

“GOING HOME”

A MACHINE THAT CONNECTS PEOPLE

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A high-angle, wide shot of a massive crowd of people seated in bleachers, likely at a large public event or migration point. The crowd is dense and diverse in clothing. In the foreground, the ground is blurred, showing people walking and some stanchions with red ropes, suggesting a busy, moving environment. The text is overlaid in the center of the image.

EVERY FEBRUARY, THE LARGEST
HUMAN MIGRATION IN THE
WORLD TAKES PLACE.



CHINA'S 168 MILLION
INTERNAL MIGRANT WORKERS
WILL GO HOME.

02.09

臘月廿一

02.10

臘月廿二

02.16

臘月廿二

02.12

臘月廿七

02.13

臘月廿五

02.14

臘月廿六

02.15

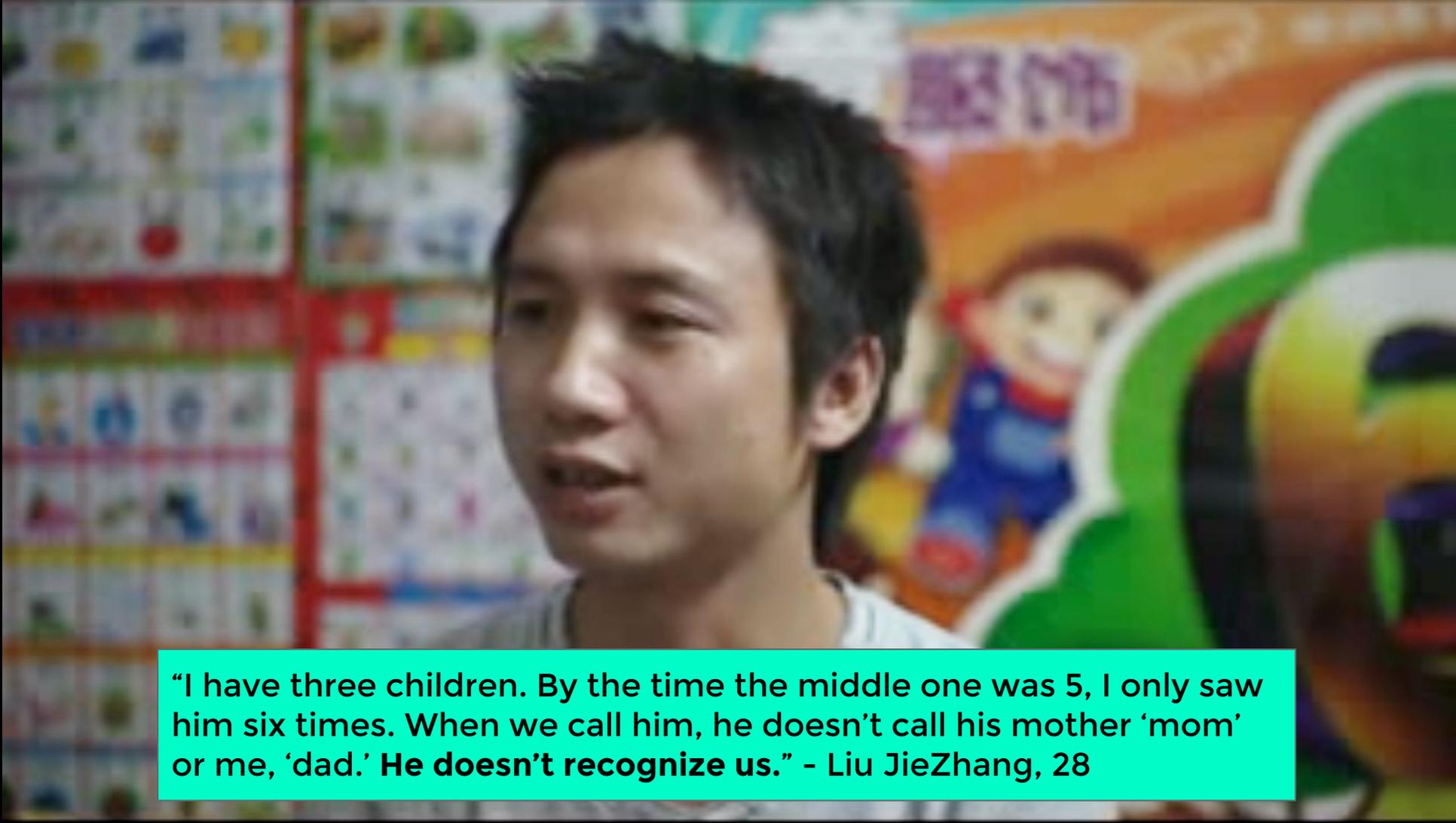
臘月廿七

02.16

今日 08:00

10M CHILDREN ARE “LEFT-
BEHIND” AND DO NOT SEE
THEIR PARENTS EVEN ONCE A
YEAR AND 3M HAVE NOT HAD A
PHONE CALL FOR A YEAR





“I have three children. By the time the middle one was 5, I only saw him six times. When we call him, he doesn’t call his mother ‘mom’ or me, ‘dad.’ **He doesn’t recognize us.**” - Liu JieZhang, 28



IN A STUDY BY SUN YAT-SEN UNIVERSITY, 58.5% OF MIGRANT WORKERS SURVEYED SUFFERED FROM DEPRESSION AND 4.6% HAD CONSIDERED THE IDEA OF SUICIDE.

GOALS AND RESEARCH PROCESS

OUR GOALS

1. **Help people connect** with their loved ones through video messages
2. **Improve mental health** of migrant workers through more regular connection
3. **Be a private and safe place** for people to share their feelings
4. **Make it easy to show emotion** and make high quality video messages
5. **Integrate with familiar services** (WeChat) to send money to loved ones

OUR CULTURAL MODEL

brain: what do people dream of?

(e.g. better life for children)

heart: what are a culture's values?

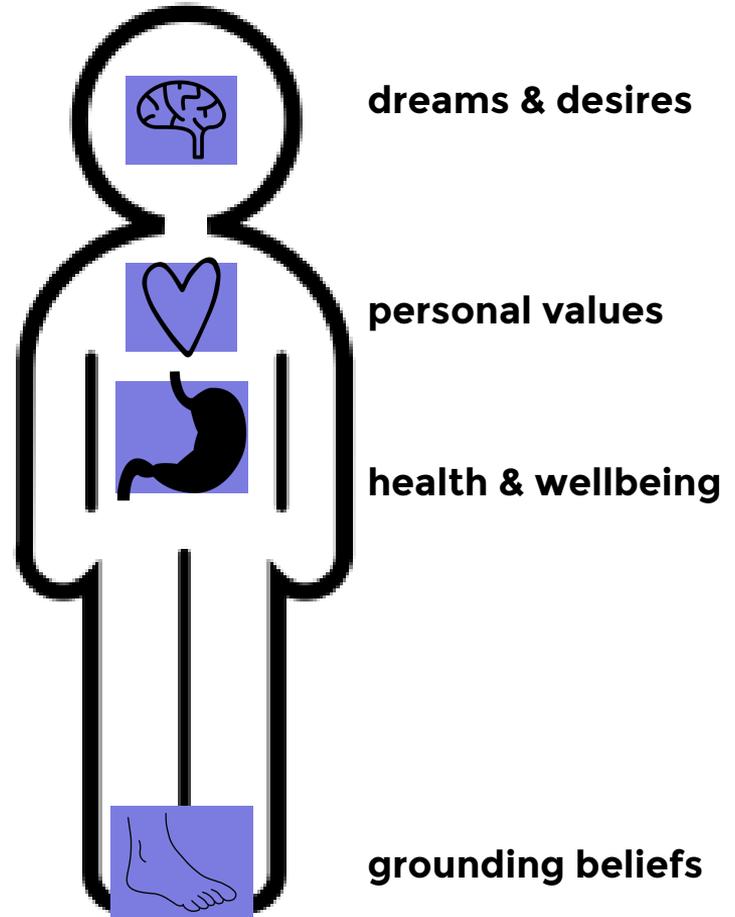
(e.g. success-driven, entrepreneurial, pragmatic, adaptable)

stomach: what is healthy?

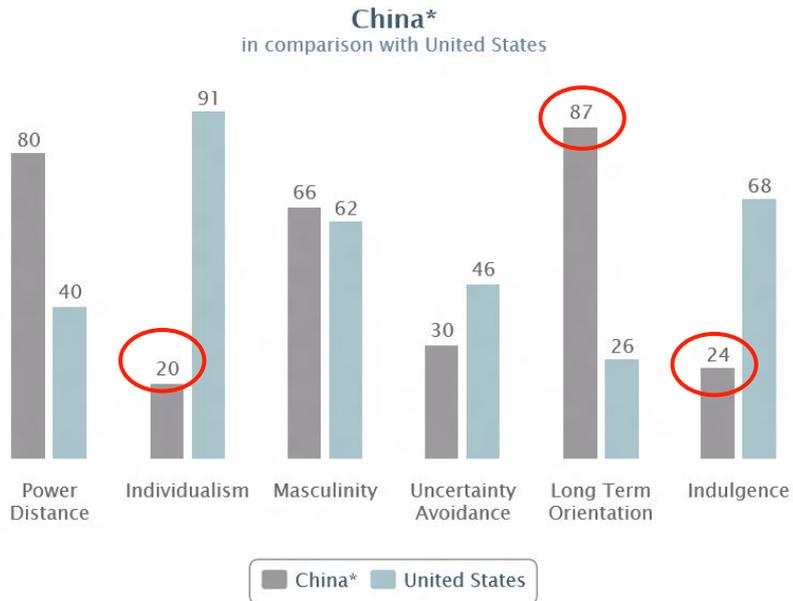
(e.g. choosing work over family)

feet: what principles ground people?

(e.g. group/family is most important unit of society).



OUR RESEARCH PROCESS: PHASE 1

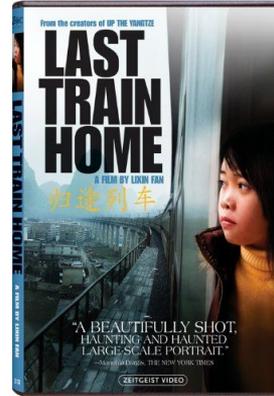


- Hofstede's cultural dimensions
- 2 interviews



OUR RESEARCH PROCESS: PHASE 2

- Economic trends
- Social atmosphere
- Legal/governmental backdrop
- Payment trends



ANDREESSEN
HOROWITZ



FINAL DESIGN

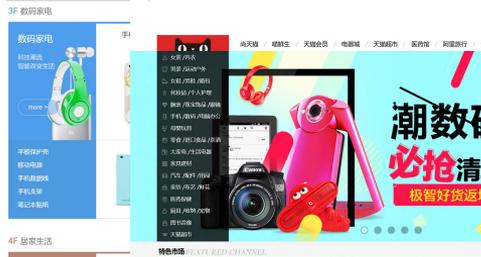
MEET ZHANG QIN

OUR PERSONA

“I still resent my parents very much for not being there in my childhood. I feel like I never received any love from them. I don’t want to do that to my daughter.”

- 26 years old
- 2nd generation migrant worker
- Works in garment factory in Changsha in the Hunan province
- 2,000 RMB/mo salary (\$313 USD)
- Husband works in nearby factory
- Mother to a 6 y/o daughter
 - Daughter lives 300 km away with her mother-in-law
 - Visits her once a month

DESIGN CHOICES: THE MACHINE

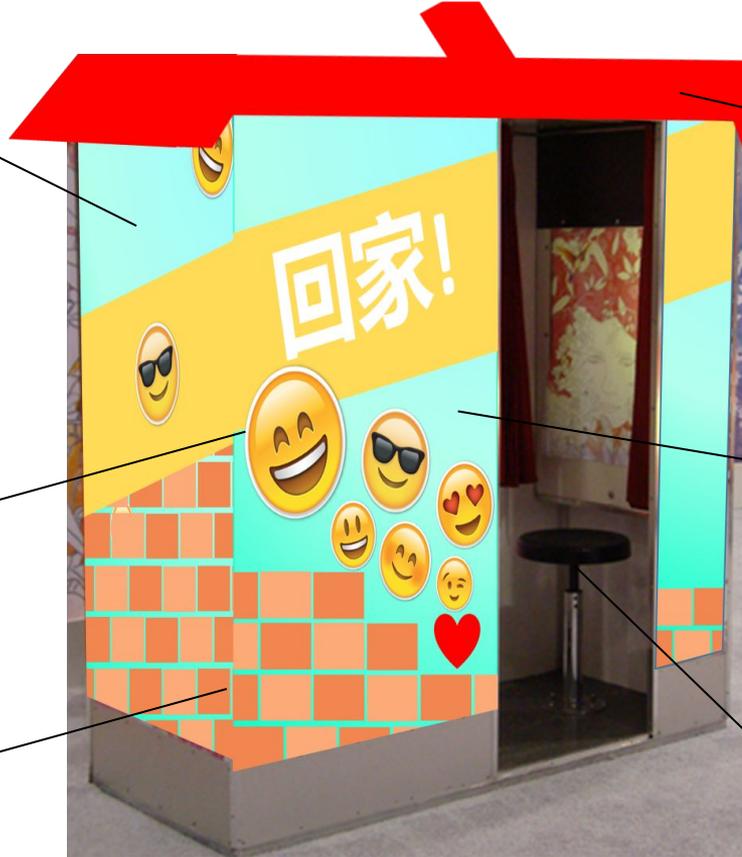


Neon and pastel colors popular in China and used on websites like Taobao

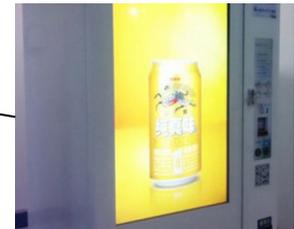


Emoji from WeChat app

Reddish brown bricks are common building materials for houses in China



A play on the visual for "roof" in the Chinese character for home



Animated full screen video similar to other vending machines in China

A seat and curtain for privacy

DESIGN CHOICES: CITY LOCATION



Strip malls near the factories.

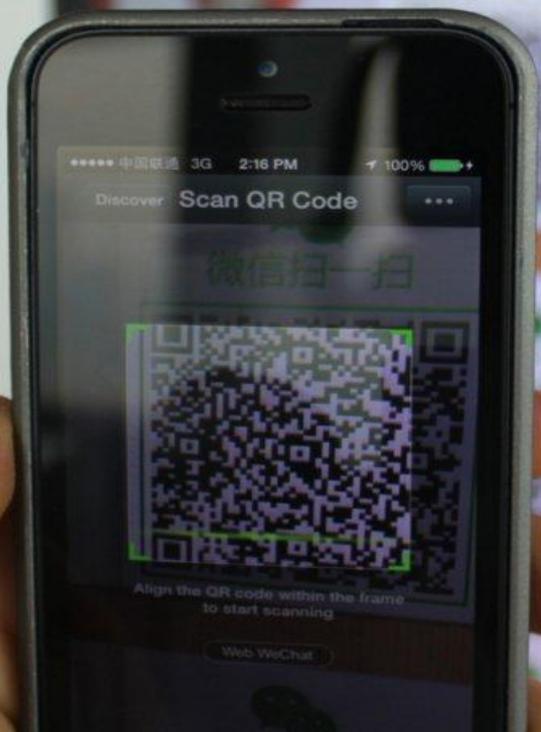


Arcade style store.

DESIGN CHOICES: RURAL LOCATIONS



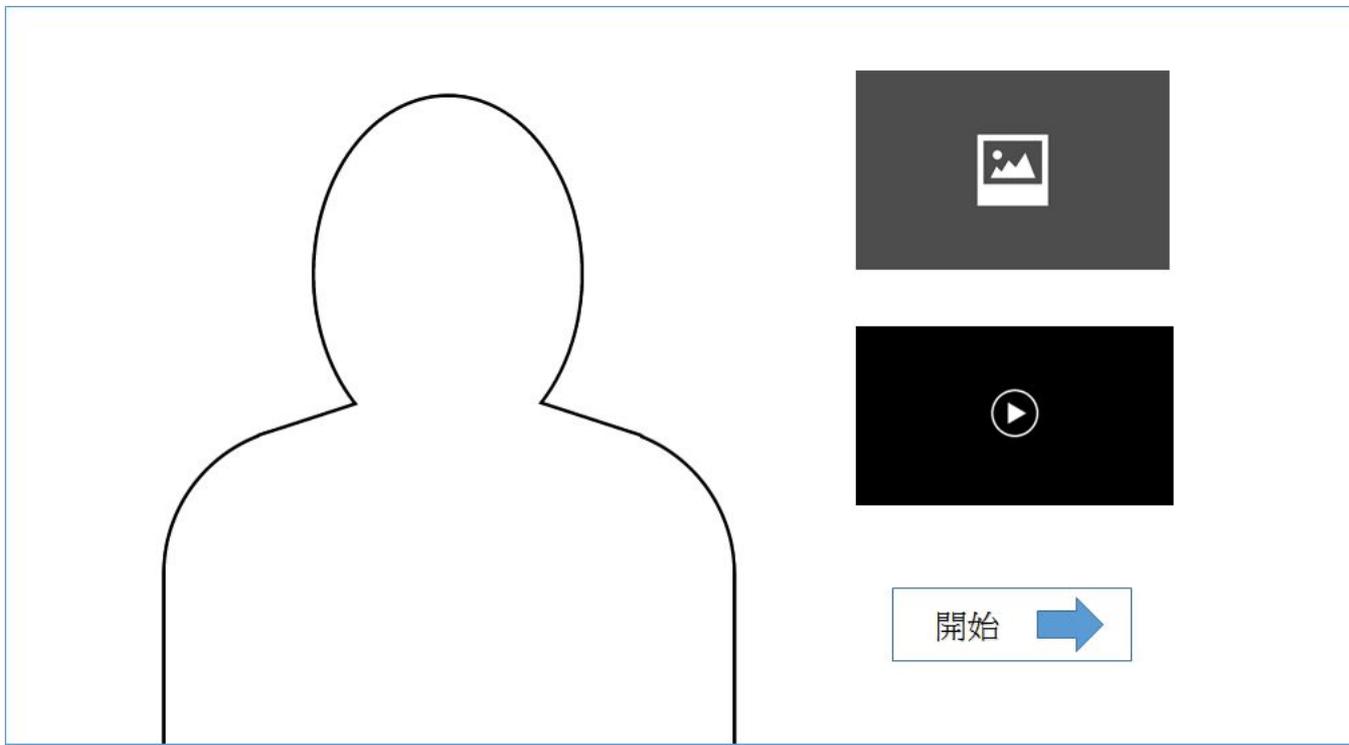
DESIGN CHOICES: PAYMENT



QIN HAS JUST
FINISHED HER 6 DAY
WORK WEEK...



VIDEO INTERFACE - WELCOME

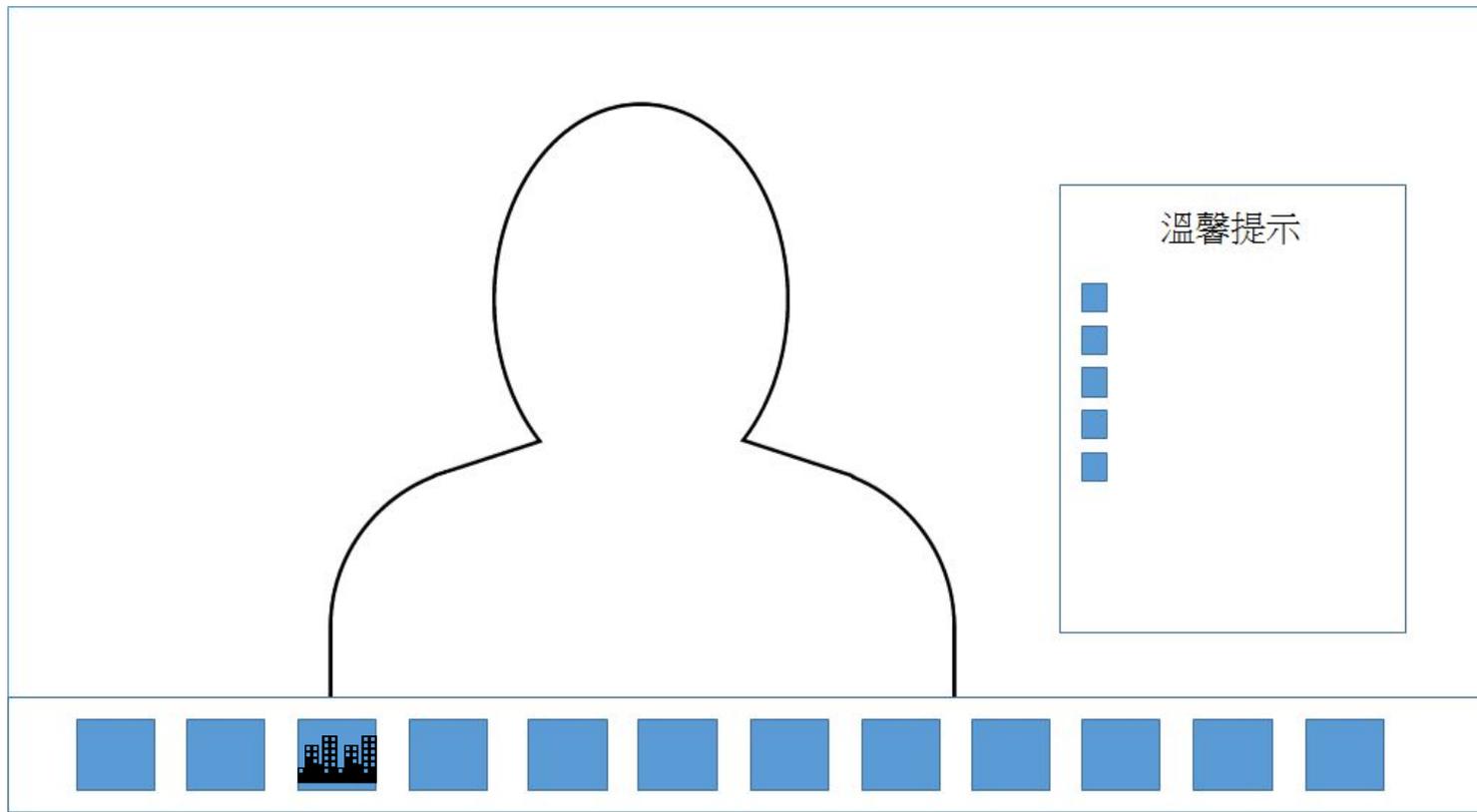


 閉上眼睛想想你的家人

Take a few seconds and let your heart take you
to the people you love.



VIDEO INTERFACE - RECORDING



VIDEO INTERFACE - PAYMENT



¥1.88

FINAL THOUGHTS

CONCLUSION

- Helped reduce depression and anxiety in our users.
- Help our users connect with their families



THANK YOU!



ARIEL

I was fascinated by the chance to see the moment of change in which a pragmatic, long-term oriented, “masculine” culture seems to be choosing to become more “feminine” in its values.



EMMERLINE

Being the person who is closest to the Chinese cultural on the team, I had to dig deep into my roots and experience. It was truly an eye opening experience as I was able to learn and be aware of my own culture as well as others.



PAULA

I watched the heartbreaking documentary “Last Train Home” a couple years ago and it was a privilege to research and design a product that could address the emotional needs of a whole generation in China.

THANK YOU

Ariel, Paula & Emmerline