
Life of Ji-young

An Interactive Storytelling Project about Gender Issues
in Asia

CIM 691 Capstone
Jinqi Li

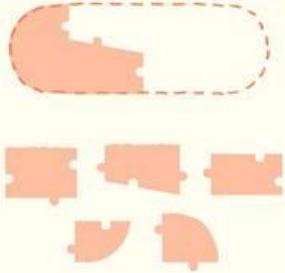
Concept Statement

The project is a website hosting an interactive storytelling game. The story is about an Asian girl called Ji-young experiencing everyday sexism, which represents all the little things about gender discrimination that are happening everyday. The story is structured in a chronological order for audience to go through Ji-young's life while making decisions for her.

Key Design Questions

- How to make the storytelling more interactive?
 - How to explain the concepts of the gender issues?
 - How to highlight the difference between special gender issues in Asian society and global gender issues?
 - How to make illustrations more readable?
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Precedents



- Florence
 - It's an interactive story and video game, following the story of 25-year-old Florence Yeoh as she lives her daily routine and meets Krish.
 - How I built my project on it?
 - Ways of interactions;
 - The way to tell story in a chronological order.
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Precedents (Cont'd)



- Room series pixel art
 - It's a series of illustration of pixel art, in the isometric scale.
 - How I built my project on it?
 - The style of illustration;
 - Isometric scale.
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Precedents (Cont'd)



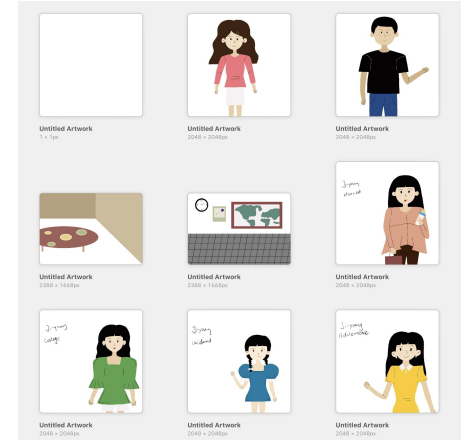
- Kim Ji-young, Born 1982
 - It's a Korean movie adapted from a novel with the same title, centering a woman who has been experiencing everyday sexism from youth.
 - How I built my project on it?
 - Names of the characters;
 - Adapting the stories.
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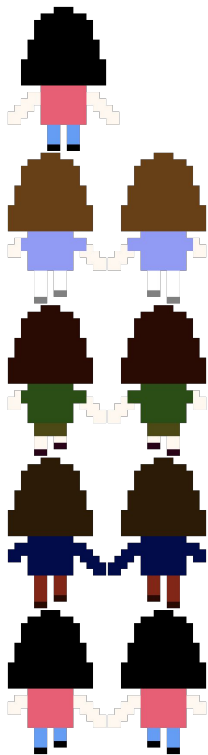
Characters: player - Kim Ji-young, older sister - Kim Eun-yeong, younger brother - Ji-young's room - Ji-young's grandmother - Ji-young's dad - Ji-young's husband - Ji-young's co-workers.

- Childhood
 - Scene 1
 - Ji-young and her older sister Eun-yeong are playing and talking in the bedroom, grandmother gets in and says " Be quiet! Good girls don't make noise."
 - Ji-young and Eun-yeong go out to the sitting room and help with the housework, while the younger brother is playing.
 - Ji-young looks at younger brother and feels annoyed.
 - Scene 2
 - Ji-young's dad comes back home from a business trip in London, with gifts for children.
 - The younger brother gets a fancy pen, while girls get notebooks.
 - Ji-young also wants the fancy pen and tries to grab it from brother. Dad shouts to Ji-young to stop her.
- Adolescence
 - Scene 1
 - Ji-young is standing on a bus on the way home in a late afternoon. A boy from her class is standing behind her.
 - The boy starts to touch Ji-young's body. The woman sitting in front of Ji-young asks her face firmly "what are you doing and what if there's anything wrong."
 - Ji-young keeps nothing, while she pretends secretly to be the woman.
 - The woman gives her a mobile phone to notice her family. Ji-young sends a text message to her dad to pick her up.
 - The bus arrives the bus stop. Ji-young gets off the bus, followed by the boy.
 - The boy stands by her and tries to hit her. The woman on the bus gets off just before the bus leaves and stops the boy.
 - Ji-young's dad comes to pick her up. He is pissed off and says: "Why do you take classes far from home? Why are you wearing a short skirt? Why don't you take care of yourself? Don't be kind to boys! Don't smile to them!"
 - Workplace
 - Scene 1
 - Ji-young works in an advertising agency. She always works hard and her leader commends her a lot. But she doesn't get the promotion, while the opportunity is given to a co-worker who doesn't perform better than her.
 - Ji-young is upset and confused. She asks the leader for reasons. The leader, who is a successful businesswoman, says: "I know you work harder than that guy but it's good for you to stay in your position. Women at your age will get married and have babies in a few years. You won't have time for work then." Ji-young promises she won't let her marriage and babies influence her work, but the leader still insists: "You will regret when you become someone like me, who who let her family because of work."
 - Scene 2
 - One of Ji-young's female co-workers is told by a male co-worker that someone might set up a camera in the ladies cam. She tells other female co-workers not to use that bathroom.
 - Three of these female co-workers try to find the camera in the bathroom. They find it and take it off finally.
 - One of them says: "Why did those guys watch the videos from our bathroom and talk about it before they let us know?" The other one says: "Should we check around the bathroom before using it? Or should we bring urinal with us or use diapers?" Everyone gets silent and upset.
 - Marriage
 - Ji-young finds that she is pregnant and talks to her boyfriend. Her boyfriend wants the baby and wants to marry her. He promises that he will take care of Ji-young and the baby and he makes way more money than Ji-young. But Ji-young just got a new job in a great company and it is expected to make her own career there. If you are Ji-young, what's your choice?
 - Choice 1: There is no need to abort and go back to work.
 - Ji-young works hard and gets promoted successfully.
 - After many times of complaint about Ji-young spending too much time in company, her boyfriend breaks up with her.
 - Ji-young's parents complain a lot that she should find a new boyfriend and get married since she is getting old, since it's stressful for a single woman to live in this society.
 - Choice 2: Get married and give birth to the baby.
 - - Ji-young quits her job to take care of the baby. Her husband is worried about her since she gets too much pressure during and after her pregnancy.
 - Her husband feels like a co-worker talking about the parental leave and talks to Ji-young that he wants to take a leave to take care of the baby so that Ji-young can go back to work.
 - Somehow, Ji-young's mother-in-law knows that her son is going to take a parental leave. She calls Ji-young and is mad about her saying: "Why do you let my son take care of the baby?" He has a good career and he won't get promoted if he takes a long leave! "You should stay home and take care of the family, which is what a wife should do!"

Design Process

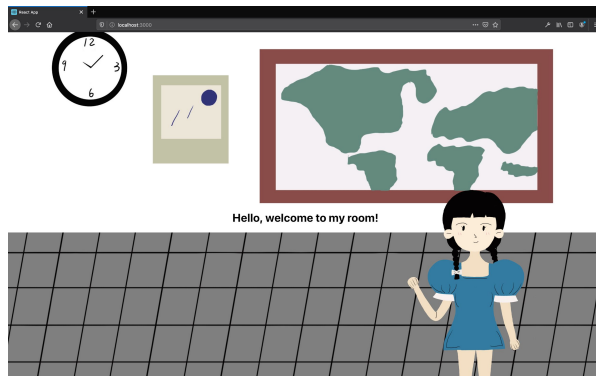
- January
 - Complete stories in text
 - The first version of the illustration





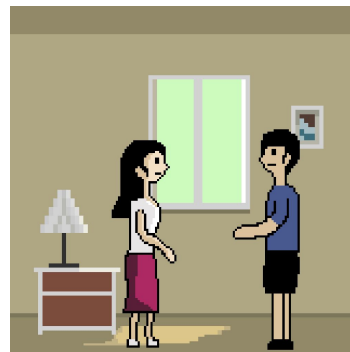
Design Process (Cont'd)

- February
 - Prototype in Adobe XD
 - Test illustrations on React.js
 - Start changing the style of illustrations



Design Process (Cont'd)

- March
 - Decide to go with the second version of the illustration
 - Change to a more efficient JS library PIXI.js
 - Start building website with updated illustrations



Design Process (Cont'd)

- April
 - Build storytelling part of the website
 - Add more interactions
 - Find related research reports and datasets
 - May
 - Finish building website
 - User testing remotely
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User Testing with Target Audience

- Target audience:
 - People who support women
 - Usability issues:
 - Easy-to-use but does not have much interactions
 - Confused with the different styles of illustrations
 - Flash when jumping to next pages
 - Stories are good but lack of details
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Trailer



Demonstration

