

FOOLISH MOON

PRODUCT DESIGN

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Abstract

China is being invaded by fast culture now. People become impatient, eager to make quick success, especially in big cities.

“Floaters” are those person who live and fight for their dreams in a city that is not home. Young people in this huge group are seriously influenced by fast culture and have the tendency to give up.

This diploma is a product design for Chinese young adults who come to big Chinese cities to fight for their dreams to help them to slow down, to think more, to be practical and patient under the influence of fast culture.

Foolish Moon has two physical parts, a moon phase clock and a work journal book. These two parts have three functions. The first is a new time experience of slow, stable and circular; the second is to encourage people to write down their goals and plans; the third is to make time capsules to have stage reviews.

The slow changing time experience of the moon phase can obscure the precise sense of time and ease the anxiety and impatience of people who are eager to fast success under fast culture. Work journal and time capsule can help people to be more pragmatic, so that to make their career goals more feasible and practical.

As shown on the index, This design diploma follows "double diamond" model. It uses interview, sketch, prototype and test in the first diamond to research (chapter 2), ideate (chapter 3) and form the concept (chapter 4); in the second diamond, handcraft, programme, experiments and test are the main methods to develop the concept on detail (chapter 5) and make 1:1 functional prototype (chapter 6). After testing in real context with 2 young floaters in Beijing, I refine the details, and the result (Chapter 7) shows pictures of the appearance people using it .

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target group

purpose

product introduction

design methods and process

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----- 9, Jan -----

1st Mid-term

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Chapter 1

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Slow Culture in Chinese Tradition

“Slow” is an important part of Chinese culture, guiding the Chinese people's behaviour and values.

01 The Foolish Old Man Removes the Mountains

This is the most representative story of slow culture in China. Everyone learn this from primary school and it is written into the textbook for foreigners to learn Chinese.

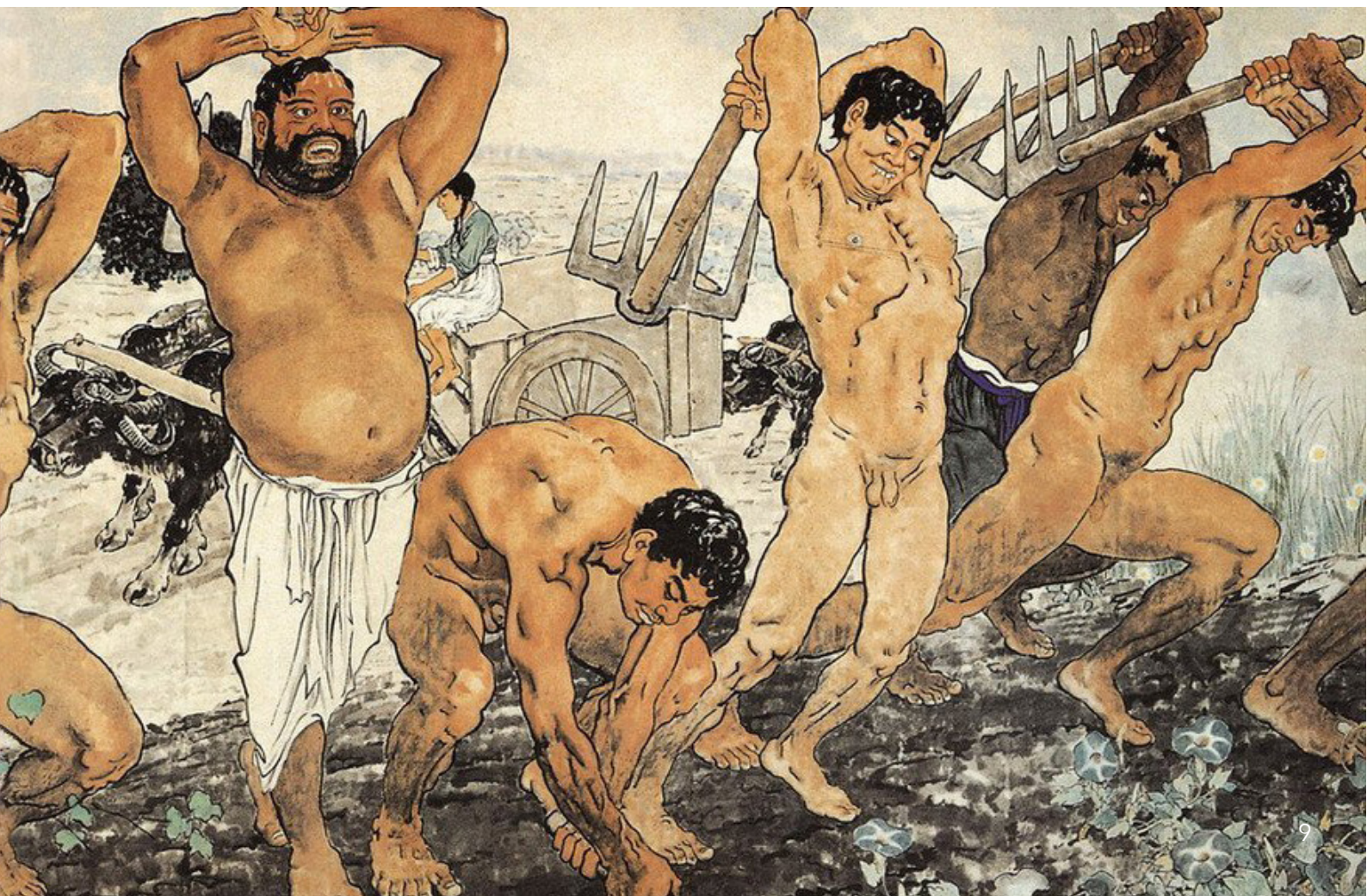
The myth concerns a Foolish Old Man of 90 years who lived near a pair of mountains. He was annoyed by the obstruction caused by the mountains and sought to dig through them with hoes and baskets. When questioned as to the seemingly impossible nature of his task, the Foolish Old Man replied that while he may not

finish this task in his lifetime, through the hard work of himself, his children, and their children, and so on through the many generations, some day the mountains would be removed if he persevered. The gods in Heaven, impressed with his hard work and perseverance, ordered the mountains separated.

02 Confucianism

The Analects of Confucius records: haste will lead to nowhere.





Fast Culture in China Now

China is being invaded by fast culture. People are becoming impatient and eager to make quick success, especially in big cities.

01 China from the View of the World

People's daily reported an article in 2014, said that: since the reform and opening up, China's rapid economic and social development made the world surprised. At the same time, people found that "fast" has become the value of economic, political, social, cultural and other areas. People are hurrying to live; we have no time to feel, no time to think and no time to learn (Qi Liu, 2014).

"The tempo virus: a cultural history of acceleration" shows that 1450 is a dividing line of human society. From 1450 to 1800, it is the "Began to become fast" stage, spent 350 years; from 1800 to 1950, it is the "accelerated fast" stage, spent 150 years; after 1950, it is the "faster and faster" stage. This acceleration in China is particularly prominent. For example, to increased the urbanisation rate by 20 percentage points, the United Kingdom spent 120 years; the United States and Germany spent 80 years, while China spent only 22 years (Peter Borscheid, translated by Wenbin Tong, 2009).

In 2010, a survey on "the world's most urgent people" shows that Chinese people are most impatient (Qi Liu, 2014).

According to a article entitled "Lost Slow Aesthetics of China" from Korea: the representative story of "slow culture" in China is written into the textbook for foreigners to learn Chinese, but now they become very impatient.

A report in 2010 reported that a place want to make mountains more green, but can not wait for afforestation, so they painted in the mountains directly by the green paint!

Japan famous management scientist told to media like this: he saw a book in a bookstore entitled "Western 100 management classic works", but had only 200 pages. To read the summary and to spend only 5 years to catch up with Japan who have learned for 50 years. This is what the Chinese people intend to do."

02 Big Cities in China

Nowadays in China, the bigger the cities is, the deeper the "fast culture" is.

In recent decades, China is developing rapidly. People rush into big cities like Beijing, Shanghai, Guangzhou. We squeeze ourselves into subways; we eat fast food everyday; we work all the time, day after day. Suddenly, we do not know why we are tired, why we struggle and what we are chasing. We are under great pressure but not thinking (S.M. Chen, 2014).

"Every morning when I open my eyes, the first thing comes to my mind is I have 8000 housing debt per month. I work 12 hours a day, no weekends." Said my Italian language teacher, Xiaozhu Wang, from Jilin province and working in Beijing now.

In big cities, we have ambition to do everything in a short time without hard work. Lying becomes truth and we all believe in quick success. "I'm taking a English crash class,10 days to learn IELTS", said Yue Yu, one of my classmates. "This coach can help me to lose 20kg in a month without diet", said Ying Zhou, one of my roommates.



Young “Floaters” in Big Chinese Cities

Young “floaters” should be handwork and perseverant whereas they have the tendency to give up under the influence of fast culture in big Chinese cities.

01 “Floaters”

“Floaters” are those people who are living and working in other cities which is not home to fight for their dreams. Floaters have 2 common features as follow wherever they are:

a) Have dreams and determination. Some go to Tokyo to find the opportunity to become famous artists, some go to Beijing to start a business, some go to New York to study, and some go to Syria as a volunteer, and so on. They decide to go to an unknown place, which means they have something they want to do there and they have courage and determination.

b) Have no sense of security and belonging. These people are psychologically in a floating state. Perhaps many floaters are very successful, but in their hearts, they are in lack of the sense of security and sense of belonging.

02 Young Adults

For young adults, they are in their high time to choose what to do in our life. However, if have no patience and they are eager to make quick success, they will accomplish nothing and regret.

Jeffrey Jensen Arnett (2005) pointed out the features of emerging Adulthood, a new group of young adults. Two of these features also apply to young adults: “It is the age of instability; it is the age of possibilities, when optimism is high and people have an unparalleled opportunity to transform their lives.”

03 Young “Floaters” in Big Chinese Cities

a) They have dreams and determination; b) have no sense of security and belonging; c) they are in the age of possibilities; d) they are in the age of instability. Meanwhile, young floaters in big Chinese cities have the 5th feature: e) Have many new things to learn and choose under fast culture.

Big cities are more complex then their hometown and they get overload information suddenly. The mutations of culture and life tends to shake their young dreams, makes them more impatient than native, and the desire of quick success makes them unable to be perseverant.

They should be handwork and perseverant but they have the tendency to give up under the influence of fast culture in big Chinese cities.

03 Self Motivation: Floaters around Me

My parents were floaters 30 years ago. They are successful. They established their company as they wish and bought house in Beijing. They have me and my younger brother, who have totally different accent with them. I know how diligent and persistent they were and I know they were not majority.

Many friends around me, most of them are my schoolmates. We graduated together and they choose to stay in Beijing to start a business. 3 years have passed, a few person are still there. I know how ambitious they were. I helped them to design brochures, package and website and I even thought I could be one of them. But now, some of them went back to their hometown, some applied for a master degree and some found a job and live an ordinary life.

They gave up no matter how brilliant their dreams were.

It is those who have dreams and determination that make me feel extremely pity, if they give up.



Picture is from a TV series: Beijing Love Story, which is popular among young adults.
Picture by [http://i-7.vcimg.com/crop/e4b1e2fae7617c63ddc7fc81b8fb3140721084\(600x\)/thumb.jpg](http://i-7.vcimg.com/crop/e4b1e2fae7617c63ddc7fc81b8fb3140721084(600x)/thumb.jpg)

The Reaction of Chinese People

Chinese people have been aware of their impatience; they are recalling the “beginner’s mind”, advocating the “spirit of craftsman” and using “slow delivery” to slow down their pace.

01 "Remember the beginner's mind, you can achieve your goal"

There is a passage of the Avatamsaka Sutra (one of the most influential Mahayana sutras of East Asian Buddhism): “The very beginning mind itself is the most accomplished mind of true enlightenment” or “The very moment of raising beginner’s mind is the accomplishment of true awakening itself”. Beginner’s mind is something of your true self and your values while Chinese young people understand this words in a easier way.

According to Zhihu (one of the most famous web forum between Chinese youth), the beginner’s mind, is the original decision(s) one made when he was purest. This decision could be a dream of who you desire to be, a lifestyle of how you wish to live, a status of what you want to achieve or even an attitude which you hope to get. This decision is made without any outside interference, so it is faithful to your heart, thus, this decision is always the one most suitable for him and can make him happy.

This sentence is getting popular in China these years when Chinese people realised that they were impatient and anxious these years. It became to a idiom they would like to consult. Chinese people want to be certain, stable and persistent by remembering their “beginner’s mind”. Many people regard this sentence as a motto because beginner’s mind tells you where you are from and you should go on.

02 the Spirit of Craftsman

“The spirit of craftsman” is defined by the Baidu encyclopaedia as one who is devoted to make things with perfection, precision, concentration, patience and persistence.

Chinese premier Li Keqiang introduced the concept of the “spirit of craftsman” in his

government work report during the annual sessions of the nation’s legislators and political advisers.

“The spirit of craftsman” became one of the top 10 buzzwords in China in 2016. The spirit of craftsman is spreading from national policy to personal works, against with fast culture and the desire of quick success.

03 Slow Delivery

“Combining the concept of time capsule and traditional letters, slow delivery is a service that sends a letter to a designated person at some time in the future, which is getting popular in big cities in China (Baidu Encyclopaedia: Slow delivery). “

“Slow delivery service fits the psychological needs of urban people. It can slow down the pace of time in industrial society. By extending the time, this activity can ease the anxiety of the sender and help him to decompress. This is also mean to remind people in the fast-paced lifestyle, do not forget the most valuable memories and hopes. Stop to think, what is truly worth cherishing (Baidu Encyclopaedia: Slow delivery)”

After Panda, Slow Delivery service developed rapidly throughout the whole of China (S.M.Chen 2014).

Conclusion

01 shows that people want to be perseverance and stick on their goals;

02 shows people want to be concentrated, patient and persistent;

03 shows that people want to slow down and think more.



Picture by <http://imgsrc.baidu.com/forum/pic/item/cc11728b4710b9125fbcf26fc3fde039245222>



Picture by <http://file30.mafengwo.net/M00/BC/35/wKgBpVW-h6AWyb8AAXF6T1ALYe03.jpg>

Panda Slow Delivery, the first of its kind worldwide, is from 2009, based in Beijing's buzzing art hub the 798 district. Panda Slow Delivery resembles a normal post office but the letters sent here can take up to a year, even decades, to reach the addressees and the senders choose their own delivery date. At its first anniversary, Panda has amassed more than ten thousand letters in its safe (Baidu Encyclopaedia: Slow delivery).

Conclusion

China is being invaded by fast culture. People become impatient, eager to make quick success, especially in big cities. Young “floaters” fighting for their dreams here should be handwork and perseverant while they have the tendency to give up.

On the other hand, Chinese people have been aware of their impatience and trying to advocate slow and perseverance.

In my opinion, it is those who have dreams and determination that make me feel extremely pity, if they give up. So I would like to be one of the advocates.

The context is fast culture and big Chinese cities; my target group is Chinese young adults in big Chinese cities fighting for their dreams; the purpose is to help them to slow down, to think more, to be patient and persistence.

Chapter 2

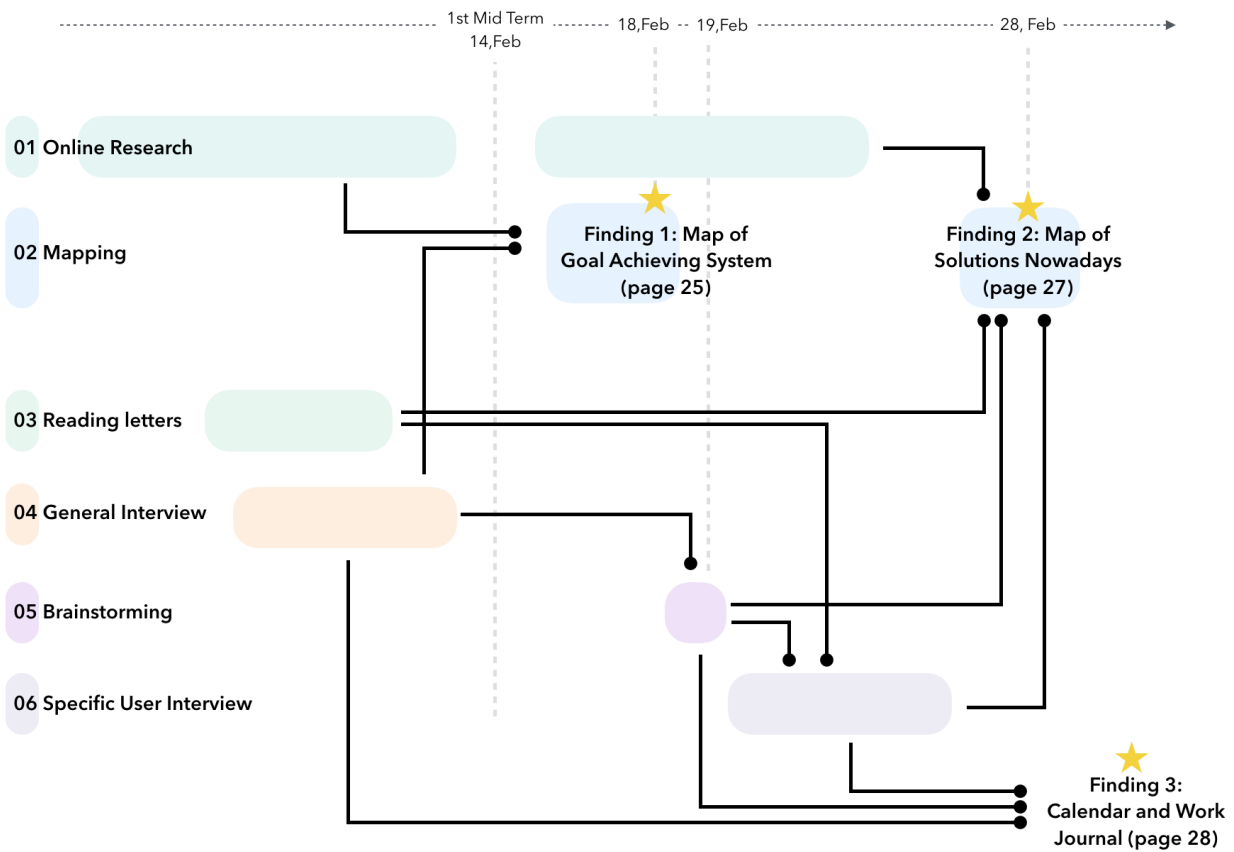
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Introduction

As shown on the left side of the flow diagram, I use 6 methods including online research, mapping, reading “letters to future self”, interviews (general and specific) and brainstorming as the main methods to research to understand the problem in different perspectives which I will tell in next section: "Method".

There are 3 findings (gold stars) I will explain one by one on details, and I visualise two of them into maps.



- Notes:**
- > timeline
 - ⋯ contribution
 - 01 method
 - ★ finding

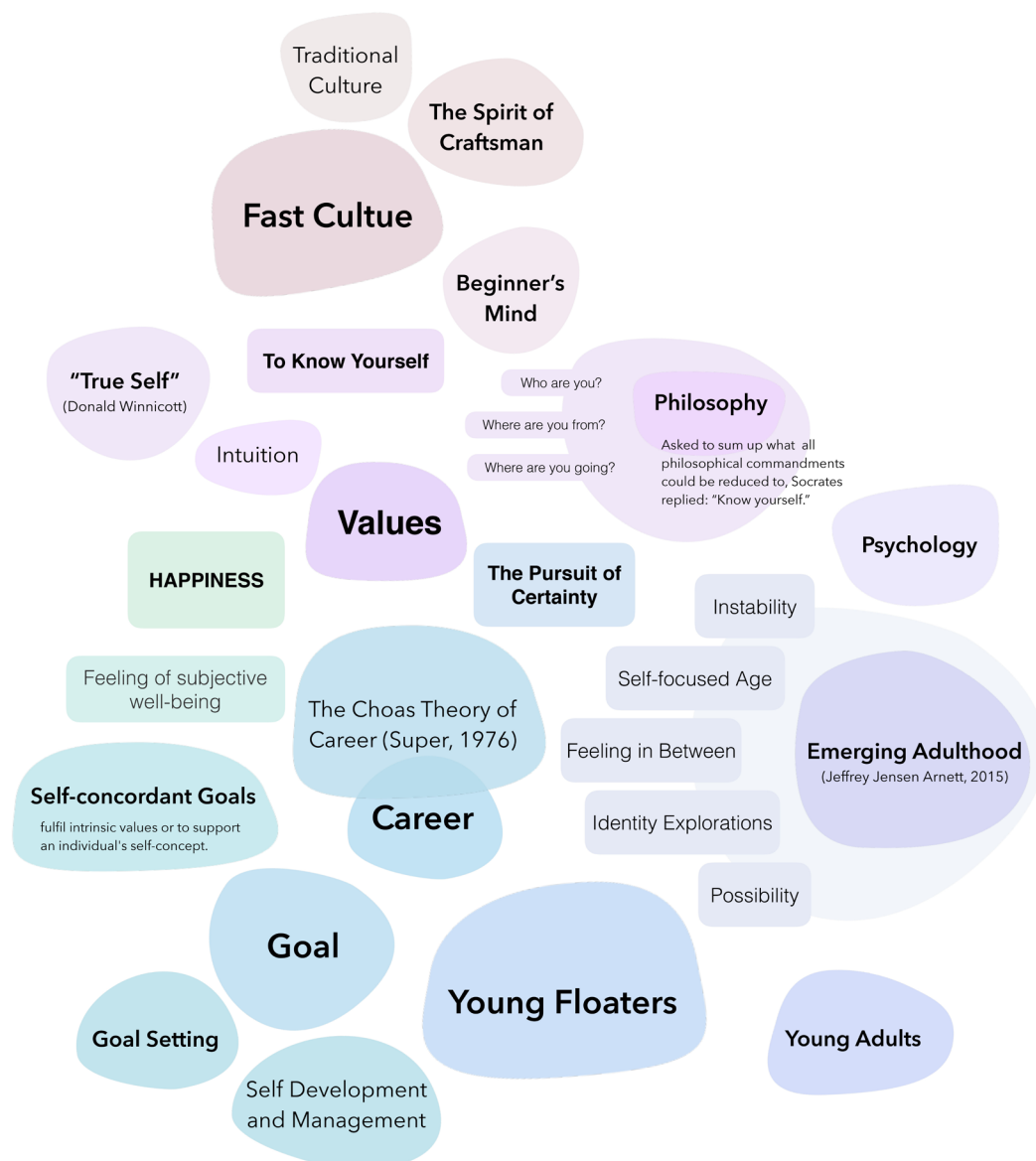
Method

01 Online research

As the map below shows, I did some research on philosophy topic (such as “beginner’s mind”, “shoshin”, “know yourself”), goal achieving topics (such as “how to achieve a goal”, “classification of goal”, “how to set a goal”) and some topic of the background (such as “traditional culture”, “floaters”, “how to slow down”).

02 Mapping

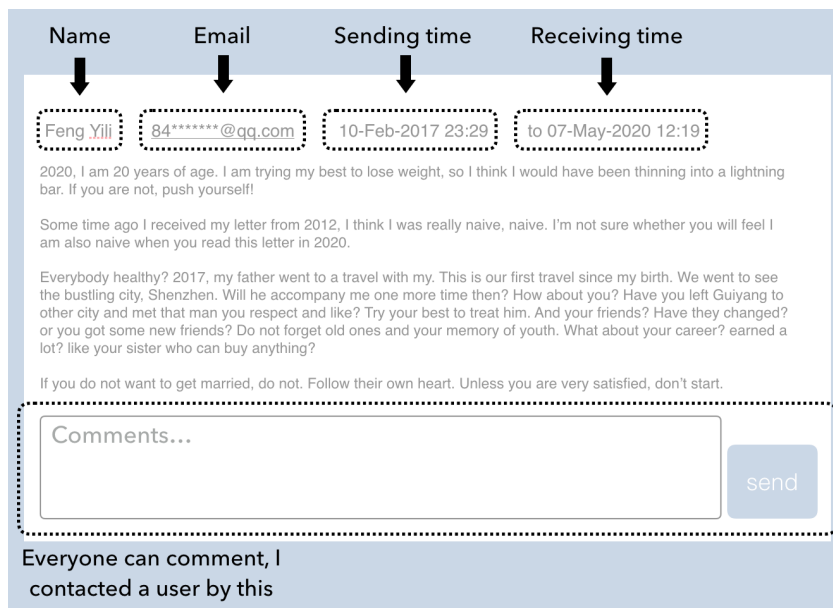
Finding 1 and finding 2 are complex, so I map them out to visualise the information.



03 Reading “Letters to Future”

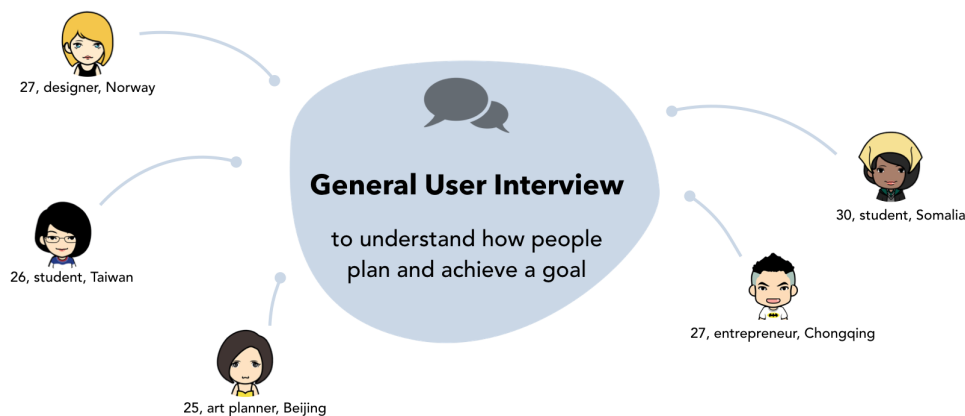
I found a website where there people can choose to publish their letters. I read 300 published letter. I was trying to find out what people are writing there and why it can help people to slow down. When reading the letters, what I saw is like the picture on the right side.

I found one who intends to remind himself of his goal. I contacted this boy and we had a talk by phone. He became one of my interviewee of Specific User Interview.



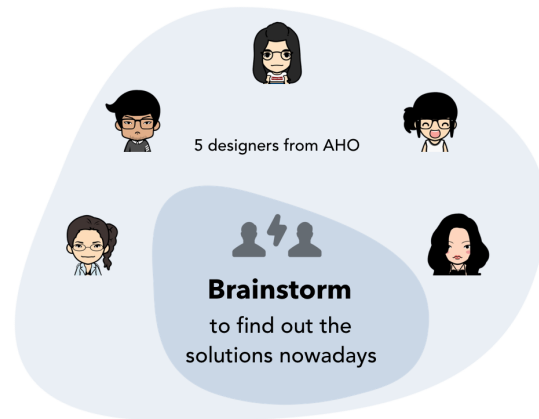
04 General Interview

I had a series of general user interview with 5 person respectively, face to face or by phone call, including Chinese and non-Chinese. My purpose is to understand how people plan and achieve a goal and to see whether Chinese people have different way to set and achieve a goal from non-Chinese and whether the “Chinese way” has something should be improve.



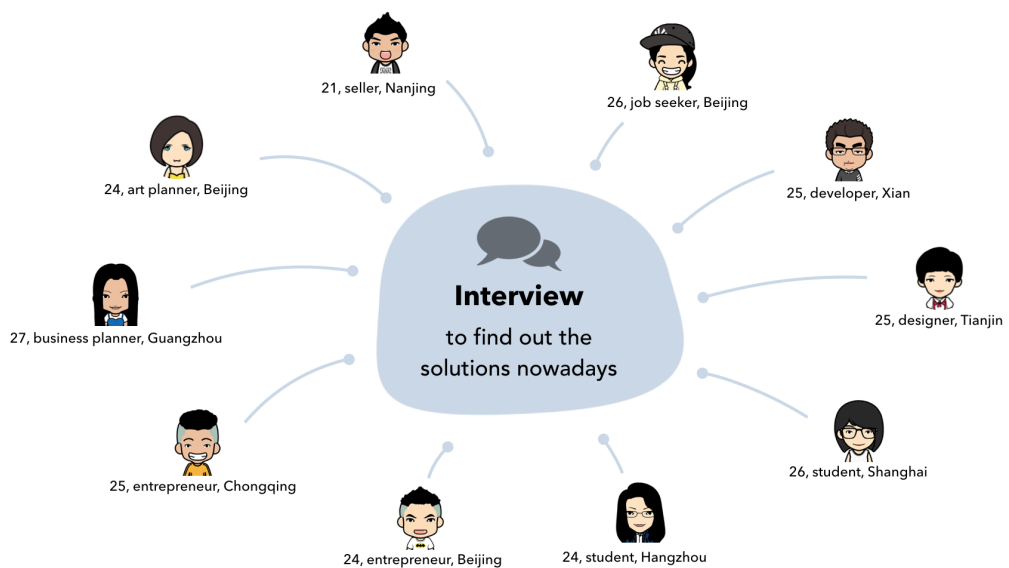
05 Brainstorm

I held a brainstorming workshop together with 5 Chinese designers from AHO. My purpose is to gather as much solutions as possible of how people help themselves to be perseverant no matter what the backgrounds are.



06 Specific User Interview

I had a bunch of specific user interviews, by phone calls, with 10 floaters in big Chinese cities respectively. My purpose is to find out how young floaters in big Chinese cities help themselves to be perseverance, what they think about the impatience of China now, how they live against fast culture, what kind of difficulty they are facing and what they need.



Finding 1: Goal Achieving Process

Summary: After general user interview and a large numbers of research, I understand the goal achieving process as the map shows. There are two parts when one want to achieve a goal. The first part is goal-setting. People need to define what, why, when, where, who and how; I classified them into 4 layers of actions. And the second is goal-achieving where I separated all the tools people often use into 3 types.

01 Goal Setting Tips

1). In the part of goal-setting, there are many tips and principles to tell us how to set a goal to make it more practical and easier to stick on. A study from Gail Matthews (2015) provides empirical evidence for the effectiveness of three coaching tools: **accountability, commitment, and writing down** one's goals.

2). Meanwhile, **SMART principle** (Fuhrmann, et al, 2013) is the most popular one, which means:

Specific – target a specific area for improvement.

Measurable – quantify or at least suggest an indicator of progress.

Agreed upon – specify who will do it.

Realistic – state what results can realistically be achieved, given available resources.

Time-related – specify when the result(s) can be achieved.

But in my opinion, some goals themselves are not possible to be measure because there are always something unable to tell, especially those of one's values or "true self". It's ridiculous to set a goal such as I would like to be a respected man in 10 years. It is applicable when the goal is saving money, losing weight, or something else related to number. But these goals are more flexible and replaceable.

02 Goal Achieving Process Map

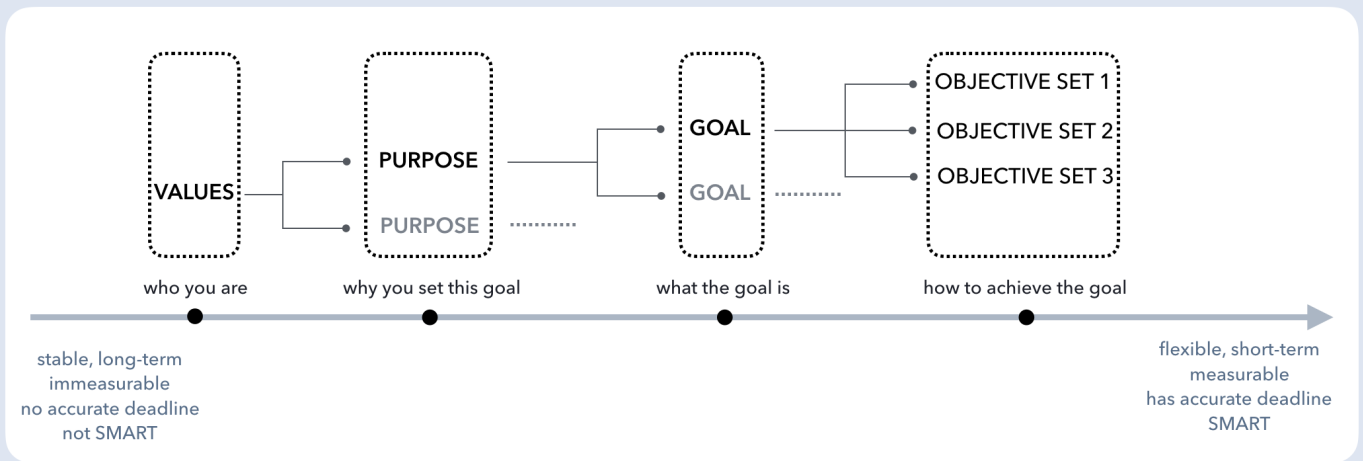
On the top of my map (goal setting), we can see from left to right it is becoming more flexible, short-termed, measurable, urgent and SMART. In order to explain the top of this map, I can give an example. A student sets a goal of going to Peking University. His objective set can be "to improve his English by 20 points in 3 month" and many others, and his purpose is perhaps "to get higher education", which is not SMART but he has a certain criteria in his mind to judge whether he succeed or not. There can be many ways to achieve this purpose. And behind this purpose, it is his values: he regards education as an important thing.

As for the goal achieving part, firstly, there are two things all my interviewee mentioned. One is calendar. They all check their calendars everyday. And the other is reflection.

Secondly, as bottom of the map (achieving process) shows, I classify all of tools interviewee is using into 3 types: refresh, inform and push. refresh needs more internal effort such as thinking and concentrating, push needs more external effort to balance human inertia while inform need less of both.

In the middle of the map, we can see, "refresh" works more on values and purpose while "inform" and "push" works more on objective sets.

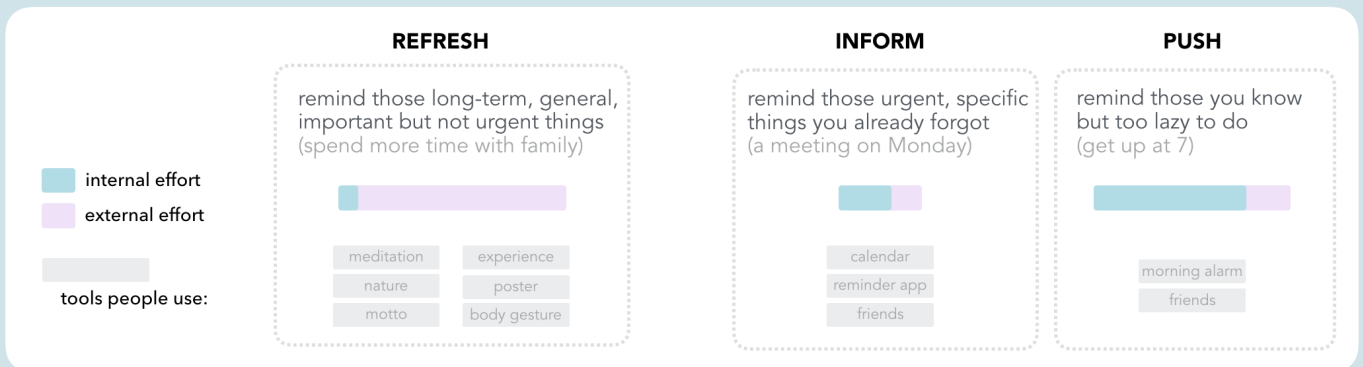
GOAL SETTING



Refresh is often applied to values, purpose which are relatively stable but obscure.

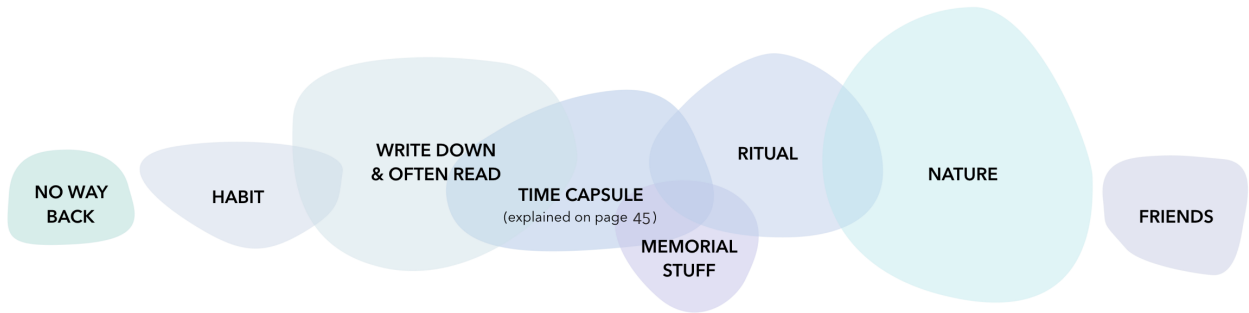
"Inform" and "push" are often applied to objective, which is specific but variable.

ACHIEVING PROCESS



Finding 2: Solutions Nowadays

Summary: I collected some of the solutions people often use or used, sorted of the evidence of support and opposition of each, and visualised those useful information into a map to help me to analyse and to make decision.



Based on the brainstorming with 5 designers and specific user interviews with 10 floaters in big Chinese cities. I find a group of solutions of how people help themselves to be patient and and practical under fast-paced life. Some are from celebrity story, history or novel, some are from users' experience.

I classify those solutions into 8 main categories the map above. I don't think I should combine any of them in this stage because I need to keep all the details to see more possibilities and to draw inspirations.

For each category, as the map shows, I find the evidence of support and opposition, count the number of person using it and sort of how they use it. I finally chose 4 points and ready for the part of design. But some other parts I didn't choose here are participating in the final concept.

Notes:

- Support from User
- Support from Reference
- Support from Culture
- Opposition from User
- Opposition from Reference

EXAMPLES

SUPPORT

OPPOSITION

MY VIEW/DECISION

FRIENDS

- Social web
- Buddy group

"Support from friends is absolutely necessary"

Gail Matthews (2015) provides empirical evidence for the effectiveness of commitment as a tool.

"That's my decision, nobody can tell me what I should do. If somebody do, I will be annoyed."

Derek Sivers (2010) gave a TED talk about the benefits of keeping your goals to yourself, citing four psychology studies since 1926 consistent with this counter-intuitive approach.

Opposition is too convincing. ❌

NATURE

- Meditation
- Background Music

"Go to nature, to focus and ponder."

"Nature can make me reflect myself without any self-blame."

"I don't think nature can be an artificial thing."

Nature is what big cities are losing now in China.

RITUAL

- Religion Ritual
- Wedding Ceremony

"Ritual is important, to tell my self, let's start."

"Like marriage, you need a wedding ceremony and a witness. Then you are certain. On the contrast, if you are not certain, you will not have these."

"I don't think nature can be an artificial thing."

MEMORIAL STUFF

- Voice
- Photo
- Smell
- Taste
- Wedding Ring
- Tattoo
- Place

"I wanna go to U.S., so I hang a map of U.S. on my wall."

Historical story: the tattoo on Yue Fei's back

"It tells you need to do but doesn't tell how to do it, which will make you anxious."

"if you insisted on it for some time but feel really bad, why not change?"

TIME CAPSULE

- Write to future on line
- Slow delivery Post Office

"I want to make sure that I'm still following the path I want to live on, revisit my vision and reaffirm that's still what I want."

"these can always give me confidence and courage."

"Remind people in the fast-paced lifestyle do not forget the most valuable memories and vision. Stop to calmly think, what is really worthy of treasure. (Baidu Encyclopedia)"

It is not common, but all the three person who used got a lot of courage and they keep using this.

I tried by myself several times (after 1 week, 2 weeks and 1 month and some I didn't received yet). I like it! But I think we need some guide of what to send to the future.

WRITE DOWN & OFTEN READ

- Poster on the wall
- Work Journal
- Vision Board

"I write work journal everyday although I never finish my plan. I reflect through this, and learn how to balance."

Gail Matthews (2015) provides empirical evidence for the effectiveness of writing down one's goals as a tool.

"I prefer think by head not be hand."

I thought only designer like to draw, write and post a lot, but after user interview, I found it is unrelated with subject

HABIT

- daily behaviour
- tell the phone
- toilet
- clean
- lock the door
- bath
- work
- play
- course
- eat
- rest
- equipments/stuff
- cup
- mirror
- soap
- water
- wall
- bed
- desk
- cloth
- light
- laptop
- paper

"My dogs helped a lot with my living rhythm, and a stable living rhythm make me effective."

"Everyday when I draw, I feel peaceful, and can always think deeply."

"It is hard at the beginning, then it becomes normal."

My design must be something that people will use in everyday use.

NO WAY BACK

- Paid a lot
- Contract

"I need to pay a lot if I give up, everything I have done is futile."

"I am already here, no way to choose."

Beyond my control. ❌

Finding 3: Calendar and Work Journal

The research phase ends. Calendar and work journal can be the start point of my design phase.

My design is a physical product, but everything can influence one's goal achieving process. I didn't not know what it will be until I finished the map of "solutions nowadays".

On the one hand, this map shows that writing down is a good tool and half of my interviewee of specific interview do this, some of them write work journal.

On the other hand, as I mentioned in last part, all of my 5 interviewee of general interview said they check calendars, and use it almost everyday.

Now people focus on weeks, days, even hours, and seldom zoom out to see where we are in these years or in our whole life. Maybe I can offer them a new calendar to help people to understand time in a slower way.

To draw a conclusion, calendar and work journal can be the product I design, so I decide to finish my research and start physical product design phase.



27, designer, Norway

"I write work journal everyday, and check my to do list from Calendar."



26, student, Taiwan

"Write it down on my calendar."
"Check the Calendar every morning."



25, art planner, Beijing

"By calendar"
"Yes, everyday"
"sometimes, many time each day"



27, entrepreneur, Chongqing

"We have calendar!"



30, student, Somalia

"Calendar is necessary, I put it on my wall and have something to do there everyday."

Conclusion

I use interview, online research, brainstorming, mapping and reading “letters to future self” as the main methods and get 3 findings.

Finding 1 “goal achieving system” enhanced my understanding on my task, also gave me some tools to help with goal achieving.

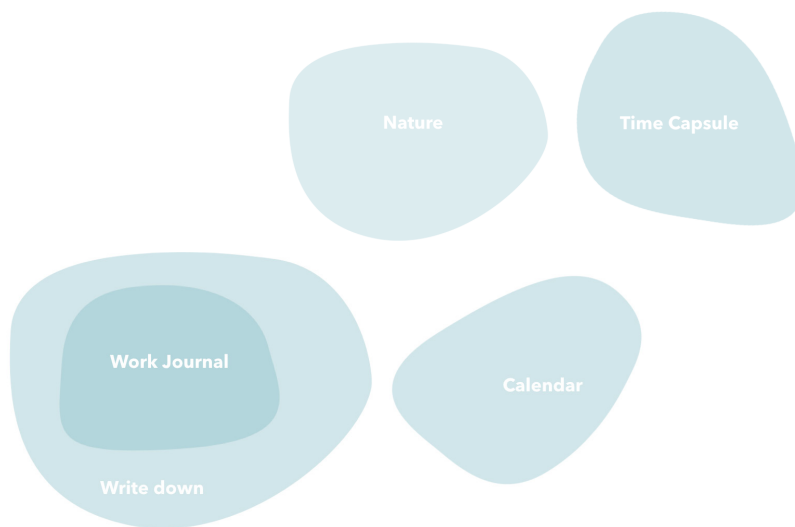
Finding 2 “solutions nowadays” offered me many methods and mechanism to refer to. I will focus on “nature”, “time capsule”, “writing down”.

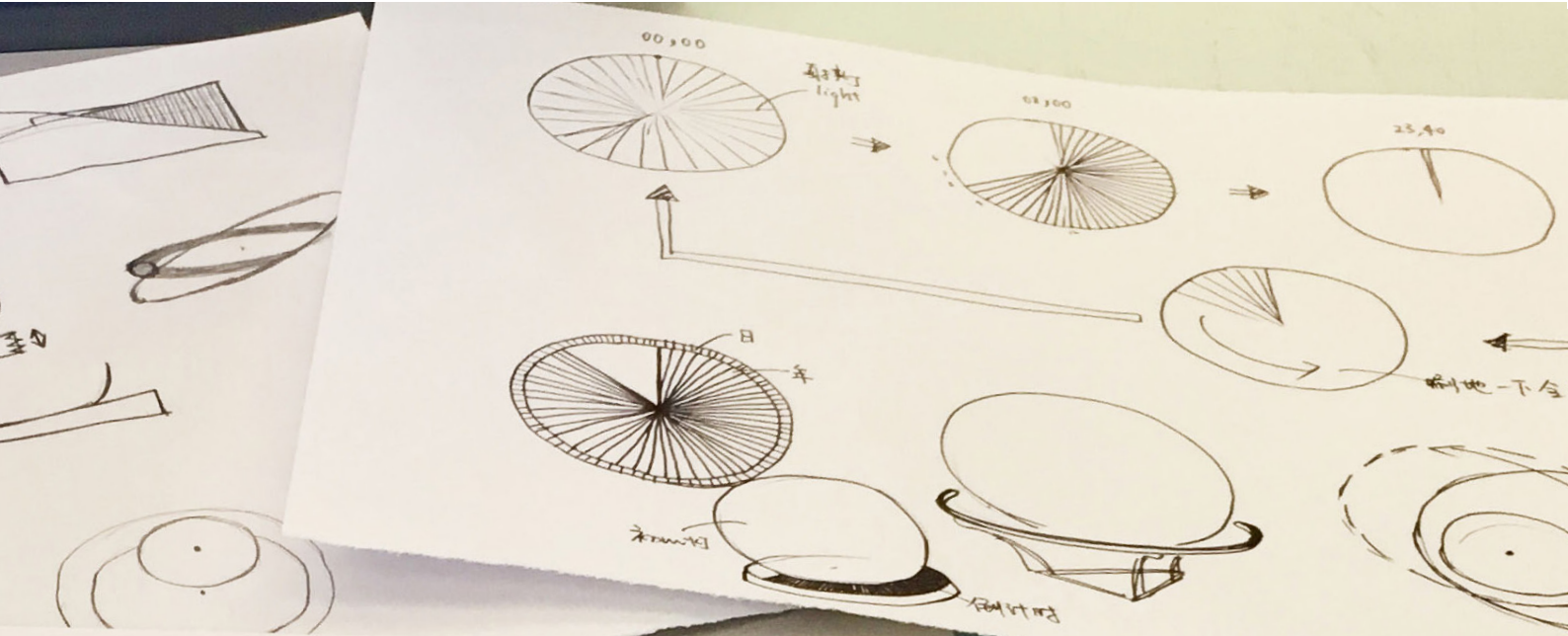
Finding 3 “calendar and work journal” dragged my research to a tangible point so that I can start design.

I would like to replenish the definition of problem as follow:

the context is fast culture and big Chinese cities; my target group is Chinese young adults in big Chinese cities fighting for their dreams; the purpose is to help them to slow down, to think more and to be patient.

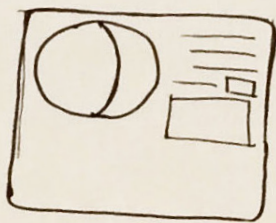
My direction can be a new work journal book or a calendar to help people to understand time in a slower way. There are some possibilities such as time capsule, habit, ritual sense and nature.





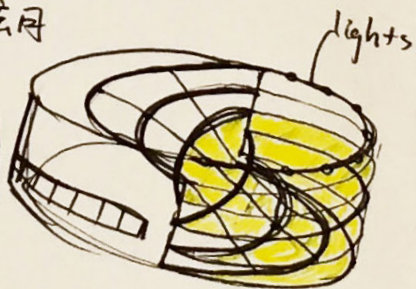
10的成对感),
 未知卷的

prototype
 画插画

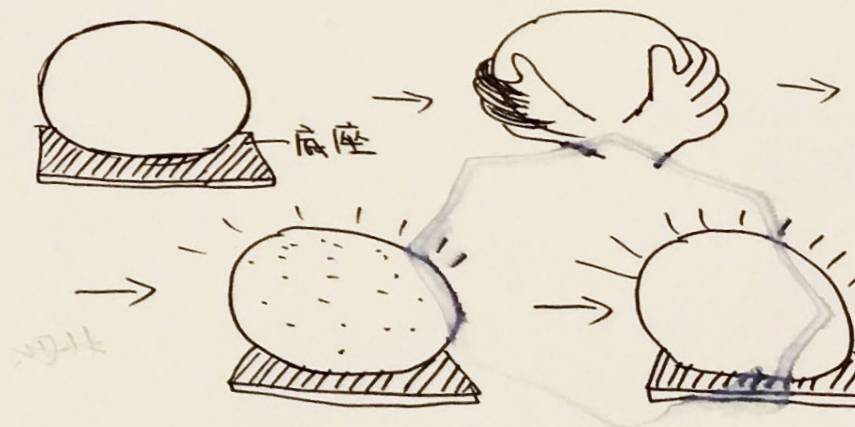


满月
 弦月

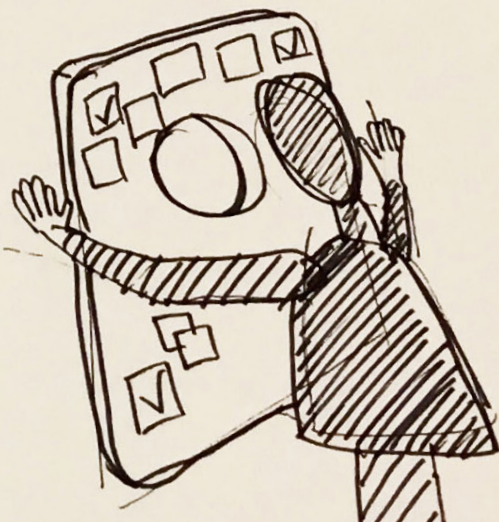
计图方法



1. 用手捂灯, 开灯, 看到字, 放手, 字全变成
 捂得越久越亮, 常开亮, 老不捂, 字不清的
 《捧着的心愿》



2. 双手扶墙, 目视墙板

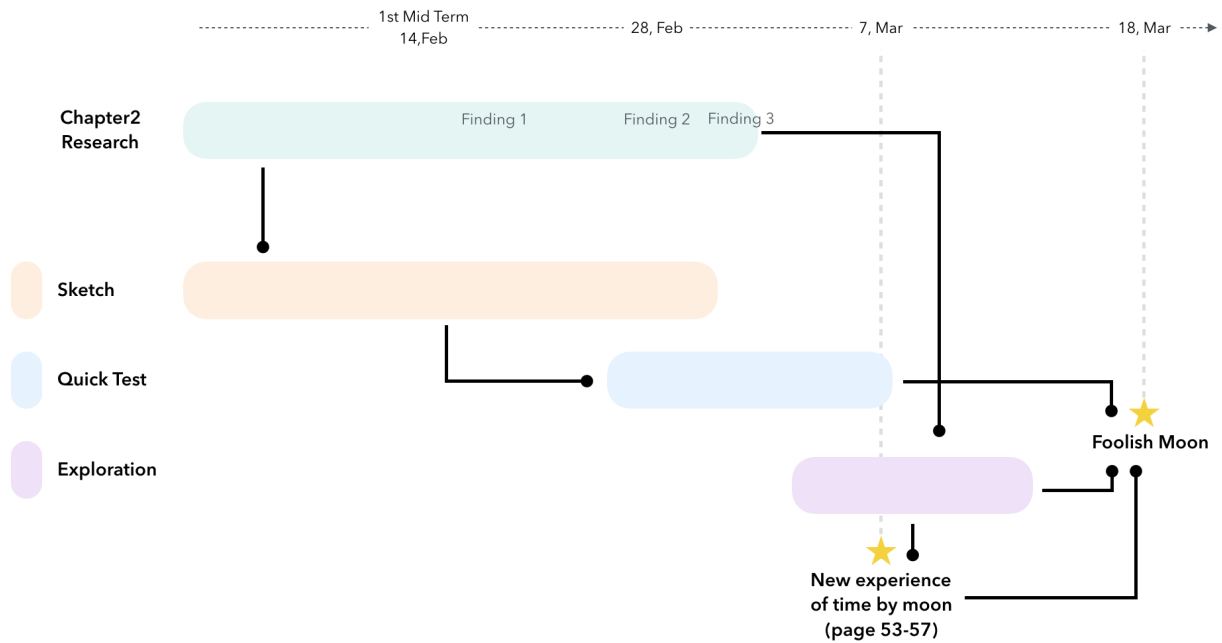


Chapter 3

Ideation

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Introduction



The flow diagram below shows my research (chapter 2) and ideation (chapter 3) process. Sketch and the research are simultaneous, so some ideas are not strong related to those findings but there are 2 interesting points to tell on the right page.

After quick test and exploration, I get the final concept named "Foolish Moon" which I will tell in the next chapter.

Sketch

01 Symbology

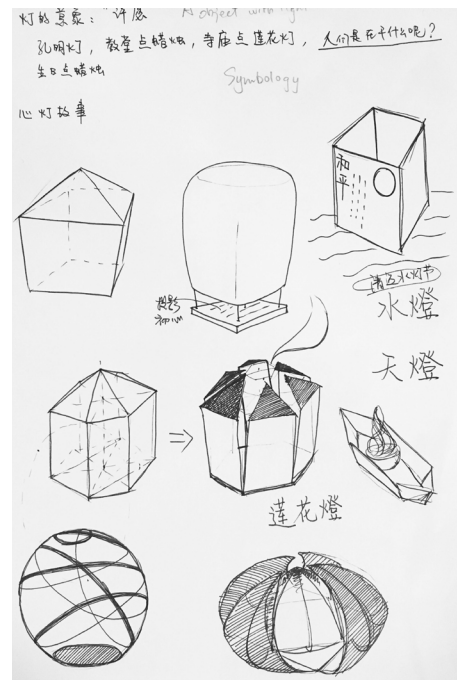
In China, there is an old tradition: we lighten a “sky lantern” and fly it to wish something. In Thailand, they have water lantern festival to do the same same; in a church, we can pay 1 euro to lighten a candle and in Buddhist temple, we lighten a lotus lamp, too.

Light is a symbol of dream.

This idea is the basis of the lighting element of my final concept.



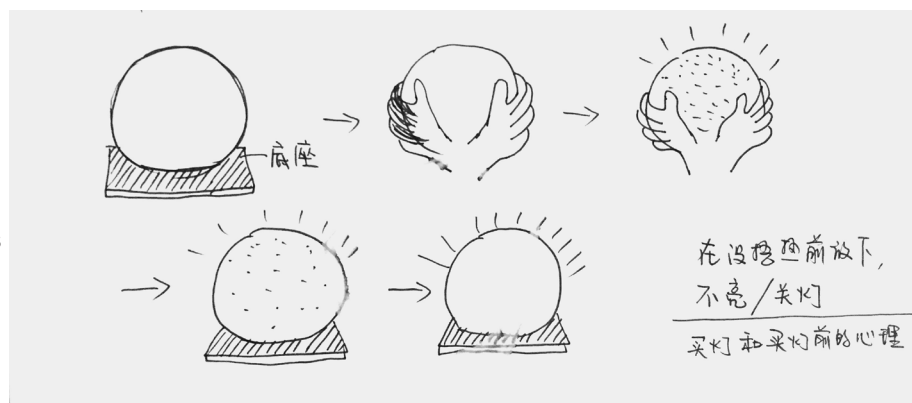
Picture by <http://visionthai.net/article/thailand-lotus-lantern-festival/>



02 Body Gesture

In “goal achieving process” map. There is an example under “refresh” called “body gesture”. An interviewee told me that when she feels down, she will hold her hands high for 2 minutes. When you do this gesture, your body will receive a signal of “I win” and then keep you activated for 4 hours.

It seems there is no interaction between people and a product. But in my opinion, people is interacting with himself by his body gesture. Sometimes a product helps, such as wooden fish and rosary.



Picture by http://img3.redocn.com/20120208/Redocn_2012020708573972.jpg

“Peng” in Chinese means: hold in both hands carefully. This idea is a pearl. It will lights up gradually when people “Peng” it and warm it up.

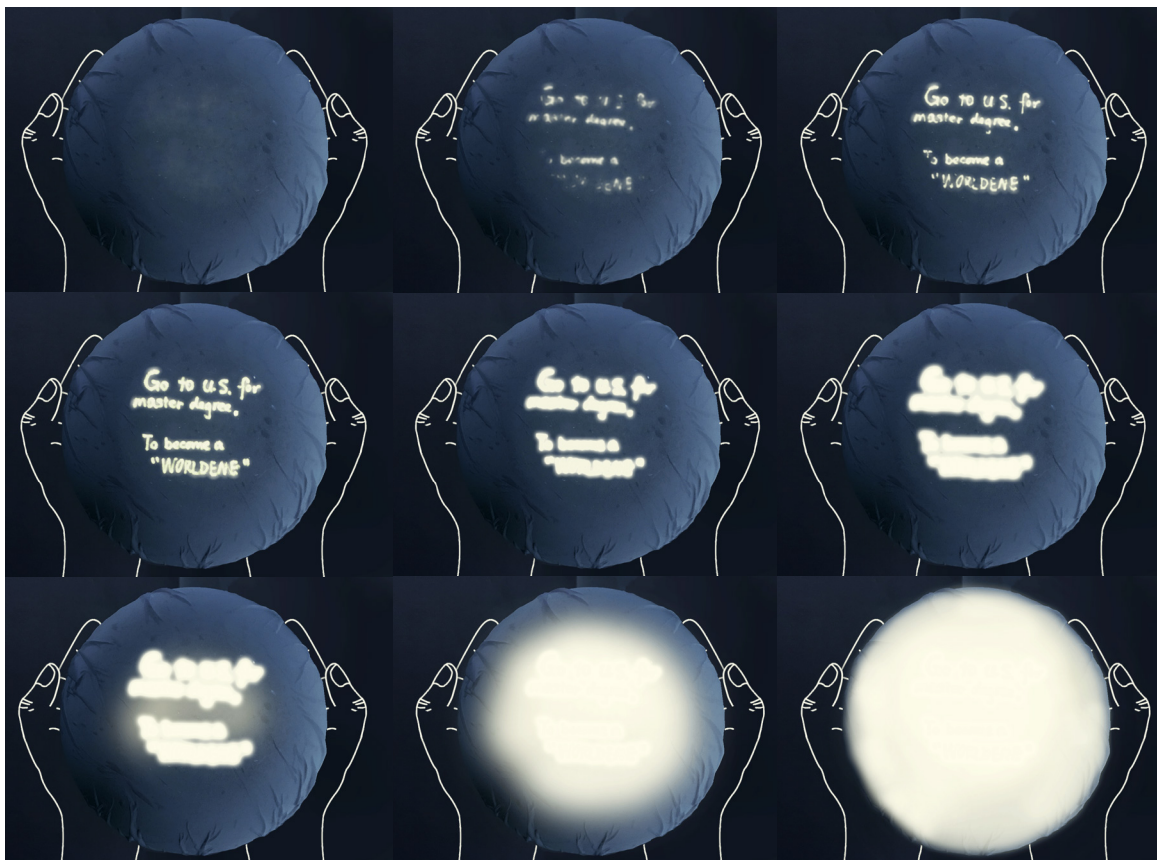
Quick Test

Summary: I chose 2 ideas from sketch, wish lamp and moon phase schedule, and made prototype for each.

01 Idea 1: "Wish Lamp"

It is a sphere lamp with a set under it. There is no switch. When people hold it in both hands, it will be lightened up. The light will start from the words of one's dream to the whole sphere.

If there is a long time people have not use it, it will be lightened slowly so that people have a longer time, and it will be not that bright just like their dreams are fading away. And if people often use it, it will be bright in a few seconds.





I made a video to imitate the light effect I want to give: lightened from the words of user's wishes/dreams to the whole sphere gradually, which takes 20 seconds and this time is for people "to stop and think".

I bought different size of sphere lamps for people to try, to hold in both hands in front of body or hold them up, and to feel the temperature from cold to warm when keep them in hands.

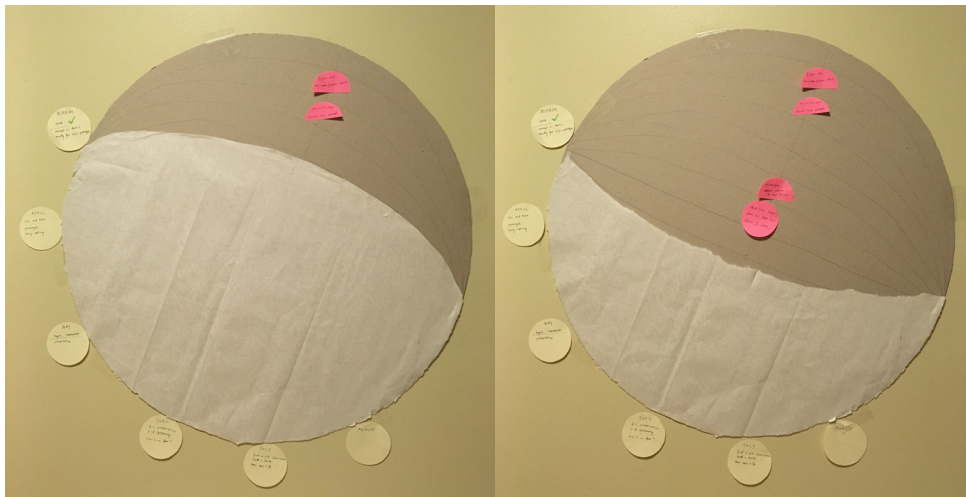
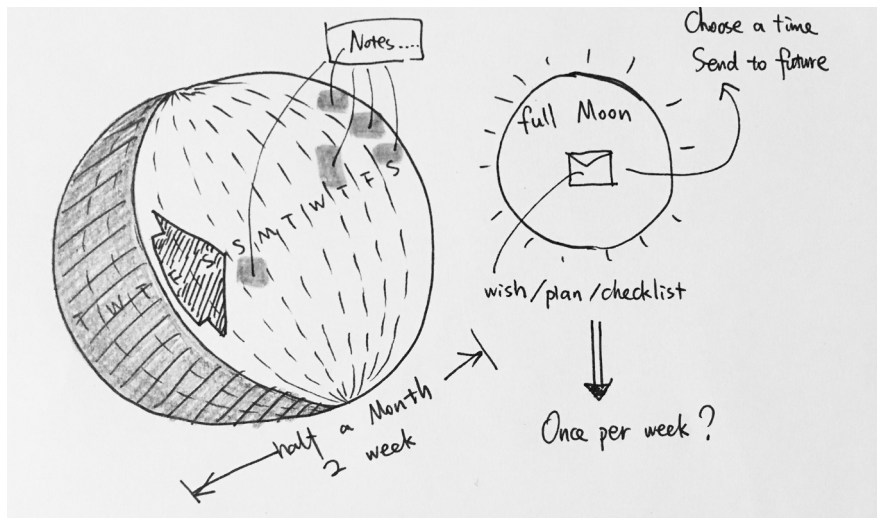
02 Idea 2: "Moon Phase Schedule"

Moon is different everyday. The shadow is moving. These are 2 photos I took outside AHO. We can see how much it changed in only 24 hours.



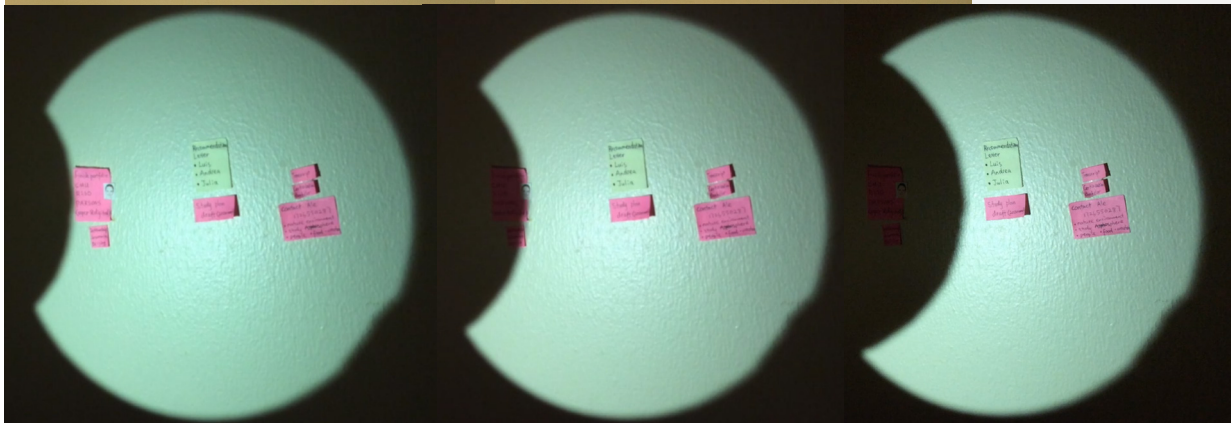
This idea is based on Lunar Calendar. It is a big moon and people can put notes of plan on it. When the shadow gets to a notes, he should do that thing.

When it is a full moon, there will be some mechanics giving people a way to send message to future. It can be a wish or plan by physical letter or voice message. People can to the receiving time.



I made a physical prototype by paper. This idea needs several days to be tested, so I decide to try by my self.

Meanwhile, I made a video prototype and present to people.



Decision

Because of the research at the same time, the advantages of Moon Phase Schedule show up. I choose this idea to explore further.

Those disadvantages are to be improved.

Advantages

- 1). Moon is special in Chinese traditional culture, it can balance “fast culture” in some degree.
- 2). Moon phase meets people’s needing of nature.
- 3). It is a new experience of time (explained in next chapter), meets to needing of slow.

Disadvantages

- 1). too big in a private single room and need complicated conditions such as projector and a wall without anything.
- 2). hard to how to use, such as to understand the date by the shape of moon.
- 3). has no access to any day.
- 4). caters to “fast culture”. Some testee (or listeners) like this idea very much, however, the reason is “this can give me the sense of urgency”. From this feedback, I can see people feel good when they have something to push them and make them faster. They like this idea because it caters to the “fast culture”. So, although people spoke highly of it, this idea is not what I want.

In next section, I will explore more on those findings I got from Chapter 2, including nature, time capsule, write down (work journal) and calendar, so that to come up with a better concept can improve those disadvantages.

In these 4 aspect, there is a common factor connecting them: time.

First of all, how do we feel time?

Exploration

Summary: In this section, I explore some calendar and work journal people use nowadays, some method people use to calculate the time by nature and define what a time capsule is in this diploma.

01 Time Experience

Time is mostly a digital number in city life now. Compared with traditional clock with 3 pointers, it gives people less information, no direction, no angle, no ratio. Digital time is flat. This is a kind of time experience.



Picture by http://img.motoc.cn/upload/20170502/4dab2235f1854e5690d5df6746e5710c_th.jpeg

There is a design separating a clock into 3. Apparently, the one with second pointer makes things more urgent. These are 3 level of time experience on speed.



Durr is a design by Skrekkøgle (Theo Tveterås and Lars Marcus Vedeler, who are AHO alumni). This watch is designed to draw attention to that slippery disconnect between time as it passes and how we perceive it passing. Instead of hands or numbers, it's just a solid, colourful disk. Every five minutes, it vibrates. Think of it as a metronome for your day-to-day life. This watch can give people a objective criteria against to the subjective feeling of the speed of time.



Picture by http://img.ithome.com/newsuploadfiles/2014/1/20140105_160239_527.jpg

Nature can tell the time.



03 Lunar Calendar

A lunar calendar is a calendar based upon cycles of the Moon's phases (synodic months), in contrast to solar calendars based solely upon the solar year.

Many festivals Chinese celebrates are calculated by Lunar calendar, such as spring festival (Chinese new year), which is the most important day in a year, and mid-autumn day, Double Seventh Festival (Chinese valentine's day), Dragon Boat Festival and so on.



Picture by <https://no.pinterest.com/pin/393009504959301102/>

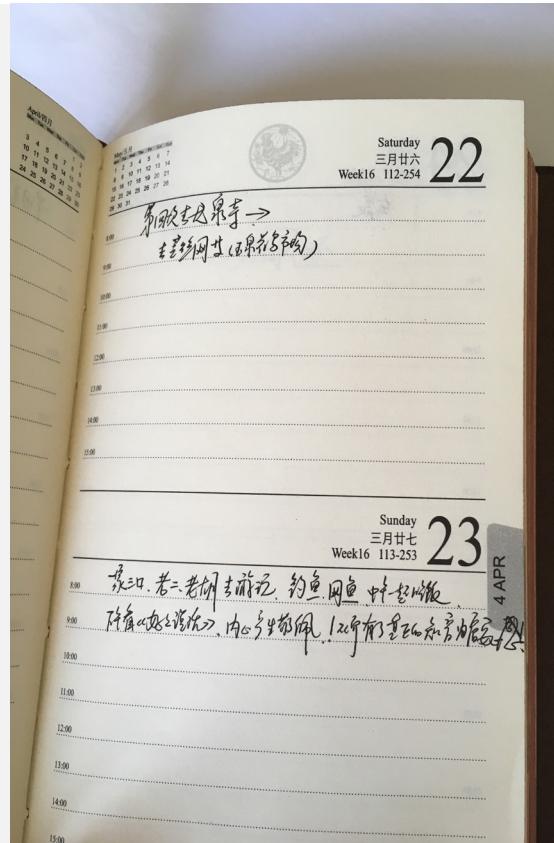
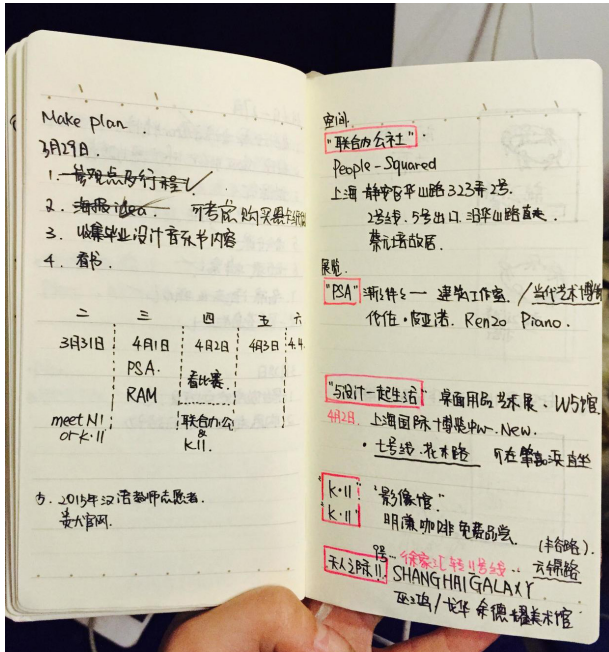


Pictures by <https://www.duitang.com/blog/?id=561132639>

There are 24 points called “24 solar terms” in lunar calendars that matches a particular astronomical event or signifies some natural phenomenon. It is crucial for agrarian societies. 24 solar terms guide agricultural activities, telling people when to sow, when to water and so on.

Lunar calendar is a part of Chinese traditional culture which can balance “fast culture” in some degree and gives people a feeling of “slow”. Additionally, the goal-achieving process has the same rhythm as agricultural activities, plan, sow, water and harvest, so people can start think about methodology and draw some inspiration from this.

04 Work Journal Book



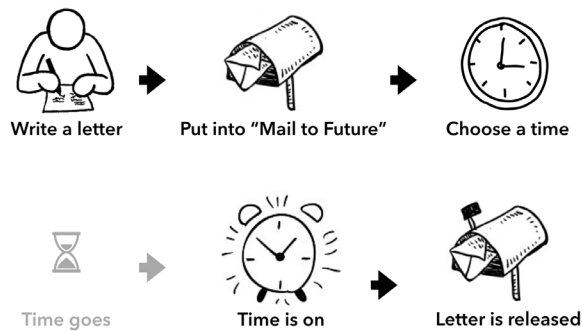
Work journal book is usually like this, a normal notebook with dates and items. Most of work journal book produced for Chinese people has Lunar calendar included.

In recent decades, another kind of work journal is becoming popular in China. "Techo" is from Japan. It is a notebook recording daily things with writing and drawing. Sometimes, people paste something onto it, such as receipt.



05 Time Capsule

The time capsule part in this project is something people preparing for the future self to read.



In this project, it is a commitment (Gail Matthews, 2015) one make with himself, which represents his faith, determination and sincerity. It is for a stage review and reflection, not for the sake of supervision.

There are a huge amount of apps and websites by which people can write notes, choose a time and get reminded.

As I mentioned before, there are slow delivery service in China as well.

In this project, the letters of time capsule can be a part of the work journal book.



"I want to make sure that I'm still following the path I want to live on, revisit my vision and reaffirm that's still what I want."

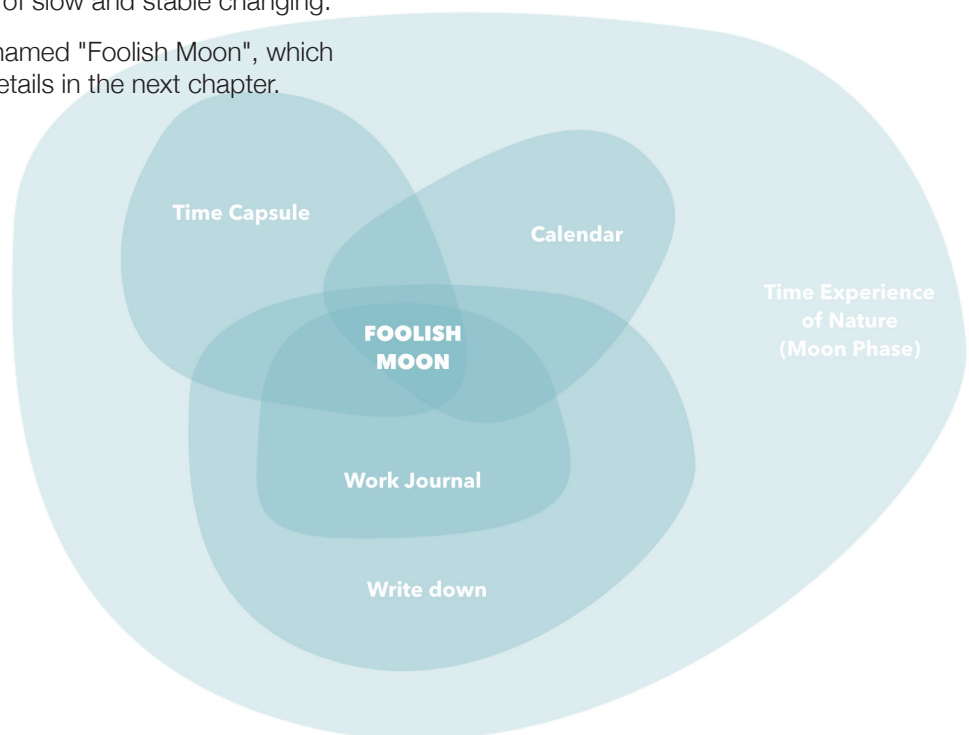
Conclusion

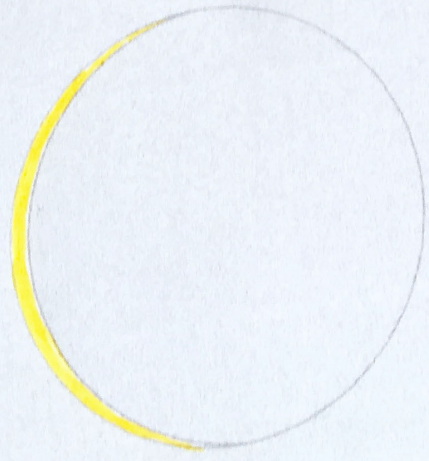
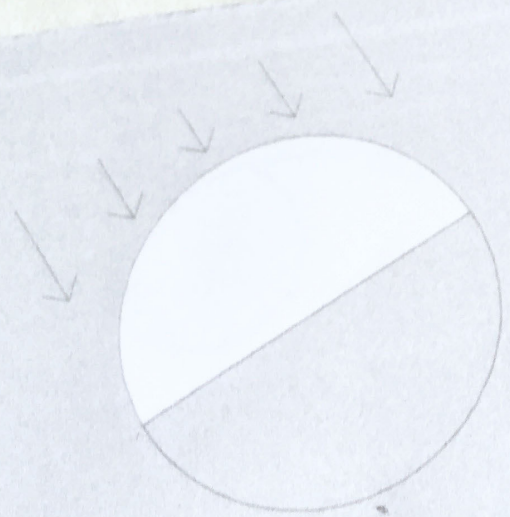
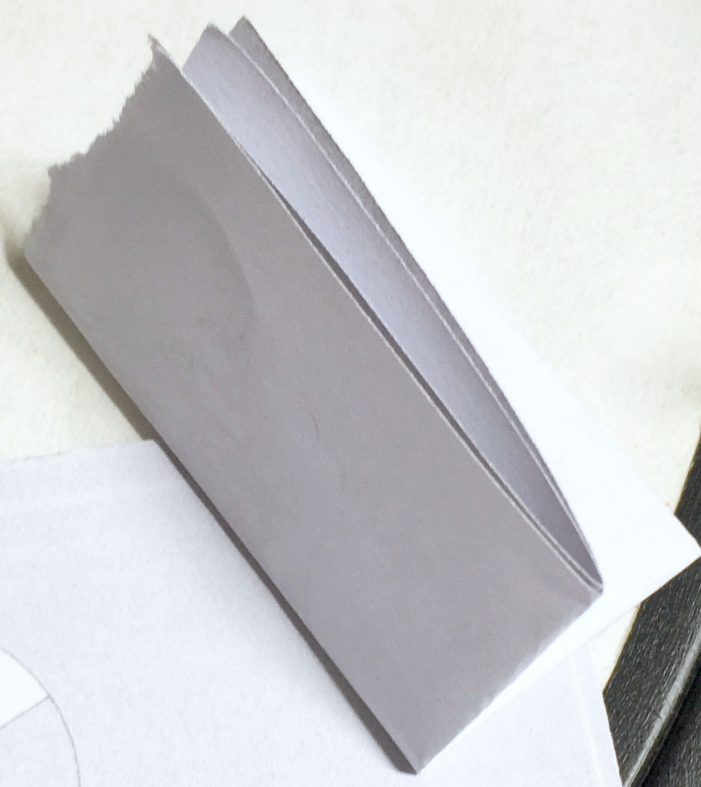
After sketch, quick prototype and to test, I choose "moon phase schedule" which has strong disadvantages as well as advantages.

Advantages	Disadvantages
<ol style="list-style-type: none"> 1). Moon is special in Chinese traditional culture, it can balance “fast culture” in some degree. 2). Moon phase meets people’s needing of nature. 3). It is a new experience of time (explained in next chapter), meets to needing of slow. 	<ol style="list-style-type: none"> 1). too big in a private single room and need complicated conditions such as projector and a wall without anything. 2). hard to how to use, such as to understand the date by the shape of moon. 3). has no access to any day. 4). caters to “fast culture”.

After the exploration, I separate the "moon phase schedule" into two physical parts to address to the disadvantages. One is a clock with the light effect of moon phase and time capsule container, the other is a journal book. So that people can understand more, can have access to everyday and it does not give people the feeling of "urgency". Both of these two parts offer people a new time experience of slow and stable changing.

This is the concept, named "Foolish Moon", which will be explained in details in the next chapter.





Chapter 4

Concept:

Foolish Moon

name	50
general introduce	51
function 1: new experience of time	52
function 2: to encourage writing	58
function 3: time capsule	59
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Name

01 Foolish Old Man Removes Two Mountains

In this story, "foolish" means hard work and patient.

02 "Stay hungry, stay foolish." -- Steven Jobs

In the 2005 Stanford university commencement speech, Jobs gave this words at the end.

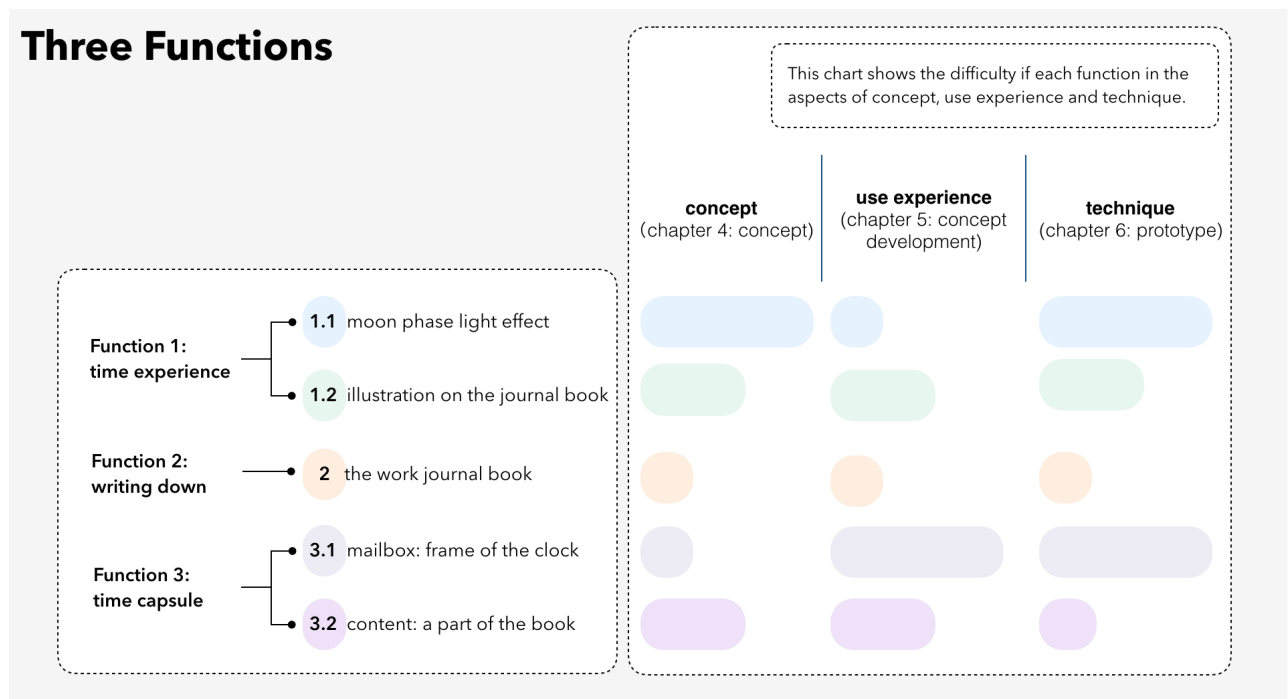
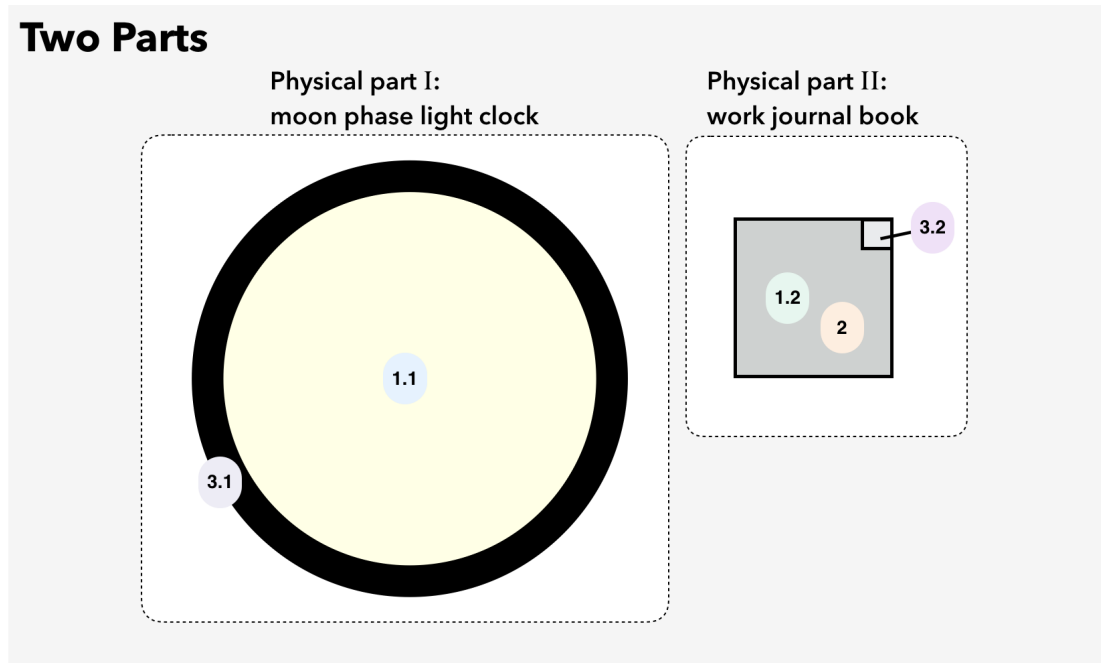
03 Why Foolish

- 1). Foolish Moon is a clock but it does not tell people the accurate time even the date. One of my main purpose is to **blur our common understanding of time**.
- 2). Foolish Moon is a time management tool, but it does not tell people what to do and how to do it. It is **a trigger for people to start thinking**.
- 3). Foolish Moon seems useless. It is a profound concept, and most of people cannot see this significance at the first glance, so they think Foolish Moon is a book with nothing special and a mailbox which will be seldom used. **We need some time and even some experience to feel and to understand the function of "slow"**.

General Introduce

Summary: Foolish Moon has two physical parts and three main functions.

This chapter explains the concept of 3 main functions; chapter 5 concept development tells the procedure of realising those function; chapter 6 introduces how I make a functional prototype.





Function 1: New Experience of Time

Summary: On the basis of the astronomical phenomenon of the moon phase, I added a latitude to enable it to show years as well as month. It is changing slowly, stably and continuously.

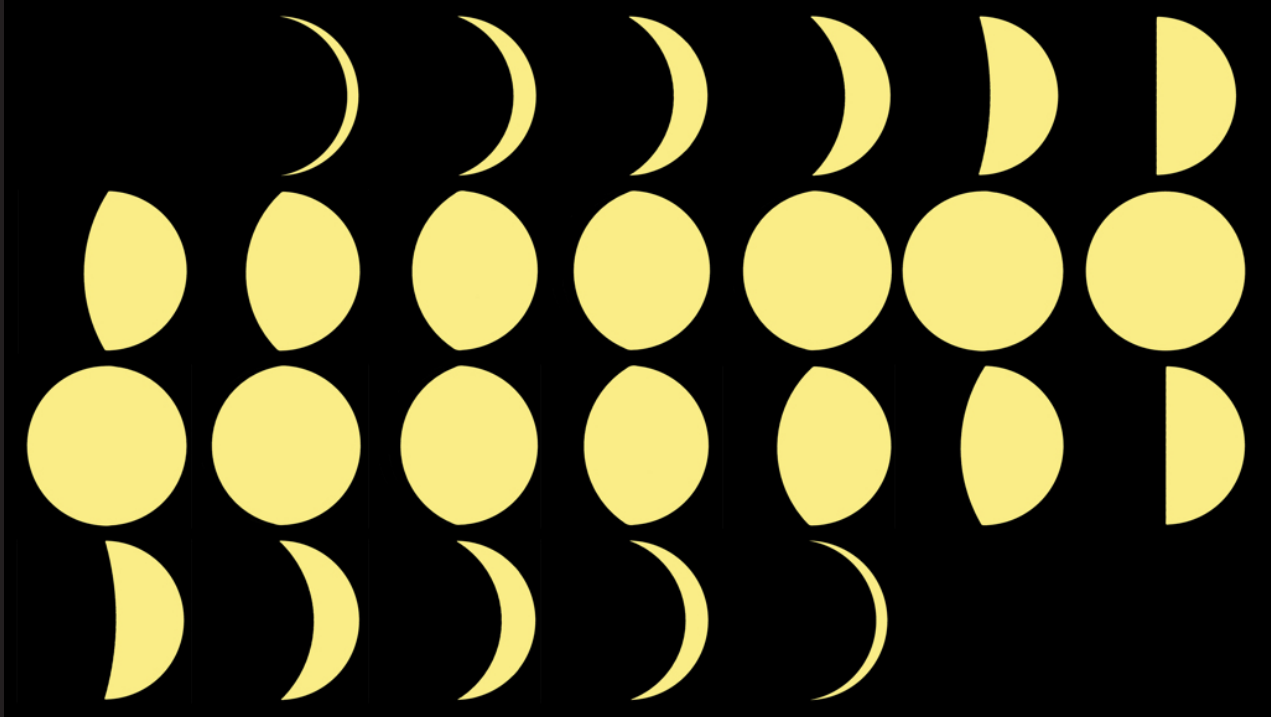
01 the Reason for Choosing the Moon

- 1) Moon can give people the feeling of “slow, stable and changing”.
- 2) Moon is a part of nature and it is also the part we lost in fast-paced life in big Chinese cities.
- 3) Moon is Chinese people’s spiritual sustenance. There are a lot of verse and poetry about moon. Moon represents loneliness, determination, home and wisdom.

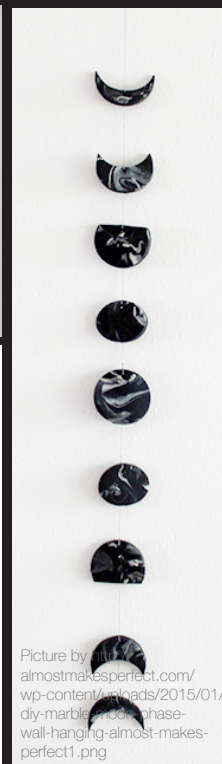
02 Additional Dimension

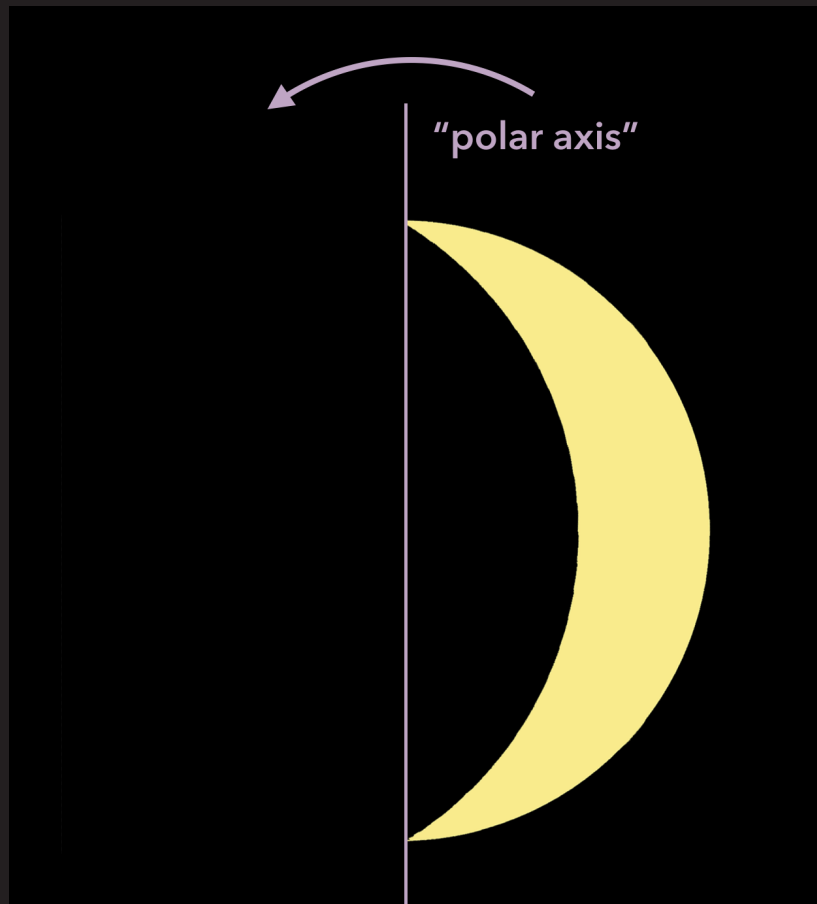
This is the moon phase in Lunar calendar nowadays. It has only 1 dimension, waxing and waning. I asked 16 Chinese young people and nobody knows what the “polar axis (the line connecting the 2 polar of the moon, it is actually the sun’s axis of rotation)” means.

From astronomy, the direction of this axis depends on many factors. The one in the evening is different from the one in the early morning. And the observation point on the earth affect it as well.



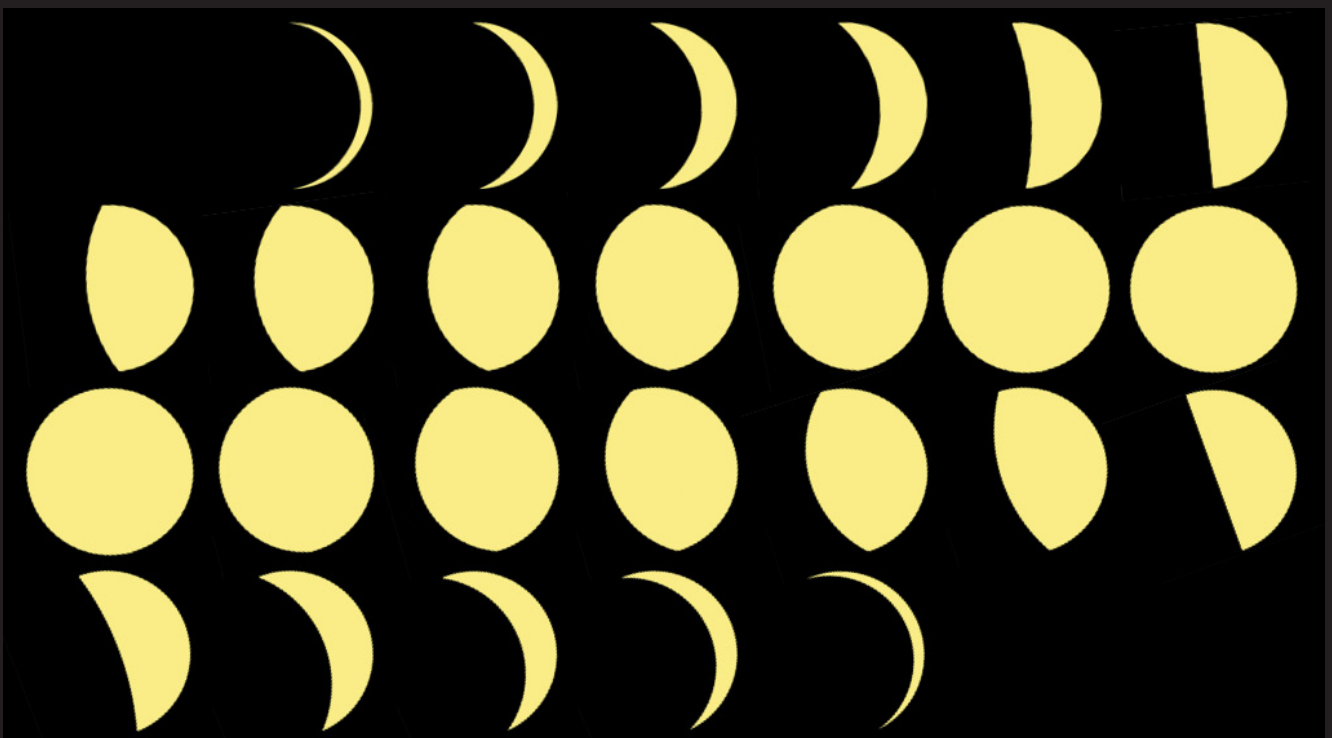
I did a research on moon phase product, and find nobody care about this axis. People usually make it vertical or changing because of aesthetics or manufacturing without any meaning.

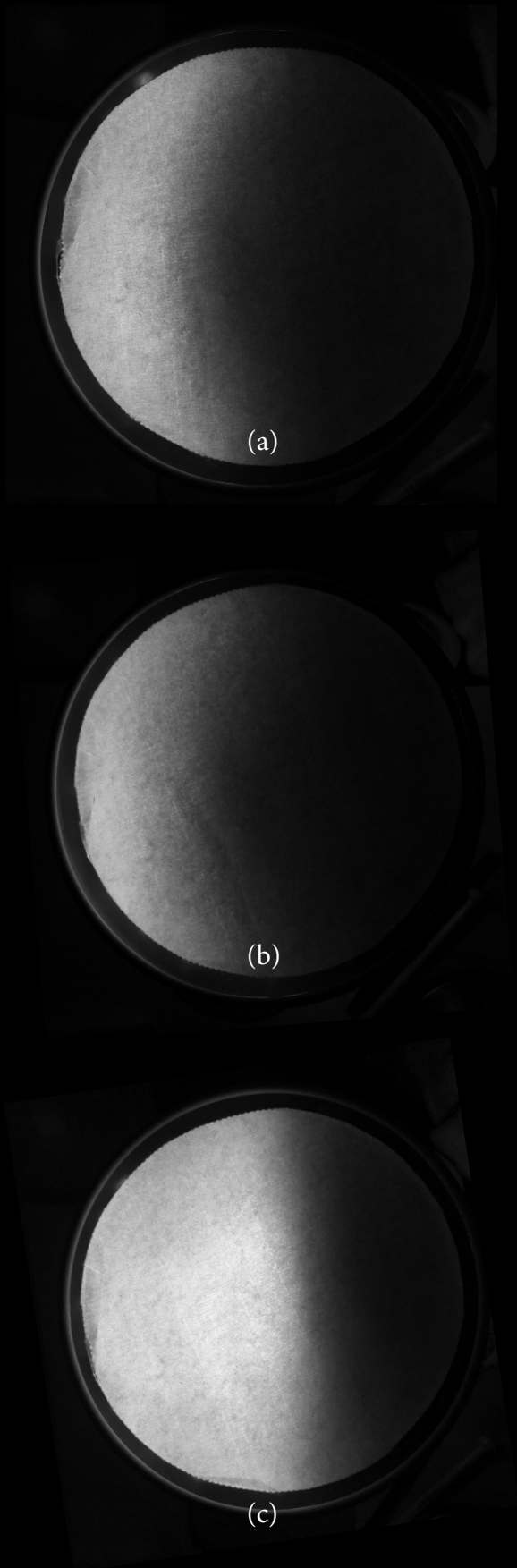




So I decide to use the rotation of this axis to represent year. 1 month is not enough for a career goal. The axis rotates 1° each day. Then, the moon people see will be like this. People can feel how much this year passed by the direction of this axis.

There are two dimensions that make up the effect of change. People can feel a few days, the cycle of the month, and the position in the year.





Function 1.1 Expected Result of the Light

This moon phase light clock will be hung on the wall as an ordinary clock.

When you stare at it; it seems nothing changes. But after 8-hour-sleeping, it changes from (a) to (b). If you have weekends outside, it will be (c).

when the “polar axis” goes from vertical to horizontal, people can know, a season passed.

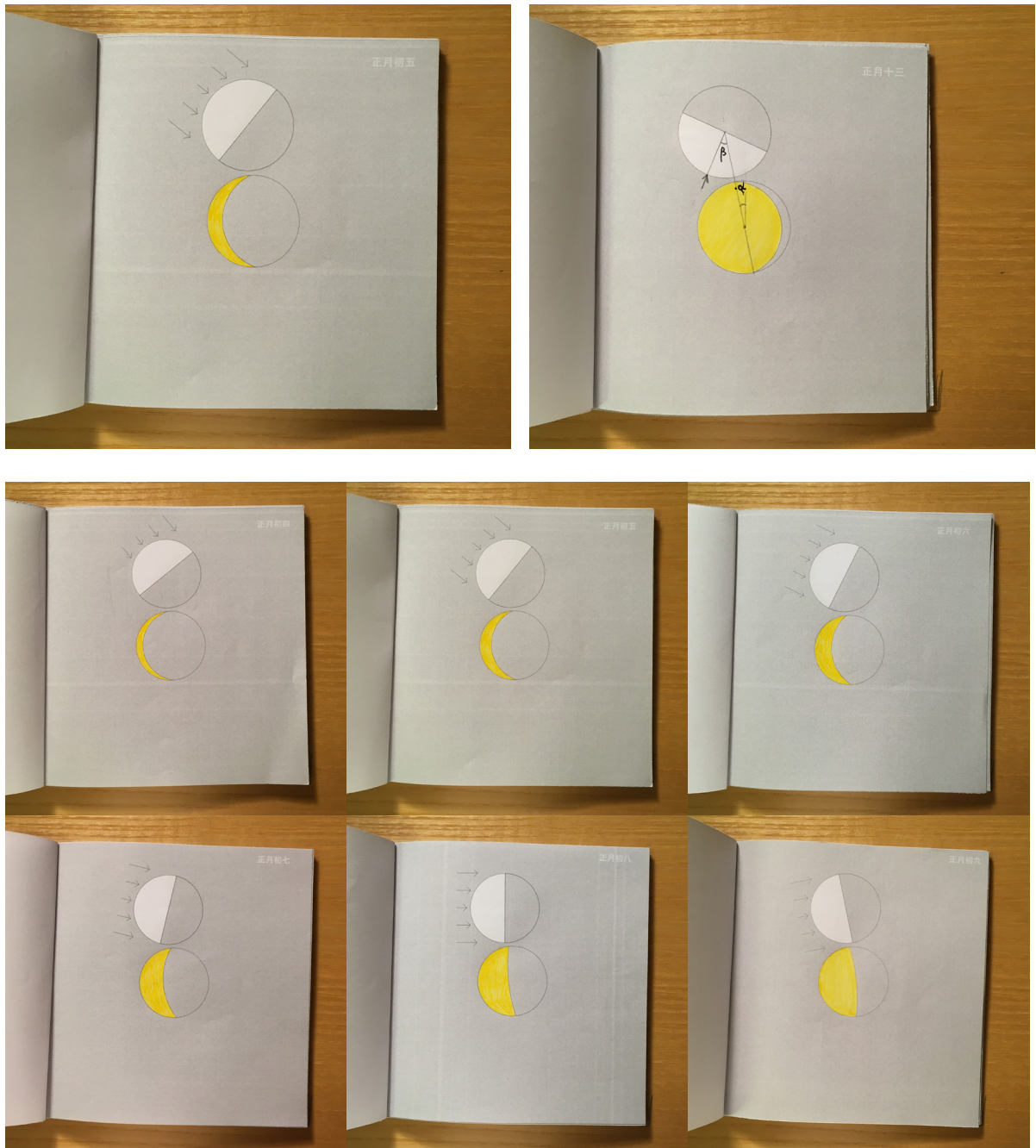
when the “polar axis” goes from vertical to vertical again, passed half a year.

Pictures are from the experiments of moon phase light effect, read chapter 7 for details.

Function 1.2 introduction of the moon

On the book, there are illustrations explaining where the moon today is from including the light source and the rotation of the “polar axis”.

Although not everybody can understand this “math puzzle” instantly, he can still feel time is going away slowly and the days are different.



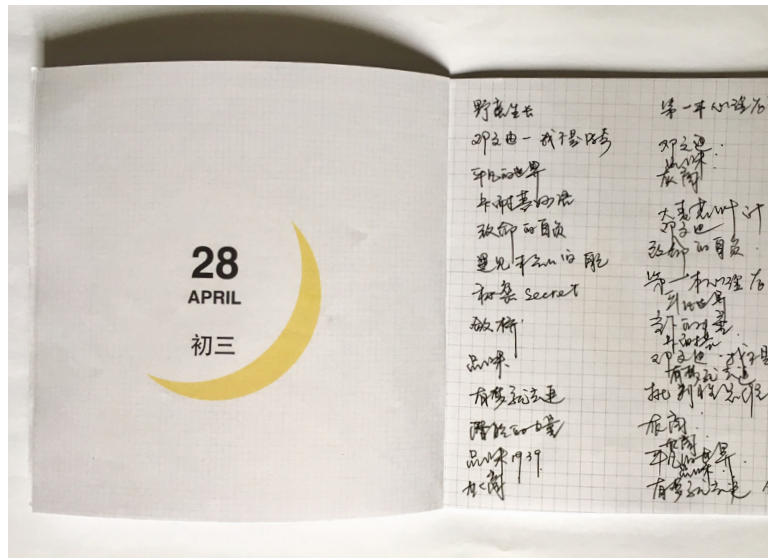
This slow and steady time experience extracted from nature can let people slow down their footsteps and to think more. This is more about the feeling, the mood, the consciousness. On the other hand, they still need to be pragmatic, to plan, to record and think, which Function 2 and 3 can help with.

Function 2: to Encourage Writing

01 to encourage people to write down their goals and plans

It offers people a place to write down. But compared with the ordinary books, this one can give people the experience of “every day is different”. Because the moon in the book is the same as the one on the clock. When people flip pages, they can see the animation of waxing and waning and the rotation of “polar axis”.

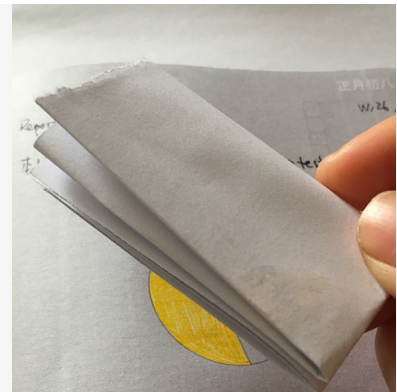
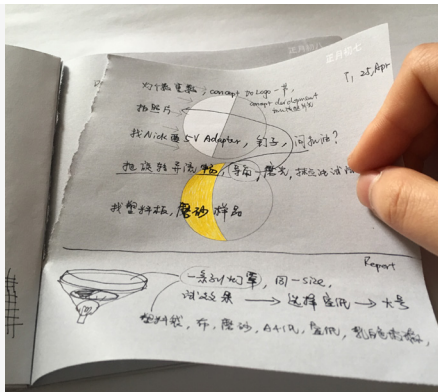
People’s thought would be changed from “I have so much work to be done today” to “how can I treat this new page, this unique moon, this special day”.



Function 3: Time Capsule

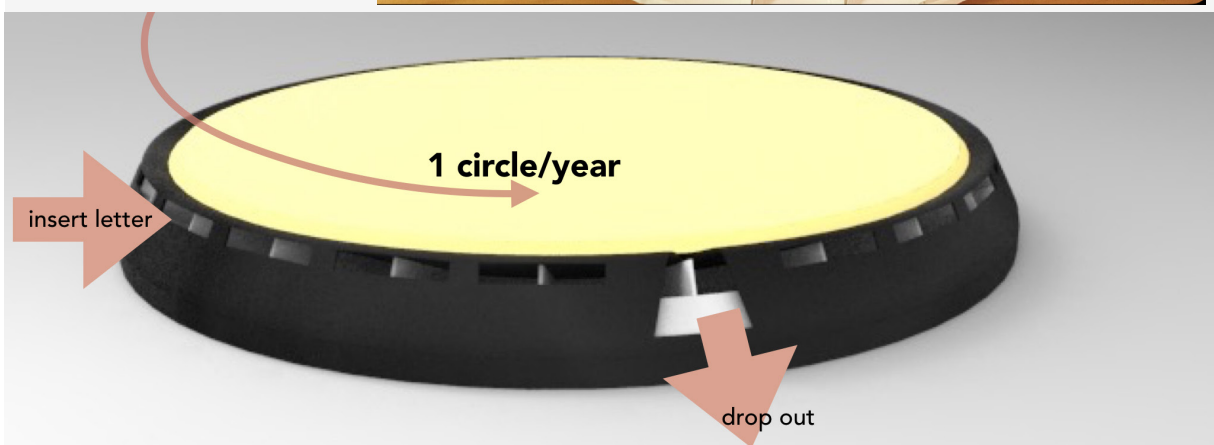
01 the Letter

After writing, if people think this page need to be review, he can cut this page off and put it into the clock to make a time capsule. He sends a letter to future self and will receive the letter from past self.



02 the "Mailbox"

According to 24 solar terms, there will be 24 time nodes on the clock, each node has a mailbox (or a letter container), the mailbox will rotate with the light rotation, until it gets to "today" where people can receive the letter.



There are scales on the frame, so people know which day to send to.

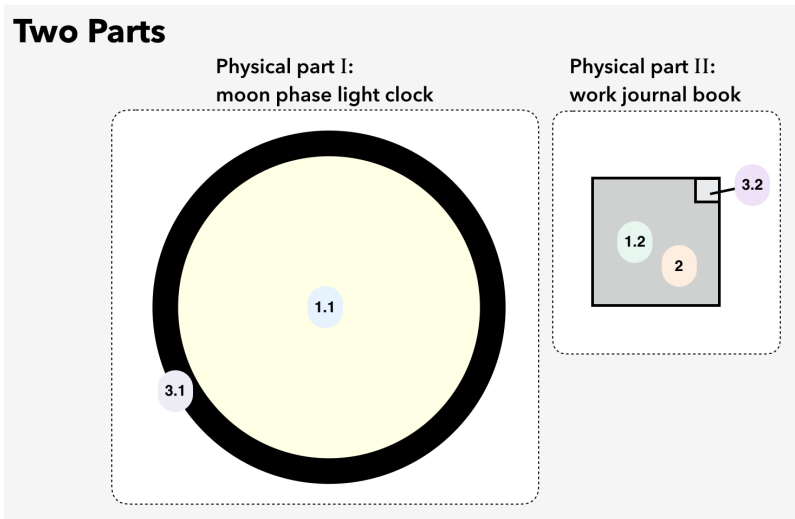


Conclusion

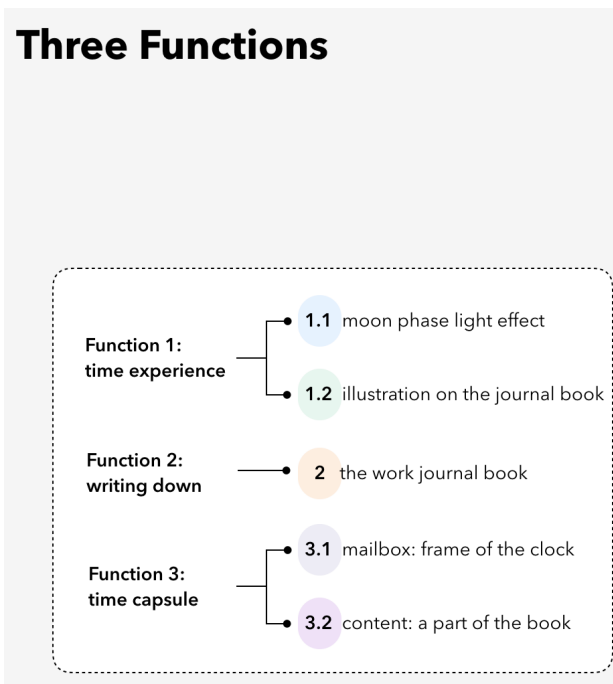
This product has two physical parts, a moon phase clock and a work journal book. These two parts have three functions. The first is a new time experience of slow, stable and circular; the second is to encourage people to write down; the third is to make a time capsule to have a stage review.

The slow changing time experience of the moon phase can obscure the precise sense of time and ease the anxiety and impatience of people who are eager to fast success under fast culture. Work journal and time capsule can help people to work down to earth work, to make a career goal more feasible and practical.

Two Parts



Three Functions



20



春 SPRING

17

FOOLISH MOON

Chapter 5

Concept

Development

introduction	64
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sending and receiving	69
journal book	74
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Introduction

Summary: In this Chapter, I use sketch, 3d modelling, prototype and test as the main methods to develop the concept in details.

01 Sketch

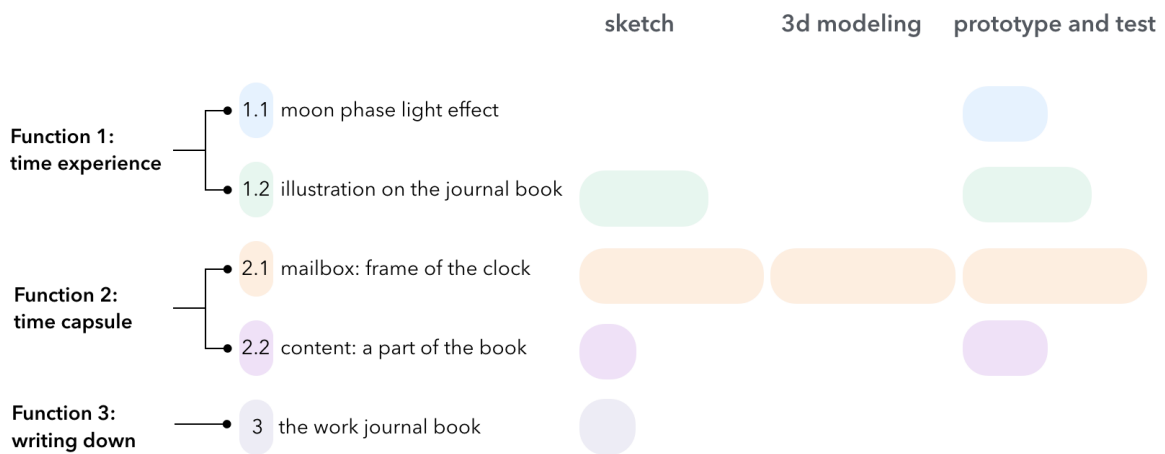
I sketch to think and record.

02 3d modeling

I use Rhino and Keyshot to build and render digital 3d model and 3d animation.

03 prototype and test

I use simple material like paper and wood to make simple prototype of a specific part, such as the light filter or the slot, for experiment and test.



Impression

Summary: Before the details of design, I first to the general positioning, including the feeling, the size, the color and the overall shape.

01 Feeling

“the first thing we ask is, what do we want people to feel” — Apple WWDC 2013

The feeling I want to offer is: slow, stable, quiet, simple, and there are certainly something accumulating and changing subtly.

02 Size

Floater are usually living alone in a single room and sharing kitchen and bathroom with 2-4 persons. They rent a room and move home a lot. I finally choose 40cm diameter.

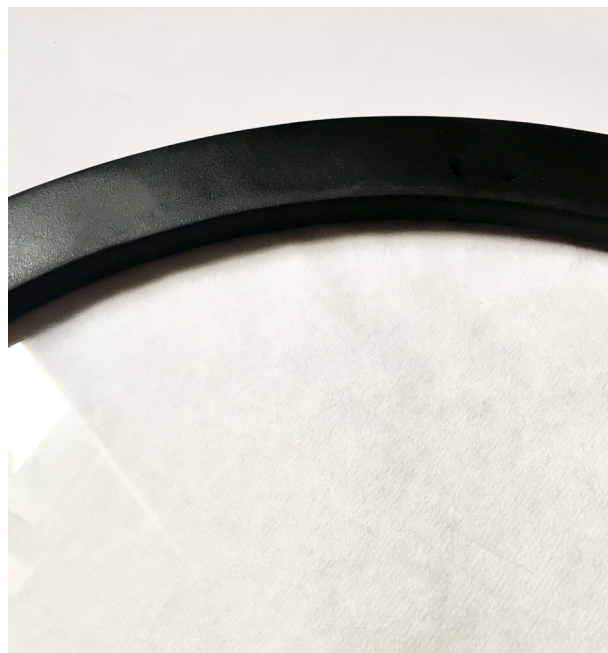
03 Transparency, Texture and Color

(1) light filter

I choose Chinese Xuan paper because it has plentiful texture and meets the needs of the traditional culture. I add a transparent plastic (acrylic) on a pieces of thick Xuan paper.

(2) color

Mailbox will be seldom used. It is good if people cannot see anything but a moon, so I decide to use black on the frame.



Time Scale

Summary: I decide to use relative time which means the date is flexible while “today” will be always in the same position. And according to 24 solar terms, I determine the angle of “polar axis”.

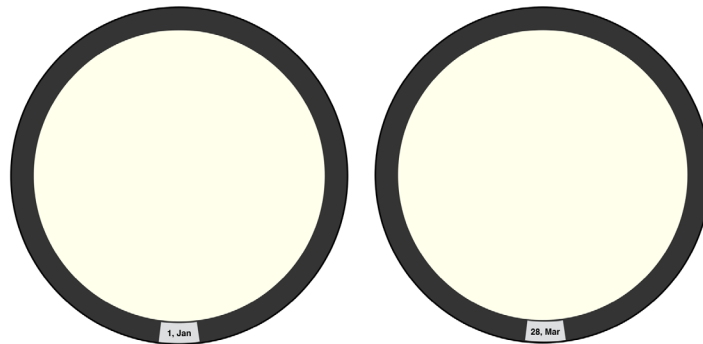
01 Absolute time

People often use absolute time, like watch. "Now" is moving, which can make people be aware of how much time has passed, and now where we are in this year.



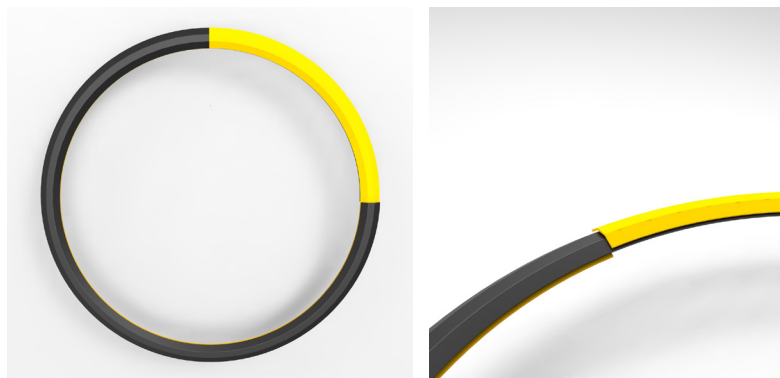
02 Relative time

Relative time can save some time of calculations, can enhance the feeling of the “moment” because "now" does not move, which means that no matter how much this year passed, everything from now on.



03 Technical restriction

Absolute time requires the use of a helical structure, and the helical structure causes a change in thickness, giving an unstable feel.



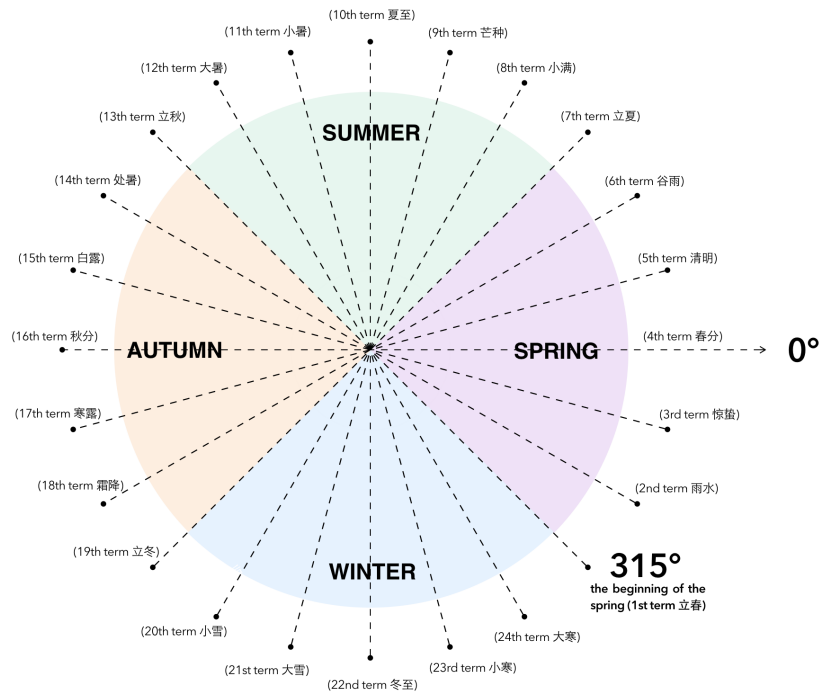
04 Decision

Taking into account the above reasons, and the visual focus of the clock should be “the moon effect” rather than “how much time passed”, so I decided to use the relative time.

02 Rotation direction and angle

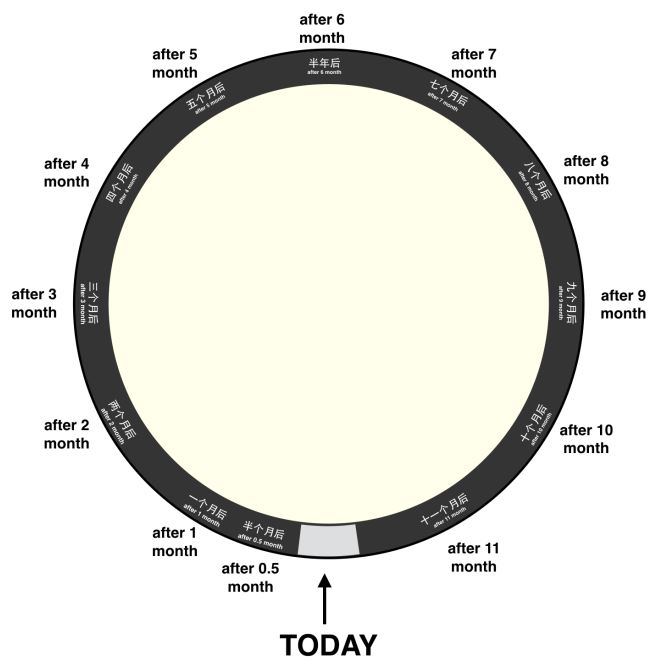
As the figure shown, in the polar coordinate system, the three o'clock direction is 0°.

The first term of 24 solar terms is "Beginning of spring". At this time, the sun celestial longitude is 315°. Its meaning is to start into the spring, after the beginning of spring, all things revive vitality, since the beginning of the year. The second is Rainwater. The sun celestial longitude is 330°. At this time the spring breeze blowing, snow melt, air humid, rain increased, so called rain (Baidu Encyclopaedia). This is the basis of the angle of "polar axis".



On the other hand, people are used to clockwise, so the scale which people can read is clockwise.

There are two part, the rotating part (counterclockwise) includes the mailbox and moon phase light effect and the fixed part is the frame of the clock and the scale (read clockwise) on it.



03 Visualisation of Scale Mark

I decide to use protective film to show the scale mark. After reading, people can cast this film. The reason is:

1). Reading once is enough for people to learn the rule, no need to tell all the time;

2). In consideration of the appearance, the simpler the better. I tried to have the marks as the right picture showed but looks superfluous.

So I would like to print the marks and some instructions on the packaging.

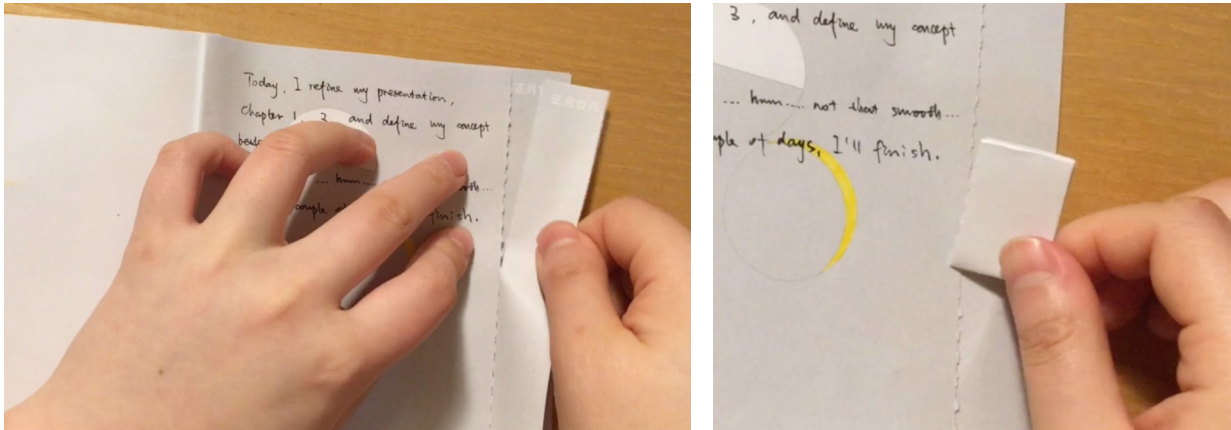


Sending and Receiving

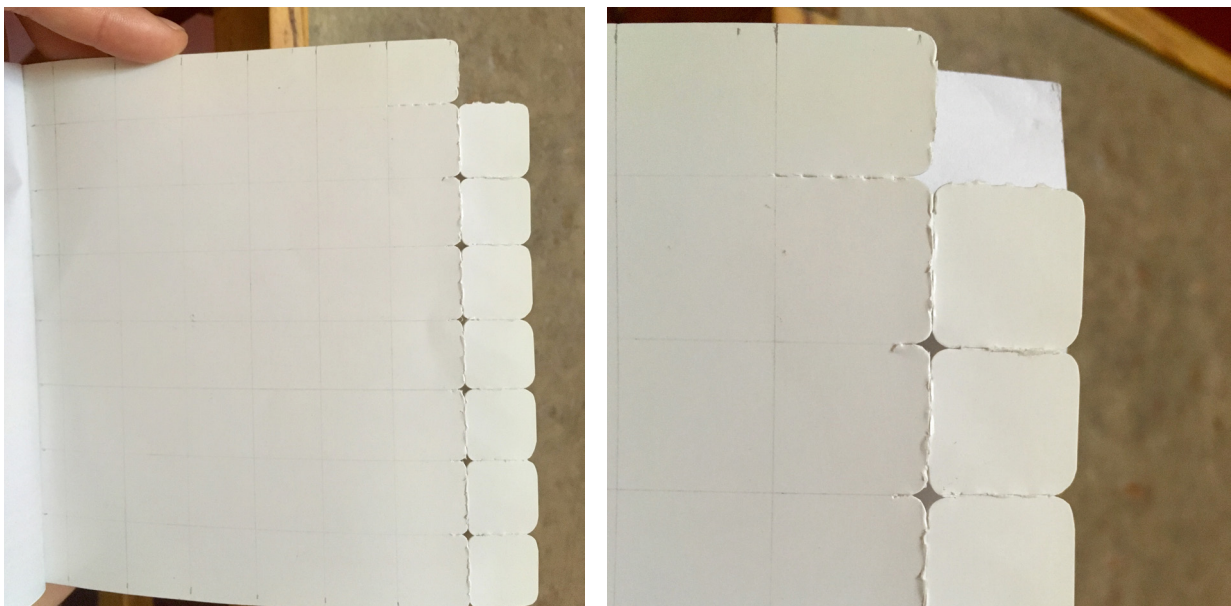
Summary: Through the iteration of sketches, 3d-modelling, prototyping and testing, I finally determined the interaction details of the time capsule: sending can be done at any time; each half a month is a grid; the "letter" is a small piece of card paper with a page number; this paper can be fixed in the mailbox. At the same time, the engineering structure of the clock can be designed.

01 Page Number

After writing down a bunch of plan, people can cut the page number and send. The page number is an index to find the content in the journal book. A small piece of paper is much easier to send, and during the waiting time, if people want to read the content, they can.



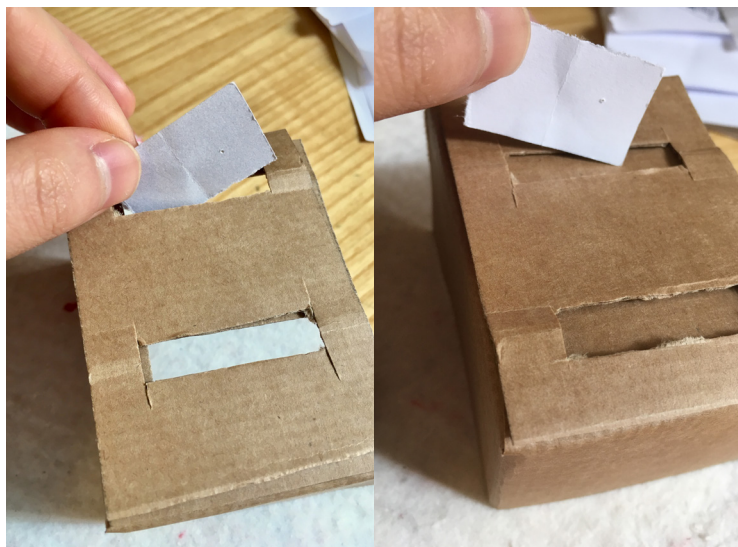
However, sometimes people need to review the same thing several times while most of time they have nothing to send. Besides, the type of the paper for sending is different from the one for writing. So I move all the small pieces to one page at the end and people can use as they want and make them by card paper. There can be 64 pieces in one page.



03 Sending and Receiving Time

(1). slot to slot

This structure require people to send at a special time and also to a special time. Only when the slots of two later get together, can people send a letter.



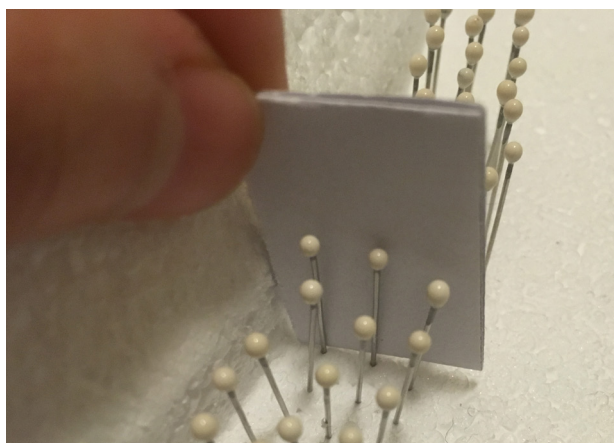
(2). rotating notes board

send at a special time and to a special time. People can see the notes during the waiting time.



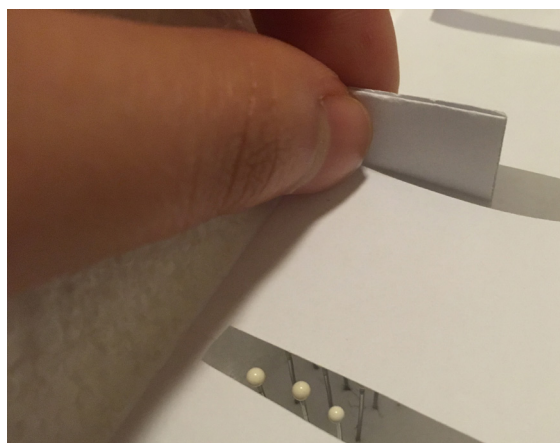
(3). needle forest

It is possible to send letter at any time and to any time.



(4). slot to forest

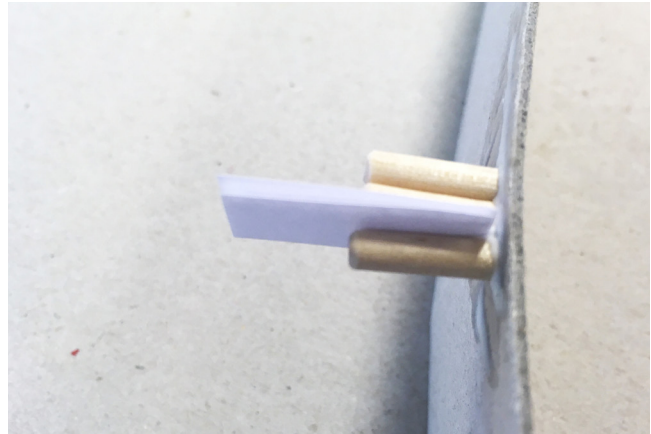
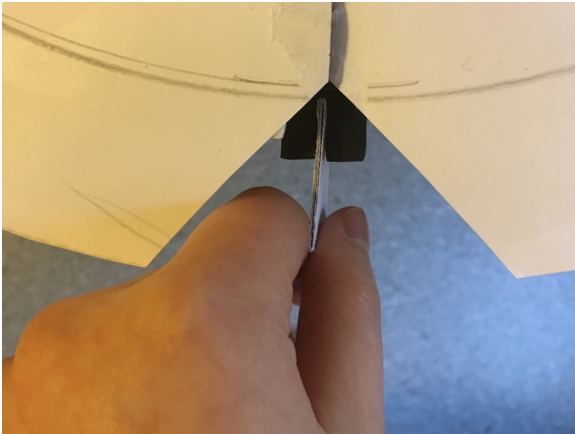
People can send at any time but to a special time (scale value is half a month, a solar term).



(5). slot to forest

People can send at any time but to a special time (scale value is half a month, a solar term).

Sticks have a certain degree of flexibility, they can be a good grip of paper. And it is easy to remove the paper when people receive the letter (page number).

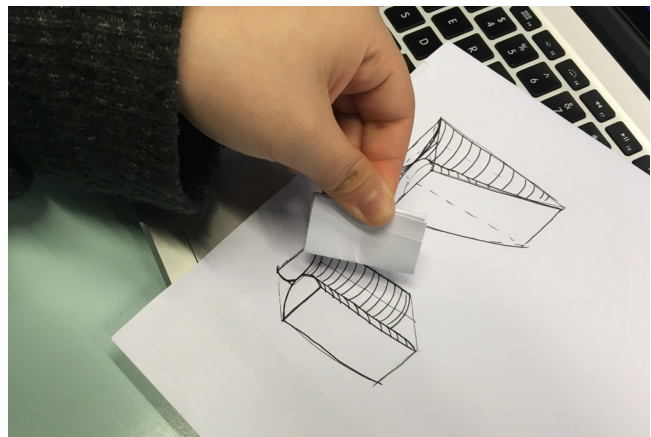


(6) Decision

The value of the time capsule is to make a commitment with self. It is for a stage review and reflection, not for the sake of supervision.

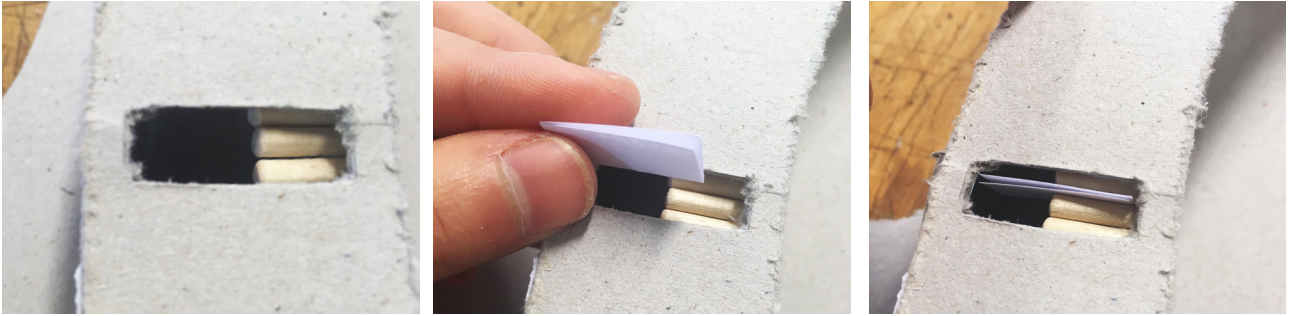
I choose the "slot to forest" by which people can send at any time but to a certain period after.

After test, I found it tells people how to use it by the shape itself, as shown in this picture.

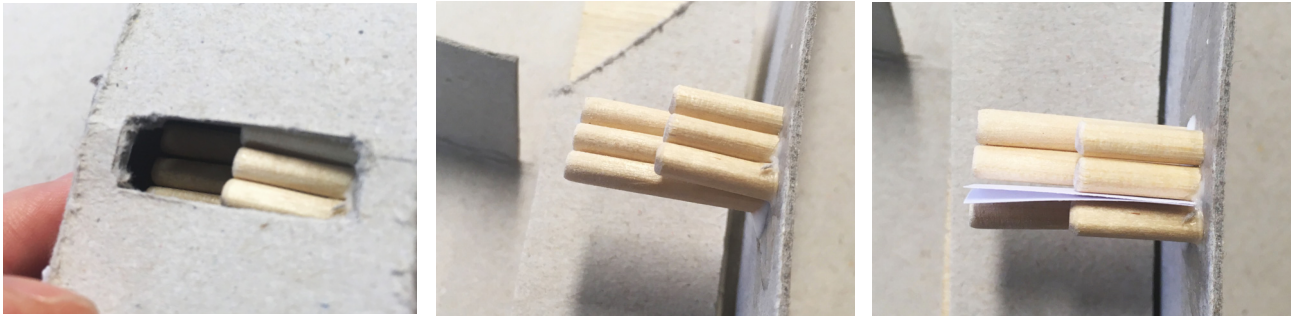


04 Prototype

People doesn't see the depth of the box, they feel no sense of safety.



So I decide to use two layers of sticks instead of one.



Insert from side .

Different angle.

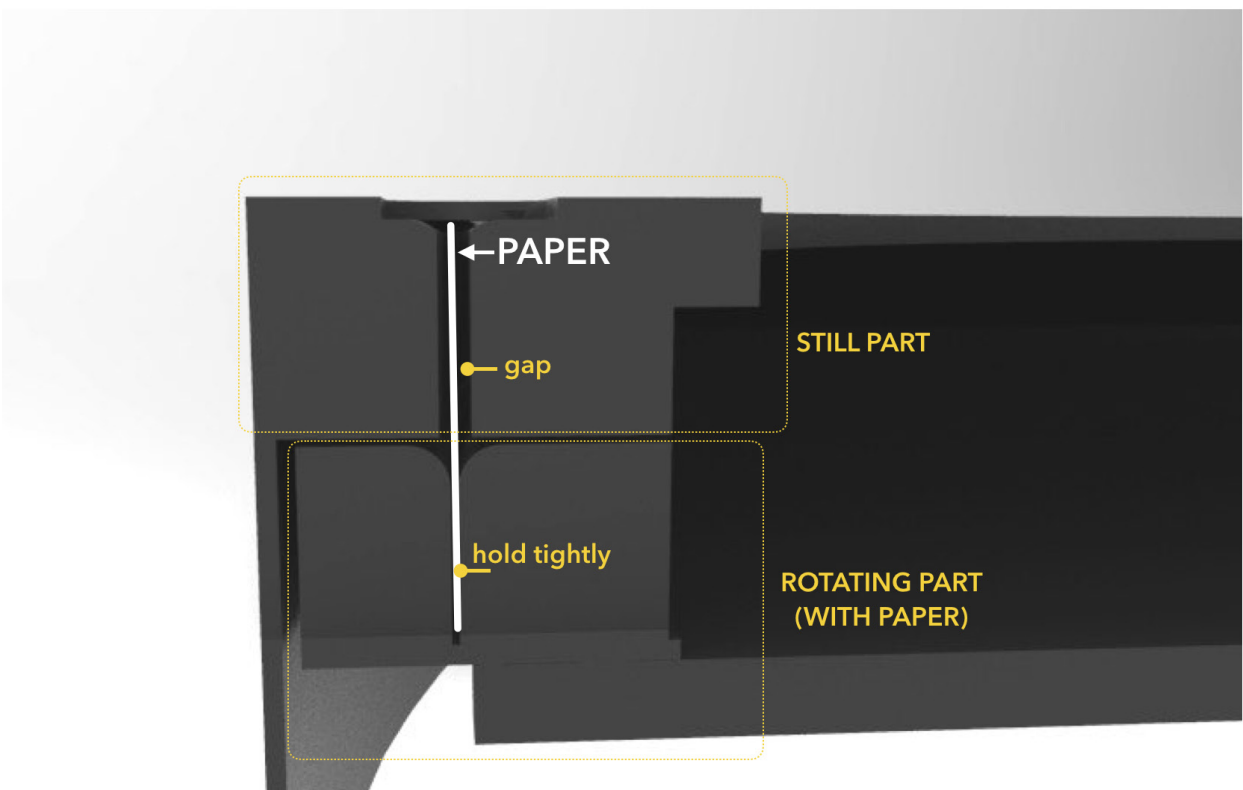
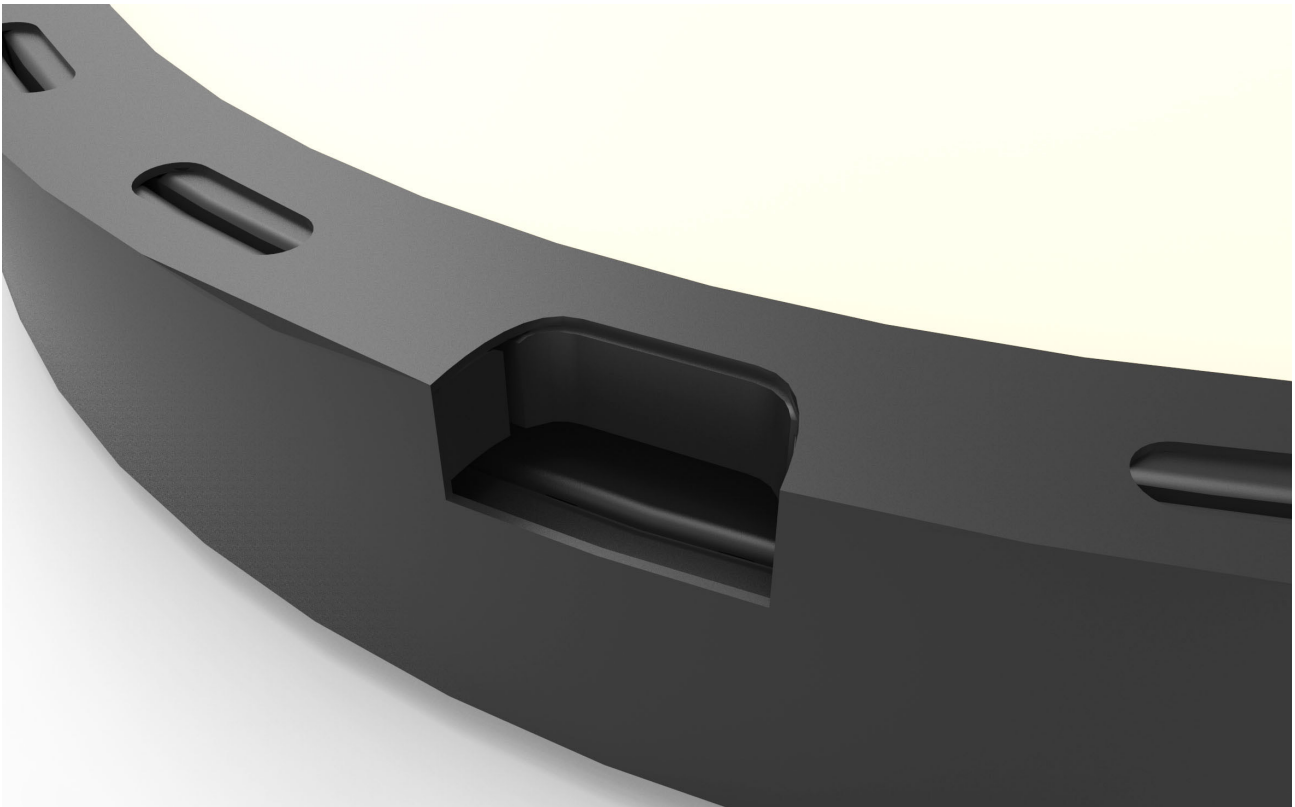
Receiving open.



Digital 3d model .



When I was trying to make model, I found it was difficult to make 720 tiny sticks firmly stick to an arc. After discussion with some friends, comes the final solution as following.



Journal Book

Summary: The illustration is cut down to only a moon in each page without any other information. The paper for writing has to be as thin as possible. The paper for sending is an appendix at the end of the book made by card paper.

01 Illustration of this New Time Experience

No calendar, no time schedule, even no week. But when people flip the book, they can see an animation of the changing moon.

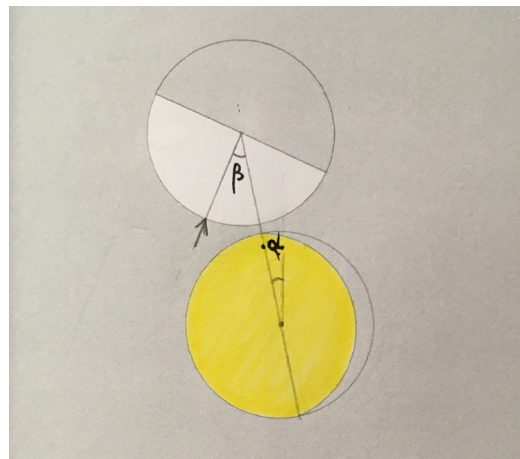


02 Instructions

After some test and discuss. **I decide to delete this function.**

On the one hand, nobody like to read instructions even with pictures. People can still use and feel the time even he does not know math.

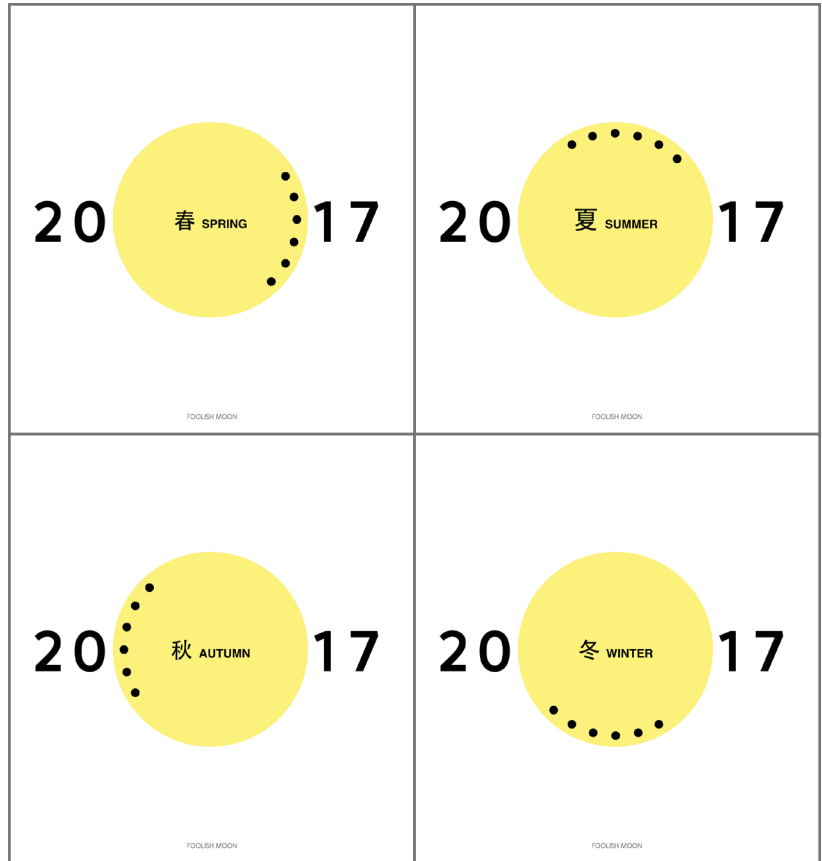
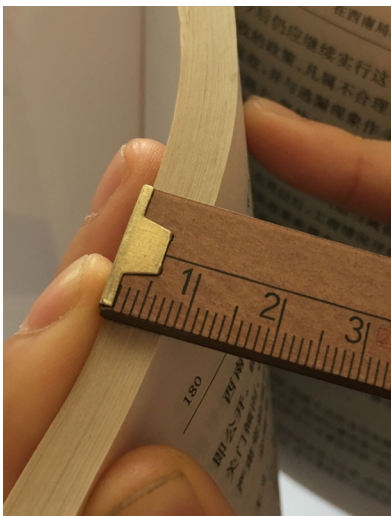
On the other hand, actually, between designer and user, there are branding and marketing. They always help a lot. User can get information from many ways and when they get to the product itself, they prefer a simple one.



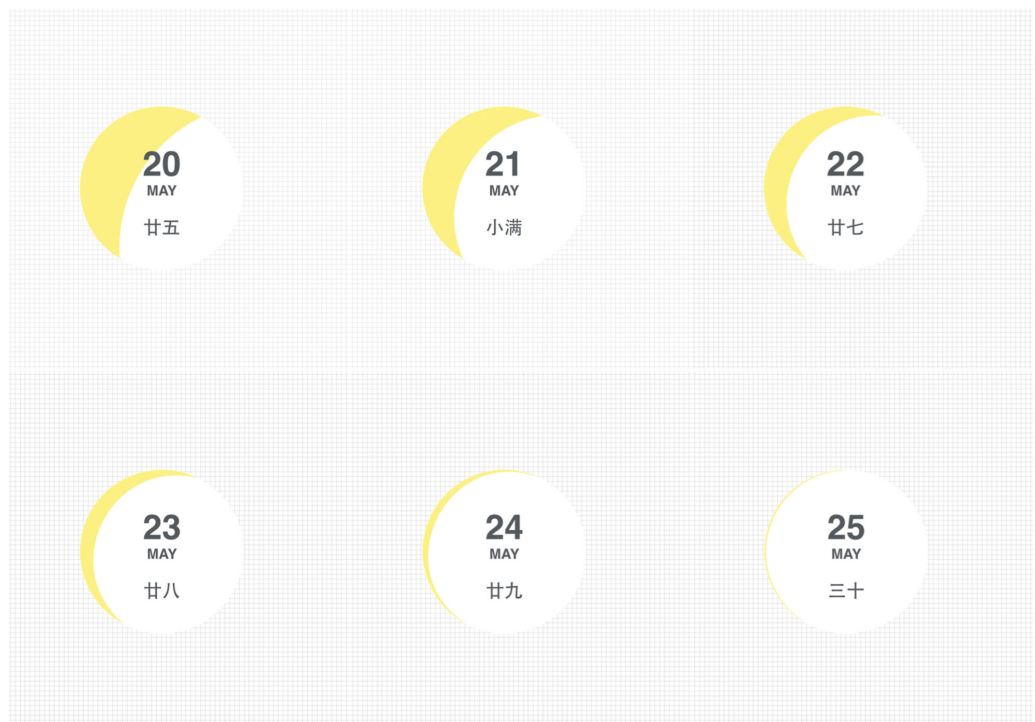
03 A Quarter of a Book

I choose seasons as the stages because people prefer portable ones.

180 pages are 8mm.

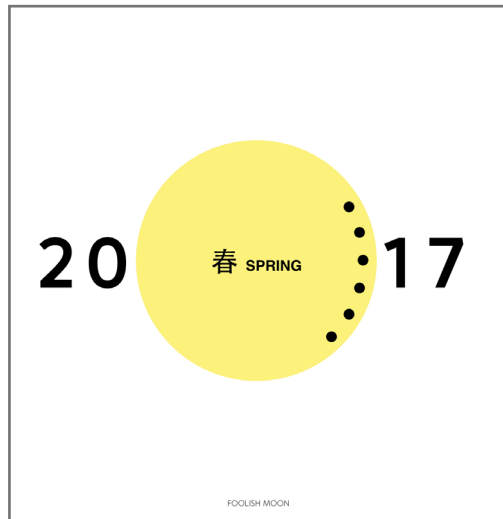
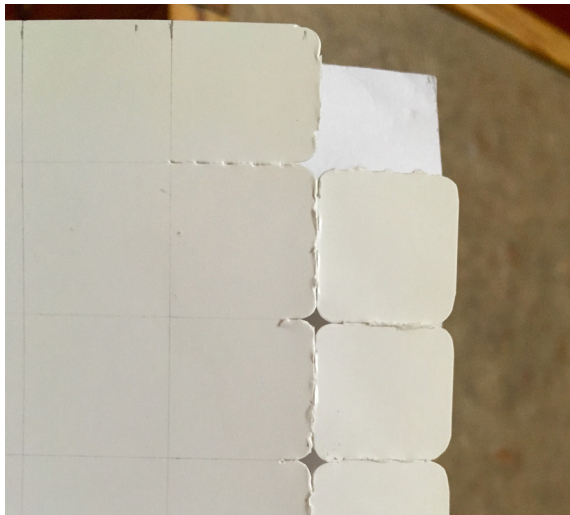
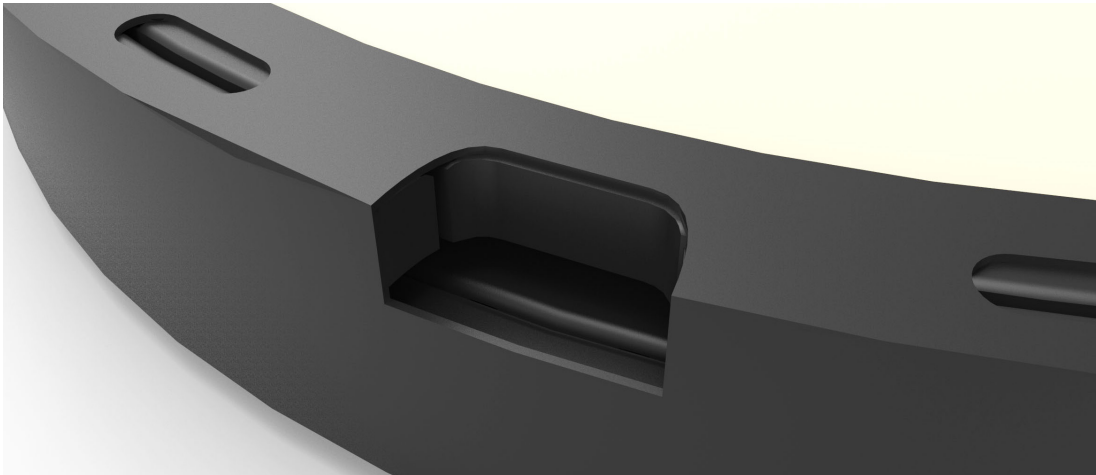
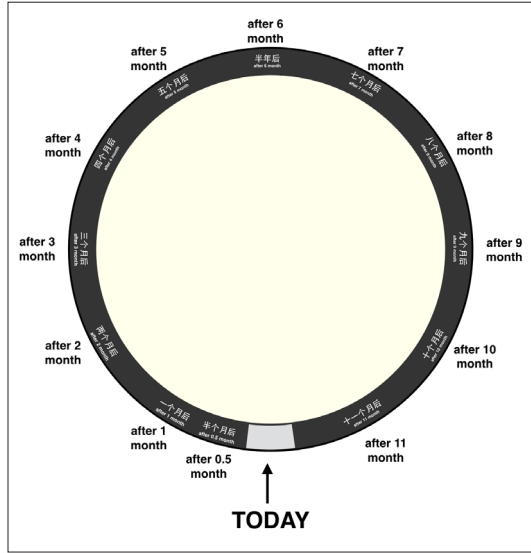
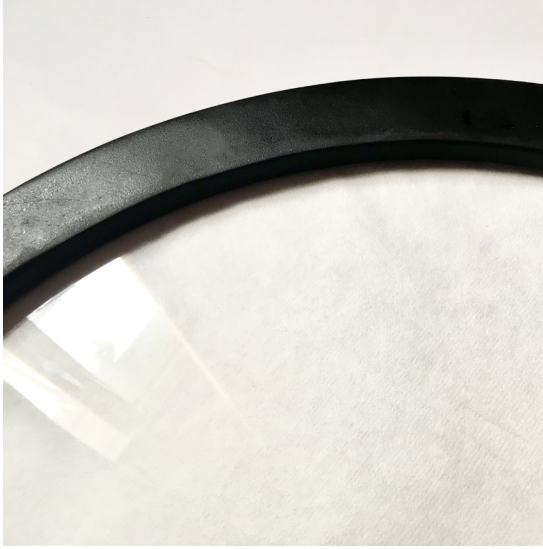


In order to save paper, I put 6 pages in one A3 paper to decide the size, around 14cm X 13cm.



Conclusion

Most of details are settled down and prepared for prototype.





Chapter 6

Prototype

existing product of moon phase	80
moon phase effect experiments	82
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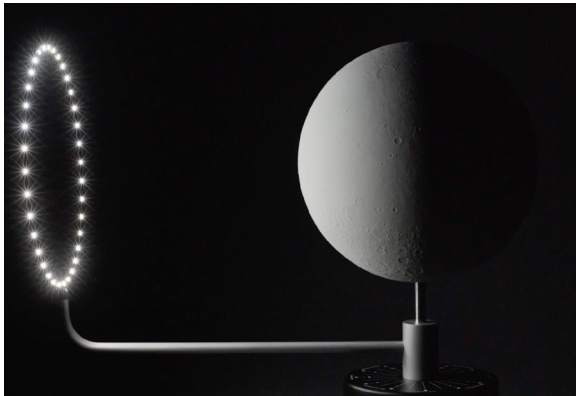
Existing Product of Moon Phase

Summary: I need a continuous moon phase changing light effect in 2d. There are some products of 2d eclipse effect, some of 3d moon phase effect, some of 2d moon phase but not continuous. And there is a bowl that produces a continuous moon phase change effect when pouring water.

01 MOON

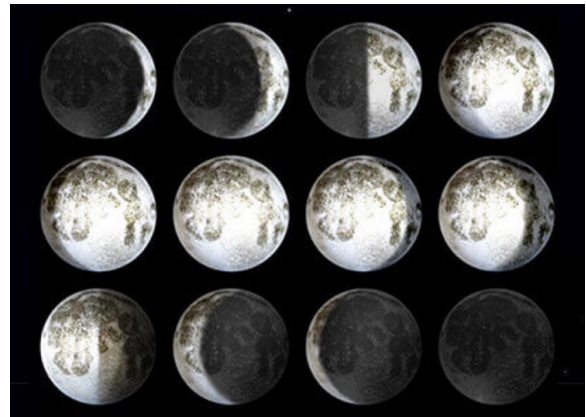
MOON is the first topographically accurate lunar globe, displaying the current lunar phases at any given time.

The results are a truly accurate 1/20 million replica of the Moon with surface features in every detail. A ring of LEDs revolves around the globe, constantly illuminating the correct face of the moon and recreating the lunar phases as seen from Earth.



02 Healing Moon

There are 6 separated room in this moon. The effect is intermittent.



03 Hall Watch

Watch has smooth effect of moon's changing, but these are eclipse, not moon phase.



Picture by <http://www.neeu.com/uploads/images/2015/4/10/1428641673864.jpg>



Picture by http://img.mp.itc.cn/upload/20160915/7192c589379942d7bab3be9cc8b4733f_th.jpeg



04 Filter of the light

Use the changing of filter to form the effect of a changing moon.

05 Moon Phase Bowl

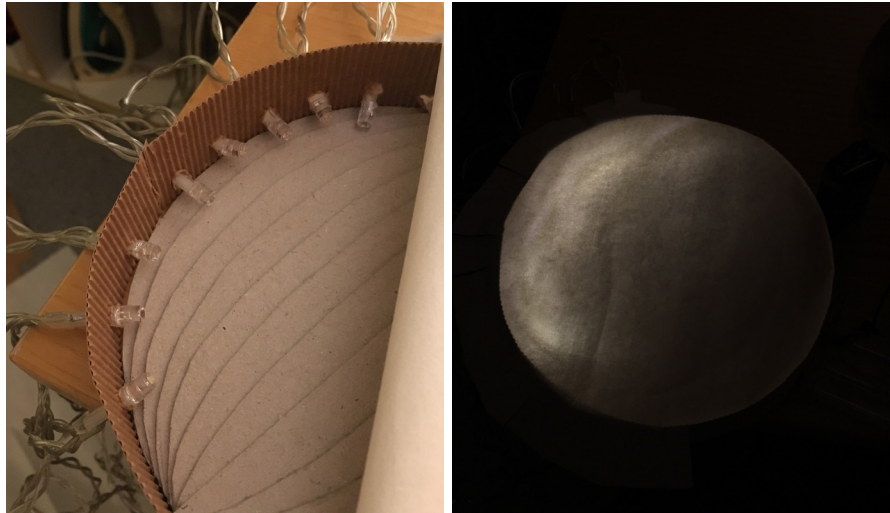
This is a clever idea. If the milk is light, I can control the effect by the depth of the light.

Moon Phase Effect Experiments

Summary: Moon phase is not eclipse, so I can not simply cover a light source with a circle. I tried 4 mechanism to imitate the moon phase.

01 Slope (FAIL)

This idea is from the moon phase bowl. But the light is not dense enough and I cannot control the depth accurately, so no changing can be seen.



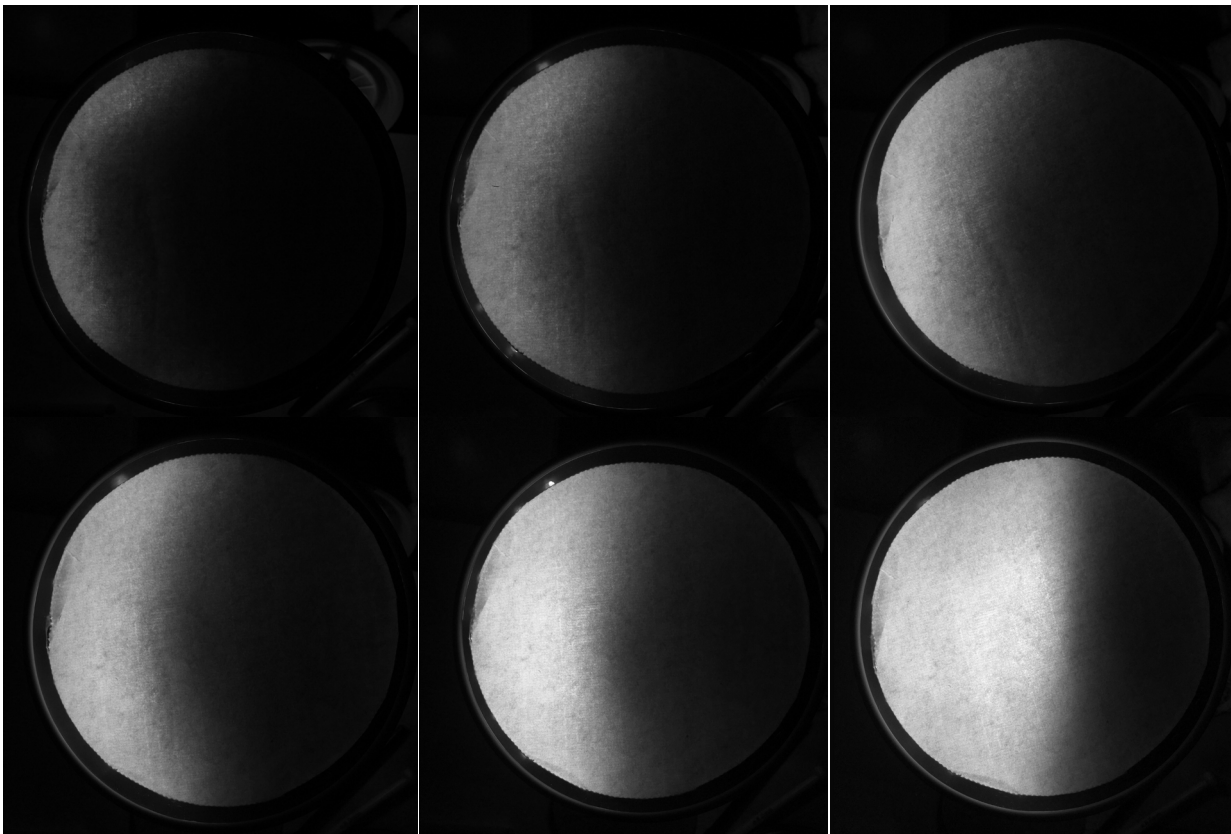
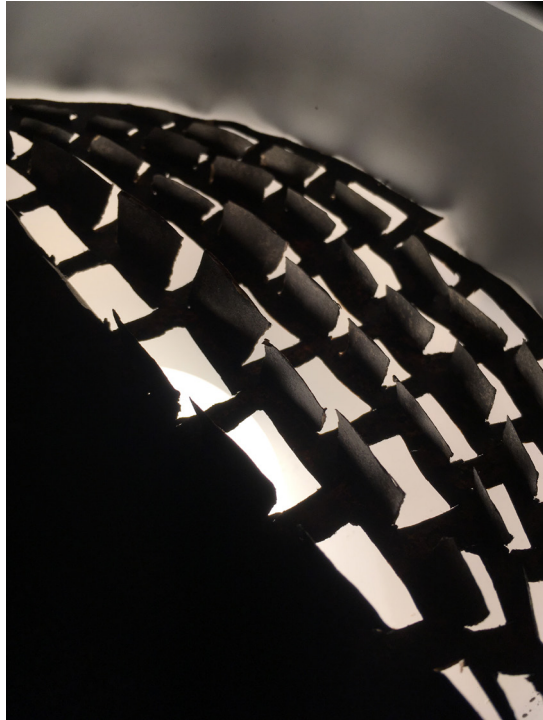
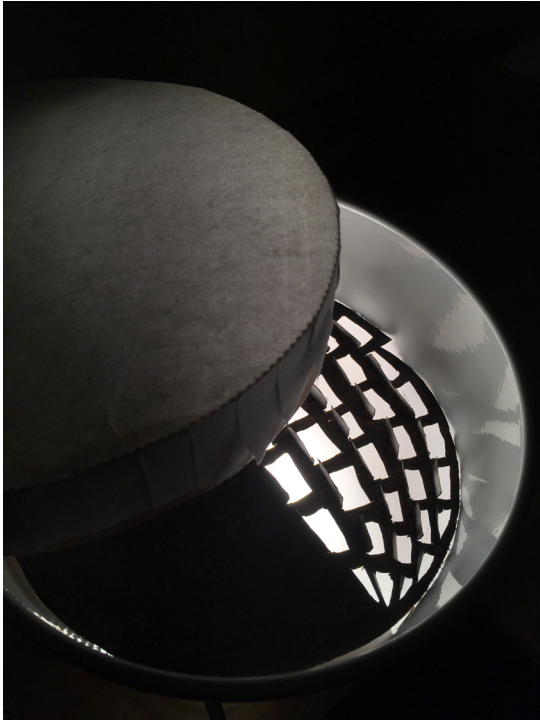
02 Hand Fan Filter (FAIL)

Changing is smooth but the Light and dark dividing line is not average.



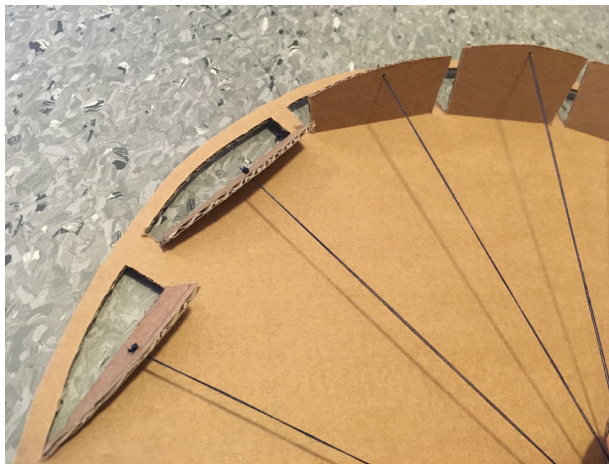
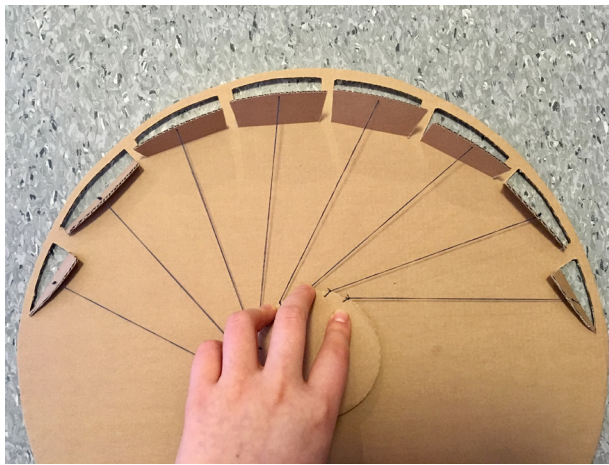
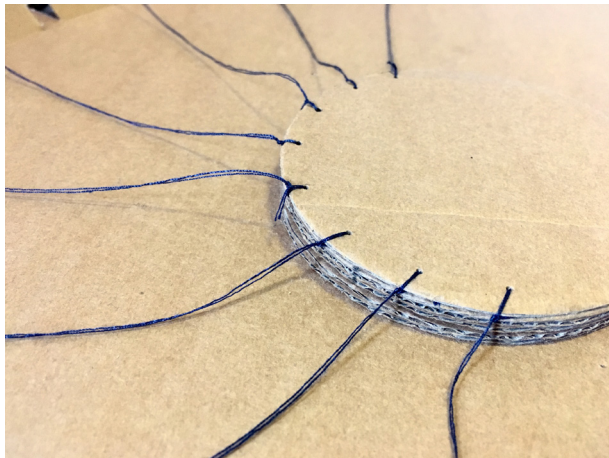
03 Fish Scale Filter (SUCCEED)

I make one hand fan to many small fans, like fish scales. The effect is good.

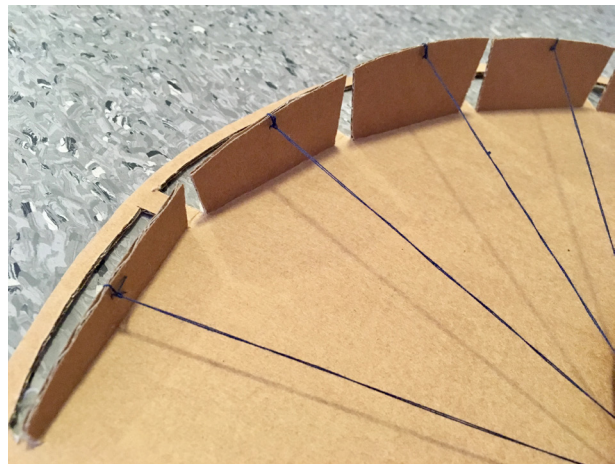
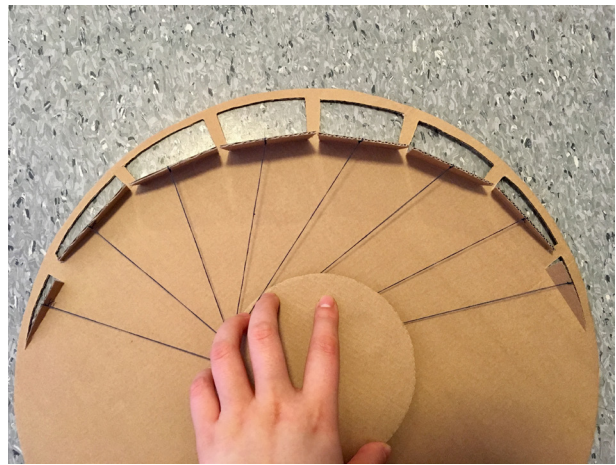
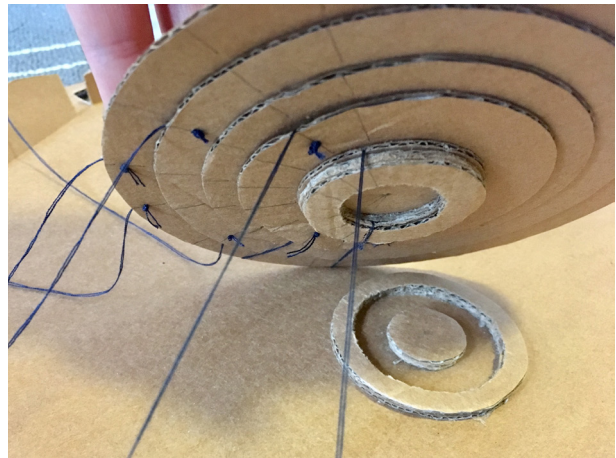


All the scale in the same row must flip by the same angle. This is how I control them.

These 3 pictures on the left side show the result when all the “fish scales” have the same rotation radius: the shorter the “fish scale” is, the more they rotate.



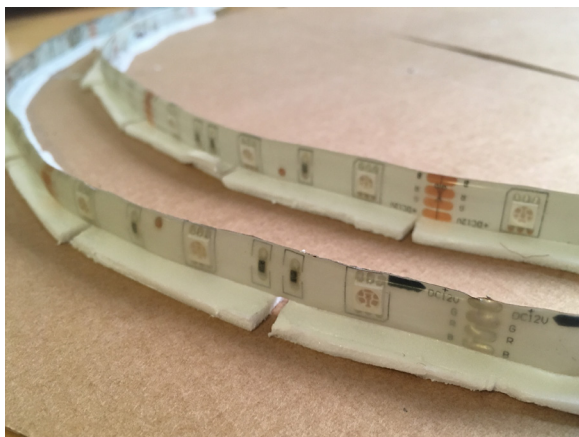
These 3 pictures on the right side show the result when all the “fish scales” have different rotation radius: the shorter the “fish scale” is, the longer their rotation radius are: they rotate by the same angle.



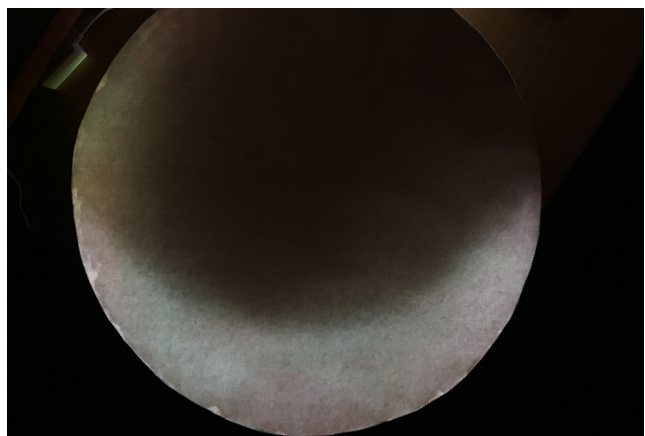
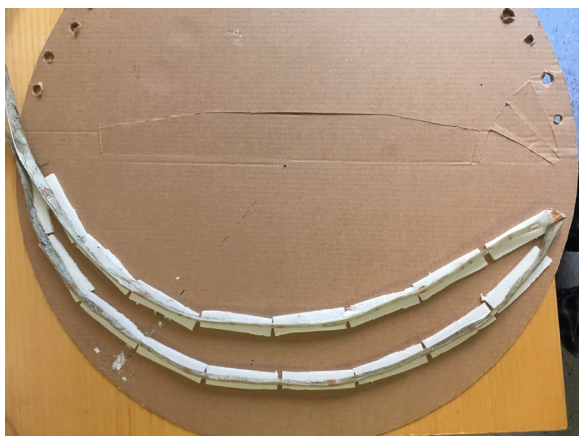
04 LED (SUCCEED)

Fish scales requires a high degree of mechanical engineering technique while Led is much simpler which can be controlled by programme.

Because all the Led bulbs spread light in the same degree, the corner of the "moon", as the picture showed, is not sharp.



The LED strip can be sideways to control the direction of light spreading.

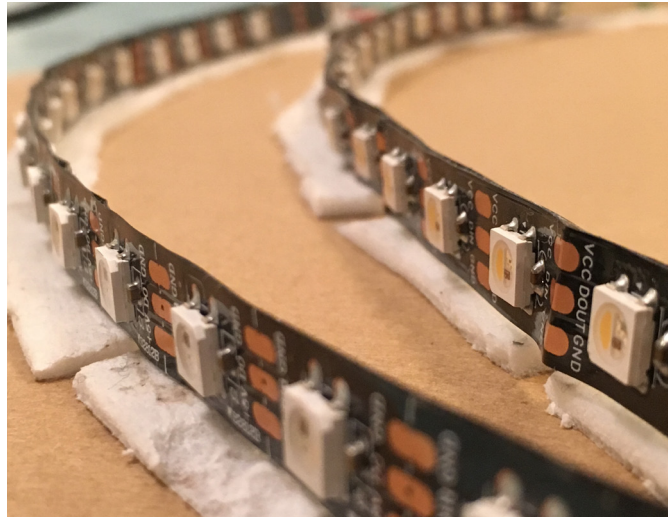


Led Strip

Summary: Through repeated experiments, including welding and arranging led strip, connecting the circuit, writing the program, I successfully made the continuous changing moon phase light effect.

01 Layout

There will be a clear boundaries of light and dark if the strip is standing like this. But id so, there must be two pasted together and that will lead a heat problem. After experiments, I decide what the picture below showed: standing at the corner but reclining in the middle.

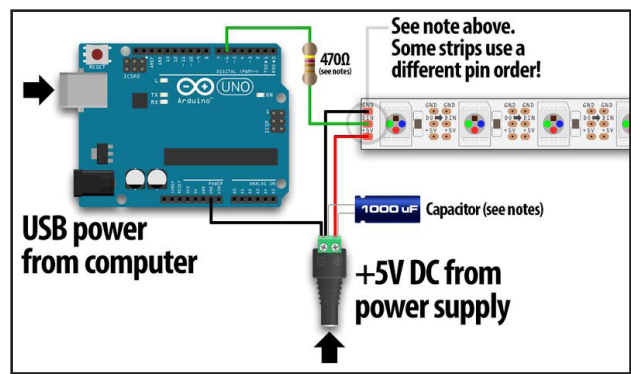
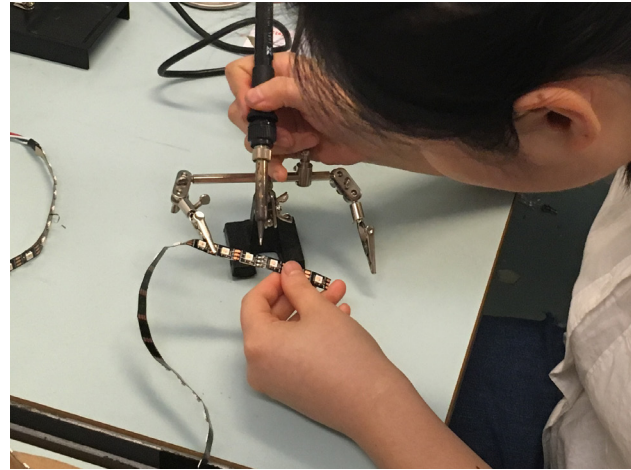
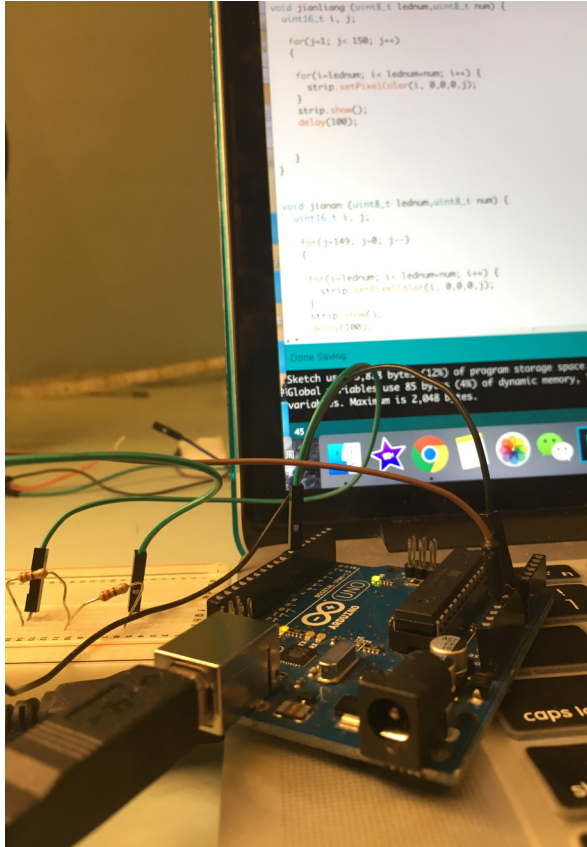


Color effect on Chinese Xuan paper:



02 Coding

I use Arduino to programme.



```

working_effect_white §
#include <Adafruit_NeoPixel.h>
#ifdef __AVR__
#include <avr/power.h>
#endif

#include <Servo.h>

Servo myservo;
int pos = 0;

#define PIN 6

Adafruit_NeoPixel strip = Adafruit_NeoPixel(300, PIN, NEO_GRBW + NEO_KHZ800);

void setup() {
  strip.begin();
  strip.show(); // Initialize all pixels to 'off'
  myservo.attach(9);
}

void loop() {
  uint16_t i, j;

  jianliang(0,32);
  jianliang(63,30);
  jianliang(120,27);
  jianliang(170,25);
  jianliang(217,21);

  jianliang(238,20);
  jianliang(192,25);
  jianliang(147,23);
  jianliang(93,27);
  jianliang(32,30);
  
```

```

working_effect_white §
}

void jianliang (uint8_t lednum,uint8_t num) {
  uint16_t i, j;

  for(j=1; j< 181; j++)
  {
    for(i=lednum; i< lednum+num; i++) {
      strip.setPixelColor(i, 0,0,0,j);
    }
    strip.show();
    delay(100);
  }
}

void jianan (uint8_t lednum,uint8_t num) {
  uint16_t i, j;

  for(j=180; j>0; j--)
  {
    for(i=lednum; i< lednum+num; i++) {
      strip.setPixelColor(i, 0,0,0,j);
    }
    strip.show();
    delay(100);
  }
}

Done compiling.
Sketch uses 3,910 bytes (12% of program storage space. Maximum is 32,256 bytes.
Global variables use 85 bytes (4% of dynamic memory, leaving 1,963 bytes for local
variables. Maximum is 2,048 bytes.

```

03 Result



Shaping the Frame

Summary: Based on my practical experience and the existing materials and tools we have in workshops, I chose the composite board as the main model material, acrylic plastic as a layer of the cover. By laser cutting and handcraft, I made a frame as I designed.

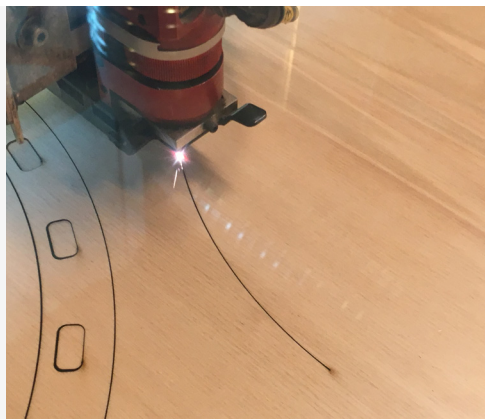
01 Machinery

(1). CNC Miller

At the beginning, I try CNC to make moulds for paper shaping.

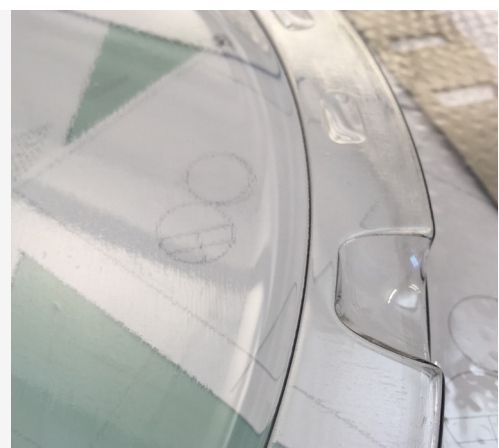


(2) Laser Cutter



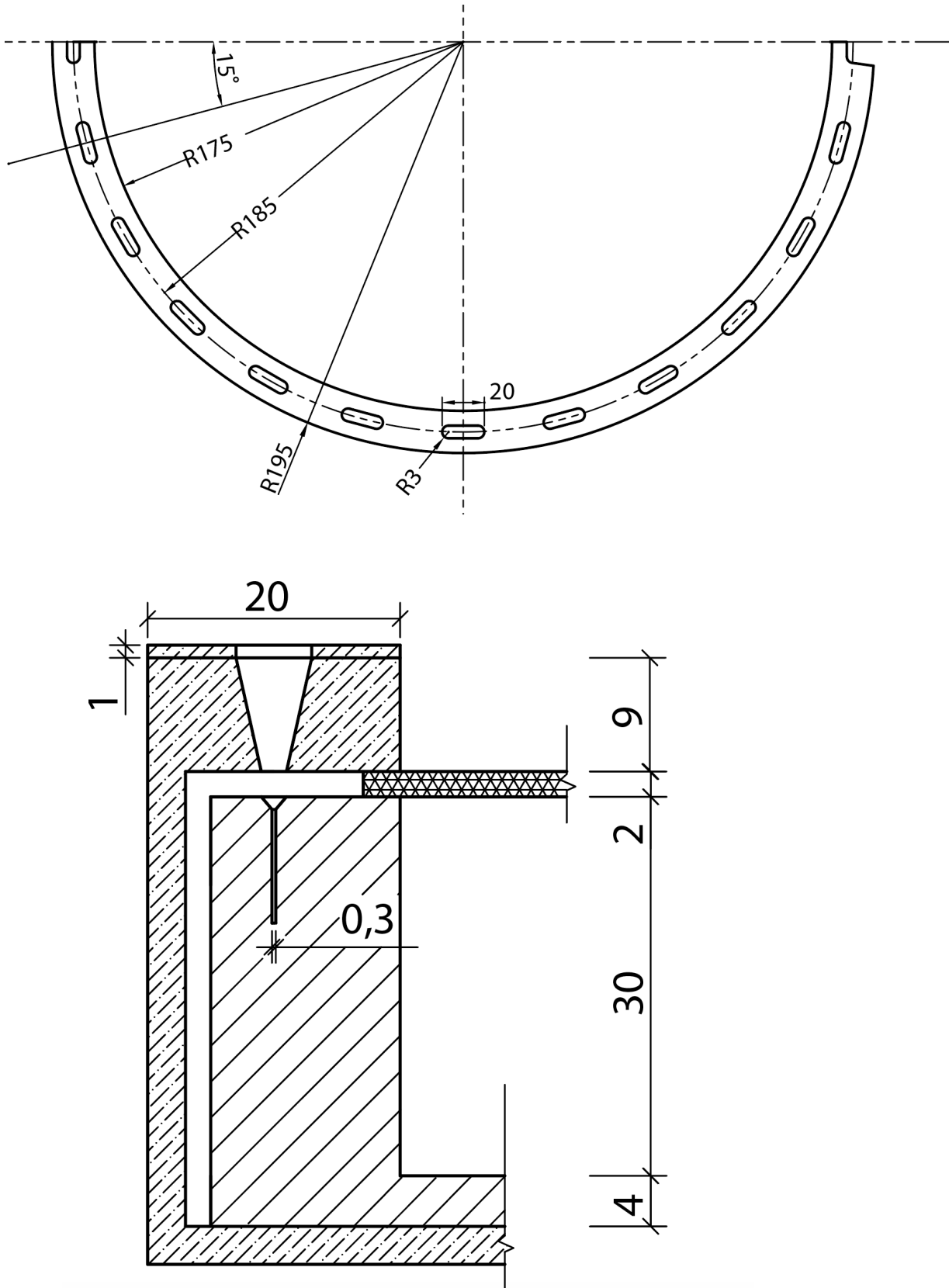
(3) Plastic Uptake

I thought it was possible to remove the material of the holes, but the holes are not deep enough.

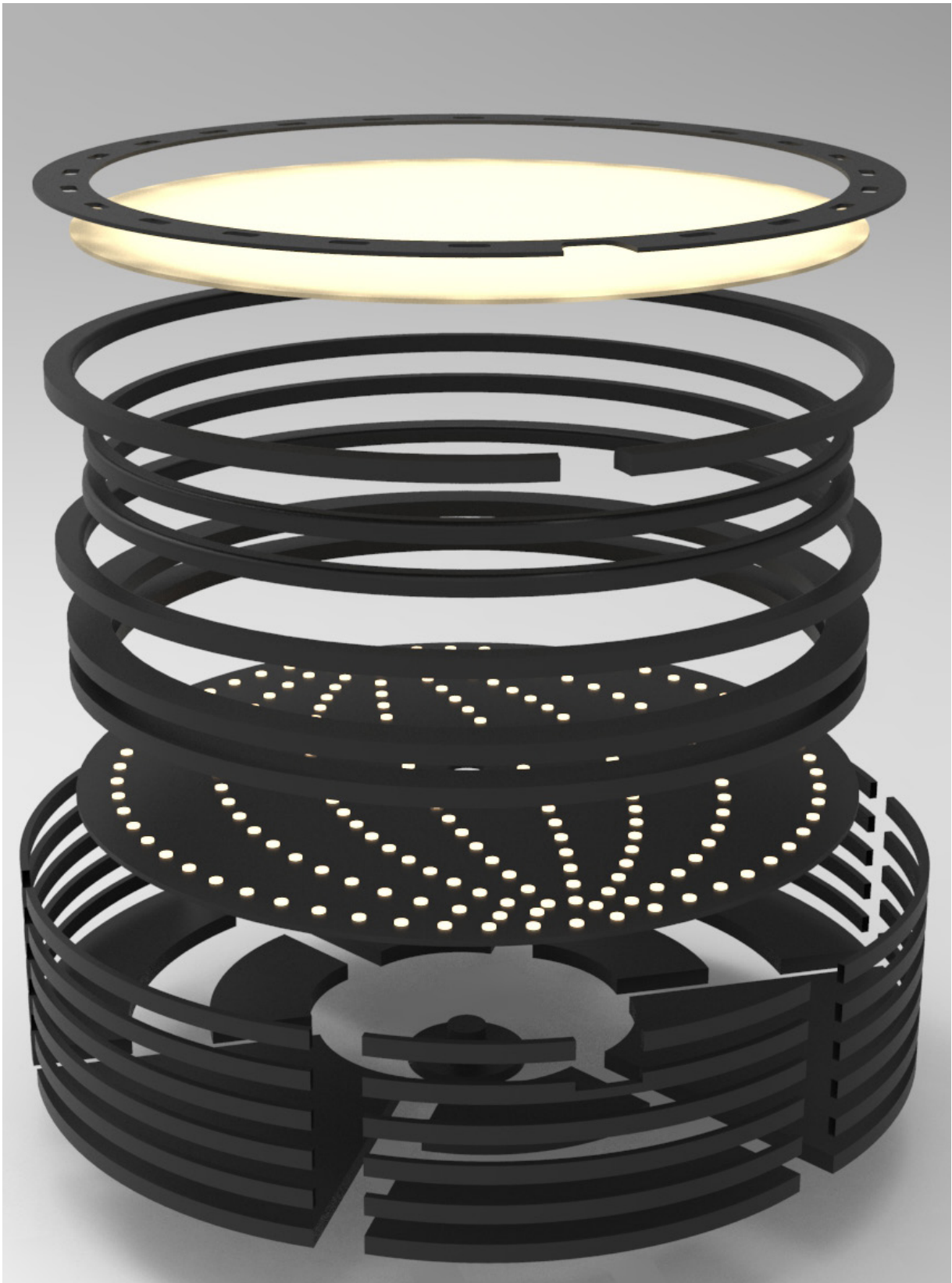


02 Engineering

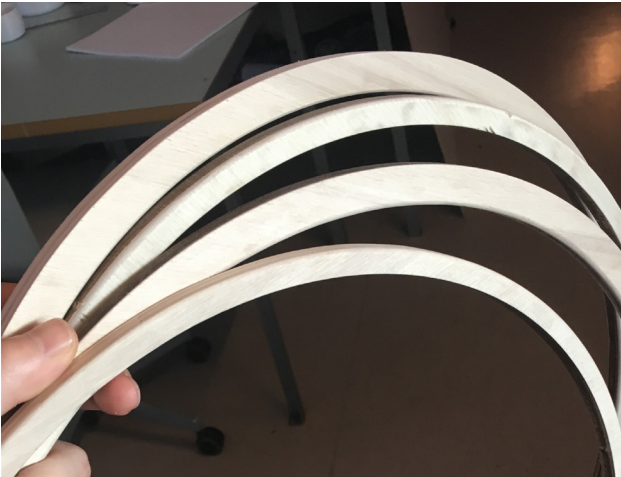
(1) Engineering draw



(2) Exploded Illustration of the Model

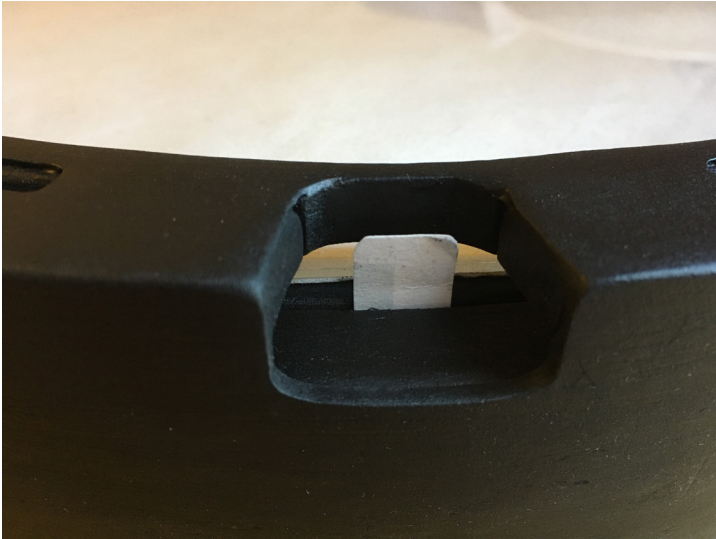
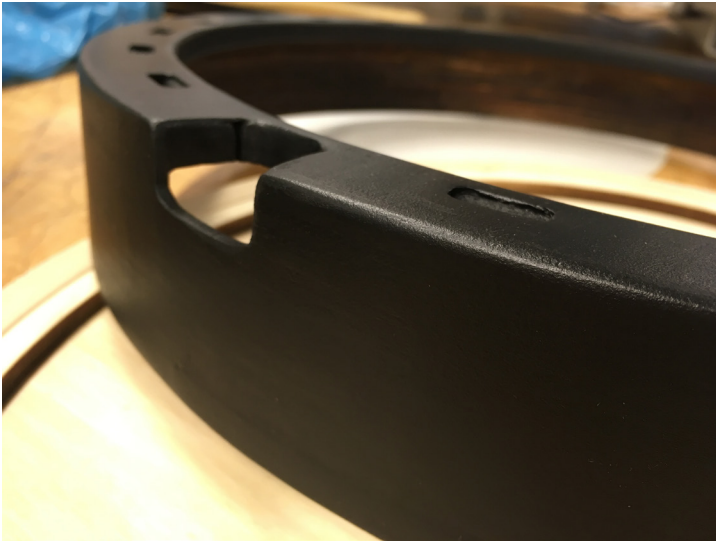


02 Sanding and Glue





03 Painting

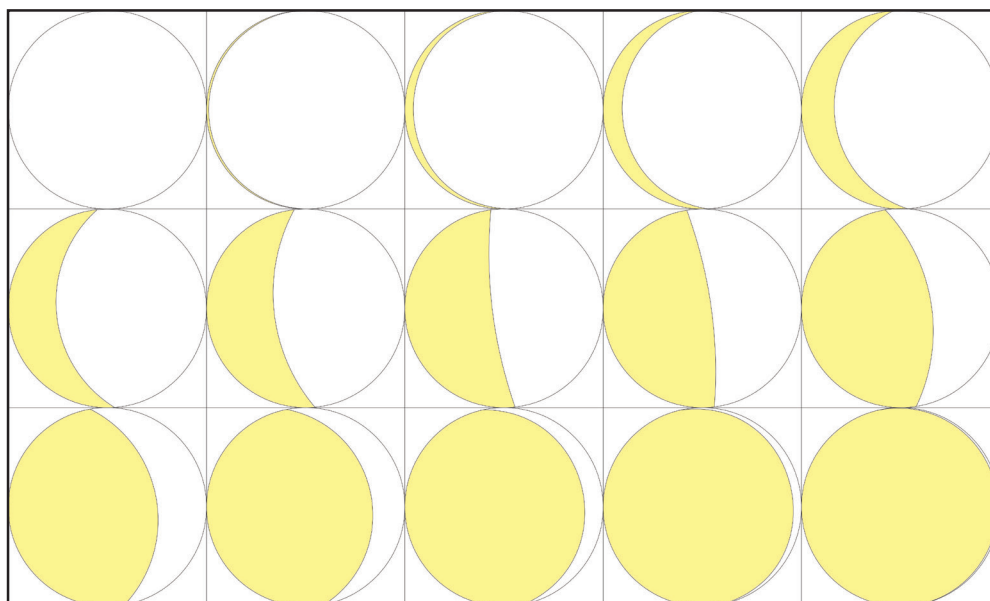
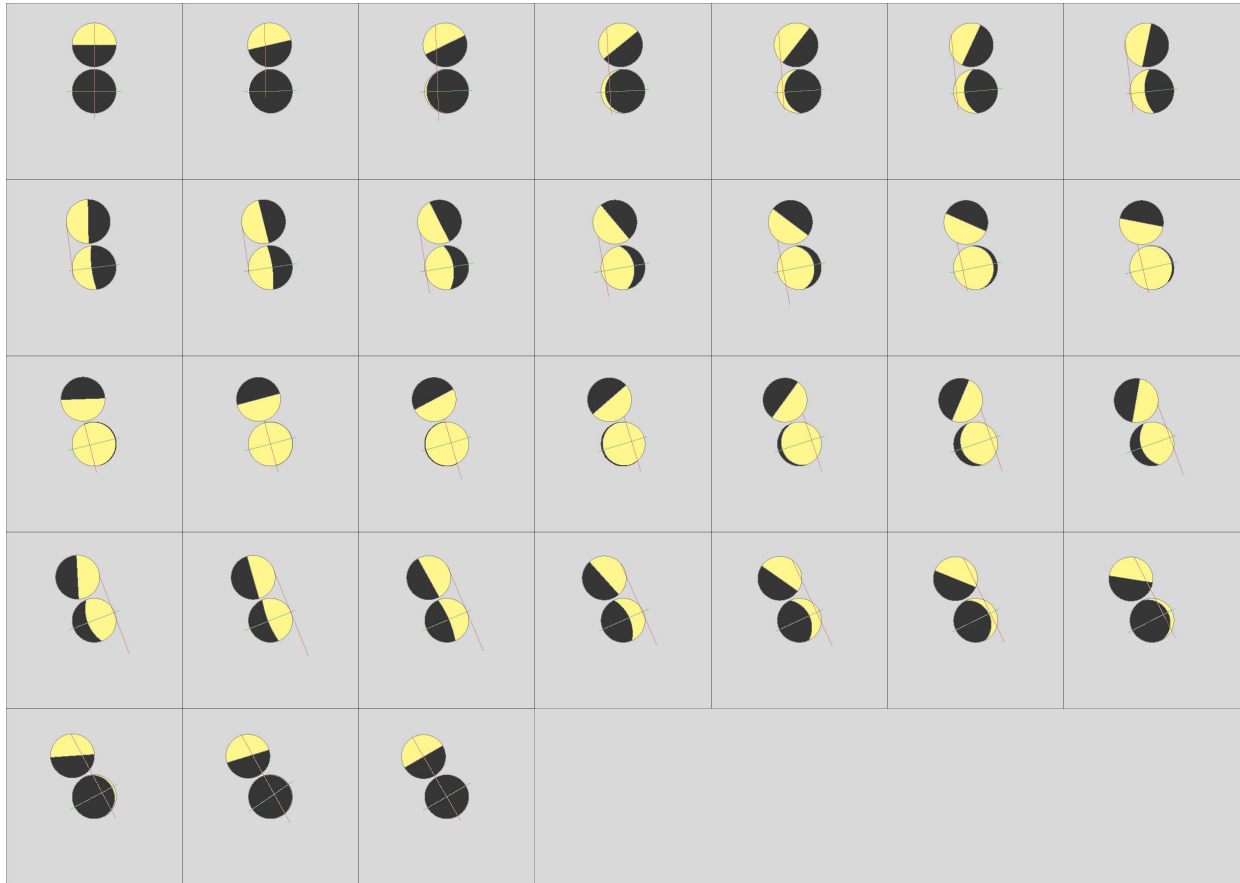




Journal Book

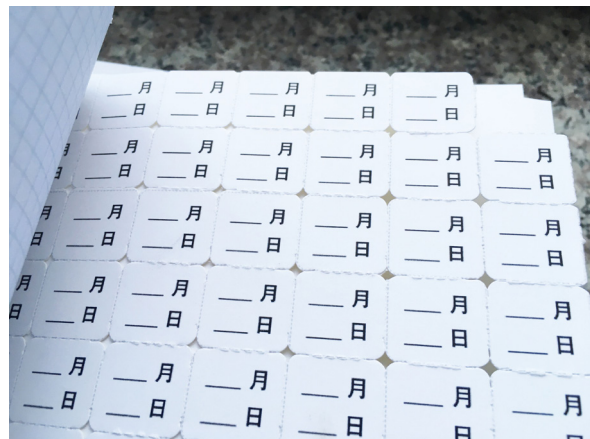
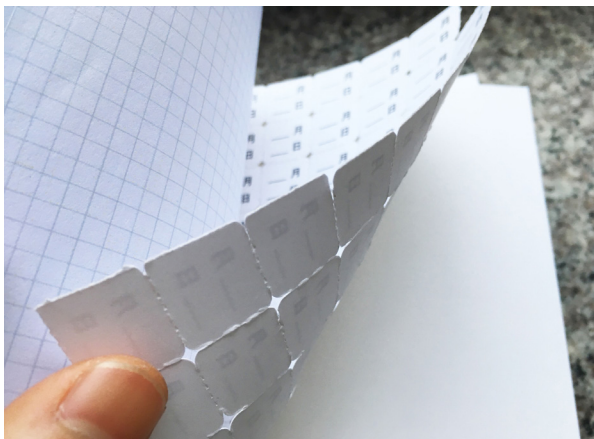
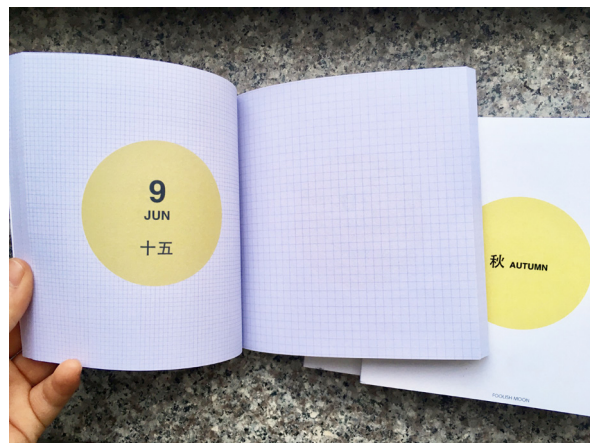
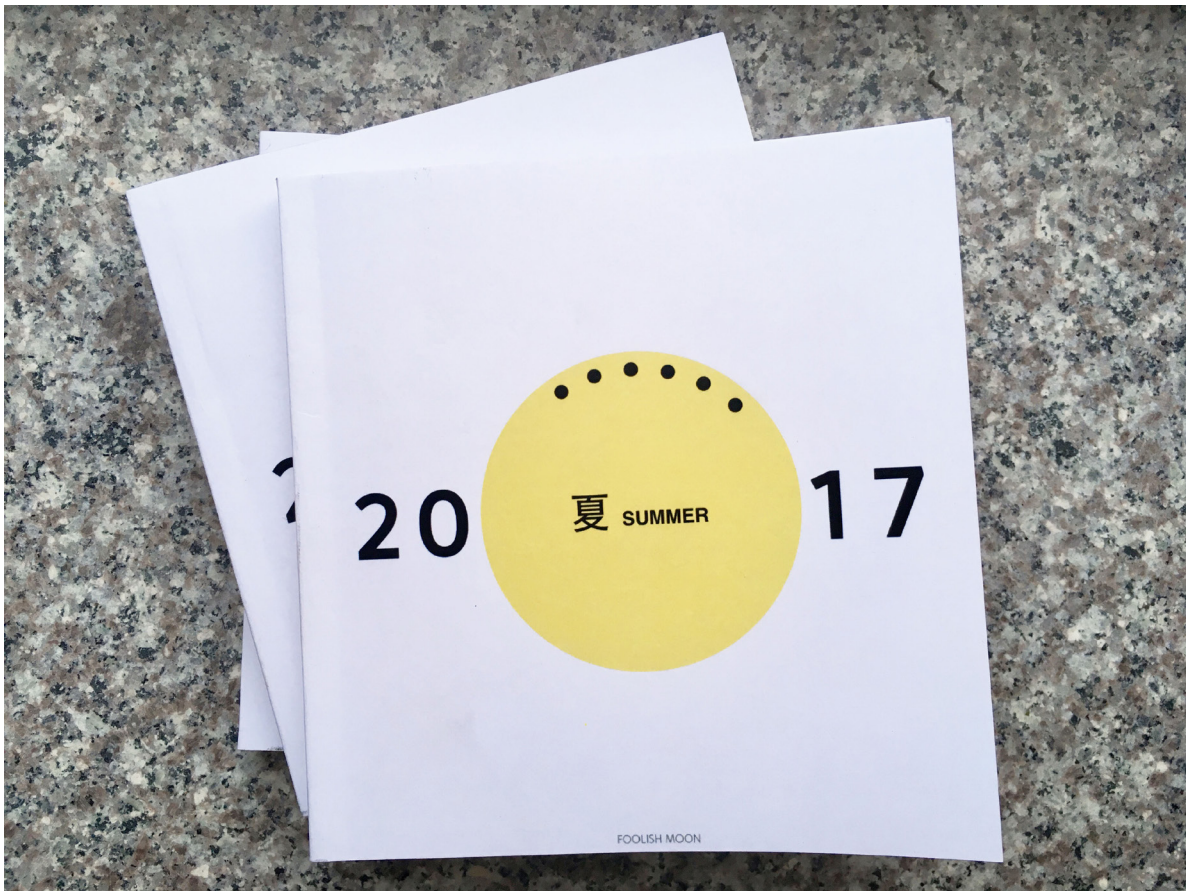
Summary: Accurate moon phases are draw by Rhino, Illustrator and Photoshop and used in the books. Books of 3 seasons are printed out separately.

01 Accurate Moon phases



15 different shapes of the moon.

02 Result



Test in Real Context

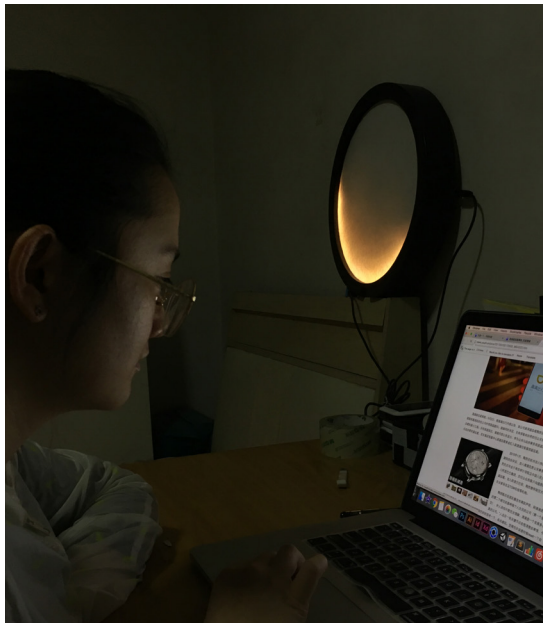
Summary: I take the peototype to floaters' in Beijing to test for 3 days for each, get some feedback and iterate some details.



01 Ying Zhou

25, art planner, from Leshan, floater in Beijing for 7 years, including 4 years education and 3 years working, living in a flat shared with 2.

Goal: to earn more money.



Ying is working with the moon light on 27, Apr.



Ying is planning books to read on 29, Apr.



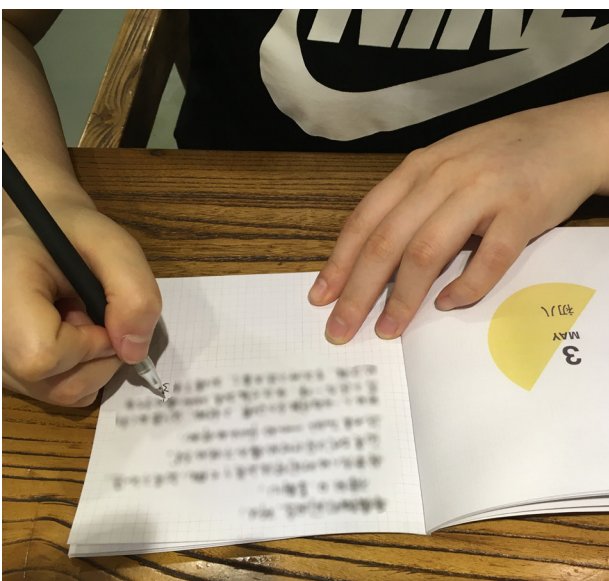


02 Yunwen Wu

22, student, from Chengdu, floater in Beijing for 5 years including 4 years education and 1 year nothing, living in a flat shared with 4.
Goal: to get an offer of master degree.



Yunwen is talking about her first feeling on 2, May.



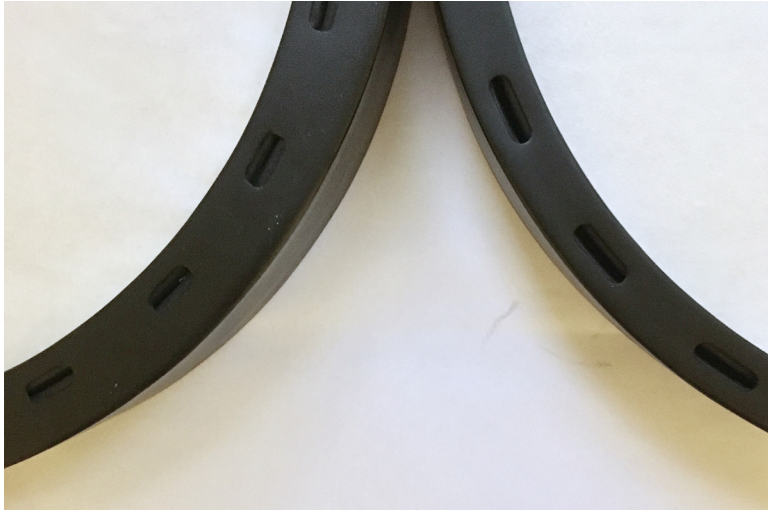
Yunwen is writing her sports and diet plan and trying to make a time capsule on 3, May.



03 Feedback

	Positive	Negative
On the purpose of "slow down" and "think"	<p>1). Yunwen: "Lunar Calendar and this traditional culture idea itself can calm and slow me down."</p> <p>2). Yunwen: "There is a culture of charm, I like this idea. I have solar terms, month, season and everyday is different. It's very tasty!"</p> <p>3). Kai Wang: "I think everybody should use this to manage their time in a long term and even to feel the circle of life."</p> <p>4). Yunwen: "When I finish a book, I know the next season comes. I think I will feel achievement or others, a lot and stop to reflect on this season."</p>	
On the products	<p>1). Yunwen is surprised by the lighting effect: "Wow! How do you make this?"</p> <p>2). Ying: " I like the feeling that it is staying awake with me. Even I turn it off, it is moving."</p> <p>3). Yunwen: "I like this book, it is small, simple and elegant, no restriction but tell me a lot. "</p>	<p>1). Ying felt the light is scary in the dark when there is only a little moon.</p> <p>2). Yunwen feels unsafe about the time capsule:" I think it will get stuck, I'm not sure I can get it back after that long time"</p> <p>3). Yunwen: "I like the appearance as well as the innovation, but my room seems messy and improper for it."</p>

Refinement



Frame and inserting holes

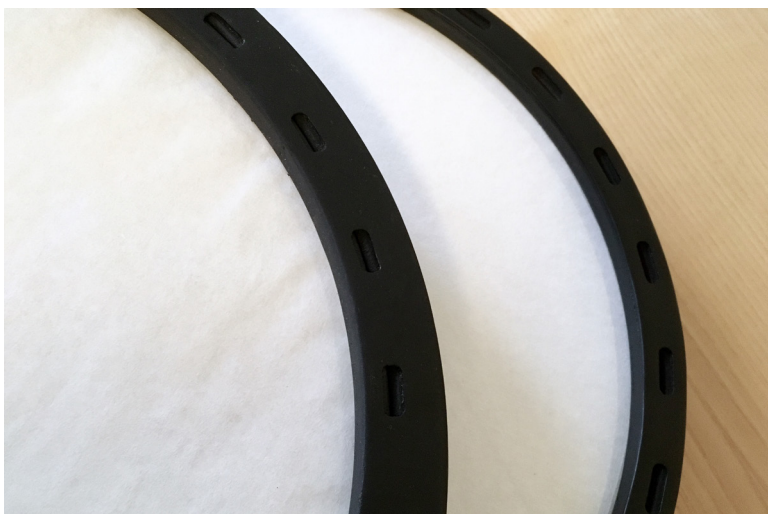
The inserting holes are longer and the gap between two rings on the top is bigger, so that it is easier to insert the card paper.

The frame is thinner and holes are in the middle of the frame.



Better handcraft

Thanks to the experience of the first one, the second prototype has better details. The holes are cleaner and the surface is more smooth.



Lamp filter

I use two layers of plastic plates keeping the Xuan paper in between so that the paper filter is flatter.

Conclusion

I tried 4 mechanism to imitate the moon phase and chose LED strip. I figured out the programming and circuits to realise the light effect. I tried different manufacturing methods to make the frame of the clock. By laser cutting and handcraft, I made a frame as I designed. I printed a series of sample books.

I took these 2 parts of functional prototype to real context in Beijing to test, get some feedback, modify the detail of "mailbox" and made another prototype of the clock.



Chapter 7

Result

it's show time.....	106
reflection	118



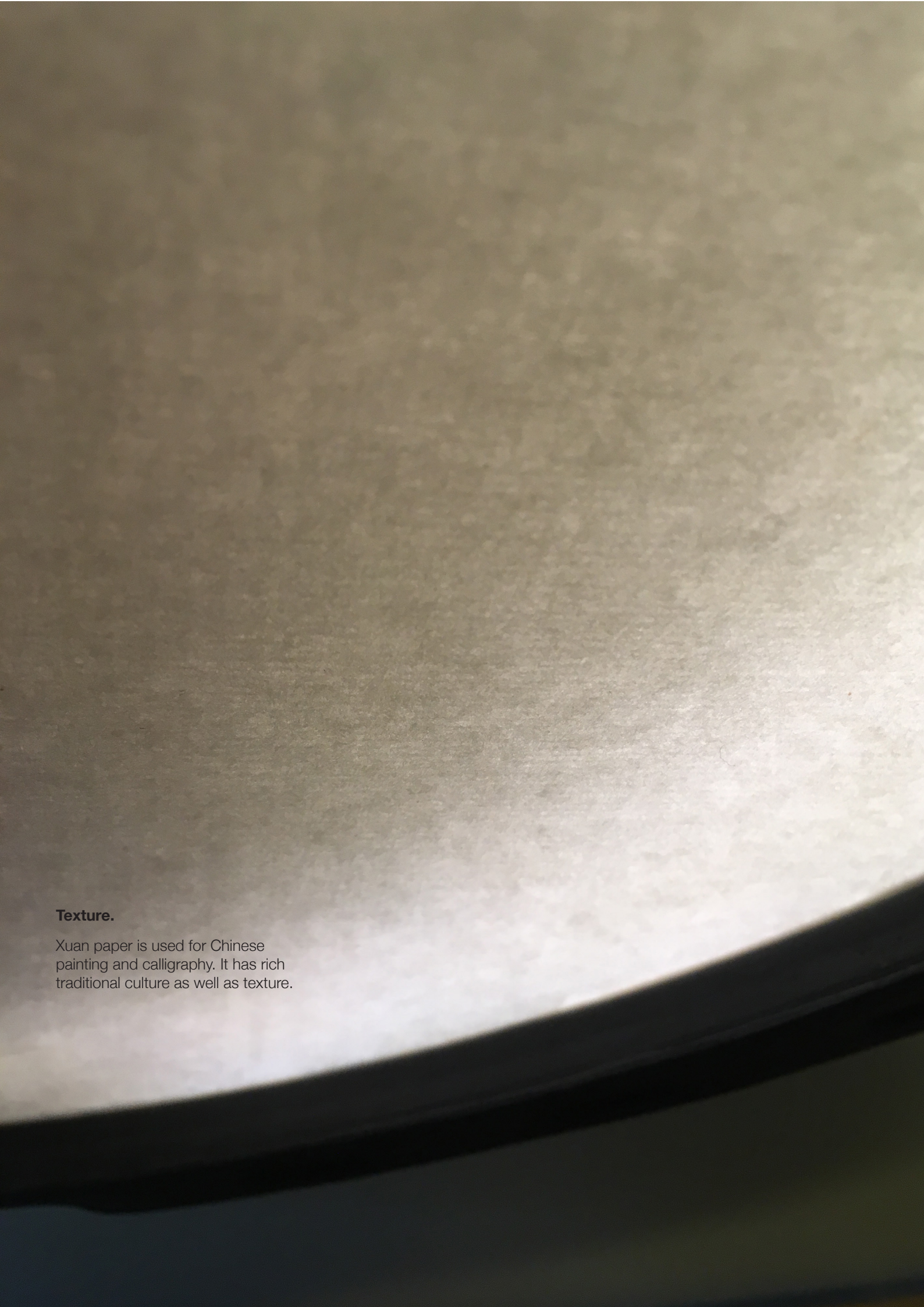




Reflection.

Foolish moon reflects the environments, people reflect themselves.





Texture.

Xuan paper is used for Chinese painting and calligraphy. It has rich traditional culture as well as texture.



5/13/B

20

17



17

20

FOOLISH MOON

Season.

This is the one of summer. Because it is summer time now according to the Lunar calendar.

13

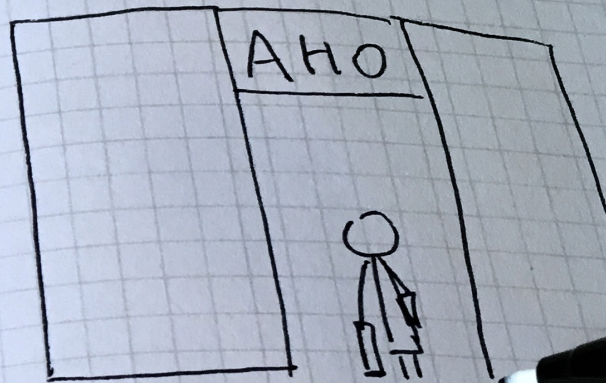
MAY

十八

今天我不到四点就起来了。

希望三个月之后，我找到了一份有价值的工作，过着规律的生活。

毕业就要结束了，做毕业的很开心，这是我出国以来，



Writing down.

"I hope after 3 months I would find a job that will allow me to realize my worth."

5月
13日

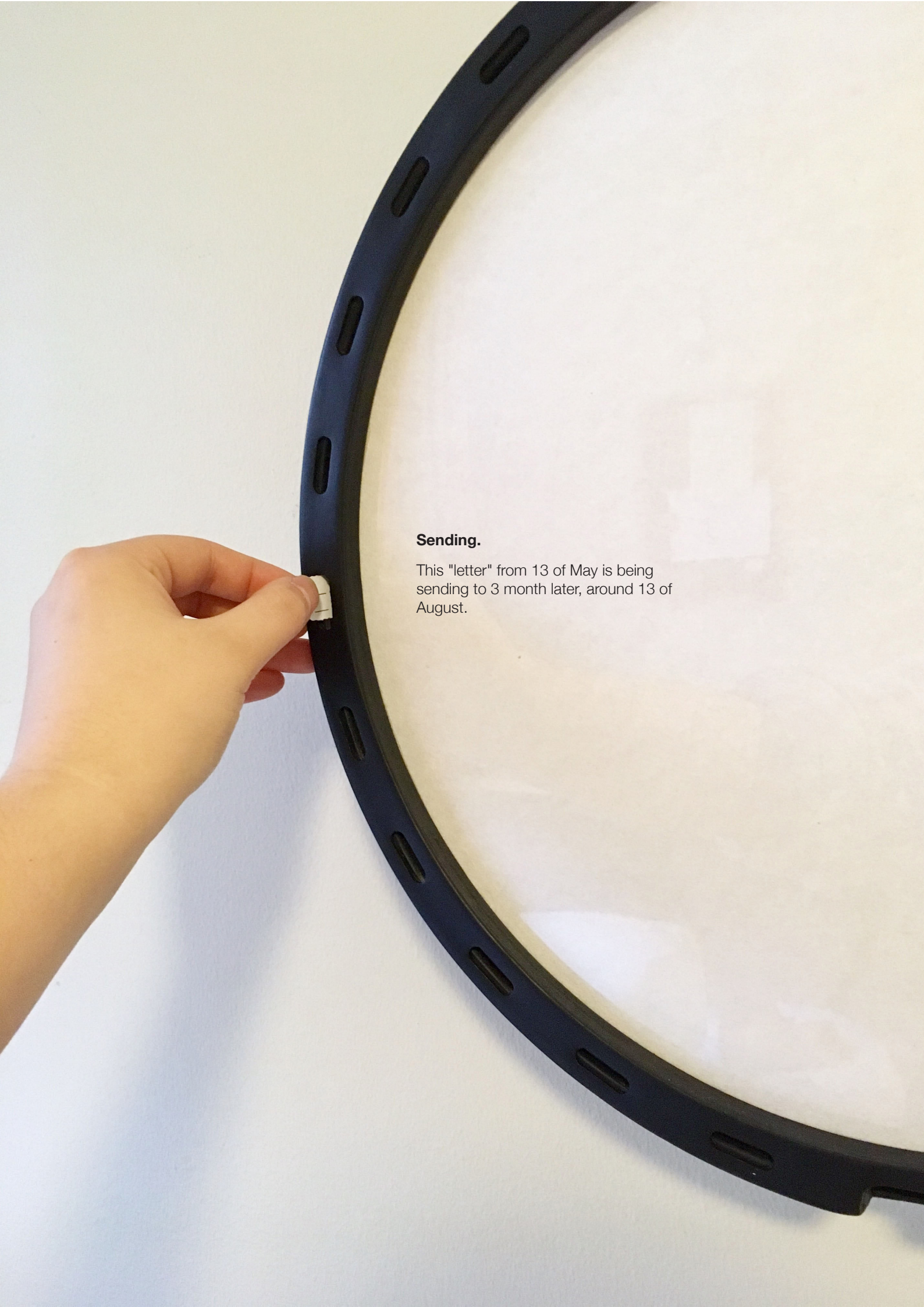
Date.

This characters mean "13 of May".
When you receive the "letter", you
consult the page of 13 of May on the
journal book.




Sending.

Send the letter with faith and sincere.



Sending.

This "letter" from 13 of May is being sending to 3 month later, around 13 of August.



You have a letter today!

The "letter" is white which is apparent
in the black frame.

Go to check the date!

Reflection

Throughout the design process, I discussed with plenty of people, found that too many young adults exhausted, they have even no time to think about the matter of "slow down", let alone to use a product with this function.

to realise that the existing of "fast" cancer is may be more important.

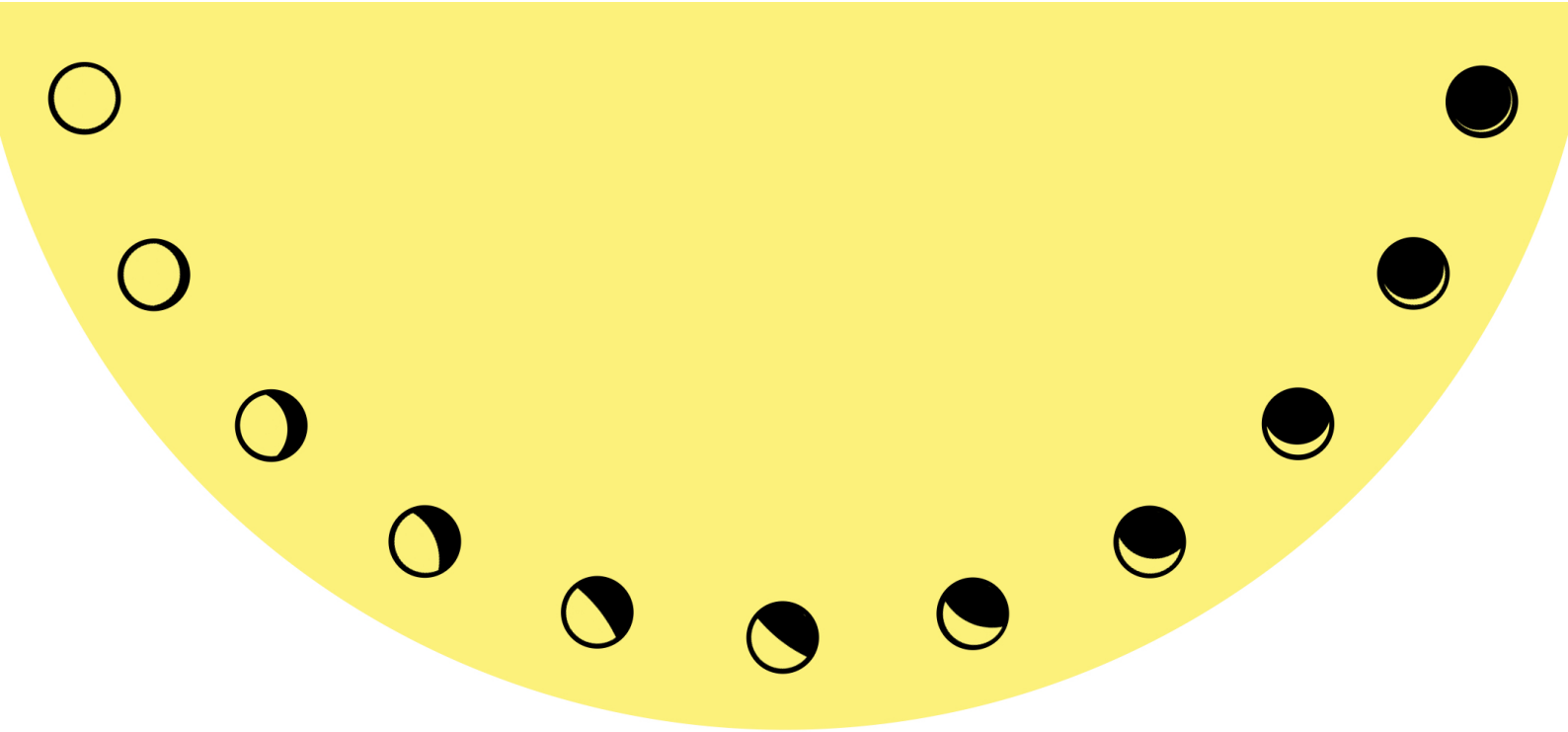
Only product design is not enough, we also need the support of cultural departments, media, education, and a long period of exploration and correction.

But I am pleased to see that we are doing these things, a large number of people are trying to cure the "fast" cancer, young people are also actively affected.

To let people slow down is also a thing we need to do slowly.

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FOOLISH MOON

PRODUCT DESIGN

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