

Between homesickness and freedom

Bridging the gap between Chinese students and their families back home

1/

What's the context ?

**More Chinese students
go abroad to study**

**Their average age is
getting lower and lower**

610 000

Chinese studying
overseas in 2017¹



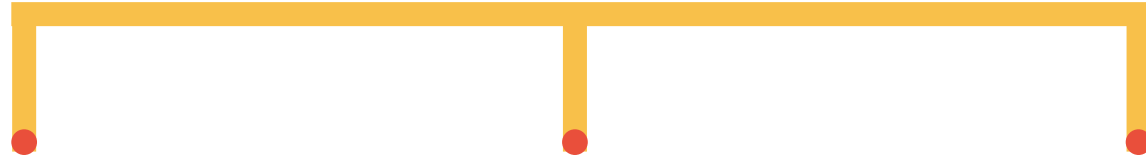
Chinese students have a higher chance of experiencing cultural loneliness when abroad



how do you overcome homesickness ?



how do you overcome homesickness ?



**fix stressful
situations**



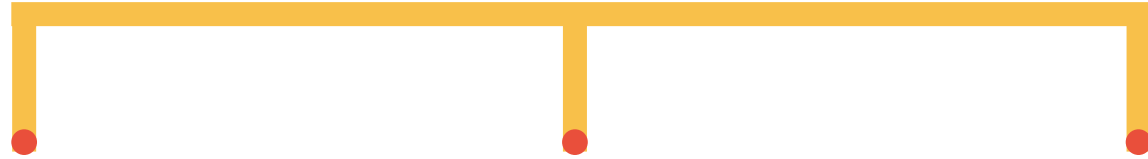
中国留学生在法国
Étudiants chinois en
France

🔒 Closed group

**remember
home**

**communicate
with home**

how do you overcome homesickness ?



fix stressful
situations



中国留学生在法国
Étudiants chinois en
France

🔒 Closed group

remember
home

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how do you overcome homesickness ?

fix stressful
situations

remember
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communicate
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how do you overcome homesickness ?



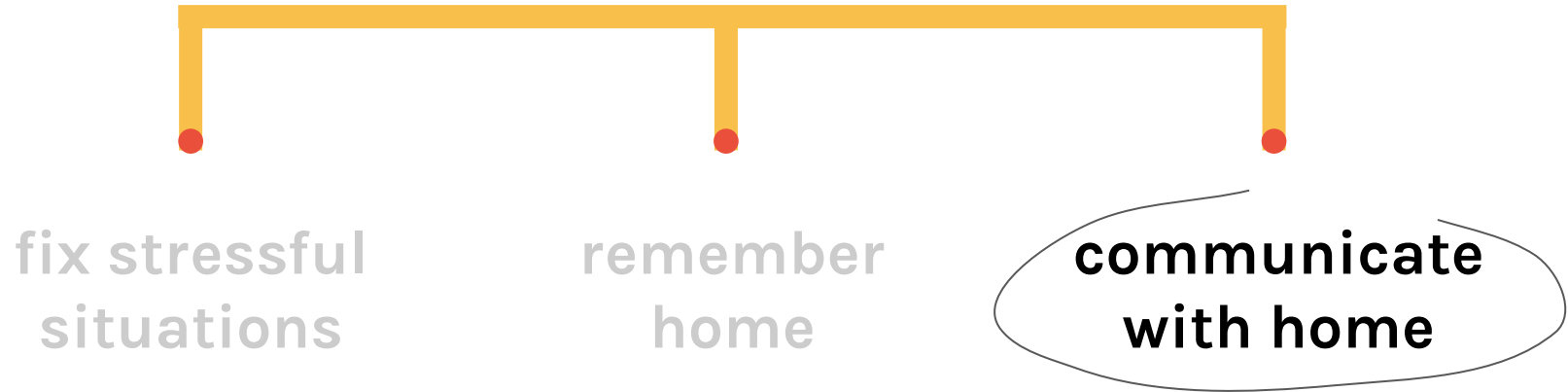
fix stressful
situations

remember
home

**communicate
with home**



how do you overcome homesickness ?



the main communication
channel is **WeChat**



2/

What's wrong with WeChat?

1st round

INTERVIEW :
Homesickness &
communication

4 Chinese
students abroad



2nd round

**IN DEPTH
INTERVIEW :**
How do you
communicate
with your family ?

2 Chinese
students abroad



3rd round

SURVEY :
Family & WeChat
habits and usage

15 Chinese
students abroad



4th round

SURVEY :
Confirmation of
WeChat's limits

10 Chinese
students abroad



1.

triggers
homesickness

2.

ostracizes some
family members

3.

doesn't take context
into account

4.

relies on a single
limiting language

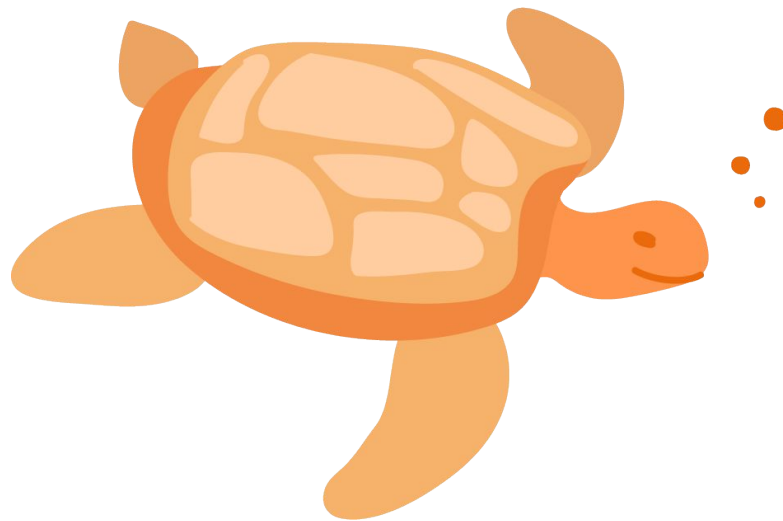
5.

breaches
privacy

海归

Hǎi

Guī

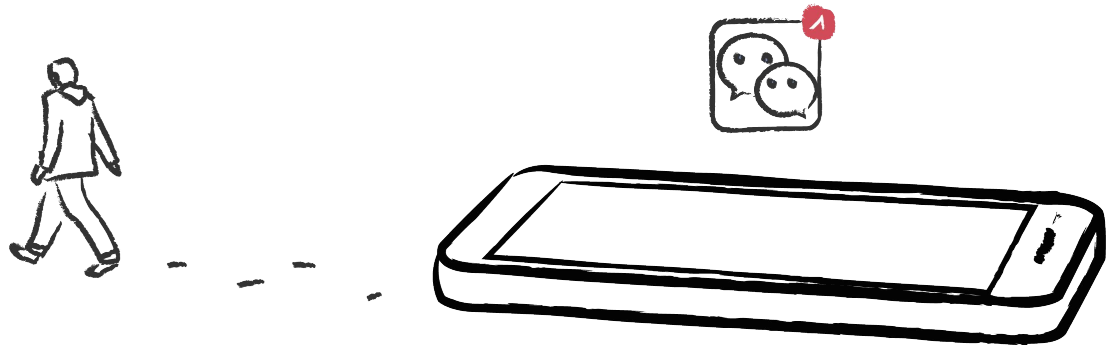


3/

What's the design opportunity ?

an **alternative** medium of communication that
sustains family relationships and provides a
relief for homesickness

Why design yet another medium of communication ?



as an interaction designer

**I want to make sure tech is not
widening the gap between families.
I want to give users a choice,
an **alternative**.**

4/

**What are the specifications
of this new medium ?**

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NEW
FAMILY
RITUALS

1.

triggers
homesickness



**NEW
FAMILY
RITUALS**

2.

ostracizes some
family members



**SIMPLE
INTERACTION
MECHANISMS**

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**PROVIDE A
3RD "COMMON
CONTEXT"**

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**SYMBOL
BASED
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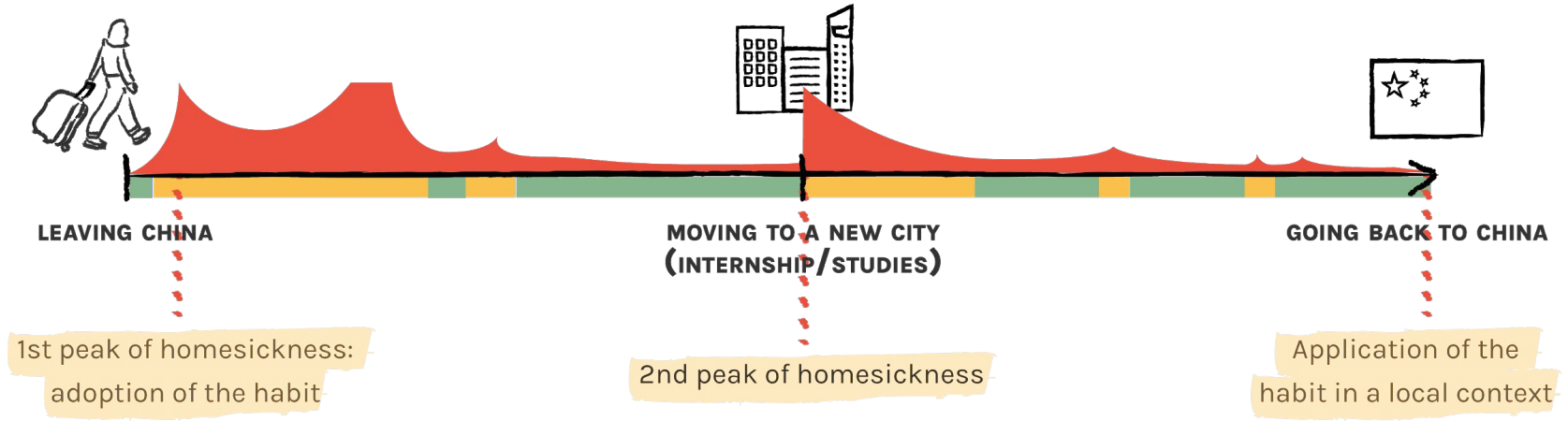
**SYMBOL
BASED
LANGUAGE**

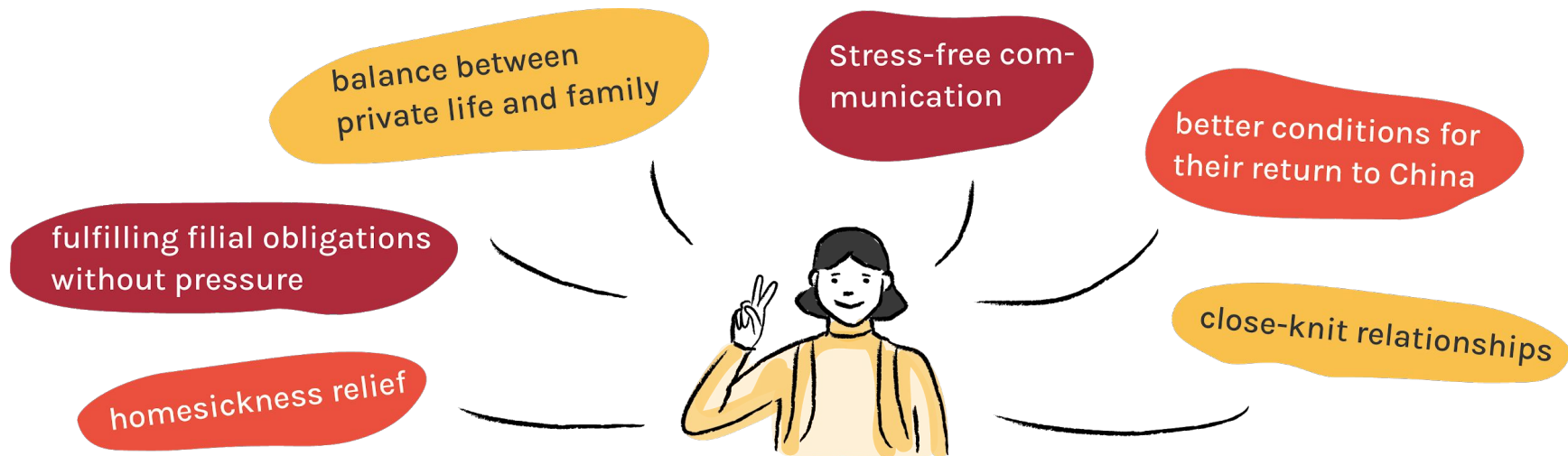
5.

breaches
privacy

**NON-INTRUSIVE
& FAMILY
EXCLUSIVE**

- Homesickness level
- Recreational use (sustain relationships)
- Crisis use (relief for homesickness)





5/

What was my design process?



TUTOR

Li Xiao Yu

Prepares Chinese students
before they go abroad.
Discussing the possibility of
distributing the concept in
her company



Jing Wen

Author of «Online Games
and Family Ties:
Influences of Social
Networking Game on
Family Relationship»



Wang Ruoxi

studied in France
for 4 years



Jing Yun

studied in France
for 4 years



Li LengLiang
studying in
France



Yi Fei
studying in
France



Yiyang

studied in France
and Germany



Xiao Yu

studying
in France



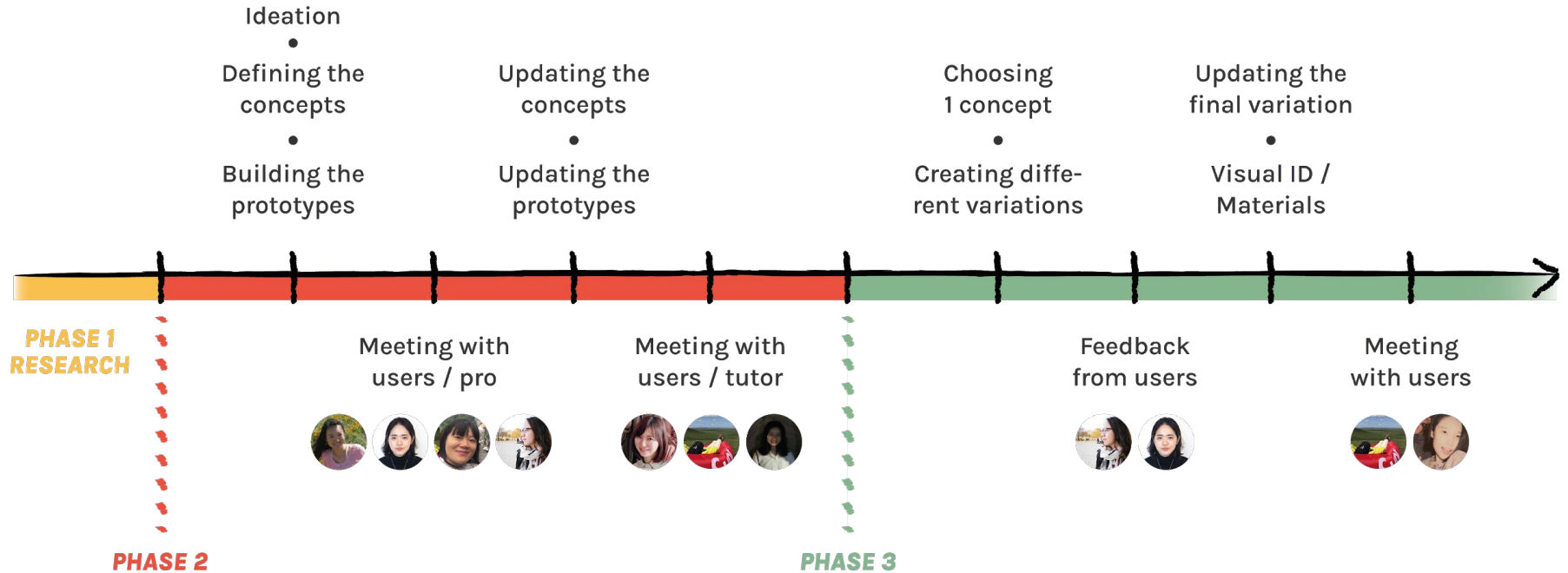
Xuan

studied in France
for 10 years



Yuan Yi Ran
studying in
France

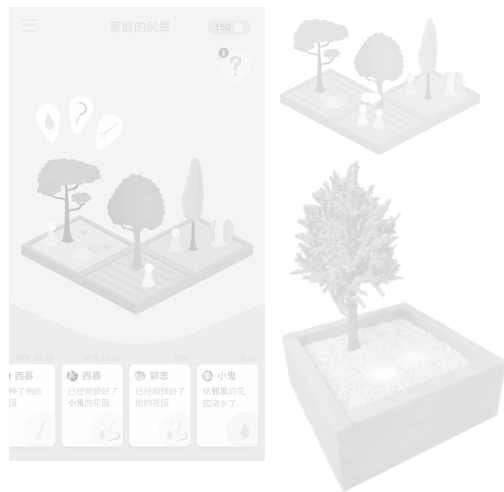




6/

Which solution ?

1. 开心盆景

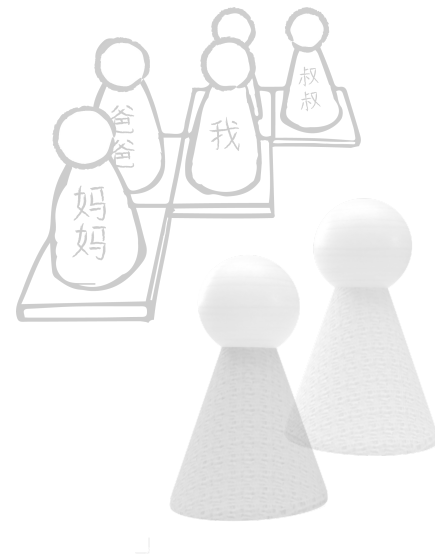


2. HOW'S THE CAT?

3 CONCEPTS



3. 你吃了吗?



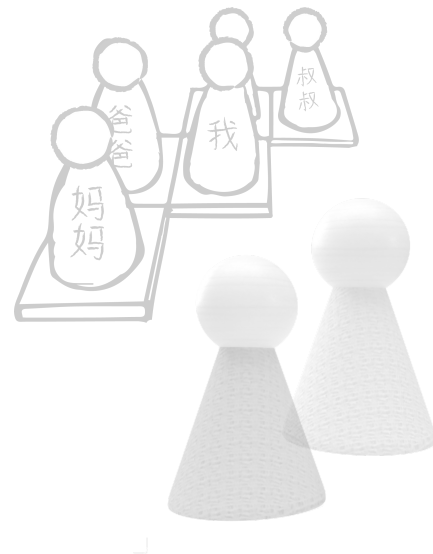
1. 开心盆景



HOW'S 2. THE CAT?



3. 你吃了吗?



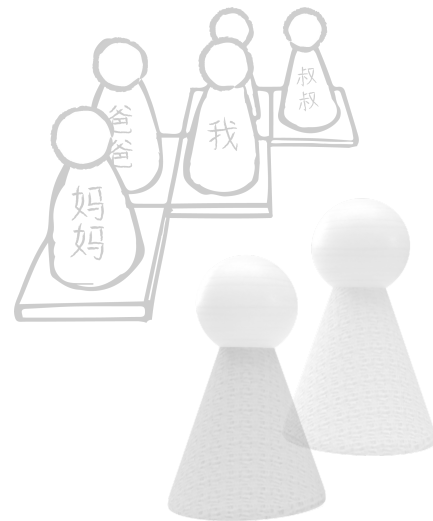
1. 开心盆景



2. HOW'S THE CAT?



3. 你吃了吗?



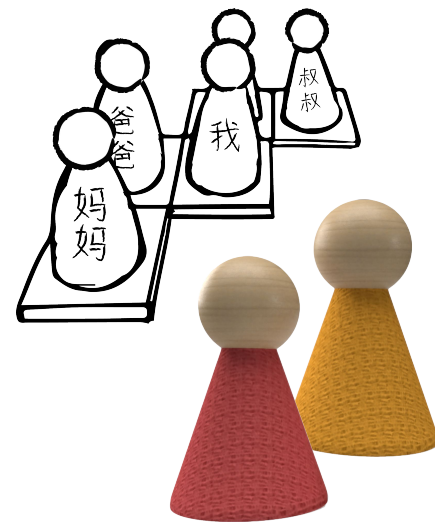
1. 开心盆景



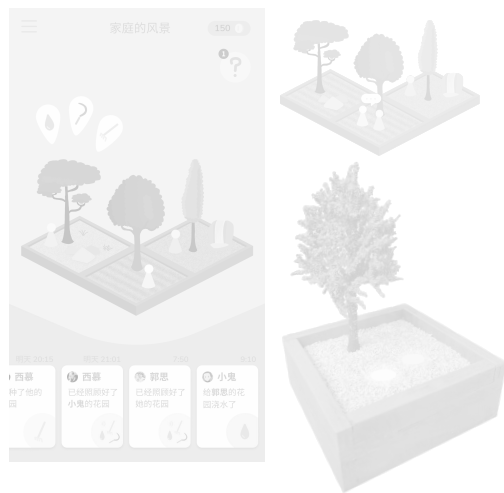
2. HOW'S THE CAT?



3. 你吃了吗?



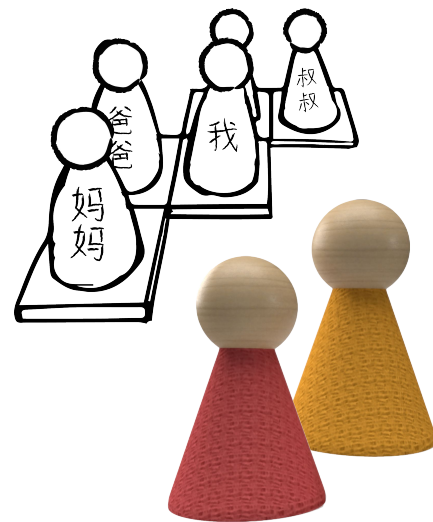
1. 开心盆景



HOW'S 2. THE CAT?



3. 你吃了吗?





When I'm abroad the only representation of my family is on WeChat, on the tiny icons. With this concept I can physically hold my family members, it gives me emotional comfort.



Wang Ruoxi

studied in France for 4 years



It's my favorite concept, it's simple and convenient. Since eating meals is an important moment for us Chinese, it's very sweet to share this with the family.



Xiao Yu

studying in France

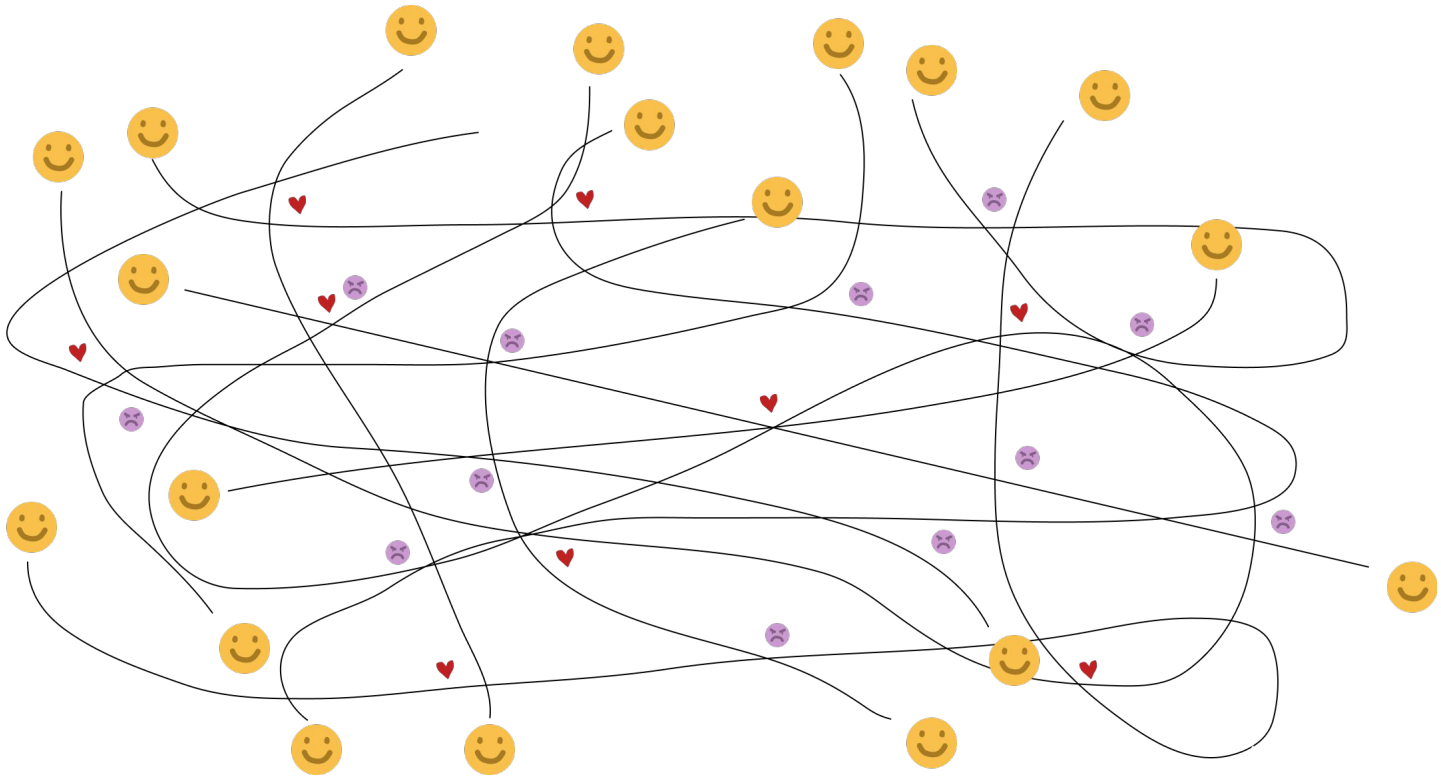


Since food is the eternal topic in Chinese culture, 你吃了吗? is the most attractive concept.

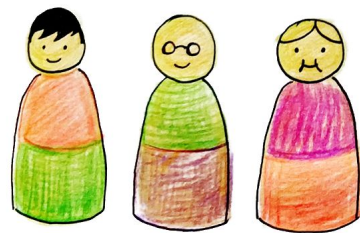
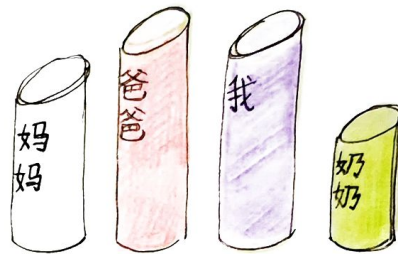
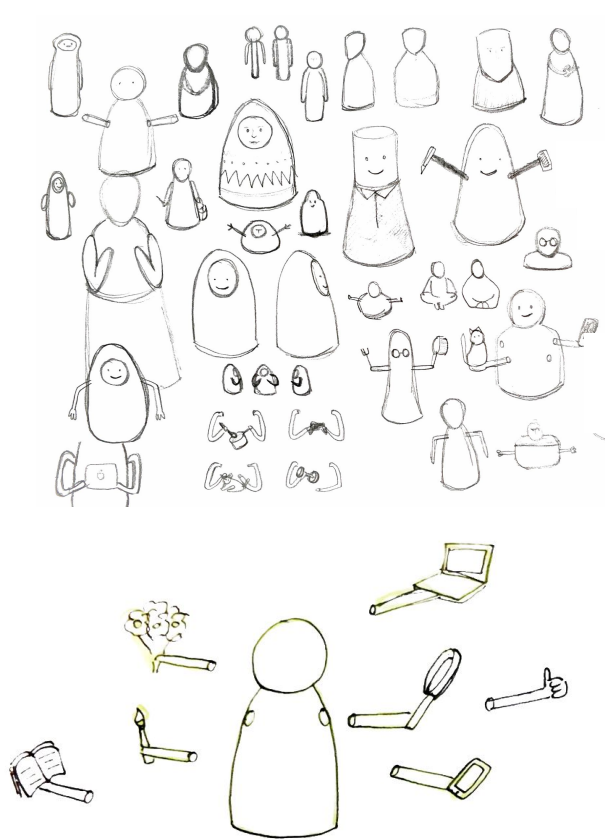


Jing Wen

author of « Online Games and Family Ties: Influences of Social Networking Game on Family Relationship »



How do you represent a person ?



你吃了吗?



7/

The final iteration



How does it work ?



do a circular motion to
notify you have eaten



double-tap to remind a
family member to eat



4 hours after having notified you
have eaten, your seal disappears

reassure about the present / curate the past

The onboarding process



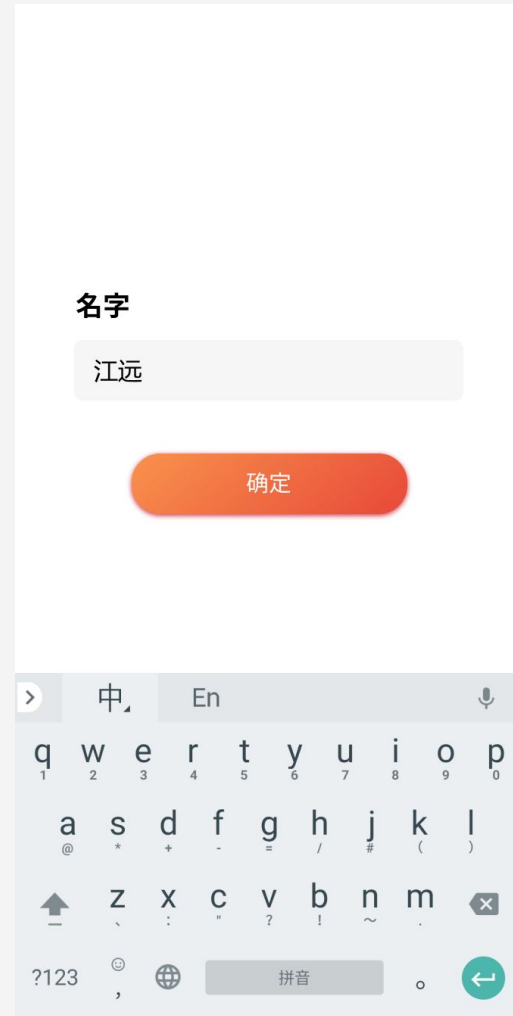
The onboarding process

名字

你的名字

确定

The onboarding process



The onboarding process

发起一个新的家庭

邀请家人，摆好餐桌，
开始聚会！



加入家庭

你的家庭成员已经摆好了
餐桌，他们正在等你！



确定

The onboarding process

发起一个新的家庭

邀请家人，摆好餐桌，
开始聚会！



加入家庭

你的家庭成员已经摆好了
餐桌，他们正在等你！



确定

The onboarding process

名称

姓氏或家庭昵称

确定

The onboarding process

名称

张家族

确定

> 中 En

q w e r t y u i o p
1 2 3 4 5 6 7 8 9 0

a s d f g h j k l
@ * + - = / # ()

↑ z x c v b n m ✕
_ , ; " ' ? ! ~ .

?123 , 地球 拼音 。

The onboarding process

你的吱口令已生成。
将密码发送给你的家人

wiwUUr72Vc

复制



QQ



微信



微博



短信

下一个

The onboarding process

寻找要连接的设备。。。。

确保设备已打开，请稍等



我没有设备 >

The onboarding process

找到2设备

请在设备背面确认序列号



NCLM_0001



NCLM_0002

确定

The onboarding process

找到2设备

请在设备背面确认序列号



NCLM_0001



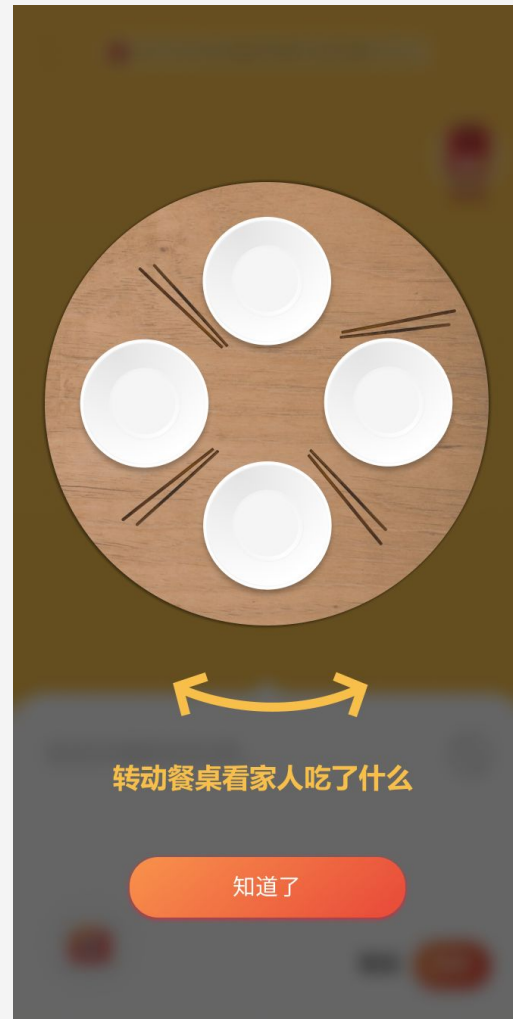
NCLM_0002

确定

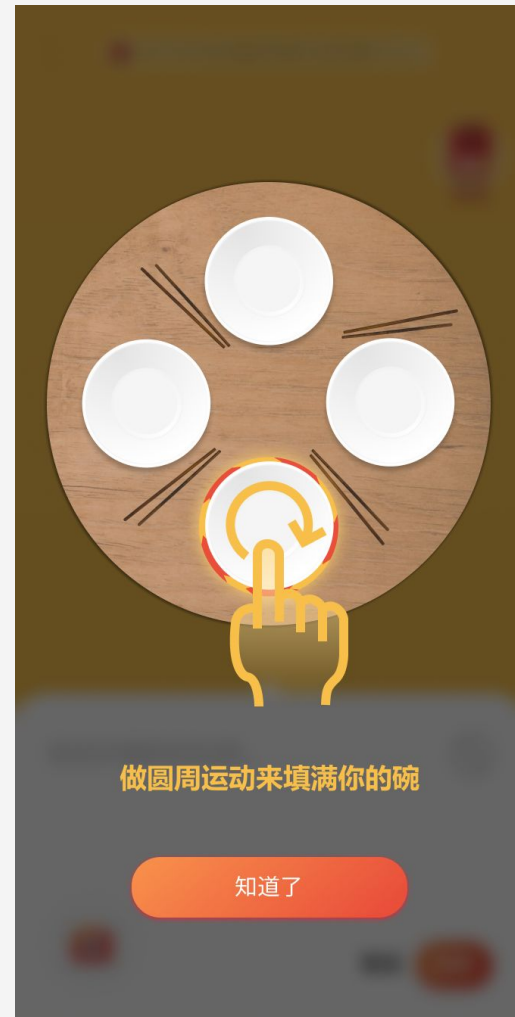
The onboarding process



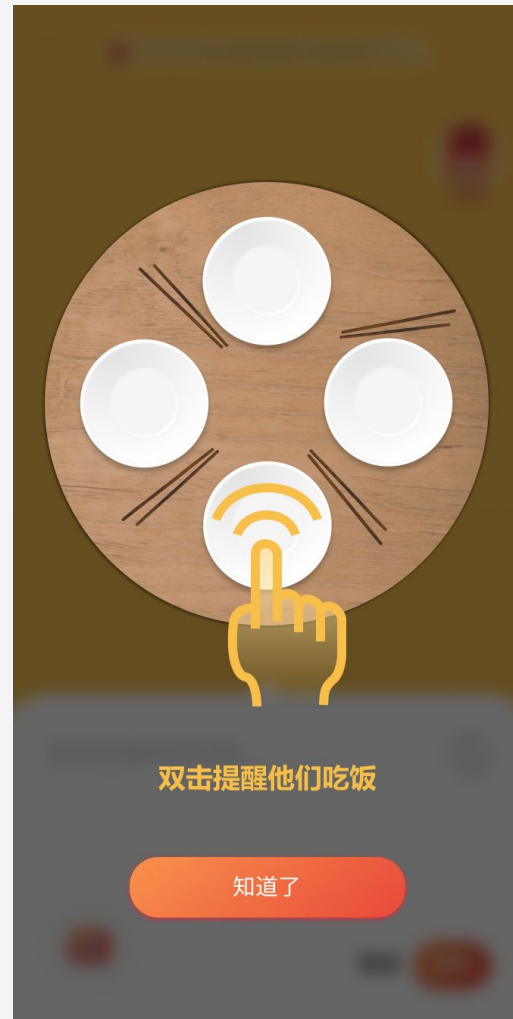
The onboarding process



The onboarding process



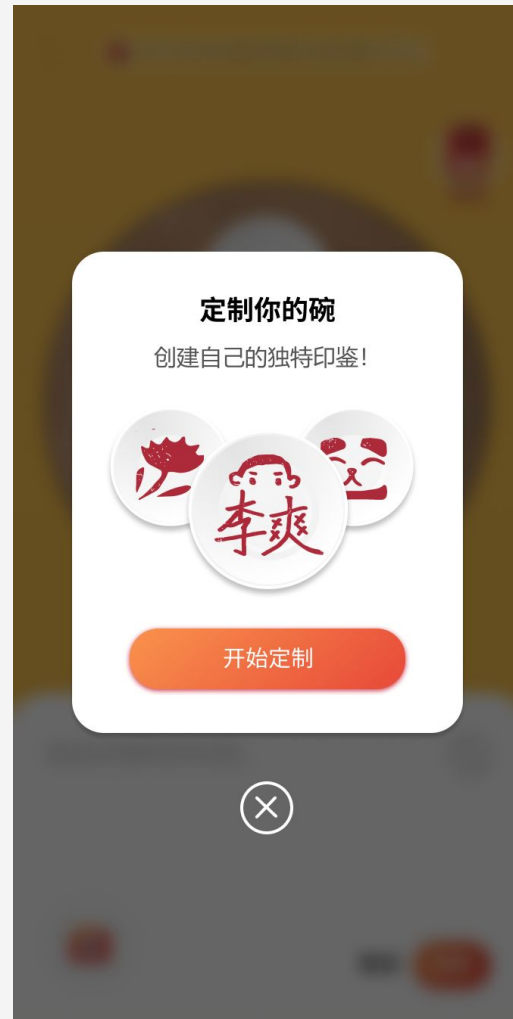
The onboarding process



The onboarding process



The onboarding process



The onboarding process



在纸上画出您的签名，你的动物，
你的符号或只是你的名字。



确定

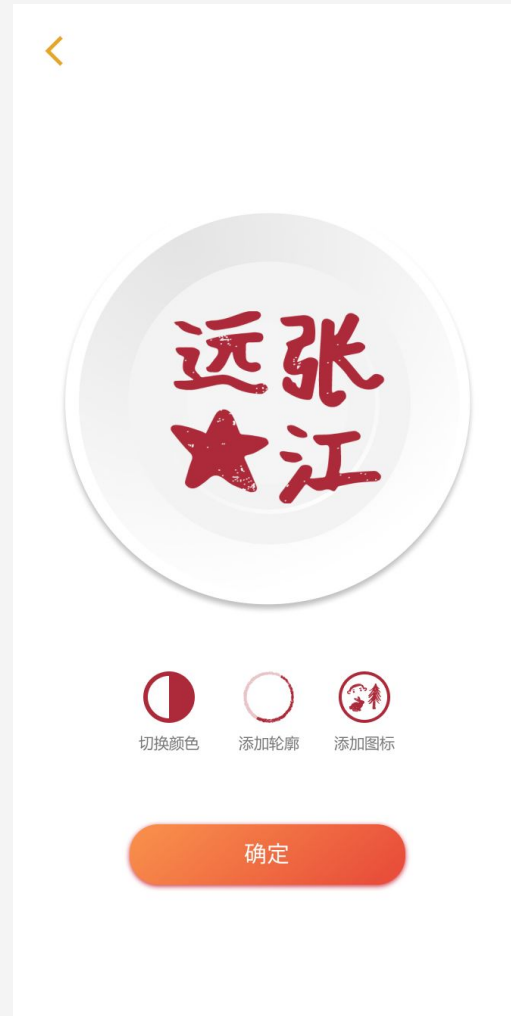
The onboarding process



The onboarding process



The onboarding process



The onboarding process



The onboarding process



The onboarding process



Sharing your meal

? 你今天吃的最奇怪的食物是什么?



Sharing your meal



Sharing your meal



Sharing your meal



Sharing your meal



Sharing your meal



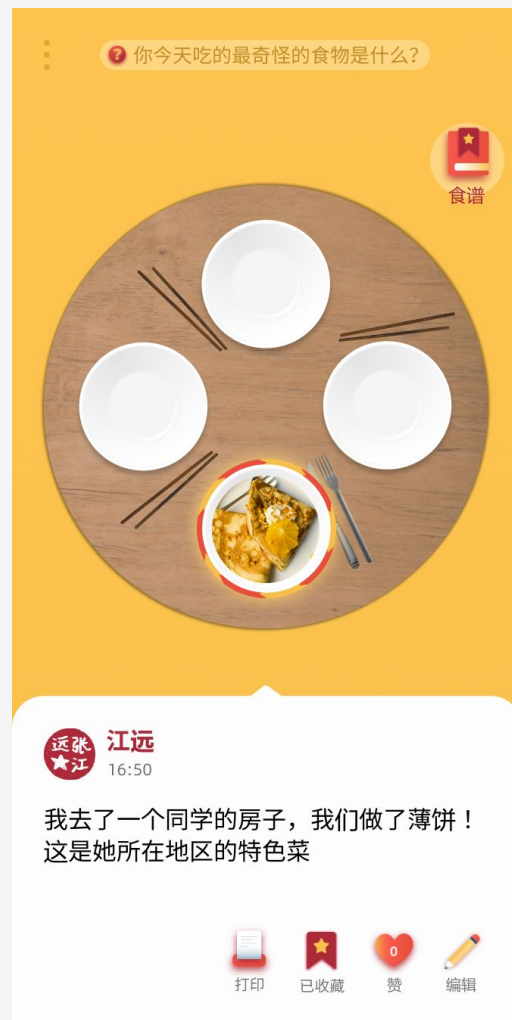
Sharing your meal



Sharing your meal

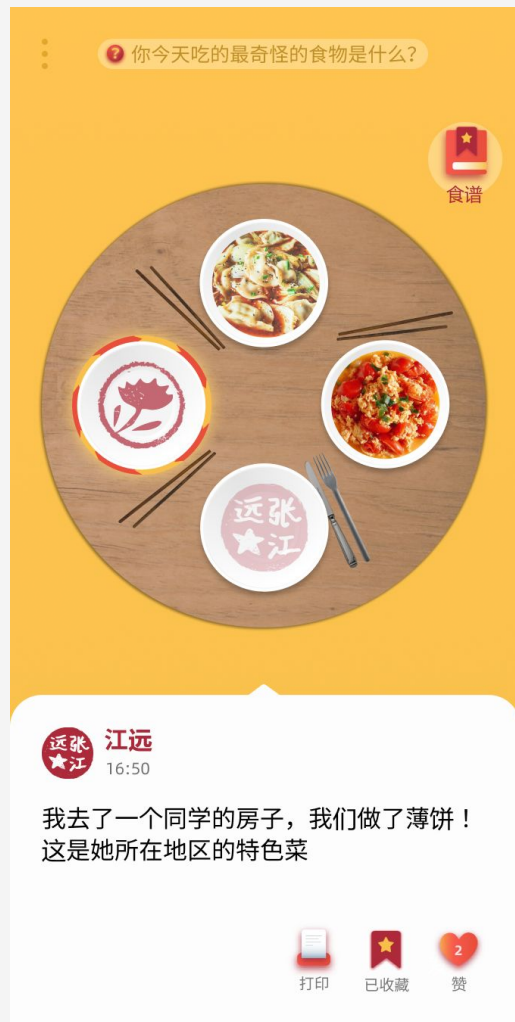


Sharing your meal



FROM  奶奶'S POINT OF VIEW

Remind a family member to eat



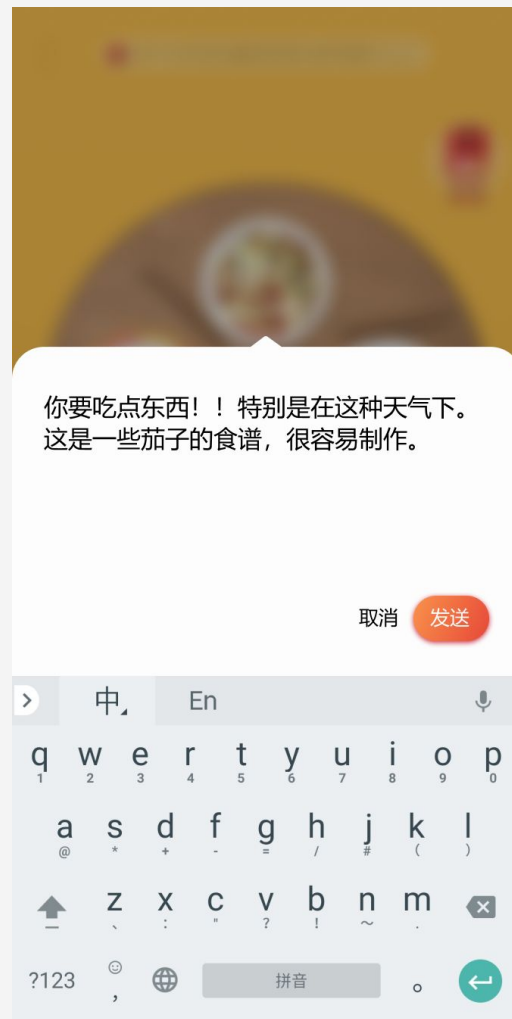
FROM  奶奶'S POINT OF VIEW

Remind a family member to eat



FROM 奶奶'S POINT OF VIEW

Remind a family member to eat



FROM  奶奶'S POINT OF VIEW

Remind a family member to eat

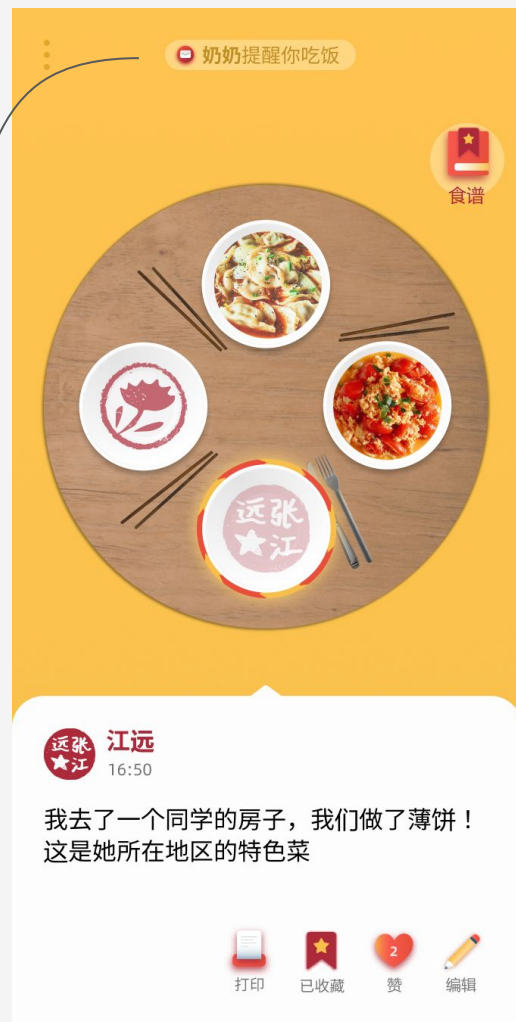


FROM 江远'S POINT OF VIEW

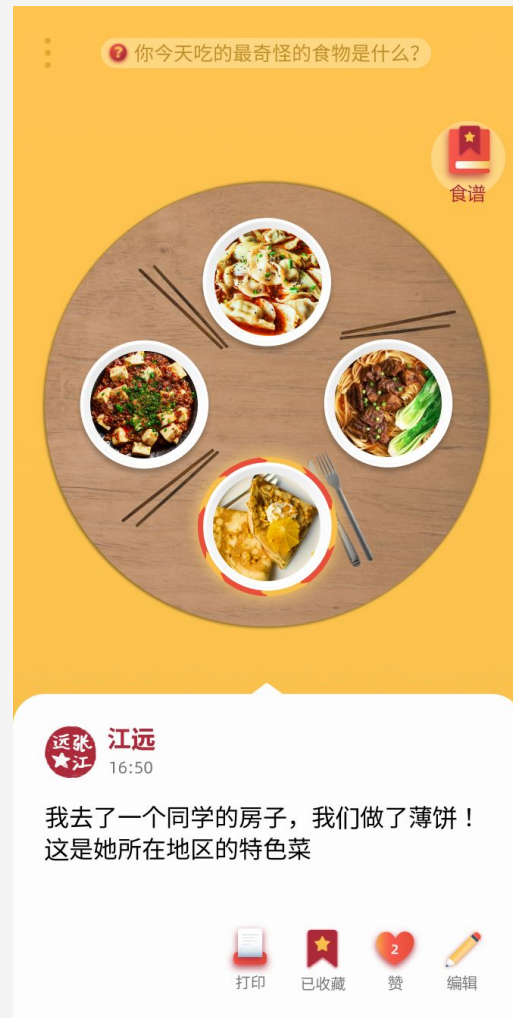
Remind a family member to eat



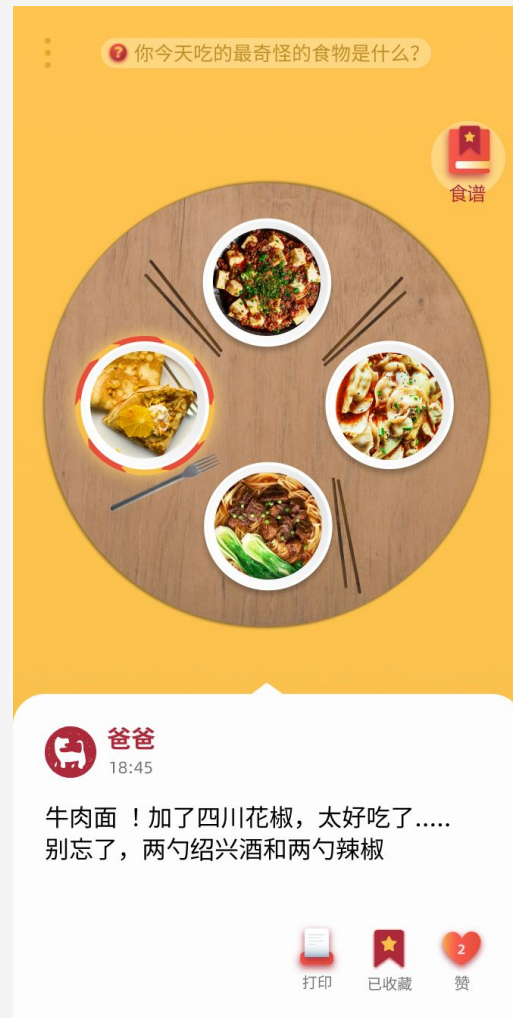
奶奶提醒你吃饭



Overview



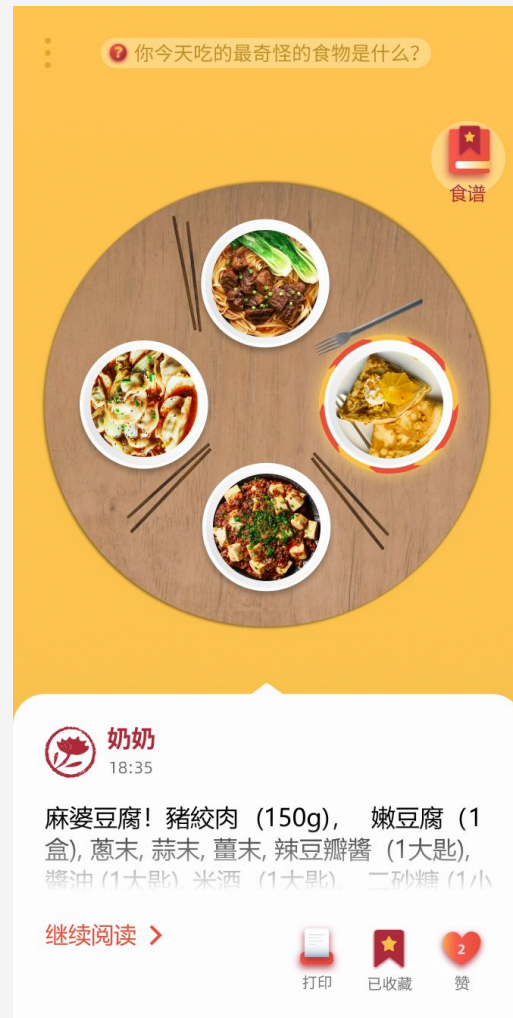
Overview



Overview



Overview



Adding a recipe to the recipe book



Adding a recipe to the recipe book



Adding a recipe to the recipe book



食谱



奶奶

2020年1月10日

麻婆豆腐！豬絞肉（150g），嫩豆腐（1盒），蔥末，蒜末，薑末，辣豆瓣醬（1大匙），醬油（1大匙），米酒（1大匙），二砂糖（1小匙），太白粉水，老干媽辣椒（適量）。

蔥切末，分蔥白和青蔥。蒜切末、薑切末備用。豆腐切1.5x1.5小丁備用。鍋中倒入少許油，熱油爆香蒜末、薑末、蔥白末。下絞肉拌炒至變色，7、8分熟時加入豆瓣醬和砂糖，將肉末炒出香氣。加入醬油、米酒、水，翻動一下再加入豆腐丁，不要大動作翻動豆腐，用木匙從外向內稍微推動一下豆腐即可。

湯汁滾了加入老干媽辣椒再多煮3-5分鐘，待稍微收汁倒入太白粉水，撒上青蔥末即可盛盤。

打印已收藏

Adding another member to the table



Adding another member to the table

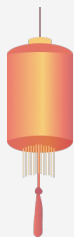


Adding another member to the table



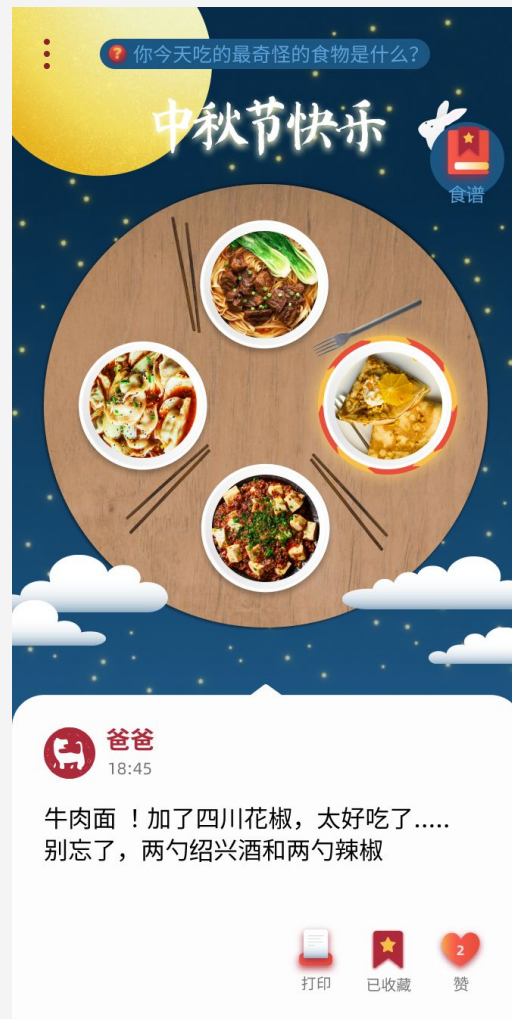
EXCLUSIVE TEMPORARY THEME

Chinese New Year

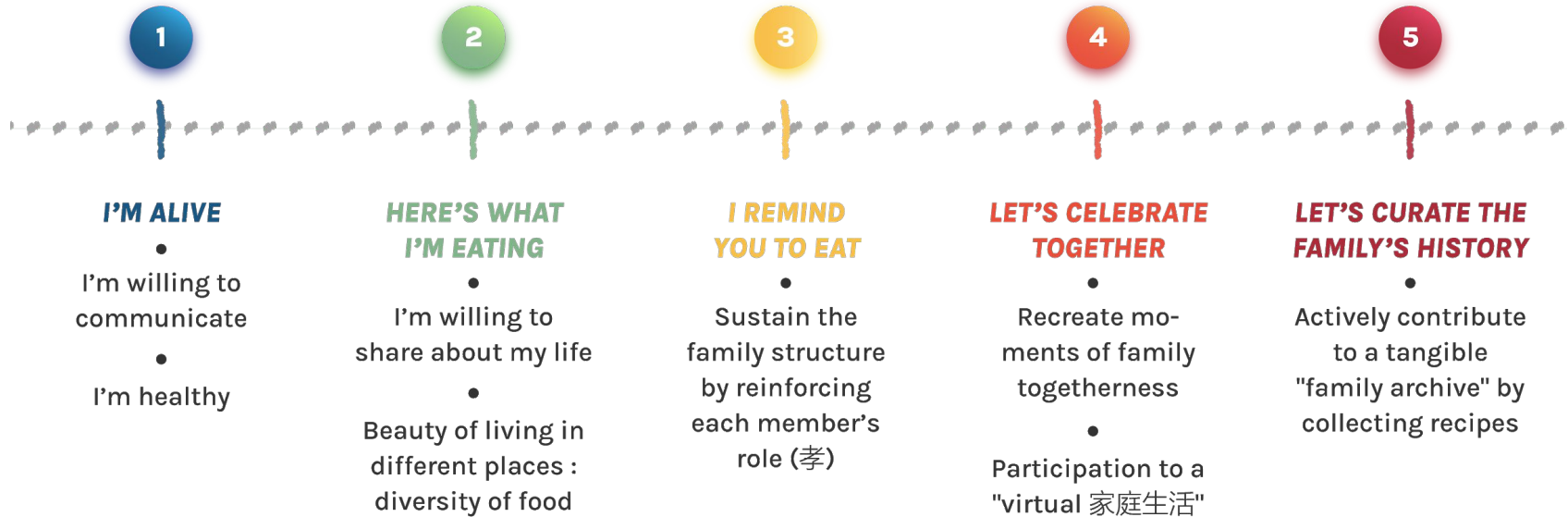


EXCLUSIVE TEMPORARY THEME

Mid-Autumn Festival



Different levels of commitment :



8/

**Visual identity +
CMF (color, material, finish)**





Paper-like
display

MEMORIES /
HANDWRITTEN
LETTER /
AUTHENTIC /

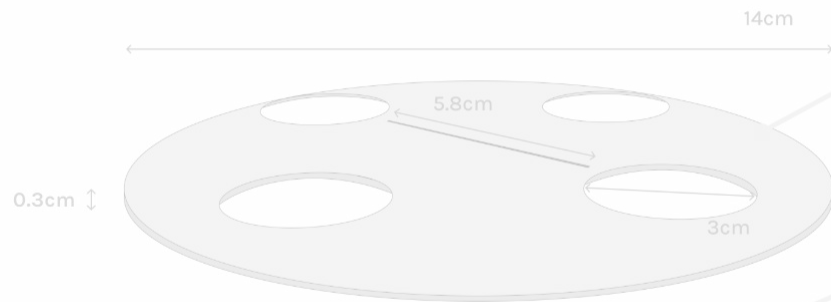


Uncoated
Chinese Fir

WARMTH /
NATURAL /
LONGEVITY /
FAMILIARITY

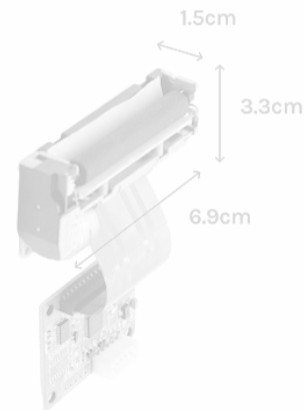
9/

How is it built ?

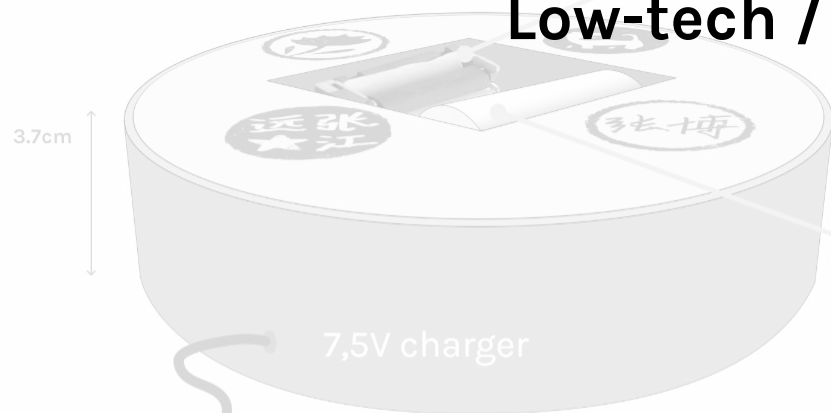


Chinese Fir

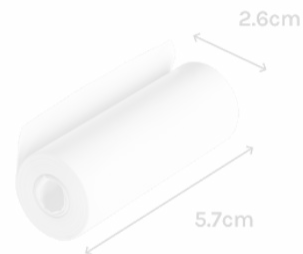
Thermal printer +
hardware based
on Arduino

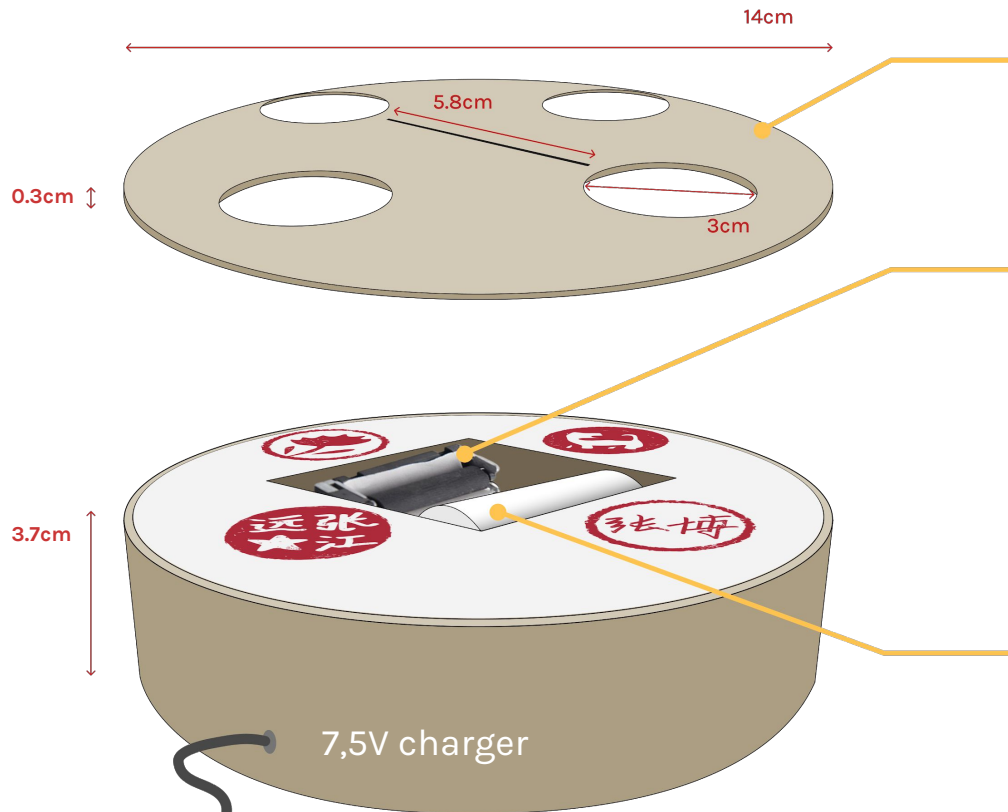


Low-tech / High emotions



Thermal paper roll



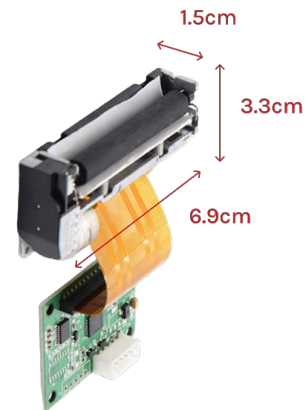


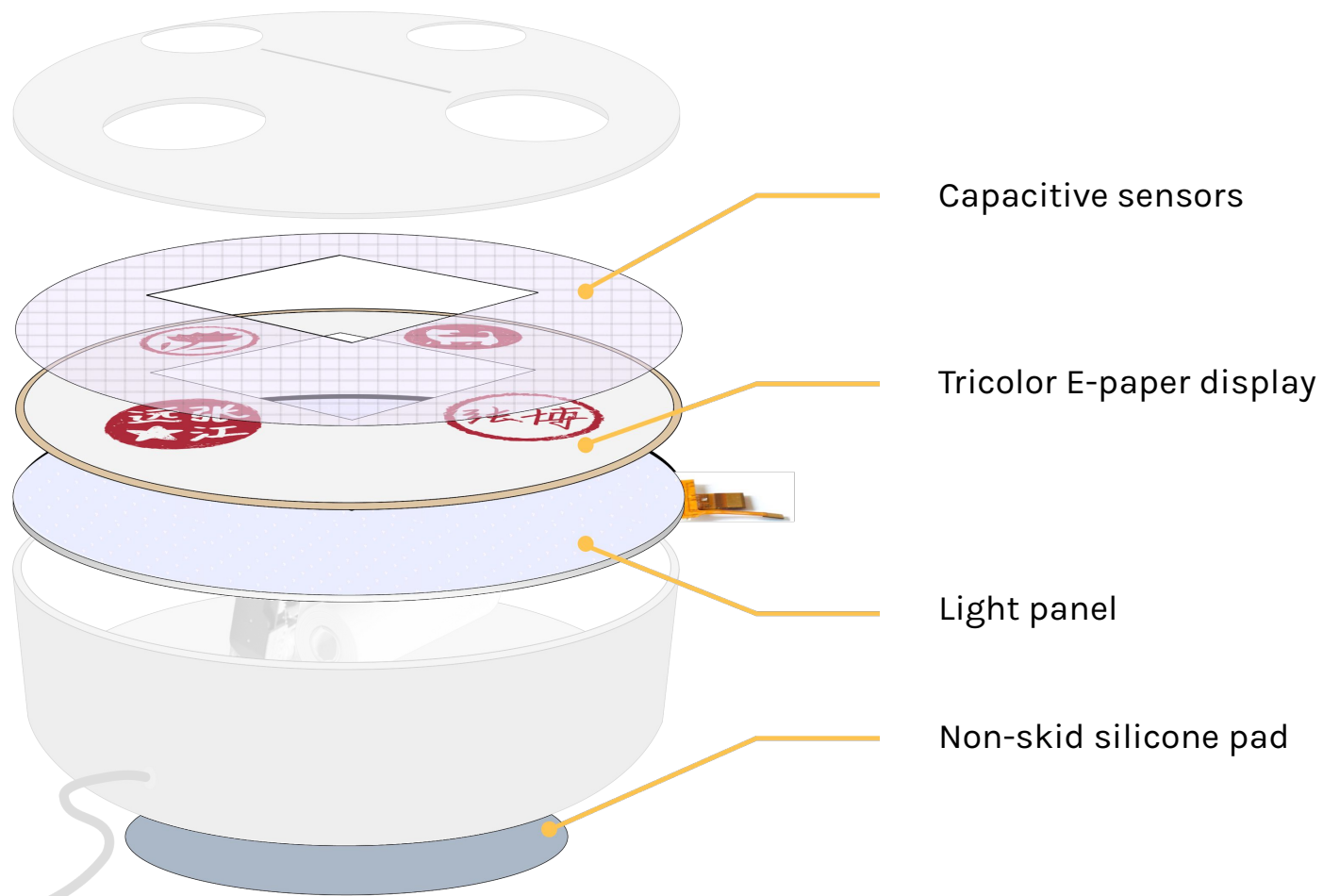
Chinese Fir

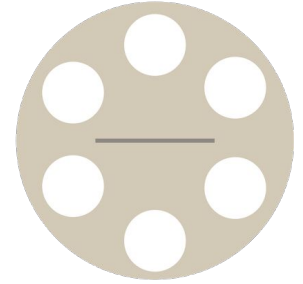
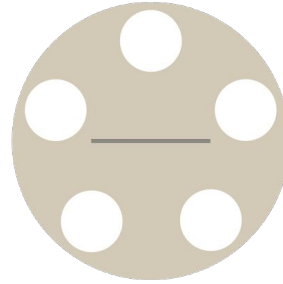
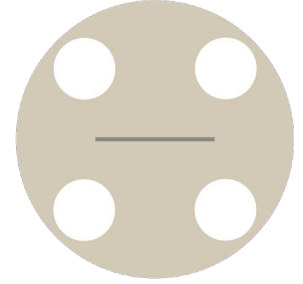
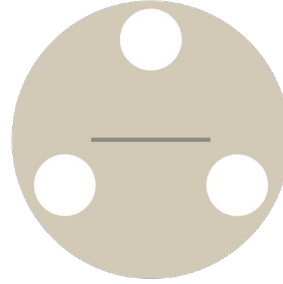
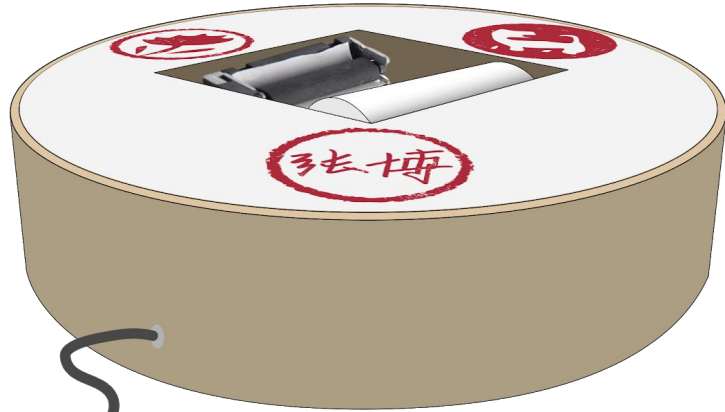
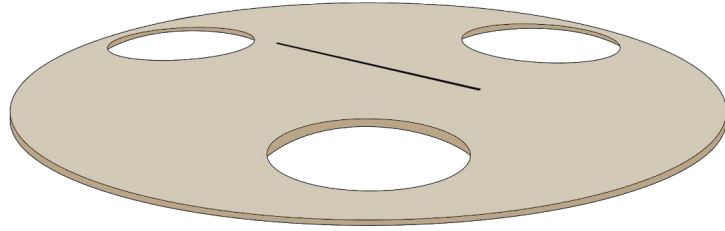
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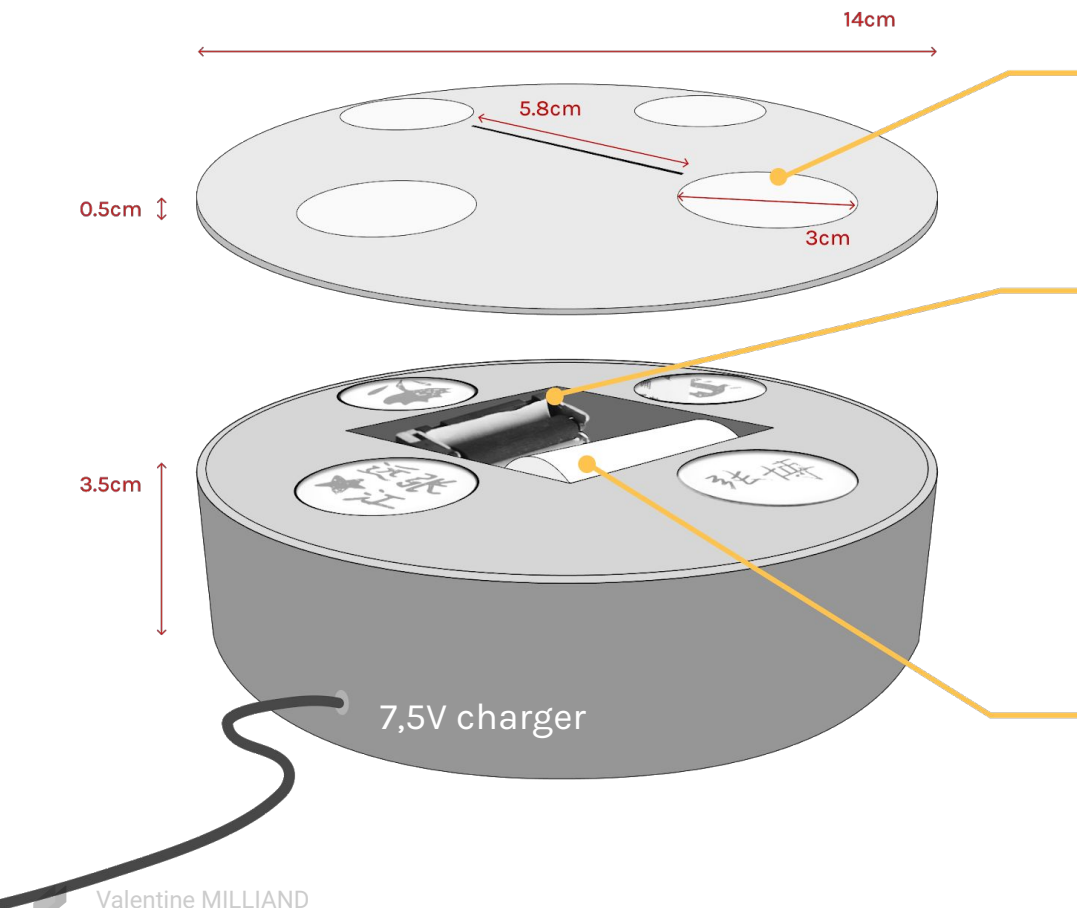


Thermal paper roll





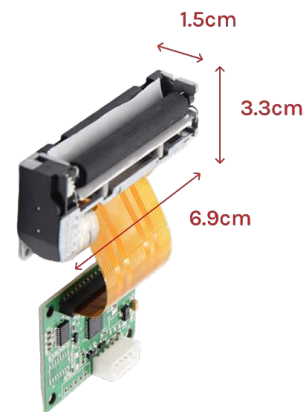


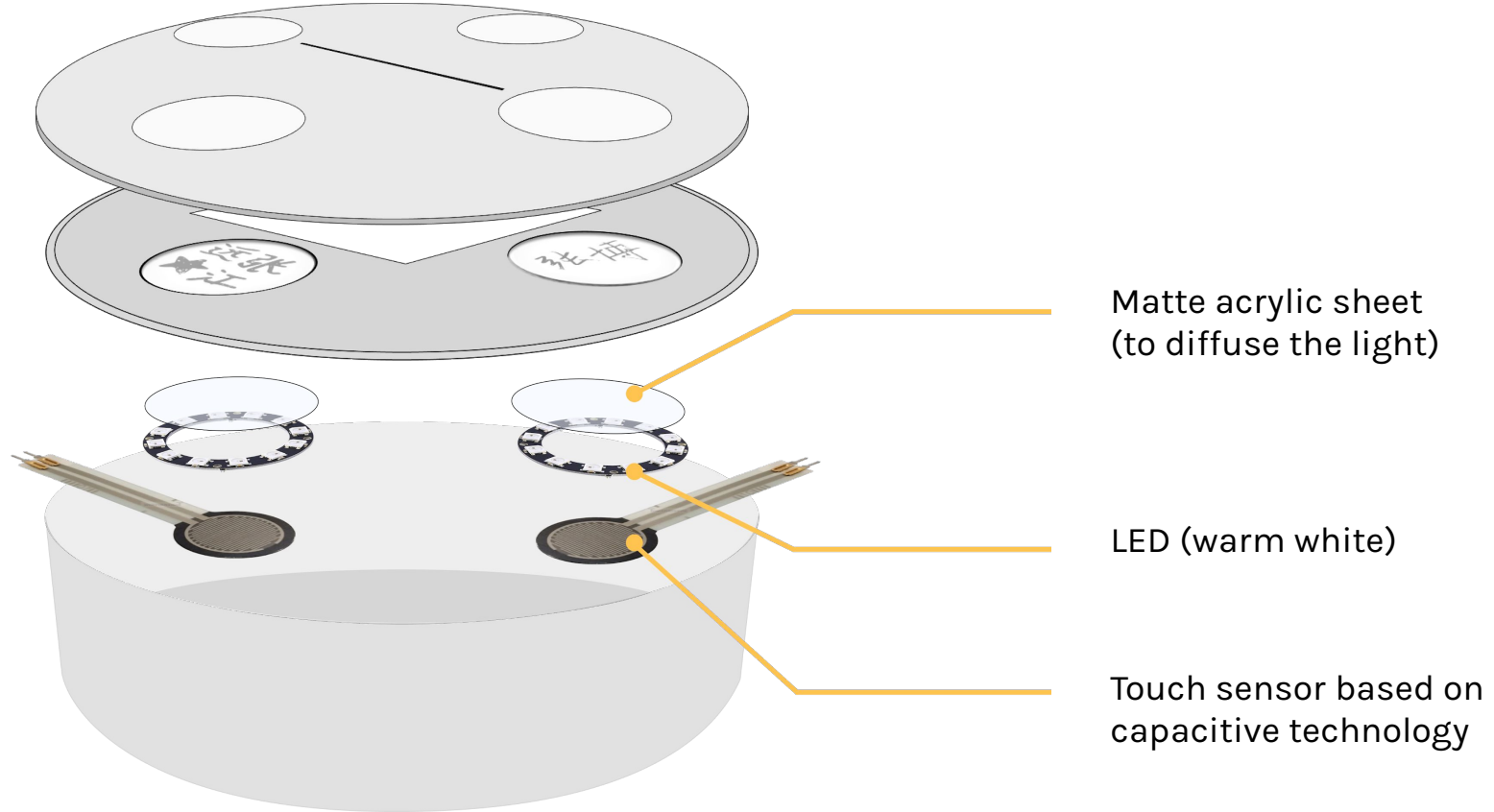


Non-reflective glass

Thermal printer

Thermal paper roll





10/

What are the resources needed ?

SUPPLIERS



Fujian Dongbo Wood Co., Ltd.

Wood (Chinese Fir)



尚尔美 ShangHerMei

Custom cardboard boxes



Shanghai Yixuan Paper Products Co., Ltd.

Blank recipe books



Dalian Good Display Co., Ltd.

Frontlit e-paper display



Makerfabs (Shenzhen)

58mm Thermal printer module

WORKERS



Electrical engineer

Design electronic board / hardware interfacing



Software architect

Build software w/ engineer + design in-memory database



Front-end developer

Develop APP + landing page to download it



Graphic designer

Design new content regularly (seasons, festivals)



Product owner

Coordinate everyone + oversee the direction + link w/ customers

11/

Where is it sold and how much is it ?



COSTS

Workers wages

Manufacturing (≈ 180 ¥ /device)

Promotional activities



PROFIT

Sales of the kit (340 ¥ /kit)

Sales of the extension (40¥ /lid)

Sales of the APP (20¥ /download)

SELLING + ADVERTISING POINT



Coucou Education and Tech CO. Ltd

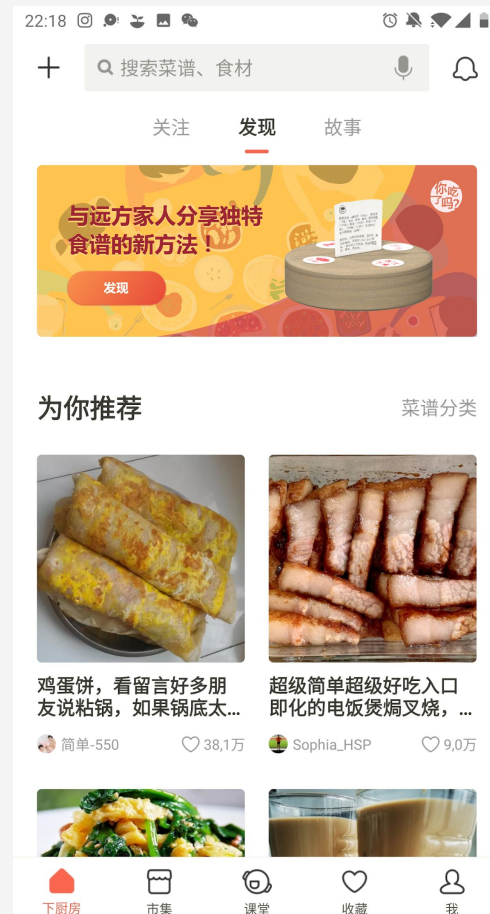
Prepares Chinese students
before they go abroad

ADVERTISING / PARTNERSHIP



下厨房 Xia Chu Fang

Cooking app popular among
Chinese students abroad



12/

Conclusion

1.

triggers
homesickness

**NEW
FAMILY
RITUALS**

2.

ostracizes some
family members

**SIMPLE
INTERACTION
MECHANISMS**

3.

doesn't take context
into account

**PROVIDE A
3RD "COMMON
CONTEXT"**

4.

relies on a single
limiting language

**SYMBOL
BASED
LANGUAGE**

5.

breaches
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as an interaction designer, focus on...

Decentralized ICTs

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**Taking into consideration the
complexity of human relationships**

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Decentralized ICTs

**Taking into consideration the
complexity of human relationships**

Truly user-centered

Thank you for listening

Feel free to ask any questions



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