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My internship at EMOOR

エムールはどんな会社ですか。



EMOOR is a company that is concerned with the quality of life of its clients. The company sells thousands of different products which are made with the client's comfort and happiness in mind. The most known product is probably the line of futon (shikibuton, kakebuton and pillow), that is sold not only in Japan, but also in the United States of America. But the company also sells sleep wear, yogi (a kimono-like quilt), bed frames, futon covers, sofas, chairs, and sleep masks. The company strives to combine technology with tradition in its products. The futon, for instance, is made using a combination of machinery and traditional Japanese craftsmanship. Another interesting action of EMOOR is the launching of the Sleep Project. This project has the goal of "energizing the people around the world through sleep". In other words, the project hopes to bring awareness to people about the importance of sleeping well, while at the same time offering products that help them to realize this. Besides the sleep wear, the company also offers high technology products like the Smart Headphone and Sleep Dot, which can analyze the client's sleeping pattern. This can be used to optimize sleep, since the headphones can stop music automatically when they sense that the user is sleeping, and the alarm clock will ring in the moment when the user can be woken up more easily.



エメールで2週間働く。

During the two weeks that I worked in EMOOR with Gustavo, I learned much not only about the different activities that I was involved with, but also about the environment of a Japanese company. The people of EMOOR were always helpful when they were teaching and explaining new things, which made the activities more enjoyable. I had never used a photoshop program before, so I got to learn a few basic skills with the program, such as changing the pixel definition, cutting images, writing and modifying text. But something that really caused an impression on me was the etiquette of the work environment in Japan. The way that you are always greeted when you arrive at the company with an **おはようございます!**, when taking a break people or leaving people will say **お疲れ様でした**. This gives the workplace a nice, friendly environment, and I really liked it. This shows how you appreciate the hard work of others and how your own efforts are appreciated.



エメールで、やったこと。

My internship in EMOOR started by learning how to use some basic functions of the Photoshop program. After that, me and Gustavo started to work on translating the Sleep Project website to English. This translation was a bit difficult because my level of Japanese is still not that high. But when I had doubts about the meaning of things in Japanese, it was possible to ask the employees for help. One thing that I found interesting is the differences between marketing in Japan and the United States. In the Sleep Project Japanese website it was common for clients to be called "we", 私たち . But in the United States, the client is generally referred to as "you". Another thing that is different is that Japanese marketing works a lot with ideas and feelings. The Sleep Project website expressed the need to awaken the power of sleep, which is present in all of us, to recover more energy. American marketing prefers a more direct approach, without evoking the same kind of feelings. This made the translation a bit challenging, but it also made it more fun. The second website we worked on was a page aimed at presenting futon to non-Japanese people. I worked on the page's text and images, while Gustavo worked on the programming. The website is divided into six different topics: what is futon?, culture, function, craftsmanship, care, and futon sizes. The what is futon? topic gives a brief explanation about the different parts of the futon. The culture topic talks about the futon history and present in the lives of Japanese people. The function explains the benefits of using a futon, like practicality and good for back support. The craftsmanship section explains how EMOOR produces its futon.

The care topic explains the recommended ways of maintaining a futon. Lastly, the futon sizes topic shows a table comparing the different sizes of futon and beds in Japan and the United States, which can be used by clients when deciding which futon to buy. Constructing this website was very rewarding, because I could learn a lot about futon, and I had to use the photoshop program for dealing with the pictures. In the end, I learned a lot in the internship and the experience was very beneficial for me.

