

SEAFOOD MARKET

Project type : Service Design/UI Design/Final Project

Time : 2025-5 to 2025-8

Su Xing

I created this project for the seafood market in Zhoushan, my hometown, to protect and promote Zhoushan's seafood culture and promote it among tourists.



BACKGROUND



The experience of leaving my hometown and studying in the UK has aroused my homesickness and made me even more determined to do something for my hometown.

Pleasant Climate

Zhoushan has a pleasant climate, subtropical monsoon climate and good ecological conditions.

Archipelagic cities

Zhoushan is an island city composed of more than one hundred islands.

Deepwater

To the east of the East China Sea, there are many good deep water ports.

These factors conspired

Due to its unique geographical conditions, tourism has become the economic pillar of Zhoushan.



Zhoushan to vigorously develop fishery.



Seafood has become *one of the most famous characteristics* of Zhoushan.



Historical settlement

Status among Tourists

Almost all the tourists on the platform of the travel guide, to Zhoushan taste and buy seafood is a link they must have.

Cultural Status

For the local people of Zhoushan, seafood is an extremely important part of the Marine culture of Zhoushan, and is the essence of the Marine culture of Zhoushan.

However, the feedback from the tourists...

Regarding the seafood in Zhoushan, I investigated the reviews posted by tourists on social media and also interviewed my classmates around me.



The vast majority of people's evaluations are *mediocre*.

Many people do not speak Mandarin or English. I don't understand Zhoushan dialect.

A lot of unfamiliar seafood

The price of seafood is very high. What's more, I'm not sure if it should be that expensive.

Seafood is delicious, but overall feels so-so...

It feel like it's so ordinary, you know...

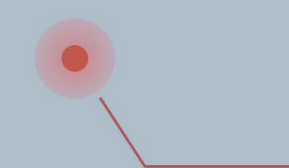
Some of the seafood is not fresh.



RESEARCH

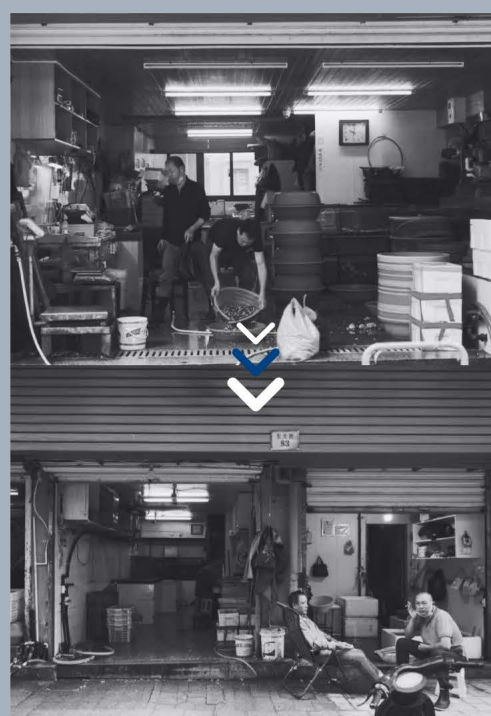


Nowadays, more and more tourists are willing to visit the local markets because they believe that these markets are *cheaper* and can *better showcase the local characteristics*.



The local market in China as captured by a YouTube blogger

• Market Environment Research



Outdated seafood market

I took a photo of a shop in the seafood market several years ago, and during this investigation, I found that the shop, like the whole seafood market, had not changed in my memory. No iteration overall.



Xiamen Aquatic Products Market

Donghe Market in Zhoushan



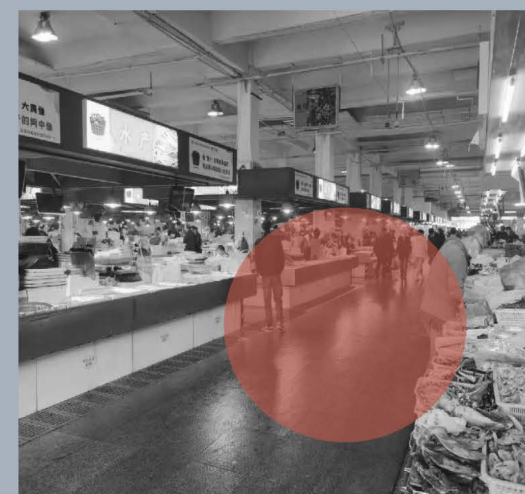
Homogenization is serious

After researching three seafood markets in Zhoushan, I searched online for seafood markets in other famous coastal cities. Then I found that Zhoushan seafood market is almost identical to other seafood markets.



Out of order

The seafood placement is very chaotic, and it is easy to cause a heavy fishy smell in the market while the appearance is not good.

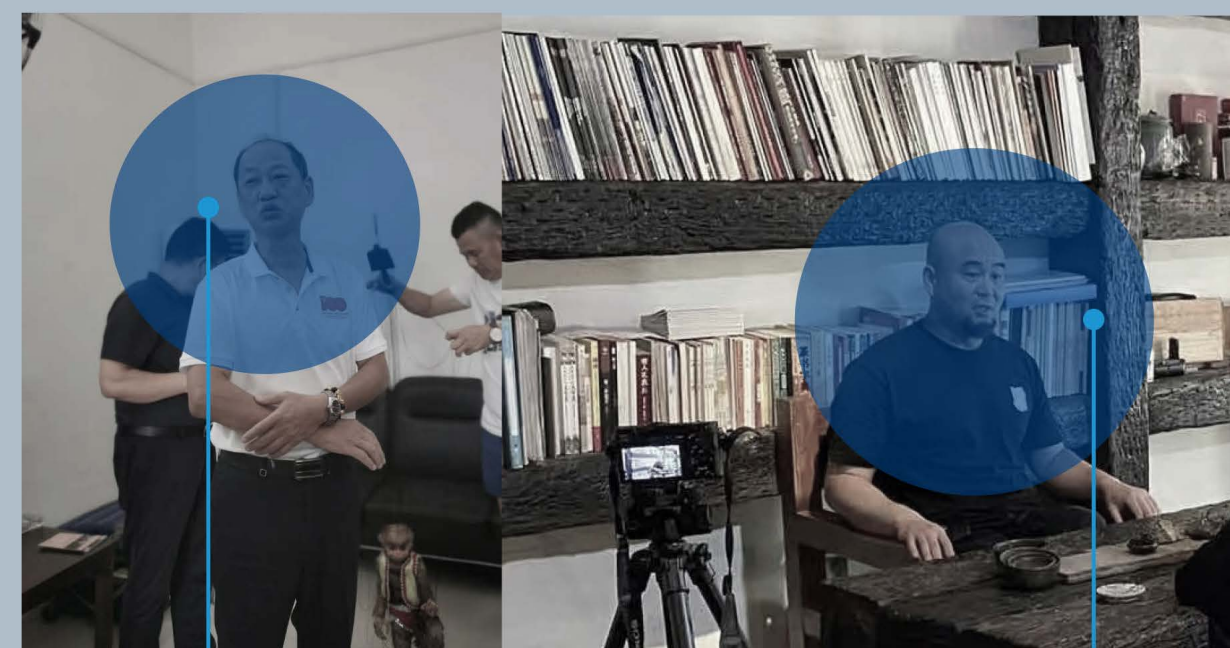


No directional signs

There are no directional signs, if it is the first time to the market people do not know where to go.

• Interview

In order to *explore the problems of Zhoushan seafood market*, I interviewed Mr. Ma, director of Zhoushan Cultural Tourism Bureau, and Mr. Sun, studio owner who had studied the culture of Zhoushan seafood market.



Director Ma, Zhoushan City Cultural Tourism Bureau director

Sun Hejun Marine Culture Studio

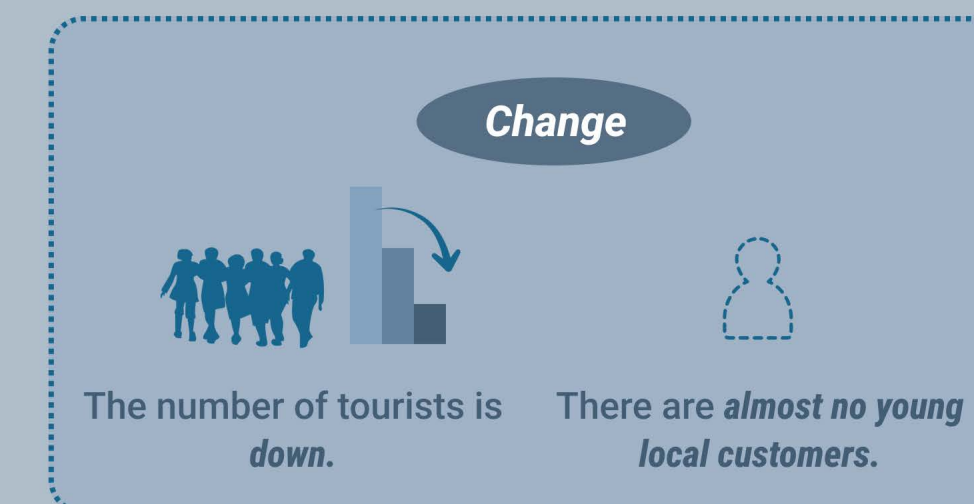
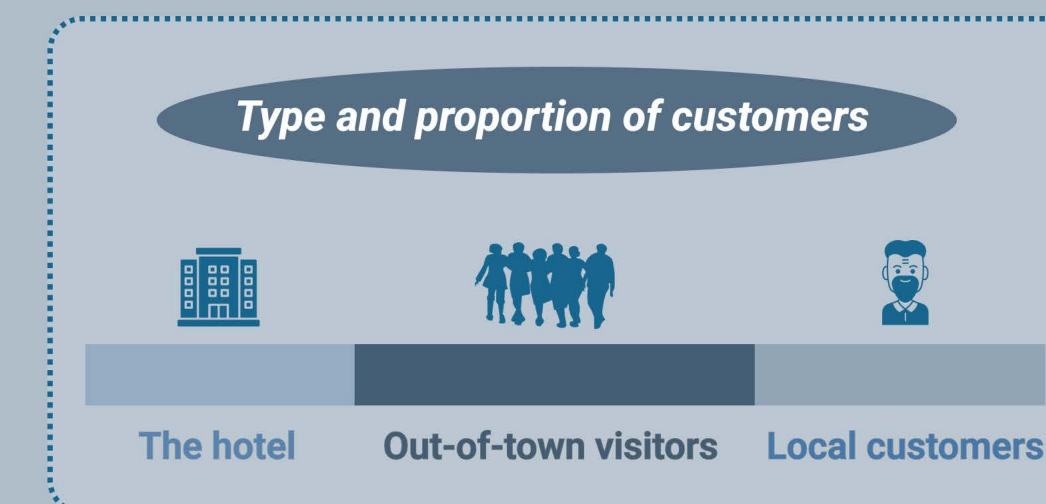
Based on their answers, I summarized some of the obvious reasons why the seafood market could not be used as a cultural promotion.

- There is a lack of overall thinking and medium - and long-term planning for development.
- Lack of management system and mechanism.
- There are problems in inheriting seafood culture.
- Lack of innovative publicity carrier and expansion efforts.



• Market Customer Analysis

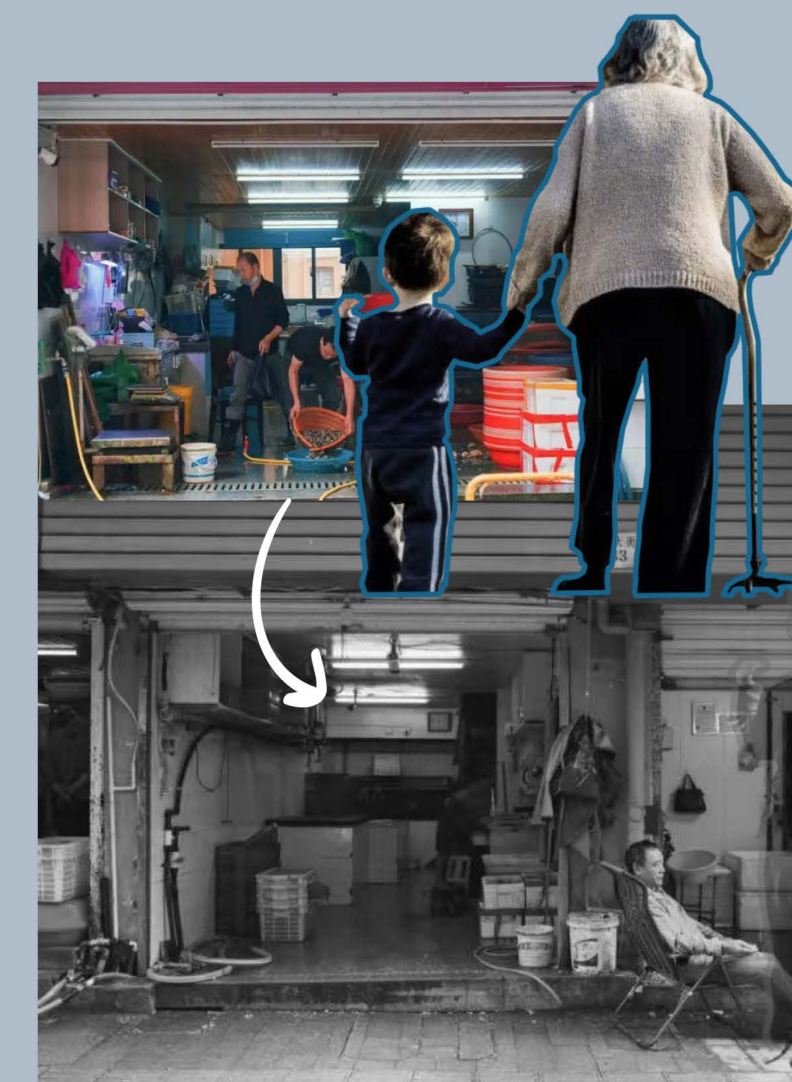
First of all, I interviewed the vendors and investigated the identity of the customers who came to Zhoushan seafood market and the increase and decrease of their number.



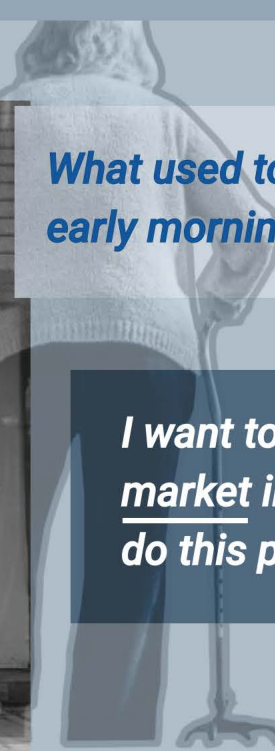
For Zhoushan, the loss of young local customers in the seafood market is not only an economic loss, but also a loss of cultural heritage.

Sorry story -- about the seafood market

So eight years later, I went back to the seafood market my grandmother used to take me to as a child to revisit it.



In my memory, my grandmother often took me to the market around the seafood market when I was young, so I have a deep affection for the seafood market. Therefore, when I heard the negative comments of my friends about the seafood market, I did not feel very good.



What used to be a bustling seafood market in the early morning is now deserted.

I want to inject more vitality into the seafood market in my hometown, which is why I want to do this project.

PERSONA



Based on the preliminary research, I have created two types of typical user profiles.



Alex

Age 28
Role Office worker
City Shijiazhuang

“

Tasting seafood is the main purpose of my visit to Zhoushan.

”

Pain point

- Don't know how to buy it.
- Don't understand Zhoushan dialect
- Seafood is difficult to carry home as a souvenir.

Goals

- Buy Zhoushan seafood
- Experience the local culture of Zhoushan



Jiayi Pan

Age 30
Role housewife
City Zhoushan

“

It was only then that I realized that choosing seafood is a very difficult skill.

”

Pain point

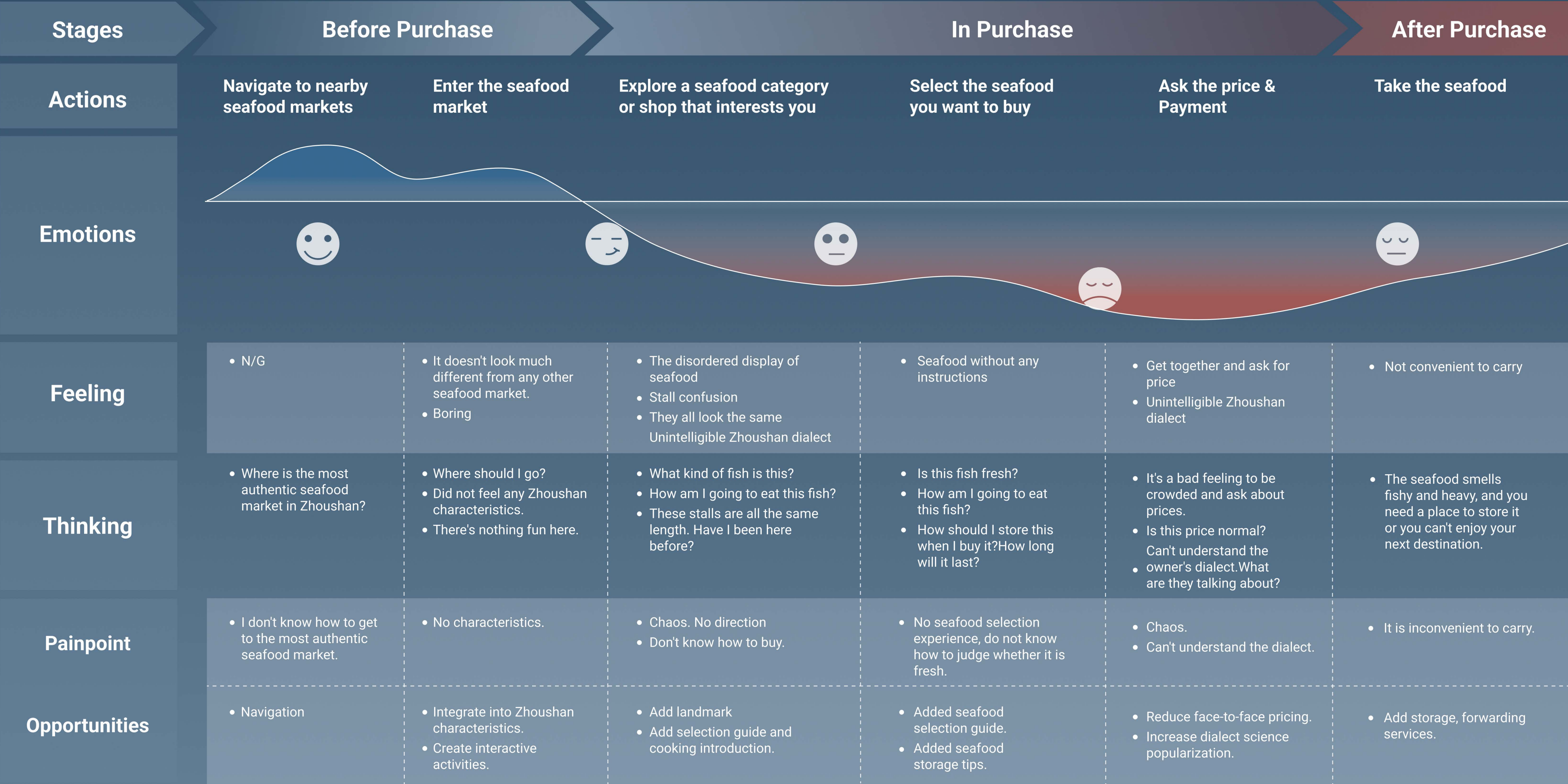
- Unable to determine the freshness of the seafood
- Not sure about the usual prices of various kinds of seafood

Goals

- Select fresh seafood
- Regain the memory of seafood market, protect and inherit the local Marine culture

USER JOURNEY MAP

In order to explore the reasons for the decrease in the number of tourists and the loss of local young customers, I interviewed several tourists who went shopping in Zhoushan seafood market and local young people around me, and recorded their experience in the seafood market.



CASE STUDY

In order to think about my final output form, I investigated the transformation of other domestic vegetable farms.

Loss of Hustle and Bustle

At present, many food markets in China have been transformed into online celebrity food markets, so I consulted a lot of information to investigate competing products.

I think these popular online food markets all have some common characteristics. I use Wuzhong Market, a popular online food market in Shanghai, as an example to illustrate my conclusion.



Brand flash mob



Exquisite packing

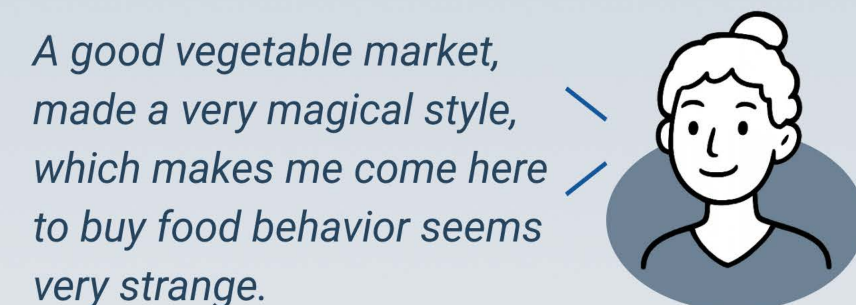
Stylish interior decoration

Customer Feedback

To find out what local people think about the Internet celebrity food market, I asked several local residents who live in Shanghai and have visited the Wuzhong market.



Doing a flash mob with a luxury product like Prada seems to elevate the whole farm, but there's always this feeling that I can't afford it...



A good vegetable market, made a very magical style, which makes me come here to buy food behavior seems very strange.



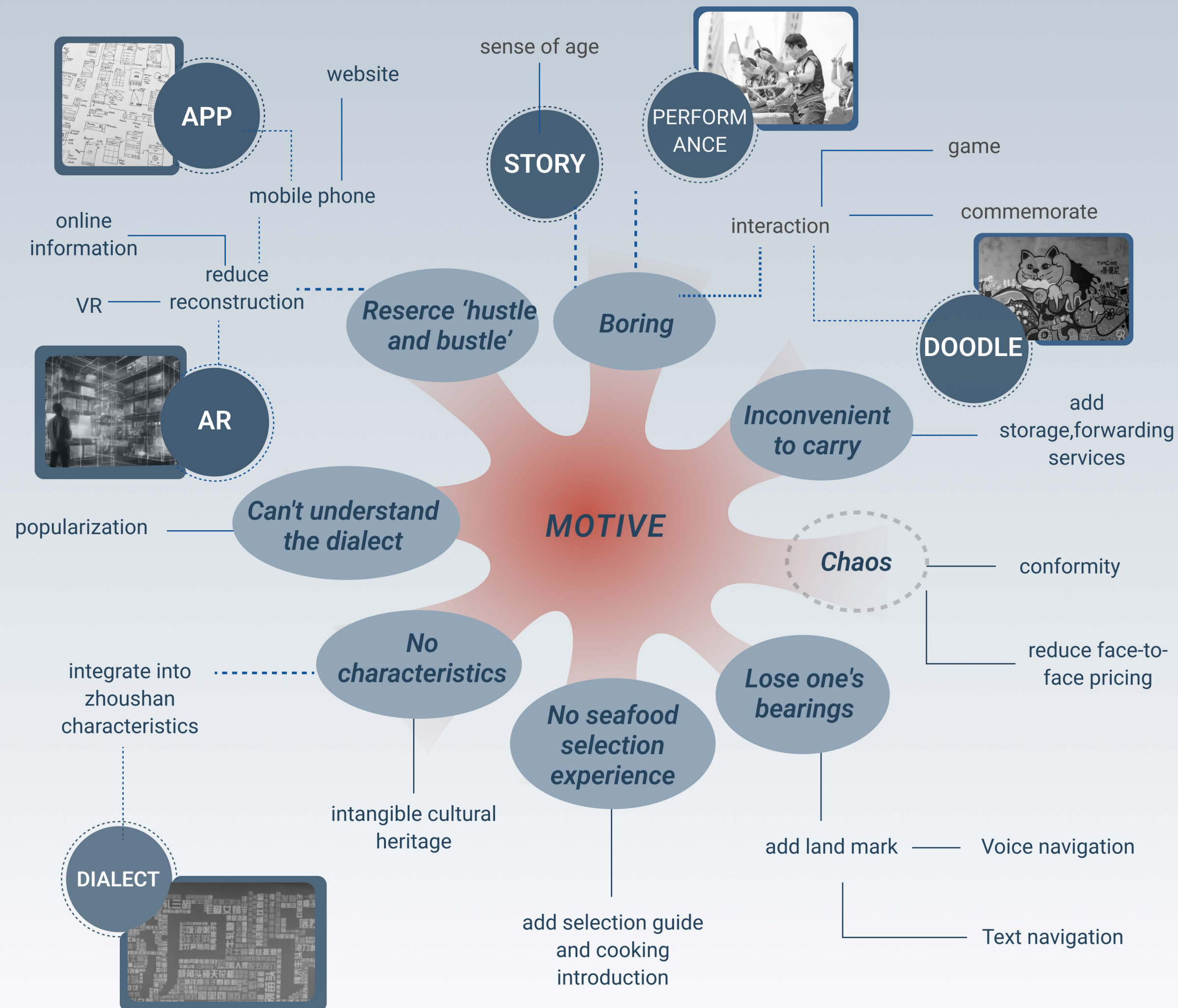
The decoration in the vegetable market and the vegetable market itself are very strange, ah, the first time to see it is quite novel, slowly always feel less fireworks that the vegetable market should have...

The network red food market may be very red for a while, but the place that should be the most grounded gas has become distant and tall, and the Chinese food market has lost the hustle and the bustle that it should have.

CONCEPT DEVELOPMENT

Brainstorming

In order to think about my final output form, I investigated the transformation of other domestic vegetable farms.



Ideations

3D Indoor Guide with Dialect Voice

Market Memory & Story Feed

AR Doodle Studio (In-Tour)

Merchant Online Quotation

Express Cold-Chain Delivery

Seafood Wiki & Photo ID

Stall Quick Search & Favorites

And More.....



App

The APP is divided into five major sections, namely Home, Seafood, Map, Explore, and My. It includes indoor and outdoor navigation, seafood introduction, AR tour, cultural heritage viewing, graffiti creation, and market story telling activities.



AR

The way of AR reduces the large-scale reconstruction of the seafood market in reality, retains the 'the hustle and the bustle' and integrates virtual seafood icons into the experience process to improve the user experience. It is also the carrier of graffiti activities.



About Zhoushan

Arrange Zhoushan intangible cultural heritage heirs to perform in the seafood market. Integrate dialects and seafood culture into the APP, and create a way for users to understand Zhoushan dialect culture and seafood cuisine culture.



Create Interactive Activities

Use graffiti in the AR section to let users leave a "I came here for a visit" trace. In the Home section, the time line is used to raise memories of people and the seafood market, and touch the concerns and feelings of local young people on the seafood market.

CASE STUDY

Seafood

Zhoushan is characterized by salty food, and the main characteristics of cooking are steamed, pickled, salted, air-dried and eaten raw. I take Zhoushan special sebastiscus marmoratus as a case introduction.



Seafood culture
Sebastiscus marmoratus



Investigation process

APP-included

INTRO

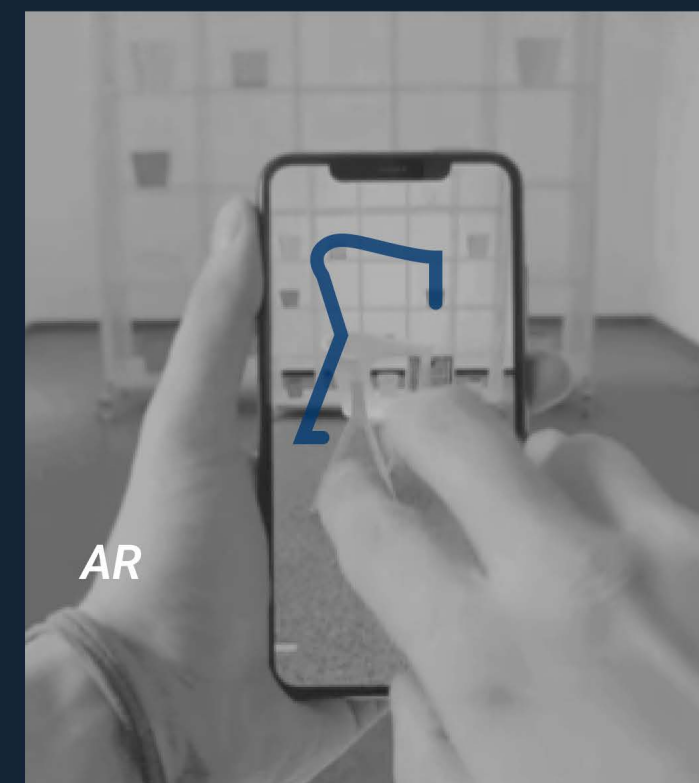
- **Introduction**
Illustrated cases
- **Nutritional value**
Recommended dietary group, edible group range. Nutrient content

COOKING

- **Food ingredient**
Ingredients
Seasoning
Cooking utensil
- **Cooking process guide**

Technical Support

In order to realize the combination of virtual elements and the market, I investigated the implementation form of AR technology.



AR

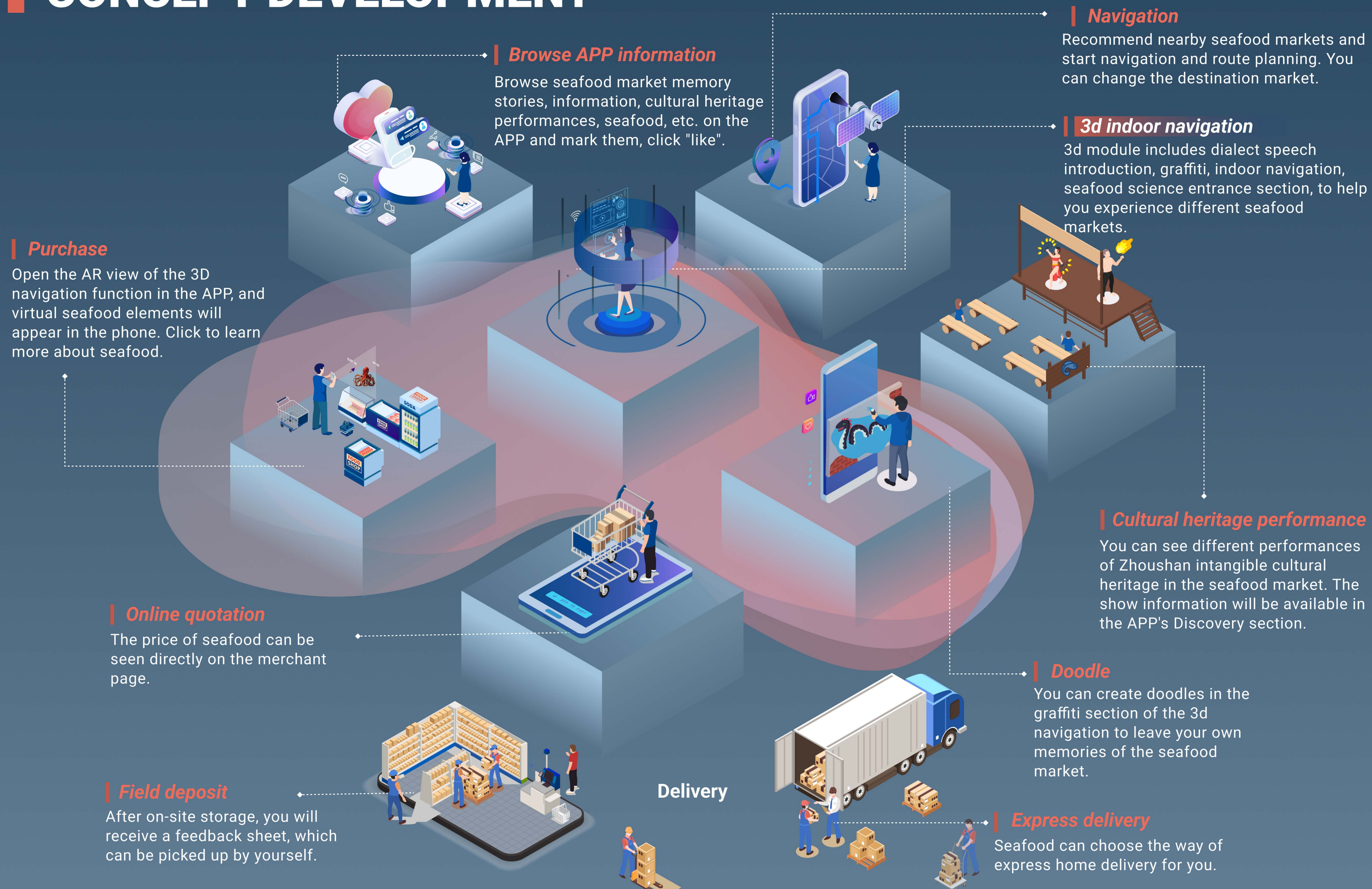
Form of Technology Application

It uses the phone's camera to **capture images of the real world and superimposes virtual elements** on the images through special AR algorithms. The combination of positioning technology and sensors **confirms the user's position and orientation and displays virtual elements** at the appropriate location.

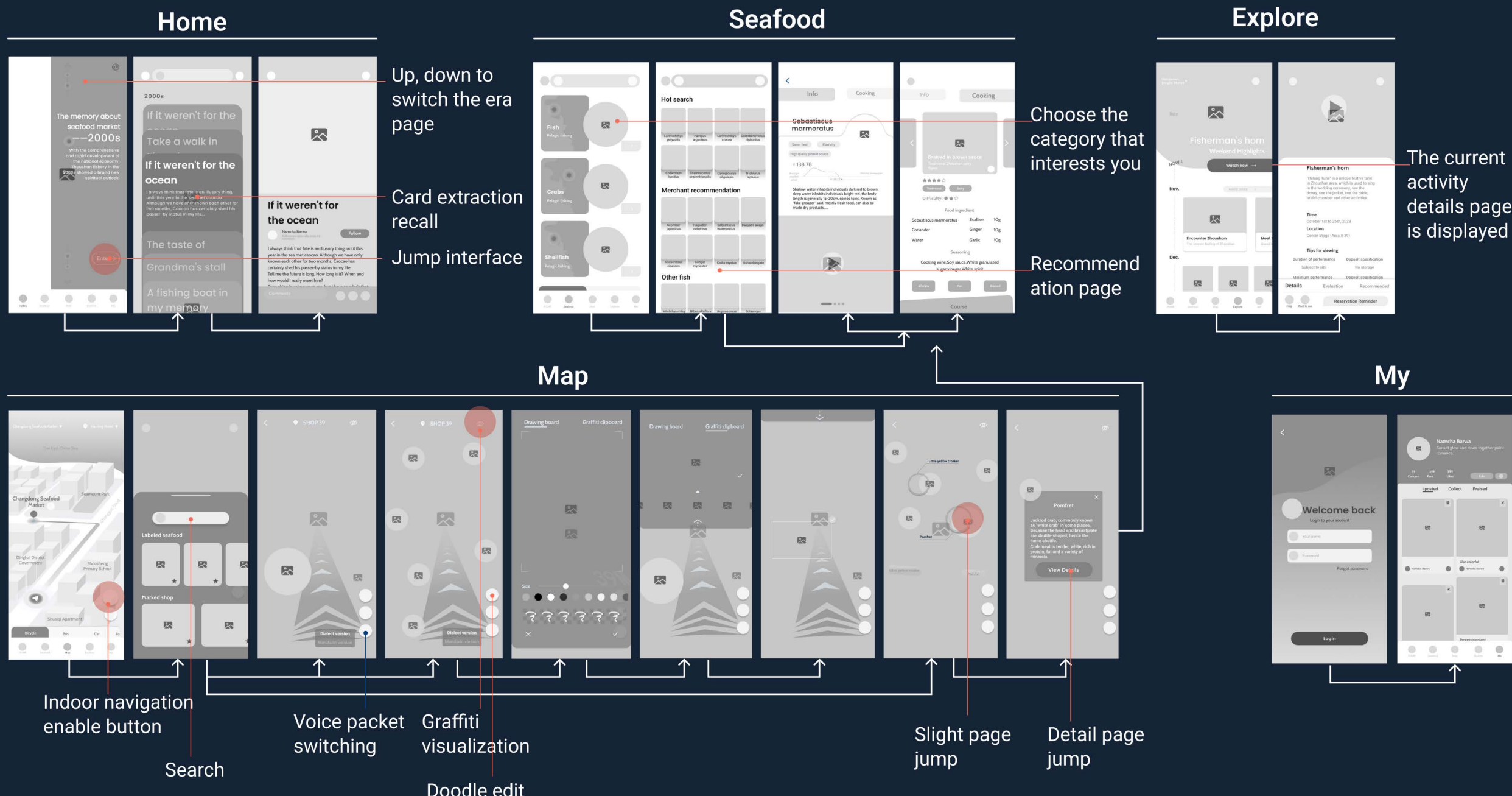
Technical Application Scenario

- **In-market road**
- **Booth**

CONCEPT DEVELOPMENT



LOW-FIDELITY MODEL



User Test

Process

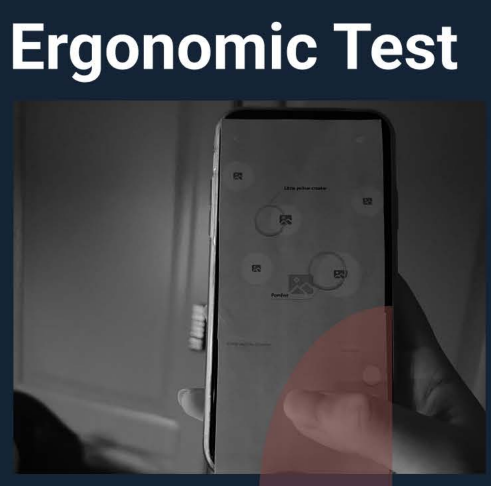
Users click on the low-fidelity model and use the APP to check whether they can have a better experience in Zhoushan seafood market.

Feedback

The doodle edit entry is not clear enough.

Solution

Enlarge the entry from the top and change it to the right icon bar.



Ergonomic Test

Process

Users swipe the model interface by hand to see if the layout and fonts fit.

Feedback

Some buttons on the map page are too close, and the error rate is high.

Solution

Increase the distance between buttons with a high error rate.

UI DESIGN

Design

LOGO

Inspiration

FONT

• Title

Aa Bb Cc

14 24 36

Regular

Medium

• Subtitle

Aa Bb Cc

14 16 20 24

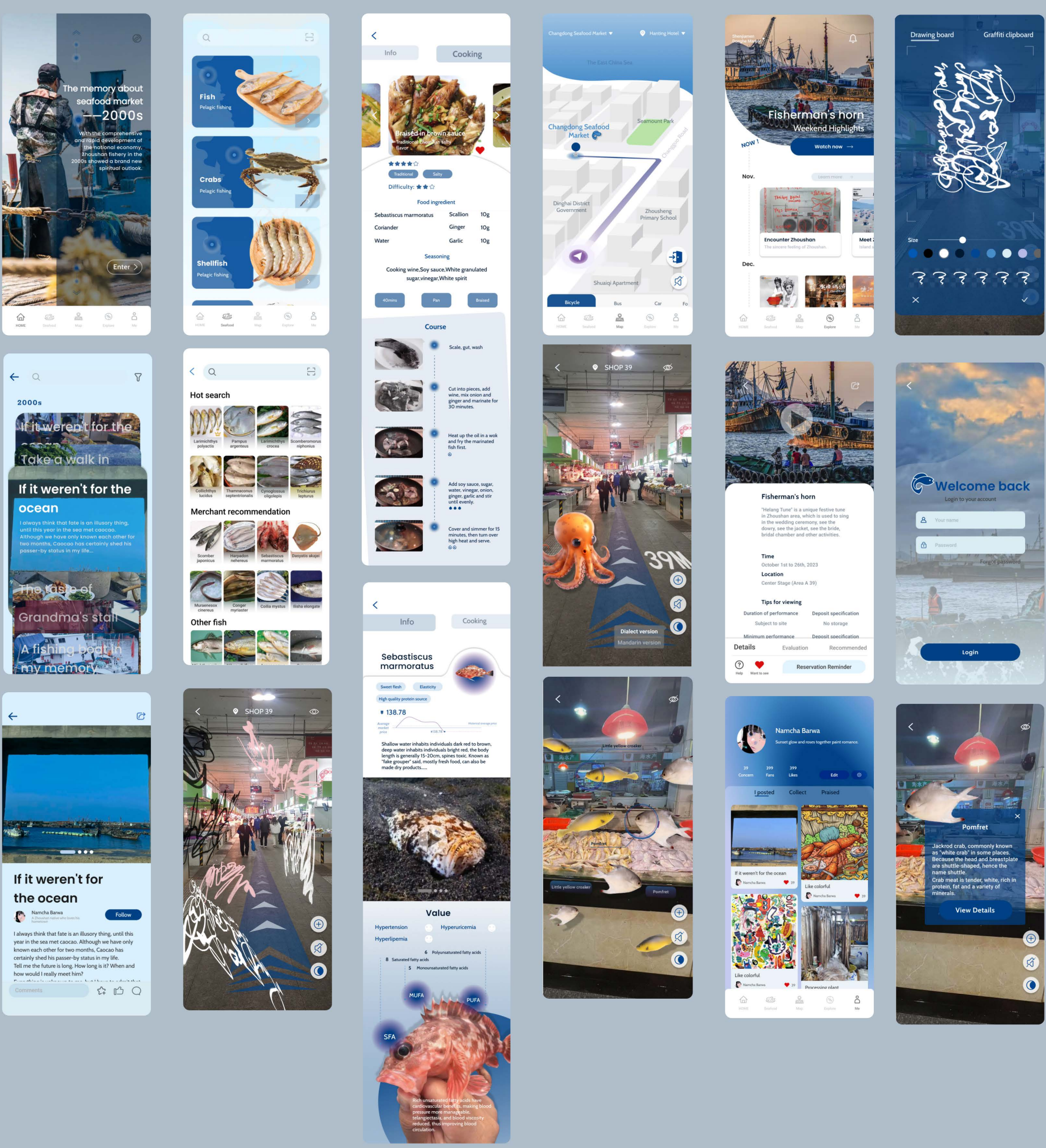
Medium

FIGURE

• Navigation bar

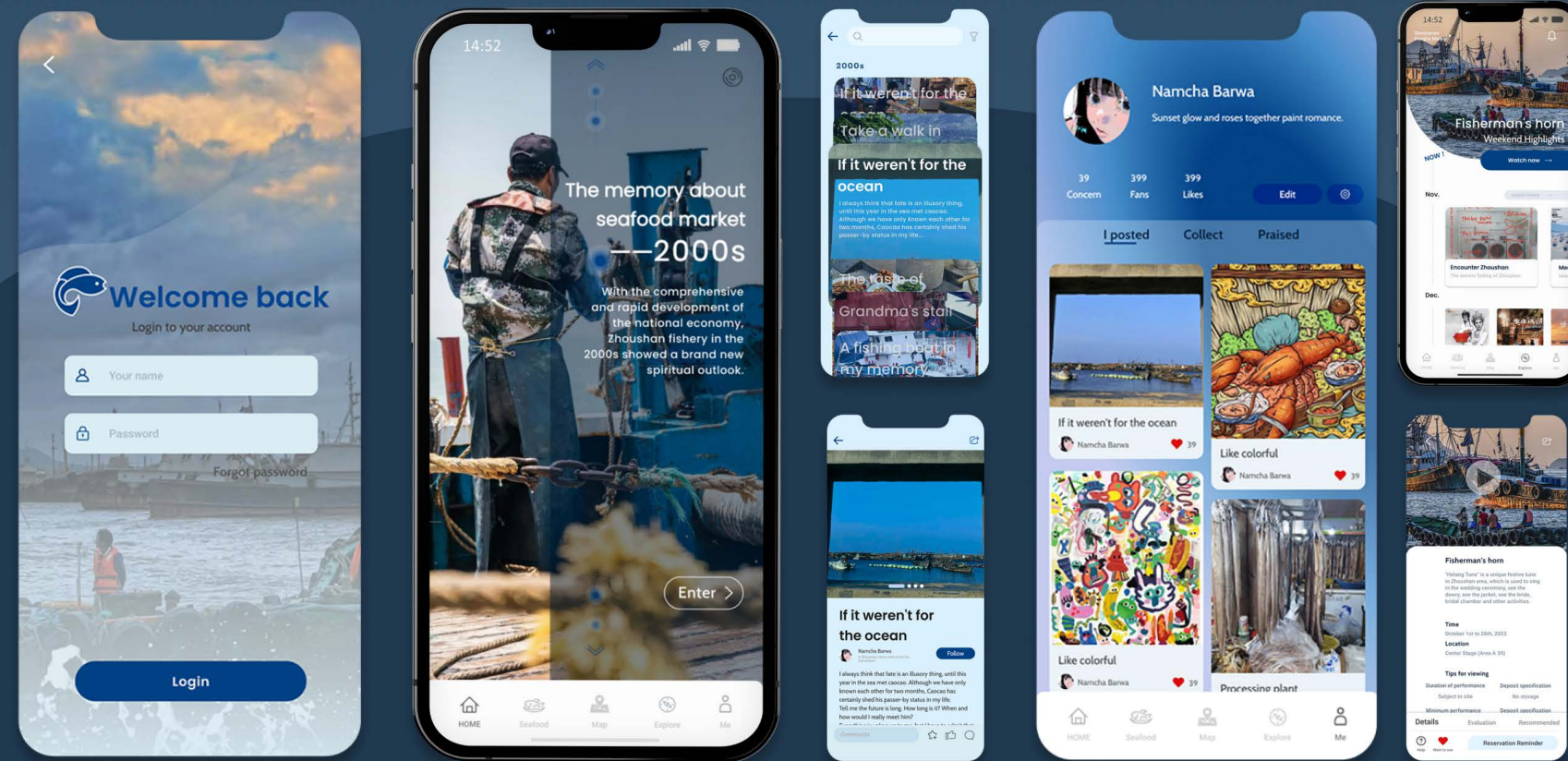
• Page icons

high fidelity



STORY BOARD

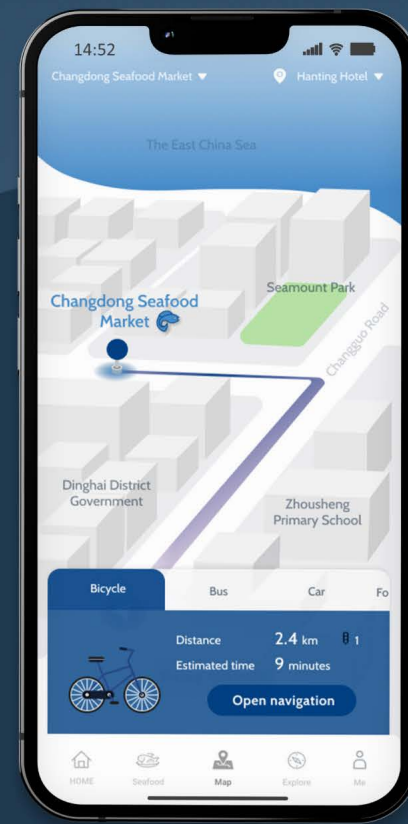
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Before Go

Log in to the application and browse some stories, cultures, pictures and text sharing related to Zhoushan and seafood. You can save some content or you can post your own.

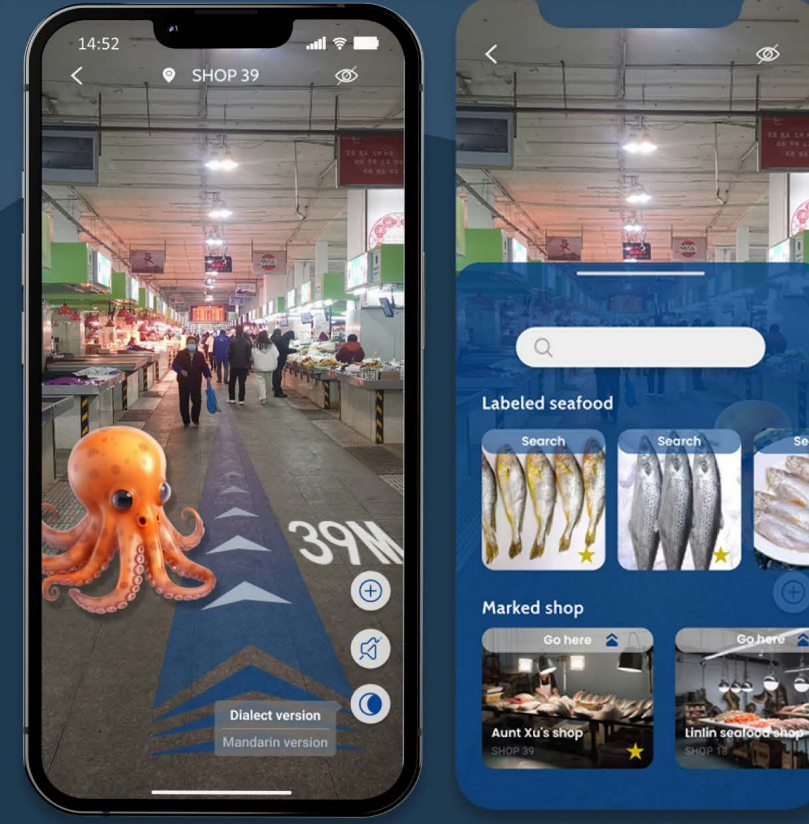
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Head to the Seafood Market

The navigation will locate the nearby seafood market. This place not only includes the large seafood market, but also some small seafood stalls.

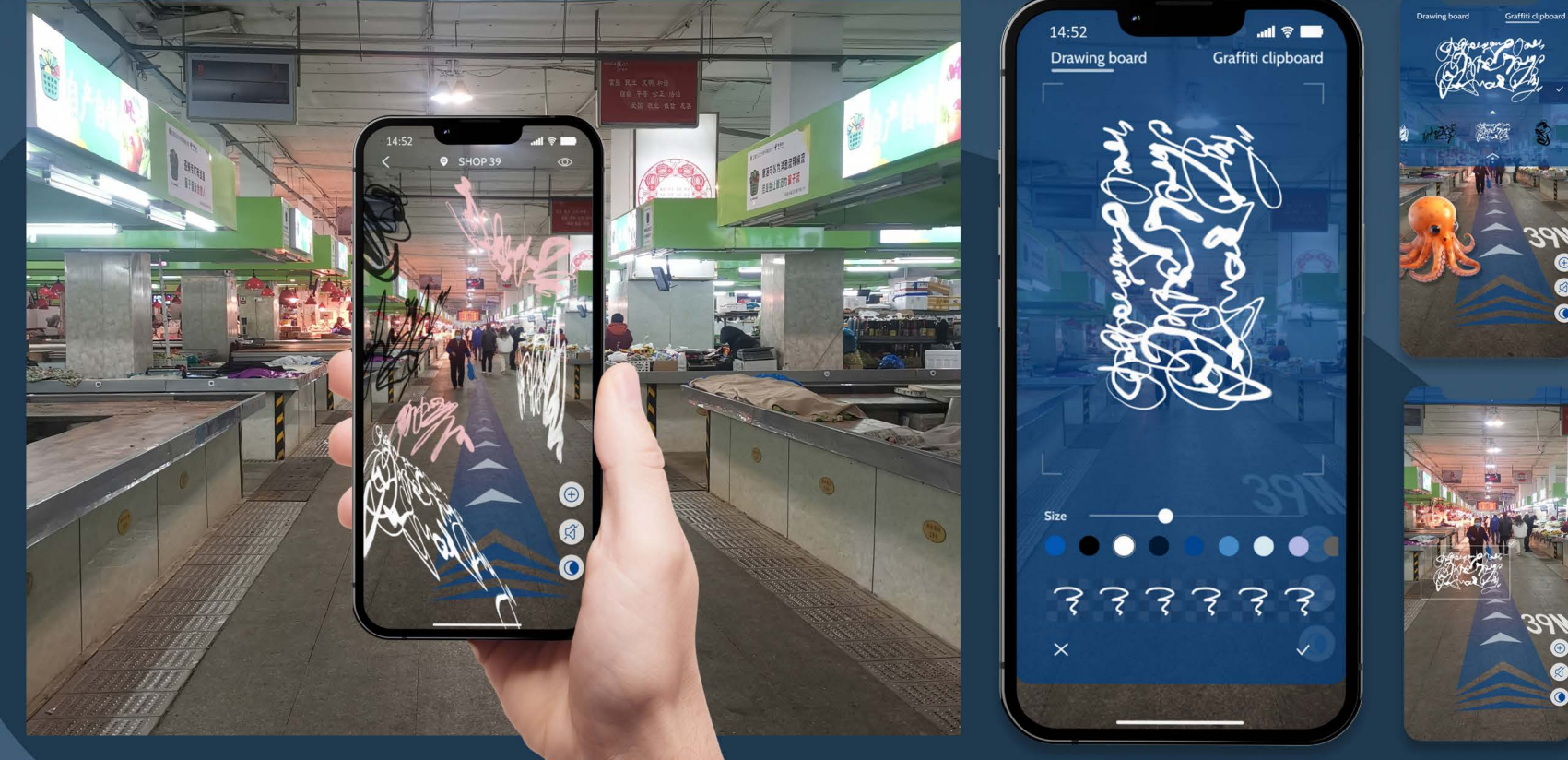
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Visit the Seafood Market

After entering the seafood market, you can choose a particular shop or a certain type of fish. The indoor navigation will help you reach your destination. During the navigation process, the virtual image of the little octopus will interact with you.

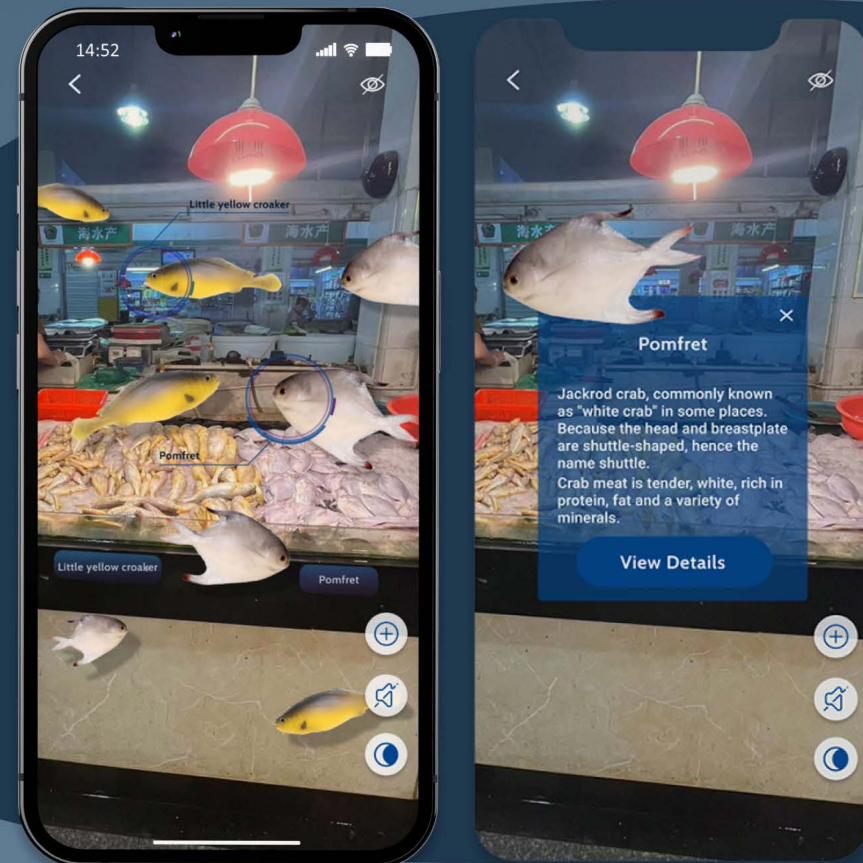
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Writing Graffiti

You can use the graffiti function of the AR section to create your own graffiti on the road. This additional interactive feature might make your trip to the seafood market less boring.

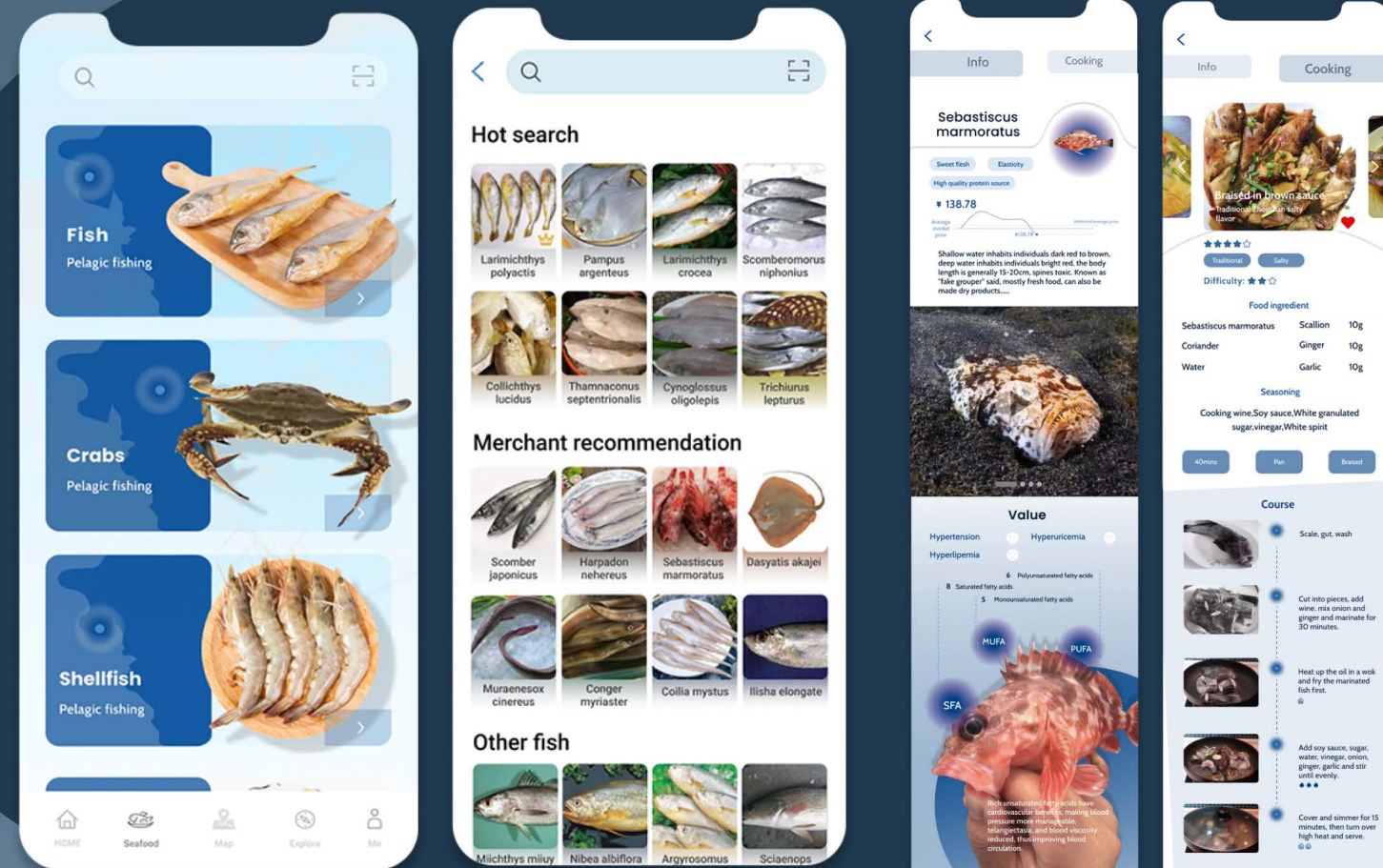
5



Buy Seafood

When you approach a certain stall, the software will automatically identify the type of seafood and display an interactive animation. When you click on any of the seafood options, the introduction of that seafood will appear.

6



Learn More

You can also learn more about the seafood you are interested in, including their prices, living conditions or nutritional values. Of course, the most important thing is that you can find here how to turn it into delicious food.

7

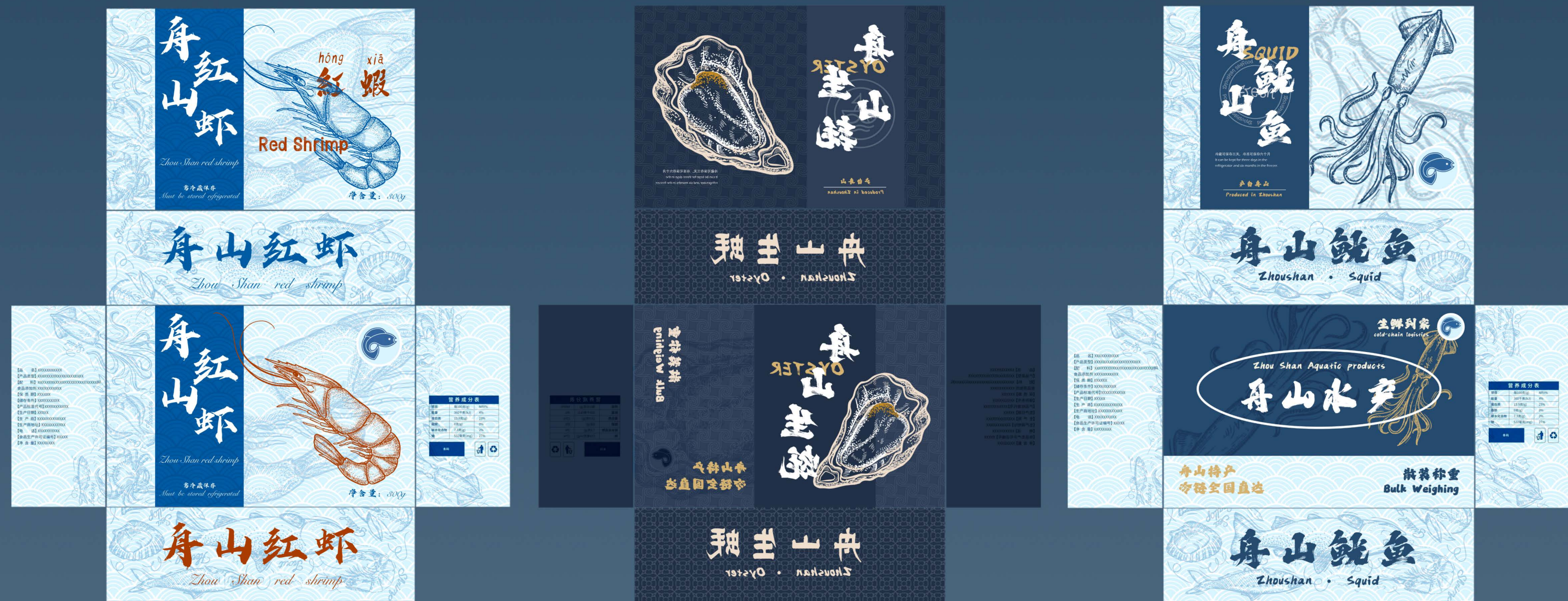


A seafood market card with storage information and how to store the seafood.

Temporary & Shipment

If you are a traveler, you can choose to pack the seafood and transport it back home via cold chain. Of course, you can also choose to take it away directly.

PACKAGE DESIGN



Sealing sticker

