oita design and film research institute

Give a builder's strengths a character people can turn to.



Scenario: a local homebuilder offering custom homes and renovations.

Self-initiated concept: hypotheses to test, not findings from actual market research.

01 The challenge

Quality and care are hard to convey to first-time customers.

Project photos alone do not explain care during construction or how easy it is to ask questions. Uncertainty about costs, disruption and where to start can discourage inquiries.

Validate: past inquiries, frequently asked questions, and the company's and competitors' communications.

02 The audience

Local people beginning to plan a new home or renovation.

People without specialist knowledge who are gathering information and comparing builders. They need clarity on costs, the process and the impact on daily life, rather than technical jargon.

Focus: prospective homeowners making their first inquiry.

03 The character's role

A homebuilding guide who answers questions without rushing a sale.

Voice customers' questions and explain each step from the first conversation to completion. Refer technical decisions and estimates to the team, creating a starting point for a conversation.

Brand promise: a company that does not leave your questions unanswered.

04 The design rationale

Balance construction expertise with an approachable personality.

A helmet and workwear connect the character to the site; rounded forms and a calm expression suggest approachability. Pointing, listening and nodding poses support explanations; colors follow the brand.

Explore: use Mirai-kun as a reference, and test whether customers find the character reassuring.

05 Applications

Use the same guide from early research through the first inquiry.

Website: process and FAQs. Social media and video: explain terms and site care. Open-house events: signs and question cards. Brochures and merchandise: reminders of whom to contact.

Track: journeys from FAQs to inquiries, the content of inquiries, and questions raised at open-house events.

What the concept document brings together

One coherent direction: the challenge, audience, character role, design rationale and applications.