

# Find Cosmic Jelly

Space science popular board games

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# PART ONE

Background research

# Background research

## Design Background:

With the improvement of the level of economic and social development, science and technology have gradually developed, and people's exploration of the universe is getting higher and higher, but it is not so easy for ordinary people to directly experience the universe

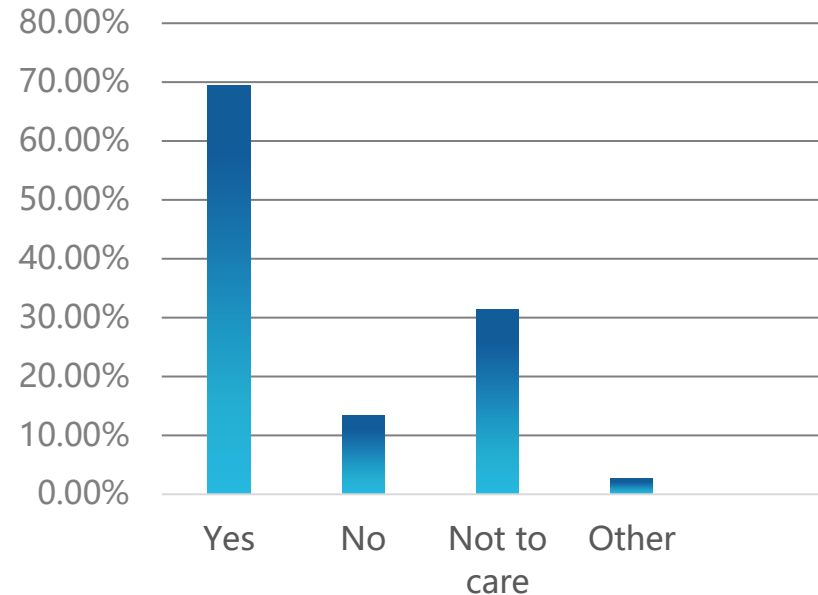


### Problem definition



- How to inspire more people to explore the universe?
- How should space science education be carried out?
- Could there be a more interesting way to stimulate young people's interest in exploring outer space?

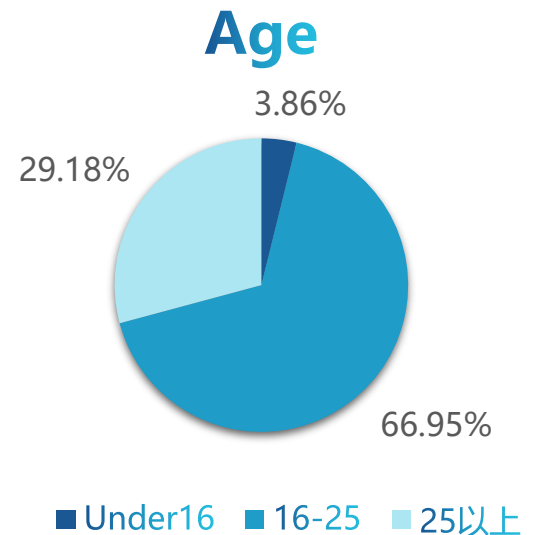
## User Research & Market Research



■ Interested in the universe

In order to understand the preferences of young people and their views on the universe, we published a questionnaire and conducted data analysis

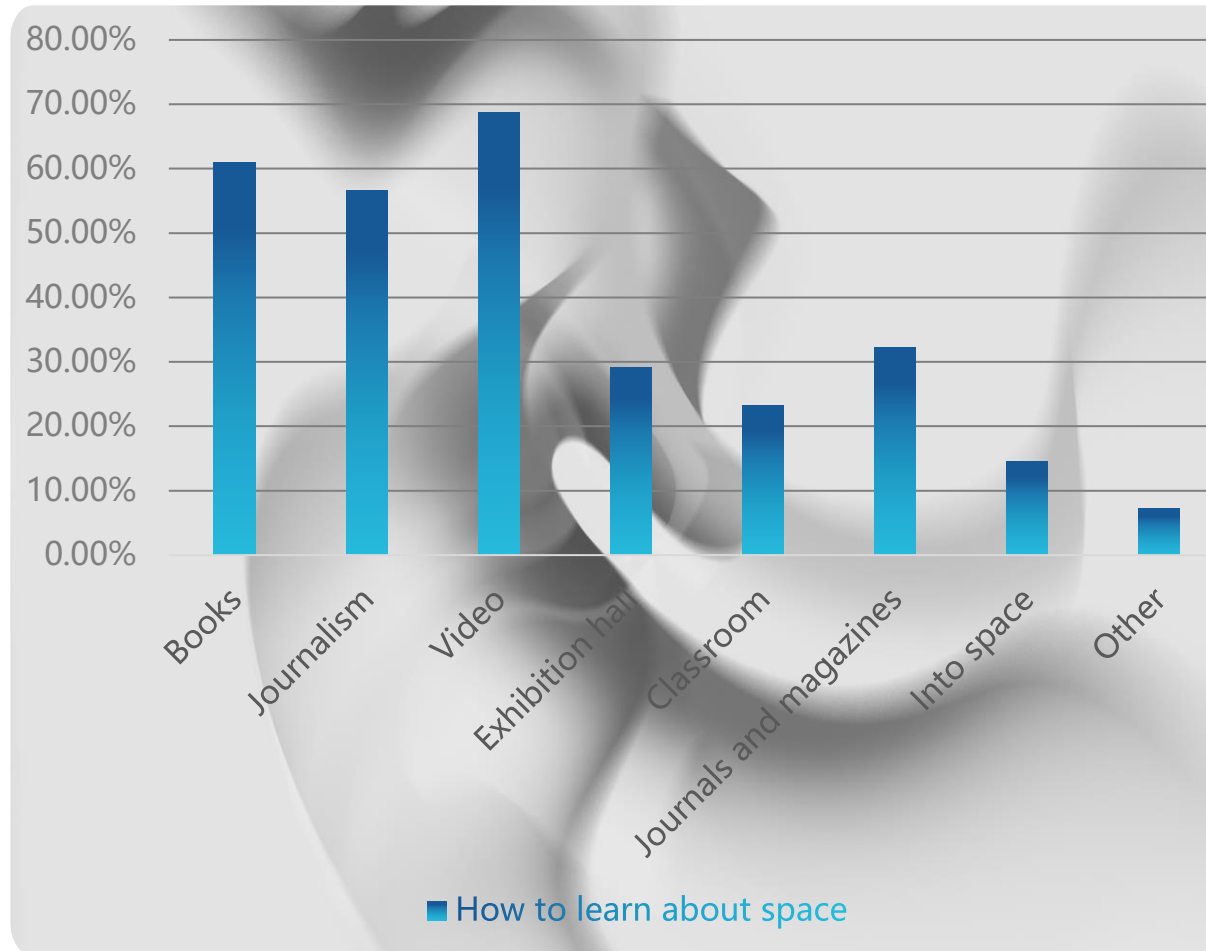
Teenagers accounted for 66.95%, accounting for the majority of the survey, while 69.53% of the survey had a desire to explore the universe, which shows that most people have a strong interest in the universe





# Background research

At present, people mainly obtain space science popularization through traditional books, TV and other media, although these methods are comprehensive and professional, but lack of fun, easy to make people feel bored and lead to low efficiency of science popularization



After surveying, we found that young people prefer to choose entertainment products that can please themselves, heal themselves, and effectively socialize, and the current fashion entertainment methods are cultural mining, star/IP attraction and new things to try

# Background research



**Shushu**

Age: 19

Gender: Female

Occupation: Student

Income: around 2500

Personality: infj

## Interest :

Calligraphy, Painting,  
Mansion  
Likes mice  
Occasional exercise

## Say & do

Space sounds very interesting, but it's too far away to imagine that blind boxes related to space themes are very popular, but they are too expensive

## Hear & see

Discussion on Space  
Travel Watching  
movies and  
documentaries about  
the universe News  
reports on the launch  
of rockets Exhibitions  
at the Museum of  
Science and  
Technology Related  
Theme Blind Box

## Think & feel

Although I am interested in knowledge related to space, I cannot delve deeper into it, and the universe is too mysterious. Some things are too far away from me

## User motivation

Physiological needs:

Decompression and time wasting

Security requirement: a private space where i people are not disturbed Social needs: Hope for high-quality friendship relationships Respect needs: gaining recognition for one's own ideas from others

**Cognitive needs:** acquiring knowledge through more interesting products

**Aesthetic requirement:** We hope that space products can carry out various tasks in an orderly manner

**User pain point:** It is rare to find entertainment products related to space that are suitable for one's age. Blind boxes are too expensive and do not like socializing. There are few ways to relax and entertain (internet)

# Background research



**Boyang Liu**

Gender: Male  
Age: 30  
Occupation: China  
Unicom Home  
Engineer  
Revenue: 6000  
Personality: e  
people,  
Entrepreneur  
personality

## **Interest:**

Anime Tech otaku  
Games Eating

## **Think & feel**

I have also participated  
in relevant clubs in  
college, but I don't have  
much time to learn  
about them after work

## **User pain points:**

The existing entertainment  
products have weak playability  
and interactivity, are single  
products, cannot popularize  
scientific knowledge, and  
cannot stimulate purchasing  
desire

## **User motivation**

1. Physiological needs: sleep, food, internet
2. Security Requirements: Funding Your Own Small Space
3. Social needs: longing for love
4. Respect needs: Hope others approve
5. Cognitive needs: I hope to directly indicate the direction
6. Aesthetic needs: OCD patients, hoping for perfect symmetrical graphics

## **User Objectives :**

Space products should not only provide knowledge stratification and experience for people of different age groups, but also enhance the audience's understanding of the product through education and entertainment To achieve products that can not only express knowledge about space, but also bring more novel features and innovative gameplay Find knowledge in joy and feel the joy brought by the product at the same time



# PART TWO

Product definition



# Product definition



## definition

A table game for space exploration by setting up traps and making stereoscopic maps



## background

There are many things in the universe that we have not touched, and many unsolved mysteries. Therefore, we hope to display cosmic celestial objects and a series of substances that we can detect in a more intuitive and interesting way through three-dimensional board games, and help people better understand the universe while entertaining in a rigorous and vivid form of popular science, and put themselves in a small universe to stimulate their interest in exploring the universe and find their own cosmic jelly



## peculiarity

- Use materials that are in line with sustainability trends (Resin, ABS plastic, recycled paper)
- It's not just children's toys, it's more in line with young people's preferences
- Simple but playable game mechanics  
Anyone can participate

# Product definition



Resin:

Resin is a phenolic chemical substance characterized by light weight, high temperature resistance (lighters cannot burn through), strong impact resistance, and effective blocking of ultraviolet rays



ABS plastic:

It has high strength, hardness and toughness, suitable for use in toys and other fields

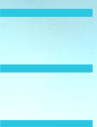


Recycled paper:

Environmentally friendly paper with low energy consumption and clean pollution

# PART THREE

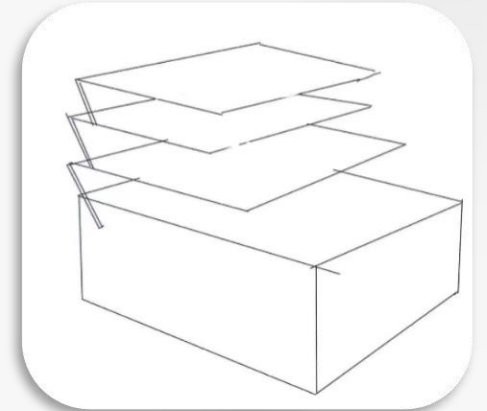
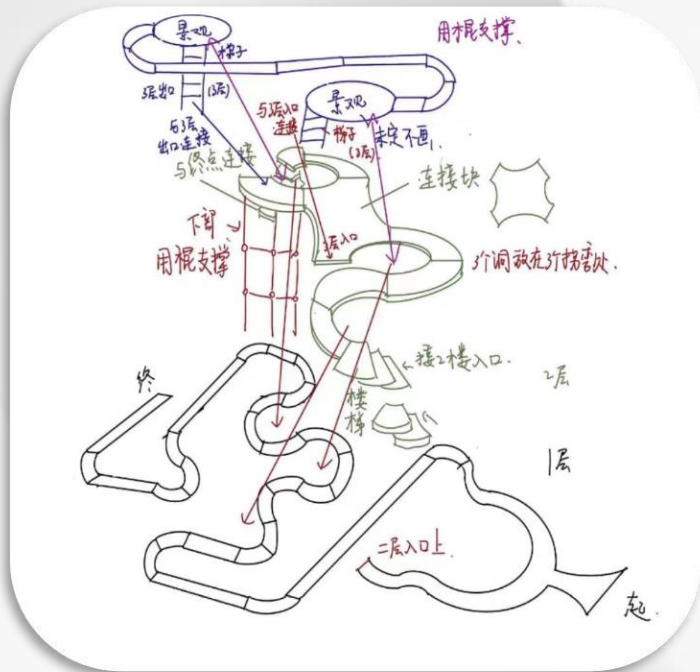
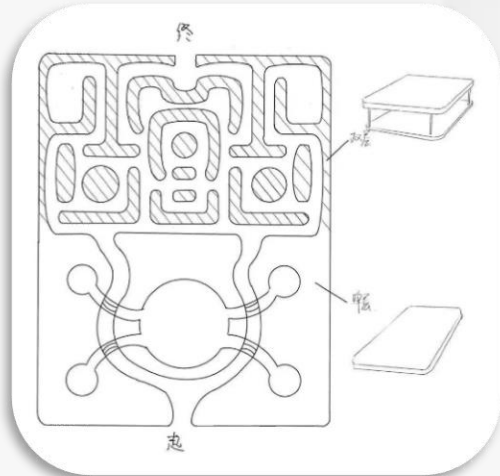
Process deduction



# Process deduction

## The early days of ideas

The imagination of board game style and construction  
When the idea is confirmed, the structure is further deduced, and the idea of adding new elements begins



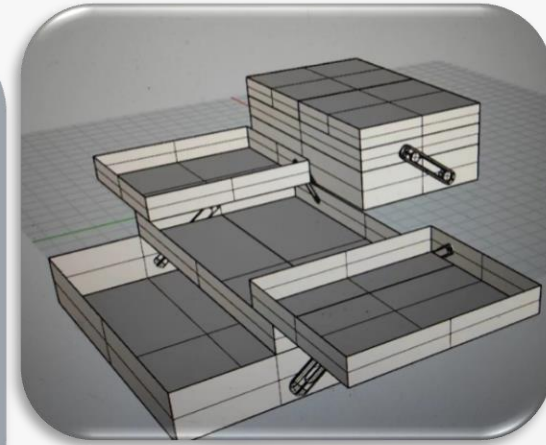
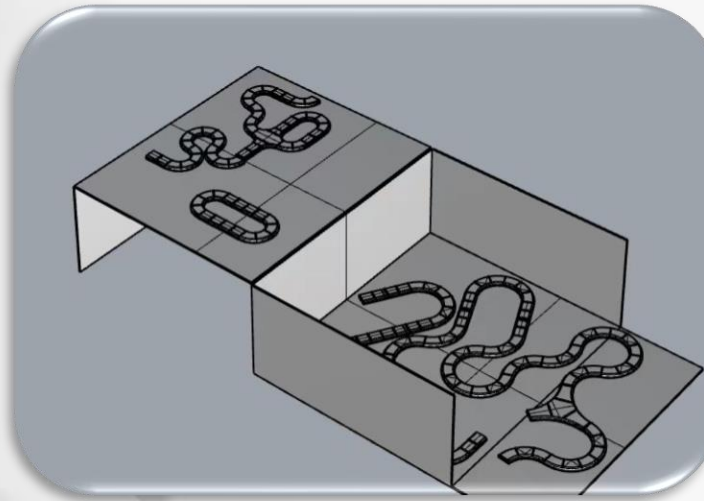
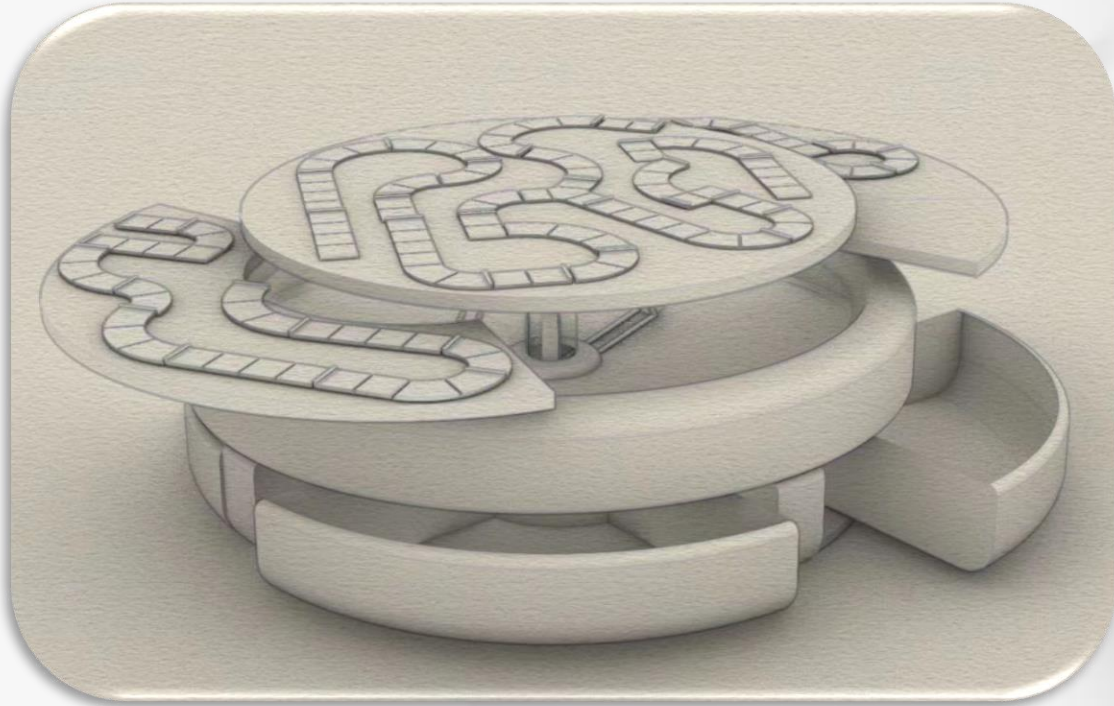
## the medium term

At the same time to determine the level of board games gradually began to strengthen the pieces, props, game mechanisms and other production



## come to a stalemate

The basic idea is completed, but there is a bottleneck in the transformation of morphological structure



## The final breakthrough

After many aspects of exploration and guidance, and countless times of continuous attempts, we finally shaped a form that is satisfactory in shape and function, and achieved the final breakthrough.



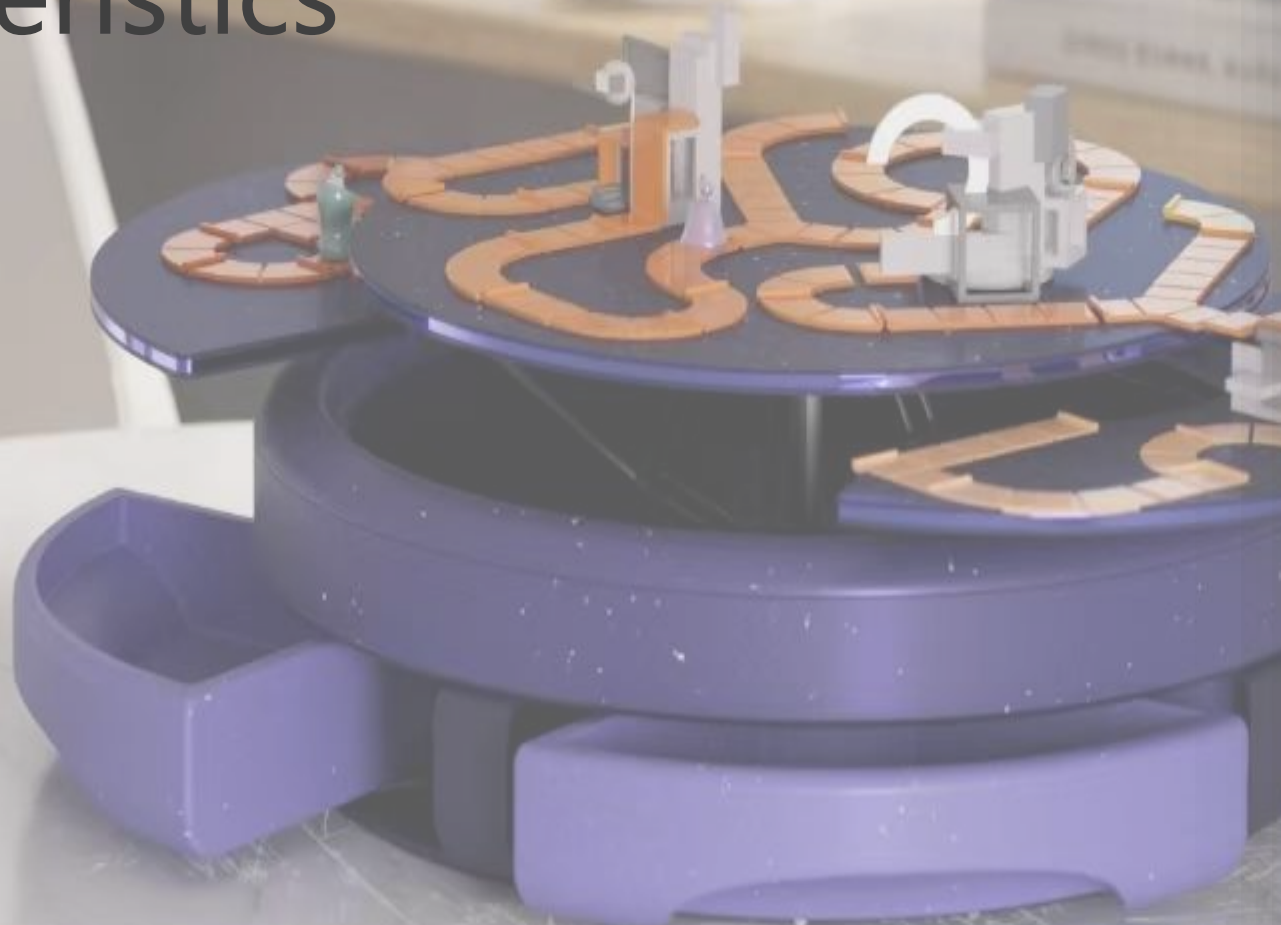
# Process

# PART FOUR

Effect rendering



# Product characteristics



Event 1  
Fresh color scheme



Event 2  
Exquisite style



Event 3  
Environmental protection material



Event 4  
Easy to store.



Event 5  
Simple operation







Abstracting celestial bodies as  
landscapes in the road, becoming  
a part of the road



THANK  
YOU

