

-Murong Chen

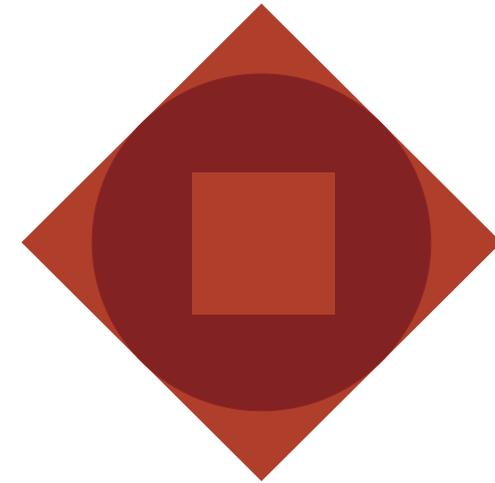
PROBLEM & THESIS STATEMENT

Culture is a symbol, value and norm shared by human beings, or a nation or a crowd. Culture is an essential part of being human. The primitive man chopped wood for the fire, worshipped nature, totem, ancestors and gods. Under different historical stages, people's living customs also change constantly. With the origin, evolution, and development of human beings, human behaviors and concepts are increasingly enriched. Overtime, when the majority of people accept and use behaviors and concepts, they become habitual, which further becomes a custom. Some customs exist in the form of festivals or folk customs. Chinese traditional festivals have a history of thousands of years, and they also attract many people who want to learn about them. Same as Lantern Festival, Moon Festival, Chong Yang Festival, Winter Solstice and Laba Festival, people care about how they celebrate these important festivals. During the Spring Festival, Tomb Sweeping Festival, and Dragon Boat Festival, traditional customs promote consciousness, emotions, affection and loyalty ideas in those involved. These ideas are most likely to remind people of their family, home, motherland emotions, as well as evoke memories of traditional culture and the identity of their national spirit.

BACKGROUND INFO

Natural conditions and geographical environment decided that the development of early China was based on the agricultural economy. People invented agricultural tools, cultivated new crops, formulated a series of agricultural systems, formed some agricultural customs, created agricultural poetry, various graphics and so on, all of which are the embodiment of farming culture. Chinese traditional festivals are rooted in ancient Chinese farming culture. The grain growth cycle for a year ripe, so the Chinese New Year once a year, contains the implication of celebrating the harvest. The Tomb Sweeping Festival is one of the 24 solar terms. At this time, the climate in most parts of China is warm and the vegetation is lush. Agriculture is busy with spring plowing and planting. About the origin of the Moon Festival, there is a saying that it is a custom of the autumn newspaper because the 15th day of the eighth month of the lunar calendar happens to be the time of rice ripening, people will drink and dance in this season, beaming to celebrate the harvest. The Chong Yang Festival is the harvest season in Shanbei...

Ancient Chinese worshiped nature, which mainly refers to the sun, moon, earth and other natural objects. Picking brown leaves and wrapping brown seeds on Dragon Boat Festival reflects people's worship of plants. During the Moon Festival, ancient nobles and scholars would admire and worship the bright and round moon in the sky and place their feelings on it. Both offering sacrifices to the moon and appreciating the moon reflected their worship for the moon. Worship ancestors during the Chinese New Year and sweeping tombs during the Tomb Sweeping Festival are the worship of ancestors.



ILLUSTRATIONS & ICONS

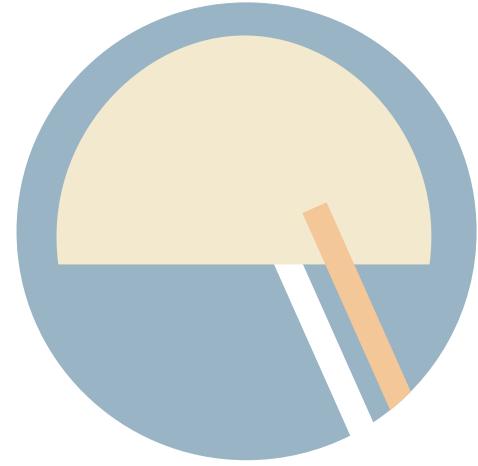


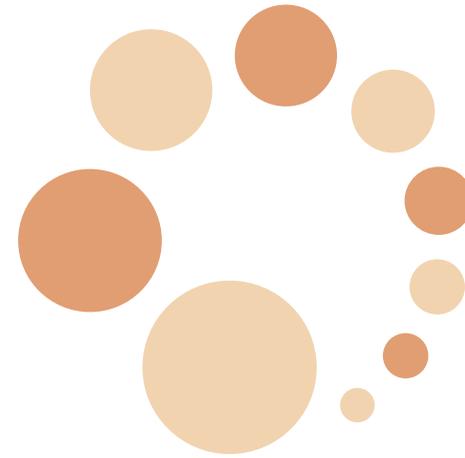










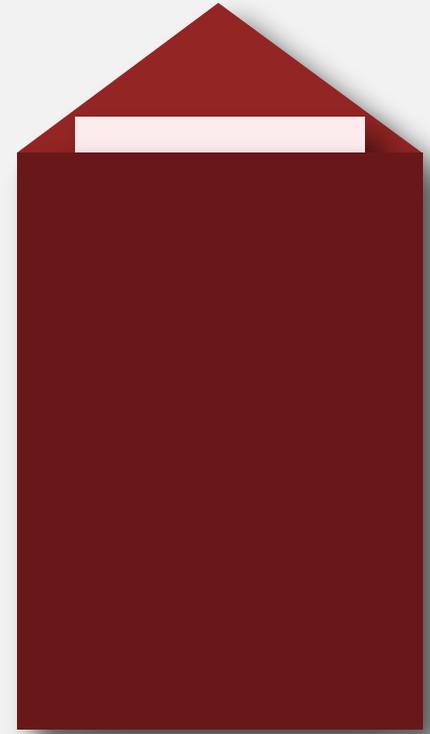


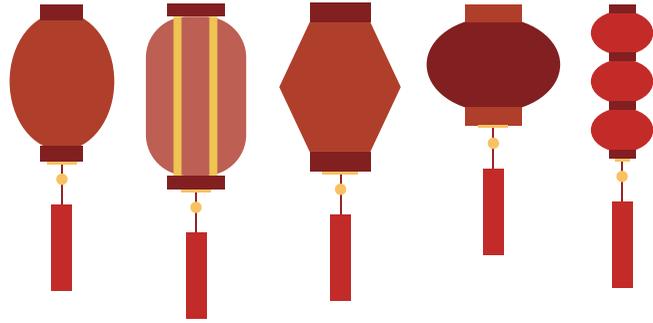


BOOK

<https://online.flippingbook.com/view/85060982/>

SPECIAL PAGES





What building has the most stories?

What balloon for you but often use it more than you do?

It works hard all its life, counting numbers day and night, but never gets paid. What is it?

When I slap you, I slap me. When I hit you, my blood flows.

Sometimes it's curved like a smile, other times it's round like a plate. (Hint: something to spread)

Library

Your nose

A clock

A mosquito

The moon

Lantern Riddles

Answers



清明

杜牧

清明时节雨纷纷，
路上行人欲断魂。
借问酒家何处有，
牧童遥指杏花村。

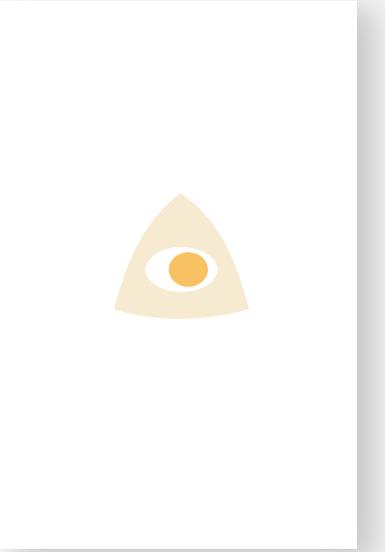
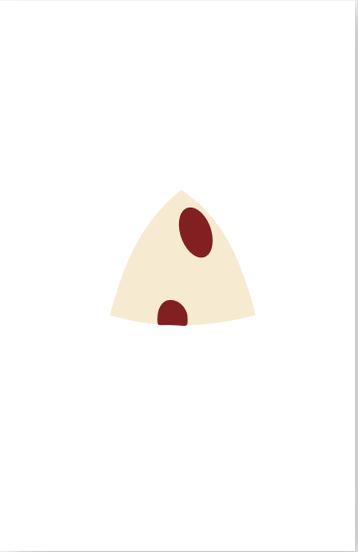
Front

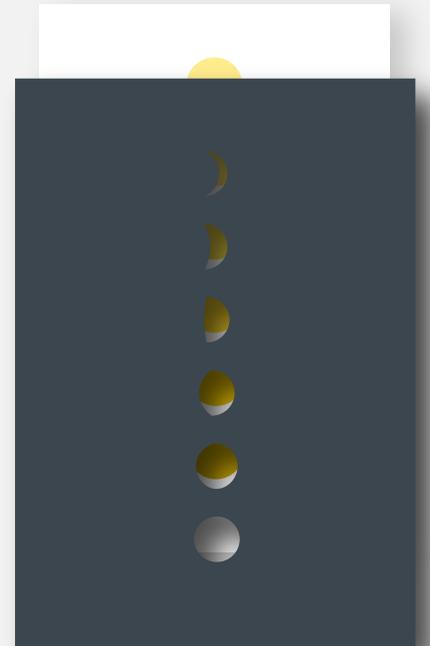
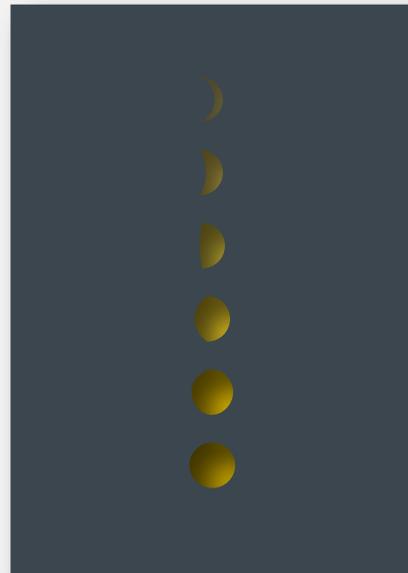
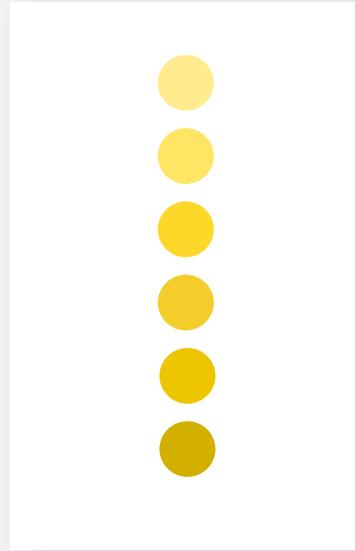
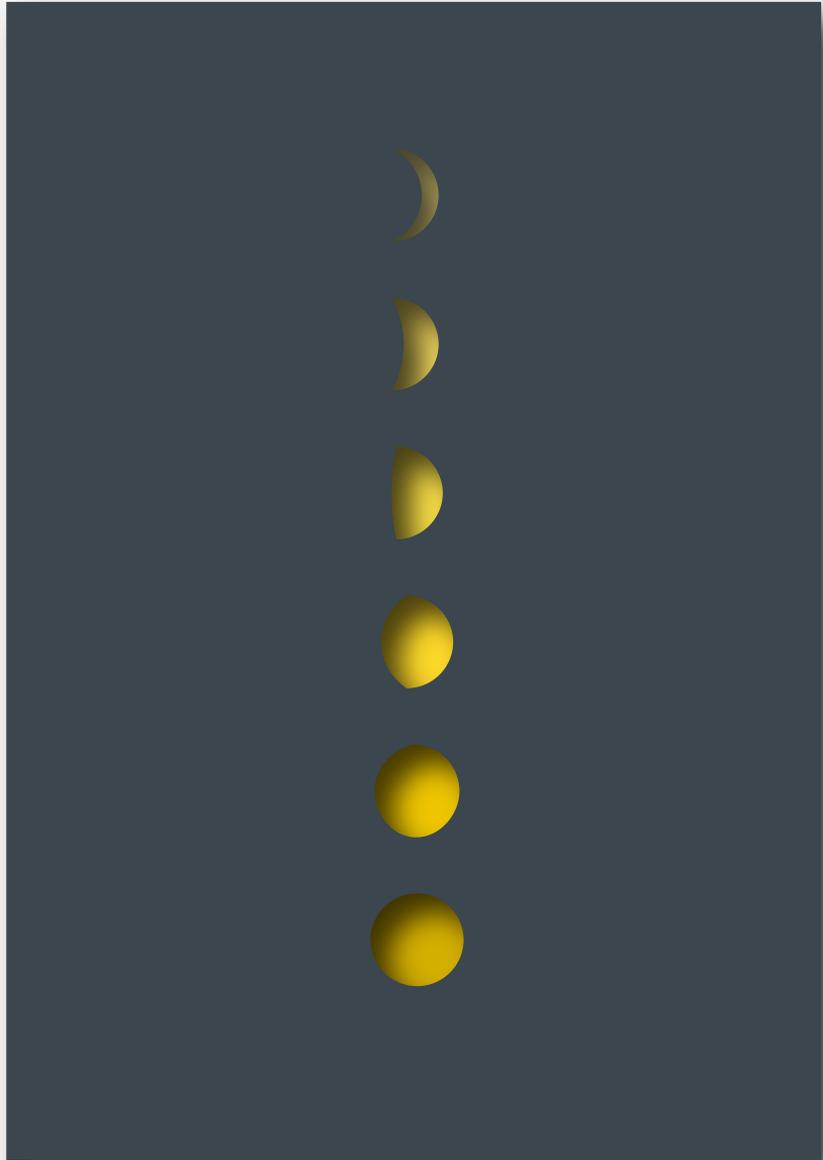
Tomb-Sweeping Day
Du Mu

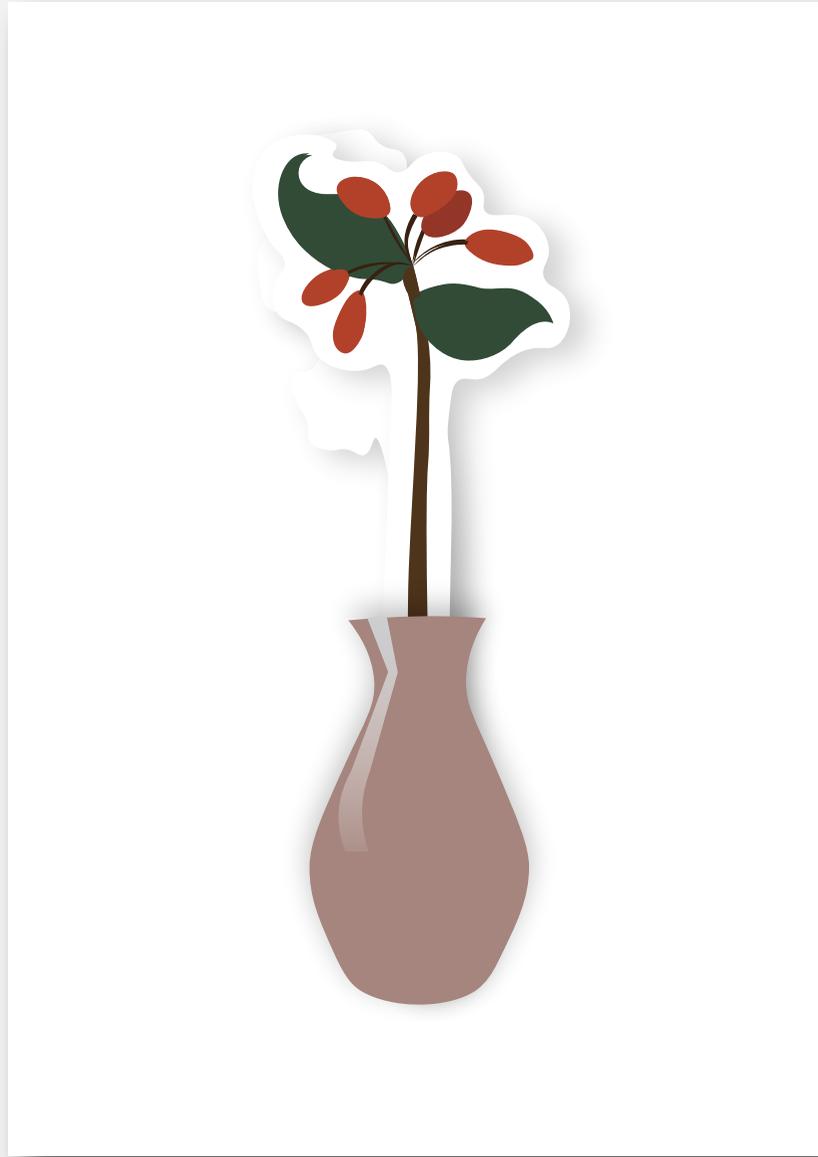
A drizzling rain on the
Mourning Day.
Pedestrians are
broken-hearted on the way.
Where can a tavern be found
to down their sorrows?
There a cowboy points to a
hamlet amid apricot flowers.

Back





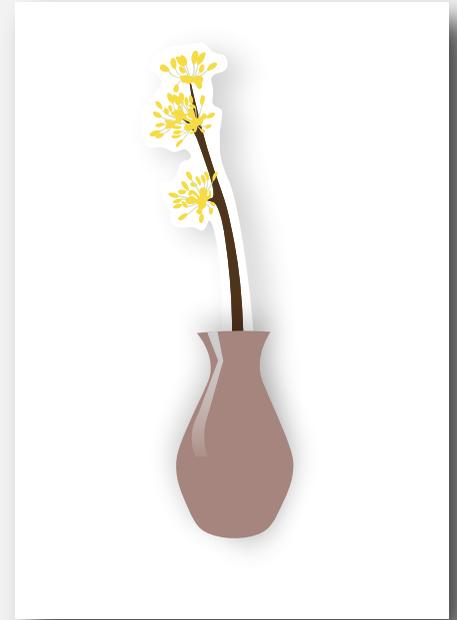




Fruit



Flower





SOUTHERN CHINA



NORTHERN CHINA



SOUTHERN CHINA



NORTHERN CHINA

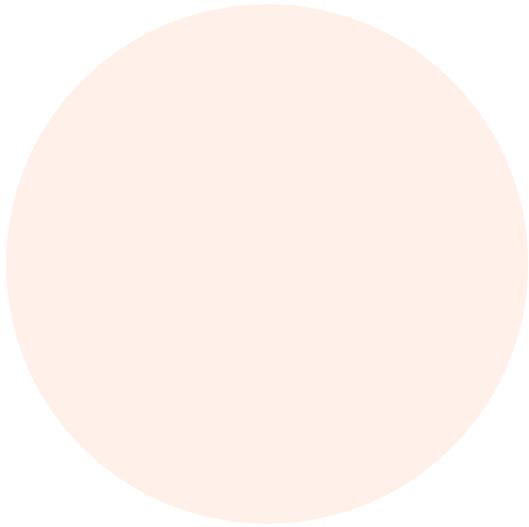


SOUTHERN CHINA

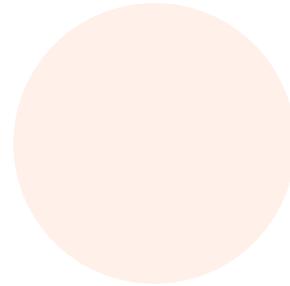


NORTHERN CHINA

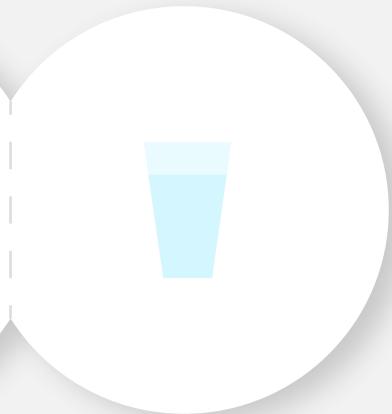
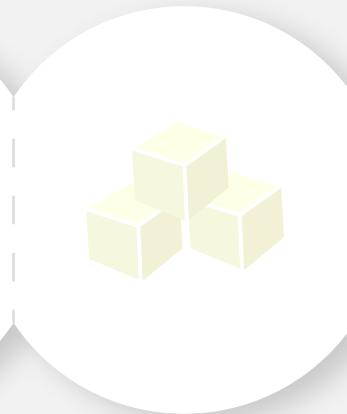
What's in Laba Congee?



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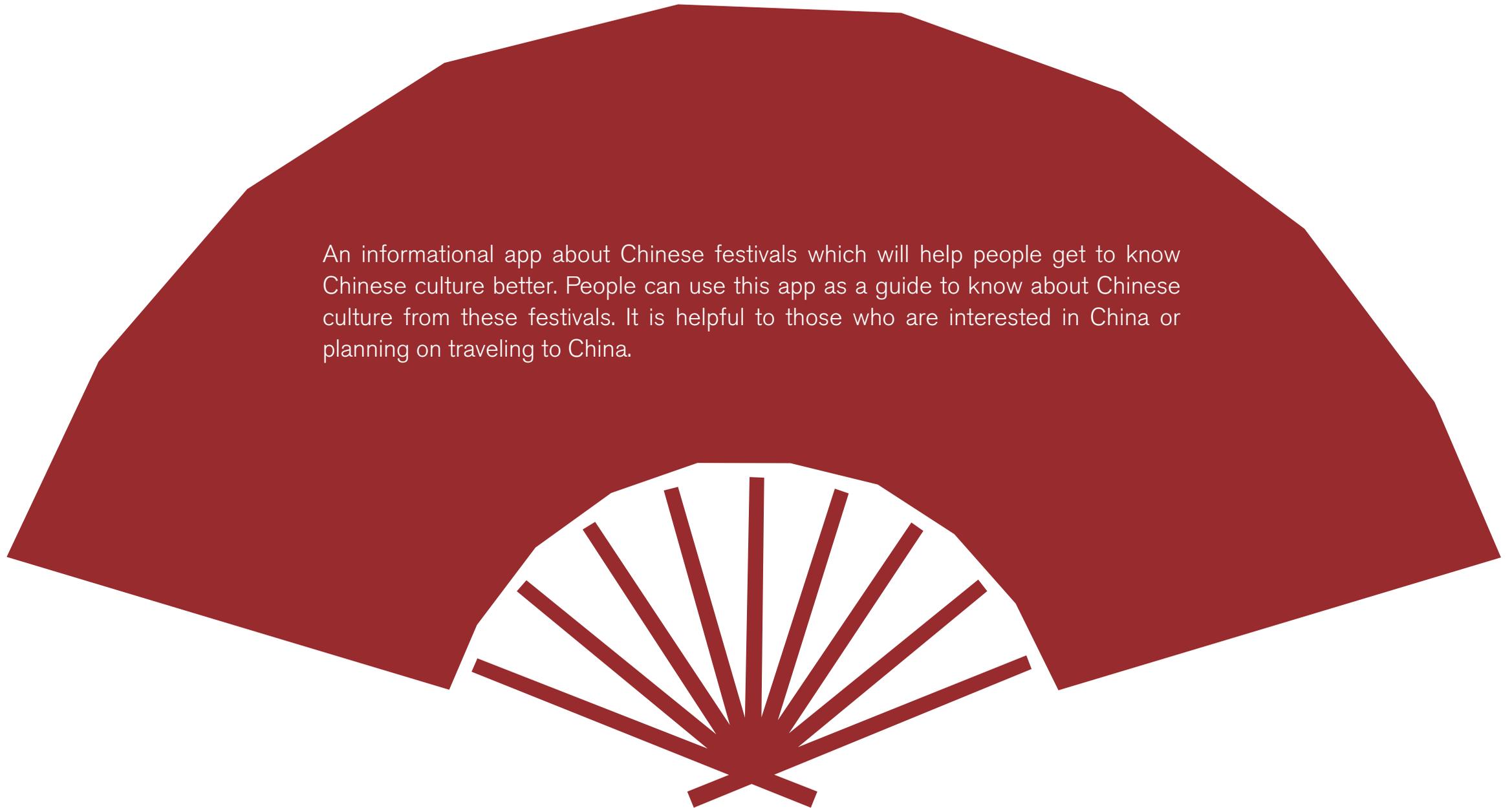


What's in Laba Congee?



APP: Celebrating Chinese Festival

An informational app about Chinese festivals which will help people get to know Chinese culture better. People can use this app as a guide to know about Chinese culture from these festivals. It is helpful to those who are interested in China or planning on traveling to China.



RESEARCH

My interviews indicate that there are many people interested in Chinese culture. To know about Chinese festivals is a good way to get to know Chinese culture. But the way they get to know the information is very limited.

- 🎋 Planning on travel to China and need some information.
- 🎋 May not have chance to ask natives questions.
- 🎋 Searching on Google is a good way but people who have no idea about Chinese culture may not know the keyword to search.

STAKEHOLDERS LIST

People who major in Chinese
Travel Enthusiasts
International Companies(especially for those who have many
businesses about culture/festival)
Anyone who is interested in Chinese culture

PERSONA



Age: 22
Gender: Female
Location: Cleveland, OH
Occupation: Senior in College
Department: Chinese/Chinese Culture

Catherine

About

Catherine is a senior in an university who is in Chinese major. She knows Chinese is a difficult language, but she is very interested in Chinese culture. She hopes to have the opportunity to go to China to get to know it better in the future, and even hopes to have an internship opportunity. Recently, she took a class on Chinese culture and festivals. She thinks the class will help her understand Chinese culture better before she visits China. But she had a lot of problems to solve.

Frustrations

- * Had a hard time understanding some traditions in China.
- * Consulting classmate and professor questions are not enough.
- * Found many Chinese festivals are not on a specific date every year. They actually have the other calendar which differs from the normal calendar.

Needs

- * Needs something that combines Chinese culture to avoid searching individually.
- * Needs natives to answer her questions.
- * Needs visual stuffs with introduction of Chinese festivals.

EMPATHY MAP



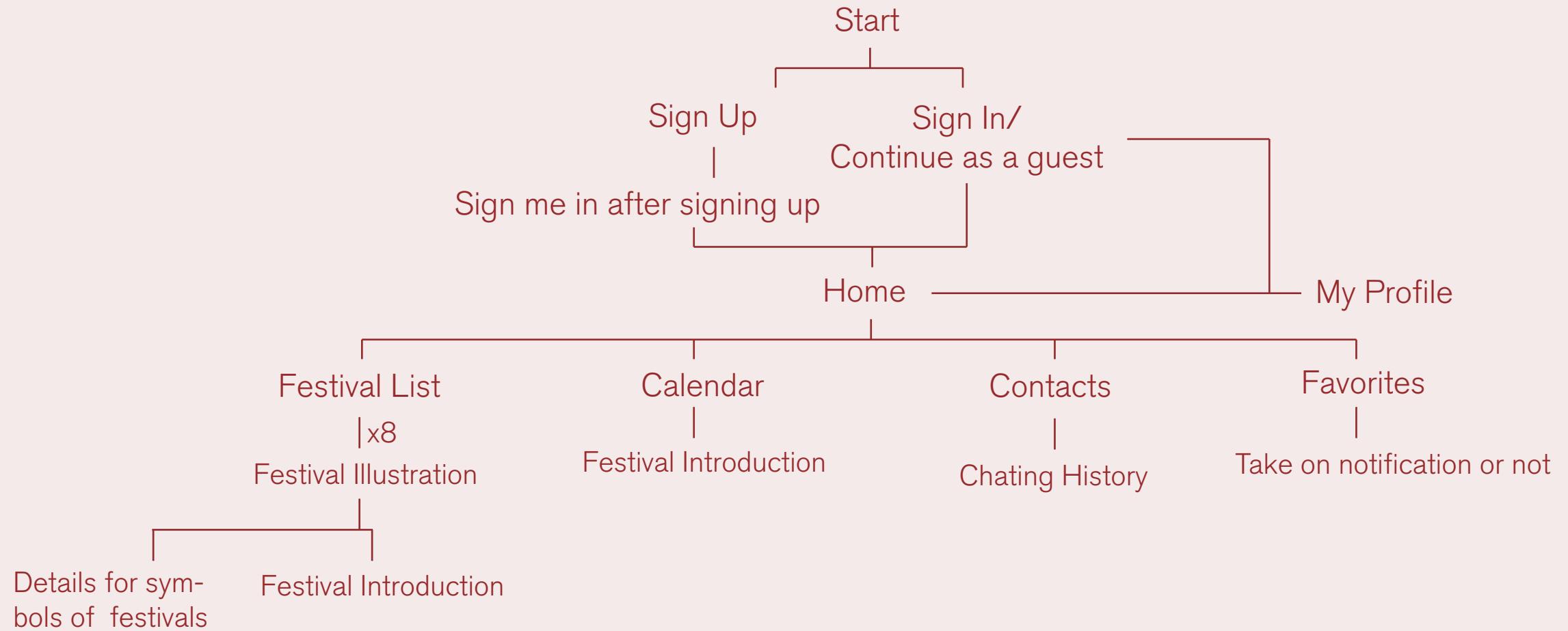
JOURNEY MAP



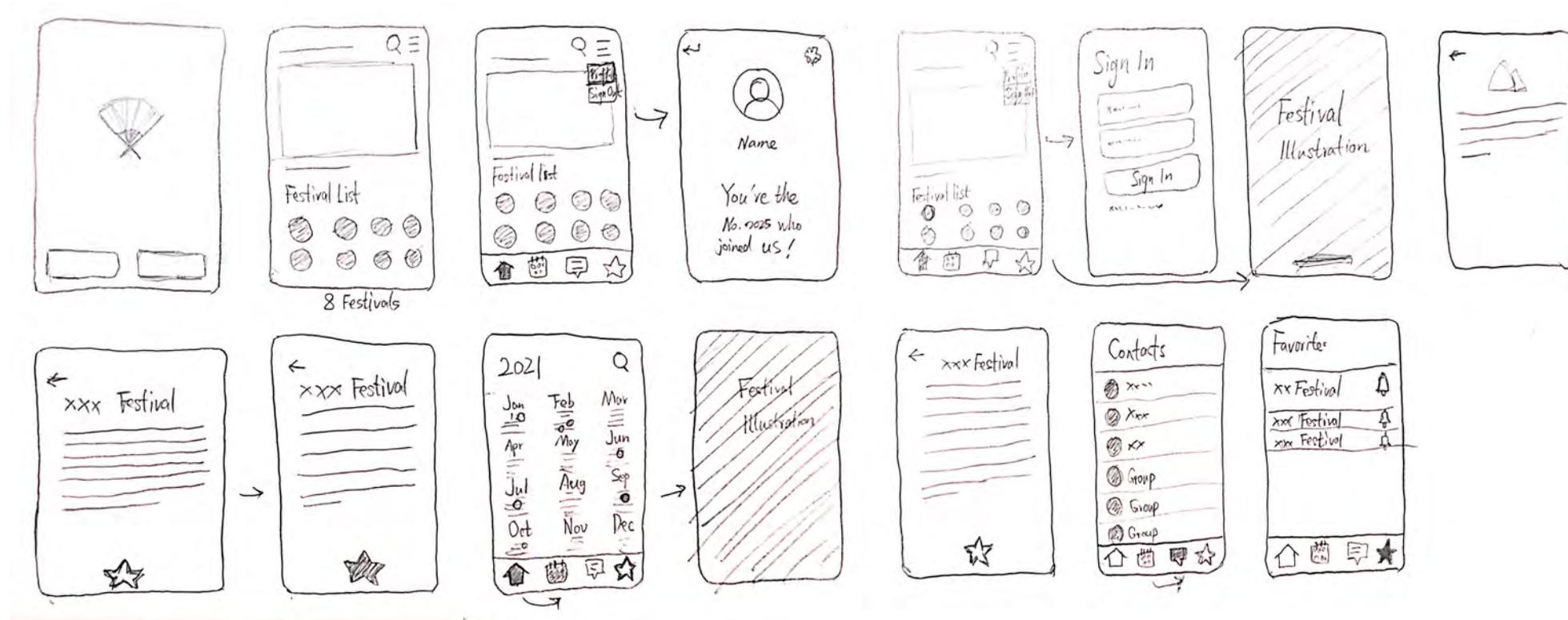
PROBLEM STATEMENT

There are many people interested in Chinese culture. The way they get information about Chinese culture is very limited. There are also many symbols of Chinese traditions that people don't know. How might we develop an app that can visually help people who are trying to know about Chinese festivals?

USER FLOW



WIREFRAMES



Sign In

SIGN IN

Sign up or Continue as a guest

9:27



Sign Up

SIGN UP

Sign me in after signing up

9:27



Catherine

**YOU ARE THE NO.2053
WHO JOINED US!**

SCREENS

FONTS

RTWS YueGothic Trial | Regular, 36px

RTWS YueGothic Trial | Regular, 24px

RTWS YueGothic Trial | Regular, 18px

RTWS YueGothic Trial | Regular, 14px

RTWS YueGothic Trial | Regular/Light, 9px



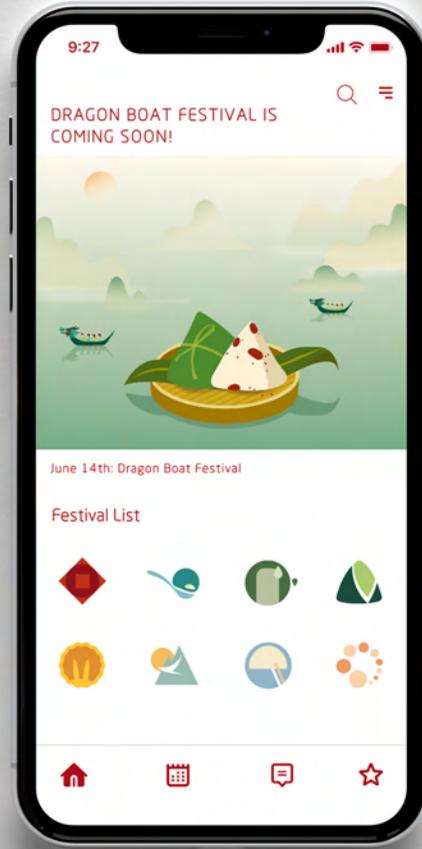
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BUTTONS

BUTTON

BUTTON

BUTTON





PROTOTYPE

<https://www.figma.com/proto/zFKQQGs61IEuddhX4Qpw7a/Celebrating-Chinese-Festival?page-id=0%3A1&node-id=1%3A96&viewport=344%2C-913%2C0.1524634063243866&scaling=scale-down>



Thank You