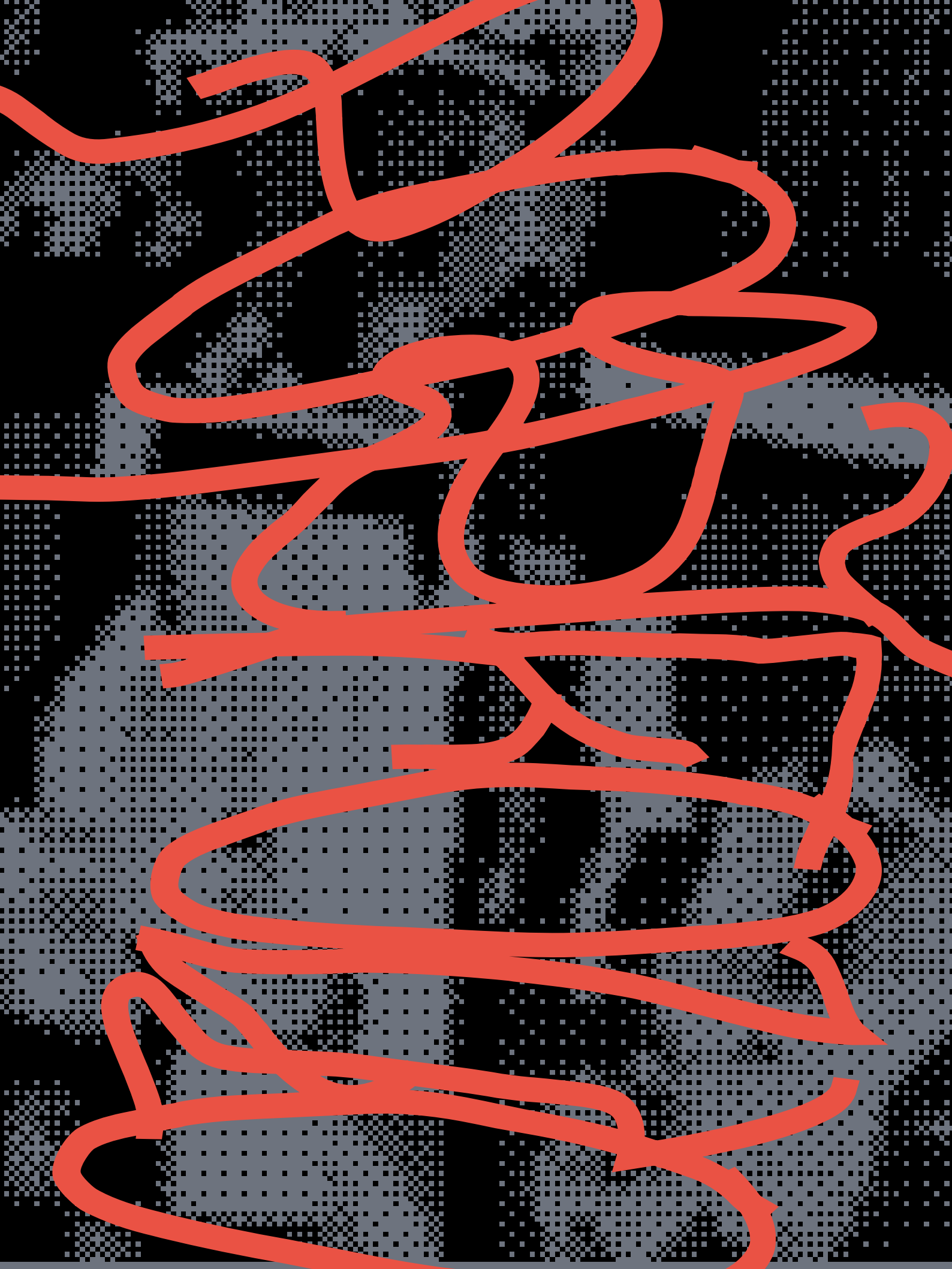


我是秦栋廷,视觉传达设计专业在读学生，在毕业后将继续聚焦于交互设计领域。我擅长运用设计思维,将复杂的设计挑战化繁为简,并提出独特而有效的解决方案。我追求将设计与情感、理念巧妙融合。通过视觉语言,我力求传递丰富而深刻的情绪,引发受众共鸣。我具备独立完成用户界面设计，品牌设计，视觉海报设计的能力，并在创作过程中不断突破媒介和技法的桎梏,力求为每一个项目注入创新活力。

+ 用户调研
+ 用户界面设计
+ 网页设计
+ 设计思维
+ 推测设计
+ 3D 建模
+ 品牌设计
+ 书籍排版
+ 动态设计
+ 交互装置

Qin
Dongting

COMMUNITY MARKET DAY 社区集市日

+品牌设计
+用户调研
+手机应用界面

2024，个人

在城市的一角，许多老年人从农村搬到城市，为了更接近他们的子女，成为随迁老人。但由于语言、文化和社交差异，他们常常感到心理安全感的缺失。为了应对这一问题，我构建了这一设计项目，帮助他们融入城市生活。通过研究老年人的生活方式偏好、城乡环境的差异以及特定的地理因素，我们确定了菜市场是这些移居老人的最佳解决方案。菜市场是中国社区生活不可或缺的一部分，不仅提供日常必需品，更是充满活力的社交互动和文化交流的中心，并深深植根于当地传统。受菜市的启发，我以数字和实体相结合的方式设计了一个鼓励老年人参与的活动。这一模式使他们能够作为商贩或顾客参与其中，利用市场空间促进他们融入新的城市社区，从而提高他们的生活质量。这一方法体现了创新的设计思维，从服务蓝图、移动应用程序、品牌和周边设计中展现，探究设计为当代社会发展的可能。

社区集市日

项目灵感，PEST 分析

用户调研和画像

In bustling urban areas, many elderly individuals move from the countryside to be closer to their children-often feeling isolated due to language, culture, and social differences. To combat this, we launched the Inclusive Platform for Migrant Seniors to help them integrate into city life.

QUESTION

SOCIAL PHENOMENOE

Due to family or personal needs, many elderly people leave the familiar countryside and venture into unfamiliar urban areas in order to be closer to their children. These elderly people are referred to as migrating elders.

MY GRANDMOTHER

My grandmother, a lifelong resident of Ningbo's countryside, has children living in Hangzhou. For caregiving and to address the challenges of living alone at her age, we decided to move her to Hangzhou. Yet, despite improved living conditions, she often experiences loneliness, anxiety, and a lack of security there.

PEST ANALYSIS

Political Factors

The introduction of the 'Healthy Aging Plan' indicates that the government has started to pay attention to the mental health of the elderly.

In 2021, the Chinese government proposed to 'improve a preventive healthcare service system that equally emphasizes physical and mental health, enhance basic public health services to promote elderly people's health, perfect preventive healthcare service systems for seniors, carry out psychological care services for older adults, and advance integration of physical education and hygiene.

Guangzhou accelerates plans for elderly migration into cities

Guangzhou city proposes flexible human-centered household registration migration policies and gradually adjusts standards for family reunion-type personnel moving in.

Economy Factors

Economic growth continues, and the pension standard increases year by year

In 2022, the basic pension for retirees increased for the 18th consecutive year. Economic development has brought better living conditions and material security for the elderly.

Social Factors

New Generation of Women Pursuing Career Development

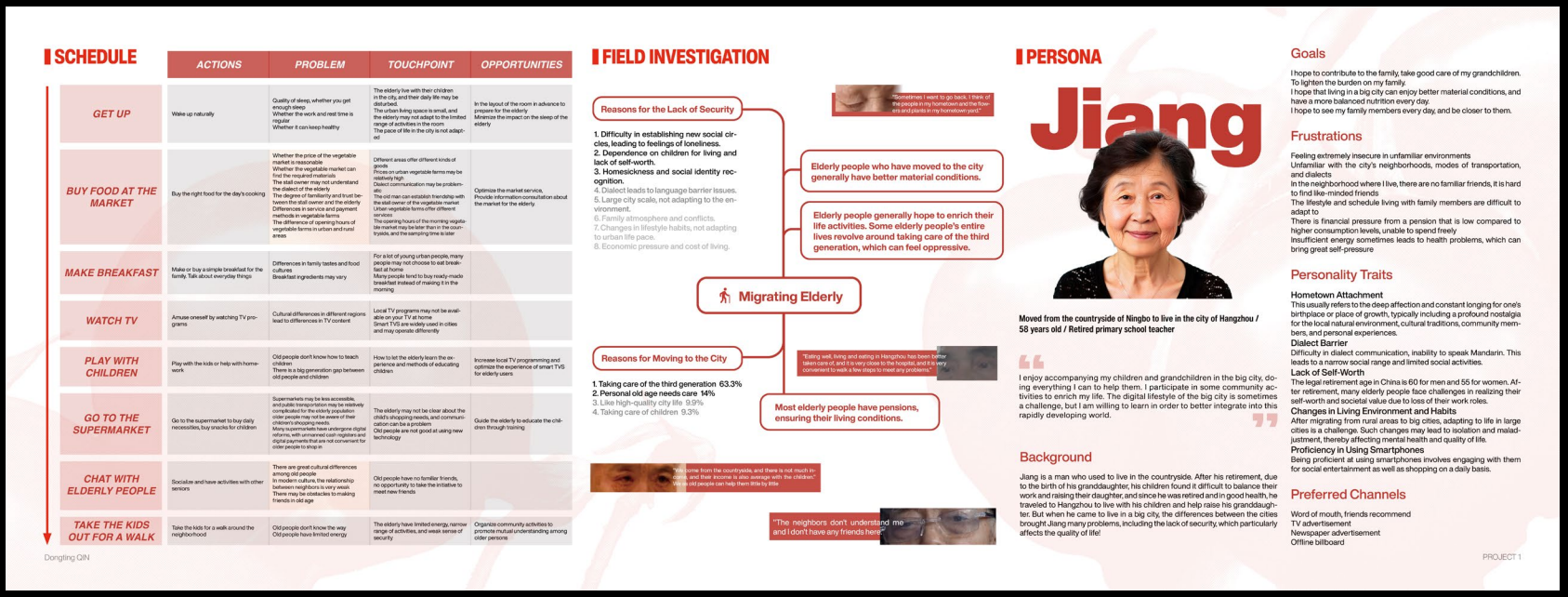
Under traditional gender role concepts, the care of infants and young children is mainly undertaken by women. However, with social progress and improved education levels, this role is changing. Some families rely on the elderly to take care of infants and young children for career development.

Increase in Migrating Elderly Population

According to the "China Floating Population Development Report 2016" by China's National Health Commission, China's floating elderly population reached 18 million in 2016, accounting for 7.2% of the total floating population. Among them, nearly 70% of the elderly migrated to cities with their children. 43% moved for the purpose of taking care of younger generations; while 25% migrated for family reunions and retirement.

Traditional Concept Of Grandparenting

Since the beginning of the 21st century, "Descending Familism", where family resources are primarily tilted towards children has become popular in China. The common practice of grandparents providing care has become a moral obligation. Many older people choose to live with their children which not only provides familial support and caregiving but also allows them to look after their grandchildren fulfilling obligations related to lineage continuity while strengthening emotional ties within families.



SCHEDULE

	ACTIONS	PROBLEM	TOUCHPOINT	OPPORTUNITIES
GET UP	Wake up naturally	Quality of sleep, whether you get enough sleep Whether the work and rest time is regular Whether it can keep healthy	The elderly live with their children in the city, and their daily life may be disturbed. The urban living space is small, and the elderly may not adapt to the limited range of activities in the room The pace of life in the city is not adapted	In the layout of the room in advance to prepare for the elderly Minimize the impact on the sleep of the elderly
BUY FOOD AT THE MARKET	Buy the right food for the day's cooking	Whether the price of the vegetable market is reasonable Whether the vegetable market can find the required materials The stall owner may not understand the dialect of the elderly The degree of familiarity and trust between the stall owner and the elderly Differences in service and payment methods in vegetable farms The difference of opening hours of vegetable farms in urban and rural areas	Different areas offer different kinds of goods Prices on urban vegetable farms may be relatively high Dialect communication may be problematic The old man can establish friendship with the stall owner of the vegetable market Urban vegetable farms offer different services The opening hours of the morning vegetable market may be later than in the countryside, and the sampling time is later	Optimize the market service, Provide information consultation about the market for the elderly.
MAKE BREAKFAST	Make or buy a simple breakfast for the family, Talk about everyday things	Differences in family tastes and food cultures Breakfast ingredients may vary	For a lot of young urban people, many people may not choose to eat breakfast at home Many people tend to buy ready-made breakfast instead of making it in the morning	
WATCH TV	Amuse oneself by watching TV programs	Cultural differences in different regions lead to differences in TV content	Local TV programs may not be available on your TV at home Smart TVS are widely used in cities and may operate differently	
PLAY WITH CHILDREN	Play with the kids or help with homework	Old people don't know how to teach children There is a big generation gap between old people and children	How to let the elderly learn the experience and methods of educating children	Increase local TV programming and optimize the experience of smart TVS for elderly users
GO TO THE SUPERMARKET	Go to the supermarket to buy daily necessities, buy snacks for children	Supermarkets may be less accessible, and public transportation may be relatively complicated for the elderly population older people may not be aware of their children's shopping needs. Many supermarkets have undergone digital reforms, with unmanned cash registers and digital payments that are not convenient for older people to shop in	The elderly may not be clear about the child's shopping needs, and communication can be a problem Old people are not good at using new technology	Guide the elderly to educate the children through training
CHAT WITH ELDERLY PEOPLE	Socialize and have activities with other seniors	There are great cultural differences among old people In modern culture, the relationship between neighbors is very weak There may be obstacles to making friends in old age	Old people have no familiar friends, no opportunity to take the initiative to meet new friends	
TAKE THE KIDS OUT FOR A WALK	Take the kids for a walk around the neighborhood	Old people don't know the way Old people have limited energy	The elderly have limited energy, narrow range of activities, and weak sense of security	Organize community activities to promote mutual understanding among older persons

Dongting QIN

FIELD INVESTIGATION

Reasons for the Lack of Security

1. Difficulty in establishing new social circles, leading to feelings of loneliness.
2. Dependence on children for living and lack of self-worth.
3. Homesickness and social identity recognition.
4. Dialect leads to language barrier issues.
5. Large city scale, not adapting to the environment.
6. Family atmosphere and conflicts.
7. Changes in lifestyle habits, not adapting to urban life pace.
8. Economic pressure and cost of living.

Elderly people who have moved to the city generally have better material conditions.

Elderly people generally hope to enrich their life activities. Some elderly people's entire lives revolve around taking care of the third generation, which can feel oppressive.

Migrating Elderly

Reasons for Moving to the City

1. Taking care of the third generation 63.3%
2. Personal old age needs care 14%
3. Like high-quality city life 9.9%
4. Taking care of children 9.3%

Most elderly people have pensions, ensuring their living conditions.

PERSONA

Jiang

Moved from the countryside of Ningbo to live in the city of Hangzhou / 58 years old / Retired primary school teacher

I enjoy accompanying my children and grandchildren in the big city, doing everything I can to help them. I participate in some community activities to enrich my life. The digital lifestyle of the big city is sometimes a challenge, but I am willing to learn in order to better integrate into this rapidly developing world.

Background

Jiang is a man who used to live in the countryside. After his retirement, due to the birth of his granddaughter, his children found it difficult to balance their work and raising their daughter, and since he was retired and in good health, he traveled to Hangzhou to live with his children and help raise his granddaughter. But when he came to live in a big city, the differences between the cities brought Jiang many problems, including the lack of security, which particularly affects the quality of life!

Goals

I hope to contribute to the family, take good care of my grandchildren. To lighten the burden on my family.
I hope that living in a big city can enjoy better material conditions, and have a more balanced nutrition every day.
I hope to see my family members every day, and be closer to them.

Frustrations

Feeling extremely insecure in unfamiliar environments
Unfamiliar with the city's neighborhoods, modes of transportation, and dialects
In the neighborhood where I live, there are no familiar friends, it is hard to find like-minded friends
The lifestyle and schedule living with family members are difficult to adapt to
There is financial pressure from a pension that is low compared to higher consumption levels, unable to spend freely
Insufficient energy sometimes leads to health problems, which can bring great self-pressure

Personality Traits

Hometown Attachment
This usually refers to the deep affection and constant longing for one's birthplace or place of growth, typically including a profound nostalgia for the local natural environment, cultural traditions, community members, and personal experiences.
Dialect Barrier
Difficulty in dialect communication, inability to speak Mandarin. This leads to a narrow social range and limited social activities.
Lack of Self-Worth
The legal retirement age in China is 60 for men and 55 for women. After retirement, many elderly people face challenges in realizing their self-worth and societal value due to loss of their work roles.
Changes in Living Environment and Habits
After migrating from rural areas to big cities, adapting to life in large cities is a challenge. Such changes may lead to isolation and maladjustment, thereby affecting mental health and quality of life.
Proficiency in Using Smartphones
Being proficient at using smartphones involves engaging with them for social entertainment as well as shopping on a daily basis.

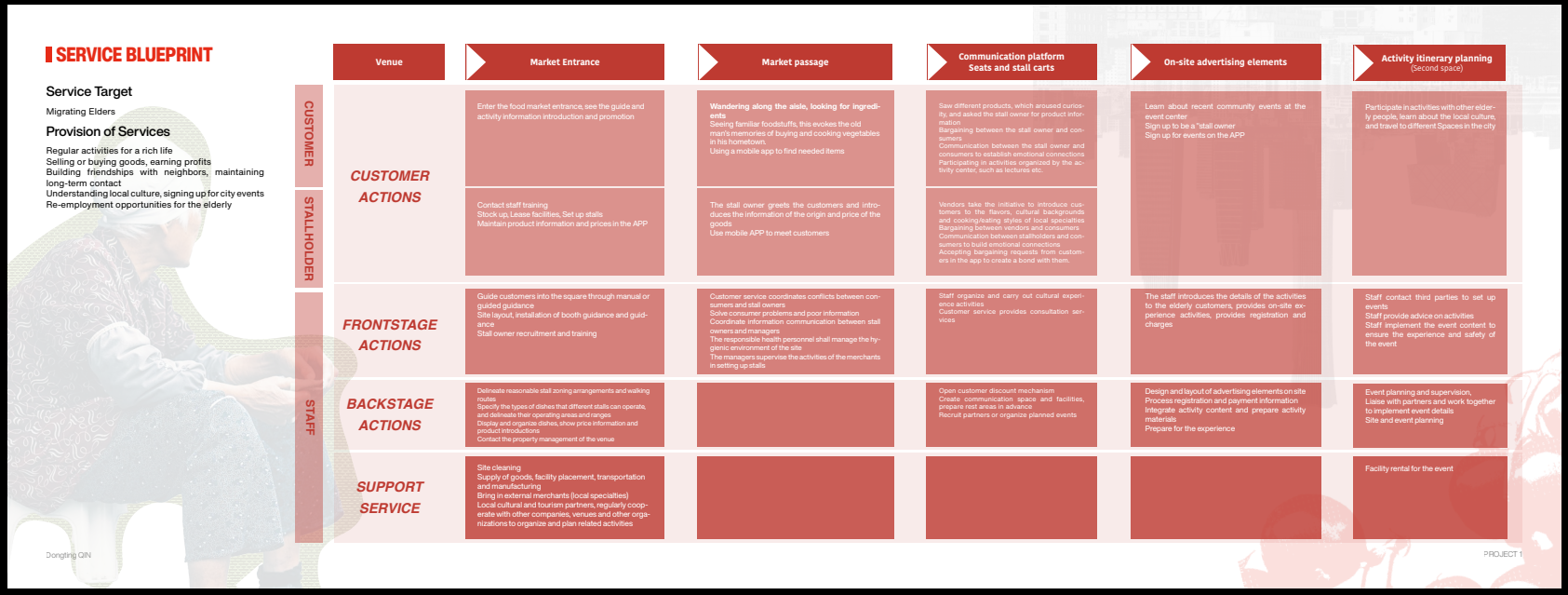
Preferred Channels

Word of mouth, friends recommend
TV advertisement
Newspaper advertisement
Offline billboard

PROJECT 1

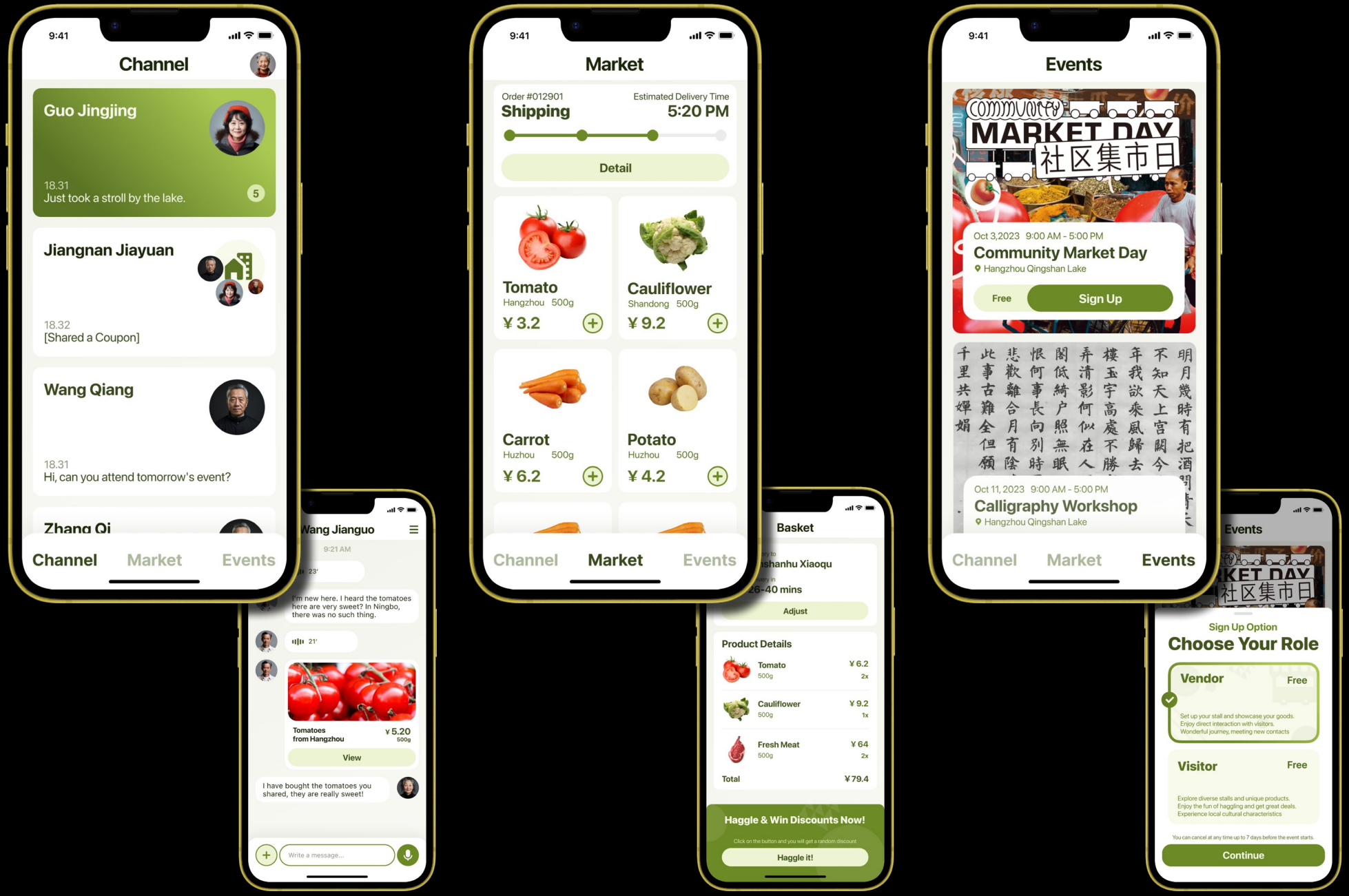
社区集市日

场地分析，用户价值主张



服务蓝图

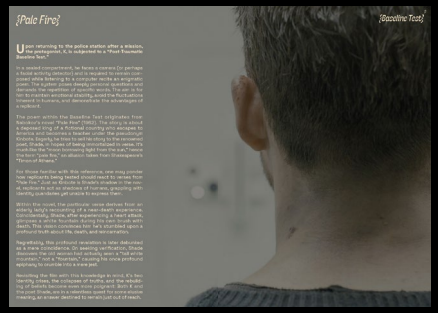
社区集市日
移动应用程序

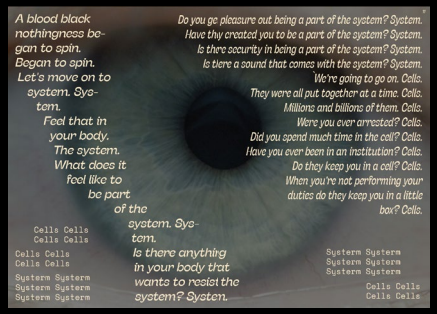


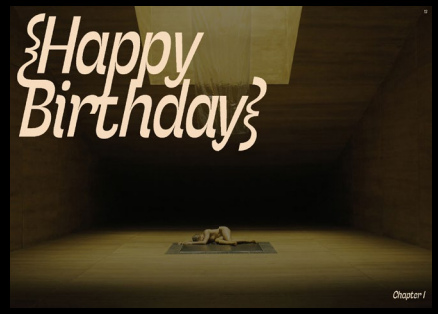
社区集市日
品牌识别设计

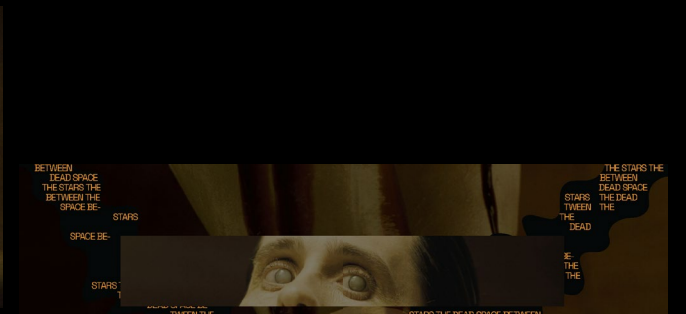
回应《银翼杀手 2049》：资本 / 身份 / 进化

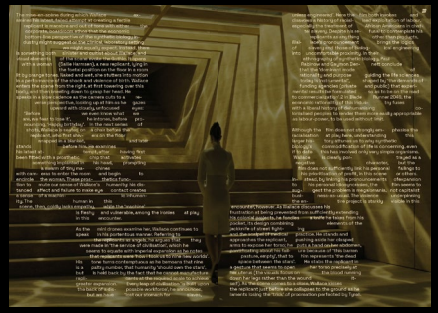
+ 书籍设计
2023，个人

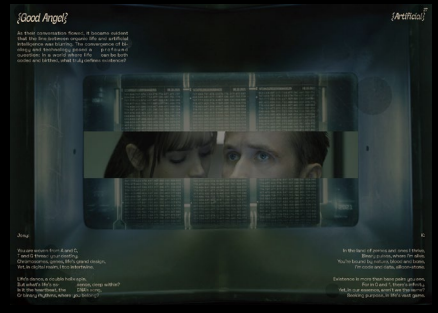


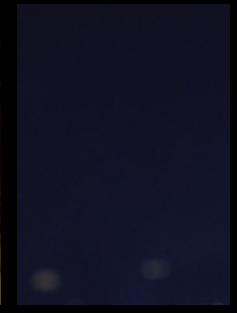






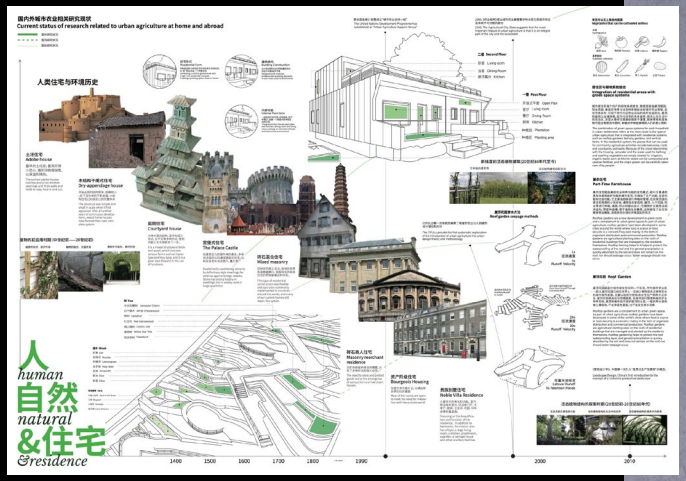






植息
THEO
PHRASTUS

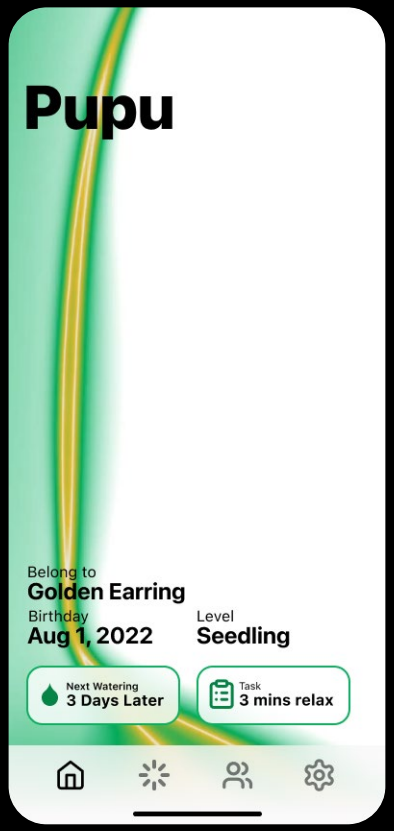
+ 品牌设计
+ 用户界面设计
+ 交互设计
2023，合作

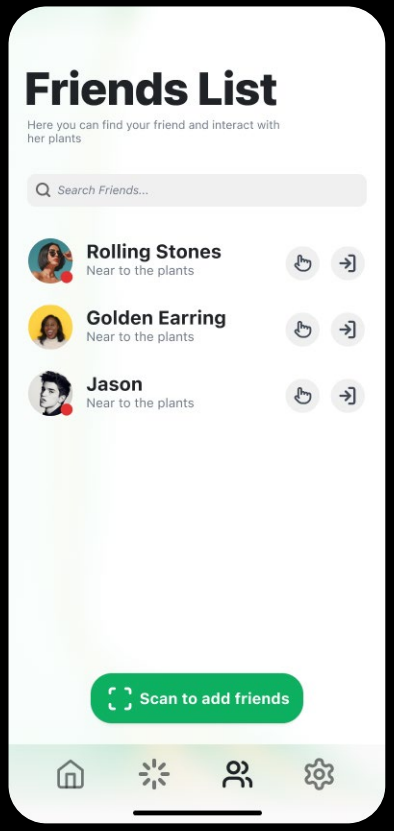


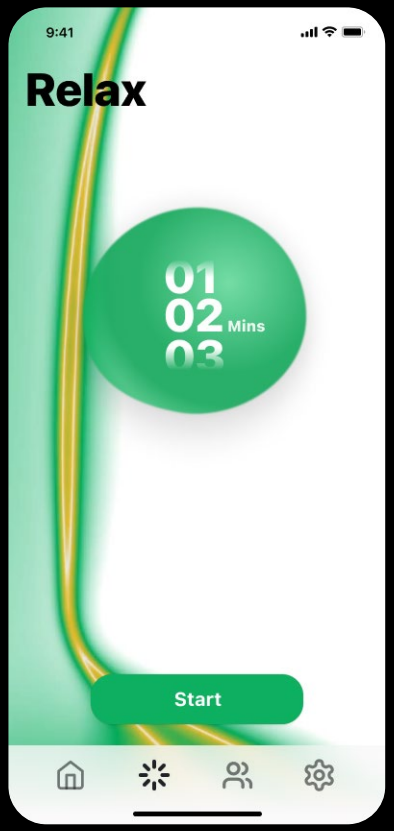
这是一个探索未来的虚拟企划，尝试将植物作为全新的＂宠物＂引入日常生活，来拉近人与植物的距离。这一装置简化照料植物的过程，让人们在繁忙的生活中也能轻松享受与植物共处的美好时光。并痛过创新性的游戏化过程来增添照料植物的趣味。通过这个项目探寻自然、技术与人类之间的联系，想象未来生活图景。

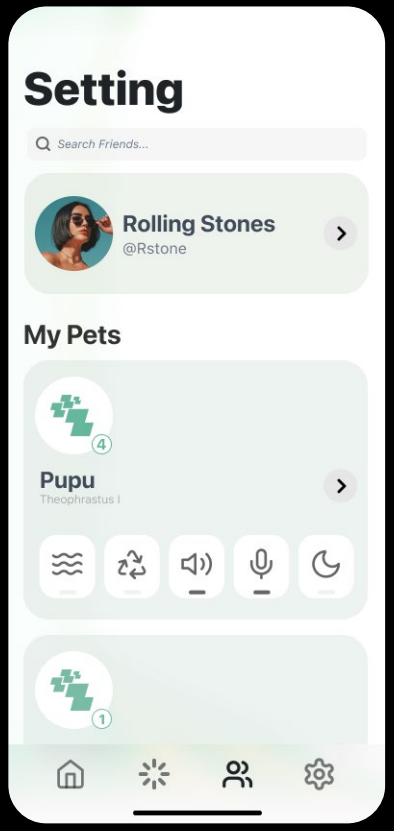
植息

应用界面设计


Pupu
Belong to
Golden Earring
Birthday
Aug 1, 2022
Level
Seedling
Next Watering
3 Days Later
Task
3 mins relax


Friends List
Here you can find your friend and interact with her plants
Search Friends...
Rolling Stones
Near to the plants
Golden Earring
Near to the plants
Jason
Near to the plants
Scan to add friends

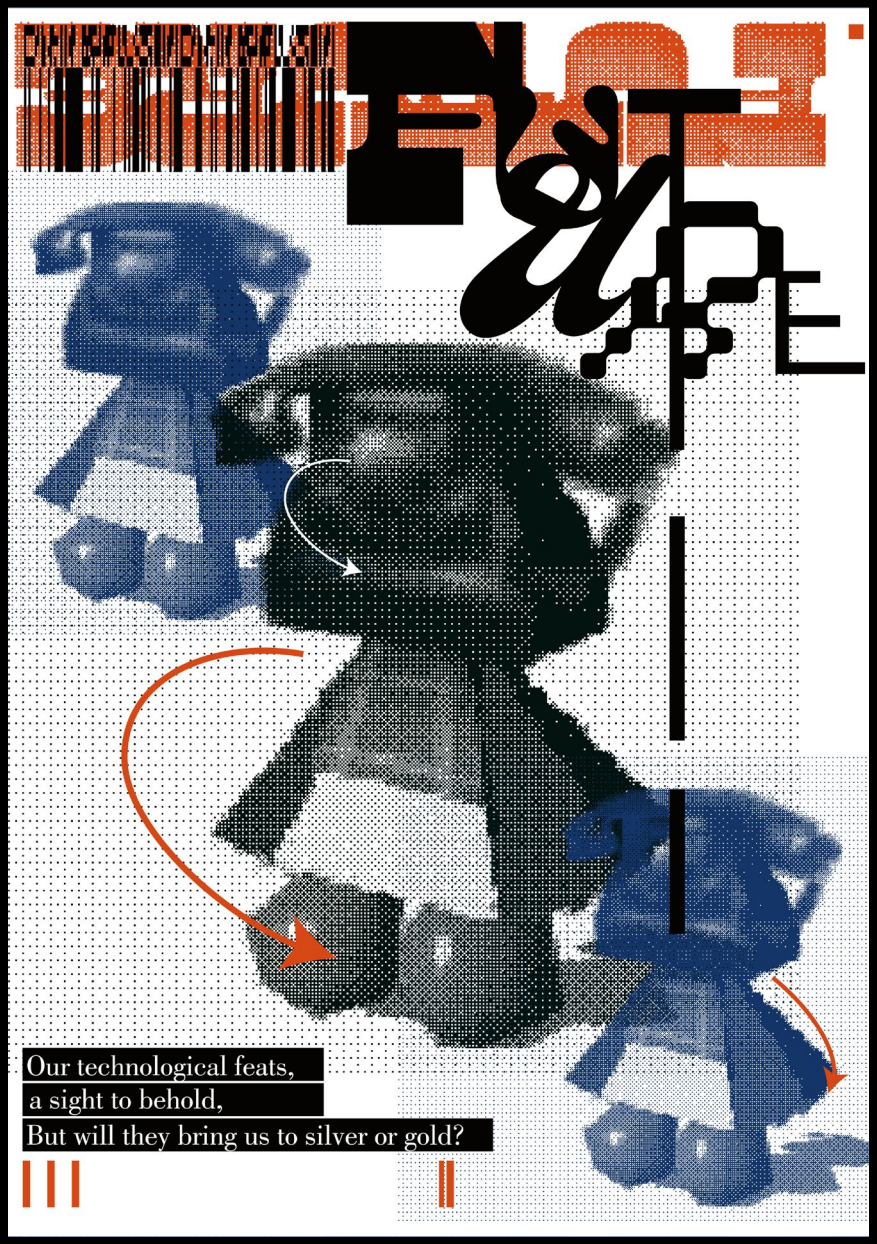

9:41
Relax
01
02 Mins
03
Start


Setting
Search Friends...
Rolling Stones
@Rstone
My Pets
Pupu
Theophrastus l

Scaner
Scan any part of the other person's plant to add friends
Jason
Near to the plants

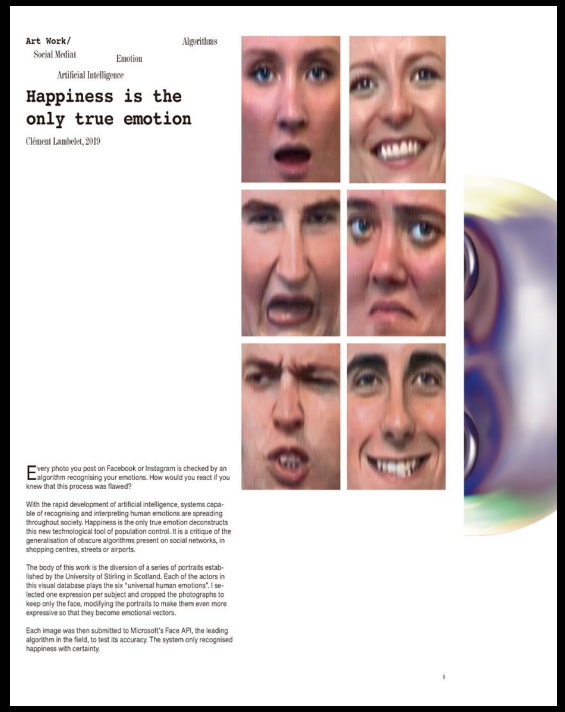
“未来”

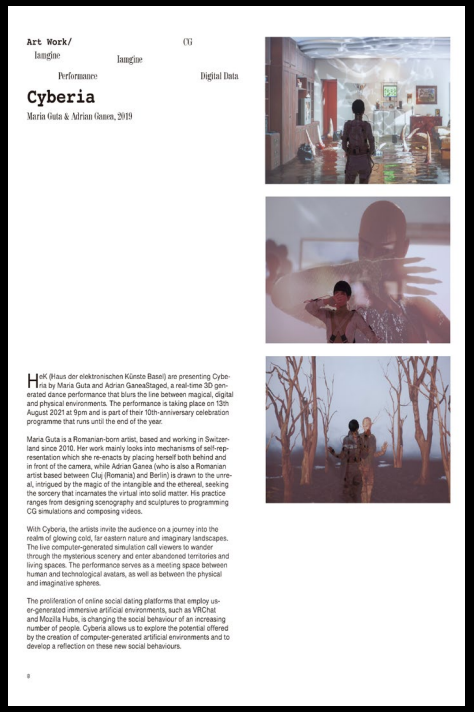
+ 版式设计
2022，个人

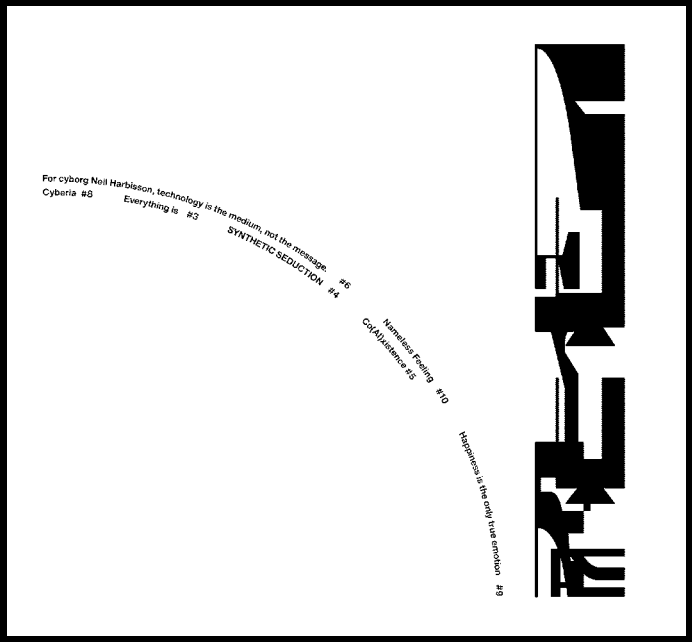


“未来”

+ 版式设计
2022，个人







北京当代艺术基金会
品牌升级（虚构）

在品牌的改造过程中我们发现基金会缺乏一个高效的媒介来与成员之间沟通交流或是推广和开展活动。我们希望能通过移动应用程序的建立，加强基金会，爱好者，艺术家之间的互动和交流，促进基金会的发展。

该移动应用程序除了推荐用户每日公益活动外，根本目的在于线上给予艺术家分享交流的空间，并且补充了会员制度，每位注册的用户都将成为 BCAF 的会员。

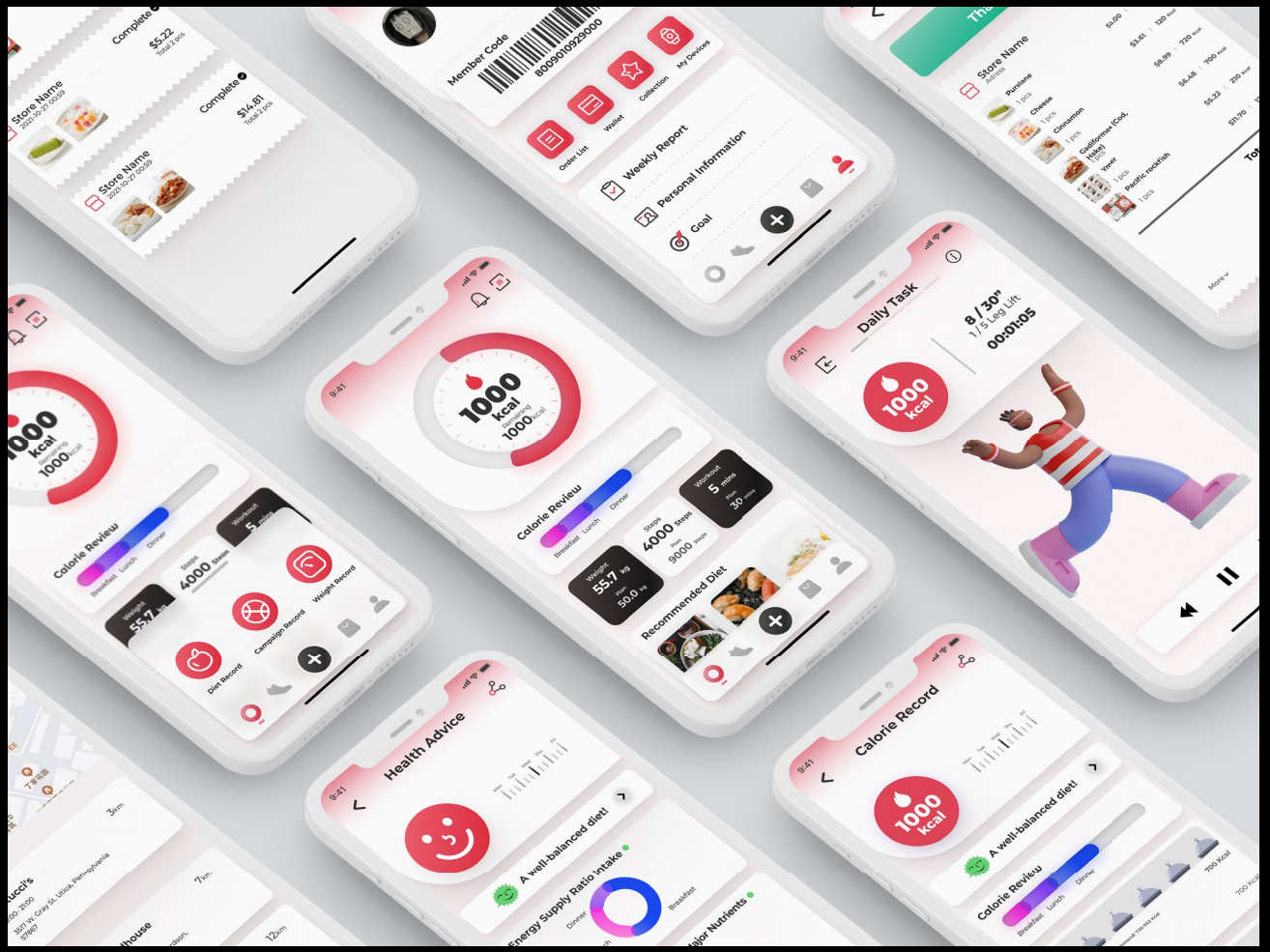
+品牌设计
+界面设计
2022

北京当代艺术基金会 品牌升级

移动应用设计

Nice Weight

+品牌设计
+界面设计
2021，个人



NiceWeight，一个将线上线下融为一体的虚构品牌，通过卡路里摄入控制的策略，提倡一种健康、便捷、轻松的新式减肥方法。通过将 NiceWeight 便利店与手机 APP 无缝连接，您在便利店的购物信息将自动记录在手机中，为您提供专业的健康建议。借此，NiceWeight 成功地解决了记录卡路里过程繁琐、难以持续的问题。

这个创新品牌将健康生活与科技相结合，为追求健康的现代人带来了一种全新的减肥方式，让减肥变得更加轻松愉快。

Nice Weight
用户调研

07

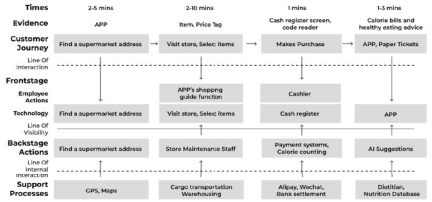
Psychographics

11

Statistics Data

22

Service Blueprint



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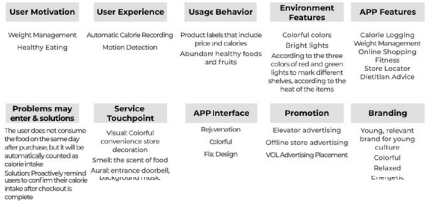
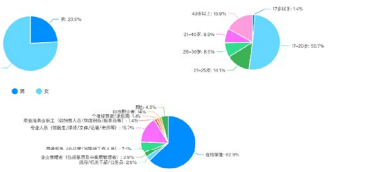
Brainstorming



10

Survey and Questionnaires

Sample Data



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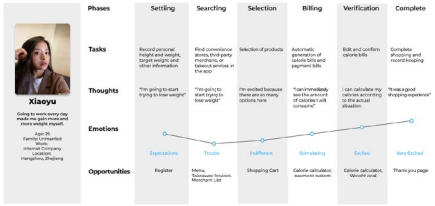
User Journey Map



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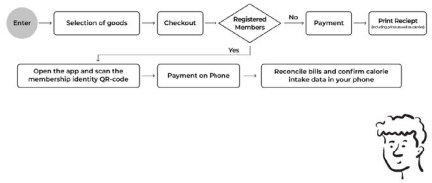
User Flow

Store Flow Chart



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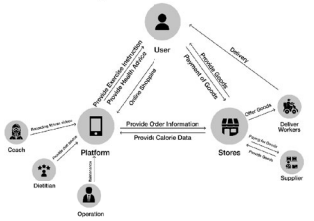
Stakeholder Map



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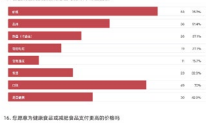
Conclusion



48.6% of people exercise less than 2 hours per week

74.3% of people want to lose weight

Most people do not want to record calories daily to control their weight

Difficult to stick to and too cumbersome are the biggest reasons

Most people would shop at convenience stores

People who exercise more than 5 hours per week pay more attention to calories when buying food at convenience stores, and those who exercise less per week pay less attention to calories

People who exercise 2-5 hours per week are more willing to pay higher prices for healthy food or diet food

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Individual Interview

Mr.Zhang Male 21-year-old 65KG students

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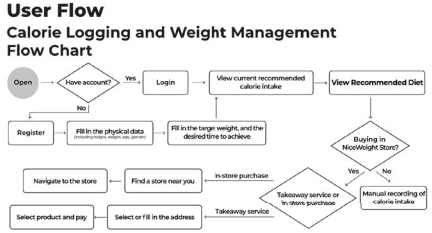
User Flow

Calorie Logging and Weight Management Flow Chart



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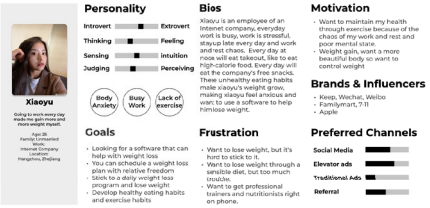
Stakeholder Map