

Theory and Practice of Experience Design: Design Souveniring™

The Design Souveniring™ process has the potential to provide quick snapshots into the often frustrated reality of being an intercultural web site visitor.

胃・十二指腸潰瘍とピロリ菌

あなたの胃の中でピロリ菌が悪さをしていますか？
胃痛、十二指腸潰瘍、そしてピロリ菌について
少し勉強してみませんか？

胃と十二指腸の生理

潰瘍の病態

ピロリ菌について

用語集
glossary

[監修]
兵庫医科大学 消化器内科 教授:下山 孝
助教授:福田 能啓

生活習慣病情報のメニューへ

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Theory and Practice of Experience Design: Design Souveniring™

What is Design Souveniring™ ?

1. The process of collecting souvenirs to inform cross-cultural user experience.
2. The process of “stealing inspiration” from these cultural artifacts to integrate into a consistent cross-cultural design practice.

Design Souveniring™ is a creative design tool, in the same vein as Cultural Probes (Gaver et al, 1999).

Like “probes” it aims to inspire design

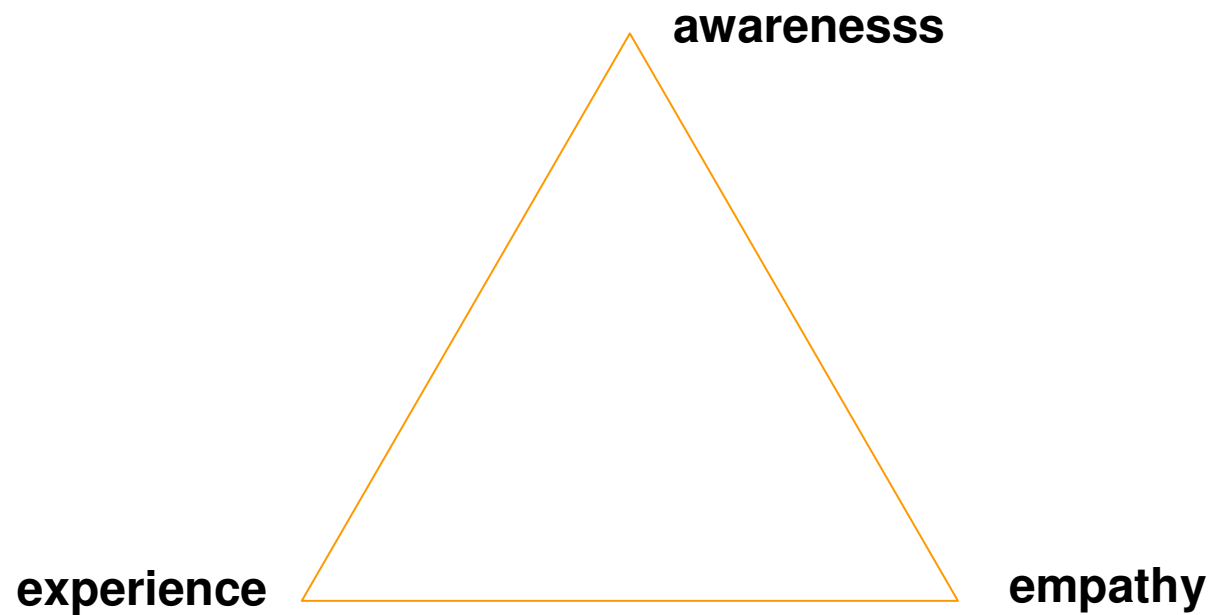
Unlike “probes” it also aims to:

- inform design knowledge
- broaden design exposure
- stimulate designer awareness
- sensitivity towards cross-cultural design issues
- provide rich, self dictated opportunities to amass design relevant & personally interesting artifacts

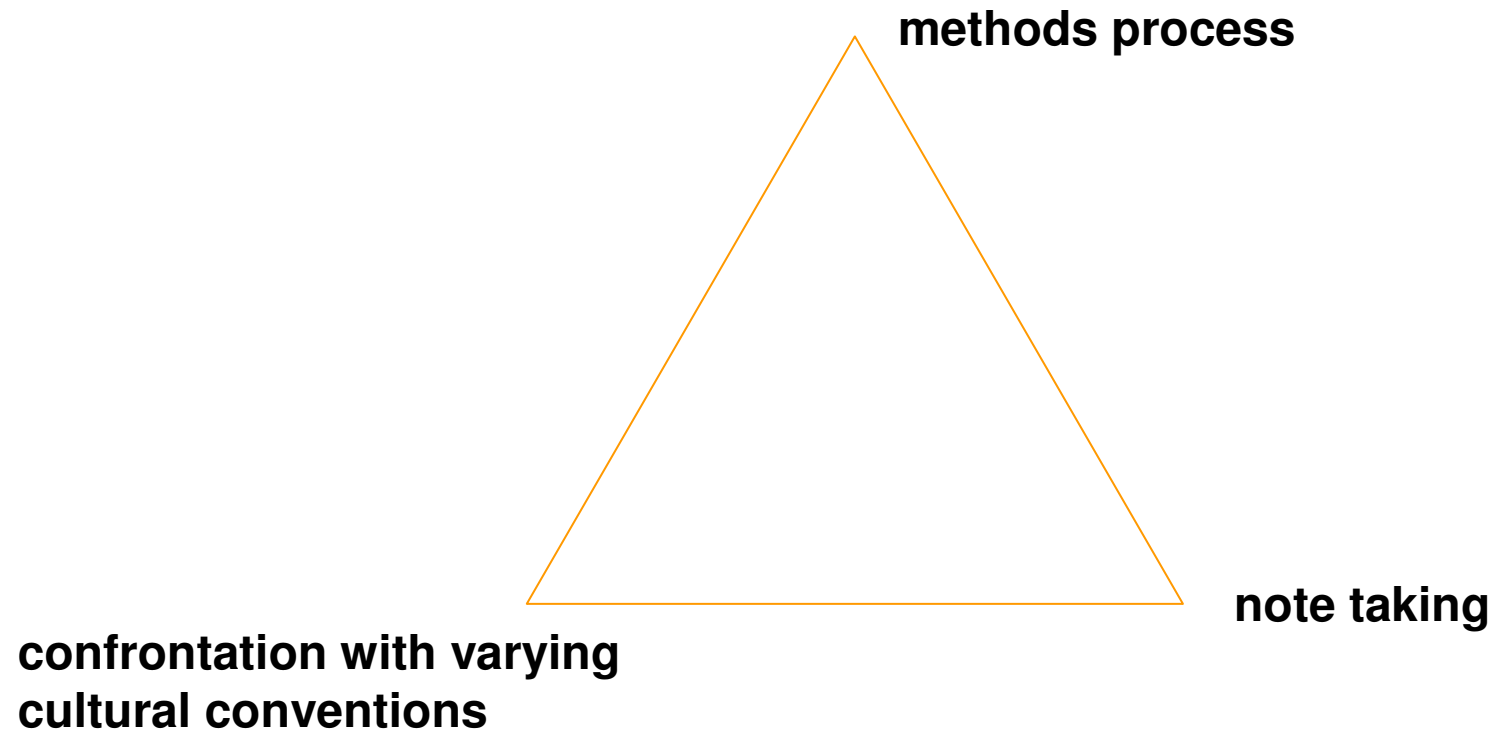


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the "ds" process aims to provide designer....

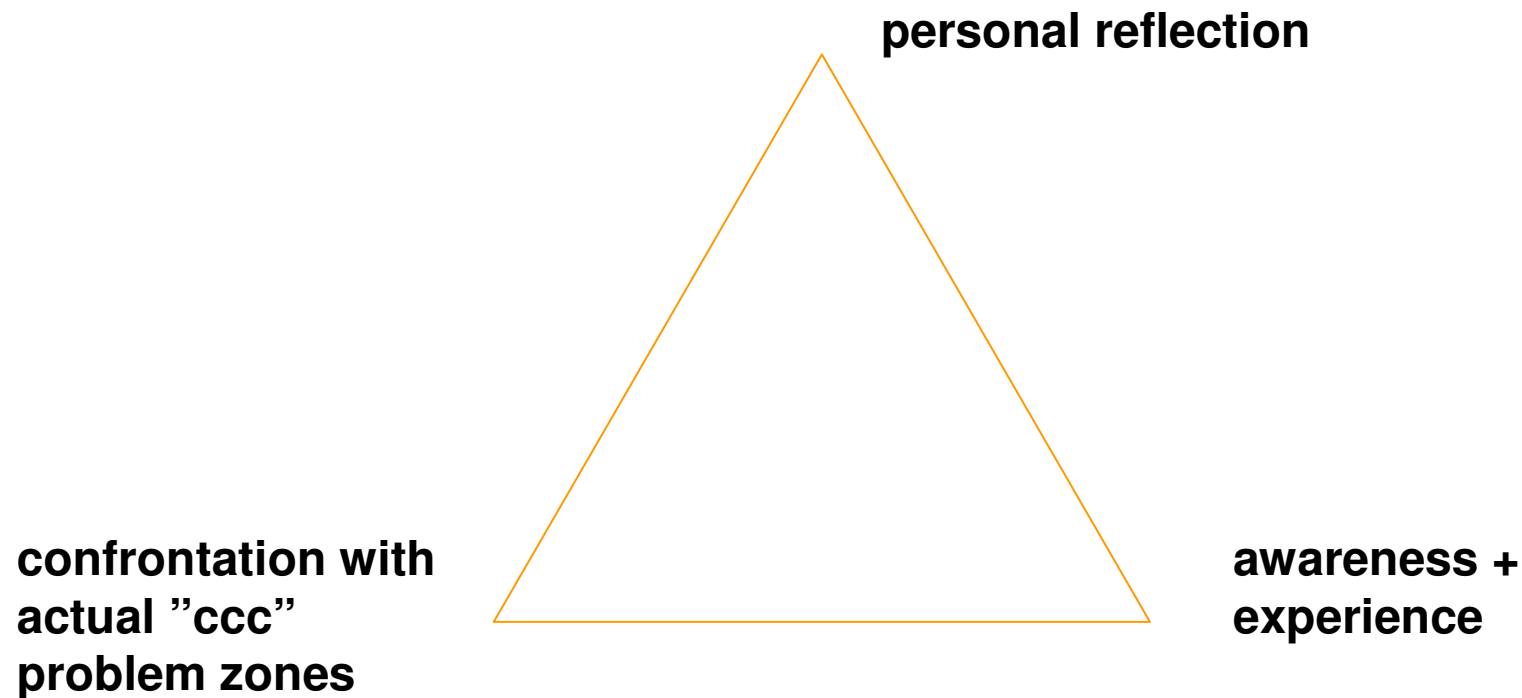


designer awareness is gathered through....



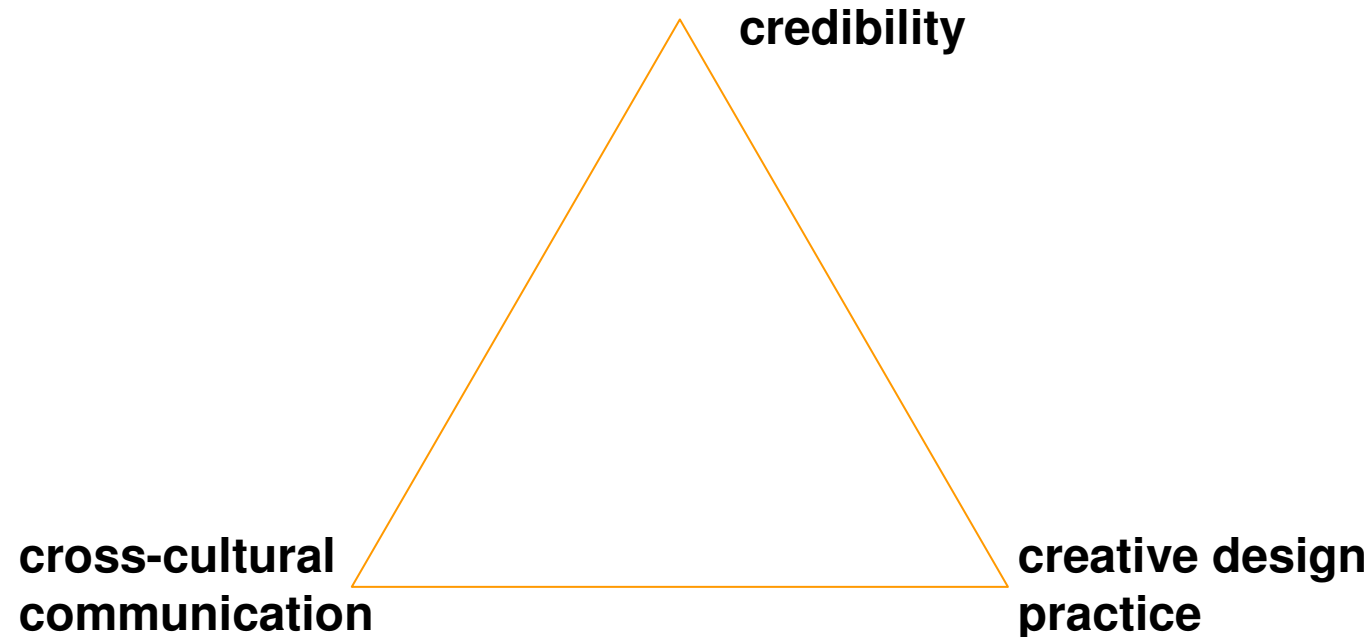
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designer empathy is generated through....

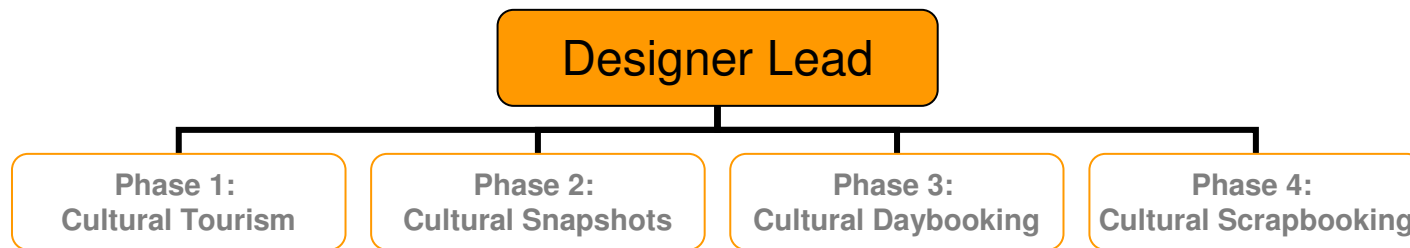


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theory and practice background for "ds" development



Design Souveniring Process



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Designer Model

Phase 1: Cultural Tourism

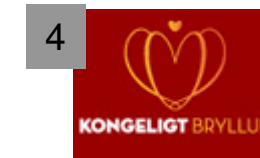
Domestic Travel



Artifacts

1. Maps
2. Flags
3. Historical
4. Leadership
5. Humorist
6. Costumes

International Travel



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Designer Model

Phase 2: Cultural Snapshots

Domestic Travel



International Travel

Artifacts
Maps
Flags
Stamps
Postcards
Monuments
Statues
People
Costumes



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Designer Model

Phase 2: Cultural Snapshots

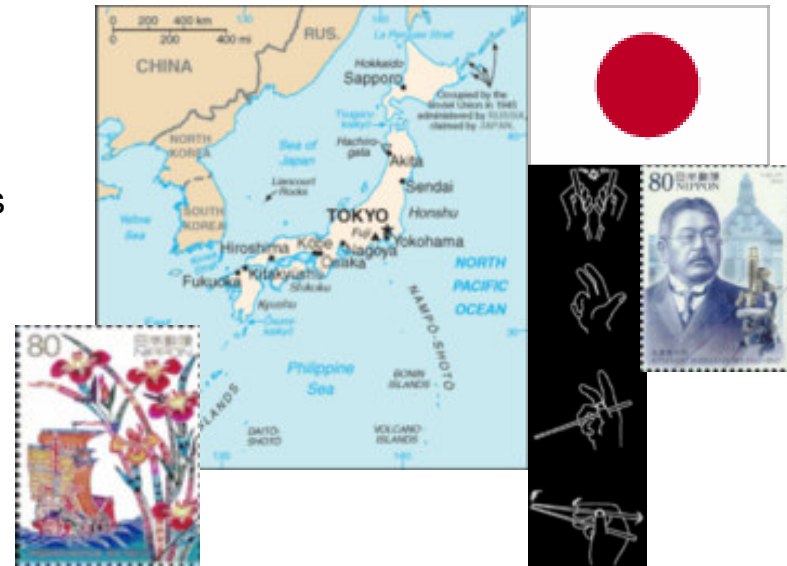
Domestic Travel



Artifacts

- Maps
- Flags
- Stamps
- Postcards
- Monuments
- Statues
- People
- Costumes

International Travel



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Designer Model

Phase 3: Cultural Daybooking

Observation 1

Journaling can provide critical insight into the design process. Cross-cultural experiences can be notated in the Cultural Daybook and be utilized into design considerations time and time again. More specific cultural notes can be target market specific to assist in cultural project design focus.

Observation 2

The touristic process of researching and accessing the above artifacts is the first phase into opening cross-cultural awareness. The reflection and investment connected to this exploratory journey is just as valuable to the designer as the actual artifacts can be. The process is what puts cross-cultural design

into context for the designer and the design process. Initially starting with what one knows and venturing forth into the unfamiliar. List artifacts: Name and note representation.

Observation 3

The creative process of organizing and compiling the results is the second phase in opening channels for cross-cultural awareness. The analysis and review of the various artifacts individually and interconnectively helps to provide insight into the target culture while offering visual clues into the cultural aesthetic. Inclusion of text (native language) and (translated) for contextual understanding provides another dimension into the cultural profile being compiled. The final collage provides a quick cultural snapshot to spur further thought and design.

Observation 4

All of the above are digitally accessed artifacts as a initial introduction into the culture. In its' current state. It presents a narrow but, useful view of Japan. Each artifact can be seen as doors of potential. Provide entrance into new discoveries and avenues of innovate design thought. The cultural snapshot is intended to provide a slight glance into the target culture. Several snapshots from various angles can improve our perspectives but, will never be able to stand alone to tell the full story. It's purpose therefore is to stimulate curiosity. Encouraging "cultural pop ups", questions that "pop up" about the culture as the artifacts are collected and reviewed, that spurs the engaged designer to move forward to seek the cross-cultural answers through design.

My Culture

PD

IC

UA

MF

LTO

Low context

Target Culture
(Japan)

PD

IC

UA

MF

LTO

High context

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Designer Model

Phase 4: Cultural Scrapbooking

COPENHAGEN
DENMARK:
KØBENHAVN
DANMARK



Notes:

Picture Title: Christianshavns
Channel
Location Copenhagen, DK
Picture Source: Visitdenmark.com
Photographer: Jørgen Schytte



Summer 2005

Cultural scrapbooking is a culmination of the entire Souveniring process. It will provide textual, visual and practical cultural experiences that can readily be integrated into the international website designers design process. Individually or comprehensively the data collected can then be tested with target users to evaluate the data credibility. Is the *Cultural Snapshot* of Denmark an accurate or inaccurate representation of the Danish Culture.

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Designer Model Phase 4: Cultural Scrapbooking

Souveniring Process Cyberspace Orientation: Denmark

A Yahoo! Search was conducted to find Danish Tourist Boards Worldwide
The result was www.visitdenmark.com :

National Tourist Boards:
Are national organizations
located in various countries to
promote tourism to that land.

I'm travelling from:

[Danmark](#)
[Deutschland](#) [France](#)
[Italia](#) [Nederland](#)
[Norge](#) [Polska](#) [Suomi](#)
[Sverige](#) [UK](#) [USA](#)
[Other countries](#)



Text:

Denmark. An oasis in Europe.
Visitdenmark.com gives you detailed and inspiring travel and tourist information, whether the purpose of your stay is a holiday, a business trip or attending a conference. Find facts, pictures and links to hotels, camping and other accommodation in Copenhagen as well as the rest of Denmark, Denmark. Create your own personal map with your favourite historical, cultural, natural or just fun attractions to visit. Browse the "mini-portals" for information on activities including golf, fishing, cycling, sailing, or design, art and good food. Please note the special service entrances for meeting and conference planners, press and travel trade professionals.

Danish-American

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Designer Model Phase 4: Cultural Scrapbooking

Post Office WebSite Cases

The Post Office Website Cases include a comparative of the Danish, American, French, Japanese and British Postal Agency sites.



postdanmark.dk

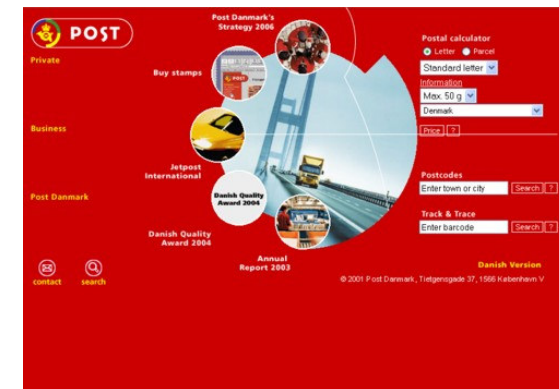
Danish-Japan- American

The Danish site is accessible in 4 languages
The Japanese site is accessible in 2 languages.
The US site is accessible in one.



Language:

Of the five sites only two provided an alternative language solution to the native site. Japan available in English and Denmark available in English, French and German.

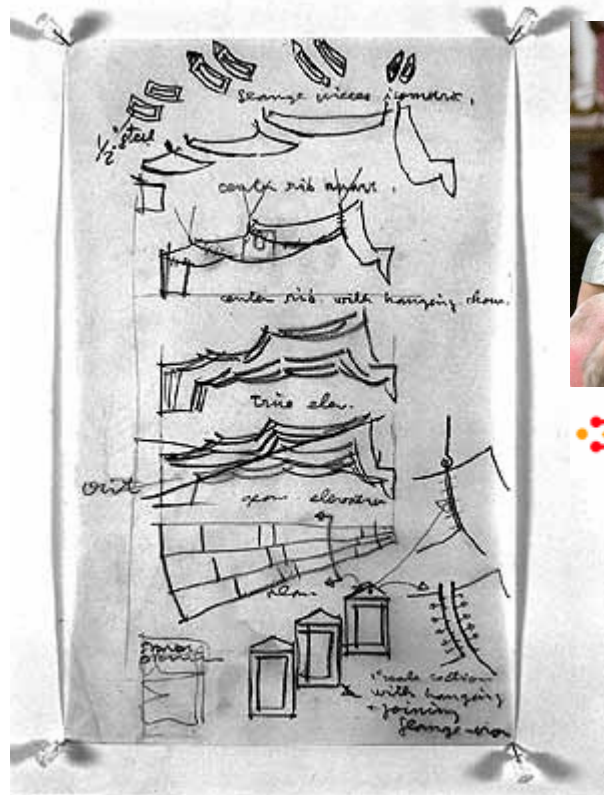


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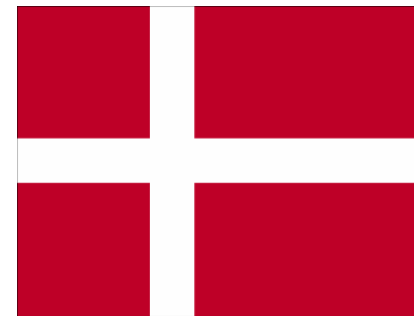
Designer Model

Phase 4: Cultural Scrapbooking

Denmark

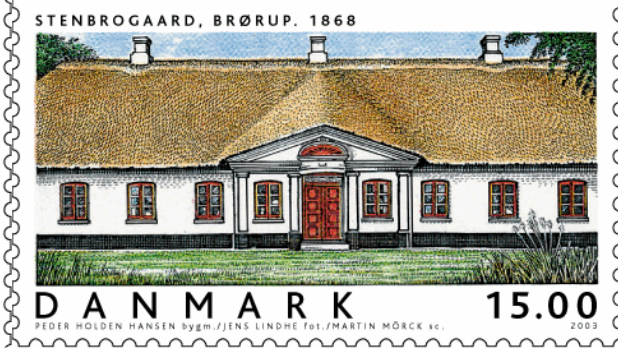
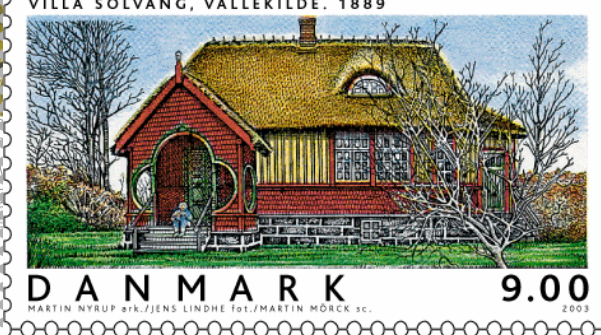
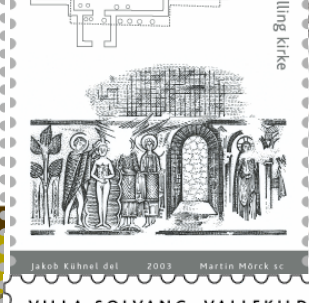


 IT-Universitetet i København





Philately:Denmark



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Designer Model Phase 4: Cultural Scrapbooking

Souveniring Process Cyberspace Orientation: Japan

A Yahoo! Search was conducted to find Japanese Tourist Boards Worldwide
The result: <http://www.jnto.go.jp>

Japanese Tourist Offices

AMERICA	ASIA
U.S.A. :	Thailand :
New York	Bangkok
San Francisco	China :
Los Angeles	Beijing ←
Canada :	Hong Kong
Toronto	Korea :
EUROPE	Seoul
OCEANIA	
U.K. :	Australia :
London	Sydney
France :	
Paris	
Germany :	
Frankfurt	



Japan

→ The Japanese National Tourist Office (JNTO) has 7 links to linguistically specific target sites: including English, French, German, Japanese, Thai(?), Korean (?), Chinese (?)

Japanese:
Japanese is composed of 4 character sets: Katakana, Hiragana, Kanji and Romanji.

Text from:
www.jnto.go.jp/eng/JNTO/whats_jnto/index.html

Established in 1964 to further international exchange through tourism, Japan National Tourist Organization (JNTO) has since involved itself in a broad range of promoting tourist traffic to Japan through various activities overseas and tourism promotion activities in Japan. These engagements have taken the form of operating Tourist Information Centers in Japan for foreign visitors, consolidating reception facilities for these visitors, and promoting international conventions and trade fairs.

JNTO maintains 13 offices in key cities of the world through which a wide range of promotions are carried out. JNTO operates the following 13 overseas offices,

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Designer Model

Phase 4: Cultural Scrapbooking

JAPAN



Philately: Japan



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Designer Model Phase 4: Cultural Scrapbooking

Souveniring Process Cyberspace Orientation: USA

A Yahoo! Search was conducted to find US Tourist Boards Worldwide
The US has no central tourism office. Each state promotes itself. The
US capital was chosen www.washington.org :

State Tourist Boards:
Are state organizations that
promote tourism to that state.

Visitor Information
Events
Getting Around
Meeting Planners
Travel Professionals
Pressroom
WCTC Members



Text:
America Celebrates the Greatest Generation - The dedication of the National World War II Memorial on Memorial Day weekend 2004 will launch an unprecedented region-wide salute to the men and women of the "Greatest Generation". Running through Labor Day weekend, the celebration features more than 140 World War II-themed exhibitions, performances, walking tours, and hotel packages in Washington, DC and the Capital Region all in tribute to the cultural influences of the World War II era.
[<MORE>](#)

Danish-American

→ The American Embassy in Copenhagen, Denmark once housed a VisitUSA program promoting Danish tourism to the US. It was closed down several years ago. Washington is the capital of the United States. It is located in the District of Columbia (DC). The District of Columbia, however, is not an actual state. Denmark not only has a comprehensive national tourist board representation, but, also is apart of Scandinavian Tourism and European Tourism.

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Designer Model

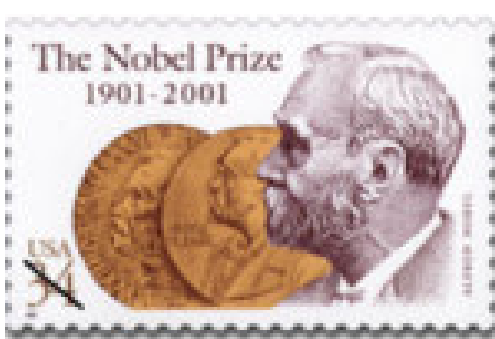
Phase 4: Cultural Scrapbooking

USA

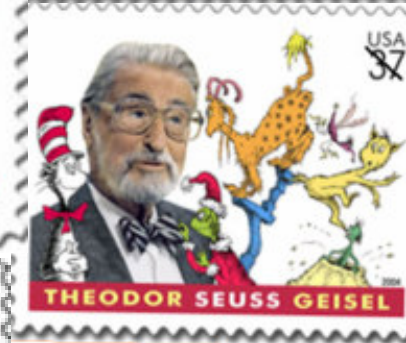


Photo courtesy of Kathryn Sorrells, 1998





Philately: USA



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Now What?

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For more information contact Lori Webb: lmwebb@yahoo.com