oita design and film research institute

CARE SERVICES

Hidamari-chan

Sharing everyday care and the people behind it.

01 THE CHALLENGE

Facilities and service lists alone may not help families picture daily life or the staff. Show everyday experiences to prospective families and job seekers.

02 THE CHARACTER'S ROLE

A welcoming guide for residents, families and prospective staff. The rounded bird and warm colors aim to make information feel approachable.

03 WHERE IT COMES TO LIFE

Use the character in website guidance, everyday social posts, recruitment and community events. Extend it to care guides and giveaway items before and after a visit.

THE CHARACTER



APPLICATION IDEAS

Family information

A friendly introduction to daily life in care.

Recruitment

Meet the people who make everyday care possible.

Community events

A familiar face welcoming the neighborhood.

Self-initiated concept for a fictional business. Planning hypotheses and proposed applications, not a commissioned project, research findings or proven results.