

2018 SIT-KMU Students Design Workshop - Unexpected Combination

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

Participated Student

KMU students:

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

SIT students:

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

Editorial Design Park Seoyeon

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저자 연명흠, 양원석
발행인 후루야 시게루(SIT디자인학부장), 강연미(국민대조형대학장)
발행처 국민대학교 출판부
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머리말

시바우라공업대학교와 국민대학교와의 국제 디자인 워크숍은 올해로 3번째를 맞습니다. 이 워크숍은 일본 문부 과학성이 추진하는 SGU(SUPER GLOBAL UNIVERSITY)프로그램에 선정된 시바우라공업대학교와 대한민국 교육부가 지원하는 대학특성화사업(사업단명: Emerging Technology 기반 Beyond Design 인재양성 사업단)에 참여하는 국민대학교가 함께 하는 프로그램입니다.

이번 워크숍의 주제는 '의외의 조합 Unexpected Combination'으로 첫해의 '감정의 교류', 작년의 '해피니스-삶의 질'에 이어 광범위한 아이디어의 발산이 가능한 동시에 보다 참신한 발상이 가능하도록 유도했습니다. 하지만, 워크숍을 마치고 한 권의 책으로 그 과정과 결과를 담아내는 지금도 여전히 어떤 주제가 단기 워크숍 주제로 좋은 것인지에 대해 고민하게 됩니다.

이번 워크숍에 참가한 66명의 학생들 중, 국민대학교 34명의 학생들 중에는 6명의 대학원생이 포함되어 있었습니다. 공업디자인 전공학생이 다수였지만, 인터랙션디자인, 경영정보, 영상디자인 전공의 학생도 참가했습니다. 시바우라대학 32명의 학생들 중에는 예년과 달리 1학년도 많이 참가했고, 국민대 출신의 교환학생들도 포함되어 있었습니다. gPBL의 경험이 있는 4학년들은 TA를 담당했습니다.

두 학교는 공학대학교 조형대학, 일본과 한국이라는 서로 다른 문화적 배경을 갖고 있으며, 이러한 차이가 지금까지 익숙했던 것을 새로운 눈으로 볼 수 있게 해주었습니다. 참가학생들은 이전 워크숍에 참가했던 선배들로부터 이러한 차이와 그로부터 얻는 경험에 대해 얘기했지만 막상 자신이 피부로 느낄 때의 임팩트는 큼니다. 워크숍을 진행한 일주일은 이러한 서로의 차이와 장점을 배우는 시간이었습니다.

그 과정은 예측 밖의 일도 많았고 힘겨웠고, 특히 언어적 장벽으로 인해 진행은 더뎠지만, 디자인 문제의 도출과 해결의 다양성을 익히는 좋은 경험의 장이 되었습니다. 또한 일상적인 수업에서는 접하기 어려운 생각의 전환과 아이디어 구상을 통해 창의적 경험을 만끽했습니다. 학생들은 황당하지만 새로운 아이디어를 격려받으면서 수업과는 다른 디자인 접근을 경험했고, 문제해결만이 아닌 문제발굴을 시도했습니다.

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

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

국민대학교 조형대학 공업디자인학과 / 연명흠
시바우라공업대학 디자인공학부 / 양원석

Headline

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

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

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

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

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

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

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

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

Outline of Workshop

THEME

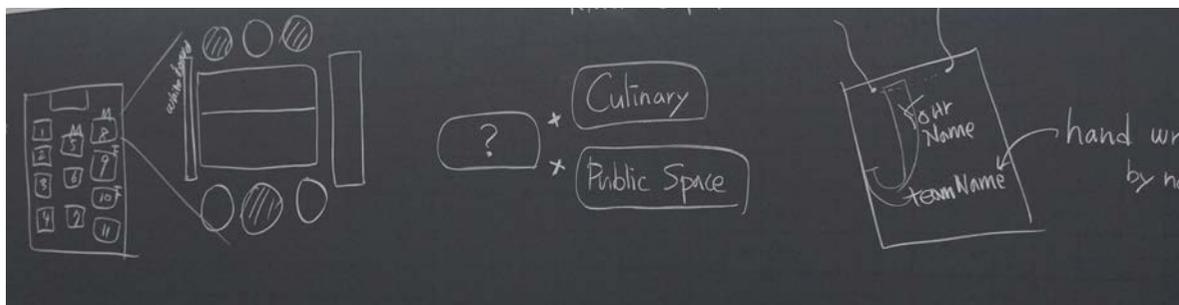


이번 워크샵의 주제는 ‘의외의 조합’이었다.

각 팀은 제비뽑기 방식으로 하나의 키워드를 선택한 후, 그 키워드를 ‘Culinary’와 ‘Public Space’ 두 개의 단어 중에 하나와 결합해야 했다. 키워드는 한번에 한해 다시 뽑을 수 있는 기회를 주었다. 모든 키워드는 Reddot Design Award의 경쟁부문의 키워드 중에서 선발하였다. 두개의 키워드를 조합함으로써 발산적이고 참신한 아이디어가 발산될 것을 기대하였다.

The theme of this workshop was the “Unexpected Combination.”

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



SCHEDULE

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



Memories

Orientation & Welcome Party



Meeting for KMU students



Cultural Experience



Mid-presentation



Visiting Sony Creative Center



Memories

Design works



Recreation - bingo



Final Presentation



Memories

Farewell party



Insights from the Workshop

Last Workshop(2017)

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



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

グローバルPBLによる学生参加型授業の実践的考察
 Practical consideration of student participation class by Global PBL.
 発表者: 張山祥*、白藤 真樹、吳明敏、
 Won-Seok Yang, Riho Azayama*, Myoung-Hu, Yeoun*
 1) 芝浦工業大学デザイン学部 2) 南山大学校造形学部 3) 南山大学校造形学部

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

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

Key Word: Active Learning, PBL, Design Workshop

1. 緒言
 近年においてアクティブラーニングが重視されるようになってきた。PBL (Project Based Learning) が活用されることが増えている。PBL の一般的な学習目的は、チームとなる等問題解決を促すこと、コミュニケーション能力等の育成、チームワーク力、責任感等の社会で活躍するためのスキルを学ぶことにある[1]。

2. 研究目的
 本研究は、PBL において参加者が有意な経験をさせるために、企業側と学際的な PBL プロジェクトにおけるポイントを探し出し、それに対する適切な指導を導き出す。そして、参加する学生が十分満足できる PBL に対するサポートを開発していきたい。

3. 研究内容
3.1. 研究背景と目的
 2015 年頃から行われてきた本学のデザイン工学等の PBL プロセスを一般に、参加者の企業側のタッチポイントを見出し、参加者のモチベーションを高める。そしてそのモチベーションを高めるための PBL プロセスを構築する。そして、参加者のモチベーションを高めるための PBL プロセスを構築する。

3.2. 研究の目的と意義
 【本学の目的】本学はグローバル化が進み、また日本で行う PBL だけでなく、海外に行くとともに考えられる。海外でも通用する PBL プロセスを構築することが重要である。【本学の目的】本学はグローバル化が進み、また日本で行う PBL だけでなく、海外に行くとともに考えられる。海外でも通用する PBL プロセスを構築することが重要である。

3.3. 研究の意義
 本学の PBL プロセスは、参加者のモチベーションを高めるための PBL プロセスを構築する。そして、参加者のモチベーションを高めるための PBL プロセスを構築する。

図 1 PBL の一般的なプロセス

図 2 タッチポイントと問題点一覧

図 3 PBL の実践

図 4 過去の PBL における検証

図 5 各学科のプロセス比較

図 6 参加者のモチベーションと PBL のプロセス

図 7 参加者のモチベーションと PBL のプロセス

図 8 参加者のモチベーションと PBL のプロセス

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図 100 参加者のモチベーションと PBL のプロセス

TEAM PROJECT

Marshmallow Hunter

ENTERTAINMENT X PUBLIC SPACE

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



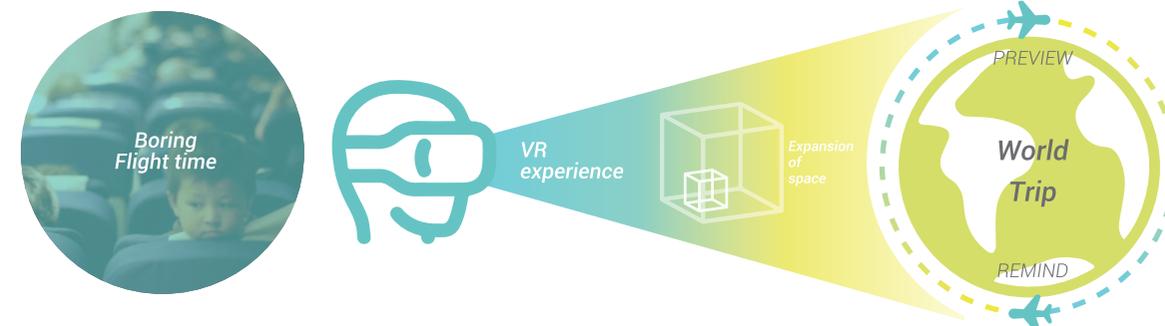
flife

Break Boredom in the sky!



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

Concept



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

VR can expand
 limited space
 into
 infinite space.

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

Service Scenario

Maro impulsively planned graduation trip alone. to the Europe for feel final freedom.

Maro discover 'flife'advertisement of 'MM airline', that she reserved. with QR code, she downloaded app.

Until boring waiting line, She looks around 'flife' lots of recommendation from people's story.

Check in & Boarding on the MM airline's plane.

after meal she fell asleep later, get awake & surrounded by sleeping people. But she isn't sleepy anymore.

that moment, crew stroll VR kit cart. someone who have 'flife' raise hands and get VR kit

'flife' game mode can be unlocked with QR code on the 'MM airline' Ticket. She put her smartphone into goggle .

She can choose any country that she want to explore, linked with google road view. with this service she can visit specific places where she will visit & add places in planner in app.

She experience 'Trip in the SKY' by walking with movement of her neck .

She planned trip in the sky! Before landing She give back VR kits to Crew.

She took happy time around Europe. with lots of pics with her phone.

After trip, She feel sad to go back her routine. in-bound, She reminds her trip memory. in with GPS-linked album. and arrange them. and also dream about next trip!

later, She make another trip with 'MM airline' previously she planned trip with people's trip story shared on 'flife'

Application UI

select out-bound in-bound

flife go flight return flight

flife game start where do you want to go?

connect flight info

ICN → NYC
KE 309
PM 13:10
DFP

Process & Methods are ...

Brainstorming

ENTERTAINMENT x PUBLIC SPACE joyful

entertainment but public space

KEYWORD COMBINATION

in the PLANE

Break Boring in the SKY

how to make it fun?

which place needs 'entertainment'?

How Control? service flow? who is provider?

- 1st : we shared **keywords** of 'Entertainment' & 'Public space' and sorted. individually picked E+P keywords and made **unexpected combination ideas**.
- 2nd : discuss about place where needs entertainment. **airplane**, Especially time is extremely boring & space is stuffy. We shared our experience about long flight and draw journey map.
- 3rd : discuss how to make fun. lots of ideation analog or digital method keep developing detailed service flow & business model & user scenario.

Field work

MOMA store

Kura Sushi

VR park

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

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

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

Persona

Name Maro

Age/Gender 25 years old / Female
got graduated university

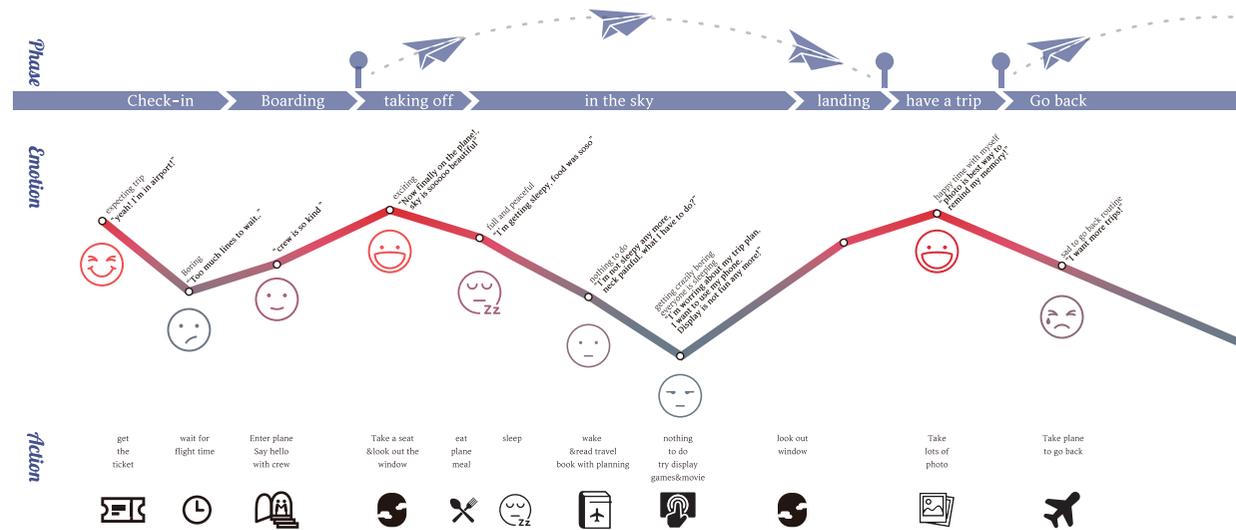
Personality Active, Impulsive, SNS Holic, Brave, Communicative

Trip style & Why
Graduation trip
No plan alone & free
Impulsive trip
Want to make new friends
Final freedom before work
Want to learn diverse culture
Want to find fit country with herself

Worth of trip
New experience & Inspiration
Relax, Refresh mind
Healing. New relationships

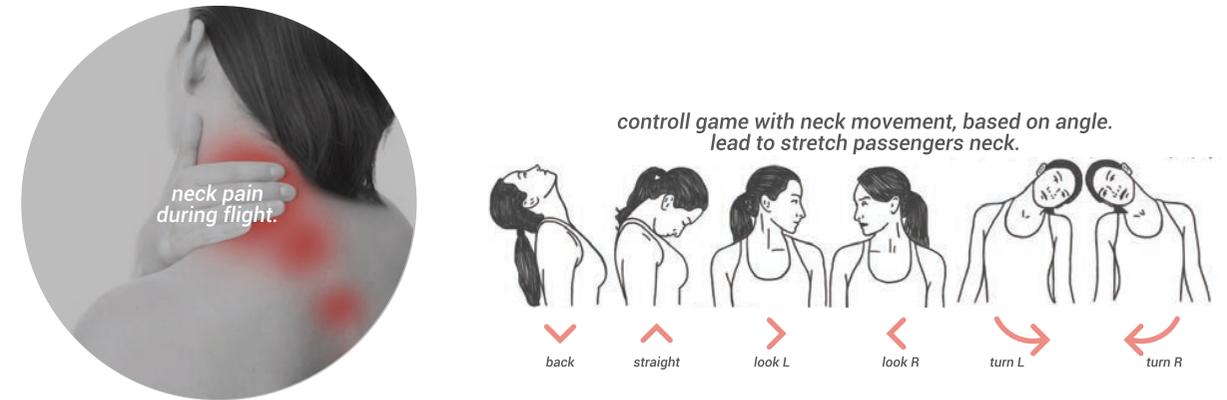
Habit
Taking photos, Love landscape, SNS, smart phone using

Journey Map

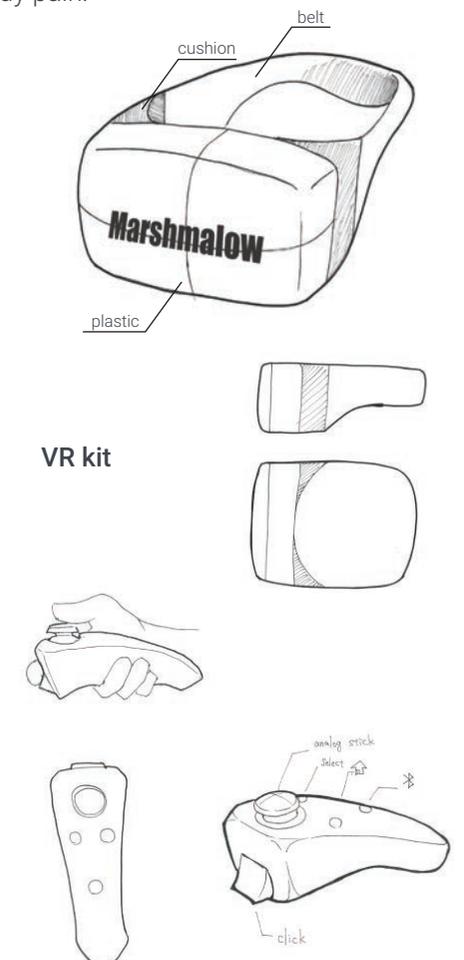
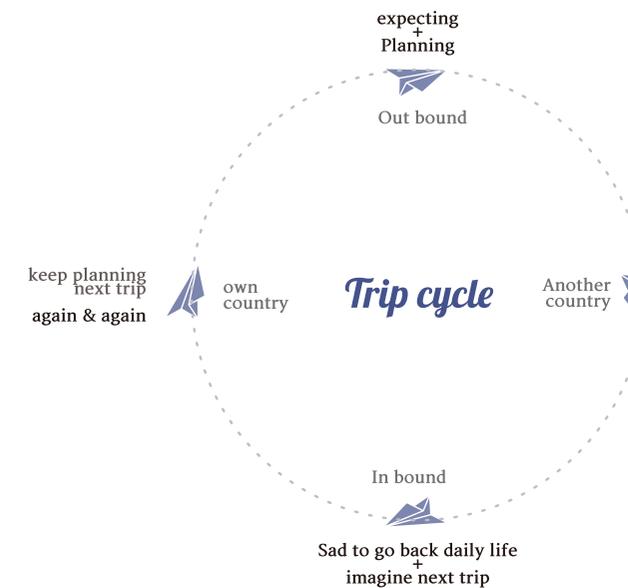


Flight time is extremely boring with the small space. Especially, without internet using. Long flight for far country has 2 meal times. after meal times lots of passengers fell asleep. But because of uncomfortable posture we can't sleep well & long. This situation occurs crazy boredom. We try to play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

Ideation



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



We focused on Trip cycle of travelers and feeling of 'out-bound' & 'in-bound'

We designed our service flow can attract people re-use specific airline again.

'life' provides 'entertainments on plane' & 'scheduler based on trip story sharing'

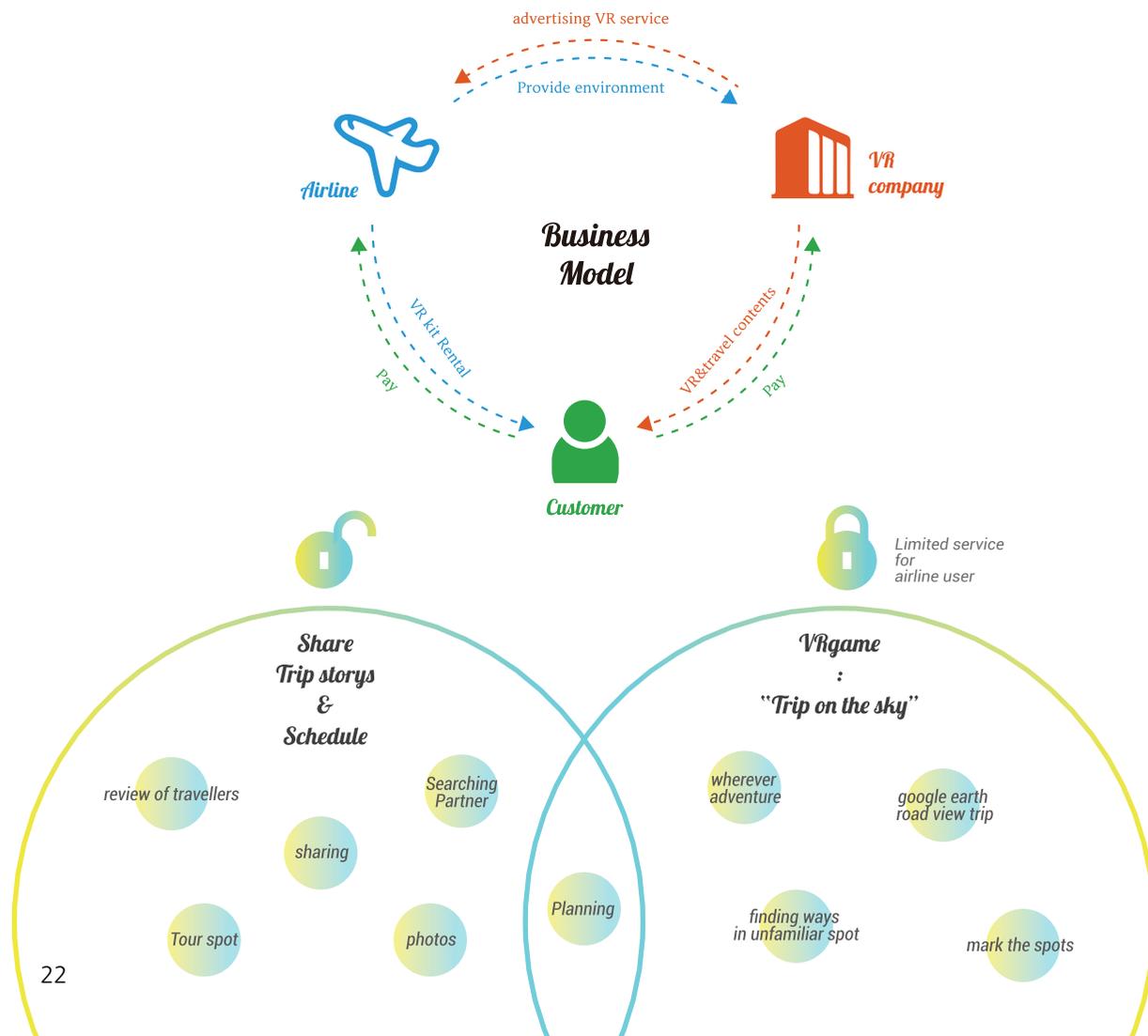
VR screen



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

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

Service detail



After workshop



Fujisaki Hikaru

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

Kim Jiyoo



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



Oda Wataru

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

Park Minji



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



Ohno Yoshiki

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

Na Yuri



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

HAPPY SAKURA[🌸]

CHILDHOOD X PUBLIC SPACE

Tomomi Nakazawa
Lee Gyeong Won

Ko Myung Ah
Kenshiro Kuroki

Choi Jun Myung
Yoo Young Sin



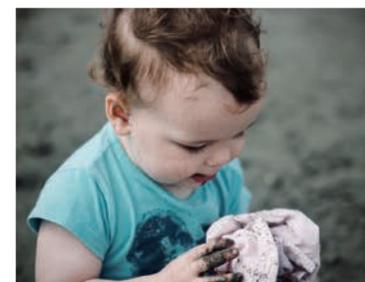
O : WASHES

Happiness from nice washing habit.



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

Concept



Our project is focused on making a natural habit.

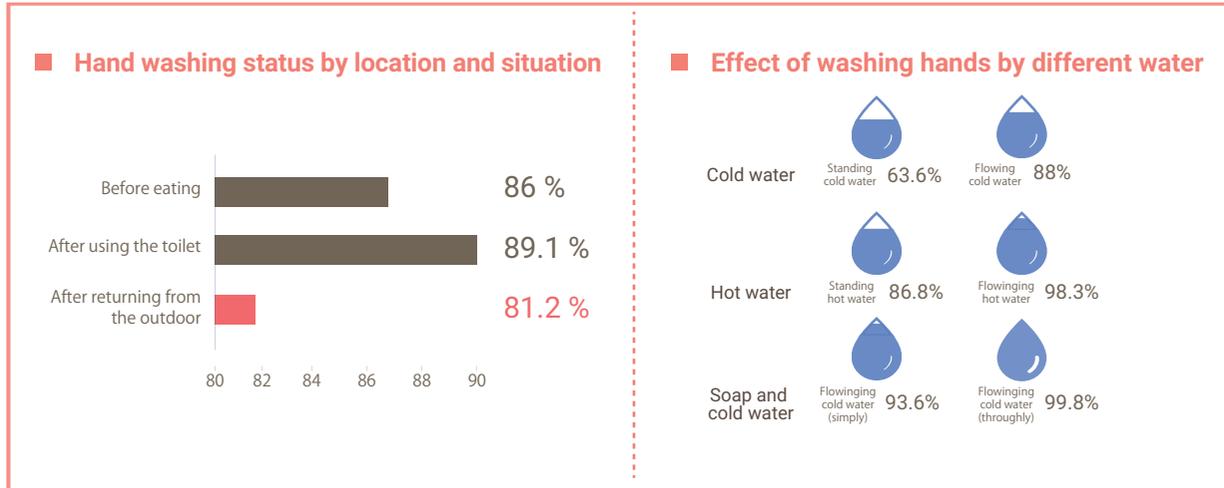


Washing hands can prevent children's illness.



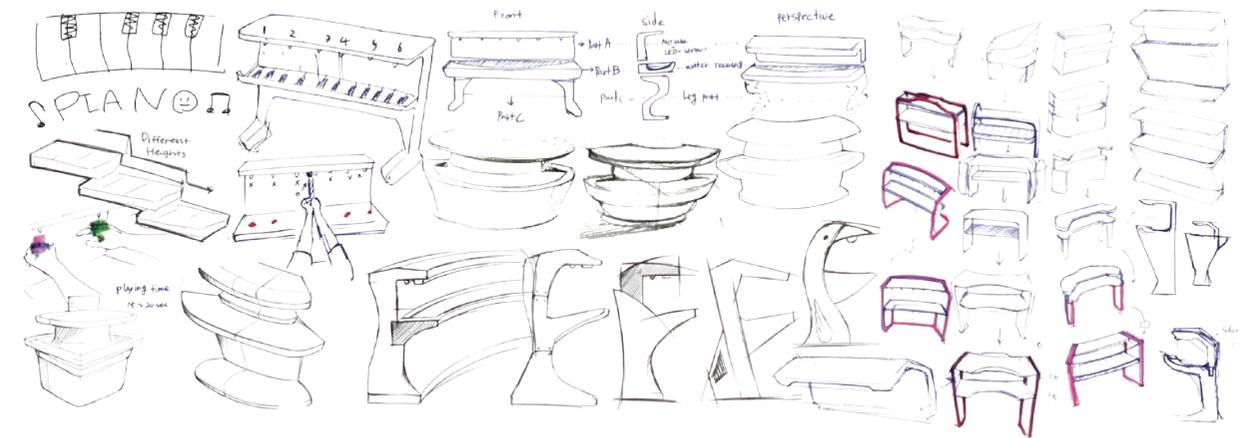
Combined playing with washing is our goal.

Background research



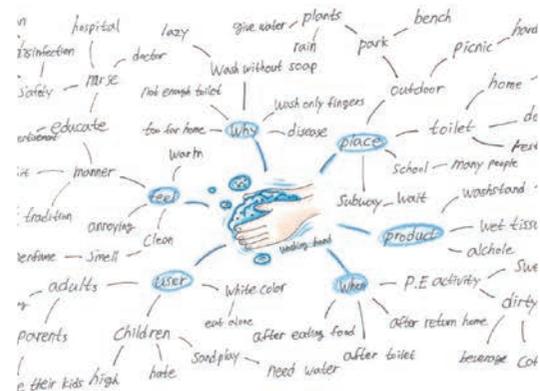
Our team looked at research materials based on their behavior. And we were able to get valuable hints for our project from the materials we looked at.

Idea Sketch



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

Idea spreading



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

Persona

Suzuki Mika
 AGE: 8
 JOB: Elementary school student
 FAMILY: Mom, Dad
 LOCATION: Kamata Hachimachi 3chome Danchi
 HABIT: Hanging, Running, Touching

GOALS
 - Making a huge sand castle than any of her friends
 - To increase her grades

FRUSTRATIONS
 - Playing too much in the playground and loved her grades.
 - Often having bad cold, and

BIO
 Suzuki is an elementary student who lives in an apartment with her mom and dad. She is the only child so she usually go out with her friends. Her favorite play is building sand castle in the park near her house. But she is lazy about washing hands after she play, she often get sick.

Kang Min Jun
 AGE: 10
 JOB: Elementary school student
 FAMILY: Mom, Dad, Brother
 LOCATION: Kamata Hachimachi 3chome Danchi
 HABIT: Playing, Running, Making

GOALS
 - Water playing with his younger brother
 - Collecting his own treasures

FRUSTRATIONS
 - He and his brother are scold by adults because he usually plays with water in the tub next to the playground.

BIO
 Min Jun is an elementary student who likes to play with his brother. He has a younger brother so he usually takes care of him. His favorite play is spreading water to other friends. But there is no place to play with water at his apartment.

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

Prototype

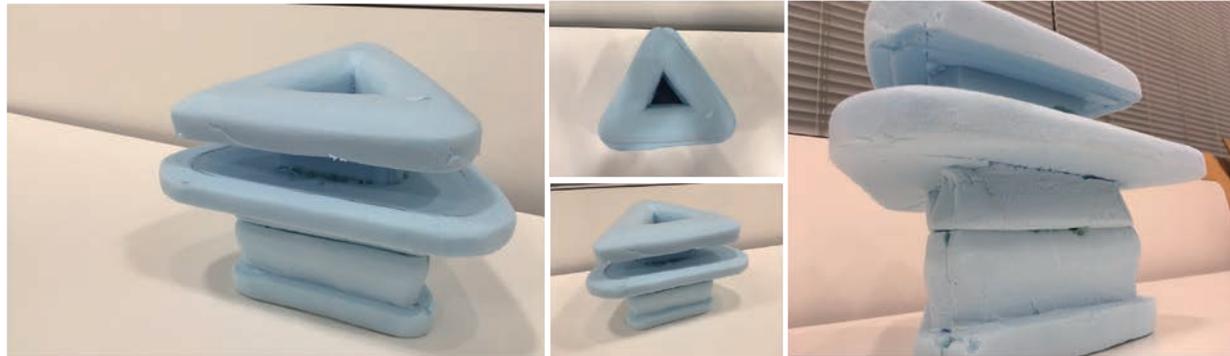
Part body (1/3)



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

Final result

Combined body mockup & usability test



01

02



03



O-WASHES



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

After workshop

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



Tomomi Nakazawa

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

Ko Myung Ah

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



Choi Jun Myung

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



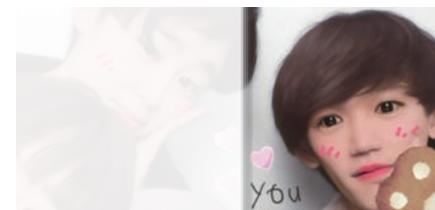
Yoo Young Sin

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



Kenshiro Kuroki

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



Lee Gyeong Won

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



YOSHI GODORI

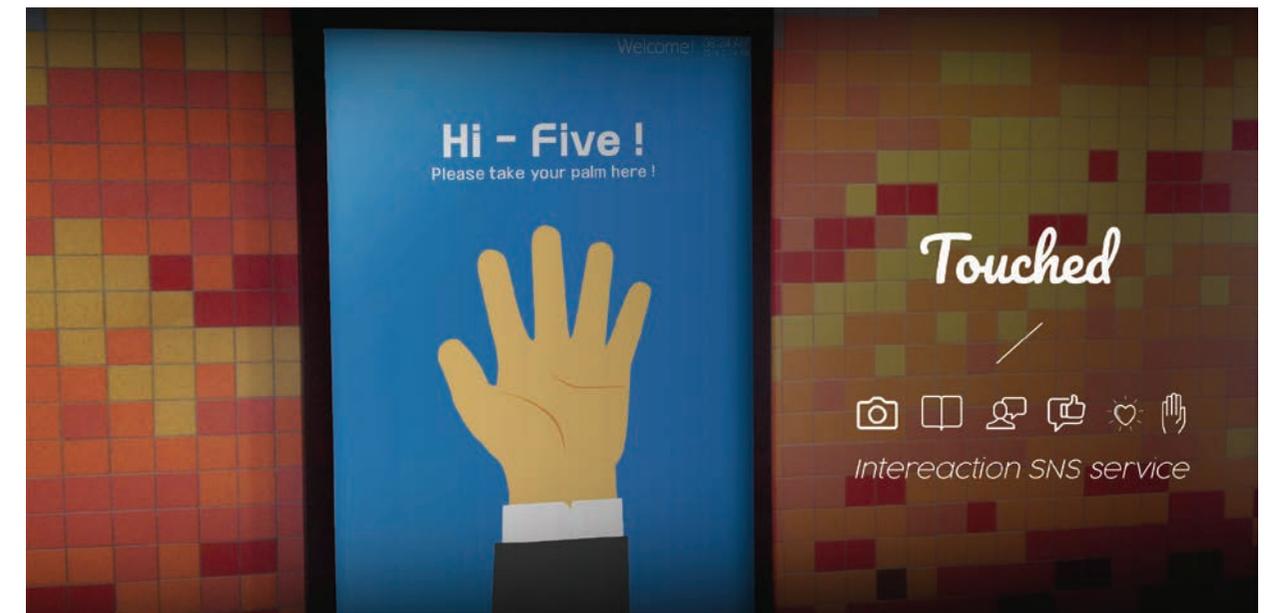
SERVICE X PUBLIC SPACE

Lee YouSol Nahoko Kang SeungHoon Tadashi Shin Minchul Nami Ibuchi



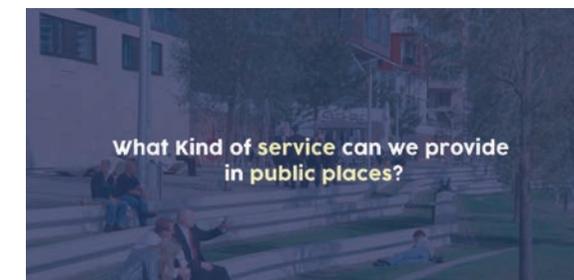
Touched KIOSK

Service Design that use KIOSK

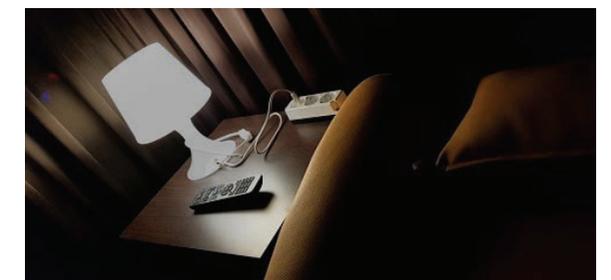


Our team service 'Touched' is Social Network Service that helps communicate with someone who doesn't know. You can get some attention when you need cheer. These KIOSK stand on public space where people usually walk around. You can record video about your situation. After that, you can get some reaction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

Concept



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



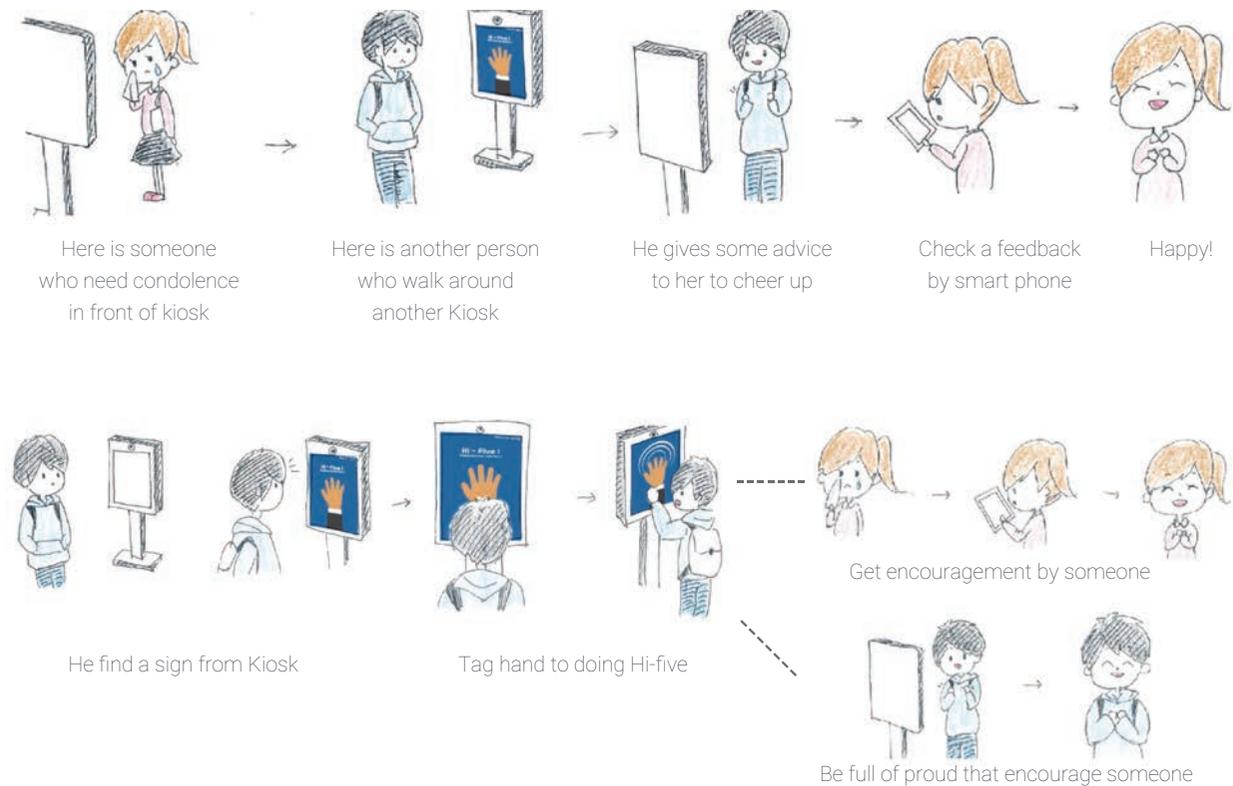
We focus on 'Fast Healing' that can provide in public space. How people take rest in public space.

Main UI of KIOSK



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

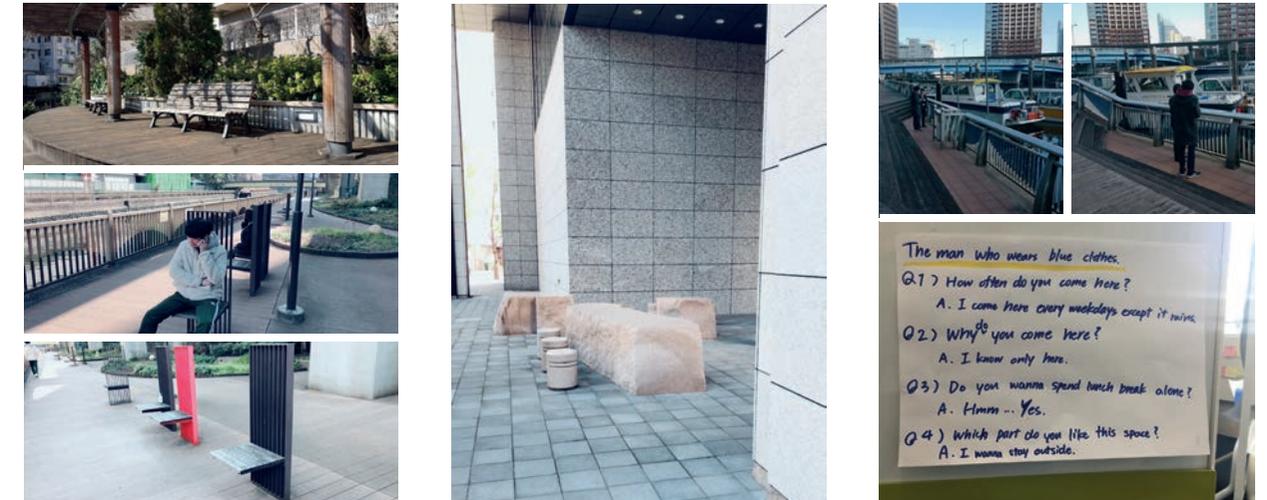
Service Scenario



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

Process & Methods are ...

First Field Research



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

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

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

Brainstorming



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

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

Second Field Research



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

Value Map



We arrange the Brainstorming with each value that we found during field works. By this Value Map, We figure out some Person, that character is related with value map.

Idea

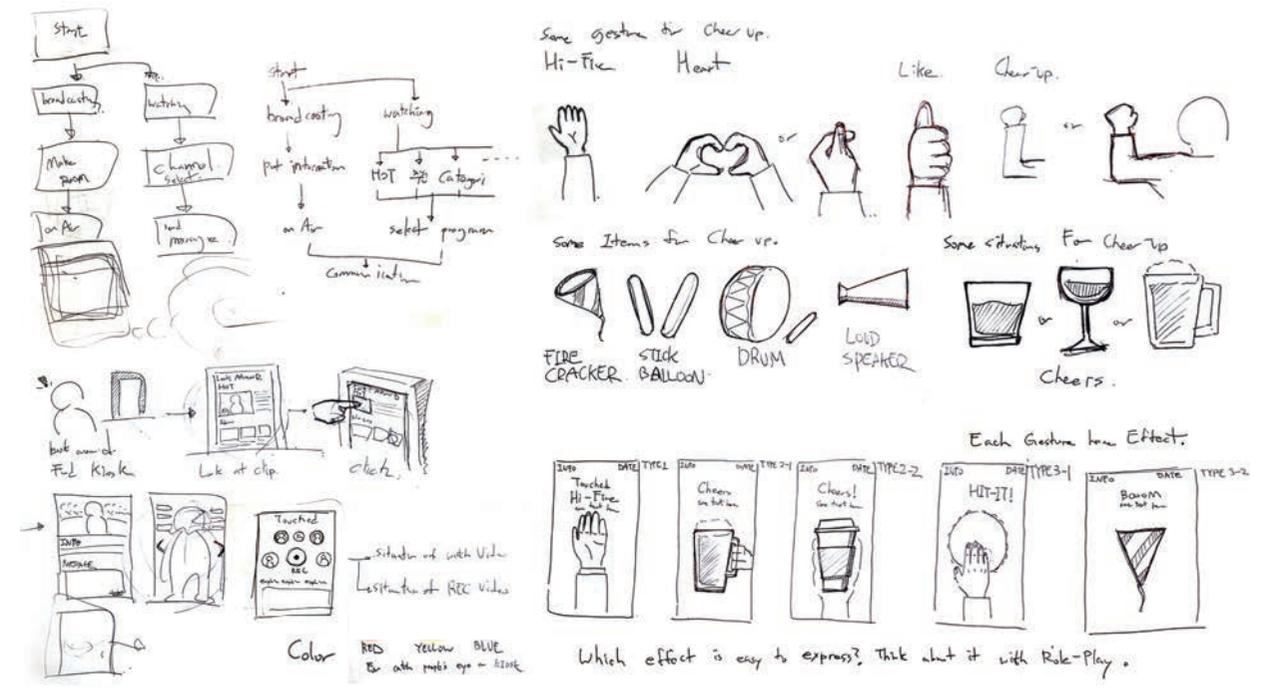


Querencia is kind of refuge where people usually take rest. We saw many Japanese people take rest in Public space like park. It could be Querencia for them. So we want to help them to make Querencia.

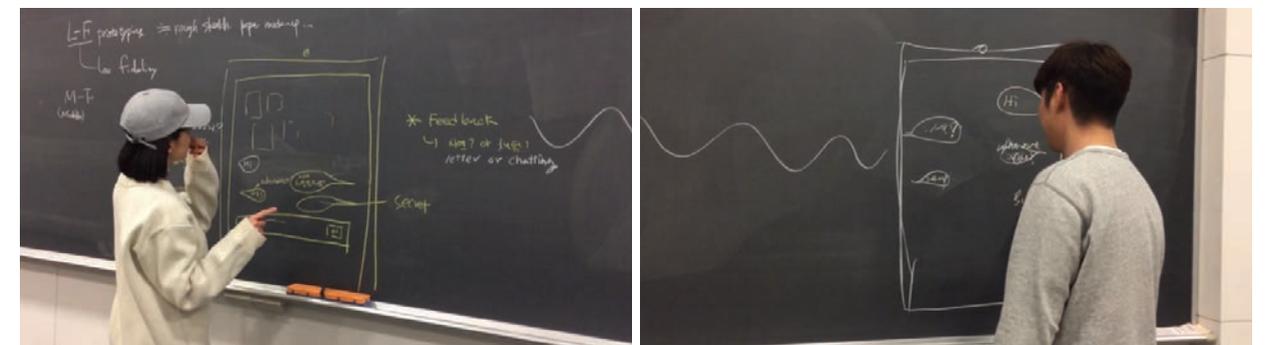


We can see Kiosk around Public space, that show some information or another purpose. We think about Kiosk with Online, that help rest as soon as possible. We want to make people's Querencia in Online service.

Idea Sketch



Role-Playing



Four Situations

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

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

Service blueprint



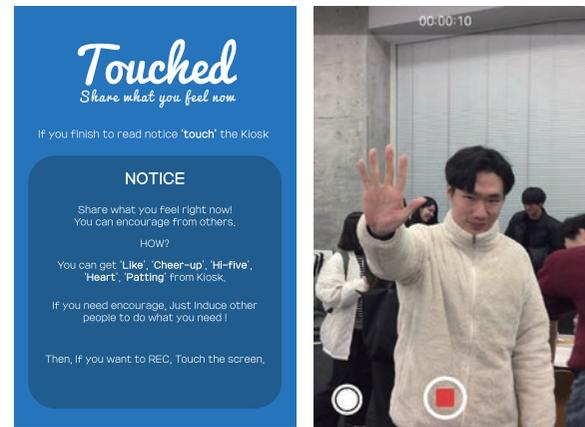
Interact with Kiosk Main Interface. Main interface induce people to do action that related with some actions, make cheer up and encourage someone.



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

If you pick one of video clip,

If you pick record your story,



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

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

After workshop

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



Lee Yousol

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

Nahoko Kawamura

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



Kang Seunghoon

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



Tadashi Miyazawa

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



Shin Minchul

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



Nami Ibichi

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



GREEN PARI-P

GREEN X PUBLIC SPACE

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



BARRI

Efficient Resources Utilizing for a Pleasant Relaxation Place



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

Concept



Barri involves a barrier and energy providing system.

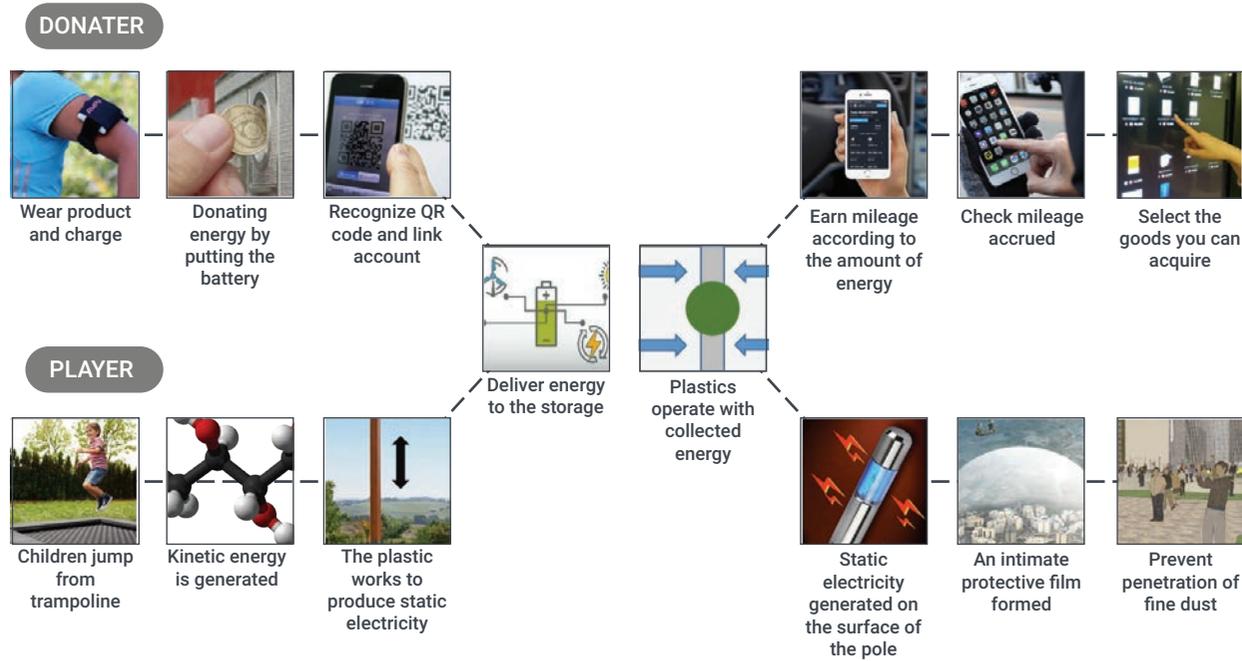


We offer a giant trampoline to provide energy for the barrier.



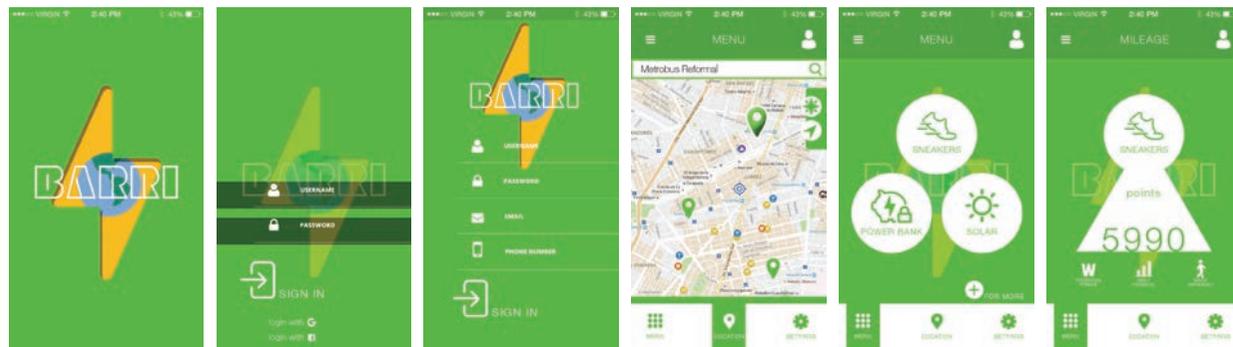
It is also aided by the energy provided by other users.

Service Scenario



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

Application UI



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

Process & Methods are ...

Brainstorming



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

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

We worked on defining the specific characteristics of the design.

Field work



Harajuku graffiti

Harajuku design gallery

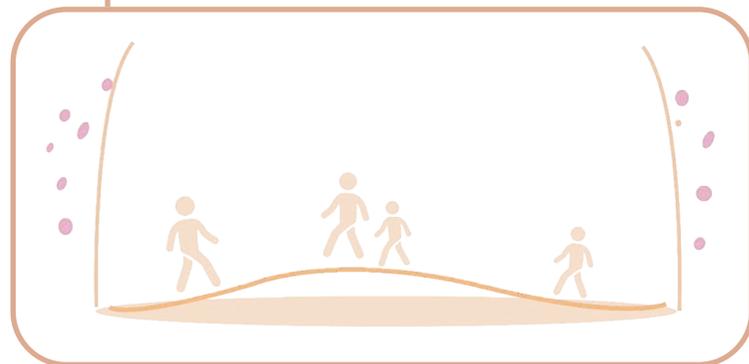
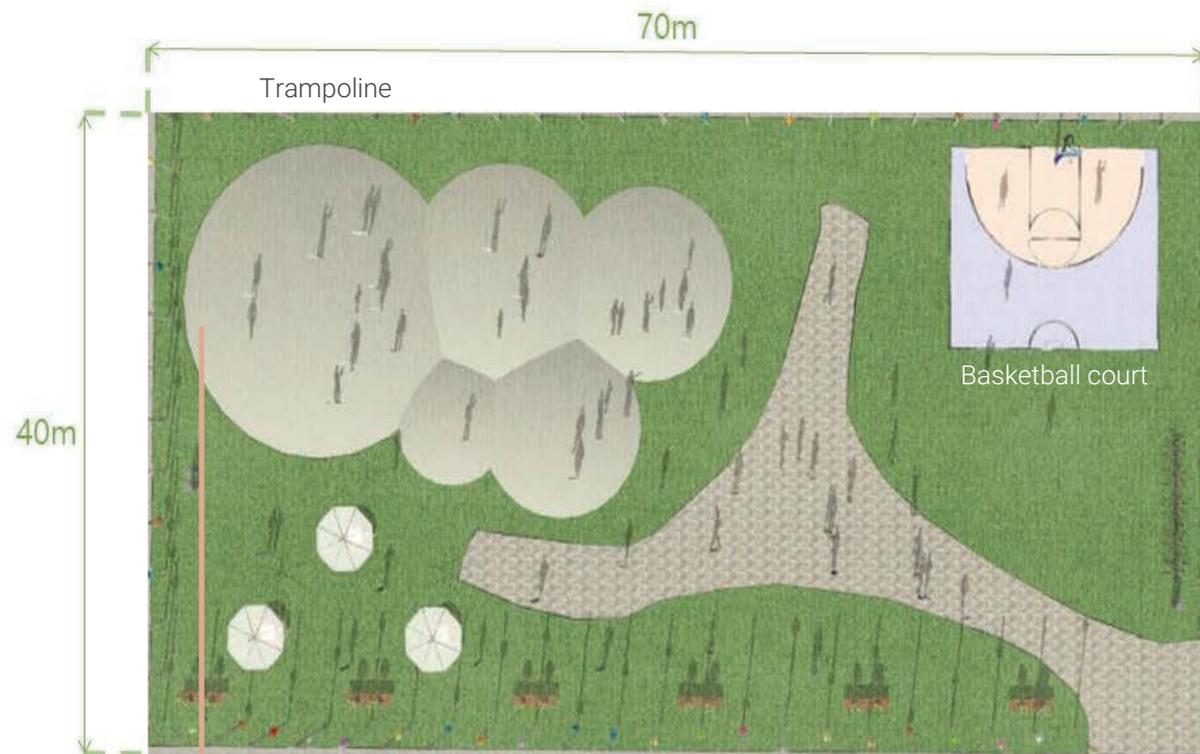
Shibuya

Shibuya Monster

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

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

Service blueprint



The trampoline will generate energy. It will be placed on the corner of the Barri but will be easy to approach due to the road placed right next to it.



Vending machines will be placed along the border line.

After workshop

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



Bando Kotaro

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

Cheon Soogyong



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

Choi Subin



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

Rang Eunho



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

Takagi Riku



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

Tsuchiya Kaho



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

大丈夫， 大丈夫

ILLUMINATION X CULINARY

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



FIRE PLATE

Special Experience on Special Day



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

Concept



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



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



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

Contents



NORMAL MODE : Alarm Hot state.

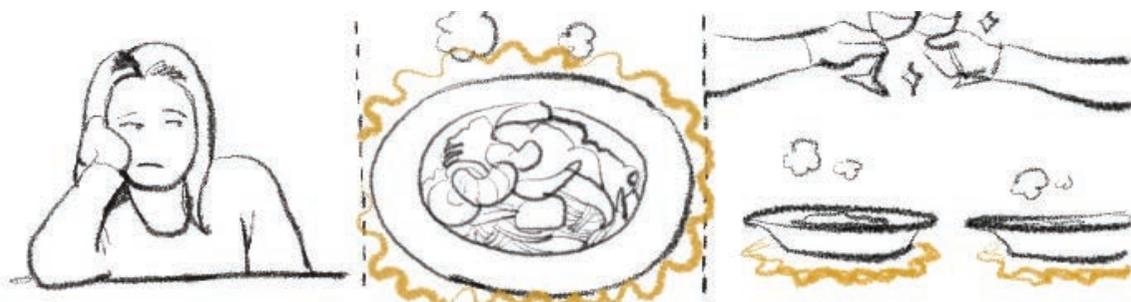


BLOW MODE : When user Blow hot dish to Cool down the food , The fire moves According to the direction of the swelling



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

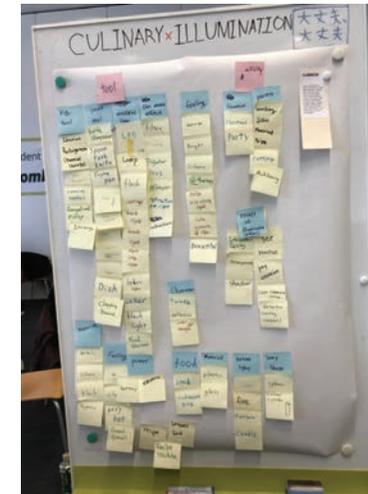
Scenario



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

Process & Methos are ...

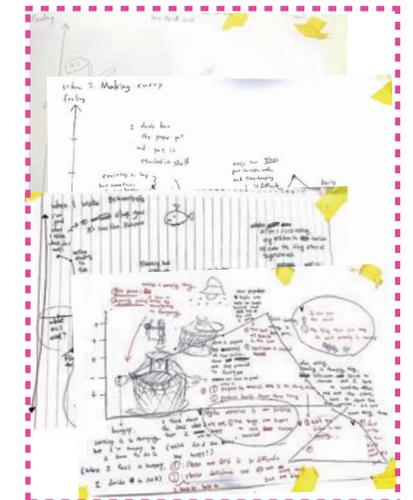
Brainstorming



Keyword extraction about Illumination & Culinary



Critical Keyword Analysis



Journey map for analyzing our Target (20's)

Field work



Roppongi Hills

AXIS Living shop

Science museum

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

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

Our process

Persona (Explorer & Trendy)

▼EXPLORER



Profile

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

Personality



Persona's voice

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

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

I need something fun and new.

I want a new date.

Persona's behavior

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

I like to visit famous restaurants and famous places.

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

Persona's goal

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

Off-hour

Take a pretty picture and put it on the sns

A novel experience

Interest



▼TRENDY



Profile

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

Personality



Persona's voice

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

I want to be with my favorite friends on weekends.

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

I want to get out of this.

Persona's behavior

I often take pictures and upload them to the snapshots.

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

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

Persona's goal

I want to play with my friends in a nice place.

A break from the boredom of life

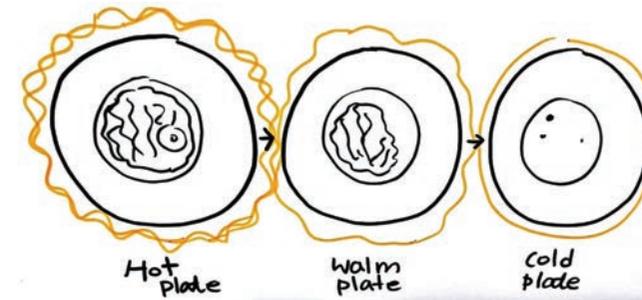
You should have a special experience on a special day.

Interest



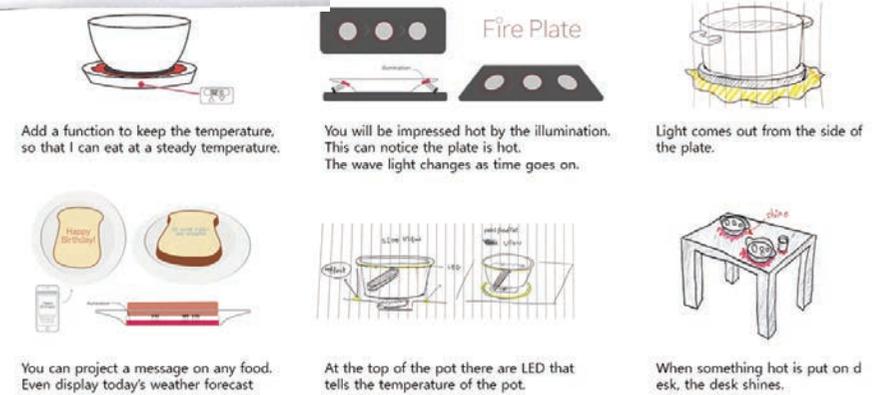
Process & Methods are ...

Idea development

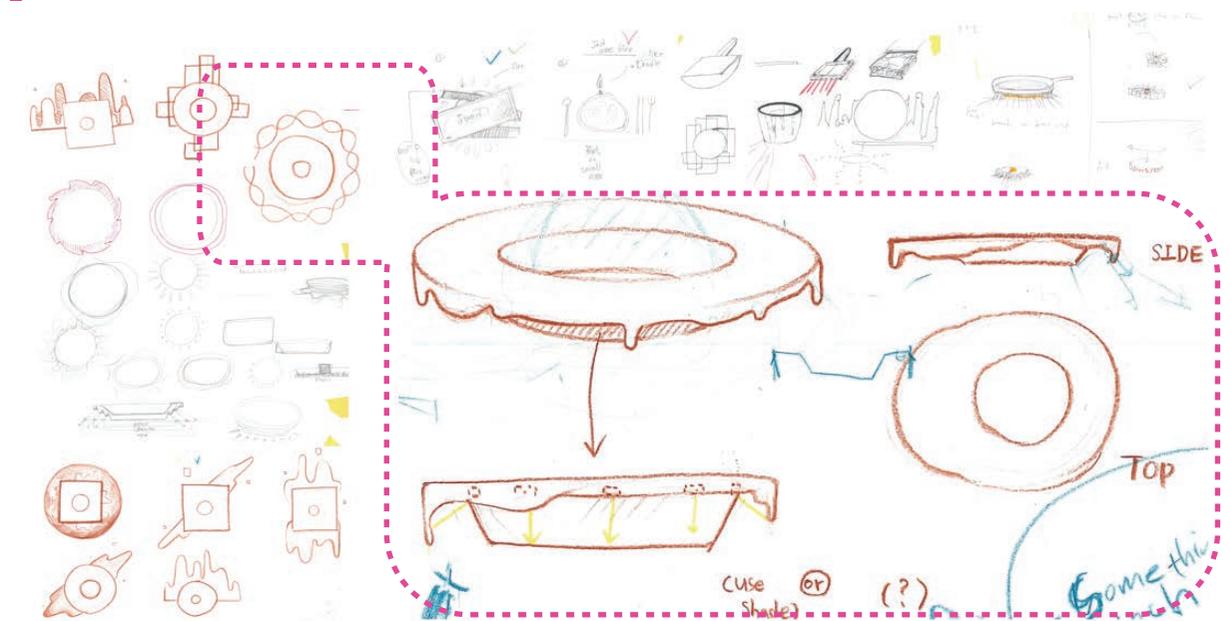


◀ First, we came up with an idea based on brainstorming and then picked the best one among them.

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



Final Idea



Final Prototype



After workshop

Our Final Work is 'Fire Plate'

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



Katsuyama Motonori

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

Sato Ryoichi

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



Choi Yeong chea

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

Park sang a

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



Nam hyea en

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

Kim su han

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



ROCK-ON

六音

PROTECTION X PUBLIC SPACE

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



SAHO :Protect Rules

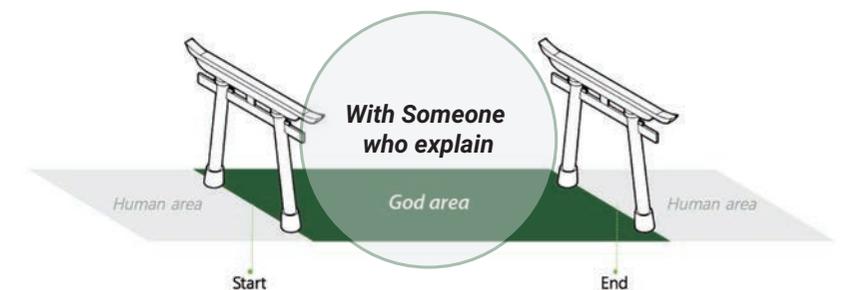
Service design for visitors who don't know how to act in Shrine.

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

Concept



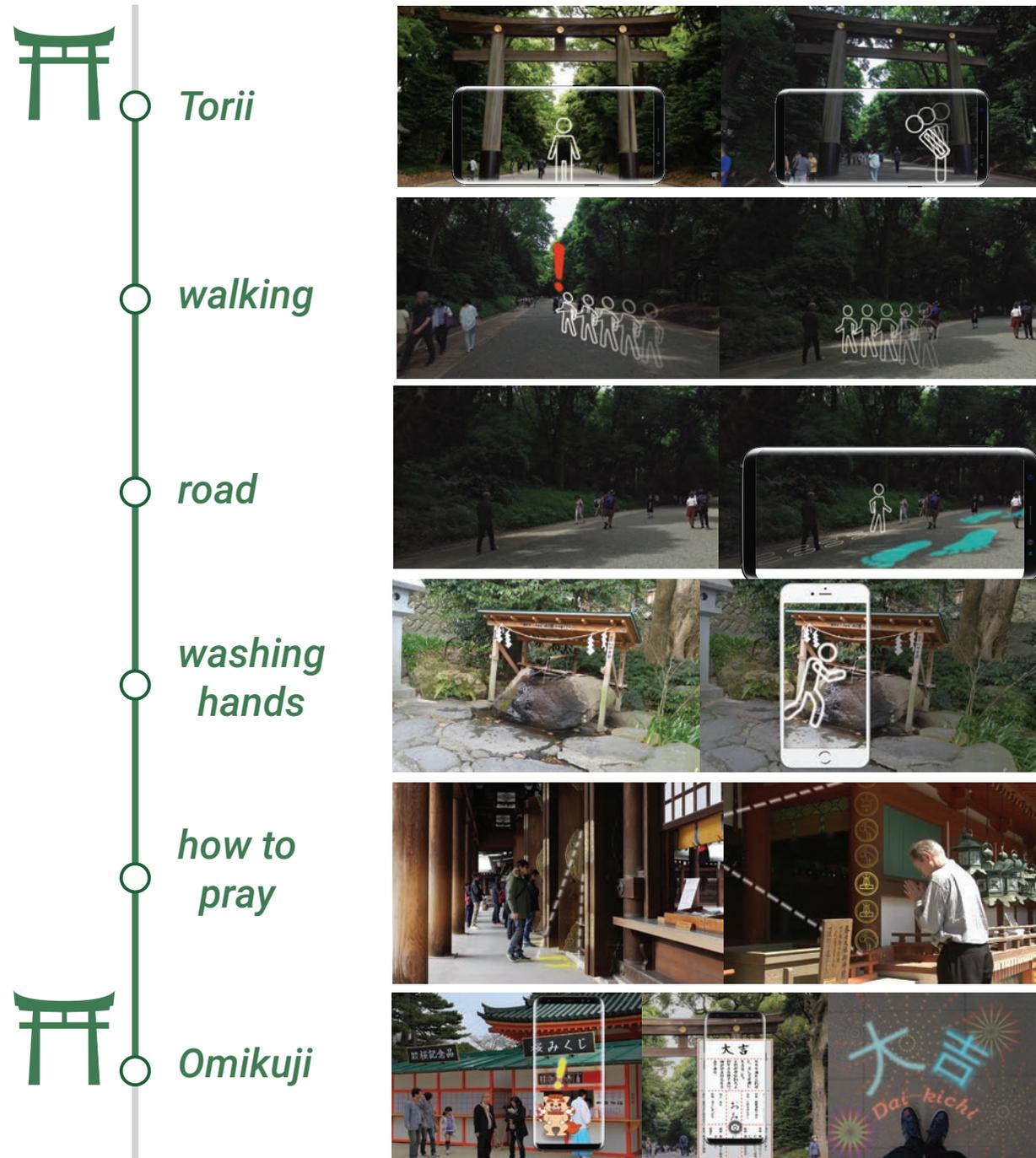
Make people follow rules naturally
- Interactive Information



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

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

Service Scenario



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

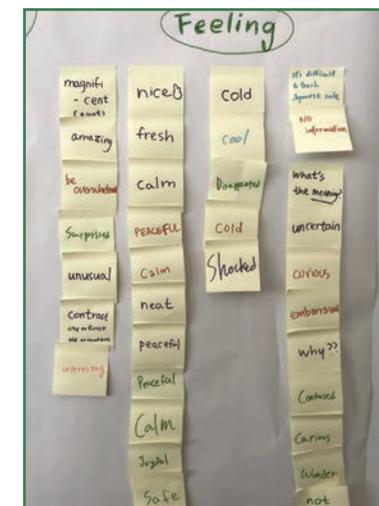
Process & Methods are ...

Field work

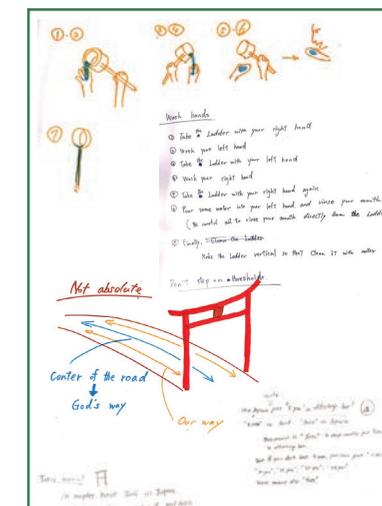
Shibuya bar 209 (Shibuya)	Zakuzaku (Harajuku)	Galaxy Showroom (Omotesando)	Meiji-jingu (Harajuku)
Open Kitchen		VR experience	Shrine

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

Brainstorming



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



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



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

Journey Map



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

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

Affinity diagram

Good

- Magnificent
- Amazing
- Be overwhelmed
- Surprised
- Unusual
- Contrast
- Interesting
- Nice
- Fresh
- Calm
- Peaceful
- Neat
- Joyful
- Safe

Bad

- Cold
- Cool
- Disappoint
- Shocked
- Difficult to teach rules
- No information
- What's the meaning
- Uncertain
- Curious
- Embarrassed
- Why
- Confused
- Wonder
- Not enough

Insight

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

Idea

Through these process, we decide that our protection meaning is to respect rules of shrine. And 'protection' in our service will happen naturally. Also, we think that character is needed because we want to design the service interesting and easy.

Torii
Walking in road
Washing hands
How to pray
Omikuji



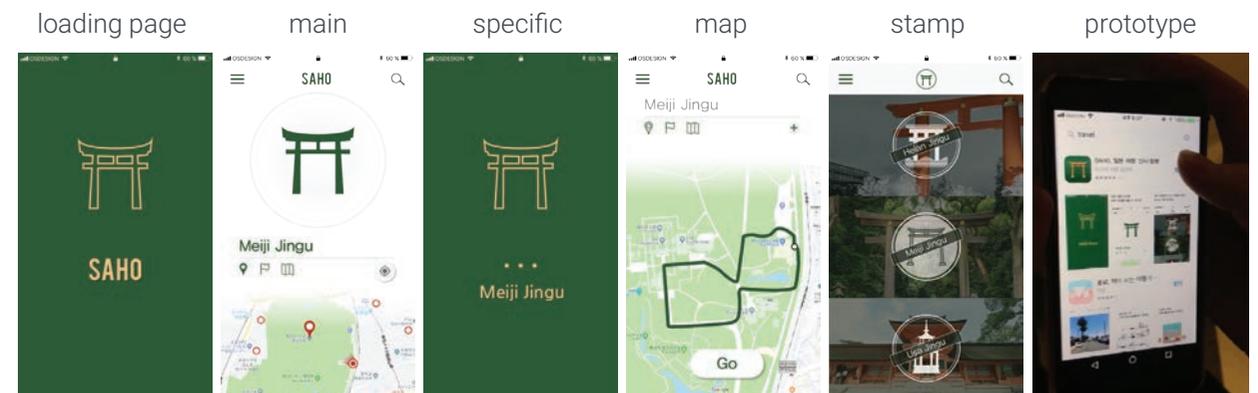
Idea Sketch



This is idea sketches of characters.

We defined our service that provided visitors good experience in Shrine and divided scenario into 5 steps.

Application UI / Prototype



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

How It Works



		Road	Washing hands	How to pray	Omikuji
				Beam project	Beam Project Display
Application	Silhouette Different Color	Silhouette → Character		Character Explain (additional)	Interactive Character -Scanning -Explanation
Stamp (reward)					

Expectation Value



Visitors (user)

- Foreigner can understand information more easily without words.
- They can obey the rules easily and interestingly.
- They can have a variety of experiences. (Omikuji)



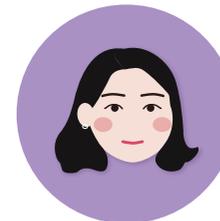
Shrine (App)

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



After workshop

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



You Chaemoon

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

Keitaro Sato



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

Kim Hakyoung



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

Nomura Asuka



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

Lee Yoojung



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

Hironaka Yasuyuki



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

SIMSIM

COMMUNICATION X CULINARY

Lee Ho Su

Kim Woon Jung

Kida Shunsuke

Fujimura Nanase

Cho Myeong Hee

Kimura Atsuya



MIRU MIRU

Emotional lighting for family mealtime



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

Concept



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



MIRUMIRU is a emotional lighting



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

Theme & Problem



COMMUNICATION
" FAMILY "

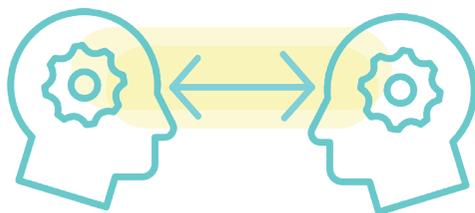


CULINARY
" MEALTIME "

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

Solution

“見る”



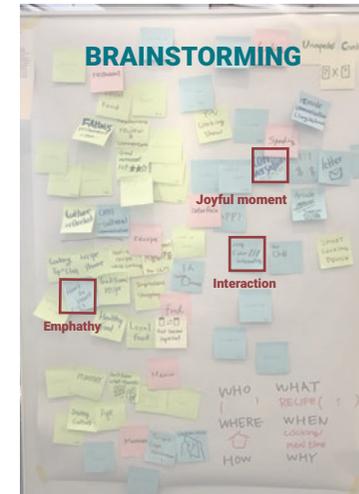
MIRU is a Japanese verb of "seeing".
MIRU-MIRU symbolize 'visualized method (lighting)' and 'seeing each other'



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

Process & Methods are ...

Brainstorming



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

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

We thought about methods as our final solution.

Field work



Tsukiji Sta.

Tsukiji Market

Asakusa Station / Sensou Temple

Skytree

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

Ideation

Problem



Lack of communication in modern family

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



What are they talking about during meals?

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

Solution

comfortable & relax

eye-contact

encouraged conversation



brighter environment

no barrier

participation

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

5W 1H

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

HOW ?

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

Persona + User scenario



Samantha _ 43 , work in a financial company

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



1. time to have dinner



2. Mother talks



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



4. Eye contact will occur



5. Son talks



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



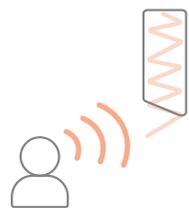
7. Mealtime is fun

Research & Sketch



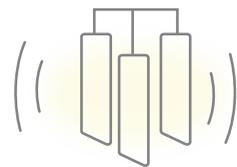
Korean Wind charm bell is meant to an intelligent and industrious trainer. However, when we explain that the house is setting the light for sincerity and diligence, it seems to against from the subject.

Function



Voice recognition

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



Soft movement

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



Color changing by time

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



Changing brightness softly by communication / participation

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



Soft natural sound

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

After workshop



Lee ho su

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



Choi myeong hee

It was very nice experience to meet you guys. I thought there would be a barrier to language and a difference in culture, but as a result of sincere communication, we could have a good experience. I love you guys and I'll pray to see you again later. Simu Simu 後にまた会おうよ!!



Fujimura nanase

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



Kim woon jung

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



Kinda shunsuke

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



Kimura atsuya

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

T-LAX

RELAX & CULINARY

Hirai Rika

Watanabe Daiki

Lee Yeon-Jae

Choi Bo-Geum

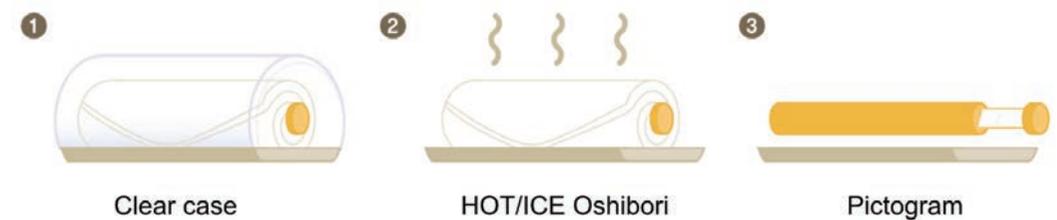
Kim Yeun-Joo

Lee Bum-Joon



Omoshiroi Oshibori for Relax

Hospitality services for foreign tourists



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

Feature

TEMPERATURE

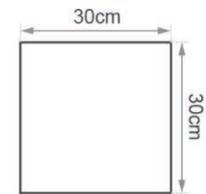
As results, the "Oshibori" at the temperature of 5, 15, 45 and 60°C were evaluated to be comfortable. Contrary, those of 30°C and 75°C were evaluated uncomfortable.



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

SIZE

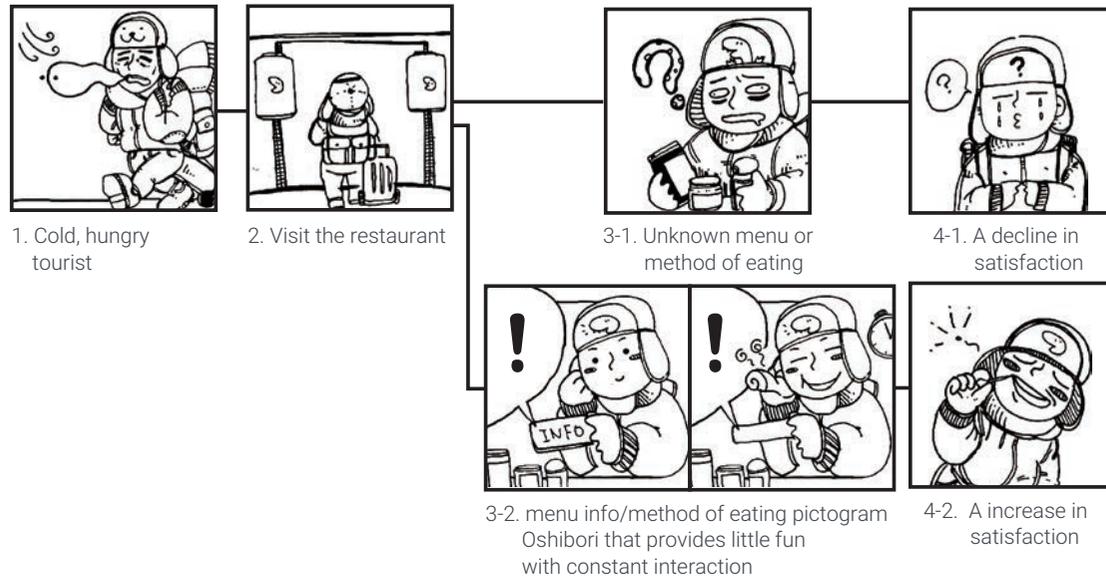
The score of was high when the size of "Oshibori" was between 25*25cm and 30*30cm.



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

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

Service Scenario



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

Main purpose

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

Detailed purpose

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

Benefit



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



Increasing convenience and profit will lower promotional expenses



Get ready for the age of vending machines

Process & Methods are ...

Brainstorming



Understanding



Keyword grouping



Reconstructur think

Field work



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

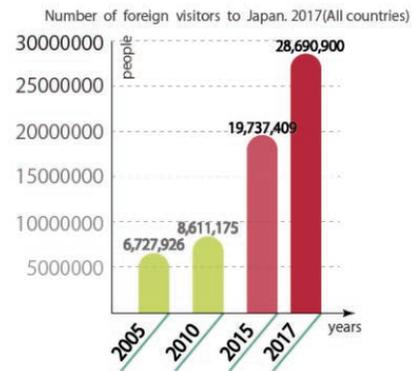
Especially, we could meet decent wet towel on the plate at cafe Ginza concept in the 1950s. We could feel a lot of relax.

Ideation

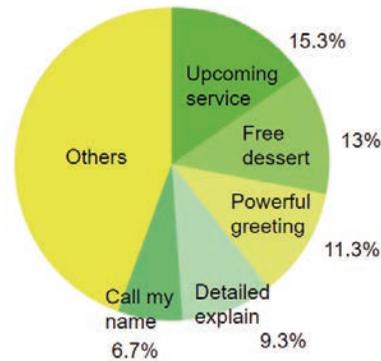


Ideation process has extracted keywords for the subject. keywords were wet towel, fun, thoughtful and unexpected.

Background



Increased foreign tourists

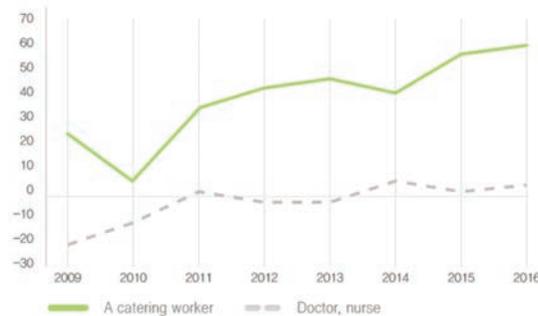


The services customers wants



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

DI trend for lack of workers (insufficient number of stores - sufficient number of stores)



number of Store
Non enough staff

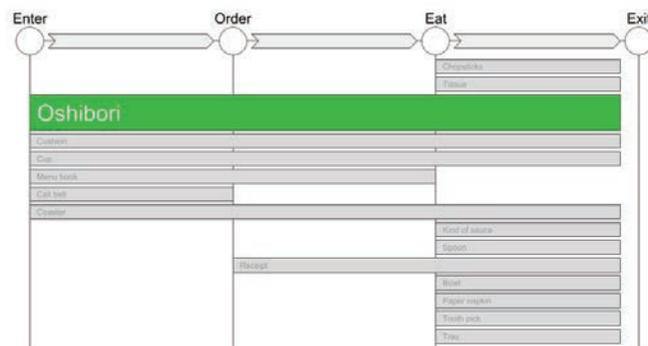


Recent trend of food service is vending machine.

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

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

Service Improvement&Items



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

Service Improvement&Items



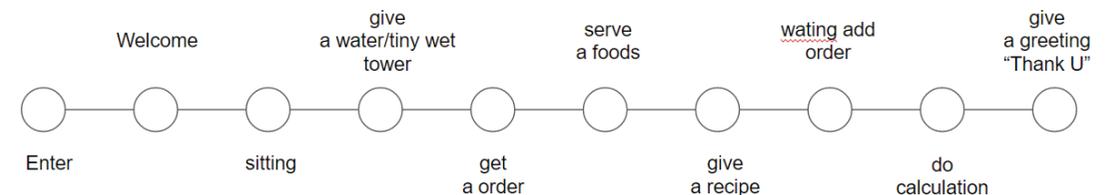
Main purpose : when they are provided "OSHIBORI". Increase the customer's experience level.

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

Targeting case



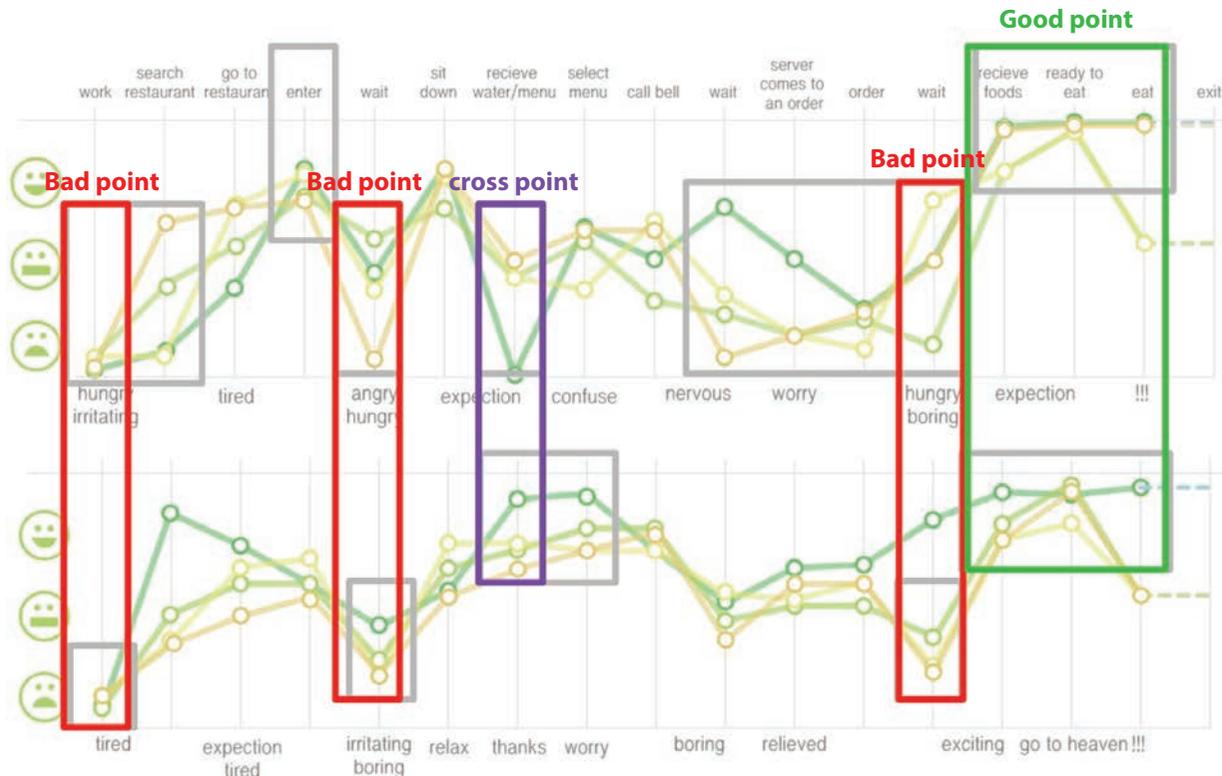
We chose our survey subjects to prototype the forms actually applied. Hidakaya is Japan's Chinese ramen restaurant. To the Japanese, Hidakaya certainly has the image of a cheap, enter to easy, so I can say that it is vulgar. But the downside was that there wasn't enough room to eat and the mood was not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



Hidakaya's Service Route

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

Journey Map



A comparison of the two journeys. We set the service coverage of restaurants until the end of the meal, and we surveyed five Koreans and five Japanese on their satisfaction with their service. We have implemented a task to increase service customer satisfaction with bad sections. The reason for the result was the pressure on the language. Language reading and ordering are difficult because of communication problems.

Persona



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

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



Wang / 24 / Student
 Introvert Extrovert
 Sensing Intuition
 Feeling Thinking

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

Two Persona set up before a storyboard

After workshop



Hirai Rika

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



Watanabe Daiki

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



Lee Yeon Jae

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

Choi Bo-Geum



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

Kim Yeun Joo



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

Lee Bum Joon



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

B 1 G 5

INTERACTION X PUBLIC SPACE

Tae Mitsufuji

Yoon Jin Hee

Park Seo Yeon

Park Yoo Jung

Hibiki Hayashi

Seo Huiwon



Mission AKICHI

Service design for who feels boring in waiting line.



MISSION AKICHI

INTERACTION

X

PUBLIC SPACE

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

Concept

REVIEW WALL



SHOW ROOM



ARTISTIC GOODS

Review wall to assist with menu selection using Interaction

A show room to forget the boredom of the waiting

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

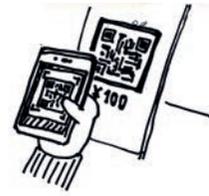
Service Scenario



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



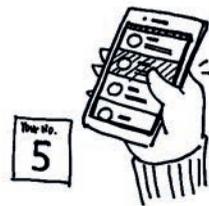
Go to Mission AKICHI.



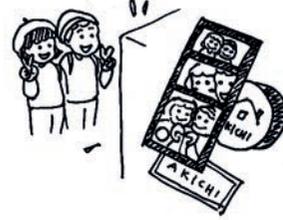
Buy 100 YEN QR code entry ticket.



See REVIEW WALL and decide menu.



Choice restaurant and get waiting number.



Enjoy SHOWROOM and take picture with artwork.



When alarm calls number, go to restaurant.

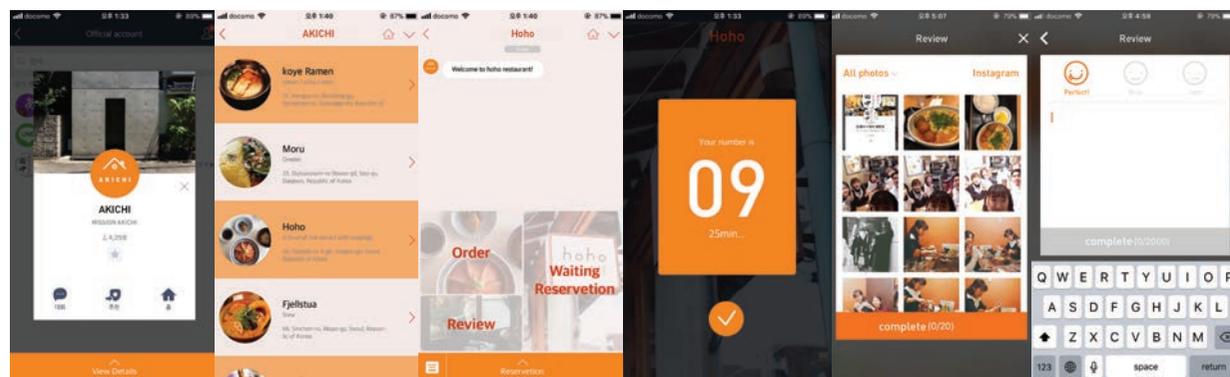


Enjoy food and get 100 YEN discounted for AKICHI ticket.



Post review on AKICHI page.

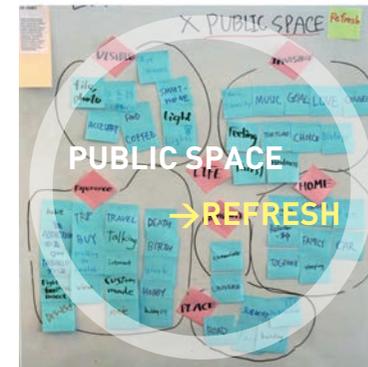
Official Account Page UI



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

Process & Methods are ...

Brainstorming



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



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



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

Field work

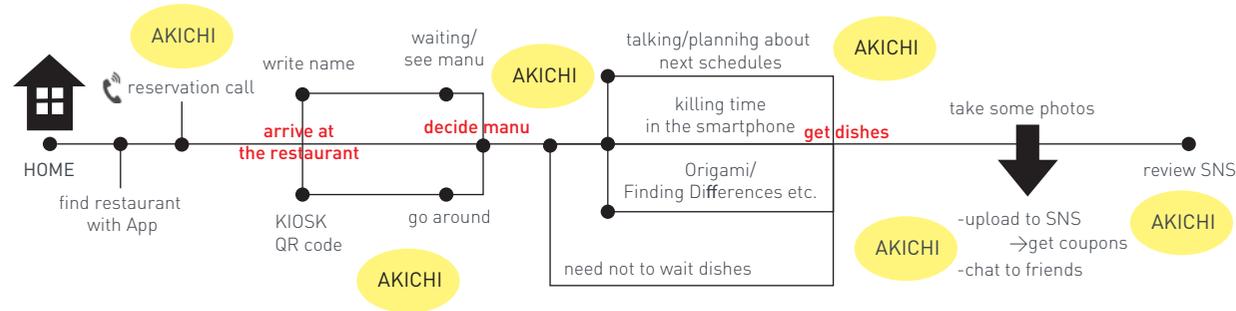


#stamp tour #vote #waiting line #old_building #renovation #game

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

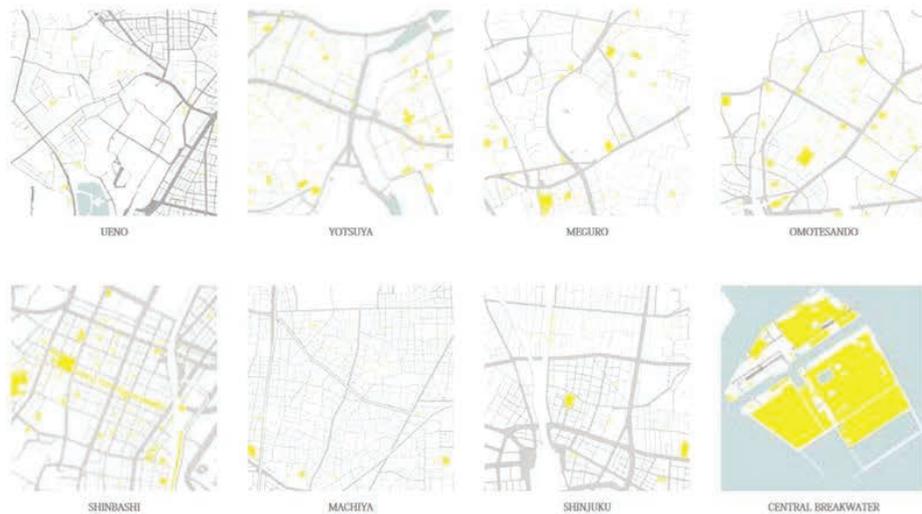
from Nippori. From Asakusa, we picked a long 'waiting line' keyword. Next we went to Kiyosumi-shirakawa, and found an old building which was a classy cafe. For dinner , we ate monjayaki and it was similar a game.

Journey Map



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

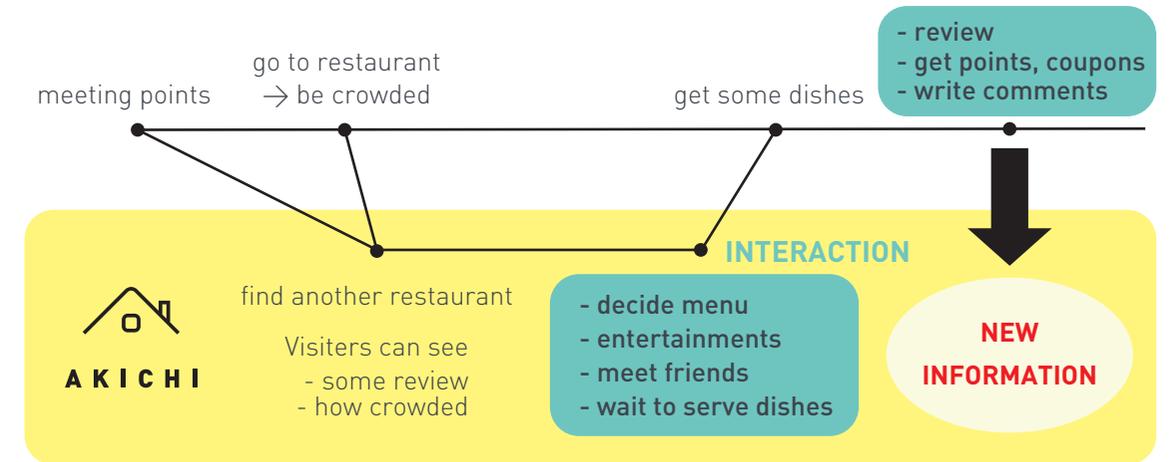
Idea



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

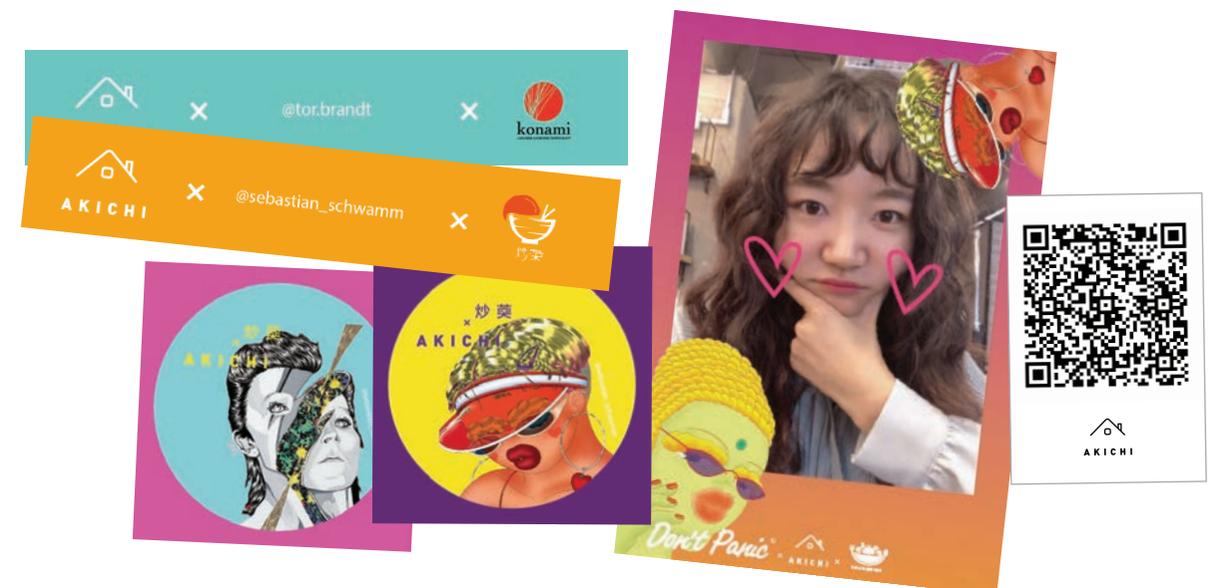
So we planned a project to give a life for AKICHIES and propose AKICHI as an entertainment space for who are waiting cafe or restaurant.

Service Flow



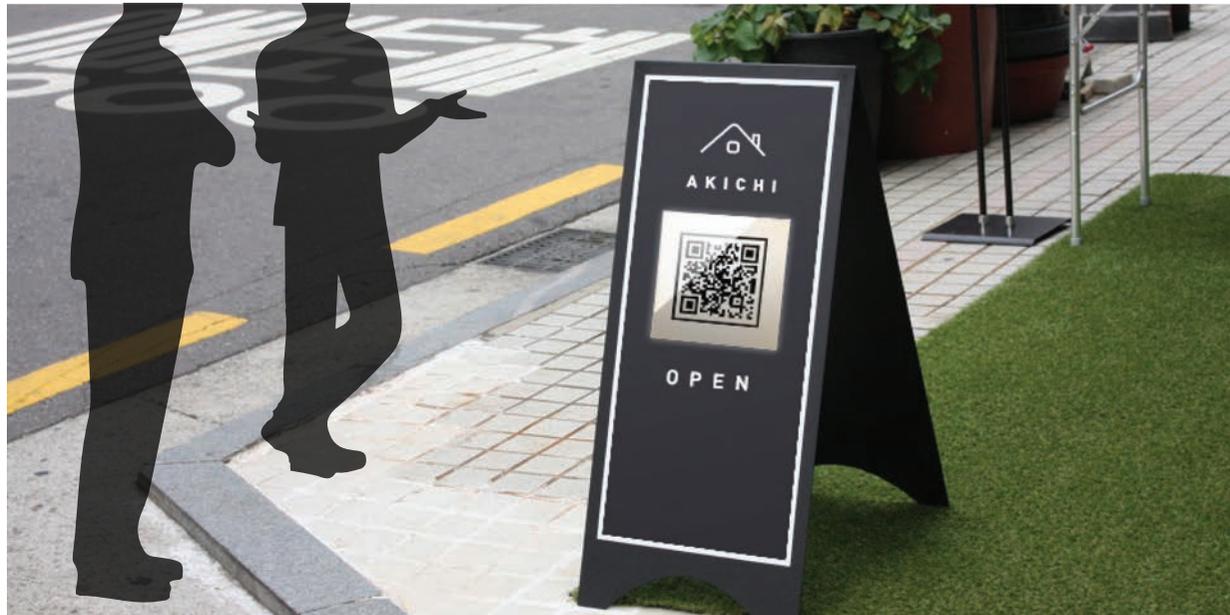
When we look for some of these points that we need to interact with, we're going to provide our users with the most essential things, such as going to restaurants, choosing menus, and looking at reviews. It is targeted at people who want to eat delicious food in a certain area but cannot choose menus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

Prototype



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

Prototype



▲ Entry QR CODE Ticket Panel

Photo Kiosk in SHOWROOM ▶

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

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



After workshop

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



Park SeoYeon

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

Yoon Jinhee

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



Seo HuiWon

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

Hibiki Hayashi

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



Park YooJung

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

Tae Mitsufuji

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



POKI

FASHION X PUBLIC SPACE

Nao Fukushima

Momoka Yamada

Reina Noguchi

SooHo Kang

Yurim Kim

Ryulah Kim



RAINA

Coloring the Streets in the rain

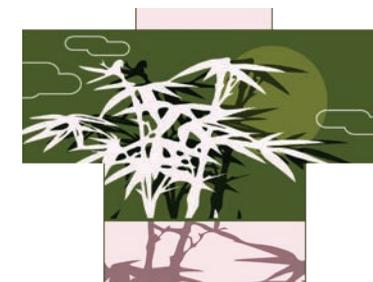


RAINA is a public space interaction service working by raincoat. Each place has its own signature color. On rainy days, users can get special experience by coloring the place on their own. RAINA provides both rental and purchase service, so it is possible to take it home. Gathering your own collection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

Concept



RAINA represents
Signature colors of
the famous streets

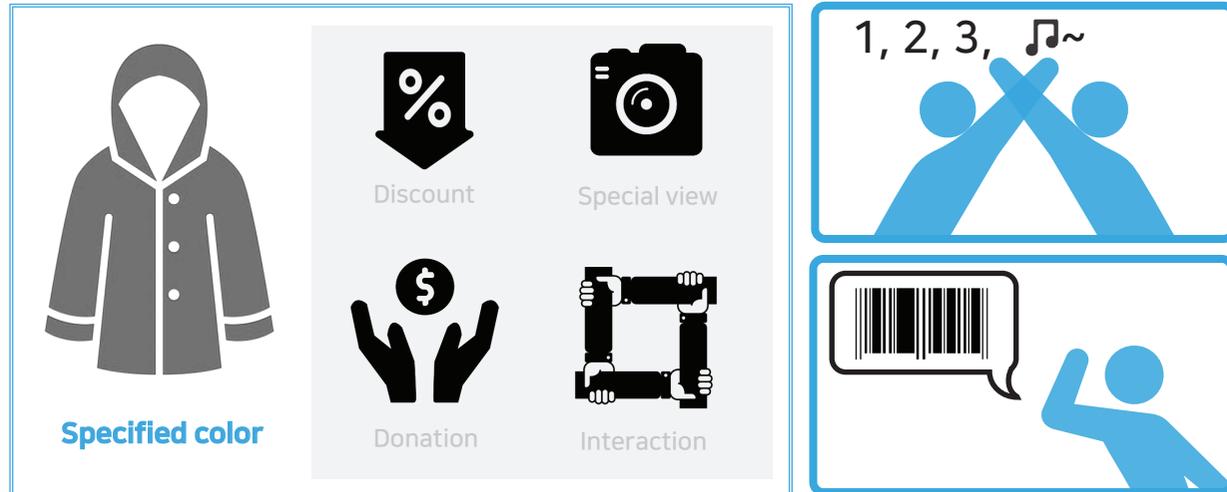


Experience to wear
Japanese cloth,
'HAPPY'



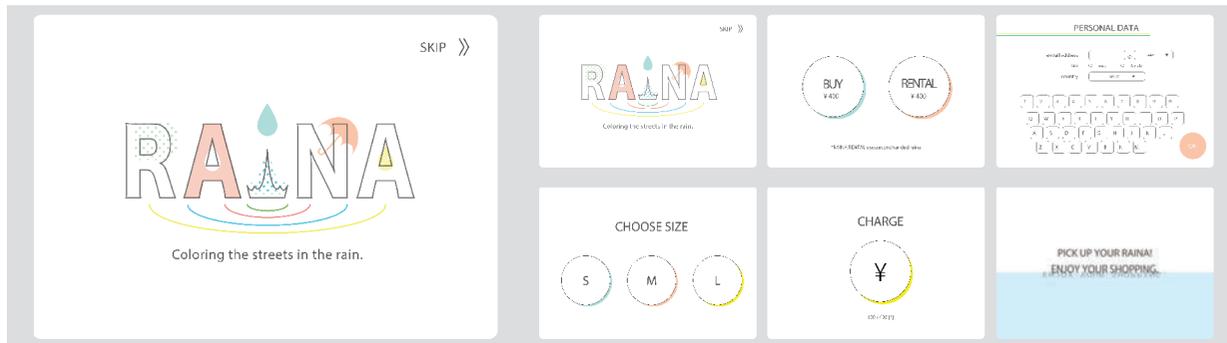
Idea from precura
System runs by itself

Service Scenario



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

Application UI



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

Process & Methods are ...

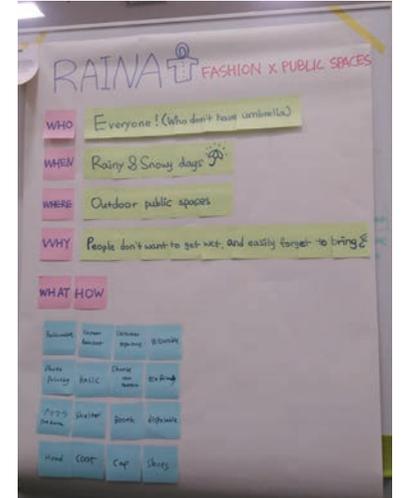
Brainstorming



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



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



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

Field work



KAMINARIMON, KIMONO in Asakusa

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



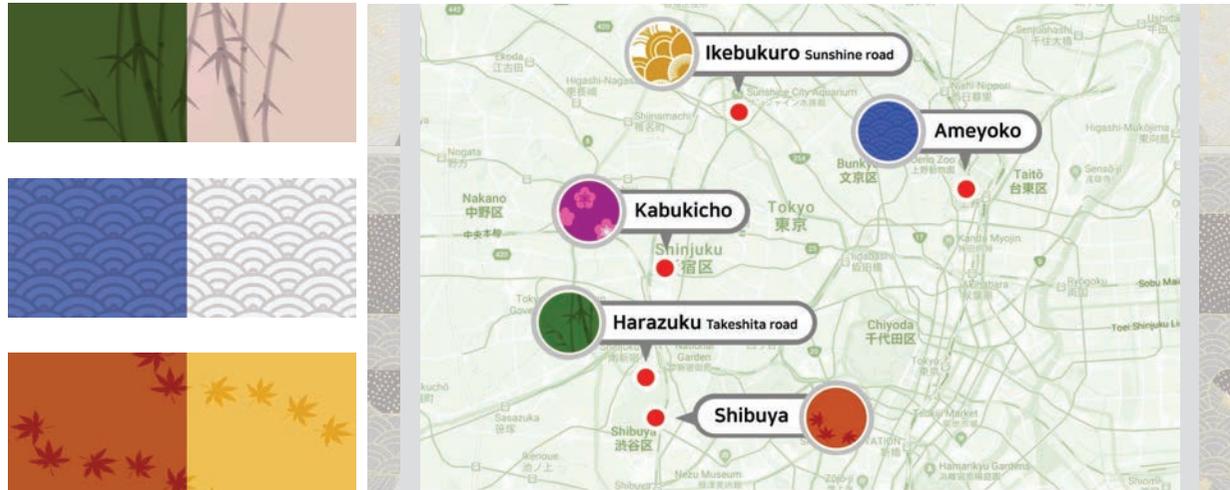
TAKESITA DORI in Harajuku

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



PRECURA in Harajuku

Color Arrangement



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

Values

CLIENTS

Tokyo Tourism Organization, public corporation

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

CUSTOMERS

Tourist, visitor, local citizen

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

Idea Sketch



Prototype

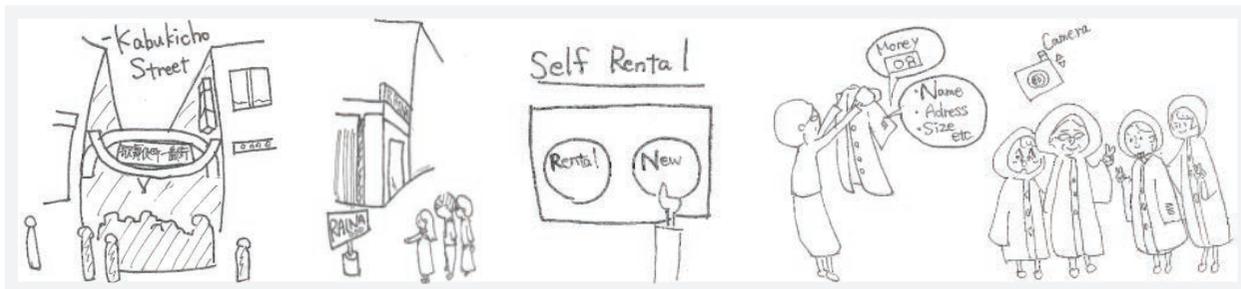


Service blueprint

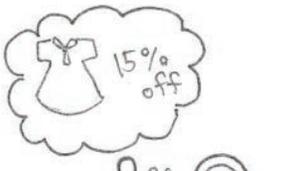
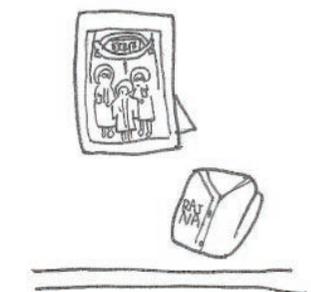
 Father / 59 - Su-won, Korea - construction company's employee - photography, purple	 Daughter / 26 - Seoul, Korea - postgraduate student - SNS, music, photography	 Mother / 57 - Su-won, Korea - nurse - Foreign views, pink, flowers
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She found some weather problem! But she read about RAINA on its SNS before the travel begins.



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

They used their RAINA as a wallet, as a discount coupon,  and as a souvenir. 

After workshop

It was a short week. Time ran fast. But thanks to all of us, we got good memories. There was more similarities than we thought between us, less differences. After the workshop, we exchanged surprise presents and letters.



SooHo Kang

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



Momoka Yamada

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



Yurim Kim

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



Nao Fukushima

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



Ryulah Kim

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



Reina Noguchi

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

iあい!

PLAY X PUBLIC SPACE

Takuya Kurihara

Hyejin Seo

Reo Mizuta

Jungmin Park

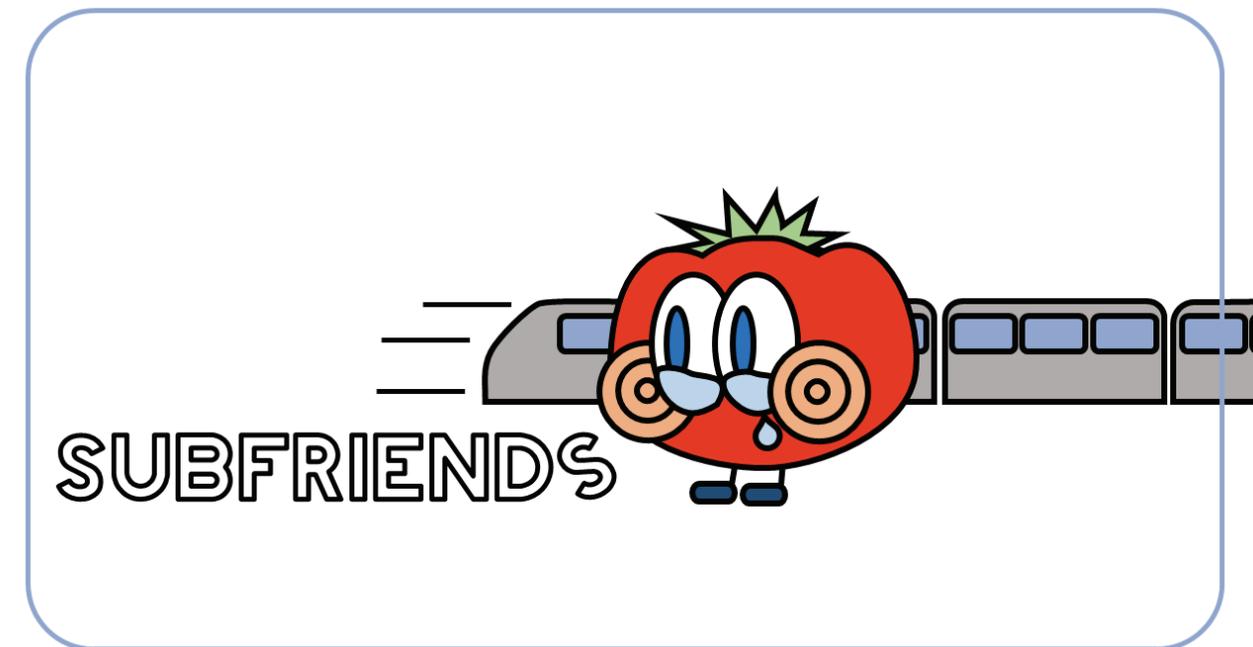
Momona Machida

Yeongeun Kim



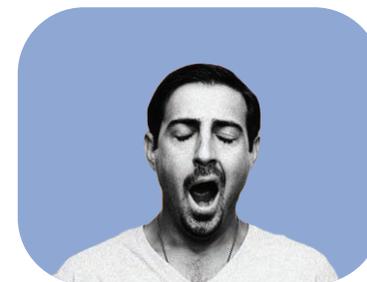
SUB Friends

Service design for boring time while waiting for trains



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

Concept



Waiting time is boring and tiring.

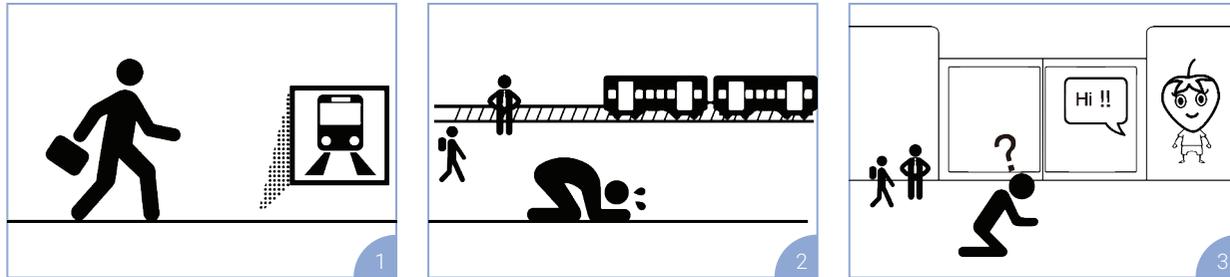


It is the biggest issue at subway stations.

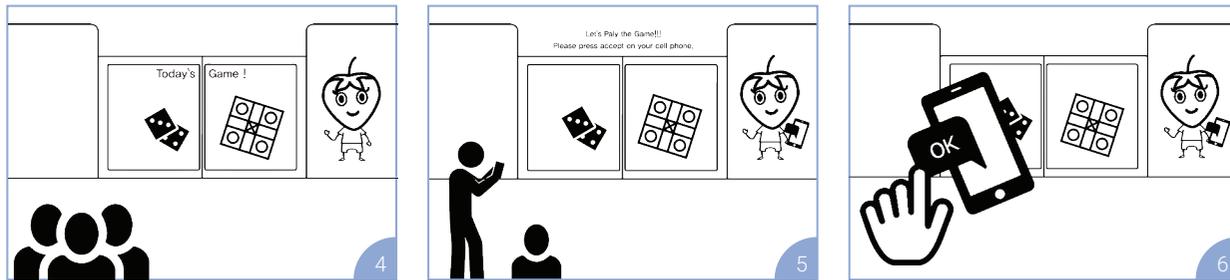


To make people less bored by giving useful information and fun activities.

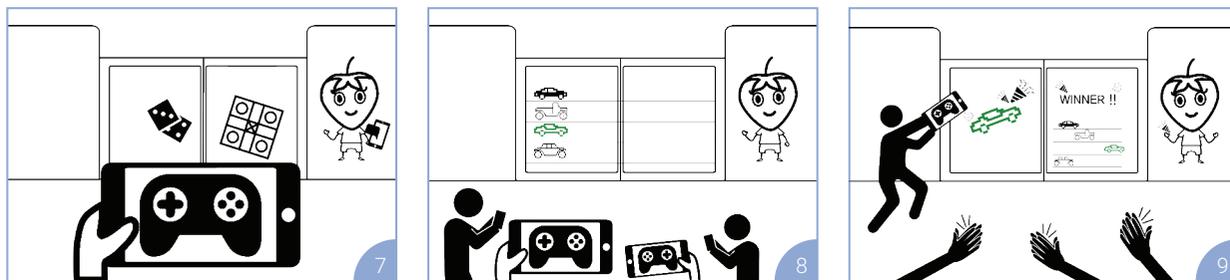
Service Scenario



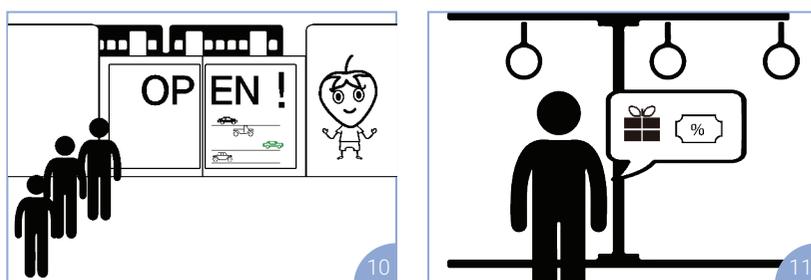
You were in a hurry to catch the train. Unfortunately, the train has just left so that you might be frustrated. At the time, you heard that someone's talking to you introducing itself as SUB Friends.



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



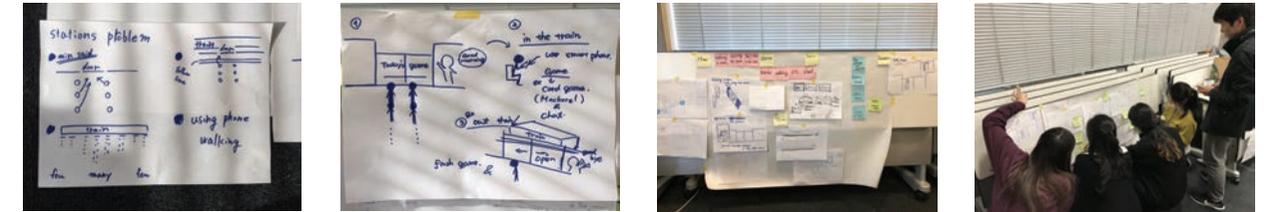
You would use your smartphone as a joystick looking at the screen on the door. The game will be over when the next train is coming. Oh! You just won the game!



Congratulations on being the winner! SUB Friends will give you a prize to the winner!

Process & Methods are ...

Brainstorming



The behaviors of waiting people

The problems every stations have

The concept idea

The storyboard

Field work

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

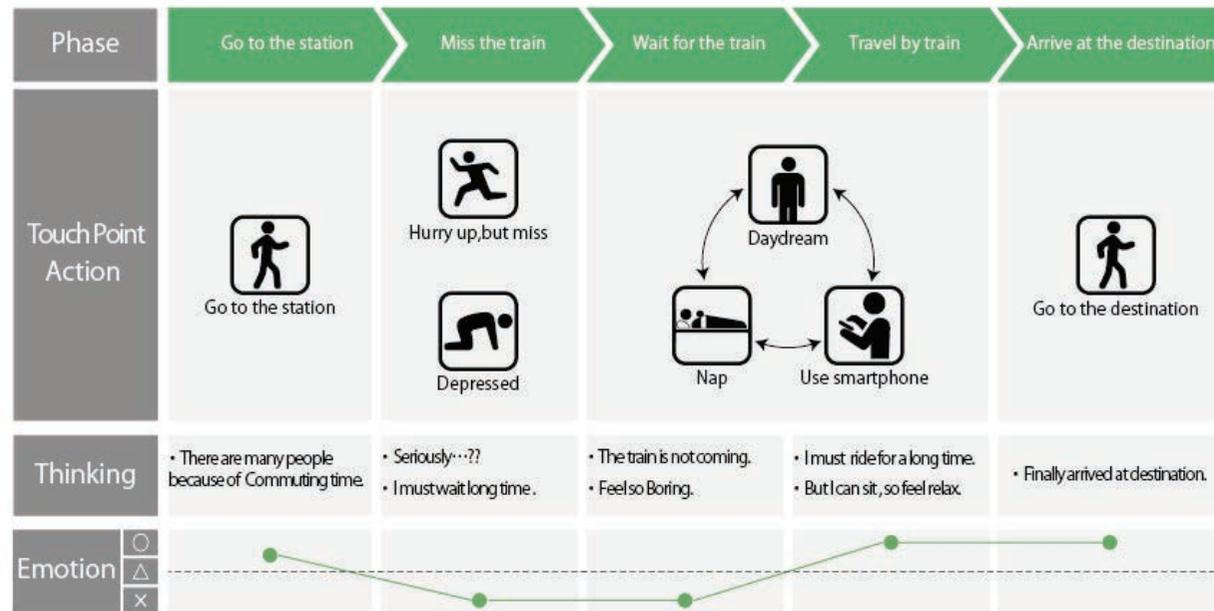
Waiting time

+

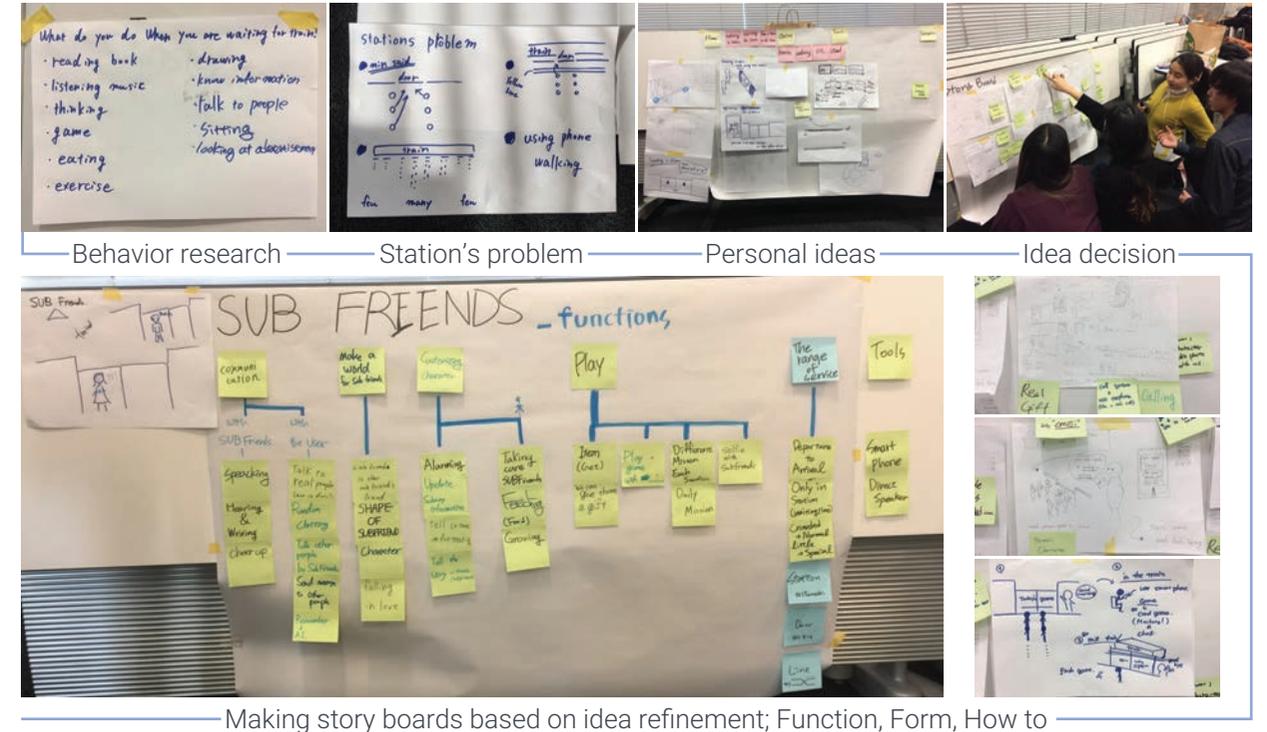
Play

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

Journey Map



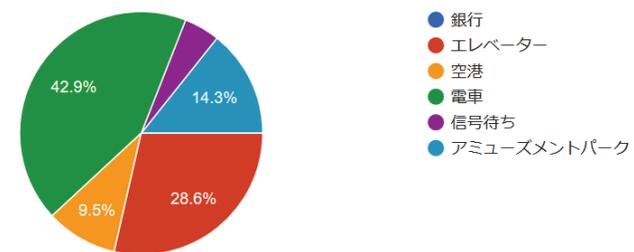
Idea Sketch



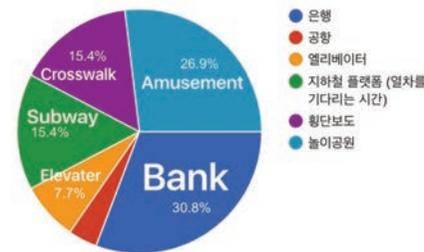
Making story boards based on idea refinement; Function, Form, How to

Survey

一番待ち時間が退屈な場所を選択してください。
21件の回答



Where is the most boring place to wait?



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

Subway
Amusement Park
Bank

Prototype

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



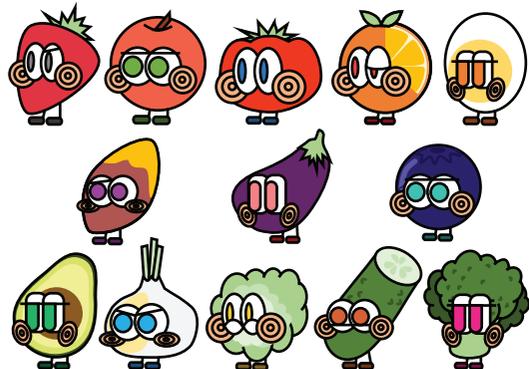
Controller UI of game type's prototype

Service Flow

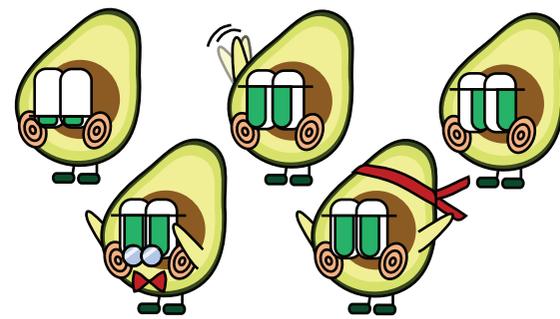


Character & UI Design

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



Character Type

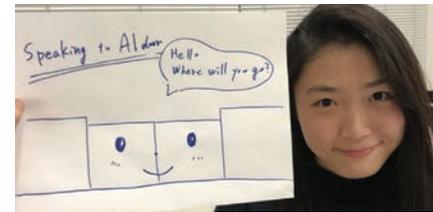


Final Prototype



After workshop

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



Kim yeongeun

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

Reo mizuta



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

Seo hyejin



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

Takuya kurihara



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

Lee jeongmin



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

Momona machida



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