03

Individual Project

CROSS TALK

Crosstalk performance is increasingly sought after by young people, but its current development is facing serious problems. For example, open crosstalk performance is required by the political environment to have very "positive energy" in its content, which is far from the satire and critical realism favored by the public. In addition, the learning threshold is high, and many crosstalk lovers are difficult to carry out professional learning and practice, as well as the interaction and feedback of the audience.

A GAME aimed at **crosstalk lovers and potential crosstalk practi tioners,** the APP includes crosstalk learning, **games** and videos. APP can help them improve their level of cross talk, knowledge reserve, creative ability, and **bring high-quality fresh blood** to cross talk industry

Interactive Game **UX Design**

BACKGROUND

What is Cross Talk

Cross talk is a folk art. It was usually performed by two people, one to amuse and the other to assist him.

Amuse the audience and make them think by making fun of various events, including life, society, entertainment, politics and so on.

The popularity

Current Situation

- More fans
- Few new works
- Few learning ways
- Not transparent

Famous crosstalk group

DeYun Group

As **one of the most famous** large-scale professional crosstalk clubs in China, DeYun Group is widely loved by the society.

DeYun Group has played an important role in the **inheritance and development of crosstalk**.

User Analysis

The audience is growing younger

Problems

- Young fans are superficial
- Strict subject , limited topic
- Fans have nowhere to learn
- A few theaters in few cities

The Development of Cross Talk

Qing Dynasty (Late 17th century -- 1912)	Period of Republic (1912 -- 1949)	The founding of PRC (1949 -- 1976)	PVA (1950 -- 1953)	Cultural revolution (1966 -- 1976)	Reform and Opening-up (1978-present)
Cross talk specific form and name appear	Cross talk works are full of humor, humor and social criticism.	Mostly set in rural areas, showing the lives and spiritual outlook of the people.	Praising heroic figures, criticizing the American aggression, it played a role of political propaganda.	Most of them promoted Red guards and attacked rebels.	The content is increasingly focused on daily life and less on sensitive topics such as politics.

In Summary But now, crosstalk is simple in content and format, and is strictly controlled by the rulers.It became a political tool

Observation

Current Problems

After watching cross talk live, I have a further understanding. The number of young people is small. Crosstalk is a very popular form of entertainment right now, But there were not many young people there.

- Few theaters, only five cities have theaters
- Few young people , a lot of middle-aged people
- Only online tickets sold one week in advance

How does Crosstalk Work

Speak 說 — Say: can ***say tongue twisters***, can read the poem.

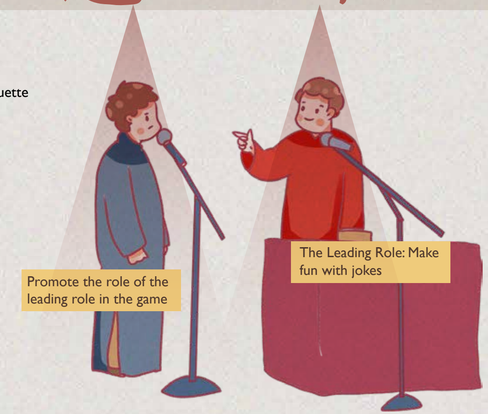
Learn 學 — Learning: Can ***learn provincial dialects***, a variety of local opera, ***folk art***, pop songs, learn beatboxing

Tease 逗 — Funny: can say a single line, can ***make jokes***, can laugh straight

Sing 唱 — Sing: Can ***sing Taiping lyrics***, opening small song

The form of punchline

- Punchline
  - Classification
    - shame and evil association
    - violating morality and etiquette
    - sinister association
  - Presentation Mode
    - pun
    - metaphor
    - exaggeration
    - parody
    - misinterpret
  - Humor Criterion (violation of the code)
    - respecting others
    - address
    - refinement

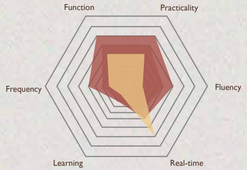


Competing products

DE YUN
- Social
  Talk to other fans

LAN REN
- Functional
  Listen to cross talk online

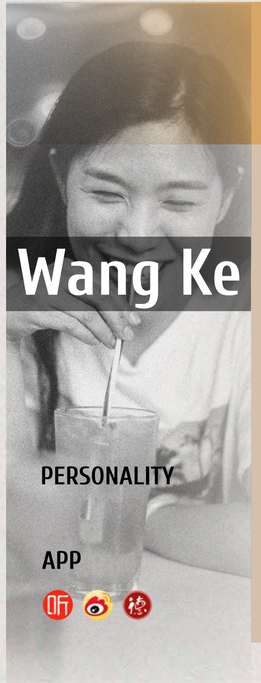
TING SHU
- Functional
  Listen to cross talk online



Market Gap

There are very few crosstalk apps in the market. Most of the apps are for listening to crosstalk, and most of the content is older version without real-time update.
There is no crosstalk related game APP in the market, and there is no crosstalk learning APP.

Persona



Wang Ke

INFO

Age:20 Type:Fans
Job:student Location:Shang Hai

BIO

She likes watching crosstalk very much. In her spare time, she often looks for crosstalk videos online or listens to crosstalk through APP.

PAIN POINTS

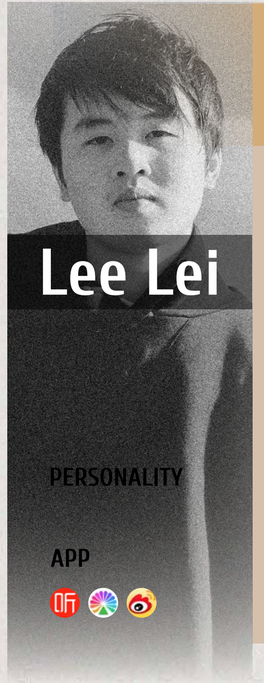
- ***Single crosstalk form, lack interests***
- No Deyun Group theater in Shang Hai
- ***No channel to watch the latest crosstalk***
- High cost for crosstalk tickets

IDEAL EXPERIENCE

She can play cross talk games with her friends on her phone anytime. She can also choose the latest crosstalk show she wants to watch on the APP, including all crosstalk performers and all types of performances.

PERSONALITY

APP



Lee Lei

INFO

Age:26 Type:Job hunting
Job:Worker Location:Beijing

BIO

Li Lei is an office worker now, but he likes crosstalk. He wants to be a crosstalk performer. He often goes to the scene to watch crosstalk.

PAIN POINTS

- ***Want to learn crosstalk but have no method***
- ***Don't know if I'm fit for crosstalk***
- Don't understand the crosstalk employment situation
- Fear of unemployment

IDEAL EXPERIENCE

During work breaks, I use the crosstalk learning function and games of the APP to improve myself .
My ability will be displayed, and based on this, I can apply for a job in Deyun Group and see the detailed information of the occupation

PERSONALITY

APP

Concept

Design objective

Design a multifunctional **game APP** related to Crosstalk, which aims to help those who like crosstalk and want to engage in crosstalk to **further understand cross-talk and improve their crosstalk ability** by creating crosstalk lines in the form of games.

Why Game?

- Increase engagement
- Increase activity experience
- Increase the interesting and challenging
- Promote learning and socializing

Design objective

ONLINE GAME

- APP
  - GAME
    - Single
    - Double
    - Cup
    - Customize
  - STUDY
    - Exercise
      - Novice
      - Basics
      - Advanced
    - Review
    - Actual combat
  - VIDEO
    - Period
    - Occasion
    - Actor
  - HOME
    - Skin
    - Honor
    - Record
      - Learning
      - Game
      - Viewing
    - Information

OFFLINE GAME

App Connected (optional)

↓

A product to make identity card and props

↓

To make notes and conversations with partner

↓

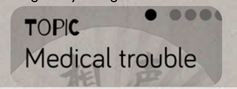
Follow the time and instructions to play the role and games

Game Flow

Each game consists of **two teams**, each team with a **FUN** and a **SUP**.
Each game is given a **SITUATION WORD**, and each turn the player chooses a **METHOD CARD.** Player creation needs to be relevant to the situation and the way cards are chosen.

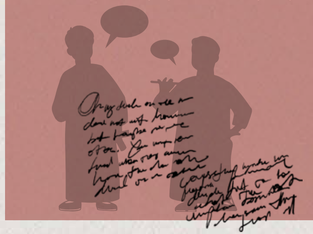
❶ Choose the character:
Choose your character in **FUN,SUP and JUDGE**.The same role cannot be selected in two-player mode

❷ Situaion word:
Each game system gives a situation word as a genre limit



❸ Choose your "method card":
Choose the **METHOD CARD** you want to use. It is recommended to choose skillfully first

❹ Prepare your lines
Create and prepare lines with your partner

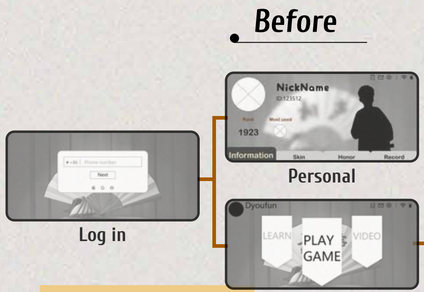


❺ Show time

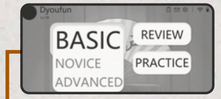
❻ Winner

Low-Fi

Before



You can choose to play games, practice cross talk and watch videos



Learn

Game Home

Video Home

Room List

Single player room

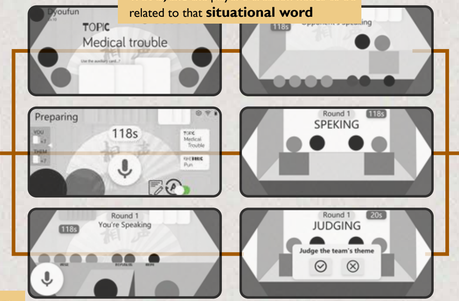
Two-player room

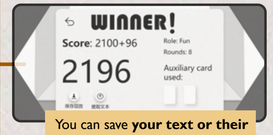
During

Loading

You can choose which position you want to play, FUN or SUP
You can also choose JUDGE when single.

Each game system gives a **situational word,** and the player's creation needs to be related to that **situational word**





You can save **your text or their text** when the game is over

Summary

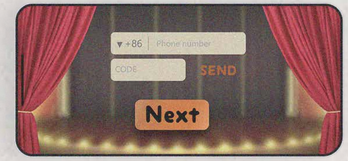
The game aims to help those who like crosstalk and want to engage in crosstalk to further understand crosstalk and improve their crosstalk ability by creating crosstalk lines in the form of games.

Character Design

There are three characters to choose from in the game, called FUN SUP and JUDGE.
But they each have different skin choices

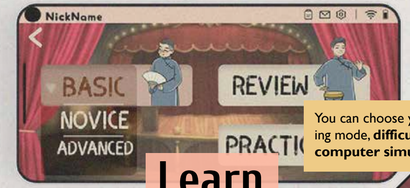
High-Fi

Initial interface



These are the initial screens, and when you log in, you can **choose which feature you want**

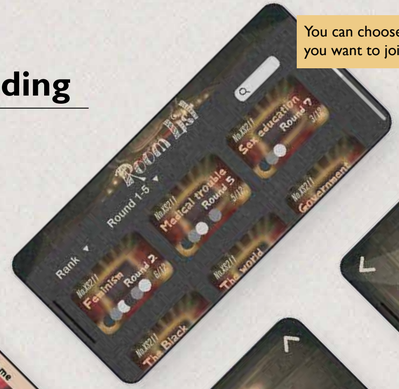
Secondary interface



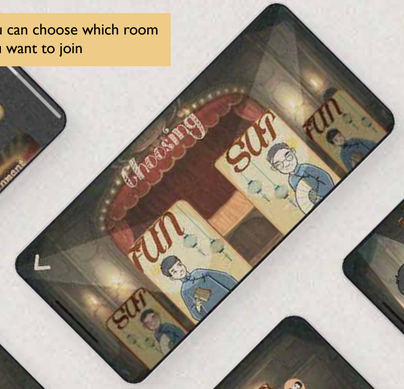
You can choose your learning mode, **difficulty, and computer simulation**

You can **choose videos or filter** them by actors, by time, by genre, by name

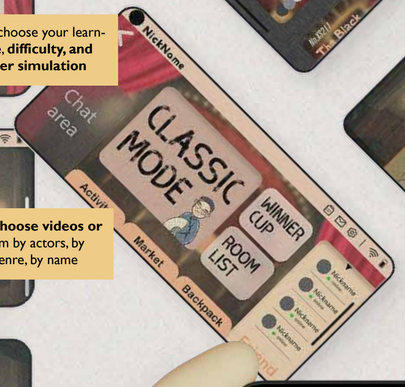
Ending



You can choose which room you want to join

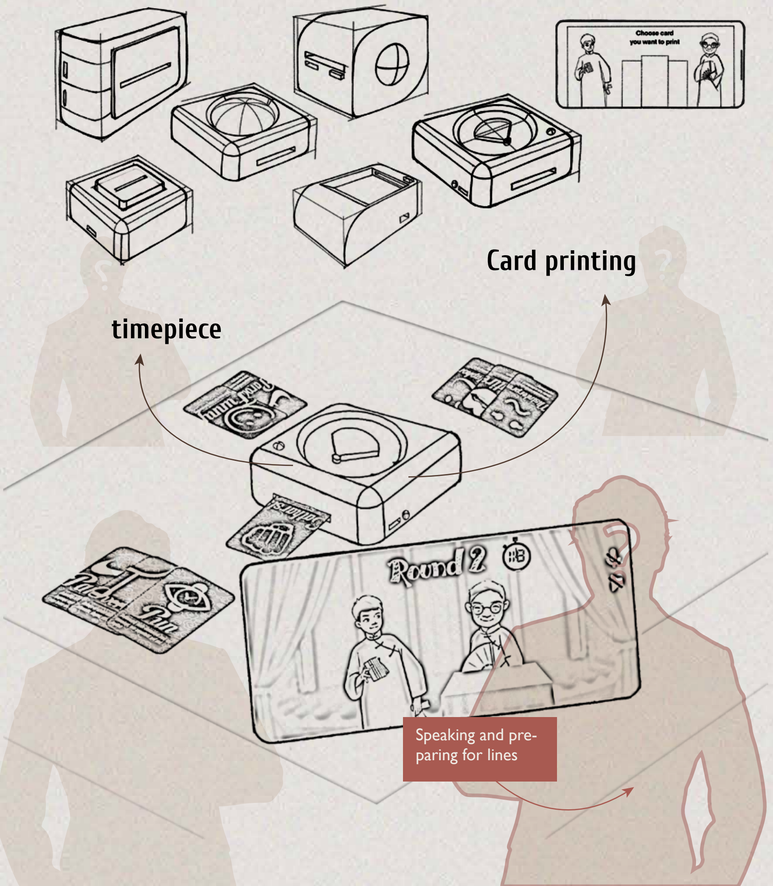


You can use the microphone to discuss freely with your teammates



You can choose your character

Sketches



Final Product

Props Card

Funny&Catharsis | Funny&Catharsis | Funny&Catharsis | Funny&Catharsis

How to USE IT

1 Preliminary preparation

Players need to have a pen and paper ready to write and record in the game.And use "Game Machine" to print the corresponding **ID card** and **Method card**.Four players are divided into two teams, each team a **"FUN" and "SUP"**, choose the corresponding identity card.

2 Early game

Both teams of players choose which "**Method card**" they want to use and start creating based on that. Players **all use pen and paper** to record summary, so that the official start can proceed smoothly.

3 Performance

According to the content of the preparation stage, players perform crosstalk for a limited time. During the performance, players can read drafts and interact. At the same time, the other group needs to carefully **judge whether the content meets the requirements.**

4 Evaluate

After each round of the game, players need to **discuss and evaluate the performances of each group**, such as whether the content is interesting, whether it meets the requirements, how the performance is paced, and so on. And **finally choose the winner**

This game can be **played offline face to face**, as shown in the picture players show cards every turn.

A GAME aimed at **crosstalk lovers and potential crosstalk practitioners,** the APP includes crosstalk learning, **games** and videos. APP can help them improve their level of cross talk, knowledge reserve, creative ability, and **bring high-quality fresh blood** to cross talk industry

To enjoy the experience of being a comedian while playing games,