

# SIT-KMU DESIGN WORKSHOP 2021

Data Driven Design

ONLINE  
WORKSHOP  
MIT



# **SIT-KMU DESIGN WORKSHOP 2021**

Data Driven Design

## SIT-KMU DESIGN WORKSHOP 2021

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**Editorial Design** Yurim Kim

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Team 1 ~ 8

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## Outline of the Workshop

The workshop, which marks its sixth anniversary this year, was held online due to Covid-19. It had a distinctly different nature from the previous workshops held between these two universities. Since it was not a local visit, there were no scholarships from JASSO, no visits to local companies, and was a slight decrease in the number of participating students. The scope was also limited to the departments of each university.

In terms of the theme, Data-Driven Design was chosen as an unfamiliar and difficult topic.

### Kookmin University (KMU)

**Professor**

Myeong-heum Yeoun

**TA**

Yurim Kim (edit)

**Perticipants (21)**

(PhD) Hyo-yun Ryoo

(Bachelor) Junhyeok Koo, Kyung Hee Kim, Nayoung Kim, Minjun Kim, Sejin Kim, Haewon Park, Hanseul Bang, Soo Beom Sin, Chaei Sin, Hye-ji Shin, Sena Eom, GwanHyung Lee, Sunga Jeon, Seungeun Sujin Cho, Yeonjae Hong, Seoyoung Kim, Sangyeol Noh, Sihyun Lee, Sumin Han

### Shibaura Institute of Technology (SIT)

**Professor**

Won-seok Yang

**TA**

Anzai Ryusei, Akiba Misato, Park Sanghoon

**Perticipant (23)**

Kazuho Takei, Ryuhei Hayashi, Kei Sigiyama, Koya Fukuda, Toshiki Kinami, Shiori Komino, Shu Matsuo, Miku Ito, Sota Morinaga, haruka suzuki, Yugo Furuhashi, Hikaru Hase, Wakana Saburi, Kazutoyo Ishimaki, Moe Yokoyama, Nakamura Rise, Yuki Uwajima, Daiki Kezuka, Megumi Umino, Minami Masuko, Chihana Maru, Motomu Mitsutake, Zen Ryongna

## Schedule

2021.02.15 ~ 02.23

On-line (Zoom / Miro / Google Drive)

Official events, PT	Team work(meeting etc)	Lecture	both, personal work or team work
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### Data-Driven Design

	2021-2-15	2021-2-16	2021-2-17	2021-2-18	2021-2-19	2021-2-20	2021-2-21	2021-2-22	2021-2-23
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
10:00									preparation for PT, Documentation
10:30		Desk Reserch	Define: Affinity, problem finding	Define: persona, design brief...	Ideation: Brainstorming, Mindmap, Mandart...	Prototyping(1st)	break	Prototyping(2nd)	Final PT / Closing
11:00	Opening, Team making								
11:30									
12:00	Lunch								
12:30									
13:00	Ice-breaking	User Research: exploratory UT, Interview, observation....	Define: Affinity, problem finding	Mid check: PT & Comments	Ideation: Brainstorming, Mindmap, Mandart...	Lecture: Data-driven Design -KyungBo Min, pxd	break	Usability Test	
13:30									
14:00	Theme finding / Project planning								
14:30			break			Recreation / Team work building			
15:00									
15:30									
16:00			Lecture: UX/UI Designers' Role in 4th Industrial Revolution - DongseokRyu, INITION	break	Ideation: Sketch, L-F Prototyping, Storyboards	Pilot Test		preparation for PT, Documentation	
16:30	Desk Reserch								
17:00									
17:30									
18:00									

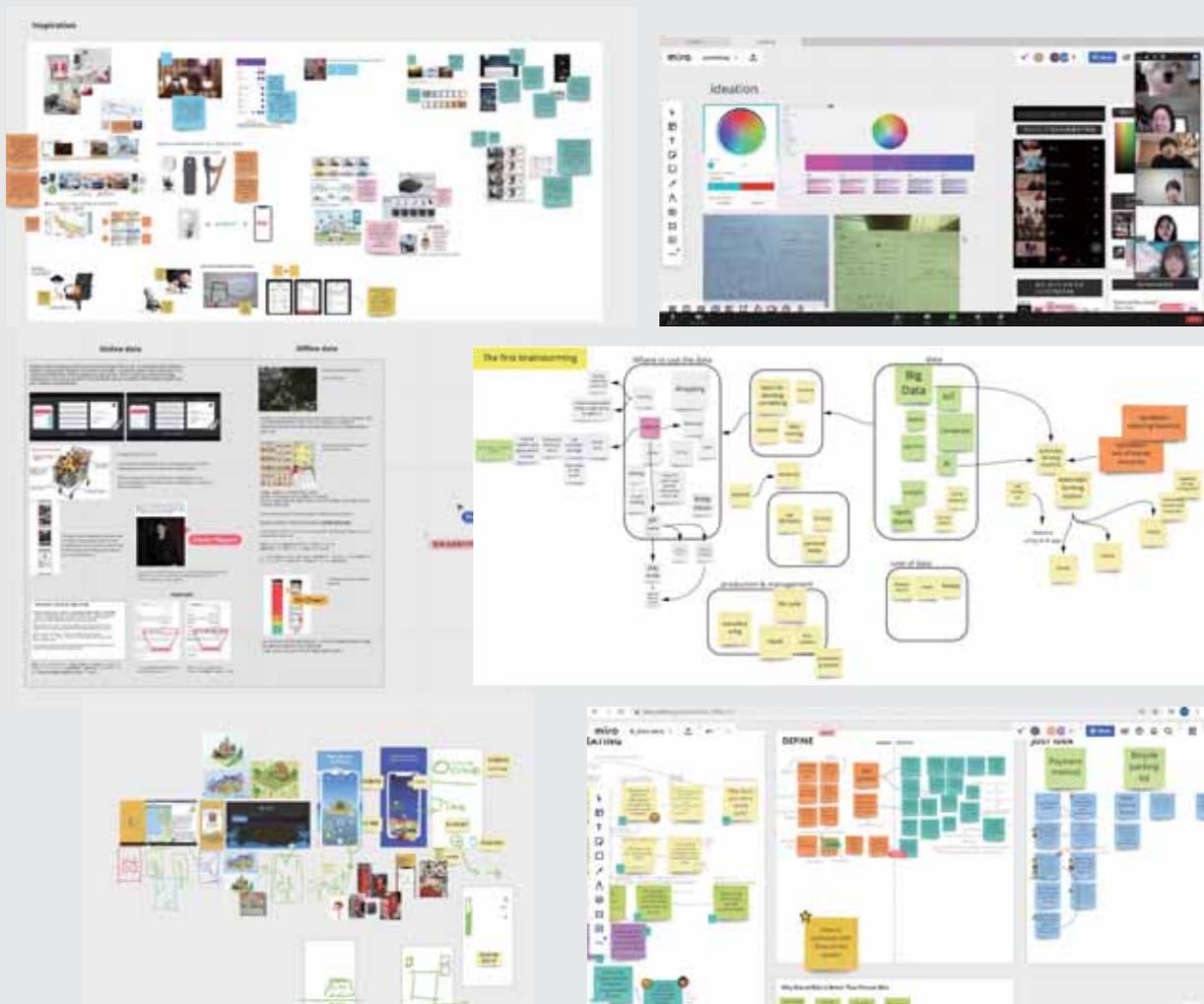
# Photography

## Opening & Team making

2.15 11AM ~

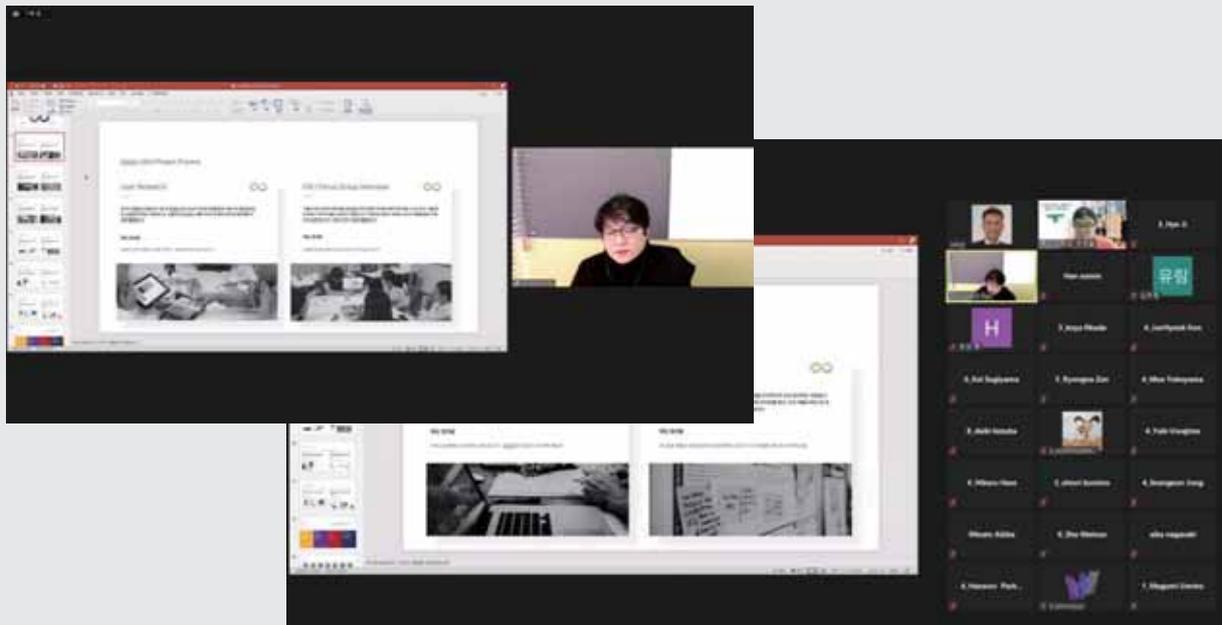


## Ice Breaking, Theme finding



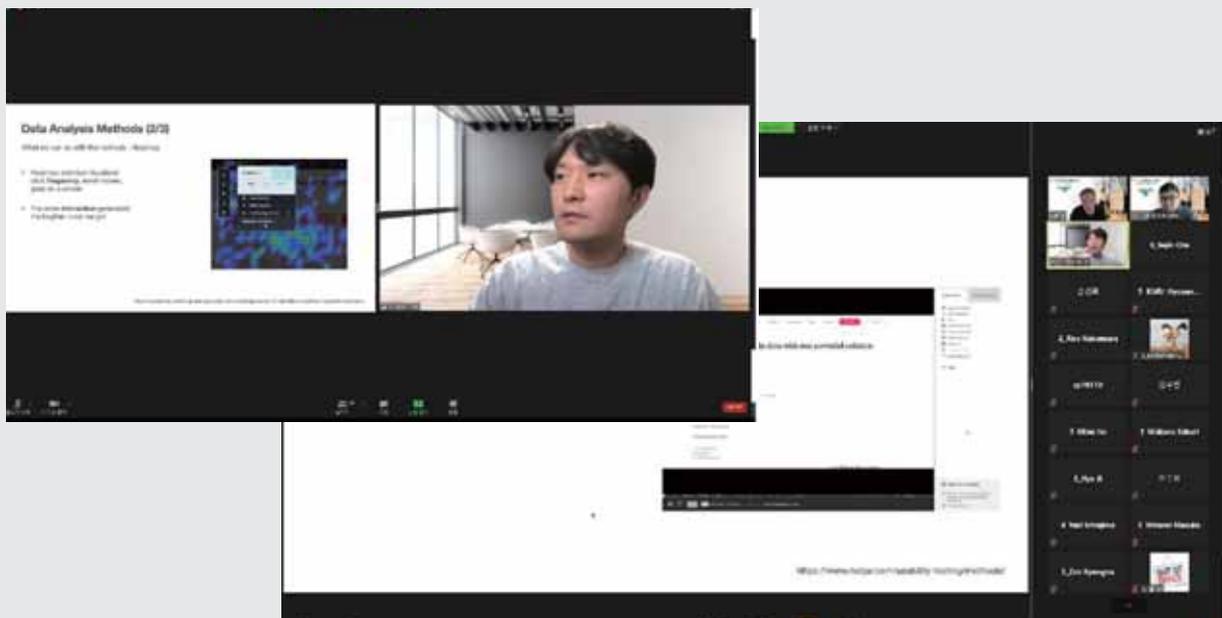
## Lecture #1

2.17 4PM ~ 「UX/UI Designers' Role in 4th Industrial Revolution」 by Dongseok Ryu



## Lecture #2

2.20 1PM ~ 「Data-driven Design」 by Kyungbo Min





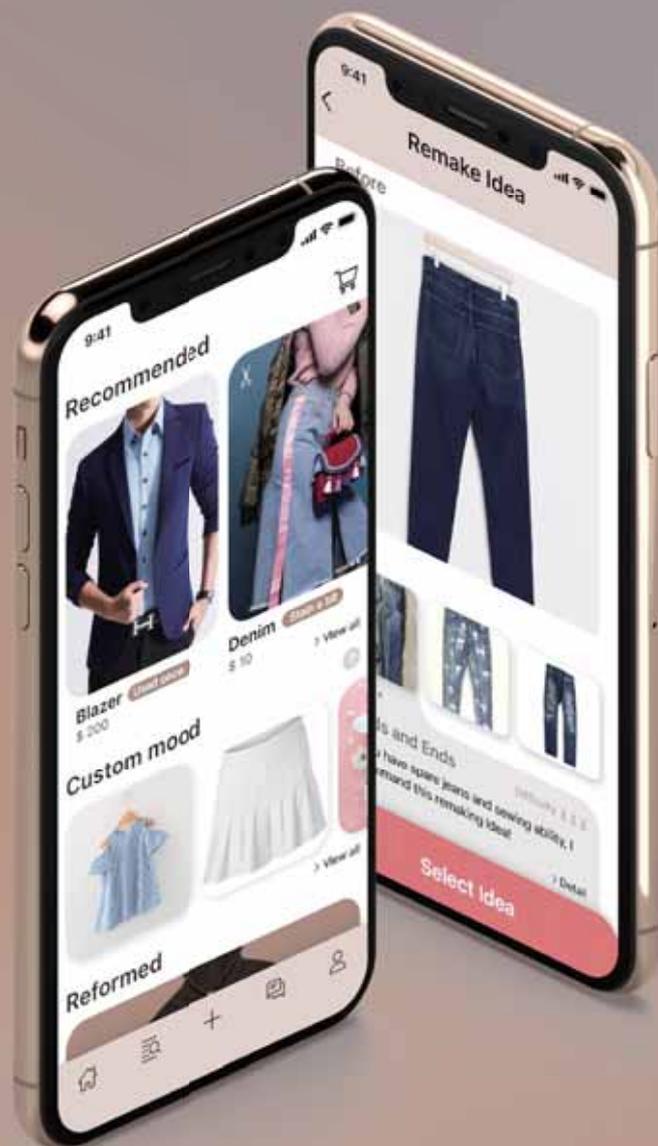
# TEAM PROJECTS

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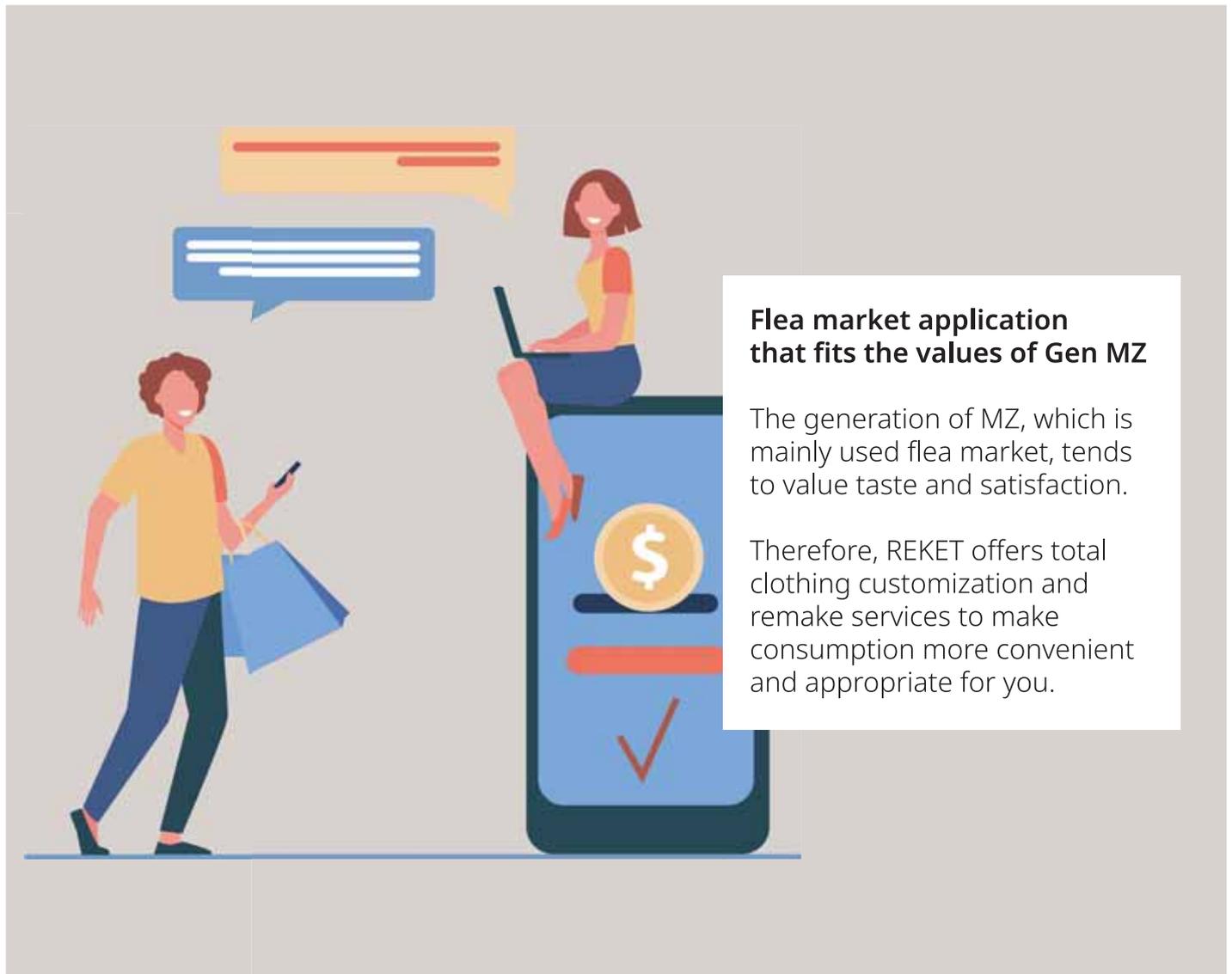


# ReKet

remaking service flea market for your taste



## THEME & PROJECT GOAL



## PROJECT GOAL



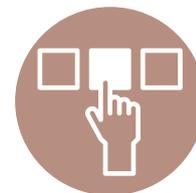
### Personality

More than selling clothes, you can remake them to reveal your personality and then sell them.



### Convenience

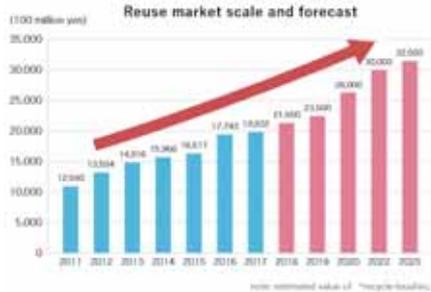
Based on GPS and SNS data, REKET provides clothing total recommendation services.



### Selection

When user selects preference photo, AI completes design to provide remake service and total coordinator.

# Background



## A change in perception

Changes in consumers' perception of flea market transactions as rational consumption

## Growth in the flea Market

As consumption decreases due to Corona 19, flea markets are emerging as a new consumption trend.

## AI Design service

Based on photos such as clothes, patterns, and colors, AI draws out various designs.

# Brainstorming



Our group listed a number of ideas that came up with, and then we picked out some good topics.



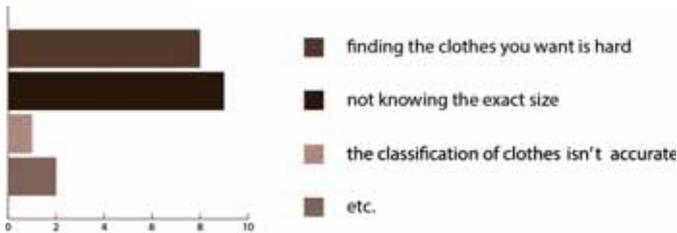
Among them, we wanted to proceed with a flea market service that developed the measurement service of shopping malls and Amazon's recommendation service.



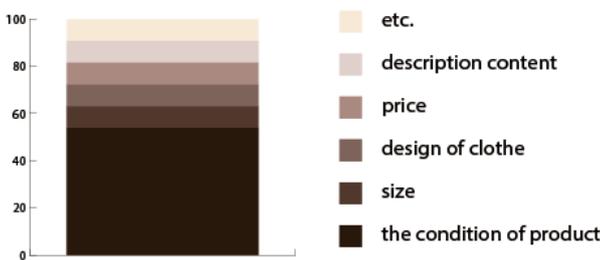
We classified the four problems that we thought were reliability, service, product, and the rest. Based on these problems, we conducted surveys and interviews. We targeted the MZ generation, the main customer of the flea market.

# Design process

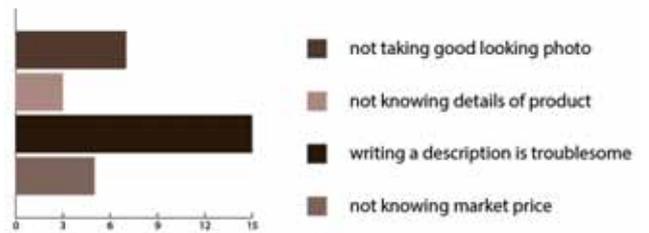
## Survey



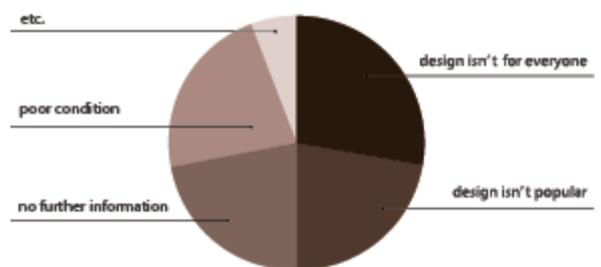
The most important thing when buying clothes is the condition of clothes.



When I bought clothes, I didn't know the exact size and couldn't find the clothes I wanted.



The most inconvenient thing about selling clothes was that it was troublesome to write descriptions.



Clothes tend not to be sold because of their unpopular design and short explanations.

## Interview

Sellers tended to be troublesome and difficult to write down details. I also found it difficult to measure the price. They asked for a notice service for the reservation time and an upper limit on the longevity of upload photos.

They didn't buy products if the detailed content is not abundant, if it's a high price, or if it's not a design of my taste. The remake service showed preference in that it could be worn more attractively and reduce discarded clothing, but there were also some people who showed some anxiety about reform.

### ● Persona - Buyer



Naoto

Age	30
Gender	women
Job	Office worker
Location	Tokyo, Japan

**Goal** Buying used clothes that fits her

**Personality** Frugal, meticulous

#### Frustrations

She Want to buy clothes of various fits, but the standards for fit and size are ambiguous. It is difficult to buy quickly because of the little information and unkind image.

### ● Persona - Seller



Jihyeon

Age	24
Gender	men
Job	Student
Location	Seoul, Korea

**Goal** Selling own reformed clothes.

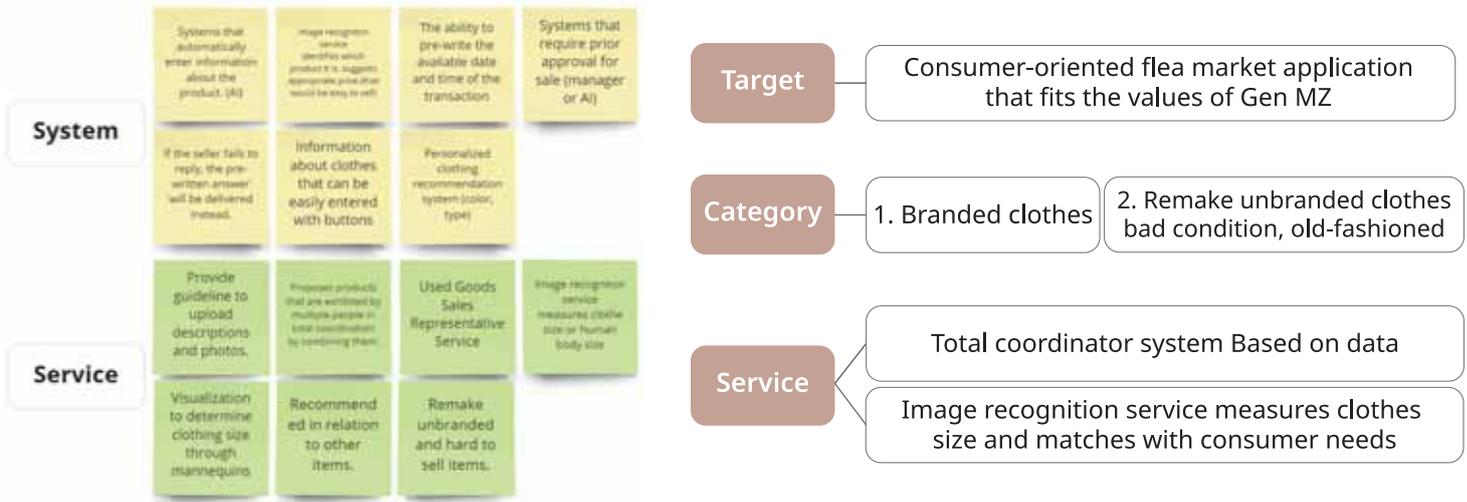
**Personality** eco - protection, creative

#### Frustrations

He wants to resell a lot of products that have been reformed and vintage clothes that are already out of fashion. Wondering if clothing will look attractive to others.

# Ideation

## Ideation Grouping, Define



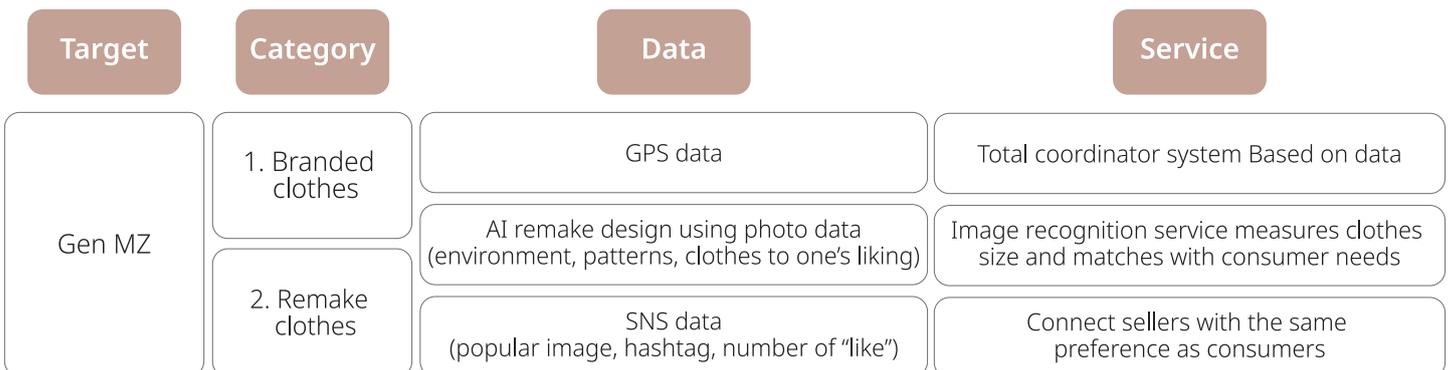
## Problem, Solution plan

It is unclear what data will be collected and how it will be used to provide services. So, we conducted a research on detailed data and proceeded with detailed ideas.

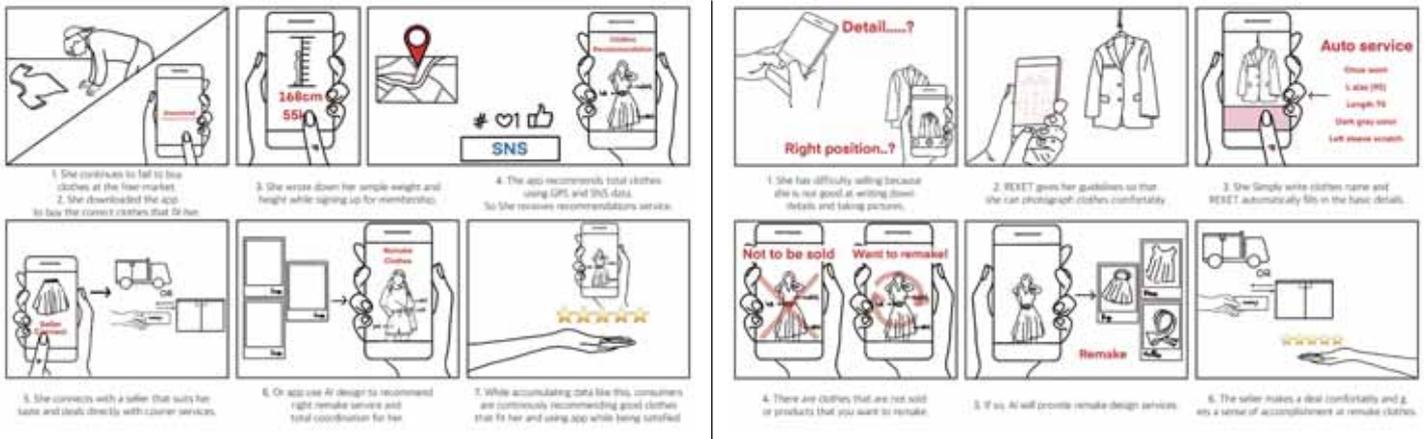
## Solution(Data grouping)



## Final Ideation



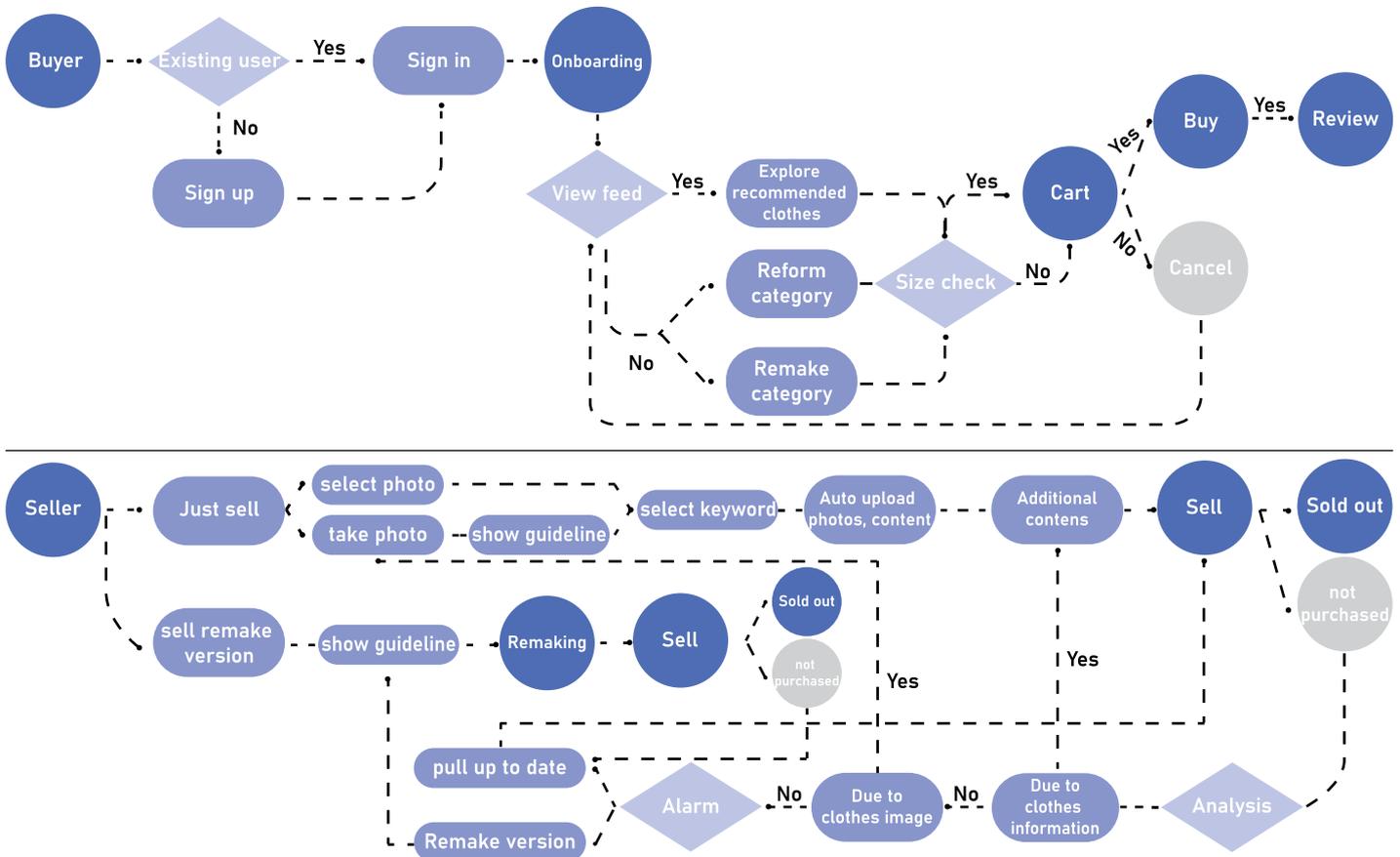
# Story & App flow



## Story board(Buyer&Seller)

Consumers don't know their size well, and it's hard to find clothes that suit their taste. Therefore, REKET offers a total coordination service that fits the size of the data analysis. AI Remake and AI Total Coordination is also possible by selecting your own photos.

For sellers who have difficulty in detailed information and photography, REKET presents guidelines, and allows detailed information to be automatically entered. We also offer remake design services for clothes that are not sold or that want to be remade.



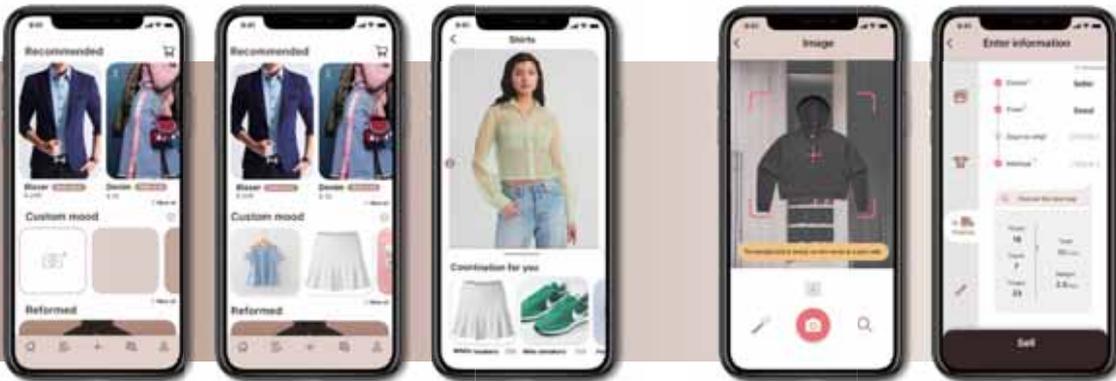
## App flow (Buyer & Seller)

# Visualizing



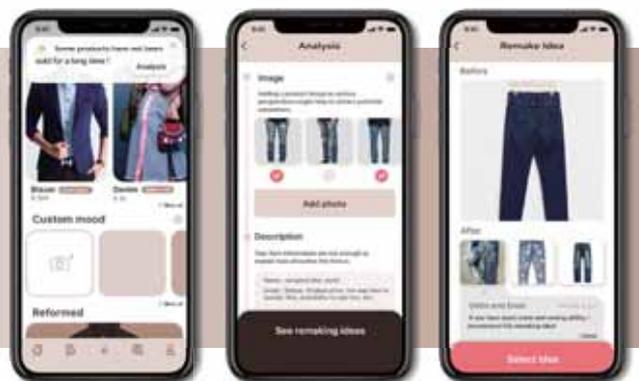
## SNS Analysis-Based Recommendation Service / Auto entering body size

You can analyze posts on SNS, 'like' and hashtags to get recommendations on clothes that suit your taste. You can take pictures and automatically measure your body size, and you can enter your own body size.



## Photo Analysis-Based Recommendation Service / Photo Smart Guide

If you put the image of the style you want in the Custom Mood, REKET can recommend clothes that suits your taste. if you take a picture according to the guide, clothing information is automatically entered.



## AI Reform Proposal Service

For those who don't sell clothes well or want to remake clothes, a remake proposal notice will be posted. If you press the remake button, AI analyzes the fashion and clothes and suggests the design.

# SPICY PEOPLE

Flea market application that fits the values of Gen MZ

---

## Megumi Umino

At first, I was worried because I couldn't understand the language, but I was able to communicate through translation. It was good to be able to talk until everyone could understand when the translation was not good and there was a misunderstanding among the members.

## Chaei Sin

It was a short time, but it was great to work on the project while interacting with Japanese friends. It was difficult to share opinions because it was not translated well, but it was a meaningful time to solve it and share opinions with each other. Thank you, team members!

## Sumin Han

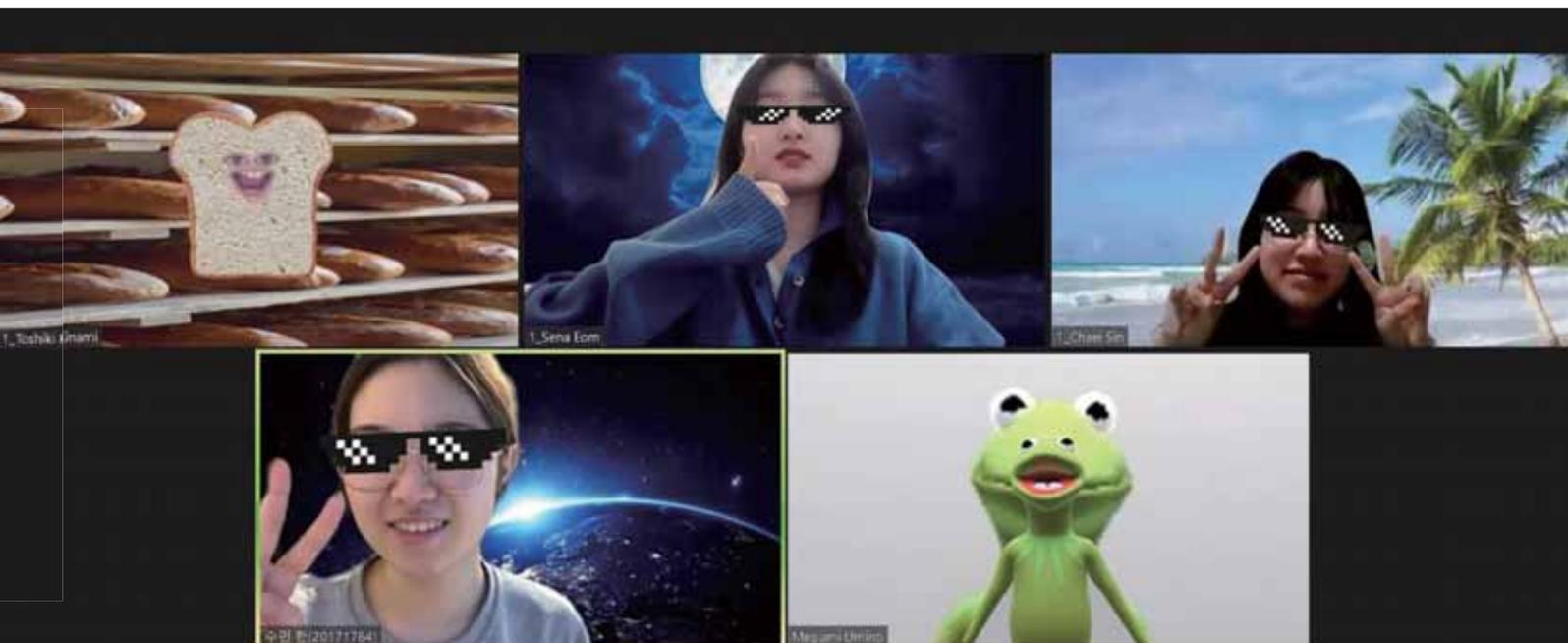
I think I got a good opportunity to experience Japanese friends' view of design. It took a long time to make a decision because I had to rely on a translator to communicate, and I'm sorry that I couldn't improve the quality due to the short period of time.

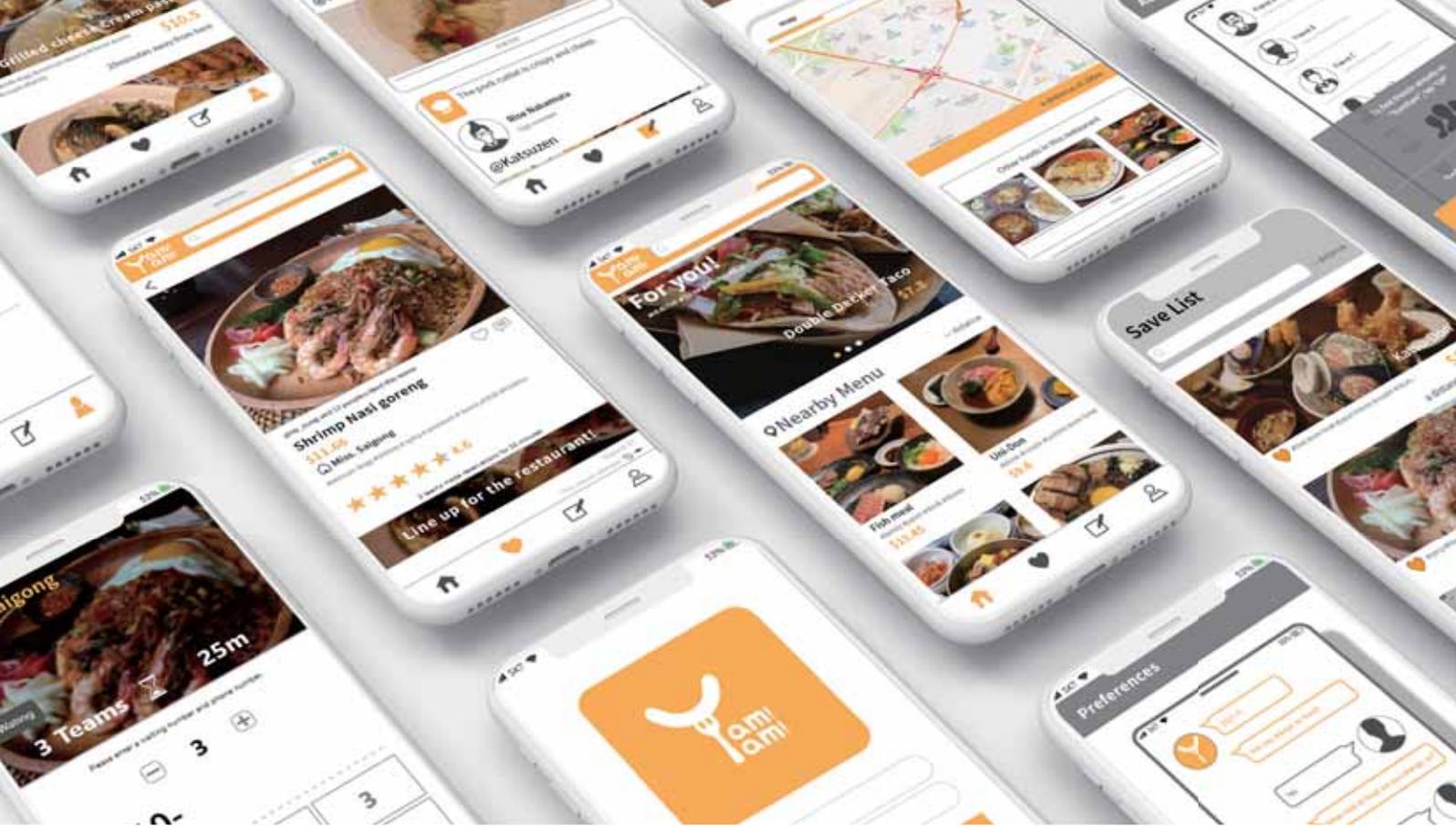
## Toshiki Kinami

I was really nervous at the first workshop. When I couldn't speak actively, everyone in the group would talk to me, so I gradually became less nervous. I would like to thank all the group members for supporting our activities, including our conversation. Thank you very much

## Sena Eom

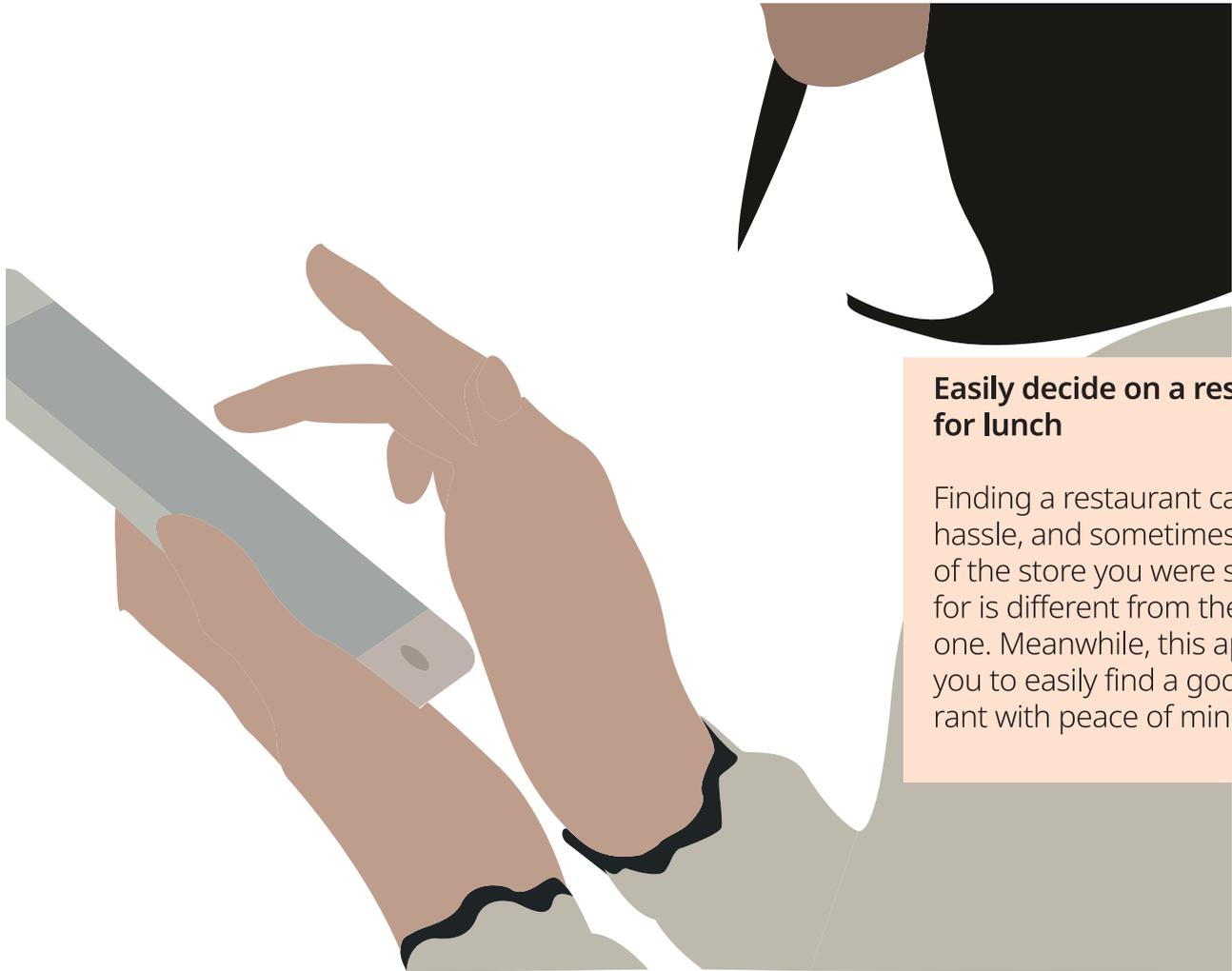
It was difficult to communicate using different languages, but it was fun to overcome this difference and proceed with the project. I hope we can meet in person and have a workshop next year, not Zoom. Thank you all!





 **Yami!**  
**Lami!**

# THEME & PROJECT GOAL



**Easily decide on a restaurant for lunch**

Finding a restaurant can be a hassle, and sometimes the image of the store you were searching for is different from the actual one. Meanwhile, this app allows you to easily find a good restaurant with peace of mind.



**Chat**

The chat interface when users first choose some ingredients can't eat



**Ingredient**

Selecting ingredients you should never eat when you first start the app



**Hashtag**

Various searches are made possible through hashtag (#) input to reviews and store information.



**Friend list**

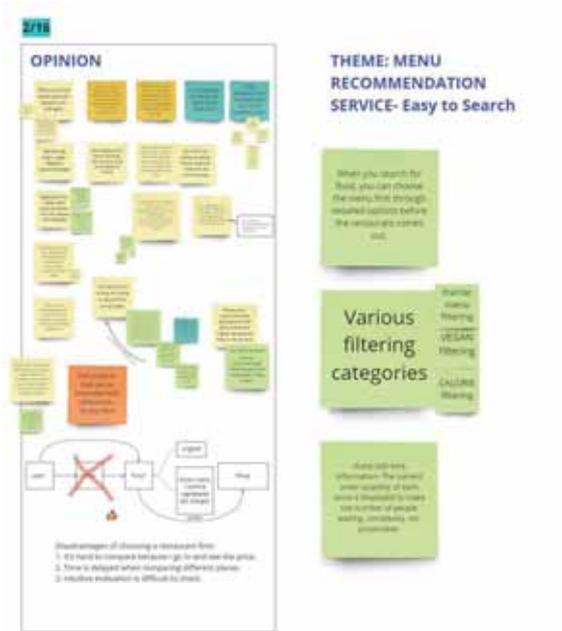
Friends list will tell you the recommended menu

# Background



In usual life, we thought about situations where data is needed, situations that we found inconvenient, what could be more valuable. And we decided on a service that would decide what to do with lunch at the first place.

# Brainstorming



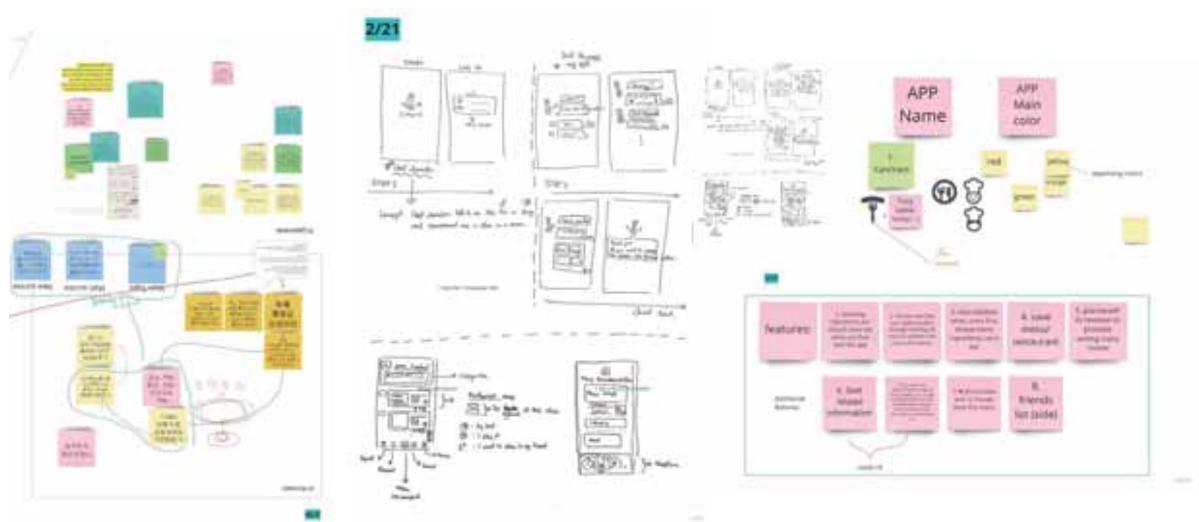
As a result of discussing how to solve the theme of menu recommendation service, the following items were selected

- Introduce the menu before the restaurant
- Filter categories
- Post real-time information so people can predict how long your waiting time will be

# Design process



Research on the app has shown that there are too many categories.



From the survey of the app questionnaire, there is little information on the menu, and people cannot not judge whether the foods we dislike were included.

# Persona



Name : Sato Hanako  
 Gender : female  
 Age : 21  
 Country : Japan (travel to korea)  
 company : friends (2)  
 Circumstances:  
 - first visit  
 - no money  
 purpose for visiting: travel  
 features:  
 - like uploading pictures of food on sns



Name : Suzuki Saburo  
 Gender : male  
 Age : 55  
 Country : Japan (travel to Japan)  
 Circumstances :  
 - first visit  
 - Business trip  
 Character : tired / rich / don't like noisy place  
 Food preferences : salt limited



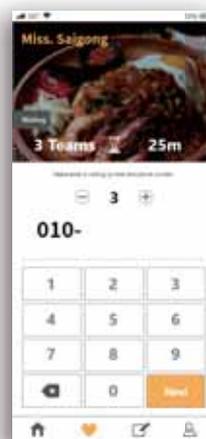
## UI prototyping



- ① First, create your account. Tell me your preference, dislike or allergy. Your concierge will remember that and make recommendation tailored to you.  
 ※ If you link your account with SNS or phone book, you can get recommendation with your friends' preferences in mind.



- ② Start this app, you can check 'For you!' dishes (you can see 3 dishes). 'For you!' is app's recommendation based on your preference, time of day, and real-time congestion conditions. Also you can check the restaurants your friends like.



Tap the menu picture, you can see the information of the restaurant in detail.

- ③ When you find the restaurant you want to go, you can check real-time congestion or time to wait and reserve there.

# Point of visualization

**Point 1**

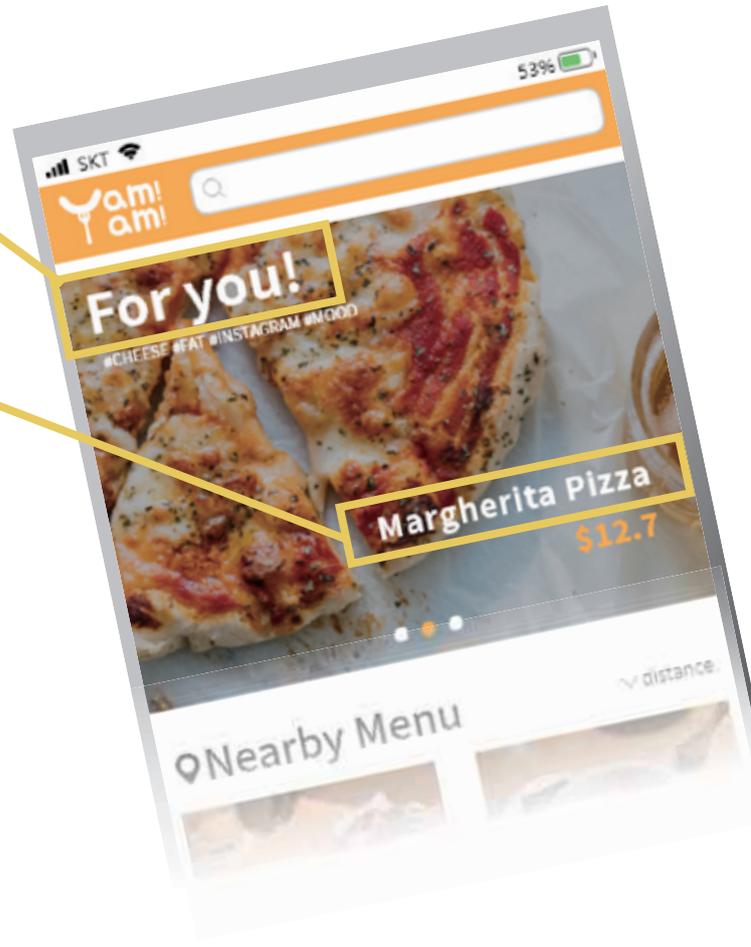
Every time you open the app, you can suggest a dish that suits you. You don't have to worry about finding a restaurant even in unfamiliar places

**Point 2**

Displaying the menu name eliminates the need to open the store's site to check the menu list.

**Point 3**

YAM YAM! allows you to search according not only to categories provided by the app, but to your unique characteristics.



**Point 4**

Using big data to determine the real-time congestion and waiting time of the store, and to guide customers away from the congestion at a particular store. (countermeasure against covid-19)

**Point 5**

Theme color is light orange. We imagined a color that stimulated your appetite and made you feel excited about the food.

**Point 6**

The letter Y is the mouthpiece of the person eating.

**Point 7**

YAM YAM! is onomatopoeia when chewing.



# YAM YAM!

YAM YAM!

---

## Lee Gwan Hyung

I enjoyed the fact that I could proceed with the design reflecting the cultural situation of each country. Although we couldn't have more detailed interactions with people in person, we were able to proceed with projects more flexible and easy through the video system. It is the first time that I have worked on a detailed project in such a difficult environment, so I think I have grown even more.

## Nayoung Kim

I'm sorry that I couldn't meet the team members from other countries in person, but it was interesting to communicate for a week with the team members in a video conference than I expected. I also enjoyed participating in the meeting because there were more opinions from various perspectives than with just KMU.

## Yeonjae Hong

First of all, it must have been hard to communicate and gather every day, but I was very grateful to the team members who gathered for the zoom meeting every single day. It was a very useful time to learn about the service and information of the two countries, and share opinions. It was a really happy workshop! I'm proud that I spent the end of the vacation meaningfully with everyone.

## Shiori Komino

Although it was only a 9-day workshop, the fact that I was able to complete one work by discussing with overseas members while communicating with them greatly contributed to improving my skills in the future. I want to meet in person and have a conversation this time!

## Kazutoyo Ishimaki

This workshop was exciting for me. The theme of data driven have many chance to various design. So We were hard to decide theme. Korean students was amazing because they were skillful to design many things. I was noticed I need to study more harder.

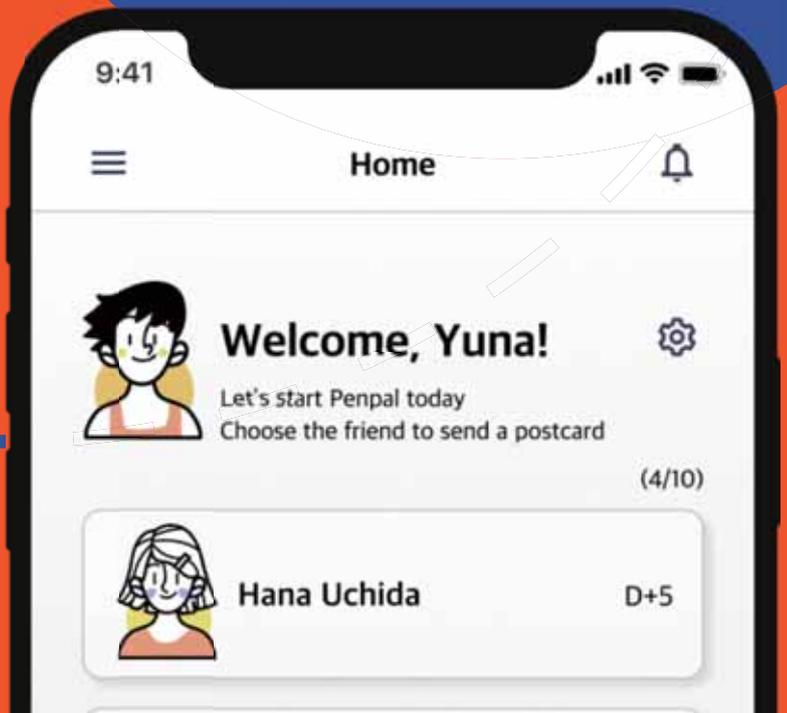
## Rise Nakamura

This was so meaningful time. All the members were enthusiastic and idea man, and I really enjoyed the zoom meeting. Efficiently, Korean students lead the team efficiently and positively. I'm so thankful them. And, Yeanjae, thank you very much for good translating. It's only regrettable that I didn't have much time to chat with my member. Please continue to take good care of Japanese friends. If I go to Korea someday, I'd love to see Korean friends.

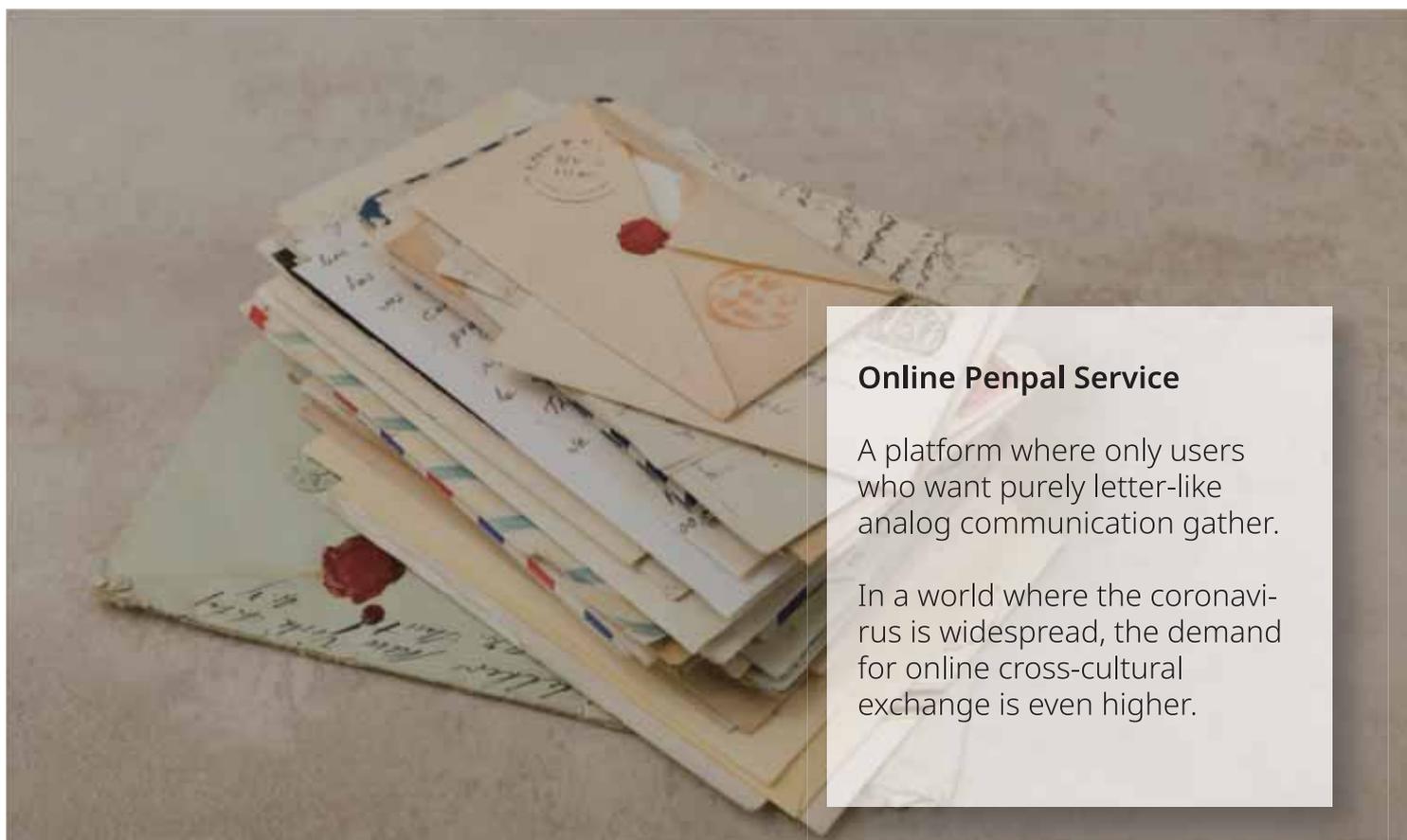




# JAP-KOR Penpal Service DOMO DOMO



## Concept



### Online Penpal Service

A platform where only users who want purely letter-like analog communication gather.

In a world where the coronavirus is widespread, the demand for online cross-cultural exchange is even higher.



## Data-Driven Design

Based on the communication log between users, help to continue the Penpal

### PROJECT GOAL



#### Block improper purpose

It's safe for people who want to correspond with.



#### Make use of old-fashioned

make use of the slow flow of time and stickers, which are good correspondence.



#### Easy to correspond with

You can correspond without using international mail.



#### Culture exchange

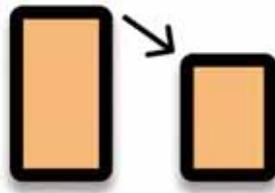
Possible by exchanging correspondence and photos

## Background



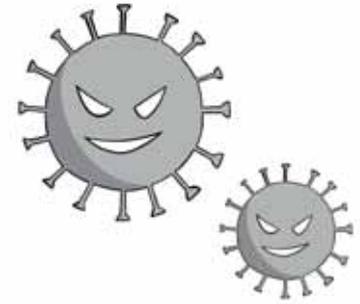
### Japan trend research

Young people often use SNS. But comparing 2017 and 2018, SNS usage time in 20s decreased from the previous year. (61.4 min → 51.9 min)



### Korea trend research

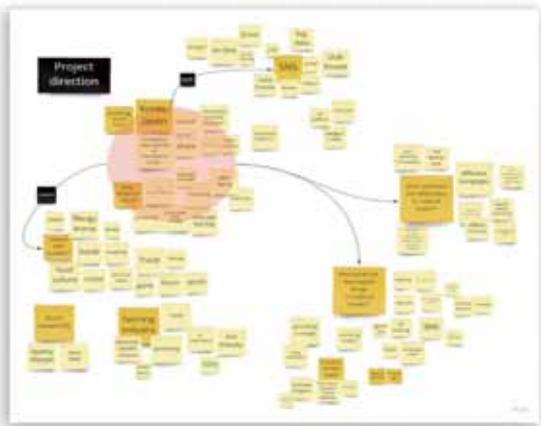
The SNS availability is maintained to share hobby and see useful contents. While the use of exchanges with friends was continuously decreasing.



### Effect on COVID-19

Effect on COVID-19, it is difficult to interact directly with foreigners. Therefore, it is desirable to use SNS and correspondence means.

## Brainstorming

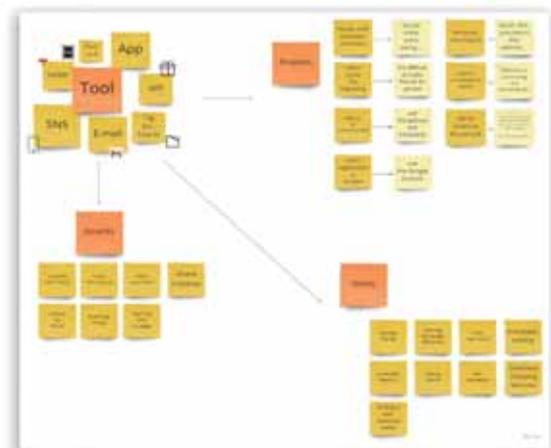


### Survey based on background

We analyzed the way of communication. We came to the conclusion that we are "tired of communication that is too fast". Therefore, we reanalyzed the communication tools that are currently available.

### Attention of penpal service

Now that SNS fatigue has increased, we thought that analog sensibility was important. So we decided to make international exchange communication as slow as a penpal.



# Research

## Other penpal service

Online penpal service



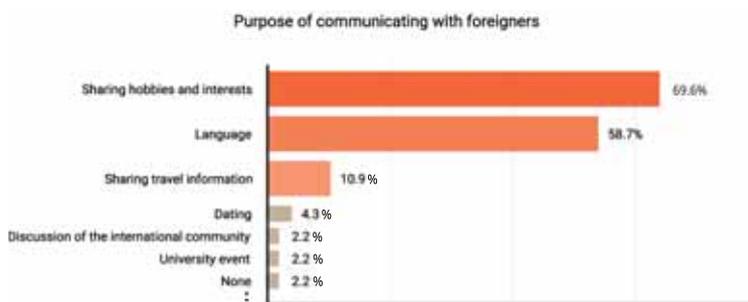
- + Efficiently connect with overseas friends. Some users use it for dates and prostitution.
- The reason is that photos can be abused. Memories do not remain in shape.

Local penpal service



- + You can choose a postcard, decorate it. You can enjoy pure communication.
- Difficult to make connections. Lack of knowledge of international mail.

## User research



From interview and survey with the user in Jap / Kor, we found their goals, problems and needs.

Contrary to the reality of online penpal services, very few users want to have a romantic relationship.

## Affinity Diagram



Summarized the interview results. After that, we extracted important words and brainstormed the service outline.

## Ideation

### Problem / Needs

1. Online penpal site is scary  
There is bad people who have improper purpose. (dating, scam, sexual crime...)
2. Analog letter is old-fashioned, but it has the advantage of sincerity.
3. Difficult to continue the Penpals.  
For many reasons, user often quit the Penpal in the middle.
4. Online penpals have no physical things to memorize

### Solution

1. This app is high level of safety  
Don't have to share your face photo, and gradually open the profile.
2. Mobile postcard & 1:1 Timeline  
Decorative postcards take advantage of analog letters, while mobile and timeline complement the bad points of letters.
3. Analysis for relationship  
By language analysis user, it provides statistics on their relationship and help them continue thier relationship.
4. Providing a memory album  
It analyzes the exchange of messages between the two and creates one album. The album will be irreplaceable just for two.

## Persona

### Japan



#### Hana Uchida (20)

- College student, grade 2
- female
- The youngest of three sisters
- sociable

### Korea



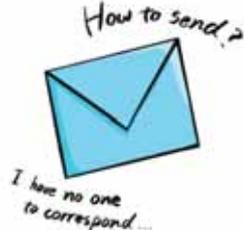
#### Yang Yuna (22)

- College student, grade 2
- female
- single-father household
- sociable, active

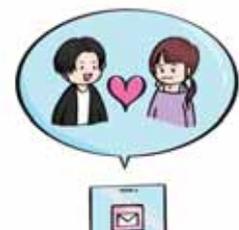
# Scenario



1, Yuna want to make overseas friends. And she want to enjoy cultural exchange.



2, Know and try to use penpals. But the process was complicated and gave up.



3, She used an online penpal site. However, many users for dating purposes have stopped.



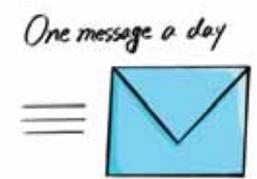
4, She found out and installed a penpal app, DOMO DOMO.



5, In app, she can exchange only stickers and text without showing your face. It's an app that stimulates analog sensibilities.



6, At app, only 10 penpal friends can be selected. So she can choose carefully.



7, Exchange messages with matching people. She can only send a message once a day, so write the layout and text carefully.

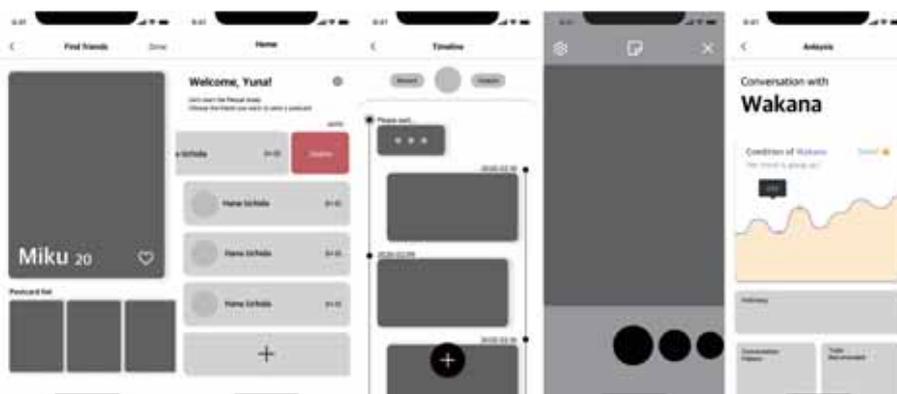


8, Analyze the conversation history of the two and put it together in a book.



9, She can experience "pure cultural exchange communication".

# Prototyping



We conducted prototyping for each major function of the application.

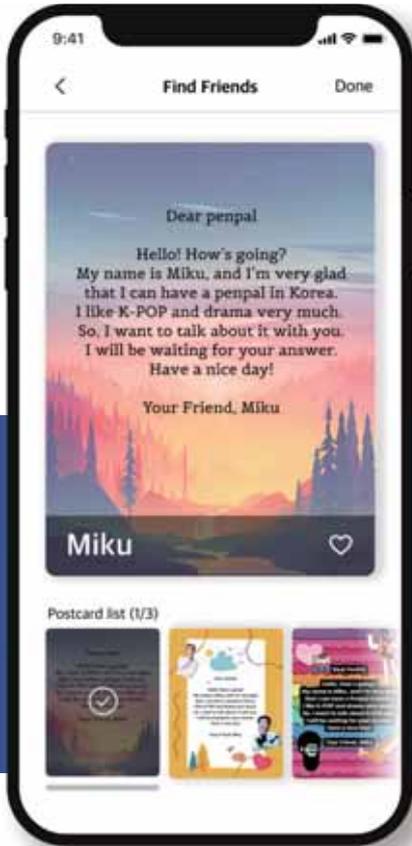
1. Find friends with postcards
2. Home Screen - Friends List
3. Postcard Making Screen
4. 1:1 Timeline with friends
5. Interactive Language Analysis
6. Other detailed screens

# Final Design



## JAP-KOR Penpal Service DOMO DOMO

DOMO DOMO is a Penpal service that helps the continuous exchange between Japan and Korea. It help you to communicate with your Penpal friends by postcards you made and maintain the relationship with friends using the language analysis API.



### Find friends - posts

Find new friend by postcard you like. You can choose only 3 times a day. So, should be carefully!



### Home

See the list of Panpal friends and go to the Timeline.



### Timeline

1:1 time line that recorded you and friend's post card list.



### Making card

Decorate your cards with text and stickers that contain the characteristics of each country.

Data

## Data-Driven Design

A service that provides statistics on your relationship with pen pals through conversation language analysis and helps you maintain your relationship.

### Conversation Analysis

Using the Language Analysis API provide intimacy, conversation pattern analysis, record statistics (dialogue keywords, topics, etc.), and analysis table of the friend's mood and condition.



Classify

Data

### 1:1 Archiving Book

Automatically categorizes/selects postcards exchanged and collects the highlight one based on new events through conversation language analysis. and it provides a physical archive book to reminisce about the past conversations.



# DKDK

JAP-KOR Penpal Service, DomoDomo

## Koya Fukuda

We can't meet face-to-face. We can't use my mother tongue. I was worried about PBL in such an environment, but it was good to be able to notice the relationship of trust with my colleagues.

다들 고마워!!

## Wakana Saburi

We kept discussing until we completely understand each other within limited time. Therefore, I could make good friends. So, I believe that I will make use of the experience. ㄱㅅ!

## Miku Ito

I was worried because I participated in PBL for the first time. However, we were able to make a good work by consulting with everyone. I would like to continue to do my best by making use of this experience. 모두 너무 좋아요 고맙습니다!!!

## Shin Soo Beom

Japanese friends was so good , kind and fun guys. It was first time to me that i cwork with forign the people. And it makes me nervous. but with this good people we could work together happy.

みんな楽しかったよ!!^^

## Shin Hye Ji

I can make cute Japanese friends.

We exchange good feedbacks and conversation.

Regardless of the result, It was a good experience.

お疲れ様でした!

## Lee Sihyun

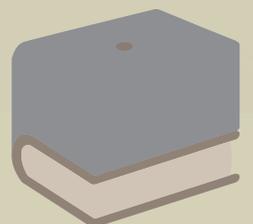
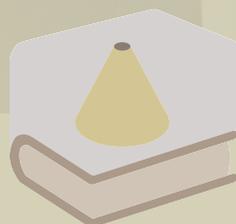
At first, I was a little worried about working on a project with friends from other countries. There was something frustrating about communicating, but I think I met good Japanese friends and had fun. Also, I think it was a good experience in collaboration.可愛い友達!



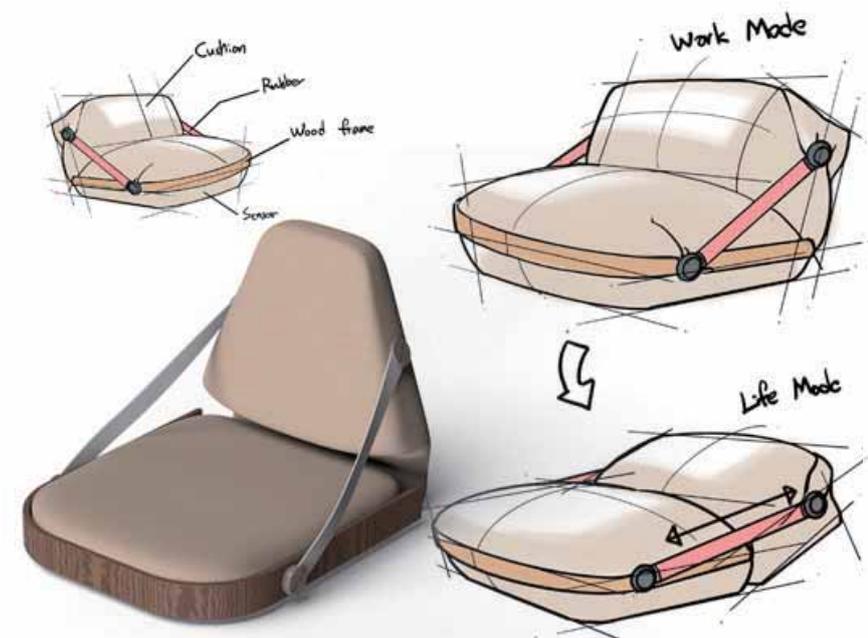


# My Secretary

My secret, secretary

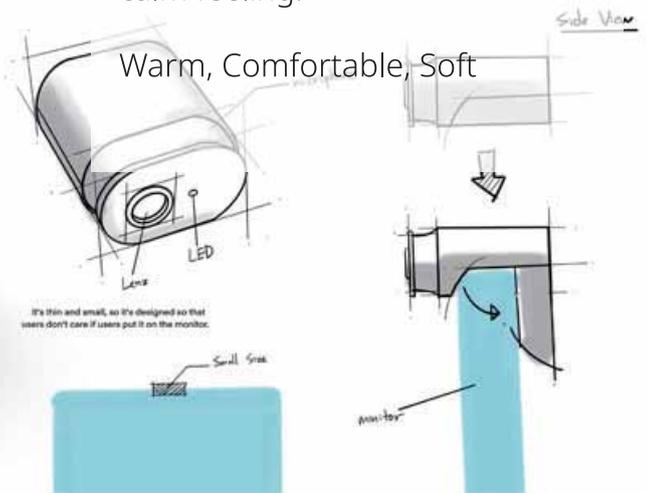


# Work-life balance in COVID-19 : Reduce stress.



## Product Moodboard

In order to provide a comfortable work-life balance and usability, the color and shape are set as a design concept to give a soft, comfortable and calm feeling.



## Project Goal



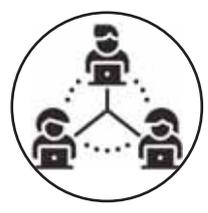
### Reducing stress

Increased stress amid changed life and unstable present conditions



### Work-life balance

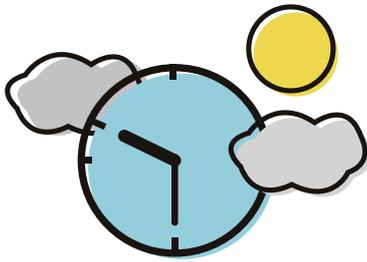
Due to telecommuting due to COVID-19, many people have collapsed W&L Balance



### Various uses tailored to different people

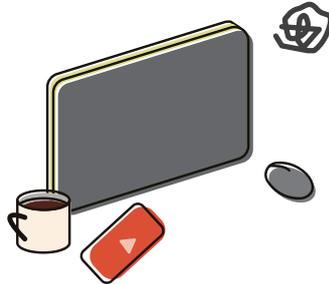
Due to social distancing, various people are telecommuting and need alternatives.

# Background



## Additional Workloads

Because the company is not monitored while working from home, there is tendency to do work excessively.



## Merger of work and rest

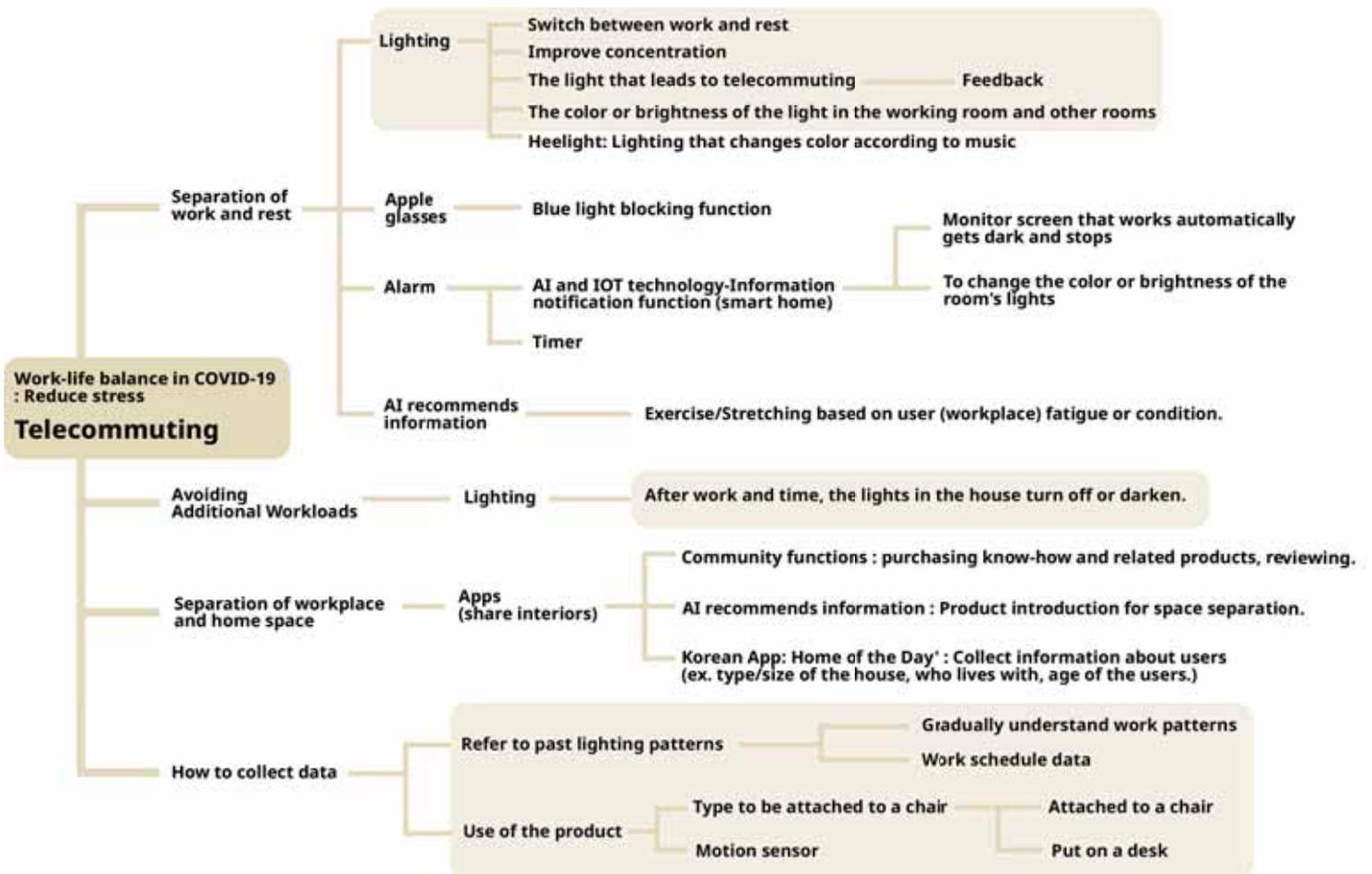
Lack of time breaks between work and breaks, resulting in poor concentration



## Merger of workplace and homespace

Stressful because there is no spatial break between work and break

# Brainstorming



# Design process

## Persona 1



**Name :** Peter  
**Age :** 52  
**Occupation :** Office worker  
**Family :** Wife  
**Personality :** Calm, neat, planned, trust people well

**Feature :** Telecommuting , thinks it's important to have personal time, living a regular life, only meet enough friends, raise a dog, use only applications of interest

**Hobby :** Listening to classical music, taking a walk with your pet once a day

**Like :** Playing games, watching home theater (Netflix, WATCHA, etc), meditate in a quiet place, cooking, staying home

**Hate :** Eating out, inter-floor noise, a dirty thing

## Persona 2



**Name :** Jenny  
**Age :** 22  
**Occupation :** Student of University  
**Family :** Father, Mather, Sister  
**Personality :** active, delicate

**Feature :** Enjoying communication with people through SNS (Instagram), living alone to attend univercity, commute to school by public transportation, interested in various applications, Planterior and interior design.

**Hobby :** Traveling, Surfing SNS (Instagram), Visit cafes and famous restaurants

**Like :** Friend, To spend time chatting with friend, Eating out with friends/family

**Hate :** Hate to lie, Being alone, inter-flovor noise, staying home

## Inspiration



# Ideation

## Product 1

**Sitting posture with lumbar sensor is observed and guided to the right posture.**

**Check your sitting by measuring pressure.**

**It has a built-in sensor that can detect pressure under the seat of the chair, and by using the EEG signal service, you can see the sitting status of the office at a glance.**

**Sitting in the right position not only helps your back health, but also helps you stay for a long time and is related to concentration.**

**바른 자세 습관**

- 1. 올바른 자세 습관
- 2. 올바른 자세 습관
- 3. 올바른 자세 습관
- 4. 올바른 자세 습관
- 5. 올바른 자세 습관
- 6. 올바른 자세 습관
- 7. 올바른 자세 습관
- 8. 올바른 자세 습관

**Motion Sensor** → **Collect data such as user posture and sitting time!** → **Recommend the right posture for the user**

**Measure concentration based on user weight and time**

**Don't let the backrest recline during business hours!**

hours of business Living time

## Product 2

**Can does not change the material itself, but design the can as recognition function products that are connected to the monitor.**

**These days, I buy webcam from home because of telecommuting or classes.**

**But there are privacy issues, so I guess we need to take action.**

**Eye-tracking technology to monitor concentration and automatically turn off during breaks.**

**The method of linking the app and data so that the concentration can be observed and the time zone and lighting color can be adjusted.**

**even if the place of work is changed, I think it won't interfere with the movement.**

**get good data because it's related to lighting.**

**with the compact size, it can be attached to a computer. as it might not bother you very much.**

**by making the form and color stylish, it seems possible to make it interior like so that it does not bother you.**

**thin** **low price**

# Storyboard

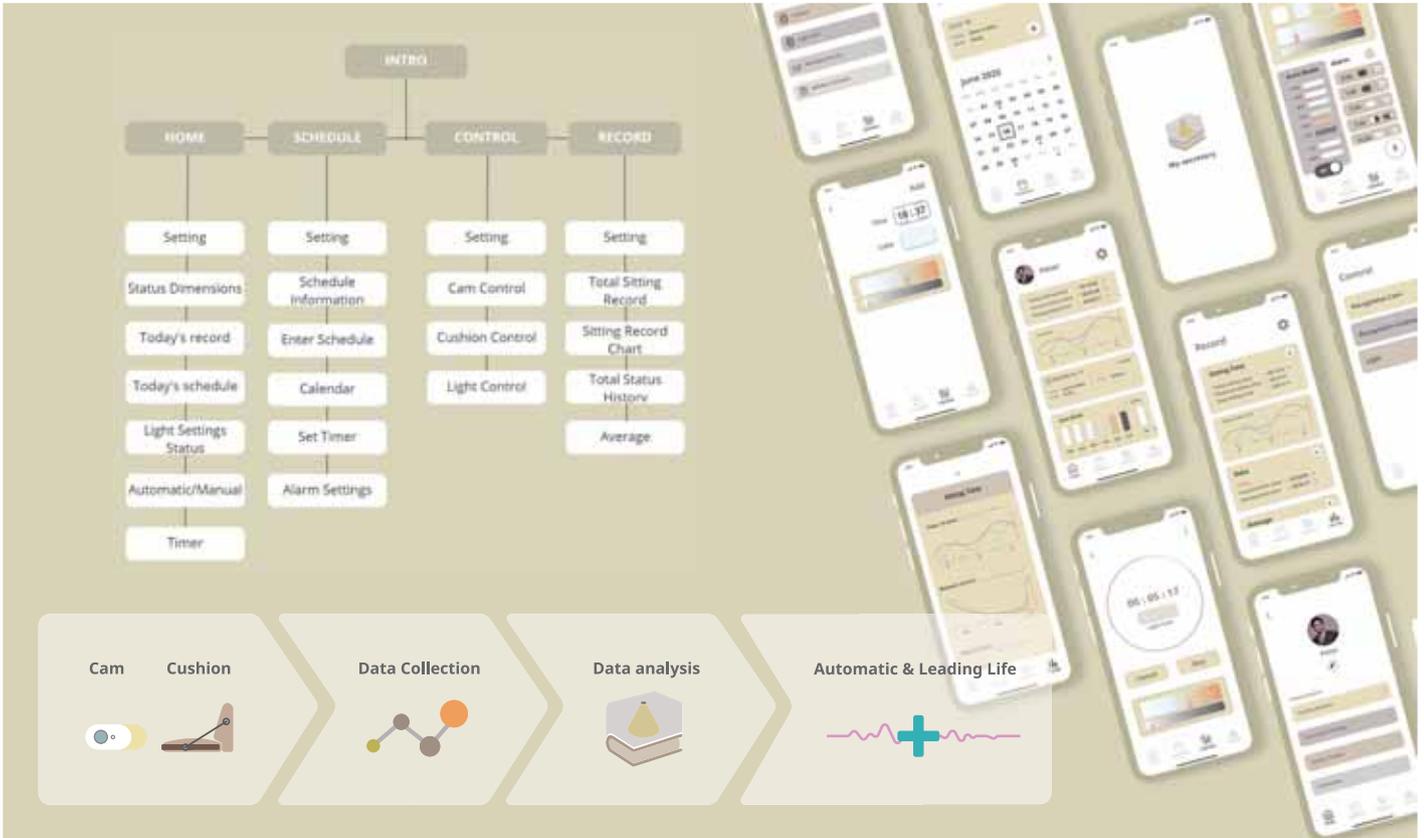
1. There is a subscription. He tends to work from home and work his hand without a break.
2. He is in the subscription of his work, his afternoons are without a break, but he uses the device from home and has his hand working hard.
3. He has been sitting for working recently. But his back hurts and his eyes are dry, because that after working for 3 hours.
4. His back hurts and his eyes are dry, because that after working for 3 hours.
5. He updates the app as usual after morning routine and working.
6. The next day, data collected from his work and his work is sent to the app. Based on the data, appropriate advice and warning board that is determined.
7. It has designed a break time of 12 minutes per hour, and during the break, the chair is designed automatically, the monitor is turned off, and plays their time to rest.
8. He can go to his office with his eyes and his back better.

1. After talking from a subscription and after changing subscriptions and receiving work, he is sitting in his office. He's been sitting for 3 hours and his back hurts and his eyes are dry.
2. His routine and advice are determined by secondary application.
3. After filling out the app and advice, he updates the app. After the update, data collection is determined by the light sensor. It needs attention to the light sensor and related body fatigue.
4. When there's eyes are dry and difficult to move, an alarm is in the light sensor of the application to adjust the light or light color of the room so that he can work after his eyes are comfortable.
5. Due to the app function and a small function of the application that is automatically and manually operated according to his work time, they can distribute his work hours more efficiently, and he can complete the work schedule and receive a satisfying working life at home.
6. Using cushions, webcams, and application, there is a in the (2020) It is a monitoring the balance of work and life in the work for flexible and professional.

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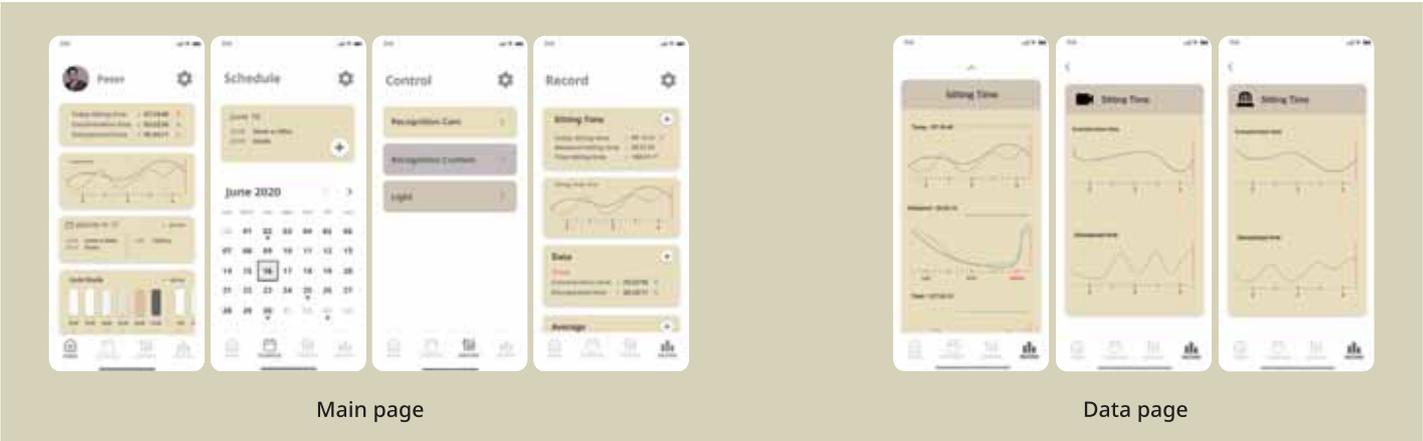
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6. Using cushions, webcams, and application, there is a in the (2020) It is a monitoring the balance of work and life in the work for flexible and professional.

# App Description



## APP : My Secretary

APP to realize the comfortable Work-Life Balance of users in the COVID-19 era by interlocking the data of users from both products with lights. User can always check own collected data and dispose of personal information locally as soon as user want.



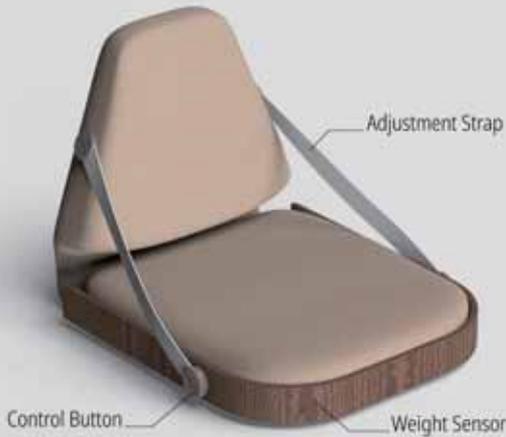
### Core Page

The main page consists of home, schedule, control, and record. User can see own data and settings at a glance, and can schedule own operation by entering own schedule in the calendar. User can also control the cam, cushion, and light on the control screen, and check the status in detail in real time through own records on the recording screen.

# Visualizing

## W&R Cushion

Team Cat



For Rest



For Work

Work & Life Balance.

Suggestions for optimal rest and work hours during telecommuting.



KMU - SIT Design Workshop 2021

## Web Camera

Team Cat



Black



Yellow

Concentration Care.

Suggest ways to improve concentration by using Eye-Tracking technology.



KMU - SIT Design Workshop 2021



## My secretary

Team CAT

For your **perfect balance** of work and life.

Your own **'secretray'** that allows you to control the factors that affect your work environment, check your life time records, and check your schedule.

Your own **'secret'** to keeping your work life balance perfect.



# CAT

Work-life balance in COVID-19 : Reduce stress.

---

## Haewon Park

As I researched the stress caused by COVID-19, I thought about change the psychology caused by the disease and various ways to solve. It was a different experience and fun to work on a project with new Japanese friends.

## Kazuho Takei

I think that how to decrease stress this time, but I notice that I don't think when we feel stress. This time, cause of stress is information, tired, and so on we find. But I think there is other cause of stress in our life.

## Seungeun Jung

I learned how to explore various topics and meet people who have different thoughts and work on projects flexibly in a short period of time. It was very informative and enjoyable!

## Junhyeok Koo

It was a unique experience to have a meeting online with people and conduct Desk Research, Ideation, etc. Especially, it was good to hear different opinions from Koreans when exchanging opinions with people from Japanese universities.

## Moe Yokoyama

We have been conducting workshop with a design that can further reduce the stress of working from home. While conducting the workshop with Korean students, I was inspired by many things such as ideas and techniques.

## Yuki Uwajima

There were people who were close to me who were stressed, and I was interested in stress reduction. It was a lot of fun to reduce stress and hone ideas with dependable members who respected other people's ideas.

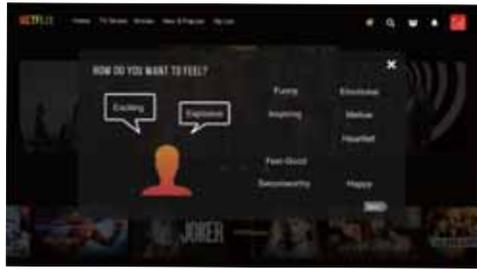


# COLORFLIX

*The new feature on Netflix, the new perspective on searching*



# THEME & PROJECT GOAL



## New search feature

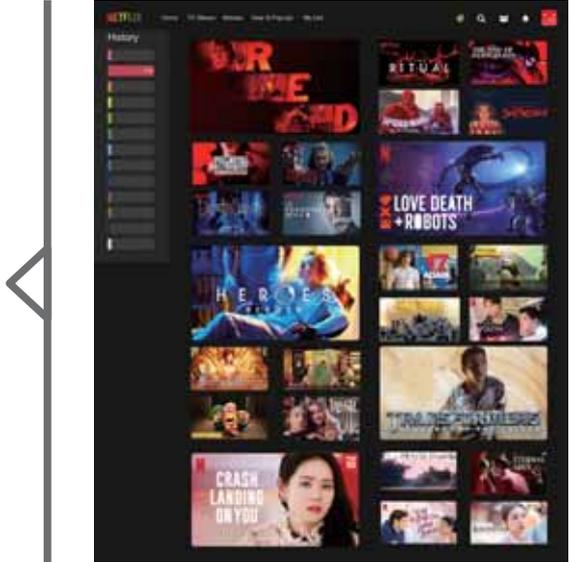
This feature allows you to search contents by colors and emotions. This will help users to get out of the bubble

Netflix Color Mode

## New way to show the history

On the Netflix color mode, The colors from contents the user frequently watch will make a gradation

The design is mainly made to be enjoyed by looking.



### Getting along

Communication through the workshop to get along has been successful!



### Research done well

We have conducted several research on Netflix, filterbubble, the relation between colors and emotions.



### Playful idea

Always tried to work fun, in result we got the flexible ideas.

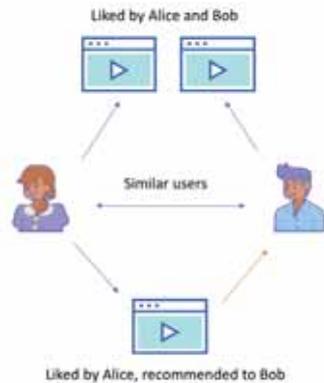


### Good prototype

Reconsidered the layout, the motion on the website. We have got a great prototype.

## Background

# NETFLIX



### OTT Service - Netflix

International  
OTT service platform

### Collaborative filtering

Automatically predict users' interest based on the Taste information obtained from many users.

### Color & Emotion

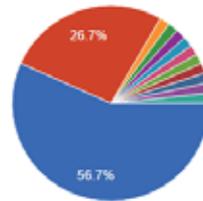
Colors can be related to the person's emotion.

## Brainstorming

### Anything related to OTT service



10. フィルターバブルについてどう思いますか？フィルターバブルに 대해 어떻게 생각하시나요?  
응답 60개



- 便利, 편리하다
- 不便, 불편하다
- 관리하면서 다양한 컨텐츠를 접하길...
- 아무 생각 없다
- 잘 모르겠다
- 보고 싶은걸 볼때는 편한데 검색을 해...
- 便利도半分もあるが, 不便도もある.
- 저음에는 관리할 수 있지만 이용 기간...

At first we came up with some words related to OTT service (Netflix) and decided to narrow down to filter bubble

▽  
We conducted survey to get data of how people think about Netflix and filterbubble.

▽  
Many people replied that they satisfy with recommendation system but they want something new. Also they were quite positive to filter bubble in Netflix.

▽  
Since there was no insight to develop about filter bubble, we changed our theme from filter bubble to new way of recommendation system.

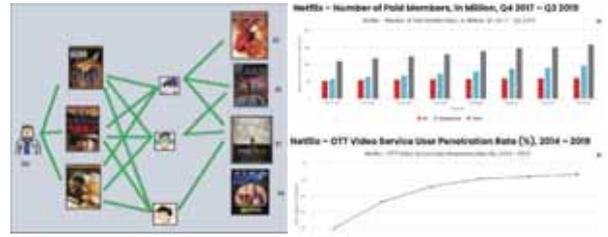
### Design Value

We aimed to extend the usage of data in Netflix to recommend various contents by suggesting a new way of searching contents.

# Design process

## Desk research

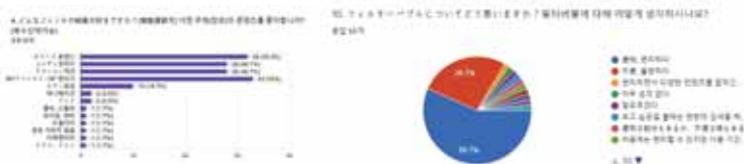
- Basic information about Netflix
- Statistics about Netflix users
- How collaborative filtering works
- Articles about trends and opinions



<https://market.us/statistics/online-video-and-streaming-sites/netflix/>  
<https://blog.naver.com/qwdqwd910/221482872889>  
[https://blog.naver.com/m\\_hstory/222172425882](https://blog.naver.com/m_hstory/222172425882)

## Survey

- 2 Google form surveys
- 1st survey got 77 responses, 2nd survey got 17 responses
- 1st survey is about users' taste and opinions about filter bubble and Netflix
- We didn't get much useful insights from the 1st survey results
- 2nd survey is about how people think about colors
- 2nd survey provided data about color perceptions of the users
- We got some insights from the 2nd survey results



## Interview

- Interviewed some people about movie preferences and color selection..etc
- One interviewee is a person who usually enjoys watching art films
- The other one enjoys various commercial movies
- Got insights about selecting movies with colors and feelings

Interviewee 1: enjoys art films, tired of the norm commercial movies, gets sketchy impressions from the movies' colors, thinks that colors are important to the visual value of the movie

Interviewee 2: considers the director and theme, enjoys the beauty of colors from the movie, thinks movies with aesthetic colors are highly perfect, chooses what to watch according to mood

## Persona



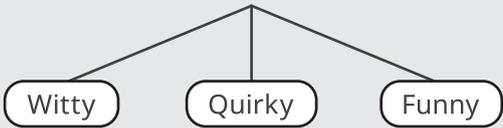
- Personality: Sentimental, Literature-loving, Imaginative
- Habits and Hobbies: He watches at least two movies a week
- Goals: Watching as many artworks as possible
- Frustration: Limited time to search for what to watch
- Needs: Thirst for exploring many artworks

# Insight & Ideation



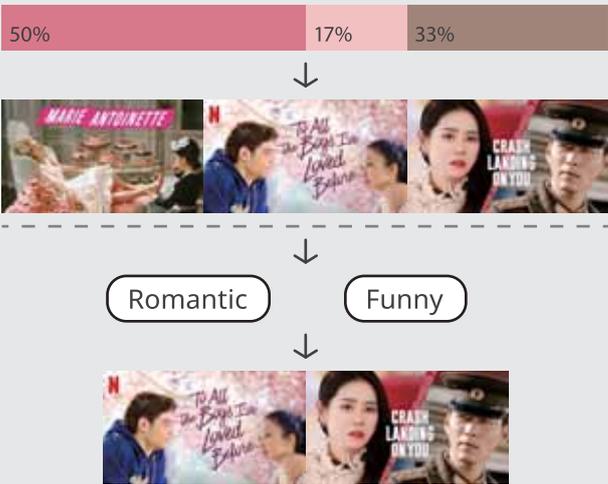
## LINKS BETWEEN COLOR OF MOVIES & MOOD OF USERS

The RGB information main colors from movies and mood tags(existing and new) can be matched



## “NEW” COLOR & MOOD SEARCHING SYSTEM

1. User may pick 1~3 colors and ratio
2. User may continue search or skip to see color search result
3. User may pick 1~2 mood and feelings
4. Final search result

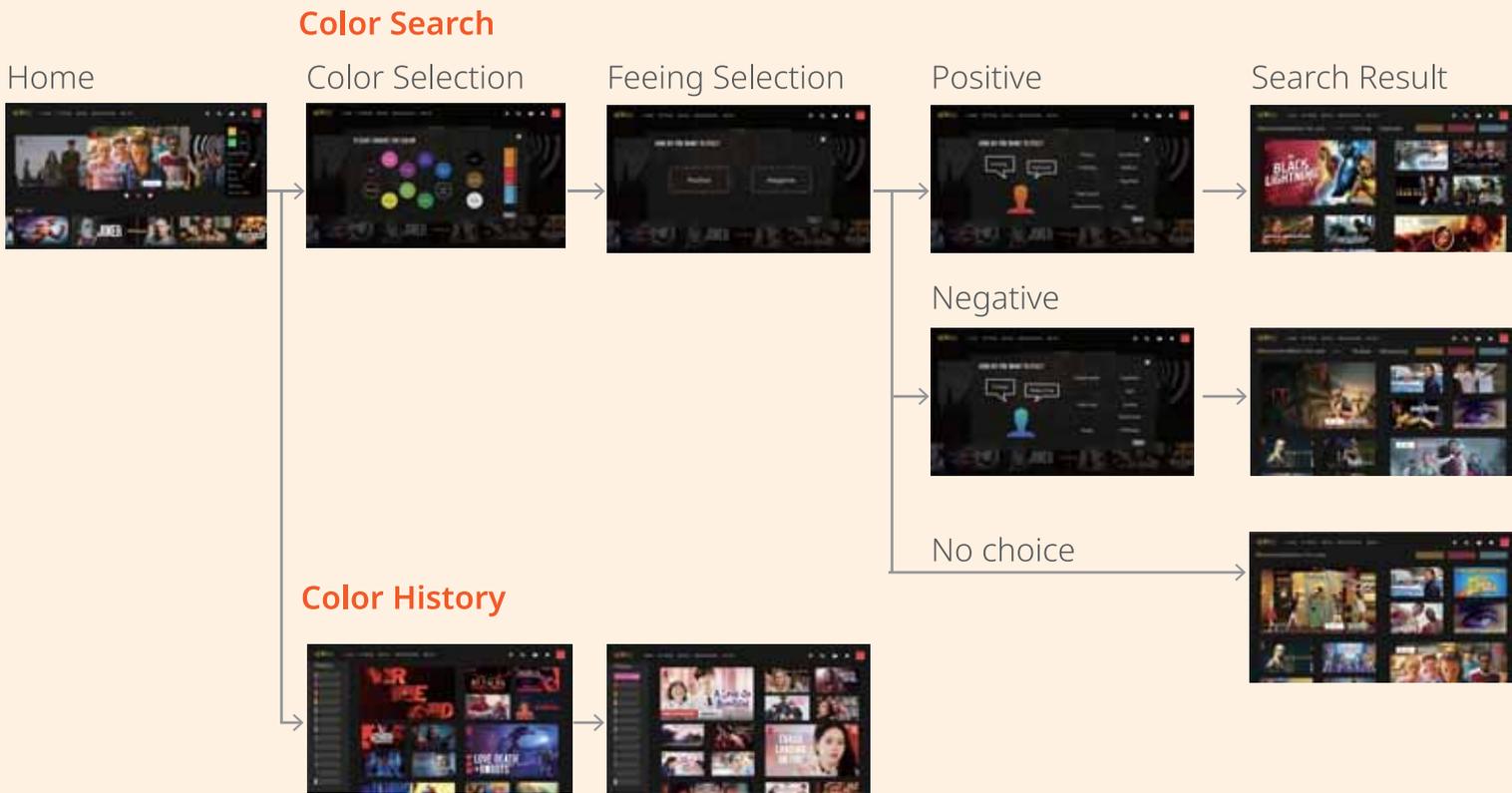


The Logo

COLORFLIX = NETFLIX + 

Prototyping

Color mode



User flow of Color Mode

The Color mode (to be explained later) is focused to be a new way to find new contents which are outside of the filterbuble the user made. Also, we wanted to use the relation between colors and feelings. Therefore we made a feature to let users to input their feeling for the contents.

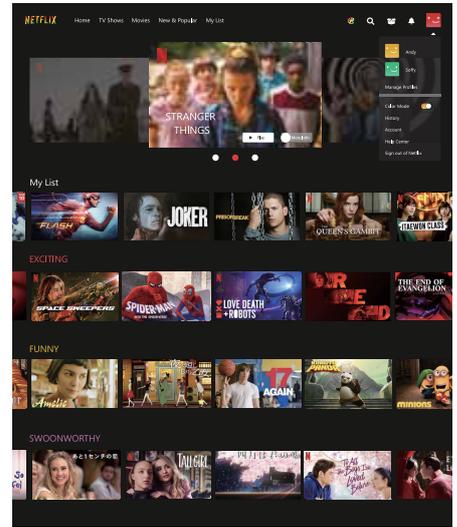
# About Color Mode

## Home

This is where you can choose to be in Color mode. Now you will see the movies sorted by colors and feelings.



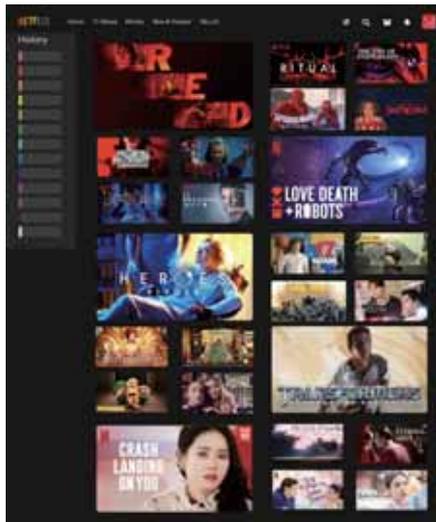
OFF



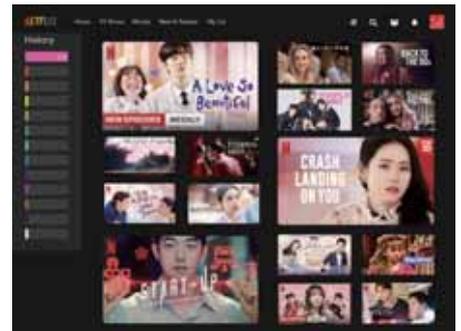
ON

## History

People have a tendency to watch similar genres. This will visualize which color you tend to watch, and makes a beautiful gradation with your watch history.



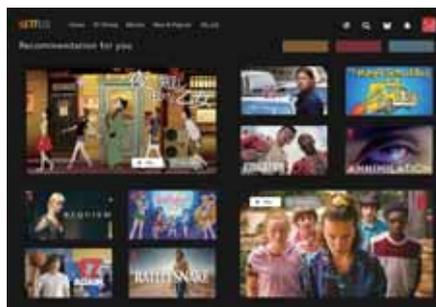
All color



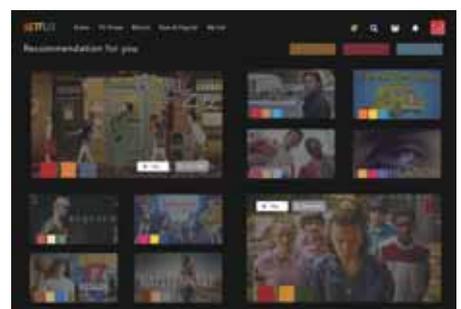
Selected color

## Intuitive Motion

If the website shows too much information at the same time, the users would be confused. So we used motion. When you move the cursor over the thumbnail, it shows the main colors.



move the cursor over the thumbnail...



# Dog RURU

Colorflix

---

## Hyoyun Ryoo

The question of whether people with different languages and cultures can do well in design projects within a week was silly. The theme of Data Driven Design was easy to connect the two cultures, and it was a fresh experience of working from morning to evening after a long time.

## Sejin Kim

It was happy to work with friends of Shibaura. We couldn't meet in person because of Covid 19, but it was amazing that we could communicate with each other enough online and work happily. Whenever I watch Netflix, I think I'll remind of you guys. I hope to keep in touch even though we can't meet easily :)

## Kyunghee Kim

It was a very short and tight project but we made it to the end! I hope next year we could meet offline:)  
And personally it's so funny that our team name is DOGRU-RU...It's my puppy's name.

## Zen Ryongna

It was my first time to have a workshop with foreigners and I was full of anxiety at first, but it was a very good experience for me to work actively on data-driven design with friendly group members.

## Minami Masuko

As my English was not what I am proud of, it felt very uneasy first. However, people of the group were very gentle and it became very fun later. I realized the importance of talking English actively. It was good to be able to have such an experience. It is thanks to the members in the group.

## Ryuhei Hayashi

It was the first time for me to work online without knowing each other beforehand. I was nervous if everything goes well or not in the beginning. But I started to believe this team is going to have a great result in the end and I was right. I got very inspired by all of the team members by seeing how hard workers they are, and skilled they are. Thank you so much!

*Hi fives from Team 5*

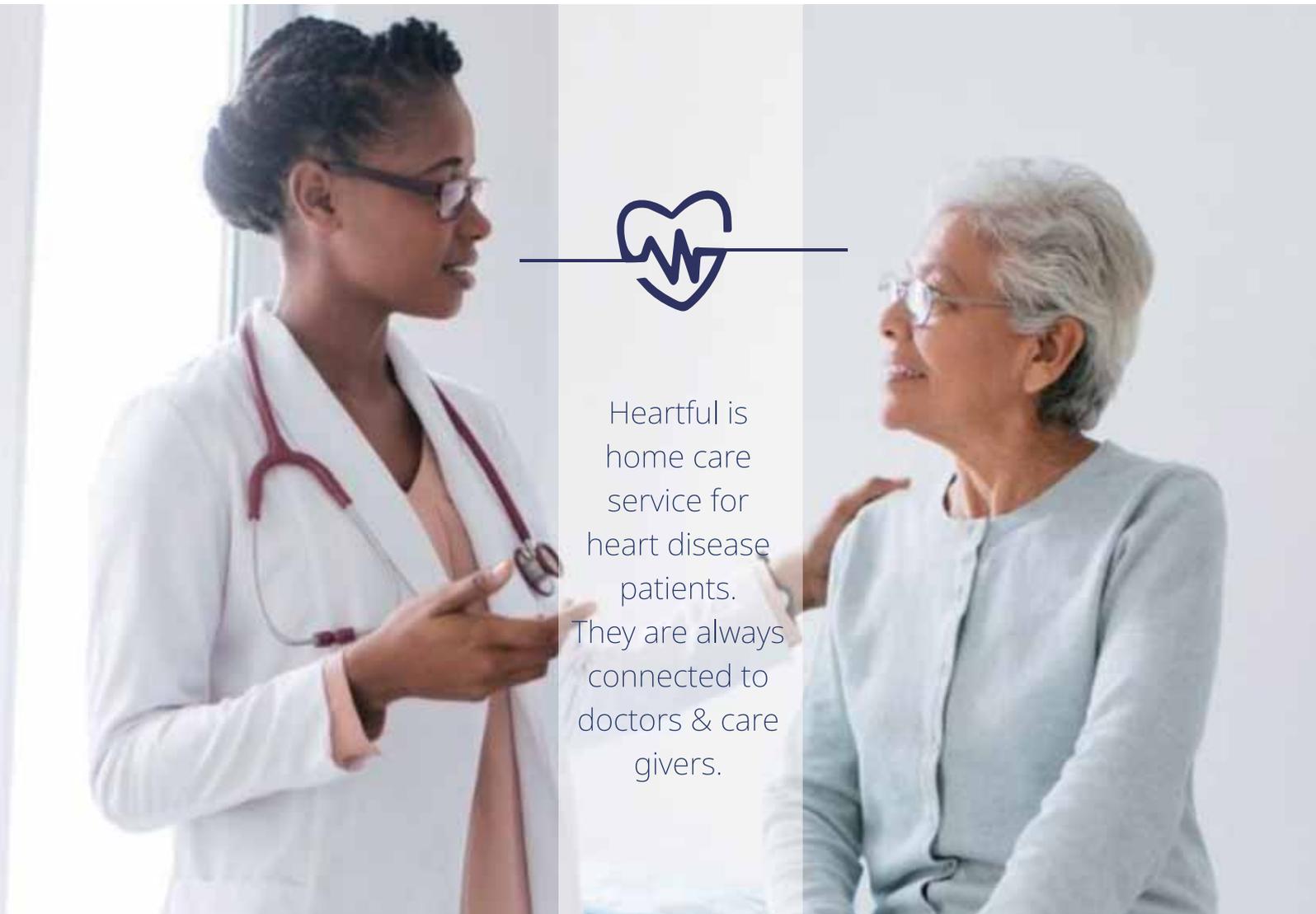




# Heartful

Home care service for  
heart disease patients

# THEME & PROJECT GOAL



Heartful is home care service for heart disease patients. They are always connected to doctors & care givers.



Warm service



Easy to check health condition



Communicate with doctor



Easy home care

# Background



## Difficulties to visit hospital because of Covid-19

Many patients are hesitant to go to the hospital because of Covid-19.



## Many elderly people have heart diseases

According to data released by the WHO in 2019, the top leading cause of death worldwide was due to ischemic heart disease.



## Worsening of heart disease due to lifestyle

There is a deep relationship between lifestyle and heart disease. Patients need to review their lifestyles.

# Brainstorming

**Desk research on heart disease** ← to know what kind of app is needed

- Causes of death for many elderly people**  
There are many cases where conservative treatment (improvement of posture, etc., to improve the root of the symptoms rather than surgery) is used to observe the condition.
- Cardiac insufficiency**  
The main causes are ischemic heart disease such as myocardial infarction and angina pectoris, cardiomyopathy, and hypertension.  
Drug therapy, lifestyle modification, and diet therapy.  
Causes of acute heart failure are myocardial infarction, arrhythmia, and pulmonary embolism
- Deficiency of blood in the heart**  
Main cause is arteriosclerosis.  
Return home after short-term hospitalization, drug treatment
- Valvular disease of the heart**  
Mainly on medication and need regular check-ups  
Leads to arrhythmia and heart failure

## Desk research target user

We had a discussion about health care. Then we repeated our desk research and decided to work on a topic related to heart disease. We then set our target users as elderly people with heart disease.

**1. How can we collect about heart data? How to meter about heart data?**

- another device that shows elders' current health condition
- what should we show them? How will show them?
- Simple Message Emergency Call (SMS/APP)
- Charging device or case... (this shows the information)
- plus app for doctor & family of patient.

**2. What type of home care service we provide?**

- user from provider (doctor and insurance information (home care data))
- patient records (doctor in a good patient and doctor can managing them)

**3. How can we give elders data more easily?**

- by simple led light
- by letter that delivered every month or week

## Design value

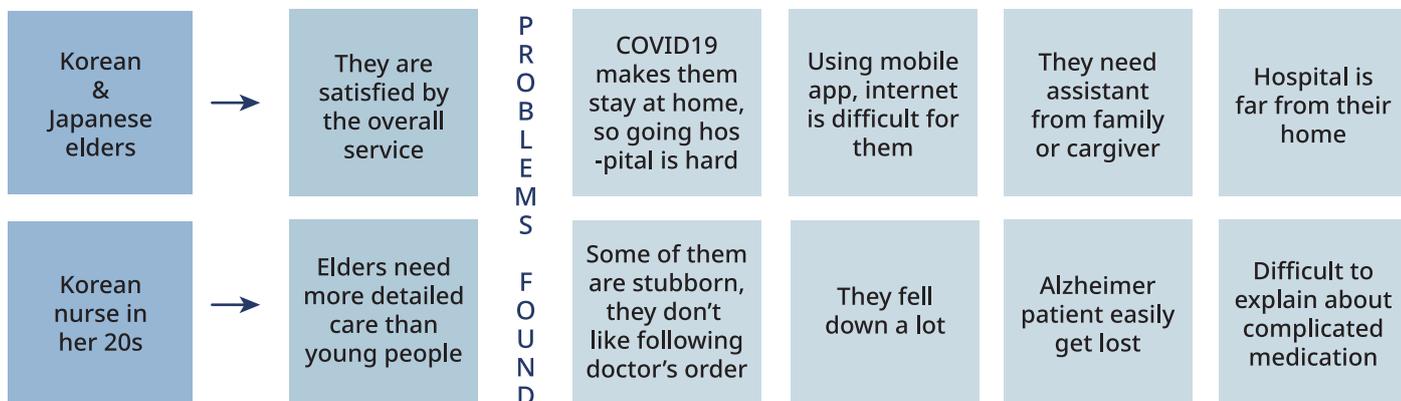
Doctor besides patients even at home

Easy to operate

Since the elderly are not familiar with the Internet, we decided to make it as easy as possible for them to operate the device. We also aimed to make them feel closer to their doctors even when they are at home.

# Design Process

## Interview



## Persona



**Ichiro Nakamura (75)**  
 "I am really worried about my heart condition!"  
 Introvert | Easy-going | Worried

### About

He is 75 year old Japanese man. Since wife passed away he is living alone. Due to the recent Covid-19 pandemic, it is difficult to go to the hospital for him, so he is getting more worried.

### Problem

- He is always worried about having a heart attack.
- He is living alone so if he faint, no one can call ambulance.
- Living alone makes him so lonely.
- Covid-19 makes him stay at home, so it is hard to visit doctor.

### Needs

- Ways to monitor his heart condition to prevent emergency.
- Doctor's care and health information at home.
- Some communication with others to overcome loneliness.



**Yuna Jung (36)**  
 "I am worried about elders at home"  
 Cheerful | Forgetful

### About

She is a 36-year-old Korean heart disease doctor. She is really worried about her elderly patients who can not visit hospital. She is trying her best to check them by call.

### Problem

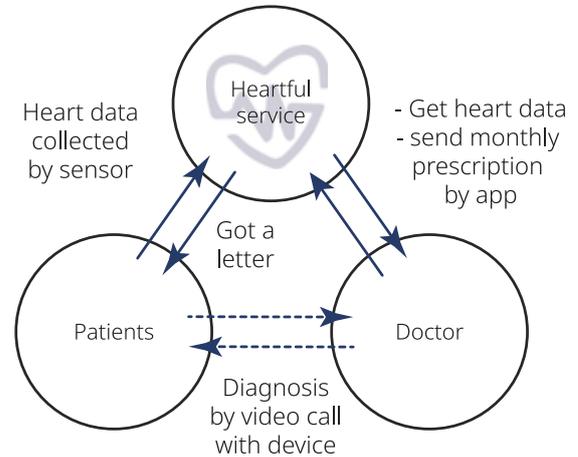
- Her patients cannot visit hospital.
- It is confusing for the elderly to inform their diagnosis
- Since there is lots of patients, it is hard to check each patients.
- There is no ways to notice her patient's emergency.

### Needs

- A way to remotely monitor the condition of elderly patients.
- An easy way to check the condition of many patients.

# FINAL IDEA

## System



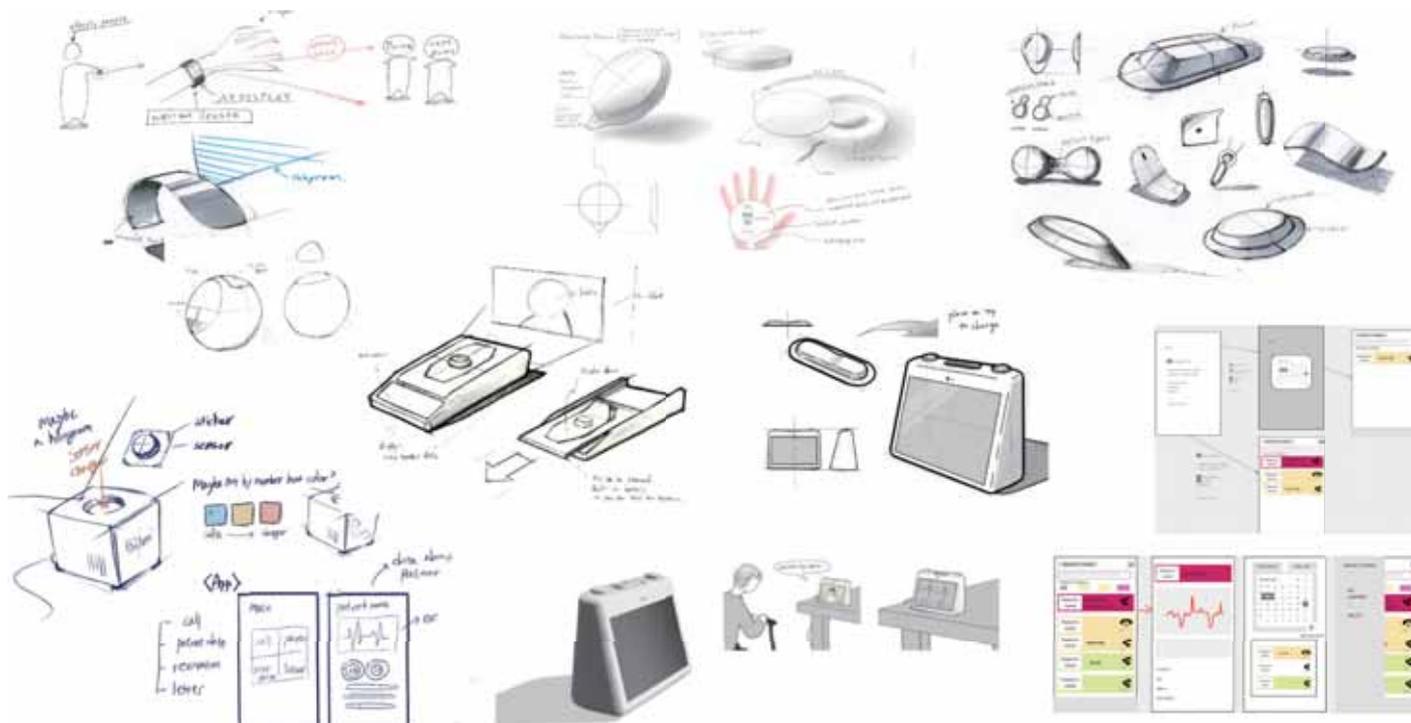
The "Heartful" connects doctors and heart disease patients remotely. Heart data of patient is monitored, collected, and transmitted to doctors. Doctors can check the patient's real-time heart condition and provide data-based prescription at the next video call.

Collected data can always be checked by doctors, which become the basis of care. Letters about heart monitoring and doctor's comments are delivered to the patient every month, making it easy to check their overall condition.

## User scenario

<p>1. Mrs. Nam is a 75-year-old woman who lives alone. Recently, she signed up for "Heartful" service.</p>	<p>2. A sticker-type sensor is attached to the chest, which collects her daily life heart data.</p>	<p>3. Her real time heart health data is shown on the display of the device. she can recognize if she's in danger.</p>	<p>4. Those real time heart health data is connected to doctor's app. Doctor can check her condition easily.</p>
<p>15:00pm</p>			<p>Later...</p>
<p>5. Later, at the time of her reservation, she receives a video call from the doctor through the device.</p>	<p>6. During video call, doctors give her specific diagnosis and advice based on data collected from sensors.</p>	<p>7. She ends the video call by pressing the button at the top.</p>	<p>8. Soon after, a health status letter which contains doctor's personal message will be sent based on monitoring and diagnosis. She feels much safer now.</p>

# PROTOTYPING



We did rough sketching, 3D modelling and UI prototyping.

Emergency call button

Charging space

Display on/off button

Video call button

The sticker-type sensor monitors...



- ECG Rhythm
- Heart Rate
- RR-interval
- Respiratory Rate
- Body Temperature

Display



good



a little bad

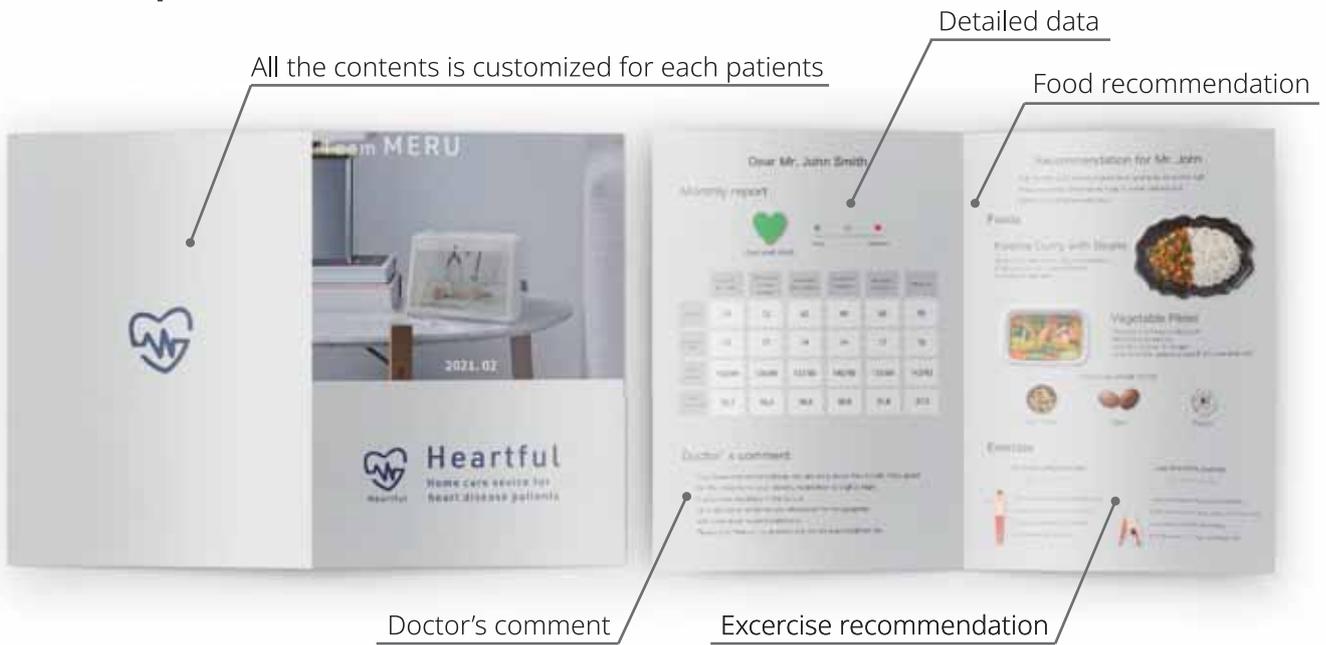


bad

When a patient's condition is good, a little bad or bad, green, yellow or red ECG will be displayed.

# Service & UI

## Letter for patients



Every month, patient will receive a letter. It contains about their condition on the month and advice. All the contents are customized for each patient on the basis of their monthly condition data.

## UI of application for doctors



With this application, doctors can monitor the condition of their patients at any time. If the patient's condition is dangerous, they will be notified immediately. It also allows them to schedule and confirm video medical appointments.

# MERU

## Homecare Service for Heart Disease Patient

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### Hanseul Bang

It was good to work on a project with Japanese students through workshops. There were difficulties in communication, but I could feel a sense of accomplishment at the end. If I have a good chance next time, see you again~

### Kei Sugiyama

We had a hard time communicating with each other, but kept trying to understand other's idea. Finally, we finish our project. Thank you guys for your great effort!

### Shu Matsuo

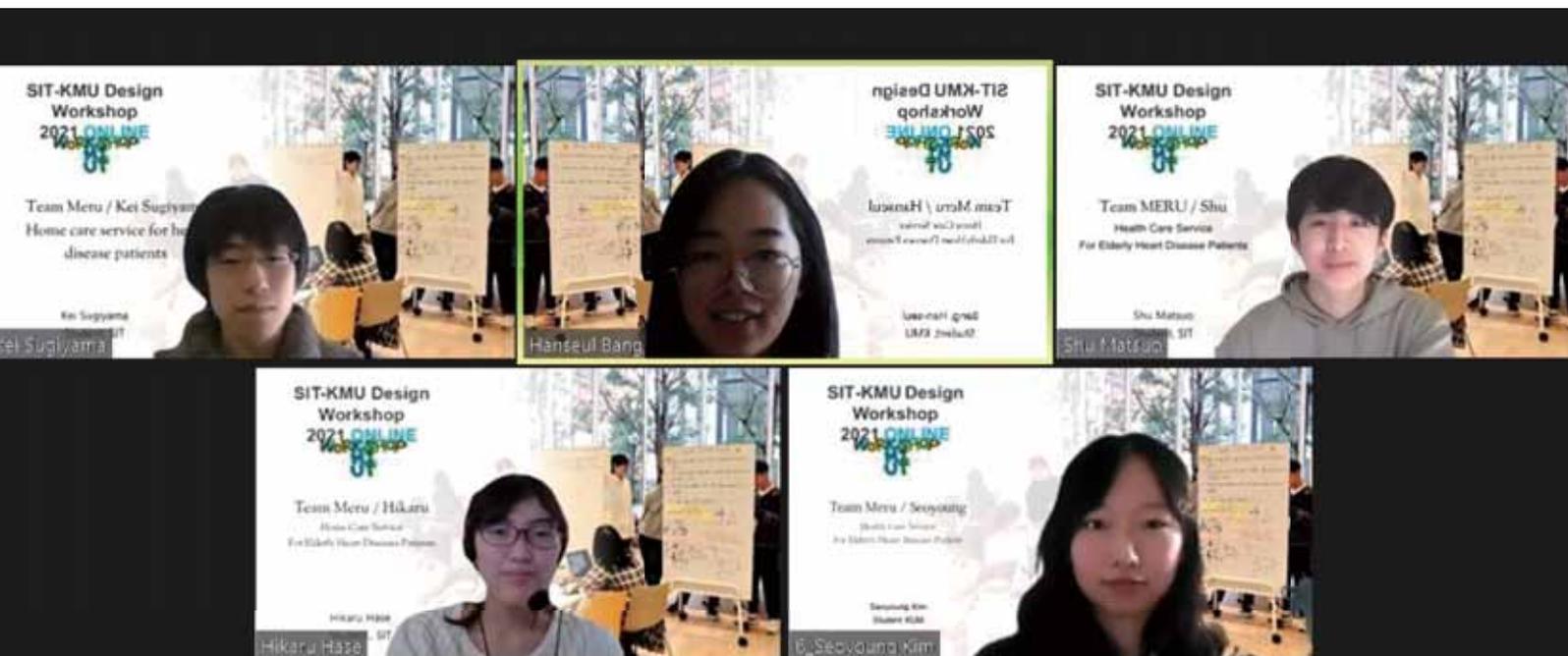
I'm so glad to have great experiences with great member! Sometimes I felt that communication was difficult, but I am very happy to accomplished our task to the end. I hope to see you again if we get a chance.

### Hikaru Hase

There were a lot of things I didn't understand, and each time I got in trouble for it, but thank you for sticking with me until the end. I don't think I could have had such a valuable experience without you.

### Seoyoung Kim

I was so happy to participate in the workshop and work with students from other countries. There was a limit of communication as it went online, but I think we were able to finish our work well with all our efforts. Thank you all!





# Fit Us

get fit, stay fit  
and find your own way to be healthy

3S2H

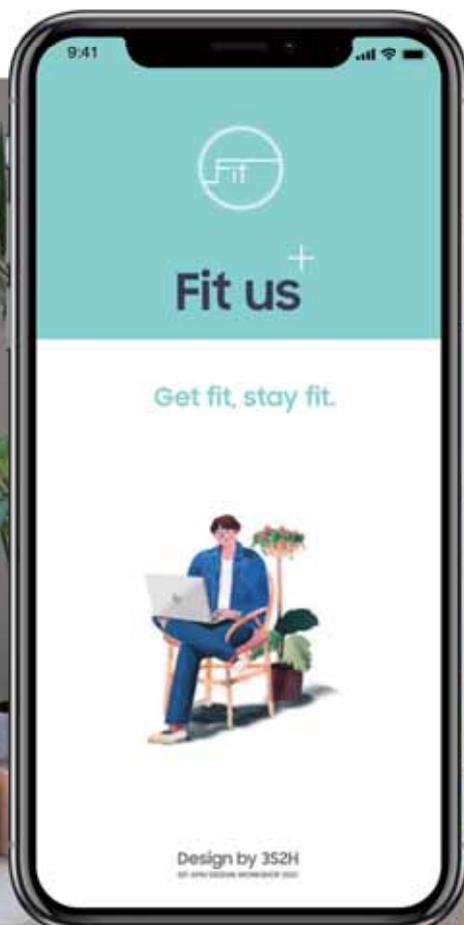
Sota Morinaga

Haruka Suzuki

Chihana Maru

Sangyeol Noh

Sunga Jeon



# CONCEPT & PROJECT GOAL

## Fit Us

“Fit Us” means finding the right way to take care of our health. In this service, home robot uses various health data to analyze the health of different individuals by age group, and users can find their own health care methods and share them with others.

various age group      share with others      using health data



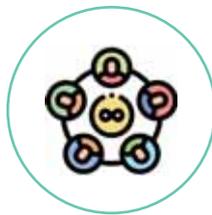
### Be healthy

We think about your daily life and support your health.



### Healing

We will be close to your heart and support your achievement.



### Share

Record your health data and share it with your family and friends.



### Personalized

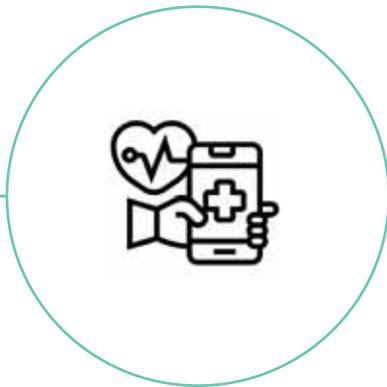
Analyzing data and give some solutions close to you.

## Background



### Untact

These days, many people lives in the Untact times.



### Changed or Restricted

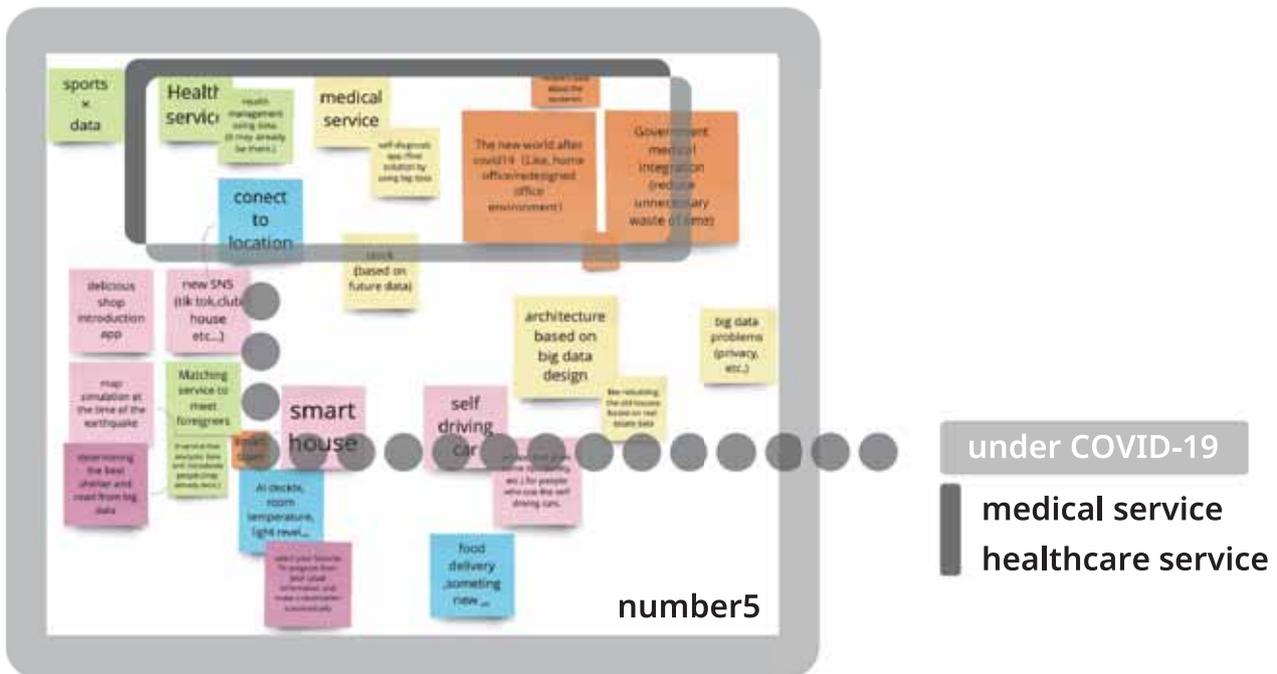
So, the way people can manage their health has been changed or limited.



### Changed data

And there would be changes in data related to those services.

## Brainstorming



First, we thought about Data driven Design and shared opinion about what we want to do using data. In that time, we were interested in service about medical and fitness under COVID-19 because in the case of medical health services, we thought there would be a change in the amount or content of data collected after COVID-19.

# Affinity diagram

## Top 3 keywords



## Insights

1. Covid19 has suddenly changed the rules and procedures of people's lives, so people have become more interested in various health online services.
2. Many healthcare services that users can personally manage their health are released or actively used.

# Persona



**Kentarou Takahashi**

30

Office worker

- 1. telecommuting due to covid 19
- 2. he likes to workout on weekends but he can't do it well due to covid 19
- 3. interested in technologies (VR, etc.)

- 1.he wants to do more exercise
- 2.to spend his time and work efficiently
- 3.make a new friend

likes - online game, activities,  
dislikes - covid19 , wasting time

**Likes/Dislikes**



**Moon Sook Park**

70

currently unemployed

**Features**

- 1.she doesn't like to go outside because of covid 19, so she wants to exercise at home.
- 2.her activities are restricted these days, so she sometimes feel depressed.

**Goals**

she wants to stay healthy by eating healthy foods or living a regular life

likes - hang out with friends, health care,  
dislikes - unkind guidance

# Ideation

What data we're going to use

Finger images and heart signal data of people.  
 ->Measure blood pressure or respiratory rate  
 People's body type analysis data  
 ->For dieting  
 Face image data for different ages  
 ->Age Analysis



To keep using it continuously

- To see the results of your efforts
- To see other users records and motivate



To interact and manage health in the time of unctact

A robot that moves around the house, interacts with people, and becomes a health mate

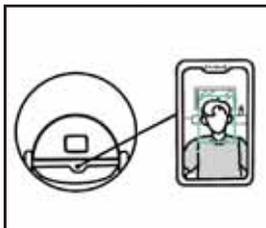


# User scenario

## For young people



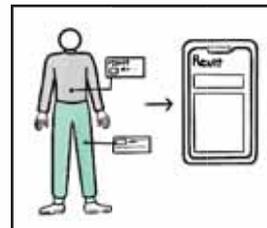
His goal of health care is diet. So, he bought a home healthcare robot for his diet.



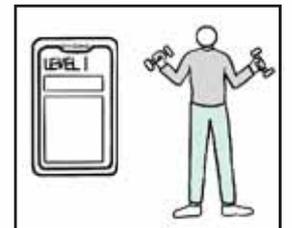
When he looks at the robot's camera, it analyzes user's age.



It recommends a list of health care by age group of users. And he chooses among them.



He wants to analyze his body type. So, it uses a camera to analyze the user's body shape with image recognition.

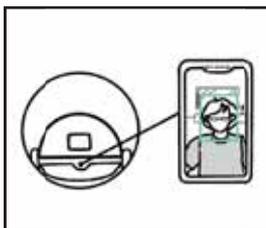


After analyzing body shape it sends the result and solution to the app.

## For elderly people



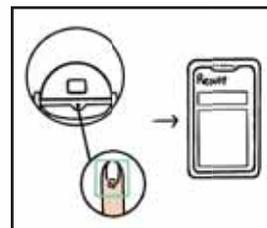
Her goal of health care is to maintain her health by measuring blood pressure or heart rate.



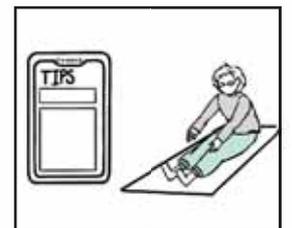
When she looks at the robot's camera, it analyzes user's age.



It recommends a list of health care by age group of users. And she chooses.

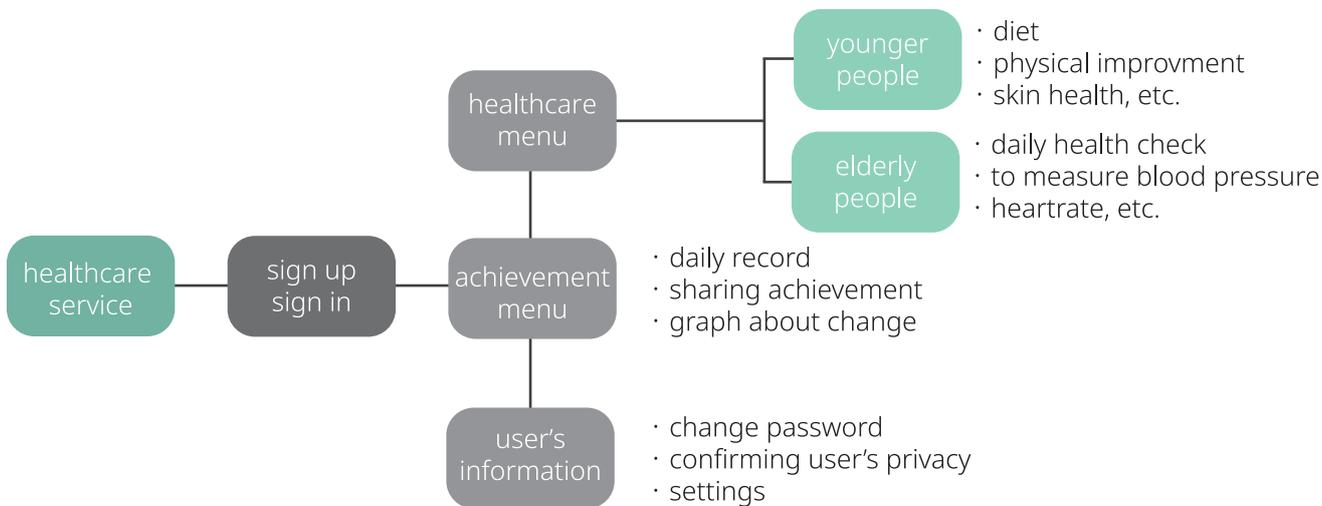


She wants to check her blood pressure. So, she put her finger close to the camera.



After measuring blood pressure, it sends the result and solution to the app.

## Service flow



## Product

### Home Healthcare robot

This home health care robot uses health data to provide different health care depending on the user's age. It also provides healing as it moves around the house and interacts with people in untact times.



**Power**



**Analysis**



**Send result**

**When not using it**  
The top part of this doesn't light up.



**When using it**  
When the camera completes the user's age or health analysis, a check mark appears and the top part lights up.

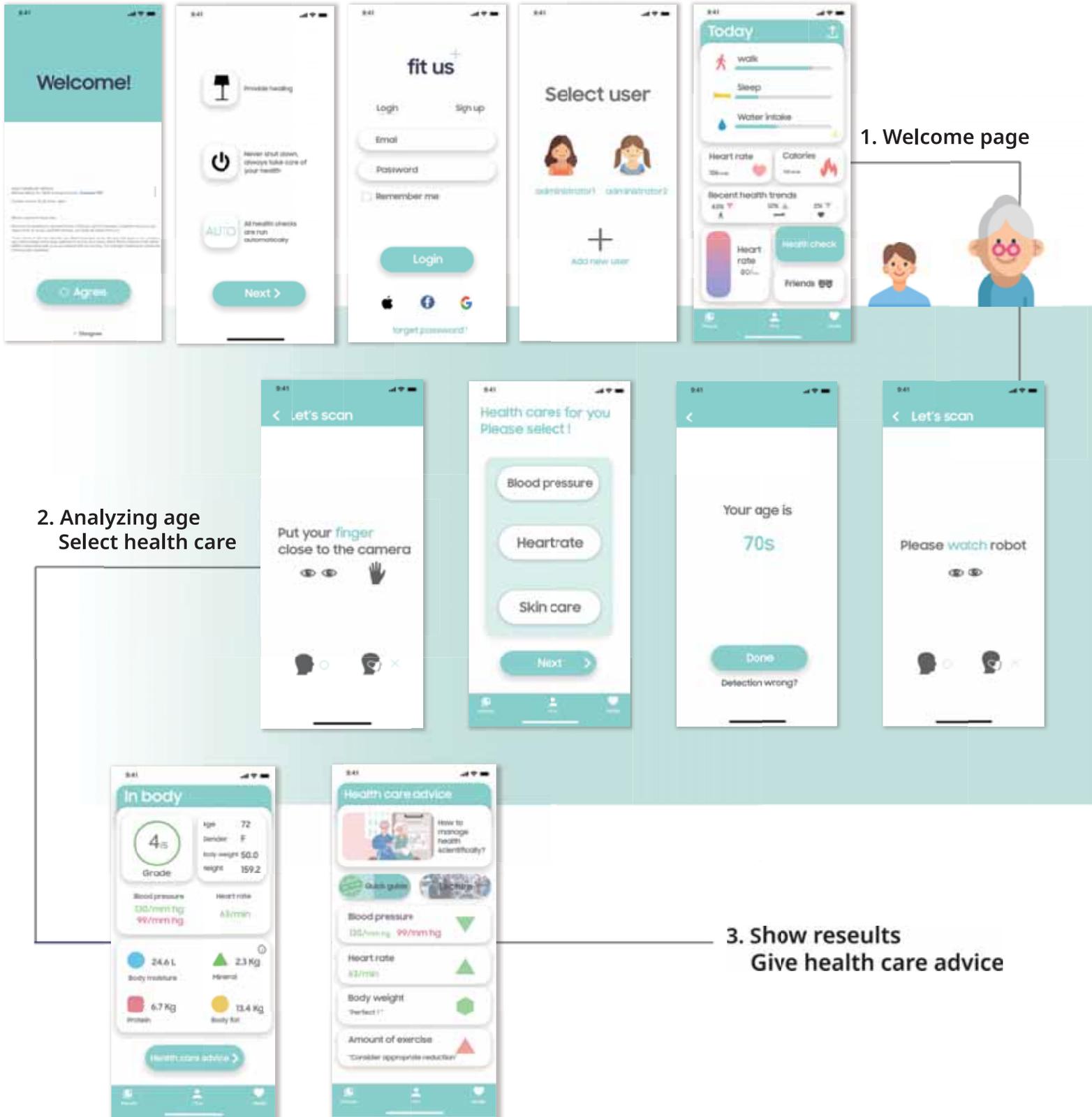


# UI

# Fit us<sup>+</sup>

find a way to take care of your health

You can get a variety of healthcare recommendations according to your age group and get results and solutions.



# 3S2H

## Health care service

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### Chihana maru

It was difficult to speak and talk in English online. But little by little, I think I got to know each other. I would love to meet you if I can go to Korea.

### Haruka Suzuki

I was worried about talking to people who grew up in different environments using a language I didn't understand. However, it was a very good experience because I was able to make more works than I expected by discussing and complementing each other.

### Sota Morinaga

First, i worried about how will we cooperate from different countries. In addition, we only communicate through the internet. However as we meet on zoom, I knew each other and it was fun to consider this topic.

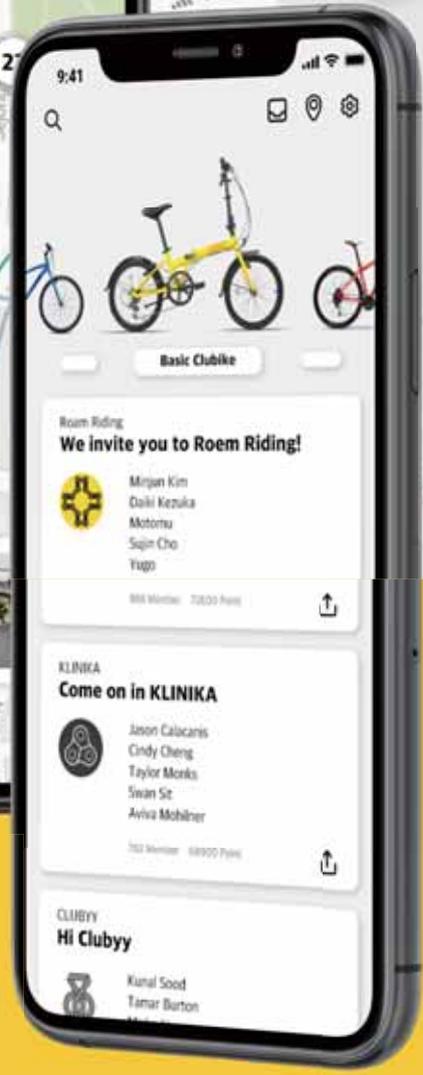
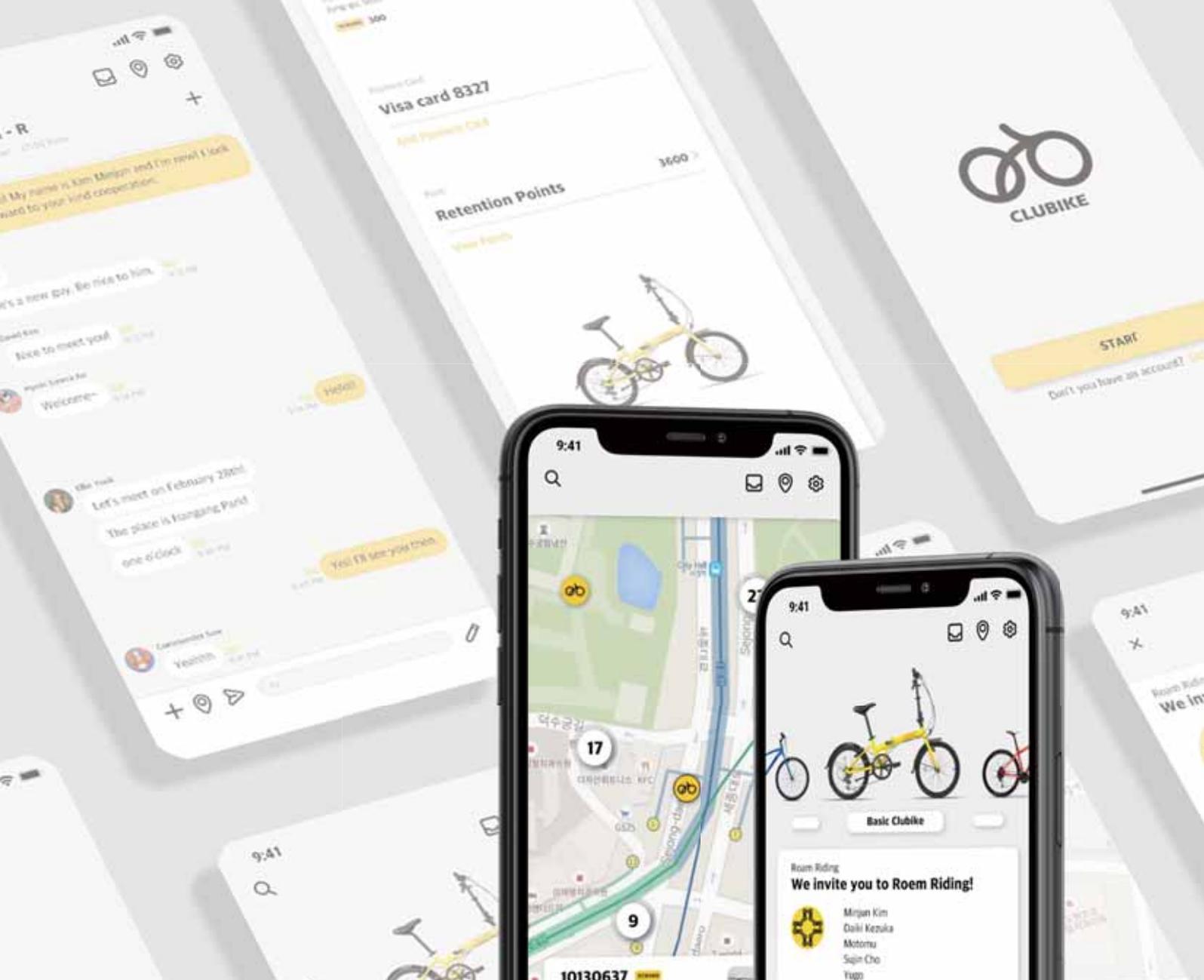
### Sangyeol Noh

It's the first time to participate in designing workshops with Japanese, and to solve problems with them, it feels very novel and great.

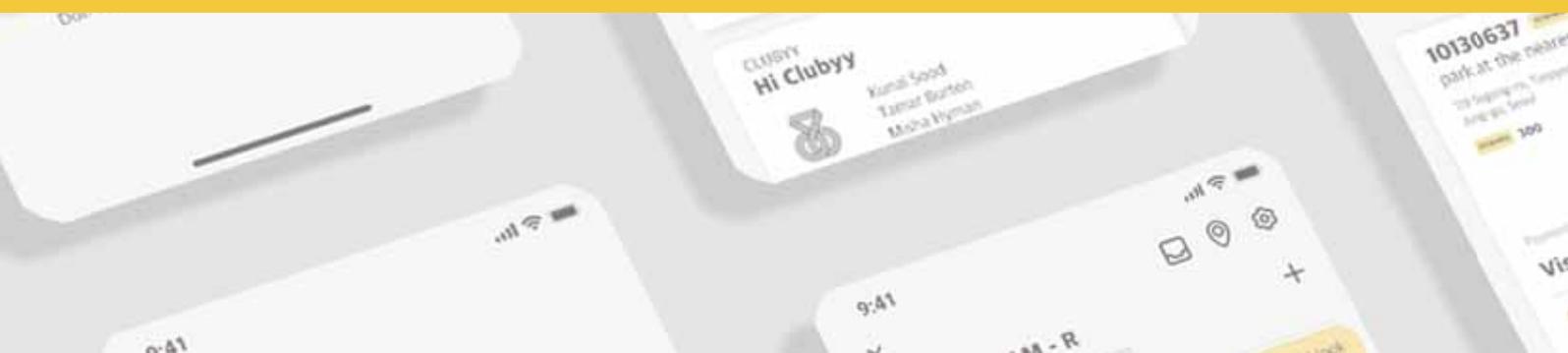
### Sunga Jeon

I really enjoyed the process of deciding topics and finding solutions with my team members while working on this project. I want to say thank you to my team members.





# CLUBBIKE



## THEME & BACKGROUND

### Shared Bicycle

Shared bicycle market is expanding as demand for bicycles, a personal transportation, is increasing amid current situation of pandemic caused by Corona. However, there were also growing problems for users.

Our team is working on this project to increase the user's satisfaction with shared bicycles.



People ride share bike



Someone just leaving it behind.



This can also be an obstacle to walking.

So pedestrians find this uncomfortable. In addition, bicycles that are supposed to be in the bicycle storage area will be located elsewhere, causing users to not be able to ride bicycles when they want to.

Both users and non-users have uncomfortable situations.

## RESEARCH

Yes **39.2**

Parking lot **40.9**

Few parking lots **56.1**

Accessibility 24.2

Payment method 26.8

Wide service area 21.2

No 60.8

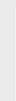
Convenient payment 12.1

Registering as a member 24.4

Have you ever felt danger from misparked shared bike?

What is the most important when using a shared bike?

What is the biggest difficulty of using a shared bike?



Confirmed that there are more people who have experienced inconvenience in daily life due to the wrong parking of the shared bicycle.

When using shared bicycle platform, confirm that the most important is parking, and that accessibility to the second most frequently answered is also to the bike vault, which is parking space, and we know that parking is big problem for users.

Rather than simply increasing bicycle parking lots, we would like to find a solution to ensure that bicycles can be properly parked to the designated parking lot even if there is no parking lot.

## RESEARCH RESULT

A survey of both users and non-users found that both sides were experiencing discomfort due to bicycle parking, as was the case with non-face-to-face user interviews.

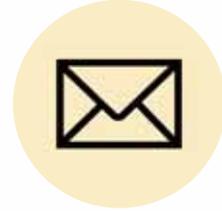
While cumbersome payments and membership registration are also problems to be solved, it has been directed to solve the bicycle parking problem, considering that non-users, who are potential users, are also inconvenienced parking problems.

# Brainstorming



Reward paid when parked correctly in the designated parking lot

Reward paid for moving an incorrectly parked bicycle to a designated parking lot



When a user is invited, existing user who invites the user receives a reward.

EX) Invite one person and get 3 hours' worth of free.

## Induce user behavior To solve the problem of bicycle parking.



Rewards System  
+ Shared Bicycle Club Community

Providing good scores to people who park bicycles well in the community,  
Reward: Excellent members.



If a user registers a friend relationship and parks the bicycle in the wrong place, the other person parks in the designated parking lot.

Users' mobile data allows the to match their friends to the users they want in the service.

## CONCEPT



A survey of both users and non-users found that both sides were experiencing discomfort due to bicycle parking, as was the case with non-face-to-face user interviews. While cumbersome payments and membership registration are also problems to be solved, it has been directed to solve the bicycle parking problem, considering that non-users, who are potential users, are also inconvenienced parking problems.

## DIRECTION



### Community

The community is the foundation of a system that matches users who can make friends with each other with big data analyzing movement and traffic patterns within our service. Users who have a friend relationship can find out where the wrong bicycle is, and they can park it properly and receive rewards. It is also expected to promote service continuity..



### Reward

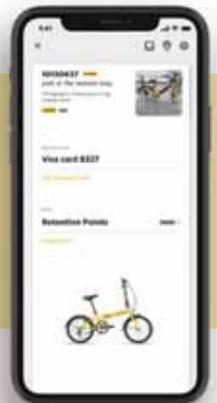
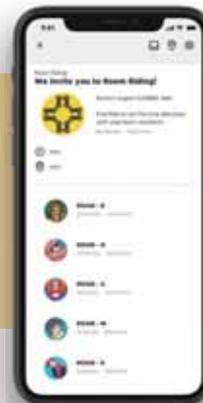
Even if it is not a bicycle of a user in a friend relationship, you can receive a reward when you move the wrong bicycle to the designated parking lot or when you park it properly at the designated parking lot when you are done. This is expected to be a service inflow factor for economically sensitive users.

## SERVICE DETAIL



### Sign in

It increases readability to users with a clean UI as much as possible. Also, it prevents cumbersome payments by registering a card at the beginning stage.

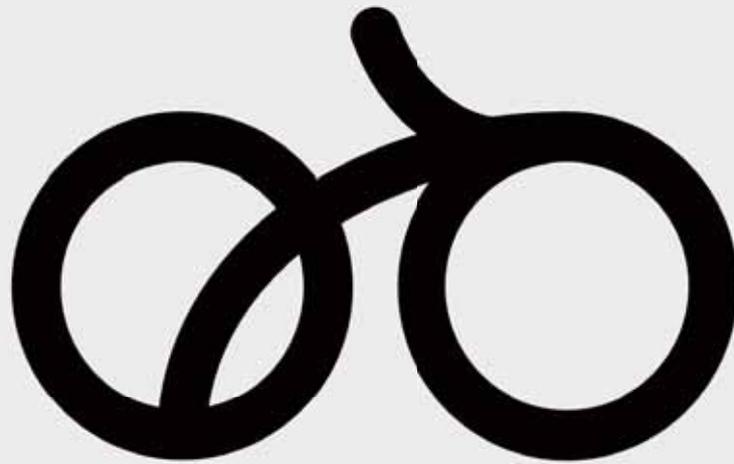


### Community / Reward System

By creating a community connected to the reward system, the problem of returning shared bicycles can be solved and the usage of shared bicycles can be increased. In addition, it is possible to know environmental information to ride bicycles, and to promote social relationships with people through shared bicycles by forming friendships.



## BRANDING



# CLUBIKE

## Joyful Riding with People

Providing a big data-driven community of users, "CLUBIKE" rewards responsible users for a more enjoyable ride. Experience CLUBIKE, which can be moved freely with many people who may become friends.



### SOCIABLE

Make friends and enjoy riding through CLUBIKE!



### RESPONSIBLE

Enjoy your ride and make sure you park!



### ECONOMICAL

Get a discount on your fare through Rewards!



## Shared Bicycle Service

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### Yugo Furuhashi

At first, the theme was difficult and I struggled, but everyone was very cooperative and fun all the time. I'm really glad that the work was completed by clarifying what I had to do, focusing on the leader. It was a short time, but I had a valuable experience.

### Daiki Kezuka

Didn't really talk much, but everyone was cheerful and I was able to communicate on SNS. During the discussion, I felt a language barrier, and sometimes things didn't go well, but everyone cooperated, so it felt like everyone was united, and time passed very quickly. I wanted to meet and have a conversation.

### Motomu Mitsutake

It was difficult to communicate with other country friends in Online. But it was very fun! I would like to communicate with other members not only in this workshop but also in private in the future. I will guide if Korean members come to Japan!

### Cho Sujin

In a short time and non-face-to-face situation, I started with concern about how to produce the results, but the work was not as difficult as expected and it was time to learn a lot from Japanese students' new perspectives.

### Kim Minjun

I felt the importance of communication through this design workshop. It was frustrating, but we gradually communicated with each other through the design topic. I think I will focus more on communicating with my team members in future projects.





# Epilogue

## Epilogue: After the Workshop

### Q. 행사 전반에 대한 좋았던 점 또는 안 좋았던 점은 무엇입니까?

온라인임에도 불구하고 체계적으로 진행된 점이 좋았습니다.  
반면 비대면 진행으로 인한 소통의 한계가 크게 느껴져 아쉬웠습니다.

비대면을 통한 장단점이 극명했다고 생각합니다.  
장소나 시간의 제약은 매우 적었으나, 실제적인 교류에서는 아쉬운 점이 있었습니다.

평소 과 내에서 동기들끼리만 수업을 하고 학습을 했기 때문에 생각하는 것이 비슷하다는 생각이 있었습니다.  
이번 워크숍을 하면서 일본 학생들의 생각들을 다양하게 듣고, 배울 수 있어서 좋았던 것 같습니다.  
또 서로를 이해하는 과정에서 많은 것을 배우는 경험이 된 것 같습니다.

### Q. 시바우라공업대학 학생에게 느낀 강점, 배울 점, 아쉬운 점, 특성은 무엇이었습니까?

강점은 색다른 시야를 가지고 있다는 점이었습니다. 제가 생각하지 못했던 관점을 들을 수 있어서 좋았습니다.  
다만 그런 디자인 시야를 공유하기에는 일본인 친구들이 자기 표현을 잘 하지 않아 아쉬웠습니다.

KMU 학생들이 대체적으로 주도적이었던 것 같습니다.  
반대로 얘기하자면 SIT 학생들이 우리의 의견을 많이 반영해주어 안정적인 팀 진행이 있었던 것 같습니다.

의견을 수용하는 태도가 가장 큰 강점이었다고 생각합니다. 초반에는 소극적이었지만, 중후반 쯤에 다양한 피드백과 의견을 내는 모습도 좋았습니다. 한국 학생들과는 또 다른 시점과 감각을 가지고 있다는 것이 흥미로웠습니다.  
의견을 합치는 데에 어려움을 겪기도 했지만, 다른 시점에서 새롭게 생각해볼 수 있는 좋은 기회였습니다.

온라인으로 해서 그런지 초반의 조용하고 소극적인 태도가 진행에 있어 부담이었습니다. 만약 오프라인으로 만났다면 좀 더 빨리 친해질 수 있지 않았을까 생각합니다. 하지만 프로토타이핑에 있어 프로그램(Adobe XD)을 잘 다룬다고 느꼈으며, 영어 표현 능력이 부족해보였지만 끝까지 경청하고 이해하려고 노력하는 모습이 좋았습니다.

Q. 全体的に良かった点や悪かった点を教えてください。

対面で話せないというのは利点でもあり欠点でもあると感じました。海外の学生としっかり交流するのが初めてだったので1回目の体験的な感じで感覚を掴めたのはいい点だったと思います。

コロナ禍で自分から国際交流の場を探すのは難しく、このような機会があったことはとてもよかったです。またLINEの会話からTAさんがアドバイスを下さりありがたかった。オンラインということもあり、どこでも、時間を多く、作業できることが強みでもあり弱みでもあった。生活リズムが違ったり、時間外の作業が増えたりと困惑した点があった。しかし、自分たちの日常では得られない知識や技術を学ぶことができたのは大変うれしく感じる。

良かった点は、日韓によって考えている思考が異なり、様々なグループの進め方を見て自分も参考になった部分があった。悪かった点としては、コミュニケーションがほとんど文章で行われていたこと。zoomを繋いでいても会話は全てLINEで行っていたため、翻訳機を使って互いの意見を共有することができていたけど、言葉でのコミュニケーションがオンラインによって失われたと思う。

Q. 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。

ほぼ2年生だけど、デザインの表現力やディテールが強かったと思いました。慣れたプロセスだけでなく、韓国学生のプロセスや問題解決に対する観点を知ることができる機会だったと思います。

言語能力が高く、言いたいことを伝えることがとてもうまかったです。また、日本人はプロダクトネームのロゴを考えると文字をモチーフにそれを変形させて作っていたが、韓国人はイメージをそのまま形にしたアイコン作っていて、それっぽいしそうあるべきとも思いました。

とにかくアイデアを出してから形に移すまでの実行力、技術力がすごいと感じた。アイデアを出すまでも知識量がすごく、こういうのどうだろうと提案するとすでにこういうものがあるという引き出しの数が違った。

韓国の学生は、積極的に話していた。英語が堪能なのが大きと思うが、自分の意見をズバツと言えるのは良いと思った。

**Q. 디자인 결과물에 대해 스스로 어떻게 평가하나요?**

9일동안 힘들지만 재밌게 작업한 만큼 좋은 결과물이 나와서 좋았습니다. 너무 뿌듯했어요!  
짧은 기간이어서 디테일은 좀 떨어질테지만 나름대로 마음에 들었던 것 같습니다.  
일본 친구들과 교류하는 워크샵인 만큼 일본과 한국에 의미있는 주제로 하고싶었는데 잘 맞았던 것 같습니다.

시간 안에 아이디어이션과 핵심 기능을 알차게 담아 내었다고 생각합니다.  
아쉬운 점이려면 디테일이 아직 부족한 점입니다.

전반적으로 만족스럽습니다. 하지만 시간이 더 있었다면 더 디테일하게 디자인할 수 있었을 거란 아쉬움이 남습니다.  
특히 리서치 과정에서 더 흥미로운 인사이트를 도출해내고 싶었는데, 시간 관계상 짧게 진행되어 아쉽습니다.  
그런 아쉬움과 제약 속에서도 잘 마무리되었다고 생각해서, 만족합니다!

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

역시 의사소통이 중요하다고 생각합니다. 파파고를 통한 번역으로만 대화하는 것에는 한계가 많았고, 이번에는 제가 한국어와 일본어를 모두 할 수 있어서 매번 회의시간에 양쪽의 의견을 실시간으로 통역해주며 회의를 하였습니다.  
파파고로도 어느정도 의사소통이 가능하지만 실시간으로 서로의 의견을 나누었을 때 더 좋은 아이디어가 나왔기 때문에, 언어문제를 조금 더 개선했으면 좋겠습니다.

다른 방법이나 제안보다 팀원 개개인이 신경 써서 연락을 확인하고 약속시간 등 정해진 것들을 잘 지키는 것이 가장 중요한 것 같습니다. 또 정말 워크샵을 할 의향이 있고 의욕이 있는 학생들을 선발하는 것이 좋을 것 같습니다.

각 개인이 하고 싶은/관심 있는 주제를 블라인드로 모으는 것도 괜찮을 것 같습니다. 주제 선정이 생각보다 오래 걸려서 주제를 기반으로 팀 편성을 해도 괜찮을 것 같습니다.  
언어 능력이 생각보다 중요하다고 느꼈습니다. 소통의 질을 높이고 시간을 효율적으로 사용할 수 있었던 것 같습니다.

Q. 今回のデザイン結果について自ら評価したら？

より新しい、斬新なテーマについて考えることができたよかった。しかし、データ駆動デザインというところから、様々なことを考え、ブレインストーミング、リサーチ、プロトタイプなど一通りのプロセスをチームとして経験できたのは良かった。今何を考えるべきで、何をすべきなのか、いつまでにやるのか、といったことを明確にし、またそれぞれのアイデアについての議論など、授業ではできないチーム活動を学べた。

オリジナリティはないですが、まとまっはいると思います。ゴールにたどり着くために必要なものについて考えたとき、どんどんプロダクトが増え、それに付随して機能も増えてしまったため、もう少し単純化出来たらいいと思いました

70点。どういうコンセプトにするかの話し合いに時間が合わなくて、みんなが決めてくれたコンセプトを調べていたが、調査すればするほどもっと課題が出てきて、この短期間でどこまでやればあいか、時間がかかり足りなかった。でもUI制作は、自分よりできる子とやったので、技術力を高められてよい経験になった。

Q. 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。

アイスブレイキングの時間にどれだけ親密に慣れるかが重要であると感じた。正直自分の班はその点でうまくいかず、結局最後まで班員同士の緊張感が残ってしまい、意見を言いづらい雰囲気になってしまったことを反省している。

コミュニケーションがもっと円滑に進められたらと思う。情報共有や調査共有をすべてLINEで行っていたため、あとからどのような話をしたか振り返ることができるが、話しながら作業ができないため、少しだけ作業スピードが落ちてしまう。いかに言葉を交わしての作業が行えるように、アイスブレイクの段階でグループ内の仲を深める必要があると思います。

私のチームはお互いにお互いの言語がわからず、英語を使って進めていたため考え方のすれ違いが多々生まれました。もっと絵や例の写真などを具体的に用いて意思疎通を図れば良かったと思う。

Q. 이번 워크샵에 대한 소감을 적어주세요.

비대면으로 진행되어 아쉽기도하고 걱정도 많았는데, 생각보다 결과물이 좋게 나와서 진심으로 뿌듯하고 감사드립니다. 작업 과정에서 소통, 언어나 의견 조율 등의 어려움도 많았지만 팀원들이 끝까지 열심히 임해준 덕분에 잘 마무리 할 수 있었습니다.

국외 학생들과의 팀 작업을 해본 것이 처음이었는데, 의사소통에 대한 걱정은 생각보다 괜찮았고, 새로운 사람들을 통해 제가 생각하지 못했던 점, 문화에 대해 알 수 있었던 것이 좋았습니다.

Zoom으로 만나서 서로 어색할 것 같아 걱정을 많이 했었는데 워크샵 작업 중에 워크샵 내용 외에 서로 흥미에 대해 스톱토크도 할 수 있었고 화면공유를 통해 이런저런 얘기들을 하면서 재밌게 작업할 수 있던 것이 놀라웠습니다. 서로의 언어로 뭔가를 말해보려 노력하는 과정도 새로웠고 즐거운 경험이었습니다! 앞으로 더 다양한 언어를 공부해두면 좋을 것 같다는 생각이 들었습니다.

분명 어렵고 시행착오가 많았지만 마무리 한 것 만으로도 많은 것을 배울 수 있었던 보람찬 경험이었습니다. 열심히 진행해주신 분들께 감사합니다.

이번 기회에 좋은 일본인 친구들을 사귄 수 있어서 좋았고, 소통이 어려운 친구들과 작업을 진행할때 어떻게 해야 하는지 몸으로 직접 느낄 수 있는 값진 경험이었습니다. 또한 워크샵을 진행하면서 문화적 차이를 느끼고 이해할 수 있었고 언어, 문화 등 다양한 방면에서 새로 알아가기도 했습니다. 온라인으로 진행된 것이 살짝 아쉬웠지만 방학때 했던 일 중 가장 보람찼던 것 같습니다 :)

직접 일본에 못간게 너무나 아쉽고 Zoom으로 한다는 것에 걱정이 많이 됐지만 재미있는 에피소드도 생기고 결과물도 만족스럽습니다. 내년에는 꼭 일본에 가서 대면으로 참가할 수 있으면 좋겠습니다.

짧은 기간동안 다루기 어려운 주제였던 것 같아 힘은 들었지만, 그래도 다른 나라의 학생들과 교류를 하고 생각을 나눠볼 수 있었던 것에서 값진 경험을 얻어가는 것 같습니다. 다음 기회가 있다면 그때는 번역가의 힘을 조금 덜 빌리고, 일본어를 조금 더 공부해서 말로 직접 소통을 많이 하면서 참가하고 싶습니다. 감사합니다!

Q. 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。

想像以上に楽しかった。オンラインで自分たちのペースでできたと言う点もあったが、対面で会話した方が意思疎通もしやすくもっと楽しいのだろうと感じたので機会があればまた参加したいと思った。

デザインの成果がどうであったにせよ、自分と大きく異なる環境で異なる価値観を持った人と意見を共有しながら一つのものを作り上げる経験はとても刺激になり、色々な物に対する見方が変わったと思う。また、自分の言語がうまく伝わらない環境でいかに上手に伝えるか、工夫しながら活動できたことはとても良い経験になったと思う。

自分自身色々なグループのアイデアなどをみてなるほどなと思ったものや、もう少し工夫してみたらよいのではと思うなど、勉強になった。また、オフラインでしたら適宜グループの進捗を目で確かめることができたが、オンラインだとTAとしてどこまで介入していいのかの境が分かりずらく、きちんと業務を果たせたかは分からないが、今後後輩が作品を作っていくにあたってのサポートはできたと思う。

当初は言語が通じない為、上手くいくかどうか不安だったが、翻訳を通してコミュニケーションをとることが出来た。真面目に課題を進めるだけでなく、時々zoomのカメラで遊んだりラクガキをしても笑ってくれるような雰囲気があり、グループワークがしやすかった。途中、翻訳が上手くできずメンバー内に認識のずれなども生じたが、そこを有耶無耶にせずに全員が理解出来るまで話し合いが出来て、このグループで良かったなと思った。

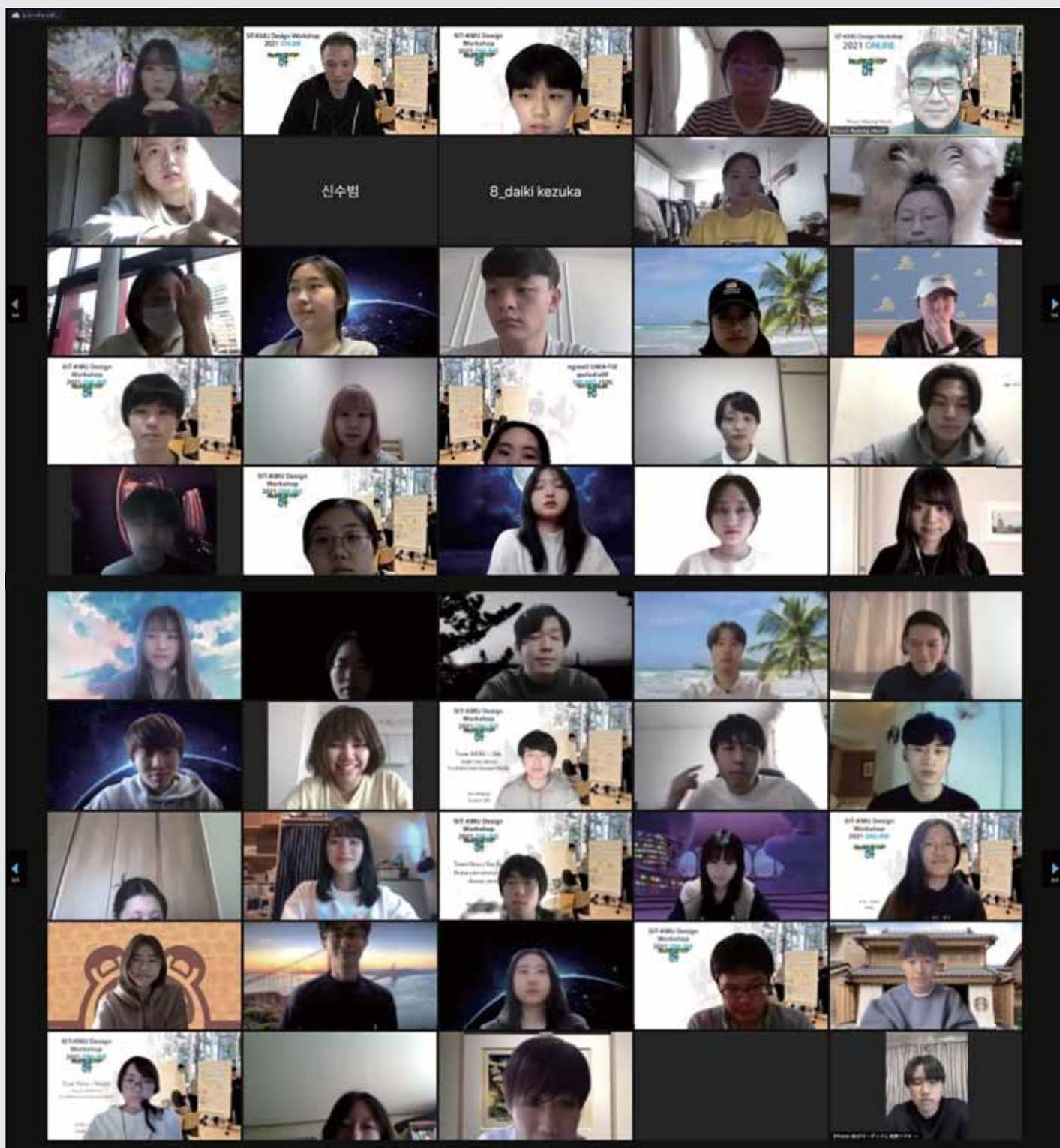
言語が通じるかかなり不安だったが、メンバーに恵まれて有意義な時間を過ごせました。しかしやはり少なくとも英語は使えるようにしないとこれから先やっていけないと痛感しました。また、参加してる学生はみんな積極的な人だと思うから、授業でのグループワークよりも遥かにやりやすかったです。正直オンラインでここまで協力してできたのに感動しています。今回のデザイン成果含め、課題もみつけれられたので今後に活かしていきたいと思います。

交流を踏まえて自分を知れたところも多く、今後の勉強のモチベーションが上がった。

ワークショップ自体が初めての経験でとても緊張しました。今回のワークショップでは自分に足りない部分が沢山見つかりました。今後も自分の足りない部分や成長を認識するためにワークショップがあったら積極的に参加したいと思いました。

## Members

- Professors, TA students, Participants



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