

P2 : Ideation & Sketching

석민창 김해수 김혜인 박혜정

Team 수고하셨습니다

Project title

집사랑

집사 + 사랑



집사랑



Contents

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Mission statement & Value proposition

Design Selection Rationale

1. Storyboard (tasks)

2. Low-fi prototype

Overview

Overview of talk : Why & How

87.3 % VS 29.7%



서사성

동물과 사용자 간의 거리감 감소
직·간접적 후원 유도

“너무나 불친절하군요!”

-cta 중



진입 장벽 낮추기

입양률이 낮은 이유인 진입장벽을 게임 형태로 낮춤

“그만큼의 사랑을
(상처가 많은 유기된) 애들에게
줄 수 있을까라는 생각이
들었어요.”

-cta 중



유대감

케어하는 경험을 통한 유대감 형성

책임감

내가 발견한 “현실의” 동물이라는 인식 → 무게감 부여, 안전장치로서
기능

Team mission statement & Value proposition

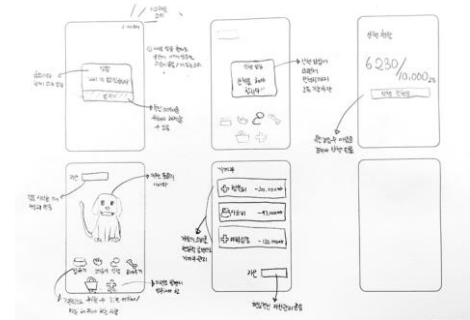
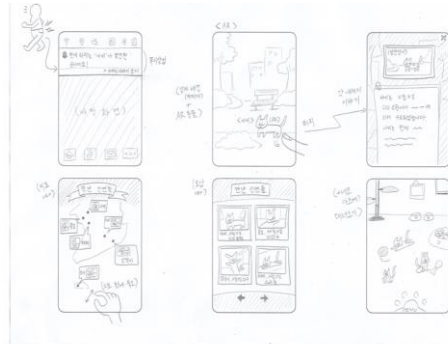
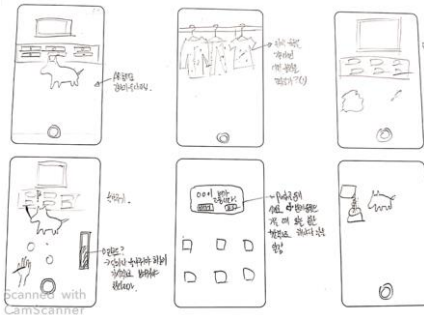
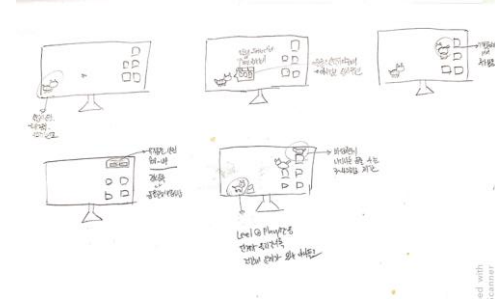
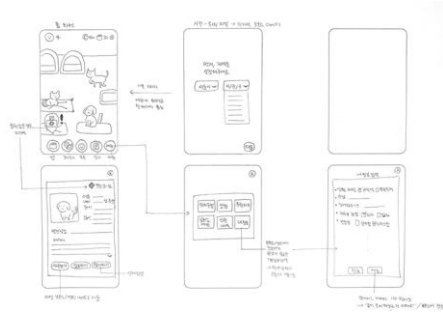
Mission statement

**Serendipity(우연)를 활용한 만남을 바탕으로 유기동물과의 유대감 형성,
직간접적 후원과 입양을 장려하기**

Value proposition

내 손 안에서 만나는 길 위의 친구들

Concept sketches 1~5



UI sketches

: top two ideas sketches in more detail

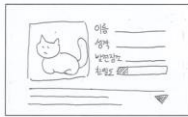
1



사용자의 지역을 설정한
다.

입력한 지역의 동물 데이
터를 불러온다.

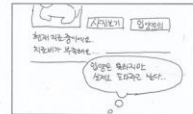
동물을 맞이할 준비를 한
다.



동물을 쓰다듬는 등 친밀
도를 쌓는다.

새로운 동물이 올 경우.

동물의 이름, 성격, 발견
장소 등 스토리를 확인할
수 있다.

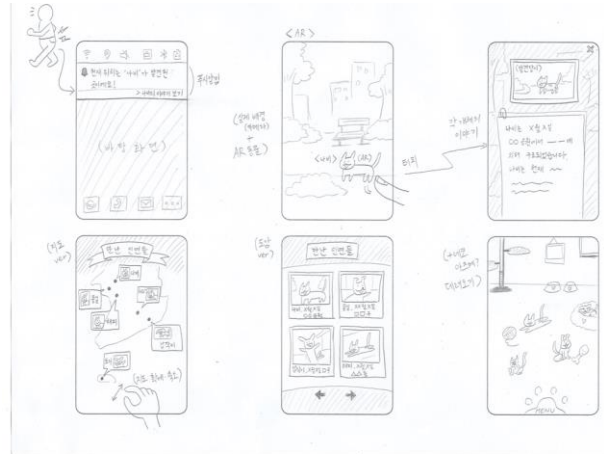


친밀도가 최대치가 되면
실제 입양문의를 할 수
있고, 현실적인 여건이
안 될 경우 해당 동물에
게 후원할 수 있다.

메뉴 화면 - 후원 현황 터
지

사람들의 후원 현황과 실
제 후원 버튼이 있다.

2



Selected Interface & Rationale

1



사용자의 지역을 설정한다.



입력한 지역의 동물 데이터를 불러온다.



동물을 찾기할 준비를 한다.



동물을 쓰다듬는 등 친밀도를 쌓는다.



새로운 동물이 올 경우, 새 동물이 올 경우.



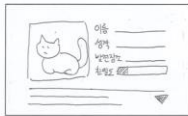
동물의 이름, 성격, 발견 장소 등 스토리를 확인할 수 있다.



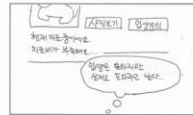
친밀도가 최대치가 되면 실제 입양문의를 할 수 있고, 현실적인 여건이 안 될 경우 해당 동물에게 후원할 수 있다.



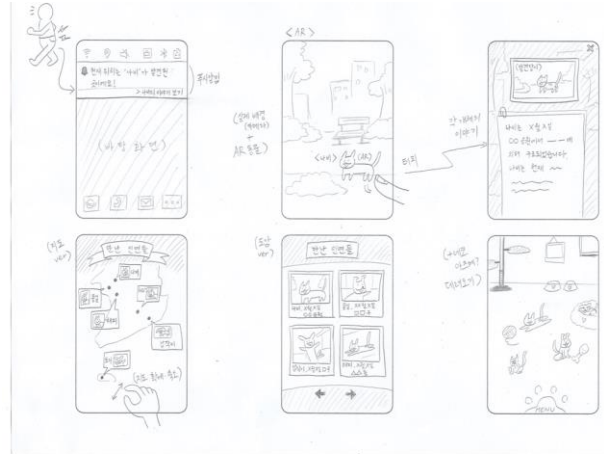
메뉴 화면 - 후원 현황 터치



사람들의 후원 현황과 실제 후원 버튼이 있다.



2



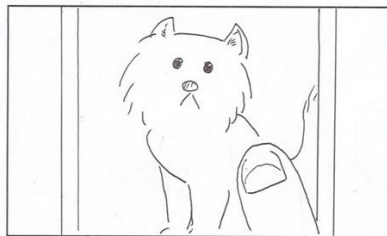
Storyboard (tasks)

Task 1~4

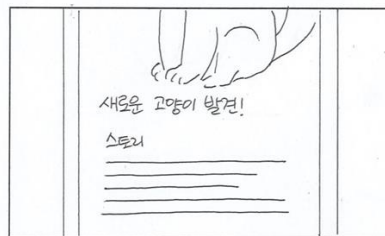
Task 1: 유기동물과의 만남 + 데려오기 (initial)



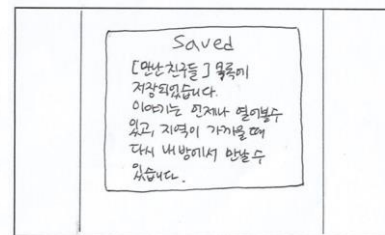
사용자 B - 서울시 00공원을
지나는 중 푸시 알림



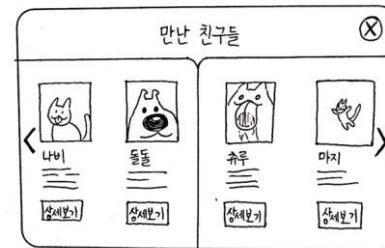
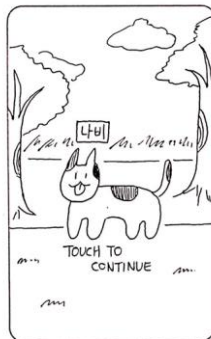
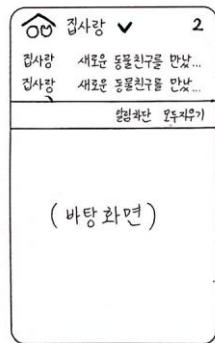
현위치에서 발견되었던
동물이 뜬다.



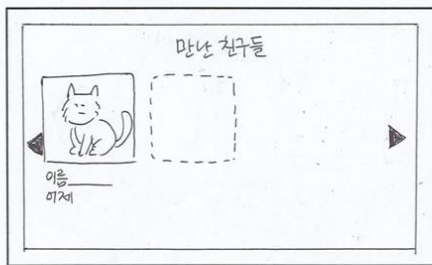
동물의 스토리를 볼 수 있다.



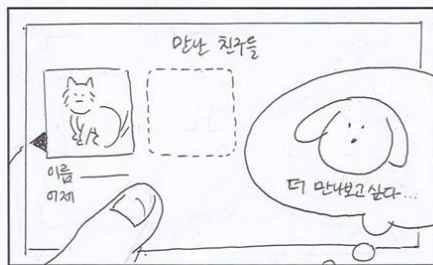
자동으로 [만난 친구들] 목록에
저장된다.
이후 가까운 곳에 있을 때
내 방에 눌러올 수 있다.



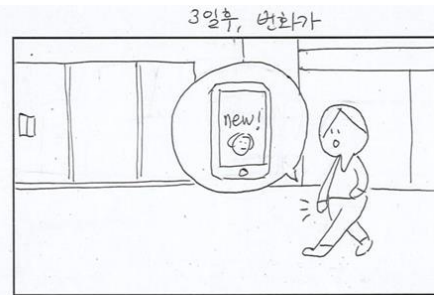
Task 1: 유기동물과의 만남 + 데려오기 (이후 추가)



[만남 친구들]에 아직 한 마리 뿐이다.



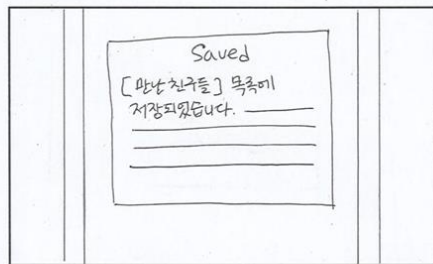
다른 동물도 만나보고 싶어진 사용자.



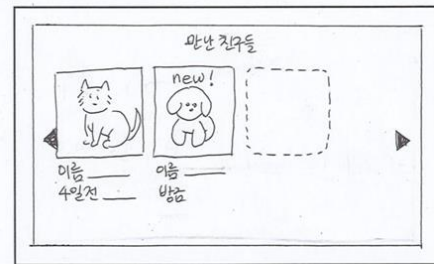
3일 후, 변화를 걸다가 새로운 푸시알림이 뜬다.



변화가에 버려져 있던 새로운 동물의 정보가 뜬다.

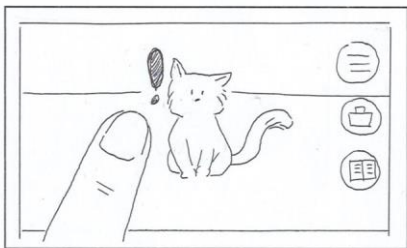


[만남 친구들] 목록에 저장된다.

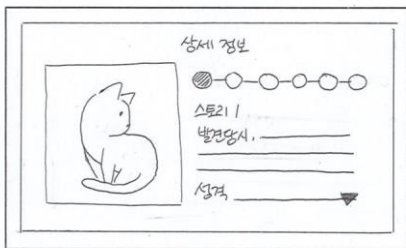


[만남 친구들] 목록에 추가되었다.

Task 2: 플레이룸 내 동물 캐릭터와의 친밀감 높이기

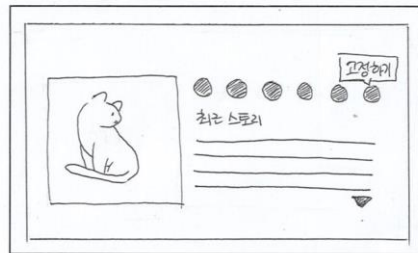


느낌표 아이콘이 보일 때 동물을 터치하면 친밀도가 증가한다

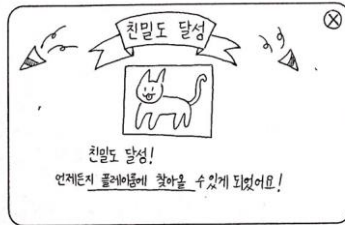
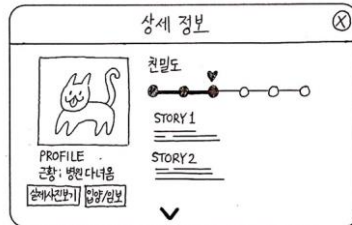
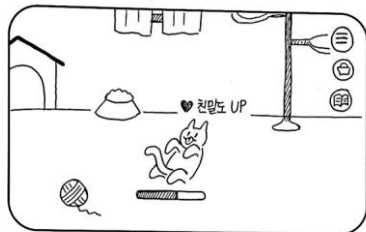
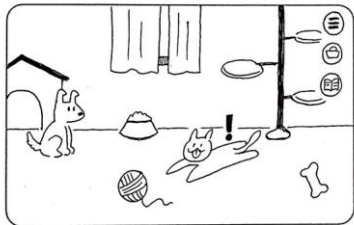


해당 동물의 친밀도 상태와, 친밀도에 따라 공개되는 최근 스토리, 성격 등을 볼 수 있다.

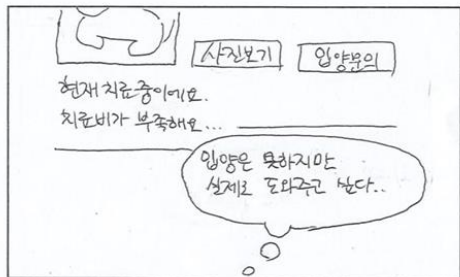
케어 후 일정 유대감 조건을 채우면 스토리 열람 → mc



친밀도가 높아짐에 따라 최근의 스토리(업데이트, 사진 등)를 볼 수 있다



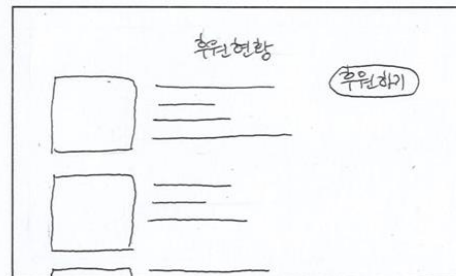
Task 3: 실제의 동물을 간접적으로 지원/후원하기



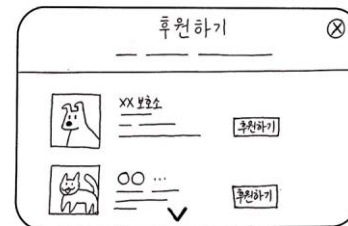
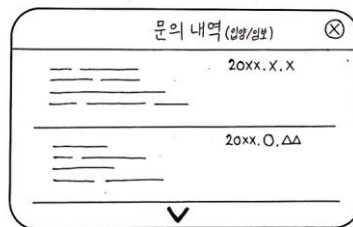
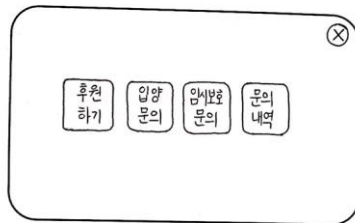
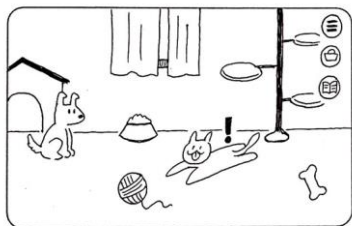
정이 든 동물에게 입양은 못해도 후원이라도 해주고 싶다는 마음이 든 사용자.



메뉴의 후원 현황을 누른다.



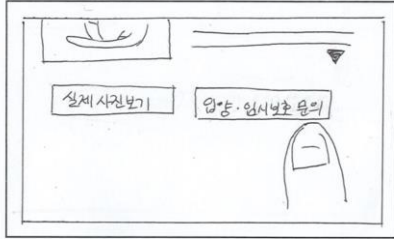
다른 사람들의 후원 현황과 직접 후원하는 기능이 있다.



Task 4: (동물 캐릭터와 대응하는)실제의 동물을 입양

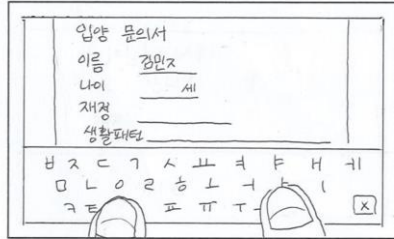
사용자 A

x시 고정, 입양 가능



* 입양까지 이어진 사용자

입양이나 임시보호를 실제로 할 수 있다.



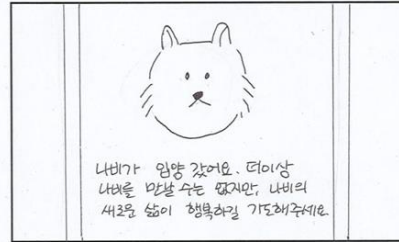
사용자 A가 입양 문의서를 작성하는 중.

사용자 B

3달 뒤, 학교



3개월 후, 일상을 보내고 있는 사용자B. 푸시 알림이 뜬다.



처음 만났던 동물이 (사용자 A에게) 입양을 갔다는 알림이 보인다. 실제로 입양되었기 때문에 더이상 만날 수 없다고 한다.



아쉽지만 다행이라는 마음이 드는 사용자. 새삼 '실제로 있는 동물들을 보고 있었구나' 하는 생각이 든다.

Task 4: (동물 캐릭터와 대응하는)실제의 동물을 입양

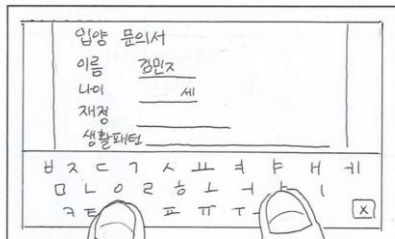
사용자
A

x시 고정, 입양 가능

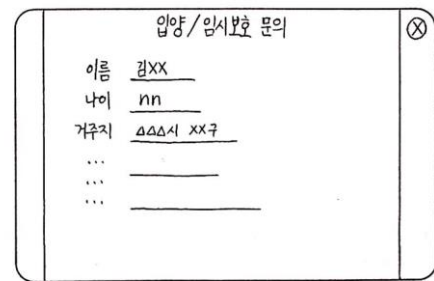
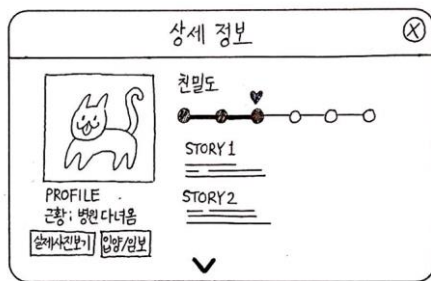
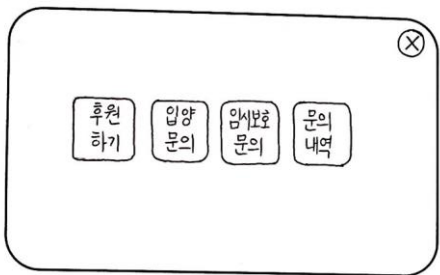


* 입양까지 이어진 사용자와

입양이나 임시보호를 실제로 할 수 있다.



사용자 A가 입양 문의서를 작성하는 중.

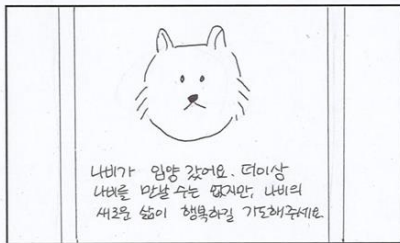


Task 4: (동물 캐릭터와 대응하는)실제의 동물을 입양

사용자
B



3개월 후, 일상을 보내고 있는 사용자B. 푸시 알림이 뜬다.



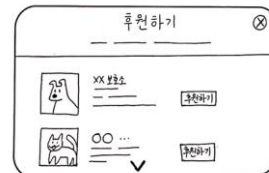
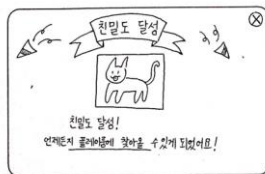
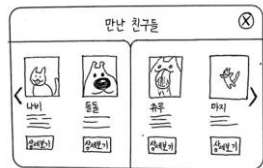
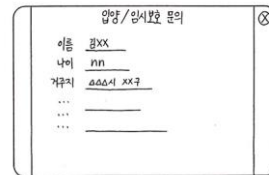
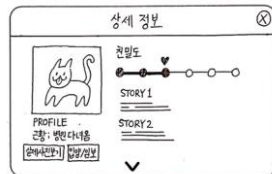
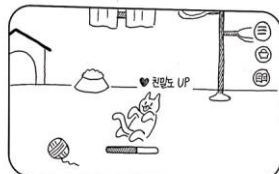
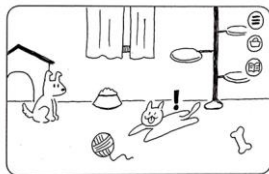
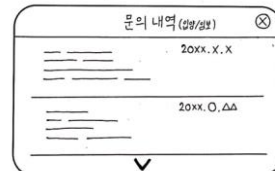
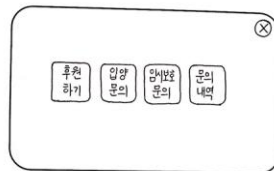
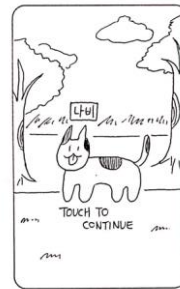
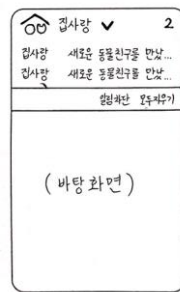
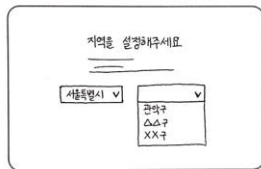
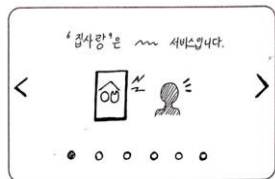
처음 만났던 동물이 (사용자 A에게) 입양을 갔다는 알림이 보인다. 실제로 입양되었기 때문에 더이상 만날 수 없다고 한다.



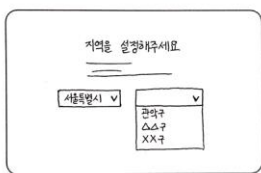
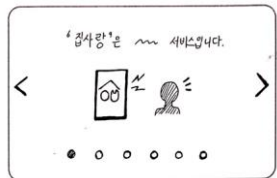
아쉽지만 다행이라는 마음이 드는 사용자. 새삼 '실제로 있는 동물들을 보고 있었구나' 하는 생각이 든다.



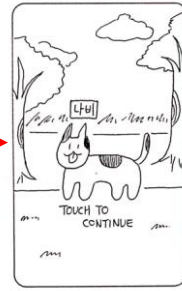
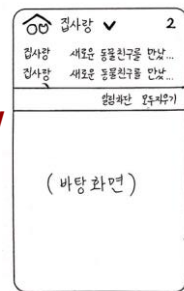
Low-fi prototype



첫 접속 시



푸시 알림/ 새로 발견

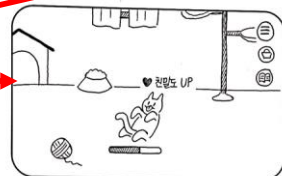
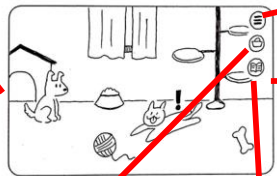


이후 접속 시

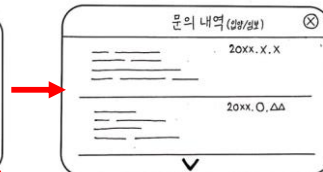
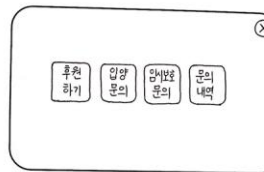
메인 플레이룸



입양 알림



입양 문의



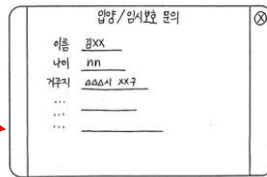
상점



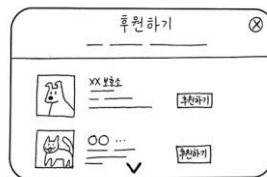
현재까지의 만남 목록

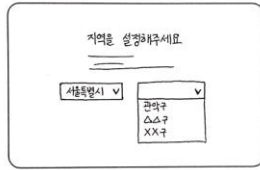
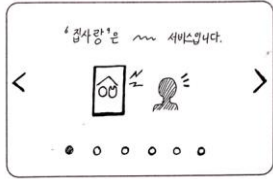


친밀도 쌓기

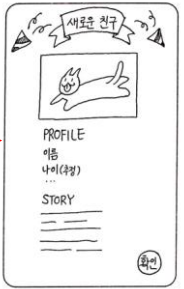
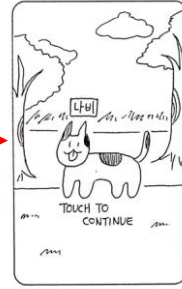
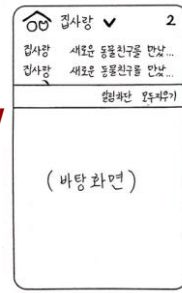


후원 문의





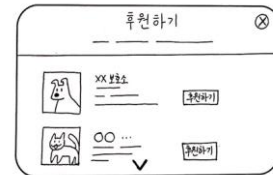
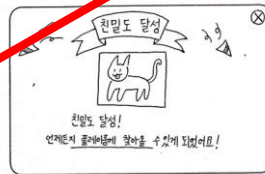
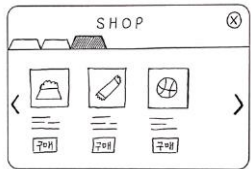
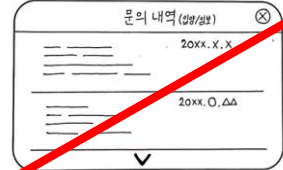
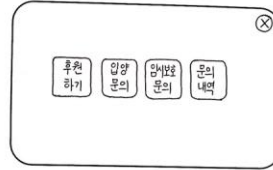
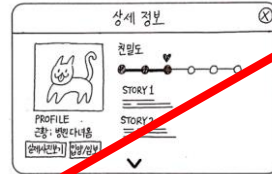
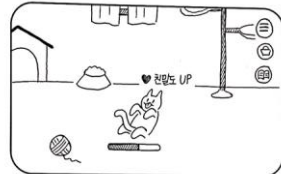
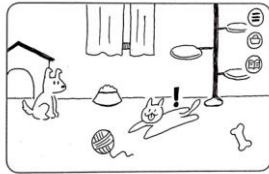
푸시 알림/
새로 발견



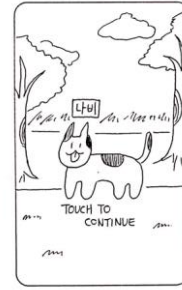
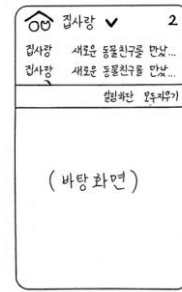
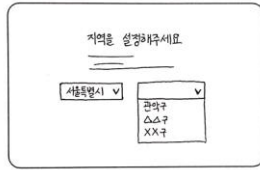
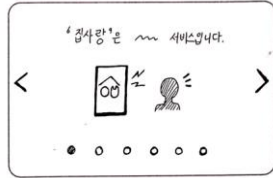
Task 1 : 유기동물과의 만남 + 데려오기



메인 플레이룸



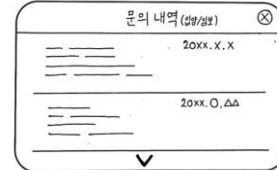
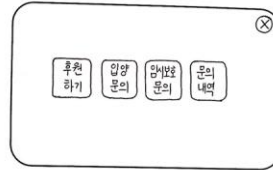
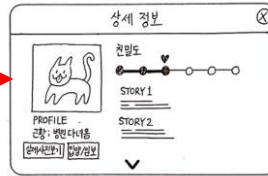
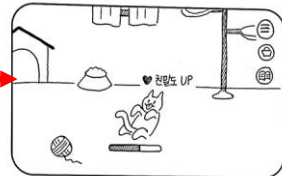
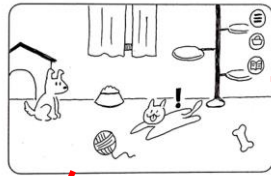
현재까지의 만남 목록



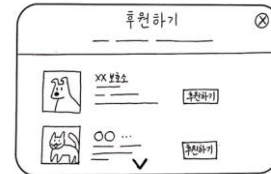
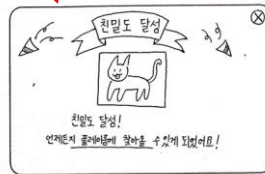
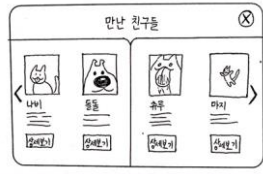
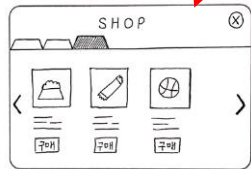
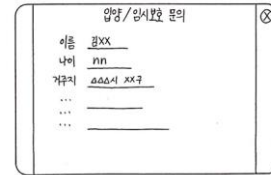
Task 2 : 플레이룸 내 동물 캐릭터와의 친밀감 높이기



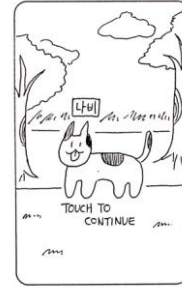
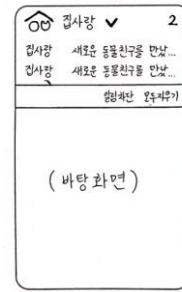
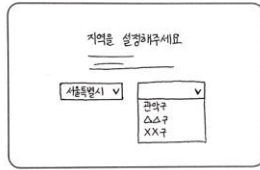
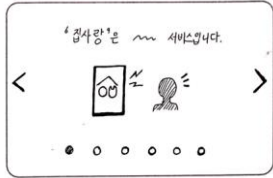
메인 플레이룸



친밀도 쌓기



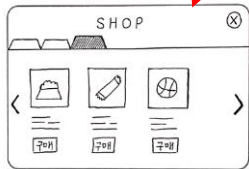
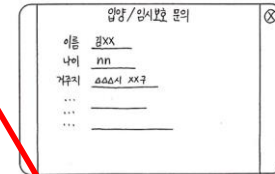
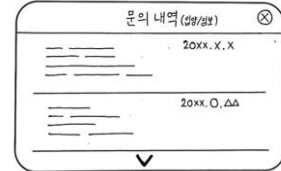
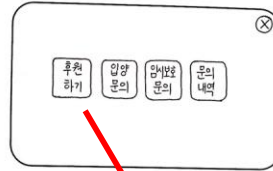
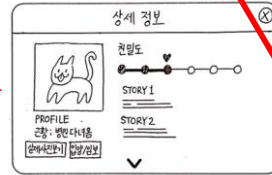
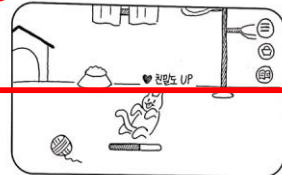
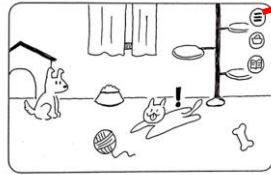
상점



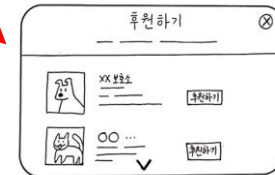
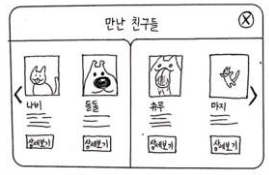
Task 3 : 실제 동물 지원 및 후원하기



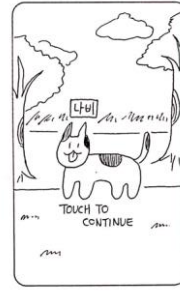
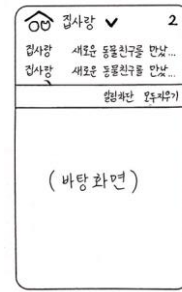
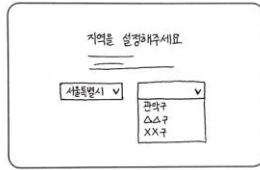
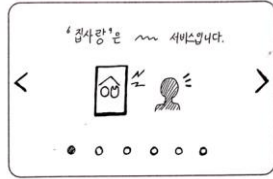
메인 플레이룸



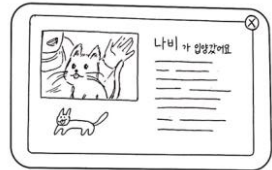
상점



후원 문의

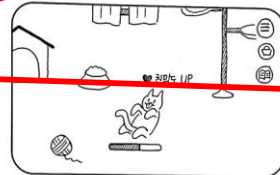
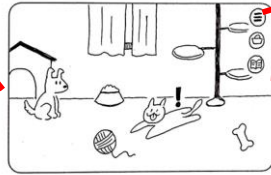


Task 4 : (동물 캐릭터와 대응하는) 실제의 동물 입양

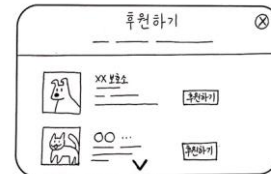
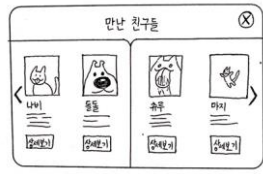
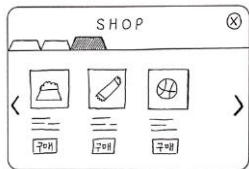
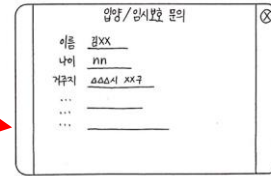
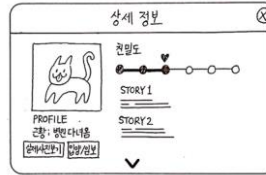
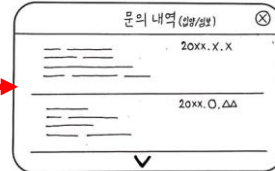
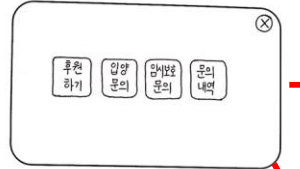


입양 알림

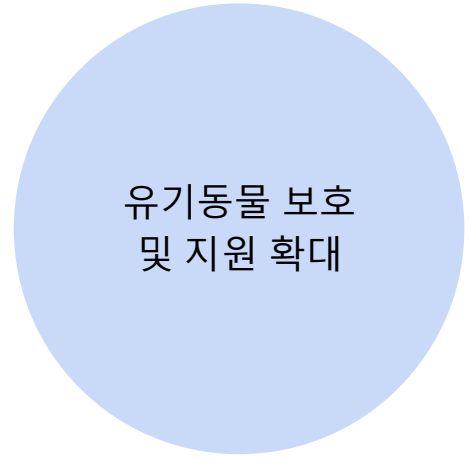
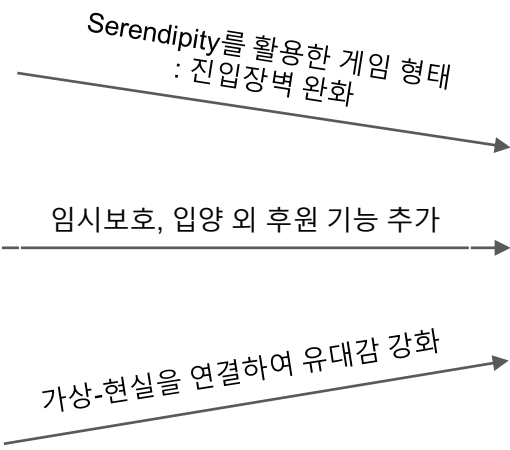
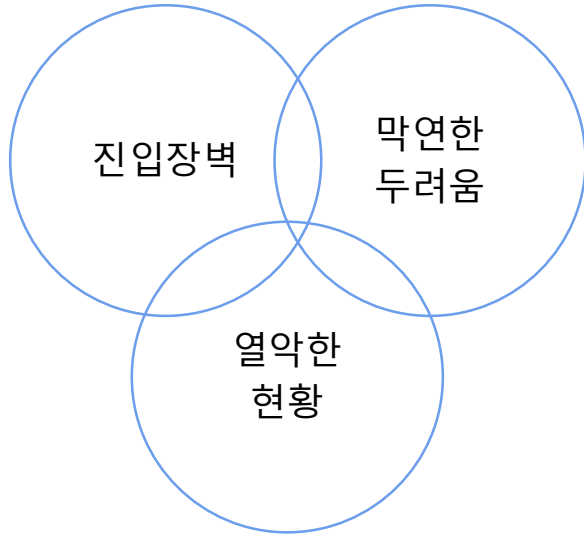
메인 플레이룸



입양 문의



Summary



Q&A