2016 WINTER DESIGN WORKSHOP

— CHINA

cape

Campus
Asia
Plant
Environment innovation

Online-to-Offline app for Foreign Travelers.
Encouraging Environmental Behaviour.
Online Experience for Pop-up Stores.

CHIBA UNIVERSITY

Overview

The 2016 Winter Workshop of Campus Asia Plant Environment innovation (hereinafter referred to as CAPE) was held in Zhejiang, China, from 15 Mar to 19 Mar, 2017. The host university was Zhejiang University, in collaboration with Zhejiang University of Technology (China), Yonsei University (Korea), National University of Singapore (Singapore), and Chiba University.

The workshop was sponsored by Alibaba Group Holding Limited, one of the largest companies in the world. Responding to emergent business models which Alibaba Group is largely responsible for their incubation, they sought to improve their business and the brand even further.

In this workshop, three problems were to be solved: the barriers foreign users confront when they use their China-specific apps, boosting environmentally friendly attitude through online services, and improving their pop-up store platform service.

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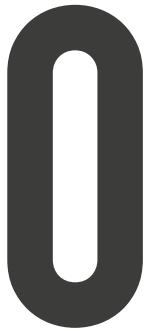
Design Themes

The following three distinctive themes were given to three teams each, to a total of nine teams.

1

O2O super-app for foreign travellers.

Background

In recent years, China has seen a raise in O2O (Online to Offline) apps. These apps affect many aspects in people's daily life, and as a result, almost everything can be done on mobile devices.

Problem

However, foreigners traveling to China have many issues enjoying these apps. Language, payment, and difficulty to choose are just a few of the many issues that foreigners face when trying to take part in this lifestyle.

Design brief

The goal of the teams tackling this problem is to design an O2O super-app for foreign travelers. The output should include the followings:
* Research plan and outcome
* Design demo
* Demo test outcome

2

Online solution to encourage environmental behaviour.

Background

More and more people started to recognize that our environment needs more care. These people try to improve the world through various behaviours and events. The sponsor would like to encourage this in their platforms.

Available resource

Students supposed that they can use any resources Alibaba group provides. For instance, designers may encourage huge retailers using Tmall, one of their platforms, to publish their tasks which are related to environmental behaviour, such as recycling old clothes. Meanwhile their target customers can complete these tasks and receive coupon that can be used in the next occasion of shopping.

Design brief

The goal is to design an online solution to encourage more and more users of Alibaba platforms to become part of the movement.
The output should include the followings:
* Pre-design plan and outcome
* Design demo
* Demo evaluation and redesign

3

Online experience for "New Star."

Background

Pop-up stores are getting hotter and hotter recently. Pop-up store allows potential customers to intimately engage with selected goods from the brand, and to give a long term impression. Irrelevant to their size, merchants are flocking to set up their own pop-up stores in order to establish stronger brand recognition and to get more intimate interaction with their customers.

New Star

New Star is a pop-up store platform that is serving multiple emerging brands. What would designers do to help the platform to expose these brands by building a general online pop-up store experience?

Design brief

Choose a new, lesser-known brand. Help it draw more attention and influence the crowd of potential customers through New Star.
The output should include the followings:
* Logo of New Star
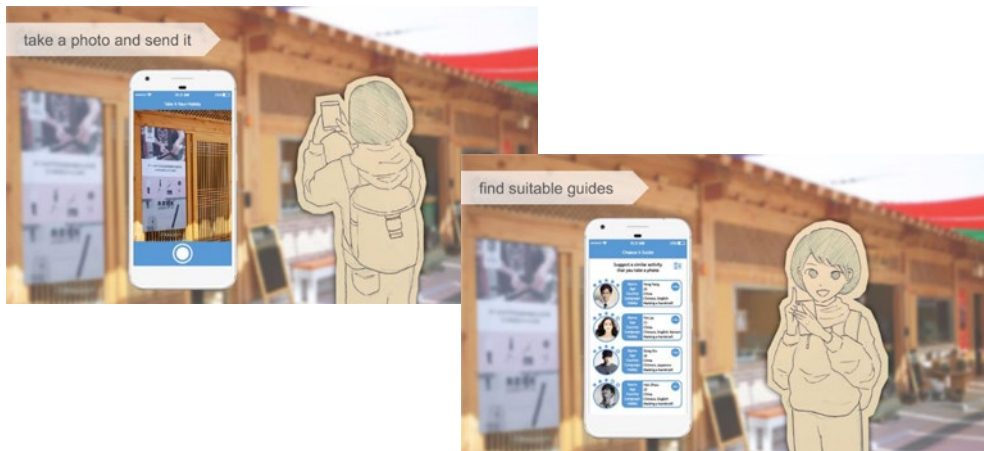* Visual design solution for the lesser-known brand through New Star

1

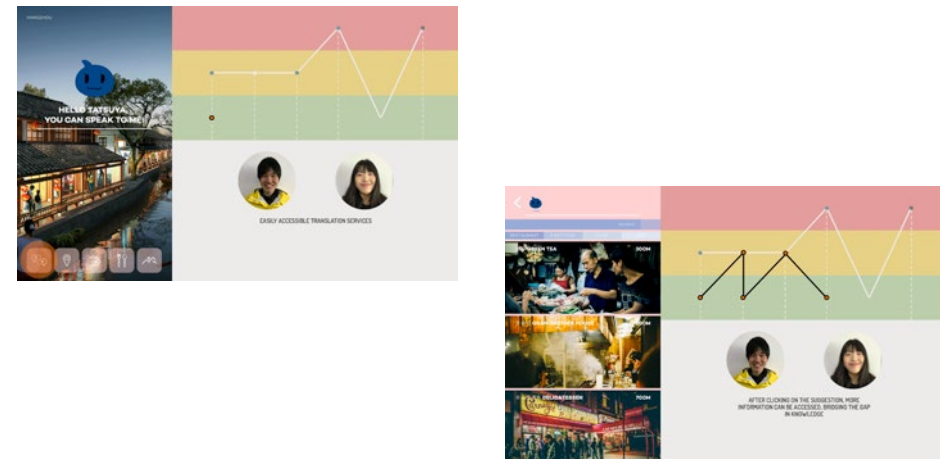O2O super-app for foreign travelers.

1_2

TALK.

To solve the language problems that foreign travelers might encounter, this team proposed TALK, an app where users could design their own virtual characters in the platform. Foreign travelers could seek help here, and the local people who help him or her would not only meet new foreign friends but also get some rewards.

1_1

Tripic.

Focusing on the issues foreigners might encounter during the trip, this team proposed Tripic, an app which could help match foreign travelers with the suitable local guides by the photos travelers took. This app would allow foreign travelers to meet reliable guides and have fun without worrying about such issues as language problem and so on.
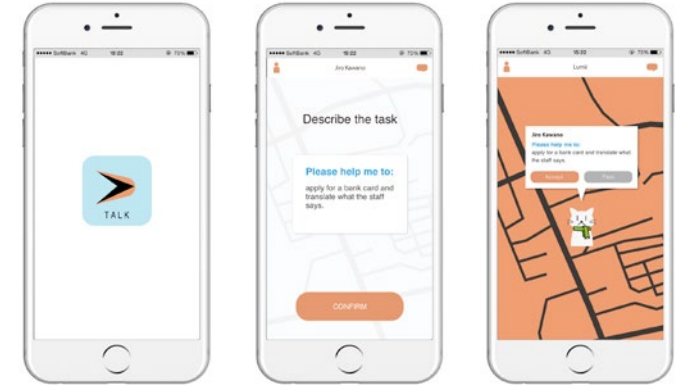
1_3

Fengfubao.

This team proposed Fengfubao, an app serving as a companion for the foreign travelers. Fengfubao would serve as a guidance as soon as foreign travelers arrived at the airport. Enabled by the technology, it could do translations and have accessibility to many services, from which users could feel reassurance and emotional support.

2

Online solution to encourage environmental behaviour.

2_1

Xianyu Stories.

This team proposed the concept of Xianyu Stories, an updated version of the existing used goods trading app, Xianyu. The goods in Xianyu Stories would all have a story line, which would be enriched with every new user. It might encourage the reuse of old things by increasing the fun of using this app.

2_2

Forder.

FOod oRDER Assistant. Focusing on the food waste problem in China, this team proposed Forder, an Augmented Reality supported food order system. Users could have a quick preview of the volume of each dish, and by scanning the empty plates, they could get discounts as a reward.
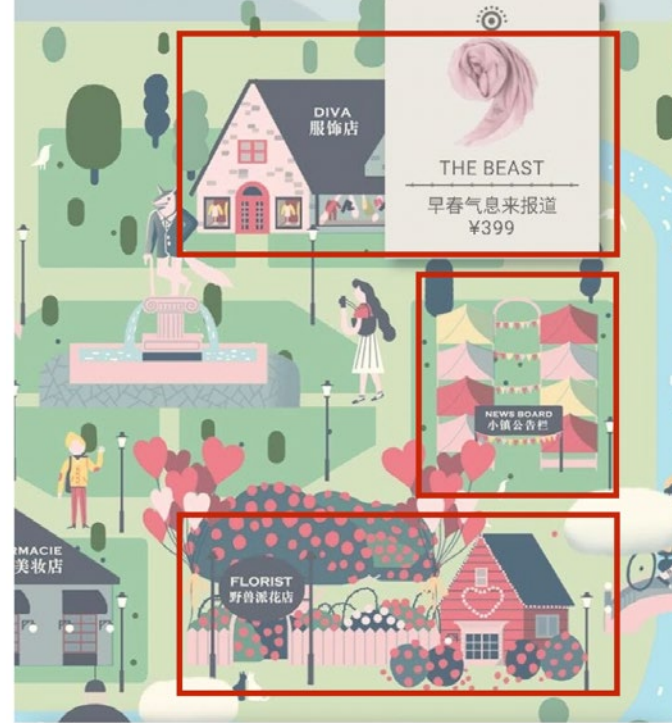

2_3

Package Post.

To encourage the recycle of cardboard, this team proposed Packages Post. By scanning the bar code on the cardboard, it would recognize the corresponding online shopping behaviors behind, and the users would accordingly get certain rewards, such as virtual currency.

3
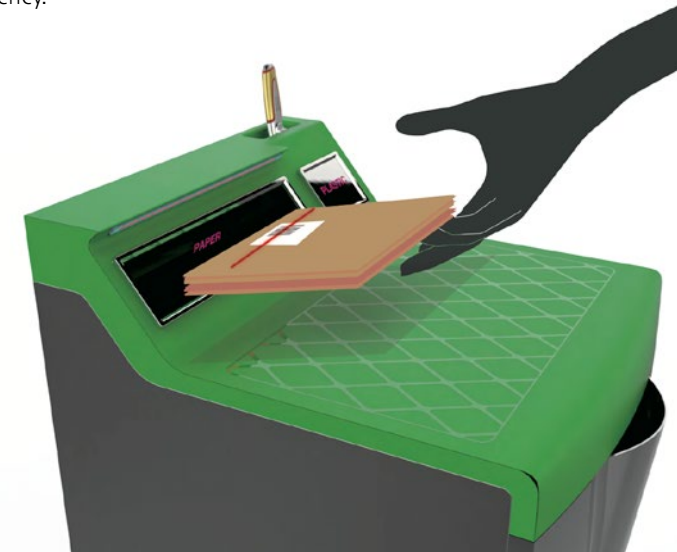
Online experience for "New Star."

New Star.

This team proposed an online platform resembling physical stores. Sellers would have to rent a space in this platform just as the physical pop-up store did, and they could also get support from users to build the store. The technology of Augmented Reality would enable an immersive and interactive store experience.

3_1

Wonderland Platform.

This team proposed the concept of Wonderland, a pop-up store platform for young brands. Any new and unrecognized brand on this platform would draw more attention, thus have an opportunity to gain popularity and become famous.

3_3

Qiao.

Qiao, is the pronunciation of bridge in Chinese, which here mainly means connecting the designers and the customers. This team proposed a platform, where designers could share their thoughts and philosophy by live streaming and customers could grasp the point easily.
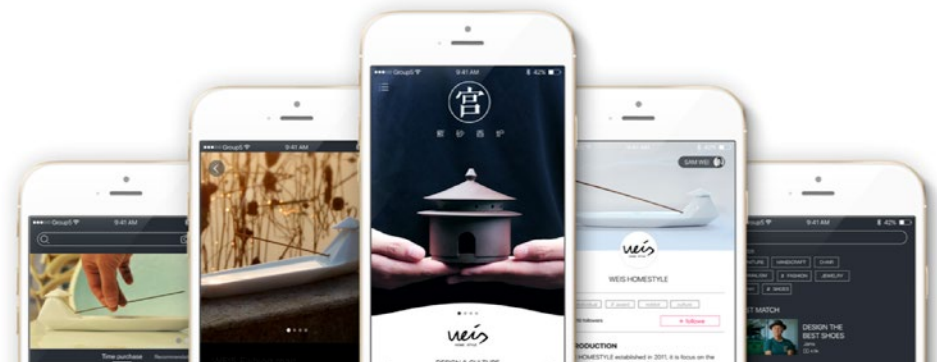
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2016
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