

2016 WINTER DESIGN WORKSHOP

cape

Campus

Asia

Plant

Environment innovation

KOREA



MOBILE
APPLICATION
DESIGN
for
FOREIGN
TOURIST



The primary aim of 2017 Campus Asia Plant Environment innovation workshop is to enhance the atmosphere of communication between the three countries, Japan, Korea and China. This will be a two-week session as a special winter program collaborating with IT company NAVER Inc. Students from Chiba University, Zhejiang University, and Yonsei University will be assigned to examine cultural issues in IT design and propose a mobile service for tourists/foreigners who visit Korea. We expect students to explore a variety of approaches to design research, analysis, and suggestion regarding digital contents.

Participated Universities

Yonsei University (Korea)
Chiba University (Japan)
Zhejiang University (China)

Schedule & Place

JAN 11-24, 2017
Yonsei University, Korea



Background

Last year, 17 million foreigners have visited KOREA, and the number is increasing every year. However, even if they prepare before the visit, many foreigners face various difficulties such as transportation, food and accommodation while staying in KOREA. Many of these problems they face are very new to Korean people. We are in a process of addressing ideas for mobile devices considering various users and types of visits for NAVER app.

Assignment

Students suggested a mobile service that foreign visitors can use efficiently while visiting KOREA. (Refer to 4 APP in NAVER Service.)

NAVER APP



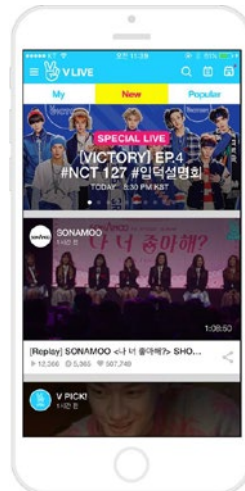
NAVER MAPS



PAPAGO

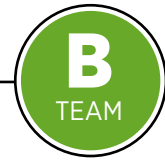
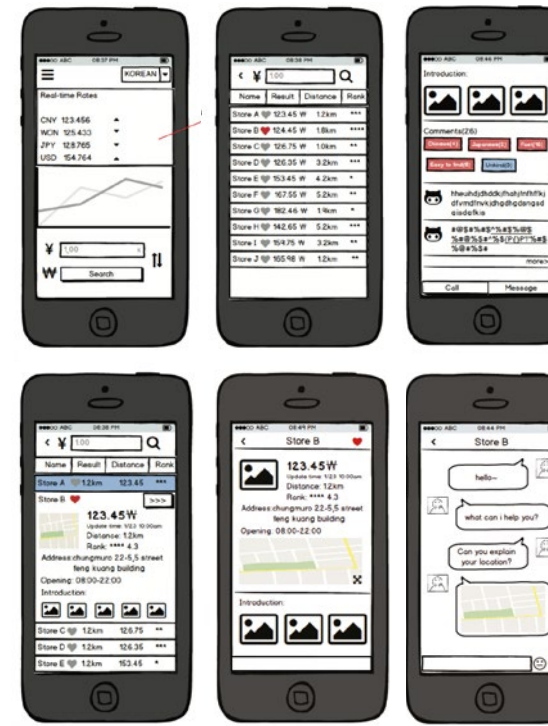


V LIVE



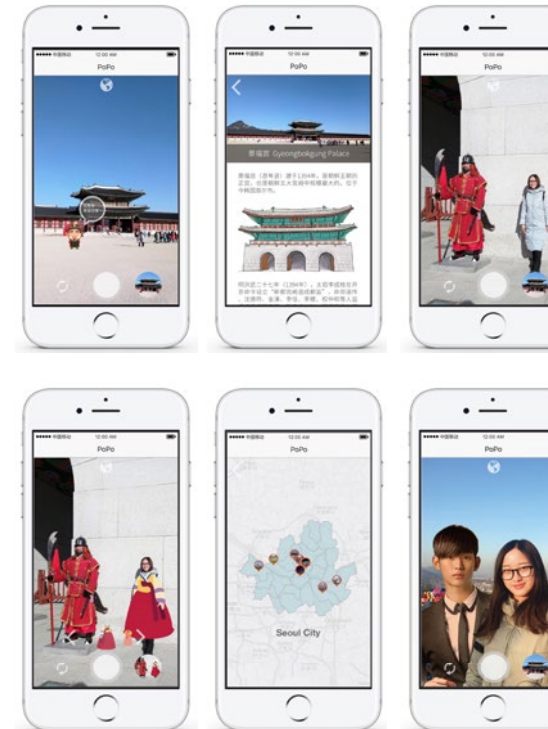
YWY Currently exchange shop search system.

'A' Team suggest 4 function for mobile application. First, offering informations of exchange shop(name, address, how to go), second one connecting language speakers, third one is showing nearest, greatest rate, ranks, and last one is a reservation system. The core function is "Currently exchange shop search".



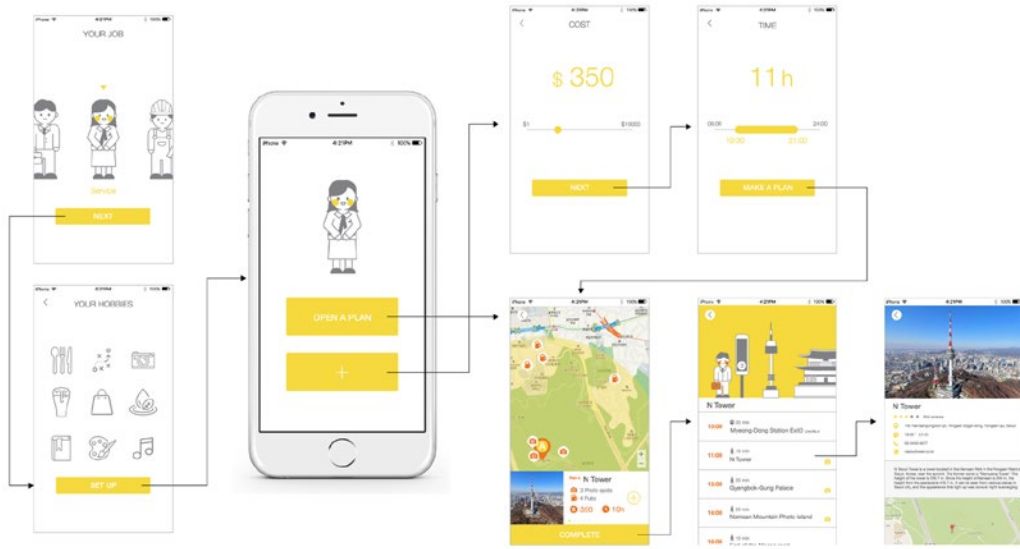
PoPo Cartoon Camera App based on GPS

'A' Team suggest people to go to specific place and try to take photo and some specific images or cartoons which is symbol of this place appear in phone. When people touch this image and some introduction about this place will appear.





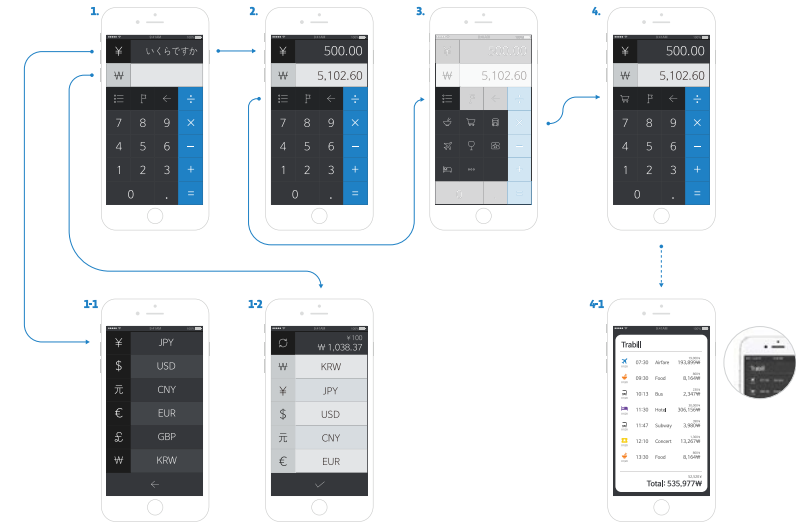
Light Trip The app recommend to tourist a day's plan by roughly deciding what they want to do and users characteristic.



TRAVILL Team E suggested an application which provide calculating exchange rate function for users to "forbid excessive consumption".



Trabill Wireframe

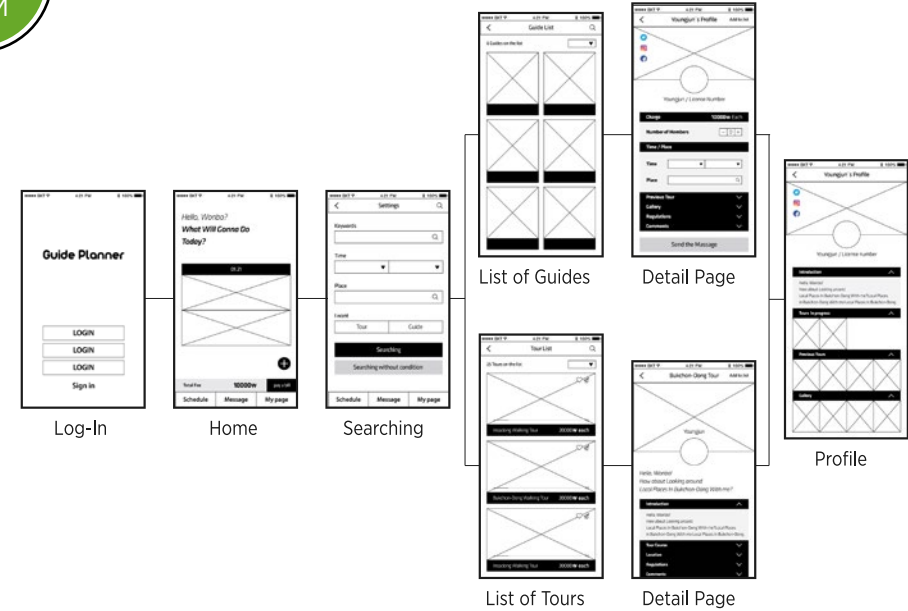


FUNFOOD Expected Benefit for Foreign Tourists

'A' Team suggested to people to food information application. it have 3 benefits. First, people can get food information quickly and easily. Second, they don't need other's help for Information. Last, they can avoid foods that they don't want.



Guide Planner Optional Guide Matching Application.



cape

Campus
Asia
Plant
Environment innovation



NAVER



2016
CAPE WINTER DESIGN WORKSHOP
KOREA

JAN 11-24, 2017

CHIBA UNIVERSITY JAPAN
YONSEI UNIVERSITY KOREA
ZHEJIANG UNIVERSITY CHINA