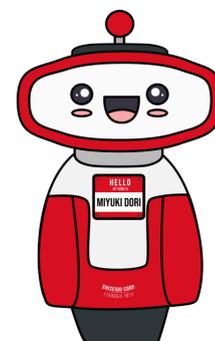


今日のご機嫌いかがですか

## My name is Miyuki Dori and today I will be your tour guide on a three-dimensional learning journey to the landmarks of Tokyo

Tokyo Tower, Ginza District, Skytree or the National Museum - you will get to know these and much more today on our *learning-by-experiencing excursion* through the capital of Japan. I'll take you along and tell you more about Shiseido and its products, about the country and its culture and especially about Tokyo as Shiseido's birthplace. Join us and pay close attention, because you can test and deepen your knowledge in several quizzes and, if you're lucky, even win up to three Tokyo souvenirs!



### Product description // The story behind it

The Japanese company Shiseido Company, Limited (株式会社資生堂), which was founded in 1872 in tradition-conscious Japan, wanted a learning module in the course of the Olympic Games 2020 planned in Tokyo, which emphasises the connection to the city and also takes up the character of the Olympic Games. Just like the Olympic Games, the competition character originally planned for the module was pushed back for the time being and thus the focus was shifted to the city. Unfortunately, the world could not come to Japan, but with the help of this so-called *Tokyo Tour*, Shiseido can bring many of Tokyo's sights into the world in three-dimensional space and thus also into your living room - quite contemporary in a virtual environment, of course.



To ensure that the users\* do not forget to learn on their journey through this somewhat different learning module, they are assisted by a guide named Miyuki Dori, who leads them through the three areas of the module and repeatedly gives useful tips. Each of the three areas has an individual focus on the city, which in turn sets the focus for the brands, products and learning content used.

The first area, called *Ginza*, shows the modern Tokyo skyline, the *Shiseido Parlour* and the *Shiseido Store*. This was the first shop of Shiseido founder *Arinobu Fukuhara* - originally a pharmacy. The following *Ueno Park* with its historical and detailed Japanese temples as well as famous cherry trees shows Shiseido's connection to tradition and nature. In the *Asakusa district that follows*, you can admire the fusion of history and modernity that is so typical of Japan.

### Product description // The technology behind it

Like all other Shiseido learning modules, the *Tokyo Tour* was designed so that the content can be played out in many different languages via the connection to databases. A fine-granular content organisation ensures that individual market and country characteristics can be taken into account. The whole thing is rounded off by extensive marketing tracking.

To ensure that all content is seen, the\* user\* moves along a predefined path through the three-dimensional worlds full of Japanese sights. These were recreated in the style of the originals and supplemented with visuals appropriate to each area to create a visually rounded impression. The sights, each of which is associated with a product from the Shiseido range, are highlighted in colour and given their names so that the\* user\* can understand which sight is being represented.

Just like the individual paths through the areas themselves, the order in which they are to be visited is also predefined. Accordingly, the areas to be seen later are unlocked depending on the respective learning progress. Both within the three-dimensional world and on the overview page, which can be called up via the menu, you receive visual and textual feedback about which contents have already been seen and which are still to be seen before the next "level" can be started.

After all the sights of an area have been seen, the final quiz is unlocked. Here, the newly learned product knowledge can be tested, deepened and consolidated. In addition, if you successfully complete the quiz, you can win a Tokyo souvenir, which appears in your own learning status within the module. Provided all three quizzes were successfully completed, users\* could apply for a gift from Shiseido within the specified gift period. Each of the stores participating in the *Tokyo Tour* could define the gift period and the gift itself.

The fact that the learning module with all its technical requirements should not only look good on all devices, but also function, is obligatory and was impressively implemented, for example, through intuitive control on mobile devices.

The partner for this ambitious project was the company *Innovation Campus Xtended Learning Solutions GmbH*, which has been developing interactive, entertaining and unconventional learning content for *Shiseido* for years. *Innovation Campus* was supported by the digital agency *Medienwürfel GbR*, which specialises in the conception and technical implementation of complex applications.

### **Methodical-didactical purpose**

A well thought-out and creatively prepared sightseeing tour with exciting stories is much better remembered than a purely textual version. Accordingly, it is important to *Shiseido* to design its

learning modules in a graphically appealing way, with a common thread and varied content. This is how a large, internationally used e-learning platform was created over the past years, with the help of which thousands of specialist salespersons\* are trained every year.

The prospect of the three module-internal souvenirs, the Shiseido pin and a real Shiseido gift motivate and create additional incentives to study the product information. The direct quiz evaluation provides information about one's own level of knowledge and the final results page with the correct quiz answers shows the\* user\* the still existing learning potential.

Shiseido focuses on the pleasure of learning, and with it a clever fusion of learning content and entertainment. In the current *Tokyo Tour* project, this was implemented in a varied and impressive way with the integrated storytelling by means of the guide Miyuki Dori. The current technical possibilities of web development were used optimally - both in the implementation within the learning module itself and in relation to the connection to the already existing database and the link with the Shiseido platform.