

2020 WINTER DESIGN WORKSHOP

— CHINA

cape

Campus
Asia
Plant
Environment innovation



01 - Context

Kashiwanoha Campus City is a future-oriented town model that will set the blueprint for solving various issues in people's daily lives. Moreover, Kashiwanoha is aiming to be a sustainable town that attaches great importance to its rich natural environment and traditional heritage while combining these elements with new lifestyles and culture, in addition to passing on these achievements to future generations of children.

02 - Objectives of Design Workshop

In this workshop, participants from Zhejiang University, Chiba University, Politenico di Milano and Yonsei University in collaboration with the multinational company Alibaba Group, joined in this intensive competition in order to promote awareness among designers, promote the influence of the Alibaba Group, generate opportunities for participants after the competition and discover talent based on their proposals for innovation. During this event, participants from Japan, Italy and Korea had the opportunity to collaborate remotely with members of Zhejiang University.



Professors in the opening ceremony



Participants from Chiba University, Zhejiang University, Yonsei University and Alibaba Members at Campus Asia Workshop 2020



Welcome speech of Professor from Chiba University, Makoto Watanabe

03 - Topic Selection

Due to the pandemic, we are currently experiencing, this workshop focuses on proposing solutions to improve the human condition in different areas such as social interaction, physical and mental health, entertainment, transportation, among others. If the Global COVID-19 is not controlled, people will gradually get used to the mutually isolated life. Most of them will long stay at home, obtain supplies through novel logistics modalities, adopt new equipment and APP to ensure travel and residence safety, and gain new ways for their pastime and social networking.

For this reason, participants will have 100 hours to think about possible Doom scenarios and propose solutions that can be developed in the near future. Five different approaches were selected for this program:

04 - Main Topics

1. LOGISTICS

This topic is related to propose solutions related to delivery services and how to improve the actual system.

2. SOCIALIZING

The participants who will work within this topic can consider new ways of social interaction and discuss how to turn the offline activity into online activity.

3. HOBBIES

For this topic, participants should consider how to improve the activities that are done for enjoyment, typically during leisure time. It used to be difficult for people to have a whole block of time to do something they like. But now they have a stable time and a quiet space during the epidemic.

4. TRAVELING

What should we do, and how can we do if we go out during the epidemic? Unsafe and the lack of sanitation makes traveling extremely difficult. This proposal is focused on proposing solutions that allow the mobilization in a safe way or better ways to substitute and improve the travel systems to minimize risks.

5. SHOPPING

Online shopping during the epidemic is the same as usual. However, the lack of delivery capability pushes the collection points and vending machines to become the primary modality for supplying food and daily necessities.

TEAM BUILDING

After selecting the topics to be addressed during this event, 10 groups of participants were organized, including students from the different institutions. Each topic was addressed by 2 of the teams, which were assigned randomly through a team-building activity.



Team Building activity

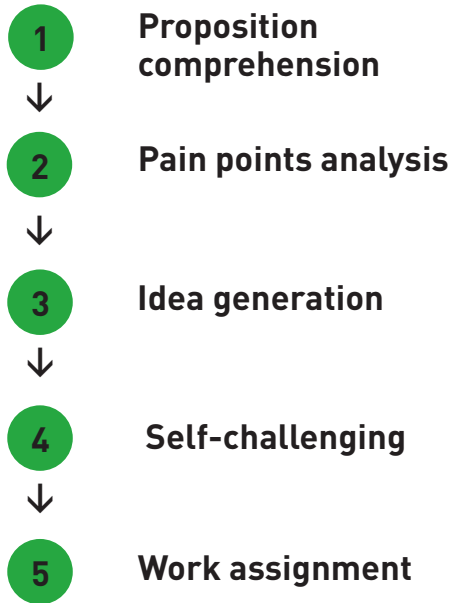
TEAMS

Hobby	A	ZHANG HONGBO, ZHENG TUOTUO, HYUN DO LEE, SEUNG HEE CHOI, ADAM LEWANDOWICZ, ZHONG FANGXU, YONG KANG CHIA
	B	Ji TIANCHENG, ZHOU YOUCHENG, ISHISAKA YREIJO ESTEFANIA ALEXANDRA AMI, SU HYEON KIM, TASHIRO HARUKA, YU JIAQI, ANSHU ARUN GHATE
Logistics	C	HAN RUNZE, ZHANG ZHENNI, GYEONG MIN BEAK, EUN JI KIM, HUANG FULI, ZHANG TIANXIAO, CLARENCE LEE
	D	DI CHAOCHUAN, ZHANG ZHICHAO, QIN YIXIANG, HA NEUL KIM, NYAMSUREN GOMBODOO, RAPHAEL YEE
Socializing	E	DING DONG, ZHANG YANGKANG, CHEN PENG, JONG SEON PARK, HA EUN PARK, NGUYEN TAN LONG
	F	LI JIANFENG, LIANG YIMING, MIN JI KIM, DA KYUNG LEE, RYOKO MIAKI, EMEST LIM WEI YU
Traveling	G	MAO LUJIN, KONG LEI, EI JIN HONG, SEO RIN LEE, KAWAKAMI YOHEI, TRAN NGUYEN BAO LONG
	H	QI MENGYAO, YI HEYANG, JEONG JIN PARK, HYUN WOOK NAM, MA YUE, GE ZICHANG
Shopping	I	FANG ZETAO, ZHAO YANWEI, SEO HEE PARK, SU BIN HWANG, NANHWI KIM, FENG ZHENGQING MARK
	J	CHEN YITONG, LEI PENG, WU YUE, HAE SOO PARK, IRMAY HYACINTH LEDESMA, JYOTIT KAUSHAL

05

-
Main
Stages

To carry out this collaboration it was proposed to follow the four basic stages of the following process in order to propose solutions successfully.



06

-
Workshop
Process

Pain Point Analysis: During this stage everyone should think about the top 3 pain points during the epidemic based on your own experience and share them with your team members (e.g., Considering the restrictions which are proposed during the epidemic such as visiting friends; or considering the epidemic demands such as travel safety, daily supplies, and so on). Discuss within the group members and choose the most critical pain point. This stage will help to narrow down and select the main question.

Idea Generation: During this stage, participants should think about the market positioning, current available technology, target customers, and finally choose the best and the most innovative ideas by voting.

-
Workshop
Process

Self Challenging: Everyone stands on the opposite side of the idea, looking for logical flaws and verifying the authenticity of demands. Examine details of the idea from multiple aspects: Is it a real demand? Is there a suitable technology? How do operators, manufacturers, service providers, or other roles make profit.

Work assignment: Determine outputs (e.g., web, H5, APP, mockup, 3D, interactive demo, industrial product, and so on) which could be an interactive demo. Divide the work based on the design expertise of team members, and then going to the production step.



Interaction between students and Professors during the Workshop Process

A

1. TOPIC: HOBBY

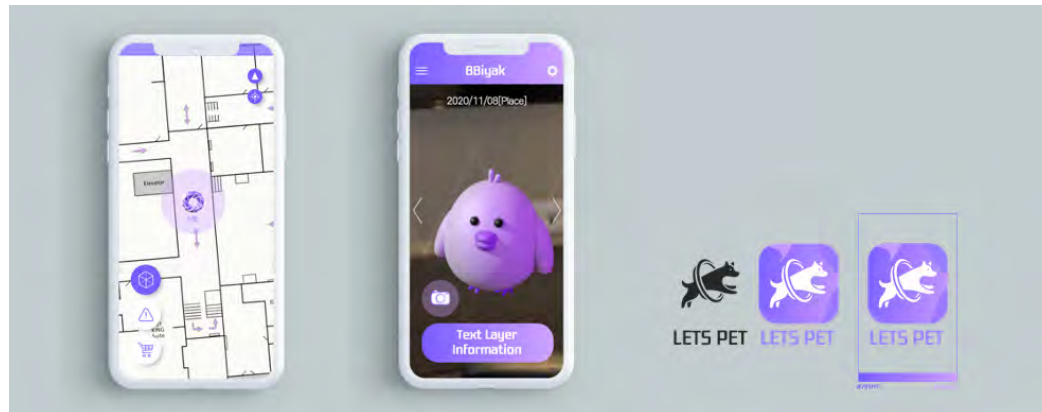
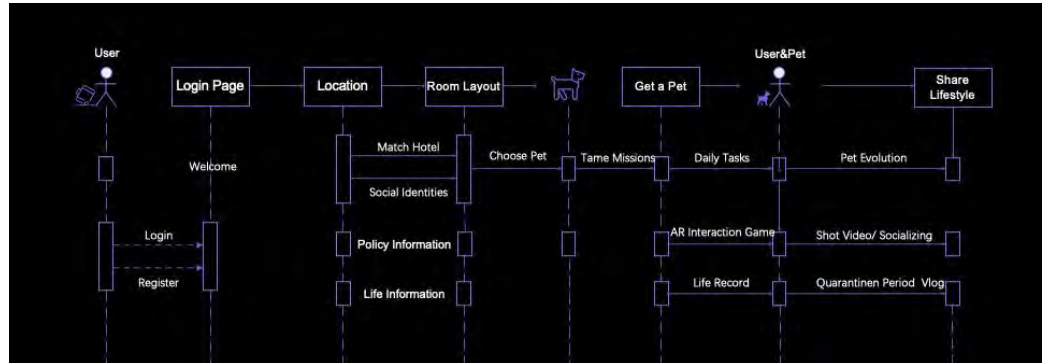
07

Design Outcomes

Team A: Let's PET

This team proposal was designed for people who due to this pandemic, must make a period of quarantine. During this period of isolation, the user can feel boredom, panic, loneliness, tiredness, feeling of not belonging, confusion and curiosity. The proposal is to provide a virtual pet, which can be customized according to your preferences. During this experience of solitude, you will be able to do a series of activities with your pet that

will allow you to earn points, upgrade your pet and share content with your friends. This proposal allows you to interact in a digital way not only with the pet but also to digitally navigate through the real spaces near hotel and also to exercise with it. Therefore, this virtual pet can work as a personal assistant that provides you with information, social interaction, as well as physical and emotional support.



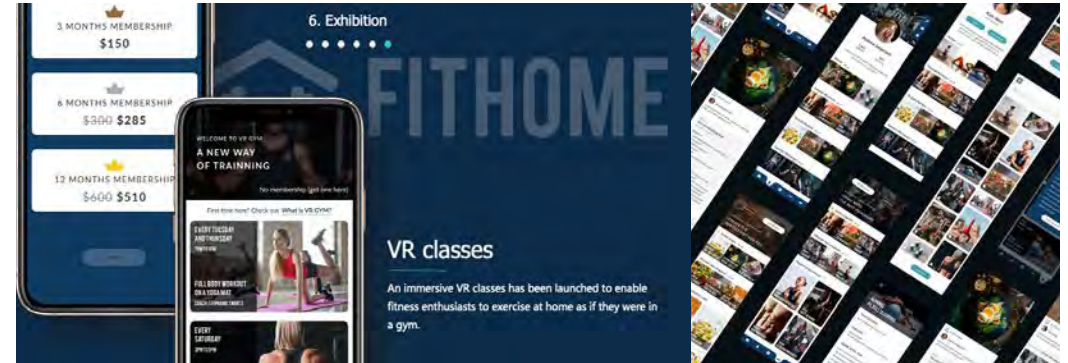
B

Team B: FITHOME

Design Outcomes

The background to this project is the health-conscious Movement Amid COVID-19 combined with the current increase in exercising from home. In addition to the profile of the digital native user, who due to the current pandemic may feel lonely and disconnected, this mobile app will be a social media where people share their fitness experience with

VR gathering to make a virtual gym would make the experience more immersive. The objective of this project is to make a real connection to share the experience with other users with the same Interests. Also, to overcome mental issues amid COVID-19 promoting a healthier lifestyle.



C

2. TOPIC: LOGISTICS

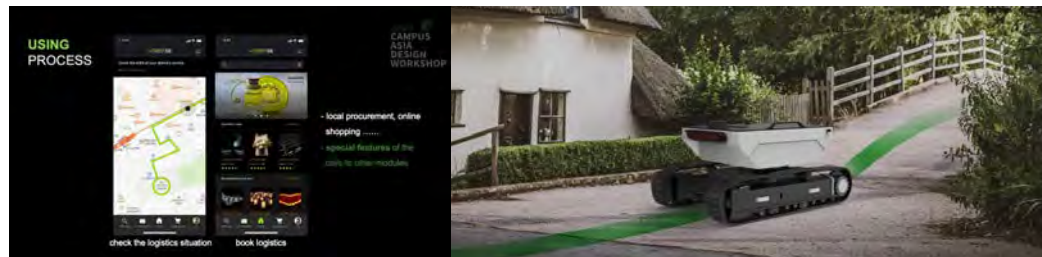
07

Team C: ORBITER

Design Outcomes

Couriers are not allowed to enter the community. The parcel has been carried through many cities and may have unsanitary issues. Will the virus be brought into the home? With this in mind, this project proposes a system capable of reducing human contact for parcel deliveries and online purchases as well as making distribution service more direct, since the normal distribution

chain includes several terminals, and community's distribution center before the final destination. However, this proposal, through the automation of our vehicle, will be able to go directly to the user's door without having contact with any group of people prior to delivery, making this process efficient, safe and less risky.



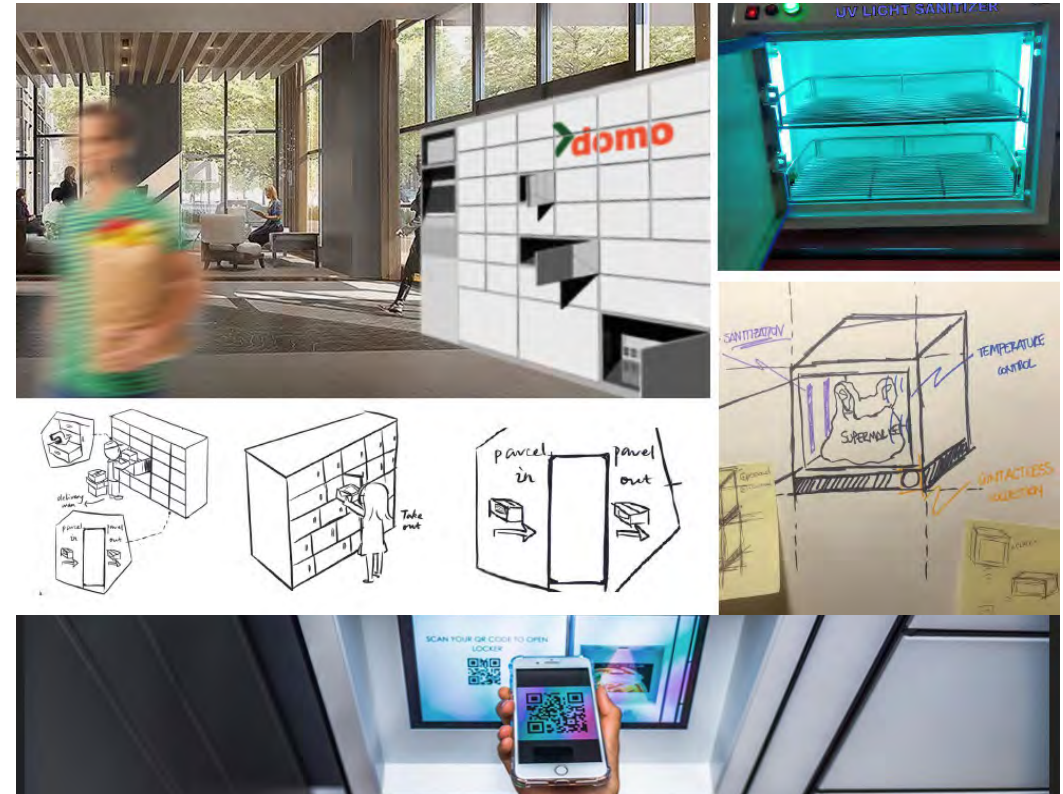
D

Team D: Domo

Design Outcomes

For the logistics company, delivering to multiple apartments is time inefficient and greatly increases risk of exposure to virus. For this reason, this service provides storage space with the optimal conditions to store different products without any contact. These lockers will have temperature control to store food or other materials that require it, also will be able to sanitize everything that is placed inside each compartment. Using smart sensors

inside the lockers, we are able to adjust the temperature and humidity so that your fresh produce will not go stale. This allows you to have peace of mind as your fresh vegetables, meats, fish and ice-cream remain cool while you're at work. Using a camera mounted on the locker, simply present the QR code on your delivery message and the system will open your designated locker for you to collect your items.



E

3. TOPIC: SOCIALIZING

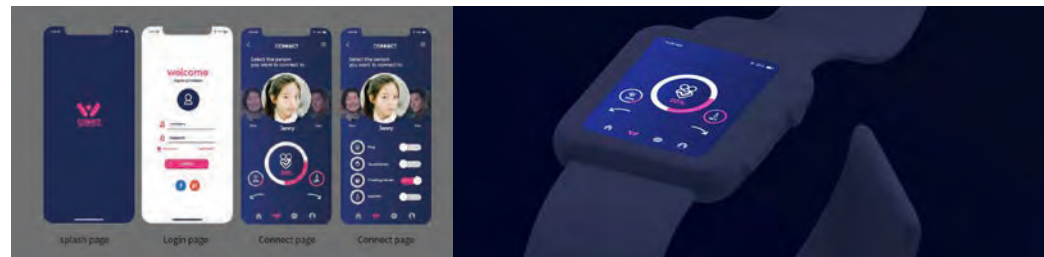
07

Team E: CONNECT

Design Outcomes

During the long journey back home wearing protective suit, loneliness and discomfort always arouse your social desire with friends and especially with family. This proposal is able to connect the user with his family and friends by means of a protective suit connected to a smart phone. In this way the user can travel safely without feeling isolation, stress or

insecurity caused by the trip. This suit has Pressure, Smell and Heat sensors in order to generate a pleasant sensation that helps to improve the user's emotional state. Through this solution, family and friends can send sensorial notifications to the user.



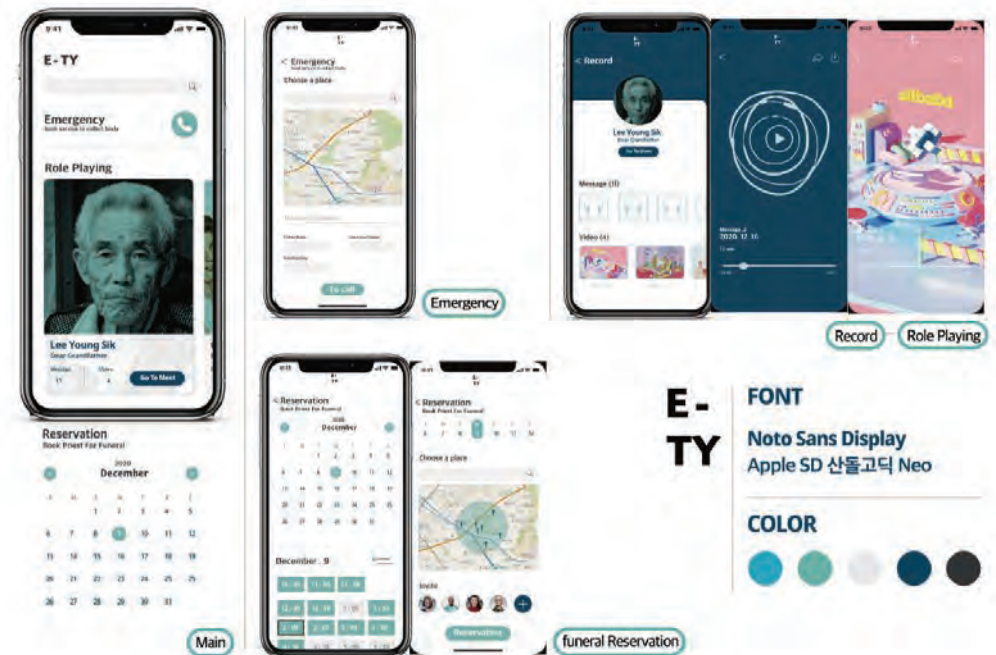
F

Team D: Domo

Design Outcomes

The pandemic has worsened to the stage where individuals are strictly not encouraged to step out of their residences, because of this it is hard and also almost impossible to have physical funerals. Families who have lost their loved ones are unable to receive closure and move on as they are unable to send a goodbye in a proper manner. This service provides the user with a series of solutions in case of a family descent. In case this happens, the user must contact the service and specify the details and location of the event. Then the service

will deliver a set of VR for the family and at the same time ask for photographs, recordings, perfume, clothing of the deceased. These materials will be used to generate new content of the deceased and the family will be able to interact with them through the virtual reality experience. A virtual funeral will take place for 3 to 5 days in which users can enter and communicate with other guests and the avatar of the deceased to say goodbye, finally the cremation process will be streamed online.



G

4. TOPIC: TRAVELING

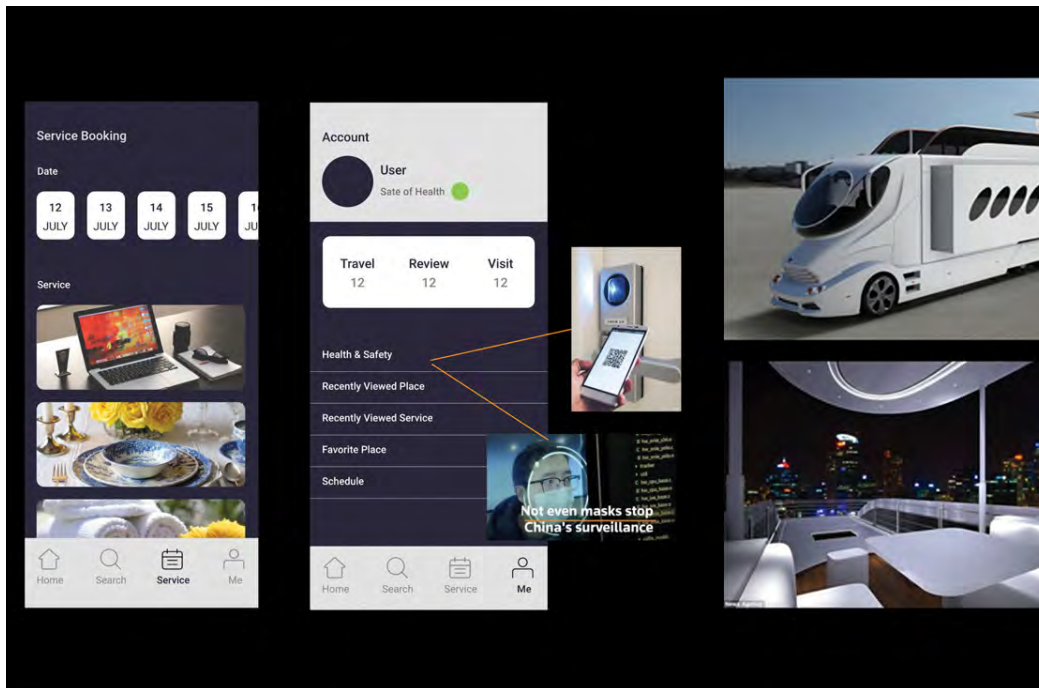
07

Team G: Private scenic spots

Design Outcomes

Private scenic spots are a medium-sized, landscape-like, rental, shared, industrial structures. When traveling nearby, there will be a smaller-scale natural scenery called: "Private Natural Scenery Experience Pavilion" and when traveling long distances, there will be a "Larger-scale Natural Scenery" that are sparsely populated, such as a field in valley. For the small-scale proposal, it is proposed to remodel abandoned sites near residential areas to meet the needs of users who wish to travel to a nearby location. For the large-scale scenery, it

is proposed to reactivate abandoned rural areas such as villages that are not very populated and far from residential areas. To reserve these spaces, the user must access the application, decide the location, date and number of people. This service also proposes a self-driven and sanitized transportation system that is capable of picking up and transporting users to their final destination without having contact with anyone else. This self-driving futuristic camper will combine transportation and accommodation.



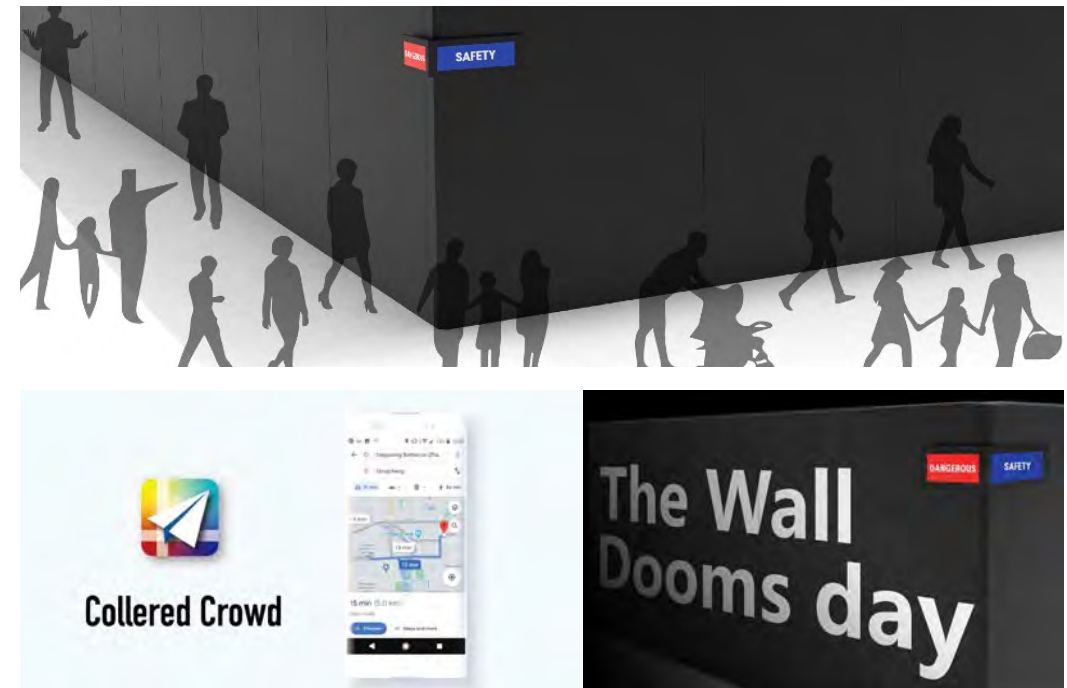
H

Team H: The Wall & Color Crowd

Design Outcomes

This project proposes a display placed in the corners. This screen will indicate through different color codes and words if the place is safe or not. This is based on the number of people navigating the space. This solution is linked to a smart map that indicates the crowdedness in clear color representations and also shows the information of a particular

store/zone when clicked, including real-time number of people, distance between people and prediction of congestion level upon arrival. With this solution, the user will be able to navigate the spaces by walking and reducing the risk of infection by avoiding crowded places.



5. TOPIC: SHOPPING

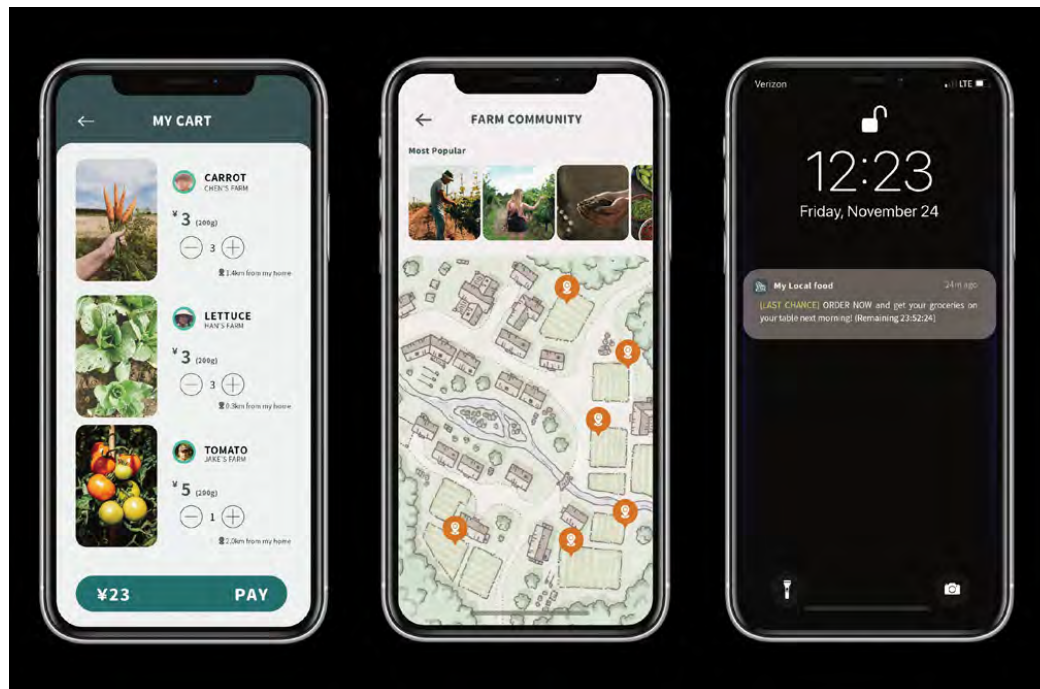
07

-
Design
Outcomes

Team I: New Vegetables Supply Chain

This 'Local Food Community Application' can serve fresh fruits and vegetables for residents of the community. Customers can connect with food providers or residence sellers based on their contents registered in the app. If the deal complete, food suppliers deliver them to the cabinet which is safe from virus. So, customers can get foods at the cabinet. This service proposes to eliminate supermarket and distributors as middleman, revitalizing the existing supply chain. Also, can increase the

farmers' profit margins and display data of how much supply they need to produce. Residents place orders collectively, suppliers provide food and delivery services, and the property center distributes the food with a relatively stable and large number of orders, suppliers can save the cost of batch delivery, predict demand and give consumers more reasonable prices and can also create employment opportunities in the community.



J

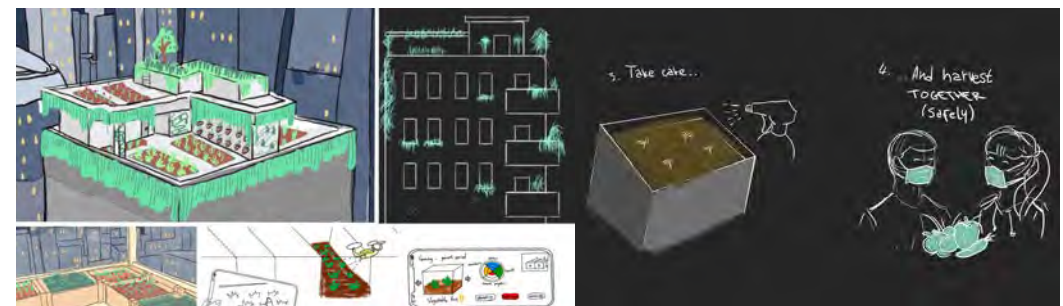
-
Design
Outcomes

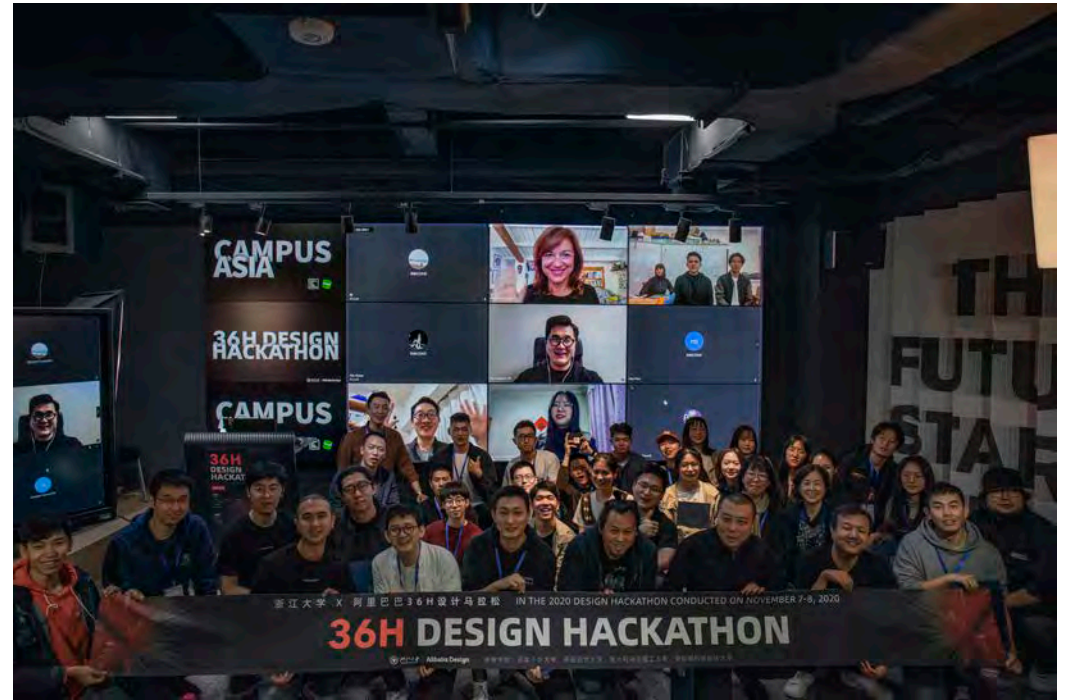
Team J: Sustainable Indoor Agriculture

During the epidemic, is hard to get fresh vegetables. This proposal brings sustainable agriculture at home through an individual in-house Kit. This kit includes products to grow and care for your own plants and vegetables. This kit is easy to place in small spaces and can help not only the economic part but also the mental health. Because it is modular, it can be combined and extended to a shared community garden. With this proposal, community members can convert common areas into shared gardens in order to have a

bigger production capacity and easier maintenance. The service includes a vegetable planting & selling app.

On top of the app, you can purchase a gardening kit that includes a planting kit, fertilizer, soil and seeds. Users can also rent part of the Shared Garden for planting and rely on the hosting service to care for their plants. Users use the app to manipulate drones to take care of the plant. Also, each box has corresponding information, users can check them conveniently on a dashboard.





cape

Campus

Asia

Plant

Environment innovation



CHIBA
UNIVERSITY



YONSEI
UNIVERSITY



浙江大学
ZHEJIANG UNIVERSITY



POLITECNICO
MILANO 1863



SINGAPORE UNIVERSITY OF
TECHNOLOGY AND DESIGN



2020

CAPE Winter Design Workshop

CHINA

NOVEMBER 4 – 8, 2020

CHIBA UNIVERSITY JAPAN

YONSEI UNIVERSITY KOREA

ZHEJIANG UNIVERSITY CHINA

POLITECNICO DI MILANO ITALY

Supervisors

Prof. Makoto WATANABE CHIBA UNIVERSITY

Prof. Ikjoon CHANG CHIBA UNIVERSITY

Prof. Byungkeun OH YONSEI UNIVERSITY

Prof. Huang Jinghua ZHEJIANG UNIVERSITY