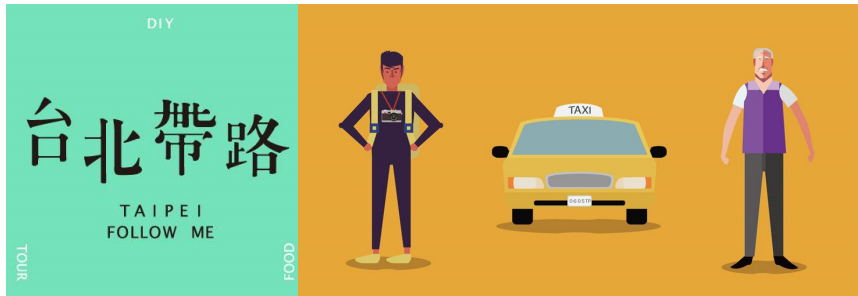


# Taipei Follow Me: Taxi drivers' moving landscape

In Taipei, I collaborated with Taiwan Taxi Academy Association and other college students to design a one day trip charter service for backpackers that helps taxi drivers to expand their target users from short distance commuting travel passengers to those who want a tourism demanded or in-depth travel.



## Project detail:

On May 2016, Taiwanese new president Tsai Ing-wen who belongs to Democratic Progressive Party asserting Taiwan independence was in inauguration, representing that there would be an avoidable intense situation between Taiwanese Strait in the next 4 years. And, the tourism was the first affected area. Due to the dropping number of tourist from Mainland China, only one-third compared to a year above, taxi drivers hoped to expand their market by shifting their target consumers from China to local citizens as well as those from other countries.

Through taxi drivers interviewing, I found that Taxi Academy Association had been trying to foster their taxi drivers as tour guides by encouraging them to gain guide licenses. However, if drives want to provide charter service for consumers, they need to pay a high introduction fee, one-fifth of one trip income, for an agent company that only provide a full-of-flawed contact website for divers as a channel to those potential customers. Therefore, even though taxi drivers with tour guide license want to expand their target users from a short distance commuting travel passenger to those who want tourism demanded or in-depth travel, they can't.

After we finished the user journey map and research, it became clear that there's an opportunity if divers could promote their charter service by public media and focus their target users on backpackers who not only use those media as the main source of their travel planning, but also from near countries, such as Hong Kong, Malaysia, Philippine, Korea, and Japan, then they can expand their business under a lower communication barrier.

At the Taxi drivers' moving landscape project, backpackers can enjoy a one-day especial event sharing trip with convince and a reasonable price. They can check the tour schedule and view customer experience video on drives' Facebook, YouTube, and hostels' front desk as well as hostels' website and then book it online or through hostels. This project was also promoted by udn.com, an online news website on August 2016.

## Client

Taiwan Taxi Academy Association  
<https://www.taxi.org.tw/>

## Organizer

UXI Design Studio

## My role

user research, user journey map,  
prototyping, design strategy



Workshop



User journey map



Prototyping



Video on the FB

# Neighborhood Taipei: Reminiscence of sugar factory cultural area

In Taipei, our team collaborated with Taipei Tang-Bu Cultural Association to promote sugar factory cultural area by using video recording and public broadcast to arouse citizen's common historical memory on sugar industry as well as to attract Taipei government attention.



## Project detail:

Sugar factory cultural area is a historical site, conserving sugarcane mills and sugar production photos that can be dated back to the Japanese colonial period, 1909. It had a glorious era which produced Taiwan's economic miracle in twentieth century. However, because its location is hidden in a community in the western Taipei, which is far from the eastern commercial center and no public transportation stops nearby, it has been gradually developing to a community park. Residents used it as a community center, visitors thought it as a "not much can see" historical building, and the government have put less and less money on infrastructure over time.

Through user interview and secondary research, it became clear that residents view the sugar factory was not only a place that most of their last generation members had been working at, but also a place that bond to their lives—the space before the factory was their childhood play yard, and their apartments now were dorms of factory's employees. Therefore, under the budget constraint situation, residents cannot rely on government support but their own efforts which combine different perspectives and goals, resulting in communication misunderstandings and conflicts.

As we began to record video, we tried to include as much stakeholders' perspective as we can, including governors, culture educators, Taipei Tang-Bu Cultural Association officers, and residents, and we use this video as a communication bridge for them so as an attractive tool to catch government's attention toward this area.

At the video, Reminiscence of sugar factory cultural area, it points out the history, also the common memory of residents of sugar factory, reminding them the time before sugar factory cultural area was built, and how they gathered to oppose West Garden hospital to occupy that space to build nursing house. It also points out a lack of concern from the government after they accepted residents' petition and turned that space into a historical site, and a disproportionate number of budget that was used on a historical site operating. This video also had content support by Taipei City Urban Regeneration Office, which helps the Taipei City Hall officials understand the public view of a cultural infrastructure, and the space, sugar factory cultural area, with historical document support.

## Client

Taipei Tang-Bu Cultural Association

## Organizer

Studio - N.P.O. (不完美原創工作室)

## My role

User research, user journey map, design strategy



Workshop



Interview



Video on the FB



Public broadcast