Detekt

Project Name: HONDA Strive Workshop

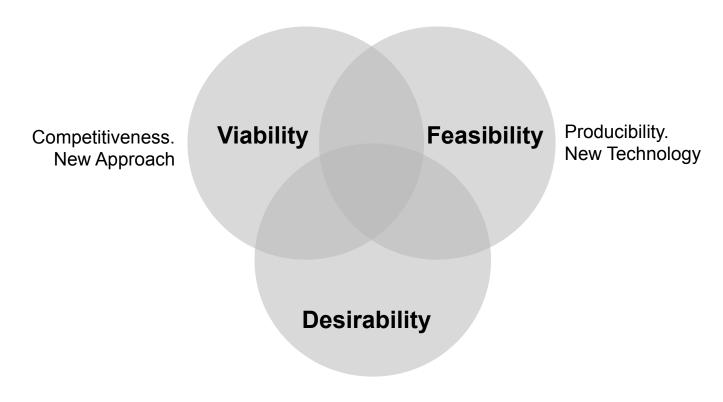
Prepared by: Pornchai Chaiseni
Approved by: Passagorn Buathong
Last Revised: 01 August, 2019

Revision:

"Meaningful Social Needs"

Introduction	09:00
A: Why Meaningful	09:30
B: Radical Change Technology	10:00
C: Human Value.	10:30
D: Future of Automotive Industry	11:30
Break	12:00
E: Brainstorming for Topics.	13:00
F: Design Thinking	14:00
G: Paper Mockup and Prototype	14:30
H: Conclusion & Present	16:00

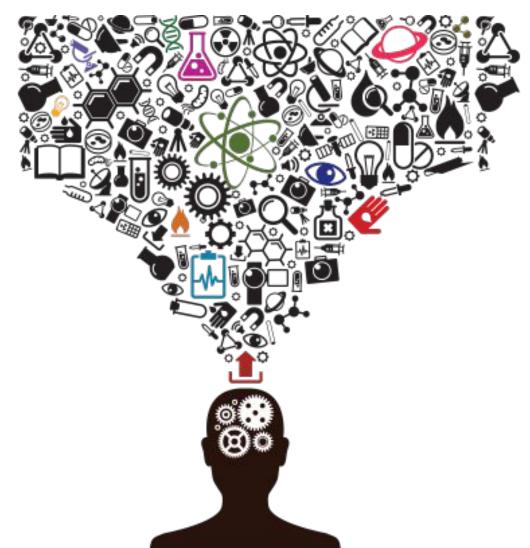
Meaningful



Social & User insight.
New Meaning

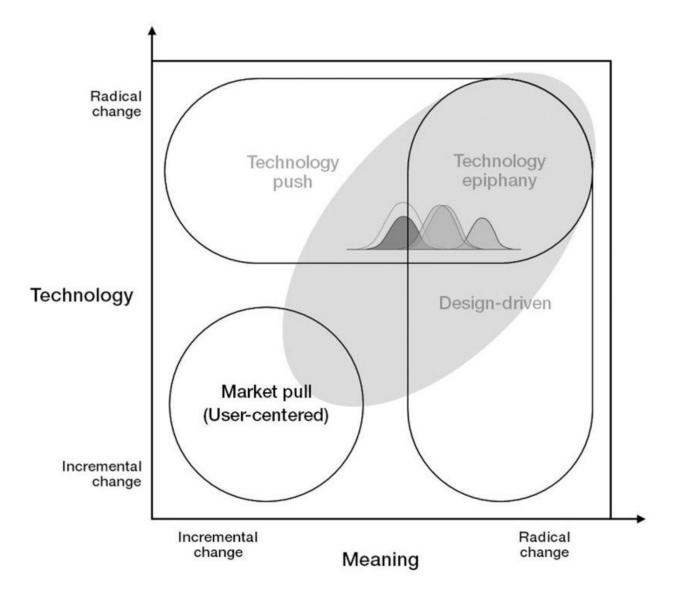
D

Too many Ideas in the world.





Epiphany Technology Cases

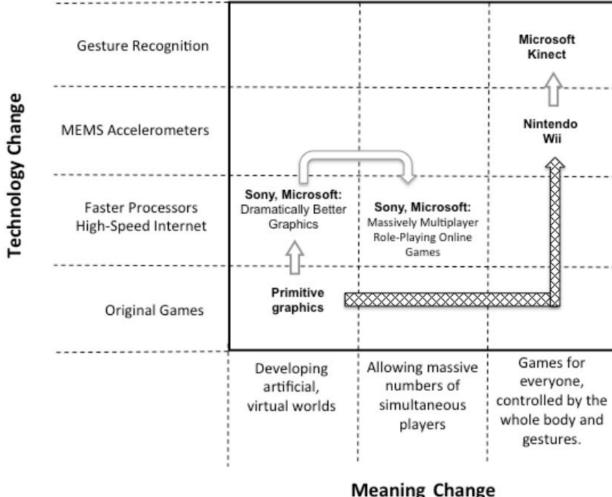


PA1

Statement : Let the entire family exercise and play with one another without requiring expert skills.







Meaning Change









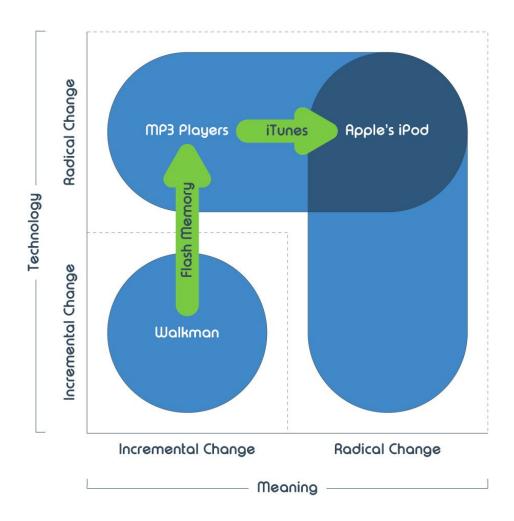






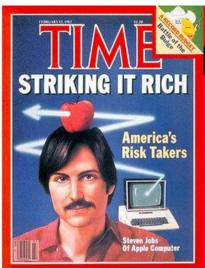










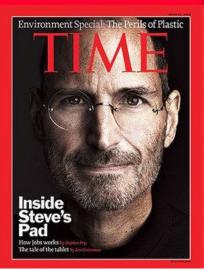


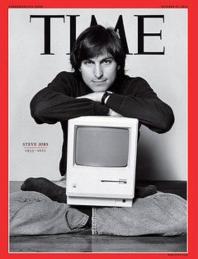












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Full Page	\$ 265,100
2/3 Page	\$226,300
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Cover 3	\$265,100



One Person can drive social with Meaningful thing.







How can we bring (Men's) Thai National football team to World Cup Final in 10 years.





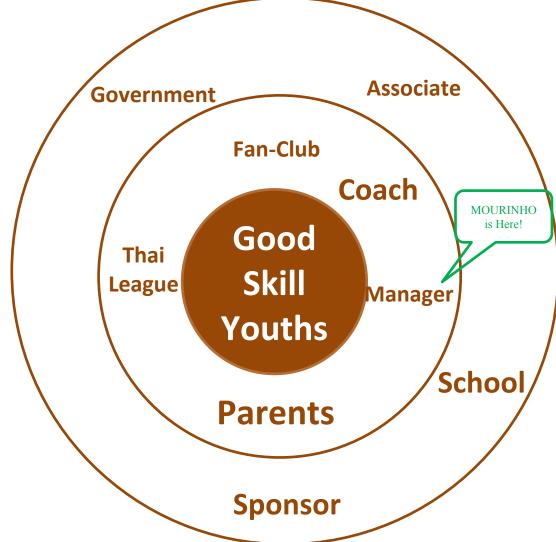






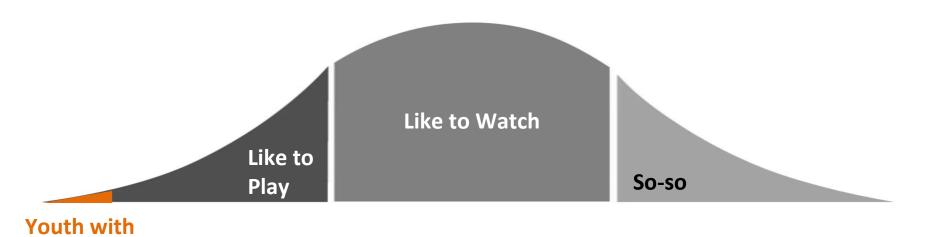
Stakeholders.





PA4 24

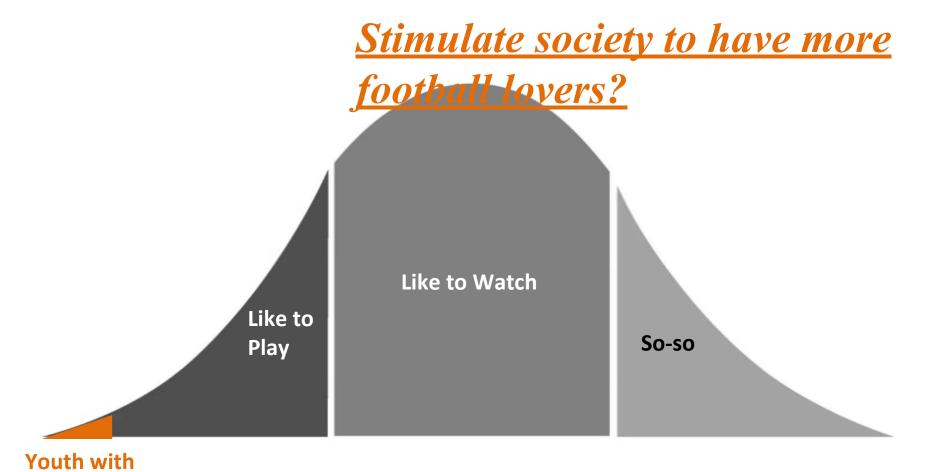
Stimulate society to have more football lovers?



Good Skill







Good Skill











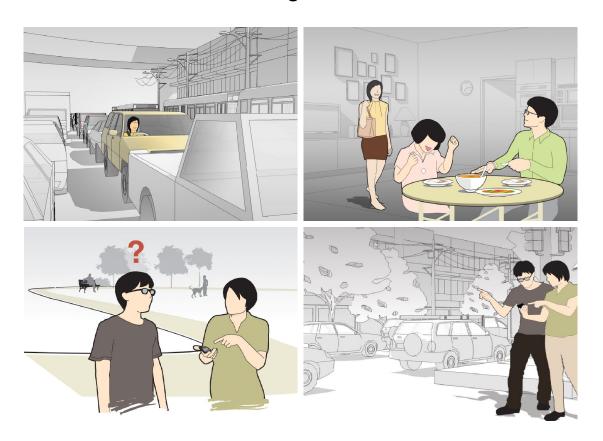


Centre of attention: Torres is in Japan with Chelsea for the FIFA Club World Cup

Please share your meaningful moment.

Meaningful thing in Bangkok commuting?

- + Why it meaningful?
- + What is the interesting Behavior?







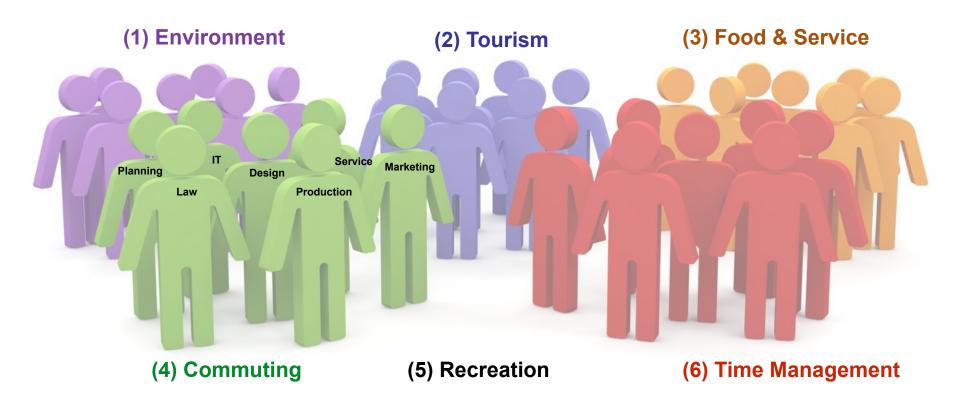








Grouping in 6 Group (with same interest).



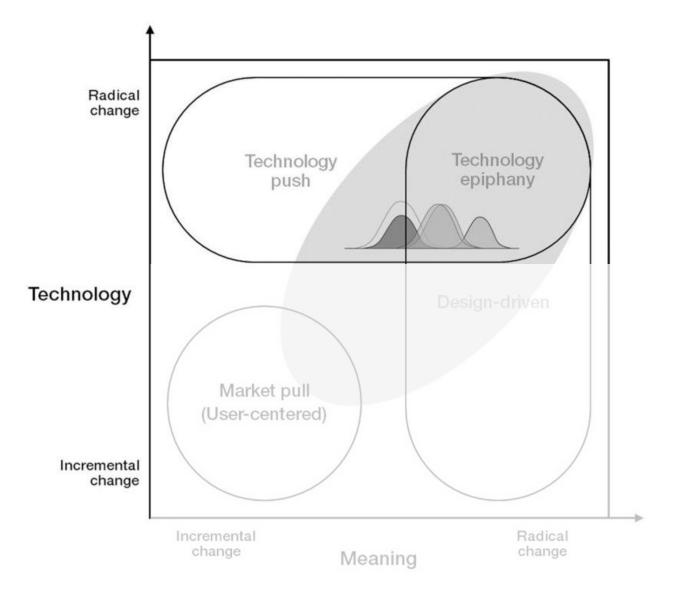
Session B

Radical Technology

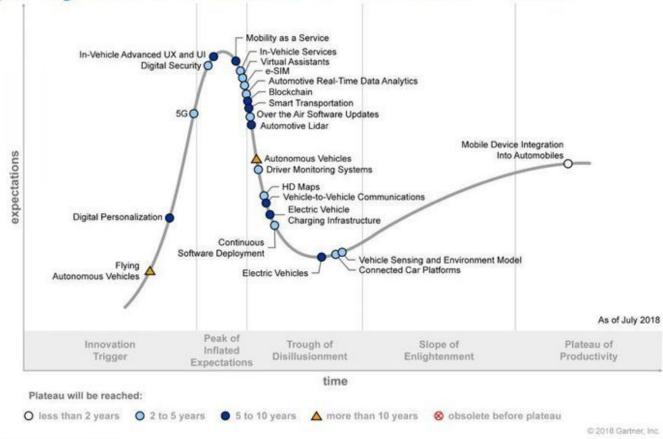


Session B1

Radical Technology



Hype Cycle for Connected Vehicles - 2018



Gartner.

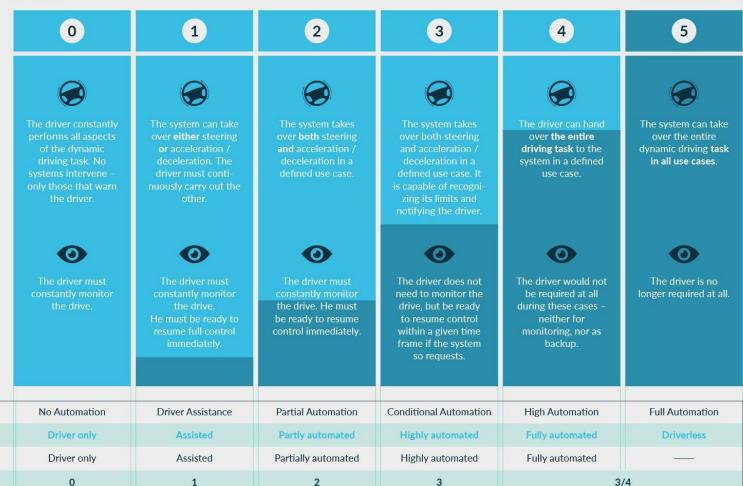
- On the Rise
 - GaO Transistors
 - Lithium-Air Batteries
- Aluminum-Air Batteries
- Copper Foam Batteries
- Solid-State Lithium-Ion Batteries
- Wireless Electric Vehicle Charging

- At the Peak
 - Low Earth Orbit Satellite Systems
 - Autonomous Driving Level 5
 - Hydrogen Fuel Cells
 - GaN-on-Silicon Transistors
 - Automotive Digital Security
 - SiC Transistors
 - In-Vehicle Computer
 - Solid-State 3D Flash Lidar

- · Sliding Into the Trough
 - Mirrorless Cars
 - Silicon Anode Batteries
 - In-Vehicle Ethernet
 - Autonomous Driving Level 4
 - Over-the-Air Software Updates
 - Solid-State MEMS Scanning Lidar
 - Vehicle-to-Vehicle Communications
 - Digital Instrument Cluster
 - Adaptive Driving Beam
 - Driver Monitoring Systems
 - Electric Vehicle Charging Infrastructure
 - Nanomaterial Supercapacitors
 - HD Maps
 - Augmented Reality
 - Automatic Anti-Speeding
 - Sensor Fusion
 - Mechanical Scanning Lidar

- Entering the Plateau
 - High-Brightness Solid-State Headlamps
 - Head-Up Displays
- · Climbing the Slope
 - Autonomous Driving Level 3
 - Plug-In Hybrid Electric Vehicles
 - CMOS Millimeter Wavelength Radars
 - In-Vehicle Wireless Connectivity
 - 48V Mild HEV





^{*} used on this platform

SAE (J3016)

VDA*

BASt

NHTSA**

ERMINOLOGY

^{**} only roughly corresponding with the other taxonomies

Session B2

Push Technology to be more Meaningful

















TESLA SOLAR GLASS
TRADITIONAL ROOF TILES



Test video for the highest (class 4) half rating, filmed at 2,500 frames per second. Each 2' halfstone is travelling 100 mph on impact.



CHARGING STATION



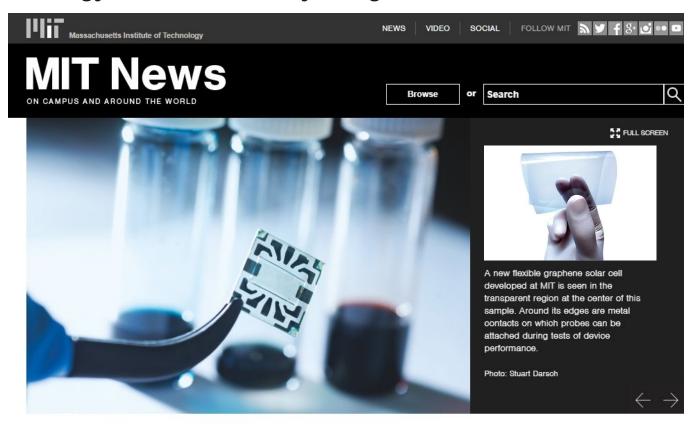


Everyday Citizen can feel 'open-mindedness' in diverse city.



D

Fixed Technology but more drive by design.

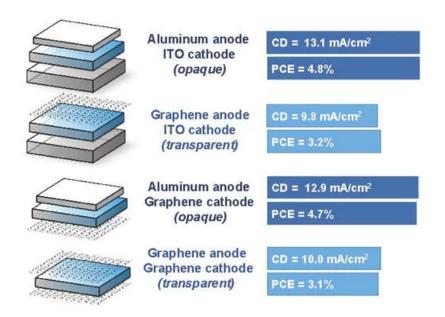


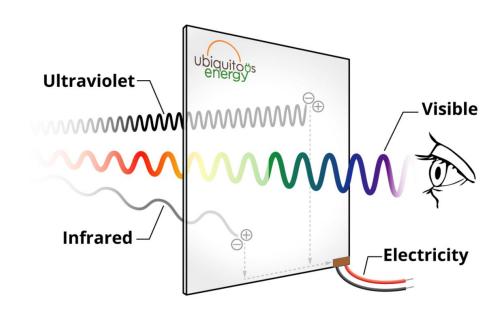
Transparent, flexible solar cells

Researchers develop a novel technique using graphene to create solar cells they can mount on surfaces ranging from glass to plastic to paper and tape.

Fixed Technology but more drive by design.







D





Is your product idea is in Epiphany level?

Which one is the Most social impact? New Meaning new Paradigm?

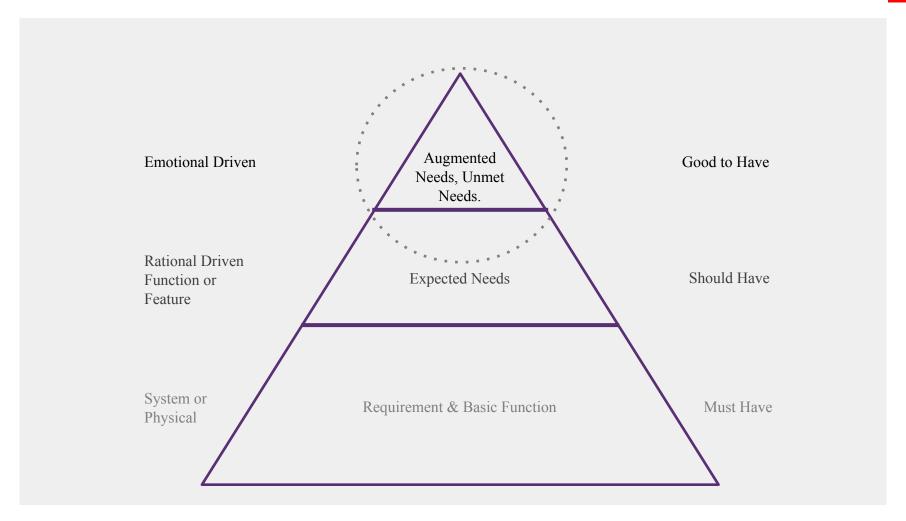
Session C

Human Value

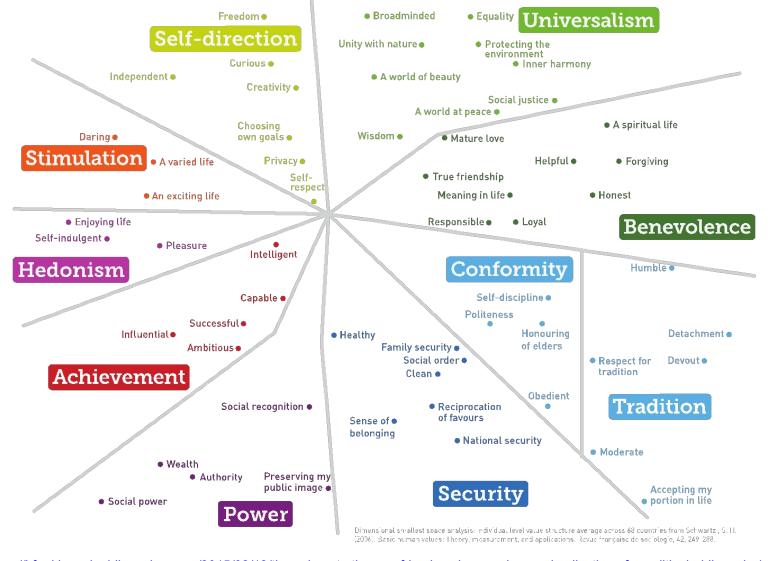


Session C1

Why meaningful is important?









Session C2

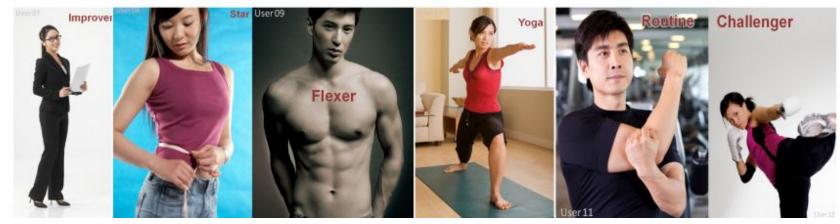
Personas?

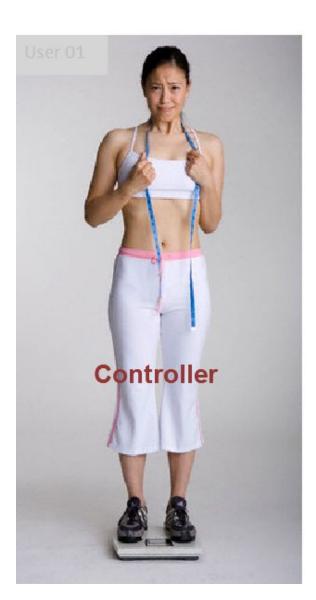
D

User Classification

Prospect Personas







"Why it's not reduce?"

Objectives:

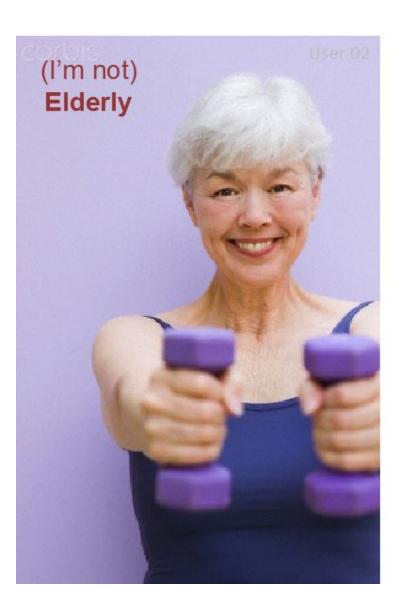
- My weight gain up every year. I want to maintain it.
- What's the most Effective Exercise
 Method for Easier to control my weight.

Insight About Existing in Market.

- -Even I exercise quite often, Why it cannot help.
- Need Assistance to control my weight.

Preference Exercise Method:

- Yoga, Pilates
- Aerobic Exercise.



"I've some physical problems"

Objective:

- I don't want to die (fast).
- I want to extend my life.
- I want to relieve my Physical problem.
- I want to reduce the Senile look.

Insight About Existing in Market.

- From Limitation of my physicals, Most of

the machine are too hard for me.

- I don't know which exercise method is Match for me.(I should ask Doctor).

Preference Exercise Method:

- Exercise.





"I need Physical Therapy"

Objective:

- I want to relieve my Physical problem.
- I want to reduce the Senile look.

Insight About Existing in Market.

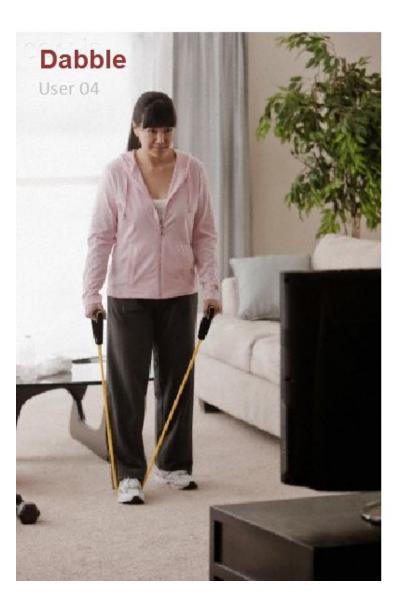
- From Limitation of my physicals, Most of

the machine are too hard for me.

 I don't know which exercise method is Match for me.(I should ask Doctor).

Preference Exercise Method:

- -Physical Therapy.
- -Walking (with walker)



"I Just want to work out"

Objectives:

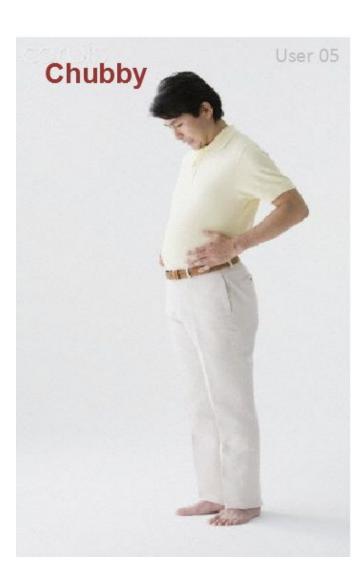
- I want to be Healthier person
- I'm not a serious exerciser, just maintain my body.

Insight About Existing in Market.

- "I've so many excuses to play sports.
- I want to stay in my home fitness is too crowded. (Cocooning)
- I do following Trainer in You Tube.

Preference Exercise Method:

- Yoga, Pilates.
- Aerobic Exercise.
- Wii.



"I want to reduce some weight"

Objective:

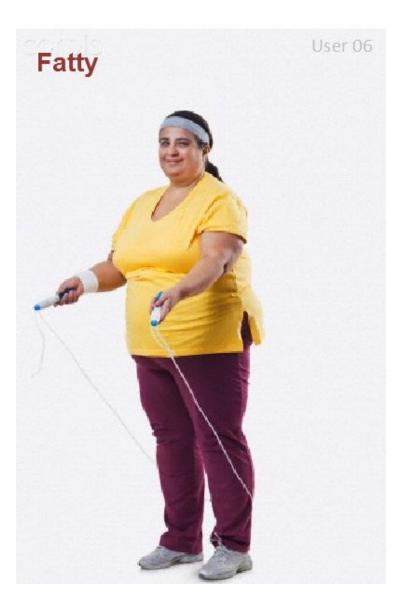
- -Want to Reduce my Belly to improve my personality.
- -Want to reduce some weight.

Insight About Existing in Market.

- -I sit-up everyday, Why it's not reduce.
- -Which way is the Fastest way? Circuit Training?

I've so many excuses to do exercise.

- -Walking/Jogging.
- -Abdomen Exercise.



"I have a Problem or Somebody Said I have."

Objectives:

- Exercise can make my health better & and solve all of the Physical problem too.
- -Want to Reduce Weight in 6 Months.
- Cannot run I'll have knees or Joint Problem.

Insight About Existing in Market.

- Low confidence but knowledge and a strong will to try.
- I've so many excuses to do exercise.
- "I feel bashful to go to fitness.

- Exercise. (No Jump, No run)
- Biking, Elliptical.



"I want to Improve my Personality For the Progress of my role"

Objective:

- My duty is quite tough I need exercise to reduce my stress.
- More Healthier Body means more Healthier Mind.

Insight About Existing in Market.

- Exercise is useful, I like to do but no time.
- My time is tight so I need the Maximize Efficiency workout method.

- Fitness Center.
- Yoga, Pilates/ Cardio Machine (at home).





"I want a Perfect Body"

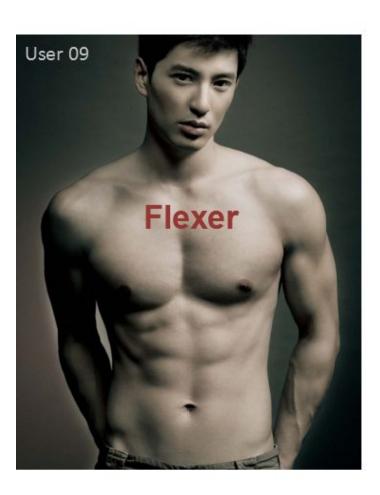
Objectives:

- I want to be firmed like superstars.
- My body have some vices, I need to delete that.

Insight About Existing in Market.

- Don't know what's the best posture for Lean or Tone muscles (purposive muscle).
- I'm searching for the same method as Hollywood superstars do.
- Need to be beautiful but not too tried.

- Body Shape center.
- Fitness & Yoga.
- Vibration Machine.



"My body is my signature, I'm really proud on it"

Objective:

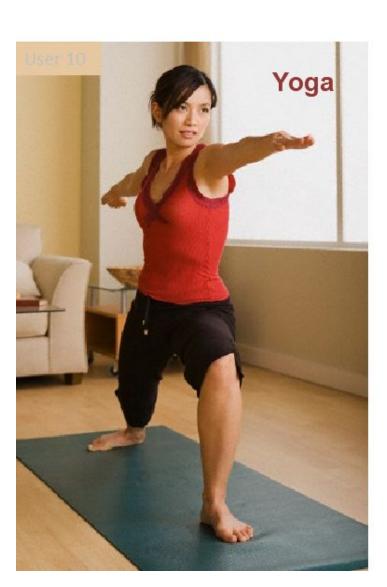
- Calisthenics.
- I need a perfect body.
- Weight Training.

Insight About Existing in Market.

- I Need to adjust the Resistance more & more as fast as I can.
- Need method to Motivated myself.
- I know Cardio is important but it's boring.
- Even do the Cardio I still need my Muscle do more exercise.

- Body Build by Resistance Machine,
 Free Weight.
- Cardiovascular Machine.





"My Body is perfect from inner"

Objective:

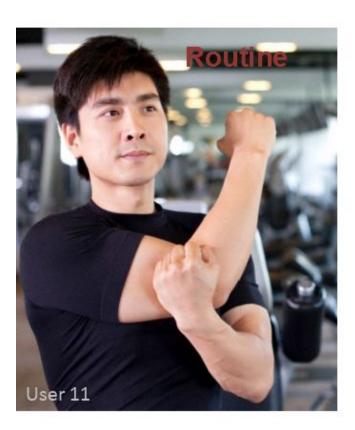
- Perfectionist. Body & Soul.
- -Want a Firm Body (Head to Toe)
- Enrich & Nourish my body/life.

Insight About Existing in Market.

- Intelligence Seeker: Always searching the best solution.
- I need exercise method that can fulfill both body and mind.

- Yoga, Pilates
- Aerobic Exercise, Zumba





"Exercise is Human Duty, I do it like Teeth Brushing"

Objective:

- Want to improve Personality Both Mental and Physical
- Sharp Condition for Important Decision.
- I need to be Always in the Best Condition.

Insight About Existing in Market.

- I need holistic (head to toe) workout.
- Need Machine that help me to Challenge myself.
- My time is Gold so I need the Maximize Efficiency workout method

- Resistance Machine, Free Weight.
- Cardiovascular Machine.
- Free Weight Circuit Training.



"I Just want to reach my (human) limitation"

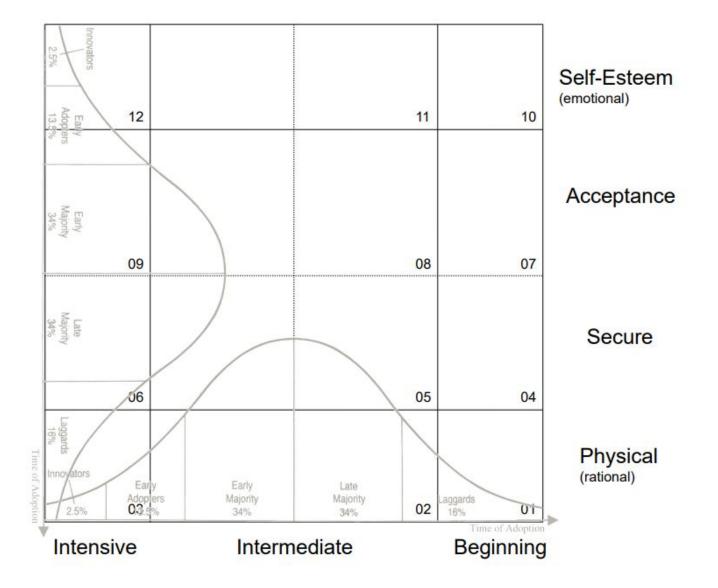
Objective:

- I'm Addicted to Workout.
- I want to improve my Maximal Efficiency.

Insight About Existing in Market.

- Need Freedom & Flexibility to Workout.
- I'm searching for New Experiences to explore my workout.
- Need Machine that help me to Challenge myself.
- Need Machine to checkout my Progress.

- Outdoor Sports/workout.
- Circuit Training.



The Prospects Persona.

Challenger	Routine	11	Yoga 10	Self-Esteem (emotional)
10000		***************************************	To the second	
Flexer	Star		Improver	Acceptance
09		08	07	
Fatty	Chubby		Dabble	Secure
06		05	04	
Rehabilitation	Elderly		Controller	Physical (rational)
03		02	01	
Intensive	Intermediate		Beginning	



Session C3

What user want?

Understand Customer Behavior and motivations in context.



Discover customer's underlying emotional triggers.

Want as a <u>verb</u> instead of noun.

A

What does he/she/they want? (Verb not Noun)











What does he/she/they want?



What does he/she/they want?



Workshop

+ Please add an impactful step into the experience of these users. (Design something meaningful for them) select 1 picture/team.









Α

В

C







F G H



Evaluation

1) การตอบสนองความต้องการของผู้ใช้	Meet the Needs	
2) ความใหม่ยังไม่เคยถูกตอบสนอง	New meaning	
3) สร้างผลกระทบต่อผู้ใช้ในสังคม	Impact	
4) ผลิตได้ด้วยเทคโนโลยีปัจจุบัน และ ต้นทุนเหมาะสม	Feasible	
5) ยากที่จะลอกเลียน	Uniqueness	

PC5 96

Future of automotive industry



C.A.S.E VS Thai Context

Connectivity
Autonomous
Sharing
Electrified

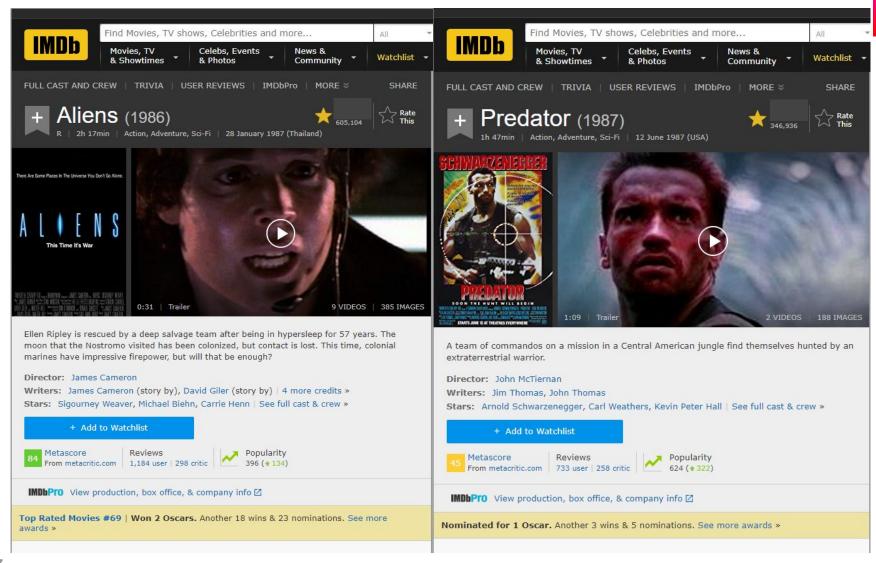


Universe?

User
Context
Value
Meaningful Thing



Building the Statement



PD7 108



Experience statement.

"Bring Alien to your backyard"

What: Alien

Who: Sci-Fi Lover.

When: Now.

Where: At your backyard

Why: Because anything can happen in real life.

How: Feels like being watched.



After Lunch we need: 3 Idea statements per person

Session E

Brainstorming for Topics.



Session E1

Rules of brainstorming



Rule of brainstorming

- 1. Be visual
- 2. Defer judgment
- 3. Encourage wild ideas
- 4. Build on the ideas of others
- 5. Go for quantity
- 6. One conversation at a time
- 7. Stay focused on the topic

PE1

Yes and.....

ใช่ แล้วก็.....ค้วย

วันหยุดนี้เราว่าจะไปเพชรบุรี

ไปทำไม ดีนะมีทั้งป่า และทะเล ร้อนหรือเปล่า มีสวนน้ำสำหรับครอบครัวด้วย ไปหัวหินสิตีกว่า มีตลาดโต้รุ่งขายของหลากหลาย No But Yes And.....



Session **E2**

Three rounds brainstorming

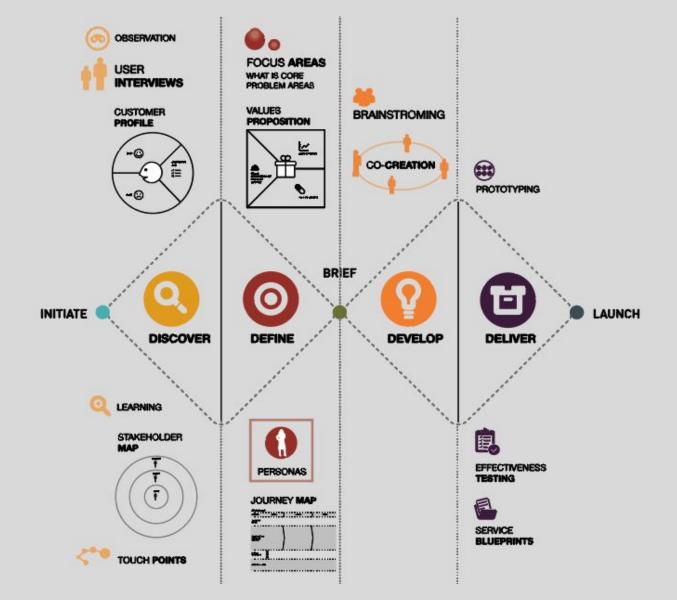


Session E3

Grouping & Prioritize

Session F

Design Thinking



PF1

D



Profile: 6 years old girl. Kindergartner. Single Daughter. Neat and Tidy. Thinks: True friendship,

Sense of belonging.

Feels: Lonely.

Eager to Explore.

But Afraid of big world.

Wants: Someone to play and Talk with.

Buddies / BFF.

Explore the world but low

confidence.

Grow up to be Mature.

Design a Computer for 6 years old girl.

	W	Y	F	Р
What	t she want?	Why she want it?	How might	Prototype
+ Explore	to the worl d.	+ So many thing interesting outside.	+ it Can answer her curiosity + be Friend in Forest	+ VR for Kid. Newest
+ Budd	y/BFF.	+ Lonely. + Sense of belong.	+ Empathy on her. Fit Can read her mind.	+ Cute Robot.
+ Hove	cute Pet.	+ Buddy/BFF:	+ it Like having a life.	+ Al Doll. Unexpected
+ to be	Mature.	+ I'm not a girl. + to be beautiful Lady	+she can Role play as adult.	+ Lady Device Sexiest

D

Paper Prototypes







User's Feedbacks

(Things)

I Like:

Don't like:

Suggestion:

I Like:

Don't like:

Suggestion:

I Like:

Don't like:

Suggestion:

Design a Computer for 6 years old girl.

Y Design Criteria	A	B	C
+ So many thing interesting outside.	+2	0	+1
+ Lonely.	-1	0	+1
+ Can be Buddy/BFF. + Sense of belong.	-2	0	-1
+ to be adult	+1	0	+1

Design your neighbor's Wallet .	NameID
Portrait	Thinks:
	Feels:
	Wants:
Profile:	

1

Design your neighbor's Wallet .		Name	ID
W	Y	F	P
What he/she want?	Why he/she want it?	How might we	Prototype
			Newest
	* * * * * * * * * * * * * * * * * * *		Wildest
			Unexpected
			Saviaet

4

	NameII)
	#2	#3
l Like:	l Like:	
Don't like: Suggestion:	Don't like: Suggestion:	-3
	l Like: Don't like:	#2 I Like: Don't like: Don't like:

Design your neighbor's Wallet .			
Y Design Criteria			

Session G

Presentation Preparation

Session F

Presentation



Take photos that related to your team's topic.

People

Object

Situation

Time

Activity

A4 Color Printed or Drawing