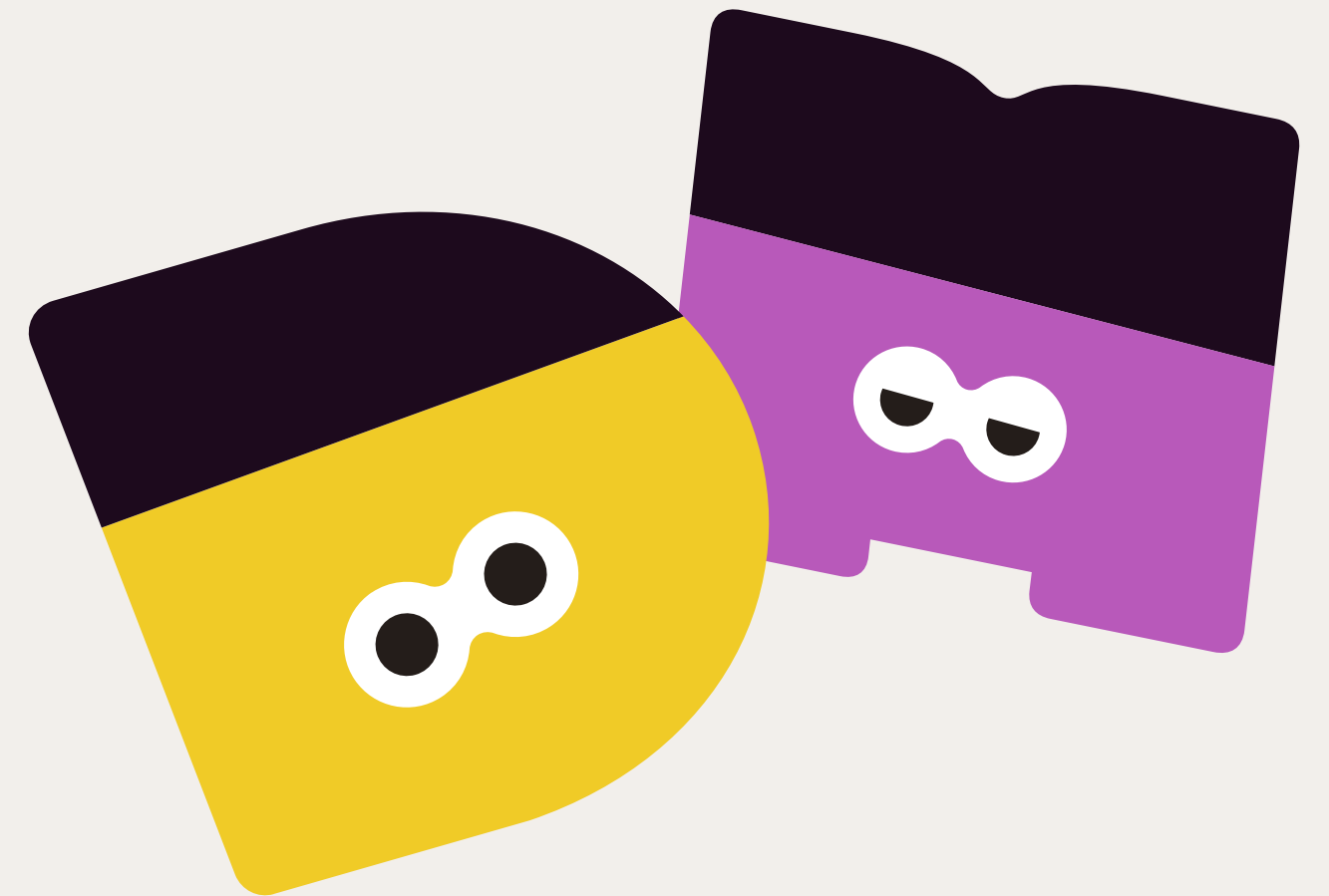
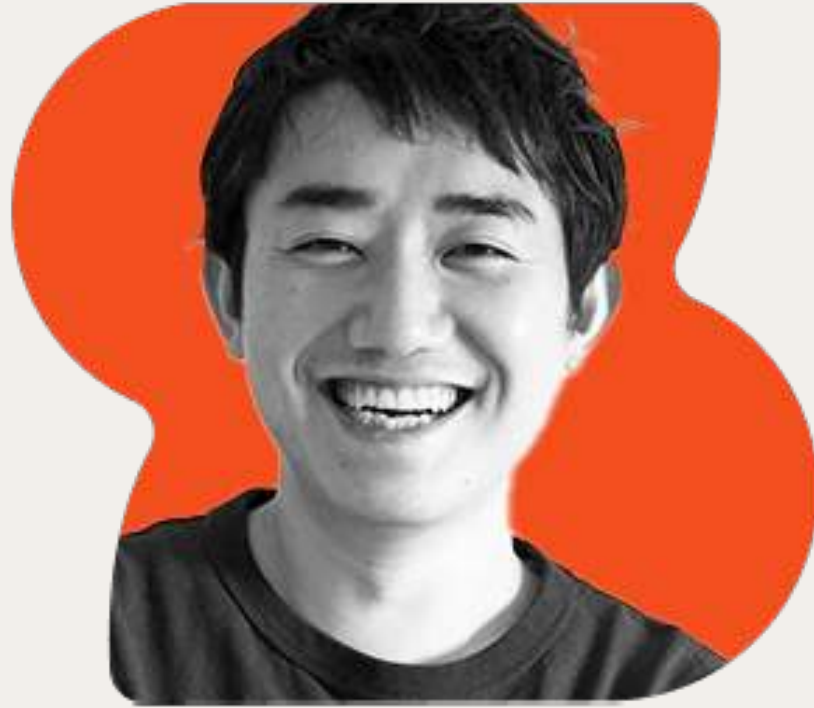


BRINGING MASCOTS TO LIFE

Making Meaningful Mascots to make
Better Brands

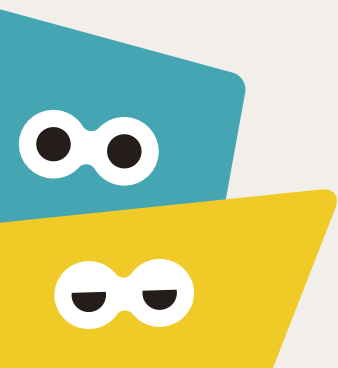
RYO SAMPEI





RYO SAMPEI

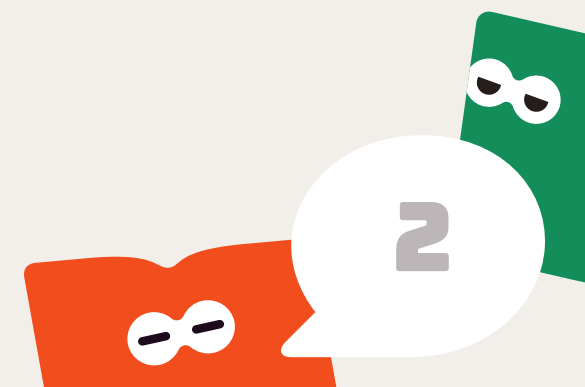
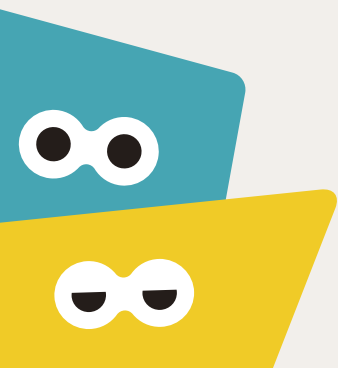
#Japanese #Producer #UX
#Servicedesign #Gaming #Dad

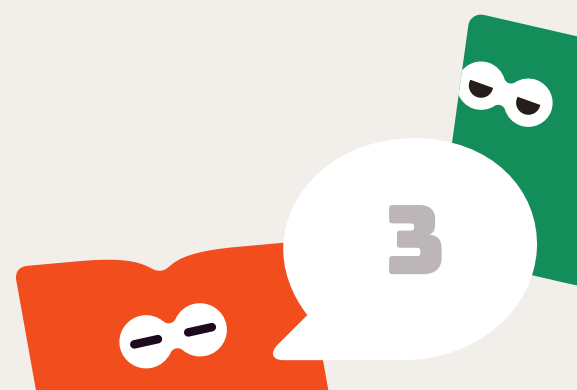
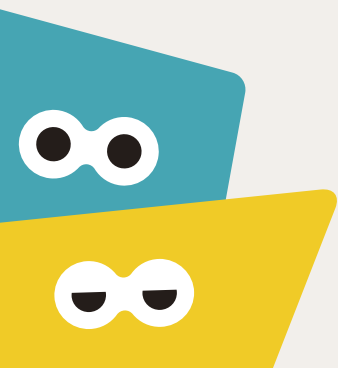


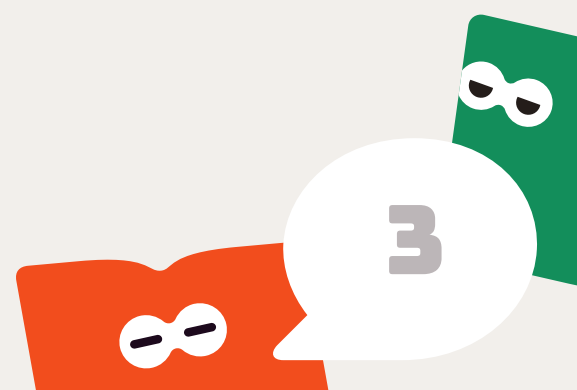
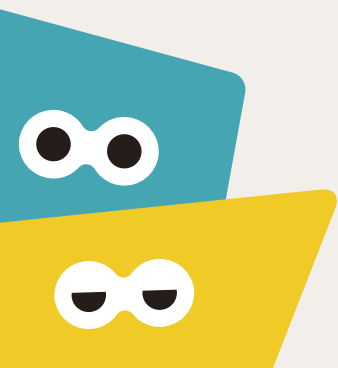


RYO SAMPEI

#Japanese #Producer #UX
#Servicedesign #Gaming #Dad







JAPAN

THE MASCOT KINGDOM





MASCOTS ARE EVERYWHERE

WHY ARE THE JAPANESE SO OBSESSED W/ MASCOTS?



YAOYOROZU NO KAMI

八百万の神

THE EIGHT MILLION GODS



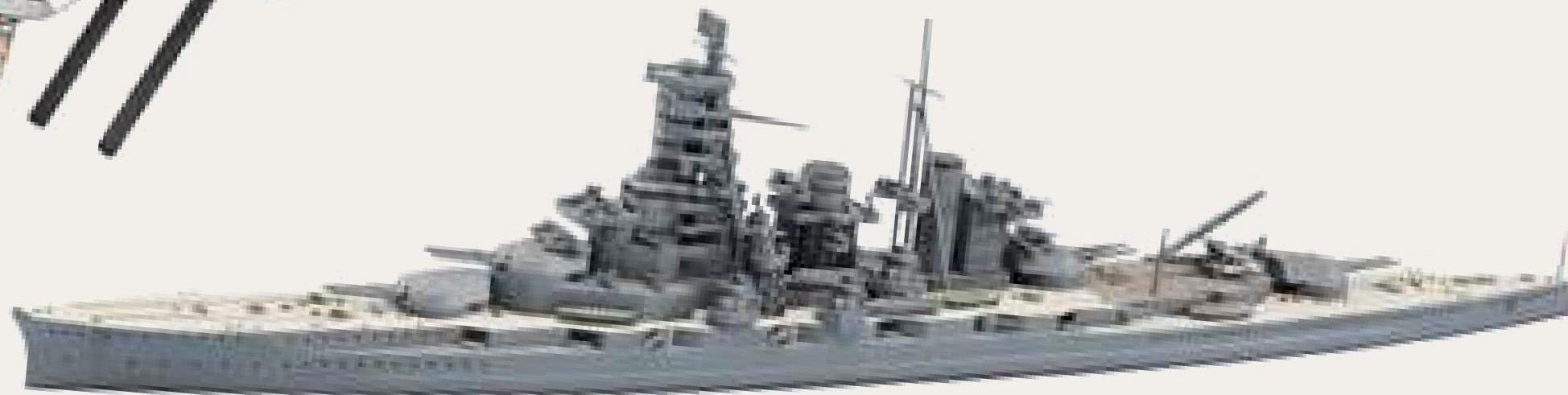
Kantai Collection
(DMM GAMES)



GIJINKA

擬人化

ANTHROPOMORPHISM



Umamusume Pretty Derby
(Cygames)



CHARACTERIZE 'EM ALL!!



GOOD MASCOT MEANS GOOD ENGAGEMENT

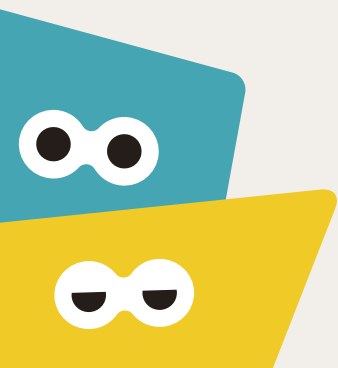




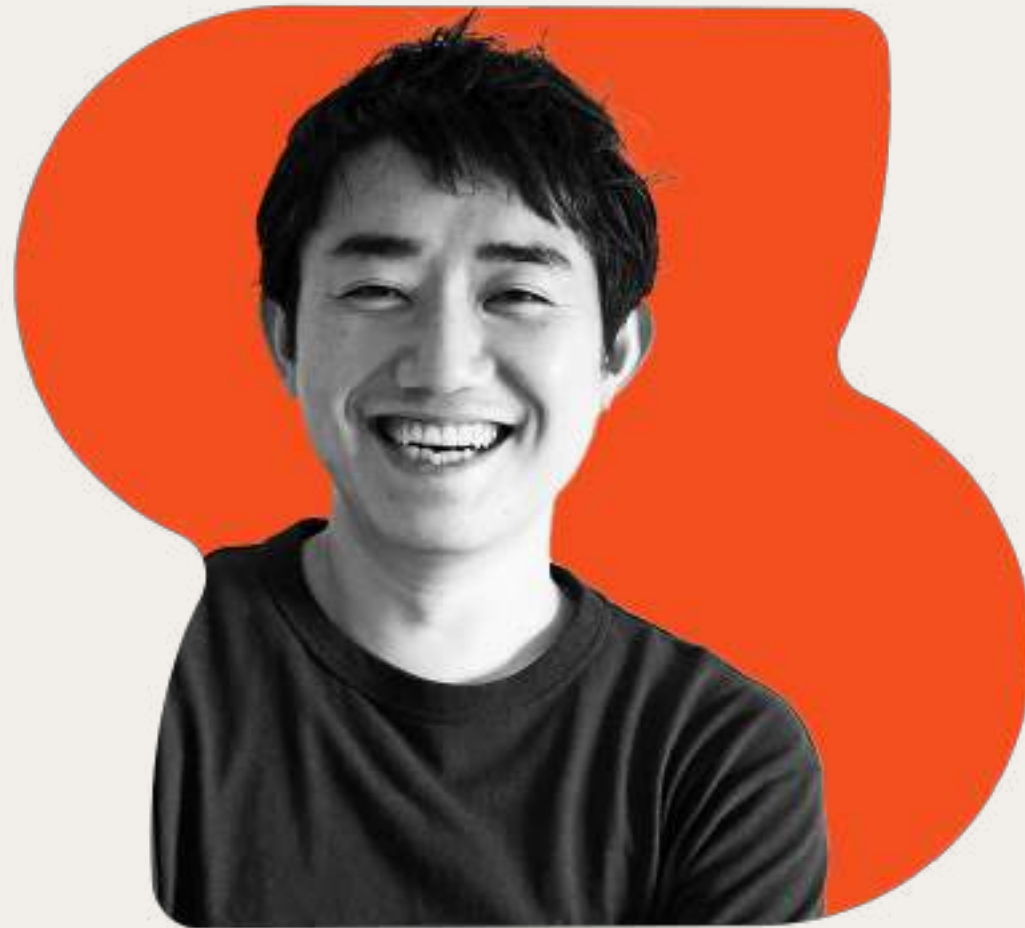
UX MILK



**SPECTRUM
TOKYO**



Producer / Designer



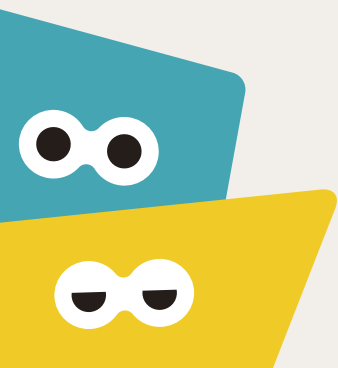
Ryo Sampei

Brand Designer



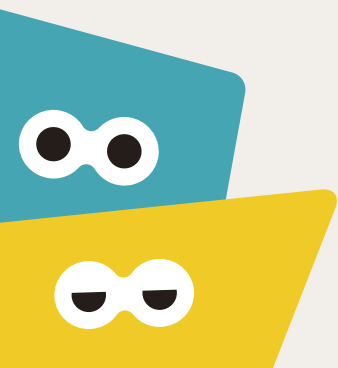
Miwa Kuramitsu

Krafts & Co.





UX MILK



UX MILK

読む 探す 学ぶ



Welcome to UX MILK

UX MILKはより良いサービスやプロダクトを作りたい人のためのメディアです。

[このサイトについて](#)

購読

平日・週2回更新



共感を生み出すストーリーテリングのための7つの要素

2021/7/28 Rikke Dam



アテンションエコノミーにおける倫理的なデザインの重要性

2021/7/26 Sarwith Srinivas



優れたWebのコピーライターが気をつけている7つのこと

2021/7/21 Paul Boag



プロトタイピングで陥りがちな6つの落とし穴

2021/7/19 Nick Babich



ダークパターンUX：マニピュリンクとコンファームシェイミング

2021/7/14 Erin Schroeder



スクラムへの間違った5つの期待とその修復法

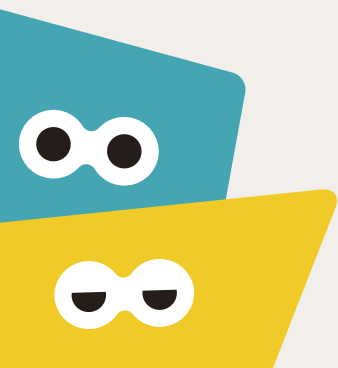
2021/7/12 Matt Johnson



ユーザーへの切迫感を正しく演出するには

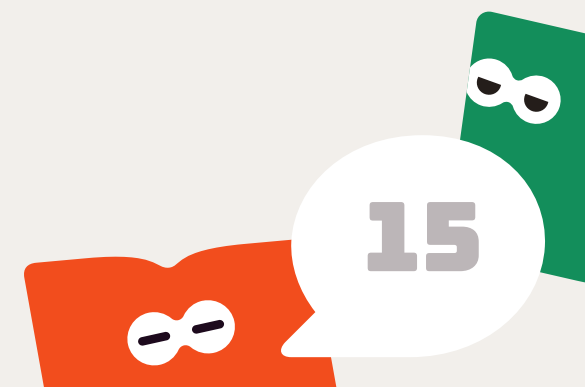
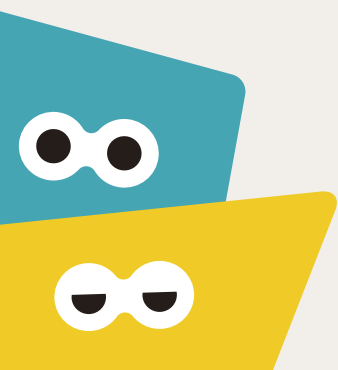
2021/7/7 Paul Boag

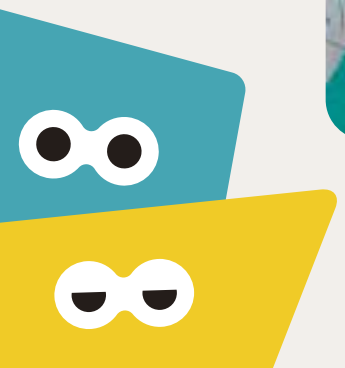
1 2 3 ... 190



“DRINK UX EVERYDAY”

- a UX Design community for UX learners
- provides Japanese translations of UX articles from worldwide
- new article every weekday morning
= nutrition for UX learners = MILK





OLD



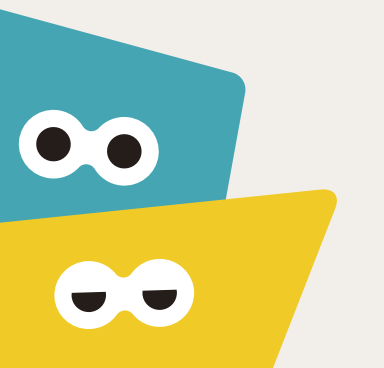
UX MILK

毎朝ちゃんと飲むUX

NEW

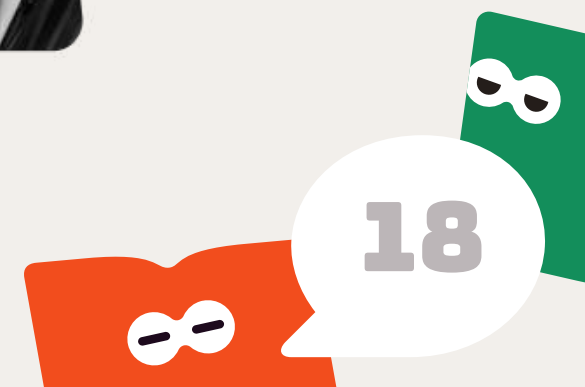
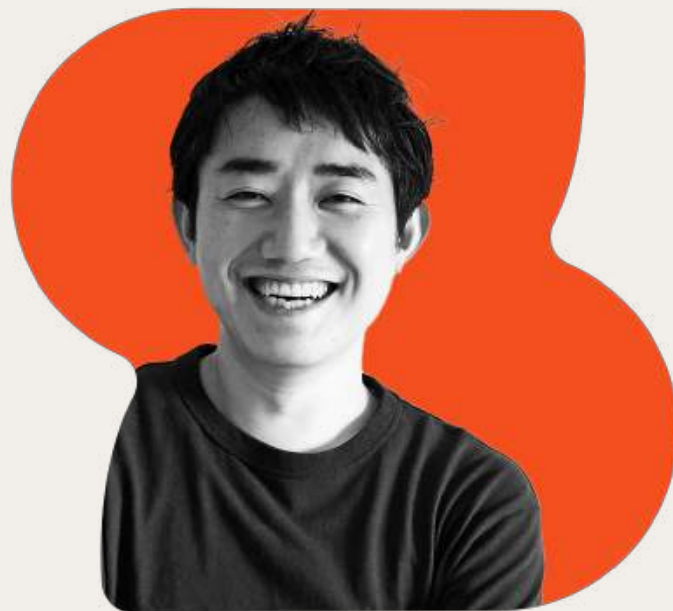


UX MILK



I want the new mascot to be...

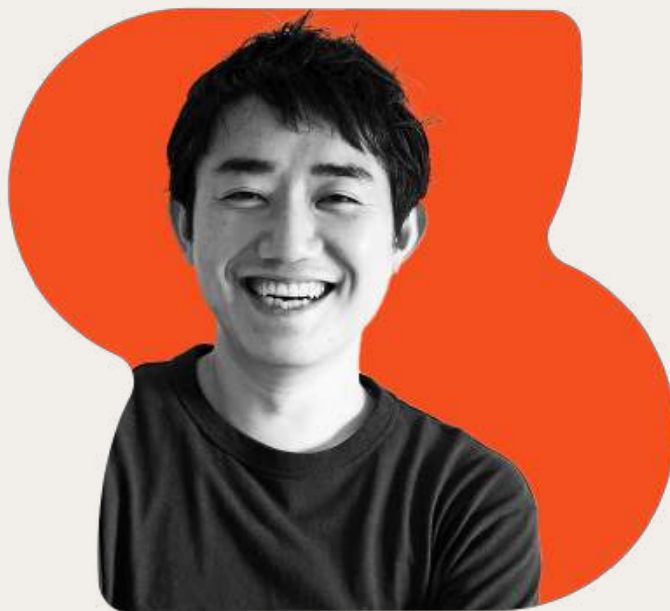
- **Flat design**
- **Can go monochrome**
- **Recognizable from a far distance**
- **Has a unique twist**
- **Easy to create variations**
- **Easy to show face expressions**
- **Has a surreal, expressionless vibe**
- **Subculture, trendy, but not overly stylish**
- **Not too childish**
- **Not too girly**
- **A classic retro vibe**



I want the new mascot to be...

- **Flat design**
- **Can go monochrome**
- **Recognizable from a far distance**
- **Has a unique twist**
- **Easy to create variations**
- **Easy to show face**
- **Has a surreal, exp**
- **Subculture, trend**
- **Not too childish**
- **Not too girly**
- **A classic retro vik**

**Let's do a
moodboard**



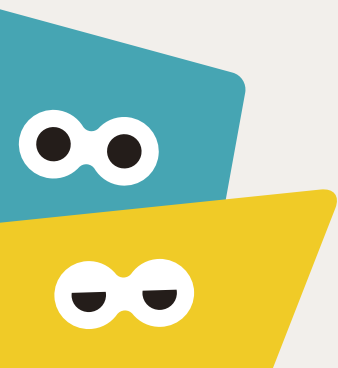
STEPS

1. GATHER INFO

W/ MOODBOARD

2. SKETCH

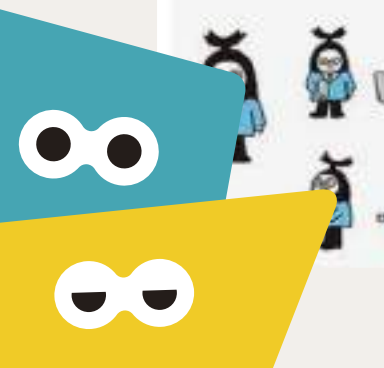
3. FINALIZE



MOODBOARDS



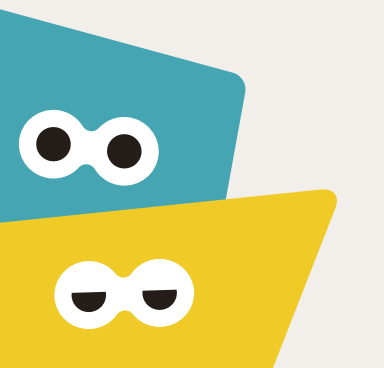
Feels Right



MOODBOARDS



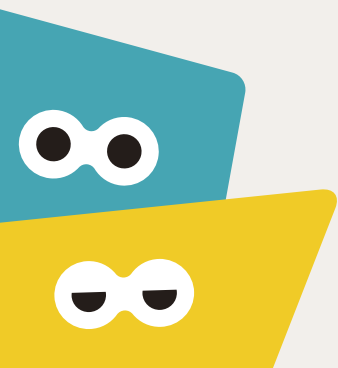
Feels Off



TIP

**Don't just gather the good ones,
gather what you feel off as well**

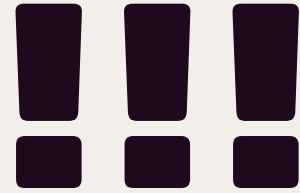
- **Hints are in what you feel off**
- **It is easier to identify the wrongness than to find what is right**



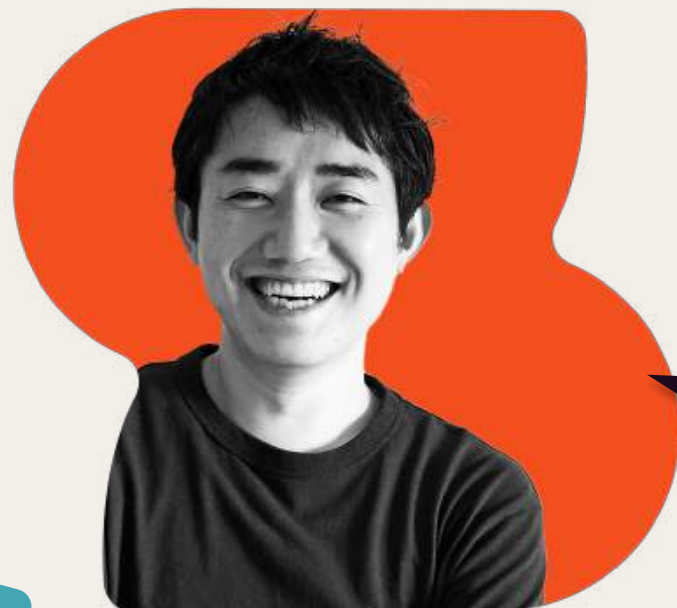
SKETCHES



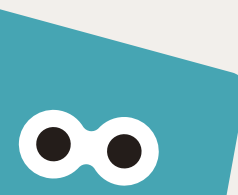
UX MILK Fest 2019 | Miwa Kuramitsu



How about we say our character shifted from being just a milk delivery to a milk producer, to show that not only we deliver global UX trends but also produce our own UX content locally?

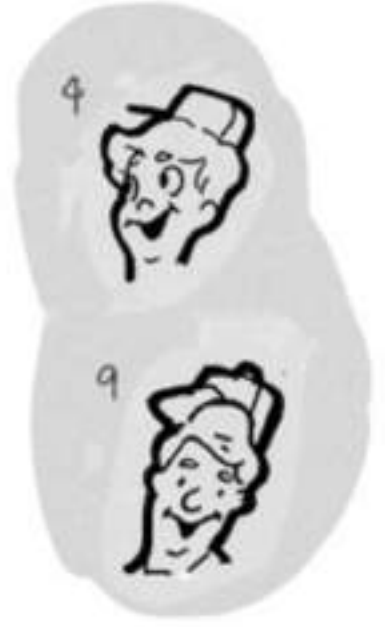


Yo I was thinking exactly the same



MORE SKETCHES

NEW / **UX MILK** by CHARA 2019 APR 12



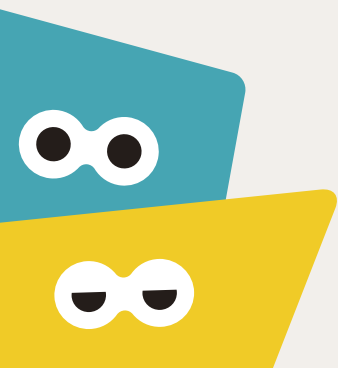
全身ホズの場合



ランブルに顔のみの場合 (ハグや"OJ"などは、CSSの方が使いやすかも)



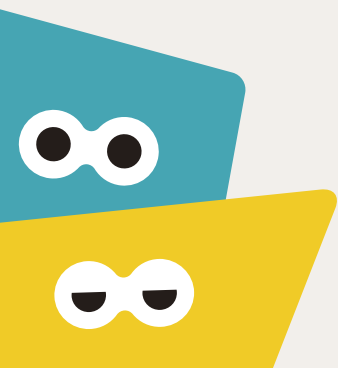
FINALIZE



STEPS

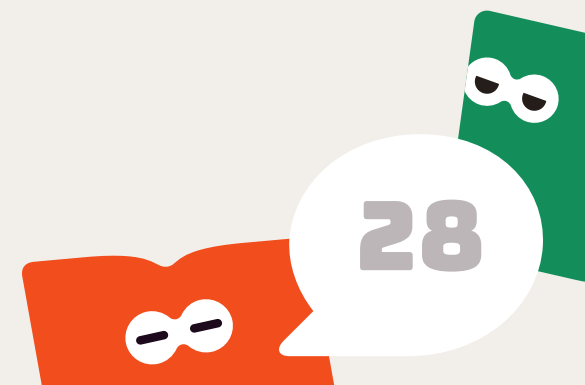
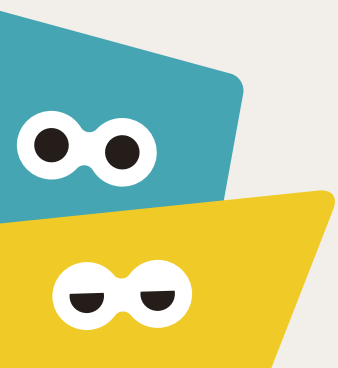
1. GATHER INFO
2. SKETCH
3. **ABDUCTION**
4. FINALIZE

SPARK OF
IDENTITY





SPECTRUM TOKYO





🚩 Interviews 📄 Columns 🌱 Diggin'Roots 🗨️ From Editors

LATEST



Universal yet Cultural: Restroom Pictograms and Human Cognition

Wherever we are, we will need to be able to use a restroom at any time. The experience of finding a restroom is inescapable, but how do we find them?

2022/11/17 | by Michinari Kohno



"Let Them Sleep", A Caring UX For Kicking Out Users in Midnight Work Calls

In this interview, we asked Fumie Hino, designer of "mocri," a service specializing in "work calls," about the development of this cultural shift, alongside the trial and error experienced in building the service.

2022/11/10 | by Arisa Nojima



Meet Tomoyuki, a UI Designer Who Thrives to Go Above and Beyond the Traditional Craftsmanship and Glam Rock



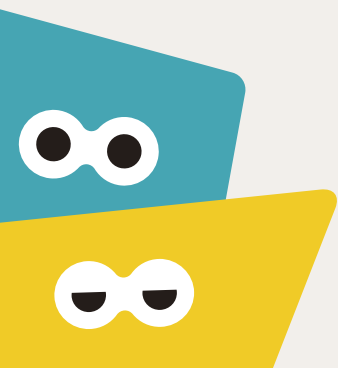
10 Lessons from a Japanese UX Designer's Time Studying Abroad in London

2022/09/12 | by Mayu Nakamura



Respect or Taboo? Designing products with Sacred Traditions and Culture

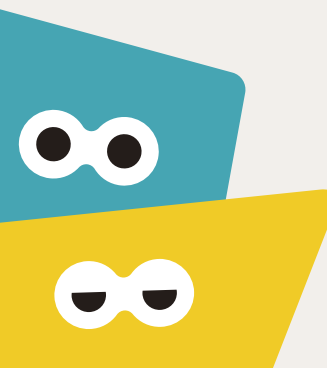
2022/08/26 | by Ryo Sampel





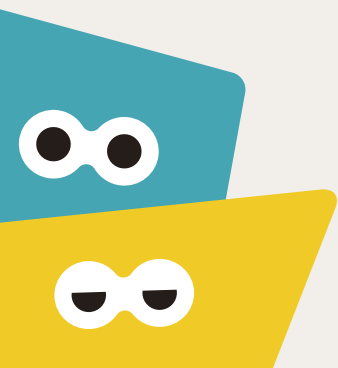
**SPECTRUM TOKYO
FESTIVAL**





STEPS

- 1. GATHER**
W/ RESEARCH BOARD
- 2. SKETCH**
- 3. ABDUCTION?**
- 4. FINALIZE**



RESEARCH BOARDS

SPECTRUM Research Board

2022/5/6 KRAFTS&Co.

Target

主な読者



Core Value

SPECTRUMがもたらす3つの体験



Design Keyword

キーワード

OK

NG

インディーズであること



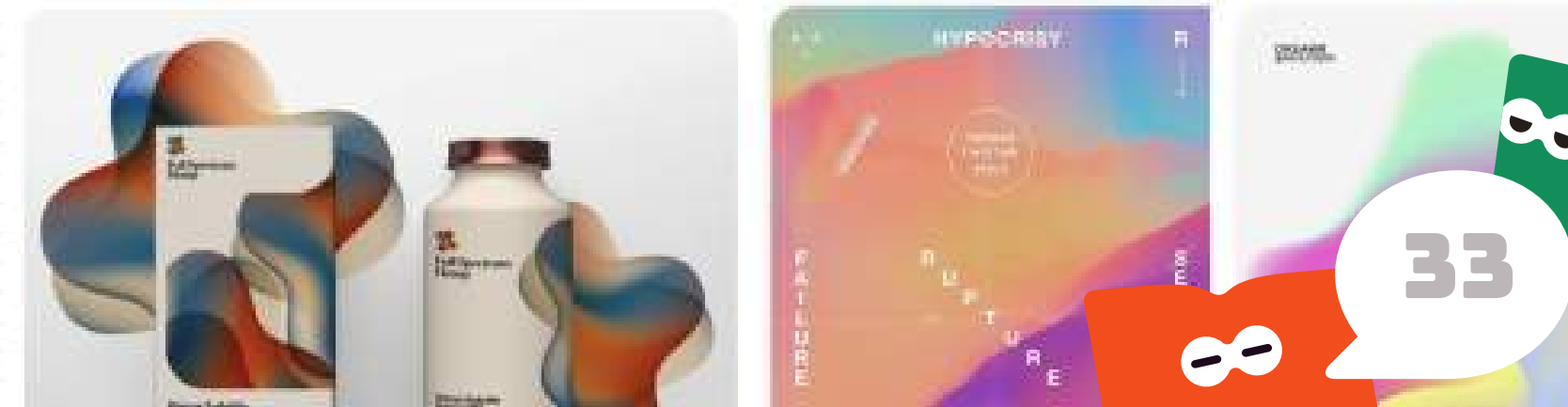
Positioning Map

デザイナー(クリエイター)を読者に想定しているもの



Image Board

参考資料



SKETCHES

Typography

誰もがブランディングに関与しやすいように、比較的誰もが利用しやすいAdobe Fontから抽出しました

SPECTRUM TOKYO

SPECTRUM TOKYO

SPECTRUM TOKYO

SPECTRUM TOKYO

SPECTRUM TOKYO

SPECTRUM TOKYO

SPECTRUM TOKYO

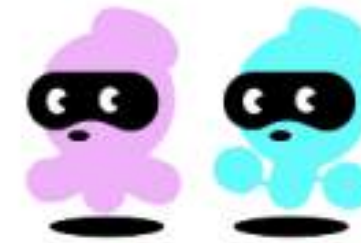
東京

SPECTRUM TOKYO

SPECTRUM TOKYO

SPECTRUM
Tokyo

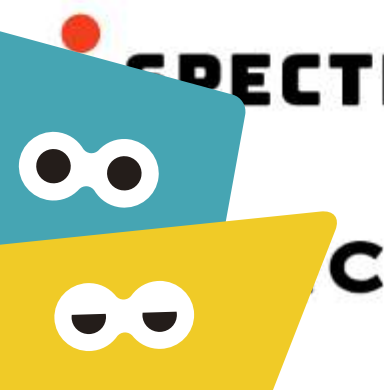
SPECTRUM
Meetups



TRYING TO MAKE CHARACTERS AGAIN...



Blob Animation | Generate smooth blob animation
Blob Animation It's a free and simple tool to generate smooth blob...
blobanimation.com



SKETCHES

Element
67のイラスト要素

2022/5/20

67のイラスト要素

色の3色 6色

集中に集う ①になる

有機的なフォルム

ワーク インクルーシブ

S P C T R M

S P C T R M

背景で使う
エレメント同士が
交差する
④なので計算

SNSアイコンの Favicon
で使う

キアラ

ライターが
スローカーペースト

写真にイラスト
重ねたり...
トリミングしたり

点か2つ
ついたら
キアラに
なるよ

Element
67のイラスト要素

A. エレメントとして使いやすい形状

SPECTRUM

B. AとCの間

SPECTRUM

C. グリッドに沿った形状

SPECTRUM

67のイラスト要素

4種類、サブカテゴリー
分けられるか
一目でわかるか
見やすくないか
横並びアルファベット
の「C」が邪魔にならない
か
文字の色にも気を配る
黒と白の対比が強い
か

ターゲットの25%

ターゲットの25%

67
エレメント4種類あるから
は、最初のページをこれ
くらいにしたいか
のあたりでいい感じ

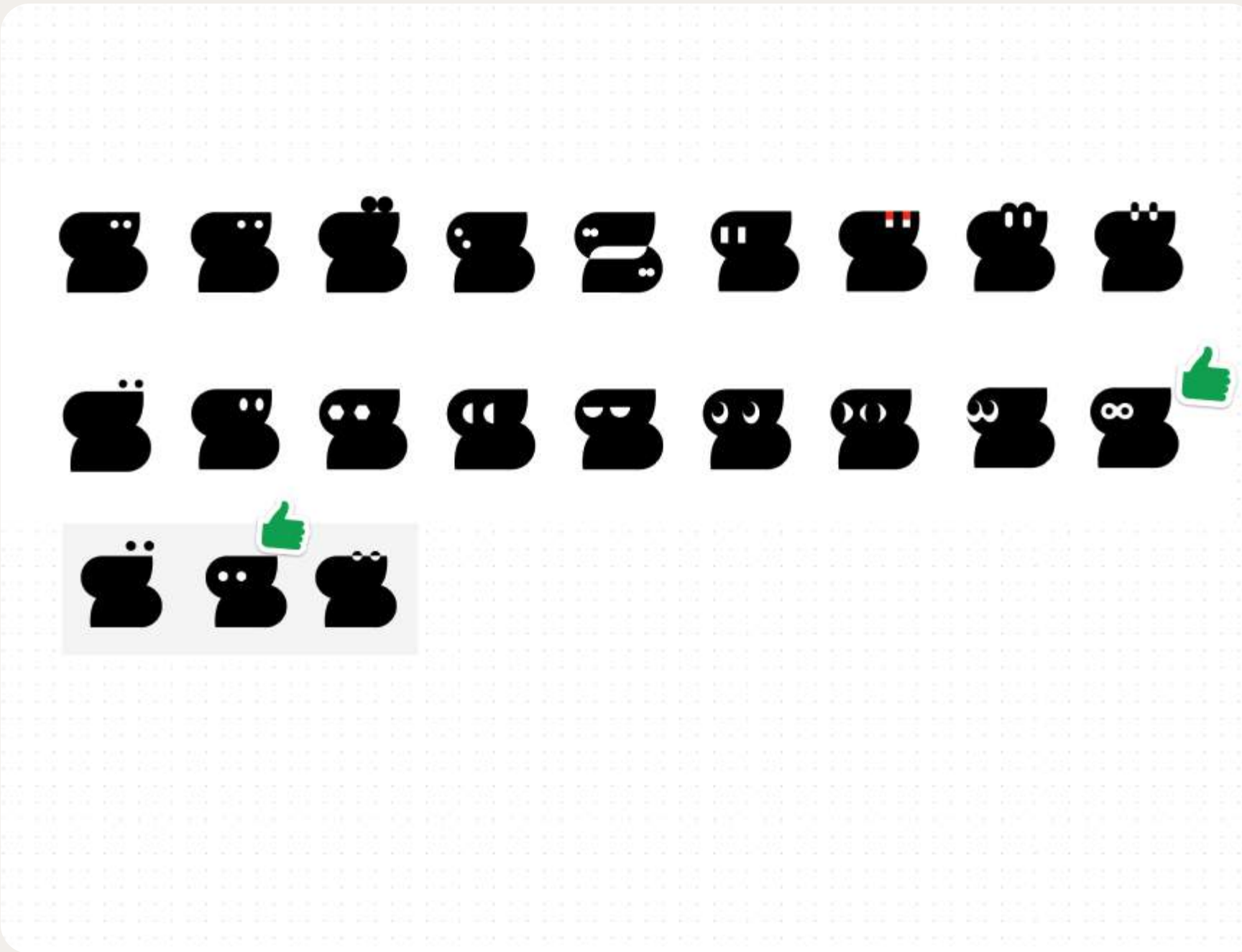
LogoMark
ロゴマークの検証

1 **SPECTRUM** 6 **SPECTRUM** 11 **SPECTRUM**

2 **SPECTRUM** 7 **SPECTRUM** 35 **SPECTRUM**



SKETCHES



Eye Pattern

顔の印象検証

A. 表情あり



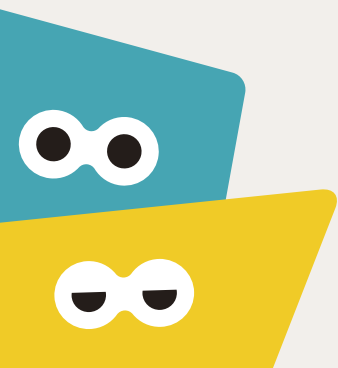
B. 表情なし



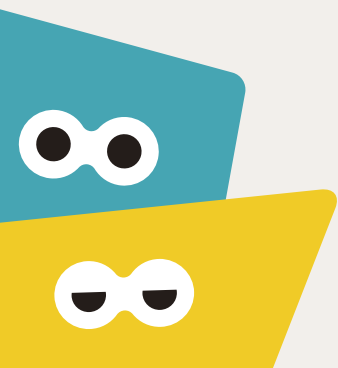
C. ウォーリー風



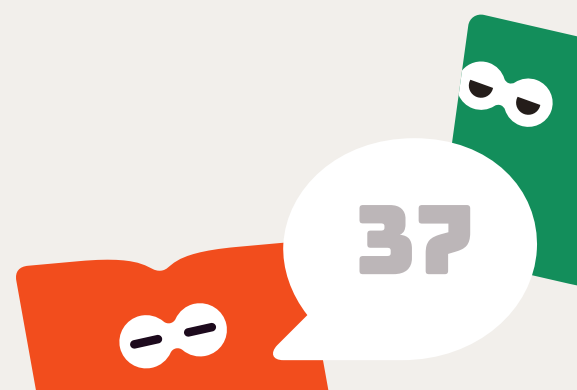
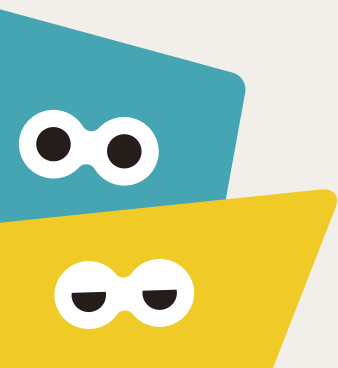
D. 欠け表現



SKETCHES



SKETCHES



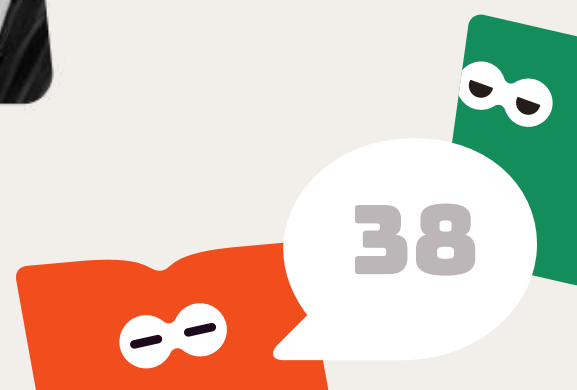
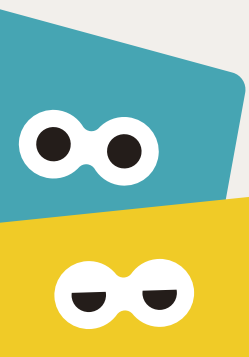


Doesn't this look like
it's peeking from the
otherside?

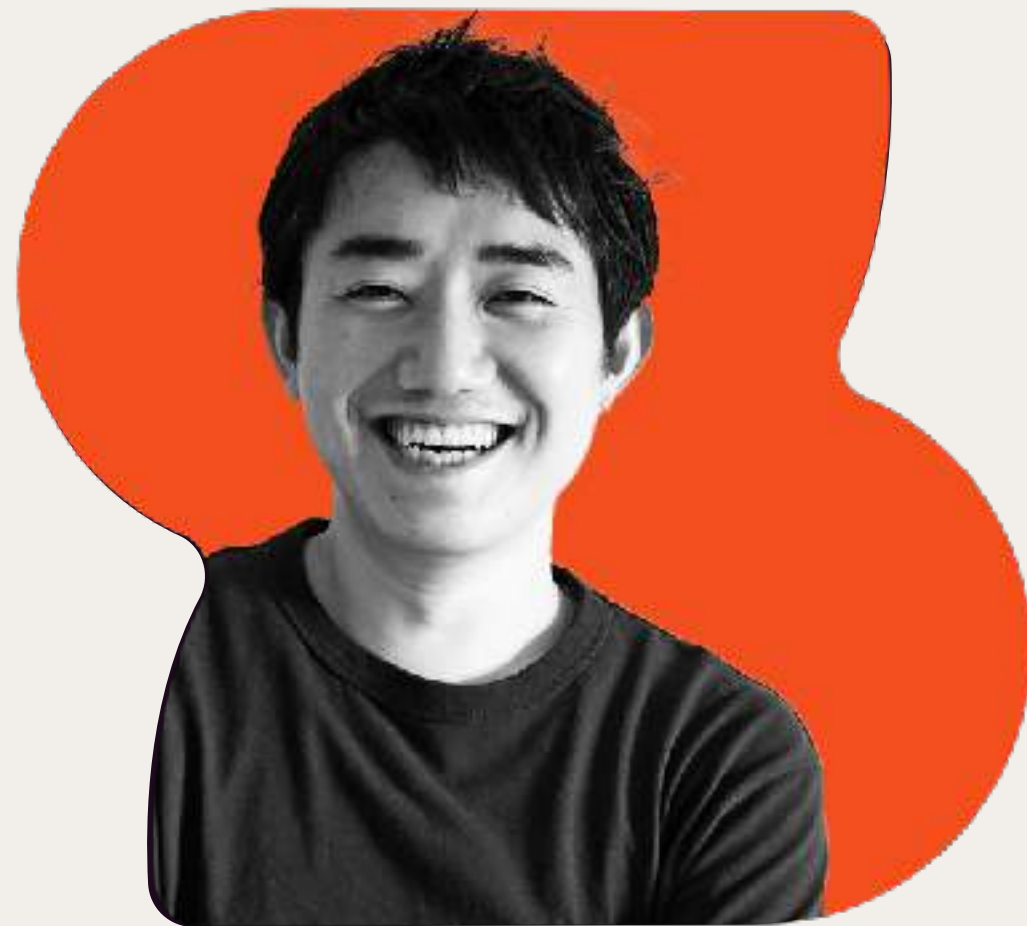


**SPECTRUM
TOKYO**

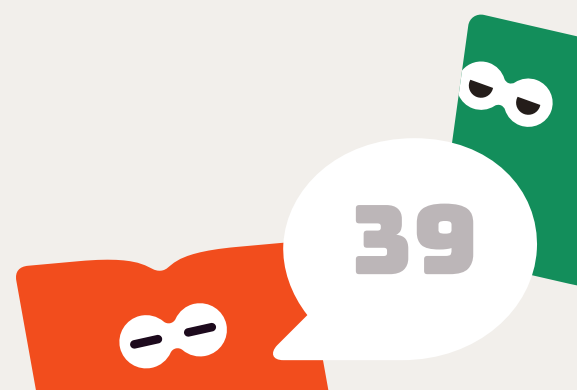
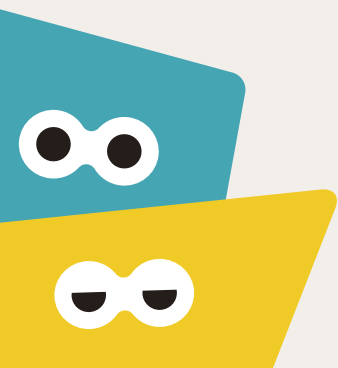
It does...



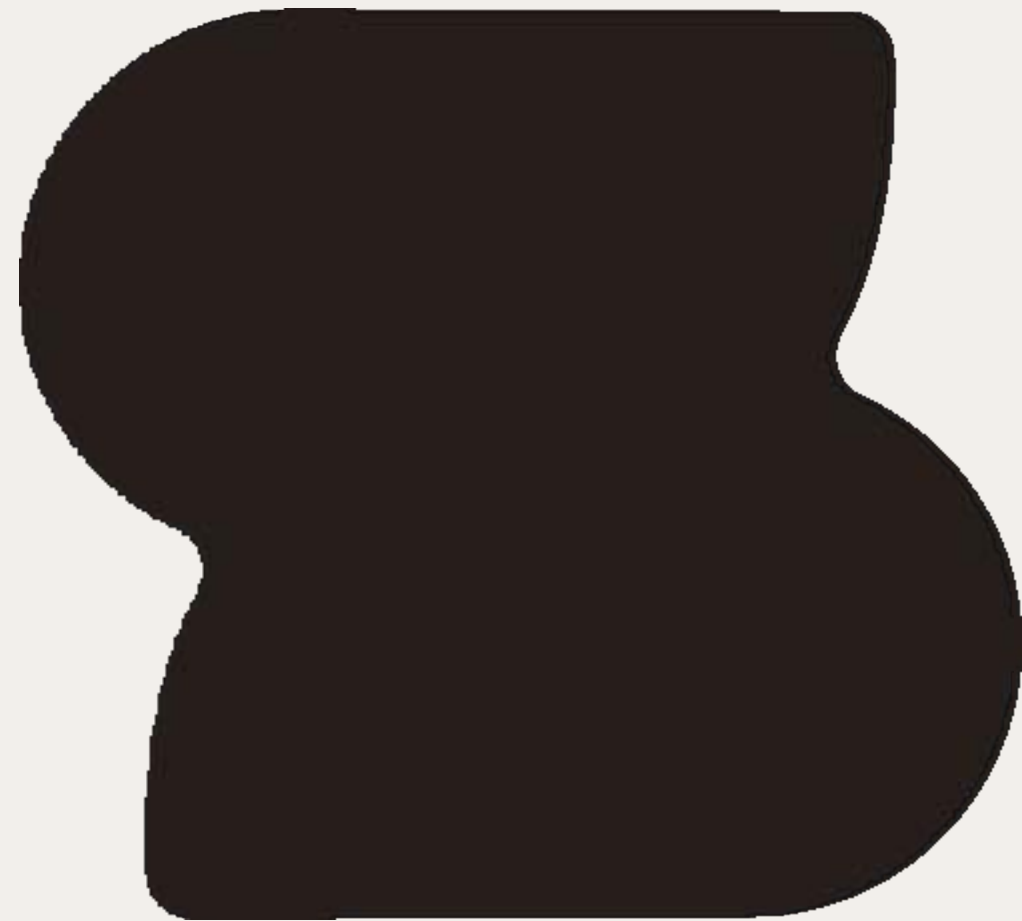
ABDUCTION



**Initially the symbols
were only for frames to
feature photos of
designers**



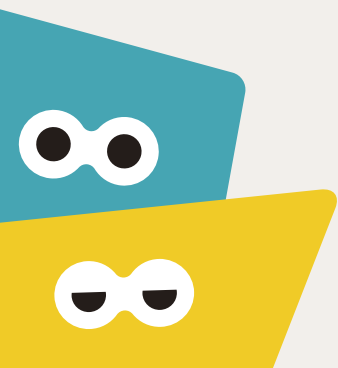
ABDUCTION



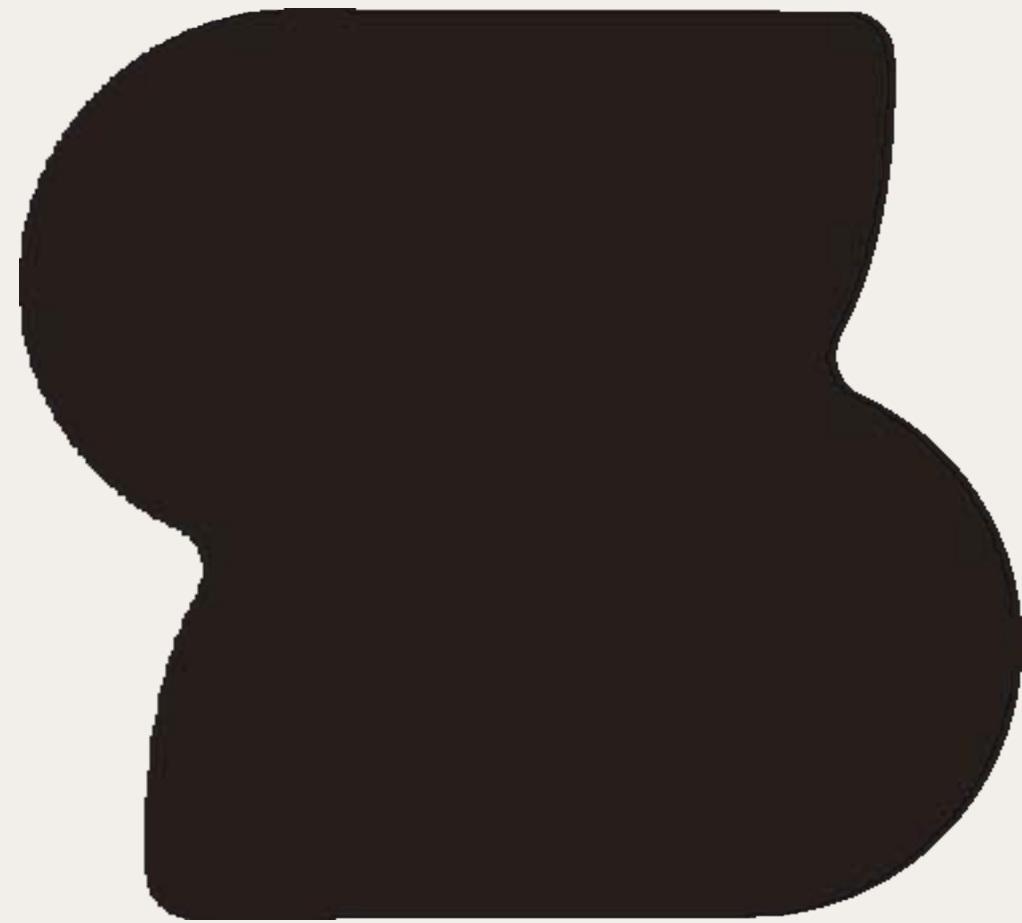
We peek into it,
at the same time
we are peeked in too

It shows more curiosity

GOOD CONCEPT!



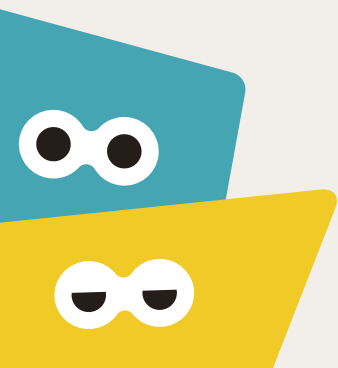
ABDUCTION



“ Anyone who fights with monsters should make sure that he does not in the process become a monster himself. And **when you look for a long time into an abyss, the abyss also looks into you.** ”

Friedrich Nietzsche - Beyond Good and Evil

Part IV - Aphorism # 146

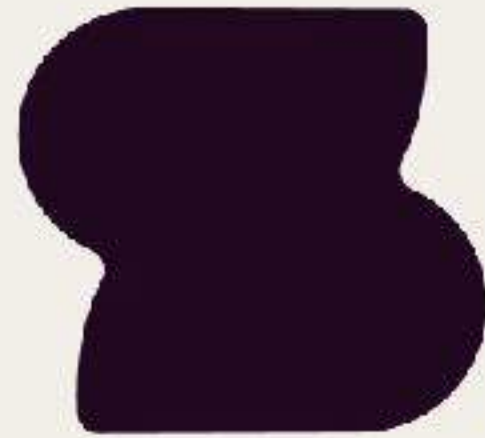


BEFORE

WE NEED TO LEARN
MORE FROM THE
WORLD



JAPAN



**THE
WORLD**



AFTER

THE WORLD IS
LOOKING AT US TOO



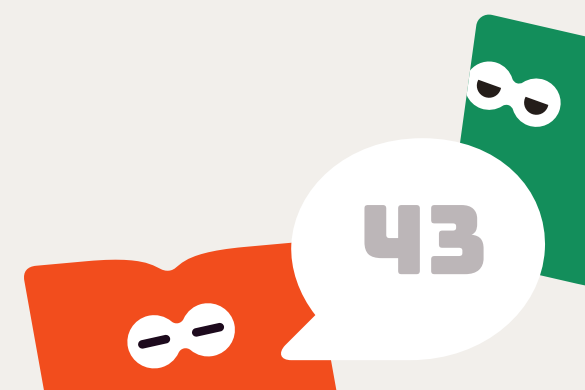
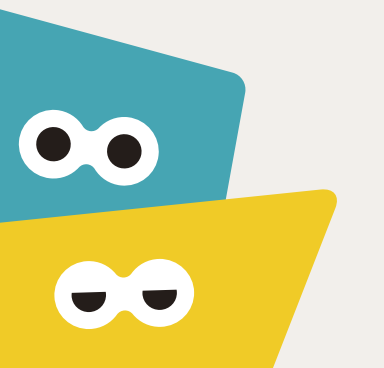
JAPAN



TELL US MORE
ABOUT JAPAN



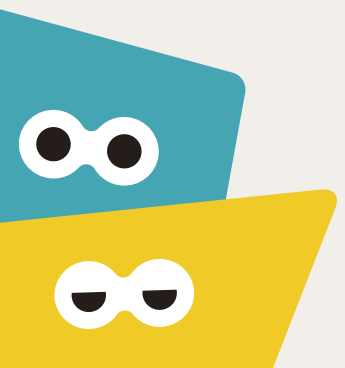
**THE
WORLD**





“ Anyone who looks into new design trends should make sure that they do not in the process lose their own way of design. And when you look to the world for trends, the world also looks into you. ”

Me, Spectrum Tokyo



FINALIZE



SPECTRUM TOKYO

Surfing new waves of digital design

FILL

SPECTRUM

STROKE

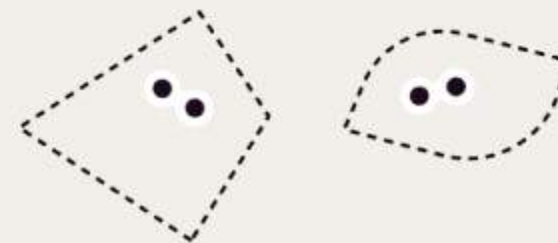
SPECTRUM



Lights



Eyes



SPECTRUM TOKYO

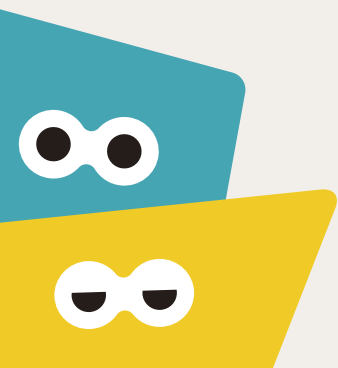
Surfing new waves of digital design



SPECTRUM
Design Fest

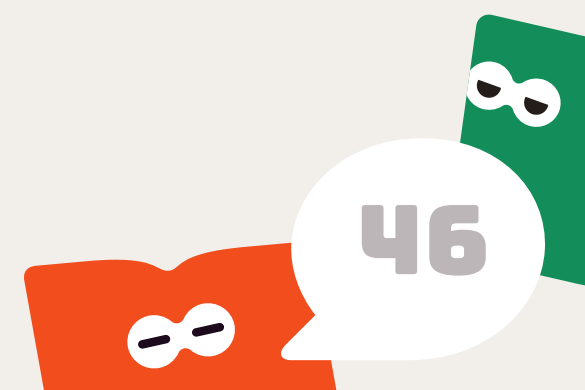
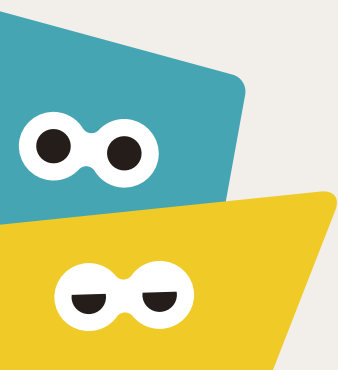
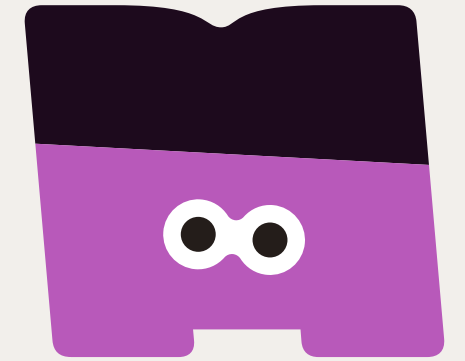
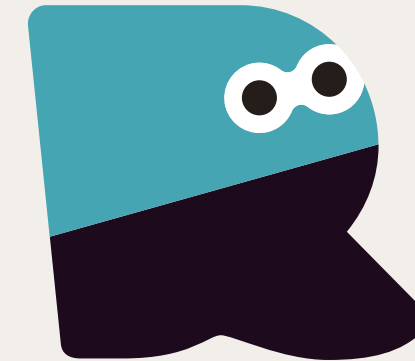


SPECTRUM
Meetup

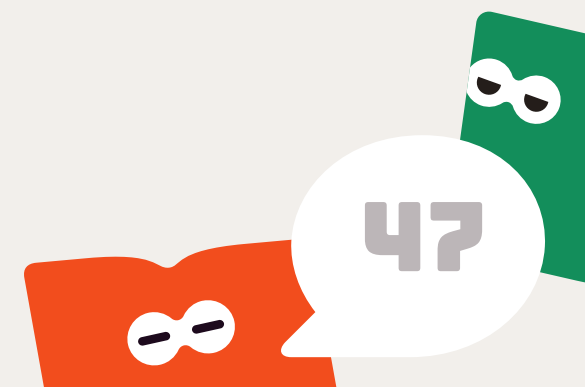
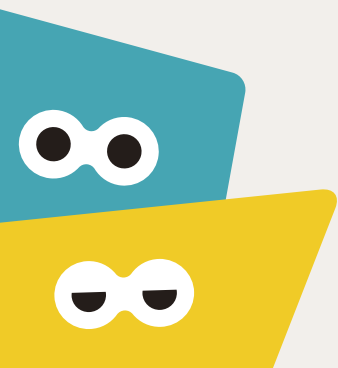


ABYSS-KUN

シンエンくん



LEARNINGS

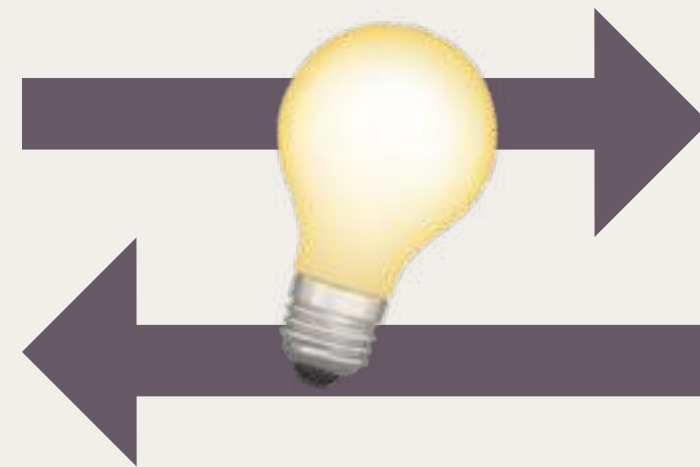


LEARNINGS

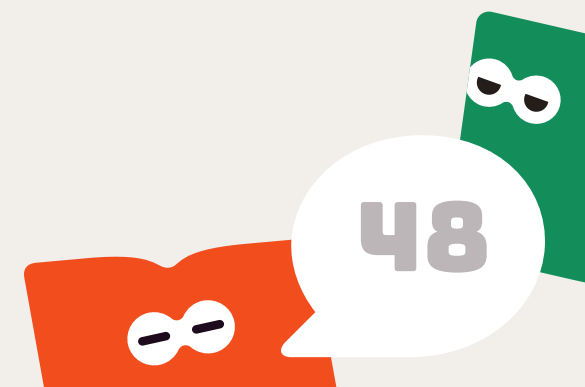
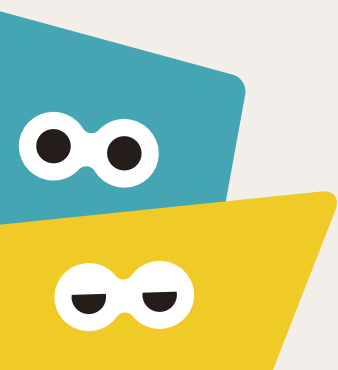
EMBRACE ABDUCTIONS



abstract



concrete



LEARNINGS

SMALL TALK IS BLISS

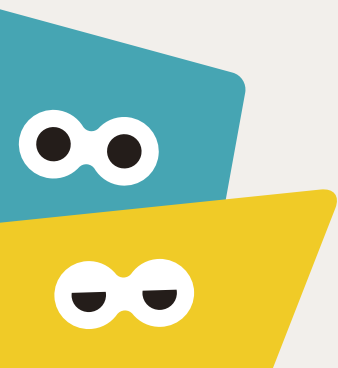
ISN'T THIS A FARMER,
NOT THE MILKBOY?

ISN'T THIS GUY TOO
OLD?



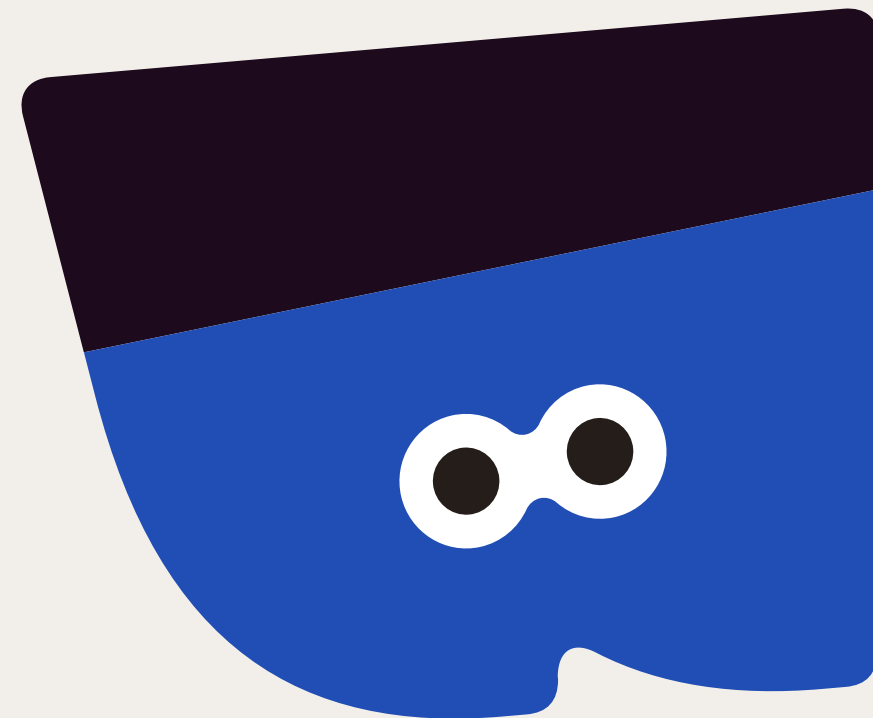
SHOULD WE MAKE
HIM YOUNGER?
WHY?

THE COW'S CUTE,
LET'S GIVE HIM A
REASON TO BE THERE

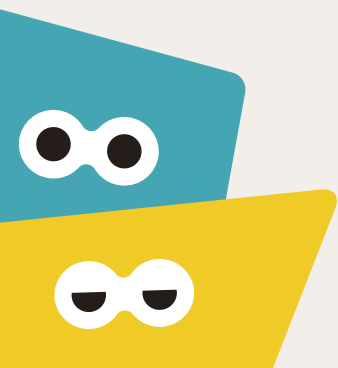


LEARNINGS

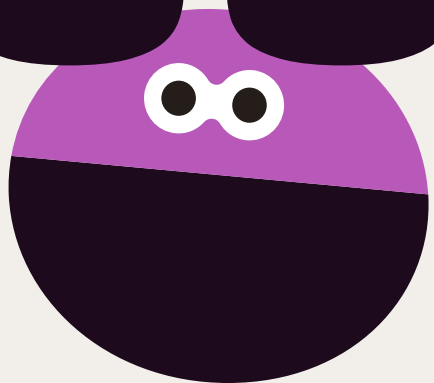
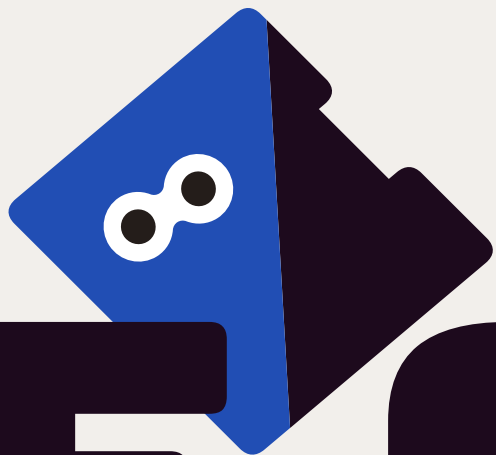
GOOD MASCOTS HAVE GOOD NARRATIVE

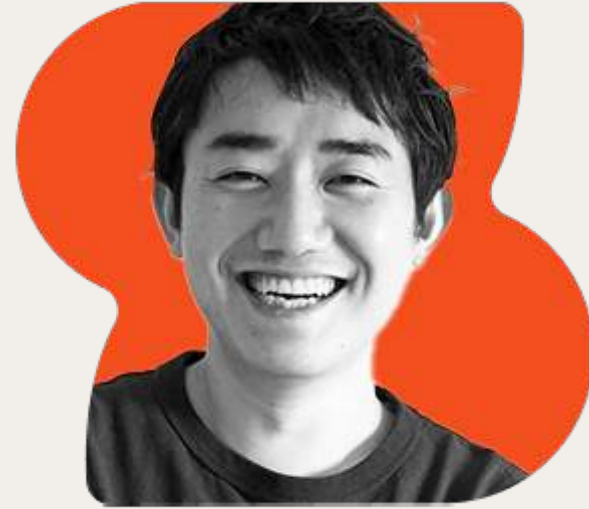


ALWAYS LOOKING
AT YA BRO



**MAKE GOOD
BRANDS WITH
GOOD MASCOTS**





ARIGATO

ありがとうございました

RYO SAMPEI

SPECTRUM TOKYO / DESIGN MATTERS TOKYO

