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Master's Thesis

Academic Year 2018

Exploration Game utilizing Yurukyara (Local Mascot) to Promote Local Travel Destination for Young Adults Foreign Travelers

Keio University Graduate School of Media Design

Fadhila Zahra Humaira

A Master's Thesis
submitted to Keio University Graduate School of Media Design
in partial fulfillment of the requirements for the degree of
MASTER of Media Design

Fadhila Zahra Humaira

Thesis Committee:

Professor Kazunori Sugiura	(Supervisor)
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Abstract of Master's Thesis of Academic Year 2018

Exploration Game utilizing Yurukyara (Local Mascot) to Promote Local Travel Destination for Young Adults Foreign Travelers

Category: Design Research

Summary

Large number of foreign national visitors will come to Japan on upcoming Tokyo Olympic 2020, so they need to promote local travel destination to distribute the crowd to other areas. A Yurukyara (local mascot) in the local travel destination indicates that they want to promote the area to the visitors. At the same time, young adults foreign travelers in Japan loves exploring little station nearby and expect for a surprising encounter. However, their travel experience may not always answer their expectation because of the limited source of information and activity. Therefore, this research is proposing an exploration game utilizing Yurukyara to promote local travel destination for young adults foreign travelers. It is investigated how exploration game using Yurukyara affects young adult foreign traveler's experience in local travel destination. The area Motosumiyoshi in Kanagawa Prefecture, Japan was selected as the local travel destination with its Yurukyara "Ozuccho". The research evaluate its game design and user's travel experience. The result shows that exploration game provide an activity for travelers to discover the place in detail, tell more in-depth information, and change perception of the destination while having fun through the process. The study contributes as a method for local travel destination to invite young adult foreign travelers and explore the area. Also a method to be considered by the local governments to utilize their Yurukyara and make it appealing to foreigners.

Keywords:

exploration game, foreign travelers, local travel destination, yurukyara

Keio University Graduate School of Media Design

Fadhila Zahra Humaira

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Chapter 1
Background

1.1 Introduction

1.1.1 Japan Tourism

Japan has shown significant growth in the tourism industry indicated by the increasing number of foreign national visiting Japan every year. Even though in 2011 the number was decreased because of Japan Great Earthquake, it bounced back on 2012. The numbers keep growing from around 14 million visitors in 2012 until 28 million visitors in 2017 [2]. In 2006, the idea to make Japan as Tourism-Oriented Country was started. Later on in 2008, the government established the Japan Tourism Agency, then created the Basic Plan on Promotion of a Tourism-Oriented Country which was approved by the Cabinet on 2012. The Plan was carefully designed in order to promote measures in the realization of a tourism-oriented country. This growth in tourism sector will affects the economic growth in Japan. At the same time leads to revitalization and growth in the regional areas. Communicating Japan's appeal to foreign nationals visiting Japan also will lead to the promotion of mutual understanding and establish a positive position for Japan in the international community [14].

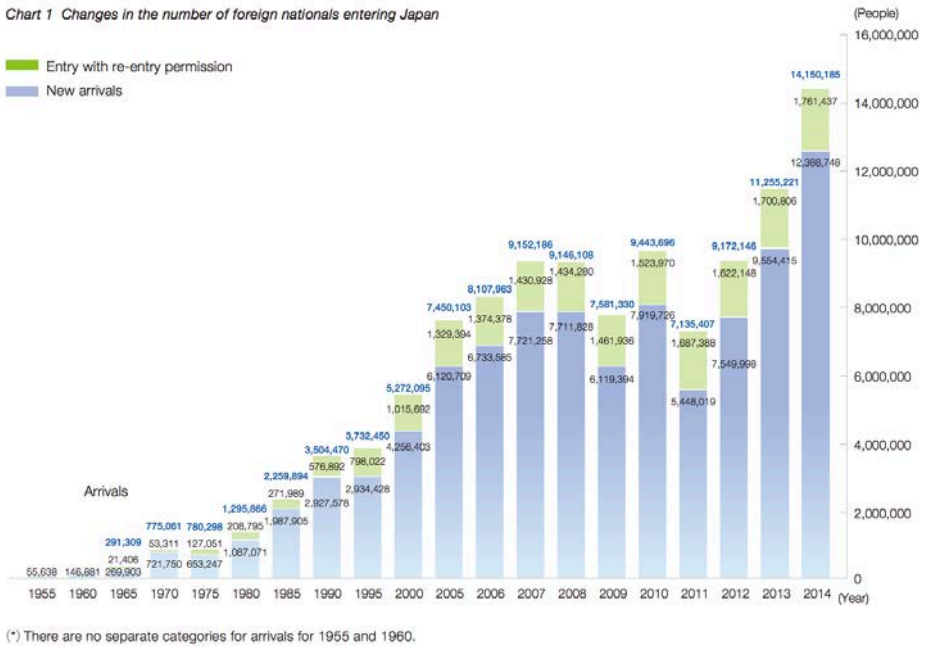

Figure 1.1: Number of Foreign Nationals Entering Japan

1.1.2 Local Travel Destination in Japan

Coherent with the upcoming Tokyo 2020, Japan needs to prepare lots of things to welcome a large number of foreign nationals to the country which then not only to focus in the main tourist attraction but also make several alternative destinations in the other areas.

The growth of those inbound tourism also included the number of tourist when they visit Japan for the second, third, fourth and so on, known as repeater. These repeaters would seek different destination revisit the previous destination to fulfill their personal needs, seek for more originality and different perspective in seeing Japan. Media portrays Japan as one of an exciting country to visit because of its traditional culture, pop culture and the uniqueness of its society. With the help of Japanese Pop Culture, the exposure of regional areas in Japan has increased. This tourist behavior in visiting tourism destination triggered by a certain popular culture such as anime, manga or drama can be called as ”pilgrimage”. As a result, the impact of this exposure will then trigger the regional development [16].

A local travel destination is an area containing touristic attribute and holistic potential that normally could be consumed in a day trip but need bigger efforts to obtain in-depth information about the area [13]. As Tourism-Oriented Country, this kind of local travel destination hold a great potential to be promoted to the foreign nationals visiting Japan. Differs from the primary tourist destination which already written in the visitor's itinerary. You need more in-depth knowledge to visit these local travel destination as they need to understand how the transportation system in Japan works and have experience in visiting the main tourist attraction in Japan beforehand or at least need to dedicate more efforts to to gain more information about these places.

1.1.3 Foreign Residents in Japan

Foreign Residents are foreign national who stays in Japan not under the tourist visa as they will own a Japanese Residence Card. The length of stay varies for about 3 months or longer such as 2, 4, 5 years or more. They stay longer in Japan for variety of purpose but could be generally categorized for work purpose and academic purpose.

Although the number of foreign nationals live in Japan is still 1.67% from overall Japanese population, but the number keep steadily growing through the year. The government realized to achieve a significance economic growth they need to completely break free from its closed state phase by opening up to the international community. One of the way is opening up to the foreign nationals who contribute in vitalizing Japanese economy and society, symbiotic society co-existence with them and realization of tourism-oriented country.

This condition impacted several area in Japan where they have foreign national residents there to realize multicultural co-existence. For example, Kawasaki City was the first city in Japan which take an active measure by creating a representative assembly for its foreign residents, so they can discuss topics and issue relevant to their life in Japan then formulate it as formal recommendation to the city government [12].

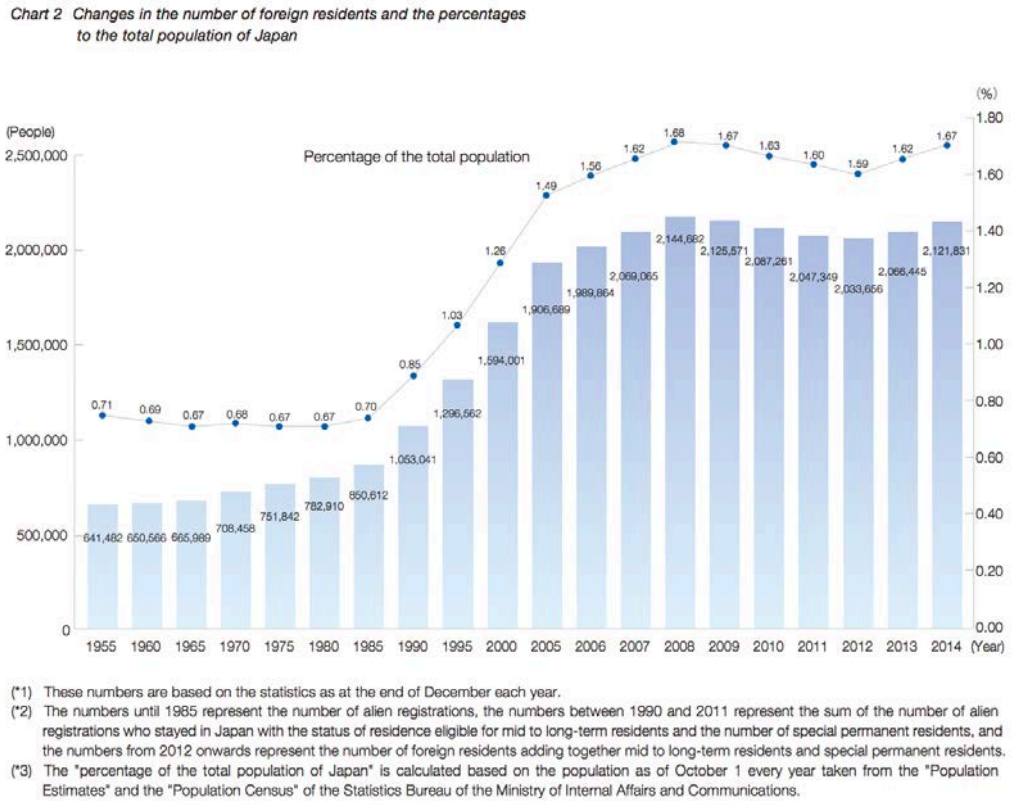

Figure 1.2: The Number of Foreign Residents in Japan

1.1.4 Foreign Residents Traveling in Japan

One thing that will be highlighted in this research is the local traveling experience which could be defined as a an effort for the foreign resident travelers to get different perspective and alternate way in defining the message and experience they had in the new local destination they visit. Especially for young adult travelers around 20s, which loves to visit unfamiliar or unique destination and engage in innovative and untried tourist activities that will enable them to achieve immediate satisfaction [17]. Also, this age segment also shows higher frequency in traveling rather than working adults.

Those young adult foreign travelers in Japan also contribute to the tourism industry in Japan. However depend on their travel habit and preferences, they might show a different behavior on deciding their travel destination. Differs with

the tourist which mainly focused on the mainstream tourist attraction, the foreign residents prefer to seek originality of the traveling experience. They tend to find a different way and different perspective to enjoy the time being. For example, randomly checking Google maps to see if the map have something interesting nearby to explore (park, museums, temple, etc.), ask friend's recommendation or looking for information on the Internet (see Appendix C.1). As a result, it depends on their luck whether they can encounter interesting experience in those local destination or not.

1.1.5 Japanese Culture of Characters

Characters has already become a big culture in Japan. Varies from the character from movies, toys, brands, and most of the aspects in their daily life. It becomes inseparably presence in every parts of any activities. When a visitor travel to Japan, they will notice lots of characters spreading all over the places. It's a country of characters.

1.1.6 Yurukyara: characters to promote region

There is one specific genre in Japanese culture of characters that would be focused in this research, called Yurukyara. A Japanese manga artist and illustrator, Miura Jun is the one who popularized the Yurukyara term. The "loose" meaning here refer to the uncertain design or movement which then led to the cuteness result [21]. The purpose of this character is for promotion because it brings the identity of this specific places and happened all over Japan. In 2007 the boom of Yurukyara affects regional area to create their own local mascot, known as Yurukyara or Gotouchikyara. Those characters was made on purpose to relate the identity of the places and turned it into a visual representation as local mascot. Each region (either in ward level, or city level) will adopt this Yurukyara culture and create their own to promote and welcome their local residents or visitor.

This Yurukyara's culture is so big, they even have an annual competition called "Yurukyara Grand Prix" which held to determine which local character is the most popular in that certain year. The yurukyara boom showed as the number of participants keep increasing, from 865 mascots in 2012 and 1157 entries in 2017 [5]. The growth of the numbers shows that the trends of popular culture does affects the approach strategy of the tourism association to promote their area. As example, the most famous Yurukyara in Japan, Kumamon from Kumamoto

Prefecture. This black bear with bright red cheek won the very first Yurukyara Grand Prix in 2011 and his popularity clearly affects the popularity of Kumamoto Prefecture as one of tourist destination [19].

Several approaches conducted by each local municipalities in order to promote the area by utilizing Yurukyara. The common strategy among them usually starts from the visual branding in special section of the official tourism website, so the potential visitor could identify with the Yurukyara prior departure. After they arrived in the location, they can start to look for the characters, usually in the form of Yurukyara merchandise as souvenirs or if there is a local event happening, they can spot the Yurukyara and take picture with them (see appendix C.1).

Prior research that investigated about the Yurukyara's adoption in establishing destination branding in Japan shows several findings [21]:

Table 1.1: Young Adults Perception of Yurukyara

No	**Factor**	**Finding**
1	Recognition	People only aware about famous Yurukyara and at least one from their hometown
2	Yurukyara Effectiveness	Yurukyara failed to be the main reason for visitors to visit the destination
3	Deciding Destination	The visior decide based on social interaction and escape/relaxation
4	Merchandise	Willing to buy if happen to see it and found it cute
5	Perception	Not an effective tool to increase tourism
6	Appeal	Yurukaya seems like primarily to target children

1.2 Research Problem and Question

When the young adults foreign travelers arrived in local travel destination, their travel experience may not always answer their expectation because of the limited source of information and activity. During their exploration time in that place, they sometimes missed a nice place that local people proud of because they just

follow their instinct to decide the route. If they were guided with some sort of activities while exploring the area, their should have more original satisfying experience. At the same time, a local destination which has a Yurukyara indicates that they want to promote the area to the visitors. However, it will be hard to advertise the place by using the Yurukara as a sole deciding factor. It needs another tool to be used as a way to attract potential visitor while introducing the Yurukyara. Therefore, this research will propose an exploration game using Yurukyara to promote local travel destination for young adults foreign travelers.

Research Question: How exploration game utilizing Yurukyara affects young adult foreign traveler's experience in local travel destination?

1.3 Contributions

This research will contributes several features:

1. A promotion method for a local travel destination to invite young adults foreign travelers
2. A method to be considered by local governments to utilize their Yurukyara and make it appeal it to foreigners

1.4 Thesis Structure

CHAPTER 1 (Introduction): explains the tourism in Japan, the foreign residents travelers in Japan, and the culture of regional characters (Yurukyara). This chapter also clarifies the research question and the field of this study.

CHAPTER 2 (Related Works): presents the literature review of the gamification, exploration game, and destination branding. Some related works related to the topic will be describes in every section.

CHAPTER 3 (Design Process): describes the process of design start from the preliminary research, defining the concept of design in detail and its prototype design.

CHAPTER 4 (Implementation): Testing the game design prototype to its target user and analyzes the game experience's result in discussion.

CHAPTER 5 (Conclusion): concludes the whole research, limitation and indicates potential development in the future.

Chapter 2
Literature Review and Related Works

2.1 Gamification

Gamification is a trend that gaining more popularities as the number of studies which investigated in gamification field is increasing. The definition of gamification itself is "*Using Game Design Elements in Non-Gaming Context*" [9]. The practice of implementing gamification technique in tourism shows the effects in deeper engagement with visitor. The motivation for travelers to play the game in tourism context differs but mostly cover two needs [22]. The first need is to trigger their curiosity towards the destination by using the "tourist game". The second one is exploration, as the traveler visit the real world destination they can get information about the place by playing the game. Particularly the information about small attraction in the destination.

2.1.1 Impact of Gamification in Tourism

The impact of the gamification in tourism can be divided into four types of scenario, which fall into two sub-categories [11]:

Engage Positive Behavior

The concept of the gamification intends to influence travelers to engage positive behaviour and do either of these things [15]:

1. Influence travelers to engaged in a new activity or visit a new destination the never visited before,
2. Influence travelers to make a permanent behavior changes in their traveling habit.

Avoid Negative Behavior

The concept of the gamification intends to influence travelers to avoid negative behavior and do either of these things:

1. Influence travelers to keep behave while traveling and not doing any harm towards the destination or themselves,
2. Influence to change traveler' s habits for the long-term in order make their life happier.

Based on those two sub categories, the impact of gamification can be identified into four scenarios:

Scenario 1: The destination wants to persuade traveler to participate in an activity. As result, the traveler either like it or dislike the activity. No further support from the game is needed afterwards.

Scenario 2: The destination wants to persuade traveler to change their behavior in daily basis. The benefit and the change will not shown just for a short term.

Scenario 3: The destination wants to dissuade traveler from doing any harmful behavior. The benefit may appears immediately or later.

Scenario 4: The destination wants to dissuade bad traveler behavior and change it from something positive. The benefit for the tourist will shown after a long term.

2.1.2 Related Works: Exploration Game

Stamp Rally Culture in Japan: Echizen Kaga Rally Stamp

This is an IoT (Internet of Things) joint project in tourism business where JTB (Japanese Tourism Bureau) and NEC (Nippon Electric Company) wants to promote several certain new areas between Fukui and Ishikawa Prefecture and named those areas as "Echizen Kaga" [6]. The companies utilize the Japanese culture of stamp rally to attract foreign tourists explore the area. Those area was quite separated by distance, therefore they made an application named "Echizen-Kaga Navi" in order to apply the stamp rally concept for the visitors, hoping those visitors are willing to explore the area by collecting the stamps in every designated

destinations although the distance is quite far to get reward and the end of their trip. Here is the scheme order to runs the application:

1. Download the "Echizen-Kaga Navi" App in the Apple Store or Google Play.
2. Register basic information such as (age, gender, country/region).
3. Explore and browse the information provided in the app to get a quick understanding what Echizen Kaga could offer.
4. Scan the QR Code for the stamp in the designated places, and after finished collecting all the stamps get the reward.

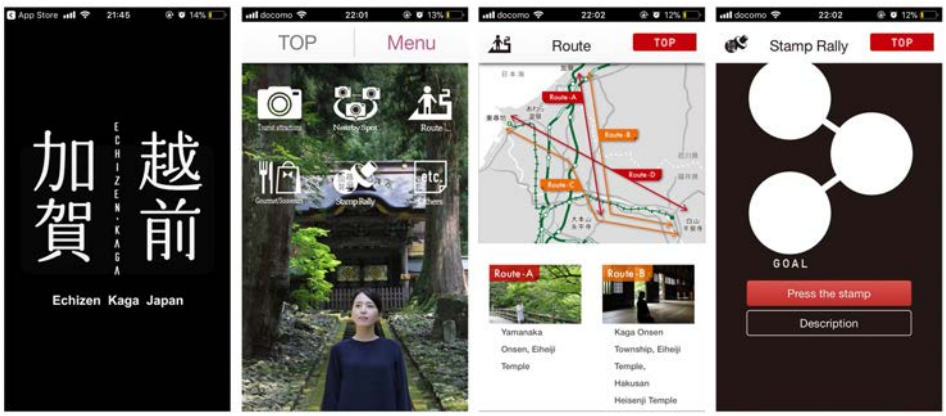

Figure 2.1: Echizen-Kaga Navi App

Tokyo Metro Underground Mysteries 2017

This is a joint project between Tokyo Metro and SCRAP Co., Ltd., a puzzle solving and city exploration game event which held started from 1st October 2017, until 31st January 2018. This game was made to make people travel and wandering around Tokyo while solving the puzzle game to find the answers which is planted in the city [8]. At the same time, it gives the opportunity for the players to discover new places they never visited before. Along with Japanese version of the game, they also have the English version of the game. So, it could

be enjoyable for non-Japanese speaking players. In this case, the game was meant to be played for the foreigners who currently residents in Japan because the spots they introduced in the game are uncommon stations to be listed as one of the mainstream touristic destination.

How It Works

1. Buy the game-kit ahead in the specified sales counter. The game kit includes, the train map, guidebook, envelope, tracing paper, 24 hour ticket, pencil, question paper, and the bag.

2. Solve each question to get the answer to the next destination. There are two optional routes available to choose, and players could decide which location seems more interesting or close to their current location.

3. Visit the destination follow the instructions on the paper to check the designated place and see the real artifact with their own eyes to answer the next question.

4. The question and the puzzle solving methods differs in every level, and keep getting harder.

5. At the final check point, all players will visit the same point, regardless of their chosen route.

6. The last question could be answered anywhere, so the players can rest at home and solve it later [7].

Figure 2.2: Game Kit Example Puzzle Question

2.2 Destination Branding

A destination need to be able to differentiate with the other possible destinations. The level of landscape beauty, quality of accomodations, friendly people on the place, etc. are not enough for a destination to be the key points that would differentiated from alternative in the minds of target market [10].

The process for the traveler to form a destination image as mentioned by Gunn (1988) based on their travel experience is as shown below [10]:

1. Accumulation of mental images about vacation experiences
2. Modification of those images by further information
3. Decision to take a vacation trip
4. Travel to the destination
5. Participation at the destination
6. Return home
7. Modification of images based on the vacation experience

2.2.1 Model of Destination Branding

[18]

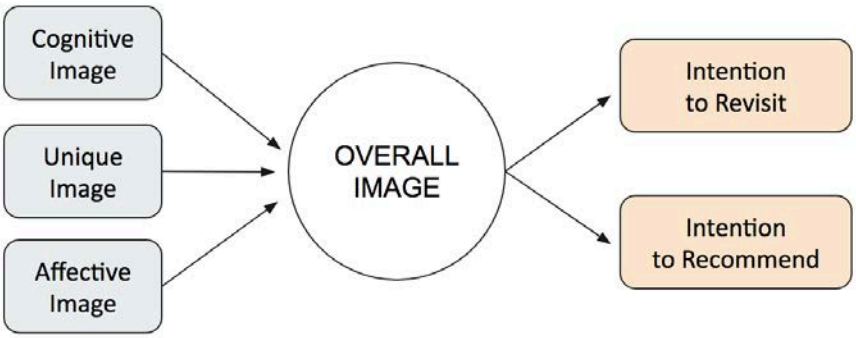

Figure 2.3: A Model of Destination Branding

Cognitive image, unique image, and affective image will affects overall image of a destination which then will lead the tourist to have intention to revisit and intention to recommend.

2.2.2 Related Works

Yurukyara Grand Prix

Yurukyara Grand Prix is a national competition where all Yurukyara characters participate and gather every year, to determine which Yurukyara is the most popular in that year. The winner is determined by the number of votes casts everyday. The competition is divided int two categories. The first one is for regional character which born from municipalities, shopping district, and local sightseeing associations. The second category is meant for character owned by the private companies.

Figure 2.4: Yurukyara Grand Prix Winner

Saitama Super Tourism Declaration

In 2010, Saitama Prefecture Tourism Association made a declaration called ”Saitama Super Tourism Declaration”. This declaration stated that Saitama does not have seas, hotsprings, and old heritages, however the prefecture actively compete in tourism business. Therefore in 2012, the local government inform other municipalities within Saitama Prefecture and tell them to make their own Yurukyara in order to make Yuru-tama Ouendan (cheerleading squad). As a result, in 2014 there are 103 local mascot existed in Saitama Prefecture [23].

Chapter 3
Design Process

3.1 Preliminary Research

3.1.1 Focus Group Discussion: Echizen Kaga Rally Stamp

The purpose of this focus group discussion is to get feedback and understand the behavior of foreign residents in Japan while traveling within Japan. Several numbers of international students were invited and divided into groups which consist of 6 students each. The focus group discussion held under the supervision of NEC (Nippon Electric Company) and JTB (Japan Travel Bureau).

The focus group discussion divided into two sessions. The first session was aimed to get the students' feedback about the IoT project of the "Echizen-Kaga Navi" for further development. They asked the students to play a role as a visitor to Echizen Kaga and try the mini stamp rally in their office. After finished, all of these international students questioned about the application itself and their impression regarding how they perceived Echizen Kaga based on the information given.

The second session was focused to define what kind of hurdle and concern that foreigners often experienced during traveling within Japan. Each student also investigated in details regarding their travel habit and opinion in how to improve their travel experience within Japan.

Findings

Here are several findings for those focus group discussion session:

1. The stamp rally concept is something that Japanese already get accustomed. However, it perceived differently with these international students from various a country (China, Taiwan, Indonesia, and Taiwan). Stamp rally concept is not something common in their culture. Most of the students agreed that

Figure 3.1: Echizen Kaga Focus Group Discussion

ever since they came to Japan, they began to notice there are lots of place utilize stamp rally.

2. Downloading an app for a specific travel destination is less practical than trust on Google for searching in-depth information. Even tough beautiful picture quite appealing towards the students, those images itself was not enough to motivate them to travel there, since most of the students already get used to visit beautiful places in Japan.

3. The limited reward system for those who completing the stamp rally is quite appealing, even though it is not the main reason for them to visit the place.

4. Defining the route to obtain the stamps also one of the concern when traveling, since the area was big, it would be better to get recommendation from the app itself about which route is the most efficient and worth to see.

3.1.2 Fieldwork: Tokyo Metro Underground Mysteries 2017

The purpose of the fieldwork is to observe closely how the foreign students react to a city exploration game since the beginning until the end when the game finished. At the same time also investigated how a game concept being applied and carefully designed for the foreign residents

Figure 3.2: Tokyo Underground Mysteries 2017 Game Kit

Findings

The observation was divided into two phases. The first phase was to experience the game as player and understand the game mechanic and game system beforehand. Meanwhile for the second phase, four additional players , which is foreign students from Thailand, Mexico, Argentina, and Taiwan were invited to play the game and divided into two teams of two. The second observation was conducted in order to observe, analyze and get empathy to the players. Here are some findings after those two fieldworks:

1. Those students were pleased since unexpectedly the game directed them to visit those little stations which unknowingly have an interesting attribution potential.

2. The game actually show the result of how the players started to be more sensitive towards their surroundings afterwards, since they need to observe

their surroundings to get the clue for writing the answer.

3. The game instructions was perceived differently based on the players cultural background. Some of them could get the meaning and the logic method quickly while others need more time.

4. The game should not be too long to finish. As the players mental and physical condition will decrease along the time.

Figure 3.3: Participants

3.1.3 Interview: Foreigners perception towards Japanese Culture of Characters (especially Yurukyara)

The interview aims to get better understanding and insights of how foreigners perceived Yurukyara in general. Several Questions questioned five international students from different nationalities who currently reside in Japan and loves to travel. Here is the list of questions asked:

Q1. Do you know what is Yurukyara and how much you know about it?

Q2. What do you think of Yurukyara, does it affects you while traveling?
Q3. What happened to you after getting to know more of Yurukyara in the place?

Based on the interview, some findings could be deducted. First, among all of the genres in Japanese Culture of Characters, the concept of Yurukyara Culture is unfamiliar for some of the foreigners. People who immediately familiar with this concept is usually people who have a design background or interest into the Japanese culture itself.

Secondly, they know that certain brand might have their mascot which then also applies to the regional character (Yurukyara). However, they got surprised after getting to know more in-depth about how big the Yurukyara culture is in Japan. To the point that all city or region has their own Yurukyara and hold the annual event of Yurukyara Grandprix.

Third, after knowing the concept of Yurukyara, every time they arrived to a place in Japan when traveling, they will start to notice or look whether the area have their own Yurukyara and then began curious about the local specialty of the area.

3.1.4 Preliminary Research Summary

Based on those findings found during preliminary research, we can conclude several things:

1. Exploration game can be used to direct people to explore a new area despite of the amount of information they get about it

2. They became more sensitive towards their surrounding since they have a mission to complete

3. Real reward after accomplished the mission can trigger their motivation to finish it

4. People's curiosity of Yurukyara of the region will appears after they arrived in destination

From the lists above, we can say that the exploration game could be the main tool to be used in order to promote the local travel destination. Then, after the travelers arrived to the place we can introduce them with the Yurukyara of its

place. If they can finish the game while exploring the area, they will get the reward at the end.

3.2 Design Objective

The objective of the design is to make the young adults foreign travelers explore the local travel destination using the exploration game utilizing the Yurukyara of its place.

3.3 Local Travel Destination: Motosumiyoshi

3.3.1 Characteristic of the Place

Motosumiyoshi is an area in Kawasaki City, Kanagawa Prefecture. The nearby station is Motosumiyoshi Station where two train lines runs here (Toyoko Line and Meguro Line). It neighboring station on the south is Hiyoshi Station, which has Keio University there, and on the northern side is Musashi Kosugi Station. Motosumiyoshi is a small station, so only local train stops here.

When go down from the station, the sight of a lively shopping street (Bremen Street on the west side and Oz Street on the east side). This area has lots of residential building behind the shopping streets. That is the reason why visitor can feel and discover lots of families, elderly, and children here.

In front of the east side of the station, they have digital signage placed there as a local TV which airs Motosumiyoshi's local information to the residence in the area. Which shows this area has an active community to maintain it.

In the Motosumiyoshi also located Kawasaki International Center (KIAN), which facilitate cultural exchange between Japanese and foreigners in Japan.

If the visitor travel more in-depth in Motosumiyoshi, they could see that this place have several potential attribution lists for promoting the local area (see Appendix B.1).

3.3.2 Yurukyara of Motosumiyoshi: Ozuccho

In Motosumiyoshi, they have their own Yurukyara named Ozuccho which was created by one of the residents in Motosumiyoshi in 2010 [20]. Ozuccho also

has a twitter account which created on 14 December 2012 as a way for her to communicate with local people about anything happened in Motosumiyoshi.

Ozuccho often appears when there is a local event in Motosumiyoshi happening, she is popular with the kids, and everyone will try to touch her bum since there is a rumor which says that "good thing will happen to you if you touch her bum". In Motosumiyoshi Sakura Festival 2018, for the first time Ozuccho sold her merchandise to the people. Such as goodie bag, notes, and towel.

This Yurukyara also had a press conference on her birthday on 2 February 2018 at the rooftop of Motosumiyoshi Station. In this day, the local musician made a theme song for Ozuccho, which then also aired in the digital signage below the station.

Figure 3.4: ozuccho

3.4 Ethnography

These are the stakeholders for the exploration game in Motosumiyoshi. The content of the game is based on the Motosumiyoshi and Ozuccho as the location where the game will be played. Young adult foreign travelers will be the user of the game. Their visit to Motosumiyoshi will left economical impact. Kawasaki International Center (KIAN) will act as the manager and distributor of the exploration game. It will connects Motosumiyoshi and young adult foreign travelers in between.

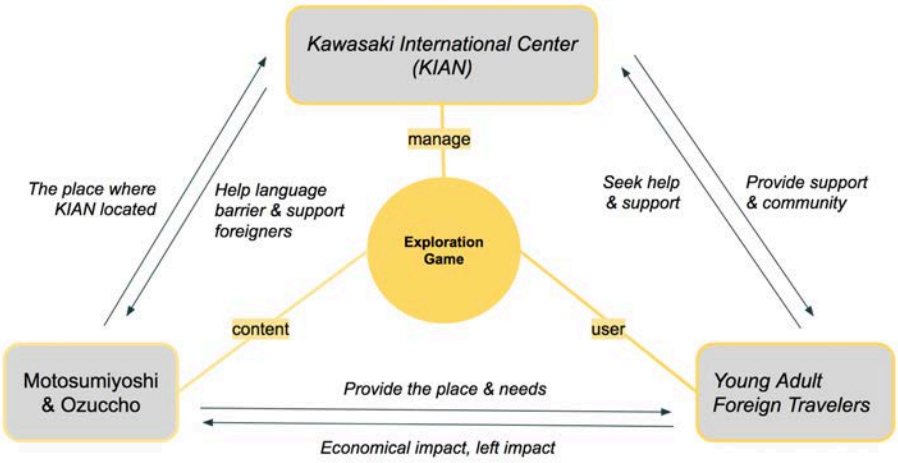

Figure 3.5: Stakeholders

3.5 Target Persona

Ara is an international student who arrived in Japan last year to continue her education. She really likes Japan, so during her stay she wants to utilize it to the fullest by visiting as many places as she can in Japan. At first, she put those mainstream tourist destination in her wish list. However, after a year and she gets busier, she found it harder to visit places far from where she lives. So, she started to look for her alternative nearby travel destination through Google Maps. She was so amazed that actually there are so many interesting spots she can visit around her place without traveling so far. Just because Google doesn't show the destination name on the first page of search page does not mean that the quality

of experience in that place is bad. Since then, she used her Google Maps as guide to show her interesting spots to check. In order to do that, she prepared and willing to walk from one point to another point on the map. Because she knows that during her walking time, she usually encounter with unexpected discovery. It makes her travel experience more authentic and original for each destination. She becomes to understand that every destination has its own charm and story, and the one who defined that is her experience there itself.

The main target that will fit well with the proposed design will have these characteristics:

1. Young adults segments of foreign residents who currently lives in Japan for studying/work/dependent.
2. Loves walking to explore and encounter a discovery during their trip
3. Have interest in Japanese characters

3.6 Concept

Provide an activity for the young adult foreign travelers in the local destination using exploration game and the back story of its Yurukyara to improve their traveling experience.

1. The user will start to play the game after they arrived in Motosumiyoshi Station then get the intro story and explain the mission they need to accomplish here.
2. They need to accomplished 3 missions in 3 different places in Motosumiyoshi, the order of the places is up to them.
3. After they finished the mission in each places, they will unlock new information about that place and updated the story.
4. When they finished all the missions, they will get reward at the end.
5. At the end of the travel, they gain this local knowledge and better understanding of the place.

3.7 Story Design

The Yurukyara of Motosumiyoshi has a background story why she was made in that way. Here is the explanation of her story taken from her official website [1] (translated by author).

> *Everyone, I am Ozu*
> *I am a 30 year-ish housewife of the beloved Motosumi Oz Shopping Street. I am "Ozuccho" a mom of 3 children.*
> *I am in the youth division of the shopping district and appointed to do the public relations*
> *I am dreaming of having a shop in Oz Street someday*
>
> *By the way, my birthday is on 02 - 02 !!!*
> *I want to have a party with everyone*
> *People who found me will be "happy"*
>
> *Moreover!!!*
> *If you take pictures of me, your fortune will "UP"*
>
> *This is only between you and me ···*
> *So, it is said that people who touched my "heart shape on my bum" are "blessed"*
>
> *Actually,*
> *I am an enthusiastic supporter of Frontale Kawasaki*
> *"NO OZ, NO LIFE"*
> *In order to make my favorite Oz Shopping Street more exciting, I will support it loosely*

Based on that, we can conclude that Ozuccho is a mom with three children, she lives in Oz shopping street and wishes to have her shop in the future. Her birthday is on 02-02, 2 February.

Since Motosumiyoshi itself is a pleasant residential area, it makes more sense why the character is a mom with three children. Therefore, the design was made based on this backstory. The premise of the game will become like this: "Help Ozuccho, the mom of 3 children, to find her missing children all around Motosumiyoshi area". Therefore, each child will represent the identity and the idea of each place in Motosumiyoshi.

Figure 3.6: Paper Prototype - Introduction

3.8 Itinerary Design

It is important to understand in-depth about Motosumiyoshi and how big the potential of this place to be promoted. Therefore, a site survey is needed to list up all potential places to be put in the itinerary design (see appendix B.1).

To support the site survey data, we need to investigate in detail about each places (history, trivial information, etc.) as well. However, since Motosumiyoshi is a local travel destination, all the information provided in Internet is in Japanese. A comprehensive research from the information on the internet was needed to gain more understanding.

From the Motosumiyoshi attribution list on appendix and in-depth online research from Google (in Japanese) we could eliminate places considering the distance and their touristic potential. Therefore, there are 3 destinations selected to be used in the game.

3.8.1 First Destination: Bremen Shopping Street

Figure 3.7: Bremen Shopping Street

Bremen Shopping Street has chosen because its strong identity as sister city with Bremen in German. Inspired from a Bremen Musician fairy tale by Brothers Grimm which tells a story of four aging domestic animals which is being neglected by their owners after work very hard in their life. So, four of them decided to be a street musician in Bremen [4]. There are lots of Bremen statues and Bremen's visual identity mixed through the way. The shopping street wants to be promoted and attract foreign tourist, as shown in the English version of Bremen Street Walking Map being put inside a potato shop across the station.

Figure 3.8: Bremen Walking Map

Through visiting this shopping street, visitors can explore lots of restaurants and cafe and at the same time feels the atmosphere of Motosumiyoshi. The implementation of Bremen's visual applied everywhere along the street will trigger visitor's curiosity to question what happened in this shopping street which will led them to get the message that this place is actually have become a sister city with Bremen in German. In order to deliver that message, there are 3 questions designed to be answered by the visitors along walking in the street.

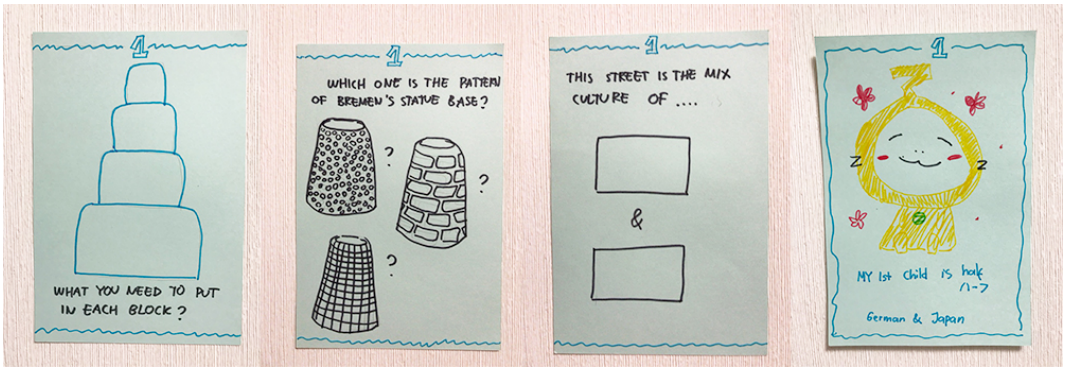

Figure 3.9: Paper Prototype - First Child

The first question is to make the visitor notice the main visual identity in the shopping street. Four squares on top of each other, and they need to see their surrounding to find this structure then identify the component of each block to answer. This is a statue of Bremen Musician, so the answer from bottom to top will be: donkey, dog, and rooster.

The second question will be a question to let the visitor feel the atmosphere, observe and analyze their surrounding to get the vibe on German in the street. Two blank boxes which represents two countries as the answer. Since there are lots of German vocabularies, and visuals throughout the street, they will analyze those hints to find it. The answer will be the mix of Japan and German.

The third question was added in order to led the visitors walk to the Motosumi Community Center, where the original Bremen statue was located. This artifact is the answer, and they need to be more sensitive and search for the answer as they walk.

After they completed these three questions, they help Ozuccho to find her first children. They will unlock a card which describe the story of her oldest child which is "My oldest child is a half, Japan and German". Through this message, the visitor will get to understand the relation between Motosumiyoshi and Bremen City in German. Since this information is not available online, it also will be a good exposure for Bremen Street.

3.8.2 Second Destination: Motosumiyoshi Train Garage

Motosumiyoshi have a large train parking garage owned by Tokyu Group and they can do train maintenance as well in their indoor garage. Anytime you visit this place, you will see several trains being parked here. Most of the trains are Toyoko Line train or Meguro line train, however sometimes you can see different company put the train here. The location is right beside the big street, and you can walk around 200 meters from one side to another side.

Figure 3.10: Motosumiyoshi Train Garage

Some people will not notice this place since it is not showing in Google Maps nor on the sign system in Motosumiyoshi. The sight of train garage like this is uncommon in Japan itself, therefore it will be nice to let visitor come here and witness it by themselves how a country with a big train system placed its trains, especially for train fans. In order to deliver this message, three questions will be asked to the visitors.

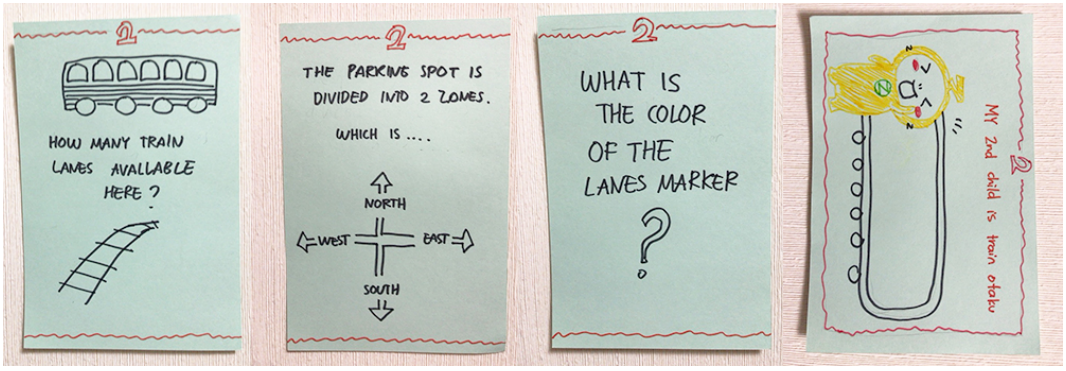

Figure 3.11: Paper Prototype - Second Child

The first question will ask the visitor to count how many train lanes available in this train garage. There are lots of them, so they will count one by one to get the answer. However, every train lane actually have their own marker's number. So, they will notice the number of lanes after they walk from one side to the other side of the garage. As the answer, it serves 27 train lanes here.

Figure 3.12: Motosumiyoshi Train Lanes Marker

The second question is to test their sense of direction by observing their surrounding. The train garage was divided into two areas, and the visitors will choose two directions from north, west, south, and east. The answer is west and east, since the train line which runs above them is the one who divided it.

The third question is ask them to identify what color used as the marker of each train lines. Then they will take a look again inside the train garage to see the color. The answer is yellow. The same color with Ozuccho.

After finishing the questions correctly, they help Ozuccho to find her middle child. A new card will be unlocked to reveal the story of her middle child, which is: "My second child is a train otaku". Through this message, the visitor will get the idea that Motosumiyoshi is have a strong image of its relations with trains.

3.8.3 Third Destination: Nakahara Peace Park

The biggest and main park in Motosumiyoshi area is called Nakahara Peace Park (Nakahara Heiwa Kouen). This park covers a huge space for children playground, several small open fields for activity, jogging track, an open outdoor amphitheater, outdoor art installations, and a riverside. That's why this place often used as a venue for local events, Sakura-viewing spot, or any activities for the locals to gather. There are also Sumiyoshi high school beside the park, where you can observe if there any activities in the athletic fields. Also a museum beside the park.

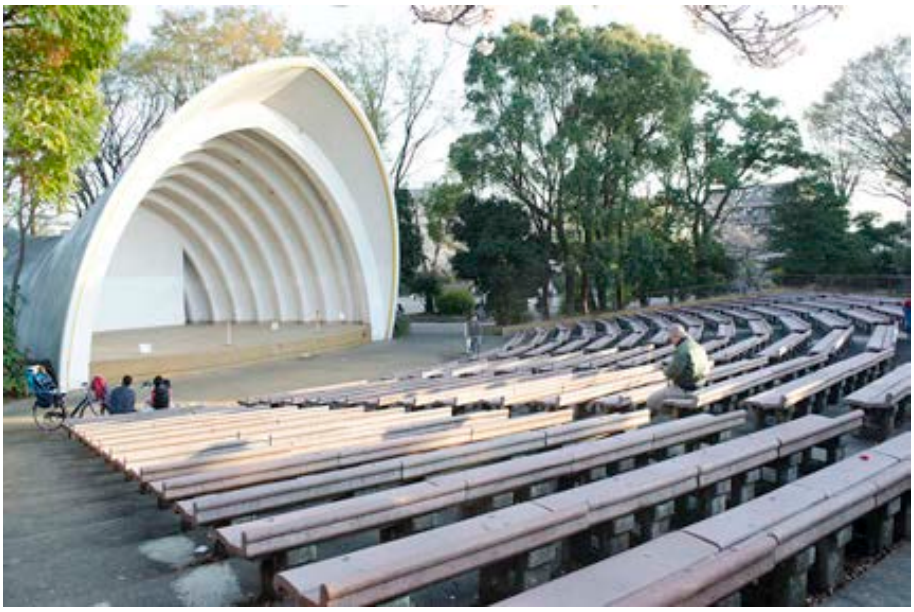

Figure 3.13: Nakahara Peace Park

The most interesting points in the park is the art installations installed in the open space beside the Kawasaki City Peace Museum. Each of them represents the "peace" message which was being made by several international artists. The most interesting finding the author find here is an installation which was made by an artist from the West German. Which means it was made even before the Berlin Wall demolished.

Since this park is quite big, in order not to make the visitor lose focus, there are only two questions asked. The first one was asked to make the visitor explore the park and be more sensitive towards their surrounding. The question will led them to identify with their eyes about a specific art installation. Then, they have to arrange the pieces into the right order.

The second question was made in order to make them notice that there is a museum nearby. To check how much the entrance fee to get inside the museum, the visitor will search for the entrance. The answer is free, so they can utilize the opportunity to check inside the Kawasaki Peace Museum.

After completing the questions, they help Ozuccho to find her youngest child. They unlocked a new card which reveal the story of her third child, which is: "My youngest child loves peace". Coherent with the theme of Nakahara Peace Park.

Figure 3.14: Nakahara Peace Park - Outdoor Art Installation

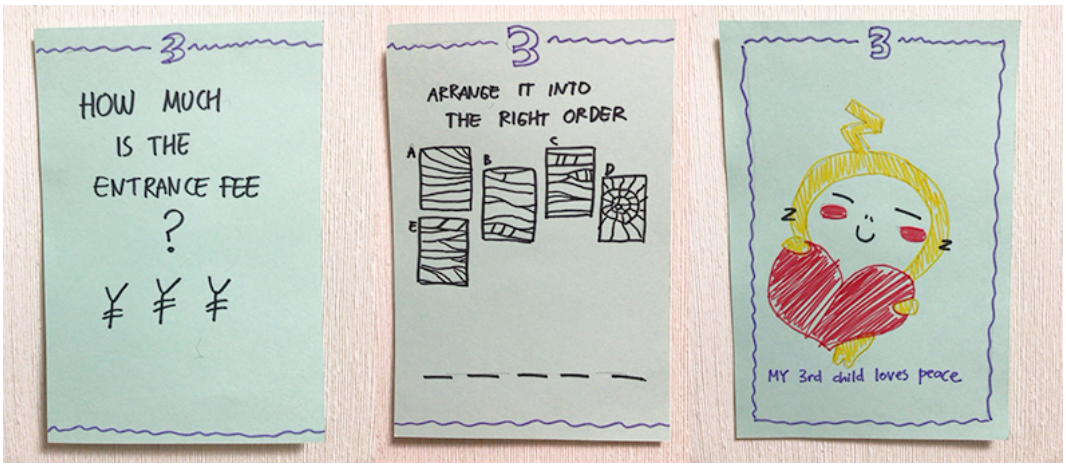

Figure 3.15: Paper Prototype - Third Child

Figure 3.16: Kawasaki Peace Museum

3.9 Navigation Design

Those three destinations was located as shown as the map. Motosumiyoshi station in the middle, “1st” is the location of Motosumi Community Center in Bremen Street, “2nd” is the location of Motosumiyoshi Train Garage, and “3rd” is the location of Nakahara Peace Park.

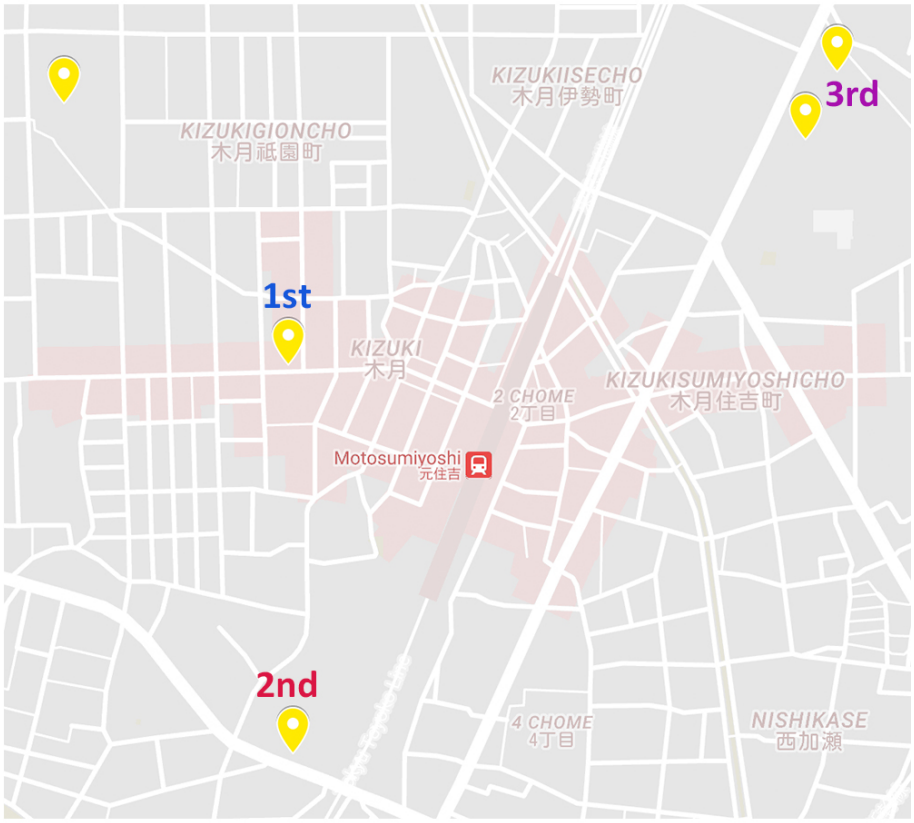

Figure 3.17: Location of the destination map

Figure 3.18: Navigation: Motosumiyoshi Station to Nakahara Peace Park

Offline guide using visual signs are used in order to let user explore Motosumiyoshi. Below is the example of how the user navigate from Motosumiyoshi Station to Nakahara Peace Park. Start from the rooftop garden in Motosumiyoshi Station, they need to find the East Exit sign then take the escalator down. After that, they need to walk straight and try to find a visual sign “OZ” in the street. After they spot it, they need to find a big clock, big road, a “truck” sign, police station and then they will arrive in the park. Every route has its own navigation guide, so there are 12 navigation guides in total.

3.10 Reward

Ozuccho is the character that will guide the visitor along Motosumiyoshi. Therefore for every phase, Ozuccho needs to interact with the visitor. In order to express the emotion and bridge the interaction, the LINE Sticker of Ozuccho will be used [3].

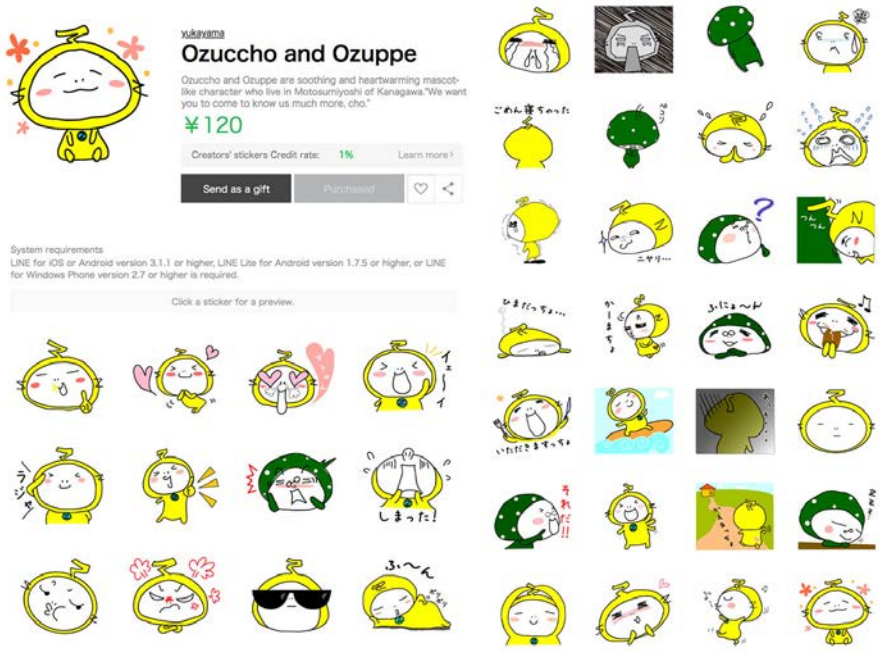

Figure 3.19: Ozuccho LINE Sticker

Every interaction of each phase of the game will use one of these stickers to represents Ozuccho's emotion and reaction. At the end of the game, they will get this sticker for free as a souvenir to be used in their personal LINE account. In a hope that they will use the sticker as a way to remember their experience in Motosumiyoshi.

3.11 Flow of the Exploration Game

Here is the graph showing the flow of the exploration game from the visitor's experience. After they arrived in Motosumiyoshi Station, they need to move to the rooftop garden in front of Motosumiyoshi's ticket gate. The game will start and every visitor will open the application. The introduction story will shows in the app, and it will explain what kind of mission the visitor need to accomplish. After that, they need to decide which place they want to visit in order to find Ozuccho's children.

The pink path shows they need to move to Bremen Street to find the oldest child. They will answer the three questions to unlock a card. The blue path

symbolize the second child that will led them to visit Motosumi Train Garage and answer three questions to unlock a card. The green path shows the location of the youngest child. They need to move to Nakahara Peace park and answer two questions there to unlock a card.

After they collected all 3 cards, they complete the mission. As an outro story and gratitude from Ozuccho, the visitor will receive a reward, which is a souvenir from their experience in Motosumiyoshi. Then, they can go home afterwards.

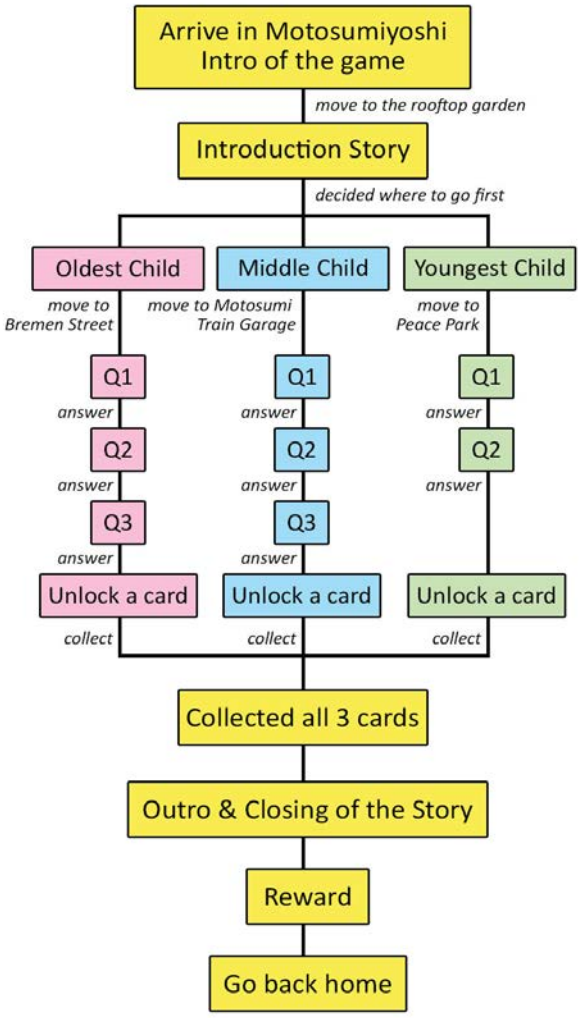

Figure 3.20: Flow of the game

3.12 Digital Design

The last output of the exploration game will be a digital design that could be accessed from the Internet without downloading the specific application. The participant can access it through the website and play the game using the smart phone while walking around.

The digital design was made using Adobe XD, an Openframe software from Adobe with a specific purpose to make a smart phone friendly prototype design specially in user experience. Adobe designed the software to be user friendly for the designer, and focusing in simple design and interaction between artboards. The finished digital prototype design then published into Adobe Creative Cloud and generated the link, so anyone who has the link could preview in the design from their smart phone as long as they have Internet connection.

3.12.1 Introduction

When the player arrive in the rooftop of Motosumiyoshi station, the game will start. They open the website, then start play the game. Each Ozuccho sticker was carefully selected in order to deliver the emotion to the player.

Figure 3.21: 01 Introduction

3.12.2 Oldest Child Mission

If the player decide to find the oldest child of Ozuccho, they will be guided to the Bremen Street. They need to answer each question and if they get stuck, they can see the hint below the screen to help answering the question. Every time they answer correctly, an additional information about the place will be given. As a reward if they complete the three questions here, they will unlocked a card. They keep the card and continue play the game.

Figure 3.22: 02 Oldest Child Mission

3.12.3 Middle Child Mission

If the player decide to find the middle child of Ozuccho, they will be guided to the Motosumiyoshi Train Garage. They need to answer each question and if they get stuck, they can see the hint below the screen to help answering question. Every time they answer correctly, an additional information about the place will be given. As a reward, if they complete the three questions here, they will unlocked a card. They keep the card and continue play the game.

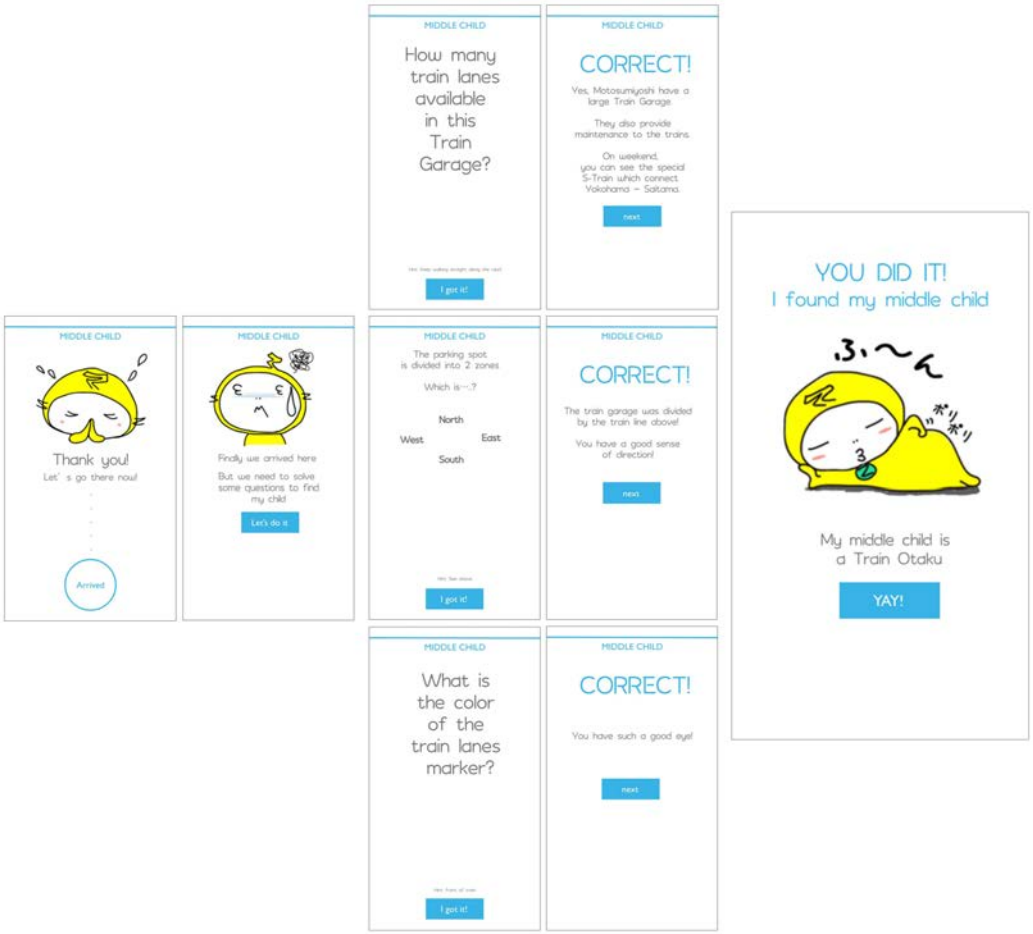

Figure 3.23: 03 Middle Child Mission

3.12.4 Youngest Child Mission

If the player decide to find the youngest child of Ozuccho, they will be guided to the Nakahara Peace Park. They need to answer each question and if they get stuck, they can see the hint below the screen to help answering question. Every time they answer correctly, an additional information about the place will be given. As a reward, if they complete the three questions here, they will unlocked a card. They keep the card and continue play the game.

Figure 3.24: 04 Youngest Child Mission

3.12.5 Outro

When the player collected all the cards it also means the helped Ozuccho to find all of her children. In the outro Ozuccho will say her gratitude and give reward to the players.

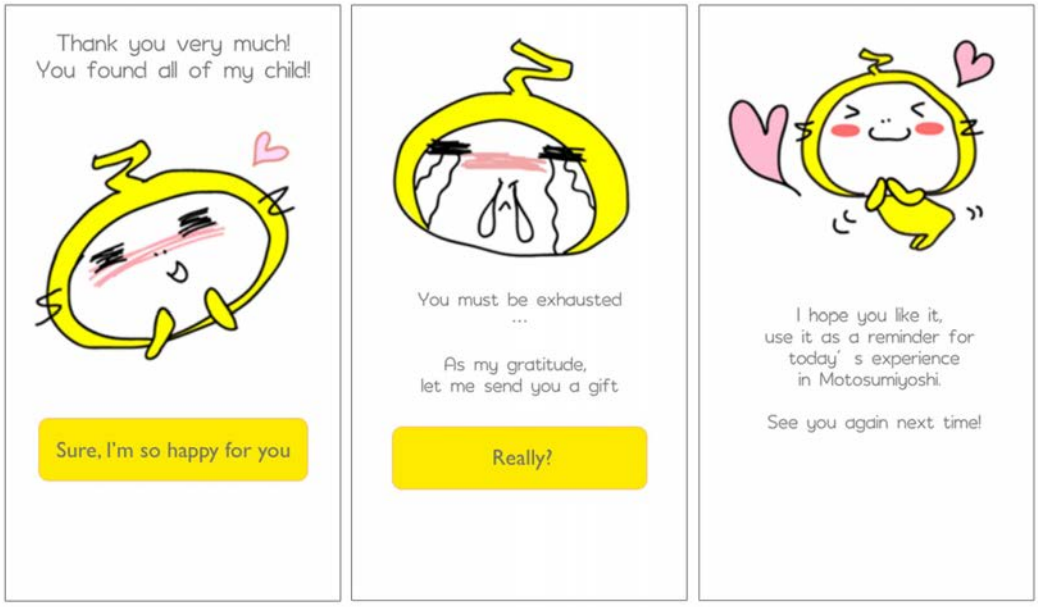

Figure 3.25: 05 Outro

Chapter 4
Evaluation

4.1 Game Design Prototype Test

4.1.1 Purpose

The purpose of the game design prototype test is to see how the participant interact and react to the game. The flow of the game, the game elements, and the difficulty level of each mission are investigated through this test. Therefore, we can get an improved design over each test.

4.1.2 Methodology

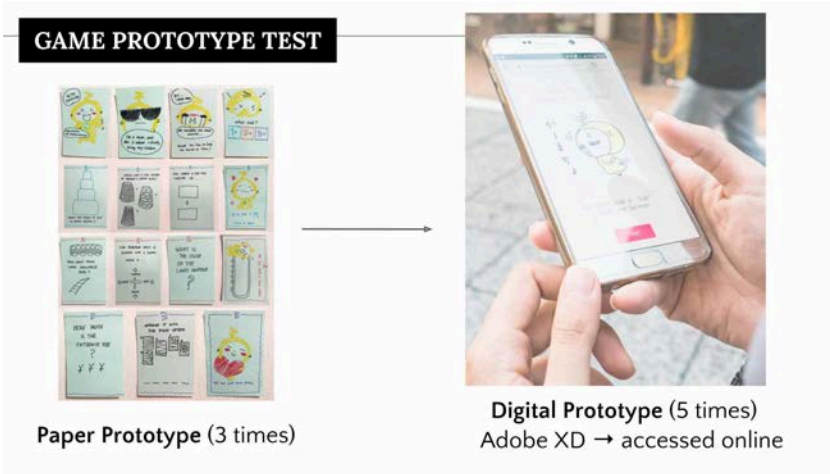

Figure 4.1: Game Prototype Test

The initial design of the game was paper prototype in order to test the usability of the design in early stage to the target user. Since the prototype is a draft

design, the user could give more objective feedback towards the game because the limitation is still low. The paper prototype test was conducted 3 times. The digital prototype of the game was designed based on paper prototype feedback. It was designed using Adobe XD, so the participant can access it online through their smartphone anywhere. The digital prototype of the game was tested 5 times.

4.1.3 Result

Here are the summary of the game's feedback from all participants towards the game prototype. Which part should be improved and which part is nice as shown in the table below.

Table 4.1: Paper Prototype Feedback: Participant A, B, C, D

	Feedback
A	- Loves the reward - If I do not play this game, I won't come to the train garage - Better to add "hint" section for each question - Don't make the question too easy - Be careful of the "wording" selection, might be ambiguous - Better to have collectible items every time finish a mission - Nice to have a clear goal for each task - It will be challenging to navigate only by the map - Like the story
B	- Loves the reward - I like the story - It will be nicer to play with someone else, not alone
C	- The destination selection was nice - Loves the reward
D	- The quiz level was in nice balance. Not too easy, not too hard - If it is too hard, I will drop the game - If not guided by this kind of game, I will not encounter those places

Table 4.2: Digital Prototype Feedback: Participant E, F, G, H, I, J, K

	Feedback
E	- It would be nice if we can navigate using GPS - If the game has time limit it will be more challenging, but the reward need to be big as well at the same time
F	- I like the reward because we can feel the accomplishment - The story is a good concept - Agree with the time limit, but maybe not along the travel. Only when you arrive in each place to solve the mission. - It will be nice to have a tangible collectible item every time we finished the mission
G	- It is better not to show the map, but the walking distance instead - It is better to give reward/badges for every completed milestone - The quiz was nice - It need different approach to promote the game, as I will not be motivated to play this game just as it is
H	- It is better to make it as proper puzzle game rather than a story game - Better to make a bigger and clear map - Add the route guide in the map
I	- It will be nice to make the intro story before the mission, to relate to the question in each quiz - Its better for each destination, if you can show them more detailed map around the point
J	- If not using the online map, you can use the offline maps- - The story makes sense, you feel like a superhero - The game have rewarding effects
K	- It is not right to use manhole as a way to guide since my attention will be to the down not up - The navigation system was not difficult - I love the trivial rewards about the children - It is better to make the characters children also, not only the mother

Based of the paper prototype and digital prototype test, there are several

things that changed and need to be highlighted when making this kind of exploration game:

1. Each mission need to have a "hint", in order to give more direction and guidance to the player
2. Navigation using maps was changed into navigating using visual sign, so even for the first timer they can navigate fairly
3. Added "trivia information about the place" after submitted correct answer, therefore they can gain more in-depth information about the place
4. The intro and outro of the story was made longer, in order to make the player be more immerse with the story
5. Changed the stage naming from 1st, 2nd, 3rd into oldest, middle, youngest

4.1.4 Findings

1. Most participant eager to start the mission from the youngest child (indicates that they have already immersed with the story)
2. Interaction of Yurukyara using its LINE' s sticker fits for the traveler who likes characters
3. The game can be finished in half a day at slowest pace
4. Possible to navigate the area without navigation apps
5. A tangible reward is preferable as the final reward
6. The game mission need to provide some challenge but not overly difficult
7. Better to be played in team (at least 2 people)

4.2 Game Experience Test

4.2.1 Purpose

Alongside with the game design test, the game experience also investigated. As the result of the test will be considered whether the design objective reach the target.

4.2.2 Methodology

The qualitative approach was conducted for the test. In order to get in-depth understanding towards the user the pre-interview and post-interview was done. Furthermore, the author also followed the user while playing the exploration game to record their reaction and comments along the game as well as observation.

Before the actual test started, the participants were guided to Hiyoshi Station in order to have a pre-interview about their basic information, traveling style, knowledge of Yurukyara and knowledge of Motosumiyoshi (see Appendix C.1). The answers will gave insight and understanding about each participant background story in order to develop empathy.

Upon arrival in the Motosumiyoshi station, they were guided to the rooftop garden to hear the brief explanation about the exploration game. They were given three options of destination they can select and decide the order of visit (checkpoint 1, checkpoint 2, checkpoint 3). They need to visit each of those destinations to answer the questions and finish the game. If they answer all of the questions correctly, they will get the reward. The participant's reaction, decision making, hurdle, expression also being observed throughout the game.

After completion of the game, another interview also conducted to get the information about the changes of their perception towards the destination, positive and negative output after playing the game, and the contribution of Yurukyara in the game. Based on those informations we can conclude and understand how the game affects their travel experience.

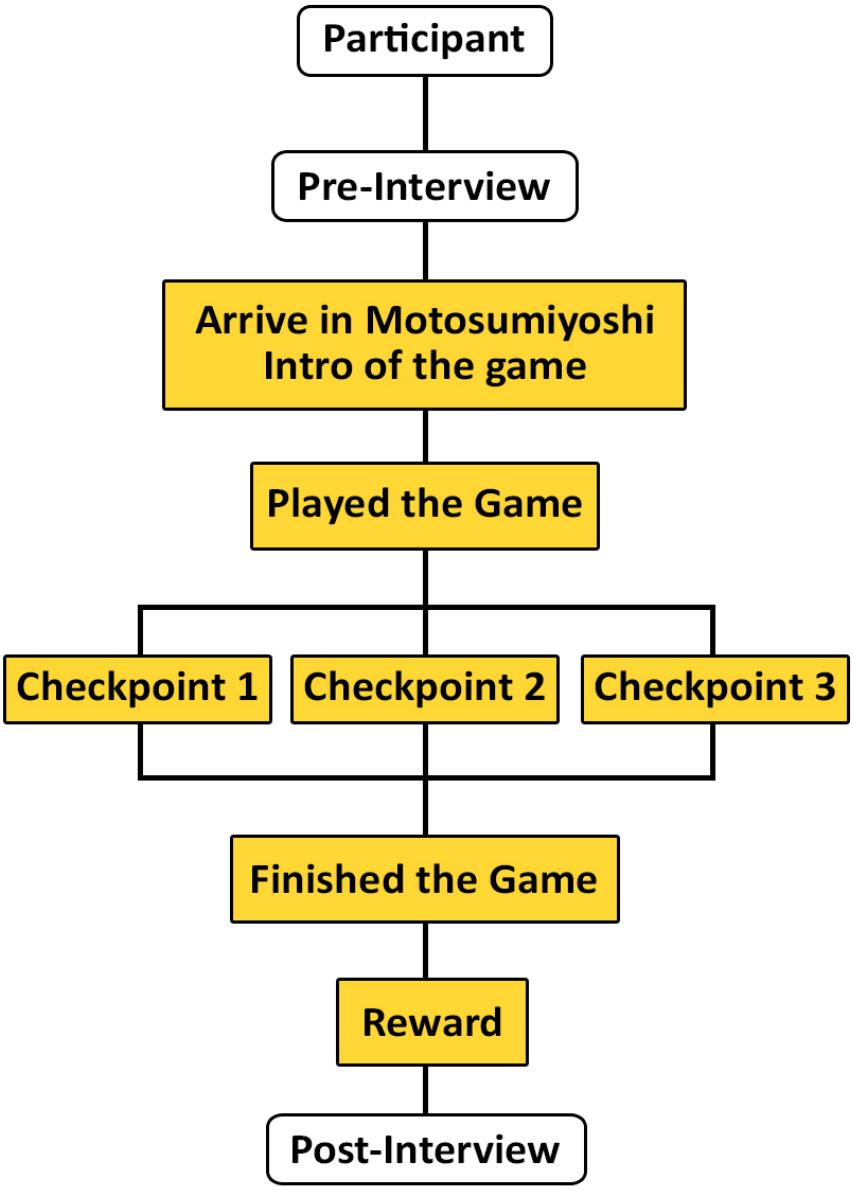

Figure 4.2: Flow of the Usertest

4.2.3 Participants

There are 11 participants participated in the test which consits of 11 females and 1 male. Their age varies from 24 until 27 years old. The occupation of most participants are student (7 of them), the rest are housewife (2 of them) and working people (2 of them). They were divided into 8 groups which consists 3 groups of 2, and the rest of them are single player. The length of stay in Japan for every participant also varies from the shortest is 3 months and the longest is 3,5 years. All of the participants currently reside in Kanto region (either in Tokyo or Kanagawa Prefecture).

Table 4.3: Participants' Basic Information

Group	Name	Age/Sex	Occupation	In Japan	Home
1	A	24/F	Student	10 months	Motosumiyoshi
2	B	26/F	Student	1,5 years	Machida
3	C	25/F	Student	1,5 years	Hitotsubashigakuen
	D	25/F	Engineer	2,5 years	Yoshinocho
4	E	27/F	Housewife	9 months	Byobugaura
	F	27/F	Animator	3 months	Shimoshimmei
5	G	27/F	Student	10 months	Shinyurigaoka
6	H	27/M	Student	3,5 years	Nippa
	I	27/F	Housewife	2,5 years	Nippa
7	J	27/F	Student	15 months	Hiyoshi
8	K	24/F	Student	10 months	Hiyoshi

The participants also divided into three groups based on their knowledge of Motosumiyoshi. First timer means they never visited Motosumiyoshi, repeater means they know about Motosumiyoshi and had visited several times before, and residents means they currently live there. The level of knowledge of Yurukyara also differs for them, some participants show great interest in Yurukyara and some of them are neutral with Yurukyara.

Table 4.4: Participants' Knowledge of Motosumiyoshi and Yurukyara

Name	**Motosumiyoshi**	**Yurukyara**
A	Residents	High interest
B	First timer	High interest
C	First timer	Neutral
D	First timer	Neutral
E	First timer	High interest
F	First timer	Interest
G	Repeater	Neutral
H	Repeater	Neutral
I	Ex-residents	Neutral
J	Repeater	Neutral
K	Repeater	High interest

The traveling style for each participants and their destination preferences also differs. For more complete details please check the result of the pre-interview (see Appendix C.1).

Table 4.5: Participants' Traveling Style and Destination Preferences

Name	Travel Style	Destination Preferences
A	- With friends - Based on available budget	- Browsing in Google - Friend's recommendation
B	- With travel companion - Make memories with friends	- Never visit the destination
C	- For refreshing and relaxation	- Friend's recommendation - Nature, bookstore, park, or museum
D	- Walk around to encouter something interesting - Refreshing and relaxation	- Random walk to area nearby to find nice cafe - Prefer less touristy spot
E	- Random travel by checking Google Maps - Love biking	- Don't have preferences
F	- Excitement of random encounter - Will buy snack's speciality of the area	- An event happening - Little station nearby
G	- With companion - A planned travel - Culinary travel	- Never visited - Nice restaurant or Izakaya - Art museum
H	- Not travel much but loves biking	- Based on hobby and buy something as souvenirs (Akihabara)
I	- Shopping purpose - Enjoy to find different route	- Loves unique places - Culinary purpose
J	- Based on Google reviews - Prefer travel companion - Loves random walk	- Parks and nature-related - Friend's recommendation - Dislike crowded places
K	- With companion - Enjoy walking	- Shopping purpose - Mall

4.2.4 Results

Perception of the Destinations

Here are the summary of the post interview about each participant's duration of travel time, the chosen route, their perception in each destinations, and their favorite place among them.

Table 4.6: Perception of the Destinations Summary

Name	**'**	**Route**	**1 Bremen**	**2 Train Park**	**3 Park**	**Favorite Place**
A	1h30m	3-2-1	Familiar	Surpised	Surprised	2
B	2h	3-2-1	Triggered to shop	Amazed	Normal	1
C	2h	2-3-1	Love it	Amazed	Normal	1
D	2h	2-3-2	Nostalgic	Amazed	Normal	2
E	2h30m	3-2-1	Enjoy	Amazed	Enjoy a lot	3
F	2h30m	3-2-1	Enjoy	Amazed	Enjoy	1
G	1h	1-2-3	Familiar	Normal	Normal	1
H	1h30m	3-2-1	Familiar	Normal	Sad the museum closed	1
I	1h30m	3-2-1	Familiar	Like it	Familiar	2
J	1h	3-2-1	Amazed	Normal	Enjoy the nature	3
K	1h	3-2-1	Familiar	Surprise	Normal	2

Most of the duration of travel time is differs between 1 hour, 1 hour 30 minutes, 2 hours and 2 hours 30 minutes. Most participant choose the route 3-2-1 (Peace Park, Train Garage and lastly the Bremen Street), only a few chose different way of route. Some participants decide their travel route based on their motherly feeling. They feel sorry and worried most with the youngest child. That's why they decided to travel from point number 3 first and then they counted backwards until 1. Some of them also decided their route based distance efficiency on the location on the map.

Most of the participant feel familiar and enjoy in Bremen Street. Participant A often walks around Bremen, so she already familiar with the place. Participant B

started to walk slowly here, to check and observe what kind of shop available and at the same time also triggered to shop. Participant C attracted to the Bremen visual signs all over the street and find it cute. Participant D feels nostalgic when she was here, because she remembered the story of Bremen Musician is one of her childhood story. Participant E enjoy this street a lot because she could observe lots of things here and get some snack's specialty in Motosumiyoshi. Participant F enjoy lots of interesting Bremen visual signs she found along the shopping street. Participant G already familiar with this street because she often have food here, however she started to notice lots of interesting Bremen visual signs here. Participant H and I extremely familiar with this street and show neutral reactions. Although participant J often visits Bremen Street, she didn't know that they have a nice gathering place in Bremen Community Center. Lastly, participant H also shows neutral reaction because she already familiar with the place.

Most of the participants does amazed and surprised in the Train Park because they never intentionally look for a train garage to check in Japan. Only few of them reacted normally in this place because they have neutral interest with Japanese's trains or they already knowing this place since long time ago.

Some of the participants found this Peace Park as something normal in Japan. Exception for participant B and E because they looked so interested in the outdoor art installations all around the park. Unexpectedly, participant A who lives in Motosumiyoshi never know this kind of park exist in her neighborhood and she was really surprised about it.

Output Upon Completion of the Game

Upon completion of the exploration game, every participants have different outcomes as shown in table below.

Table 4.7: Game Output: Participant A, B, C, D

	A	**B**	**C**	**D**
What changed	- perception of motosumiyoshi	- perception of motosumiyoshi	- image of motosumiyoshi - random walk is interesting	- image of motosumiyoshi
Positive output	- fun & exciting - discover lots of new places	- excitement when travel in random area	- be more sensitive towards surrounding - lots of surprising things here	- surprising - pay attention to surrounding - might come again to check the nice cafe
Negative output	- not suitable for hot day	- dislike travel alone - so tiring	- quite tiring (fasting)	- quite tiring (fasting)
Yuru kyara	- like ozuccho expression in each card - get the story of Ozuccho	- loves the reward - like the character	- don't get it - it's cute	- don't get it - it's cute

Participant A, B, C, D clearly stated that their perception and image of Motosumiyoshi has changed. For participant C, she feels that this game changed her perception towards random walking travel and she might consider do it in the future. The positive output A felt is the fun and excitement during the game at the same time she liked when she discover new place in her neighborhood. However it might not be suitable to play during the hot day in summer. Participant B also mentioned she was excited when playing the game, however the fact that she did it alone does affects her. She was so tired and couldn't enjoy much and only focused to finish the mission. C and D were agreed they became more sensitive to pay attention towards their surroundings during the game. However, since both of them were fasting on the day, they get tired so quickly. They said if they play the game when they are not fasting, they will enjoy it more.

Participant A clearly stated that she loves Ozuccho and could relate to the character, so she understands why Ozuccho is a mom with three children. Even

though after playing the game she wondered whether Ozuccho's husband is a German or Ozuccho has divorced before. Participant A and B do loves the Ozuccho LINE Sticker as reward and find it cute. Participant C and D didn't show their connection with the Ozuccho, and D feels the Ozuccho existence in the game is not as that important.

Table 4.8: Game Output: Participant E, F

	E	**F**
What changed	- image of Motosumiyoshi - I started to pay attention to my surroundings	- image of Motosumiyoshi
Positive output	- It was fun and enjoyable	- The travel became more challenging - Discover things that I will not aware of
Negative output	- The game will be hard for me, since I am not paying attention to details. - It was good we play as team	- I am not good at direction, so it was confusing to navigate
Yuru kyara	- Ozuccho is cute, love it - Don't change the charater	- Why change the character to other if the area already have their own local mascot

Participant E and F stated that their perception of Motosumiyoshi has changed. Both of them agreed they become more sensitive and aware towards their surroundings. Since they work as a team, they divide the job to finish the mission based on their strength. Participant E paid more attention to details, meanwhile participant F have a good sense of directions. Upon completion of the game, they saw Ozuccho in front of the station and took picture together with her (because it was father's day, so Motosumiyoshi has special event in front of the station). Therefore, both of them insisted that Ozuccho can not be changed into other characters.

Figure 4.3: Ozuccho in Front of Motosumiyoshi Station (Father's Day Event)

Participant G, H, I, J, K agreed in that they gain more information about Motosumiyoshi through this game. Also, they agreed that they became more aware towards their surroundings in details. Participant G and K does enjoy the interaction with Yurukyara using the stickers. Also, participant H and I does not mind if Ozuccho was changed into another character, meanwhile participant J stated that you need to use the local mascot for this kind of game.

Table 4.9: Game Output: Participant G, H, I, J, K

	G	H	I	J	K
What changed	- Gain more information - Traveling not only about food, but can explore place in more detail	- Got more information	- Got more information in English	- Be more aware - Perception of the place	- Be more aware
Positive output	- Enjoy the place in more detail	- Add new information (never realizes the museum)	- Add new information	- Productive random walking	- Be more aware
Negative output	- I don't enjoy walking too much	- Purpose of the game was not clear	- Unclear about the game	- Weather affects my motivation	- Purpose of the mission is unclear
Yuru kyara	- Cute - Enjoy the interaction using stickers	- It does not matter to change the character to something else	- It does not matter to change the character to something else	- You need to use the local mascot	- Enjoy the interaction using sticker

4.3 Discussion

4.3.1 Findings

From this research we can conclude several findings regarding the impact of this exploration game.

Individual Traveling Style

Participant who often do random walking travel in Japan enjoy the exploration game in Motosumiyoshi and they tend to be more sensitive and notice their surroundings more detailed than before. Although the process was tiring, they were feel more accomplished every time they finished a mission. On the other hand, participant who does not prefer doing a random walking travel often missed the details when navigated around, feel tired quickly and their excitement goes lower when they confused while solving the mission. Even so, upon the completion some of these participants said that they begin to realize and consider that actually little station also has potential to be visited.

Interest in Yurukyara

Participants who have interest in Yurukyara found that Ozuccho was really cute and so happy when obtained Ozuccho LINE Sticker. They enjoyed the gesture and expression of Ozuccho as the way to interact through the game. On the other hand, participant who have neutral interest with Yurukyara tend to be more focused on the game itself rather than to Ozuccho's story and interaction. So, it doesn't matter for them if Ozuccho being replaced with other character.

Knowledge of Destination

There are three groups of participant based on their knowledge of destination. The first group is the first timer who never visited Motosumiyoshi and did not know anything about this place. The participants commented that their travel experience in this unknown destination is actually higher than their initial expectation. They also have constant excitement since the beginning until the end of the game at every check point and mission. The experience they had upon completion of the game affected their destination image into a positive image. However as it is their first time came to Motosumiyoshi, they need more time to navigate around compared to other groups. The second group is the repeater who already visited Motosumiyoshi several times. Even tough they already visited several check point on the game previously, these participant gained new knowledge about the place after playing the game. Different with the first group, the second group only showed their excitement when they discover a new place or new route they never visited before. The third group is the residents in Motosumiyoshi, they live in Motosumiyoshi so they already accustomed with the surroundings.

Surprisingly, the exploration game also affects this group. One of the participant was so surprised about her ignorance towards her own neighborhood since she knows so little about it upon discovery during the game.

Length of Stay in Japan

This kind of exploration game fits for the foreigners which their length of stay in Japan is no more than 2 years because they will get accustomed with Japan and found lots of thing already familiar. Parks and museums are common thing in Japan, so they didn't get any more surprise with these places. However, the sight of train park was a rare sight even in Japan. Although they already became familiar with Japan, some rare sceneries made them excited. So, selecting the check point in the destination is important. On the other hand, participants who stay in Japan less than one year, found that Motosumiyoshi is a place where they can observe a real Japanese way of life

Game Design

This exploration game is better to be played in team (at least two people). As social interaction is one of the main reason why people travel, and having a company that will help you to finish the mission lessen the stress level when they get stuck with the game.

Increase the Effectiveness of Yurukyara

Adding more visual sign of the Yurukyara all around the area in physical form will make the character in the game made more sense and more engaged with the location.

Chapter 5
Conclusion

5.1 Conclusion

Based on this research we can conclude that exploration game using Yurukyara in the local destination offers a potential method for young adult foreign travelers to visit the local travel destination. The game provided activities in the destination and make the travelers get more in-depth connection about the places. Especially for areas which has limited information in the Internet. The experience was higher than their initial expectation towards the local travel destination and it also triggers them to do another random travel to the little stations. Their perception towards the destination will change after playing the game either they are first time visitor, repeater or resident in the area. The existence of the Yurukyara in the game will show the true importance and will be more effective if the travelers found the visual of the Yurukyara (i.e. posters, or walking mascot) along their journey in the destination, not only in digital shape but also in physical shape. It will become the touching point for the travelers to understand the Yurukyara culture in Japan. The method of this exploration game could be applied and duplicated into different local areas in Japan which has Yurukyara there, where the destination need to be accessible easily from the city where lots of foreigners lives there, and have the attribute and holistic potential to be promoted.

5.2 Limitation

There are several limitations for the research especially when testing the game:

1. The game testing was held during hot summer days, which affects the stamina of the participants

2. Weather does affects the player motivation of playing

3. Some places has specific time condition (museum closed at 5 pm, Bremen Street clock's show only happened at 5 and 6 pm)

4. The researcher accompanied the participants throughout the game for observation to control unwanted situation (get lost, drop the game, technical issue)

5.3 Future Work

The game design proposed in the research is still incomplete, therefore the game need to be finalized as a complete version, so it can be distributed and functioned properly in the selected local destination. Another thing which also need to be studied further is the duplication methodology of the game so it can be applied into different local areas in Japan.

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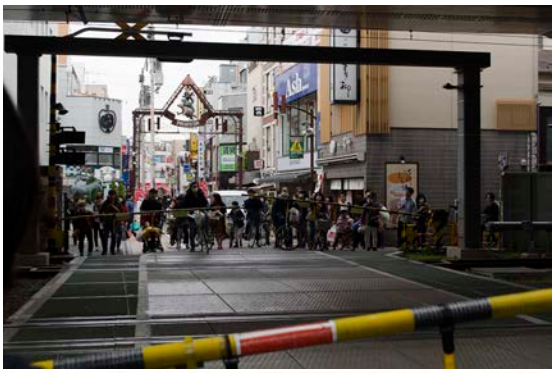
Appendix

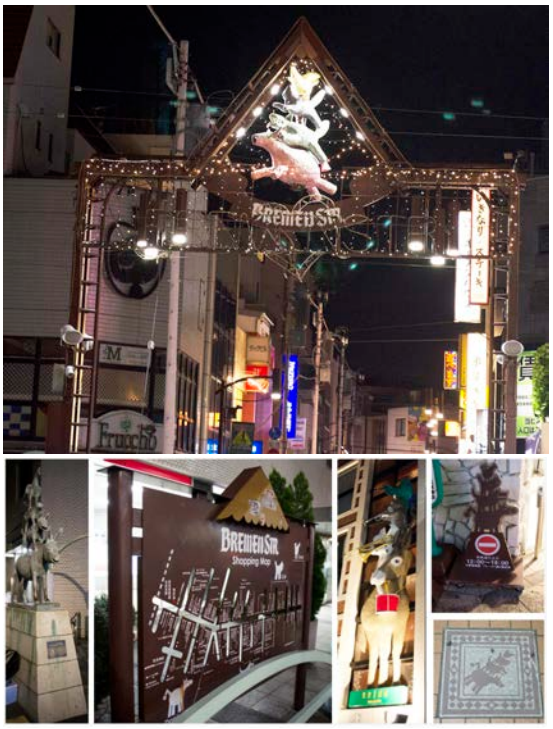
A Feedback of Tokyo Metro Fieldwork

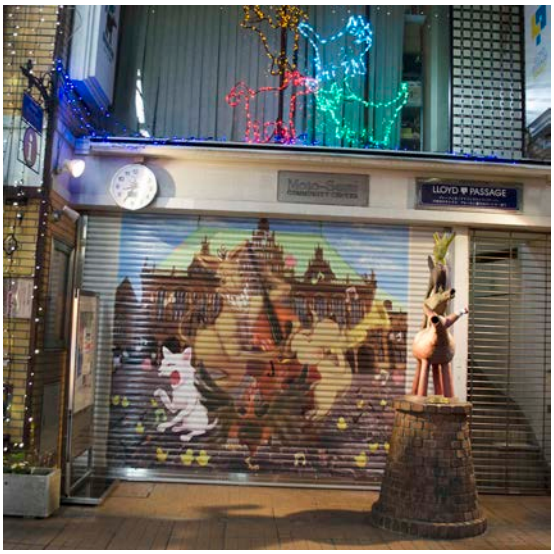
- **P1:** For me, it's above my expectation. The puzzle is well planned and I kinda surprise that everything could be used for problem solving. Maybe because it's my first time playing this kind of game so everything look exciting.
- **P2:** I didn't have an expectation, but I was surprised by how they used all the surroundings and build a game out of it, so I liked it a lot. Still, the instructions could be described a little bit better? Haha
- **P3:** For me, i had expected to enjoy it more, but because I was not in my 100p I didn' t. For this game you have to be with high energy. Since I like escape games, I had in mind that it was going to be like a escape game. Somehow it was, but not exactly the same.
- **P4:** This game is not exactly what I thought it' d be but it brought me a lot of fun than I expected. I like how they organize the whole game and hide the hint in a clever way. But I think I' d appreciate this game more if I could finish it in half day.

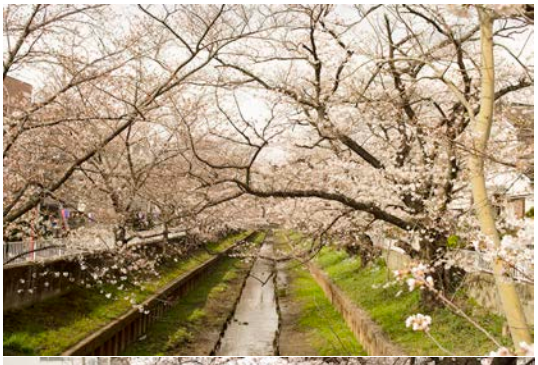
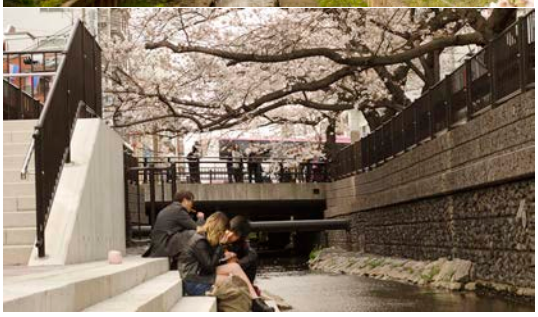
B Motosumiyoshi Attribution List

Table B.1: Motosumiyoshi Attribute List

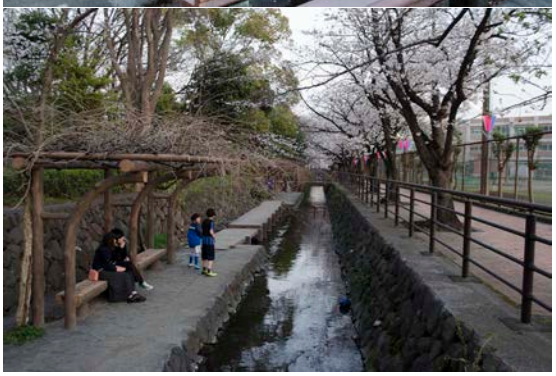
No	Location	Photo
1	Motosumiyoshi Station (Upper Level) 1. Rooftop of the Motosumiyoshi station. 2. From the window above the station, you can see the sight of the train coming and go. Usually family with children will visit this place on weekend to have a family time while enjoying the train' s sight.	
2	Motosumiyoshi Station (Ground level) 1. The train lanes on ground level that separates two shopping streets. 2. Mural with the theme of 4 seasons alongside the train wall on ground level.	

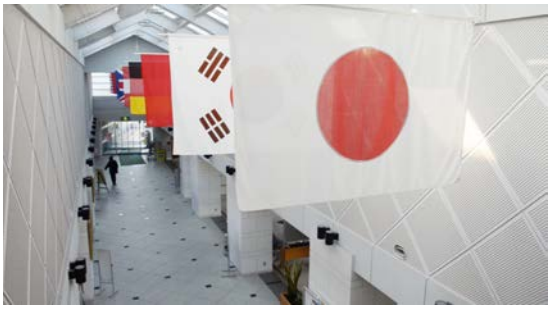
No	Location	Photo
3	Bremen Street 1. Motosumi Bremen Street Shopping District located in the Western side of the Tokyu-Toyoko-Line Motosumiyoshi Station. 2. Sister city to Bremen City in Germany. You could found lots of Bremen-identities along the street. 3. Inspired from the Bremen musician tale.	
4	Motosumiyoshi Shrine 1. The local shrine in Motosumiyoshi, often crowded during new year (Hatsumode), or Motosumiyoshi festival	

No	Location	Photo
5	Motosumi Community Center 1. Located in the middle of Bremen Street 2. Public place for anyone to get rest or get information regarding the local area or events. 3. Provide exhibition space. 4. Managing Bremen Street point card: BRECA.	
6	Bremen Street (Mural at shop’ s door at night) After 10 pm, all shops in Bremen street will close and then you can see in most shop they have mural drawing of Bremen photo at their door	
7	Oz Street Located from east side of the shopping street. The name came from the story of “Wizard of OZ” . During the day, the speakers installed along the street will play calm-pop-old-songs as background music.	

No	Location	Photo
8	Jikyoji Shrine	
9	Motosumiyoshi Train Garage 1. Located in the southern side of Motosumiyoshi station. This train garage has 27 lanes available. They also serve maintenance service for the train. 2. Toyoko line, Meguro line and on weekend you can see the sight of S-Train parked here.	
10	Shibukawa River Motosumiyoshi 1. 250 sakura trees (Yoshino cherry tree - white sakura flower) along the Shibukawa River for 2 km. Blooming period: end of March until the beginning of April. 2. Part of Kawasaki City Tourism Association which in charge to held “Shibukawa River Sakura Walk Festival” and “Sakura Matsuri” in Motosumiyoshi Area. Chairman: Kumakura Tadasaburo	 

No	Location	Photo
11	Dairakuji Temple Buddhist Temple at the end of the Shibukawa River. It has 450 years of history, located beside a cemetery.	
12	Kawasaki Peace Museum 1. Build in April 1992. Free of entry. 2. The Nakahara Peace Museum, which is located in the premise of the park, displays photos and records of Kawasaki during World War II and the aftermath. A bomb shelter has been preserved in the museum to experience.	

No	Location	Photo
13	Nakahara Peace Park This park was opened in 1983 in dedication to everlasting peace. There are bronze statues symbolized as our desire for peace throughout the park. The park is also well known for its spectacular place where flowers of some sort are always blooming whatever the season.	 
14	Nakahara Peace Park (Outdoor Art) 10 Statues in the park by several artists all around the world which tried to symbolize “peace” in their artwork.	

No	Location	Photo
15	Kawasaki International Center (KIAN)	
16	Bremen Potato Shop (Souvenir)	
17	Bremen Vietnamese Sandwich (Snack)	

No	Location	Photo
18	Motosumiyoshi Su Crepe (Snack)	

C Pre-Interview Questions

C.1 Question List

1. BASIC INFORMATION
    - Name
    - Gender
    - Age
    - Occupation
    - How long have stayed in Japan
    - When do you plan to leave Japan
    - The closest station to home
2. TRAVELING STYLE
    - Do you like traveling in Japan?
    - What is your traveling style?

- How you decide your travel destination in Japan?
- What kind of place you like to visit?
- What kind of experience you expect when travel?
- Do you like to randomly visit little station?

3. MOTOSUMIYOSHI
   - Ever heard of Motosumiyoshi?
   - You can google about it now
   - Based on information on internet, what do you know about it?
4. YURUKYARA
   - Do you like Japanese character?
   - Do you know yurukyara?
   - How much you know about yurukyara?
   - Based on information on internet, what do you know about it?

C.2 Answers

Particpant A

- BASIC INFORMATION:
  - Female, 24 years old
  - Graduate school student (Design Major)
  - Stayed in Japan for about 10 months
  - Will leave Japan upon graduation in 2019
  - She is a resident of Motosumiyoshi
- TRAVEL STYLE:
  - Yes, she just went to Kansai region last holiday
  - Depend on the available budget and mostly decide travel destination by friends recommendation and browsing in Google.
- PRE-IMAGE OF MOTOSUMIYOSHI:

  - A lively residential area with lots of shops, lots of people here but not stressed overcrowded like Harajuku. Lots of mother in sight.

- YURUKYARA:
  - She knows the concept of local mascot, but not the term
  - She loves "stupid-face-looking" characters

Particpant B

- BASIC INFORMATION:
  - Female, 26 years old
  - Graduate School student (Environtmental Engineer Major)
  - Fist time coming to Japan on September 2016, already living in Japan for 1.5 years
  - Lives in Machida-shi, in the border between Tokyo and Kanagawa
  - Will leave Japan on Septemer 2018, upon graduation
- TRAVELING STYLE:
  - Loves travel so much.
  - Randomly choose destination, the high deciding factor is social interaction (whether there are friends who will be a companion)
  - Dislike solo traveling
  - No destination preferences, the main motivation will be "If I never visited that destination".
  - She doesn't have any preferences either the destination is a famous place or small place.
  - The only limitation will be money.
- PRE-IMAGE OF MOTOSUMIYOSHI:
  - Never visited Motosumiyoshi
  - From Google it looks like Motosumiyoshi famous for the donkey statue and it looks familiar somehow. A typical small station image.

- YURUKYARA:
  - She knows the concept of local mascot, but not the "yurukyara" term.
  - She recognizes the Yurukyara in her home's station.
  - She loves Japanese cute characters and collect lots of cute Japanese LINE Stickers

Particpant C

- BASIC INFORMATION:
  - Female, 25 years old
  - Graduate School student (Environtmental Engineering Major)
  - Already live in Japan for about 1.5 years
  - The closest station to home is Hototsubashigakuen
  - Plan to leave Japan end of March next year, upon graduation
- TRAVELING STYLE:
  - Love travel in Japan
  - She doesn' t have a high standard to satisfy myself while traveling
  - She will try to look for the bookstore, park, library, or even museum
  - She decides my travel destination from my friend recommendation
  - She travels for refreshing purpose, so she prefers nature to find a new atmosphere
  - She is not a random walker. She need to know beforehand what can she enjoy there
- PRE-IMAGE MOTOSUMIYOSHI:
  - Never visited Motosumiyoshi
  - No idea at all
- YURUKYARA:
  - She doesn' t know at all

  - She remembers there is such character Kumamushi in Saitama with interesting concept
  - Never pay attention to Yurukyara

Participant D

- BASIC INFORMATION:
  - Female, 25 years old
  - Research Engineer in an IT Company in Japan
  - Live in Japan since at the end of 2015, so it already 2.5 years
  - Not decided yet, depending on my mood
  - The closest station is Yoshinocho
- TRAVELING STYLE:
  - Love travel in Japan
  - If doing solo travel, only went to the destination nearby that she has never visited
  - Not prefer a touristy spot, usually only walking around
  - Motivated when found a nice cafe or nice bookstore
  - If a friend invited her, she will follow them to any destination. No preferences.
  - Do Travel for refreshing and get rest, especially to discover a cozy cafe
  - If the cafe was nice, will definitely come back again
- MOTOSUMIYOSHI:
  - Never visited Motosumiyoshi
  - A small station beside Hiyoshi
- YURUKYARA:
  - She knows Yurukyara. It is a mascot that represents an area in Japan, but it is not a Kawai character. It is rather a “yurui” kyara, cute but kind of random. She knows Sento-kun (Yurukyara from Nara).

  - In Niigata the Yurukyara is a human-shaped character, called Reruhi-san.
  - When she travels and she found the yurukyara, she will be delighted. However, it won't be a prolem at all if she couldn't find it.

Participant E

- BASIC INFORMATION:
  - Female, 27 years old
  - Live in Japan since October 2017 (already 9 months)
  - A housewife (married a Japanese man)
  - Plan to settle in Japan
  - Byobugaura Station is the closest
- TRAVELING STYLE:
  - Following husband idea
  - Loves random walking, sometimes you just checked Google Maps to find something interesting nearby, which then will become a gamble. Based on your luck, you might find something interesting there or nothing at all.
  - She does love biking to anyplaces or just to check nearby area
- MOTOSUMIYOSHI:
  - Never visited Motosumiyoshi
  - Little station
- YURUKYARA:
  - No. But I know the concept of local mascot.
  - She doesn't know that it is something really big. But it makes sense, because since she came to Japan she knew that Japanese loves character so much.

Participant F

- BASIC INFORMATION:
  - Female, 27 years old
  - An animator in a Japanese animation studio
  - Live in Japan since March 2018 (already 3 months)
  - Shimo-Shimei Station is the closest station to home
- TRAVELING STYLE:
  - Yess
  - When she first came here, she tried to visit those mainstream location (for example, Ashikaga Flower Park or Hitachi Seaside during Golden Week). However, now she usually get triggered by checking if there is an interesting event happening somewhere.
  - She does love random walking just to check little stations, hoping for random excitement or a random encounter.
  - Every time she travels, she definitely will buy the snack' s specialty in that place
- MOTOSUMIYOSHI:
  - Never visit Motosumiyoshi
  - Little station, could be interesting
  - Yes, she knows the concept of local mascot but not the term on Yurukyara
  - Since she is a designer, she sometimes notice it.

Participant G

- BASIC INFORMATION
  - Female, 27 years old
  - Came to Japan from September 2017 until graduation in 2019
  - Close to Shinyurigaoka Station

- TRAVELING STYLE
  - Yes do love
  - I prefer a destination that I have never visited before
  - But, I usually visit restaurant or izakaya in the destination (culinary travel)
  - I decided my destination based on google, for example, “best food in the xxx area”, or “best hangout places in the xxx”
  - I prefer to travel with a companion
  - When I travel alone, I will randomly search for a destination not having preferences. Then I will post the places in my instastories.
  - I like places with lots of good food option. I dislike places like Kabukicho or Roppongi, quite scary especially at night
  - Travel expectation: find food, new experience, and knowledge (I like art museum)
  - I don’t prefer random walk ⋯not to the little station (because it’s not famous because of something)
- MOTOSUMIYOSHI
  - Only visit friend’s apartment and food
  - Come to find foods
  - It’s underrated although everything is available here
- YURUKYARA
  - I know the concept but not the name. Only for stations, not area. I usually use Odakyu train, so I noticed Odakyu‘s character. Because they have the characters picture inside the train.

Participant H

- BASIC INFORMATION
  - Male, 27 years old
  - Doing PHD in Japan

  - Came to Japan since 2014 (3,5 years)
  - Will leave at least at 2021 (after Olympic)

- TRAVELING STYLE
  - Do not travel a lot
  - I decide my travel destination based on my hobby, since I like anime and figure I often visit Akihabara
  - Travel expectation: bring something home that could be make as memoirs souvenirs
  - I do bike and explore a random area in past, but not anymore since I am getting busier

- MOTOSUMIYOSHI
  - My friends lives here, so I often visit Motosumiyoshi
  - Image: Bremen Street, foods, lots of families

- YURUKYARA
  - Yes, but I didn' t know the term.
  - I thought the yurukyara of Motosumiyoshi is the bremen animals

Participant I

- BASIC INFORMATION
  - Female, 27 years old
  - Housewife
  - Since Sep 2015 (2,5 years)
  - Yes, will leave after Olympic as well

- TRAVELING STYLE
  - Yes, especially for shopping
  - I decide my travel destination to unique places, especially I like to a place which has lots of shops. An area which popular for a certain popularity, for example Shimokitazawa for its unique shops.

  - I will visit them at least if I interested about something in that place. At least the keyword.
  - Traveling expectation: feeling something different with the usual places
  - I enjoy culinary travel, not a souvenir collectors
  - Maybe I not a person who like to travel to a new destination, I am more into trying to find different route for my routine

- MOTOSUMIYOSHI
  - I lived here for 2 years
  - Image: Lots of families, I often discovered that lots of people get off in Motosumiyoshi station. They have lots of people here. Lots of foreigners lives here as well (student, workers, and families).
  - It' s interesting place. Not popular, but often visited.

- YURUKYARA
  - A little. It' s a local mascot for a specific area to show the identity of the area.
  - I do have misconception about Yurukyara, I thought its only applied for a city level. Not ward level or even smaller.

Participant J

- BASIC INFORMATION
  - Female, 27 years old
  - Student, majored in Industrial Engineer (Master Degree)
  - Live for 15 months in Japan
  - Will leave Japan upon graduation, it will be around 2019

- TRAVELING STYLE
  - Yes, I do like travel
  - Mostly around Kanto area, I visited lots of them. Especially I do visit lots of parks around here. I love nature.

  - I decide my destination based on google, and people ratings, price, and transportation fee
  - If someone available I prefer a company, its more meaningful. You can share good memories with them, have a good photographer. But I can do travel by myself.
  - I also asked my friend to recommend me some place.
  - My schedule is quite busy, so I just travel somewhere close.
  - My travel expectation: I dislike crowded places, for examples Takao mountain during autumn, or shibuya. You can' t enjoy the nature, the serenity of the nature. You feel like you are in market rather than in the nature.
  - Yes sometimes I checked little station, but I need a pre-plan for everything. Sometimes when I was stresed, I can go somewhere randomly. Whereever my feet stops. Just follow my instict.

- MOTOSUMIYOSHI
  - I came for food in Motosumiyoshi
  - I do like the architecture in here, they have an interesting one. (Points at the donkey and the cats).
  - More international than Hiyoshi itself, based on my feeling. You can see more international people compared to Hiyoshi. In Hiyoshi the concentration is at the campus, but here you can see them on street. Shopping, eating. Also the shops are more diverse than Hiyoshi (you can have multiple choice here).

- YURUKYARA
  - Yes, but not the term.
  - I know it from my friend in campus, she is a Japanese ans she is from Kumamoto. She is really proud with Kumamon from Kumamoto. It' s like a local proud for her. I didn' t know before.
  - I don' t know that it is everywhere.
  - I know the Olympic characters. And its quite unique for japan. It has a special magic. Colorful, joyful, playful. Combination of kids and

adults. The colors is a kids thing. But if you look at the purpose and goal its more for an adult approach. For example in my country, they will make mascot purely for kids purpose.

Participant K

- BASIC INFORMATION
  - Female, 24 years
  - Student since September 2017
  - Will continue living in Japan upon graduation
  - close to Hiyoshi station
- TRAVELING STYLE
  - Yes, I do
  - I loves outdoor place, where you can find park and mall next to each other
  - I love walking in shopping street
  - Travel expectation: found an unexpected spot or sale
  - I dislike when I went to a place where there is nothing around, only residence
  - I like random travel to visit cheap random station
  - My destination will be based on my feeling on that day
- MOTOSUMIYOSHI
  - I rarely came here, because there is nothing here
  - It is similar like Hiyoshi
- YURUKYARA
  - I have heard about this concept, such as Kumamon
  - I know each region has their own mascot

D Post Interview Answers

Participant A

- ABOUT THE EXPERIENCE
  - It was fun and exciting
  - Even though I live here, I never truly explore the area. My first time knowing there are parks, museum, and train garage in Motosumiyoshi
  - My favorite spot is the train garage. Surprisingly it was so big. I never know any spacious train garage which has 27 lanes
  - I do like the way how the characters presented in each card
  - I am a pokemon go player as well, so I do have benefit from today' s experience
  - Not suitable at all for a hot day, so exhausting
- ABOUT THE GAME ITSELF
  - I saw this character before, but I didn' t know that she has 3 children
  - I discover lots of Pokestop in the park. Will definitely come back again to check
  - I do like the last reward: Ozuccho sticker
  - Unexpectedly, I just discovered that Motosumiyoshi is a big area
  - For the train garage, people will not intentionally visit there because there is no activity you can do there. Unlike the park or the museum where people have a clear goal. If I am not playing this game, I will not visit that area.
- ABOUT YURUKYARA
  - I know the concept of mascot, but I didn' t know they have a special term for it as "Yurukyara"even to the point of "Yurukyara GrandPrix"
- GAME FEEDBACK
  - It' s better to add "hint" section for each question
  - Don' t make the question too easy

  - Take care of the “wording” selection, it might have ambiguous meaning
  - It’ s better to get a reward or collectible item every time they finish a mission. So it will have a clear goal for the user
  - The navigation system is not confusing since I live here and already adjusted with the area
  - People might get confused if you just ask people to follow a specific point in Google Maps, especially for a bunch of small shops

Participant C

- ABOUT THE EXPERIENCE
  - I found a lot of interesting things here
  - Me too, I became more sensitive toward my surrounding because being guided by the quiz
  - My image with Motosumiyoshi is “cute” now
  - My first imagination it will be a residential area, so it amazed me when I discover these three spots
  - My favorite place is Bremen Street
  - Compared with Kichijoji Shopping Street, it’s not as historical as Bremen Street
- ABOUT THE GAME
  - For me, it’s quite a surprising game
  - We don’ t quite the relation between the yurukyara and the place
  - The route was OK, but since we are fasting it’ s quite tiring
  - For me, I started to realize that random walk is actually quite interesting
  - After playing the game, I begin to be more sensitive

Participant D

- EXPERIENCE

  - The experience made me pay attention to the details I never recognized because there is the quiz
  - I thought Motosumiyoshi will be just like other small station, but when I discover the history with German, the peace museum here, it wowed me. Especially I found a nice cafe along the way. I might check it again later
  - My favorite place is the Train Garage, its such a rare sight
- GAME
  - It' s quite surprising for me
  - The quiz itself is not hard. If the quiz was hard, I will be stressed out and drop the game. Also if the quiz was too easy, it won' t be interesting. This level is enough.
  - We don' t quite the relation between the Yurukyara and the place
  - The route was OK, but unfortunately, since we are fasting we can' t drink or eat anything.
  - If this was the normal day, I believe we might buy some stuff on the way and spent our money
  - If not guided by this kind of game, I doubt we will just walk randomly. Encounter with something interesting or not depends on our luck that day

Participant E

- EXPERIENCE
  - I do like the museum part, since I do like to study something new. The experience during the World War 2
  - I feel it so much that it is really Japan. The real Japanese way of life
  - I do wonder which part in Bremen is actually mix? Only shows in the statue not with the people.
  - Totally different with Tokyo
  - It is fun, but I am not pay attention to detail. That' s why it is hard for me to find things. But I do better in direction.

  - I usually only take a look at overall not into detail

- GAME
  - The character is cuteee, it similar with Gudetama. That lazy face.
  - Don't change the mascot with Kumamon, since its really identical with kumamoto. So does with Yurukyara of Motosumiyoshi
  - The navigation will be better if using GPS
  - How about time limit, adrenaline rush for the player, but then the reward needs to be big

Participant F

- EXPERIENCE
  - Overall I could sense that it is really "local" and "itimate" towards the surrounding. Unlike Shibuya or Harajuku
  - Personally I do like Bremen Street, because there are so much to observe (shops and the people)
  - Its more challenging, because there is route that I need to follow rather than random walking
  - Only local people understand those additional information, so based on preferences, I might not know the information about the train garage. But since it is included in the route, I know something that usually I will not try to look (since I am not a densha otaku)
- GAME
  - We do like reward, with the goal here I feel the accomplishment
  - I personally like the story it is a good concept
  - If the character changed into Nobita, the context will be different. Not as local mascot, but because of the anime. Just like Conan Station, we visit there because of the Conan. Not because the place itself.
  - Agree with time limit, but maybe not along the journey. But maybe when we need to finish the question the time start. When the question finish, we can enjoy the experience on our pace back.

  - It will be nice to have collectible item, for example stamp. And the end we can have a tangible souvenir.

Participant G

- ABOUT EXPERIENCE
  - Unexpectedly Motosumiyoshi is a big area. I thought it‘s only the shopping street
  - I saw a big park here, but it looks like it‘s less taken care
  - Bremen Street: I am familiar with this street, but after using your game I get more insight. I did not know that Motosumiyoshi is a sister city with Bremen in Germany. Never notice it. It was nice to see the show at 5 o‘clock. It’ s a realization for me, that I was not properly exploring the place
  - Train Garage: normal. I am not interested in the train, so I never thought about how the trains are being parked. I thought they are just doing U-turn.
  - Park: It was made for local residents, so there is no sign shown in English (unlike Yoyogi Park). For people who came here but does not have Internet connection will have difficulties exploring this park. If the navigation was too difficult, most likely they will drop the game, or for some people it becomes a challenge for them. I almost drop this game, because it was hard to find the museum.
  - My favorite is Bremen Street, because I start to notice Bremen‘s visual signs along the road. Cute.
  - I realized that traveling is not only about food (lol), I can explore the place more detail. For example if I was not noticing the map of Bremen Street, I will not get the idea that this street is a mix culture of German of Japan. I noticed it after saw the Gothic font on the map.
  - Positive Output: I can enjoy the place in more detail.
  - Negative: I am not the type of person who enjoy lots of walking. I was unmotivated when I see the map each destination was quite far from each other.
- ABOUT THE GAME

  - It‘s better not to show the point of each destination, but more like just enjoying the walk. For example estimated minutes or distance.
  - For every milestones, it‘s better to give a progress reward (level up, or a compliment, badge)
  - The quiz is nice. Especially for the quiz in the train, or art installation in the park.
  - I think I will not triggered to explore this area based on your Application. It needs different promotion approach. Since I am not adventurous person.

- ABOUT THE YURUKYARA
  - Cuteee
  - I appreciate the characters by using the stickers to chat with other people
  - But I just realized that I have lots of Pokemon toys, because of Pokemon Go
  - But for Yurukyara, I don’ t think I will buy them. Because I don’ t have any connection with the station. However if the character was too cute, I might buy them (it depends).
  - It will not affects the experience if the Yurukyara was changed to another character. Because I just met her when I arrived. If the characters changed to a popular one, I might be interested to play it.

Participant H

- ABOUT THE EXPERIENCE
  - I got new information about the places
  - I like Bremen, because lots of foods
  - Positive: add new informations (I never realized the museum)
  - Negative: The instructions were not clear, the font of the hint just too small
- ABOUT THE GAME

  - It will be nice to make it as a direct puzzle game rather than story game
  - For the navigation system: its better to make a bigger and clear map. For example for the oldest child, you can see the direction for each destination

- ABOUT THE YURUKYARA
  - Pervert (refer to last pose).
  - It doesn‘t matter to change the character since I didn‘t notice the charaters from the beginning

Participant I

- ABOUT THE EXPERIENCE
  - I got more complete information in English, for example the museum
  - I like train garage, because I like trains
  - Positive: add new informations (if the museum is open, we may come inside)
  - Negative: the instructions were not clear
- ABOUT THE GAME
  - It will be nice to make the intro story before the mission, to relate to the question in each quiz
  - Its better for each destination, if you can show them more detailed map around the point
- ABOUT THE YURUKYARA
  - Pervert (refer to last pose).
  - It doesn‘t matter to change the character to any mother character.

Participant J

- ABOUT THE EXPERIENCE
  - The game does help me to discover the charm and information about Motosumiyoshi although I have been here many times
  - I experience Motosumiyoshi with totally different feeling
  - I enjoyed playing the game, it is a free journey while having fun
  - You became more sensitive and noticing lots of things because the game pointed it out for me
  - I like the park and didn't expect that the museum is free. It educated people about peace. I think the museum need to be promoted more.
  - I was amazed they have 27 lanes, 5 already too many. They should allow at least once a month for a visitor to observe the place.
  - I didn't link the Bremen figures and sister city of Motosumiyoshi.
  - I like the park the most, because I am a nature person
  - My perception changed, I thought it was a center of shopping and grocery. Now I think Motosumiyoshi is a cultural place, such as the architecture is different.
  - Positive: You will not spent a whole day to understand a place, in just 1 hour you can gain lots of information. It's like an introduction and promotion to the place
  - Negative: the weather affects my motivation. A disadvantage.
- ABOUT THE GAME
  - If not using the online map, you can use the offline maps
  - The story makes sense, you feel like a superhero. It boosted your self image
  - The game have rewarding effects
- ABOUT THE YURUKYARA
  - Cute, I love chubby cheeks
  - The yellow color is nice, it makes you pay attention

  - If the character changed to Kumamon, it will be not right. Because you are promoting this place mascot.
  - But maybe the design of the mascot could be changed, for example more into Bremen-ish rather than Japanese features

Participant K

- ABOUT THE EXPERIENCE
  - At first I got confused, but then I finished a mission I feel accomplishment
  - I got so immersed with the game and enjoyed it so much, that's why I got angry when you told me the answer ahead
  - The park was quiet, just a park in general.
  - My favorite place is the train park
  - Bremen park already familiar, normal
  - I got more interested with the train garage in Motosumiyoshi
  - I became more sensitive towards the name of shopping street in Motosumiyoshi
  - Positive: More aware to the surroundings, because we need to aware of the details around
  - Negative: The hint was not clear, I still need to think, not understand the purpose of the mission
- ABOUT THE GAME
  - I don't get the meaning of art installation
  - It is not good to use manhole as a way to guide, since my attention will be to the down not up. It does not makes sense.
  - The navigation system was not difficult
  - I loves the trivial rewards about the children
  - It is better to make the characters children also, not only the mother
  - Make the apps more colorful
- ABOUT THE YURUKYARA

- The interaction was cute
- Ozuccho reminds me of Gudetama
- I think it does not matter if the design of the character changed, because the interaction part is more important