

DESIGN WORKSHOP 2019 IN TAMACHI

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OLYMPIC++ & DESIGN FOR SHARING

WORKSHOP
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OLYMPIC++ / DESIGN FOR SHARING

11-20 FEB, 2019



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DESIGN WORKSHOP 2019

IN TAMACHI

OLYMPIC++ & DESIGN FOR SHARING

Design Workshop 2019 in Tamachi

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Outline of Workshop

THEME

There are two themes(OLYMPIC++ & DESIGN FOR SHARING) for this workshop.

OLYMPIC++

Within the theme of 2020 Tokyo Olympic, ten Teams(1-10) of undergraduate students randomly selected one keyword of the eight (Transportation, Shopping, Food Culture, Rest, Game Watching, Cheering, Safety, and Free).



DESIGN FOR SHARING

Three teams(11-13) of graduated students conducted Desk & Field Research on the theme of sharing to find people's pain points and needs, and freely select a keyword.



SCHEDULE

	2/11(Mon)	2/12(Tue)	2/13(Wed)	2/14(Thu)	2/15(Fri)	2/16(Sat)	2/17(Sun)	2/18(Mon)
10AM		Ice breaking Understanding - Theme / Project planning						
11AM			Research (Field work / Free time)	Company tour (DeNA)	Company tour (Nikon)			
12PM								
1PM	LUNCH TIME							
2PM		preview - themes	Research - desk r. / interview / observation ...					
3PM	Orientation	mid - check		Culture Experience (KMU only)	Scenario/ Storyboard	Prototyping	Presentation	
4PM	Grouping			L-F prototyping				
5PM		Welcome party						
6PM								
7PM								
8PM								Farewell party



TEAM PROJECT

2020 TOKYO OLYMPIC++

Team 1	WAVE
Team 2	Ore-Pic
Team 3	TOMOPI
Team 4	ASOBO
Team 5	SHARE LIGHTS OUR WAY
Team 6	MOST
Team 7	WAWA
Team 8	OLYNK
Team 9	SMC
Team 10	TOKYO 1964-2020

WAVE

OLYMPIC X RECYCLE

Rang Eunho

Lee Yeonjae

Lee Donjun

Kanamaru Hinako

Son Junseong

Kuramochi Takkaki



Concept



Olympic hosting involves big number of foreign travelers.



Japanese recycle system is not really easy to approach for the travelers.



So we will propose a system that will help the travelers classify the wastes in a proper way.

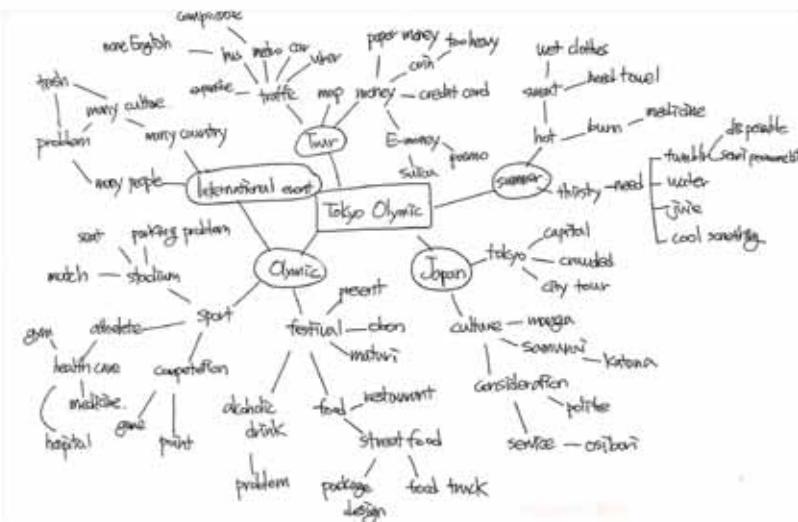
Informing the visitors the right way to recycle.



Our Project: Wave introduces foreigners the right way to classify wastes with two main features. One is manual about the system for people who would eagerly sort the wastes. It will give them information about the right classifying of the trash and the days of the week with intuitive shape in place of the texts.

The other is an oshibori for the people who classified their wastes well.

| Brain Storming



We started brainstorming from the main key word 'Tokyo Olympic'. Since we got 'free' from the key word boxes, we did not have other key word to start with. Then we popped up with the main branches.

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.

| Persona



name Jake Guðjohnsen
nation Island
gender male
age 42
job product designer

- a good recycler
- very diligent, able to adapt to new culture.
- eager to go out sightseeing.
- not aware of the Japanese recycle system yet is eager to know.

A new decent manual for recycling.



name John Hudson
nation US
gender male
age 53
job physics professor

- not a good recylcer
- curious about different cultures.
- just followed his wife to Tokyo, not very interested in athletes.
- weak to heat due to age.
- not really into recycling.

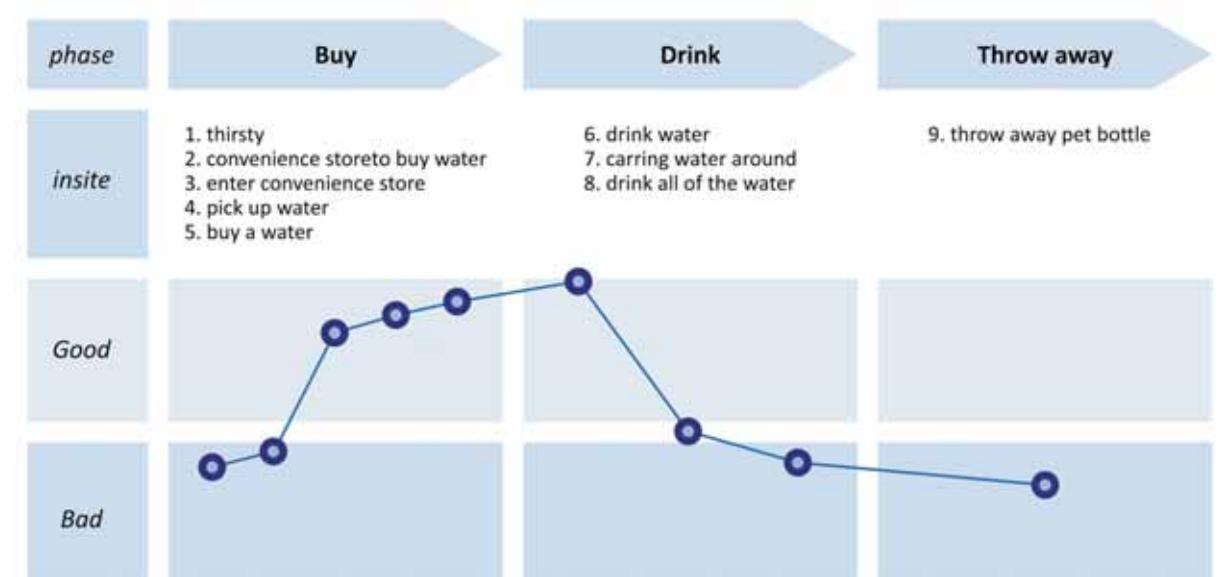
A good reward for recycling that helps him endure heat.

| Field Research



A field survey was conducted to compare the status of the separate collection of tourists and residents. It was done around Roppongi, Ginza and Asakusa which was mostly attracted by tourists. According to a comparison of the status of the students living in the group and the advertisement, the result is that the more foreign tourist areas are, the less the number of foreign tourists they receive.

| Customer Journey Map



| Problem



Too many colours

Too many colours distracts the user's eyes from the point.

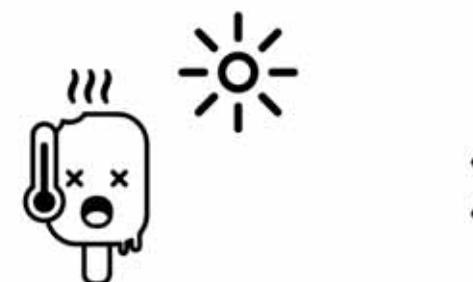
Unneeded description

The 'collected even in rain' is written even though it is definitely unnecessary.

Lack of reward

People are not rewarded for their deeds so they do not do their job properly

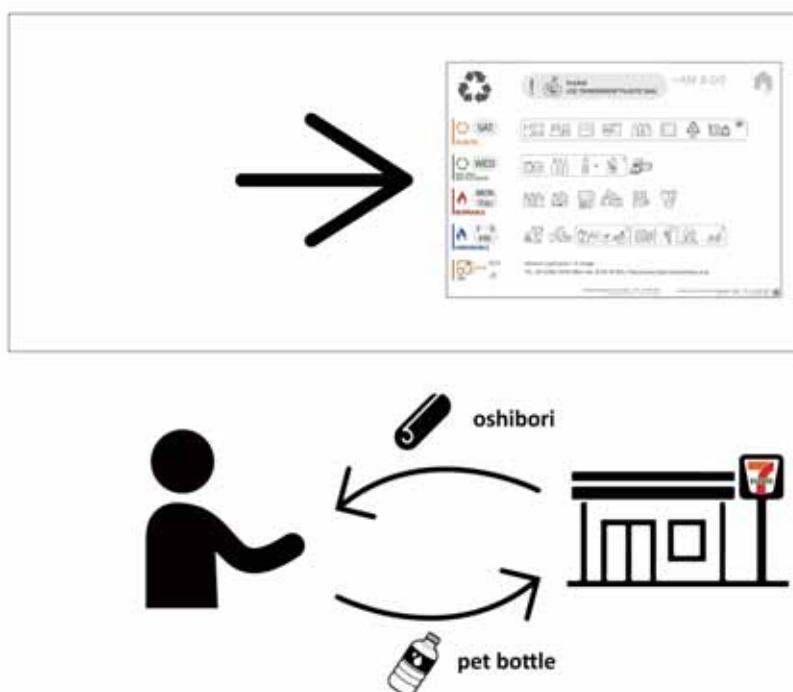
| Branding



body paper
(such as "Gatsby", etc...)

"Gatsby" uses the same material as "paper oshibori," which costs about 2 to 5 yen

| Service Scenario



Our service consist of two parts. One is a new manual for the people who cannot understand the recycle system of Japan. The other is a system that gives oshibori for the pet bottle the user gave. It will be done with the existing system: RVM which is already used by some franchise convinience stores.

| Manual Design



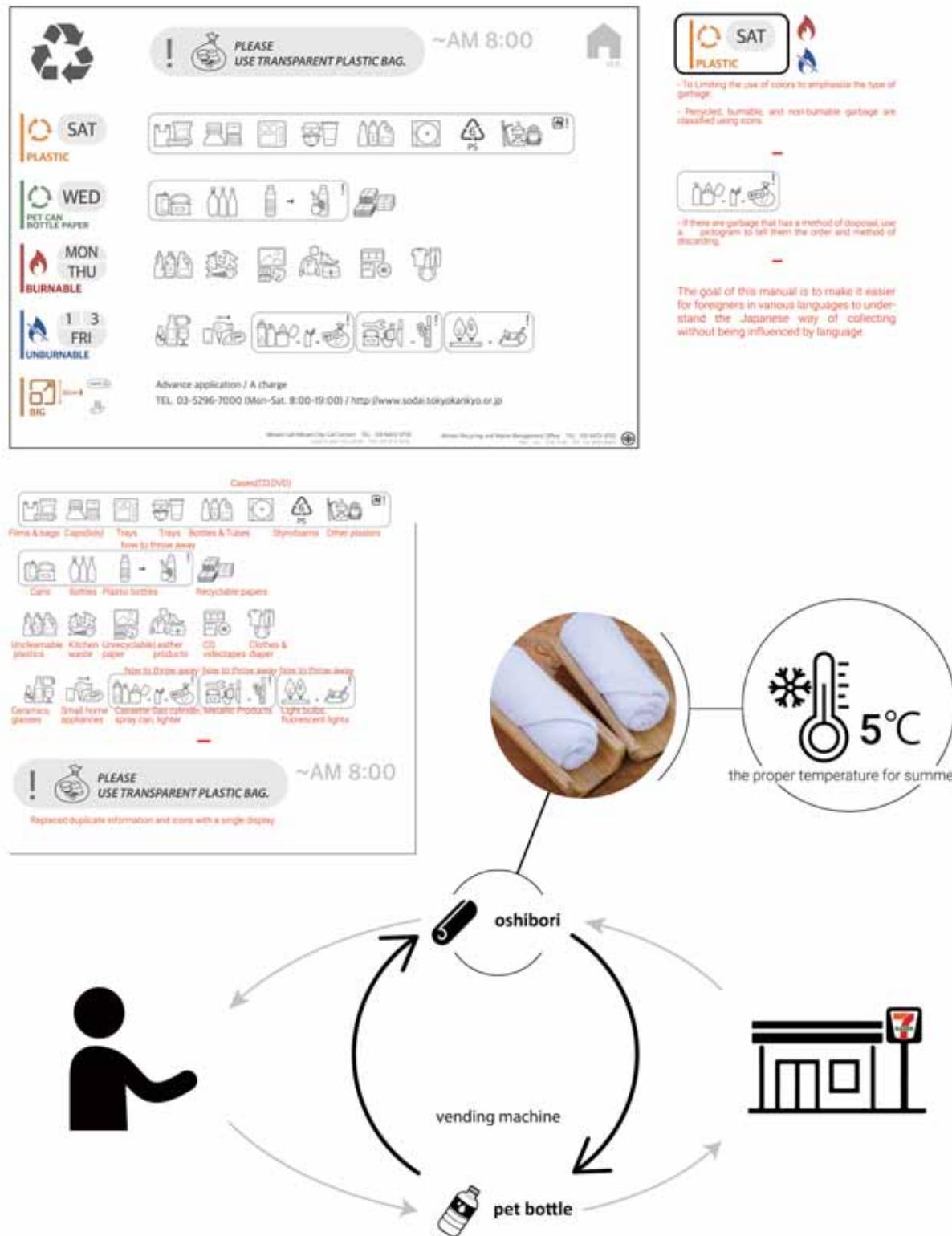
throwing-away days



Language restrained to the hilt

Our new manual was designed to make it easier for foreigners from many countries to understand the system of recycling in Japan without encountering a language barrier.

Prototype



After Workshop



Kanamaru Hinako

"It was hard to fix the concept. I got to think that Olympic has many problems to solve."



Kuramochi Takkaki

"I felt I have learned many things throughout the PBL. I would like to take a step forward taking this experience as an advantage."



Lee Dongjun

"It was good to meet a good team member and get all the fun and experience together. Based on this experience, I want to work hard in Korea."



Lee Yeonjae

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



Rang Eunho

"I think I came to get more enthusiastic throughout my life: getting to know what I lack of and what I have. I had a great time, and everyone was great."



Son Junseong

"It was a meaningful time working with someone with different cultures and knowledge. If I have a chance, I'd like to join in next time."

Ore-pic 俺ピック

OLYMPIC X CHEERING

Choi Yeonho

Kim Hyoju

Noguchi Reina

Kadowaki Shunta

Kashiyama Yu



I Concept



[Cheering] :

1. Encouraging, encouraging
2. Acclaimed

our concept is opening a branch of new cheering. We focus on reinterpreting the meaning of cheering and creating something that people from other countries can share.

Service Design for who is Not only the athletes, but the Olympics everyone enjoys



We went to the team lab in Odaiba. In team laboratories, We were able to discover what is helpful for light and sound and human interaction. We got memories and discovery, it was a very good time. We saw what adults, seniors and children enjoy. We tried to use what we felt to support, cheer the Olympic Games.

Brain Storming

Cheering

- Support players
- General cheering
- Festival mood
- Make non player can enjoy
- Engage people
- Attract tourist

Point System

- Experience exercise, you will be provided.
- Compensation after regional checkpoints
- ex)  Pokemon Go
- Sport facilitates minor sports

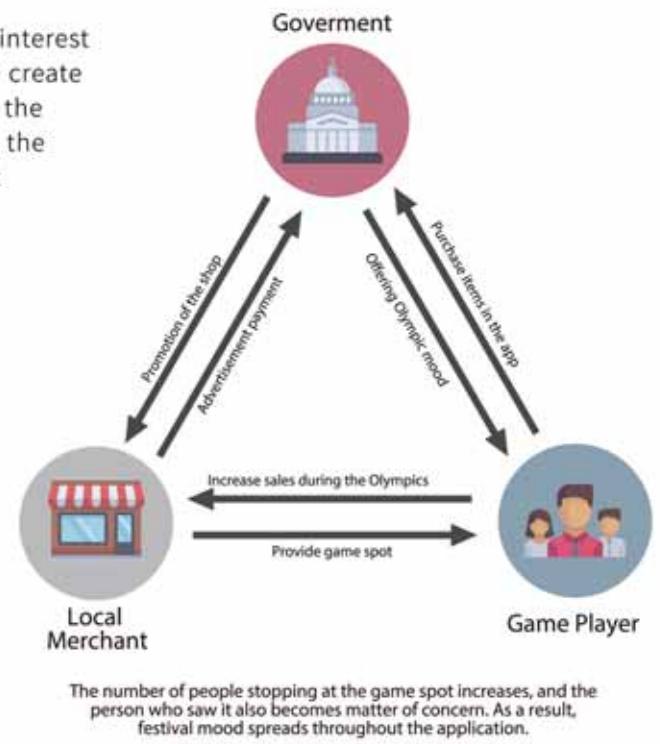
Problem

- Communication
- Different language
- Talk to strangers
- Not common
- No interaction

Relation

Olympic organizers can expect to raise public interest in the Olympic Games through games and create a festive mood with citizens. In addition to the stadium where the Olympic Games are held, the check points were selected including public facilities such as parks and museums.

We propose an interaction that expresses our emotions by sending the avatar brought up by the player from the smart phone to the large screen in the venue and displaying it. For example, when the awards ceremony is held after the competition, not only clapping and cheering but also avatar with a smiling face on the screen can be displayed to express the feeling of the audience in real time, a new form of cheering is born.



Field Research



Team Lab

Venus Fort

Both locations are facilities that focus on user interaction. It is a place that attracts many tourists by combining art galleries and shopping malls that can be boring.

Game Scenario Map

	1. Find game zone	2. Play game	3. Collect point
How	Digital map in the application	Moving & shaking phone To display on the screen	Go to the zone Play olympic games (Experience point)
Why	For play game	For special experience To collect point	For level up of characters Apply for goods(%)
What		Olympic game	
Who	User and merchant	User	User
When	Before the olympic	Enter the game zone Connect to kiosk	Before the olympic Visiting the game zone
Where	The whole of Tokyo	Public monitor Everywhere (get items in a game zone)	Game zone

Problem

	Stadium	<ul style="list-style-type: none"> - If you don't have a friend to cheer with you feel alone - bottle & glass can be broken - so excited that can't control drink
OUT	Street	<ul style="list-style-type: none"> - waste after cheering - noisy - difference in supportive
IN	Home	<ul style="list-style-type: none"> - attract people from over the world
	Sports bar	<ul style="list-style-type: none"> - midnight cheering - hit by swinging a muffer - instrument noisy - garbage problem - the toilet is crowd - after night time cheering - traffic congestion - boozing to other team when their team lose

UI Prototype



Intro Screen

On the Intro screen, the words "Ore-pic," which "ore" means me in Japanese. "pic" means Olympic, appear on the screen, and the game begins. Tokyo's streets and attractions appear on the screen with Intro, promoting Tokyo.

Service Scenario



He is a young man not very interested in the Olympics.

He always gets sports information from the TV.

He like to play game application. Make avatar and start the game.

Enjoy games around the spots, and get points by playing games.

You can learn rules of sports through game.



Character Selection

This screen allows you to select or create a character to use. There are up to three character account slots, and two types of character jobs are available: players and coaches.



Depending on the number of points gathered, you can get an Olympic ticket and view the benefits video.

You can use the collected points as electronic money.

You can send the ale to players by own avatar and displayed on the screen.

Players can support the athletes in a new way while experiencing the Olympics.



Character Setting

In character settings, one can choose various settings such as country, sex, skin color, face, height, hair style, and body type. Some of these items can affect performance.

I Prototype



Let's strengthen the Stat

Let's strengthen the character's ability to win the game against a strong opponent.
Let's get a lot of medals, switch to Ruby Point.

Let's choose a sport.

Let's experience various Olympic games and learn the rules. Let's experience the Olympic Games first hand and understand them better.



Let's play the story mode.

Let's gather points as we go through story mode, experience Tokyo from place to place and enjoy the Olympics together.



Let's play the new Olympic Event

Let's experience and learn about the newly added events at the Tokyo Olympics. Let's cheer for the new event.



Choi Yeonho

I think it was a good opportunity to learn a lot about Tokyo or Japanese culture during the workshop in Tokyo. I learned about the design process of Japanese students.

Kim Hyoju

While I was in Japan, it was an opportunity to study Japanese, and I was so happy to have Japanese friends. It was good to think deeply about Tokyo Olympics.



Noguchi Reina

It was fun to explore the broader meaning of cheering than I normally thought. It was good to be close with Korean students.

Kadowaki Shunta

It was good to have a Korean friend. It would have been better if the workshop period was longer, but it seems a little short.



Kashiyama Yu

It was good to learn Korean culture and design style, and I think it was a good time to study the similarities and differences between Korean culture and Japanese culture.



TOMOPI

OLYMPIC X SHOPPING

Yoon Taejune

Song Heeseon

Go Eunbi

Mitsufuji Tae

Fukuta Shun

Anazai Ryusei



I Concept



GET POINT BY
ENJOY THE GAME & TRIP



Our service name is TOMOPI. We defined our service as promoting shopping through the Olympics. We'd like to give consumers a point at the Tokyo Olympics through a process of exchanging and harmonizing with people of all races, and using those points to make good memories.

Consumers can take points if they get less than 10 yen in shopping, or if their continental team wins, or if their continent fails, they will high fives with a winning continental cheerer.



I Ideation

Assume :
People want to make special memories
in overseas

Keywords :
Engagement (Main theme of the Tokyo Olympic)
& Color (Three color of the symbol of Olympic)

The way to combine
these keywords to the shopping :
make the point to encourage people
to go shopping



I Field Research



Akihabara Yurakucho

Kōkyō / Ginza (later)

Our team went commercial district in Tokyo.
Seeing those places,
we found few problems,
and had a plan to services
that we made.

I Pain Points

MAKE THE POINT SYSTEM : ENCOURAGING PEOPLE TO SHOPPING

- #1 How can people be equally provided with points?
- #2 When people get the point?
- #3 There are so many kind of coins, that so hard to make a payment
- #4 Hard to find the way because of the difference of language
- #5 There is no contents excepts the Olympic Games



I Persona



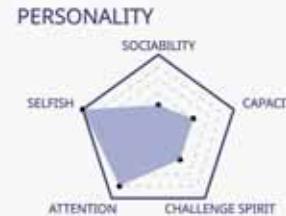
NAME HEESEON SONG
AGE 23
GENDER FEMALE



Wanna make more foreigner friends
Wanna go shopping with Tax-free
service Wanna tour somewhere full
of local people (not traveler)



NAME ZHANG YUEXIA
AGE 29
GENDER MALE



Wanna eat many delicious things
Wanna travel somewhere make fun
myself Doesn't like to travel
because of the Language



NAME SUZUKI FUKU
AGE 50
GENDER MALE

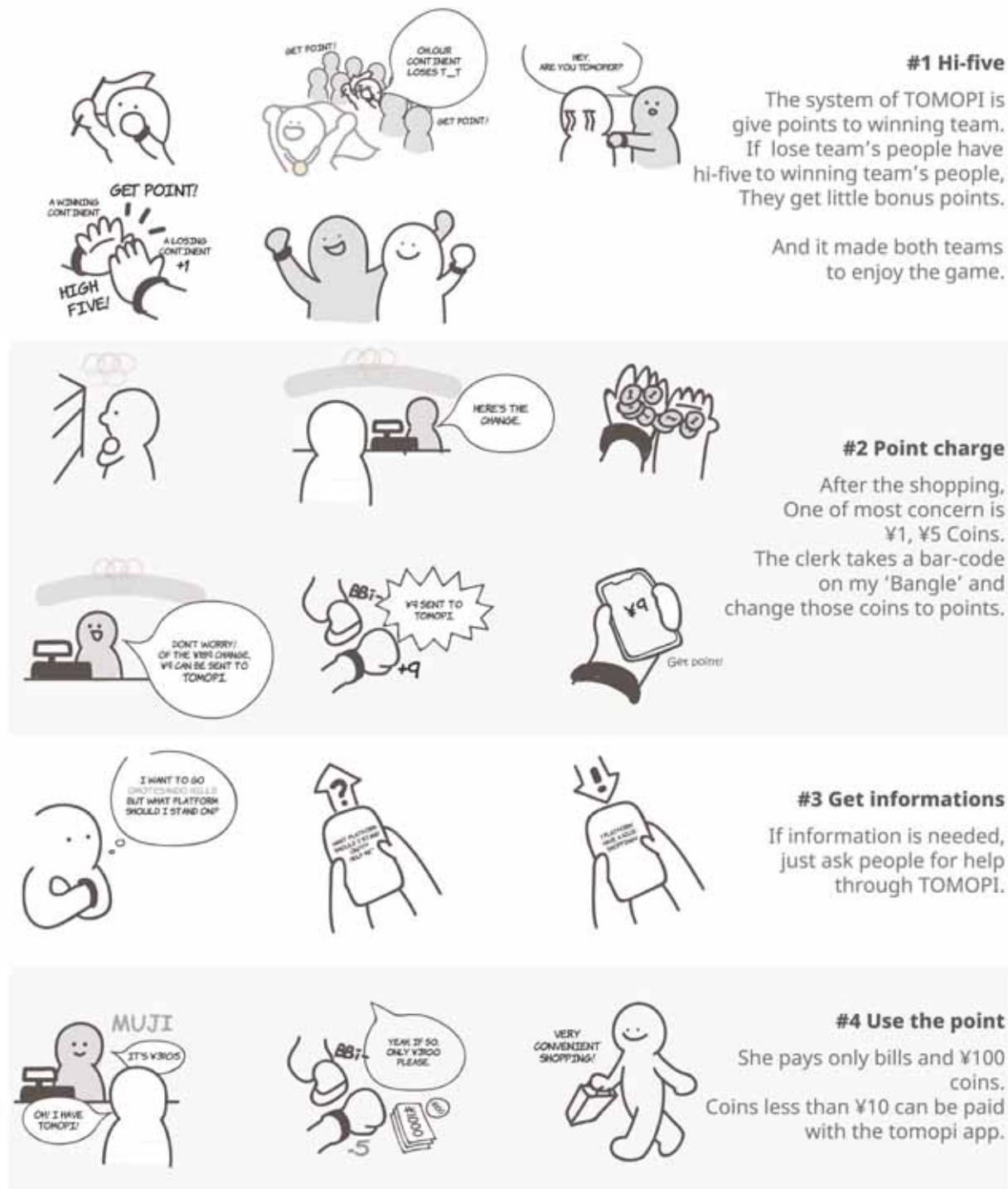


Wanna enjoy more Olympic Game
Wanna communicate with foreigners,
but take fright Like to travel, but have
physical limitation due to age

I Customer Journey Map



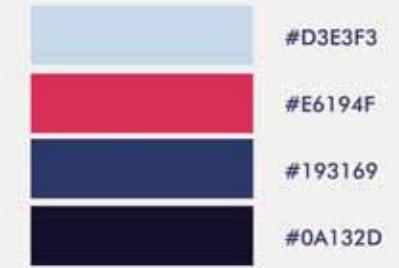
I Service Scenario



I Branding

ともぴ:tomopi

Engagement between you and me | Travel & Shopping



ともだち + P (ポイント)
Friend, Companion Point

TOMOPI's name included the meaning of 'Engagement'. Through our service, we want visitor in Tokyo feel comfort and friendly with the city, and moreover other country's people through The Olympic seasons.

I Product Design



拍子木 Hyoshigi



杓文字 Shamōji



We brought the concept of cheering goods from Japanese traditional one's. There're few types, and we choose Hyoshigi and Shamōji to show the examples of our branding. Owner is able to choose the words in it.

App Prototype



Main menu
Notice of my current point status & Our Olympic team's score

Shopping / Location Service / Point status / Q&A menu

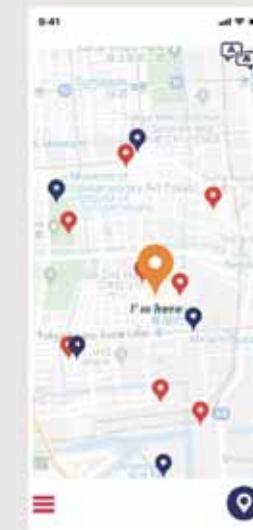


Team Setting

Interface colour is setting differently on the basis of user's country



Sub menu
Shopping / Location Service / Point status / Q&A menu



Bangle

TOMOPI / Olympic game entrance management device



ASOBO

OLYMPIC X GAME WATCHING

Im ChanYeong

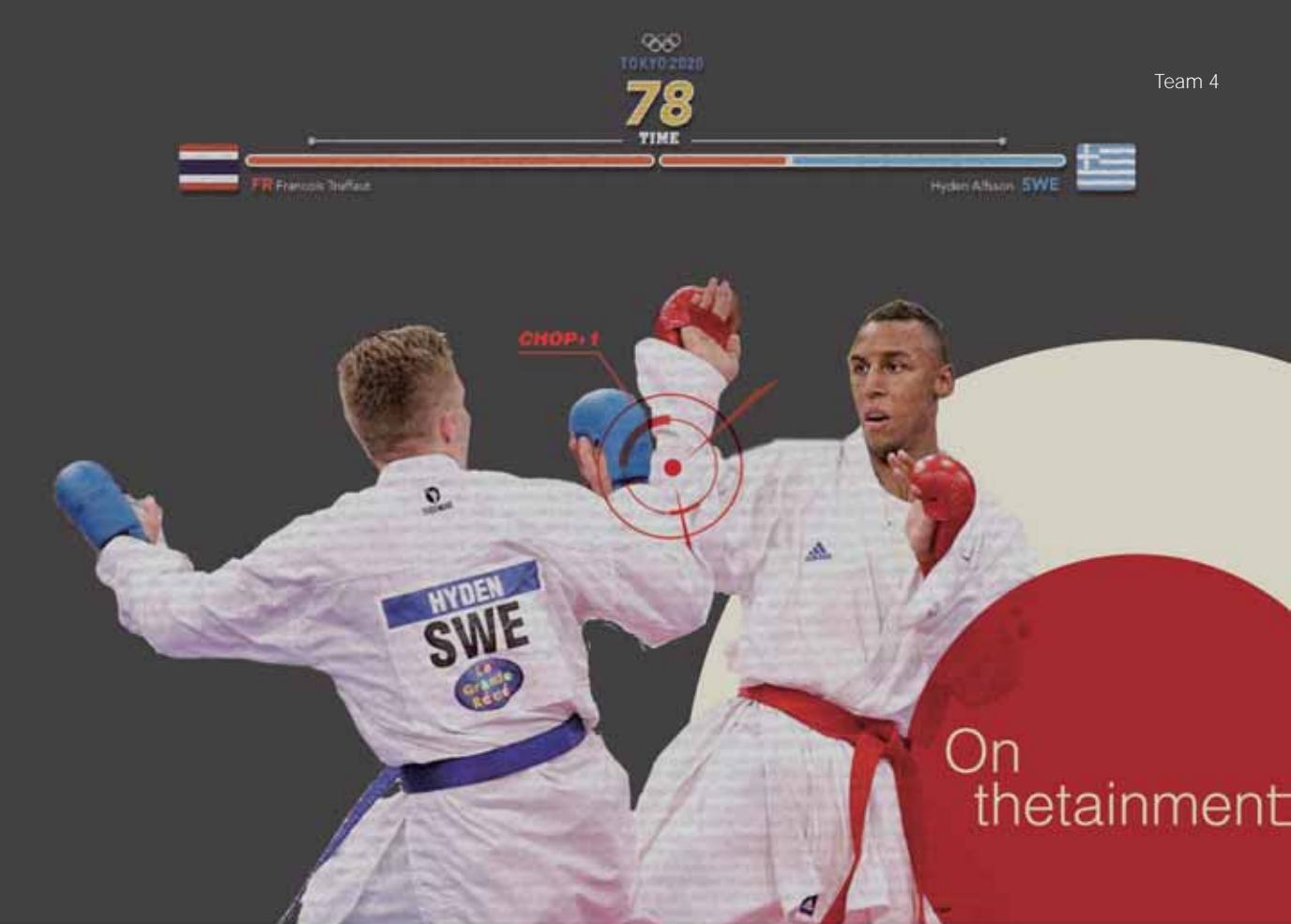
Uematsu Daichi

Ro Youngjo

Kozai Shunsuke

Jung Jaehoon

Tsuchiya Seiya



ONTHEATMENT

'On the tainment' follows the spirit of our subject theme, 'let people watch 2020 tokyo olympic with more fun & easy'. We are using mobile platform youtube to service live watch to all around the world with entertainment. With this service, people can enjoy each of their own olympics by their mobiles and can watch the olympics with game effects, the red letter 'o'represents the national flag of japan and also represents our main platform 'youtube' as well.

Concept

GAME ? **WATCHING**

Focused on the word 'WATCHING'

To make spectators understand the difference between karate and similar sports, we created contents to explain them.

To make the experiences of watching games better, we devised visual contents such as motion effect and ui.

Ideation



Idea Description



Journey Map Discussion

BRAINSTORMING

Firstly, we focused about our theme and made persona to make ux design more comfortable and set the additional things that included. And, after setting the persona and the main theme of our project we set the journey map to find out the things that what actually the user needs will be.



MOTIVATION

JAPAN'S GAME & ANIME

We started from the official 2020 Tokyo Olympic video clip, which shows sports performance with famous game or anime characters of Japan.

Showing the sports events with the visualized effects, that we can see on game, can help the people to see understand more easier and more intuitive.

KARATE

Among new events for 2020 Tokyo Olympics, we tried to focus on Japanese traditional martial arts 'karate', because Japan has history that 'judo' had adopted as a main event on previous Olympic in Tokyo 1964.

Persona



Robert (22)

Country England

Job Student

Hobby PS4 Games, Sports

Characteristic Like PS4 games (TEKKEN or Winning Eleven)

Robert lives in Liverpool. He goes for football match on weekend with his friend some times. Mostly he plays PS4 games after school, such as Tekken or Winning Eleven. He does know that there will be Olympics in Tokyo next year, but doesn't know much of it.

Journey Map



Field Research



Asakusa



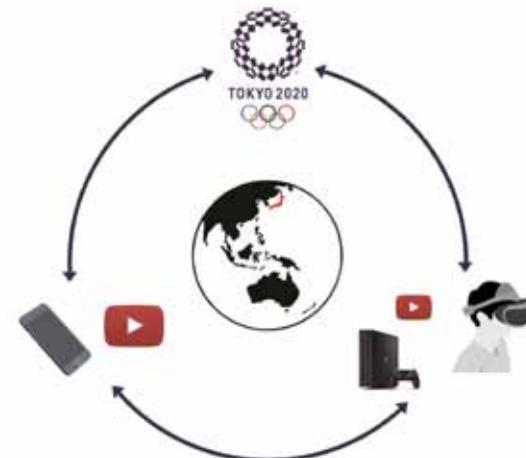
Akihabara

To know the traditional martial arts - Karate, we went to Asakusa where we felt Japanese style.

Here we were able to deepen understanding of Japanese anime and game culture.

Through mobile platform, there could be various situations. So we followed our persona to make our concept more specific.

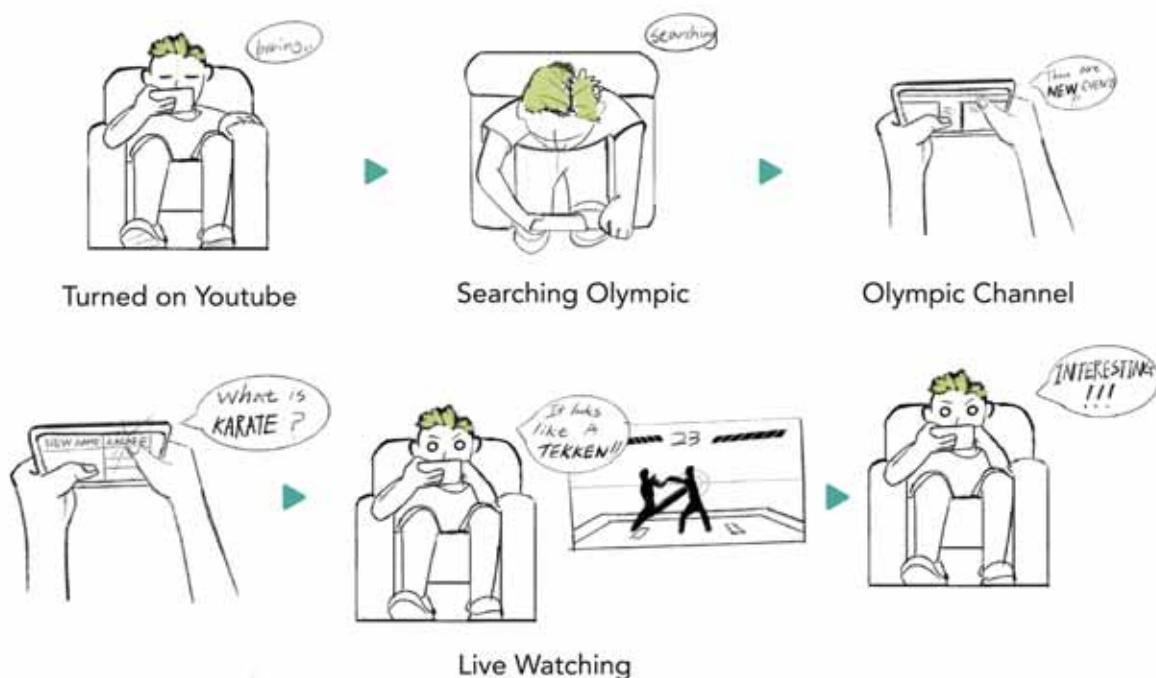
Service Details



ABOUT SERVICE

Our service is using mobile platform as a main service. Able to see the olympic match-up by schedule with no constraint by places. Also provides the sports event with various game ui & graphics to make it more easier & interest.

User Scenario



We set our target as a people who are unfriendly with new events for tokyo olympic.
Even for the people who doesn't had any interested about the olympic will get it with our services.

Final Design



As following the first ideation process, we designed to broadcast live match looks like game screen. So we designed ui looks more like what we have seen on game screen.

Main Platform



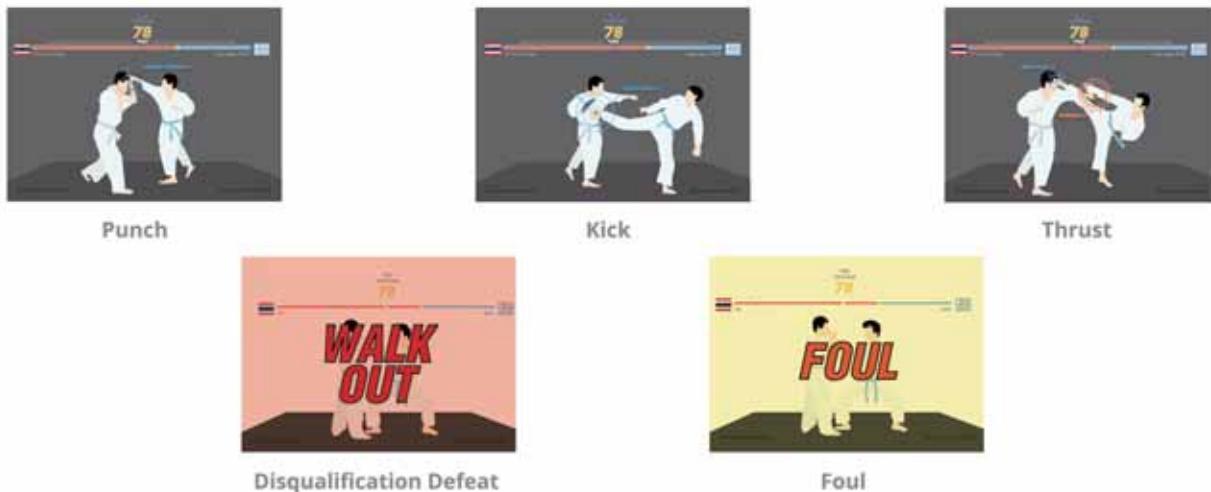
With considering the main stream format, we choosed to show our design on mobile platform to broadcast the olympic to worldwide. Took the original platform of youtube to make people to use our service more easily.

Prototype UI



The overall UI is designed to help viewers understand rules of the game in a friendly and intuitive way.

Prototype Effect



Shows side effects when the players gets the points. Effects are popping out on the part where the movement made the points. When the player gets yellow card, the screen blinks as yellow for a second. When the players ordered to walkout, the screen blinks as red for a second.

After Workshop

Ro Youngjo

Jaehoon, chanyeong, shunsuke, tuchi, daichi i'll remember friends who met in this projects forever. I wish a big fortune to all of our members.

JaeHoon Jung

It was really happy and lucky to meet our members. It was so precious time. I learned a lot through this program and had really goodtime in japan.



Im Chanyeong

I came to japan for the first time, but i really enjoyed meeting with new friends. And i could share and understand many things by co-working with members.

Kozai Shunsuke

It was first time to participate in workshop and i had a lot of experience and association through this project. And i learned the difficulty and importance of cooperating with other students and english skills.



Tsuchiya Seiya

This experience was brand-new feeling to me. I want to know them more and try another projects. I'm glad to join this project.



Uematsu Daichi

It was kind of short time, just for a week but i had really good time . At the time we started the project, i had bit of worry but we could finish the project well.



SHARE LIGHTS OUR WAY

OLYMPIC X SHOPPING

Lee Dongeun

Park Hyunjin

Lee Taeweon

Haga Marika

Matsui Sayako

Sakai Tomoaki



| Concept

SHARE
LIGHTS
OUR WAY

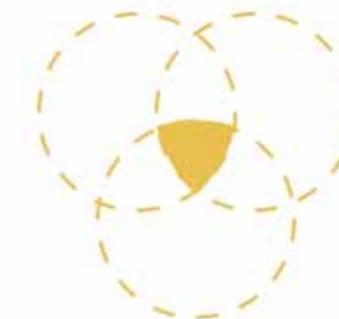


OLYMPIC + SHOPPING

This app is for foreigners who come to Japan during the 2020 Olympic. They can use this to purchase the voucher of goods (food, activity..) and to donate each region of each goods by about 5%.

TORCH RELAY

In Tokyo Olympic, torch relay's Theme is "Hope lights our way" and in Paralympic, " Share your Lights". It starts on March 11th.



DONATION

Foreigner can use this to donate each region of each goods by about 5%. If they want to support Tohoku, they purchase the Tohoku goods on this app.

PROMISE / 約束

Our service is based on promise between user and the local Japanese. The user promises the local to come back and the local promises them a gift that they want.

Brain Storming & Field Research



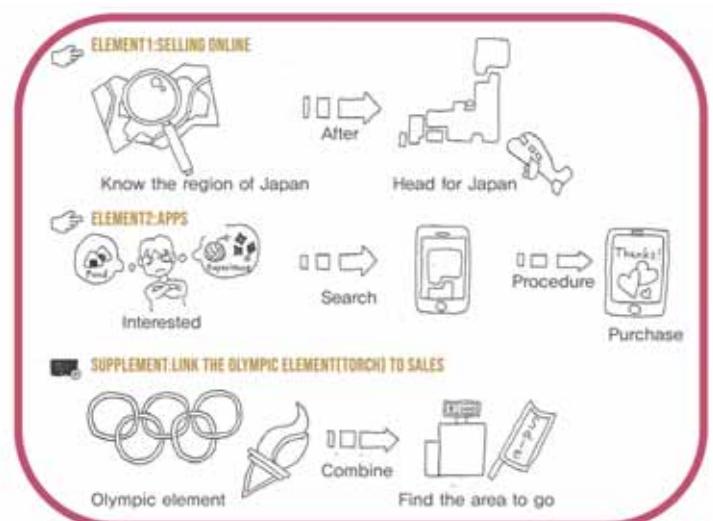
We started brainstorming about two keyword Olympic and shopping.

We divided each words and sorted the words into related ones.



We went to antenna shop. We notice that there are many good traditional crafts and foods in local region that are not known by foreigners. So spread traditional local charm (sights-seeing, crafts, etc...) for foreigner, increase tourist not only Tokyo also other local regions. It connects regional revitalization.

Direction / What we will make



More people will come to Japan if it becomes a promotion for Japan's region. Also, if access to items of interest or travel goods becomes easier, it will lead to more purchases.

Because of these conditions, we decided to design the application as a tool to hold the meaning of the Olympic together.

Concept

Rather than just looking at shopping commercially, we focused on barter. In Japan, if you pay taxes to other regions, they send you a gift with no payment. When foreigners pay attention to the Olympic, we thought it would be better to avoid capital concentration and to enjoy the glory nationwide. And we thought it will be great that with torch relay. We found it interesting to send a "gift" (voucher) so that when a foreigner paid for it in the concept of patronage, the area would be more comfortable and joyful when they visited the area as a token. We believe this app will be longterm kept to Japan as well as during the Olympic.

In order to increase the opening and participation rate of the torch relay event, we are also thinking of a way to show the location of the torch in real time and increase the discount rate in close to the flame.

APP DESIGN CONCEPT

Furoshiki is a kind of blanket that purpose of wrapping up things. Sashiko used for patching old individual fabric in one secure. So we used the furoshiki and sashiko for our main layout to show the true meaning of Olympic, 'Peace and Harmony'.



Structure of application



STRUCTURE

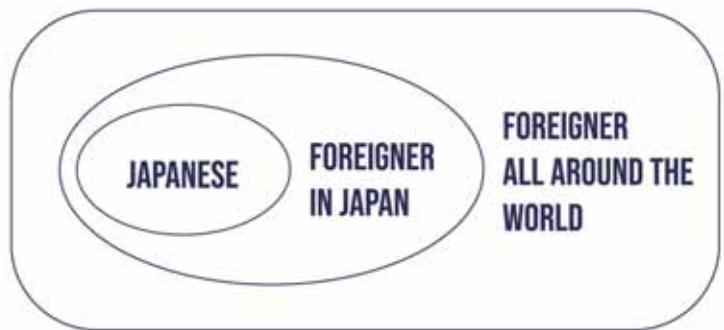
We worked on the framework of the app. So for the efficiency of the work, we've made four large blocks. Login, main menu, product selection, purchase. And then the elements that would go into it in a notebook and sort out them. We've listed the types of information required for each process based on the elements we've classified. And then we organized the structure.



LAYOUT

We discussed how the structure we created in the previous course will be constructed within the app screen. After the thumbnail sketch, we shared our opinions and configured the screen to best suit them.

Persona



First we thought of three target in Olympic, Japanese, the foreigners in Japan and all around the world. we decided and specified our main target as foreigner who come to Japan for the first time during the 2020. They mabe interested in Oylmpic, but not in Japan culture. In addition we enlarged the additional target to all.

Service Scenario

1. The app makes them know Japan and have interest in Japan.
2. They purchase the voucher limited for each period, then this app promise(Yaksoku) that they can get Goods for within the period.
3. For many foreigners come to Tokyo in 2020 and some foreigners come to other region after 2020, they cand get goods in antenna shops at Tokyo or in official shops at each region.
4. By purchasing the voucher, they cand donate and supprot each local region in Japan.



UI Prototype



1

INTRODUCING THE APP

This screens are start page and explain the true meaning of the Olympics and concept of torch relay.



2

INTRODUCING THE APP

Show the purpose of this app for danation. Next page is login. They can enter the app by Google, Facebook, Instagram, Twitter.



3

MAIN PAGE & MENU

There is the main page, Can you see the red light? That is Torch's position. That religion's gifts are discount!

There s the icon of search, favorite, recommend, my donation (the list of what I bought) and cart.

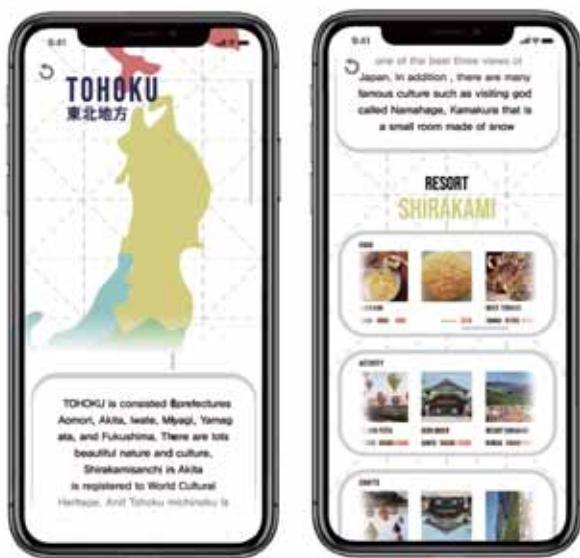


Prototype

4

LOCAL DETAIL

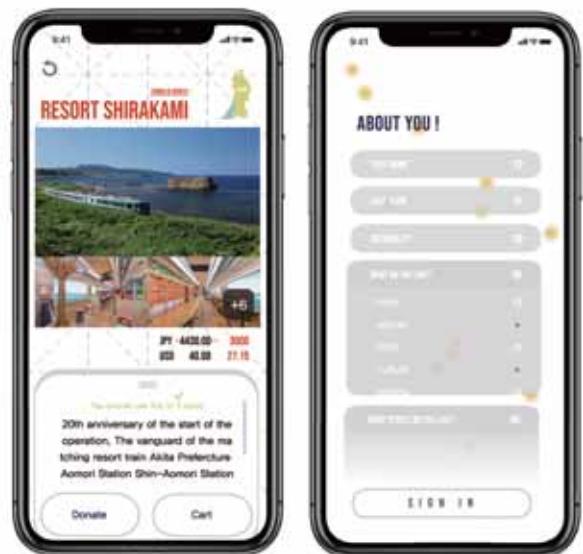
After you choose local region, show local detail. It tells us famous things and feature of this region. And you swipe up, having a list of goods in the region. The list is divided into categories (such as activity, crafts, food, and more.).



5

SELECTED GOODS PAGE

This page tell you the information that you select. Gift's detail, recommend gift, discount rate and donation rate. Touch the 'Donation', you can buy. We will tell you the recommend item with your taste.



6

FEED BACK PAGE

After donation, there is the greeting messages fore it and the animation that the light turns up.



Dong Eun Lee

Before we started, I was worried that difficult communication and different culture. But after a few days of conversation these concerns are gone. I felt that this workshop would allow anyone in any environment to share their opinions and work. They are nice, so I want to keep in touch with them.

Hyun jin Park

This workshop gave me an opportunity to feel that I can do anything if I want. I tried to communicate with all my heart, I felt great joy that we did it, no matter what the result was. I'm very grateful to my team for trying and trying to understand.



Marika Haga

Through this workshop, I'm able to make new friend. All members are kind and funny. I enjoy spending time with them. And I want to improve my ability. I'm going to study hard. I'm glad I participated in this workshop!

Sayako Matsui

In this PBL, my group had friendly relationship and Korean member have so high level skill to design that I felt I must get my design skill higher. And I can speak English more than past and help the other members to communicate with Korean. I was so glad to feel that.



Tae weon Lee

I thought Korea and Japan had lots of commons and differences. After and during the work shop, I felt the communication is the most important. It was fun and happy that everyone tried so hard. Thank you again.

Tomoaki Sakai

First time, I can't understand the words. But I learned that gestures and facial expressions make me understand. Through this time, I got a lot of stuff from the members so I want to be a person who can give things to someone in the future.



MOST

OLYMPIC X SAFTY

Choi Yunmi

Satoh Izumi

Kim Namgun

Takumi Muto

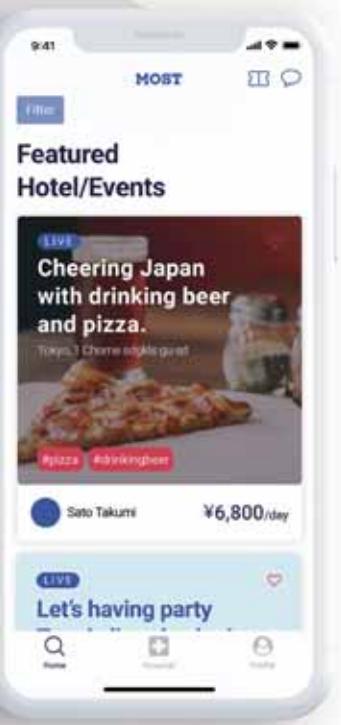
Kim Nayeon

Yamanaka Miyo



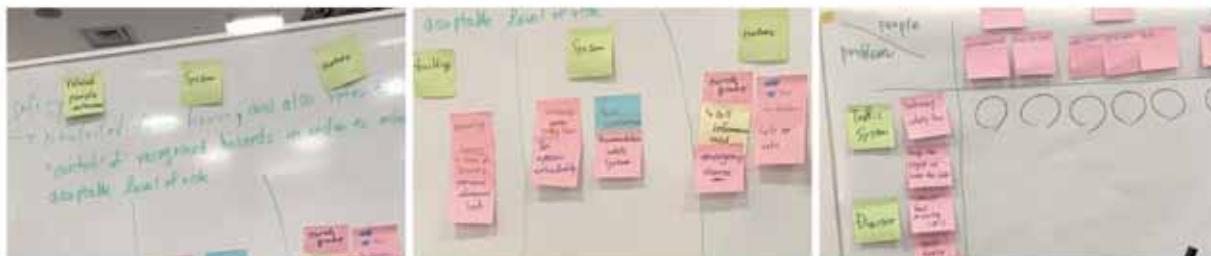
| Concept

**More Fun,
Olympic
Safety
Transaction**



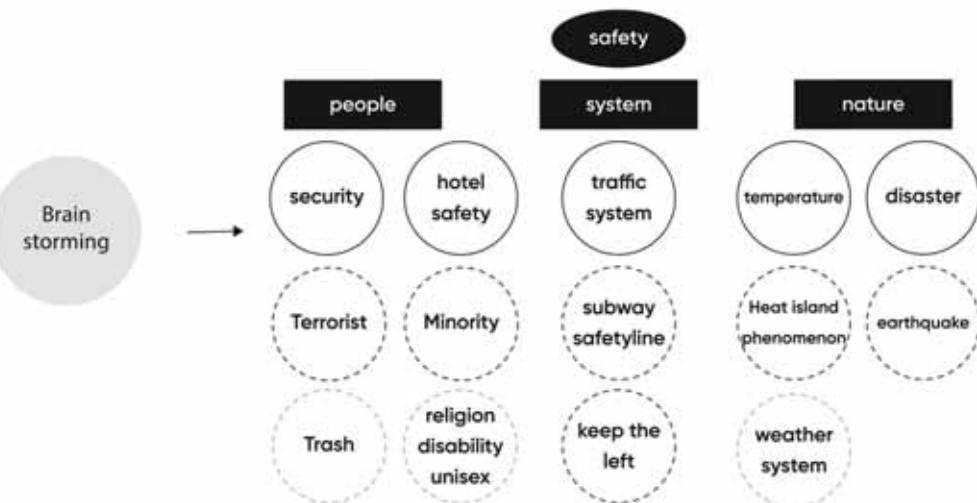
'MOST' is a service for the safety of tourists staying in Tokyo during the 2019 Tokyo Olympics. Tourists can check the safety of their accommodation and health. 'MOST' provides tourists with secure event booking with confirmed people, nearby medical information and appointment reservations. In addition, 'MOST' provides safety not only for tourists but also for owners of Japanese small hotel, by transmitting guaranteed guest information.

Brain Storming



We have defined safety first - it is a state of prevention and protection from harm. And we developed ideas about the Olympics and the safety of Japan, and divided the results into 'people, systems and nature.'

Affinity Diagram



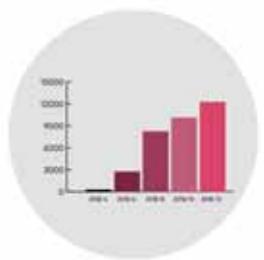
Research



65.5% foreigner sare worried about communicating with a doctor.



foreigners want to enjoy communicating with other people in Olympic is 62%.



private home rental is increasing day by day. But private home rental has problems of security.

Problem

1. Vacation Rental & Small Hotels have a security problem
2. Tourist worried about communicate with Doctor

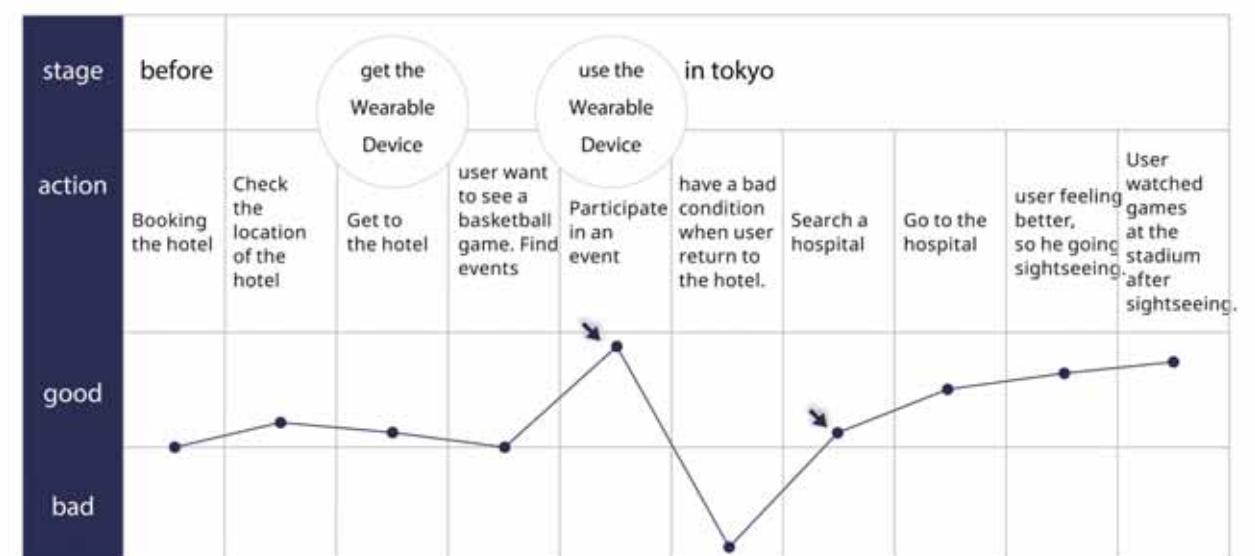


Persona & Mapping

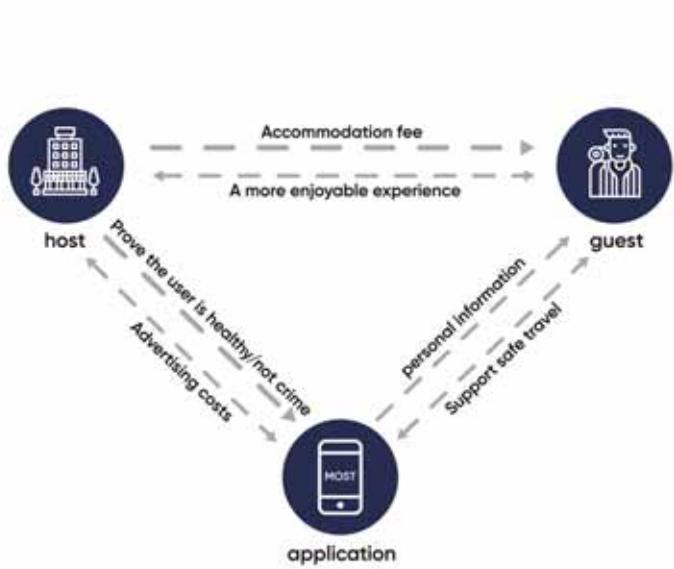


Name	Johnny Sparrow	Job	IT Programmer
Gender	Male	Feature	Like Basketball
Age	36		Sensitive to Cleanes, Neat
Nationality	U.S.A	Physical	183cm, 93kg, Don't have wife, he has a ankle hurt.

He arrived in Tokyo for business purposes.
He like basketball, he was lucky to watch Olympic Basketball game.



Business map & Advantage



By taking a chat format that allows you to select symptoms. Even if you are not confident of multilingual support, you can communicate.



To make the Tokyo Olympic Games even more fun, we will set up a place to interact with other spectators.



deal only with hotel and private home rental which government approved, and to set up a membership system with examination.

Wireframe



Design Concept

LOGO



COLOR



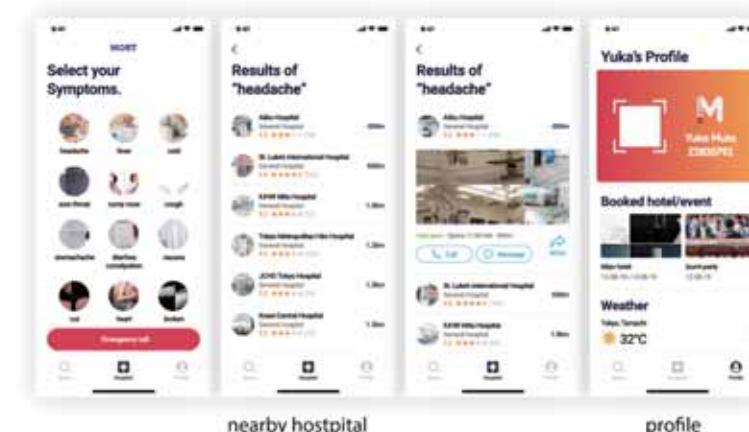
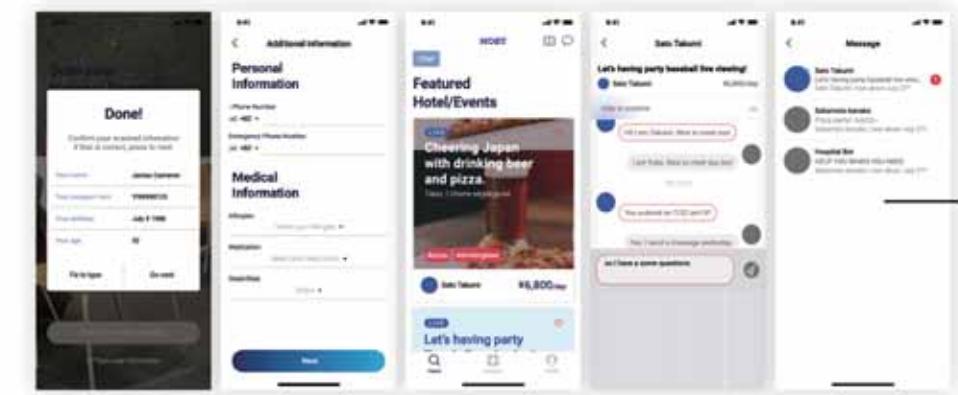
FONT

Roboto

We used the official colors of the Tokyo Olympics as a alert and main product/ui color.

MOST is used by tourists from all over the world, we used Roboto, a font that supports various language settings.

UI Prototype



Final Design



Wearable Device

Wearable devices will be provided at check-in to the hotel and can be used to ensure safe attendance at events.



Application Design

The application is used to provide hotel bookings and nearby medical information.



QR code Scanner

Scanners are used when a user checks in, checks out, or attends events.

After Workshop



Kim Namgun

I was really nervous at the first time, but I was surprised with my group mate's kindness & brilliant idea in every moment. It was a great honor to be with them.

Satoh Izumi

It was difficult to express my thoughts in English, but the team managed to help me. I also learned a lot about how to make mockups soon.



Kim Nayeon

Although the language is different from the students in Japan, the way they think was very interesting. Also, I was very touched by the kindness and cheerfulness of



Takumi Muto

I am very inspired by the Korean student and it was a good experience to know what difference there is in the process of creating new services.



Yamanaka Miyo

I learned that the product and UI are tightly involved and need to understand each other and work together.



Choi Yunmi

It was good to learn new ways of thinking by communicating with students from different cultures.



WAWA

OLYMPIC X FOOD CULTURE

Jo Ucknam
Itohara Yuta

Kim Sanggeon
Hozumi Ema

Shin Jinkyu
Seki Takahiro



| Concept



The Olympics as a means of harmony, and "Wawa project"

Olympic athletes are hard to afford in an atmosphere of competition. The athletes will accumulate stress by eating hard training and fixed diet. Besides, I have to adapt to living in a foreign country rather than my usual training place. Therefore, our team tried to solve the difficulties of these players, especially through the act of 'eating' which is important to the athletes. Inspired by "Hanami", "Tsukimi" and summer festival "Matsuri" that share food and share experiences, I wanted to reflect on the spirit of Olympic planning harmony.

| Problem



No medal



No money



No friends



No Culture

Number of players not receiving medals

Percentage of players who do not receive medals at the Olympics
More than 13,000 athletes compete in about 400 events at the Olympics
every year. Of those, only 9% receive medals.



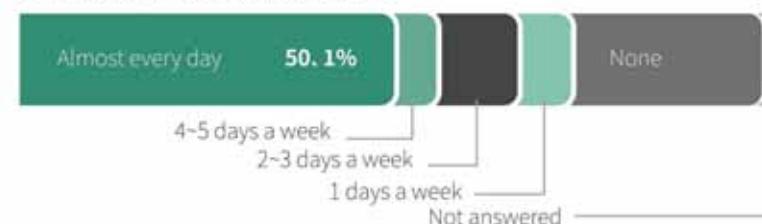
Solution

Different culture, same experience

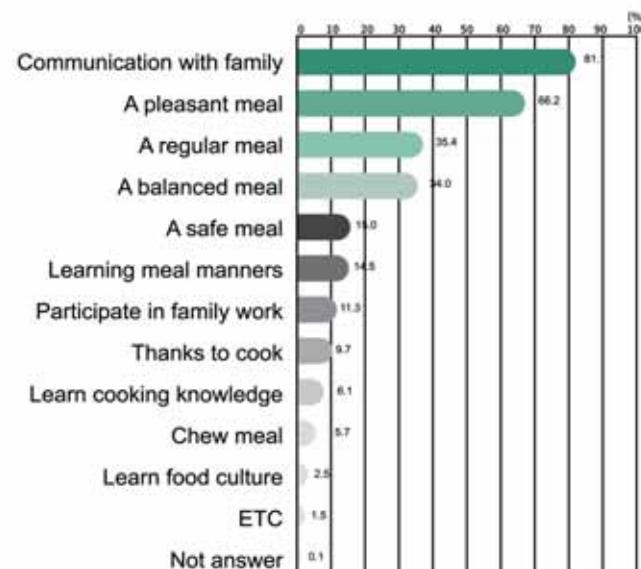
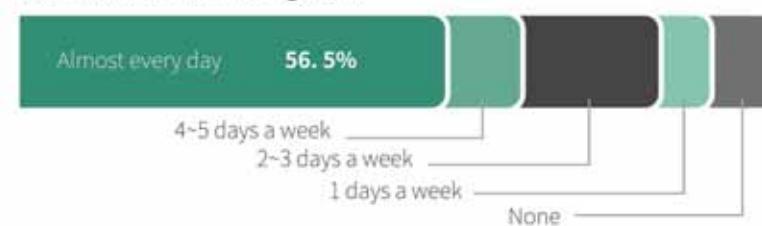
1. Design services with emphasis on players who are not supported by the country
2. The cafeteria is designed so that you can feel the taste of Japan just by experience in the athletic village
3. Let the athletes experience the Japanese culture that meets with family at the beginning and end of the day and make friendship.

Background

How often eat breakfast together



How often eat dinner together

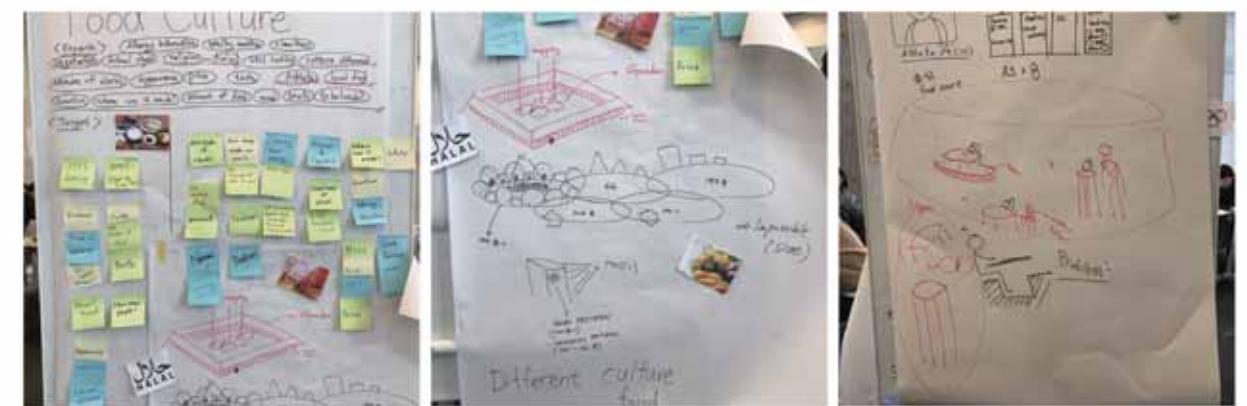


2011, Cabinet office, Surveyor! the current state of food education and consciousness

"As an organizing committee, we will deepen our connections with people in Japan and around the world through drinking and eating at the convention, I would like to contribute to the influence and enhance the value and quality of food and drink. As an organizing committee, we will deepen our connections with people in Japan and around the world through drinking and eating at the convention, I would like to contribute to the influence and enhance the value and quality of food and drink."

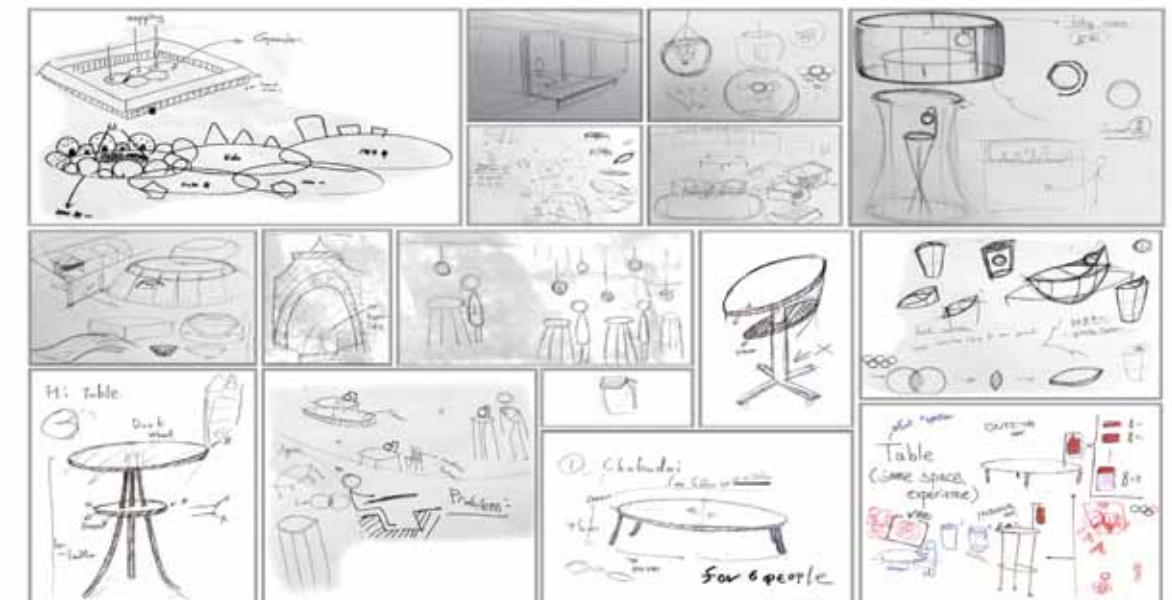
2018.03, Tokyo 2020 Organization committee, Basic Strategy related to food supply in Tokyo Olympic 2020, 3p

Brainstorming



First of all, I tried to recall all the words related to food culture. I noticed that the Olympics is a festival for the world. The Official Document of the 2020 Tokyo Olympic Organizing Committee As noted, I also wondered what kind of Japanese food culture would spread to the world. As people with diverse values gathered, I came to think about how they could promote their harmony.

Ideation



It was the Japanese festival culture that was pointed out as a core keyword. Sharing a variety of foods in the same space. I thought it was a great culture that narrowed physical and mental distances. At first, we have a restaurant space for. I roughly imagined. Gradually, it is necessary to determine the range of. It developed into the idea of a table.

Filed Research



Japanese restaurant

As a part of investigation, we looked around various Japanese restaurants. Design and function of Chochin, and other design elements of Japan's interior affected or group.



Maid Cafe



Sensou Temple

We went to some characteristic Japanese restaurants. For the purpose of exploring Japanese food culture, such as "Omotenashi" and "Washoku". The important thing is that wherever we go, our group was energetic toward everything in every moment. Reason why it was possible was because we were together every time.



Persona



Aabirah Al-salhi(21)
Arab emirates
Pole vaulter

Behaviors



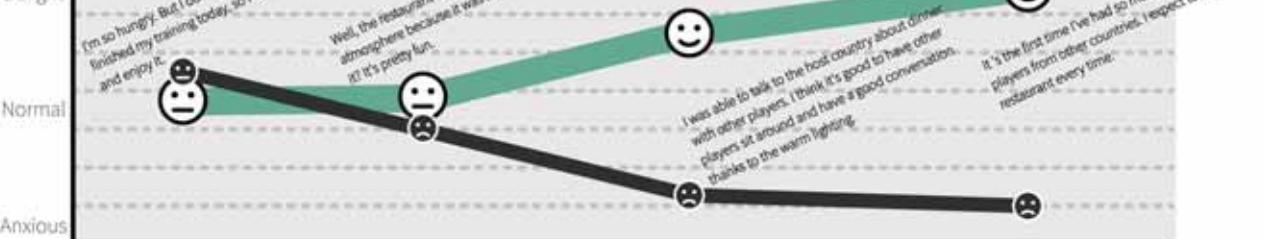
Needs

- I want to have a good relationship with players from other countries
- I want to experience as many Japanese cultures as possible during my short stay in Japan
- I want to be provided full food service in Japan

Paid point

- Because we have not won the medals, we do not have the support of the country and we have to go back to Arab Emirates
- Since I can not go out during the game, I do not have to experience Japan.

Delight



Normal

Anxious



With "Wa-Wa"

Aabirah is very tired because today's training is so hard too. She wants to make her full and obtain her nutrition norm. Not only about that she feels bored lonely eating every day. So, she decided to go to "Wa-Wa" runs in Olympic Village.

When Aabirah entered that restaurant, she is surprised about their's atmosphere it resembles a bar. High-tables and Chabudai-table in there have a dim lights. They make restaurant dreamy and top athletes enjoy eating and chatting without border.

Aabirah ordered Japanese dinner set.

Without "Wa-Wa"

Aabirah was eliminated from the preliminaries. SO, tired and hungry. She decides to fill in her stomach and heads to food court.

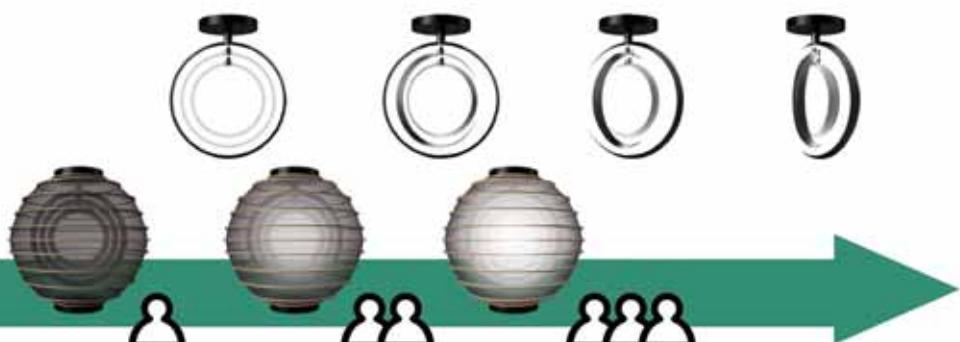
She gathered with her teammates as usual. Same members, same foods and same tables. As the coach said, they ordered defined diet.

When Aabirah receives a meal and is looking for a vacant seat, The B representative from Japan gave a voice. When Aabirah sits in the seat, the light of the lanterns got stronger. In that seat there are 4 players with different countries and cultures. Aabirah was also diverse content. If player taught the meaning put in Japanese food. Aabirah asked one by one. It was exciting not only for Japanese food but also for stories about the culture and diet of each country. Following instructions each other. Aabirah and her friends pledged to resume of the Olympic Games in four years from now, satisfied his stomach and heart and left the "spare me a voice" when Aabirah received a meal and was looking for a vacant seat.

After the meal, she and her teammates heads to their room. They are going back to their country with only terrible feelings. She decided to look upon another chance in sad experience.

**Variation**

"WAWA" can change height and shape by place. You can make table higher or change frame of light. So you can use it.

Function

The light inside of stand light rotate by people come. The shade and brightness change by its rotation, so more people come, they can enjoy more various light.

After Workshop

In this Shibaure workshop, it was a good experience to be able to deal with Japanese food culture that Korean students felt impressive. So we enjoyed the design process we were trying to convey our experience to the athletes who will be playing at the Tokyo Olympics 2020.



Seki Takahiro

The hardest things of this work shop is to remove "barrier". My group's theme is "food culture" and in that theme have barrier too. So, I make efforts to cooperate not to find it difficult to do in work shop. Last, I express other five students that thank you for making team with me.



Hozumi Ema

I also felt the difficulty that language could not understand, but there were lots of experiences I could have done because of this group. Thanks for the happy days!



Kim Sanggeon

I'm really glad to meet my group member. I learn a lot of things in process and communication. At first, I was worried because workshop with foreigner is first to me. But every member is so good so I work with joyful mind.



Shin Jinkyu

Teamwork of group 7 improved dramatically as time went by. Everyone was shy at first, but we truly tried to understand each other and finally we achieved very nice result. I'm so glad to have a chance to meet every member of group 7. Thanks to god, and hope to see you all again some days.



Itohara Yuta

This work shop was valuable experience. It was difficult for me to make a design, but team members work together on this task. Next time, I'll study English harder, so that I will be able to communicate more than this time. Thank you all.



Jo Ucknam

When I came in Tokyo, it was very different from Seoul. The walls of buildings in Tokyo were very clean and there was a small garden in every corner. I thought this was how Japanese people differed from Koreans. The experience in Shibaure was the experience of people who live in these two different cultures. It was interesting.

OLYNK

OLYMPIC X REST

Ham Mira

Nagashima Yusuke

Lee Jiwon

Yoshida Nanase

Kang June

Yuzakino Fumiya



| Concept



OLYNK



During play games, the players are sure, but the audience watching at the venue's on TV is also serious. The kind of time between the competitions is forced break time for audience. In such a case, OLYNK will provide things for people to enjoy their rest time.

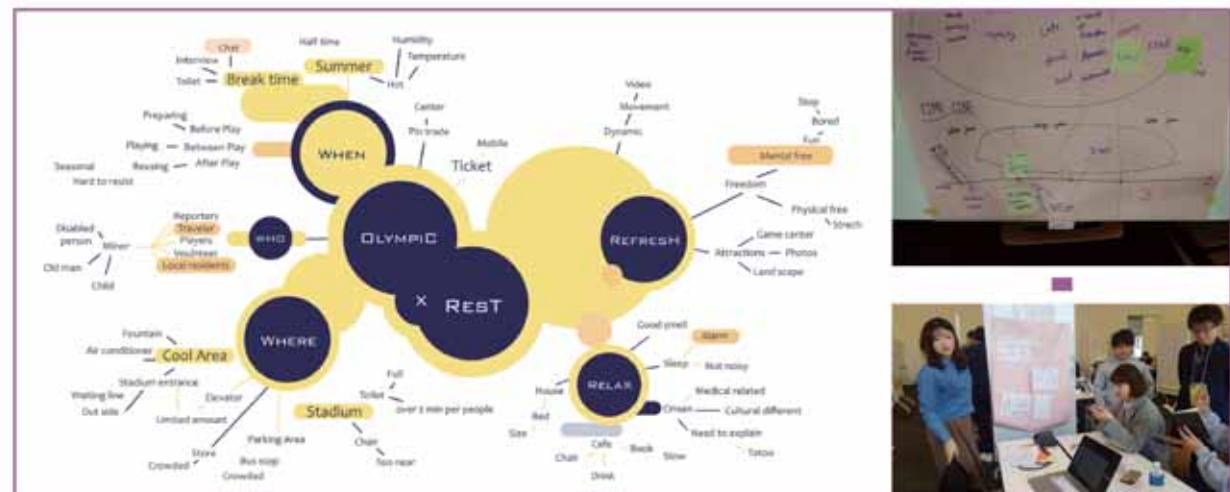
OLYNK is an application that links people around the world. By using AR (VR) you can send a message to the country you support with the infinite number of balls on screen. Also after break time, stadium glances the color of winner of cheering vote. Audience in stadium, and home can share their feelings and participate in Olympic more actively.



OLYNK

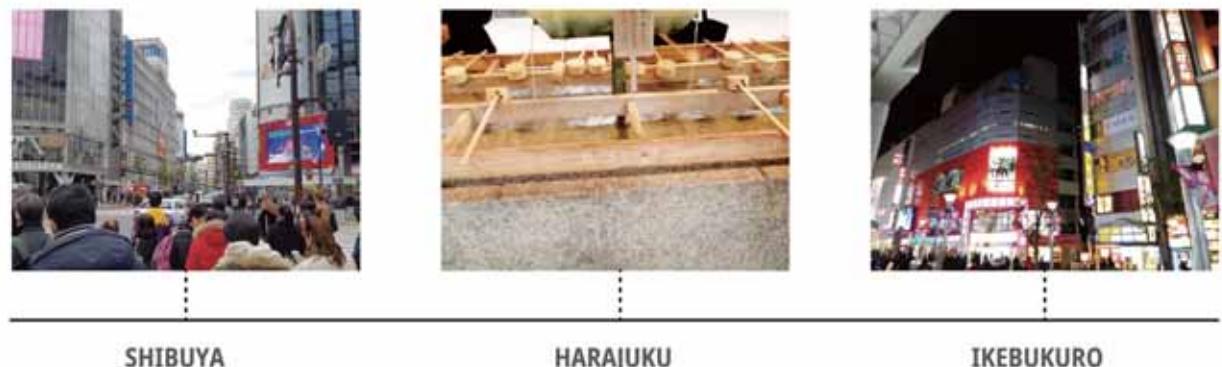
The project name is OLYNK. Main color is Olympic symbol color. OLYNK means Olympic and Link. It is about connecting the Olympics and people with applications.

| Brain Storming



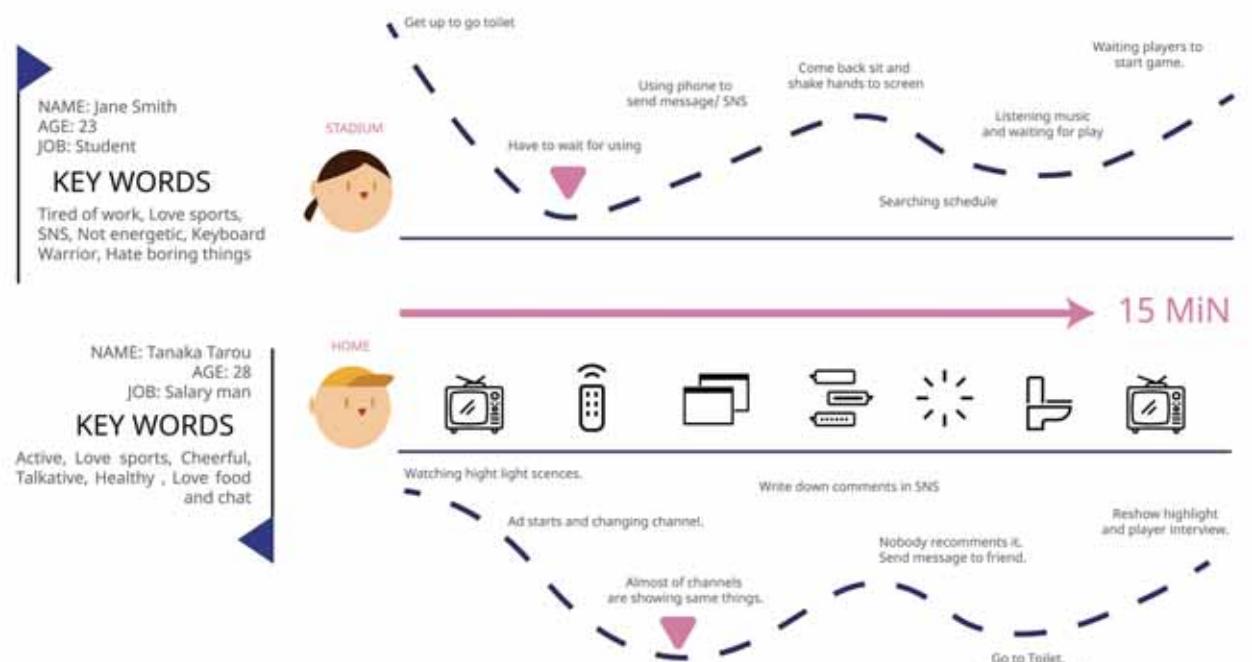
We conducted brainstorming about olympic and rest. We concentrated on 'who' 'where' 'when'. We classified the rest with two meanings. First meaning was 'relaxing' our mind/body. Second meaning was 'refreshing' our mind/body. We could find new perspective by combination and classification. And then we targeted the audience for the rest time. we wanted to consider not only the stadium's audience, but also the home audience.

Field Research

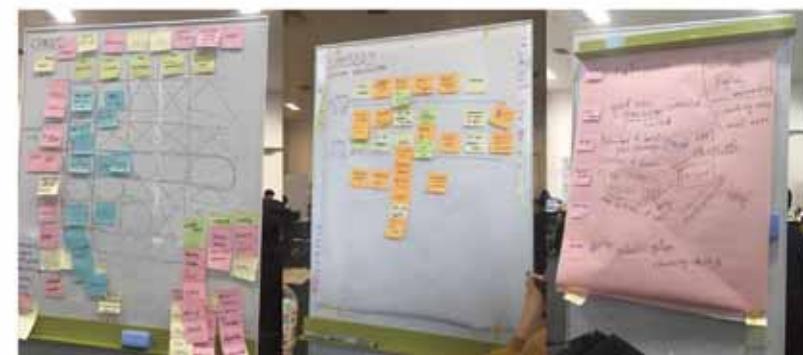


We visited Shibuya, Harajuku and Ikebukuro for our field trip. The Tokyo Olympic is expected to be crowded so we chose the place where many people come and go. We noticed that there is little space to rest free of charge. So we need any space or something new which can refresh us physically or mentally. Research was for Expand meaning of the rest.

| User journey map



Idea Development

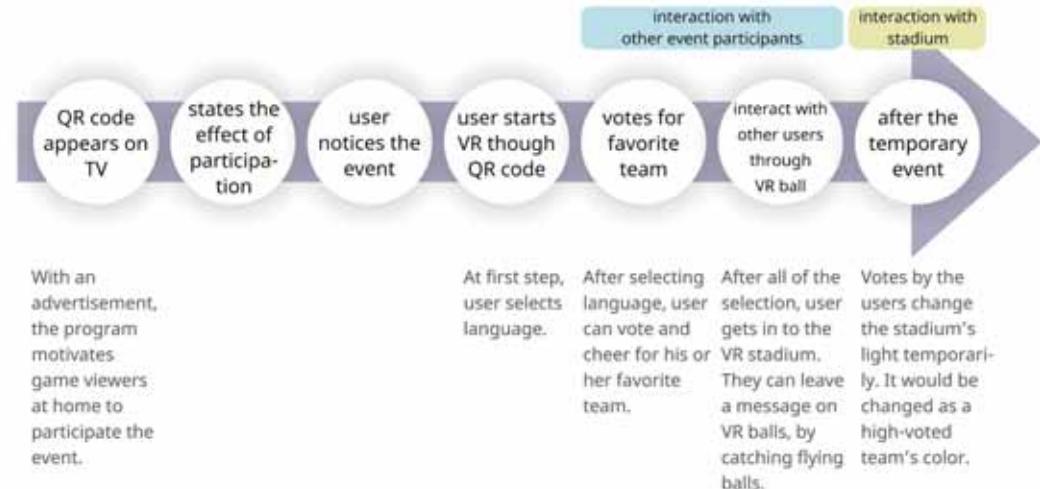


We concentrated on the action during breaks more than suggest the good way to relax. We found out most of actions in break time is limited. So we wanted to join the Olympic Games fun while taking a break. This helps ,person who cheers from the house, person who is directly supporting at the stadium, can participate to play. Application will be provided in multiple languages.

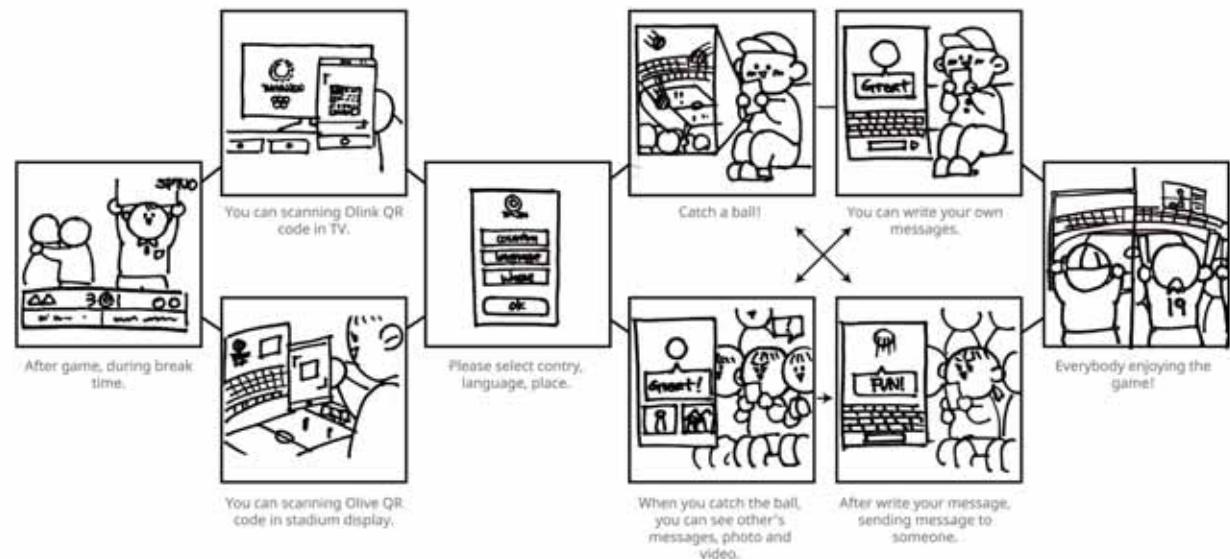


Service flow

in the recess of a game



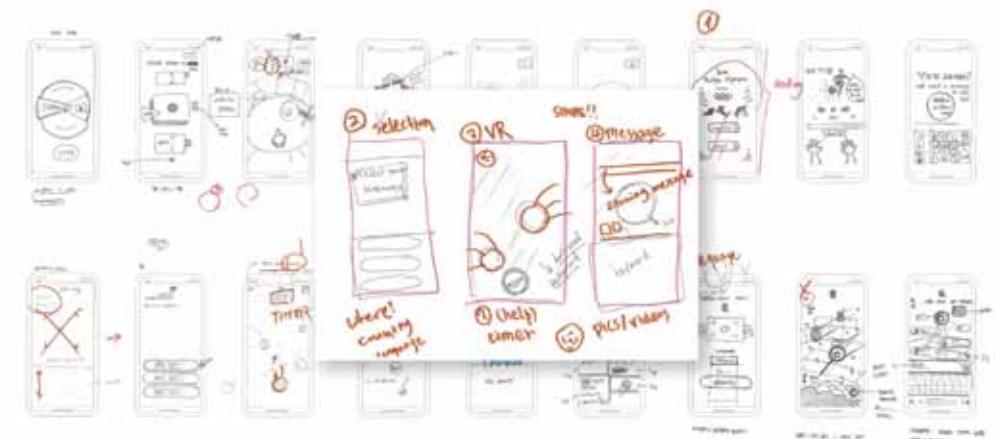
Service Scenario



We thought about not only spectator at stadium, but also the spectator of home. OI(Y)NK application can connect the outside spectator, inside spectator.

Most of things that audience want to during breaktime was sharing opinions about play. So we use AR to show real time stadium, and tried to make feel like talking with people in stadium. It opens just for break time. So used QR code to entering server faster.

Wire frame



We made 3 pictures for each person which show the application how to work when we join. You can send messages of your support team with OLY(I)NK. At first, you have to select the language you use, the place where you are and the country where you support. So OLY(I)NK should be clear and easy to read. Loading time it shows Olympic logo. After choosing all information you need, the screen switches AR. And then many balls and press button appear. If you selected wrong information, you can return the page and you can also ask pressing "?". OLY(I)NK works only rest time so the timer shows the limit. When you catch the ball keyboard and textbox appears on the ball.

L-F Prototype



This page is the selection page. The upper national flag slides sideways and selects the country to support. There is also a button to select a language and where you are.

This page is for catching a ball in the stadium. It is easy to grab the ball by pressing the "CATCH" button.

This page is to write a message on the ball. You can also see the history of other users written on this page.

Branding

Logo



OLYNK's logo consists of Olympic symbolic colors. Five different colors means each continents and further, their harmony.

Variation



Usage



Prototype



After Workshop



June Kang

"It was my very first time to communicate with other country's students. I have learned how to interact with people from various cultural backgrounds."



Nanase Yoshida

"I learned a lot. It was difficult to cross the language barrier, but I was glad that I got along well. I also want to see you again!!"



Mira Ham

"I have never expected enjoying workshop as much as now. Thank you for being tomkdachi for 9 days. Hope to meet again! And also thank you for your favor."



Yusuke Nagashima

"Thank you for your kindness! I could have very happy time with you rather than feel difficult to communicate. The time we meet again, let's enjoy together!"



Jiwon Lee

"This workshop has become an unforgettable experience of my life. Thank you to our team members. Be sure to visit Korea later:D"



Fumiya Yuzakino

"I was able to get a lot of excitement through my first GPBL. I was able to learn the inexperience of my English skills and the joy of communicating with other nationalities friends." Special thanks for members of the same group!

SMC

Olympic X Transportation

Nam Seungjae

Kim Jeongwoo

Kim Yeji

Shin Mincheol

Watanabe Takumi

Nagahara Fumie

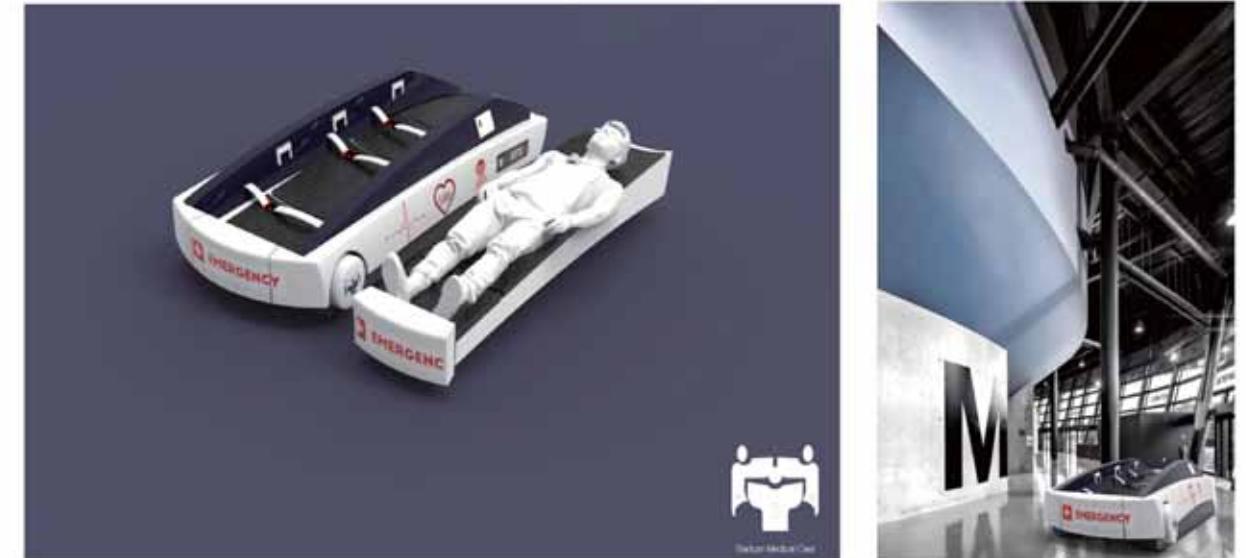


| Concept



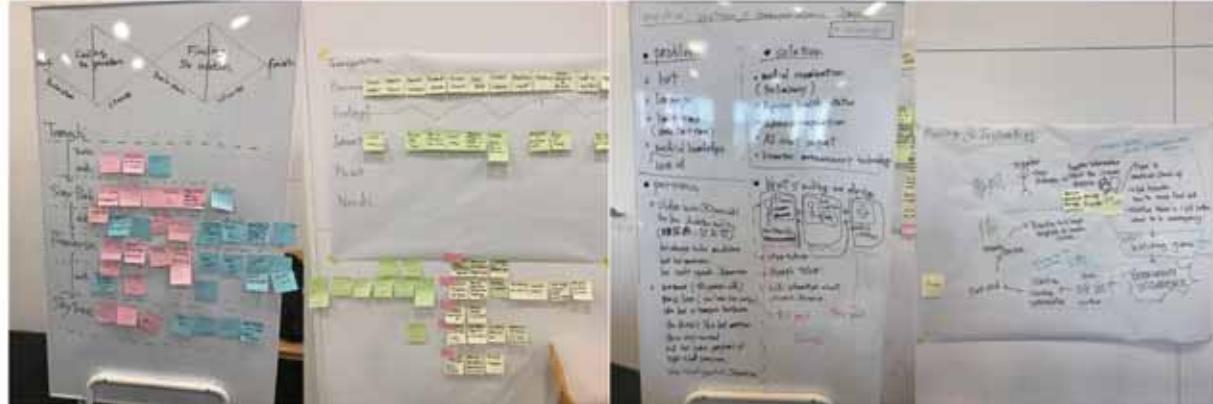
When an emergency situation occurs in the stadium, a system in which the automatic traveling device (stretcher) departs with the seat number of the crowd (injured crowd) registered in advance

Service and product design for who injured or feel sick.



The Olympic Games will take place from 7/24 to 8/9. During this period the temperature in Japan rises from 30 degrees to 40 degrees. Many people are taken to hospital every year due to heat stroke and other reasons. In Tokyo in 2018, about 50,000 people were taken to hospital due to heart stroke in the summer. Since many people gather at the Olympic stadium, we thought that health support for the audience is absolutely necessary. We aimed to create a service that would allow us to watch games with confidence.

| Brain Storming



through fieldwork,
I gave food points and bad
points in japanese traffic.

In field work, think about
the interaction of people
with traffic, think about
feelings for traffic at that
time.

I thought about the heat of
Japan. Think about the
system with support for
heat being associated with
transportation.

I thought about the heat
of Japan. Think about the
system with support for
heat being associated
with transportation.

| Field Research



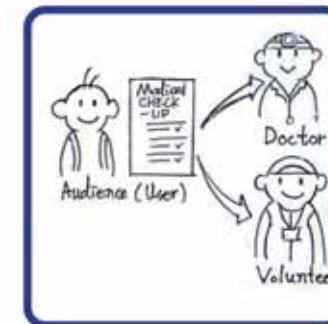
We conducted field work in the order of
Ginza Sony Park, Asakusa, Tokyo Sky Tree.
we experienced Japanese traditional culture
and the latest technology. At the same time,
I was surprised by the number of people and
the complexity of transfer.

And we were surprised by the number of people
and the complexity of transfer. We felt that Japan
can not be said to be a country that is still easy to
live for foreigners. For the Tokyo Olympic Games,
thought that it should be considered what we can
support more foreigners.

| Service scenario



01. The user registers
ones medical information
with application when
ticketing the competition.



02. And then doctor and
volunteer in medical center
receive the information.



03. So, when user comfortably scans the phone,
the ticket information with
medical information is recorded
on doctor and volunteer's application.



04. If the user has a
heart attack.



05. Another user of the
application will press the
emergency button of
application to call medical
support.



06. The signal directly
sends to doctor and
volunteer, so doctor can
prepare something needed
for patient when volunteer
running to him(or her).



07. The volunteer will
do the first aid while
stretcher is coming.

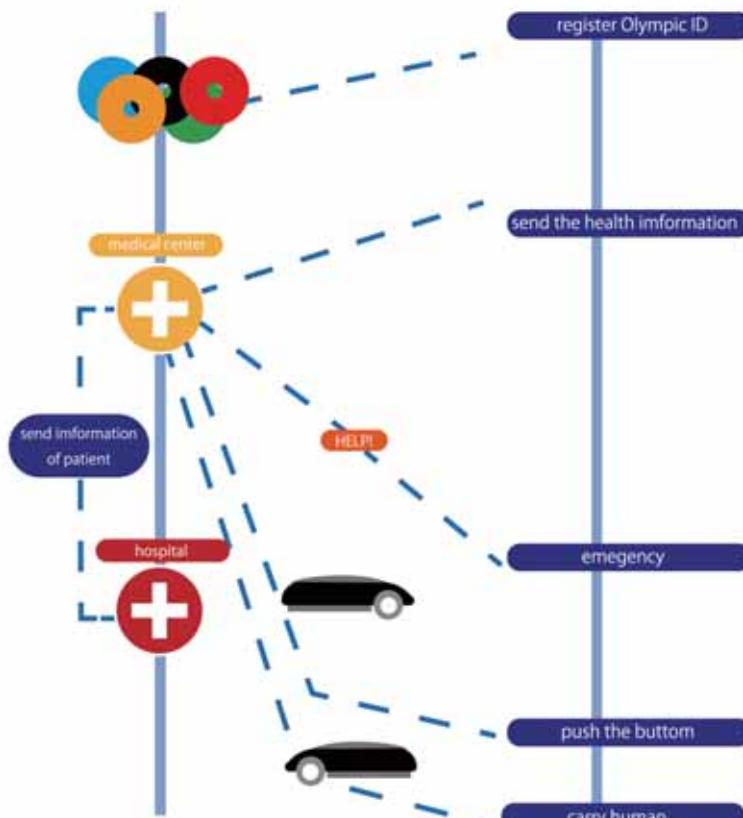


08. After the patient come
to the center, doctor care
him successfully.



09. The patient will over
come the crisis happily!

| Service Flow



| Solutions

2019年 春 いよいよ
抽選申込スタート



In order to buy a ticket for the Tokyo Olympic Games, it is necessary to register the Olympic ID in advance. Link this ID and own health information



There is a mechanism that the stairs are automatically raised. In considering the transportation that moves in the stadium, we think that the function of going up stairs automatically is necessary

| Branding



The logo is designed for symbol that represents the red cross, stadium, association and japan.

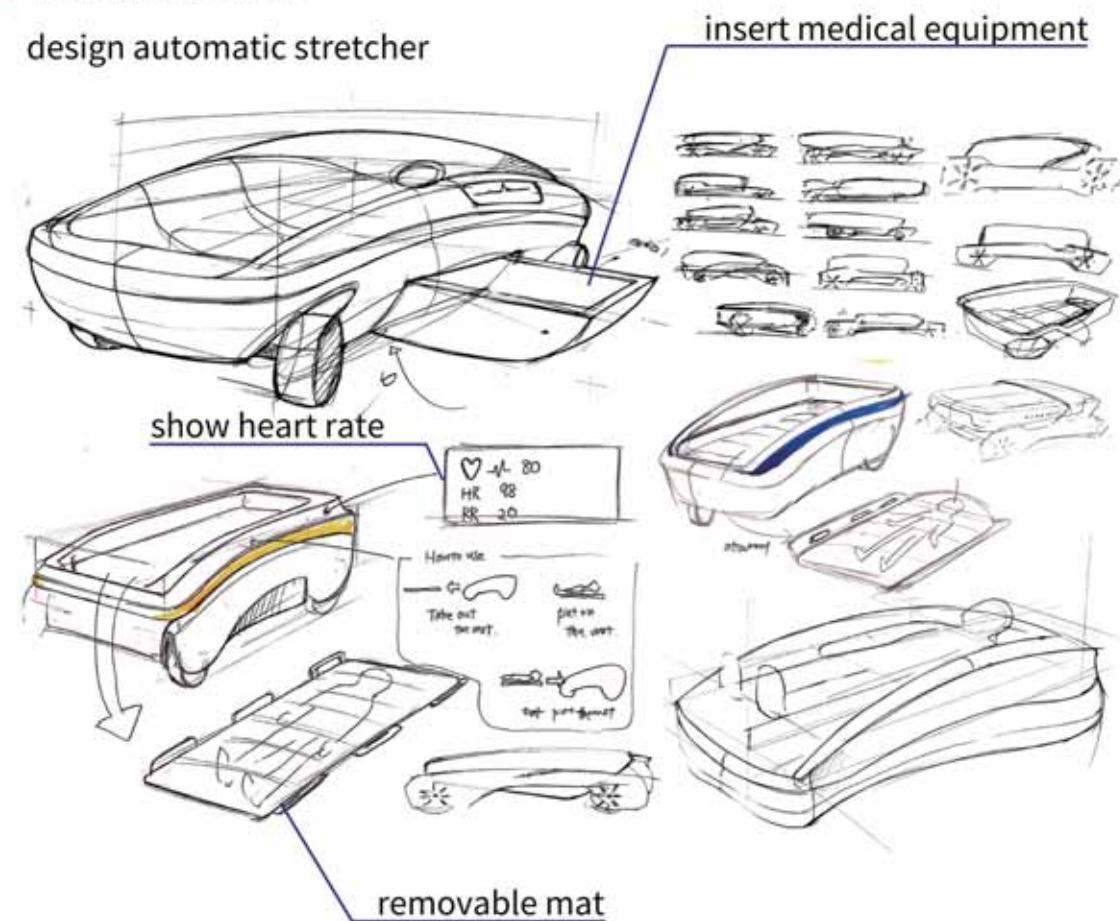
| UI Prototype



First, we thought about all the cultural characteristics (both pros. and cons.). Then we sorted the characteristics which can be used in sharing economy, and talked about what kind of services could be provided

Idea Sketch

design automatic stretcher



Idea Sketch



After Workshop



Nam Seungjae

Takumi and Fumi listened our ideas so kindly and they thought great idea, so our teamwork was wonderful! It was exciting.



Kim Jeongwoo

It was a good opportunity to teamwork with foreign friends and lead small project It was a new experience thanks to food friends from Japan.



Kim Yeji

It was fun to learn the UX process from the team members. I had a meaningful time with new people in a new place. There has been a lot of progress in me.



Shin Mincheol

It was a good stimulus for me to have lots of new experience with PBL. Thank you for all!



Watanabe Takumi

It was a very early week! There were times when I was in pain but thanks to everyone I could finish it. Thank you! please come to Japan again!



Nagahara Fumie

I was saved very much all the excellent members except me. LOL. Every day was happy and the week passed quickly. I am lonely to leave.

TOKYO 1964-2020

OLYMPIC X TOURING

Choi Junmyung

Park Sanghyeon

Shin Minseon

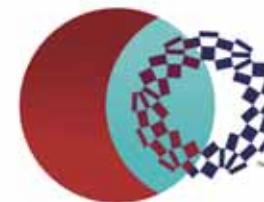
Kim Yurim

Saito Keisuke

Horisaka Sakurako



Concept



Overlapping the time
between
1964 and 2020



Not only for sports,
but also culture
campaign



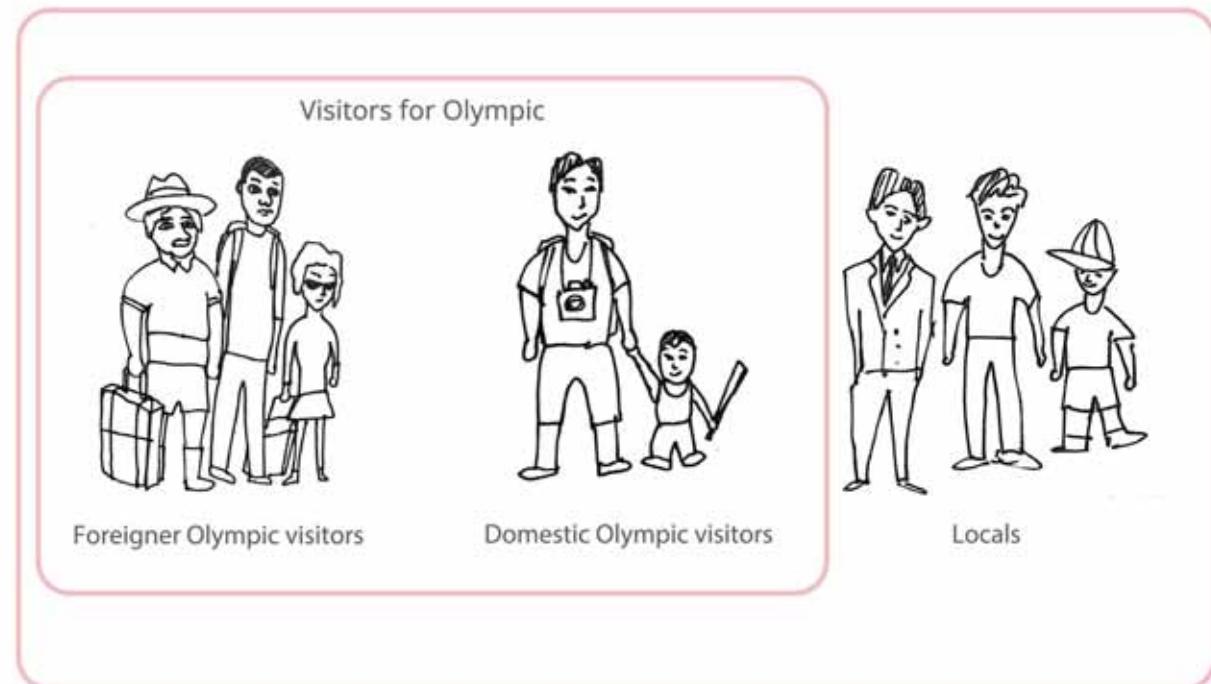
Making people to touring
near by their stadiums

Heritage Zone : OVERLAP TOKYO



Our team looked for features of '2020 Tokyo Olympic'. As a result, we find that Olympic games will be played on two section. 'Heritage Zone' and 'Tokyo Bay Zone'. Specially, 'Heritage Zone' is the place that '1964 Tokyo Olympic' was held. It is very meaningful that this Olympics will be held in space where the Olympic Games were held 60 years ago. So we focused in this points.

Targets



Persona



Name: Alicia Lohman
Gender: Female
Age: 34
Country: Swedish
Occupation: Hotel reception
Marriage history: Unmarried
Purpose of Visit: Watch games, Holiday

- This is the second time she has come to Japan.
- She stays for 20 days alone.
- She plays volleyball and handball.
- She went around the main tourist spots the last time she came to Japan.
- She wants to have a new experience while enjoying the Olympics.

Field Research



MOVE AROUND TOKYO

CATS TOWN CONCEPT

PLACE TO MAKE PEOPLE STAND

We went to a 'YANESEN' in Nippori station. Because there was a distance from the school, it was suitable to find out the traffic situation in Tokyo. Yanesen is a Japanese tour point that is not introduced for foreigners. Field Trip was able to figure out what kind of tourist service people wanted besides famous tourist attractions. We also applied this project to find the best route to travel all three regions, Yanaka, Nez and Sendagi.

Idea Spreading

TOUR TYPES

- guide tour
- sightseeing bus
- green tourism
- eco tourism
- medical tourism
- culture tourism
- health tourism
- World heritage Tourism
- sports tourism
- religious tourism
- dark tourism
- location tourism
- Industry tourism

<CONTENTS>

- MR. AR (AR machine)
- POP-up Store
- MAP
- Booth
- Kiosk
- Game
- Puzzle / Stamp
- Robot

OUTPUT

- AR MACHINE (OLYMPIC EDITION)
- AR GUITAR
- POP-up store exterior
- Interactive contents
- MAP
- Booth contents
- Kiosk
- Game
- Puzzle / Stamp
- Robot

LEGEND

- A: OPENING CEREMONY FOOTBALL ATHLETIC
- B: 400 METER RACE TABLE TENNIS
- C: SWIMMING
- D: VOLLEYBALL
- E: ATHLETIC MEET
- F: CYCLING
- G: HORSE QUASTRIAL
- H: DODGE BALL
- I: OLYMPIC PARK
- J: HANDBALL
- K: RUGBY
- L: GOLF
- M: BASKETBALL
- N: VOLLEYBALL
- O: HANDBALL
- P: RUGBY
- Q: GOLF
- R: BASKETBALL
- S: VOLLEYBALL
- T: HANDBALL
- U: RUGBY
- V: GOLF
- W: BASKETBALL
- X: VOLLEYBALL
- Y: HANDBALL
- Z: RUGBY

We started spreading ideas based on our topic - 'After Olympic' and our research findings and field research results. As a result, we can make 'targets' and 'goals'.

Service Scenario



We designed services and spaces for tourists who visited Tokyo to watch the Olympics. Tourists can get information on nearby tourism and move easily through maps. In addition, various services can be provided through pop-up stores and campaigns can be conducted to induce tourists to travel.



Booklet Prototype



There are 5 areas (A,B,C,D,E) that are devided bt location.

The front of the card shows the name of the stadium, the competition on the field, and the simpe schedule. And the back of the card shows the location of the stadium, the location of the pop-up store, the route to the stadium, and three to four nearby tourist attractions.

The booklet's pocket is shaped like Mount Fuji, and the frontcover is punched so that the fronts of the cards becomes SKY. According to each card's color, Mount Fuji of booklet creates a variety of scenery.

Prototype

TORII DORI

A single Pop-up store is designed to express torii and to express Japanese features.

The upper part of the torii contains the names of the goods it sells. In this pop-up store, people can easily visit and sell foods and goods. Udon, dango and Olympic products.. More than just the uniqueness of the shape, olympic street market made by small pop-up stores can also make money efficiently.



MEMORIAL BOX

We also designed a MEMORIAL BOX which is a booth using containers, beside of pop-up store street. Pictures from 1964-when the last Tokyo Olympic Games were held-will be displayed. By making the other side of the container clear so people can see through it, people can know how the scenery changed in 2020. Other exhibits related to the Olympics such as uniforms and commemorative coins can also be seen.



After Workshop

Park Sanghyeon

"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."



Choi Junmyung

"As I began to design the world stage of the Olympics as a topic, I began to think about what role designers should play in the future."



Shin Minseon

"It was the first time that I had teamed up all week and worked with foreign students, and I think it will help me a lot in my ability, and I will take on a new mindset next"



Kim Yurim

"It made me feel that we really have a variety of individualities and one's own skill fields. I hope all of us get proud of it and develop ourselves after the PBL."



Saito Keisuke

"Japan and Korea have different ways of proposing designs, and we have been greatly influenced by each other"



Horisaka Sakurako

"It was a short time, but there were many things to learn. Many could not cooperate, but it was fun."



TEAM PROJECT

DESIGN FOR SHARING

Team 11

Wakach-i

Team 12

Healing Talk

Team 13

MAMAMAMU

Wakach-i

DESIGN FOR SHARING

Oh Wonjun

Hwang Ayoung

Park Seungtae

Obata Satoshi

Sawa Kayako

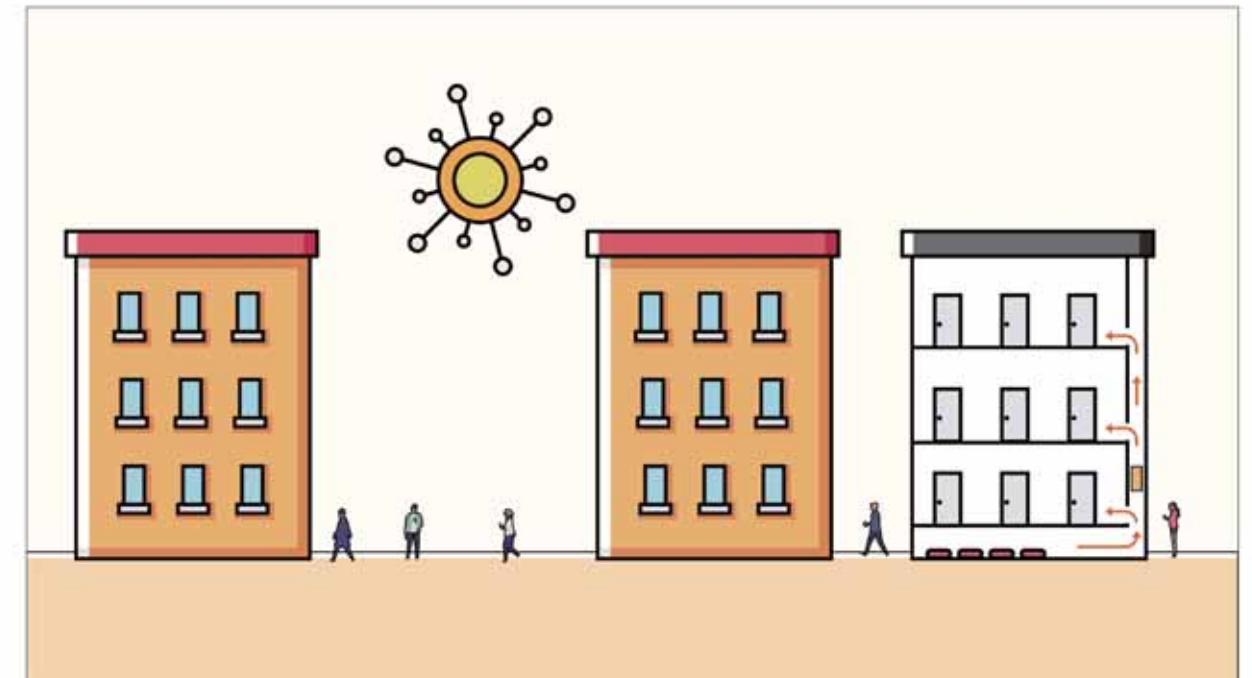
Nagayama Haruka



| Concept



Sharing Cleaning Service for Residents in Sharehouse



We looked around Tokyo and understood the lives of the people living in Tokyo. Since then, we designed robot vacuum cleaner and a robot window cleaner system for foreigners who live in a Japanese sharehouse. Through the IoT, the shared robot clean system is remotely controlled such as date, time and type of cleaners. moreover, the user is not only saving money but also saving time and effort.

| Brain Storming



First, we thought about all the cultural characteristics (both pros. and cons.). Then we sorted the characteristics which can be used in sharing economy, and talked about what kind of services could be provided.

| Field Research



Through the field research, we identified cultural characteristics and problems in Japan. We had done interviews to analyze lifestyle and culture of Japanese students and find out popular products in Yodobashi. And also we had looked into coin locker system, touchscreen vending machine at a subway station and style of buildings on Tokyo street.

|| Persona

Victor



"I am too tired to clean my room.
I need a service that helps me
clean for cheap price."

- Age : 32
 - Gender : Male
 - Job : Businessman
 - Residence : Los Angeles, USA (Now in Tokyo, Japan)
 - Additional Info : assigned to the branch in Japan
 - Goals
 - save space by sharing vacuum cleaner
 - save money by sharing vacuum cleaner
 - possible to clean while not in home
(time & date settings)

Hyeji

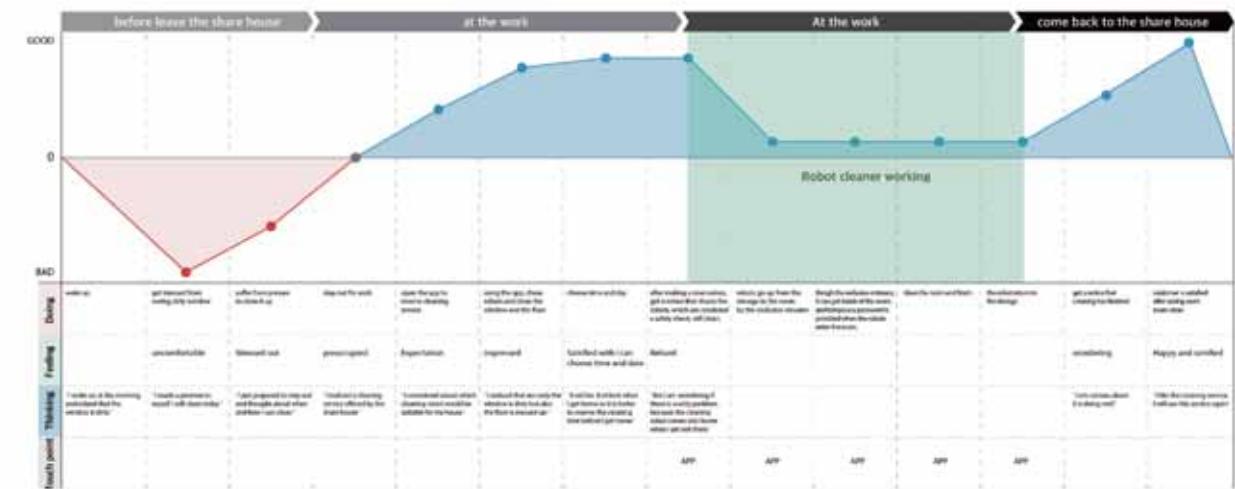


"I want to use public indoor cleaning equipment, but I am afraid to share with others."

- A woman who is from Korea and stays in sharehouse where is nearby her work place.

 - Age : 22
 - Gender : Female
 - Job : serving in Izakaya
 - Residence : Seoul, Korea (Now in Tokyo, Japan)
 - Additional Info : being on a working holiday
 - Goals
 - clean with reliable cleaner
 - want to use cleaning agency for cheap price

| Customer Journey Map



Problem



Expensive price



Not enough space



Lack of time



Avoiding responsibility

it is quite expensive to buy or rent robot cleaners

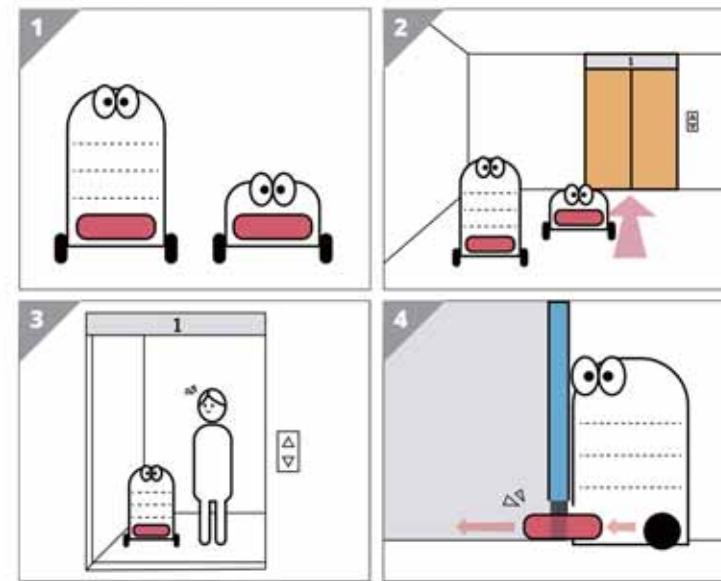
there is not enough space for cleaning appliances in a small Japanese residential type.

Modern people don't have enough time to clean up their house

People avoid their responsibility to clean and it's hard to be managed well

Service Scenario

Robot Perspective



Two size of robot model
Depending on the size of the robot, variety of cleaning tools can be collected.

For cleaning robots, they are too small to move using elevator. So they get loaded to storage robots to move.

large-sized mobile robots help people to carry heavy luggage.

The robot can access to house passage door using OTP, and let the cleaning robot in.

Service Scenario

User Perspective



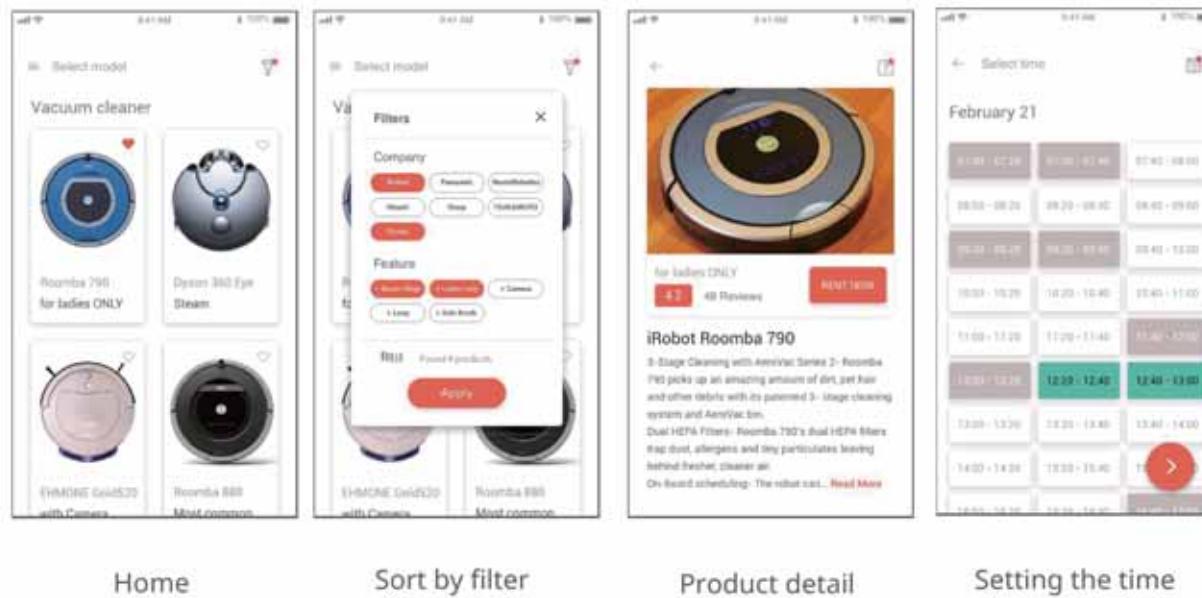
Branding

Wakachi is "sharing" in Japanese, and "i" includes the meaning of intelligence, love and me

Wakach-i
ワカチアイ



UI Prototype



After Workshop

Oh Wonjun

It was so nice to meet new friends from Japan :) I hope this friendship and knowledge that I earned could last long enough.



Hwang Ayoung

It was good opportunity that I could look around japan with nice Japanese friends with sharing concept, also I can understand Japanese culture more than before.



Park Seungtae

It was very valuable experience to be with Jananese students for 8 days. I could enjoy my time with them and make it worth.



Obata Satoshi

We had a happy time to design for "Sharing". I'm sure I enjoyed the time I spent with my teammates is a treasure.



Sawa Kayako

"It was a pleasure for members to eat delicious lunch that I chose!! Thank you very much:)"



Nagayama Haruka

I felt that the time I spent with my teammates was too short. But I learned a lot of things and made precious time. Thank you everyone for the time. ;)



Healing Talk

DESIGN FOR SHARING

Shin Yooncheol

Hattori Masahiro

Choi Seulgi

Takenouchi Seiji

Cho Jiyong

Idei Akira



| Concept



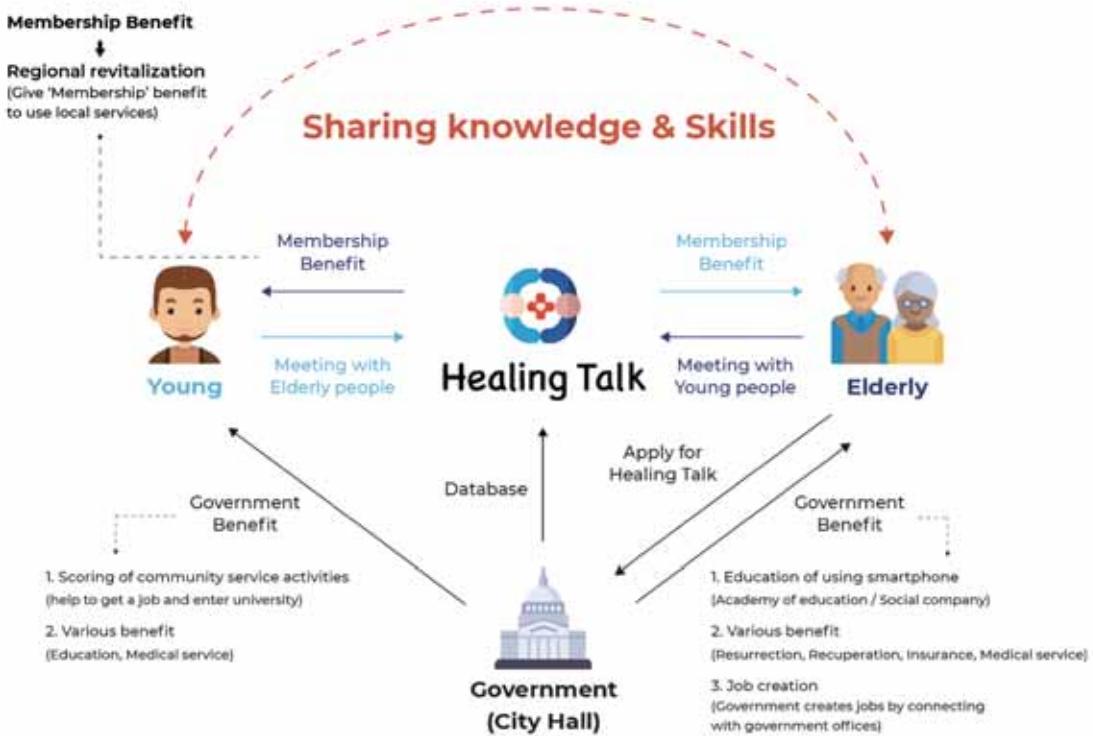
'Healing Talk' is the service that creates mentally healthy society through sharing knowledge and experience with the elderly who are "Valuable people with abundant knowledge and experience," and young people who need healing.

Service Design for elderly who are 'valuable people with abundant knowledge and experience'



Government surveyed 10,000 family members about interpersonal relationships. When asked how often they talked to people around them, those who answered "not more than once every two weeks" accounted for 20 percent of the total survey.

Service model



Persona

Persona #1: Elder



Demography

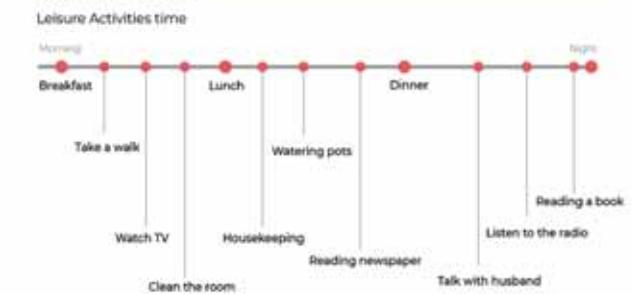
Personality

Interest

Interest degree	Physical health	Mental health	Intellectual life	Independent life	Happy life	Keep youthful	Self-Satisfaction
Interest	Physical health	Mental health	Intellectual life	Independent life	Happy life	Keep youthful	Self-Satisfaction
degree	Physical health	Mental health	Intellectual life	Independent life	Happy life	Keep youthful	Self-Satisfaction
Interest	Physical health	Mental health	Intellectual life	Independent life	Happy life	Keep youthful	Self-Satisfaction

A person with an outgoing personality who likes to share his experience and knowledge with people.

Leisure Activities



Communication



Field Research



ASAKUSA

We visited Asakusa to research the elderly people's behavior. There are many elderly people and we can find the problem easily. The problem is that many elderly people were traveling alone and taking pictures by themselves.

As we can see from desktop research, there are many elderly people who are alienated. So we decided to solve the alienated elderly people. As a result, we found our design method from Asakusa.

Persona #2: Young



Demography

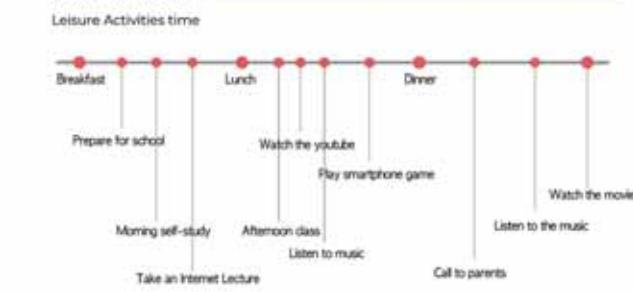
Personality

Interest

Interest degree	Physical health	Mental health	Intellectual life	Independent life	Happy life	Keep youthful	Self-Satisfaction
Interest	Physical health	Mental health	Intellectual life	Independent life	Happy life	Keep youthful	Self-Satisfaction
degree	Physical health	Mental health	Intellectual life	Independent life	Happy life	Keep youthful	Self-Satisfaction
Interest	Physical health	Mental health	Intellectual life	Independent life	Happy life	Keep youthful	Self-Satisfaction

I have a passive and emotional personality. I'm sensitive to smaller parts than others.

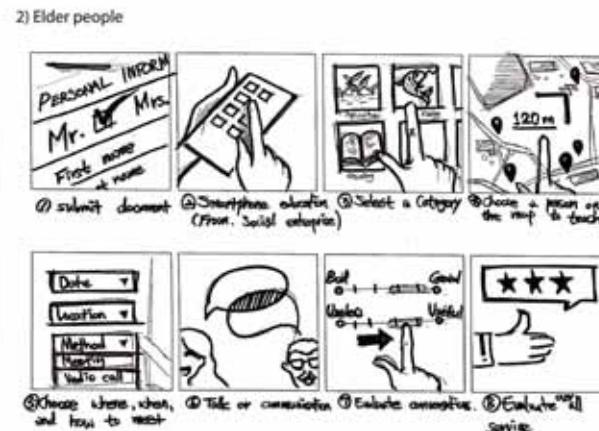
Leisure Activities



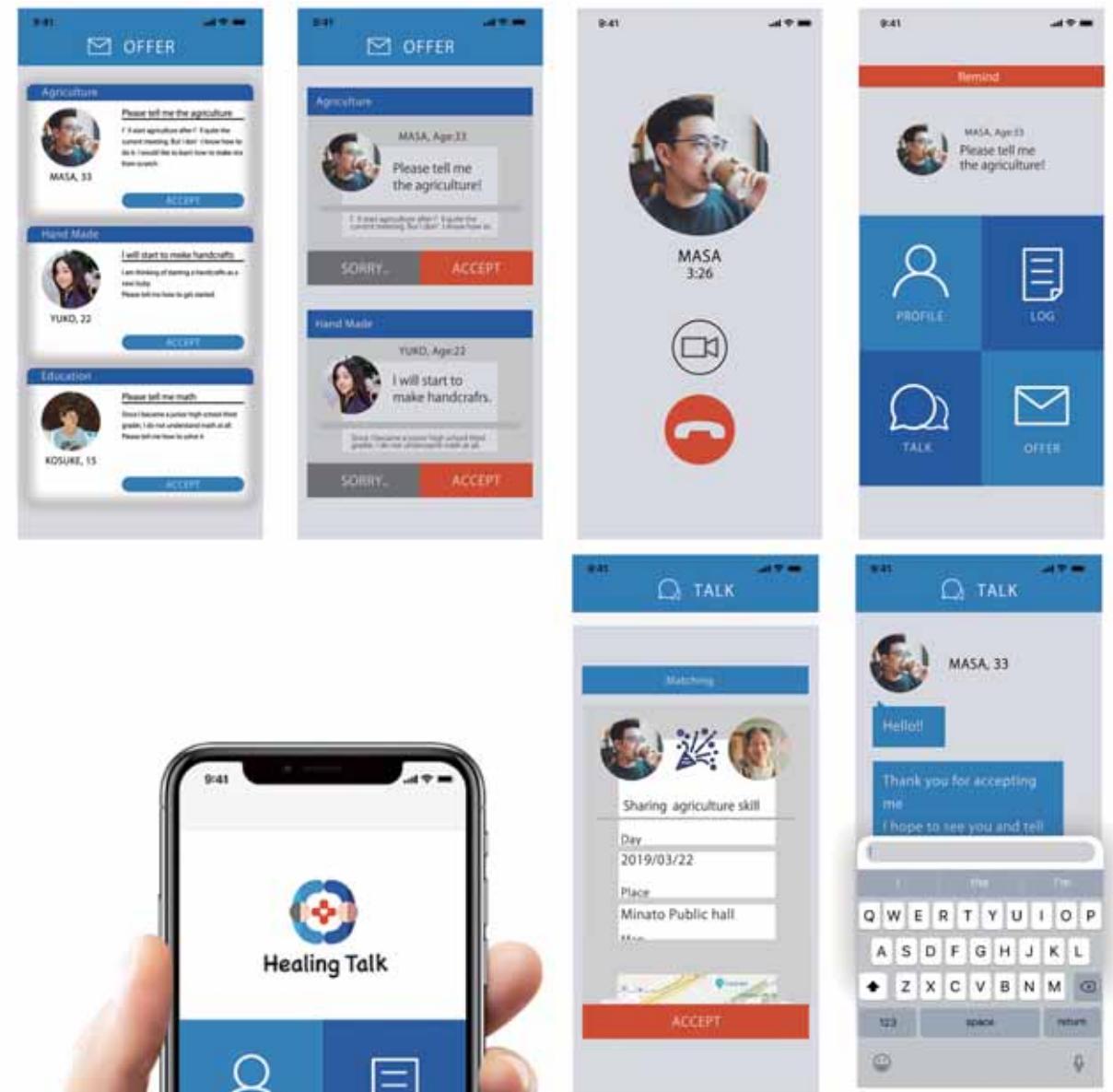
Communication



| Service Scenario



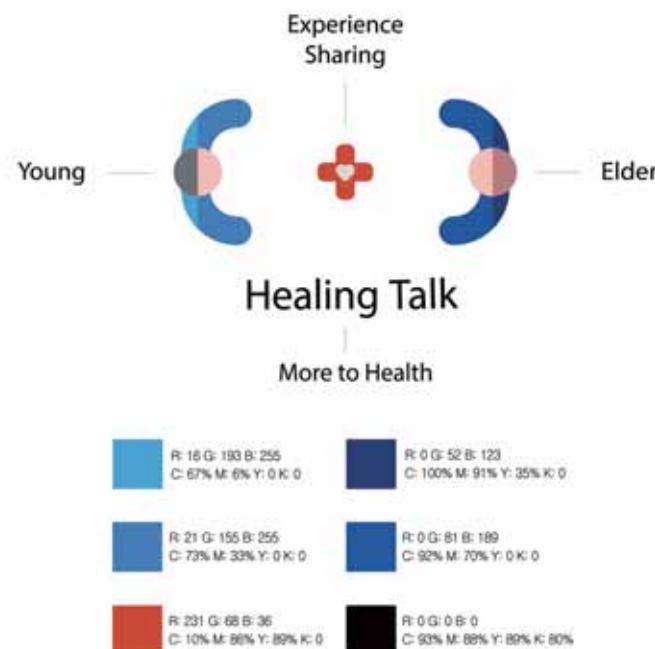
| Prototype



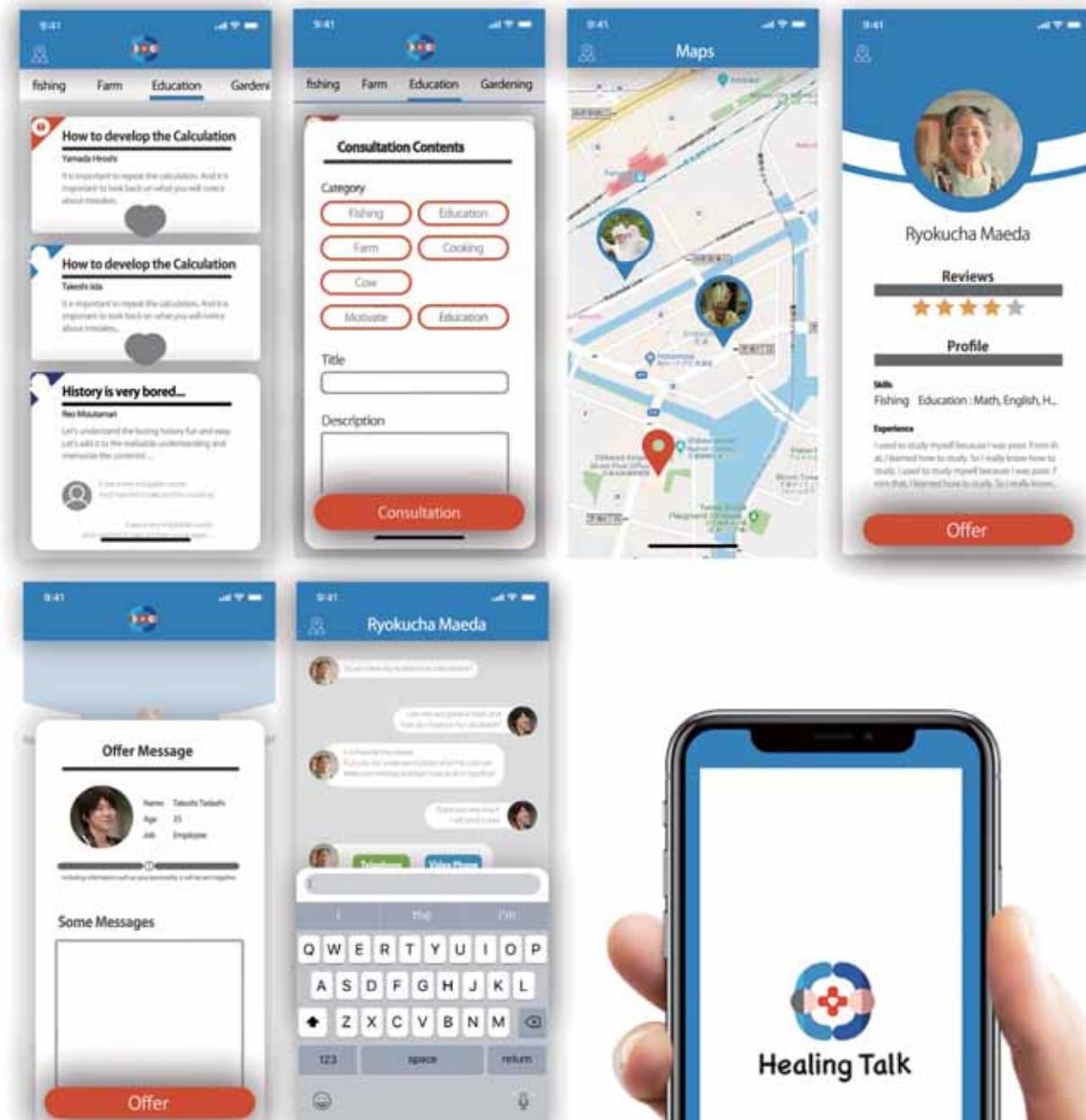
| Branding



Healing Talk (Healing Talk)
means to improve health and
quality of life by sharing experiences
with seniors as a community platform
that communicates with young people
and shares knowledge and talents.



Prototype



After Workshop



Choi Seulgi

it was interesting and new that I could learn about Japanese emotional culture and its various information by co-working and cooperating with Japanese students.

Cho Jiyong

I could feel a lot when I saw my group students listening to their opinions and respecting them. This workshop is an unforgettable memory for me. Our group was the best group. Thank you guys!



Shin Yooncheol

Thanks to my friends who helped me make a valuable experience that I could not have done anywhere!



Hattori Masahiro

This time is a college student's last workshop, I feel something every time I am learning. That's why I enjoyed it very much this time.



Takenouchi Seiji

At this workshop, I had some experiences. At first there were plenty of time to suffer, but in the end I could put together my opinions. It was a fun time.



Idei Akira

It was very difficult to communicate, but I learned that the feelings to convey are important. I would like to make use of what I learned in this workshop for future student life.

MAMAMARU

DESIGN FOR SHARING

Saito Keito

Park Jiwon

Yang Damul

Choi Yeongchae

Mizuta Reo

Jang Dodam



Concept



To expand a childhood experience



To raise a kid with wide perspective



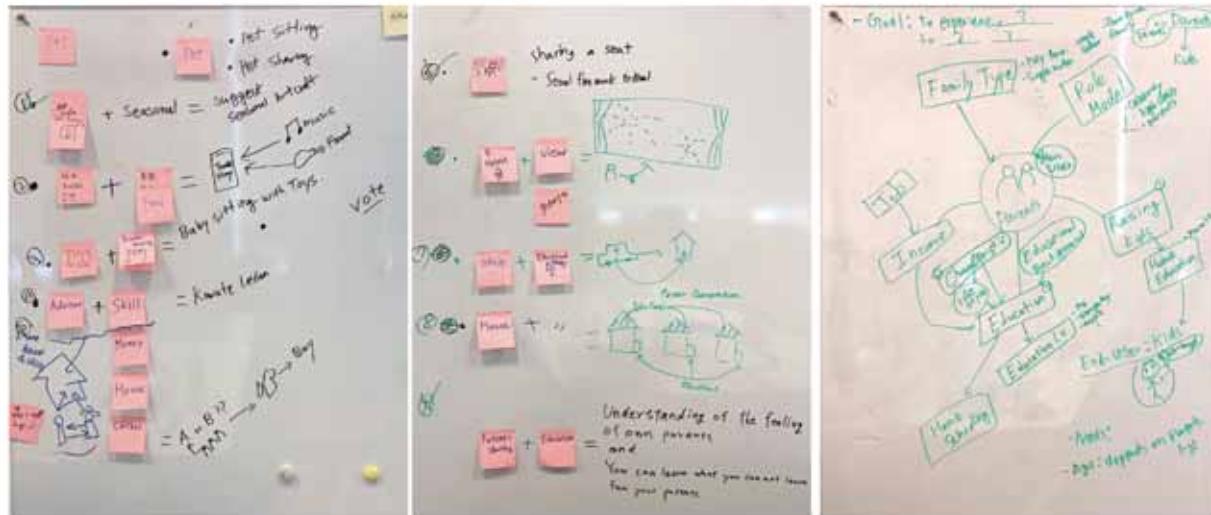
To overcome parents' limitation with co-parenting

This service is a parent sharing service.



This service is to help other Moms who are in busy situation. Our service will take care of the busy moms' child. The ultimate parent sharing service goal is to provide "Happy co-parenting community". The parent sharing service main goal is to provide "Communal co-parenting service"

Brain Storming



We had many lists of sharing services that we made a list of nine possible ideas. Then, we had a plenty amount of time to consider which idea would be the best. Consequently, our best choice was a parent sharing service (communal co-parenting service) which was first suggested by our team member, Keito.

Field Research



Tamachi Sta. Omotesando DeNA Shibuya St.

Firstly, we had no idea about the field research. Our original purpose was to figure out any source of possible problem which might exist in Japan. While we were on a field trip, we luckily found out there were many Japanese mothers who ride the bicycle every morning to bring their children to child care service. And, even when we visited DeNA, there were many working mothers who normally work overtime.

Persona



Guest

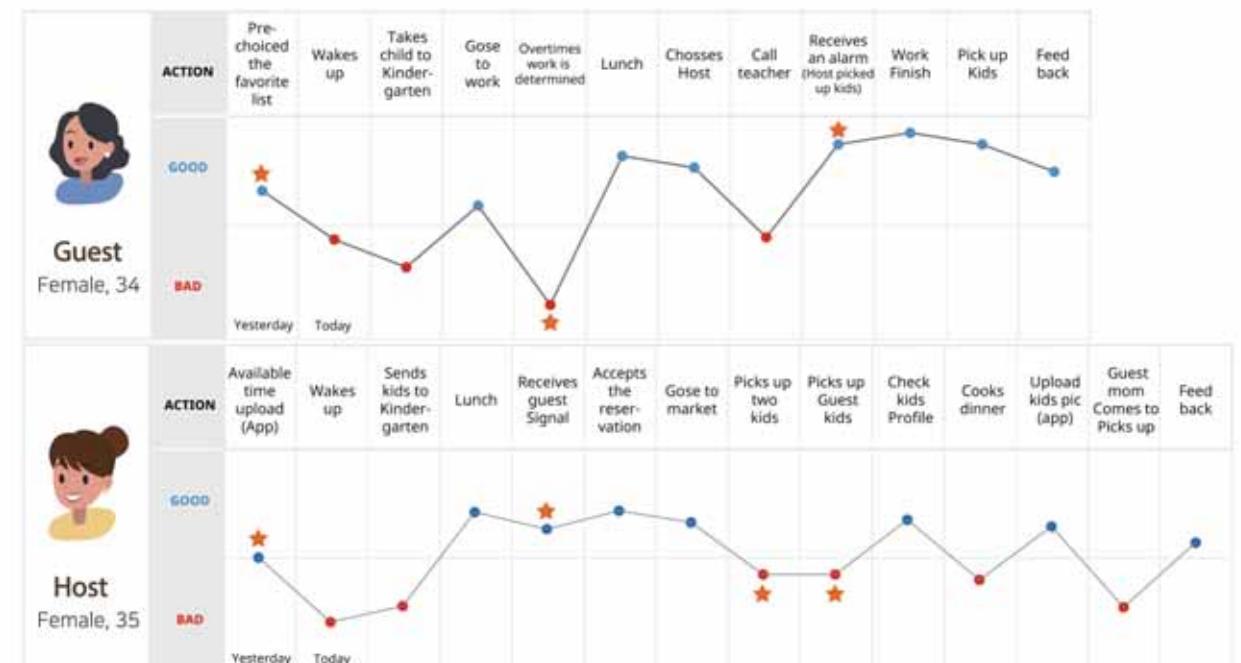
Location	Sangennjaya	Charastic	Likes to work Care about her child Does not satisfy her work hour
Job	Career Woman(IT)		
Office	Shibuya	Features	Trusting community Out-going (likes shopping with kids) No one to take care of child
Working hour	AM10:00-PM9:00 (Mon,Wed,Fri)	Her kid	5 years old Boy Kindergardens student
	AM10:00-PM6:00 (Tue,Thu)	Her husband	36 years old Worker (IT)



Host
Female, 35

Location	Sangennjaya	Features	Trusting community Weekly cooking local cominity Former career woman
Job	House wife		
Available time	Mon,Wed,Fri (11:00-23:00)	Her kid	4 years old & 7 years old Boy & girl
Charastic	<ul style="list-style-type: none"> -Loves children -Friendly -Welcoming 	Her husband	<ul style="list-style-type: none"> Kindergardens student 37 years old Worker (Architecture)

Customer Journey Map



Service Scenario 1



Branding



MAMAMURU(Host)

○ RGB: 255, 153, 51
CMYK: 0, 44, 88, 0



MAMAMURU(Guest)

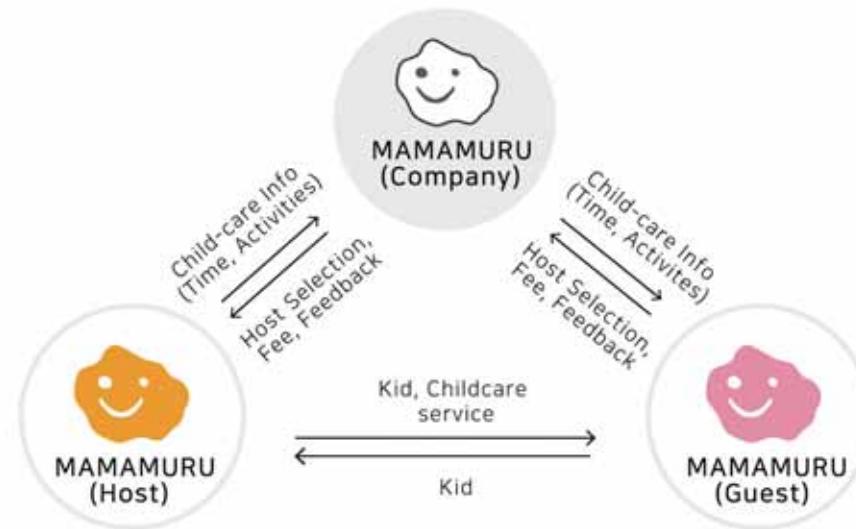
○ RGB: 255, 153, 153
CMYK: 0, 50, 27, 0

Our main goal was to show co-parenting which can simply be described as two circles: a big circle is a parent's face and a small one is child's. And, a small curve underneath is an arm that holding a child.

Service Scenario 2



Biz Model



Parent can search which kind of Host parent can be a guidance for his/ her child while working overtime in the office. After choosing a Host parent, a Guest parent can make a confirmation that Host parent will visit child day care service to pick up a Host child. After all the short time of child care, a Guest parent will visit a Host parent's house to pick up a child who has been taking care of.

Mom(Host) can search another Mom(guest) through the application. After taking care of a child, Mom(guest) can evaluate and pay Mom(Host). This same process circulates with in a service life cycle.

After Workshop

Prototype

Function 1
Get your child's location in the app.

Function 2
Send a message to the person who will take care. You can send a profile of your child not only basic information, but also things that you are worried about like allergy things.

Function 3
Make it easy to pay in the app.
Bring the child back to the home and pay for it using the escrow system.

Function 4
Keep your personal information safe. Please notify a person who takes care your child by secure messenger. Like your location and location that you are picking up your child.



Mizuta Reo

It was very meaningful experience. I could get good friends and design skill. It was difficult for me to communicate by different language. This is 6times workshop for me. But I think this idea is best one. I will go to Korea to meet them. Next time, I want to talk more smoothly by Korean.

Thank you my team!

Choi Yeongchae

This workshop had shown me a possibility of successful relationship among new faces. With cooperative attitude of everyone, we could deliver unique idea in realistic concept. I hope I could have other chance to feel these satisfaction.

Thank you all.



Saito Keito

This time, I had a very valuable experience. I was able to do various experiences such as difference in culture and age, speed to complete the design. also, I was pleased that I became an excellent prize as a group.



Yang Damul

First of all, It was a good chance of sharing an idea with Japanese students. I spoke poor English, but it didn't matter. We spent the time to found an efficient way. I have participated three workshop so far. This project was the best. We had enough time to experience Japan together, and it was made us as a good friend. Lastly, It was a great time to understand Japan. To experienced Japan, We ate and played and experienced a place. at the result of experience in Japan, they have a delicate and sensitive style, and an efficient too. Thank you for team 13 and the leader, and also staffs who work behind very hard.



Jang Dodam

It was an interesting experience achieving the design project with my wonderful group members. Everyone did a great job. I hope all members have learned something through the workshop and I also learned a lot. I appreciate good memories and their kindness.



Park Jiwon

It was so fun to participate as a team. I still can not believe we have conducted our project in that short period of time. It was such a memorable event in my life.

Thank you Team13
You guys are the best!

EPILOGUE

MEMORIES & REVIEWS

Memories

Orientation & Welcome Party



Field Research



Design Work



Memories

Company Tour
Nikon



Company Tour
DeNA



Mid-Check



Culture Experience



Memories

Final Presentation



Farewell Party



Reviews

디자인을 배우러 왔지만
더욱 많은 것을 느끼고
배우고 간다.
다음에 대한 이해와 태도부터
타자에서의 생활까지 여러가지
배울 것들이 많아
늘 새롭고 즐거웠다.

좋은 경험이었다.
이렇게 오랫동안 머물면서 그나라의
현지인과 함께 있어본게 처음이라
많은걸 배울 수 있었다.

짧으면 짧다할수있는 8일동안에
함께하는 협업으로 유대감을
느낄수있었던 즐겁고 유익한
시간이었다.

文化や年齢の違い、デザインを形にす
るまでのスピード感の速さなど、
とても良い経験になりました。
また、グループとして最優秀賞を選んで
頂き嬉しく思いました。

韓国人の人たちと話したりすることはとて
も楽しかった。コミュニケーションをとる
ことは難しいけれどお互いの文化を教え
あったりなど学ぶ部分はたくさんあった。
そして何より韓国人の人たちとデザイン技
術はとても素晴らしいものであった。

自分の勉強不足や力不足をすごく感じな
がらも、デザインの考え方の違いや物事
の価値観の多様性が学べる良い機会で
した。

DeNA라는 기업에 가서 새로운
서비스를 알 수 있었던 정말 좋은
경험이었습니다. 해외 서비스
트렌드를 알 수 있는 경험이었어요.

일본친구들과 같이 작업할 수
있었던 것이 너무 좋은 경험이었고
회사탐방도 매우 귀중한 경험이
되었습니다.
막연히 해외 취업에 대해 생각하고
있었는데 이번 워크샵을 통해
어느정도 방향성을 잡을 수
있었습니다.

시바우라 워크샵은 저에게 잊을 수
없는 추억이었습니다. 기회가
된다면, 한번 더 참석하여 다양한
색을 가진 일본 학생들과 함께
워크샵을 해보고 싶습니다.

一週間知らない人たちと一つの課題に
取り組むことで、多くの経験ができた。
チームでデザインすることは難しかつ
たが、うまくやっていくことができる
今回のワークショップで学んだ。

すごい自分のためになりました。
こーゆー経験をたくさん生かし、どんど
ん成長していきたいです。

英語についてもデザインスキルについ
てもとても悔しい思いをしました。
しかし、それがとても大きなモチベーシ
ョンになったので、よかったです。

초반에는 서로 어색하고
소극적이었지만、
3일 정도 지나고 나니 서로의
의견을 각자 편하게 말할 수 있어
정말 좋았습니다. 또한 워크샵
뿐만 아니라, 비슷하면서도 다른
일본의 문화를 배우고 이해할 수
있어 좋았습니다.

결과물도 중요하지만
문화 및 생각의 차이를 인정하고
서로 맞춰 가는 과정 또한
중요하다는 것을 느꼈습니다.

출국전 길다고 느껴졌던 10일
이라는 시간이 귀국 전날에는
짧았다고 느낄정도로 아쉬웠습니다.
주어진 시간동안 일본 문화를
조금이나마 이해할 수 있었고,
일본인 친구들과 서로다른
다양한 의견을 나눌수 있어서
행복했습니다.

各班異なったテーマについて動くこと
がユーモアで楽しかった。
留学生の案に独創性を感じて聞きたび
に驚くばかりであった。
またクリエイティブに秀でており、その
姿を見習うとともに、今回のワークショ
ップで得た経験を今後の研究に活かし
ていきたいと感じた。

韓国の学生はグラフィックが強く、学ぶ
ことが多かった。しかし、過程を重視し
ないため、内容の薄いものになってしまった
気がする。アイデア出しの際にも
っと日本人が積極的に関わっていけたら
良かったと思う。pblは、すごい疲れた
けど楽しかった。

本当に良い経験になった。またこのよ
うな機会があれば是非やりたい。
これからの課題も自分の可能性も広く
なった。

너무 만족스러웠습니다. 작업
결과물은 조금 아쉬웠다 생각하지만
워크숍 자체가 즐거웠고 다른 나라
학생들의 생각과 그들의 문화를
주고받을 수 있어 잊을 수 없는
기억으로 남을 것 같습니다.

일본 친구들에게 많이 배우고,
함께 작업하면서 즐거웠습니다.
언어가 달라도 한 주제를 가지고
서로 상의하는 것이나, 배운게 많이
다를 것이라 생각했는데,
수업시간에 배운 모델이나 과정을
다른 나라친구들도 따라가면서
작업한다는 것이 놀라웠습니다.

정말 뜻깊은 시간이었습니다.
외국인친구와 사귀기 쉽지 않은데
헤어질때 아쉬울정도로
친해졌습니다.

