

2019 CAPE SUMMER DESIGN WORKSHOP

cape

Campus

Asia

Plant

Environment innovation

—
CHINA

An abstract graphic of a network or molecular structure, consisting of numerous white dots connected by thin white lines, set against a dark background. The structure is complex and multi-dimensional, with some lines appearing thicker or more prominent than others.

CHIBA UNIVERSITY

Context

Innovative experience makes business beautiful and simple. Facing the rapid changes in consumer behavior and demand, this workshop aims at constructing new business contents, including shopping, catering, entertainment, and logistics. This workshop is organized by the International Design Institute of Zhejiang University and collaborated with Alibaba Design.



Field Research and Workshop Activity



Teams

Students were divided into the following four teams.

Intelligent Logistics

: To achieve cost -controllable and currently operate solutions for unmann ed self-service last-mile delivery stations.

Team A

Qi Mengyao
Bless Aaron Magezi Nomwesigwa
Ma Yue
Kawakami Yohei
Ong Zi Min

Team B

Haneul Kim
Yokota Nana
Shermine Chua Xin Min
Lin Ying

Intelligent Voice

: To create intelligent products by combining machine voice and multi-modulized capabilities.

Team C

Zhu Kaili
Seulah Ryu
Kobayashi Koyu
Jiang Jiahuan
Cornelius Yap yu Lin
Xu Jiayi

Team D

Di Chaochuan
Myojung Choi
Honda Mutsmi
Ji Tiancheng
Jiang Chenxi

Intelligent Restaurant

: To empower restaurants with the capability to carry out precise operation based on and technology.

Team E

Cao Xuechun
Hyunwook Nam
Kishizoe Manaka
Daniel Esteban Sanchez Farfan
Lan Xiaojin

Team F

Han Bo
Jeongjin Park
Shimizu Chinatsu
Luo Yuan
Therese Lau Yu Ru

Intelligent Retail

: To create a multi-dimensional retail experience with a multi-dimensional store system design.

Team G

Han Runze
Jiyoun Lee
Ohta So
Erika Nuzzo
Li Jiaqi

Team H

Zhou Jiawei
Min Ji Kim
Sumitani Rikuto
Cao Xiaoxiao
Soo Ming Wei
Zhang Danyang

INTELLIGENT LOGISTICS

Alibaba Support Team: Cainiao Smart Logistics Network

In this co-creation workshop, we have explored design opportunities for unmanned Self-service Cainiao Post, the last-mile logistics delivery stations. By sharing Cainiao's design methodology, support team guided us to master the methods and process of innovative logistics design, create feasible solutions and models, and enjoy the process of co-creation.



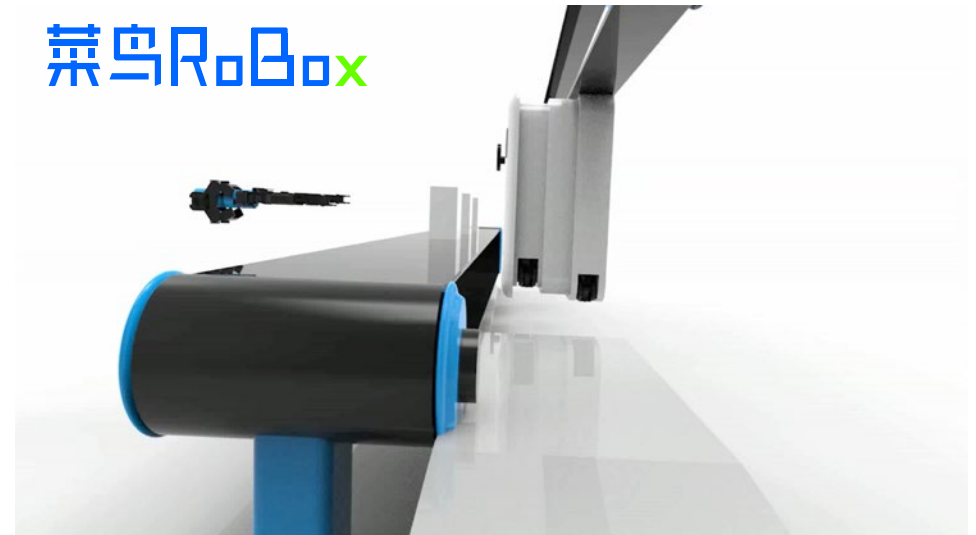
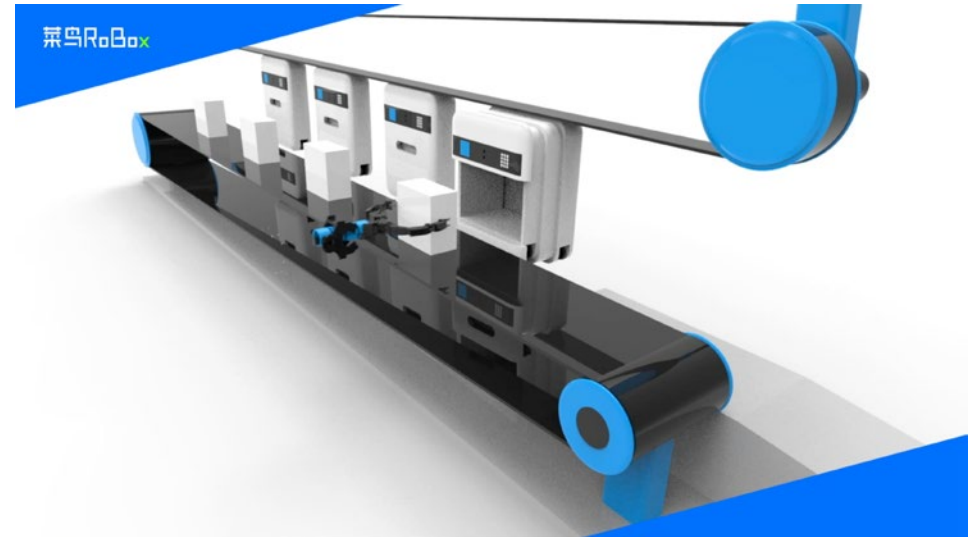
**Make New Logistic,
Make New Community.**



MAKE NEW LOGISTIC, MAKE NEW COMMUNITY

Cainiao's Mission is to create an ultimate consumer logistics experience, an efficient & intelligent supply chain system and a collaborative platform driven by technological innovation.

Team A
Qi Mengyao
Bless Aaron Magezi
Nomwesigwa
Ma Yue
Kawakami Yohei
Ong Zi Min



CAINIAO LAST-MILE DELIVERY

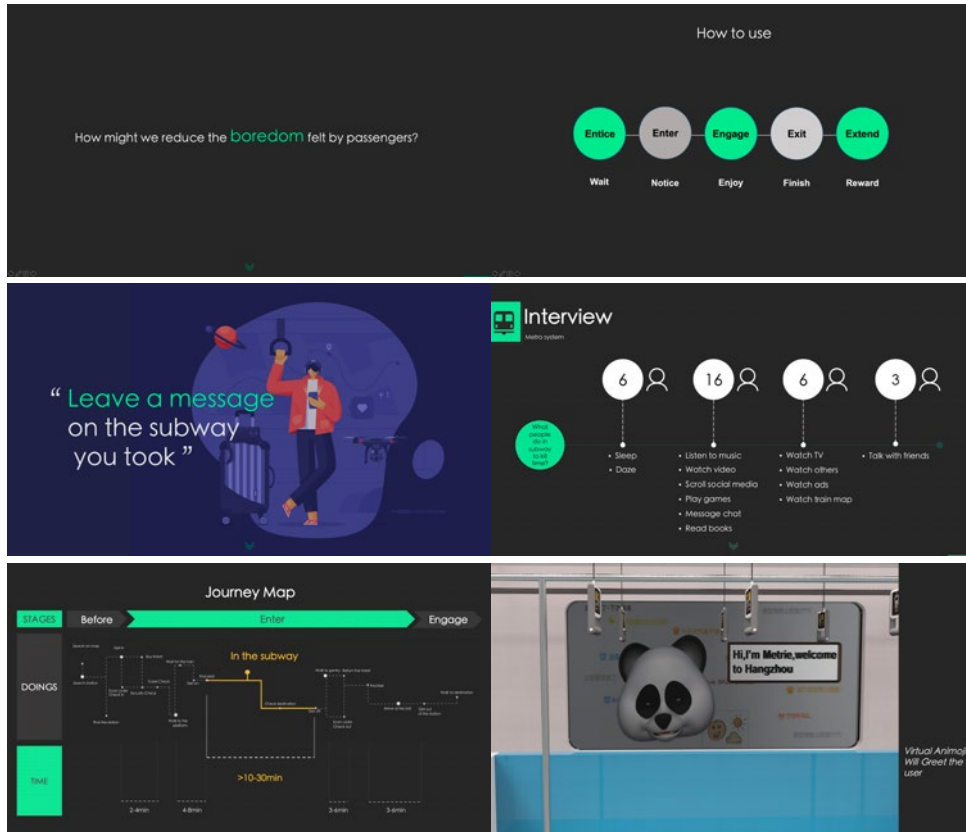
We believe the development of technology can help us create unmanned warehouse management and distribution system. The robot will calculate the fastest road, and by using self-driving technology, delivery it to someplace near to the customer. When it is reaching, it will send the customer notification on the app facial identification is required before the customer can unlock the box and retrieve the package.

Team B
Haneul Kim
Yokota Nana
Shermine Chua Xin Min
Lin Ying

INTELLIGENT VOICE

Alibaba Support Team: International UED

The lecturers have shared the insights of UX design for intelligent voice assistant services. The participants have been enlightened by the methodology of intelligent services design and the framework of voice interactive script, work together on the simulated developing process of a brand-new creative product and are expected to bring out the tangible implementing plans and models.



MAKE NEW LOGISTIC, MAKE NEW COMMUNITY

CaiNiao's Mission is to create an ultimate consumer logistics experience, an efficient & intelligent supply chain system and a collaborative platform driven by technological innovation. By using the vibration of the subway handle, passengers can see virtual Animoji in the subway.

Team C

Zhu Kaili
Seulah Ryu
Kobyashi Koyu
Jiang Jiahuan
Cornelius Yap yu Lin
Xu Jiayi



TELL TAIL

"TELL TAIL" is 'Tail-shaped AI Robot'. Our products will be presented in the form of tail. The most basic way of interacting with it is to caress it. Its furry appearance can cure your heart. We hope that this product will become a friend of users to talk with. You can safely talk to the tail, maybe you both just met at the beginning. It might be shy, but when it knows more about you, the tail will respond what you said in its own way. Users can enjoy social communication. Also, can create an avatar depends on your own personality.

Team D

Di Chaochuan
Myojung Choi
Honda Mutsmi
Ji Tiancheng
Jiang Chenxi

INTELLIGENT RESTAURANT

Alibaba Support Team: KouBei

In this workshop, the lecturers have shared how to figure out the potential solutions for future restaurant, through combining general experience of the users and pain points of the merchants. The participants have experienced the in-depth usability test methods from the perspective of merchants and design ideation methods to explore a valuable breakthrough for the future design.

Alison



ALISON

Life should be easier, healthier, smarter.

The device called Alisons, which can measure my body data by sensors.

It can measure blood pressure, heart rate and any physical condition.

It will also send data to the phone after we click on Personalize inside the restaurant application and the app will recommend the food based on my current physical condition.

Team E

Cao Xuechun

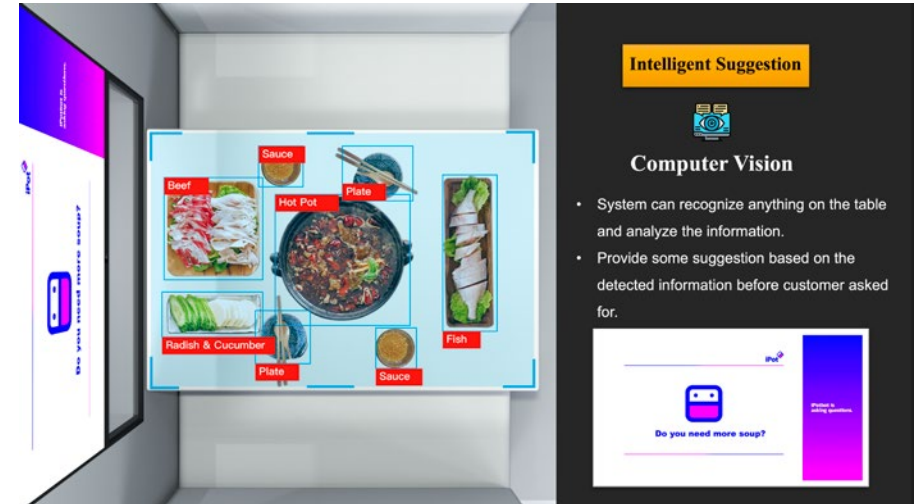
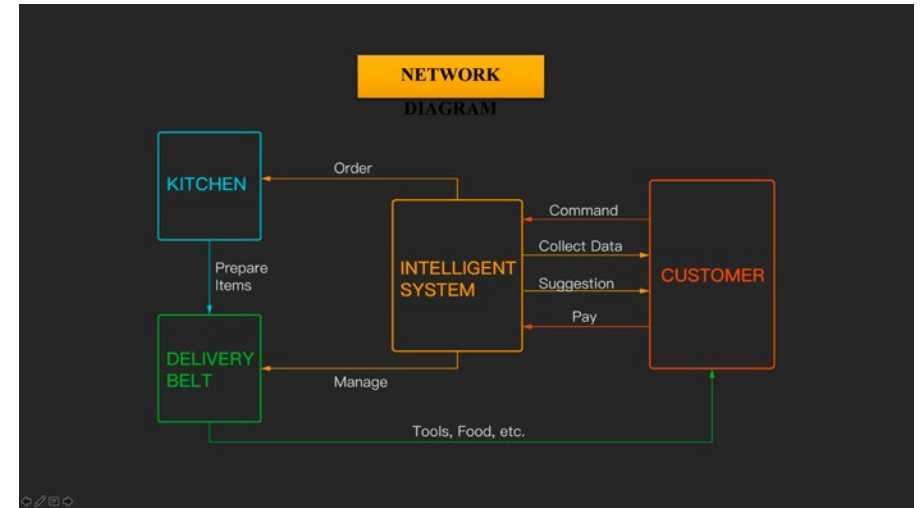
Hyunwook Nam

Kishizoe Manaka

Daniel Esteban

Sanchez Farfan

Lan Xiaojin



ALISON

Give customers a better experience.

Our goal is providing good service through Natural HCI and computer vision, and meeting customer's needs before they are asked for. We targeted at groups of middle-class young people. System can recognize anything on the table and analyze the information. Provide some suggestion based on the detected information before customer asked for.

Team F

Han Bo

Jeongjin Park

Shimizu Chinatsu

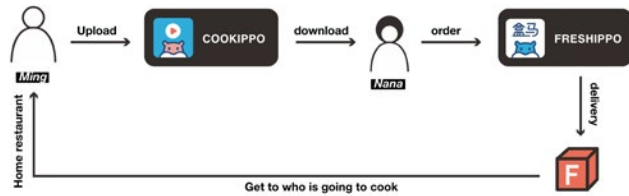
Luo Yuan

Therese Lau Yu Ru

INTELLIGENT RETAIL

Alibaba Support Team: Freshippo Supermarket

The integration of the Internet and the IoTs with the traditional retail industry has led to new business models and consumer experience. Through the comprehensive digitization of people, goods and store, the digital stores and physical stores are integrated into a complete intelligent store system. In this workshop, the lecturers aimed to provide the participants to systematically understand this new retail proposition and decompose it into specific touch points and link solutions, and eventually define a more imaginative experience for new retail stores.



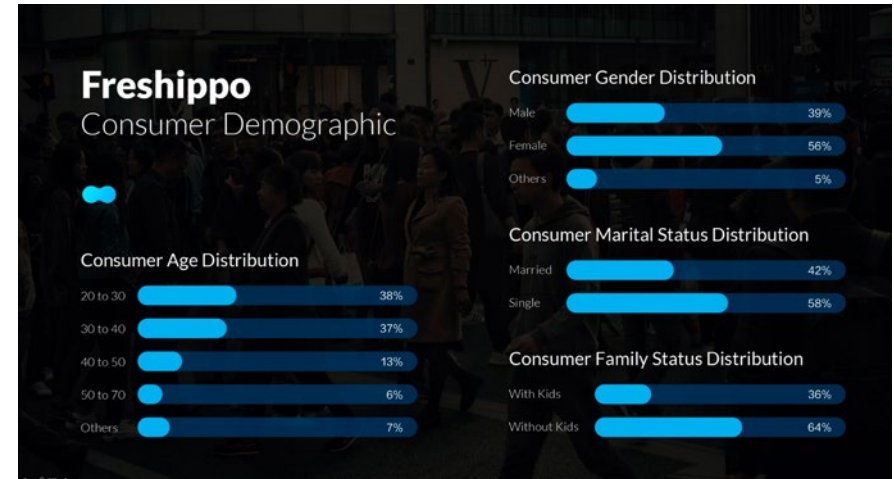
COOKIPPO

Delivering smells.

Our vision is "Shopping is an exchange, a conversation." In the future will be possible to deliver smells of recipe through electrode who transmitted weak electric currents to the neurons positioned behind and above the nostrils to send electrical impulses to the brain capable of recreating the smell of something.

Team G

Han Runze
Jiyoun Lee
Ohta So
Erika Nuzzo
Li Jiaqi



FRESHIPPO PARK

Better Offline Shopping Experience

Based on this concept, we try to choose one point to make some detail design. The main user of Freshippo is female, although single female who doesn't have children use more frequently, young mothers are more willing to take children together to the Freshippo offline store to shop together. Using AR technology, we made various application systems.

Team H

Zhou Jiawei
Min Ji Kim
Sumitani Rikuto
Cao Xiaoxiao
Soo Ming Wei
Zhang Danyang

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2019

CAPE LOCAL DESIGN WORKSHOP

CHIBA, JAPAN

JUL. 15 – 19, 2019

CHIBA UNIVERSITY JAPAN

ZHEJIANG UNIVERSITY CHINA

YONSEI UNIVERSITY KOREA

SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN SINGAPORE

BEIJING INSTITUTE OF GRAPHIC CHINA

POLITECNICO DI MILANO ITALY

Supervisors

Prof. Makoto Watanabe CHIBA UNIVERSITY

Prof. Yoshihito Kameda CHIBA UNIVERSITY

Prof. Ikjoon Chang CHIBA UNIVERSITY

Prof. Huang Jinghua ZHEJIANG UNIVERSITY

Prof. Chen Shi ZHEJIANG UNIVERSITY

Prof. Marinella Ferrara POLITECNICO DI MILANO