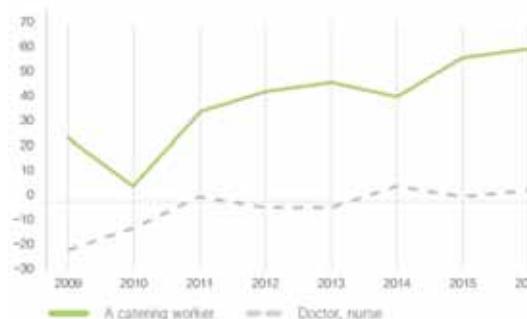


The services
customers wants



Recent trend of relax
70% of people want more
time to relax!

Di trend for lack of workers (insufficient number of stores ~ sufficient number of stores)



number of Store
Non enough staff

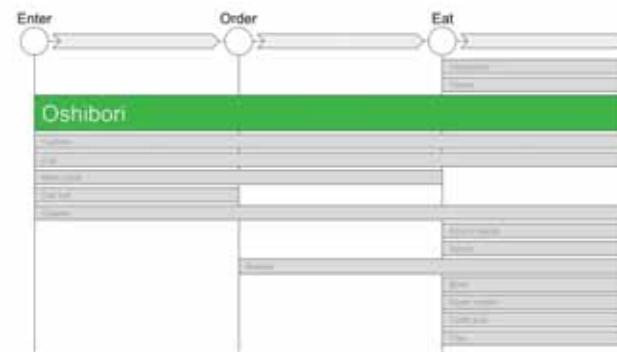


Recent trend of food service
is vending machine.

We considered the service to make the restaurant more comfortable, depending on the results.

* My voice, 19516 リラックス - <http://www.myvoice.co.jp/biz/surveys/19516/index.html>

Service Improvement&Items



Items that customers use in the service provided by the restaurant -
Among them Items that provide "EMOTION" to customer.
It was a 'Wet towel_Oshibori'.

Service Improvement&Items



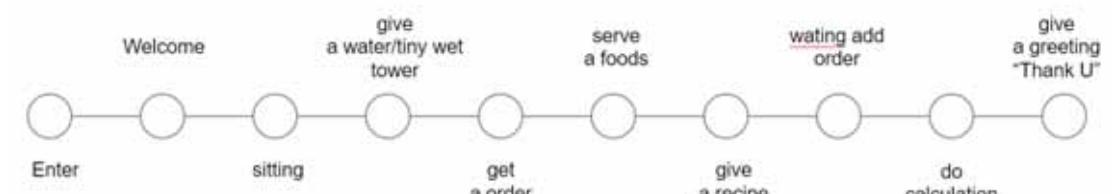
Main purpose : when they are provided "OSHIBORI". Increase the customer's experience level.

The term oshibori comes from the Japanese verb shiboru (絞る), meaning "to wring". It was started in the Edo period around the 1600s, as the use of oshibori (hot towels) became popular in tea houses. A piece of cloth was soaked in water and given to travelers who stopped by to rest. The warmth and cleanliness of the cloth was a heartwarming gesture to them. As the use of 'Oshibori' became more common, its form was simplified.

Targeting case



We chose our survey subjects to prototype the forms actually applied. Hidakaya is Japan's Chinese ramen restaurant. To the Japanese, Hidakaya certainly has the image of a cheap, enter to easy, so I can say that it is vulgar. But the downside was that there wasn't enough room to eat and the mood was not good for drinking, and I couldn't afford to relax

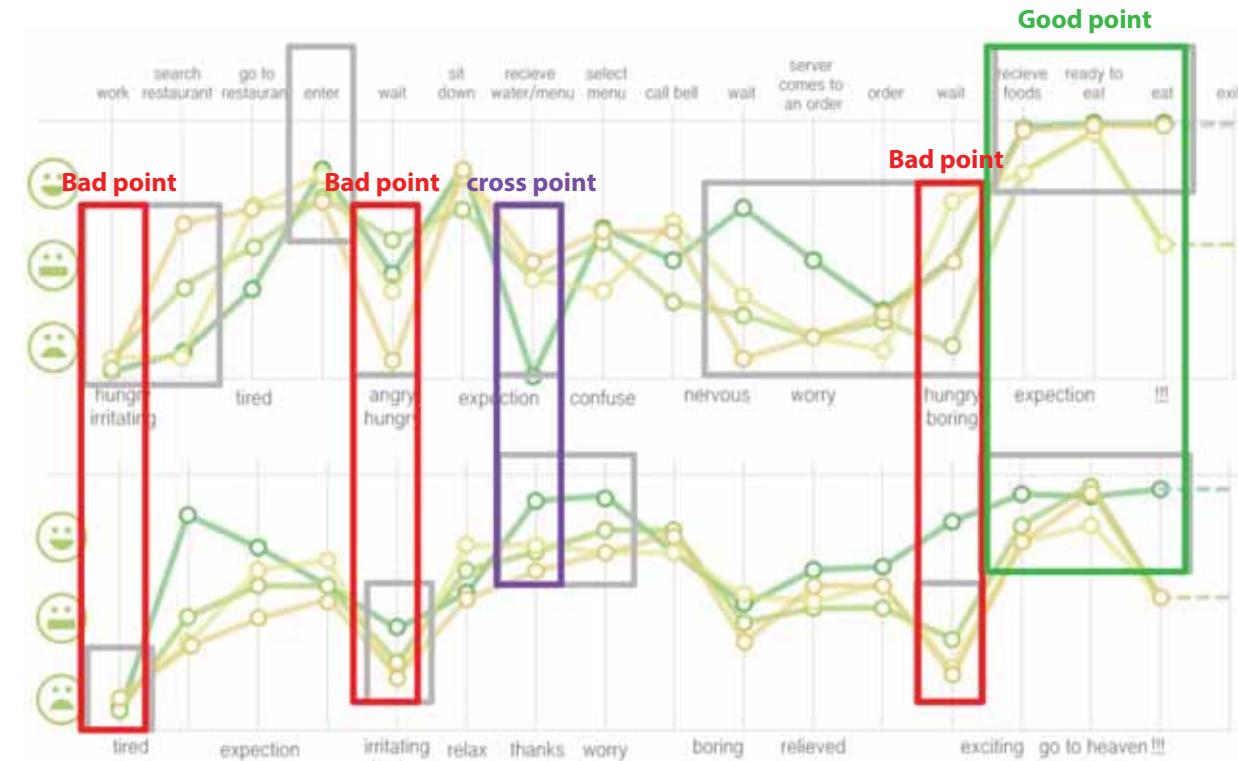


Hidakaya's Service Route

Foods (Chinese food, Ramen), Meal Tool (Chopsticks, Spoon, dish)Drink (Water, Beer, Soda), Meal Sauce, Amenity (Wet tower) Emotion (Give a greeting, kindness), Work (Take a Order, Serve Foods, Receipt interval, Do calculation)

After workshop

Journey Map



A comparison of the two journeys. We set the service coverage of restaurants until the end of the meal, and we surveyed five Koreans and five Japanese on their satisfaction with their service.

We have implemented a task to increase service customer satisfaction with bad sections.

The reason for the result was the pressure on the language.

Language reading and ordering are difficult because of communication problems.

Persona



Ji su / 22 / Student
Introvert Extrovert
Sensing Intuition
Feeling Thinking

GOAL

- To have time alone
- To go to where she wants to go
- Shopping



Wang / 24 / Student
Introvert Extrovert
Sensing Intuition
Feeling Thinking

GOAL

- To recommended good place to friends
- To have a good result of trip
- To make a food memories with friends

Two Persona set up before a storyboard



Hirai Rika



I could enjoy this workshop and learn different ways of thinking.
I'd like to see you again:)

Watanabe Daiki



There were various ways of thinking, and I could make a progress through this experience. It was a very meaningful 7 days.
I looking forward to seeing you again!

Lee Yeon Jae



It was an opportunity for me to experience many things during the short time of 7days i hope to see you again thank you

Choi Bo-Geum



I was happy to be with team T-LAX.
Let's stay healthy until we meet again!

Kim Yeun Joo



It was a valuable experience to be with friends from other countries!
Thank you all for being with me and I hope to see you again! :)

Lee Bum Joon



I could experience many things. I hope the time to talk more will come again. It was a very happy time. Thank you :^)

B1G5

INTERACTION X PUBLIC SPACE

Tae Mitsufuji

Park Yoo Jung

Yoon Jin Hee

Hibiki Hayashi

Park Seo Yeon

Seo Huiwon



Mission AKICHI

Service design for who feels boring in waiting line.



MISSION AKICHI

INTERACTION

X

PUBLIC SPACE

Our service name is MISSION AKICHI. We defined the meaning of public space 'refresh'. We'd like to offer a more exciting and refreshing experience to consumers who wait and see menus in front of restaurants or stores. They're going to be renewing the empty apartments or wasted building to the share-waiting house, and sharing their coexistence with artists in the MISSION AKICHI which is public space in the town. It could be a meaningful public space of the local restaurants, the underground local artists, and visitors.

Concept



REVIEW
WALL



SHOW
ROOM



ARTISTIC
GOODS

Review wall to assist with menu selection using Interaction

A show room to forget the boredom of the waiting

A collaboration of Akichi and local artists for meaning of public space

Service Scenario



Meet a friend but haven't decided where to go.



See REVIEW WALL and decide menu.



When alarm calls number, go to restaurant.



Go to Mission AKICHI.



Buy 100 YEN QR code entry ticket.



Choice restaurant and get waiting number.



Enjoy SHOWROOM and take picture with artwork.



Enjoy food and get 100 YEN discounted for AKICHI ticket.



Post review on AKICHI page.

Process & Methods are ...

Brainstorming



"Why we go to PUBLIC SPACE though we have own home that is more comfortable and not crowded." This query occur by 1st brain-storming about PUBLIC SPACE. The answer is "RESRESH"



We did 2nd brain-storming, REFRESH x PUBLIC SPACE. After that, we talk about important ideas chosen by B1G5 and something INTERSTING when these are combined with INTERACTION.



As the result, we planned a field-trip based on our brain-storming. Keywords has 2 points, SITUATION and TECHNOLOGY. The former has empty, Waiting. The later has SUICA, 3D mapping, shadow,.

Field work

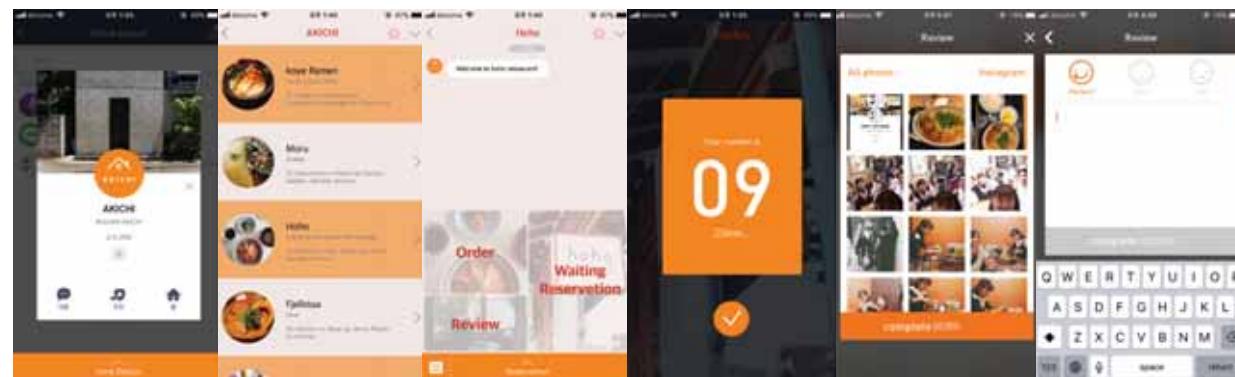


#stamp tour #vote #waiting line #old_building #renovation #game

By combining keywords, we selected the field trip locations to Nippori, Asakusa, Kiyosumi-shirakawa and Monza street. We picked some keywords while field tripping .we picked 2 keywords 'stamp tour' and 'vote'

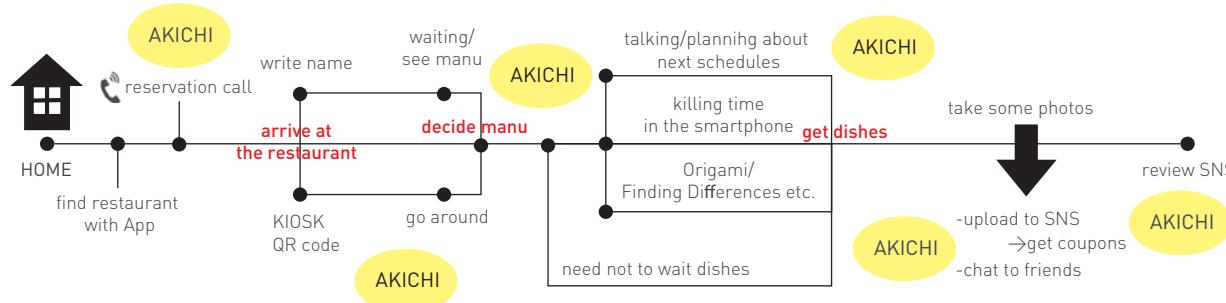
from Nippori. From Asakusa, we picked a long 'waiting line' keyword. Next we went to Kiyosumi-shirakawa, and found an old building which was a classy cafe. For dinner , we ate monjayaki and it was similar a game.

Official Account Page UI



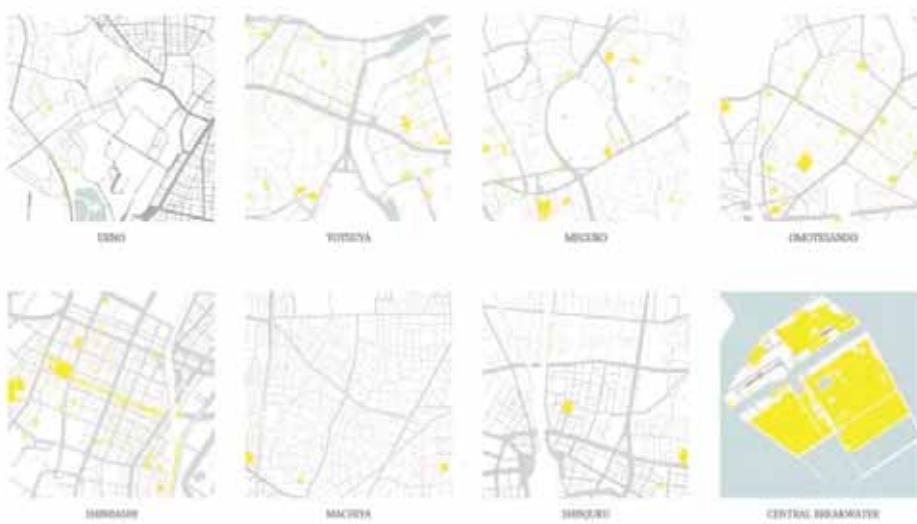
Mission Akichi provides services with Line or Kakao official account page.

Journey Map



We actually lined up and mapped our way through the experience to better understand the position of the people who wait a restaurant. When we thought about the points to help visitors, typically, finding restaurants, making reservation, waiting and watching the menu, and deciding the food would be the points where the AKICHI can do something for visitors.

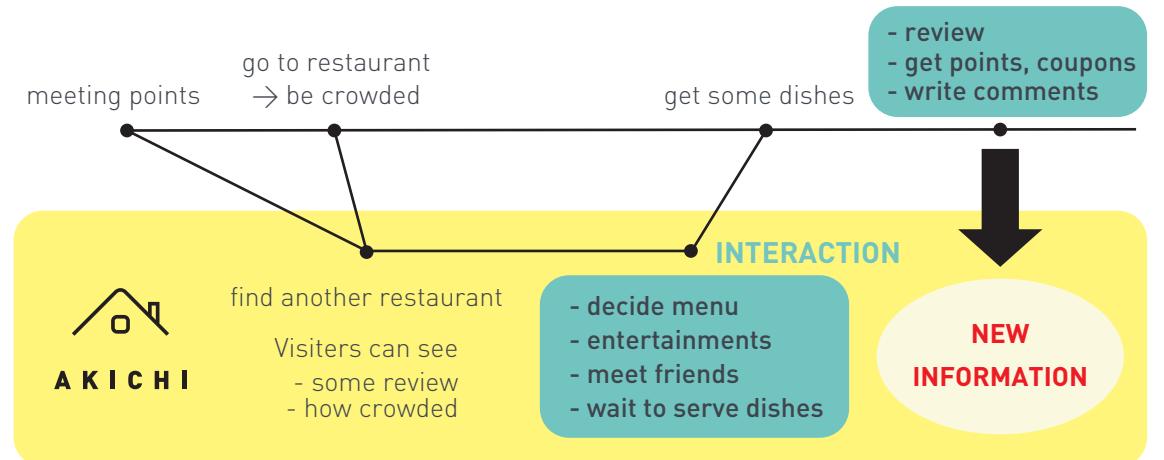
Idea



The yellow color in the map shows the vacant land/houses in Tokyo. In Japan, there're many akichies like GUNKANJIMA where is a dead town due to population cliff.

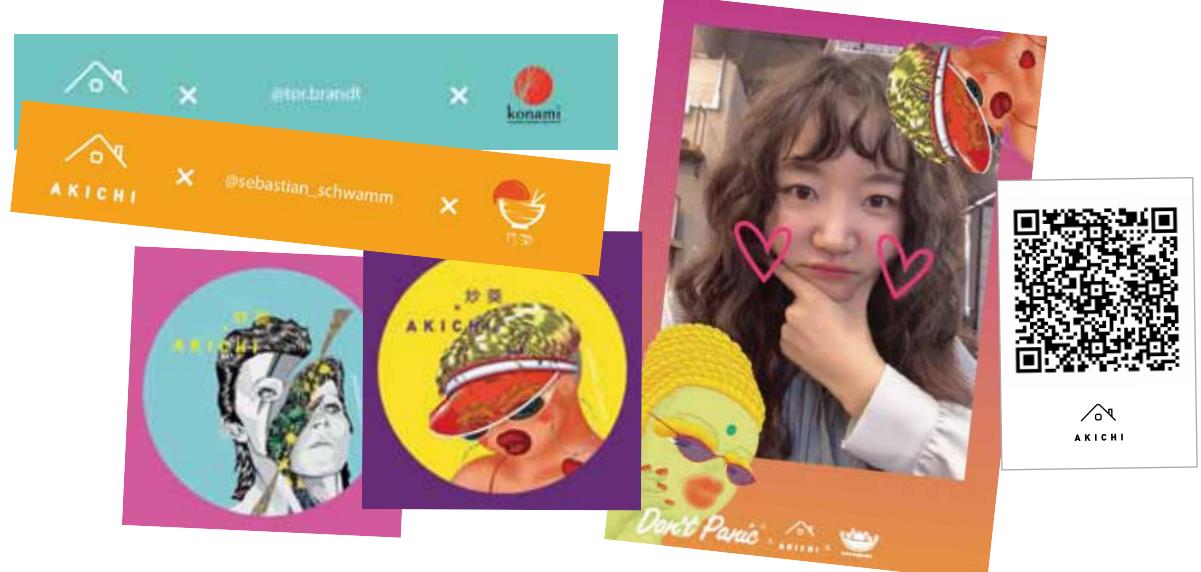
So we planned a project to give a life for AKICHIIES and propose AKICHI as an entertainment space for who are waiting cafe or restaurant.

Service Flow



When we look for some of these points that we need to interact with, we're going to provide our users with the most essential things, such as going to restaurants, choosing menus, and looking at reviews. It is targeted at people who want to eat delicious food in a certain area but cannot choose menus and restaurants.

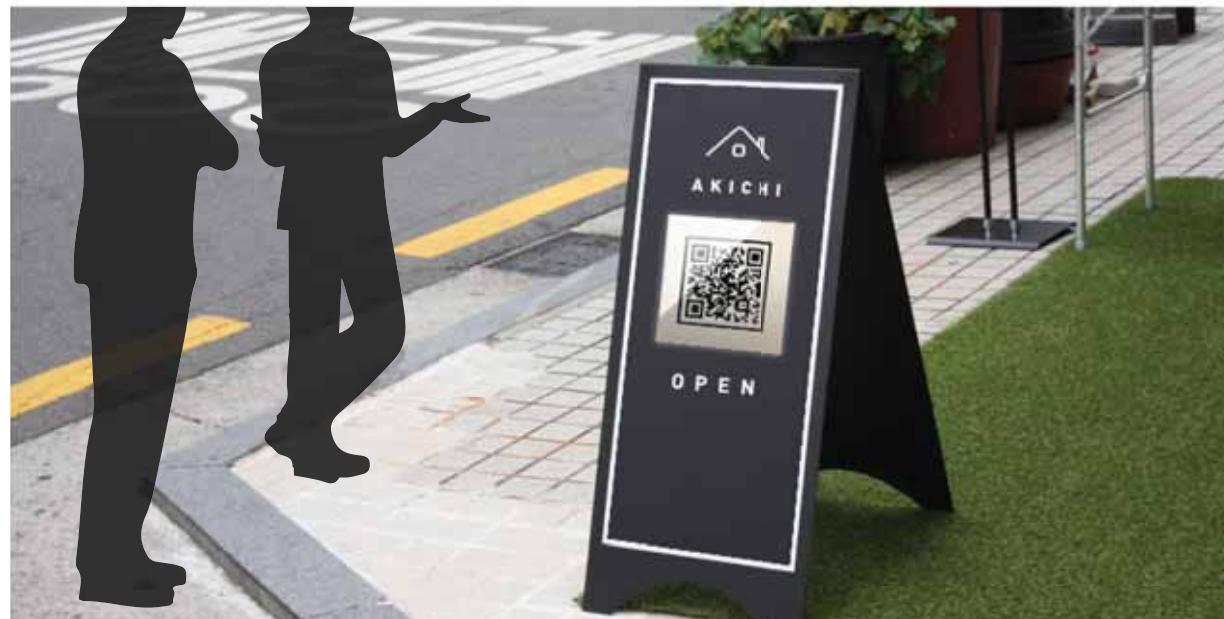
Prototype



It is stickers, photo card, and QR code ticket for enjoying and entertaining in AKICHI showroom.

After workshop

Prototype



▲ Entry QR CODE Ticket Panel

Photo Kiosk in SHOWROOM ▶

When we think about the service flow of using the MISSION AKICHI first, visitor thinks about which restaurant to go, and then go to MISSION AKICHI. After purchasing a QR code ticket, the visitor can access the Review Wall to select restaurants, and choose menus. And after choosing menu, then get a waiting number.

Visitors could enjoy and experience the showroom while you wait and enjoy the time you are waiting for. When it's time to go in, you're alerted by a smartphone and go into the store directly and enjoy your food. After meals, review the store in SNS and receive points.



Team 'B1G5' means 1 boy and 5 girls. We had great teamwork in idea meeting. Because there was similar culture between Korea and Japan and there were different values entirely, we could have a good talk and a meeting. We hope to see all again next time.



Park SeoYeon

"Tae and Hibiki listened our ideas so kindly. And they thought great ideas, so our teamwork was perfect!! It was exciting workshop!"



Yoon Jinhee

"Thank you for your kindness! Such a honor to meet this team. Best team work ever."



Seo HuiWon

"This workshop was a great experience. I'll never forget."



Hibiki Hayashi

"Thank you for my team members! This PBL is such an important memory that I can't forget. I hope that we gather again!"



Park YooJung

"I was impressed by the great team work. Also I was very greatful to everyone for their kindness. I hope we can meet again!"



Tae Mitsufuji

"Dear team, you will always be my idol and remain my life's biggest inspiration. Thank you for great time."

POKI

FASHION X PUBLIC SPACE

Nao Fukushima

Sooho Kang

Momoka Yamada

Yurim Kim

Reina Noguchi

Ryulah Kim



RAINNA

Coloring the Streets in the rain

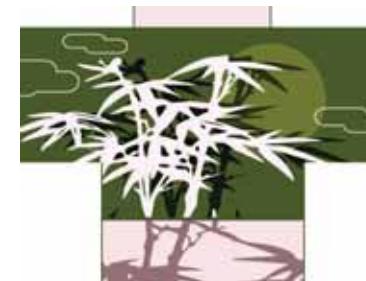


RAINNA is a public space interaction service working by raincoat. Each place has its own signature color. On rainy days, users can get special experience by coloring the place on their own. RAINNA provides both rental and purchase service, so it is possible to take it home. Gathering your own collection of RAINNA series can be another joy.

Concept



RAINNA represents
Signature colors of
the famous streets

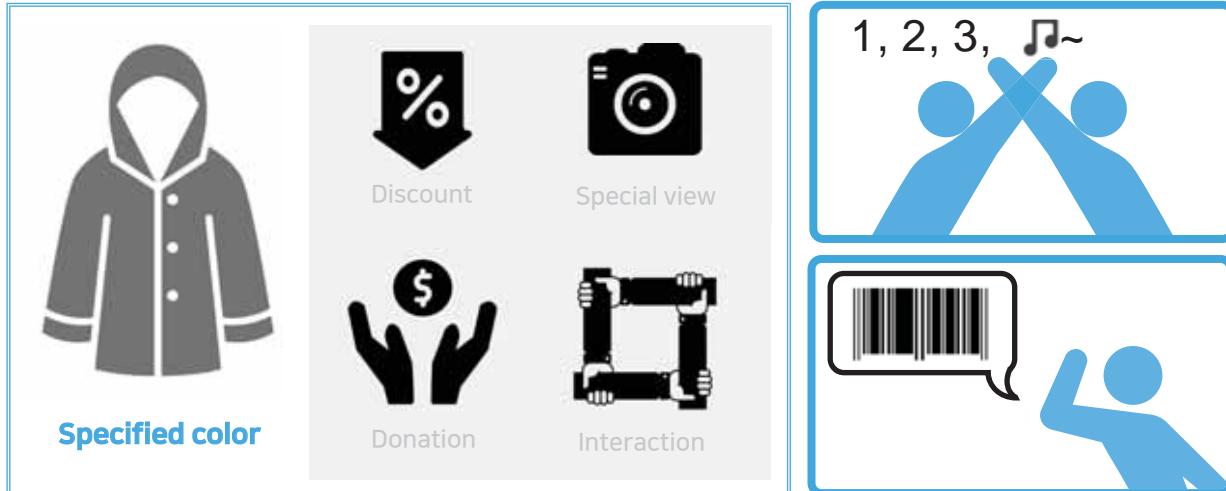


Experience to wear
Japanese cloth,
'HAPPY'



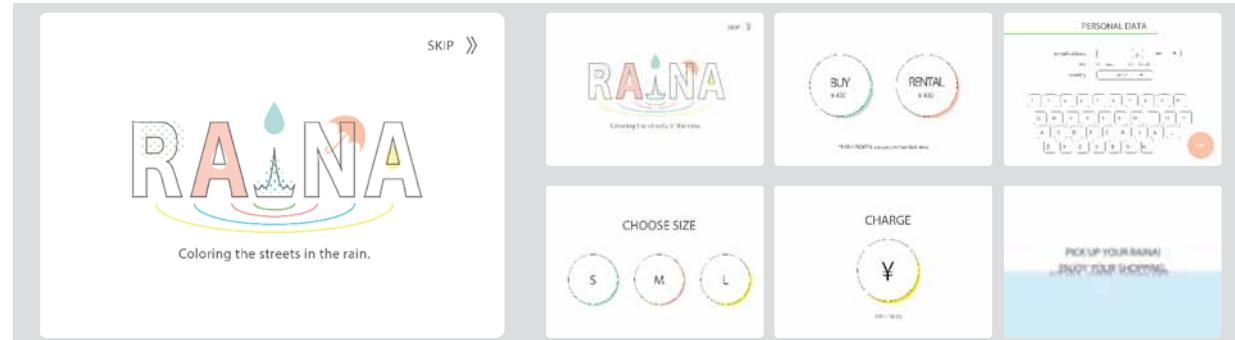
Idea from precura
System runs by itself

Service Scenario



There's a mark on RAINA's sleeve. On rainy day, you can pay by the barcode attached on RAINA at stores contracted. Touching with another users increases your discount rate!

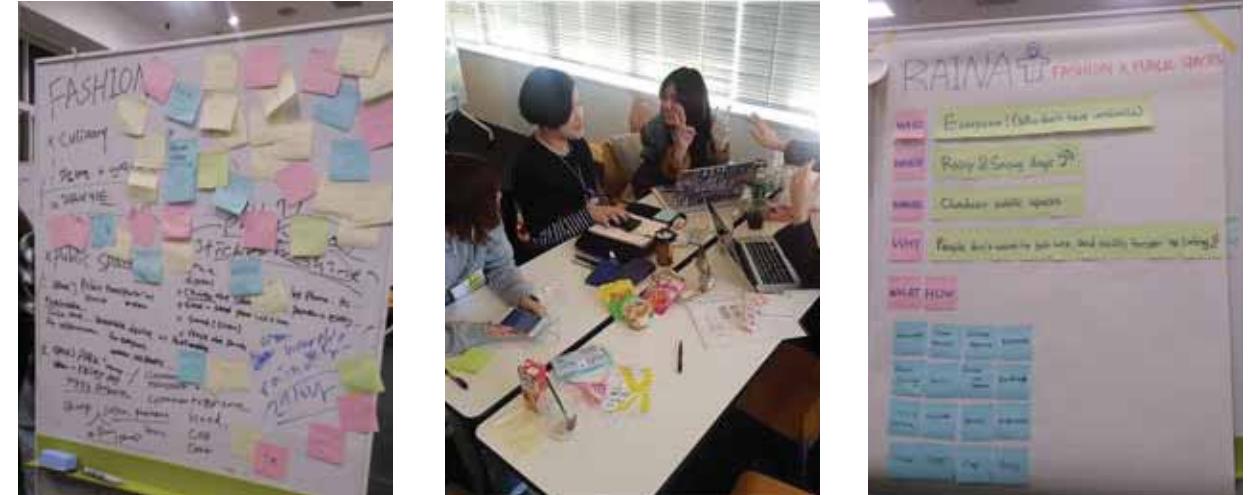
Application UI



RAINA's UI design is based on Kiosk machines, like 'prekura'. During the purchase, user data is gathered and helps to analyze the payment trend of visitors.

Process & Methods are ...

Brainstorming



Our first brainstorming about fashion, wearable... trends and technologies

What would we do when we met a sudden shower in public spaces?

First step of RAINA idea.
What can we use?
How can we enjoy rain?

Field work



KAMINARIMON, KIMONO in Asakusa

TAKESITA DORI in Harajuku

PRECURA in Harajuku

We took the field trip to Asakusa and rent some Kimono, Japan's traditional cloth. Wearing their cloth is a good way to feel the place's culture but sometimes people can't take these rental service because of the high-cost or weather.

When we went to Harajuku, we took a sticker photo in prekura booth and we immediately thought a kind of booth will be good for our idea. Both places were too crowded to hold something like shopping bags in our hands.

Color Arrangement



1. Ikebukuro Sunshine road – Yellow / symbolizes brightness and hope
2. Ameyoko – Water Blue / famous for its fish market, symbolize freshness and liveliness.
3. Kabukicho- Pink / beautifully blooming cherry trees
4. Harazuku Takeshita road – Green / vitality of green bamboo
5. Shibuya Scramble intersection – Red Orange / Crowd as beautiful leaves like maples.

Values

CLIENTS

Tokyo Tourism Organization, public corporation

1. Even if the weather is bad, it can contribute to activate the market.
2. It is possible to analyze the payment trend of visitors by collecting payment information.
3. It is possible to establish a marketing or a maintenance strategy to activate and develop the market economy.
4. By spreading the consumption, it guarantees the consistent profitability of the merchants.
5. It is possible to advertise the area and the donation that the consumer pays a certain amount can promote the local economy and welfare plan for the better local merchant.
6. The raincoat can be recycled, which makes it less costly and environmentally friendly.

CUSTOMERS

Tourist, visitor, local citizen

1. There are many inconveniences in using umbrella in market, but you can enjoy shopping easily by using raincoat.
2. Can cope with sudden rain or snow during shopping or sightseeing.
3. When you make a payment using the barcode attached to the raincoat, you can purchase goods at a discounted price.
4. A certain amount of money is converted into a donation, which contributes to community development.
5. It is easy to store and can be a special souvenir.
6. You can get information about booth open hour and weather quickly and easily through Raina's SNS account.

Idea Sketch



Prototype



Service blueprint



Father / 59
- Su-won, Korea
- construction company's employee
- photography, purple



Daughter / 26
- Seoul, Korea
- postgraduate student
- SNS, music, photography



Mother / 57
- Su-won, Korea
- nurse
- Foreign views, pink, flowers



She found some weather problem! But she read about RAINA on its SNS before the travel begins.



They went to the RAINA booth nearby. They got their own RAINA and took picture.



They used their RAINA
as a wallet, as a discount coupon,

and as a souvenir.

After workshop

It was a short week. Time ran fast. But thanks to all of us, we got good memories.
There was more similarities than we thought between us, less differences.

After the workshop, we exchanged surprise presents and letters.



Sooho Kang

"In another country, to meet new friends and communicate with them was a great experience for me."

Momoka Yamada

"I understood what skills I need and learn. It was very special experience!"



Yurim Kim

"It was a good chance to meet foreign friends, work together and learn another way of thinking."

Nao Fukushima

"The theme was difficult but it was good that we could finally have a product that could have a connection with people."



Ryulah Kim

"I'm so happy because I've learned a lot of things during this program."



Reina Noguchi

"I learned that an idea power is important. I'll study English and ideas more hard."

i あい!

PLAY X PUBLIC SPACE

Takuya Kurihara

Jungmin Park

Hyejin Seo

Momona Machida

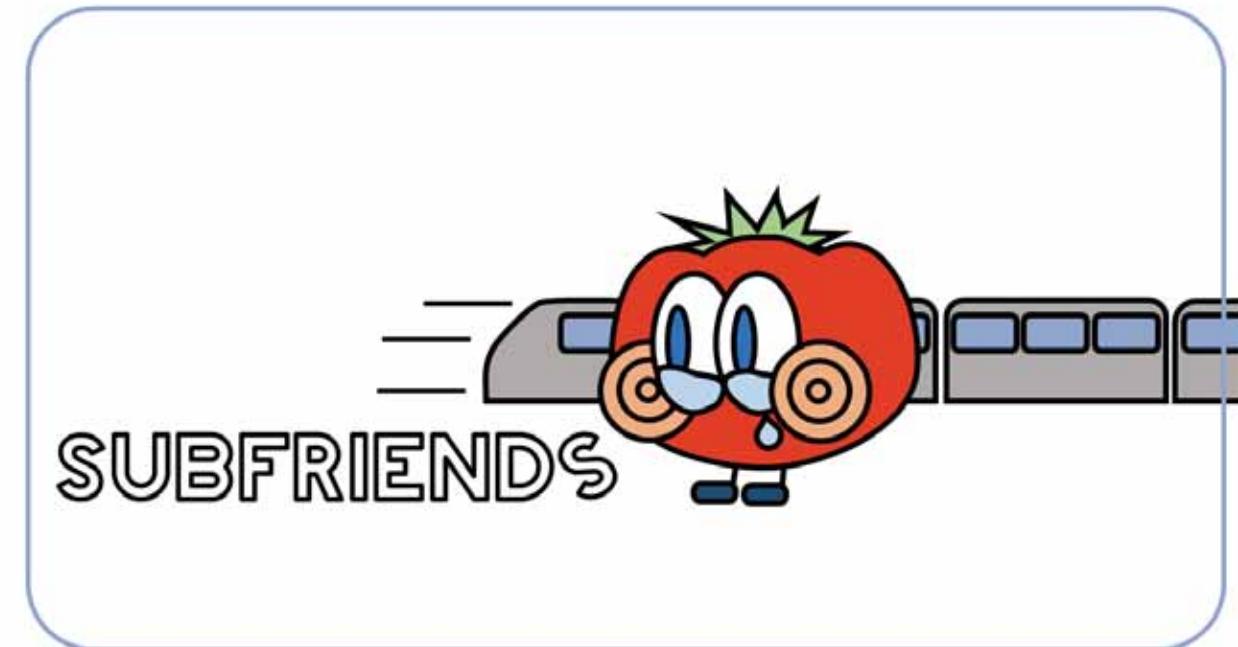
Reo Mizuta

Yeongeun Kim



SUB Friends

Service design for boring time while waiting for trains



Have you ever been tired of waiting for the subway? If so, 'SUB Friends' is the right service for you who want to have useful or fun time while waiting for trains at the subway station.

Concept



Waiting time is boring and tiring.

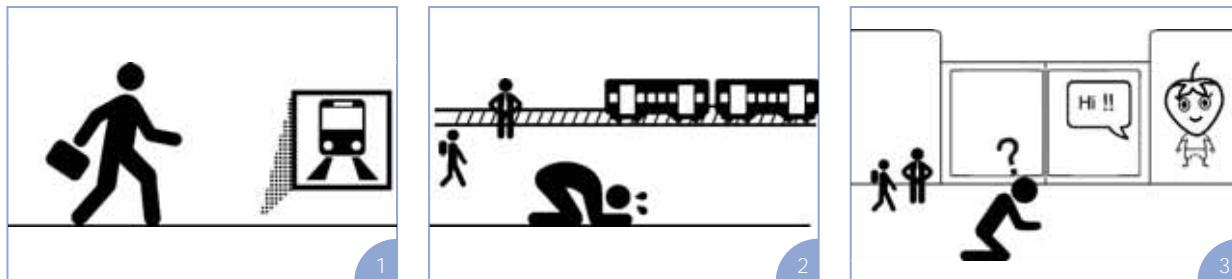


It is the biggest issue at subway stations.



To make people less bored by giving useful information and fun activities.

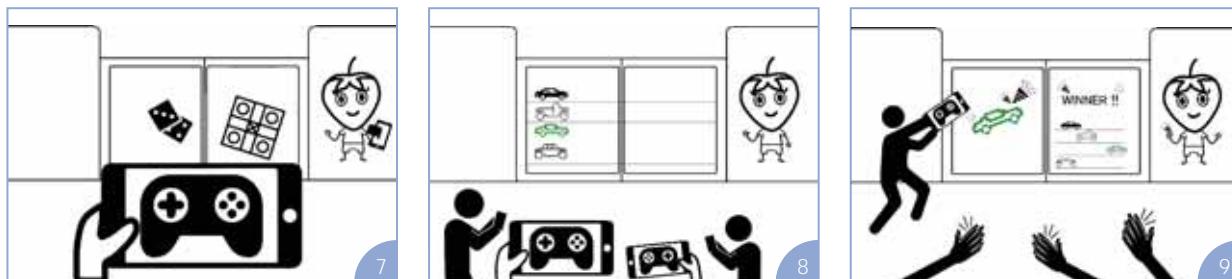
Service Scenario



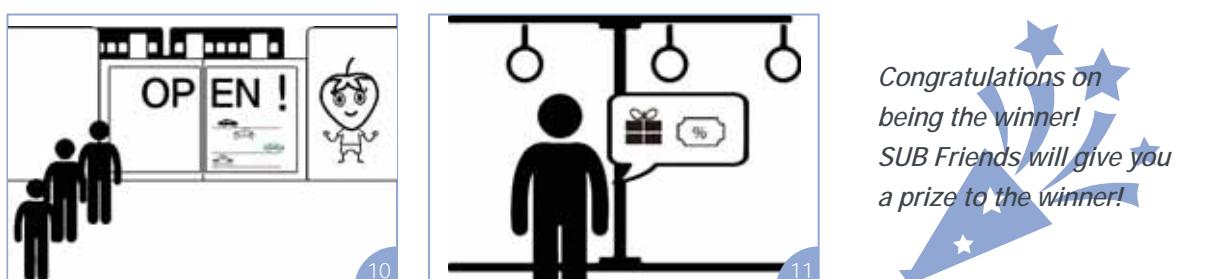
You were in a hurry to catch the train. Unfortunately, the train has just left so that you might be frustrated. At the time, you heard that someone's talking to you introducing itself as SUB Friends.



More people began to gather and SUB Friends explained how to play the game. Once the Beacon system sent you a confirmation message, whoever interested in the group game can join easily.

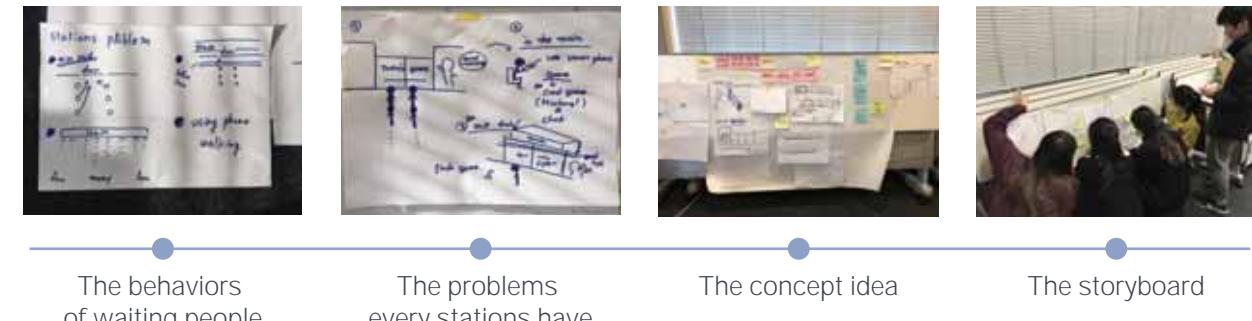


You would use your smartphone as a joystick looking at the screen on the door. The game will be over when the next train is coming. Oh! You just won the game!



Process & Methods are ...

Brainstorming



Field work

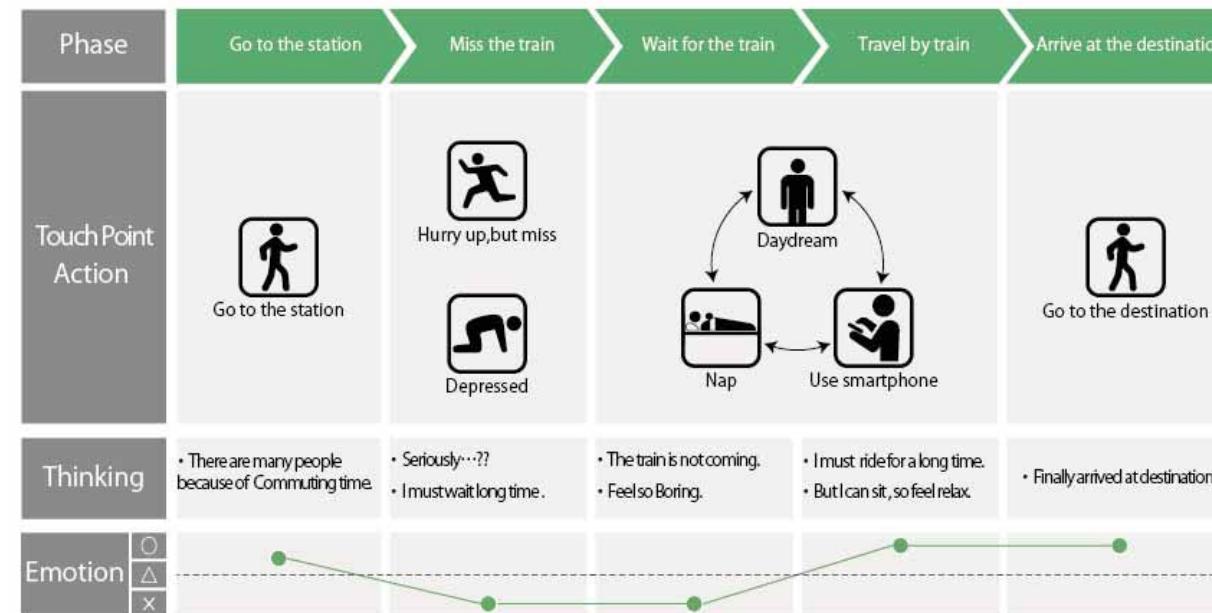
WHERE	Disney Sea
WHEN	2018.02.09. Fri
WHO	Visitors in Disney Sea
HOW	Enjoy playing in Disney Sea as much as you can!
WHY	Amusement park is the best place to play
WHAT	Attractive service, rides, decorations, and any types of what makes people feel joyful

Waiting lines for attraction were too long, which is boring and makes people tired.

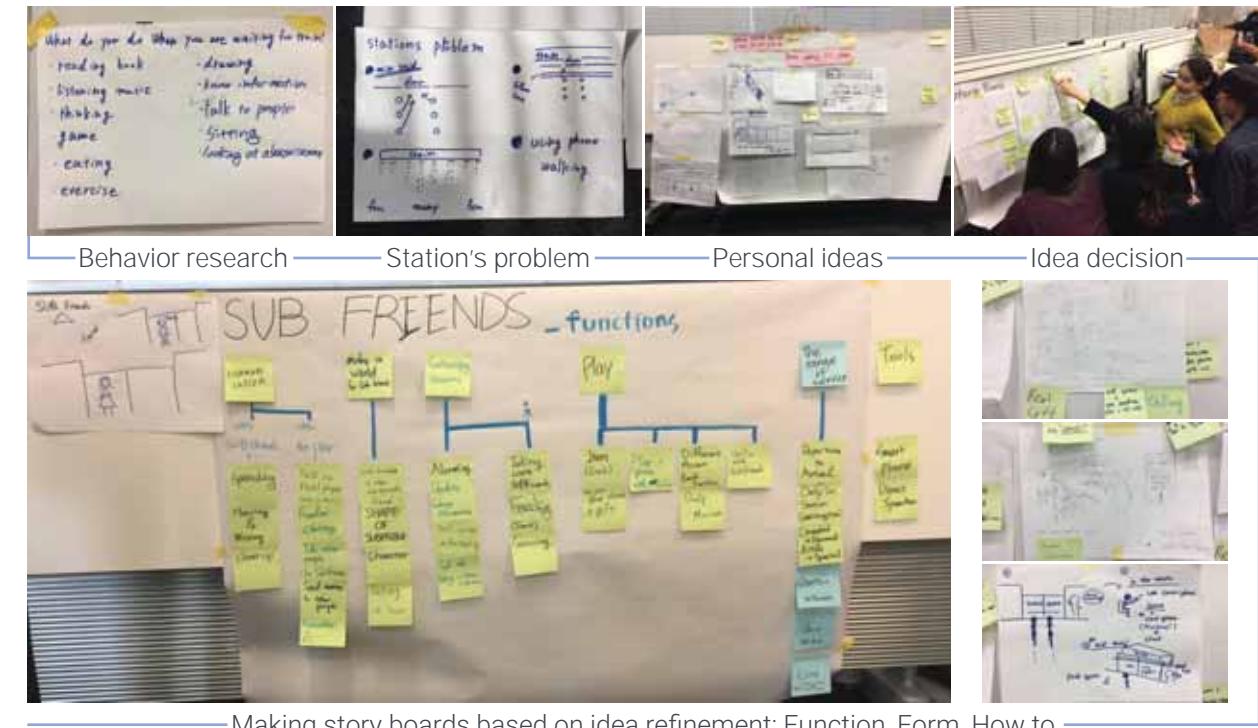
Waiting time + Play

Photographs illustrating field work observations: a large cartoon character, people waiting at a ride, a long queue, a person yawning, and hands playing video games.

Journey Map



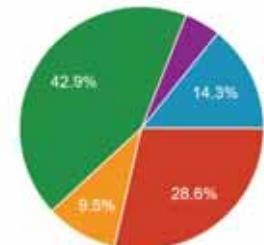
Idea Sketch



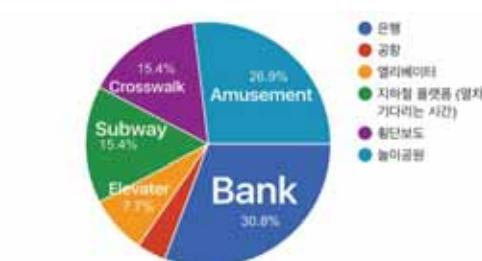
Survey

一番待ち時間が退屈な場所を選択してください。

21件の回答



Where is the most boring place to wait?



The survey said the results are totally different between Japanese and Korean students. When the question was "where is the most boring when you have to wait?". Japanese thinks waiting time in Subway(42.9%) is the most boring, followed by Airport(28.6%) and Amusement park(14.3%). Korean thinks waiting time in Bank(30.8%), followed by Amusement(26.9%) and Subway(15.4%). We made the two results into one average and the most boring place for waiting was Subway(29.15%).

Subway
Amusement Park
Bank

Prototype

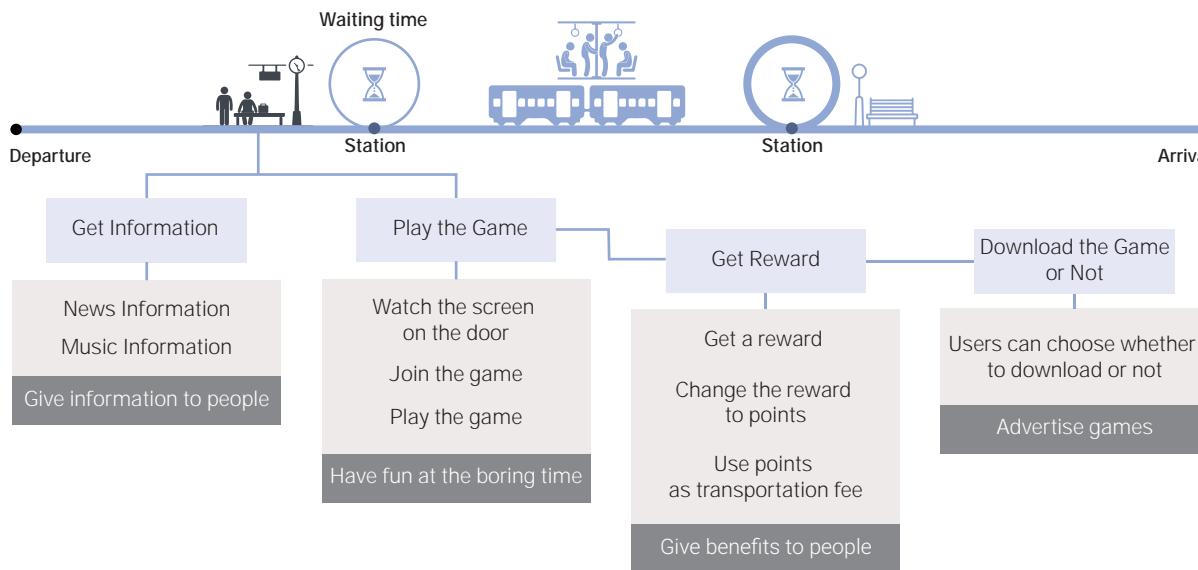
	Game	VS	Information
● Type	Daily game Group game		AI
● Style	Familiar Interactive	Useful Friendly	
● Contents	Characters Group game	Less serious News	
● Interaction with	Screen door Smart phone	Screen door	
● Rewards	Gift in reality Point system		



Controller UI of game type's prototype

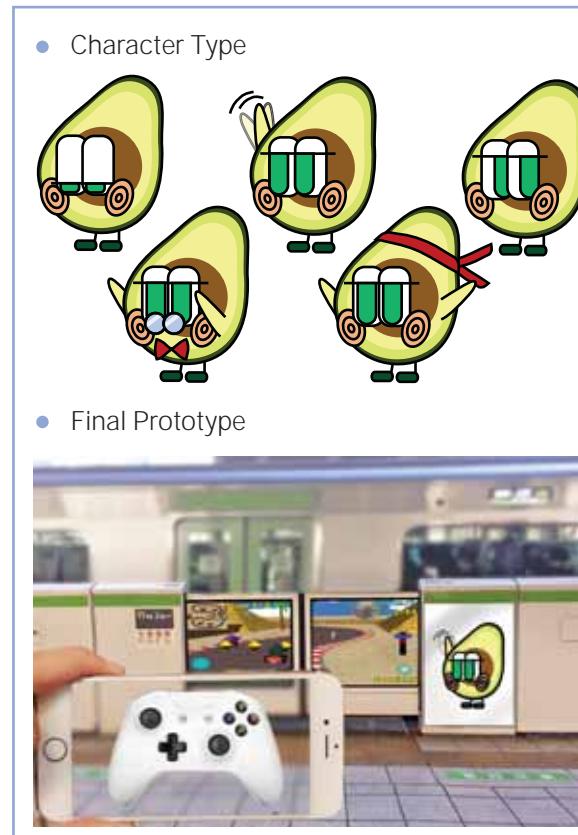
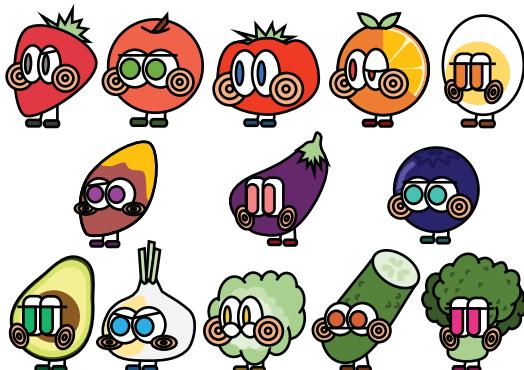
After workshop

Service Flow

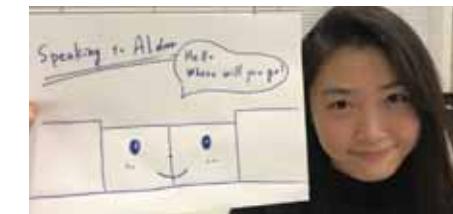


Character & UI Design

- 1 Coach = 1 Character
- Subwayline Own Color = Character's Eye Color
- Ex) Ginza Line = =
- Mita Line = =
- Asakusa Line = =
- Character Example Based On Tokyo Subway



Team 11 worked well together during the workshop. The efforts to understand the cultures made this time more valuable. We could find our own talents and the ability to communicate with people from different countries. Hope everyone be safe and healthy. Let's keep in touch!



Kim yeongeun

"I could have the best memories in Tokyo thanks to you. I like that we enjoyed thinking about the similarities and the differences between two cultures."



Reo mizuta

"We couldn't communicate well at the first time, however, we could get along with each other without good conversation in Disneyland. I want to continue being friend!"



Seo hyejin

"It was very fun to be with friends who have different cultures. It was interesting to approach the topic in a different way. Above all, it was good to be able to make good friends."



Takuya kurihara

"The group work was difficult, but it was very good experience, so I wanted a little more time. I think I need to study English so that I can communicate fluently."



Lee jeongmin

"I'm happy to have diverse experiences and make new friends. I enjoyed all days. And I interested about different design thinking and process."



Momona machida

"I'm very happy that it was possible to have a new experience and to have new friends. I'd like to be able to do more things now."