

A real-time recommendation engine that delivers the information users need "right now" **LIKEUP UX Engine**

Through push notifications and prioritized displays of recommended contents, LIKEUP UX Engine provides personalized, real-time suggestions that contribute to changing user behavior.

LIKEUP grasps each user's attributes and values accumulated from their interactions and connection data within the app.

Furthermore, it captures the stage, scene, and situation of "this very moment" and proposes optimal experiences in real time.

Predicting future scenarios and situations allows the platform to recommend better user experiences.

NTT DOCOMO SOLUTIONS provides comprehensive support, ranging from app development and recommendation engines to promotions and content design, all grounded in thorough UX design.

By implementing the PDCA cycle for data collection and analysis, we work together to create valuable services for the end users who are the ultimate market for our clients' businesses.

Let's look at an actual case study using LIKEUP.

"Morioka Mekuri" is a Morioka travel navigation app designed to revitalize the local economy by encouraging tourists to visit and explore the area.

This app has achieved positive results, with 21.4% of users who downloaded it actually visiting Morioka.

It has also been highly evaluated by its users.

"Morioka Mekuri" was released as part of the WaaS Co-creation Consortium initiative, promoted by JR East with the aim of realizing a well-being society.

We spoke with Mr. Irie, who was serving as the Secretariat Director for the WaaS Co-Creation Consortium at the time of the release.

—Background to the Release of "Morioka Mekuri"

At JR East, in addition to assisting our customers with their travel needs as a part of the JR East Group, we place great importance on co-creation together with the various communities we serve.

We also value helping people to discover the unique appeal of each region and encouraging them to actually visit places that genuinely spark their interest and curiosity.

In the current era of population decline, we believe this is also an extremely important perspective from the standpoint of promoting interregional exchanges.

As a concrete initiative, we conducted a pilot project using "Morioka Mekuri" to encourage customers who travel in the Morioka area with JR East to visit more places locally and to cultivate fans of the area.

—Why We Asked NTT DOCOMO SOLUTIONS to Produce of "Morioka Mekuri"

We believe that both the company and its employees are highly trustworthy.

NTT DOCOMO SOLUTIONS decided to provide "Morioka Mekuri" using LIKEUP, on the basis that its advanced technical capabilities and high-level recommendation technology can help to address major social challenges such as regional revitalization.

In addition to recommendation technology, NTT DOCOMO SOLUTIONS has carried out design and production including UX design, promotion, and content creation based on thorough and meticulous research into what users really want, in order to deliver extremely high-quality user experiences.

—Evaluation of NTT DOCOMO SOLUTIONS's Activities

Our partner NTT DOCOMO SOLUTIONS has been a very enthusiastic collaborator, serving as the driving force behind proof-of-concept trials, as an IT integrator, and as an actual service provider.

It is particularly noteworthy that the company has effectively utilized AI to generate customized proposals, refine creative content, and rapidly implement the PDCA cycle.

Clear quantitative results have been achieved.

Behavioral change is the most challenging metric to measure because it involves altering customer actions.

The fact that 21.4% of participants actually visited Morioka is a significant achievement.

This is not just a subjective opinion, but an actual digital result that we highly value.

—Future Expectations Regarding LIKEUP

Achieving behavioral change may seem a daunting challenge in which it can be hard to know where to begin.

However, more than anything else, our pilot study yielded significant numerical results.

While the high level of technical expertise certainly played a role, we also felt that the organizational capabilities of NTT DOCOMO SOLUTIONS staff — including their interactions with the local community and their ability to build relationships — contributed significantly to the solution's success.

Rather than focusing solely on short-term results, we also need to adopt a long-term perspective in terms of building relationships with each region.

In that sense, we see NTT DOCOMO SOLUTIONS as a partner who can work alongside us in this effort and provide ongoing support.

We look forward to working together on new initiatives in the future.

LIKEUP can be employed in a variety of other areas in addition its role of promoting tourism in Morioka.

LIKEUP aligns with each user's personal values, recommending the information they need both "now" and "for the future" in real time, and creating a convenient, comfortable, and enjoyable lifestyle for the future.