DESIGN WORKSHOP 2020 IN TAMACHI

THE FUTURE A.I. WILL CREATE

Authored / edited by Myeongheum Yeon, Wonseok Yang

Design Workshop 2020 in Tamachi

First published and distributed on 02/26/2020

Authored/edited by   Won-seok Yang, Myeong-heum Yeoun

Published by   Younghwan Pan

Editorial Design   Juhyeong Lim

Participated Student

KMU Students:

Juyeon Park, Wonheung Jo, Juhyeong Lim, Jihyang Kim, Bora Kim, Jaekyeong Ryou, Soyoung Bae, Yejin Ma, Enyi Chiu, Jina Shin, Hakyoung Kim, Soonwoo Kwon, Hyunwoo Park, Seokjoon Seo, Hyunhun Mun, Yelin Kim, Yekyoung Im, Hyunjin Kim, Joungim Sohn, Minkyu Oh, Hyowon Park, Harim Choi, Suji Kang, Yejin Kim, Yejin Jeong, Hyeyeong Kang, Dohee Kim, Seohyeon Song, Hyunjin Kim, Gaeun Won, Youngguk Moon, Seonghyeon Ha, Donghee Hyun, Jaepil Jung, Hyukjin Choi, Hyeongwoo Park, Yumin Lee

SIT Students:

Nana Maejima, Seiya Fukuda, Yukine Hasegawa, Syunsuke Tsuzuku, Ryota Ehara, Genryu Shimizu, Keigo Yoshida, Kosuke Tabei, Takei Kazuho, Manaka Sato, Issei Tanaka, Kaede Nakao, Kohei Saika, Kana Yakawa, Akane Sato, Miyu Mochizuki, Itsuki Tauchi, Yuka Ozawa, Hinako Kanamaru, Kouhei Hada , Ryusei Anzai, Reina Noguchi, Daichi Uematsu, Takumi Muto, Sakurako Horikawa, Fumiya Yuzakino, Aika Nagasaki, Atsuya Kimura, Hikaru Fujisaki, Ami Unotsu, Kotaro Bando

Tokyo City University students:

Reina Osato, Sayaka Kubono, Miku Shiraishi, Miyu Kato, Natsumi Kurei

CHiba Institute of Technology students:

Takuya Oshima, Ayano Yoshidomi, Naoki Tani

Contents

Outline of Workshop
Team Report

Epilogue

Outline of Workshop

THEME

There is one theme(A.I.) and 13 keywords for this workshop.

A.I.

Within the theme of 2020 A.I., thirteen Teams(1-13) of graduated and undergraduated students randomly selected one keyword of the thirteen (Leisure, Education, Entertainment, Dating&Love, Trip&Tourism, Eating&Dining, Relexation, Making Human-Relation, Foreign language, Mobility, Health&Beauty, Fashion, Design).

SCHEDULE

	2/5(Wed)	2/6(Thu)	2/7(Fri)	2/8(Sat)	2/9(Sun)	2/10(Mon)	2/11(Tue)	2/12(Wed)	2/13(Thu)
10AM		Imaging Theme / Project Planning	Research (Field work / Free time)	Definition - affinity diagram / diagrams / persona...	Ideation	Prototyping scenario storyboard L-F prototyping	Prototyping scenario storyboard L-F prototyping	Test Preparation for PT	
11AM									
12PM									
1PM	LUNCH TIME								
2PM		Preview - themes	Culture Experience (KMU only)	Company tour & Lecture (DoHyung Kim) (IDEO)	Mid-check	Prototyping scenario storyboard L-F prototyping	TEST UT Role-playing	Presentation (Panel) Documentation	Day-Off
3PM	Orientation	Research - desk.R. / observation ...							
4PM	Grouping & ice breaking. team name				Ideation				
5PM									
6PM	Welcome party							Farewll party	
7PM									
8PM									

Memories

Orientation & Welcome Party

Field Research

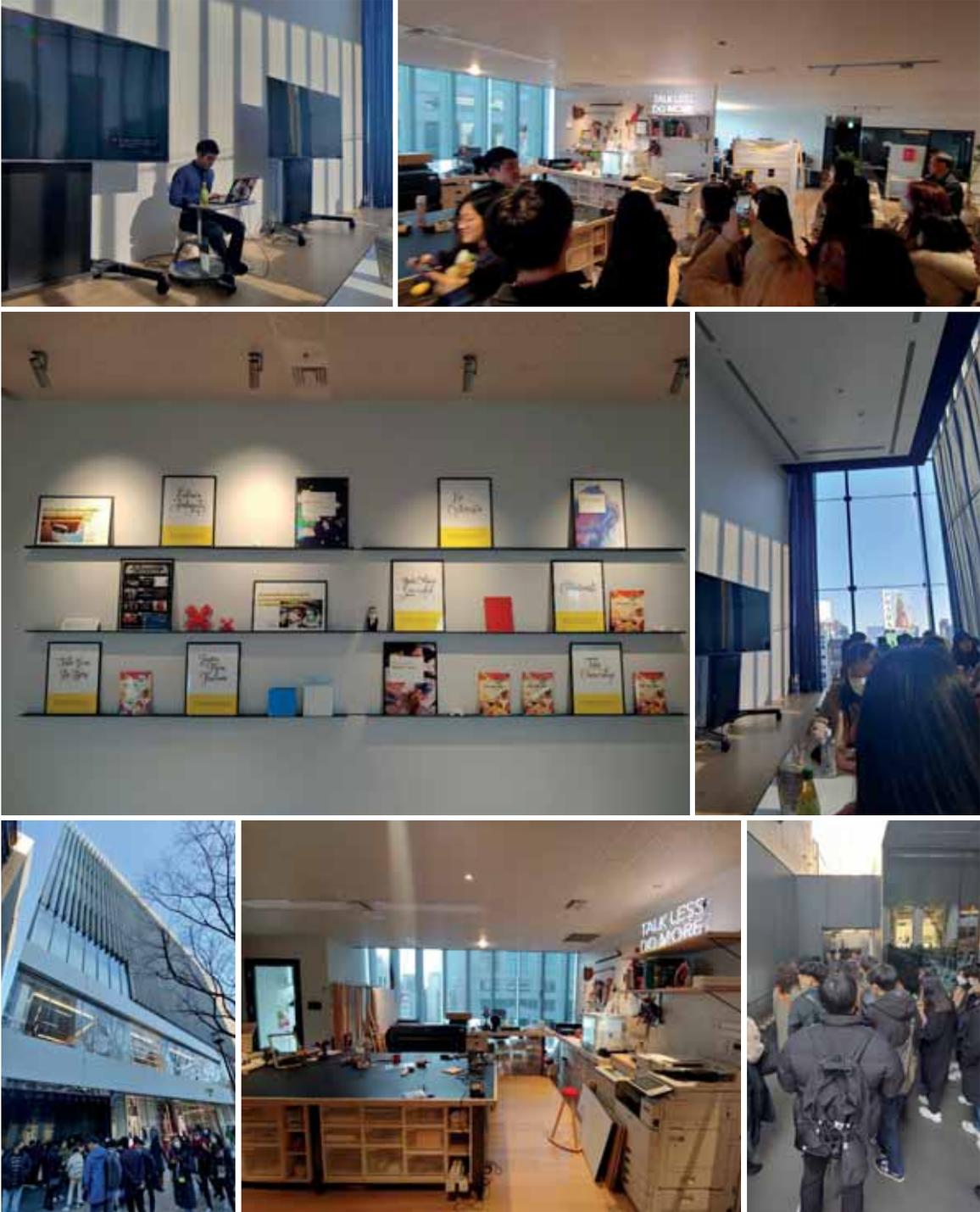## Design Work

Memories

Company Tour_IDEO

Cultural Experience

Memories

Mid-Check

Final Presentation

Farewell Party

TEAM PROJECT

THE FUTURE A.I. WILL CREATE

HanA IzzI

A.I. x LEISURE

Tani Naoki

Oshima Takuya

Shimizu Genryu

Park Juyeon

Park Hyeongwoo

CHoi Harim

▎Concept

change mood + New Friends + A.I

Cotch

We Change the mood with new friends in the first place

Our products and services offer fun meeting new friends through games.
Users can enjoy new games provided by the service in the nearby park
A.I of our service provide a new game to understand the environment and user
status of the day and to play with new people around
Through the game, User can easily meet new friends by making awkward and
uncomfortable atmosphere into pleasant and comfortable atmosphere

Brainstorming
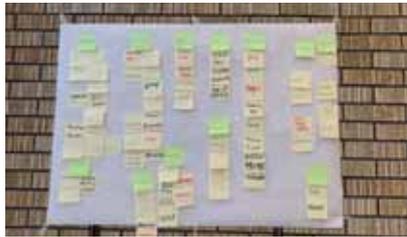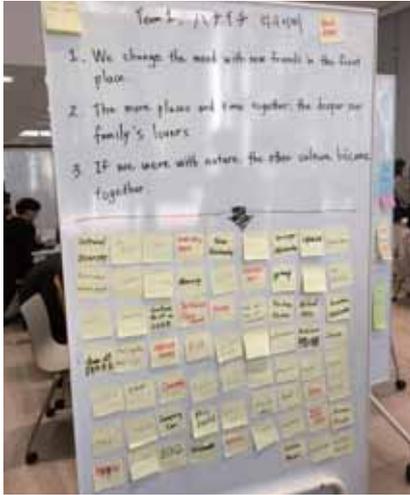
First, we thought about leisure. We used the idea of leisure to pick keywords and choose the main theme. Second, we thought about products and services that applied A.I technology to the main idea, and we came up with the final idea through user scenarios and idea sketches.

Field Research

We visited Siva Park, a nearby park near the Tamachi campus of the University of Sibaura. Through an idea meeting the previous day, we decided on the place as a park, visited a nearby park, and took pictures of the park with the users. Through Field Research, we could see that the park's vast space was being wasted, and that each person was far away in the park.

Persona

age : 80
family : live alone
personality : active, positive

problem :
1. have little opportunity to engage in outside activities
2. limited amount of exercise to do

features :
1. exercise often for my health
2. want to live an active and healthy life
3. want to know another generation

age : 6
personality :
Easy-going, Mischievous, Curious

problem :
1. can't play alone in the park
2. he has no peers to play with during family piknic

features :
1. want to go out alone and play with friends in the park or playground
2. want more fun during playing

age : 45
Personality : negative, rational

problem :
1. tired of company life
2. don't have much time to spend with family.

features :
1. relieve stress through external activities.
2. want to find an activity that can do with son
3. want to do something new

age : 18
personality : Sensitive, Stressful

problem :
1. have a stress in University entrance exam
2. boring relationships

features :
1. want to relase stress
2. want to make new friends

age : 20
personality : Introvert, Shy

problem :
1. few opportunity to play with friends
2. difficult to gather people when he do sports in outside

features :
1. want to be involved with a person one doesn't usually have access to

Service Scenario

want

want to know another generation — elder

want to go out alone and play with friends in the park or playground — younger

relieve stress through external activities — worker

value in making new friends — students

want to be involved with a person who doesn't usually have access to

Coach brings all generations together
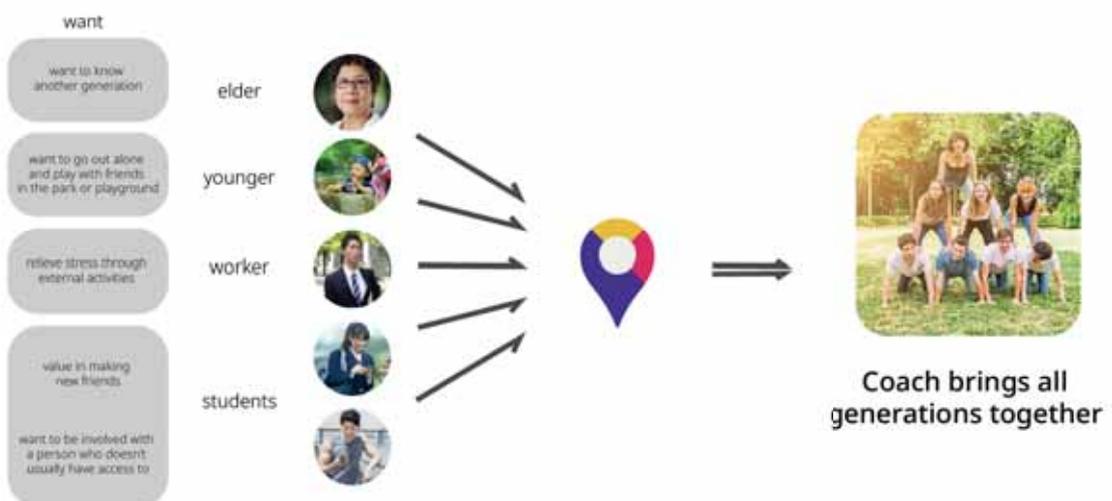
User Story Board

Before
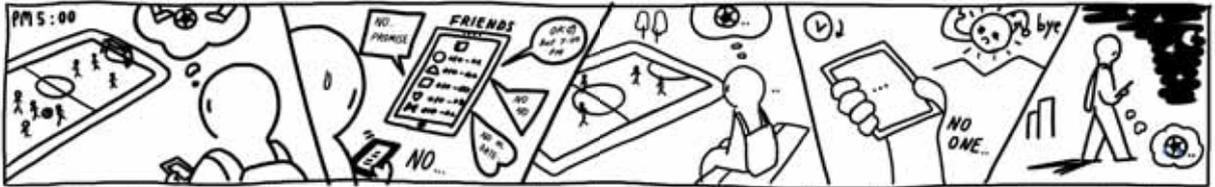
| After class, he has nothing to do and he sees playing sports. | He contacts his friends because he wants to exercise. But it's hard to make an appointment | He envies others and waits for contact. | In the end, he couldn't find a friend to work out with | a lonely return home |

After

| After class, he has nothing to do and he sees people gathered. | He sees the 'cotch' gathered in front of the product and searches for the 'cotch' and installs the app. | He moves to the place where 'cotch' tells him | He meets new friends through 'cotch' and enjoys them |

Branding

Cotch

こっち   come here, gather here

- creative, imagination
- energetic, man, fresh
- woman, emotional

map
gather in this place

Product

UI Prototype

Sign In

Enter
sex,name, age

Calendar and
Health care
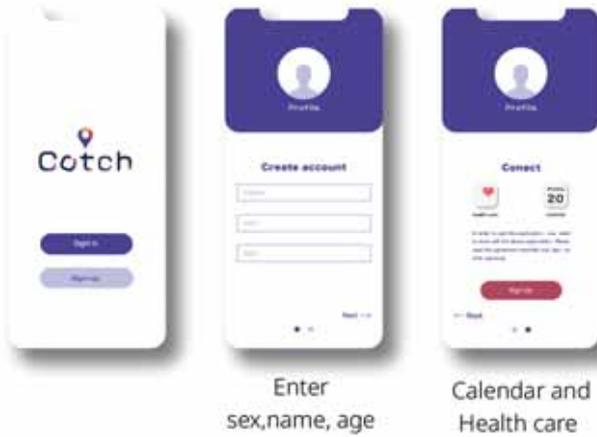
AI gives us a new experience
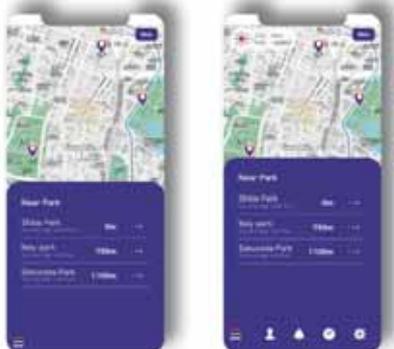
This APP recommend user the new game
and connect user by the new game created by AI

Map

In the park

Switch between the park map and
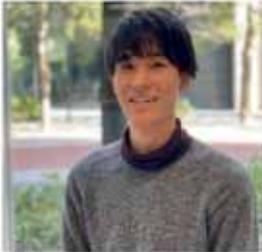whole. User Know where it will be held.
Check Rule explanation.

Notification/Plan

user in the park send notification when
the game is decided. Check game
plans in the park.

Outside the park

After workshop

Tani Naoki

This workshop was a very exciting experience for me. Knowing the knowledge and values of different cultures has broadened my thinking about design. Thinking of idea proposals from stories requires various techniques. So it was a good opportunity to test my skills. Korean technology are amazing. I was inspired by them and I did my best. Thank you!

Oshima Takuya

In this work shop, I could know a lot of new thing. I haven't ever experienced this process, so I learned a lot. Korean students are capable and I relieved this group work. And I realized English skill poor. I experienced the difficulty of communication. I can apply to future activities. It was more fun than anything. Thank you !!

Shimizu Genryu

Group member can do things I don't know, can't do and and can't do well. I realized that my experience, knowledge, and abilities were still poor. It was not easy to communicate, but I learned a lot of fun. It was a very good experience for me.

Park Juyeon

I enjoyed this workshop with my friends from other cultures. There was much to learn from Korean students and Japanese students who had different ideas. It was a good time to understand and learn about other cultures during the workshop.

Park Hyeongwoo

Working with Genryu, Naoki, Takuya was great experience. I'm really surprised about their great work during this workshop, and I got inspired by their high passion. I hope to see them again in Tokyo. :)

Choi Harim

The most memorable thing is to do gestures and use English to explain korean ideas to Japanese friends properly. I can understand the japanese culture while eating and working together. It was 最高 time!

TeamIIKannji

A.I. x EDUCATION

Lim Juhyeong	Hirabayashi Kento	Tanaka Issei
Fujisaki Hikaru	Yakawa Kana	Oh Minkyu

BrainStorming

A.I. × EDUCATION
What comes to mind when you see the word "EDUCATION"

Fashion	Brushing Teeth	Driving	Factory
Moral	Health Care	Environ ment	Sports
Language	Multi Culture		Economy
Hand-writing	Home Traing		
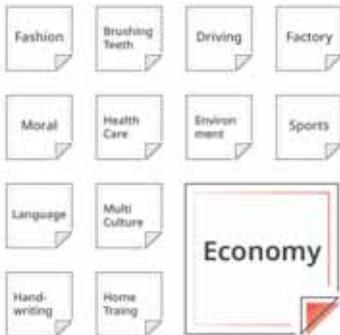
ECONOMY
What comes to mind when you see the word "ECONOMY"

Mobile Bank	Rich's Behavior	Part time Job	Otoshi -dama
Moral	Food Waste	Bicycle vs Bus	Stock Security
Language	Way to Save Money		CASH
Penny Candy	Pocket Money		

Keyword
After selecting a keyword, start desk research.

Let's research about
Cash & Card

- Japanese card use rate is 18% (korean 89%, China 60%, Europe 50~30%)
- Japan government intends to increase the Japanese card usage rate by 40% by 2027.
- people worry that personal information will be leaked if they make cards.
- **People do not feel uncomfortable using cash.**
- Due to the nature of Japanese people, purchasing in cash is common.

Card usage
(kotra 2020)

Anxiety that seems to waste

50%

Anxiety that seems to be lost

ETC...
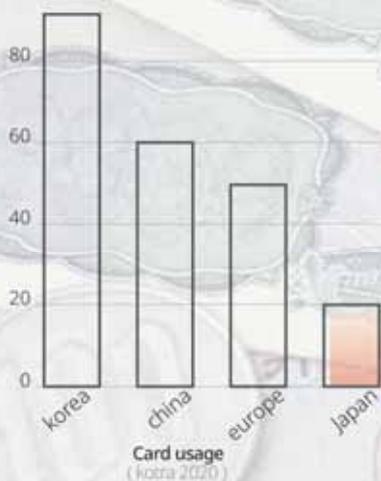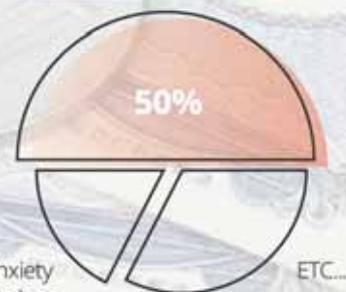
Why are you anxious about using your card?
(ask 69 univ students)

Probelms & Goal

PROBLEMS

- People do not feel uncomfortable using CASH.
- People think that if they use a card, they will waste money.

GOAL

to Highschool Student

Give **an experience of Using Card**

Let people know how comfortable it is to use CARD.
Reduce the anxiety that people are likely to waste.

Encourage card use and eliminate stereotypes.

Persona

Ikuda Ikan / 17
High school 3rd grade

Character

Active ——————— passive
Conservative ——————— challenging

Behavior

- Receive allowances in cash from parents.
- I have used SUICA and have never used a card other than it.

Context

- There is no inconvenience to spend cash now.
- Carry a big wallet and a card holder with a suica.

Activities of Highschool Student

What they do and what is plesant activity?

Date	Study	Game Center	Have a lunch	Cafe
Game	Training	Live Concert	Instagram	Shopping
Club Activity	Karaoke	Way to Save Money	Highschool Festival	
Good way to Buy	Penny Candy	Pocket Money		

Make a Small Society at high school Festival

Why did we pick the Festival and what it mean.

At high school festivals, people become sellers of merchandise that sells takoyaki on their own, service providers who prepare for performances and offer them in front of people, and buyers who buy yakisoba.

In conclusion, the cultural festival is a small society created by students.

Cashless

A.I. helps, coexist,

Create a small Society

Activities at Festival

Step >	Prepare >	During the Festival	>	Remove
Activities	Shopping, Installation, Making, Prepare change, ...	Meet Friends, Take Pictures, Get bouchure, Watching a movie, Visit girlfriend's class program, Buying Takoyaki, Throw away trash, Change T-shirt, Walking around, Selling Things, Make Food, Doing a Contest, ...		Removing installation Trash cleaning Income calculation ...
Bad Experience		Too long waiting line / Products sold out / When and where the contest begin / Lack of money / Want to play more / Hard to find Trash bin / ...		Hard to calculate income
How to solve		Provide updated information in real time(Map, Utilities, Time Schedule, ...) Provide status information and warnings based on your balance Recommendation based on user's status and needs		Card Use

Provide Card case with A.I.

Rapid change from cash society to cashless, it **gives anxiety** to japanese who are sensative to change.

it changes Thicker and thinner as how much they have

DoDon

DoDon

A small Society with Cashless & A.I.

Product Design

Hello! I'm DoDon
What can I help you?
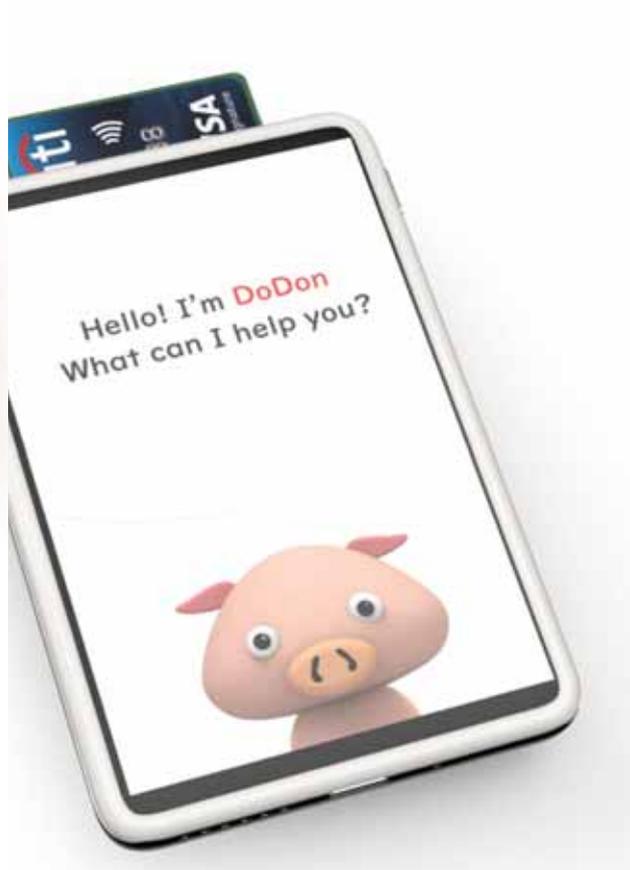
If the balance of the card is large, the product swells and thickens.
If the balance of the card is light, the product becomes thin.

GUI Prototype

Hello! I'm DoDon
What can I help you?

Hey save your money!
You have only
700 yen left.

How about *playing
an instrument*
in Hall 3-2 of Hall B?
It doesn't cost any money.
It's completely free!

This is 3-2 class
B building!

3-2

Storyboard

School Festival

Two months ago
Ikuda's class decided to play takoyaki.

Import

Enter data such as price, inventory,
location, shift, etc. in advance

Getting

The cards are given to each student. It is
said to give to customers.

Payment

Make a payment with a touch. DoDon
sounds when touched.

Be smaller

Then, as the amount of the card decreased,
the bulge of the card case became smaller,
and he realized that he spent the money.

AI Gathering

He is a 3rd grade student who goes to
"IIKANJI High School" . The test is pretty
good and I will take an examination this

Shop

When they are hungry,
they will introduce you to a
vacant store.

Schedule

Girlfriend will tell you the
best course when girlfriend
wants to go around.

Crowd

When he wants to advertis
takoyaki, DoDon will show
him where is congestion.

He can learn

Ikuda Ikan learned about the convenience of
the card through the school festival .And he
decided to use aggressively the card.

After workshop

Lim Juhyeong

It was great to be able to share a variety of ideas through different Japanese students and Korean students. I hope that this good exchanges will continue in the future.

Hirabayashi Kento

At first, I was worried that I would be able to get into a single high school student group and be able to do it properly, but since the seniors were kind to me, I was able to enjoy my activities. It was a good experience because I would do the same thing when I entered college.

Tanaka Issei

Before PBL, I heard bad stories about Koreans. But the Koreans were kind, nice and the same as the Japanese. PBL has given me a good image of Koreans.

Fujisaki Hikaru

It was my 4th time and last workshop, but I was able to work on this workshop with a fresh feeling thanks to young energy of everybody. I think that our team is good team. Our members have a different characters ,specialty fields, good at doing each person. I want to participate in a workshop again... (I'll graduate next month)

Yakawa Kana

This time gpbl was very valuable to me majoring in product design. In everyday classes, emphasis has been placed on the structure and shape of objects, but this time it was the first field to challenge such as AI and GUI. At first, I was confused by differences in way of thinking and values, but I was glad to finally understand a little. In addition, I wanted to be a designer who can do a wide range of designs with this opportunity.

Oh Minkyu

In japan, everything was different when I did the design that I always did in Korea. Different approaches to the way they think, the order of importance, and the approach to the problem have made my thinking flexible. I think this valuable experience will be a big foundation for my design in the future. It was a really good time.

A1OK

A.I. x ENTERTAINMENT
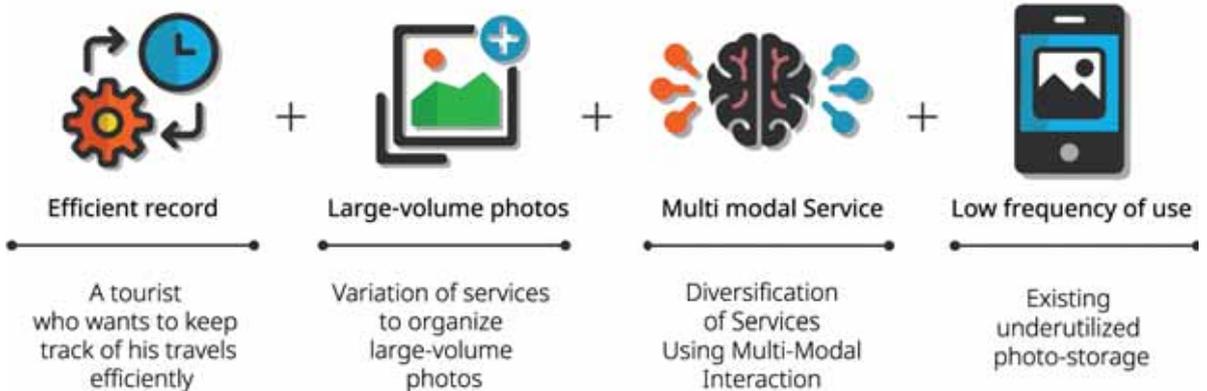
Hada Kohei   Yoshidomi ayano   Nakao Kaede

Kim Yejin   Kim Hyunjin   Kim Jihyang

Background

Efficient record	Large-volume photos	Multi modal Service	Low frequency of use
A tourist who wants to keep track of his travels efficiently	Variation of services to organize large-volume photos	Diversification of Services Using Multi-Modal Interaction	Existing underutilized photo-storage

Multimodal Interaction-Based Data Editing and the Activation of Travel Data through Synesthesia

Our team was feeling tired of managing the photos and video data generated during the trip, and basically had questions about why tourists were filming. We used very little data from the gallery, and we tried to solve this problem. The main purpose is to efficiently edit the data and increase the frequency of data usage.

Efficient editing of data after travel   +   Data that is over time but feels real

Our team focused on these two concept ideas.

Persona

Persona #1 : Food Trip

Profile

A place of residence	Tokoy, Japan
Sex	Woman
Age	27
Occupation	Patissier

Personality

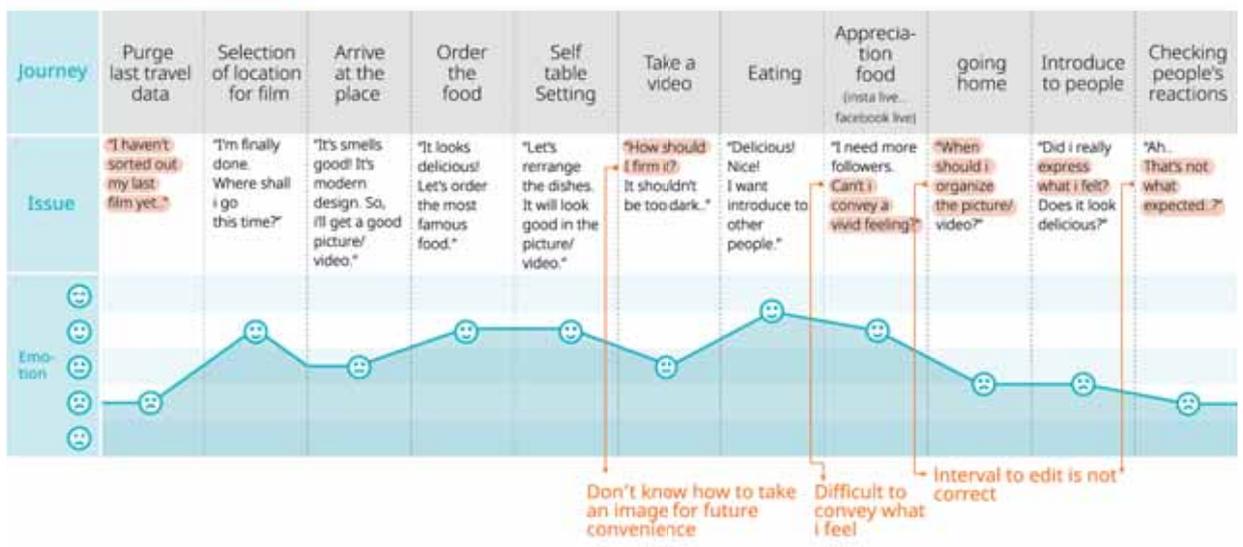| Character	• The spirited show-off who can make friends with anyone full of curiosity immediately • Like to be in the limelight (Attention seeker) • Relieve stress by eating
Values	• She values quality and the boundaries between work and life must be clear (Work-life balance) • To be recognizde by others
Goals	• Want to eat everything other do • Want to feel the memories of trip • Want to be compesated of investment

Persona #2 : Landscape Trip

Profile

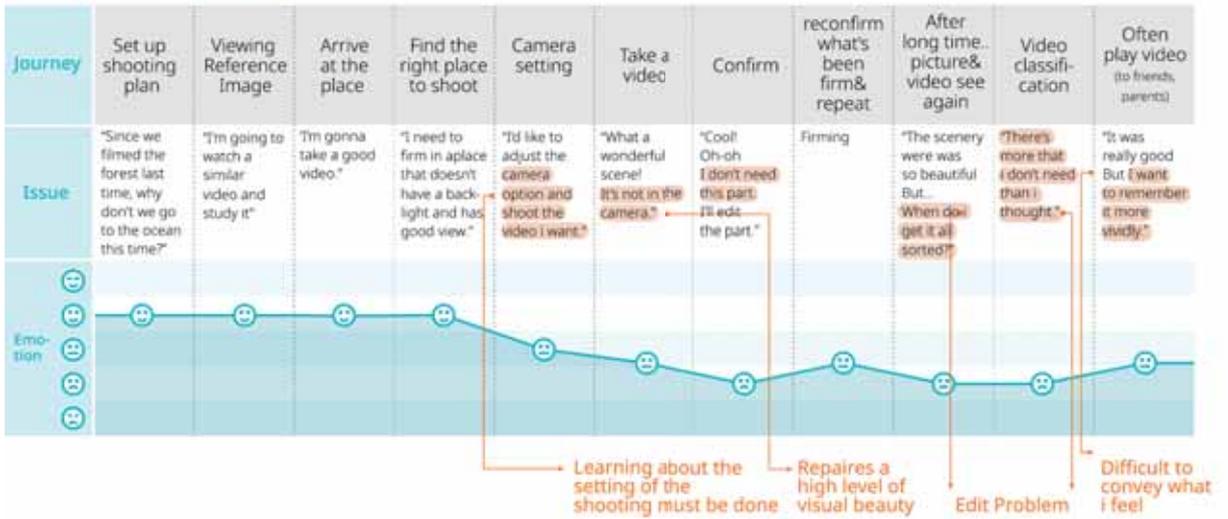| A place of residence	Busan, korea
Sex	Man
Age	22
Occupation	student

Personality

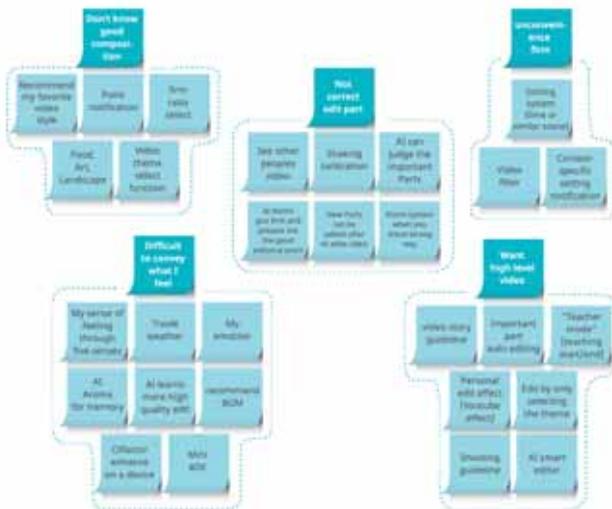| Character	• Emotional, Sensitive, Meticulous, Be-self asserlive
Values	• Old photographs • Memories of travle • Beautiful sight
Goals	• Want to open picture/video exhibition • Want to share the memories i felt • Want to increase the efficiency of the trip memories

Customer Journey Map

Persona #1 : Food Trip

Persona #2 : Landscape Trip

Journey	Set up shooting plan	Viewing Reference Image	Arrive at the place	Find the right place to shoot	Camera setting	Take a video	Confirm	reconfirm what's been firm& repeat	After long time.. picture& video see again	Video classifi-cation	Often play video (to friends, parents)
Issue	"Since we filmed the forest last time, why don't we go to the ocean this time?"	"I'm going to watch a similar video and study it"	"I'm gonna take a good video."	"I need to firm in aplace that doesn't have a back-light and has good view."	"I'd like to adjust the camera option and shoot the video I want."	"What a wonderful scene! It's not in the camera."	"Cool! Oh-oh I don't need this part. I'll edit the part."	Firming	"The scenery were was so beautiful But... When do I get it all sorted?"	"There's more that i don't need than i thought."	"It was really good But I want to remember it more vividly."

- Learning about the setting of the shooting must be done
- Repaires a high level of visual beauty
- Edit Problem
- Difficult to convey what i feel

Brainstorming

Our team conducted the data around the major Pain Points from the Customer Journey Map. Since then, we have collected similar ideas and selected the main functions. Then, prototyping was carried out around key functions.
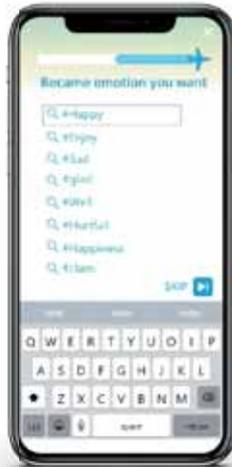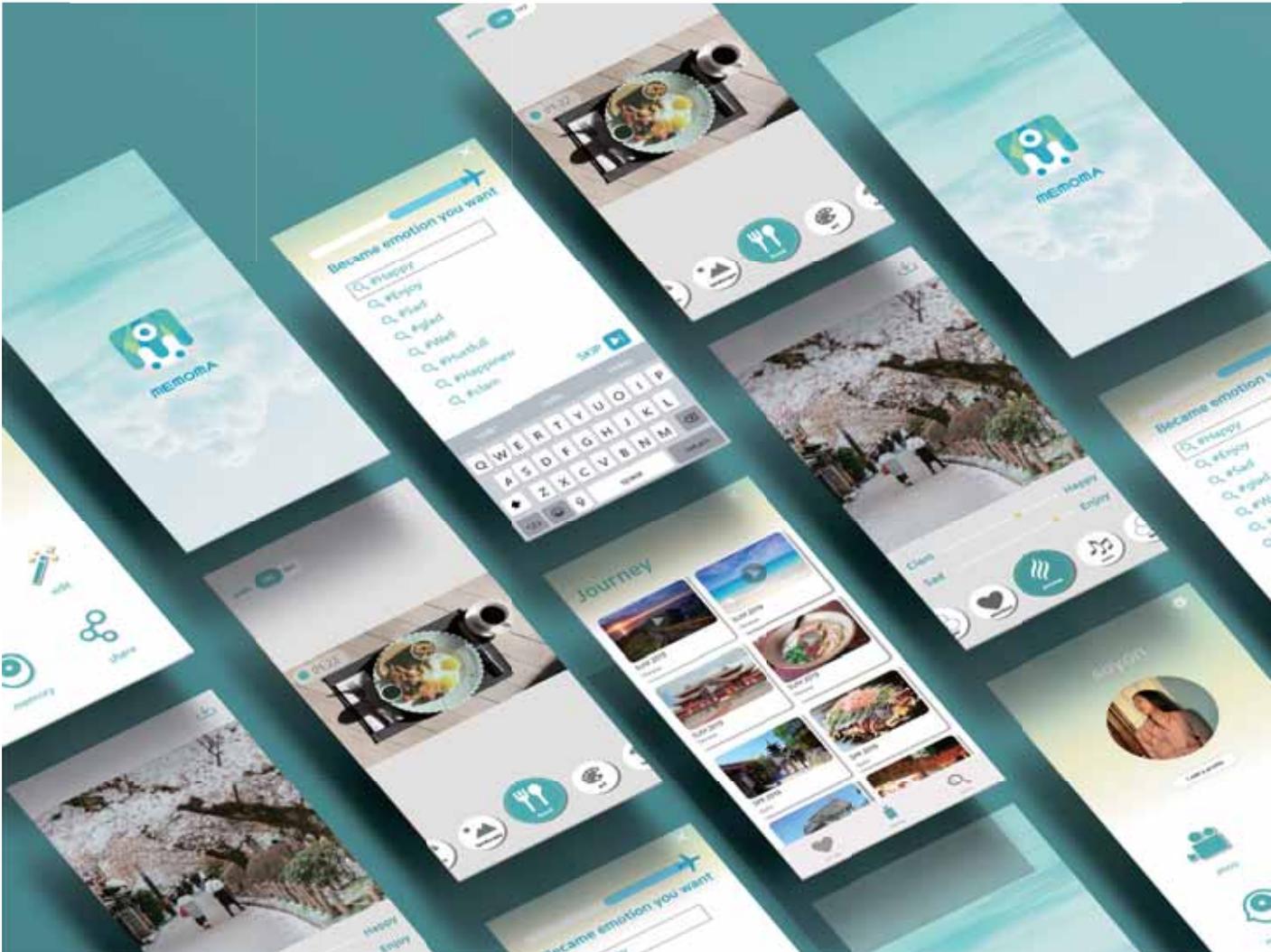
Service Model

Service Scenario

1. Lacey, who is traveling alone is going to visit a famous meat restaurant.

2. While going to the meat restaurant, Lacey found a very pretty sea.

3. She turned on an app called 'Memoma', turned the filter into a landscape, and started shooting the ocean according to the guidelines the app gave her.

4. She walked along the beach, speaking her feeling as she filmed the vid eo .

5. Walking along the sea, she arrived at the restaurant she was going to.

6. The food she ordered came out, and she changed the filter of the app to food and started filming.

7. After finishing her meal, she goes home.

8. When she got home, she chose the video she took today and decided on the mood of the video through hashtags.

9. App finished editing the video while she is washing.

10. She watches edited videos. Through a device linked to the 'Memoma', you can feel similar emotion you feel earlier.

11. She think the sea part of the video is little sorry, so she control it further in the direction she wants.

12. She send the finished video to her mom.

13. While her mother look at the video her daughter sent, she can feel Lacey's day better thanks to 'Memoma'.

14. Her mother told Lacey that the meat smells really good and asked her to go eat with her next time.

UI Prototype

| Home manu | Firm guide | Hashtag search | Keyword kategorie |

Product Prototype

Reference image

2D Sketch

Remember
Your
Travle memory
By synesthesia

After workshop

Kohei Hada

The language barrier made it difficult to communicate and the theme definition was too broad, but it was a fresh and good experience.

Yoshidomi ayano

It was uneasy, but was able to work thanks to everybody happily without being able to speak English. Will was strengthened for a future activity.

Nakao kaeda

I was surprised at the high level of design skills of Korean students. Good stimulation from the workshop.

Kim Yejin

In fact, it wasn't easy to do team work with people I didn't know at all. Even the time to work was short. There was a misunderstanding because communication was not easy. But the process of work was very interesting. It was interesting to look at the same problem from different perspectives. I bring many good memories from Japan.

Kim Hyunjin

At first, I felt that working with other people in foreign countries was very difficult. Over time, however, things went smoothly as each of them started to share their roles well and actively come up with their ideas. This workshop will be very memorable and I want to do it again if I have a chance next year.

Kim Jihyagn

The early part of the workshop was hard because of communication, but I was impressed by the ideas of the Japanese students. Thank you for the opportunity to interact with Japanese students.

AIAI

A . I . x L O V E & D A T I N G

Shin Jina	Tabei Kosuke	Kang Suji
Unotsu Ami	Osato Reina	Ha Seonghyeon

Background

Kokoro Sappari Sento is an emotional interaction space using AI that helps people who are struggling with pain of love to start their next love with a fresh heart.

* kokoro(心) : heart
  sappri(さっぱり) : refreshing
  sento(銭湯) : public bath

Brainstorming

We brainstormed the problem of the theme in the team, and investigated the existing service to solve the problem, and noticed that there were not many existing services related to the broken heart.

We designed AI to help people who had a broken heart, interested in the combination of human and AI after a broken heart.

Persona

AIKO

_Female
_24 years old
_Office worker
_recently broken up with boyfriend

She has been dating a college junior for 3 years and recently broke up.
She has done a lot to him but she doesn't know why she said that

Aiko's 1day after broken up

people who had lost love would be able to improve by looking back
on their past love experiences and sorting out their feelings.

ideation

Concept

Farewell
- services that focus on a broken heart dosen't exist.
- We designed AI services to help people who had a broken heart.

Cleaning
- people who had lost love would be able to improve by looking back on their past love experiences and sorting out their feelings.

Space
- Space provides the refreshing experience with cannot be done in house.
- Space can appeal to the five senses of the person and it offers more comfortable experience.

Sento
- Sento make it easier to imagine what they are going to do.
- Sento provide users more emotional interaction rather than mechanical one.

Make Feel Better & Meet Better Experience

Service Flow

4. Screening

3. Counseling Mirror

5. Analysis

2. Shouting Wall

1.Reception
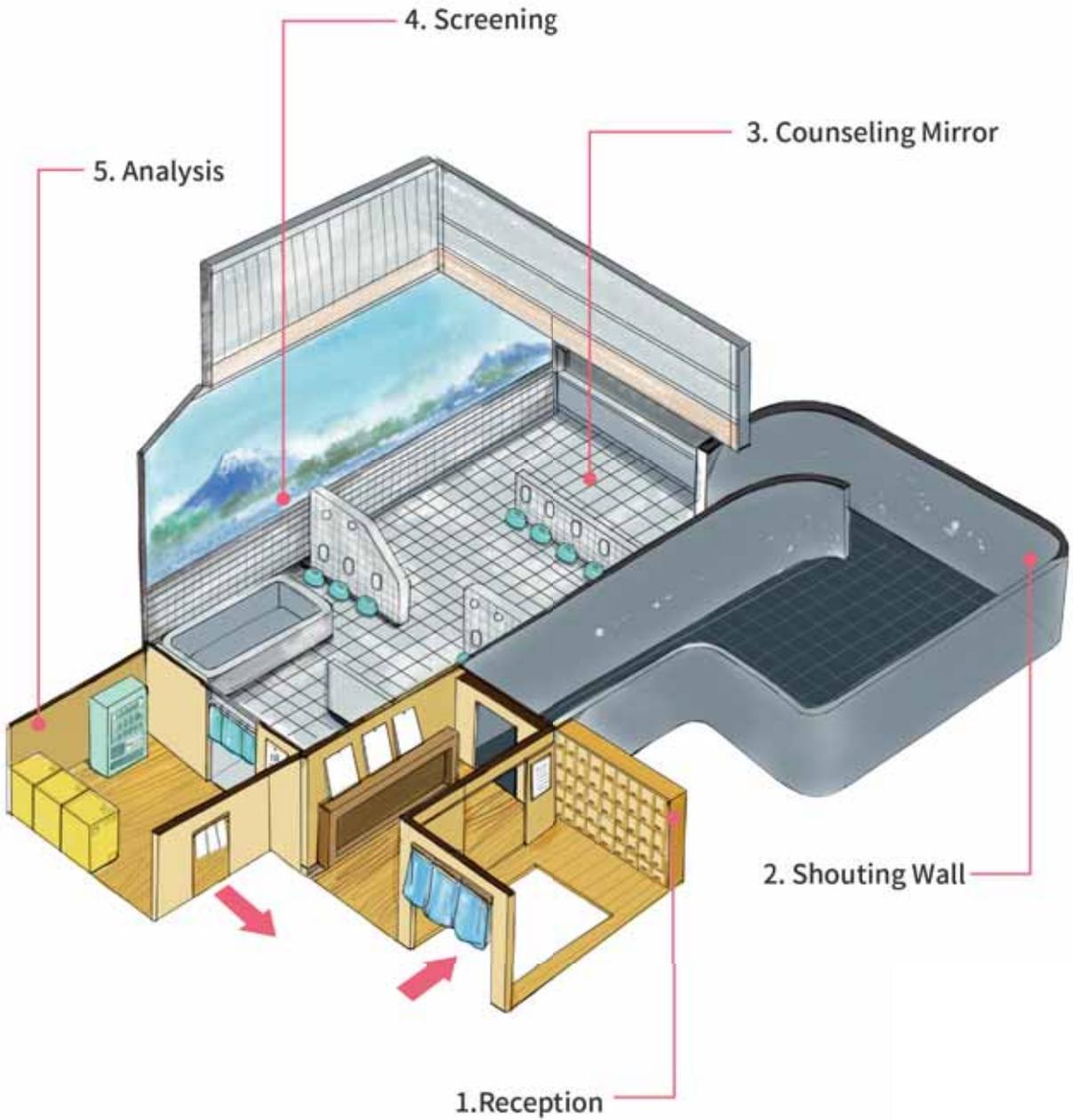
The perspective view of Kokoro Sappri Sento

1.Reception

The user receives an introduction to this space (service) and a card to recognize the user's location.

2. Shouting Wall
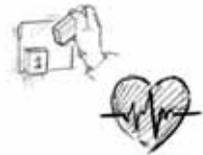
The space that responds to the user's voice, relieves the user's emotions and collects data on the state of emotion.

3. Counseling Mirror

The user interacts with A.I (interface or virtual character) in the mirror and provides more specific information

4. Screening
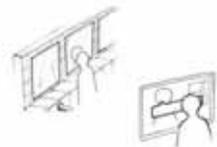
A movie edited by AI is screened that base on the information obtained in (3).

5. Analyze

When the user puts the paper received in (1) into the washing machine, the AI analysis results such as the user's dating patterns, advantages, and advice.
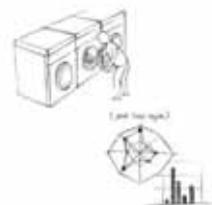
Service Process
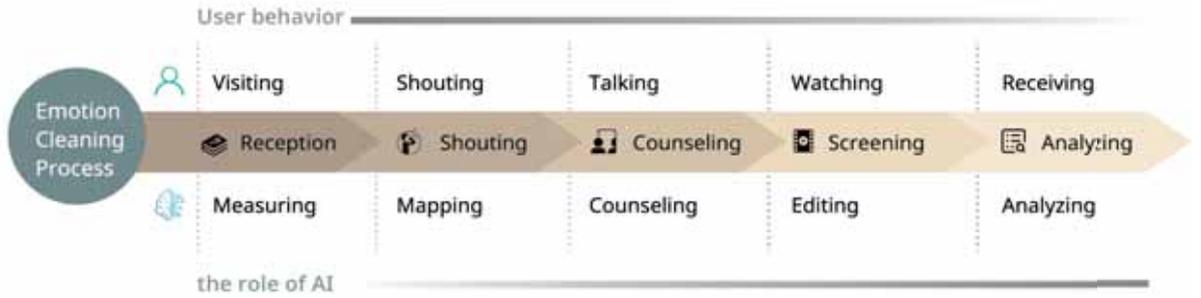
Service Scenario
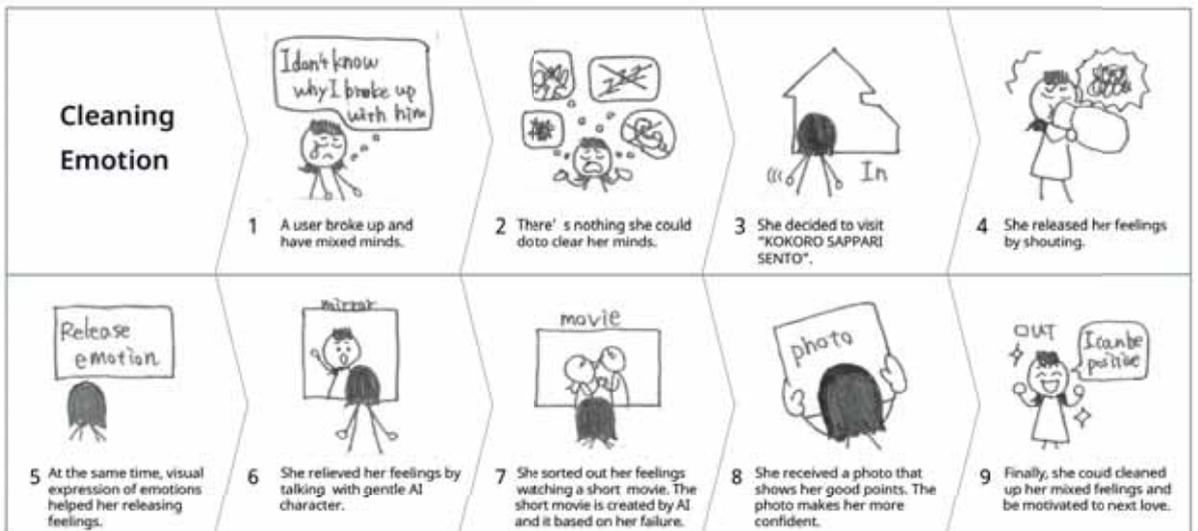
After workshop

Ha Seonghyeon

Learning the difference in design process between Japan and Korea, I could to think again about the direction and process of design. It was a great opportunity. Team members, thank you a lot!

Kang Suji

I think I had a really valuable experience through this workshop. The process of working with Japanese friends was new and fun. Even when communication is not done smoothly due to language, it will remain a good memory to try and communicate with each other.

Osato Reina

It was my first time to do everything I did, and it was a fresh experience and it was fun. During the discussion, We went back to the beginning many times, stopped, and had difficult situations, but I had a sense of accomplishment that we were able to go through to the end, and it was a very unforgettable memory for me to interact with people who grew up in different cultures, Japan and Korea.

Shin Jina

The workshop was meaningful beyond the differences of language and culture, and I am pleased to be able to proceed with experimental and fun concepts. Thank you to all the members of the team for their hard work during the workshop.

Tabei Kosuke

I was motivated to develop my skills in a week-long workshop.Having friends in Korea was also one big meaning for me.

Unotsu Ami

I am now a member of society since April, and it was good to be able to have a great workshop at school before I graduated. I am happy to make good memories with my Korean friends.

SeoulTama

A.I. x TRIP&TOURIST

Jo Wonheung   Mochizuki Miyu   Muto Takumi

Yoshida Keigo   Mun Hyunhun   Jang Jaepil

Concept

REPIC IMAGE 3 ELEMENTS

Technology:Horogram

We are inspired the idea of "Hologram"
by Love Death and Robots.

Product:Column

We thought about product in
the image of flower.

Users's Perspective:collection fun

We went to Akihabara and realized
there was ademand for copllection.

Branding

1,You can make world with your own memory.

AI three-dimensionalize your picture.
Our product "REPIC" mixes your picture with "Pic".

2,REPIC will bring back your memories.

Your memories that are made into three-dimensions will be
more vividly remembered than the two-dimensional images.

3,You have only one "REPIC".

If you have one,you can use a lot of "Pic".

Persona

Travelers wanted to visualize their special moments vividly, As a result, they take pictures, videos and buy souvenirs for the others. But is there any more other ways to vividly visualize our moments and experiences?

Traveler Needs

How can I save my memories vividly?

How can I share my memories?

How can I remember the places I visited?

Brainstorming

We started by listing out keywords related to our topic "Trip/Tourism. Randomly each of us choose 3 words to ideate an idea then posted on a white board. Subsequently, the brainstorming overall, destroyed the language barrier, allowed us to share our ideas much more easily.

Brand Logo

Remember + Picture

REPIC

Field Research

AKIHABARA-TOY SHOP

OMOITESANDO-LUSH

Since our design was related with souvenir and collectable figures/ toy.
We initially visited Akihabara (one of the biggest downtown in Tokyo). We were able to find out the average cost of figures and how toys were being packed up. The lush store inspired us with the size and shape.

Persona & Journey Map

Ayumi

Gender : female **Info** : Young Son +5years
Age : 32 Trip lover with son

Customer needs

Record child growth | Vivid / Clear memories
Anytime,Anywhere Memorable | To Prepare gift

STEP	arrive Souvenir Shop	buy	use our product	give present	1 year later
ACTION	I need to buy gifts for my daughters and friends but don't know what to buy (reasonable price)	find out how to use our product	View the product by sending pictures to our product	share photos by our product	remember past moments
WHAT WE SHOULD DO	Let customers know the unique selling point	give a manual	guide to use app		
SOLUTION IDEA	In-store functional experience	user centered App design	our own app and smart photo analysis	video letter	alarm today's last year

Yong Jun

Gender : male **Info** : Wealthy,
Age : 35 Loves going abroad, Social network Star

Customer needs

Want to decorate his room | Self Satisfaction
Want to show off

STEP	arrive Souvenir Shop	buy	use our product	show off	1 year later
ACTION	looking for souvenir to collect (Recognizing things to collect)	find out how to use our product	to place in a cabinet	share in social network service	Searching for next trip to buy our items
WHAT WE SHOULD DO	Let customers know that this is a collectible product	provide manuals	guide to use app	easily upload in Instagram	
SOLUTION IDEA	show other item's virtual silhouette	user centered App design	Light energy	Provide short video with 3D modeling	Recommend other countries to buy our items

Final Concept

Get a 'Pic' that can
only be bought in
tourist attractions.

Place the 'Pic'
on top of 'Repic'

Use the app to send
pictures taken from the trip
to the product.

Function

Remember Together

01
You can Remember
the moments
you have travelled

02
Share the moments with
your close friends.

03
Implement hologram of a person
who you haven't been with.
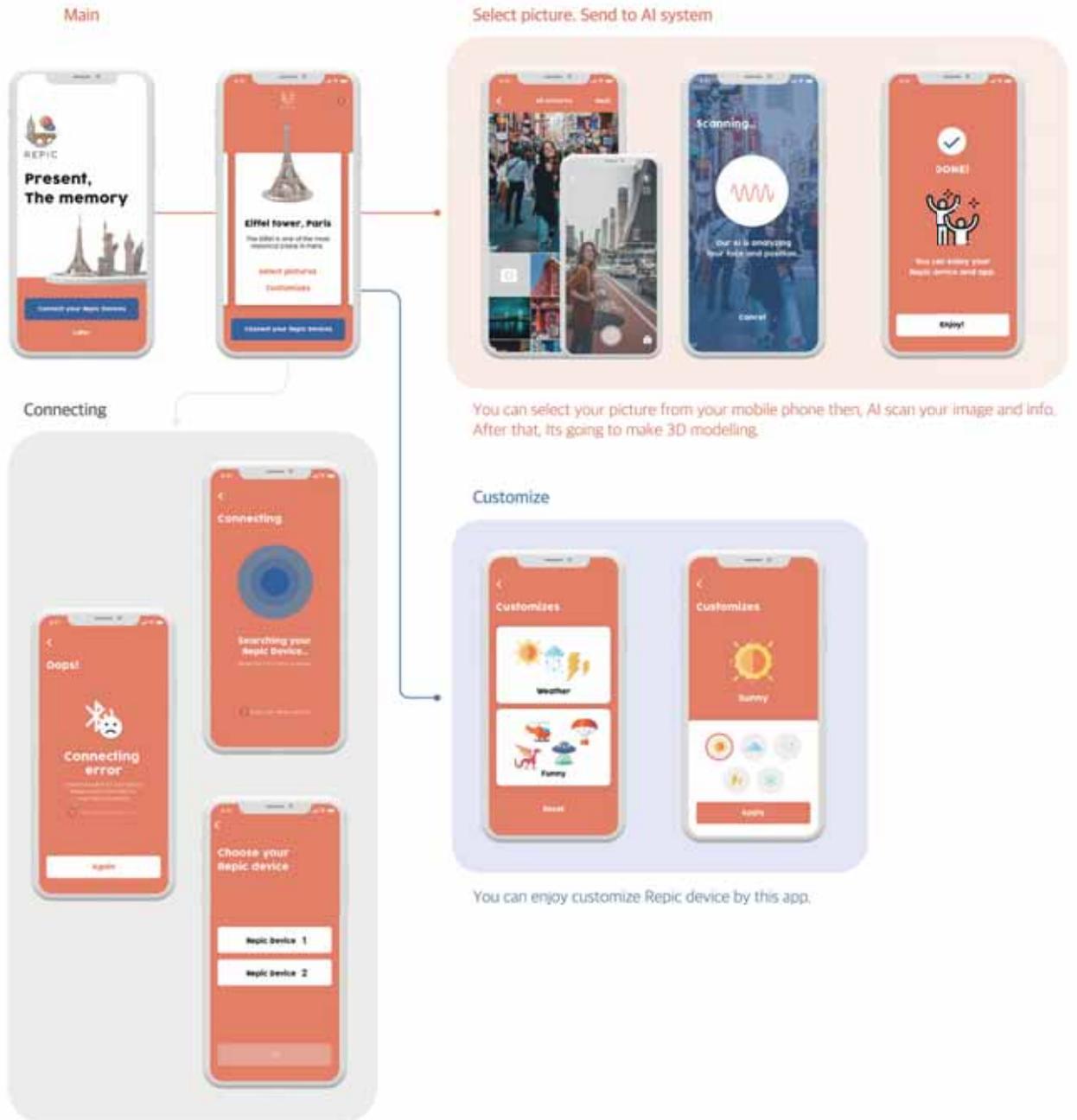As if, you are with that person.

Enjoy our AI

Materials	Analyze	Output
2D Photos		
Face	AI system	Auto 3D modelling
Place		
Body		
Weather info		

Users send data(face, place, body,
weather)to our AI server.

Our AI system read the data
and analyze photos.

After that, it return to Repic
product as a 3D data.

Application Prototype

Main

Select picture. Send to AI system

You can select your picture from your mobile phone then, AI scan your image and info.
After that, Its going to make 3D modelling.

Connecting

Customize

You can enjoy customize Repic device by this app.

After workshop

Jo Wonheung

I'm really happy to meet new friends to work together in other fields. I was able to learn new inspiration and skills from them. It's very proud to learn Japanese culture through this Japanese workshop and complete a project with them. And thanks for our team members! I love you guys!

Muto Takumi

It was hard to think about service planning using AI technology. Yet, it was nice to work with Korean students skillfully. We got along so well with each other and actively discussed about our design. It's such a difficult gPBL.

Yoshida keigo

I was very happy to be our group in a short period time. Moreover, I also had gain huge improvement and motivation. Thank you all.

Mochizuki Miyu

Participating in this program was such a great experience. I was overwhelmed by the skills of Korean students, which stimulated me to learn more. I was also very happy to get along with everyone in our groups

Jung Jaepil

It was a great experience for to work on the project with everyone. The university students in Japan, the closest country, were a new opportunity to know how it was and a workshop was a good opportunity for me and my teammates to develop.

Mun Hyunhun

We all had struggled from a same problem " Language" Yet, throughout the end of this workshop, language wasn't such a barrier. Our team really did a great job and strived a lot to accomplish the task. Thank u guys & Hope to see you again

6 PEACHES

A.I. x EATING&DINING

Chiu Enyi

Ozawa Yuka

Kim Dohee

Nagasaki Aika

Kan Hyeyeong

Kazuho Takei

Overview

Sometimes we have no choice but have to separate from our loves (family, friends, or lovers) and living alone. Living alone has its pros and cons, it's easier to feel lonely sometimes.

Although not everyone who lives alone is lonely, those who are lonely can become anxious and depressed. Moreover, most of them eat alone and eating alone may affect how much we eat, what we eat, and our mood

We would like to make service by enjoying tasty- food and keep a relationship with those we always miss but not staying beside us.

Process

Research — Define — Develop

Research	Define	Develop
Background	Persona	Service concept
User analysis	Customer journey	Service flow
	Brainstorming	Service Senario
		Prototype

Background

We did some research and fond out there are some problems that might be faced while people living alone. First is health problem, second is dining problem.

Health Problem

A couple of studies noted increased health problems among people who live alone. In the REACH study, people with or at risk for atherosclerosis (the cause of most heart attacks and many strokes) were more likely to die if they lived alone than if they shared a home.

Another study found that people who were lonely (regardless of their living situation) were less able to care for themselves and more likely to die.

Dining Problem

There is a research about the dining problem for people who living alone in Japan that indicated that most people feel it's annoying to cook at home and always have dinner alone. Also, this research showed that over 70% of people would like to eat with friends.
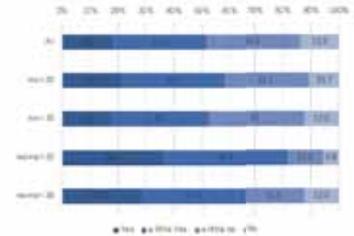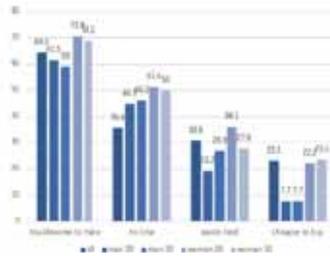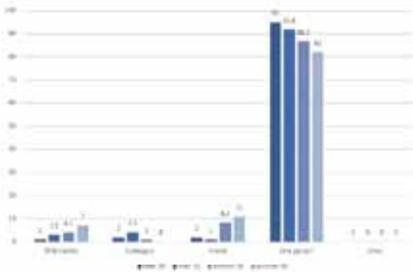
Whom do I usually eat with

The graph shows that most people eat dinner alone.

The reasons that I don't like to cook

The biggest reason people don't cook is because it's annoying. Following by no time and not want to waste food.

I would like to eat with friends

It showed 88.3% of women in their 20s want to eat with someone and men are 58.3%.

* Reference: https://www.health.harvard.edu/mind-and-mood/the-challenges-of-living-alone
https://food.fordays.jp/wp-content/uploads/2018/01/resarch_201801.pdf

User Analysis

We have interviewed some people who are living alone and the age are around 20-30, students.
We asked them about what kind of probems they are facing while liviing alone. The following is our insights.

Their painpoints

Easy to feel lonely.

If cooking meal, it always happens food waste problem.

Being lazy and don't like to do household things.`

80% don't like to eat alone since there is no one can talk to or it make they look like lonely person.

Difficult to deliver the food for one person because it cost much and food amount is too much.

It's not easy for couple to maintain the long distance relationship since the time difference was a challenge.

Persona & Customer Journey

Kazuho

Yuka

He is
University student
22 years old

She is
Office lady
28 years old

His background is
Live alone (His hometown is far from school)

Her background is
Her company sent her to other city to work

He needs
He has a girlfriend from his high school
but cannot meet often

His mom's cook

She needs
She wants to make more friends
Getting the promotion

He loves
Eating with friends
Eating a lot

She loves
Fashionable things
Eating healthy food

the young student Kazuho's journey

What are their journey?

stroy	He went to **convinience store** after school	He bought food for his **dinner**	He goes **home** eats dinner alone	He **cleans up** the desk after finishing the meal	He **calls** his girlfriend
needs	He needs **home made food**	He needs some one to **recommand** food to him	He wants to eat with **girlfriend**	He needs some one to **clean up** for him	He needs his **girlfriend** beside him
mood					
problems	He wants to have **home-made food** but **cannot** eat	He had **no idea** what to eat at convinience store	He **miss** his gf but they have **long distance**	He feels tired because he needs to **do everything by himself**	He felt **empty** again after finishing the call with his gf

the office lady Yuka's journey

What are their journey?

|					
stroy	She is going to have **lunch**	The **restaurant** she wants to go is **full** of people	She goes to **other restaurant**	She **chooses** the menu	She **finishes lunch** and go back
needs	She needs someone to **recommand** restaurants near by company	She needs to know the restaurant is **full or not**	She needs to know other restaurants **information**	She wants to have more **different meals**	She wants to make **friends** who can have meal with her
mood					
problems	She feels **lonely** because she has to eat alone	There is no way to know the **information** of resturants (inclunding waiting time)		There are more dishes for 2people set but she cannot choose	She is **shy** does not konw how to make friends

Brainstorming

Service Concept

EATO

let's Eat Together and Talk !

Use AI techonolgy

3D Enviroment

Food Maker
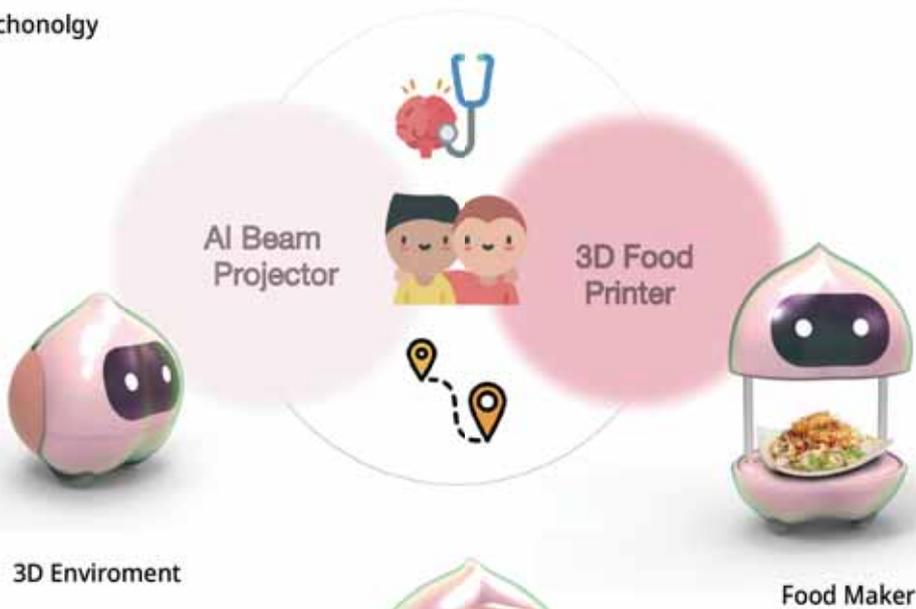
Use AI Beam projector to project
3D environment and 3D food printer to make
healthy food.

Backside

Pepole could stay healthy and
make them feel like beloved people are
beside them which help them not only
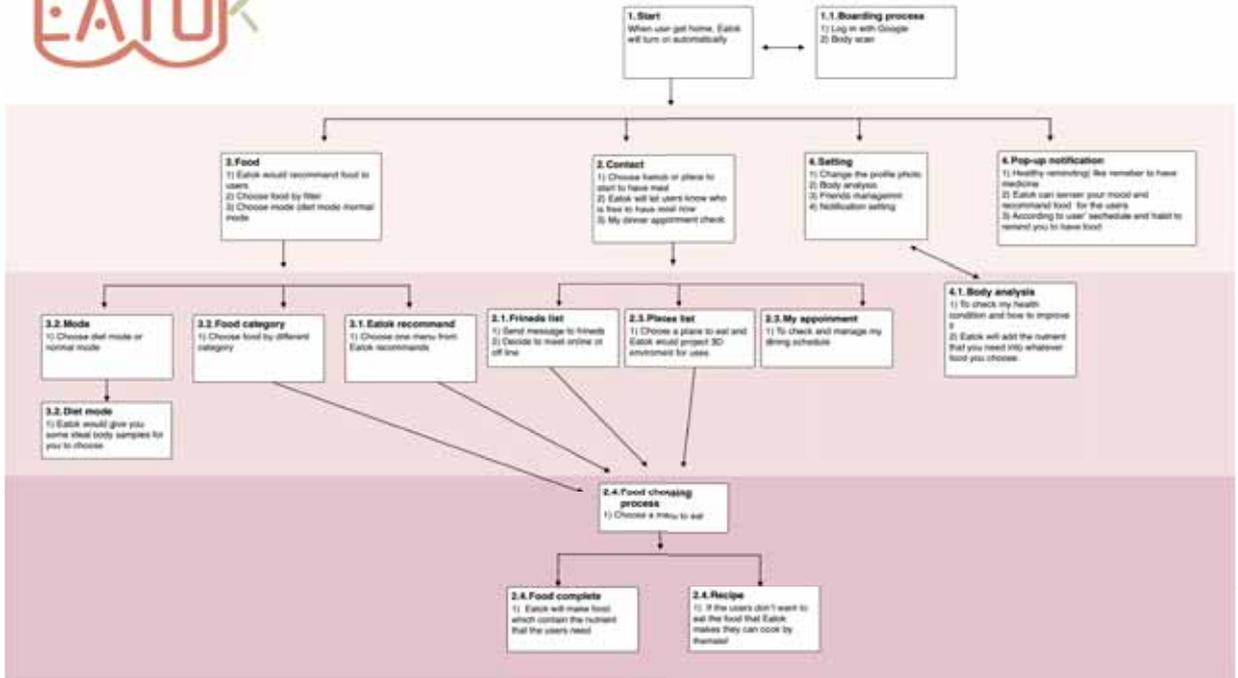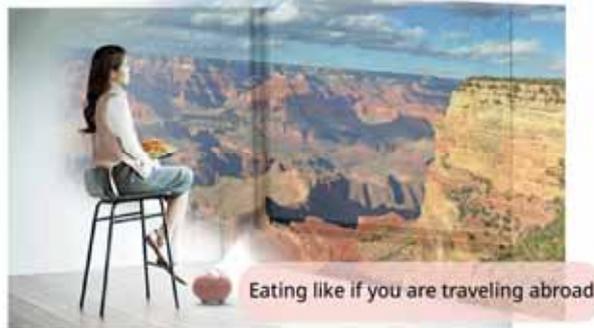better their body healthy but also
mental healthy

Charger

Service Flow

Service Flow

Use Eatok to have dinner with friends.

Eatok will senser your condition and recommand food for you!

Eating like if you are traveling abroad

Function Prototype

Contact

1. Choose freinds or place to start to have meal
2. Eatok will let users know who is free to have meal now
3. My dinner appoinment check

AI notification

1. Healthy reminding(like remeber to have medicine
2. Eatok can senser your mood and recommand food for the users
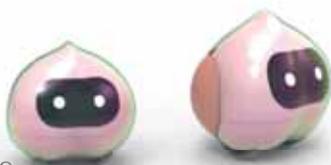3. According to user' sechedule and habit to remind you to have food

Food

1. Eatok would recommand food to users
2. Choose food by filter
3. Choose mode (diet mode /normal mode

Setting

1. Change the profile photo
2. Body analysis
3. Friends managemnt
4. Notification setting
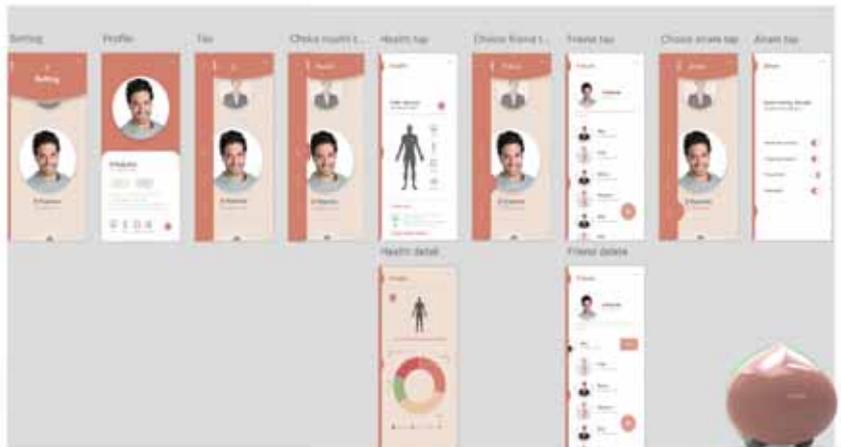
After workshop

ENYI CHIU

I have participated in some workshops before but this is the first time for me to be a team leader. It means a lot to me, from this workshop I learned how to lead a team. From brainstorming the problems to develop our service, each part is a challenge for me. However, since having lovely teammates, everything went fluently. I appreciated having team members like this :D

AIKA NAGASAKI

I was nervous to participate in PBL for the first time, but it was fun to have a workshop with everyone.It was even more difficult to do it in English, even though it was difficult to conclude or convey opinions during regular discussions.I wanted to study English more. It was very helpful that enyi spoke.I appreciate it very much.It was a lot of hard work, but it was a very good experience.

KAZUHO TAKEI

We should think about AI.Our suggesting is good,I think.

but in point of AI,our suggesting is not good.

we should have more time to think about "What AI is?"and what can AI do?(I think that this schedule is very tight,It can not be helped)

I'm very satisfied with this project!I have much benefit!

YUKA OZAWA

It was very difficult to give an opinion or convey ideas in English.
I am looking forward to the future in which the services we have considered will be implemented.

DOHEE KIM

During the workshop, it was the most difficult part to communicate because of language barrier, but I think it was a great experence because it was time to understand friends from other cultures..

HYEYEONG KANG

Doing this project, I felt fresh and happy to have a new experience. Although the discussion was prolonged or misunderstood due to communication problems, it was a meaningful experience to exchange many ideas while talking with students with diverse minds.

Kyuky

A.I. x RELAXATION

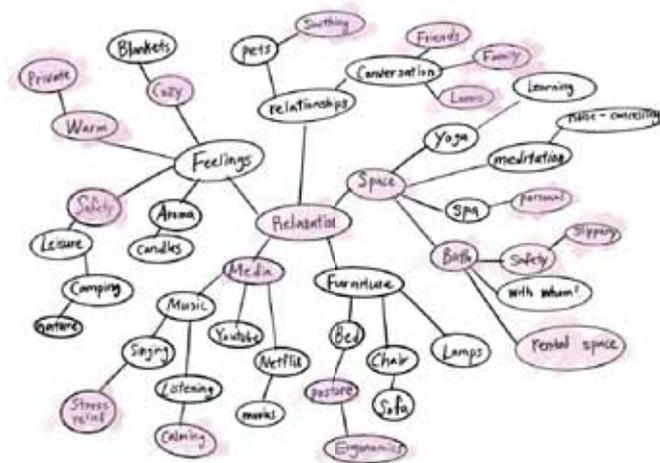|		
Seokjoon Seo	Yejin Ma	Younggok Moon
Shiraishi Miku	Maejima Nana	Uematsu Daichi

UI Prototype

Totonou
x
Relaxation
x
Yu

How can people experience better relaxation with the help of AI?
We constructed a rental space for private baths for individuals,
friends, families, and even couples. From the entrance to the exit,

Brainstorming

Concept x Keyword

the AI will provide the best **relaxation process** customized to each users.
Proper relaxing is not only crucial for stress relief,
but it is also an inevitable factor in improving work efficiency.
Through the brainstorming process,
we could come up with several keywords for relaxation.
Our team decided to focus on building a relaxing **spa experience**
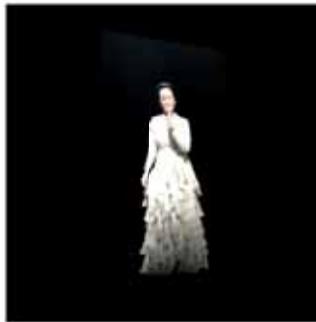which the users are able to **interact with artificial intelligence.**
The main keywords are rental space, private, soothing, safety, and ergonomics.

Field Research

Mori museum

We went to an exhibition
on AI technology,
and we were inspired
by works using AI.

Hologram

The AI learns and reprod
uces the voice
and appearance
of the singer.

Face recognition

The camera recognizes
the face and
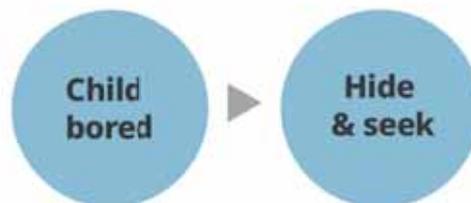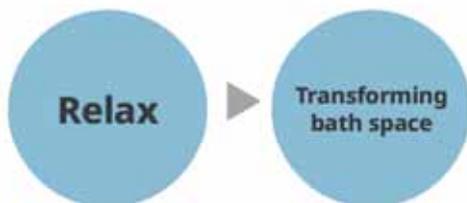determines the
person's attributes.

Persona

Nomura family

Purpose

Reflesh

Scenario

Wife likes hot spring, spa and massage.
because she tired by childcare of son.
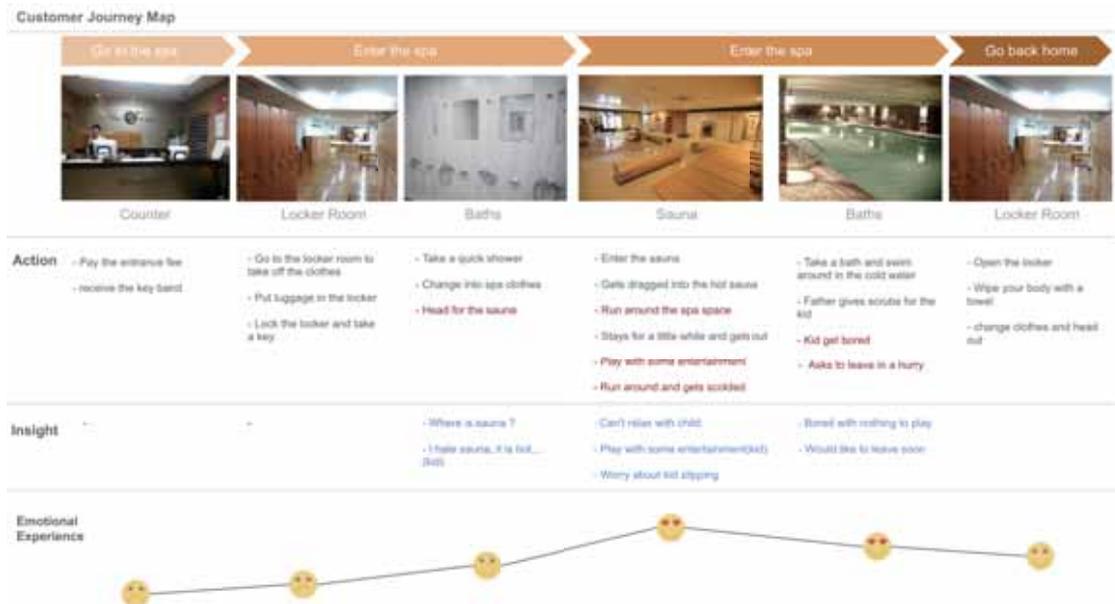Husband work weekday,
so he would like to heal work fatigue.

Needs & Solutions

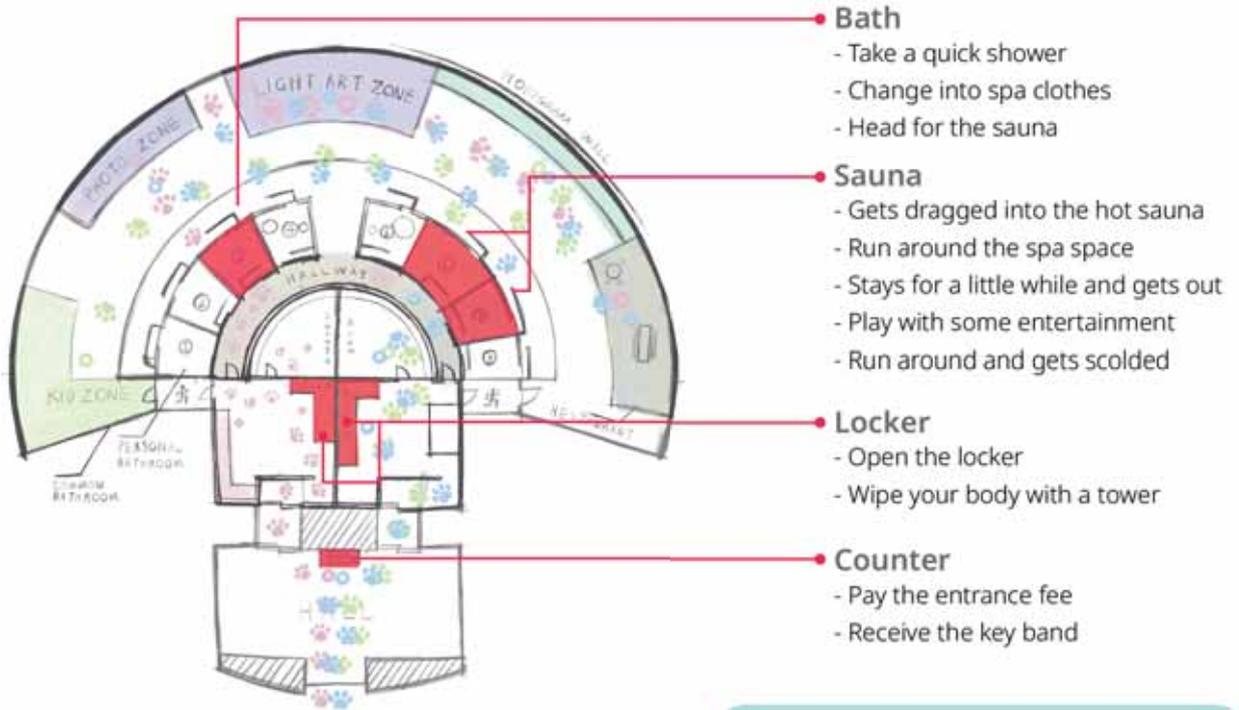**Relax** ▶ Transforming bath space

Child bored ▶ **Hide & seek**

Ideation

User Jorney Map

Prototype

Bath
- Take a quick shower
- Change into spa clothes
- Head for the sauna

Sauna
- Gets dragged into the hot sauna
- Run around the spa space
- Stays for a little while and gets out
- Play with some entertainment
- Run around and gets scolded

Locker
- Open the locker
- Wipe your body with a tower

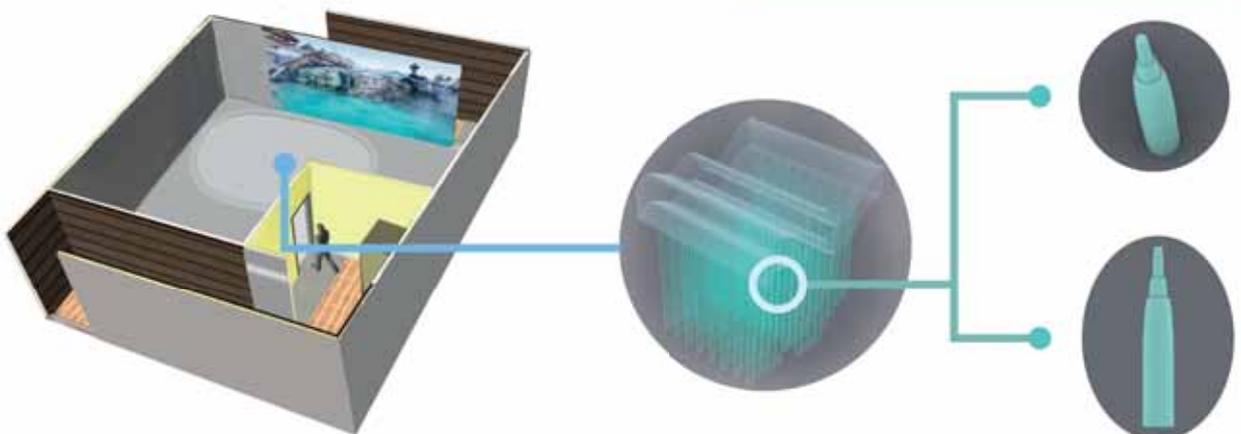**Counter**
- Pay the entrance fee
- Receive the key band

Hologram walls

The walls of the personal space are redesigned to create different atmosphere that can satisfy the users' tastes.

Transformative bate tub

The tube is constructed with numerous pillars that are able to customize the tub for the best seating posture for users of different physical condition.

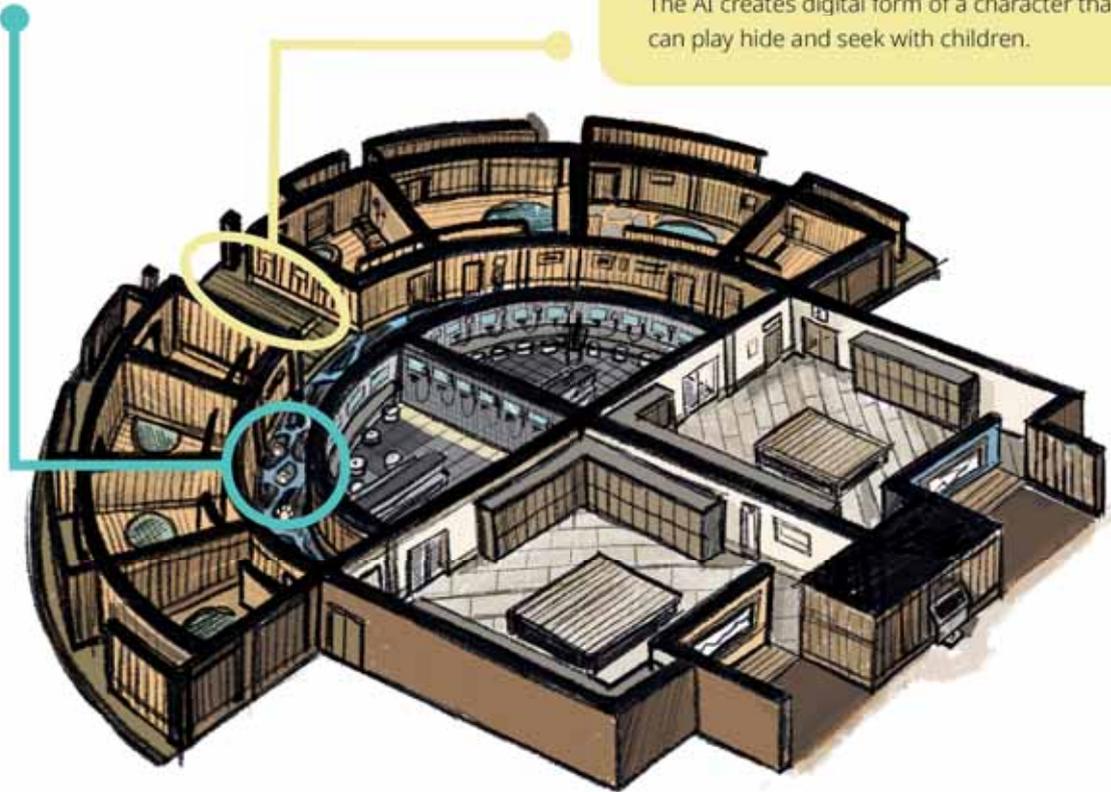# Prototype

Footsteps Guiding Systems

Footprints are displayed on the floor to guide each user to their destination.

Hide-and-seek

The AI creates digital form of a character that can play hide and seek with children.

Service Model

AI Kiosk

The kiosk scans the customers' biological data from the entrance, and recommends various activities that are customized for the users.

After workshop

Ma Yejin

Sharing ideas with students in different cultures was an amazing experience. I look forward to having our Japanese friends in Korea!

Uematsu Daichi

We did our best.It was very fun to spend with these members. The time we spent together was very short, but it was nice to be able to meet.I hope to meet you again someday.Thank you Friends.

Seo Seokjoon

Thanks to the Japanese students, the workshop had been so much fun. I wish you all the best of luck.

Shiraishi Miku

I could get to know not only AI but also intercultual communication in this workshop.We graspe the meaningthrough own mother language and culture.I thought it is important to discuss well so as not to misunderstand each other.

Moon Youngguk

Cooperating with the Japanese students was a very exciting experience. I have learned so much, and I am thankful for that.

Maejima Nana

What the most difficult thing is changing my opinion into English words.But I could overcome the hardshipby team members listening carefully to what I wantedto say. Thanks to them,I can to have fun design workshop.

octoperson

A.I. x MAKE HUMAN RELATIONSHIP

Kimura Atsuya	Hyun Donghee	Sato Akane
Im Yekyoung	Kim Hakyoung	Fukuda Seiya

このサービスはストレスフルな現代の電車通勤に

おいて、周りの同じ状況下にいる人々を認識し、同じ

場所で同じことを共有することで、退屈な電車通勤

をより楽しく感じてもらうモバイルサービスです。

Background

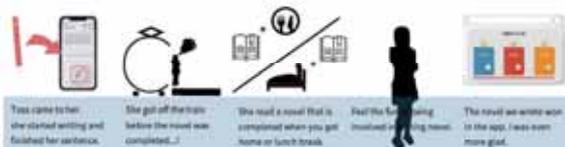We commute lonly by train.   Young person tend not to read books mutch.

Persona

Name: Kim Arisa
- Age: 27
- Gender: Female
- Occupation: Business person(Design company)
- Status: Singleness
- Location: Chiba, Japan(Live alone)
- Hobby: SNS, Watching advertisement
- Personality: Shy, Creative, No plan, Receive passive
- Commuting: Chiba(Chiba) → Tamachi(Tokyo) <1hour>

Name: Matsushige Yutaka
- Age: 50
- Gender: Male
- Occupation: Business person(Executive)
- Status: Married(wife, son)
- Location: Saitama, Japan(Live family)
- Hobby: Eating delicious food, Sharing information, Light drinking
- Personality: No risk taking.
- Commuting: Omiya(Saitama) → Tamachi(Tokyo) <40minuts>
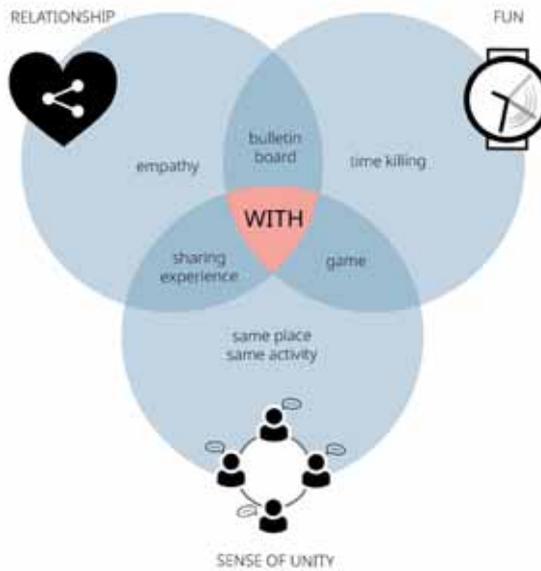
Concept

Our idea began on finding relationships that seems very weak or hardly can be established. We focused on how relationships are made in cities and the meaning of 'neighbor'. In cities, neighbors are not those who you live next to, but are those who you meet and be together on your daily routine. How can we relate those who rarely notice each others as their neighbors?

Write and share novels with people on the same train

Ideation

_Brainstorming

<keywords>
Brainstorming keywords related to human-relationship.

<combination>
Keywords are sorted by 'where', 'what', 'who'.
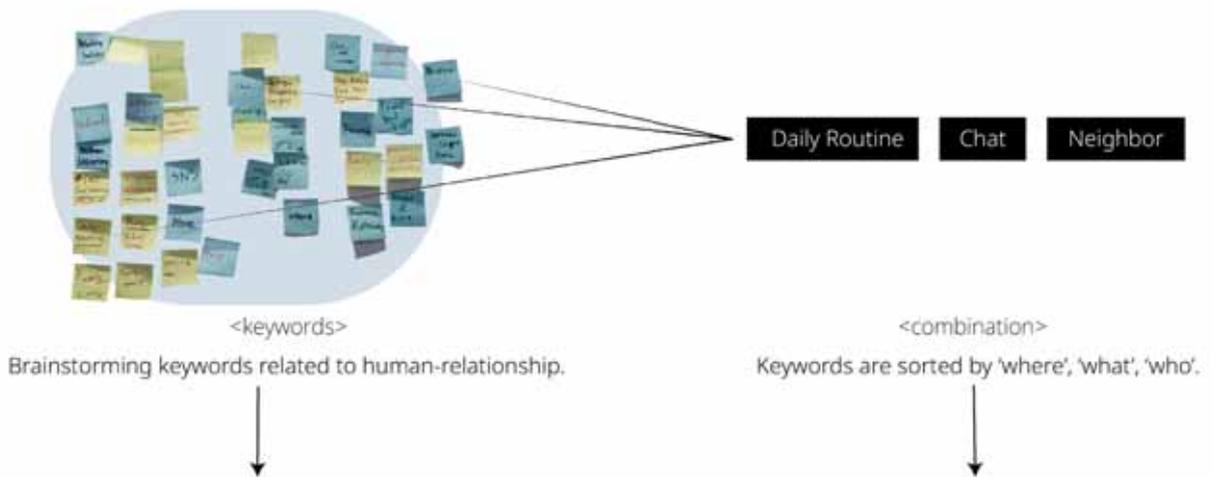
Make combinations that seem interesting or possible to further develop.

Field Work

Field work in train station to investigate usual scenery of commuting train.

toyosu → tsukishima → monzen-nakacho → nihonbashi

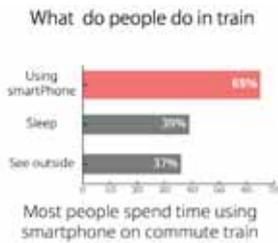transfer   transfer

Research

What do people do in train

Using smartphone	65%
Sleep	39%
See outside	37%

Most people spend time using smartphone on commute train

↓

Touchpoint of our service : Smartphone

People Using Smartphone

People use smartphone on commute train through out all ages

↓
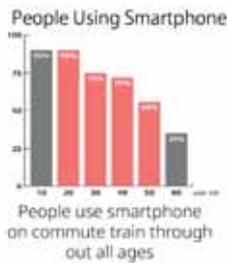
Target of our service : 20s~50s (those who commute)

Apps People Use on Train

messenger	60%
News	57%
Mail	53%
SNS	50%

Social network service and messenger take a lot of percentage

↓
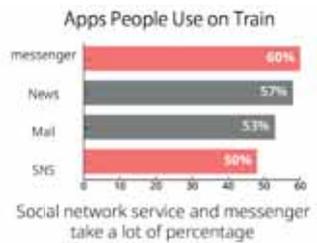
Make a service that connects those who are on the same train. Find a way to connect

Solution

Solution A.
unique topic created by A.I. from random text.

Solution B.
game concept. human vs A.I connected feeling through common enemy (A.I.)

Final Solution
Relay story writing. real time commenting and correction by A.I.

Service Flow

User enter
App on

App off
User exit

Station

Train

A.I — Keyword → User — Keyword → User — Keyword →

● A.I
● Write user
● Read user

Finish
Edit

Writing Story

User

User ← Keyword ← User — Keyword →

Real-time read
Toss pencil

A novel

Save own bookshelf

Make comment
Participate

Users

Service Detail

A.I makes first sentence
with main keyword.

A.I passes the following
keywords and sentences to the user.

The user completes their own
sentence in time.

The next user can join at the end
of the sentence, taking over the
keyword and turn.
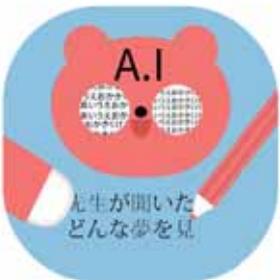
A.I corrects the user's
sentences, analyzes the flow of
the story and makes it natural.

After several repetitions, a subway
literature consisting of the sentences
of the user and Ai is completed.

Service Flow (for none_App)
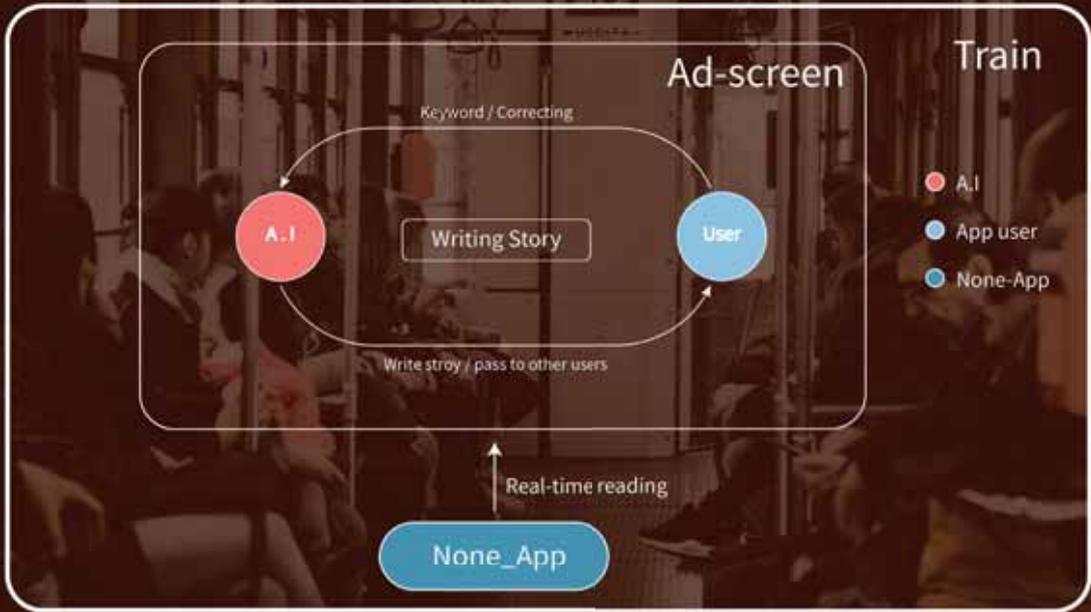
Service Detail (for none App)

In the Ad screen, a novel that is currently being written by a user appears.
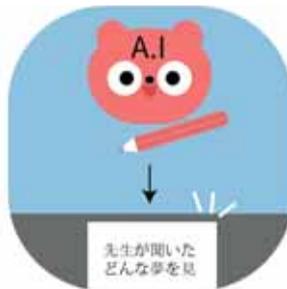
Who has not downloaded the app will be able to read the novel after A.I corrected.
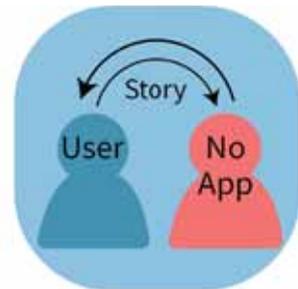
Even people who haven't downloaded the app will have the experience of sharing the same thing with people in the train.

Service Value

Unity

Act same in the same place. So people can share experiences and feel unity to each other.

Relationship

People recognize that there is a 'person' by reading sentences that contain other people's thoughts and personalities.

Fun

A little fun that makes people little more happy on the commuting road.

A.I. Character Design

With

Designing cute characters with animal pandas motifs to encourage users to continue using apps with friendliness.

UI Button design

Application UI

Splash

Designing a screen with a logo(With) is a sign of commuter's thoughts gathering together to write a novel.

The beginning of a novel by AI

AI character appears to present the first part of the novel

Toss

Users are entitled to continue writing novels by pressing the button most quickly, which means handing over the ai-character pencil.

Writing a novel

The first person to press the button can write a novel with 20 letters in less than 40 seconds.

Chatting

Even if you don't write a novel yourself, you can read a novel that's going on in real time and express your thoughts in the chat room.

Bookshelf

Because novels written on the train are gathered on the bookcase every day, you can see novels written on the train that have gone out of time, and novels that have been written on the train that I don't take

After workshop

Kimura Atsuya

I was fun to have a workshop with a great team.
This workshop was too short. So I want to meet again!

Im Yekyoung

I was so happy during the workshop. I think it's all thanks to the team members.
I'd like to thank my team so much. I hope we can meet again if we have a chance.

Hyun Donghee

Week was short, but meaningful. Got to know good people and had
a really fun time with my teammates.

Kim Hakyoung

I had a great week thanks to my lovely teammates.
The week seemed too short. Be happy, everyone. I'll see you soon.

Sato Akane

I really enjoyed this program and I was inspired by their high level.
Thank you so much!

Fukuda Seiya

I feel lucky to have such great members.
I'm glad I met you guys! Let's go out for a drink sometime.

YABA2

A . I . x F O R I E G N L A N G U A G E

Park Hyunwoo   Sakurako Holikawa   Kim Yelin

Kurei Natsumi   Lee Yumin   Saika Kohei

Background

We wanted to develop an application that would allow people to learn a foreign language more efficiently. But We felt that just learning a foreign language was not interesting and that it was difficult to continue. So we thought that it needs a function that allow user to enjoy communicating in a foreign language. So we decided to develop the concept that would give users a very interesting experience that they had never experienced before.

Main Concept

Through conversations with the user, they understand the user's language level and what they like, and change accordingly. Users can learn at their own pace.
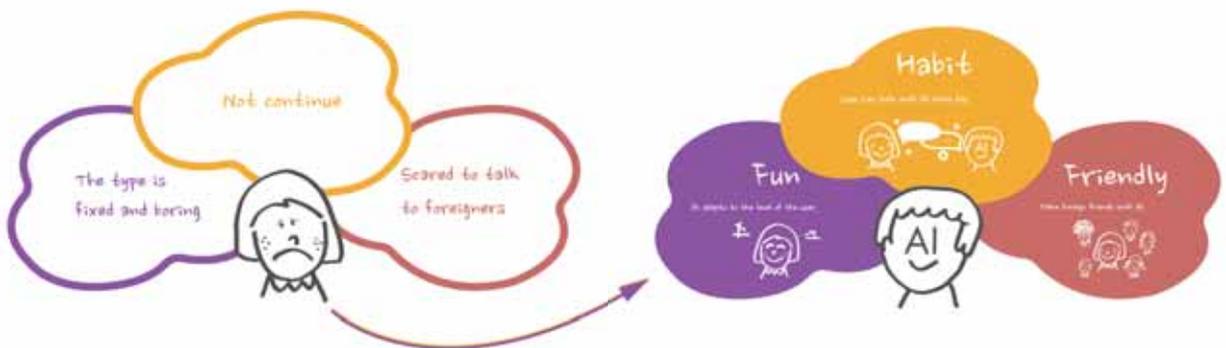
Working Images

User Needs

Foreign language

Enjoy Conversation
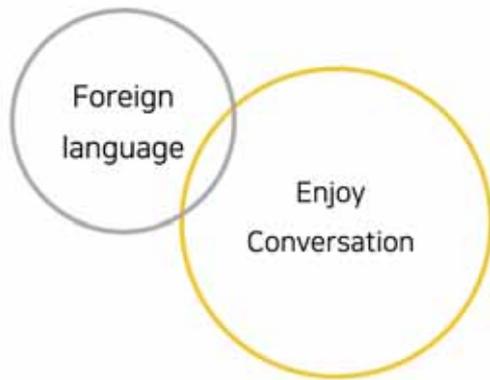
-Free of charge

-Can enjoy conversation

-Anytime, Anywhere

-Can learn languages from all over the world

-Have a practical conversation

-Don't want to feel pressure of being wrong

Survey

It is when we researched existing services the biggest problems that users felt. We hought about the needs of people using our services.

Unfamiliar Face

Dont' have time to go to class

It has only 1:1 conversations

Have few languages to learn

It costs a lot to study abroad

No real opportunity to talk in real situation
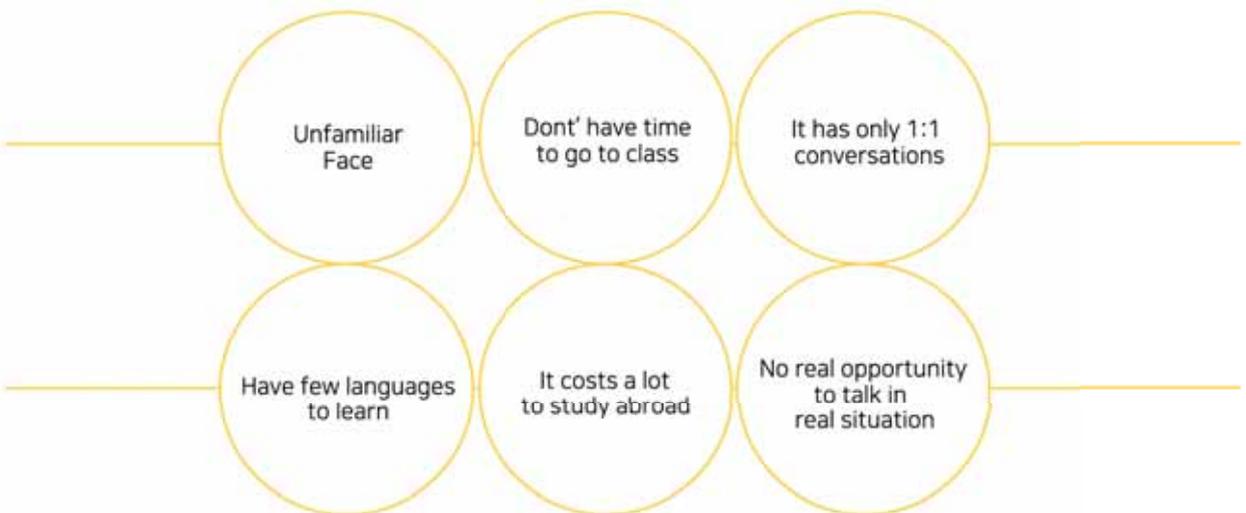
Persona

NAME YAMAZAKI KENTO
AGE 30
WORK Shibuya Bartender
ADDRESS Tokyo Shibuya-1-2-59

RECENTLY USE

食べログ YouTube
amazon docomo bike share 📷

PERSONALITY

Introvert		Extrovert
Passive		Active
Free		Busy
Enthusiastic		Indifferent

I want to talk with my foreign customer

Yamazaki, who runs a small bar in Shibuya, has recently welcomed many foreign tourists. Posts uploaded through Instagram seemed to be gaining popularity. English menus are available, but speaking English is often needed to respond to numerous liquor explanations and customer questions.

He understands that he needs to speak English in order to thrive, but he doesn't have enough time due to the business. He's looking for a way to use artificial intelligence to simulate the situation of talking directly with customers.

PAIN POINT
(1)A typical learning program cannot be used because of differences in living patterns with others.
(2)He didn't have much time to study because he operation of the bar.
(3)I feel a barrier in communication when dealing with foreign guests.

NEEDS
(1)Study at his own pace.
(2)He can learn fields of interest with AI.
(3)Practice conversations with customers at the bar

MOTIVATED

Excited
Achievement
Growth
Social
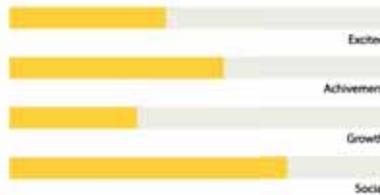
GOAL

Yamazaki wants to have a pleasant conversation with guests who have visited the bar, so he wants to effectively learn greetings or simple conversation from various countries in a short time.

I want to study foreign languages in a new way

Chae Kyung recently took a leave of absence and is preparing to study abroad. She would like to go to a university in Germany to learn a bit more of her major violin. In addition to the entrance examination, She wants to study conversation in order to live abroad alone. She tried a variety of apps or services quickly, so she used a popular English conversation app on the market, but she
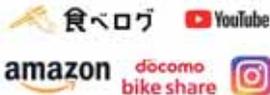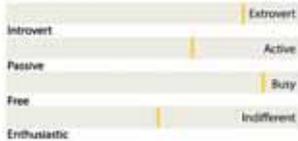
was not satisfied. She has heard that the English Conversation Study Group works well, but she was uncomfortable talking with strangers in English and constantly looking for other ways. As a conversational person, she wants to improve her skills easily and fun rather than studying hard.

NAME Lee ChaeKeyong
AGE 25
WORK Majored in Violine
ADDRESS Korea, Seoul, Secho

RECENTLY USE

📷 YouTube PAGODA
배달의민족

PERSONALITY

Introvert		Extrovert
Passive		Active
Free		Busy
Enthusiastic		Indifferent

PAIN POINT
(1) There are many conversation study apps on the market, but most of them are similar and don't match her personality.
(2) It is frustrating to study hard even conversation.
(3) Conversational skills increase with conversation with people, but it is burdensome to meet and talk with strangers directly.

NEEDS
(1) She wants a new and fun service
(2) Find an easy way to increase her skills alone
(3) In addition to English, she hopes to study relatively less popular foreign languages like German.

MOTIVATED

Excited
Achievement
Growth
Social
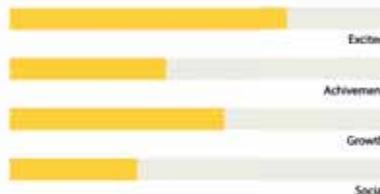
GOAL

Chaekyung wants to improve her conversation skills without having to meet people. And for that reason, you want a fun and easy service than many of the learning applications you've already used.

User Scenario

01
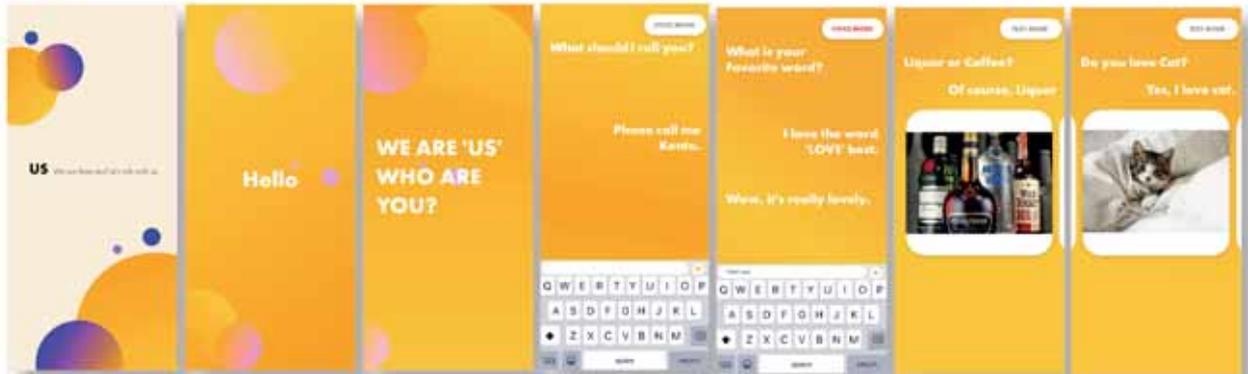
The most important consideration at this stage was to design people to feel like they were talking to friends, not robots.

When 'US (artificial intelligence)' ask a question to find out about Kento, it designed to ask questions that can help you build relationships, not just a hard question and answer. At this stage, 'US' collect and analyze informations about Kento to make friends that Kento wants.

🙂 It's feels like talking with real friend!

🙁 It's too robotic

02

At first meeting, US asks Kento some questions. It's not just about entering information, it's about finding which friend will best suit to Kento. They talk about how he's doing and where he's eyeing these days and make Kento's 'main friend'.

The call comes from 'Jessica', her first friend and his 'main friend'. Jessica will have many conversations with Kento from now to get to know each other. Talk about what Kento sees and thinks in the language he wants.

03

While talking to kento, jessica finds out that he needs another friend. When more than a certain level of conversation comes about a topic or interest, jessica introduces Bob who knows the topic better.

04

Even when kento were sleep or didn't talk to 'us', we talk a lot. Based on the conversation we had with kento, we exchange information and create new stories.

05

Say hello to Seisei! While Kento is talking with us, we also greet with the other 'us' he encounters. Invite another 'us' as a friend of Kento who grew up in conversation with other users. He will encounter new conversations that we have not shared with us. If he wants, in someone else's language!

Never be bored because kento can listen live reaction.
Kento can be irritated of too talkative friends.

Glad to meet another user and his friend.
Surprised by sudden event.

If Kento wants, they can share their AI friends with other user (to experience new language or make new friends.)

WE ARE HERE AND LET'S TALK WITH US

After workshop

Park Hyunwoo

I had a great time meeting nice team members. While I was working on the project during the workshop, each day seemed like a trip to me. Personally, it was even more meaningful because it was my first time attending an official event with our class mates. I was strange and worried because it was the first time, but I met many good friends and talked a lot. It's a pity that the project is nearing the end. I hope everyone can meet again someday.

It is hard to talk each other in different languages at first. nterestingly enough, our group's theme just happened to be set in a foreign language. So we talked as much as we could, asking questions about each other's language. In the process, I learned that I could communicate with people with different languages without necessarily speaking the perfect sentences. While working together, I was able to experience the same thing. The process of working was really different, but nevertheless, it was interesting to work in concert with each other. I think I had a good experience.

Kim Yelin

Lee Yumin

At first when I get here, I didn't think that I will learn many things. But when I get here, I learned that working as one team with people who are in other culture and different thought is not an easy thing. It was great experience to be with you. When I look back after time, I think it'll be a good memory. And I was happy to meet good team member, especially Yelin. Thank you for your compliment and cheering me up! It was a real help for me. Thank you everyone!

At first I was anxious because I was not good at English, but Koreans student seemed to speak slowly and easily, and they was kind and I hard to speak English. I think it's a good idea to be able to communicate my opinion! I was able to feel a sense of accomplishment.The student of the group were also interesting and very fun pbl!!!

Holikawa Sakurako

Kurei Natsumi

At first I was very nervous, but the group members ware kind, so I enjoyed working on the project. I realized the difficulty of creating new things. However I think it was a very meaningful time.

I have been very happy for these 8 days. I was not good at English and couldn't speak velly well. But my team members were so good at understanding my poor English, so it was great to be able to communication. Thank you very much. I want to study more English and speak more. See you again.

Saika Kohei

dAIski

A.I. x MOBILITY

Kwon Soonwoo   Choi Hyukjin   Jeong Yaejin

Yuzakino Fumiya   Tauchi Itsuki   Ehara Ryota

Background

In the spare time on the lift .....

coaching
dAIski suggests **new play and advice for improvement** ski or snowboard technique.

plesure
dAIski takes video of our ski and snoboard scene and show us the video and **we can get video of memoriies**

dAIski can do this also

dAIski
AI x Mobility

Improve fun and motivation of the next play

Give information that analyzes

Gather how the user playing data

Brainstorming

Definition of Mobility

first of all, we define "What is Mobility?"

Various approaches

We thought about the various forms that occur when Ai and mobility combine.

Affinity Diagrnam

We categorized various types of mobility according to specific situations and forms.

Problem Recognition
We analyzed about the problem of using mobility

Research

Dissatisfaction at a ski resort

It`s difficult to improve skiing and snowboading techniques

I wants to take lots of cool photos

The time on the lift is boring

Purpose of visting the ski resort

Other reasons
To practice ski or snowboad
To enjoy the nearby facilities
To interact with friends
For travel
To enjoy landscape
To enjoy ski or snowboad

Many people are coming for enjoy the skiing experience and landscape
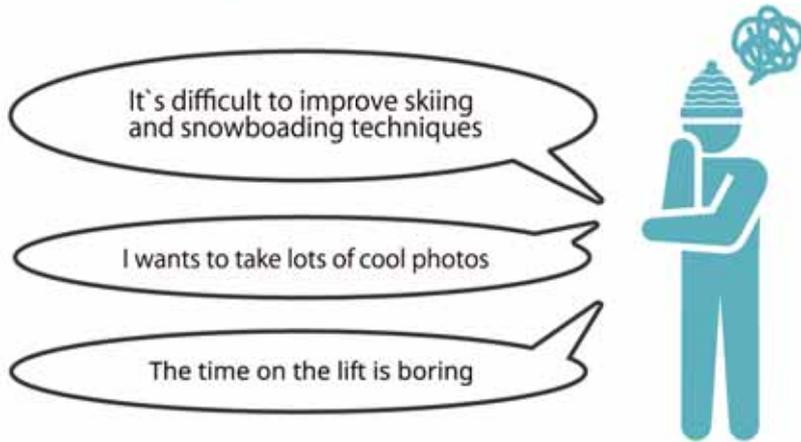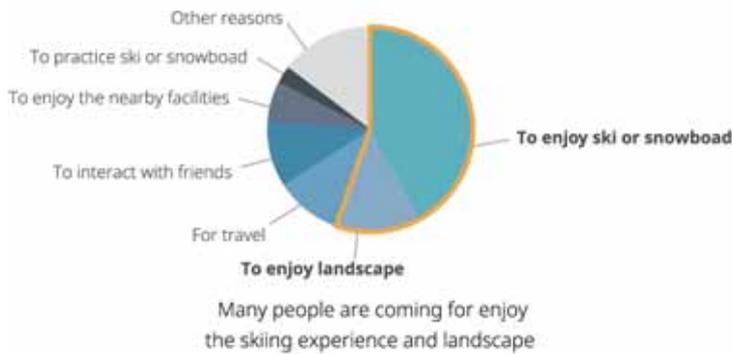
Rate of people who want to record memorises at the ski resort

94.8%

Almost everyone wants to record their memories
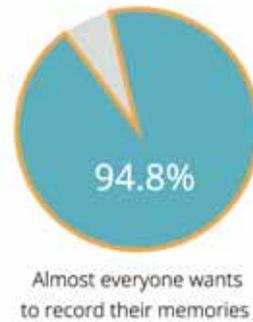
Technic Research

LG LAT240DT

This transparent LED signage module can be istalled on various glass structure.
It can provide new typs of display

SLOW SHOT-3

This camera is for tough outdoor acrivities.
It can take a videos even moving object in various mode (like slow motion)

A.I. Character Design

Lee Suk Hee/male/18y-o/Korean

He is a Korean student who has completed college examination.
In commemoration of becoming an adult, He planned a trip to Japan
with my friends.

Goal of visit-Having fun and make memoriess with his friends.

stage	interest	Collect data	Participate			Continuous contact and share
scan/place	home or school	Internet Cafe	First lift	Second lift	Riding after AI assistant	Home
channel	smartphone	PC or smartphone	Lift	Lift	Slope	Smartphone
touth point	advertisement	Website	Display	Display	Ski	SNS
activity	Making plan for visiting ski resort with his friends. He saw AD about ski resort that have new lift facility. He informed it to his friends.	Learn about system. Check the options and money,place,etc. He should talk with friends about the options.	He and his friends answer questionalies analysings user's level,situation	He and his friends watch LEE falling down and laugh together. (He also see AI coach suggestion to improve his skill) They decide to play game.	He wants to win the game,so he tries his best. (He tried to improve his skill.)	Using app,he downloads the videos that he skilled, and posts them on his account. Through app,he receives alarm of the ski resort. (He analyses his videos to do better next time.)
thought / feel	It is interesting. Because this system help us make memories easily.	With this system, we enjoy various activities like race. System can help biginner to ride ski well	It's first time skiing so he got a little bit nervous. But also excited since he is with his friends.	he feels it funny and satisfies since he is making memories with his friends.	He has a lot of fun. He loves ski more	He has confidence and wants to visit the resort later again.

Application UI

Aoyama Saori/female/26y-o/Japanese

She is an office worker who likes sports. Interested in self-realiza-
tion, she has been skiing since winter two years ago and visits the
ski resort every year.

Goal of visit- Improving her skills of ski.

stage	interest	Collect data	Participate			Continuous contact and share
scan/place	home or work place	Work break time in work place	First lift	Second lift	Riding after AI assistant	Home
channel	PC or smartphone	PC or smartphone	Lift	Lift	Slope	Smartphone
touth point	SNS from friendos	Link from SNS	Display	Display	Ski	SNS
activity	The app sends push alarm that attracts her impression.When she goes inside the app, the app shows video of her last year skiing and reminds her to visit again.	Learn about system. Check the options and money,place,etc. She should think about what level is the best for her.	She answer questionalies analysings user's level,situation	Check her skiing with advice from AI. She downloads videos of her favorite skiing.	She progress conscious of what she was taught by AI	Using app,he downloads the videos that he skilled, and posts them on his account. Through app,he receives alarm of the ski resort. (He analyses his videos to do better next time.)
thought / feel	It is interesting. Because it would be fun to see skiing myself.	I can improve my ski skill.	Let's do my best to be better than last time.	This is my bad point? I have to be cateful.	Today's my skiing is great!	He has confidence and wants to visit the resort later again.

User Journey Map

1 1st boarding on Lift

↓

2 Riding Ski

↓

3 2nd boarding on Lift

1 1st boarding on Lift

What is your purpose?

Did you come..

Alone

Game
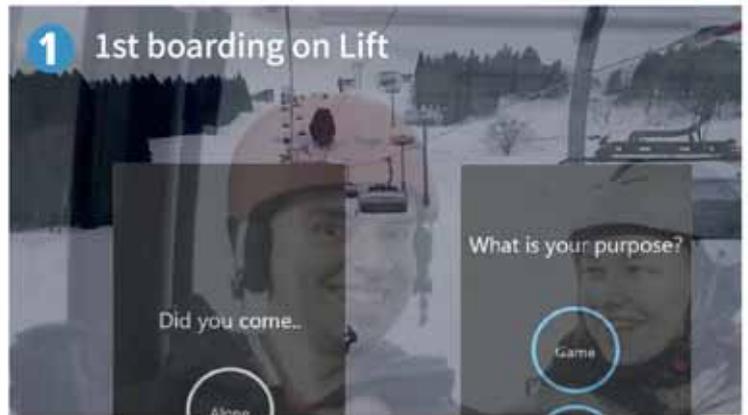
On the first boarding,
The user provides Ai
with his information.
After knowing the situatio
and status of the user,
Ai provides the program that
would be fun and
helpful to users.

Start

1. Single
2. Groupe

Scaning you

Are you sure?

How many?

Password

1.Together
2.Separate

Show the video
Change options
Share/Download

Where?
(Diagram)

Body scanning

1. First visit
2. Multiple visit

Do you need explanation?

Instruction

1. Speed
2. How many falls
3. Skill challenge
(Can multiple select)

Purpose?
1.Game
2.AI coach
3.No need

1. Speed
2. Posture analysis
3. Quest to improve
(Can multiple select)

Setting password

Message
(You finished all
of the Question.
Enjoy your Janurney!)

Start

Did you come..
Alone
Account
Together

What is your purpose?
Game
Account
No Need

Set your password

user can set password

Game
Quest
Skill challenge
Quest fall down

AI Coach?
Speed
Posture analysis
Quest

You just finished
all the questors.

Enjoy your journey!

I came here with
friends.

And I hope to improve
my skills, and make
many memories with
friends

2 Riding Ski

A user arriving at the top of the slope
Enjoy skiing as usual
Ai tracks the user.

Ai uses the user's appearance
to identify users.

3 2nd boarding on Lift

The person who came down on
all skis ride the lift again.

On the lift to the top of the slope,
users are recorded and analyzed
in various ways by Ai.

Users will be able to use
the application later on.
It can hold videos and use them in various ways.

Start

Finding your face...

You?
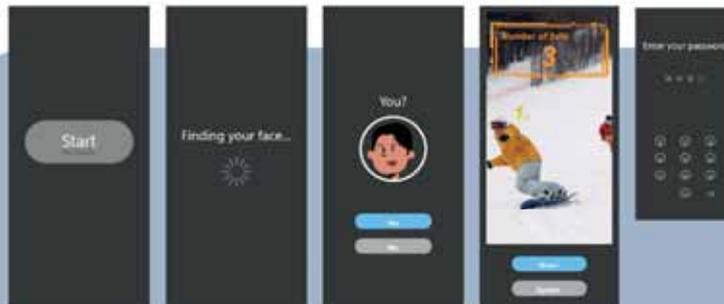
If Ai cannot recognize you,
You can authenticate yourself with password.

After first riding, I ride a lift with my friends again.
Then We can watch ourselves.

The Ai masured our speed, and make ranking among us.
My speed was 2nd, but My ranking was 3rd,
because I fall down 3times.

Ai show me riding also.
Ai analysis my posture, and give som advise for me.
(Lower your center of gravity)

I downloaded it through the application.

50km/h

A.I. Character Design
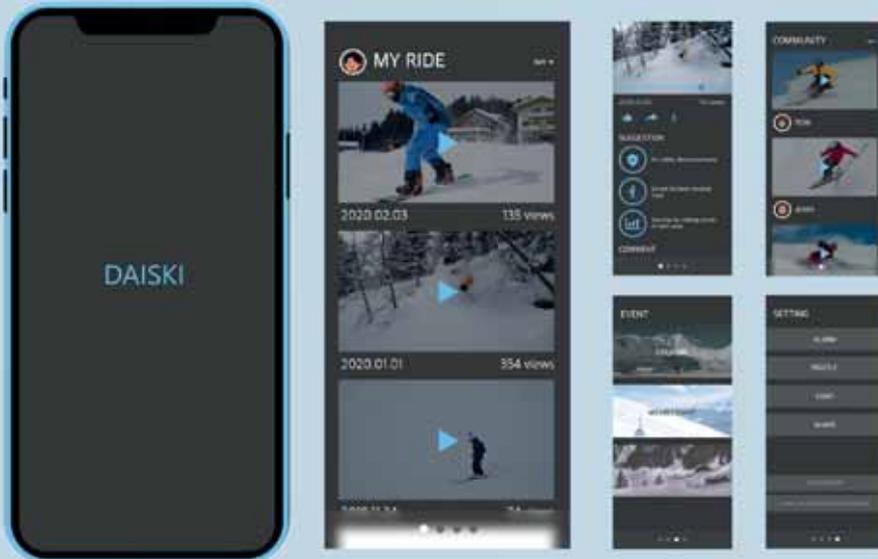
dAIski App

With this app, the users can download
their own skiing moment recorded by Ai.
It helps users posses their memoris,
and improve skills.
And they meet various service(community, events..)

It Induces user continous activities

A.I. Character Design

After workshop

Fumiya Yuzakino

This was my third PBL, but I had a hard to speak English. This time the theme was difficult and it took time to decide on our idea, but we were good to come up with a great idea. And we were able to make panel and mockup quickly. I think member of this group is "dAIsuki" !

Hyukjin Choi

It was a good experience to work with people who have experienced different cultures and learn a different design process from Korea. Also, I could understand the importance of language and I wanted to work with people from many countries in the future.

Itsuki Tauchi

I'm glad we made lovely and new idea! It was fun to know Korean culture that I don't usually touch! I will definitely go to Korea! Thank you SHIBBAURA for a wonderful time !

Yaejin Jeong

It was a really memorable week! I was able to learn how to communicate, compromise, and reach the solution that we wanted. We have totally different mindset and thought, but getting over the obstacles was fun!

Ryota Ehara

At first I was a little nervous because it was my first gPBL. But once it started, I was able to have fun. In addition, I was able to work with members who could not easily interact, so I learned a lot and gained a very valuable experience. Thank guys!! dAIsuki 10baura!!

Soonwoo Kwon

It was tough time. But I know it was a essential process for taking to the next level. Every time we communicate, enjoy, work together is precious experience.

And we became great friends each other. This must be most valuable .

MIRRAI

A . I . x H E A L T H & B E A U T Y

Bando Kotaro   Kanamaru Hinako   Tsuzuku Shunsuke

Kaoru Nagata   Park Hyowon   Ryou Jaekyeong

Background

How we can keep our motivation?

20XX.01.01

20XX.12.31

Many people face this situation every year.

But, they want to exercise for their ideal or healthy body. It's easy to get the shape you want through exercise, but staying at that level is more difficult than what you think. We looked at the factors that influence motivation through the differences in health populations between

Japan and Korea. And by applying that factors to our service, **we tried to solve the problems for those who had difficulty sustaining the movement.**

Design Process

The Process of Design Squiggle

Uncertainty / patterns / insights | Clarity / Focus

Research | Concept | Design
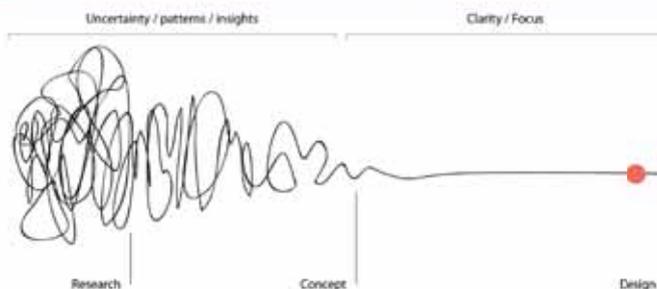
Image source by IKM

The Double Diamond Framework
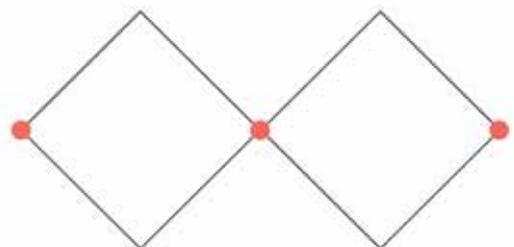
Combination of two types of Design Thinking Process

We spent a lot of time on identification, and this process allowed us to discover situations that were caused by cultural differences between Korea and Japan, but with the same essential problems.

Then through double diamond methodology, the concept and concrete function of service were defined by analyzing characteristics and journey of persona. The prototype was then tested to determine the final design.

Desk Research

Why is there a difference in the number of gym users in Japan and Korea?

① We think about the reason is,

Korean show off own body on SNS more than Japanese

② We think about the reason is,

Existances of familiar role model.
- such as K-pop stars

And maybe these help us to increase MOTIVATION!

Field Research

Korea

Common space and more opened

separated by a partition

emphasize own body

○ **Changing room** • - - - - • ○ **Shower room** • - - - - - • ○ **Selfi zone** • - - - - - - •

Japan

common space or private room

separated as a private room

emphasize atmosphere of gym

This step found some differences in gyms in Korea and Japan. (Picture above). And we got two insights.

One was about the right place to put a mirror. Another was that it would be nice to be able to see the results of exercise through a mirror.

Persona

Persona 1 | Advanced

Name	Back Gongzu
Job	Student
Age	22
Height	156 cm
Weight	48.0 kg

I want to have a nice body shape like her!

Mobile Expertisement
Check everyday for SNS
ex) instagram, facebook

Gym Expertisement
Go 4days a week.
have been tried
various sports.

Behavior
· Have been played sports, a lot.
· Like outworks.
· Have high level motivation, but hard to keep it.

● Increase motivation for exercise.

Persona 2 | Beginner

Name	Lee Charming
Job	Office worker
Age	37
Height	172 cm
Weight	89.4 kg

I want to loose weight for healthy body.

Mobile Expertisement
Use sometimes
ex) for contact with boss

Gym Expertisement
Never been before
NOT have been tried
sort of sports....

Behavior
· Lack of exercise
· Heard "Go to Gym !!" by his wife, at least once.
· Have low level motivaton. (Almost 0..)

● Need motivation for starting exercise.

Customer journey Map

Place	House			Gym			House
Steps	Go to the gym	Get into the gym	Change into a Sports Suits	Do Exercise	Take a shower	Change into my clothes	Go outside
Feelings & Activities	● Annoying go to gym *weght, bike, bus, subway etc..*	o Neutral *tag ID card*	o Neutral *change into a sports suits* / ● Confused *don't know what to do first for the beginner*	● Active *doing aerobic activities a treadmill, a cycle or something* / ● Too hard *doing musculo-skeletal movement*	● Accomplishment *finishing exercises a treadmill, stretching* / ● Anxiety *there is a lot of crime in this space, a treadmill, stretching*	● Disappointed *nothing seems to have changed before exercise*	● Accomplishment *Go home with satisfied feeling*
Pain points	going to gym is very annoying		don't know how to use equipments	hard to keep exercising	worry about some crimes..	want to know about the result of exercise	
Needs	make me to go to the gym...plz		want to know what do I have to do, and how to use them	keep exercising but not to quit.	make me to go to the gym...plz	want to show some changes with my body	
Goals	How can be increased our motivation?		How to make it easier to start exercising?	How can I keep my motivation going?	Where should the MIRRAI be?	How can we visualize the effects of the day	
Insights	- Tag a wearable devices. - Show my ideal apprearance.		- Suggest my training menuel for today. - Tell me how I can use exercise equipments for the first time.	- Tell me how much more to exercise. - Recommand a way to stay motivated	- Put the mirror in a private place. - Let's think about the way to NOT expose the camera.	- Show the differences compare with before. - Show user's body by using inbody changes. (or the scale...)	

Service Concept

Check your body.
1. Measure and take photos before and after exercise.
2. Check the changing in-body level after exercising.

Show your MIRRAI.
Give motivation by an easy and clear comparison of now and the future.

Recommand exercise.
1. Suggest me the day exercise to be my ideal figure.
2. Share it with your friend after exercising.

Service Scenario

1 Check body & take a photo
Measure the user's status.
● Camera comes out from behind the mirror

2 Set my ideal appearance
When user poses certain gesture, mirror display user's ideal figure.

3 Suggest daily exercise routine.
Suggest daily exercise routine.

4 Do exercise
Manage time.
Record a data by wearable device.

7 Share the results on your SNS
SHARE ON SNS
Offer a image of results for sharing.

6 Check the result of today's exercise
This is your body profiles.
Display results of exercise and changes.

5 Check body & Take a photo
Measure the user's status.
● Camera comes out from behind the mirror

05

Prototyping

What is this?

We limit activation areas in the mirror throughout several tests.

How it works?

And this area will be moved to the proper position through gaze tracking.

- 183cm
- 170cm
- 160cm
- 165cm

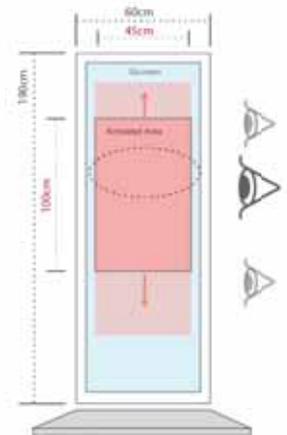70cm

How to Compare me with myself in the future quickly and easily?

| REALITY | MIRRAI | | REALITY | MIRRAI |

You can see your inbody and your present self. (default mode)

If you make this posture, light will on and you and see your real body.

You can see your Ideal body by using certain gesture.

If you make this posture, light will off and you can see your ideal body.

prototype -1
Recommand exercise

prototype -2
Check my status

This is your body profile.

How to Use the wearable device in the gym?

1. Just put it at your wrist.

Then **you can use this to tag in the mirror.** And it check and helps you exercise using sensors to detect user movements.

2. Then, you will know everything.

The wearable device show users what exercise to do today. **The device can also check if the user has exercised.** This will help users make the ideal body they want.

Technology for MIRRAI Mirror

Mirror UI
Check my status

Mirror UI
Suggest today's exercise

Data Sharing

Wearable device UI
How to use the equipments

In the first use, the user may set an exercise goal in consideration of an ideal body shape and duration. In consideration of this, Mirai Mirror recommends daily exercise routines to users. When the user's data piles up a lot, a person with a certain exercise goal can calculate a certain plan and work out a steady exercise to suggest a more sophisticated exercise routine.

Business Model

customers' data

data

motivation

GYM

Service

USER

equipment (including wearable device)

keep working out (pay money)

Training gym's Aim

Get new customers
& Keep royalty customers

Enforce UX & improve Gym

User's Aim

Keep exercise & Be ideal body (style)

get motivation and keep it
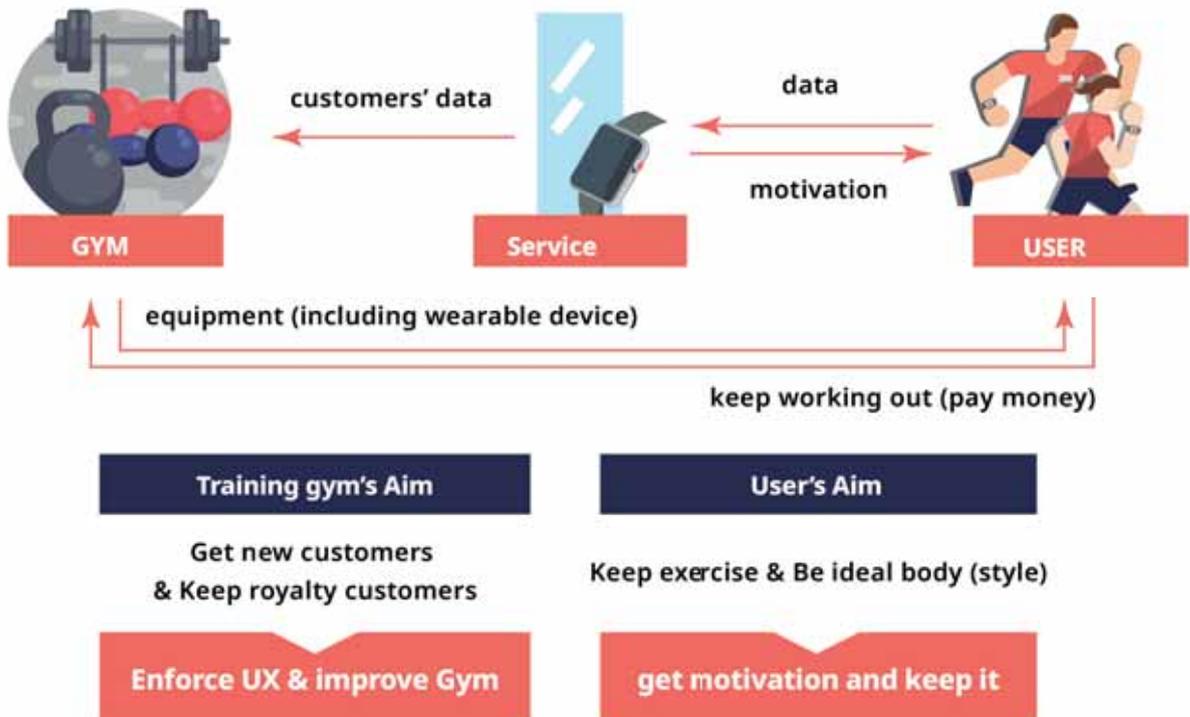
After workshop

Kotaro Bando

Good work for a week! Everyone worked hard!
If JAEGYU and HYOWON come to Japan, let them know.
Of course, I'll contact you when I go to Korea.

Hinako Kanamaru

Thank you for your hard work! I feel that the high skills of students at
Kookmin University and the completion of the program were really
due to their strength. I'll be in the 4th grade now, so I'll do my best
to be as reliable as Jaegyu :) It was a fun team with a variety of
members! Thank you in Korea!

Tsuzuku Shunsukev

It was a wonderful experience. The process of bringing everyone
together is a truly meaningful experience. Thank you for your
support and I will go to Korea and contact you!

Kaoru Nagata

It was an interesting workshop. It was a great experience for me
to learn a lot from the project with seniors and Korean students.
I hope to join you in the next workshop. Well done everyone!

Park Hyowon

I was so thankful. And it was a very fun time. I want to see you
all again. Thank you for the present - Bando, Tsuzuku, Kaoru,
Hinako. Take care. Please contact me when you come to Korea.

Ryou Jaekyeong

Thank you for the gift and thank you for remembering the
workshop as a fun experience! I'm very happy~! :) Please contact
me if you come to Korea! I'll show you where you're having fun
and buy you a drink.

Hong Shi

A.I. x FASHION

Kim Bora

Kubono Sayaka
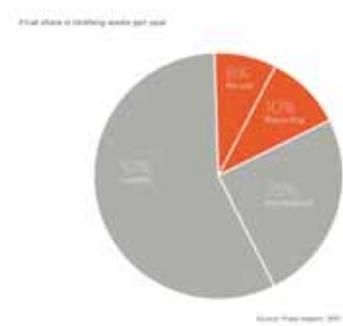
Song Seohyeon

Sato Manaka

Sohn Joungim

Noguchi Reina

Brainstorming

Background 1, Main Problem : Clothing Waste
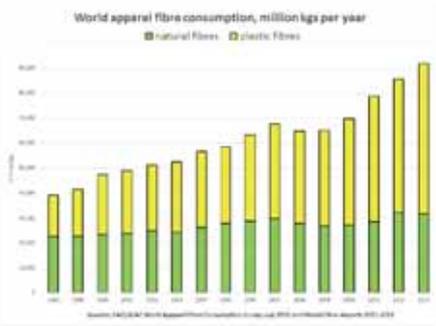
Due to fast-fashion, there are too much clothing being thrown away. Every year about 90000kg of trash is being made, but only 10% is being recycled and over 57% goes to land fill. although many of them can be reused or upcylced, it is polluting the earth

Brainstorming

This is a advertisement of korean brand. it says "when you are sick of same ordinary presents"

you can easily see related search terms such as recommendation of gift for those in their 20s and recommendation of mother's birthday gift.
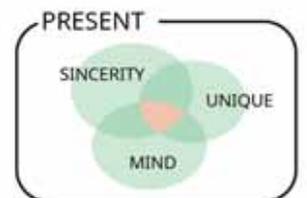
In fact, many people worry a lot when they give gifts to precious people. The true value of a gift goes beyond what money can buy, and includes sincerity. We are interested in the view of these gifts.

Field Research

2020.02.07 reDESIGN closet in 3-18-21 jingumae, shibuya-ku, tokyo

We went to repair shops & recycle factories in Harajuku.
We have learned how many machines are used in the current work site and how many can replace the human roles. We could also see what user's needs and what problems were not being solved at the moment.

User Needs

NEEDS

good-quality   Too expensive   present

Difficult design   up-cycle

Combination   Inconvenient   memory of clothes

Unique

New Experience   Donation

Sustainable   low-interest   eco
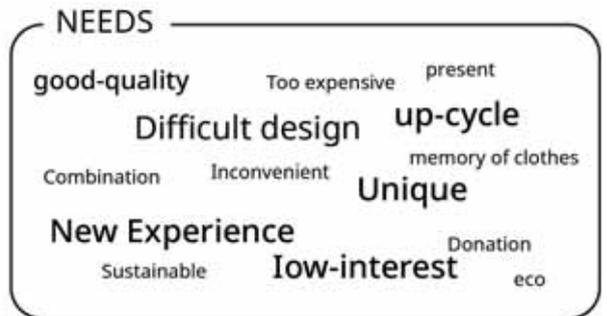
Concept

Problems of existing recylce systems

Traditional recycling processes require users
to invest high interest in the design process themselves.
This made it difficult for users to recycle.
Therefore, the concept is based on a platform that makes the recycling process easy.
In addition, through the revitalization of the clothing re-form business,
the entry barrier can be lowered in terms of price.

Solution

Usability of AI

In our platform, AI offers simple design suggestions, production processes and services.
This increases efficiency and makes it easier for nonprofessional people to experience
clothing redesign.

Field Research

Re:clo

present for loving people

reform result

made of clothes that consumer's don't wear or old clothes

+

eco package

made of clothes that have already been thrown away.
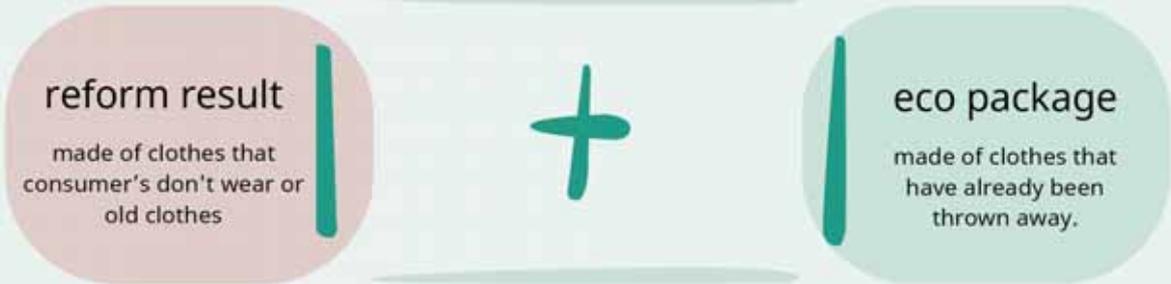
Users get valuable results from their old clothes,
not only do they not make trash anymore,
but they also use packages as already discarded closures waste.
So, they experience two eco saving values.

Business Model

ORANIZATION   RE : CLO   USER

RE : CLO
ECO-REFORM PLATFORM

organizaton
selling

COST
Inventory expense

COST
REFORM RESOURCE
PERONAL INFORMATION
DESIGN SAMPLE

RESOURCE
OLD CLOTHES / STOCK

organizaton
donation

CERTIFICATION MARK
(GIVE ECO SAVING BRAND IMAGE)
Inventory expense

USER

REFORM RESULT
REFORMING NEW ITEM + ECO BAG

[PRODUCT]
AI DESIGN EXAMPLE
REFORM SERVICE
ECO PACKAGING

[VALUE]
EXPIRENCE
UNIQUE ITEM
ECO SAVING

individual
donation

COST
Inventory expense

Persona

Name : Rika
Age : 28
Job : housewfe
Field of interest : family,child-rearing
Character : be bad at tidying,
Keywords : reform,arrangement
Needs : chersh someone's memory
Situation : Want to get rid of children's clothes that don't fit my size.

tech savy
early adoptor
hard working
social networking
money concious

Before Problem

1. Hard to find reform shop
2. Difficulty of communication with reform designer
3. Hard to think of how to use old clothes & memories clothes
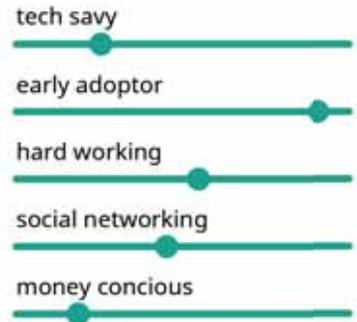4. An increasing number of misfitting children's clothes

Solution

1. Application (easy access)
2. AI Design (human right expenses)
3. AI recommend - show idea of gift example
4. App UI help intuitive use

Scenario

1 She is looking for her daughter's present. And she wants to use old clothes of her daughter.

2 She knew "Re:clo" on Instagram and installed app. First,she takes a picture of her daughter's used cloth and uploads the picture to the app.

3 Talk to app about memories of her and her daughter's clothes.

4 App recomends unique ideas. 「It's perfect idea or her daughter!!」

5 Go to Re:clo shop with the clothes. And decide details such as texture. And she chooses what kind of pakaging she wants. The packaging used tobe old cloth.

6 Wait until arrival!

7 She knew that some people only donated clothes through this. And she is troubled with a lot of clothes.

8 She brings old clothes to Re:clo shop.

9 Check the condition of clothes using machine. And she gets the money. The money depends on the condition of clothes.

10 Managed to resolve her dissatisfaction!!

11 And good for the environment!!

App Prototype

For reforming-

Users register their identity and clothes that they want to reform by scanning them.

Through a conversation with Ai, we analyze the information and taste of the person who will receive the gift.

Then, Ai shows simple reform design examples.

Of course, you can modify the details that describe your taste.
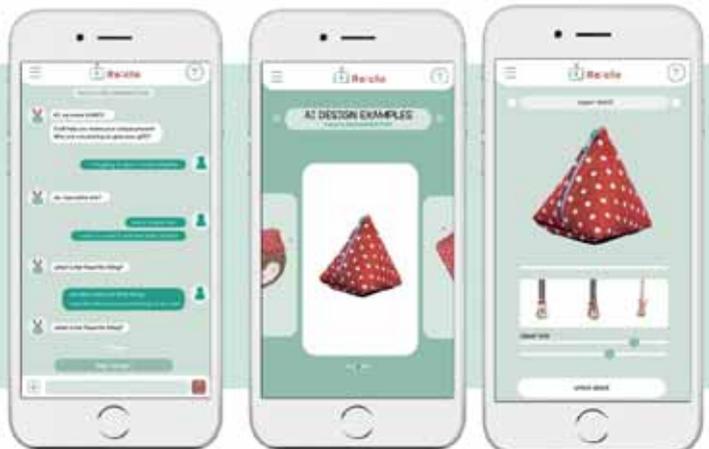
After this process, designs can be paid for at a lower price.

Visit the Reform Center or receive the reform result by delivery service- with eco packaging.

customers can also experience reform process and making eco package.

Center Prototype

This is a center where ai machines help to reform.

Customers can see examples of cloth, use reform machines, pick materials.

Also, experience creating eco packaging if they want to.

Device Detail

After workshop

Kim Bora

It was an eye opening experience. I was shocked by different ways we approached the task. We exchanged thoughts and ideas and the result was nothing I imagined it to be. Although the journey was tough, especially communicating in different languages, the result was worth the trouble. I found new ways to improve my design abilities. I want to thank all my teammates for their hardwork. Thank you.

Manaka Sato

We focused on environmental issues with fashion as our main theme. Through this group work, Korean friends helped me many times. I was also surprised at the skills that Korean friends have. And I thought this experience would help my future. Through this group work, Korean friends helped me many times. I was also surprised at the skills that Korean friends have. And I thought this experience would help my future.

Sayaka Kubono

By attending this workshop, I learned that there are many ways to solve problems using design.
I was also impressed by the wonderful skills of my Korean friends, and I thought I had to study more.

Sohn Joungim

Workshop with people who use different languages and cultures was a great experience. I could get a variety of knowledge that I did not know, including the way I thought or the way I expressed myself. The result is disappointing, but not only the result, but it seems to be getting a lot. It's a short time, but I'm grateful to the team members for their hard work, and to the professor for giving me this opportunity:-)

Song Seohyeon

It was really fun to communicate with foreigners and complete the project. I felt that working together as I worked out the cultural differences was enormous. I was proud to be able to make even more new designs using Ai.

Reina Noguchi

Services using AI and fashion were very popular, so it was very difficult to come up with new services. There was a lot to learn from the Korean team. I want to make use of it in the future.

アンニョンハセよろしく

A.I. x DESIGN

Anzai ryusei   Hasegawa Yukine   Kato Miyu

Won Gaeun   Kim Hyunjin   Bae soyoung

Overview

Our Service is
to help
designer's interview.
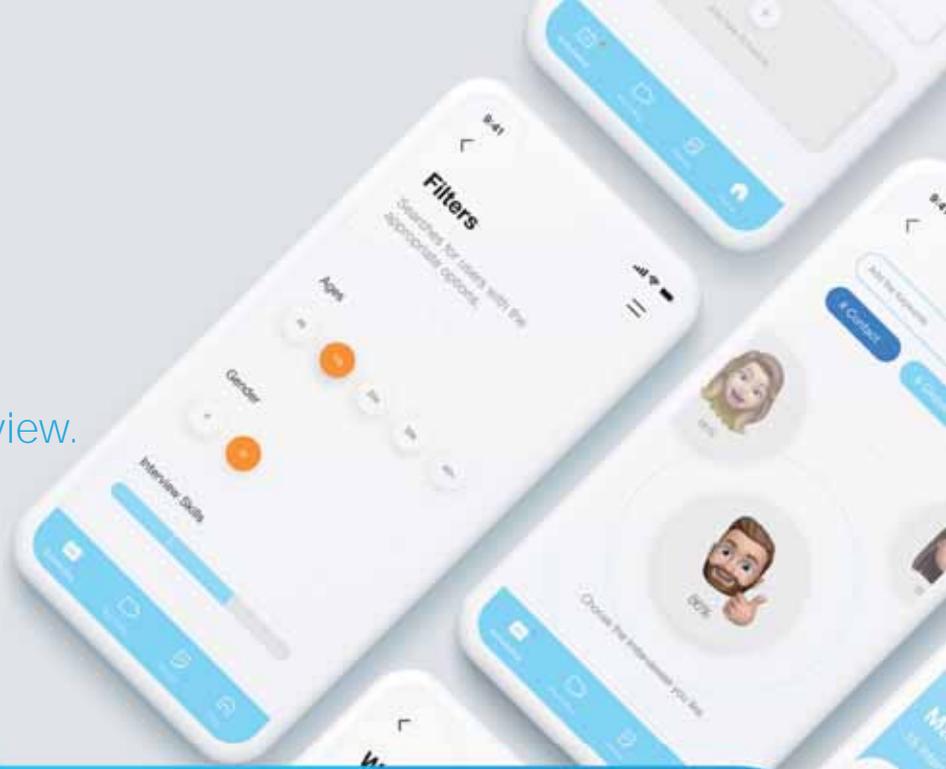
- Making Question
- Matching inverviewee

- Recording interview
- Catching the interviewee

- Alanyzing interview data

Background

Designers often use a typical method of interviewing to get their needs. Designer needs to prepare questions before doing an interview, find people to interview, and then spend a lot of time and work to analyze the answer data after the interview. Our service goal is to help designers get quality interview results by reducing cumbersome steps, giving interview tips to inexperienced people, and getting insight.

111

Project Process

Research
Survey

To find problems, we did desk researches and desk researches and did a survey.

Persona
Journey map

Based on the answer from survey, we set up two type of persona and Jour-ney maps about interview's steps.

Idation

To offer the serive which can solve the problem interview-ers, we did ideation.

Design
Prototype

After having specified the service, we made APP & product design. Also we made prototype to implement services.

Role playing

For user testing, the role-playing test is conducted. After testing, improve results.

Research

We surveyed designers and prospective designers to find problems with designers. The results of he questionnaire showed that 36.5 percent of designers were satisfied with the interview, while 45.5 percent of the others were usually dis-satisfied and dissatisfied with 18.2.

Persona

Current status

She is very shy and not good at talking to strangers.
But she wants a successful interview to create a better service.

Needs

- She is lack at the financial to compensate for interviewee
- It's hard to make the question
- It's hard to adaptation to circumstances(臨機応変)

Beginner
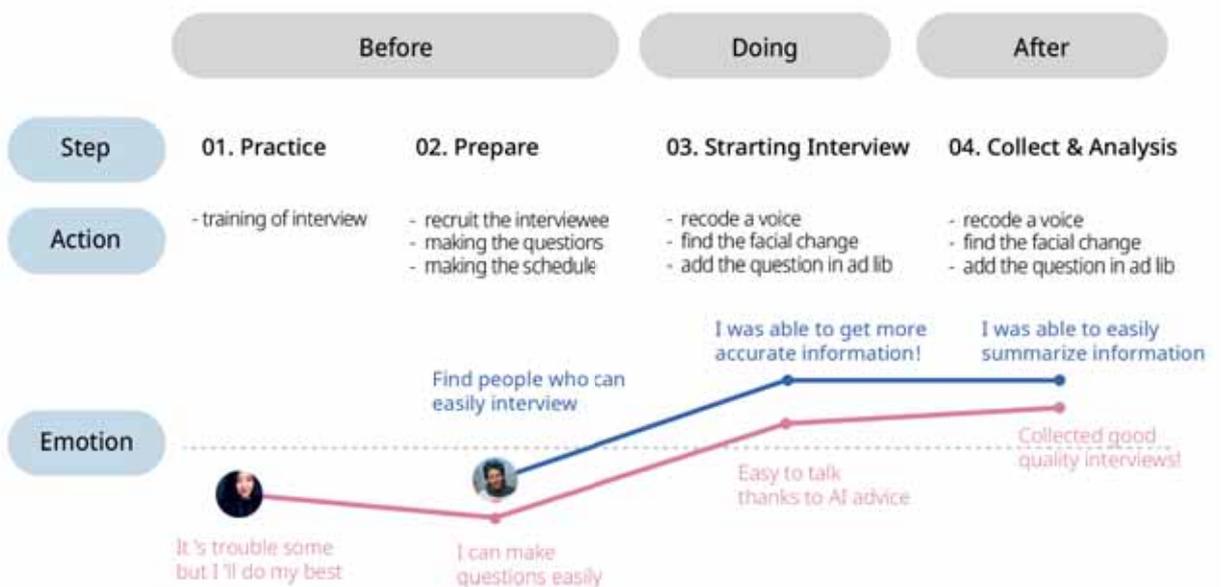
Current status

He is very friendly and good at interviews.
But he wants to conduct interviews more efficiently.

Needs

- It's hard to find an interviewee.
- It's hard to Analyzing & categorizing.
- It's hard to the feelings from face.

Professional

Journey Map

	Before		Doing	After
Step	01. Practice	02. Prepare	03. Strarting Interview	04. Collect & Analysis
Action	- training of interview	- recruit the interviewee - making the questions - making the schedule	- recode a voice - find the facial change - add the question in ad lib	- recode a voice - find the facial change - add the question in ad lib

Emotion

- It's trouble some but I'll do my best
- I can make questions easily
- Find people who can easily interview
- Easy to talk thanks to AI advice
- I was able to get more accurate information!
- Collected good quality interviews!
- I was able to easily summarize information

Service Detail

Planing interview

Find interviewee
&
Want to make the schedule

Data Base

Interviewer

Recommend question
Train the interview

APP

Search the work

Give the information

Interviewee

Doing interview

Recoding interviewe

Give info about condition

Interviewer

Give interviewee's
condition

Product

Recording vidio & voice
Translate langage

Interviewee

Control product

Give the Data about
interviewee's condition

Gathering
Data Base

APP

After interview

Analyzing the result

Extra question

Interviewer

Categorizing the result
Feed back about interview
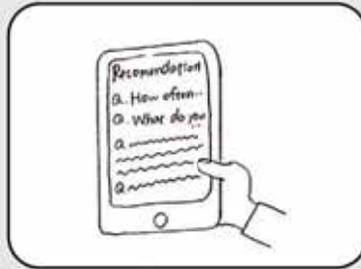Making note & Recording
the history

APP

Service Detail

1. Find interviewee

AI find the best person for the interviewee, and recommeded.

2. Recommend Questions

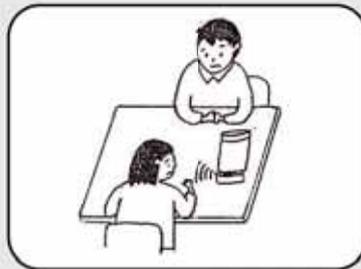AI suggests questions that you will need when designing.

3. Trainning

Begainers of interviews can practice interviews agaist AI.

4. Recoding & Dictacting

AI records and dictates questions and answers.

5. Recognize interviewee's condrtion

Check the condiction of interviewee and, if anxious or frustrated, tell the interviewer to relieve the condition.

6. Recommed Extra Question

After amsweromg questions, AI suggest additional questions.

7. Analying Record
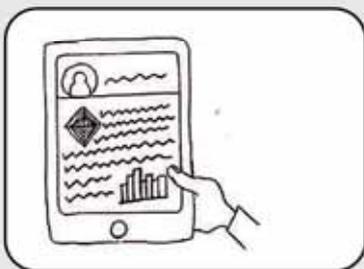
AI analyzes the characteristics of the person from the interviews results. Not only that, but also advice to improve the quality of the interview for beginners.

8. Feedback of interview

you can interview questions and answers. looking back, there may be new discoveries.

App & Product Design

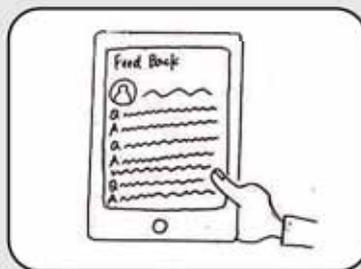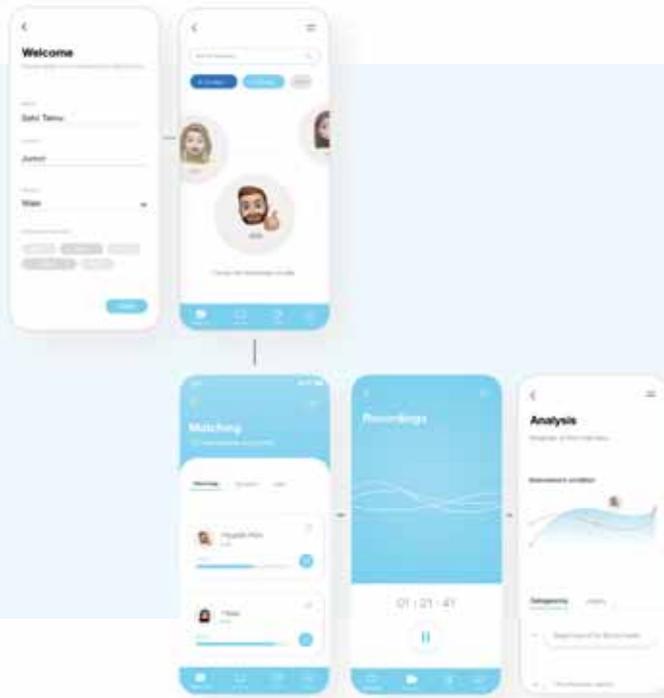

There are many ways to find a suitable target for project, to select options or search for keywords. Once you find the suitable interviewee, you can organize schedule too.

And then, connect with the product to record the interview, and analyze interview. Before the interview, beginner designers can be recommended some tips by AI. Professional designers can also get new inspiration from keyword recommendations.

Mood Light

Moving Up& Down

Carmera & Beam Screen

Our design concept is that the interview is as likely to interfere with the interview as possible.
It's to help you do the interview naturally without answering. We designed it in a simple and modern form.

Using this product in conjunction with Insight App helps both professional designers and beginner designers to conduct efficient interviews. This product is designed to record the interview situation so that the interviewer can develop further, but the interviewer is not too conscious.

After workshop

Bae Soyoung

It was a short time, but a useful time. I was able to experience the process of thinking together and having fun with friends from different cultures to produce results. Thanks.

Kim Hyunjin

It was a valuable time to think about and study the design process in detail. Also, I was very happy to collaborate with good friends. While working together, I learned a lot from Japanese friends, and also motivated too. I was thankful to making me a special experience.

Miyu Kato

Through this week's workshop, I learned the difficulty of designing something. Also, it was very fun to have a Korean friend. It was a fun week to learn about Korean culture and communicate in English.

Ryusei Anzai

I thought it would be fun on the theme of design, but at the same time I was worried.However, thanks to the strong support of the group members, we managed to produce the product well.Thank you!

Won Gaeun

Through this workshop, I think I have a better understanding of design and Japanese culture, and I am more skilled at working as a team. It was sometimes difficult but rewarding for different people who grew up using different languages to work on the design process with a single theme.

Yukine Hasegawa

I learned the importance of the brainstorm and the prototypes. It was the good experience because we rarely do design collaborations and we feel successfull with the project. And I was glad to communicate with students from other colleage or country. My English was Sophisticated as we make efforts in the project. I feel thankful to the members.

EPILOGUE

Epilogue

**시바우라공업대학 학생에게 느낀 강점,
배울 점, 아쉬운 점, 특성은 무엇이었습니까?**

학생들이 의견을 말할때나 그냥 일반적인 이야기를 하더라도 너무 조심스러웠던 점이 아쉬웠지만, 자신의 역할을 확실하게 맡아서 열심히 해줬다는 점이 배울 점이었다고 생각합니다.

아무래도 자신들의 의견을 잘 말하지 않지만, 한번 말할때 신중하게 말합니다. 그리고 먹고싶다는 맛집을 다 데려가주는 등 너무너무 친절했어요..!

의견을 잘 경청해주며, 친절해요~ 배울점은 의견을 생각하는데 있어 타당성이나 논리가 좋은거 같아요. 아쉬운 점은 너무 원리, 루트대로 진행할려고 하는게 있는거 같아요.

주어진 업무를 해내야 하나의 과제로서만 보지 않는 것이 좋았습니다. 학년에 따른 차이일 수도 있지만, 쫓기 듯이 디자인을 하는 우리의 모습과는 달리 여유가 있었고 이로 인해 프로젝트가 길어져도 활기를 잃지 않았습니다. 이런 태도가 우리와는 다른 인사이트를 도출할 수 있는 힘이라고 생각합니다.

**워크샵 팀 작업이 보다 잘 되게 하기위한
방법이나 제안이 있다면 무엇입니까?**

매번 같이밥먹다보면 언어가 통하지않아도 대화할수있는 능력이생기는것만 같았습니다 친해질수 있는게 가장 좋은것 같습니다

한국학생들은 깔끔하게 정리된 판넬형식을 포기하지 못할것같다. 판넬로 보여주는것에 덜 집착한다면 더 좋은 아이디어가 나올수 있을것같다.

확실히 언어의 차이때문에 자신의 생각을 구체적으로 빠르게 소통하는 것이 어려웠습니다. 이런 점을 보완할 수 있었으면 좋겠습니다.

저는 글로 한 번 팀의 컨셉,주제,방향성,논리 를 정리해서 교수님과 논의 할 수 있는 시간이 있으면 좋을거 같습니다. 글로 정리해보면 팀원끼리도 프로젝트에 대한 이해도가 높아질 수 있다고 생각합니다.

이번 워크샵에 대한 소감을 적어주세요.

일본학생들과 일주일간
같이 작업하며 친해지고
색다른 시각을 볼수 있었던
점이 재미있었다. 한국과
일본의 문화를 비교하며
차이를 찾아내는 부분이
재미있었다.

아주 좋고 유익했습니다.
이런 기회가 앞으로도
계속된다면 학생들에게
큰 도움이 될 것
같습니다.

너무 즐겁고 많은 것을
배우는 워크샵이었습니다.
UX에 대한 흥미가 큰 편은
아니었는데 더 큰 흥미를
얻을 수 있었습니다. 한번 더
참여하고싶습니다!

**韓国国民大学の学生から感じた強み、学ぶ点、特徴などの
気づいた点があれば教えてください。**

向こうの大学の人の方がグ
ループワークの段取りがと
てもよく、またプロトタイプ
についてもアプリの画面だ
けでなく3Dの
ものまで作っていたり、場数
を踏んでいて手慣れている
印象を受けました。

イラストレータの使い方や
早く質の高いものをデザイ
ンする力、発案する力など圧
倒的に韓国の学生たちより
劣っていたと思います。今ま
でにあまりないものを考え
だそうとしているのが印象
的でした。
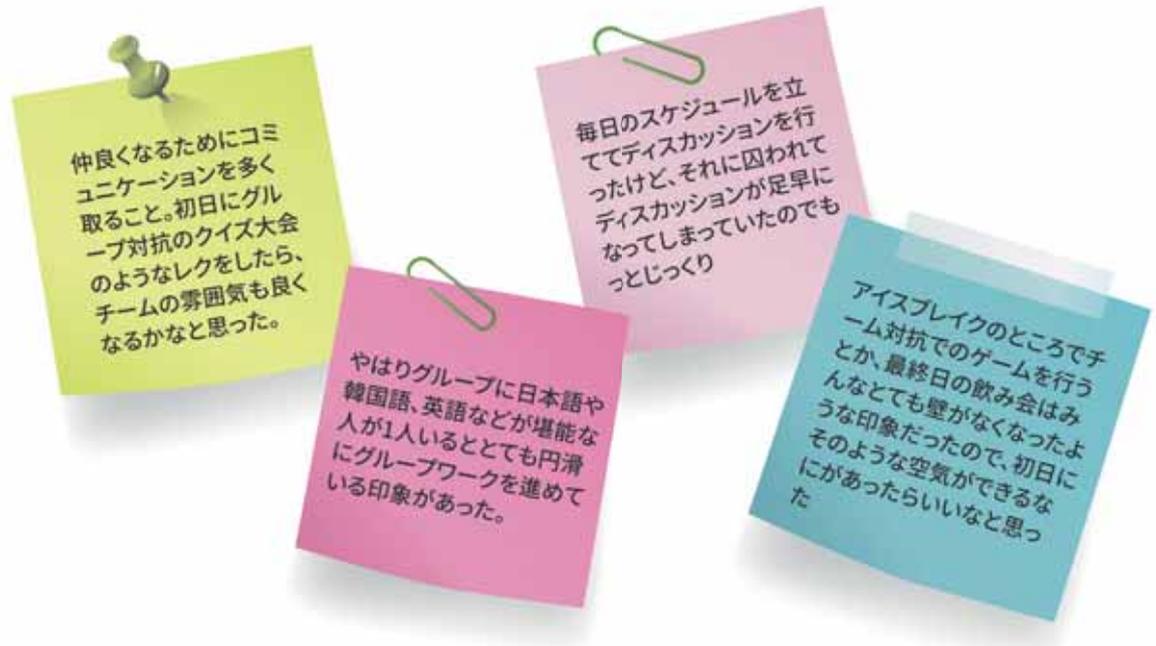
韓国の人達は私たちが時間
をかけて行うことをとても
早くやっていた。それとテンプ
レートなども多く利用してお
り無駄なことに時間をかけて
いなかった。

アイディアを出す際の、現状、実際
に起こることから問題を考えよう
とするところ、そのためアイディア
にリアリティがでるところ。そのた
め、プレゼンの時は相手がイメー
ジしやすいが、既存のサービスに
似てしまう部分があった。また、単
純なイラレや3Dモデルなどのア
プリに対する技術、英語力。
まとまってから相手に話し合いを
持ち込む

Epilogue

ワークショップにおいてチームワークがより上手く進められるために方法などの改善点があれば教えてください。

仲良くなるためにコミュニケーションを多く取ること。初日にグループ対抗のクイズ大会のようなレクをしたら、チームの雰囲気も良くなるかなと思った。

毎日のスケジュールを立ててディスカッションを行ったけど、それに囚われてディスカッションが足早になってしまっていたのでもっとじっくり

やはりグループに日本語や韓国語、英語などが堪能な人が1人いるととても円滑にグループワークを進めている印象があった。

アイスブレイクのところでチーム対抗でのゲームを行うとか、最終日の飲み会はみんなとても壁がなくなったような印象だったので、初日にそのような空気ができるなにがあったらいいなと思った

今回のワークショップについて全体的な感想を教えてください。

楽しかったです。個人的な反省の部分多く、あまり協力的に参加することができなかった。gPBLとはこんな感じだよ、とか全体の流れ、雰囲気をもっと知った上で参加したかった。

純粋に韓国人やほかの大学の友達ができたのがうれしかった。スケジュールが厳しいこともあったけど韓国人の高いレベルのデザイン方法が見れてうれしかった。

初めてpblに参加したのですが沢山の人と接することができてとても良い刺激になりました。また次回参加する機会があれば参加したいと思いました。

とても刺激になりましたし、楽しかったです。AIとは何か、人間関係とは何かをもう少し深く考えなきゃならなかったなという反省はありますが、韓国語を少し教わったり教えたりして楽しい時間を過ごせました。ありがとうございました。