

# {Smoothie}

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**G**ACHA, A JAPANESE CAPSULE TOY IS A POPULAR TOY IN MOST OF THE ASIA CONTURIES. IT IS AFFORDABLE, COLLECTABLE, AND FUN. **U**SER WILL NEVER KNOW WHAT FIGURE HE/SHE WILL GET BEFOREHAND.

**H**AVE YOU EVER IMAGINE WHAT IF YOUR TOY COLLECTIONS STARTING INTERACT WITH EACH OTHER? **I**N THIS PROJECT, GACHA FIGURES GUIDE USERS TO A JOYFUL CREATIVE STORY IDEATION PROCESS.

# GACHA FIGURE ANALYSIS

GENRE

ANIMATION

PEOPLE

FICTION

ARCHITECTURE

FOOD

FURNITURE

INSTRUMENT

VEHICLE

MACHINE

STATIONARY

GLASSES

ACCESSORY

**AND MORE...**



**WHEN YOU'RE BEING CREATIVE,  
YOU CAN SEE THE HIDDEN PATTERNS,  
MAKE CONNECTIONS BETWEEN THINGS  
THAT ARE NOT NORMALLY RELATED,  
AND COME UP WITH NEW IDEAS.**

**KYLIE ORA LOBELL**



HAVE YOU EVER SEEN AN OTTER PLAYING TROMBONE?

# DESIGN CONCEPT

THROUGH THE ADVANTAGE OF GACHA, SUCH AS VARIETY, HAVING A PERSON THINK DIVERGENTLY, GET INSPIRED FOR STORY IDEATION AND ENJOY THE IDEATION PROCESS. UNLIKE THE NORMAL GACHA, IN THIS RESEARCH, FIGURES ARE EMBEDDED WITH RFID TAG, WHICH MAKES THEM CAPABLE TO INTERACT WITH.

BY ASSIGNING ACTIONS TO FIGURES, SELECTING BACKGROUND MUSIC AND RECORDING NARRATION FOR THE STORY, SMOOTHIE USERS FORMS THEIR FANTASY WORLD. THE FANTASY WORLD WILL BE DISPLAYED IN FORM OF HOLOGRAPHIC ANIMATION THROUGH A HOLOGRAPHIC GACHA CAPSULE AND SMARTPHONE.



# KEY REQUIREMENTS

## VARIETY

SMOOTHIE USERS CAN SET UP ACTION FOR EACH FIGURE AND LET THEM INTERACT THROUGH THE SMARTPHONE APP. MEANWHILE, THE ANIMATION MADE BY OTHER USERS WILL POP OUT AUTOMATICALLY TO INTERACT WITH SMOOTHIE USERS, CALLED SURPRISING INTERACTIONS IN THE SMARTPHONE APP.

## PHYSICAL

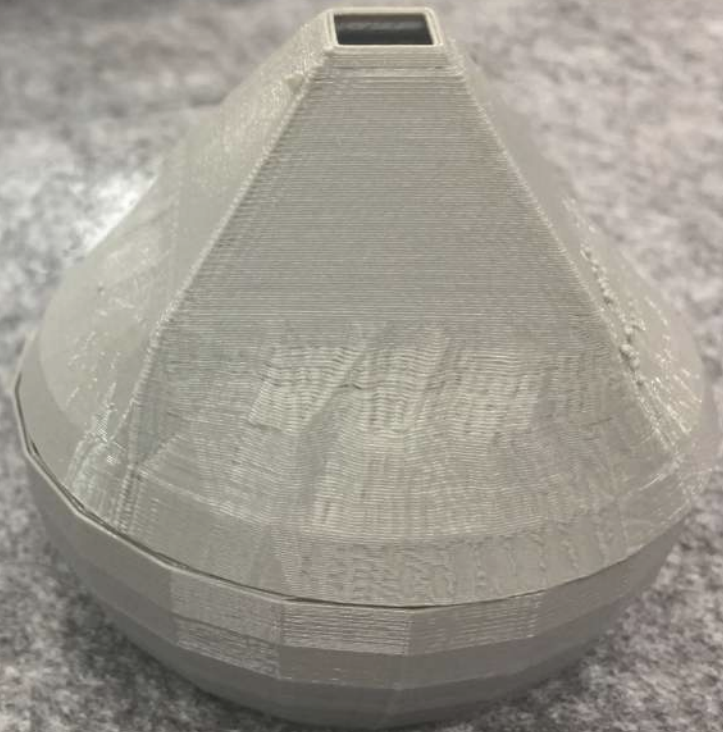
SMOOTHIE'S GACHA HAS WIDE VARIETY OF FIGURES. SMOOTHIE USERS CAN SEE VARIOUS ANIMATION CREATED BY OTHER USERS AS WELL THROUGH THE SMARTPHONE APP. THE VARIETY OF GACHA AND ANIMATION PROVIDES USER MORE IDEAS FOR STORY CREATION.

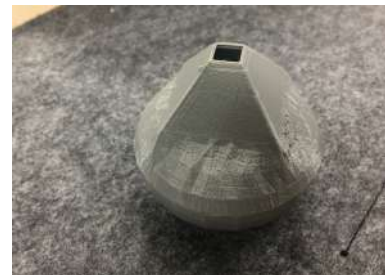
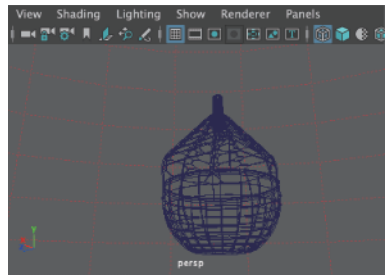
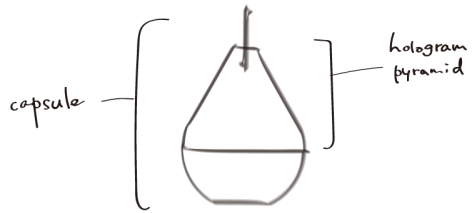
## INTERACTIONS

SMOOTHIE IMPLEMENTS WITH PHYSICAL GACHA FIGURES AND USING HOLOGRAM TECHNOLOGY TO CREATE AN ILLUSION AS IF CHARACTERS LIVED PHYSICALLY IN THE SAME SPACE AS HUMAN DO, WHICH PROVIDES AN ENCHANTED USER EXPERIENCE.



## **DEVELOPMENT ( HOLOGRAM CAPSULE )**

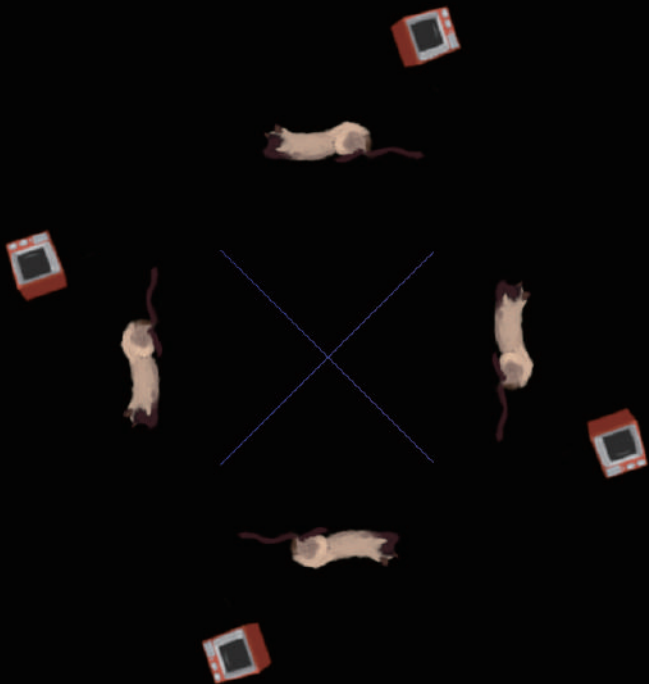
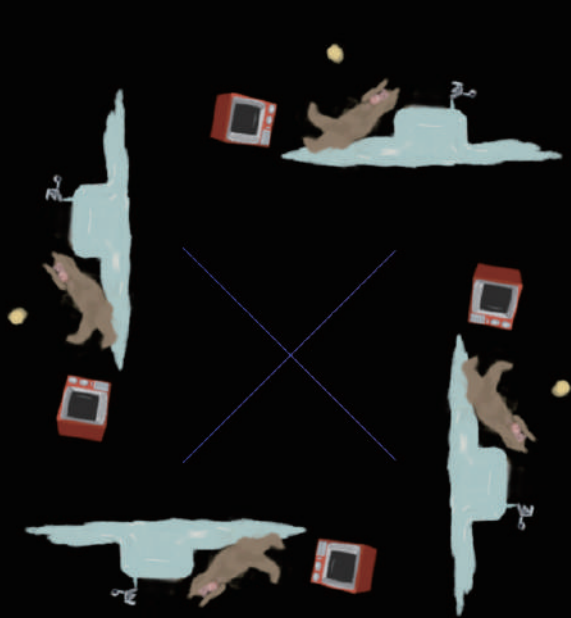




## DEVELOPMENT ( INTERACTIVE FIGURE )

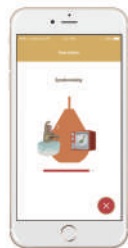






## DEVELOPMENT ( APP )









# PROOF OF CONCEPT

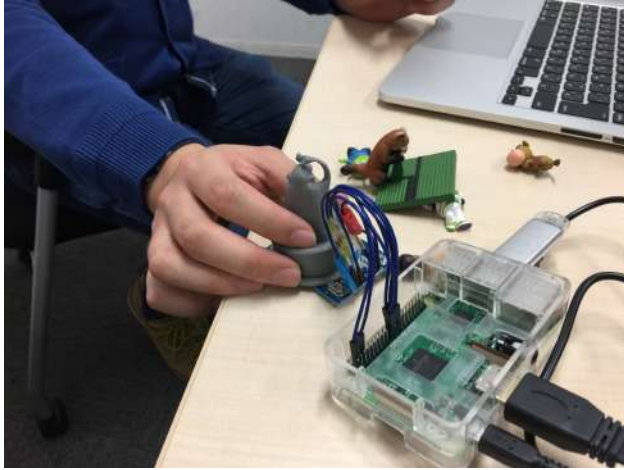
NUMBER OF PARTICIPANT: 18

AGE: 25 – 45

FEMALE: 15

MALE: 3

	<u>1<sup>st</sup> Round</u> (without Smoothie)	<u>2<sup>nd</sup> Round</u> (with Smoothie)
Mission	Creating story using first language	
Given Character	2 main characters (verbally)	2 main characters + various figures (physically)
Duration	10 min	
Break Time	15 min	



Creating story **WITH** Smoothie made me come out  
**WITH IDEAS** that i have **NEVER**  
thought of **BEFORE.**

This type of **IDEATION PROCESS** is  
fun. **NO STRESS** at all.

I felt **MORE SATISFIED** with my story  
content by **USING SMOOTHIE.**

I want to **CONTINUE** doing it.  
**MAKING** more story.

The idea of surprising interaction is very interesting. It strongly  
links Smoothie to **GACHA'S SPIRIT,**  
**SURPRISE!**

By seeing how other people play with Gacha  
characters with specific actions gave me **MORE**  
**DIRECTIONS** in my creation.

