



SUNSET GLEAM

2018
DESIGN THINKING
& CREATIVE DESIGN

As Model

UNDERSTANDING



2019
DATA VISUALIZATION
& ANALYSIS

As Metric

REPRESENTING



2021
BRAINWAVE ANALYSIS
& MEDIA ART

As Mentor

GENERATING

자연

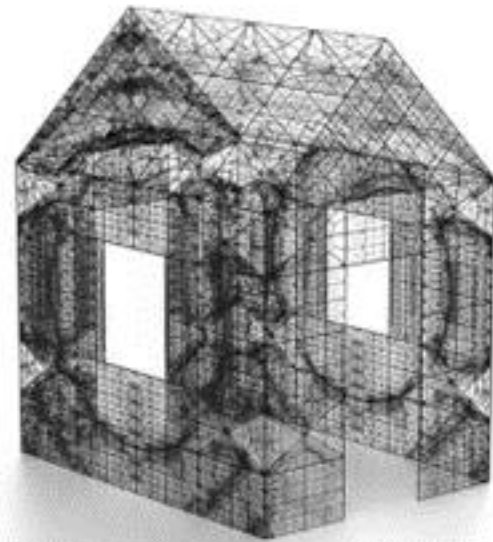
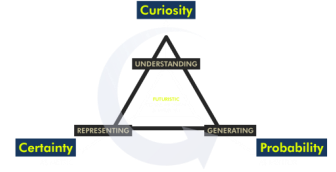
Understanding

건축

Representing

인간

Generating



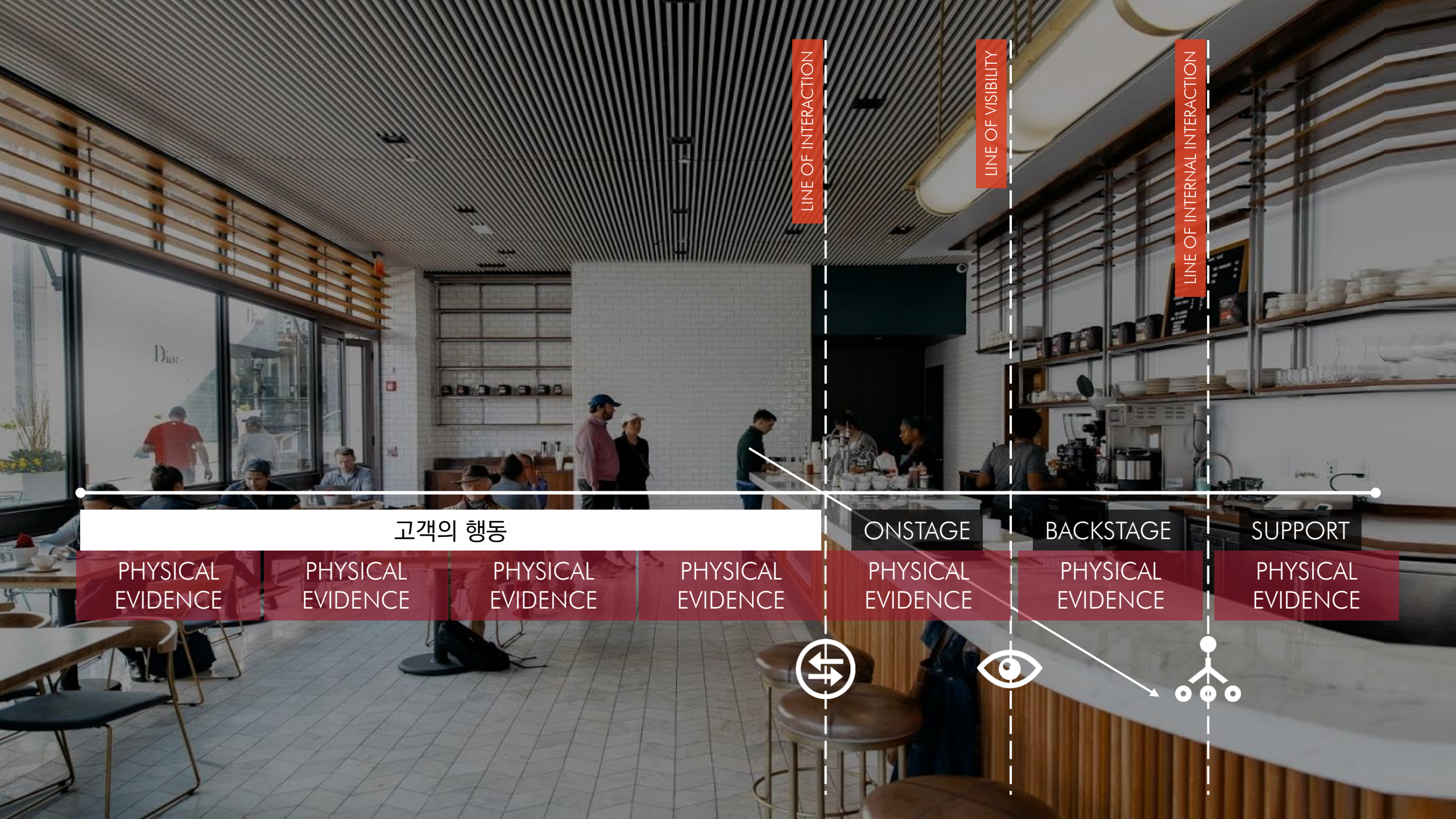
Gwangju Gazebo

Gwangju Design Biennale 2017

A Brief Introduction for Service design

DATA-DRIVEN EXPERIENCE DESIGN





LINE OF INTERACTION

LINE OF VISIBILITY

LINE OF INTERNAL INTERACTION

고객의 행동

PHYSICAL EVIDENCE

PHYSICAL EVIDENCE

PHYSICAL EVIDENCE

PHYSICAL EVIDENCE

ONSTAGE
PHYSICAL EVIDENCE

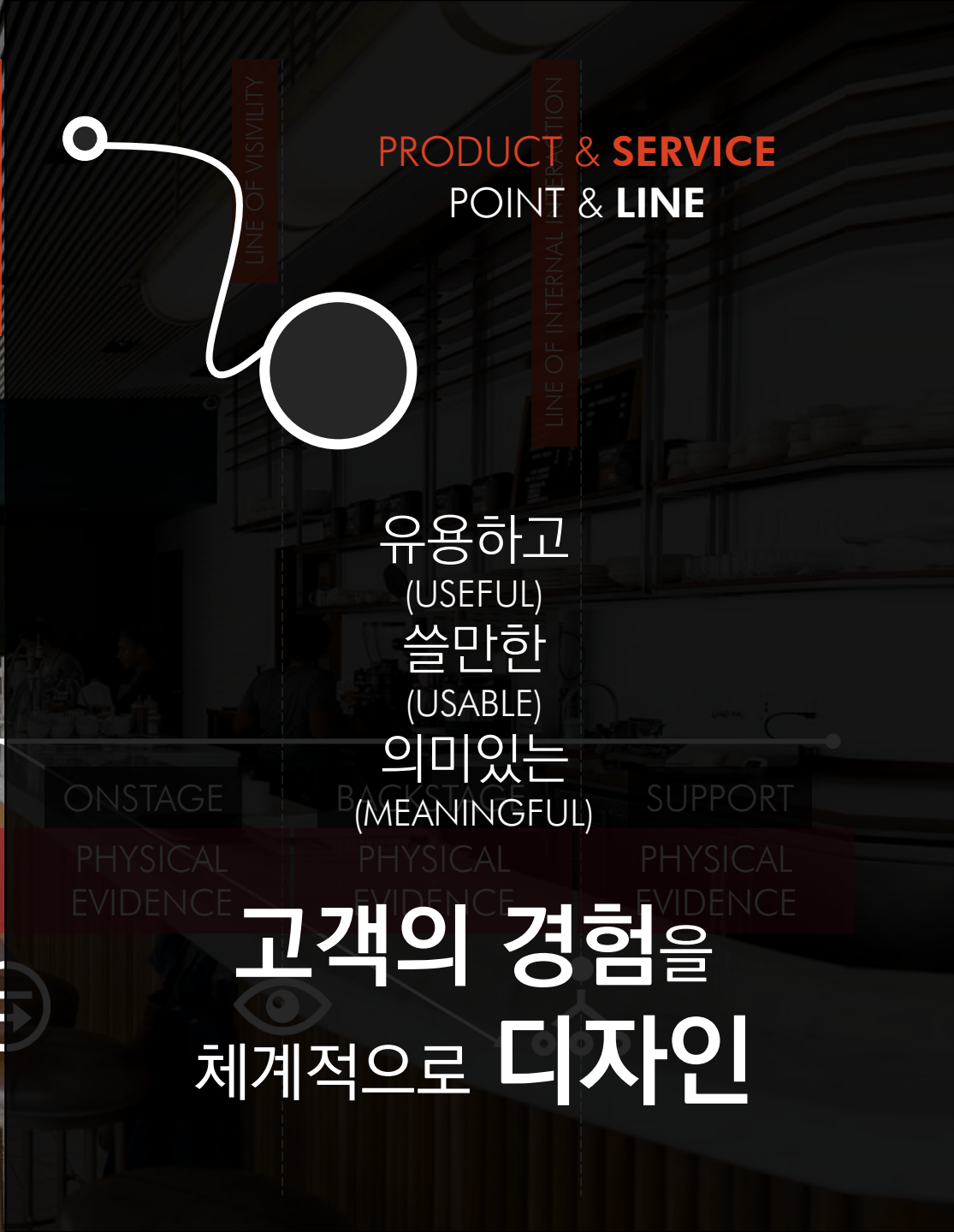
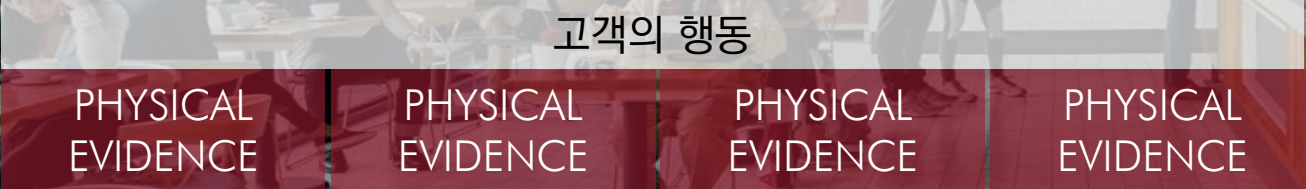
BACKSTAGE
PHYSICAL EVIDENCE

SUPPORT
PHYSICAL EVIDENCE





LINE OF INTERACTION



LINE OF VISIBILITY

LINE OF INTERNAL PERCEPTION

PRODUCT & SERVICE
POINT & LINE

유용하고
(USEFUL)
쓸만한
(USABLE)
의미있는
(MEANINGFUL)

ONSTAGE
PHYSICAL EVIDENCE
BACKSTAGE
PHYSICAL EVIDENCE
SUPPORT
PHYSICAL EVIDENCE

고객의 경험을
체계적으로 디자인

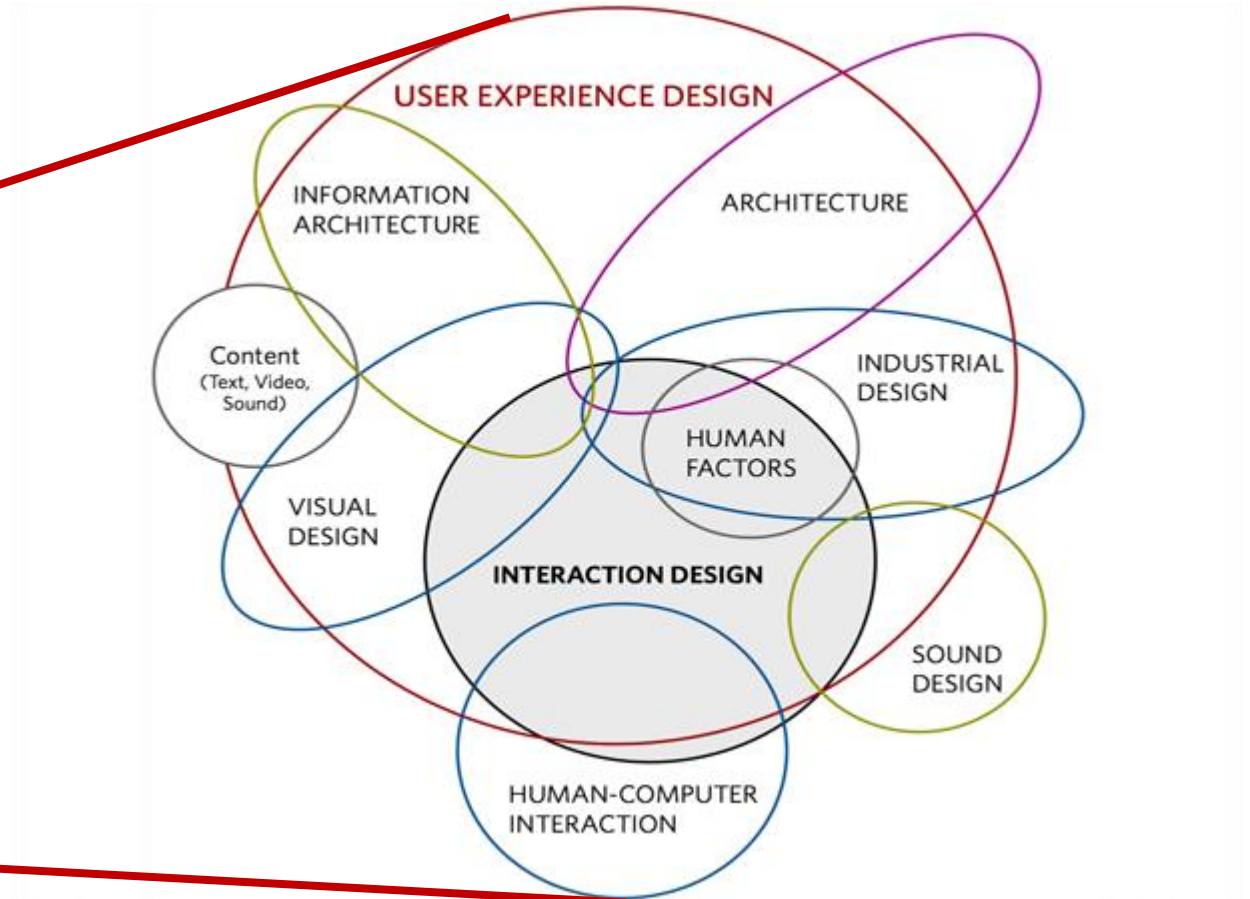
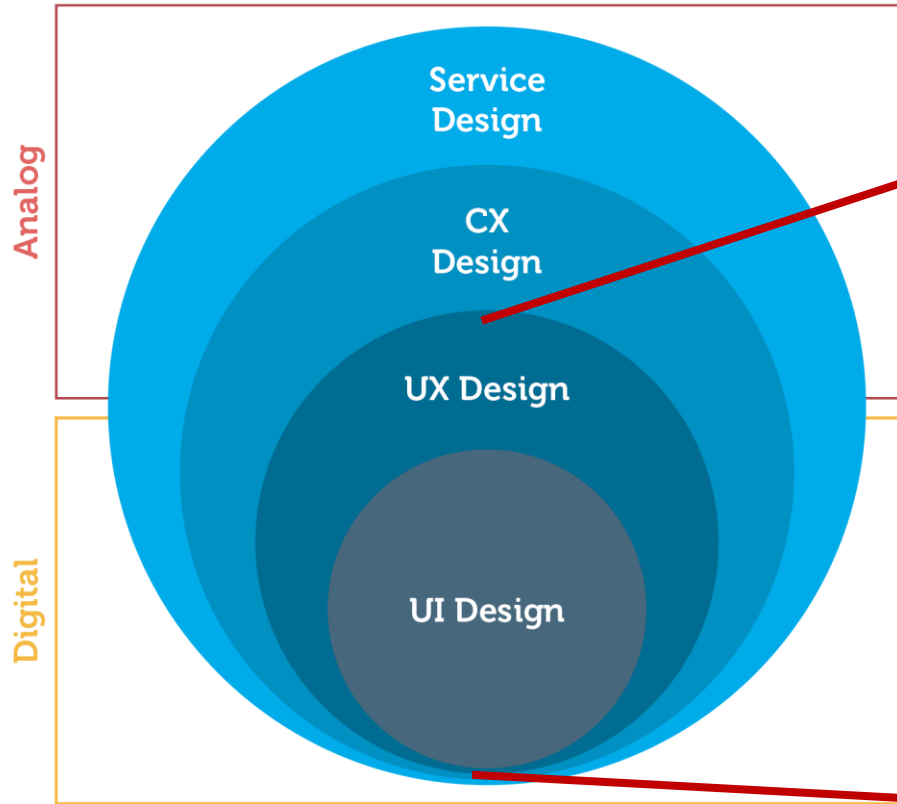
서비스디자인(Service design) 소개

A BRIEF INTRODUCTION FOR SERVICE DESIGN

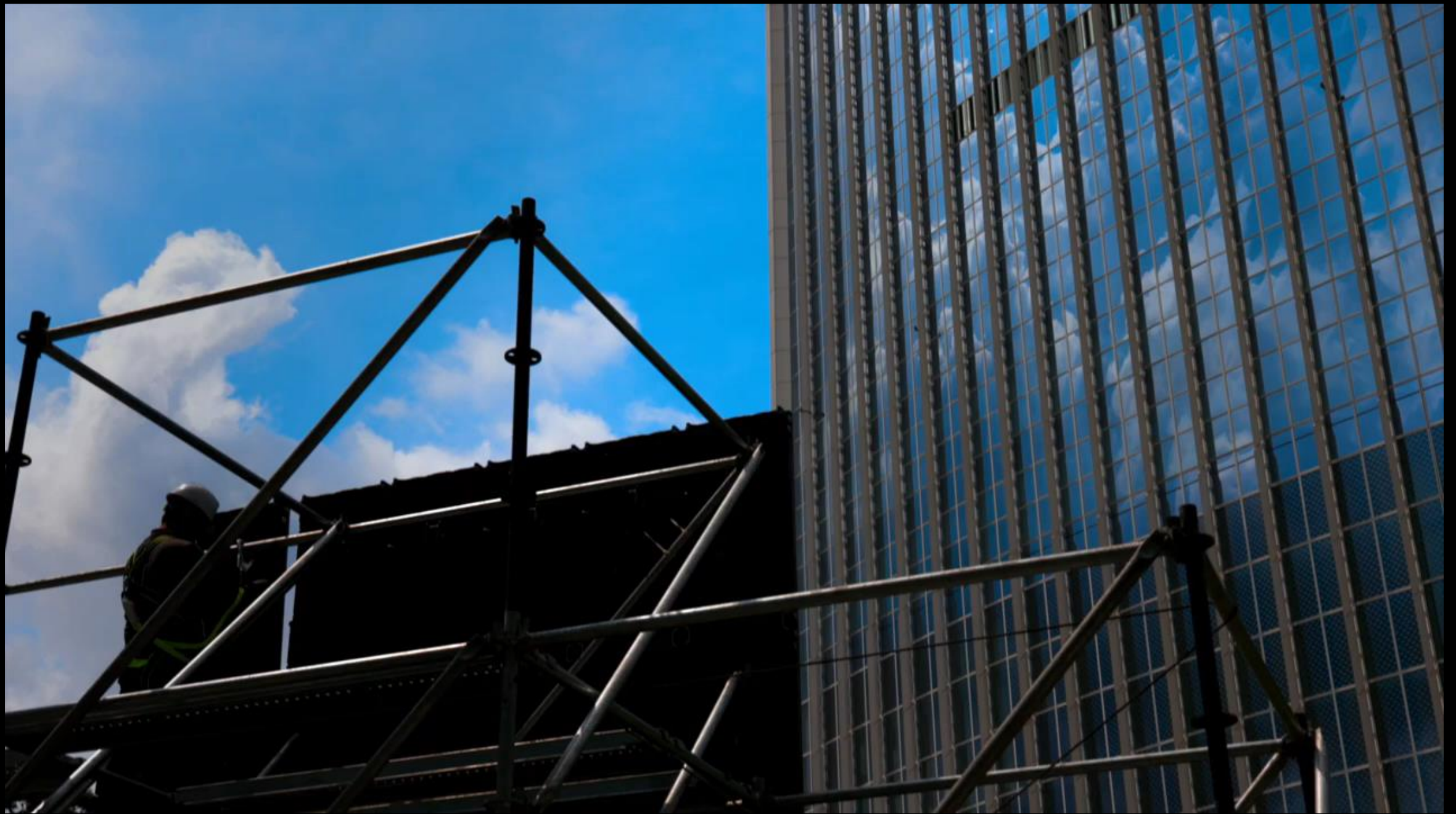
What is Service Design?

What is Service Design?

The total design spectrum. Service design, Customer experience design, User Experience design and User Interface design



Source: UX Planet



123 석촌호수

2022 LOTTE Oe Race

석촌호수에서 수영을?
'2022 LOTTE Oe Race' 개최!



2022

LOTTE Oe Race

Lake Swim + Sky Run

2022
08.07
SUN
7:00 AM


2022
LOTTE Oe Race
Lake Swim + Sky Run
2022.08.07
일요일 오전 7시

 123F
Sky Run (123F)
롯데월드타워 123층
수직 마라톤

 1.5km
Lake Swim (1.5KM)
석촌호수 750M X 2LAP

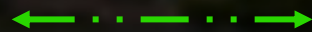

Oe 앱에서
참가신청하기

주최/주관 Oe 후원 롯데월드타워

PHYSICAL EVIDENCE(CONFIRMATION)

석촌호수

Metaphor
(ESG: Re-purifying)
Convenience
(Location)



Confidence & Direction

123F

Right-Brain Marketing
(Quantification)
Collaboration
(Offensive role)



ae
LOTTE De Race
Lake Swim + Sky Run
2022.08.07
일요일 오전 7시

Sky Run (12.3F)
Lake Swim (1.5K/3K)
7:00 AM

데이터기반 경험 (M³)전략

모사
模

DATA&SERVICE
AS MODEL

사용자경험
AS MODEL

비견
比

DATA&SERVICE
AS METRIC

사용자경험
AS METRIC

통찰
洞

DATA&SERVICE
AS MENTOR

사용자경험
AS MENTOR



트라이애슬론
경기경험 모델링

참여경험(Records)
공유

사용자경험의
새로운 인사이트
ESG



CITY BIATHLON



성별	수영기록 계단기록 전체기록	부정	상태
남	34:09.64 28:33.50 01:06:28.50		정상
남	19:23.43 28:57.61 51:06.18		정상
남	21:33.85 32:59.55 57:51.26		정상
남	-		계속모집
남	20:44.94 24:52.59 47:48.74		정상
남	20:42.00 22:14.98 44:12.77		정상
남	-		계속모집
남	21:42.74		



롯데, ESG활동 빛났다

남녀 400여명이 호수로 뛰어들어 힘차게 물살을 가릅니다.
호수를 빙 둘러 두 바퀴를 헤엄치더니, 호수 밖으로 나와 바로 옆 123층 높이

SERVICE INSIGHT
IN DATA-DRIVEN PERSPACTIVE

CASE #1



MARKETING

VIABILITY



2022 LOTTE Oe RACE

ESG Biathlon

DX

BRAND DESIGN
& COMMUNICATION



ESG

ESG SERVICE
EXPERIENCE DESIGN

BRAND DESIGN
& COMMUNICATION



ESG SERVICE
EXPERIENCE DESIGN CARBON CREDIT



SERVICE INSIGHT
IN DATA-DRIVEN PERSPACTIVE

CASE #2



E-PRIZ 2022. SEOUL

Chief. Strategic Planning Specialist

GENERATIVE
VISUAL DESIGN STRATEGY

MICE STRATEGY

VIABILITY

ABB FORMULA-E
FORMULA-E CHAMPIONSHIP



SERVICE INSIGHT
IN DATA-DRIVEN PERSPACTIVE

CASE #2

MARKETING

VIABILITY





지속가능성을 위한 디지털 플랫폼
ESG DIGITAL PLATFORM DESIGN



SERVICE INSIGHT
IN DATA-DRIVEN PERSPACTIVE

CASE #2

2022 HANA BANK SEOUL E-PRIX



2022년 8월 13~14일 잠실종합운동장

SERVICE INSIGHT
IN DATA-DRIVEN PERSPACTIVE

CASE #2

2022 HAI SEOUL



ULAE

MING



2022년 8월 13~14

SERVICE INSIGHT
IN DATA-DRIVEN PERSPACTIVE

CASE #2

KARTRIDER
RUSH+



FORMULA E

IS COMING



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SERVICE INSIGHT
IN DATA-DRIVEN PERSPACTIVE

CASE #2



FORMULA E

MINI-METRIC

SEOUL

AS
MODEL



카트모델링

KARTS

레이싱

RACING



AS
MENTOR



2022년 8월 13~14

SERVICE INSIGHT
IN DATA-DRIVEN PERSPACTIVE

CASE #2



ULAE

AS
MODEL

AS
METRIC



카트모델링
KARTS

레이싱
RACING



오프라인
서비스

KARTRIDER RUSH+

온라인
서비스

2022년 8월 13~14

FORMULA E ALL RIGHTS RESERVED



AS
MENTOR



탄소중립
CARBON-NEUTRAL

새로운
경험전달

통찰
洞
MARKETING
AS MENTOR

E-PRIX 2022. SEOUL

LARGE-SCALE DIGITAL MARKETING

WTC. COEX. SEOUL



Visual Communication Design



Experience Shop Design



Brand Management



Metaverse Design



INNOVATION
EXPERIENCE DESIGN STRATEGY

EXPERIENCE

VIABILITY



LARGE-SCALE
COMMUNICATION DESIGN



SERVICE EXPERIENCE
DESIGN



BRAND DESIGN
& MANAGEMENT



METAVVERSE DESIGN

A large crowd of people is gathered at an event, likely a Formula E race. In the background, a stage features a large banner for "JAGUAR iCE" and "EVANS". The stage is illuminated with blue lights, and several people are visible on the stage. The overall scene is captured in a dark, blue-tinted style.

DATA-DRIVEN EXPERIENCE DESIGN

#Culture&Tech Collaboration

컬처애펬테크놀로지 콜라보레이션

“데이터는 확신 그 자체가 아닌
또다른경험을 생성하는 **가능성을 생성**하게 한다”

*“thinking about designing not the object
but **a possibility to generate objects**”*

DATA-DRIVEN X EXPERIENCE

또다른경험
(제너러티브 경험 디자인의 이해)

성균관대학교
서비스융합디자인
설상훈