

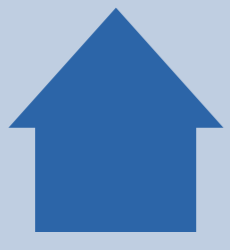


Paint point

TEAM C

1. Lack of tourist as the village is known only by limited number of people due to its low publicity.
2. The village tour are conducted in an unorganized manner due to the absent of guiding system and route instruction.
3. Stories are very interesting but due to its complexity and unorganized storyline make it difficult for tourists to follow.

Before stage



Association
岡山眷村文化協會



Simplify the story.
讓故事變得簡單一點。



Create a guiding map.
做一個導覽地圖。



Make an introduction video.
做一個介紹影片。

During stage



Tourist
旅客



Watch the introduction video.
觀看介紹影片。



Reserve the guiding service.
預約導覽服務。



Tourist use the map for touring.
導覽時旅客有路線圖。



Listen to story in every site.
每一個地點都有一個故事。



Collect the clues.
蒐集線索。



Use the password to get
the treasure.
用得到的密碼解開寶箱。



Know the whole story.
了解整個故事的全貌。



Guiding
volunteers
導覽志工



Introduce the features
of building and story.
介紹建築特色與故事。



Facilitate tourists
to throughout the route.
引導旅客完成旅程。



Unveil the whole story.
揭開整個故事的面紗。

LEARNING SITE

Lequn village

TEAM C

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DESCRIPTION

Our team design a new guiding way for the Lequn village. After deeply interviewed with the association, we found the pain points of the guiding system. For example: complex story, little known by people and no guiding system. Therefore, we combined the story with the guiding tour and we created a unique treasure game. The visitors can listen to the story and find the clues at the same time during the tour. At the end of the tour, they will find the true treasure-the whole attractive story. We strongly believe that our design proposals will help to increase the popularity of beautiful Lequn village and turn the village in to a must visit destination not just for the locals but also tourists from abroad.

團隊目標為設計一款新興的樂群村導覽模式，在和協會負責人進行深入地訪談後，發現導覽模式有許多問題，例如：複雜而零散的故事內容、較低的知名度以及沒有系統性的導覽模式。因此，設計概念整合故事線以及尋寶遊戲，設計出一款特別的導覽方式，遊客可以在故事導覽中獲得線索，最後找到真正寶藏-完整而有趣的故事內容，未來期望可以打響樂群村的知名度，不局限於在地居民，也能吸引更多的外國遊客。