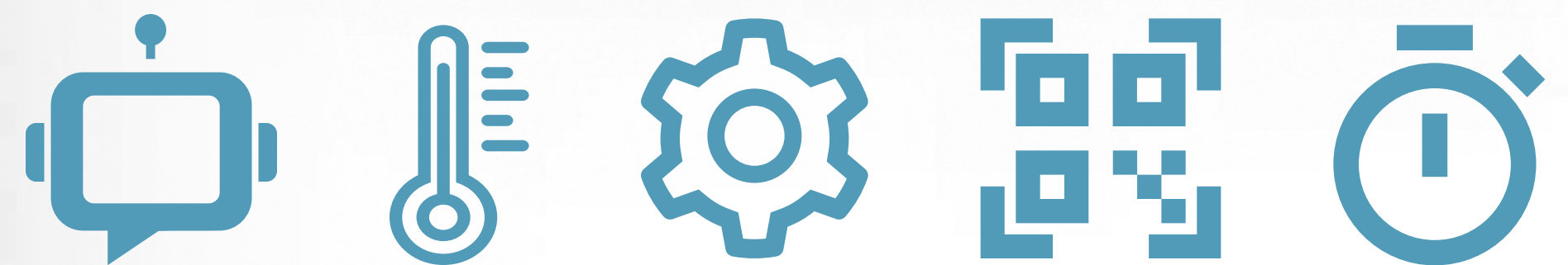
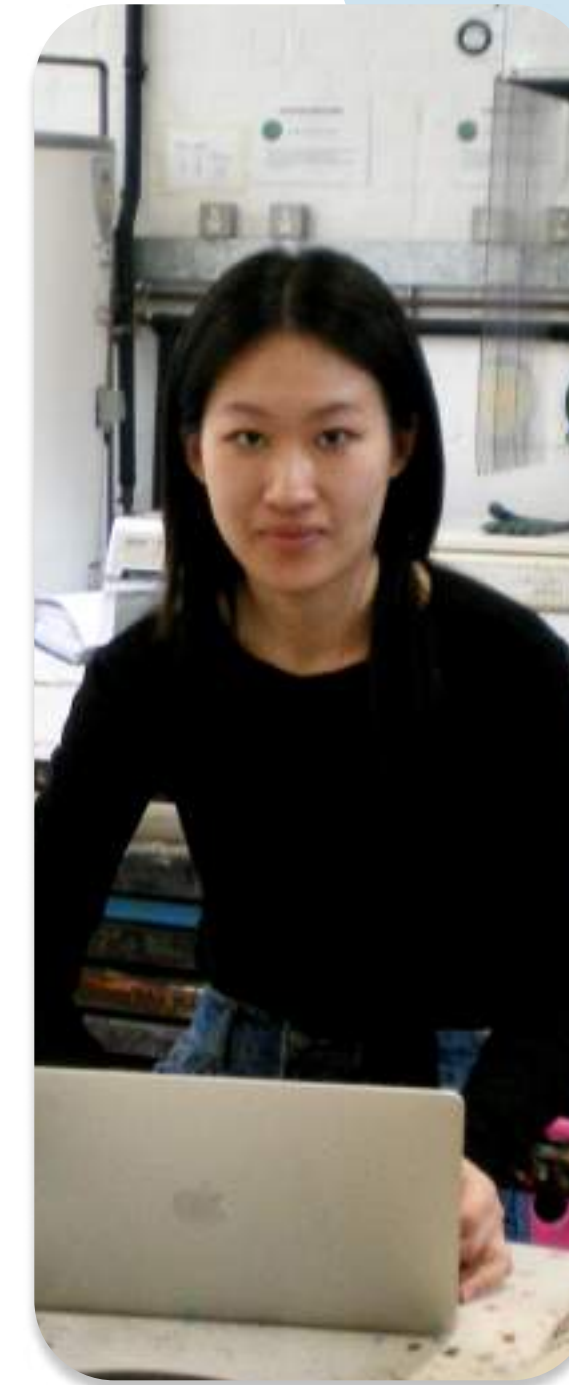




The Ornamental Fish Farming Revolution

Making family fish farming easier with technology.





About us

Team Member : Mingxuan Chen; Xiaolong wang; Yiqing Liu; Haoting Wu
We come from Service Design, Design Futures, Design Products, and Textiles, respectively.

Our story

Within the digital realms of AcrossRCA, we brought to life an innovative smart aquarium design, showcasing the spirit of unity and creativity that thrives among us.

Common problems

Common problems in the process of raising ornamental fish have prevented users from fully concentrating on enjoying the wonderful process of raising fish. However, the market for ornamental fish is expanding day by day, so the demand for users to raise ornamental fish is also expanding.

01

Diagnose and treat

Ornamental fish diseases cannot be quickly diagnosed and treated due to the lack of offline expert doctors.

03

Knowledge

There are many types of ornamental fish, making related knowledge such as feeding and water changes complicated and difficult to find.

02

Water quality

Unstable water temperature and quality can affect the health of ornamental fish, especially new members.

04

Psychological frustration

The many difficulties of raising fish turn the owner's joyful expectations into increasingly serious psychological frustration.



Passionate

Living alone

Sensitive

Movement

“ In the rush of the day, find solace in the subtle ripples of life. Cherish the silent companions that grace your solitude, making every moment at home a testament to tranquility and simplicity. ”

May Smith

 32

 maysmith11@gmail.com

 London

 Product Manager

 £4,400/y

Habits

- Meditation
- Journaling
- Curating
- Rearranging
- Gardening
- Minimalism

Type of fish

- Neon Tetra
- Guppy
- Betta Fish
- Discus
- Angelfish
- Koi

BackGround

I'm a city dweller, deeply passionate about simplicity and serene living. My tranquil aquatic companions at home are my solace.

Aim

My aim is to build a peaceful sanctuary with my fish, offering a tranquil escape and a touch of nature's beauty in my urban life.

Problems

- Every time, it's impossible to determine the cause of illness and death.
- Completely unaware of the measures needed to be taken after fish become sick.

How might we

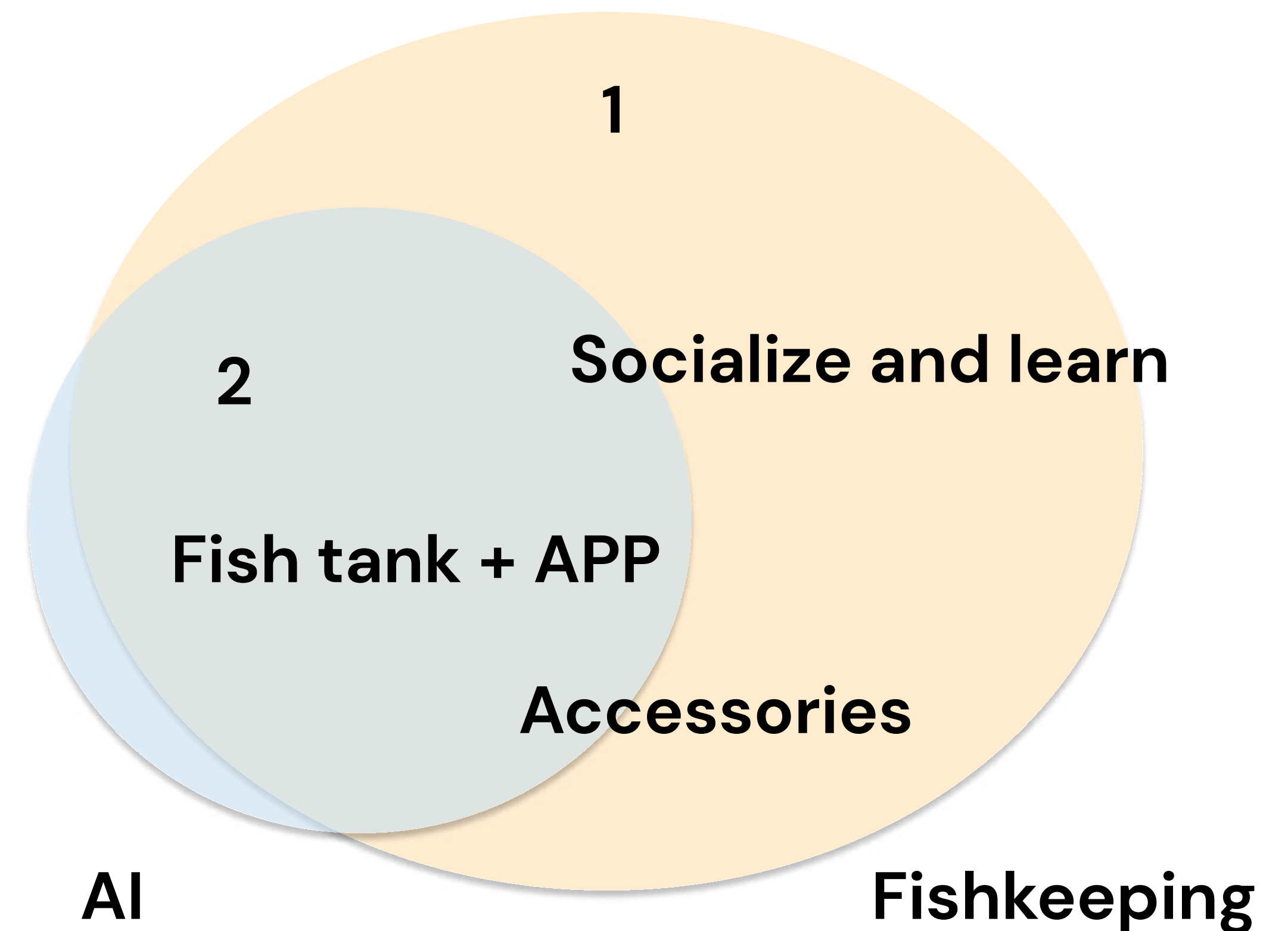
Through our research and Interview, we try to build an connection between AI and family fishkeeping.

1. Help solve common problems that people tend to have when raising fish at home.

2. Let people use and adapt to AI in their lives

Strategy

Hellofish is a brand company that helps people raise fish at home, including fish tanks, supporting APPs, peripheral designs, etc. And use AI to analyze and provide suggestions for problems that may be encountered when raising fish, making family fish raising easier and more enjoyable.



Function

01 AI medical diagnosis

Use artificial intelligence technology to diagnose fish diseases and provide treatment suggestions

02 Intelligent monitoring

Monitor water temperature and quality in real time, and automatically adjust to the best state

03 Intelligent device

Automatically feed and change water according to the type and quantity of fish, reducing manual intervention

04 Ai services

Ornamental fish database, fish farming services, consultation chat, fish farming records

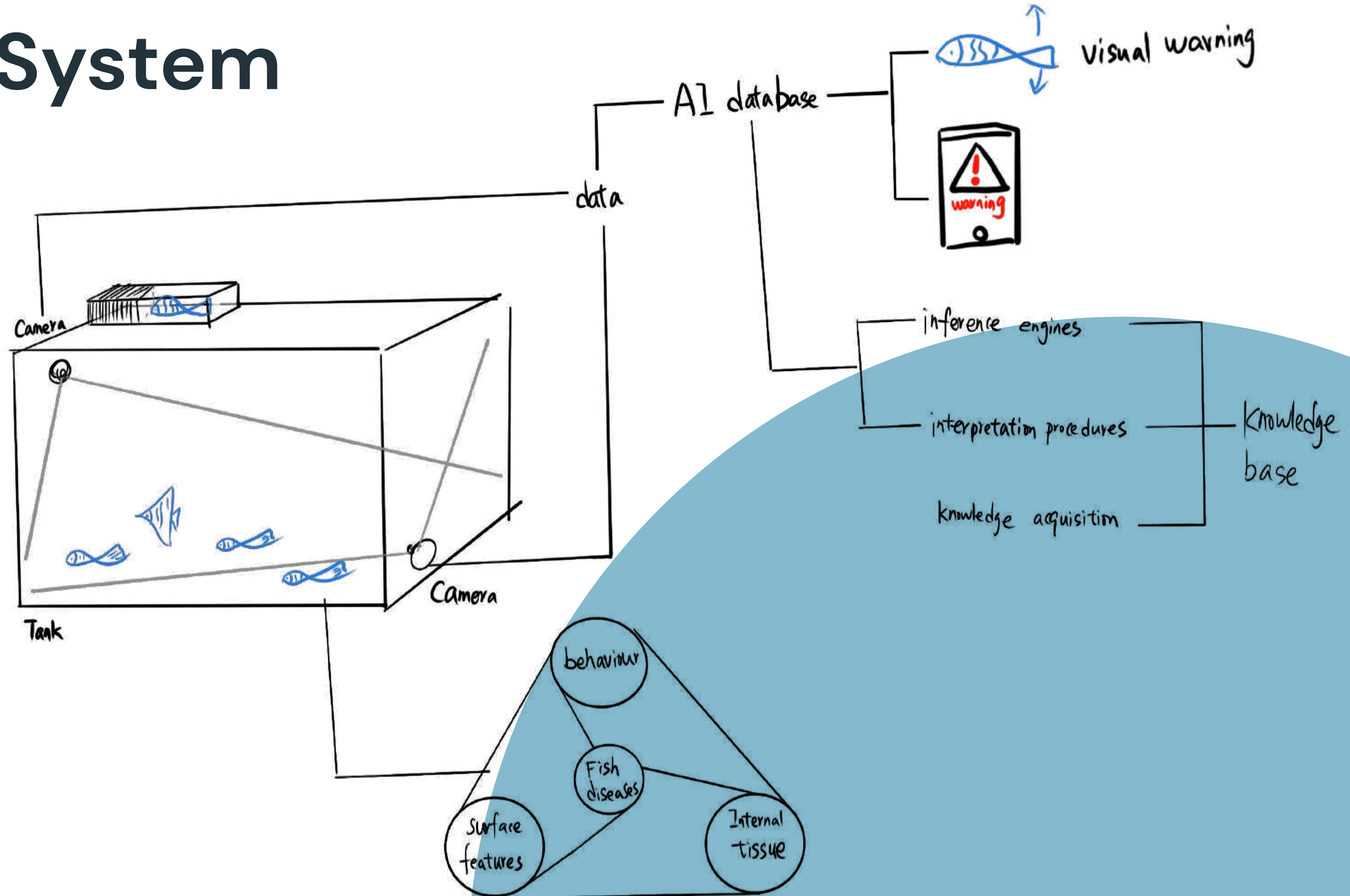
05 Mall

Commemorative significance, sales of peripherals, life record of customized fish

06 Community

A discussion forum for common lovers of ornamental fish farming, sharing fish farming experience, knowledge Q&A

AI System



Our product



Smart Fish Tank

A smart fish tank that can be connected to a mobile phone APP to realize water temperature and water quality detection, scheduled feeding, and camera capture of fish status.

Scenario



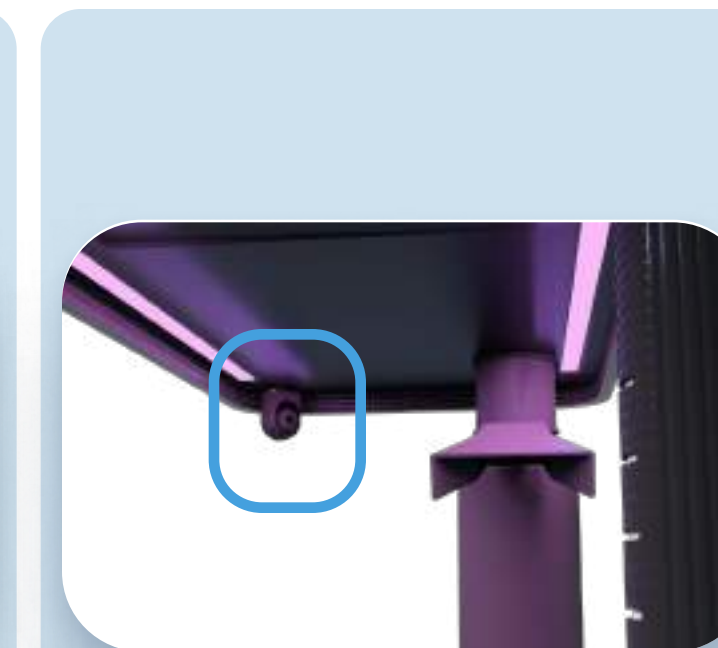
Detail



Water Pump

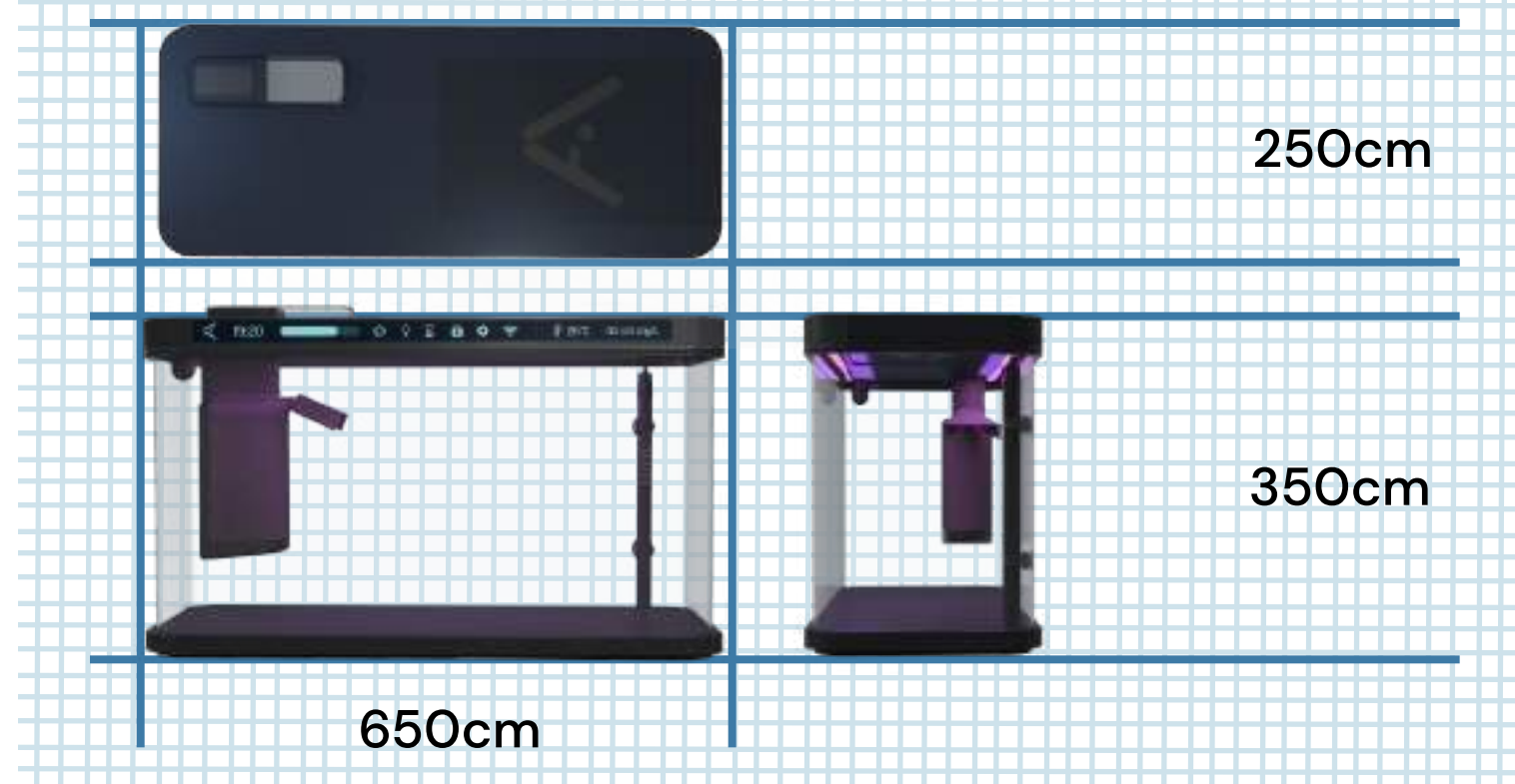


Filtration Device
Air Pump
Automatic Feeder



Camera

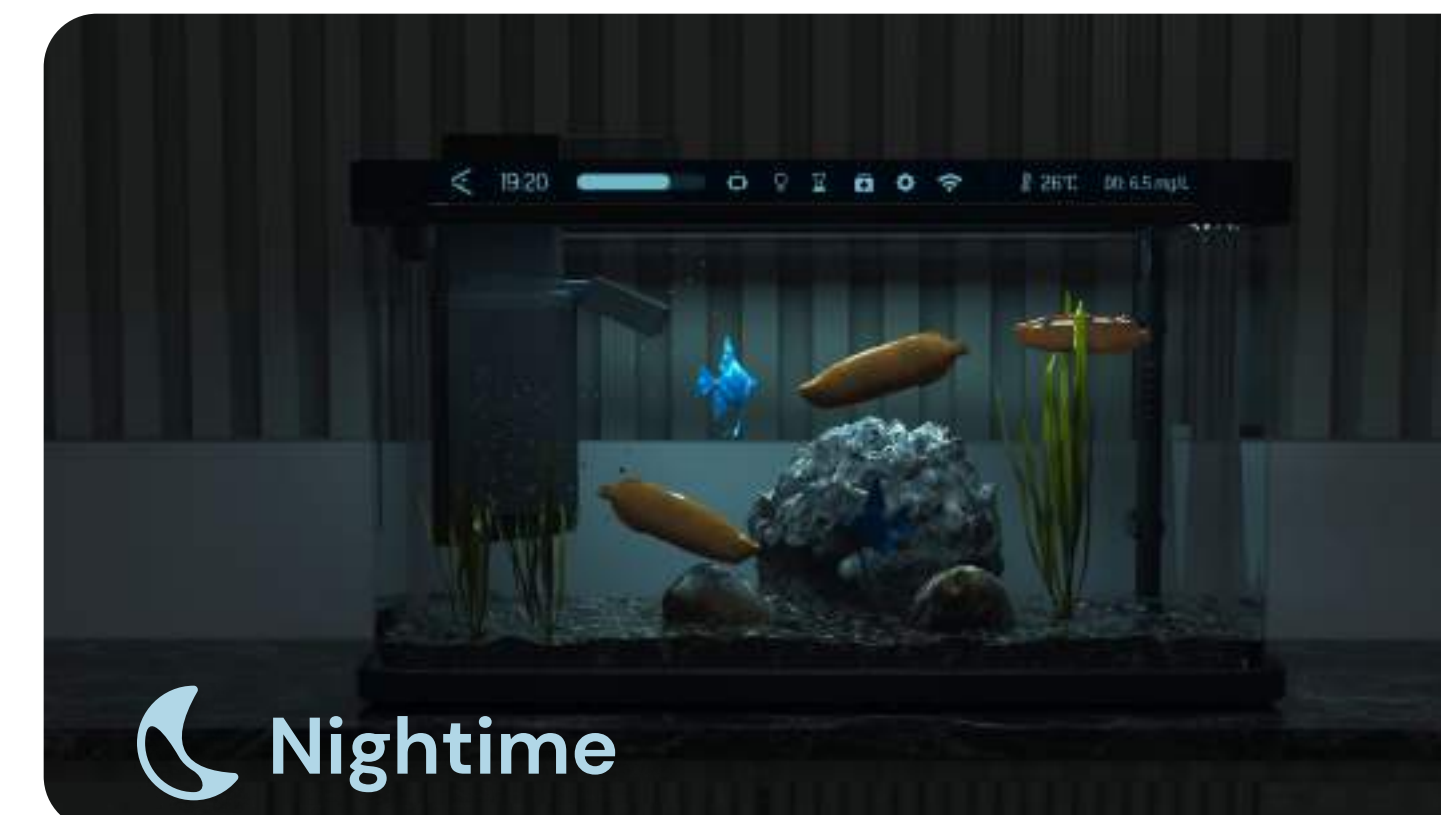
Dimensions



Different Modes



☀ Daytime



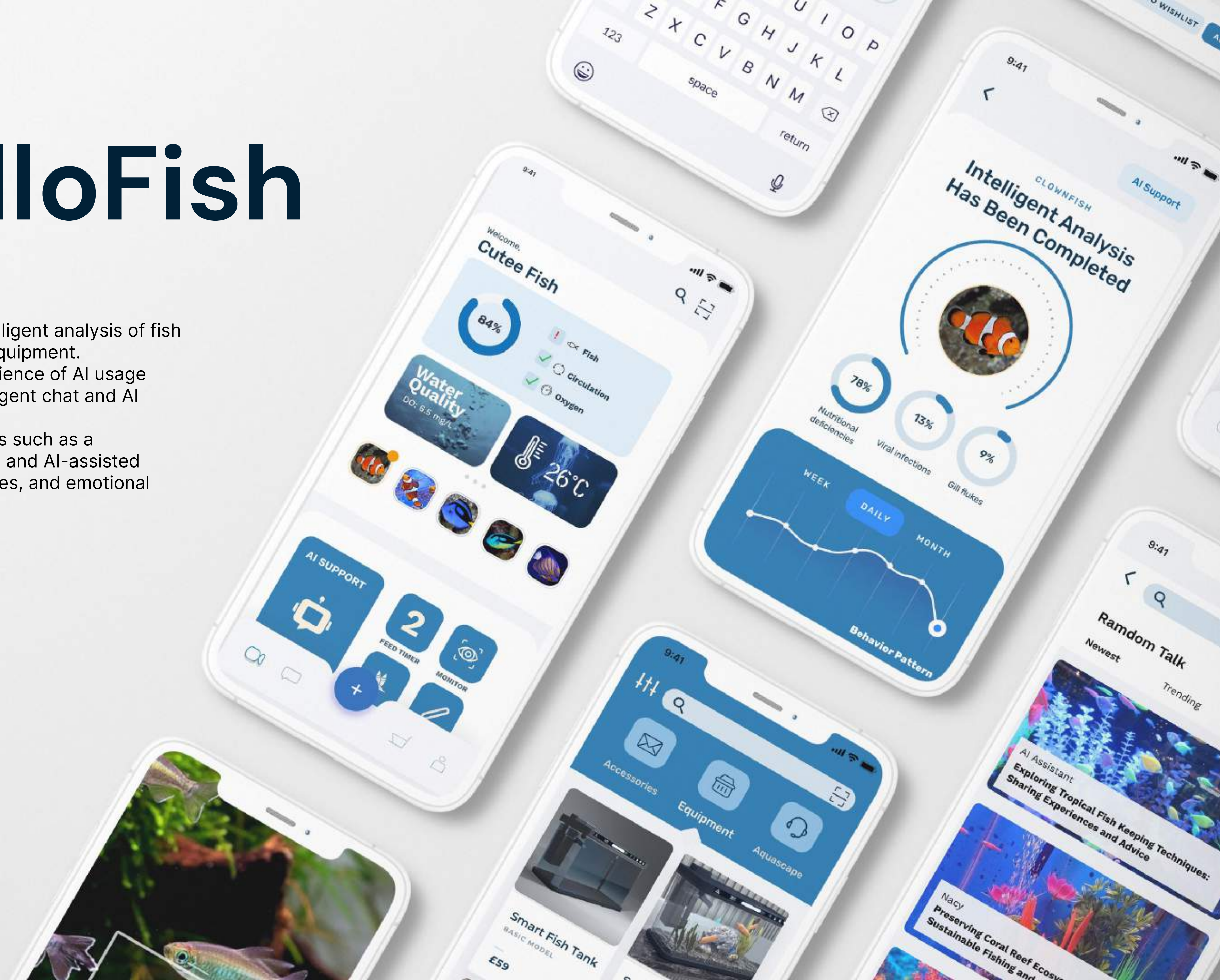
🌙 Nighttime

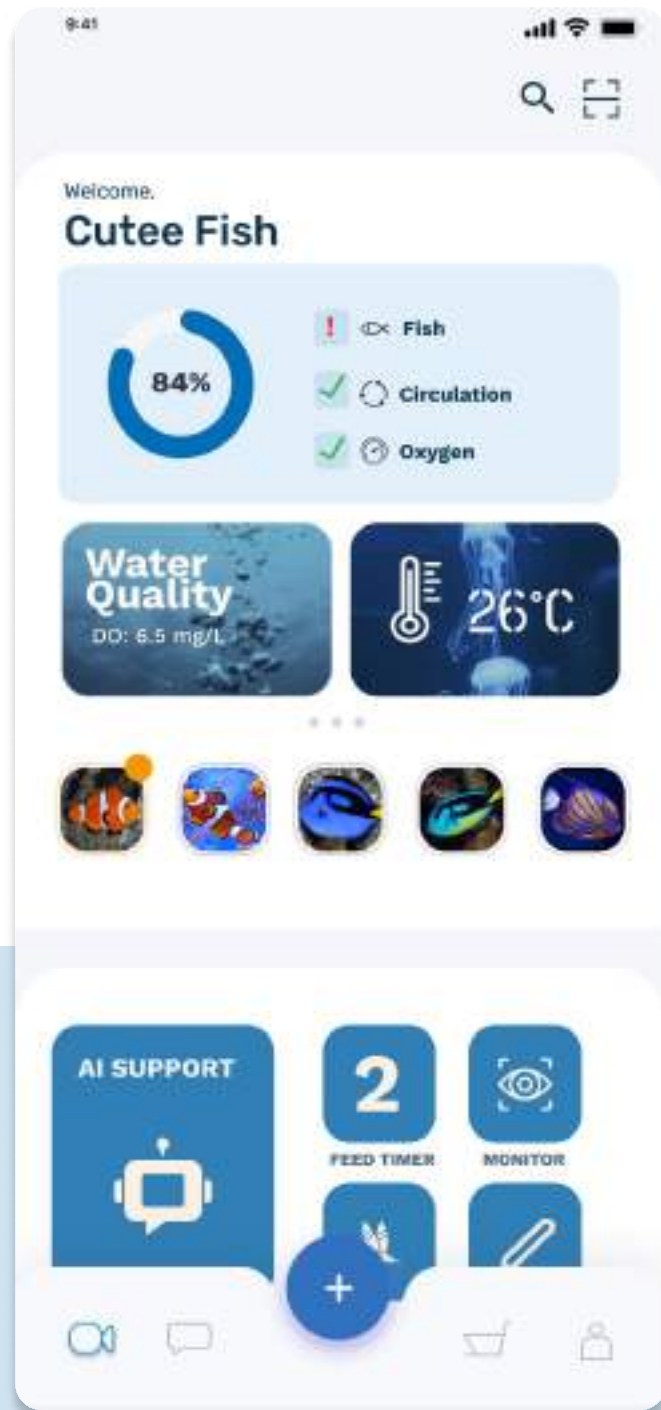
HelloFish

The APP aims to enable AI intelligent analysis of fish by integrating with aquarium equipment.

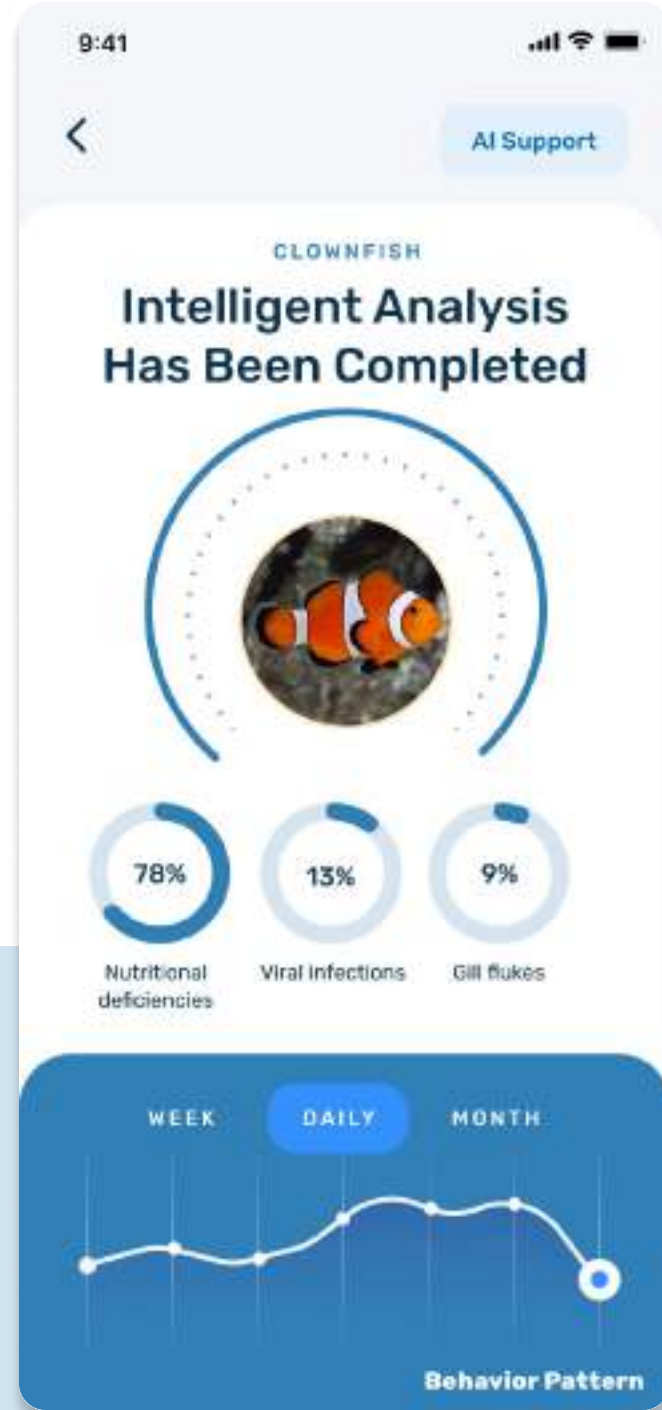
It also enriches the user experience of AI usage and fish keeping through intelligent chat and AI simulated landscaping.

Additionally, it includes features such as a discussion forum, marketplace, and AI-assisted recording to achieve social, sales, and emotional goals.

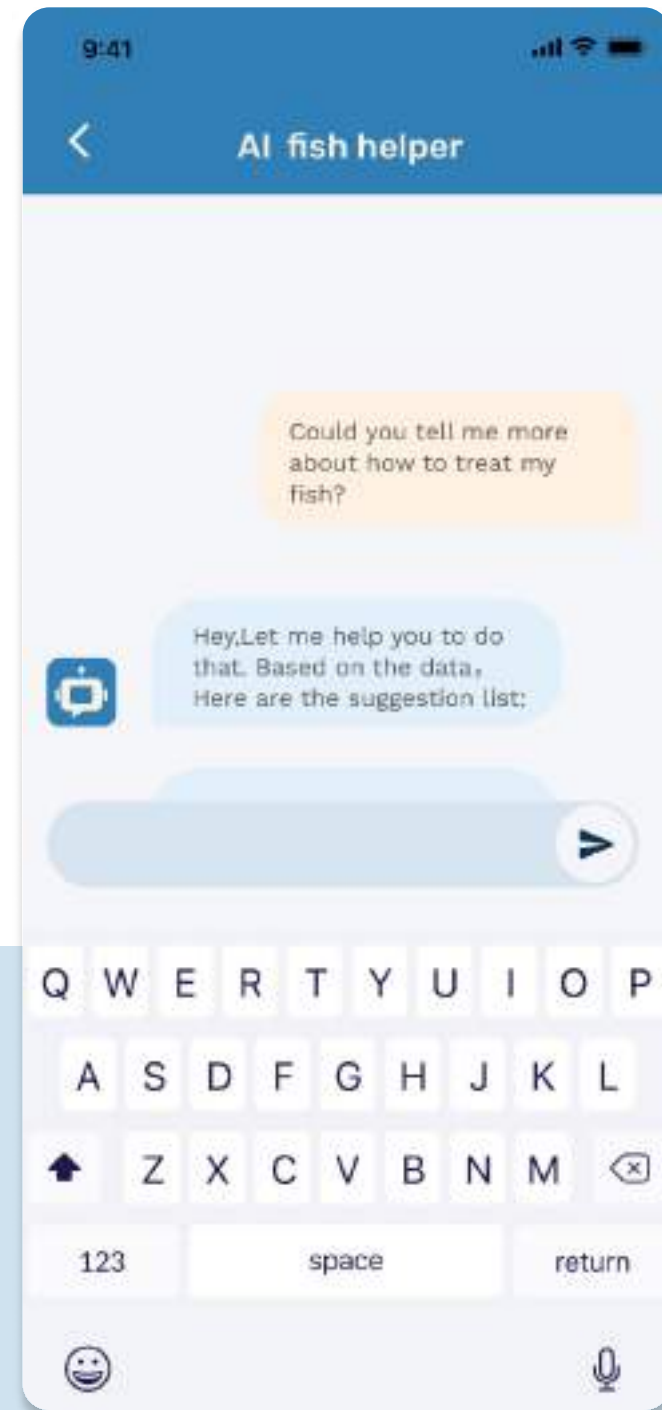




Users can see the condition of their fish. If there are any issues, prompts will be provided.



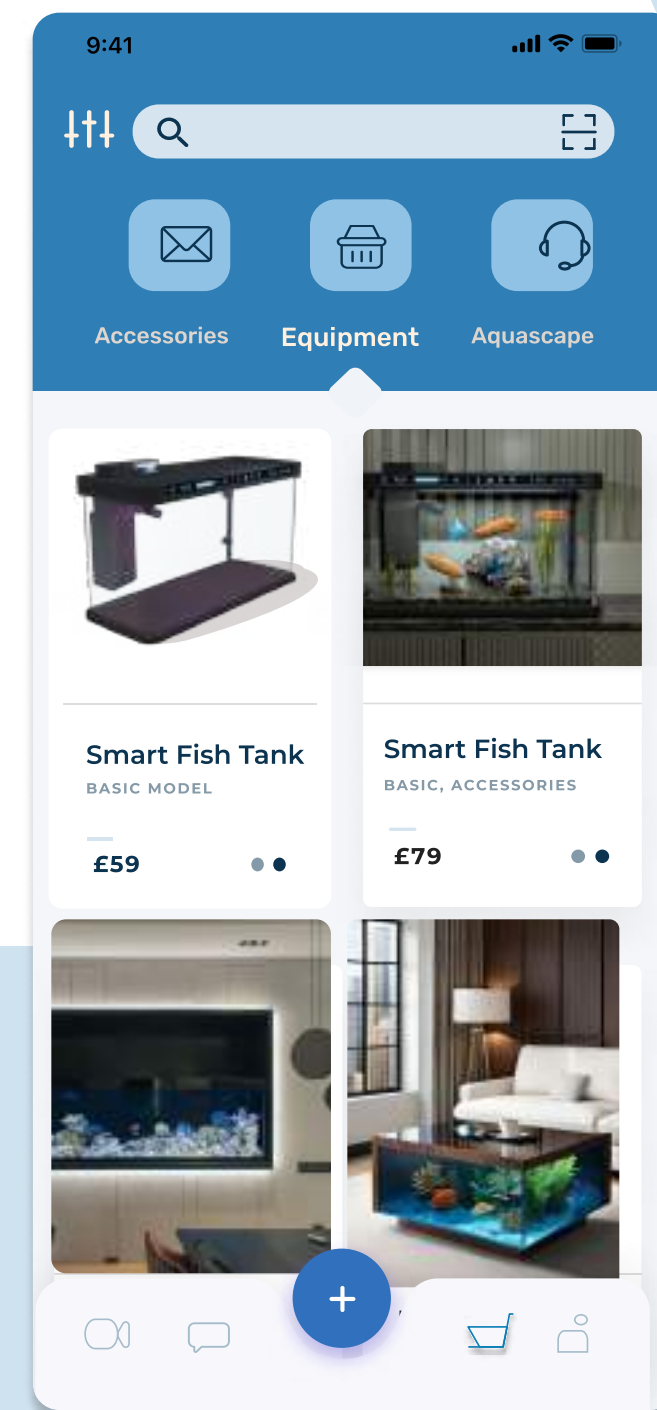
Users can receive further AI analysis and support recommendations.



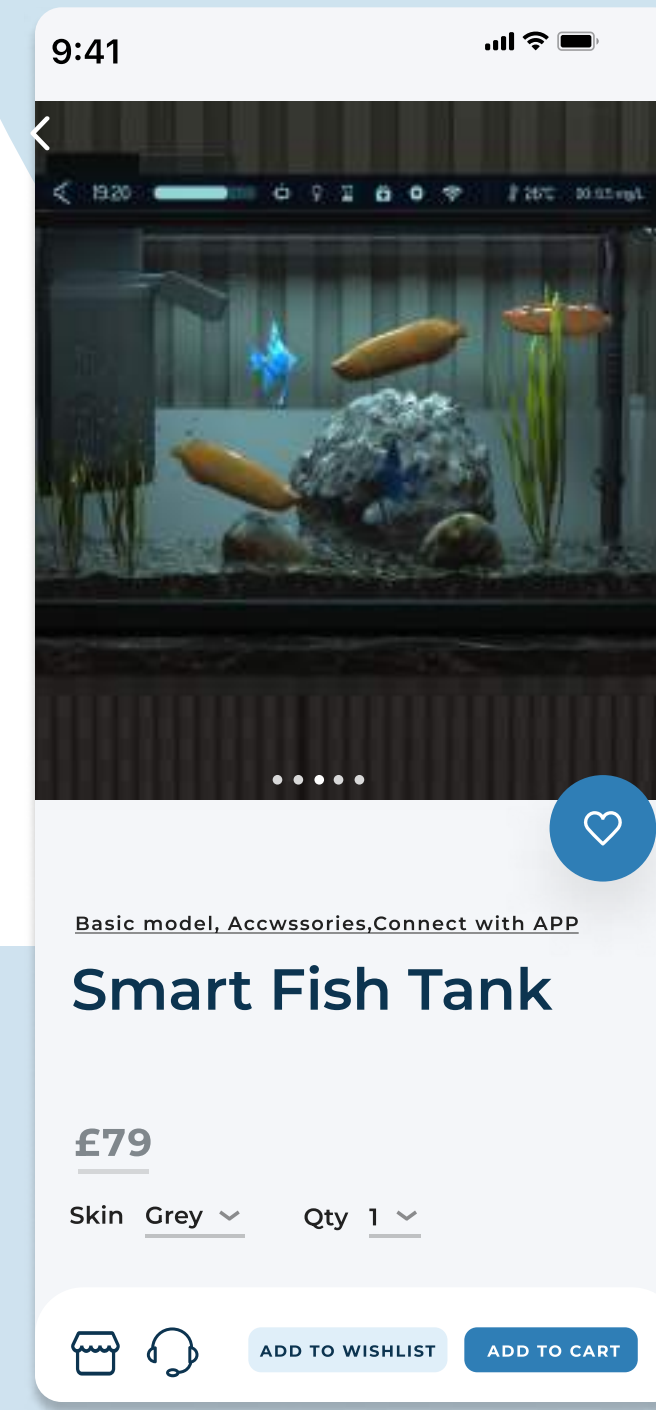
Smart chat with AI.



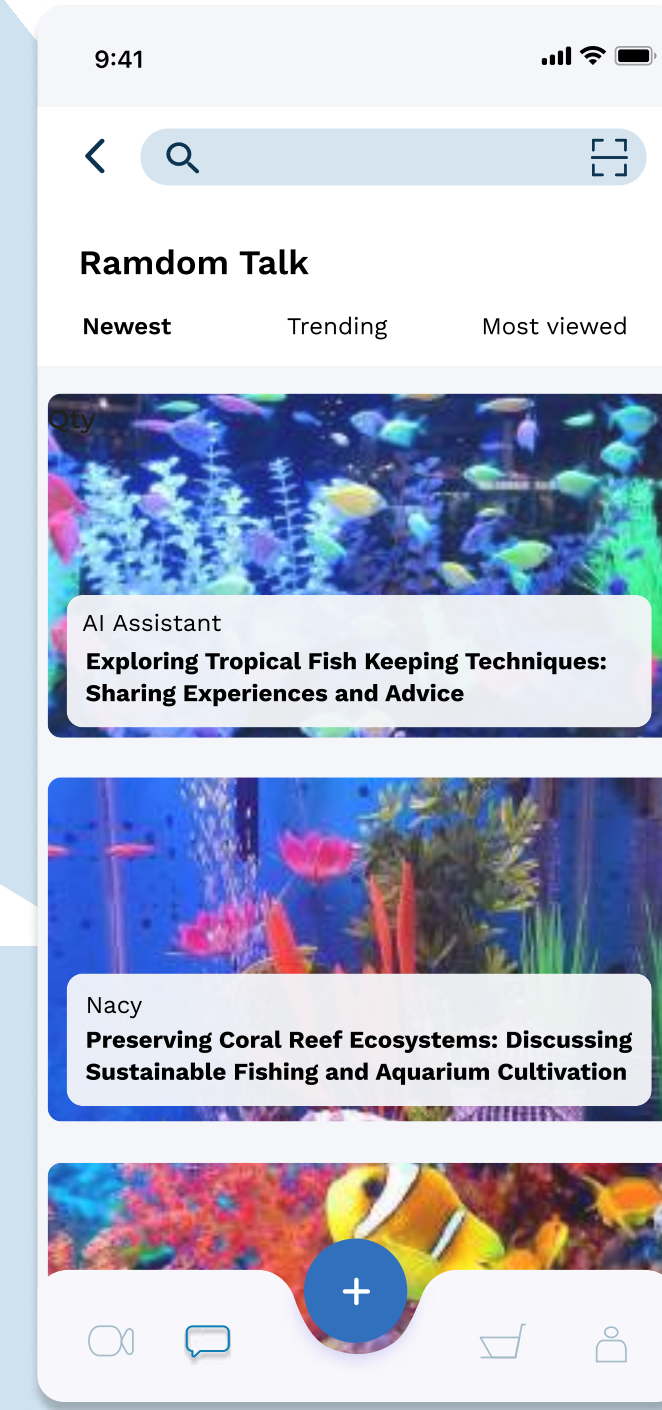
Scan to identify the type of fish.



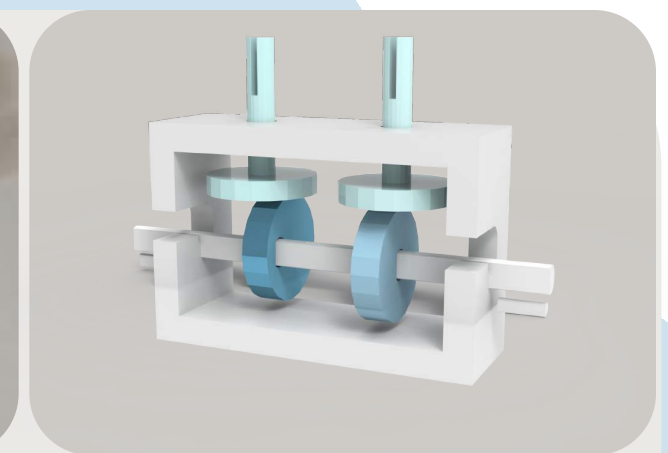
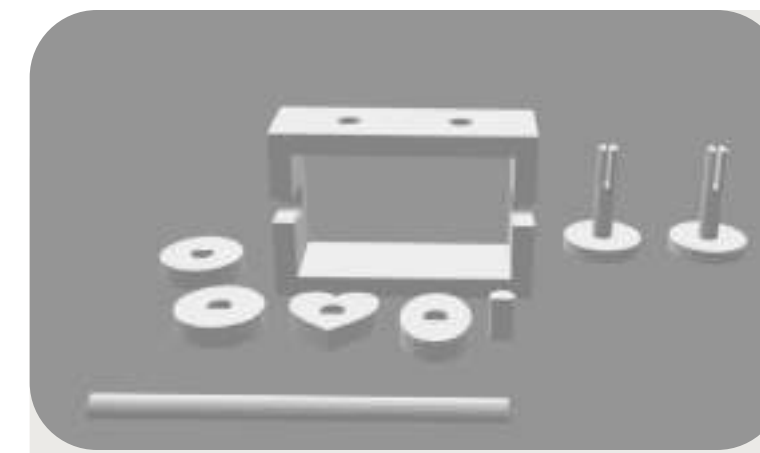
Mall to sell our own equipment, aquascape and accessories



Product details



Forum

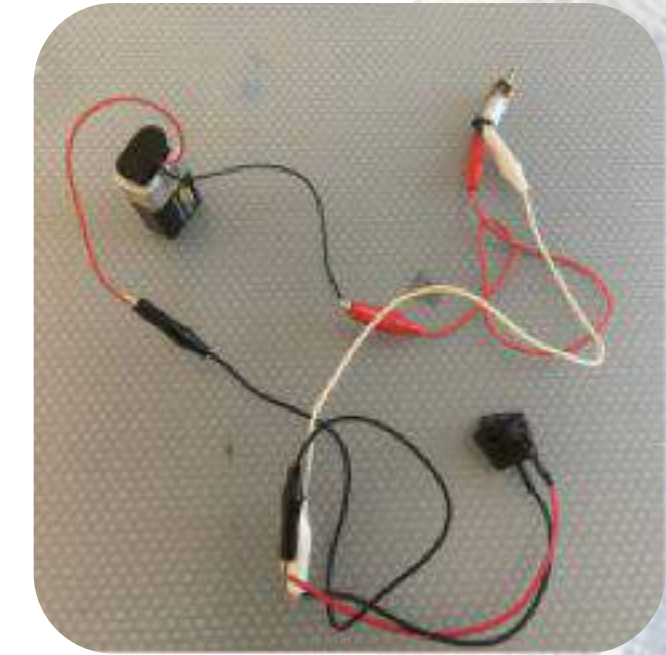




According to the idea is to model up an AI fish keeping system in our team, we were working on designing a fabric cotton filled fish, to be an accessory on the top of the fish tank, which connects to "AI medical diagnosis" function (use artificial intelligence technology to diagnose fish diseases and provide treatment suggestions).

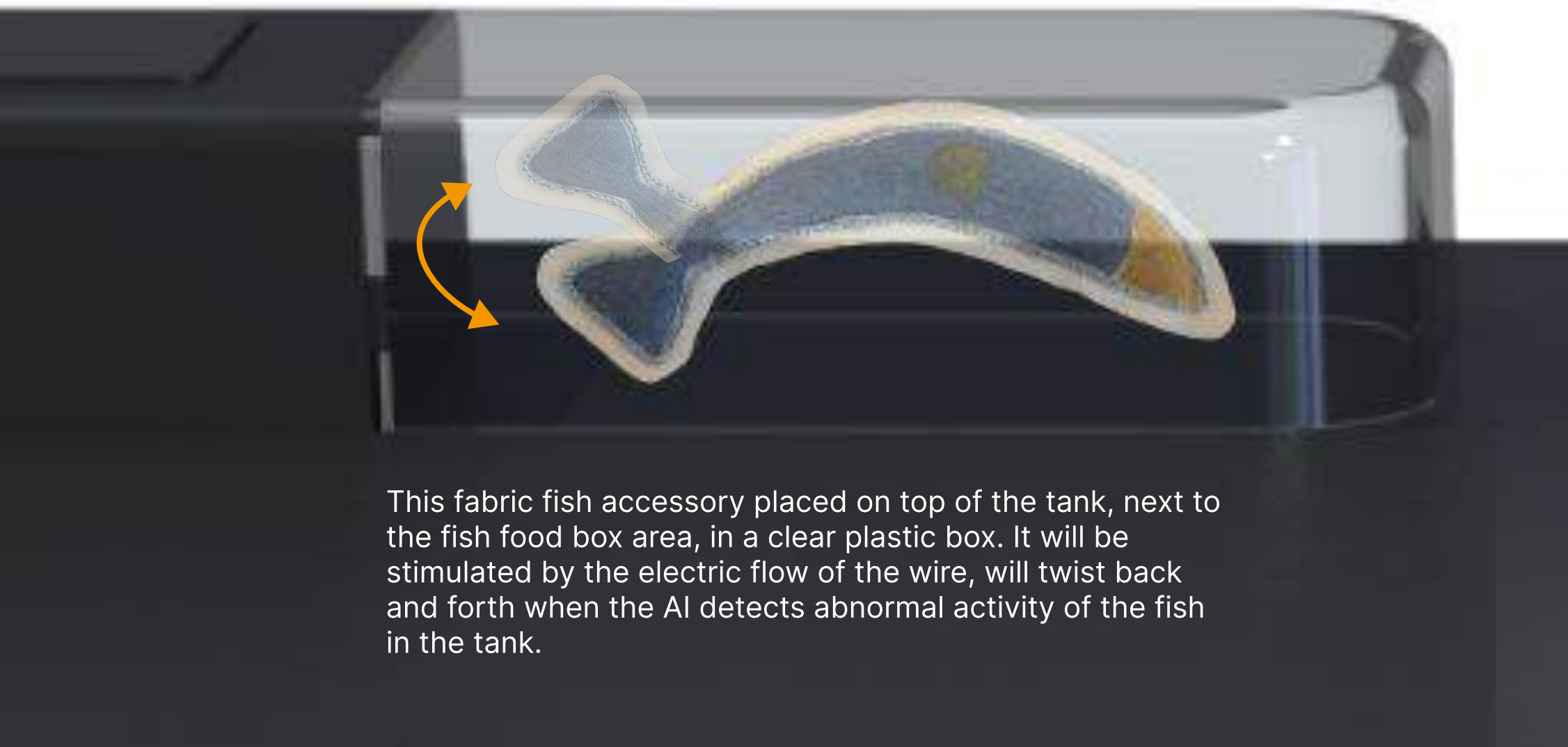
We work on to screen-printing the fish pattern sample.

The colours of the fish print pattern are mainly derived from the two main colours of the app that were designed by the group members.

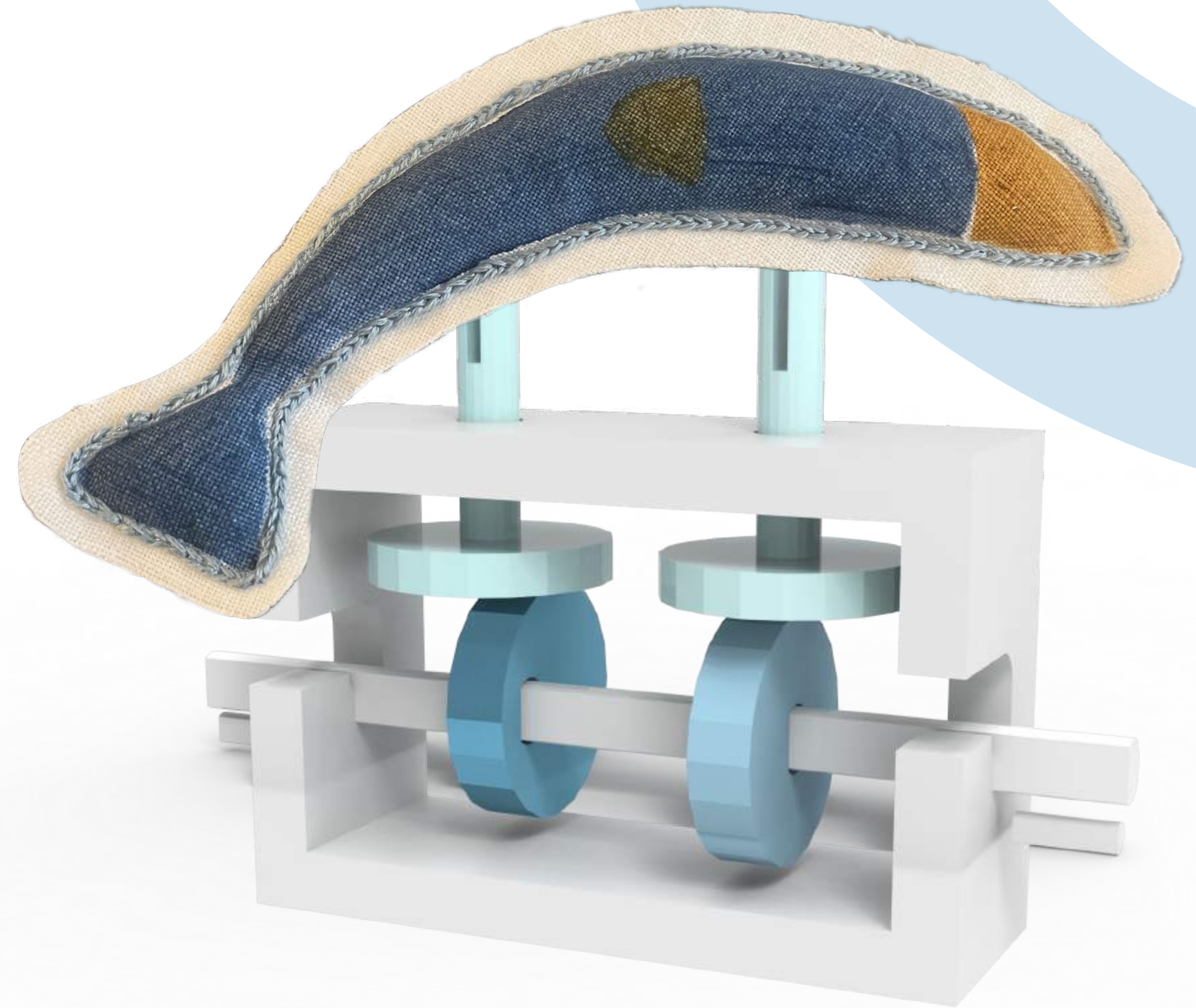


In order to make the toy fish can be connected to the AI control system, we investigated how to connect the shape-memory alloy to the electric circuit, the battery makes it bend when heated up, hide a wire inside the toy fish, and connect the on/off switch to control the fish to make movements.

Considering the insecurity of using heating SMA material on a fish tank, I pondered on the alternative of using a motor to make the fish move up and down. The motor needs to be connected to levers, cams, and shafts to make the toy fish move, so I found a handy mechanical cam toy tutorial and modified the model using the 3D modelling software TinkerCAD to make it more suitable for this project.



This fabric fish accessory placed on top of the tank, next to the fish food box area, in a clear plastic box. It will be stimulated by the electric flow of the wire, will twist back and forth when the AI detects abnormal activity of the fish in the tank.



Structure Design