Project Portfolio ver.201701

Satoru TOKUHISA

WANIC Coconut Spirits

WANIC Coconut Sprits are the world' s first spirits made from coconut water.

We designed Fresh WANIC in order to create a new industry using our abundant coconuts. There are, however, a couple of issues: the product' s expiration date is short, and it' s hard to keep the quality of the product. For these issues, we got a new partner LAODI, a Rum maker in Laos, and designed a new product, WANIC Coconut Sprits.

Although the 1st prototype was produced in Laos, we shill start this business in the Philippines, the world' s largest coconut production country. As there is an existing coconut industry, we expect to get coconut water at a cheaper price which as it discarded at the coconut oil factories, and therefore we can produce our products at cheaper cost than getting the coconut ourselves.

Although we aim to sell Fresh WANIC to travelers from developed countries who visit to East Timor and the Philippines, we aim to export WANIC Coconut Sprits to developed countries, and to get foreign currencies. As the first step, we released 100 bottles of WANIC Coconut Sprits in Tokyo.

Product Design

Fresh WANIC

Fresh WANIC is a new alcoholic beverage made of coconut water using the original toolkit, the WANIC toolkit.

Through fieldwork in East Timor, I realised that there is little industry, and little income for the local people. As they have less cash, they can't get enough education as well as the necessary basic infrastructure for their lives. With respect to these issues, we considered their lifestyle, culture, and interests, and designed a recipe to produce a fermented alcoholic beverage made of coconut water and a toolkit to produce Fresh WANIC, using the abundant coconuts in this locale.

Fresh WANIC makers at this locale purchase coconuts at a cheap price, and can then produce Fresh WANIC to generate income. When they sell it to hotels or restaurants where travelers from developed countries visit, they can earn money. Also, coconut farmers can obtain benefits from Fresh WANIC.

Project Member

Taketoshi Ando: FInancial Planning

Syuko Ikemura: Graphic Design

Yurie Endo: Product Planning

Yoshio Kusumi: Product Design

Godai Sahara: Strategic Planning

Satoru Tokuhisa: Product Management

Naotoshi Morizumi: Account Management

Naoaki Yamamoto: Concept Design

bouquet

Bouquet is a web service for friends on social graphs to create an original bouquet and a message board with the appearance of a bouquet when they want to celebrate guests, such as at a birthday party or a farewell party.

The existing web service to design original bouquet has some issues whereby the final outputs are really off-putting because users can feely their favorite flowers such as red roses, orange gerberas, and so on. In this case, organisers of events, as well as receivers of the bouquets, may feel uncomfortable. On account of these issues, this service does not allow the specific selection of flowers by users, but the selection of an original mini bouquet; even if each user selects his or her preferred bouquet, the appearance of the bouquet can also be beautifully adjusted.

At first, an organiser who manages an event sets up a news event and invites friends to create a bouquet. Friends select "Message Bouquet" and write some messages on the "Bouquet Board" . Message bouquets are original mini bouquets that the users, who have less experience in buying flowers, can easily choose from several perspectives such as original messages suitable for the images of guests, stories, the atmosphere or the colours of flowers, and so on. Bouquet board is a virtual sheet with messages that contain each message bouquet which has been bought by users in a same group. The design of the bouquet board can be used for an order sheet which will then be sent to flower shops. Flower shops will make the original bouquet with this design, and send it to the guests.

This service is based on a network composed of 4000 flower shops in Japan. As the nearest flower shop from the address of a receiver sends the bouquet to the receiver, this service can contribute to the local economies. Also, we found that some flower shops have less confidence in designing original bouquets. This service can contribute to such hidden needs.

Project URL

https://www.bouquet879.com/

Project Member

Takashi Kimura: Project Management

Kensuke Fujishiro: Design / Design Research

Atsuro Ueki: Project Adviser

Satoru Tokuhisa: Project Adviser

Collaborator

i879 (http://www.i879.com/)

Povie

Povie is a web service which automatically makes the users appear cute according to their movements in a video.

Although there are several location-based sticker making systems and image decoration services on smartphones, there aren't any automatic video decoration services. Also, there weren't any services to satisfy the needs related to Kawaii—the definition of which is cuteness in Japanese—which teenagers in Japan feel is variable. For these issues, we conducted fieldwork about Kawaii, identified several categories of Kawaii, and finally implemented them with graphics and the parameters of motion graphics.

The core technology of this service is "Kawaii engine", developed by us. This original image processing engine automatically analyses movement or poses in a video and decorates the video, which makes the users appear variously cute with so many visual and sound effects.

The user shoots a video by mobile phone or PC and then chooses a style, frame, and motion stamps on apps. The user can get a video which is cuter than the original video. The users can enjoy watching the created cute video, show it off to their friends with some message, and then share it on the video-sharing website as a log data of their existence.

Let's Experience "The Great Map of Japan (Inouzu)" !

We designed a service on "The Great Map of Japan (Inouzu)" in order to expand the user experience in the museum with 4 touch points at the Tokyo National Museum (Tohaku).

Toppan Printing Co., Ltd. developed Toppan VR which is a method to show digital archive data, and has organised the museum theatre with the Tokyo National Museum (Tohaku). In many cases, Tohaku and the museum theatre have organised each exhibition using the same content, but there some issues related to the customers rarely coming and going between the museum theatre and related exhibitions at Tohaku.

For these issues, we designed a service with 4 touch points related to The Great Map of Japan (Inouzu), and offered them to the users. First, the customers get interest in Inouzu via an interactive map viewer in front of the museum theatre, and understand the deeper knowledge via a VR movie entitled "Map of Japan created by Ino Tadataka" at the museum theatre. After watching it, the customers realise information about how Ino Tadataka measured via a workshop on pace counting. Finally, the customers move to a special exhibition entitled, "Map of Japan created by Ino Tadataka" at the Heiseikan Thematic Exhibition Room, and watch the real maps based on their knowledge and experience.

As a result of the evaluation tests, this service changed passive experiences on the museum theatre to more subjective experiences, and achieved more effective linkage between the museum theatre and the exhibition.
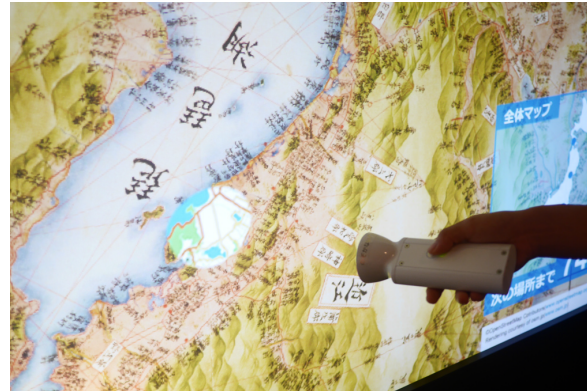
Project Member

Karin Iwasaki: Concept

Mina Shibasaki: Concept

Satoru Toukhisa: Service Design

Longine

Longing is a web service offering ideas about investments of Japanese stocks for middle- and upper-level personal investors.

In Japan, there is a huge gap between institutional investors and personal investors concerning investment information, supposedly at a rate of about 100 to 1. To address these issues we launched a new web service offering ideas about the investment of Japanese stocks from top-ranking analysts and specialists in industry and the academic realm with a balanced point of view.

Before designing this web service, I carefully created several personas, and designed it so that users can easily find the articles which they want to read, and can easily read them on web browsers. In addition, we offered this service not only for PCs but also for smartphones from the beginning, and aimed for the most appropriate design according to the users' environments.

Not only is Longine a paid service with 1000 JPY (100 JPY = 1 USD) per month, but it also it built trust with BtoB clients, such as securities companies, electronics companies, and so on. Also, we have distributed our content to several securities companies and media companies.

Project URL

http://www.longine.jp

Project Member

Satoru Tokuhisa: Creative Direction

REWRITE Co., Ltd.：design, coding

YOSHIDUMI Information, Inc：backend

Toshin-1（投信 1）

Toshin-1(投信 1) is a web service offering investment information to potential personal investors who have an interest in asset management.

While we operate several web services for personal investors at the beginner's level, as well as at the moderate and upper levels, we found that we didn't have enough of an upside if we only offered services to people who have already started investing in stocks, and that we needed find potential investors with an interest in asset management. To address these issues, we launched a new web service with the concept of analysing daily news from the viewpoint of finance or investment.

We adopt responsive design on the web service, and emphasise suitable user experiences for PCs, tablets, and smartphone users. Also, we embed several ad networks, including native ads, to achieve monetisation without disturbing user experience.

Toshin-1(投信 1) got 1,200 million PV(Page View)s in November 2016 including PVs on distribution partners such as Yahoo News, Yahoo Finance, SmartNews, and so on. Also, we have many BtoB customers, such as securities companies and asset management companies.

FLIPPIN'

FLIPPIN' is a user interface (UI) which mimics the look, feel, and usability of traditional books.

Nowadays, digital information systems in public spaces can be accessed for guidance in a museum or city. In these systems, the following three issues exist: how to ensure that every visitor can easily access and use them, how to stimulate the interests of visitors via content within a limited time span, and how to solve usability problems which digital reading devices have. The e-book usability problem is a particularly big issue for users to efficiently obtain information and knowledge in a public space.

For these issues, we designed a paper-based user interface (UI) FLIPPIN' that retains real book usability in addition to including merits of digital display. FLIPPIN' can operate content software by two actions: paging and touching some areas on the pages using conductive ink.

We developed "Flip and Touch the Hokusai Manga" using FLIPPIN' , and are exhibiting it from September to March 2017 at Grand Front Osaka in Japan. This is a cultural interactive installation to enjoy Hokusai Manga as painted by Hokusai Katsushika in the late Edo era using FLIPPIN' and a display device with the merits of printing as well as digital media.

We conducted several field evaluations to compare this system with a touch panel UI in a public space. The results not only indicated the positive effects of our system but also helped to develop the design guidelines which are expected to assist in guiding engineers in the design of Book UI digital information systems for public spaces.

Project URL

http://hokusai.dangkang.com/

Project Member

Koichi Yoshino: Content Development

Koichi Obata: Harware Engineering, Programming

Satoru Tokuhisa: Service Design, Creative Direction

Publication

Yoshino, K., Obata, K., & Tokuhisa, S. (2017).

FLIPPIN' : Exploring a Paper-based Book UI Design

in a Public Space. In Conference on Human Factors in

Computing Systems 2017 (CHI 2017) (in press).

Collaborator

Toppan Printing Company

rhythmism

Rhythmism is an interactive entertainment system which uses original maraca-based devices and manipulates a video, like Visual Jocky (VJ), in real time.

The existing VJ systems use traditional controlling systems such as faders and knobs which are physical but not intuitive. Also the direction of users' eyes looks down at devices, and the performance itself isn't attractive. On account of these issues, we focus on both the structure and operating characteristics of the maracas, and aim to design a system for every user to enjoy VJ performance intuitively and physically.

Rhythmism utilises two different maracas: "material maraca" and "effect maraca". After inserting material balls into the material maraca, the user can control the playing speed of the motion graphics data by shaking the maraca and can switch the current data by rotating the maraca. On the other hand, the user can control each parameter of the inserted visual effect ball by shaking the effect maraca and, switch the current effect by rotating it.

Rhythmism was accepted by ACE 2015 as a short paper, and won an award at the 2006 [10th] Japan Media Art Festival Entertainment Division as a jury recommended work.

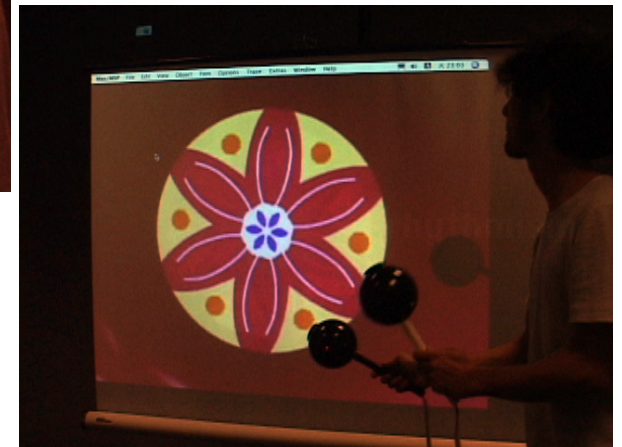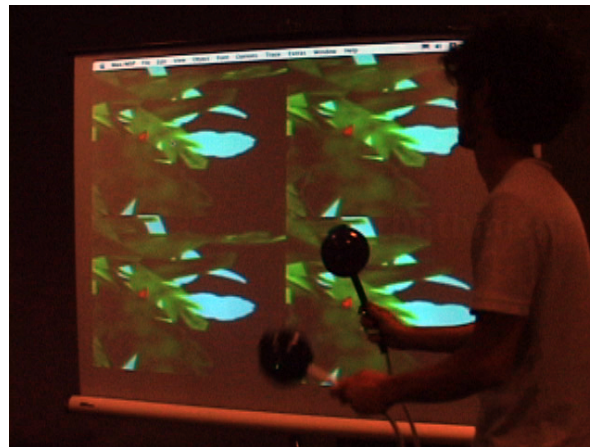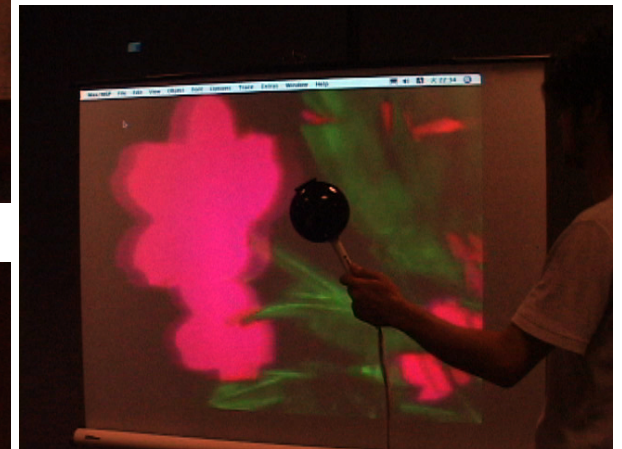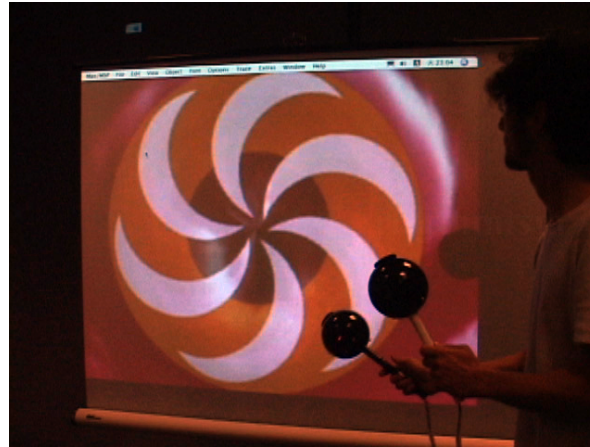# MYSQ (My Style So Qute)!

MYSQ is an interactive entertainment system with which the users can create an original promotion movie with their physical movements and share it through mobile phones.

In 2005, mobile phones started embedding a function to shoot and send videos. At that time, the communication business focusing on video had just started, and it was expected to generate new business according to this trend. For these issues, we got inspiration from Puri-Kura, a kind of photo sticker which was a popular communication tool among the younger generation, and aimed to design an interactive system to generate short videos that reflects the sense of users that they want to exchange.

As the permanent exhibition space of MYSQ, the KDDI design studio, was located at Harajyuku, the most popular place among teenagers in Tokyo, Japan. We set the young people who love Harajyuku as the target customer, and designed graphics, motion graphics, visual effects, BGM and body design according to this target.

MYSQ was exhibited from March 2005 to September 2008 at the KDDI design studio, and won an award— a finalist prize— at the Asia Digital Art Award 2006 Digital Design Division.

http://www.dangkang.com/en/projects/research/my
sq/

Project Member
Satoru Tokuhisa: Concept / Design / Image
Processing
Taku Kotabe: Direction of Demo Video
Ken Suguro: Sound Processing
Sosuke Okubo: Sensor Engineering
Tomohito Naito: Body Design

Award
Asia Digital Art Award (ADAA) 2006 Digital Design
Division Finalist Prise
8 December, 2006.