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Hsiao wei chi

“ OMOTENASHI ”

Japan



心配 (しんぱい)

(Think about details)

Taiwan



呼咱請！

(Pay for you)

Korea



은 (정)
溫 (情)

(Warm heart)

Situation



COOKIE CRUMBS..!

Situation



BOTHERING!



Topic

“ OMOTENASHI ”

for guest(person) (on snack time)

Ideation

Focus on **TRASH**



Debris of snack

+



Snack cover

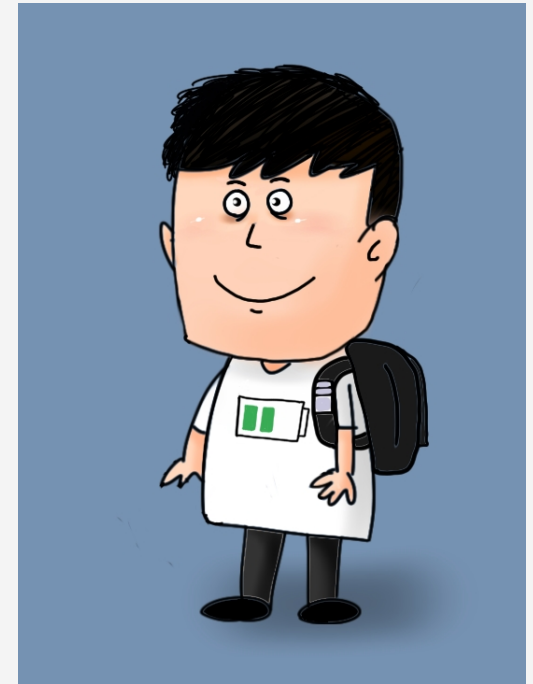
5W1H



- Who** guest / a person
- When** snack time
- Where** cloth, table
- What** snack crumbs
- Why** not to let guest get dirty
- How** ROLL! STICK! SWEEP! PRESS!

Persona

NAME Eric Han
Age 24
Job university student
Character likes to make friend
hates dirty place



Story



Story



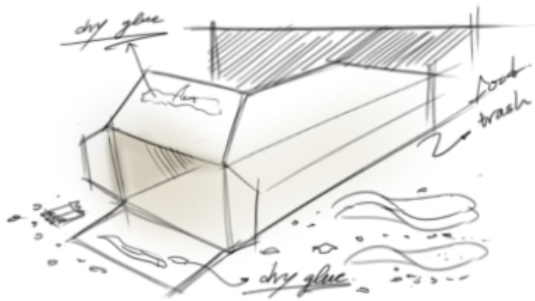
Story



Story



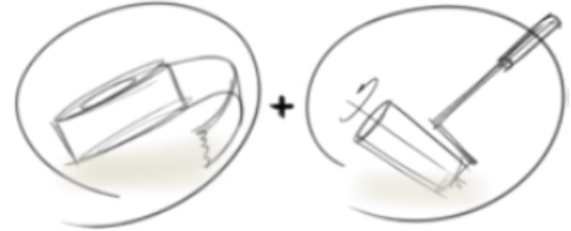
Idea Sketch



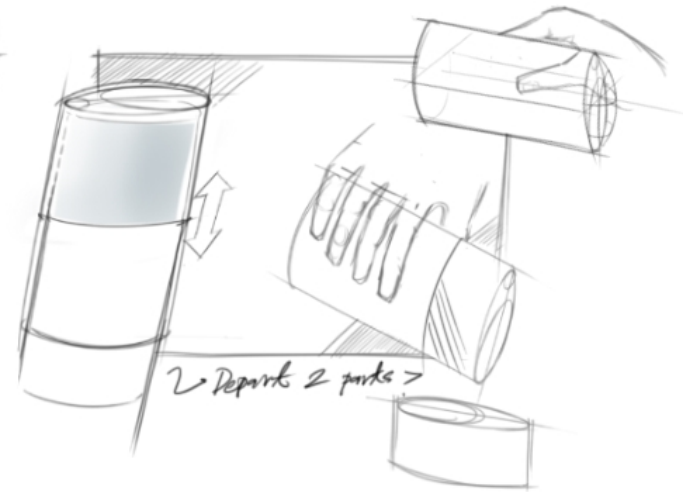
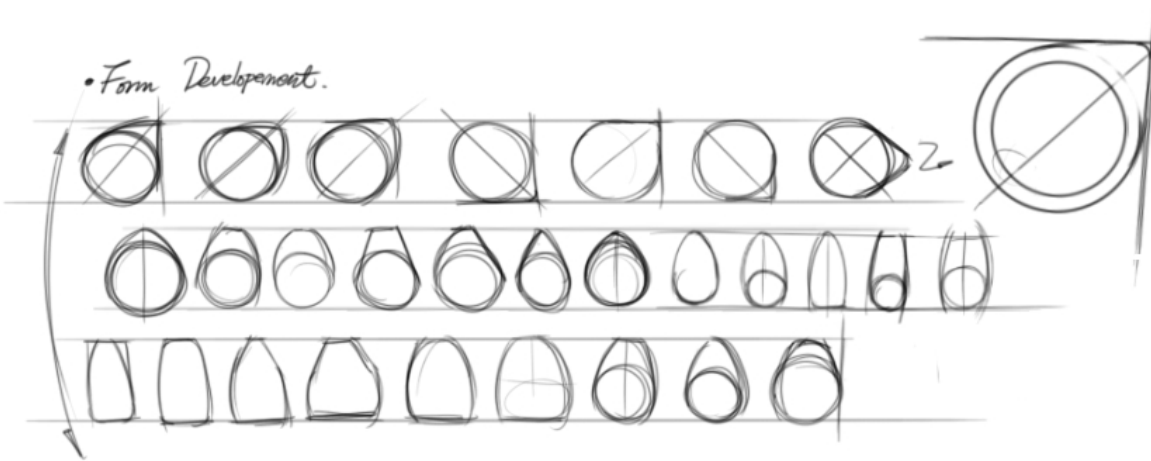
• Problem Situation.



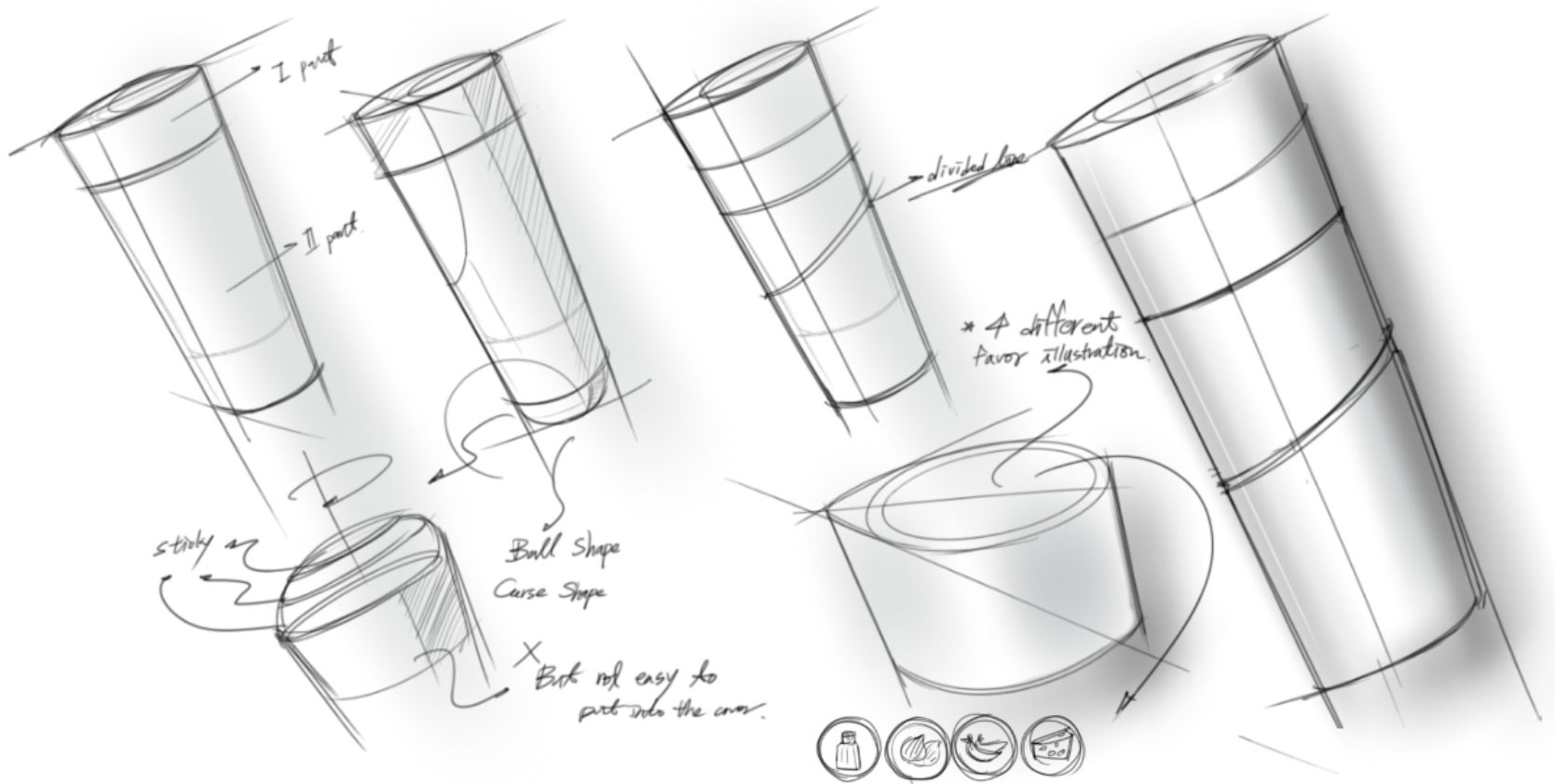
* with some Hand-cleaner



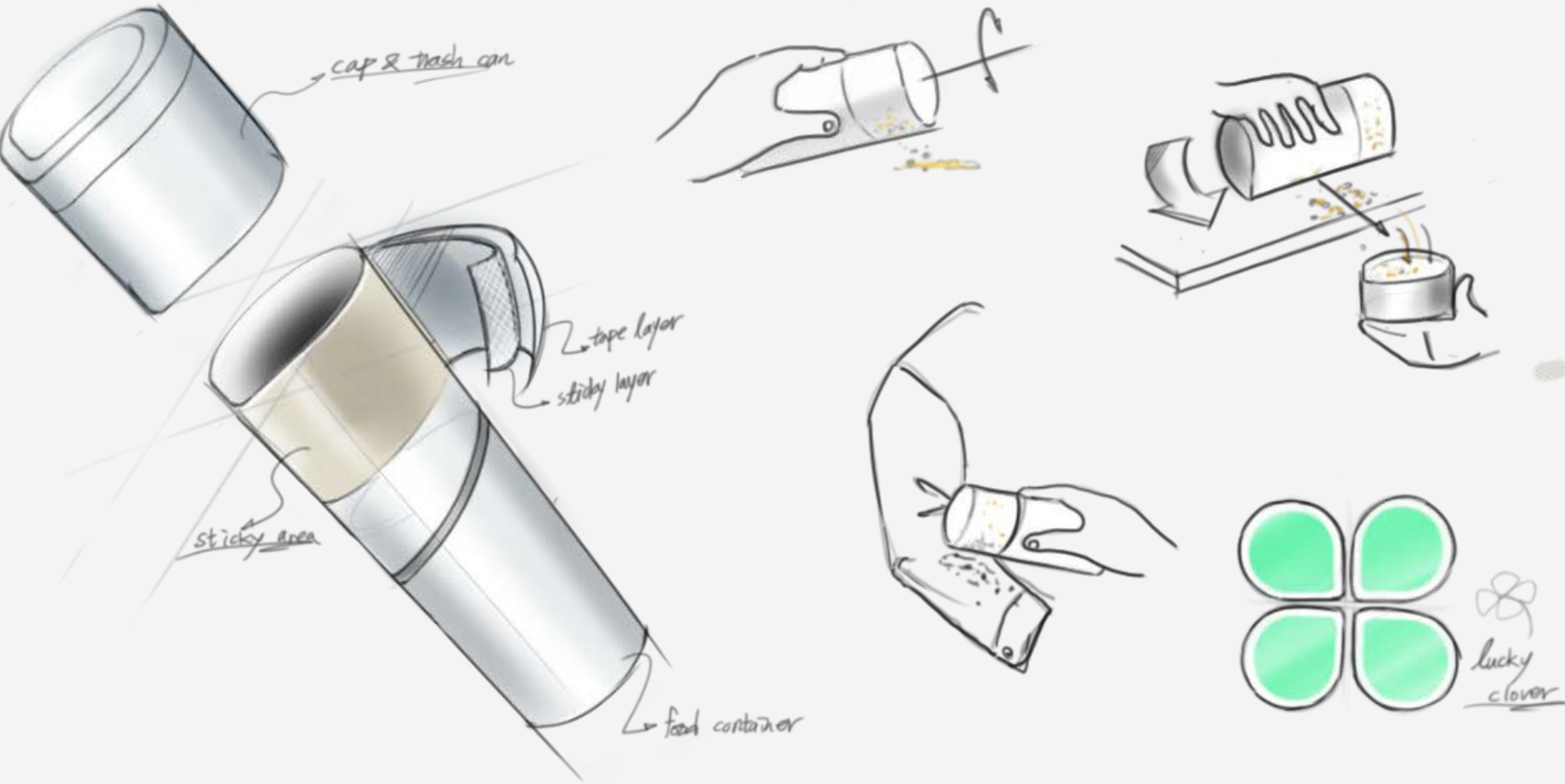
• Form Development.



Idea Sketch

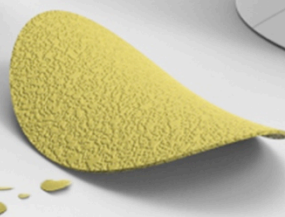
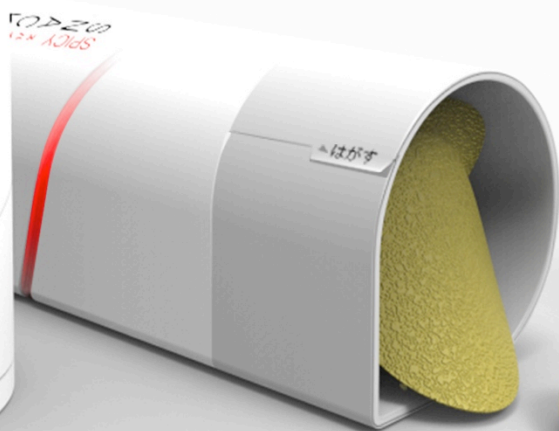


Idea Sketch



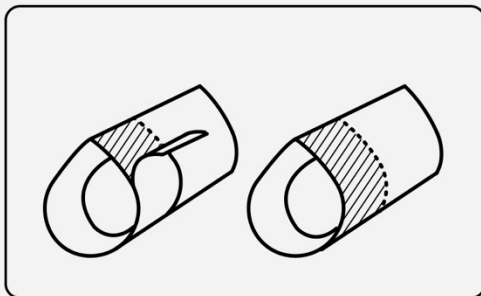


SNACKS

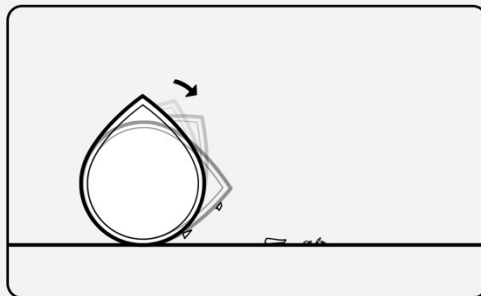




When you use the sticking part, "OMOTENASHI" is appeared.



1. Peel the tape



2. Clean up the debris



JTK-6 SNACKS PACKAGE



Variation

There are 4 taste in Snacks





Thank you for listening!