

Craig Tina Jia le Jia hui Amanda

[ HAYASHI DEPARTMENT STORE ]

# Proposal on Hayashi

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百  
貨



# Agenda



*Issues*

*Prototype Testing*

*Design Solutions*

*Recommendations*







# *Issues*



# Issues



1. Most visitors are *unfamiliar* of Hayashi's cultural significance
2. Retention rate for locals is *low*



# Main Goal

*How do we help **visitors** more effectively learn about **Hayashi's historical significance and culture**, while making their experience more **interactive and engaging**?*

# *Design Solutions*







# Workshops, Cultural Activities & Performances (Level 4)



## Workshops

### 小芬姐的魔皂甜屋

Organize interactive and hands-on workshops with products related to vendors in the store. Exhibitions at the side display the product with an explanation of its significance

Eg. Soap-making, Tea Appreciation, 碰饼 making

## Performances

Encourage and invite budding artists/bands to come together to perform their revamped version of Japanese / Taiwanese songs from the past

# Workshops, Cultural Activities & Performances (cont'd)



## *Cultural Activities*

- Film-screening of historical events and happenings during the Japanese occupation
- Screen Plays portraying past significant stories of Hayashi eg. Couple who met in Hayashi

*(Outside of the store)*

- Annual Art Competitions with a different topic every year eg. Hayashi at its peak
- An add-on to the Annual Hayashi Parade eg. Competitive Team games and performances



# Workshops, Cultural Activities & Performances (cont'd)



## *Cultural Activities (Level 5)*

Annual Retro Night (14 June)

- An event for people to come together in their costumes to commemorate the day Hayashi Department Store was restored and reopened; reminisce past memories and take part in games and activities.

Eg. **Pageant**- Top 5 best-dressed candidates selected to run for the position of Mr and Ms Hayashi. Follow-up sections determining the final winners include Hayashi trivia questions and mini competitive games.



# Brochure

**Acts as a guide for visitors during their time in Hayashi Department Store**

- Ensure visitors know of the culturally/historically significant sites
- Detailed explanation of the historical background and cultural significance
- Help visitors move around the store in an organized manner
- Mitigates the possibility of being overwhelmed by Hayashi's many offerings.



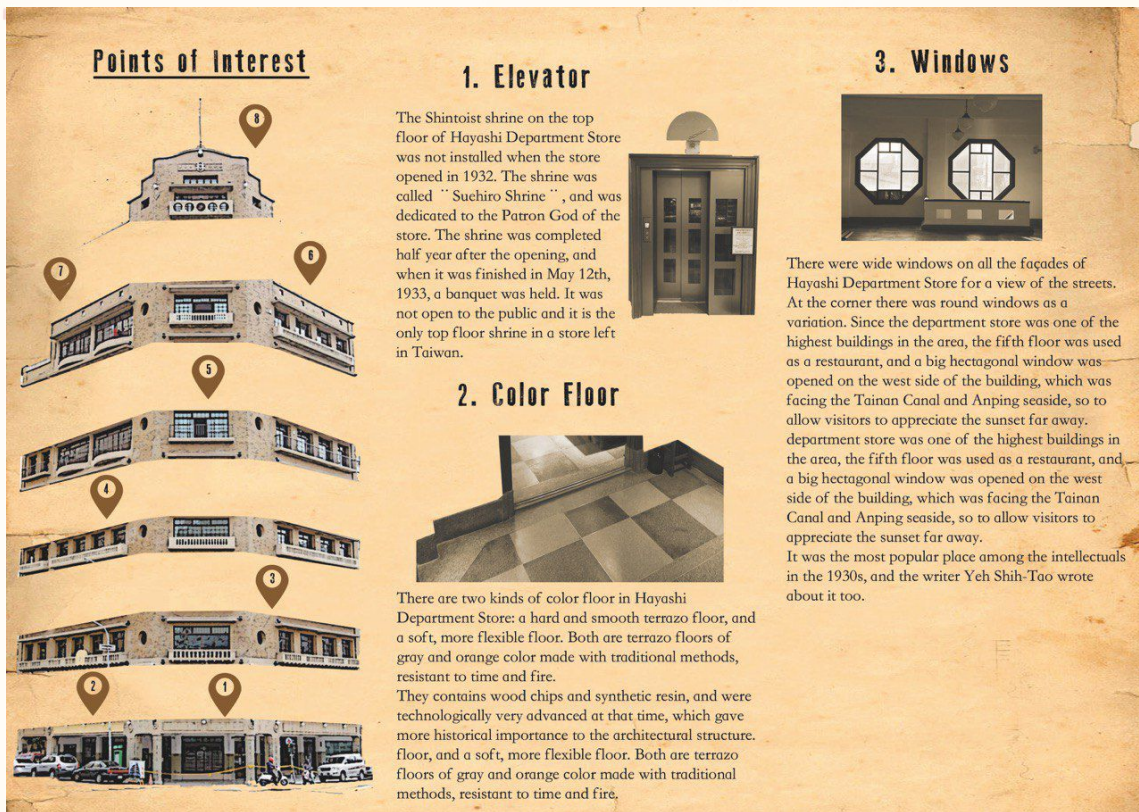
# *Prototype Testing*





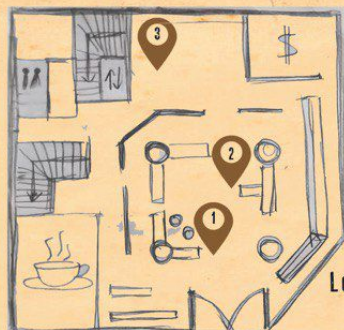
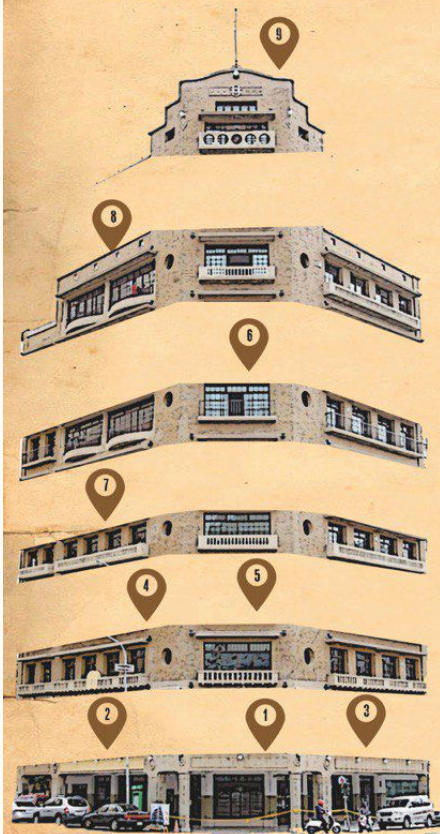
# Prototype 1

## (For both **locals** and **foreigners**)

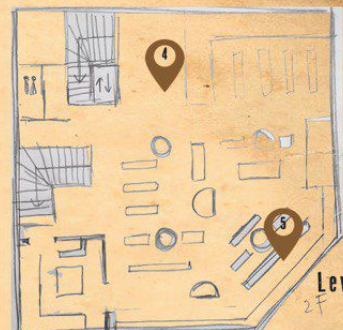




## Points of Interest



Level 1



Level 2

### 1. Old Cabinet

There are two kinds of color floor in Hayashi Department Store: a hard and smooth terrazzo floor, and a soft, more flexible floor. Both are terrazzo floors of gray and orange color made with traditional methods, resistant to time and fire.



### 2. Gamophone

They contains wood chips and synthetic resin, and were technologically very advanced at that time, which gave more historical importance to the architectural structure.



### 3. Elevator

What made Hayashi Department Store famous at that time was the elevator in the store. It was one of the first places in southern Taiwan that had a modern elevator. It was operated by elevator girls. For people in Tainan the elevator was both a curiosity as well as fashionable attraction.



### 4. Windows

There were wide windows on all the façades of Hayashi Department Store for a view of the streets. At the corner there was round windows as a variation.

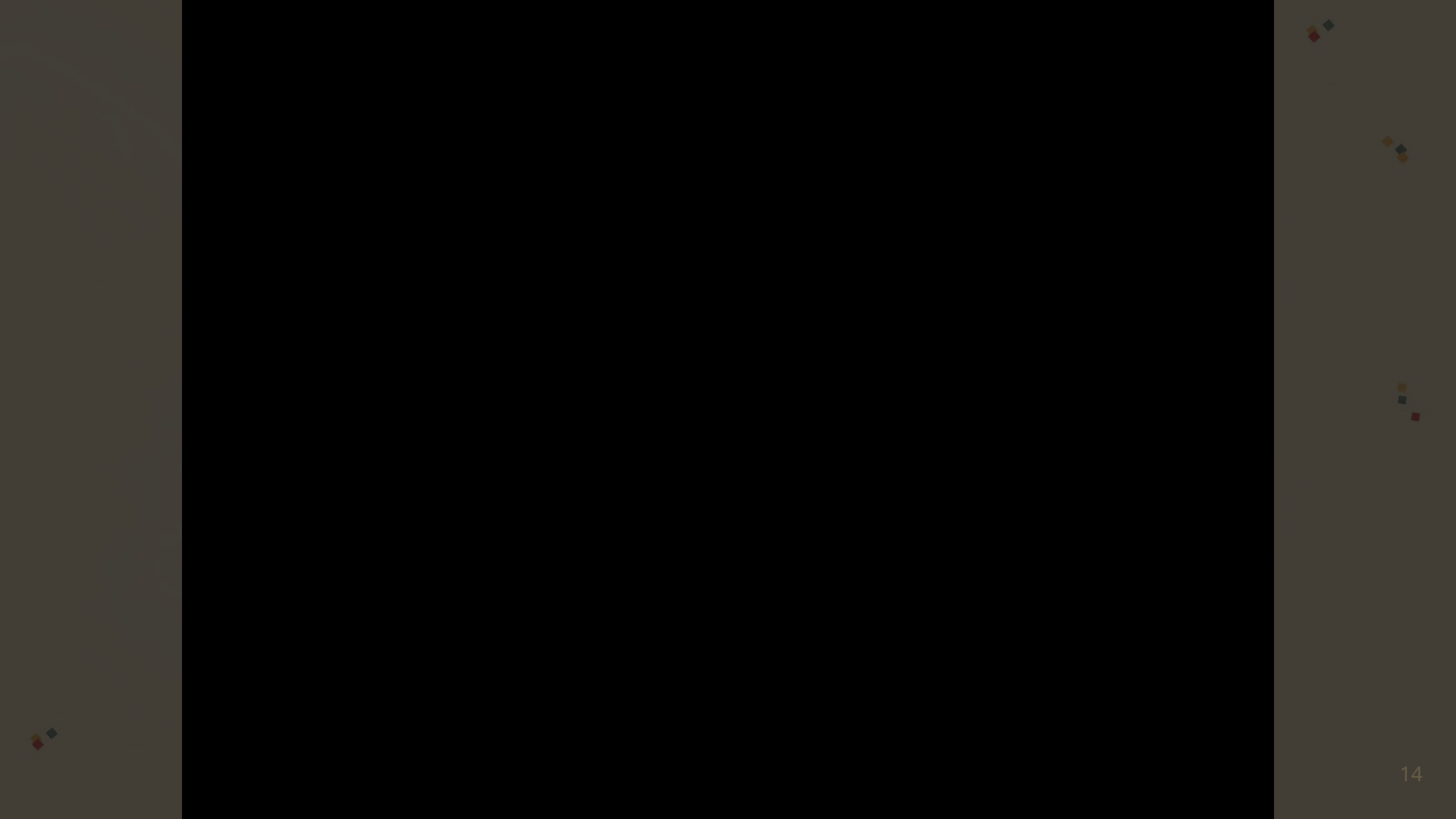


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Workshops,  
Cultural Activities,  
& Performances

# Prototype 2 (Mainly targeting **locals**)



If Hayashi were to conduct such activities, which would you attend? 如果林百货要举办活动，您会参加那些？

Classic Film Screenings/播放经典电影

Hands-on Craft Workshops/DIY体验活动

Plays: 'Stories of Hayashi'/舞台剧：'林百货的故事'

Art Competitions and Exhibitions/ 艺术比赛和展览

Topical Trivia Nights/问答游戏

Hayashi Oldies Song Night/经典老歌夜晚

Retro Dinner Party/复古晚餐排队

Special Talk featuring Guests

Please rank the following activities based on how likely you would attend them. 请依照你的喜好排列以下的活动。

When would you be likely to participate in activities that Hayashi organises? 您会在什么时候参加林百货的活动。

Morning/早上

- ☐ Monday/星期一
- ☐ Tuesday/星期二
- ☐ Wednesday/星期三
- ☐ Thursday/星期四
- ☐ Friday/星期五
- ☐ Saturday/星期六
- ☐ Sunday/星期天

Afternoon/中午

Night/晚上





Would you prefer a fixed regular schedule or a special schedule?

Regular

Special

Locals	Non-local
7	16
12	14
16	9
5	8
0	1
6	7
10	25
13	6

# Overall Effectiveness

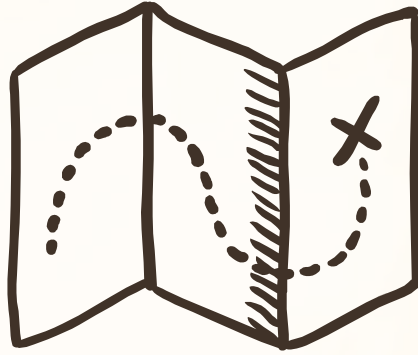
	Brochure	Workshops, Cultural Activities & Performances
Feedback from <i>locals</i>		
Feedback from <i>foreigners</i>		
Overall <i>Effectiveness</i>		



# *Recommendations*

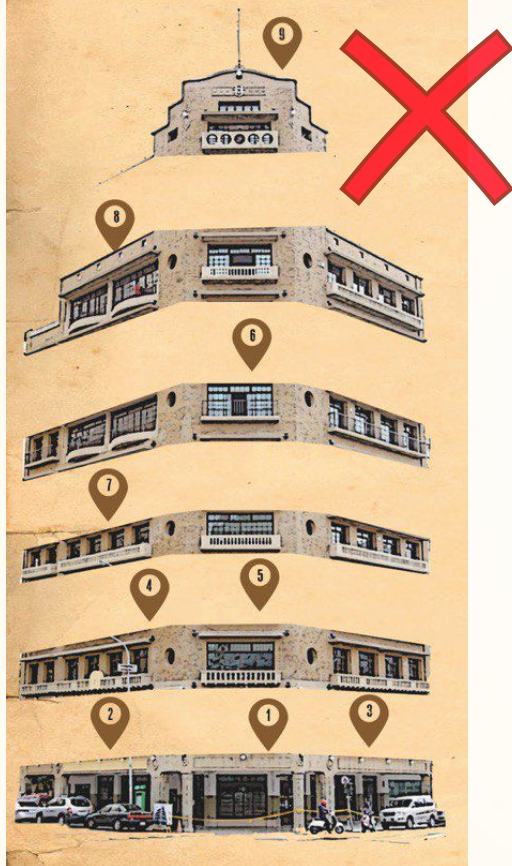






Brochure

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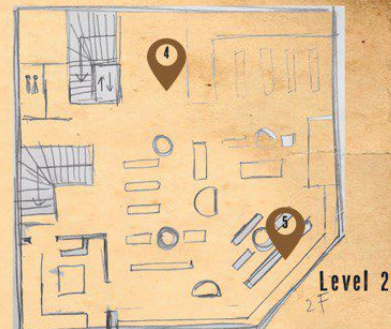
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# Workshops Cultural Activities Performances

## Workshops & Cultural Activities

1. Annual Retro Night
2. Workshops
3. Plays of 'Stories of Hayashi'
4. Talks featuring special guests

## Performances

5. Invite budding local bands to perform their revamp of Taiwanese/Japanese oldies



# Customer's Journey in Hayashi during February 2019

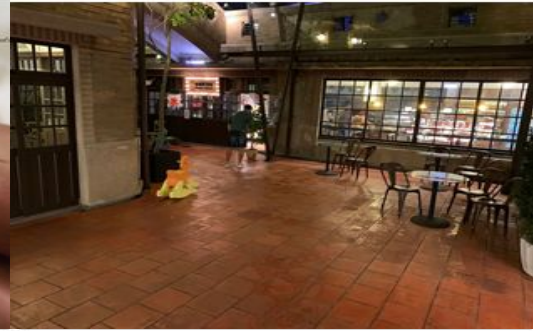
4F Cafe



Hand-made



5F Restaurant-outside



Decoration



5F Restaurant-inside



Special meal



# Customer's Journey in Hayashi during February 2019

Top floor-Shrine



Hand-made



Top floor- Sharing





# 謝謝!

*Thank You!*



DEPT-STORE HAYASHI



# Prototype Testing



# Solutions

*Brochure with  
cultural /  
historical points  
of interest*

*Organize  
workshops,  
cultural  
activities, and  
performances*

*Revamping the  
Hayashi Cafe*

### 3. Hayashi cafe



#### Revamp the Hayashi Cafe

- Availability of novels related to Hayashi and traditional board games as forms of entertainment to make the entire dining experience more interactive and unique.

**OR**

- Enhance the elegance and aesthetics of the cafe by improving the interior decor eg.



# Hayashi Cafe

(cont'd)

HAYASHI CAFE

林咖啡

MENU

## 咖啡

COFFEE

	1	2		1	2
美式咖啡	120	120	黑糖拿鐵	160	160
Americano			Brown Sugar Cafi Latte		
卡布奇諾	160	160	巧克力咖啡	180	180
Cappuccino			Cafi Mocha		
拿鐵咖啡	160	160	麵茶黑糖咖啡	180	180
Cafi Latte			Miancha Brown Sugar Cafi		

## 茶

TEA

	1	2		1	2
洛神花茶	120	120	冰糖結茶	160	160
Roselle Tea			Karamustai Fruit Tea (龍運二代毛冰糖結茶)		
洛神花歐蕾	120		蜜香紅茶	160	160
Roselle Tea Au Lait			Honey Scented Black Tea		
龍眼花茶	160	160	抹茶拿鐵	160	160
Longan Flower Tea (龍運大園花崗龍眼花茶)			Matcha Latte		
SPA花茶	160	160	巧克力牛奶	160	160
SPA Herb Tea			Chocolate Milk		
吉祥如意花茶	160	160			
Good Luck Tea					

## 摩登小食

DESSERT

手工焦糖布丁	60	林時光鳳梨派	95
Caramel Pudding		HAYASHI Pineapple Pie	
林百貨檸檬冰淇淋	90	振發茶行烏龍茶磚蛋糕	120
HAYASHI Brown Sugar Bun Cake With Ice Cream		Zhen Fa Oolong Tea Pound Cake	
府城手作茶食	90	摩登生活甜點	180
Tainan Traditional Handmade Snacks		HAYASHI Special Dessert	
柿如意	90	季節水果鬆餅	180
Persemon Desserts		Season Fruit Waffles	
今日蛋糕	150	點單摩登小食，如願飲品可折抵5元(半工薪族布丁除外)	
Today's Dessert		(一磅小鳳梨派、一磅蛋糕)	

## 冰沙

SMOOTHIES

季節水果冰沙	180	香蕉巧克力冰沙	180
Fruits Smoothie		Chocolate Banana Smoothie	

桌號

人數

每人低消一杯飲品或一份甜點 At least one drink or one meal

- A menu with a wider variety including food/snacks and beverages from the historical era and Taiwanese + Japanese fusion dishes.

OR

- Lower prices of food and beverages

Revamped Cafe

# Prototype 3

## (For both Locals and foreigners)

Which best describes you? 那个选择最适合形容您?

Taiwanese; I'm a Tainan local/台湾人: 我住在台南

Taiwanese; I'm just visiting Tainan/台湾人: 我来台南旅行

Foreigner; I'm just visiting Tainan/ 外国人: 我来台南旅行

Other/其他

Rate your experience so far at the Hayashi Department Store. 请您对林百货的整体感受分。

Bad/不好 Good/非常好  
0 10 20 30 40 50 60 70 80 90 100

Experience



Did you patronise the Hayashi Cafe? 您有光顾林百货咖啡厅吗?

Yes/有

No/没有

What do you think can be improved about the Hayashi Cafe?/ 林百货咖啡厅有什么可以改进的?

Price/价钱

Menu options/食物选项

Entertainment/娱乐活动

Interior design/室内设计

Service/staff/ 服务/工作人员

Other/其他

Rate your experience at the Hayashi Cafe. 请您在林百货咖啡厅的体验打分。

Bad Good  
0 10 20 30 40 50 60 70 80 90 100

Experience



Would you be willing to patronize the Hayashi Cafe if it was renovated to look like this? 如果林百货装修成这样, 您会想光顾吗?

I wouldn't/不会 I would/会  
0 10 20 30 40 50 60 70 80 90 100

Willingness



Would you be willing to visit the Hayashi Cafe if it is renovated to look like this? 如果林百货装修成这样, 您会想光顾吗?

I wouldn't/不会 I would/会  
0 10 20 30 40 50 60 70 80 90 100

Willingness



How attractive are the items offered on the menu?/菜单上的食物选项吸引您吗?

Not attractive/不吸引 Attractive/吸引  
0 10 20 30 40 50 60 70 80 90 100

Menu items



How acceptable are prices of the items on this menu? 食物的价格合理吗?

Not acceptable/不合理 Acceptance/很合理  
0 10 20 30 40 50 60 70 80 90 100

Menu prices



## Hayashi's calendar of events for February 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Exhibition	2 Exhibition
3 Exhibition	4 Exhibition	5 Tangyuan Workshop	6 Exhibition	7 Exhibition	8 Exhibition	9 Exhibition
10 Exhibition	11 Exhibition	12 Tangyuan Workshop	13 Exhibition	14 Exhibition	15	16
17	18	19 Tangyuan Workshop	20	21	22 Retro Night	23
24	25	26 Tangyuan Workshop	27	28		





Hayashi Cafe

