

# I-DRAW

# **ONLINE CHINESE DIVINSTION**

Chinese divination has gradually become a new trend among Chinese young people, and online divination has also become a new business opportunity.

Based on the demand of young people for divination products, an online divination app that can relieve stress and be interesting and fun is designed

Gen Z / Divination / Chinese tradtional culture / Psychological counseling

# DESK RESEARCH

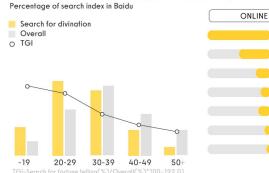
# **Back ground**

#### 1/4 Chinese believes in divination



1/4 Chinese believes in divination to some degree **40%** of the respondents mentioned that they had had fortune-telling behavior.

There are more people who have had fortune-tellina than those who believe in divination



young people pay more attention to divination. And there is a trend that the younger the group, the more interested

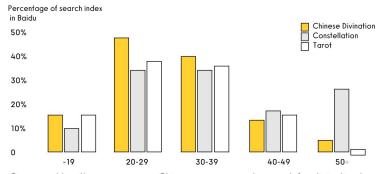
#### More popular among young people



About half of the people are willing to pay for fortune telling, as many as thousands is also very common.

Especially offline fortune telling, the proportion of people who never spend is only 24.2%.

#### Young are more interested in Chinese divination



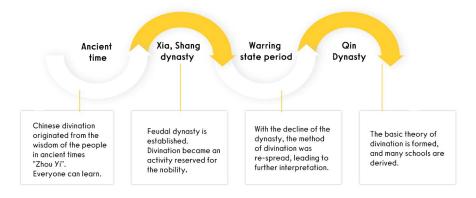
Compared to other age groups, Chinese young people search for divination terms more frequently than Western occult such as horoscope tarot.

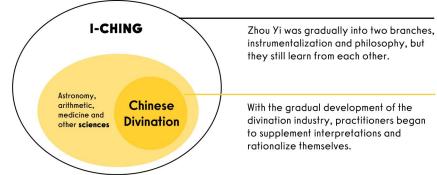
# **Development of Chinese divination**



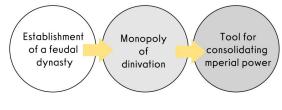
#### **I-Ching and Chinese divination**

**I-Ching** is one of the oldest literary works in China. It is a product of ancient civilization and a philosophical work that integrates natural science and social science in China for more than two thousand years.





#### Historical drawbacks



Ancient rulers gained political power by mastering the means of communicating with God.



Many diviner were both mathematicians and philosophers



Deception by manipulating the public

The attitude of the population towards divinatin is faith, and it is easy to get ignorance rather than philosophy from it

# What is Chinese divination?



**Experience** summed up by the ancient people

In ancient times, productivity was low and natural disasters occurred frequently. Ancient people hoped that by summarizing a set of rules and formulas, they believed that by calculating them in sequence, they could predict the future and seek good fortune and avoid misfortune.

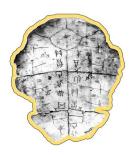


psychological

problems

As a folk activity, divination's formation and development itself revolves around the purpose of facilitating the public and solving public problems. In an era of backward productivity and no professional psychological institutions. It as a way that is more accessible to the public, can soothe emotions and gain peace of mind to a certain extent.

### The form of divination

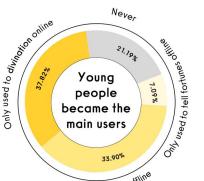


#### There are many ways of divination

#### The oldest method is using turtle shells and vanilla to ask god for good luck.

With the development of divination, gradually appeared by looking at people's faces, according to the changes of the stars, according to the time of birth, according to the drawing of lots, etc

Fortune-telling is mainly used to judge the direction of a specific thing, or the overall fortune



#### The rise of online Divination

of young Chinese have tried divination

90% of them have had access to

# The reason why Gen Z loves divination

## 1. Seek psychological comfort

As Spinoza said in the Tractatus Theologico-Politicus,

"People are often caught up in difficulties where the laws are completely ineffective."

Young people have a stressful life and often need psychological comfort



#### Face many choices

Young people hope to get some advice through fortune-telling, hoping that someone can help them make their own choices



#### 2) Give confidence and hope In the face of difficult situations, results can often give

young people hope, such as fortune tellers saying that your financial luck will be better in three months

#### 3) Pour out troubles

Young people sometimes don't know who to talk to about stress and anxiety, but they can speak freely with fortune tellers.



#### 4) Reduce psychological burden When young people experience setbacks in life, it can

reduce the stress of failure by chalking the cause to

#### 2.Reliable and useful

# 1) Psychological effect

#### Barnum effect:

characteristics

#### The Barnum effect is when people describe a person with vague and broad adjectives, people tend to easily accept these descriptions and think that the description accurately reveals their

The results of fortune-telling often seem accurate but are in fact general, so when people are faced with a vaque description, they often feel very reliabl.

#### 2) Chinese culture

Chinese fortune-telling originated in the ancient Chinese text "I-Ching", and many Chinese fortune-telling theories are in line with traditional Chinese culture, so they cater to the Chinese ideas bred by this culture.

#### 3. Curious

#### 1) Mysterious

Fortune-telling as a mysticism, its mystery naturally attracts interest

#### 2) Curiosity about the unknown

People often want to predict the future, are anxious or have expectations for the unknown, and hope to avoid disadvantages by predicting the future.

# 4.Influenced by family

Divination is extremely popular in China and has become part of the daily life of many families. Whether it is going to the temple to pray for incense or offering sacrifices during the New Year, Chinese's daily life has a strong mystic color.

In this survey,

elders.

their elders.

#### Attitude towards divination

Young people generally believe that feudal superstition is wrong, but it does not affect they divination.



No science

t doesn't hurt to take a

test for fun,

and sometimes it car

relieve stress

#### A certain principle Try it out and see if

people lucky

Most people still don't fully trust divination.

#### feudal superstition there's a way to make

Young people's attitude towards fortune-telling

The vast majority of people are far from believing in the metaphysics of fate to the

level of "faith", 39.4% of people tell fortunes to try the method of transfer, and more

for utilitarian purposes. For example, when you want to get rich, go for financial luck.



and should be



#### Be sure to listen to the language and be

careful

Participated in divination and admonished his elders

64.01%

and admonished his elders

Although discouraged superstitious, young do divinaiton.

# 34.00% Spent money on divination

their family from being people would also go to

64.01% people and those

divingiton and advised their

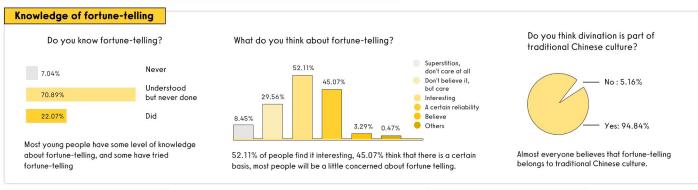
34% of them spent money on

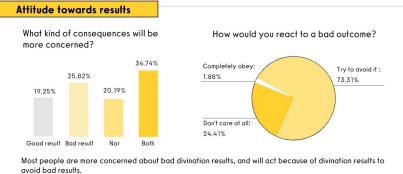
divingiton while admonishing

who participated in

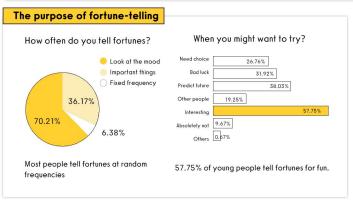
# **USER RESEARCH**

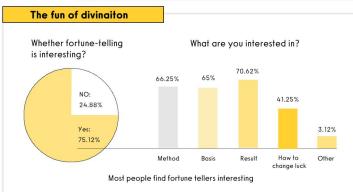
### **Questionnaire**

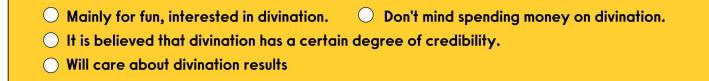












#### Interview



#### Interview A: 22 years old, student

Have fortune-telling been carried out?

After the high school exam, in order to apply for the exam, the family took it with me, and found two people to calculate it twice.

Is the family very convinced?

The family is very faithful, and there is an elder who believes very much, even the whole

Attitude towards fortune-telling?

Do you use fortune-telling as a way when you encounter problems?

Fortune-telling will be added to the consideration of the choice method, with the help of which it is referenced, and if Iwant to spend money, I don't mind spending money.

Do you think fortune-telling has a scientific basis?

I think there is a reference, such as the I China, which is considered traditional Chinese

Think you're superstitious?

Half and half, when the calculation is accurate. I think it is not superstition.



#### Interview C:

Have you tried fortune telling?

I will watch interactive fortune-telling videos on video sites such as bilibili. There is a relative in the family who is engaged in this, and every year at the New Year, we will go to his house with gifts to pay New Year's greetings, and then let him divination.

Do you think you believe in fortune-telling?

Think fortune-telling is a little more reliable?

I think it is traditional Chinese culture, and there is a certain basis

Will you yourself go out to someone to tell fortunes?

Do you think fortune-telling is of any use?

Think fortune-telling is interesting?

It's quite interesting, I still want to learn it, but I feel that this needs to be taught by

someone professional



Have fortune-telling been carried out?

Have fortune-telling been carried out?

Attitude towards fortune-tellina?

Want to know what?

Feel like a materialist?

It should be, it appeared in China very early

Will it be affected by the results of fortune-telling?

What might be the reason for fortune telling?

Love luck, feel that I can't work this

results, but they have little effect on my own behavior

Do you think fortune-telling is traditional Chinese culture?

haven't counted it myself, but the family has relatives who know them very accurately. Will fortune-telling be more believed?

Interview B:

21 years old, studen

I think it's interesting, it's amazing, and I have the opportunity to dive deeper

I may change the aspects that I am interested in or concerned about depending on the

The process of calculation, how it is calculated, how the trigram is seen

Interview D:

26 years old, clerk

Not exactly. I feel that some things cannot be explained scientifically

Chinese culture is a little more broad and profound, because I am a Chinese, which is more in line with the physique of Chinese.

What kind of result cares more?

I think it's bad, I'll do it according to the solution told by the fortune teller, and if it can't be avoided, I'll be mentally prepared in advance

Think fortune-telling is interesting?

Look at what it is, if it is similar to your own life, it is more serious, but it is more interesting to calculate what kind of love luck and so on.

Do you think fortune-telling is useful?

I am a very unassertive person, and I think that some of the advice given to me by fortune tellers will be more helpful to me, but I will not believe it blindly.

Will go to fortune-telling for something?

Maybe every year look for a master to see if there is anything to pay attention to this year, and then it is possible to find a master to see feng shui when moving to a new



- Can help make decisions, Play a psychological help.
- Want to give it a try.
- Interested in results and processes.



#### Types of divination Online and Offline

ONLINE



Consult a master fortune teller



View the charge report

**OFFLINE** 



Buy items that eliminate bad luck (Such as jewelry, charms, etc)



Ask the master to solve the confusion



15.1

Learn knowledge



Buy items that eliminate bad luck (Such as jewelry, charms, etc)



Ask the master to help yourself eliminate bad luck



Learn knowledge



Sign up for a long-term membership

#### **Divingtion Online**

#### Website free fortune telling

Enter the time of your birth and the website will generate a simple report about a person's life fortunes. Spend money to unlock more detailed reports.

¥ 19~39/time

#### PROS&CONS:

Easy and cheap, No labor costs

The results are sketchy and lack of experience

Website free fortune telling

Add the contact information of the master on social platforms and tell fortunes online with the master.

#### PRICE:

¥69~299/time

#### PROS&CONS:

Can communicate with the master Easy to be deceived

Diviners have mixed levels and are easily deceived.

The result is given directly, which is too simple and uninteresting.

Lack of communication.

# DESIGN CONCRPT

# Description

# Online Divination App

- An interesting divination app that allows people to participate and see the process of divination and learn more about divination.
- Popularize divination knowledge.
- Invite professional masters to help people answer questions.
- Give young people the space to pour out their emotions at will and relieve psychological pressure.

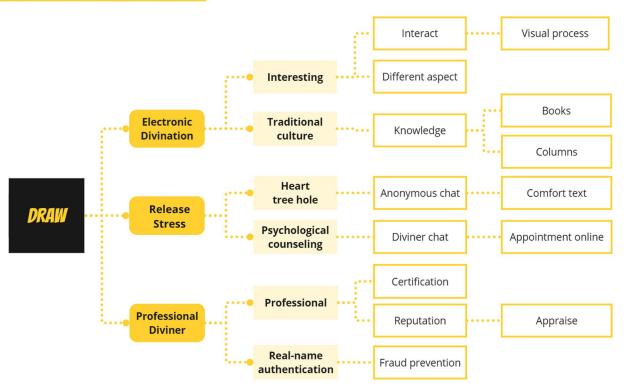


# Value & Vision

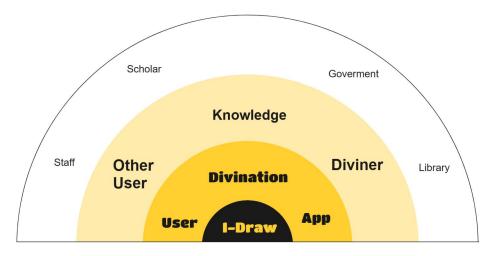
- Fun online fortune telling through interaction
- A tree hole for stress relief
- Professional masters come to answer questions, safe and secure

Hoped to provide a platform for young people to learn about divination safely and interestingly, and relieve psychological pressure.

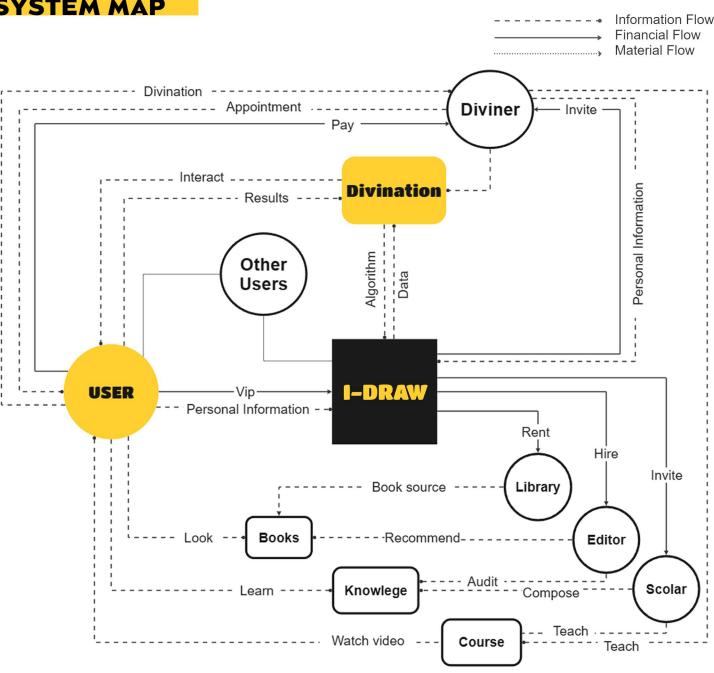
# OFFERING MAP



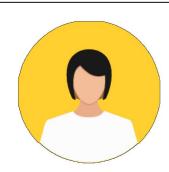
# STAKEHOLDER MAP



# SYSTEM MAP



#### PERSONA



# Zhang Yi

Female, 27 years old, Office worker Hangzhou, China

"When will I suddenly become rich?"

### BIO FILE

She has been working for an Internet company in Hangzhou for five years, earning about 10,000 yuan a month. She is very busy with work every day, commuting an hour on the road and working late hours

Most of the people I know in this city are colleagues, and relatives and friends are not around.

During breaks, she would watch TV series at home and brush her phone.
She feels that she is not superstitious, but she usually finds someone to play the tarot cards to count the fortune, and also visit the diviner every year.
During her holidays, she would go to the temple to put incense on her.

Free Tir



e (



tress

#### Frustration

Life is stressful and anxious
Busy work with less free time
Working alone outside the home, with nothing to rely on

# Needs

Relieves stress Eliminate unease Need to fill the boring life with some fun

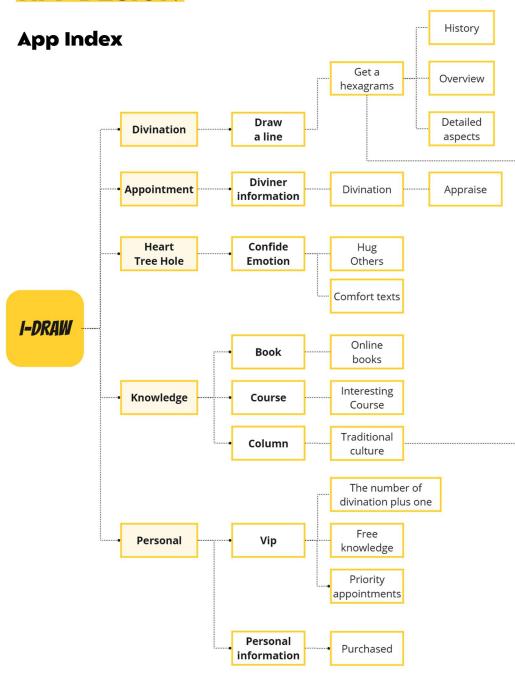
# Wants

Tilt the emotions out
Warmth and encouragement
There is a place to confide

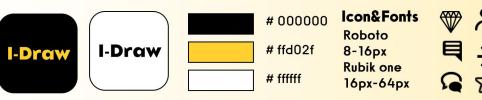
# USER JOURNEY MAP

	Service awareness		Divination					Appointment diviner			Heart tree hole			Popular science		
ACTIONS	Know I-Draw	Download and registration	Start divination	Follow the guidelines	Watch the access	Check the result	Select aspect	Appointment diviner online	Diviner chat	Appraise	Select anonymous chat room	Talk about troubles	Get a comfort message	Check out the related column	View e-books	View course video
GOALS	Curious about divination	Know more detail about I- Draw	Try it out if it's interesting	Participate in the divination process	Understand how this hexagrams was derived	Understand the meaning of this hexagrams	See a more specific explanation	Ask a diviner to help you divination	Communicate with the diviner	Rate and feedback on services	Don't want others to know who I am	Relieves stress	Get warm encouragement	Learn more about knowledge	Learn more about knowledge	Learn more about knowledge
KEY	Propagandists		User					Professional Diviner	Professional Diviner		Other User	Other User	Other User	Scholar Staff	Online library staff	Scholar Diviner Staff
PPLACES	Home	Home	Home	Home	Home	Home	Home	Home	Home	Home	Home	Home	Home	Home	Home	Home
TOUCH	app social medias advertisements	арр	арр	арр	арр	app	app	арр	арр	арр	арр	арр	арр	арр	арр	арр
EXPERIENCE	+Positive emotions +Negative emotions															
FEELINGS	Curious	Curious	Curious Expect	Interested Expect	Interested Curious expect	Confused Curious	Confused Curious	Curious Expect	Satisfied Curious	Thankful	Expect	Relaxed	Moved	Curious	Curious	Curious Expect

# APP DESIGN



# **Visual Design**



## **Electronic Divination**

## theory

The view in the I-Ching is that the constant changes in the world are caused by the dynamics between **yin and yang**.

Just like electrons and positrons.

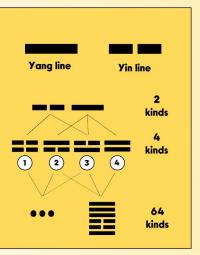
In the I-Ching, yin and yang are represented in this way, with a **solid line representing yang** and a **dashed line representing yin.** 

A solid line and a dashed line can form four figures form 4 types. Each of the four shapes is combined to form a figure containing 6 lines, which can form 64 types.

That's **64 hexagrams** of I-Ching.

#### Each hexagram has its specific meaning.

When divination, a hexagram is **chosen by some random numbers**  $(1\sim4)$  The meaning of this hexagram represented by some random number is **the result of divination**.



#### **Method**

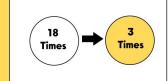
#### **Traditional Divination:**



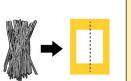
The traditional method of divination is through a special kind of herb divination

By dividing 49 herbs equally, throwing away the remainder and continuing to divide equally, dividing them 18 times in this way, you can get 3 random numbers, and thus get the corresponding hexagram.

## **Electronic Divination:**



By simplifying the divination process, the original 18 changes have been changed to 3.

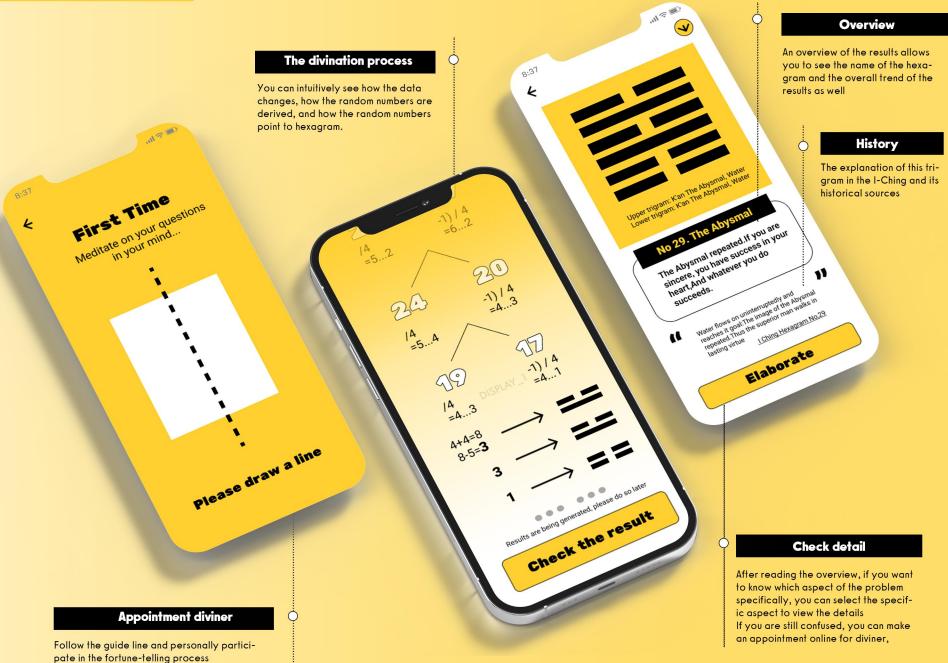


Changing the original way of dividing grass to dividing a rectangle.

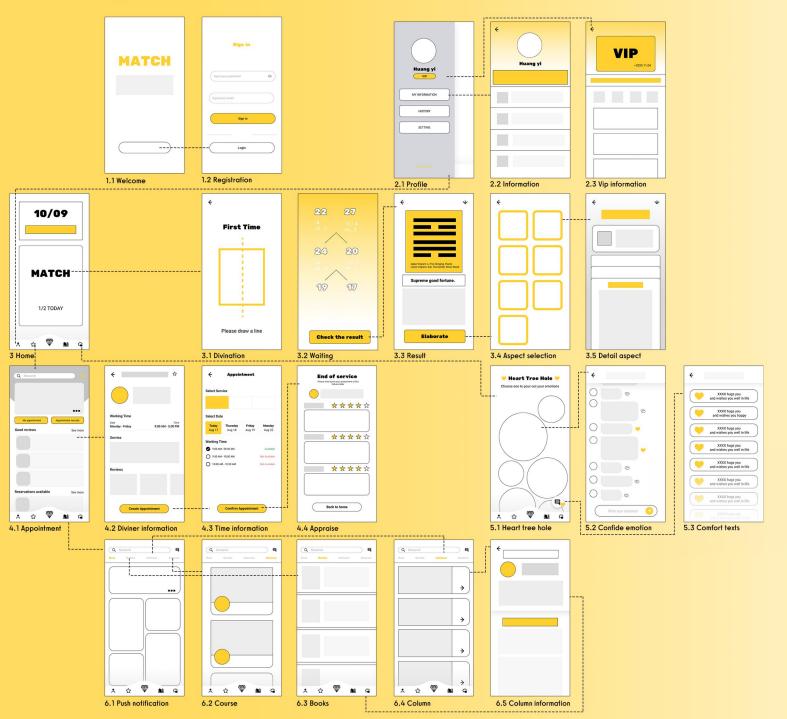
# Interface

Both interesting and allows users to partici-

pate in the fortune-telling process.



# **Low Fidelity**



### Interface

Q Research

Turtle shell and

. ☆

#### **Appointment diviner**

You can book a professional diviner through the app, perform divination online, and the diviner will answer

\*All diviners have been real-name authentication on this platform to prevent users from being scammed.



**Knowledge columns** 

Set up knowledge columns, compiled by professional Chinese traditional culture scholars, and reviewed and recommended

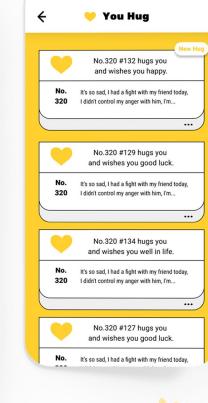
by the staff, so that users can understand the traditional Chi-

nese cultural knowledge behind divination.









8:37 all 🤝 🗐

## **Heart Tree Hole**

Several anonymous chat rooms are randomly generated, and the number is automatically generated when the user enters the chat room, and in the anonymous chat room, the user can freely talk about their troubles and release stress.



Not only can you express your own troubles, but when you see the troubles of others, you can embrace others and light up your heart.

When you are hugged by others, there will be cuddle cues. And some words of blessing and comfort will be randomly generated by the system.

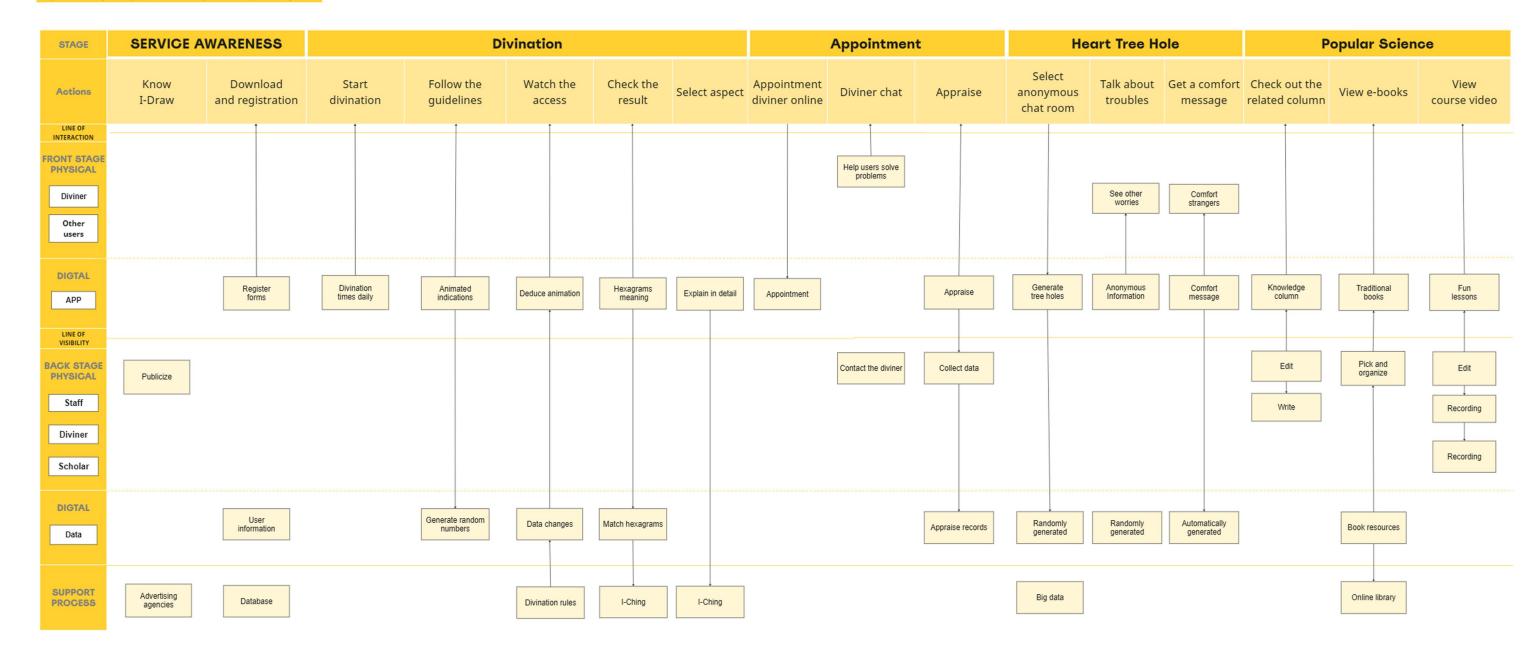
# Comfort texts







# SERVICE BLUEPRINT



#### **Business Canvas**



# **Design thoughts**



In the process of doing this project, I have become more proficient in service design tools, have a deeper understanding of service design, and have a comprehensive analysis of the social phenomenon that young people like divination.

Through this project, I have conducted a comprehensive research on what I am interested in and learned more about Chinese divination, which makes me very happy.

But I think I haven't done enough in terms of the output of design, the output method is relatively single, the construction of the business model is not mature enough, and I hope to continue to improve in the future.