PORTFOLIO



Siyu

EDUCATION

BA Product Design

College Of Art & Design XiHUA University

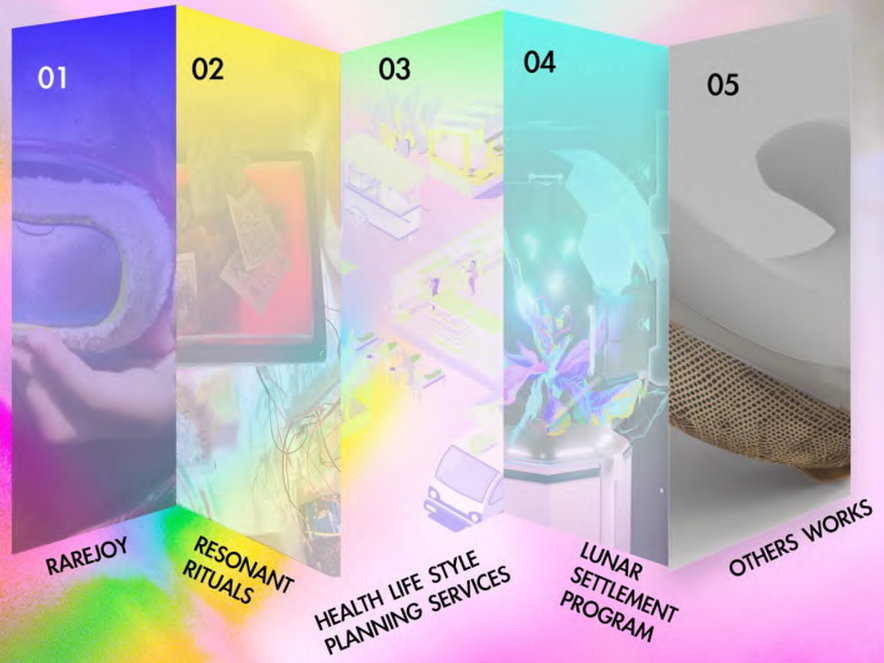
FIELD

UX, UI Design

Product Design

Service Design

A Little Speculative Design



01 RAREJOY

PRODUCT DESIGN
Interaction DESIGN
Game DESIGN

INSPIRATION

the aim of this project is to explore ways in which children facing the challenges of rare diseases can find joy and relief amidst the often monotonous landscape of medical treatment.

BACKGROUND

Disease Facts

World Rare Disease Day is observed on the last day of February each year. Rare diseases, although uncommon in individuals, affect a large proportion of the global population. the notion that "rare disease is not rare" becomes evident.



Survival Survey

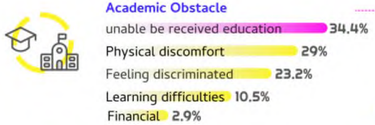
Struggles and Missed Opportunities

A desktop study to analyze the life obstacles faced by children suffering from Achondroplasia, which is a common occurrence among rare diseases.

Barren Entertainment

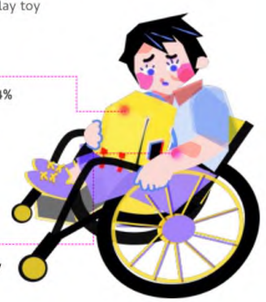


Academic Obstacle



+56% Limitations In Mobility

physical limitations and restricted mobility



Patient Experience

Long And Uncertain

Horizontal: diagnostic frequency and professionalism. Longitudinal: stage and duration of medical care seeking

Routinization → Specialization

Before Diagnosis / In The Process Of Confirmation / After Diagnosis

Few Days



Appearing
Onset in children between the ages of 2 and 8, beginning with persistent fever, And parents may not pay attention.

Preliminary Diagnosis
Usually misdiagnosed as a normal minor illness.

2-3 Weeks



From Pillar To Post
Start the long road to seek medical treatment.



6 Months - 2 Years



Diagnostic Difficulty
The rarity of the condition makes diagnosis difficult.

Over 2 Years



Painful Attempts
Multiple pathological tests may break down the children physically and psychologically.

All The Time



Out Of Orbit
Complications began to strike, such as epilepsy, psoriasis, etc, began to use assistive devices, children gradually separated from the original life.

All The Time



Circle Of Pain
Child's physical function begins to degenerate, long-term and painful rehabilitation training, is a huge torture for children and parents.

The Child's Emotions: Mad



Conclusion

- The diagnosis and treatment cycle usually exceeds 5 years, which is usually the prime time for children to learn, communicate, play, and form characters.
- A child's mood swings are directly proportional to the number of medical treatments available.
- Parents often only care about the therapeutic effect and ignore the emotional problems of their children.

Highlight

Isolation & Mockery
Sad Self-abased
Children with rare diseases experience discrimination.

Misdiagnosis
Self-doubt Misunderstanding
During the lengthy diagnostic process, fear of the unknown and even doubting oneself.

Overlooked
Voiceless Social isolation
Children with rare diseases struggle to speak up, and rare diseases lack attention.

Emotional Problem



RESEARCH ANALYSIS

User Classification

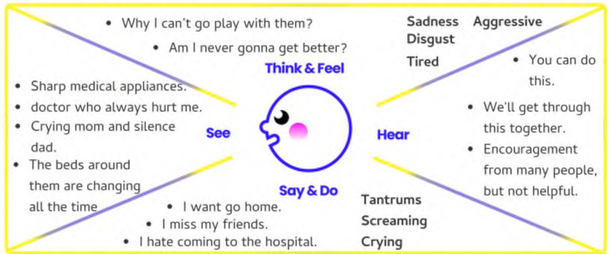
Motor Dysfunction
muscular dystrophy, motor neuron disease.

Facial Disorder
such as psoriasis, will cause changes in appearance.

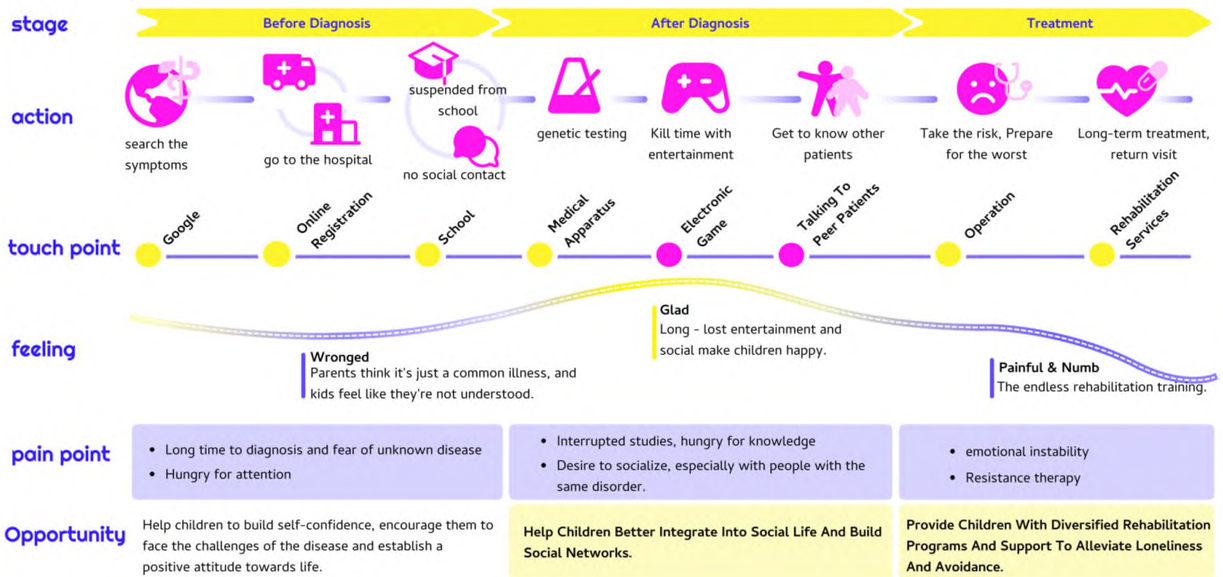
Sensory Impairment
the impairment of auditory or visual, tactile impairment.

Congnitive Impairment
Mental retardation, learning disabilities.

Empathy Map



User Journey Map



COMPETITIVE ANALYSIS

Function Analysis

Using Sensory | Target User | Core Feature | Interact Methods | Advantages

multi-users

Eyeball Sound Animation | Typically children | Game and education | Decive game | Fun games inergration

1. Moodsters

Game Socialization



It is a game product designed to address emotional literacy and adaptability in young children. It assists children in unleashing their full potential and maintaining well-being at home, school, playgrounds, and in daily life.

2. Sensory Playscape

materials interaction



The end goal was to provide guidance for autistic children as they develop their motor skills, engage in social interaction, and overcome some of the challenges of socially active and overwhelming environments.

exercise Soical Touch Limbs | Children with autism | Special materials | Sensory interact | Support multiple children to play together

single-sensory — multi-sensory

Touch Limbs | Emotionally regulated children | Personaliz ation | Traditional children's toys

3. Calm Down Kit

Personalization



It includes 40 stress-relieving and soothing toys, such as chewable toys, stuffed dolls, and bubble bottles. Children can choose and combine toys based on their preferences. It helps children confidently cope with anxiety, stress, and feelings of burden.

4. Smartstones Touch

Unique Concept Wearable



It is a palm-sized smart device, resembling a smooth pebble, capable of remotely controlling an app called Prose. Different actions trigger pre-set modes of illumination, sound, or vibration, allowing individuals with autism to receive tactile feedback during communication.

Eyeball Sound Touch Limbs | Children with autism | Unique Concept | Intellectual product | Emotional communication and emotionally-driven design

single-users

Growth Opportunities

1 — There is demand but no product.

2 — Diversification of product trends.

3 — A social platform.

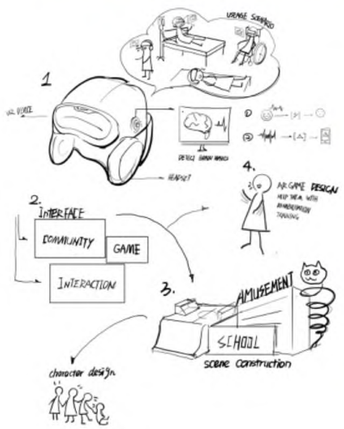
- The Functions Of Health Management Products Show The Evolution Of Gamification, Wearable Devices And Multi-Sensory Interaction Intelligent Products, And Children's Products Emphasize The Characteristics Of Fun And Edutainment.
- An Undifferentiated And Egalitarian Social Platform Can Be Built For Children With Rare Diseases To Help Them Gain Friendship

DESIGN CONCEPT

Product Defination



An intelligent assistive healthcare product designed to cater to the social and emotional needs of children with rare diseases during diagnosis and treatment, while also offering features for social interaction and entertainment.



Part 1.

#MR Device - Product

Sick children to gain friendship and health between games. And the device monitors mood swings.

Part 2.

#Entertainment - Activity space & Character Design

Create a social space where children with rare diseases can learn, play games, and make friends and Create unique profiles based on rare patient populations.

Part 3.

#UX design - game&device connect

Related game interfaces when playing in the scene, and other product data interfaces.

Part 4.

#Programming - Ar interaction game

An AR mini-game was made as an example when the product was used.

PART 1.

Technological Analysis



Brain wave therapy

Brain waves stimulate the cerebral cortex to secrete dopamine, and the technology to guide positive emotions has some research results.



Heart rate detection

There are some odor and temperature sensor products can record children's skin temperature, heart rate and other data to assist in the analysis of children's emotions.



MR Reality

VR & AR technology has been widely used in the treatment of psychological and emotional problems.

01 Inspiration

Cosmic fantasy elements, children's fantasy.



02 Sketch

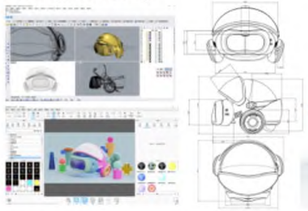
some product sketches.

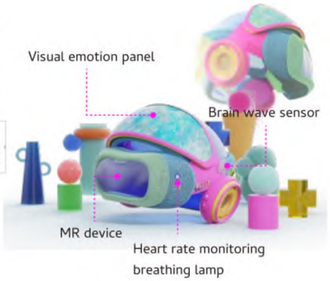


03 Modeling And Rendering

I used rhino and keyshot to modeling and rendering.

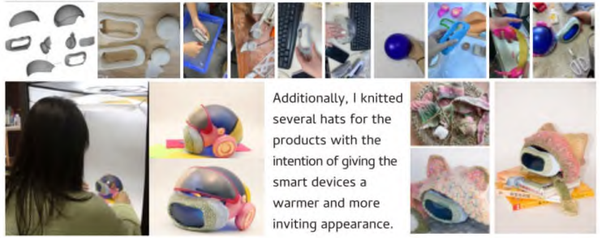
Three views





04 3D Printed Models

The entire process of 3D model printing includes modeling and segmentation, 3D printing, polishing, painting, assembly, modification and photography.



Additionally, I knitted several hats for the products with the intention of giving the smart devices a warmer and more inviting appearance.

PART 2.

When patients put on the emotional management device, they enter a gaming community platform. Here, multiple activity zones are available where they can play games, learn, and make friends with others who have the same condition. In this space, equality prevails.

Activity Space

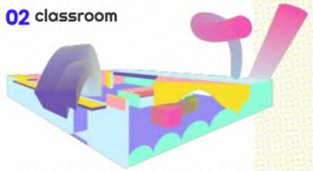


01 playground



For kids with movement problems recover using VR&AR games.

02 classroom



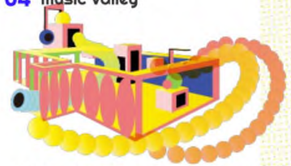
Addressing educational needs through online learning.

03 art workshop



For children with cognitive impairments. They can drawing, reading interactive picture books.

04 music valley



Relaxing place, relieve stress, and engage in conversations with others.

Character Design

Four character personas based on the four types of rare disease patients mentioned earlier. These personas will serve as unified representations for children on the community platform, helping to minimize the impact of their individual medical conditions.



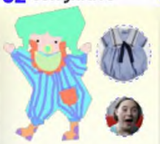
character optimization

01 sensory



Their eyes are represented with dotted lines, and they wear cool headphones. They communicate using hand gestures to express themselves.

02 congnitive



Represents children with cognitive impairments, such as Down syndrome and neurodegenerative disorders. They wear cute onesies and suck on pacifiers.

03 facial



Wears animal masks and has sharp claws, and their playful and mischievous nature is portrayed.

04 motor



Despite have limb impairments in reality, they can excel in various thrilling sports in the game.



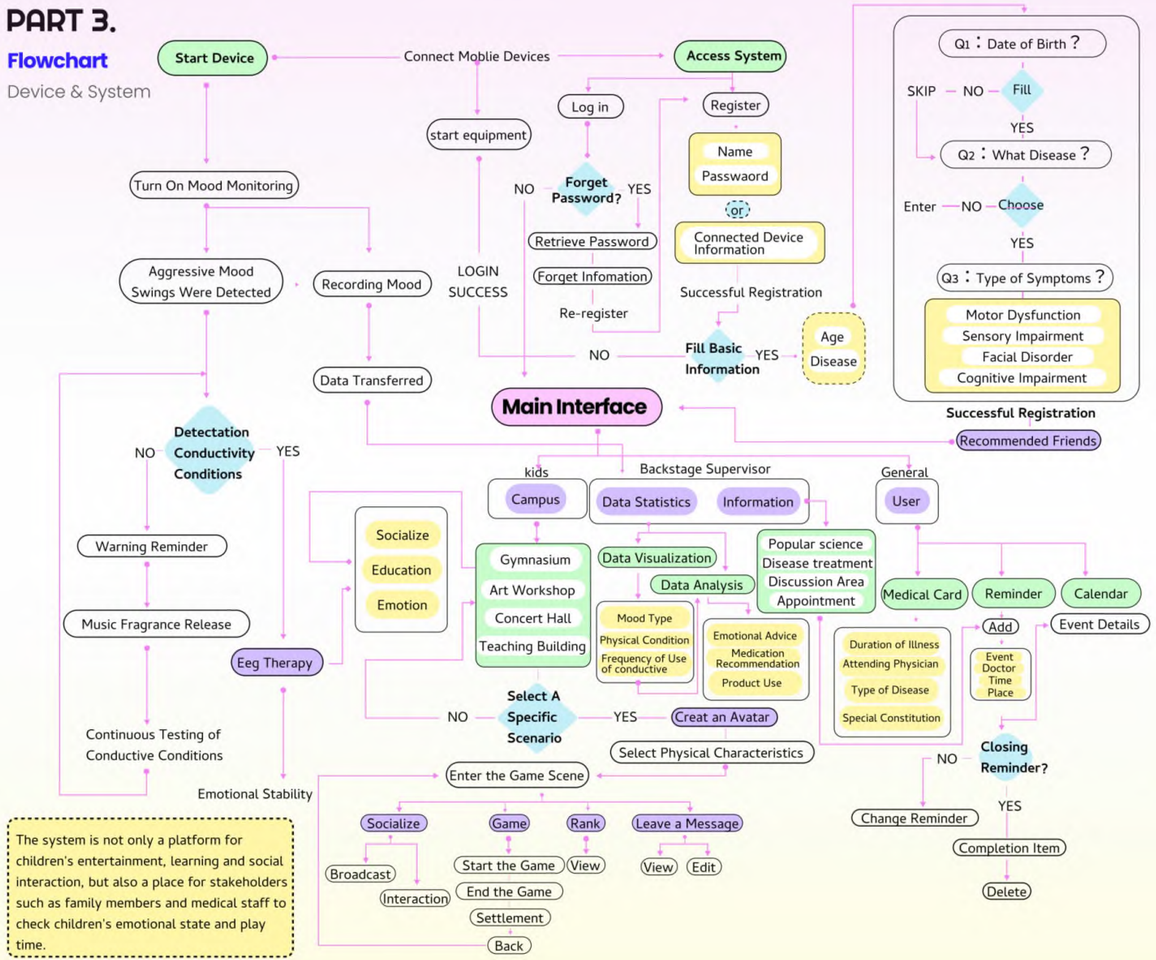
effect drawing

Inside the platform, they travel through various areas through various pipes.

PART 3.

Flowchart

Device & System



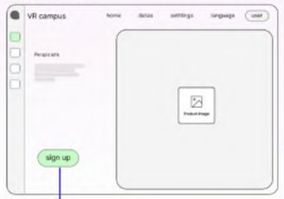
The system is not only a platform for children's entertainment, learning and social interaction, but also a place for stakeholders such as family members and medical staff to check children's emotional state and play time.

Structure

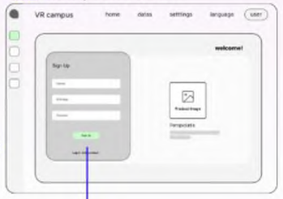
Wireframes

introduction page/ generate your own account

01 sign up



02 enter your information



03 choose your role



game page/ Start the game

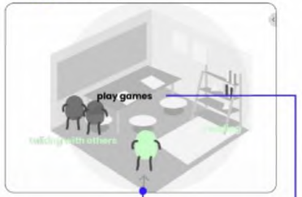
01 main page



02 loading...



03 enter a specific scenario



04 choose game



Ar page/ children play the game with deivce through the ar techologe.





01 strat game **02** end of game

other page/ for parents or doctors

01



This interface displays a comprehensive overview of detailed data generated based on the emotional records from external devices. It aims to assist relevant individuals such as parents and doctors in understanding the child's medical condition.

02

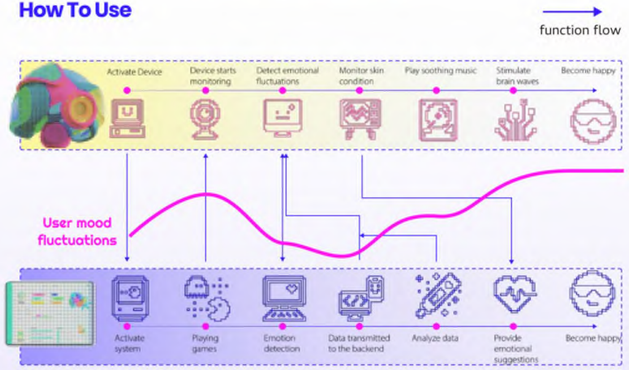


This interface displays children's medical cases, diseases, and basic conditions. Due to the long time taken for the diagnosis of rare diseases, it can record the child's healthcare providers over an extended period, as well as the child's allergies and other symptoms. It also provides appointment reminders for medical visits.

High Fidelity



How To Use



PART 4.

An AR mini-game that allows interactive engagement with character avatars through recognizing the tracing of outlines. Participants draw lines on paper, and the characters follow the lines drawn. This game is considered one of the creative activities within the Art Workshop.

Unity3d Coding

```
public class EmitterScript : MonoBehaviour
{
    // Start is called before the first frame update

    [SerializeField] private GameObject ballPrefab;
    private float spawnRate = 0.1f;
    [SerializeField] private int maxNum = 5;
    [SerializeField] private Vector2 sizeRange;

    private GameObject[] pool;


    void InitPool() {
        pool = new GameObject[maxNum];
        for (int i=0;i<maxNum;i++) {
            var particl = Instantiate(ballPrefab);
            particl.SetActive(false);
            pool[i] = particl;
        }
    }

    void CreatBall() {

        Invoke("CreatBall",2.8f);
        var particl = Instantiate(ballPrefab,new Vector3(Random.Range(gameObject.transform.position.x - 4, gameObject.transform.position.x + 4),
            gameObject.transform.position.y,
            gameObject.transform.position.z), ballPrefab.transform.rotation);

    }

    void Start()
    {
        //CreatBall();
    }

    // Update is called once per frame
    void Update()
    {

    }
}
```

Character Dynamic Design



Prototype

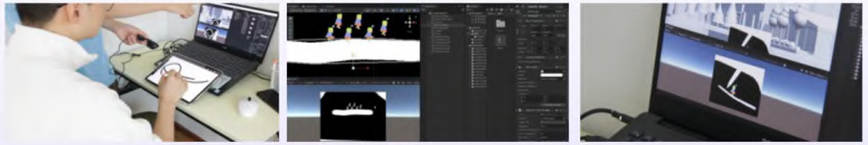


Test Process

user 1 feedback: It's a prototype, but still playable.



user 2 feedback: To be a true AR game, it's not enough.



testing video: https://youtu.be/zlAgnMQHH_Y

OUTCOME













TOMORROW'S TRADITION

RESONANT RITUALS

Personal Project

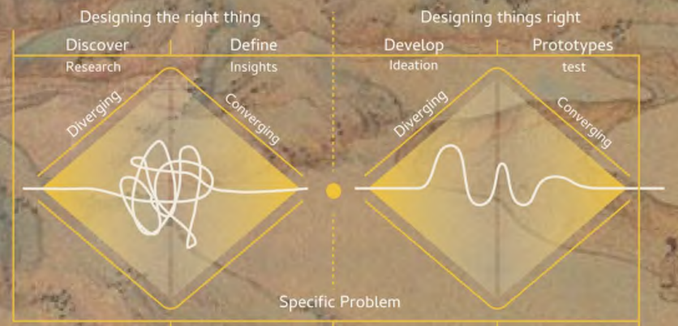
Installation Design

Interaction Design

INTRODUCTION

Out of interest in the "History of Chinese Arts and Crafts" I began to understand the ancient artisan craftsmen, with the accidental death of a family partner drowning, my attention turned to and funeral-related artifacts above, in the exploration, it seems to have discovered that crafts in addition to the ritual significance, but also has more meaning...

Design Process



0 Inspiration

Funeral culture

<History of Chinese Arts and Crafts>

1 Understand

Cultural phenomenon analysis

Life and death view in traditional funeral culture

Behavioral preferences

2 Design Definition

Brianstorming

Concept idea

Story board

3 Implement

installation making

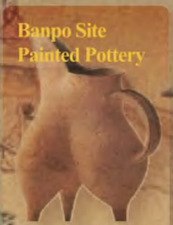
programme

4 Future Plan

design conception of Multi-person interaction

Quantity / Dynasty

Banpo Site Painted Pottery



Primitive Age

5000 BCE

Bronzes Of Fu Hao Tomb



Shang Dynasties

1600-1046 BCE

Tian Yuan Di Fang: Jade



Zhou Dynasties

1046-771 BCE

The Terracotta Warriors Of Qin Shihuang

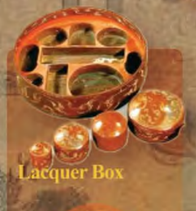


Lacquerware gradually became popular, but most lacquerware was wooden and not easy to preserve.

Qing Dynasties

221-207 BCE

Lacquer Box



Han Dynasties

206 BCE-220 CE

Tri-Colored Tang Pottery



Tang Dynasties

618 - 907 CE

Upward Abdomen Lotus Pose



Wei & Jin Dynasties

265 - 420 CE

Blue And White Porcelain



Yuan, Ming And Qing Dynasties

1271 - 1912 CE

Chinese Traditional Funeral Culture

Study Of Symbols

In traditional Chinese funeral culture, the most representative is the exquisite funerary crafts of various dynasties, which are concrete symbols. The patterns on these objects, from expressing the transformation of feudal authority to personal wealth, are the most abstract symbols with the characteristics of The Times.

RESEARCH

Cultural Phenomenon Analysis

PHENOMENON

BEHAVIORAL LOGIC BACKGROUND

DEEP MEANINGS

Funeral Tradition



Why Do Chinese Traditional Funeral Customs Survive?

Today's funeral rituals are basically characterized by feudal superstition. Why can these old customs be preserved in the modern era?

Political
- Cultural Preservation Policies
- Religious Freedom

Economic
- Funeral industry chain: A thriving market for funeral services.
- Metaphysics service industry development.

Social
- Strong Family Bonds
- Community and Social Cohesion
- Emphasize respect and reverence for ancestors.

Technological
- The popularity of cremation is low.
- Low Education Level - Superstition - Earth Burial - Custom Retention.

Environmental
- The population is aging and the number of deaths is rising.
- Abundant land resources.

Legal
- Cultural heritage law protects traditional cultural practices and heritage.
- The official ancestor worship festival is around April 5.

Cultural Influence → **Personal Beliefs**

Traditional Burial Culture Customs And Implications ← The Emotional Significance Of The Living To The Dead

Life And Death View In Traditional Funeral Culture

In the Western Han Dynasty, Taoism was still the dominant religion in China. It is the indigenous religion of China and emphasizes the philosophy of balance of 'qi'.
This is a cultural relic from 2000 years ago, called 'Mawangdui T-type silk painting'. It was a burial object wrapped around the coffin of the Countess of the Western Han Dynasty. This painting on silk reveals the Chinese view of life and death.

West Queen Mother Fairyland

At the top center is the West Queen Mother, who is said to hold the elixir of life. All around are depicted a variety of natural gods, such as the sun, moon, wind and rain, which means that all natural things in the world will experience reincarnation.

The Way To Heaven

Taoist immortals lead Madame Xin Zhui Chase to heaven through spiritualism, and Madame Xin Zhui Chase may become a fairy or reincarnate.

Communicate Between Heaven And Earth

"魂气归于天，形魄归于地."

This means: Soul and QI to heaven, body and spirit to the ground. The soul and QI enter reincarnation, the body stays underground to moisten the land.
In Hell, heaven, earth and hell are connected by the tail of the beast.



Mawangdui T-Type Silk Painting



Madame XIN ZHUI

The tomb protagonist, whose tomb is located in Mawangdui, Changsha, was discovered in 1972. More than 2,200 years later, her body remains resilient and undecayed.

> It is not only a feudal superstitious activity, but also carries people's hope and courage to try after falling into despair. It comes from the strong attachment and perseverance to the deceased, and also reflects the most simple wish of the people for life and death.

Behavioral Preferences

Ethnography Research

Participate in two funeral ceremonies and sacrificial activities, record the scene through field observation, in-depth interview and participatory research, and understand people's behavior and motivation on different occasions.

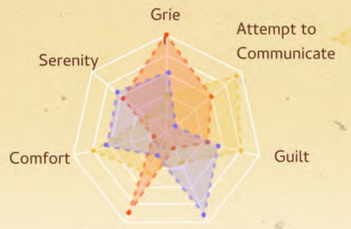
Sample Quotes



Sites	Causal Factor	Consequence	Needs
Cemetery	Set Off Firecrackers	A Hill Fire	Safe And Eco-Friendly Mourning Rituals
Home	Noisy Group Dining	No Place To Recite Prayers	Sacred And Private Prayer Space

- During cemetery-based funeral ceremonies, people clear the area around the graves, place offerings, and set off firecrackers in advance to **prevent the risk of wildfires**, especially during dry seasons.
- In the context of home-based funeral ceremonies, the noisy environment during the communal feast for expressing gratitude to friends and family makes it challenging for the bereaved to **focus on reciting prayers**, particularly at gatherings.

Behavior And Motivation



Saying
Pray To The Gods For The Dead
Communicate With The Dead

Doning
Burning Joss Paper
Worship The Dead
Lay Tribute Offerings
Clean The Cemetery

Thinking&Purpose
Wish The Dead Shelter The Living
Obtain Pardon

Overall Insights

Belief & Motivation

Due to the emotional bond between the living and the deceased, people are more likely to believe in supernatural forces like spirits, and they believe in ongoing spiritual communication with the departed. This emotional connection provides self-comfort for the living during emotional regulation.

Family & Social

Funeral ceremonies serve as a cultural legacy, and participation in these rituals may provide individuals, families, and communities with a shared cultural identity.

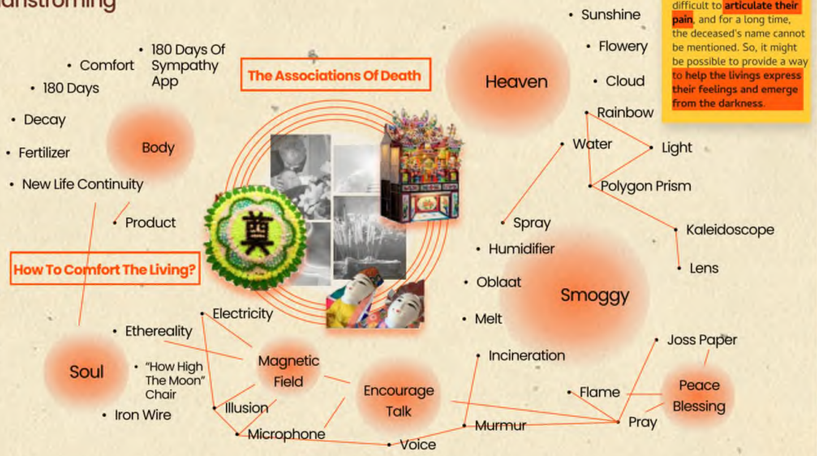
Tradition Meets Modernity

How to adapt old customs to fit new cultural and social environments while preserving cultural significance and enhancing existing experiences?

IDEATION

Brianstroming

Through personal experience, I have deeply felt the impact of a loved one's passing on their closest relatives. They are difficult to **articulate their pain**, and for a long time, the deceased's name cannot be mentioned. So, it might be possible to provide a way **to help the livings express their feelings and emerge from the darkness**.



Concept Idea

1 Rebirth

The body decomposes over 180 days, creating resources like food, fertilizer, and materials. These resources can be used to feed wildlife or as plant fertilizer. With the "180-Day Regeneration Program," users can record consumption and memories of the departed on an app. After 180 days, the app becomes a memoir for both the deceased and the living. Notifications are sent when small animals return to feed, creating a sense of the departed's return.

~~Too Homogenization~~ ✕

2 Contemporary Ritual

When people burn paper offerings during rituals, they often mutter words, which could be wishes for the deceased to find peace in the afterlife or expressions of their own grief. As the flames grow larger and the smoke thickens while burning the paper, it is seen as a sign that the departed souls are content and happy. In other words, people are willing to believe that the spirits of the deceased exist and can be connected with through certain mediums. Designing an interactive device that replicates the act of burning paper and facilitates digital interaction and imagery can help establish a connection between the living and the deceased while avoiding the practical challenges associated with the traditional practice. This serves the purpose of comforting the living, allowing them to maintain a connection with the departed in a more contemporary way.

Traditional Inheritance ✓

3 Soul Talk

Set up a scene with a microphone in the center, surrounded by a wire container filled with marble to transmit sound. Electric currents in specific places generate magnetic fields, and sound interactions encourage the living to express thoughts about the deceased and ease feelings of sadness.

~~It Is Physically Difficult To Implement And Has Security Issues.~~ ✕

Design Goal

Sentimental Value Goal

Create a connection between the living and the dead through interactive technology, providing comfort and emotional support to the living.

Modernization Of Traditional Customs

Improve the behavior in the memorial ceremony and propose a cleaner, eco-friendly way of Mourning.

Value Proposition Canvas

Value Proposition

Gain Creators

Interactive experience of image and behavior

Memorial installation design

Clean and convenient immersive mourning

Products & Services

Pain Relievers

Digital interaction

Low participation cost

Incineration without ignition source

More personal space

More emotional release

User Profile

Gains

No cleaning and no over-preparation

More interaction, more sensitivity

User Jobs

Pray for the dead

Emotions are easily interrupted

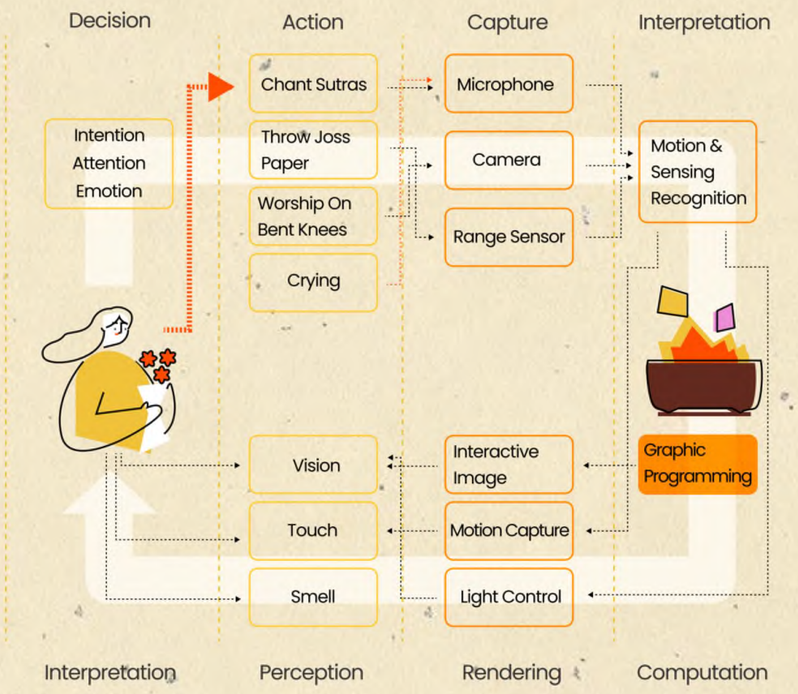
The tedious preparation

fire risk

Pains

Multi-Modal Interaction

Users may use a variety of sensory channels when interacting with the device, such as sight, hearing, touch, and speech.



Story Board

Traditional Burial And Sacrificial Acts



When a loved one dies, and when dealing with the funeral, people recall every detail of the past and miss the deceased very much.

Traditional Burial Is Faced With Problems



During a funeral ceremony, the noisy environment and constant interruptions can be frustrating, and there are additional concerns about fire hazards.

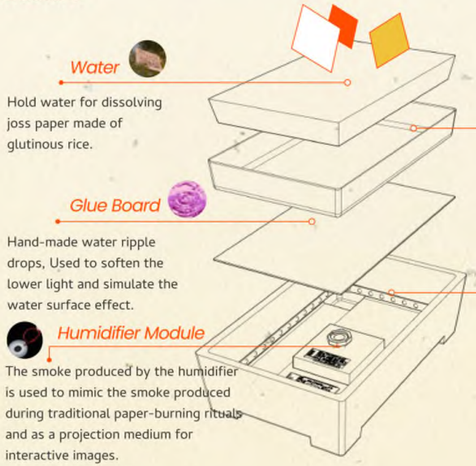
Ideation



Close the door and start using the device alone, praying for the deceased. The electronic image of the deceased that appears is comforting.

PROTOTYPE DEVELOPMENT

Structure



Water

Hold water for dissolving joss paper made of glutinous rice.

Glue Board

Hand-made water ripple drops, Used to soften the lower light and simulate the water surface effect.

Humidifier Module

The smoke produced by the humidifier is used to mimic the smoke produced during traditional paper-burning rituals and as a projection medium for interactive images.

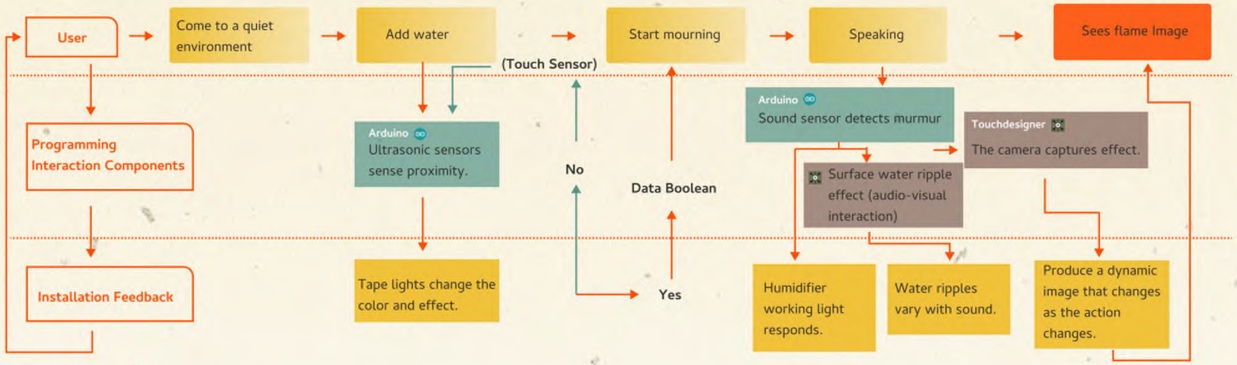
Tray

Frosted opal transparent sheet astigmatic acrylic, removable for easy cleaning after use.

Tape Lights

The arduino controls the light with rhythm and response to add ambience.

Function Flow



Effect Test

Effect testing includes positioning and imaging effect testing, which is related to the product's usage scenarios and final presentation. I made two attempts, and finally, it was presented through 3D projection mapping.

1 Holographic Laser Projection

Position



Cemetery Worship

Group

Environmental Noise

Imaging Effect Test

Use four transparent plastic sheets to make holographic projection effect and simulate stereo imaging.



✗ Affected By Light ✓ Clear Image

✗ Small Image Area ✗ Abrupt Structure

2 3D Mapping Projection

Position



Independent Household Altar

Personal

Quiet

Imaging Effect Test

Use touchdesigner 3D mapping effect to achieve.



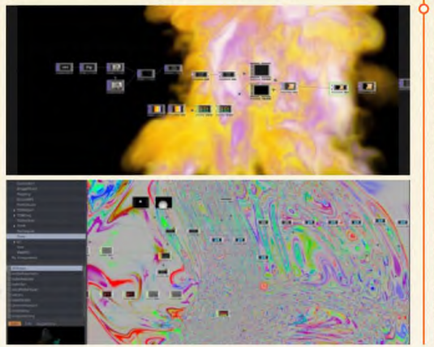
✓ Range Control ✓ Clear Image

✓ Graphics Gem ✓ Real-Time Interaction

Working Process







1 Model

Find discarded items in my home for low cost prototyping.

2 Arduino

Light Strip Circuit

Switching between different lighting effects (breathing and theater chase) based on distance measurements from an ultrasonic sensor, with the core part being the conditional statements in the 'loop' function controlling the effects and colors.

3 Touch-Designer

#Image Recognition Flame

Recognize the real-time dynamics of the user when using, and generate flame effects. Simulate interactive images, as if the deceased were interacting with the user.

#Sound Image Generation

This dynamic effect will produce an irregular transformation of the water ripple according to the sound. As a ground interaction effect of the device, it adds fun and immersion when the user begins to mourn quietly.

User Test

Ergonomics	Satisfaction	Discontent
User 1 Uncomfortable	• Can make mourning quickly. • The experience is interesting	• Squatting for more than 5 minutes will be numbness. • Handling trouble, product use scenarios are not flexible.
User 2 Comfortable	Can say inner words, psychological burden is reduced.	• Despite the cool smoke and images, deep down I knew it wasn't real. • want to be private, but also want to remember the deceased with their family.
User 3 Comfortable	• It felt like the dead were really responding to me. • It's easy to clean up, pour water directly into the toilet, and the paper melts quickly.	• Will this make the deceased feel that my heart is disrespectful? • Bloodcurdling

Product Refine

The next step may be to optimize the service process and product experience of the product, introduce a more reasonable traditional funeral ceremony process, and enhance the sense of ceremony to ensure the solemnization of the ceremony.

FINAL WORK

Image Recognition Flame

Incense Burner Humidifier

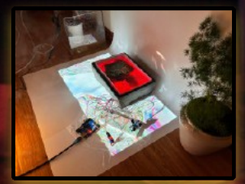
Humidifier Sensor Light

Joss Paper

Sound Image Generation Mapping

TOMORROW'S TRADITION

RESONANT RITUALS







Future Plan

Once the product has established a user base, it will introduce more features and interactions to enhance user engagement and attract new users.
Plan to launch a feature called "Family Shared Memory Book," which is designed to record shared memories of deceased family members. When family members use the product independently from different locations, it will trigger special online visual effects, notifying them that other family members are also remembering the deceased at the same time.

Interactive Display

https://youtu.be/yjClQ7klp6E

HEALTH LIFE STYLE PLANNING SERVICES

DESIGN GOAL

The main design goal is to create a comprehensive, user-centric, healthy night market experience that integrates mobile application technology and on-site services. The goal is to provide users with a platform where they can easily find and enjoy healthy night snacks, and book health services. It is encouraged healthier lifestyles, reduce the negative health effects of late night snacking.

NIGHT ECONOMY

The economic concept first put forward in the UK in the 1970s to improve the empty-nest phenomenon at night in the city center refers to the consumption pattern dominated by the tertiary industry from 6 PM on the same day to 6 am on the next day.



NIGHT FOOD CULTURE

In Chengdu, a city known for its food culture, the pandas even fat. In Chengdu's food culture, the act of eating after 5 PM is considered "ghost addiction", meaning that going out at night for food is the behavior of ghosts, which is an unhealthy lifestyle habit. But because of today's fast-paced, high-pressure lifestyle, late night snacks are gradually normalized, but this is essentially not good for people's health. According to the Chengdu Quality of Life survey report in recent years, 29% of the city's people have the habit of eating late at night. At the same time, the number of people buying take-out drugs (stomach and intestines) at night is also increasing. Most people who eat late night snacks may be in a state of sub-health.

NIGHT FOOD HISTORICAL DEVELOPMENT



BACKGROUND SECONDARY RESEARCH

CURRENT EVENTS

By delving into the culture of the night market, I explored why the phenomenon of late-night snacking has become a major nighttime activity, and understood the social discourse and reactions to nighttime food consumption in order to gain insights into the phenomenon.



Trends

Consumer spending ended up contributing 76.2% to GDP growth in 2022, while nearly 60% of the country's consumption occurred at night, Nighttime bazaar and snacking is the biggest consumer business besides online shopping.

Reasons

- Economic Base To Stimulate Consumption
- Lower Transportation Costs
- Lack Of Recreation Activities

TOPIC: NIGHT MARKET DISCUSSION

Hashtag Frequency



Trends

- Popular In Autumn & Winter
- Marketing Tools To Promote Consumption

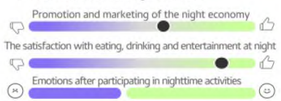
Social Platform Discussions

Proportion Of Social Media Posts

The following three software are all mainstream social platforms in China, but due to different user sizes, the proportion of posts only to express social attention.



Public Attitude To Night Market



SUMMARIES

1. Nighttime activities are dominated by late-night snacking, and discussions about late-night snacking are consistently active. Social attitudes are also positive overall.
2. A large number of posts on social media are mainly in the UGC (User Generated Content)mode, which means that late-night snack topics have sharing and social attributes, which is beneficial to reducing communication costs.
3. Although the nighttime economy is gradually booming and users are willing to try new nighttime activities, the form of nighttime activities is still single and homogenized.

QUESTION

1. What causes some segments of the population to be dissatisfied with the activity behavior of late-night snacking? Are there opportunities to tap into the potential market?
2. How to take advantage of the UGC mode to promote a social strategy for subsequent healing planning services to create viral distribution?
3. Do users crave more diverse nighttime activities? How can wellness night market healing planning services innovate to meet this demand and break the homogenization?

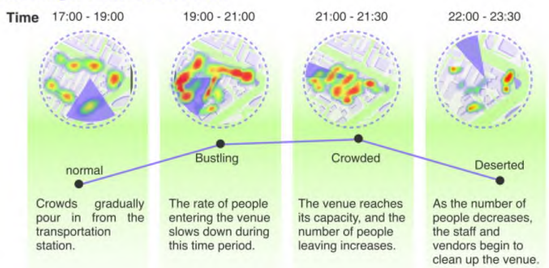
FIELD STUDIES

I went to Fuqin Night Market, the most influential local market, for a field trip and collected in-depth information through actual observations.

Context

KEY WORDS	DESCRIPTION	DESCRIPTION
Location	Fuqin Night Market is located northeast of the center of Chengdu and has **the highest daily passenger flow** in the city.	
Traffic Connections	The area where the Fuqin Night Market is located is a residential area, where there are **perfect traffic lines**, maps, rapid transit, bicycles and so on.	
Street Planning	Fuqin Street is an old city renovated, with a high proportion of **middle-aged and elderly residents**, and the street has community services suitable for the elderly.	
Late-Night Snacks.	Close to the largest business district in Chengdu, this place is a popular place for **commuters** from the business district for affordable late-night snacks.	

Passenger Flow Observation



Insights

Apart from enjoying late-night snacks, there appears to be a lack of enduring attractions or engaging activities to keep visitors engaged. Visitors tend to have short dwell times, often losing interest quickly without having substantial experiences.

Late at night, when the venue staff have finished their work, they quickly finish a meal inside the night market.

PRODUCT ANALYSIS

Products & Services Of The Booth

Foods



- Chengdu Authentic Snacks
- Juice &Milk Tea
- Southeast Asian Snacks
- Deep-Fried Snack
- Street Vendor's Hot Pot
- Homemade Desserts
- Deli Food

Services



- Street Ear Picking
- Street Haircut
- Leisure Area
- Service Center For The Elderly
- Free Nourishing Soup


Youths


Middle-Aged


Seniors

Problem Discover

Customer & Experience	Traffic Congestion	Too many people	Unhealthy food Boring night market
Products & Services	Social Media Marketing False Advertising	The food is lackluster	No special activities
Scenario	The division of people and vehicles is not clear	There are no recommended Tours	Poor hygiene at mobile stalls

Initial Design Definition

Provide user experience solutions to improve nighttime entertainment & eating, create special, fun, healing and healthy food service activities to improve people's sub-health.

BENCHMARK RESEARCH

The 1st Food Therapy And Health Culture Festival

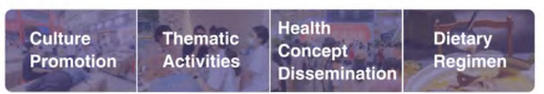
Time: 2023.05
Place: Ruzhou City, China

Centered around the theme of the ancient work "Food Therapy Herbal", it combines TCM pulse-taking, acupuncture and seasonal produce food to promote the culture of TCM health care based on food therapy.

Experience Process



Value Point



MARKET INSIGHT

Market Potential And Trend

1. The health healing market is showing a growing trend and the demand for health and healing experiences is on the rise. The potential market is huge.

Innovation And Diversification

2. Innovative food, products and services, diversity is the key to attracting more audiences and increasing profitability.

Sustainable Campaign Strategy

3. Long-term sub-health living conditions have led to more sustainable practices, food safety and health-oriented choices.

RESEARCH ANALYSIS

STAKEHOLDERS



INTERVIEW STRUCTURE

1 *Night Market Manager*
Find out what they think about the operational goals and plans for the Healthy Healing Night Market.

2 *Self-Employed Trader*
Find out what support and services they need at the night market, and work with them to agree on a partnership.

3 *Social Media*
Explore ways to enhance the overall night market experience, including engaging diverse audiences.

4 *Logistics*
Learn about their logistical support challenges, such as managing traffic and foot traffic.

INTERVIEW SUMMARY

STAKEHOLDER	TOPIC PHRASES	ATTITUDES AND VIEWS	INSIGHTS AND NEEDS
Self-Employed Trader	Product Innovation	Because there is no learning cost in making current snacks, all are willing to try to launch new products to gain a competitive advantage.	Low customer conversion rate
	Customers: First-Time Customers		Follow the trend and clock in for the food.
	Customers: Essential Customers		Working around the neighborhood, eating at the night market is a necessity.
Night Market Manager	Night Market Planning And Special Activities	Awareness that the night market needs better planning and diversified activities.	User Growth Pull
	Night Market Congestion Issues	Faced with night market congestion issues, requiring vehicle management	Night Market Planning and Operation Requirements
Logistics Service	Hygiene Issue	Customers can't find trash cans to litter.	Night Market Tips
	Logistics Staff Life Support	Late night off work with nothing to eat.	
Competitor	Cooperation Opportunities	Customers also come here to relax and reduce stress. If they are products with different attributes, cooperation is necessary.	Diversified Service Product Combination

PRODUCT BUSINESS MACRO-UNDERSTANDING

Take the form of a night market. Creating a healthy eating and healing activities.

- Combined with **unique cultural experience** (Traditional Chinese Medicine)
- **Regular updates**, promotions, and storytelling can help build a loyal customer base.
- It caters to individuals seeking **alternatives to late-night snacking**, offering a space for relaxation, entertainment, and holistic well-being.
- **Quick service**

Hybrid Online-Offline Model
A hybrid online-offline model should be adopted to leverage the advantages of both digital and physical presence.

Diversified Sales And Content Platforms
Consider partnerships with delivery services, subscription models, and wellness-related content creators to provide a comprehensive ecosystem.

About Users
Customers can be segmented into categories such as habitual late-night diners, health-conscious individuals.

Design Philosophy
Take advantage of the interest in the night market to develop healthy eating, leisure activities. Cultivate people's healthy living habits imperceptibly.

TARGET USERS PERSONA



Night Shift Workers
"I'd rather starve than eat ... crap."
Age: 45
Occupation: waitress
Health Status: sub-health

About
Night market merchants, who work at night for a long time, rely on late night snacks to fill their stomps, leading to weight gain and health problems.

Preference
- Look for convenient, nutritious food options.
- Willingness to improve health.

Gains
- Weight loss, **health management**.
- **Relaxation** of body and mind

Pains
- Tired and hungry at night.
- Find healthy late night snacks.

characteristic
manual workers | low income | muscular soreness | loud voice | Few physical examinations | Poor quality of life | High risk of potential diseases

Stop work for the day → Find food nearby → Go home

Exhaustion Hungry → Transient Satisfaction → Sleepy Bored

How to get long-term satisfaction from helping users?



Young Professionals
"Stay up late and take the supplements..."
Age: 27
Occupation: UX designer
Health Status: Low body resistance, Menstrual disorder.

About
Young professionals with a focus on health, but due to time constraints, she tend to opt for takeout and dining out after woking.

Preference
- Stressed out and taking supplements regularly.
- Often go out for a late night snack with friends after work.

Gains
- Weight loss, **health management**.
- **Relaxation** of body and mind

Pains
- Chronically irregular work and rest.
- Long time sitting, lack of exercise and relaxation.

characteristic
self-care | singleton | muscular soreness | dine together | functionalism | Social interactions | Shop visit and check in

Stop work for the day → Late night snack with friends → hang out with friends

Exhaustion Hungry → Transient Satisfaction → Relax

How to get long-term satisfaction from helping users?

PROBLEM DEFINE & SOLUTIONS

PROBLEM

What's For Dinner After Work?

Long-term health management

Healthy late night snacks

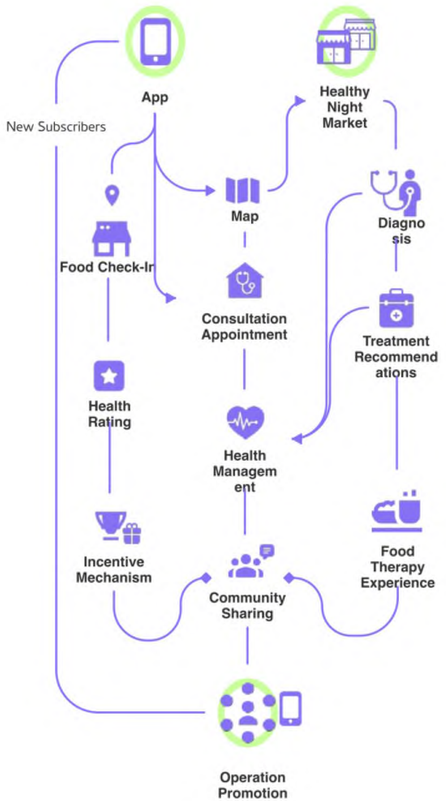
SOLUTION

- **Service application software:** health steward, offline activity recommendation.
- **Health night market:** Experience the full range of activities from consultation to treatment and relaxation.

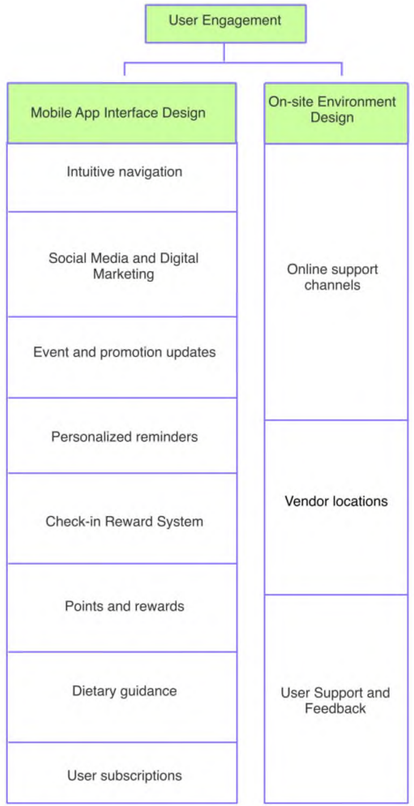
AIM

Improve the night eating experience, allowing users to feel better in their physical condition and **gain long-term satisfaction** from healthy late-night snacks.

SYSTEM MAP

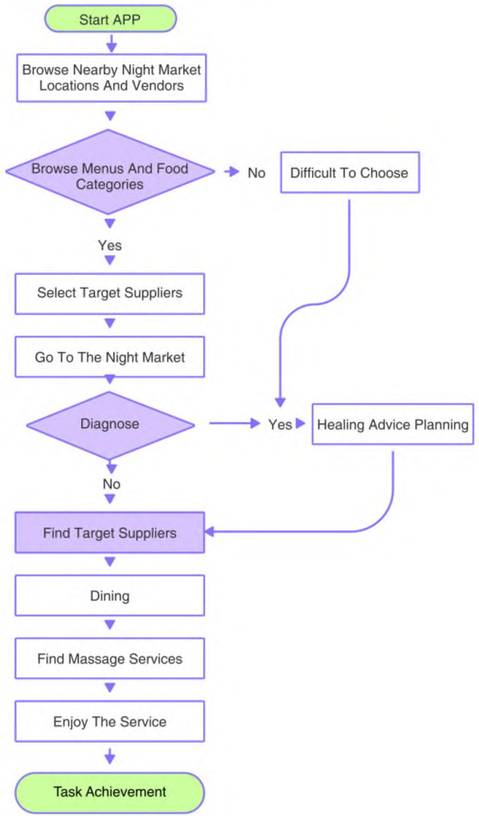


TOUCH POINT DESIGN



TASK FLOWCHART

The target users are simulated to complete the core tasks of finding healthy late-night snacks on their mobile phones, going to healthy night markets, and obtaining food and massage services.



THE BUSINESS MODEL CANVAS

Key Partners

Internally

Offline self-operated market

individual small business

Foreign

on-line

Major media

Takeaway platform

offline

Partner

supplier

Key Activities

Healthy night market snack.

Pay attention to vulnerable groups and reduce the health care costs of low-income groups.

Key Resources

Fun and fun night time activities.

Chain night market outlet services.

Rich marketing activities.

Value Propositions

Idea:

You won't be afraid of getting fat if you eat at night.

Special food, affordable prices, everyone comes to stay healthy!

Product:

Nutritious meals

Massage

Traditional Chinese Medicine

APP consultation service

Customer Relationship

New night market.

All directly operated stores implement quality control and carry out regular activities.

Channels

Online consultation and health management, offline new retail and experience hybrid model.

Customer Segments

Working professionals aged 20-58 are beginning to enter middle age and pay attention to health care.

Night workers aged 40-70.

People with long-term sub-healthy physical conditions.

Cost Structure

Fixed costs: Physical operating expenses (rent, depreciation, etc.), labor costs, technical operation and maintenance costs, general and administrative expenses, commodity costs.

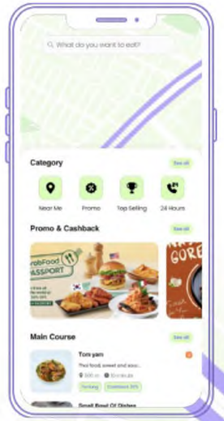
Variable costs: Cost of raw materials, cost of advertising and marketing activities.

Revenue Streams

Income from self-operated stores.

Cooperation income.

INTERACTION DESIGN



01
FOOD MAP

Provide the informations of Transportation guides & Maps & Operating hours



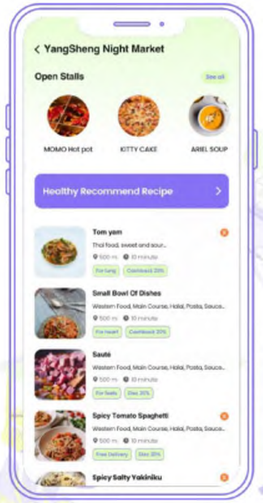
Night Market
Food

Check the health care night market service type in advance, usually divided by the conditioning of internal organs.

02
FLAVOR PREFERENCE

Choose the type of food you want to eat.

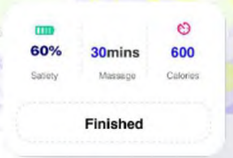




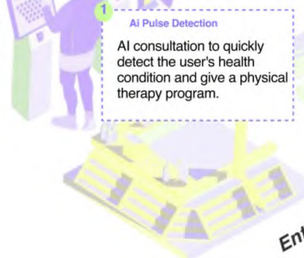


03
RECOMMEND TOURS

Upon arrival at the target night market, based on the user's selected eating preferences, the tour path is recommended, including healthy recipes and healthy service experiences.







1 **AI Pulse Detection**
AI consultation to quickly detect the user's health condition and give a physical therapy program.

Entrance

Shoulder massage

2 **AI Pulse Detection**
Find a booth for healing.

Purchase of medicine

Diet therapy area

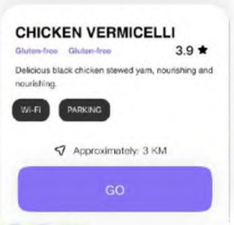
waist massage

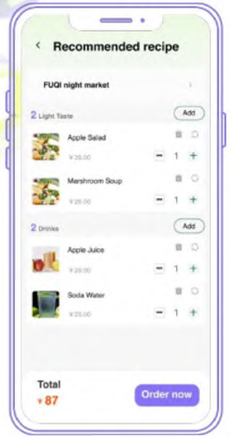
3 **Experience Ends**
Chinese Medicine Dietary Therapy Experience

4 **Leave The Market**
Check out Today's Health Experience.

04
REGIMEN FOOD

Based on the data from the AI detection infrastructure inside the night market, see the recommended health foods for the individual and the potential risk of disease.

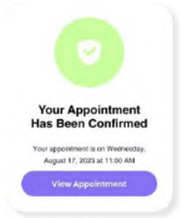






05
EXPERIENCE IN DINING

Reservations and payments can be made in advance before going to the location and experience according to 01's map.



OFFLINE NIGHT MARKET EXPERIENCE PATHS

TEAM PROJECT
DATE: 2023.7.12 - 9.6

LUNAR SETTLEMENT PROGRAM

In a world facing environmental crises, humanity seeks refuge on the moon. 'Syzygy' symbolizes our resolve to forge a new path forward. Join us as we embark on a journey of innovation and exploration to establish a lunar base.

INCREASE OF POPULATION

1987 — 5 MILLION
2023 — 8 MILLION

Human infrastructure is increasing

AIR QUALITY HAS PLUMMETED

43% HEART DISEASE DEATHS
24% LUNG CANCER
29% STROKE
25%

The proportion of air pollution as the cause of disease

WATER SCARCITY

2016 — 930 ILLION
2050 — 2400 ILLION

Dry land/Number of people who lack food

EXISTENTIAL CRISIS

NUCLEAR POLLUTION

Fukushima nuclear power plant accident

MY PART

RESEARCH | SPECULATIVE DESIGN | UX DESIGN | SERVICE DESIGN | PRODUCT DESIGN

LUNAR EXPLORATION CHRONICLES

Phase 1

1959 LUNA 2"FIRST LAUNCHES SUCCESSFULLY

1969 THE MAN FIRST SET FOOT ON THE MOON

1970 "LUNA 16" BROUGHT BACK LUNAR ROCKS FOR THE FIRST TIME

Phase 2

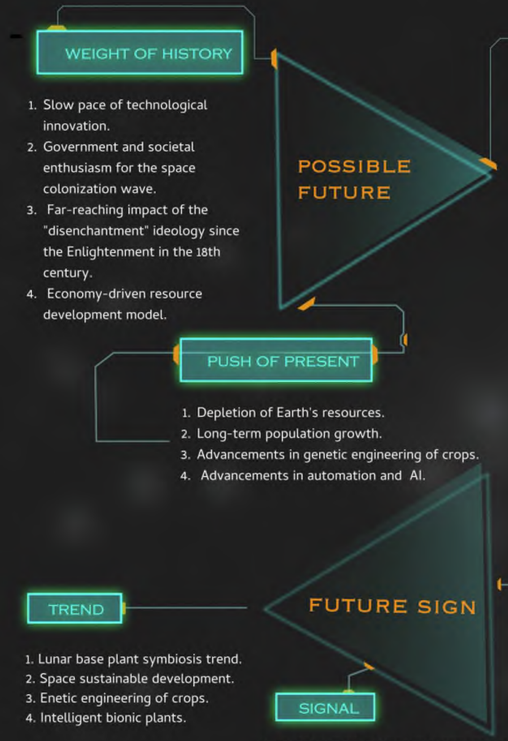
2013 CHANG 'E-3 MADE A SUCCESSFUL SOFT

2124 LUNAR SETTLEMENT BASE

QUESTION

Will The Quality Of Life Be Higher On The Moon After Immigration Compared To Earth?
Can The Resources On The Moon Sustain Human Survival And Development In The Long Term?
What Are The Challenges And Opportunities Of Cultivating Plants On The Moon?
Will Lunar Colonization Positively Impact The Earth's Environment?

Future Triangle



Future Wheel



Scenarios

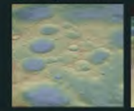
	Technologe	economy	environment	society
possible	Intelligent plant sensors	Space tourism industry	Bioremediation	Space culture and art industry
plausible	4D-printing	Moon base agriculture	Enhanced photosynthesis	popularization of space tourism experience
proable	5D-printing for lunar base	integration of space and Earth tourism	Intelligent plant-environment interaction	space lifestyle development
plausible	plant emotional interaction	Moon Space manufacturing industry	circular ecosystem design	Talent development on the moon
possible	AI-assisted plant cultivation systems.	resource trading market	ecological simulation	cross-space scientific exchange

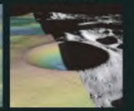
Site Scouting & Resource Discovery

water

AMBIENT TEMPERATURE

-250 degrees Celsius *water-ice*





Shackleton Crater, nestled in a ring at the moon's South Pole, offers ideal conditions for sustainable development. With continuous sunlight for solar power and ample water ice reserves nearby, it stands as the perfect site for our lunar base.

luminous

RECEIVED SOLAR RADIATION

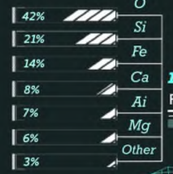


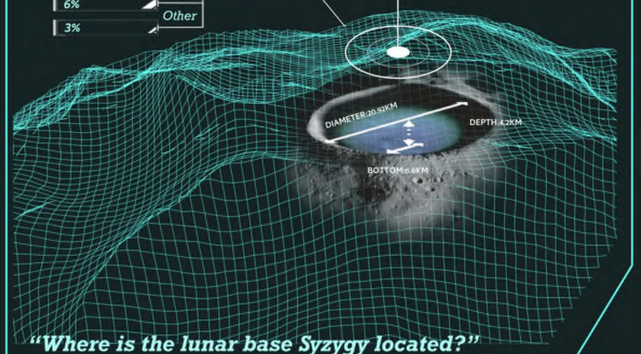
South Pole backlight *South Pole receives light*

- HACKLETON CRATER -

mineral

RESOURCE



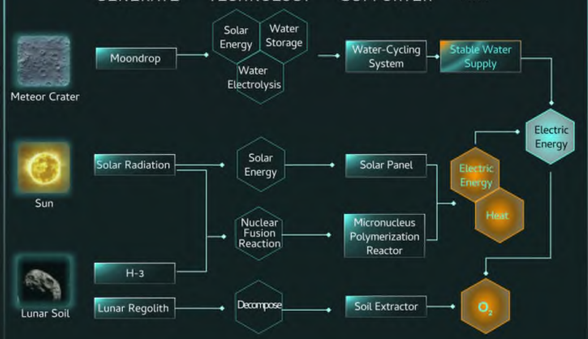


"Where is the lunar base Syzygy located?"

Life Support System

"Can humans truly survive on the moon?"

Through an analysis of the existing lunar resources and the most promising future technologies, we can establish a comprehensive life support system for water, energy, and oxygen. This will enable the cultivation and maintenance of life on the moon.



Staff Composition

"Who can journey to the lunar base Syzygy?"

TARGET POPULATION	GOAL	SPACE REQUIREMENT
Science and technology explorer	*# Scientific research* *# Base construction*	1. *Various research laboratories* 2. *Communication and transportation system*
Cultural artist	*# Art creation* *# Education* *# Art healing*	1. *Creation and display space* 2. *Educational place*
Composite domain researcher	*# Multi-field cooperation* *# Base construction* *# Development*	1. *Offices, shared Spaces* 2. *joint studios*

Lunar Recruitment Program User Research

"How can I sign up to go to the lunar base Syzygy?"

Eligible candidates can apply based on the requirements of the 'Lunar Recruitment Program' We are looking to assemble a lunar construction team of approximately 200 individuals. Here, you can put your talents to work and help humanity build its new second home. Additionally, you are welcome to bring along 1-2 family members.



SCIENTIST

40 person

Responsible for various experimental research, exploration and development of lunar resources and characteristics.



TECHNICAL PERSONNEL

60 person

Responsible for the communication system liaison and information technology between the earth and the base to ensure stable data exchange.



MEDICAL EXPERT

40 person

Responsible for basic medical support on the moon to ensure the physical health and psychological needs of residents on the ground.



MANAGERIAL PERSONNEL

25 person

Coordinate and manage base operations to ensure that all tasks are carried out in an orderly manner.



ENGINEER

20 person

Technical support and primary executor of the lunar base to ensure efficient operation of the base facilities.



HUMAN CIVILIZATION LEADER

10 person

We will develop a lunar and space cultural civilization system and participate in the educational construction of the new generation.



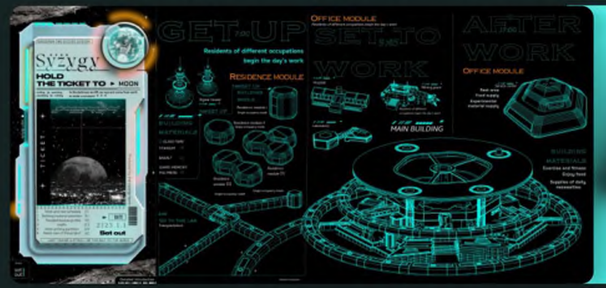
FINANCIAL TALENT

5 person

Promote the development of lunar business models and develop sustainable economic models.

Lunar Life Handbook

This is a brochure for the syzygy base and also a guide to life for lunar newcomers.







DESIGN CONCEPT

In the project, we delved into the comprehensive deployment of the Syzygy lunar base.
My primary focus was on researching life support systems, aiming to tackle the challenges of cultivating plants on the moon and conceptualizing innovative plant species.

1 Syzygy Base Overview

I crafted a service blueprint for the Syzygy base, outlining activities before and after new lunar residents arrive. This blueprint offers insights into resident service touchpoints and design opportunities across architecture, environment, and visuals.

2 Lunar Crop Cultivation System

In this part, I crafted a plan for planting vegetation and crops within the existing infrastructure of the base.
The design principles emphasized ***sustainability, cost-efficiency, local sourcing, recyclability, and ecological harmony.***

3 Product Design

This part involved the conceptualization of futuristic plant designs and the creation of cultivation vessels tailored for these plants in two distinct lunar environments.

4 Interface Design

I was responsible for structuring the information architecture of the Special Plant Research and Care System, along with designing interfaces for both business (B2B) and consumer (B2C) use.

1 Welcome to Syzygy Base

Syzygy Base Setup

"Why is the base named syzygy?"

Syzygy *refers to a celestial alignment of three or more celestial bodies. The name to symbolize the alignment of innovative ideas, cutting-edge technology, and sustainable living on the moon.*

Design Element

We have chosen the hexagon as the primary design element. the following are some reasons.



Structural integrity ***Easy connections*** ***4D printing technology***

Living Condition

Residents live in the living space of three, two or alone according to their personal situation, raising Plant Companions to heal the mind and relieve mental stress. Working days to work in their respective occupational areas, efficient completion of energy supply.



Number of people : 1
Area : 40m²
Users :
Function:
× 1 × 1 × 1
× 0 × 1



Number of people : 1
Area : 80m²
Users :
Function:
× 1 × 1 × 1
× 1 × 1

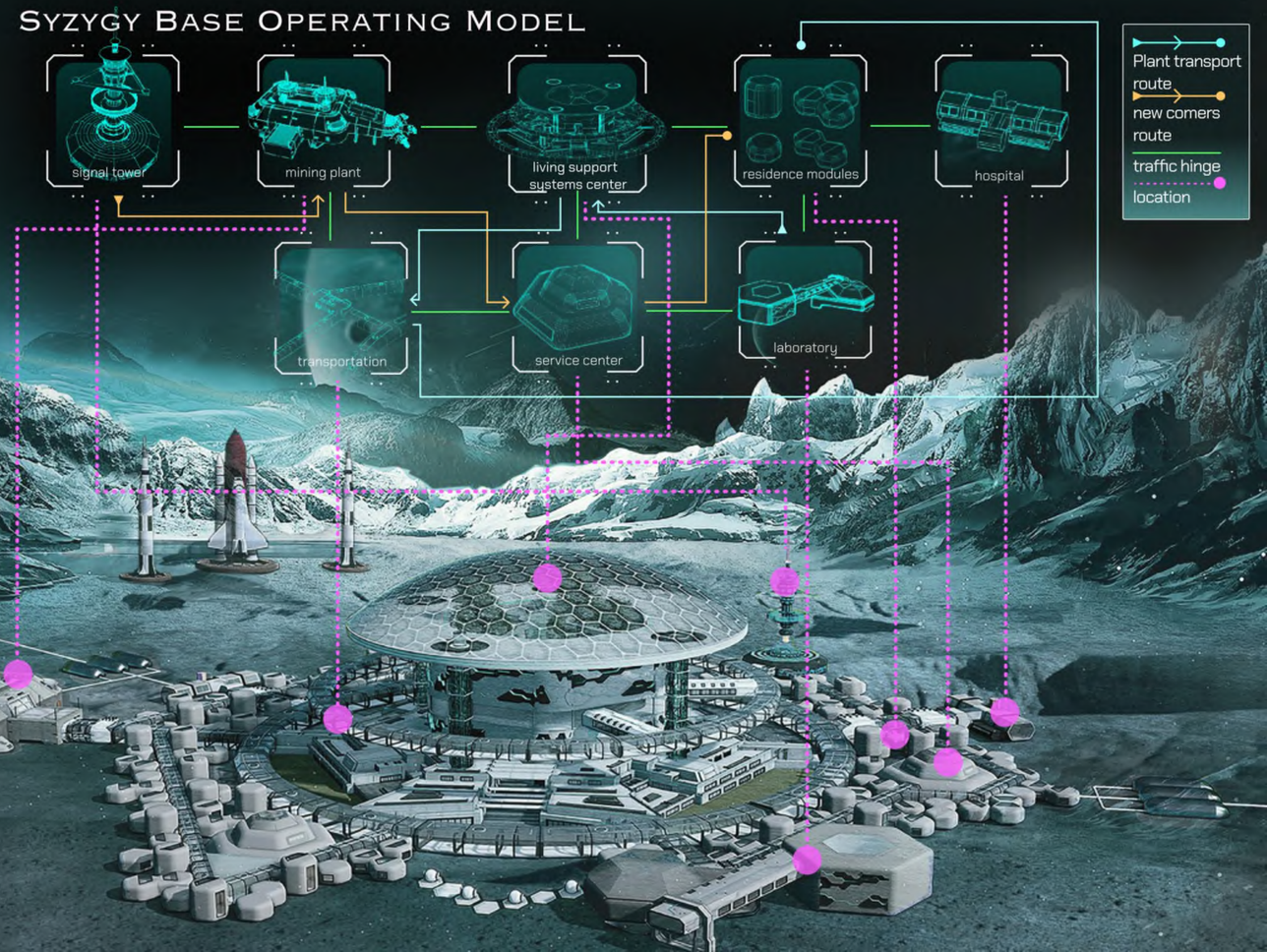


Number of people : 2
Area : 60m²
Users :
Function:
× 2 × 1 × 2
× 0 × 1



Number of people : 3
Area : 80m²
Users :
Function:
× 2 × 1 × 2
× 1 × 1

Syzygy Base Operating Model



SERVICE BLUEPRINT

STAGE	HONEYMOON PHASE		CRISIS PHASE		ADJUSTMENT		
EVIDENCE	Lunar settlement program publicity	Carrier ship lunar base	Traffic station Registration systems	Lunar Life Handbook	Residential distribution	Workstation &laboratory equipment	Lunar information application	Plant companion & adoption system
CUSTOMER JOURNEY	Take a training and preparation course for the moon	Depart for the lunar base and experience a short spaceflight	Arrive and register	Have a physical examination and register at the hospital	Enter the personal living area	Start research work and experimental projects	Learn the latest moon news and trends	Get a plant companion for company
LINE OF INTERACTION								
FRONTSTAGE	Lunar migration program promotion	Welcome to the moon	Immigration registration provided for identification and security checks	send the new arrivals to the hosiptal and record their health data	Allocate living areas for new arrivals		Lunar Social Media Community Establishmen	Exhibition of Plant Companion
TECHNOLOGY	Information integration	Moon-earth transportation		Transportation network	Individual residential area			Cultivation and Research of Plant Companions
LINE OF VISIBILITY								
BACKSTAGE ACTIONS	Information management system			Resource Scheduling and Management System			Application Development	Manage plant companions adoption and care records
LINE OF INTERNAL INTERACTION								
SUPPORT PROCESSES	Website and mobile app		Registration and immigration checkpoints		Residential facilities and social Spaces		Life support systems center	

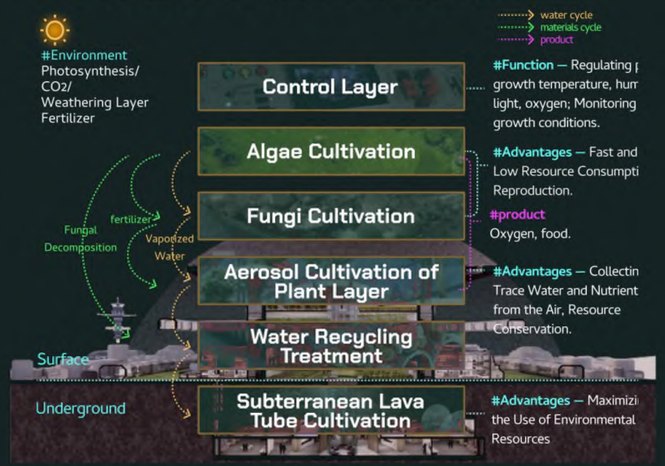
WELCOME TO SYZYGY BASE | LUNAR CROP CULTIVATION SYSTEM

PLANT SPECIES STUDY

"What plants can be grown on the moon?"



SUSTAINABILITY STRATEGY



PLANT COMPANIONS STUDY

"What is plant companions for?"

By using user-centric design principles, we must anticipate the potential needs of lunar inhabitants and explore the various roles that plants can play. our team's scenario simulations suggested that lunar newcomers may experience severe psychological distress, which can be alleviated by specially designed plants.

NEWCOMERS MENTAL PROBLEM

#1 Fear — fear of space and new environment. There will be shivering, chills of the body reaction, is the lack of security externalization.



#2 Loneliness — away from the familiar environment and social relations, people will feel lonely. In the more closed environment of the moon, it is better to have a listener.



#3 Stress — When researchers face high-pressure scientific work, they need to vent, and they may yell and cry



PLANT INSPIRATION

Projecting the behaviors and characteristics of Earth creatures onto plant companions evokes an emotional response from the Moon's inhabitants.





The plant responds to loneliness by emitting green and red light through luciferin production. It also reacts to conversation with the caregiver





Plants will shift to the role of comforter, and will produce soothing fragrances, such as pine and cypress, lavender, etc. Through the swaying of plant leaves, relieve mental stress.





PLANT COMPANIONS INSTRUCTIONS



INTERACTIVE MODE

human
fear/insecurity

#trigger
hug

#feedback
Produce meditative music through electrical biosignals

plant companions
protector



INTERACTIVE MODE

human
Lack of companionship and communication

#trigger
talk&pet

#feedback
Stroboscopic and discolored

plant companions
listener



INTERACTIVE MODE

human
decrease in immunity

#trigger
hug

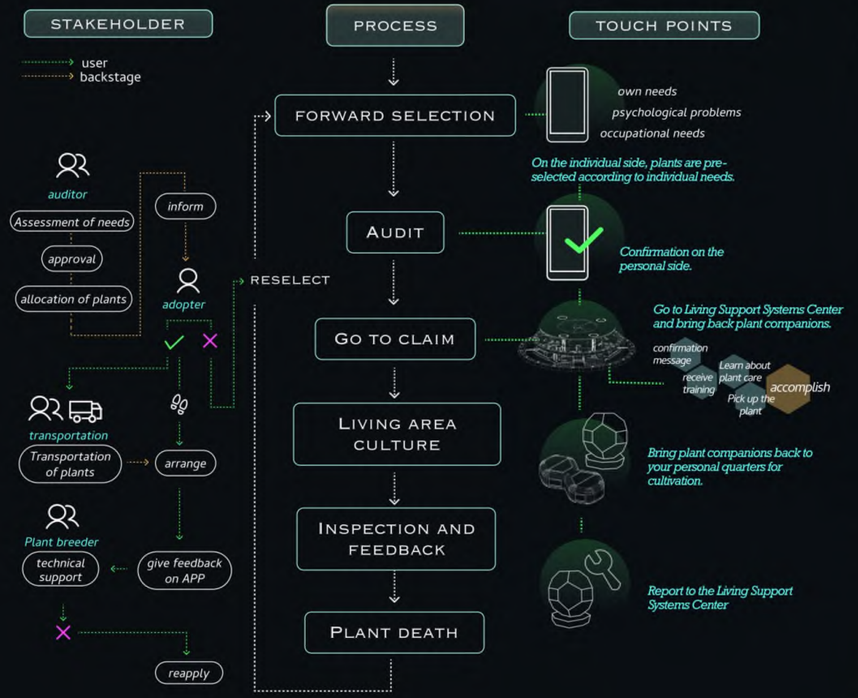
#feedback
To give off fragrance; Volatilize plant hormones that boost immunity.

plant companions
conciliator

PLANT COMPANIONS ACQUISITION PROCESS

"How do we get a plant companion?"

When residents needs a plant companion, they needs to go through the process of application - selection - training - to receive.



USE SCENARIOS





INDOOR EFFECT

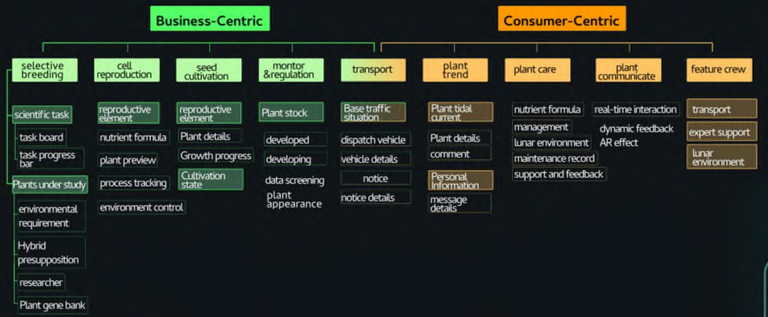


4 WELCOME TO SYZYGY BASE

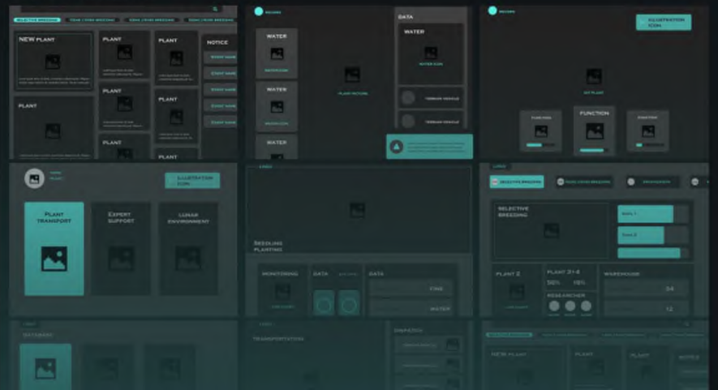
INTERFACE DESIGN

The interface design consists of two parts, the first is a plant breeding research system for researchers, and the second is a plant companion application design for lunar residents.

INFORMATION ARCHITECTURE



LOW FIDELITY



HI-FIDELITY PROTOTYPE

TO RESEARECH

Life laboratory
Life Sciences Research Team

- **Gene crossing & breeding**

The plant gene hybridization experiment will be carried out at this interface, and the experimental results will be evaluated according to the progress and status of the plant hybridization.

task board





- **Breeding monitoring**

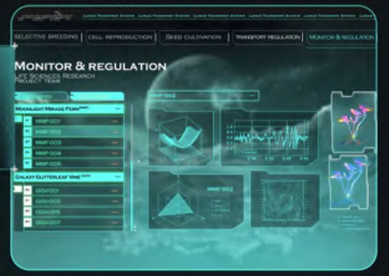
The cultivated plant mates will be planted on a large scale in this stage, and the monitor will record the status of the seedlings at all times.

Life laboratory bioengineer

Plant culture room Cabin environment controller

- **Monitor & Regulation**

The Overview of cultivated plants, including both developed and developed plants, integrates all information about existing plants and acts as a warehouse preview.

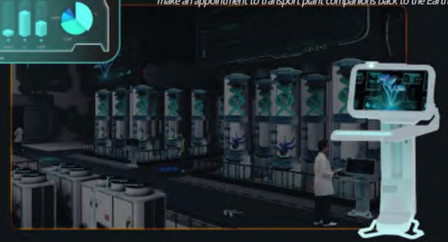


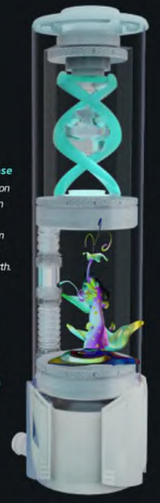


dispatcher Transportation Base

- **Transportation**

The transportation base will be responsible for the daily transportation of resources in the lunar base, but also to undertake plant companion distribution services, the transportation center has different transportation services for the research office and users, one is within the scope of the lunar base distribution services, another is users can make an appointment to transport plant companions back to the Earth.





TO USERS



Application

- **Personal Plant Interface Home Page**

Here you can see the latest plant research and development results of the lunar base and learn about new plant trends.



dorm

- **Maintenance System**

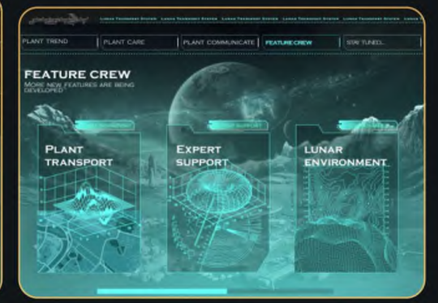
Automated AI maintenance system to ensure plant survival and provide helpful feedback.



dorm

- **Human-Plant Interface**

When people interact with plants, the real-time working status of plants will be displayed and interaction records will be stored.



Application

- **Other Functions**

Other non-core functions are integrated, such as plant transport, expert advice, lunar environmental conditions and more.

OTHER WORKS

01 CHANGHONG AI LABORATORY·INNOVATIVE PRODUCTS OF HOUSEHOLD CLEANING ROBOTS

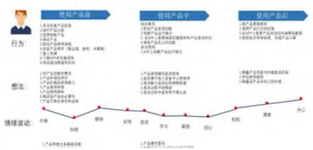
Group Project
2021.05 - 2021.07

Overview

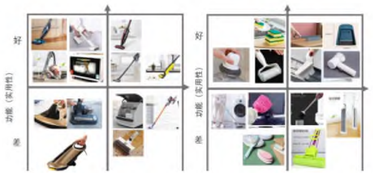
CHANGHONG, a leading Fortune 500 company, recognized the importance of tapping into the preferences of the 1995-2000 demographic, crucial future consumers. To meet the needs of this group, we embarked on designing a home sweeping robot. Transitioning from designers to active participants, we developed over 10 concept definitions through extensive research and analysis.

User Research And Definition

By analyzing users' habits and value propositions, we explore the future trends of users' lifestyles and combine them with their needs to create breakthrough products.



Competitive Analysis



11 Typical Group User Profiles

Housekeeping Service Consumers

Young Perma-Generation

People With Pets → This is the demographic that I primarily focus on.

Lazy People

Three-Child Family

Rent Group

Summary



Concept cleaning products towards **ecological** and **emotional** trends.

Concept Idea Sprint Workshop

The workshop phase involved 28 students, including graduate and undergraduate students. We went through a product definition phase, analyzed the user needs of the target group in small groups, and user tested the conceptual product. Our group focused on people who live alone, and my direction was focused on people who live alone and have pets.

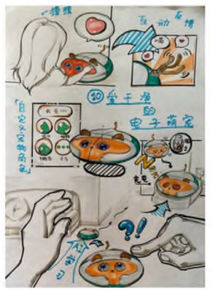




Product Definition

For the post-90s "lazy" pet raising families, to create emotional interactive intelligent clean electronic pets, to build a relaxed, warm and interesting lifestyle and family relationship.

Sketch









Concept 2

Lightweight cleaning robot







Reduce product height to adapt to complex home environments.

02 JI MENG

RECORDING DREAMS:

Rroup Project
2021.11 - 2021.12

Slogen "An APP that **instantly** records and shares your dreams."

Inspiration

One-third of human life is spent in bed, dreaming is a common activity; some time ago the "sleep economy" fire, so that people pay more attention to this piece of rest and sleep time becomes more, the frequency of dreaming will also increase, but the market tends to be blank for the dream recording products...

Pain Points

No specific app, lack of recording methods.

Opportunity

Demand without product, support for multiple entry methods to improve input efficiency, dream timeline (review).

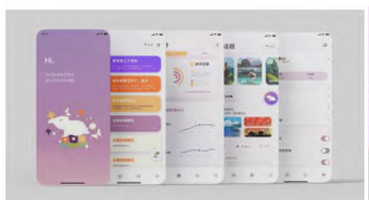
Demand Analysis

Basic Needs Quick and convenient recording method

Expectant Demand Supports a variety of input methods, such as voice entry, voice to text, graphic entry

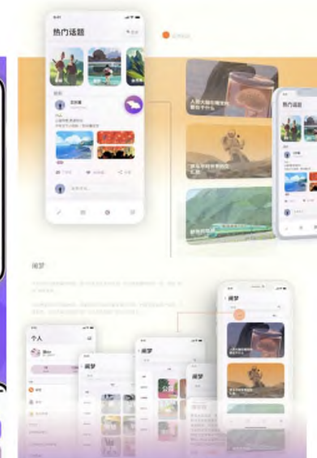
Excitable Demand Statistics timeline, dream interpretation and other sub-functions to increase app playability and stickiness.

Outcome









03 THE INNOVATION OF HEADREST

Group Project

2021.10



Product Design

Exterior Design

Enterprise

CHANGHONG 长虹

Product Definition

With the headrest or U-shaped pillow as the basic form of the product, the built-in sound meets the needs of users for audio-visual enjoyment while supporting the user's head and neck to ensure comfort.



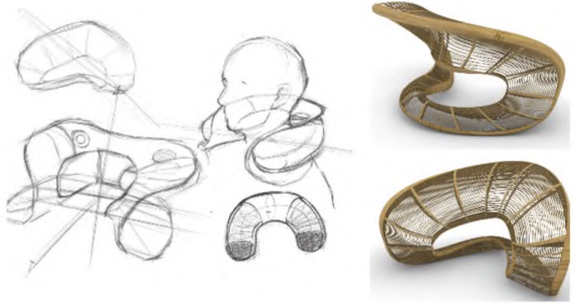
HEADREST + HIDDEN SOUND = COMFORTABLE PERSONAL SPACE

Sketches



Concept of Exterior

The organic form obtained by morphological deduction is combined with bamboo weaving technology.



CMF Design

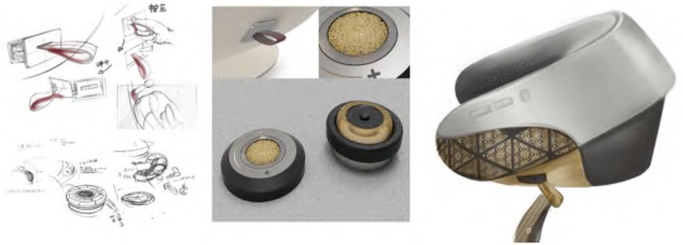
- **coulor** BAMBOO PRIMARY COLOR NEUTRAL COLOR
- **material**

Bamboo is a traditional and eco-friendly material with a short growth cycle of 3 to 5 years, making it highly sustainable. It possesses natural antibacterial, anti-mite, and anti-odor properties. Additionally, its toughness ensures reliable support for neck pillows.



Acoustic components and use

Use twist or touch slide. Charging port and lanyard design, convenient storage.



Outcome



04 THE INNOVATION OF HEADREST

Personal Project

2022.3





Cultural And Creative Product Design

Enterprise

圓明園 Yuan Ming Yuan Garden

Product Definition

Based on the functions of Yuanmingyuan Royal garden derived from Yuanmingyuan elements of the desktop microlandscape products. It presents a conceptual product to improve the happiness of life. By refining the present appearance of Yuanmingyuan architecture, people can imagine her in its heyday, and achieve a kind of effect of recalling the present and the past.

inspiration



BEFORE

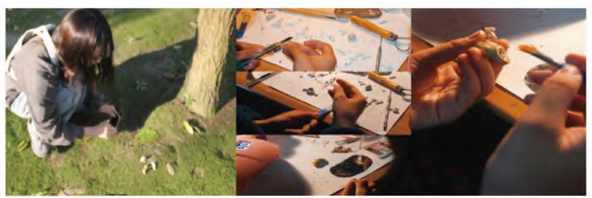


NOW

In the past, Yuanmingyuan was also built as a private imperial garden, and the small landscape is equivalent to the continuation of the functions and functions of the Yuanmingyuan.

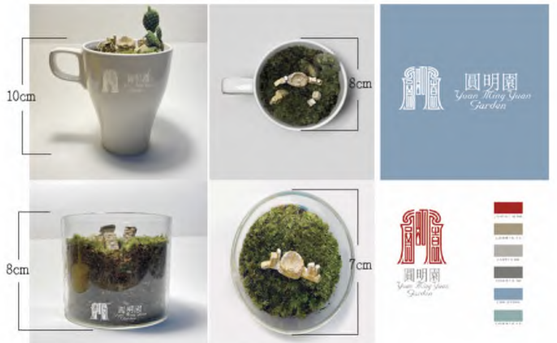
Although the Old Summer Palace is no longer magnificent, it is now full of new green vitality. It also meets the basic components of microlandscape.

process



Product Size

Divided into two carriers, glass bottles and ordinary ceramic cups



Package Design

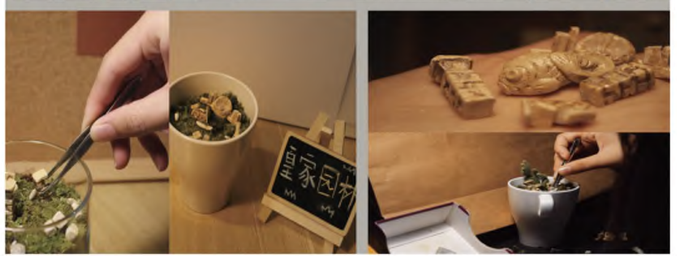


Outcome









05 A NICHE TRAVEL APP

Personal Project

2024.02



App Design

Event Planning

Enterprise

Siguworks

Product Definition

It is an efficient and interesting travel tool product, which can solve the problem that the target crowd can quickly take the perfect travel photos even in the short time travel.

Target users

STUDENTS

BEGINNER IN PHOTOGRAPHY

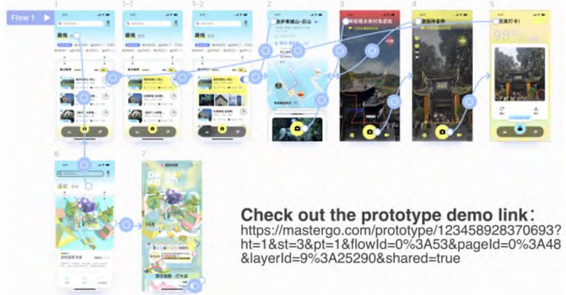
SOCIAL MEDIA SAVVY

Core Function

\+ =

This product offers an all-in-one travel photography solution, including intelligent planning of the best photo-taking routes, challenge tasks with incentive mechanisms, and social sharing and interaction features.

prototype

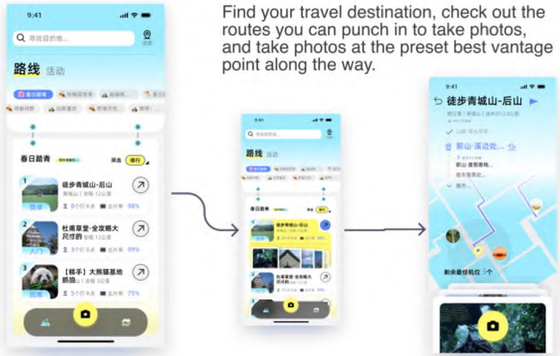


Check out the prototype demo link:
https://mastergo.com/prototype/1234589283706 93?ht=1&st=3&pt=1&flowId=0%3A53&pageId=0%3A48&layerId=9%3A25290&shared=true

Outcome

- **step 1**

Find your travel destination, check out the routes you can punch in to take photos, and take photos at the preset best vantage point along the way.





- **step 2**

Use AR recognition technology to perfectly align the lens with the scenery, and obtain filters, stickers and other props according to the completion of the shooting results.

Event promot

A promotion that inspires users to share their photos on social media.

