

2018 SUMMER DESIGN WORKSHOP

cape

Campus
Asia
Plant
Environment innovation

—
CHINA



CHIBA UNIVERSITY

Context

Our lives are getting richer with in the development of technology and the Internet, etc.
New era, new opportunity. With the changing of consumer's behaviors and demands, this workshop aims at constructing new business contents, including shopping.

Four Themes

We devide into 8 teams and each 2 teams worked on one theme.

- Fresh foods of supermarket: Alibaba's Hema Supermarkets, Koubei App
- Luxury retail: Tmall fashion and luxury, Alibaba's Auction Site
- Logistics: Cainiao Logistics
- Live performances: Damai.cn, Xiami.com, Taopiaopiao

Schedule

DAY1 (9th July, Monday)

Opening and Welcome adress, and Service design lecture by prof. Makoto WATANABE in Zhejiang University. Afternoon, we willgo field trip.



DAY2 (10th July, Tuesday)

We receive an explanation of four themes by Alibaba. We devide 8 teams and research and first ideation.

DAY3 (11th July, Wednesday)

Team work. And afternoon, we have presentation by each team. After that, we receive feedback from teachers and Alibaba people.

DAY4 (12th July, Thursday)

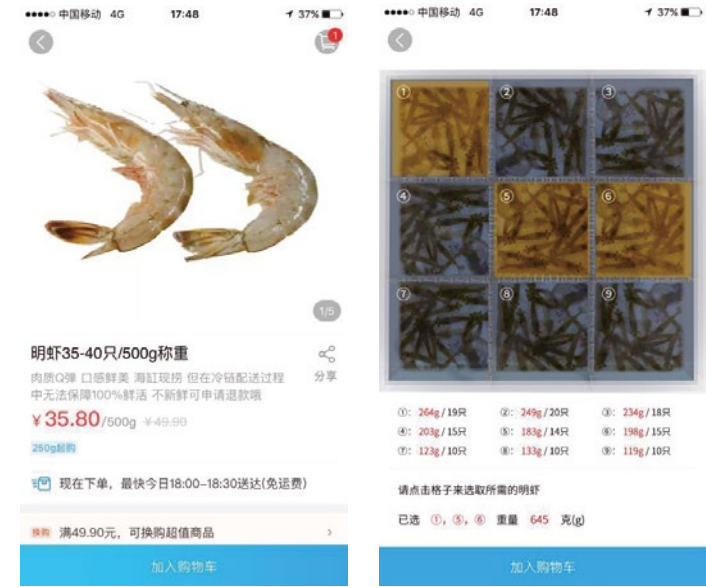
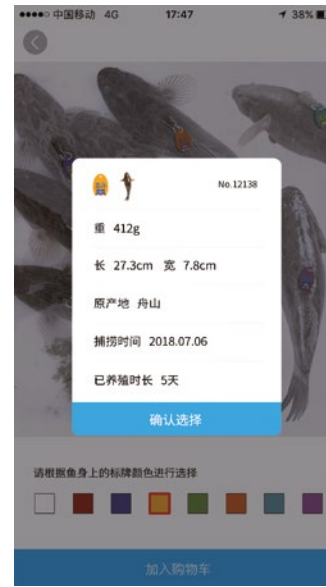
We have discuss, prototype, ideation... And prepare presentation.



DAY5 (13th July, Friday)

We have final presentation in Alibaba Xixi campus.





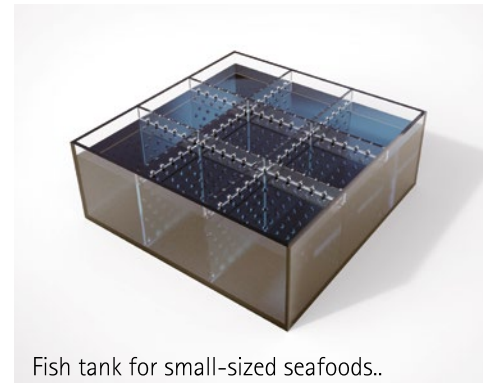
Focused on delivery of fresh food

We thought that customers are skeptical about freshness in fresh food delivery of Hema market. We thought about a system of net orders where customers judge freshness. As picture shows, you can order fresh fish by judging. Tags are attached to fish. This allows you to recognize and manage fish individually.

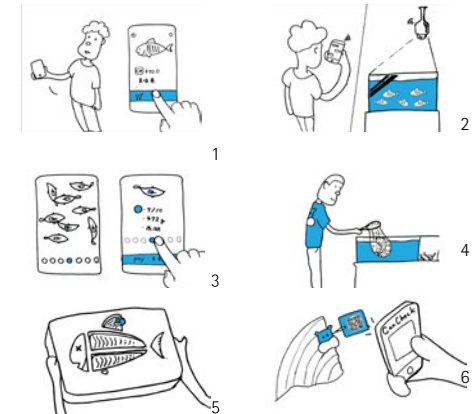
A

How to buy fresh foods in supermarket

- MATSUO JUNKI -CU
- WANG RUOTONG -YSU
- YANG JUNJIE -SUTD
- CHERYL LOW RUI MIN -ZJU
- MAO LUJIN -ZJU

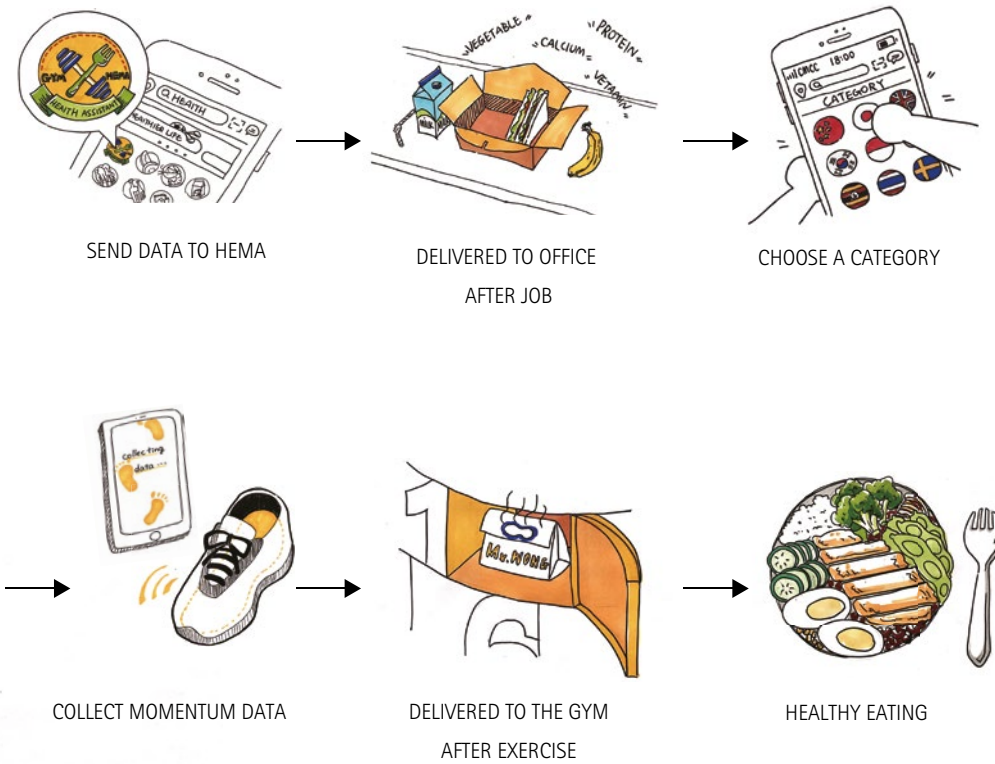


Fish tank for small-sized seafoods..



Entrance is not necessary for supermarket

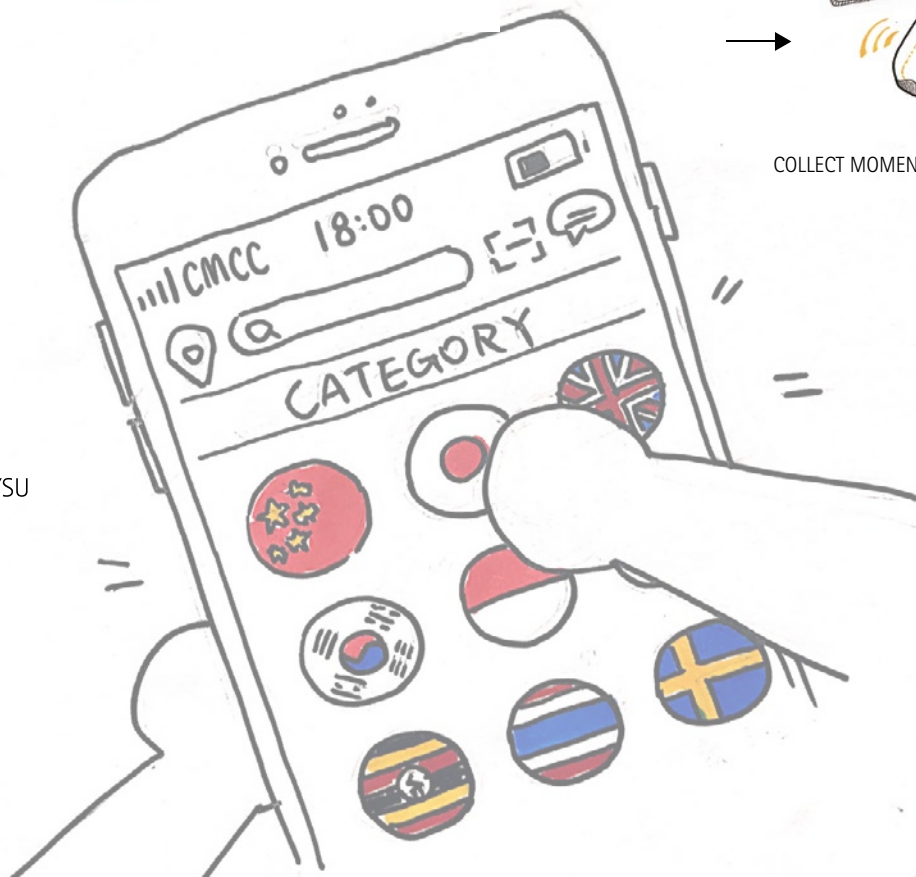
In the near future, if online delivery becomes convenient and secure, everyone will enjoy shopping without going to the supermarket.



B

Healthy foods and habits

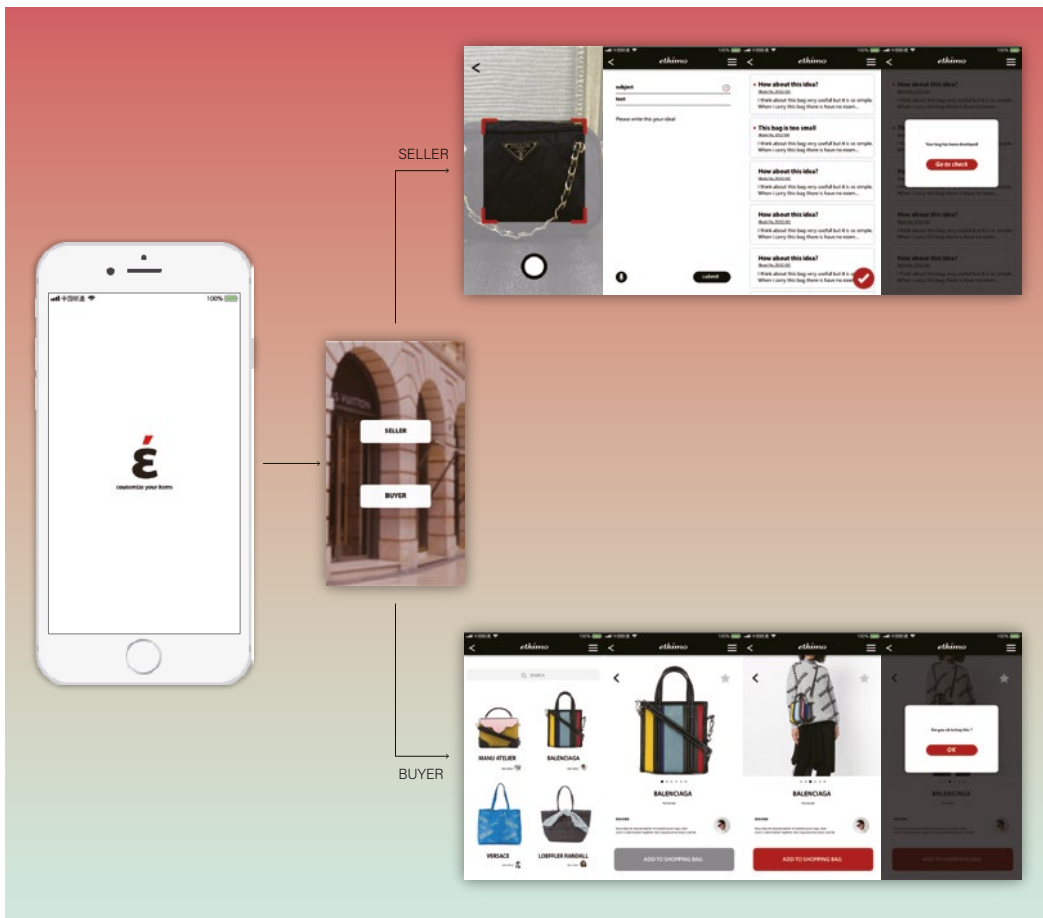
- OSHIMA MADOKA -CU
- NOMWESIGWA BLESS AARON MAGEZI -YSU
- WANG WANHUI -ZJU
- TAY ZI TONG CHRISTOPHER -SUTD
- IVAN CHRISTIAN -SUTD



Recently the number of people who go to the gym after a job is increased. But their meals are not healthy. They often eat junk food before and after going to the gym.

With this service, you can immediately eat a healthy meal tailored to their condition on that day. The application sends the date of the end time of the job to HEMA. And when you finish work, you can receive the meal before going to the gym at the office. When you reach the gym, choose the category of dinner you want to eat before training.

From the insole linked with the application, it collects the user's momentum data. After training, optimal healthy meals delivered to the gym.



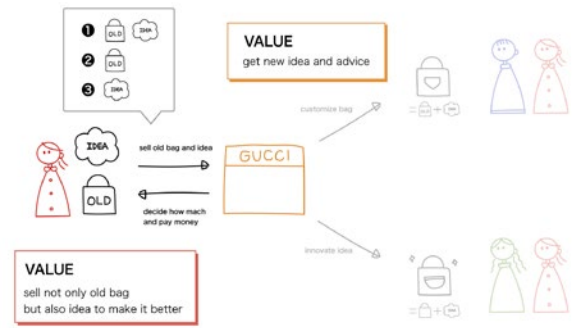
C

Second-hand sales of luxury

OKABE MOEKO -CU
 PARK JEONGJIN -YSU
 CHEONG RUI ZHI JEREMY -SUTD
 CHAN JINGQI -SUTD
 QI MENGGAO -ZJU

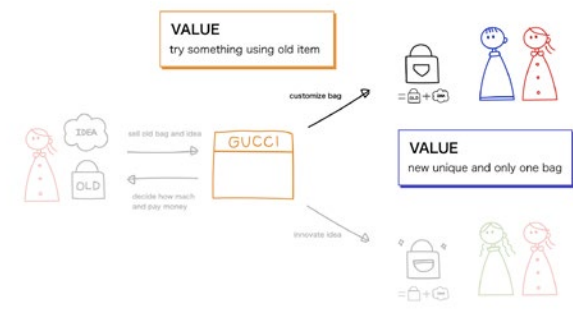
Focused on second-hand sales of luxury

The main consumers of luxury items are in their 20s to 40s. And the proportion of people aged 20 to 30 keeps growing. Young consumers will receive more and more attention. People who buy luxury are asking for uniqueness and rare. Among them, a young woman likes the new and hates the old. So they want to buy new and new. We focused on customise. Old items turn into a completely new one to customize. Customize is not wasted resources and more unique, more rare. Our team suggest customization platform that adds value to the luxury items and encourages exchange.



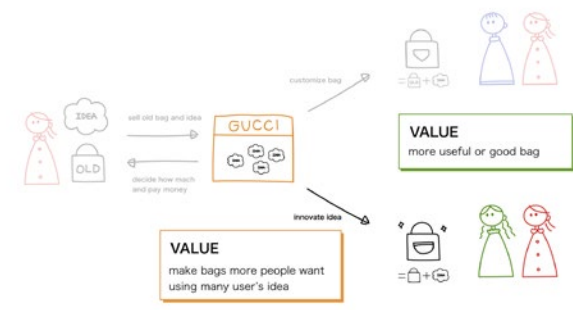
Sell old luxury item

People can sell to brand not only old bag but also ideas to make it better. People decide to sell only bag or only ideas or bag and ideas. After, brand decide how much and pay money.



Customize old luxury item

Brand customize old bag using people ideas and to try something. Customized bag can sell not cheaper because customized by luxury brand. People can get new unique and only one bag in the world.



Make new items

And more, brand can sell real new bag innovating old bag to use many ideas. People can get more useful and good bag.



This service is for fine wine lovers.

You can enjoy wine drinking if you become member.

Benefits	Non-members	Members
Interest group	✓	✓
Premium wine purchase	✓	✓
Free sample (Wine)	✗	✓
Discounts	Limited	More
Upgrade	✗	✓
Exclusive events	✗	✓

We provide service online and offline.

Special package



Lunch time at office



Dinner with family



Home party

D

Luxury wine sale

HASHIMOTO YUKI -CU

KIM SIWOO -YSU

LIU HAoyUAN -ZJU

JAMES ANDREW POHADI -SUTD

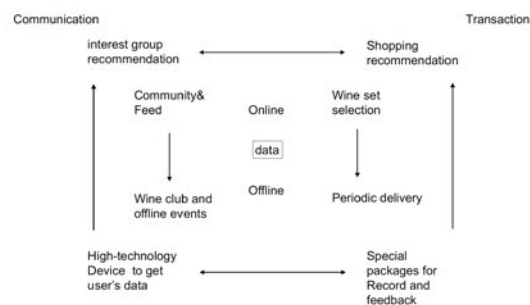
LOY YONG YI WENDY -SUTD

This service is membership system.

If you become member, you can get information about wine and enjoy online shopping.

Not only that, you can use members only bar. This bar is also have wine are delivered from this bar to your home.

business model



online



There is VIP page in TMALL 's page.



This is profile page. You can manage your information.



You can make friends who love wine. You can chat about wine.



Of course, You can buy wine online.

offline

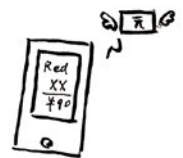
There is wine hab like bar. Wine are delivered from this bar to your home. At this bar, you can try to taste wine and communicate with good food.



There are big bottles like barrels. They have wine.



Bottles record how much you drink.



You can pay by alipay.



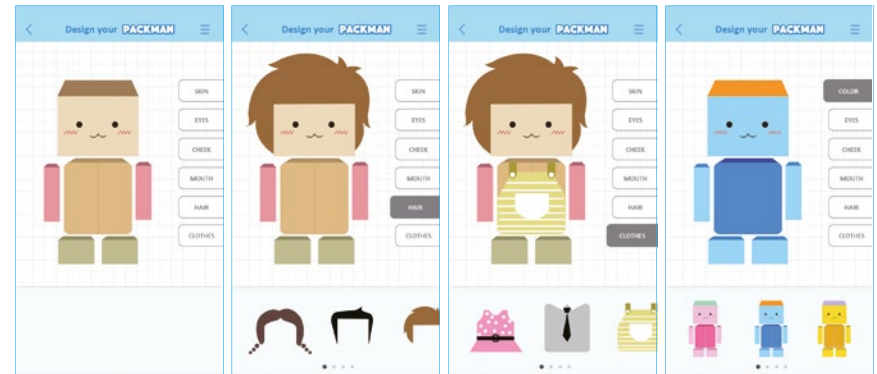
E

Receiving after logistics

- IIDA TAKUMI -CU
- CHOIBMYO JUNG -YSU
- LIU YUMENG -BIGC
- CHIO YUAN LONG -SUTD
- CHEN ZHEN -ZJU

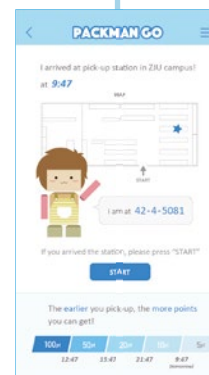
PACKMAN GO is AR Game and service of receiving packages. At first, you registrar and customize your own PACKMAN, and design your Look pattern. When you receive the information, play the AR Game for finding. If you find package, you check by security, and get some rewards.

PACKMAN GO



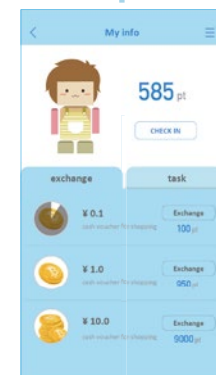
1. Customize

You can customize your own PACKMAN to recognize easily.



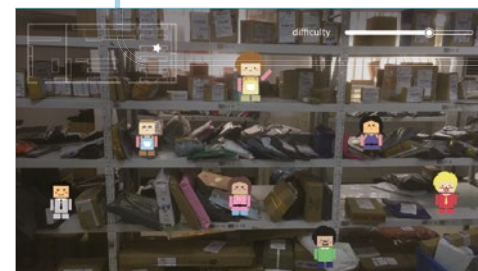
2. Receive

The earlier you pick up, the more point you can get.



4. Reward

The point you got can be exchanged for money that can be used in Taobao.



3. AR Game

When you take a shelf with a camera, PACKMAN will appear on packages and will help you find your own package.

CAINIAO SPACE

Making delivery convenient for you.

菜鸟空间



F

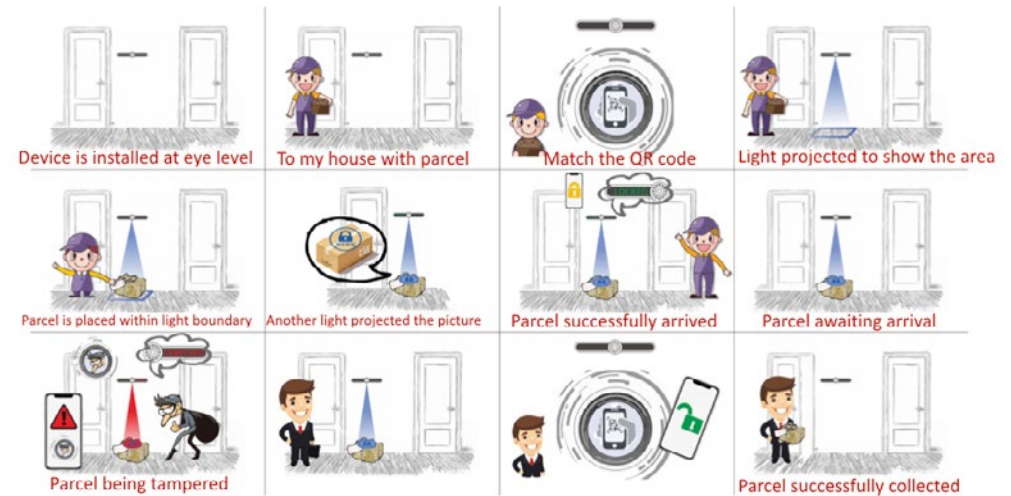
Logistics security

LIU MINGHUI -CU
DENG YIMING -BIGC
TAN MAE-SY -SUTD
LU JIANGYI -SUTD
HAN BO -ZJU -ZJU

CAINIAO SPACE

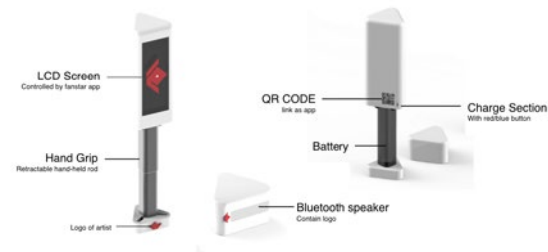
It's a problem to received home delivery in China. For the busy person, time is money. They can't make the time for received home delivery. But, if delivery man put the parcel in front of your door, it may have stolen. CAINIAO BOX (home delivery box) can solved this problem. But, it use wide space and spoil the scenery.

So, we designed CAINIAO SPACE. It's the project that making delivery conbenient for you. The device have a camera and a spotlight. When the delivery man come, he can find this device on the wall in front of your door.



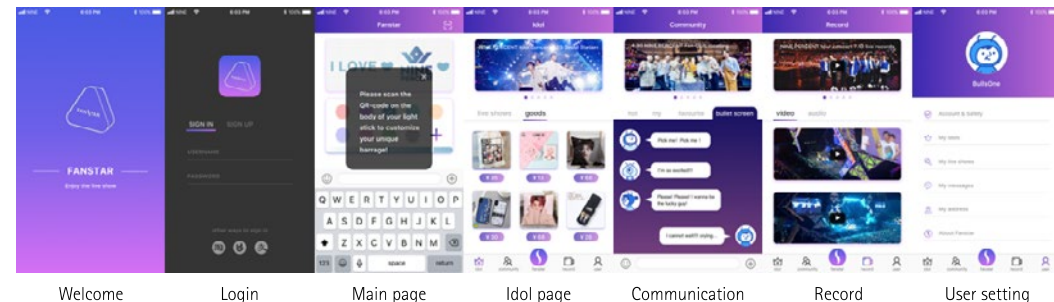
[Storyboard]

1. Device is installed at eye level.
2. Use the smart phone match the QR code.
3. Light projected to show the area.
4. Parcel is placed within light boundary
5. Another light projected the picture.
6. Parcel successfully arrived.
7. Parcel awaiting arrival.
8. (If the thief come) A warning rings.
9. (When you come back)
Parcel successfully collected.



Light stick for during live performance

This live stick can be used as many times as you charge. There is one QR code. People connect with Stick to application scanning QR code, and do something.



G Live performance's light stick

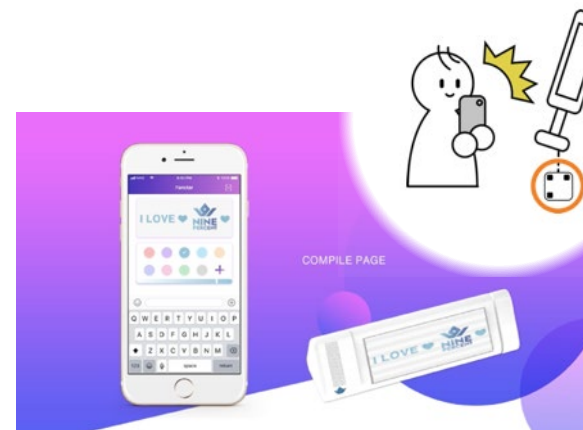
- YOSHIDA MEI -CU
- NAM HYUNWOOK -YSU
- WANG ZIYANG -BIGC
- GOU YUANYUAN -SUTD
- CAO XUECHUN -ZJU

Common problems fans face now

In the current live performances there are the following problems

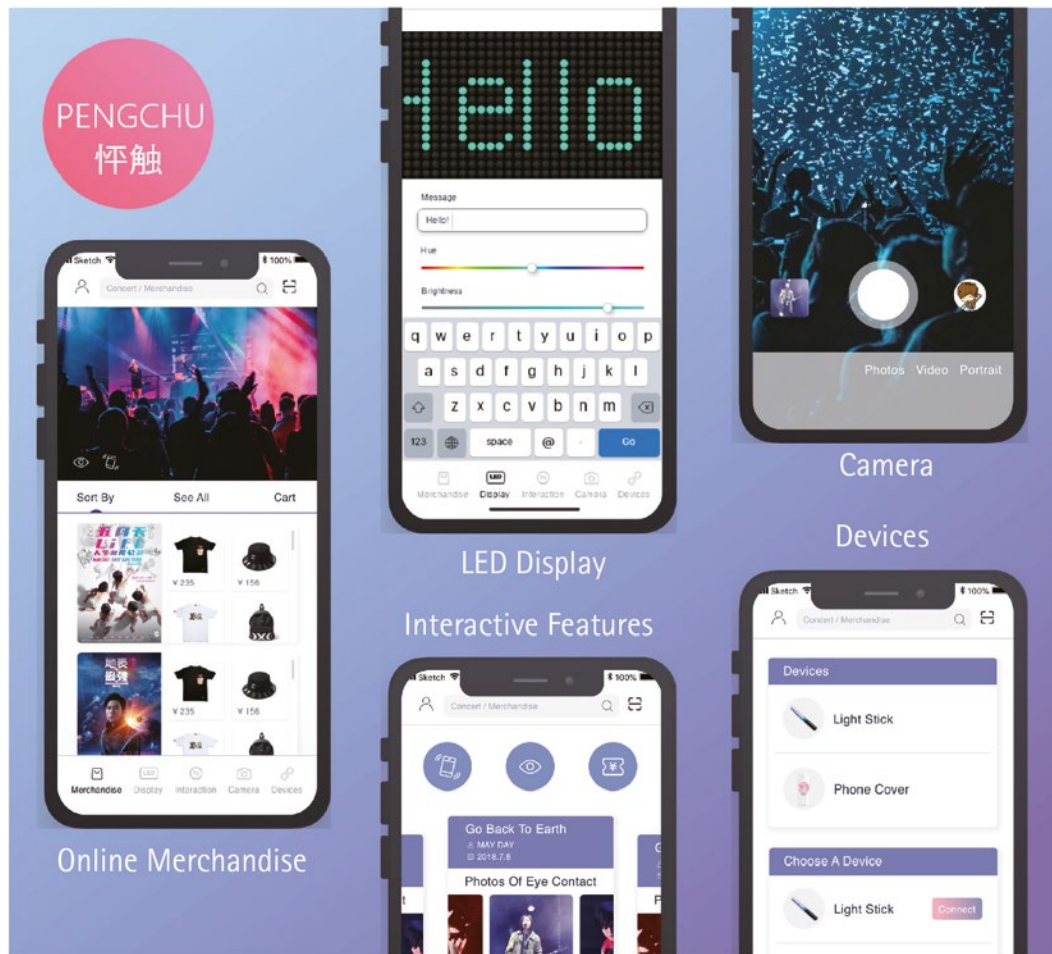
- The interaction among fans are quite weak.
- They need to go to different platforms to find the records of the performance.
- The waiting time before the show start is too long.
- Fans always want to have closer interaction with their idols.

We focused on communication with performers to fans. So we suggest live stick and application how to communicate with performer to fan.



For fan's experience

The QR code can also be considered as a unique fan's ID for your idol just something. Fans will have a sense of belonging and a kind of ceremony feeling. The appearance of the light stick is special designed for the idol, e.g. Ninepercent's light stick.



PENGCHU
怦触

Online Merchandise

LED Display

Interactive Features

Camera

Devices



Phone light

For Every user

-spec
protect edge line
flexible
lithium battery
edge light

-detail
Weight : 37g
Length : 115mm
Width : 67mm
Depth : 21mm

PENGCHU

Our team designed new application and product in order to provide new live performance experiences. This app contains three features to increase the interaction between the audience and the performer.

Online Merchandise: Users can view all merchandise in advance and they can buy it online without waiting in line and making buggage.

LED Display: Users can customize sentences or words while they are waiting in line and show the messages during the concert.

Real-time Interactive Features: Users will get a message and photo of the performers when they have made eye contact by performers. Users can also see the real-time distance of shaking during a concert as well as the history.

Devices: We combine our app with physical gadgets and allow different devices to connect with this app.

We designed these features to increase the interaction between the audience and the performer in order to improve the user experience during the concert.

H

Live performances using smart phone

YAMAMIYA YUHEI -CU

LEE GEONHUI -YSU

KOE JIA YEE -SUTD

WEI LETONG -ZJU

LU SUMIAO -ZJU



Phone Cover light

We also designed this gadget to combine our app with physical gadgets. It is made of flexible material to attach any size of smartphones. You can use this gadget as a penlight during the concerts and also use as a selfy light after the concert.

cape

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TECHNOLOGY AND DESIGN



北京印刷学院
BEIJING INSTITUTE OF GRAPHIC COMMUNICATION



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ZHEJIANG, CHINA

September. 9 - 13, 2018

CHIBA UNIVERSITY JAPAN

ZHEJIANG UNIVERSITY CHINA

YONSEI UNIVERSITY KOREA

SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN SINGAPORE

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