

# 2018 INTER- NAIONAL URBAN MEDIA WORKSHOP

cape

Campus  
Asia  
Plant  
Environment innovation

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# KOREA



CHIBA UNIVERSITY

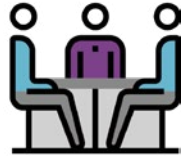
## Context



China-Japan-Korea-U.S.  
Professor and Student Exchange



Understanding of China  
and Media UX



Joint Research  
Service Design for Media UX



## Abbreviations:

### CHINA

CUC - Communication University  
of China

BIFT - Beijing Institute of Fashion  
Technology

BIGC - Beijing Institute of Graphic  
Communication

BTBU - Beijing Technology and  
Business University

TU - Tsinghua University

### JAPAN

CU - Chiba University

### KOREA

KU - KookminUniversity

SNU - Seoul National University

### U.S.

SD - South Dakota State University

## Teams

Students were divided into the following four teams.

### MEDIA UX - Wearable sensors for media UX



### URBAN REGENERATION - Urban regeneration for CUC students and residents



### THE WINTER OLYMPICS - Experience Design for The Winter Olympics



### DIGITAL AGING PRODUCTS UX - Design for Elderly people



# MEDIA UX

Our research has shown that physiological sensors provide a valuable mechanism for quantifying the experience of audiences attending cultural events. In the strength of the applause or questionnaires, bio-sensors provide fine-grained timed data that can be used to infer the quality of the experience of the audience members. This team tried to make services and products by using physiological sensors.



**Post-Questionnaire**

Name: \_\_\_\_\_ Sex: \_\_\_\_\_ Gender: \_\_\_\_\_ Age: \_\_\_\_\_

Waiting experience: Not at all (1) to Very often (5)

1. How often do you eat spicy food? \*

None (1) to Very often (5)

2. Do you think you eat spicy food? \*

Yes (1) to No (5)

3. How are some questions of your waiting experience during waiting time? Please 1 to 5, 1 is worse than the level becomes higher. Please choose the answer which best suits your experience. Please tick "N/A" if the answer does not suit the level. If you have any questions, please ask the staff without any hesitation. \*

Questions: Check the answer level that you want \*

1. Rank 1: 1 2 3 4 5 Extremely easy to None at all

2. Rank 2: 1 2 3 4 5 Extremely easy to None at all

3. Rank 3: 1 2 3 4 5 Extremely easy to None at all



## "SPICE SEE"

We proposed products and services for people all over the world to enjoy spicy food. It is because the extent to which you feel the pain depends on the area you live in. Actually, in the experiment, we measured and analyzed the level of stimulation when eating spicy food using sensor.



### MEMBER

- DING Qiuyue -CUC
- Tan Xiaojuan -CUC
- YANG Yingzi -CUC
- LI Xiang -BIGC
- PENG Qizillah -BIGC
- ADANIYA Sei -CU
- KAWAKAMI Yohei -CU
- YANG Suzy -KU(TED)
- LIN Yicheng -KU(TED)
- BAYSINGER Colton -SD
- KLEIN Rachel -SD
- NORDBYE Kail -SD

# URBAN REGENERATION

Urban Regeneration and the community design continue in the same vein, but the scope has shrunk. Rebuilding an abandoned building or a backward area into a totally different space than before.



## "RECITY---COMMUNITY OF SANJIANFANG"

We presented a proposal about relationship between university and community around there. We thought that they should build win-win relationship in the wide range of fields, and we suggested several possible solutions.

### MEMBER

- YU Ning -CUC
- GAO Shangqing -BIGC
- GUO Xinming -BIGC
- KAWANOBE Ami -CU
- OGURA Daichi -CU

## "RECITY---REGENERATION OF DONGMAN DASHA"

Proposal of regeneration project

### MEMBER

- ZHANG Bob -CUC
- LIANG Xutian -BTBU
- HUANG Qinyao -BTBU
- JANG Jongyoon -SNU
- KIM JunHyung -SNU
- KIM Taehoon -SNU



## "MEMORY OF THE STREET"

Service and app design for tourists

### MEMBER

- WU Xiaohan -CUC
- NIU Huizhen -BTBU
- HUSTOFT Monaya -SD
- STEPHANOFF Scott -SD
- YANG Jie -SD



# THE WINTER OLYMPICS

The 2022 Winter Olympics will be held in Beijing. The venues are distributed in three places, Beijing city, Yanqing district and Chongli in Zhangjiakou, Hebei Province. This team thought how to provide a good service for tourists and spectators to visit Beijing, and experience the ice and snow culture of China.

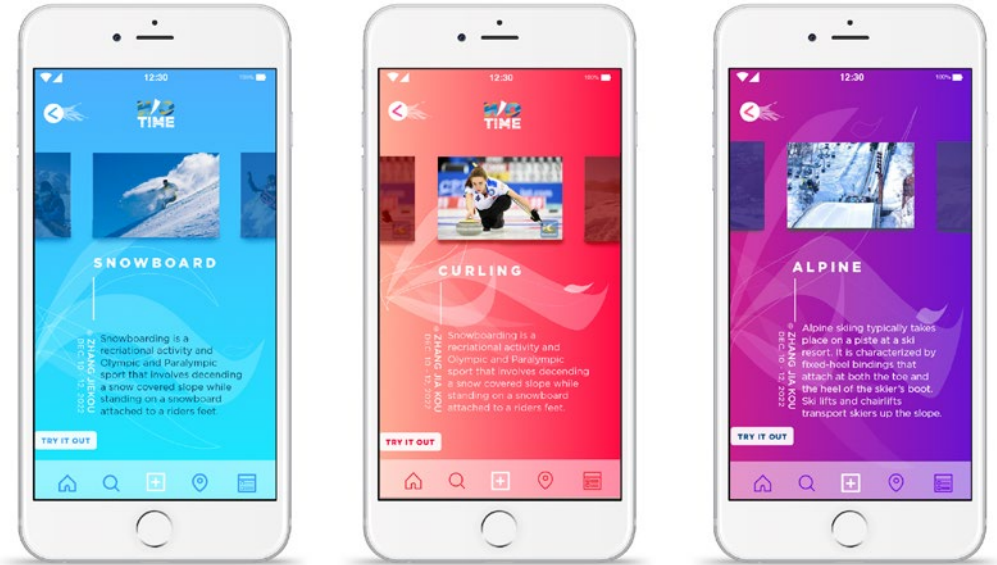


## "WO TIME"

We propose the scheduling app for 2022 Beijing Olympic. It makes easy to make plans for watching Olympic games and guides to the venues.

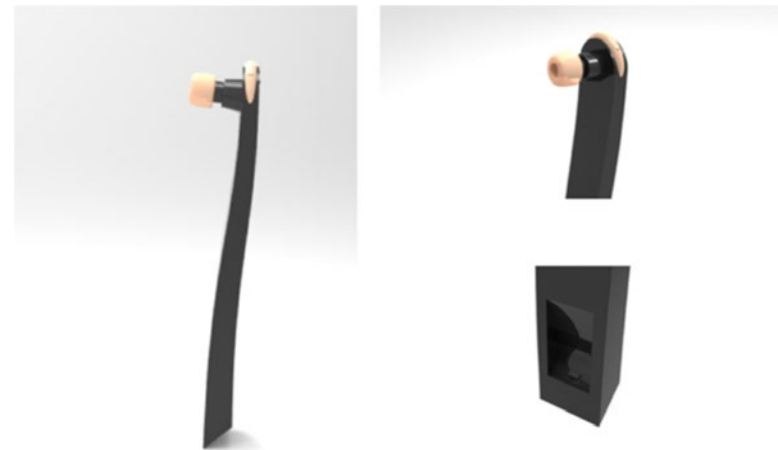
### MEMBER

GUO Wenchen -CUC  
 WAN Xuzhu -CUC  
 WANG Yunxian -BIFT  
 FENG Jingyi -BIFT  
 SEKI Yushi -CU  
 JUNG Yuri -KU(TED)  
 ZHANG Yz -KU(TED)  
 CRIST Lyndsey -SD  
 LARSON Whitlee -SD  
 TUSHA Sam -SD



## "hiO-heyU"

In-ear device for Olympic games



### MEMBER

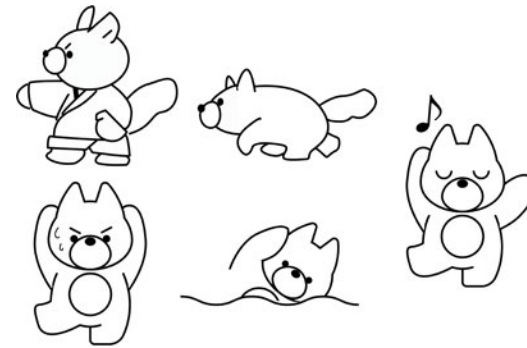
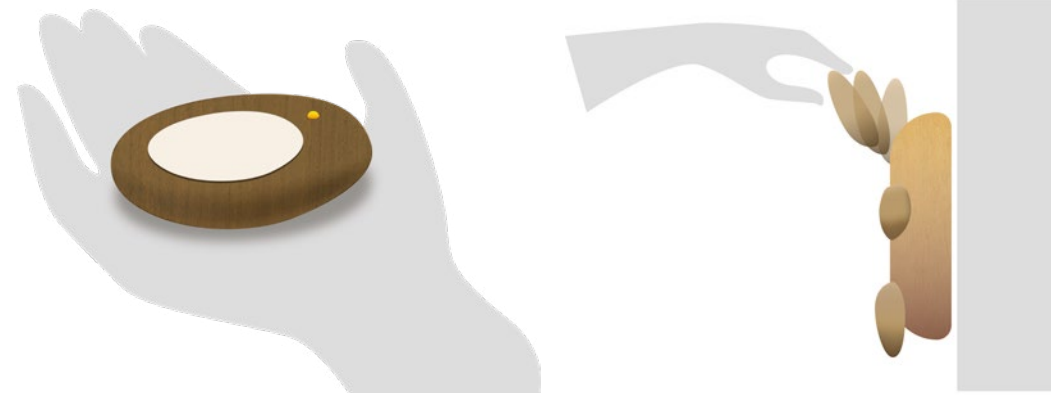
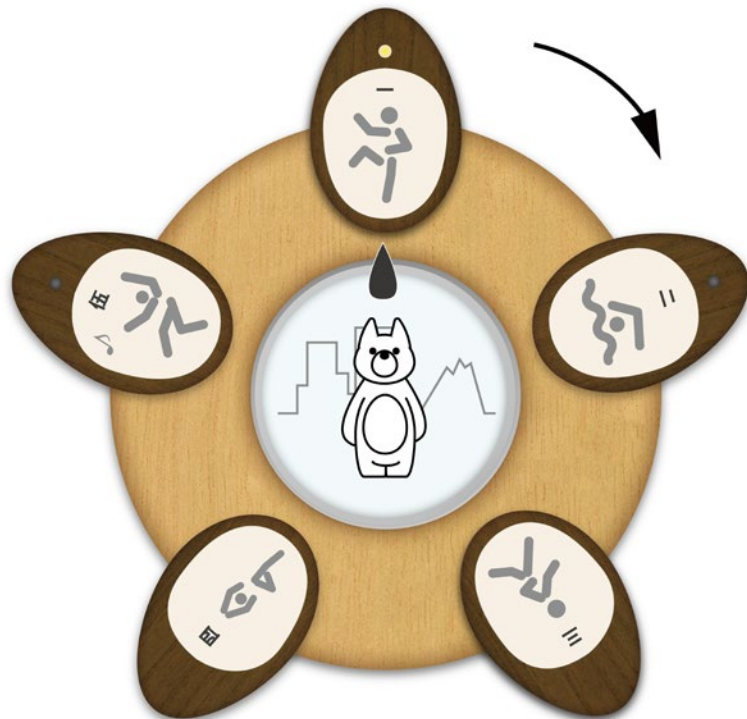
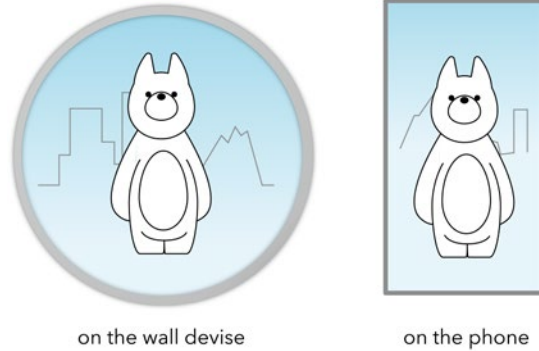
LI Danni -CUC  
 NI Ziru -CUC  
 SUN Yijing -CUC  
 ZHANG Tianlu -CUC  
 FANG Jiabao -BIFT  
 HUANG Qi -BIFT  
 KIM Soyoungh -SNU

# DIGITAL AGING PRODUCTS UX

With the updated digital technology, new life style is coming. But it never waits for our old generation to adapt the new life style. This team tried to solve the problem of old generation's uneasiness, dissatisfaction, and inconvenience.

## "Digital Aging support system"

We propose virtual pet gamification devise to solve the insomnia problem for elderly. We designed friendly material of the devise and simple mechanism.



### MEMBER

- JIN Mengyao -CUC
- JIANG Bowen -BIFT
- OSHIMA Ryosuke -CU
- ONIYANAGI Mio -CU

## "WeStick"

TV stick for elderly people

### MEMBER

- LI Yanni -CUC
- REN Guangjian -CUC
- SUN Xiao -BIFT
- BENSON Shelby -SD
- BUGNER Cody -SD
- KATZENBERG Gabriel -SD



# cape

Campus  
Asia  
Plant  
Environment innovation



CHIBA  
UNIVERSITY



清华大学  
Tsinghua University



서울대학교  
SEOUL NATIONAL UNIVERSITY



KMU  
국민대학교  
KOOKMIN UNIVERSITY



中国传媒大学  
COMMUNICATION UNIVERSITY OF CHINA

2018

International Urban Media Workshop

CHINA

JUL. 8 – 14, 2018

CHIBA UNIVERSITY JAPAN

TSINGHUA UNIVERSITY CHINA

SEOUL NATIONAL UNIVERSITY KOREA

KOOKMIN UNIVERSITY KOREA

COMMUNICATION UNIVERSITY OF CHINA CHINA

NATIONAL UNIVERSITY of SINGAPORE SINGAPORE

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Prof. Juhyun EUNE SEOUL NATIONAL UNIVERSITY

Dr. Ping LIU COMMUNICATION UNIVERSITY OF CHINA

Prof. Zhaochen DING BEIJING INSTITUTE OF FASHION TECHNOLOGY

Prof. Zhiyoung FU TSINGHUA UNIVERSITY

Prof. Young-hwan PAN KOOKMIN UNIVERSITY