

# PERSONAL PORTFOLIO

2020-2021  
interaction design

YIQIN  
DING

## Catalogue

- 01 **Onion**  
Interdisciplinary Programs & Game Design
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Interactive Design
- 03 **Refraction of Desire**  
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Interactive Design

# Onion Impression

01.

- This project identifies the user's eye movement characteristics through an eye tracker to determine the user's personality characteristics.
- Ease users' embarrassment when meeting strangers for the first time, and guide users to present their true personality to new acquaintances.
- After optimizing the first impression, increase the possibility of further understanding.



## Stereotypes

## ■ BACKGROUND

The first impression is **the impression of the first contact or interaction with a stranger**. It has a greater impact on people's overall impression of people or things, that is, preconceived.

It **may be affirmative** or it **may be negative**. It often becomes the basis for people to decide their second and subsequent interactions.

In reality, **mistakes caused by first impressions are extremely common**. Therefore, we must pay attention to the first impression, but also try to avoid the mistakes in understanding caused by the first impression.

### The cause of the first impression bias

Refers to **the subjective impression of a point** or a partiality formed in interpersonal perception. It is often caused by the fact that one's own understanding of a person is not deep enough, and thus it is susceptible to the selective **influence of the surface**. There is no intrinsic connection between some personality qualities or appearance features, but we can easily link them together.

Stereotypes are **fixed opinions** about the various groups of people in society, or views on the generalization of people. This deviation is similar to **the book theory in philosophy**. If you make a point, you will set it to another place, and you will not speak according to the facts. This phenomenon is one-sided and equally undesirable.



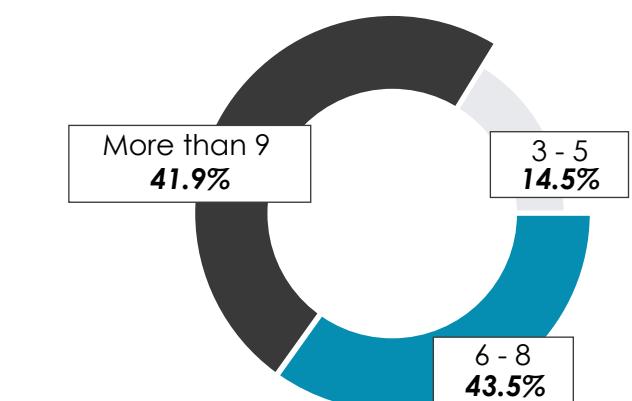
## Halo Effect

When we first contact a stranger, we often have a biased first impression that may affect your subsequent communication.

### Reason

01

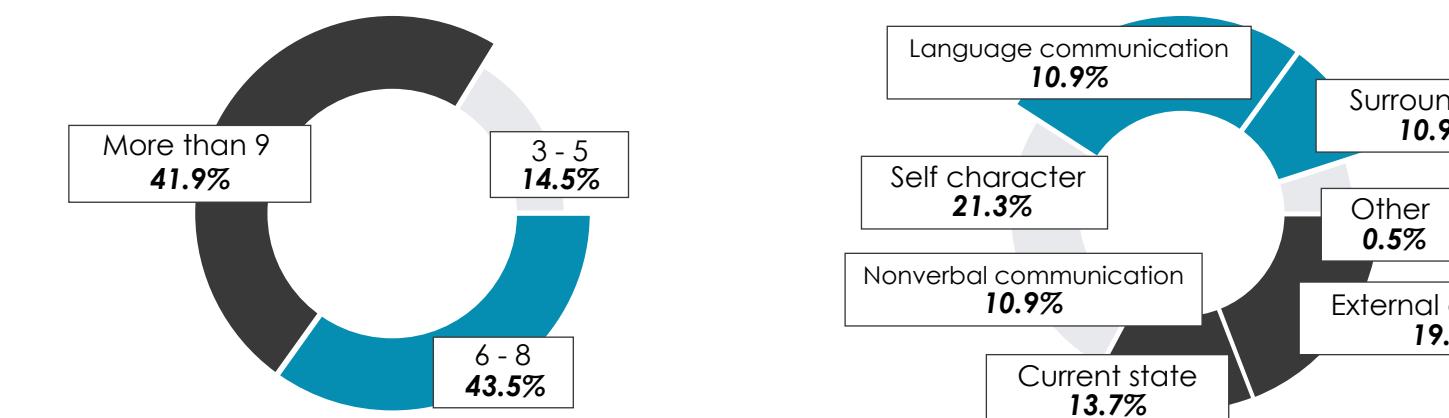
### Number of people at the party



Usually, the number of people attending the party is **greater than or equal to 6**.

02

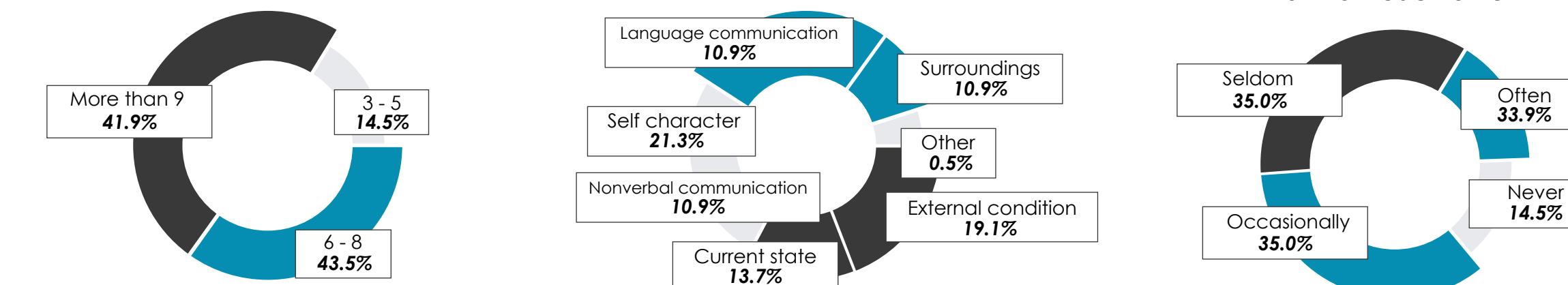
### Factors affecting the first impression



Language communication methods such as **speaking style and external conditions are the main reasons** for the first impression bias caused by the interaction between people.

03

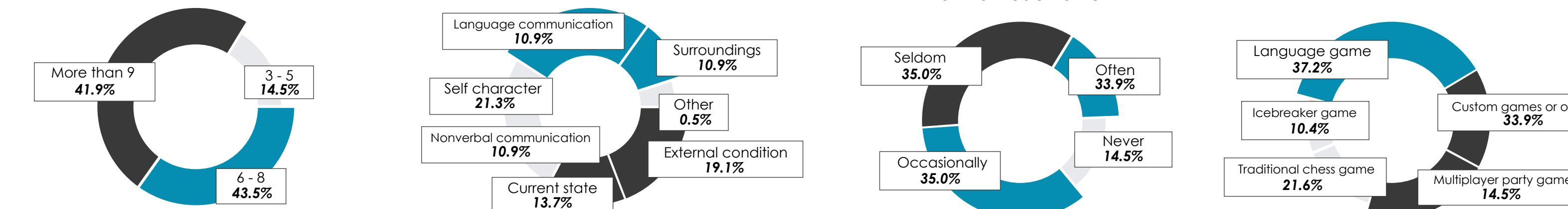
### The frequency of using the game to know each other



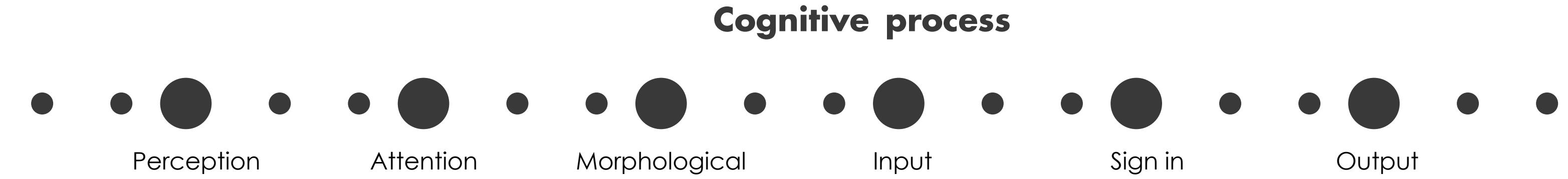
In most cases, **nearly 70% of people will use the game** to understand each other's personality, ease and activate the current atmosphere.

04

### Types of games that are often played



In most cases, players are **more willing to play language games** to gain deeper feelings and understanding.



## Problem

When we first contact a stranger, we often have a biased first impression that may affect your subsequent communication.

## Disadvantages

The first impression is that it has a certain one-sidedness. And the persistence of the first impression will take longer to change the impression left behind.

## Conclusion

No matter which deviation in social perception is subjective. Therefore, in dealing with people, we should try our best to avoid these effects.

## Eye tracker

An eye tracker is a device that tracks information about the position of the eyeball and the movement of the eyeball. **Tracking of eye movement is achieved by measuring the position of the eye's gaze point or the movement of the eyeball relative to the head**. When using the product interface or interacting with the product, the user uses the eye tracking method to collect detailed technical information and record the location of the user's viewing (and no viewing) and the time of viewing.

## Design goals

5

## Goals

**Reduce the deviation from the first impression of each other** when interacting with people, show a more objective first impression, and create a relaxed conversation atmosphere.



## Personality classification

**Extroversion**

**Good at socializing, very active and full of energy.** The areas of the brain that are driven by dopamine tend to be highly responsive, preferring to pursue stimuli, and are excited by the feelings of excitement and changes in the environment.

**Neuroticism**

**Nervous, worried, sensitive, and creative.** Will often worry about a specific problem, and thus stimulate creative thinking or excellent works of art and academic breakthroughs.

**Conscientiousness**

**A person who plans, sets goals, and implements them rigorously.** Avoid inappropriate decisions, be able to withstand temptations, and like to control the environment in which you live.

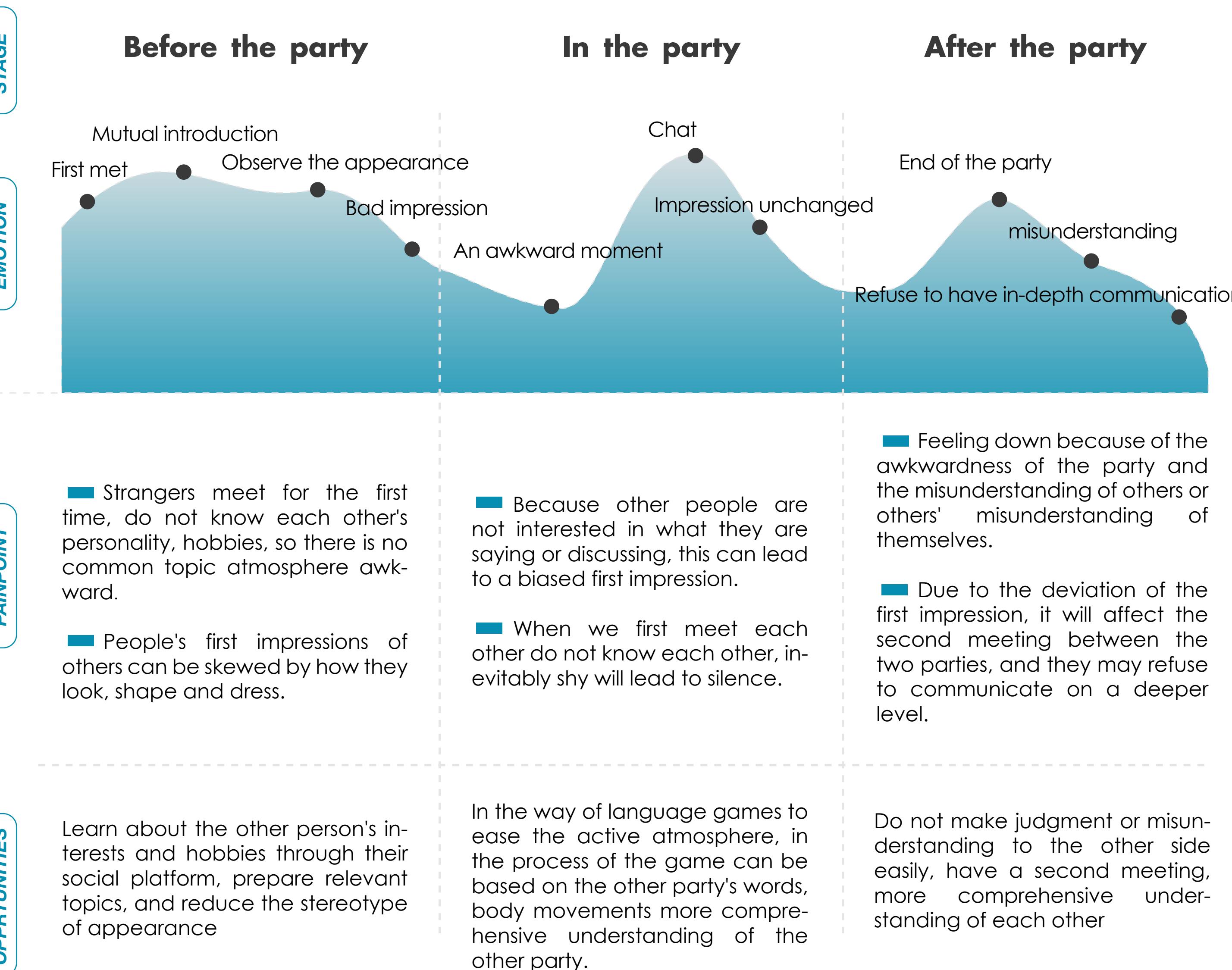
**Agreeableness**

**Thoughtful, sensitive, but may be overly selfless, putting the interests of others above their own interests.** You are good at understanding the feelings of others, but you are not good at recognizing their position.

**Openness**

**Smart and creative.** You may be a very interesting partner because your way of thinking and language use are very attractive.

## User journal map



## — INTERVIEW

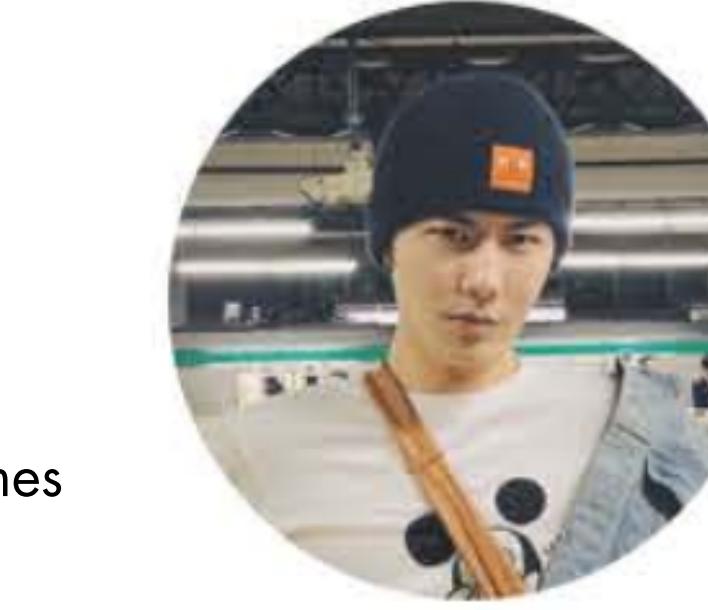
“I like to play games at parties, because playing games can avoid the embarrassment of being unfamiliar at first, and there are many common topics during the game.”

“When we first meet, we usually prefer to play language games. The rules of the game are very simple, and it doesn't matter if someone hasn't played it because they learn it. And these games spend most of their time talking and it's easy to get to know the other person's personality.”



**Petty**

**23, Nurse**, Keep fit, play games



**LUCAS**

**27, Designer**, Take pictures, travel, play games

“When interacting with strangers, there is a high possibility of embarrassment because people who do not know each other's personality and temper will also hide their true personality. But generally when playing games, everyone will relax a little bit.”

“Fear of cognitive bias because fear of new acquaintances at the beginning of their own label is not consistent with their own, and the first impression is very impressive, in the subsequent friends fear it is difficult to change other people's bad impression of their own.”

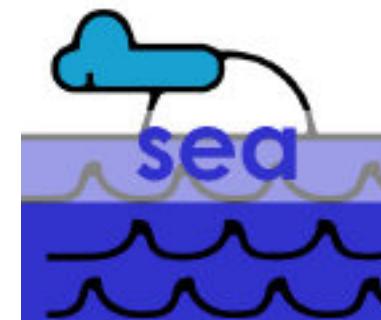
# Game Design ONION

## Game Background

In the war and strife of the European middle ages, there are powerful hero knight compose a magnificent picture of the war; There are also old and new noble princes and princesses writing love chapters. There are forest hunters who wander about, civilian officials who set up a cone in troubled times, trainee knights who serve as cannon fodder, military upstarts who perform meritorious service, servants who serve their masters, and queens who have a delicate mind. In the game, let's see how the players get into character and slowly write a different medieval history.

## Game props

Sword, wand, rose, balloon, armor, throne, poison, black forest, army, tree hole, maze, apple, market, scissors, lake, camera, gate, parchment, stable, window, candle, dish, ball, church, well, glass slipper.



01.3

ONIO is a **story solitaire game** in which users play character roles. Under the premise of the set beginning and end, use the props according to the rules to write the plot and perfect the story.

## What is ONIO

### The beginning and the end of the game

#### Beginning

- The princess opened her eyes and woke up from the room as usual.
- The witch looked at herself in the mirror as if she had gone back in time.
- The prince's glasses looked thoughtfully at the throne ahead.
- The knight slowly took off his plate and set it aside.

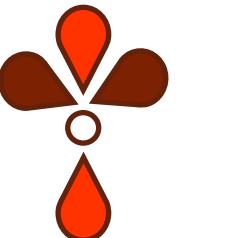
#### End

- The maid put on the stolen glass slipper and went straight to the forest.
- The hunter's bow and arrow aimed straight at the heart of the princess.
- The princess put on her armor, picked up her sword and went to the battlefield.
- The queen sat on her throne and looked down at the people.

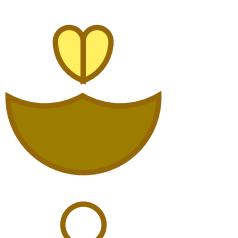
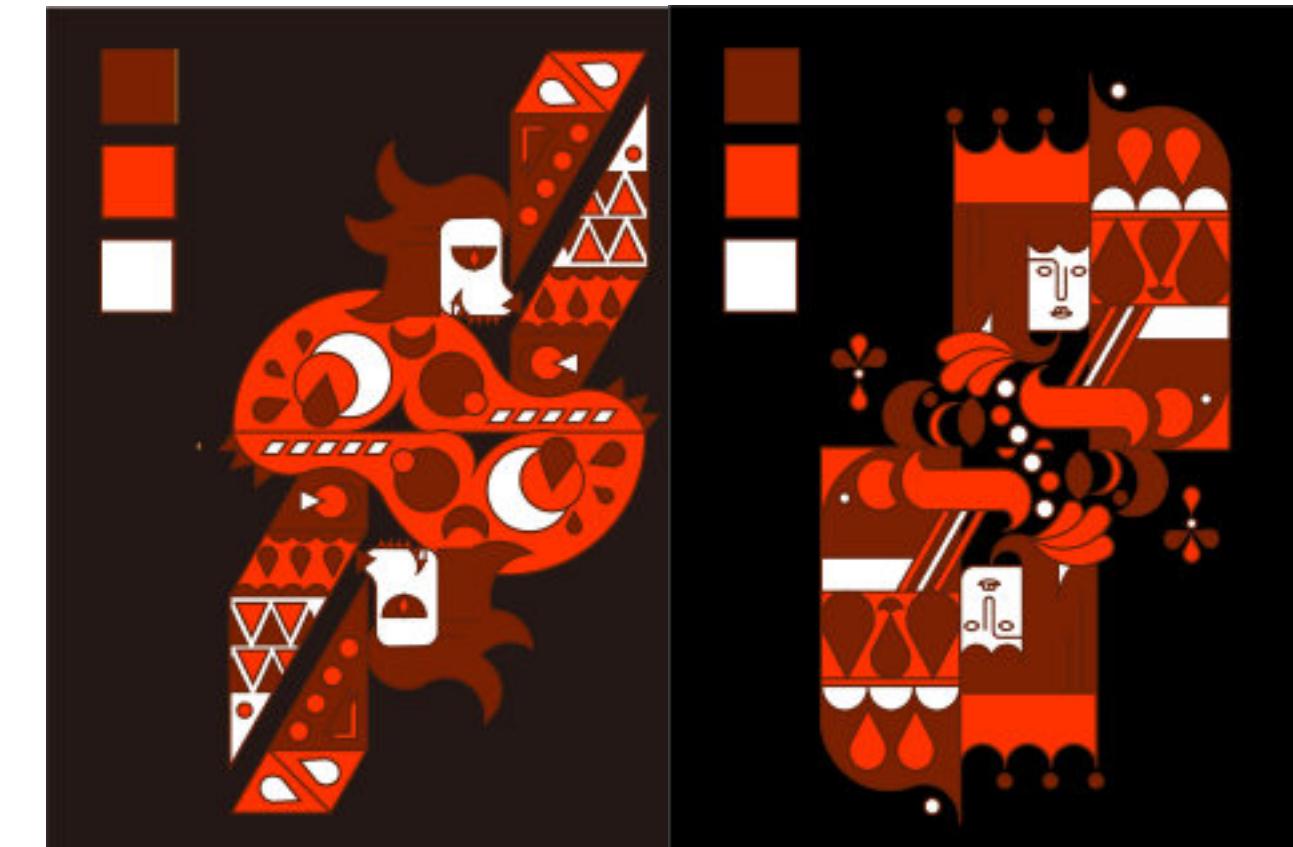
## Game characters

All the game role is divided into five major categories: **openness, conscientiousness, extraversion, agreeableness, neuroticism**.

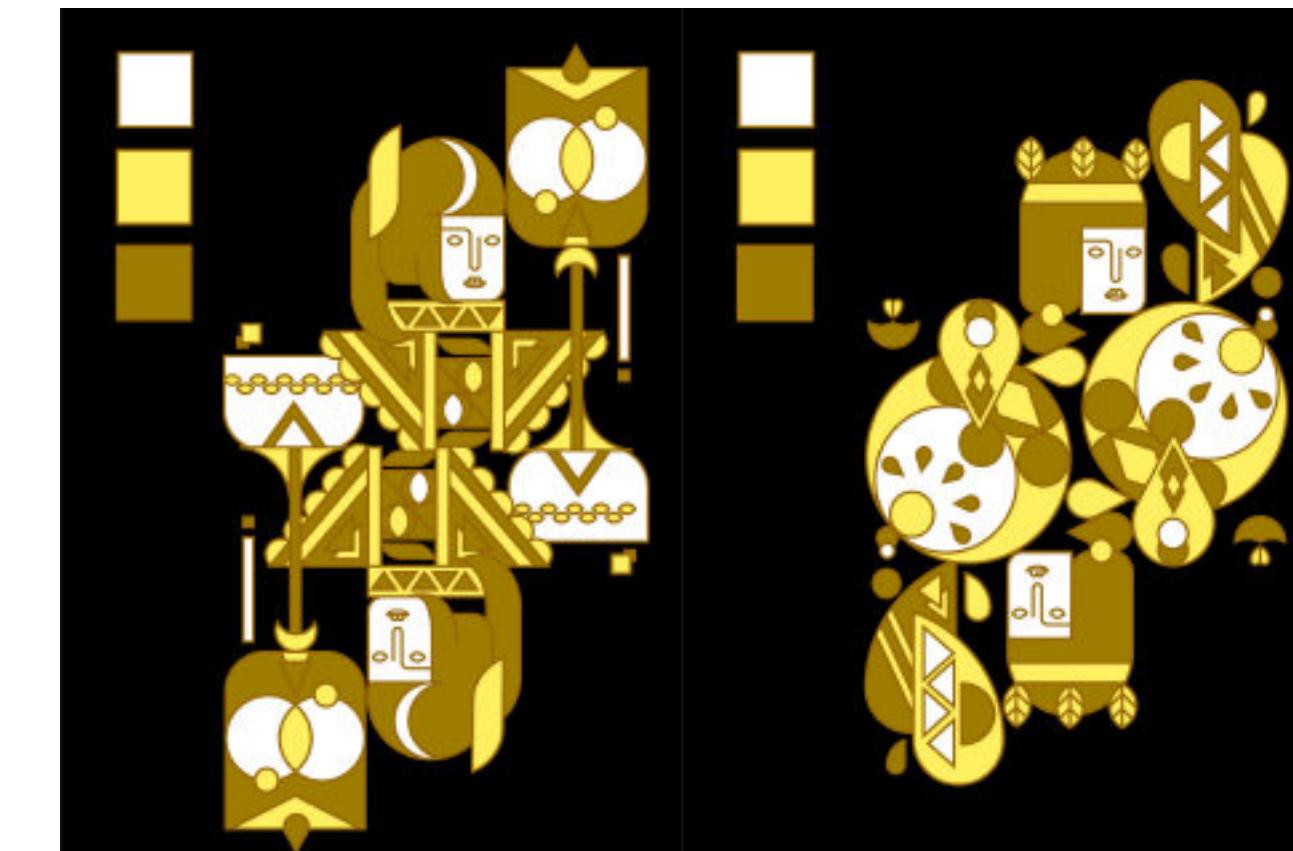
The eye movement instrument according to user's eye movement which categories, determine the user belongs to and random distribution of a piece of the categories of the role.



**Neuroticism**  
blink faster  
princess  
doctor  
servant

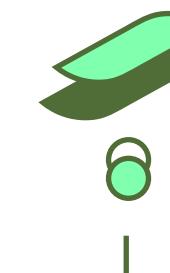
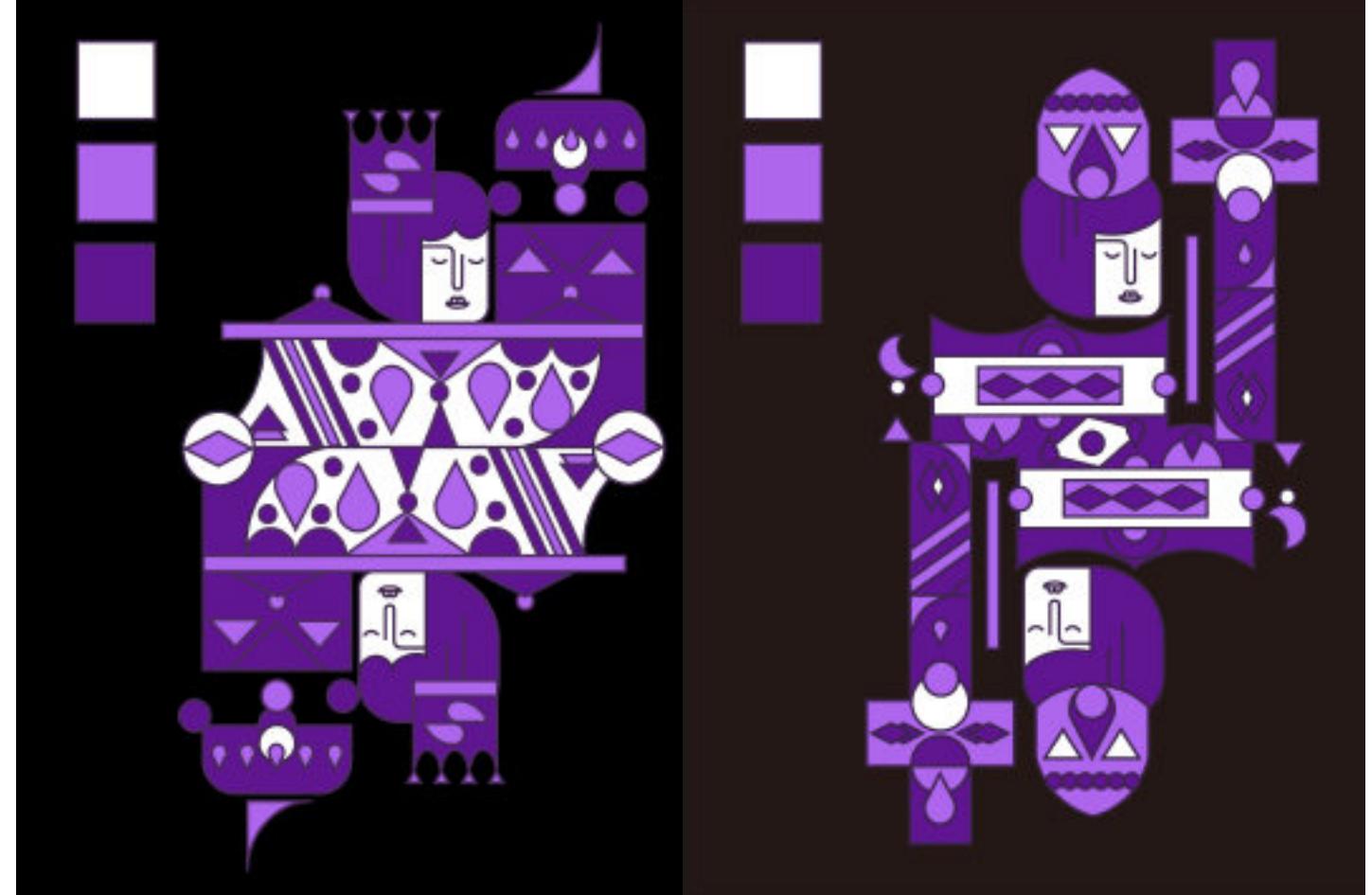


**Agreeableness**  
look around more  
elves  
cookbard  
witch



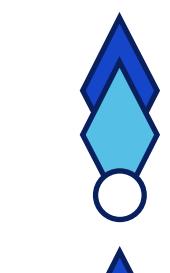
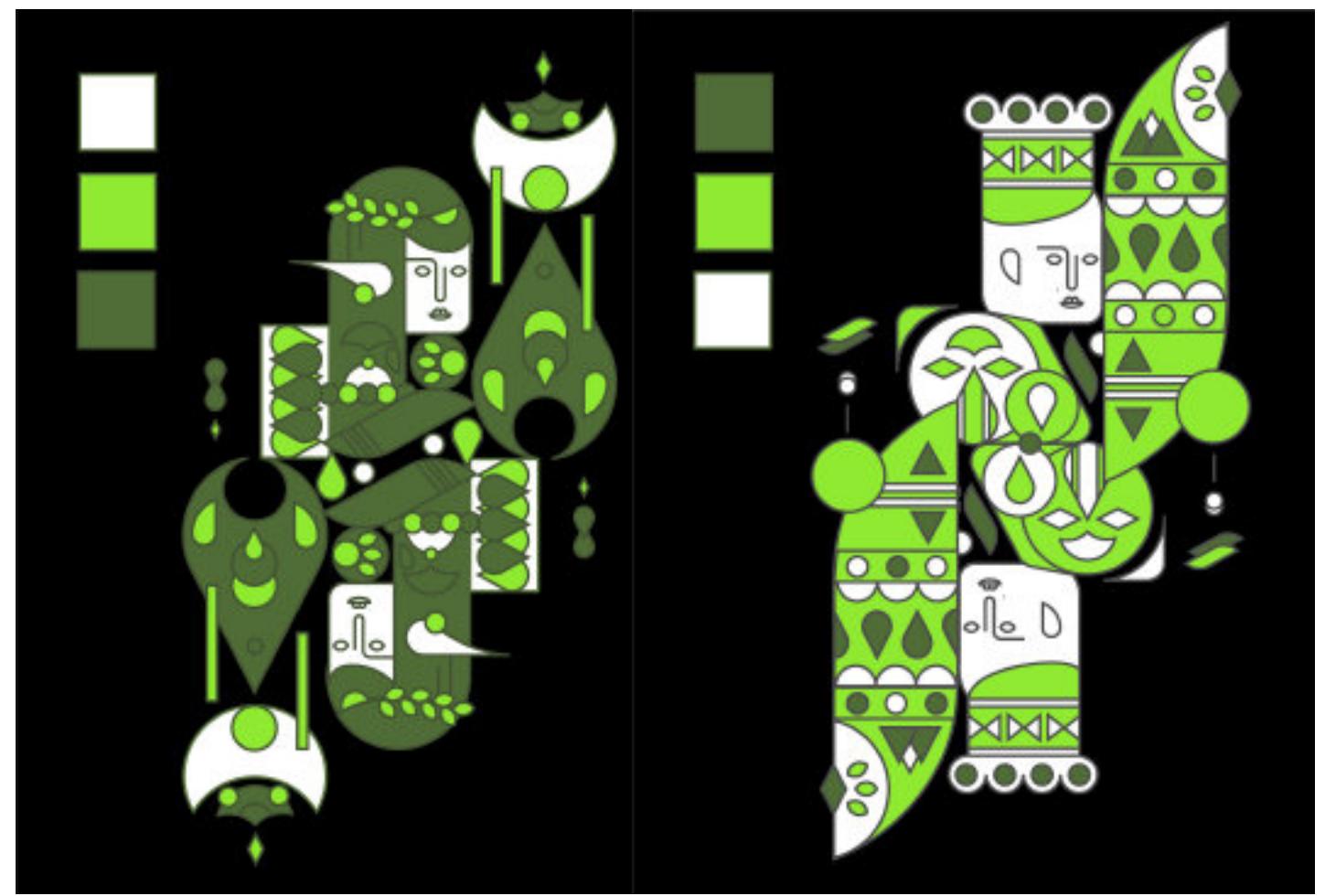
**More conscientiousness**  
have greater pupil size changes

merchant  
farmer  
spy



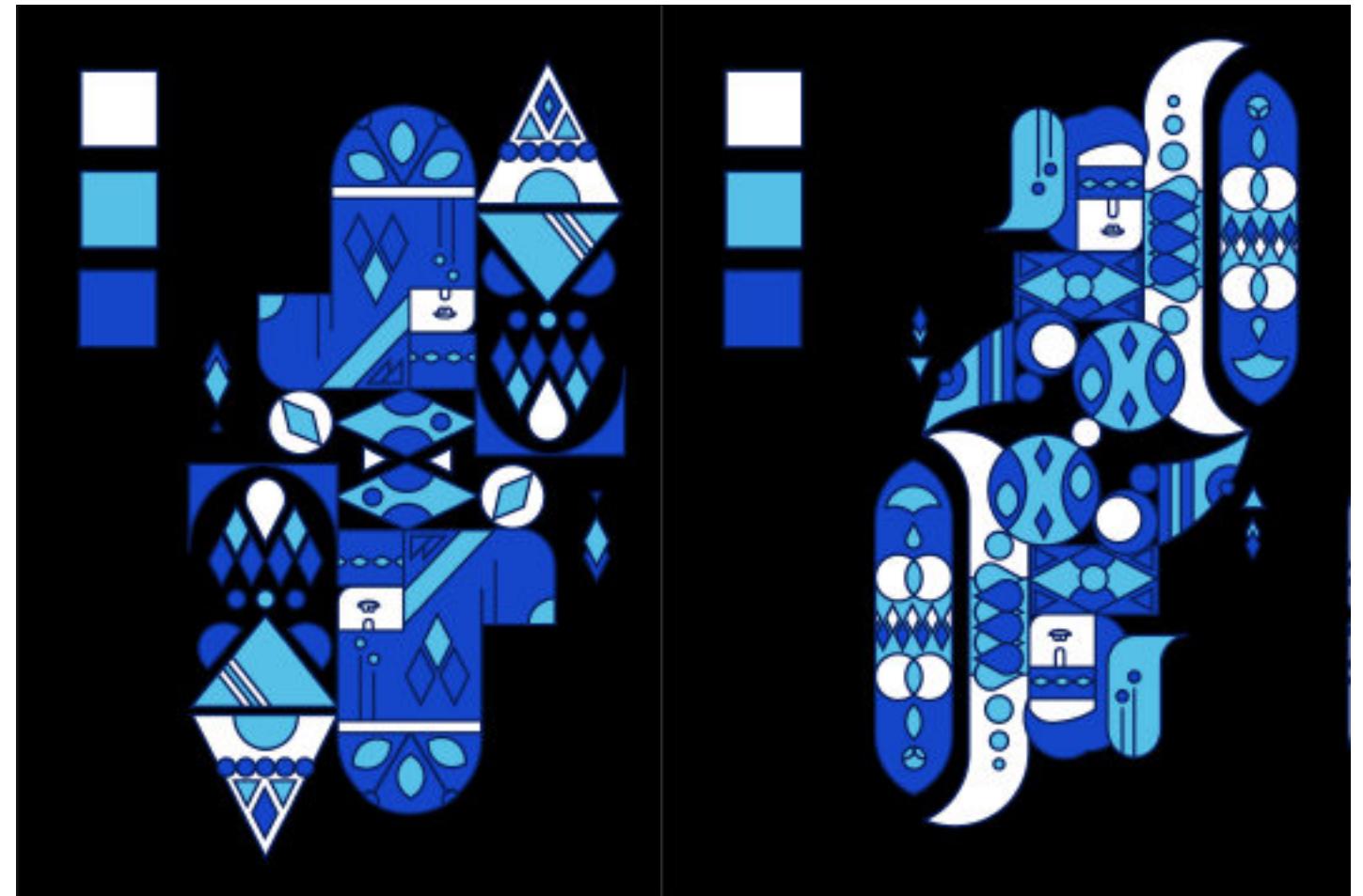
**Open-minded**  
stare at abstract images for longer periods of time

queen  
beggar  
beast

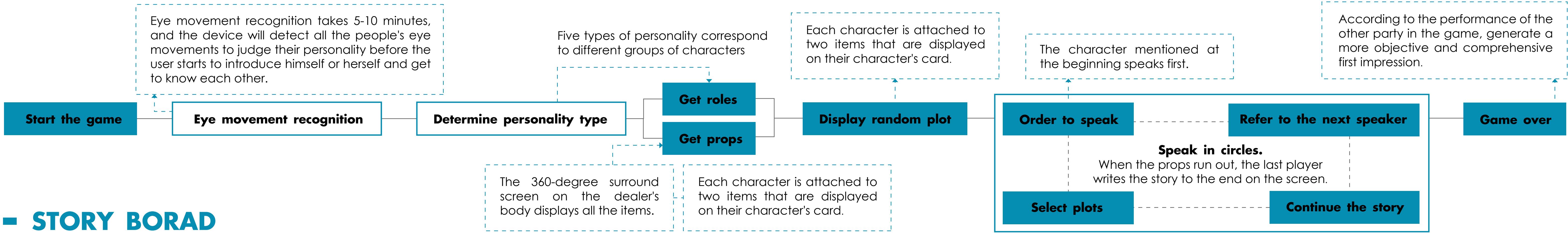


**Optimistic**  
spend less time looking at negative emotional things

knight  
prince  
blacksmith  
priest



## - GAME FLOW

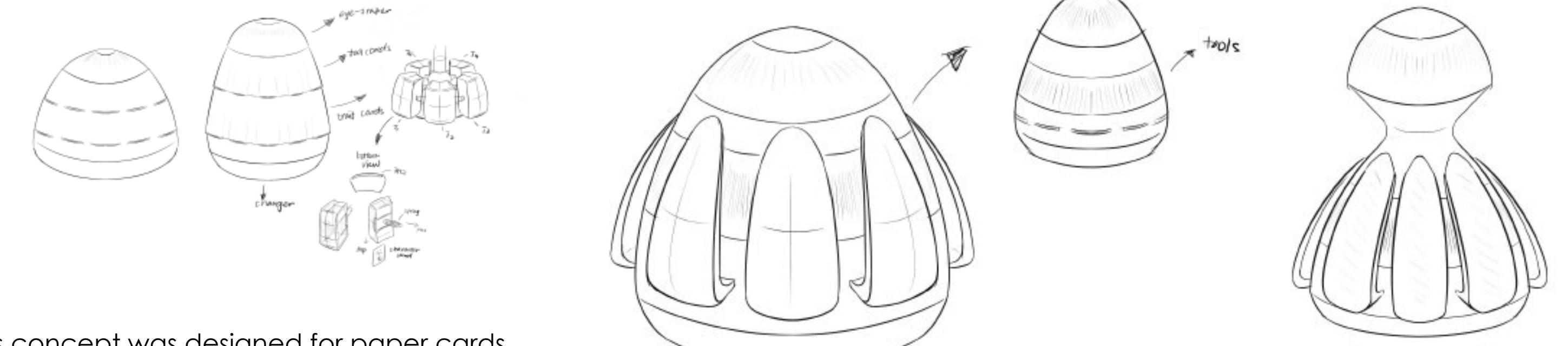


## - STORY BORAD

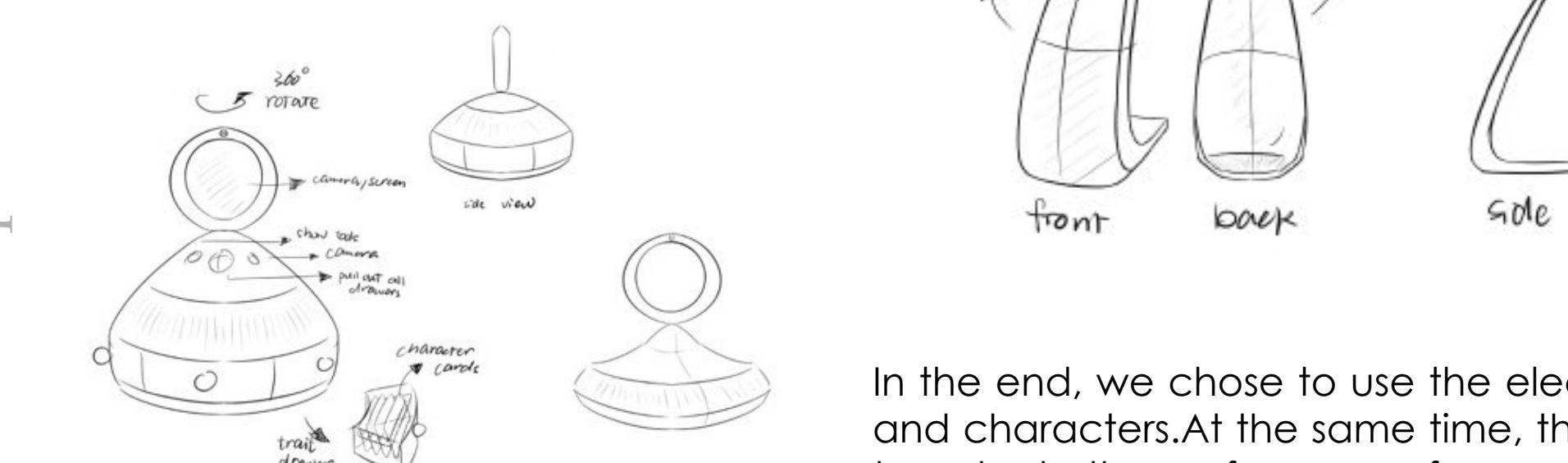


## - PRODUCT DESIGN

Concept 01



Concept 02

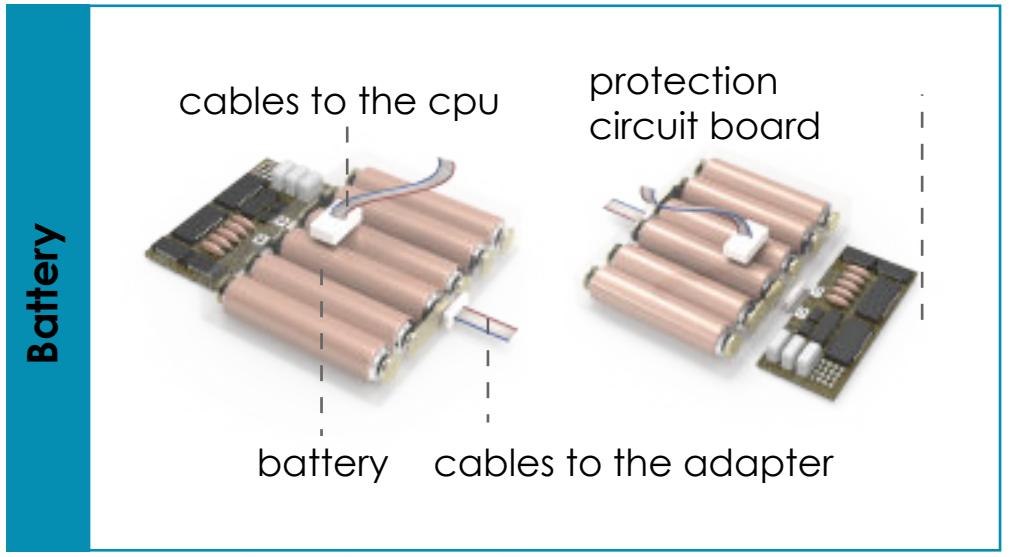
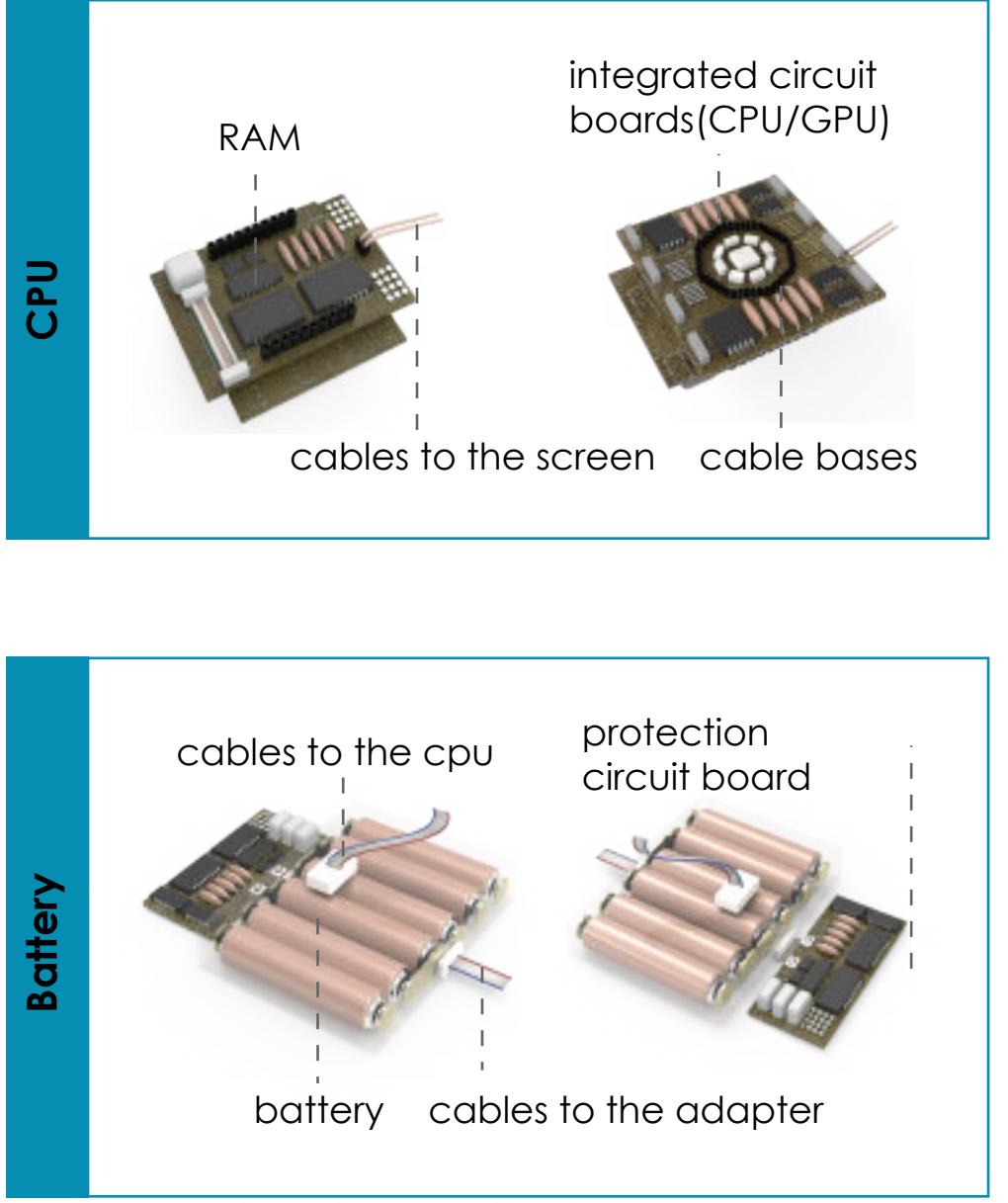
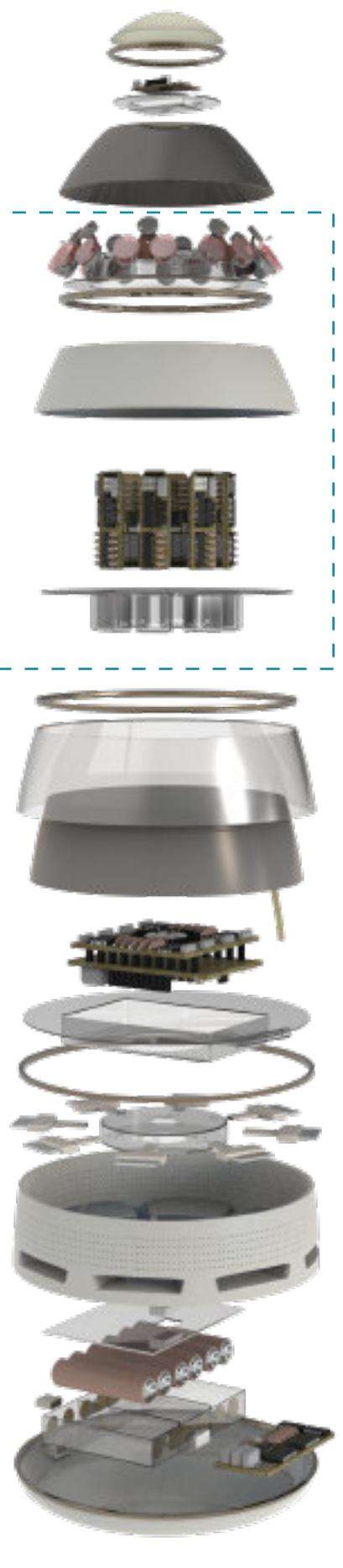
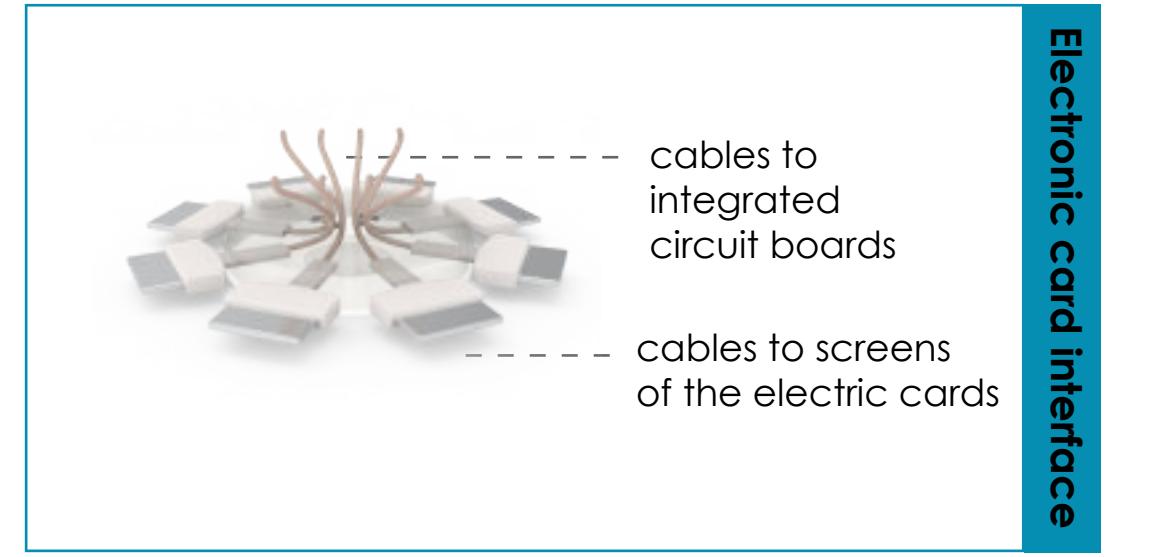
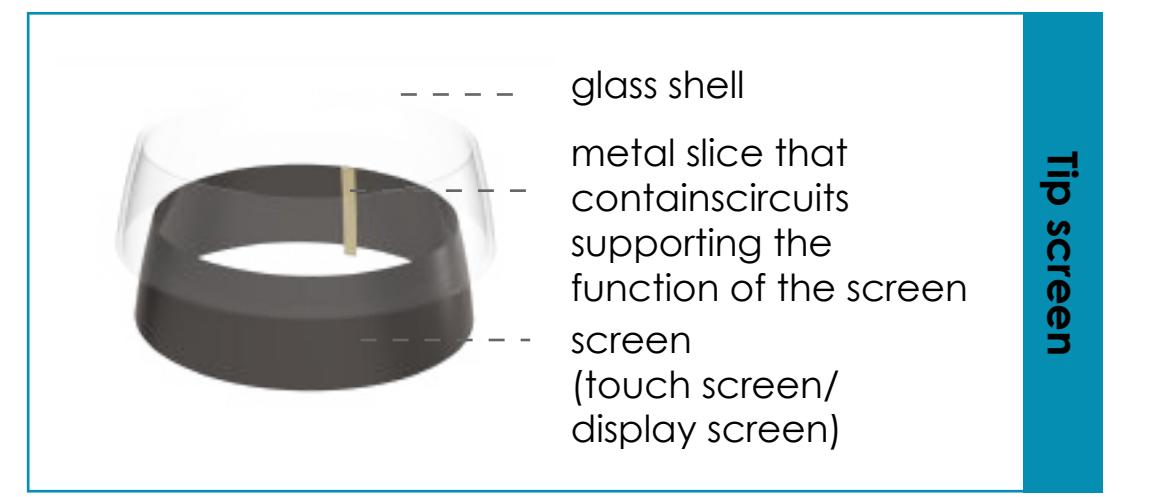
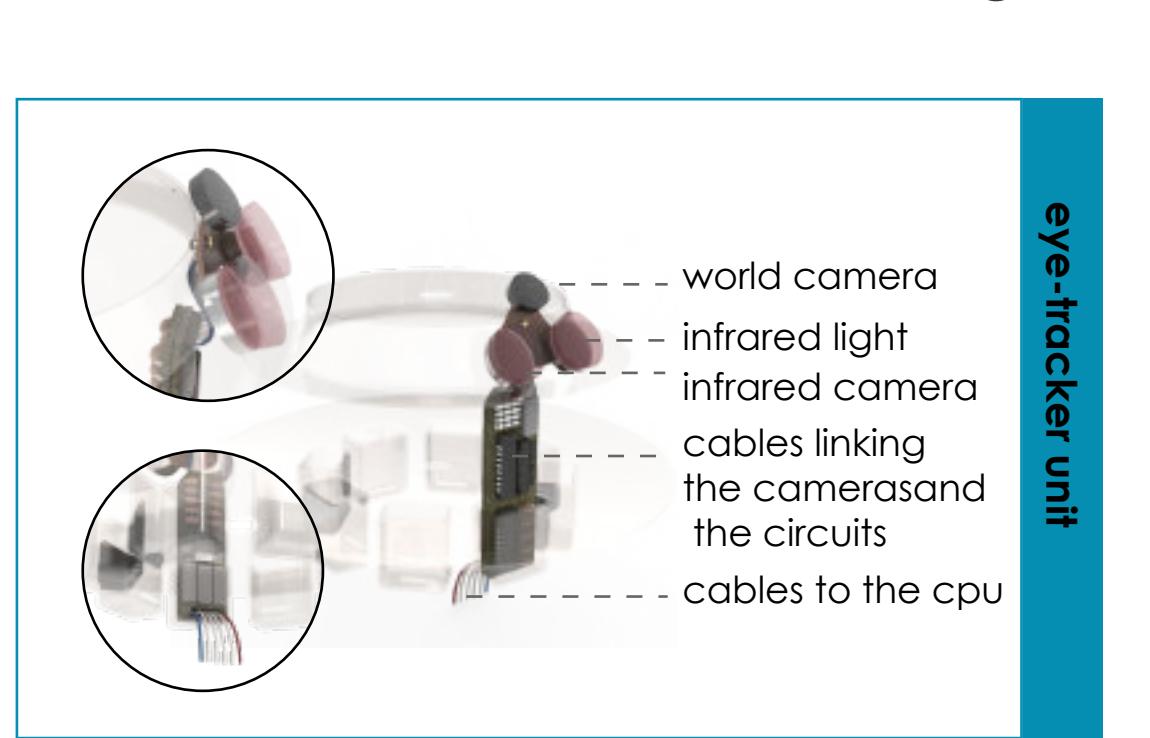


## Final Concept

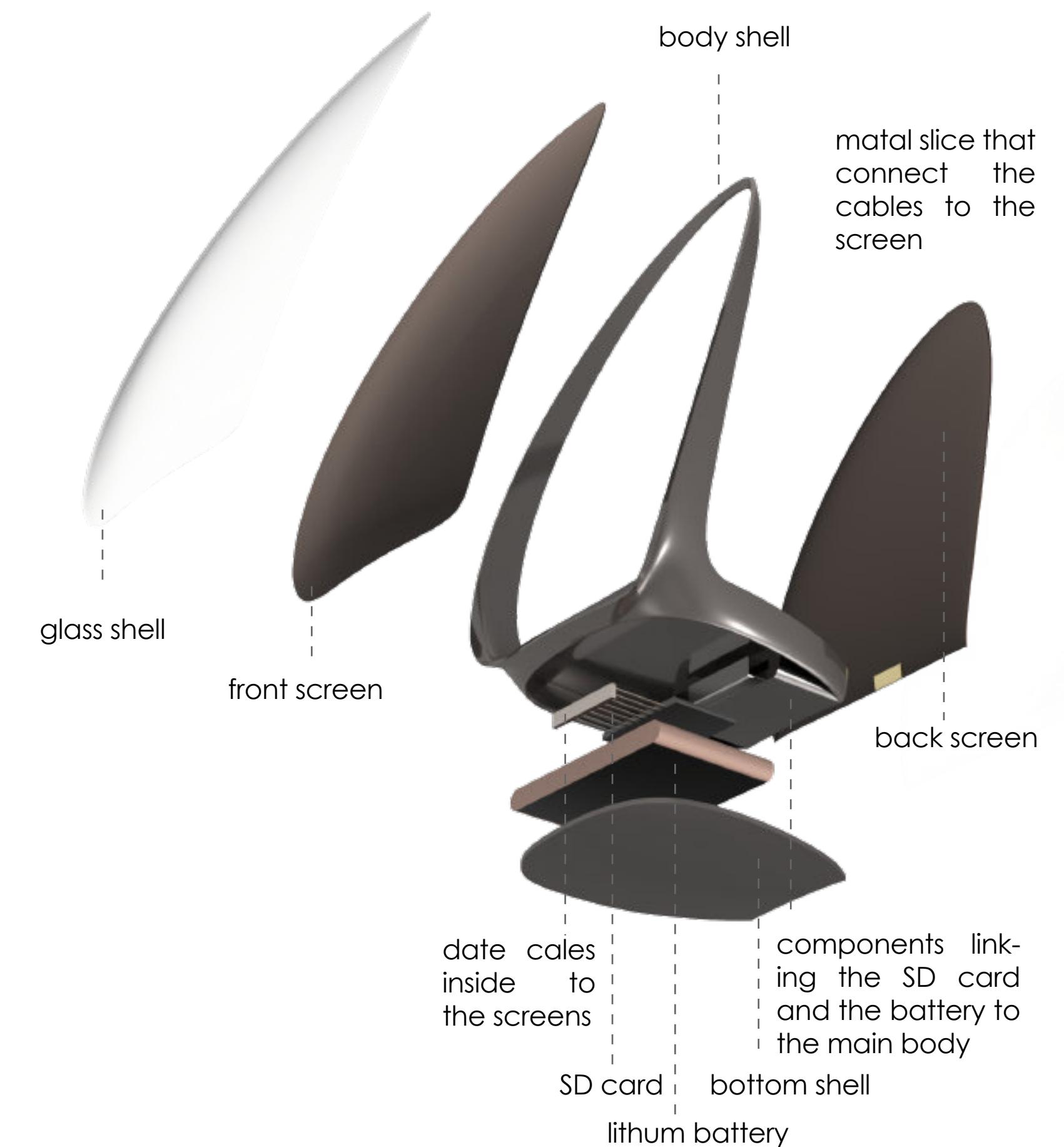
In the end, we chose to use the electronic card to display our game's rich props and characters. At the same time, the design of the main machine was simplified to cater to the preferences of young people.

## — PRODUCT DESIGN

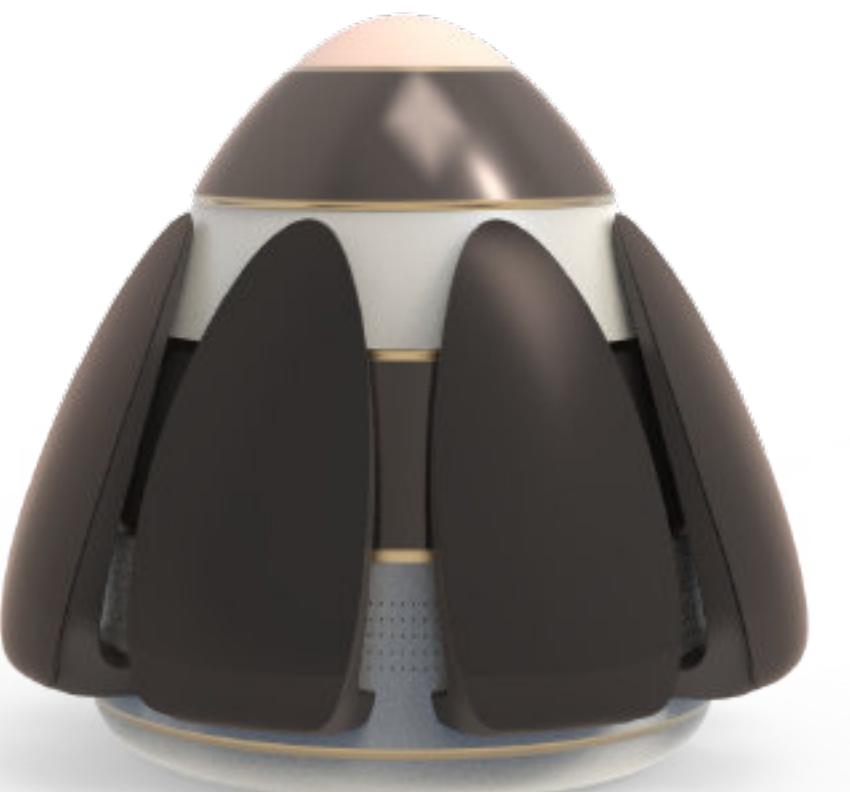
### Internal structure of licensing machine



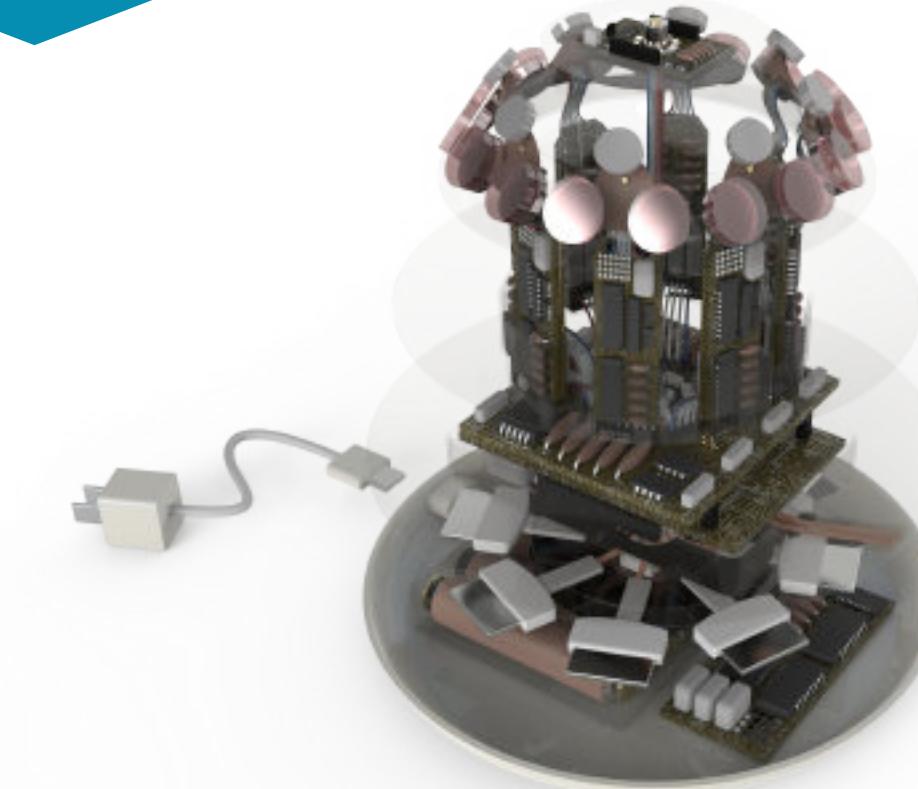
### Design and construction of electronic card



01.5



Appearance



Internal structure



# Lightning Tickets

03.

- The product improves the hardware and software problems of ticket machines, such as unclear relationship between road name and station, coin recognition, and complicated operation process.
- Various identification functions are used to simplify the ticket machine process and provide help for first-time subway users.



## ■ BACKGROUND

With the gradual improvement of the transportation system in the city, many countries have begun to establish their own subway system to meet the daily travel needs of the citizens. However, in this system, the complexity and singleness of the ticket purchase method often gives travellers the poor experience.

### Charging methods of subways

As of March 2017, it had listed 201 cities in 60 countries and regions. Rail fares in most countries are determined by distance (or mileage), and the farther you travel, the higher the fare. In Britain, rail fares are regional. Take some place as the center, radiate outward will delimit collect fees area, press collect fees area price.

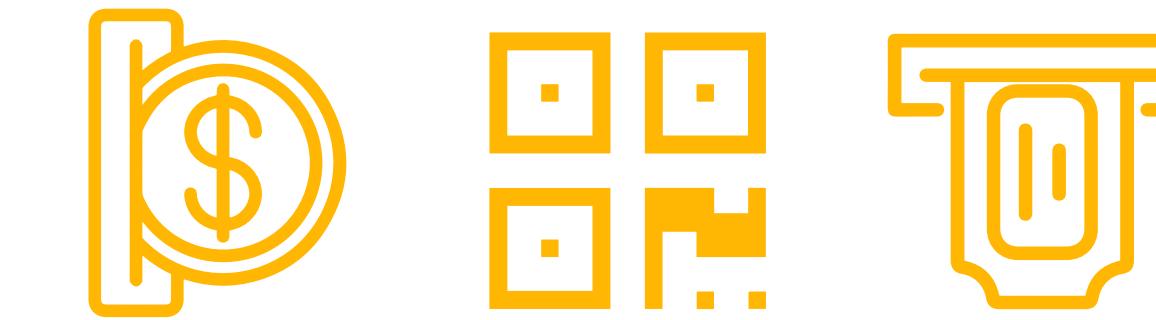


Many urban rail transit systems have introduced automatic toll collection systems, which can save a lot of labor and operating costs. Whenever a special ticket or IC card is inserted, the gate of the automatic toll collection system will release the ticket automatically.



### Means to get tickets

Including manual ticketing, vending machines, transportation card payment, two-dimensional code payment, Apple Pay, unionpay payment and so on.



### Subway ticket buying in China

Wire mesh at present in Beijing, for example, the Beijing daily passenger flow, around 10 million people every day, about 1 million or so passengers using one-way ticket, the holiday season in 1.5 million, the proportion of purchase tickets from automatic at about 30%, and the rest by artificial ticket, transportation card to Pay, Pay, Apple unionpay payment (total 35%) and the qr code (35%).



The proportion of subway tickets purchased by each way in May 2019

It is equipped with the function of working status prompt, and a call button is set on the front panel. When passengers encounter problems during operation, they can send a signal to ask for help by touching this button

Compared with manual ticketing, it has higher efficiency and lower error rate

### The main advantages and functions of ticket machines

Tickets can be purchased with various denominations of RMB notes or COINS, and multiple tickets can be sold at the same time;



### Ticket machine user classification

#### The novice user

Users who have never used the product or have not yet learned the operation knowledge

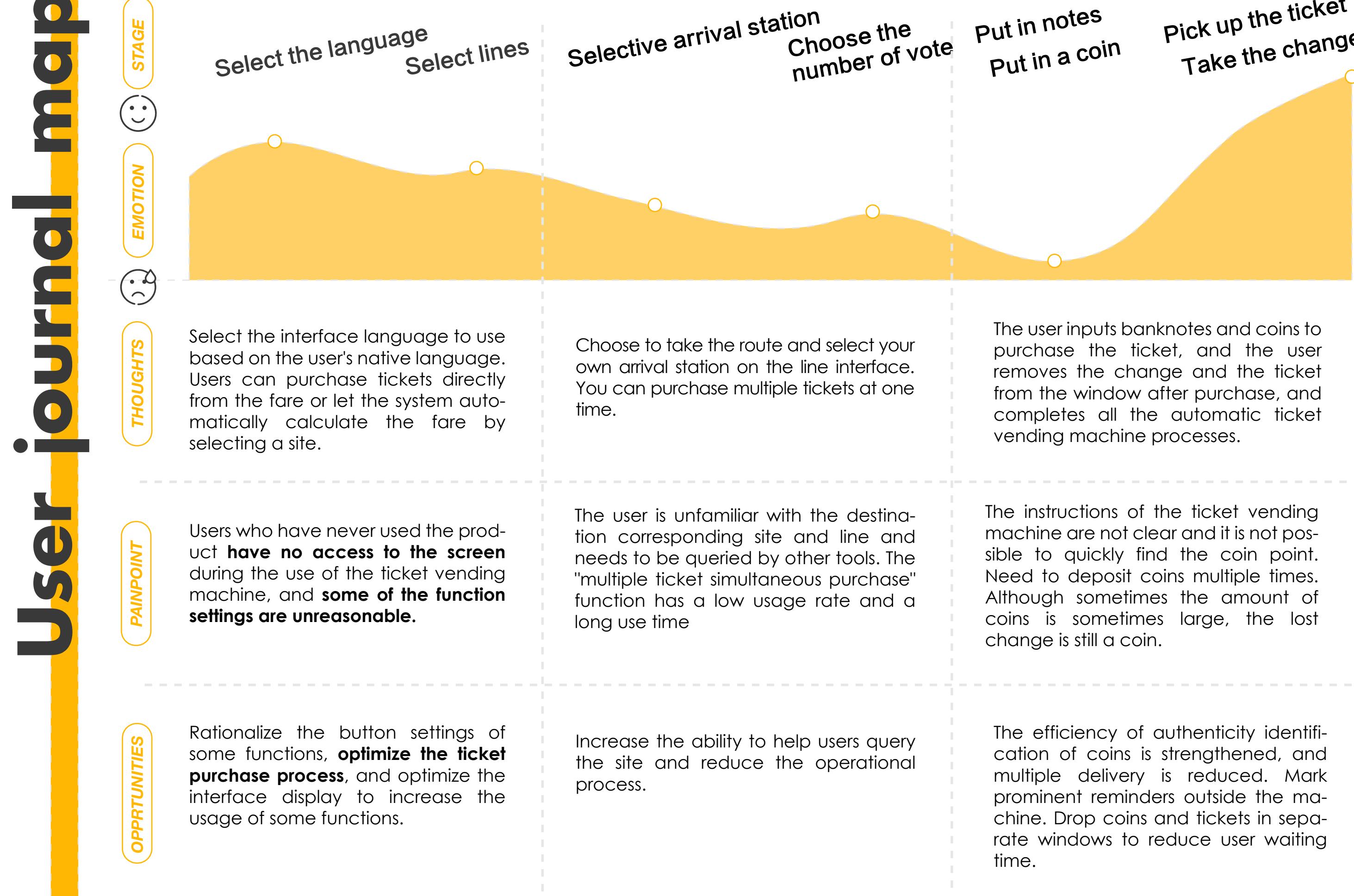
#### The average user

Basic ability to complete a task independently, but not skilled. Do not operate for a long time, there is the possibility of forgetting.

#### The depth of the user

Daily take the subway, understand the ticket purchase process and related knowledge of various channels, can fully use the ticket machine.

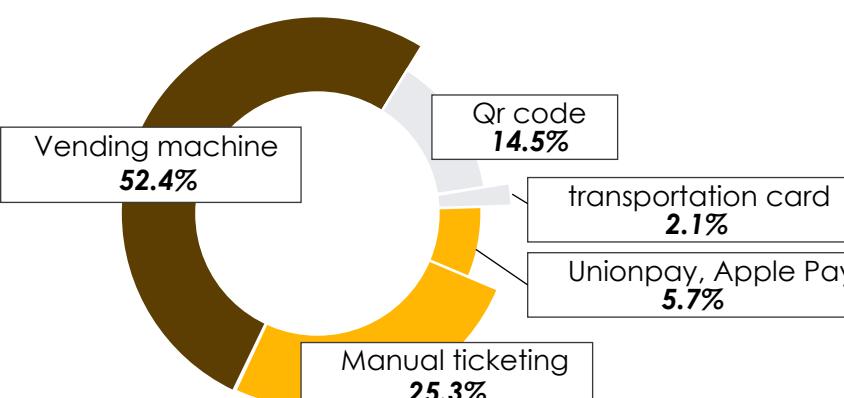
# User journal map



## INTERVIEW About novice users using ticket machines

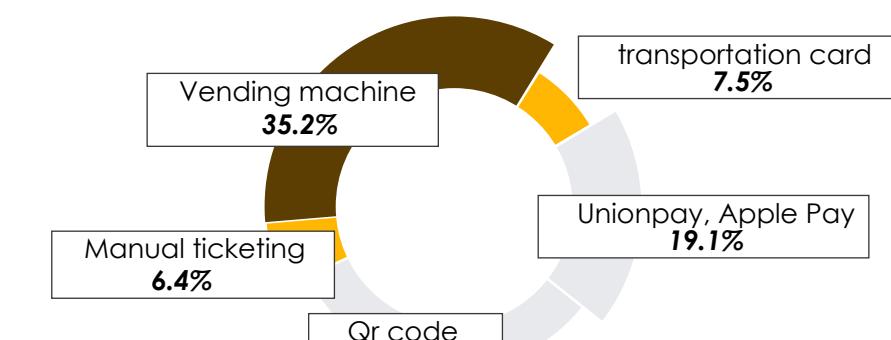
01

What is the way you first purchased subway ticket?

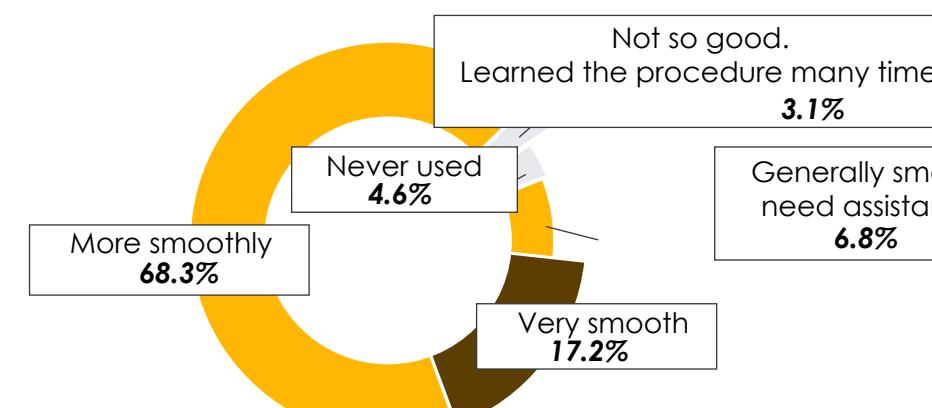


02.2

What is the normal way you purchased your ticket?

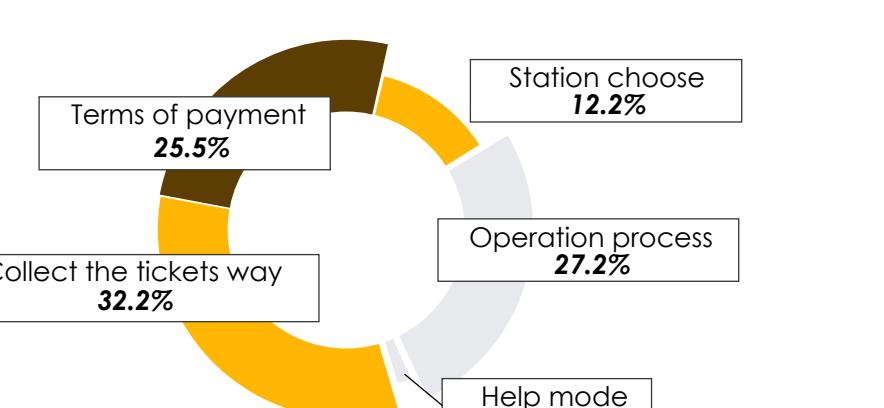


How was your experience with the vending machine?



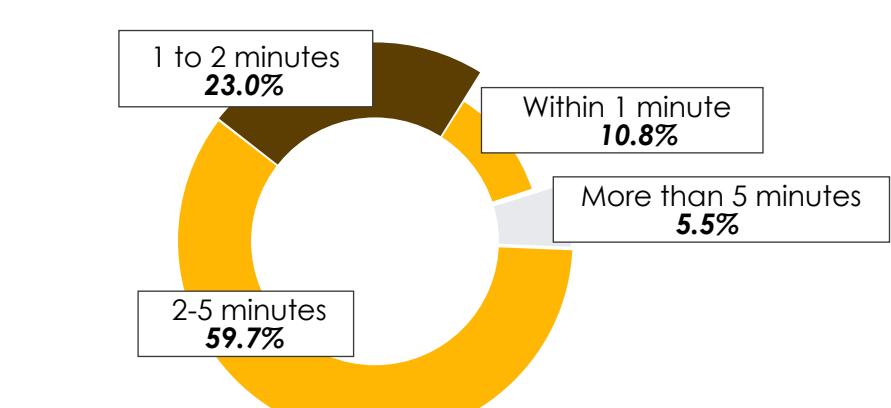
04

What was the first time you got stuck using the ticket machine?



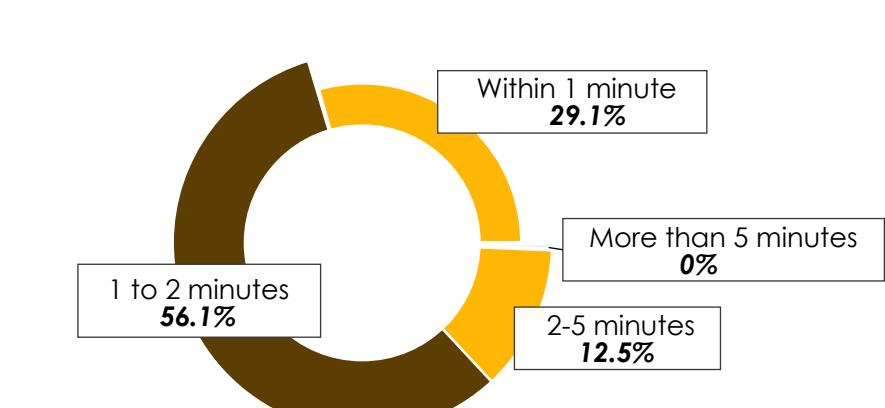
05

How long will your operation take?



06

What is your ideal operating time?



Many first-time subway users use manual or automated tickets to buy tickets. Improving the ticket vending machine can improve the initial ticket buying experience.

Ordinary users and deep users will complain about the waiting time when they need to queue, so they choose other ways to buy tickets.

Novice users are generally satisfied with the ease of use of the product, but there are still many obstacles in the first use.

The most common problem for users is the process of machine operation and the way of ticket collection, which means that the existing ticket machine interface and fuselage tips are not effective.

The user has a long time to operate the existing machine, most of which need 2-5 minutes to complete all operations.

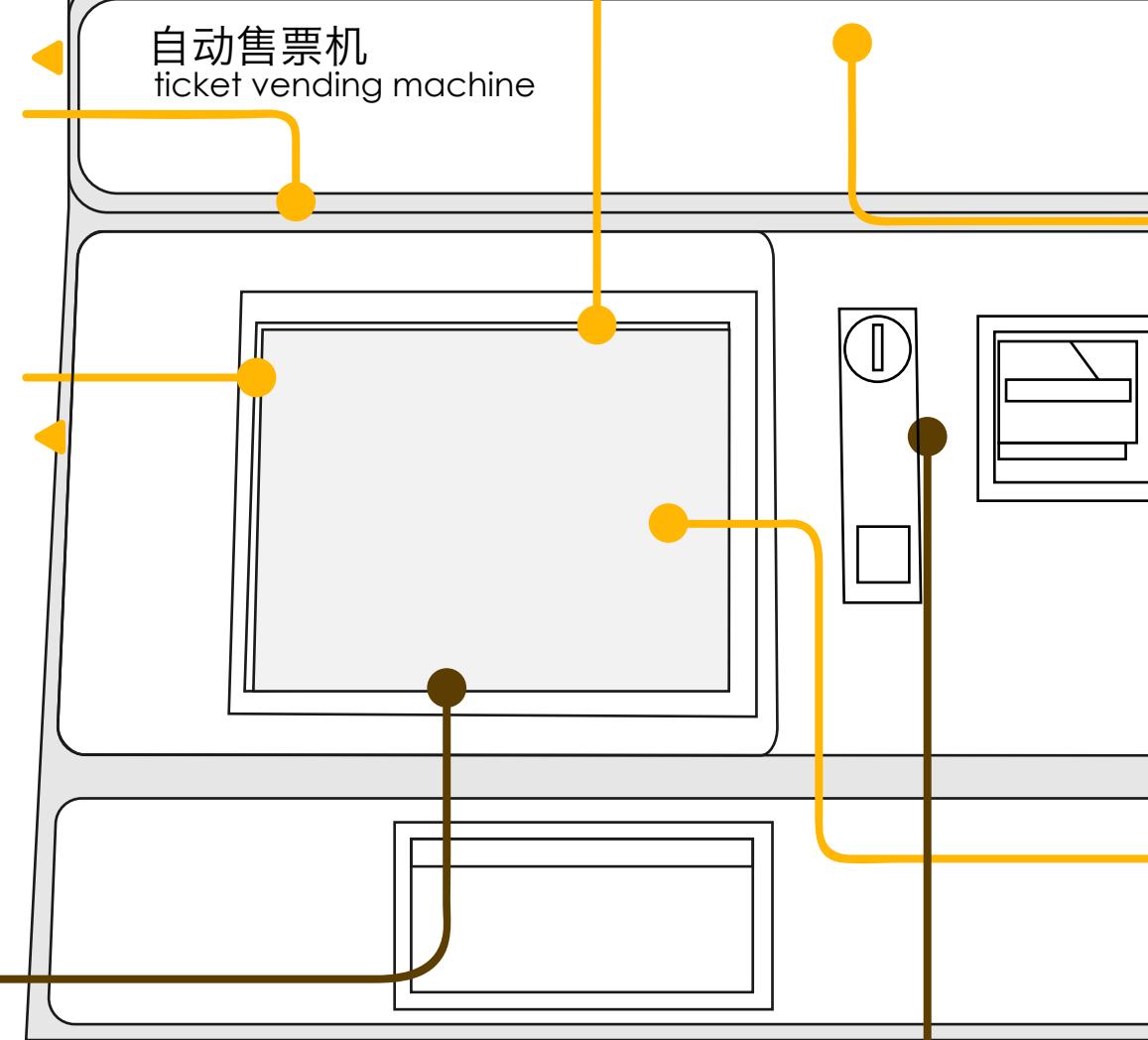
Users want to increase the efficiency of ticket machines and reduce the time required to purchase tickets.

## PROBLEM ANALYSIS & SOLUTION

Pain points

Unused products are unable to face the screen while using the ticket machine.

Add obvious signs to prompt the operation process or reduce the function button on the purchase interface.



Pain points

Lack of induction, ticket machine appearance more mechanized and lack of slogan.

Set up some slogans near the ticket machine or design content on itself to improve the utilization rate.

The indicative statement of ticket machine is not clear (money drop point, drop way, change way, etc.)

The appearance of the ticket machine was redesigned to be more explicit in function indication.

The operation process is complex and lack of basic interactive gestures

Update interactive gesture usage to synchronize with existing specifications.

Pain points

Pain points

Pain points

Pain points

Pain points

Function statement of ticket machine is not obvious (only accept COINS or suspend service is not obvious).

The appearance of the ticket machine was redesigned to be more explicit in function indication.

Unfamiliar with the site area

Reduce the user to use other tools to search the site steps, directly in the ticket interface to solve the relevant search.

Select number of tickets this feature has a low utilization rate, resulting in multiple tickets

The layout of the ticket interface is redesigned to make the function reasonably placed.

Pain points

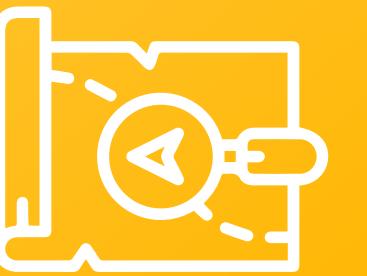
Pain points

Pain points

## ■ FUNCTIONS

### Search by road name

Users can enter the destination address to find the corresponding site, and at the same time in the ticket interface can also see the site near the mall, landmark buildings, bus routes and so on.



### Multimode payment

There are many ways for users to make payment in the payment interface, including two-dimensional code payment, cash payment, bank card payment and so on. Providing channels for different payment methods is no longer limited to the single use of cash payment.



### Projection instructions

The projection function is set outside the product. When the user needs to interact with the part outside the product screen (such as placing COINS, taking tickets, etc.), the interactive position of the product can be found quickly.

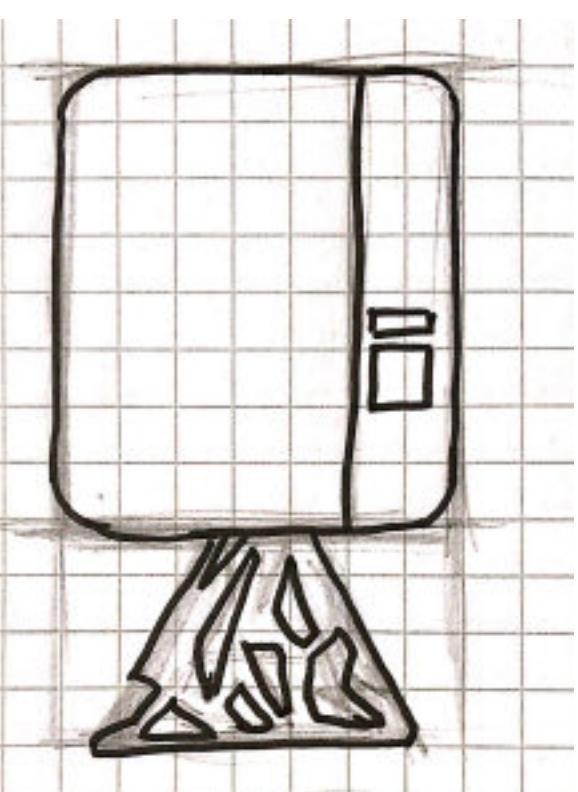


### Multiple input mode

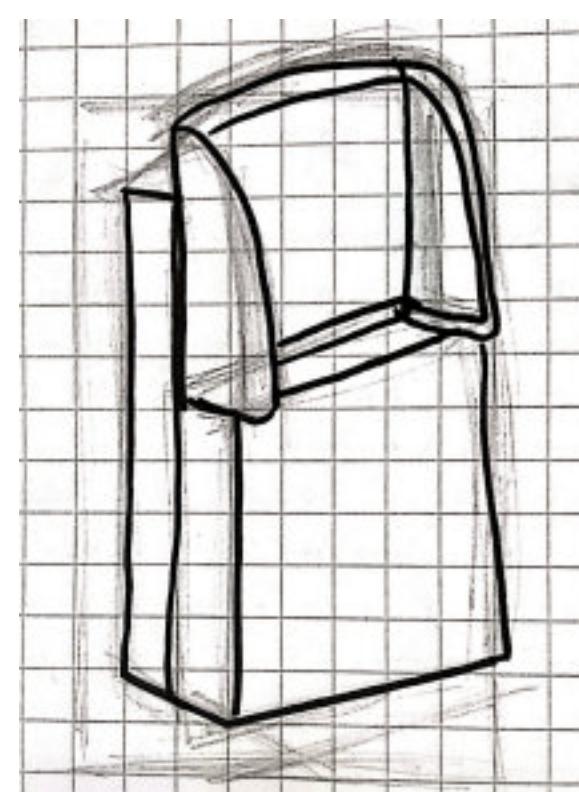
Users can input information through a variety of ways (such as handwritten input, voice input, pinyin input, etc.) input information, handwritten input to increase the input speed, voice input for the convenience of some illiterate users and disabled users.



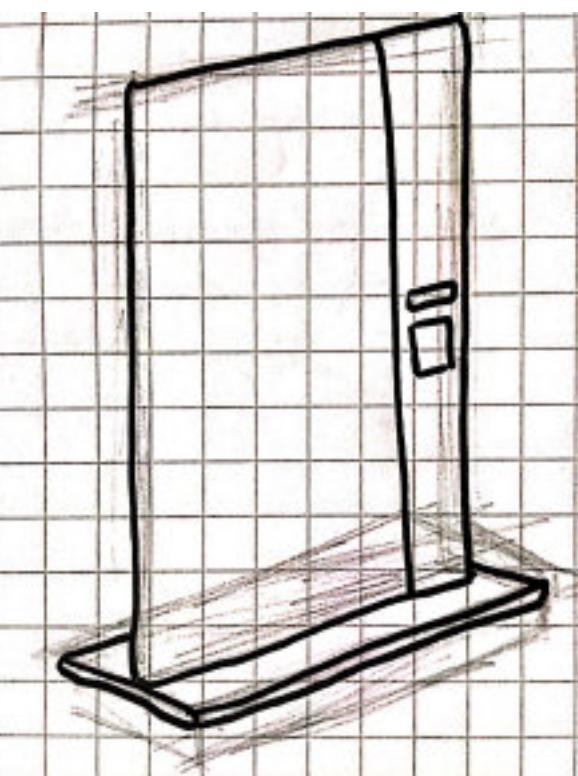
## ■ SKETCH



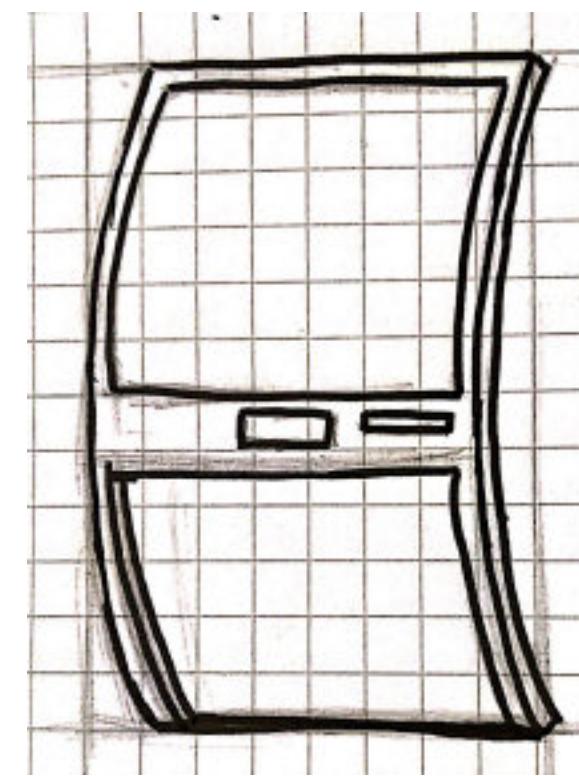
Concept 01



Concept 02



Concept 03

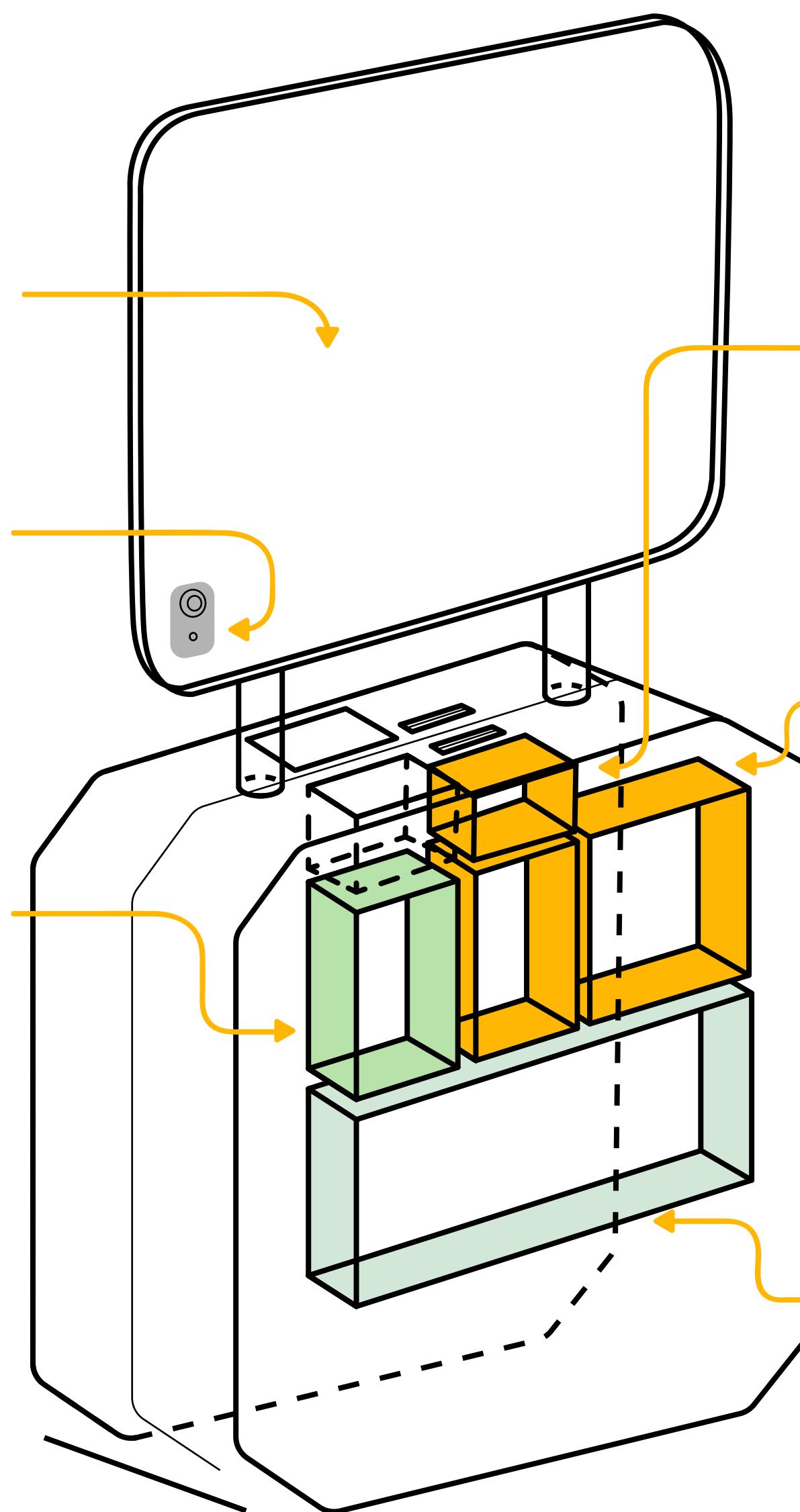


Concept 04

## ■ FINAL CONCEPT

### Touch-able double-sided display screen

The double-sided display allows two users to touch and operate a ticket machine at the same time (different screens).



### Erasable ink printer

According to the user's destination, the personalized instruction information is printed to guide the transfer line and transfer station. After the ticket is recovered, it can be cleaned uniformly and reused.

### Ticket collection box

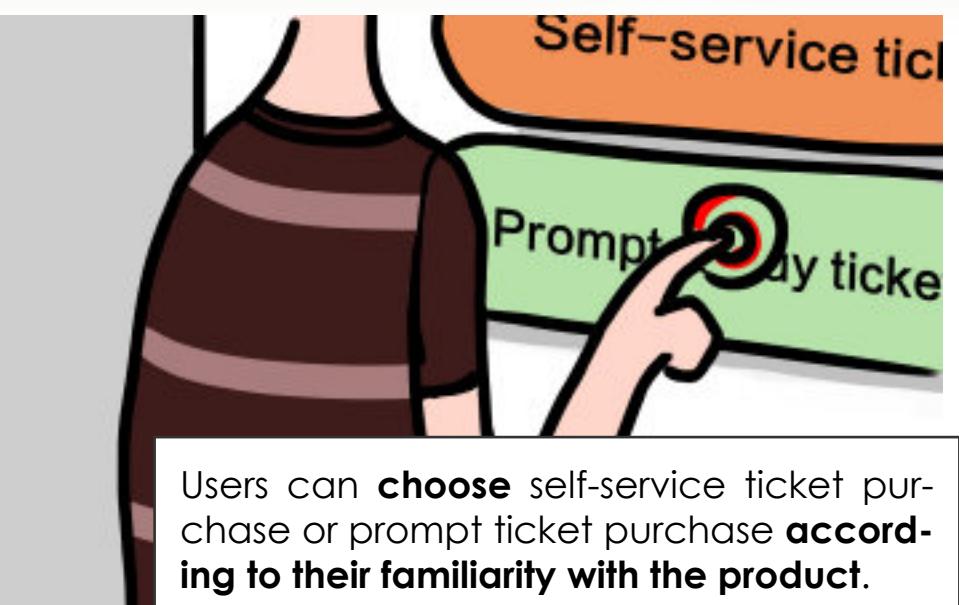
For storing a large number of tickets, users on both sides of the ticket from the same box, reducing the manual collection and exchange work.

### Coin box

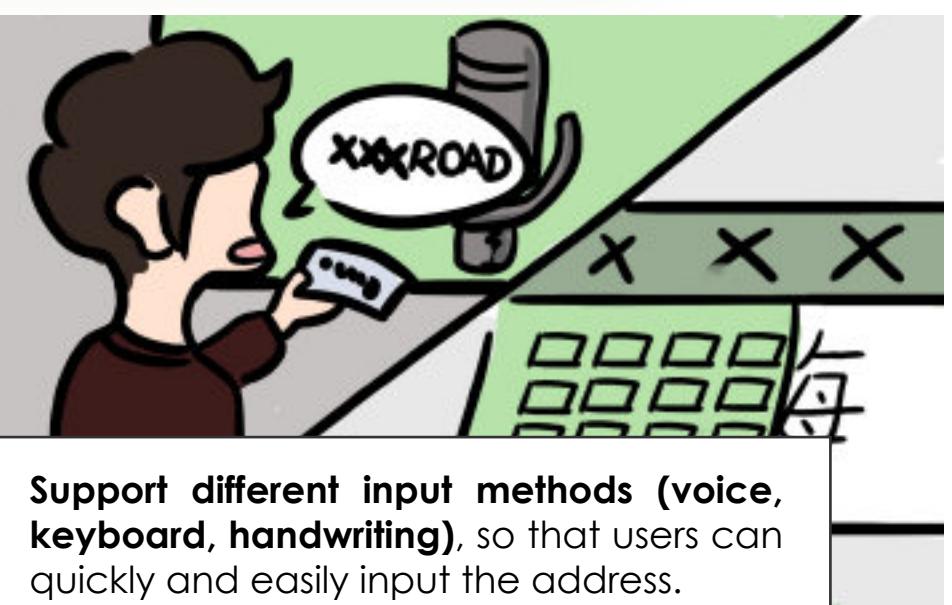
Classify according to the kind of money. This storage box works in the same way as the ticket collection box. It is Shared by users on both sides to increase the richness of coin types.

## ■ PROCESS

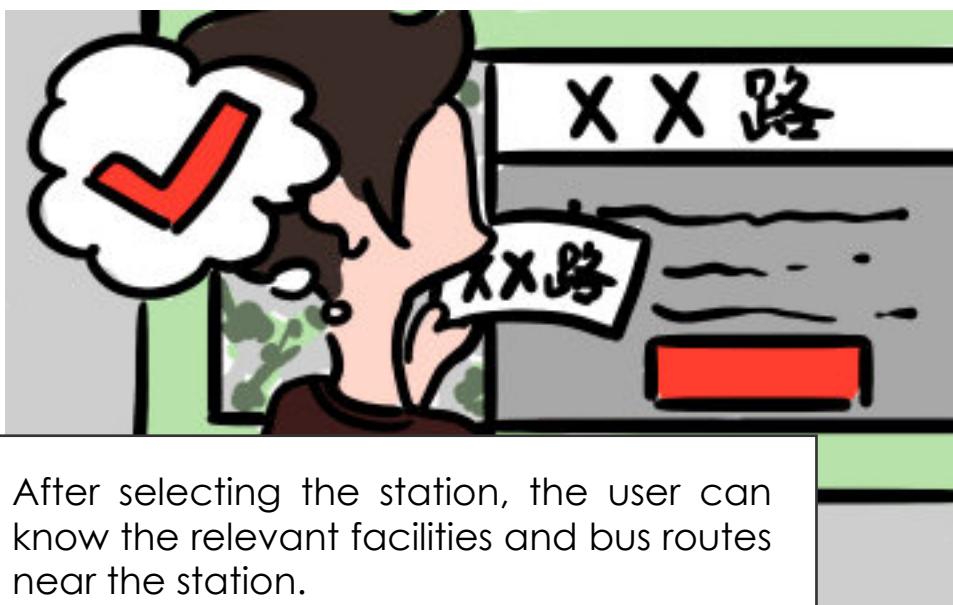
02.3



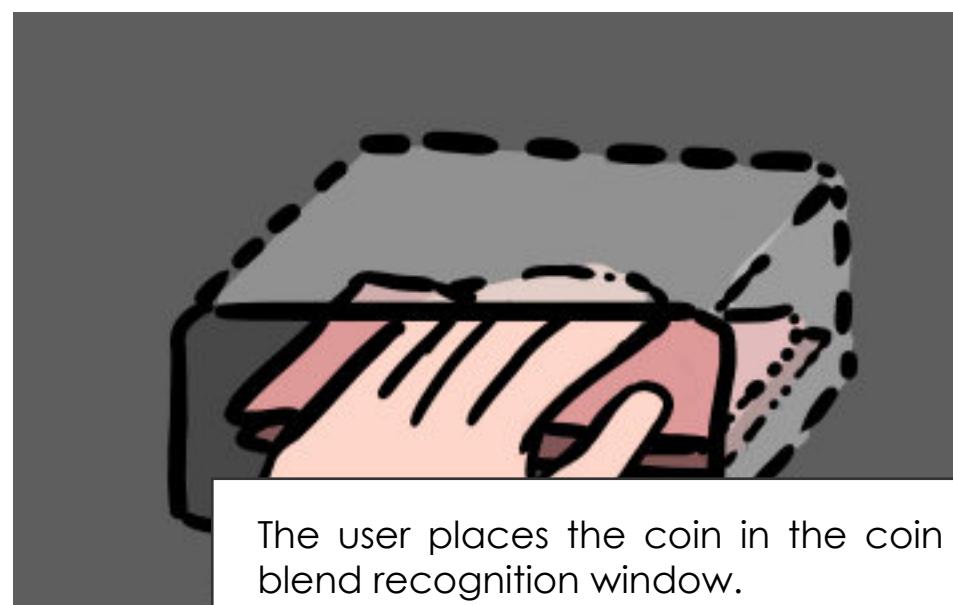
Users can choose self-service ticket purchase or prompt ticket purchase according to their familiarity with the product.



Support different input methods (voice, keyboard, handwriting), so that users can quickly and easily input the address.



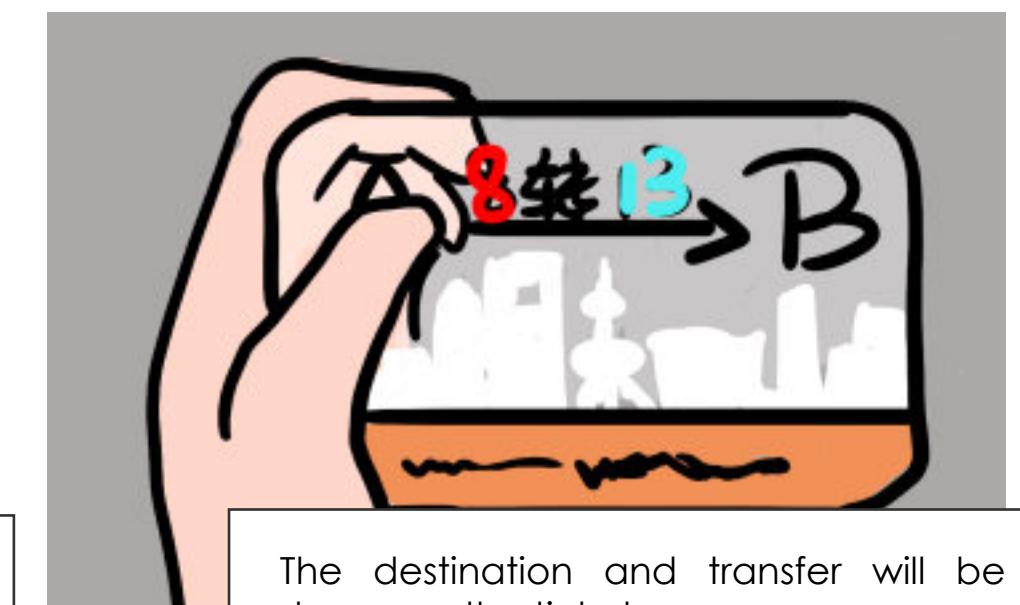
After selecting the station, the user can know the relevant facilities and bus routes near the station.



The user places the coin in the coin blend recognition window.

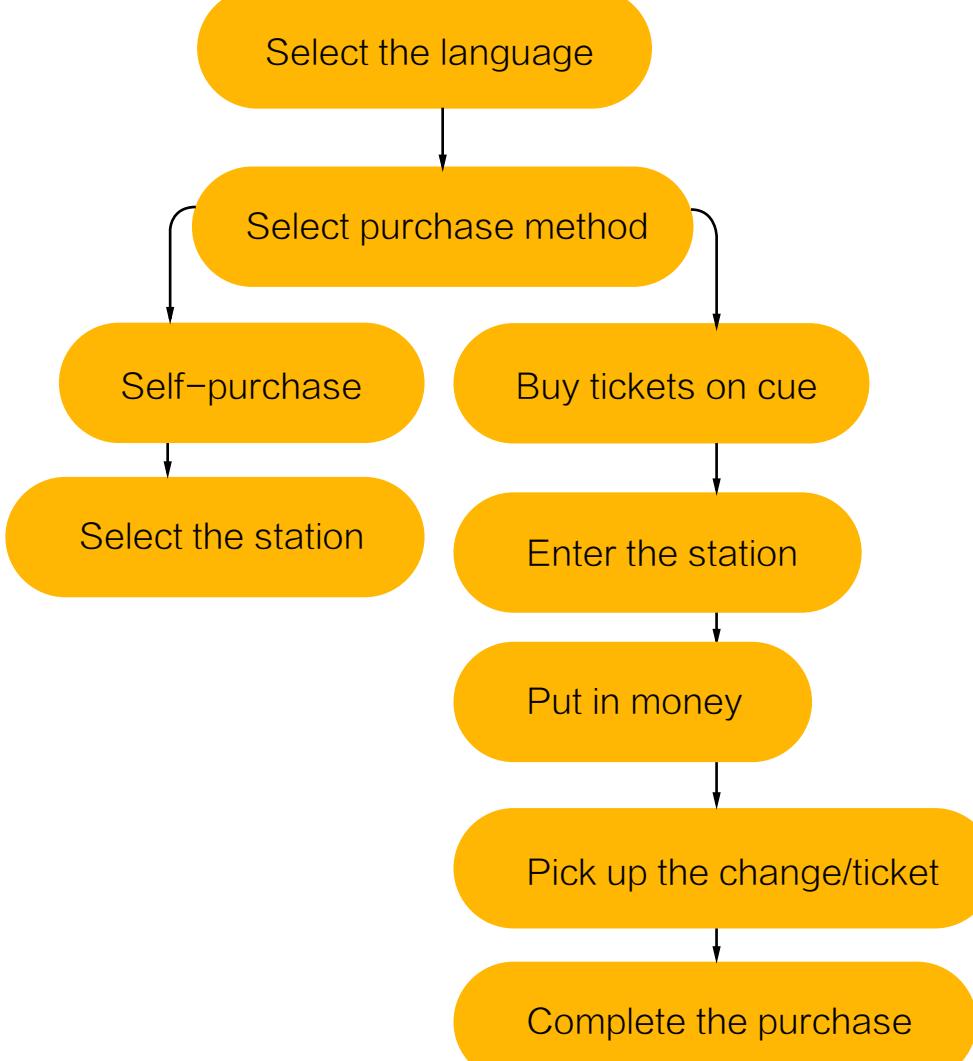


When the purchase is completed, the user picks up the ticket and the change.



The destination and transfer will be shown on the ticket.

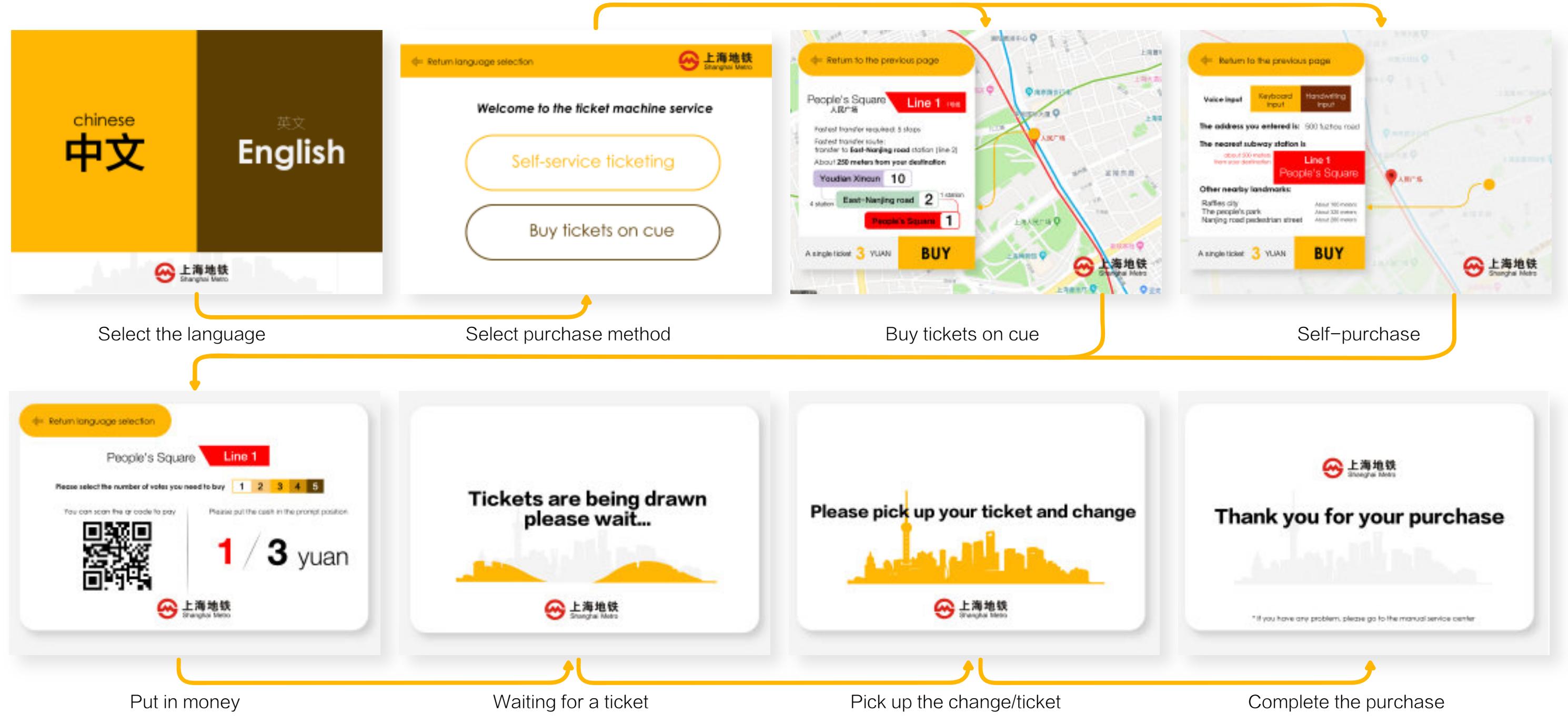
## ■ FLOW CHART



## ■ INTERFACIAL DESIGN



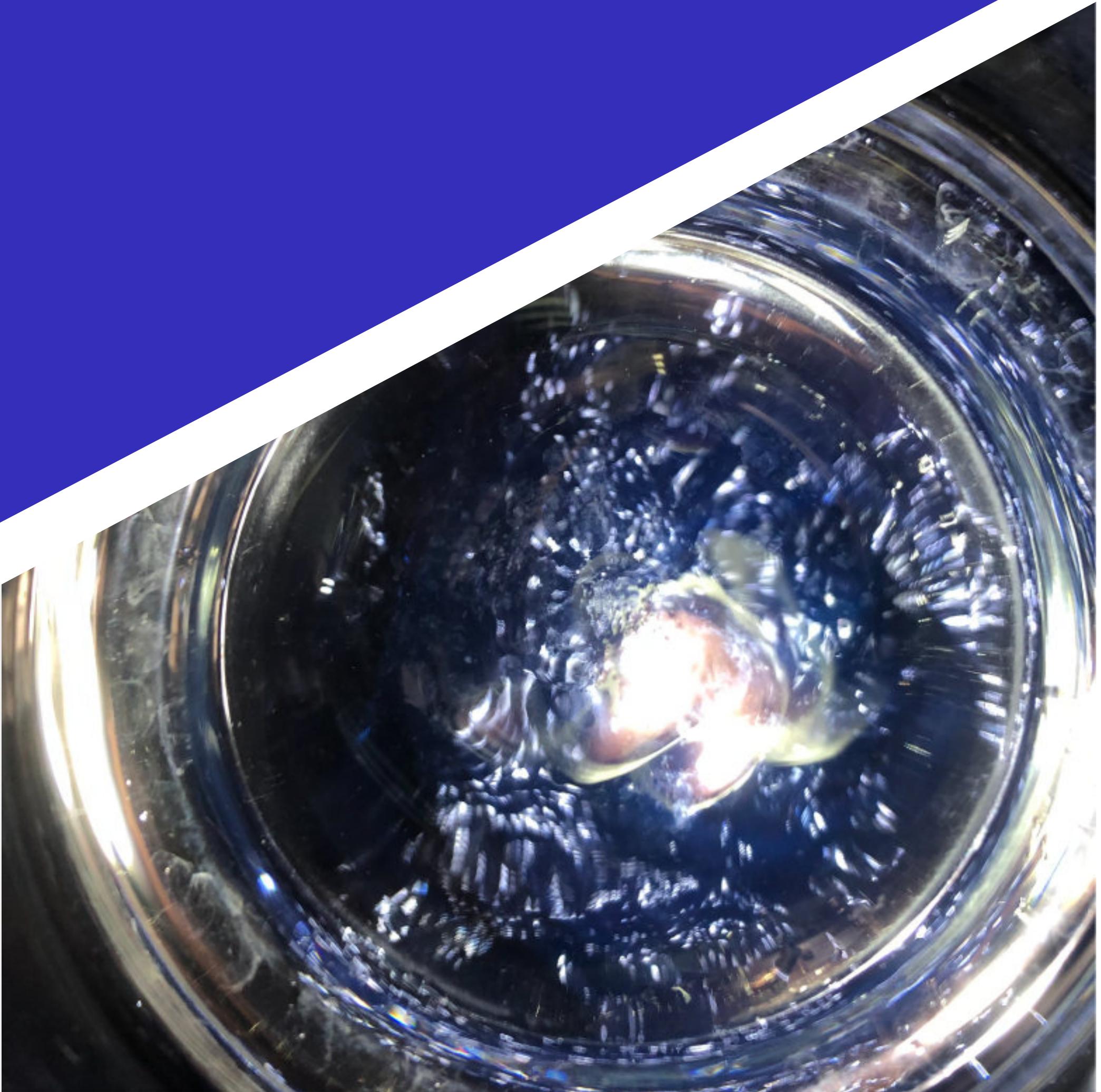
## ■ FINAL DESIGN



# Refraction of desire

03.

- Changing the same index of refraction in different ways shows that gender should not be associated with impulsive consumption.

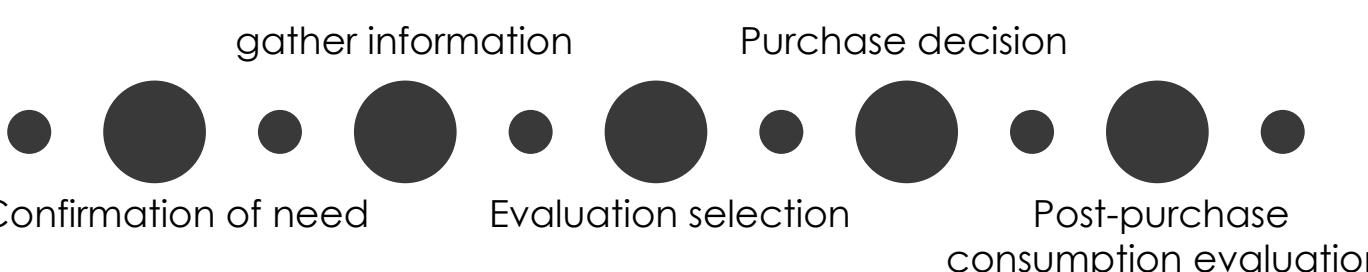


## ■ BACKGROUND

### Purchase behaviour

Consumer buying behavior is also called consumer behavior. **It is the personal behavior of consumers that is related to consumption that occurs around the purchase of living materials.**

This includes the formation of demand motives, the occurrence of purchase behaviors, and the post-purchase experience to summarize the psychological and other substantive activities exhibited during the consumption process.



### Impulse purchase

Impulse purchase means that the goods purchased by the customer in the supermarket are **not ordered or recognized at all before coming to the supermarket**. The impulse purchase decision of the customer is formed after entering the shopping place.

#### Characteristics

##### 1 Impulsive

That is, a strong desire to buy suddenly emerged, and immediately put into action, this action is different from the regular purchase behavior.

##### 2 Emotional

That is, the sudden purchase of motivation is often accompanied by excitement or stormy emotions.

##### 3 Reckless

Because the power to motivate purchases is too strong, the potential adverse consequences of purchases are rarely or not considered at all.

### Discrimination against women's shopping

The Consumer Affairs Department of New York City compared nearly 800 products with clear male and female versions sold by physical stores and online stores, and found that **the price of the female version was significantly higher than that of the male version.**

### Differences between male and female consumption concepts

#### Pursuit of fashion

The female consumers are **willing to dress themselves up to show their femininity**. When they buy a certain product, the first thing that comes to mind is whether the product can show its own beauty.

#### Pursuit of beauty

Female consumers also pay great attention to the appearance of goods, and **regard the appearance and quality and price of goods as equally important factors**.

#### Strong feelings, like to be in the crowd

Women generally have strong emotional characteristics. This psychological characteristic is manifested in the consumption of goods, mainly using emotions to control purchase motivation and purchase behavior. At the same time, **they are often influenced by their peers and like to buy things like others**.

#### Like to show off

For many female consumers, in addition to meeting basic needs, **it is also possible to show their social status and show off their differences to others**.



#### Female consumer psychology



**Motivation is rapid, decisive, and has strong confidence**

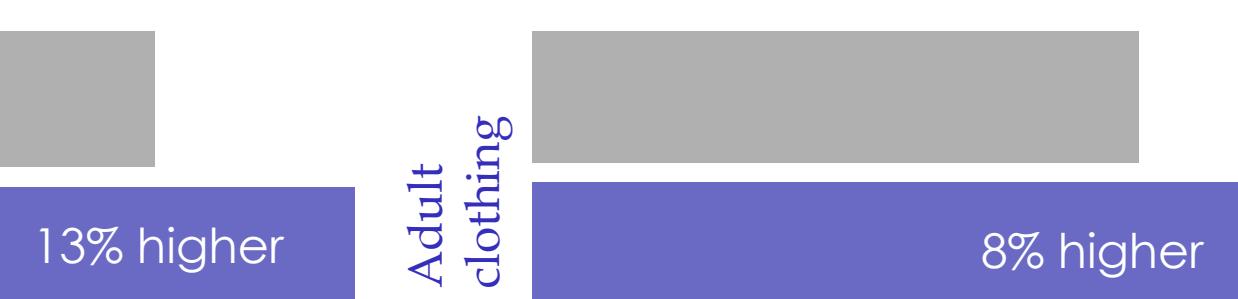
Man's personality traits also directly affect their psychological activities during the purchase process. Therefore, **motivation formation is more decisive than women**, and can immediately lead to purchase behavior, even in more complicated situations.

#### Purchase motivation is passive

Male consumers are not as good as female consumers in housework. Therefore, **purchasing activities are far less frequent than women's**, and buying motivation is not as strong as females.

#### Feelings are lighter

Their emotional colors are also relatively weak. Therefore, when the motivation is formed, the stability is better, and the purchasing behavior is also more regular. **Even if there is an impulsive purchase, it is often confident that the decision is accurate and rarely returns**.

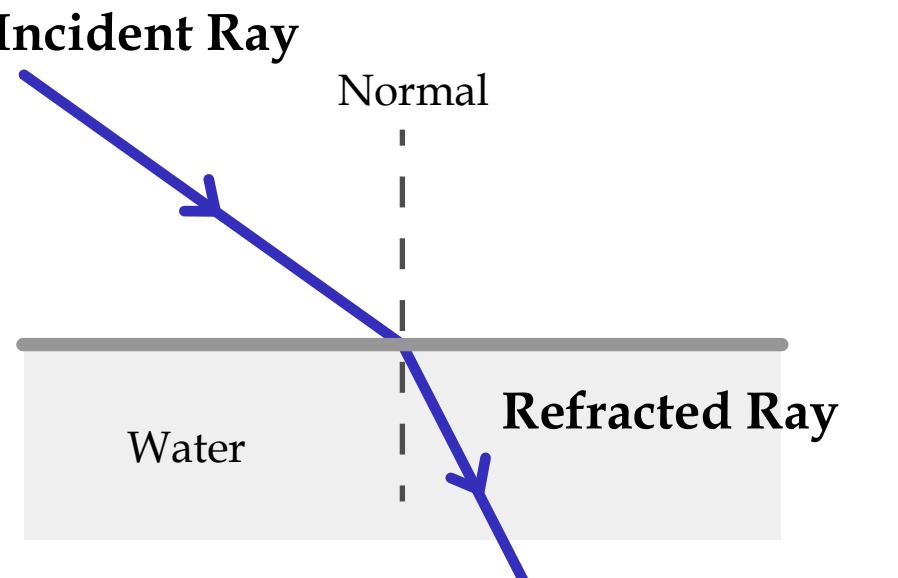


# Gender should not be associated with impulsive consumption.

## - Concept Design

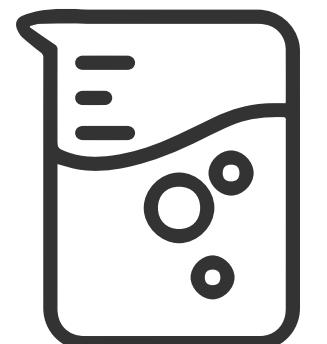
Based on the characteristics of water and light. When light enters the water, it produces a reflection of light and a refraction of light.

If you change the concentration of the solution or change the wavelength of the light, the refractive index will change. Different options are given depending on the gender of the user. During the course of the operation, the user will find that different choices may eventually lead to similar results.



## How to change the refractive index?

### Method 01

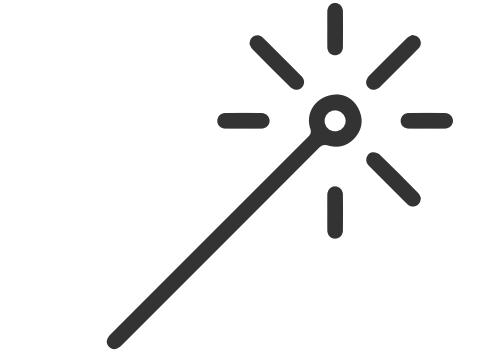


Ordinary water has a refractive index of 1.33%. If salt is added, the reflectance to saturation is 1.516%.

\*close to the reflectivity of glass

\*100 ML of water needs to be saturated with 36G of salt.

### Method 02



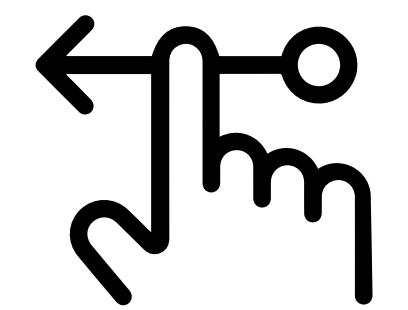
The refractive index is also related to the wavelength of the light wave, changing the light source, using a light beam with a shorter wavelength. Generally, the refractive index increases as the wavelength decreases. Therefore, after the natural light passes through the prism, the purple light deflects the most and the red light is the smallest.

03.2



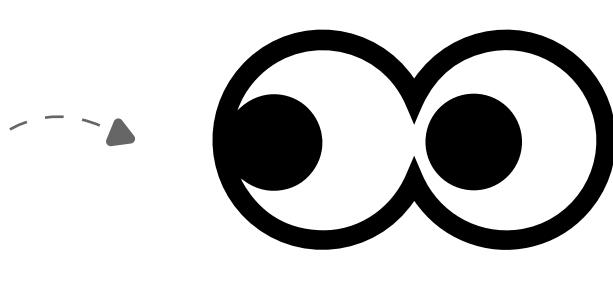
### Identify gender

The user speaks a fixed sentence to the microphone, and the system uploads it to the cloud to identify the voice and obtain the gender information of the user.



### Options

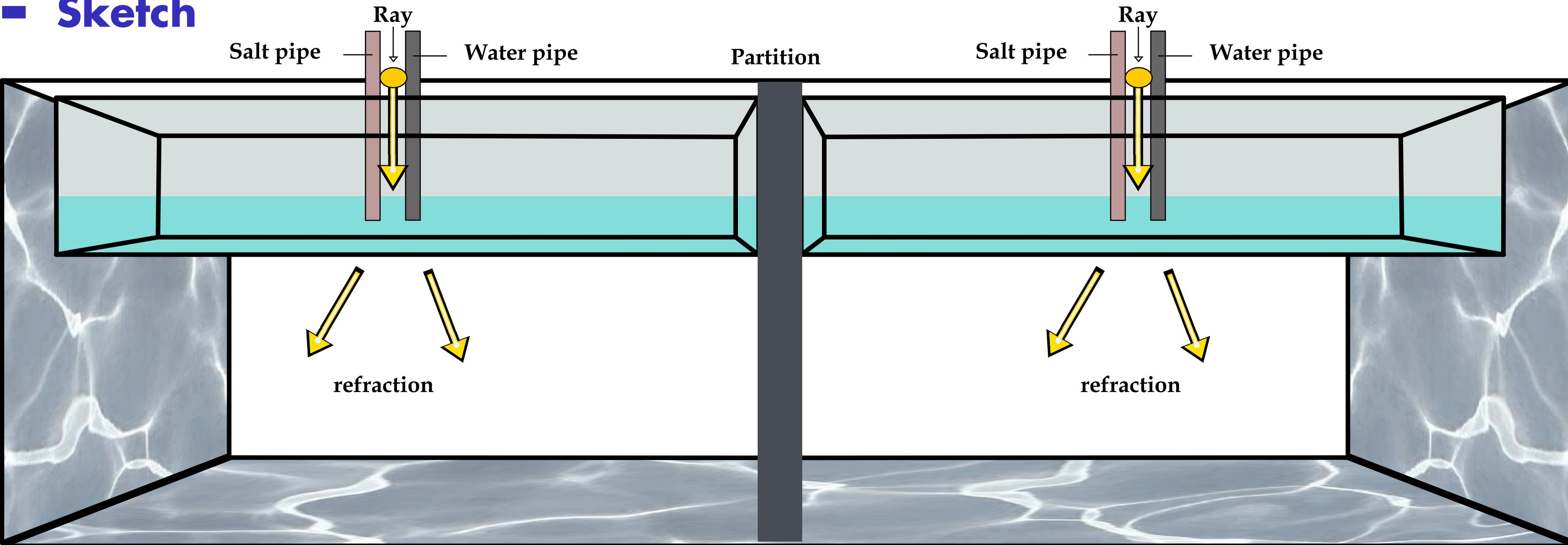
Different options are given according to the gender of the user. Female users have two options, and male users can only choose one.



### Presenting changes

The user changes the light wave or solution concentration according to his own ideas and observes changes in the indoor environment.

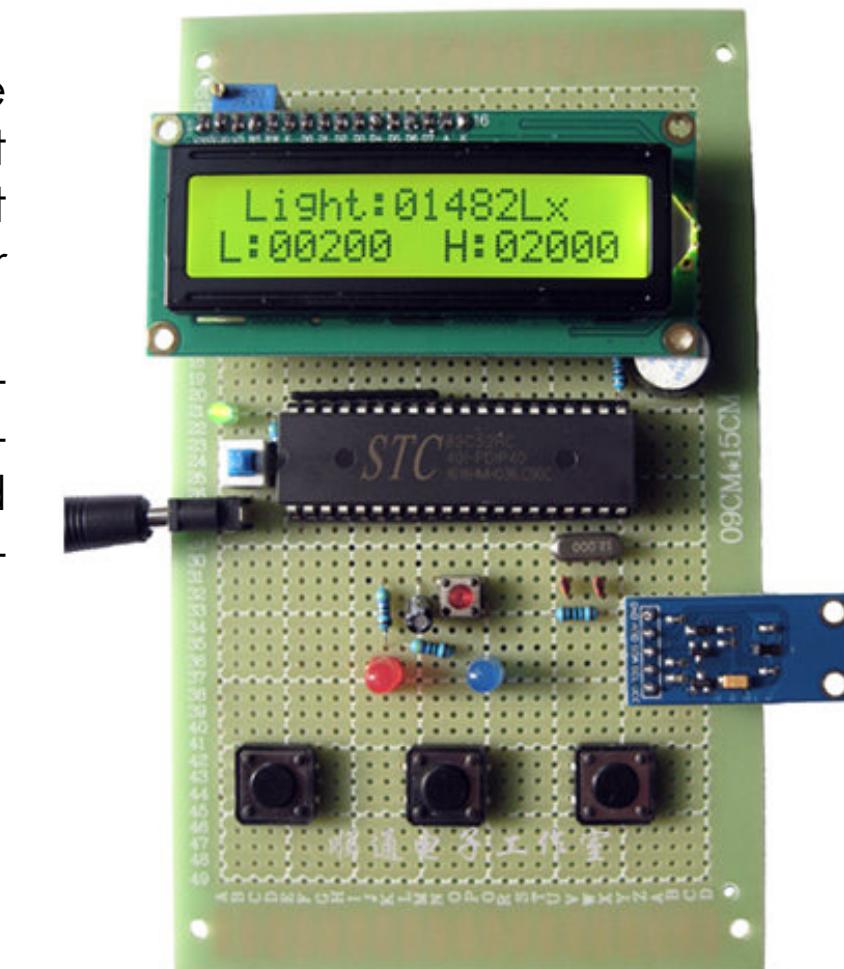
## - Sketch



## - TECHNOLOGY SUPPORT

### Photosensitive detector

This design is a set of intelligent device with automatic detection of ambient light intensity, it has real-time detection of light intensity, light intensity can be used for alarm and other basic functions. It is composed of single chip microcomputer control circuit, light intensity detection circuit, button control circuit, sound and light alarm circuit, liquid crystal display circuit and power circuit.



### Acoustic identification technology

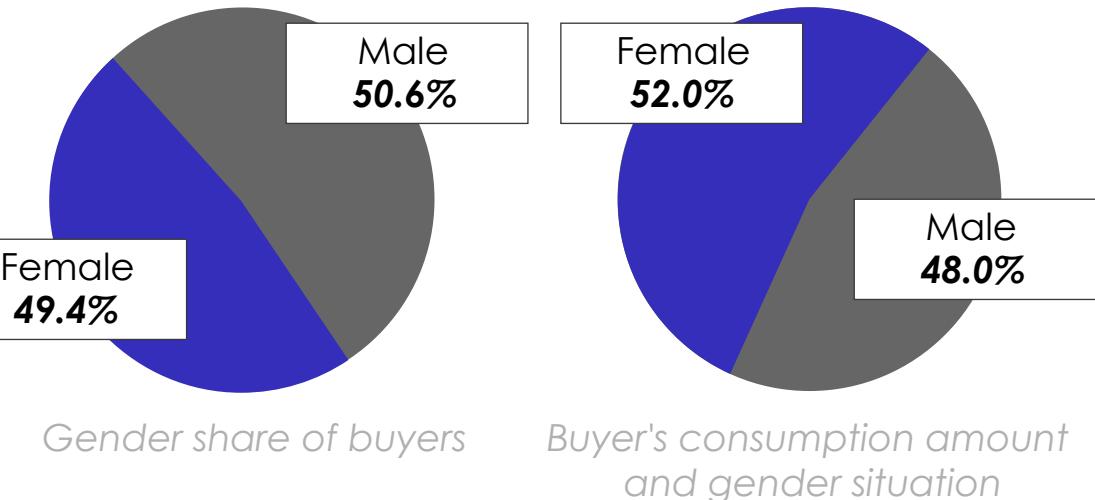
Speaking voice print recognition, a speaker identification service based on deep learning, classifies sounds through neural networks and compares the features of voice print. Determine the gender of the speaker in real time, upload the recording to the cloud for analysis, and deal with different accents, especially when face recognition is not possible.

```
import urllib, urllib2, json
host = "http://gender.soclet.allcloud.cc"
path = "/aliyun/speech/v1/users/{user_id}/buckets/{bucket_name}/file/{file_name}/v1/upload"
appCode = "自己的appCode"
query = "{'content': '测试'}"
body = []
url = host + path
body.append(query)
body.append(appCode)
body.append(query)
post_data = body
#将body转换为字符串，支持中文
post_data = str(post_data)
#设置请求头，支持上传文件
headers = {
    'Content-Type': 'application/json; charset=UTF-8',
    'Content-Length': len(post_data),
    'Authorization': 'APPCODE ' + appCode
}
request = urllib2.Request(url, post_data, headers)
request.add_header('Content-Type', 'application/json; charset=UTF-8')
request.add_header('Access-Token', 'accessToken')
response = urllib2.urlopen(request)
content = response.read()
if (content):
    print content
```

```
1  "data": {
2      "bucket": "soclet",
3      "file_id": "12000000000000000000000000000000",
4      "err": "false",
5      "serve_message": "Upload success",
6      "serve_code": "200"
7  }
8  request_id: "169d0010-9875-11e9-9999-000c97532f"
```

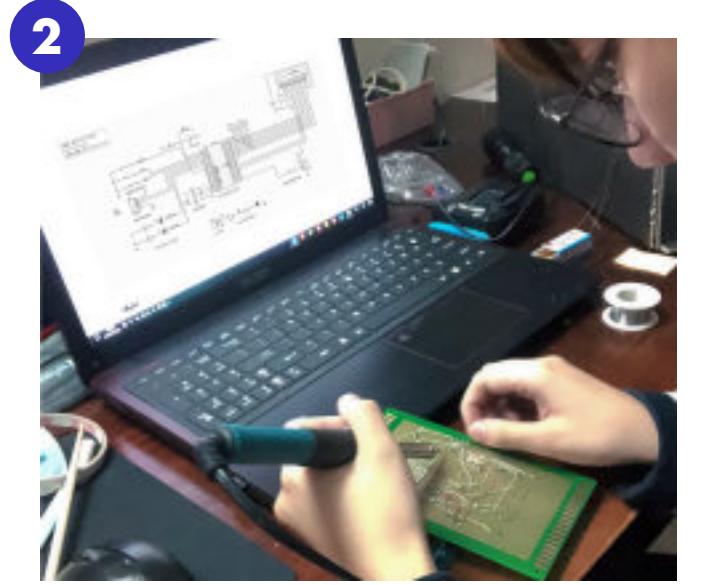
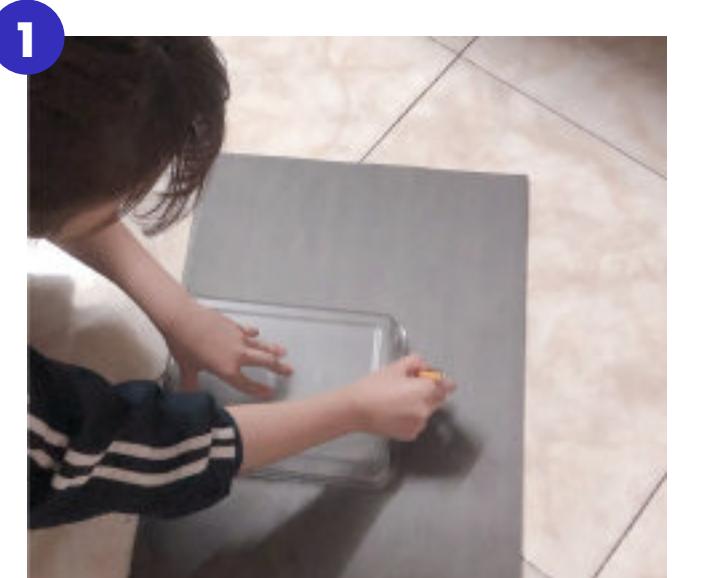
\*Supported by Aliyun



Even when the price of female products is high, the amount of money consumed by men and women is still similar.

But many people still discriminate against women's purchases. If you mention someone who loves to buy something, most people will think of women for the first time. This is a certain controversy.

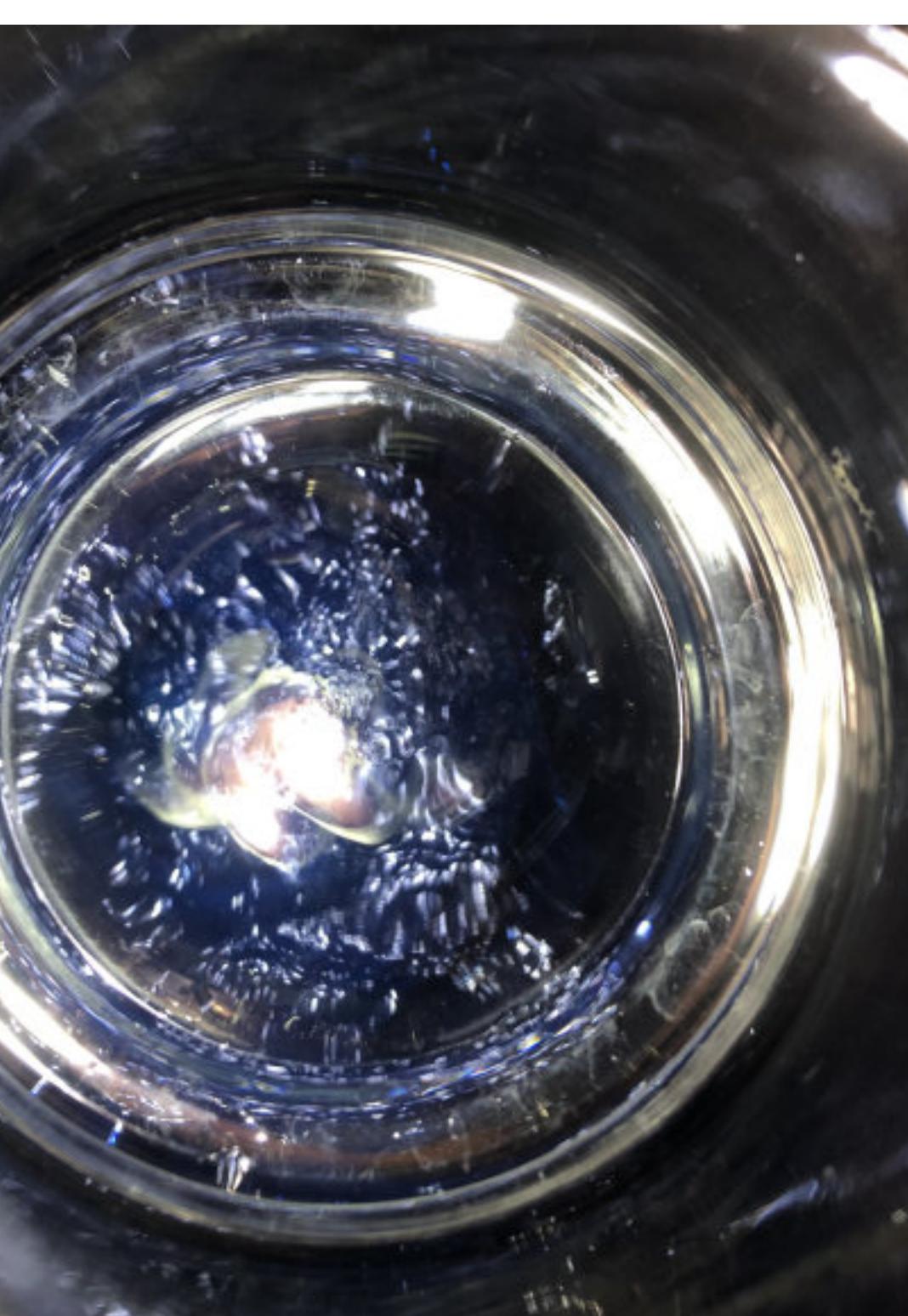
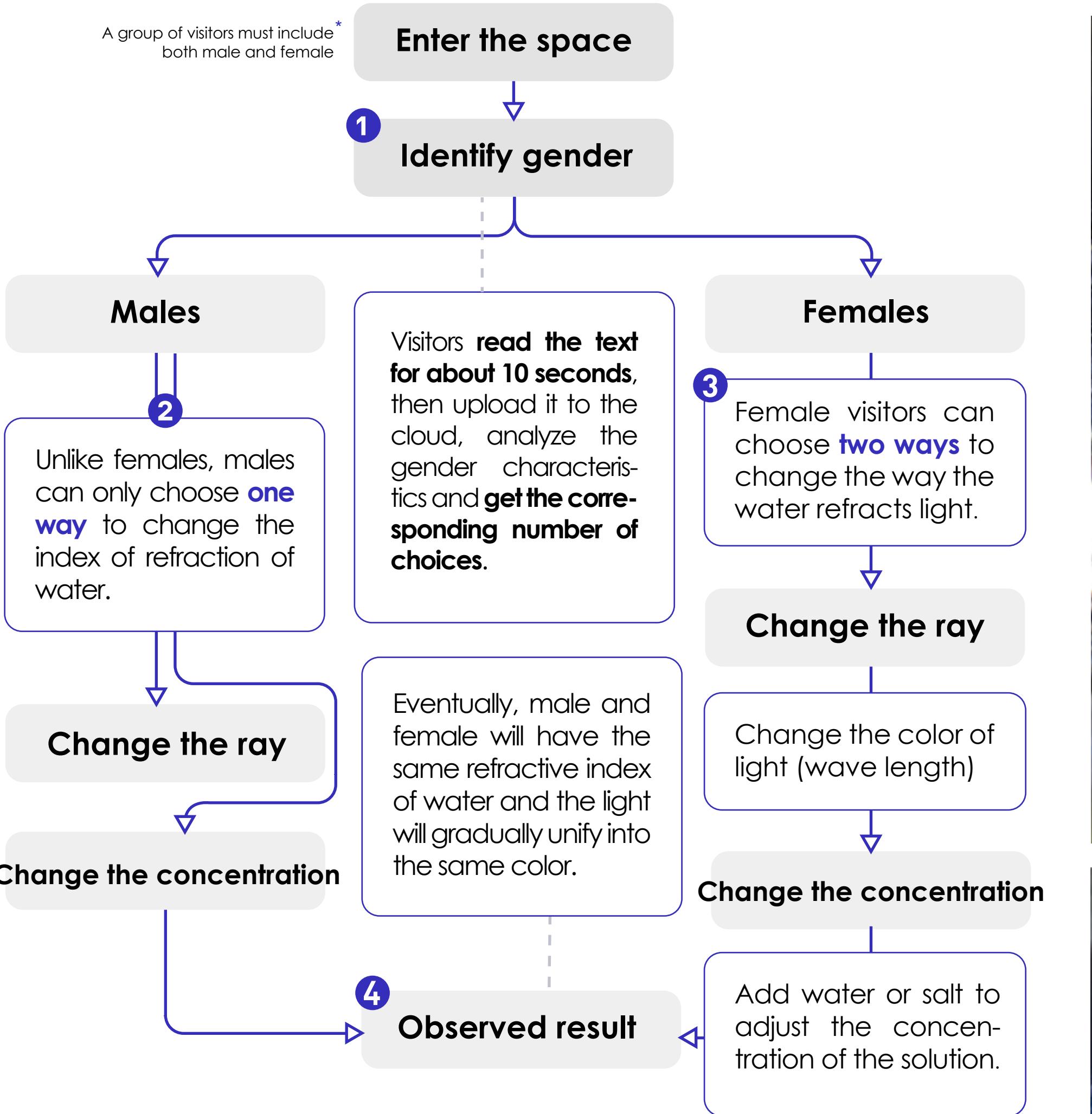
## Construction process



03.3

## Interactive process

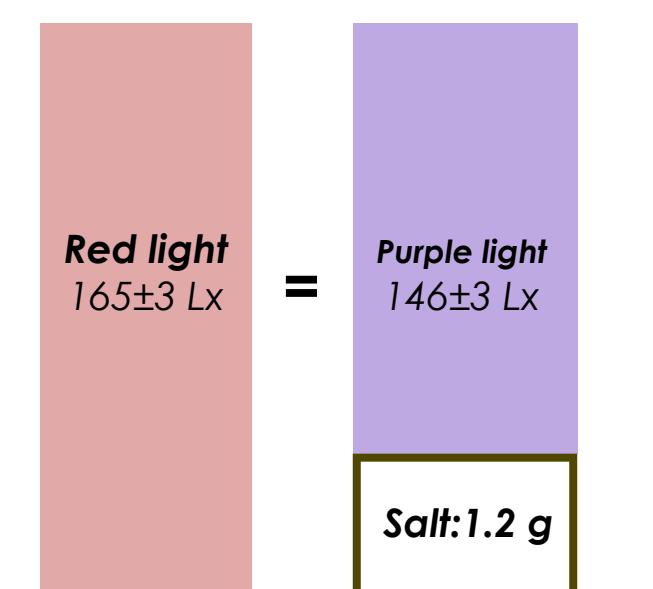
A group of visitors must include both male and female



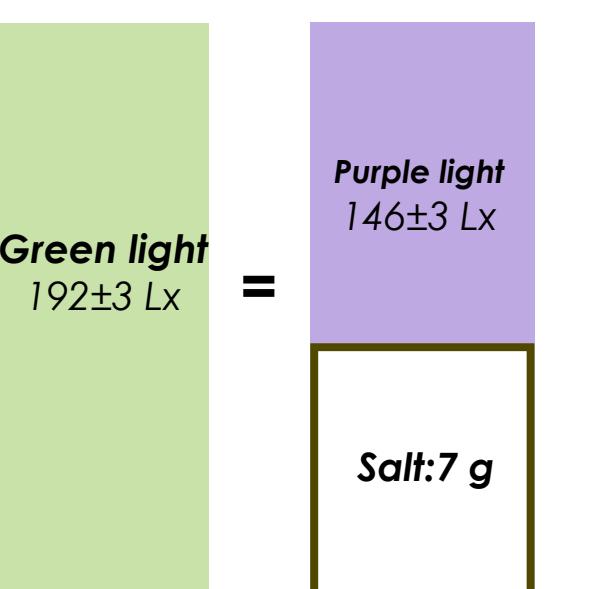
<https://vimeo.com/372886417>

## Experimental results

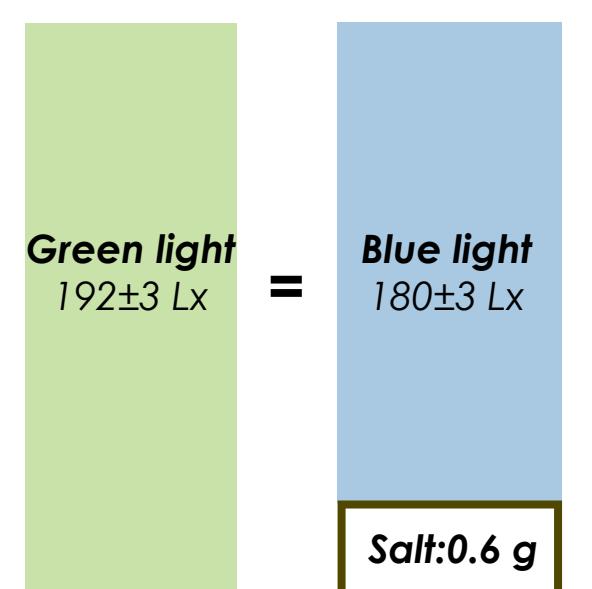
Red ray  
&  
1.2 g salt + Purple ray



Green ray  
&  
7 g salt + Purple ray



Green ray  
&  
0.6 g salt + Blue ray



**03. "Slam"**



The claustrophobia is an anxiety disorder in a confined space. In some cases, a patient may experience panic disorder or fear of panic symptoms.

If there is a panic in a closed space, they will be afraid because they cannot escape from such a situation. People with claustrophobia may experience difficulty breathing in indoor venues, theaters or elevators. Like many other conditions, claustrophobia can be caused by trauma during childhood.

**Degrees of claustrophobia**

The place that claustrophobia sends occurrence is in more airtight environment mostly, according to its reaction symptom and place scope that produce reaction are divided into mild and severe. Mild patients will only have symptoms under specific conditions, while severe patients will have an unstable and extensive place of onset, which will seriously affect their daily life.

**How to relieve symptoms**

Use Sucking Therapy to relieve discomfort caused by claustrophobia. The location of the Sucking Therapy is minimal and the cost of use is small. Users can use Sucking Therapy in most locations.

## - BACKGROUND

### Claustrophobia

The claustrophobia is an anxiety disorder in a confined space. In some cases, a patient may experience panic disorder or fear of panic symptoms.

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## - PROBLEM ANALYSIS

### How to relieve symptoms

- Through the smell to alleviate claustrophobia crowd in a specific space may produce tension.
- The fragrance is customized according to the patient's condition.
- The carrier is gypsum flake, which is easy to carry and recycle and low in price

Use Sucking Therapy to relieve discomfort caused by claustrophobia. The location of the Sucking Therapy is minimal and the cost of use is small. Users can use Sucking Therapy in most locations.

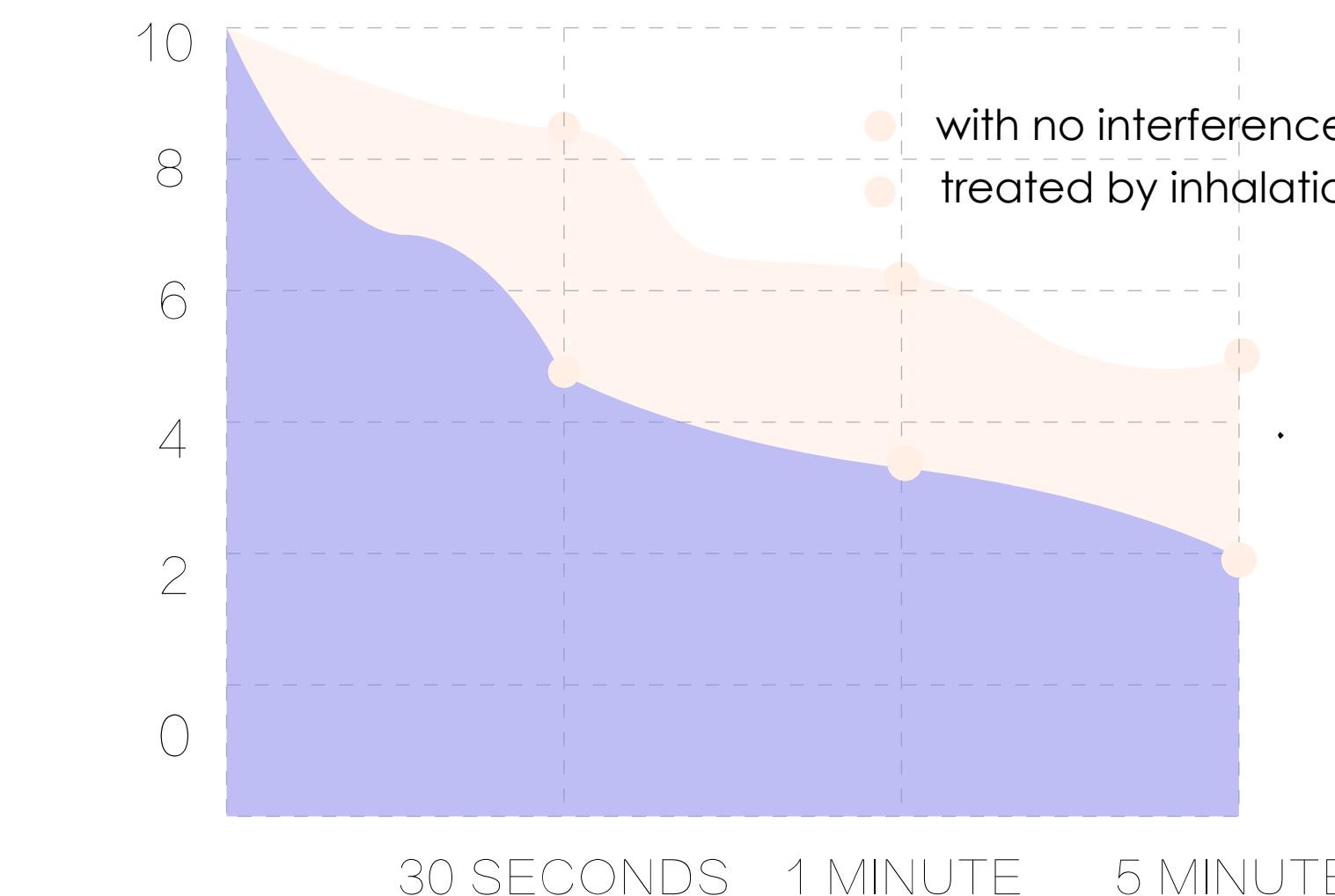
### About Smell

Different odors have different positive or negative effects on many human functions. The chemicals in the odor can cause the cardiovascular center to respond by stimulating the nerve center, thus changing blood pressure and heart rate.

### Sucking therapy

Clinical studies have shown that Sucking Therapy can help alleviate bad mood. EEG P wave is a manifestation of cerebral cortex excitability, its rhythm can be used as an indicator of emotional stability, and reduced rhythm means the relief of adverse emotions. (as illustrated in following figure)

Aroma can be adjusted by breathing consciously, inhaling air with a specific aromatic odor, and acting on the olfactory cortex through the olfactory pathway to regulate the autonomic nervous system, thereby reducing the central sympathetic tone, thereby reducing fatigue and alleviating adverse emotions. effect.



### Why can't I smell the smell of my own body?

People can't smell the smell of their own body, because the olfactory stimuli continue to act on the olfactory sensation of the olfactory organs. Therefore, if you use clothes and other odors on your body, the olfactory adaptation will occur quickly, and the effect of relieving anxiety will be reduced.



### Expanding fragrant stone

Expanding fragrant stone is also known as aromatherapy stone or aromatherapy gypsum, is a kind of incense tools, usually made of gypsum, with water absorption.

Perfume/essential oil can be adsorbed on it, and then slowly dissipate fragrance.

Expanding fragrant stone as a professional incense tool, the advantages are safe, energy saving, conducive to volatile essential oil slowly, the dosage is less, will directly drop essential oil on the surface of the stone, do not need to add water.

Expanding fragrant stone itself does not have fragrance, it is the tool that helps volatilize aroma only.

### How to personalize

The user's body odor is different, and because the user's symptoms and preferences are different, the user's product is customized to better suit the user's desired solution.

# PERSONA & INTERVIEW

03.2

**Yuxuan, 23, Student**  
MILD PATIENT

- Life is **rigorous**.
- Interested in **new technology products**.
- Does not understand the cause of his claustrophobia.

**Jason, 32, Manager**  
SEVERE PATIENT

- Due to the need for work, it is **necessary to take a variety of vehicles**, but because of its own claustrophobia, it has **caused great inconvenience to the work**.

● In what scene do you feel that you have claustrophobia?

Some relatively dark and small spaces.

**Yuxuan**

Cabin, subway, elevator, etc.

**Jason**

● What is the most profound symptom experience you have ever remembered?

It's really hard to get on the stairs in a dim sightseeing elevator, almost to scare the sick.

**Yuxuan**

When the morning peak was on the subway, people were very sleepy and couldn't move. It was very uncomfortable.

**Jason**

● Can you describe in detail how you feel at the time?

I feel very vomiting, and my heart is very flustered. I really want to escape this elevator but I can't do it without reaching the floor, which makes me more anxious.

**Yuxuan**

I took off my clothes and smelled the smell of the clothes.

**Jason**

● Have you tried using aroma to treat claustrophobia?

No, but I think the scent I like can ease the tension.

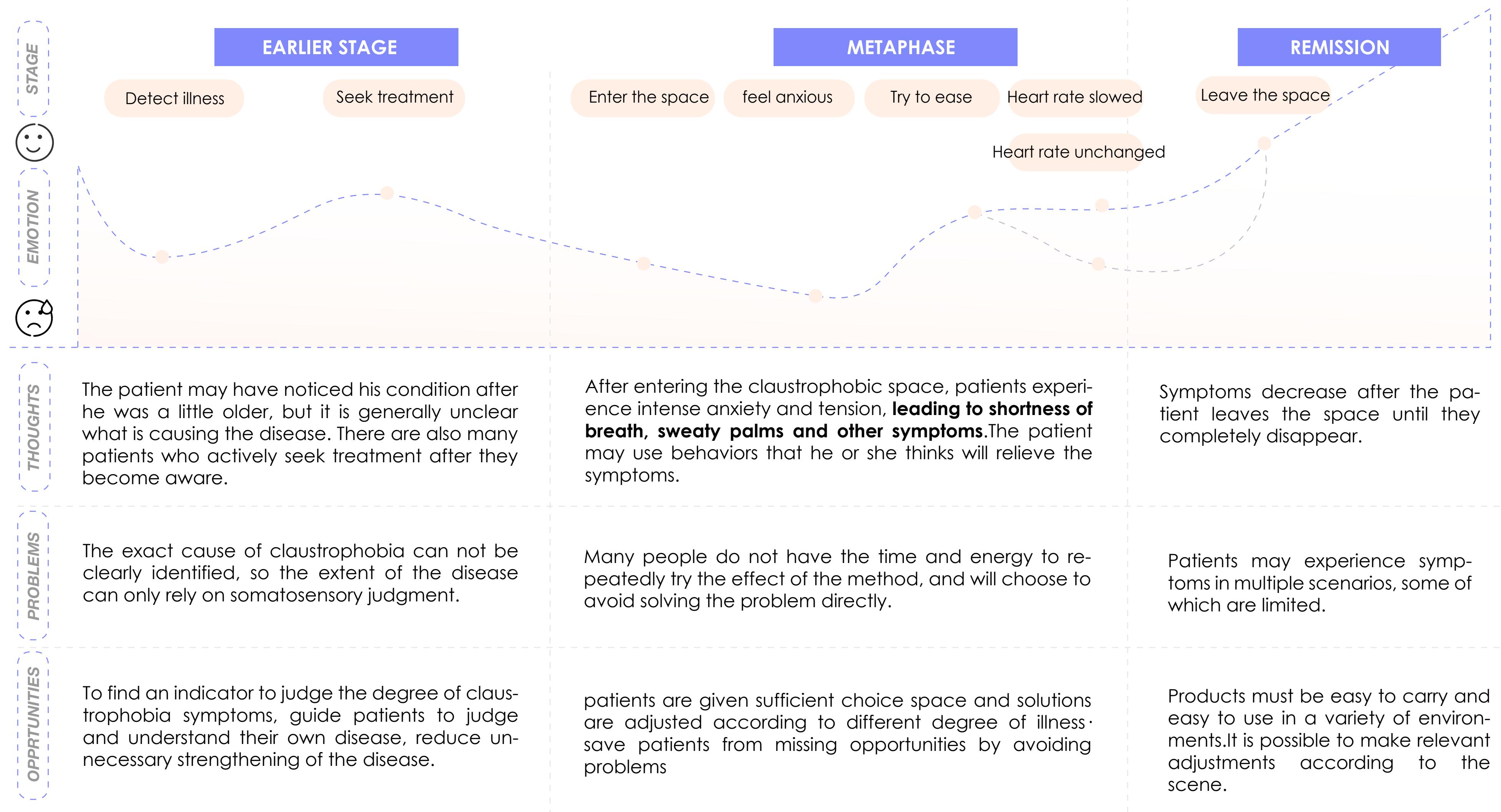
**Yuxuan**

● What other smells can improve your claustrophobia?

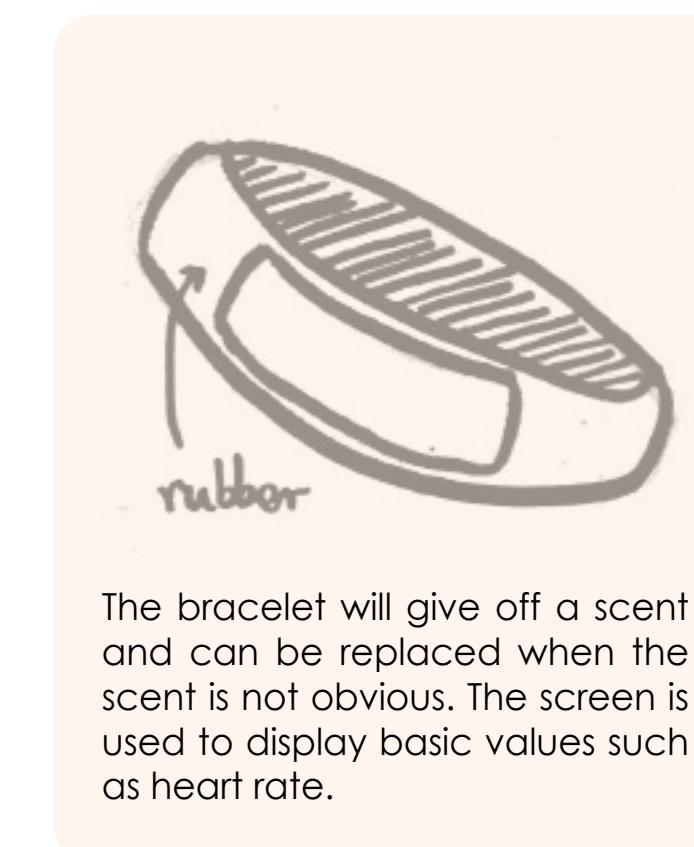
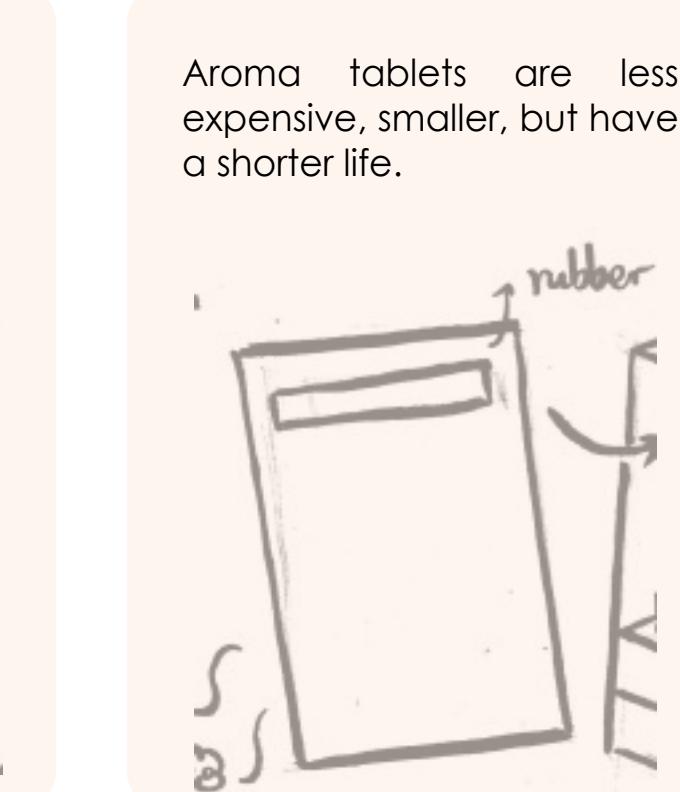
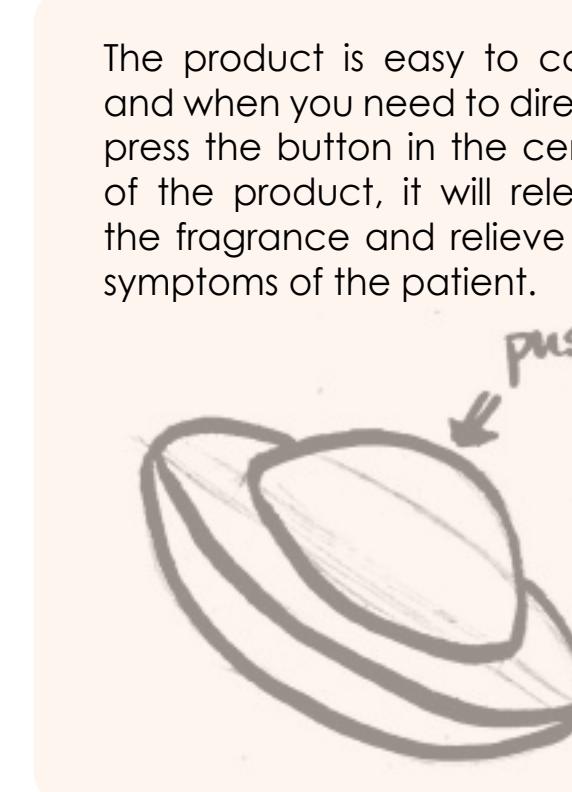
Not clear, but I don't like some flavors like the smell of roses.

**Jason**

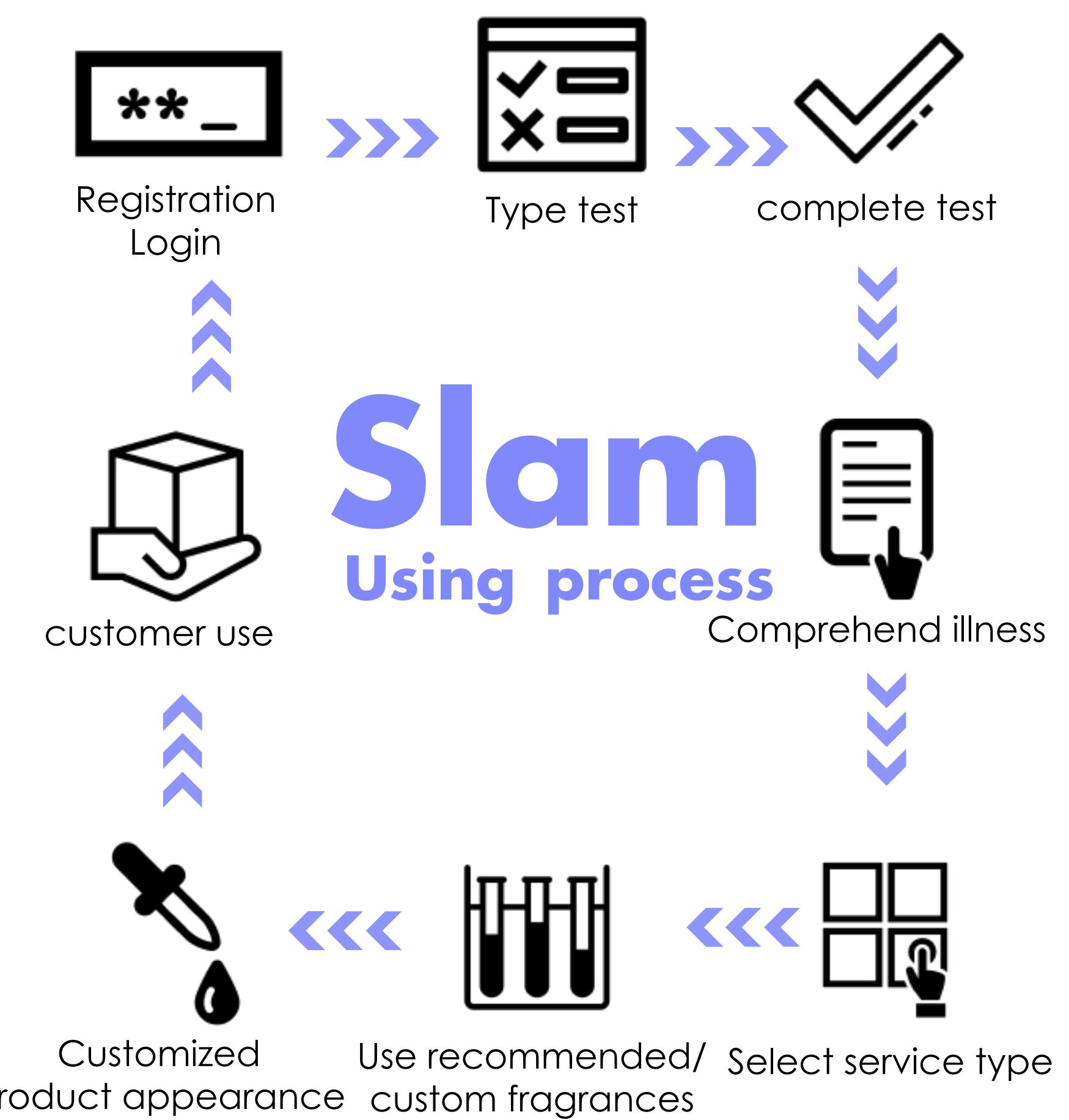
## USER JOURNAL MAP



## CONCEPT DEVELOPMENT



## FLOW

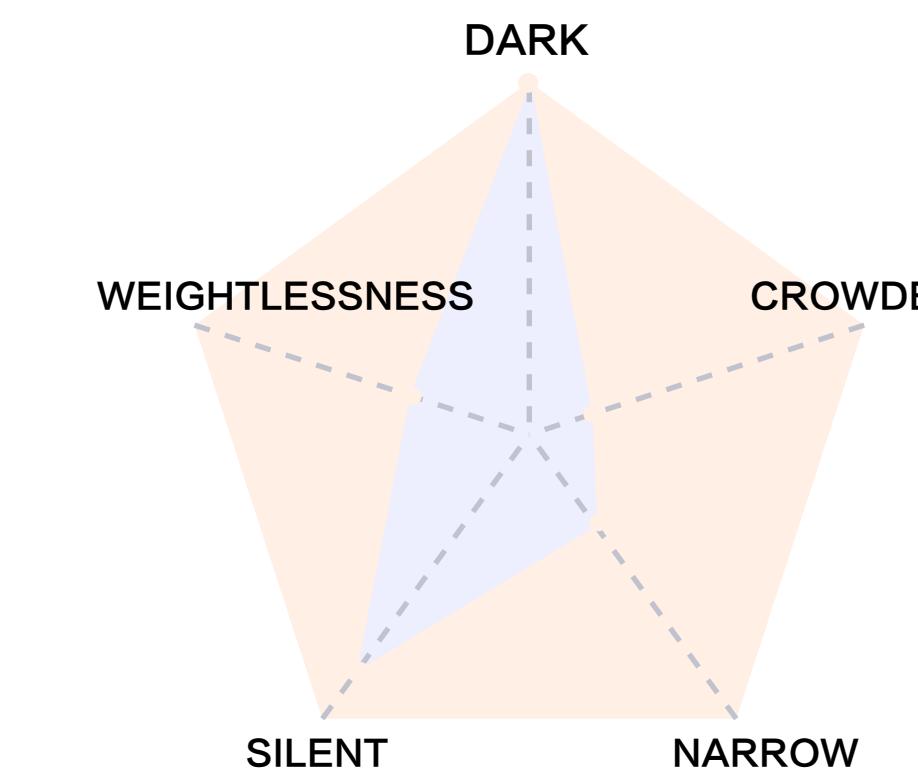


## DETAILS

### 01 / Questionnaire setting

- How long ago has this happened to you?
  - less than half a year
  - half a year to a year
  - a year to three years
  - more than three years
- Which of the following places are you most afraid to enter?
  - the cinema (dark)
  - the elevator (small)
  - toilet (silent)
  - subway (crowded)
  - aircraft (weightlessness)
- What are the characteristics of this place in your opinion?
  - dark
  - small
  - silent
  - crowded
  - weightlessness
- How often do you enter this place?
  - Once a day
  - Many times a day
  - Once in a while
  - Once or twice a week
  - Once every two to three days
- Besides the places you mentioned above, what other places are you afraid of?
  - the cinema (dark)
  - the elevator (small)
  - toilet (silent)
  - subway (crowded)
  - aircraft (weightlessness)
- Which of the following places are your favorite Spaces?(up to three)
  - the bedroom
  - The empty square
  - the beach
  - sunny balcony
  - the garden

### 02 / Matching rule



NARROW · LAVENDER  
LEVEL 2 = 1ML

DARK · ORANGE FLOWER  
LEVEL 10 = 5ML

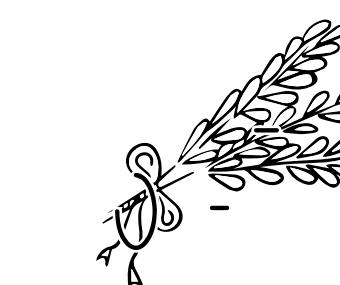
SILENT · LEMON  
LEVEL 9 = 4.5ML

CROWDED · SANDALWOOD  
LEVEL 1 = 0.5ML

WEIGHTLESSNESS · BERGAMOT  
LEVEL 3 = 1.5ML

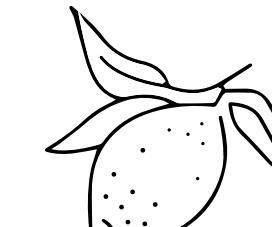
Narrow · Lavender

The fragrance of lavender is relatively open and euphemistic, which reminds people of the lavender ocean in Provence



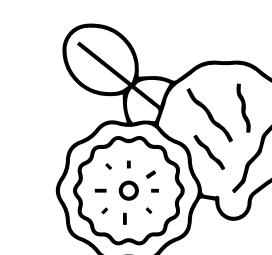
Silent · Lemon

The fragrance of lemon is more fresh and natural, in a variety of scents the fragrance is more special.



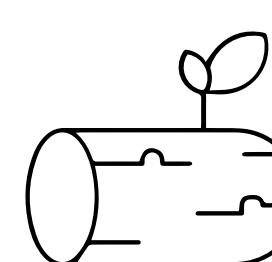
Weightlessness · Bergamot

Like orange blossom, bergamot has a sweet fragrance, but it is more sedate and powerful.



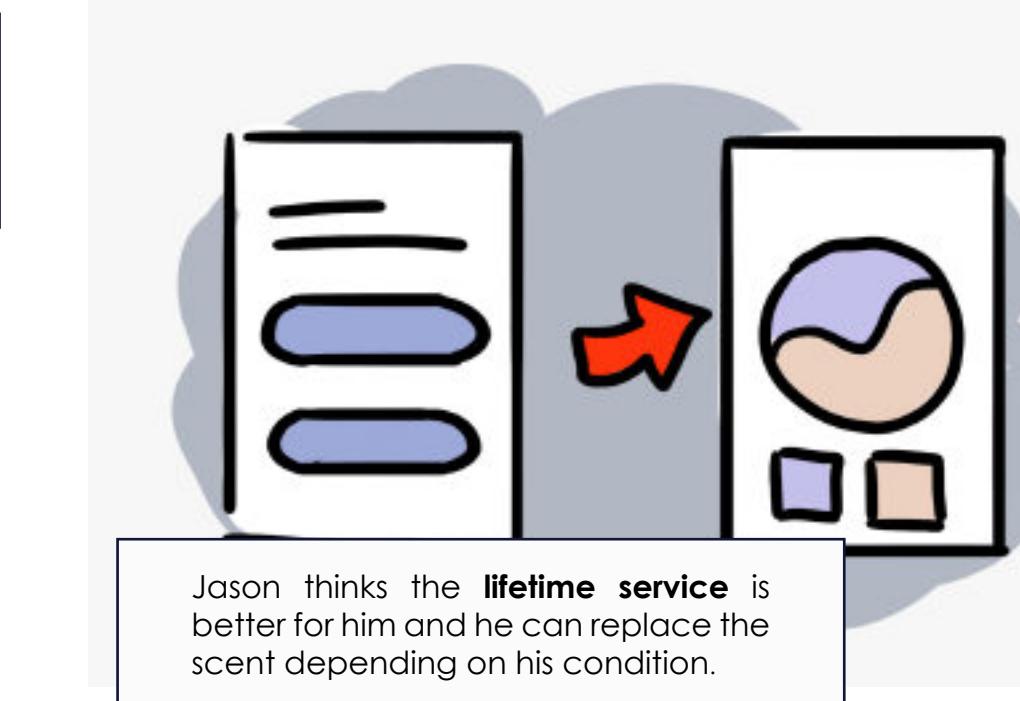
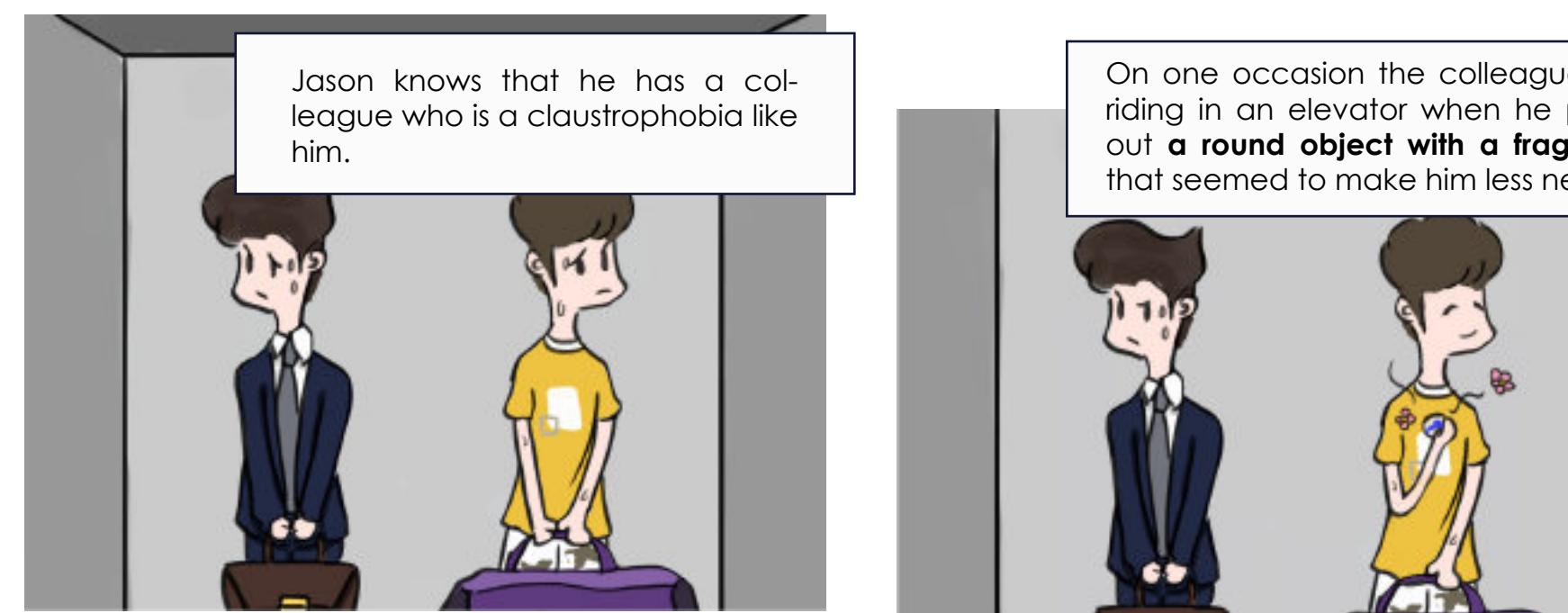
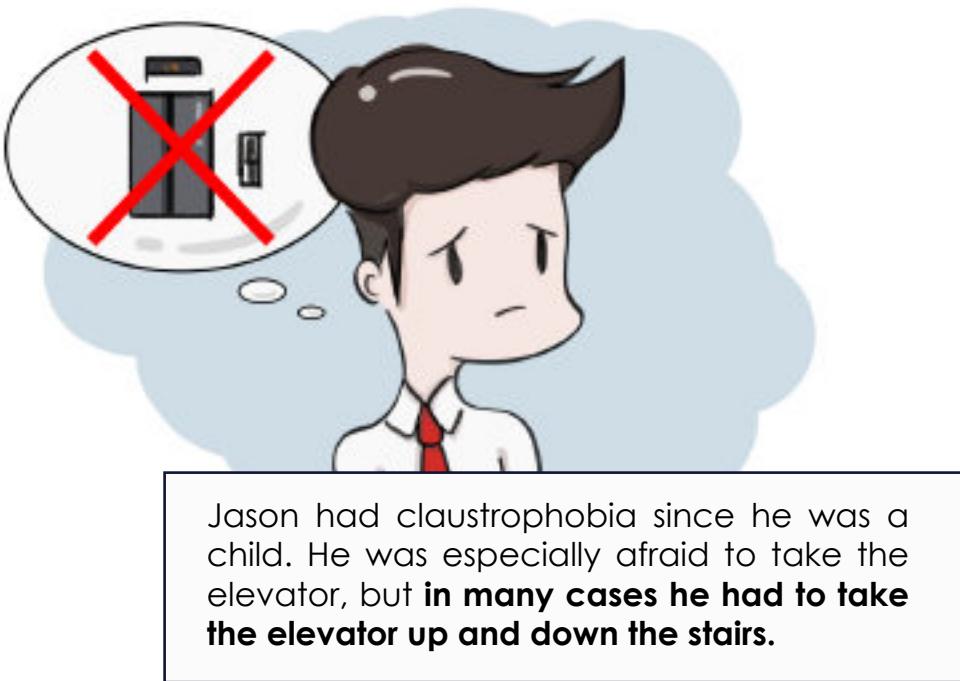
Crowded · Andalwood

The fragrance of sandalwood is long and quiet, and its function as an ancient fragrance is very convincing.



## STORY BOARD

03.3

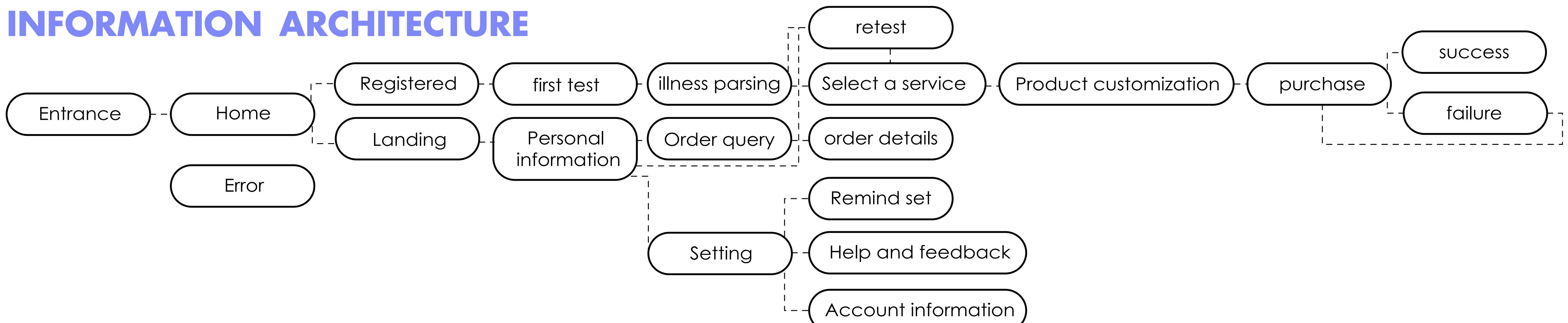


# LOW FIDELITY PROTOTYPE

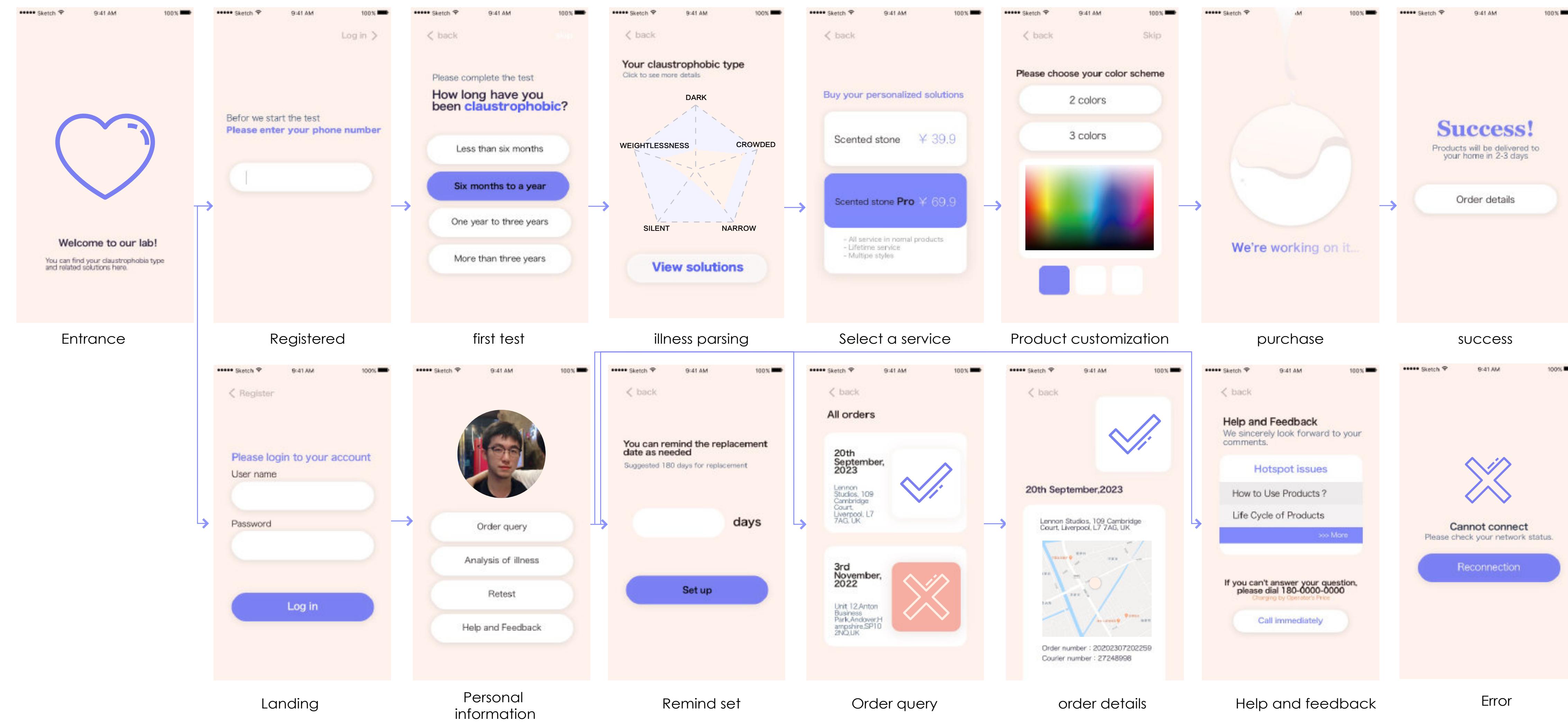


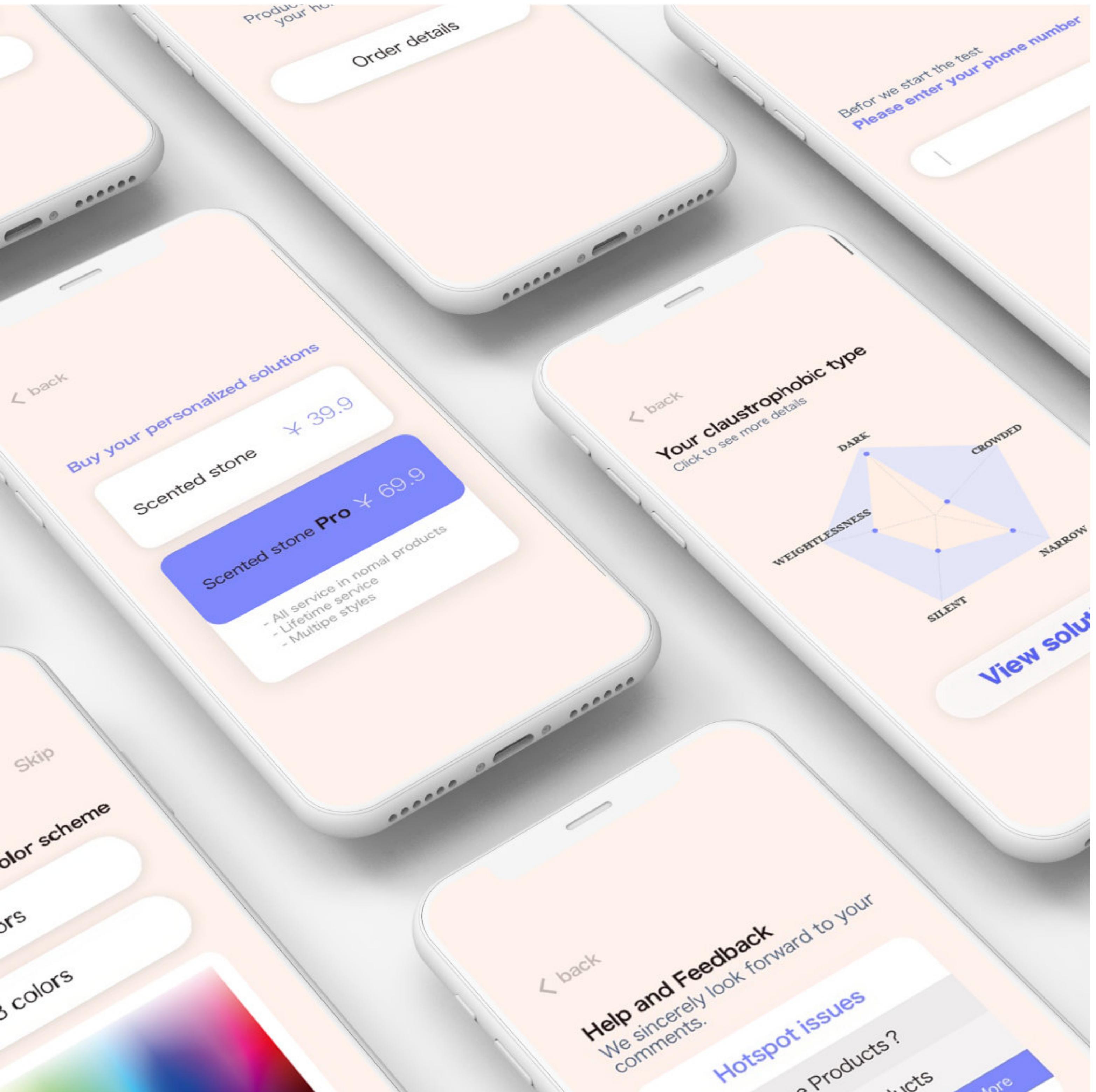
03.4

# INFORMATION ARCHITECTURE

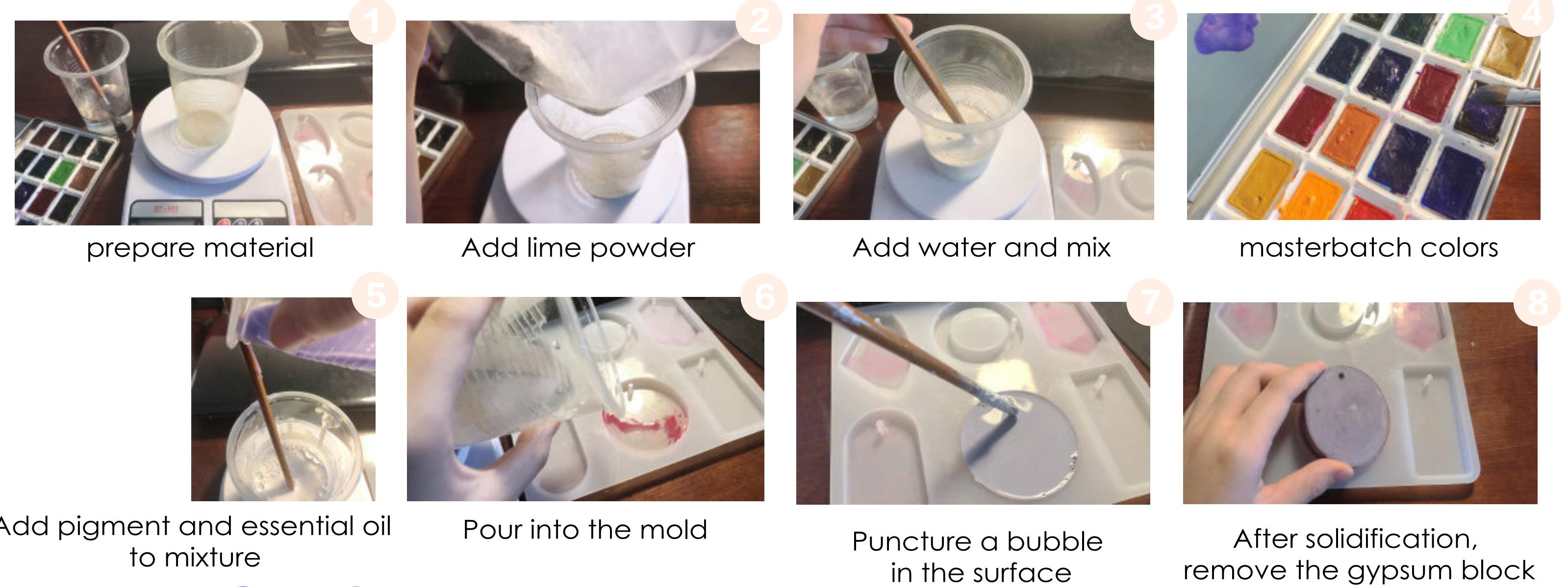


# HIGH FIDELITY PROTOTYPE





## PRODUCTION PROCESS



## FINAL PRODUCT

