

Being human - PROJECT 2 (wk11 - Dec. 09)

Rely?

- rely on tech - communicate
- make decisions
- augment our memories

• "irony of ironies" movie

• Group choose

Adolescents
& young adults
(13 - 21 yo)

OR

Adults
21 yo+

① use of mobile tech in relation

- essential use (have to / way)
- wasted time

② sketch ideas for ur Apps + Research

"How to build playfulness & fun into user experience"

**What
are they
doing**

**Who
is
User?**

**What
are
They
Thinking?**

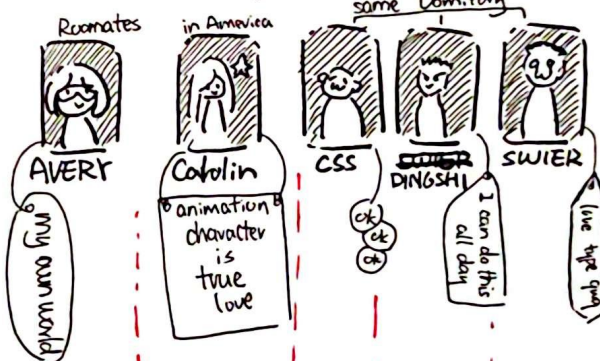
getting lost
as we "increasingly"

**Think
ing**

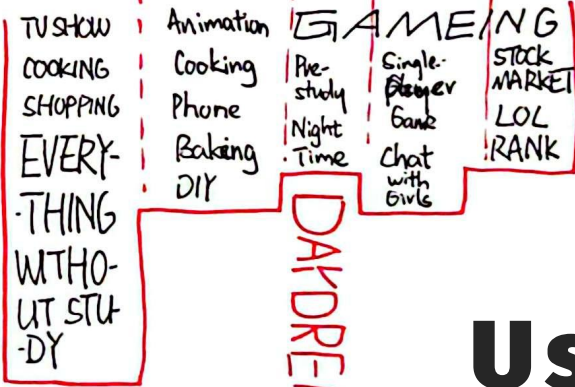
USER Group Adults 21 yo+

Q1: What things might attract you
& cause you to spend a lot of time?

Q2: Which social media platforms are
addictive yet hard to leave?



XXX killed time



winner
(Time killer!!)
DAYDREAMER

**User
Survey**

USER 1
DINGSHI LOL
21 yr Gamer
Male Chinese
Dormitory

USER 2
SWIER FPS
22 yr Gamer
Male University
Chinese
Dormitory

USER 3
CSS FPS MOBA
23 yr Gamer
Male University
Chinese
Dormitory

USER 4
Carolin Tiktok
23 yr Phone
Female America
live alone

USER 5
AVERY VIDEOS
23 yr Funny
Female U.K.
roommates

**Being
Human**

Yuzhu Zhang
Reyna

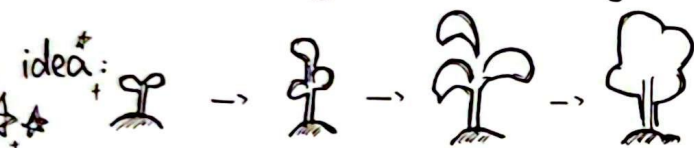
- App-design
- Time Research
- PACT
- User Group

- Phone - far away

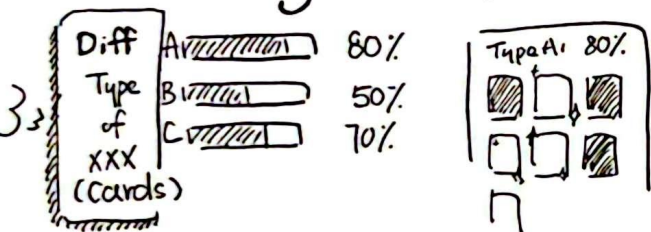
control
limit

Development process

Cultivate / Raising Game / Nurturing Game



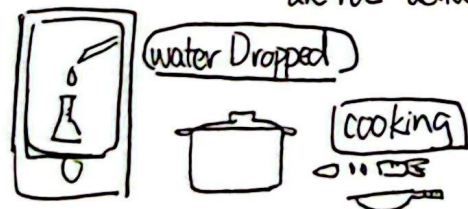
Casual Collecting Games / Collection



pay to collection: Travel + Diff Background

Time: 01:58 Time Based Collecting

"Idle" Collecting (allow players earn resources even when are not actively playing)



Virtual people + Reading

when this guy finished one book + reward

SOUL of the collection / time

Trigger the Desire to Collect

Tap into the human Instinct to Collect

Obsessive-Compulsive Disorder

99%

Perfectionist Tendencies

Appeal to the Collector's Instinct

Create a Compulsion to Complete the COLLECTION

ALSO is AFK reward system

MAIN POINT

Break free from the 'control' of your phone

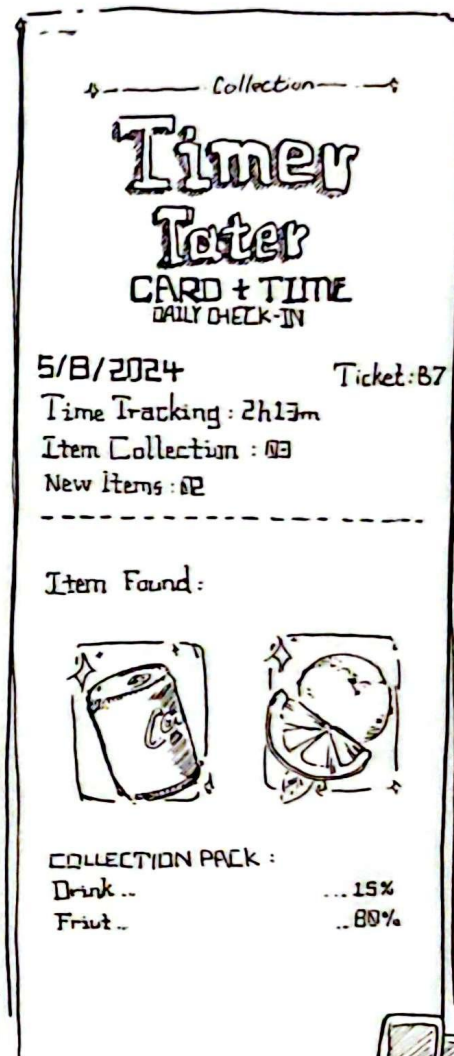


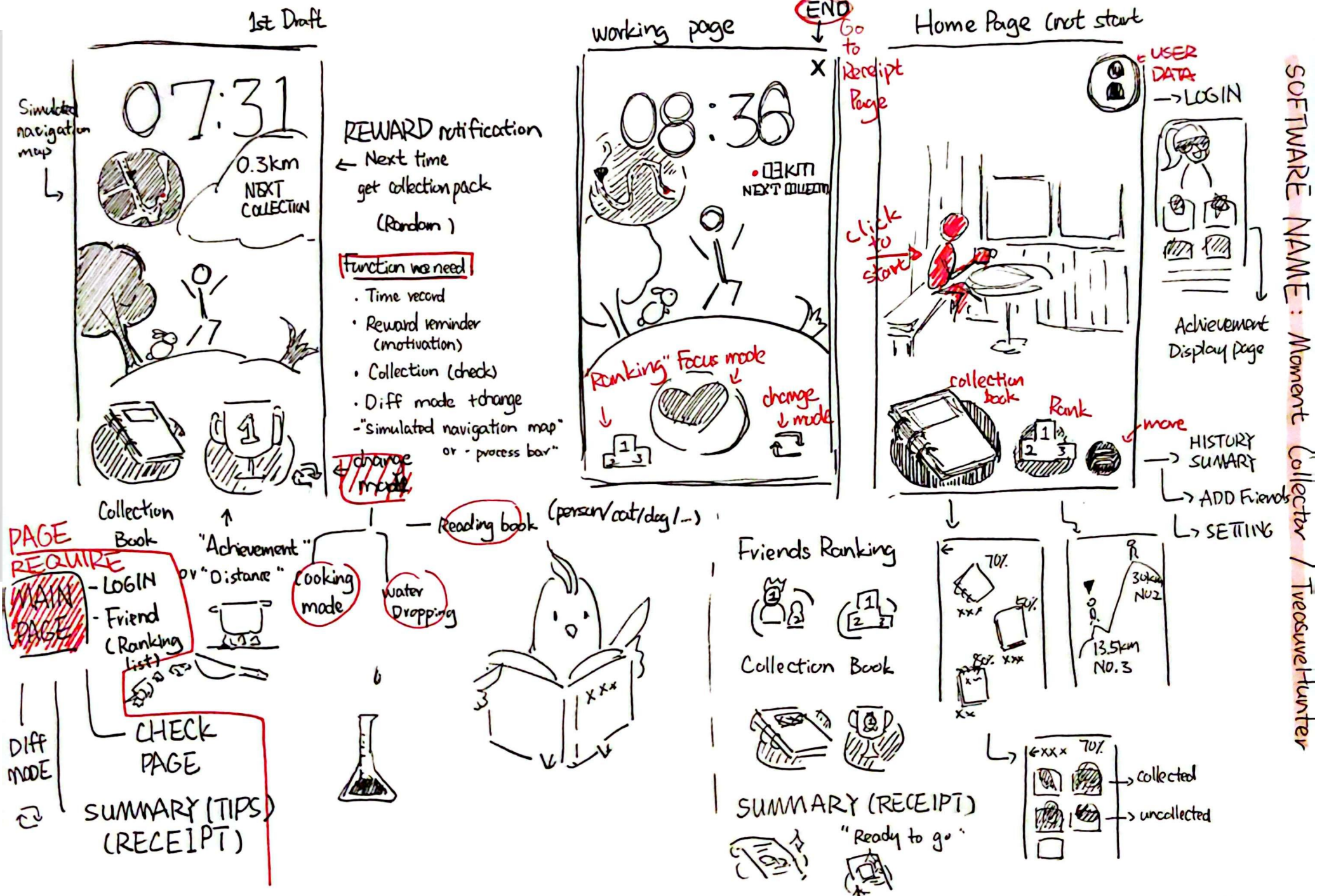
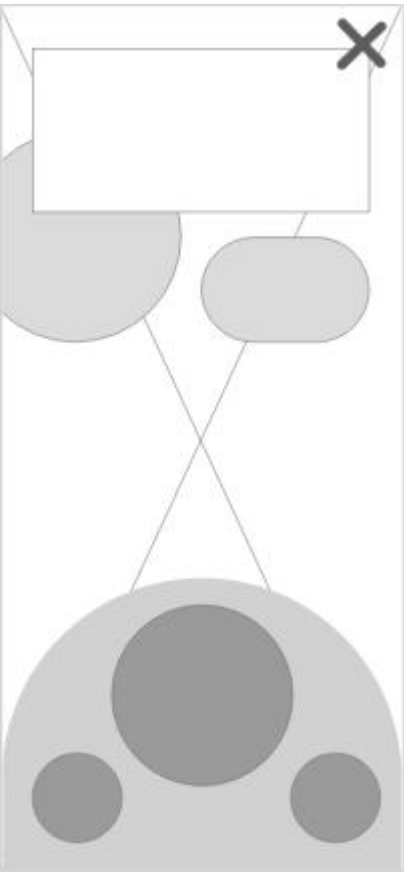
DIY



cooking

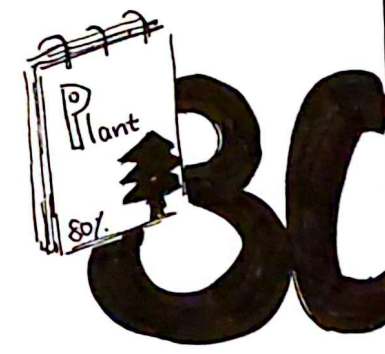
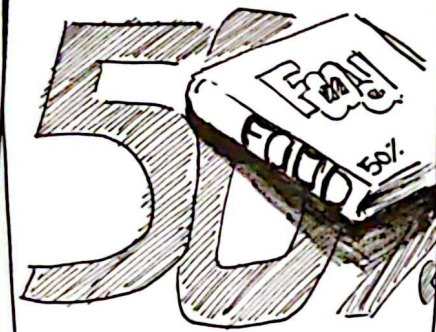
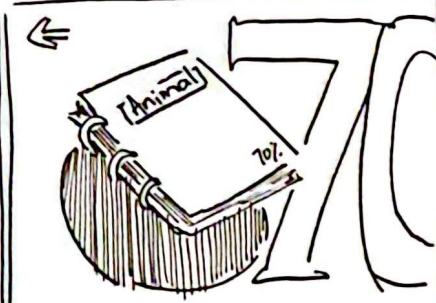
Addictive things







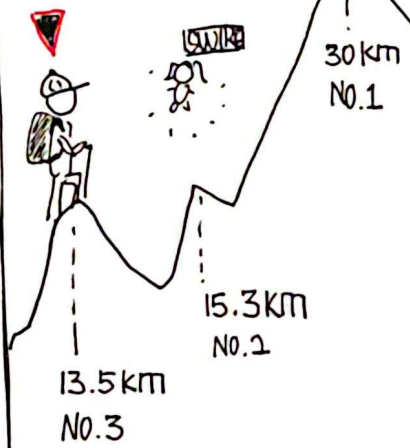
COLLECTION PACK PAGE



RANK PAGE

Current RANK

3



The Destination is SURE!, still need 1h 10min

Scroll Down (up)

ICON

App / Software



Focus Mode



Friends Ranking

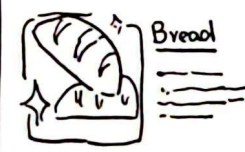


Mode change / select



collection pack 1 - Food

FOOD



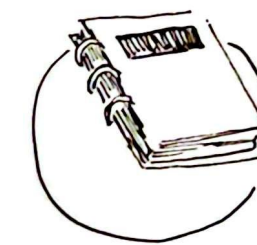
Function:

- Record time
- Collection part
- Comparison
- Apk / Force

Main concept:

- Leveraging the current trend of people enjoying unboxing mystery boxes
- Along with the tendency to enjoy completing collection
- Understanding the intrinsic entertainment needs in people's subconscious, such as the potential sense of fulfillment

collection pack



more function



personal/people profile



End (Always same place)

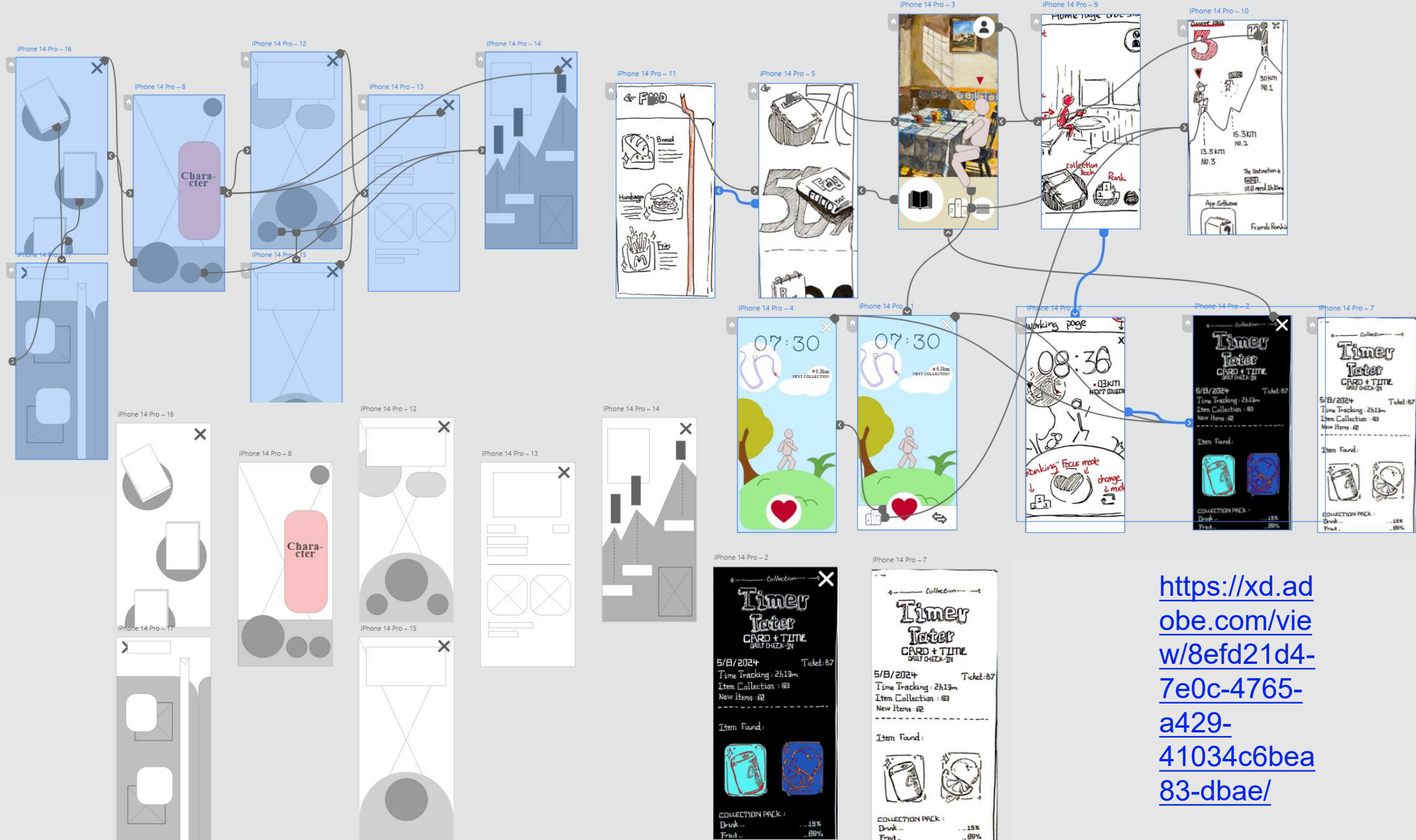


SUMMARY/RECIPT



or





<https://xd.adobe.com/view/8efd21d4-7e0c-4765-a429-41034c6bea83-dbae/>