

Inspiration and Brain storm

### Story

I was inspired by an experience I had when I went to an urban village. The view, the atmosphere, all made me feel uncomfortable. It also reminded me of how I feel on long car rides. This made me start to wonder about the relationship between the two.

### Mood Board

I made an emotional version of my experience in the urban village and on long car rides, divided into three different feelings, with certain annotations.

Then I invited different people to recall what situations would lead to these emotions while on long car rides.



#### Expectant

Roads never traveled, scenery never seen, all new things stimulate my brain and make me feel excited and expectant.



#### Anxiety

As the journey progressed, I realized that things were gradually getting out of my control, anxiety and fear of the unknown filled my heart.



#### Dull

Those interesting, the light of new things and restless feelings will eventually be taken away by time, leaving only the same dull.

### Questionnaire

" The reasons that cause you to have the above feelings on long car rides. "

- Nothing to do — 1
- Difficult to sleep — 2
- Tired of seeing the view — 3

This shows that the main reason for people to feel negative during long car rides is that there is nothing to do. So what is it that makes people have nothing to do? Can I provide people with a suitable way to spend their time in the car?

Urban Village

on long car rides

**Visual similarities**

- Color palette: Similar
- Saturation: Similar
- Brightness: Similar

**Feeling similarities**

- Positive feelings: Both few
- Negative feelings: Both more

After comparing the two, I found that they do have a lot in common. In order to make it easier for others to understand my feelings, I tried to make a mood board with the material taken from these two situations.





### Thinking

“What causes of the three reasons that negatively affect people’s riding experience.”

#### Nothing to do

Could have done:  
Swipe your phone, watch videos on the seat screen, read a book, play a game console...

Why?  
Get seasick, get nauseous, run out of power...

#### Difficult to sleep

Why?  
Strangers as drivers, uncomfortable backrest, too much noise...

#### Tired of seeing the view

Why?  
The scenery next to the route did not change, the scenery was not the type they like...

Keep eyes on the horizon

A different, random experience every time

### Sketches

After thinking about the problem, I came up with an interesting idea.  
That is, let the window become a transparent display, the user use mobile devices to operate the game a character to dodge obstacles when moving.



### Feasibility



ToF (Time of Flight Sensor)



Transparent OLED Screen

#### Application Process (Confirmed feasible)





## Main Functions

After the research, two feasible options were derived.

1



### Chu-Play (parkour-type game)

Select, manipulate the character to move and dodge objects outside the window.

Controller: App    Display method: Transparent OLED screen

2



### Chu-Watch (Visual class relaxation)

The system will display different visual effects according to different styles selected by the user, changing the unchanging view outside the window.

The reason for this feature is to take into account that some users need a short period of relaxation more than a fun game.

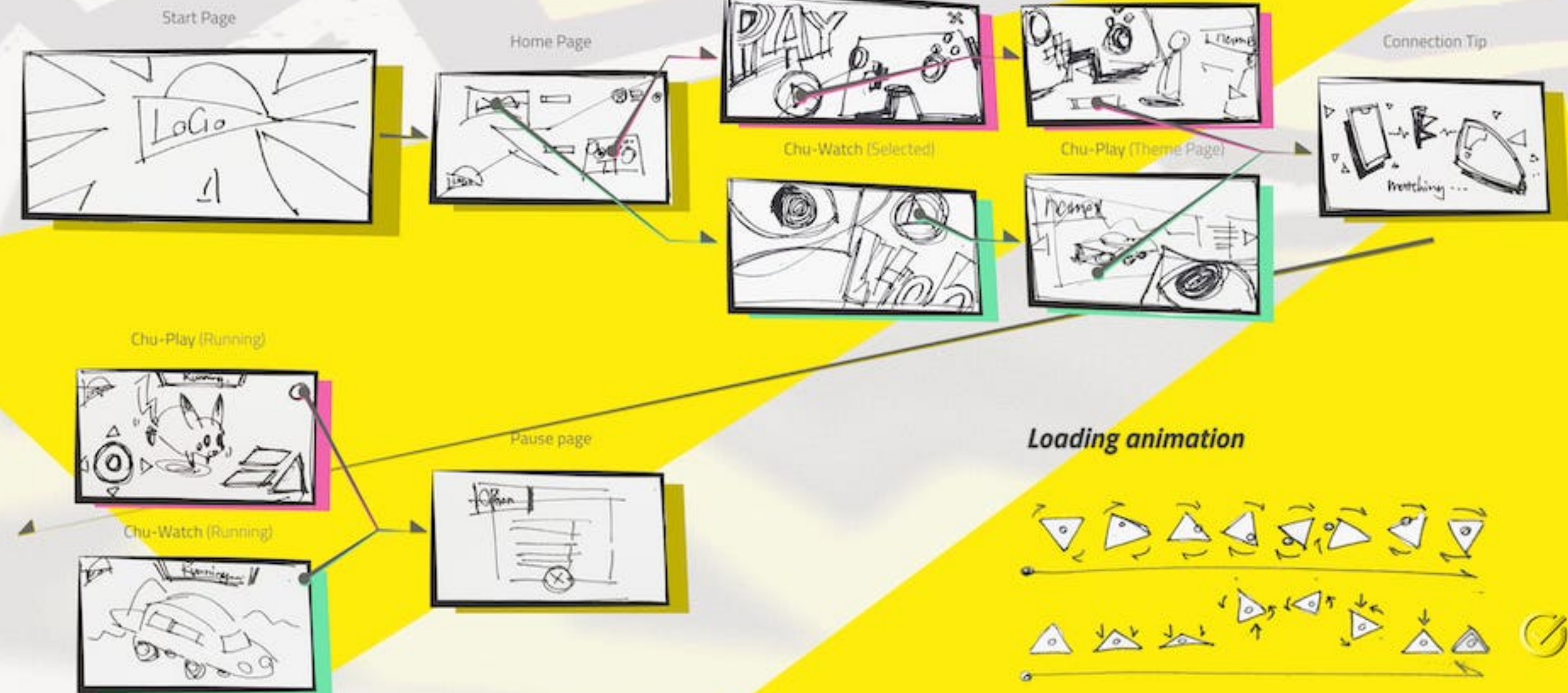
Controller:  
App  
Display method:  
transparent OLED screen

# ChuView

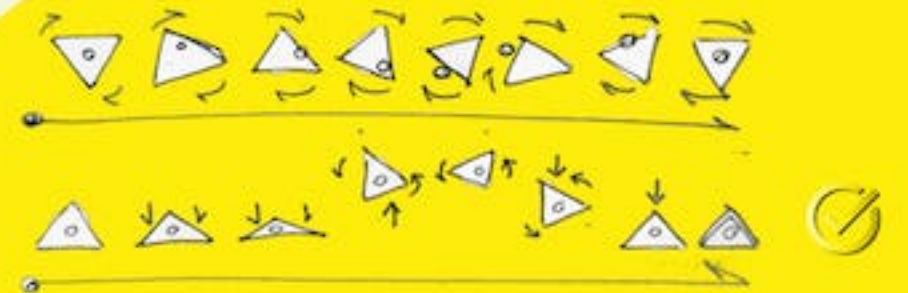
Play and Watch!

## Process sketches

(Main Process)



### Loading animation



Preview effect and Sketches

ChuView's main process, because of its functionality, has only two lines. Therefore, the design of the UI needs to be enhanced to enlarge the visual effect and add decorative elements as much as possible.



### High Fidelity

(Covering the main processes)



### Low Fidelity

(Covers most processes)



### Loading animation

ChuView, a service that improves the ride experience, has a very easy-to-use interface with its control panel app.

The bright color scheme, exaggerated lines and fun animations give ChuView a bold and edgy style that is also in line with its attitude of innovation through cutting-edge technology.



Search my youtube account to watch the dynamic demo!

Final product show