



# PAN PAN PAINT

PEACH BLOSSOM PARADISE

Final Thesis Book by • Chiao-Yin Pa (03948547)

Final Review Presentation • November 15th 2016

MFA Web Design & New Media | Academy of Art University

# TABLE OF CONTENTS

## 3 AUTOBIOGRAPHY

---

- AUTOBIOGRAPHY
- RESUME
- PORTFOLIO

## 8 PROJECT DEFINITION

---

- STATEMENT OF INTERESTS
- THESIS ABSTRACT

## 11 RESEARCH

---

- CONTENT RESEARCH
- INSPIRATION
- COMPETITOR
- EXPERTS
- INTERVIEW
- TARGET AUDIENCE

## 26 PROOF OF CONCEPT

---

- USER PERSONAS
- SITEMAP
- PROOF OF CONCEPT (TASK FLOW 1-4)
- OTHER STORY

## 68 USER TESTING PROCESS

---

- FIRST TESTING
- SECOND TESTING
- THIRD TESTING
- RESULT OF TESTING

## 85 VISUAL PROCESS

---

- VISUAL INSPIRATION
- MOODBOARD
- BRANDING
- DESIGN GUIDELINE

## 100 TECHNICAL PROCESS

---

- STORY PROGRAMMING
- DRAWING BOARD PROGRAMMING
- FUTURE POSSIBILITY

## 105 CONCLUSIONS

---

- CONCLUSIONS
- PROJECT LINK





## ABOUT ME

• AUTOBIOGRAPHY • RESUME • PORTFOLIO

# AUTOBIOGRAPHY

I was born and raised in Taiwan. While growing up I loved drawing and creating. In high school I took part in drawing competitions, winning many awards. Naturally, the Taipei National University of the Arts was my choice for college. The free atmosphere offered by the school gave me a different setting in which to develop creative thinking. I attended a wide variety of courses, giving me a better understanding of art and inspiring in me the idea of teaching others to appreciate the importance and beauty of art. After much thought, I concluded that design is the most direct way to present aesthetic feelings to the public, through different media. So I started to have interests in design and attendant many kind of art and design activities.

I served as an assistant for the Counseling Center at my university, where I gained exposure to the field of art therapy, an experience that taught me the relationship between imagery and psychology. I believe that this is also related to consumer psychology, which will be useful in my proposed design work. On top of this I worked as a volunteer for the Pavilion of Dreams at the Taipei International Flora Exposition, which highlighted cutting-edge visual technology. This helped fuel my imagination with the sheer possibilities of design.

After I graduated, I wanted to get more information and knowledge in the design field and I think there is a limit of design in my country so I decided to studied abroad. I enrolled on the MFA program at the Academy of Art University in San Francisco, I started in the Graphic Design department, but after studying for a couple of month, I found I like motion and interactive design more. So I am pursuing my masters degree in Web Design & New Media and hoping to become a interactive designer in the future.

# RESUME

## EDUCATION

### **Academy of Art University, San Francisco (2013-present)**

Master of Fine Arts, Web Design & New Media

### **Taipei National University of the Arts, Taipei (Sep 2008 -Sep 2012)**

Bachelor of Fine Arts, Fine Art, Chinese Ink and Wash Painting

## EXPERIENCE

### **LeEco US, San Jose (June 2016 - Aug 2016) • Graphic Design Intern**

Work with the Social Team to design attractive visuals. Design UI & promo website for big sale. Design solid infographics and digital retouching. Create images for motion graphic and video. Create aesthetic graphic for marketing promo ads.

### **Counseling Center, TNUA, Taipei (Sep 2008 - Sep 2009) • Assistant Graphic Designer**

Create visual design in counseling center such as posters, slogans and paperwork. Also, learning counseling skills and basic psychology about human interaction.

## SHOWCASE

2014 AAU Annual Spring Show Type Motion Graphic (May 2014)

Academy of Art University, School of Web Design & New Media

2014 AAU Annual Spring Show UX Process: Group Project (May 2014)

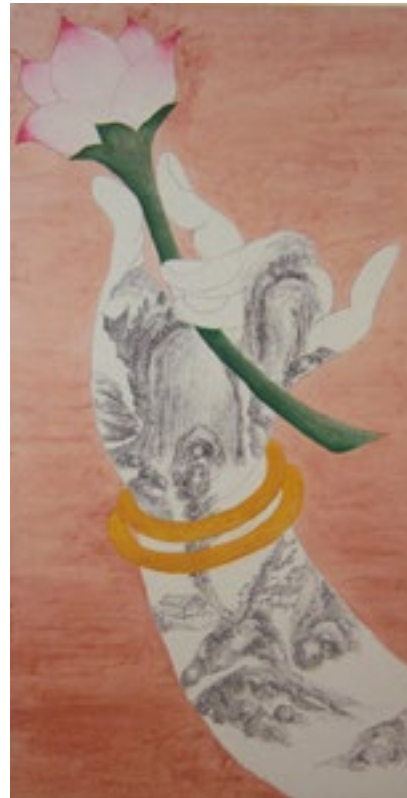
Academy of Art University, School of Web Design & New Media

## SKILLS

Visual / Print / Others: Photoshop / Illustrator / InDesign / Corel Painter

Web / Interactive: HTML / CSS / Javascript / After Effects / Premier Pro / Flash

# PORTFOLIO



## Chinese Ink Painting

### Series: Who Dominates Who? 2011

In this piece, the overall image gives the impression of a traditional Chinese landscape at a distance, but up close it appears as human muscles. In The Dominance of Vanity, we see a lamentable scene of a time when natural resources are exhausted, but people still vainly wear jewelry, not realizing that it comes from these depleted resources.

# PORTFOLIO



Website: Change your face

WNM 601, 2014

<http://cyaquarius.com/aau/wnm601/facechange/>

User can choose different part of face and combine with other people's face. Also, they can decorated the "new person" and name it.



Motion graphic: The fifth Sally

WNM 613, 2014

<https://vimeo.com/128026053>

The inspiration of the title sequence is from the novel "the fifth Sally".

I use the story of the novel to make it and the atmosphere is scary and mistry.



# PROJECT DEFINITION

• STATEMENT OF INTERESTS • THESIS ABSTRACT

# STATEMENT OF INTERESTS

## **1. INTERESTS & BACKGROUND**

My BFA degree is fine art and I specialized in Chinese ink painting. I really like the Chinese ink painting style. Perspective is not important for Chinese ink painting. The most crucial thing in Chinese ink painting is “feeling”. You can describe the atmosphere by using brush and Chinese paper.

## **2. INNOVATION & TRENDS**

With globalization, different art spreads around the world. Different arts are shown in museums, galleries and on the internet. However, I seldom see the Chinese art style interaction book or app game.

## **3. DREAM**

I want to introduce the beauty of Chinese art to different people in different countries.

## **4. FRIENDS IN THE U.S**

I told my friends who are from western countries about my idea. They all have interests in knowing more about Chinese art.

## **5. LOVE EDUCATION & STORY TELLING**

When I was in University, I attended a group and we need to teach and hold activities for children. I found all a lot of children like story. I think it will be a good idea to introduce Chinese art through the story.

# THESIS ABSTRACT

The iPad App ,Pan Pan Paint, that introduces the Chinese ink painting and tools with a cute character Pan Pan and Pan Pan's friends in the mysterious island.

The iPad App includes game elements and cute images that motivates children to draw and makes children have fun through reading Chinese story "Peach Blossom Paradise".

## **THE PROBLEM**

Chinese American children who are interested in knowing Chinese ink painting style , do not have many opportunities and sources to learn about it.

1. The books of Chinese ink painting are too difficult for children because too many text,
2. The books, video are too boring for them to read and watch.

## **GOAL**

The iPad App will give them a simple guide of chinese ink painting in English. They will know different styles and laern how to draw the simple chinese ink painting.

## **THE SOLUTION**

Build an iPad App ,Pan Pan Paint, which includes the interactive game elements and story telling to make children learn basic Chinese ink painting style and have fun. Children will know the basic tool of the Chinese ink painting, guide of Chinese ink painting and simple style of Chinese ink painting.



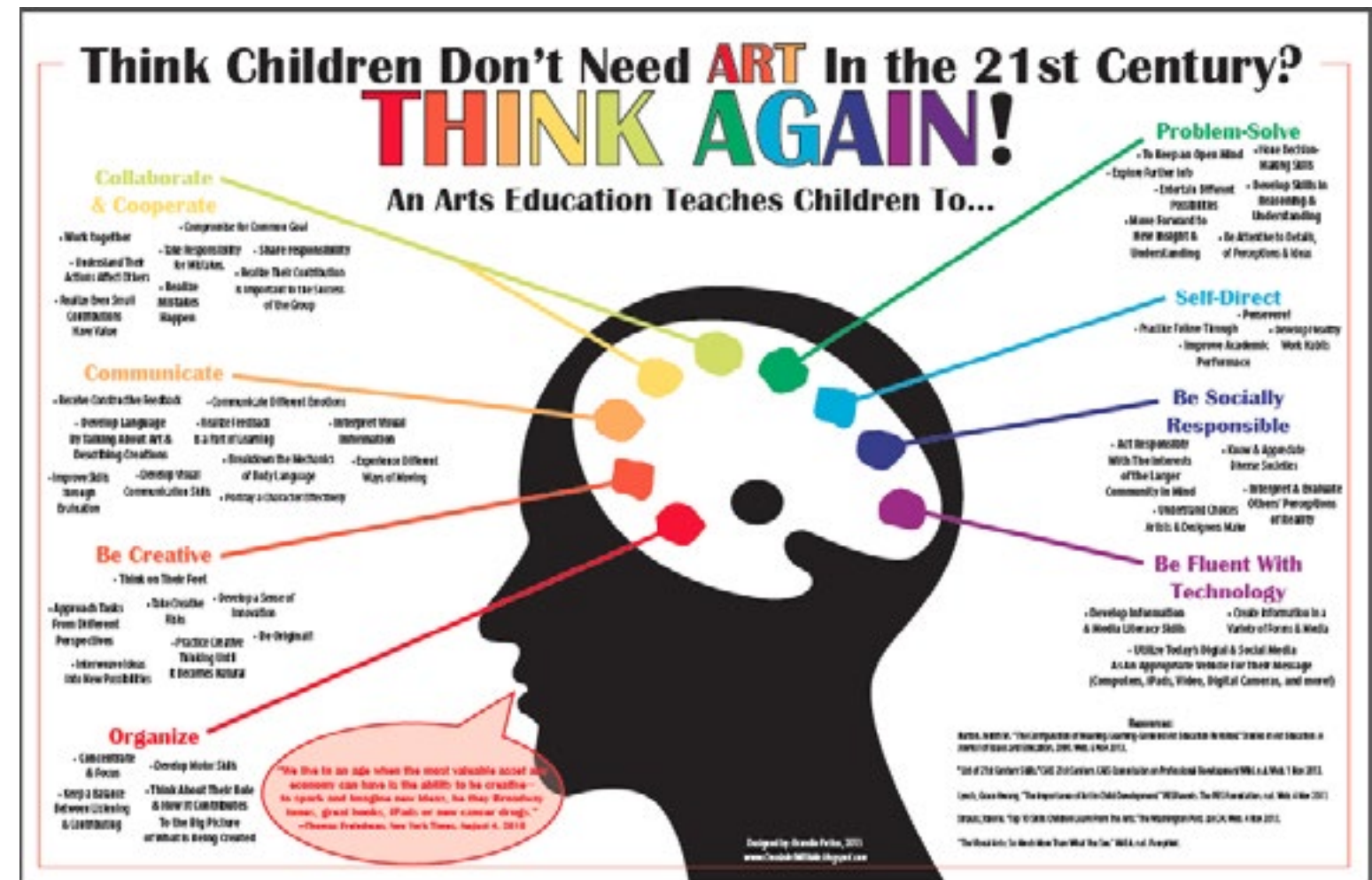


## RESEARCH

- INSPIRATION • COMPETITOR • FUNCTIONAL COMPETITOR
- EXPERTS • INTERVIEW • TARGET AUDIENCE

# CONTENT RESEARCH

Benefit of art / attractive point



According to the Earlychildhood NEWS, the simple act of drawing does indeed play an important role in a child's physical, emotional, and cognitive development. The New York Center for Arts Education also lists many benefits of exposing children to art.

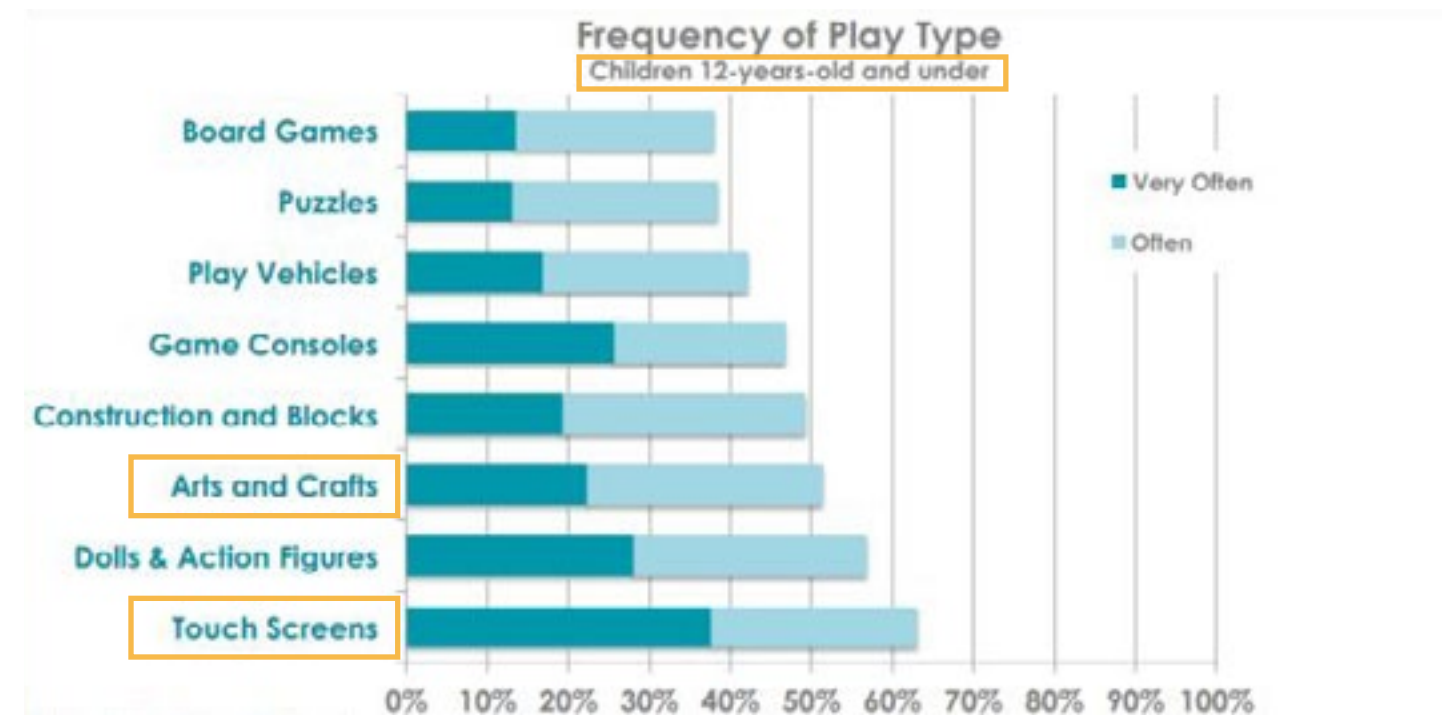
**Art is very good for children. It will be a best point to attract parents.**

# CONTENT RESEARCH

## Marketing / target audience / device

### Researchers find children play with touchscreens more than traditional toys

The touchscreen has overtaken every other toy for children, new research has found. They have overtaken dolls, action figures, board games and other traditional toys.



**From the research, “Touch screens” is first one and “Arts and Craft” is thired on. Combine art with touch screen will be good idea. Also, my target audience is under 12 years old.**

<http://www.dailymail.co.uk/sciencetech/article-2565061/How-iPad-replaced-toy-chest-Researchers-children-play-touchscreens-traditional-toys.html>

# CONTENT RESEARCH

## Marketing of Chinese ink painting

### The places where kids can learn Chinese ink painting in San Francisco.

- Chinese Ink/Brush Painting for Kids in San Francisco Public Library
- Palo Alto Art Center Foundation
- Chinatown Community Cultural Center
- Florentine School of Music, Art & Academics
- Asian Women's Resources Center
- Asia Society Arts of America
- Pauline's Art Studio: An artist and designer of Asian Arts, and a veteran docent at the Asian Art Museum of San Francisco.

<http://sfpl.org/index.php?pg=1001017401>

[http://www.paacf.org/documents/ChineseBrushPaint\\_V4.pdf](http://www.paacf.org/documents/ChineseBrushPaint_V4.pdf)

[http://florentineschool.com/Contact\\_%26\\_Locations.html](http://florentineschool.com/Contact_%26_Locations.html)

# INSPIRATION

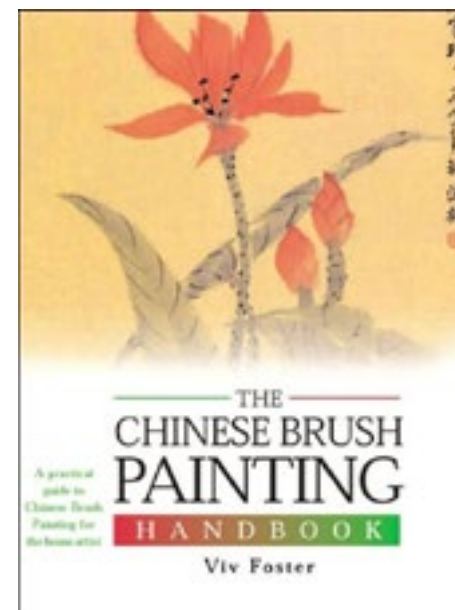


## 意象藝術

<https://www.youtube.com/watch?v=Tv2AA4kMkSg>

### FEATURE

This is an interactive installation that teaches users to learn simple Chinese ink painting by the traditional Chinese ink painting.



## The Chinese Brush Painting Handbook

<http://www.amazon.com/Chinese-Painting-Handbook-Artists-Series/dp/0764159119>

### FEATURE

This book teaches basic knowledge of Chinese ink painting and how to draw simple Chinese ink painting style. The book is easy for foreigners to know the style of Chinese ink painting.

# COMPETITOR

Direct competitor/  
Drawing game app /  
Same target audience



## iLuv Drawing Dinosaurs HD - Learn how to draw dinosaurs step by step

<https://itunes.apple.com/us/app/iluv-drawing-dinosaurs-hd/id527316431?mt=8>

### FEATURE

Learn to draw cartoon style dinosaurs by tracing over step by step templates. And kids can hear dinosaur sounds too. With voice instructions, kids will learn more about dinosaurs such as their names and body parts!

### STRENGTHS

- Clear guidelines
- Cute characters
- Useful dinosaurs knowledge
- Easy and clear interface

### HOW IT RELATES TO MY PROJECT

The function of the teaching drawing part is same as me. Also, this app has cute main character as me. The main character will take kids to through all the step.

### WEAKNESS

- Kids can't create totally new dinosaurs by themselves.
- No interactive functions



# COMPETITOR

Functional competitor/  
Drawing website



## Asia education

<http://education.asianart.org/explore-resources/background-information/introduction-chinese-brushpainting-techniques>

## Interactive brushpainting activity.

<http://education.asianart.org/brushpainting/>

### FEATURE

This website provide many information, event, class and resource of AsiaN art. Interactive brush-painting is an interactive source that teaching Chinese ink painting.

### STRENGTHS

- Unique and interesting idea
- Simple and clean interface
- Nice usability

### HOW IT RELATES TO MY PROJECT

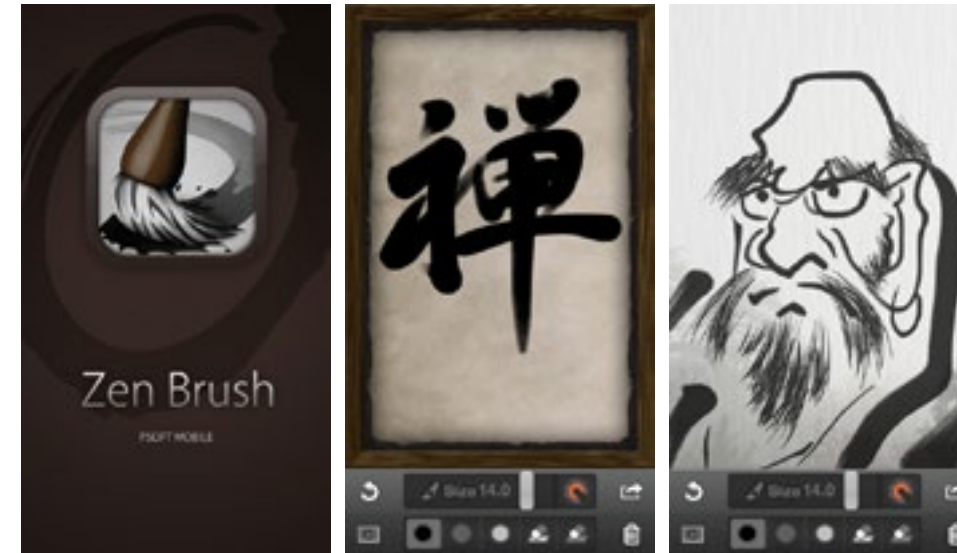
The function of the website is simliar to my app. The idea of brush and sample functions are all what I want to build but the target audience is different than mine.

### WEAKNESS

- Bad type face
- Unclear explanation
- Difficult sample
- An unsolved bug

# COMPETITOR

Functional competitor/  
Drawing app



## Zen Brush

<https://itunes.apple.com/us/app/zen-brush/id382200873?mt=8&ign-mpt=uo%3D4>

### FEATURE

Zen Brush allows users to easily enjoy the feeling of using an ink brush to write or to paint.

### STRENGTHS

- Many kinds of papers
- Pen pressure sensitivity
- Simple and clean interface

### HOW IT RELATES TO MY PROJECT

The Chinese ink painting tools and function relates to my project idea.

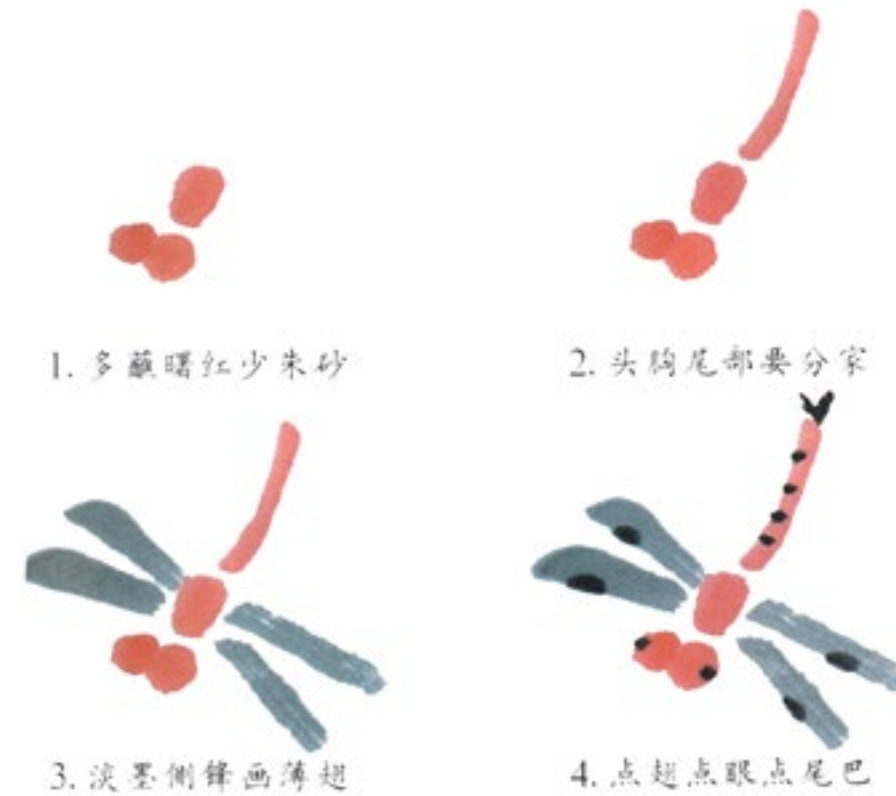
### WEAKNESS

- No interactive functions
- Boring visual design
- No useful learning outcome



# COMPETITOR

Real world competitor/  
Drawing learning book



## FEATURE

A Chinese book that teaches Children how to draw simple Chinese ink paintings.

## STRENGTHS

- Clear step-by-step images
- Cute characters
- Series of books that teach different categories of Chinese ink painting



兒童國畫基礎教程·魚蟲篇

<http://www.m.sanmin.com.tw/Product/Index/004935714>

## HOW IT RELATES TO MY PROJECT

This is my reference book. It teaches children simple fishes and insects in Chinese ink painting.

## WEAKNESS

- The book format is too boring for kids.
- Too much text

# EXPERTS



## **Yu-Hsiu Chao**

Assistant Professor in Taipei National University of the Arts / Artist

Expertise

Ink-painting, calligraphy



## **Robert Revels**

Instructor in Academy of Art University

He has worked on a variety of projects ranging from children's stories to large concert backdrops for artists such as Carlos Santana and U2.



## **Evan Browning**

Senior UI Engineer - TV Platforms at Netflix  
San Francisco Bay Area / Computer Games

Previous

Big Viking Games, Fixmo, University of Toronto

# INTERVIEW

Time: Fall 2015

|                     | Testers                                      | Number of people | Result   |
|---------------------|--|------------------|--|
| <b>First Round</b>  | Children ages 8-11                           | 5                | <ul style="list-style-type: none"><li>• Like playing games.</li><li>• Read novels, comic books (about school) by themselves.</li><li>• Like mature drawing and interesting characters.</li><li>• The games they play have more complex task flows.</li><li>• Care more about rewards.</li></ul>  |
| <b>Second Round</b> | Children ages 6-8<br><br>(with their parent) | 4                | <p><b>Children</b></p> <ul style="list-style-type: none"><li>• Like playing games.</li><li>• Read books (ex. The Three Little Pigs).</li><li>• Like cute characters and bright colors.</li><li>• The games they play have simple task flows.</li><li>• Keep having something to do.</li></ul> <p><b>Parents</b></p> <ul style="list-style-type: none"><li>• Like buying book for their children and read with them.</li><li>• Courage them to draw.</li><li>• Interested in letting their children access different art.</li></ul> |

# INTERVIEW

## QUESTION

Background

### 1. What are your interests?

Tell me that? Why do you like it?

What is the most interesting part? Why?

When did you start to do it? How ?

When did you start to have interest in it ?

Relationship and social activity

### 2. Who do you usually play with ?

Tell me last time you play with XXX and it was fun ?

What activity did you play?

What is the most fun part? Why ?

What is the bad part ? why?

How did you do when you feel bad? Why ?

Reading habit and favor style

### 3. Do you like read (watch)? Why do you like read?

Which book do you like the most? Why ?

Which character do you like? Why?

How did feel when you read the book ?

Why did you feel like that ?

What did you learn from that book ?

Who did you read with ?

App game experience

### 4. Do you play app game ? Which game is your favor?

Why do you like this game?

Which character or part do you like? Why?

Which part do you feel the most interesting ? Why?

What did you learn from this game ?

How did you find this game?

How did learn play this game?

Who do you usually play with?

Where do you usually play this game? and

When ?

# MARKET RESEARCH

## Competitor target audience

Popular drawing games in Apple store

Ages: 3-8 years old.

After school drawing program in SF Chinatown

Ages: 5-13 years old.

EX. Asian Women's Resources Center

### EXAMPLE



Monster Coloring Book

Made for Ages 6-8

<https://itunes.apple.com/us/app/monster-coloring-book/id435676573?mt=8>



Drawing Pad

Made for Ages 6-8

<https://itunes.apple.com/us/app/drawing-pad/id358207332?mt=8>



iLuv Drawing Dinosaurs HD - Learn

how to draw dinosaurs step by step

Ideal for kids ages 4+.

<https://itunes.apple.com/us/app/iluv-drawing-dinosaurs-hd/id527316431?mt=8>



How to Draw

Made for Ages 4-7

<https://itunes.apple.com/us/app/how-to-draw-full-version/id437308682?mt=8>

# SUMMARY

Based on my APP age research, my style and interests of children, my target audience will be 6-8 year old children. This age range of children likes cute characters, reading children books and drawing.

## Project should be

- Simple task flow
- Repeated manipulation
- Very interactive function  
(keep they have something to do)
- Game elements (coins and tools)
- Clear indication
- Show the progress they learn (starts they get)
- Postive words
- Sound and music
- Delightful color
- Cute characters
- Clear description
- They can create or build something.
- It will be good have some function that children can interate with their parents or sibling.

## Project should not be

- Too complicated
- Too much text
- Word too small
- Discourage words (nagative words)
- Too much information
- Show information everytime (skip function)
- Too much function you need use real money to buy
- All are Dark grey color
- Nagative information

# TARGET AUDIENCE

## **Primary Audience - Children**

**Ages : 6 - 8**

**Language : English**

**Location : United States**

American-born Chinese children have an interest in drawing, Chinese art and reading. Also, they like using tablets to play the app game,s

## **Secondary Audience - Parents**

**Ages : 30 - 38**

**Language : English**

**Location : United States**

**From : China, Taiwan**

Parents who are from China or Taiwan want to teach their kids different cultures and expand their view by appreciating and learning Chinese ink painting.



## **PROOF OF CONCEPT**

- **USER PERSONAS** • **EXPERIENCE MAP** • **TASK FLOW**
- **PROOF OF CONCEPT**



# CONCEPT VIDEO



Click on the Pan Pan to see the video or click on the link to see the video via Vimeo  
<https://vimeo.com/191444736>

# PERSONAS



**Name: Lucy**  
**Age: 7 years old**  
**Gender: Female**  
**Interest: drawing**  
**American born Chinese**

## **PROBLEM**

Lucy is a Chinese American girl. She wants to learn more about Chinese ink painting, but there are only few sources about Chinese ink painting in America and the books are too difficult for her.

“ Hello, I am Lucy. I was born in America. I like drawing and reading. I read a lot of Chinese stories. I really like the animals in the Chinese art. I want to know how to paint them! ”

# PERSONAS



**Name: Judy**  
**Age: 35 years old**  
**Gender: Female**  
**Location: San Francisco**

## PROBLEM

Judy is from China. She wants her children to have a chance to access Chinese art, but there are only a few sources about Chinese art in America. Also, a lot of books are all text or in Chinese so they are too difficult for her children to read.

“ Hello, I am Judy. I was born in China. Now I am living in the U.S. and I have two children. I like Chinese art and culture. I hope my children will have a chance to access Chinese art and culture. ”

# USER SCENARIO



**Name:** Lucy  
**Age:** 7 years old  
**Gender:** Female  
**Interest:** drawing  
**American born Chinese**

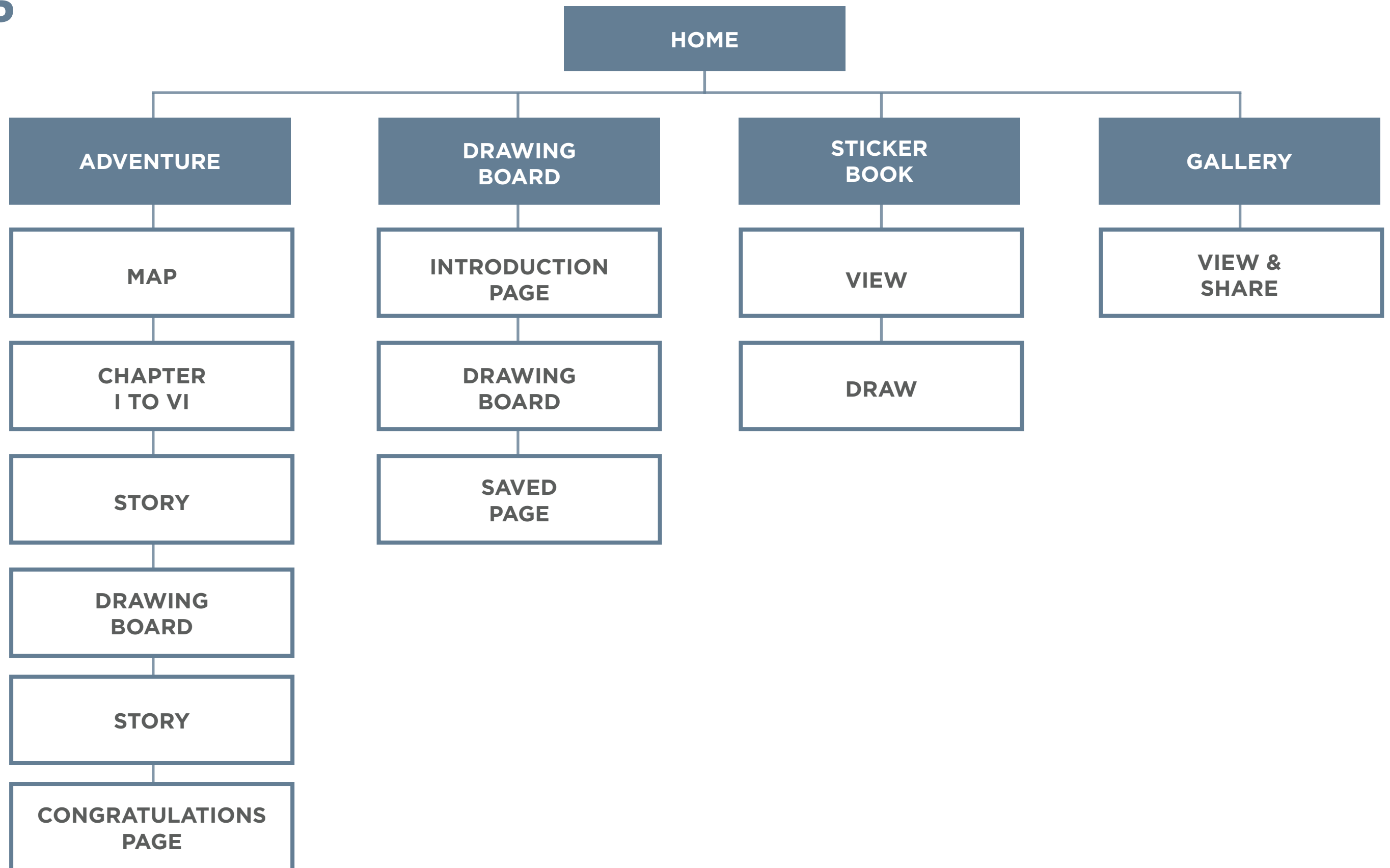


**Name:** Judy  
**Age:** 35 years old  
**Gender:** Female  
**Location:** San Francisco

Lucy's drawing teacher is working at the Chinatown Community Cultural Center. Because Lucy is very interested in Chinese ink painting style so Lucy's drawing teacher introduced Pan Pan Paint to Lucy's mother. Lucy's mom installed the app. Looking at the Pan Pan Paint app for the first time, Lucy's mom wants Lucy to :

- Learn how to draw the simple Chinese ink painting animals.
- Read a Chinese story.

# SITEMAP



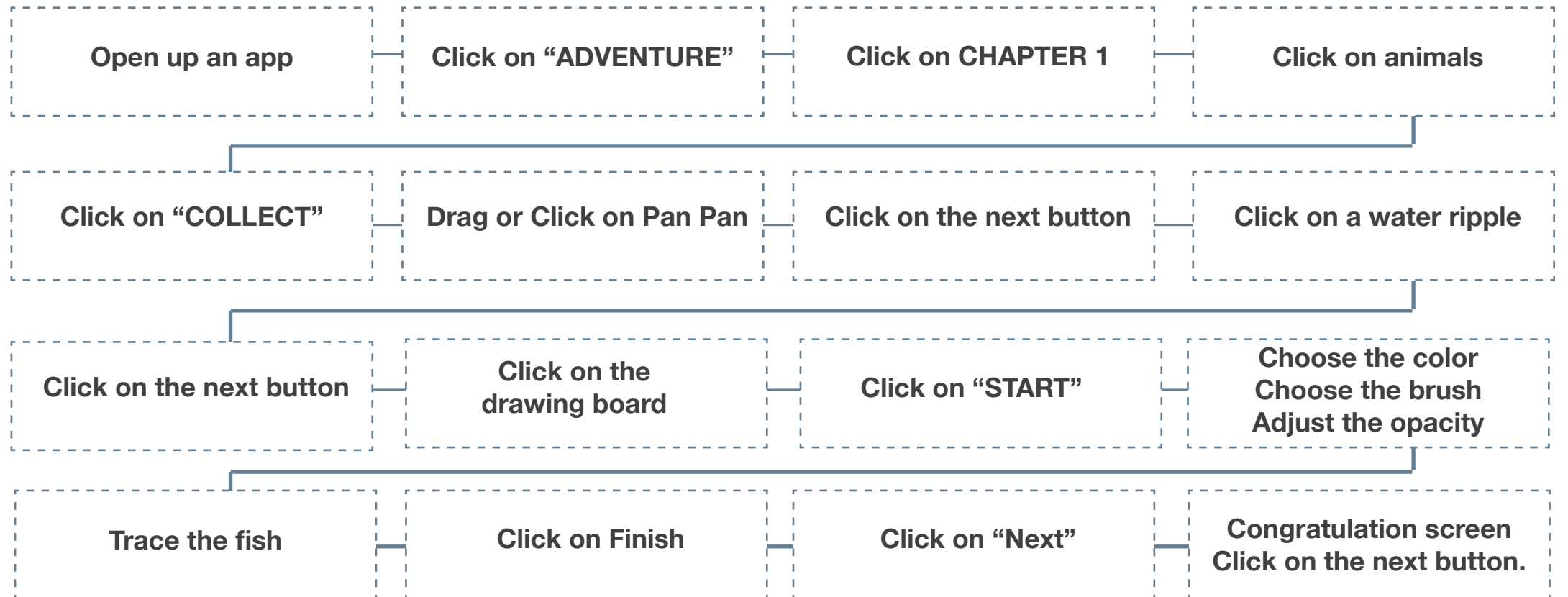
# TASK FLOW 1

## Task

Read Chapter I. Collect stickers and learn to draw the Chinese ink painting object in Chapter I.

## Result and learning outcome

Unlock the next level, collect stickers and learn how to draw the Chinese ink painting fish.



# PROOF OF CONCEPT

Proof of concept: task1: step 1 / 15;  
Select “ADVENTURE”.

Lucy clicks on “ADVENTURE”.





# PROOF OF CONCEPT

Proof of concept: task1: step 2 / 15;  
Select “Mountain Lake”.

Lucy clicks on “MOUNTAIN LAKE”.





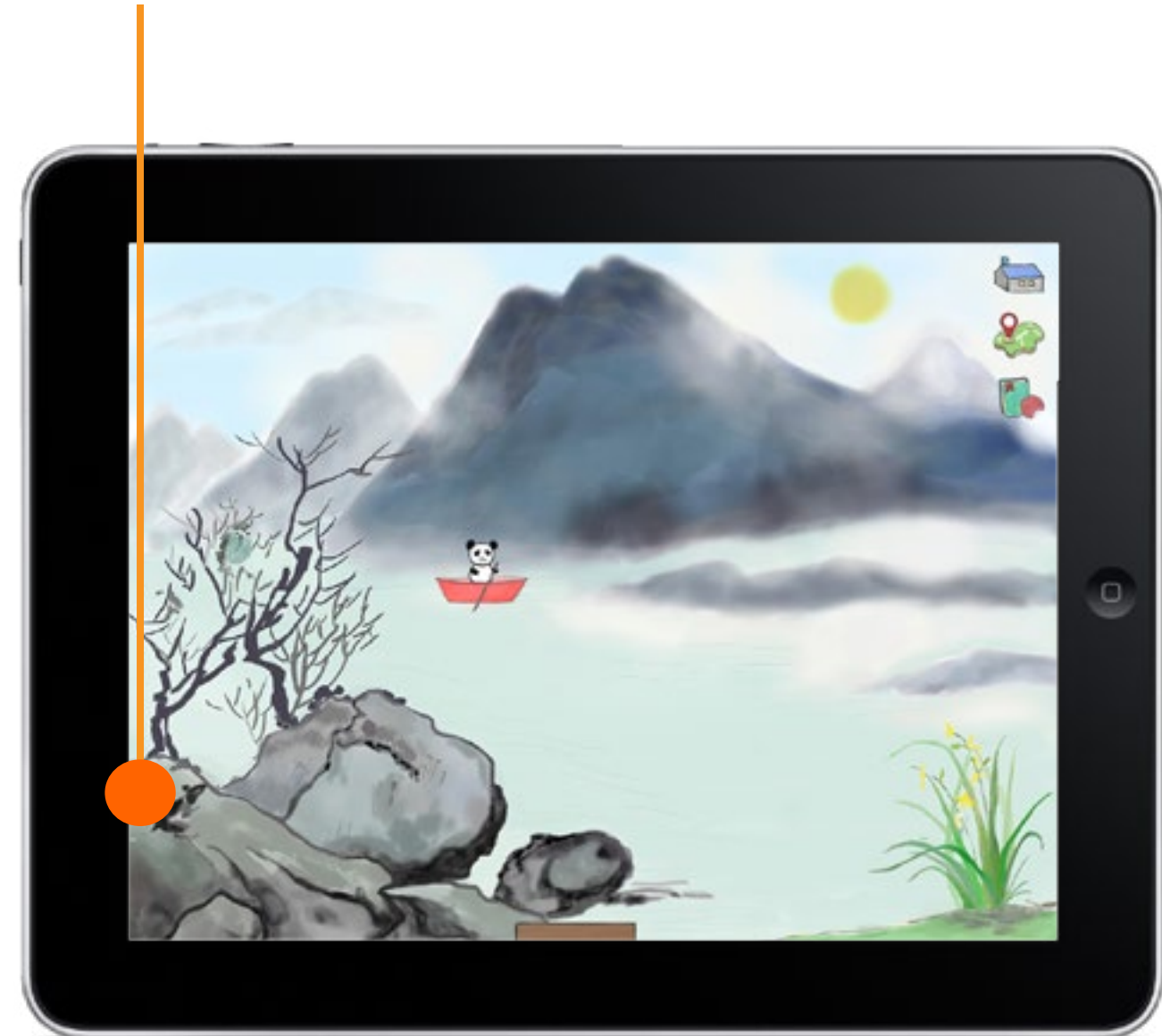
# PROOF OF CONCEPT

Proof of concept: task1: step 3 / 15;

Read story & Click on the animals (ex.mouse).



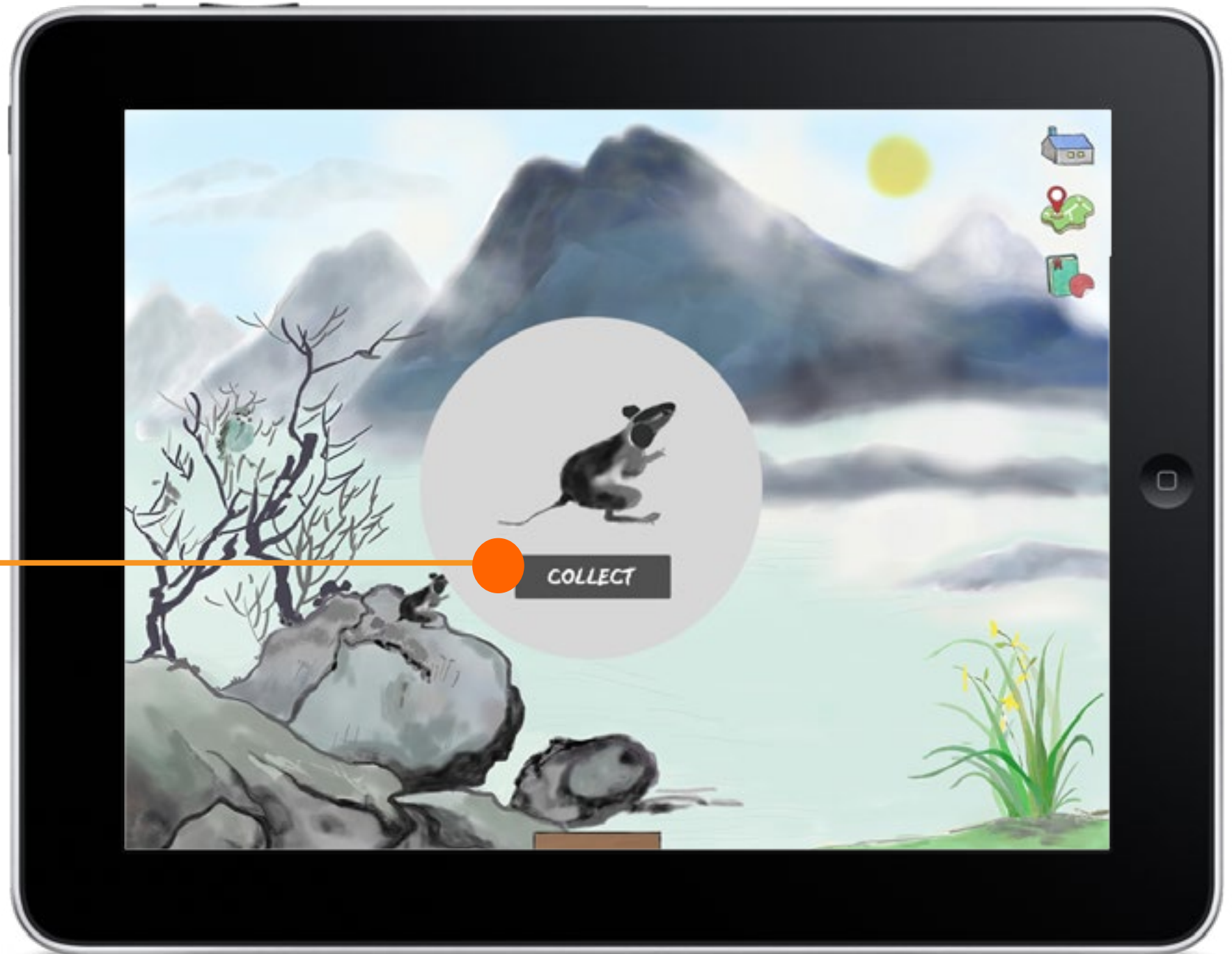
Lucy clicks on the mouse.



# PROOF OF CONCEPT

Proof of concept: task1: step 4 / 15;  
Click on “COLLECT”.

Lucy clicks on “COLLECT”.



# PROOF OF CONCEPT

Proof of concept: task1: step 5 / 15;

Click on Pan Pan.

Lucy clicks on the Pan Pan.





# PROOF OF CONCEPT

Proof of concept: task1: step 6 / 15;

Click on the next button.

Lucy clicks on the next button.



# PROOF OF CONCEPT

Proof of concept: task1: step 7 / 15;

Read the story & Click on the water ripples.



Lucy clicks on a water ripple.



# PROOF OF CONCEPT

Proof of concept: task1: step 8 / 15;

Click on the next button.

Lucy clicks on the next button.





# PROOF OF CONCEPT

Proof of concept: task1: step 9 / 15;  
Click on the read story & the drawing board.

Lucy clicks on the drawing board.

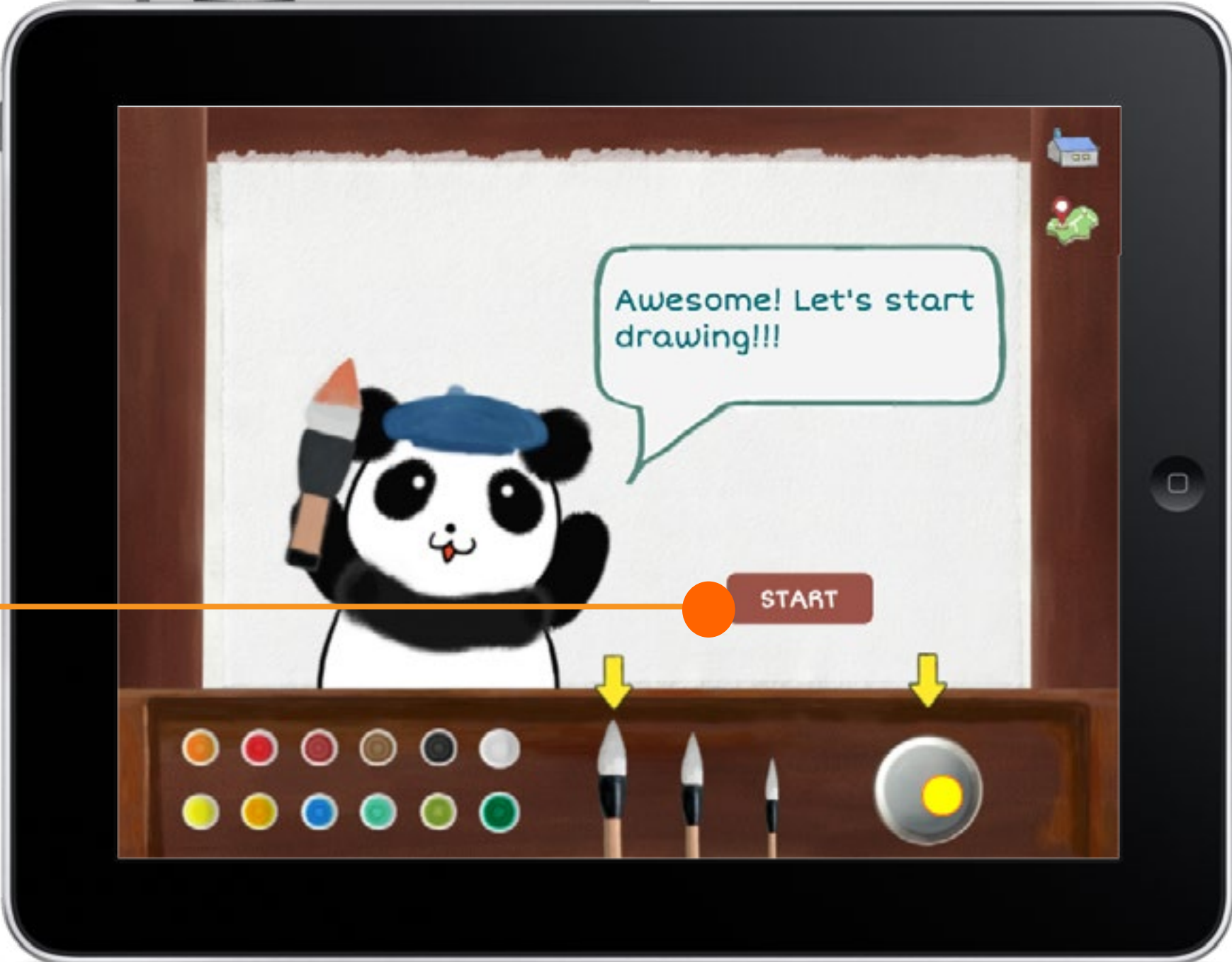




# PROOF OF CONCEPT

Proof of concept: task1: step 10 / 15;  
Click on "START".

Lucy clicks on "START".



# PROOF OF CONCEPT

Proof of concept: task1: step 11 / 15;  
Choose the color, brush and adjust  
opacity.

Lucy click choose the color,  
brush and adjust opacity.



# PROOF OF CONCEPT

Proof of concept: task1: step 12 / 15;

Start to draw.

Lucy starts to trace fish.



# PROOF OF CONCEPT

Proof of concept: task1: step 13 / 15;

Click on “Finish”.

Lucy clicks on “Finish”.





# PROOF OF CONCEPT

Proof of concept: task1: step 14 / 15;

Click on the next button.

Lucy clicks on "Finish".



# PROOF OF CONCEPT

Proof of concept: task1: step 15 / 15;

Click on the next button.



Lucy clicks on the next button.

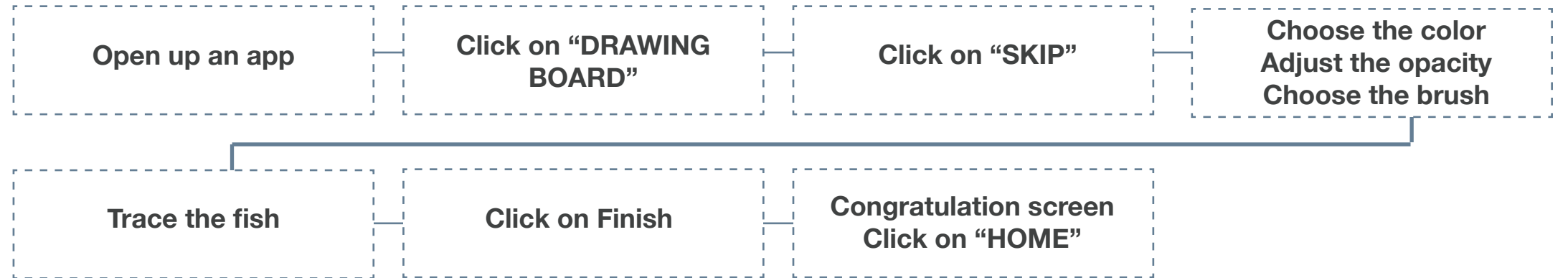
# TASK FLOW 2

## Task

Use the Chinese ink painting tool to draw on the drawing board.

## Result and learning outcome

Know how to draw by using the Chinese ink painting brush and water.





# PROOF OF CONCEPT

Proof of concept: task2: step 1 / 6;  
Select “DRAWING BOARD”.

Lucy clicks on “DRAWING BOARD”.



# PROOF OF CONCEPT

Proof of concept: task2: step 2 / 6;

Click "SKIP".

Lucy clicks on "SKIP".



# PROOF OF CONCEPT

Proof of concept: task2: step 3 / 6;  
Choose color, adjust opacity and brush.

Lucy click choose the color,  
brush and adjust opacity.





# PROOF OF CONCEPT

Proof of concept: task2: step 4 / 6;  
Start to draw.



# PROOF OF CONCEPT

Proof of concept: task2: step 5 / 6;

Click on “Finish”.



Lucy clicks on “Finish”.



# PROOF OF CONCEPT

Proof of concept: task2: step 6 / 6;

Click on the home button.

Lucy clicks on the home button.



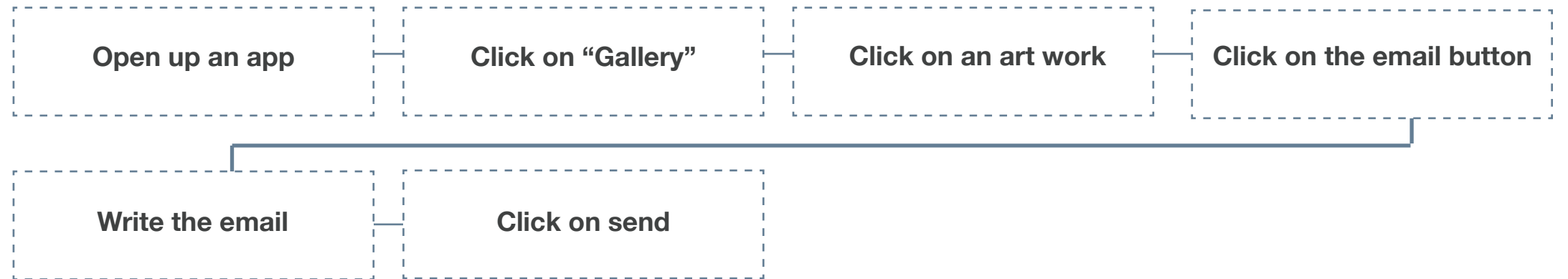
# TASK FLOW 3

## Task

Find the previous art work in the gallery and email to yourself.

## Result and learning outcome

Get email about your art work.





# PROOF OF CONCEPT

Proof of concept: task3: step 1 / 4;

Click on “GALLERY”.

Lucy clicks on “STICKER BOOK”.



# PROOF OF CONCEPT

Proof of concept: task3: step 2 / 4;  
Click on an art work.

Lucy clicks on an art work.



# PROOF OF CONCEPT

Proof of concept: task3: step 3 / 4;  
Click on the email button.

Lucy clicks on the email button.

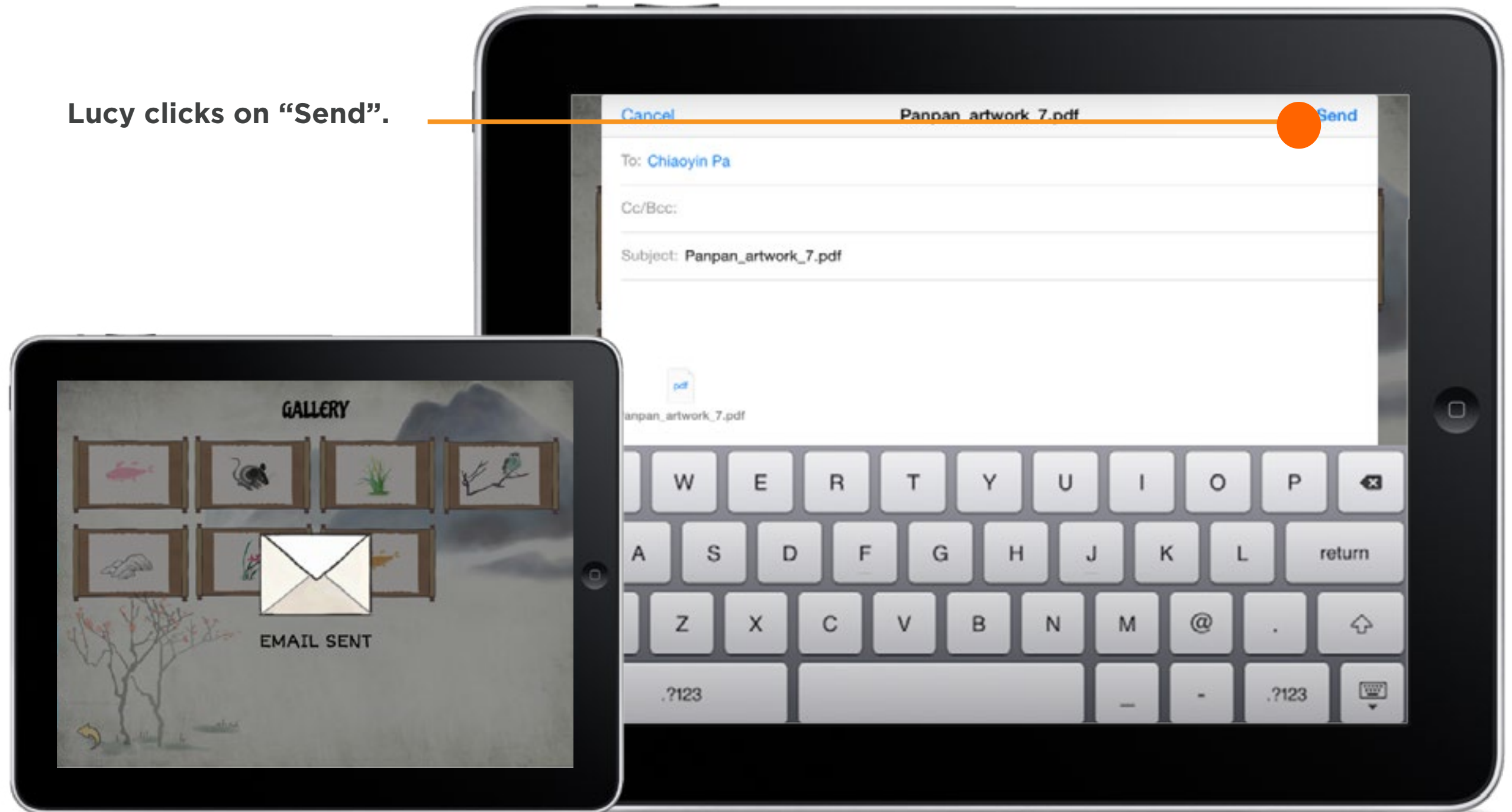


# PROOF OF CONCEPT

Proof of concept: task3: step 4 / 4;

Click on “Send”.

Lucy clicks on “Send”.



After click on the button “Send”, it will shows the “EMAIL SENT” for a while and disappear.

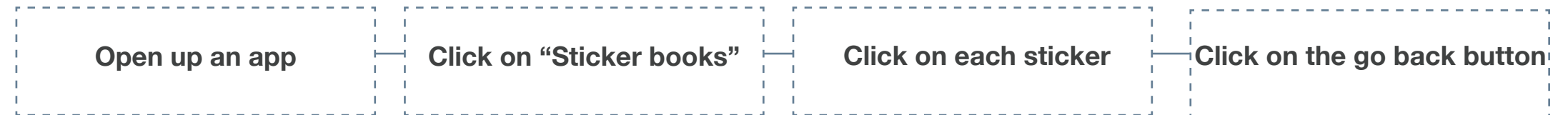
# TASK FLOW 4

## Task

Check stickers in the sticker book.

## Result and learning outcome

Know which stickers you have collected.





# PROOF OF CONCEPT

Proof of concept: task4: step 1 / 3;

Click on “STICKER BOOK”.

Lucy clicks on the home button.



# PROOF OF CONCEPT

Proof of concept: task4: step 2 / 3;  
Click on each sticker.

Lucy clicks on the mouse sticker.





# PROOF OF CONCEPT

Proof of concept: task4: step 3 / 3;

Click on the go back button.



Lucy clicks on the go bakc button.

# OTHER STORY

## Base on the original story

### - The peach Blossom Spring / Peach Blossom Paradise

The Peach Blossom Spring was written during a time of political instability and national disunity. The story describes how a fisherman haphazardly sailed into a river in a forest made up entirely of blossoming peach trees, where even the ground was covered by peach petals. When he reached the end of the river (or spring in some translations), the source turned out to be a grotto. Though narrow at first, he was able to squeeze through and the passage eventually reached a village with animals and people of all ages.

The villagers were surprised to see him, but were kind and friendly. They explained that their ancestors escaped to this place during the civil unrest of the Qin dynasty and they themselves had not left since or had contact with anyone from the outside. As a result, they had heard nothing of subsequent changes in political regimes.

The fisherman was warmly received by the hospitable villagers and stayed for over a week. Upon leaving, he was informed that it was worthless to reveal this experience to the world. However, he marked his route on his way out with signs and later divulged the existence of this idyllic haven to others. They tried to find it repeatedly but in vain.

# OTHER STORY

## Chapter I to VI outline

### CHAPTER II CHERRY BLOSSOM

Task flow

1. Follow the fish & choose the cave.
2. Click sticker in the page.
3. Meet the bird & click on the drawing board that is hand in the tree.
4. Draw Cherry blossom.
5. Bird take Pan Pan to next.
6. Congratulation page.

- Draw: Cherry blossom
- Collect: 5 Stickers
- Sticker type: cherry blossom, 2 type of Leafs, 2 type of other flowers

### CHAPTER III LILY TEMPLE

Task flow

1. See the temple & collect stickers.
2. Meet monkey Click on different object and monkey will tell the story.
3. Go outside and click on the drawing board that is beside the water lily.
4. Draw water lily.
5. Monkey point the direction for Pan Pam
6. Congratulation page

- Draw: water lily
- Collect: 5 Stickers
- Sticker type: water lily, butterfly, fly, frog, water lily leaf

### CHAPTER IV GOLD VILLAGE

Task flow

1. Meet other villagers (rabbit) and follow rabbit to her house
2. See inside of the house & collect stickers
3. See the drawing board on the table
4. Draw the peaches.
5. Say goodbye to the rabbits
6. Congratulation page

- Draw: peaches
- Collect: 6 Stickers
- Sticker type: 6 type of fruits

# OTHER STORY

## Chapter 2 to 6 outline

### CHAPTER V MYSTERY MOUNTAIN

#### Task flow

1. Pan Pan explores mountain area & collect stickers.
2. Drag wooden and rope to build the bridge to cross the river.
3. Take a break & click on the drawing board that on the stone
4. Draw mountain landscape
5. Pan Pan got lost. At moment, squirrel jump from stone and take Pan Pan out of the mountain.
6. Congratulation page

- Draw: Mountain
- Collect: 7 Stickers
- Sticker type: Mountain, stone, 2 type of trees, 2 type of fishes, shrimp

### CHAPTER VI DREAM PORT

#### Task flow

1. Follow squirrel and see the port. Collect stickers
2. Click on the sky and change to the afternoon and click on the tree because someone is there.
3. Meet monkey again and he is head of villagers. Pan Pan is talking to him.
4. Draw head of villagers
5. Say bye bye to all villagers
6. Congratulation page
7. See the ending story animation. (Go back to the real word)

- Draw: Monkey (head of villagers)
- Collect: 6 Stickers
- Sticker type: Monkey, rabbit, cat, bamboo, squirrel.

# OTHER STORY

1. Sailing > lost > Catch fish > Draw fish
2. Follow fish > Meet bird > See the beautiful cherry blossom tree > Draw cherry blossom
3. See the temple > Meet monkey > Know the history > Draw water lily
4. Meet some villagers (rabbits) > Take Pan Pan home & eat > Draw fruit
5. Pan Pan climb the mountain > draw mountain > meet squirrel
6. Pan Pan decides go home > Go to port > Draw head of villager (monkey) > See the ending animation

**Type of drawing:** fish, cherry blossom, water lily, peaches, mountain, monkey

**Type of sticker:** cherry blossom, 2 type of Leafs, 2 type of other flowers, water lily, butterfly, fly, frog, water lily leaf , 6 type of fruits , Mountain, stone, 2 type of trees, 3 type of fishes, Monkey, rabbit, cat, squirrel, bamboo, shrimp

**Characters:** Fish, bird, monkey, squirrel ,rabbit

**Total level:** 6

**Total pages:** 36

**Total stickers:** 32





## **USER TESTING PROCESS**

- **FIRST TESTING** • **SECOND TESTING** • **THIRD TESTING**
- **RESULT OF TESTING**

# USER TESTING

|                       | Testers                  | Number of people | Result   |
|-----------------------|--------------------------|------------------|--|
| <b>1st Class</b>      | <b>Classmates</b>        | <b>8</b>         | <ul style="list-style-type: none"> <li>The style is not too “Chinese art”.</li> <li>Each level is not clear. (words and images)</li> <li>The style is not too consistent.</li> <li>Drawing same animal will be boring.</li> </ul>  |
| <b>1st Round Kids</b> | <b>Children ages 6-8</b> | <b>4</b>         | <ul style="list-style-type: none"> <li>Children didn’t know how to interact with the story and didn’t know where’s the “help”.</li> <li>Children didn’t know the mission to collect stickers in the story.</li> <li>Children didn’t learn drawing step by step.</li> <li>They think progress bar is fish’s emotion.</li> <li>They think sticker icon is flower not sticker.</li> </ul> |
| <b>2nd Round Kids</b> | <b>Children ages 6-8</b> | <b>3</b>         | <ul style="list-style-type: none"> <li>Map is not clear and different setting from other games.</li> <li>Children didn’t want to read instructions.</li> <li>Sticker unlock part is not clear enough.</li> <li>Collecting stickers part is the most interesting part.</li> <li>Clicking drawing board is little confusing.</li> </ul>  |
| <b>2nd Class</b>      | <b>Classmates</b>        | <b>8</b>         | <ul style="list-style-type: none"> <li>Shop icon looks like home icon.</li> <li>What’s the difference between diamond and coin ?</li> <li>Animation that Introduce Pan Pan first.</li> </ul>   |

|                                 | Testers                  | Number of people | Result   |
|---------------------------------|--------------------------|------------------|--|
| <b>3th Round Kids</b>           | <b>Children ages 6-8</b> | <b>3</b>         | <ul style="list-style-type: none"> <li>Opacity part still confusing.</li> <li>Drawing style needs to be more colorful. (between traditional and color)</li> <li>Highlight decorated sticker selection in drawing board.</li> <li>“Collect” button is little bit confusing.</li> <li>Maybe add more function or change script in catching fish part.</li> </ul> |
| <b>3th Class Designer</b>       | <b>Designers</b>         | <b>6</b>         | <ul style="list-style-type: none"> <li>If it’s for fun, make them stay in each page longer.</li> <li>Saved page is not clear.</li> <li>Rewrite user task to “draw the fish instead of learn to draw fish”.</li> <li>Make all look like paintings and “real”. Look at “paper app” and braid game.</li> <li>Make hints more clear.</li> </ul>                    |
| <b>4th Kids</b>                 | <b>Children ages 6-8</b> | <b>3</b>         | <ul style="list-style-type: none"> <li>Children didn’t want to use sticker function or they didn’t notice it.</li> <li>They didn’t know how to use sticker function.</li> <li>They like home page more than content page because it’s more colorful.</li> <li>The word in the opacity water is too small.</li> </ul>   |
| <b>5th Kids (Coded version)</b> | <b>Children ages 6-8</b> | <b>4</b>         | <ul style="list-style-type: none"> <li>Children seldom user water function to draw.</li> <li>Children confused about sticker book for a while.</li> <li>The story board disappear too fast for them.</li> </ul>  |

# ORIGINAL VERSION

## Drawing game



## Tools educational game



The navigation of original version is too complicated and too much selections in each pages. Kids will feel confused. The style of original version is not consistent. Some are more illustration and some are more real painting. Also, drawing game and tools educational game seem separated and no related.

# FIRST VERSION

1st testing

# SECOND VERSION

2nd testing

# THIRD VERSION



Children felt more engaged when they unlocked different levels in the map.

Children kept clicking on the chapter 2, so I changed chapter 1 to house.



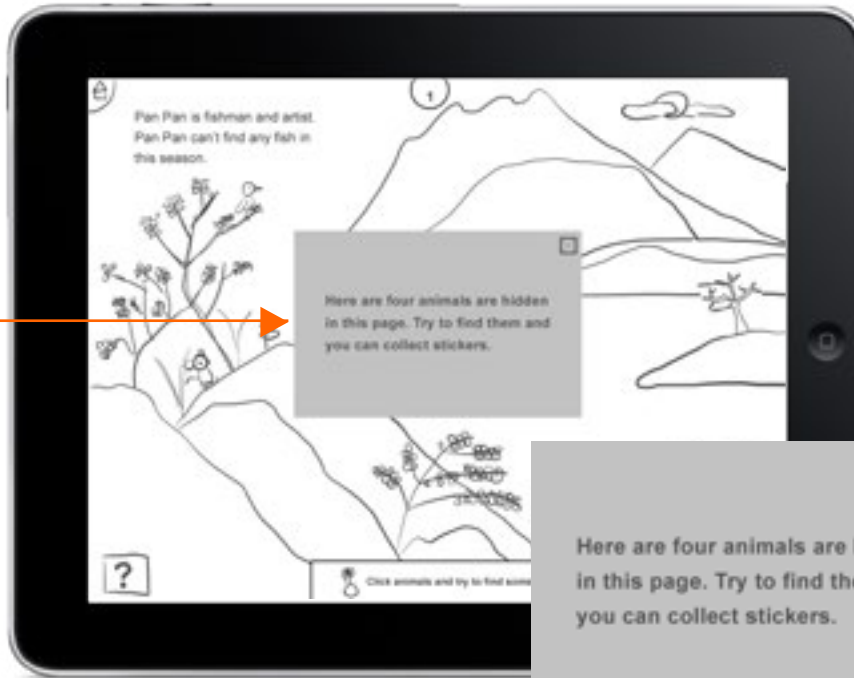
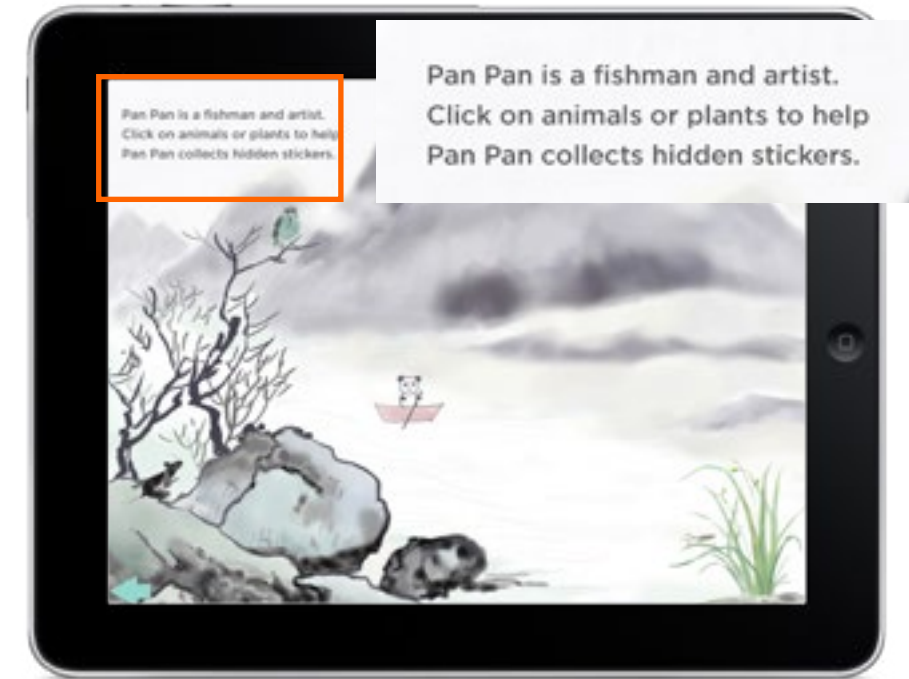
# FIRST VERSION

1st testing

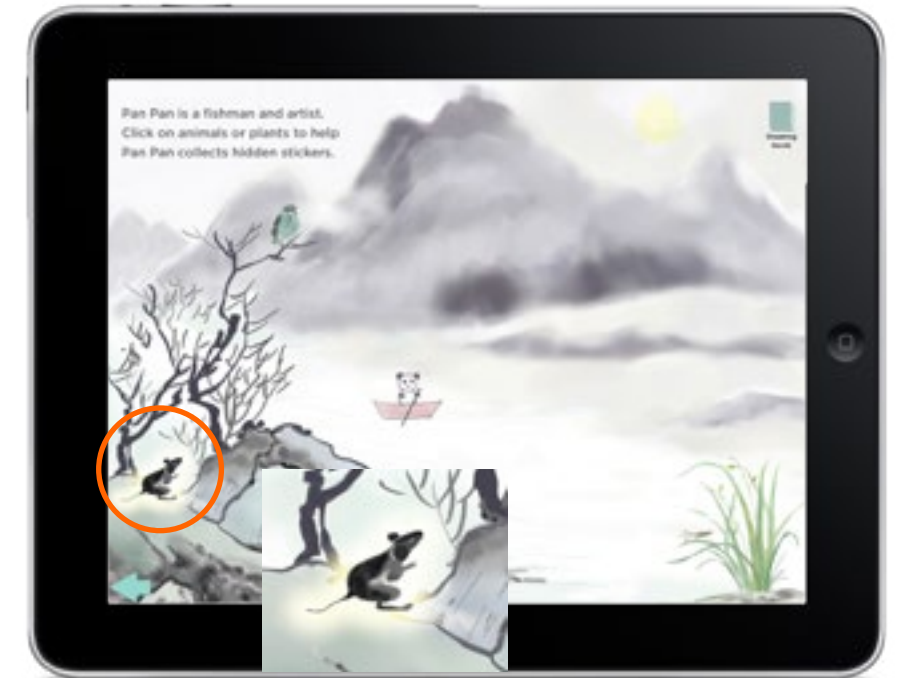
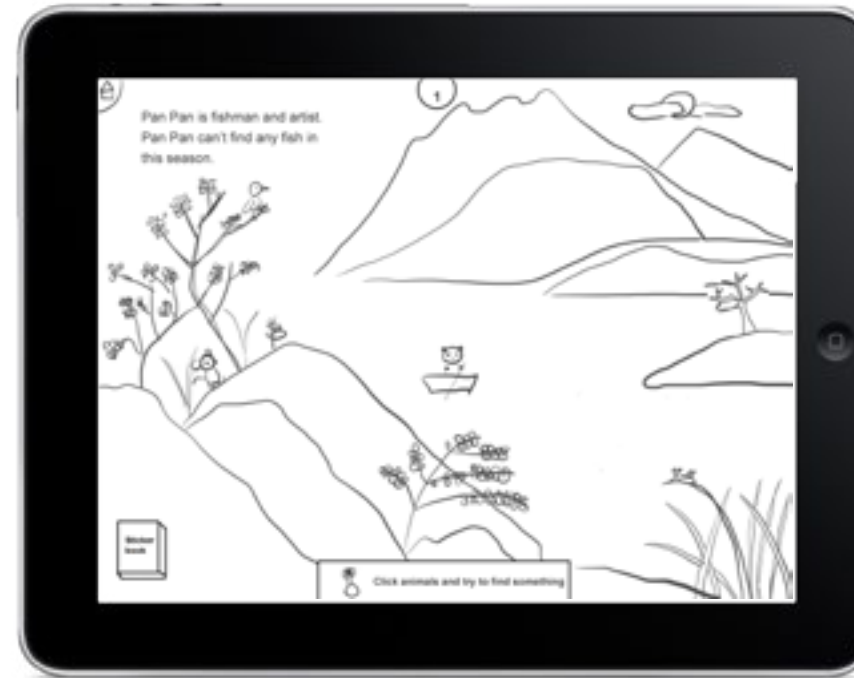
# SECOND VERSION

2nd testing

# THIRD VERSION



Here are four animals are hidden in this page. Try to find them and you can collect stickers.



Children didn't know what the question button is and wouldn't click on it.

Children still didn't read the instructions, so I changed the hints in the story also, made animals shine, so they can know they need to click on it.



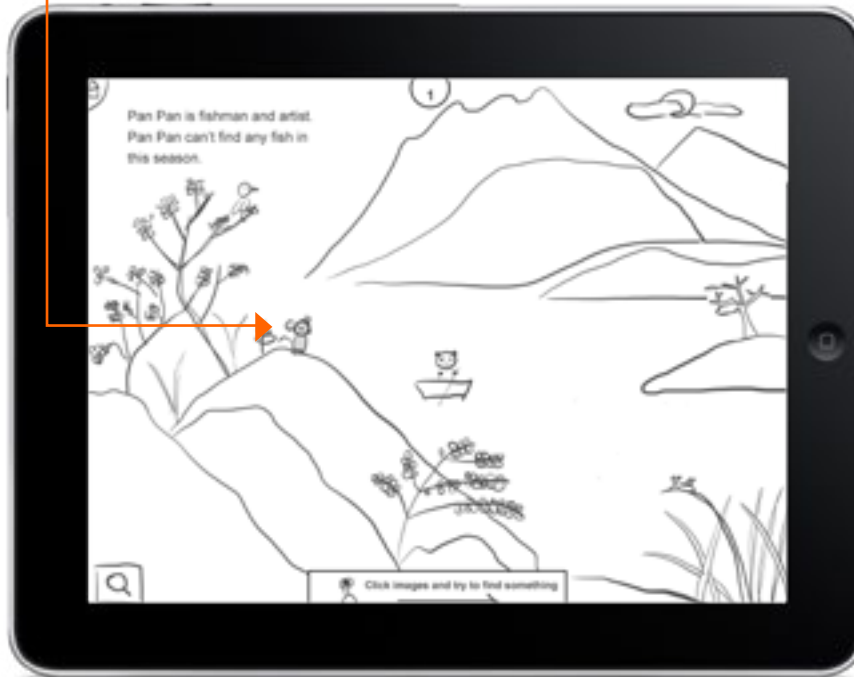
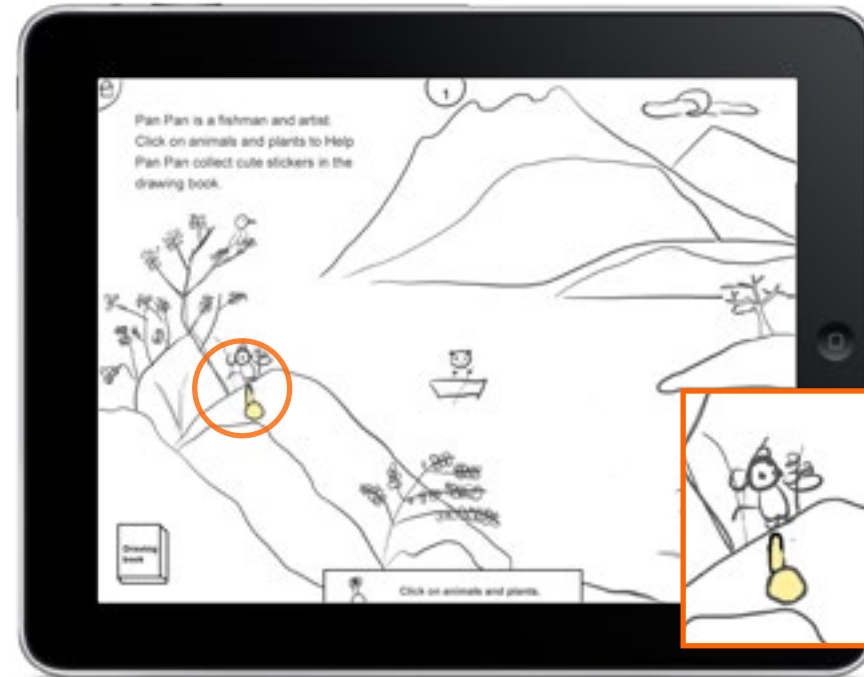
# FIRST VERSION

1st testing

# SECOND VERSION

2nd testing

# THIRD VERSION

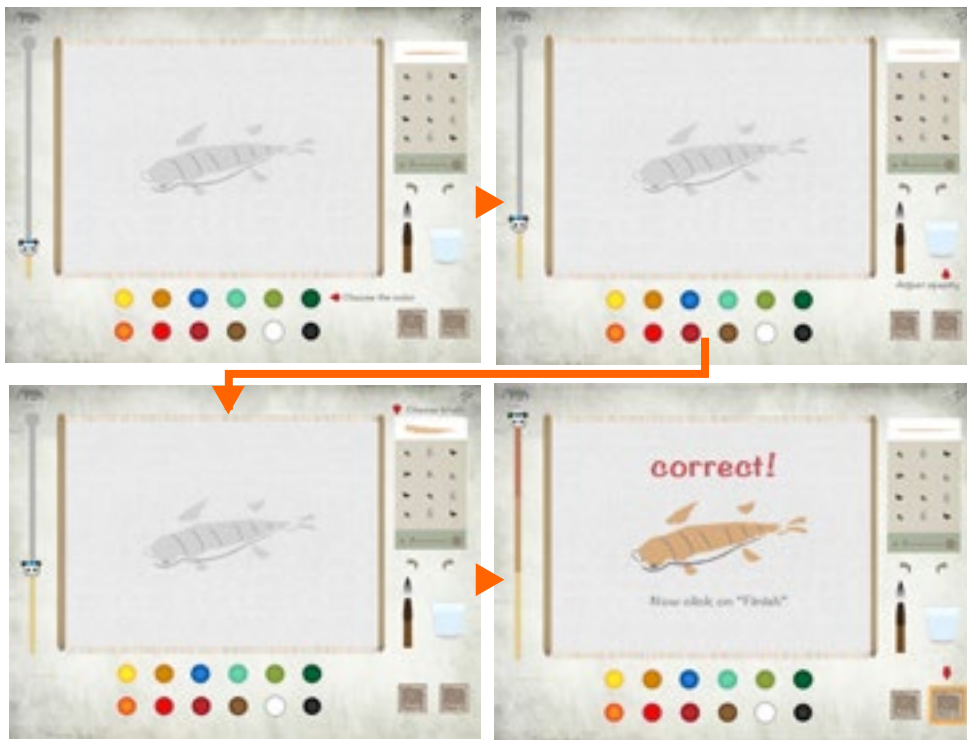


Children didn't know when they click on an animal, they collected a sticker. I made a button to help them collect stickers.

I made the indication more clear.

# FIRST VERSION

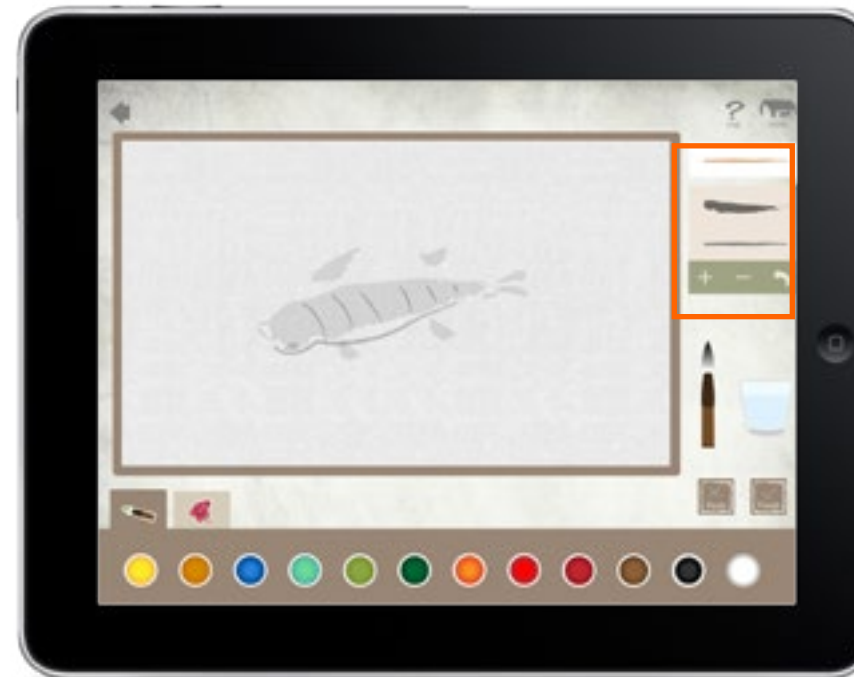
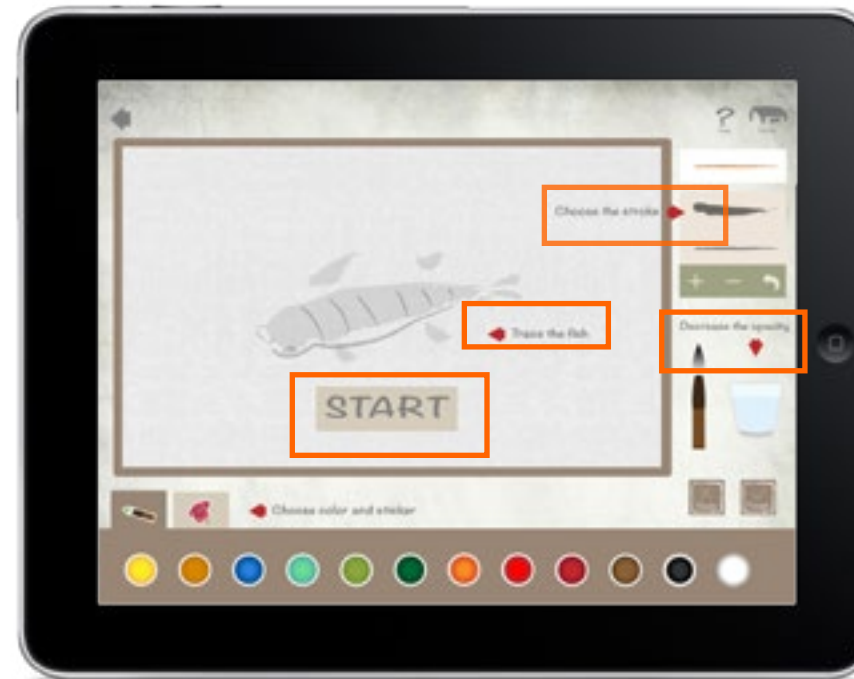
1st testing



Children didn't want to learn step by step.  
They just wanted to draw.

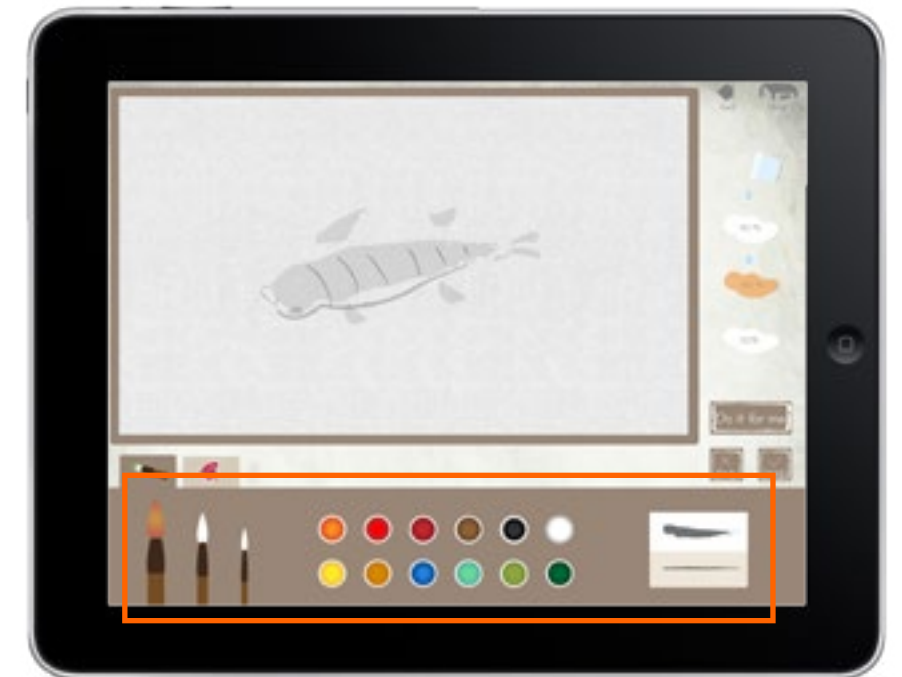
# SECOND VERSION

2nd testing



Children seldom use left side functions so I changed  
most of functions on the bottom also to make opacity  
more clear for children.

# THIRD VERSION





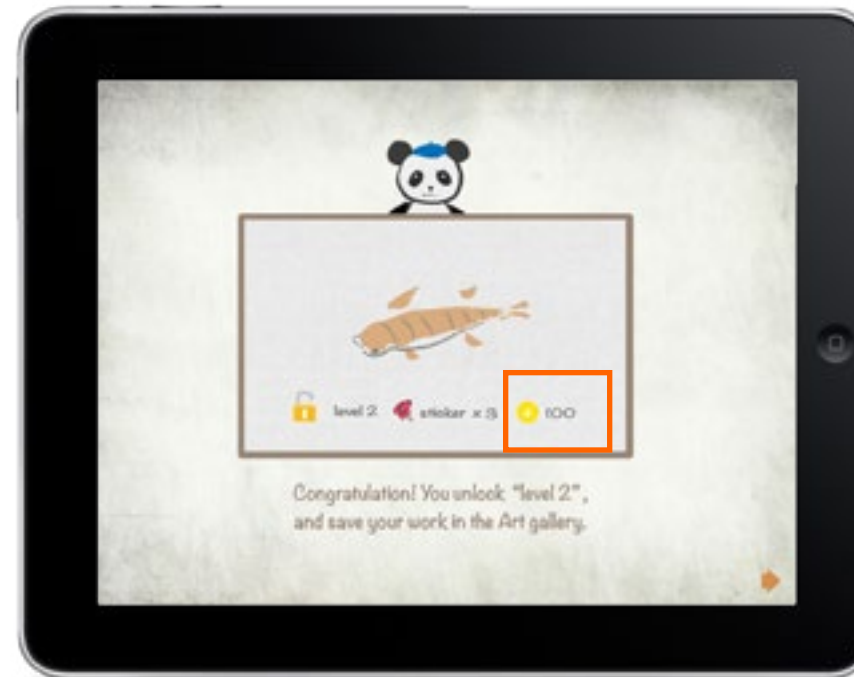
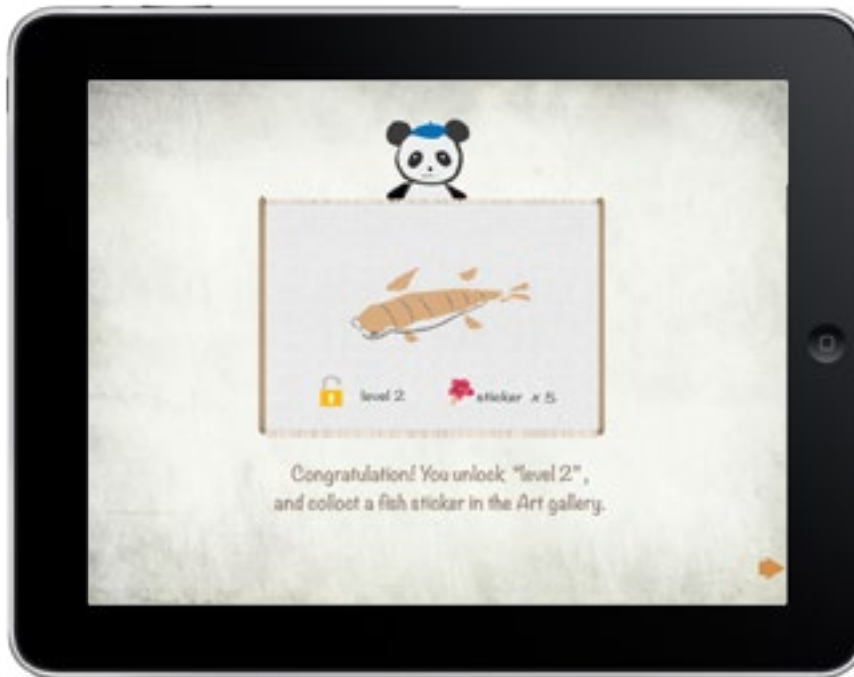
## FIRST VERSION

1st testing

## SECOND VERSION

2nd testing

## THIRD VERSION



Added sticker function to make drawing game more interesting. Added money reward to enhance kid's engagement.

Made locker bigger. Also added the stickers they already collected in the sticker book.

## FIRST VERSION

1st testing



## SECOND VERSION

2nd testing

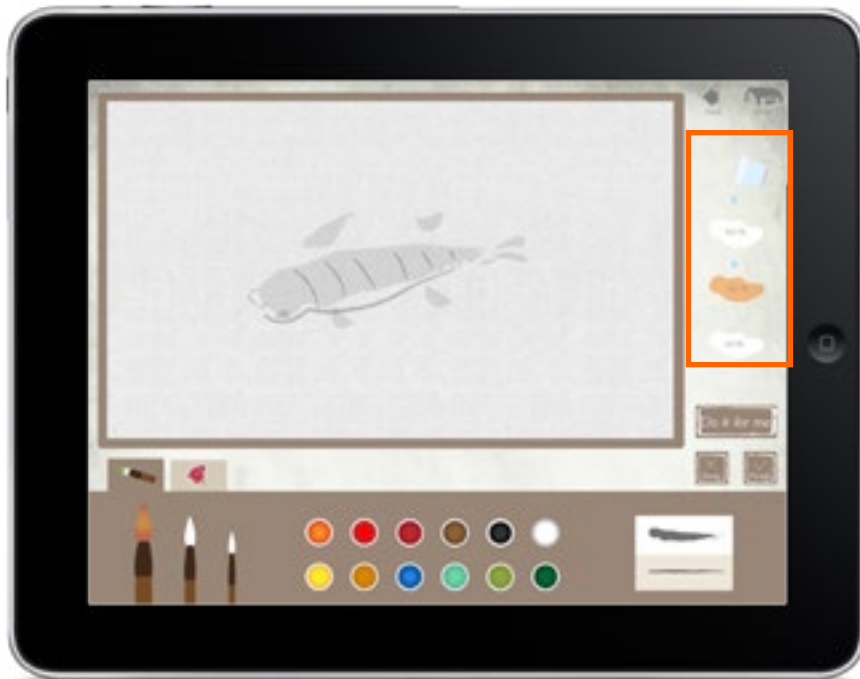
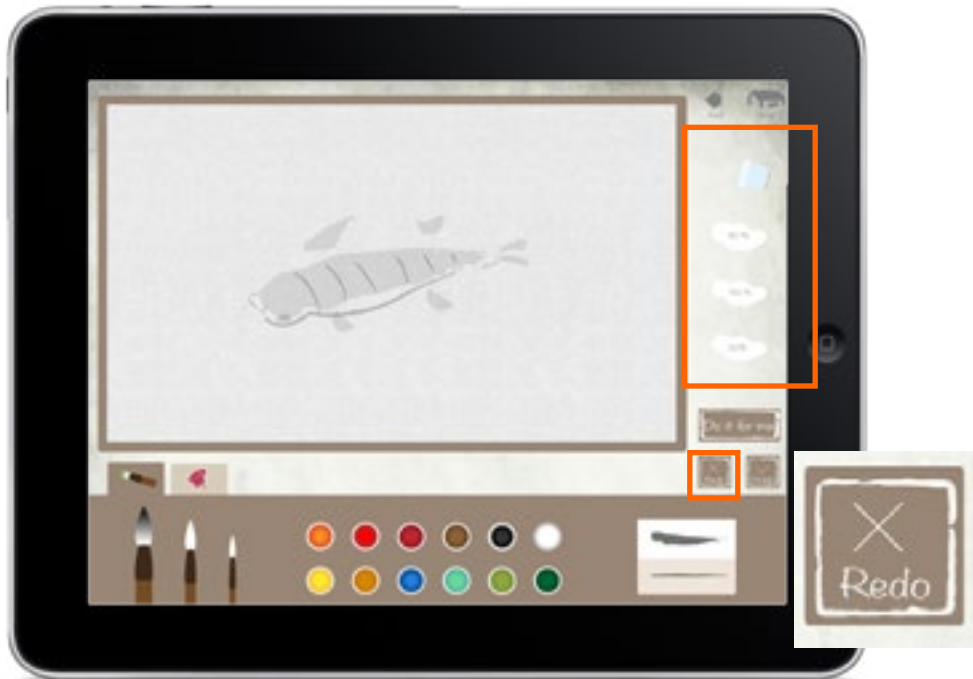


## THIRD VERSION

The right-hand side button is already clear for children to know that they need to click on.

### THIRD VERSION

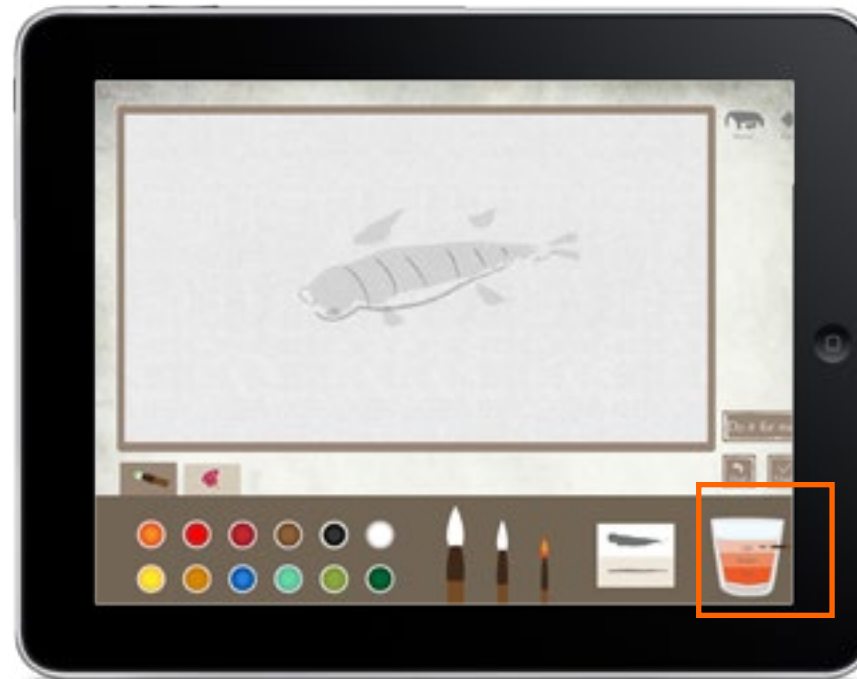
3rd testing



Children were still confused about the opacity function. Redo button didn't meet universal redo button.

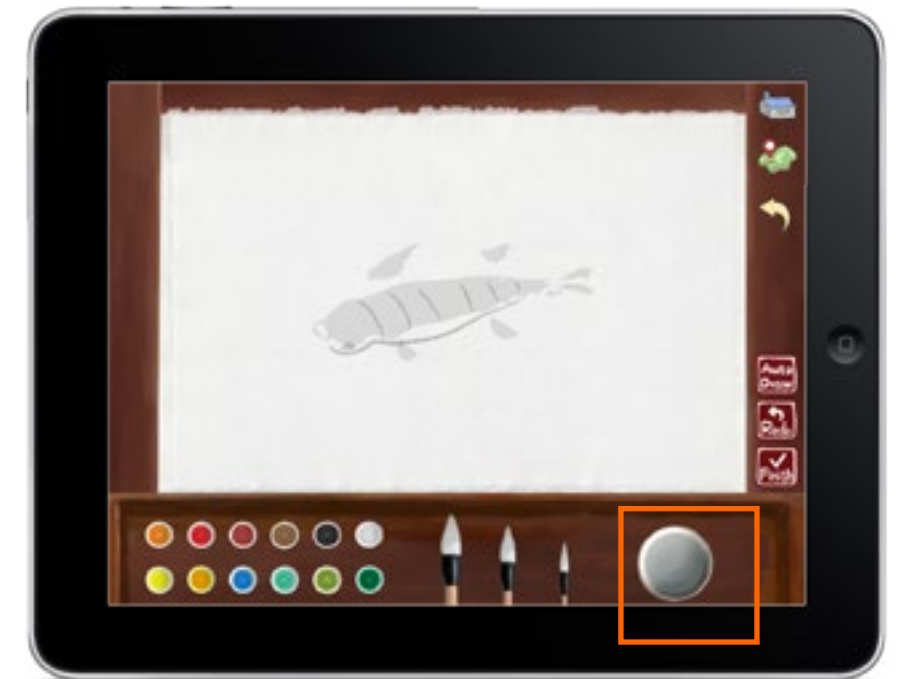
### FOURTH VERSION

4th testing



Children seldom used sticker function and didn't know the difference between the brush and stroke so I moved sticker function to other task flow and removed stroke.

### FIFTH VERSION



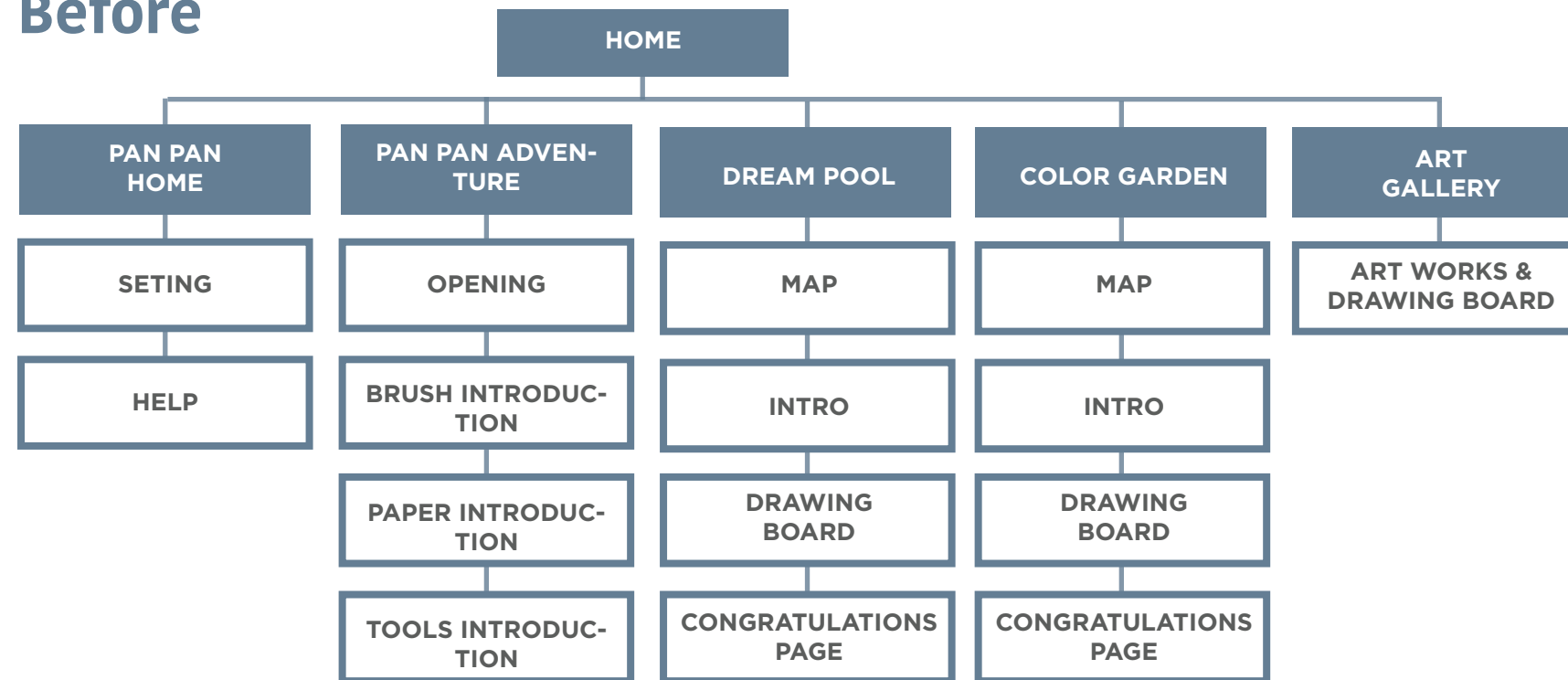
I changed opacity to original real world format to help them know the real Chinese ink painting.



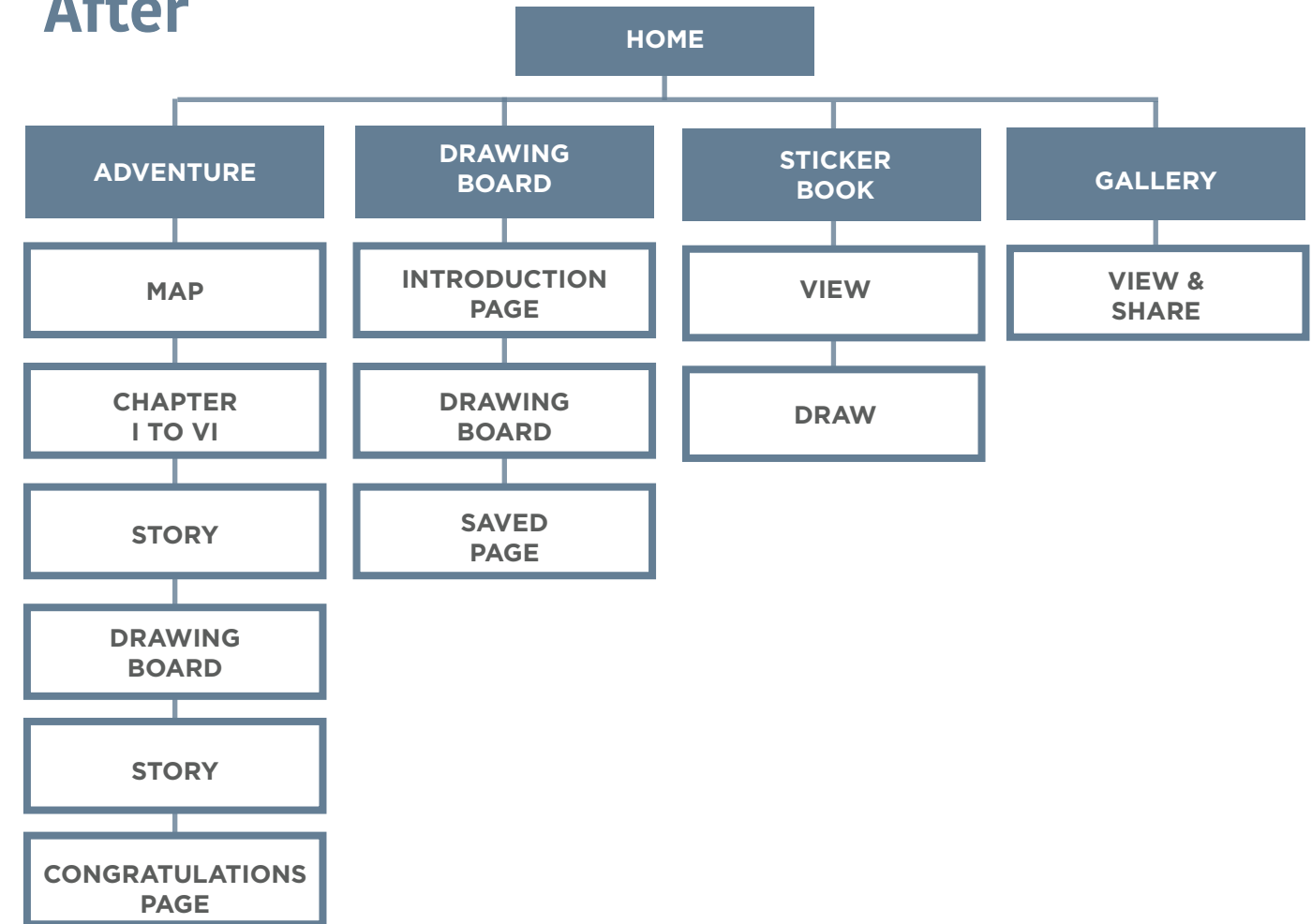
# RESULTS OF USER TESTING

## Changes of sitemap

### Before



### After



### The reasons to change sitemap

1. Complicated navigation: The original sitemap is too complicated. First navigation is map and when user can click on “DREAM POOL” or “COLOR GARDEN” is another map. I simplified the home page. I made only 4 buttons in the home page.

2. Too much instructions: Kids don't like read introduction, “help” and instruction. I put hints instead of text. I combine the introduction with Chinese story because kids feel more engage reading the story.

3. Every task flow is too similar: Kids feel board when they only can do the same things (draw). I incorporate Chinese story with drawing function. Also, I added interactive functions to make kids feel more interesting.

4. Result of target audience: Because I changed my target audience, I found out 5-8 years kids are more interesting in game which has many images and fun more than just educational app. I removed tool teaching task flow but added story and beautiful drawing.

# RESULTS OF USER TESTING

## Changes of navigation

### Before

1



2



3

### After



The first one like I said before is too complicated and no system. Second one will make the range of my game become too narrow. Only a main story task flow. Third one is good but the icon of other function is too small for kids to use. The last one is so clear for children to know.

# RESULTS OF USER TESTING

## Change of style

### Before



### After



At beginning I created 2 styles. The left side is more colorful and right one is more Chinese art. After testing, I found kids more like left side style. However, I still want to keep my idea which is more real Chinese art so I combined 2 style together. I made right side style more colorful.



# RESULTS OF USER TESTING

## Change of instruction

### Before



### After

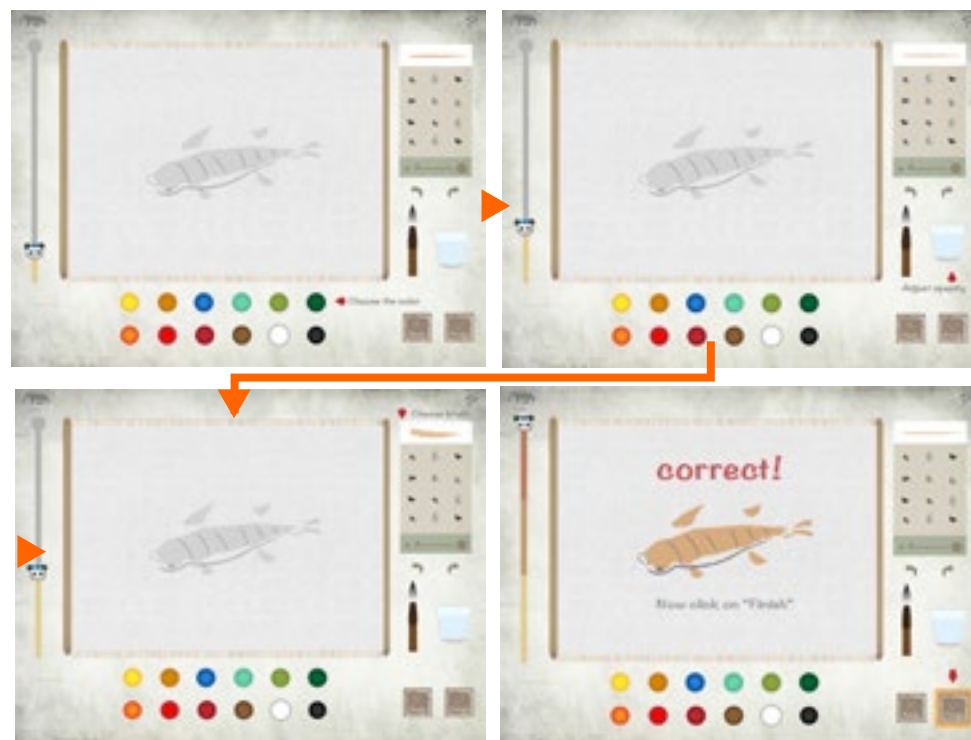


Kids don't know read instructions so I put part of instruction in the story also added hints in the images. (For example, mouse will shine if users didn't click on it.)

# RESULTS OF USER TESTING

## Change of the drawing board

Before



After



Kids don't want to read instruction and learn step by step. They just want to draw and read more story. Also, the stroke function is too confusing to them. So I removed the stroke function and step by step learning.



# TESTING PROCESS

## Places & Recording & Photos

### PLACE

美洲中華中學校

**Central Chinese High School in America**  
(After school program)

Address: 829 Stockton St, San Francisco, CA 94108

中華綱紀慎教會

**Chinese Congregational Church, United Ch. of Christ**

Address: 21 Walter U. Lum Pl., San Francisco, CA 94108

### YMCA

Address: 855 Sacramento Street., San Francisco, CA 94108

### Relative's house

Tester: Nephew and Niece

### Coffee Shop

Interviewer: Cassy's (UX teacher) niece



### RECORDING

#### INTERVIEW 8-11 YEARS OLD KIDS

[http://cyaquarius.com/aau/ux800/age8\\_12/](http://cyaquarius.com/aau/ux800/age8_12/)

#### INTERVIEW 5-8 YEARS OLD KIDS

[http://cyaquarius.com/aau/ux800/age5\\_8/](http://cyaquarius.com/aau/ux800/age5_8/)

#### #1 ROUND TESTING

[http://cyaquarius.com/aau/ux800/ux\\_testing1/](http://cyaquarius.com/aau/ux800/ux_testing1/)

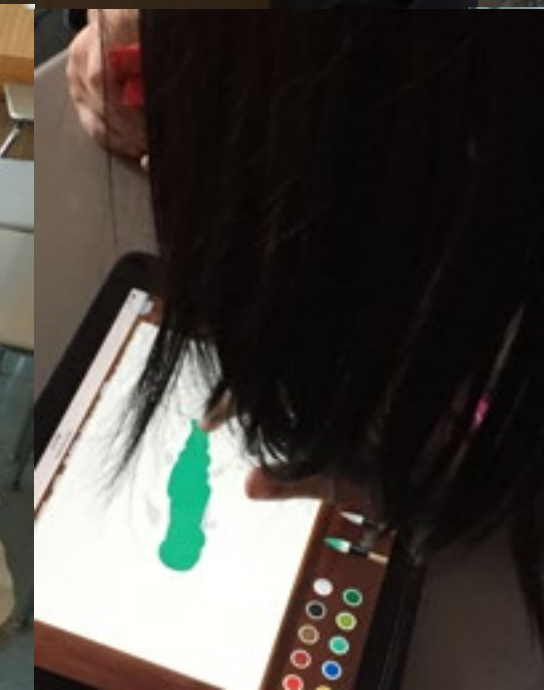
#### #2 ROUND TESTING

[http://cyaquarius.com/aau/ux800/ux\\_testing2/](http://cyaquarius.com/aau/ux800/ux_testing2/)

#### #3 ROUND TESTING

[http://cyaquarius.com/aau/ux800/ux\\_testing3/](http://cyaquarius.com/aau/ux800/ux_testing3/)









## **VISUAL PROCESS**

- **VISUAL INSPIRATION • MOODBOARD • SKETCH**
- **BRANDING • DESIGN GUIDELINE**

# VISUAL INSPIRATION

**The Legend of Shangri-la** 桃花源記

short animation - Dir. Cheng Ming, 2006

<https://www.youtube.com/watch?v=zB0yNI7kdnE>

- Chinese ink painting style (stone, flower, tree)
- Colorful Chinese art style
- Beautiful strokes
- Nice composition
- Same story as my application





# VISUAL INSPIRATION

幻想軒轅 online game -  
by XPEC Entertainment (Taiwan)

<http://tw.meetgee.com/MiniSite/News/View.aspx-?ID=2006325&GameID=2007021>

- Colorful Chinese art style
- Nice color palette
- Map style similar to real Chinese style map
- Chinese art style game





# VISUAL INSPIRATION

## Drawing Pad

Application for kids

<http://drawingpadapp.com/press>

- Realistic drawing board
- Wooden texture
- Interactive style drawing board

## Asia Education

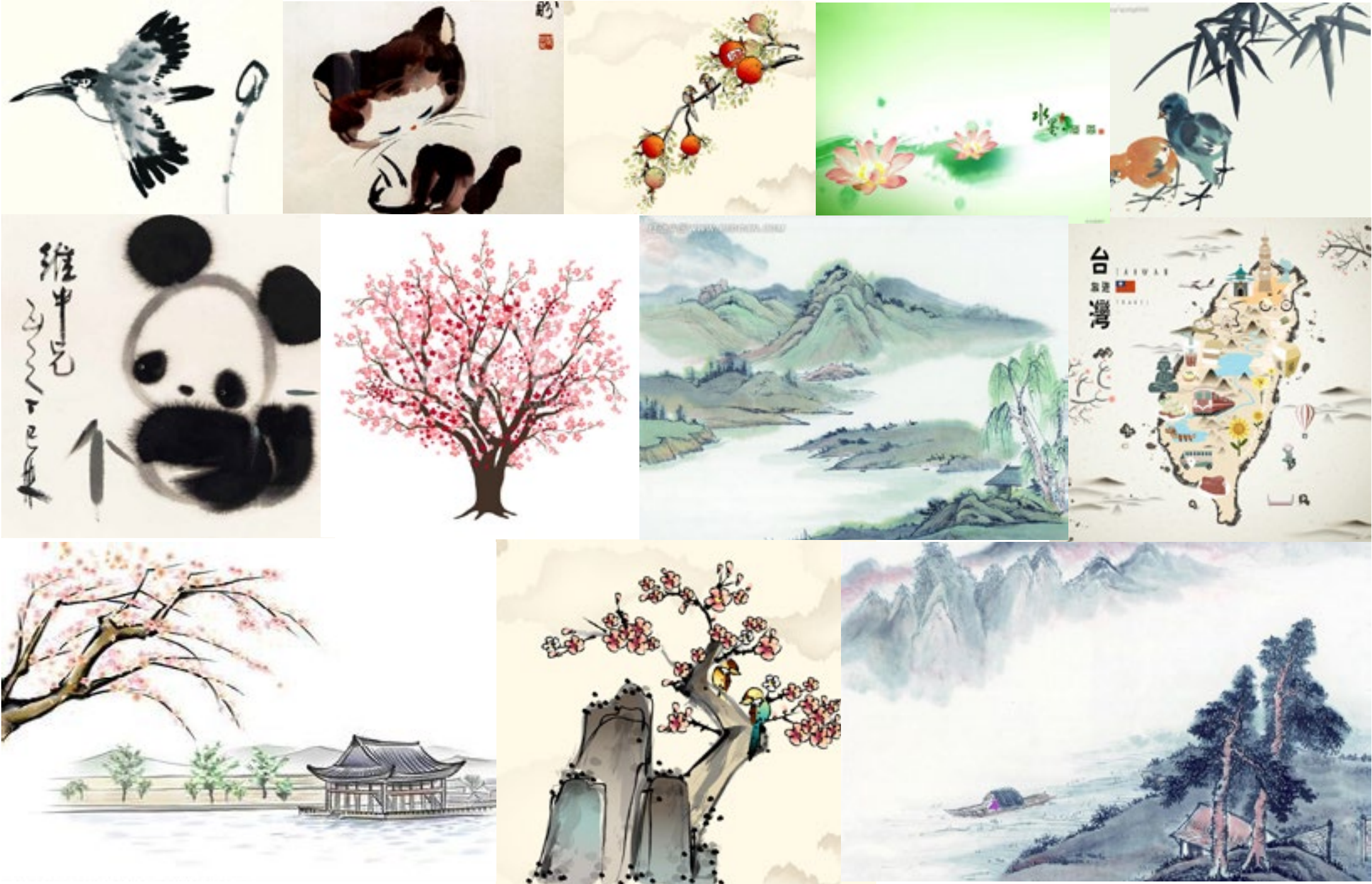
Drawing board / Website

<http://education.asianart.org/brushpainting/>

- Chinese ink painting drawing board
- Real ink painting function
- Demo for tracing



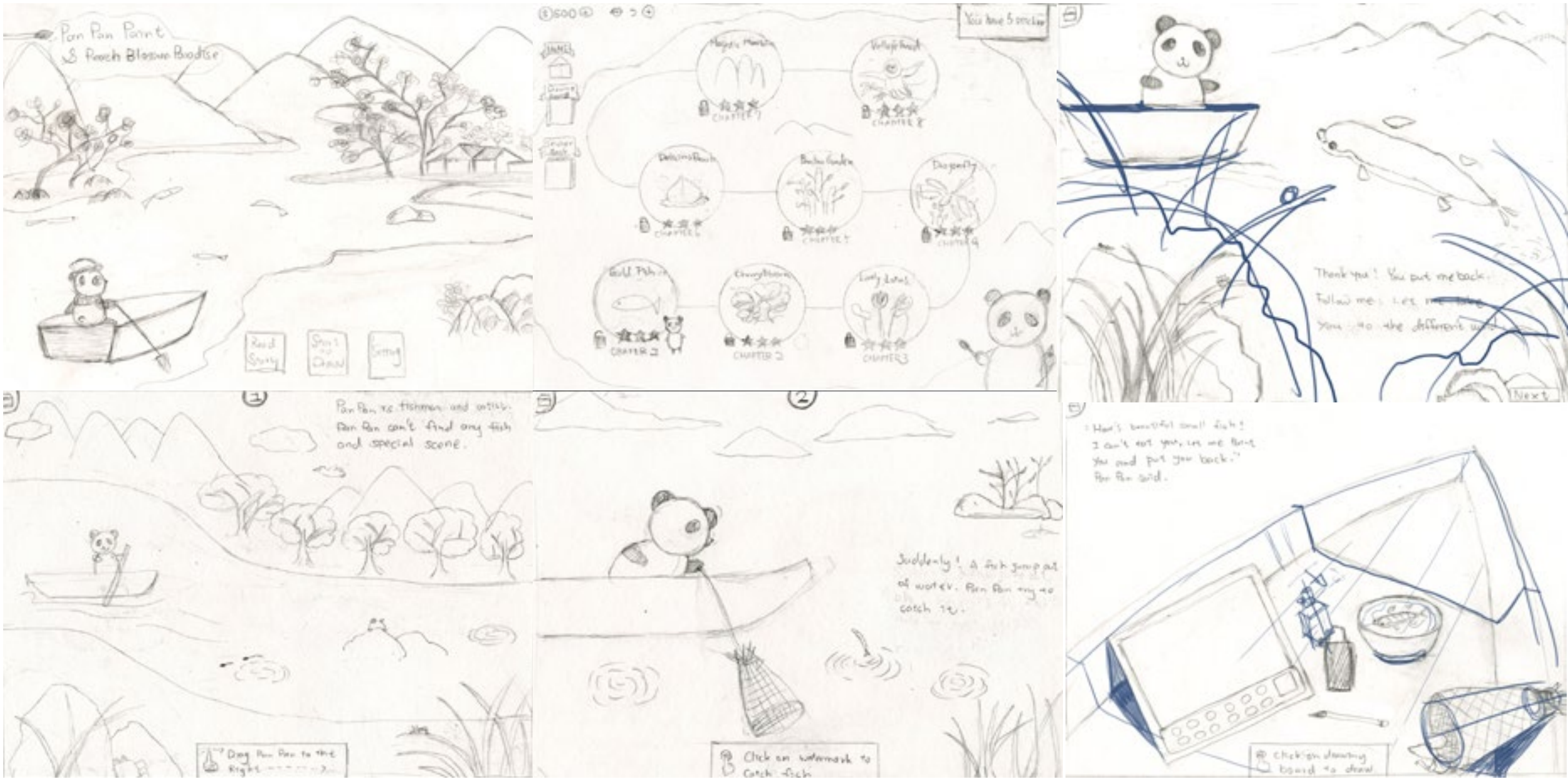
# MOODBOARD





# SKETCH

For the story



VERSION 1



VERSION 2



VERSION 3





# CHARACTER DESIGN

Version 1



Version 2





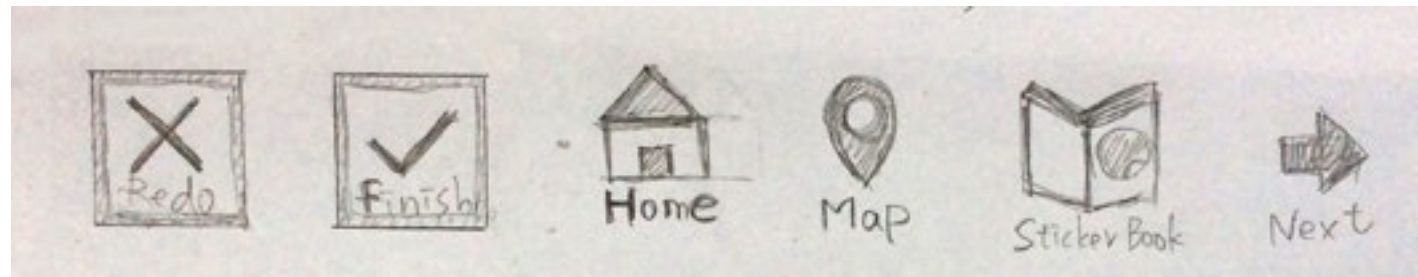
# CHARACTER DESIGN

Version 3 - Final Version



# ICON DESIGN

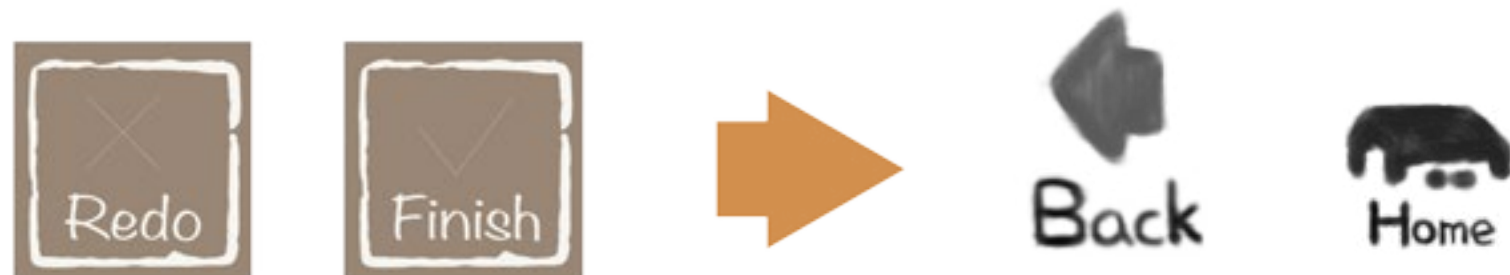
## Version 1 - sketch



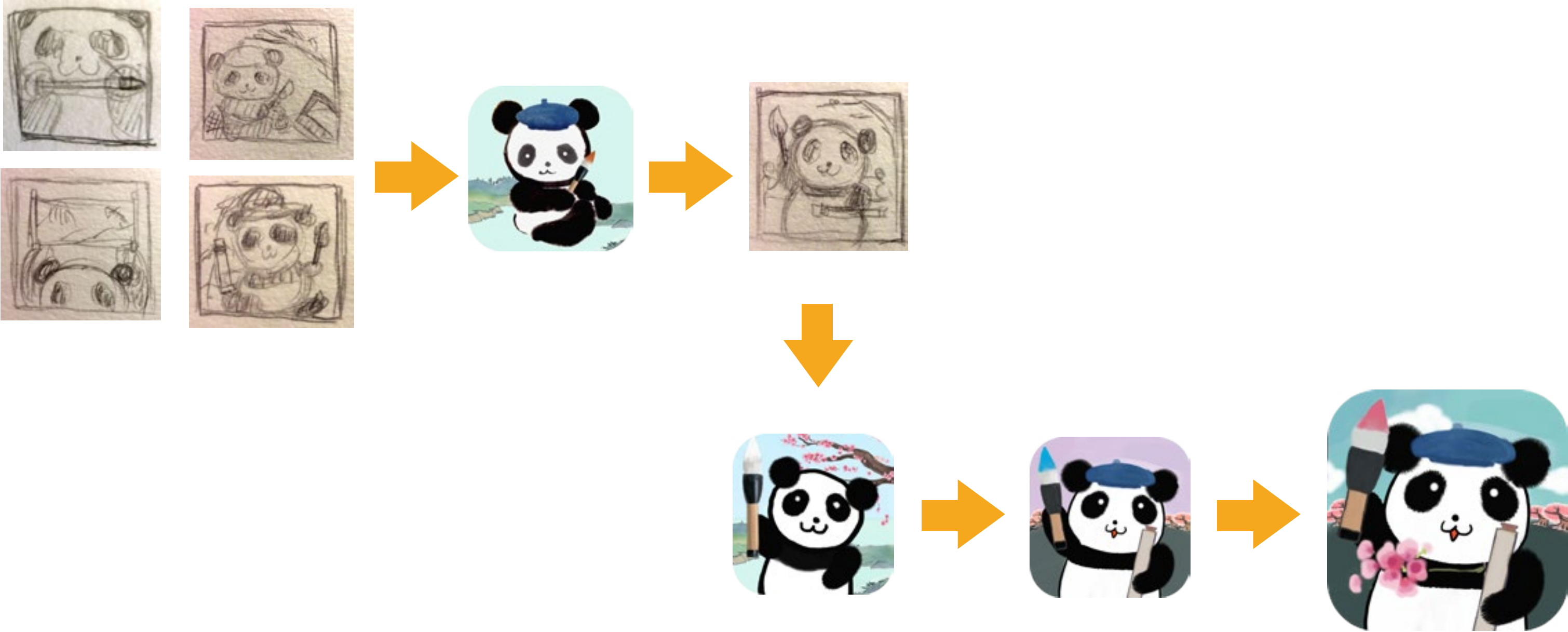
## Version 3 - Final Version



## Version 2



# LOGO PROCESS



# BRANDING

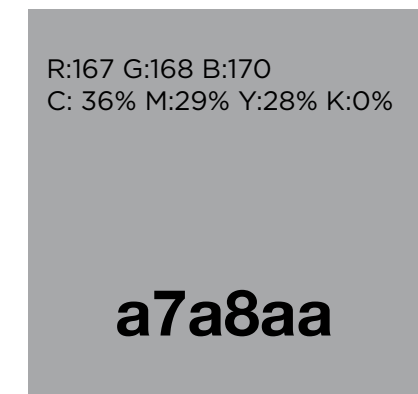
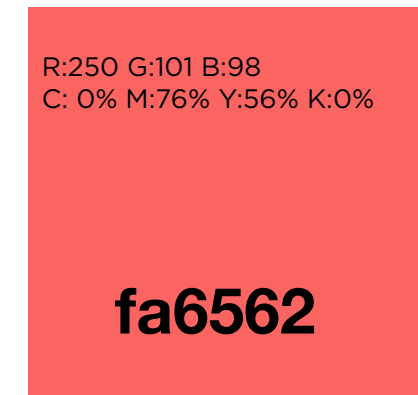
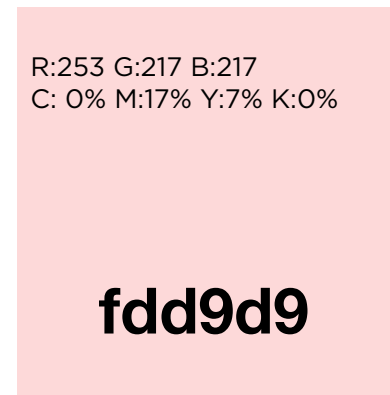
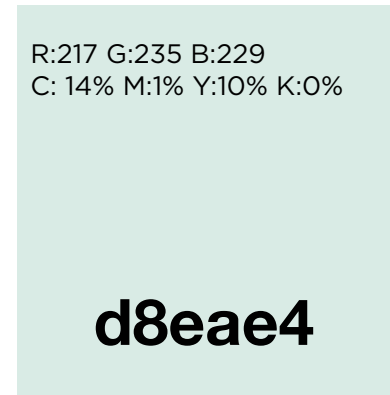
## Font & Color palettes

### TITLE TEXT

**Chicle**  
**Aa**

### BODY TEXT

Short Stack  
Aa





# DESIGN GUIDELINES



# DESIGN GUIDELINES



# DESIGN GUIDELINES





## **TECHNICAL PROCESS**

- **STORY PROGRAMMING • DRAWING BOARD PROGRAMMING**
- **FUTURE POSSIBILITY**



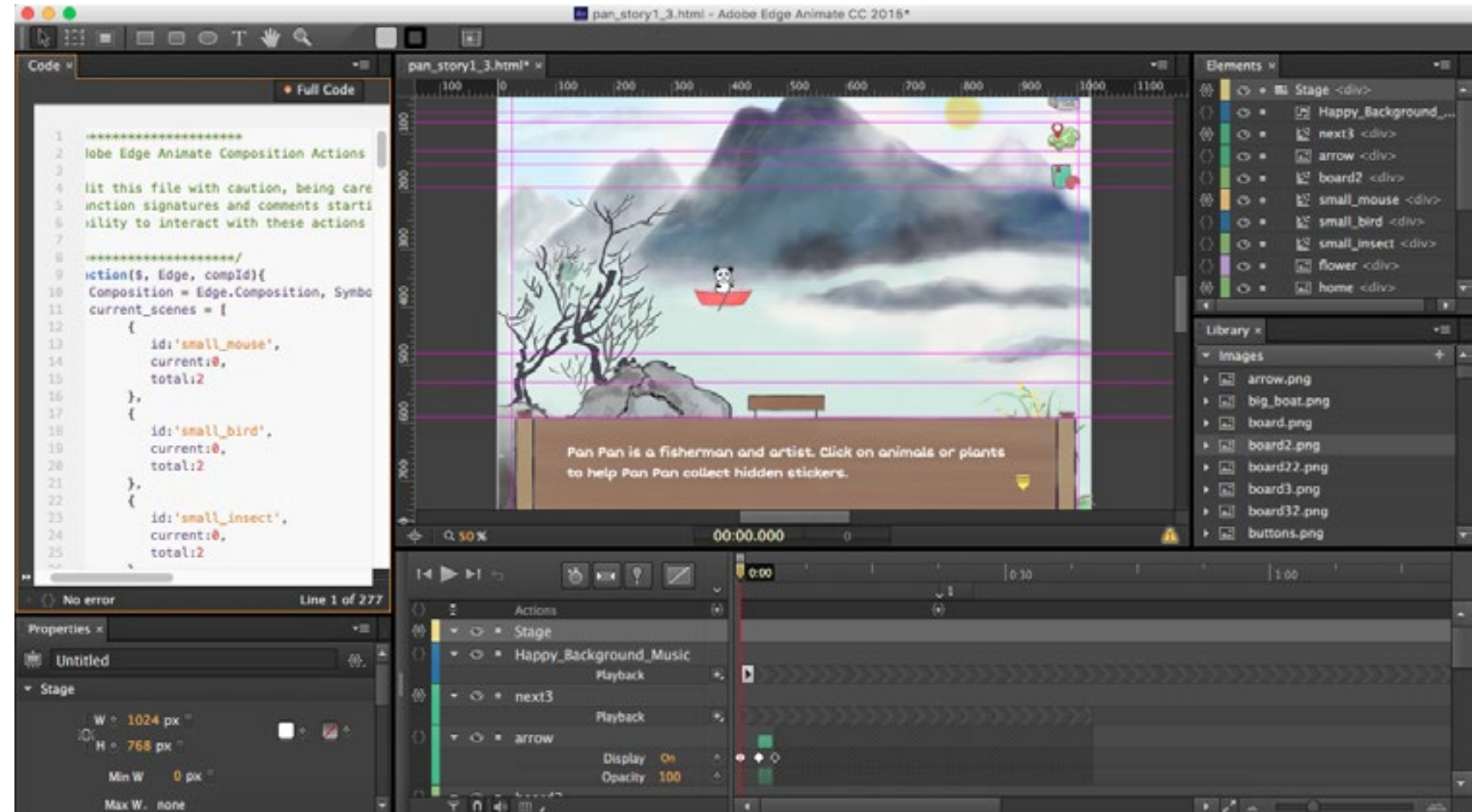
# STORY PROGRAMMING

## Edge Animate



### FEATURE

- Responsive to all device sizes
- Inserts other code (jQuery) from other libraries.
- It also can add sounds and make it interactive
- Creates animation by using key frames and timeline.
- Makes interactive design by using key frames, timeline, and Edge Animate code.



# DRAWING BOARD PROGRAMMING

Paper.js / H5 Canvas  
/ jQuery / CSS

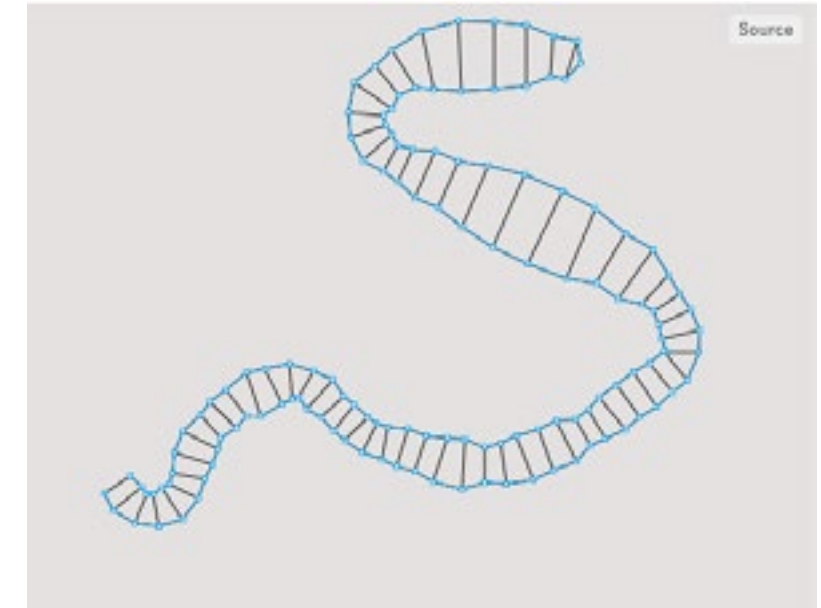
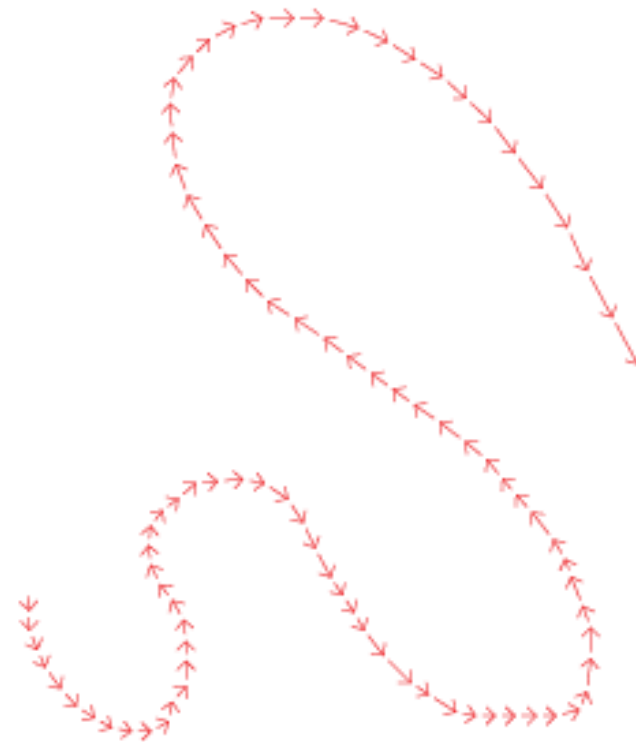
## Paper.js

### FEATURE

- Constructs paths and manipulates their curves and segments in very convenient and fine-grained ways.
- Inspects and manipulates the precise bounding box of any item, supporting complicated stroke styles with different stroke ends and miter limits.
- Most blend modes known from Illustrator and Photoshop are supported through emulation in JavaScript: multiply, screen, overlay, soft-light, hard-light, color-dodge, color-burn, darken, lighten, difference, exclusion, hue, saturation, luminosity, color, add, subtract, average & negation.

### Using the Speed of the Mouse

Make a mouse tool that acts like a brush, with a variable thickness depending on speed and a sense of natural expression.



```
brush.onMouseDown=function(event) {  
  
  var step = event.delta / 2;  
  console.log(step);  
  step.angle += 90;  
  console.log(step);  
  
  var top = event.middlePoint + step;  
  var bottom = event.middlePoint - step;  
  
  path.add(top);  
  path.insert(0, bottom);  
  path.smooth();  
}
```

# DRAWING BOARD PROGRAMMING

Paper.js / HTML5 Canvas  
/ jQuery CSS

jQuery

## FEATURE

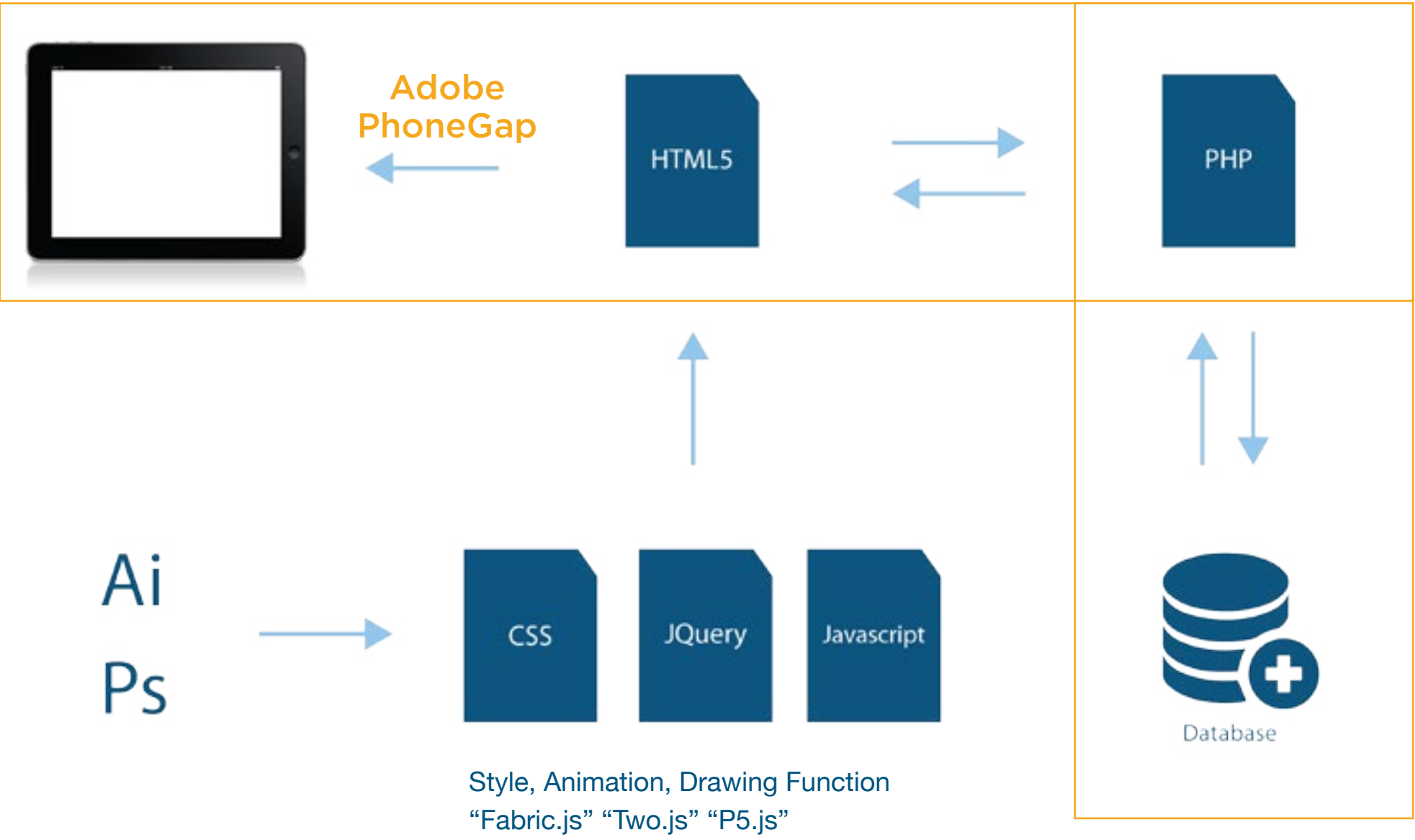
- Chooses color, brush, size and opacity by using jQuery.
- The color and opacity users choose will reflect on the brush.
- Connects with Paper.js and HTML5.

```
index_fish.html
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="UTF-8">
5   <title>Pan Pan project</title>
6   <link rel="stylesheet" type="text/css" href="style2.css"></link>
7   <script src="paper-full.js"></script>
8   <script src="http://code.jquery.com/jquery-2.2.0.min.js"></script>
9   <script type="text/paperscript" canvas="myCanvas">
10
11   var p_color = "black";
12   var p_size = 3;
13   var p_brush = "big";
14   var p_src = "";
15   var s_stroke="selected"
16   var brushOpacity = 1;
17   var path;
18
19
20
21
22   function setBrushChosen(){
23     console.log("set brush", p_brush, p_img);
24     $("#sizepick_"+p_brush+" img").attr({"src":"img/newbrush/"+p_brush[0]+"_"+p_img+"_brush.png"});
25     $("#sizepick_"+p_brush).addClass("chosen").siblings().removeClass("chosen");
26     $("#sizepick_"+p_brush+" img").fadeTo(200, brushOpacity);
27   }
28
```

```
style2.css
1 {
2   margin: 0px;
3   padding: 0px;
4 }
5 .wrapper{
6   background-image: url("img/board_new.png"),url("img/bpaper.png");
7   width: 1024px;
8   height: 768px;
9 }
10
11 canvas{
12   float: left;
13   margin-left: 100px;
14   margin-top:60px;
15   background-image: url("img/fish.png"),url("img/paper.png") ;
16   background-position: center, left top;
17
18   background-repeat: no-repeat;
19 }
20
21
22 .buttons{
23   margin-left: 20px;
24   width: 73px;
25   float: left;
26   overflow: hidden;
27 }
28 }
```

# FUTURE PROGRAMMING

- 1. Kepp finish other levels by using edge animatite.
- 2. Use PHP and database to build system for saving the art works.
- 3. Use Adobe PhoneGap to tranfer HTML5 to real App.







# CONCLUSIONS

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# CONCLUSIONS

As I mentioned before, introducing Chinese art to many countries has always been one of my dreams. I think art is the best way to connect different people together. Also, help people to get inspiration to create more creative things. Children are the most fast-learners and the one change the future. I believe giving them access to different arts will help them in the future in different ways.

In the process, I had hard a time to find a target audience to test my game. I was rejected by many parents. Finally I found the **Central Chinese High School in America** which provide after school service to teach kids Chinese language. They let me choose the different age of children to test. Eventually, I improved my game by each result from observing these children and made them like my game. I am so proud of myself.

I am glad that I have this chance to combine my two degrees (Fine Art & Web Design ). I will keep working ON other level stories and my database. Hopefully one day I will have chance to release my game!

# PRPJECT LINK



## PAN PAN PAINT

[http://cyaquarius.com/pan\\_pan\\_paint/  
pan\\_home.html](http://cyaquarius.com/pan_pan_paint/pan_home.html)