



le cnam



# STATEMENT OF INTENT

## M2 MASTER INGÉMÉDIA

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# TABLE OF CONTENT

|   |    |
|---|----|
| INTRODUCTION.....                       | 5  |
| DEMAND FORMALIZATION .....              | 7  |
| THE TEAM.....                           | 9  |
| ANALYSIS OF THE EXISTING RESOURCES..... | 12 |
| COMPETITIVE INTELLIGENCE.....           | 18 |
| CONCLUSION.....                         | 24 |
| DEMOGRAPHIC TARGET.....                 | 26 |
| WEBSITE.....                            | 28 |
| MEANS OF COMMUNICATION.....             | 30 |
| ANNEXE.....                             | 32 |







# PART 1

## INTRODUCTION

# INTRODUCTION

The Saigoku Road was one of the most important roads in Japan since the Edo period and is also known as the West Country Road. It passes through the city of Hiroshima, prime victim of the atomic bomb strike during the Second World War, followed by the shopping street Hondori as well as the museum of the atomic bomb.

It's also worth noting that along this thousand kilometer pilgrimage, the road is dotted by 33 traditional Japanese temples. It is a place rich in history and culture, and the Machinaka West National Highway Promotion Council has been working to boost and invest in the cultural, educational and many more sectors.

Although tourism is on the rise in the Hiroshima region, it still struggles. Machinaka West National Highway Promotion Council therefore called on CNAM and Ingémédia to revitalize tourism in the region. This collaboration takes the form of three multimedia projects that takes advantage of the new technologies of virtual reality and augmented reality. Our team is tasked to create and design a website around Saigoku Kaido, the road to Saigoku.

In this statement of intent, it is necessary to first introduce the team behind this project. The second part will aim to present Machinaka West National Highway Promotion Council, their project, as well as their means of communication in order to suggest a suitable solution. The third part will revolve around the analysis of different competitors. Finally, the last part will be the proposal that Ingémédia and the CNAM have chosen to meet the demand of the revitalization of tourism in the Hiroshima region.





## PART 2

# ANALYSIS OF THE EXISTING RESOURCES

# DEMAND FORMALIZATION

With the tourism sector in the region suffering a sharp decline, Mme Papini, a professor at Cnam and a member of a cultural association in Japan, the Machinaka West National Highway Promotion Council, decided to launch a project with the aim to revitalize the tourism in the region by developing and creating websites and applications that utilizes VR and AR.

To achieve this, a team of CNAM and Ingemedia students, as well as 3D developers from a wide variety of backgrounds was formed to design a website and applications integrating 3D. Three platforms have been planned: An augmented reality application, a virtual reality application and a website, the latter being the platform we will be designing.

Our goal is to design a website tracing the historical events of the Hiroshima region using an interactive map of Saigoku Road. For this project, a great preliminary research work will be essential in order to nourish the curiosity of the visitors. This website will thus connect potential tourists and the Saigoku road in an interactive and fun way.

The second objective of our project is to put in place a communication strategy in order to publicize the Saigoku road, the Hiroshima region but also the various digital media platforms that will be designed during this project.



First of all, it is necessary to analyze in detail the Machinaka West National Highway Promotion Council association in order to learn more about them and their strengths and weaknesses but also to know the tools we have at our disposal.

## INGÉMÉDIA

The UFR Ingémédia is an establishment offering digital training ranging from BA to PhD. Its objective is to train future professionals in the world of Information and Communication Sciences in areas such as data analytics, UX / UI design or digital communication. Students are trained in innovative digital project management using a variety of tools. The students in Master 2 were tasked to establish the framework for this project.

## CNAM

The diploma of computer engineer specializing in multimedia of the CNAM is a training offered within the framework of the engineering school of the CNAM and the national school of games and interactive digital media. It is provided in partnership with the University of Toulon and the CFA Epure Méditerranée.

This program trains engineers to master the technical concepts of interactive digital media development, and gives them a good theoretical knowledge of computer systems.





# THE TEAM

## INGÉMÉDIA



**ISSMAIL BAIBAH**

Design student. Curious and ambitious, I'm always ready to try new adventures and to discover new horizons.



**LUCAS BONNARD**

Design student. Passionate about Web and new technologies. I like working on innovative and creative projects.



**ANDREW NEMR**

Design student. Always up to try new creative experiences. I couldn't resist the call to help people on the other side of the world.

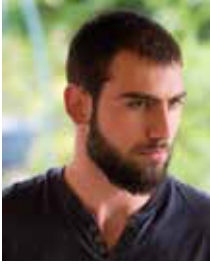


**MAEVA GOMA**

Design student. Passion for drawing, photography and music. My skills are focused on graphic design.



# CNAM



## THOMAS LAURE

Student at CNAM. I am passionate about and specialized in web technologies and all that revolves around it.



## THOMAS ARNOUX

Student at CNAM. I am passionate about new web and mobile development technologies. very motivated by large-scale projects.



## NICOLAS ANDRES

Student at CNAM. I believe that web technologies are major and inevitable

# PRESENTATION OF MACHINAKA WEST NATIONAL HIGHWAY PROMOTION COUNCIL TOURISTIC SITES.

The Saigoku Road has been one of the most important roads in Japan since the Edo period and is also known as the West Country Road. It allows you to reach several cities, including the infamous city of Hiroshima, and crosses next 33 temples.

The goal of the Machinaka West National Highway Promotion Council since 2016 has been to energize and preserve this cultural wealth so that it can be passed down from generation to generation. This can be seen in the different events they organize and they act on different levels such as education and cultural events and even the improvement of the local infrastructure. Their main event is known as Saigoku day, and the last time it took place was on March 14th 2020 in Hiroshima. The event is known to host many cultural activities and traditions such as concerts with instruments specific to the region such as the taiko, the bamboo flute or the shamisen. The event also offers an insight into the traditional tea and gastronomy side of Hiroshima with the multitude of tea rooms and restaurants open for the occasion.

It's hard to ignore the strong commitment this association has for the city of Hiroshima and we can note the presence of many partners. We can conclude that Machinaka West National Highway Promotion Council already has a strong presence and a network anchored in the city, which represents a significant advantage.

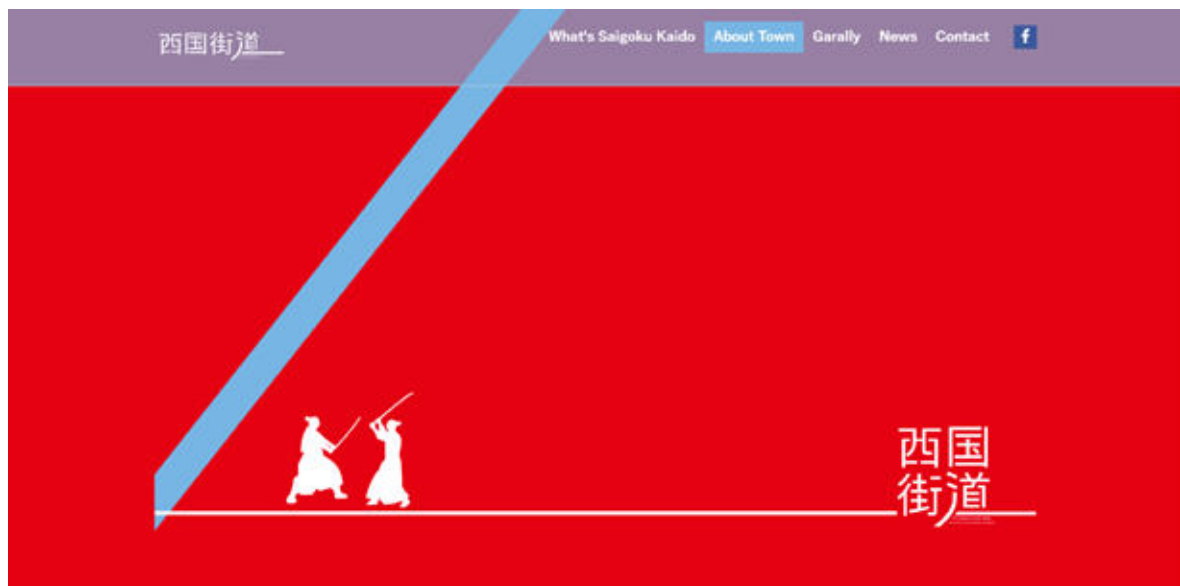


# ANALYSIS OF THE EXISTING RESOURCES

## INSTITUTIONAL WEBSITE

The association has an institutional website that first presents the location (Hiroshima and Saigoku Road), the project and the team. There is then a gallery of images from the events of the association. Finally there is a news section with articles on the latest news from the organization.

Arguably, this site is used as an introduction to the association with clear and concise content. It is used in an editorial and a purely informative manner. It also gives the possibility of contacting the association with a contact form. Finally, there is access to another website known as an “Events” site.



# EVENT WEBSITE

As mentioned before, the association has a second site (although it is at the same URL as the other). This website presents “Saigoku Day”, the cultural event organized by the association in honor of the Saigoku road and the culture of the Hiroshima region in 2020. It is possible to find the schedule of activities as well as the various speakers with individual articles written for each intervention. Like the other site, it is concise and allows you to get an overview of the event easily.





# FACEBOOK

On their site it is possible to find access to their social media page on Facebook. named “まちなか西国街道推進協議会” it currently stands at 473 likes as well as 491 followers. The Facebook page host posts that present the activities of the association. Very often, it is text about an activity that will be organized with an image or a video. However, we can observe a low rate of interactivity on posts with generally around ten likes and one or two shares as well as a fairly low frequency of posts (one per month). We also find few of the events organized on this page with once again a fairly small number of participants.



# CONCLUSION

We can conclude that the association already has a web presence with two sites as well as a Facebook page. All three are very essential communication tools. The institutional site serves more the purpose of sharing general information about the association, while the event one only handles communication about the event in question. Facebook is useful for sharing more spontaneous information like the institutional site. However, when we analyze the different tools at our disposal we notice two major weaknesses: their communication is exclusively in Japanese and very little content is available on their different platforms.

From a graphic point of view, one can notice some element used by the association colors like red or light blue as well as a mixture of traditional illustrations and line art. The choice of the color red is explained by its strong symbolism in Japan. It's the representation of the Shinto sun goddess Amaterasu also present on the country's flag. The illustrations are inspired by the traditional side of Japan, a side the association hopes to highlight.

These graphic elements represent possible inspirations and graphic design constraints and they need to be taken into account in order to produce work that respects the values and the universe of the association



# SWOT

| STRENGTHS   | WEAKNESS  |
|---|---|
| <p>Existing platforms on the internet</p> <p>Many partners in the Hiroshima region</p> <p>An existing brand identity</p>                              | <p>Little presence on social networks</p> <p>Communication exclusively in Japanese</p> <p>A lack of interactivity on social media</p> |
| OPPORTUNITIES   | THREATS   |
| <p>A link between Japan and France</p> <p>A very rich cultural life in the Hiroshima region</p> <p>Saigoku is a well-known tourist place in Japan</p> | <p>Coronavirus</p> <p>Other tourist sites in Japan</p> <p>The declining tourism industry</p>  |





## PART 3

# **COMPETITIVE INTELLIGENCE**

# COMPETITIVE INTELLIGENCE

## THE “CRABE FANTOME” PROJECT



The city of Nantes has implemented an innovative concept for the discovery of the city through storytelling and technological devices. The mobile course presents a story of fiction and is called the “Crabe Fantome” A geolocated Vernienne Adventure, which allows you to travel in space-time, to live alongside the characters, an immersive cinematographic experience.

Immersive art expo May 2018 : Workshop at the Musée de la Civilisation where artists, writers, sound artists and digital creators from Nantes and Quebec came together to design an interactive map experience of the Ideal City.

Nantes and Quebec artists, writers, sound artists and digital creators created an interactive cartography of the Ideal City, giving substance to the project of Charlotte Sémafore, Alcide Lachance and their 19th century explorer friends.

This project by Marie-Laure Cazin, produced by Crabe Fantome, is a virtual reality film which tells of Freud’s last hypnosis which led him to the invention of psychoanalysis. The spectator will be able to see the scene either from Freud’s point of view or from the point of view of Karl, his patient. Each sequence lasts about fifteen minutes. The film was shot near Nantes in January 2018, in co-production with DV Group and with the support of the SCAM (Société Civile des Auteurs Multimédia) grant “ Brouillon d’un rêve Pierre Schaeffer “. It premiered at the Laval Virtual festival in March 2019





**Goals:**

Created by Jérôme Fihey in Nantes in January 2005, the Crabe Fantome aims to develop, design, produce, distribute and promote works and content for cinema, television and new media. All this through major complementary but not exhaustive axes.

**Formats:**

- Artwork expositions
- Digital work shop (Museum of Civilization)
- VR movie

The Crabe Fantome website lists all recent cultural events around the city of Nantes from all categories. Its objective is to guide tourists and art lovers through fun and innovative experiences. We see a certain similarity with the CNAM project in Japan where the main goal is to make the city, its stories and its culture known by designing a digital experience, powered through sound, 3D, and augmented reality.

However, the site is quite simple, monotonous, devoid of aesthetics, and does not reflect the image that the city of Nantes wants to convey, which is technological innovation, and art. The professionalism of this project is reflected in the innovative concepts, the quality videos and the exhibitions of works that seem very interesting.

The strong point of the site relies on the projects presented on the videos broadcast. The main purpose of this site is to invite users to live the experiences offered, by giving indications on how to download the application “ Crabe Fantome “ what this application is for and how to use it and indicating the places of the exhibitions.

<https://www.crabe-fantome.fr/>



# VIVE LE JAPON



Vive le Japon is a website that presents cultural activities to do in Japan and also offers useful tips for tourists.

Its purpose is to facilitate the stay of tourists and visitors. It offers tours for cultural discovery, means of transport, accommodation, services and other useful information (weather forecast and map of Japan with the various points offered). In addition, it has an annex website which presents the activities to do through an interactive Google Map of Japan.

This site is not intended to attract tourists, but to accompany them during their stay. Therefore, he has a multitude of information, circuits that are easy to customize. Because of its more utilitarian it doesn't rely too heavily on the design aspect, we just notice a strong presence of the color red in the brand identity, which is a color very present in most Japan centered branding.

Vive le japon would be a primary source of inspiration for the CNAM website, first by extracting information on the culture, and the activities offered, to find out how they perceive tourists. We can however note some weak points with Vive le Japon such as the design and the sheer amount of information, these will be key elements to try to amend in the design of our website.



# L'ÉCONOMIE VIRTUELLE

## L'ÉCONOMIE VIRTUELLE

L'économie virtuelle is a workshop created by BNP PARIBAS. It is a "one page" website that presents the virtual economy in all its forms, in several points with concrete examples. There are two kinds of background animations, 2D animations giving an illusion of 3D, more accentuated by movement. We can observe that during navigation, the 3D effects are more and more intense and change according to the articles presented. The strong point of this site is its design which is in accordance with the theme, the effects plunge us directly into a parallel virtual world. The interesting use of 3D mixed with could be used as an example for the CNAM project website.

This site has no business model and is not for profit. This is a technical demonstration and a unique experience like the site we want to create. However, we can note the integration of a newsletter at the end of the operation of the site which allows you to receive emails for BNP Paribas. It would be interesting to consider the use of a similar mechanic on the site to retrieve emails for the association and set up a communication strategy from them. A second important element on this site is the ease of use for site visitors as it is possible to browse the entire site with just the scrolling of the mouse.

<https://atelier.net/virtual-economy/>



# BEAR71



Bear71 is an interactive site that tells the story of a bear named 71. It comes in different formats:

- A documentary with an introduction video, where the narrator plays the character and tells the story of the bear.
- An interactive map that simulates the bear's environment, using several monitoring devices, its movements and those of other species living in the nature reserve can be seen in real time.



On the map we notice several moving points. Its dots represent all animal species living in the same environment as "THE BEAR 71". Each species is listed and has a tracer which activates the surveillance cameras. By clicking on its points, a pop-up window appears with all of the animal's information as well as its instantly captured photo.



This is a perfect example of the concept sought for the creation of our website, by its cartography and the various key points. The big difference is the animals that will be replaced by the historical monuments of the Saigoku road. The minimalist graphic in flat design gives a simple modern and very aesthetic effect with simple dots of green and blue color, reminiscent of the landscape of a nature reserve.

<https://bear71vr.nfb.ca/>



# CONCLUSION

## CONCLUSION

**We can conclude the following key elements:**

- The relevance of the information
- Simple and intuitive navigation
- A minimalist and modern design
- The use of 3D effects through 2D animations
- The choice of a design identity consistent with Japanese culture





## PARTIE 4

# OUR RESPONSE

# OUR TARGET DEMOGRAPHIC



## FERNANDO

27 years old  
Not married  
Photographer  
Spain

### ABOUT

Fernando Barcia is a young adventurer and photographer who loves to explore the world and discover new cultures. 27 years old, this Spanish traveler has already visited 31 countries in five continents. Japan is on this list of countries, he visited in 2016 when he was making his first trip to Asia. During this trip, which lasted only 6 days, Fernando was able to discover several Japanese cities such as Tokyo, Kyoto and Osaka. But he did not have the opportunity to visit other cities and regions to learn more about Japan and its diverse cultures.

During the pandemic lockdown, Fernando remained confined in his home like everyone else. This period was difficult for him since he was deprived of his favorite activity which is traveling. So he took advantage of the free time he had during lockdown to plan his next trip around the world and accomplish his goal of completing his list of 50 countries within the next two years, and revisiting the places that marked him the most. Among those places is Japan, which he would love to revisit to achieve the things he could not achieve on his first trip.

### MOTIVATIONS

- Capture his best travel moments on camera
- Meeting and forging new friendships
- Taste for adventure

### FRUSTRATIONS

- His batteries draining while traveling
- Missing his morning coffee
- Missing his flight

### WANTS

- Discovering new cultures
- Take beautiful photos
- Enjoy the local gastronomy





## MAARTEN

54 years old  
Married  
Accountant  
Netherlands

### ABOUT

Maarten Kost is a well-experienced Dutch accountant who lives in Amsterdam. the 54-year-old takes a trip every year during summer vacation to a new country.

In the past, he used to go with his wife Sophie, his daughter Lisa and his son Julian, but now he only travels with his wife, his children having grown up and preferring to travel with their friends to destinations more suited to young adults like them.

Maarten and Sophie love nature and beautiful landscapes. So they often go on trips to small towns and places where nature is more present than city life.

### MOTIVATIONS

- Loves Asia
- Big fan of Japanese gastronomy
- Is interested in the history of civilizations

### FRUSTRATIONS

- Disturbing noises and sounds
- Traveling without his wife
- Being harassed buy souvenir vendors and tour guides

### WANTS

- Escape the stress of everyday life
- Enjoy nature
- Go to festivals



## GAËLLE

31 years old  
Not married  
Teacher  
France

### ABOUT

Gaëlle Doret is a French teacher who teaches this language abroad. 31 years old, she takes advantage of her job to practice her favorite profession and to discover the world at the same time. Gaëlle was lucky enough to receive a mission in Japan for a whole school year to teach at the French Institute in Yokohama.

This experience represents a very good opportunity for her to discover a culture about which she does not know much. Since receiving this assignment, she has spent a large part of her time learning Japanese and learning about Japanese culture and traditions.

### MOTIVATIONS

- Fully enjoy her trips
- Make a good impression on people
- Going to parties

### FRUSTRATIONS

- Getting sick while traveling
- Getting lost
- Losing money while being abroad

### WANTS

- Visit as much as possible of places in Japan
- Meet new people
- Getting better at the Japanese language





# WEBSITE

The objective of our project is to create an interactive website that allows you to discover the road to Saigoku and discover its history. The purpose of this site is to encourage tourism in Japan, especially in the Hiroshima region, and to offer an original experience that will remain in the memory of visitors.

The site will be divided into 3 parts:

## A TIME-LINE PART

This page will show the chronology of this route during a time interval that will be determined later based on the information available. Each section of the page will present the chosen period with images and texts. The user will be able to scroll the page to move from one section to another while seeing its progress in the timeline thanks to a bar that will appear somewhere on the page and which will fill up as the user scrolls down. Thus, the user will be able to navigate between the pages at any time thanks to a menu. Several animations can be integrated into the page to make the experience more fun and more attractive. The purpose of this page is to tell the story of the Saigoku Road, while learning about the culture and traditions of this region.





## AN INTERACTIVE MAP

This is a part of the page that will contain a 3D map of the road to Saigoku. This 3D map will be in the form of a one-way road with the ability to move forward and backward. On both sides of the road will be several buildings that represent either the 33 temples of the Kansai region or other symbolic landmarks in the region. This decision will be made once the need is well defined. Depending on our choice, we will embed clickable buttons in the map so that the user can click and view more information about the building. This page allows visitors to the site to better discover the Saigoku road and the major monuments in the region.

## A PART TO LINK ALL THE PROJECTS AND THE VARIOUS PARTICIPANTS IN THE GLOBAL JAPAN PROJECT

This part will contain the links for all 3 projects. where there will first be a presentation of the members of the 3 groups. The purpose of this page is to group the 3 projects in one place, so that they are accessible to visitors to our site. Since the other projects are mobile applications this will allow them to have more visibility.



# MEANS OF COMMUNICATION

For the promotion of our site, we offer a purely digital marketing strategy to reach an international audience. Our technique is to target people who may be interested in traveling to Japan, using targeted advertising techniques. This method will allow us to have more reliable statistics, in order to follow the progress of our campaigns.

We have 3 advertising solutions:

## PROMOTIONAL VIDEO

Video is a very powerful medium in communication. In 2020, over 80% of businesses are using video as a marketing tool. In addition, a video brings 300% more traffic compared to other media. It is therefore a matter of creating promotional video content in collaboration with other creators in Japan who takes care of the shooting in the region concerned. Then this video will be published on several platforms like YouTube, Facebook and Instagram (which we will have to create). If the budget allows it, a promotion on one (or more) of these platforms will be a plus to increase traffic and for the site to have more visibility. The strong point of these platforms is that they allow you to filter the people who will see the advertisement according to several criteria (age, gender, geolocation ...) So we can better cater to our target demographic.



# GOOGLE ADWORDS

Google is the leading and most popular search engine on the internet. Thus, it has the largest online advertising network in the world. Thanks to Google AdWords, which is a paid referencing tool, we can target people who are looking for a specific word (such as: visit japan, travel to japan, discover japan ...), and in a specific area (country, region, city). It will also be necessary to work on natural referencing so that the site is visible on the first results.

Google offers another tool which is Google Analytics which deals with the collection of information on the campaign to know the nature of the people who visit the site and to understand their behavior.

## TRAVEL BLOGS AND FORUMS

This method is a free way to bring traffic to the site. Granted, this isn't the best, but it does get free and targeted traffic at the same time. By posting articles on travel and tourism blogs / forums, one can attract the attention of people who want to visit Japan and people who are interested in learning about new cultures.



# ANNEXE

**THOMAS LAURE**  
Projet leader - Development

**THOMAS ARNOUX**  
Development

**ISSMAIL BAIBAH**  
Design

**NICO LAS ANDRES**  
Development

**ANDREW NEMR**  
Design

**LUCAS BONNARD**  
Design

**MAEV A GOMA**  
Design

**WILLY BARROY**  
Supervising teacher

**OLIVIA PAPINI**  
Supervising teacher

**JEAN-MARC ROBERT**  
Supervising teacher



