



SFUMATO

A NEW WAY TO RECORD

MEMORY IS LIKE WATERCOLOR,
IT OVERLAPS AND OVERLAPS
AGAIN AND AGAIN; YOU CAN
SEE ALL THE FEELINGS AND
MEMORIES

CONTENT

RE-SEARCH

CONCEPT DEVELOPMENT

FINAL & EXHIBITION

RE- SEARCH

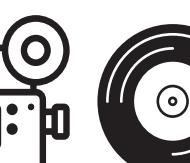
HISTORY OF
RECORINAG

SURVEY

INTERVIEW

PERSONA

HISTORY OF RECORINAG



-Ancient times:
Rope, Stone, Clay

-BC1700-?
Bamboo and paper

-Middle ages:
Parchment

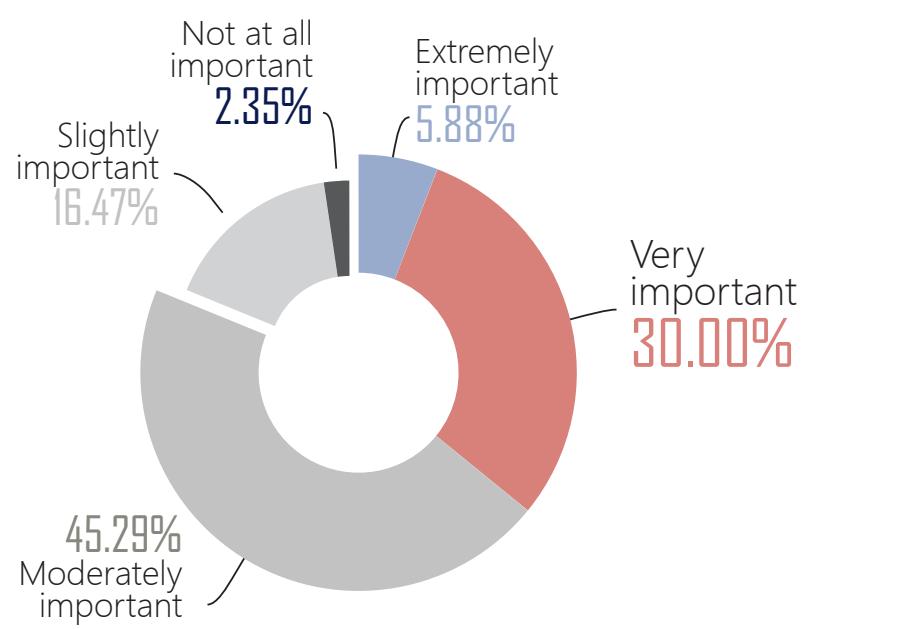
-Industrial 1.0
-Industrial 2.0
-Industrial 3.0
Camera and records

-Industrial 4.0
Technologu progress+smart devices

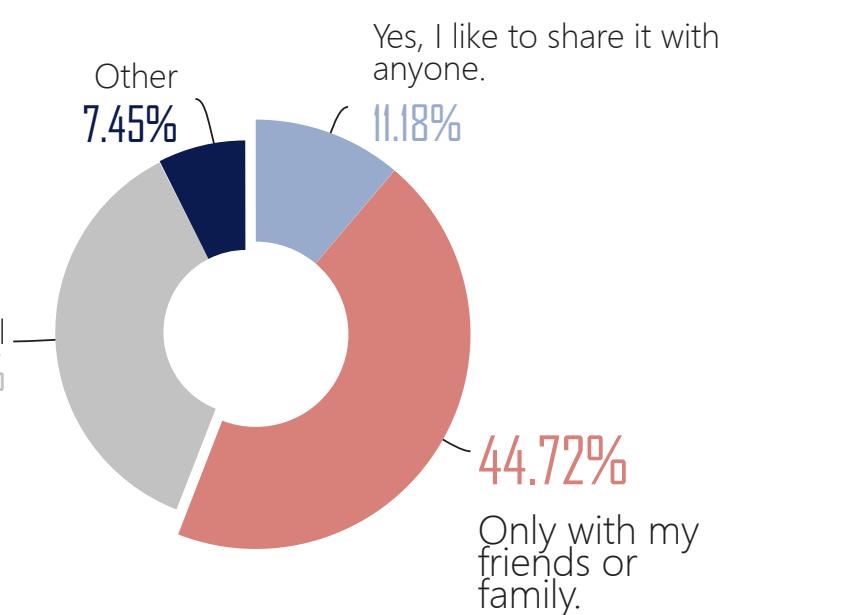


SURVEY

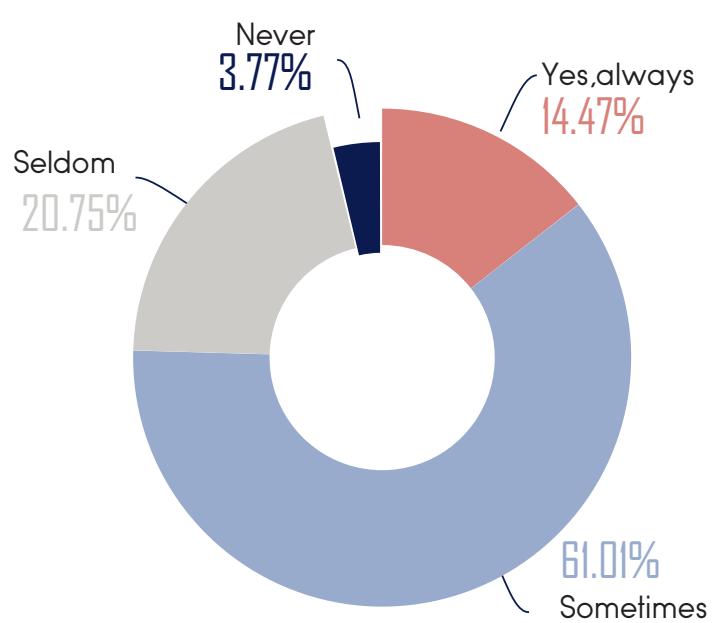
Q: How important recording memories is?



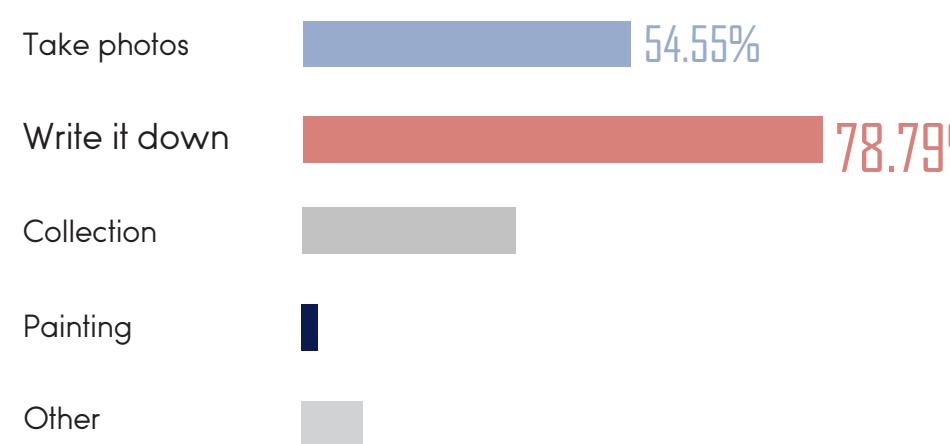
Q: Do you like to share your recording with others?



Q: Will you review your record?



Q: How do you record your memory?



Q16 Which way is your favorite?哪种方法你最喜欢?

Answered: 94 Skipped: 90

#	Responses	Date
1	手写文章	2/7/2016 6:01 AM
2	无	2/8/2016 8:20 AM
3	手写	2/9/2016 3:38 AM
4	电脑	2/10/2016 5:46 PM
5	手写	2/10/2016 5:46 PM
6	pictures	2/10/2016 5:46 PM
7	收藏	2/10/2016 5:46 PM
8	想画画	2/10/2016 5:46 PM
9	收藏	2/10/2016 5:46 PM
10	write in QR zone	2/10/2016 5:46 PM
11	onemore	2/10/2016 5:46 PM
12	writing	2/10/2016 5:46 PM
13	手写	2/10/2016 5:46 PM
14	RECORD	2/10/2016 5:46 PM
15	拍照	2/10/2016 5:46 PM
16	收藏	2/10/2016 5:46 PM
17	拍照	2/10/2016 5:46 PM
18	文字记录	2/10/2016 5:46 PM
19	拍照	2/10/2016 5:46 PM
20	手写	2/10/2016 5:46 PM
21	微博	2/10/2016 5:46 PM
22	手写	2/10/2016 5:46 PM
23	手写	2/10/2016 5:46 PM
24	手写	2/10/2016 5:46 PM
25	方便就行	2/10/2016 5:46 PM
26	手写	2/10/2016 5:46 PM
27	手写	2/10/2016 5:46 PM
28	手写	2/10/2016 5:46 PM
29	手写	2/10/2016 5:46 PM
30	write it down	2/10/2016 5:46 PM
31	手写	2/10/2016 5:46 PM
32	write it down	2/10/2016 5:46 PM
33	拍照和手写	2/10/2016 5:46 PM
34	收藏	2/10/2016 5:46 PM
35	手写和收藏	2/10/2016 5:46 PM
36	拍照	2/10/2016 5:46 PM
37	手写和读书	2/10/2016 5:46 PM
38	手写	2/10/2016 5:46 PM
39	记录	2/10/2016 5:46 PM
40	手写有重点	2/10/2016 5:46 PM
41	拍照	2/10/2016 5:46 PM
42	拍照和读书	2/10/2016 5:46 PM
43	拍照	2/10/2016 5:46 PM
44	手写	2/10/2016 5:46 PM
45	拍照	2/10/2016 5:46 PM
46	拍照	2/10/2016 5:46 PM
47	拍照	2/10/2016 5:46 PM
48	拍照	2/10/2016 5:46 PM
49	手写	2/10/2016 5:46 PM
50	拍照	2/10/2016 5:46 PM
51	拍照	2/10/2016 5:46 PM
52	拍照	2/10/2016 5:46 PM
53	拍照	2/10/2016 5:46 PM
54	拍照	2/10/2016 5:46 PM
55	拍照	2/10/2016 5:46 PM
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59	拍照	2/10/2016 5:46 PM
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66	拍照	2/10/2016 5:46 PM
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69	拍照	2/10/2016 5:46 PM
70	拍照	2/10/2016 5:46 PM
71	拍照	2/10/2016 5:46 PM
72	拍照	2/10/2016 5:46 PM
73	拍照	2/10/2016 5:46 PM
74	拍照	2/10/2016 5:46 PM
75	手机记录	2/10/2016 5:46 PM
76	手写	2/10/2016 5:46 PM
77	手写	2/10/2016 5:46 PM
78	手写	2/10/2016 5:46 PM
79	手写	2/10/2016 5:46 PM
80	手写	2/10/2016 5:46 PM
81	手写	2/10/2016 5:46 PM
82	手写	2/10/2016 5:46 PM
83	手写	2/10/2016 5:46 PM
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88	手写	2/10/2016 5:46 PM
89	手写	2/10/2016 5:46 PM
90	手写	2/10/2016 5:46 PM
91	手写	2/10/2016 5:46 PM
92	手写	2/10/2016 5:46 PM
93	手写	2/10/2016 5:46 PM
94	手写	2/10/2016 5:46 PM
95	其他	2/10/2016 5:46 PM
96	很重要	2/10/2016 5:46 PM
97	很多大意义	2/10/2016 5:46 PM
98	无	2/10/2016 5:46 PM
99	一个习惯	2/10/2016 5:46 PM
100	很少有特殊性	2/10/2016 5:46 PM
101	需要时可以查看	2/10/2016 5:46 PM
102	It is a record of my life.	2/10/2016 5:46 PM
103	怀念往事。	2/10/2016 5:46 PM
104	有记录	2/10/2016 5:46 PM
105	能准确知道自己的改变情况	2/10/2016 5:46 PM
106	怀念	2/10/2016 5:46 PM
107	工作需要	2/10/2016 5:46 PM
108	回忆	2/10/2016 5:46 PM
109	记忆力不好，需要记录重要事情	2/10/2016 5:46 PM
110	回忆	2/10/2016 5:46 PM
111	回忆	2/10/2016 5:46 PM
112	只是好玩	2/10/2016 5:46 PM
113	不会忘记	2/10/2016 5:46 PM
114	一段回忆	2/10/2016 5:46 PM

Q21 What does record mean to you?记录对于你来说意味着什么?

Answered: 155 Skipped: 29

35	纪念	2/2/2016 10:52 PM
36	记录我的日常和重要事务	2/2/2016 10:25 PM
37	留下短暂的思绪	2/2/2016 10:20 PM
38	硬盘	2/2/2016 10:13 PM
39	冷藏冷冻 封闭的环境	2/2/2016 10:00 PM
40	nothing	2/2/2016 9:48 PM
41	连接情绪。	2/2/2016 9:39 PM
42	发生 考训 回忆	2/2/2016 9:31 PM
43	还可以	2/2/2016 9:17 PM
44	记录重要的事情	2/2/2016 9:13 PM
45	提高，铭记，清晰，明确	2/2/2016 9:09 PM
46	帮助记忆	2/2/2016 9:08 PM
47	成长的过程	2/2/2016 9:07 PM
48	记忆	2/2/2016 9:06 PM
49	留下生活的痕迹	2/2/2016 9:05 PM
50	memory	2/2/2016 9:04 PM
51	记录成长。	2/2/2016 9:03 PM
52	something looks important but necessary in my life	2/2/2016 9:02 PM
53	是习惯也是乐趣，有些记录还能数据分析师单预测调整战略	2/2/2016 9:01 PM
54	It is just memory and reference	2/2/2016 8:59 PM
55	让我回忆过去，提醒自己过去发生了什么	2/2/2016 8:58 PM
56	as a memory	2/2/2016 8:57 PM
57	有序的生活	2/2/2016 8:56 PM
58	记忆	2/2/2016 8:55 PM
59	回忆着不要忘记	2/2/2016 8:54 PM
60	备案	2/2/2016 8:53 PM
61	回忆，总结。	2/2/2016 8:52 PM
62	Nothing	2/2/2016 8:51 PM
63	更好的记住重要的事和心情	2/2/2016 8:50 PM
64	it reveals every step of my life	2/2/2016 8:49 PM
65	无意义	2/2/2016 8:48 PM
66	自然法则	2/2/2016 8:47 PM
67	it means mastery	2/2/2016 8:46 PM
68	生活的必需，生命的一部分。	2/2/2016 8:45 PM
69	help me to learn from the experience	2/2/2016 8:44 PM
70	N/A. I do not keep a record	2/2/2016 8:43 PM
71	它可以帮我们记录过去的有意义的时光	2/2/2016 8:42 PM
72	生活	2/2/2016 8:41 PM
73	回忆	2/2/2016 8:40 PM
74	手机记录	2/2/2016 8:40 PM
75	Facebook	2/2/2016 8:40 PM
76	手机记录	2/2/2016 8:39 PM
77	Record in PC	2/2/2016 8:38 PM
78	一切	2/2/2016 8:37 PM
79	回忆	2/2/2016 8:36 PM
80	回忆所见	2/2/2016 8:35 PM
81	一切	2/2/2016 8:34 PM
82	回忆	2/2/2016 8:33 PM
83	记录	2/2/2016 8:32 PM
84	回忆	2/2/2016 8:31 PM
85	人生历程	2/2/2016 8:30 PM
86	回忆	2/2/2016 8:29 PM
87	回忆	2/2/2016 8:28 PM
88	脑筋要够	2/2/2016 8:27 PM
89	nothing	2/2/2016 8:26 PM
90	记录	2/2/2016 8:25 PM
91	生活的镜子	2/2/2016 8:24 PM
92	之前的记录，避免忘记	2/2/2016 8:23 PM
93	回忆	2/2/2016 8:22 PM
94	回忆	2/2/2016 8:21 PM
95	其他	2/2/2016 8:20 PM
96	很重要	2/2/2016 8:19 PM
97	记录生活回忆。	2/2/2016 8:18 PM
98	很多大意义	2/2/2016 8:17 PM
99	无	2/2/2016 8:16 PM
100	一个习惯	2/2/2016 8:15 PM
101	很少有特殊性	2/2/2016 8:14 PM
102	需要时可以查看	2/2/2016 8:13 PM
103	It is a record of my life.	2/2/2016 8:12 PM
104	怀念往事。	2/2/2016 8:11 PM
105	有记录	2/2/2016 8:10 PM
106	能准确知道自己的改变情况	2/2/2016 8:09 PM
107	怀念	2/2/2016 8:08 PM

INTERVIEW



Q: How do you record your life? What is your favorite method?

A: Write things down. I have a notebook to record daily plans. Sometimes I will write my feelings down, too.

Q: Is recording things important in your life?

A: Yes. The feeling of writing can make me calm down and relax.

Q: Is recording meaningful nowadays?

A: For myself, recording is to release my emotion and stress.

Q: What is the most important thing for you?

A: My life. Myself.

Q: How do you record your life? What is your favorite method?

A: Write it down, take photos and draw pictures. I had this habit since high school.

Q: Is recording things important in your life?

A: Extremely important! I always write my stories down.

Q: Do you record emotion more than other things?

A: Yes. I usually do both writing and painting. Recording for me is to release my feelings.

Q: Is recording meaningful nowadays?

A: Yes, recording is for keeping beautiful moments.

Q: What is the most important thing for you?

A: Being myself.



I INTERVIEWED SIX PEOPLE. ALMOST EVERYONE RECORDS THINGS EVERYDAY. TWO OF THEM ONLY WRITE NOTES AND TAKE PHOTOS. A LOT OF PEOPLE TRY TO USE RECORDING TO EXPRESS THEIR FEELINGS, SUCH AS DIARIES AND POST CARDS.



● PERSONA

ACCORDING TO MY RESEARCH, THERE ARE THREE GROUPS OF PEOPLE WHICH HAVE DIFFERENT HABITS.



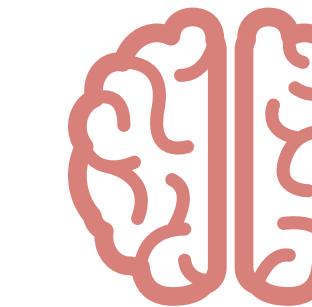
.....



Some people care a lot about their feelings. They collect a lot of small things from everywhere. Some of them write in diaries. They have tons of souvenirs from wherever they go.



.....



Many people are in this group. They record sometimes with smart phones and social networks. They like to share their recordings because it is not too personal.



.....

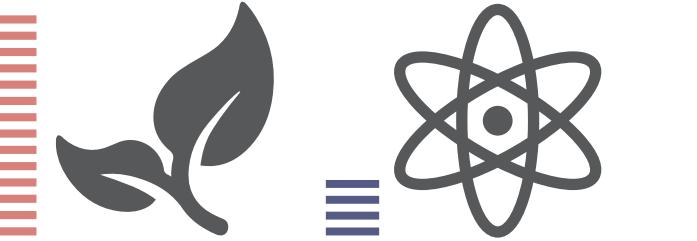


They don't really care about sensitive emotions. They record rarely. They like simple feelings. They don't think too much so their life is easy.

PERSONALITY



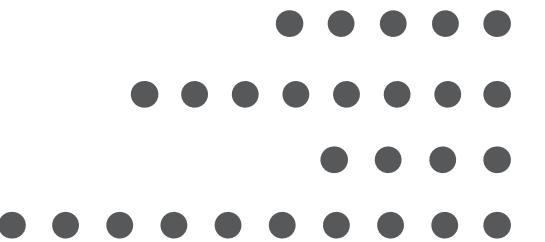
NATURE VS. SCIENCE



OUTDOOR VS. INDOOR



HABITS



- TAKE PHOTOS
- WRITING DIARIES
- DRAWING
- COLLECTION

NETWORK



AMY

23

YEARS
OLD

TRAVELS A
LOT

LOVES ANIMALS
AND TAKES
PHOTOS OF THEM



CONCEPT DEVELOPMENT

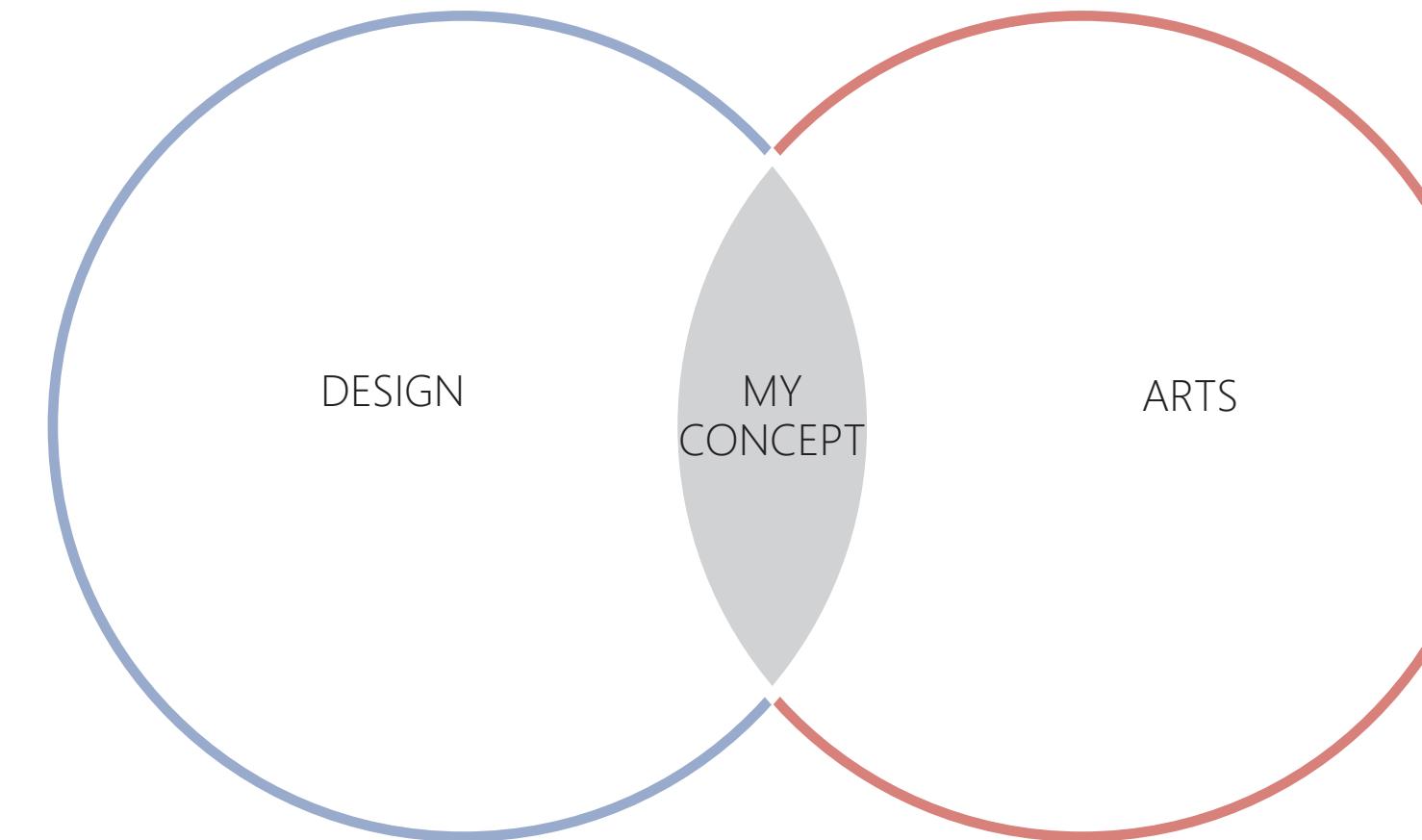
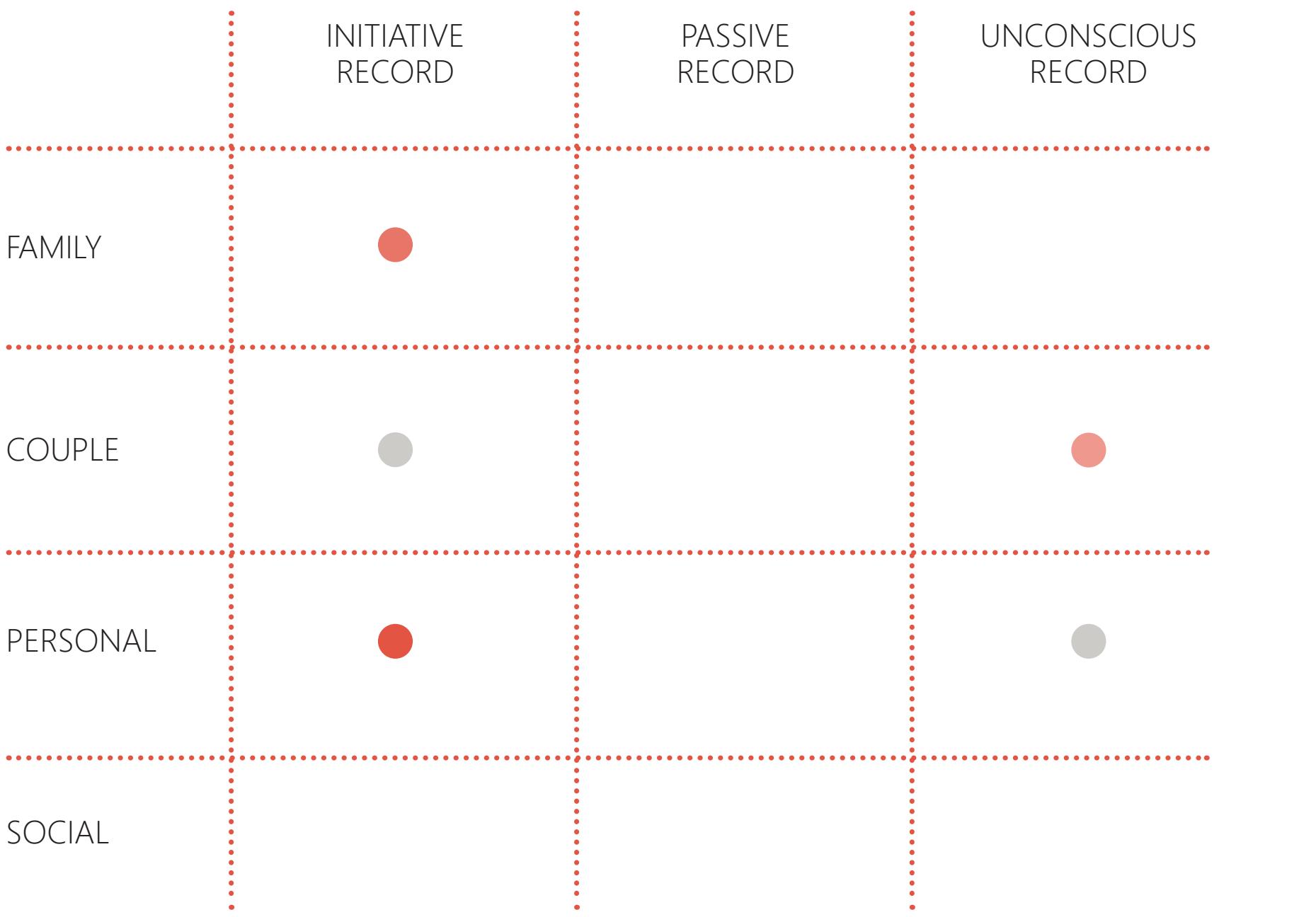
DIRECTIONS

FINAL VERSION

TECHNOLOGY SUPPORT

COLOR PSYCHOLOGY

DIRECTIONS



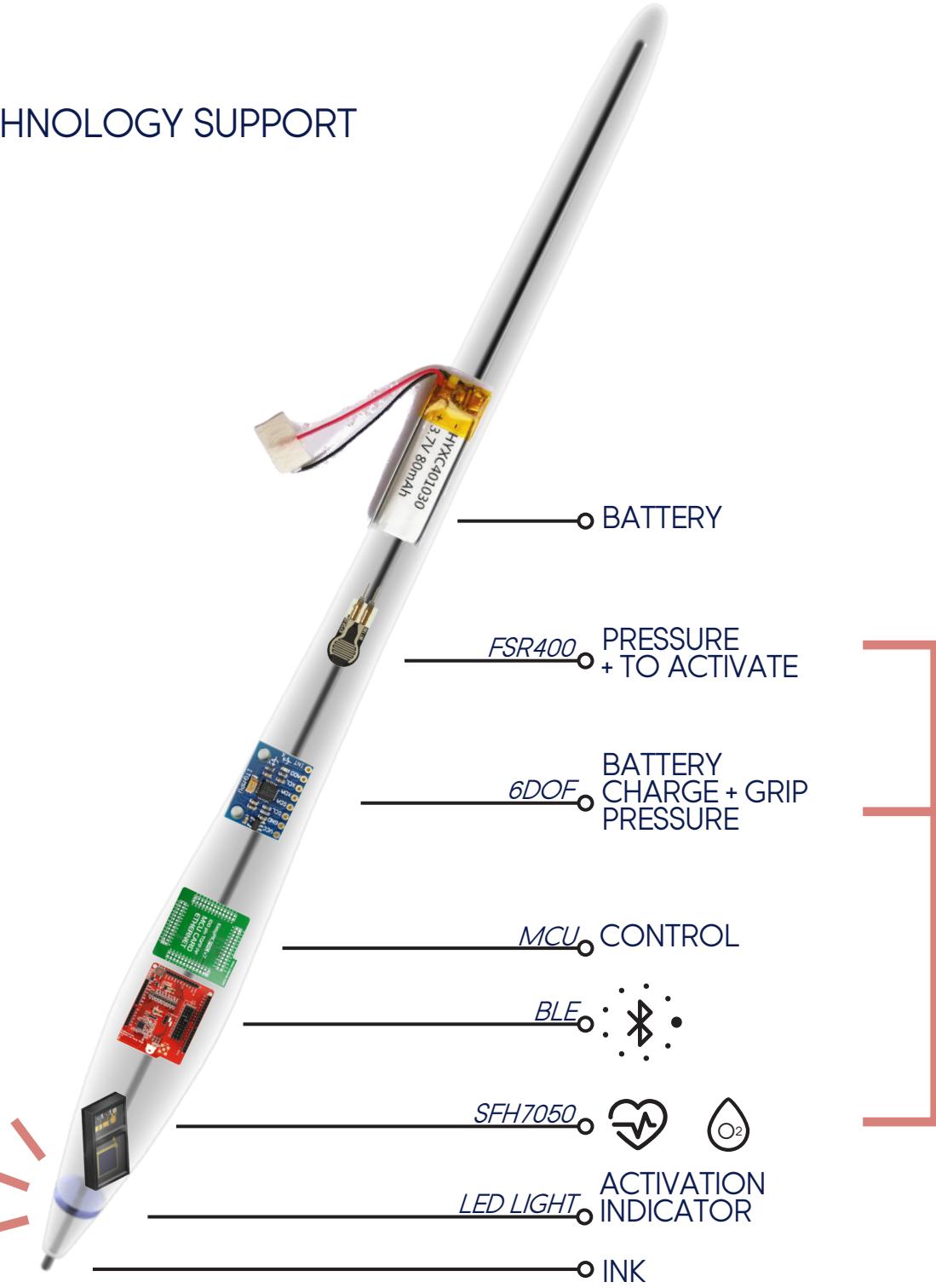
FINAL VERSION



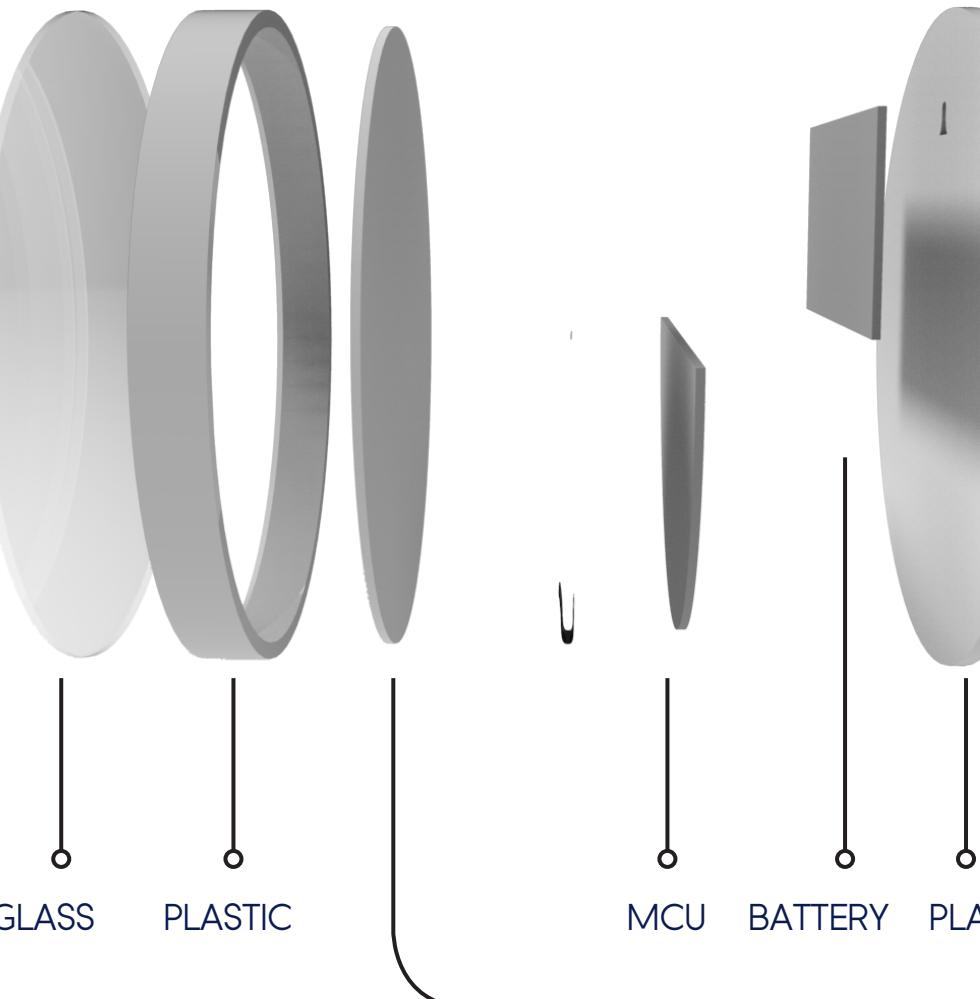
SFUMATO IS A DEVICE TO RECORD YOUR FEELINGS. THOUGH THE PEN, IT CAN DISTINGUISH EMOTIONS AND TRANSFER THE SIGNALS TO THE SCREEN. THE FEELINGS WILL SHOW AS A UNIQUE WATERCOLOR PAINTING.



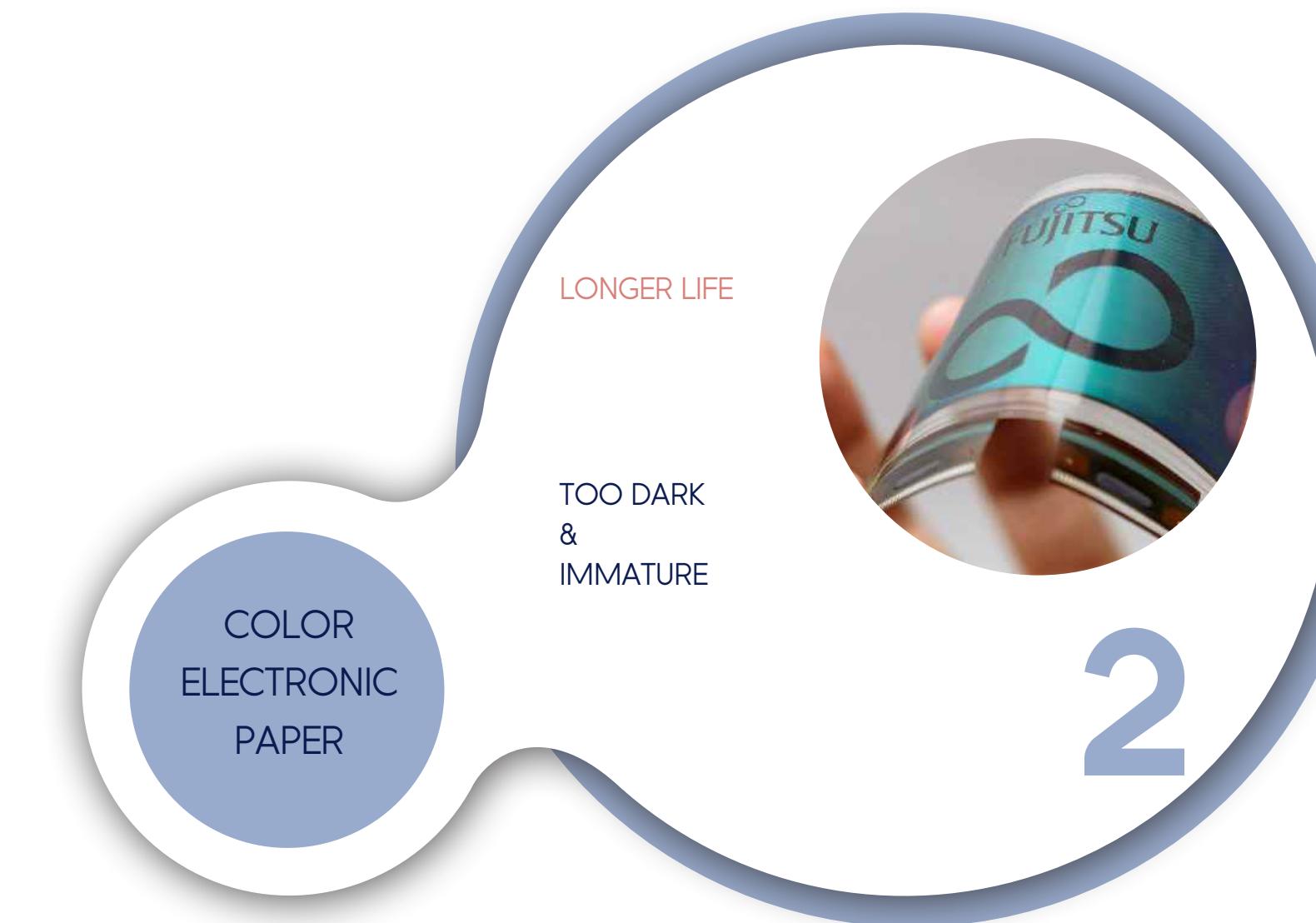
● TECHNOLOGY SUPPORT



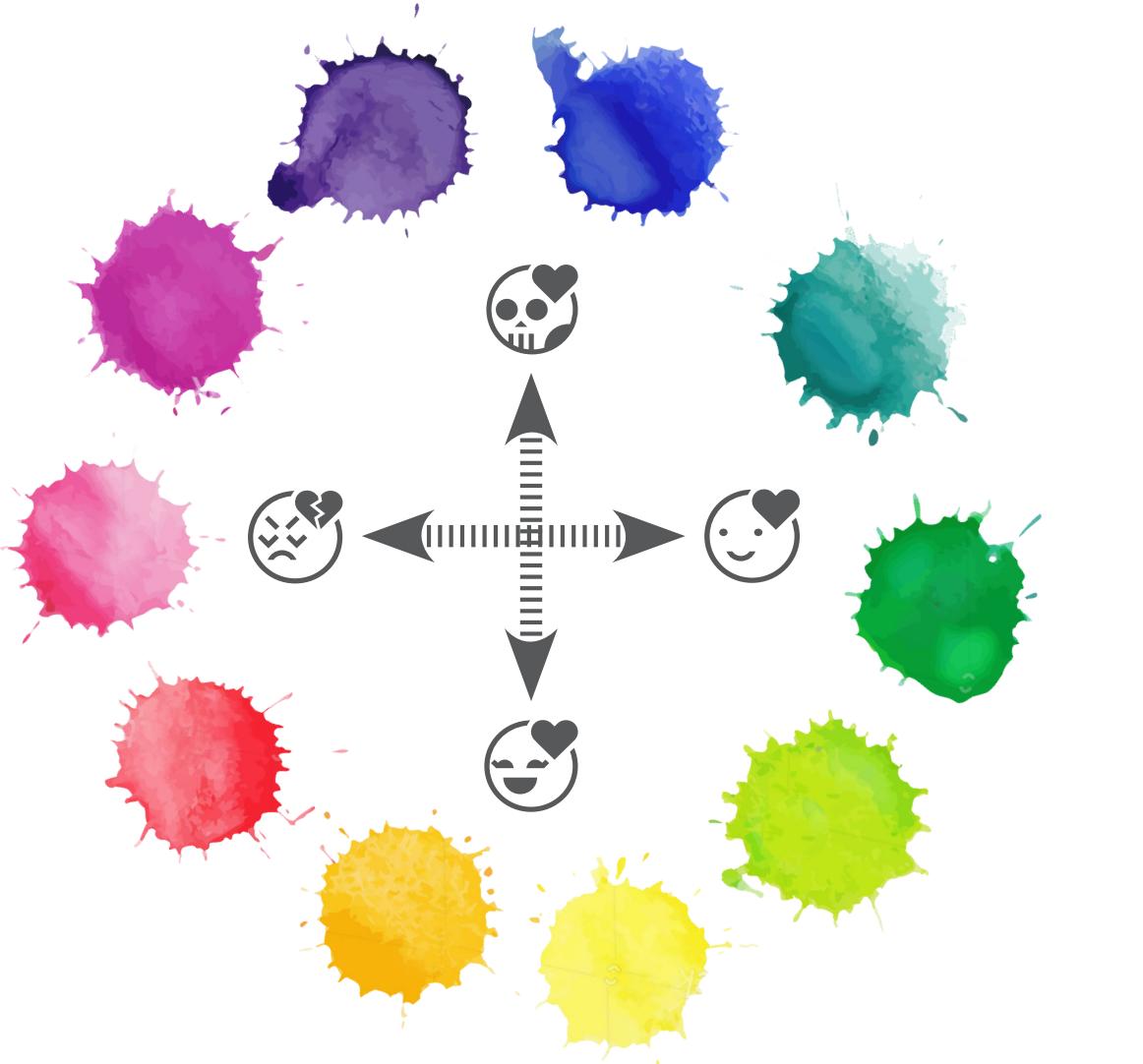
DISTINGUISHES
EMOTIONS
AND FEELINGS



THERE ARE
TWO OPTIONS
FOR SCREEN.



COLOR PSYCHOLOGY



DIFFERENT COLORS REPRESENT
DIFFERENT FEELINGS. THEY
OVERLAP JUST LIKE OUR
MEMORY. PEOPLE CAN SEE
THEIR OWN UNIQUE SFUMATO.



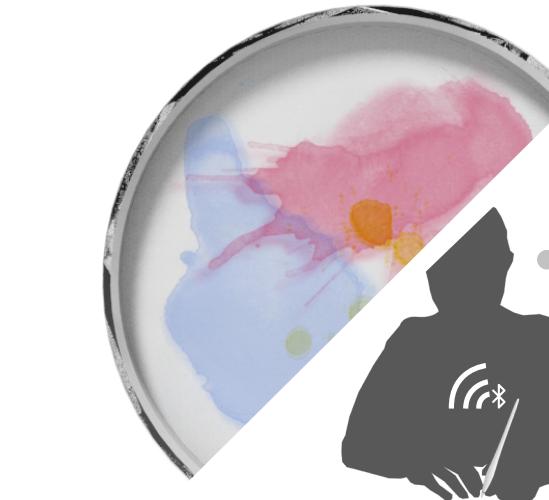
PEN DETECTS SADNESS: BLUE WATERCOLOR
INTRODUCED.



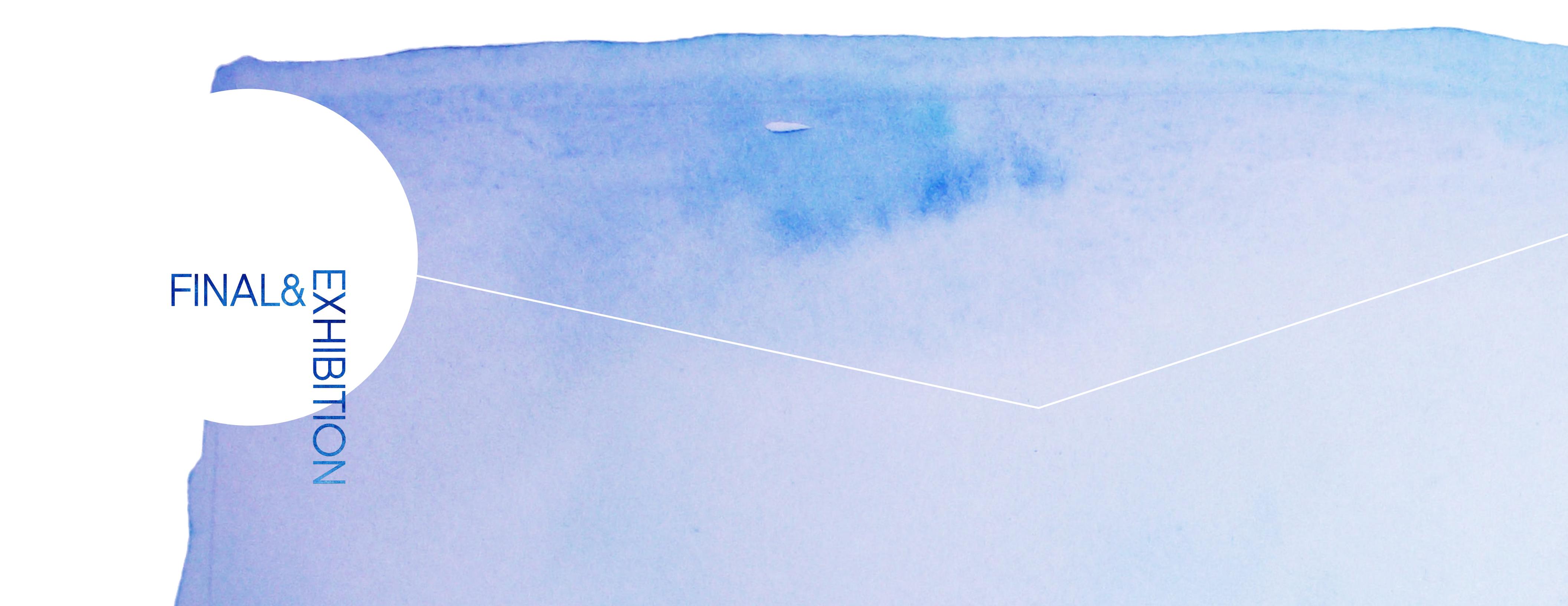
DETECTS
ANGER
→ RED WATERCOLOR
INTRODUCED.



DETECTS
HAPPINESS
→ YELLOW WATERCOLOR
INTRODUCED.



NO ACTIVITY FOR 3 HOURS



FINAL & EXHIBITION



THANK YOU!