



I-DRAW

ONLINE CHINESE DIVINATION

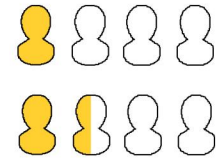
Chinese divination has gradually become a new trend among Chinese young people, and online divination has also become a new business opportunity. Based on the demand of young people for divination products, an online divination app that can relieve stress and be interesting and fun is designed

■ Gen Z / Divination / Chinese traditional culture / Psychological counseling

DESK RESEARCH

Back ground

1/4 Chinese believes in divination



According to the results of the "Third Chinese Public Sample Survey on Unknown Phenomena" conducted by the China Association for Science and Technology in 2003.

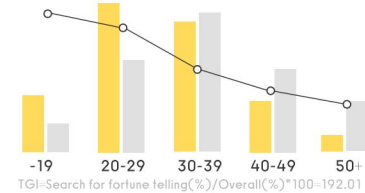
1/4 Chinese believes in divination to some degree
40% of the respondents mentioned that they had had fortune-telling behavior.

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

More popular among young people

Percentage of search index in Baidu

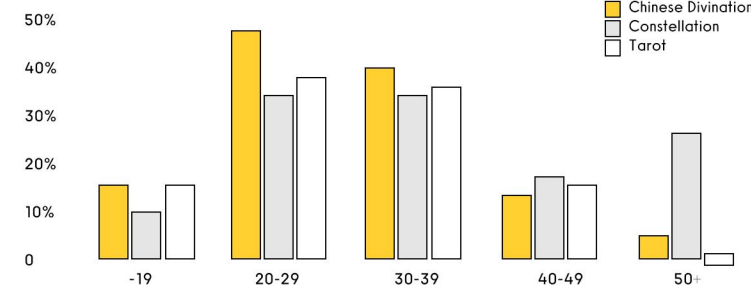
■ Search for divination
■ Overall
○ TGI



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

Young are more interested in Chinese divination

Percentage of search index in Baidu



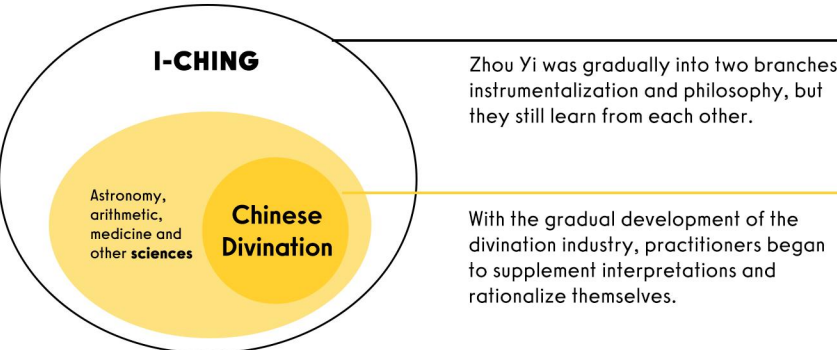
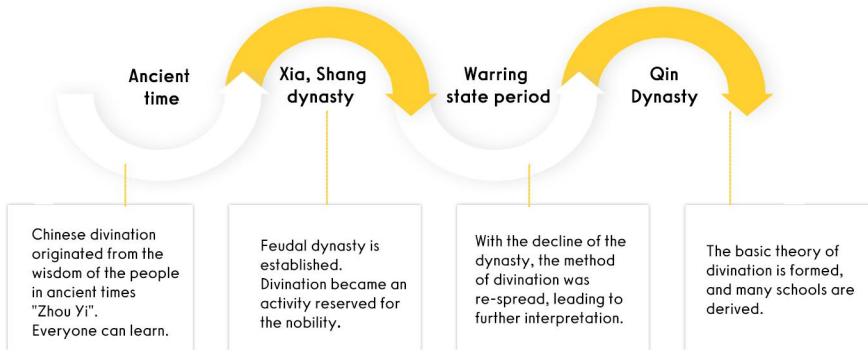
Compared to other age groups, Chinese young people search for divination terms **more frequently than Western occult** such as horoscope tarot.

Development of Chinese divination

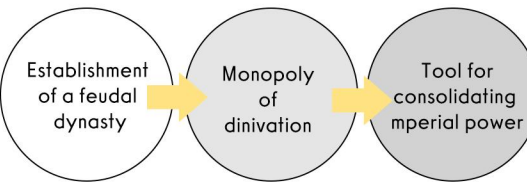


I-Ching and Chinese divination

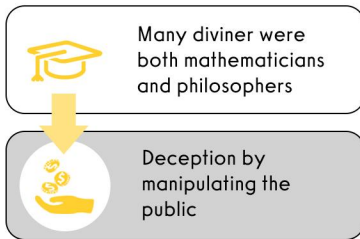
I-Ching is one of the oldest literary works in China. It is a product of ancient civilization and a philosophical work that integrates natural science and social science in China for more than two thousand years.



Historical drawbacks



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



The attitude of the population towards divination 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

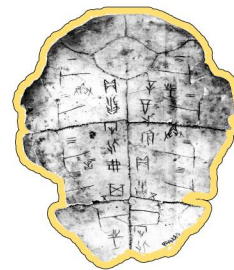
In ancient times, productivity was low and natural disasters occurred frequently. Ancient people hoped that by summarizing a set of rules and formulas, they believed that by calculating them in sequence, they could predict the future and seek good fortune and avoid misfortune.



A folk that solves 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.

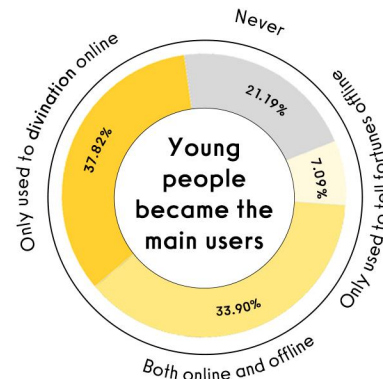
The form of divination



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

80% of young Chinese **have tried** divination

90% of them have had access to **online divination platforms**

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.



1) 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 bad luck

2.Reliable and useful

1) Psychological effect

Barnum effect:
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 characteristics

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

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

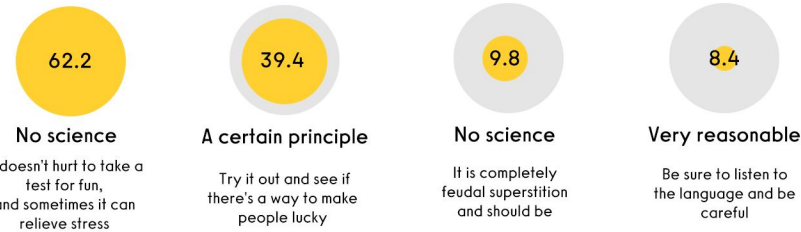
People often want to predict the future, are anxious or have expectations for the unknown, and hope to avoid disadvantages by predicting the future.

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.

Attitude towards divination

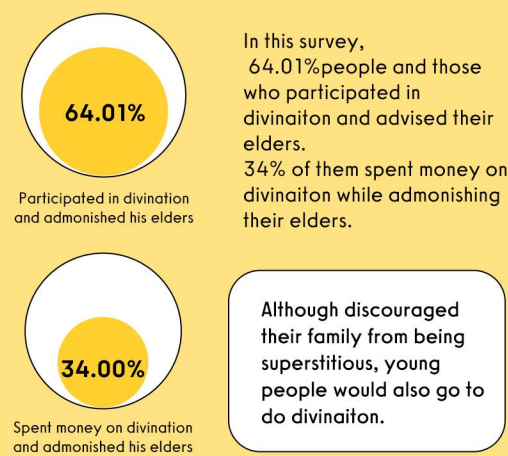
Young people generally believe that feudal superstition is wrong, but it does not affect they divination.



Young people's attitude towards fortune-telling

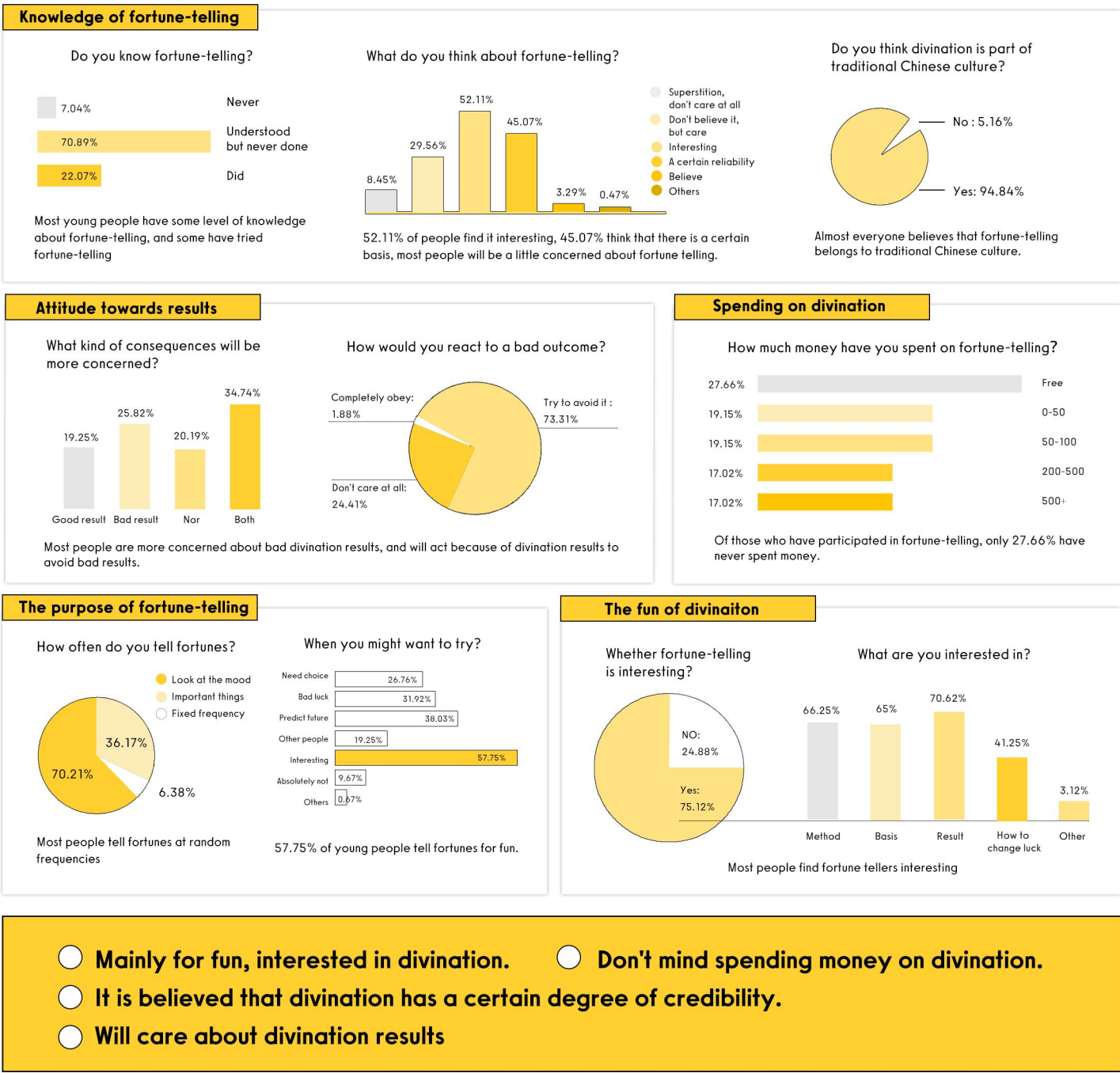
The vast majority of people are far from believing in the metaphysics of fate to the level of "faith", 39.4% of people tell fortunes to try the method of transfer, and more for utilitarian purposes. For example, when you want to get rich, go for financial luck.

Most people still don't fully trust divination.



USER RESEARCH

Questionnaire



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.

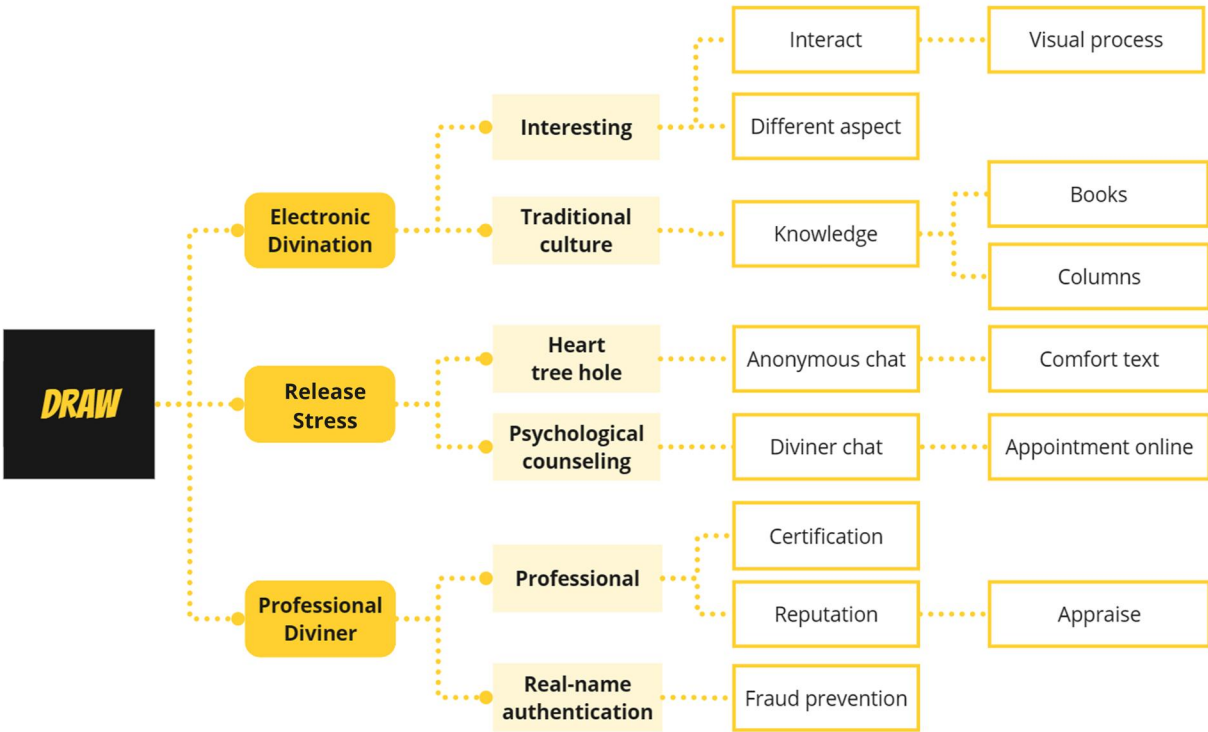


Value & Vision

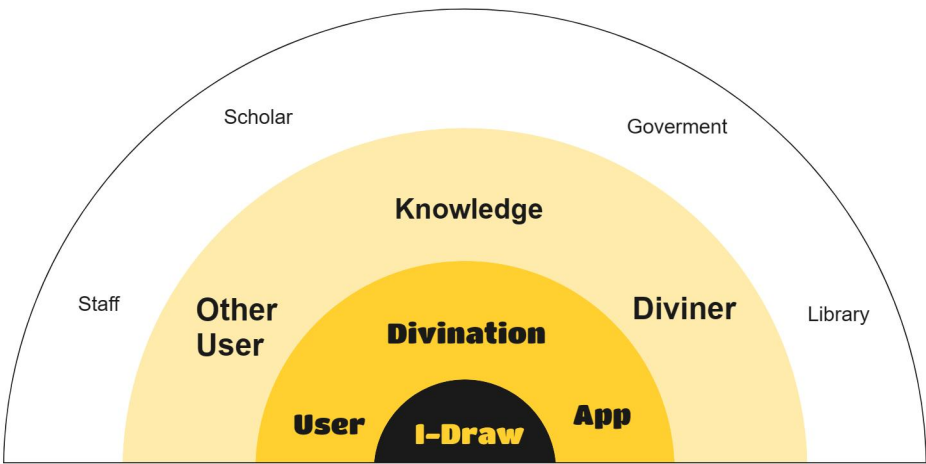
- Fun online fortune telling through interaction
- A tree hole for stress relief
- Professional masters come to answer questions, safe and secure

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

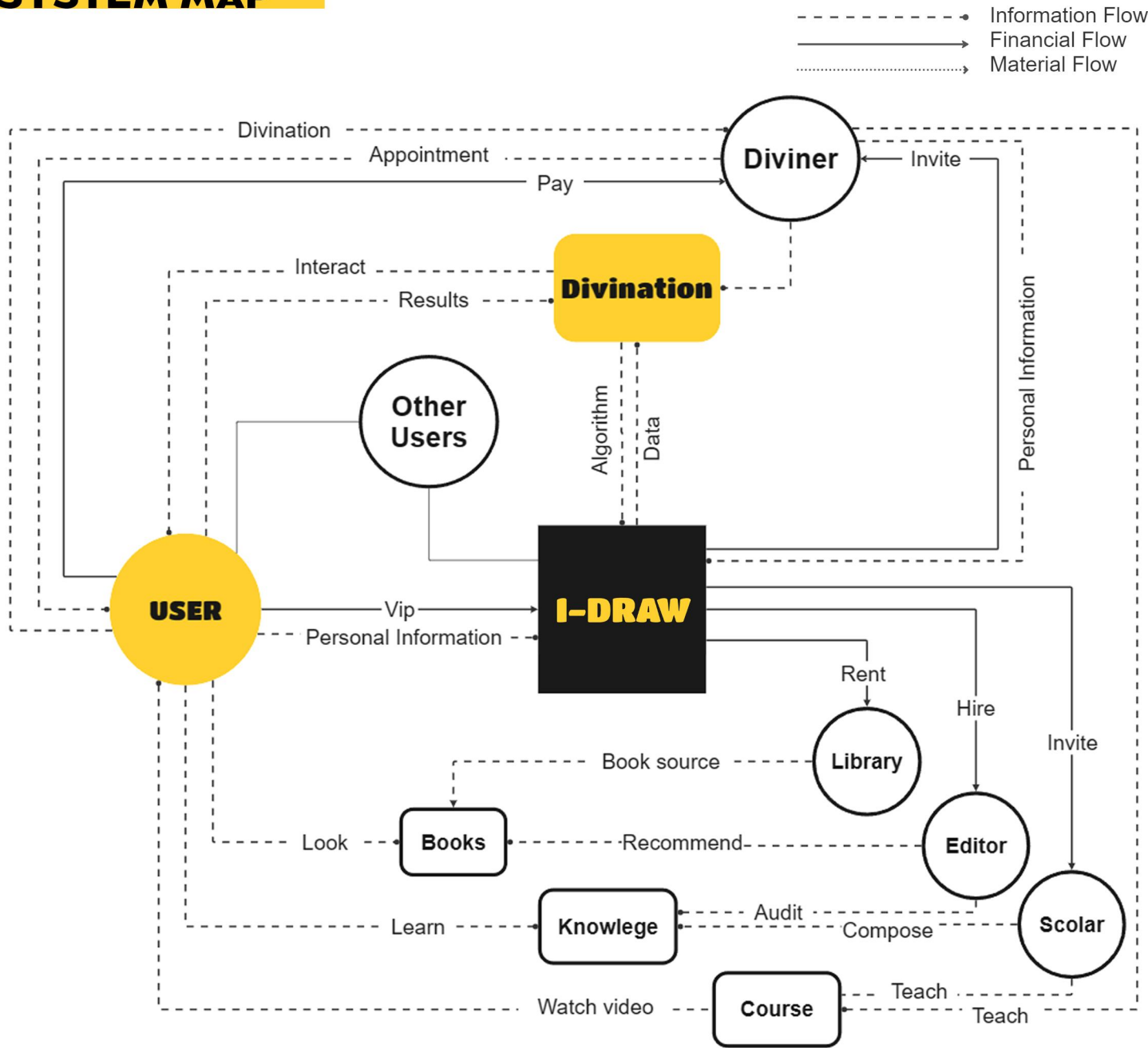
OFFERING MAP



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 Time

-

+

Age

-

+

Wages

+

Stress

+

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

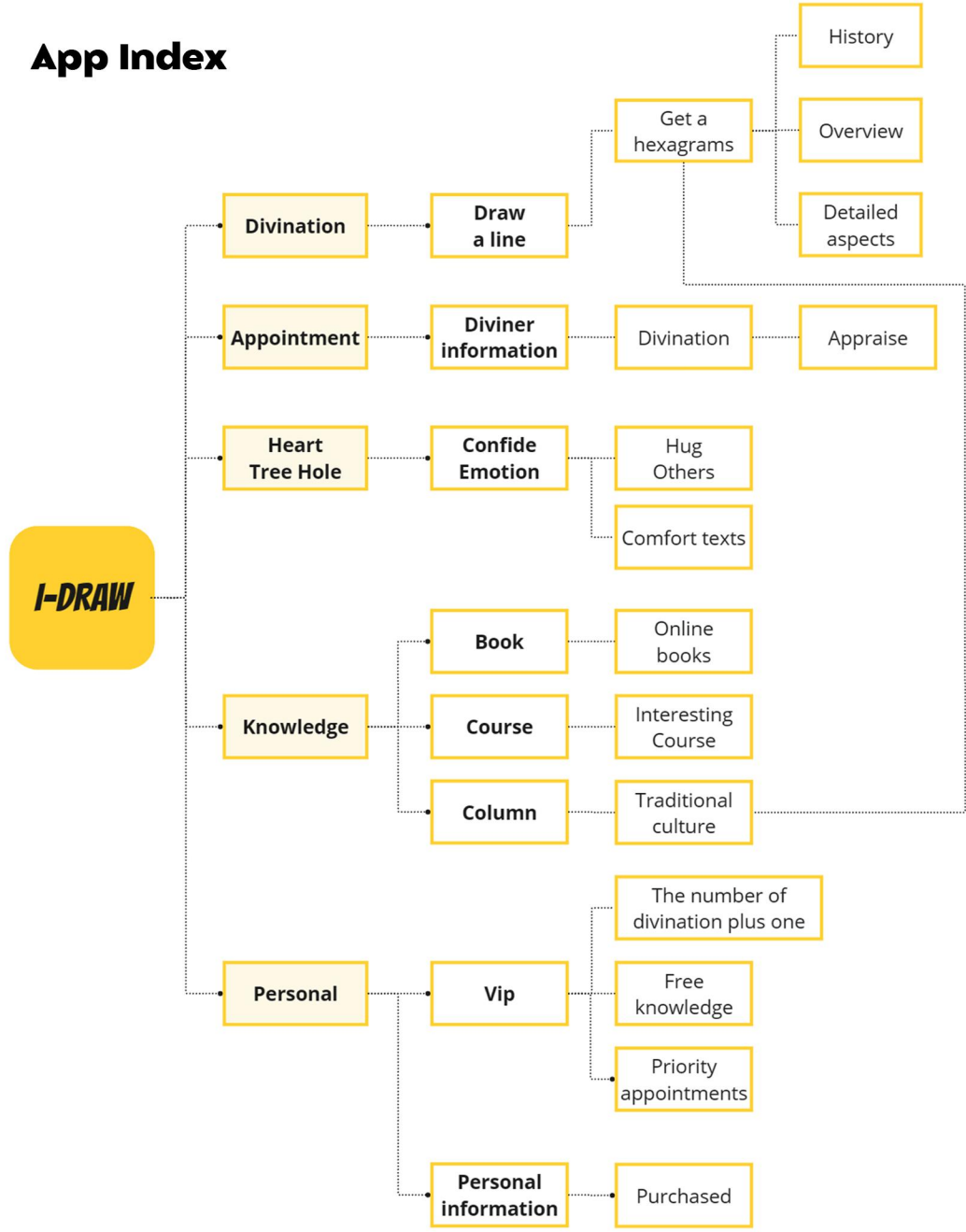
There is a place to confide

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 ACTORS	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 POINTS	app social medias advertisements	app	app	app	app	app	app	app	app	app	app	app	app	app	app	app
EXPERIENCE	<div><div>+Positive emotions</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div><div>+Negative emotions</div></div></div>															
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

App Index



Visual Design

I-Draw

I-Draw

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ffffff

Icon&Fonts

Roboto

8-16px

Rubik one

16px-64px

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**(1~4) The meaning of this hexagram represented by some random number is **the result of divination**.

Yang line

Yin line

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:

18 Times

3 Times

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

First Time

Meditate on your questions in your mind...

Please draw a line

The divination process

You can intuitively see how the data changes, how the random numbers are derived, and how the random numbers point to hexagram.

Appointment diviner

Follow the guide line and personally participate in the fortune-telling process Both interesting and allows users to participate in the fortune-telling process.

Overview

An overview of the results allows you to see the name of the hexagram and the overall trend of the results as well

History

The explanation of this tri-gram in the I-Ching and its historical sources

Check detail

After reading the overview, if you want to know which aspect of the problem specifically, you can select the specific aspect to view the details If you are still confused, you can make an appointment online for diviner,

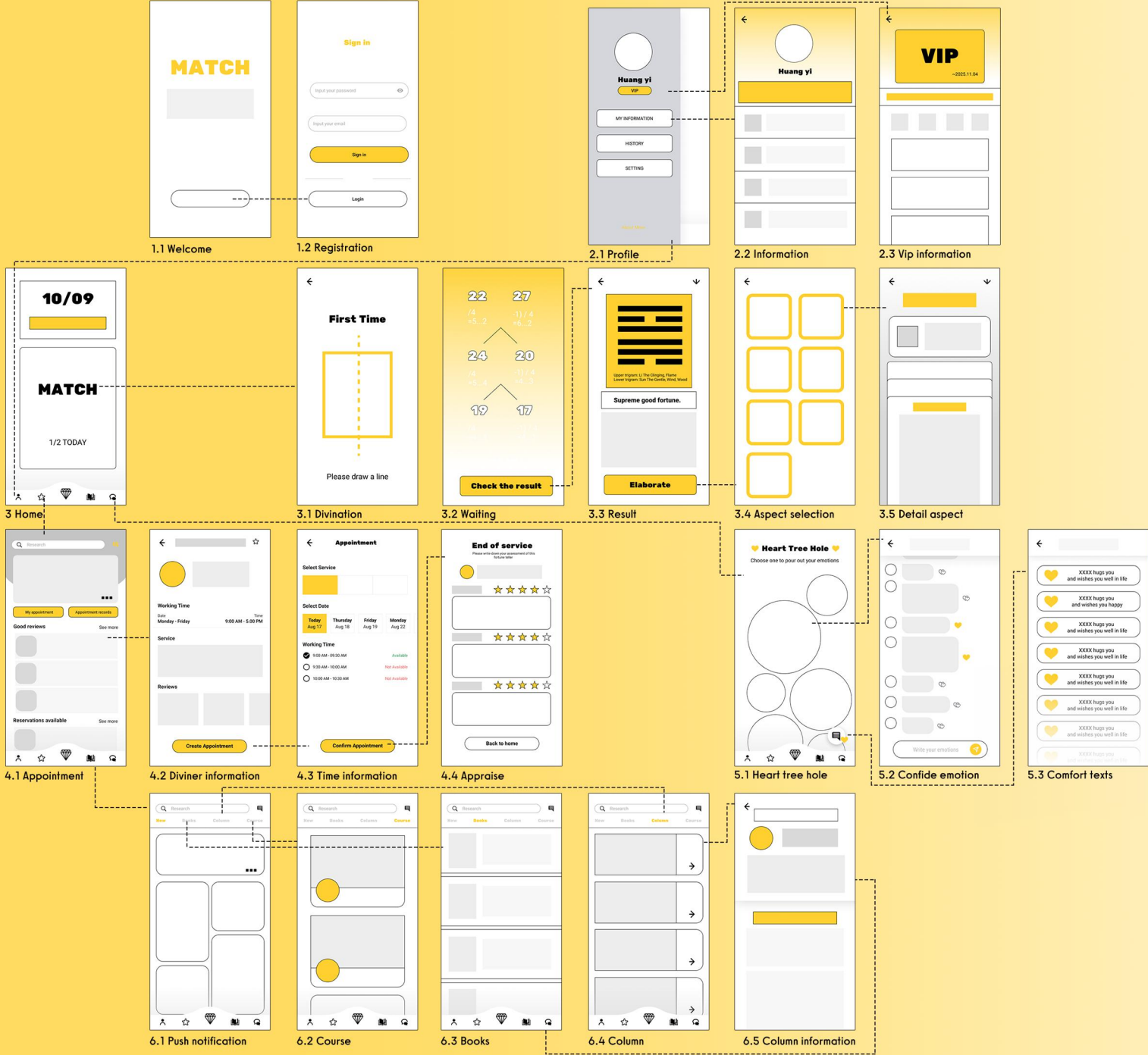
No 29. The Abysmal

The Abysmal repeated.If you are sincere, you have success in your heart,And whatever you do succeeds.

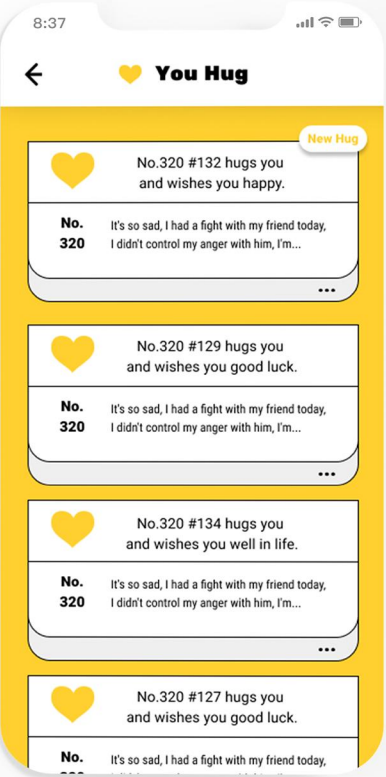
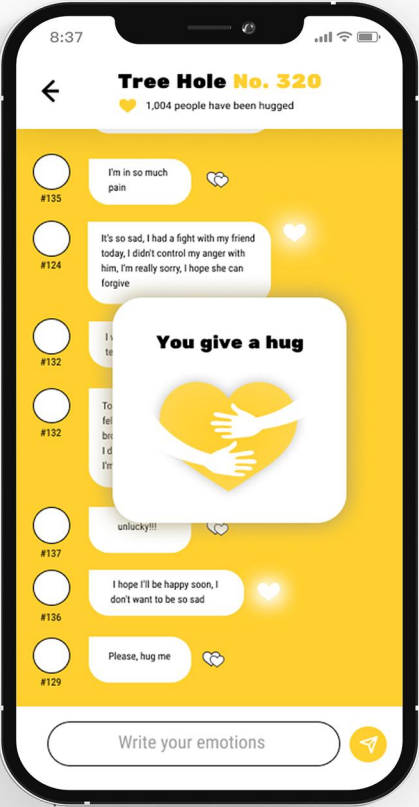
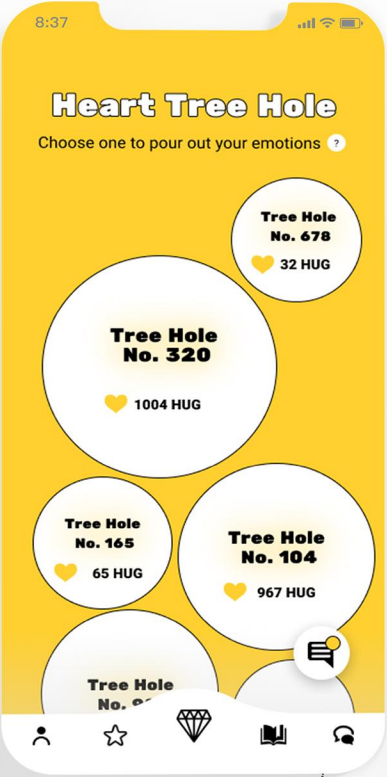
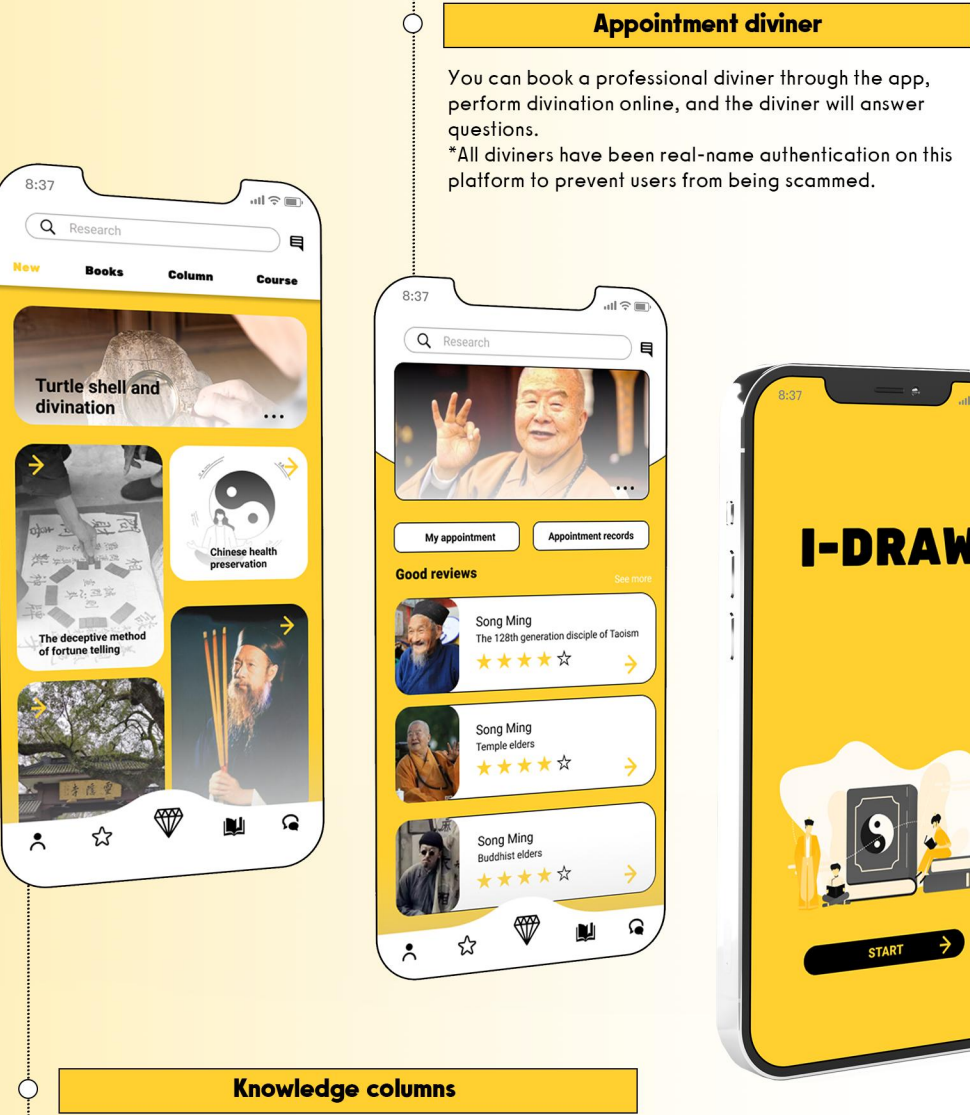
Water flows on uninterruptedly and reaches its goal:The image of the Abysmal repeated.Thus the superior man walks in lasting virtue I Ching Hexagram No.29

Elaborate

Low Fidelity



Interface



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.

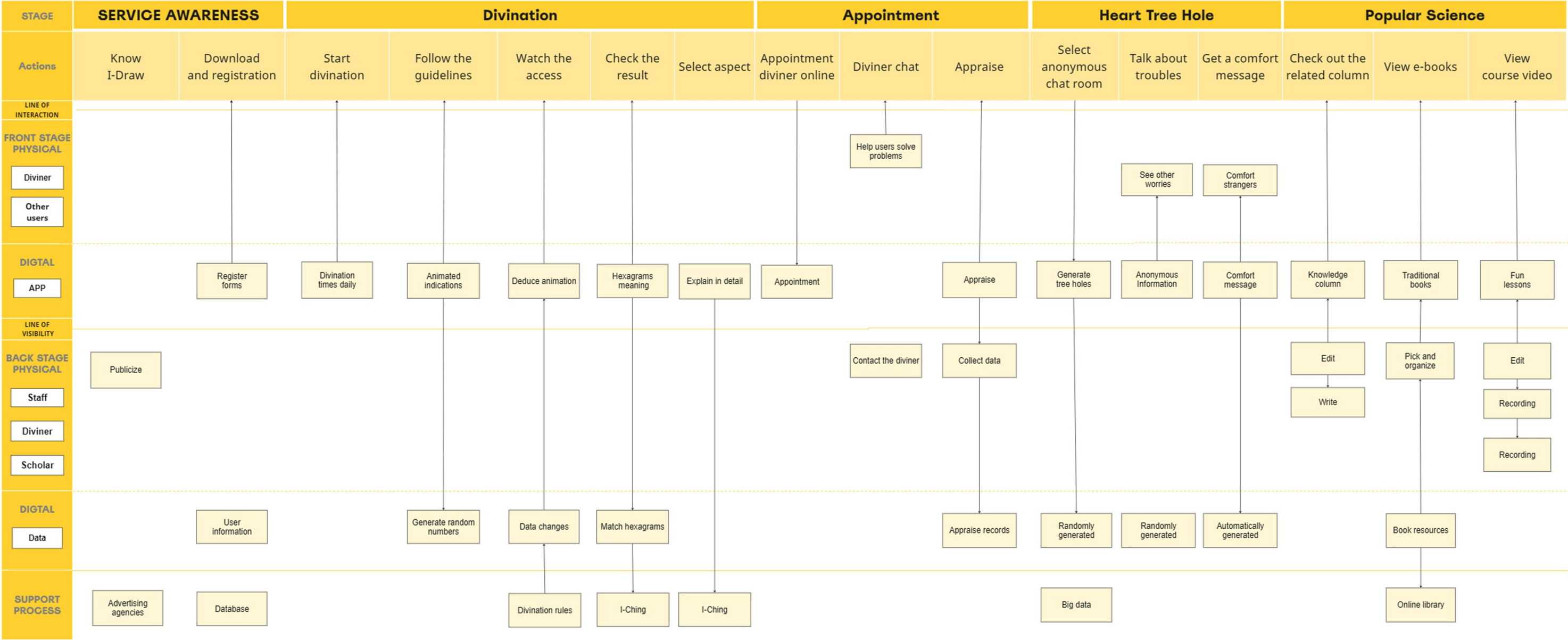
Comfort texts



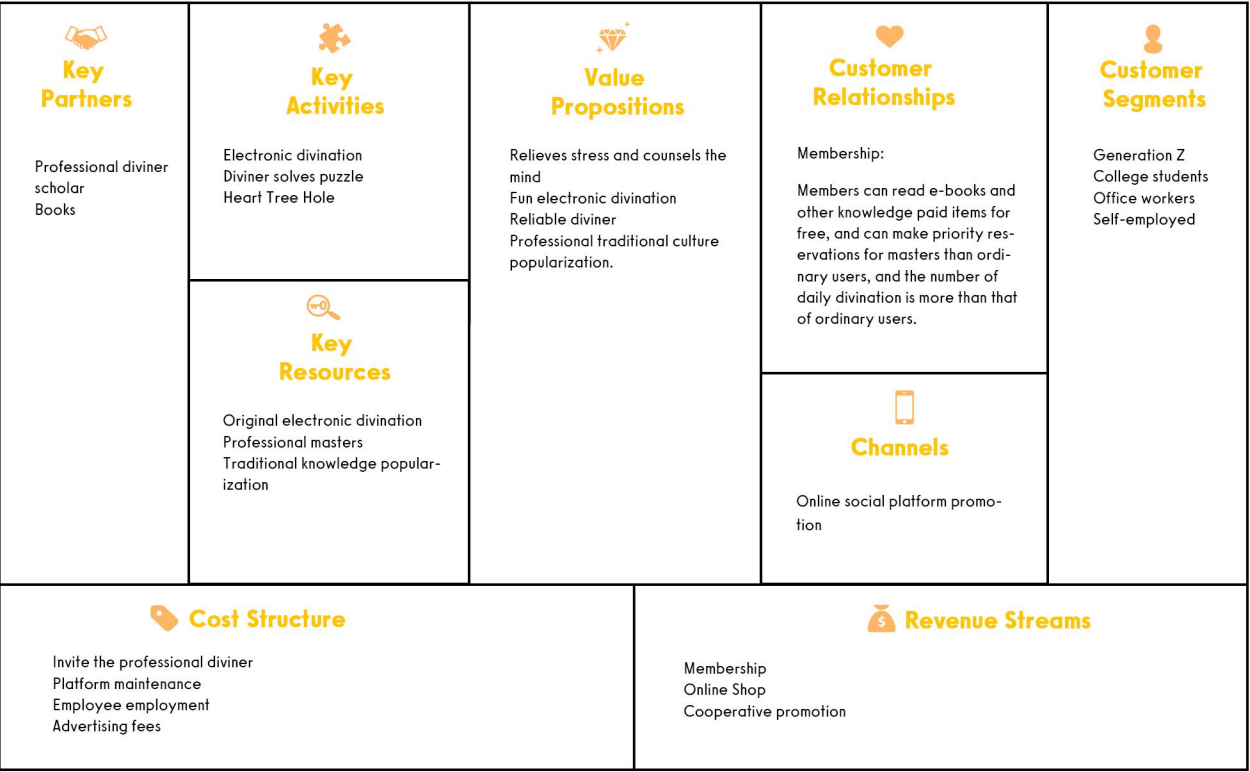
Not only can you express your own troubles, but when you see the troubles of others, you can embrace others and light up your heart. When you are hugged by others, there will be cuddle cues. And some words of blessing and comfort will be randomly generated by the system.



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.