

*Japan Digital Design*

# Open Prototyping

ecma | 11 Dec 2019

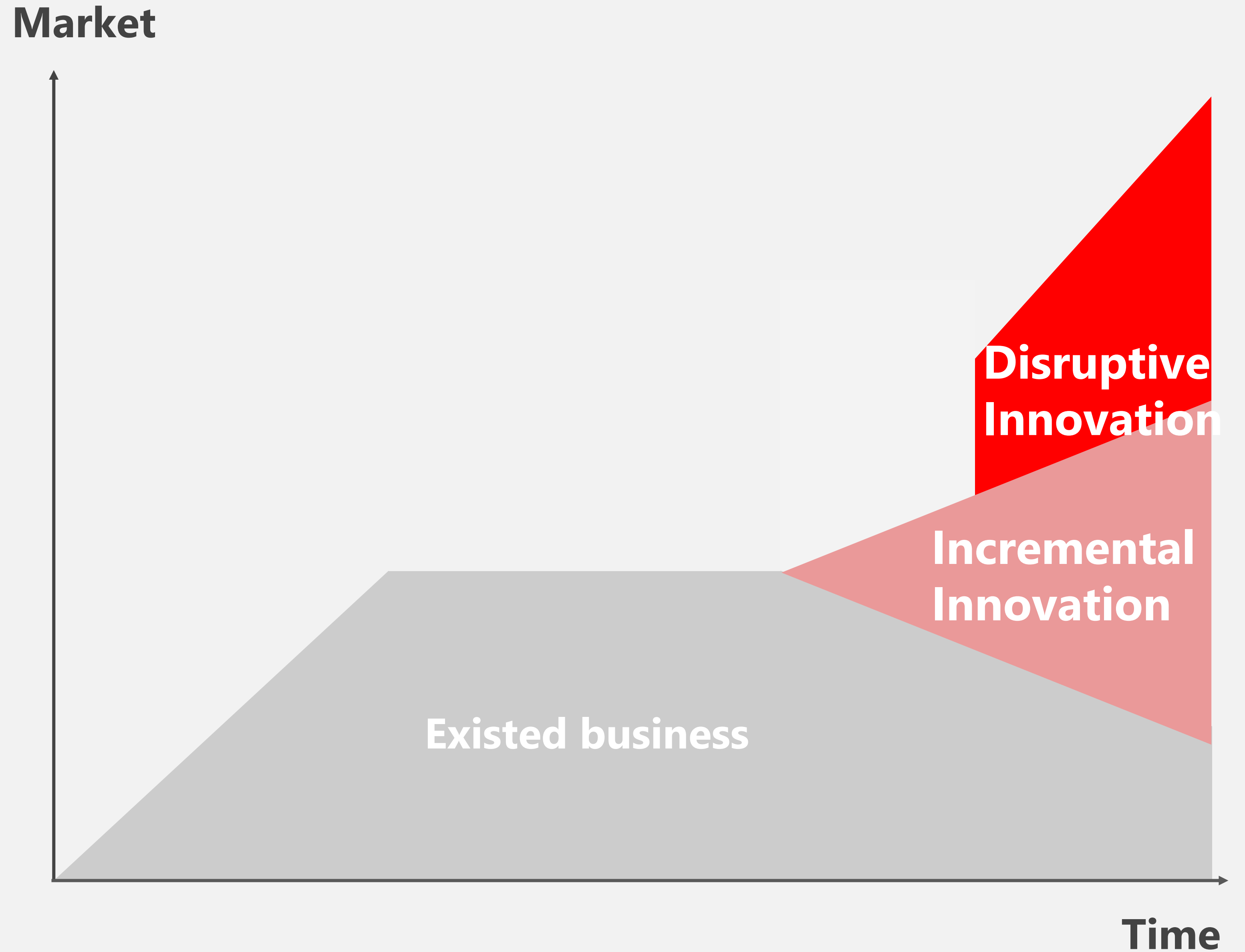


- 1 What is JDD?**
- 2 Open Prtotyping**

**1 What is JDD?**

**2 Open Prtotyping**

# Background





## MISSION

To create new financial standard to contribute to customer's growth

金融の「新しいあたりまえ」を創造し人々の成長に貢献する

## VISION

To provide customers the most frictionless  
and intelligent experience in the world

もっともインテリジェントな金融体験を届ける存在となる

**VALUE**

**Financial  
Business**

**JDD**

**Technology**

**Experience Design**

## Diversity

YAHOO!  
JAPAN

RECRUIT

Rakuten

DMM.com

GREE

DeNA

TOSHIBA

HITACHI

dentsu

NTT  
docomo

日本銀行  
BANK OF JAPAN

ZTE

INTEC  
TIS INTEC Group

Crowd  
Works

tigerspike

Serverworks

EXAWIZARDS

MRI

SOURCENEXT®

東京大学  
THE UNIVERSITY OF TOKYO

SFC  
KEIO UNIVERSITY



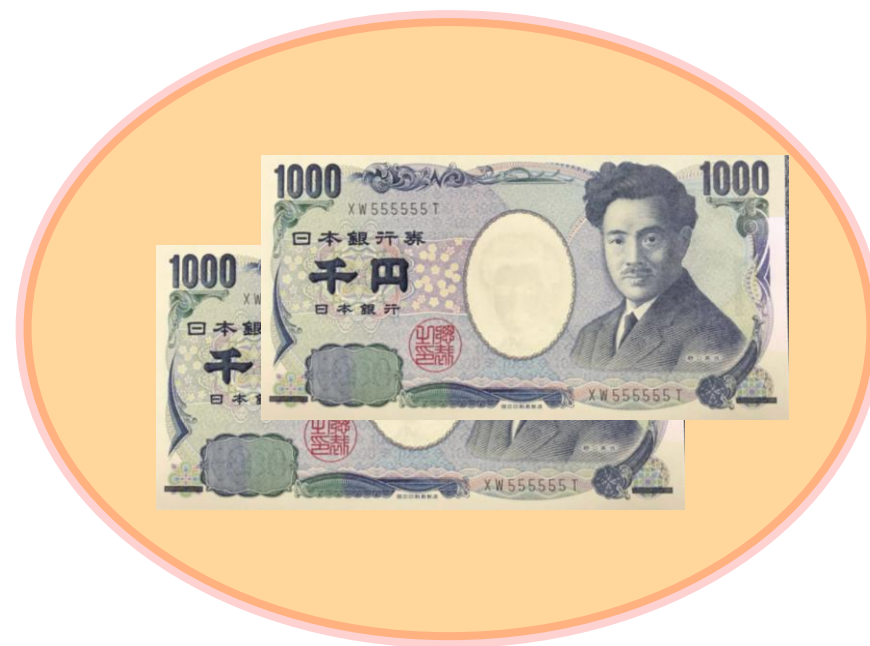
**1 What is JDD?**

**2 Open Prtotyping**



# Concept

Excellent UX



free

Expensive



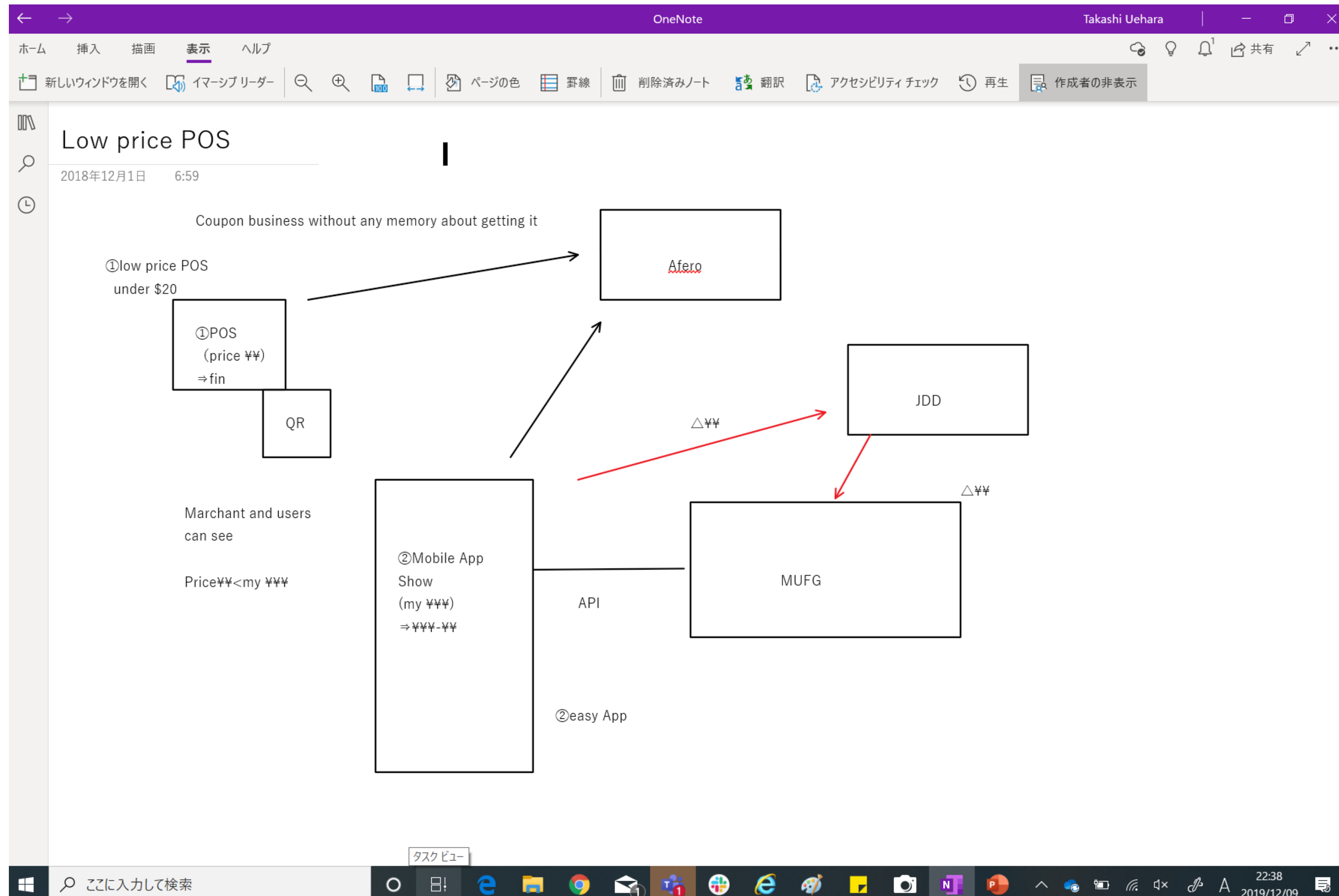
Poor UX

re:invent2018

AWS  
re:Invent

**NOV. 25 – NOV. 30, 2018**

LAS VEGAS, NV



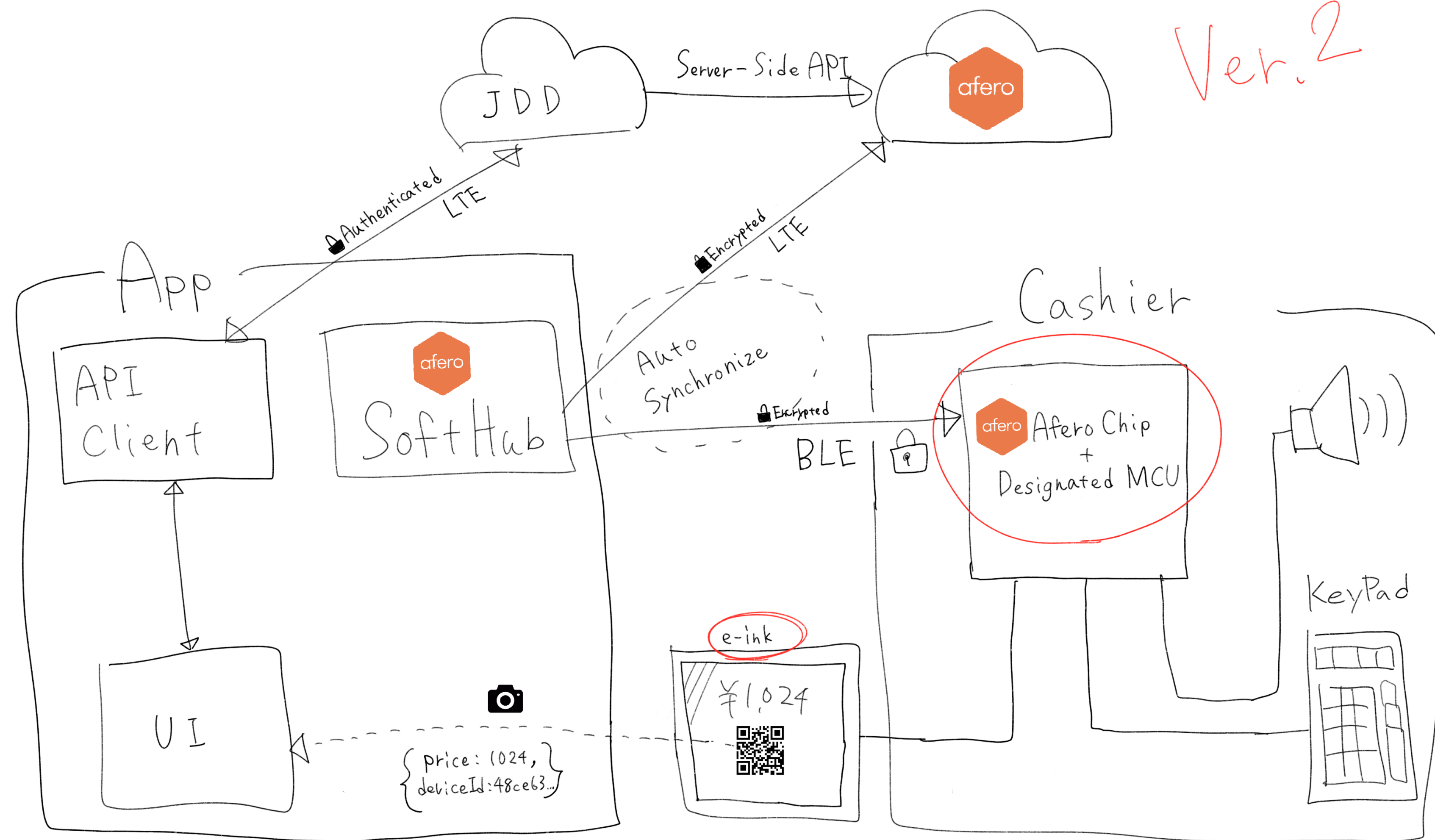












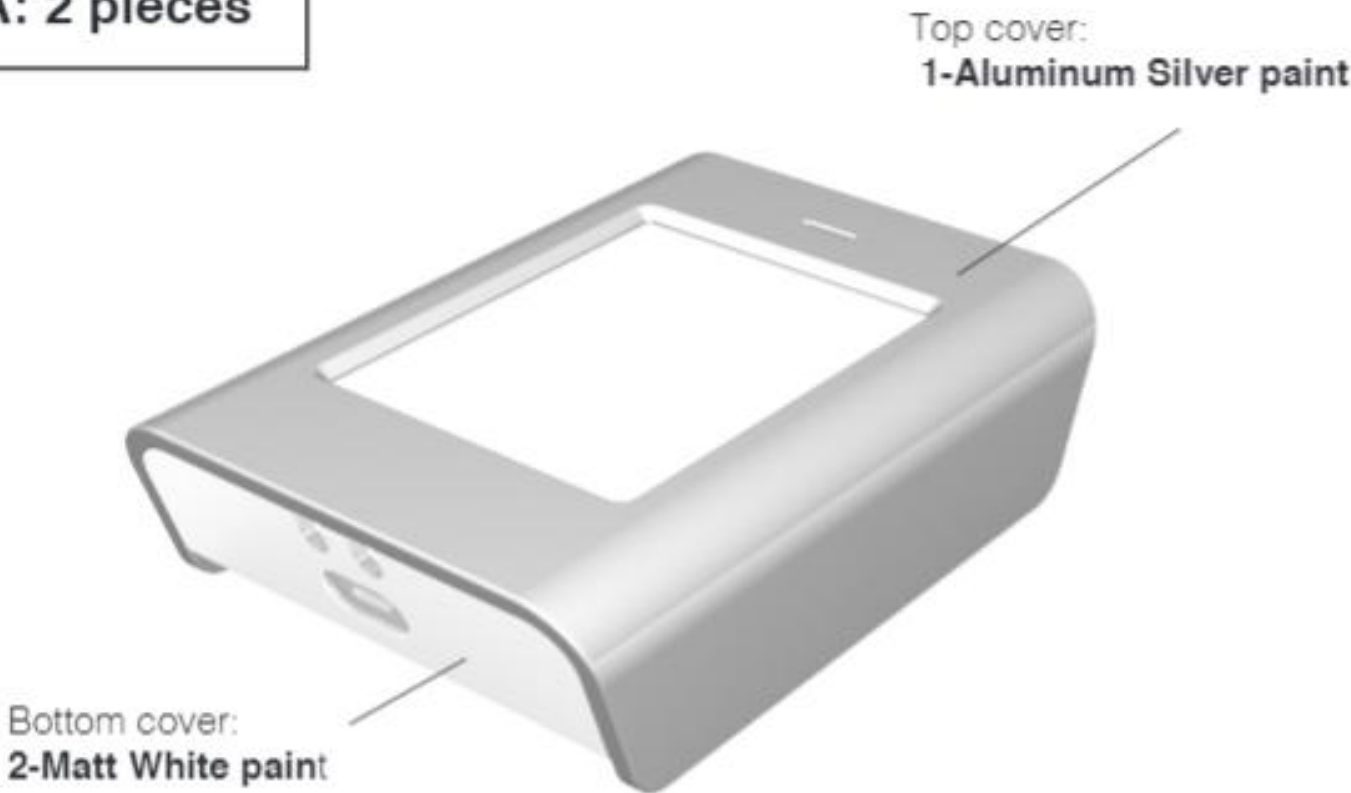




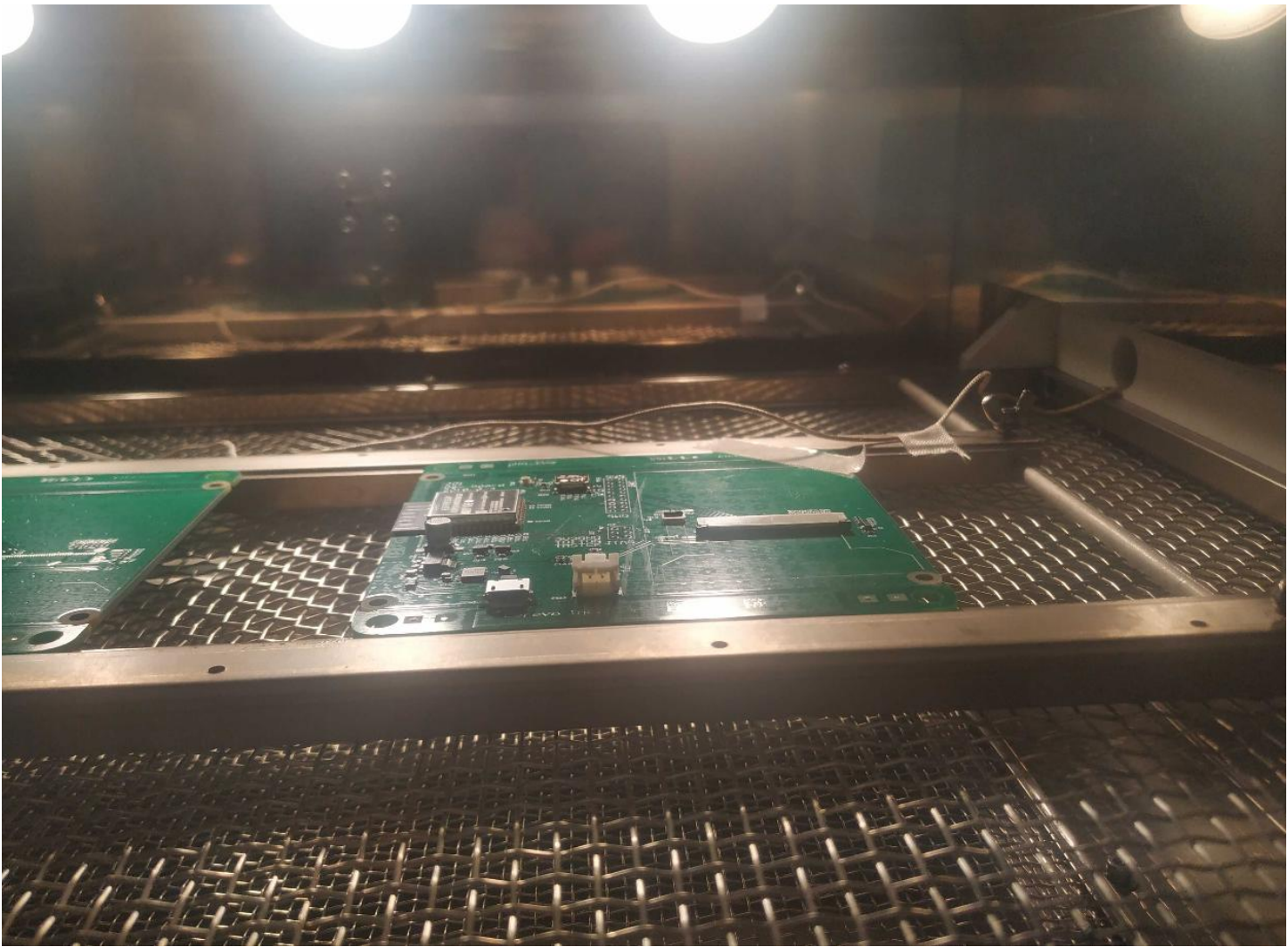
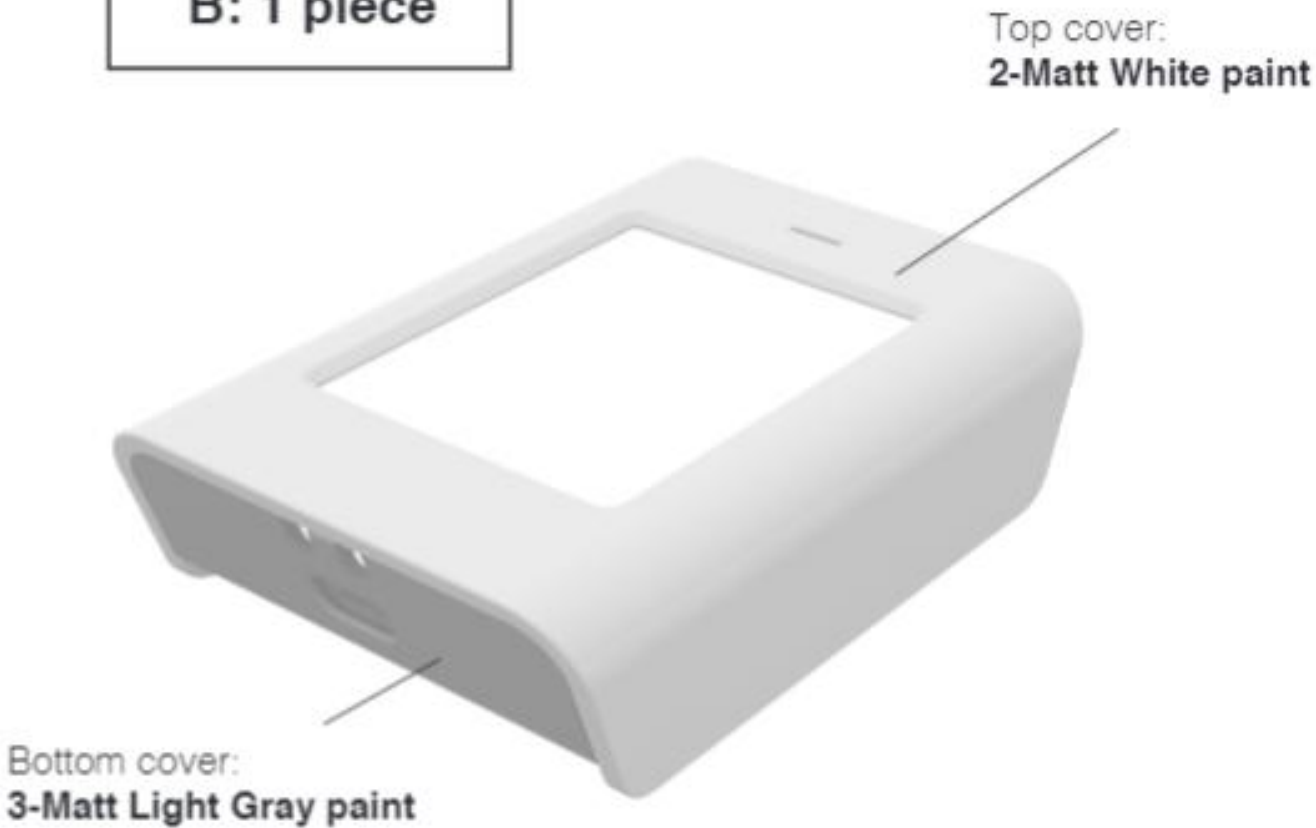
Proto 1.8  
5/Mar/2019



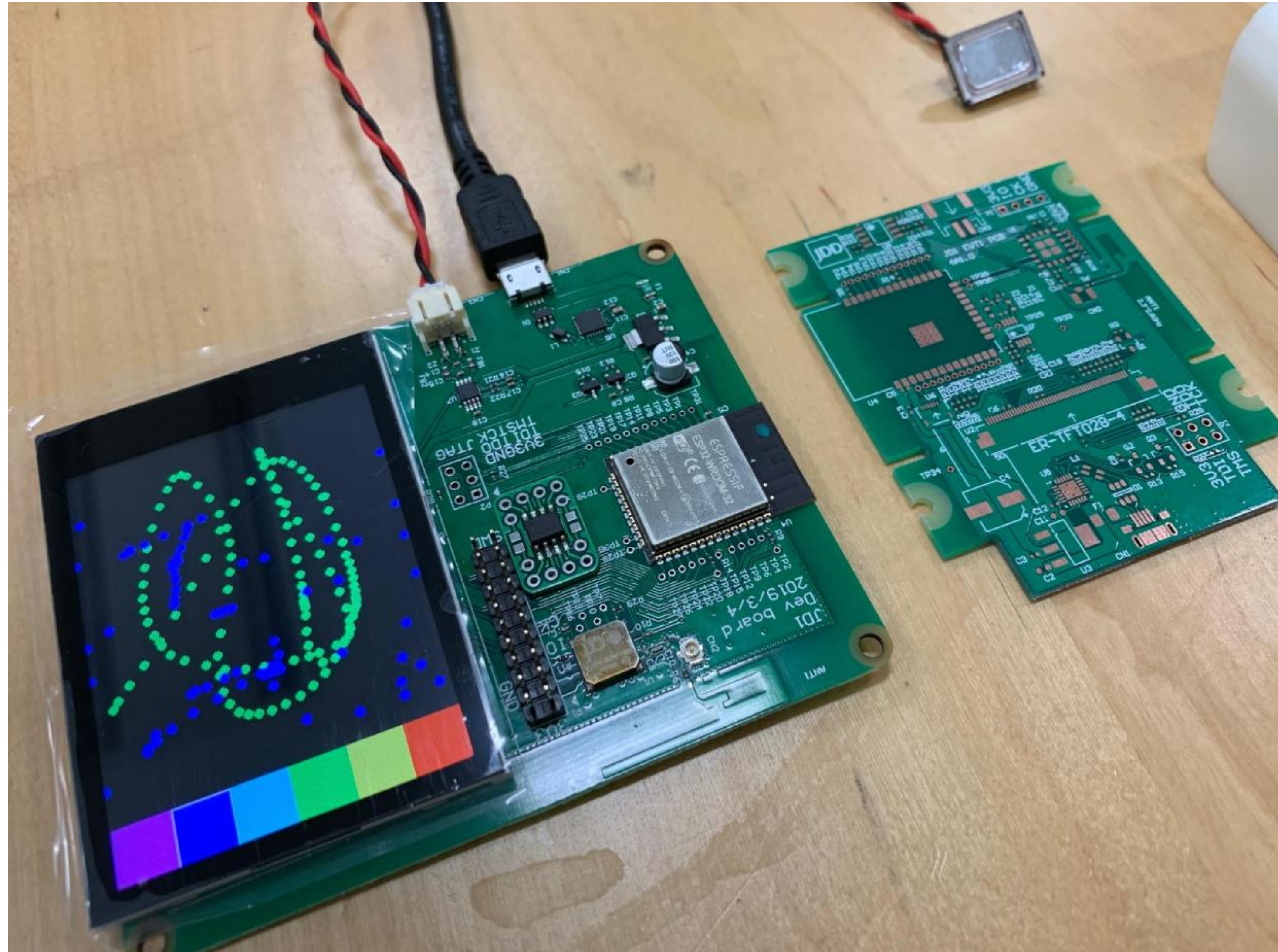
A: 2 pieces



B: 1 piece





















## Cost

| (¥)                 | Proto 1.0 | Proto 2.0 | Proto 3.0 | Proto 4.0            |
|---------------------|-----------|-----------|-----------|----------------------|
| Board and Materials | 12,200    | 1,345     | 903       | (-)volume efficiency |
| Display             | 5,000     | 1,475     | 1,475     |                      |
| Ten-key pad         | 1,000     | —         | —         |                      |
| Speaker             | 800       | 155       | 155       |                      |
| Exterior            | 100       | 500       | 500       |                      |
| Test and delivery   | —         | —         | —         | (+) cost             |
| 合計                  | 19,100    | 3,475     | 3,033     | 2,000～2,500          |



The background image shows a modern, minimalist interior space, likely a cafe or a lounge. The floor is made of light-colored wood planks. There are several wooden tables and chairs, some with black metal frames. A large window with a black frame is visible in the background, letting in natural light. The ceiling is exposed, showing wooden beams and modern lighting fixtures. The overall atmosphere is warm and contemporary.

# Thank you.

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