

# Healing seed

7aT2

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# Group themes

*Phygital = physical + digital*

Exploring the connection between people and virtual worlds and how people define themselves



How the virtual world could be a link to the real world?



# Background

Living alone is a reality for millions of people worldwide.

Recent studies and statistics indicate that the number of people living alone is rising steadily in many countries.

Here are some noteworthy figures:

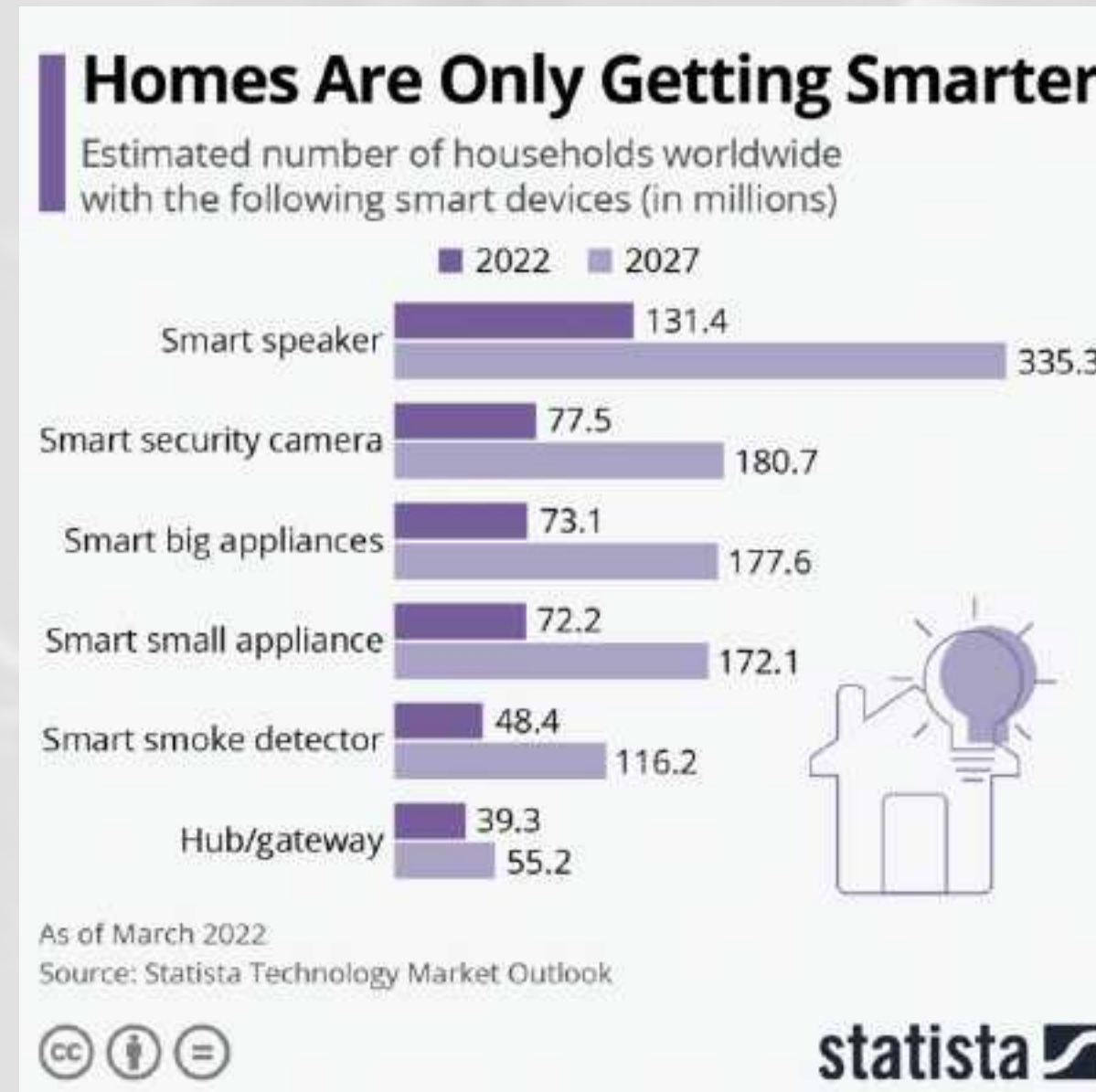
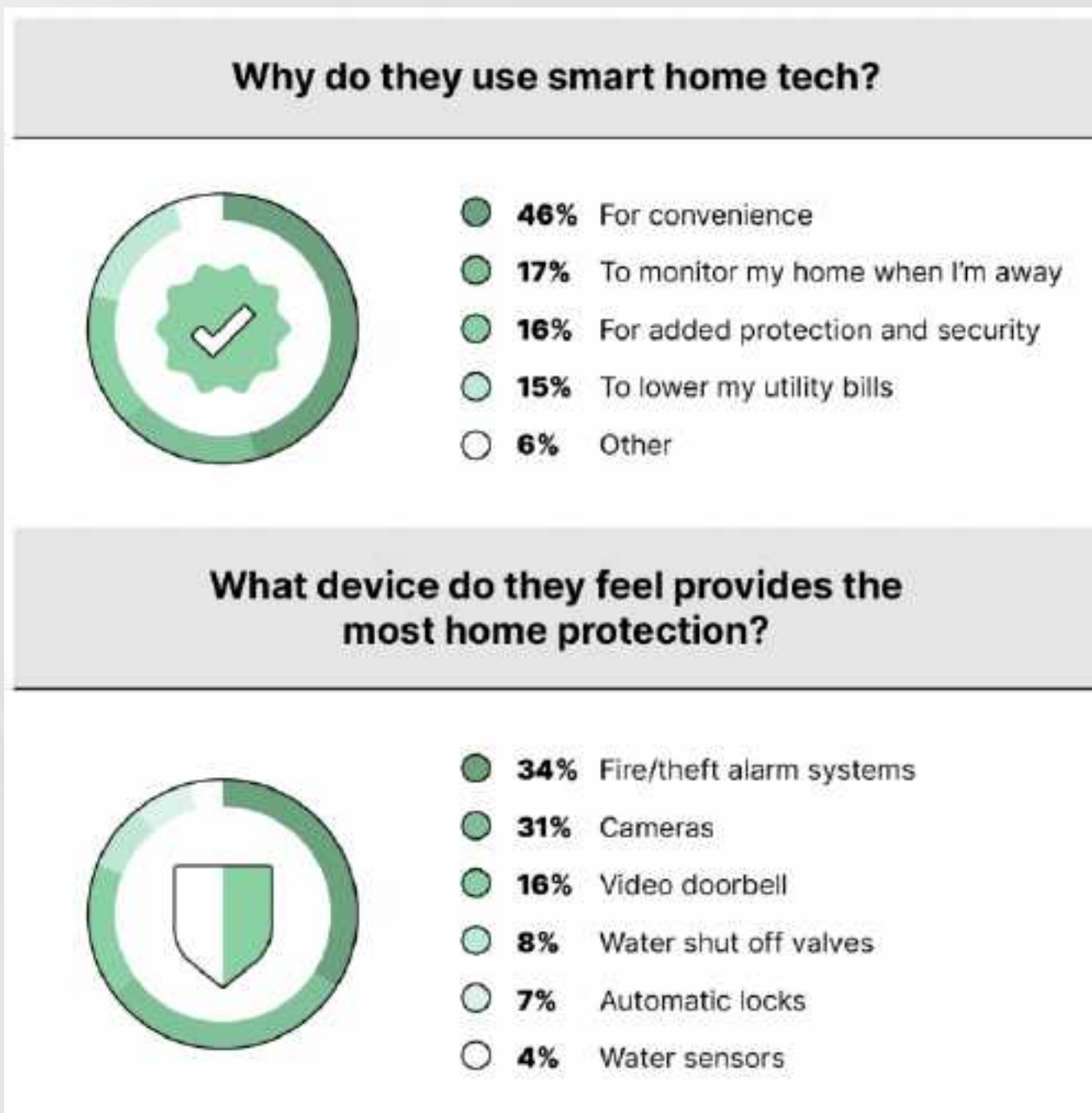


- In the US, the Census Bureau predicts that by 2020, nearly 28% of households will consist of individuals living alone, a trend that has been on the rise for several decades.
- In the UK, approximately 8 million people, or almost one-third of all households, live alone as of 2019.
- In Japan, it is estimated that by 2020, 35% of households will be occupied by individuals living alone, a figure that has been increasing over the past few decades.
- In China, the number of elderly people living alone is expected to reach 37.22 million by 2030.

# User / Trends Research

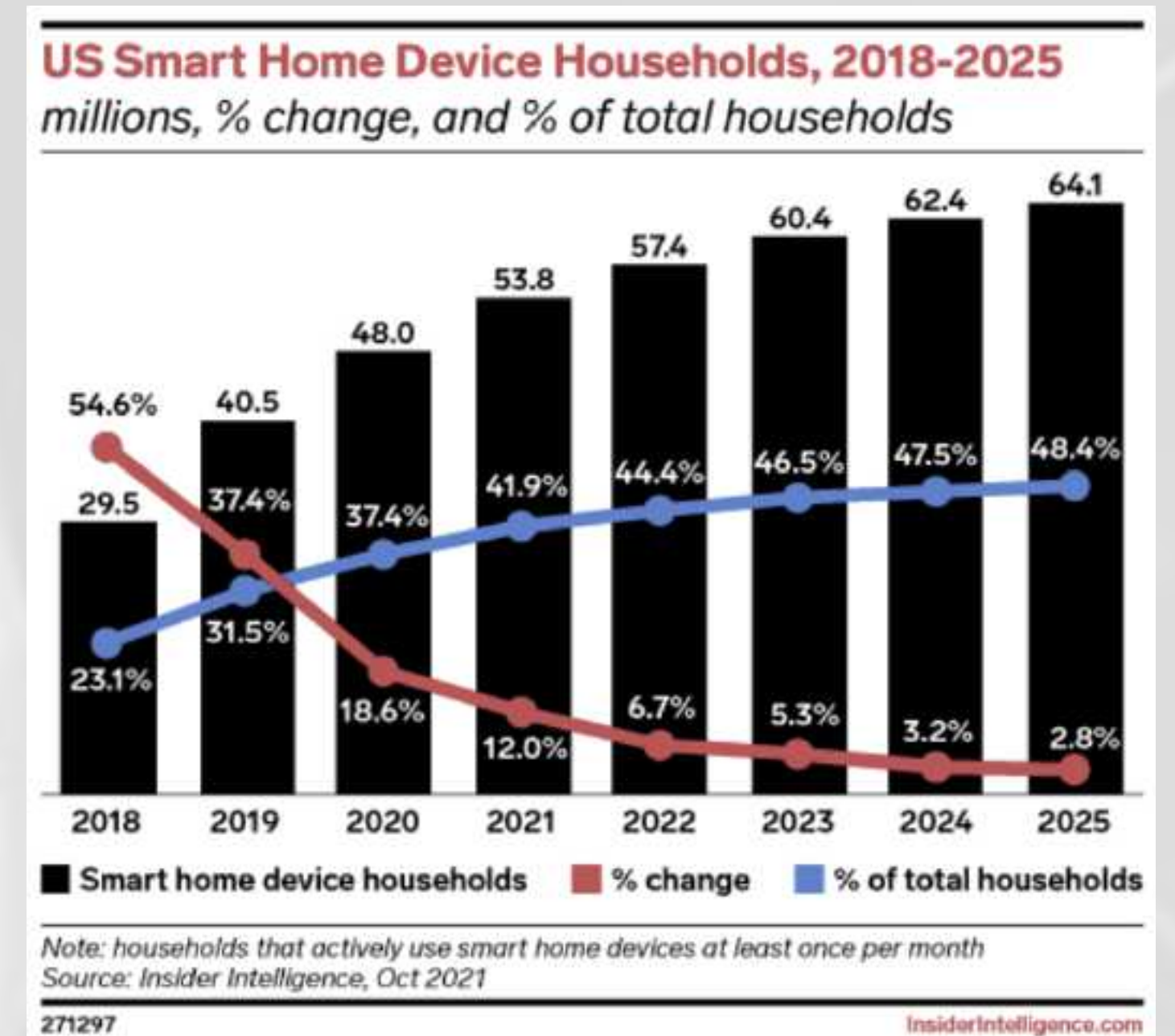
Main User:

1. People living alone
2. Young people at work
3. Older people



To help understand the motivation behind the rise in smart home purchases, we surveyed 1,000 smart tech users across the nation on what smart home devices they use and why. Here's what we uncovered.

Convenience is the most significant factor in smart home device usage across all demographics (46%)



KEY STAT: About 60 million US households (46.5% of all US homes) will use smart home devices by 2023, more than double that of 2018.

With the increasing quality of smart homes and the influence of covid-19, more and more families are willing to use smart homes to enhance their quality of life. We therefore use the smart home as an entry point and combine it with digital things for design.

# Design goals

A virtual plant that listens to what people want and say 🏠

Spiritual catharsis + support

- A strategy for tackling loneliness

It does not need to be watered, everyday people tell it a story, it grows through sound waves and people's negative energy is its new fertilizer.

- Platform:

Electronic screen , 3D projection (combined with smart home)

- Entertainment and social functions:

Combined with filters on the mobile phone, it is easy for people to show their virtual plants on social media platforms ✨

# Methodology

We observed the plant growth, from bloom to decay, and we will use this process as the way our virtual plant grows.



# Reference works

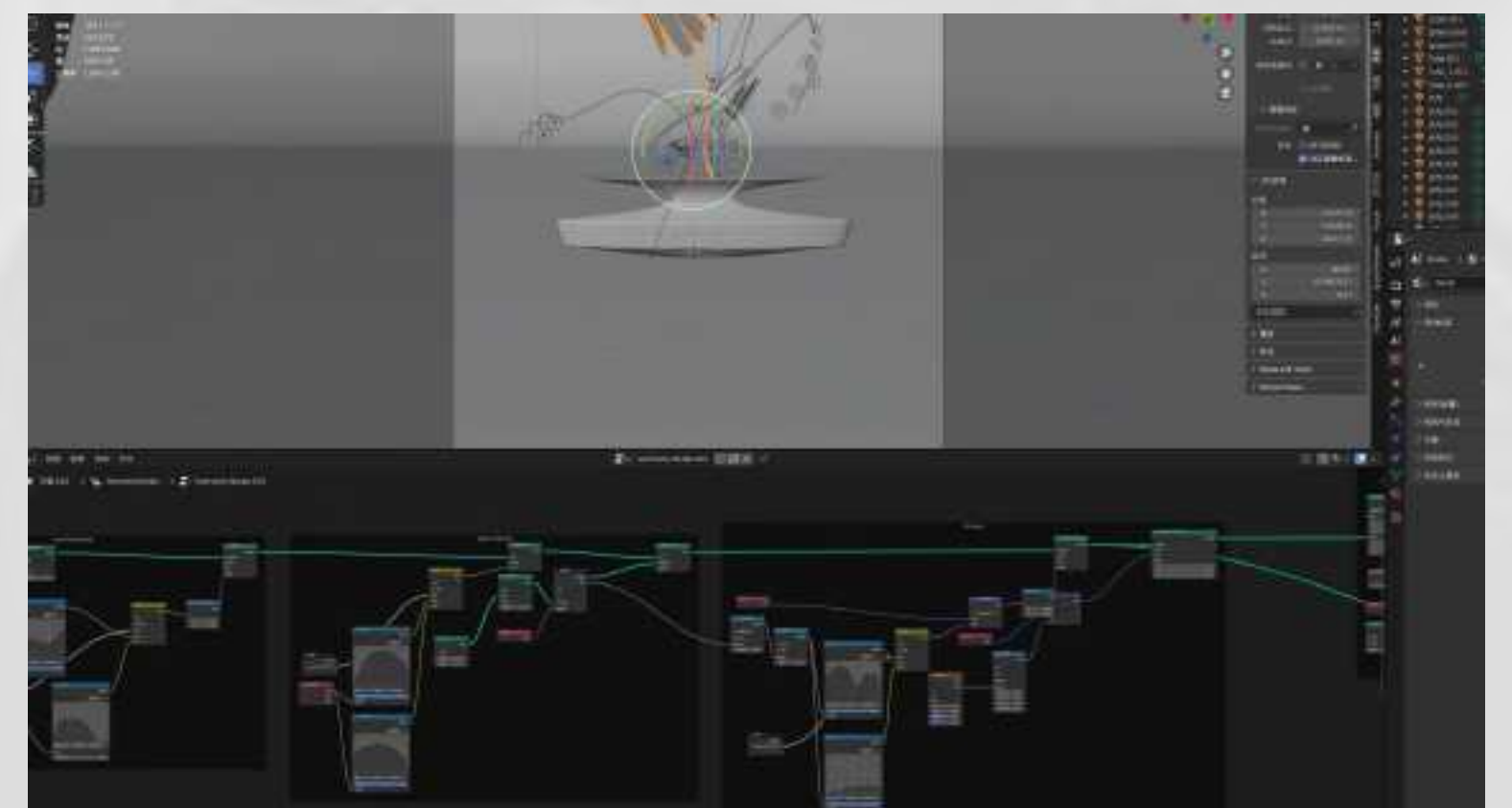
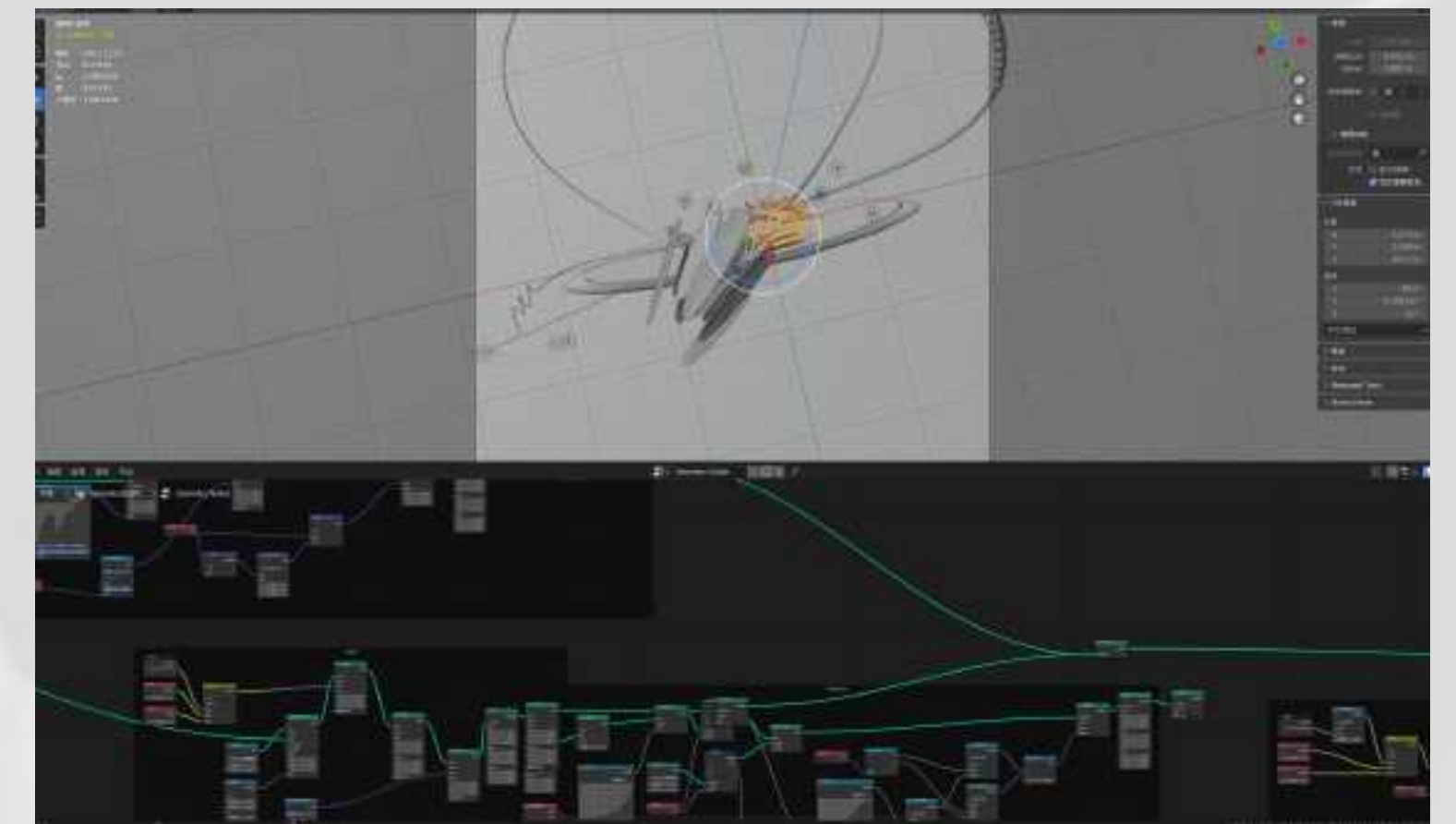
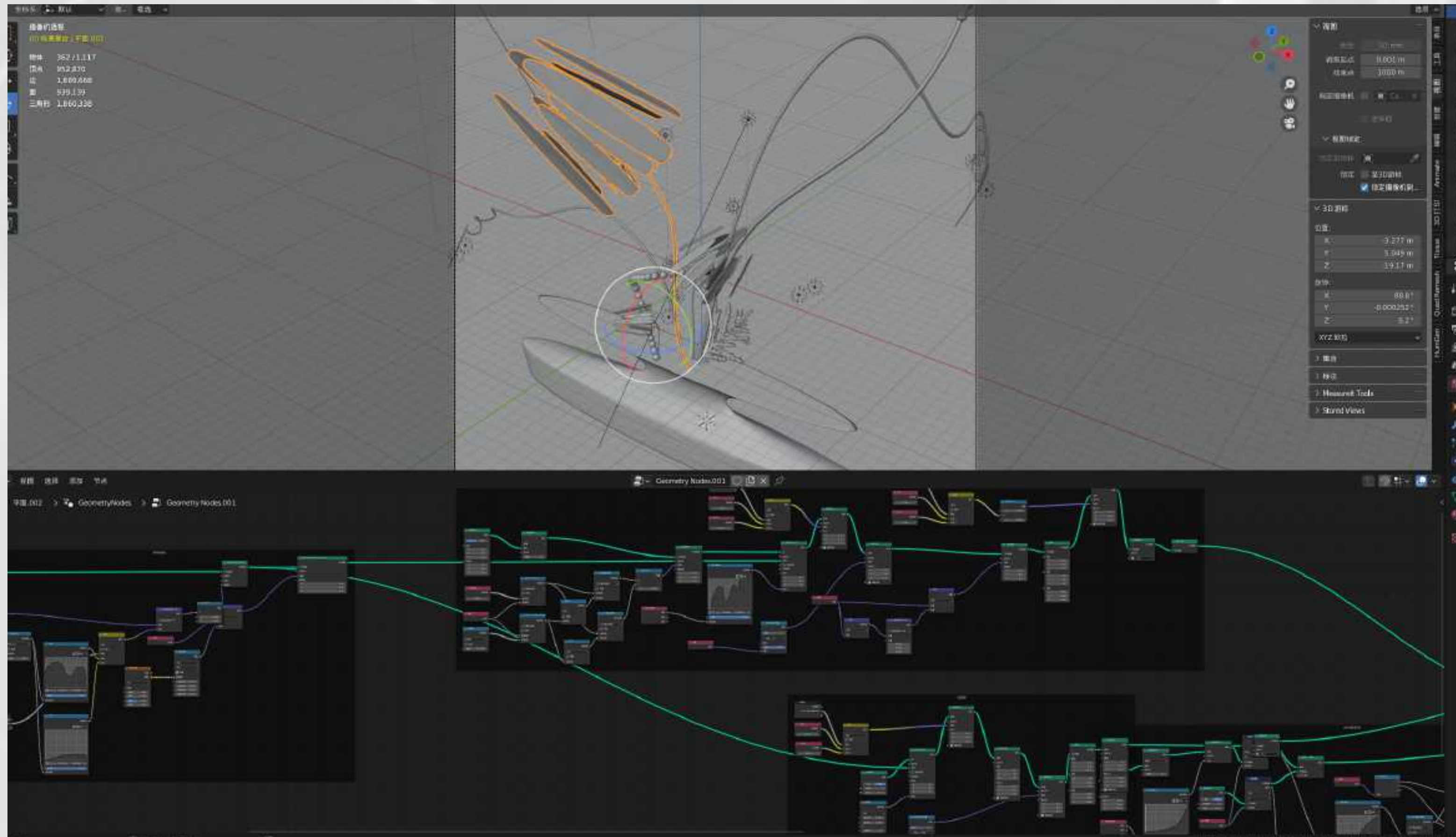


Style reference



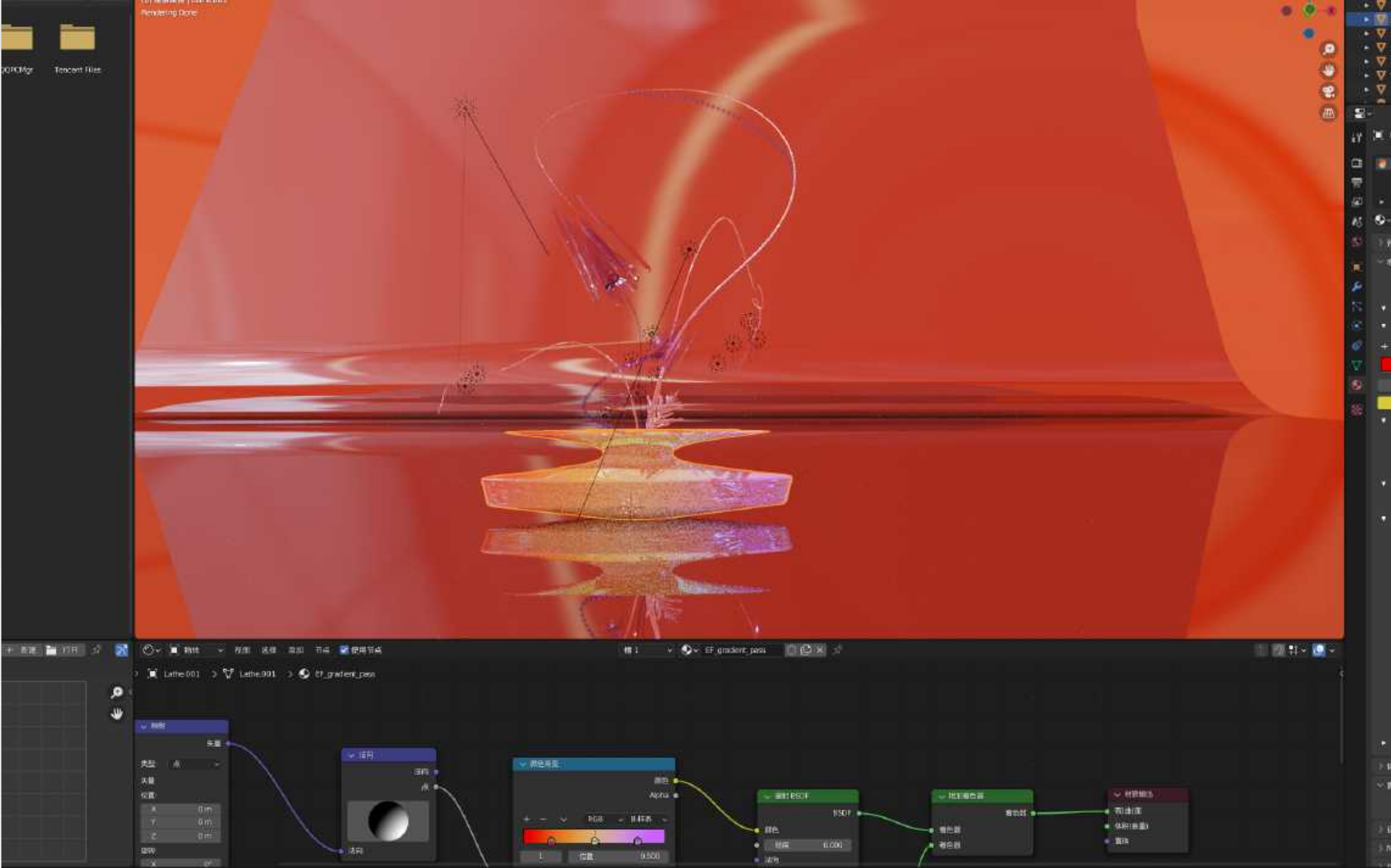
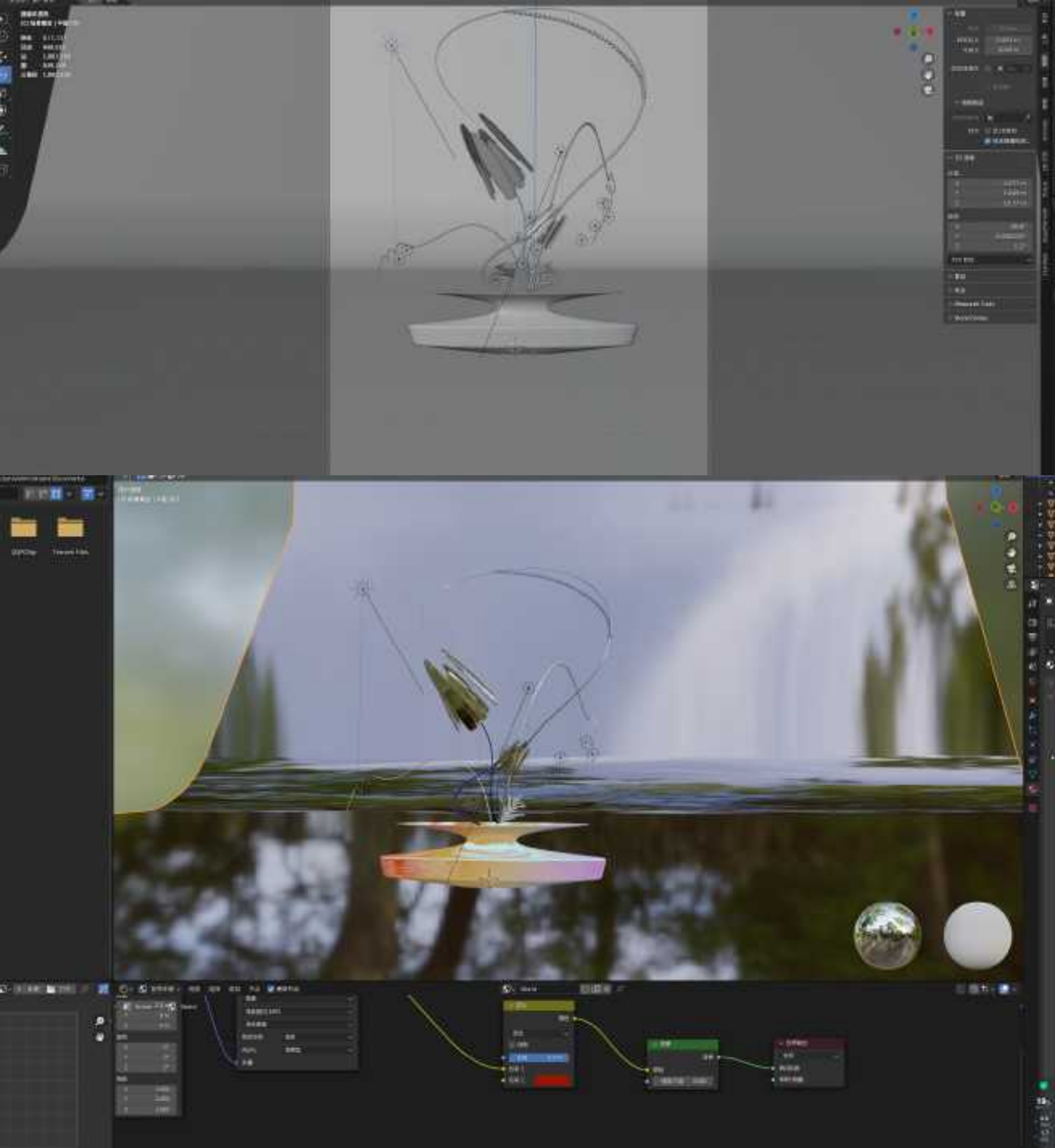
Texture experiment

# Production process





# Production process



*Final Output*

← *Before  
bloom*

*After  
bloom* →

