oita design and film research institute

HOT SPRINGS & HOTELS

Yunosuke

A welcoming companion before, during and after a stay.

01 THE CHALLENGE

Room and bath photos alone may not express the warmth of a family stay. Build a consistent impression from choosing the inn to remembering the trip.

02 THE CHARACTER'S ROLE

A host guiding prospective families and staying guests through the inn, baths and surrounding area. A yukata and towel evoke hot springs, while a smile conveys welcome.

03 WHERE IT COMES TO LIFE

Introduce seasonal plans on the website and social media. Explain bath etiquette and local sights during the stay, then extend the experience to amenities, souvenirs and merchandise.

THE CHARACTER



APPLICATION IDEAS

Booking website

Discover a welcoming family getaway.

Guest information

A friendly guide to bath etiquette and local sights.

Souvenirs

A character to take the memories home.

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