

Thanyawan.

Design Portfolio 2018

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About

I am a service designer who brings holistic solutions to complex problems using service design methodologies. I am curious about the intersection of people, design, data, and technology, in transforming business and society.

The end user has been put at the center of everything I designed for. I have 4 years of experiences in designing content and strategy for NGOs, social organizations, and foundations' campaigns to bring important social issues into the attention of the people in my native Thailand. More than creating awareness, the goal of my works has been creating a platform that fosters behavior change in different levels, for example, being aware of the problems, having enough information before making a decision on their rights, or buying conscious products to drive the social enterprise market.

I won Abraj - RCA Innovation Scholarship 2016/18 to pursue my MA in Service Design at the Royal College of Art in London. During my MA, I have developed my skills in service design methodology to help me design more holistically through various projects with different partners in the UK and Switzerland. I am a system thinker with an expertise in translating and visualizing the complicated problems landscape from user research into engaging user stories and analysis. I effectively and rapidly articulate potential service propositions and design in tandem for the detailed user interaction and the higher ecosystem level. I transform the complicated problems into a meaningful design strategy that transforms business and society.

Out of design scene, you can find me cooking some new recipes in the kitchen. I co-founded Thai Idag - Pad Thai cooking class workshop, with a Thai friend in Stockholm and I am bringing it to Amsterdam soon!





Graduation project at the Royal College of Art
Team : Thanyawan Eamsonthi, Andrea Diaz

Time frame :
5 months (Feb - Jun, 2018)

My roles : User research, System analysis,
Rapid experiments and prototypes, Design strategy, UX/UI

Tourism is one of the top 3 concerns of the citizen of Barcelona. Every year, Barcelona is receiving approximately 36 million visitors, while having only 1.6 millions of residents. This mass number of tourists is invading the local city culture and the resident's well-beings.

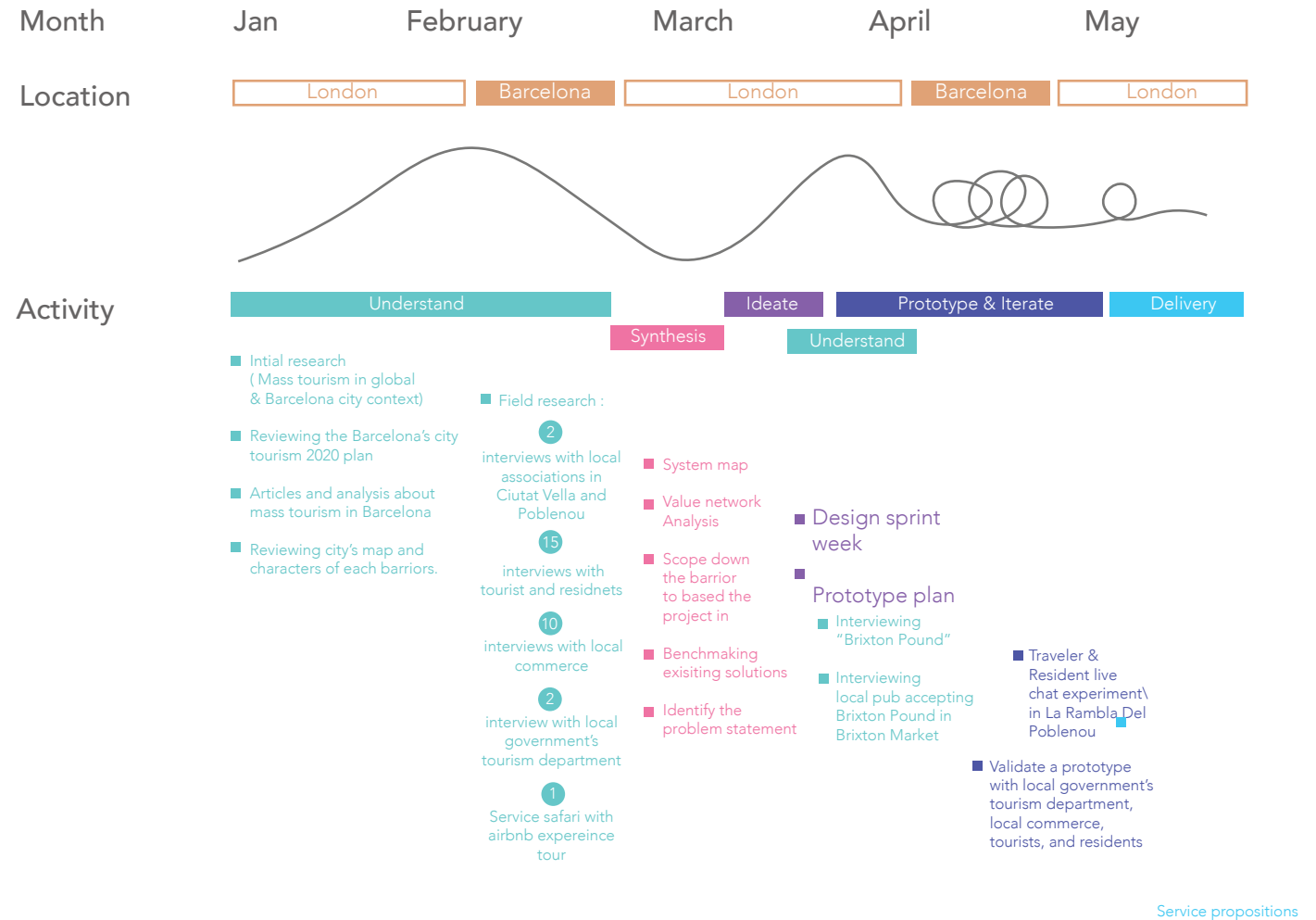
Bona city is my graduation project at the Royal College of Art. With a team of two people, we were traveling between London and Barcelona to looking at how we could use service design to help leverage resident's power to create a new tourism model that benefits both the resident and the tourist for a better co-existence in the city.

With the belief in bottom-up solutions, we asked what the minimum action an ordinary person could do to create the city they want to live or travel in?

Bona City is a platform that addresses the challenges that mass tourism brings to Barcelona city and its residents, by leveraging its rich culture and technology to shape high-quality tourism and strengthen local culture.

The process

Traveling between London and Barcelona, we talked to local people on the streets, interviewed the local council, local innovation hub, neighbourhood associations, Barcelona's tourism department, local commerce, and tourists to understand their opinions about mass tourism, the existing solutions, and identify the future of the tourism they want to see. We, then ideate, create experiments and rapid prototypes with the people to test our assumptions.



Understanding mass tourism through Barcelona people's voice

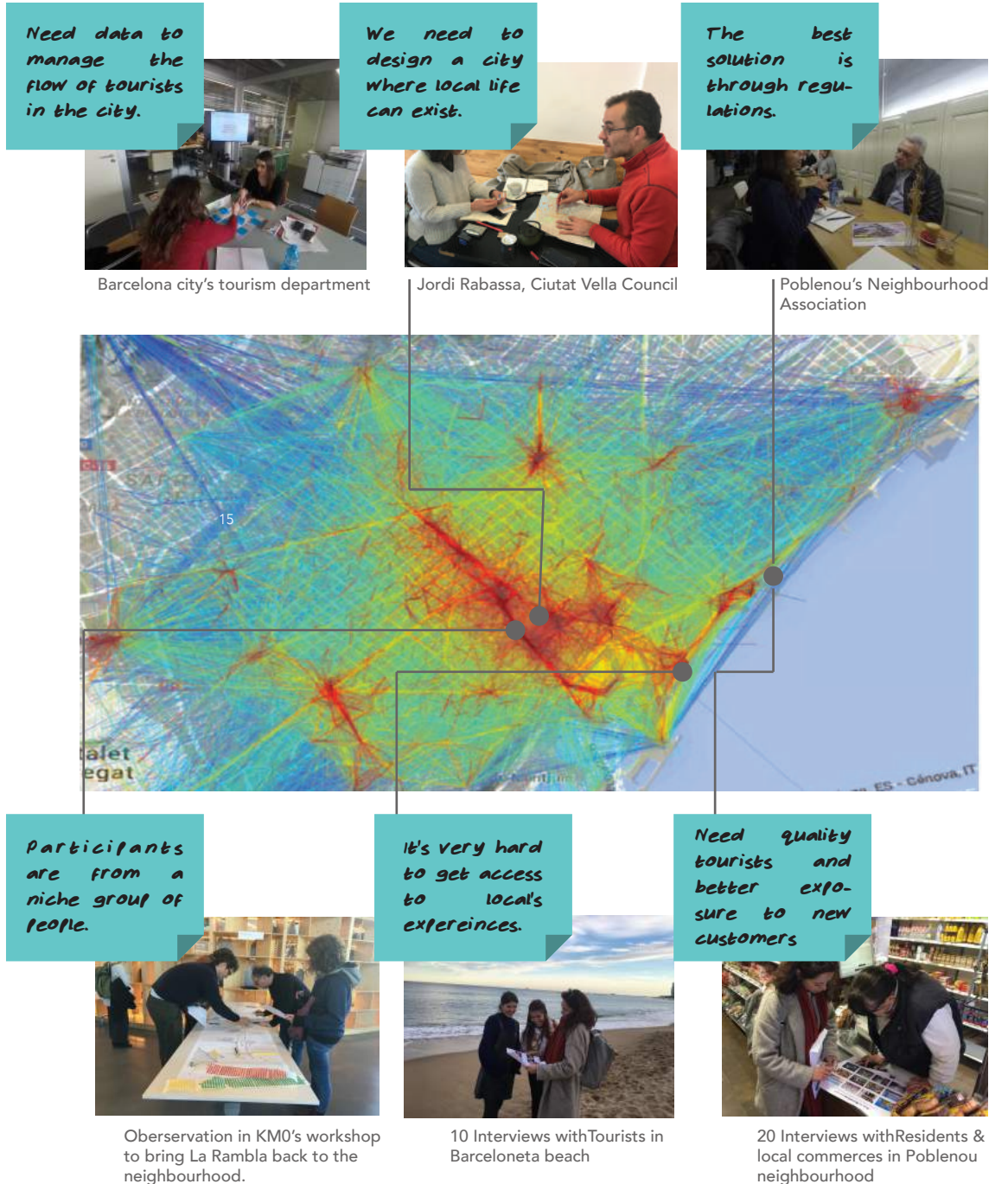
We started our research in London by reviewing mass tourism in the world and Barcelona context. We created a stakeholder map and managed to contact all stakeholders to interview in person and design informal surveys to start conversations with residents and travelers on the streets. We chose to do the field research in 2 types of neighborhood based on the city tourism's heat map ;

1.) Red area: the area with more densely tourist ;
Ciutat Vella, Barceloneta, La Rambla, and Gracia.

2.) Green area: the area with less densely tourist ;
Poblenou.

Our first filed research in Barcelona aimed at understanding ;

- 1.) how mass tourism affect the people's lives?
- 2.) what are existing solutions in the views of local government organizations?
- 3.) who are the tourist and how do they travel?

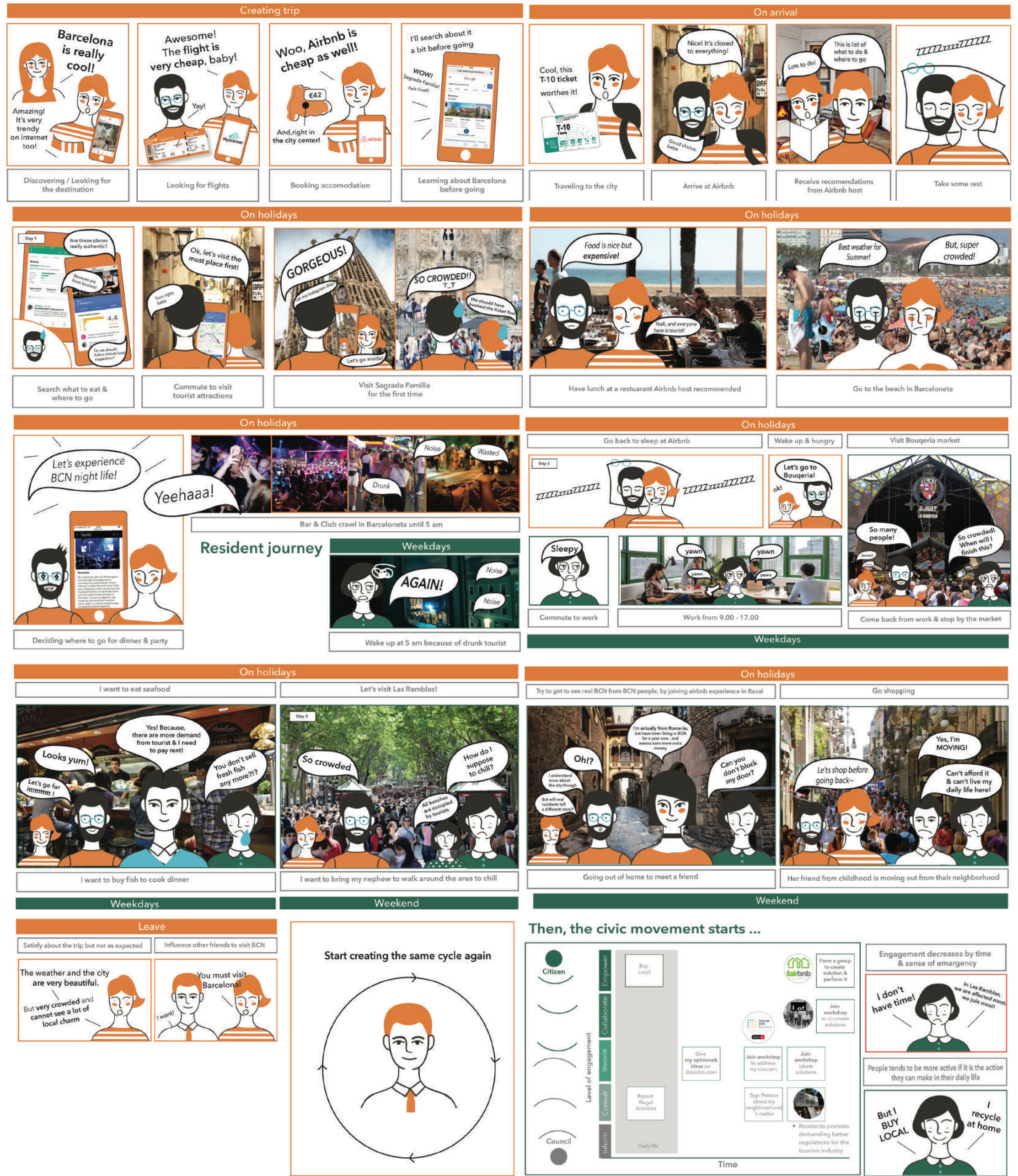


How tourist's journey affects the local's life?

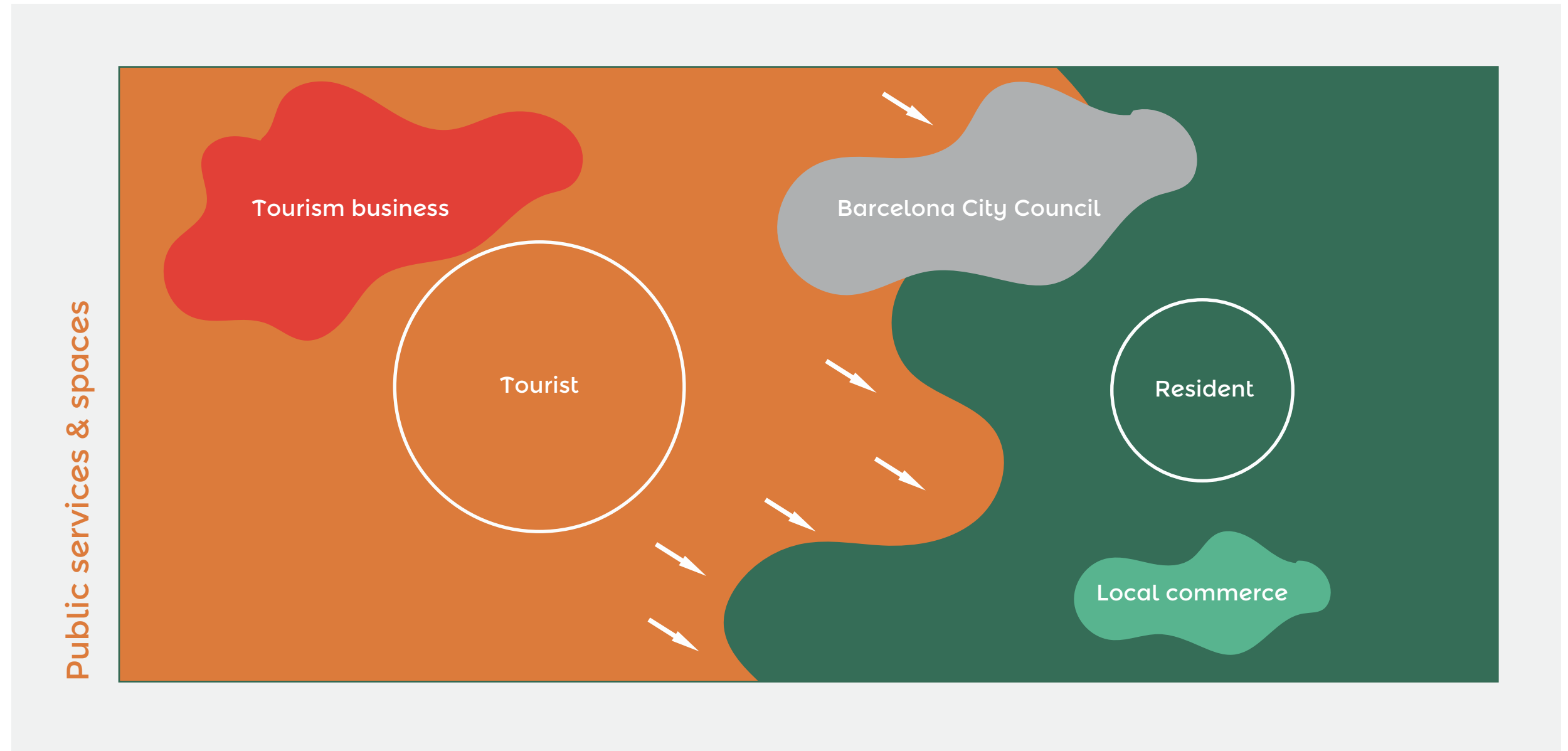
After the field research in Barcelona, we gathered all the information to create the co-existence journey between tourists and residents to understand their experiences in sharing the same space in the city.

The journey visualises both parties' emotions, tools that have been used, and how gentrification and overuse of public space have been triggered.

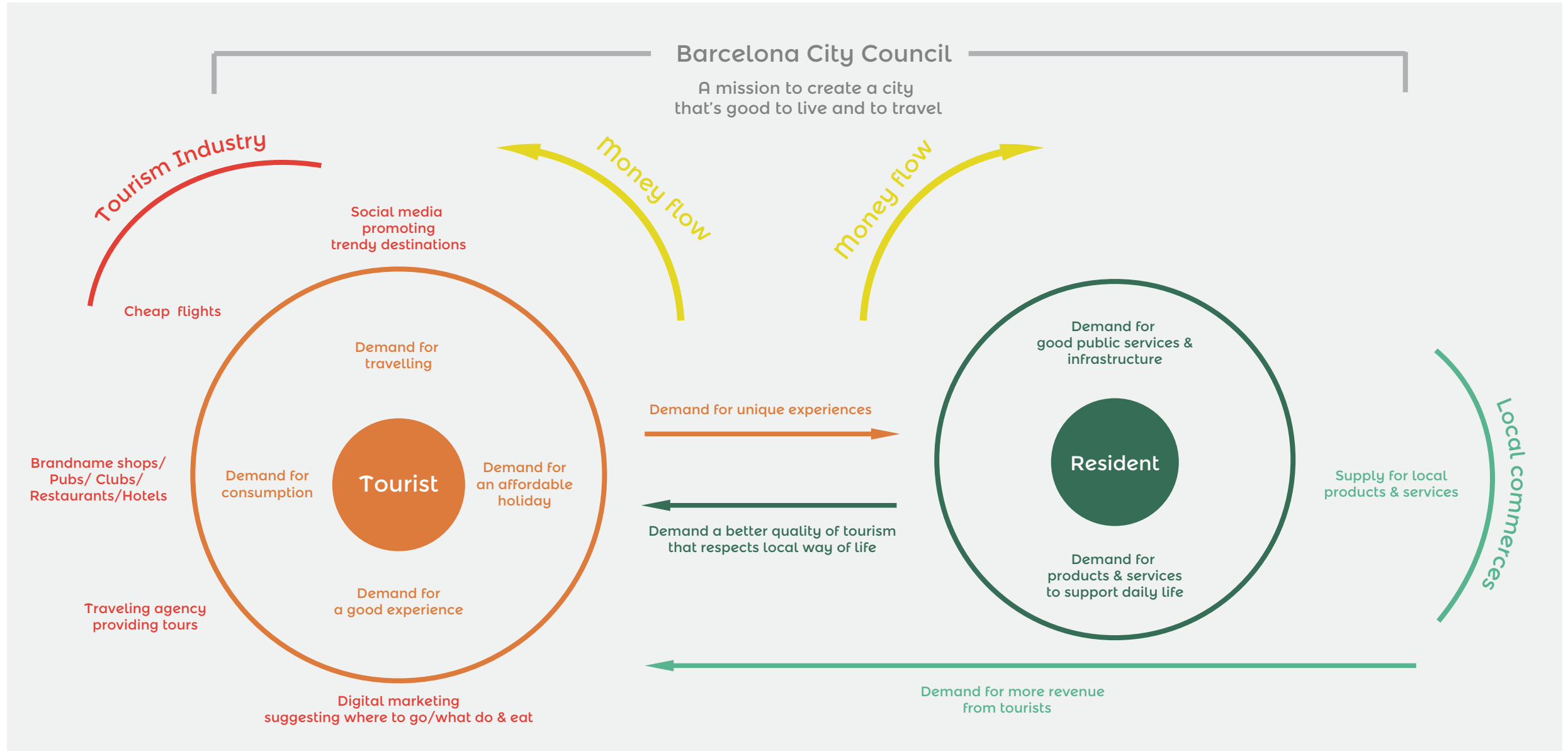
Tourist journey



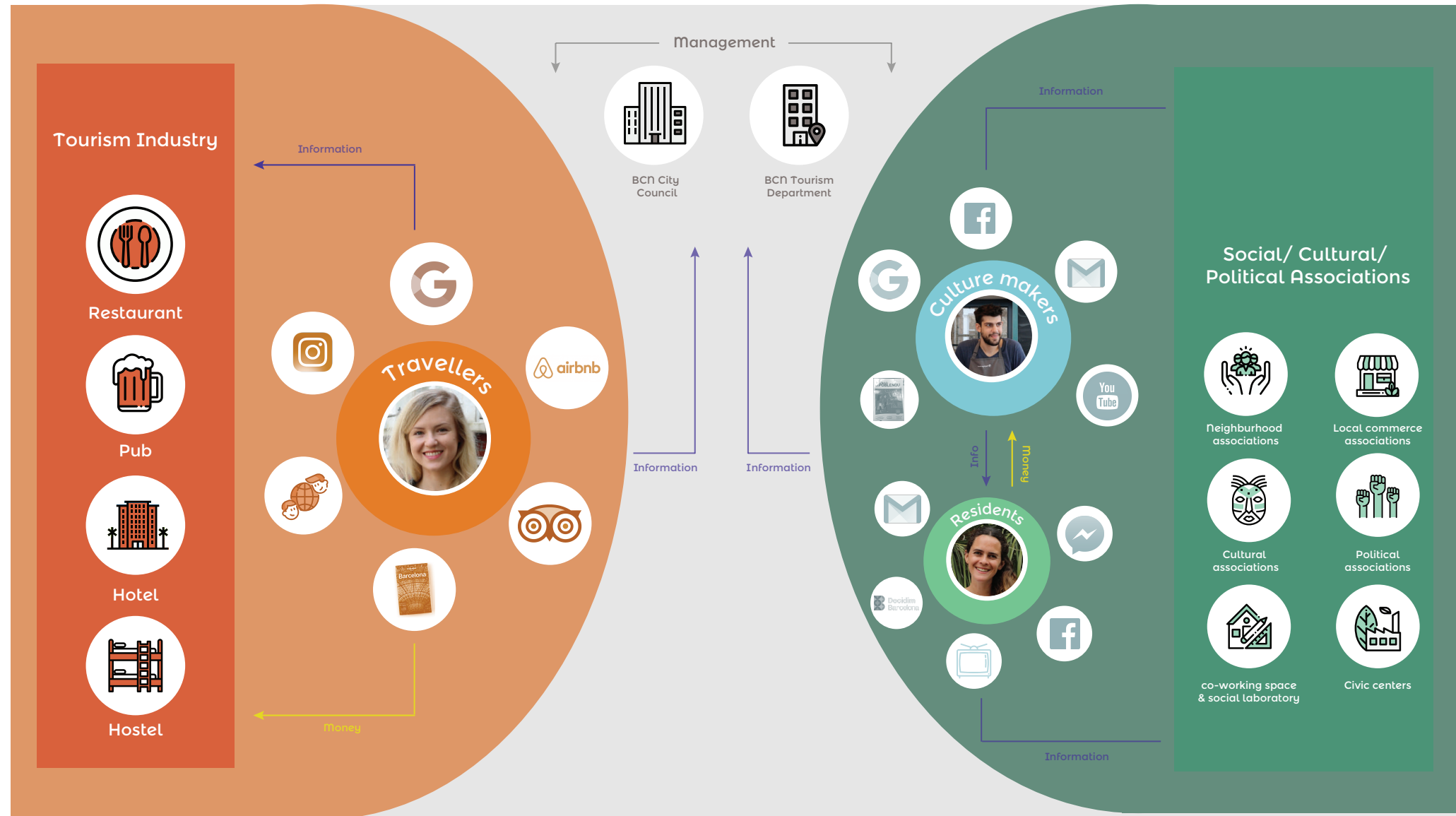
How mass tourism invades Barcelona City?



Value network



The existing digital channels



Synthesis

Insight#1: Invasion of mass tourism in the local neighbourhood is created by a different demand in products and services of the tourist.

By analysing the value network and money flows between tourists, tourism businesses, residents, local commerce, and the city's council, we found that this invasion derives from higher demand from tourists due to its excessive number. The market, as a result, are offering products and services to answer more of the tourist's favor than to the local's. Residents are moving out from the city center and tourist attractions due to the rising housing price and the neighbourhood that doesn't support their daily life anymore.

Insight#2: There are some demands in stakeholders that are not fulfilled yet because the lack of the channel to connect them

1.) **Tourists** : a demand for local and authentic experiences.

2.) **Residents** : a demand for a balanced number and a better quality of tourists that respect the local way of life.

3.) **Local commerce**: a demand for a higher market share in tourism industry.

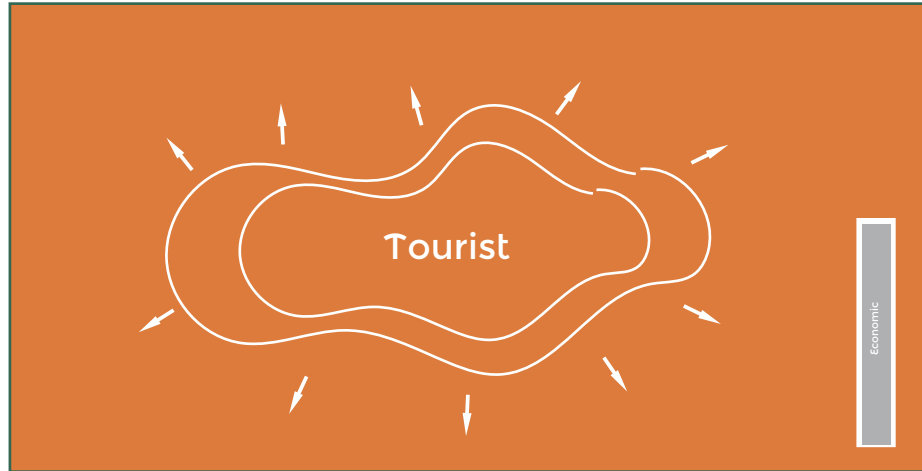
4.) **Local council** : a demand to create a good city for the resident to live and the tourist to travel.

The problem statement

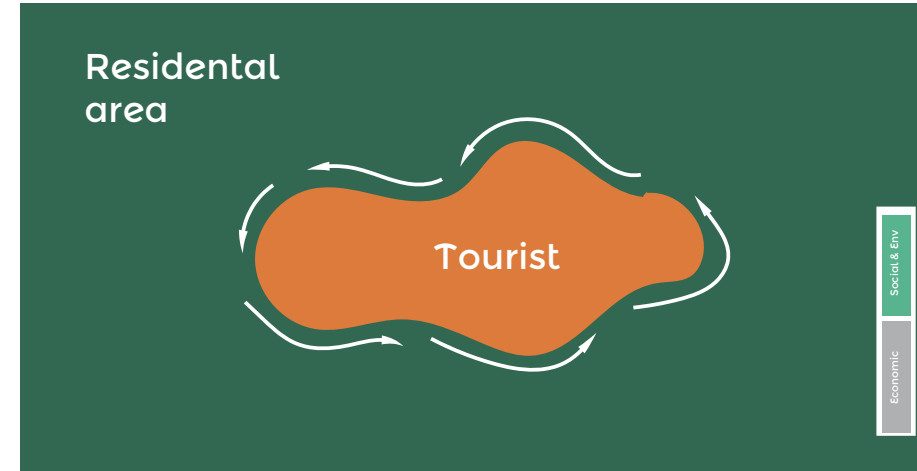
How might we leverage **resident's power** to facilitate an ecosystem where the local neighbourhood can create the tourism model that benefits both **tourists** and **local residents** considering the distribution of **economic benefits** and the protection of residents wellbeing and local culture ?

Define the future scenario

Future scenario 1 (Extreme) : The whole city become a tourist city



Future scenario 2 : Regulate to limit the touristic area in the city

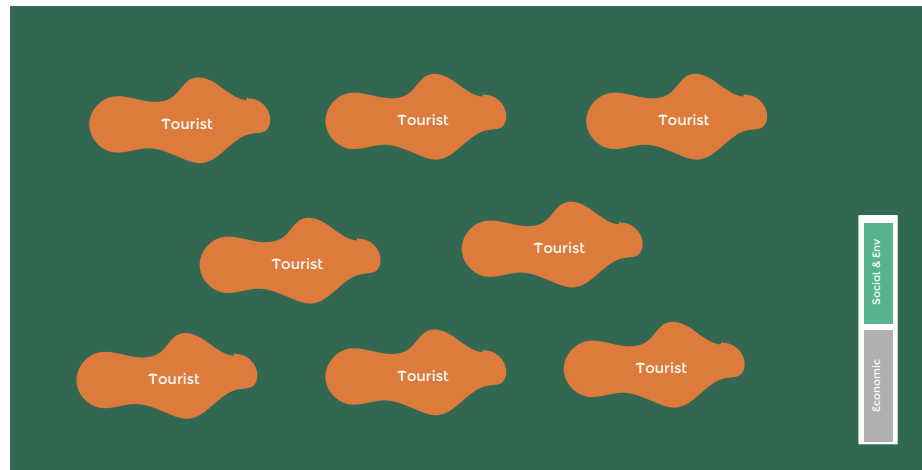


We speculated the future scenarios and asked residents what they want to see in the city's tourism. Most of the answer is voted for **the scenario 3 - distributing the number of tourists to other neighborhoods.**

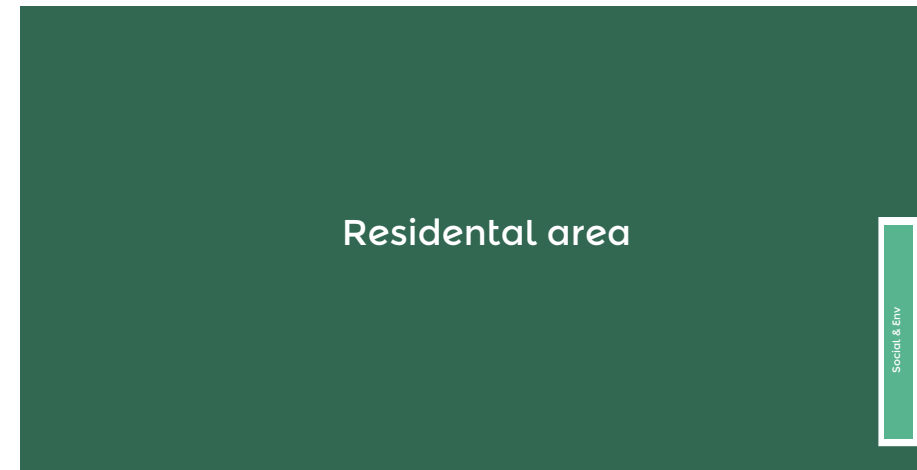
This goes well with the city's council perspective of seeing tourism as an inherent and inseparable part of the city.

Our next question is how not to make it invade the local way of life again?

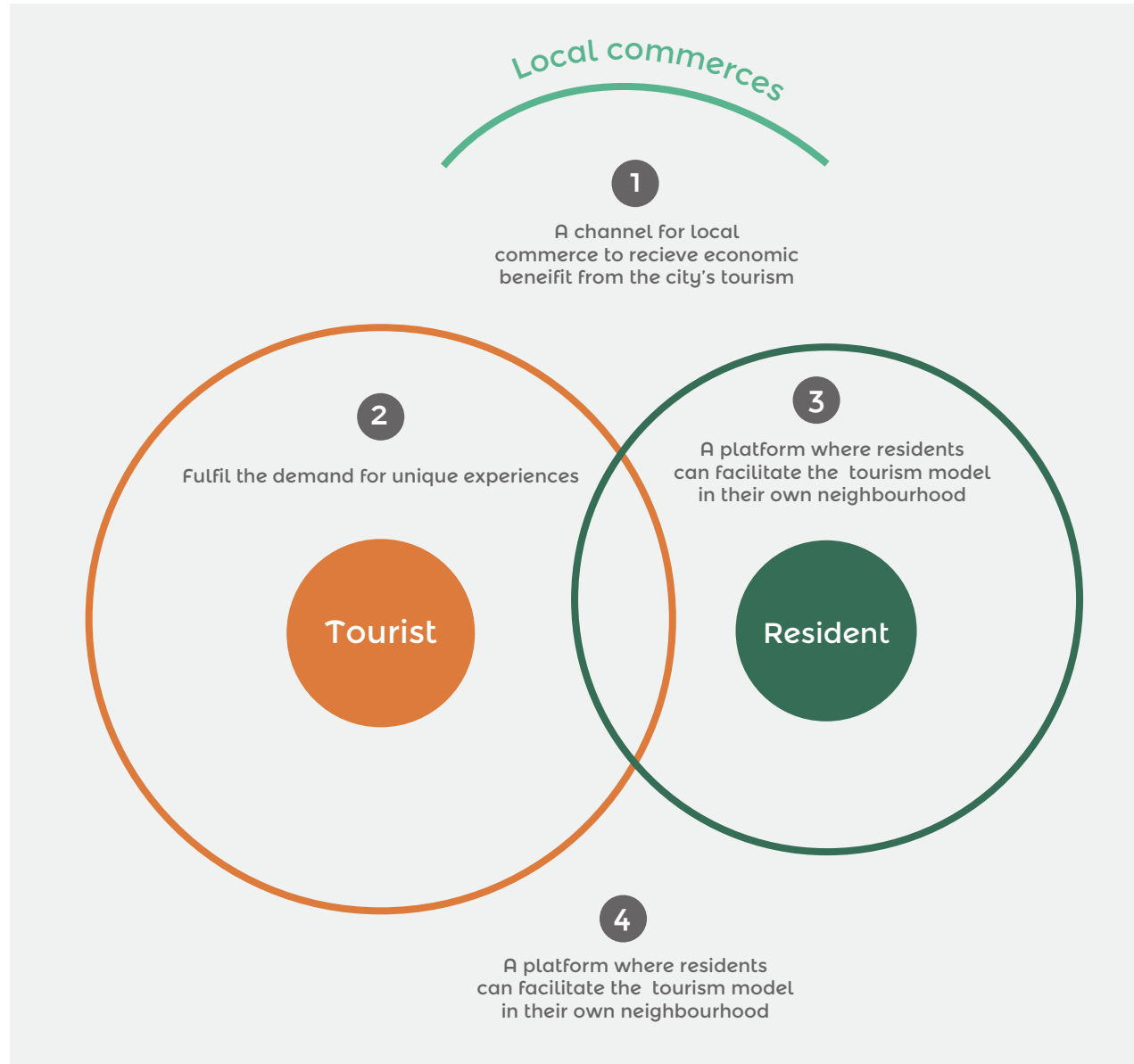
Future scenario 3 : Distribute the tourists in other neighbourhoods



Future scenario 4 : Tourists are not welcomed. So, nobody visits.



The strategy



“ How to create the tourism that works for the city, not the city that works for the tourism?”

After synthesizing all insights and opportunities, we decide to approach mass tourism in Barcelona by filling in the demands of stakeholders that haven't been fulfilled yet with a platform that connects tourists to the rich of Barcelona local's culture and distribute the economic benefits of tourism to the local economy.

By starting in Poblenou neighborhood where mass tourism challenge has not yet been presented, we aimed to develop it as a model where other neighborhoods can adopt to protect the local well-being and culture from tourism in the future.

Ideate & Experiments

We ideated in London and created rapid prototypes in Barcelona to find out what tool could best connect tourists to local experiences and generate economic benefits for the local economy.

// Experience //

1

Local guide platform

Insights :

There's a limited channel to connect tourists to the real local experiences.

Hypothesis :

If we have this channel, the tourist will choose to travel and experience real local culture.

Test :

Present the idea to Tonet Font, Innovation Department, Barcelona En Commu.

Feedback :

How different from airbnb experiences?

Why will residents want to be a guide?

What if people start to fake the authentic experiences?

// New currency //

2

Peca Nou, Local currency of Poblenou

Insights :

1.) Economic benefits from tourism are leaking from the local economy.
2.) No incentive for both residents and tourists to spend their money in local commerce.

Hypothesis :

Local currency will give people the incentive to spend local and make the resident be proud of their neighbourhood.

Test :

Service safari and interview Brixton pound team and the pub that accepts Brixton Pound in Brixton market, London.

Feedback :

Have a limitation in liquidity

could help strenghten the local community, but might not change the tourist demand

Why will the tourist exchange to the currency if they stay only 3 days and already use Euro?

// Information //

3

Live chat with the Locals

Insights :

Information provided on the guidebook and internet, such as TripAdvisor and Google reviews, is generated by the tourism businesses.

Hypothesis :

If the resident has a channel where they can generate their own neighbourhood story, it will help set the new demand for local experience in tourists.

Test :

- Ask tourists what they want to ask to the residents.

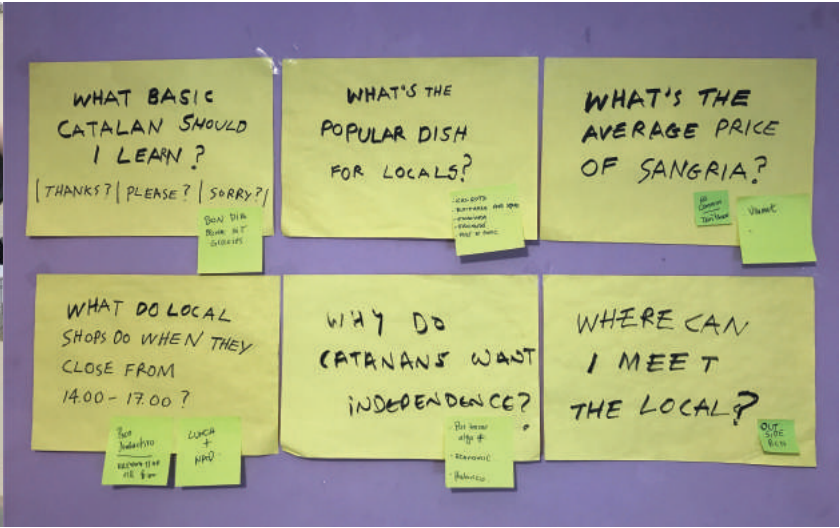
- Ask residents to answer those questions

- Ask residents what they want tourists to know before visiting Barcelona.

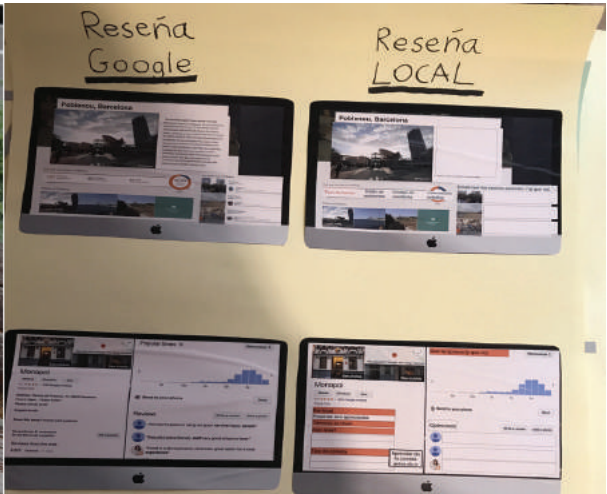
Feedback :



Questions from tourists [Poblenou beach, Barcelona]



Answers from residents [La Rambla del Poblenou]



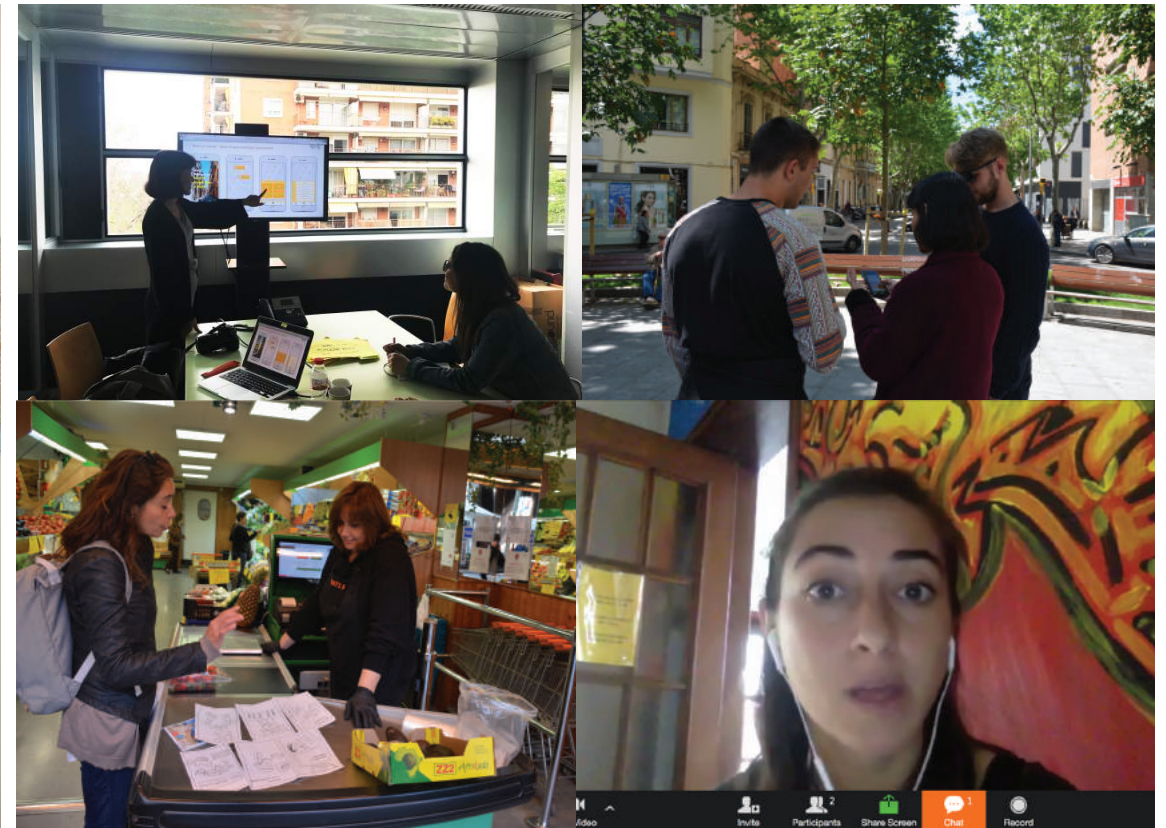
Things that residents want tourists to know about their neighbourhood [La Rambla del Poblenou]

Rapid prototypes and Validations

We collected feedbacks from experiments to create rapid prototypes to test with local commerces in Poblenou, tourists, residents, and the Barcelona tourism department. We iterated again in London



Rapid prototypes after experiments in Barcelona.



Validations with Tourism department of Barcelona city Council, tourists, local commerce, and residents.



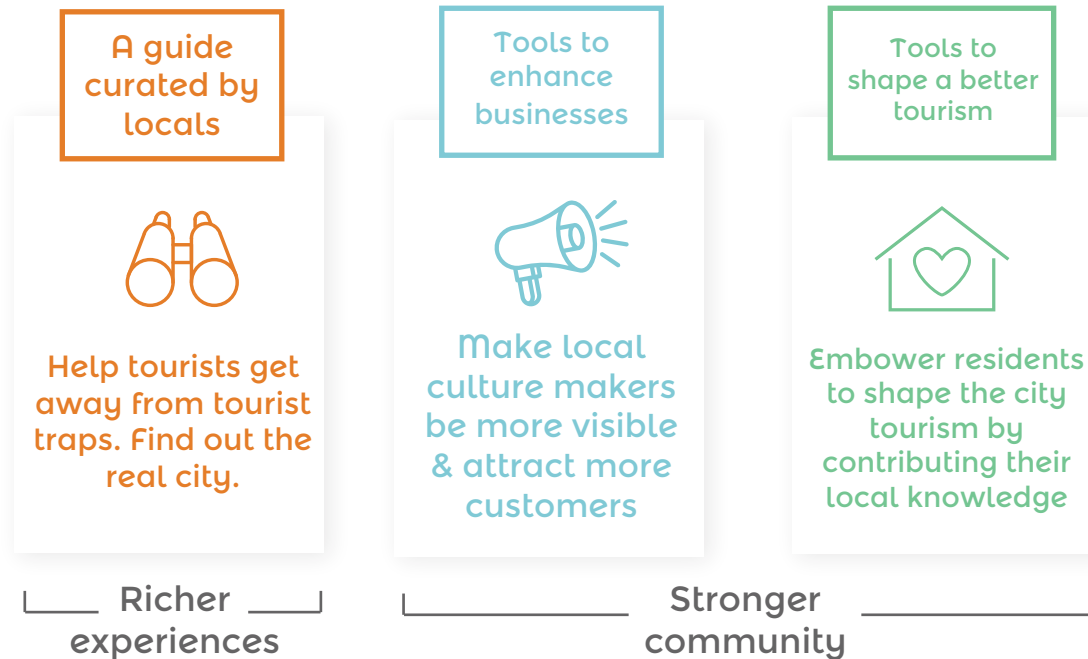
Enabling tools
to shape your city



2 Minutes
Intro video

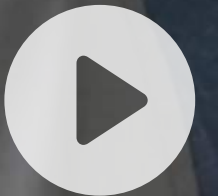
Bona City : Enabling connections for a better city

A platform that enables connections among travelers, residents, and culture makers to interact, collaborate and support each other by contributing their collective knowledge to shape a better city together.

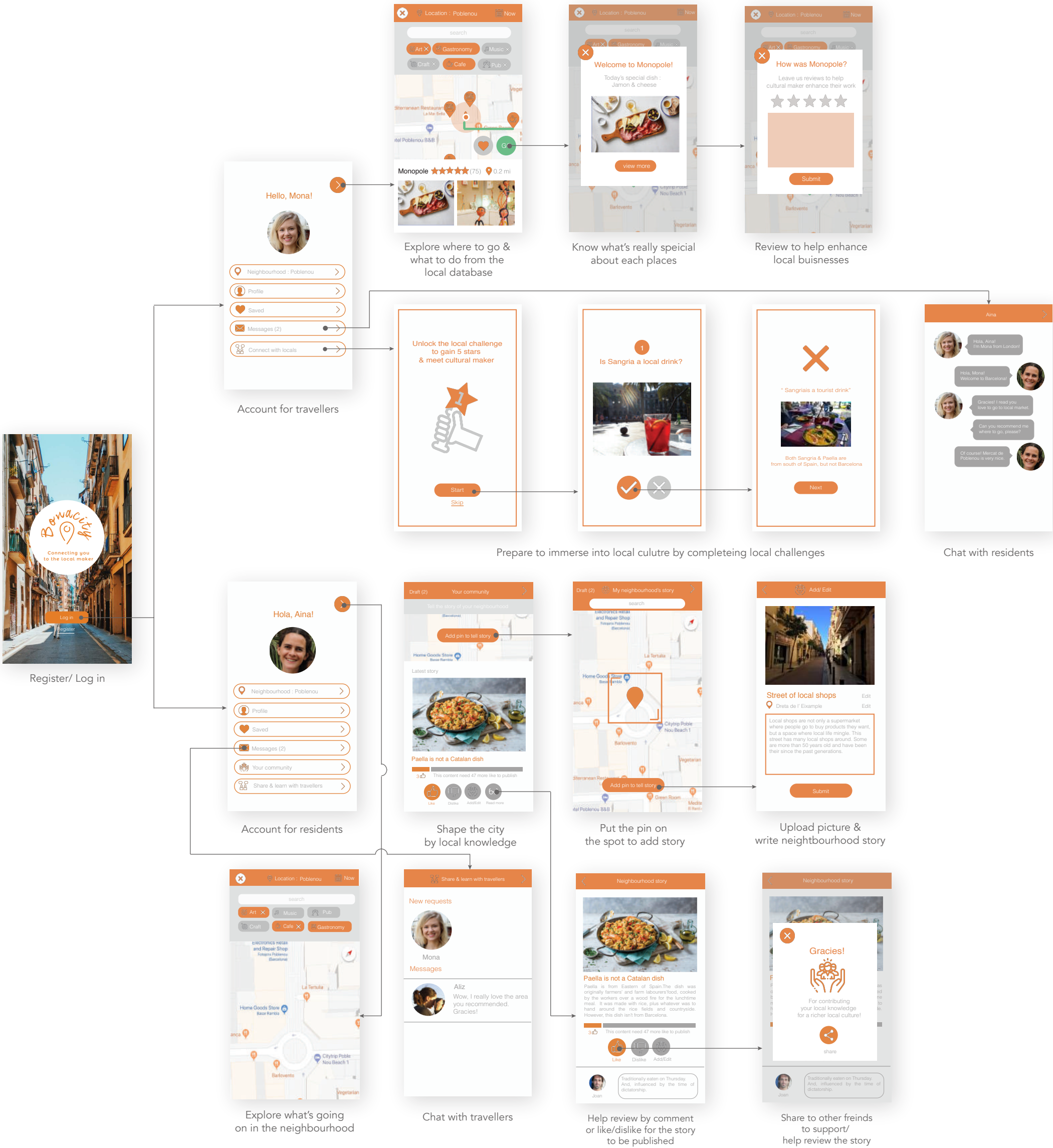




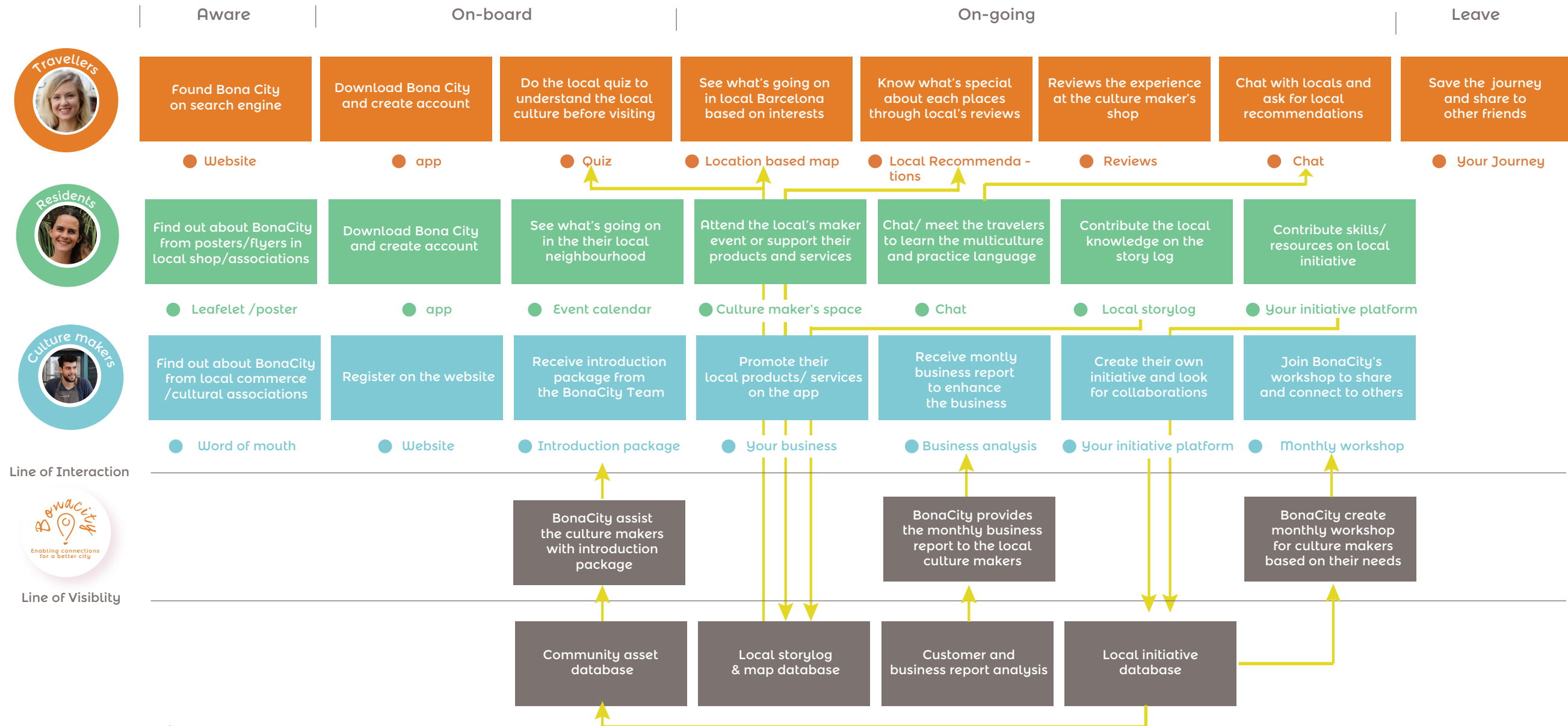
Watch how Bona City works



Key wireframes for tourists, residents & local makers

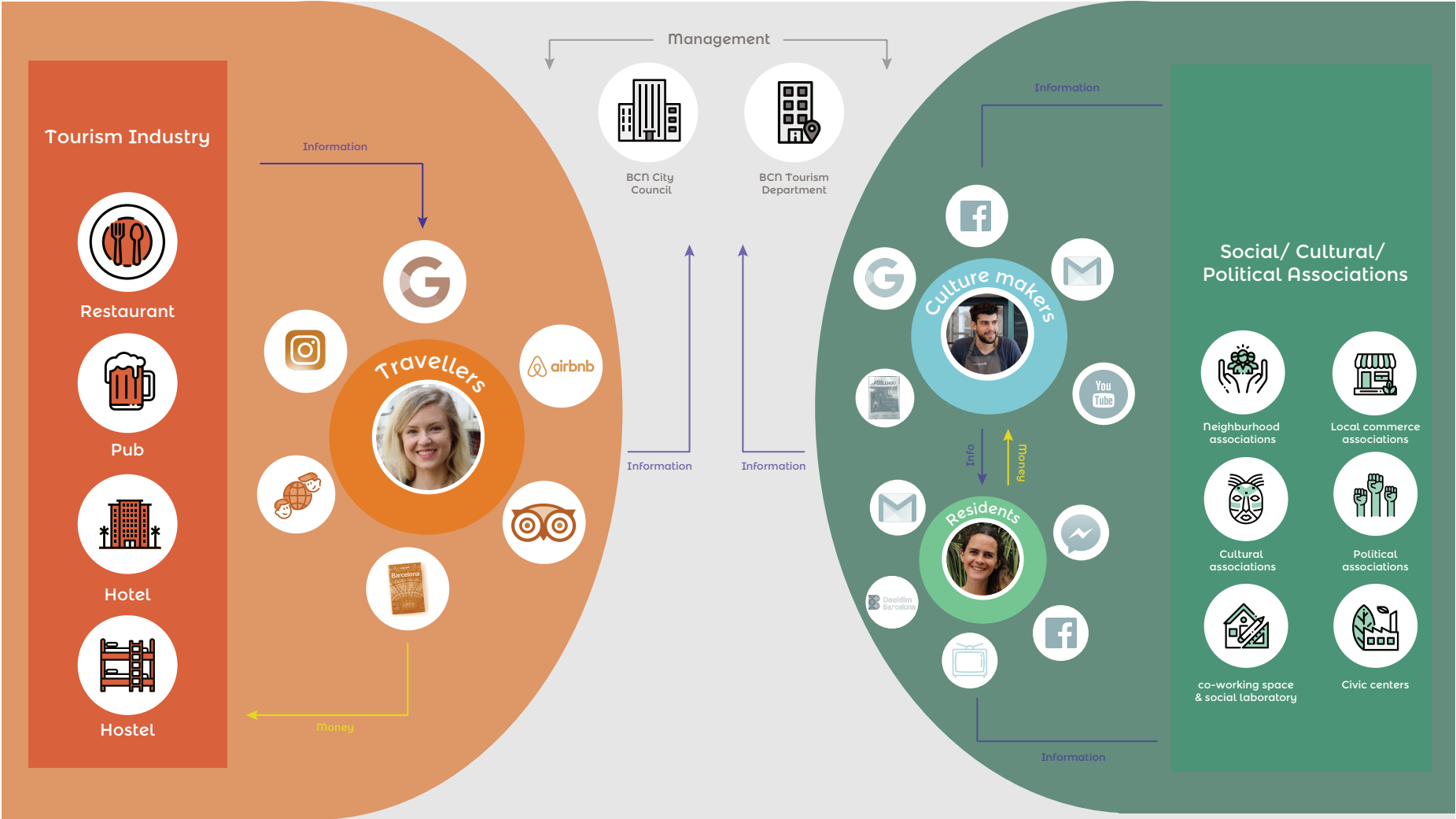


Service Blueprints & Data Flow

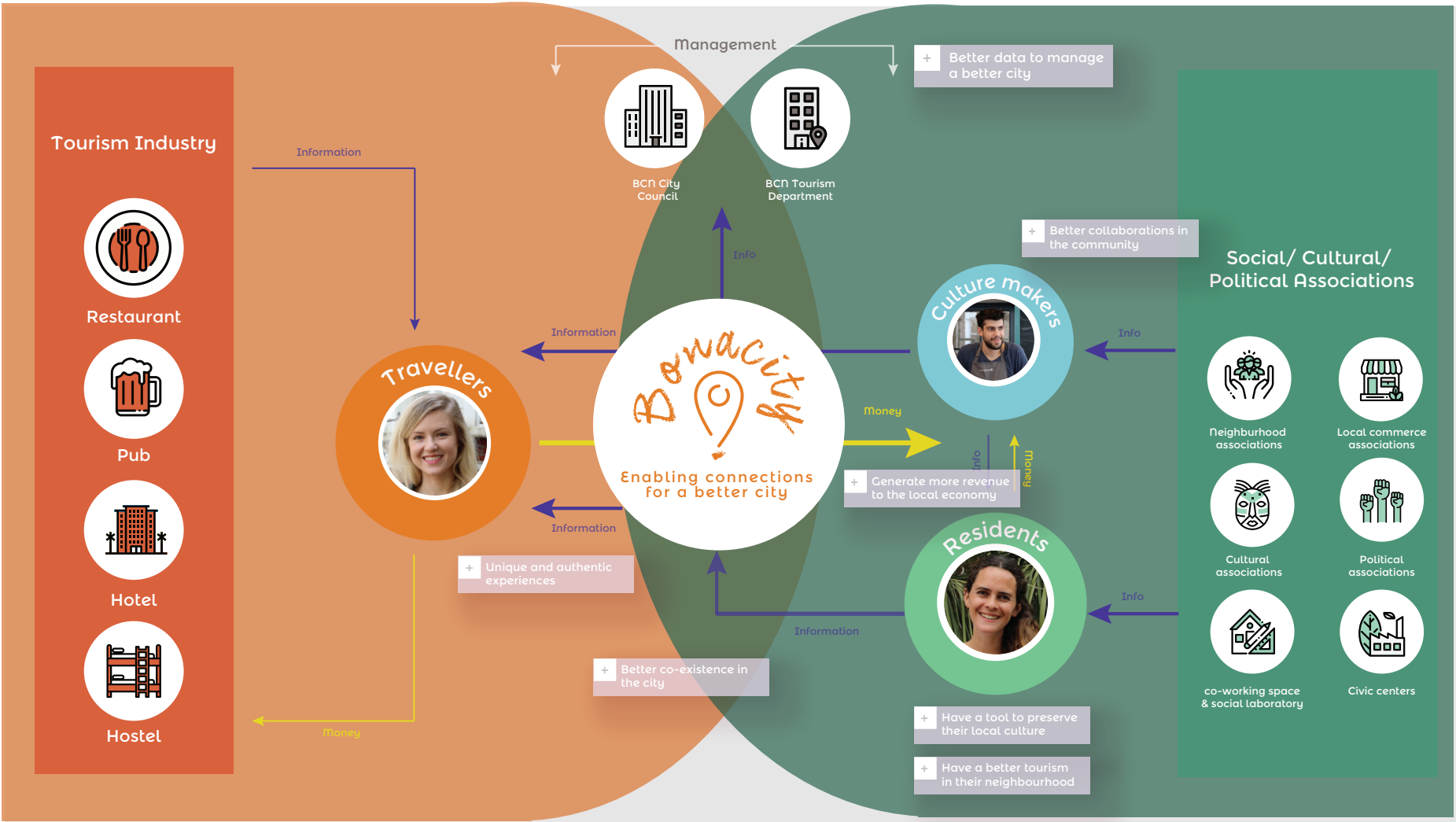


System map

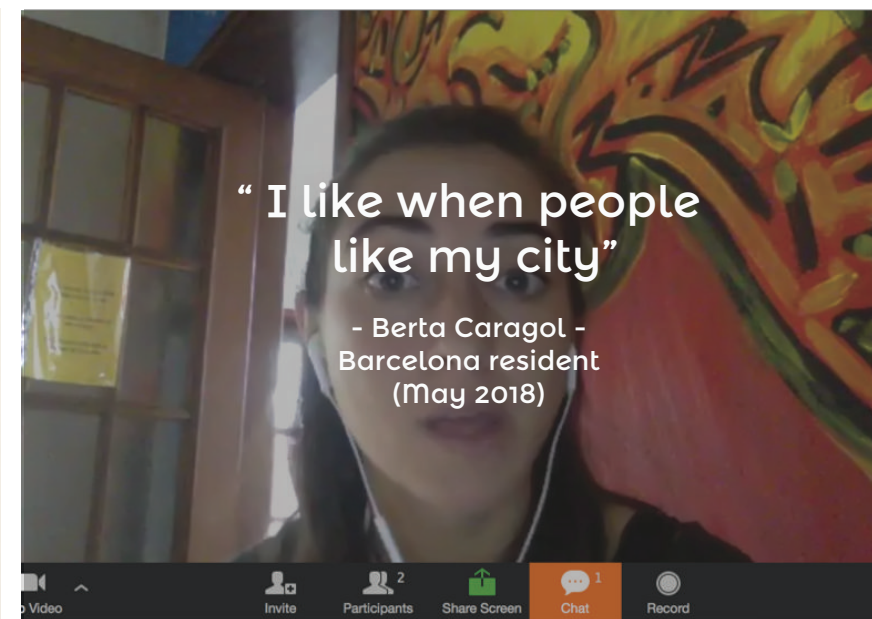
From disconnected



To connected



The feedback





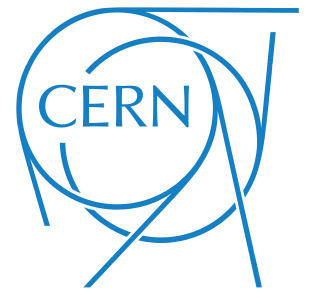
Partner : CERN Knowledge Transfer, Switzerland
Team : Thanyawan Eamsonthi, Becky Miller

Time frame :
3 months (Oct - Dec, 2017)

My roles : User research, System analysis,
Interdisciplinary design, Design strategy, UX/UI

In collaboration with CERN - the birthplace of the World Wide Web and the Large Hadron Collider, we have got a brief to apply CERN's disrupting technology to address the UN's Sustainable Development Goals. Our team explored how CERN's particle detector technology, combined with open APIs, could lead to greater transparency in supply chains and ethical opportunities for the fashion industry - the world's second most polluting industry (after oil).

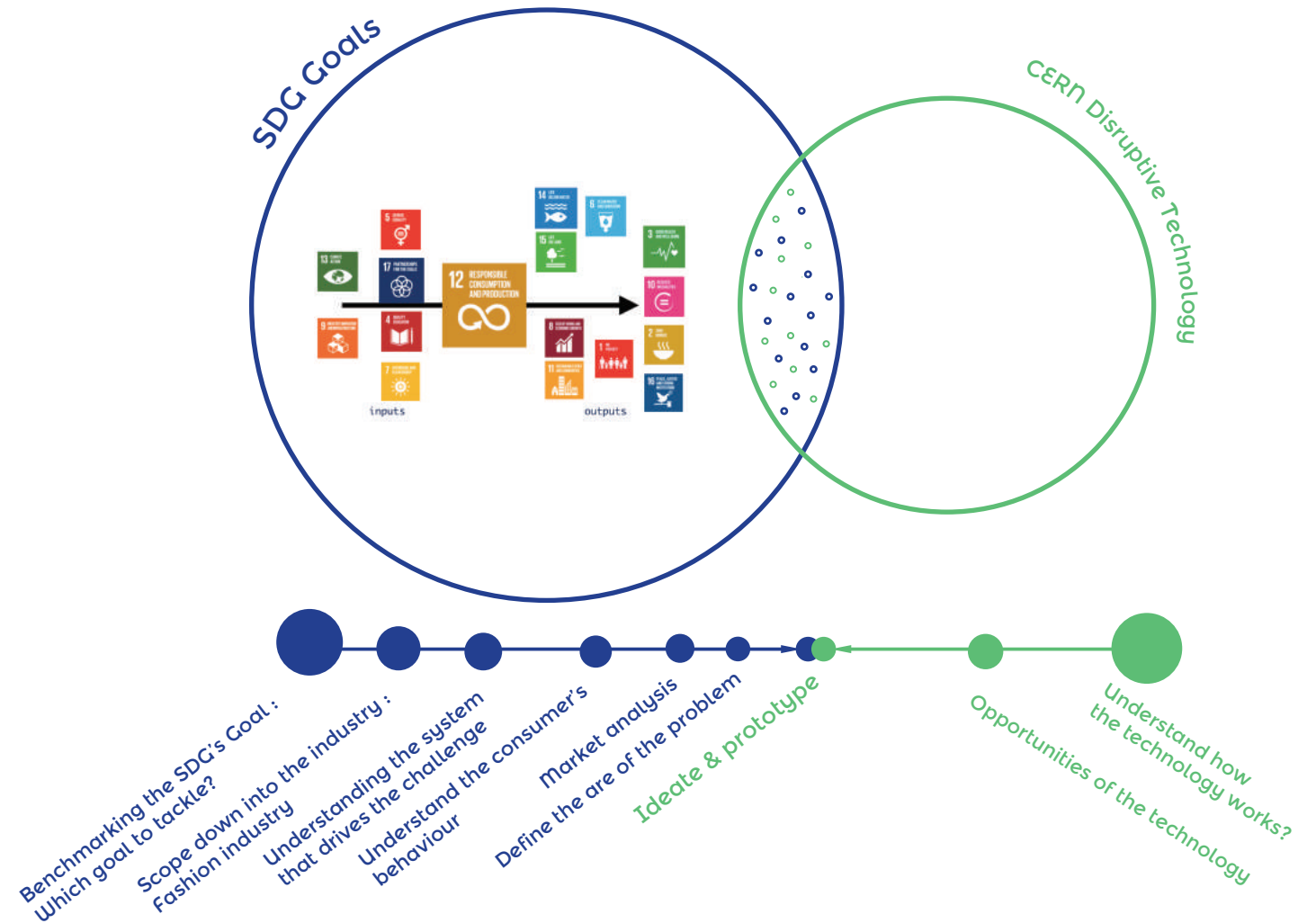
We prototyped Shiva - the virtual fashion blogger who draws on real-time supply chain data in order to match shopper's style preferences to more ethical and sustainable garments. Shiva will also encourage circulation consumption patterns by providing a platform for shoppers to exchange pre-worn garments to others. We imagine a social network service such as Shiva to leverage growing ethical consumer demand to a necessary shift towards more socially and environmentally responsible practices throughout the entire fashion supply chain.



The process

We approached the brief of applying CERN disruptive technology to address the UN's sustainable development goal in a parallel process. We started by understanding CERN disruptive technologies at Idea Square in Geneva, Switzerland in the first week of the process. We came back to London to benchmarking the SDGs' goal, chose to tackle SDG goal 12: Responsible consumption and production, and scope down into the Fashion industry - the second most polluting industry in the world.

After scoping down to the fashion industry, we then started the double diamond process. We researched to understand the fast fashion industry by reading articles, watching documentaries and analyzing existing solutions. We created a system map, stakeholder map, and interviewing teenager consumers to understand what drives shopper's behavior. We defined the point in the supply chain to tackle and ideating with the opportunities of applying the CERN particle detector as part of the system to address challenges from the fast fashion industry.



Understanding The system that drives fast fashion industry

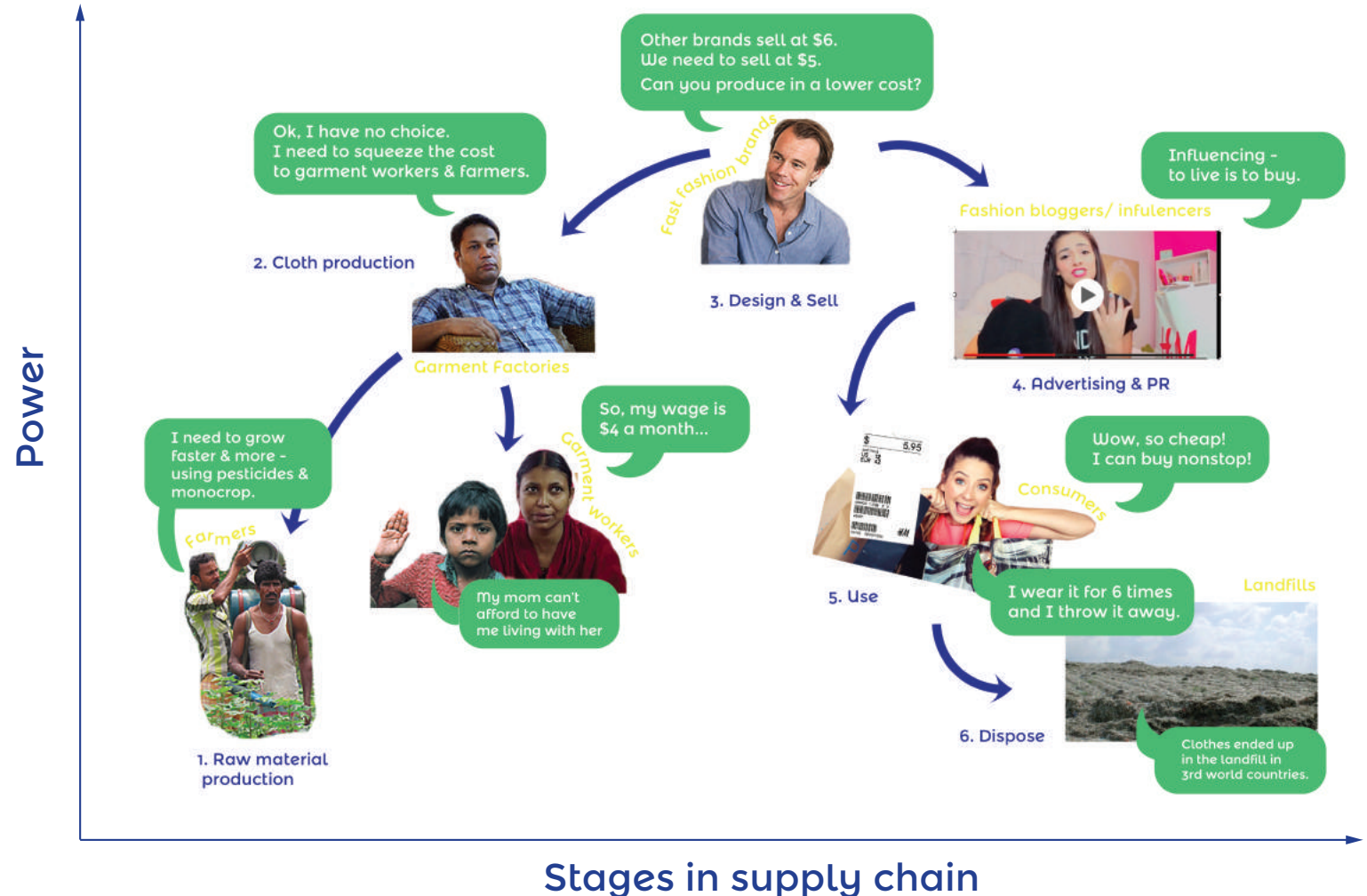
Action

Analysing the power relationship of all stakeholders in the fashion industry supply chain to understand what drives the existing polluted system.

Key finding

Insight#1 : The cycle of fast fashion is driven by the urge to buy cheap clothes and the unawareness of hidden costs in the supply chain

Fast fashion drives the pace of design to move on the catwalk very quickly. Emphasis is on optimizing certain aspects of the supply chain for these trends to be designed and manufactured quickly and inexpensively to allow the mainstream consumer to buy current clothing styles at a lower price. This creates adverse ripple effects to the upstream production - from working and health conditions of farmers and garment workers to the toxic environment from the waste of production process. These hidden human and ecological costs have never been revealed in the price tag or rarely put in the criteria of purchasing decision.



Understanding

What drives shoppers to keep buying?

Action

Interviewing teenager shoppers to understand what influence their purchasing decision

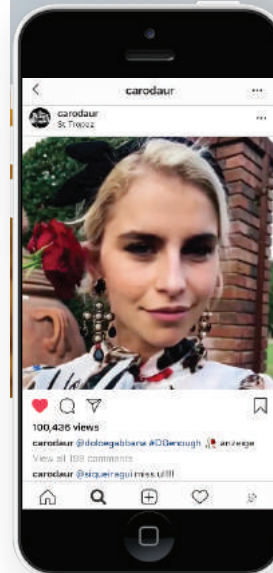
Key finding

Insight#2 : Consumers are influenced by social medias before their retail experiences.

Relatively more potent than price, the social media, especially Instagram, has become the top social platform which influences fashion demand in the consumer.

Often indirectly through fashion bloggers, consumers are influenced on a daily basis, not only how to dress, but also how to spend their life - eating, traveling, etc., which they tend to meld styles they like into their own online identities eventually. Crucially, we realised from interviewing regular fashion shoppers that despite shoppers best intentions, any ethical credentials would be viewed as a bonus rather than a core criterion. The critical decision point in the customer shopping journey is when they are browsing on the trend and design preferences, most often via fashion bloggers on Instagram, rather than an actual retail experience. Hence, solely adding the supply chain information in the price tag will be a miss of the opportunity.

I love shopping.
I follow many fashion bloggers on instagram. They inspire me how to mix and match my style.



♥ 97 👤 80 💬 53

When I go out to buy new clothes, I have already got an idea of what to buy. I just go around shops to search for the item I already have in my mind.

**Sophia, 25 years old,
student, London UK**

Understanding

Where are existing solutions tackling?

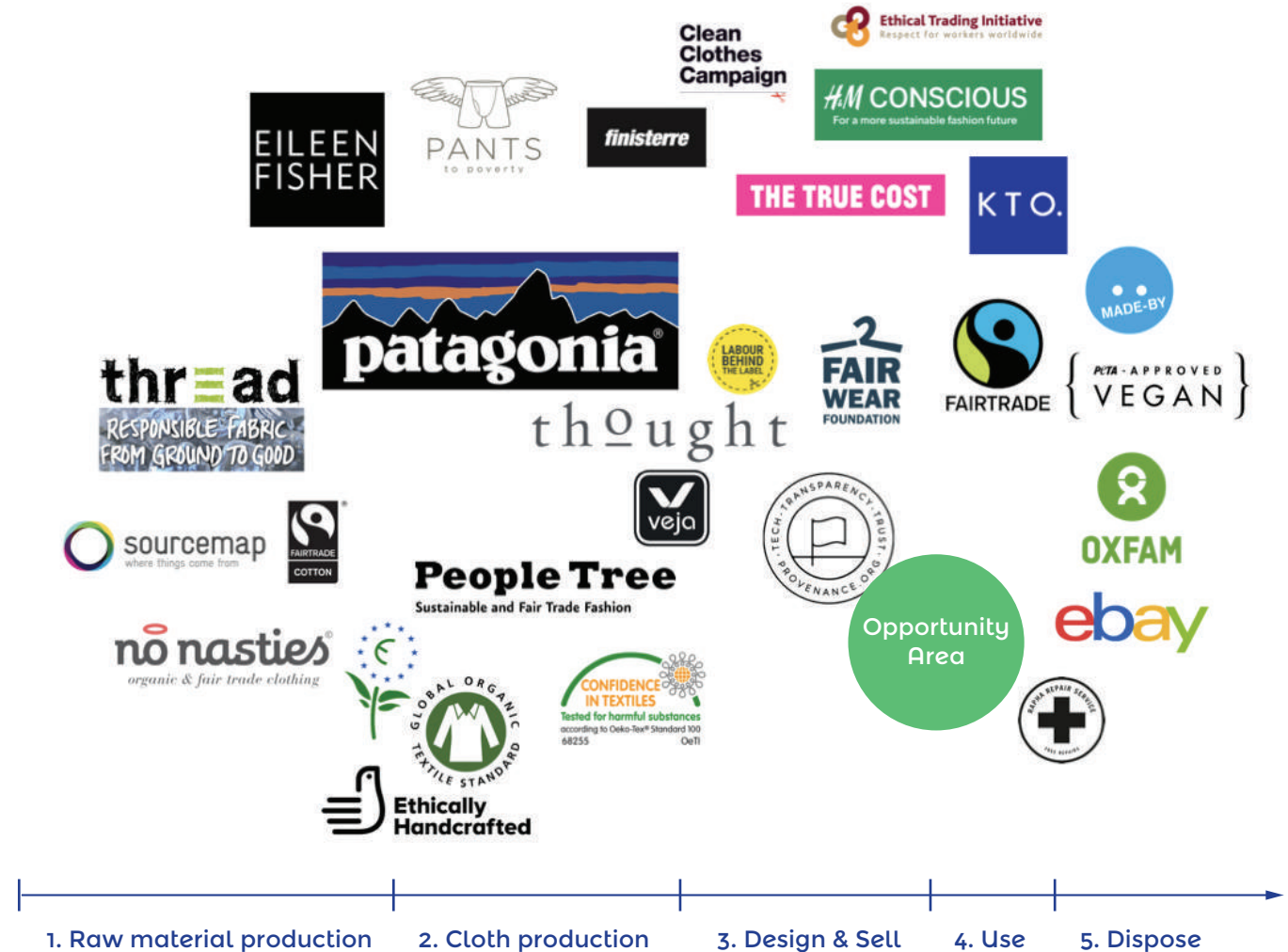
Action

Market analysis of the existing solutions in the supply chain to find the opportunity area to tackle

Key finding

Insight#3 : Many attempts for sustainable fashion have been made around the up-stream production, but not in the phase of consumption.

Existing actions for sustainable fashion is tackling the problems in a different stage of the supply chain. From sourcing better materials to forming a coalition for more sustainable growth; most of the solutions are focused on the upstream production and the disposal. Although there were solutions that are creating awareness through the story of the supply chain, they target a very niche group of consumer is already be aware of the environment and social effects. However, there is still a lack of tools to nudge mainstream consumer to value and have more demand for the ethical fashion, and, then, have a platform to buy ethical fashion apparel.

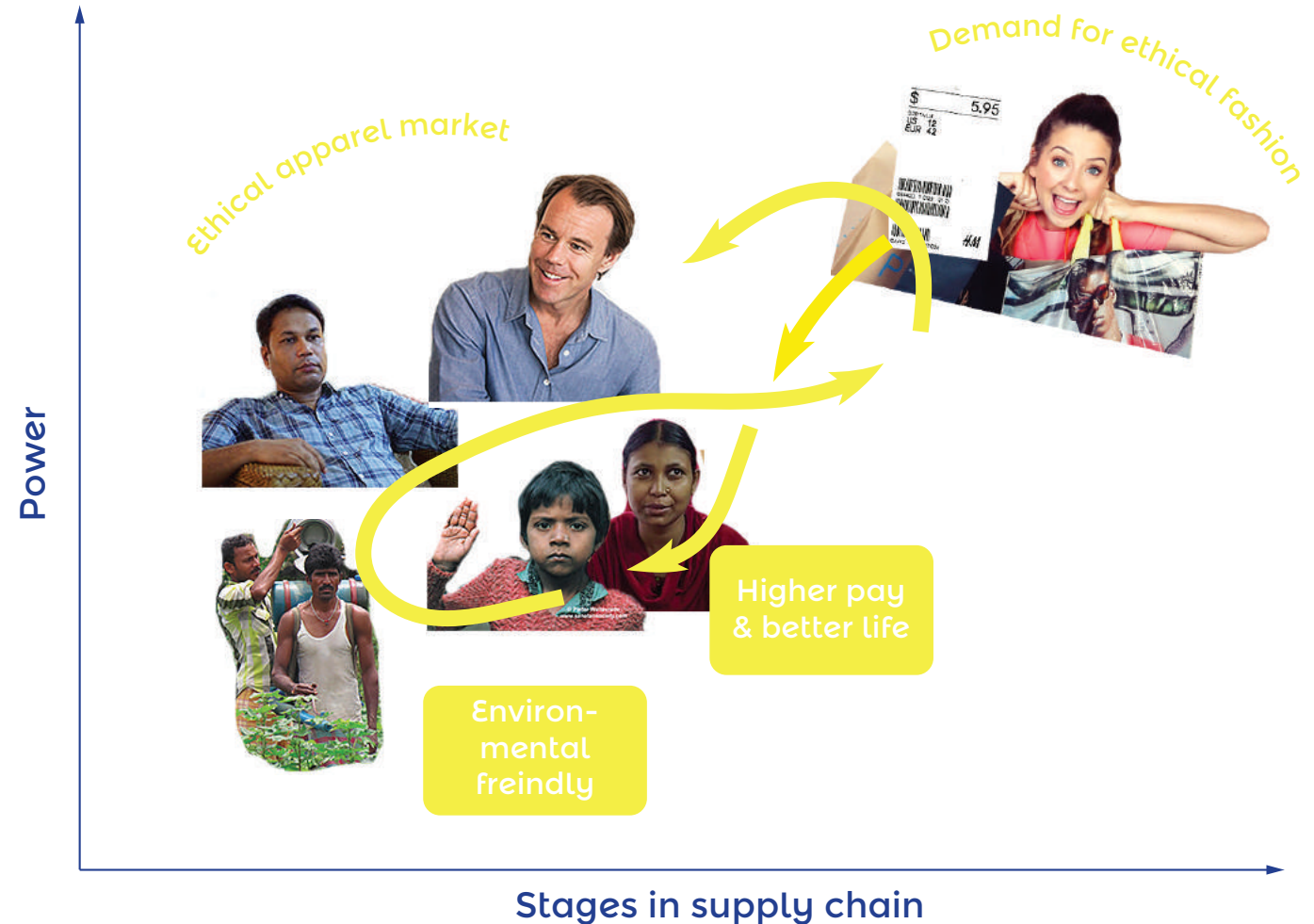


Define

How to switch demand among shoppers from 'fast' to 'ethical' fashion and create a 'ripple effect' that is passed on all the way down clothing supply chains through retailers, brands, manufacturers and suppliers?

We speculated on the future of the fashion industry in the current stakeholder map and asked: **"what if we can regenerate an ethical fashion market by creating a demand in the consumer?"**. Apart from awareness, we also aim to provide a tool where the consumer can buy from the ethical apparel brands, as well as, making a stronger coalition between the brand themselves.

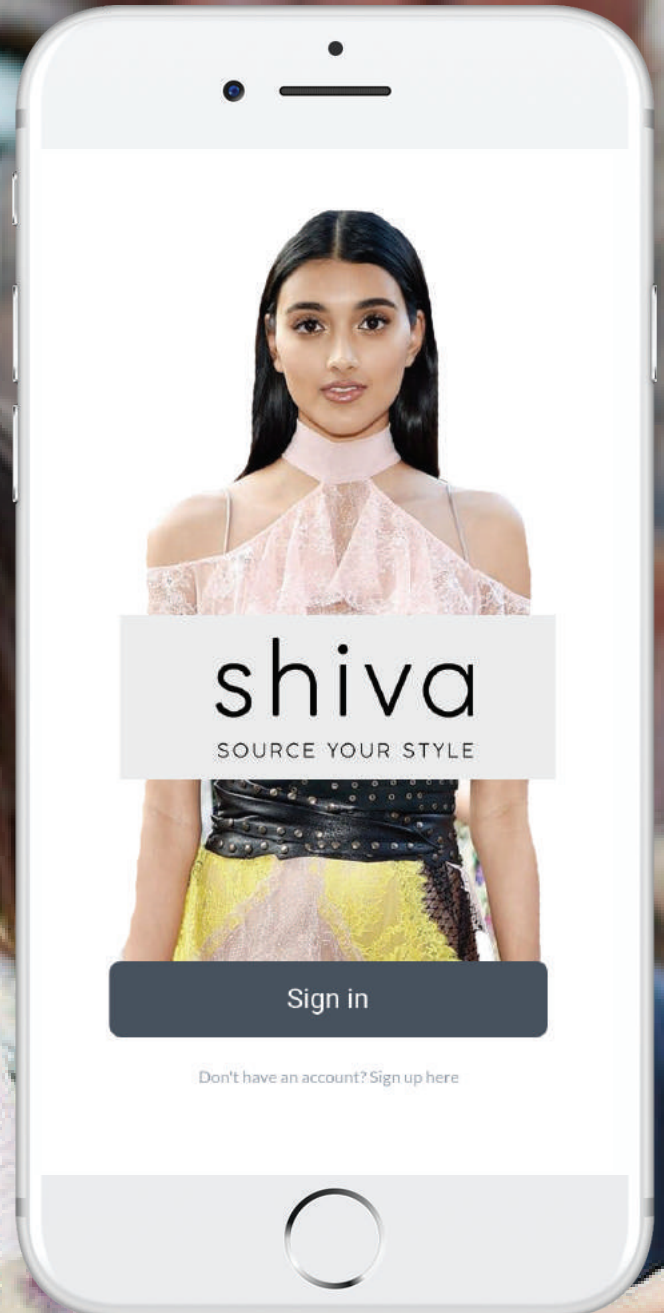
We are aware that to address thus complicated UN's SDG goal of responsible consumption, the CERN disruptive technology alone cannot create the ripple effect we wish to see. On the other hand, we believe that combining CERN disruptive technology and a new service platform to foster behavior change in consumer could help to tackle the problem more holistically. As a result, in this project, we see CERN technology as a potential tool to fill in the gap of the system rather than the primary function of the service.



shiva

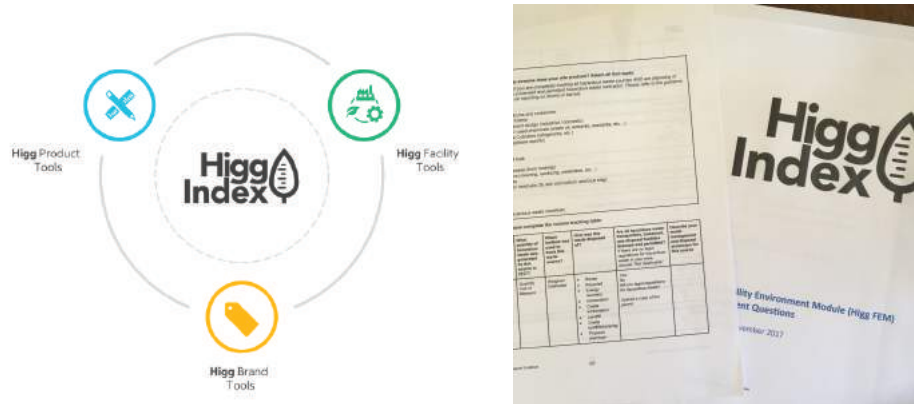
SOURCE YOUR STYLE

Shiva is a virtual fashion blogger who draws on realtime supply chain data in order to match shopper's style preferences with more ethical and sustainable garments



Ideate

Opportunity#1 : Higgs Index



Reviewing tools used in Higg Index

Finding

Our research into the current state of ethical fashion revealed an emerging ecosystem of innovation being led by big fashion brands themselves, through the Sustainable Apparel Coalition (SAC) and the Higg Index, which now facilitates sharing of data and best practice on environmental and social standards of more than 10,000 manufacturers globally.

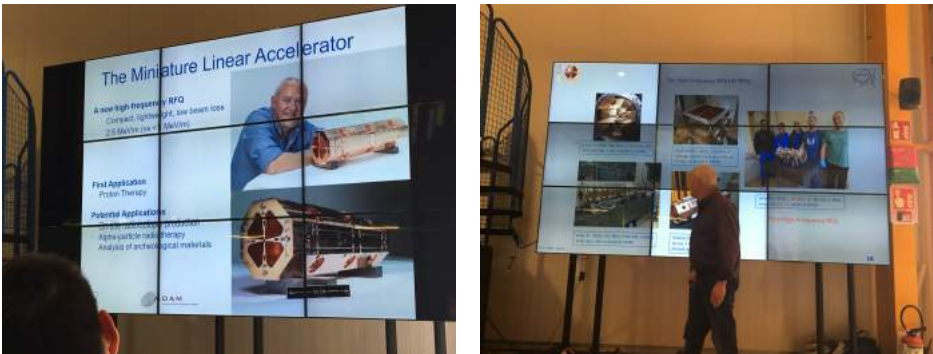
Opportunity

+ Powerful coalitions which has a potentil in becoming a massive supply for ethical apparel production.

Gap

- Evaluations process invovled many paper work which are manu-ally filled by experts and manufacturers.
- Lack of Higg index data interpretation for consumer

Opportunity#2 : CERN particle detector



Meeting physicists working on RFQ at CERN Idea Square, Geneva, Switzerland

Finding

CERN's compact radio-frequency quadrupole (RFQ) linear accelerator technology is used to detect the particle's atomic composition by beam bombardment. The release of unique x-ray emitted energy will specify type of components in the object in a molecular level. RFQ detector is usually used in cancer treatment and identifying the object in museums.

Opportunity

- + Very high sensitivity
- + Mobility with only 2 meter long
- + Keep the quality of the object after detection process

Gap

- Very high cost
- Need experts to interpret the x-ray emitted energy results.

Inspirations : Hatsune Miku, the japanese popstar hologram



Lady Gaga tweets on Hatsune Miku and having Miku to open her Artpop concert in 2017

Finding

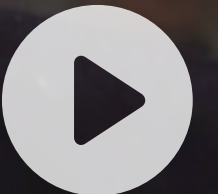
Hatsune Miku is a virtual Japanese pop-star created by Crypton Future Media in Hokkaido, Japan. Her songs are generated by her thousands and thousands of fans who have been making and sharing their artworks on the internet, which gives them a chance to interact not only with Miku by making her sing or dance. Every song or illustration can give inspiration to another creator to make their own, or offer their help to improve it. Miku allows the "chain of creation" by her own audiences.

Opportunity

- + Empower the people to be their own sources and conveyers of content and information.



Watch how Shiva works

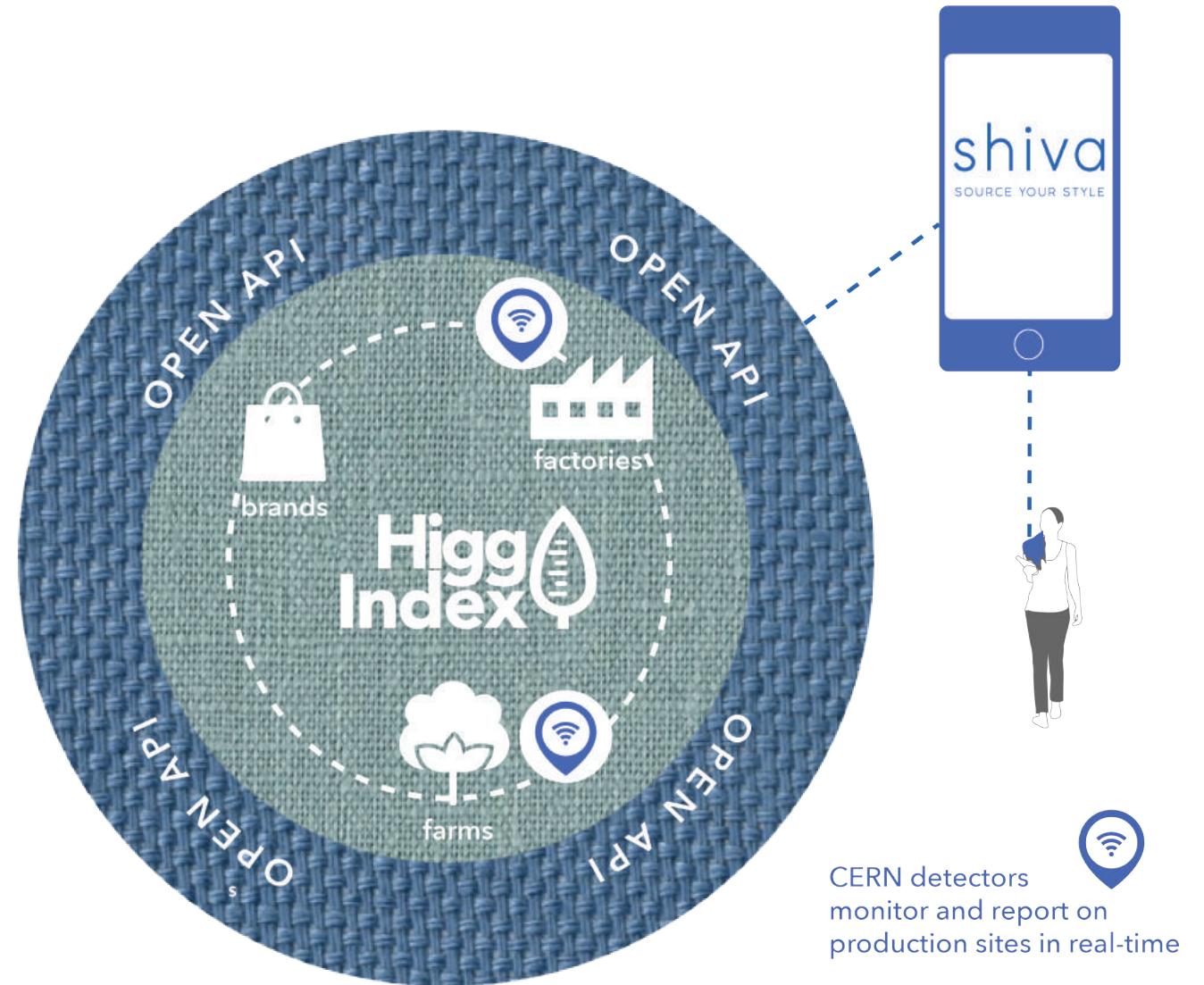


System map

Shiva is a virtual fashion blogger on the edge of an ecosystem of innovation that is currently unfolding in the textile industry.

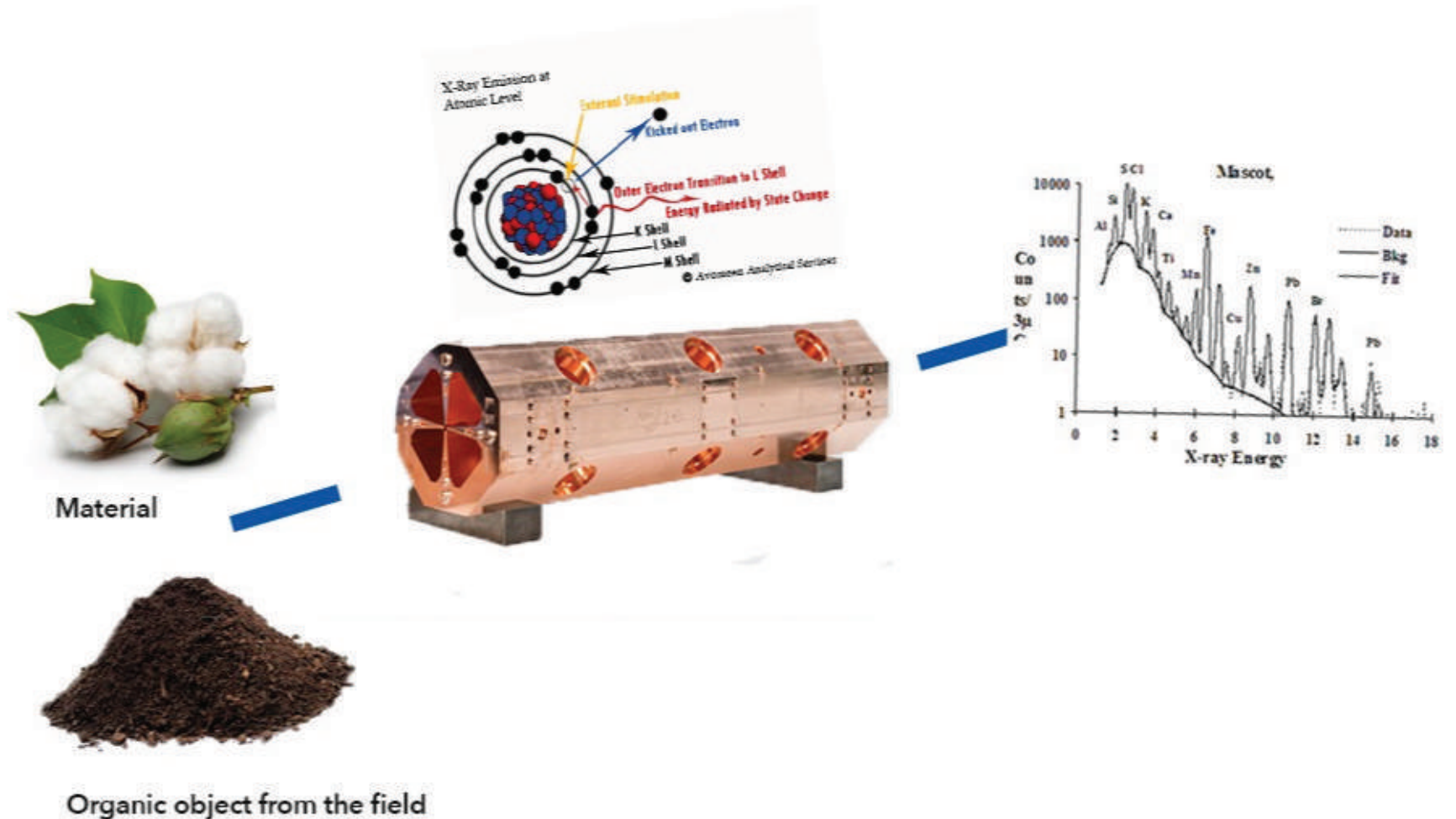
It is led by big fashion brands who have come together to form the Sustainable Apparel Coalition, and the Higg Index to share best practice and data on environmental and social standards in the supply chain. We imagine that CERN particle detector technology could enhance the reliability and efficiency of the data behind the Higg Index by monitoring production sites in the real-time and more precise information of waste and contamination in the production process.

This system would offer an opportunity for an open API allowing for a whole array of consumer-focused services linking demand and social networks at the top end of the supply chain to accelerate change in entire fashion supply chain.



CERN Detector : Impurity check

We imagine versions of these particle detectors could be installed in textile factories to monitor real-time effluent to water-ways and emissions to the air, as well as checking levels of soil contamination from pesticides used on farmland. The data from the detectors would feed directly into the Higg Index, verifying the environmental performance of clothing made in those specific factories and farms.

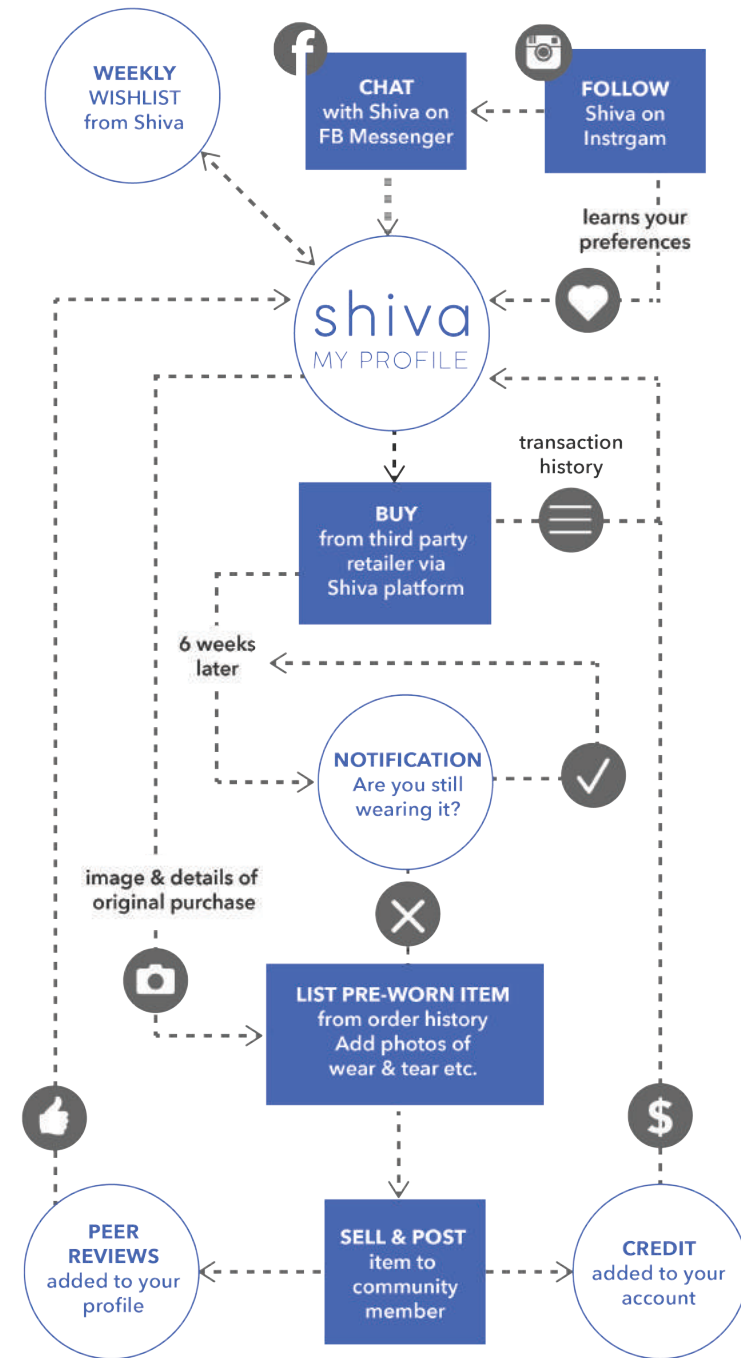


The platform infrastructure

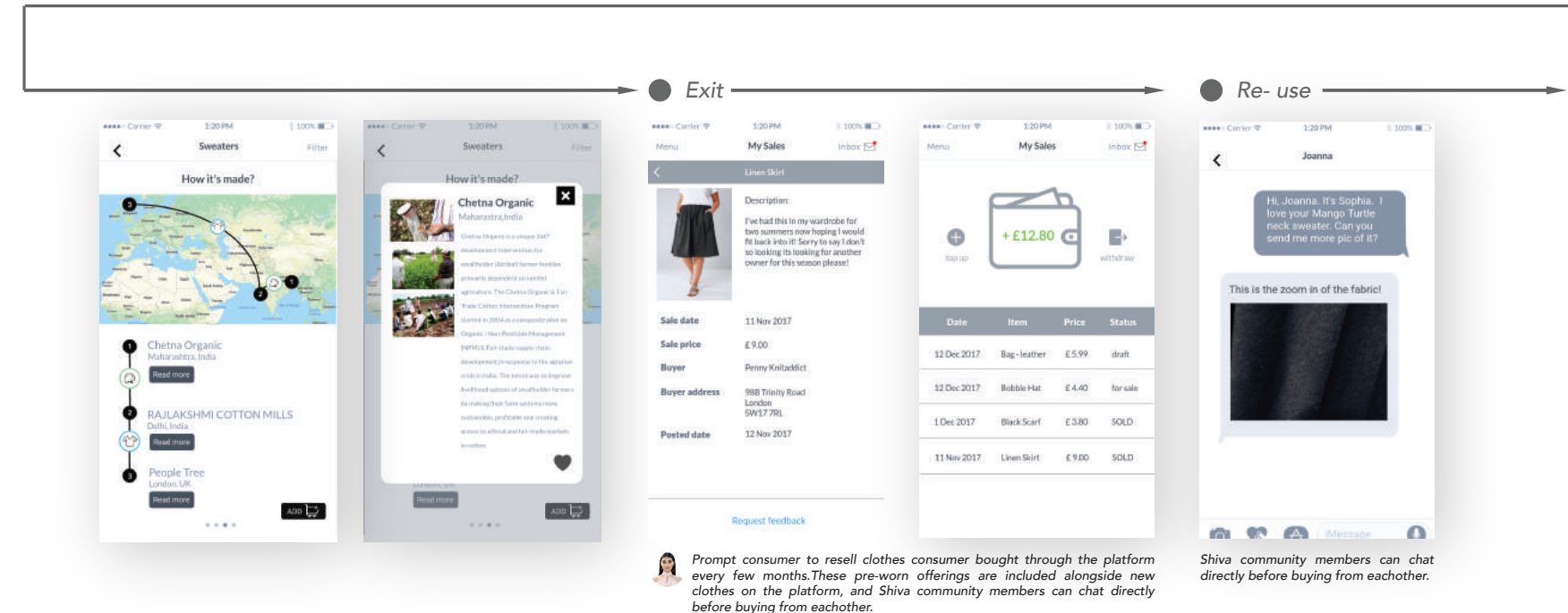
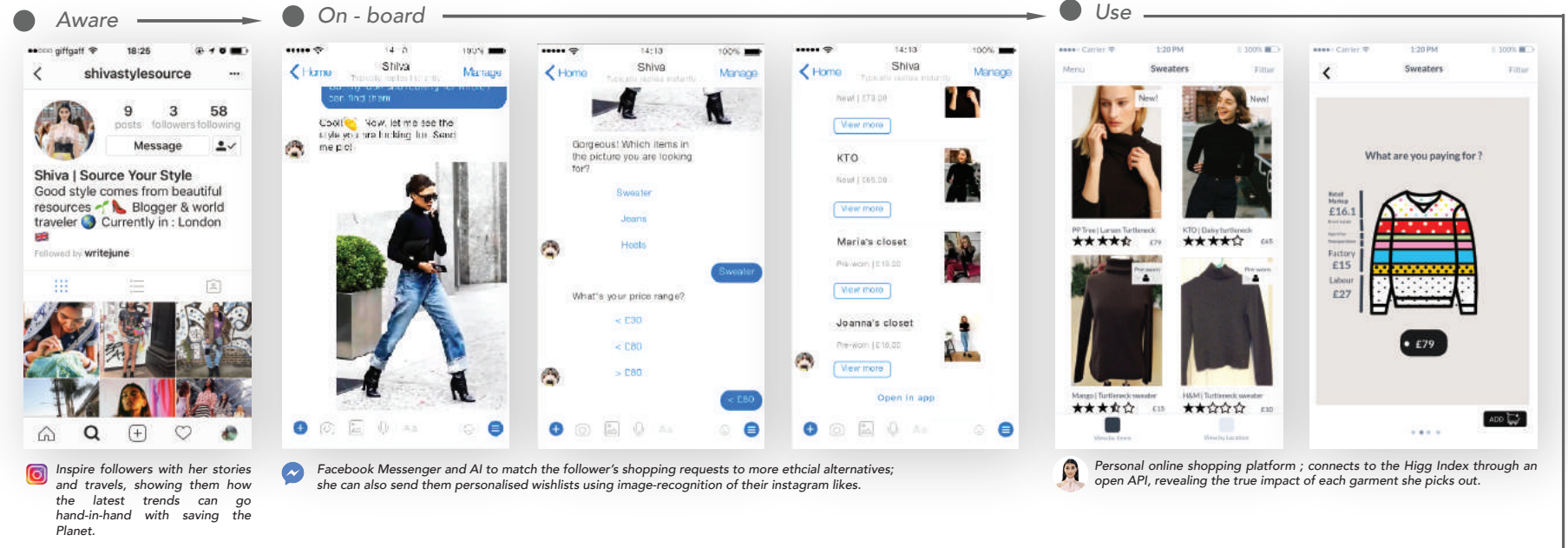
Shiva will inspire and gather followers by blogging on the stories behind the fashion industry, but importantly will also offer a convenient, trustworthy alternative source of fashion retail through her *AI-powered app*.

On a personal level, Shiva learns from the consumers' Instagram feed to match their likes with clothes that score high on the Higg Index - she'll even send them *personalised wishlists* if they're a bit of a shopaholic.

To help consumer from running out of space in their closet, Shiva will prompt them to seamlessly sell your pre-loved clothes online, from which Shiva might also suggest items for their look too, making *reuse a natural part of the shopping cycle*.



Key screens



Present the idea and receive feedbacks from scientists at CERN Knowledge Transfer, Switzerland



Shiva at RCA - CERN symposium & WIP show 2018





Partner : Royal Opera House, London
Team : Thanyawan Eamsonthi, Nienting Chung,
Sophia Grantl

Time frame :
5 weeks (Apr - June, 2017)

My roles : Ethnographic research,
Service Safari, Design concept

In collaboration with the Royal Opera House, we were looking at how service design could help tie the separate threads of technology, people and process at the ROH together, to deliver a world-class customer experience worthy of the new building spaces in the ROH Open Up development project.

Our challenge was to orchestrate their already existing offerings and propose a new design strategy that incorporates the spirit of the Royal Opera House and address on increased visitor footfall, new audiences, engagement, and satisfaction.

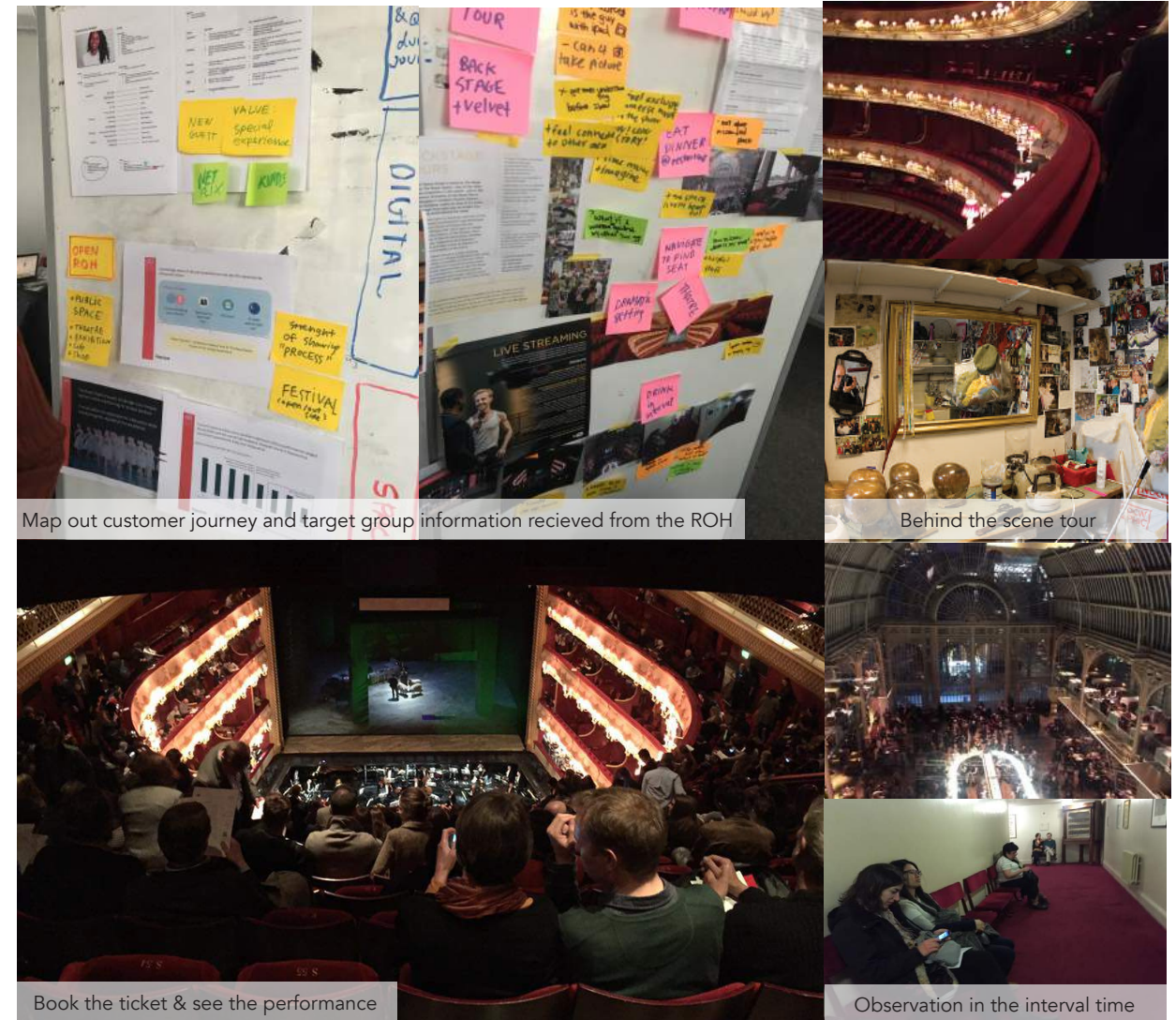
We proposed an experience package - “Your ROH,” designed to enhance the experiences of younger visitors who visited the Royal Opera House for the first time through ROH’s existing physical and digital spaces. Your ROH transforms an intimidating experience at the ROH to be more accessible by tapping into the audiences’ daily life and enriching the hidden history of the theatre at every touch points from the beginning to an end.



The process

As the brief to create a design strategy for the Open Up project involves both online and offline experiences, the primary approach we were using to conduct the research was ethnographic and service safari.

We started the project by interviewing young people at the Covent Garden market - the area where the ROH is situated, of what are their views about opera and ballet. Then, try being the newcomer by ourselves. We follow the audience journey from booking the ticket on ROH's website, joined the backstage tours, and see the performance for the first time by ourselves. We came back to create the customer journey, considering online and offline touchpoints, plotting the pain points found during the research. We, then, do the service safari again in National Theatre and Sound Unbound music festival in Barbican Center, to see what other venue are offering that could become an opportunity for the ROH. We, lastly, ideate and develop the service concept to present to the ROH design team.

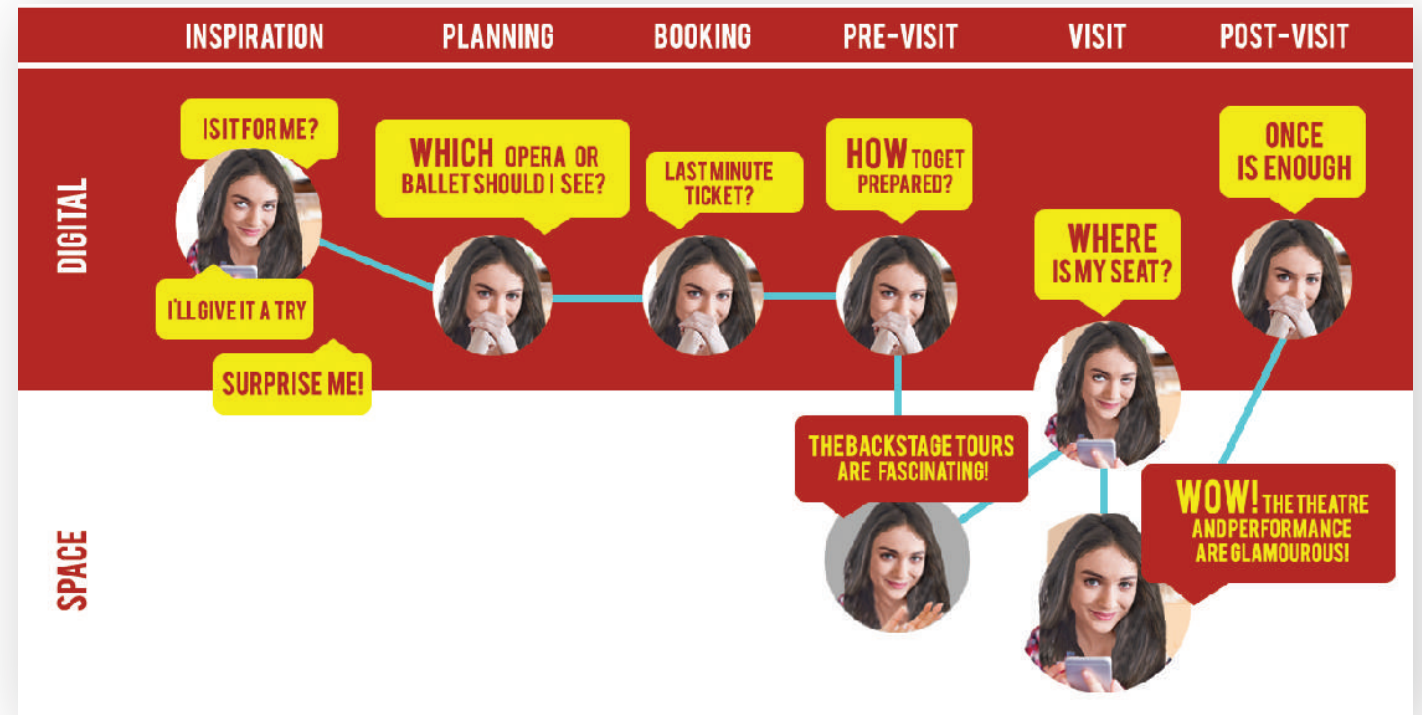


Discovering insights from the existing ROH's physical & digital platforms

Insight#1 : The inspiration and planning stages in the customer journey are very intimidating

By doing interviews with the passerby at Covent garden market - minutes away from Royal Opera House, we found most of the people in the age 15 - 30 years old perceive the opera and ballet experience as **a very intimidating experience to start engaging in.**

For the first time the audience, the decision to see an opera is less likely to happen unless they are an experience seeker who wants to try new things. Once decided to see one, it's hard to know which opera is for them. The synopsis on the website doesn't sound very engaging and because their decision is mostly last minute - they wonder if there will be the last minute ticket with a good seat for them.



Insight#2: There are many untold stories hidden in the space

Without having been to the backstage tour and Velvet, Gilt and Glamour Tour, the space in which people walk pass by doesn't seem to allow audiences to learn about the rich history behind it. We found from attending these tours that there are many untold stories about many people which were important in the development of Royal Opera House in the past. For example, statue of Frederick Gye, the first business manager of Royal Opera House in 1848, is the first thing that audience will see when they walk into the entrance and many statues of famous opera actor and actress in the history, such as, Adeline Patti - the Italian-French 19th century opera singer, are situated in the hallway that people will walk pass to the theatre.



Insight#3: The performance isn't engaging enough for the second visit

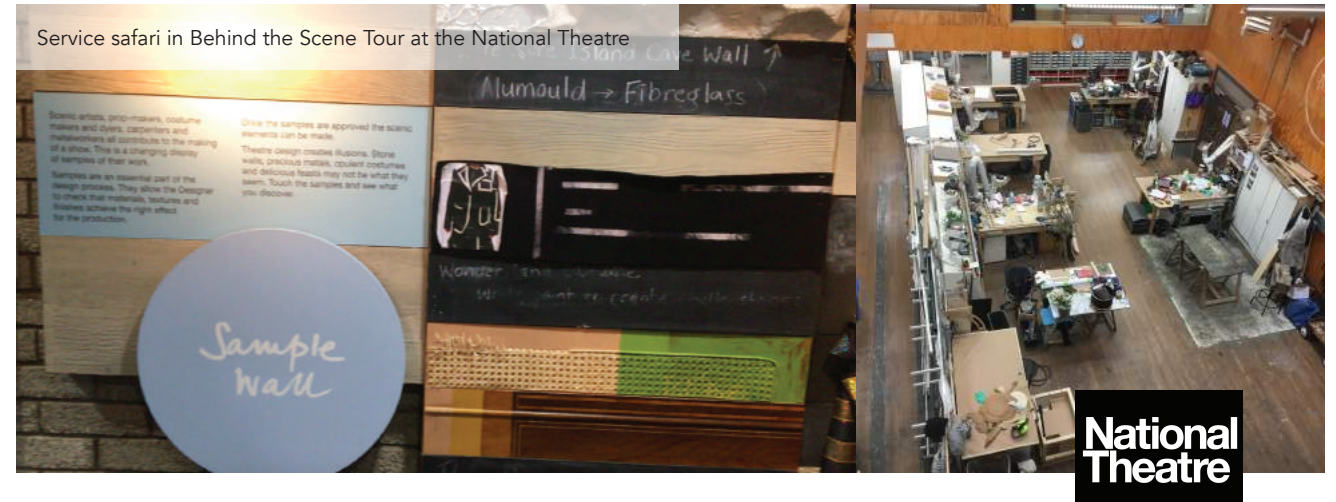
Unlike contemporary theatre, opera and ballet at Royal Opera House are narrated classically. If the audience is not a classic novel fan, languages and plots in the performance might not relate to the audience. This decreases the chance for the re-visit at the Royal Opera House.



Exploring opportunities in other art and performance venues in London

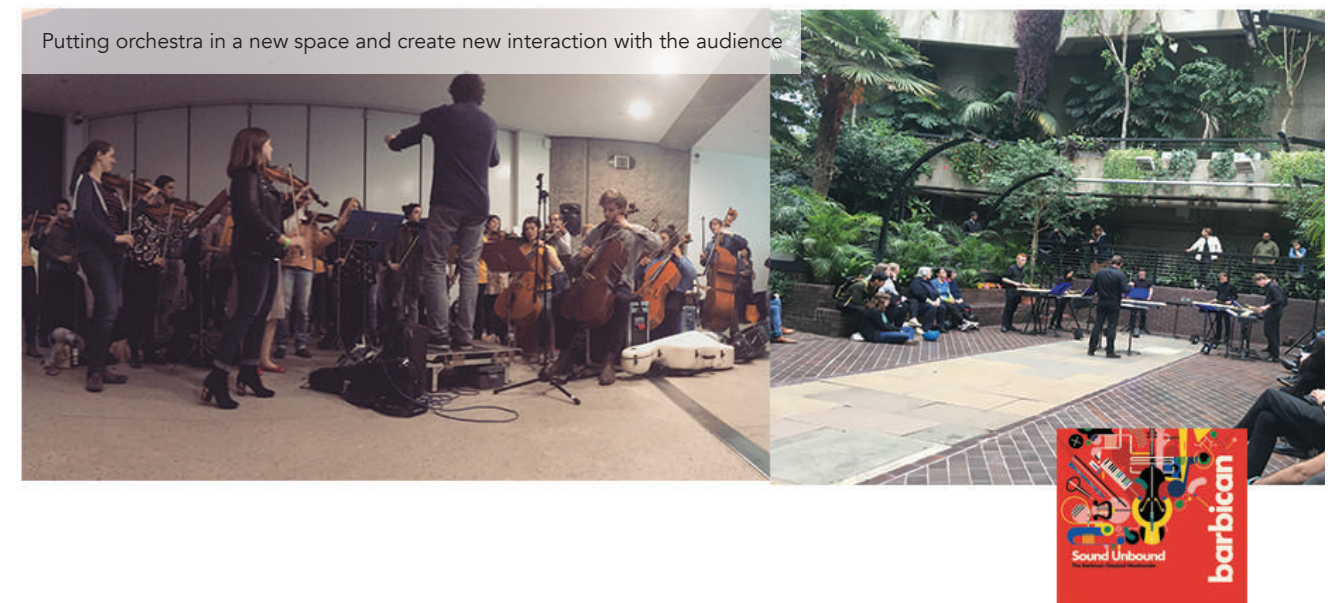
Opportunity#1 : Space can tell more stories

Unlike Behind the scene tour at Royal Opera House, National Theatre uses their space more to enrich the story behind the scene. They exhibit the process of making the scene which is next to the studio room where costume and theatre team are working. This wall can also be accessed by the audience during the halftime of the performance as well.



Opportunity#2 : Creating the experience that the audience can play a part in the performance make it more accessible

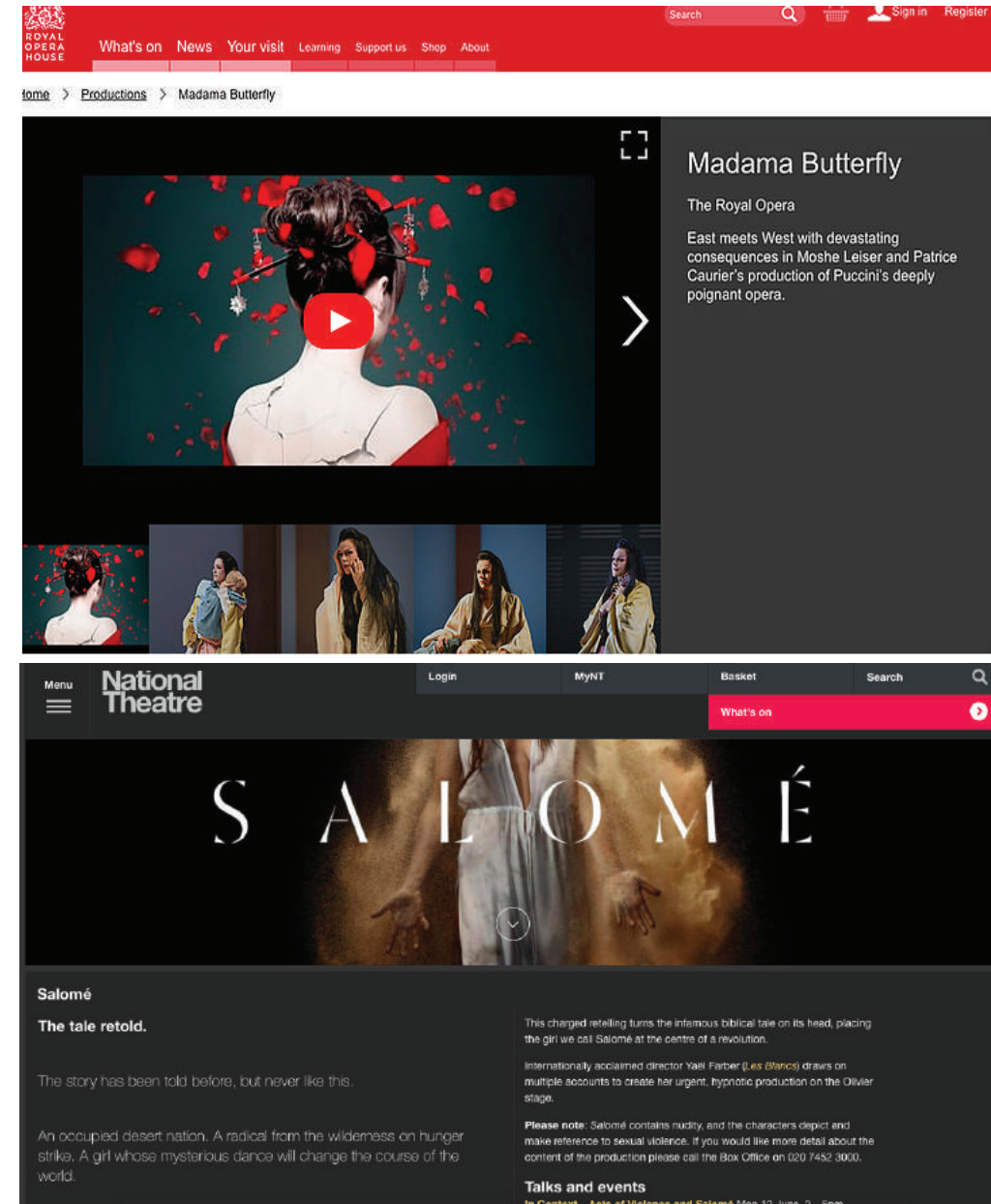
We went to experience the Sound Unbound Festival at Barbican center. The festival illustrates the idea of putting music out of its ordinary space and creates a new interaction between musicians and audiences to be not only one-way communication. The musician is not the only one who is playing, but the audience can also play as well. Stree Orchestra did a play that asked the audience to become the conductor. Moreover, at the end of the performance, the musician dance around the space and destroy the stage venue - immersing the audience to be one of them.



Opportunity#3 : Telling the story from the past in a new interpretation and tap into the present make the story more relevant to the audience

We compared how Royal Opera House and National Theatre are telling the story which is both from the history. Both of them are very different from the way how they both writes the synopsis for the plot of the performance on stage.

Royal Opera House narrates the story in a very classical way and focuses more on the artistry and less likely to improvise the narrative to fit in today's context. While for National Theatre, the story is very present in time. Salome - the story from the Bible which has been told repeatedly is translated and interpreted to be relatable to the audience. Rather than being the religious story, Salome in National Theatre version talks about refugee and feminism. It questions the status quo and the system which is present in today's society.



Define



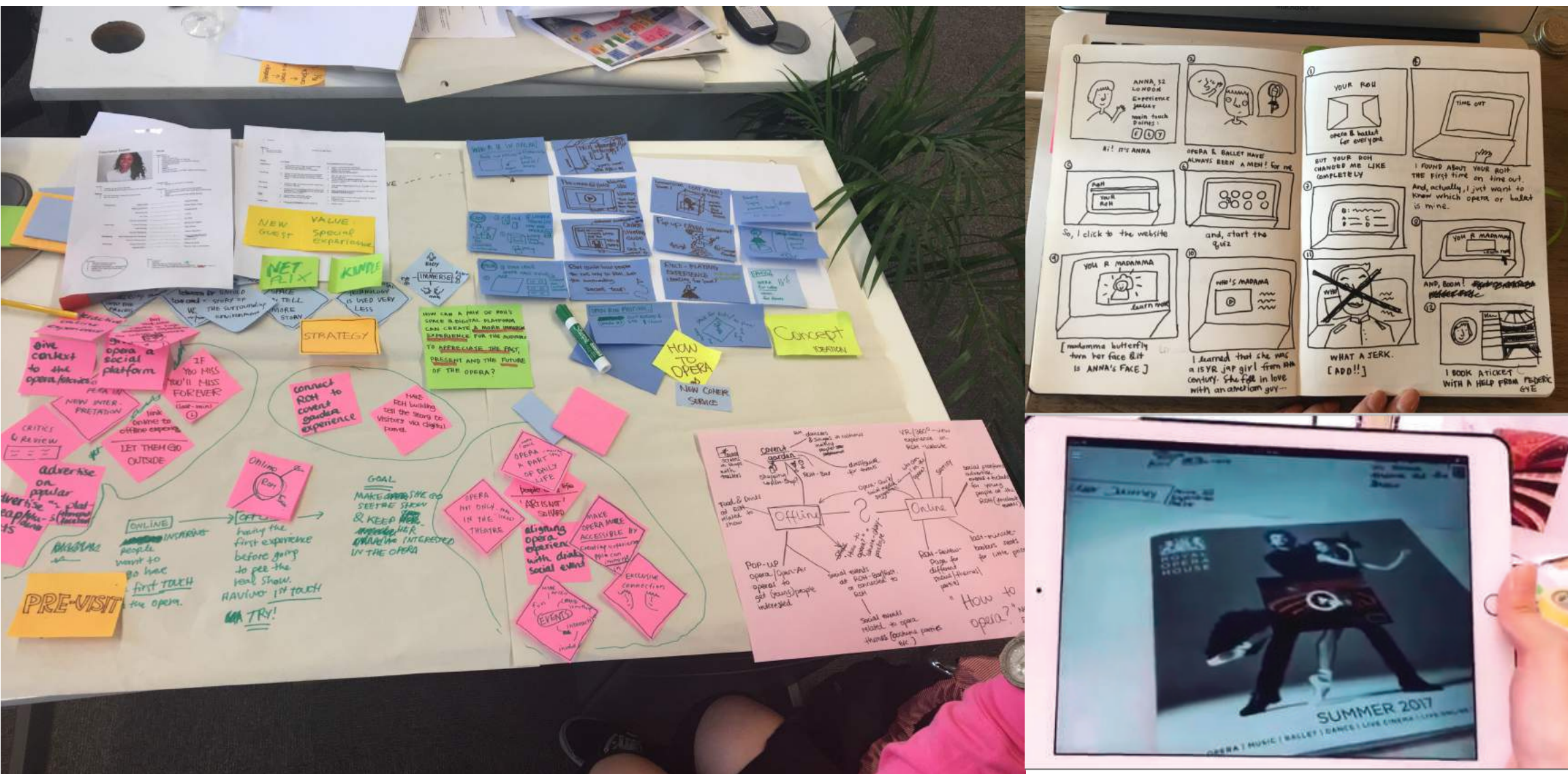
HOW CAN A MIX OF ROH'S SPACE & DIGITAL PLATFORM CAN CREATE A MORE IMMERSIVE EXPERIENCE THAT CONNECT THE NEW COMMERS TO THE PAST, PRESENT AND FUTURE OF THE OPERA & BALLET?

After understanding both insights and opportunities from various venues, we came back to define the opportunity statement to work on. We will be ideating based on the missions to;

1.) Make opera and ballet to be more than entertainment for a limited group of people - **from the elite and high society group of people to a wider one.**

2.) Make ROH's performance to be **a channel for a discussion** about what the audience can learn from all the story from different human conditions, which has been told repeatedly from decades ago.

Ideate & Concept prototype





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Madama butterfly

Thursday, 18 May, 2017, 7.30 PM | Main stage

Options : [Select your own tickets](#) or [select best available](#)

1. Select an area

Amphitheatre

SOLD
OUT

Balcony

£17.00 - £180.00

4
TICKETS
AVAILABLE

Donald Gordon
Grand Tier

£180.00 - £200.00

4
TICKETS
AVAILABLE

Stalls Circle

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5
TICKETS
AVAILABLE

Orchestra Stalls

£94.50 - £200.00

7
TICKETS
AVAILABLE

Wheelchair
Spaces

SOLD
OUT

Watch how ROH works through Sarah's experience





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Search icon Shopping cart icon User icon Hello, Anna!



Which one is YOUR Opera?



Where is YOUR seat?



YOUR Opera Look



YOUR Tour



YOUR Opera meal



Opera in YOUR daily life



YOUR Opera Theme



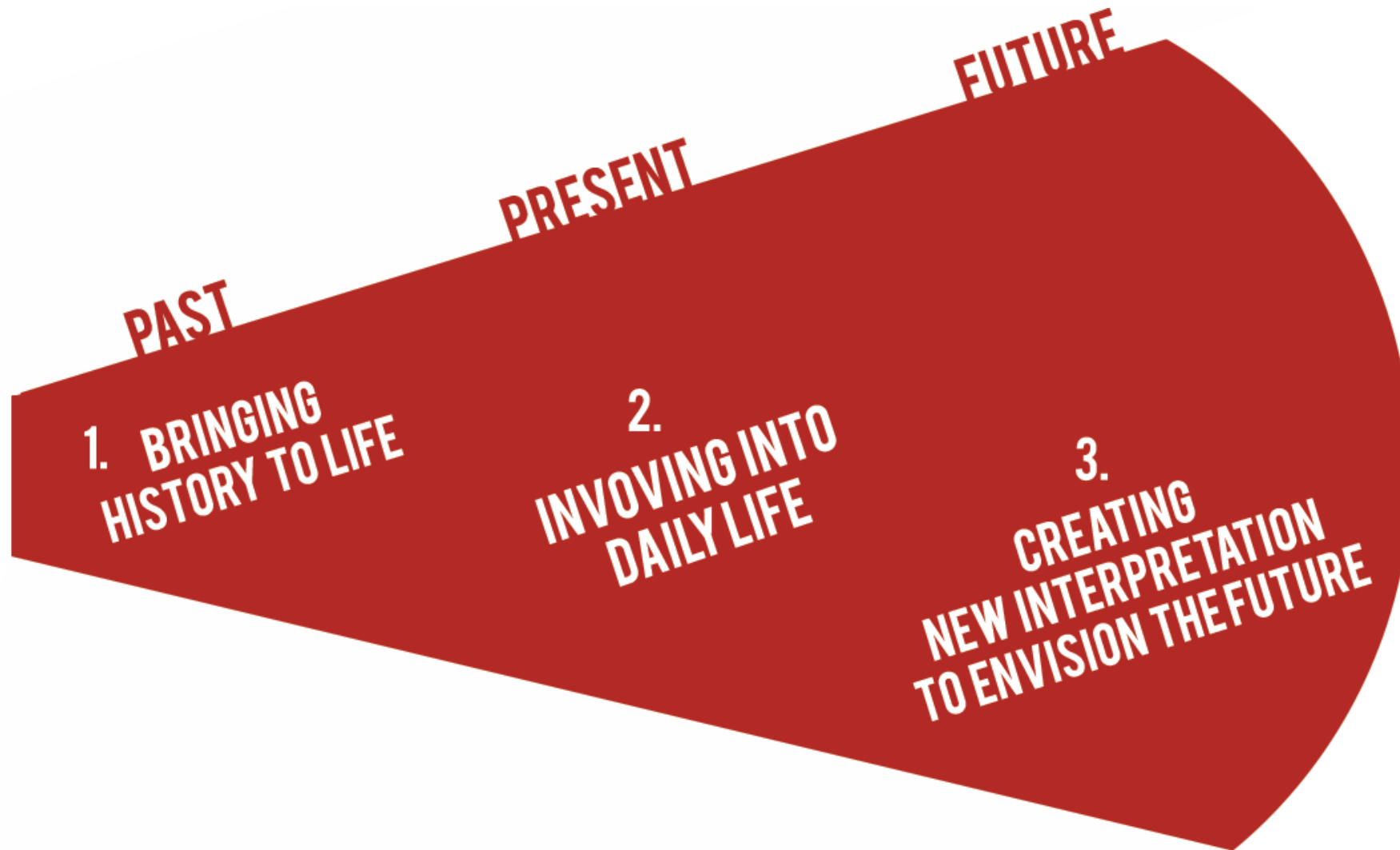
YOUR Travel in Time



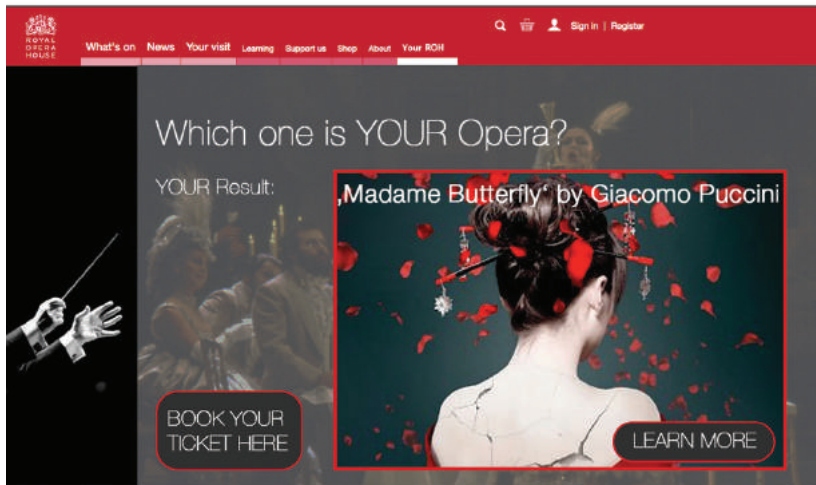
YOUR Pop-Up Event



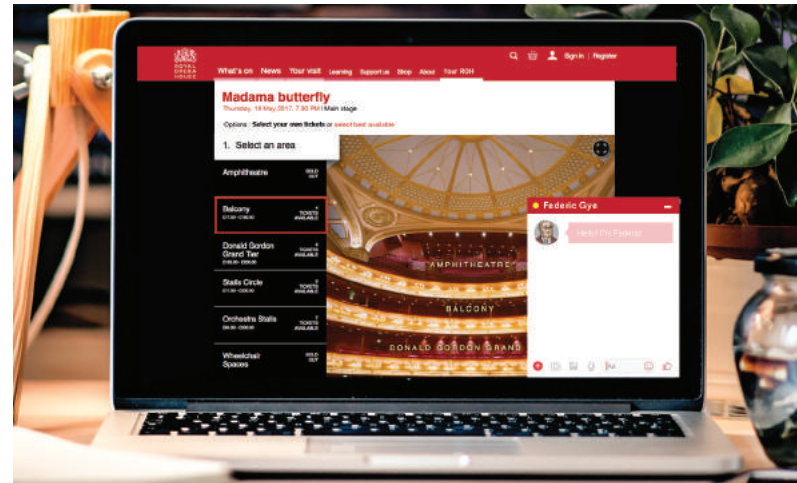
What does ROH do?



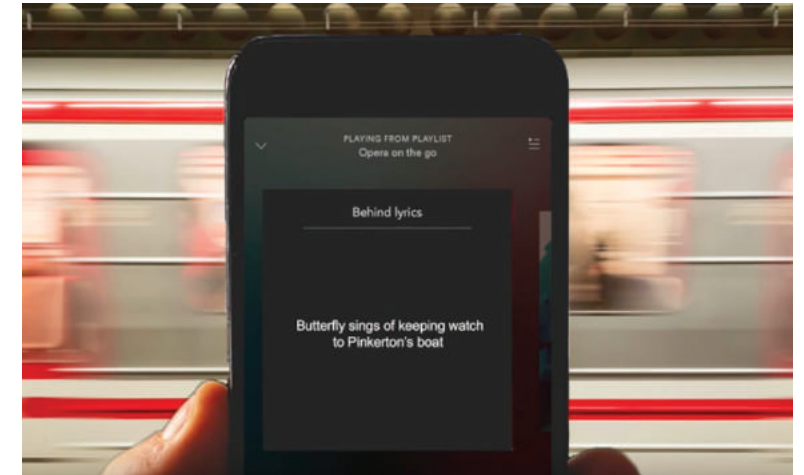
Key Features



A quiz to help desing which opera is for you



Federic Gye's Chatbot helps to book tickets



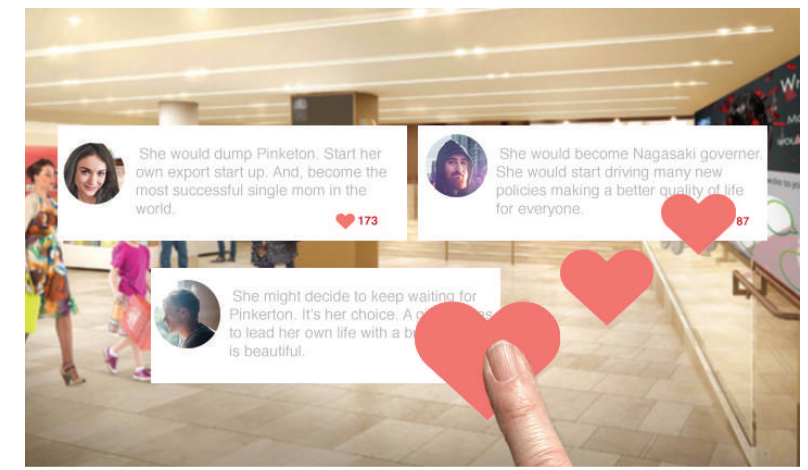
Opera spotify playlist with lyrics



AR Dining Experience



"Travelling in Time" AR tour



Interactive discussion screen on the ROH wall

The future customer journey



Potential Business Model





Partner : Lemon Farm, Thai Health Promotion Foundation
Team : Thai Social Enterprise Office (TSEO)

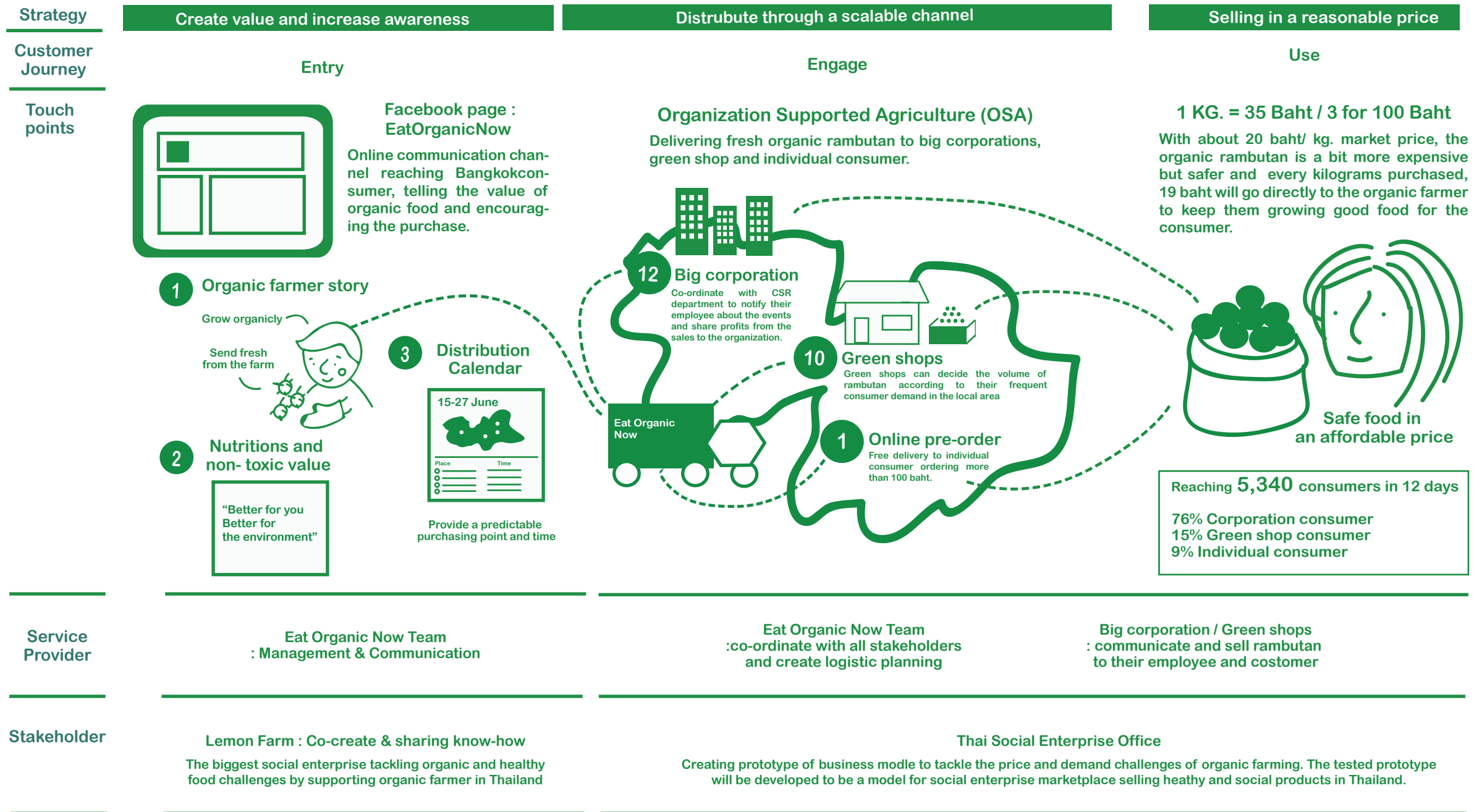
Time frame :
5 weeks (May - Jun, 2016)

My roles :
Social Marketing, Logistic planning,
Co-ordinating, Copywring.

Thai Social Enterprise Office (TSEO), a govern-ment body organisation to support social enter-prises in the country, was collaborating with Lemon Farm - the organic supermarket brand sup-orting small local farmers in Thailand, to prototype the Organisation Supported Agriculture (OSA) using the seasonal oversupply of organic rambutan form local farmers.

With the challenge of limited distribution channels and prohibitive price of organic products, we created a online platform “Eat Organic Now”, supported with weekly pop-up markets to bring the fruit directly to consumers using workplaces and local organic supermarkets as nodes of distribution. Eat Organic Now brings organic rambutans from the farmer directly to the hand of the consumer with a cheaper price, and tap into the company’s Corporate Social Responsibility to get access to more consumers in the urban area.





The impact



Reaching 5,340 consumers in 12 days

76% Corporation consumer
15% Green shop consumer
9% Individual consumer

The learning of the project has been used to further develop the TSEO's social enterprise marketplace



Click to see the facebook page





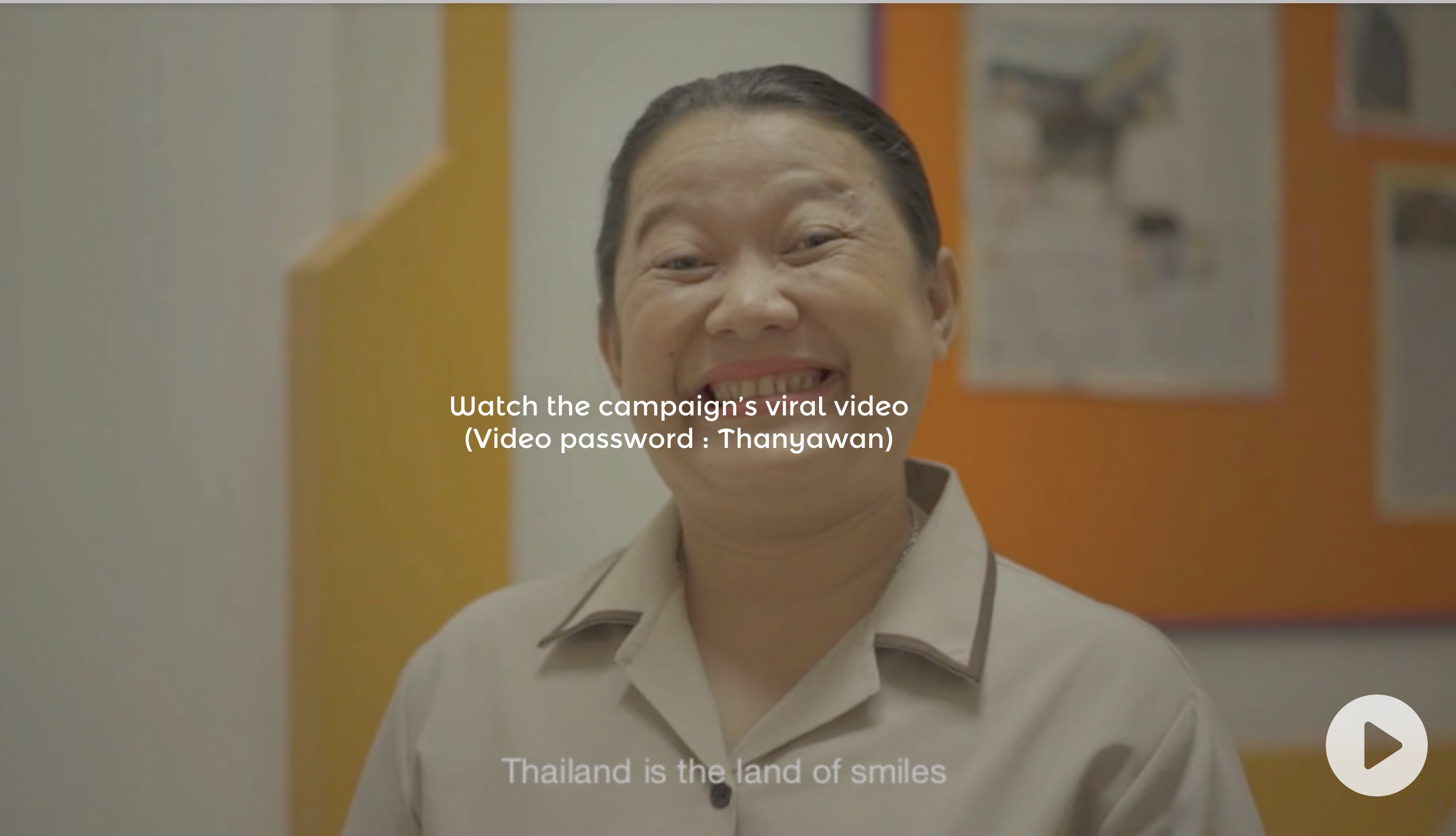
Partner : Khont Thai Foundation
Team : Why_Not Social Enterprise

Time frame :
4 months
(Dec 2015 - Mar, 2016)

My roles :
Copywriter, Communication Strategy, Script writer

Khonthai Voice is a survey that asked over 50,000 Thai citizens what their vision for their country is and what they think they can do to achieve it. Khonthai Voice thereby aims to identify and highlight the core values and common goals of the Thai population. The collected data is used to help design Thailand's national development strategies. Khonthai Voice is the result of a collaboration between the Khonthai Foundation, the Center for Economic and Business Forecasting, and the University of the Thai Chamber of Commerce.



A woman with dark hair pulled back, smiling warmly at the camera. She is wearing a light-colored, possibly white, polo shirt with a dark collar. The background is slightly blurred, showing an orange wall with some framed pictures or posters.

Watch the campaign's viral video
(Video password : Thanyawan)

Thailand is the land of smiles



Strategy

Sacrastic to inspire an action

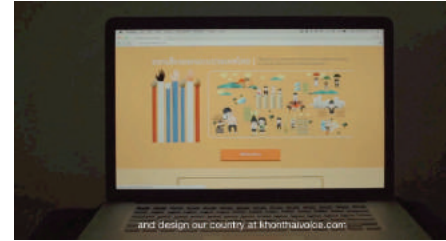
Audience Journey

Entry

Touch points

Viral video
“Thailand, The land of smiles.”

Asking ‘what a citizen can do to change the country?’
and encouraging to voice up to design the country together
at KhonthaiVoice.com



Provide a channel to take action

Engage

KhonthaiVoice.com

An online platform to vote for 3 dreams that the user wish
to see in the country the most and suggest the solution for each issues.
The result will be calculated and handed to the government.



home



Providing 13 choices of issues - education, environment,
inequality, economics, politics, healthcare, corruption and etc.
and a button to add their own dream



Each dreams suggests 3 policies the user can choose
to Agree/ Not agree or add their own idea



Providing a real time statistic of the dreams
Thai people want to see the most



Providing questionnaire paper to be used in remote
area where there is no internet connection and postal
address to send the voice back

Service
Provider

Why_Not Social Enterprise :
Designing the communication and website

University of the Thai Chamber of Commerce :
Statistic Calculation Process



Partner : Thai Committee For Refugee Foundation
Team : Why_Not Social Enterprise

Time frame :
5 months (Sep - Jan, 2016)

My roles :
Copywriter, Communication Strategy, Script writer

Thai Committee for Refugee Foundation came to Why_Not Social Enterprise with a brief to create awareness on the urban refugee issues in the Bangkok metropolitan area, and to drive amendment in Thailand migration act to provide 'asylum seeker' status for the refugee based on race, religion and nationality conflicts.

Treat Them Like A Tourist is a campaign to create more empathy in Thai people towards the refugee who fled into Thailand because of race, religious and nationality conflicts in their countries. As Thailand's immigration act doesn't provide "Asylum Refugee" status for them, they stayed in the country illegally and became the victims of human trafficking. TCR admitted that these refugees have economic values to Thai economy like other western expats, and proposed the idea of changing the immigration law. So that, these refugees can access into Thai labour market before they resettle to their third country through the UN-HCR's process.





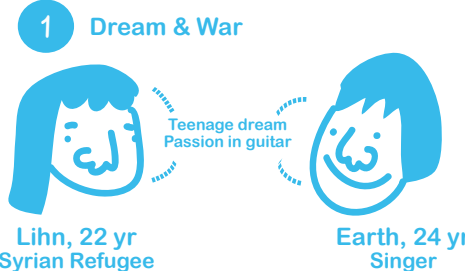
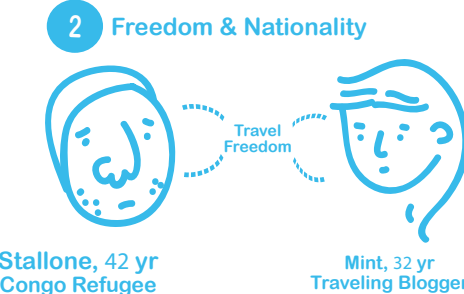

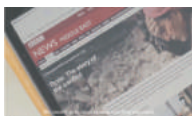




Watch the campaign's viral video

Like a miracle, someone helped him.
He sailed along the Congo river to Tanzania,



TREAT THEM LIKE A TOURIST

Campaign to drive amendment in Thailand migration act to provide 'asylum seeker' status for the refugee based of race, religion and nationality conflicts.

Strategy	Refugee is 'your friend' - connected with the shared value		Give a reason to sign a petition	Provide a channel to take action
Audience Journey	Entry		Engage	Exit
Touch points	<p>Treat Them Like A Tourist</p> <p>2 viral videos telling 2 refugees's stories by 2 celebrities who share the same value of life. The celebrities will bring their refugee freinds to travel and tell their story along the way.</p> <div> <div> <p>1 Dream & War</p>  <p>Lihn, 22 yr Syrian Refugee</p> <p>Earth, 24 yr Singer</p> <p>Teenage dream Passion in guitar</p> </div> <div> <p>2 Freedom & Nationality</p>  <p>Stallone, 42 yr Congo Refugee</p> <p>Mint, 32 yr Traveling Blogger</p> <p>Travel Freedom</p> </div> </div> <div> <div> <p>Shared Passion</p>  <p>Conflicts</p>  </div> <div> <p>Why no rights?</p>  <p>Sign Petition</p>  </div> </div> <p>*Please watch 2 mins video in the attached files</p>		<p>Infographic Video</p> <p>Advantages of the amendment in migration act to the country</p>  <p>ทำไมต้องเปลี่ยน พรบ. คนเข้าเมือง Why change the Immigration Act?</p>	<p>Petition at Change.org/TreatThemLikeATourist</p> <p>List of supporter's name will be sent to the government to drive law amendment</p>  <p>ร่วมลงชื่อรณรงค์ Sign a petition</p>
Service Provider	Why_Not Social Enterprise : Campaign planning & creative		VisualLab: Infographic agency	Thai Committee of Refugee: Create petition

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