論文審査の要旨および担当者

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<th>報告番号</th>
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論文審査担当者： 慶應義塾大学准教授 Kai Kunze (Dr. rer. nat.)

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- 副査 University of Colorado Boulder, Prof. Ellen Yi-Luen Do (phD.)

（論文審査の要旨）

The candidate’s research focuses on introducing a story-telling based method to a retail shopping experience. Especially, Mr. Shaw focused on raising hedonic motivations in the retail experience. The research was conducted in several steps focusing mostly on users (retail shoppers) their motivations as well as potential storytellers (creators of these new retail experiences).

Mr. Shaw presented his research is to create object-based stories focusing on fashion retail stores. He argues that these can raise and satisfy hedonic motivations of consumers. The methodology he follows is an iterative, research driven design thinking approach in which he quickly iterates over several prototype implementations to evaluate the effectiveness qualitatively.

His thesis contributes to state-of-the-art by curating qualitative feedback assembled from the user experiments into several best practices for retail businesses and especially for creators interested in object-based story telling. Even though he focuses on fashion retail industry, we believe that the findings presented can be used for other application areas and provide interesting insights even over the selected industry.

The thesis gives a good overview about the use of object-based storytelling and the use of hedonic motivations in research and retail. Chapter 2 gives a good overview over the state of the art. Chapter 3 then introduces Mr. Shaw’s design method and a larger scale qualitative evaluation based on several design iterations. Chapter 4 then evaluates the refined design hypothesis formed over the design iterations introduced in Chapter 3. The final chapter presents an overview as well as implications of this research towards retail businesses that want to implement it. The appendices go into more detail about the testing and evaluation phases and present a carefully assembled guide for story creation.

Even though the thesis focuses on hedonic motivation and if it can be induced over object based storytelling, it also contains help for owners of retail spaces and potential story creators.

The thesis draft needed some improvement, as Mr. Shaw discussed flow as a basis for storytelling, yet the analysis was rather preliminary and was removed in the latest draft. There were also some comments about missing references and structure improvements regarding the evaluations presented. He also added future applications of the design, and more information for the design implications that were not so well described in the earlier drafts. The revised thesis version already addresses all points raised by the evaluators and contains an extended qualitative research summary in the evaluation section also focusing more on a how-to-guide to give advice for novice story tellers.

The thesis underlines that Mr. Shaw raised the current knowledge and insights regarding the application of object-based story telling. From his work it is visible that he can easily absorb new knowledge and apply it for retail experiences. The evaluation committee members agree that the thesis contributions are sufficient to award the degree.