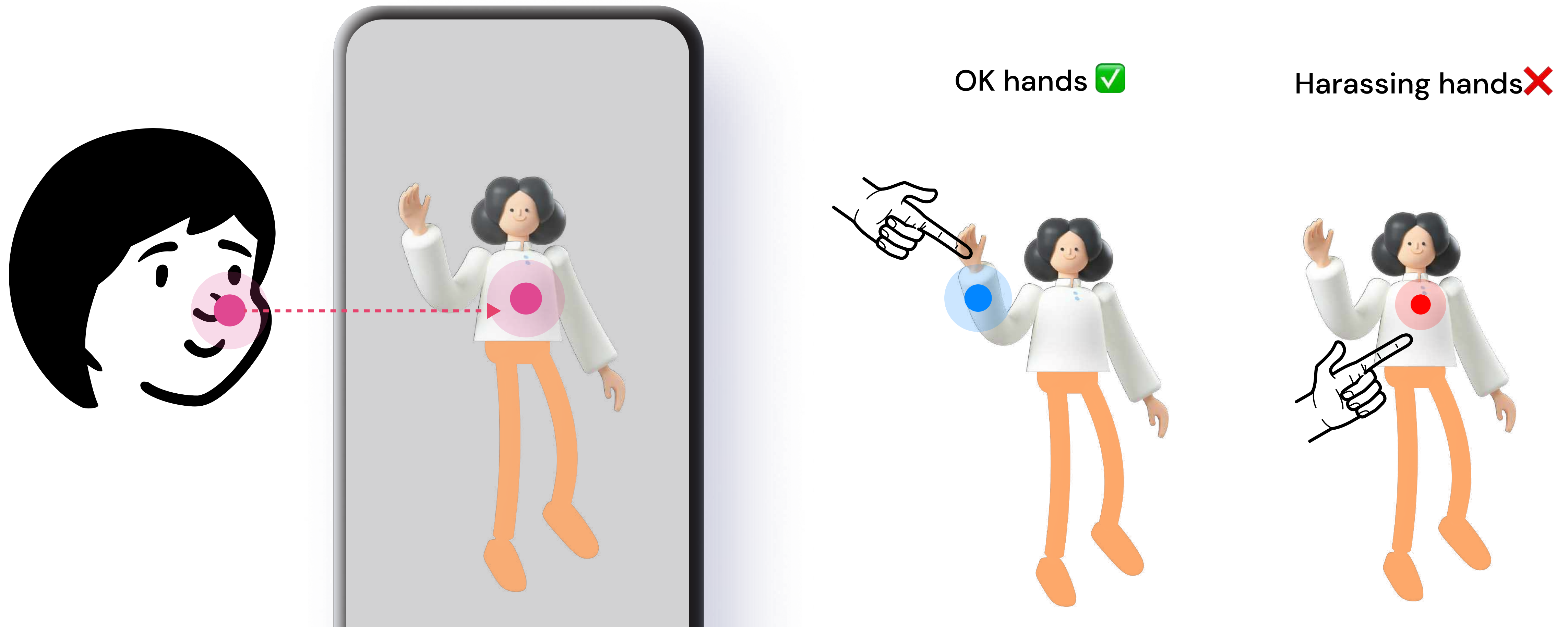


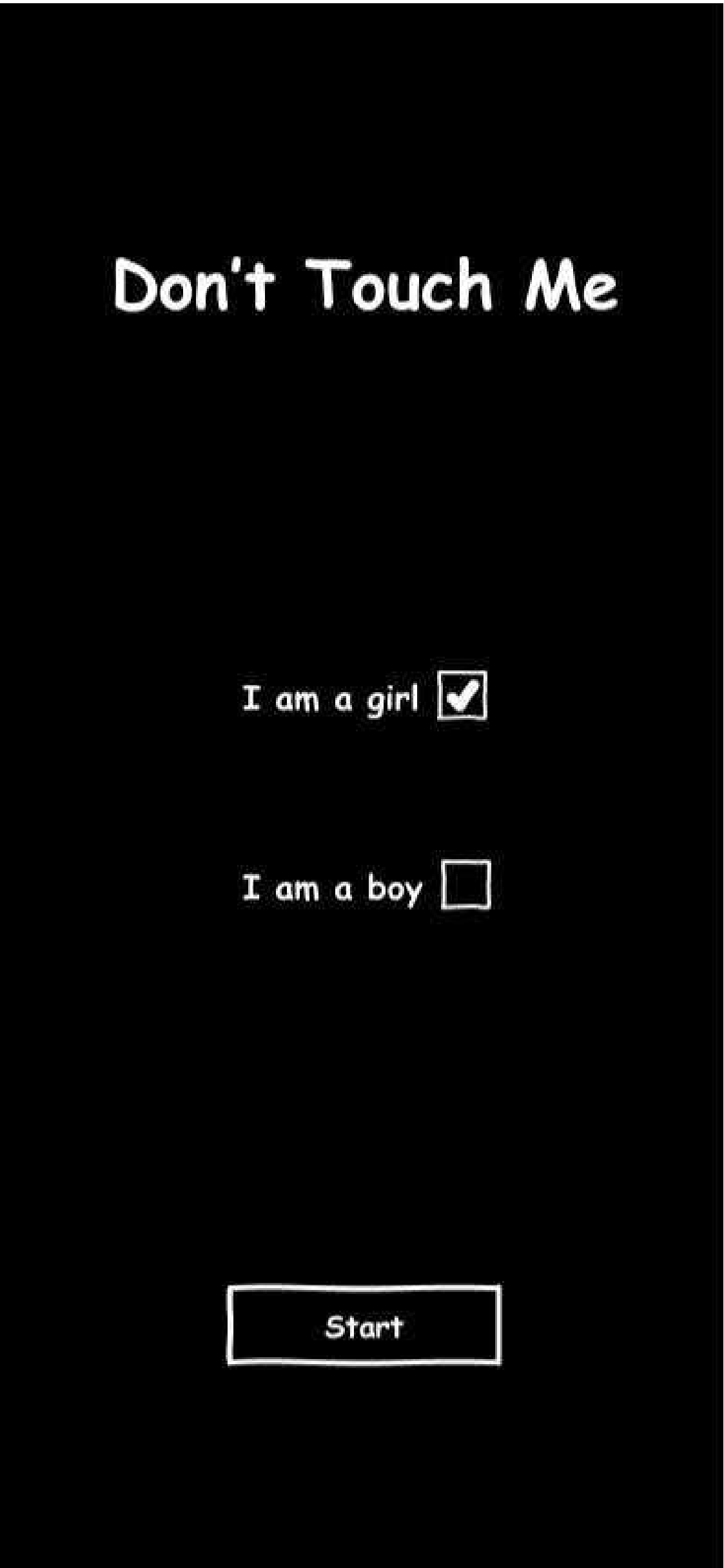
# 03 Design

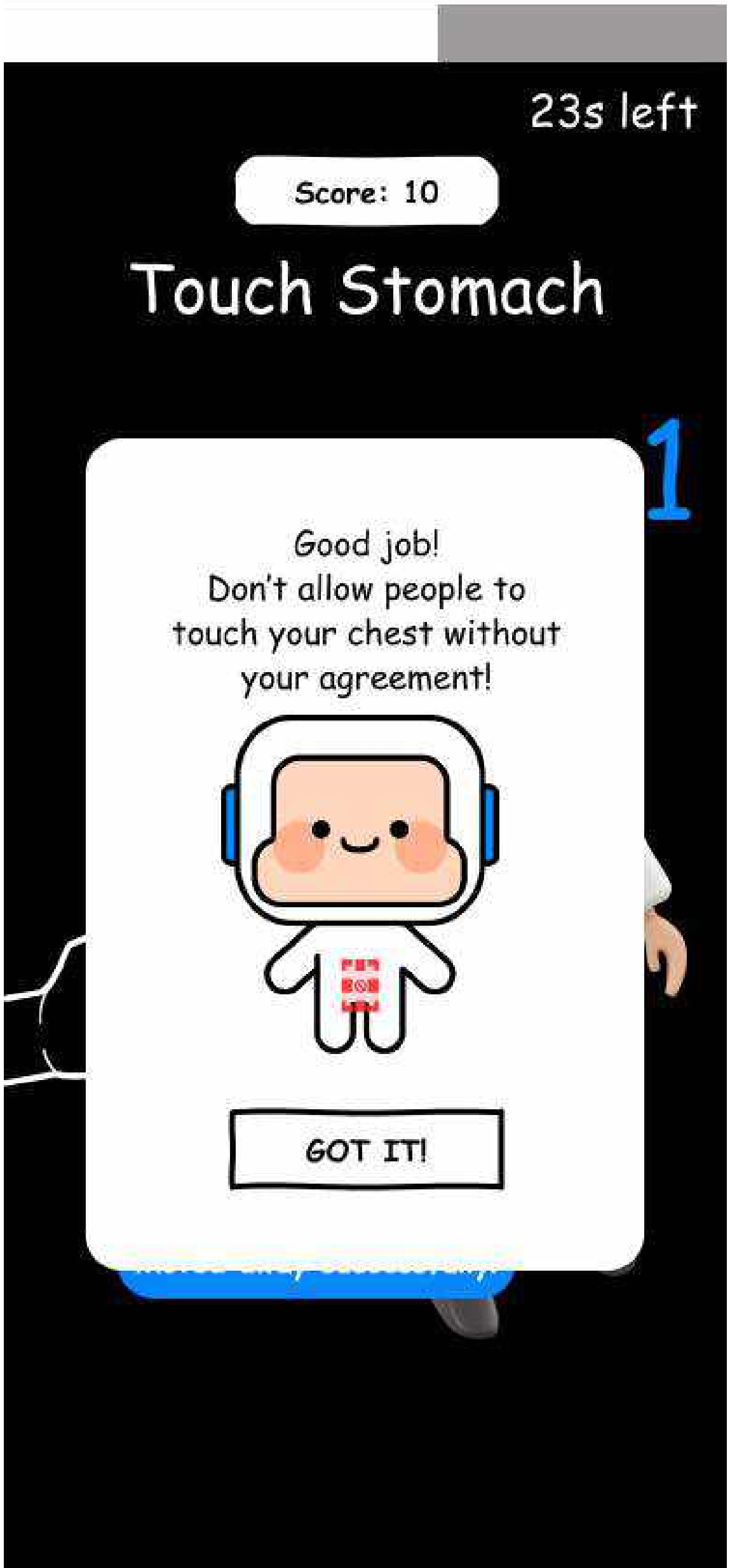
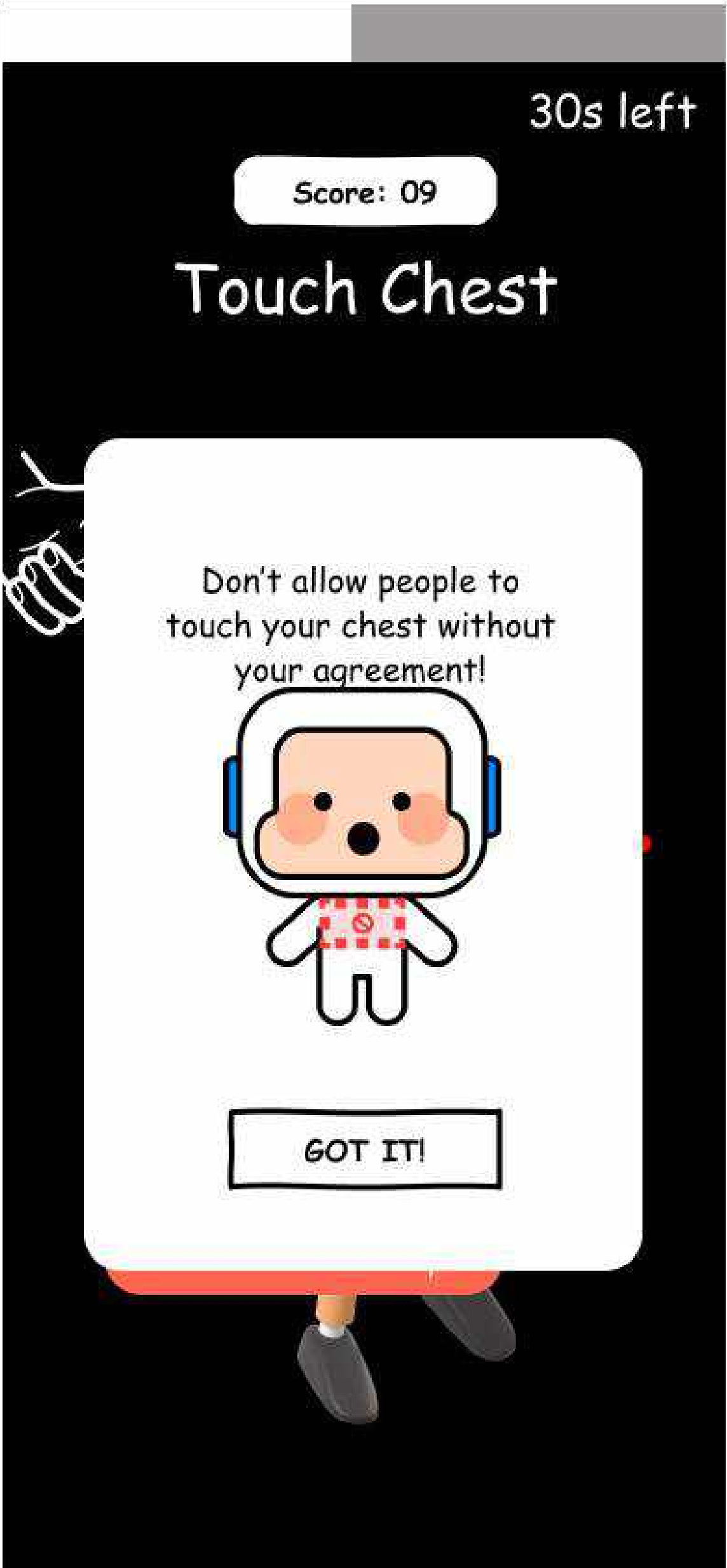
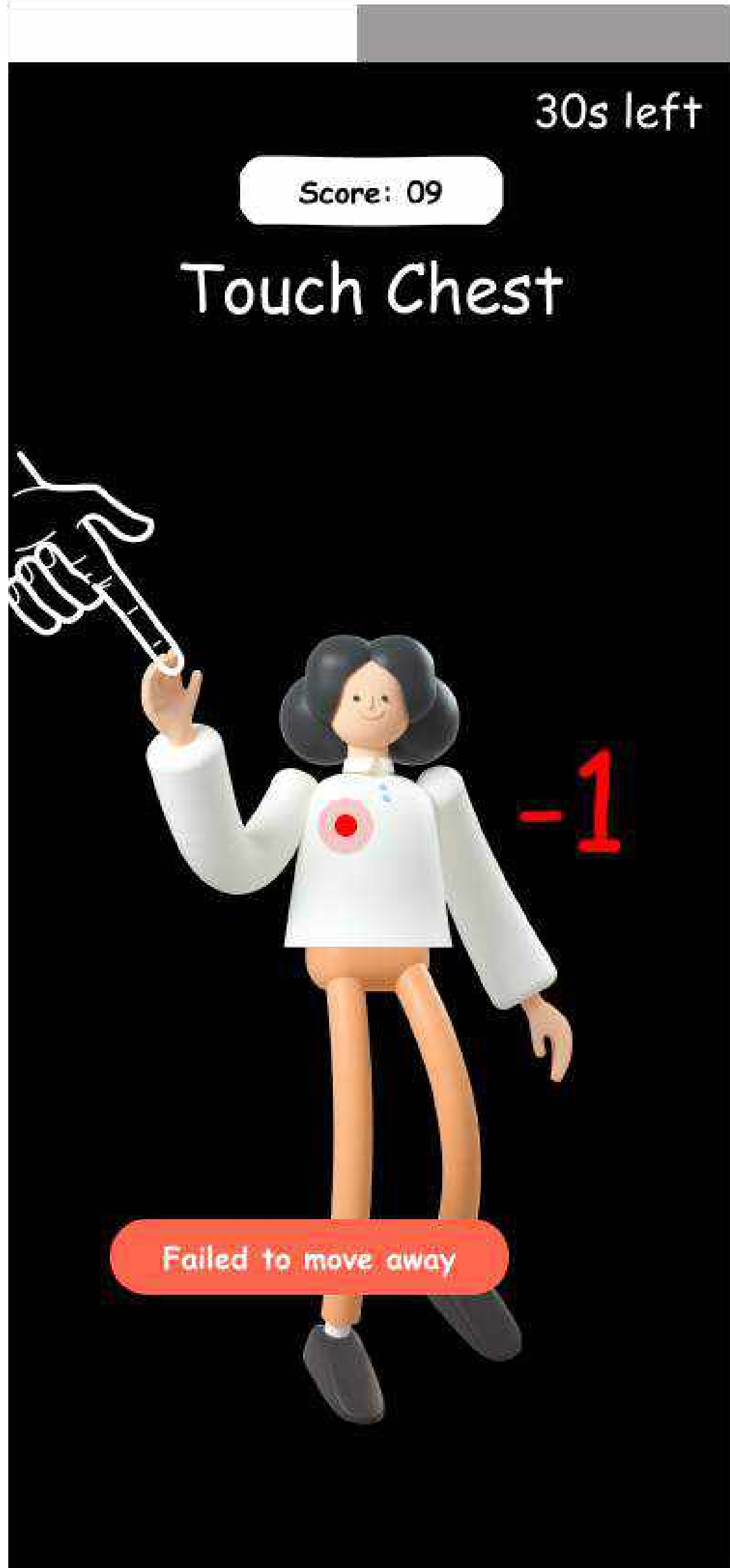
# Nose movement-control: help the kid move away from harrassing hands

- In collaboration with engineers



GAME STARTS



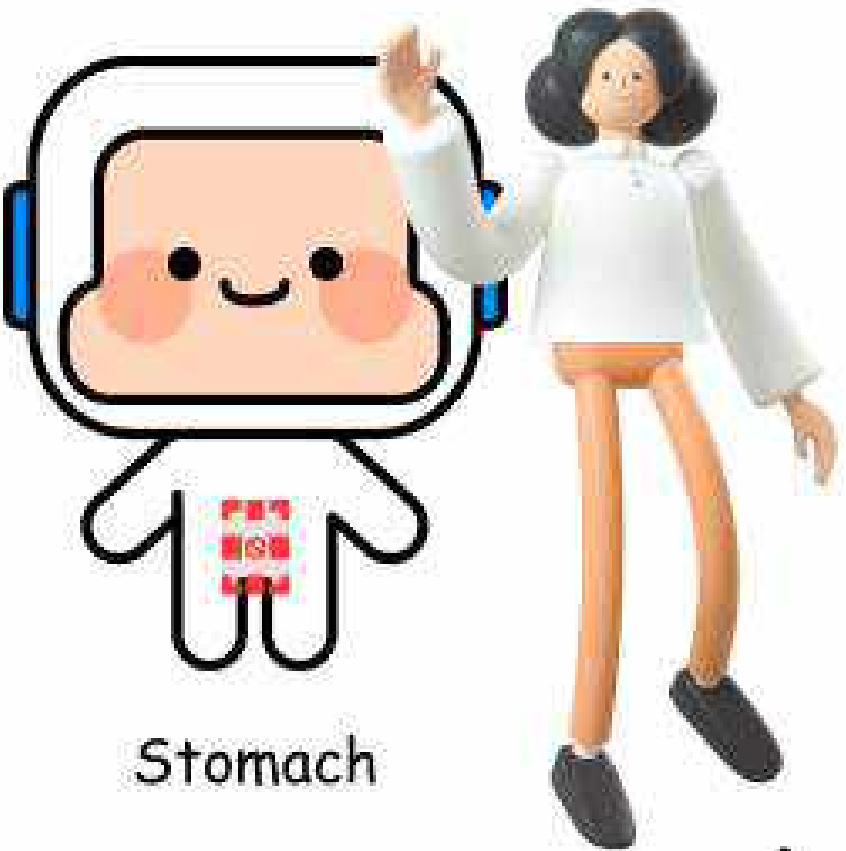


GAME ENDS

Final Score: 12

5 hits 5 moves  
Congratulations!

KUIKUI says:  
Don't allow anyone to  
touch private parts of  
your body!



Stomach

Save the Card



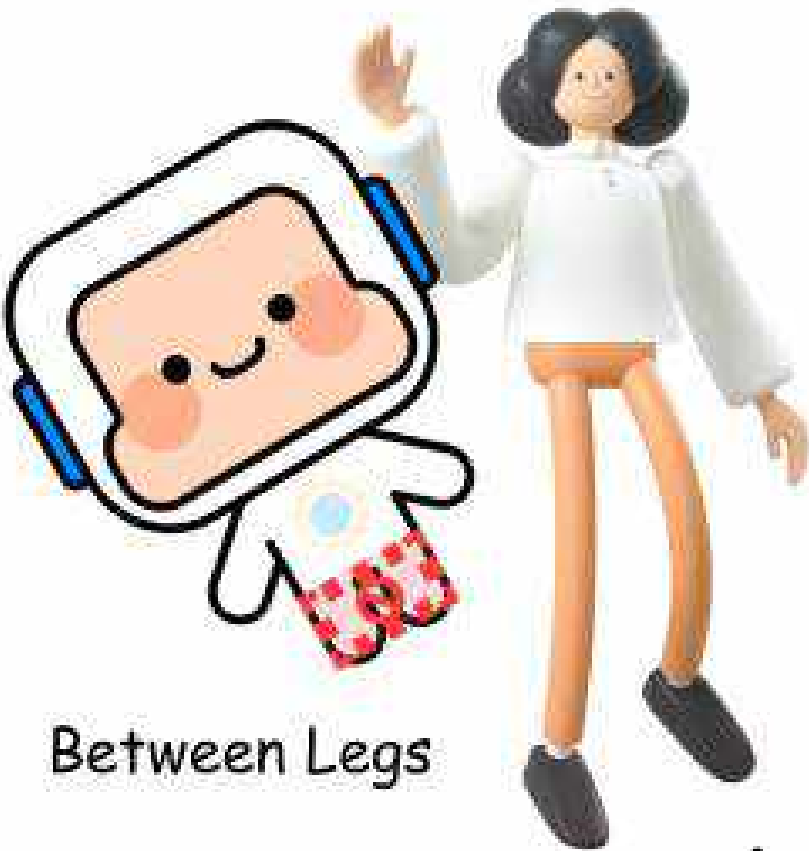
Post

Play Again

Final Score: 12

5 hits 5 moves  
Congratulations!

KUIKUI says:  
Don't allow anyone to  
touch private parts of  
your body!



Between Legs

Save the Card

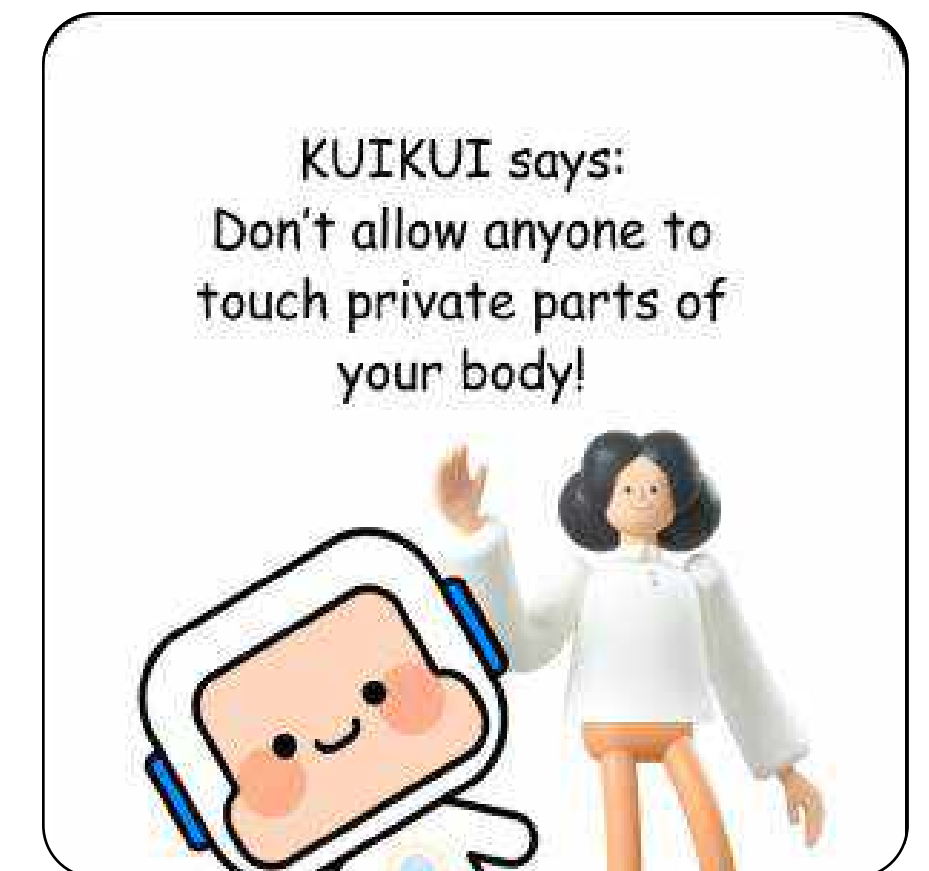
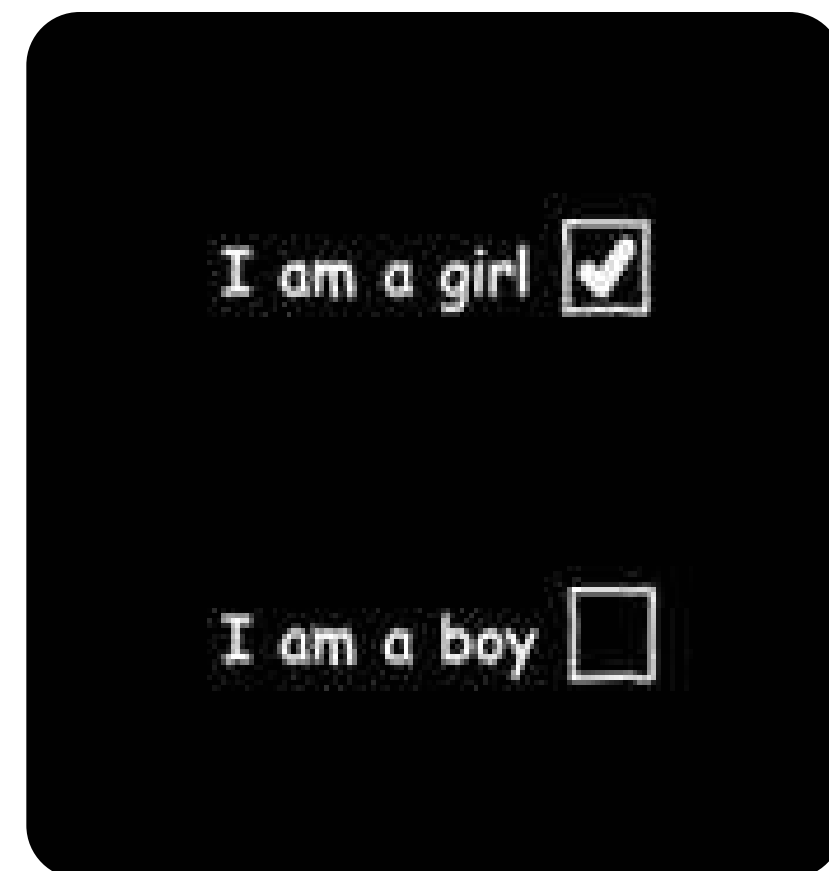


Post

Play Again

# Spotlight design decisions I made

- Gender selection
- Fightback
- Understandable indicators
- Educational elements







## AVATAR DESIGN

In collaboration with graphic designer



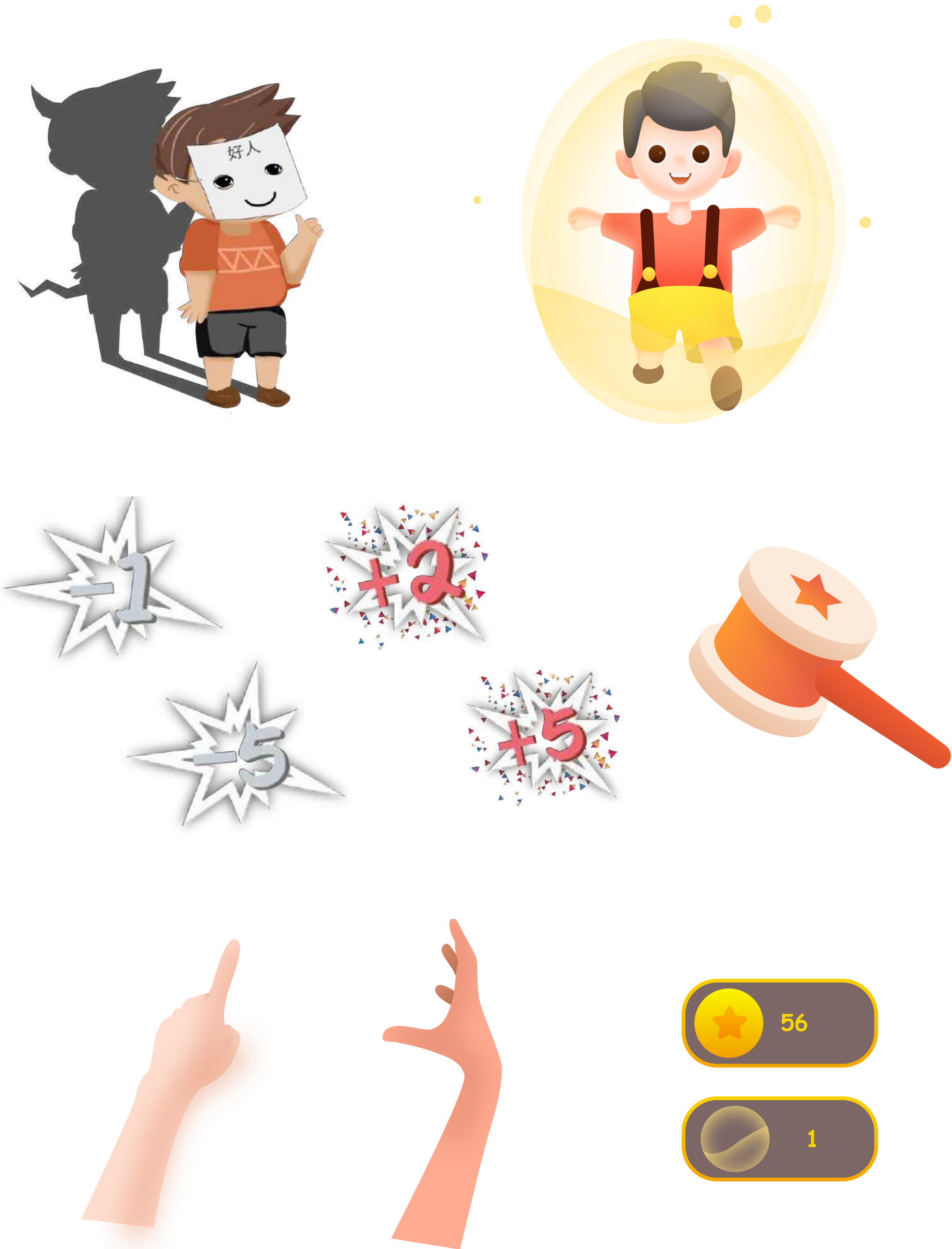
-  Friendly Touch
-  Harrassment



STICKER SHEET

Guide the design

Red	<div></div> <div>591707</div>	<div></div> <div>CD4F25</div>	<div></div> <div>FF6433</div>	<div></div> <div>FF8866</div>	<div></div> <div>FCEEEE</div>
Yellow	<div></div> <div>F3A94D</div>	<div></div> <div>FABB00</div>	<div></div> <div>FFEA3F</div>	<div></div> <div>F8D500</div>	<div></div> <div>FFEA3F</div>
Others	<div></div> <div>1F2C3F</div>	<div></div> <div>6B6B6B</div>	<div></div> <div>92E9FD</div>	<div></div> <div>92E9FD</div>	





EDUCATION CARD

SunFlower Plan IP

胸

葵葵侠告诉你  
这几个部位不能碰!



“ 对于陌生人的触碰，要敢于说不！  
拒绝不正当行为，勇敢地保护自己。 ”

腿

葵葵侠告诉你  
这几个部位不能碰!



“ 对于陌生人的触碰，要敢于说不！  
拒绝不正当行为，勇敢地保护自己。 ”

腿间

葵葵侠告诉你  
这几个部位不能碰!



“ 对于陌生人的触碰，要敢于说不！  
拒绝不正当行为，勇敢地保护自己。 ”

肚子

葵葵侠告诉你  
这几个部位不能碰!



“ 对于陌生人的触碰，要敢于说不！  
拒绝不正当行为，勇敢地保护自己。 ”

屁股

葵葵侠告诉你  
这几个部位不能碰!

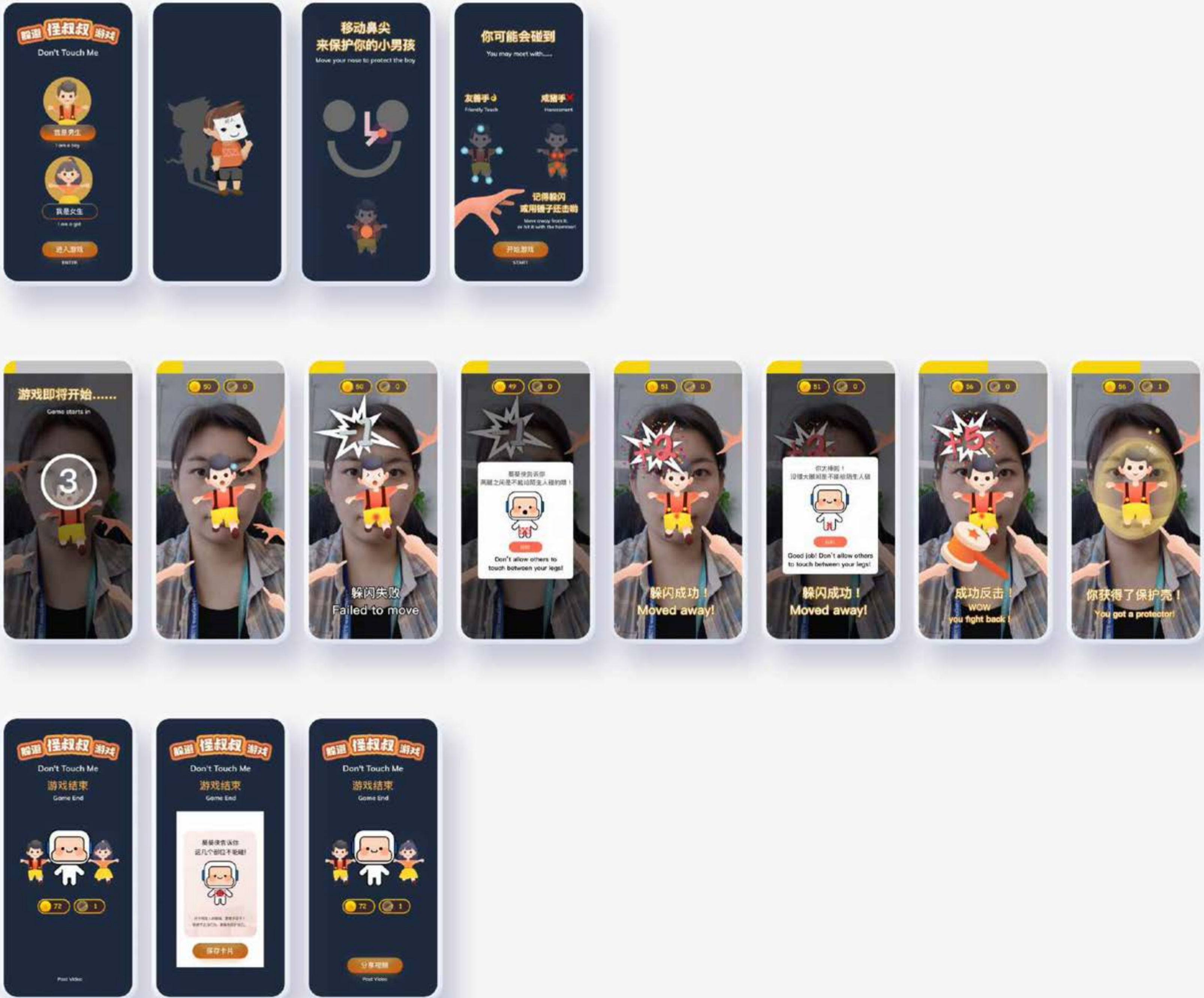


“ 对于陌生人的触碰，要敢于说不！  
拒绝不正当行为，勇敢地保护自己。 ”



HI-FI PROTOTYPES

Team collaboration





HI-FI PROTOTYPES

Team collaboration



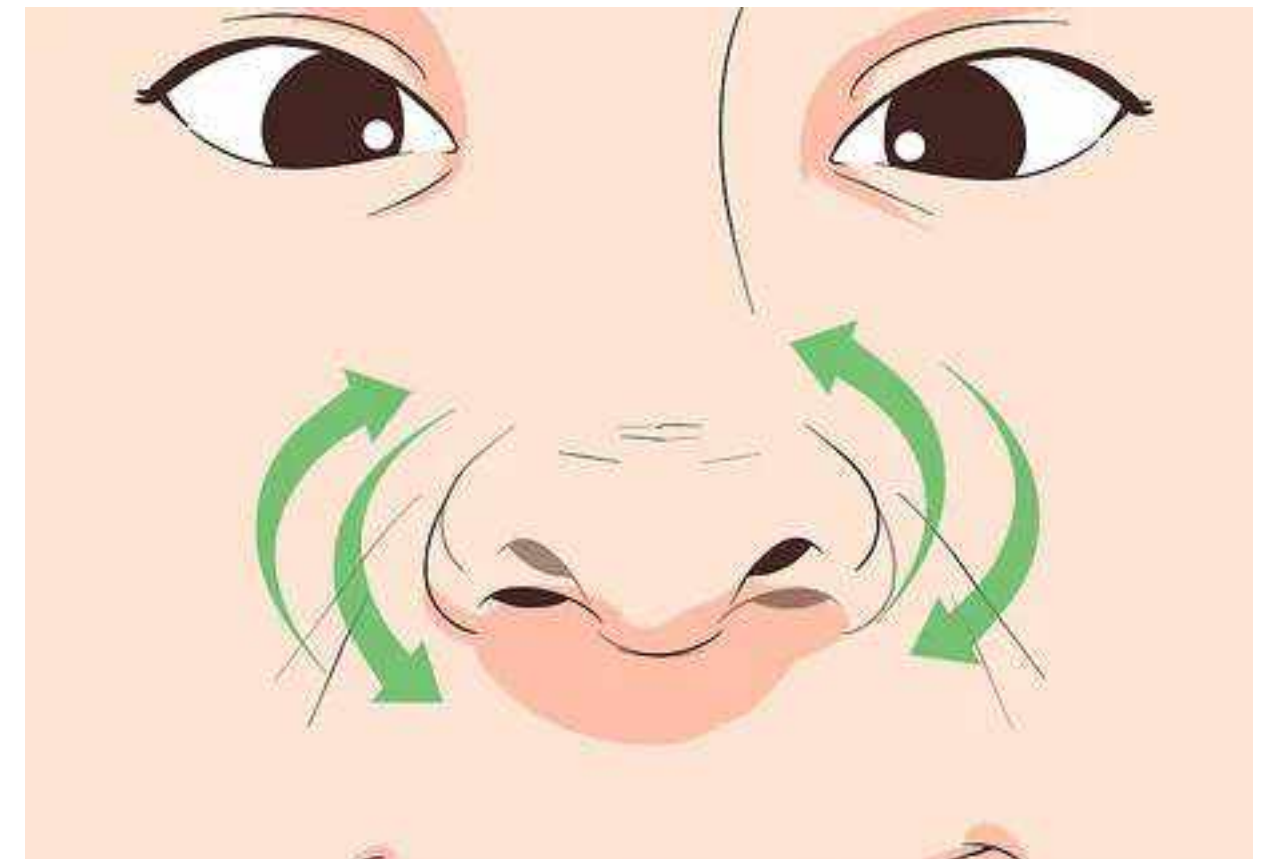
# 04 Test and Iterate

## TECHNICAL TEST

Can The System Catch The  
Movement of the Nose Precisely?

Can It Catch The Movement  
Without Delay?

- In collaboration with engineer





## USER TEST

15 adults, 6 kids

- ✓ Easily Understandable
- ✓ Can Well Control the Movement
- ✓ Fancy the Fight back function
- ✓ Fancy the 2-Gender setting
- ✓ Love the education card
- ✓ Feel no embarrassment

## Goals

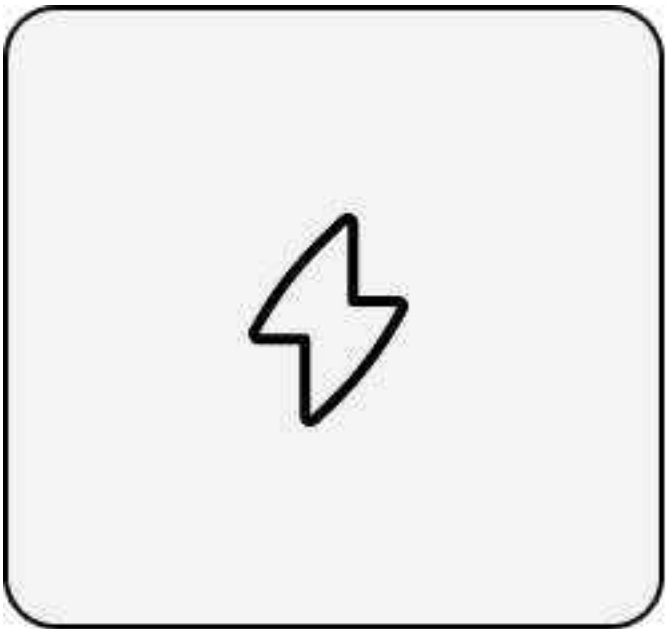
- ✓ Understandable, accessible
- ✓ Avoid parents' embarrassment
- ✓ Welcome by parents and kids

## USER TEST

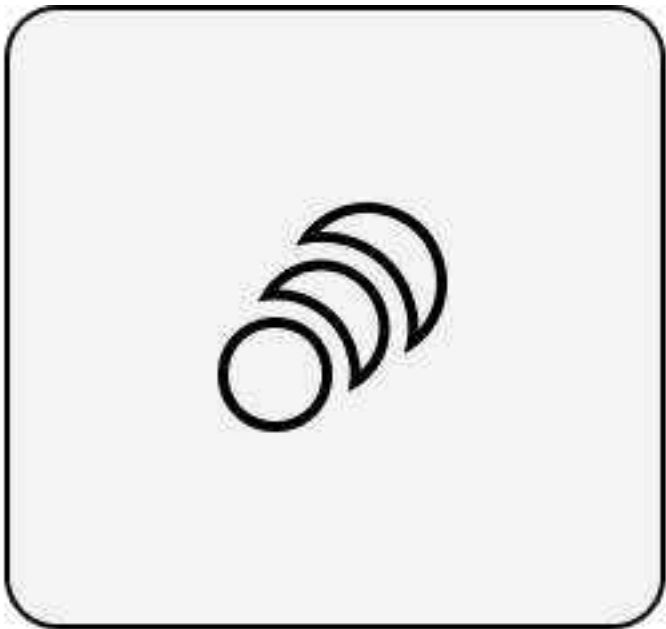
15 adults, 6 kids

- ✕ Hand Speed A Bit Too Fast For kids
- ✕ Too Many Education Card, Interrupts the Game
- ✕ The Avatar is a bit too big
- ✕ Can 2 People Play At the Same Time?
- ✕ What if people intentionally misuse the game to educate children the opposite way?

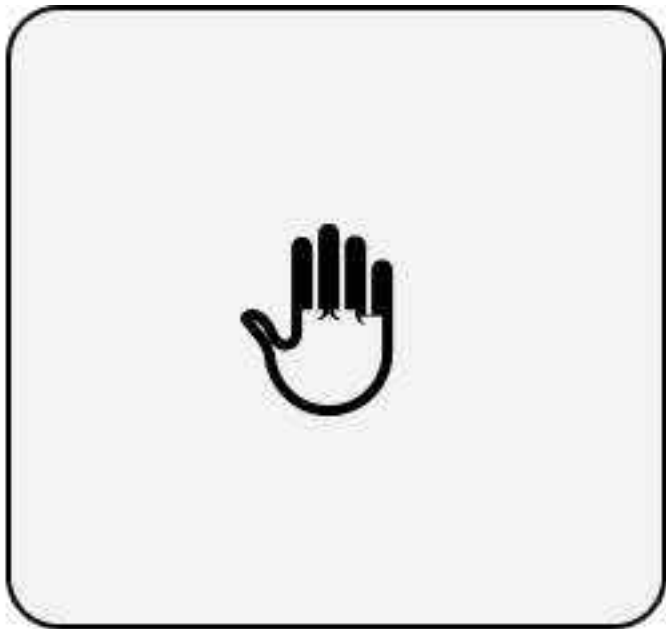
**FEEDBACK & ITERATION**



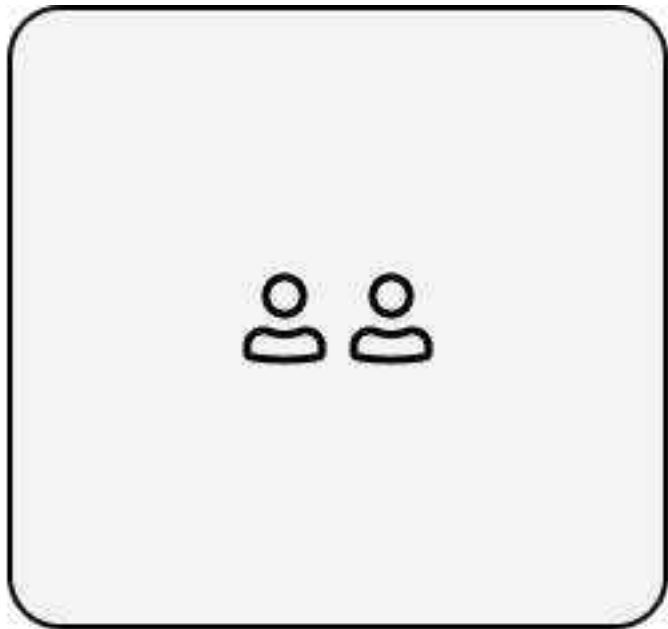
**Change Speed Of  
The Hands**



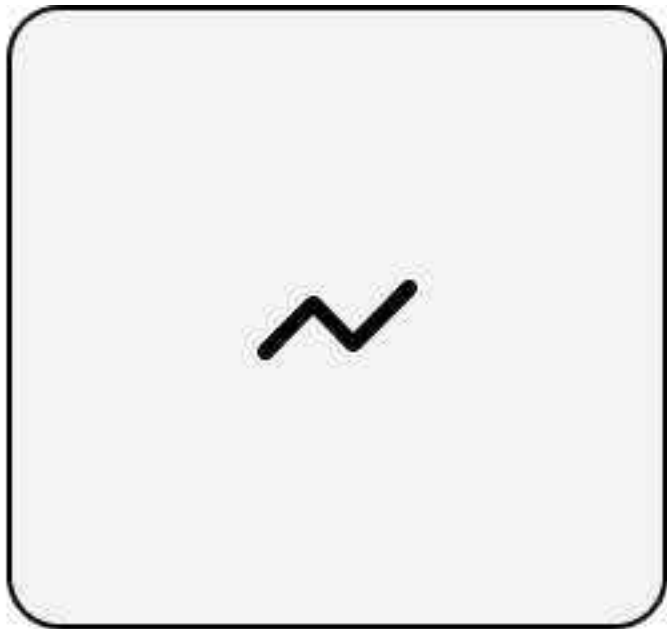
**Resize The Avatar**



**Change Apperance  
Rate Of The Hands**



**✗ Multiple Players**



**✗ Difficulty Levels**

## DEFINE SUCCESS

Quantitative: 100k players, 1 million views

Qualitative: Help the children differentiate sexual harassment, and build a better understanding of sex education

## PRODUCT REVIEW

Negative feedback: This game may go either way

- ✖ What if people intentionally misuse the game to educate children the opposite way?





# TikTok was facing sanctions

- We should be extra careful in touching sensitive topics



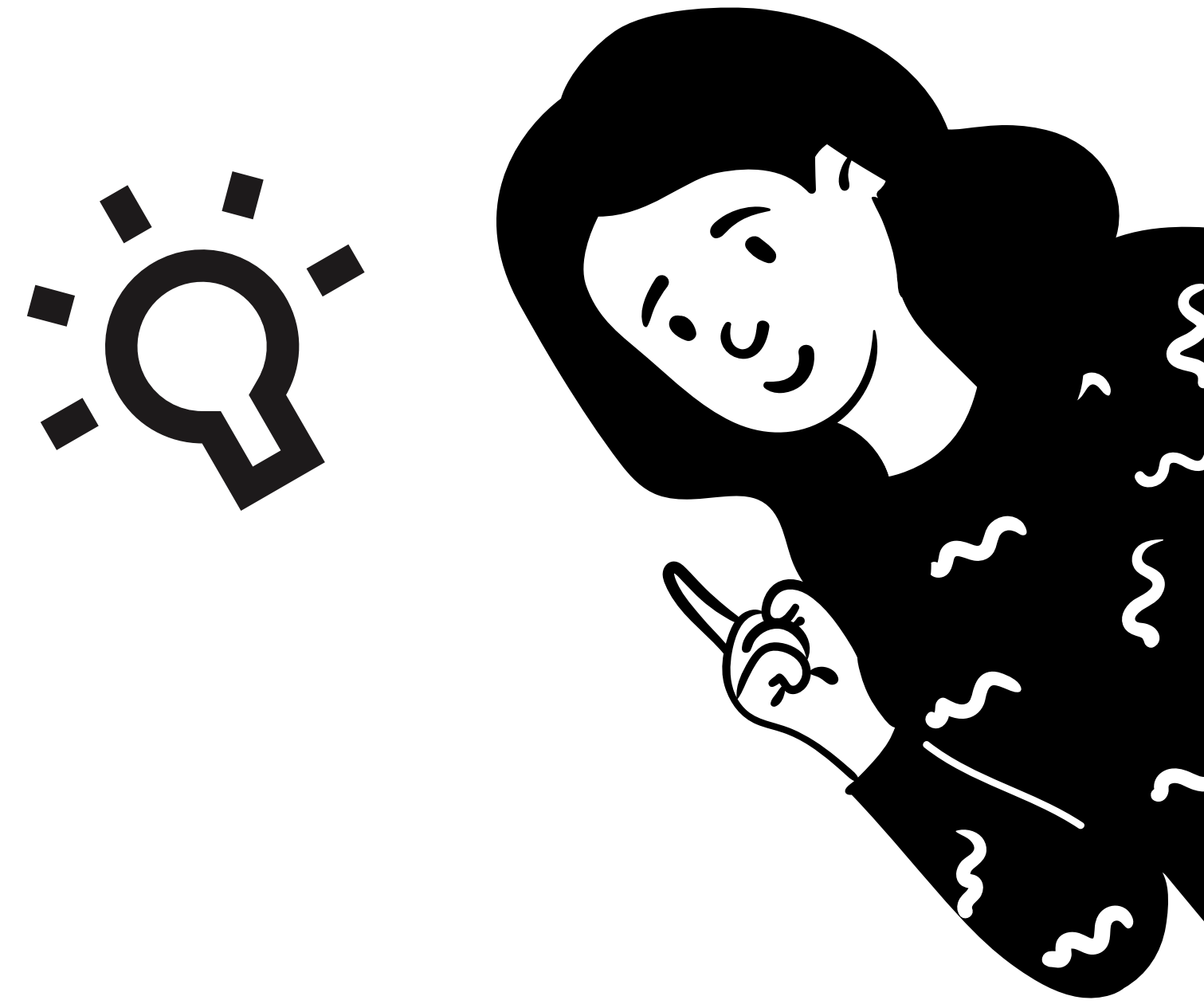
## PRODUCT REVIEW

We made the hard decision to  
not launch the game



PRODUCT REVIEW

But this is not the end!



A SECOND LIFE

# Protect the Fish: environment protection educational game

- Technical settings
- Game flow
- Idea



REUSE THE IDEA

Launched!

120k players, 1.5 million views

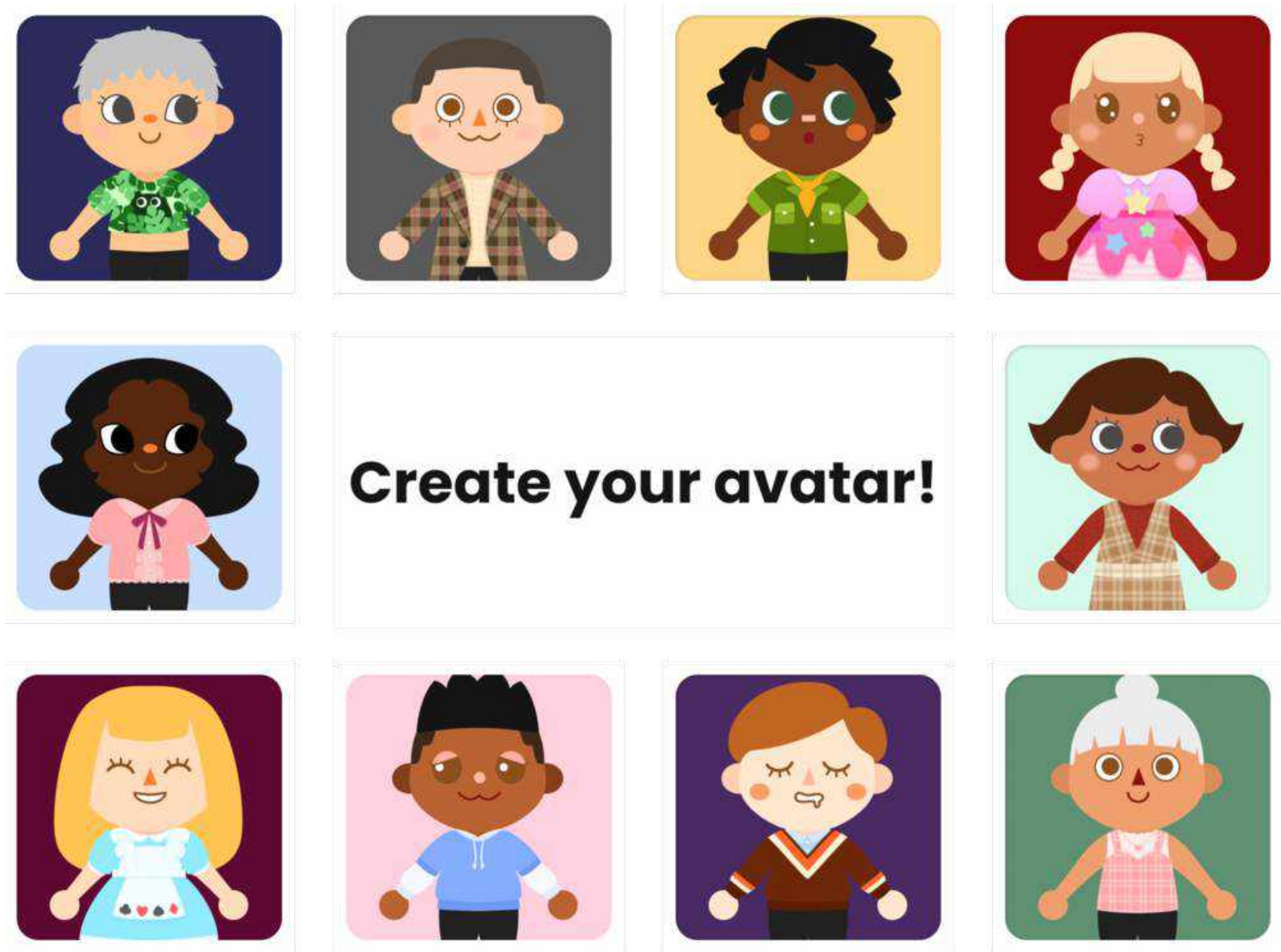




## 05 Reflect

POSSIBLE NEXT STEPS

# Inclusive avatars

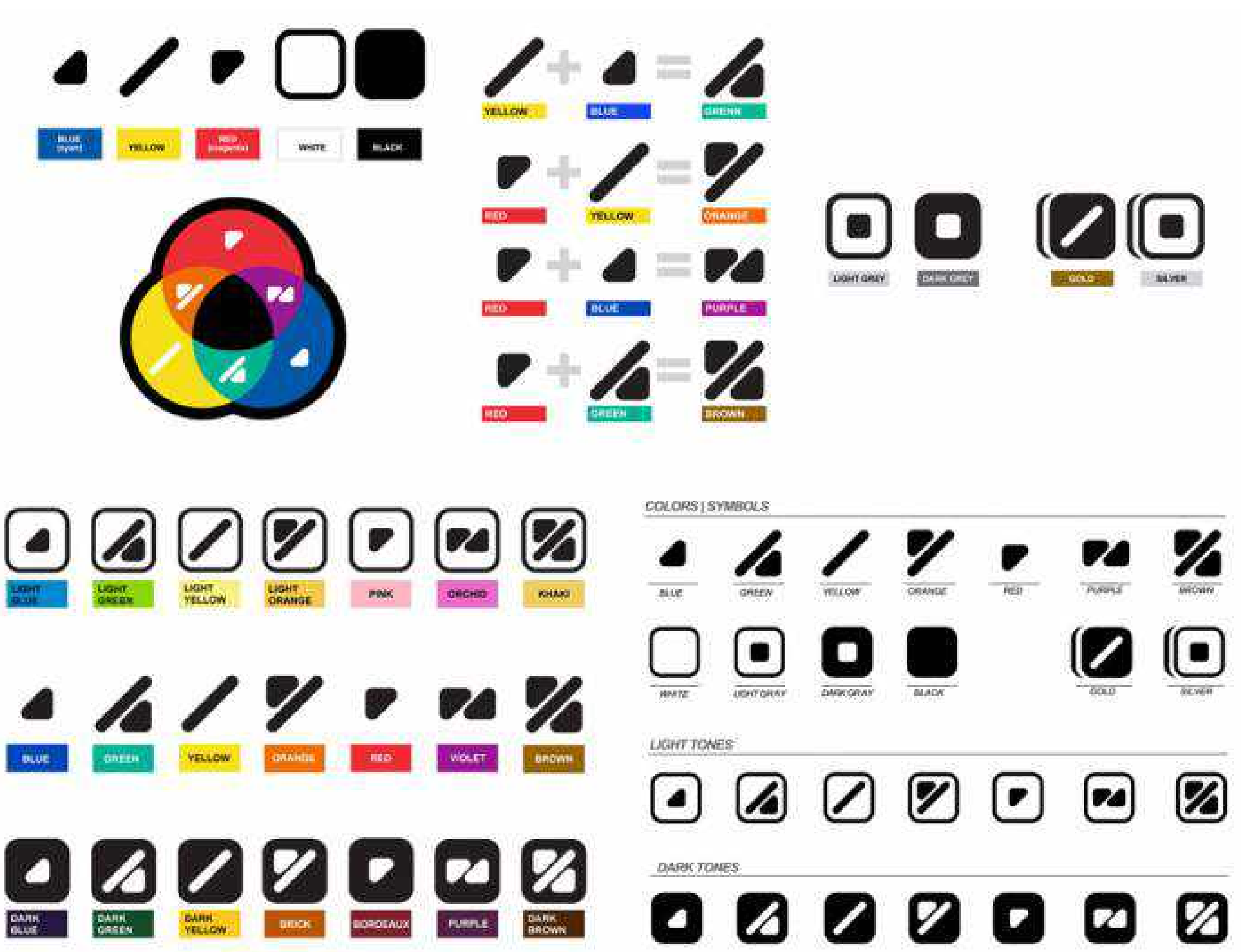


SOURCE: ANIMAL CROSSING

POSSIBLE NEXT STEPS

# Accessibility Design

- Uno color blind-friendly design example
- Multiple ways to pass important information



SOURCE: UNO GAME