



How can we get more feet into the pilates Studio?

## How can we create a memorable, ethusistic experience around a healthy, active pilates lifestyle

Upside motion began as a non-profit organization which used the technique of yoga and pilaties to help youth-at-risk medidate and relsease energy at ap-  
prorpiate intervals. The concept turned commercial and now they have two studios by City Hall and Bukit Timah. They have a loyal fanbase of mostly women and have the liscened rights to altherative stretching techniaques.

Mission' - Taking care of your body is an uplifting and fullfilling expeirence

Desired Deliverables -

Create a unqiue style of pilates to differ-  
netate themselves from competitors to help maintain manpower.

Create an eco-sysstem within the studio that allows for further fulfilling their mission statement outside of classes (nutrionist, motivation coach, juice bar etc.). Get members and the general public more enthuaasisatic and engaged in a healthier lifestyle using pilates

### Expereience Design

How can we create an ecop-  
system of services that helps  
support the pilates classes and  
create a healthier lifestyle

### Service Design

Can we utilize diffeernt objects  
to performa pilates

### Communicaiton and Branding De- sign

How can we have a communication  
campaigns that helps relaign the image  
of pilatees to different groups

### Proposed Process

Phase 1 - Ethnographic and Market Survey (Pilates and Perspection) (SD serious gaming)

Phase 2 - Ethnographic study on healthy lifestyle (eco-system implementation) (CLS)

Phase 3 - Potentially search within SP unique materials that can be used in classes (EEE)

Phase 4 - Marketing and comms Strategy (CASS)

Creation of an team spirit around pilates to create a strong bond and create an experience that is both engaging and welcoming to others



How can we increase sales at our various outlets  
**How can service and space design help encourage shoppers to visit the store and purchase eyewear?**

Koolook is a youth-oriented brand of their parent company Capitol Optical, they recently decided to branch off into two separate company’s however, Koolook is losing profits while other eyewear companies are seeing massive growth. Koolook would like to redesign their retail experience to meet the youth market and audit any problems in outreach.

Mission’ - To provide an enjoyable shopping experience as soon as you walk into the door.

Desired Deliverables -  
Ethnographic study and competitor analysis  
Social media and communication strategy that fits the youth market  
A new experience within the store through visual merchandisng and sensory marketing

## The Ideal Outcome

How can we change the perception of eyewear from a vision aid to a fashion item.?

**Service and communication Design**

**Process Design**

**Retail Design**

Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

**Expereience Design**

**Service Design**

**UX Design**

PRocess Map

## The Ideal Outcome

Brave Objects

Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

Expereience & Service Design

Retail Design

UX Design

PRocess Map

The Ideal Outcome



Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

Experience Design

Retail Design

Emotional Design

PRocess Map

The Ideal Outcome



How can we share the art of furniture making through designing furniture around the Singaporean lifestyle?

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

Product & Experience Design

Skills Training

Retail Design

PRocess Map

The Ideal Outcome



Introd

Mission

Desired Deliverables -

Timeline

Expereience Design

Service Design

Product Design

PRocess Map

The Ideal Outcome

Initial Question: How can we increase the shelflife of our pizza dough”

Refined Problem Statement:How can we improve the delivery exerience for our cusotmer? Then hopefully increase our expansion capabailities.

Silver Spring

Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

Expereience Design

Service Design

UX Design

PRocess Map

The Ideal Outcome

AIC

Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

Expereience Design

Service Design

UX Design

PRocess Map

The Ideal Outcome

Yummi House

Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

**Expereience Design**

**Service Design**

**UX Design**

PRocess Map

The Ideal Outcome

Under the Hood Project

Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

**Expereience Design**

**Service Design**

**UX Design**

PRocess Map

The Ideal Outcome

Initial problem

Reframed/holistic problem statement

Design Challenge

**Expereience Design**

**Service Design**

**UX Design**

PRocess Map

The Ideal Outcome

Initial problem

Reframed/holistic problem statement

Design Challenge

**Expereience Design**

**Service Design**

**UX Design**

PRocess Map

The Ideal Outcome

Skyline Logistics

Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

Expereience Design

Service Design

UX Design

PRocess Map

The Ideal Outcome

David’s Chocolate Delivery

Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

Expereience Design

Service Design

UX Design

PRocess Map

The Ideal Outcome



Club MYN

Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

Expereience Design      Service Design      UX Design

PRocess Map

The Ideal Outcome

Bangkok Museums

Initial problem

Reframed/holistic problem statement

Design Challenge

Introd

Mission

Desired Deliverables -

Timeline

Expereience Design      Service Design      UX Design

PRocess Map

The Ideal Outcome