



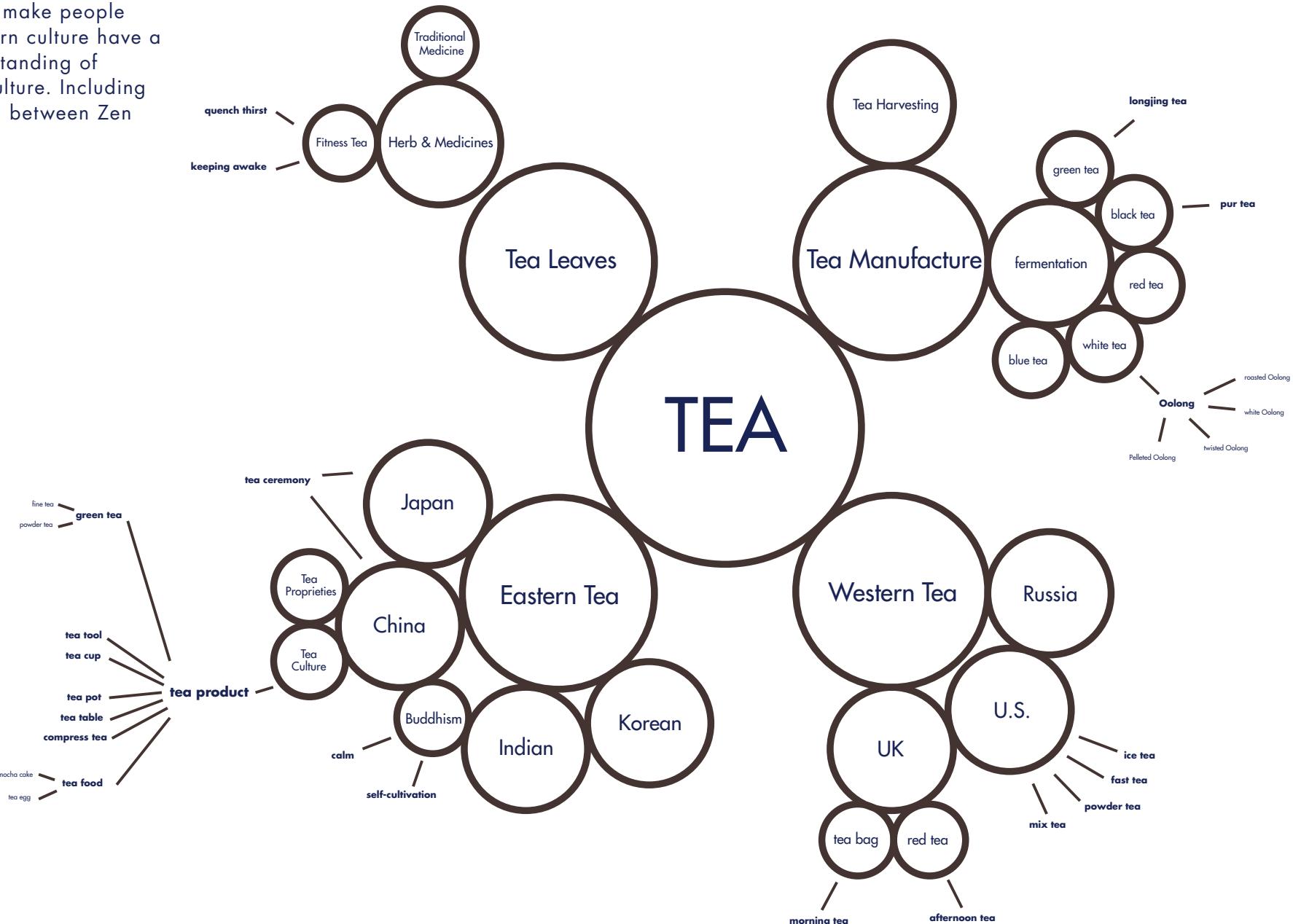
# PASTORAL POET

by Junhao Zhu



# CONCEPT

Pastoral poet is a application that aiming to make people living in western culture have a deeper understanding of Chinese tea culture. Including the connection between Zen and tea.





# PERSONA



This Chinese old man is 70 years old. His name is Wu, Chen. He retired from his job few years ago. He spend few month being very boring, but he eventually pick up something he really likes to do. Now he very enjoy playing Chinese chess, it is a very chill sport and also it keep his brain sharp and clam. At the same time, he is raising a bird as well. He likes to take his bird out with him while he go out play Chinese chess with his friends. Yes, his fall in love with Peking opera few days ago, he went to watch Peking opera few times in red star theatre. During his quiet time, he likes to read book, especially martial arts novel. He always image he is one of the character inside the novel.



Her name is Annie. She is a 39-year-old mom that lives in the U.S. She spend most of her time in the house to clean up and take care of her kids. Also, she need to clean her big house too. Since she has 2 kids and her husband brought a big house because of that. During her free time, she likes to cook Asian food, especially she likes to make sushi and dim sum. The reason that she love sushi is because she likes to eat green and healthy, of cause, fresh too! And the reason that she likes to make dim sum is because her husband loves dim sum. Well who doesn't like the very meaty dim sum. By the way, she likes eat healthy because she want to live healthy, thats why she also likes to do exercise. Most of time, she would like to jog with her lovely dogs.

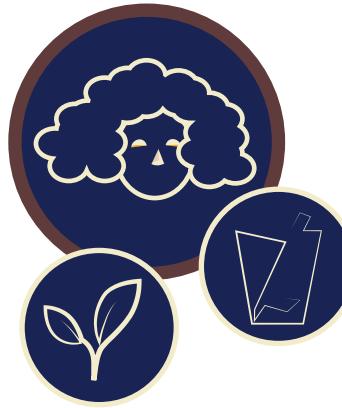


# SCENARIO



It is a sunny day. As usual, after Wu, Chen got up, he started his morning reading. He likes to read Chinese stories. Especially read in pastoral poet.

After his morning reading. He invite his friends to his house to play Chinese chess. He doesn't really know how his friend likes to make the tea. So he is trying to learn from pastoral poet, in order to make traditional tea.



Annie loves drink tea, however, she doesn't know how to make tea, so she just want to learn how to make tea.

She also likes to make special things out of tea but not idea how to do.

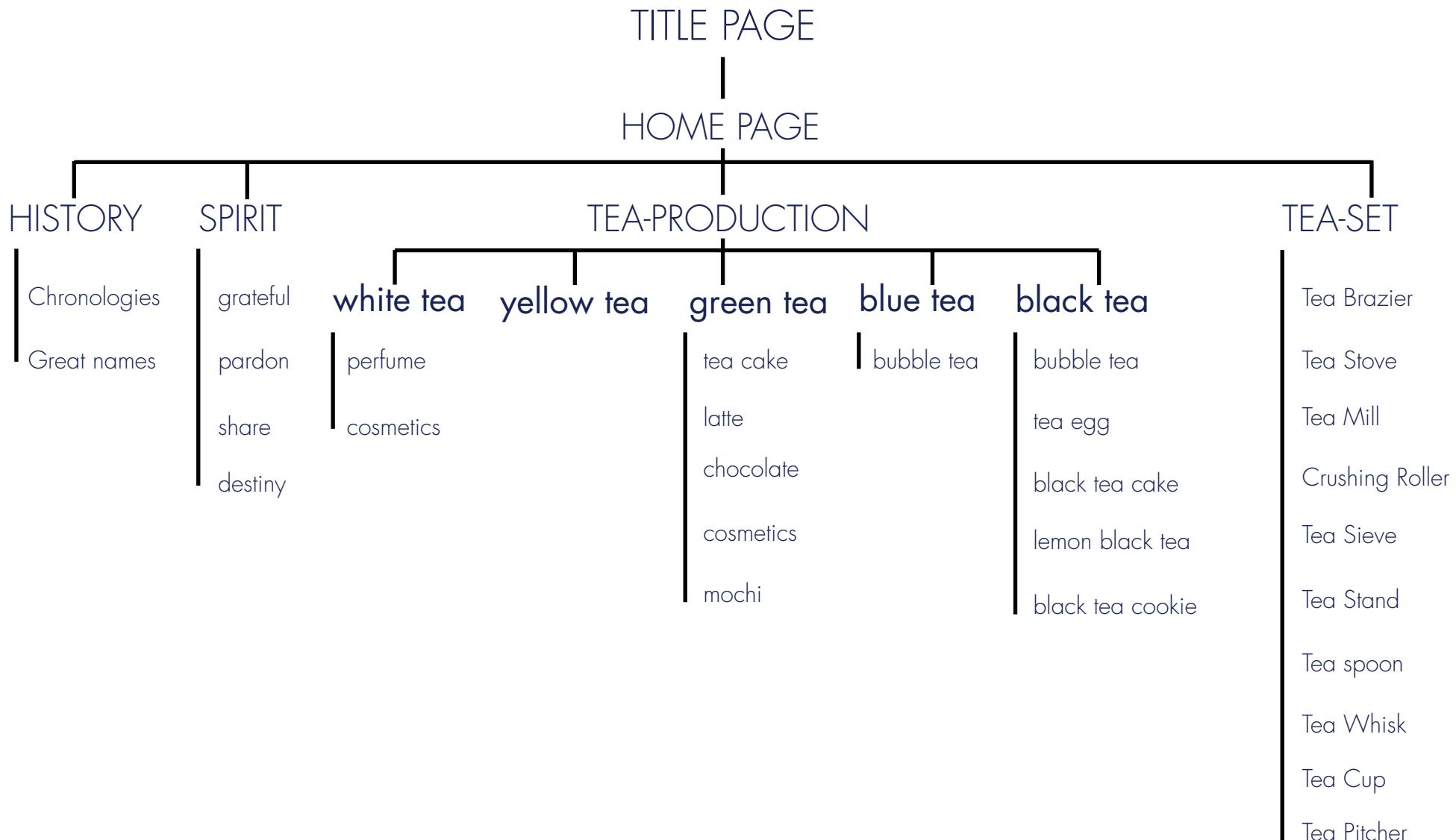


# TASK ANALYSIS

wants to know Chinese tea culture	want to know about the back ground history	wants to know the spirit of tea that develop through the time	gain more knowledge about tea	learning tea sets
use pastoral poet	learning by Chronologies	learn to be grateful	understand different kinds of tea	recongize tea sets
	learning by famous people	learn to pardon	knowing tea is more than just tea	learn how to use tea sets
	gain basic understanding of eastern tea culture	learn to share		
		understand destiny		
		understand differnce major parts of the spirit of tea culture		



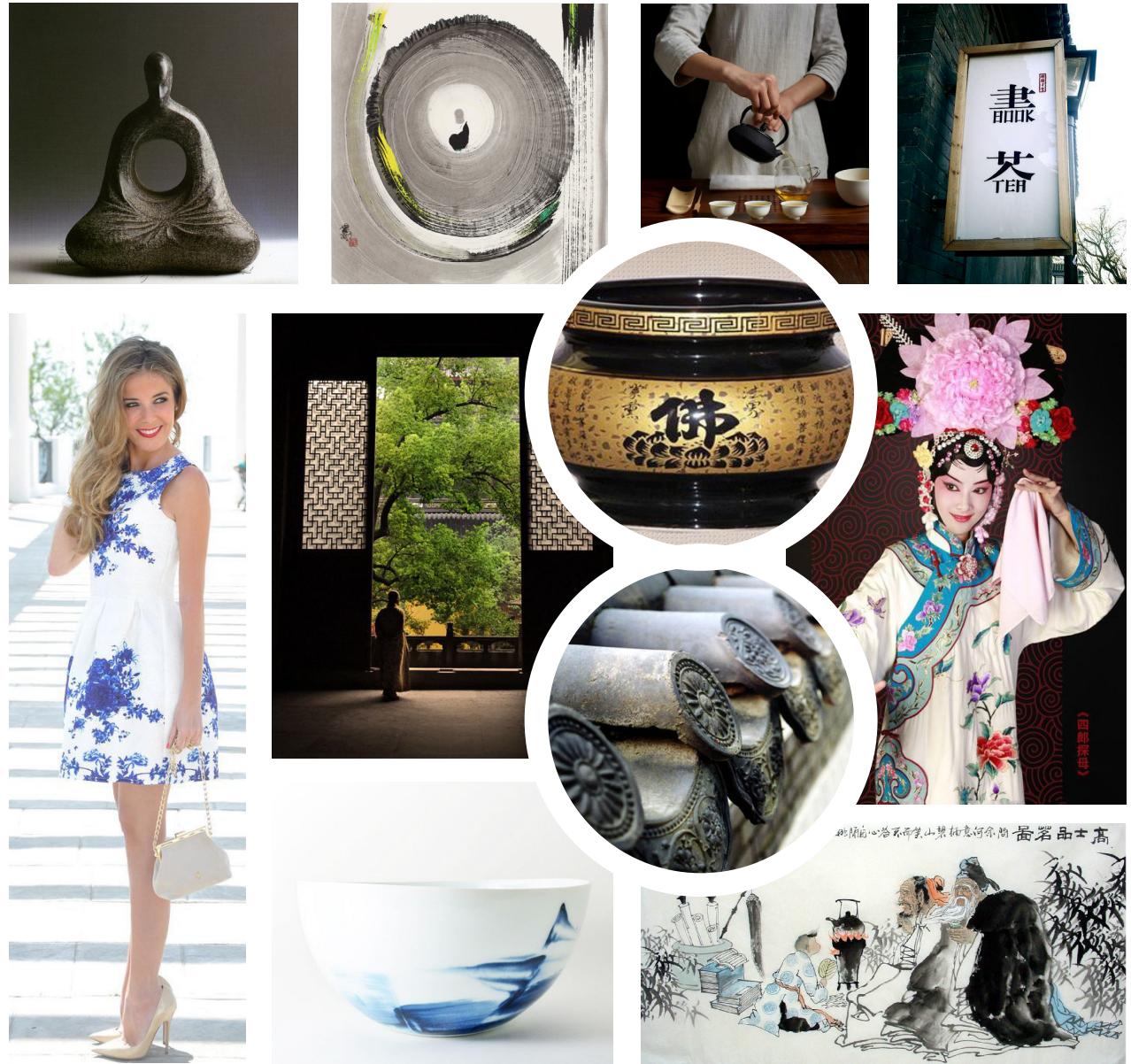
# SITE MAP





# MOODBOARD

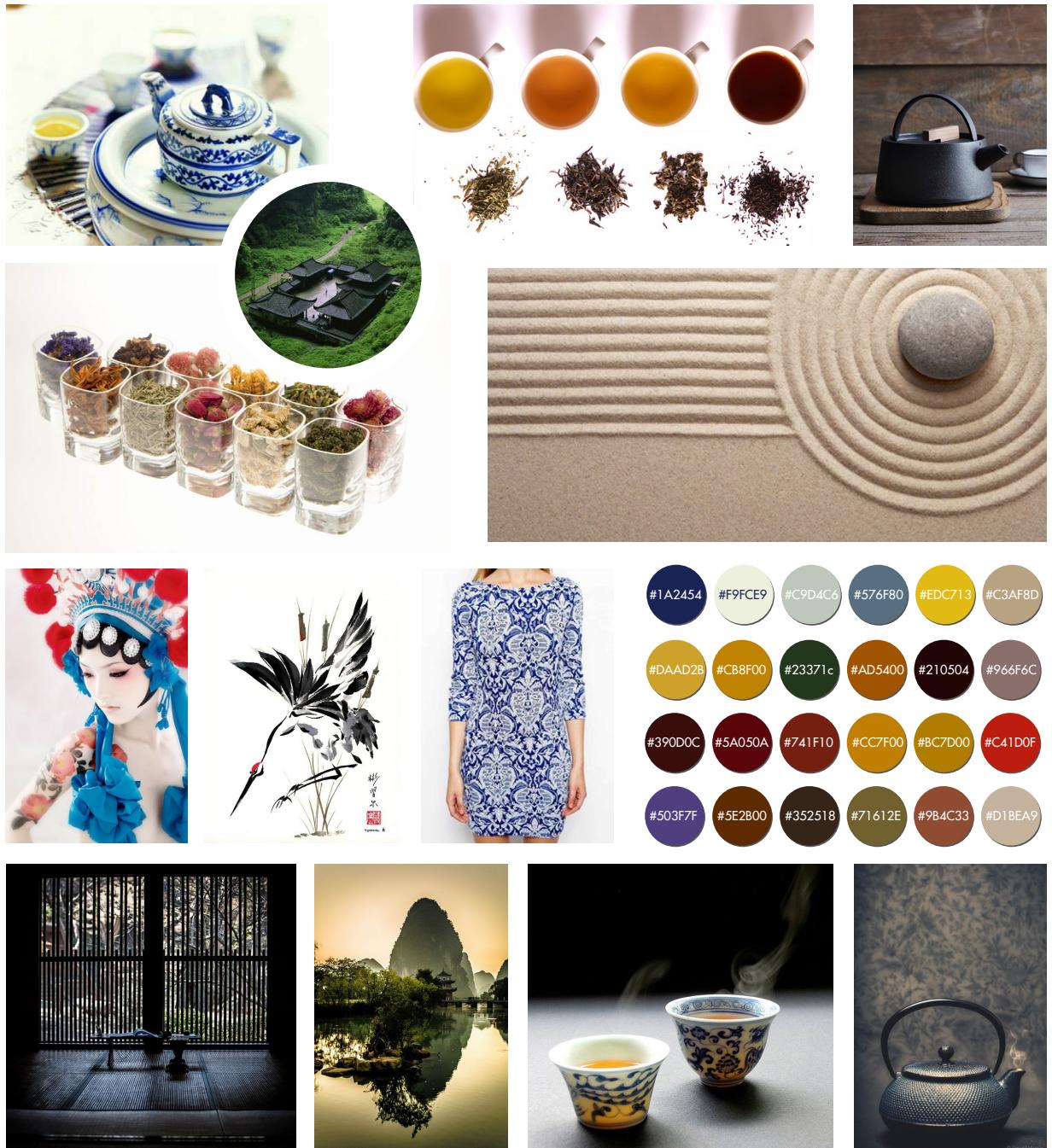
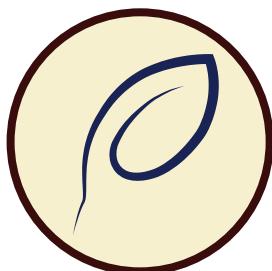
Mood-board shows the association between Chinese tea and Chinese culture. Including the interactive between eastern culture and western culture. Also shows Zen(禪) theory in Chinese tea culture.





# COLOR PALLET MOODBOARD

The colors that used in the application came from all kinds of Chinese culture special elements. Including tea sets, scenery and sceneries associate with zen culture.





# TEXTUREMOODBOARD

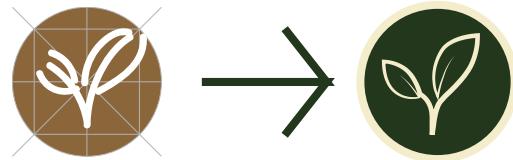
The collection of these texture gives the application a traditional Chinese feeling. Wooden frame also reflect Zen spirit.



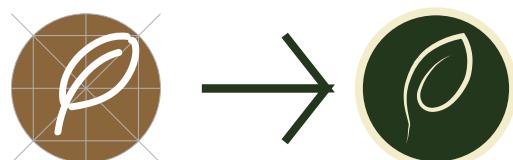


# ICON DESIGN

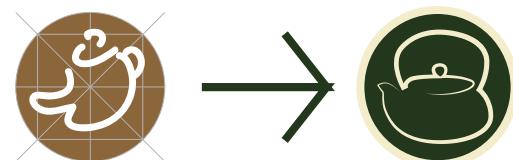
This icons inspire by tea elements and Chinese traditional painting. The original icon done by free hand drawing in order to show the organic feel of Chinese element. However, free hand line work doesn't make the icons united. So that, the second version become more united, by refining the line work into more detail line work.



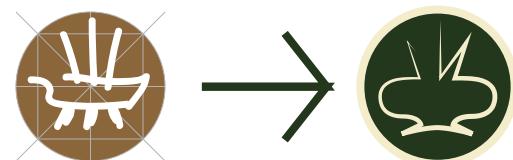
Refine line more clean and fits better into the theme.



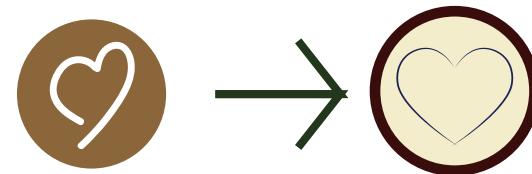
Simplify the strokes, from multiple to one. Shows the spirit of Zen.



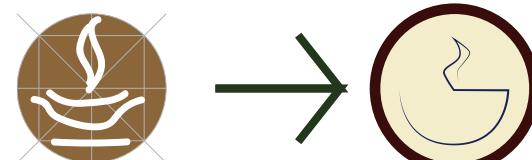
More geometric



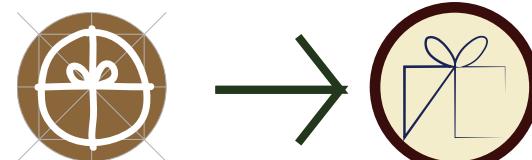
Simplify and less detail.



Lines become more tiny and has a geometric feel.



Less abstract and easier to recognize.

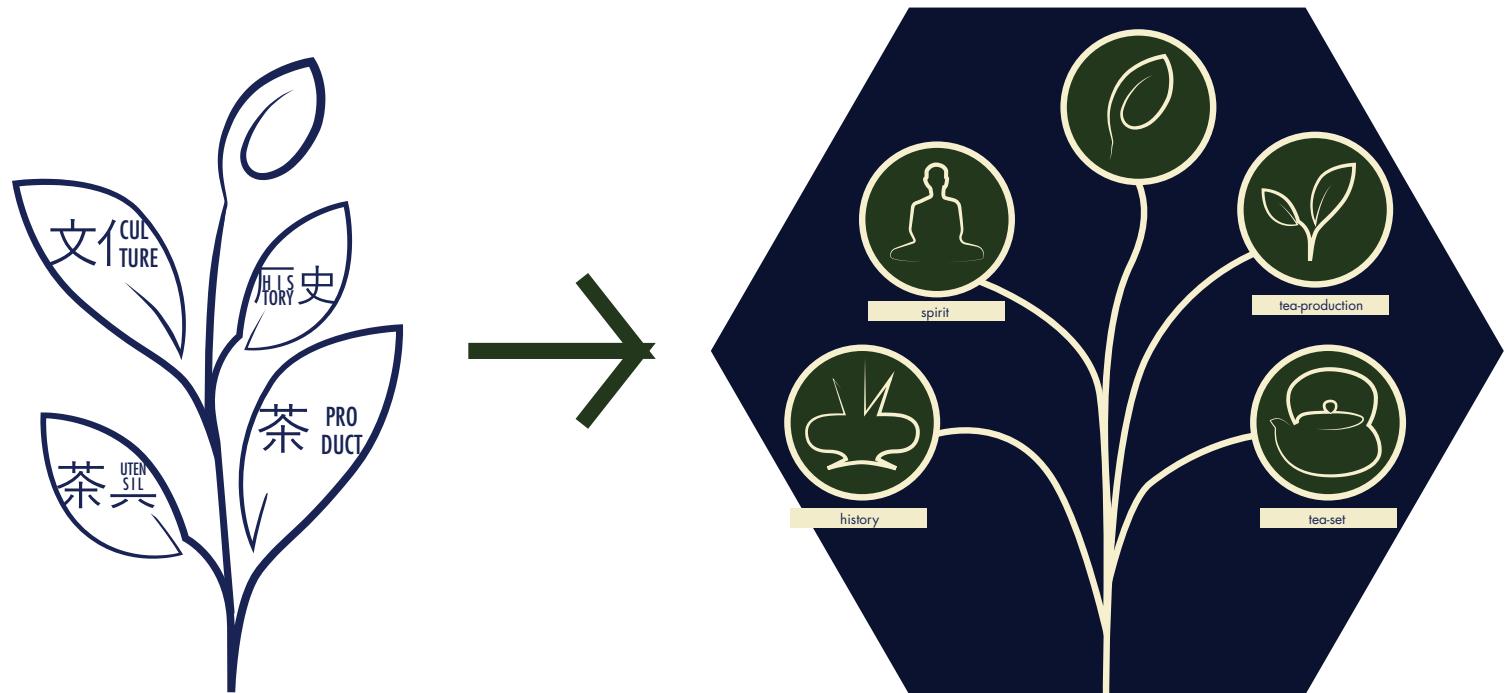
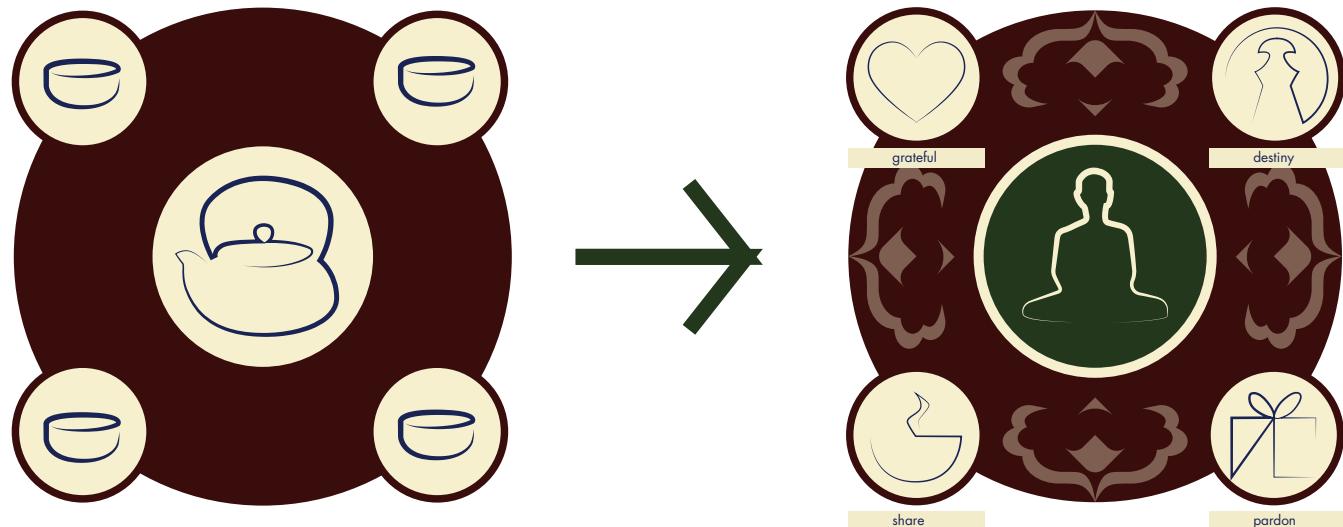


Change from bird eye view to profile.



# ICON COLLECTION

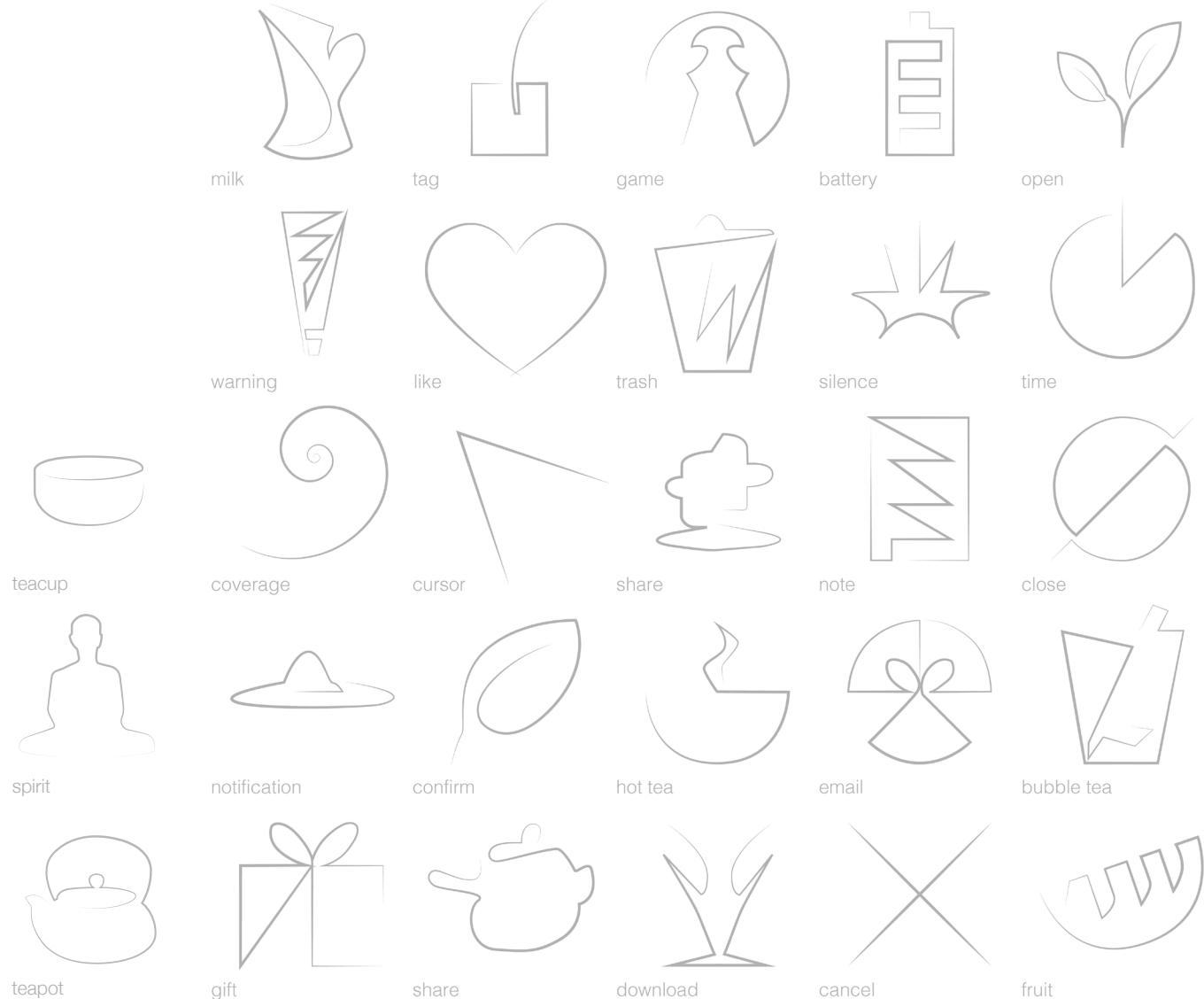
The revolution of the icon changes the feel of the application. It makes them more modern and and more interesting.





# ICON SETS

Full icon set showing on right.



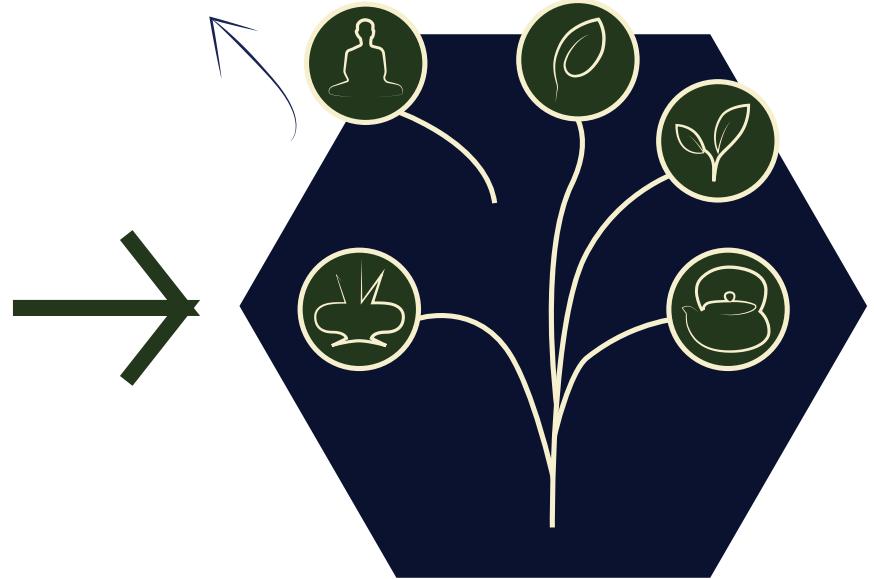


# MOVEMENT EXPLANATION

## Navigation bar

Get in a section by plucking the one of the leaves.  
Same as get in other section. It imitate the movement of framers picking leaves.

Also this tea tree will move slightly just like breeze of wind.



After the leaves got pluck, the leave will fall off to the bottom and the section that got plucked will show no icon on the leaf.





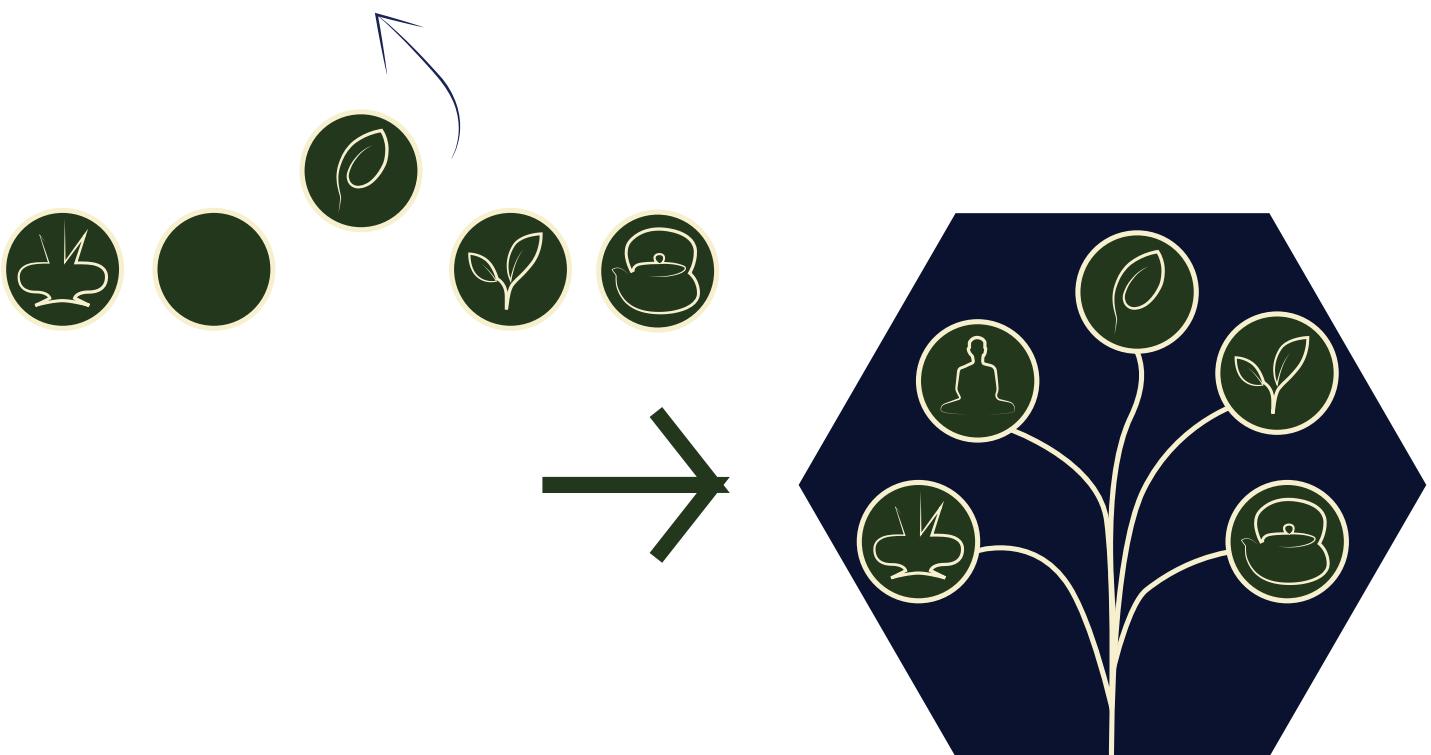
# MOVEMENT EXPLANATION

## Navigation bar

By picking up one of the falling leaves, it will let user go to that section directly.



However, when the user pick the main logo in the middle, the 'navigation tree' will grow up again. It works like a home button.



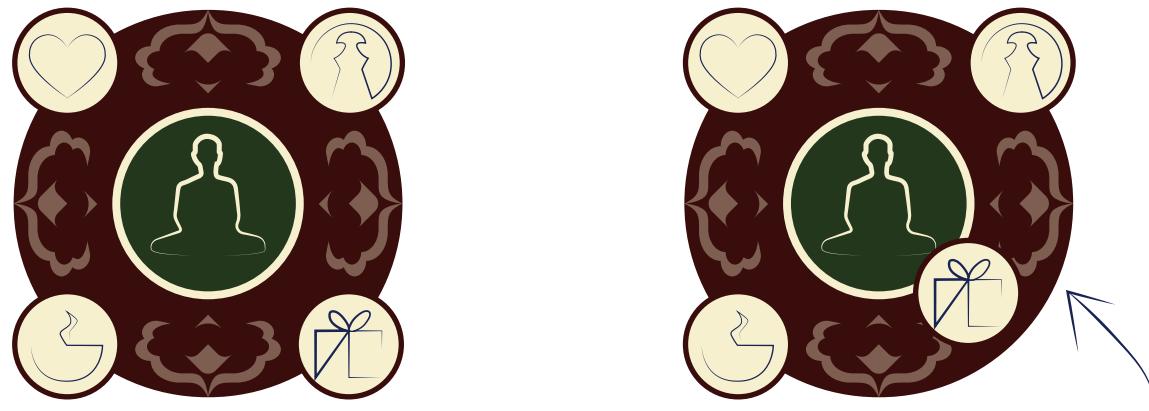


# MOVEMENT EXPLANATION

Information bar will open like a roll of paper. Inspired by how people use paper back in the old days.

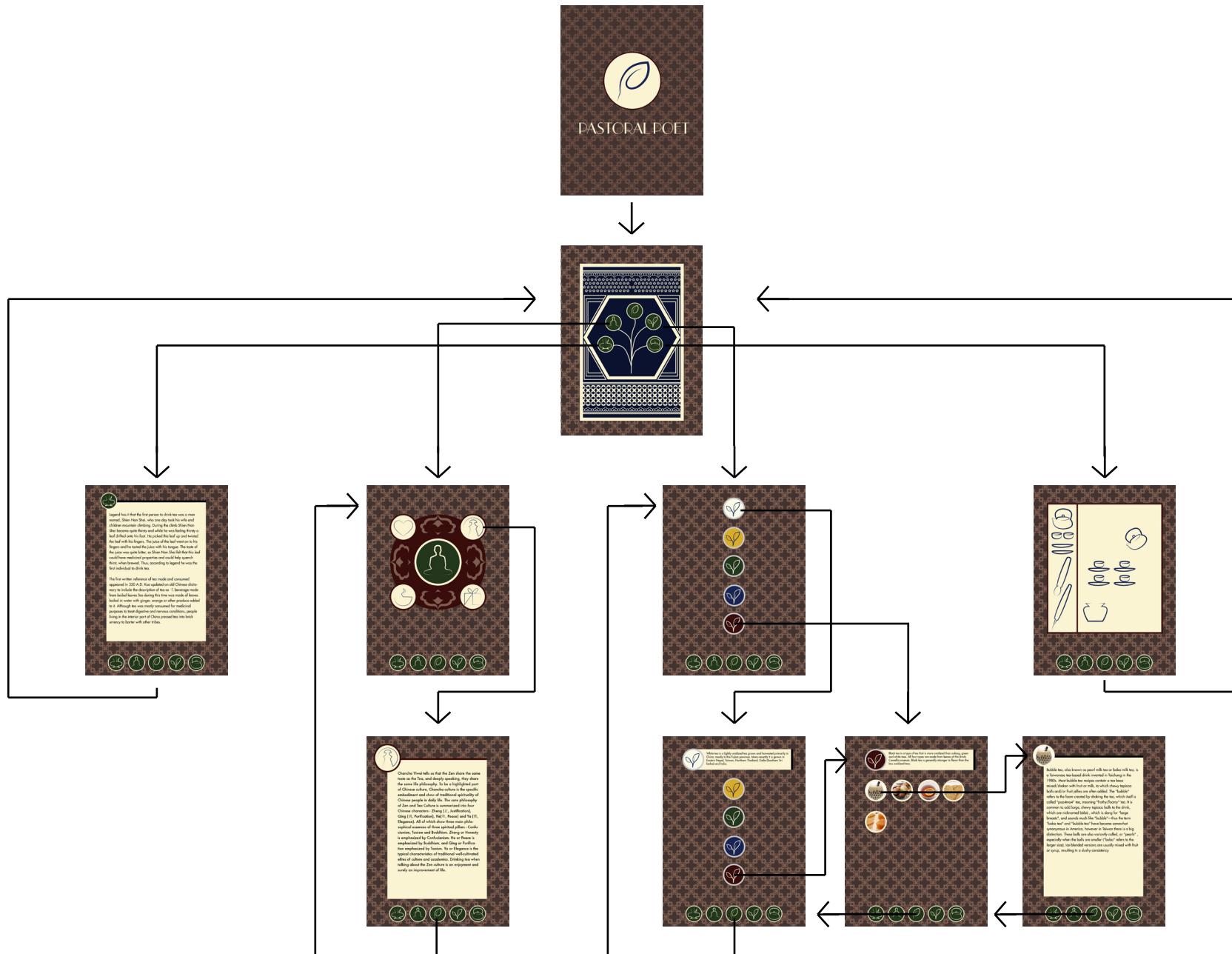


Open these sub-section by dragging one of the icon in to the Buddha in the middle.





# DIGITAL SITE MAP





# FINAL INTERFACE

