

C.A.S.E

NEW PRODUCT
EXHIBITION 2019

Exhibition Booth Exterior For
C.A.S.E. Mobility Concept

A REALISTIC APPROACH
Geometric Smooth Transition



B SYMBOLIZED APPROACH
Experience Booth Oriented

✓ | SELECTED



CES 2010

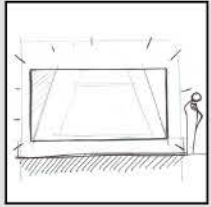
Minimal Shape



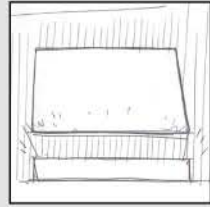
Details Symbolized



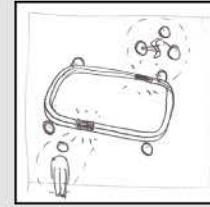
Light Effect To Express Interaction



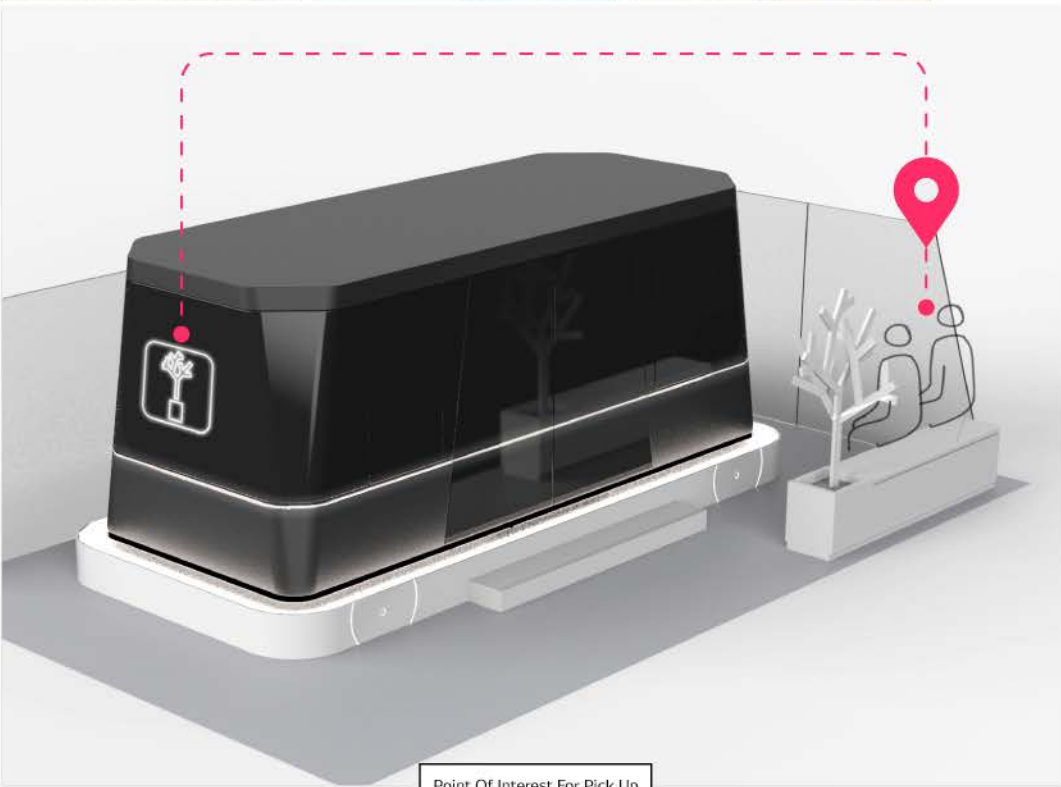
Abstracted / Exhibition Feeling



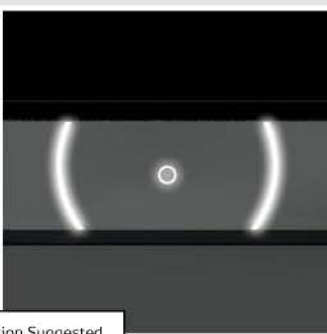
Floating Effect



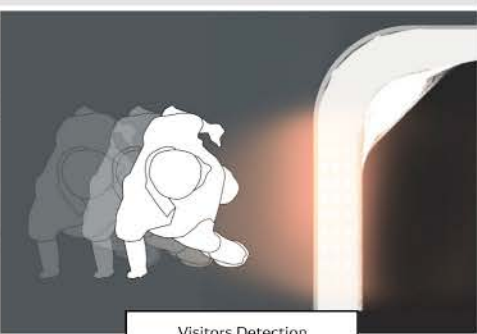
Communication With Surrounding



Point Of Interest For Pick Up

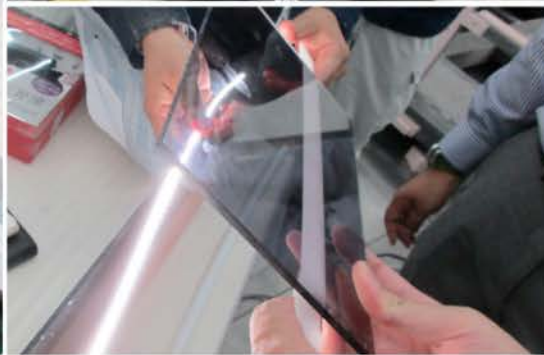
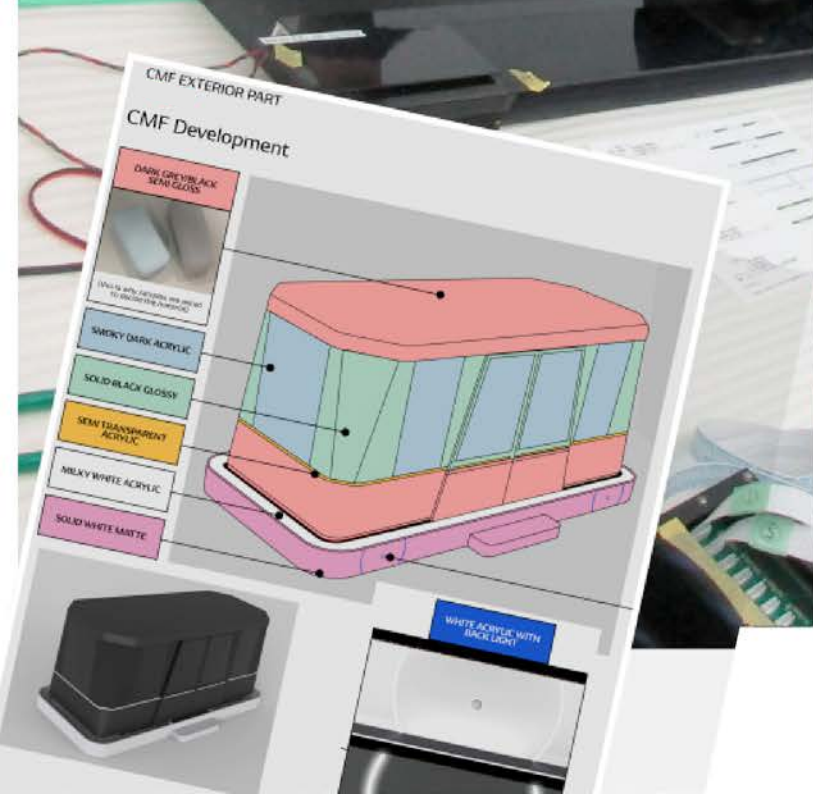


Wheel Position Suggested



Visitors Detection

B
 SYMBOLIZED APPROACH
 Experience Booth Oriented

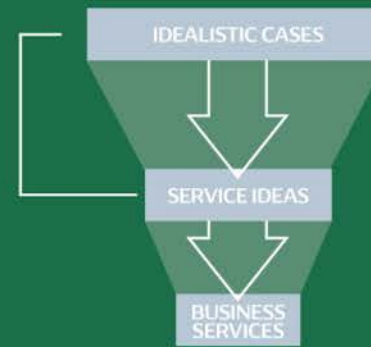




ASEAN

Connected Mobility
Services Research

Idealistic Scenarios



<p>01 - Business Trip Preparation Japan</p>	<p>02 - On Site Research 1 month in Indonesia</p>	<p>03 - Storyboard Services Making Japan</p>	<p>04 - User Interview On Site (1 week in Jakarta)</p>

Sept. 2018

Oct. 2018

Nov. 2018

Mid Dec. 2018

End Dec. 2018

INDONESIA CULTURE SPECIFICITY

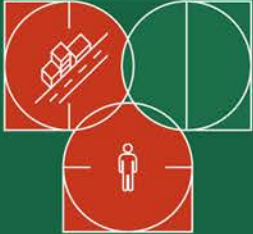


**BUSINESS TRIP
RESEARCH ON
SITE**

Field Research
People Interview
Companies Interview

REPORT BUSINESS TRIP

Infrastructure



Individual

EFFICIENCY FOCUSED

A → [Alarm Clock] → B

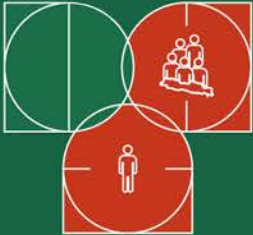
City Scale Mobility

Destination Is Priority, Not The Journey

A

REAL TIME UPDATE
INFRASTRUCTURE

Culture



Individual

**PHYSICAL ENTERTAINMENT
PRIORITY**

[Airplane] > [Shop] > [Person]

Country Scale Mobility

Shared Experience Over Goods

B

SHOP HUNTER
EARN TIPS WHILE
TRAVELING



Optimizing Infrastructure In Real Time

Morning / Evening : Optimize Mobility

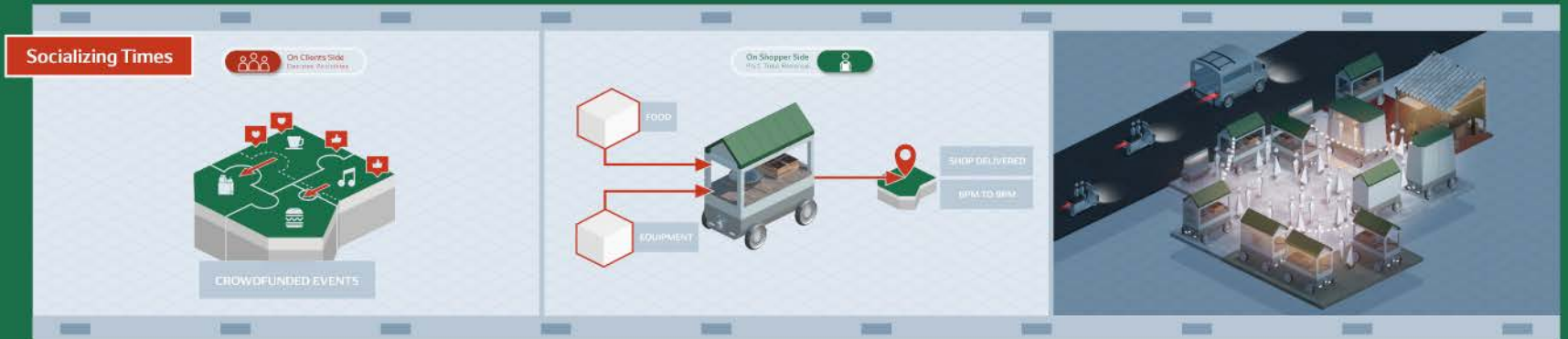
Day / Night : Optimize Social Moments



Smooth Traffic For Public Transport

Temporary Priority Lane

Back To Original Layout



Temporary Crowdfunded Events

Cloud Based Logistics Management

Physical Socializing Moments

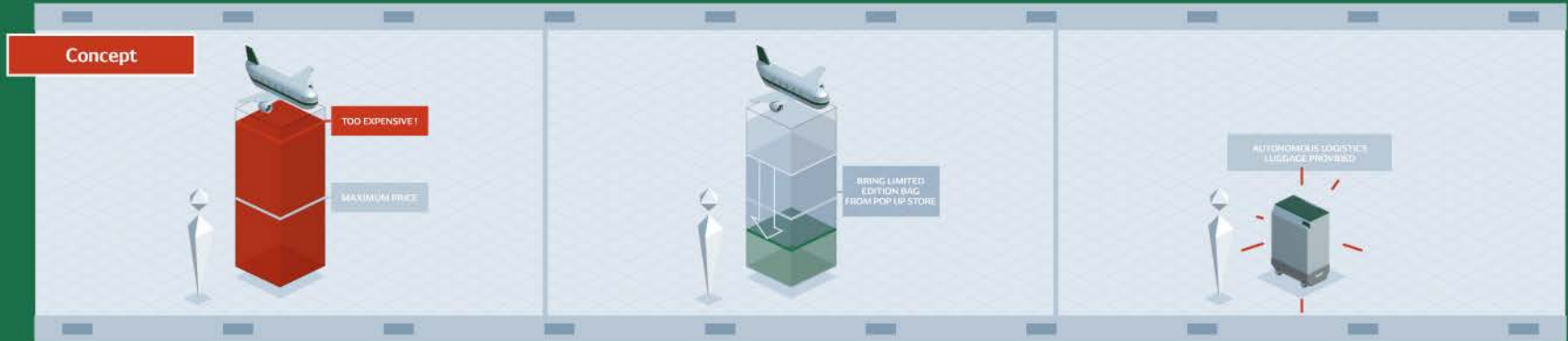


A

**REAL TIME UPDATE
INFRASTRUCTURE**

As the urban boom is happening in main cities in Indonesia and despite Government effort to build new roads and infrastructures, it cannot fit people's expectations before a long time.

At the same time, Indonesia is a very well connected country and smartphones are the most popular tools for people. Therefore, it is possible to use these connected technologies to optimize as much as possible existing infrastructures.



Too Costly Travel

Reduce Cost By Allowing Shopping Mission During Trip

Logistics Services Provided During Trip



Group Purchase Online Request (Shoppers Side)

Notification When Close to Area (Hunter Side)

After Trip, Delivered By Logistic Company



Walking Time

Scan Potential Interesting Item

Wanted Board : Accept Mission & Buy Item



B

SHOP HUNTER
EARN TIPS WHILE
TRAVELING

As Indonesia is made of multiple islands, it is not an uniform a country but very multicultural.

Driven by social networks and this landscape diversity, people tend to spend money on experiences more than consumer goods. Moreover, people have a very practical mind about how they spend their money (not driven by impulsion).

Shop Hunting can be an answer to earn money by completing shopping mission during their trip, allowing them to travel more often or to new destinations.



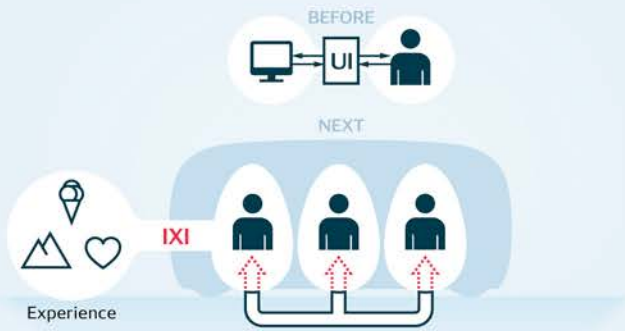
Individual Experience Interface

Project manager: Miyachi Yoshiharu

Designers: Gaultier Mulot, Clement Le Lay, Sato Shohei
Ota Tomoe, Yoshioka Yuki

Programmer: Haruyama Takeshi





Individual Experience Interface

IXI was developed as a VR demonstration for the user experience of autonomous rideshare mobility.

The themes were "Invisible UI", an interface that anticipates user behavior and "Individual UX", which guarantees personal privacy and pleasantness of space even during a rideshare.

The VR demonstration provides a physical experience to feel through the five senses of vision, smell, sound, temperature sensation, and vibration.

The more realistic body sensations enable a discussion of the state of future mobility, not only for the automotive industry but also for service business.

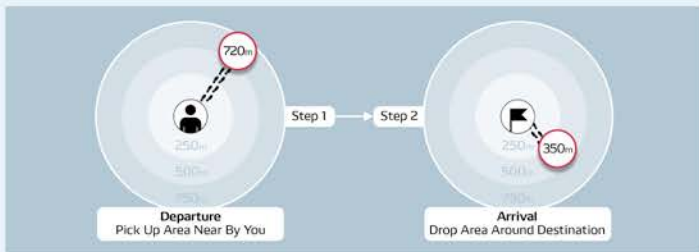


INVISIBLE UI



INDIVIDUAL UX





.01
Booking / Pre-Matching



.02
Matching / Fare Rating



.03
Find Your Seat / Tracking Delay



.04
Check In / Check Out



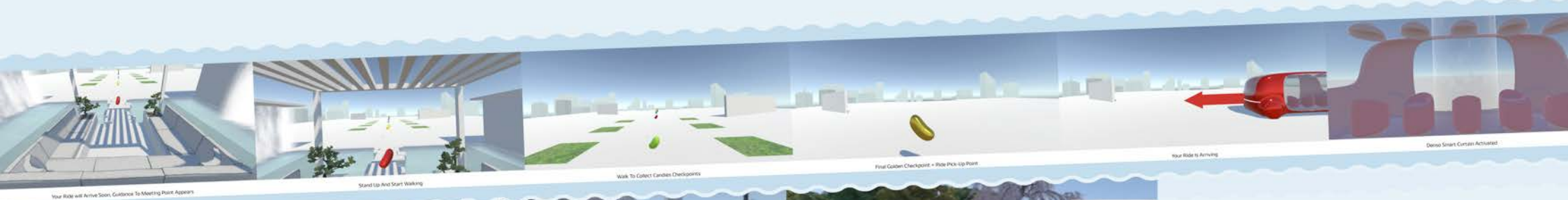
.05
5 Senses Privacy On Board



.06
Payment On Board

Storyboard



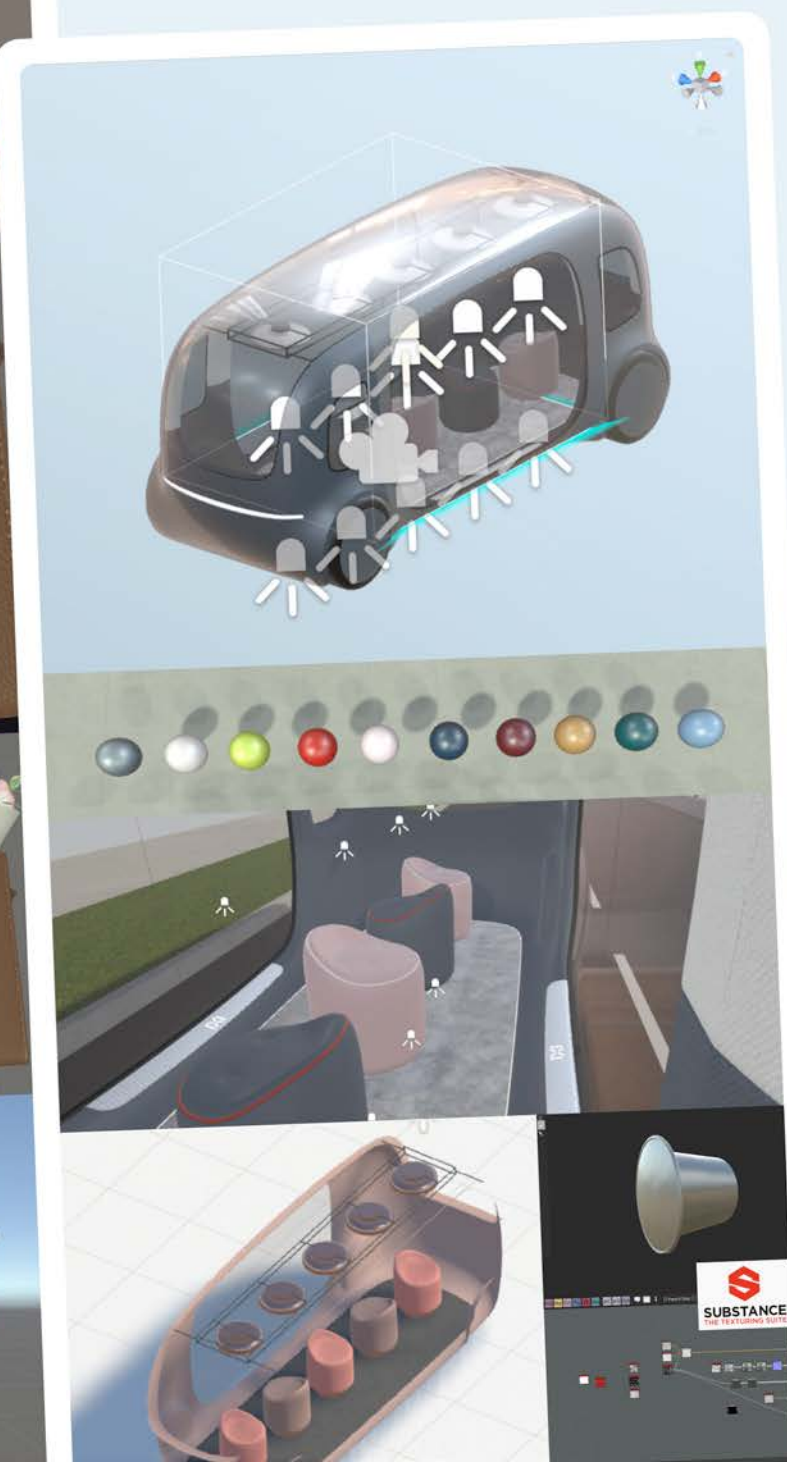


Park Area Guidance

-  1st VR Prototype
- ✓ walk to meeting point
 - ✓ coffee cup shopping
 - ✓ air curtain visual look



On Board Shopping

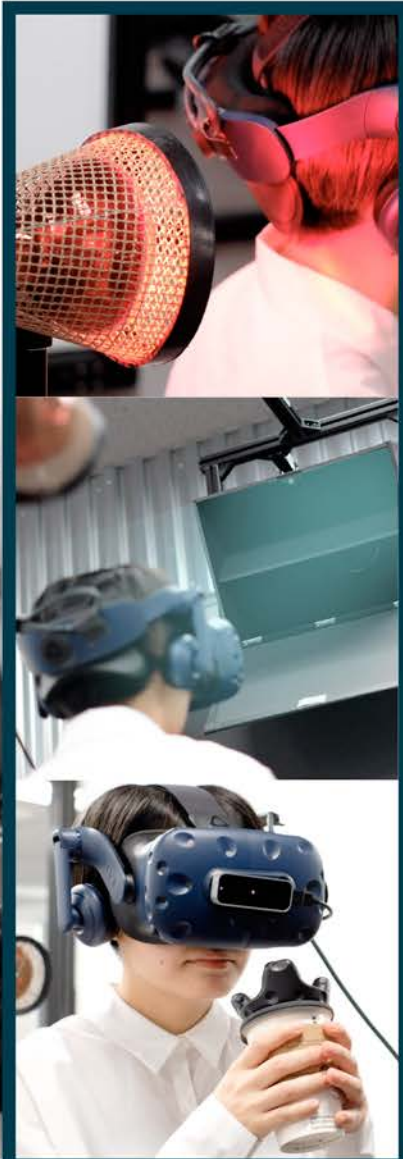


Assets Crafting
 object tracking
 lighting / texturing
 rendered in Unity

As the goal was to get an experience as immersive as possible, we managed to track the position of bag and coffee cup, matching the real and the virtual realm actions.

The Substance Suite was a great help as well to get believable materials in VR mode, reinforcing the immersion of the experience.

SUBSTANCE
 THE TEXTURING SUITE



Video VR Demonstration

http://design.denso.com/en/works/works_082.html



Research & design an efficient way to indicate
danger at small roads intersections.

2015



TRAFFIC SAFETY

Improve safety at small crossroads

- 1- Detect potential danger situation
- 2- Warn users



Drivers not stopping

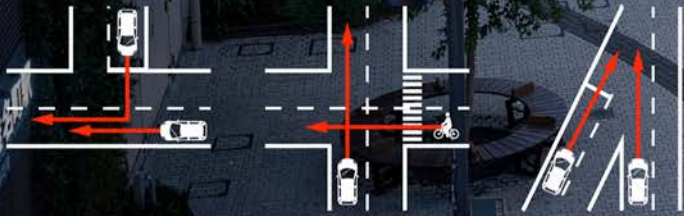


Accident rate



Distractions from phone

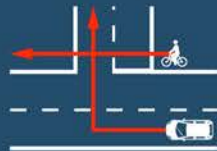
Layout Crossroads



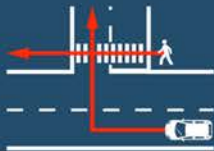
Different Patterns =
Different Potential Dangers



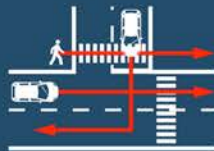
Vehicle & Vehicle



Cyclist & Vehicle



Pedestrian & Vehicle



Multiple Dangers



Lack Of Vision



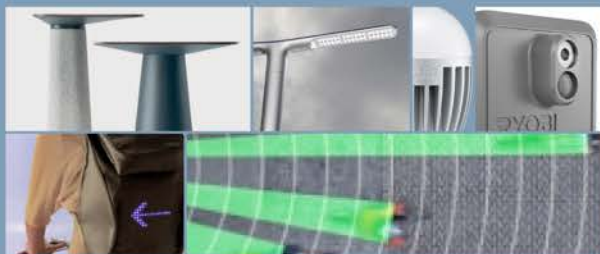
Low Brightness



Multiple User Types

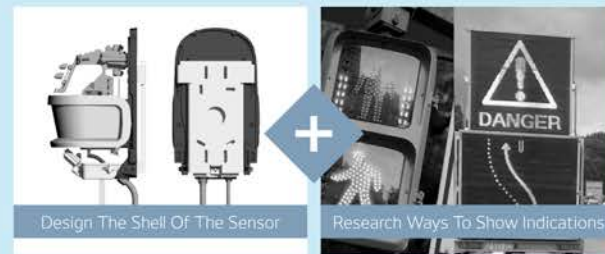
INSPIRATION

Blend With Urban Furniture
Provides Simple Information Safety



DESIGN GOAL

Dividing Space By Information
Design Detector + Light-System UI



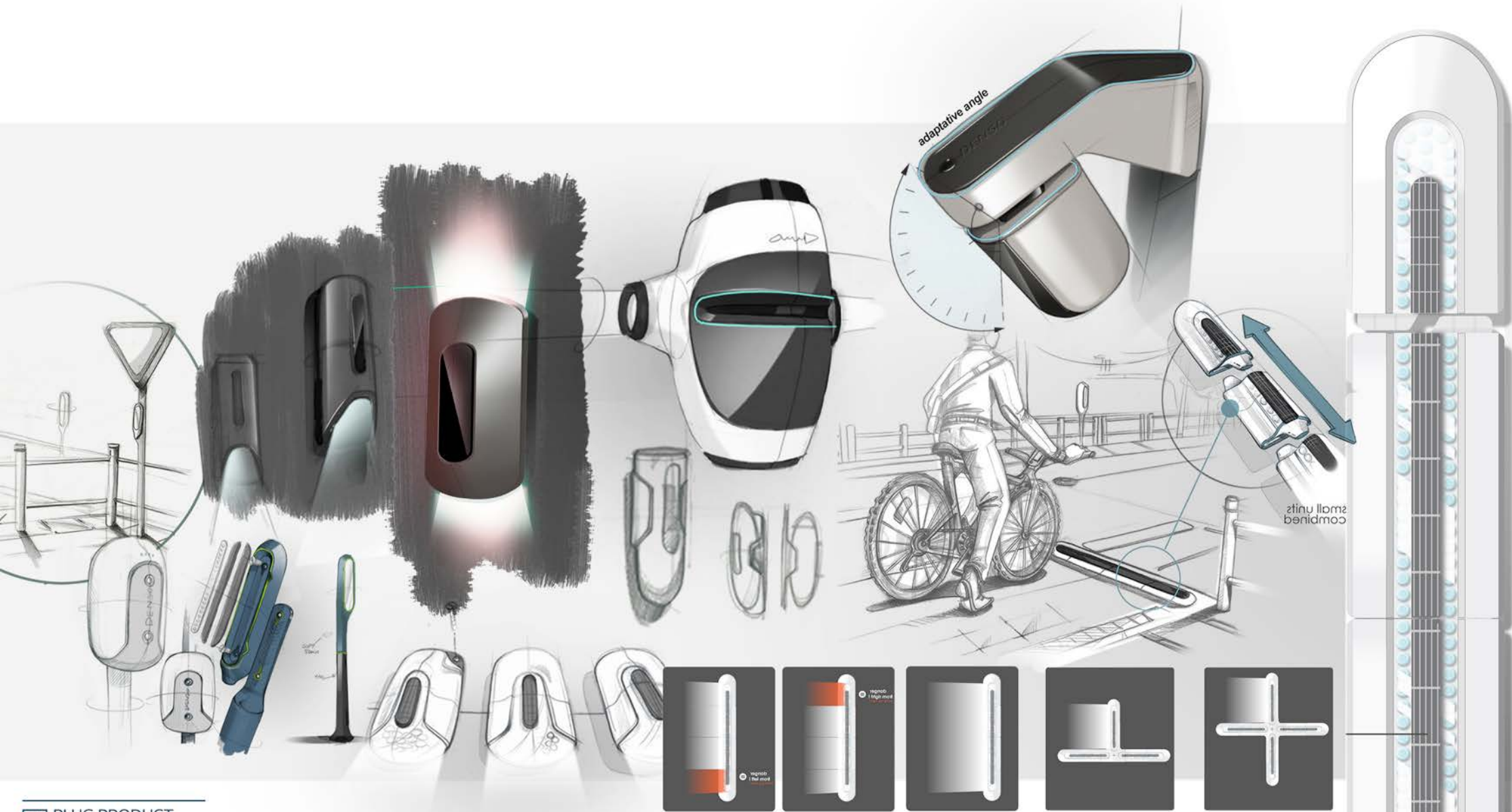


Mock Up Crafted By Shohei Satoh



On Field Investigation





adaptive angle

zlinu llomz
benidmoo

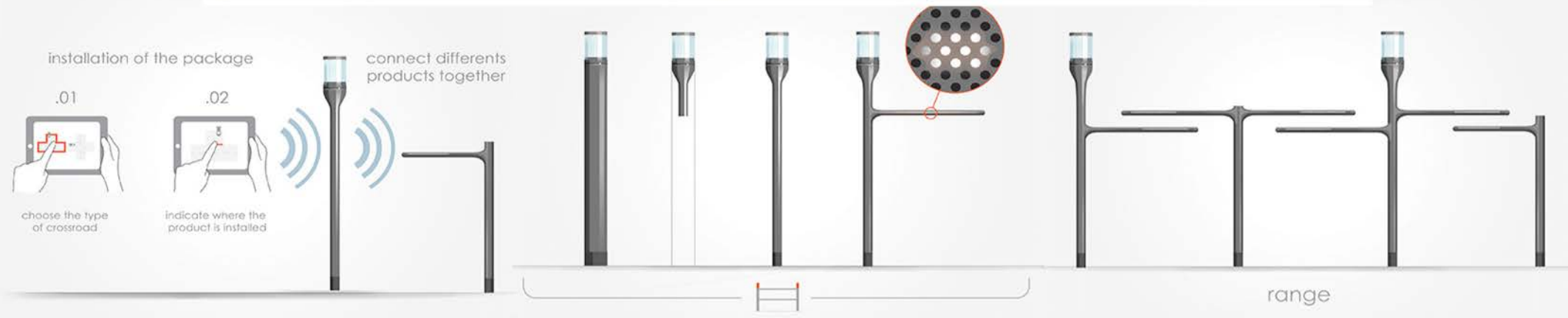


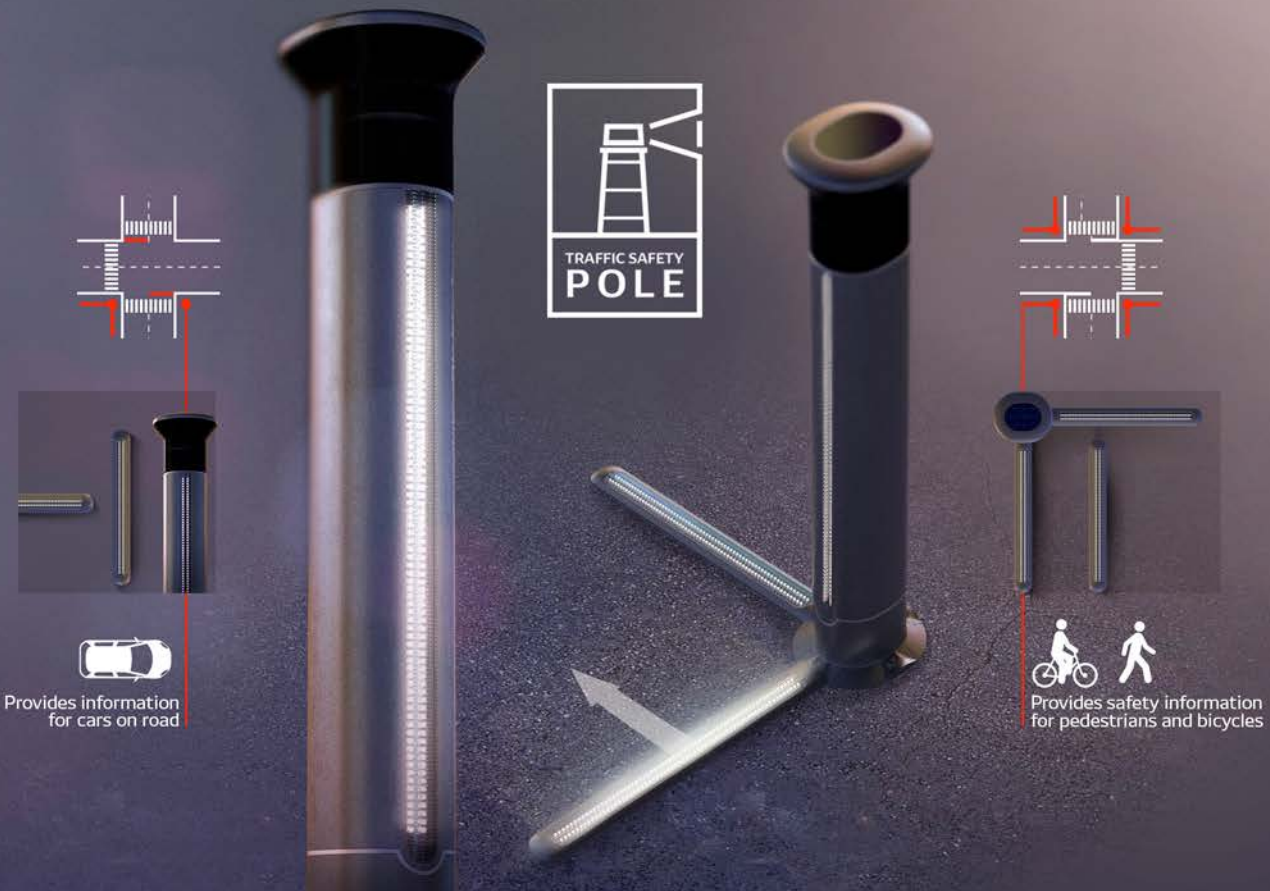
[1 UNIT]
[# COMBINATIONS]

on wall
LOW POSITION

tilted on wall

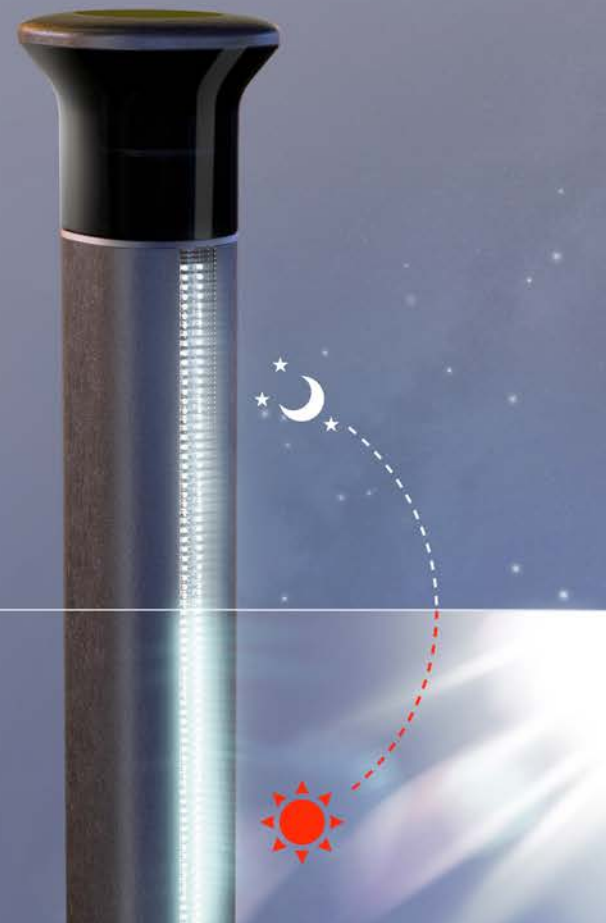
on high pole





24/7 EFFICIENCY

Adaptive LED power for most efficient use



SCENARIO OF USE

Pole integrates a sensor, detecting and understanding the different users (pedestrians, bicycles, cars...)
 The different lighting elements provides indications of potential incoming dangers to the different users.



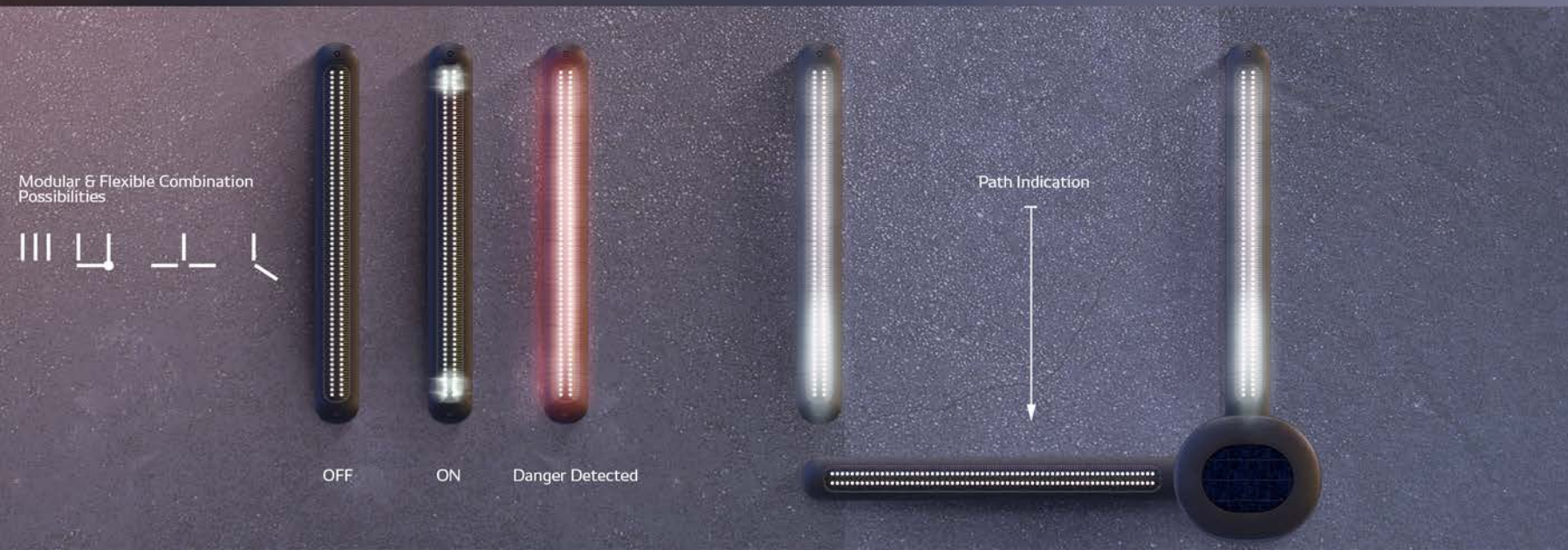
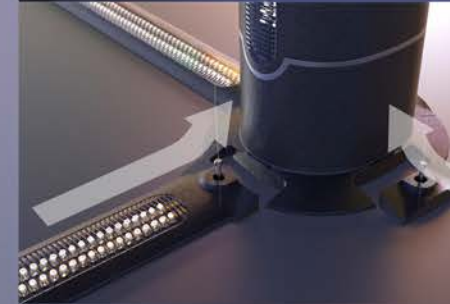
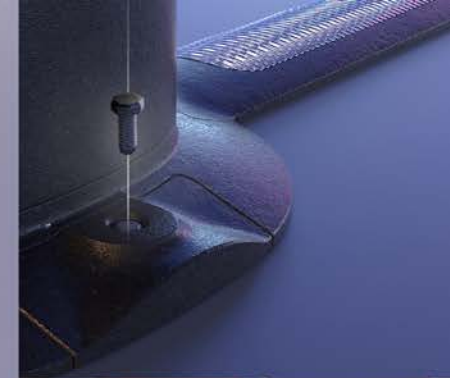
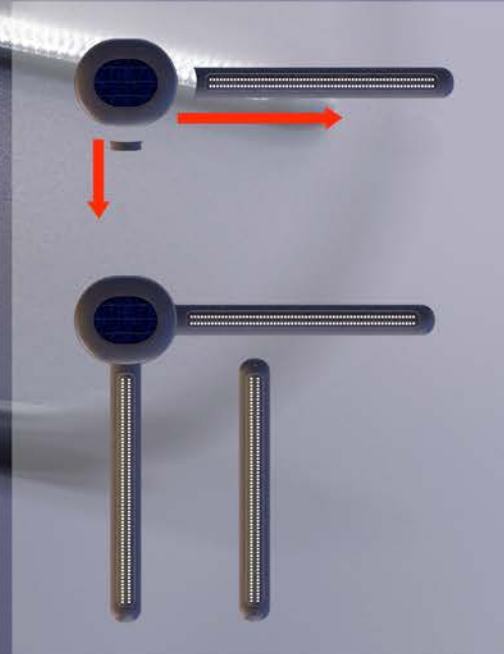
SENSOR COVER

Protects from sun beam enhance sensor detection



MODULAR BASE

Easy to fit to different types of crossroads, adapted to each situation



MaaS Mall

2017/2018

Design a mobility pod targeting malls, bringing new services and values to them.

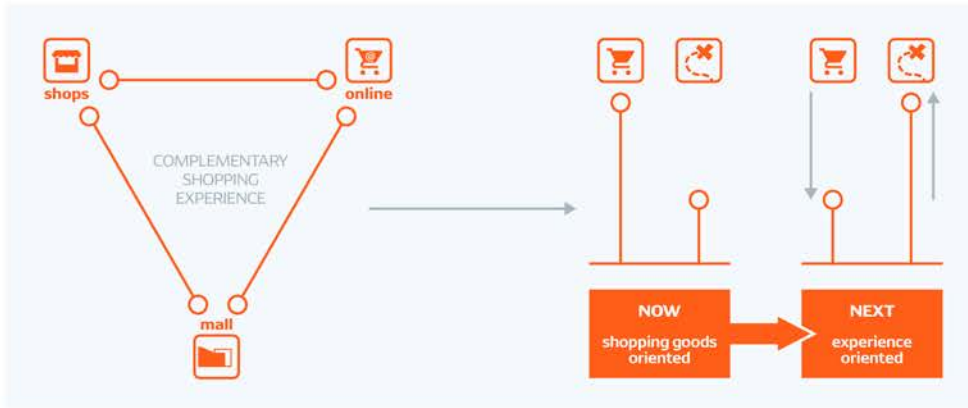
Technical points :
gather 3 people
pod speed : 0-17km/h

ALL IN ONE
Like A Leisure Park

Lifestyle
Exploration

Leisure
Enhanced





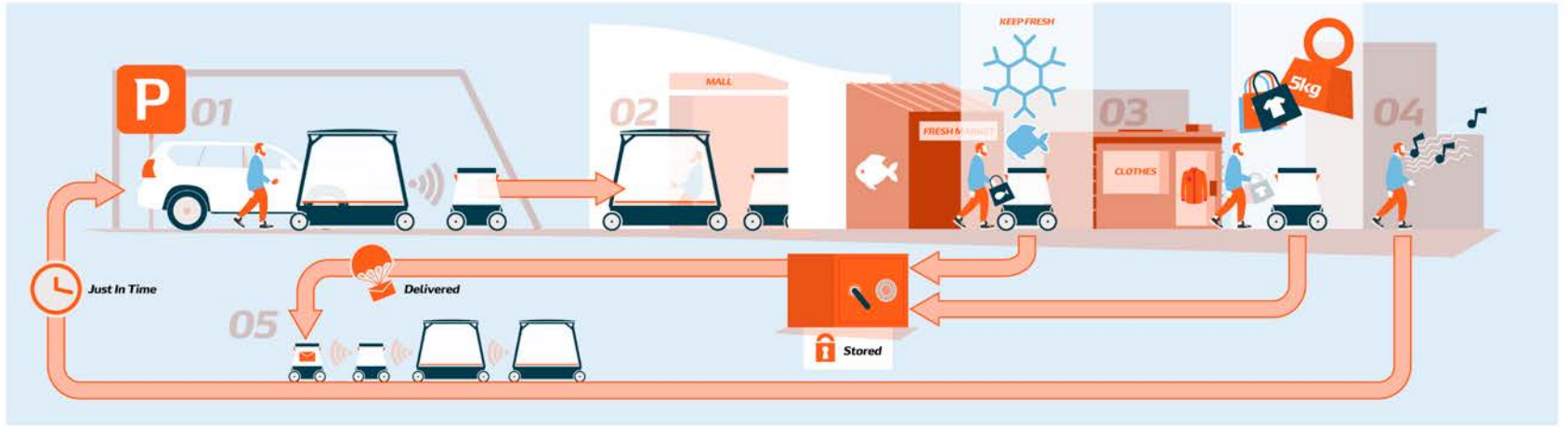
Soft Materials, Protective Feeling

Content Driving Imagination

SERVICE SCENARIO

Logistics Management

01



Occasional Experience

02

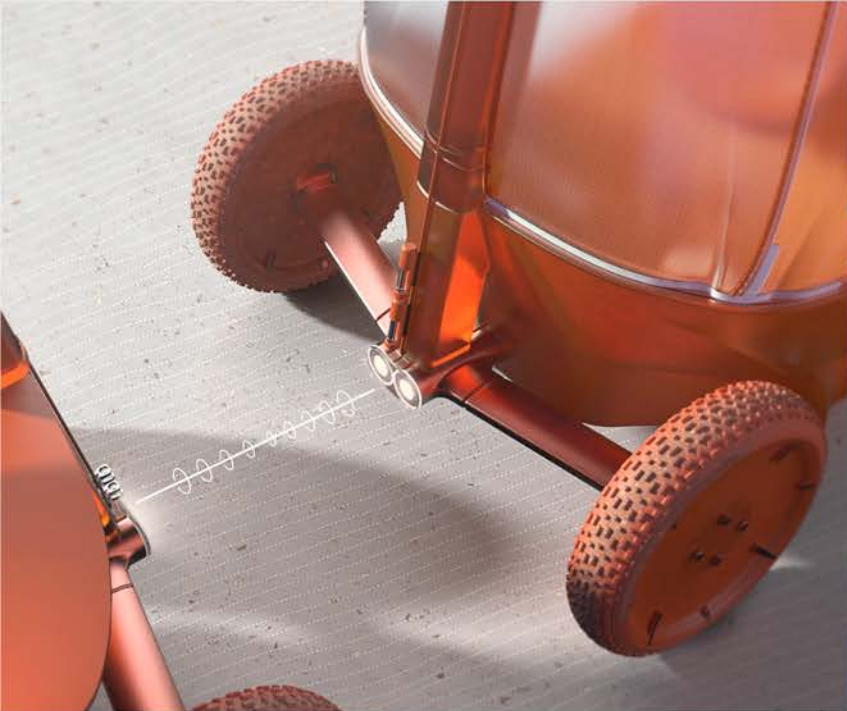


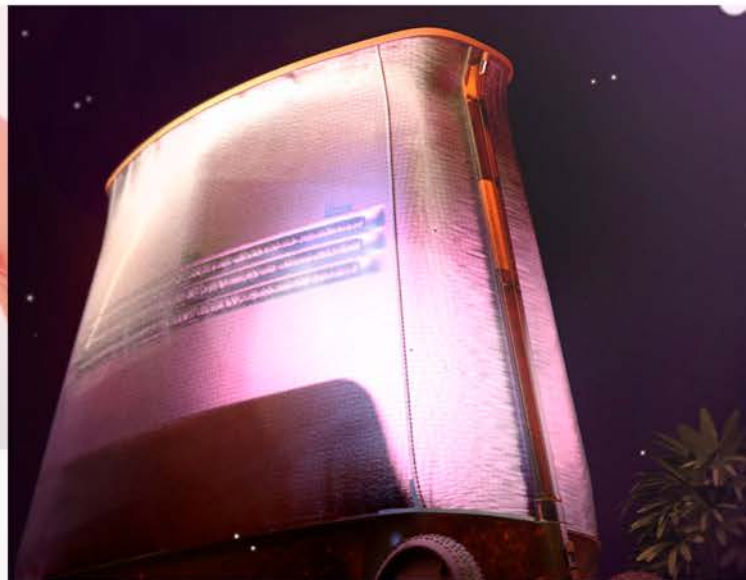
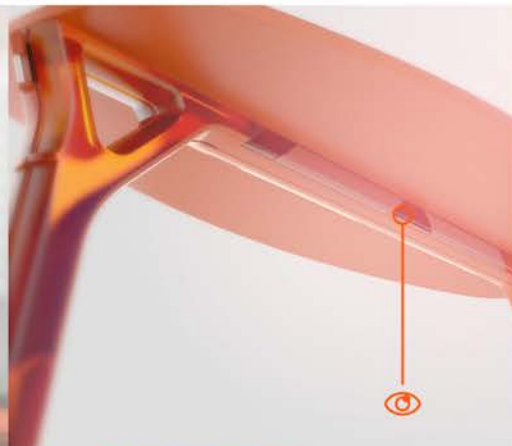
Temporary Events

03







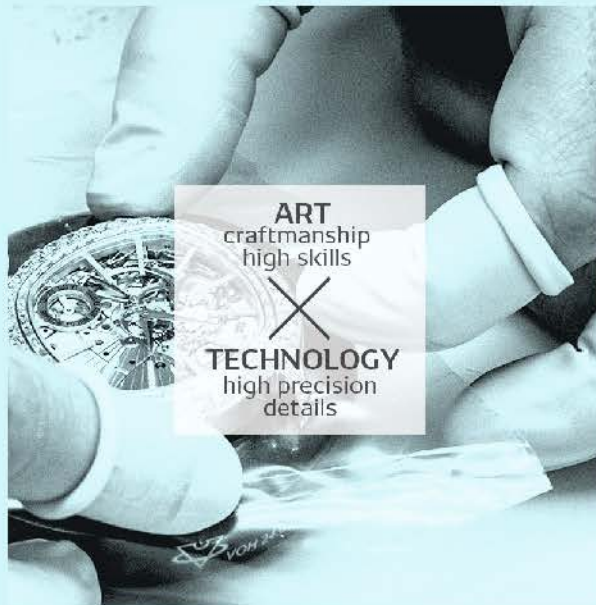


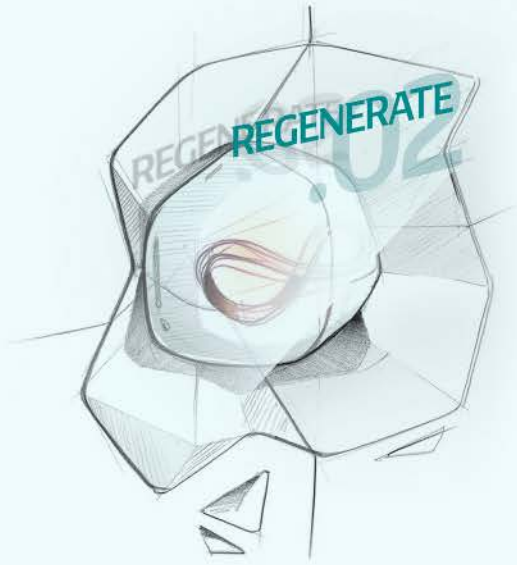
brief

Express conceptually 3 main ideas
of technology research for the 2016 annual Denso exhibition

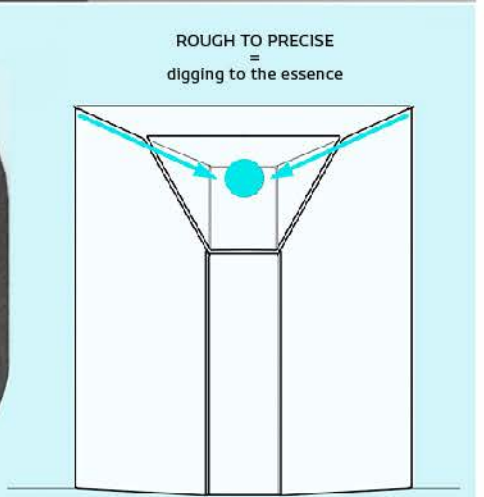
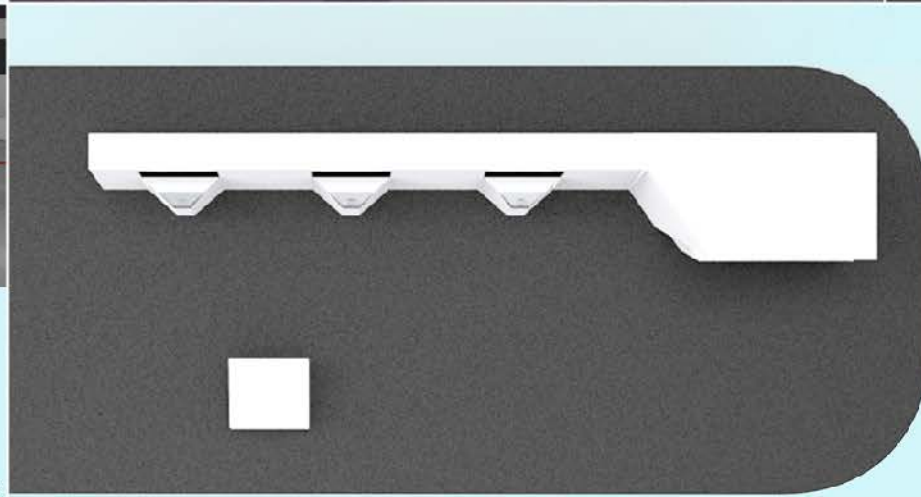
COMBUSTION • REGENERATION • PURIFICATION

(January - April 2016)



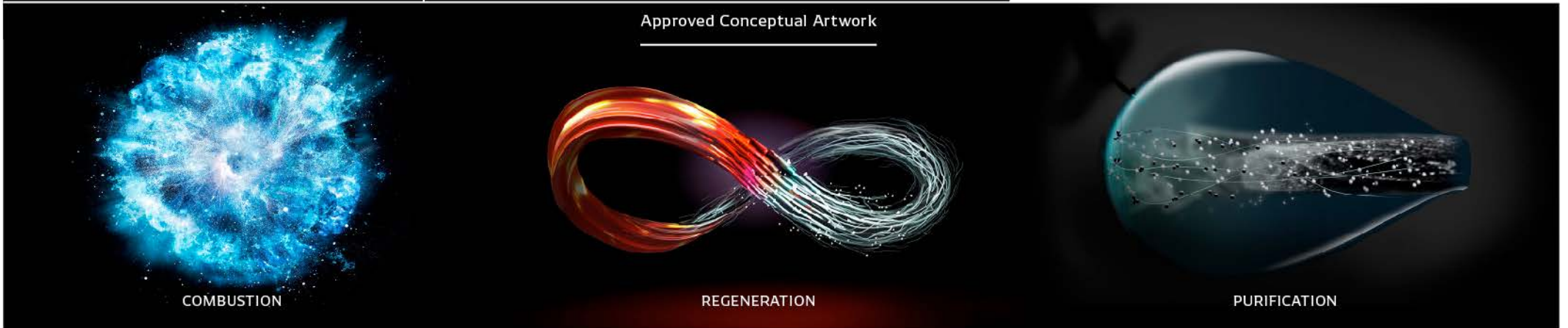
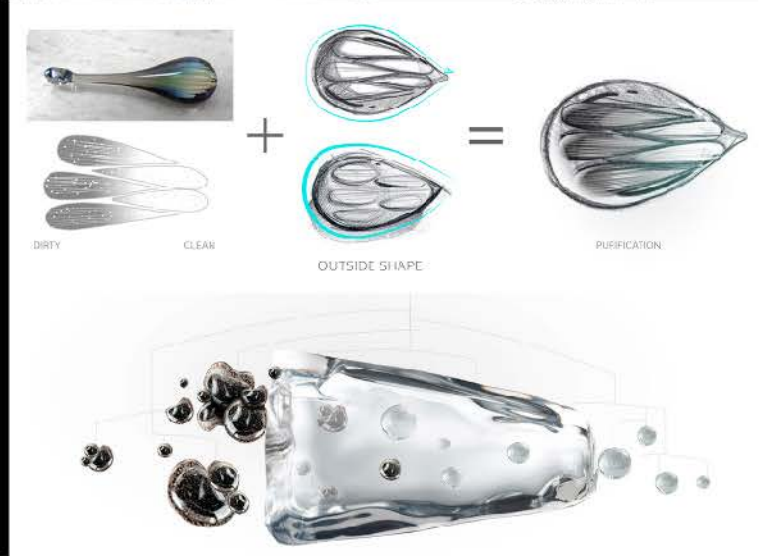
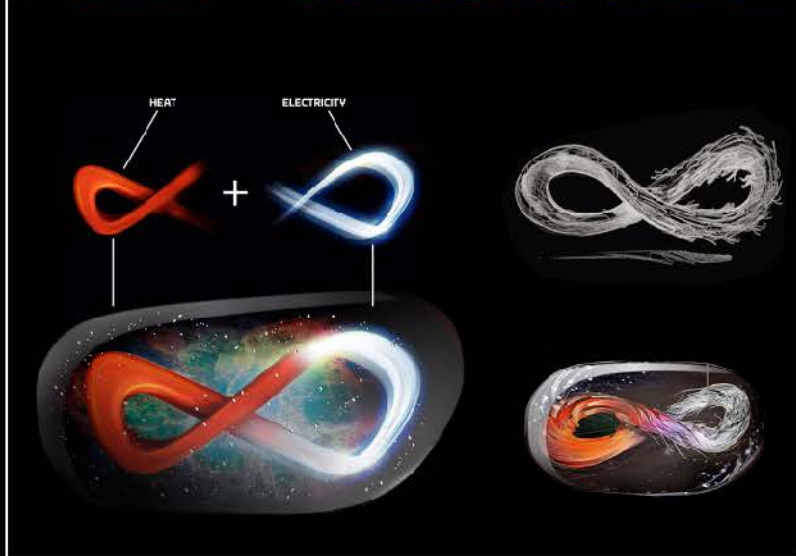


Make 3 mock up to express visually concepts
 Even if gems are small, it is balanced by their detailed richness and light reflections



.01	.02	.03
.04	.05	

- .01 - Concept Idea Sketch
- .02 - Volume Check Concept
- .03 - Side View, "D-angle"
- .04 - General Volume Blocking
- .05 - Shape Language, Rough To Precise



.01	.02	.03
.04		

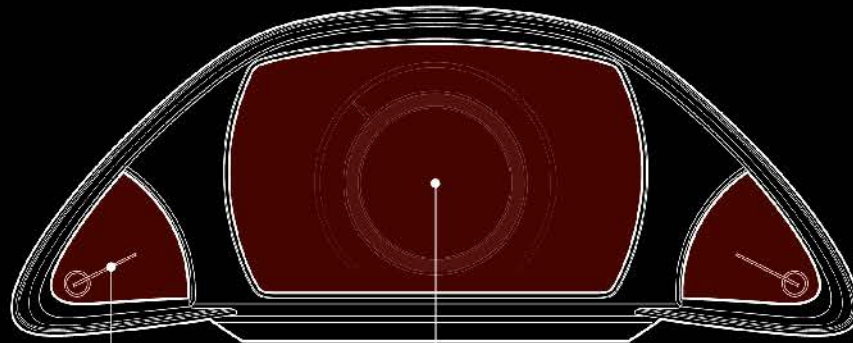
- .01 - Combustion Axis Research
- .02 - Regeneration Axis Research
- .03 - Purification Axis Research
- .04 - Graphic Artwork Approved



February 2015

April 2015

NEW GENERATION METER CLUSTER

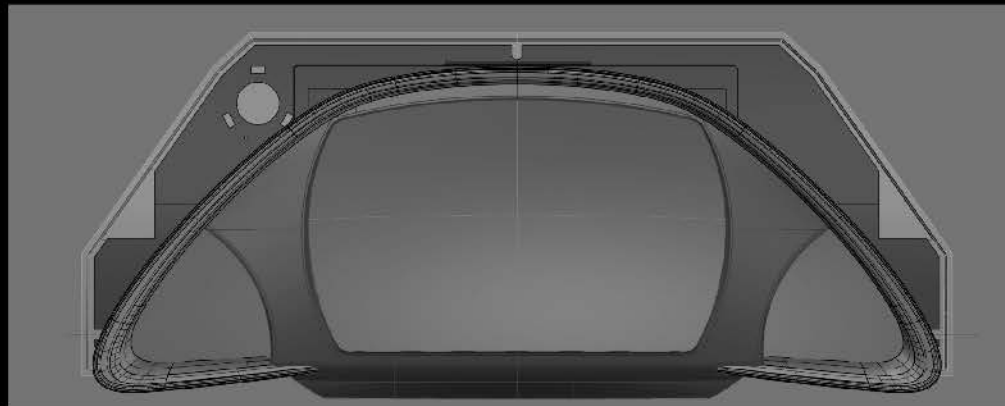


Gauge Indication Graphic Research

Animation For Central Display Research

Even if it was only for a small step of development, this assignment was a good opportunity to get experience on large scale project between different companies and teams (engineering, design and sales teams) and working on very precise detailed product.

CD : Matsui Hiroki
AD : Kawahara Yuji
D : Miyai Chihiro



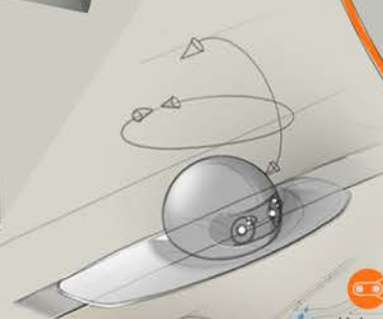




.01 Moveable table come to the ideal position



.02 Cooling/Heating



.03 Leisure Mode Haptic feedback table



.04 Driving Mode

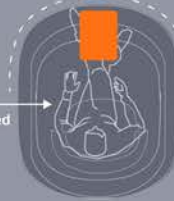


SIMULATORPROJECT

Design an autonomous interior to explore city mobility technologies of 2040 in a VR movie



Gather HMI To A Central Hub
From Driving To Leisure Oriented



Panoramic View

August/Sept. 2016

Manager: Norio Saito
Assistant Manager: Akira Okamoto
City Development: Teruhito Suzuki
3D Modeling: PHIARO



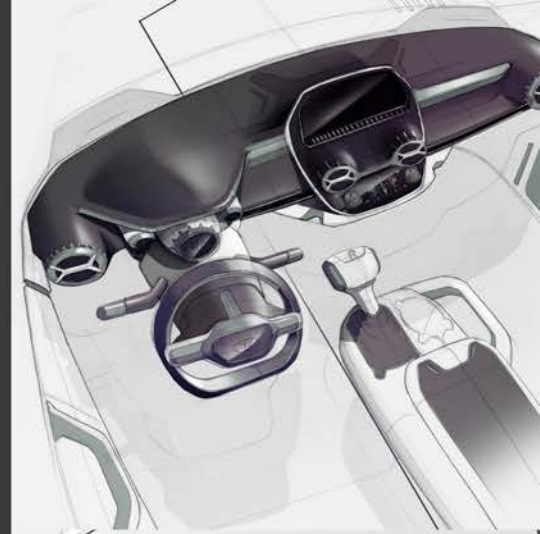
FINALMODEL

VR Experiment with moving seat matching
virtual car movements





personal sketch



Other Projects : 2013 - 2020



meter cluster research (2015)



master degree project : socialized golf in Japan (2014)



car air circulator prototype design (2015)



user on board experience research (2 months project / 2020)



add-on ventilating system on existing cockpit (2016)



personal project modeling and rendering (2019)



Other Projects : 2013 - 2020

thank you

