

20 16

Global PBL Yearbook

Shibaura Institute of Technology
Department of Engineering and Design
Product Design Course



Shibaura Institute of Technology
Department of Engineering and Design
Product Design Course

SIT

KMUTT Design Workshop in Thailand

KMU Design Workshop in Tokyo

UOU Design Workshop in Korea

KMUTT Design Workshop in Tokyo

ASIA 5countries Design Workshop in Korea

UOU Design Workshop in Tokyo



刊行にあたって

芝浦工業大学は、文部科学省の進めるスーパーグローバル大学創成支援事業（SGU，2014年9月に全国から37大学が選ばれました）に、私立理工系単科大学として唯一採択されました。デザイン工学部でも、これを契機に海外大学との交流が、質、量ともに飛躍的に拡大することになりました。交流の意義は、多様な考え方に触れることで視野を広めることであり、急速にグローバル化する社会に対応できる人材の育成にあります。

この報告集は、2016年度開催したgPBLを記録したものであり、デザイン工学部のグローバル教育を進めていく上でも記念すべき第一巻です。学生たちは、異なる“学び”、言語、文化を背景にもちながら、英語などの言語だけでなく、スケッチを含む視覚表現などを駆使して、教員も驚かされるような多大な成果をあげるとともに、グローバル人材としての成長の一步を踏み出しました。この報告書から学生たちの成長を感じとっていただければ幸いです。また、この場を借りて、gPBLを実施するにあたり、ご尽力をいただいた本学の職員の方々、ならびに課題提供などご協力を賜った企業のみなさまに感謝の意を表したいと存じます。

芝浦工業大学デザイン工学部 学部長 古屋繁

In publication

Shibaura Institute of Technology was chosen as one of the universities for Top Global University Project (SGU project, there were 37 universities chosen in September 2014) by the Ministry of Education, Culture, Sports, Science and Technology. Our university was the only one chosen from the private universities of science and technology. At the college of Engineering and Design, the chances to study abroad and communicate with students from different nations have expanded magnificently in both quality and quantity ways for the past few years. The objectives of communicating with students of different background are for students to experience, be exposed and to get to know the different values that widen students view points and ways of thinking. We also aim to foster human resources who can adapt quickly into the global society.

This book is the record of the global PBL(Project Based Learning) which was held in 2016, also a memorable first volume of the gPBL at College of of Engineering and Design to promote the global education of the college. The students who joined gPBL has taken a first step forward to become a human resources for global society through the learning with friends of different backgrounds, such as “language” and “culture. Through the gPBL students have shown much results and excellent performances than expected, not only by using English but using visual aids including sketches as their communication tools. I hope this report is good enough to show such student's growth.

I also would like to express my sincere appreciation to the staff of the University for all the help given to implement the gPBL, and the companies cooperated for, such as giving the project theme..

Dean, College of Engineering and Design Shibaura Institute of Technology
Shigeru Furuya



KMUTT Design Workshop in Bangkok

2016.02.08-02.17

Introduction

Member: モンクット王トンブリー工科大学(2~3年生), 芝浦工業大学(2~3年生), グループ編成: 1グループ(5名) 5グループ編成

King Mongkut's University of Technology Thonburi

Theme

心と体を健康に保つためのキッチンとその空間の提案

生活スタイルの多様化により、日常の中心となる食環境が劇的に変わった。多忙な毎日の中では効率性を重視し手料理が減少。それに伴って、コミュニケーション不足や健康問題も出ている。人々が心と体を健康に保つためにはどのようなキッチンが考えられるかという課題をもとに、日本とタイの食文化を生かし、また最新の技術を取り込むなどして、新しいキッチン空間を提案する。

A proposal of a spatial or product design of a kitchen to make people healthy, physically and mentally

The food culture around us has changed dramatically from the diversification of our life style. Our daily lives has gone way too busy so the number of times to make homemade cooking has decreased. And because of that, there is not enough communication between friends and family. In addition health problems are rising too. Originating from Japanese and Thai's food culture, and taking in the latest technology, we are going to make a brand new kitchen space which will lighten up the people's food culture physically and mentally.

Schedule

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

Discussion & Research

バンコクの住宅を訪問し、実際に料理に参加することで、日本との共通点や異なる点を探った。

We visited the houses in Bangkok to find out what they want to treasure when cooking and eating with the natives.



Korea



Activity & Experience

王宮などの見学の他、繁華街、アジアティークザリバーフロントなどで文化やデザインの傾向などを観察した。

We visited the royal palace, Asiantique The Riverfront, and the downtown shopping center to experience their culture and design.

Japan



Thailand



China





Group 1 /

Member : Mary Sukgul, Sirapat Srisan, Teeradech Panyasak, OBA ATSUSH,SAITO YASUMASA

Concept:

CONNECT

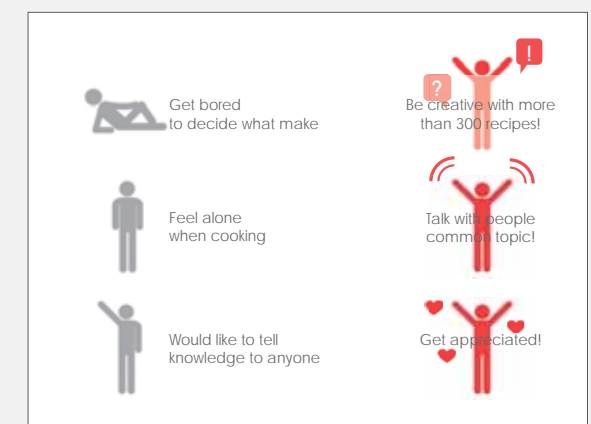
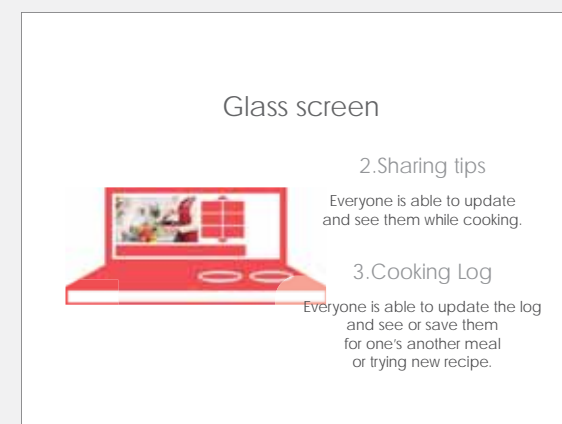
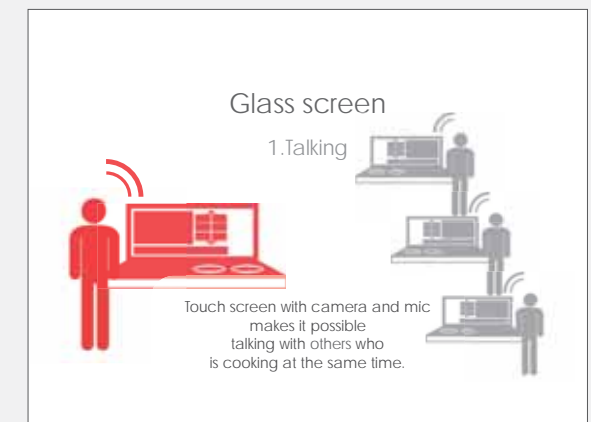
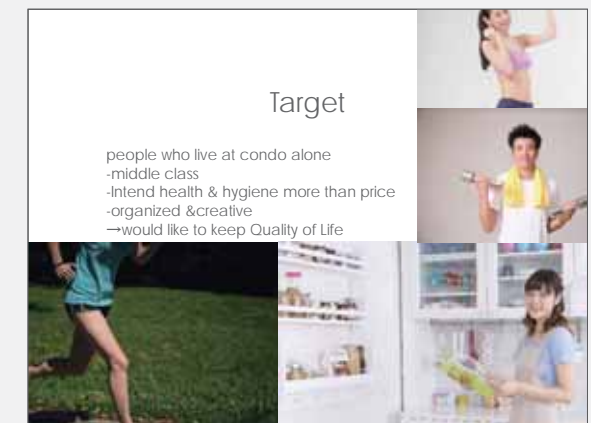
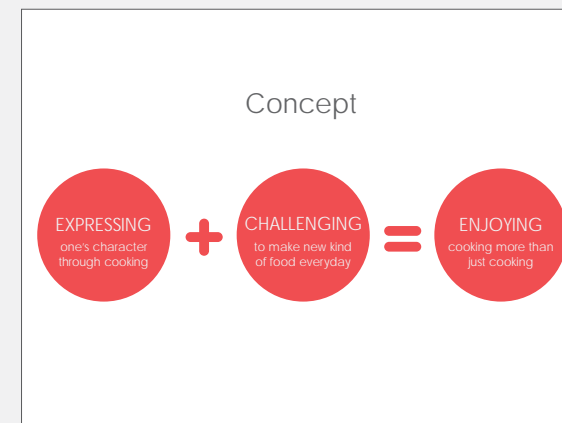
自炊志向のひとり暮らしが抱える「献立を考える手間」「孤独感」に着目し、キッチン壁面にカメラとマイクを付属したディスプレイを配置し、より多くの人と料理を通して繋がるシステムを提案した。

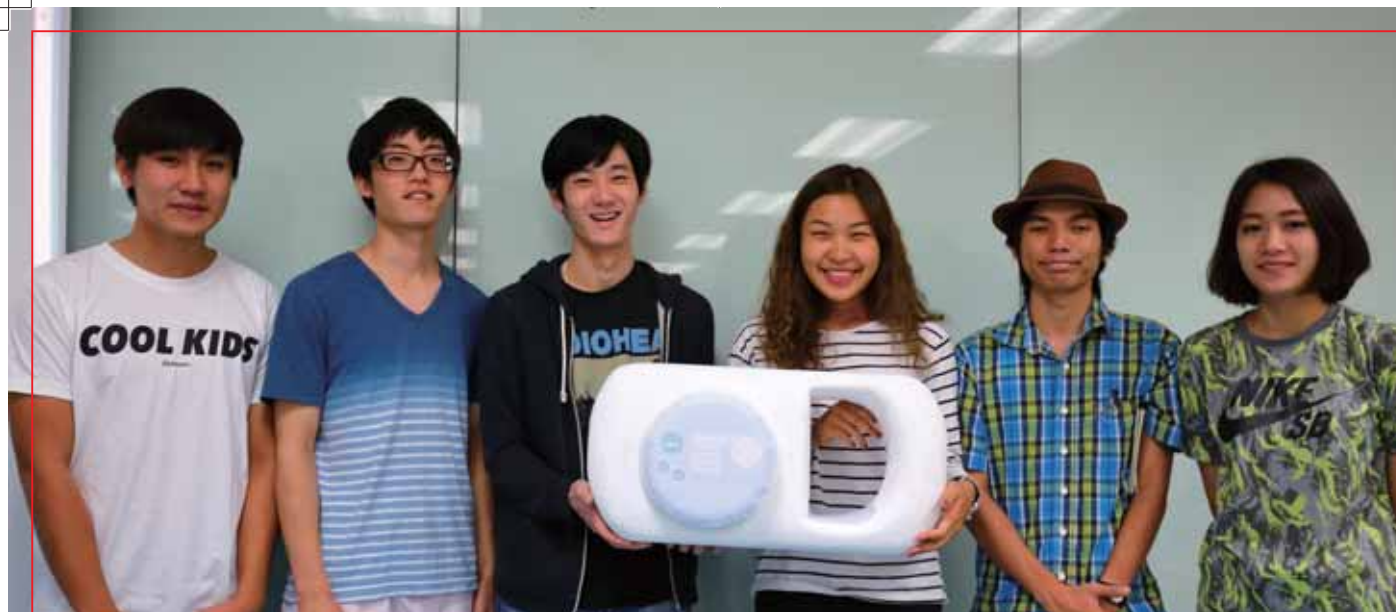
We objected on the single s problems of "what to cook" and "isolation", and came up with a conclusion by setting a camera, a microphone, and a display on the kitchen wall so that the target user can contact with others by cooking.

Final Proposal:



Design Process





Group 2 /

Member : Jutamas Pooranawatnakul, Tidarat Wutinapawat, Gunn Tangpojthaweepon, Pongsiri Taksinwattananon, TAKAGI RIKU, MATSUNAGA WATARU

Concept:

CAPINET

専業主婦が抱える「調味料の保管方法・衛生面」という問題点から、調味料をカプセル化することで衛生面を確保し、ディスプレイの操作によってカプセルが自動で提供されるプロダクトを提案した。

There are problems about making the cabinet clean and tidy from the spices .We solved this problem by changing the spices into capsule type containers and mechanizing the cabinet using a display to choose and supply them.

Final Proposal:



Design Process

Team 2

The kitchen in a futuristic way

•Bam •Gun •Katip •PongsiriTN
•Wataru •Riku

Quick Review of the Midterm Presentation

Self-esteem	Make good relationships between friends and family
Desire	Good taste , hygiene
Feel	Confidence in the ingredients , safe , proud
Want	Hygiene ingredients in every cooking step
Need	Cook and eat to survive
Situation	Cooking in a single house

age : 35
status : married
job : House wife

The things she has in mind when cooking
 •She wants all of her spices inside the cabinet because the kitchen will **nice and tidy**.
 •She wants the kitchen to be cleaned all the time from providing the penetration of bugs lizards.
 •She cares about her kitchen to be **hygienic** all the time.

Quick review

The sticker on the wall can be peeled easily, and can be easily exchanged with other stickers so it can change the atmosphere.

Preparing the cleaning items all the time after cooking is very tiresome , so maybe we can solve that problem.

Thai people use many spices and sauces, so the cooking table gets really messed up.

She stores some of her sauces in the refrigerator so she sometimes forget where the ingredients she want are at that time.

Direction •Tidying up the kitchen in a futuristic way.



Concept

- Easy accessibility in sauces , spices and in other ingredients.
- Making an easy management system inside the cabinet function.

Idea Sketch #1

①Cabinet mechanism #1
②Cabinet mechanism #2
③Cabinet mechanism #3
④Smart chip designs #1

Idea Sketch #2

Tags Design
FINAL SKETCH

Function

- peel the seal
pour all the ingredient in to the food
- squeeze
squeeze to pour the ingredients to adjust the amount you need in the capsule

Function

- stores the capsules automatically
set the tray and if slips into the stocking place, stores the capsules automaticaly.
- ingredients search system
for cooking menu
- infomation
for the remaining ingredients
- turn table
system



Group 3 /

Member : Napatsorn Paitoonwongweera, Panakorn Kheangtong, Pimpetch Tanakijamthorn
Warot Angsriprasert, AOYAMA KOUKI, OKUBO YUKI

Concept:

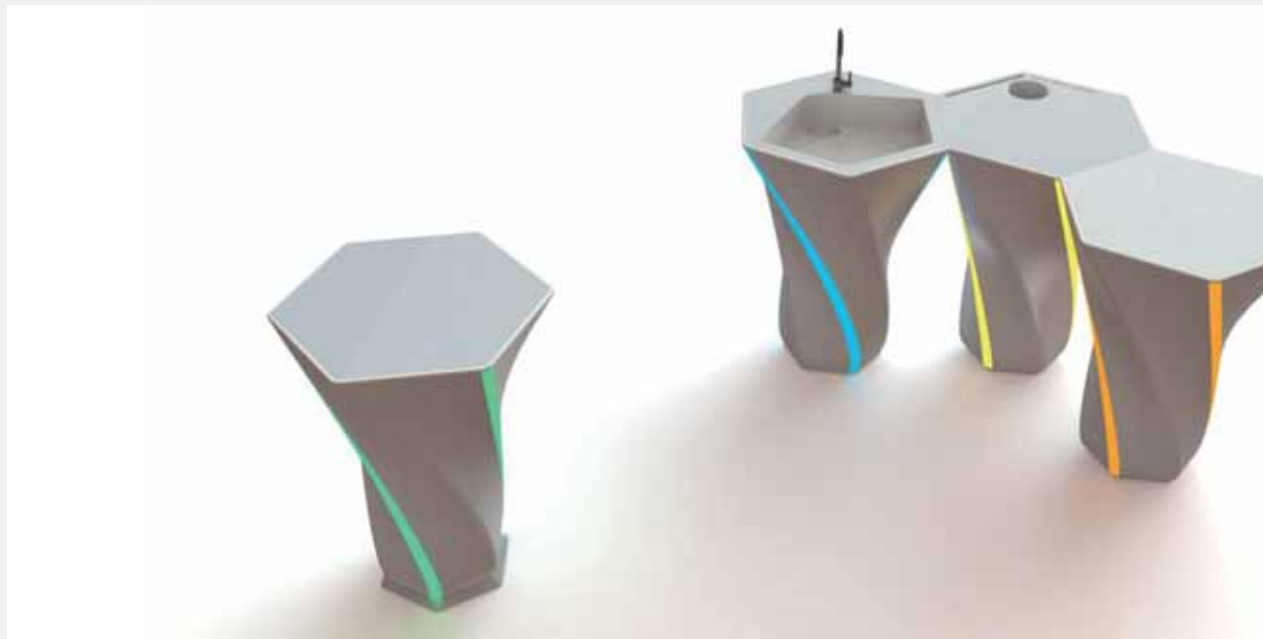
キッチンとリビングが共存する空間

[A room where a living and a kitchen coexists]

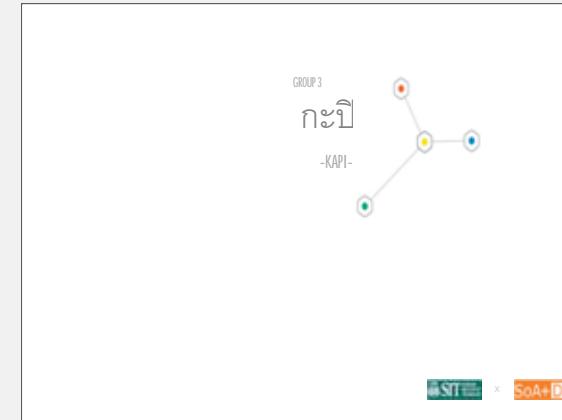
退屈さやスキルの問題で男性が料理に参加していないという現状から、状況に応じてキッチンの形態を変えることで男性も料理に参加しやすいような提案をした。

There are present situations which men don't participate the role in cooking from tiredness and not having enough skills. So our conclusion was to make a transformable kitchen table to make men easy to take part in cooking.


Final Proposal:



Design Process




RESEARCH INSIGHT



- Man refuse to get involve in the kitchen because they think That it's boring and it is woman's duty
- Woman think man's cooking skill don't reach the standard
- woman likes to work alone

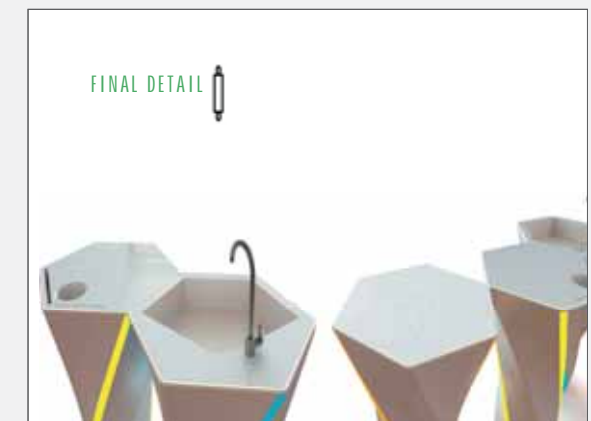
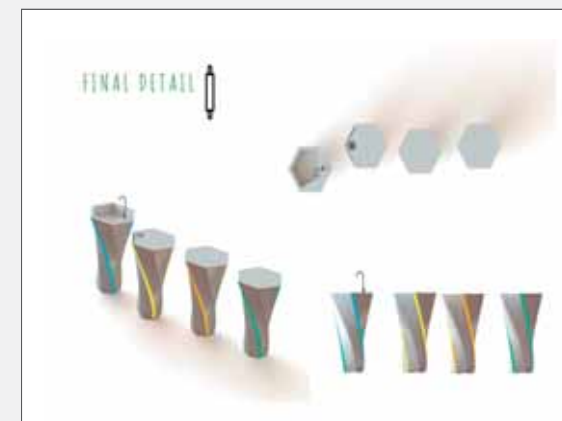
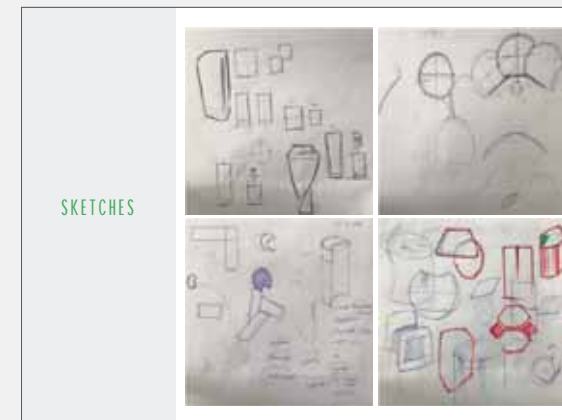
CONCEPT



"THE SPACE WHERE THERE ARE A KITCHEN AND DINING AT THE SAME PLACE"

CONCEPT DETAIL

- CAN PARTICIPATE MORE
- CHANGE ATTITUDE
- MIX GENDER





Group 4 /

Member : Piyakorn Siravorakul, Thanat Ageprapai, Peeraphat Pongtawornpinyo, Satikorn Teeraganon, UEHARA NATSUKI, SAWAHATA YUI

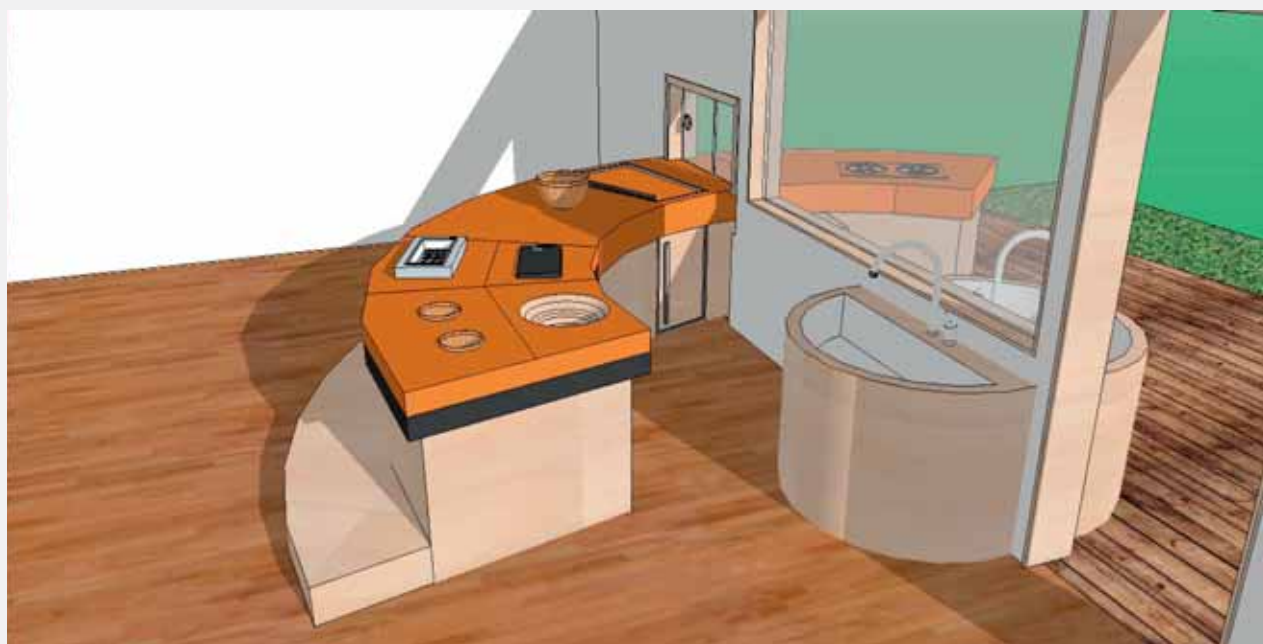
Concept:

3つの「A」 [3A's]

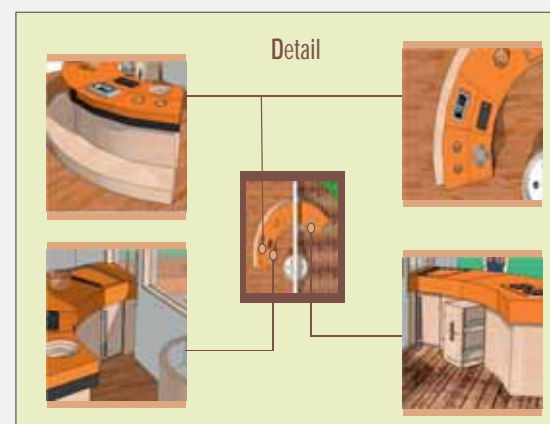
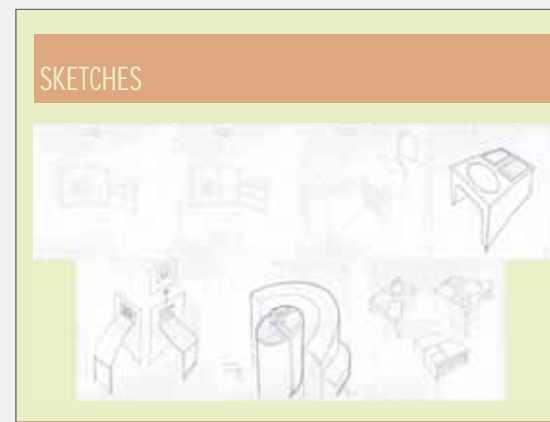
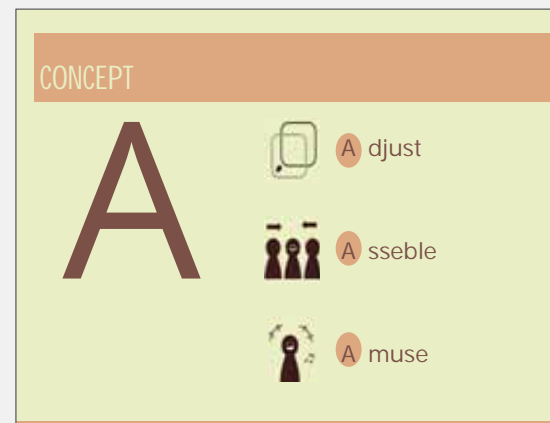
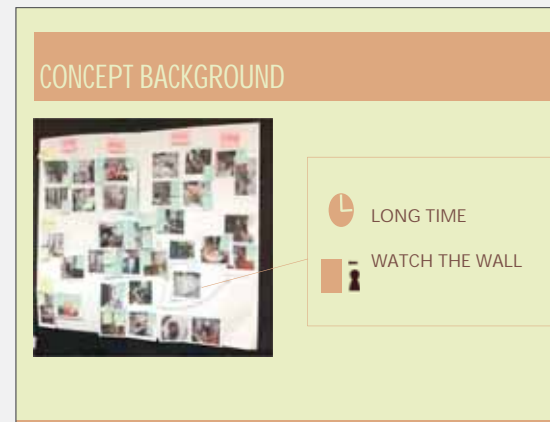
タイの大家族のために Adjust (シーンに合わせて調理場を室内外で使い分けられる) / Assemble (皆で料理が出来る) / Amuse (長時間でも楽しく料理が出来る) なキッチンを提案。

We made a kitchen which concepts with 3 A's. A for [Adjust (changing the cooking space inside-out matching different situations)], [Assemble (all the member can take part)], [Amuse (to have them enjoy a long term cooking)]

Final Proposal:



Design Process





Group 5 /

Member : Danicha Treejaturan, Thanaphum Thiraporn, Peerachart Ratchatavitayakul
Phoomrapee Panichpat, YOKONO HIRONA, UMEYA TOMOYO

Concept:

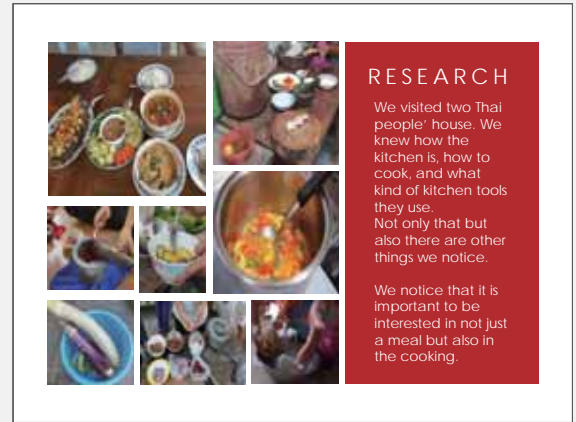
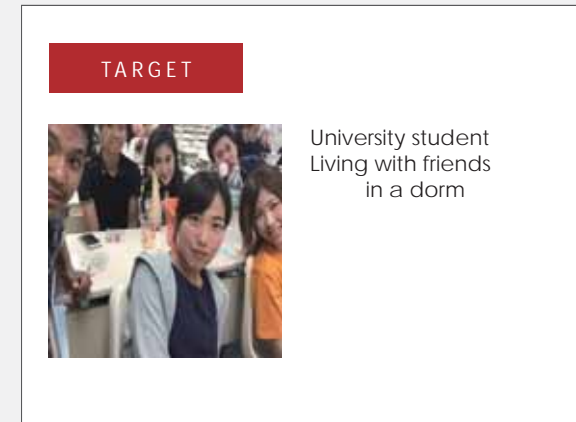
アクティブキッチン [Active Kitchen]

学生寮に住む学生が能動的に料理をしたくなるように、友人とともに調理や食事を楽しくもらいやすい共用キッチン考えた。
We came up with a kitchen for common use inside a student dormitory so that the students can enjoy cooking and communicating with others.

Final Proposal:



Design Process





KMU Design Workshop in Tokyo

2016.02.12-02.19

Introduction

「異文化体験によるデザインワークショップ」：韓国の国民大学大学工業デザイン学科と芝浦工業大学デザイン工学科は異なる文化の体験による相手の理解と共通の価値を創出とすることにより、交流・協力する目的として東京でワークショップを開催した。

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

Theme

感情の分かち合い

言葉の壁を超えて、人と人の感情を分かち合うための方法について英語を用いて議論とフィールドワーク調査を行い、コミュニケーションを助けるプロダクトやサービスを提案する。

Share Emotions

While overcoming the language barrier, we will conduct fieldwork surveys and discussions on ways to share feelings between people and people, and propose products and services that will help communication.

Schedule

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

Discussion & Research

感情を表す言葉から様々な議論を行った。

We held various discussions from word that describe emotions.



Korea



Activity & Experience

東芝未来科学館に行ったり、日本の文化体験を行ったりした。

Went to places like Toshiba Future Science Museum and did things like Japanese culture experience.



Hailand



China





Group 3 / 3L1

Member : Eunsol Lee / Seulki Lee / Fa Tseng Lin / Shota Nakano / Yuki Asada / Kazuho Watanabe

Concept:

Need to talking time

観光にいった地域の思い出をアロマとして持ち帰り、帰国した後にそれを炊きながら思い出話をするプロダクト。

A product that lets you bring home memories of the vacation spot as aroma, and as you light it up you can talk about your memories.

Final Proposal:



Design Process

Field research

- Shibuya Shopping centers Muji Store > Lots of shops for shopping the place that is most of easy to Access for everyone
- Harajuku Meiji Shrine Kawaii Monster Cafe > Deep / Unique / rich / wanting culture experience for both Koreans and Japanese Unique people / Crowded place
- Gyotesando Apple store Kiddy and > Luxury and expensive shops in the metropolitan street it would be better for travelers who can afford to enough expenditure

Mapping

Emotion: Alone, Object, With someone

Object: With someone

Idea sketch

Concept develop

- Paper candle
- Map
- Share experience
- Feeling about scent of space
- Need to talking time

How to use - scenario

2. You can buy the "Aroma-Stickers" that have different feeling words in souvenir shops or convenient stores.

How to use - scenario

3. After your trip you can put the Aroma sticker on the "Paper candle map" so it can get the various scents of your feelings and memories for some places.

How to use - scenario

5. After the paper candle is burned, information and your trip experiences on the Under map can be appeared.

How to use - scenario

6. While candle lights on, you can share your memories and emotion of travel with scent with other people.



Group / Big Hero 6

Member : Kim Yong Hwan / Lee Ye Ji / Park Hye Min / Saki Oshino / Mariana Kussaba / Momo Natori

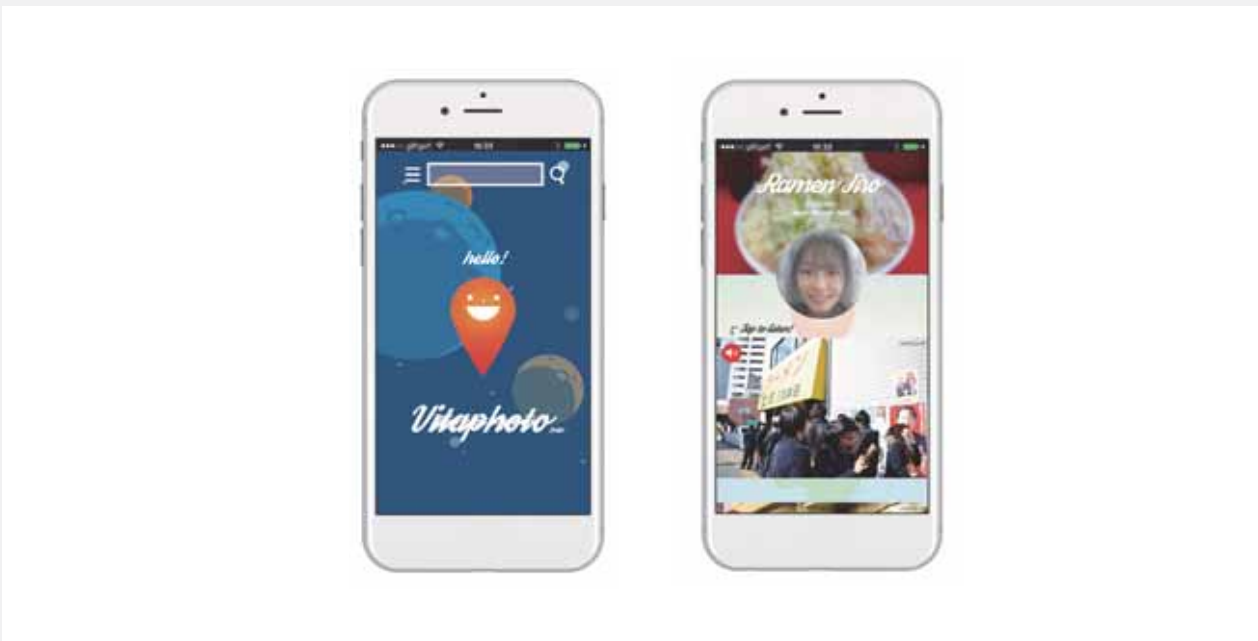
Concept

Happiness attract happiness

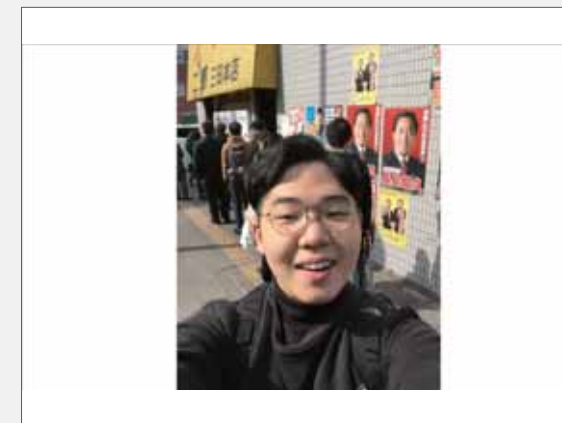
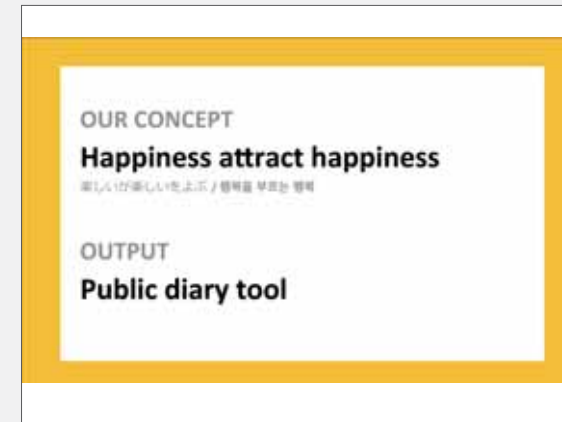
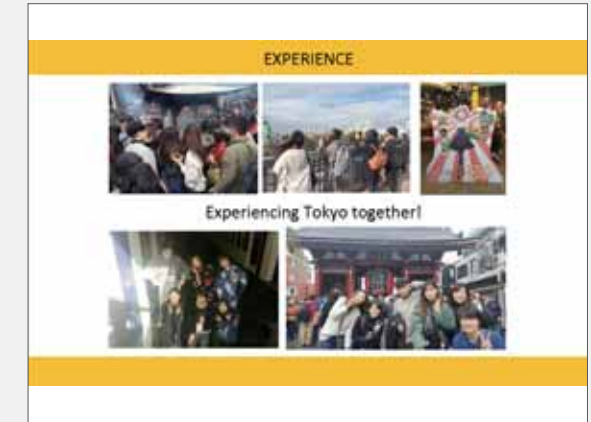
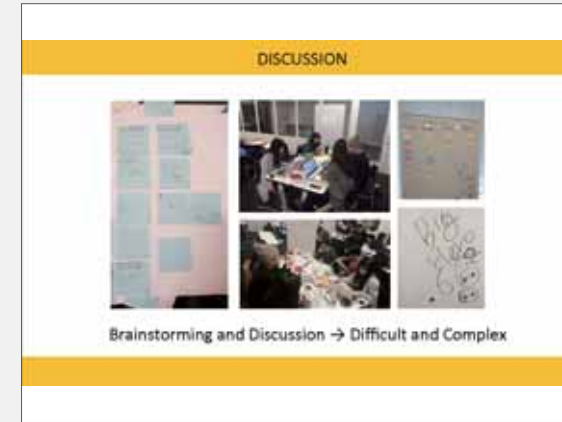
幸せな瞬間の顔を撮り、SNS にあげる。そのあげられたたくさんの幸せな顔を合成するアプリ。

Taking pictures of faces of happy moments and uploading it on social media. Then an application will create a composite image of the numerous images of happy faces uploaded.

Final Proposal



Design Process





Group 5 / ごぼう

Member : Kyungmin Lee / Hojung Cha / Minji Yoon / Toshiki Matsuo / Ryo Sawahuji / Yuka Narui

Concept:

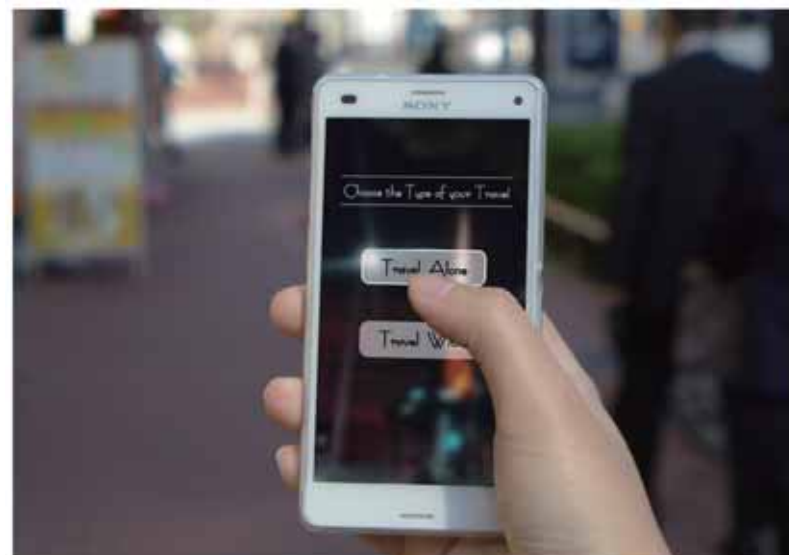
Analog from Digital

旅先で撮った写真に感情を表すアイコンを足して、思い出を感情とともに思い出せるアプリ。アルバムとしてアナログ化して残せる。

An app that adds emotional icons to photos taken during vacations and reminds you of memories along with feelings. It can be analogized as an album to save.

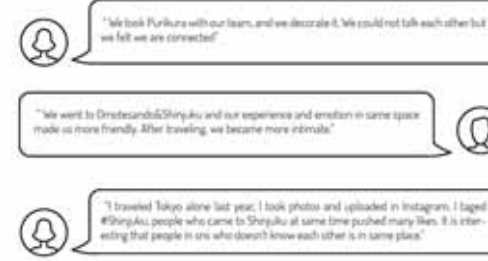
Final Proposal:

Purimo



Design Process

Personal Experience



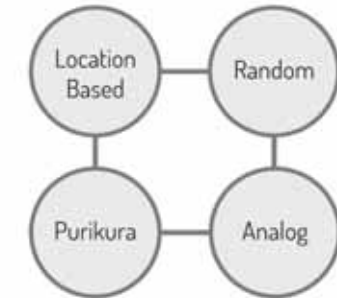
Keyword



Concept



Service Strategy



GUI Flow





Group 7 / はらへった

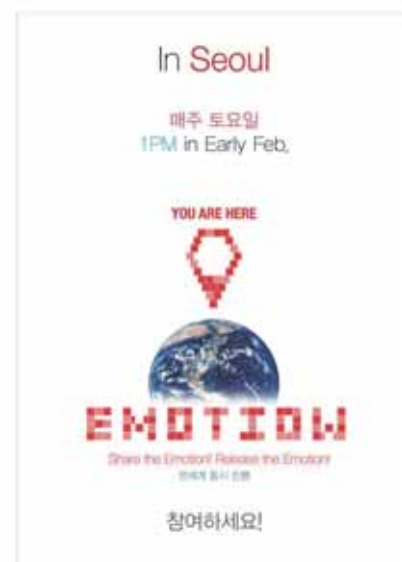
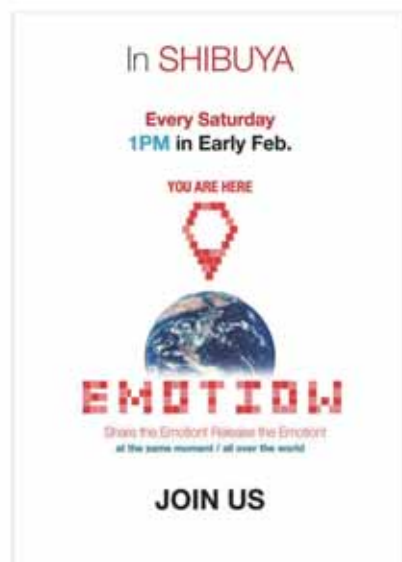
Member : Baik Min Woo / Kim Jee Eun / Shin Tae Seob / Riho Arayama / Kimura Yosuke / Minami Naemura

Concept:

Show our own emotion

感情をミュージカルのように表現できる場所を提供する。 Providing a place where you can express your feelings like a musical.

Final Proposal:



Design Process





Group 1 / Mygumi

Member : Mun Hyun Hun / Hur Gyu / Yoon Jin Hee / Naoya Shibata / Tomoya Nakamura / Manatsu Inoue

Concept

More Alcohol, Deeper Story

真実ゲーム用のラベル。これを使用することで関係をより深めることができる。 A label for a truth game. You can deepen relationships by using this.

Final Proposal



Design Process

THEME
: Sharing Emotion

Drinking can make us talk!

BACKGROUND

Goal : Deep conversation

Express emotion easily

Inspiration of Design
: game of fact

What to do

Experiment

How to play

Sketch



Group 8 / 豪快

Member : Yeongchae Choi / Jeonghye Yoon / Yongtae Chung / Kosuke Inoue / Takanori Hirohashi / Kai Tsuda

Concept

Let's match lonely japanese and traveling korean!

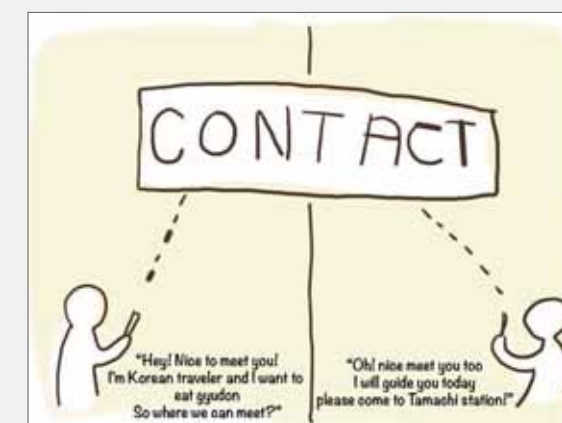
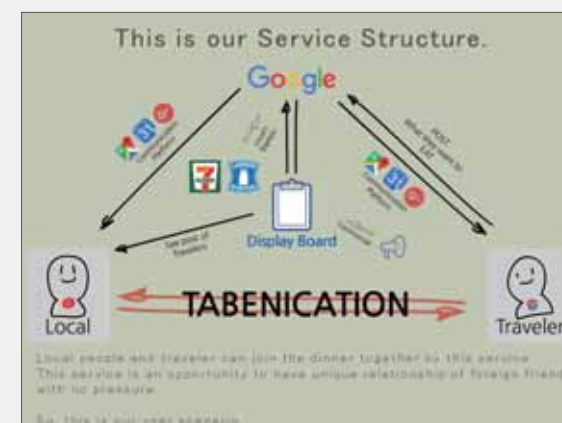
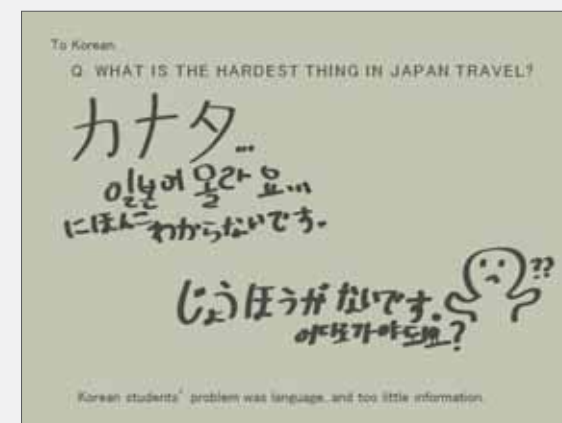
一人寂しくご飯を食べる日本人と旅行に来た外国人をマッチングするサービス。 A service that matches someone in Japan that is eating alone and foreigners who came to Japan for a vacation.

Final Proposal

TABENI
CATION



Design Process





Group 4 / PIKA:

Member : Hyunjin Yoo / Haneum Lee / Junghyun Park / Satoshi Yahiro / Nao Kanbe / Megumi Karasumaru

Concept:

Give my story, Get other's story

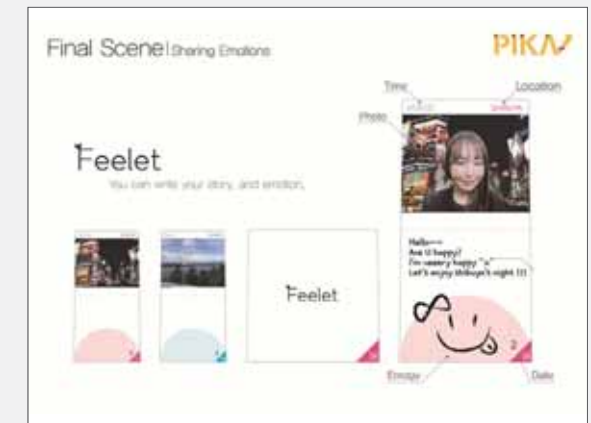
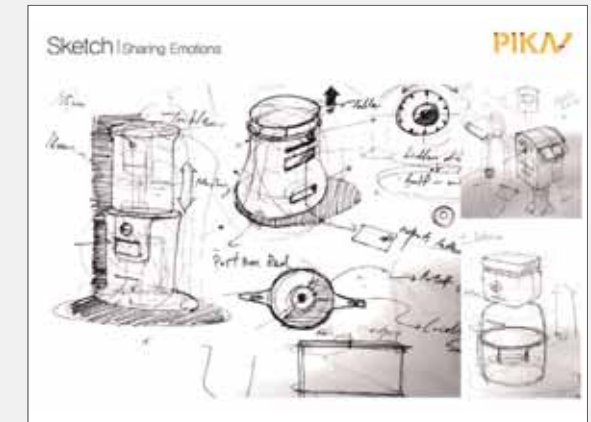
その場所で感じたことを手紙に書き、このポストに入れるとほかの人の手紙が出てきて、その場所での感情を共有することができる。

Sharing emotions with someone at a place by writing down your thoughts down on a letter and placing it in a post box. You will receive someone else's letter in return.

Final Proposal:



Design Process





Group 2 / SHY - KO

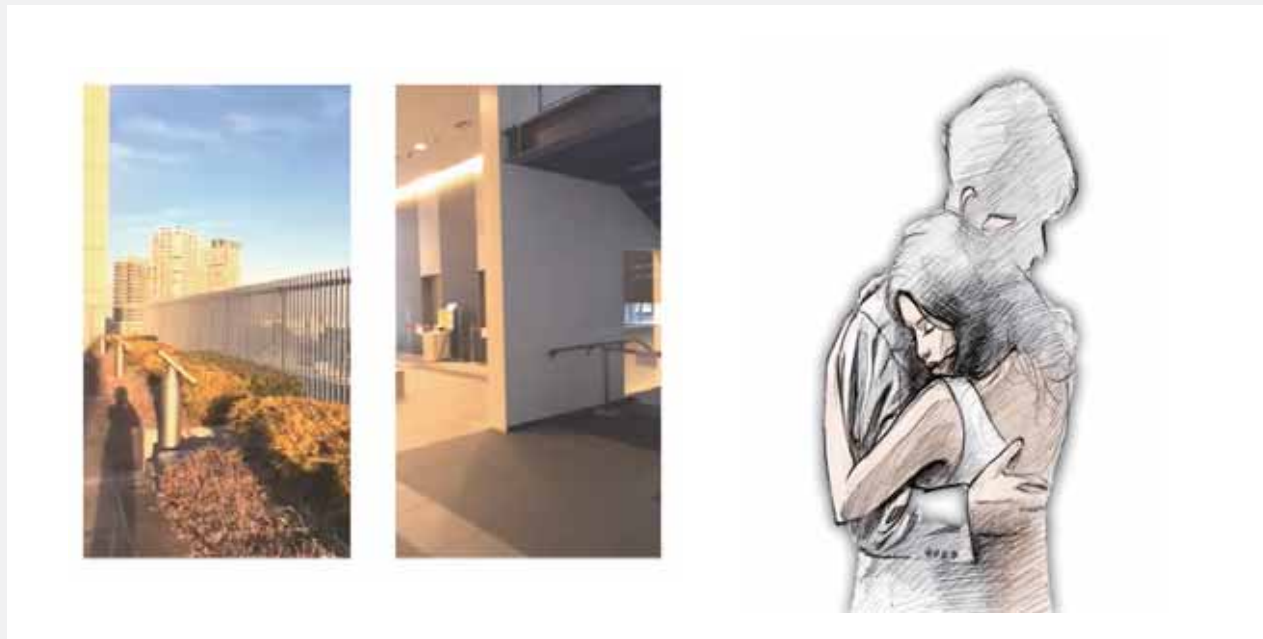
Member : Joon Chan Ho / Yang Su Ji / Lee Hye Min / Yuho Yanagida / Keitaro Sato / Mahuyu Wakana

Concept

Dating Service Purpose & Brain Controller "Scent of Memory"

VR 空間上でデートができるサービス。相手のにおいも感じることができる。
 A service that lets you go on a date through VR space. You can smell their scent.

Final Proposal



Design Process

Summary
 Decide main topic

Our experience about
Love + Emotion

- Letter
- Portrait
- LINE
- KAKAO TALK
- Korea vs. Japan
- (meeting time/ date course)
- Pure communication
- Stereotype (fixed idea)

Let's use VR.
 *VR : Virtual Reality

For
 More reality
 Concentration
 Various situation

Summary
 Decide main topic

Conclusion
 "We will make service about dating environment for People who are far away from their Lover."

User
 Couple (long distance, Different country)
 Family
 Friend
 Pet

Project concept
 Purpose

"Service purpose are Exist same place and time."
 Express using VR

"Focus on Smell (One of the Five senses)."
 using Brain controller

Project concept
 Brain Controller "Scent of Memory"

Scent of Memory (SOM)

Define
 This is a machine that scan brain's electronic signal and save signal data. When we use this, we can remind our emotion we felt in past and present VR expressing visual impression.

Signal Transfer Process

Scan Brain → Save Emotion Data on Smell → Transfer sense

Project concept
 Brain Controller "Scent of Memory"

Background Technology
<http://www.oculus.com/>

Scenario & Persona

Female

- Name : YUKI SUI
- Age : 20
- Country : Korea
- Hobby : Shopping
- Job : Office work
- Favorite date course : Trip to Incheon station

Male

- Name : SOTO KEITARO
- Age : 20
- Country : Japan
- Hobby : Video game
- Job : Web content in IT graduate school
- Favorite date course : Haboku, Naoto

Scenario & Persona

Story board

Female - YUKI'S Focus

1. Starting with Love story that is not
2. Love story that is not
3. Love story that is not
4. Love story that is not
5. Love story that is not
6. Love story that is not
7. Love story that is not
8. Love story that is not
9. Love story that is not
10. Love story that is not

Male - KEITARO'S Focus

1. Starting with Love story that is not
2. Love story that is not
3. Love story that is not
4. Love story that is not
5. Love story that is not
6. Love story that is not
7. Love story that is not
8. Love story that is not
9. Love story that is not
10. Love story that is not



UOU Design Workshop in Korea

2016.06.08-06.10

Introduction

「異文化体験によるデザインワークショップ」：韓国の蔚山大学大学製品環境デザイン専攻と芝浦工業大学デザイン工学科は異なる文化の体験による相手の理解と共通の価値を創出とすることにより、交流・協力する目的で韓国に訪問してワークショップを行った。

"Design Workshop Through Different Cultural Experiences":

Shibaura Institute of Technology, College of Engineering and Design visited Korea for workshops with the purpose of exchanging and cooperating by creating opportunities for understanding and common values through experiences of intercultural experience with the Department of Product Environment Design at Ulsan University.

Theme

自分にとって「幸せ」の意味は

それぞれの国の学生が自分にとって幸せとは何かを共有しあって理解する。そのご、新たなモノやサービスを提案する。

My own meaning of "happiness"

Students in each country shared and deepened understanding in what happiness is for themselves. After that, we proposed new products and services.

Schedule

Discover	Define	Develop	Deliver
Observing Reality	Discussing Concept	Concreting Idea	Creating Design
1day		2-3day	

Discussion & Research

3日という短い時間でもお互いが納得できるよう、しっかりと議論しあった。

We have a firm discussion so that we could understand each other well even though it was as short as 3 days.



Korea

Activity & Experience

市場で食文化を学んだり、美術館や DDP など様々な建築物や芸術品等にも触れた。

Learned about food culture at the market, got to see various buildings and arts at the museum and DDP.



Thailand

China





Group 1 / KIMCHI CHEESE

Member : Kim Song I / Kim So Yeon / Kim Jeong Hyeon / Shotaro Kuwamoto / Shuma Ito / Yuuka Yonekura

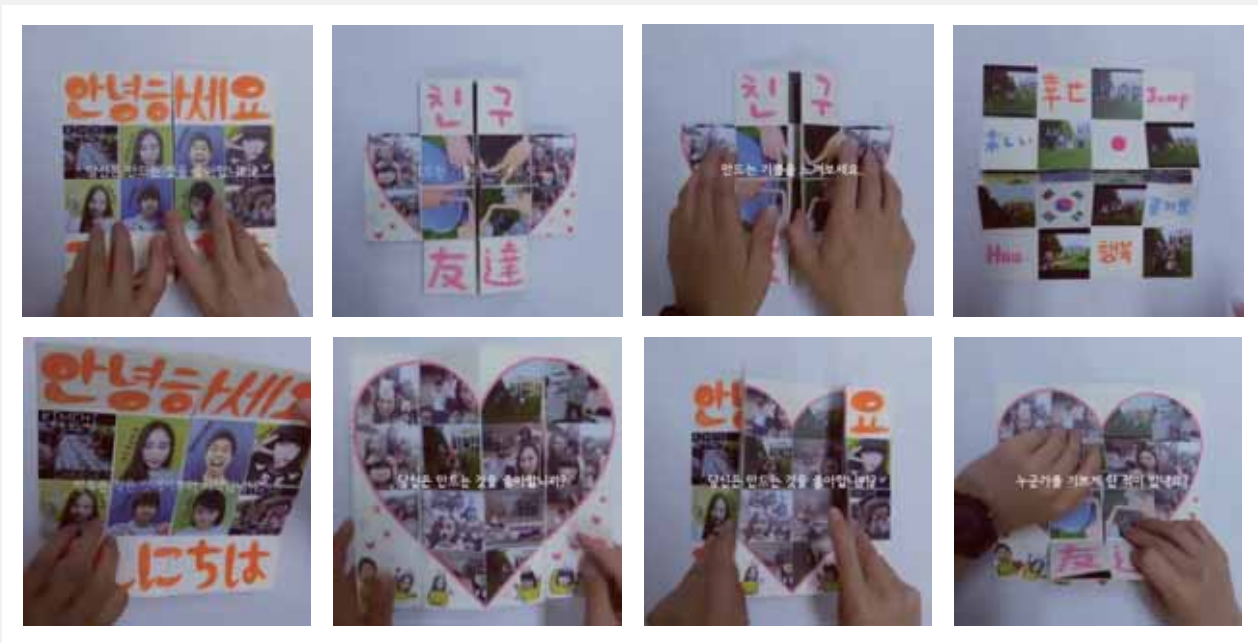
Concept:

Makes Public Campaign Advertisement and Upload The SNS

自分たちの立てたペルソナは常にSNSを利用している。また SNS は多くの人に拡散できる。さらに、ペルソナの趣味がハンドメイドであったことから手作り公共広告にした。

The persona we created used SNS on a daily basis. SNS allows you to share with many people. Also, because our persona's hobby was handmade craft, we decided on handmade public advertisement.

Final Proposal:



Design Process





Group 2

Member : Kang Kye Jung / Jo Yea Hong / Chu Se Eun / Eriko Mizuguchi / Tsubasa Tabuchi

Concept

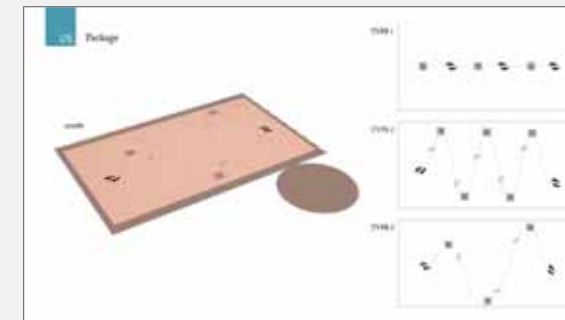
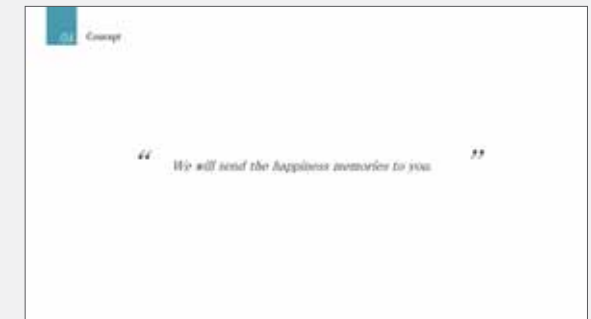
We will send the happiness memories to you.

幸せの思い出をパッケージにして人にあげるプロダクト。 A product that turns happy memories into wrapping. クト。

Final Proposal



Design Process





Group 3 / Crooked

Member : Yang Ji Min / Byun Hea Jung / Lee Min Hee / Keitaro Sato / Natsuki Uehara

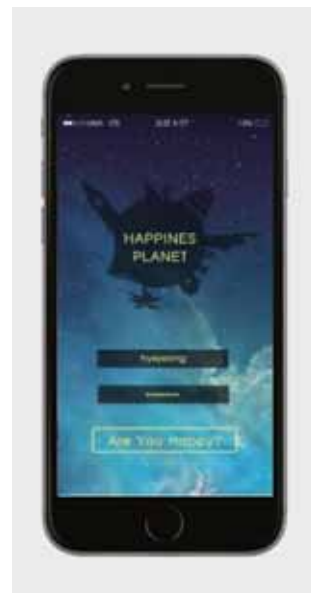
Concept

Share happiness makes another happiness.

幸せに感じたスポットの写真をあげて人々と共有する SNS アプリ。 An SNS app that allows you to share photos of places you felt happy.

Final Proposal

HAPPINESS PLANET



Design Process

II. Process

Ka method

Major categories Minor categories Select categories

II. Concept

Someone's happiness makes another happiness.

Approach Direct Suggest

II. Application

II. Application

II. Application

II. Application

II. Application

III. Output

During Trip Before Trip After Positive Action

Effects

Photo View Friends Happiness



Group 4 / LINE HEART

Member : Jaewan Park / Dawoon Han / Soo Jin Kang / Kazuho Watanabe / Akira Obasa

Concept

Link

Connection · Communication · Relationship のできる場所を提供する。 Providing a place where you can connect, communicate, and relate.

Final Proposal



Design Process

The design process is presented in 12 slides:

- Slide 1:** Title slide with the 'link' logo on a red background.
- Slide 2:** Table of contents: 01 Team introduction, 02 Background, 03 Meaning, 04 Main keyword, 05 Process, 06 Idea concept, 07 Output.
- Slide 3:** Background slide showing a collage of images with the word 'Happiness' in the center.
- Slide 4:** Background slide showing a collage of images with the words 'Food', 'Hobby', 'Together', and 'Wish' in the center.
- Slide 5:** Meaning slide showing a mind map diagram.
- Slide 6:** Main keyword slide showing a diagram where 'Happiness' is connected to 'Relationship', 'Communication', and 'Together'.
- Slide 7:** Process slide showing a user interface mockup of a social profile page with sections for 'Active' and 'Positive'.
- Slide 8:** Idea concept slide showing a diagram where 'Link' is at the top, connected to 'connection', 'communication', and 'relationship', which all lead to 'Happiness'.
- Slide 9:** Output slide showing a technical sketch of a bicycle-like structure with a table top.
- Slide 10:** Output slide showing the final 3D architectural rendering of the plaza.



Group 5 / APPLE TEAM

Member : Eunbin Jang / Hyunah Kim / Nahoko Kawamura / Mamatsu Inoue

Concept

Polaroid that can contain memories

携帯しやすい小さなポラロイドカメラ。その場で写真を共有できる。
A polaroid camera that is compact and easy to carry around. You can share your photos instantly.

Final Proposal



Design Process



Group 6 / わくわく

Member : Hyeji Lee / Jihyun Choi / Sanghoon Park / Yuka Narui / Yuri Enomoto / Riho Arayama

Concept

New experience of travel

撮った写真を SNS にそのままアップロードできるカメラ。 A camera that lets you upload that photo you took directly on SNS.

Final Proposal



Design Process

02 Process Step 1: KA method & Topic categorize

02 Process Step 2: We Focus one topic "Travel" & Particular group Focus on "Value"

02 Process Step 3: We had notice

02 Process Step 4: "Happiness is New experience of travel"

03 Concept: Hope -> Achieve -> New experience. To achieve expected a new experience.

04 Persona: User interface and device images.

07 Use case: New Experience flowchart (Hope, Achieve, Good memories).

05 Product Presentation: Camera and accessories.

06 UI Presentation: App interface for travel photos and maps.

08 Story: Lifestyle scene with the camera.



Group 7 / Bossammate

Member : Kim Jiill / Jeong Ahyeon / Lee Hyein Minami Naemura / Chiaki Hatazaki

Concept

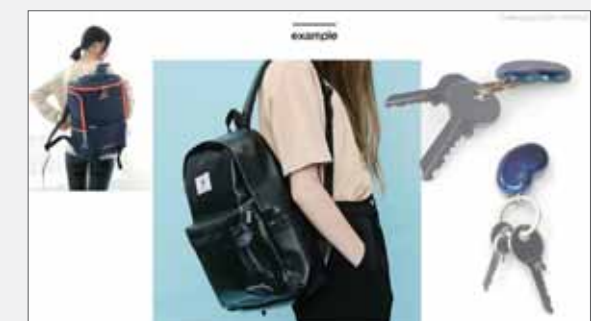
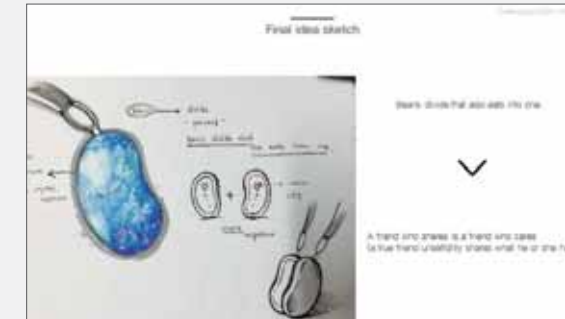
Share the special & Remember friends

海外で仲良くなった人と交換して、離れてもお互いを忘れずにいられるキーホルダー。
 A keyholder that you exchange with people you met and got to know on your journey. It will remind you of each other and won't let you forget about each other even if you are far apart.

Final Proposal



Design Process





Group 8 / Honey Butter

Member : Park So Jung / Jeong Se Eun / Hirona Yokono / Mana Hattori

Concept

FLOWER & HAPPINESS

季節の花が入ったボックス。もらえばもらうほどこの箱が増えて幸せになれる。
 A box that has seasonal flowers inside. The more you receive the more boxes you get and you will be happy.

Final Proposal



Design Process

1. Idea
 1. No. 1 idea
 2. Happiness related
 3. Present

2. Memory → Present → Shocked!
 Presented a bouquet is happy → We want to let happiness when I get a flower

3. Problem
 But Flower has some bad points !!
 Wither → Empty is bad point → Take a photo → Give to receiver → Stuffy
 1) Don't I want to see the flower? 2) When you see it, you can't observe the flower
 3) You can't present it willingly 4) You can't bring back easily

4. Solution
 Last on

5. Product introduction
 don't I wither flower → imitation flower
 Wither → Keep beauty

Give	Receiver
can present it at every anniversary can buy flower willingly	can collect it at every anniversary can feel the four seasons Happiness continues whenever I see it

6. Conclusion
 present anniversary love flower

Product explanation
 - Box size is 10 x 10 (cm) → small size (buy & carry easily)
 - The flower of the seasons in the box → can feel the four seasons
 - The more they reach their anniversary, the more the flower boxes increase
 - Continue the feeling of happiness



KMUTT Design Workshop in Tokyo

2016.07.31-08.08

Introduction

Member: モンクット王トンプリー工科大学(2 ~ 3年生), 芝浦工業大学(2 ~ 3年生), グループ編成: 1グループ(5名) 5グループ編成

King Mongkut's University of Technology Thonburi

Theme

5つの企業から出された課題製品について「Kawaii」要素を加えて魅力的なデザインを提案する。これらの企業にとって「Kawaii」要素は製品に必要であるという認識はあるが、具体的にどのように取り入れるかが課題であった。

A Group : Beverage Bottle (ASAHI BREWERIES, LTD)

B Group : Trash box (IWATANI MATERIALS CORP)

C Group : Faucet with Water Purifier (TAKAGI CO.,LTD)

D Group : Office Furniture (OKAMURA CORPORATION)

E Group : Color measurement machine (Suga Test Instruments Co., Ltd.)

We were given several task products from 5 industries and worked to redesign them by taking in the elements associating from the word "KAWAII". There were recognitions on these industries that they needed "KAWAII" elements on their products, but it was challenging how to take them in. This time our job was to find out the solutions on those "how to"s.

A Group : Beverage Bottle (ASAHI BREWERIES, LTD)

B Group : Trash box (IWATANI MATERIALS CORP)

C Group : Faucet with Water Purifier (TAKAGI CO.,LTD)

D Group : Office Furniture (OKAMURA CORPORATION)

E Group : Color measurement machine (Suga Test Instruments Co., Ltd.)

Discussion & Research

市場調査を行い、課題の製品について「Kawaii」要素を決定し、評価した。次にターゲットを決め、かわいいデザインを提案した。

First, we researched on our surroundings and extracted the "KAWAII" elements which we will take in to the selected task products.



Korea



Activity & Experience

市場調査をしながら、関連商品を調査したり、東京の新しいスポットを探索した。日本には「Kawaii」文化がたくさんある。

During the field research, we visited the places filled with "KAWAII" elements. There are many "KAWAII" culture in Japan.



Japan



Hainan

China





Group A:

Member : RAWISSARA MAWONG, NAPATSORN PAITONWONGWEERA,
CHANANCHIDA HONGRATTANAPORN, TOMOYO. UMEYA, AKIRA. OBASA, HIKARU. AKIYA

Concept:

Beverage Bottle

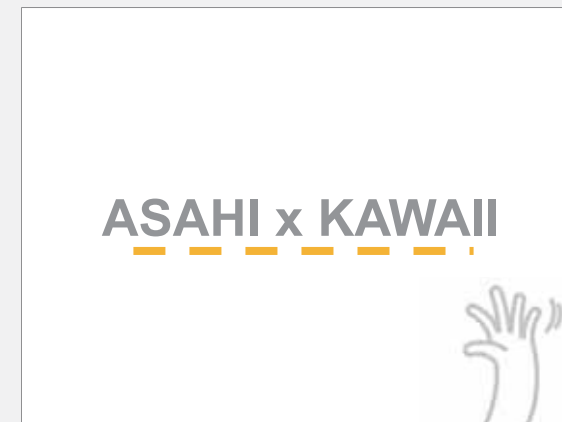
20年代の様々なスタイルを持つ若者に向けてボトルをデザインした。これらのボトルはかわいらしさを表しているだけでなく、ラベルを回すことによってボトルをオリジナルデザインに変えられるという新しい体験をすることもできる。

We designed a beverage bottle for 20's who has obsession to their sense of style. These bottles are not only seeking cuteness, but also can experience a new way of style by "changing the bottle to your very original, by spinning the label".

Final Proposal:

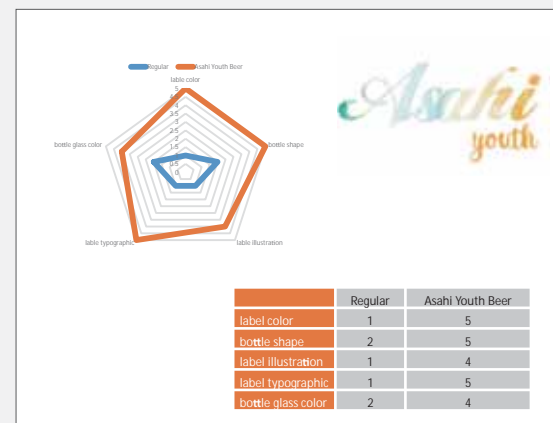
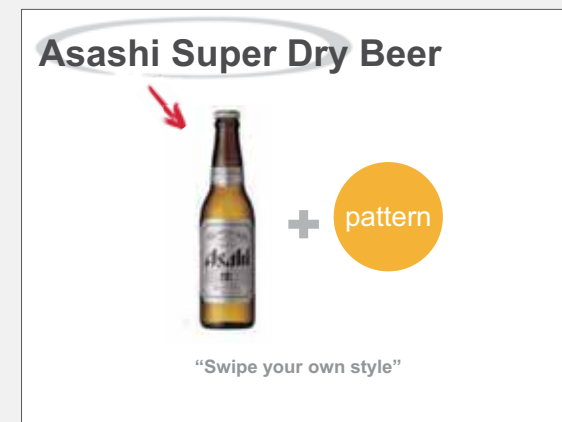
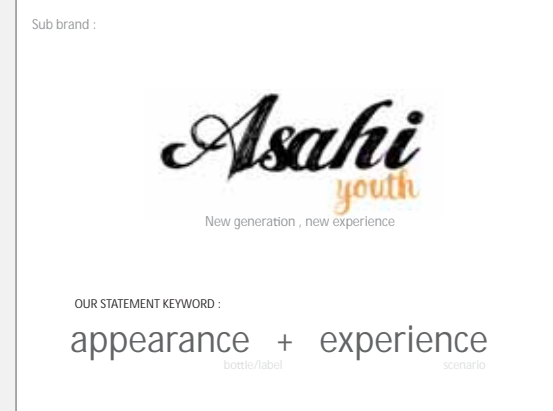
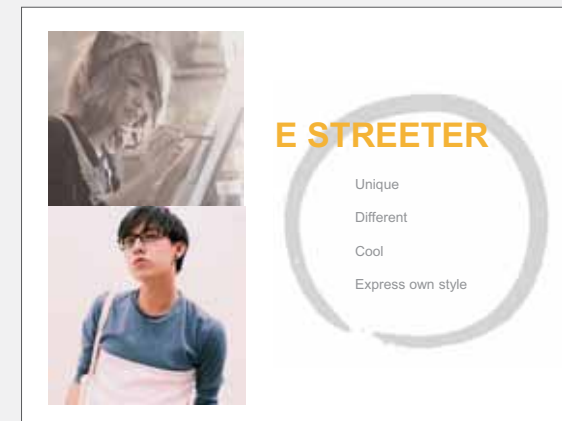


Design Process



TARGET GROUP
People who aging between 20-25 years old.
Have their own style. like to be unique be different from other.

'universal kawaii'
For boys and girls





Group B:

Member : YANISA RONGBUNDIT, PHUTISSET CHERDCHUPONGLAM, CHANACHAI SERMSINTHAM, HITOMI. SANO, CHOI. JIYEON, TAIRA. KURIBAYASHI, SHOICHI. MIYAMAE

Concept:

Trash box

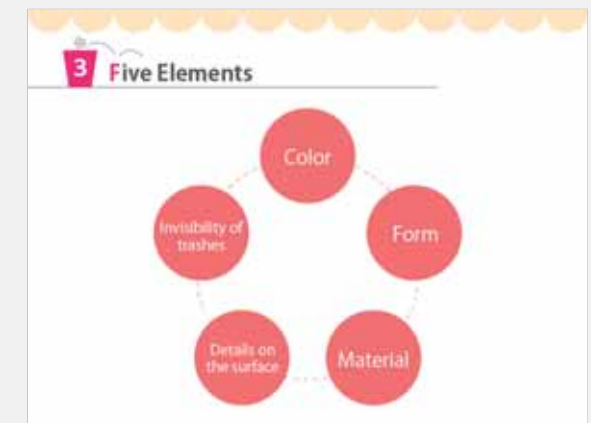
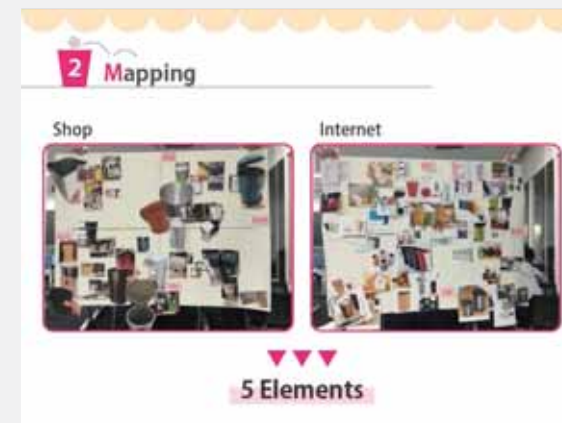
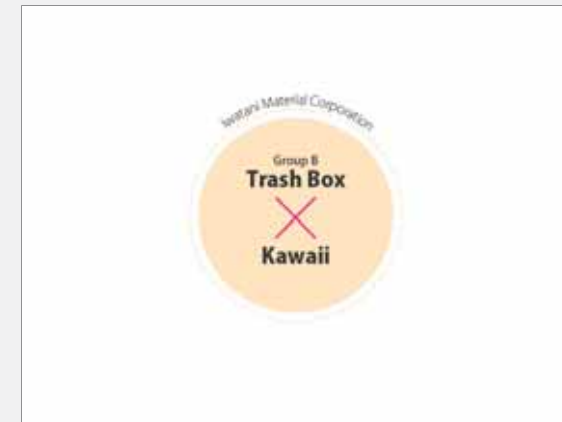
自然物 = かわいいと定義し、公園等の公共施設向けの「trade」は人型をモチーフに、家庭や私室用の「Bloom」は花をモチーフにした。「Bloom」はセンサーに手をかざすと蓋となる花が咲くような動きをする。

We concluded "natural objects" as "KAWAII" and design two trash boxes. One is for public facilities called "trade" and motivated on human outlines. The other one is for personal use called "bloom" motivated on flower, and has a sensor on the top to open. The move is resembled to blooming flowers..

Final Proposal:



Design Process





Group C ::

Member : PATTAPOL KEAWMANEE, JUTAMAS POORANAWATANAKUL, MS. CHAWISA PONGAMPAI
MAYU. KASUU, WATARU. ODA, KAN. MATSUSHITA

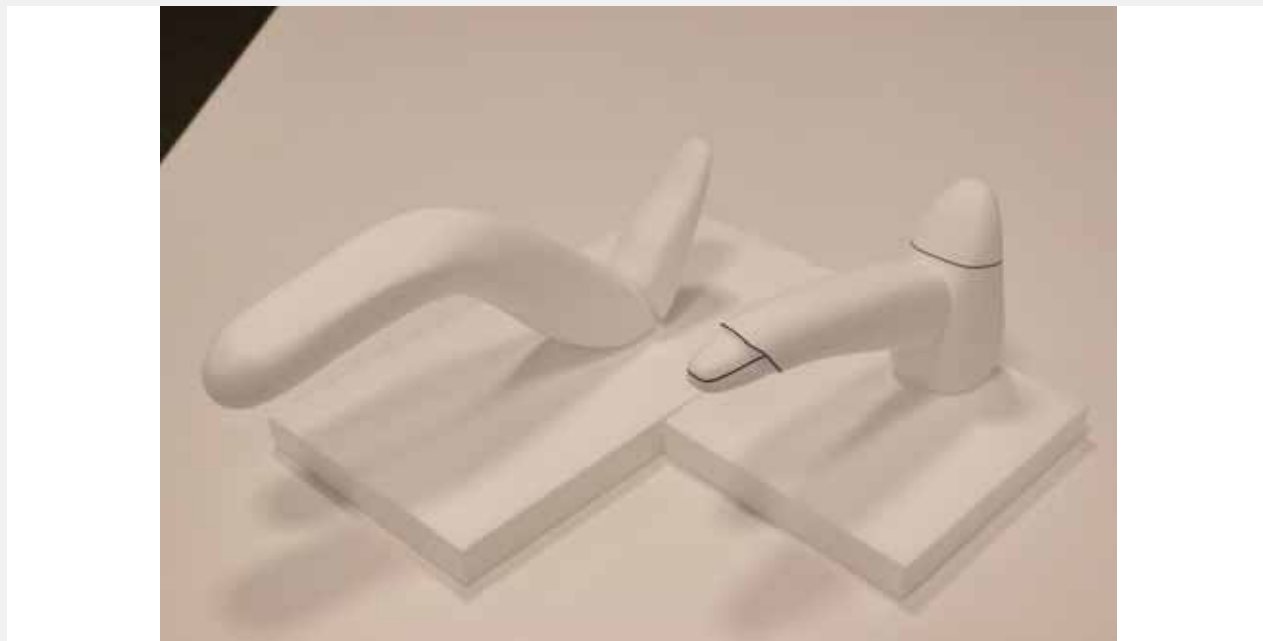
Concept ::

Faucet with Water Purifier

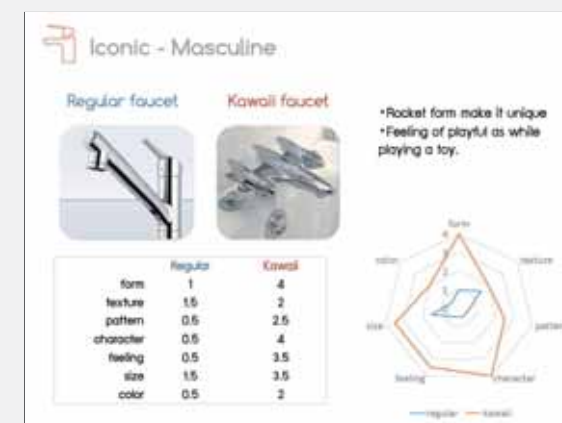
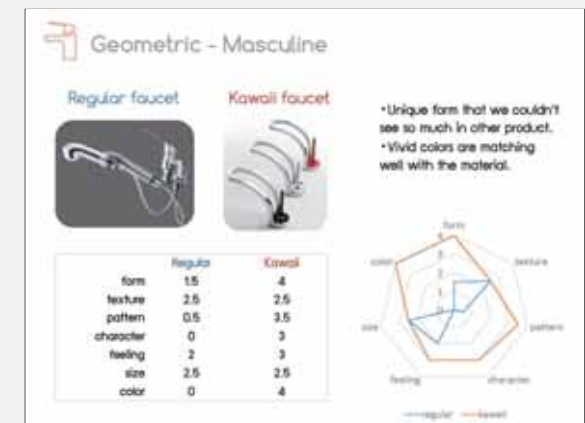
様々な製品の「かわいい」の要素を分析し、中でも「中性的な可愛さ」に着目して浄水器一体型水栓をよりジオメトリックなもの、とアイコンックなもの、の2種類デザインし提案した。

We analyzed the "KAWAII" elements on several products and focused on the "neutral cuteness" and proposed two faucets with a geometric design and an iconic design.

Final Proposal ::



Design Process





Group D ::

Member : NINNART SUBMUNKONGTAWEE, TANYATORN KITIVESHPOKHAWAT,
 THANAPAT TUTTANANURAT, KOKI. AOYAMA, CHIKARA. ISHIBASHI, HIRONA. YOKONO,
 MASAYOSHI. TAKAYAMA

Concept ::

Office Furniture

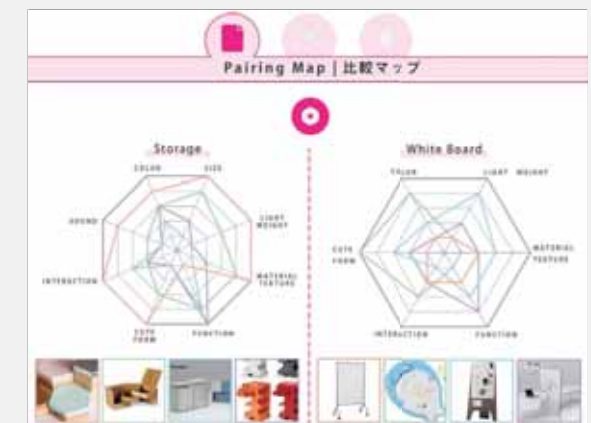
「KAWAII」にはチームの創造力を上げる力があると感じ、それをコンセプトとして小型ホワイトボードと収納ボックスを提案した。ターゲットは学生と会社員で、主にグループワークで使うことを設定した。

We expressed “KAWAII has the ability to raise the team’s creativity” as our concept word to create a small size white board and storage, aimed to students and company employees. These products are used when they have to work as a group.

Final Proposal ::



Design Process





Group E:

Member : PIMPETCH TANAKIJKAMTHORN, NEERAMPORN SIRISONGKOL, RIKU. TAKAGI, KIM SIN HEON, KEITARO. SATHO, NATSUKI. UEHARA

Concept:

Color measurement machine

B to B の製品には性能の質を追求しているものが多いが、本当の意味で扱いやすい形状の追求を行っているものは少ない。そこで近年増えてきた女性ユーザーにとって「持ちやすい」「計測しやすい」「画面の見やすい」計測機のデザインを提案した。

There are many B to B products which is aiming how to upgrade their functions. But most of them are not thinking about their shapes on how to make them more usefu. So we proposed on the designs of the measurement instruments which is "easy to hold" ," easy to measure" and "easy to look at the screen" for women users.

Final Proposal:



Design Process

KAWAII X Suga Test Instruments

Positioning

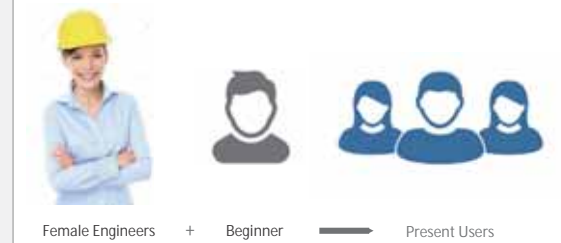
Our objective is to repositioning to simple and portable product.



Team Suga (Group E)



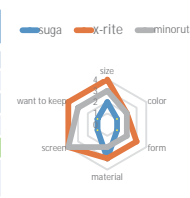
Target Users



Color Meter



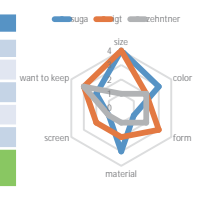
	Suga	X-rite	Konica minolta
Size	2	4	3
Color	1	2	2
Form	1	4	2
Material	3	3	2
Screen	1	0	4
Want to keep	1	4	3



Gloss Meter



	suga	igt	zehntner
Size	4	4	1
Color	3	2	2
Form	1	3	2
Material	3	2	1
Screen	1	2	1
Want to keep	2	3	3



Color



"Blue and white color on this product make it looks contrast and strong."

Analysis





ASIA 5 countries Design Workshop in Korea

2016.08.02-08.09

Introduction

弘益大学、Nanyang Polytechnic、北京理工大学、はこだて未来大学、芝浦工業大学

「2016 HI-FIVE Asian Design Workshop」アジア 5 カ国 6 つの大学がアジアを代表するグローバルデザイナーの育成する目標を基に、異なる文化のコラボレーションによる共通の価値 (Asian Vision) を創出することにより、新概念の交流・協力するプラットフォームを設けた。

Hongik University, Nanyang Polytechnic, Beijing Institute of Technology, Future University Hakodate

Based on the aims of nurturing global designers that represents Asia, we have established a platform to exchange and cooperate with new concepts by creating common values (Asian Vision) by collaborating with different cultures.

Theme

Weaving

織る。様々なものを組み合わせて一つのものを作り上げていく。
例えば、東&西、古い&新しい、文化&技術、プロダクト&(情報、インタラクション、インタフェース、デジタルメディア、コミュニケーション)

Weaving

Creating new ways of thinking by Collaborating & Converging multiple things. For example, East & West, Old & New, Culture & Technology, Products & (Information, Interaction, Interface, Digital Media, Communication)

Schedule

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

Discussion & Research

各グループがそれぞれの "WEAVE" とは何かを突き詰めていった。

Each group discussed thoroughly about "WEAVE" means to them.



Korea

Activity & Experience

ソウルにある DDP (東大門デザインプラザ) のほか様々な名所に行き、韓国の文化を体験し親交を深めた。

Went to various places such as DDP (Dongdaemun Design Plaza) that located in Seoul and deepened friendship by experiencing Korean culture.



Holland

China





Group 1 / triangle

Member : Ko Jeong jin / Lee Da yeah / Shota Nakano / Ito Hiroto / Guo Guannan

Concept

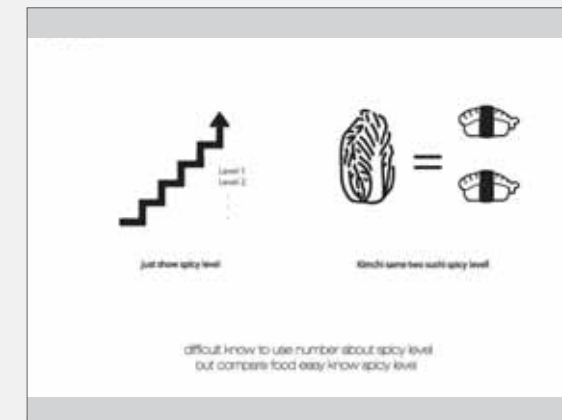
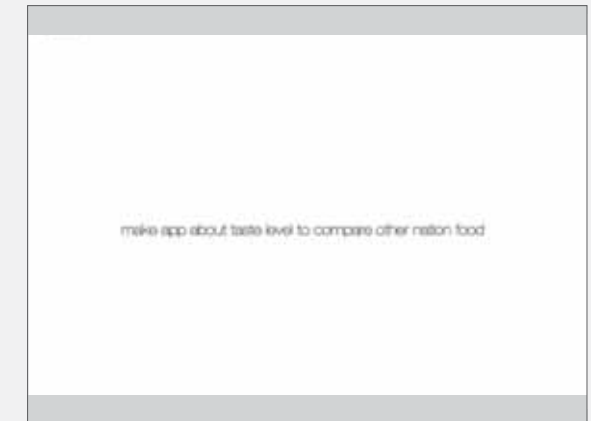
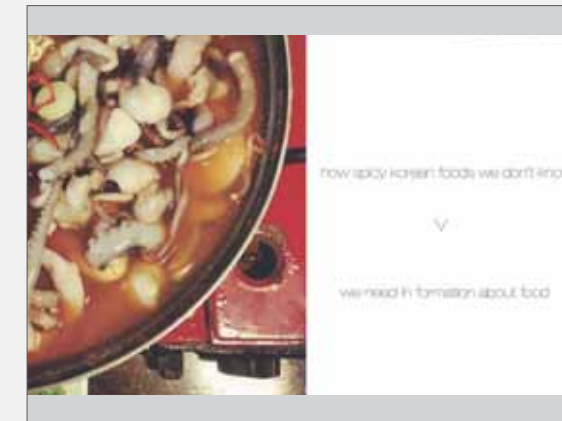
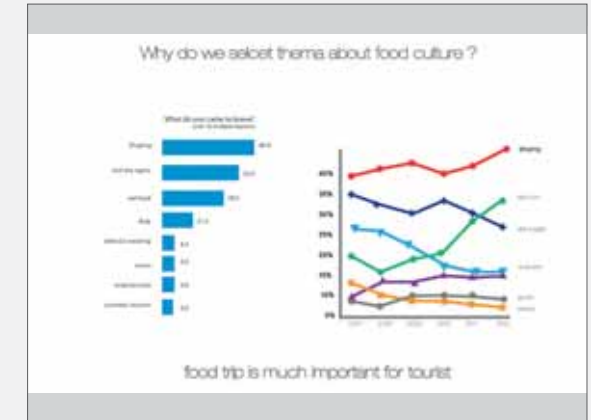
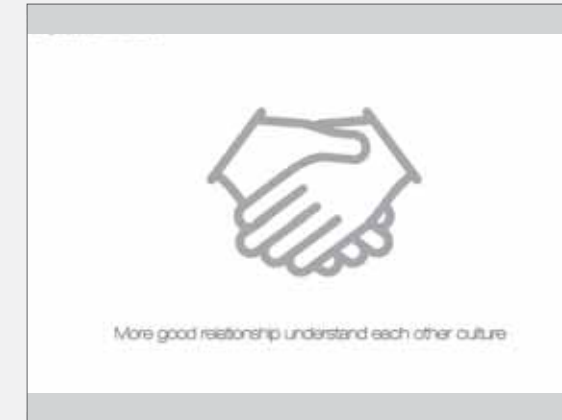
Understand other foods

国ごとの食べものや味覚の違いを比較し共有するアプリケーション
An application that compares food and the difference in taste between countries.

Final Proposal



Design Process





Group 2 / Ice Cream

Member : Kim Min Ki / Lee Ji Su / Riho Arayama / Kawaguchi Kyoko / Fukasu Noriki / Liu Cangsha

Concept

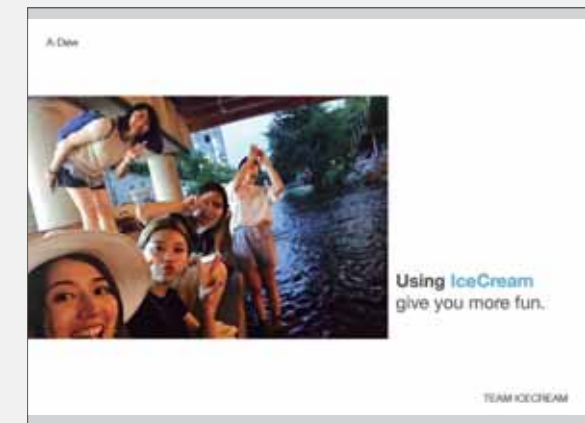
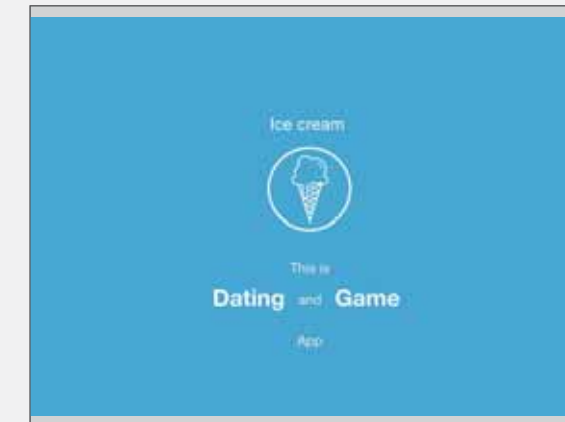
Melt

様々な国の人と仲良くなるために、それぞれの国のゲームを交えて交流する SNS アプリケーション An application that you can interact with foreigners by playing other country's games.

Final Proposal



Design Process





Group 3 / RGB

Member : Jooyeon Park / Sejin Kim / Ayano Ota / Hikaru Uga / Kosuke Inoue / Songjing Gan

Concept

Weave is powerful

真夏の街を歩くために、地図に日陰を表示することで避暑するアプリケーション To walk the town in summery days, a map application that shows you where shades are and you can avoid hot places.

Final Proposal



Design Process

Insight_1

Concept: Under the sun → Under the shadow

Insight_1

WE NEED THE SHADOW!

Insight_2

Concept: Street scene with shadow → Street scene with shadow moving

Insight_2

The shadow is moving

Idea

The shadow map

Targetting

Main Target | Tourist
Sub Target | people who want to find the shadow

Needs

- ① visualizing shadow area instinctively
- ② connecting between users
- ③ looking for a path of the shadow area

Solutions

- ① Layer function
- ② Sharing function
- ③ Tracking function



Group 4 / Circle

Member : Teng Ying Shi / Tomomi Sekine / Yuri Akahira / Cha Young Tae / Park Na won / Shunto Takei

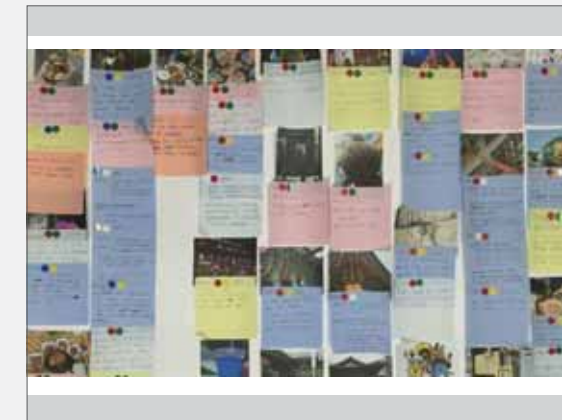
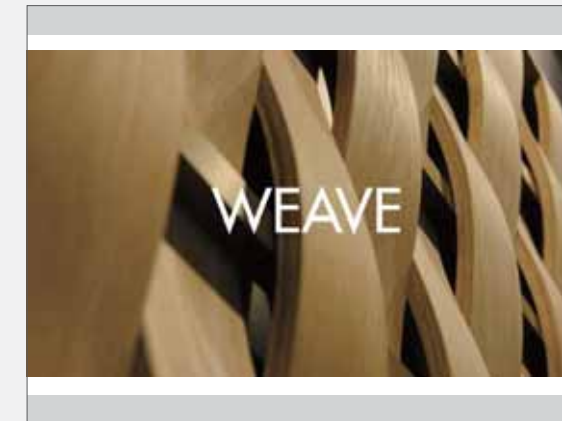
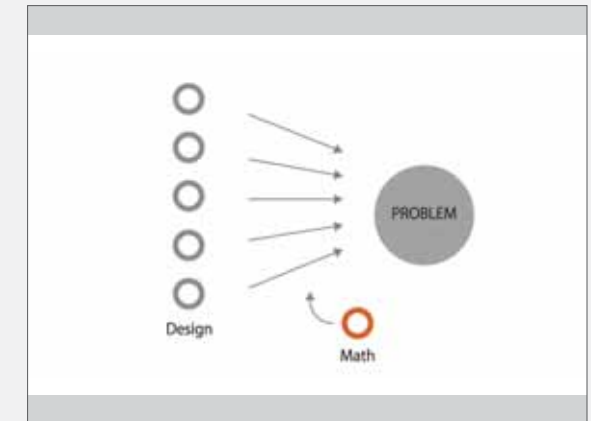
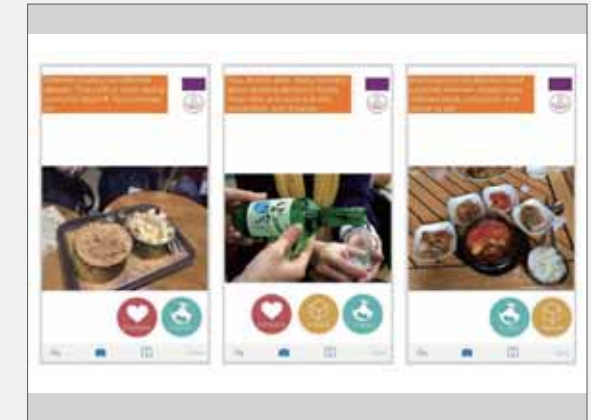
Concept

Learning Manner

他国のマナーを知らなくても自然に礼儀正しく振る舞えるグラス A glass that you can naturally interact politely with, even if you don't know about the other country's manners.

Final Proposal

Design Process



Group 5 / TOUCH & TOUCH:

Member : Chae HeeYong / Kim HyoRim / Jian Chen / Yuki Asada / Shu Wada / Ryosuke Sato

Concept:

Touch & Touch

レーザーで音を鳴らしてリズムでコミュニケーション出来るプロダクト A tool that you can communicate through rhythm by sounds of the laser.

Final Proposal:

GROUP 5 | TOUCH & TOUCH

DESIGN

The basic feature speakers.
In addition, it will be among the laser. Touching on the laser will sound.
This product the sounds using a laser sensor.
It's a good form of various types installed in the room.

Design Process

GROUP 5 | TOUCH & TOUCH

DISCUSSION

GROUP 5 | TOUCH & TOUCH

CONCEPT

TOUCH & TOUCH

We share all the photos and make comments on every picture together.
We found we all have the same feelings in same scenes.
but comparing to communicate in language, the body touch is more easy to get understand.
What's more, a friendly touch brings multiple feelings.

GROUP 5 | TOUCH & TOUCH

PROCESS

WHO Some visitor	WHEN Take a rest Play	WHERE In Laser Room
WHAT Make a Music	HOW Touch the Laser	WHY To Communication

GROUP 5 | TOUCH & TOUCH

GROUP 5 | TOUCH & TOUCH

DESIGN

You can gather a small speaker.
In addition, the functionality of the speaker alone.
This is why you need a speaker has made this device able to try to use externally, rather than only using the room.

GROUP 5 | TOUCH & TOUCH

DESIGN

Mid-Range-Sensor (30 mm - 500,000 mm)
Laser Light

GROUP 5 | TOUCH & TOUCH

GROUP 5 | TOUCH & TOUCH

USING SCENE



Group 6 / BANANA

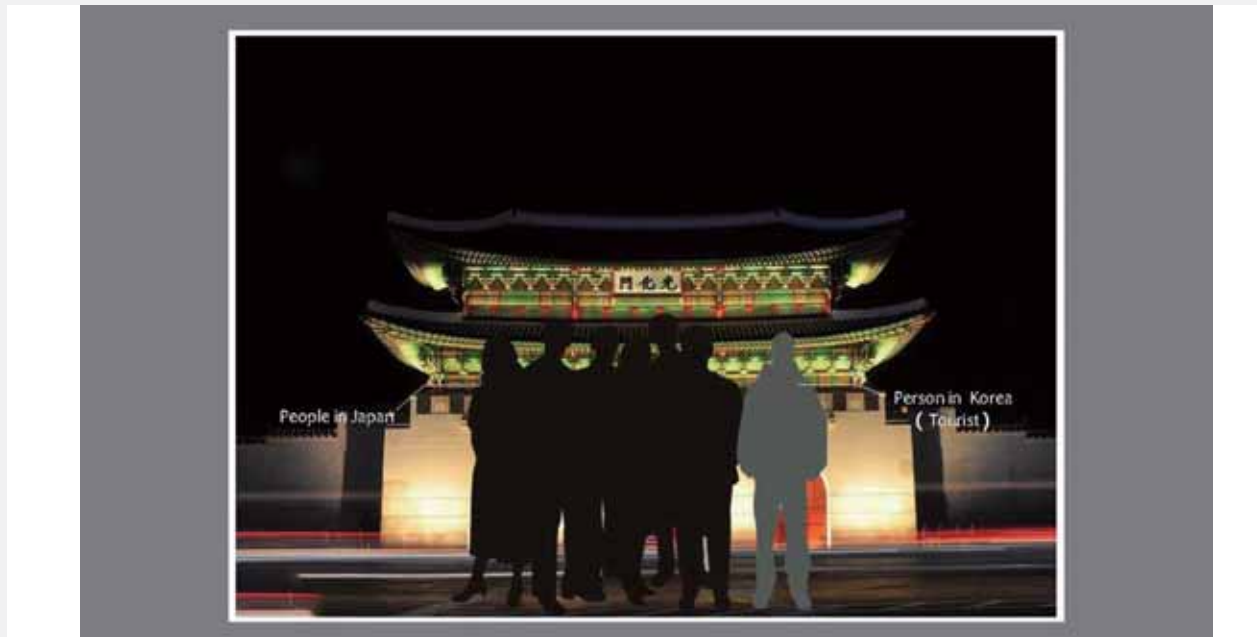
Member : Megumi Karasumaru / Xiaozing Wang / Dongeun Lee / Kento Sasaki / Kaito Nagahama / Heejoo Shin

Concept

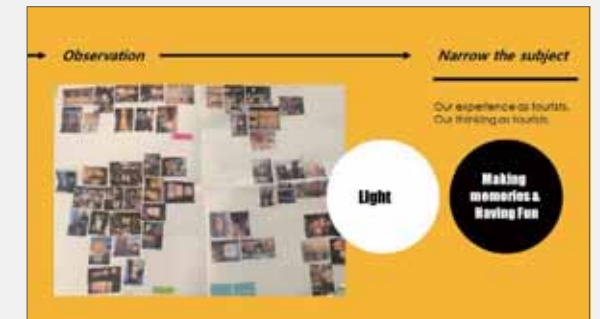
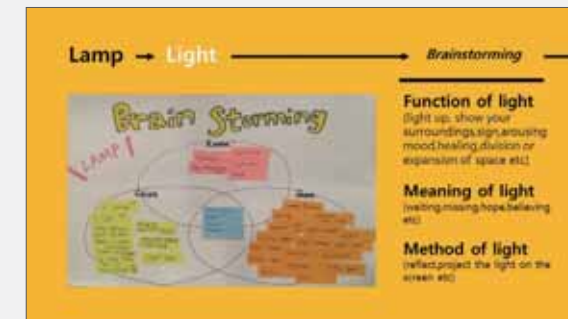
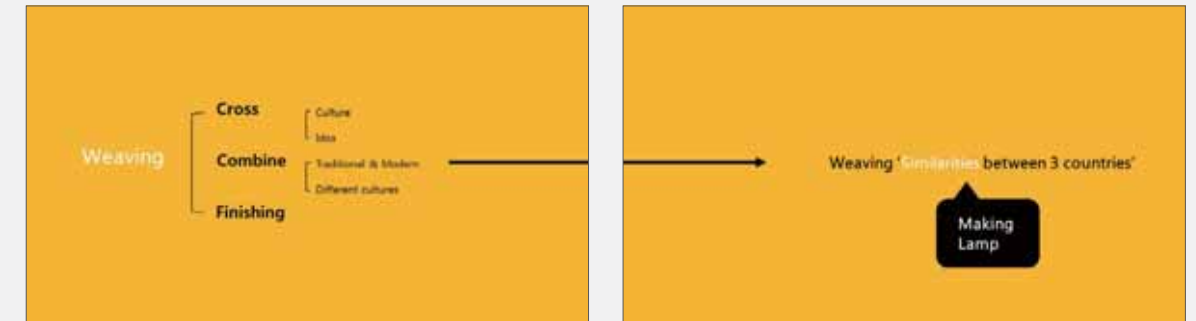
Making Memories & Having Fun

違う場所においても一緒に記念撮影して思い出を作ることができるツール
 A tool that lets you take a photo together and create memories even if you are not together.

Final Proposal



Design Process





Group 7 / VARIETY

Member : Kano Shunpei / Kyung seob Yang / Ji yeon Lee / Sonoko Matsuoka / Marina Kawagoe

Concept

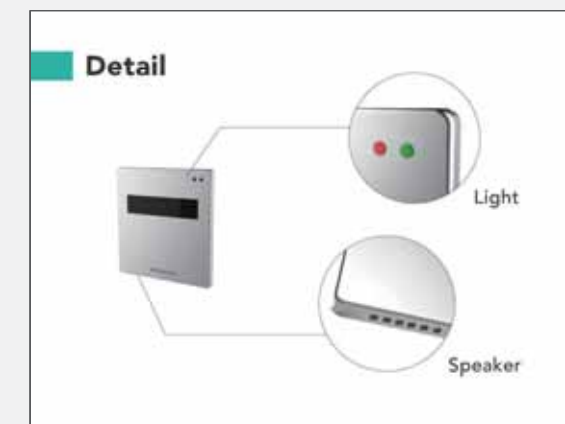
TRAFFIC

快適な移動を提供し、寝てしまっても目的地で起こしてくれるクッション While providing a comfortable transportation, the cushion will wake you up at the destination even if you have fallen asleep.

Final Proposal



Design Process





Group 8 / Dachi

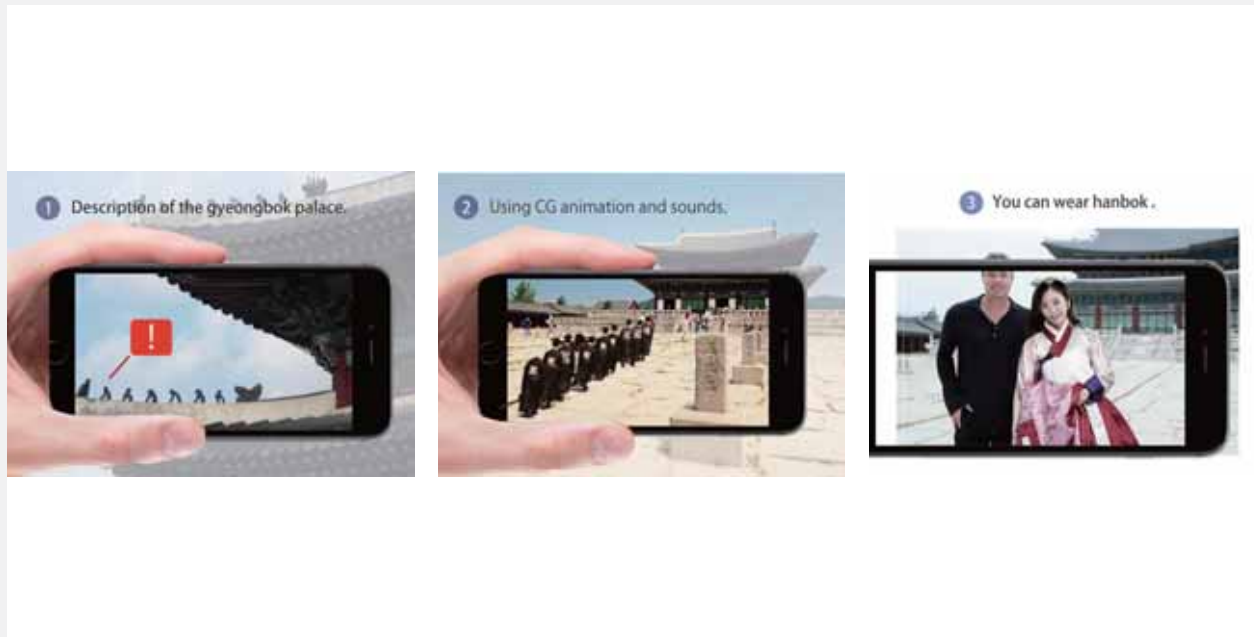
Member : Hwang hee ji / Kim Youngeun / Roh jin young
 / Momoko Miura / Yuho Yanagida / Huang Yigang

Concept

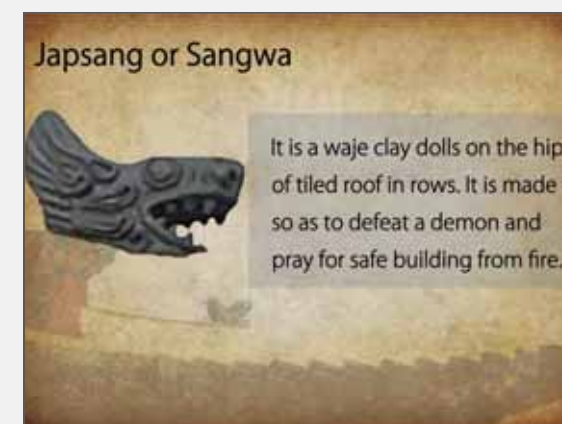
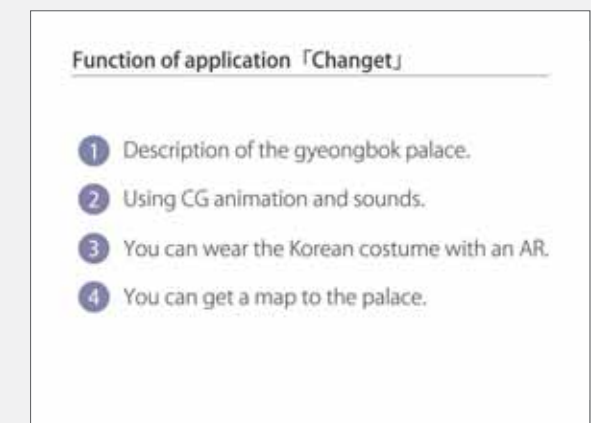
Time Slip

過去と現在を繋げて画面に表示し、歴史や伝統文化を学べるアプリケーション
 An application that shows an image of the past and present connected and shows it on the screen so that you can learn the history and traditional culture.

Final Proposal



Design Process





Group 9 / Nan-Da-To

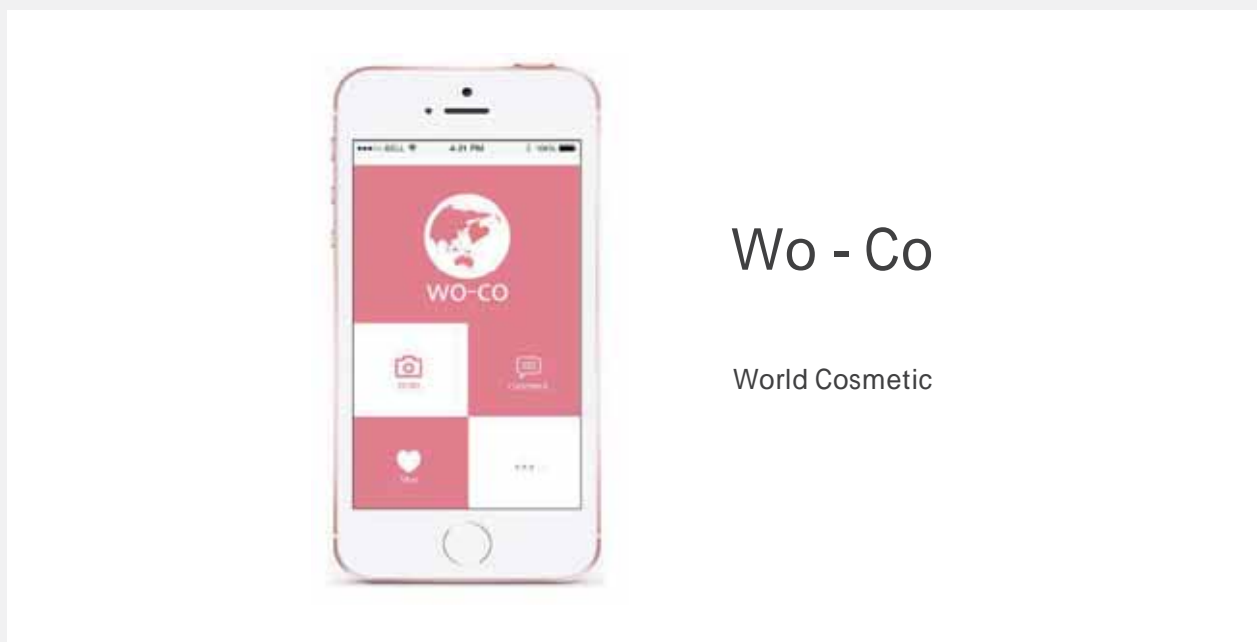
Member : Naoya Shibata / Mnam Naemura / Aine Takahashi / Da young Choi / Su jin Song / Seung min Kim

Concept

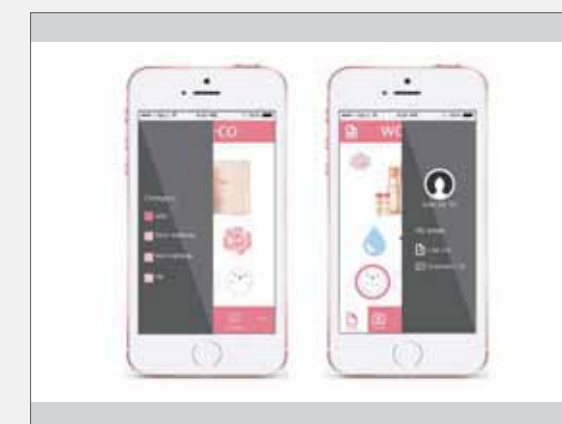
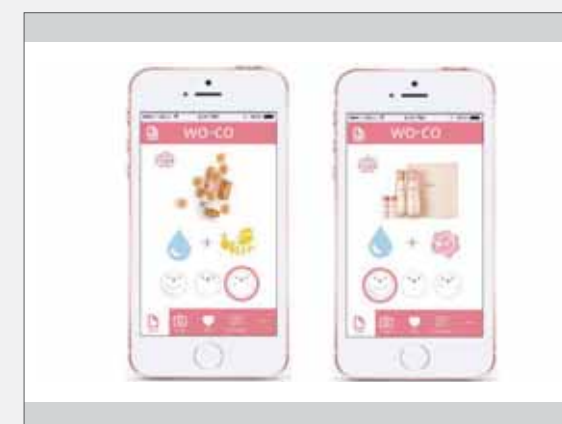
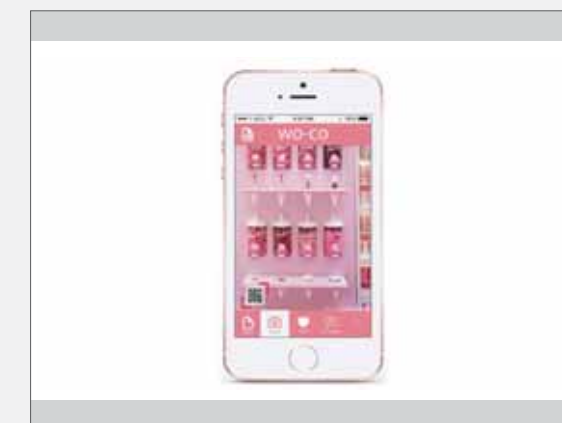
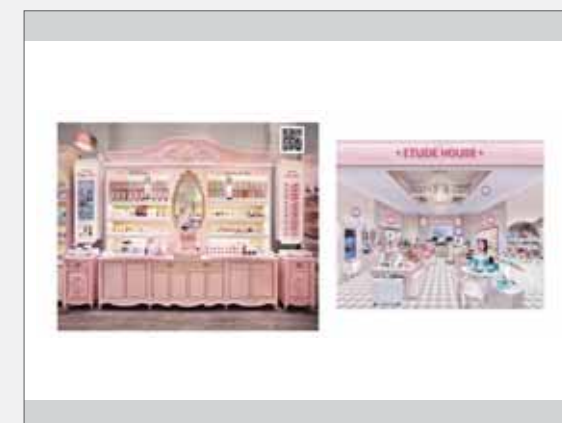
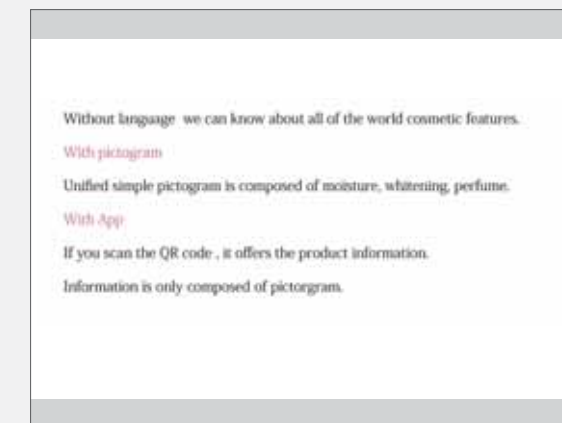
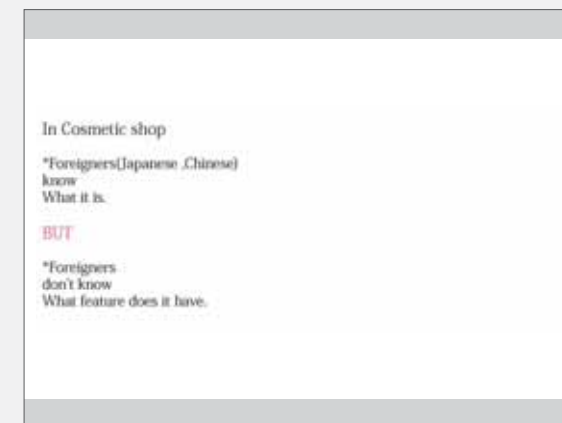
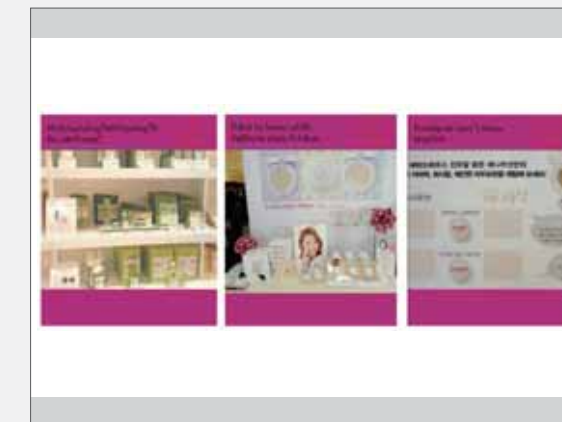
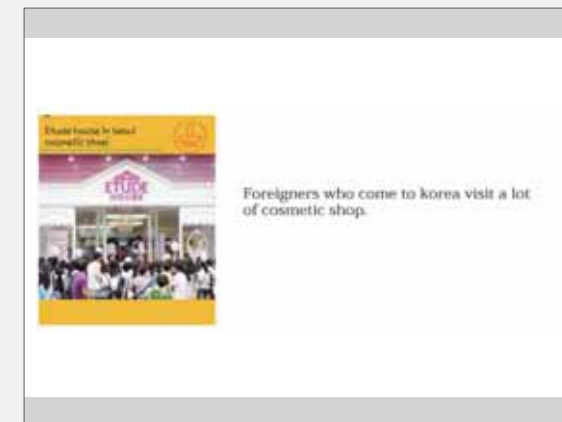
Beauty

外国人旅行者がお土産のためにコスメ選ぶ際に、分かりやすく簡単に買えるよう支援するアプリケーション
 An application that helps foreigners to buy cosmetics easily and simply when selecting souvenirs.

Final Proposal



Design Process





Group 10 / 163

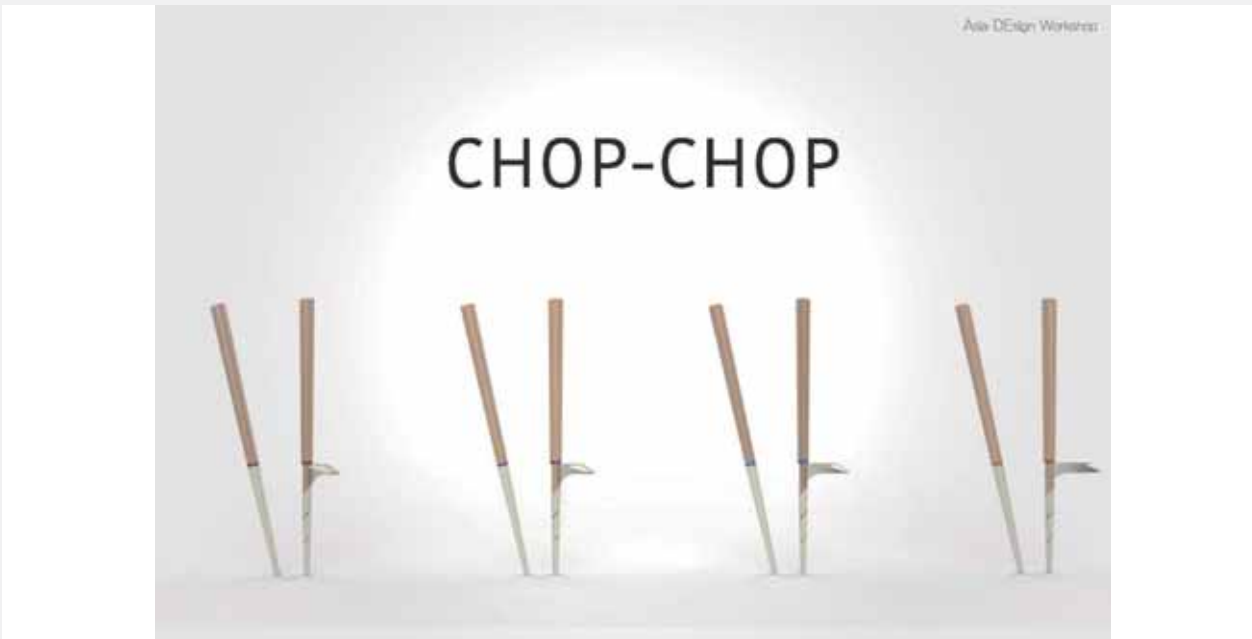
Member : Kwon Hye Min / Koga Yamaguchi / Yosuke Kimura / Hye seung Nam / Huiran Xie / NG. Shimin Claudine

Concept

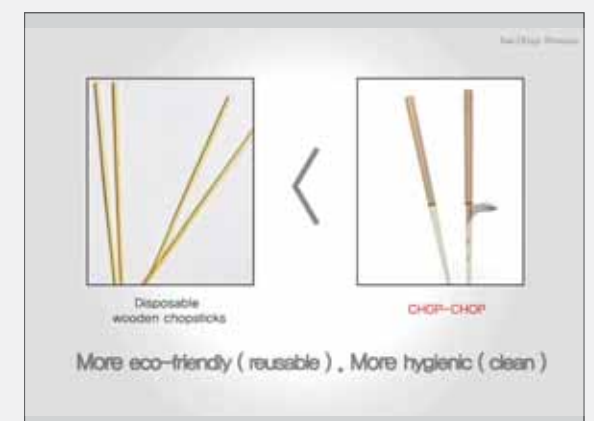
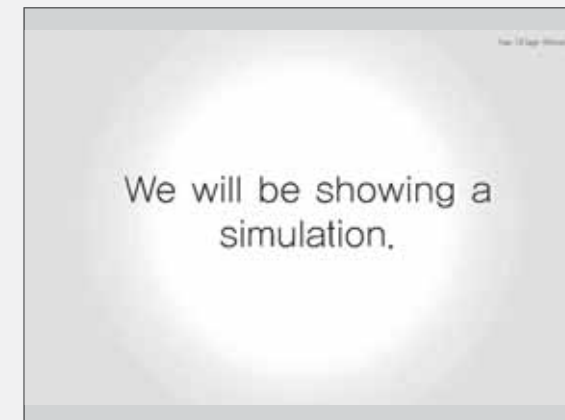
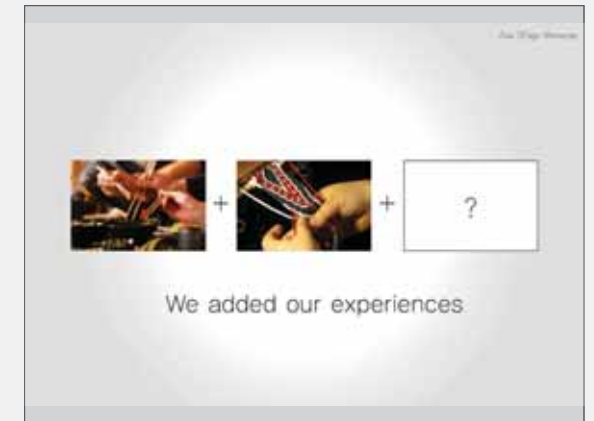
Share Food

大勢で分け合う料理を食べる時、剥くことで常に衛 生的箸に保つ箸 Chopsticks always kept sanitary by peeling when eating food that is shared with many people.

Final Proposal



Design Process





Group 11 / chopstick

Member : WI Yeojin / Han hee joo / Sho Hamamoto / Mikaze Imai / John ho jun yi / yi nong Chen

Concept

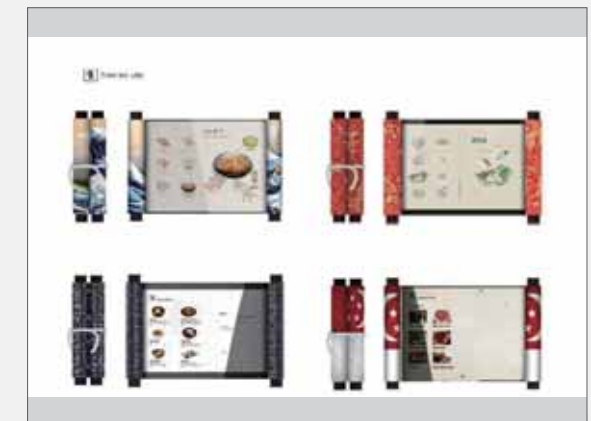
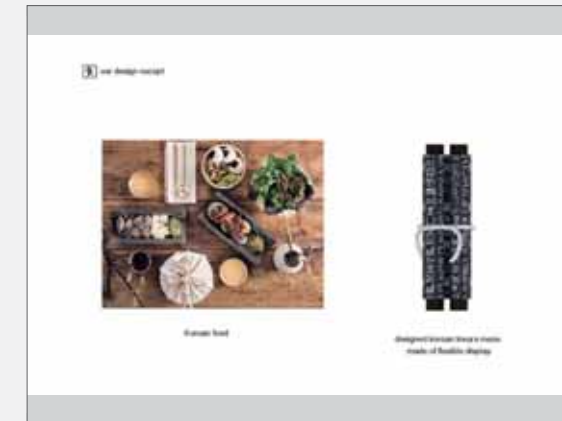
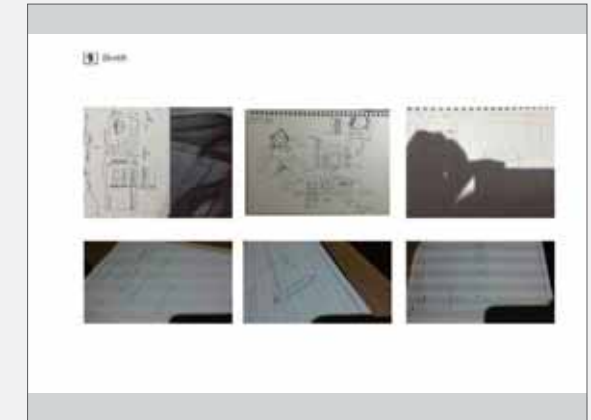
Eating is bigger than God

それぞれの国の料理に対応した巻物の形をした電子デバイスメニュー Electronic device menus in the form of rolls corresponding to the cuisines of each country.

Final Proposal



Design Process





Group 12 / Allegiance

Member : Yang Wanyou / Satoshi Yahiro / Yoshihiro Nakazawa / Soo Bin Lee / Chanbin Park / Angel Javier

Concept

travel + easy

旅行中の様々な障壁を無くし、旅を充実させる言語支援ツール
 Language support tool that eliminates numerous barriers during your vacation and lets you have a satisfying vacation.

Final Proposal



https://invis.io/WT87AVD4N#/179550172_App_D-06

Design Process

Introduction

'Allegiance'

The letter 'A' means Asia.
 'Allegiance' means coming and working together as a team.
 Asia comes together for the same cause, to create something by 'Weaving.'

process

research problem

Increase of travelers to other countries

guide book is not handy / hard for immediate use

process

research problem

Increase of travelers to other countries

foreigners might miss tourist attractions if they didn't study about the place before

process

research problem

Increase of travelers to other countries

existing map give informations in 2D ♪ people see world in 3D

process

research problem

Increase of travelers to other countries

Dunkin' donuts

if there is signboard in other language, travelers can't understand what it is

process

solution

help foreigners to communicate easily in other countries by weaving

people place

process

solution

traveasy
 travel + easy

integrated traveling service system (product + UI)

process

solution

LED button scanner and microphone for translation silicon ring (extendable)

you can charge with phone charger

process

solution

scanner and microphone automatically translates in LED

when you push the button, sensor shows in LED and tells the way

it vibrates when device get near "pinned place"



Group 13 / sunkist

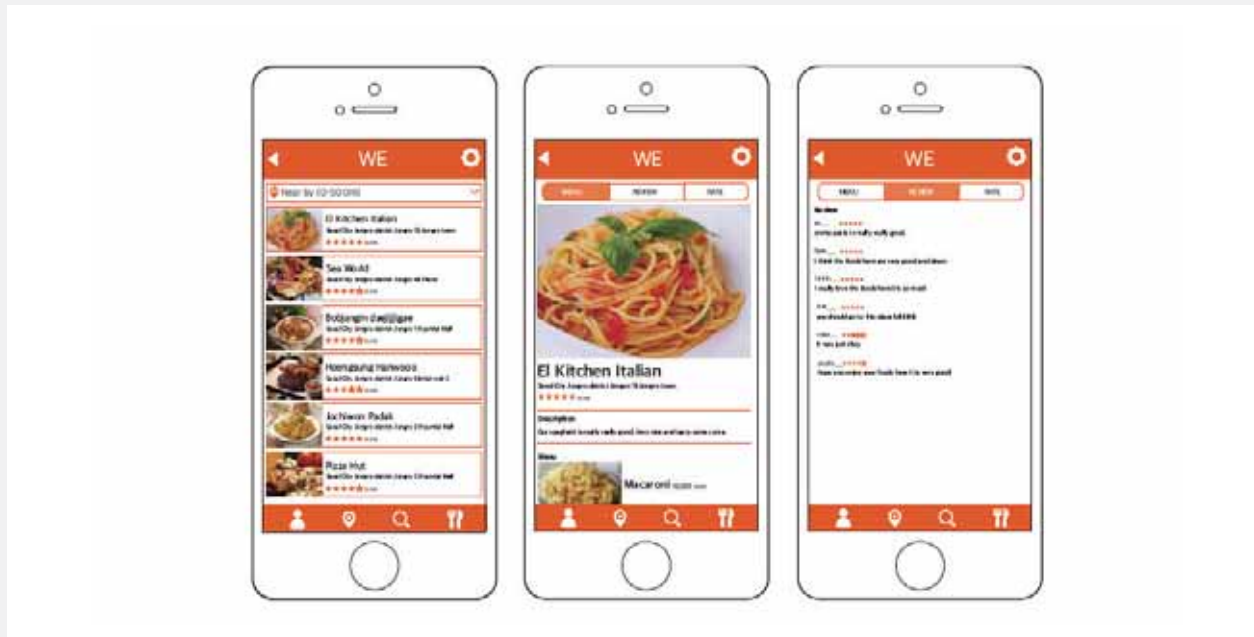
Member : Kosuke Gyotoku / Yukiko Umeniwa / Yeji Kim / Kim Tae Sik / Wang Ying Xuan / Loke Shin Yi

Concept

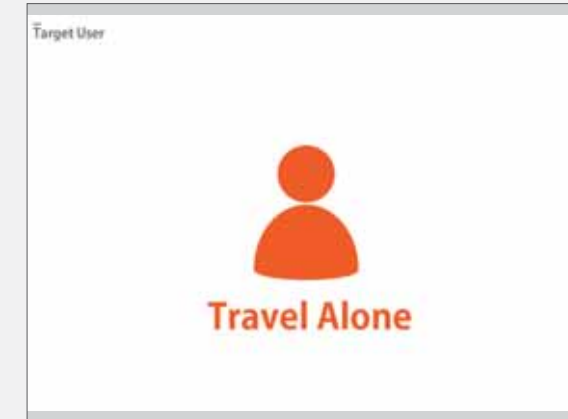
People • Food • Culture

ひとりでの旅行する人向けの食事や文化を知ることが出来るアプリケーション Application that lets you know about meals and culture for travelers traveling alone.

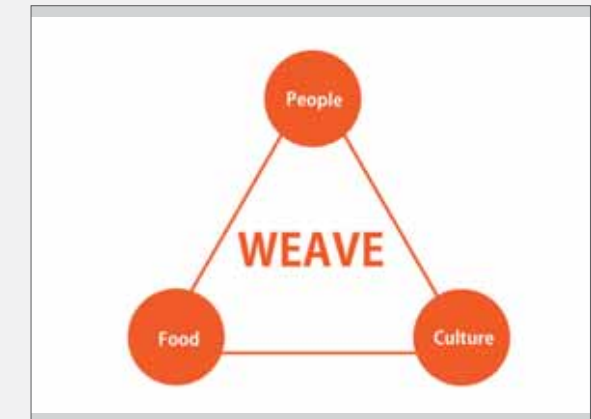
Final Proposal



Design Process



- Problems occur when travel alone**
- Difficult to understand the local language
 - Hard to use the transportation
 - Cannot know the taste of the local foods**
 - Difference of the weather
 - Hard to know the cultural behaviors
 - Cannot share our own opinions directly
 - Hard to take care of our own stuffs
 - Hard to take care of our own safety





UOU Design Workshop in Tokyo

2016.08.19-08.25

Introduction

「異文化体験によるデザインワークショップ」: 韓国の蔚山大学大学製品環境デザイン専攻と芝浦工業大学デザイン工学科は異なる文化の体験による相手の理解と共通の価値を創出とすることにより、交流・協力する目的として東京でワークショップを開催した。

"Design Workshop Through Different Cultural Experiences":

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

Theme

プロダクトにおけるコンテンツの活用 (コンテンツ + プロダクト)

GTI(Global Technology Initiative) コンソーシアムとして、三報社印刷株式会社からテーマを与えられてそれを問題解決する。日本の魅力あるコンテンツをプロダクトデザインに活用することで新しい価値を生み出す。

Utilizing content in products (Contents + Product)

As a GTI (Global Technology Initiative) consortium, a theme is given from the SANPSHA printing company to solve a problem. We created a new value by utilizing attractive contents in Japan for product design.

Schedule

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

Discussion & Research

コンテンツの活用法についてじっくり議論した。
Discussed about the usage of contents throughly.



Korea

Activity & Experience

グループでいろんなところへまわったり、異文化体験を行ったりした。
Went to various places as a group and experiences cross-cultural experiences.



Japan



China



Thailand



Group 1 / Nakanaka Yaru

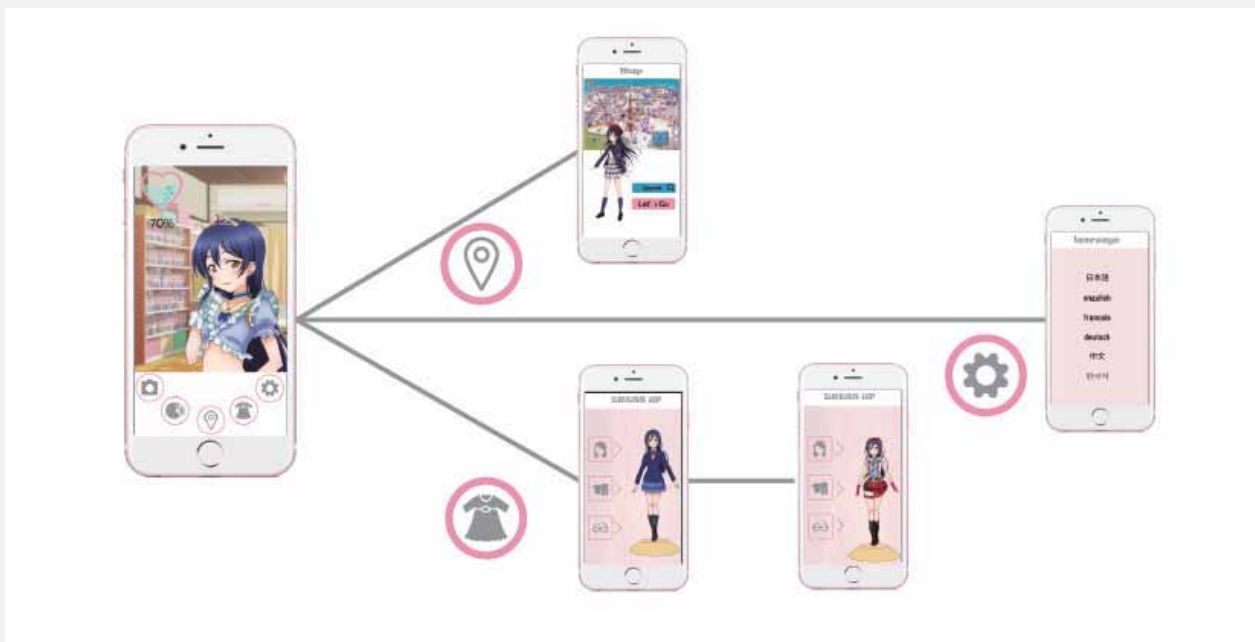
Member : Kim Ji Ikk / Choi Ji Hyun / Lee Hye Ji / Saaya Taniguchi / Tsubasa Tabuchi / Taira Kuribayashi

Concept:

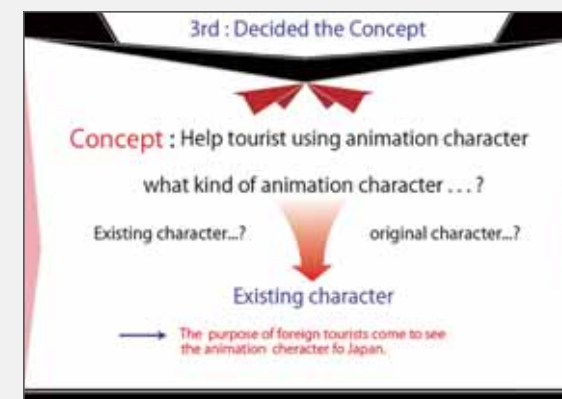
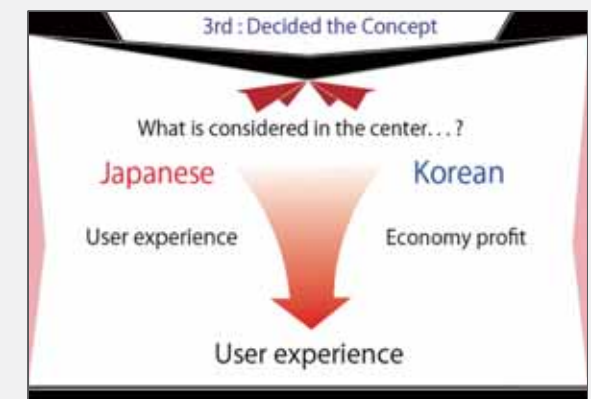
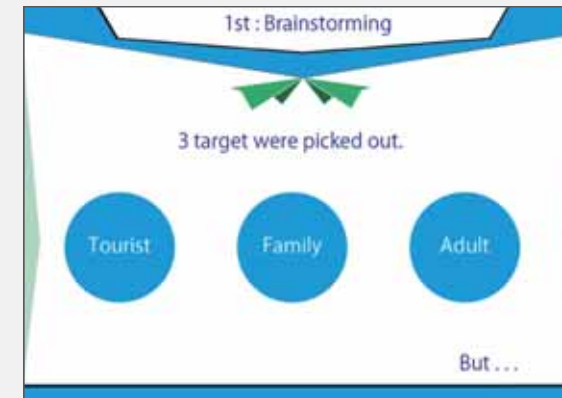
Help tourist using animation character what kind of animation character

日本のアニメのキャラクターを見るために訪れてくる外国人がターゲットである。 The target is foreigners visiting Japan to see anime characters.

Final Proposal:



Design Process





Group 2 / AKIRAKIRA

Member : Parksang Hoon / Kim So Yeon / Kim Hyun Ah / Jang Eun Bin / Akira Obasa / Kan Matsushima / Nao Kambe

Concept

Shoes that can walk safely at night

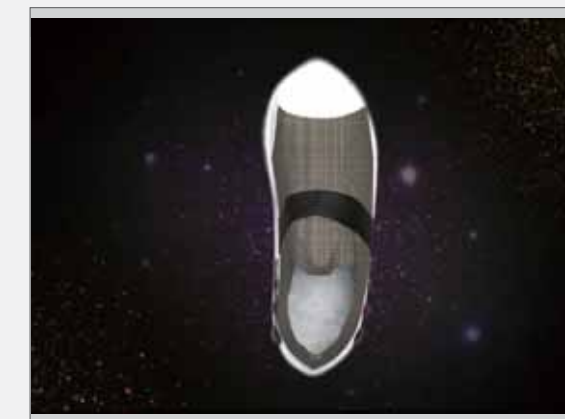
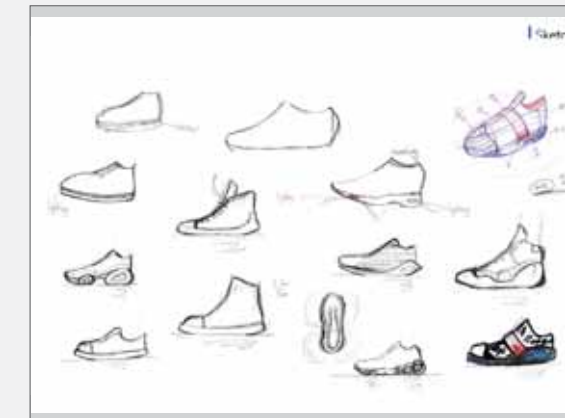
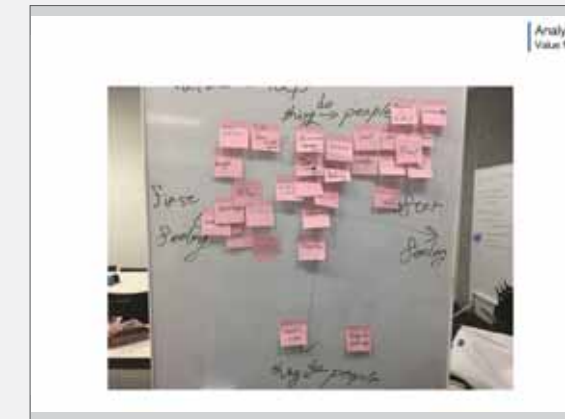
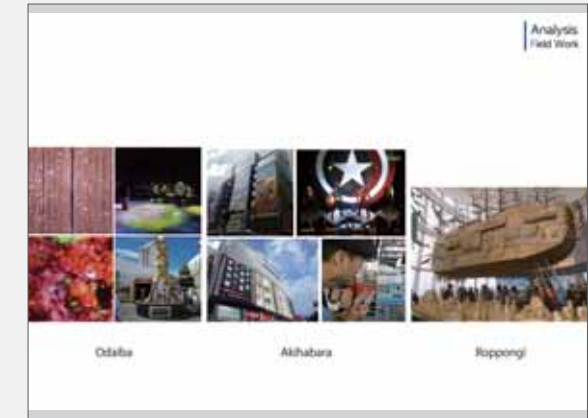
21歳の大学生をターゲットとした。このデザインした靴を履けば、一人の夜道でも楽しい気分で歩くことが可能である。

We targeted college student who is 21 years old. By wearing this designed shoes, it is possible to walk alone in a pleasant mood even at night.

Final Proposal



Design Process





Group 3 / team oishi

Member : Yang Ji Min / Byun Hea Jung / Lee Min Hee / Manatsu Inoue / Miki Oishi / Satoshi Yahiro

Concept:

New concept theme trains that can get rid of the boredom

退屈している乗車者のために、アニメーションゲーム
を使って移動中を楽しめる電車である。

It is a train that turns traveling fun by using animation games
for bored passengers.

Final Proposal:



Design Process

BRAIN STORMING



Thinking animation goods



Our first target: Kidult (Kid + Adult)
Our first scene: City

Making photo essay



- Not many animation in public places
- Difficult to create new anime goods
- Very few animation in transportation

DIRECTIONALITY



IMAGE - 3



IMAGE - 1



IMAGE - 2



IMAGE - 5





Group 4 / TWINKLE

Member : Jeong Se Eun / Kang Soo Jin / Kim So Yeon / Han Da Woon / Nahoko Kawamura / Minto Yamaguchi / Takanori Hirohashi

Concept

Easy to guide the person

3D レーザーを用いた道案内サービス。レーザーで示すことで、前を向いて移動できる。 Direction guidance service that uses a 3D laser. By showing using lasers, you can walk while looking straight forward, without looking down.

Final Proposal



Design Process





Group 5 / Team E!!!!

Member : Park Jaewan / Kim Song I / Kim Jeong Hyeon / Kazuho Watanabe / Rei Kataoka / Kim Sin Heon

Concept

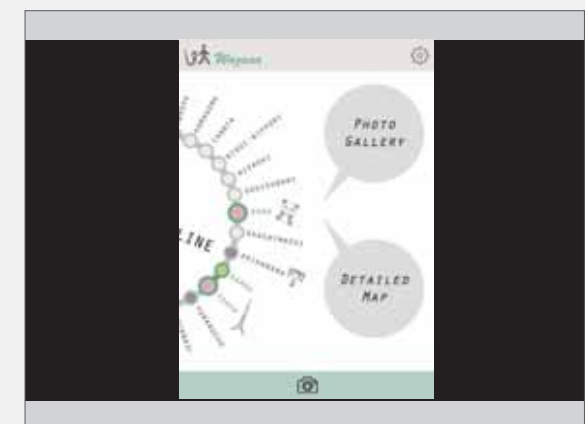
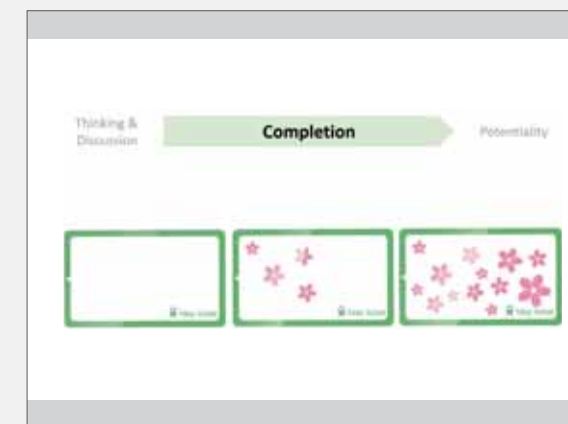
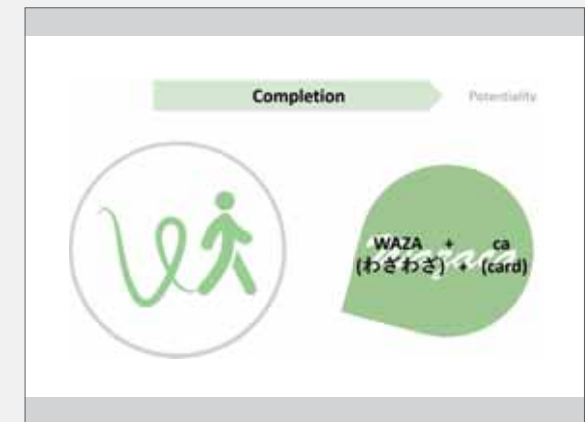
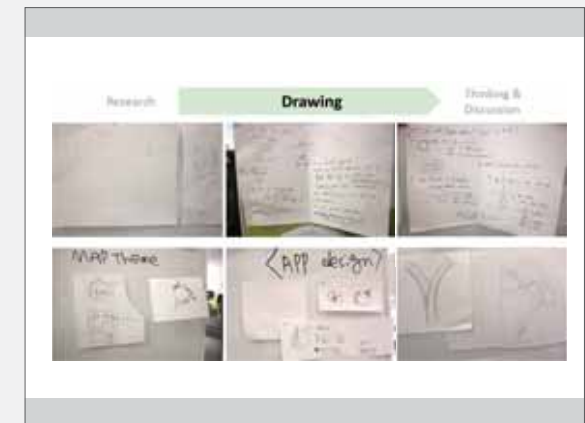
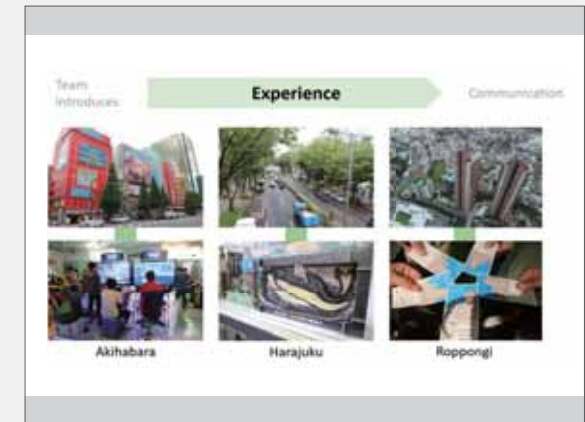
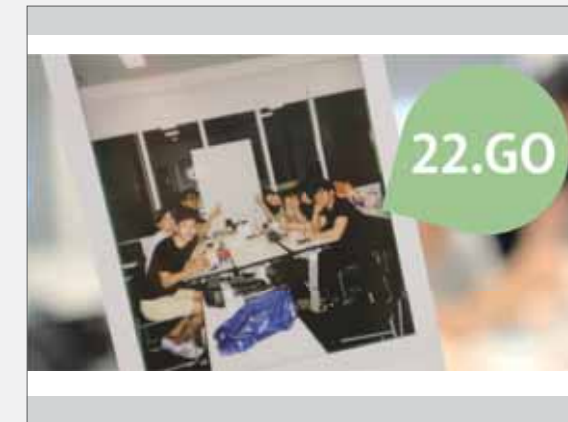
Transportation

外国人観光客の旅行をより楽しく快適なものにし、その思い出を持ち帰ることができる交通カードとそれを支援するアプリケーション
 Transport cards that makes foreign tourist s traveling time more pleasant and comfortable and lets them bring back their memories using applications in support.

Final Proposal



Design Process





Group 6 / LEGO

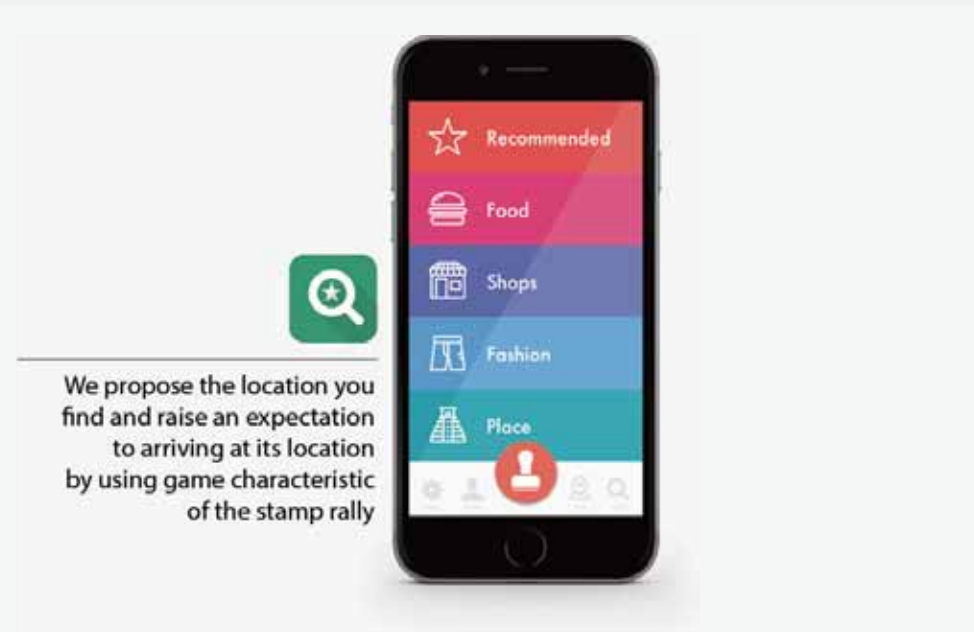
Member : Rikuto Takeda / Yuri Enomoto / Choi Ji Yeon / Park So Jung / Lee Hye In / Jeong Ahyeon

Concept

Tourism

初来日で滞在期間が1週間以内の外国人観光客が、Application in which foreign tourists who are visiting Japan for the first time and staying for less than one week will use to enjoy Japan more. より日本を楽しむことができるアプリケーション

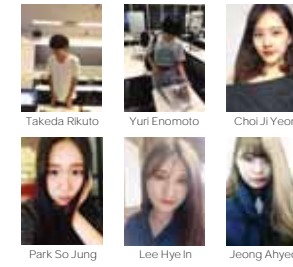
Final Proposal



Design Process

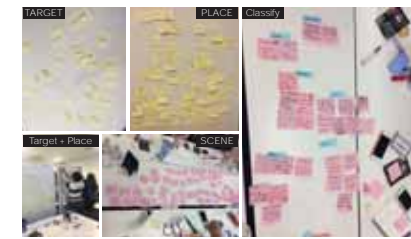
LEGO

Team member



PROCESS

Brainstorming (target, place, scene)

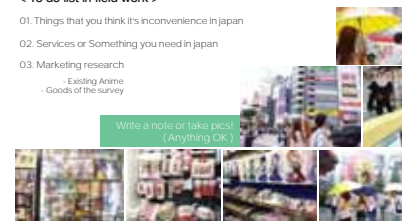


PROCESS

Fieldwork _ Akhabara - Shibuya - Harajuku

< To do list in field work >

01. Things that you think it's inconvenience in japan
02. Services or Something you need in japan
03. Marketing research
 - Existing Anime
 - Goods of the survey



THEME

Concept , Target



Target
Foreign tourists stay within one week of the first visit to Japan

Concept
Enjoy more the Japan at the stay time

SOLUTION

APP & User Interface



PERSONA

LEGO SMITH

Name: lego smith
Gender: male
Country: U.K(United of states)
Age: 23
Job: student

Hobby: Travel, Love eating, Use SNS

Staying times: 1 Week

Personality: Active, Rational, Personal, Calm, Analytic

Technology: SNS, Mobile APP, Group Internet

Needs: Want to get information
- Famous restaurant
- Famous place (landmark)
- Searching hotel
- Searching shop

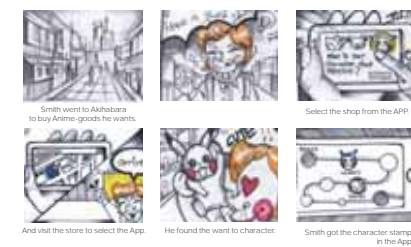
Behavior: Using SNS on anytime, Looking hot site at internet, Like take a picture, Like eye shopping & Buy

Customer Journey Map

Stages	Searching for the shops	Deciding the shop to visit	Go to the shop	Estimating the shop
Touchpoints	Smartphone signage	Smartphone	Smartphone signage	Smartphone
Doing	Research shops on Internet	Choose the shop on web	Relying on the map on the Internet	Writing the review
Thinking	- I don't know which shop is good - Where do I want to go?	- I want to see review of the shop - I'm worry about language barrier in the shop	- I'm looking forward to buying the items	- I couldn't find the items I want - The clerk couldn't speak English
Feeling	Perplexity	Worried	Excited	Dissatisfied

CONTI

Storyboard (After use APP)





Group 7 / GENIUS

Member : Kang Kyejung / Cho Se Eun / Jo Yea Hong / Kousuke Gyotoku / Akiya Hikaru / Yoshida Haruki

Concept

Garbage can × Omiquzi

2020年の東京オリンピック開催期間中はスタジアム内にゴミを残していく人々の出現が予測できる。よって、私たちはゴミを入れた袋と引き換えにクーポン付のおみくじが手に入るシステムを提案する。

It is almost certain that some people leave garbage in stadium at Tokyo 2020 Olympic. So we propose that the system the pepople can get omiquzi with coupon in exchange for garbage bag.

Final Proposal



Design Process

Shibaura & Ulsan
Workshop Presentation
Team GENIUS

Background

Japanese have a high level manner that they pick up garbage by themselves.
We take pride in this Japanese soul and we should get visitors to know it.

Field work

Theme is "Product utilized Contents' merit"
We went to Asakusa as a field work.
We did the Omiquzi.
We came up with the Omiquzi from this experience.

Suggestion

Garbage can × Omiquzi
Product Content

1. Distribute garbage bag widely

At the entrance, ticket checker hand an original garbage bag.
This bag has unique feature.
Plastic bottles and Can are not allowed.

2. Trash to own bag

With unique bags encourage dumping oneself.
And people who have this may join picking garbage.

Ideas of garbage bag-1

Ideas of garbage bag-2

- Hand out character printed bags
- Bags expand when visitor trash
- Now we can copy character's action
- They let clean uping more fun!

"DigDug" is Japanese old game.
We expand enemy and beat them

3. Trash and...2

People get a special sheet in exchange for dumping garbage.
The sheet includes the Omiquzi coupon.

4. Use the tickets

Coupon holder can receive a discount of goods, service, and so on.

2016 Global PBL Year book

2017年3月

発行人 梁元碩
編集 梁元碩 橋田規子
松尾俊基 柴田直也 高木陸 横野弘奈
表紙デザイン 青山紘希
撮影 橋田光明
発行 芝浦工業大学デザイン工学科
〒108-8548 東京都港区芝浦3-9-14
協力 教育イノベーション推進センター 影山礼子

PBL1.4 KMUTT Nanthana Boonla-Or
Woranooch Chuenrudeemol
Apirom Kongkanan
Pornchai Chaiseni

PBL4 アサヒビール株式会社 宮谷知久 眞鍋彩
岩谷マテリアル株式会社 中島聡子 佐藤詩織
株式会社岡村製作所 浅野裕一 森田舞
タカギ株式会社 竹内啓行
スガ試験機株式会社 志田知浩

PBL2 KOOKMIN UNIVEISTY Yeoun, Myeong Heum

PBL5 HONGIK UNIVERSITY Yang, Young Wan
Lee, Sang Hoon
Nanyang Polytechnic Liu Jie Hong
Beijing Institute of Technology Fu Jiu Qiang
Gong Chao
FUTURE UNIVERSITY HAKODATE Kang, Nam Kyu

PBL3, 6 University of Ulsan Baek, Woon Ho

PBL6 三報社印刷株式会社 永井友理