

2026 Master's Program, Graduate School of Design (General Entrance Examination) Achievement Test  
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 >

- |   |                                       |  |                                  |
|---|---------------------------------------|--|----------------------------------|
| (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	
2	
3	
4	
5	
6	

Do not write on the back side of the answer sheet, or your answers will not be marked.

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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 congestion and traffic crowding. 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) specific issues and (2) user, and explain (3) research targets, (4) research methods you consider necessary when designing to solve the issue, (5) methods of analyzing for 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 the 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

Through the perspective of transformation design, explain how you will use tools, analyze the social and environmental context to design an impact management framework to drive 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,” describe an idea for improving overtourism.

Answer on the next page.

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<Compulsory Question 2 – Continued from the previous page>

Number of the selected sub-question	
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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	
2	

Continued on the next page.

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<Compulsory Question 3 – Continued from the previous page>

Sequential numbering for English 90 words in 10 lines

3	
4	
5	

Continued on the next page.

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Examinee's number

<Compulsory Question 3 – Continued from the previous page>

Sequential numbering for English 90 words in 10 lines

9	
10	