

A vibrant graphic with a blue background and diagonal stripes in red, cyan, and white. The text 'IDEAS @ WORK 2019' is prominently displayed. 'IDEAS' is in large, white, dotted letters with a drop shadow. '@' is a white symbol. 'WORK' is in large, cyan, solid letters with a drop shadow. '2019' is in cyan, underlined with two lines. Small geometric shapes like diamonds and a hexagon are scattered around the text.

IDEAS @ WORK 2019

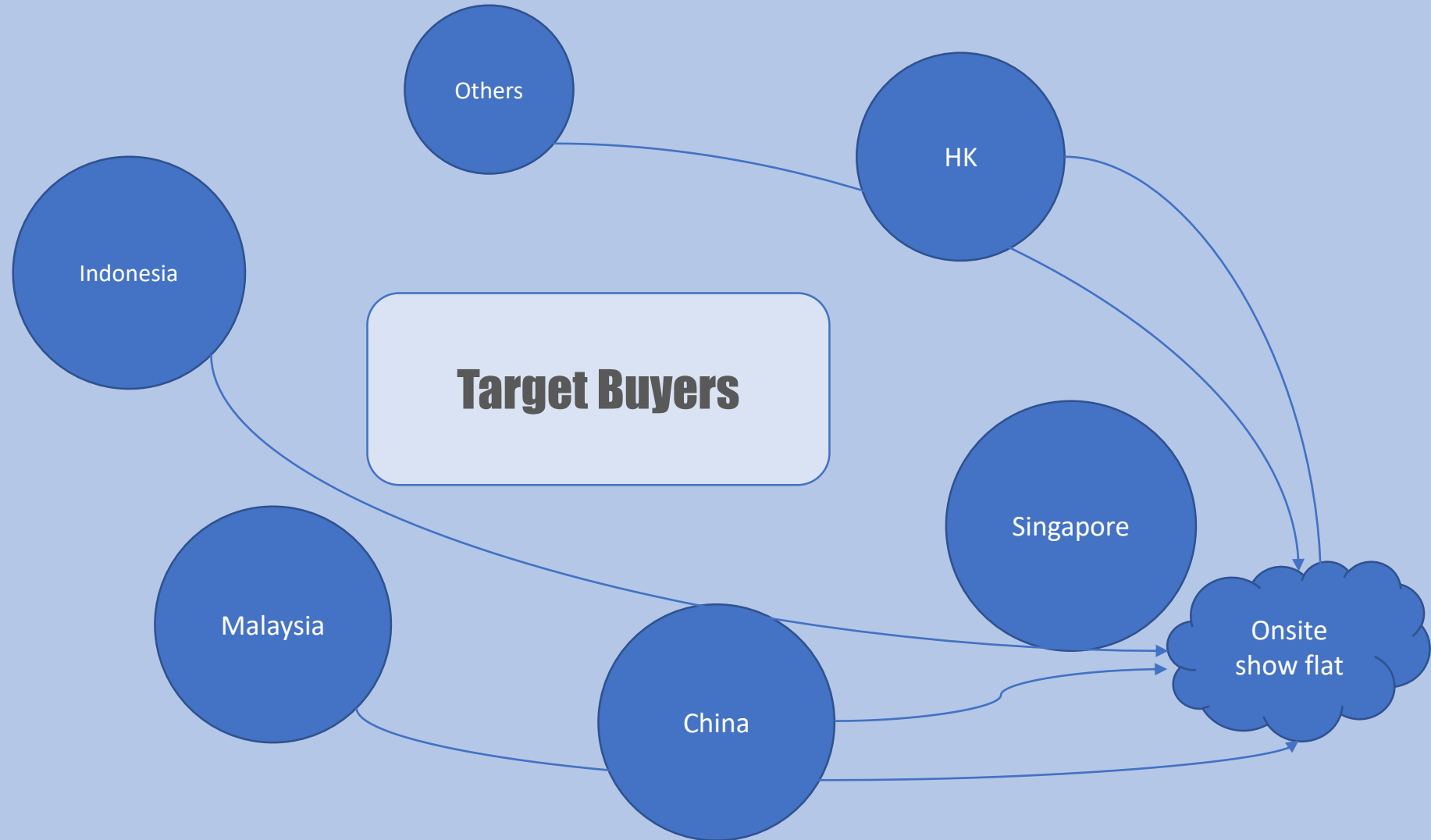
Mobile Show Suite

Residential

EDEN Singapore



Problems



REQUIREMENTS

From users

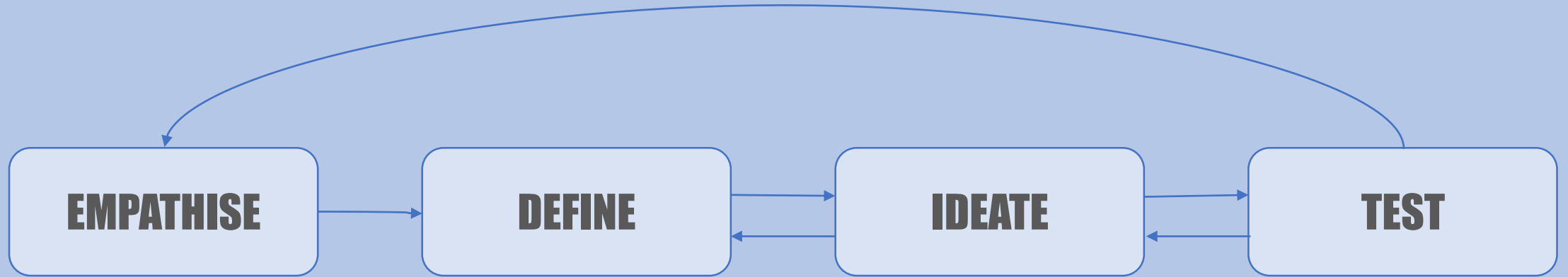
First impression

Comprehensive

High mobility

High technology but easy setup



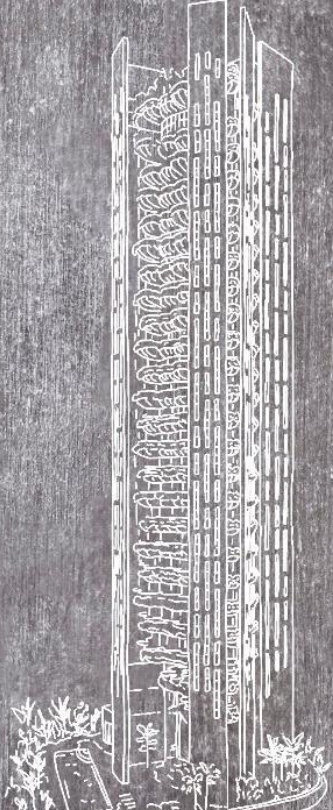


DESIGN THINKING PROCESS

CUSTOMER JOURNEY

Impress our buyers/
Branding/
Brand positioning

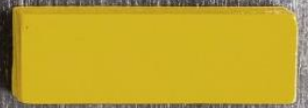
Communicate with
buyers on selling
points
comprehensively



Awareness

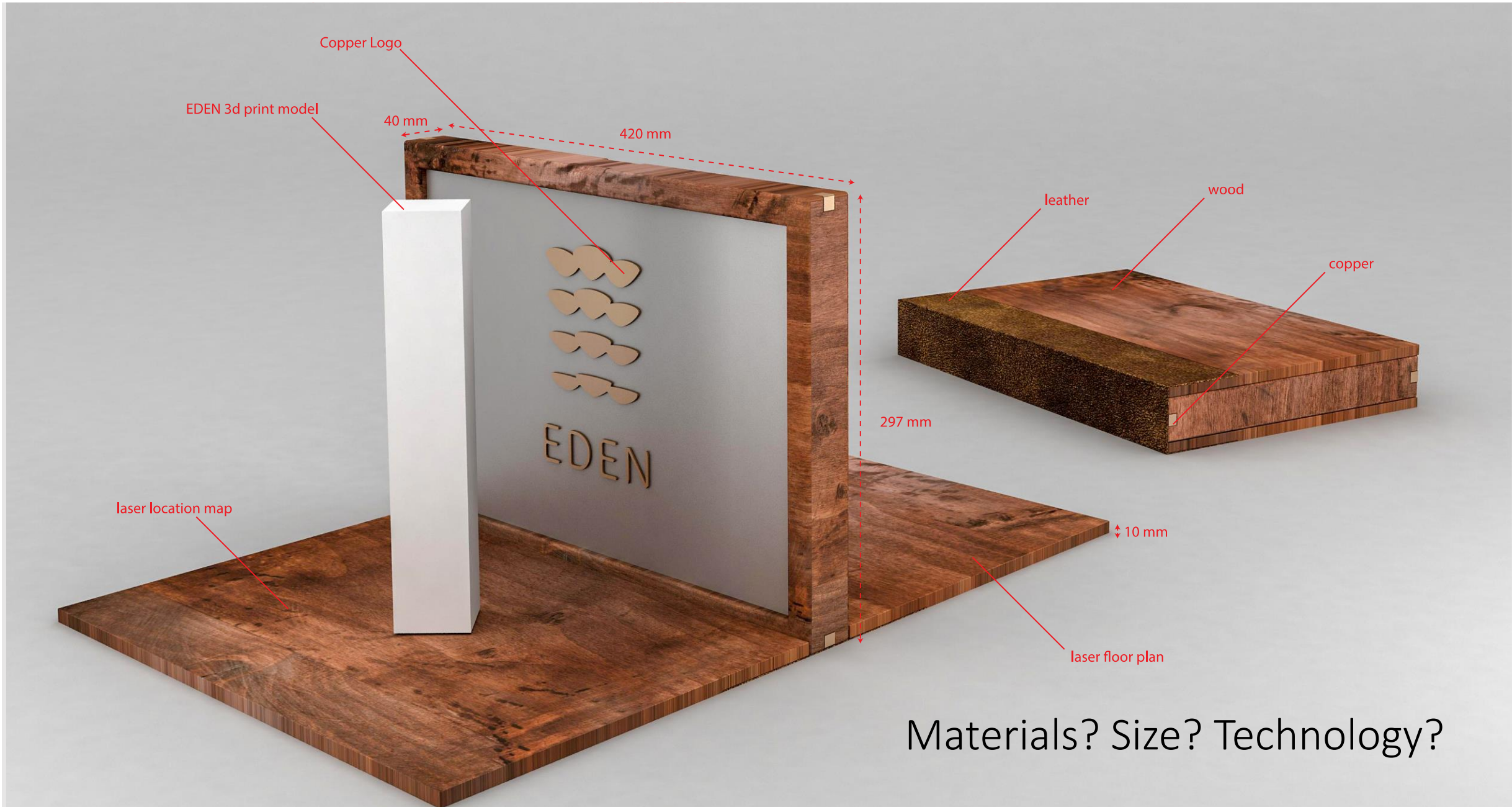
Interest

Consider

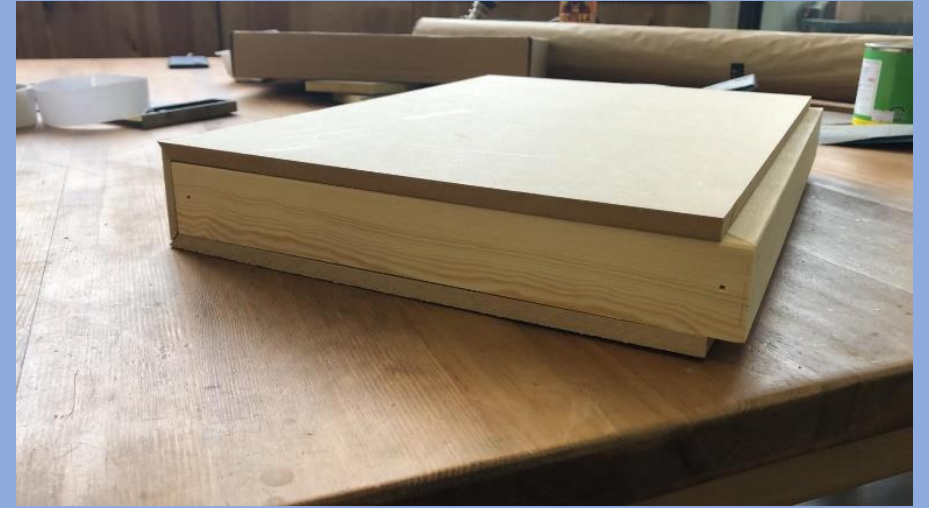


Concept





Materials? Size? Technology?



Mobile Show Suite

CONTENT



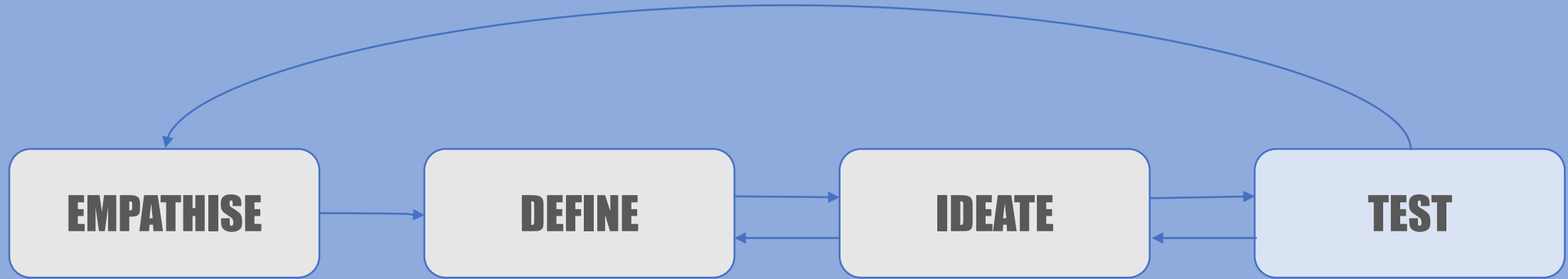






EDEN

UNREAL ENGINE VR DEMO



DESIGN THINKING PROCESS

IMPROVEMENT

Weight & Size
VR experience

