

Question and Answer Sheets

Examination Subject
Strategic Design

Examinee's number

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Note: The total number of points allocated for each question is 60 points for “Compulsory Question 1” and 70 points for each of “Compulsory Question 2” and “Compulsory Question 3”, for a total of 200 points.

<Compulsory Question 1>

Select 6 terms from the following 30 terms, write down the numbers (1 to 30) for the selected 6 terms in the “Number” box below, and briefly explain the meaning of each term in the “Term explanation” box below. < 10 points x 6 = 60 points >

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|---|---------------------------------------|--|----------------------------------|
| (1) Effectuation | (2) SDGs | (3) Service Design | (4) Branding |
| (5) Backcasting | (6) 5C model | (7) Gamification | (8) Community Design |
| (9) MaaS/CASE | (10) Product Differentiation Strategy | (11) Service Blueprint | (12) Nudge Theory |
| (13) Design Driven Innovation | (14) Design Follow Up | (15) Empathy | (16) Complexity Mapping |
| (17) Metaverse | (18) Social Prescribing | (19) Transportation Disadvantaged/ Mobility Inequality | |
| (20) Tacit Knowledge and Explicit Knowledge | (21) Journey Map | (22) Bio-Design | |
| (23) Transition Design | (24) Speculative Design | (25) Design Fiction | (26) Impact Management Framework |
| (27) Indie Games | (28) Public Relations | (29) Transportation Design | (30) SWOT Analysis |

Number: Term explanation:

1 7	“Gamification” is a methodology that incorporates elements that enhance game engagement and persistence from non-game fields to stimulate user motivation and action. By utilizing points, levels, rankings, achievement badges, and other tools to visualize progress, it makes learning, work, health management, and other activities enjoyable and sustainable.
2 10	“Product Differentiation Strategy” is a strategy that seeks to establish a competitive advantage in the market by clearly distinguishing a firm’s products from those of competitors and by offering unique value through quality, functionality, design, brand, and services, thereby avoiding price competition. It emphasizes differentiation aligned with customer needs, aims to enhance brand loyalty and improve profit margins, and is one of the generic strategies proposed by Michael Porter.
3 13	“Design Driven Innovation” is an approach that brings about radical changes in people’s lives by redefining the “meaning” of products and services, rather than relying on “market-pull” (meeting existing user needs) or “technology-push” (driven by technological advancement). Led by socio-cultural insights and semantic interpretation, it primarily focuses on the intangible attributes of a product, such as its value and experience.
4 19	“Transportation Disadvantaged” refers to those who have difficulty moving independently or using public transportation, such as children, pregnant women, the elderly, and persons with disabilities. This may include individuals who are vulnerable to traffic accidents. “Mobility Inequality” refers to the difference in distance that can be traveled per unit of time. This distance varies depending on an individual’s circumstances, such as whether they have access to a car, their ability to walk independently, the distance to the nearest train station, and differences between urban and rural areas. Public transportation not only facilitates movement but also plays a role in addressing mobility inequality.
5 23	“Transition Design” was first taught at Carnegie Mellon University as a design framework for transition toward a sustainable world. It emphasizes holistic and mindful approaches to design that incorporate living systems and theories of change.
6 28	“Public Relations” is a strategic communication practice aimed at building mutual understanding and trust between an organization and society, as well as supporting service improvement. It goes beyond one-way information dissemination by engaging in information gathering, dialogue, and participation to develop relationships with diverse stakeholders.

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<Compulsory Question 2>

In a society where overtourism is becoming increasingly severe, select one sub-question from the ten provided and respond to it, based on an assumed understanding of the societal issues and the target users involved. <70 points>

Sub-question 1

Explain, from the perspective of service design, the process of developing a service for a particular actor, using a specific example.

Sub-question 2

Using digital technologies (e.g., AI, apps, IoT), propose one method (e.g., a product, service, or system) to alleviate tourist overcrowding and traffic congestion. Explain your proposal concretely with sketches and/or a written description. Additionally, describe the expected social changes that may result from its implementation.

Sub-question 3

Present (1) a specific issue and (2) user, and explain (3) research targets, (4) research methods you consider necessary when designing to solve the issue, (5) methods for analyzing the research results, and (6) utilization of analysis results. You may use figures, tables, etc. in your explanation.

Sub-question 4

Media has been utilized as a medium of communication connecting people since the age of print. In a society where overtourism is becoming increasingly severe, discuss the expected roles and potential of media design in solving this issue, providing specific examples to support your argument.

Sub-question 5

Think of a service or social mechanism to solve the identified issue, as well as the product that would be necessary, and explain how the use of a product and service will add value to the user experience with the help of a storyboard, etc.

Sub-question 6

From the perspective of human mobility, identify a social issue and develop a proposal for a system or service to address it. Additionally, create a design concept for a product that plays a central role in your solution, and explain it concretely using drawings and/or a written description.

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Sub-question 7

To reduce tourist density while providing high-quality experiences, set personas such as “travelers who wish to avoid crowds” or “travelers who do not want to cause inconvenience to local communities.” Based on these personas, propose a design that creates quiet and sustainable tourism experiences.

Sub-question 8

From the perspective of transformation design, explain how you will use tools and analyze the social and environmental context to design an impact management framework to drive a desired social change.

Sub-question 9

(1) Identify a social issue related to specific stakeholders other than humans, such as other living organisms or non-human entities. (2) Develop a design concept—such as an object, activity, or vision—that can “raise human awareness” regarding this issue, and explain it using drawings, diagrams, and/or a written description.

Sub-question 10

Using the concept of “related population,” propose an idea for improving the conditions of overtourism.

Answer on the next page.

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Number of the selected sub-question	
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intent of a question

This question assesses students' interest in the long-term visions of society and culture, and their have the ability to think creatively based on an understanding of people and the environment, through the proposal of solutions to social issues that apply knowledge in the specialized fields covered by the Strategic Design Course.

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<Compulsory Question 3>

Develop 10 ideas for products and services with "Bubble wrap" as the design target. Explain each idea. <70 points>

Sequential numbering for English 90 words in 10 lines

1	<p>intent of a question</p> <p>This question will test the student's ability to raise complex social issues and provide practical directions for solving them, while comprehensively utilizing advanced and specialized knowledge and expertise in design practice from concept, planning, production, intellectual property, distribution, and selling, which are the academic goals of the Strategic Design course. This question will examine the type of ideas without duplication and the degree of scarcity of ideas.</p>
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Sequential numbering for English 90 words in 10 lines

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Sequential numbering for English 90 words in 10 lines

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