2014 International Urban Media Exhibition & Workshop

Seoul National University Intermedia Lab
Seoul, Korea
Promoter.
Seoul National University
Intermedia Lab

Funder.
Seoul National University

Aknowledgements.
Juhyun Eune, Kenta Ono, YoungAe Kim, Soyeon Yoon, Jiayu Wu
Context.
The Urban Media Exhibition & Workshop is an interdisciplinary collaborative exhibition with themes of sustainability, urban, emotion, public, sensible, interaction, media, environment, service and social innovation.
The project.
The International Urban Media Design Exhibition & Workshop aims to collaborate and incorporate research, planning, design and technology focused on developing Urban & Media & Applications for the advancement of the city of Beijing, Seoul, New York, Tokyo as a leading metropolis and a new center of innovation design and growth.
The Project process.
Student exhibitors have the opportunity to continue working on projects, initiated in the spring semester, in the summer and to present outcomes in International Urban Media Exhibition in June and Beijing Design Week.
Through exploring a newly opened cultural space Dongdaemoon Design Plaza in Seoul, students find out problems of urban area, things lack in interaction with human and suggest solutions at the end of workshop program.
Hearing opinions from onsite users (visitors), and run around getting information from the people concerned in DDP.
Creating Journey map, AEIOU map, business model canvas helps students to produce solid idea. Developed their idea into visual language or infographics.
Professors and experts from multidisciplinary field of study participated during workshop session, continually directs and helps in idea development for students and lectures about creative methodologies and studies.
To evaluate projects, professionals from Dongdaemoon Design Plaza comes over to the final day of workshop and exhibition, discussed and feed their opinion back to students.
Desis Network
Design for Social Innovation and Sustainability

Media Interaction Design Workshop
Next Taxi Service in Seoul

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Next Taxi Service in Seoul

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Context.
The diversification of lifestyles and the rise of the discerning customers have improved awareness of the service system, and this has impacted the service of public transport, as well. Among those services, we focus on the taxi service.
The project.
We propose a method to enrich the user’s experience by constructing a new type of service based on the smart grid in order to present the taxi service design for the very near future. In addition, we plan to experiment and build the bridge between the self and the urban system, create the connection between the urban experience and cultural cognition, and find the real balance among self, urban space, and intangible service.
The Project process.
Creating a new UX scenario to develop taxi service phantom in Seoul based on safety, energy saving, and environment.

Period
Sep 3 2014 - Dec 10 2014 (3.5 Month)

01 Research
1.1 Taxi Service
1.2 Related Services
1.3 Other Urban Mobility
1.4 Smart City

02 Ideation
2.1 User Analysis
2.2 Persona
2.3 Journey Map

03 Development
3.1 Design Concept
3.2 Concept Development
3.3 Final Design

04 Finalize
4.1 Summary
4.2 Next Step
More and more intangible services are employed around the urban space or provided for individual purpose. Therefore, how to make the service compatible for each individual by blurring the cultural distinctions becomes the major issue. The workshop aims to create a forum to talk about the solutions, expectations, or imaginations for the urban people to have an integrated life when dealing with the self, space, and intangible services.
By interviewing various taxi-users, define individual’s needs in their taxi service experience. With new use case scenario, evaluate if the service would enhance user’s satisfaction in the future.
Providing safe taxi application, path verification system, taxi-stand vitalization to both drivers and passengers results enhancement of occupational consciousness to taxi drivers, and provide security assurance and convenience to passengers.
Learning from Artists or experts is also the important part of project. Collaborative learning and working session leads students to the higher stage in project.
Creating Journey map, AEIOU map, business model canvas helps students to produce solid idea. Developed their idea into visual language or infographics.