

Ginga-dori shopping street vitality UP project

-Exploration activities by Tokachi Creation Studies-

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Overview

- To revitalize the "Galaxy Shopping Street" on the road from Honbetsu High School to Roadside Station.
 - Looking for solutions from a high school perspective.
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1. Introduction

"Ginga-dori Shopping Street Lively UP Project -A shopping street where high school students can gather-" is a project that was started as a comprehensive inquiry time "Tokachi Creation Studies". Ginga-dori shopping street is usually frequented by high school students in Honbetsu, but it's hard to get inside the shops. I started this project because I wanted to make it easier for high school students to enter the shopping street, which is filled with many attractions, and to increase the liveliness of the area.

2. About the problem

I set the task for two reasons: I felt that the shopping street was a little lacking in vitality, and that there were not many places for high school students to gather after school. In fact, there was nowhere for us high school students to go after school, and I once felt that it would be nice if there was a place where we could casually gather. I thought that if high school students started to gather, it would naturally lead to the liveliness of the shopping district. As we talked, we realized that what we wanted to solve was the second reason, so we focused on the fact that high school students had no place to gather after school.

3. About the current situation analysis

Based on the logic tree, I set the lack of energy in the shopping district as an issue. Three problems were found: "Access to transportation", "There are few shops where you can easily enter", and "Low name recognition". As a result of deep investigation from there, I thought that "there are few shops where you can easily enter" and "low name recognition" are the main reasons. In order to grasp the current situation about "there are few

shops where you can casually enter", we conducted a questionnaire survey of the restaurants in Ginga-dori Shopping Street.

The reason why I narrowed down to restaurants is because this time I focused on junior high and high school students after school, so there were many restaurants on the way home. As a result of the questionnaire, it turned out that it was not "there are few shops where you can easily enter", but "there is only a belief that high school students are difficult to enter."

Next, we conducted a questionnaire survey targeting high school students about the "low name recognition". The contents are about the frequency of going to the Ginga-dori shopping street, the amount of money spent at each store, the reasons for not going to the Ginga-dori shopping street, and what you would like to have. Analyzing the results, many said they wanted a "student discount" that kept the price to within 500 yen as much as possible, a "food court" where they could bring and eat what they bought at the shopping arcade, and "there's no reason to go there." So, we narrowed down the specific solution to implement a 'menu book' that puts prices, business hours, special information. Since the specific solutions were narrowed down, we conducted an interview survey again to see if these three proposals were realistic for the people who run the stores.

【①Student discount】

<merit>

- Adjustments can be made at each store.
- It is also possible to use the Yu Yu card issued by the Honbetsu Chamber of Commerce and Industry to give back to the town by earning many points.

<Demerit>

- We must cooperate with the Chamber of Commerce and Industry.

- It becomes difficult to show your student ID card.

Based on the above, there was an idea that issuing a certificate that could be identified as a student would solve the problem, but there was also the problem of who would manage it, and we thought that a student discount would be difficult.

【②Food court】

<merit>

- It can be used without hesitation
- We can bring products from each store

<Demerit>

- Installation location, installation cost, administrator, etc. are required
- Management of food waste is necessary

For the above reasons, I thought this project would be difficult.

【③Menu book】

<merit>

- Easy to see
- It will be easier to use by utilizing SNS as well as paper so that it can be used by a wide range of generations.
- Since it is sent from the perspective of high school students, it is likely to be an opportunity for target high school students to go.

From the above, the menu book has many merits, and compared to the previous two plans, I thought it was the best plan that even high school students could work on.

4. About the hypothesis

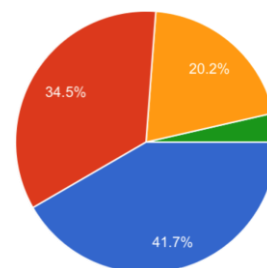
We actually created menu books in various media and conducted a questionnaire survey of high school students.

I created 3 mediums. - Paper menu book, Instagram, and TikTok. The paper menu book can be easily read by all generations.

Instagram has a high usage rate among high school students, and it is easy to understand because there are photos and comments. Since it is a video, it is easy to understand the atmosphere of the store.

For these reasons, I decided to create it with these three media. We conducted a questionnaire survey to find out which media was better, including the reasons.

The survey results were in order of paper menu book, Instagram, and TikTok.



There were many opinions that Instagram and TikTok are easy to use and that photos and videos are easy to convey. I thought that there would be few people who voluntarily see it without it. An overwhelming number of people said that the paper menu book was easy to use and easy to pick up, and many said that the illustrations and designs were wonderful. There were opinions that it was difficult to carry around, but there were many merits, and survey results showed that high school students rated it highly.

5. About the solution

As a final solution, we decided to create a paper menu book. We put together a menu book about A4 size through a ring, hang it on the wall of each classroom, and create something that can be easily seen during breaks or after school. Because it is easy to see and understand, it leads to high school students wanting to go to the shopping district. I thought that I could do it, and it would lead to lively up to the shopping street.

Since we found that SNS has many advantages, it would be good if we could make effective use of SNS, such as posting the SNS QR code in the paper menu book and distributing business card-sized paper with the QR code on it.

6. Achievements and challenges

[Outcome]

We were able to think of a solution that would lead to the liveliness of Ginga-dori Shopping Street. Since it was considered from the perspective of high school students, it was a

solution that was close to the target high school students and could be implemented even by high school students.

[Task]

Due to the lack of time from hypothesis building to solution proposals, we were unable to create a sufficient menu book. Since we conducted a questionnaire survey on the menu book, it would be nice if the menu book reflected the opinions gathered at that time.

7. Conclusion

This activity was a very valuable experience. We had a lot of discussions so that we could think about the local area where we usually live casually and propose better solutions. During this time, I acquired the ability to see things objectively and from multiple perspectives. Thanks to Mr. Fujii from the Comprehensive Care Institute, the coaches, everyone from Ginga-dori Shopping Street who cooperated in the questionnaire survey, and the students of Honbetsu High School, this activity went smoothly and we were able to propose a solution. Thank you very much.

Ginga-dori shopping street vitality UP project

-Exploration activities by Tokachi Creation Studies-

ERI Saito, Miu Ushiwaka, Kazuha Horigome

Overview

The title that our group came up with is "The Lively UP Project of the Shopping District" -a shopping district where high school students from the town can gather.

1. First of all

It seemed that the shopping street was not lively place. It means that there are few places where high school students can gather after school.

2. About issues

After school, we, high school students, had nowhere to go and felt that it would be nice to have a place where we could easily gather. If high school students can get together, it should naturally lead to a boost in vitality.

3. About the current situation analysis

Next, we conducted a survey of high school students to analyze the current situation of "low name recognition". We conducted a questionnaire on four things: frequency of going to Ginga-dori shopping street, amount of money spent at each store, reasons for not going to Ginga-dori shopping street, and things that would be nice to have. Analyzing these results, we found that many people spend less than 500 yen on their purchases, so we thought it necessary to offer student discounts that keep prices within 500 yen as much as possible. Based on the idea that people would like to have a place where they can bring and eat what they bought at the shopping street, they need benches and facilities to sit outside and eat, so to speak, a food court. When asked why they didn't go, many said they didn't know the location of the store or had no reason to go there. So it would be nice to have a menu book with prices, opening hours, deals, etc.

4. About the hypothesis

By using the student discount, adjustments can be made at each store. Also, by using the Yu Yu card issued by the Honbetsu Chamber of Commerce and Industry, students can get a lot of

points, which can be returned to the town. On the other hand, there is a disadvantage that it is necessary to cooperate with the Chamber of Commerce and to present a student ID card. There was also the idea that it might be possible to solve the problem by issuing something that can be identified as a student, but there was also the problem of who would manage it, so I thought that a student discount would be difficult. The media created are paper menu books, Instagram, and TikTok. The paper menu book can be easily viewed by all generations, and Instagram is highly popular among high school students and has photos and comments that make it easy to understand. TikTok is used by many high school students, and since it is a video, it is easy to understand the atmosphere of the store. For these reasons, I made it in these three mediums. The reason was that the illustrations and designs were wonderful.

5. About the solution

With a hypothesis in place, we actually created a menu book in various media and took a survey of high school students. When asked which medium was the best, the overwhelming majority said that paper was the easiest to pick up.

6. Achievements and challenges

[Outcome]

There were many opinions that Instagram and TikTok are easy to use and easy to convey with photos and videos.

[Task]

Some people said that paper is difficult to carry around, but there are many benefits, and survey results show that high school students are highly rated, so we thought that paper menu books would lead to the number one reason to go.

7. Conclusion

In light of all these activities, we thought our final consideration was to create a paper menu book. A4 size menu books are put together through a ring, hung on the wall of the classroom, we can watch it when we have free time. What we can see immediately when we are worried, and easy to see, “There is such a shop because it is easy to understand! Be on our mind! We want to go!” We thought that it would lead to an increase in the number of high school students going to the shopping district, and to provide a place for high school students who are having trouble with where to go after school, which would lead to an increase in the vitality of the shopping district, which is the issue we considered.

This activity focused on high school students and made the final consideration of creating a menu book, but I hope that not only high school.

Ginga-dori shopping street vitality UP project

-Exploration activities by Tokachi Creation Studies-

Kazuha Horigome, Miu Ushiwaka, ERI Saito,

Overview

Convey the charm of Ginga-dori Shopping Street to Honbetsu Town and outside the town, and attract people from the perspective of high school students

1. Introduction

I usually don't have many opportunities to go to school because I go to school by bus, but I wanted a place where I could stop by in my spare time until after school bus time.

There was a time when the shops were not open due to holidays, so I thought that if the shopping street was more lively, junior high and high school students would gather. This project was conceived by one of the members, Saito, and I really sympathized with her. From the first year to the second year, I was able to get involved through the "Tokachi Creation Studies", a time for comprehensive exploration. I decided to proceed with this project because I thought that all the members would be willing to work on issues that had no correct answer.

2. About the problem

From the perspective of high school students, the shopping district in Honbetsu felt a little lacking in vitality, and thought that there were few places to gather. I thought that if there was a place where everyone could casually gather after school, it would provide a place for high school students to belong and lead to liveliness.

As we progressed with the group, we realized that the second reason was important, so we focused on creating a place where high school students could gather after school.

3. About the current situation analysis

I created a logic tree. When we took up the fact that the shopping street was lacking in vigor, the following points were raised: access to transportation, few shops that you can casually enter, and low name recognition. From a high school student's point of view, I often go by bicycle, and I don't know what it looks like, the atmosphere, and what's there.

4. About the hypothesis

By analyzing the current situation, I thought about how to make it easier to enter and how to raise the name recognition. I actually went to pick up the questionnaire and thought it would be good to create a "menu book". The paper menu book created by conducting a questionnaire survey of high school students can be used by anyone and can be viewed easily regardless of generation. Instagram is often used by high school students, and it is easy to understand and spread because you can search for photos and comment locations. For these reasons, when we took a survey to find out which medium was better, we found that paper menu books were the most popular. From this, I thought that the paper menu book was easy to see and easy to use. I thought that the paper menu book would lead to an opportunity to visit the shop.

5. About the solution

Paper menu books, Instagram, and TikTok were among the solutions. There were advantages and disadvantages, but the survey results showed that SNS also has many advantages. We plan to utilize SNS by posting a QR code on the paper menu book and by making it the size of a business card so that it is easy to hold.

6. Achievements and challenges

[Outcome]

It was very difficult to think deeply while getting opinions from Mr. Fujii and the coaches while tackling a problem with no correct answer and worrying about what to do after this. There were many things that were difficult and things that made me want to continue, so I think I will continue my school life in the future.

[Task]

When conducting a survey, it is better to prepare a lot of questions separately from the survey content. When we can't spread the story, we need the ability to respond on the spot. I was busy, but I found time and had a lot of discussions, and at the end I couldn't take the questionnaire slowly. I want the whole thing to move and have room.

7. Conclusion

Through the exploration activities, I realized that I have grown in various aspects, such as my way of thinking, compared to a year ago. I made a carryover menu book next year, but it's just an example, so I'll dig deeper into it, and now it's a shopping district.