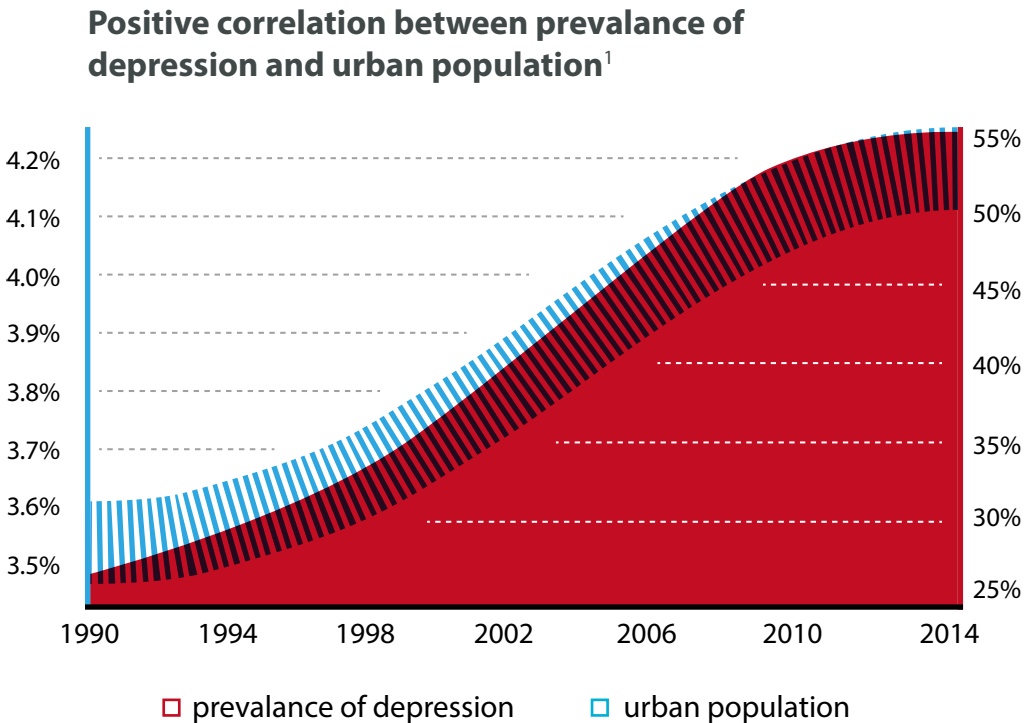


# BACKGROUND



## NEGATIVE EMOTIONS IN THE CITIES

Development of the modern made life more convenient, but also create new problems. Mental health problems is one of the serious ones. In the emerging country China, the prevalence of depression rapidly increases, more and more people suffering from their negative emotions.



### URBANIZATION

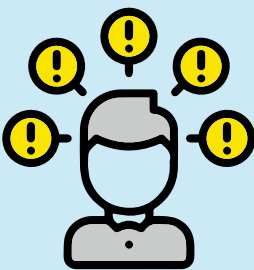
Urbanization in China increased in speed following the initiation of the reform and opening policy. By the end of 2016, 56.7% of the population live in the city.



### PREVALENCE OF DEPRESSION

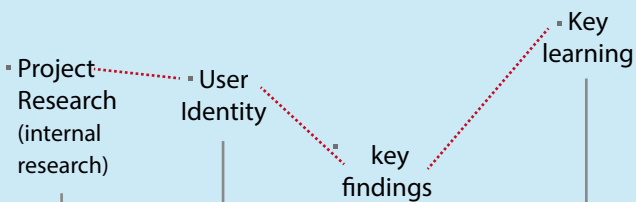
The prevalence of depression increased worryingly as urbanization. Research says, the rapid change in society is among the main reasons cause the mental problems.

## PROBLEM IDENTIFYING



### THE MODEL OF THE PROBLEM

Using mind map to find the different forms of negative emotions and utilizing maslow's hierarchy of needs to analyze them.



## APPROCHES EXAMING

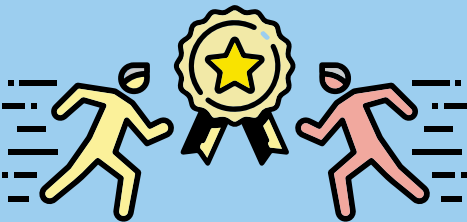


### THE PROCESS OF THE RESEARCH

I called many of my friends to take part in the researching process.

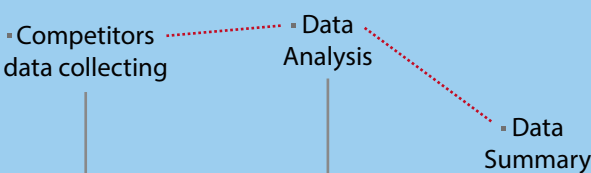


## BENCHMARK

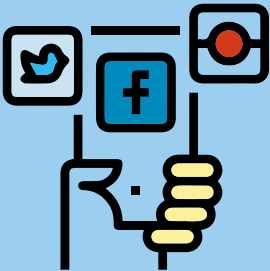


### THE COMPETITIVE RESEARCH

By analysing the data from potential competitors, I got some thinking about my work more clearly.

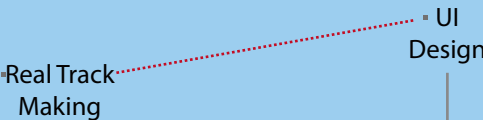


## UI DESIGN

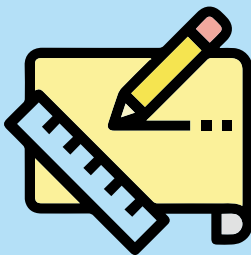


### THE FINAL RESULT

Finally, I got a quite good feedback from my classmates who has been tested, from design to the whole experience.



## WORKFLOW & WIREFRAME

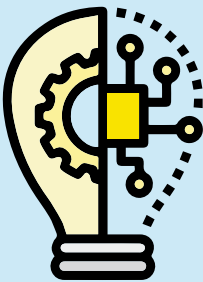


### THE PROCESS OF THE MAKING

I designed wireframe and started to design UI and made some user testing.



## SOLUTION



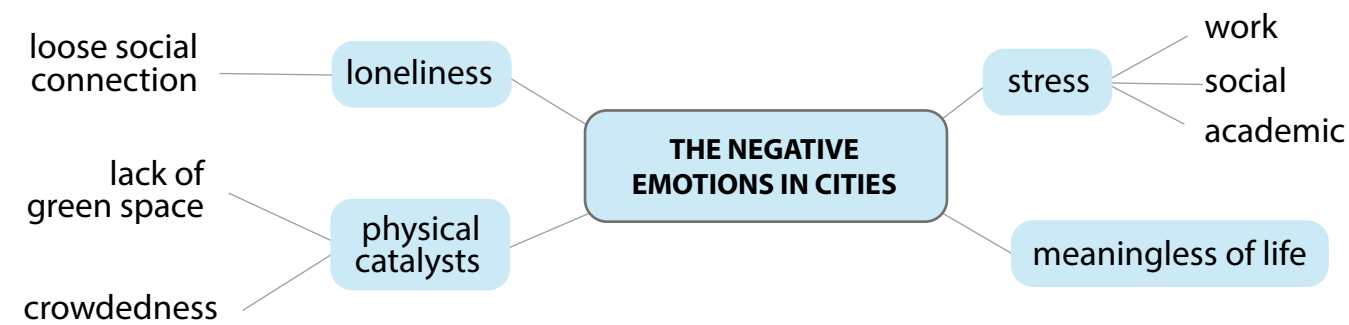
### THE OUTCOME PREDICTION

I made some experiments about how things work in farm in reality, and I started to design an app for the game.

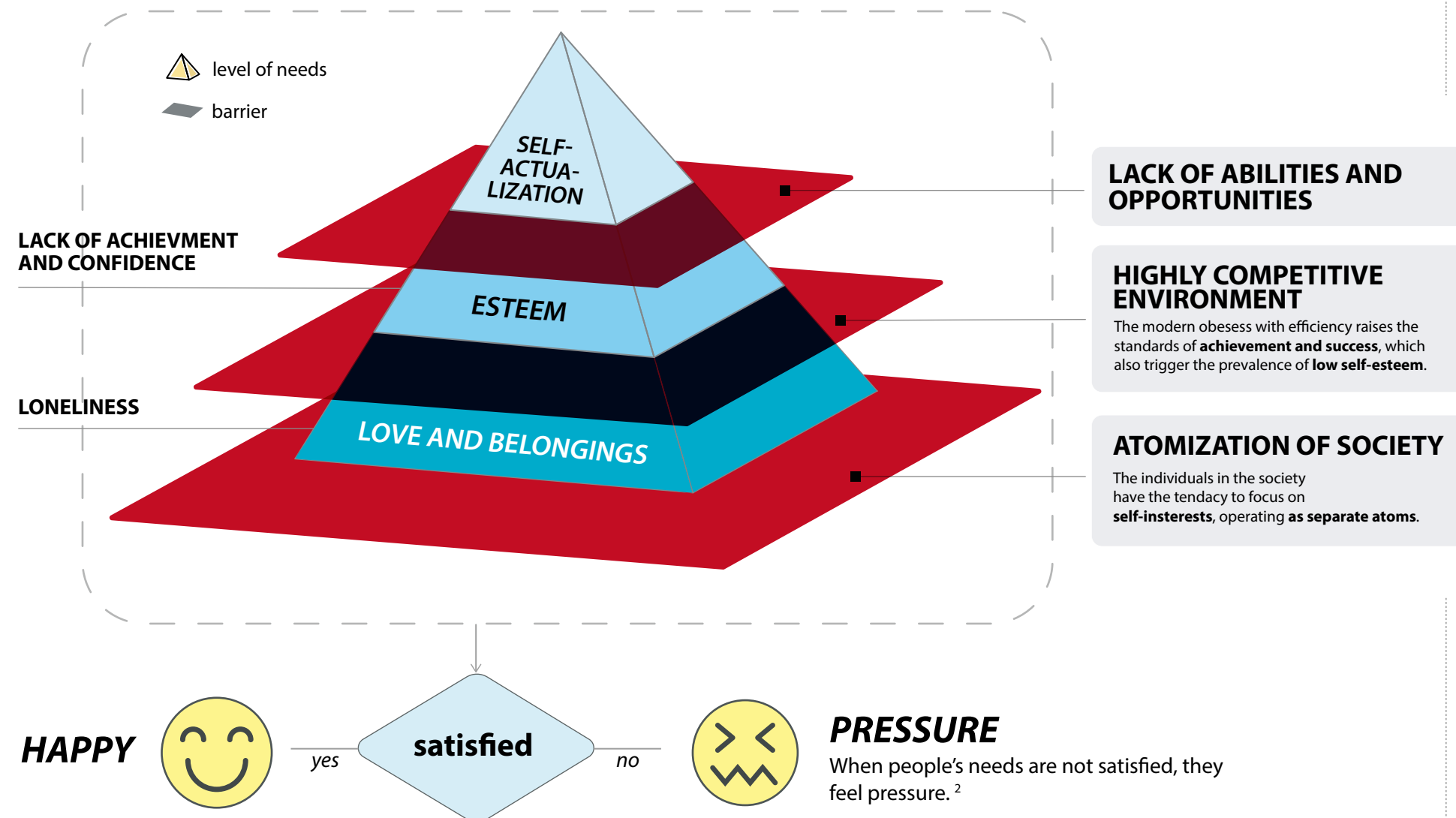


# Problem Identifying

## 1 USING MIND MAP TO DETAIL THE PROBLEM



## 2 MODELING THE PROBLEM BASED ON MASLOW'S THEORY OF HIERARCHY OF NEEDS

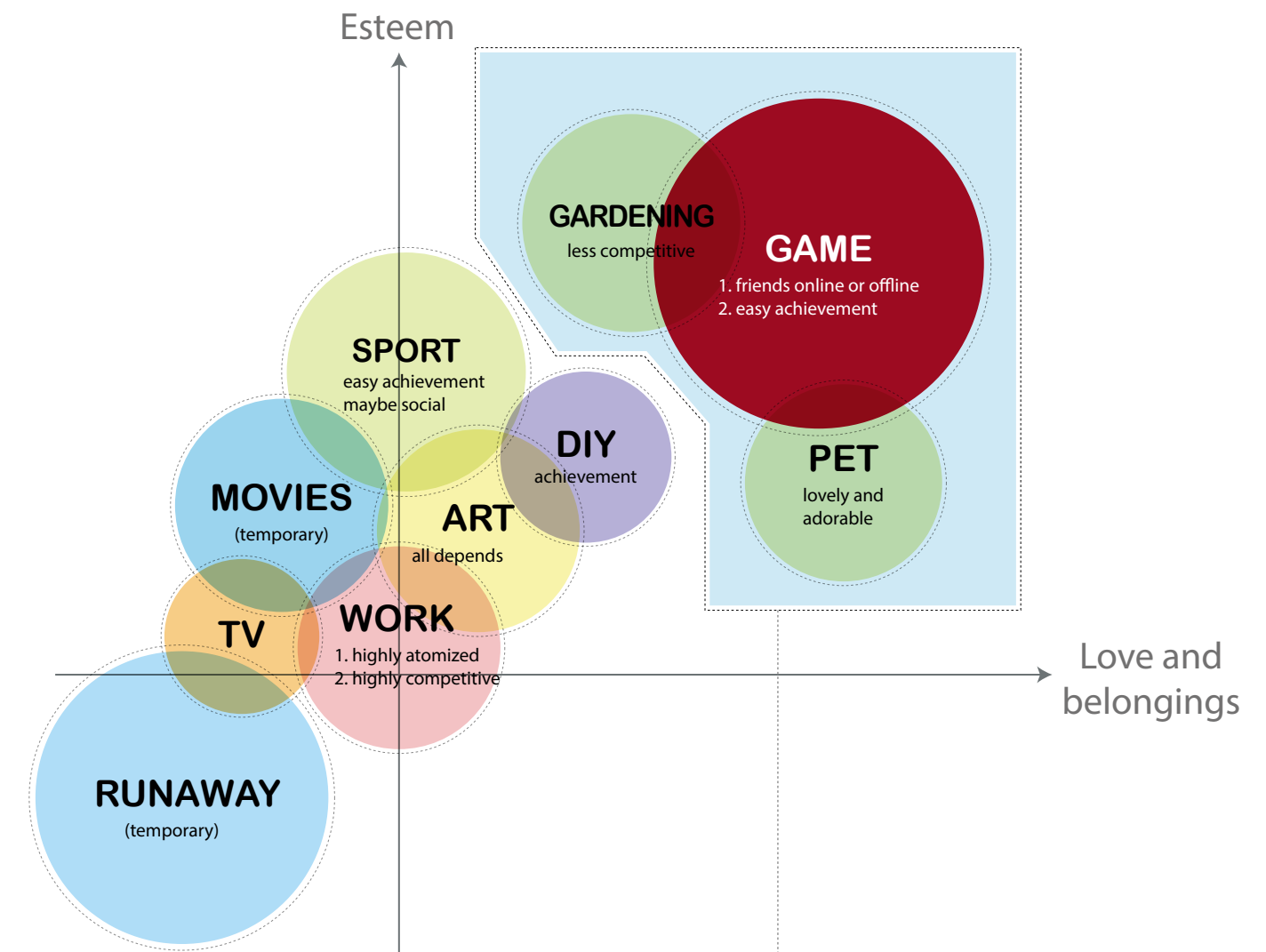


# Approches Examining

## 1 LIST OUT EXISTING WAY OF SATISFYING NEEDS AND SORTING THEM IN A 2D SYSTEM

By a survey conducted online, a list of the most common ways of relaxation and decompression is made, which was later crafted into a word cloud. The font of the text is proportionate to the number of responses received from the participants.

The data collected in the survey were sorted into categories, along with the category of relaxation method proved efficient in a number of scholar literatures - gardening.



\* Movies, TVs and music are categorized into runaway, since most of the respondents see them as ways of recreation, rather than a creative process. While entertaining themselves in those ways, they are temporarily extracted from the stressing reality, and when the shows are finished, they come back to the reality leaving their needs unsatisfied.

# Affinity Board

Person icon

= 10

Person icon

Person icon

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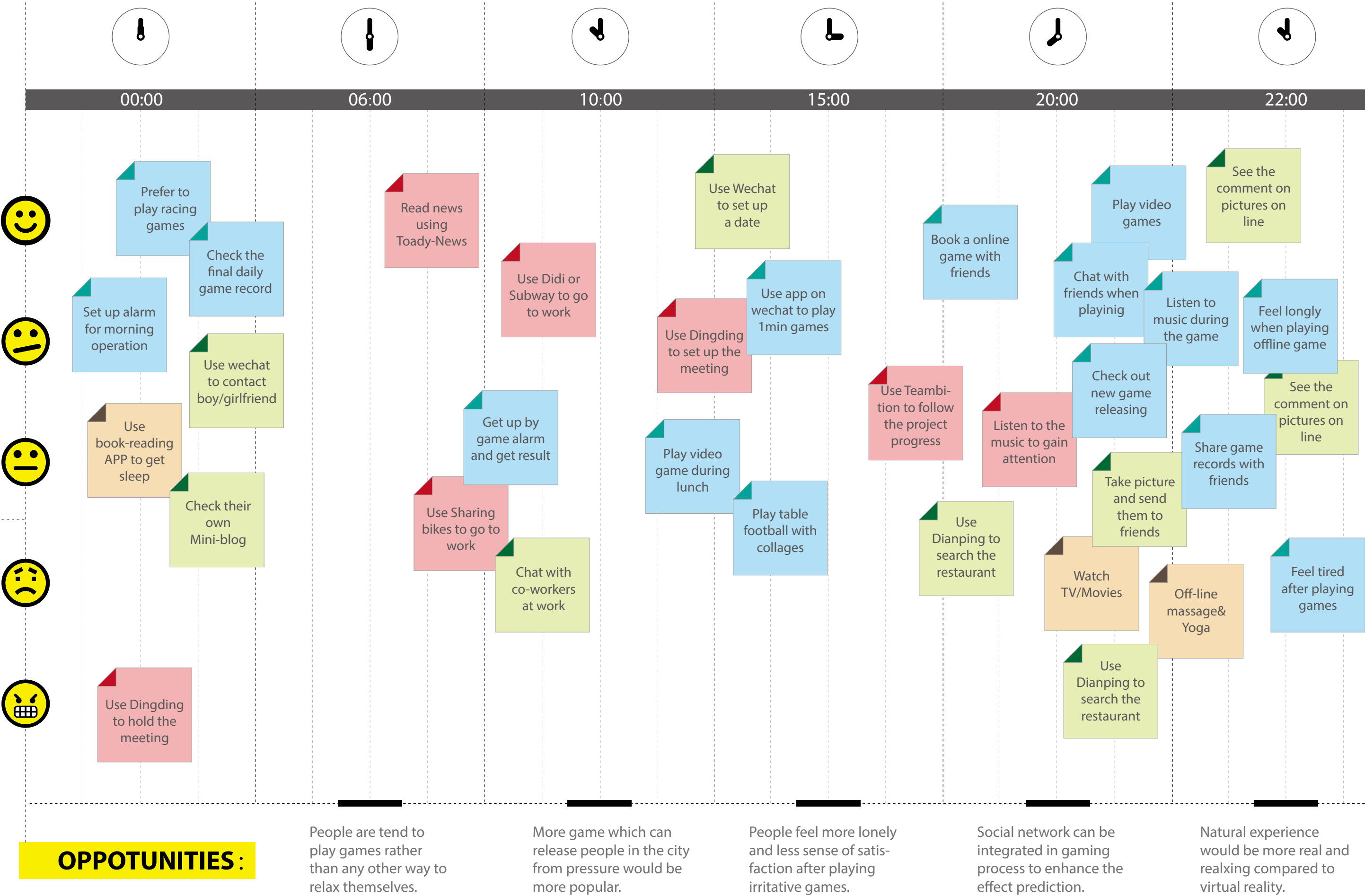
I used questionair to investigate 100 people whose in the city and under a certain living pressure.

## Catagory

- Working
- Entertainment
- Rest
- Social Network

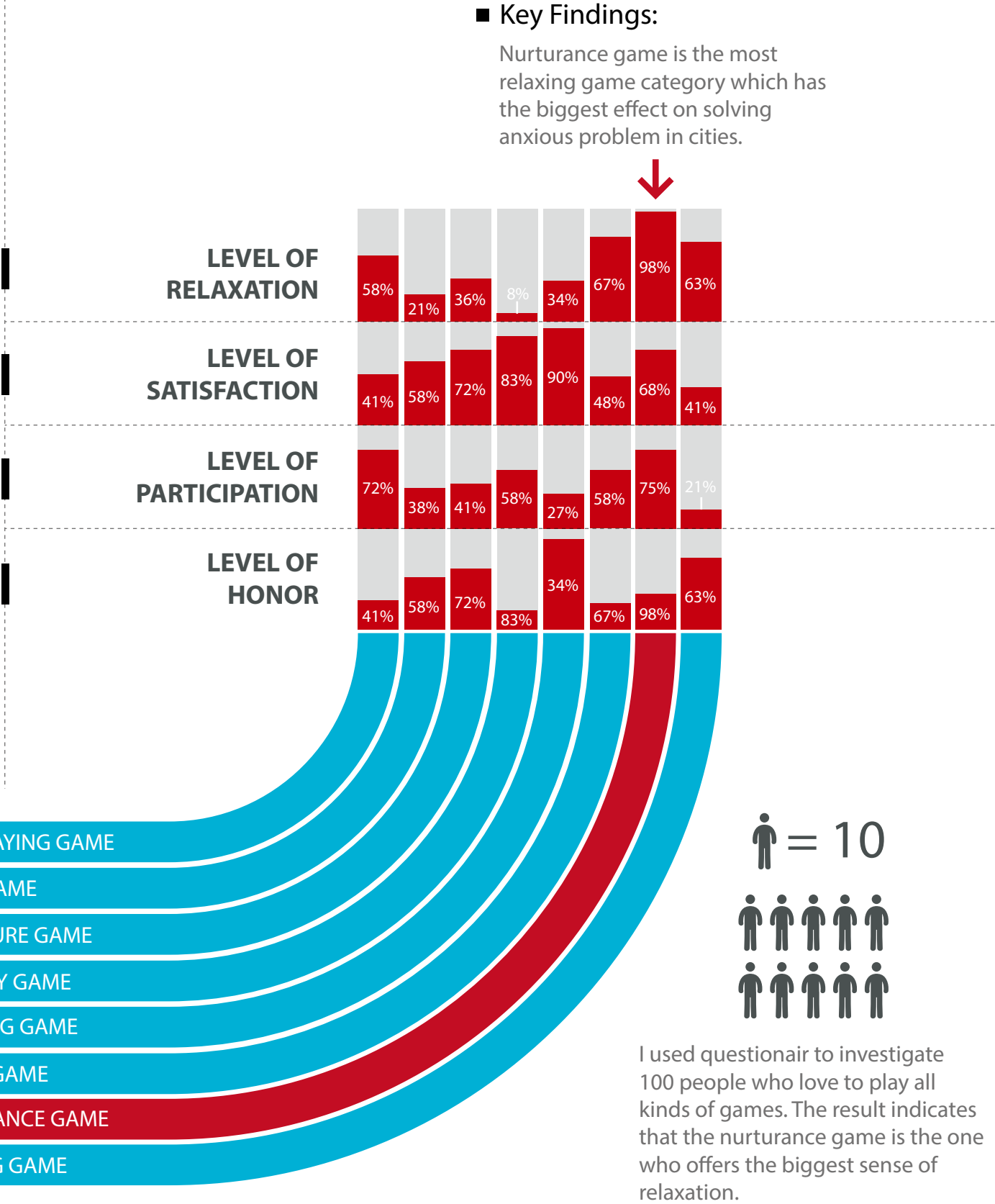
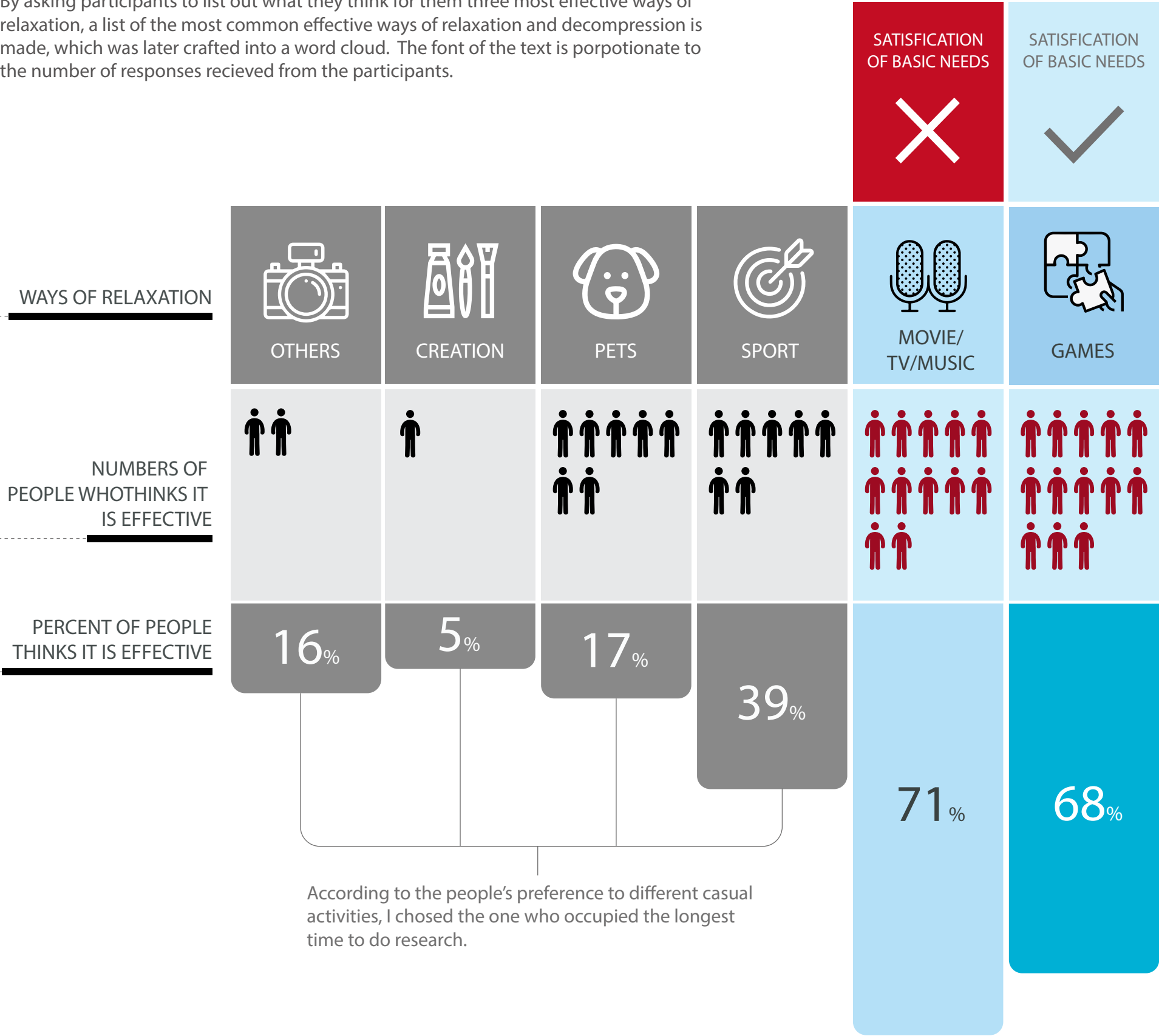


After intervieu, I found that in the entertainment area, there is still big chance to bring online and offline experience together to create some new game to make customer relax.



# Data Analysis

By asking participants to list out what they think for them three most effective ways of relaxation, a list of the most common effective ways of relaxation and decompression is made, which was later crafted into a word cloud. The font of the text is porportionate to the number of responses recieved from the participants.





● PERSONA

■ Basic Information

Peter Xiao

"I enjoy life to the full. My car must be cool, sporty and fun to drive, but still practical and affordable"

Age: 28 yrs old

Marrige: Single

Occupation: Sales

Education: Master Degree

Income: Income is lower than middle level, financial support from family

■ Description

- High Pressure of life situation, eager to make a living but no way out
- Fond of meeting friends at karaoke clubs (e.g. Cashbox), pubs, music, outdoor activities (e.g. sports), online games, etc
- Highly internet active: for blogging/online communities, for presenting their own personality via a personal online space, etc. Heavy users of QQ (similar to MSN)



● PAIN POINTS

• High pressure caused by irritant game and TV & movies

• Play irritant game to run away from reality

• Increasing working pressure

• Unsignificant psychotherapy

● KEY VALUES

Bringing rural experience into urban

Bringing reality into virtuality

A game more than entertainment  
A game with "Real" achievement&real-world interaction  
*In the trend of VR, bringing reality back to virtuality*

● CONCLUSION:  
THE CONCEPT



1. Select an farm outside Shanghai to set up for the game, including the facilities built in it.



2. Use the existing irrigation system to breed the vegetables that customers picked.



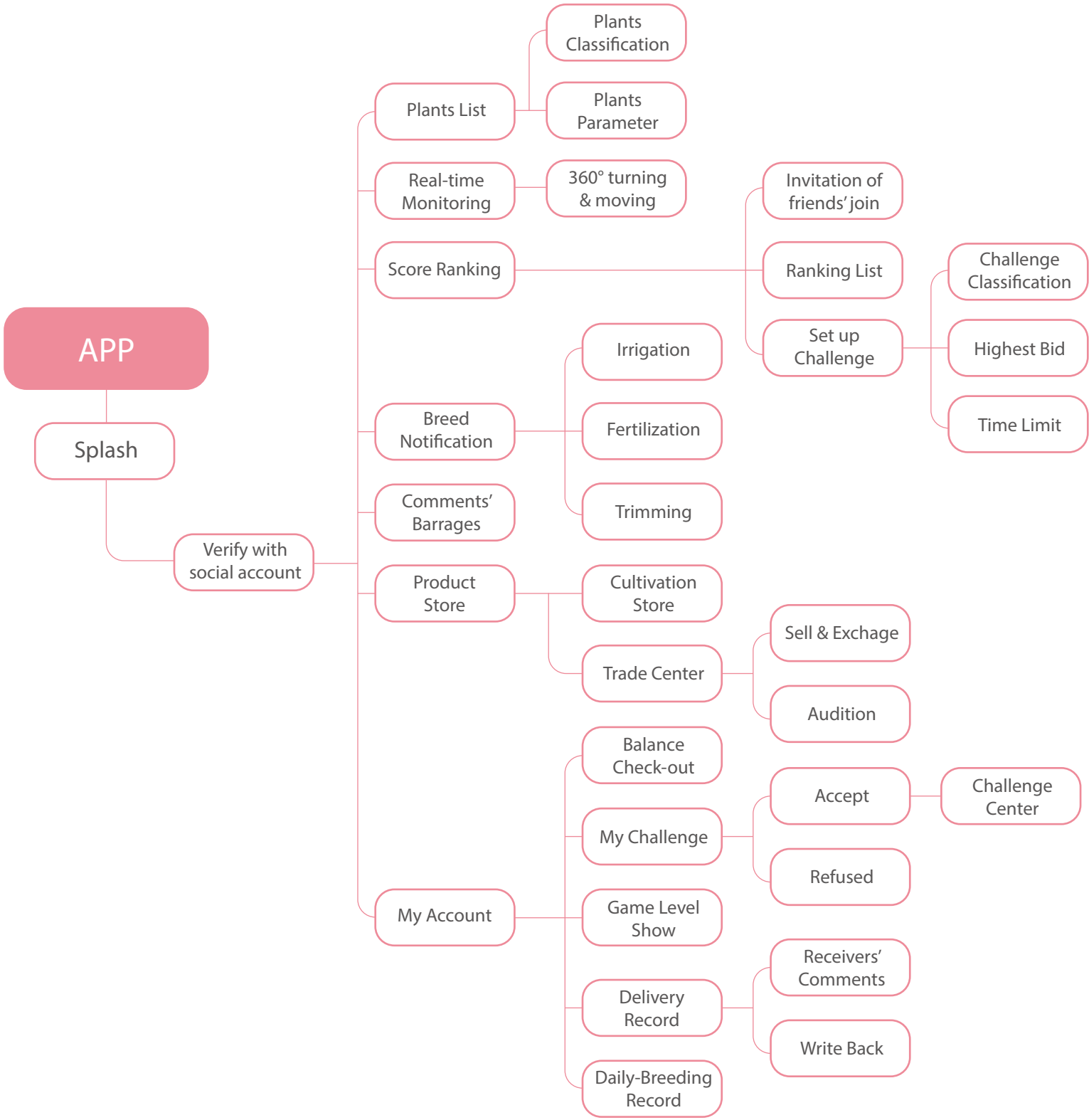
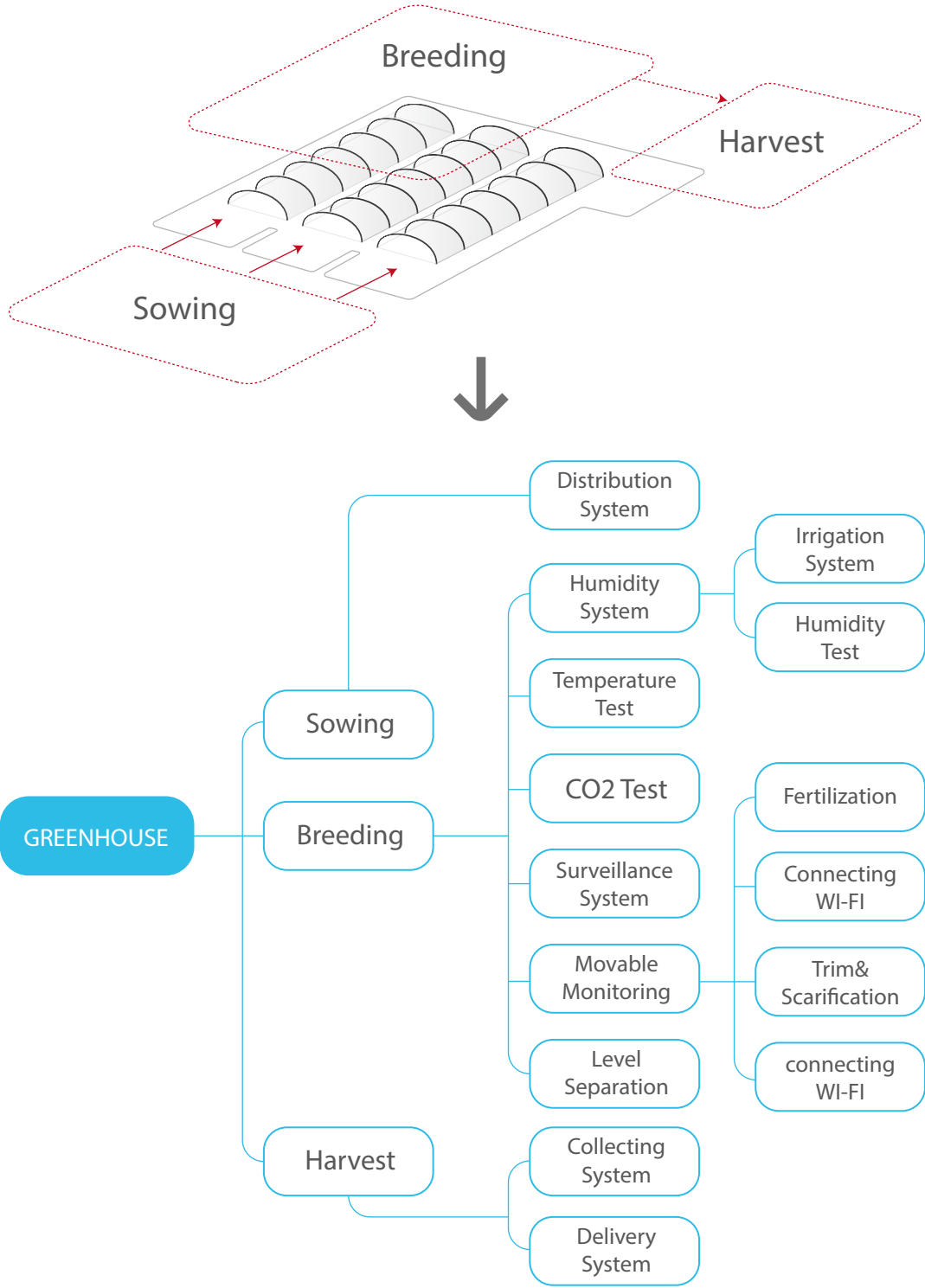
3. People can get results and relaxation through playing game.

● BENCHIMARK GAME ANALYSIS

	Land	Tools	Human Resources	Fun	Knowledge	Opportunities
Farming Robot (FarmBot)		The robot comes with all the tools.	Completely unmanned .	✓		The users choose what they want to grow, and the farmer will do it for the users. The platform is more like a tool for hiring farmer rather than a game.
Remote farm (Ragri, Aoyi)	✓ Land in the suburb.	✓ The farmers have the tools	✓ Hired	The users' behaviors in the app do not correspond with what will happend in the real world.		This type of games provides both fun expirience and companion experience. When combining these with the social expirience of regular farming games, the new product can give the user an ultra joy.
Personated plants games		✓	✓	✓		
Farming games	✓			✓	✓	
(Mystery plant)		✓		✓	✓	The designer's project to educate the user or to grow a plant, in order to raise the awareness of envirmint.

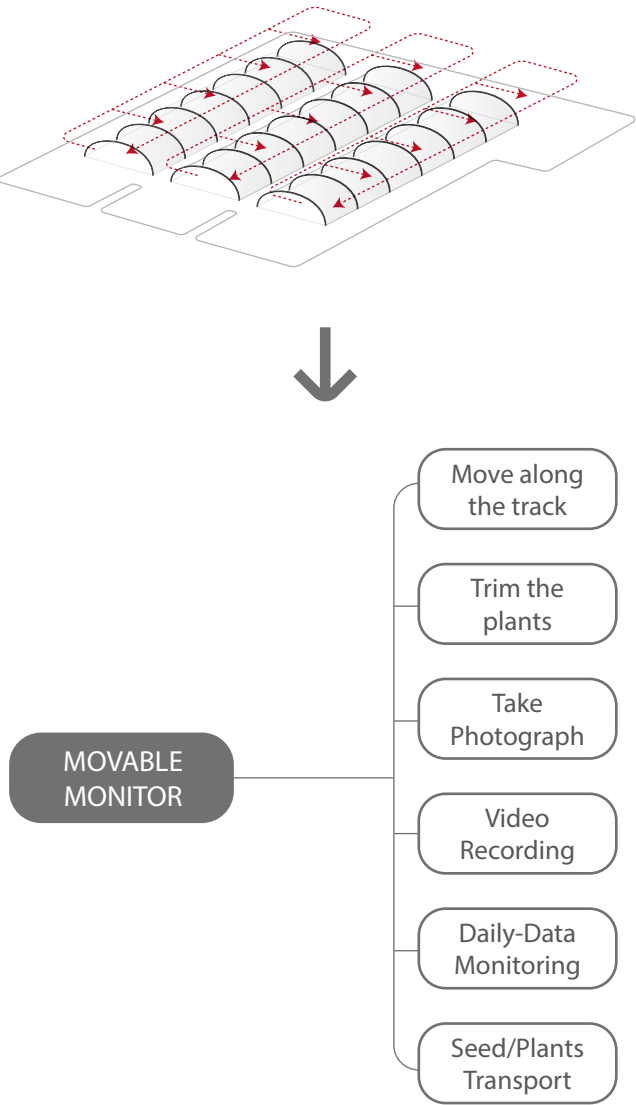
# FUNCTIONS

The functions in the game system is devided in 3 parts: Greenhouse, APP function and the movable monitor in the greenhouse, which, is the core part in the game experience, coordinating with phone all the time.



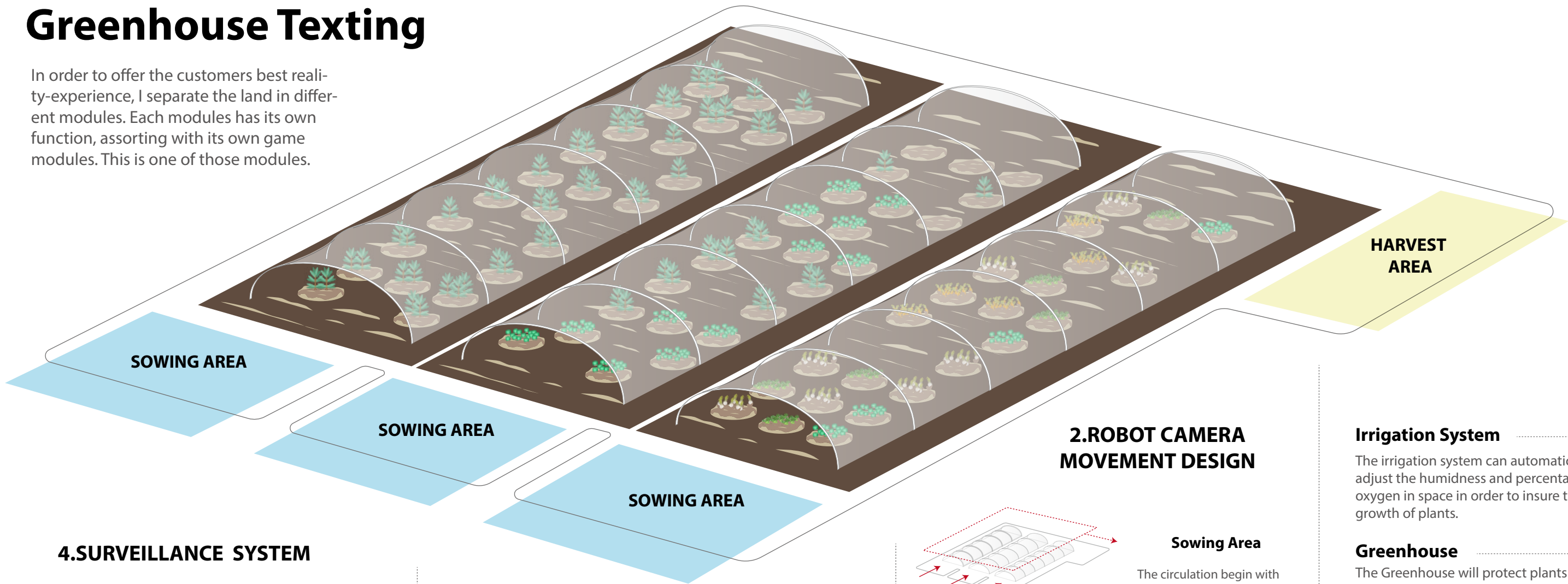
The movable monitor is handled by phone in every section of the game, playing a role of people's hand, excuting every order of players' stragegy.

Furthermore, it offers some potencial functions like take pictures, so that players can share with their friends to gain relaxation.

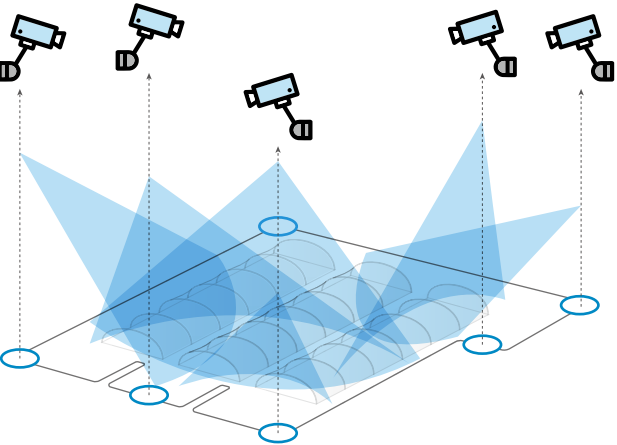


# Greenhouse Texting

In order to offer the customers best reality-experience, I separate the land in different modules. Each modules has its own function, assorting with its own game modules. This is one of those modules.



## 4.SURVEILLANCE SYSTEM



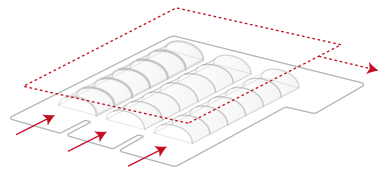
Game players can use surveillance system to see their own plants and opponents' plants at 360° at all time from different angles. The system also can take part in the game, offering lock/unlock options to the players.

## 3.GAME LEVELS DESIGN

In every levels of game, I offer different level plants to the players according to its cultivation difficulty. Also, the more experience the players've got, the more tools and soil types the player can use.

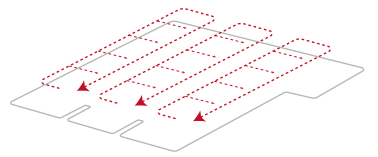
	<b>Level 1:</b>	Vegetable × 2	Toolbox × 1
	<b>Level 2:</b>	Vegetable × 5	Soil × 2
	<b>Level 3:</b>	Vegetable × 8	Soil × 6

## 2.ROBOT CAMERA MOVEMENT DESIGN



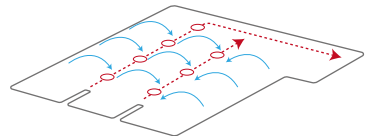
### Sowing Area

The circulation begin with seed's area. The robot picks up the seeds ready to plant in this area and begin the circulation



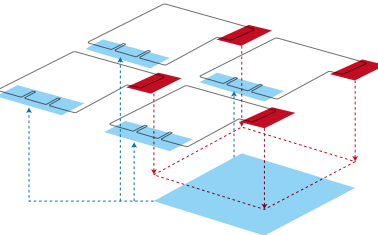
### Separate Monitoring

Each level of game has its own monitoring circulation in order to separate different level of players.



### Collecting&Deilvery

After collecting the outcome, vegetables will be delivered to player's home in the city.



### Seed Replenish

The intelligent floor will automatically restore the seeds and empty the harvest area to keep the circulation.

## 1.BASIC FACILITIES

There are 6 layers of the whole facilities, from the irrigation system to the basic intelligent system which can make the circulation work efficiently.

### Irrigation System

The irrigation system can automatically adjust the humidness and percentage of oxygen in space in order to insure the growth of plants.

### Greenhouse

The Greenhouse will protect plants from extreme weather and unpredicted conditions.

### Greenhouse Structure

Using structure as base, all of the camera and other facilities can be easily installed and used.

### Variable Soil

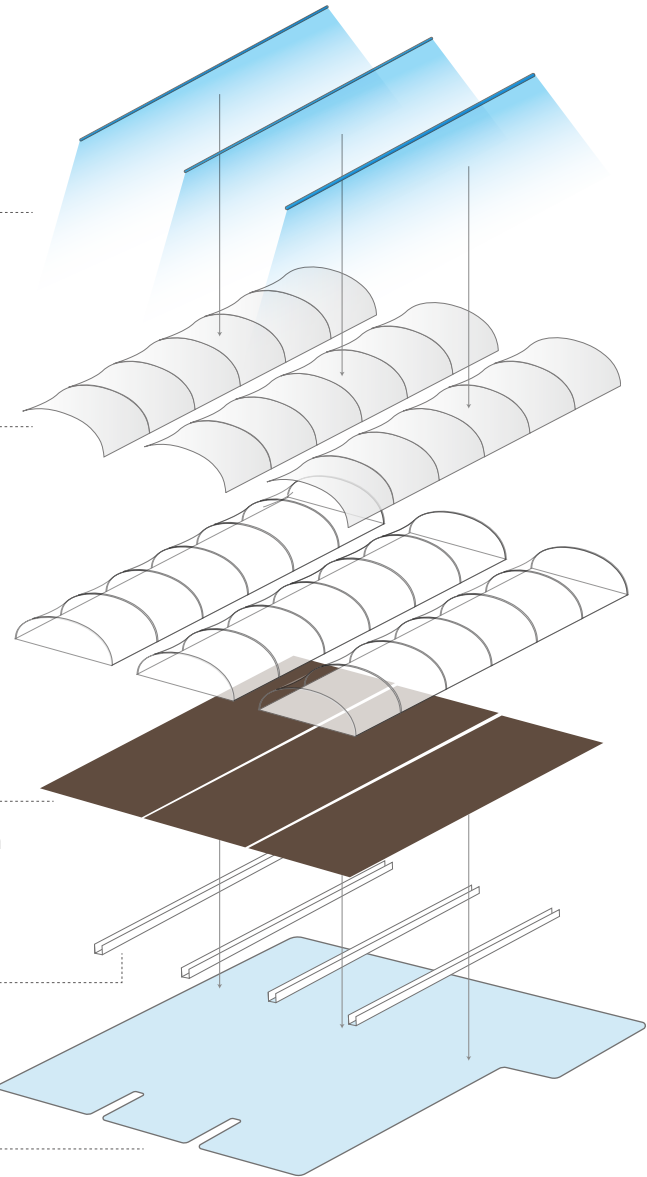
High level customer can choose their own plants and customized soil to rise the growing quality and speed.

### Movable Monitor

Customer can be informed and use rail-mounted monitors to watch the growing process.

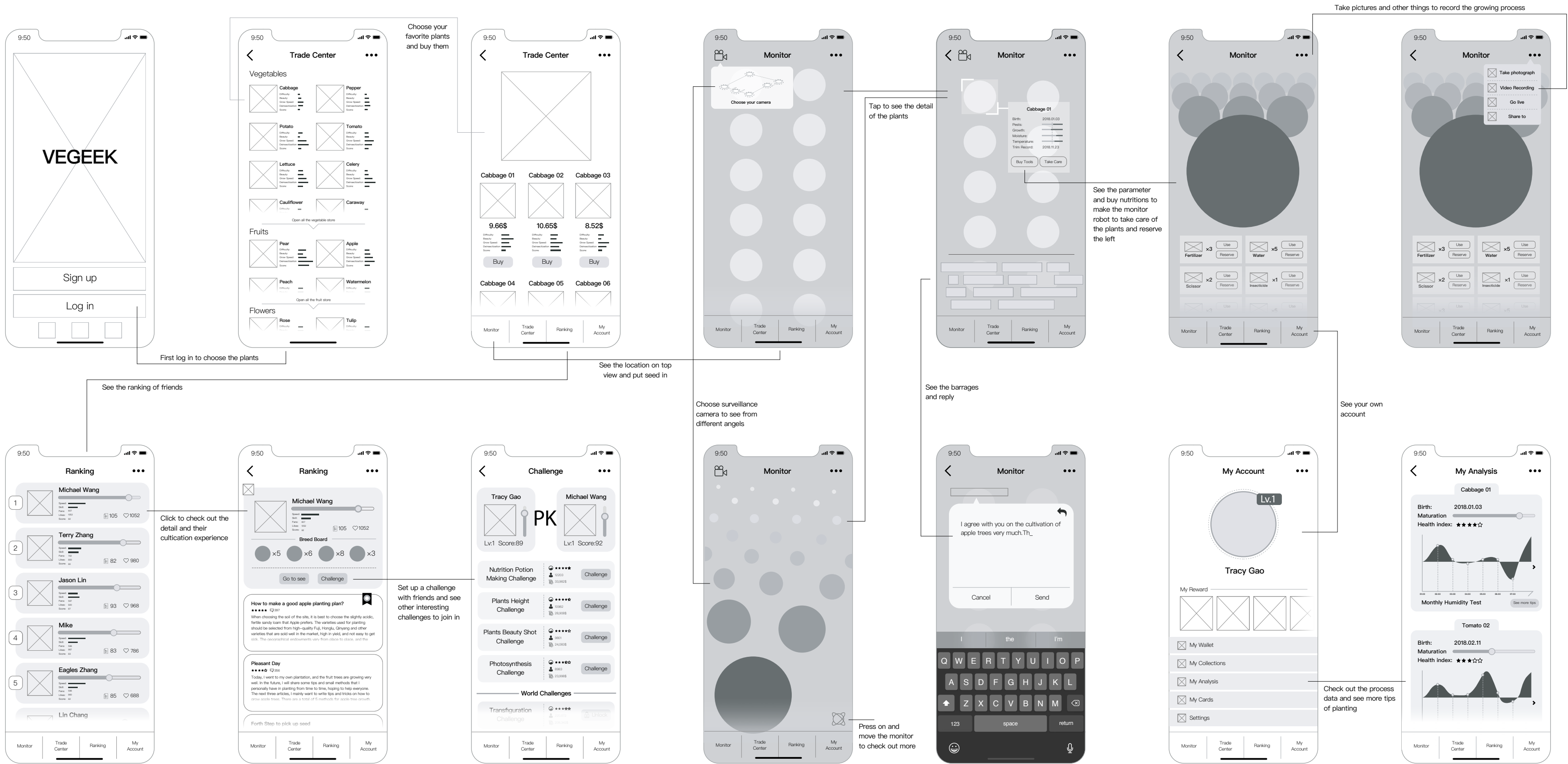
### Intelligent Floor

The intelligent floor contents various function to make sure the fluency and efficiency of the game.

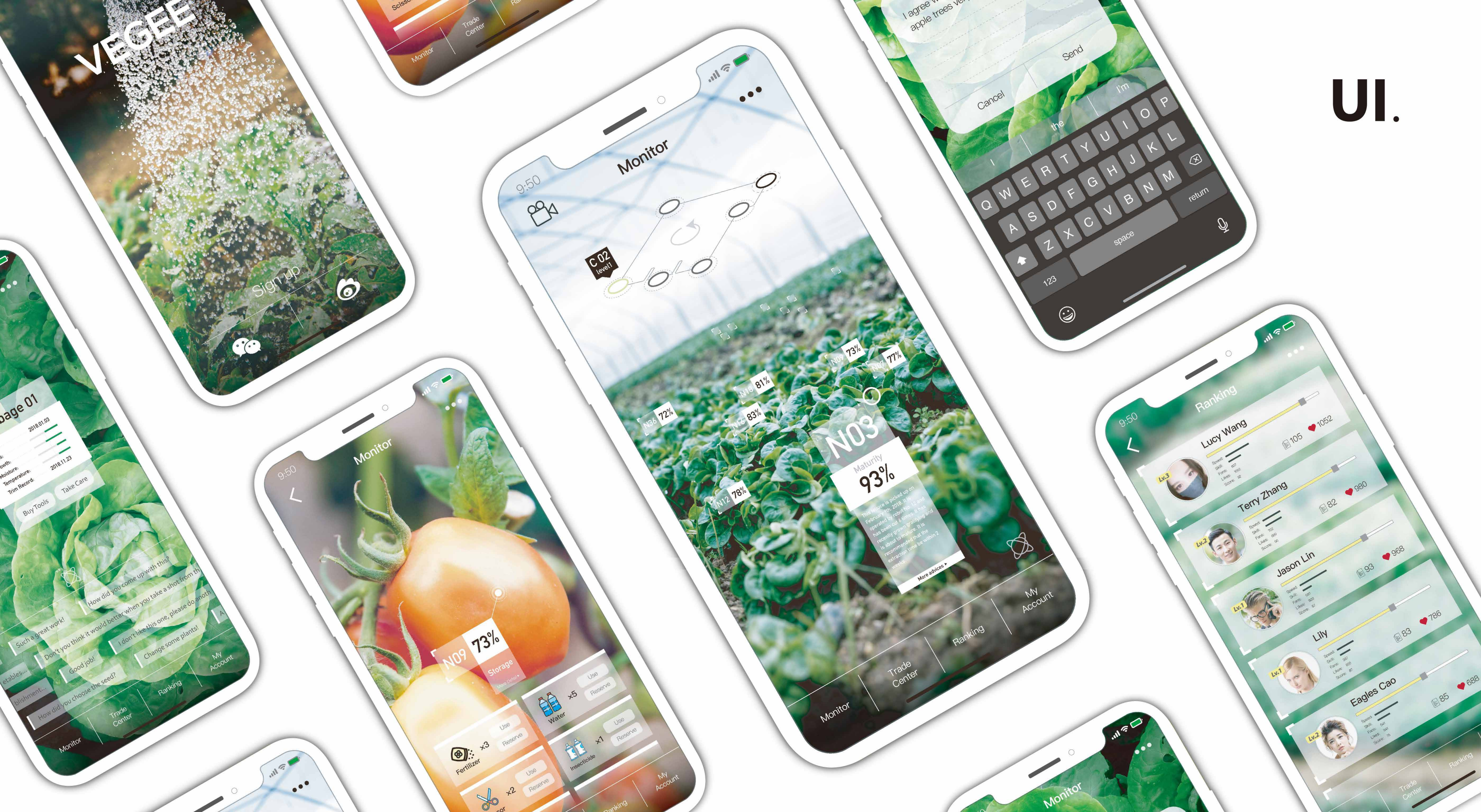




# APP Prototype







UI.