

**DESIGN**

CRITICAL

PRODUCT

APPLICATION

SERVICE

**2022 PORTFOLIO.**

2022 PORTFOLIO.

2022 PORTFOLIO.

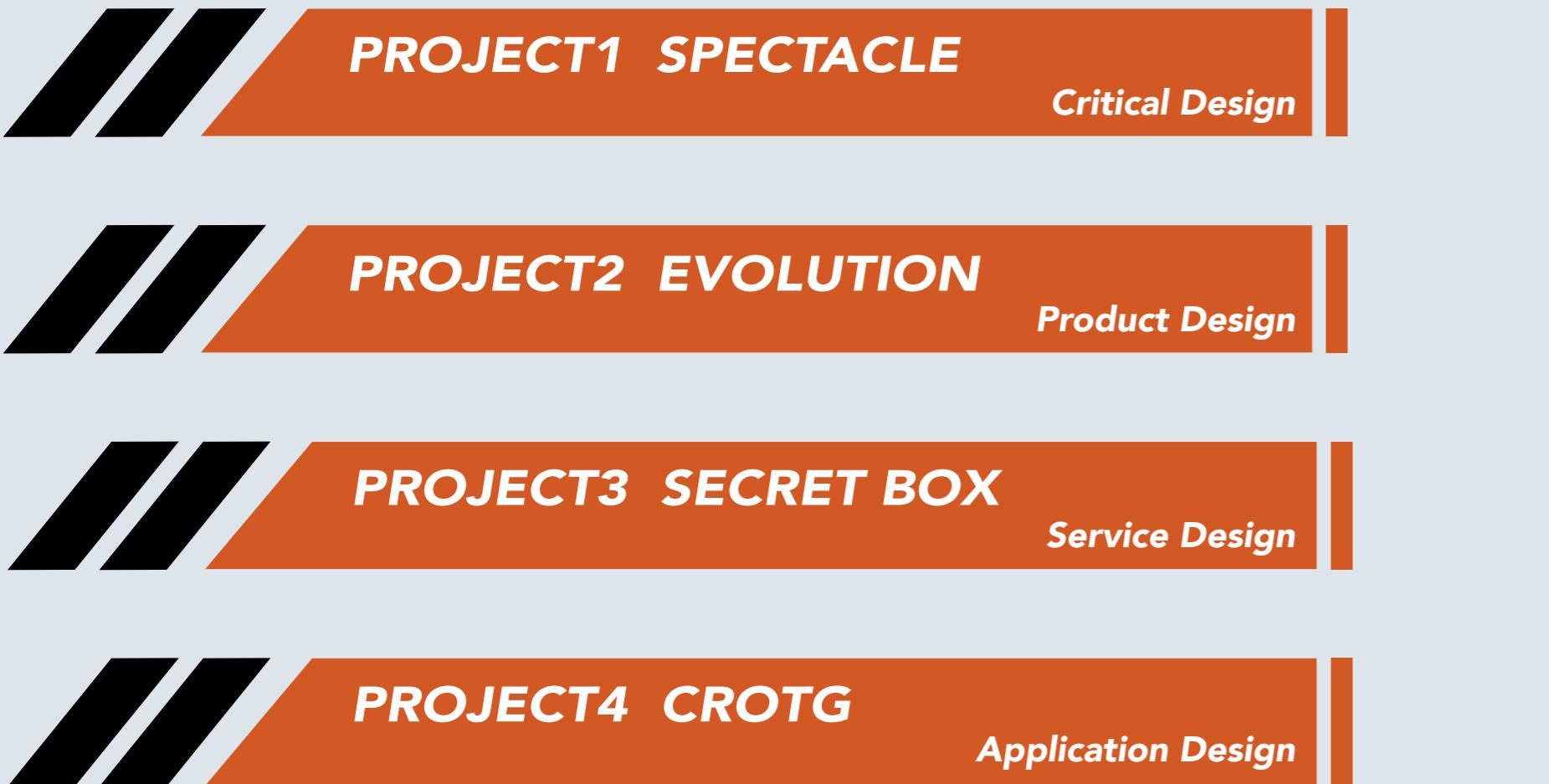
2022 PORTFOLIO.



**DESIGNING THE FUTURE FOR HUMANITY**

DESIGNING THE FUTURE FOR HUMANITY

# CONTENTS



# RESUME



//

I am a designer who is a good observer of the world. My design concepts are based on deep social issues. The main goal is for people to evolve in some sense.

//

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Nanjing University of The Arts

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## Skills

Adobe photoshop

Adobe Premiere Pro

Adobe Illustrator

Adobe After Effects

Maxmsp

Figma

Maya

Arduino

# SPECTACLE

**Critical Design | Individual Work | 2021.7-2021.9**

In this material world, the capitalists are gods and we are all slaves. I work hard every day to make up for the high price of housing. I want to buy my girlfriend a diamond ring because it represents love. I want to buy luxury goods because they represent wealth. Yet it's all a scam, this is the Society Of Spectacle , and we are the Spectacle .



# BACKGROUND

## 1. Society Situation



In 2021, US house prices are set to grow at the fastest rate in over 30 years. Today, houses, luxury goods, diamonds and Netflix are an important part of most people's lives.



## 2. Why purchase



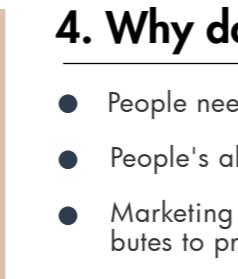
Luxury goods

Diamond

House

Internet celebrity

- Represent the honorable status
- Represent the symbol of love
- Represent the symbol of money and status
- Represent the symbol of high visibility



## 5. What does it mean

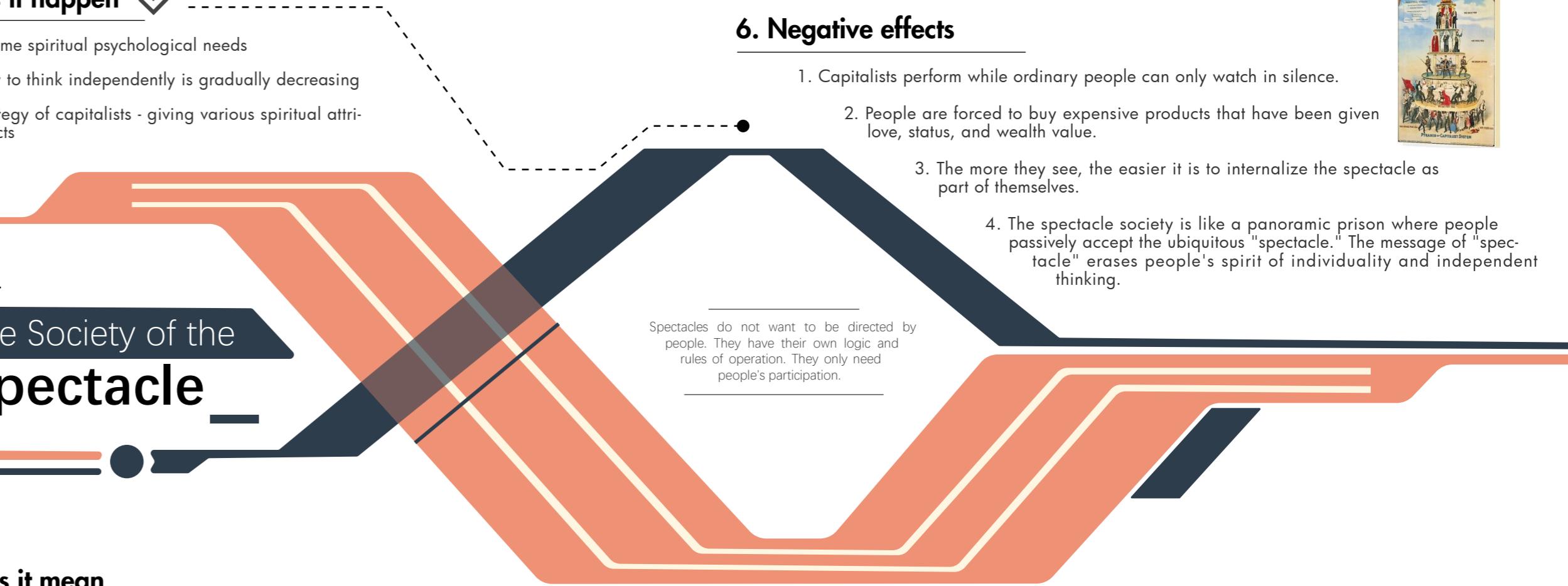
The term comes from the contemporary French famous thinker Guy Ernest Dobord, who published "The Society of the Spectacle" in 1967. The concept was intended to expose the shortcomings of capitalist society, and the construction of "the society of the spectacle" became an inherent and inevitable logic of capitalist economic development.

## 4. Why does it happen

- People need some spiritual psychological needs
- People's ability to think independently is gradually decreasing
- Marketing strategy of capitalists - giving various spiritual attributes to products

## The Society of the Spectacle

1967  
Guy Debord



## 6. Negative effects

1. Capitalists perform while ordinary people can only watch in silence.
2. People are forced to buy expensive products that have been given love, status, and wealth value.
3. The more they see, the easier it is to internalize the spectacle as part of themselves.
4. The spectacle society is like a panoramic prison where people passively accept the ubiquitous "spectacle." The message of "spectacle" erases people's spirit of individuality and independent thinking.



## 7. The result

Dobord wants to emphasize that spectacle is "the basic constitutive principle of a modern society dominated by appearances." In modern society, one's life is comprehensively landscaped.

In a spectacle society, the objects of consumption are not concrete goods but intangible information and intelligence.

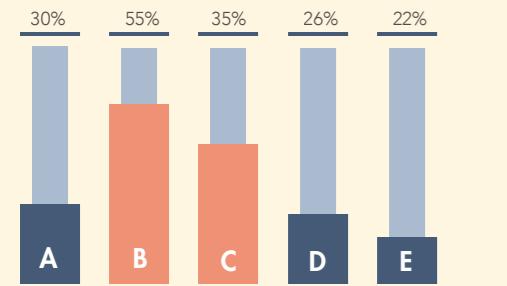
# QUESTIONNAIRE

## Attitudes to luxury

### Prevalence of luxury goods

More people feel that luxury items such as LV, Chanel and Dior are already prevalent in their lives.

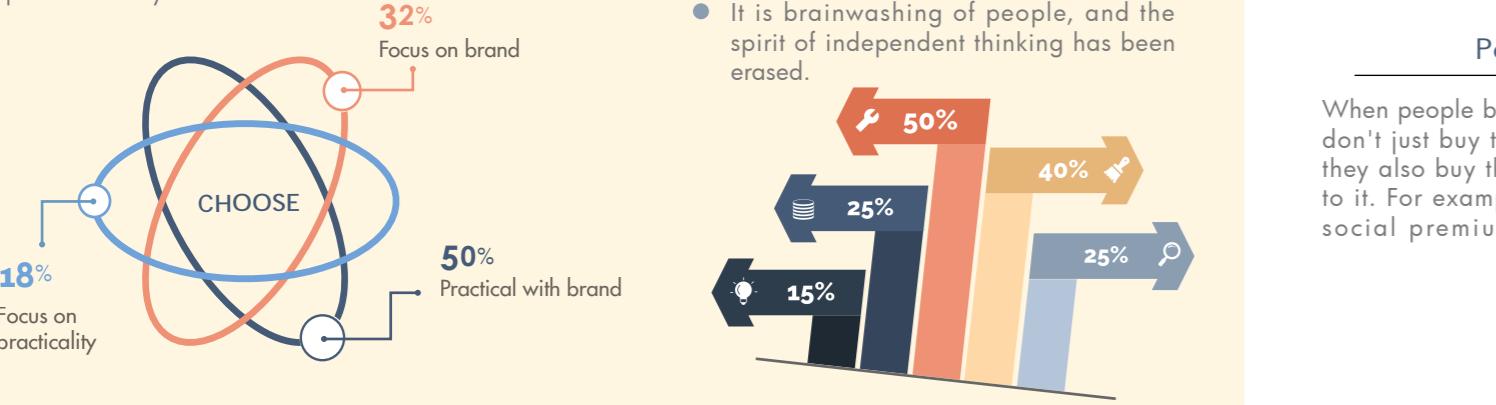
### What it is



- A Artwork
- B Goals to strive for
- C Spiritual beliefs
- D Don't need it
- E Never pay for it

### Purchase demand

What people are looking for in a product to buy .



# Attitudes to Internet celebrity ANALYSIS

## Attitudes to Internet celebrity

### Fun

More than 30% of people think internet celebrities bring joy.

### Positive

Only 17 per cent felt that Internet celebrity brought positive energy.

### Negative

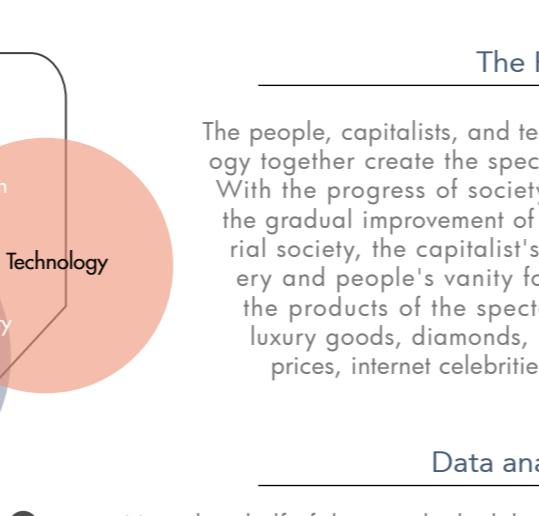
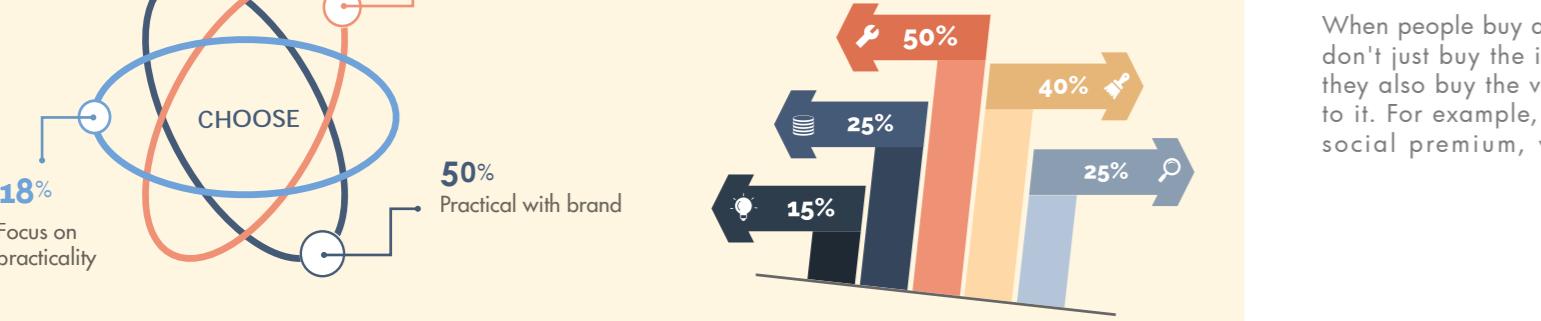
A significant portion of people (27%) think internet celebrities can make money by selling goods and taking advertising. They always have a team behind them.

### Critical

A small number of people (7%) think internet celebrities are cheap, low barrier, and get traffic through some claptrap.

## Attitudes to spectacle

- It is a sign of social progress.
- Ordinary people are just dominated and impersonal "tool people".
- It is a kind of exploitation of people by capitalism.
- A large number of things have been given undeserved elements.
- It is brainwashing of people, and the spirit of independent thinking has been erased.



## The Facts

The people, capitalists, and technology together create the spectacle. With the progress of society and the gradual improvement of material society, the capitalist's trickery and people's vanity formed the products of the spectacle - luxury goods, diamonds, house prices, internet celebrities, etc.

## Data analysis

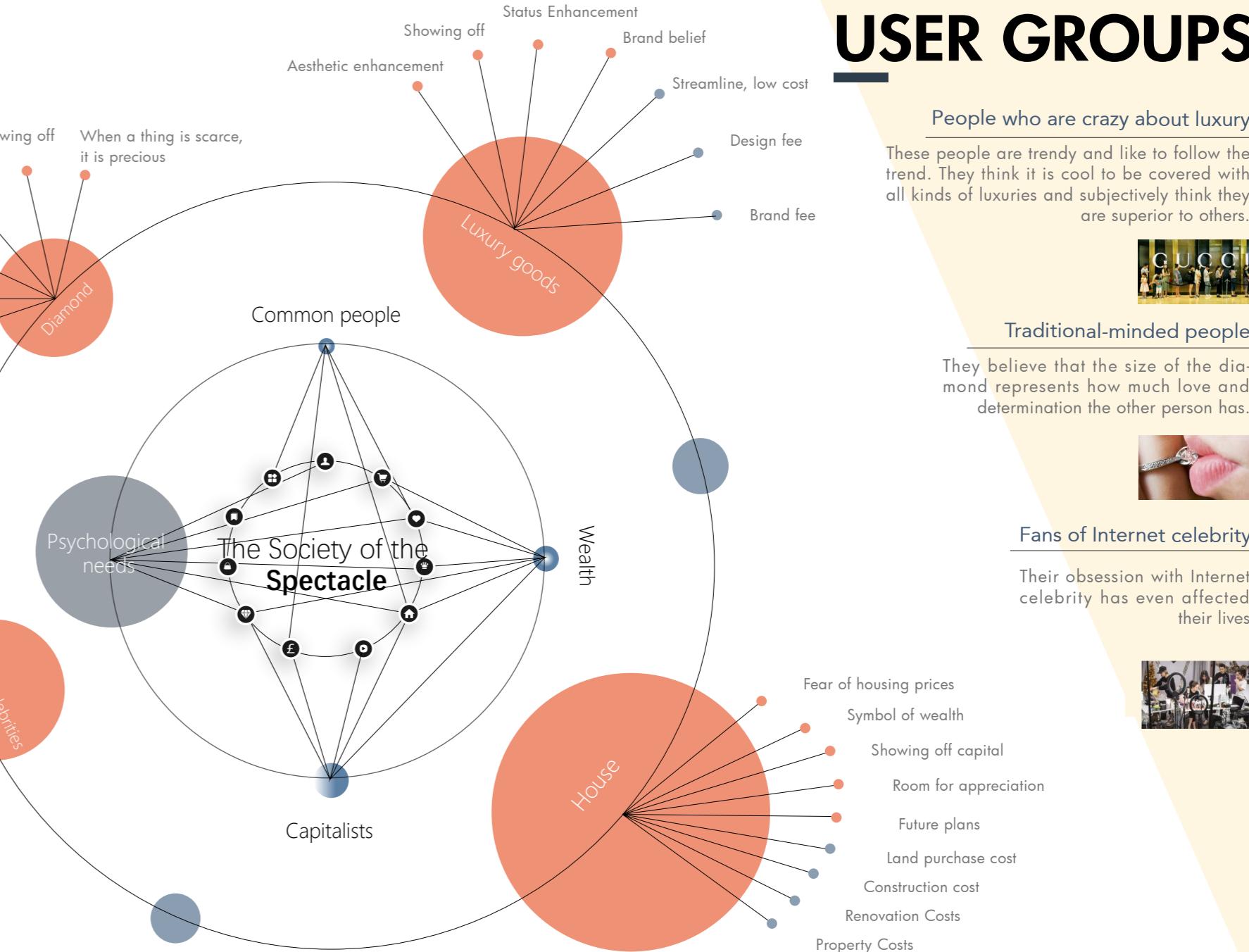
- 1 More than half of the people think luxury is the goal of hard work.
- 2 Most people think that mere practicality is no longer enough.
- 3 All types of internet celebrities have been integrated into people's lives.
- 4 People can't change this society even if they know it is a capitalist trap.

## Personal feelings

When people buy a product, they don't just buy the item itself, but they also buy the value attached to it. For example, brand value, social premium, value-added space, etc.

## Personal Conclusion

A spectacle society that consumes for spiritual satisfaction and even for social purposes is pathological. However, you and I are part of the spectacle. No one can escape. This society has been completely landscaped.



# USER GROUPS

## People who are crazy about luxury

These people are trendy and like to follow the trend. They think it is cool to be covered with all kinds of luxuries and subjectively think they are superior to others.



## Traditional-minded people

They believe that the size of the diamond represents how much love and determination the other person has.

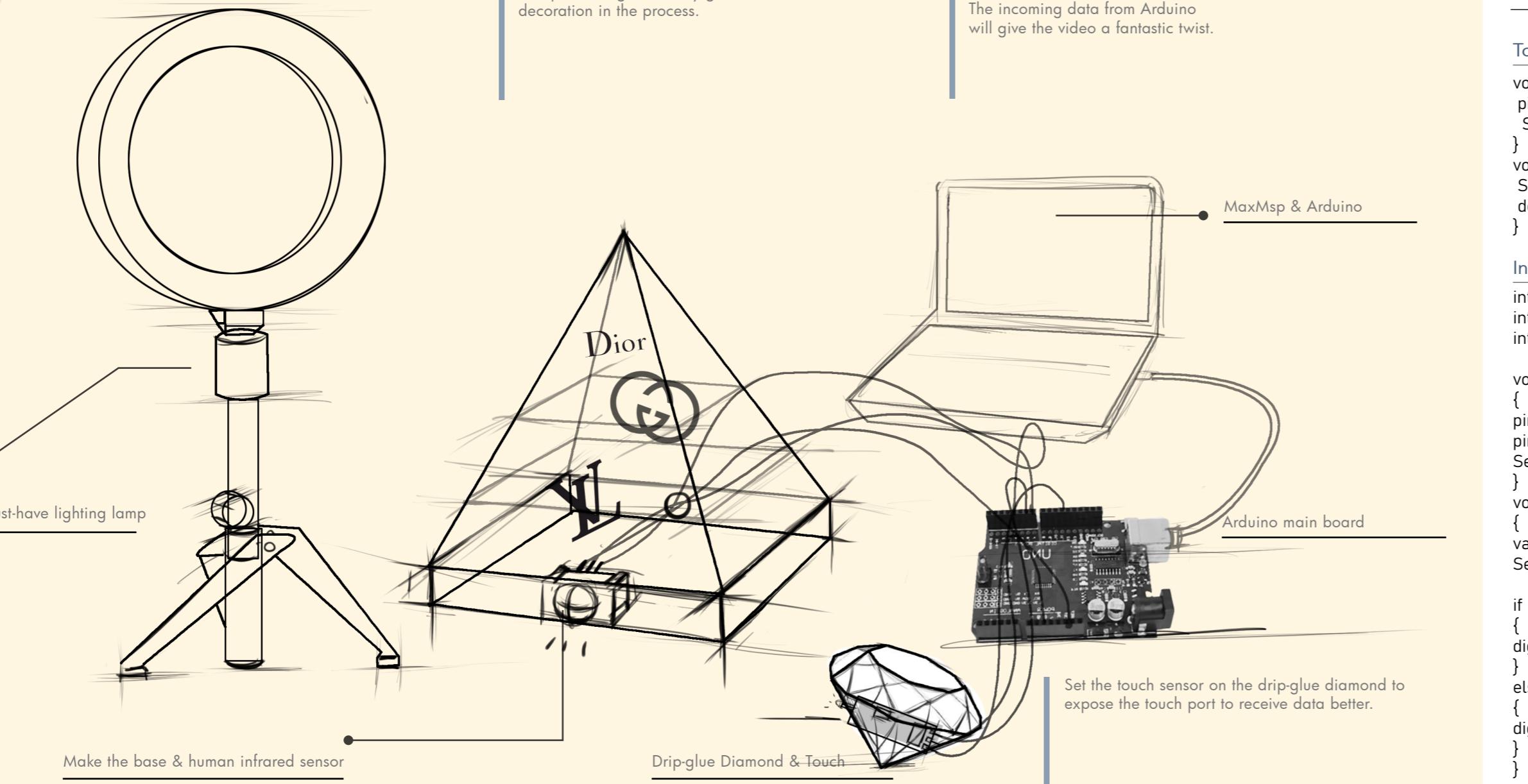


## Fans of Internet celebrity

Their obsession with Internet celebrity has even affected their lives



# SKETCH



Make a pyramid made of drip glue and put the logo of luxury goods as decoration in the process.

Run Maxmsp and run the code for the designed video special effect. The incoming data from Arduino will give the video a fantastic twist.

# CODE

## Arduino sensor code

### Touch Sensor

```
void setup() {  
    pinMode(A5,INPUT);  
    Serial.begin(9600);  
}  
  
void loop() {  
    Serial.println(analogRead(A5));  
    delay(200);  
}
```

### Infrared sensors

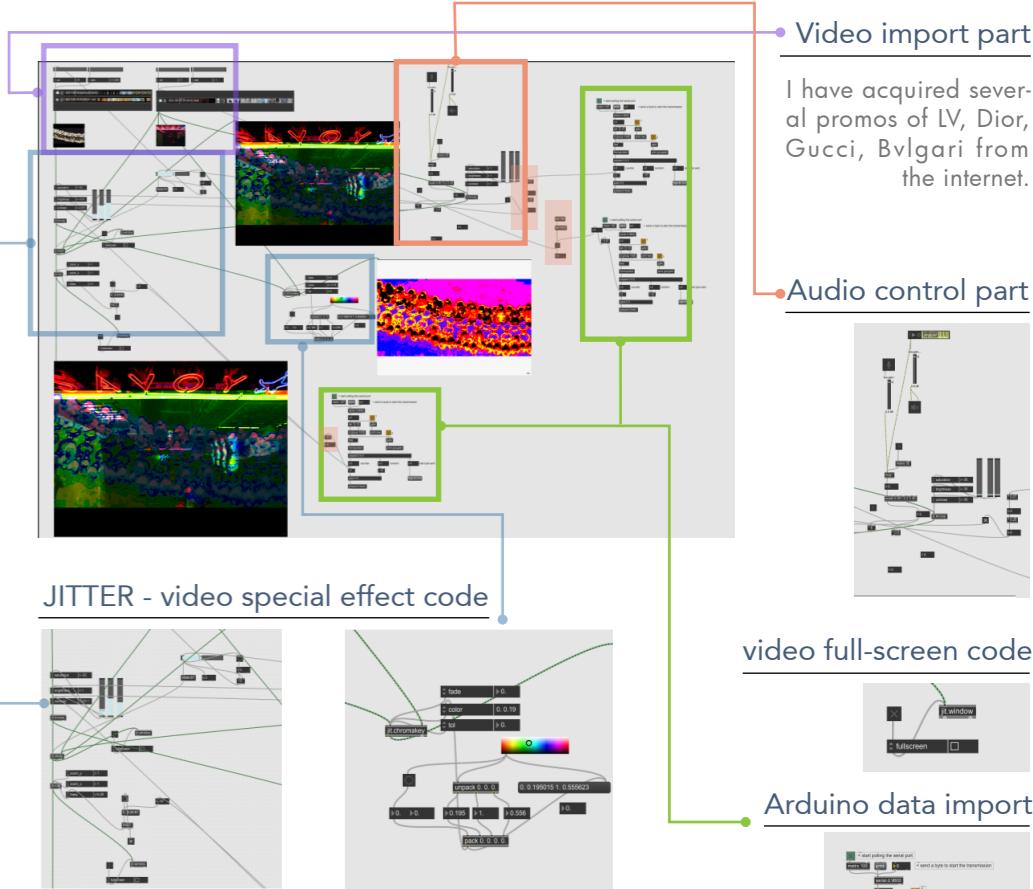
```
int PIR_sensor = A5;  
int LED = 13 ;  
int val = 0 ;
```

```
void setup()  
{  
    pinMode(PIR_sensor,INPUT);  
    pinMode(LED,OUTPUT);  
    Serial.begin(9600);  
}  
  
void loop()  
{  
    val=analogRead(PIR_sensor);  
    Serial.println(val);  
  
    if (val>150)  
    {  
        digitalWrite(LED,HIGH);  
    }  
    else  
    {  
        digitalWrite(LED,LOW);  
    }
```

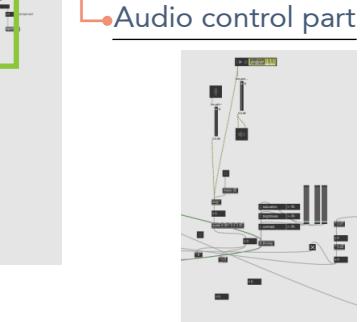
The code uses the JITTER part of Maxmsp, which uses jit.xfade, jit.rota, jit.brcosa, jit.chromakey.

Xfade - allows two videos to merge with each other.  
Rota - gives the video a jittering and rotating effect.  
Brcosa - allows users to adjust the video from three angles: saturation, brightness, and contrast.  
Chromakey - allows the user to choose the color tone of the video freely.

## The Code of maxmsp



I have acquired several promos of LV, Dior, Gucci, Bvlgari from the internet.



### video full-screen code



### Arduino data adjustment



# PROCESS

## Model making

01 The first time production failed due to a problem with the A and B glue combination.



02 I used more luxury goods logo, gold dye, and green dye to create a 15x15x15cm pyramid, which took five days.



03 Next, after getting familiar with the production of drip glue, I created a diamond.



## Build up sensor & Arduino testing



I chose to attach a touch sensor to the drip-glue diamond.



I handcrafted a special cardboard box for the logo pyramid that will hold the sensor. I set the infrared sensor on the box.

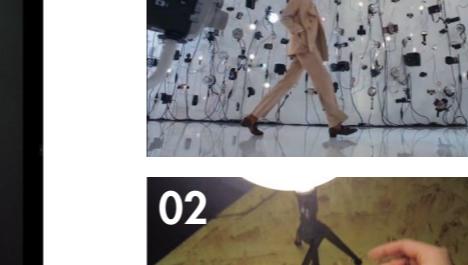
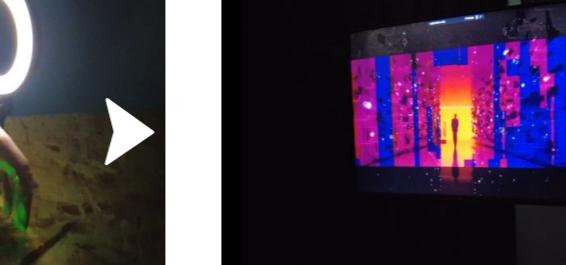


Wire transfer of all devices, code adjustment and testing.  
Sensor - Arduino  
Arduino - Maxmsp  
Maxmsp - Monitors

# PRODUCTS

## Infrared sensors & Jit.xfade

When the infrared sensor senses the human body, a splendid superimposed video will appear on the screen, and the video will return to normal. It means that when people notice the luxury logo, the video is no longer pure but starts to give brilliant changeable color.



Real-time screen with the sensor triggered

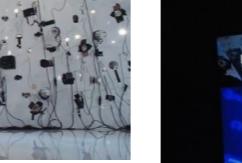


Using jit.brcosa multi-angle adjustment and then activating jit.xfade with the data from the sensor, the splendid screen is created by fusing two videos.

## Infrared sensors & Jit. rota

When the human body stays with the infrared sensor for a while, the video will trigger the xfade effect and the crashing effect of rota. The video will quickly flip. The effects represent the products forced to give a certain spirit can not live long in the world; sooner or later, there will be an end to the day.

01



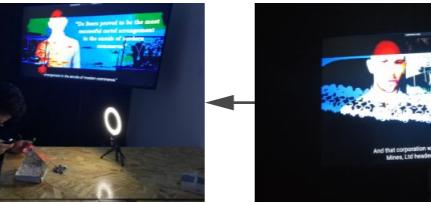
03



02

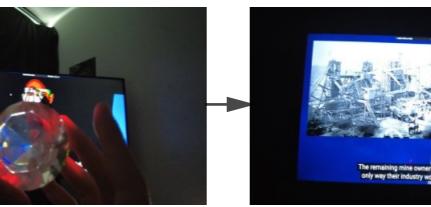
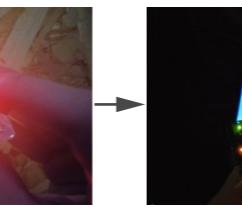


## Touch Sensor & Jit.xfade



2. Diamonds made from drip glue are used to satirize the idea that diamonds represent love propagated by capitalists.

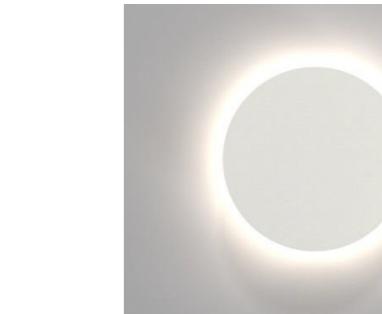
1. In the video, it is a YouTuber who is revealing the truth about diamonds. However, the picture is obscured by an additional video.



3. When the user touches the touch sensor on the diamond, the additional picture in the video disappears and starts telling the user the truth about the diamond.

## Internet Celebrity

Use the lighting lamp that internet celebrities can't live without. Satirize the multi-layer filter behind internet celebrities



# VIDEO

## Vimeo & Youtube

I carefully edited a two-minute shooting video and added a voiceover as well as subtitles. I've edited a fantastic title to satisfy the audience, and I genuinely look forward professor to watching it!

<https://youtu.be/cKux0zHKNSM>

<https://vimeo.com/641043108>

## Interactive Device





# EVOLUTION

Product Design | Individual Work | 2021.5-2021.7

Human sight and hearing are limited. Recently, Google glasses, HoloLens and Magic Leap One have made me know

AR technology. I want to create a product that allows people to have better vision, better color vision, better hearing range. This device will really allow people to evolve.

Casper

## BACKGROUND

### Human Eyes

The human eye is the best of the mammals .

The human eye has cutting-edge features such as interactive imaging, motion focus, and intelligent sensing.

Our eyes have three types of cone cells, which allow us to understand color, and one type of rod cell enables us to see in the dark but has little color recognition ability.

### Human Hearing

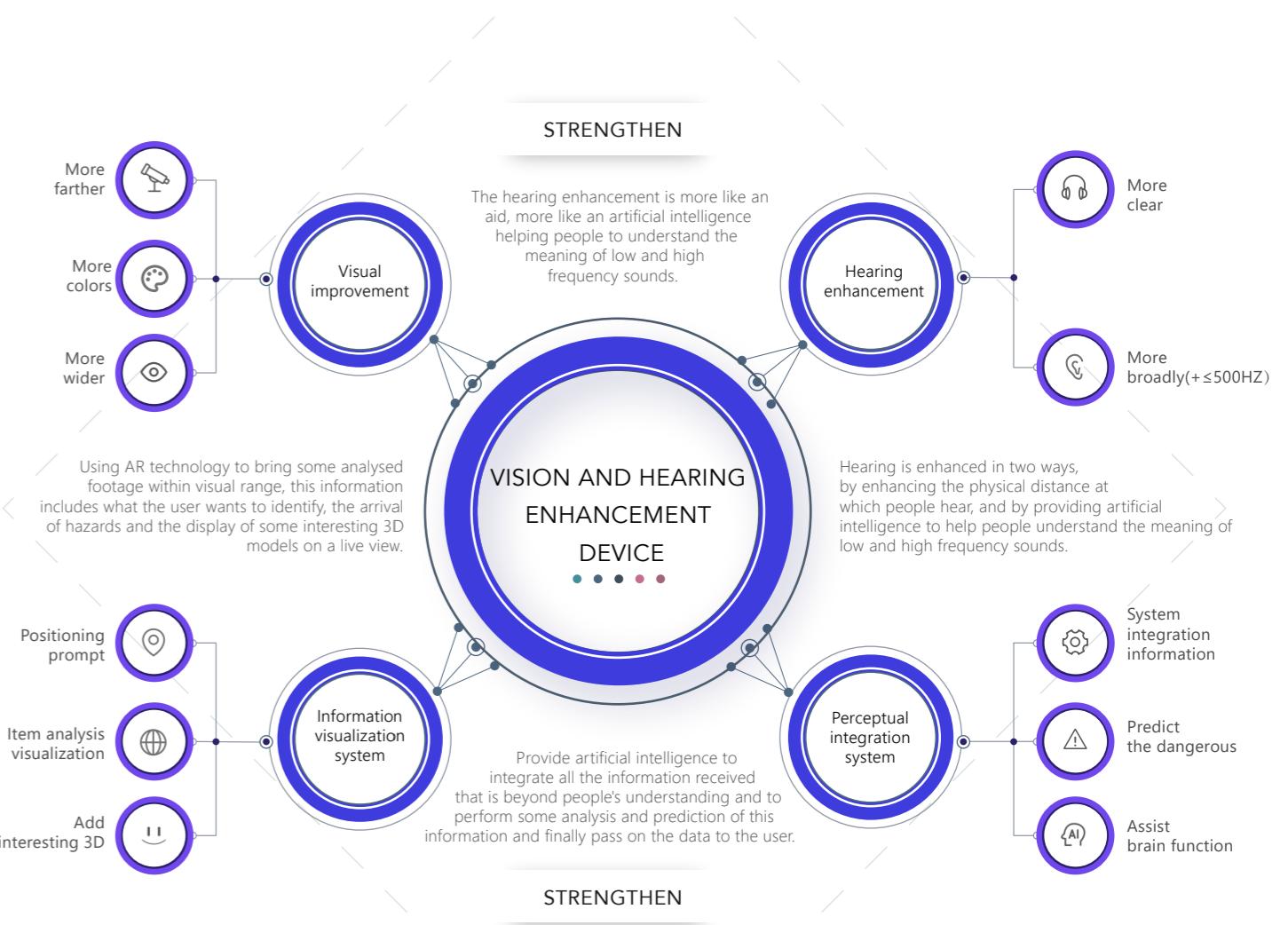
Hearing can be as low as 0 decibels and as high as 120 decibels. The frequency of a sound is the pitch of the tone, which can be felt by normal people in the range of 20 to 20,000 Hz.

### Limit Of Human Vision And Hearing

Humans have only three types of visual cone cells and can see minimal colors compared to non-mammals.

When humans look for a particular object, they often miss things whose size does not match the rest of the scene.

Humans have a minimal range of hearing and are unable to perceive low and high frequencies. Unable to judge some signals, such as natural disasters like earthquakes, or to understand signals from other organisms.



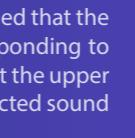
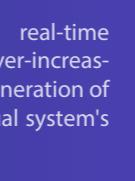
## RESEARCH

### Technology & Human

About 8% of all humans are red-green blind in males and about 0.5% in females.



The perceptual limit of the human visual system is estimated at a maximum of about 15 million variable resolution pixels per eye.



Augmented reality technology , that allows people to apply and interact with virtual worlds on real-world screens.



AR Glass is a product with a sci-fi twist and avant-garde technology pioneered by Google. But its functionality is limited to taking photos, recording videos and answering phone calls.



Microsoft HoloLens 2, better than Google Glass. the spatial recognition and positioning of the HoloLens is excellent. The downside is the poor picture quality.

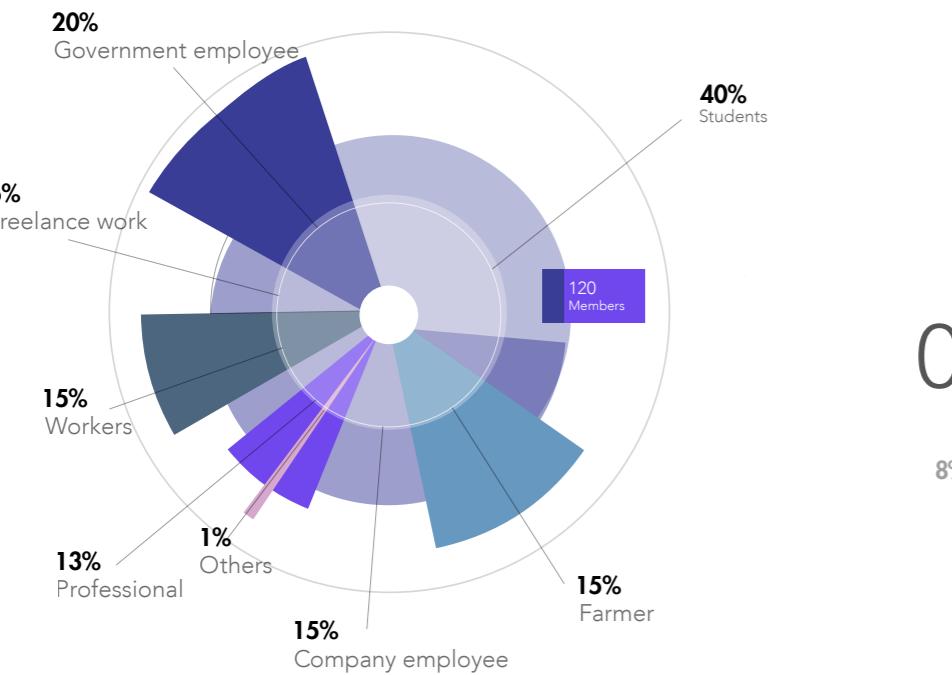
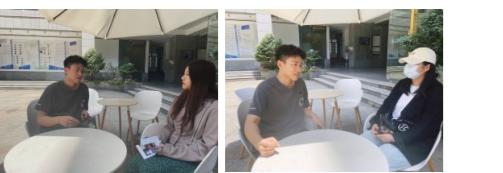


# INTERVIEW

## 01 Participant information

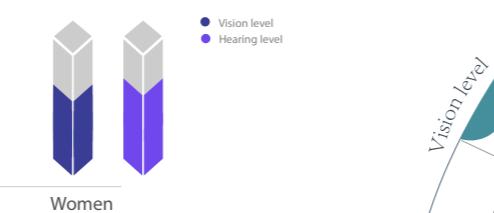
The survey included people of different occupations and ages

For the diversity of the data, I investigated three age groups with the same number of people, namely 0-17, 18-30, and 31-50.

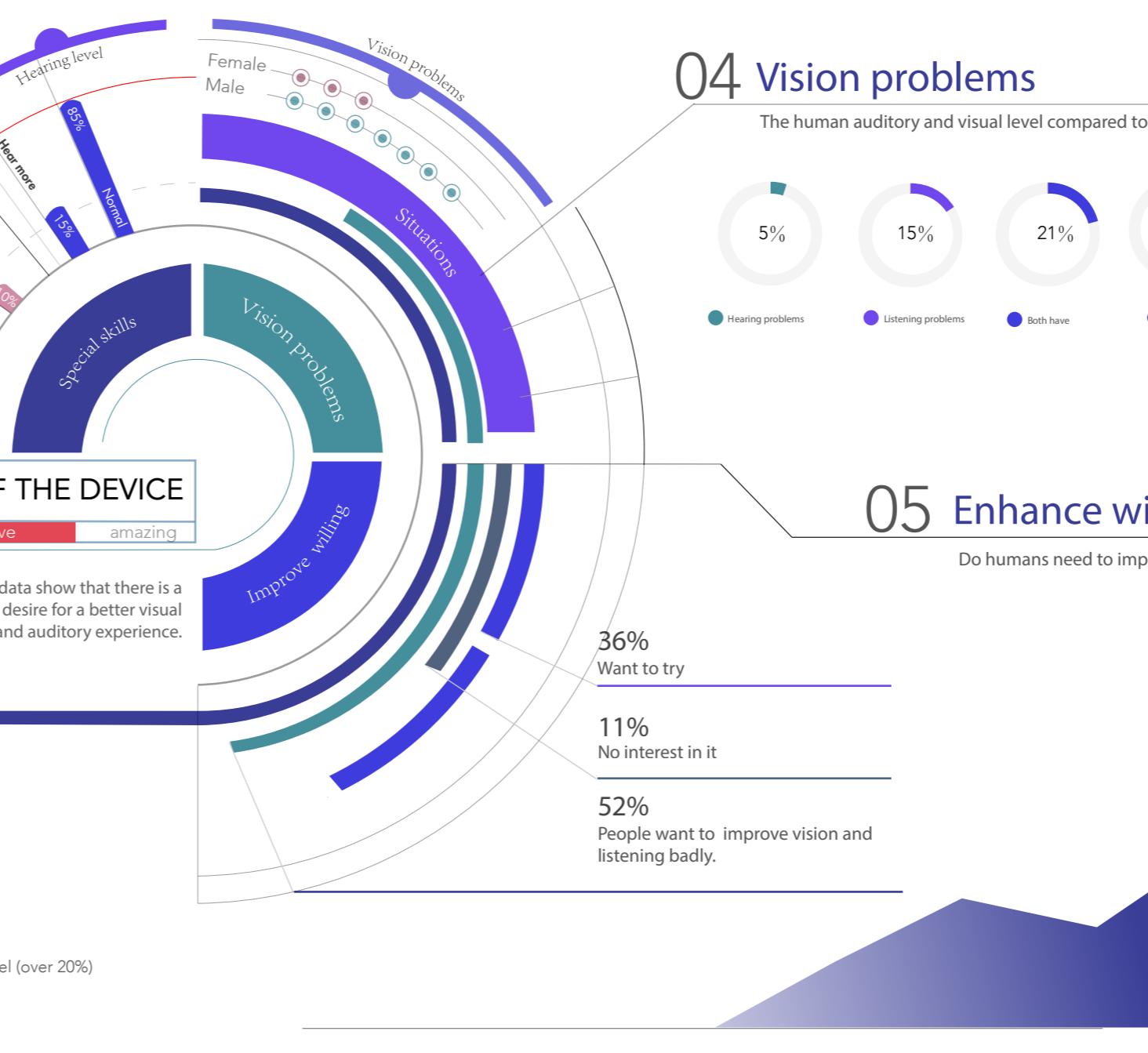


## 02 Hearing and vision level

The human auditory and visual level compared to the rest of the planet

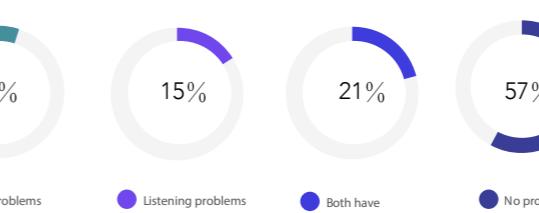


According to research, women have better vision than men, which is usually reflected in their sense of color. Men and women have similar visual abilities.



## 04 Vision problems

The human auditory and visual level compared to the rest of the planet



## 05 Enhance willingness

Do humans need to improve vision and hearing?



# INNOVATION POINT

## Higher pursuit

According to the survey, more than 80% of people want to try higher visual and auditory experiences.

## Repair system

More than 30 percent of people have problems with hearing and vision. Customers can customize the repair system to solve problems. It has the effect of assisting customers' hearing and improving visual defects.

## Enhance system

More than 50 percent wanted to experience sensations that enhanced vision and hearing. The technique enhances color perception by simulating the addition of more cones and rods. At the same time can help customers identify more audio ranges through visualization.

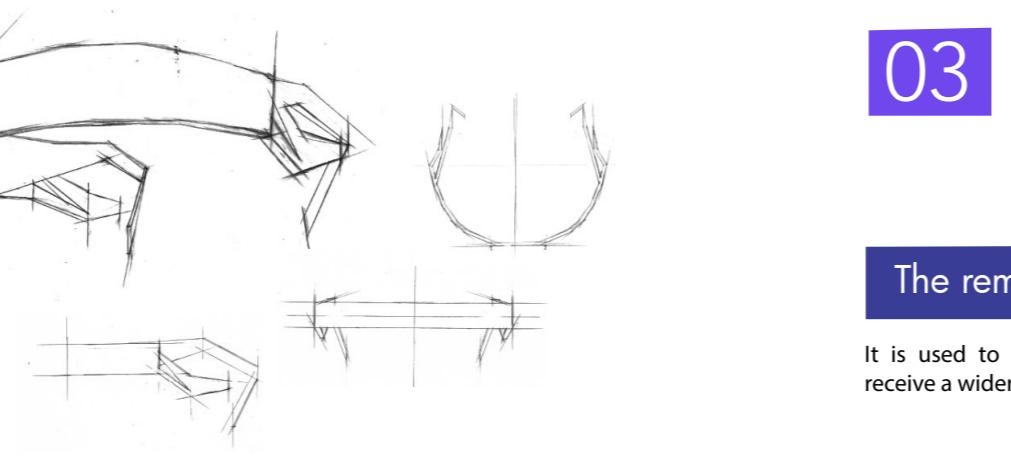
## Augmented Reality

Adding a large amount of virtual world information and interacting with real things can make customers better identify the information they see. It can also display basic information such as time and location. You can even create a virtual character for your client.

# PRELIMINARY SKETCH

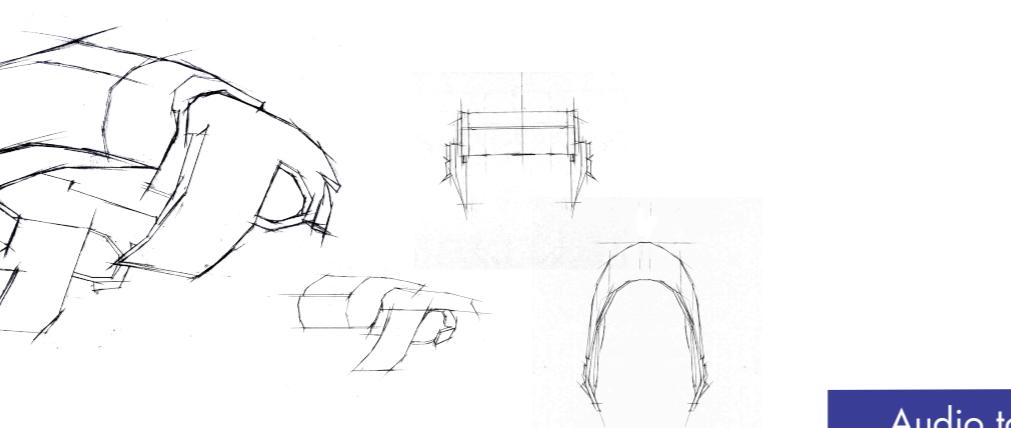


01



This sketch is designed to be lightweight, versatile eyewear for the masses.

02

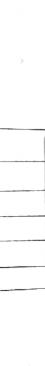


The sketch references mainstream VR goggles and incorporates elements of future technology. It looks more technological.

03 Final sketch

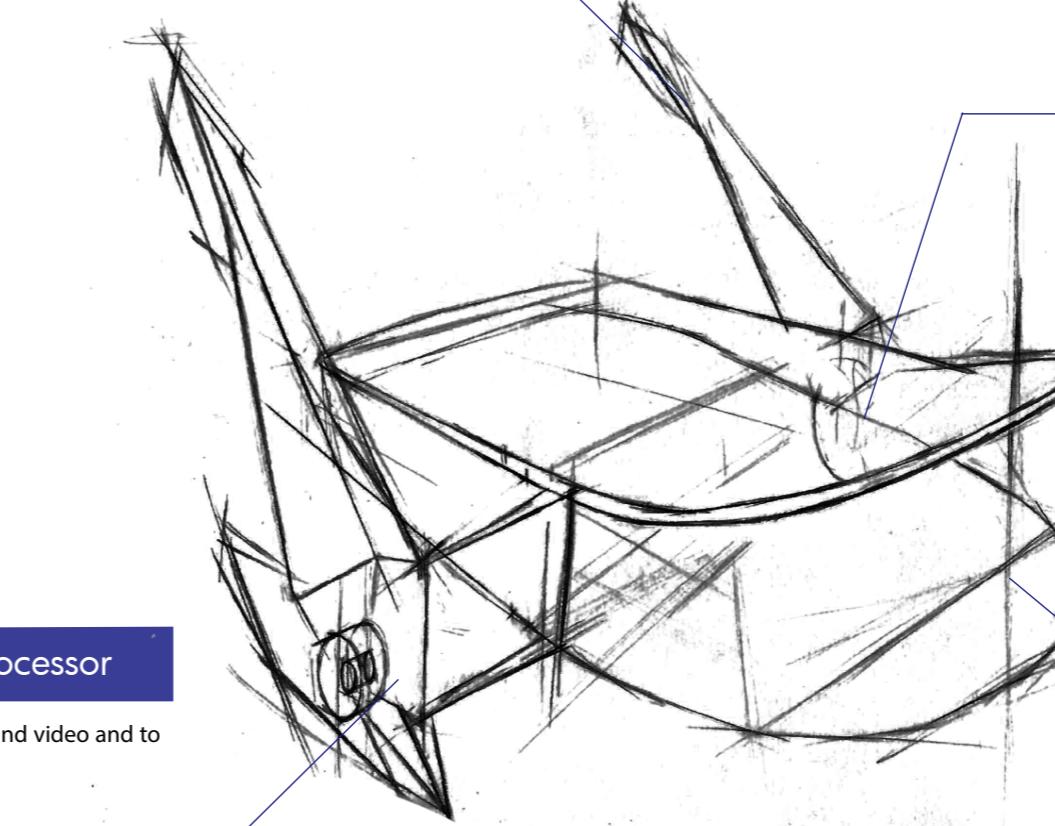
The remote audio receiving system

It is used to enlarge the audio reception range and receive a wider range of audio.



Ear sponge

Increase ear comfort.

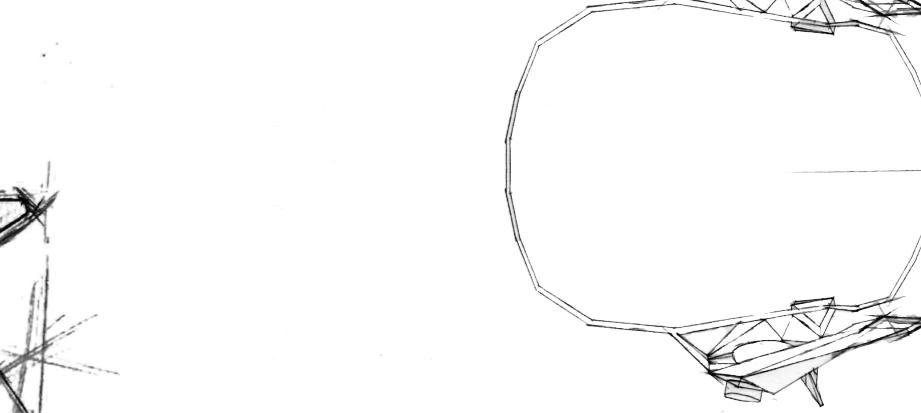


Audio to the visual processor

It is used to analyze the received audio and video and to visualize the data.

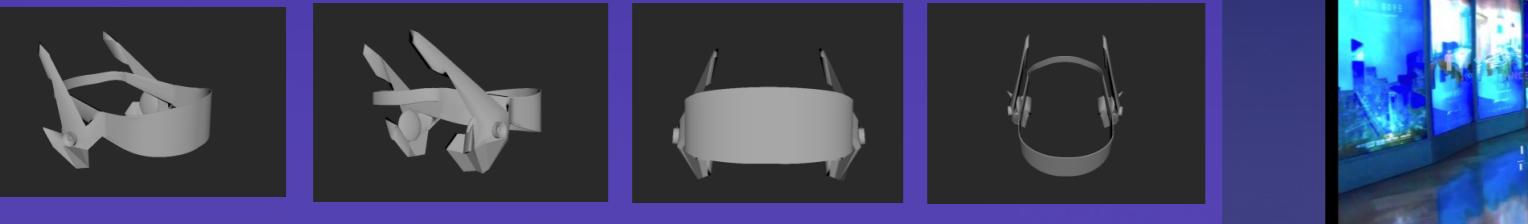
Glasses

The intelligent mirror can increase vision and color vision and display analysis information.



# TEXT PART

## Model show



Basic product model based on Maya modeling.

Do repeated tests, and refer to human comfort to build the model to ensure that people can wear it properly.

## Rendering

Based on comfort and portability.

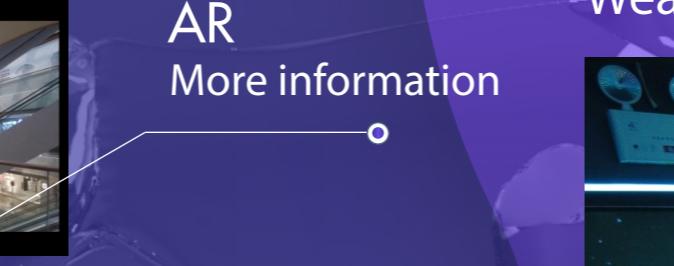


## Technology

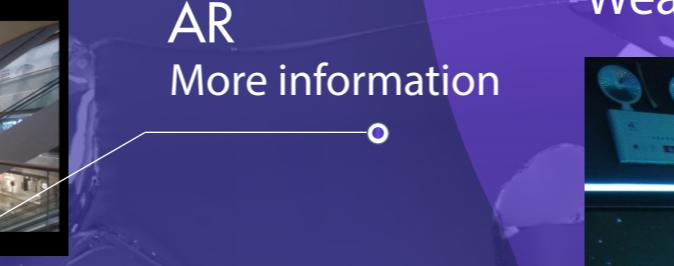


Using AR VR technology, virtual holographic 3D information animation and characters will be added to the picture. At the same time, the picture will show more colors, greatly increasing the visual perception of colors.

## Video



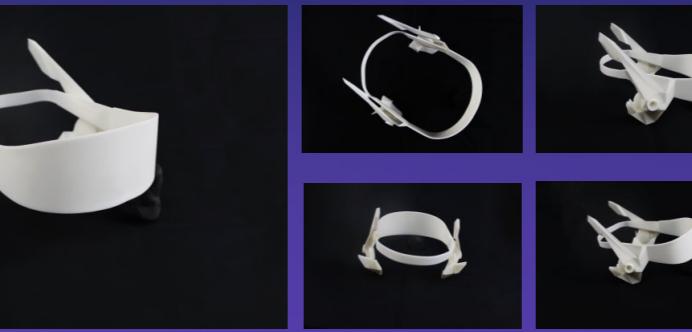
- [https://youtu.be/XhUu\\_xKzWhY](https://youtu.be/XhUu_xKzWhY)
- <https://vimeo.com/648227777>



- [https://youtu.be/XhUu\\_xKzWhY](https://youtu.be/XhUu_xKzWhY)
- <https://vimeo.com/648227777>

# FINISHED PRODUCT DISPLAY

## 3D printing results



We use industrial-grade printers to print models, and the material we use is high-precision photosensitive resin. Industrial-grade printers produce highly accurate products with virtually no wear and tear. When worn by a person, it does not feel comfortable.

The model is printed from the size of a typical human head and ensures a certain amount of space left to maintain comfort. The model also takes into account the degree of aesthetics. The width of the mirror is also slightly widened to prevent deformation damage.

# FUTURE RESEARCH

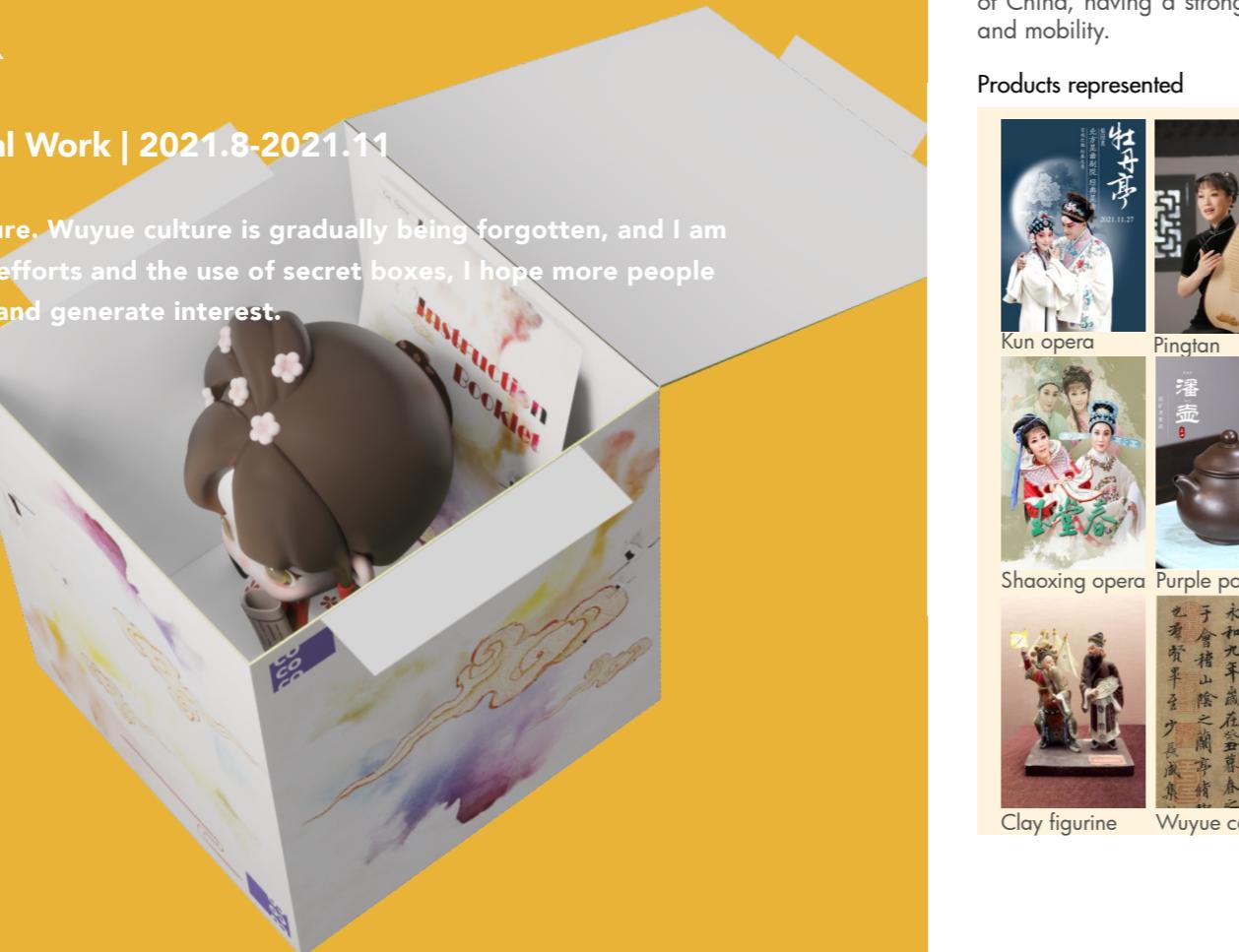
## Wearing photos



# SECRET BOX

Service Design | Individual Work | 2021.8-2021.11

I am a successor of Wuyue culture. Wuyue culture is gradually being forgotten, and I am very heartbroken. Through my efforts and the use of secret boxes, I hope more people can learn about Wuyue culture and generate interest.



## BACKGROUND

### Wuyue Culture

#### Cultural content

Wu Yue culture is the culture of the Jiangnan Region in China, also known as "Jiangsu and Zhejiang culture," which refers to the regional culture of Jiangsu and Zhejiang.

The Wu Yue region is the Venice of China, representing the water culture of China, having a strong openness and mobility.

#### Products represented



### Problems

#### Inherited Culture

Language loss. The percentage of young people in the Wu Yue region who have mastered their dialect (Wu Dialect) is the lowest anywhere in China.

Wu Yue culture, such as Shaoxing Opera, has fewer listeners and less income, making it difficult to attract young people to inherit it.

In the Internet era, a lot of different cultures are imported. Young people lack the awareness of inheriting their own culture.

#### Cultural Exports

In contemporary times, the output of Wu Yue culture is fragile.

The influence of products, films, and TV works about Wu Yue culture is not strong, resulting in the weak influence of Wu Yue culture in China and internationally.

#### Cultural fault

There is a big gap in cultural understanding between people of different generations. There is a huge difference between the minds of older and younger people, which makes it difficult to pass on the culture.

#### Cultural Collision

This is an era of cultural globalisation, where daily contact with people from different cultural backgrounds and cultural clashes occur daily can lead to a lack of understanding and inefficient collaboration.

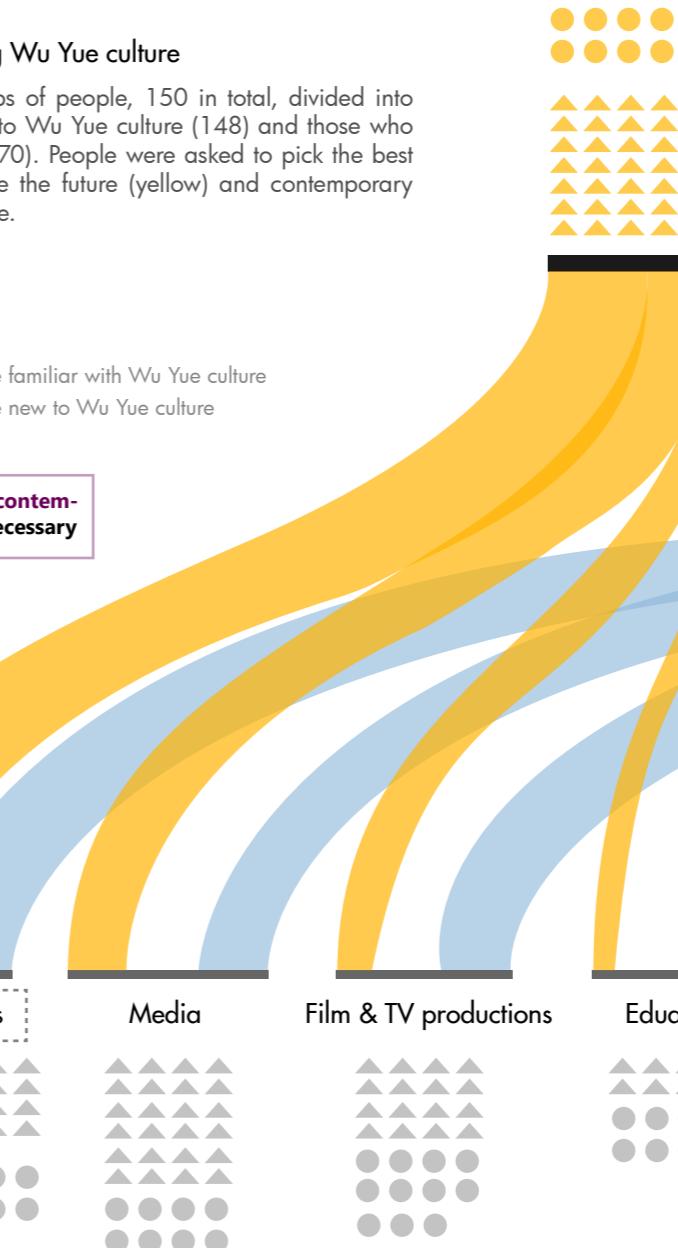
## DISCOVER

### Primary Research

NOW ← → FUTURE

The best way to spread Wu Yue culture in the contemporary era.

The best way to spread Wu Yue culture in the future.

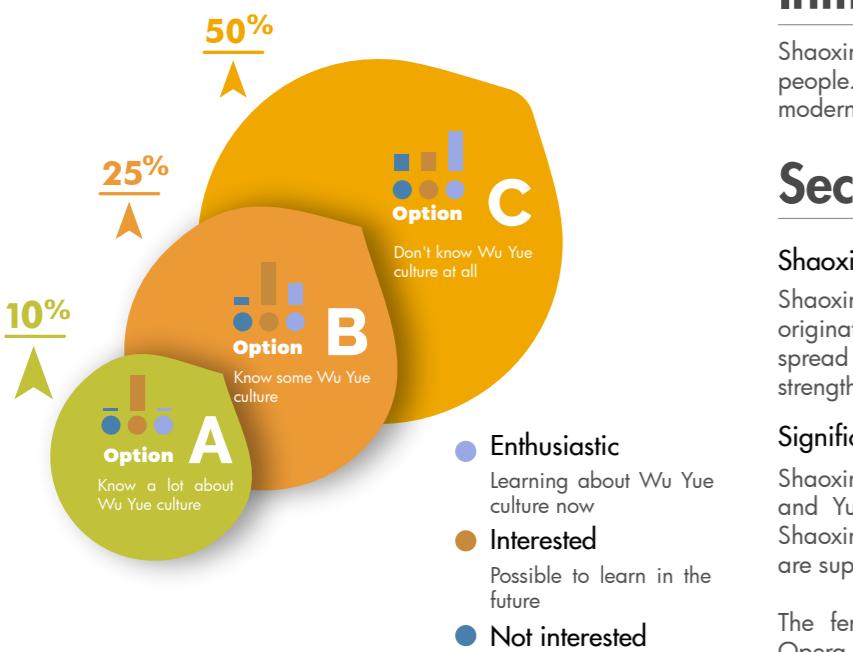


#### Meaning of icon

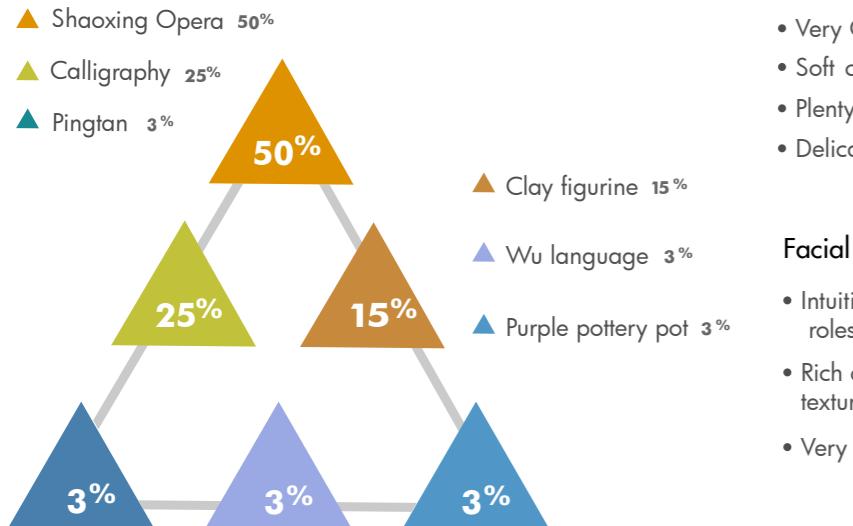
- People who are familiar with Wu Yue culture
- ▲ People who are new to Wu Yue culture
- Group

Integration with contemporary culture is necessary

People's current and future knowledge of Wu Yue culture.



What people most want to learn about Wu Yue culture.



## Initial Insight

Shaoxing opera is the most interesting Wu Yue culture for people. Designing traditional cultural products fitting the modern trend is the best way to spread the Wu Yue culture

## Secondary Research

### Shaoxing Opera

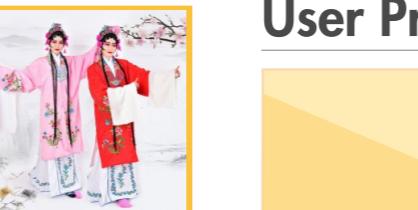
Shaoxing Opera is the second-largest opera genre in China. It originated in Zhejiang Province, flourished in Shanghai, and spread throughout the country and the world, drawing on the strengths of various genres in its development.

### Significance

Shaoxing Opera has many excellent works. From the Song and Yuan dynasties, women have also begun to perform Shaoxing Opera, which has changed the thinking that men are superior to women in China for thousands of years.

The female theatrical troupe that appeared in Shaoxing Opera since the 1920s hint at women's independence.

### Clothing



- Very Chinese style clothing
- Soft colors focus on matching
- Plenty of accessories
- Delicate patterns

### Facial masks



- Intuitively distinguish various roles
- Rich colors and clear texture
- Very dramatic

## Stakeholder Map



## User Profile



## DEFINE Persona



### Profile

Name: Micheal  
Gender: Male  
Age: 23  
Occupation: Writer  
Nationality: China

### Background

He loves to travel around and feel inspired by the various exotic cultures. He buys local specialties as souvenirs.

### Personality

Social      Patient      Curious

### Yue Opera

— Likeness —

### Motivations

- Want a Shaoxing Opera product that faces the masses
- Want the traditional culture to give people a sense of shine
- Very little time to enjoy Shaoxing opera in day-to-day life
- Able to enjoy Shaoxing opera in day-to-day life
- Hope to learn more about Shaoxing Opera in other channels

### Frustrations

## Target Users

Beginners who are interested in Yue opera and the culture of Wu Yue.



## Research Question

How might we design a product to make Yue Opera more accessible in the Yue Theatre scene?



## Inspiration

### Secret Cinema

How Secret Cinema works: After the audience buys this exorbitant price movie ticket online, they will receive various forms of letters and messages from time to time. All the information is not enough to make you guess the movie of the day, but it is enough to make your curiosity break the limit.



When the opening date finally comes, the audiences come from everywhere to the site that the organizer wholly transformed. Perhaps an abandoned school turned into a prison, or a historical site turned into an Arab palace during the First World War. The movie hasn't started yet, and you have already stepped into the movie.

### Secret Box

Secret Box: It is a tight box containing different garage kits or toys. Consumers cannot distinguish the contents of the box by appearance before buying. Only when they open it will they know what they have bought.

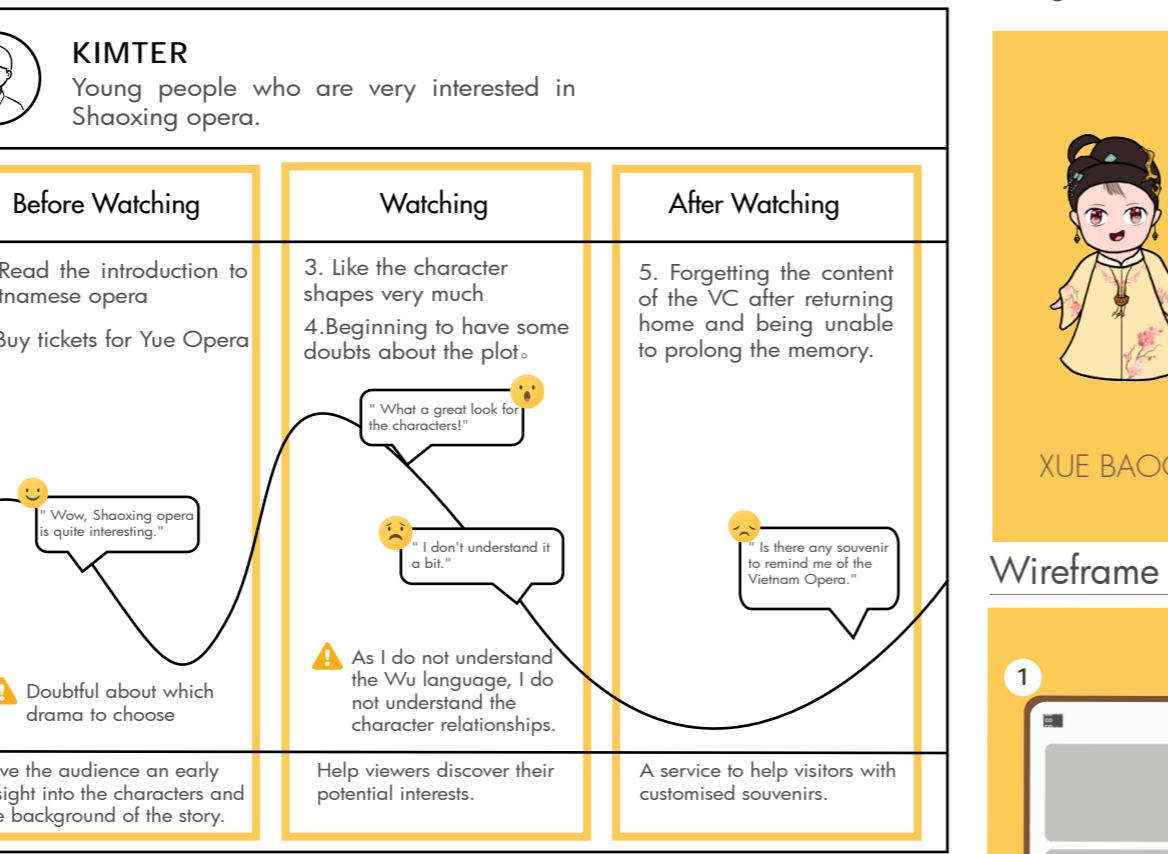


### Why

Combining the surprise brought by Secret Cinema with the secret box, the user will be able to change certain information of the secret box in a specific machine and finally get a secret box with partial randomness.

## DEVELOP

### Journey Map



### Ideation

When people are watching Shaoxing opera, they often fail to understand the meaning of the performance due to cultural differences and other reasons. I wanted to build on the Secret cinema and Secret box gameplay and provide the audience with the fun of exploring the characters and the plot. Allowing people to gain a deeper understanding of the Wu Yue culture.

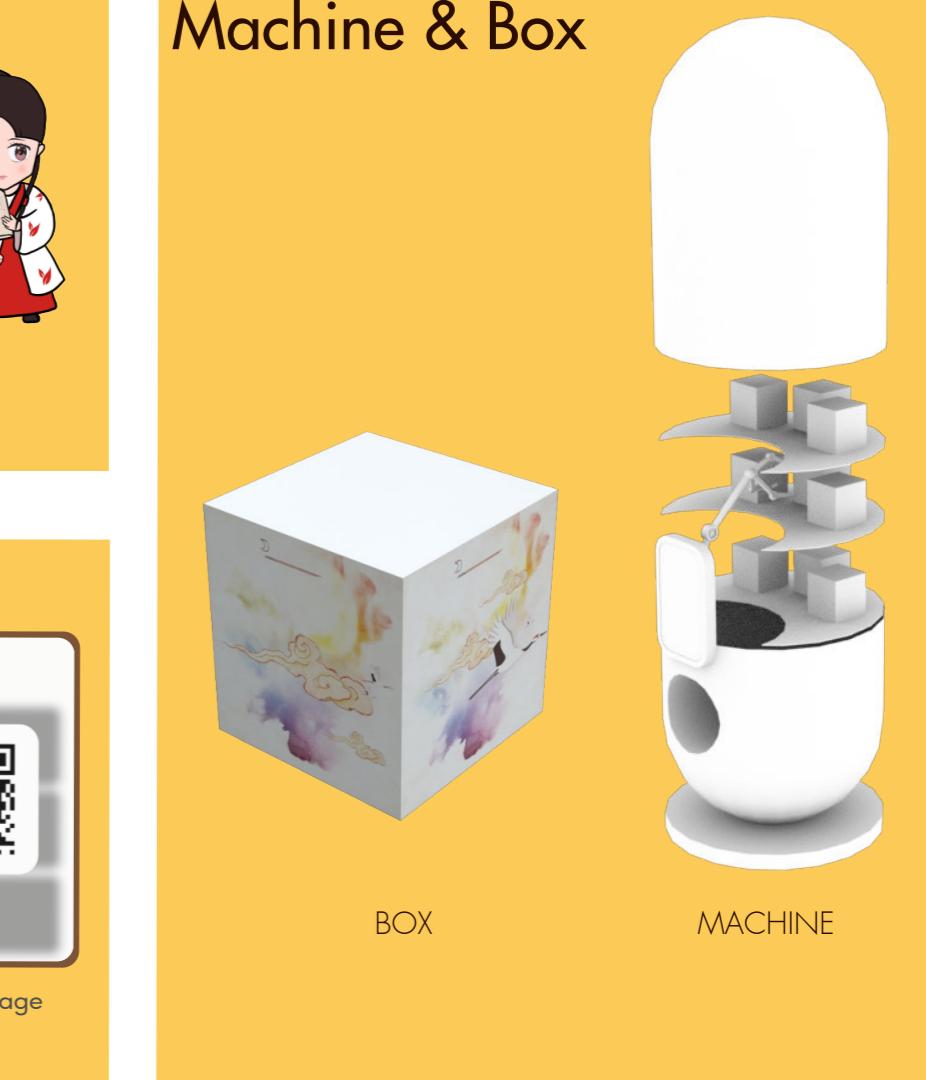
## Prototyping

### Character Design

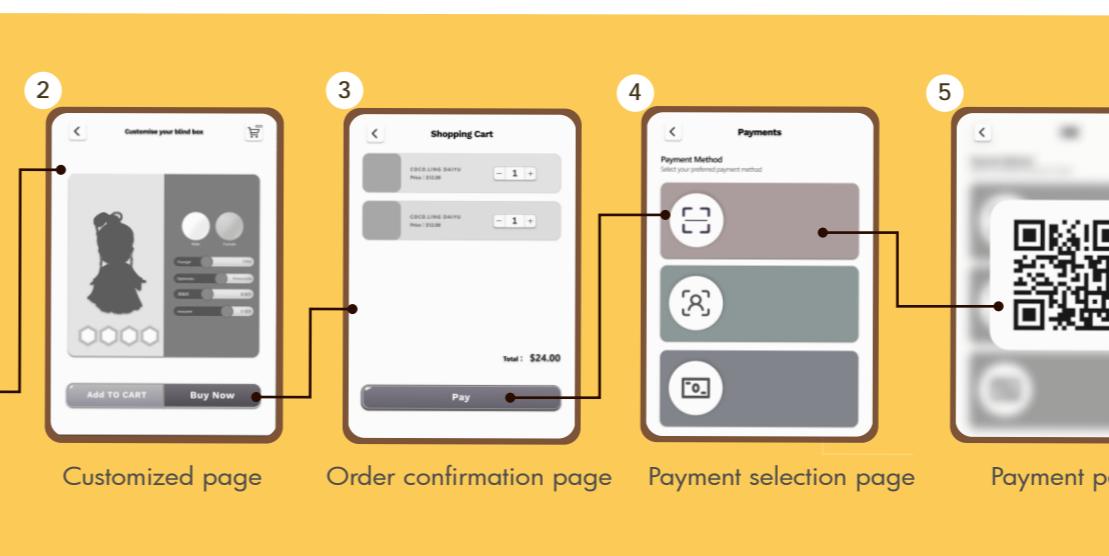
I design a character series that includes six main characters from A Dream of Red Mansions.



### Machine & Box



### Wireframe



# DELIVER

## Concept

1. The interesting interactive method of the secret box is used to narrow down the selection of characters so that we have some initial impressions of the secret box.

2. Characters' expressions and specific scenes and props. It will better convey the personality of this character.

3. Different from general graphic paper manuals, we use 3D origami to make manuals.

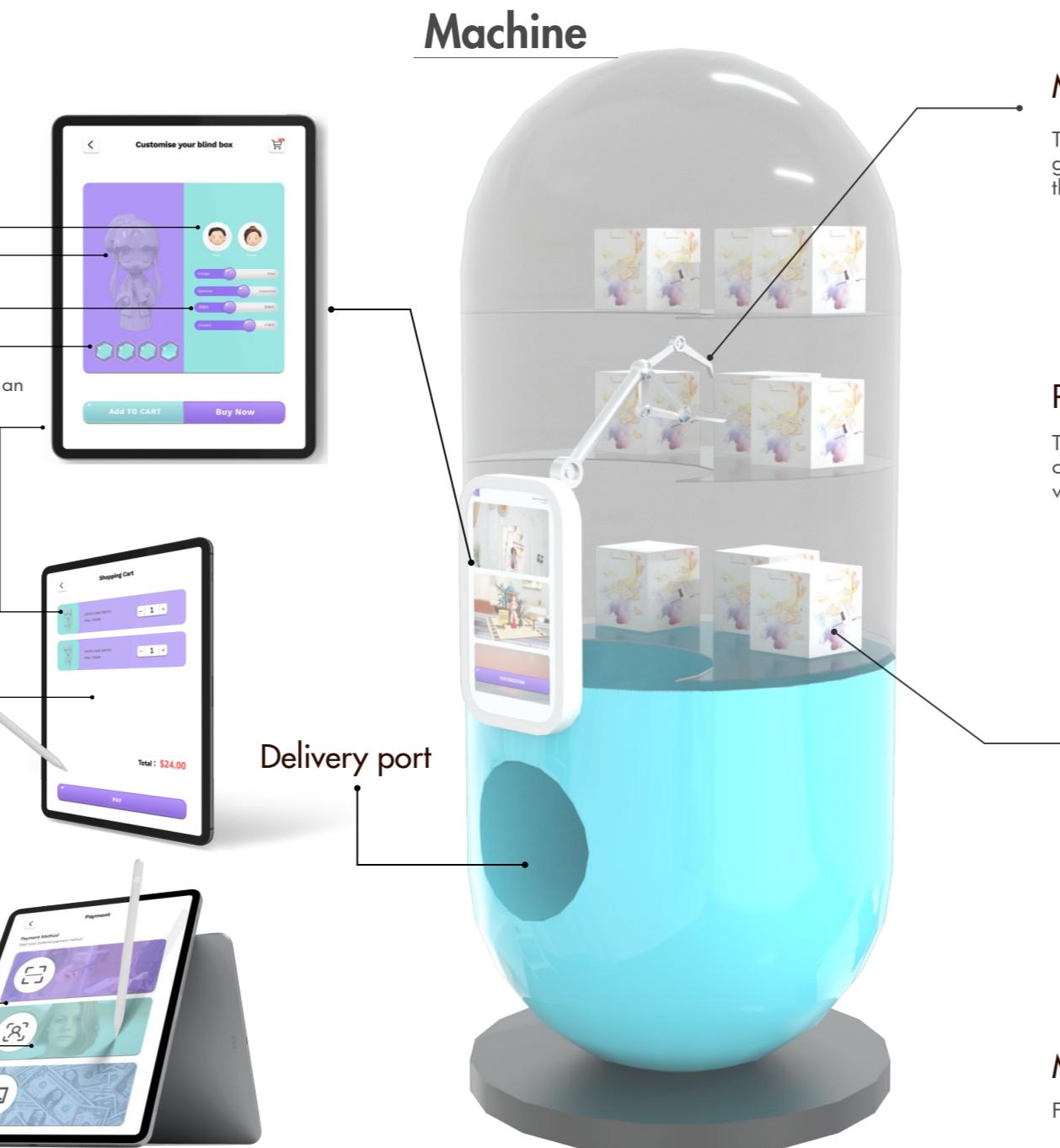


## UI UX Design



Recreate a new secret box idea through partial customization.

Users can freely choose men or women and customize their toys by changing the four personalities.



Three payment methods

Add to cart

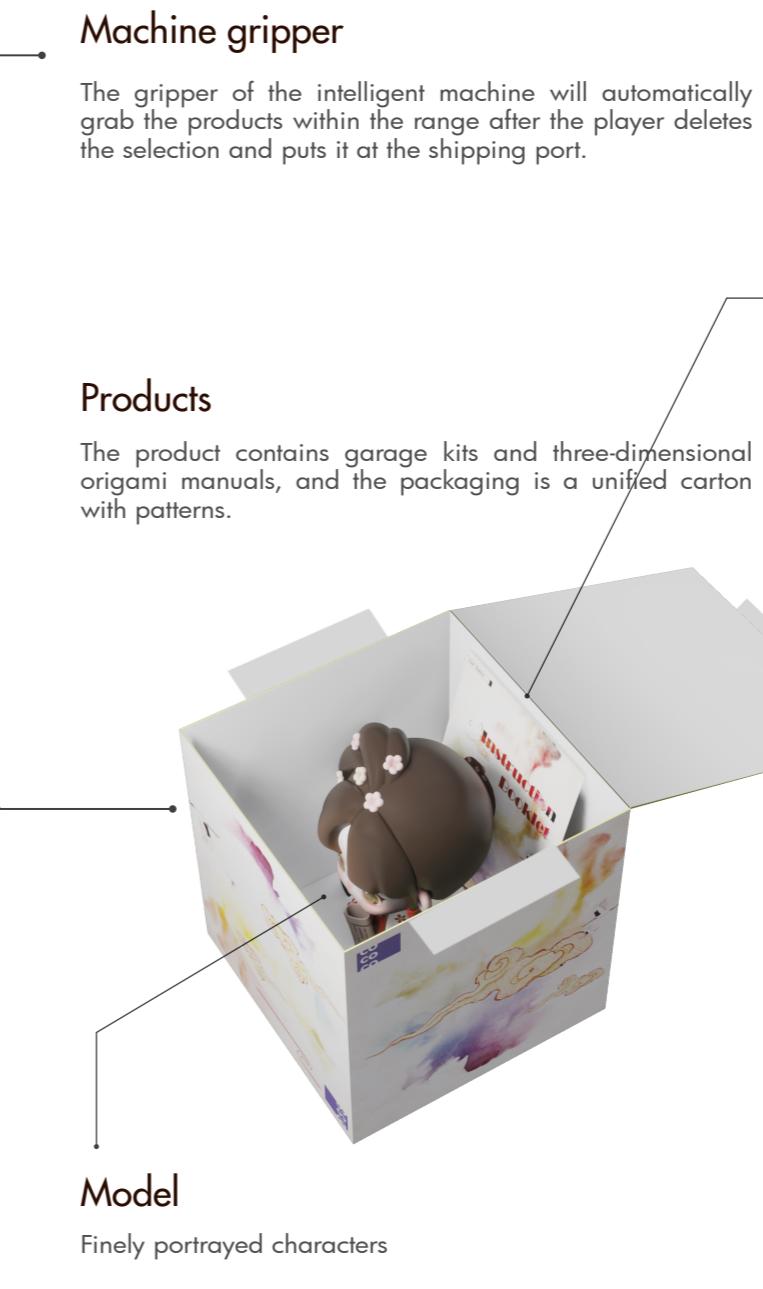
Choose role gender

The change will show on the character partly.

Customize characters from four aspects

When the character changes, an animation effect is produced.

## Machine



## Machine gripper

The gripper of the intelligent machine will automatically grab the products within the range after the player deletes the selection and puts it at the shipping port.

## Products

The product contains garage kits and three-dimensional origami manuals, and the packaging is a unified carton with patterns.

## Model

Finely portrayed characters

## Instruction Manual

The popular three-dimensional origami as a guideline will present a three-dimensional effect when the book is opened. At the same time, stories about characters are engraved on the wooden boards to help people understand Shaoxing Opera.



## Model

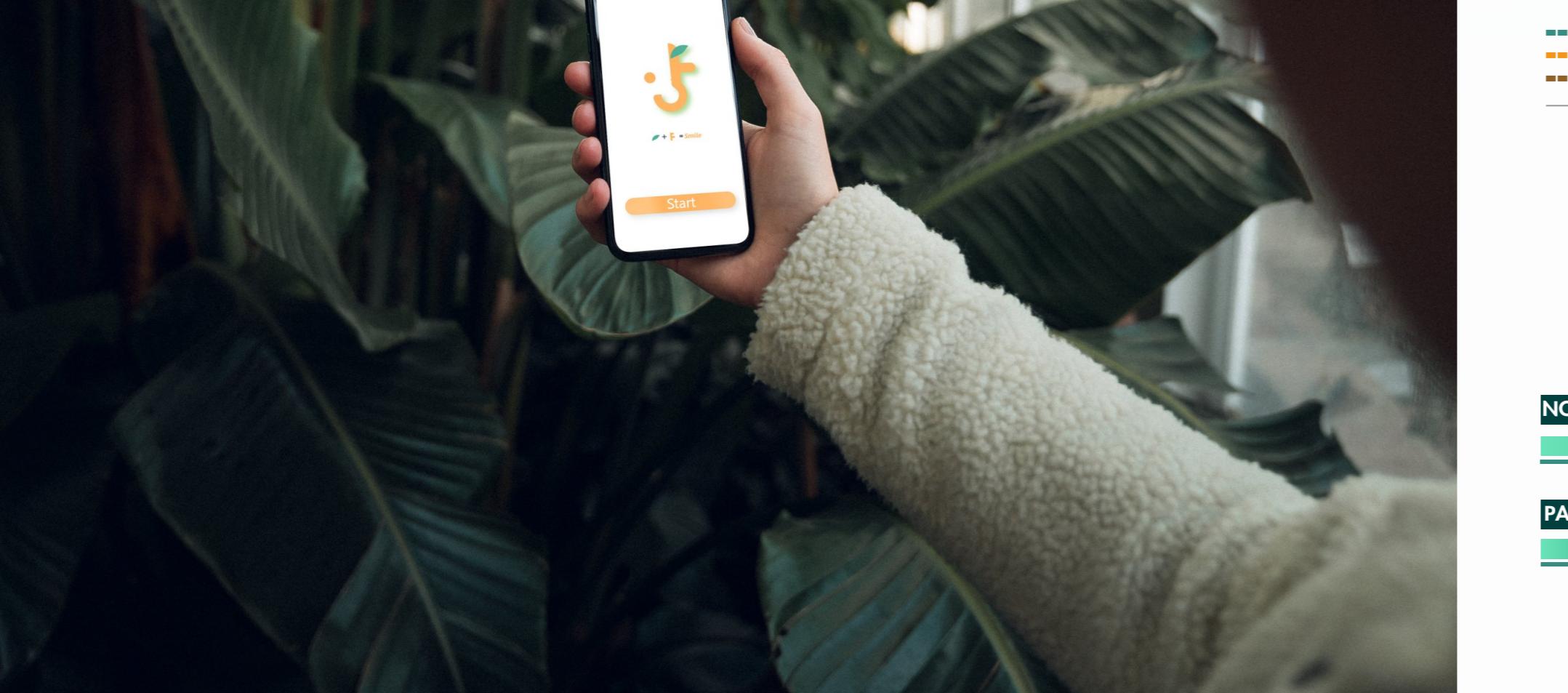
The modeled characters are more restored to the original Shaoxing Opera characters, and each part is detailed based on the 2D manuscript, such as folds, patterns, ornaments, etc.



# CROTG

Application Design | Individual Work | 2021.7-2021.10

In this materialistic society where people seek high education, high wages and high status, children are asked to learn many extra lessons from an early age, thus losing their childhood of playfulness. The high pressure and expectations of parents seem to be destroying the instincts of children.



## INSPIRATION

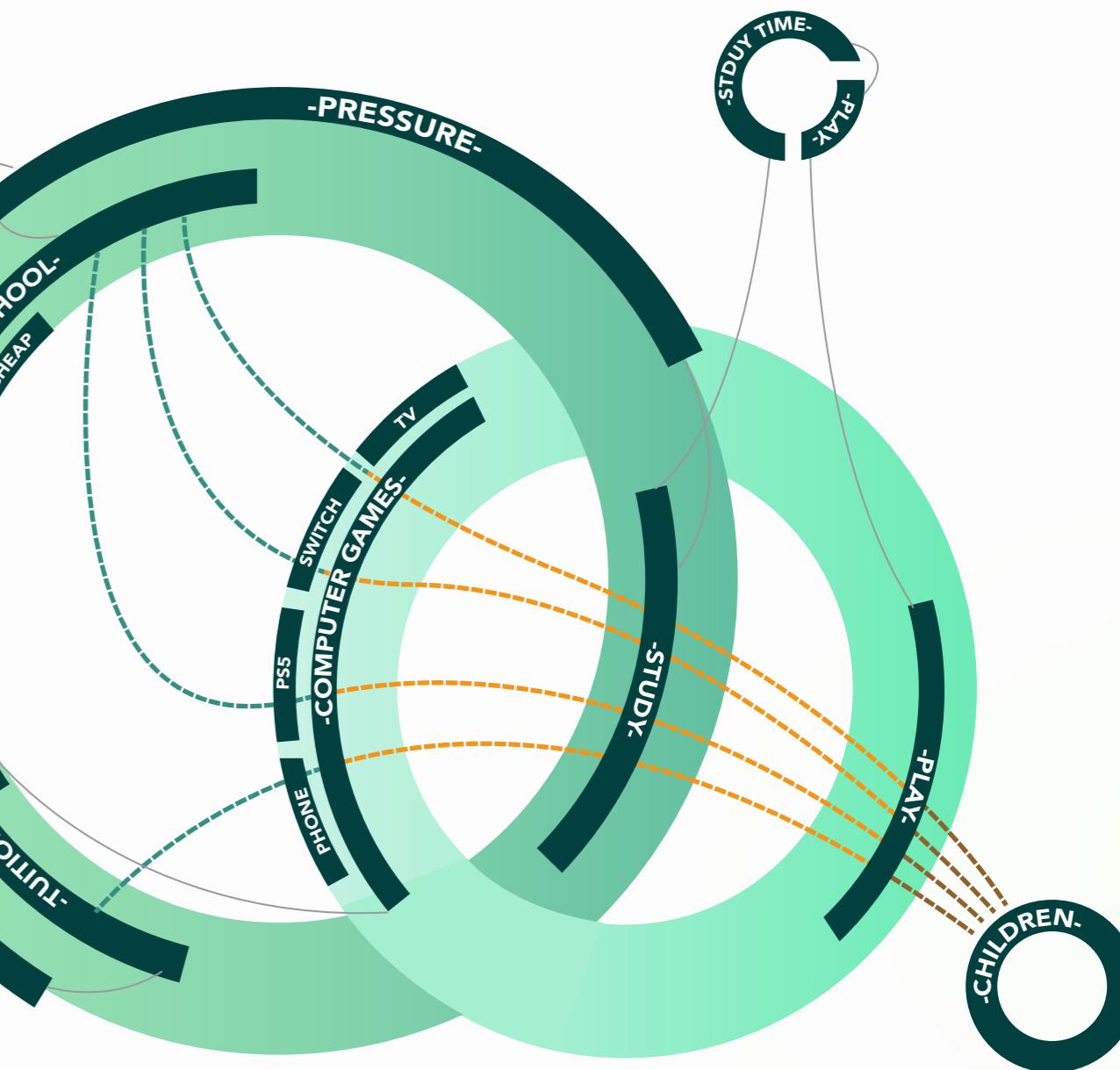
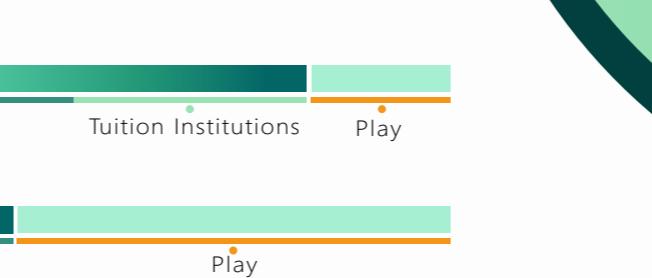
Prof. Zheng Qiang 'If Tu Youyou had been born now would she still have received the Nobel Prize?'

I have seen too many generations crippled by Chinese education and I hope to save the new generation.

## BACKGROUND

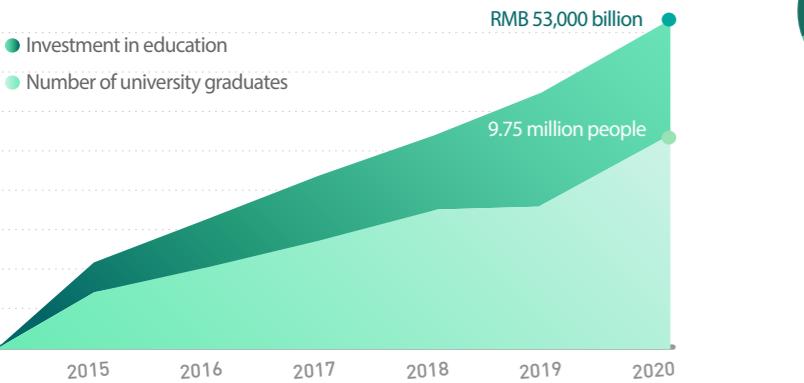
This table shows the place and content of learning and playing in the lives of Chinese children.

- Study time allocation
- Play time allocation
- Children's willings
- Related



## 1. The current state of society

### The current state of education



In China, the college entrance examination is the best opportunity for ordinary people to change their destiny, and the number of undergraduate graduates is expected to break ten million in 2021.

### Further education issues

China's college entrance exams are very competitive. More than half of the students do not even qualify for the college entrance exam.

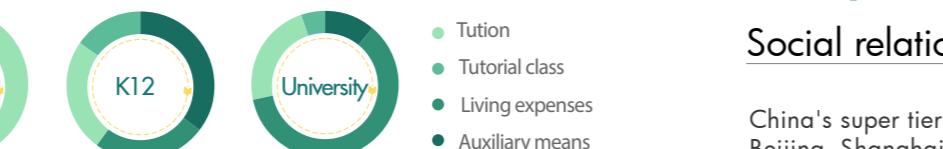


## 2 .Approach to education

### Investing in education

Parents spend a lot of money on education and are very strict with their children's studies due to their anxiety about their children's education.

## Tuition classes



Tutorial classes represent a significant portion of the cost of education. Most parents favor enrolling their children in multiple extracurricular classes and hobbies that will take up a lot of their playtime.

### Support for tuition classes and the annual cost



### New education model

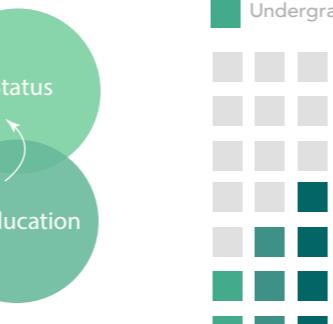
More parents prefer offline and online integrated education models.



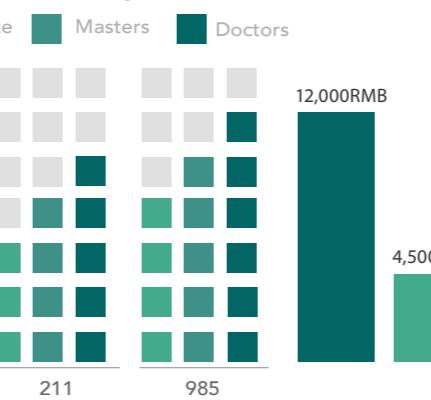
## 3.Why

### Social relations

China's super tier 1 cities such as Beijing, Shanghai are highly tied to educational capital, income and opportunities, making them a gathering place for highly educated people.



### Salary levels for different degrees



# USER RESEARCH



Her grandson was taking extra lessons in language, maths and English, as well as 2 hobbies.

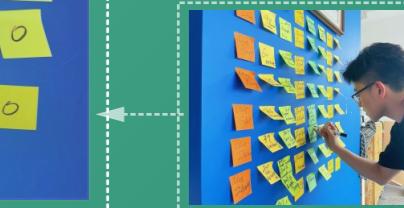
Language, Maths, English, Piano and Calligraphy, very busy....

## Conclusion

Presenting all the results in sticker form



Most of the children need to attend over 3 tuition classes.



# PERSONA

**JEN, 40**

An accountant and has a good income.  
Three children's mum. (6, 11, 13 years)

" Only by carefully watering, fertilizing and caring, can we succeed in educating children. "

**Responsible**      **Sociable**      **Shopping**

| Desire   | Frustrations                  |
|--|-------------------------------|
| 1. Contact with nature and new things            | ● Too much time on study      |
| 2. Know more friends and enrich their childhood. | ● Lack of life experience     |
| 3. More children's recreational activities       | ● Lack of creative            |
|  | ● Lack of awareness of nature |

**YUKI, 12**  
A student in 6th grade. More than 9 hours of class time per day.

" Hope to meet more interesting friends "

 Confident     Sociable



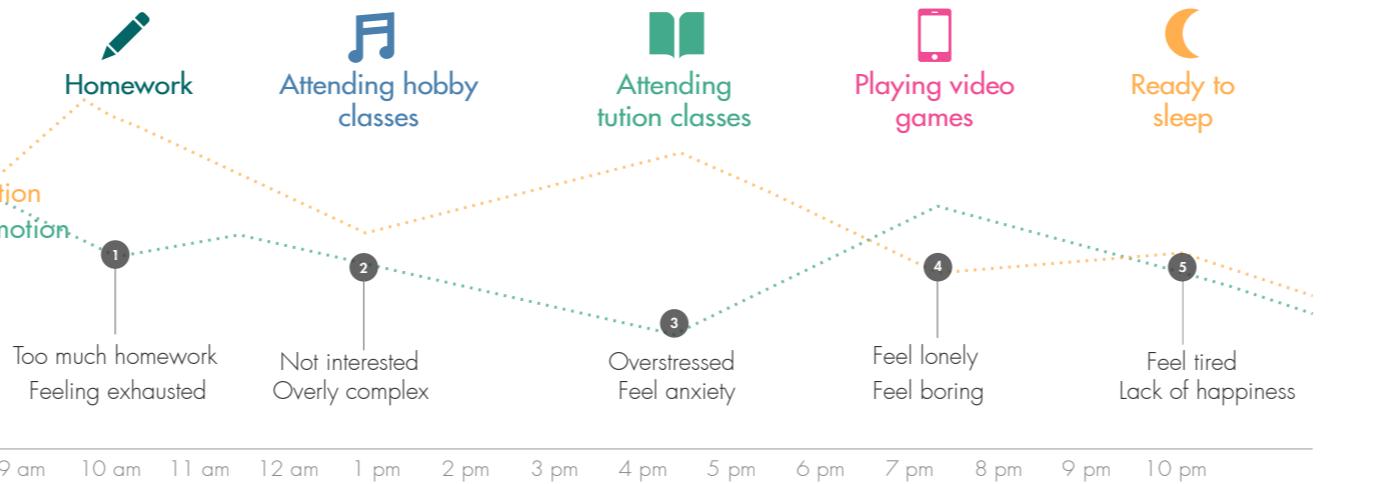
## Desire

- 1. Need more friends
  - 2. Want to have fewer learning activities
  - 3. Want to have more of your child's recreational activities

# STAKEHOLDER MAP

ferent levels of  
.. Studying hard  
one became the  
's life.

# JOURNEY MAP



# PROPOSAL



**SOS** To solve the lack of enter friends for my children, app where I can sign up ment activities such as p



To motivate children to participate in activities, we will design activities that give children cards to return for participating, which children can redeem for various gifts in the app.

To increase the number both parents and children take an activity, and people the map page.



 Children and parents have their own library page where they can see various educational or fun articles or videos.

# SCENARIO



## Girl struggling to finish her home



Girls play v



Girl want to go to parties too

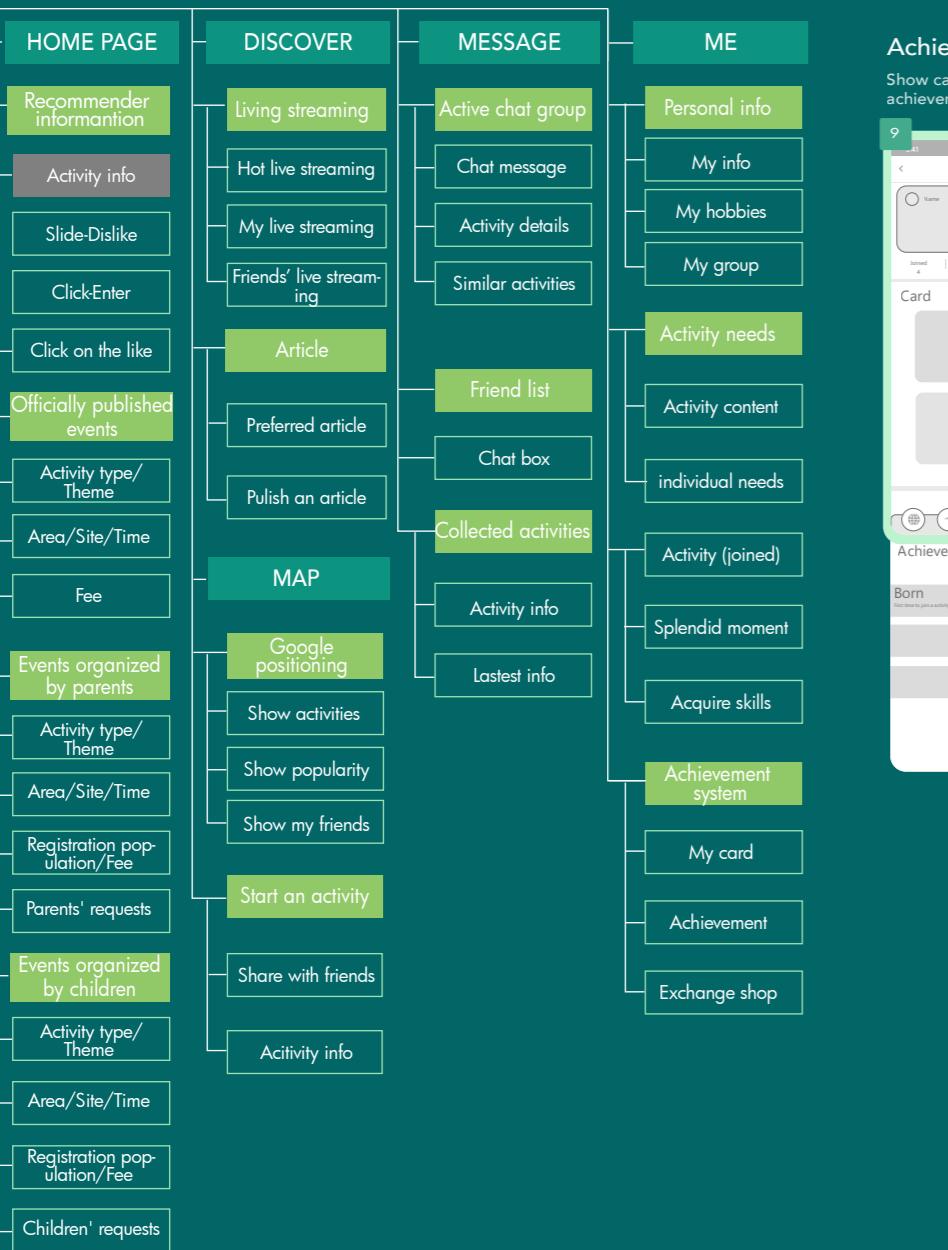


Mum signs

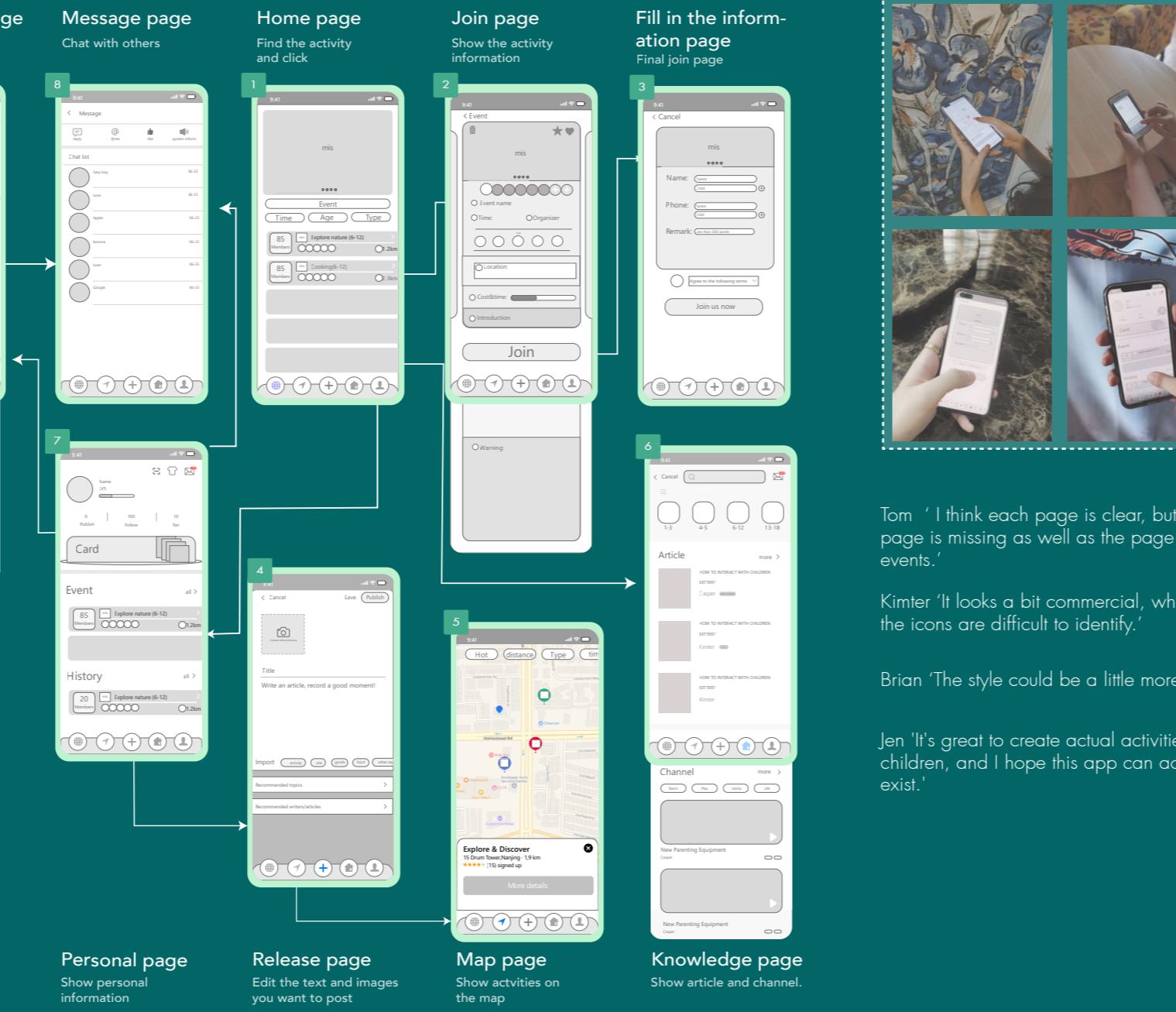


The girl is very happy etc.

# INFO ARCHITECTURE



# WIREFRAME 1.0



# TEST 2.0



## More aesthetic

A large number of graphic changes and refinements have been made to the details. The pages look better and are stylistically consistent.

## More page

Improve the pages. The entry page and the posting selection page have been added.

## Icon

The wireframe 2.0 version has changed and unified all the icons.



Tom

'I think each page is clear, but the entry page is missing as well as the page to post events.'

Kimter

'It looks a bit commercial, while some of the icons are difficult to identify.'

Brian

'The style could be a little more uniform.'

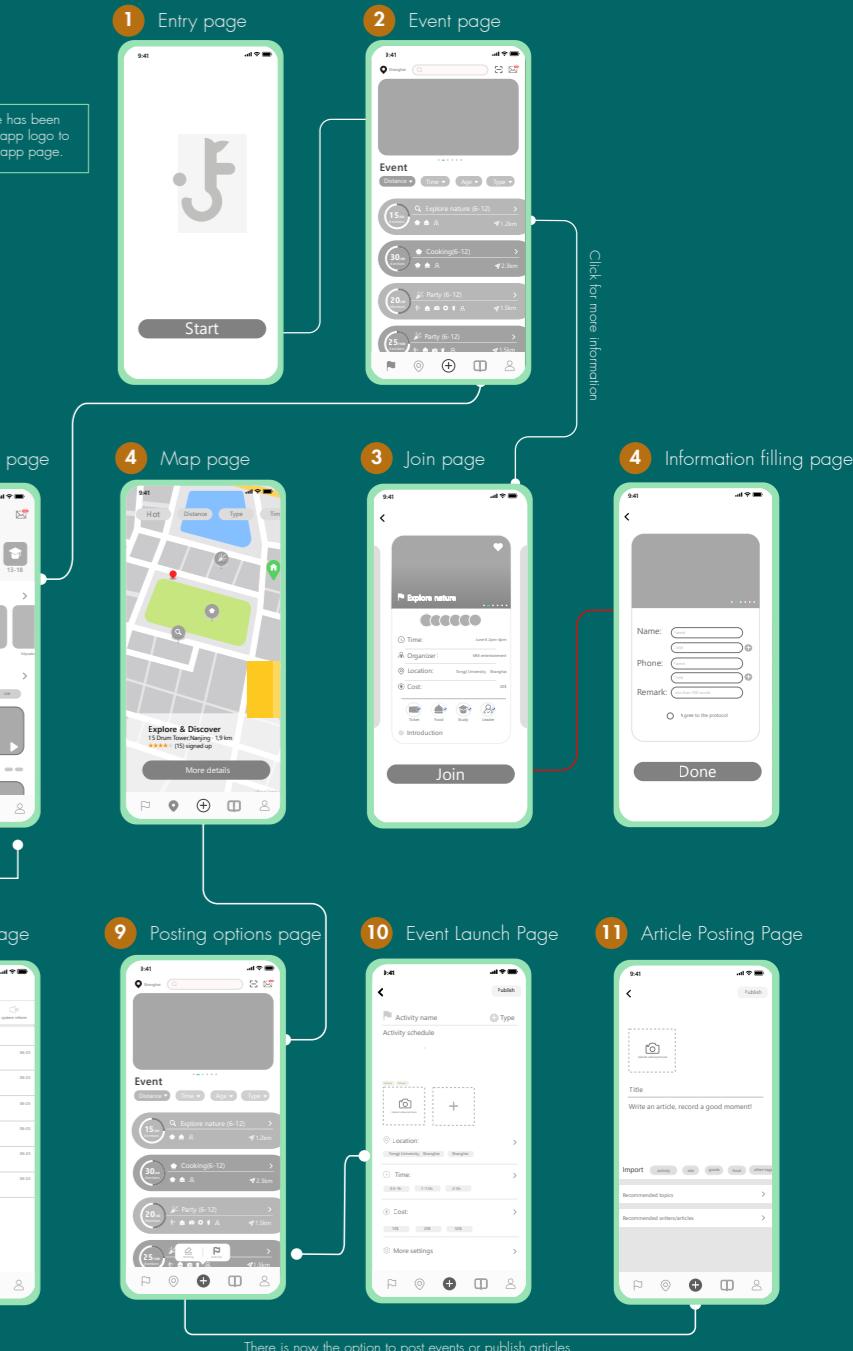
Jen

'It's great to create actual activities for children, and I hope this app can actually exist.'

Theo

'The Achievements page allows you to view the cards collected by the user and the achievements earned.'

# WIREFRAME 2.0



# PROTOTYPE



# BUSINESS MODEL

## Key Activities Partners

- Organising outdoor activities
- Offering free organised activities
- Exposure to nature(Children)
- Building communities

## Key Resources

- Platform for cooperation
- well-established system
- Innovative activities

## Key Acitivities

## Value Propositions

- Children:
  - More outdoor recreation time
  - Stay away from electronics
  - Stay away from tuition classes
  - Feel the nature
  - Finding joy in life

## Customer Relationships

## Customer Segments

### Children:

- Children who lack opportunities for activity
- Children who want to meet more friends
- Children who feel boring

## Channels

- Website
- Advertisement
- Institutional cooperation
- Mobile app for IOS
- Mobile app for Android

## Cost Struture

- Advertisement
- Event organisation fee
- Labour costs
- Insurance premiums
- Event Rewards

## Revenue Streams

- Official event entry fee
- Private event agency fees
- Advertisement
- Member Services(Provide a human service, offer more activity options)