

**20  
17 SIT-KMU STUDENT  
DESIGN WORKSHOP**

· HAPPINESS ·

## 2017 SIT-KMU Student Design Workshop – Happiness

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## 머리말

20 SIT-KUM STUDENT  
17 DESIGN WORKSHOP

본 워크숍은 일본 문부과학성이 추진하는 SGU(SUPER GLOBAL UNIVERSITY)프로그램에 선정된 시바우라 공업대학과 대한민국 교육부가 추진하는 대학특성화사업(사업단명: Emerging Technology 기반 Beyond Design 인재양성 사업단)에 참여하는 국민대학교가 매년 2월경에 공동으로 주최하는 국제 디자인워크숍으로서, 올해로서 두 번째를 맞습니다.

시바우라 공업대학은 사립 이공계 대학으로는 SGU에 유일하게 선정되어 싱가풀, 태국 등 해외 여러 대학과 다양한 글로벌 프로젝트 베이스드 러닝(Global Project Based Learning) 프로그램을 2014년 이래 운영해 왔으며, SIT-KMU Student Design Workshop도 그 중의 하나입니다.

‘감정의 공유’를 주제로 한 지난 2016년에 이어 이번 워크숍에서는 ‘해피니스-삶의 질’이라는 주제로 서로 다른 환경에서 생활해 온 학생들이 생각하는 행복의 의미를 공유하고, 결과물을 통해 새로운 방향성을 제시하는 것을 목적으로 워크샵을 진행했습니다. 본 워크숍에 참가한 67명의 학생들은 생활환경, 문화, 언어가 다르고 연령대와 학년도 다양할뿐더러 올해는 전공도 다양하게 구성되었습니다. 산업디자인을 기본으로 인터랙션디자인, 공간디자인, 경영학, 법학 전공 학생들이 모여, 일주일 간의 집중적인 디자인작업을 통해, 다양한 사고방식과 시각을 접했습니다. 그 과정은 예측 밖의 일도 많았고 힘겨웠지만, 특히 언어적 장벽으로 인해 진행은 더뎠지만, 디자인 문제의 도출과 해결의 다양성을 익히는 좋은 경험의 장이 되었습니다. 또한 일상적인 수업에서는 접하기 어려운 생각의 전환과 아이디어 구상을 통해 창의적 경험을 만끽했습니다.

이 책은 그 일주일 간의 열정과 노력과 결과를 담아내고, 이를 많은 분들과 공유하고자 기록한 것입니다. 워크숍과 이 책자를 통해 참가학생들이 글로벌 인재로 성장하는데 있어서 한걸음을 내딛는 계기가 되었으면 합니다. 또한 유사한 글로벌 디자인 워크숍의 유익한 참고자료가 되기를 기대합니다.

디자인 워크숍을 진행함에 있어서 노력과 도움을 주신, 양 대학의 교수님들과 교직원, 대학원생, 학생들에게 깊은 감사의 마음을 표하는 바입니다.

국민대학교 조형대학 공업디자인학과 / 연명흠  
시바우라공업대학 디자인공학부 디자인공학과 / 양원석

## Prologue

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This workshop is jointly organized an international design workshop by SIT (Shibaura Institute of Technology) and KMU (National University), have occurred the second time in last February. SIT is one of SGU (Super Global University) in Japan, and KMU have participated in University of Creative Korea (the program name is Emerging Technology Education Center for Beyond Design). SIT is the only private science and engineering university to be selected by SGU. It has been running various global-PBL (Project Based Learning) programs with various overseas universities such as Singapore and Thailand since 2014, and SIT-KMU Student Design Workshop is one of them.

In this workshop we carried out to share the meaning of happiness of students who have lived in different environments and to find some solutions make us happy for the theme of "Happiness - Quality of Life".

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The 67 students who participated in this workshop are different in living environment, culture, and language. They also vary in their ages and grades. Various students based on major of industrial design, interaction design, space design, business administration, and law are gathered. Through intensive design work during one week, we came to various ways of thinking and approach. It was great experience to learn the diversity of design problems and solutions at all students, even though the process was unpredictable, hard, and slow due to language barriers sometimes. In addition, we have immersed ourselves in creative experiences through the change of viewpoint and enjoyable ideation that are difficult to experience in ordinary semester.

This book is a record of the enthusiasm, effort, and results at the workshop, to share with many people. We hope that the workshop and this book will be a great opportunity for the students to take a step forward in becoming a global talent. And, we also hope to be a useful reference for similar global design workshops.

We are deeply grateful to the professors, faculties and students of both universities for their hard work and support in conducting the design workshop.

Myeong-Heum Yeoun / Dept. of Industrial Design, KMU  
Won-Seok Yang / College of Engineering and Design, SIT

### 「異文化体験によるデザインワークショップ」

韓国の国民大学造形大学工業デザイン学科と日本の芝浦工業大学デザイン工学部デザイン工学科プロダクトデザインの領域は、文化の体験による相手の理解と共通の価値を創出することにより、共通の価値を創出するために交流、協力することを目的に、毎年2月に東京の田町にある芝浦工業大学芝浦キャンパスワークショップを開催する。

이문화의 체험을 통한 디자인 워크숍

한국의 국민대학교 조형대학 공업디자인학과와 일본 시바우라공업대학 디자인공학부 디자인공학과 프로덕트 디자인영역은 서로 다른 문화의 체험을 통해 상대방을 이해하고 공통의 가치를 창출하기 위해 교류, 협력하는 것을 목적으로 매년 2월 도쿄 타마치의 시바우라 대학 시바우라 캠퍼스 워크숍을 개최한다.

### Outline of Workshop

#### "Design Workshop Through Different Cultural Experiences":

Kookmin University and Shibaura Institute of Technology Department of Design Engineering held a workshop in Tokyo in objective to exchange and cooperate with others by creating opportunities to experience different cultures and creating common values.

## Schedule

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Schedule of SIT KMU Design Workshop

	2/7(Tue)	2/8(Wed)	2/9(Thu)	2/10(Fri)	2/11(Sat)	2/12(Sun)	2/13(Mon)	2/14(Tue)
10AM					Ideation - brainstorming/ writing, mind map, mandala-art...			
11AM		Ice breaking Understanding - Theme / Project planning			Preparing Ideation & PT	Ideation - sketches, early prototyping...	Scenario/ Storyboard L-F prototyping -	Preparing Final PT
12PM								
1PM								
2PM		preview - themes			Mid - check (Free style)			
3PM			Research(Field work) / Free time	Company tour (Fujitsu Design Center), It's sony exhibition (Ginza), ROPPONGI TOUR(21_21 DESIGN SIGHT,Tokyo Midtown DesignHub	Cultural Experience	Scenario/ Storyboard L-F prototyping	M-F prototyping	Presentation
4PM	Orientation, Group organization , Theme explanation and introduction of activities last year	Research - Desk Research			Seminar (KMU only)			
5PM								
6PM	Welcome party							Farewell party
7PM								
8PM								
9PM								

## Process

Discover	Define	Develop	Deliver
1-2day	3-4day	5-6day	7-8day
Observing Reality	Discussing Concept	Concreting Idea	Creating Design

## Memories

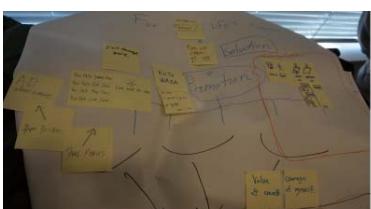
### Orientation & Welcome party



### Ice Breaking & Discussion



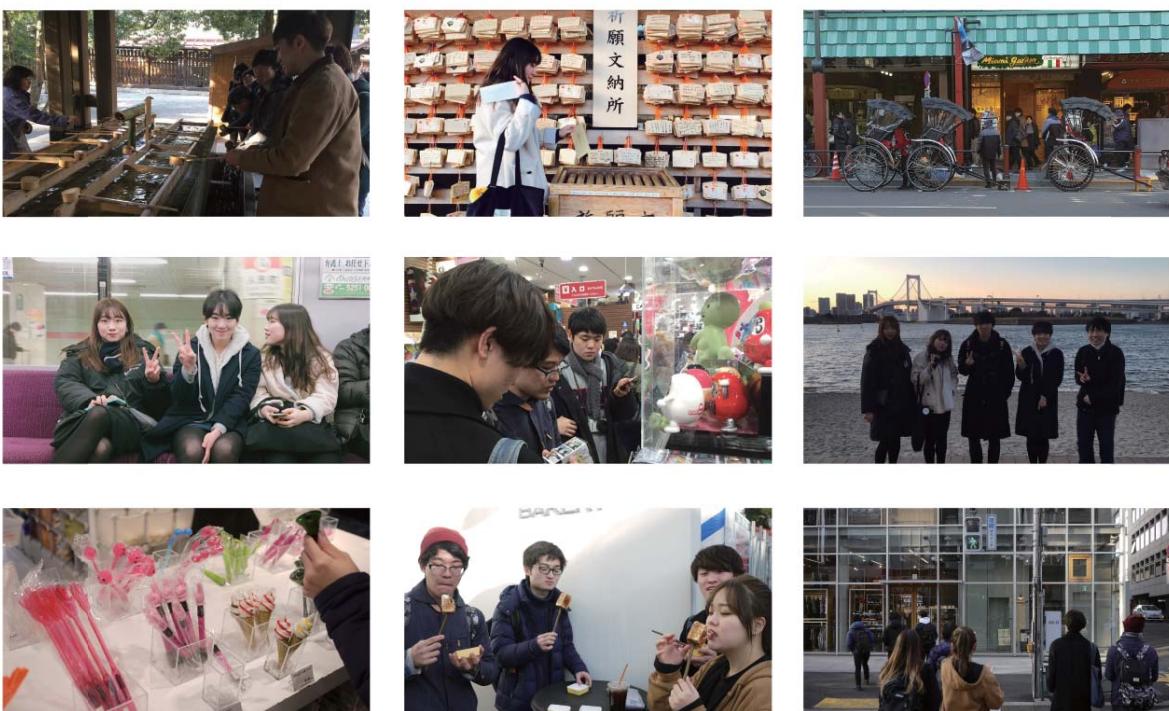
### Ideation



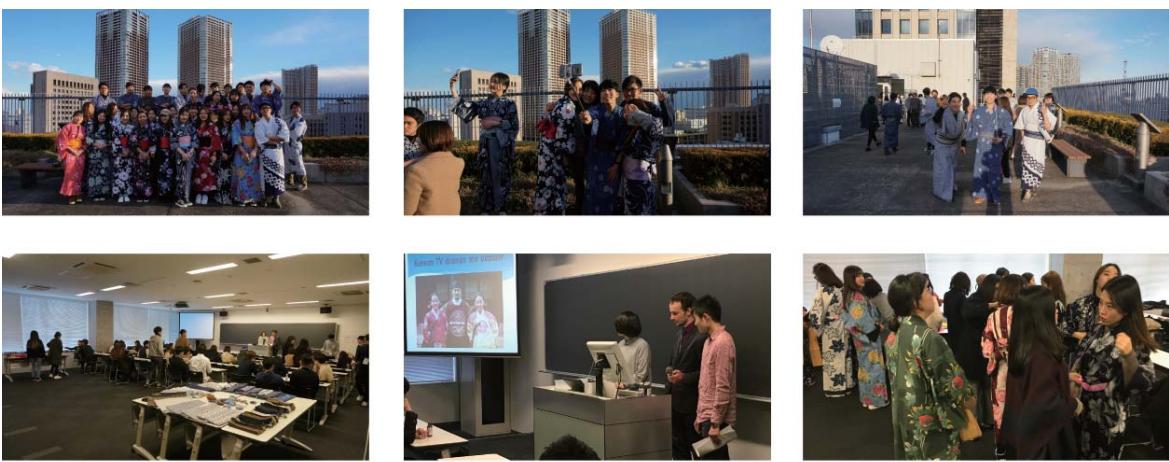
## Company Tour



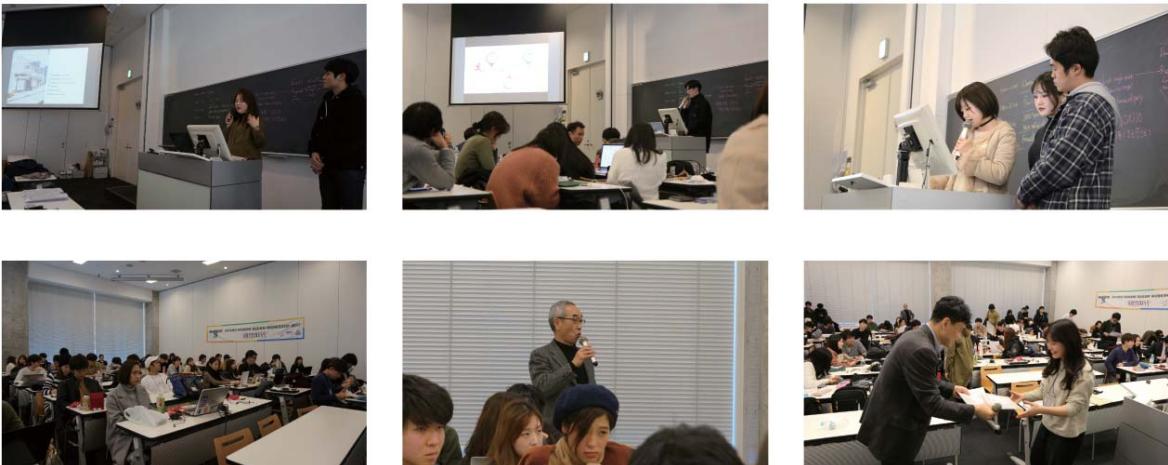
## Filed Work



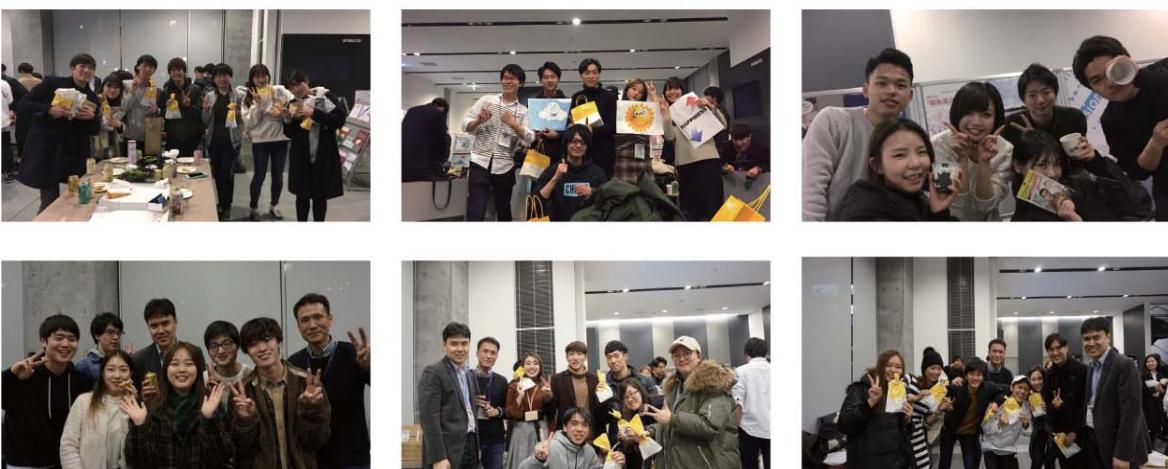
## Culture Experience



## Presetation



## Farewell Party



# **Team Report**

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TAKENOUCHI  
seiji

YOU  
jaewon

NAEMURA  
minami

HAN  
jiyun

KWON  
dowan

IKEDA  
tomohiro



# FLYU

## Emotional Information Kiosk

FLYU is an information-sharing public facility to help travelers share their feelings and information. Sharing and posting personal experiences on the road can be helpful to someone else being a new medium of information. Users can create the content of the information by themselves regardless of any condition through FLYU.

FLYU is inspired from pebbles for its shape and texture. An intuitive and analog interface let users share their emotions naturally. Its feature and the wavy interaction are familiar to human. In addition, FLYU is designed to use easily wherever it is like cities or countryside.

We believe that FLYU can make a bond among people.



## UI Solution

### To search

Main



Searching



Select

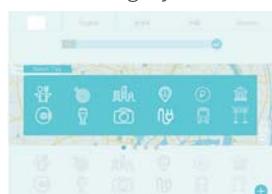


Search Result



### To post up

Select Category



Fill



Photo



Final



UI design of FLYU is focused on emotional aspects and clarity. We designed it simple and flat with pastel colors and similar to analogue post. And its interface is designed to be suitable for users who want to create their own travel information.

## UI Solution Board



Here is the traveling pikachu.



Suddenly, it starts raining.



Pikachu never expected it.



Pikachu finds the FLYU.



Pikachu checks the best place to take a



FLYU recommends the best place to travel in

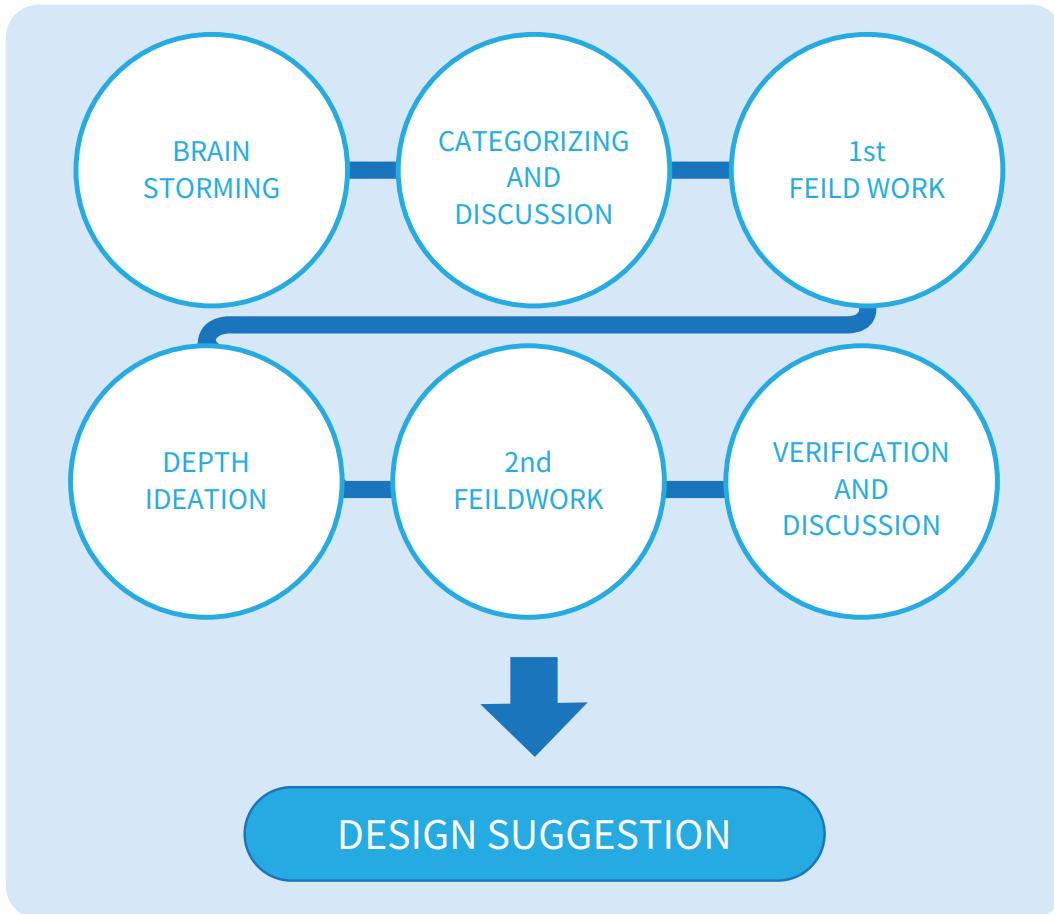


Pikachu checks the best place to take a picture in



Pikachu can travel

## Process map



It is designed based on our discussion. At first, we did brainstorming and a lot of ideas came out.

We categorized them on the basis we had made. We derived some keywords and went to field work to make rough concept and to decide main target.

And then, we exchanged our opinions and verified main idea by presentation to listen thoughts from others.

In the process, we went to fieldwork several times especially when we were lost on purpose and target

Finally, we designed 'FLYU'

## Brain storming + Categorizing



Brainstorming was the most fundamental part of all processes. We debated and analyzed our thoughts so many various ideas came out. And then categorized the ideas. At first, we sorted them by comparing primitive satisfaction such as eating, achievement, etc. We also compared the satisfaction of feeling alone or together.

## Key word



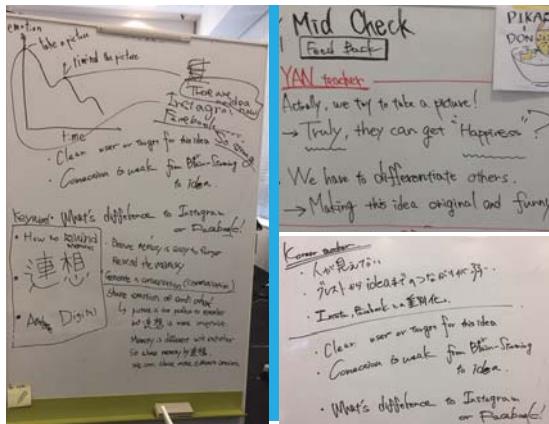
### 1st FIELD WORK

#### Akihabara



We went to the first field work to find out what the derived keywords could be felt and revealed. We chose Akihabara as a place to see the keywords ‘connect’, ‘communication’ and ‘share’ and we enjoyed there so much. What We felt on the process was that every member had a different time finding a destination. Akihabara was strange and it was difficult to take pictures because of many pedestrians.

# Ideation



Based on the data from brainstorming and the first field work process, various results came out. We thought the happiness, basic concept, is a sharing emotions and memories which can make people feel connecting in bonds by communicating each other. We made a target as a traveler. We drew the mood of traveler as a graph randomly for each moment of travel. Our goal was to make a traveler feel better when he or she feels bad. We wanted that travelers to maintain their level of happiness highly all the time.



## 2nd FIELD WORK

### Meiji-Jingu Harajuku Shibuya



We decided the main concept but we wanted to verify directly if it works. In second field work, we focused on the difference of feelings of each member in the same condition such as time and place. Some members liked downtown in the city, while others preferred calm places.

## Analysis + Verification

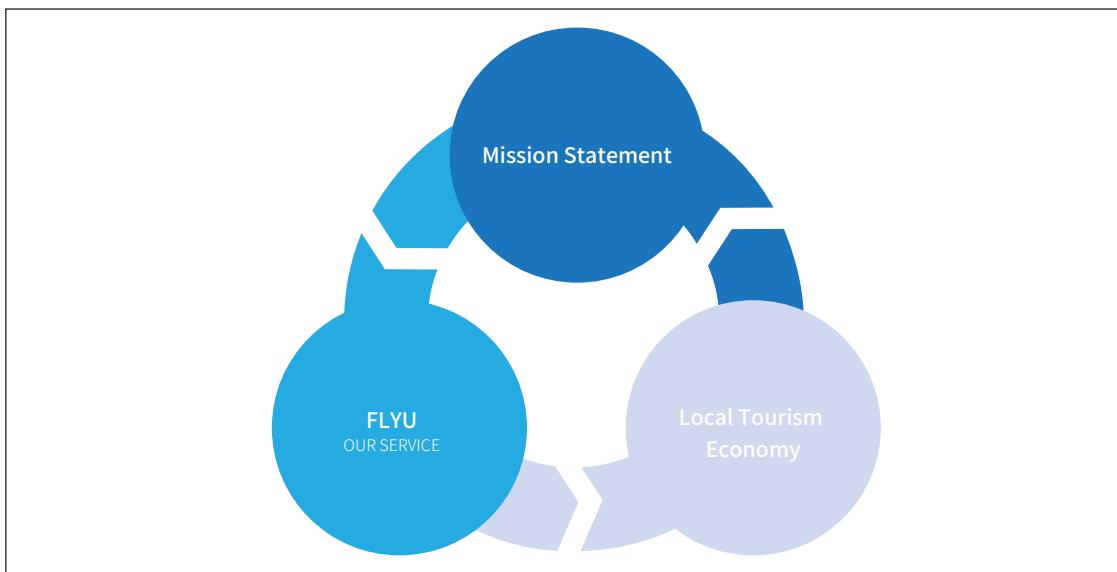


We analyzed the factors to make people feel bad during traveling.

The factors were largely divided into four sections such as preference of destination and decision process, the weather of the place to travel, travel expenses for accommodation, food, etc and local food which can be not good always. As a result of the discussions, we confirmed that the problems cause negative emotions.

So the solution is an electronic information kiosk which shows information and emotion provided by volunteers through their own experience and make a bond for people, including even who is not on the road. Subject information like assessment may not be suitable for any user but it helps users gather to create satisfying information. By the end, users a part of structure of FLYU.

## Service Construction



A mutual cooperation structure  
Activation of local economy  
Present a new type of tourism service

# After workshop

We learned how to understand each other and to collaborate for one goal regardless different background through this workshop. It was meaningful for all of us and we are proud of ourselves.



JAEWON

What we learned through PBL is cooperation and harmony. It was hard to work with friends because of language barrier. However, it was pleasant to try out various methods, find agreement points and get good results. Solving the problems we faced in the new environment was a valuable experience. I am lucky to have such an opportunity.

MINAMI



This workshop was very good experience for me. It encouraged me to think differently and I made new friends. I will treasure this experience.



JIYUN

It was a great experience to me. I could think about what real happiness is and felt happiness making new friends. I was really happy to work with them.

SEIJI



This workshop was a very valuable experience to learn communication in English and for design experience. At first, it did not go well, but we could gradually grow up. Thanks to the members who did the best together and I am grateful that I could have a good time.



DOWAN

I realized that sharing good experiences with friends is happiness which was the theme of this PBL. I want to remember all the process of this project and various things that I learned from my friends as a memory.

IKEDA



We had Korean students as travelers and Japanese students as observers and I believe that helped us a lot to think in creative and unique ways. It was a really god experience.



# Kon nichiwa wa

FUKUSHIMA nao



LEE youngju



MARUYAMA daichi



GU hyemin



LIM dowon



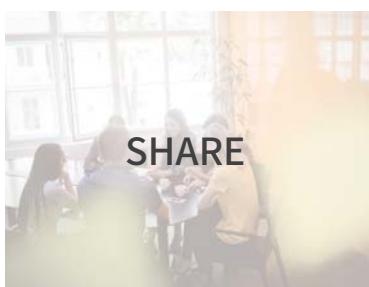
SHIBATA naoya

# U-gain



Our service is about preparing for future happiness. We are happy to make memories with new friends and looking forward to next meeting with them. Our service aims to share the experience with friends, create linked topics, maintain relationships and prepare for the next meeting. Use social networking to share daily life with your friends, gather money in a bank account and prepare for the next meeting.

## Concept



Share the daily life with  
friends

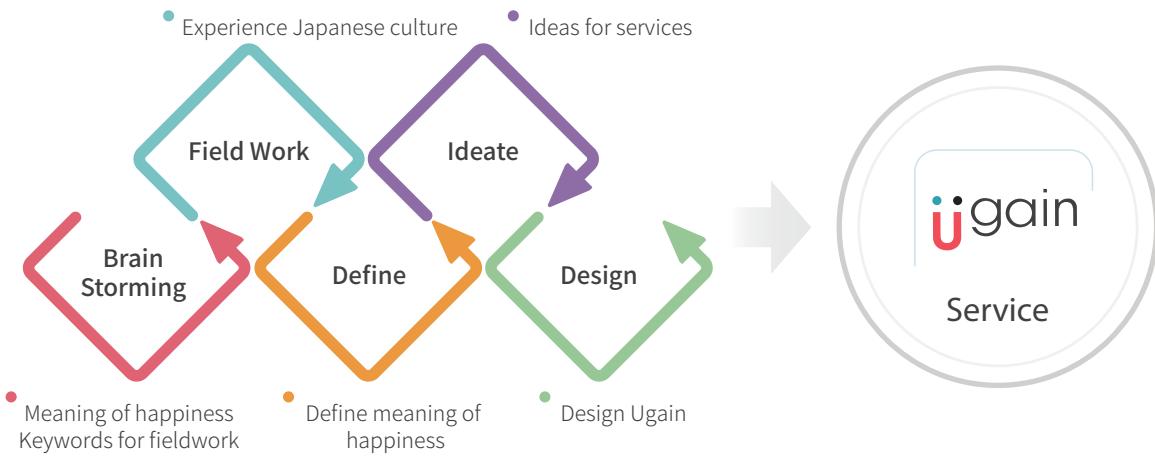


Link with your friends



Continuous connection

## Process & Method



## Brain storming



We brainstormed about this question : when / what / why do we feel happy? And we reclassified the data into past, present and future. We decided to concentrate on the happiness of the future in the fieldwork.

## Brain stormin Keyword



Keywords were derived from brainstorming. The field work were conducted with the derived keywords.



**Meeting**  
people

**Talking**  
with people in  
different culture

Going to  
**New Area**



## Field work



We wandered around the main attractions of Japan and wondered what true happiness is.

## Idea develope

- To make us Happy?

### Something to shop

- Same subject, Happy
- Many new product, Unique product
- Good experience

### Harajuku (Takoyaki)

- Walking and eating on the street was fun
- Big tako, Eating hometown food
- Having a same action while eating
- Hot but delicious

### Ramen

- Delicious
- Tsukemen was nice
- We eat on the same way!

### Furikura

- Surprised to see the different opinions about Furikura
- It was fun to see everyone having a big eye
- Little bit old fashioned

### Other

- having a same experience and **sharing** is happy
- It was difficult to have congestion stimulation
- Difficult to pick unique shops

### We GO

- Too **similar** fashion
- Ordinary Information

### Monster cafe

- Weird but delicious
- The most memorable place
- **Special experience**
- Expensive, Sharing same feeling
- Fun to watch fresh reaction

### Asakusa

- Cold
- **Sharing** Information
- Fun to talk **together**

### Zakuzaku

- Delicious
- Felt more close eating **together**

When are **we** really HAPPY?



**SHARE**



**LINKED**



**CONTINUATIVE**

In the fieldwork, It made us happy for sharing our experience with friends and getting a sense of connected. We were happy not only to make enjoyable memories with our new friends but also to look forward to next meeting with them. So we defined 'happy' as a future to prepare for next meeting with our people.

**“ Let’s meet again~! ”**  
**Matane!**

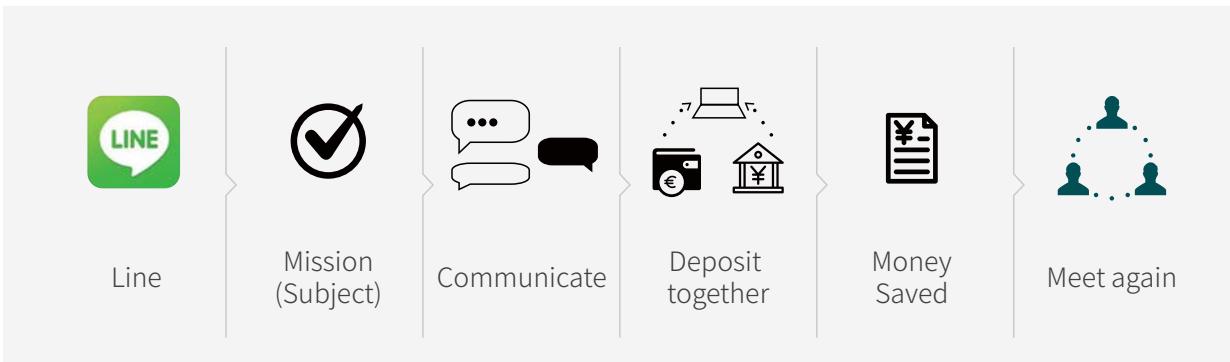
## Service



We need to keep in touch  
**CONTINUOSLY**



To be



We decided to use 'Line' application because it already has translation function in it. 6 of us will get each mission and have to communicate about that subject. While talking and sharing the subject, we get to plan our next visit. And for 'seeing each other again', we will save money together. When we save money enough for the goal, we can meet again and continue our relationship.

## UI Flow

The image displays a grid of 10 mobile application screens illustrating the user interface flow for a social app. The screens are arranged in three rows:

- Row 1:** Three screens showing the initial setup process. The first screen shows the 'ugain' logo. The second screen is a login screen with a LINE logo and a 'Login With Line ID' button. The third screen shows a profile picture of a person with the text 'Are you Young Ju LEE?' and 'Yes' and 'No' buttons.
- Row 2:**
  - Mission:** A screen titled 'Mission' showing a chat interface where users discuss a weekly mission to eat meat.
  - Chat:** A screen titled 'Chat' showing a conversation between two users discussing a meal they ate for lunch.
  - Feed:** A screen showing a feed of various activities and missions, such as 'Eat SamGuepSal', 'Go to DongDaeMun Market', 'DDP', 'Visit Insadong', and 'Play at PC room'. It also shows a progress bar for 'PROCESS OF PLANNING' at 45 / 100.
- Row 3:**
  - Prepare Meeting:** A screen titled 'Prepare Meeting' showing a calendar for May 2017 with the 5th circled. Below the calendar are three scheduled events: '12:10 Meet in front of Gwang Hwa Moon', '16:20 Go to Insadong', and '19:10'.
  - Meet U again Money:** A screen titled 'Meet U again Money' showing a total amount of '\$ 515'. It includes buttons for 'Show the Monthly Paid' and 'Calculate with other budget'.
  - Photo:** A screen titled 'Photo' displaying a collage of four photos related to the meeting and activities.

# After workshop



LEE youngju

Focusing on 'our own' happiness was really interesting. Because when we were doing the work, I don't know why but usually we focus on everyone's happiness. It was mindbreaking moment. We struggle little bit at first, but by communicating with global teammate, it was nice. By doing this workshop, I once again find out that communication with different nation will be the most needed work and also listening to opinions of others and sharing them can actually make interesting ideas. It was my first time digging subject and searching informations. I would be working on this way of thinking with my own works.

We had trouble with how to catch themes called "happiness" very much, but it was an unprecedented interesting thought so that we finally focused on "happiness" of our own not general "happiness". And we thought about service and I think it was possible only in this pbl. It was valuable for me that "connecting" or "sharing" things beyond the national difference and it led to the thought.



FUKUSHIMA nao



LIM dowon

What impressed me the most about this workshop was that I was able to experience a simulation of a project going on overseas. I learned how it feels for working with team members who have difficulty with sharing conversations and cultural differences. I could broaden my vision. I think these experiences were possible because I was with good members. I also learned a lot during the workshop, including Japanese' approach to problem-solving. In addition, I felt the atmosphere of Tokyo, Japan and came to think about various things. I am grateful to the professors who have given me this opportunity to participate in this workshop and friendly members.



SHIBATA naoya

Kon ni chi wa wa, this is the name of our team. It was named by my joke. I could not join the workshop because of personal reasons. I bothered my team members. I really appropriate for their hard working even though I could not be with them. But because of my absence, I noticed that the joy from meeting again is "Happiness". It was really nice being able to workshop together. Thank you, Kon ni chi wa wa.



Gu hyemin

Through ten-day workshop, we could think about the true meaning of happiness. Because I thought that the results and processes is more important in the design project, I would have answered the results already before the workshop started. After this workshop, I understood that the process is the most important. And I could understand the differences between working with Japanese students. I am happy to meet good teammates.



MARUYAMA daichi

We had a hard time thinking about "happiness related to time" during the discussion. Though it was a great theme, it was too wide to think about it in a few days. Changing our theme in the middle of the process felt a bit "mottainai", but it was a good decision. We came up with an another theme, "our own happiness". This idea made our discussion more active. Even we are in different culture and we have different thoughts but we had the same feeling at that time. Same thing could be said in other situations, too. We can share the same feeling even if we are different to each other when we try to accomplish the same goal and communicate to do so. That is what I felt so strongly by joining in this project with my great teammates.

# Happy Kimcheese

LEE kyudae

HWANG gayoung

SON hyowon

JANG seunghee

MIZUTA reo

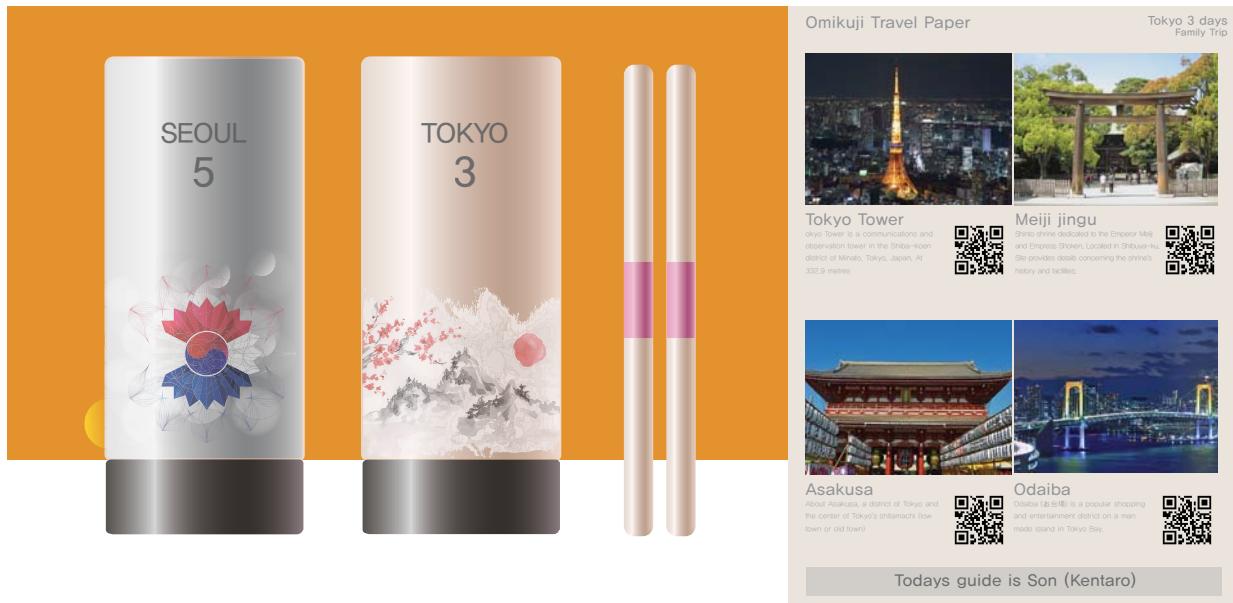
MASAYOSHI takayama

NIIYA kentaro Niiya



# Omikuji Mission Trip Pack

Service / Product Design for Happy family



Our team service 'Omikuji Mission Trip Pack' is a service to help family tours. While many families prefer package tours these days, our content combines package tours and free travel together. In this Omikuji-shaped product, consumers can pick out any paper recommending tourist attraction like landmarks every day and make photo albums with the mission through the app. And it helps a family to do some simple missions in game format to make special memories.

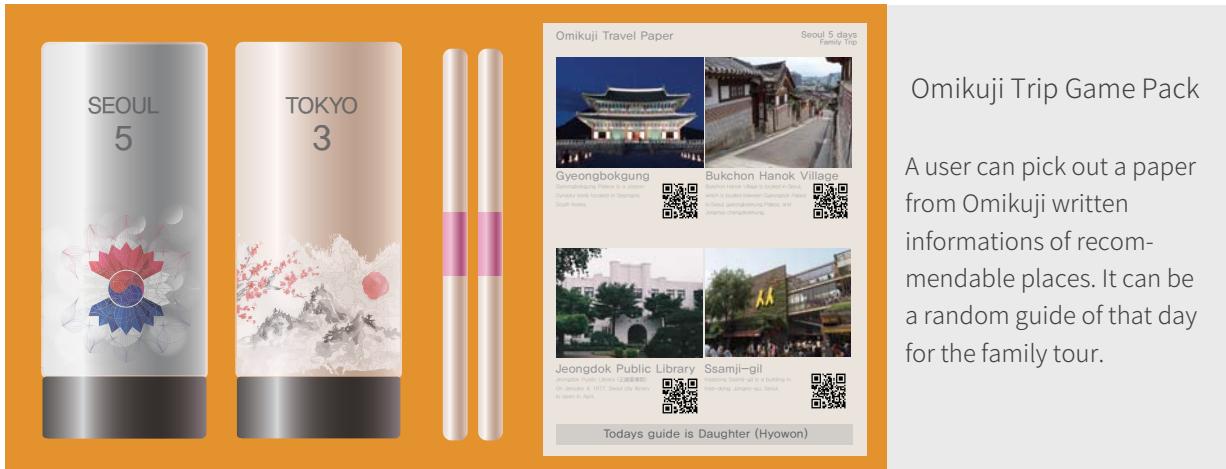
## Concept



"Make your travel funny and happy."  
Korean students think user can get travel informations from this game pack using it as Omikuji.

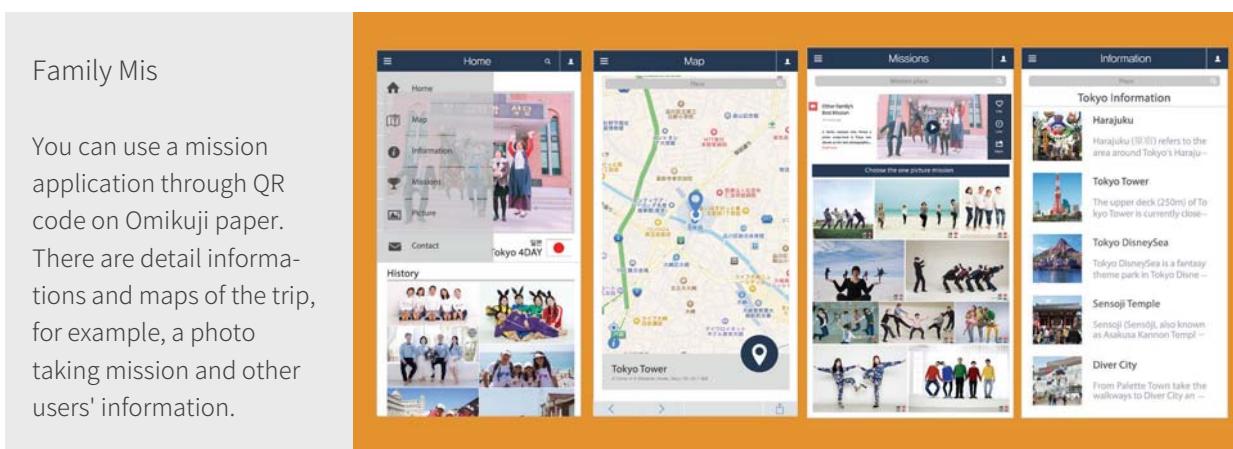
"Give users good memories and Informations."  
Japanese students think this app can make users' trip meaningful and as a good memory. And It can give users useful informations and new experiences.

## Product

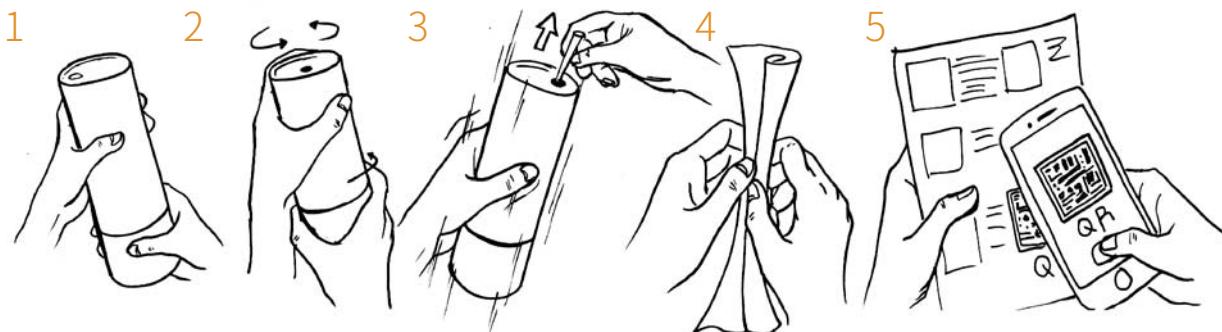


Omikuji Trip Game Pack

A user can pick out a paper from Omikuji written informations of recommendable places. It can be a random guide of that day for the family tour.

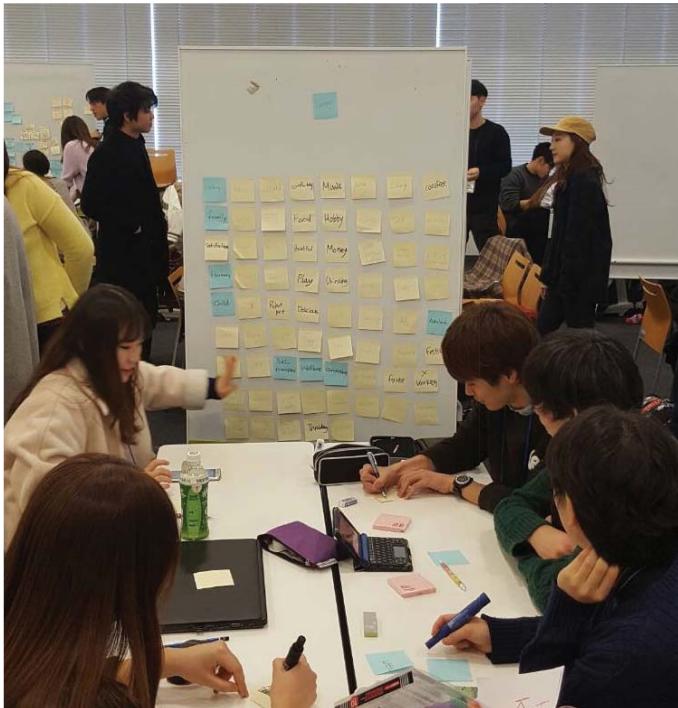


## How to use



Turn the cap of Omikuji game pack and then you can see the hole. Through the hole, you can pick out a paper with travel guides and recommendations. And you can use the application through the QR code on the paper.

## Brain storming



### ■ Standards

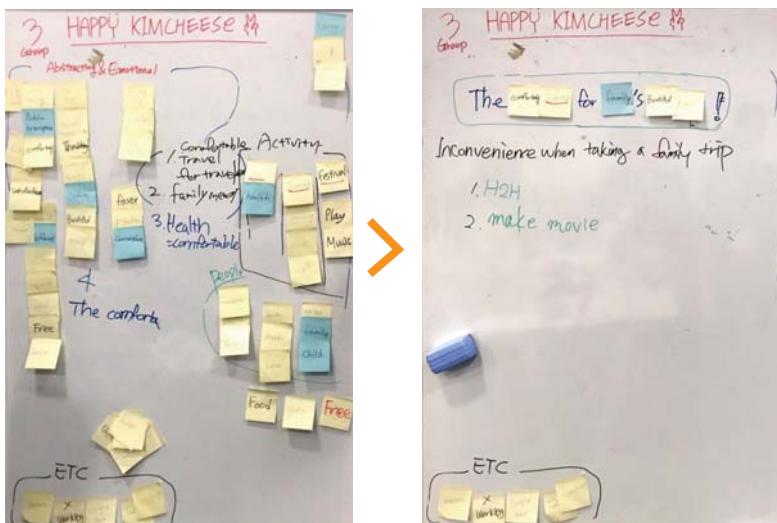
**Who** makes us happy ?  
**When** do we feel happy ?  
**Where** do we feel happy ?  
**How** can we be happy ?

### ■ Brain Storming / Mind Map

We thought about happiness  
We came up with a lot of keywords



## Affinity Diagram



And then we categorized the keywords. By the method of affinity diagram, we could choose 4 keywords of them.

### Top 4 keywords



## 1. Field research for theme



### □ Harajuku

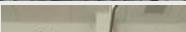
Focusing on top 4 keywords(Family, Trip, Beautiful, Memory), we went to harajuku. Harajuku is a good place to enjoy and go shopping.

### □Meiji-jingu

Meiji-jingu was the best place for family trip. Meiji-jingu was full of beautiful and natural things such as fresh air, new experiences like Omikuji and so on. We could get many inspirations in Meijijingu.



## 2. Sharing experiences and Finding touch points



### Sharing

#### Trip experiences with family

After Field research, we shared our family trip experiences.

And we talked about our good or bad memories of family trip.

### Finding Touch Points

- Planning Trip
- Fighting
- Less talking time
- Different destination
- Free trip

We could find 5 touch points while we talked about family trip.

### 3. Ideas and sketches



### 4. Field research for verification - Role playing

#### □ Is It really funny?

We went to ASAKUSA  
and ODAIBA for verification  
ASAKUSA / ODAIBA



#### □ Role Playing

We set up a virtual persona before this fieldwork and played a role as a member of family.

#### □ Missions



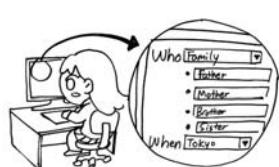
## Persona



Daughter	Father	Mother	Son
Hyowon age 22 Student	Kyudae age 58 CEO	Gayoung age 56 Teacher	Kentaro age 25 Student
Favor			
Food	Nature	Coffee	Leisure
Walking	Sleeping	Catholic	Acitivity
Pictures		Culture	Sports

We made up a family relationship with fictional characters and a storyboard.

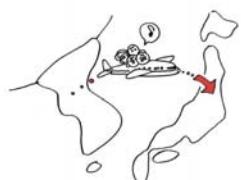
## Story Board



1 Before the trip, she applies for Omikuji mission trip pack.



2 They start on a trip.



3 They go to Haneda airport, Japan.



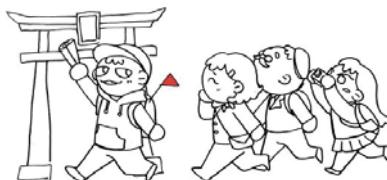
4 They can get the Omikuji mission trip pack from the tour company in Haneda airport.



5 At the hotel, they shake the Omikuji pack and pick out one of the papers.



6 A paper recommends good places to them near their hotel and shows someone is going to be a guide of the day too.



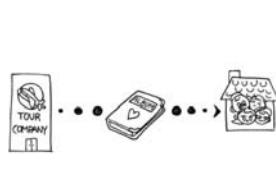
7 Following recommendations on the paper, The guide leads to trip of the day for his/her family. Enjoy your trip.



8 While they enjoy their trip, they can clear special missions.



9 They take pictures enjoying missions.



10 If the family finishes missions, the tour company will make an album and send it to the family.



11 When they go back home after their trip, they can remind and enjoy the memories.

# After workshop

After the workshop, our team shared each other's impression, feelings, feedback and direction of development and limitations of our project.



"The process of sharing and accepting different cultures was so new for me. And collecting opinions from members as one was nice and respectful."

LEE kyudae

"The very important thing is to enjoy. My group was very good and friendly. So we could talk about many things and enjoy this workshop very much."



MIZUTA reo



"Because of the language, the process was slow and difficult but we could improve our teamwork as we tried to understand and cooperate as much as possible."

SON hyowon

"The wall of a language was big but I could learn how to solve a problem with them and improve my communication skills. I appreciate it."

NIIYA kentaro  
Niiya

"I felt happy through this workshop of which theme is happiness. I think the reason is we worked together in harmony and it led to a good result."

JANG seunghee

"In group work, I thought that field trip is important. It was very useful for making a friendship. And we could use what we did in a field trip for our design. It was good."

MASAYOSHI  
takayama

"I could see different ways to work between Japanese and Korean students. So these helped me to think about many things to learn and fix in the future."

HWANG gayoung

# Half & Half

KIM sanggeon

KO soyeoung

JUNG eunae

KAMBE nao

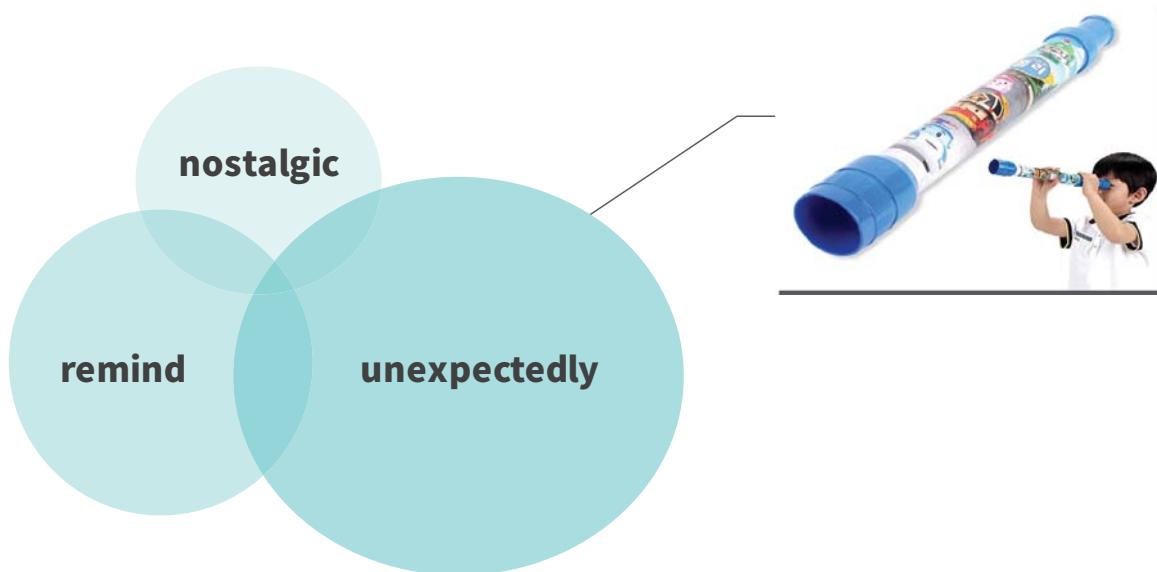
MORITA ryosuke

TOKITA gou



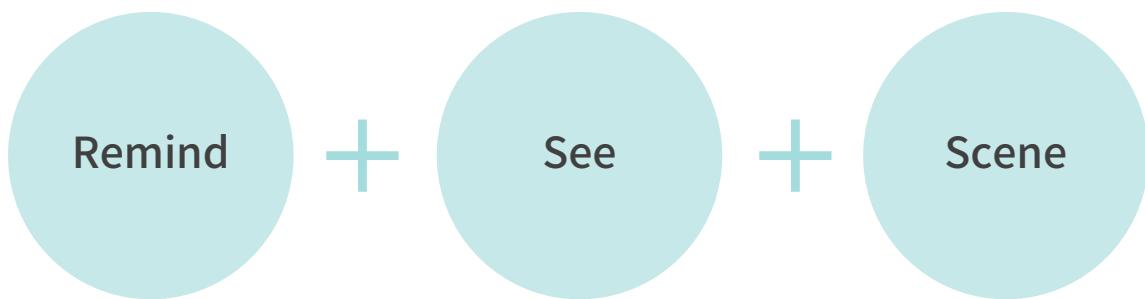
# Shiawase (しあわせ) Scope

Unexpected Happiness

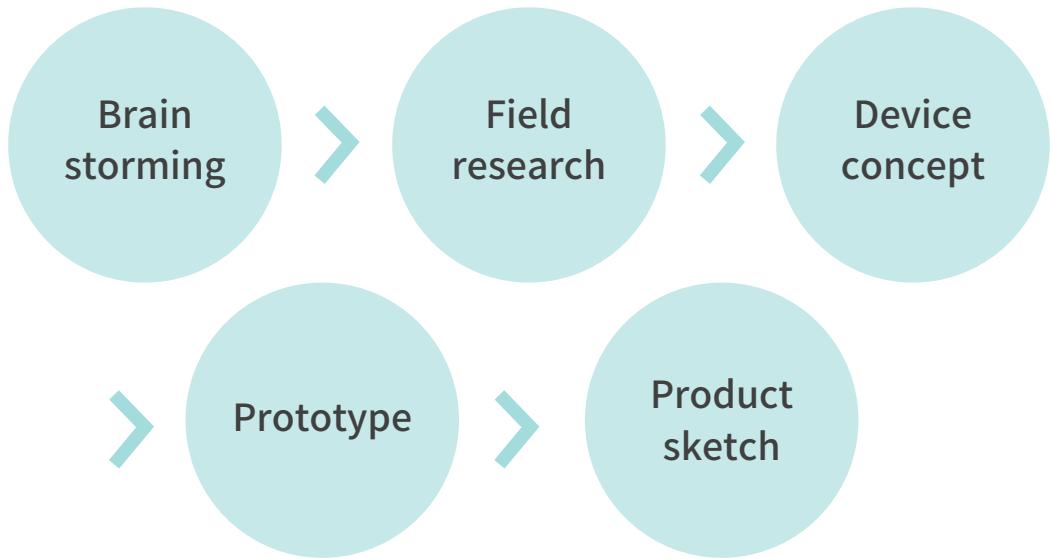


This device just works same as a toy or real telescope. the shorter its length is, the more blurry image it shows. By expanding and shortening the length of device, we can see the pictures in our phone gallery. This device can be connected with your own phone via Bluetooth. Anyone can use this easily. The main point of this device is watching the pictures randomly. Because we got our insight from these words, 'Unexpectedly' and 'Reminding', we wanted to reflect the characteristic things of those keywords by the function 'randomization'.

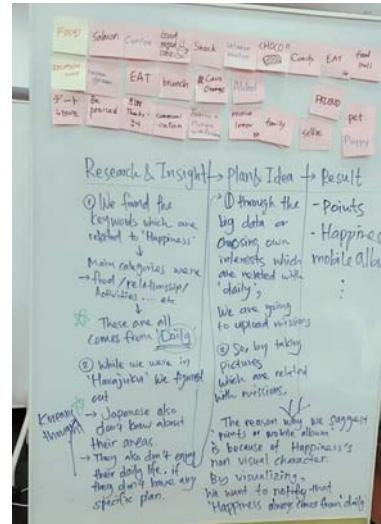
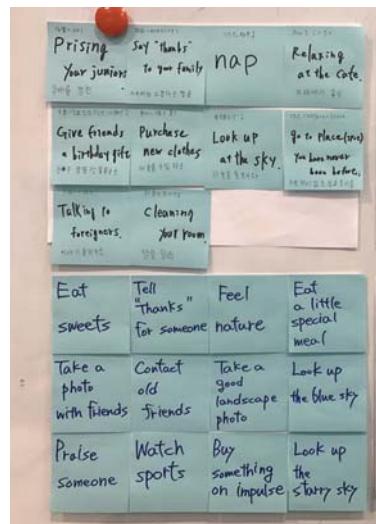
## Concept keyword



## Process map



## Brain storming



What is Happiness?  
We discussed about it,  
wrote the happy moments and  
categorized to 8 groups.

We also came up with  
ideas about happiness  
in everyday.

After we organized it,  
we could find out  
some Keywords.  
'Daily', 'Unexpected'

## Field research



We all expected to go around the Shrine to help ourselves to feel traditional Japan. It took a long time to reach Shrine.



Before entering to Shrine, we drank holy water in order to meet 'god' in Shrine. We could feel the Japanese culture.



Harajuku, It was just like 'Myeong dong' in Korea. We could not feel any exception. But the weird thing was that even Japanese also did not know much about their region.



On the way to Shrine, we saw some souvenirs similar to Korean ones. We found some differences among similarities.

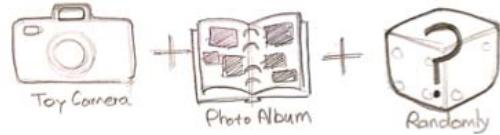
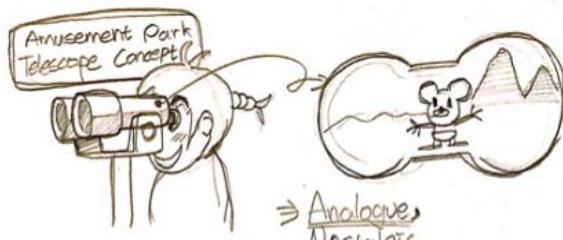


Finding similarities of each country, we actually could have enough time to share culture of each country, such as food and any other characteristic factors. We felt happy when we were sharing our feelings together.



From Asakusa, we walked to 'Tokyo Skytree'. We were quite tired, but actually it was the most memorable moment. Because we could feel the Japanese own atmosphere well.

## Brain storming



Shape : Telescop Type

How to connect : Bluetooth

How to change the view: Zoom out / Zoom in (Pictures are switched randomly)

Size : handysize, Portable mini size

## Prototype



1. Hold 'Shiawase Scope' well and look through it. You can see a blurry picture.

2. By extending, you can see the focused picture of happy moment.

3. By returning to the original length, you can see the next blurry picture.

4. Repeat it. You can see other focused pictures. you can use it like a toy camera.

## Idea develope



Random Album  
Image



Toy Camera



Telescope



Change next photo  
by pushing the button



Categorized Album

## Product definition

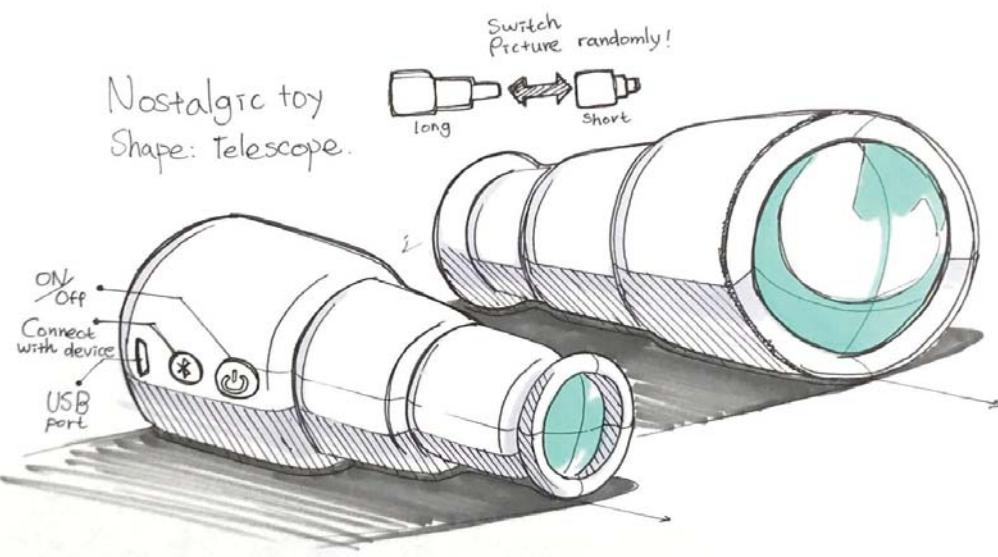


Our product is a telescope to help people remember happy memory. It looks also like a toy for children.

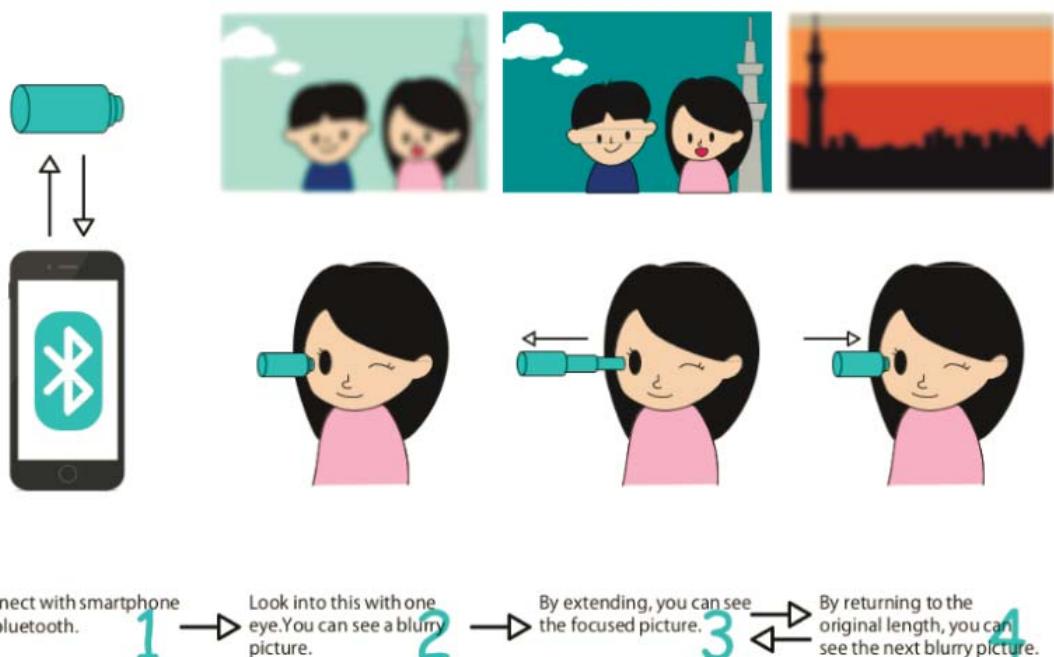


Our goal is to make people can see past happiness virtually. This is our main point for design.

## Product sketch



A toy camera or a toy telescope which shows the animation characters through the lens of them? They help us to enjoy our happiness by watching them by our own eye.



# After workshop

You can realize that there was a happiness after it becomes past.

We also figured out afterwards that the moment was happy.

And It was much happier if the moment was unexpected.



**TOKITA gou**

“ This was a very good and memorable workshop. I want to visit Korea next time to meet them again. And I am so happy to make Korean friends.”

“ I will be fond of memories of our work. This workshop was very good experience to me and I will never forget it. We were happy doing our project for happy.”



**Ko soyeong**



**KIM sanggeon**

“ I am happy to understand Japanese culture with Japanese friends. And the workshop was little bit tiring but it is worth it. We were happy to design something for people to feel happy.”



**KAMBE nao**



**MORITA ryosuke**

“ I found some good things of Japan that Japanese people do not even know. And learning Korean was funny. I want to meet them later.”



**JUNG eunae**

“ Design process have been a little bit hard to me but by doing this workshop, I started to understand it. And I would like to meet my friends again if I have a chance.”

# 芝民

## Shibamin

---

KIM nayeong

LEE seongwook

WATANABE daiki

SHIN yunseon

SATO keitaro

YANATORI you



# Snail Smile

Happy road navigator

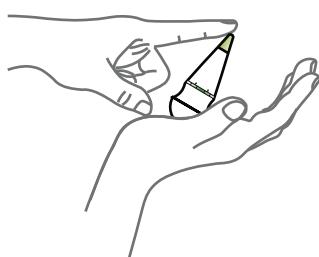


Traditional navigation guides a quick path to user. We designed a new navigation that provides users fast ways to destination that modern people can feel the nature. This product can connect a smartphone application which also shows you natural routes around you.

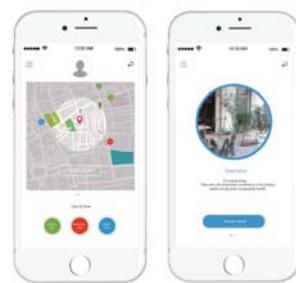
## Concept



People feel relaxed in nature and happy..

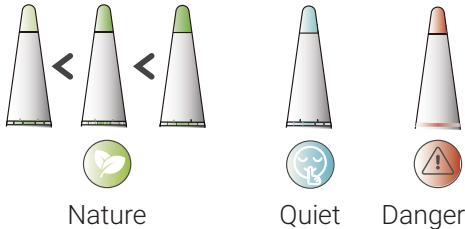
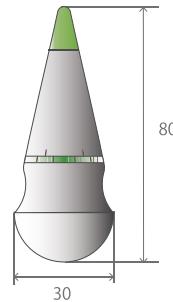


This device can give users information of roads.

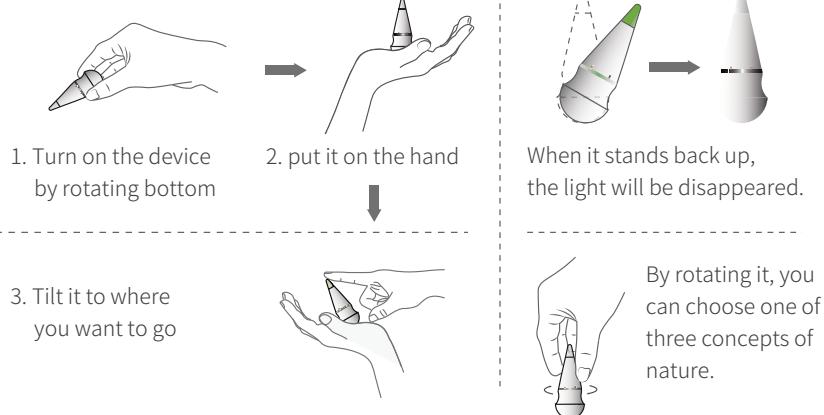


This device can be used with more various functions through the smart phone application.

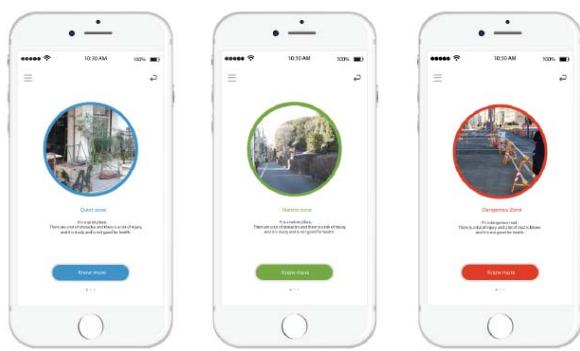
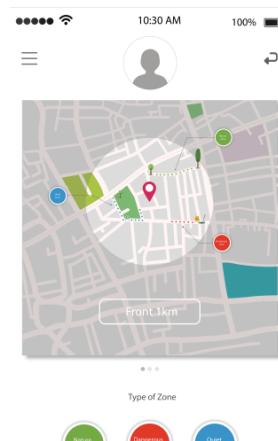
## Final concept (product)



The light on the top indicates how the place tilted by user is.



## Final concept (Application UI)



**Blue** indicates places that you can feel the quietness.  
**Green** indicates ways that you can feel nature.  
**Red** indicates you dangerous roads.

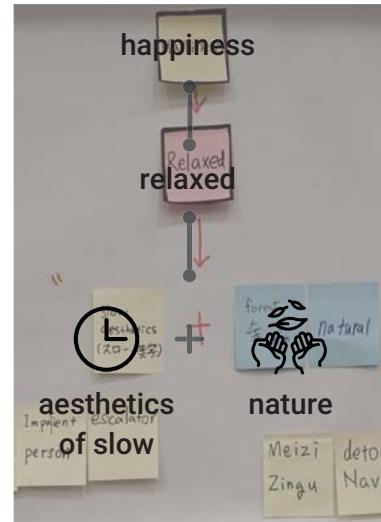
# Brainstorming



We did brainstorming about ‘happiness’, and focused on ‘relaxed’.



We did brainstorming again about ‘relaxed’. Then, we talked about several keywords related.



We decided our keywords for ‘aesthetics of slow’ and ‘nature’.

## 1st Field work

## Omotesando



Chao! Chao! Awesome  
bamboo Store

ASOKO

# Dominique Bakery

First, we went the famous Omotesando where Korean students wanted to go and experience something new. Though we did not have enough time, we wanted to do as many things as possible in limited time.

Meiji Zingu



Washing hands      Taking a walk

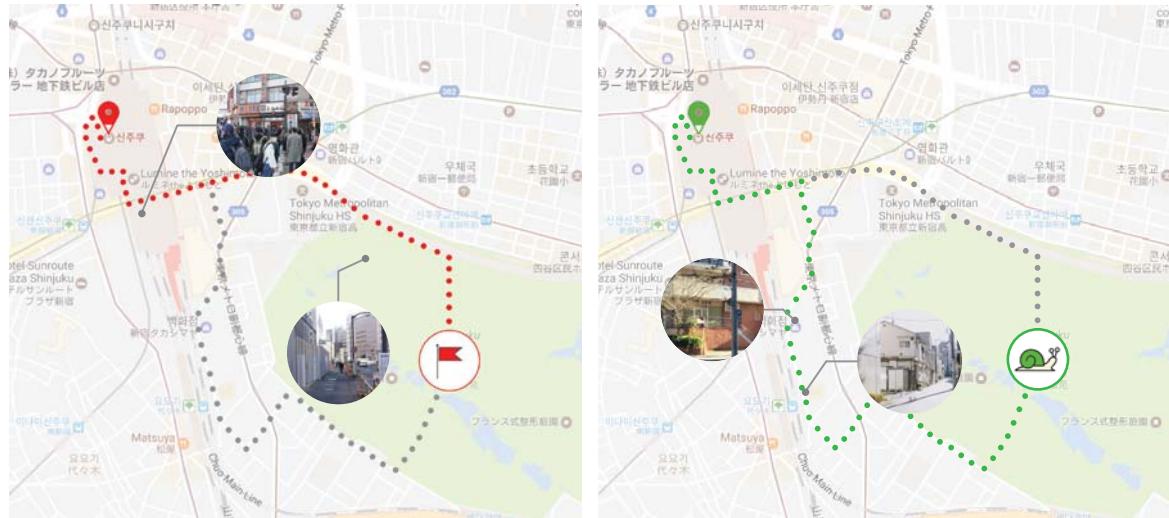
## Praying for wish

# Enjoying nature

And then, we went to Meiji jingu where Japanese students wanted to go. We washed our hands as cleaning our mind and took a walk enjoying the nature. It really made us relaxed.

## 2nd Field work

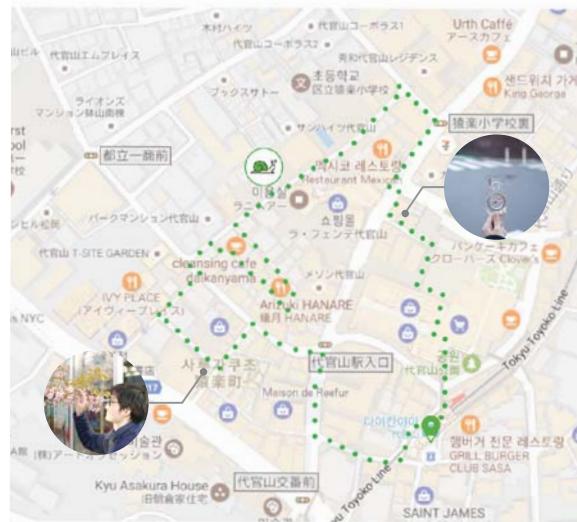
shinjuku (situation 1 - destination)



Google maps can help you to reach to destination quickly. However, surrounding area might be not good.

So at that time, we went to our destination in any road we liked. There were many beautiful and relaxing roads in shinjuku.

Daikanyama (situation 2 - just walking around)



We did not set up our destination by Google Map. We just walked with a compass. we could see various landscapes.

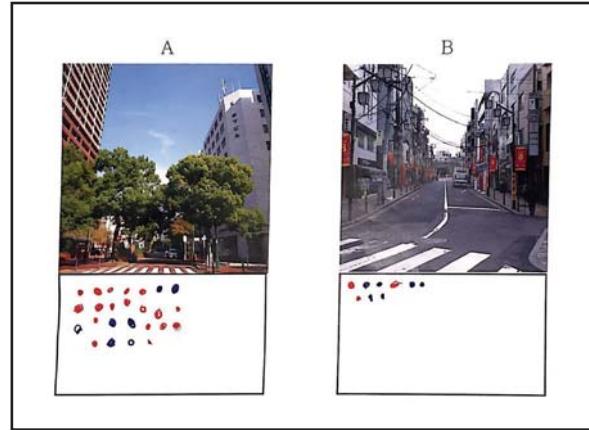
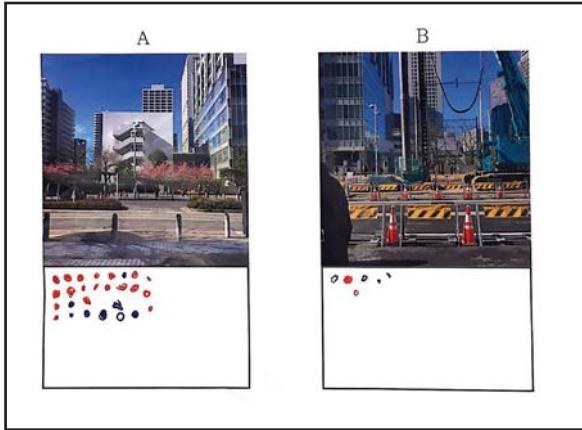
### Purpose of 2nd field work

In the second field work, Two students did not use Google Map and others did. We compared the landscapes of each road later. We wanted to know which way is much relaxer.



## Survey

Q. Which road do you want to go if it has same direction? slow road (A) or a fast road (B)



We did a survey to see which road other friends want to go between slow and beautiful road (A) and fast but desolate road (B). As a result, people tend to prefer slow and beautiful road (A). Not only ourselves but other people also wanted to walk slow road and feel relaxed. We focused on this needs and thought about how to design.

## Concept

Smart Compass



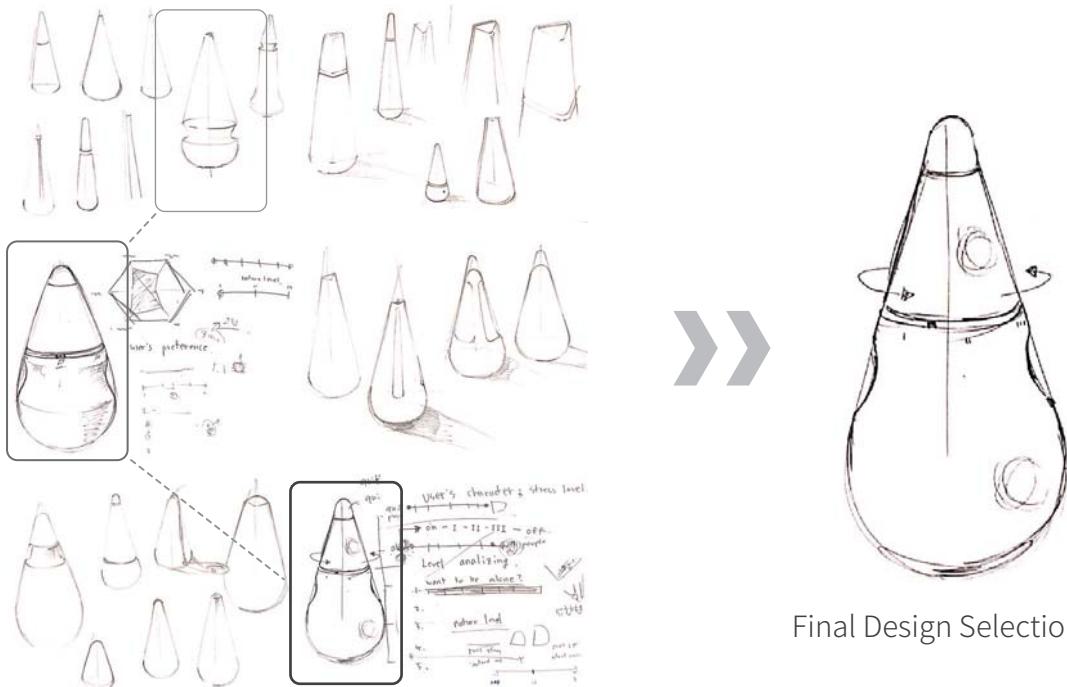
First, we were inspired by analog compass that indicates a direction. ‘Smart Compass’ could show directions of slow road, nature road, dangerous road and so on. Also, it can be a wearable device like watch or necklace.

Roly-poly Stick



Second, we were inspired from doraemon’s stick that tells where someone is. ‘Roly-poly Stick’ could just point to the direction where to go but not the detail route to help people walk slowly.

## Idea Sketch



## Prototype

### Size measurement & Mobility



### Problem

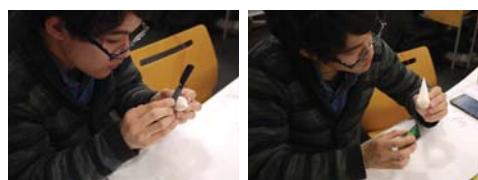
1. It is too long and women or children who have small hand relatively may drop it.
2. It is bulky so you may feel uncomfortable with it in your pocket. (Low mobility)
3. It is difficult to hold. (need to be easy shape)

### Solution



1. 7 to 8cm is appropriate size.
2. The form should be easy to grip with fingers

### Size Test



# After workshop

When we thought about ‘happiness’ at first, we thought it is very abstract and obscure.

We have lived without thinking about ‘happiness’ but it is so important and close with quality of life. After this workshop, we learned a lot about happiness.

We really felt happy during this workshop communicating each other.



“I had really good time with my friends during workshop. It was interesting experience.”

**KIM nayeong**

“Our friendship was born as we made it. I was motivated to experience ‘cross-cultural study’ and design about it.”



**SATO keitaro**



“Working with Japanese friends was so meaningful. I hope that I could have this kind of chance later again.”

**SHIN yunseon**

“I enjoyed a lot for 8 days. Different countries, cultures and various ways of thinking helped me a lot.”



**WATANABE daiki**



“It was good to learn the process and methods to design of SIT. I want to use it later.”

**LEE sungwook**

“I learned a lot through this workshop. This experience will be useful for my future design.”



**YANATORI you**

# Happy Drinker

YOKOI Marie KATAOKA rei LEE daheen KEY sooah PARK yuntae OGAWA Shotaro



# Magical Daily Life In Sibaura Campus!

Campaign for our Happiness



Our project 'Magical Daily life in campus' changes boring days to special. We think that small changes everyday can give us happiness. Our campaign, The Magical Daily Life In Campus wants to bring happiness to students who are tired from boring everyday life by providing various places they meet on a daily basis in school.

## Concept



We live boring everyday. In the same school, in the same restaurant and in the same daily patterns of life, we have forgotten the happiness of life. During the workshop, we went to various places and realized that small and trivial things could bring us great happiness. So we made a campaign to change our daily life in Shibaura Campus.

## Fieldwork In Yokohama

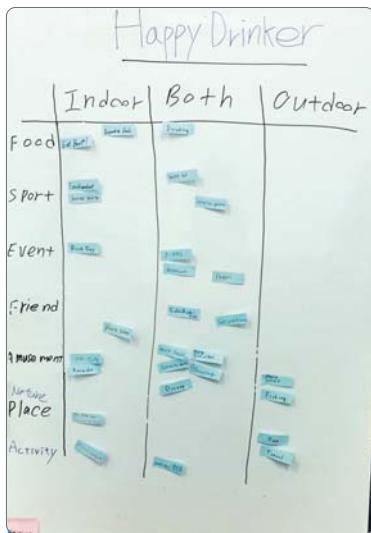


During the workshop we went to yokohama for field work. We experienced many things such as Ramen museum, Amusement park, Sushi shop, eating ice cream and Sticker photo. After the field work, we could find that the happiest moments came from little things.

## Moment of Happiness



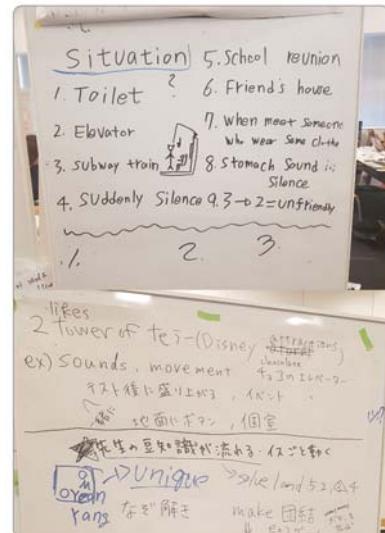
## Brain storming



First of all, we arranged our daily activities and works. And then, we chose tamachi campus as a site.



After that, we found out how we can change the routine of tamachi campus.



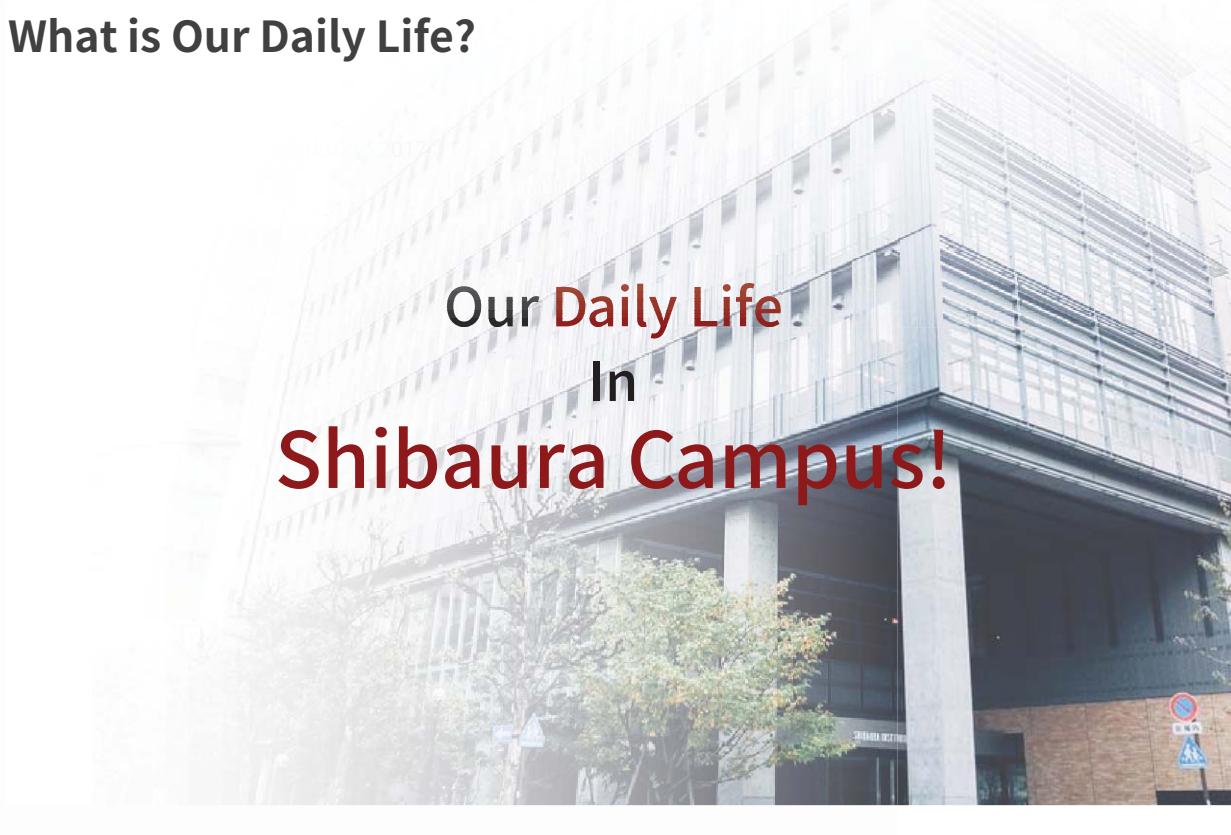
We chose several places to make this campaign and think about how to change.

## What is Our Daily Life?

Our Daily Life

In

Shibaura Campus!

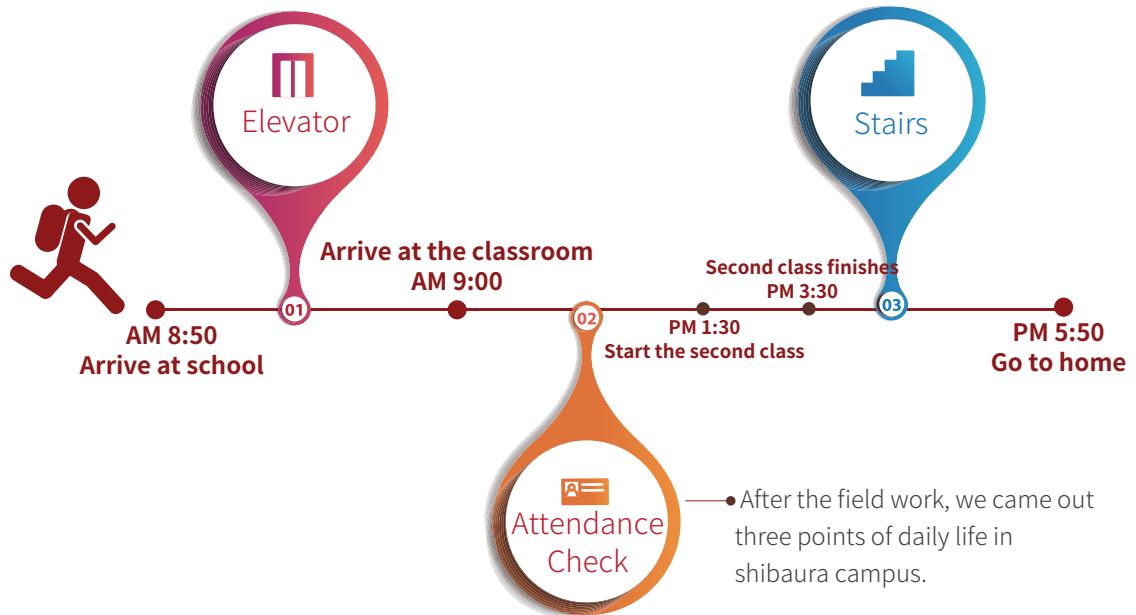


## Fieldwork In SHIBAURA campus



We did one more field work in tamachi campus. We found some places in the school which can be better, changing daily life. We have experienced this places everyday so we can find elements to change.

## Point of Daily Life



## Campaign 1st - Interaction with card reader

Before



After



All students have received the same message every day. And the message says just attendance check was successful. We thought this is really boring. Students of Shibaura University have different personalities but we can not feel that fact in the message. So we decided to change the message from card reader.

After redesign, all students will receive different messages. If student card is attached, the card reader will show a encouraging sentence, checking attendance with student's name. On a special day like birthday, the card reader also will celebrate the student's birthday as above picture.

## Campaign 2nd - Interaction with stairs

Before



After



Students use stairs all day long. We wanted to change the experience much happier. what would it be if stairs can be interacted by students?

We use beacon system. Because of the beacon inside of the student card, the stairs can recognize each students using it. And they shows cheering sentence, name and good advise.

## Campaign 3rd - Interaction with elevator

Before



After



In tamachi campus of SIT, there are four elevators. People can not know which one is coming first. So we decided to change interior design funnier of the unexpected elevator.

The system of these elevator is random. If each elevator has different concepts, students of SIT will have unique experiences everyday.

# After workshop

Our team's Final concept is Magical daily life in shibaura campus. We thought what is happiness. Our thought about happiness is that happiness is little things. And the little things are from our daily life. Our daily life is in shibaura campus. we made a little change in shibaura campus. These will make the student's life happy. Also, this model can apply to office daily life, house and many others.



"In PBL, I learned that there are many similarities between South Korea and Japan and I felt familiar. I can not forget the feeling that we gradually united as we worked on group work. Thank you very much."

**YOKOI marie**

"I could find the meaning of happiness during this workshop. Happiness is hiding in our daily life. finally, I really enjoyed workshop. Thank you."



**KATAOKA rei**



"I thought that cultural differences are not so much. but there are many differences. However, it was a good experience that I sympathized and misunderstood the difference. It was very funny."

**OGAWA shotaro**

"I enjoyed the process of letting friends from different cultures have the same topic together. It was an opportunity to realize what the true meaning of happiness is."



**KEY sooh**



"Through this workshop, I learned how to solve topics from different perspectives and how Japanese students see the subject and situation. It was really interesting and helpful. Thank you very much."

**LEE daheen**

"Through this workshop, it was great to meet friends from different countries, to learn culture, and to have many experiences. It was also a good opportunity to think about the true meaning of happiness."



**PARK hyuntae**

# Freeeeeedom

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ARAYAMA riho

HONG jooneui

KIM Saanna

MOON hyunsik

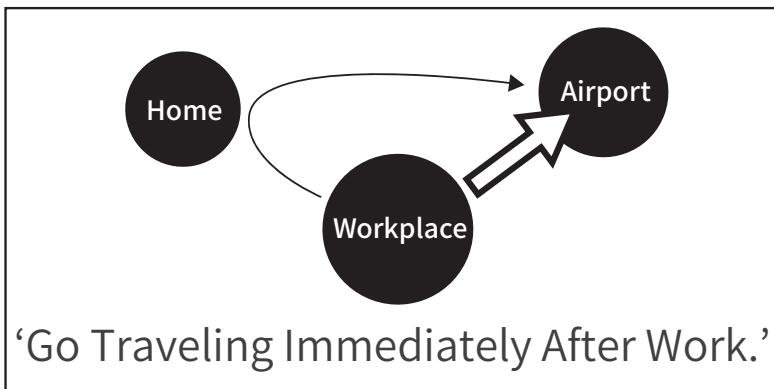
TAMAOKA mihono

YAMAGUCHI minto



# Compass

Service Design for Single-Life



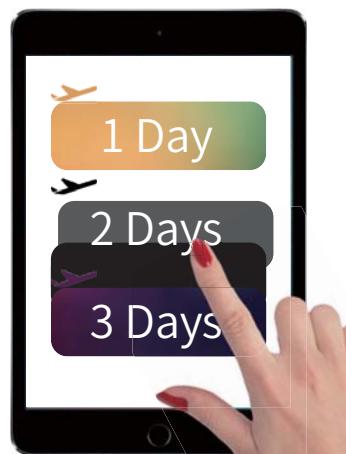
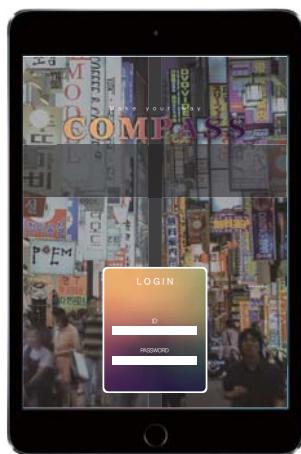
Traveling alone is tiring. Because you have to prepare all things by yourselves such as packing suitcase and planning travel course. So we made a service that helps single travelers to go on a trip freely.

## Service scenario



## Detail Service

User can use a travel guide through table PC provided to make his/her journey much more comfortable. If you set travel period and input some keywords such as shopping, sightsing and so on, this application will search informations and recommend some places for you. You can select courses where you want to go. This app will give you a personalized travel course.



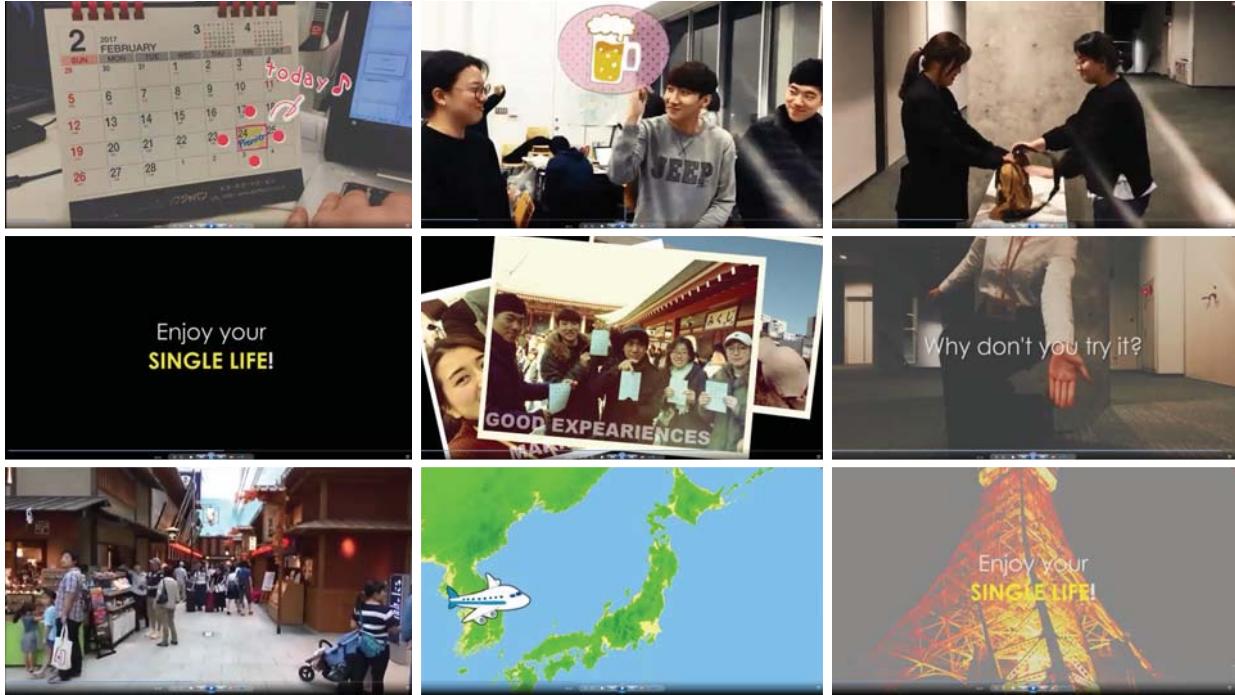
Select period of days. (Friday ~ Sunday)



Search places just input keywords.

Based on keywords, app suggests full travel courses.

## 1'27" Film



User can use a travel guide through table PC provided to make his/her journey much more comfortable. If you set travel period and input some keywords such as shopping, sightsing and so on, this application will search informations and recommend some places for you. You can select courses where you want to go. This app will give you a personalized travel course.

## Through this service

Single people can go to travel on 'Premium Friday' freely.  
They do not need to be stressed out by preparing things.  
They can just concentrate on happiness of travel.  
They can just enjoy traveling for themselves.

They can use their time more efficiently for diversion and self-development.  
You can do more many things well as you are !

## Field trip



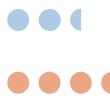
S

Prefer Single

G

Prefer Group

Meijikinenkan  
(Shirine)



Crepe  
(Desert)

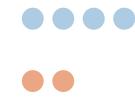


Prefer to be group

Nikko&CPCM  
(Selection shop)



Kiddy land  
(Character shop)



## Interview

"I enjoy quiet and calm mood strolling alone slowly."

"I want to refresh myself."

"It is hard to travel with many people."

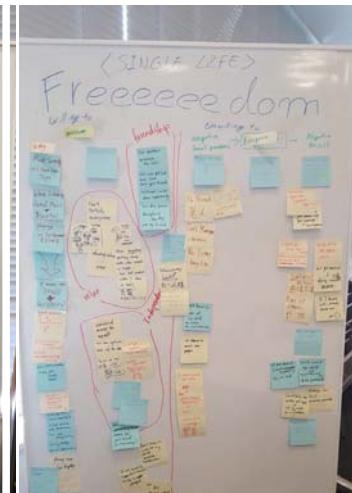
"I want to spend more time what I want to see."

"I love decorating my house by myself."

"I like playing video games all day."

**"I can enjoy what I really want when I am alone."**

## Brainstorming



Positive



Hobby / Relax / Refresh / Enjoy / By oneself

Negative



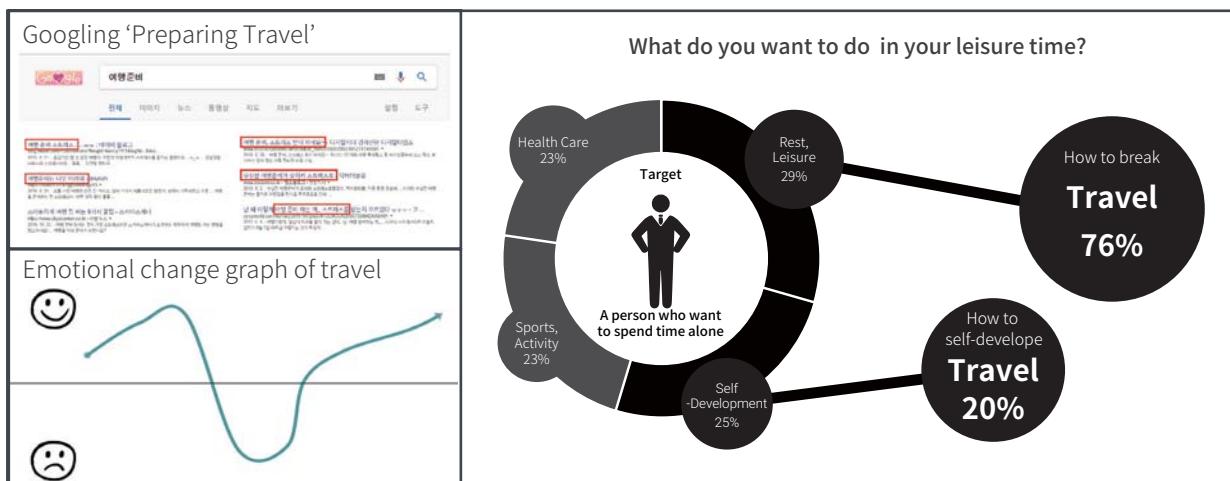
Economical / Social / Political / Factors

## Policy



The campaign will call on people to finish their work at 3 pm on the last Friday of the month. It encourages individuals to experience happiness and enjoyment. Japanese government thinks that it can be opportunities to change lifestyle that we can feel fulfillment and satisfaction.

## Research



Through the research, we could find single people want to travel in their leisure time. And we could also find that a lot of people get stressed because of 'Preparing to travel' which was a related word.

## Goal



'Make Independent Life Better.'

# After workshop



ARAYAMA rihō

"This time was rewarding. Due to the cultural differences, we struggled many times during the discussion. But, by the end, we could accomplish something."



HONG jooneui

"This workshop was a new and fresh experience for me. I could get a chance to work with not only Japanese students, but also Korean students from different majors. We shared various opinions. Sometimes, we had difficulties of language. But It was also nice experience. Thanks to all members."



KIM Saeanna

"I thought it was important to produce good results till I participated this workshop. But I realize that the most important thing to design the service for people is the long process of considering what people really want. I enjoyed so much the time I shared with my friends who had different backgrounds and knowledge in Japan. Thank you all for creating this meaningful workshop."



MOON hyunsik

"It was nice experience to work with students from different country. I could develop my skills with discussions and have a open mind for cultural differences. Even if it was a short time, it was honer to work with my team members."



TAMAOKA mihono

"I could learn not only English skills but also various things at this workshop. I think that learning Korean culture was the best experience. Understanding the differences in thinking and social institutions made my global perspective wider and it became very helpful. I will make use of this experience."



YAMAGUCHI minto

"Through this project, I could compare my design skills to others and be motivated. I want to encourage myself to be like them. I also realized how English is important to communicate each other. So I want to study and practice English more."

# Sushiya

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BAEK sodam

HATAZAKI chiaki

CHOI yeongchae

JEONG yena

LEE youngseok

ISHIZAWA naoya



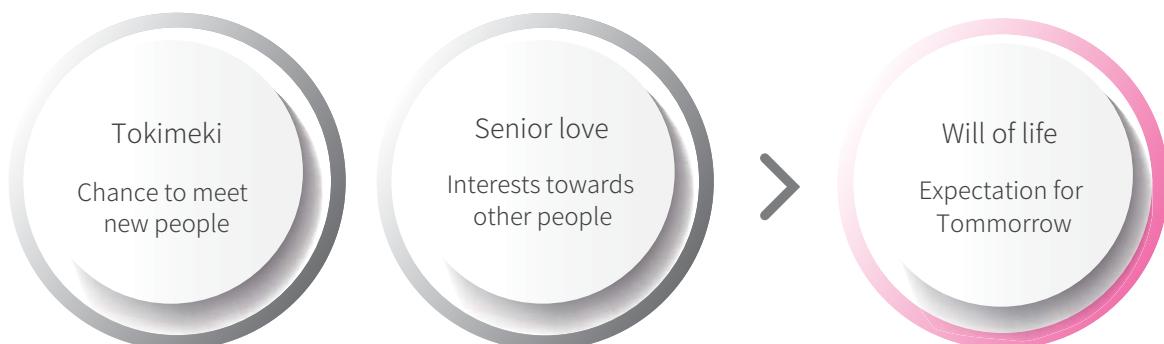
# Tokimeki

Service Design for senior's love

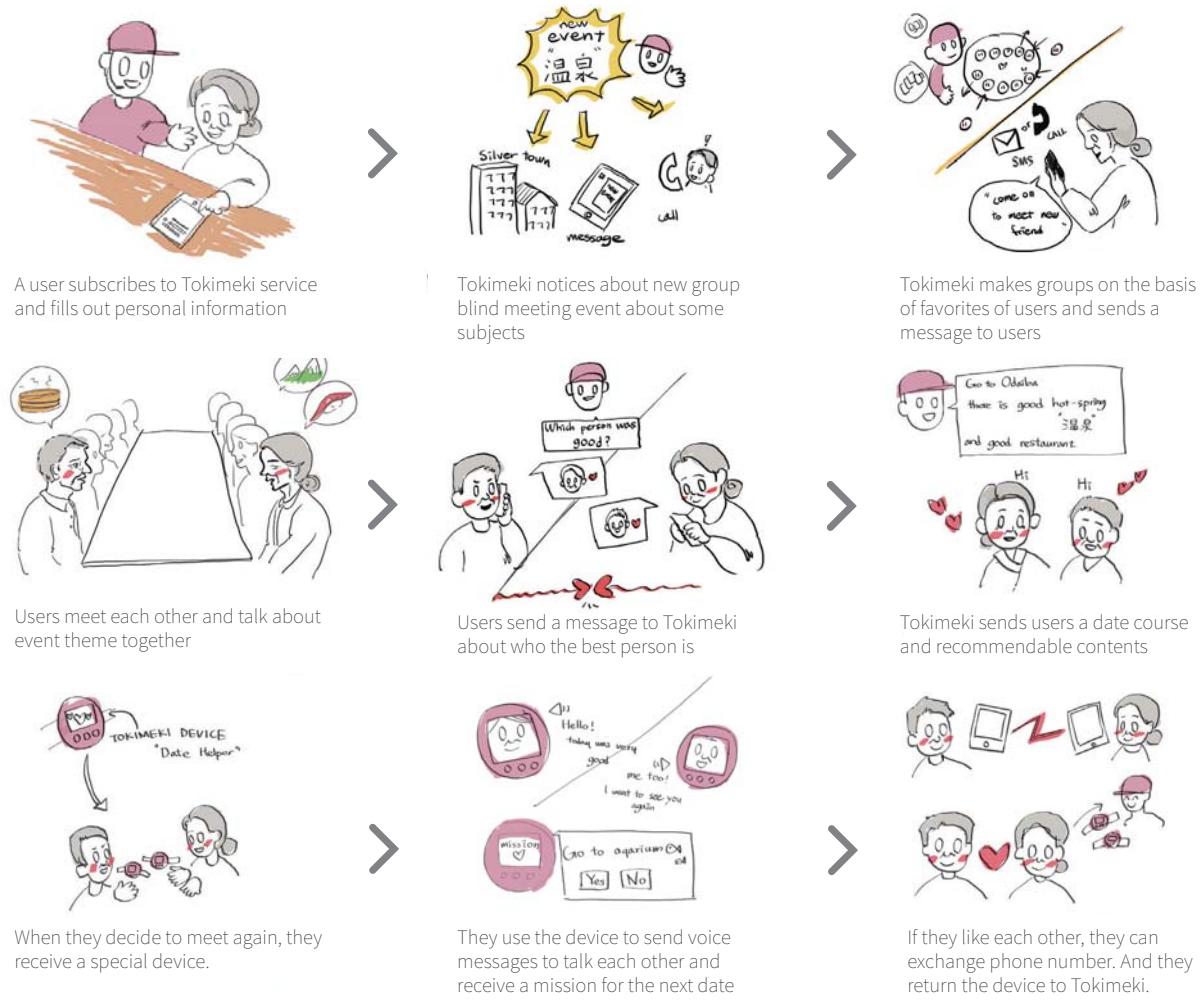


Our service 'Tokimeki' is a couple matching system for elderly people. We realized that the elderly want to love someone and to be loved like the way young people love. We thought about that the needs of the elderly to love is worthy to be satisfied. So that, we design service and product which give helps as a bridge in the love of the elderly.

## Service value

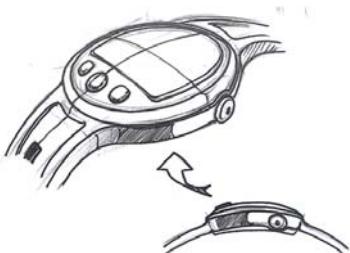


## Scenario



This is the way how elderly makes relationship through our service. The first step is to have a group blind date on some special theme. Any senior person can meet people having similar interests. In the second phase, this service can support personal date between users.

## Device



This device suggests easy missions to seniors during date. When a mission is cleared, a couple can get a coupon of shops around their dating place. And this device can connect two users through voicemail.

## Brainstorming

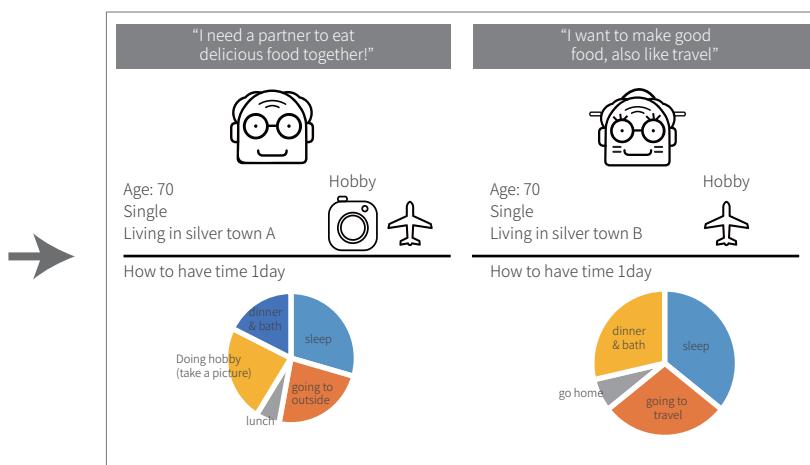
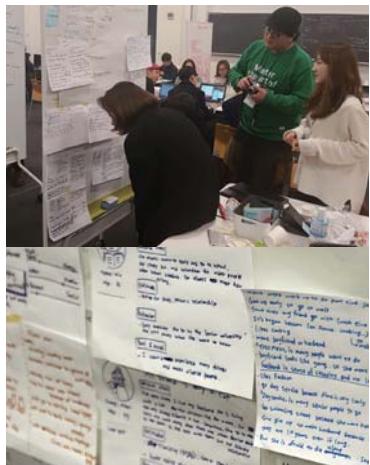


We had free talk about happiness. We extracted some specific subjects.

We selected 'relationship' as a subject. We discussed about it and put relate words together.

During the field trip, we discussed about love and cultural difference about age of love.

## User research



We made persona of each person by imagining ourselves in age of senior like 60 and 70.

We made two representative persona based on the future image of each team members.

## User journey

The stage of love	prepare love	start love	loves go on “Push and pull, Doki-meki”	become couple
Young people love through these stages usually.				
The process of love	Solo	meeting	dating	after date

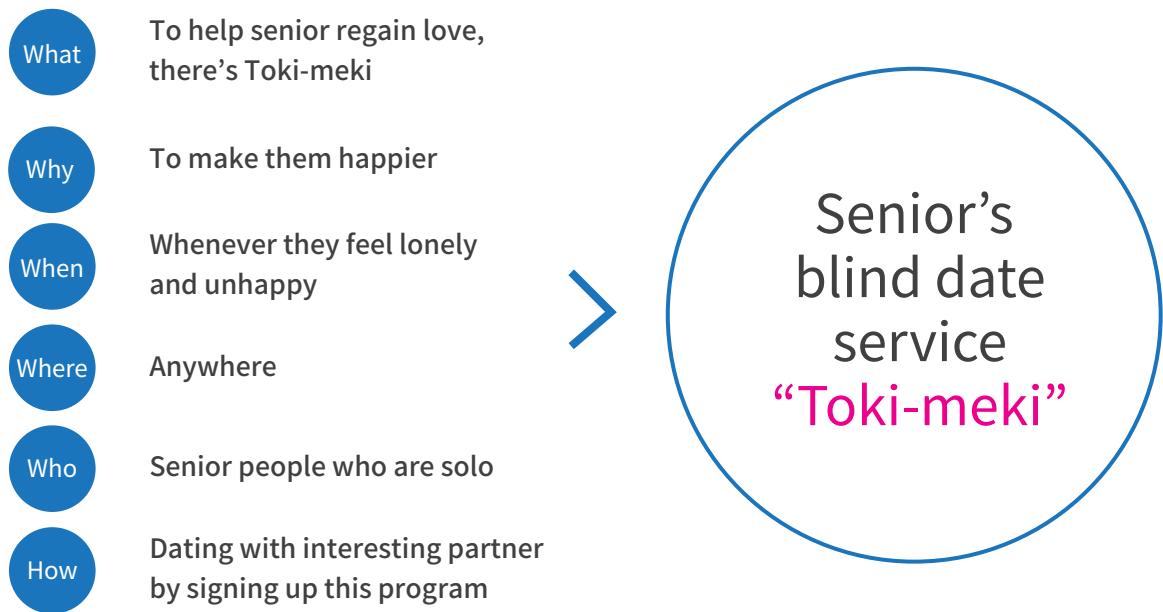
The stage of love	prepare love	start love	loves go on “Push and pull, Doki-meki”	become couple
How about ‘Senior’s Love?’				
The process of love	Solo	meeting	dating	after date

After user journey, The fact that we found out is  
**“Age does not matter to love. We are same to love.”**

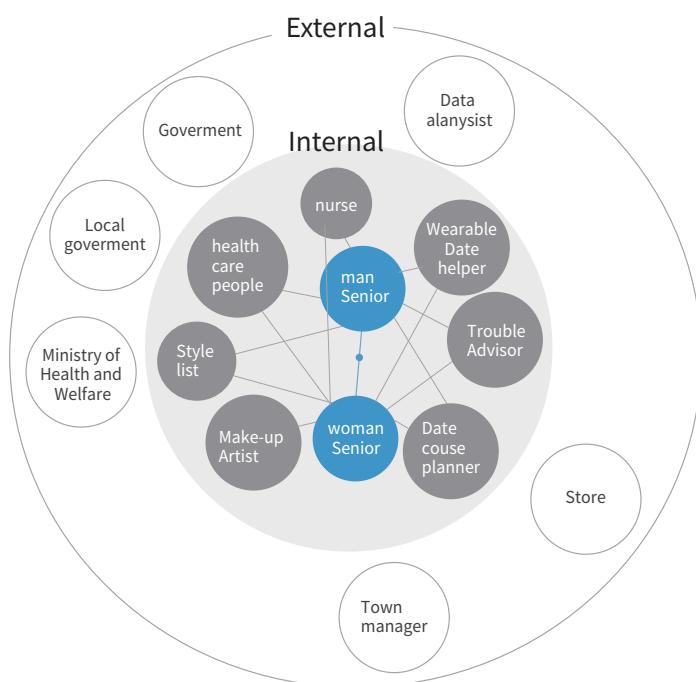
## Problem and solution

Problem	Solution
Blame from other PPL go to (1) (6)	(1) Finding different date spots from the young people.
Death go to (2)	(2) Making a bucket list with partner which I would like to do before I die.
Maintaining Emotion go to (4)	(3) Hosting a group meeting
Trouble with Partner go to (4)	(4) Relationship manager who advise couple's trouble.
No opportunity to meet someone go to (3)	(5) Make a place to meet new people
No comfortable dating places, date contents go to (5)	(6) Make specific date spot

## Idea develope



## Stakeholder map

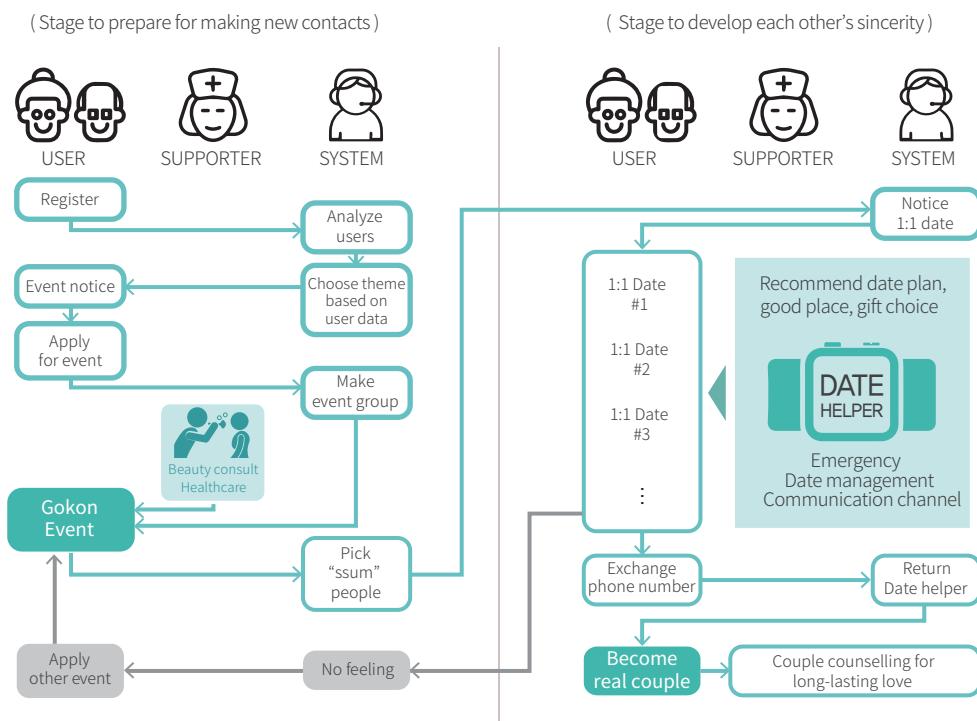


Inside of service, various professionals like stylist and healthcare staffs help seniors to make them love again.

From the outside of service, many support staffs offer informations and contents.

They can also get datas from seniors for their healthcare service as a customer.

## Service flow

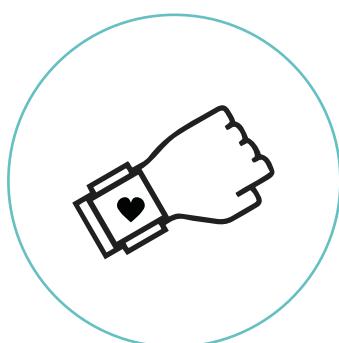


## Differentiating factors



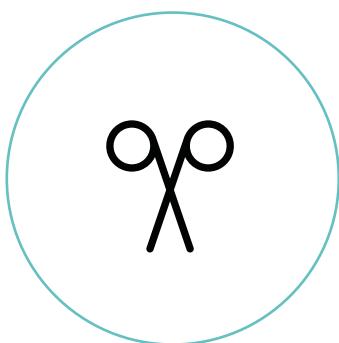
Nurse Support

Nurse Support can remotely check senior user's health when they date and accompany someone on events



'Toki-Meki' Device

The device provides a quest for a date, helping communication and delivering health informations.



Senior stylist

They can consider how user's skin and hair condition is and their needs.

# After workshop

During eight days in Japan, we talked a lot, went to various places and made several new connections. We discussed happiness and designed the senior matching service. It was a new learning experience. We think that the time we spent together was literally ‘happiness’ itself.



**BAEK sodam**

“I’m happy to have diverse experiences and make new friends.”



**LEE yongseok**

“The ideas of the progress of Korean and Japanese students were different so it was really interesting. I learned a lot.”



**ISHIZAWA naoya**

“I am happy because it was with my friends. I would like to participate in this kind of workshop again.”



**JEONG yena**

“It was a pleasant and happy time to experience various things for 8 days.”



**HATAZAKI chiaki**

“It was fun to design something like love. I really enjoyed for 8 days.”



**CHOI youngchae**

“It was a good chance to understand social and cultural common ground and differences from both countries. I hope to meet each other someday.”

# あたま [Atama]

---

OISHI Yu

USHIYAMA takanori

HARUKA obi

KONG yerin

LEE hanna

LEE hyein



# 物見遊山 [Monomiyusan]

Service Design for New Experience



: Going out to refresh oneself.  
An act of loving new horizon of knowledge.

## Purpose

Journey & Making Friends

## Category

Travel planning service

## Target

Japanese people who needs 'New Experience'.

'MoNo-Mi-Yu-SaN', a Japanese 4 letters proverb means going on a pleasure trip and it can expand our mind and sight. 'Monomiyusan' can be one of your friends and introduce your future friends. Your new friends will give you a travel plan or information about where they live. You don't know about there well but they do well. Therefore, you can get some 'New Experience' and feel happiness.

## Background



Japan is a big country. So each region has a characteristic weather.

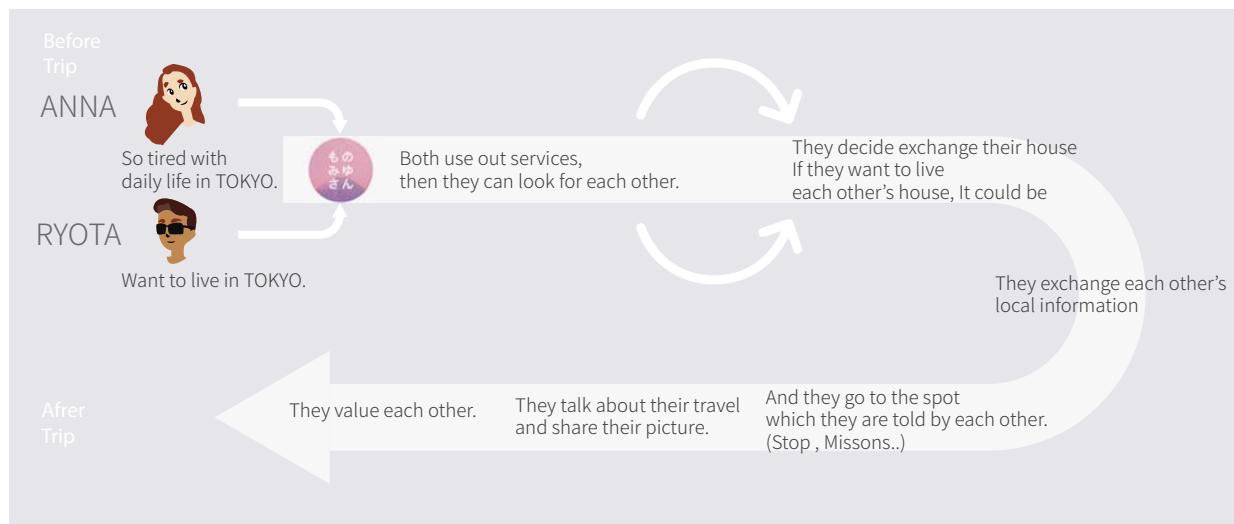


There are people who feel tired of same routine for every day.



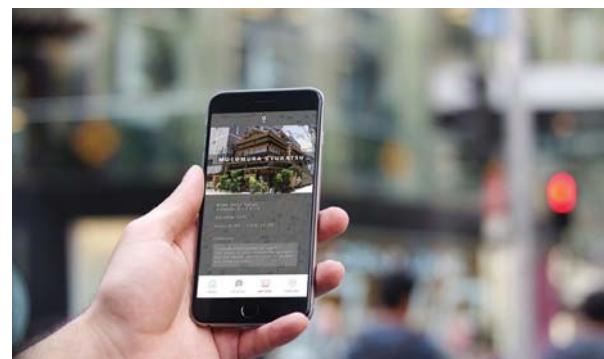
We are Inspired by the movie "your name". which was very successful in both country.

## Scenario



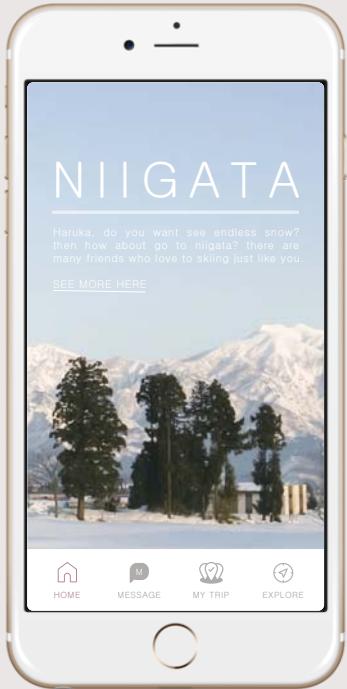
There are two users, A living in urban area and B living in countryside. A feels tired with daily routine and busy work in the city. Oppositely and B desires to live once in a big city. Oneday, they find 'Monomiyusan'. After talking with him (or her) about their specific information such as simple address, hobby, life style, their own trip plan and etc, Monomiyusan will introduce some person who lives where you want to live and has something in common such as hobby. Then, it will provides you some experiences you want to do and so on. Two people paired by Monomiyusan can start talking about detail of their trip such as recommendable place, food, experience or whole trip plan. And then, thier journey will start. A enjoy the plan B made and B enjoy the plan made by A. After trip, they can create a photo album. That will make their friendship stronger.

## Background



We decided to make smartphone application for its necessity and accessibility to use travel services.

## Application UI

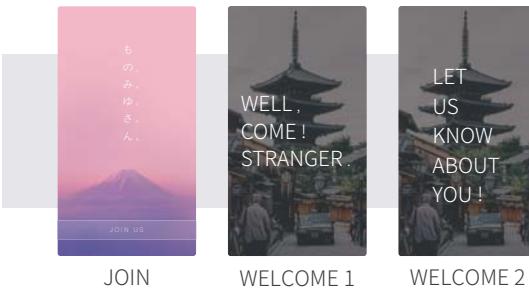


### Recommendation

Recommendable place  
based on user's information

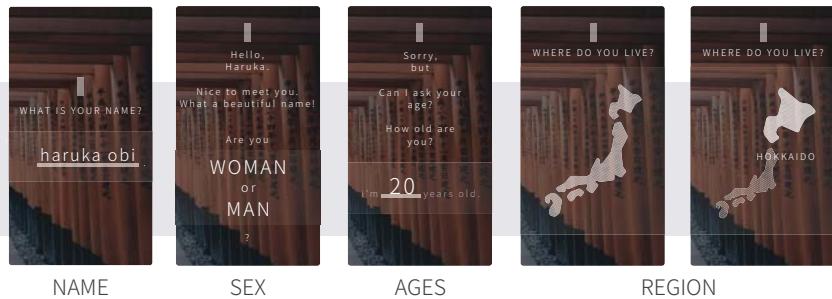
### Category

4 Categories, Home, Message, My trip, Explore



UI \_ Join & Welcome

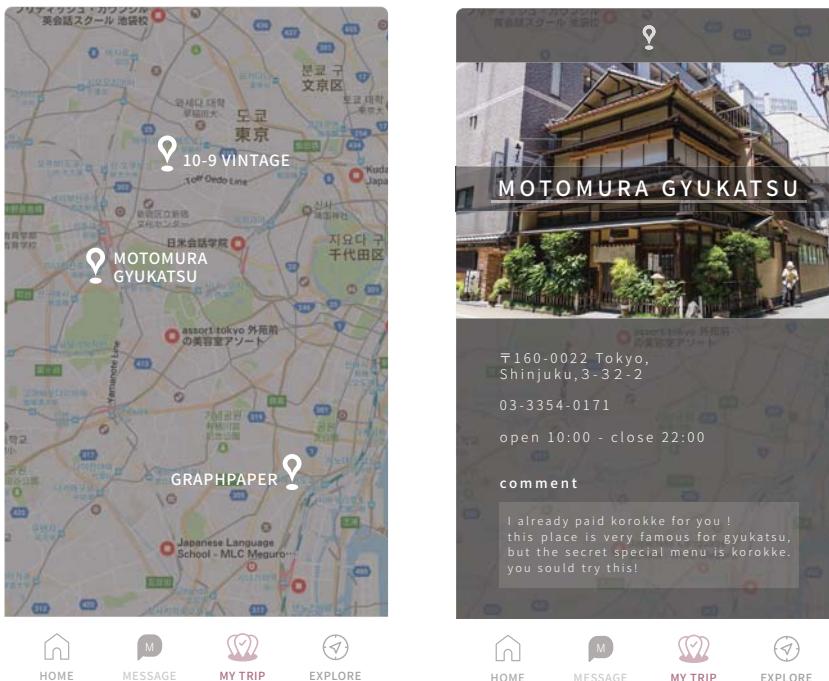
### UI \_ Information





If you want more specific way, you can find some friends synchronized profile by SNS and play a game 'Ikkudo-on' which measures the figure of friendship between you and other people. Then, pick one of them who are interested in your profile. 'Monomiyusan' will match you to other automatically. After matching, you can contact with new friend by direct message.

## いれかわり [Irekawari]



Irekawari is a service that recommends both users' favorite local places to each other. User living in Tokyo set some recommendable places and make users on trip to visit those places. On the process, we thought that users can feel familiarity more and get closer when they can get something physical or financial than just exchanging informations each other. For example, Anna recommended her favorite Gyukatsu restaurant to Mr. Ryota to visit and Anna has already paid Gyukatsu for Ryota as a present before he visit the restaurent. The paid Gyukatsu can be a financial award. This tiny and easy-to-buy present can make traveling user to feel communicating with 'real friend', not with A.I.

## Brainstorming



We shared the ideas and grouped personal and public keywords about moments of happiness.

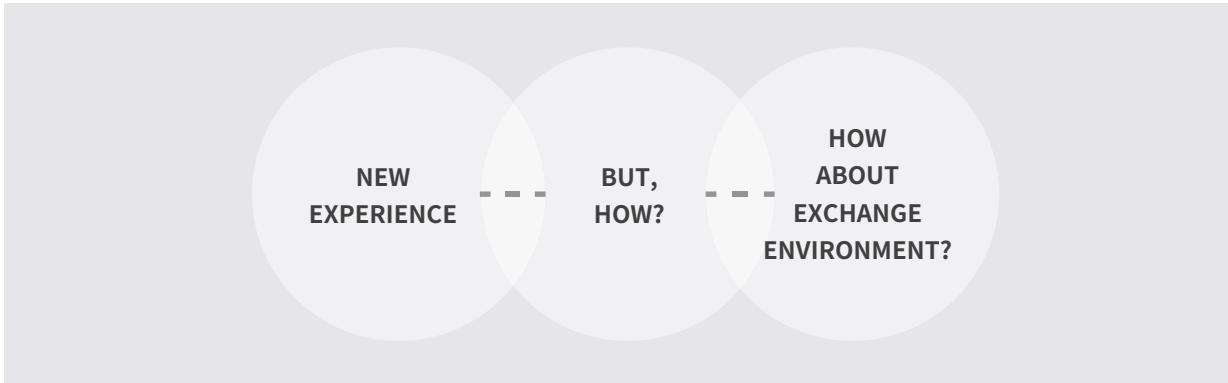


As a result of combining all of the keywords, most of them were related to the "new experience".



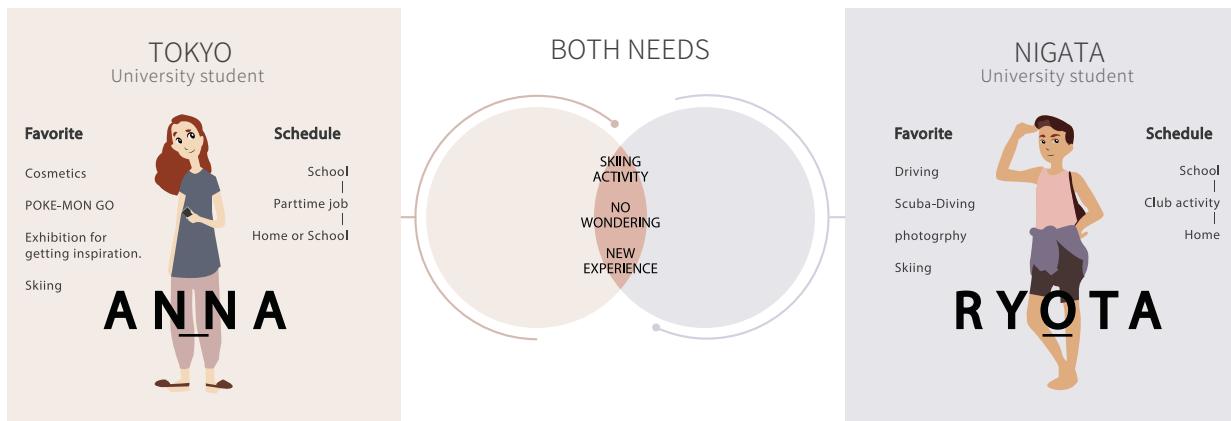
We talked about how to make a new experience and proceeded the ideation

## Process



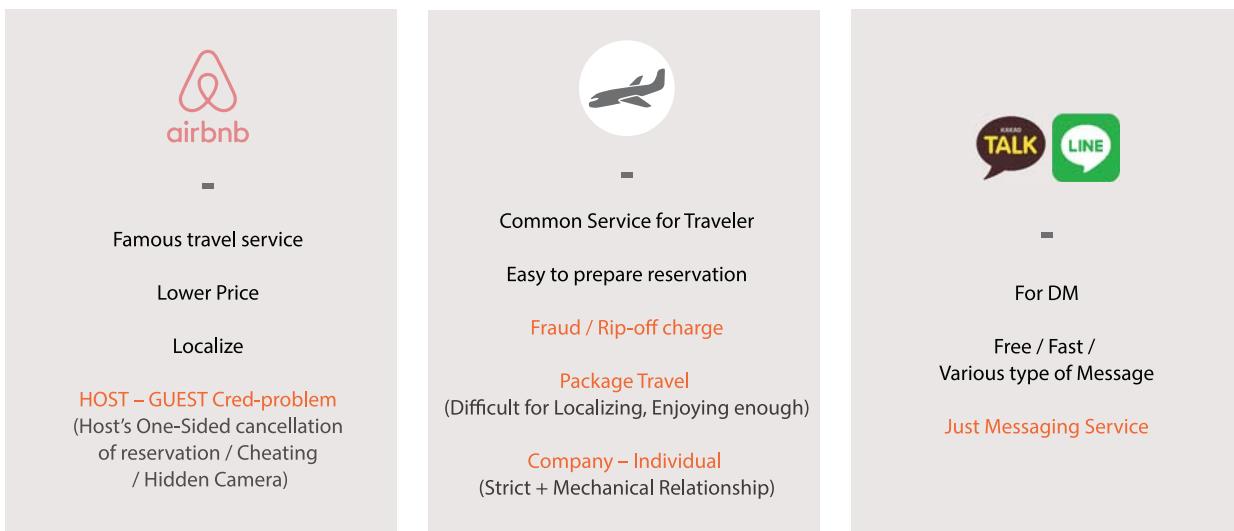
We discussed about 'How to provide the new experience'. In our daily life, there are few new experiences. After that we came up with an idea of exchanging environment. We thought If two people exchange their environment, they can get new experience and feel happiness and this service should be user-friendly because this is for not a business but happiness.

## Persona



ANNA's needs are 'getting pleasure from new places, new person, new experiences'. She likes to travel but afraid of going to new places. So she needs a motivation. And Ryota's needs are 'hankering for city life, and taking picture hanging out everywhere, being not used to in the crowd, so getting information about travel plan is important'. User's needs are the activities. They needs another place not belong to their daily life, but they do not want to wonder.

## Compare with another service



We will provide free accommodation by house exchange and actual local information from host.

It will blend in destination deeper by local Information from HOST.

HOST – GUEST will become friends and exchange informations specialized in travel.

# After workshop

Our project 'MoNoMiYu-Sann' is a platform service to exchange informations about travel. We focused on users' friendship and trust. In our service, users can experience exchange not only their information, but also their residence. MoNoMiYu-Sann can be operated based on friendship between users.



**OISHI yu**

I made good friends and enjoyed 8 days. However, I failed to help other members to design well and communicate each other in English as a senior. I will make it next time.



**USHIYAMA  
takanari**

This program gave me a lot of friends, experiences and happiness! I could not speak English well, but I was so happy that everyone helped me. I will keep this good relationship! Thanks!



**HARUKA obi**

It was great and happy to participate in workshop and meet Japanese friends. Thanks for Japanese friend's kindness.



**KONG yerin**



**LEE hanna**

Though I felt a language barrier, I learned the importance of communication. Also, it was a good opportunity to practice daily conversation in English.



**LEE hyein**

# Juicy

+(Ju) + 십(cip)

YOON inyoung YOSHIMURA kyohei SHIOTSU saya LIN huiyuan GYOTOKU kosuke OCK hyukjae



# Worry Tree



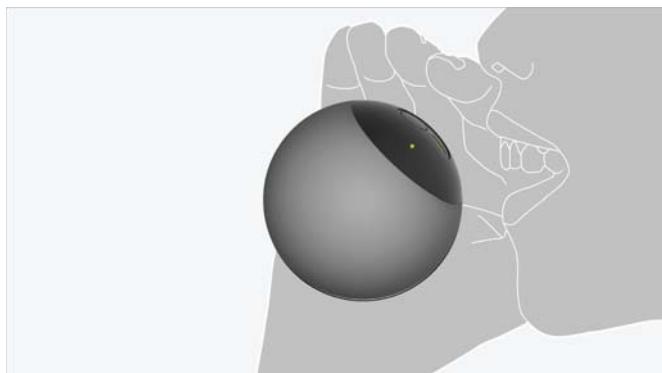
Reduce your worry,  
resolving troubles.

T. WorryTree

## Concept

Worry Tree is a light for reducing worry through consolation.  
Your bad memory will be disappeared as falling fruits.

## User Scenario

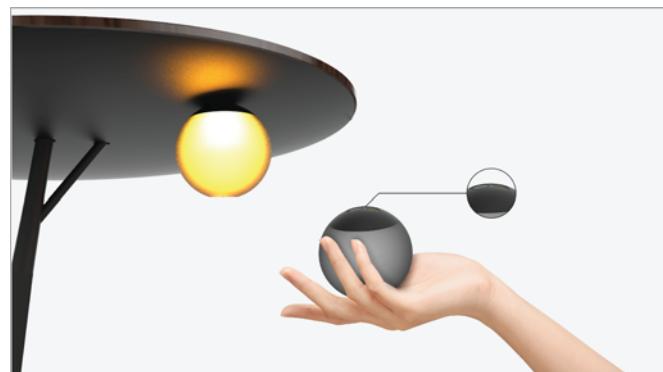


### Step 1 : Talking

User can talk his/her own bad story by pushing the recording button on the seed ball. It will be uploaded on the applicaiton of worry tree.

### Step 2 : Attaching

If the recording is finished, user can attach a seed ball on the tree. User can check if the seed ball attached well through the light.

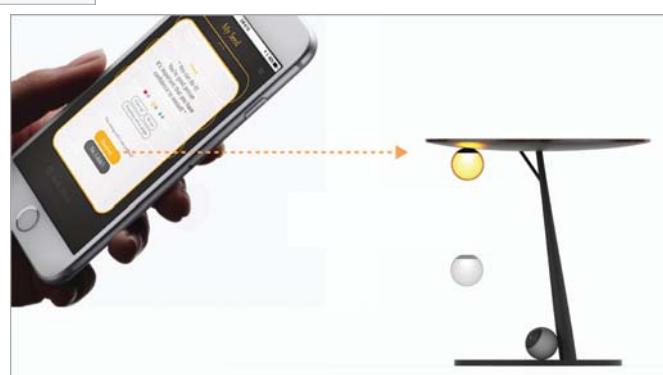


### Step 3 : Shaking

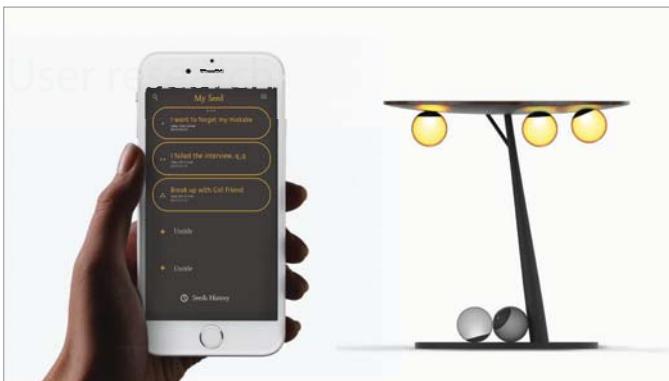
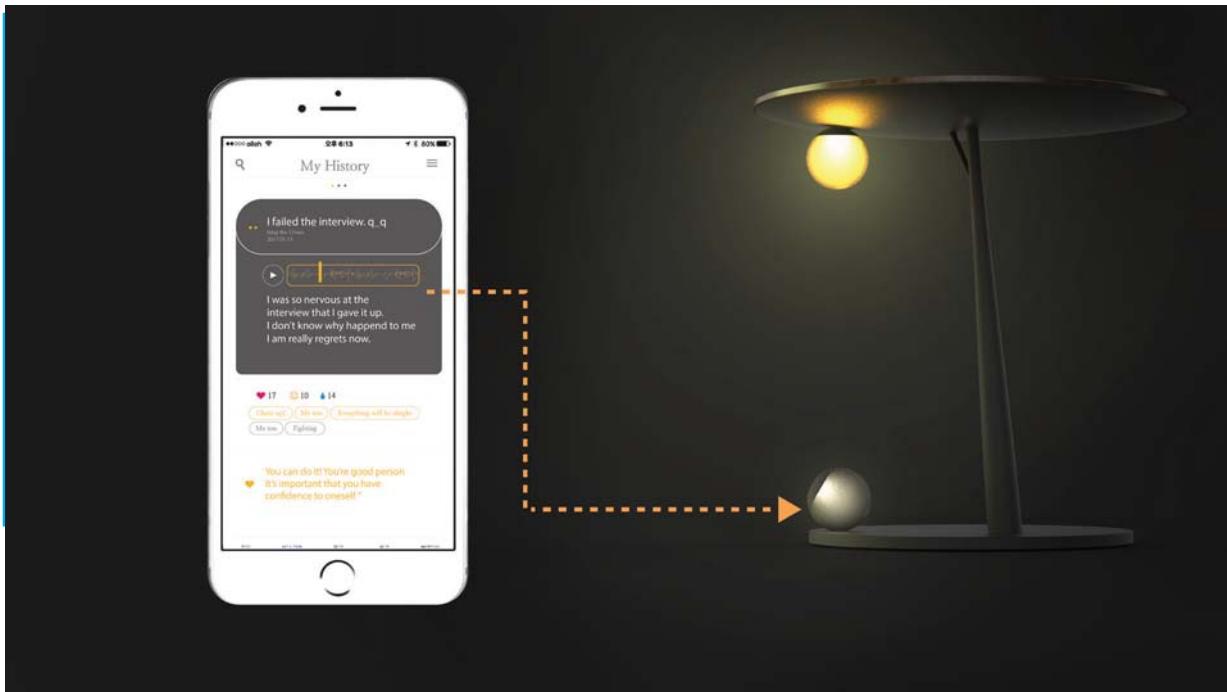
The seed ball will let user know if there is any comments or message from others after listening user's story.

### Step 4 : Consoling

User can use applicaiton of worry tree to read someone's comments. Then, user can push “resolved” button, if he or she feels alright. When a seed ball falls down, user's bad memories will be disappeared as well.



# Product & Application Design

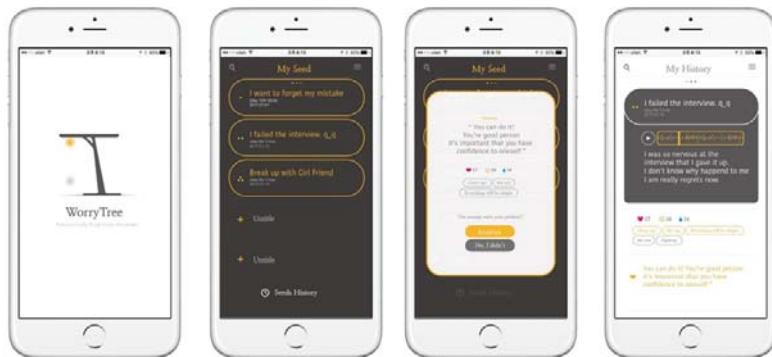


## Connect with APP

Worry tree can be connected with Application. Use your phone to read warm messages from other people whenever you want.

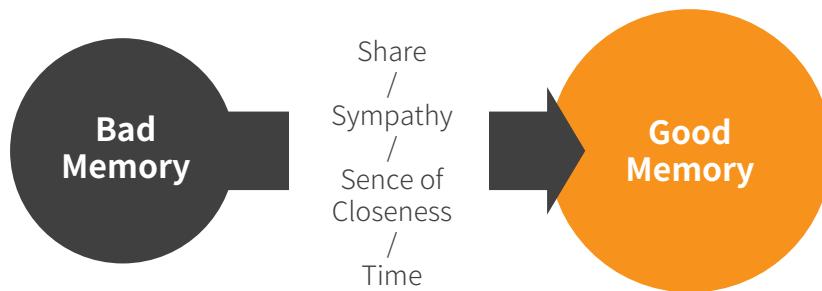
## Application Design

These are the main GUI design. User can see past memories through the function of history.



## Brainstorming “Happiness”

Changing a bad memory to a good memory can make you happier.



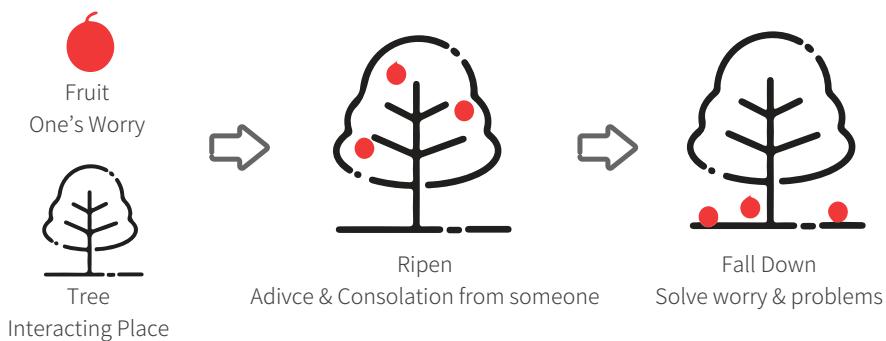
Brain Storming ————— Share ————— Categorize



Make ripe fruits fall down = Relieve one's mind

Worry Tree have lights as seeds which seems like fruits.

As time goes by worry will be disappeared.

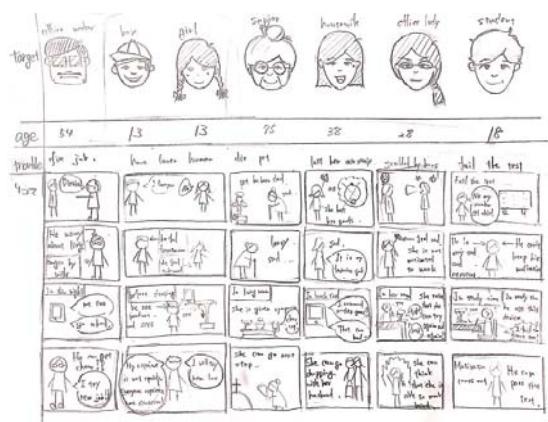


## **Field Work, Target Research**



5W1H

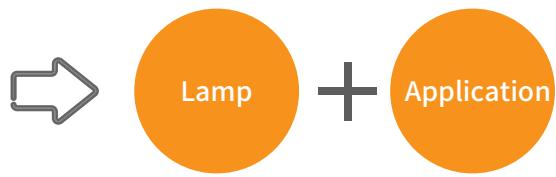
- |       |                             |
|-------|-----------------------------|
| Who   | Every people who have worry |
| What  | Unhappy story               |
| Why   | To change to be happy       |
| When  | the moment you feel unhappy |
| Where | Personal space              |
| How   | Products & App              |



## 7 Type of User

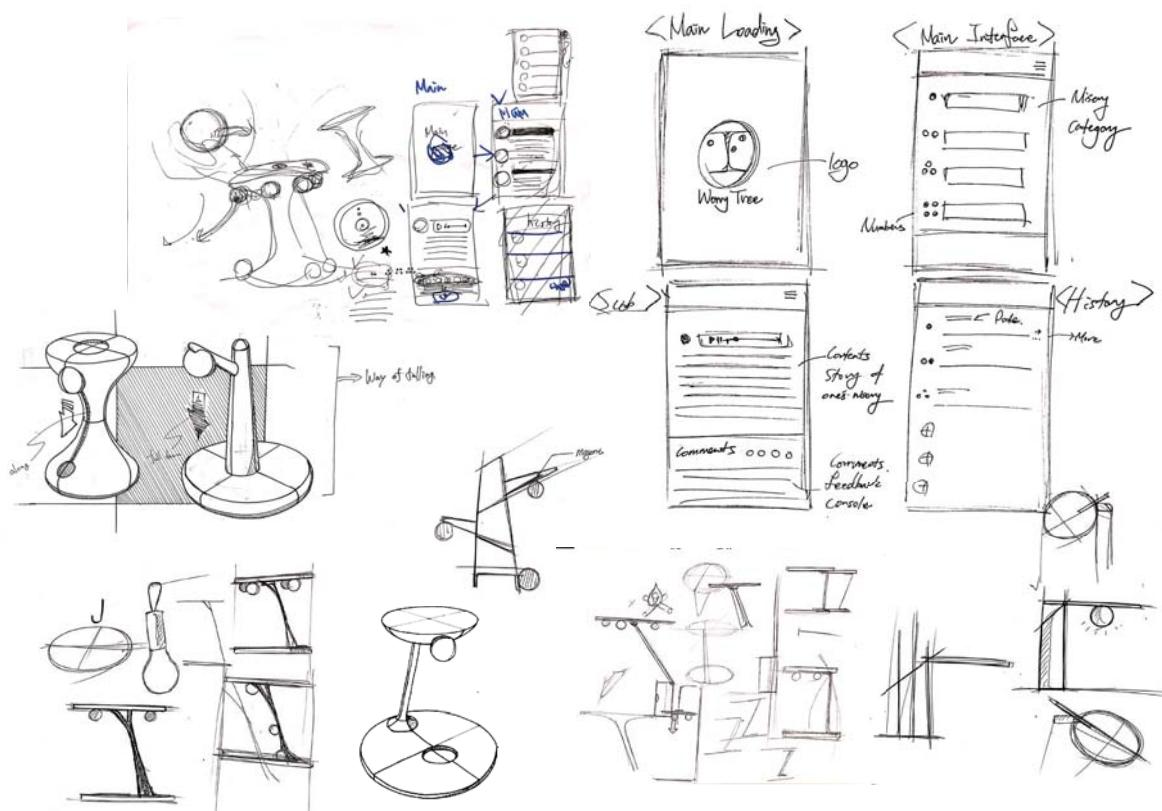
- 54years old Office worker  
13years old Boy  
13years old Girl  
75years old Senior  
38years old Housewife  
28years old Office lady  
18years old Student

## Ideation Process & Idea Sketch



### Ideation Process

We did a brainstorming about our idea. We choose some keywords emotional. We decided to design a light connected with application. And then, we considered about the shape of the light and the structure of the application.



Idea Sketch of Lamp & Application

# After workshop



"I experienced many things about Japan doing Team projects. Group work went pretty well and I thinkg it was successful. I am so proud of our output which is awesome and useful."

**Yoon In Young**

"Korean students were active. And It was interesting that Japanese have a negative image on something falling but Korean do not."



**Gyotoku Kosuke**



"Korean students were very good at drawing their ideas. I thought I should practice more so that I can work better next time."

**Yoshimura Kyohei**

"Japanese students considered carefully about the concept of design. I learned a lot from them and I was able to reflect on myself that I had missed essential parts in design process."



**Ock Hyeck Jae**



"I felt cooperation is more important than individual ideas for team work and I learned about how we can respect each other for make a special goal."

**Lim Hui Yuan**

"The Korean students knew about Japan well, even if they were not familiar with Japan as much I am. I did not know about Japan well than I thought."



**Shiotu Saya**

# PPAP

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MATSUO tosiki

OISHI miki

NAGURA kosuke

LEE eunsol

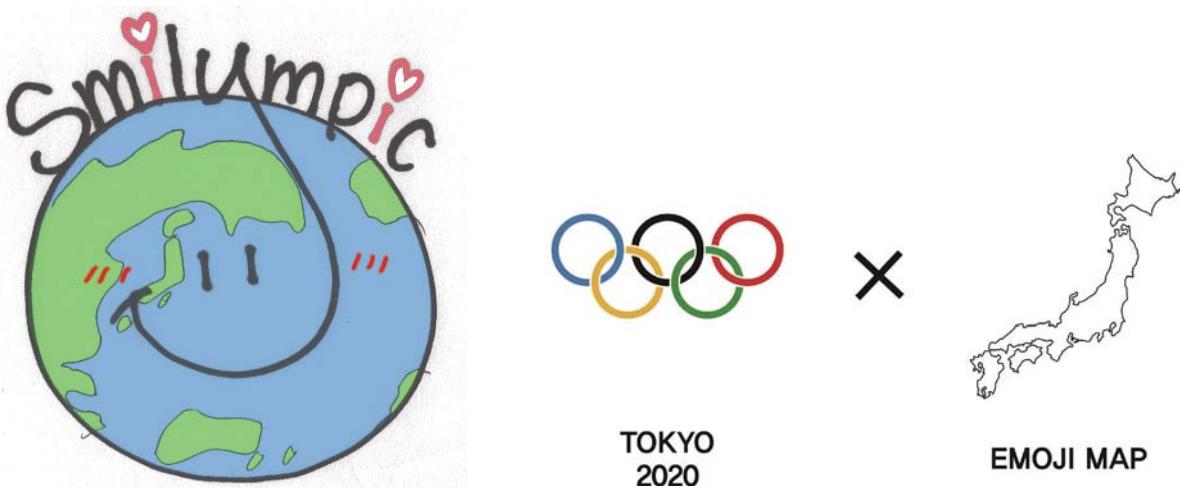
PARK hyunjung

LEE wonjun



# Final Solution: Smilympic

Emoji map in Tokyo olympic



## Background

Smilympic (Smile Japan) is a campaign that will be held in Tokyo olympic. When foreigners visit Japan, they post their feelings and photos on SNS, Smilympic collects data and makes them into emoticon. Share the smiling emoticons and change sad emoticons to smile emoticon. The more smiling emoticons, the more Japan smiles!

## Keywords



Tokyo 2020 olympic



Regional



Global



SNS

## What is Smilympic?



As a background, it is a part of Tokyo Olympic based SNS campaign, communicating with emojis. As the concepts are clear, instructions are direct that many people can understand at once.



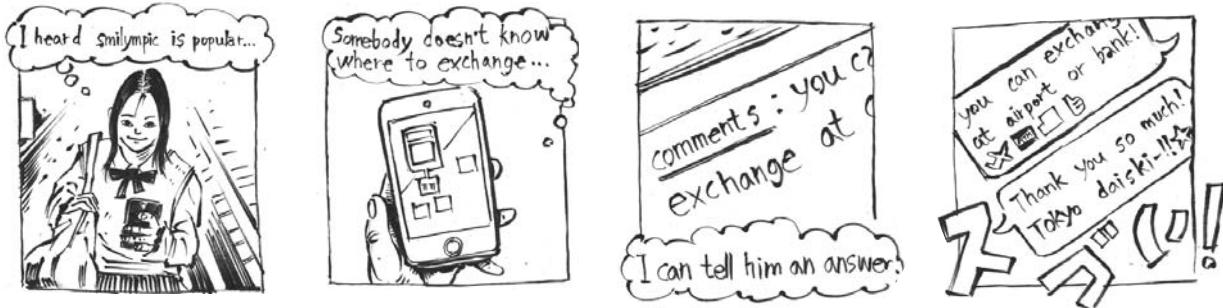
We can distinguish emotions with colors briefly. Negative emotions are gray, but it changes with rainbow colors when it becomes happy which is the goal of our service.



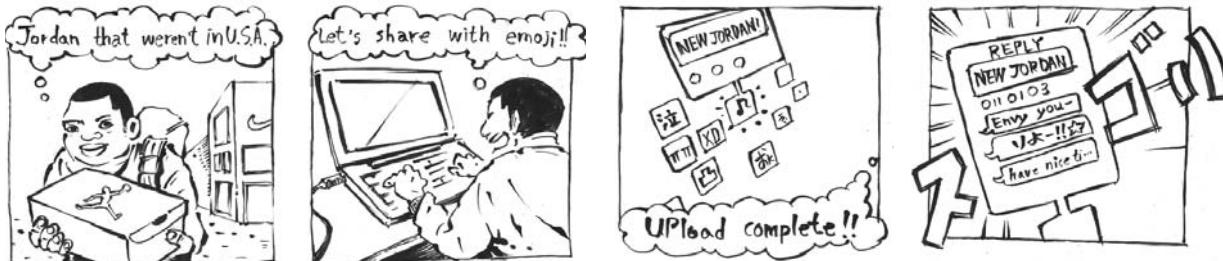
When those emojis are gathered, we can see a map, consisted of emojis. Numbers of emojis means numbers of stories. We expect various communications that are consisted of emojis.

## Problem Solving - Scenario

### Scenario1. Comments



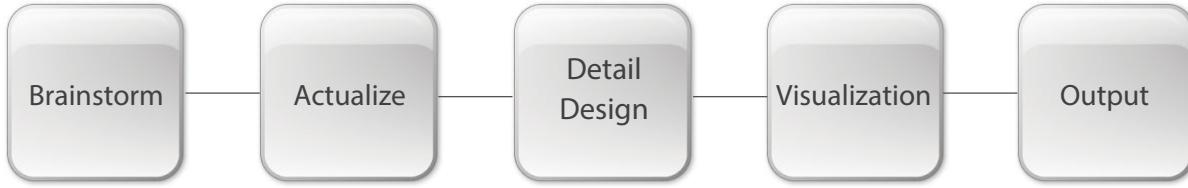
### Scenario2. Happy Case



### Scenario3. Sad Case



## Process & Methods



### Brainstorming



We first wrote words recording to happiness when we felt happy.

DRAWING  
well-being  
sharing  
game  
chocolate  
friend  
music  
take photo  
coffee  
SASHIMI  
fresh air  
kawaii emoji  
talking  
dance  
travel  
japan  
SNS  
accessories  
walking  
hot bath  
travel  
cute cat  
food  
drinking echo  
shopping  
hiphop  
slow  
spicy

So we gathered up our ideas and showed our feelings with emoticons.



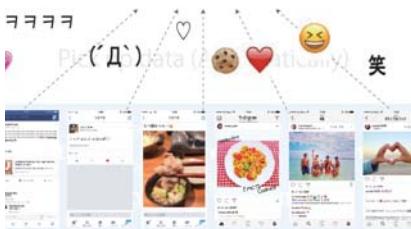
With emoticons, we can communicate each other easily.

### Idea actualization

As the discussion progressed, we selected keywords such as 'map', 'travel', 'good friends' and etc. While we kept thought about how to actualize those things to something, we recalled SNS campaign.

While we design a system and details, Tokyo olympic came to our mind. The characters of 'campagin' and 'Olympic' were matched very well, since those things were good to relate with 'global' keyword. Then we came out with 'Smilympic'.

## User research



Many people use SNS and when foreigners visit Tokyo, they will post their photos and feelings on their SNS. Smilympic gathers their posts and feelings and makes them into emoji map. Foreigners and natives can communicate easily with Smilympic.



The main users using Smilympic campaign are foreigners who visit Tokyo and the people who live in Tokyo. It gathers people all over the world.

They can connect to each other with Smilympic.

## Device



Smilympic is a campaign that creates emoji map. It collects data automatically from instagram, facebook, twitter, mixi, line, kakao and so on and makes into emoji map. People see the final colorful emoji map with Smilympic easily and see other people's emotions and feelings. Because it is easy to communicate each others, the person who is sad can feel better. Smilympic helps to make every people happy from Tokyo to the world.

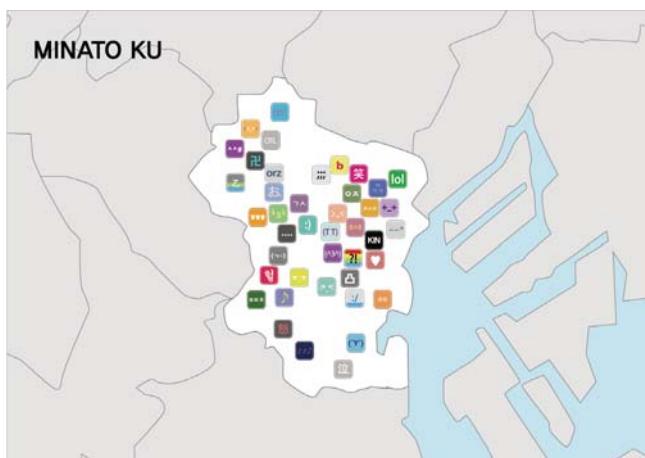
## Final process



First, login to the Smilympic.  
Click Tokyo (where the olympic is held) to start Smilympic.



Click anywhere you want to see or the place where you want to upload your emotions. For example, click Minato Ku to see what other people feels and upload your emotion.



Each of colored emojis means people who feels awesome, great, fine, high,etc. Gray emoji means sad, gloomy, down, bad, etc. With sharing feelings and communication with each other, gray emojis change into colorful emoticons.



The main purpose of Smilympic is to make people happier and better. The more colorful emojis mean the happier Tokyo! Share and make everyone happy.

# After workshop



**LEE eunsol**

It was a really good chance for learning Japanese culture. I also enjoyed workshop with Korean friends very much.

**Lee wonjun**



Visiting Japan was one of my dreams. I really liked the Japanese life style I had experienced through this workshop. I will visit Tokyo again someday.



**PARK hyunjung**

Talking with Japanese friends was a really good chance for learning Japanese and Japanese culture. I would like to recommend this workshop to other students.

**OISHI miki**



I was pleased that having a good time with our team. It gave me another sense of design. I want to visit Korea one day!



**NAGURA kosuke**

I really enjoyed workshop with Korean friends. I could practice speaking English too. It encouraged me a lot.

**MATSUO tosiki**



I was very impressed by Korean friends for their brilliant skills. It always inspires me.

