

# City Zen Ship

SERV 722  
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Noel Gonzalez  
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# Project Brief

Design something based on the following prompt:

City  
Zen  
Ship

... OK!

# Meet the Team

## Group B

● Noel Gonzalez | ● Cassidy Heffner | ● Gabriele Tripi | ● Wenting Zhu

### This is our project.

We placed our respective markers on parts we individually worked on. You will see them next to graphs, photos, or entire pages depending on who specifically contributed to that section.

Our markers are the color coded dots next to our names.

**Graphs and graphics handled largely by Noel.** ●

**Final Website created by Cassidy.** ●

**Final presentation handled largely by Gabriele.** ●

**Process book handled largely by Wenting.** ●




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Part  
**1**

# 1st Round Research

**1st Primary Research:** 10 Interviews, and 1 Singing Bowl

**Goal:**

Explore Concepts and Inspire Questions

# Questions

**What does “City” mean for you?**

**What does “Zen” mean for you?**

**What does “Ship” mean for you?**



# Key Words

## City, Zen, Ship

### City - 18 Words

- Home/ Hometown
- Belonging
- Nation
- Infrastructure
- Responsibility
- Immigrants
- Support transition
- Urban
- Job/career
- Melting Pot
- Culture
- Community
- Diaspora
- Aging
- "Utopia"
- (Un)safe
- Hierarchy
- Stress

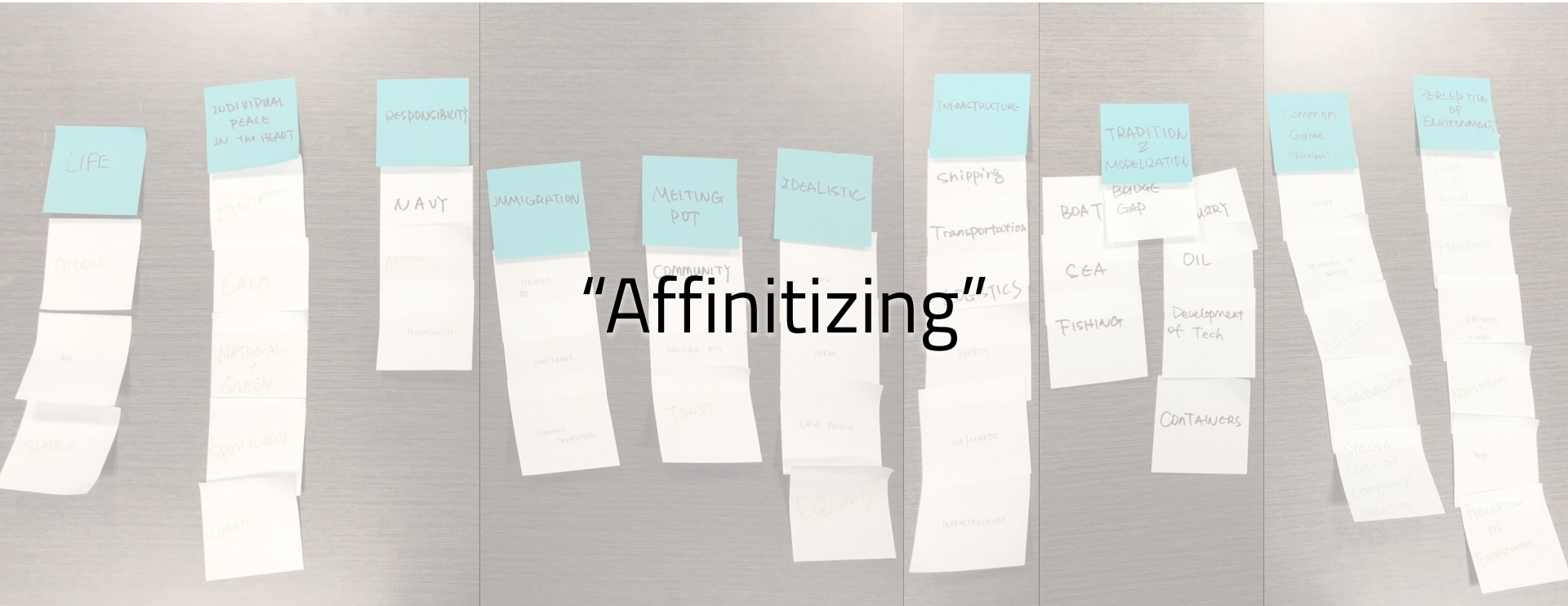
### Zen - 17 Words

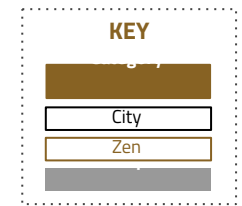
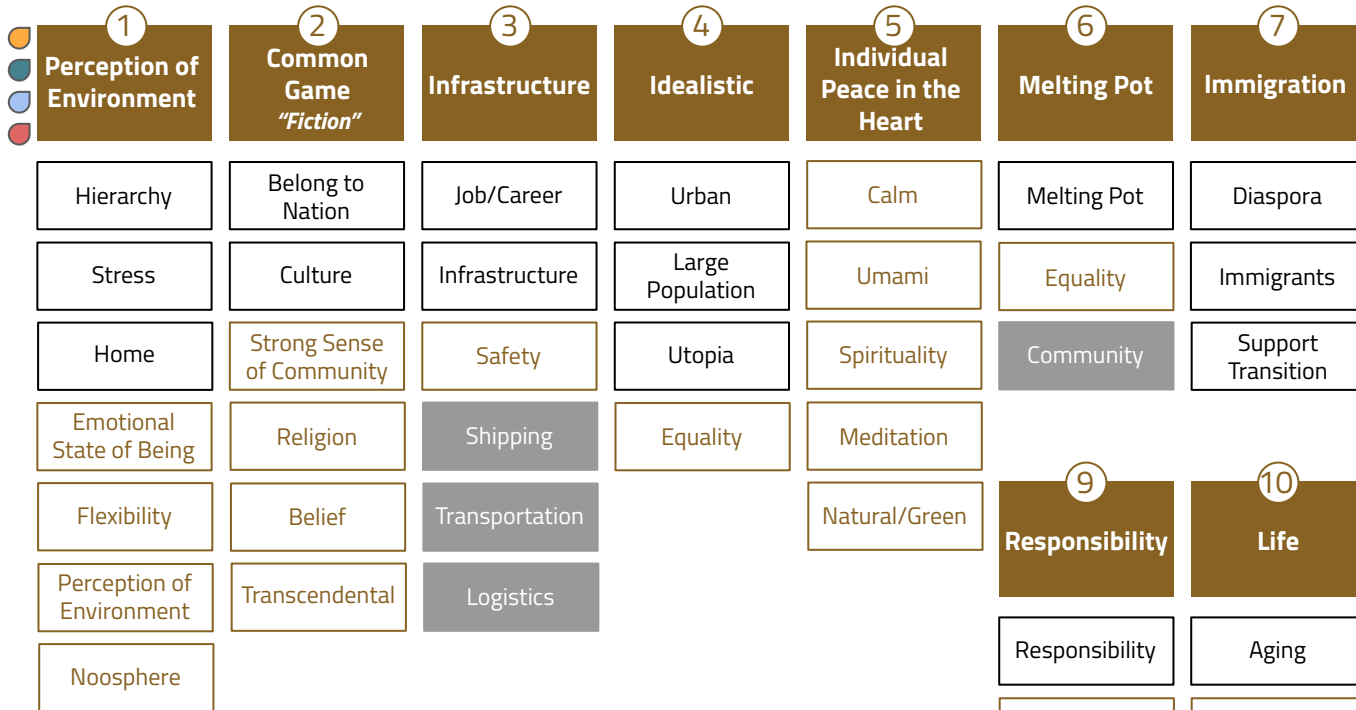
- Perception of Environment
- Attitude
- Umami
- Emotional State of Being
- Riddle
- Flexibility
- Transcendental
- Meditation
- Belief
- Devotion
- Trust
- Simple
- Noosphere - Sphere of Human Thought
- Calm
- Natural/Green
- Equality
- Spirituality

### Ship - 13 Words

- Shipping
- Transportation
- Oil
- Boat
- Containers
- Industry
- Fishing
- Navy
- "Bridge Gap"
- Development of Tech
- Boat
- Logistics
- Sea

# "Affinitizing"





Part  
**2**

## 2nd Round Research

**2.1 Secondary Research:** 90 Articles: 45 Academic + 45 Non-academic

**2.2 2nd Primary Research:** 37 Responses for “City”, 33 for “Zen”, and 26 for “Ship”

**2.3 A Model for Idea Generation:** Similarity & Difference

**Goal:**

Understand the definition of each word and create a model for understanding the relationship between CITY, ZEN, SHIP



## **2.1 Secondary Research**

90 Articles: 45 Academic + 45 Non-academic  
Based on Words from Initial Survey

# Topics of Article

## Based on Initial Survey

City  
Zen  
Ship



- |                                    |                                |
|------------------------------------|--------------------------------|
| ①<br>Perception of Environment     | ②<br>Common Game "Fiction"     |
| ③<br>Infrastructure                | ④<br>Idealistic                |
| ⑤<br>Individual Peace in the Heart | ⑥<br>Melting Pot               |
| ⑦<br>Immigration                   | ⑧<br>Tradition & Modernization |
| ⑨<br>Responsibility                | ⑩<br>Life                      |



# Word Study

## City

Category	Sub Category	Title	Top 10 Words									
			1	2	3	4	5	6	7	8	9	10
City	Academic	'I'm local and foreign': Belonging, the city and the case for denizenship	citizenship	players	belonging	national	nation	rights	liberal	citizen	substantive	formal
City	Academic	Creating a sense of belonging in a heterogeneous city	square	dutch	children	ethnic	people	home	public	space	groups	neighborhood
City	Academic	Between city and home: Spaces of transition in London Postwar Housing	london	housing	between	public	semprebon	figure	ground	new	garden	estate
City	Academic	Characteristics of Smart Sustainable City Development: Implications for Project Mana	project	smart	management	development	sustainable	projects	social	stakeholder	approach	concepts
City	Academic	Charting the Green and Climate-Adaptive City	green	urban	infrastructure	climate	change	cities	benefits	research	planning	spaces
City	Academic	City Safety	safety	system	vehicle	collisions	driver	speed	injuries	potential	impact	target
City	Academic	Design and Implementation of a Smart IoT Based Building and Town Disaster Manage	system	smart	based	service	sensor	building	information	figure	situation	control
City	Academic	POWER OF BIG CITIES	asia	million	centers	population	inhabitants	county	dominate	world	influence	urban
City	Academic	Spaces of Resistance, Everyday Activism, and Belonging: Youth Reimagining and Rec	youth	social	spaces	movement	political	space	police	cultural	center	counter
City	Academic	Study on Strategic Planning of Road and Bridge Infrastructure Development in City Pl	development	planning	urban	economic	center	traffic	tourism	land	figure	road
City	Academic	The Emerald City Was Not a Green City	green	baum	emerald	wizard	greenness	6 Nature	modern	littlefield	book	white
City	Academic	The Fractured Metropolis	new	city	old	urban	development	office	areas	downtown	centers	people
City	Academic	Urban discourse – city space, city language...	urban	space	planning	discourse	language	research	social	energy	new	communication
City	Academic	Ethnicity and the multicultural city: living with diversity	ethic	cultural	community	local	social	public	national	based	asian	minority
City	Academic	ENVIRONMENT AND CRIME IN THE INNER CITY Does Vegetation Reduce Crime?	Vegetation	building	levels	crime	residents	relationships	violent	units	predators	study
City	Non Academic	Belonging in a "Creative" City	cultural	artist	belonging	political	creative	ledere	culture	european	howlround	spaces
City	Non Academic	Cit Council Value, Vision, Mission, Goal & Strategies	program	implement	plan	improve	create	council	adopt	update	vision	values
City	Non Academic	Diabetes Ten City Challenge: Final economic and clinical results	care	patient	health	cost	program	year	pharmacist	management	data	clinical
City	Non Academic	Evaluation of the City Challenge programme	schools	challenge	attainment	improvement	pupils	areas	programme	support	leadership	secondary
City	Non Academic	Five Challenges for sustainable Cities	sustainable	development	urban	climate	global	energy	world	footprint	ecological	carbon
City	Non Academic	Global Climate City Challenge	project	climate	urban	challenge	energy	investment	financing	development	local	support
City	Non Academic	Governing city infrastructure: Who drive the urban project cycle?	urban	sustainable	project	energy	governing	urbanization	state	radically	national	infrastructure
City	Non Academic	More People, More Infrastructure: The Big City Challenge	infrastructure	new	housing	population	people	growth	need	million	big	demand
City	Non Academic	Diversity and belonging in the city	design	people	health	diversity	mental	place	belonging	urban	journal	center
City	Non Academic	The 5 toughest challenges tomorrow's cities face	water	need	public	transportation	infrastructure	challenges	urban	problems	people	sustainability
City	Non Academic	The 10 Most Important Issues Facing Cities, According To Their Mayors	mayors	issues	speeches	year	important	housing	leaders	state	national	leaders
City	Non Academic	The Difference Between a City and a Town	Town	urban	between	population	difference	residents	countries	minimum	community	villages
City	Non Academic	Vision, Mission & Goals   City of Corpus Christi	rate	services	mission	work	taxes	foundation	organization	operations	maintenance	improve
City	Non Academic	What Is a City? What Is Urbanization?	urban	population	world	areas	urbanization	countries	places	towns	rural	grow
City	Non Academic	What makes a city a city and does it really matter anyway	garden	status	guardian	town	smart	place	themselves	space	redefine	independent



# Word Study

## Zen

A	B	C	D	E	F	G	H	I	J	K	L	M
			Top 10 Words									
			1	2	3	4	5	6	7	8	9	10
Category	Sub Category	Title										
Zen	Academic	Manual of Zen Buddhism	Mind	will	buddha	world	being	beings	buddhism	dharma	subhuti	Tathagata
Zen	Academic	DERRIDA & THE DECENTERED UNIVERSE OF CHAN/ZEN BUDDHISM	Japanese	decentered	center	derrida	buddhism	differential	absolute	logic	fixed	difference
Zen	Academic	AN ELECTROENCEPHALOGRAPHIC STUDY ON THE ZEN MEDITATION	meditation	alpha	eeg	changes	waves	state	pattern	blocking	sleep	consciousness
Zen	Academic	THE INTERFACE BETWEEN RATIONAL EMOTIVE BEHAVIOUR THERAPY (REBT) AND ZEN	self	buddha	life	master	one's	state	satori	world	human	experience
Zen	Academic	Ch'an (Zen) Buddhism in China Its History and Method	Ch'an	hui	school	chinese	buddhism	master	life	century	terms	subject
Zen	Academic	The Nature of ch'an (Zen) Buddhism*	buddhism	lin	object	ch'an	nature	master	person	consciousness	users	understand
Zen	Academic	The Phenomenology of Koan Meditation in Zen Buddhism	koan	practice	teacher	participants	experience	understanding	psychology	phenomenological	working	essential
Zen	Academic	The Way of Zen	world	life	buddha	buddhism	will	tao	practice	own	words	chinese
Zen	Academic	PSYCHO-SPIRITUAL DEVELOPMENT IN ZEN BUDDHISM: A STUDY OF RESISTANCE IN MEDITATION	zazen	subjects	resistance	stage	sitting	stages	meditation	anger	practice	attitude
Zen	Academic	Zen Classics: Formative Texts in the History of Zen Buddhism	buddhist	practice	gen	text	chinese	eisai	japanese	sho	eihei	teaching
Zen	Academic	Zen Buddhism and the Intrinsic Value of Nature	things	value	emptiness	intrinsic	nature	experience	teaching	see	related	existence
Zen	Academic	"Zen & Western Thought"	Philosophy	thought	time	masao	buddhism	traditions	religious	intellectual	alternative	
Zen	Non Academic	The Zen Way of Live	suffering	noble	life	desires	truth	people	others	lose	happy	buddha
Zen	Non Academic	What is zen	Time	question	learn	trying	birth	hearts	heart	death	world	universe
Zen	Non Academic	What is Zen?	Bodhidharma	emperor	rest	mind	hui	buddhism	temple	patriarch	merit	legend
Zen	Non Academic	what is zen?	Practice	breath	zazen	place	sitting	others	thinking	life	moment	mind
Zen	Non Academic	What is zen? mmzen.org	mind	will	nature	mirror	buddha	white	understands	TRUE	enlightenment	clear
Zen	Non Academic	What is zen? mshaojin.org	Practice	meditation	zazen	koan	daily	practitioners	buddha	teacher	chanting	wisdom
Zen	Non Academic	What is zen? anmolmehta.com	chan	practice	meditation	zazen	teaching	experience	will	spiritual	nature	mind
Zen	Non Academic	What is zen? Liionsroar.com	Practice	buddhism	teacher	meditation	life	koan	zazen	teachers	monastic	china
Zen	Non Academic	A Brief Explanation by Eido Tai Shimano Roshi Abbot of The Zen Studies Society	Zazen	practice	mind	one's	spirit	samadhi	realization	nature	life	experience
Zen	Non Academic	What is Zen meditation mindworks.org	meditation	practice	buddhist	mind	spiritual	breath	benefits	zazen	meditators	master
Zen	Non Academic	What is zen? derrick lin	means	beign	paradox	mind	intuition	experiencing	everything	chinese	character	word
Zen	Non Academic	Zen 101: a brief introduction to Zen Buddhism	zazen	practice	face	teachers	teaching	sit	people	learn	buddha	sense
Zen	Non Academic	Zen Origins Patheos.com	nature	meditation	japan	enlightenment	century	buddhism	buddha	world	various	tradition
Zen	Non Academic	Zen wikipedia	School	dynasty	buddhism	chinese	practice	meditation	sutra	china	teaching	linji
Zen	Non Academic	True Meaning of Life anmolmehta.com	Master	question	understand	think	meaning	TRUE	mind	definition	life	students

# Word Study

## Ship

		Top 10 Words										
Category	Sub Category	Title	1	2	3	4	5	6	7	8	9	10
Ship	Academic	Economic impact of biofouling on a naval surface ship	fouling	cost	cleaning	fuel	class	coating	drag	frequency	cleaning	navy
Ship	Academic	Tracking Control of an Underactuated Ship	control	system	tracking	stable	law	controller	linear	globally	systems	loop
Ship	Academic	Effects of coating roughness and biofouling on ship resistance and powering	fouling	resistance	roughness	hull	speed	coating	frictional	scale	power	smooth
Ship	Academic	Phytoplankton pigment concentrations in the Middle Atlantic Bight: comparison of ship	pigment	water	aerosol	concentration	radiance	case	calibration	track	surface	sensor
Ship	Academic	Ship Routing and Scheduling: Status and Perspectives	Scheduling	fleet	cost	problem	routing	model	industrial	cargo	transportation	planning
Ship	Academic	Effects of ship emissions on sulphur cycling and radiative climate forcing over the ocean	emissions	sulphur	model	sulphate	marine	ocean	concentration	global	regions	hemisphere
Ship	Academic	Targeted disruption of SHIP leads to hemopoietic perturbations, lung pathology, and a	mice	cells	marrow	bone	hemopoietic	progenitors	analysis	wild	type	age
Ship	Academic	Structure, function, and biology of SHIP proteins	cells	protein	domain	binding	amino	tyrosine	motif	inositol	growth	signaling
Ship	Academic	Oceanographic conditions at Ocean Weather Ship Bravo, 1964–1974	water	salinity	labrador	convection	sea	bravo	winter	temperature	annual	surface
Ship	Academic	The complex network of global cargo ship movements	ports	network	between	model	figure	oil	dry	degree	bulk	journeys
Ship	Academic	Evidence that ship noise increases stress in right whales	noise	whales	levels	traffic	acoustic	frequency	faecal	data	bay	stress
Ship	Academic	Global Sea Floor Topography from Satellite Altimetry and Ship Depth Soundings	depth	area	model	data	floor	sea	topography	gravity	function	ocean
Ship	Academic	The Slave Ship: A Human History	slave	archaeology	rediker	nautical	human	african	trade	underwater	research	people
Ship	Academic	Functional Selectivity through Protean and Biased Agonism: Who Steers the Ship?	receptor	agonist	molpharm	version	selectivity	different	state	response	protain	relative
Ship	Academic	SHIP Represses the Generation of Alternatively Activated Macrophages	mice	figure	levels	arginase	induced	cells	analysis	activity	data	progenitors
Ship	Non Academic	IMO SHIP IDENTIFICATION NUMBER SCHEME	number	scheme	maritime	identification	vessels	tonnage	gross	certificates	fishing	resolution
Ship	Non Academic	Ship performance and navigation data compression and communication under autoen	performance	navigation	parameter	respective	autoencoder	information	compression	values	singular	system
Ship	Non Academic	The Memory in a Crisis: A Japanese Ship Helping Out Greek Refugees on the Quay of	smyrna	refugees	september	rescue	story	fire	army	war	state	memory
Ship	Non Academic	A Ship Routing System Applied at Short Sea Distances	wave	path	node	distance	algorithm	route	edges	routing	resolution	optimum
Ship	Non Academic	State Housing Initiatives Partnership (SHIP)	housing	percent	funds	local	income	program	reserved	mortgage	incentive	households
Ship	Non Academic	SHIPIT A little pamphlet for people who can	project	people	work	meeting	system	reason	individual	compromise	competition	edges
Ship	Non Academic	Wikipedia	Vessel	cargo	sea	world	century	naval	large	tons	retrieved	fishing
Ship	Non Academic	REVIEW OF MARITIME TRANSPORT	port shipping	maritime	transport	ports	international	data	container	countries	growth	connectivity
Ship	Non Academic	Autonomous ships The next step	autonomous	remote	shipping	vessel	marine	maritime	industry	operations	benefits	technology
Ship	Non Academic	Navy Ship Names: Background for Congress	navy	congress	class	name	secretary	service	report	states	naval	submarine
Ship	Non Academic	The IMO ship recycling regulations A perspective	recycling	convention	international	operation	countries	conference	guidelines	safety	development	adopted
Ship	Non Academic	Why The Vasa Sank: 10 Lessons Learned	keel	guns	stability	deck	built	test	project	ballast	admiral	specifications
Ship	Non Academic	Why so many shipowners find Panama's flag convenient	panama	maritime	registry	flag	country	panamanian	flags	convenience	international	registration
Ship	Non Academic	Why are ships called "she"? The reason ships are referred to as females	feminine	woman	tradition	table	sources	sailors	latin	board	water	vessel
Ship	Non Academic	Ships and boats	water	weight	float	sink	volume	upthrust	tanks	force	buoyancy	gold

# Data Analysis

#01

(Failed)

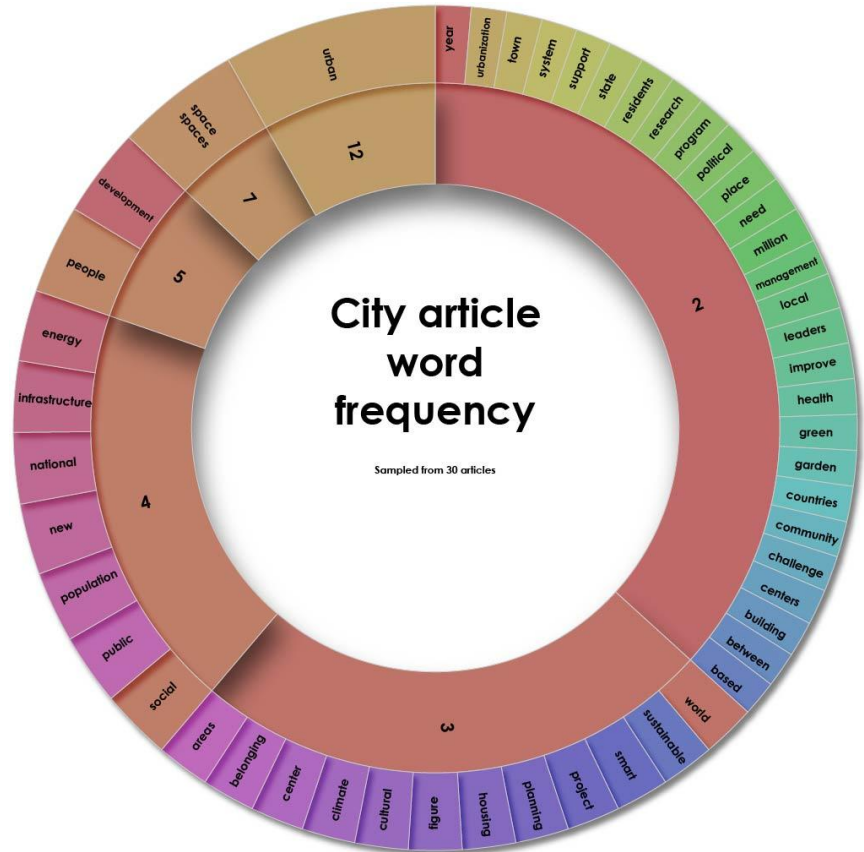
**We just considered how many  
times the word is in the Top 10**



# Word Frequency (Failed)

## City

12	urban	2	year
7	space/spaces	2	urbanization
5	people	2	town
5	development	2	system
4	social	2	support
4	public	2	state
4	population	2	residents
4	new	2	research
4	national	2	program
4	infrastructure	2	political
4	energy	2	place
3	world	2	need
3	sustainable	2	million
3	smart	2	management
3	project	2	local
3	planning	2	leaders
3	housing	2	improve
3	figure	2	health
3	Cultural	2	green
3	climate	2	garden
3	center	2	countries
3	belonging	2	community
3	areas	2	challenge
		2	centers
		2	building
		2	between
		2	based



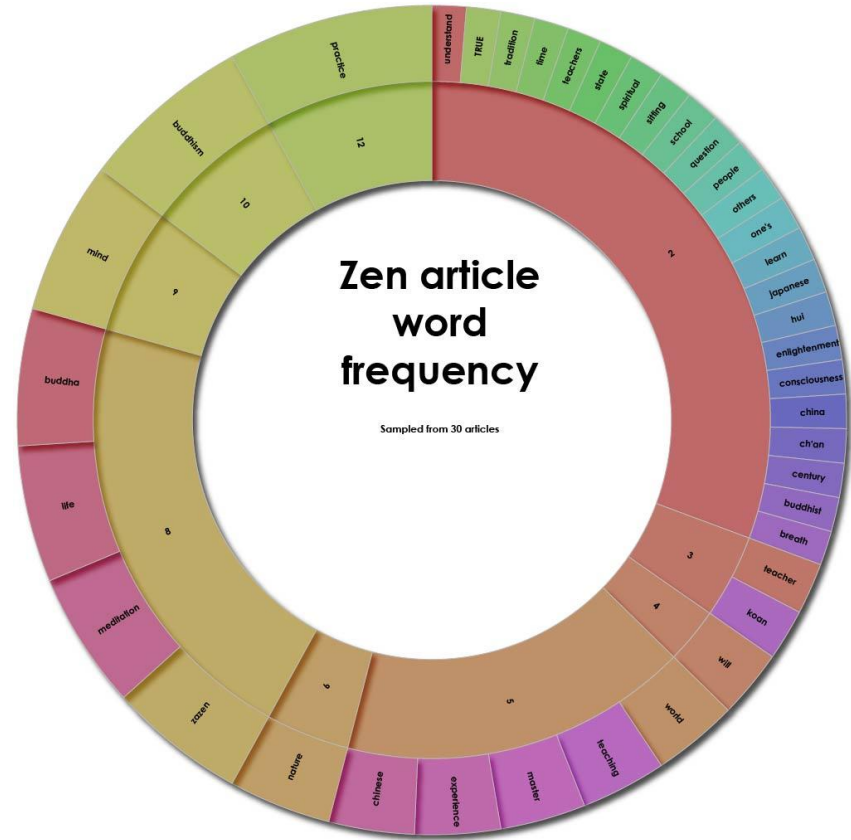
**A** We did not consider the proportion of key words in each article.

# Word Frequency (Failed)

## Zen

- 12 practice
- 10 buddhism
- 9 mind
- 8 zazen
- 8 meditation
- 8 life
- 8 buddha
- 6 nature
- 5 world
- 5 teaching
- 5 master
- 5 experience
- 5 chinese
- 4 will
- 3 teacher
- 3 koan
- 2 understand
- 2 TRUE
- 2 Tradition
- 2 time

- 2 teachers
- 2 state
- 2 spiritual
- 2 sitting
- 2 school
- 2 question
- 2 people
- 2 others
- 2 one's
- 2 learn
- 2 japanese
- 2 hui
- 2 enlightenment
- 2 consciousness
- 2 china
- 2 ch'an
- 2 century
- 2 buddhist
- 2 breath



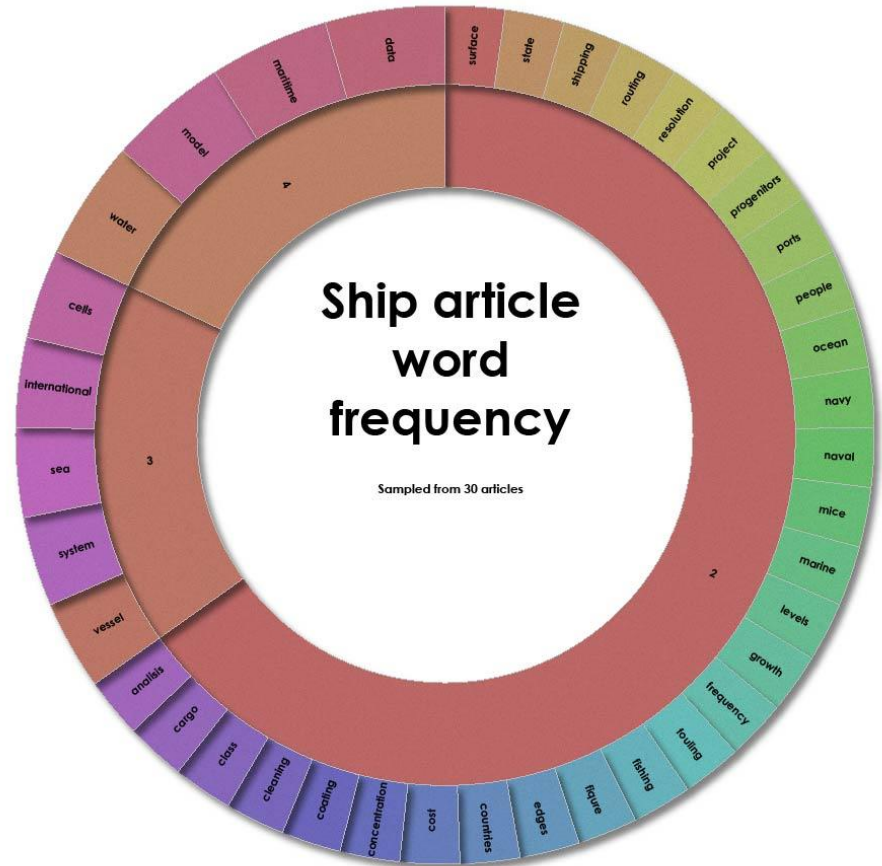
**A** We did not consider the proportion of key words in each article.

# Word Frequency (Failed)

## Ship

- 4 water
- 4 model
- 4 maritime
- 4 data
- 3 vessel
- 3 system
- 3 sea
- 3 international
- 3 cells
- 2 surface
- 2 state
- 2 shipping
- 2 routing
- 2 resolution
- 2 project
- 2 progenitors
- 2 ports
- 2 people
- 2 ocean
- 2 navy

- 2 naval
- 2 mice
- 2 marine
- 2 levels
- 2 growth
- 2 frequency
- 2 fouling
- 2 fishing
- 2 figure
- 2 edges
- 2 countries
- 2 cost
- 2 concentration
- 2 coating
- 2 cleaning
- 2 class
- 2 cargo
- 2 analysis



**A** We did not consider the proportion of key words in each article.

# Data Analysis

## #02

**Create a credit evaluation system to measure  
the proportion of keywords in each article**

# Reanalyze in Credit Evaluation System



Final Top Words from Secondary Research

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive



Share



	A	B	C	D	E	F	G	H	I	J	K	Final Top Words						
	top 1	top 2	top 3	top 4	top 5	top 6	top 7	top 8	top 9	top 10		Total	Credit	Total	Total	Word	credit	Word
1	10 credits	9 credits	8 credits	7 credits	6 credits	5 credits	4 credits	3 credits	2 credits	1 credit		1	98	Urban	98	12 Urban	87	2 Ur
2	citizenship	players	3 Belonging	4 National	1 Nation	rights	liberal	citizen	substantive	formal		2	52	Sustainability	24	5 People	24	
3	square	dutch	children	ethnic	5 People	home	4 Public	7 Space	groups	neighborhood		3	35	Development	35	5 Developm	35	
4	london	3 Housing	between	4 Public	semprebon	figure	ground	4 New	garden	estate		4	30	Space	30	7 Space	30	
5	project	3 Smart	managemen	5 Developm	3 Sustainabl	projects	4 Social	stakeholder	approach	concepts		5	30	Population	23	4 Social	23	
6	3 Green	12 Urban	4 Infrastruct	3 Climate	change	cities	benefits	research	3 Planning	7 Spaces		6	26	Culture	24	4 Public	24	
7	safety	system	vehicle	collisions	driver	speed	injuries	potential	impact	target		7	25	Infrastructure	30	4 Population	30	
8	system	3 Smart	based	service	sensor	building	information	figure	situation	control		8	24	People	24	4 New	24	
9	asia	million	5 Center	4 Population	inhabitants	county	dominate	3 World	influence	12 Urban		9	24	Public	21	4 National	15	1 Nat
10	youth	4 Social	7 Spaces	movement	political	7 Space	police	4 Cultural	5 Center	counter		10	24	New	25	4 Infrastruct	25	
11	5 Developm	3 Planning	12 Urban	economic	5 Center	traffic	tourism	land	figure	road		11	24	Smart	21	4 Energy	21	
12	3 Green	baum	emerald	wizard	3 Greenness	Nature	modern	littlefield	book	white		12	23	Climate	52	3 Sustainabl	25	1 Sus
13	4 New	city	old	12 Urban	5 Developm	office	areas	downtown	5 Center	5 People		13	23	Social	20	3 Belonging	20	
14	12 Urban	7 Space	3 Planning	discourse	language	research	4 Social	4 Energy	4 New	communication		14	22	Housing	26	4 Cultural	26	
15	ethic	4 Cultural	community	local	4 Social	4 Public	4 National	based	asian	minority		15	21	National	24	3 Smart	24	
16	Vegetation	building	levels	crime	residents	relationships	violent	units	predators	study		16	21	Energy	15	3 World	15	
17	4 Cultural	artist	3 Belonging	political	creative	ledere	4 Cultural	european	howlround	7 Spaces		17	20	Belonging	22	3 Housing	22	
18	program	implement	plan	improve	create	council	adopt	update	vision	values		18	19	Center	23	3 Climate	23	
19	care	patient	health	cost	program	year	pharmacist	managemen	data	clinical		19	19	Planning	19	3 Planning	19	
20	schools	challenge	attainment	improvement	pupils	areas	programme	support	leadership	secondary		20	15	World	19	5 Center	19	
21	3 Sustainabl	5 Developm	12 Urban	3 Climate	global	4 Energy	3 World	footprint	ecological	carbon								
22	project	3 Climate	12 Urban	challenge	4 Energy	investment	financing	5 Developm	local	support								
23	12 Urban	3 Sustainabl	project	4 Energy	governing	2 Urbanizati	state	radically	4 National	4 Infrastructure								
24	4 Infrastruct	4 New	3 Housing	4 Population	5 People	growth	need	million	big	demand								
25	design	5 People	health	diversity	mental	place	3 Belonging	12 Urban	journal	5 Center								
26	water	need	4 Public	transportati	4 Infrastruct	challenges	12 Urban	problems	5 People	1 Sustainability								
27	mayors	issues	speeches	year	important	3 Housing	leaders	state	4 National	leaders								
28	Town	12 Urban	between	4 Population	difference	residents	countries	minimum	community	villages								
29	rate	services	mission	work	taxes	foundation	organization	operations	maintenance	improve								
30	12 Urban	4 Population	3 World	areas	2 Urbanizati	countries	places	towns	rural	grow								
31	garden	status	guardian	town	3 Smart	place	themselves	7 Space	redefine	independent								
32																		
33																		

<https://docs.google.com/spreadsheets/d/1H1iB3kinc6qk7Xp8-PpANww9kwBs55U43TvWWW4gfhs/edit#gid=1660360070>

# Comparison

## Times & Credits

City		Zen		Ship	
TOP 20 WORDS Previous	TOP 20 WORDS Based on Credit	TOP 20 WORDS Previous	TOP 20 WORDS Based on Credit	TOP 20 WORDS Previous	TOP 20 WORDS Based on Credit
12 urban	98 Urban	12 practice	136 Buddhism	4 water	43 Marine
7 space/spaces	52 Sustainability	10 buddhism	96 Practice	4 model	34 Water
5 people	35 Development	9 mind	63 Meditation	4 maritime	28 Model
5 development	30 Space	8 zazen	60 Zazen	4 data	25 Sea
4 social	30 Population	8 meditation	55 Mind	3 vessel	24 Vessel
4 public	26 Culture	8 life	48 Teach	3 system	24 Cells
4 population	25 Infrastructure	8 buddha	42 Life	3 sea	20 Fouling
4 new	24 People	6 nature	35 Nature	3 international	19 Navigation
4 national	24 Public	5 world	28 Master	3 cells	18 System
4 infrastructure	24 New	5 teaching	28 Chinese	2 surface	18 Navy
4 energy	24 Smart	5 master	28 Will	2 state	18 Shipping
3 world	23 Climate	5 experience	27 Ch'an	2 shipping	17 Cost
3 sustainable	23 Social	5 chinese	22 Koan	2 routing	17 Ports
3 smart	22 Housing	4 will	18 Experience	2 resolution	16 International
3 project	21 National	3 teacher	18 Time	2 project	15 Country
3 planning	21 Energy	3 koan	18 Question	2 progenitors	12 Cargo
3 housing	20 Belonging	2 understand	18 School	2 ports	11 Concentration
3 figure	19 Center	2 True	12 Spirit	2 people	10 People
3 Cultural	19 Planning	2 Tradition	10 Understand	2 ocean	10 Coating
3 climate	15 World	2 time	10 Tradition	2 navy	10 Cleaning



## **2.2 2nd Primary Research**

37 Responses for "City", 33 for "Zen", and 26 for "Ship"

# Survey

## City

For SERV 722 Prototyping of Serive project conducted by Savannah College of Art and Design students Cassidy Heffner, Gabriele Tripi, Noel Gonzale & Wenting Zhu.

By completing this survey, I am consenting that all answers collected will be anonymous and used solely for research purposes. If you have any questions, please contact [wenzhu22@student.scad.edu](mailto:wenzhu22@student.scad.edu). Thank you, our survey should take no longer than 3 minutes to complete.

\* Required

What does "City" mean to you? \*

Your answer

Could you share an experience or a story about "City" ? \*

Your answer

NEXT

Never submit passwords through Google Forms.

## Zen

For SERV 722 Prototyping of Serive project conducted by Savannah College of Art and Design students Cassidy Heffner, Gabriele Tripi, Noel Gonzale & Wenting Zhu.

By completing this survey, I am consenting that all answers collected will be anonymous and used solely for research purposes. If you have any questions, please contact [wenzhu22@student.scad.edu](mailto:wenzhu22@student.scad.edu). Thank you, our survey should take no longer than 3 minutes to complete.

\* Required

What does "Zen" mean to you? \*

Your answer

Could you share an experience or a story about "Zen" ? \*

Your answer

NEXT

Never submit passwords through Google Forms.

## Ship

For SERV 722 Prototyping of Serive project conducted by Savannah College of Art and Design students Cassidy Heffner, Gabriele Tripi, Noel Gonzale & Wenting Zhu.

By completing this survey, I am consenting that all answers collected will be anonymous and used solely for research purposes. If you have any questions, please contact [wenzhu22@student.scad.edu](mailto:wenzhu22@student.scad.edu). Thank you, our survey should take no longer than 3 minutes to complete.

\* Required

What does "Ship" mean to you? \*

Your answer

Could you share an experience or a story about "Ship" ? \*

Your answer

NEXT

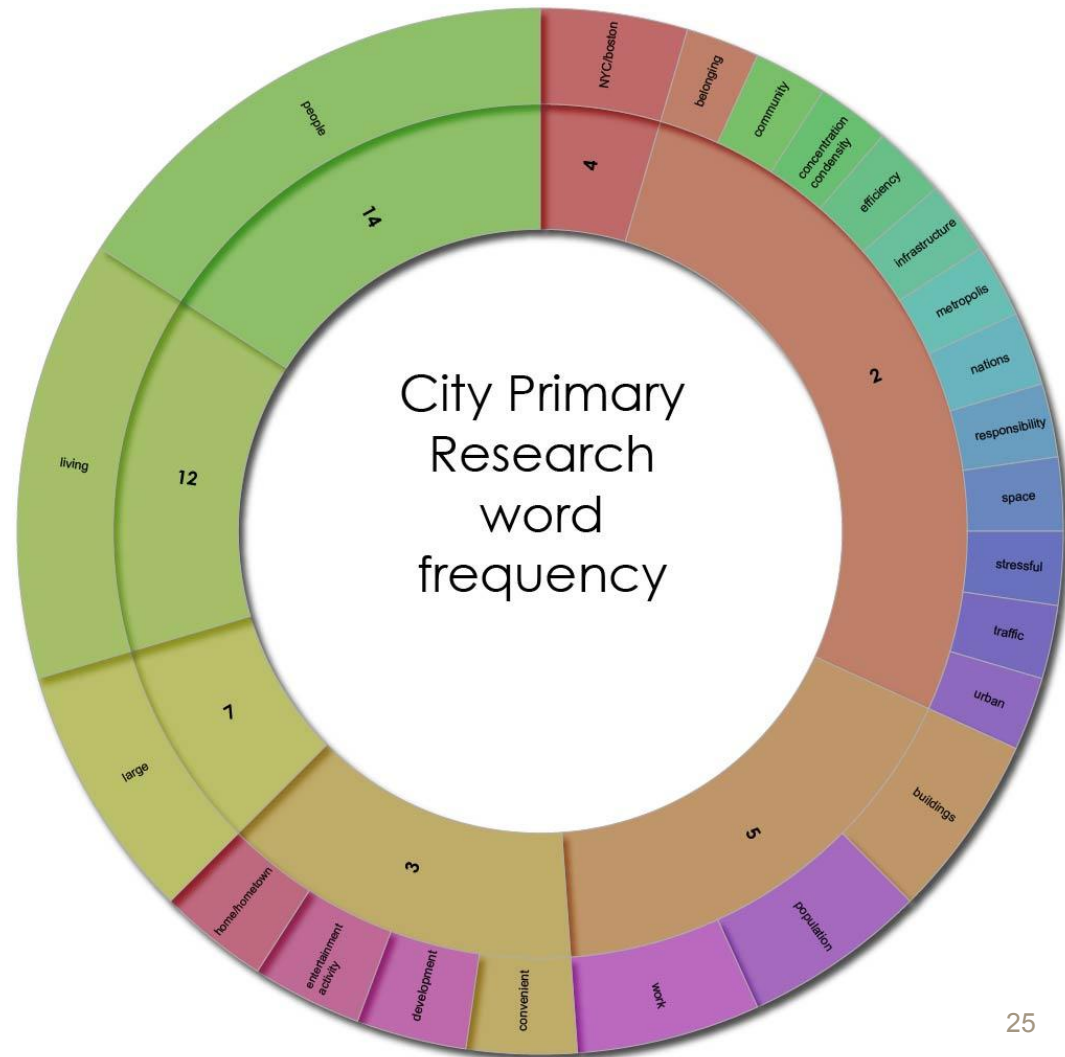
Never submit passwords through Google Forms.

# Word Frequency

## City

- 14 people
- 12 living
- 7 large
- 5 work
- 5 buildings
- 5 population
- 4 NYC/boston
- 3 convenient
- 3 home/hometown
- 3 development
- 3 entertainment/activity
- 2 traffic
- 2 urban
- 2 metropolis
- 2 community
- 2 belonging
- 2 infrastructure
- 2 stressful
- 2 space
- 2 responsibility
- 2 efficiency
- 2 concentration/condensity
- 2 nations

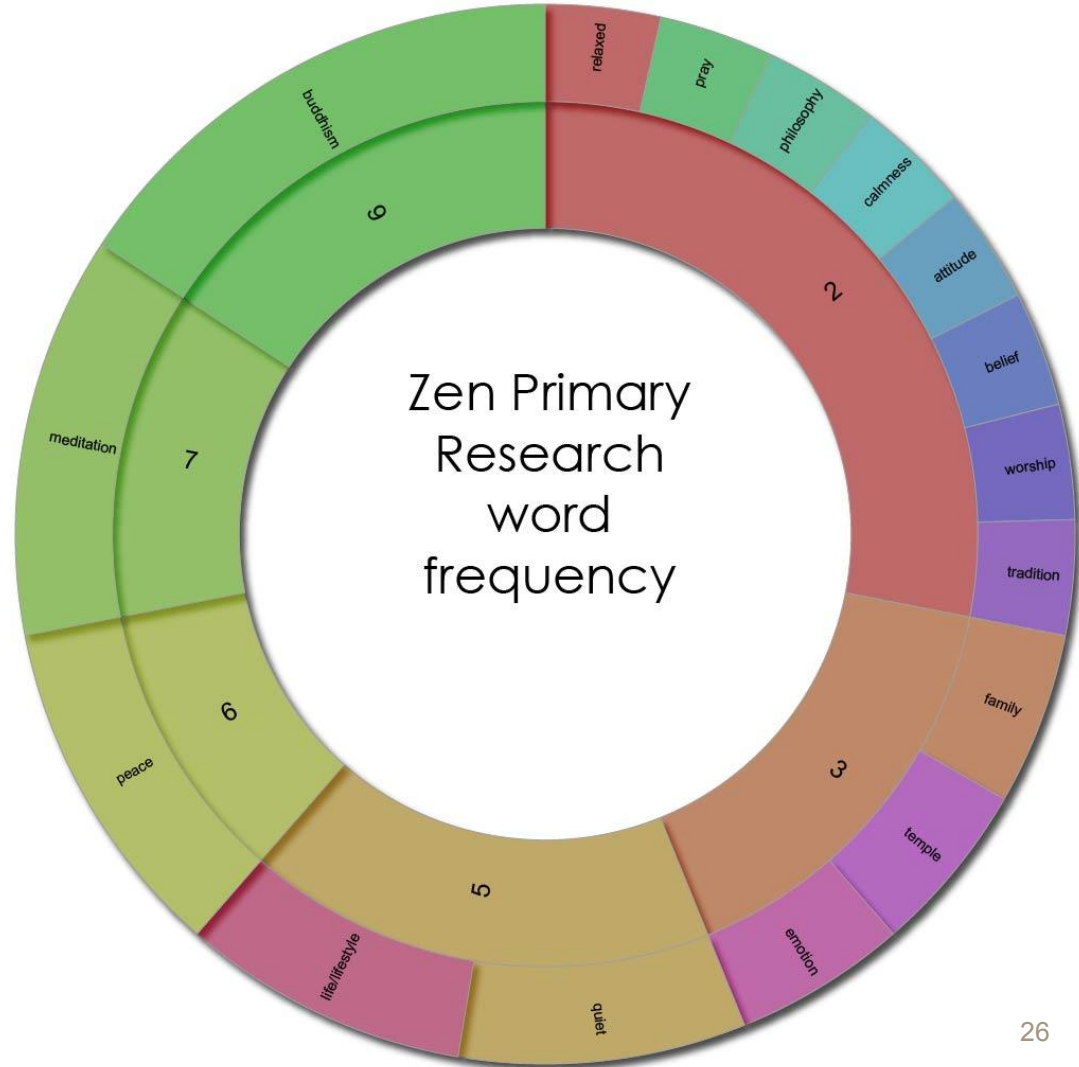
- 1 transportation
- 1 tempo
- 1 retirement
- 1 modernization
- 1 construction
- 1 civilization



# Word Frequency

## Zen

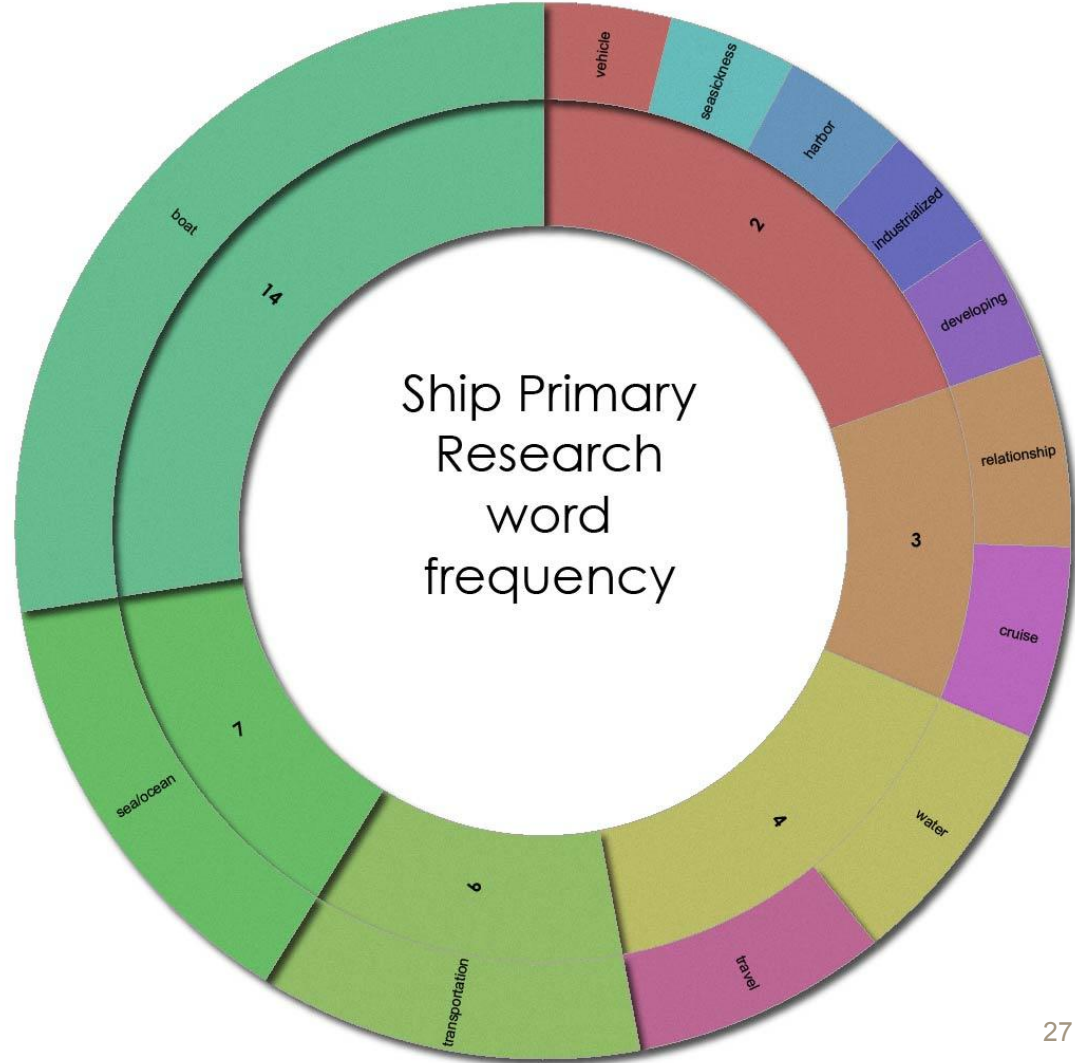
- 9 buddhism
- 7 meditation
- 6 peace
- 5 quiet
- 5 life/lifestyle
- 3 family
- 3 temple
- 3 emotion
- 2 relaxed
- 2 pray
- 2 philosophy
- 2 calmness
- 2 attitude
- 2 belief
- 2 worship
- 2 tradition
- 1 tranquility
- 1 spiritual
- 1 taoism
- 1 pressure
- 1 slowly
- 1 simple



# Word Frequency

## Ship

- 14 boat
- 7 sea/ocean
- 6 transportation
- 4 water
- 4 travel
- 3 relationship
- 3 cruise
- 2 vehicle
- 2 seasickness
- 2 harbor
- 2 industrialized
- 2 developing
- 1 scene
- 1 pressure
- 1 voyages
- 1 family



## **2.3 A Model for Relationship Generation**

Importance by Hierarchy



## Top 6 Words in Each Category

### City

#### Top 6 Primary Words

14 People - 12 Living - 7 Large  
5 Work - 5 Buildings - 5 Population

#### Top 6 Secondary Words

98 Urban - 52 Sustainability - 35 Development  
30 Spaces - 30 Population - 26 Culture

### Zen

#### Top 6 Primary Words

9 Buddhism - 7 Meditation - 6 Peace  
5 Quiet - 5 Life - 5 Family

#### Top 6 Secondary Words

136 Buddhism - 96 Practice - 63 Meditation  
60 Zazen - 55 Mind - 48 Teach

### Ship

#### Top 6 Primary Words

14 Boat - 7 Sea/Ocean - 6 Transportation  
4 Water - 4 Travel - 3 Relationship

#### Top 6 Secondary Words

43 Marine - 34 Water - 28 Model  
25 Sea - 24 Vessel - 24 Cells

# Establishing Importance

## City

### Top 6 Primary Words

14 People - 12 Living - 7 Large  
5 Work - 5 Buildings - 5 **Population**

### Top 6 Secondary Words

98 Urban - 52 Sustainability - 35 Development  
30 Spaces - 30 **Population** - 26 Culture

## Zen

### Top 6 Primary Words

9 **Buddhism** - 7 **Meditation** - 6 Peace  
5 Quiet - 5 Life - 5 Family

### Top 6 Secondary Words

136 **Buddhism** - 96 Practice - 63 **Meditation**  
60 Zazen - 55 Mind - 48 Teach

## Ship

### Top 6 Primary Words

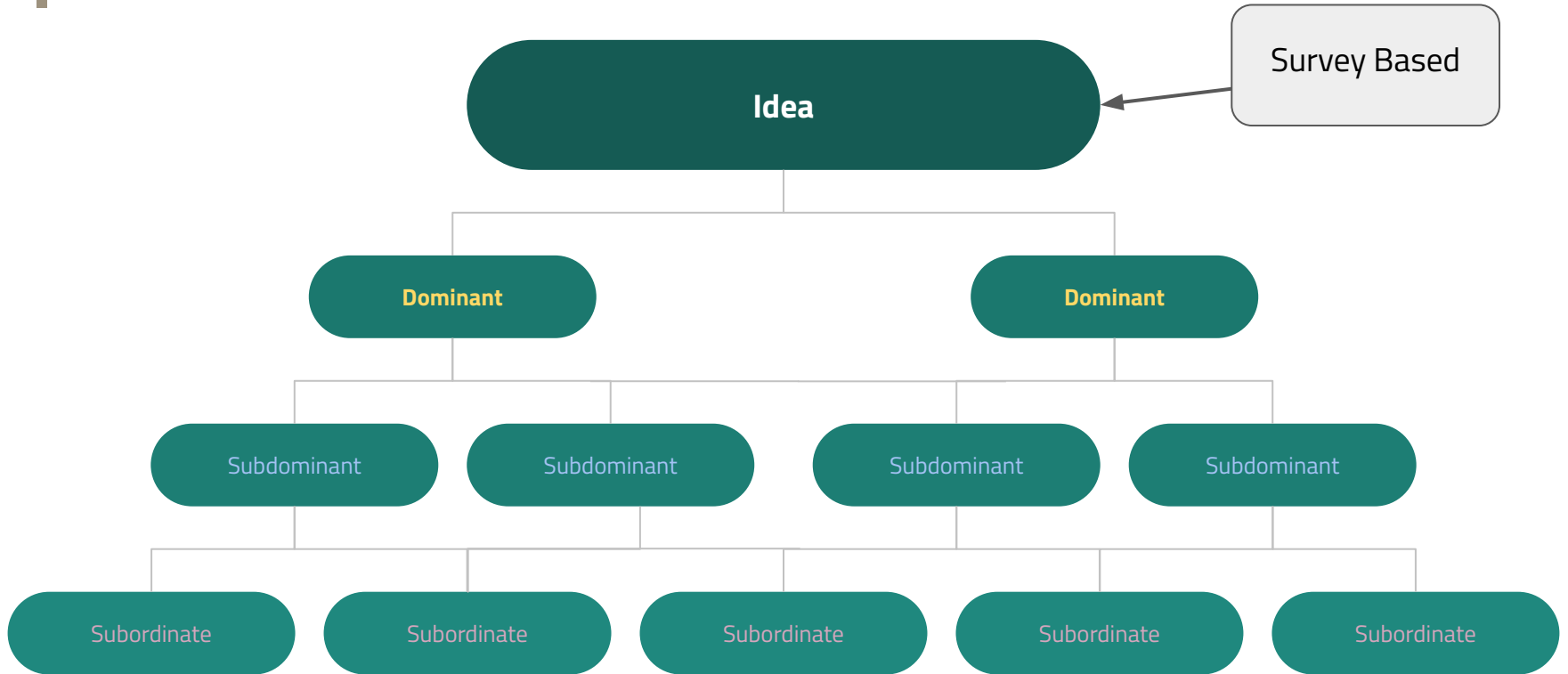
14 Boat - 7 **Sea/Ocean** - 6 Transportation  
4 **Water** - 4 Travel - 3 Relationship

### Top 6 Secondary Words

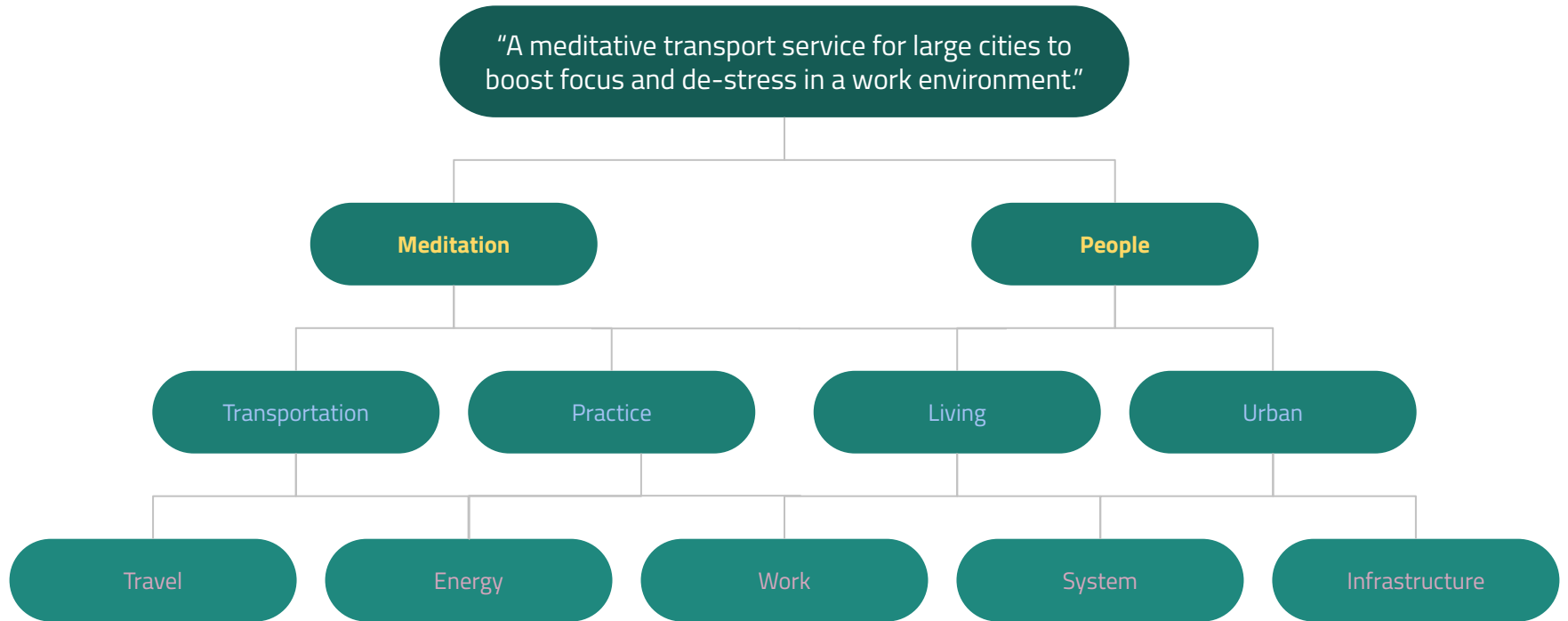
43 Marine - 34 **Water** - 28 Model  
25 **Sea/Ocean** - 24 Vessel - 24 Cells

**Dominant** - Subdominant - Subordinate

# 1st Proposed Connection Making



# Example





Part  
3

# 3rd Round Research

**3.1 3rd Primary Research:** 52 Responses for Two Different Surveys

**3.2 Memory Basin**

**Goal:**

Get more instrumental data and establish the memory basin to show the relationship between CITY, ZEN, SHIP using the model for relationship generation.

## **3.1 3rd Primary Research**

52 Responses for Two Different Surveys

*“Data Triangulation enables researchers to support findings with different underpinnings and makes your dataset richer and more comprehensible.”*

Stickdorn, M., Hormess, M. E., Lawrence, A., & Schneider, J. (. (2018). *This is service design doing: Applying service design thinking in the real world : A practitioner's handbook* (First ed.). Sebastopol, CA: O'Reilly Media, Inc.

# Surveys

## Covert & Overt

### Creative Exercise Workshop

Hello! If you have 5 minutes of time please participate in this creative exercise! All responses will remain anonymous and will be used for academic research purposes. The goal of this workshop is to see how people interpret these words and create scenarios based on their meaning.

\* Required

Covert

### Welcome

For SERV 722 Prototyping of Serive project conducted by Savannah College of Art and Design students Cassidy Heffner, Gabriele Tripi, Noel Gonzale & Wenting Zhu. By completing this survey, I am consenting that all answers collected will be anonymous and used solely for research purposes. If you have any questions, please contact [wenzhu22@student.scad.edu](mailto:wenzhu22@student.scad.edu)  
Thank you, our survey should take no longer than 3 minutes to complete.

\* Required

What's your gender? \*

Your answer

What's your age? \*

Your answer

What's your occupation? \*

Your answer

Overt



# Surveys

## Separated & Mixed Word Pools

**Covert Survey with Separated Word Pool (32 responses)**  
<https://docs.google.com/spreadsheets/d/1RF1oBW7m5VgR9U3Jho3HvI8kxul6GnHho-bq-wXEzbE/edit#gid=951852548>

**Overt Survey with Mixed Word Pool (19 responses)**  
[https://docs.google.com/spreadsheets/d/1u7tMHppaEXS\\_fcLLMMRCqAZVWcl8oPWijWmXA\\_cag54/edit#gid=1036269046](https://docs.google.com/spreadsheets/d/1u7tMHppaEXS_fcLLMMRCqAZVWcl8oPWijWmXA_cag54/edit#gid=1036269046)

Please choose 2 words from each category.

A	B	C
People	Buddhism	Sea
Living	Meditation	Water
Large	Life	Boat
Work	Peace	Transportation
Buildings	Quiet	Travel
Population	Family	Relationship
Urban	Practice	Marine
Development	Mind	Model
Spaces	Zazen	Vessel
Energy		Cells
Infrastructure		

Which 6 words did you choose? \*

Short answer text

What scenario can you create based on the meaning of the words you chose? \*  
(Note: you don't have to write the words you chose in your response.)

Long answer text


Separated Word Pool

Scenario 1

From image 1 below, what possible scenarios come to mind? \*

Your answer

image 1



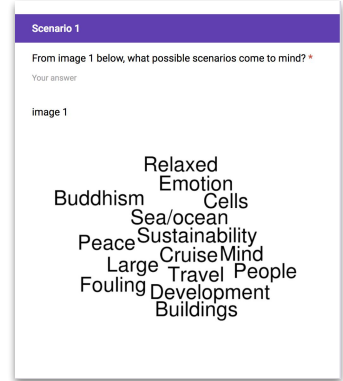
Mixed Word Pool

**B** We did not consider the reading habit. The words needed to be shown randomly.

# Data Selection

## Overt Survey with Mixed Word Pool (19 responses)

- Most of responses (14/19) are **invalid**, because they use the same word from the cloud to answer the question.
- This survey is **not well-designed**.



Timestamp	What's your gender?	What's your occupation?	From image 1 below, what possible scenarios come to mind?	From image 2 below, what possible scenarios come to mind?	From image 3 below, what possible scenarios come to mind?
2/3/2019 14:56:09	Female	24 Student	Resilience	Believe	Sea
2/3/2019 14:56:37	Female	25 Student	A vacation	home or everyday living	corporate culture
2/2/2019 20:28:24	I am women	28 Superwoman	A community growing for the urban society.	A vacation that is well deserved	Traveling hospital on water
2/2/2019 20:33:43	Female	37 Radiation Therapist	Large Metro area with many job opportunities, and many social activities.	Traveling to Japan and visiting a Buddhist temple to learn more about the cultural and to try to be more at peace.	A team of Marine Biologists that study sea life and develop a close relationship.
2/2/2019 23:07:54	male	22 sophomore	developed countries' cities; modern cities; urban design	religion;	import and export trade; innovation of transport system
2/2/2019 23:48:30	male	23 teacher	Thousands of majestic buildings are being built in a modern city which has a large population.	A man got his inner peace by meditating in a quiet room.	A boat with a few model vehicles is driving from the ocean at high speed.
2/3/2019 0:32:31	Male	19 Server	Construction site	Relaxing	Vacation
2/3/2019 0:32:40	Female	16 Sales Associate	Driving around the city	At home relaxing	Vacation
2/3/2019 8:23:31	male	18 student	city	people	environment
2/3/2019 12:59:25	Male	24 Student	City	Zen	Ship
2/4/2019 8:48:51	Female	US Army Captain	Dynamic expansion of a logistical network	Travel	Quality of Life
2/4/2019 9:01:32	Female	92 FoxTrot	Healthy great space	Travel	state of mind
2/4/2019 9:16:46	Female	Army Special Forces Officer	Opportunity to improve and grow	Making things happen in a variety of ways	Understand yourself and make the most of it
2/4/2019 9:22:11	Female	Supply	mall	port	dojo
2/4/2019 9:31:10	Female	Intelligence/Cyber Technician	Growth	Logistics	Balance
2/4/2019 9:36:19	Female	US Army Team Leader	Expanding businesses	Transportation services	Remaining calm in stressful situations
2/4/2019 9:48:52	Female	Project management	development	travel	practice
2/4/2019 10:08:46	Female	Business Analyst/Sub	A construction company building a high rise building in the city.	standing on the dock of a cruise ship feeling the wind on your skin.	A peaceful place to calm a stressful situation.
2/4/2019 10:32:48	Female	Logistician	Being able to grow in an environment filled with endless possibilities!	Being a Logistician and correlating all the different approaches & ways for movement.	Living a life full of zen and what equates to you as happiness.

# Data Selection

## Covert Survey with Separated Word Pool (33 responses)

Timestamp	Which 6 words did you choose?	What scenario can you create based on the meaning of the words you chose? (Note: you don't have to write the words you chose in your response.)
2/4/2019 13:43:4	Development Infrastructure life Mind water model	Creating a life path that makes you like water and enhances Mindfulness
2/4/2019 15:37:0	Energy, Infrastructure, Quiet, Peace, Water, Travel	Travelling through the Sea silently, and landing on an island where you build power plants.
2/4/2019 16:56:4	Population, Energy, Zazen, Quiet, Boat, Cells	The cells of the population, most of which live in quiet on boats, store energy. Zazen.
2/4/2019 17:06:3	buildings, spaces, peace, zazen, Vessel, cells	Something about zen meditation while in a boat with a view of a coastal town. Trying to use thinking about cells and the spaces between them as your zen mantra?
2/4/2019 17:25:1	People, spaces, Meditation, Mind, Relationship, Travel.	I chose the words I did because I can relate to a scenario involving them. Meditation helps get you out of your own Mind so you can ultimately improve your Relationships with other people. People take up space, that's why I chose space and I enjoying Traveling so that's why I chose Travel
2/4/2019 17:36:3	People, Spaces, Life, Zazen, Sea, Travel	A particular favorite fictional character (Lapis Lazuli, from Steven Universe), finding tranquility out at Sea.
2/4/2019 18:18:4	Urban, Infrastructure, Buddhism, peace, water, cells	A serene Korean spa in the middle of a bustling city
2/4/2019 20:40:5	(A) development, Infrastructure. (B) peace, Mind. (C) Sea, Marine.	Seasteading! Building self-sustaining colonies in (on? under?) the Sea, far from established land-based nations, a new frontier for humans to exploit.
2/4/2019 20:53:4	People, Living, life, Mind, Sea, Relationship	My first thought it just re-enacting Mamma Mia! But it would also be fun to have a campy, ghost-ish mystery set in a small, British, working-class village on the Sea. The mystery brings to light by intra- and interpersonal anxieties, while still being a fun, tongue-in-cheek romp.
2/5/2019 1:02:4	People Living Family life Sea Marine	I predict that in the future, sometime 1000 years from now, not much has changed but they live under water. Oh and your great great great granddaughter is doing fine.
2/5/2019 2:37:1	zazen Relationship urban Infrastructure peace water	a calm environment, with social friendliness toward others
2/5/2019 10:53:4	population; development; life; peace; water; transportation	If Humanity is to survive the near future, thus be alive in a comfortable way, population must be reduced to a billion or two; the "quality" of the population must be "developed", intelligence-wise; greenland kept melting during this fucking winter, ocean water levels will rise and cover loads of big cities; over-transportation is retarded, most cars in urban areas carry all but a single person at any time, I'm pro-market but cars are curse and for urban use we'd be better off banning them. I want peace and quiet, but all I see is chaos and conflict in the horizon.
2/5/2019 14:49:2	People work life quiet Relationship model	People's life
2/5/2019 14:50:0	Urban, spaces, life, Mind, Sea, cells	Life under the Sea, as if our cells never adapted to the air. What would the world look like if humans only lived in the water and the land was human free?
2/5/2019 14:52:2	Living, energy, life, peace, Sea, Relationship	Enjoying experiences with a partner, never winding down. Just experiencing life with someone you care about.
2/5/2019 14:52:3	Development, Energy, Peace, Practice, Relationship, Travel	With time and effort, one can do anything. They may not be ready yet, but they can improve themselves, if they are set in their ways to do so. Sometimes what one wants is not close, but no matter how far, it's worth it, as long as they keep trying for it, and learning from mistakes, they'll achieve what they long for.
2/5/2019 14:52:5	Large, buildings, Buddhism, meditation, transportation, Relationship	I was picturing a large Buddhist monastery that would transport people who meditated there to a spiritual space and let them get in tune with their subconscious
2/5/2019 15:01:4	Living, spaces, meditation, Mind, water, Marine	A room that has alive and moving bodies of water that make me calm.
2/5/2019 15:06:4	People, Energy, Life, Meditation, Sea, Relationship	Life is just part of a universal "hum" of energy that people can tap into when meditating, as a surfer I can feel the universal energy when I am in the ocean and I feel a connection to every particle of the universe.
2/5/2019 15:44:5	Development and spaces, quiet and Family, water and Relationship	Family Relationships are fluid and changeable, but if a good one is formed it can be a good space for personal or childhood development
2/5/2019 15:50:5	Spaces, energy, life, zazen, Sea, Relationship	Someone meditating next to the ocean
2/5/2019 16:22:4	people work Family peace Travel Vessel	A refugee Family in Search of a different life, looking for freedom, holding each other closely on a boat, hoping for peace
2/5/2019 19:26:2	Marine Sea buddism Mind spaces laser	I swim in the large space thinking world peach
2/5/2019 20:10:3	A - Living and spaces, B- peace and Family, C- Travel and Relationship	A space that would encourage Living. You would have a sense of peace having your Family present. But not making you stay there, it is a passage, to Travel after and create new Relationships.
2/5/2019 21:16:2	spaces, energy, life, Mind, water, Sea	Whater takes up spaces and has life within the Sea. The energy of water gives me life.
2/5/2019 23:49:1	people, Living, peace, Family, Relationship, Marine	A vignette of a coastal society where Relationships to self, nature, and others are valued, and there is an ethic of care and nonviolence
2/6/2019 12:37:0	urban energy life peace Vessel transportation	a society has discovered how to generate energy at the bottom of the ocean, and they now plan to resettle there to create a new more peaceful city, but first they must design the Vessel that will transport them to this new city.
2/6/2019 17:50:1	Urban, development, quiet, peace, Vessel, Sea	A Vessel is departing from a peaceful town on the Seashore, in a quiet morning. On the other side of the Sea, another country needs the goods the Vessel is carrying for its development
2/7/2019 7:10:3	People, Development, Quiet, Mind, Sea, Travel	Development of the human Mind can only occur on a quiet Sea journey
2/7/2019 8:50:3	Development, Spaces, Life, Family, Sea, Transportation	Humanity has started to colonize the vast undeveloped territories beneath the oceans. A land-dweller takes a subMarine to the bottom of the Pacific to visit her brother's Family for Thanksgiving.
2/7/2019 9:56:2	Urban Spaces Peace Family Boat Marine	Family escaping urban life by Living on a boat.
2/7/2019 21:18:3	Spaces Living Mind Peace Relationship Vessel	The spaces we live in contributes to the peace in our Minds and the Relationship we have with the of our bodies.
2/9/2019 9:50:5	Living, Energy, Quiet, Practice, Sea, Vessel	A movie about a reSearch Vessel that discovers a peaceful underwater society that has an abundance of natural resources and the ensuing conflict for those resources? (I don't know if I'm interpreting "scenario" correctly)
2/9/2019 17:09:1	Energy people practice meditation water travel	A cruise where you balance your chakras

Please choose 2 words from each category.

A	B	C
People	Buddhism	Sea
Living	Meditation	Water
Large	Life	Boat
Work	Peace	Transportation
Buildings	Quiet	Travel
Population	Family	Relationship
Urban	Practice	Marine
Development	Mind	Model
Spaces	Zazen	Vessel
Energy		Cells
Infrastructure		

Which 6 words did you choose?

Don't answer text

What scenario can you create based on the meaning of the words you chose?\*

(Note: you don't have to write the words you chose in your response.)

Long answer text

<https://docs.google.com/spreadsheets/d/1RF1oBW7m5VgR9U3Jho3Hvl8kxul6GnHho-bq-wXEzbE/edit?gid=951852548>

Nearly all the responses (32/33) are rich and thoughtful.

# Word Frequency Study

Based on Covert Survey

Participant #	A - City		B - Zen		C - Ship	
	Word 1	Word 2	Word 3	Word 4	Word 5	Word 6
1	Buildings	Spaces	Peace	Zazen	Vessel	Cells
2	Development	Infrastructure	Life	Mind	Water	Model
3	Development	Infrastructure	Peace	Mind	Sea	Marine
4	Development	Energy	Peace	Practice	Relationship	Travel
5	Development	Spaces	Quiet	Family	Water	Relationship
6	Development	Spaces	Life	Family	Sea	Transportation
7	Energy	Infrastructure	Quite	Peace	Water	Travel
8	Large	Buildings	Buddhism	Meditation	Transportation	Relationship
9	Living	Energy	Life	Peace	Sea	Relationship
10	Living	Spaces	Meditation	Mind	Water	Marine
11	Living	Spaces	Peace	Family	Travel	Relationship
12	Living	Energy	Quiet	Practice	Sea	Vessel
13	Spaces	Large	Buddhism	Mind	Marine	Sea
14	People	Spaces	Meditation	Mind	Relationships	Travel
15	People	Spaces	Life	Zazen	Sea	Travel
16	People	Living	Life	Mind	Sea	Relationship
17	People	Living	Family	Life	Sea	Marine
18	People	Work	Life	Quite	Relationship	Model
19	People	Energy	Life	Meditation	Sea	Relationship
20	People	Work	Family	Peace	Travel	Vessel
21	People	Living	Peace	Family	Relationship	Marine
22	People	Development	Quiet	Mind	Sea	Travel
23	Population	Energy	Zazen	Quite	Boat	Cells
24	Population	Development	Life	Peace	Water	Transportation
25	Spaces	Energy	Life	Zazen	Sea	Relationship
26	Spaces	Energy	Life	Mind	Water	Sea
27	Spaces	Living	Mind	Peace	Relationship	Vessel
28	Urban	Infrastructure	Buddhism	Peace	Water	Cells
29	Urban	Spaces	Life	Mind	Sea	Cells
30	Urban	Energy	Life	Peace	Vessel	Transportation
31	Urban	Development	Quiet	Peace	Vessel	Sea
32	Urban	Spaces	Peace	Family	Boat	Marine
33	Urban	Infrastructure	Zazen	Peace	Relationship	Water

# Word Frequency Study

## Result

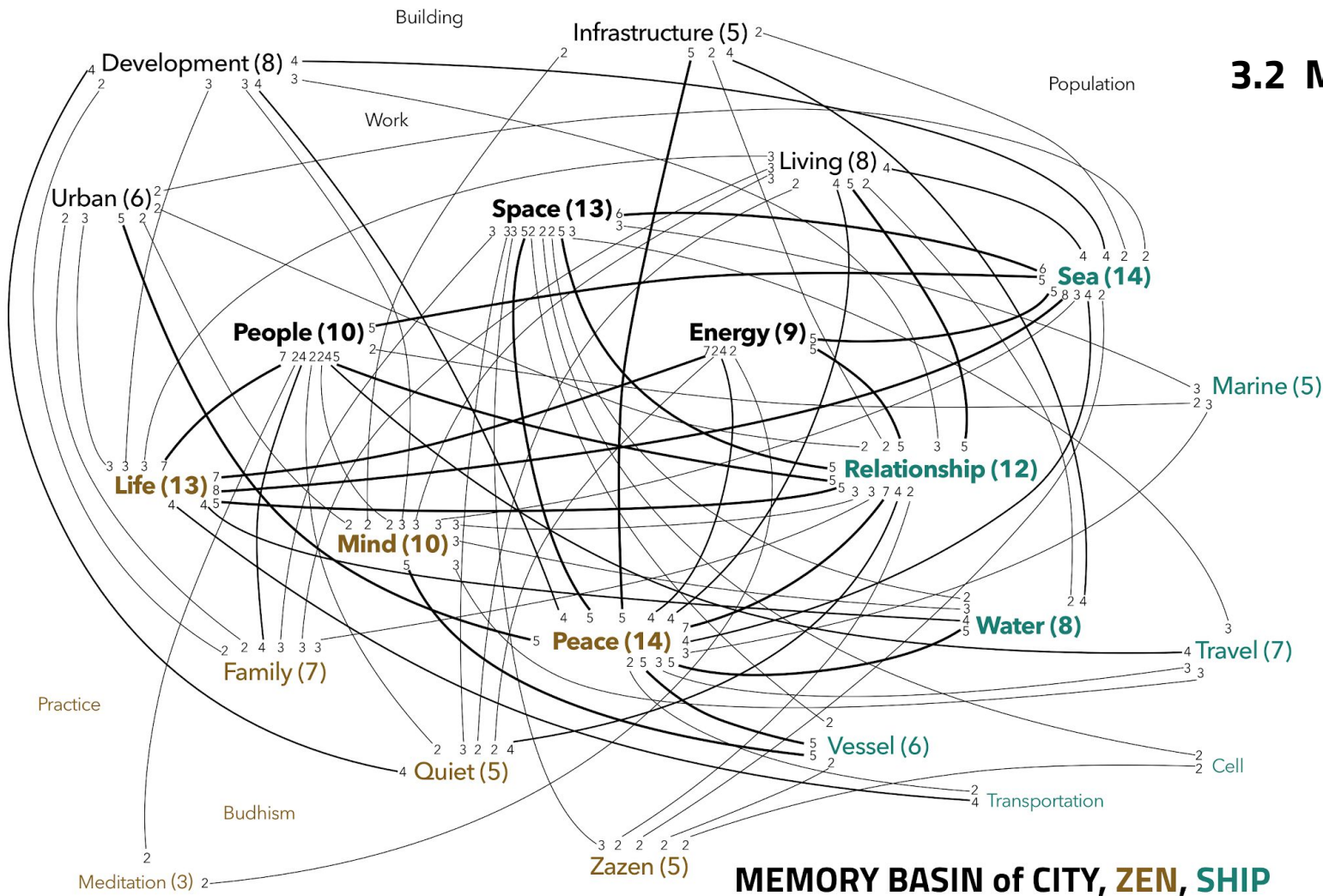
A - City			
Rank	Word	Times	Frequency
1	spaces	13	18.20%
2	people	10	15.10%
3	energy	9	13.60%
4	living	8	12.10%
4	development	8	12.10%
6	urban	6	9.10%
7	infrastructure	5	8%
8	buildings	2	3%
8	work	2	3%
8	population	2	3%
11	large	1	1.52%

B - Zen			
Rank	Word	Times	Frequency
1	peace	14	21.21
2	life	13	19.70
3	mind	10	15.15
4	family	7	10.61
5	zazen	5	7.58
6	quiet	4	6.06
7	meditation	4	6.06
8	buddhism	3	4.55
9	practice	2	3.03

C - Ship			
Rank	Word	Times	Frequency
1	sea	14	21.21
2	relationship	12	16.67
3	water	8	12.12
4	travel	7	10.61
5	vessel	6	9.09
6	marine	5	7.58
7	cells	4	6.06
7	transportation	4	6.06
9	boat	2	3.03
9	model	2	3.03



## 3.2 Memory Basin





Part  
**4**

# Prototyping

- 4.1 Prototype #1:** Most & Least
- 4.2 Prototype #2:** Conflict & Solution
- 4.3 Initial Story**
- 4.4 Story Testing**

**Goal:**

Figure out design opportunity by creating a complete story which includes problem & solution (conflict & solution)

## 4.1 Prototype #1 (Failed)

Most & Least



# Data Analysis

## Most & Least Frequent

A - City			
Rank	Word	Times	Frequency
1	spaces	13	18.20%
2	people	10	15.10%
3	energy	9	13.60%
4	living	8	12.10%
4	development	8	12.10%
6	urban	6	9.10%
7	infrastructure	5	8%
8	buildings	2	3%
8	work	2	3%
8	population	2	3%
11	large	1	1.52%

B - Zen			
Rank	Word	Times	Frequency
1	peace	14	21.21
2	life	13	19.70
3	mind	10	15.15
4	family	7	10.61
5	zazen	5	7.58
6	quiet	4	6.06
7	meditation	4	6.06
8	buddhism	3	4.55
9	practice	2	3.03

C - Ship			
Rank	Word	Times	Frequency
1	sea	14	21.21
2	relationship	12	16.67
3	water	8	12.12
4	travel	7	10.61
5	vessel	6	9.09
6	marine	5	7.58
7	cells	4	6.06
7	transportation	4	6.06
9	boat	2	3.03
9	model	2	3.03

### Top 6 Words with **MOST** Frequency

- *Help to Understand People's Needs*

- Spaces
- People
- Peace
- Life
- Sea
- Relationship

### Top 6 Words with **LEAST** Frequency

- *Help to Detach from Ordinary*

- Population
- Large
- Buddhism
- Practice
- Boat
- Model

# Data Analysis

## LEAST Frequency Focused

Data Analysis focuses on participants whose words include **LEAST** frequent words

- but **NO MOST** frequent words (*Category 1*)
- and also include **1-2 MOST** frequent words (*Category 2*)

# Data Analysis

## Participant Category

### Category 1

**P13** living **large** | **buddhism** mind | marine water

*"I swim in the large space thinking world peach."*

**P24** **population** energy | Zazen quiet | **boat** cells

*"The cells of the population, most of which live in quiet on boats, store energy. Zazen."*

# Data Analysis

## Participant Category

### Category 2

**P2** development infrastructure | **life** mind | water **model**

*"Creating a life path that makes you like water and enhances Mindfulness."*

**P8** **large** buildings | **buddhism** meditation | transportation **relationship**

*"I was picturing a large Buddhist monastery that would transport people who meditated there to a spiritual space and let them get in tune with their subconscious."*

**P12** living energy | quiet **practice** | **sea** vessel

*"A movie about a reSearch Vessel that discovers a peaceful underwater society that has an abundance of natural resources and the ensuing conflict for those resources? (I don't know if I'm interpreting 'scenario' correctly)"*

**P28** urban infrastructure | **buddhism** **peace** | water cells

*"A serene Korean spa in the middle of a bustling city."*

# Data Analysis

## Participant Category

### Category 2

**P4** development energy | **peace practice** | **relationship** travel

*"With time and effort, one can do anything. They may not be ready yet, but they can improve themselves, if they are set in their ways to do so. Sometimes what one wants is not close, but no matter how far, it's worth it, as long as they keep trying for it, and learning from mistakes, they'll achieve what they look for."*

**P24** **population** development | **life peace** | water transportation

*"If Humanity is to survive the near future, thus be alive in a comfortable way, population must be reduced to a billion or two; the 'quality' of the population must be 'developed', intelligence-wise; greenland kept melting during this fucking winter, ocean water levels will rise and cover loads of big cities; over-transportation is retarded, most cars in urban areas carry all but a single person at any time, I'm pro-market but cars are curse and for urban use we'd be better off banning them. I want peace and quiet, but all I see is chaos and conflict in the horizon."*

**P32** urban **spaces** | **peace** family | **boat** marine

*"Family escaping urban life by Living on a boat."*

# Data Analysis

## Quotes

### Category 1

- participants whose words include **LEAST** frequent words, but **NO MOST** frequent words

*"I swim in the large space thinking world peach. "*

*"The cells of the population, most of which live in quiet on boats, store energy. Zazen. "*



**No Sense**

# Data Analysis

## Quotes

### Category 2

- participants whose words include **LEAST** frequent words, and also have **1-2 MOST** frequent words

**P2:** *"Creating a life path that makes you like water and enhances Mindfulness."*

**P8:** *"I was picturing a large Buddhist monastery that would transport people who meditated there to a spiritual space and let them get in tune with their subconscious."*

**P12:** *"A movie about a research Vessel that discovers a peaceful underwater society that has an abundance of natural resources and the ensuing conflict for those resources? (I don't know if I'm interpreting 'scenario' correctly)"*

**P28:** *"A serene Korean spa in the middle of a bustling city."*

**P4:** *"With time and effort, one can do anything. They may not be ready yet, but they can improve themselves, if they are set in their ways to do so. Sometimes what one wants is not close, but no matter how far, it's worth it, as long as they keep trying for it, and learning from mistakes, they'll achieve what they look for."*

**P24:** *"If Humanity is to survive the near future, thus be alive in a comfortable way, population must be reduced to a billion or two; the 'quality' of the population must be 'developed', intelligence-wise; greenland kept melting during this fucking winter, ocean water levels will rise and cover loads of big cities; over-transportation is retarded, most cars in urban areas carry all but a single person at any time, I'm pro-market but cars are curse and for urban use we'd be better off banning them. I want peace and quiet, but all I see is chaos and conflict in the horizon."*

**P32:** *"Family escaping urban life by Living on a boat."*

# Data Analysis

## Keyword Selection

### Category 2

- participants whose words include **LEAST** frequent words, and also have **1-2 MOST** frequent words

P2: "Creating a **life path** that makes you like water and enhances Mindfulness."

P8: "I was picturing a large Buddhist monastery that would transport people who meditated there to a **spiritual space** and let them get in tune with their **subconscious**."

P12: "A movie about a research Vessel that discovers a **peaceful underwater society** that has an abundance of natural resources and the ensuing conflict for those resources? (I don't know if I'm interpreting 'scenario' correctly)"

P28: "A **serene** Korean spa **in** the middle of a **bustling city**."

P4: "With time and effort, one can do anything. They may not be ready yet, but **they can improve themselves, if they are set in their ways to do so**. Sometimes what one wants is not close, but no matter how far, it's worth it, as long as they **keep trying for it, and learning from mistakes, they'll achieve what they look for**."

P24: "If Humanity is to survive the near future, thus be **alive in a comfortable way**, population must be reduced to a billion or two; **the "quality" of the population must be "developed"**, intelligence-wise; greenland kept melting during this fucking winter, ocean water levels will rise and cover loads of big cities; over-transportation is retarded, most cars in urban areas carry all but a single person at any time, I'm pro-market but cars are curse and for urban use we'd be better off banning them. **I want peace and quiet, but all I see is chaos and conflict in the horizon**."

P32: "Family **escaping urban life** by Living on a boat"



# Design Opportunity

## Keywords

*Life path*

*Spiritual space*

*Subconscious*

*Peaceful underwater society*

*Serene in bustling city*

*Escape urban city*

*Improve themselves, if they can set in their ways to do so*

*Keep trying, learn from mistakes and achieve what they look for*

*Alive in a comfortable way*

*The "quality" of the population must be "developed"*

*I want peace and quiet, but all I see is chaos and conflict in the horizon.*



**We choose the phrases to be key concept with our bias without instrumental data.**

# Ideation Phase

## Environment-based

- A peaceful **environment** related with water
- A large in-land **pool** where people can enjoy things
- A **boat** based on buddhist monastery

## Personal Growth-based

- A way of measuring **social impact** among people
- An App that tracks way in with you are **making a difference**
- A life-coach for people to have a mindful **life path**
- A way to measure or track **personal success**
- Establish categories for **difference making**

## Relationship-based

- A way to support **mini groups** to get peace by self betterment and social/eco awareness.
- A way of focusing experiences over objects, **community & competition**, and realization of potential
- A way to improve **close relationship**, especially between family
- A way to escape the city **with the family**
- A place to **share experiences** with others

A service that helps people **realize their social & environmental impact** through: the **measurement** of categories, the incorporation of competition, cooperation, promotion of mindful experiences and the affordance of relationships.

# Test 1

## “Follow Up Method”



### Test Goal:

- To shorten design prompt to become more focused and rememberable.

### Test Method:

1. Find **8 people** we can follow up with
2. Let them **read** our initial prompt
3. Ask **2 questions** about our initial prompt
  - *“What do you think about our prompt?”*
  - *“How do you feel about it”*
4. **1 day later**, we ask:
  - *“What do you remember about the idea I was showing you yesterday?”*

# Test 1

## Results

**23 words** were mentioned by **8 participants**.  
**2-3 words** by each participant

### HIGH-frequency Mentioned Words:

75.00%	6	Social
62.50%	5	Environment
62.50%	5	Impact
25.00%	2	Relationship
12.50%	1	Measurement
12.50%	1	Experience
12.50%	1	Cooperation
12.50%	1	Competition



A service that helps people **realize their social & environmental impact** through: ~~the measurement of categories, the incorporation of competition, cooperation,~~  
~~promotion of mindful experiences~~  
~~and the affordance of relationships.~~

# Design

## Refined Narrative

A service that helps people **realize their social & environmental impact.**

# Test 2

## “Finish the Sentence”



### Test Goal:

- To check our own initial prompt (about measurement)
- To improve prompt by getting more inspirations from other people

This is a one-question survey for SERV 722.  
Please take 3 minutes to write response below.

How would you help people **realize their social & environmental impact?**  
Anything you can think of!



We continue doing the design prompt without moving back to check the validity of the prompt. The following steps of research wasted lots of time.

# Test 2

## Responses

### How could you help people realize social & environmental impact?

*I guess people will never understand the level of their consequences until and unless we show them the result of what they are doing. The more realistic the impact we can show, the more seriously people will take it. Start from people who are ready to change. Like teenagers and youth. Adults at times are so used to the way they live that they need to be forced to do this.*

*I would help them by advising them to take a step back from their day to day live and record the interactions they have with other people and how they interact with these people in their environments. Also having them take in mind how much they consume and throw away in a day.*

*People don't change unless the problems they cause directly affects them (as an individual not a society) So to start I wouldn't use the word help to define what I would be doing and depending on the severity of the the action, they would have a direct reaction that teaches them not to do it again. Think of it like this if you touch fire you get burned. That's an instantaneous reaction that stops you from touching fire again.*

*Through news, discussions debates, giving them examples about how we together impact our society.*

*I would start of by understanding what their educational background is to study how responsible or consider they are towards social and environmental impact. once of the common thing which hits me at present is share unimportant things on social media like ten years challenge recently you can compare the environment in past at present and in future. being more responsible of what kinda product we use and how much waste we create each day like ensuring best product Quality, being a good citizen by being self responsible and implement strong environmental practices.*

*I would try to show them all the things that have to happen (resource gathering, manufacture, shipping, storage, etc) to make one seemingly insignificant convenience in their life possible.*



# Test 2

## Responses

### How could you help people realize social & environmental impact?

*I guess people will never understand the level of their consequences until and unless we **show them the result** of what they are doing. The more realistic the impact we can show, the more seriously people will take it. Start from people who are ready to change. Like **teenagers and youth**. Adults at times are so used to the way they live that they need to be forced to do this.*

*I would help them by advising them to **take a step back from their day to day live and record the interactions** they have **with other people** and how they interact with these people in their environments. Also **having them take in mind how much** they consume and throw away in a day.*

*People don't change **unless the problems they cause directly affects them** (as an individual not a society) So to start I wouldn't use the word help to define what I would be doing and depending on the severity of the action, they would have **a direct reaction that teaches them** not to do it again. Think of it like this if you touch fire you get burned. That's an instantaneous reaction that stops you from touching fire again.*

*Through **news, discussions debates**, giving them **examples** about how we together impact our society.*

*I would start off by understanding what their **educational background** is to study how responsible or consider they are towards social and environmental impact. one of the common thing which hits me at present is **share unimportant things on social media like ten years challenge recently you can compare the environment in past at present and in future**. being more responsible of what kinda product we use and how much waste we create each day like ensuring best product Quality, being a good citizen by being **self responsible** and implement strong environmental practices.*

*I would try to **show them all the things that have to happen** (resource gathering, manufacture, shipping, storage, etc) to **make one seemingly insignificant convenience in their life possible**.*

# Test 2

## Results

- *show them the **result***
  - *giving them **examples** about how we together impact our society*
  - *a **direct reaction** that teaches them*
  - ***show them all the things** that have to happen*
- 
- ***take a step back** from their day to day live*
  - ***record** the interactions they have with other people and how they interact with these people in their environments*
  - *having them **take in mind** how much they consume and throw away in a day*
  - *share unimportant things on social media like ten years challenge recently you can compare the environment **in past at present and in future***



### Match our concept

- **Record**
- **Measure**

# Work Shop

## Goals from Prototype 2

### Goals:

To answer the questions below.

- *“What things need to be recorded in order to measure social & environmental impact?”*
- *“How to record and measure?”*
- *“Do we need to reward people?”*

# Work Shop

## Constraints from Prototype 2

### 1. Self Reporting/Recording

- **3 out of 4** feel its a **more ethical** system than reward based system.
- "I want **acknowledgement** but want the world to know"

### 2.Has to measure the social cost of actions

- "**take a step back from their day to day live** and **record the interactions** they have **with other people** and how they interact with these people in their environments"

### 3.Has to measure the environmental cost of actions

- "having them take in mind **how much they consume and throw away** in a day"
- **being more responsible** of what kinda product we use and **how much waste we create** each day like ensuring best product Quality,
- "how them all the things that have to happen (**resource gathering, manufacture, shipping, storage, etc**)"

### 4.Has to quantify the results of action

- "That would be my measurement "hey we did this" and look we still **profited from it**"
- "Some people want some incentive, **saving the world is not enough for some people**"

## **4.2 Prototype #2**

Conflict & Solution

# Workshop

## Word Lists

A - City			
Rank	Word	Times	Frequency
1	spaces	13	18.20%
2	people	10	15.10%
3	energy	9	13.60%
4	living	8	12.10%
4	development	8	12.10%
6	urban	6	9.10%
7	infrastructure	5	8%
8	buildings	2	3%
8	work	2	3%
8	population	2	3%
11	large	1	1.52%

12 Home

B - Zen			
Rank	Word	Times	Frequency
1	peace	14	21.21
2	life	13	19.70
3	mind	10	15.15
4	family	7	10.61
5	zazen	5	7.58
6	quiet	4	6.06
7	meditation	4	6.06
8	buddhism	3	4.55
9	practice	2	3.03

- 10 Temple
- 11 Emotion
- 12 Relaxed

C - Ship			
Rank	Word	Times	Frequency
1	sea	14	21.21
2	relationship	12	16.67
3	water	8	12.12
4	travel	7	10.61
5	vessel	6	9.09
6	marine	5	7.58
7	cells	4	6.06
7	transportation	4	6.06
9	boat	2	3.03
9	model	2	3.03

- 11 Cruise
- 12 Vehicle

We add words from secondary research to make sure that each category has same number of word.

# Workshop

## Introduction



### Section A - Overt

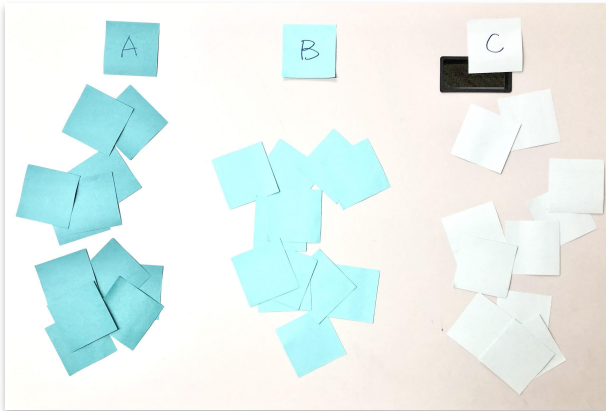


Participants can select words based on their **experiences and background(context)**. It can help us to understand the problems people meet in daily life.

#### STEP:

1. Pick up one word from each color (3 in total)
2. Tell a story of **a conflict and a solution** based on these three words

### Section B - Covert

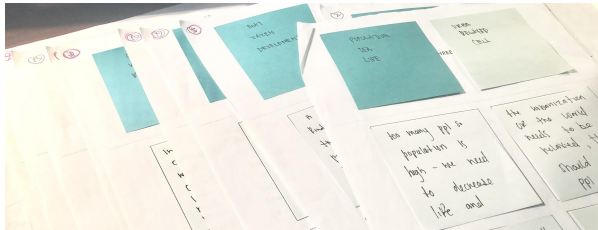


Participants **cannot see the words** before selecting words. This section can help us to get **creative story detaching from ordinary**.

#### STEP:

1. Pick up one word from each categories (3 in total)
2. Tell a story of **a conflict and a solution** based on these three words

18 Participants  
36 stories in Total

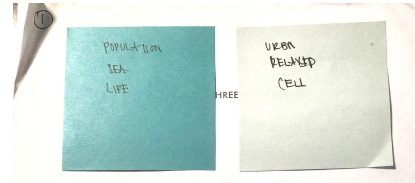


# Workshop

## Result

3 Words  
(Section A)

3 Words  
(Section B)



too many ppl so  
population is  
high - we need  
to decrease  
life and

the urbanization  
of the world  
needs to be  
relaxed, they  
should put  
ppl in cells

Increase mindful  
ness of the  
Sea

Story  
(Section A)

Story  
(Section B)



# Data



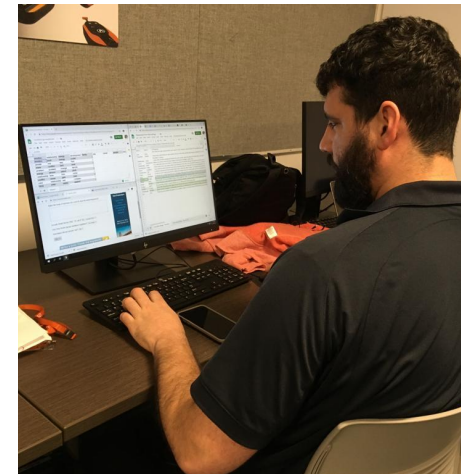
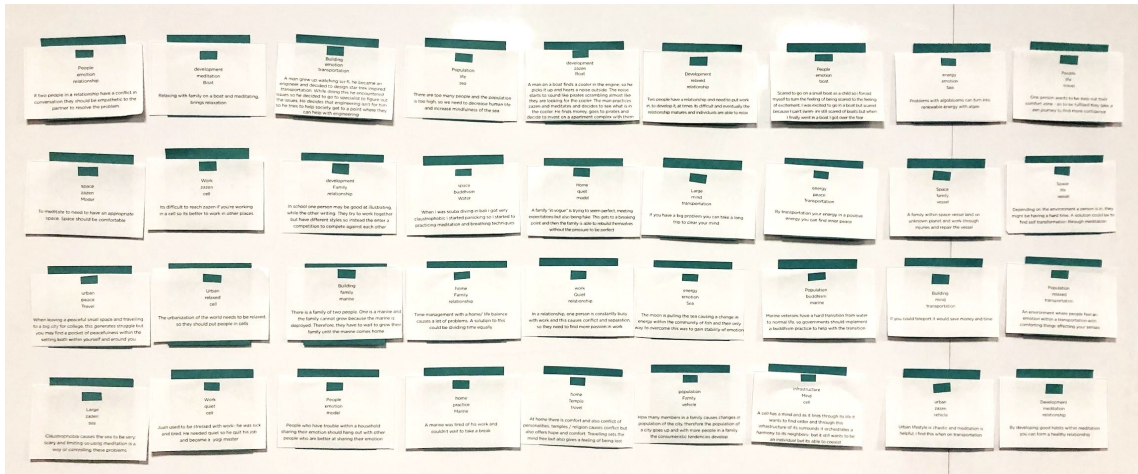
home  
Temple  
travel

We add the info of Participant No. and the section of the story, but hide them in the 1st round analysis to **avoid bias**.

Words

Story

At home there is comfort and also conflict of personalities. temples / religion causes conflict but also offers hope and comfort. Travelling sets the mind free but also gives a feeling of being lost



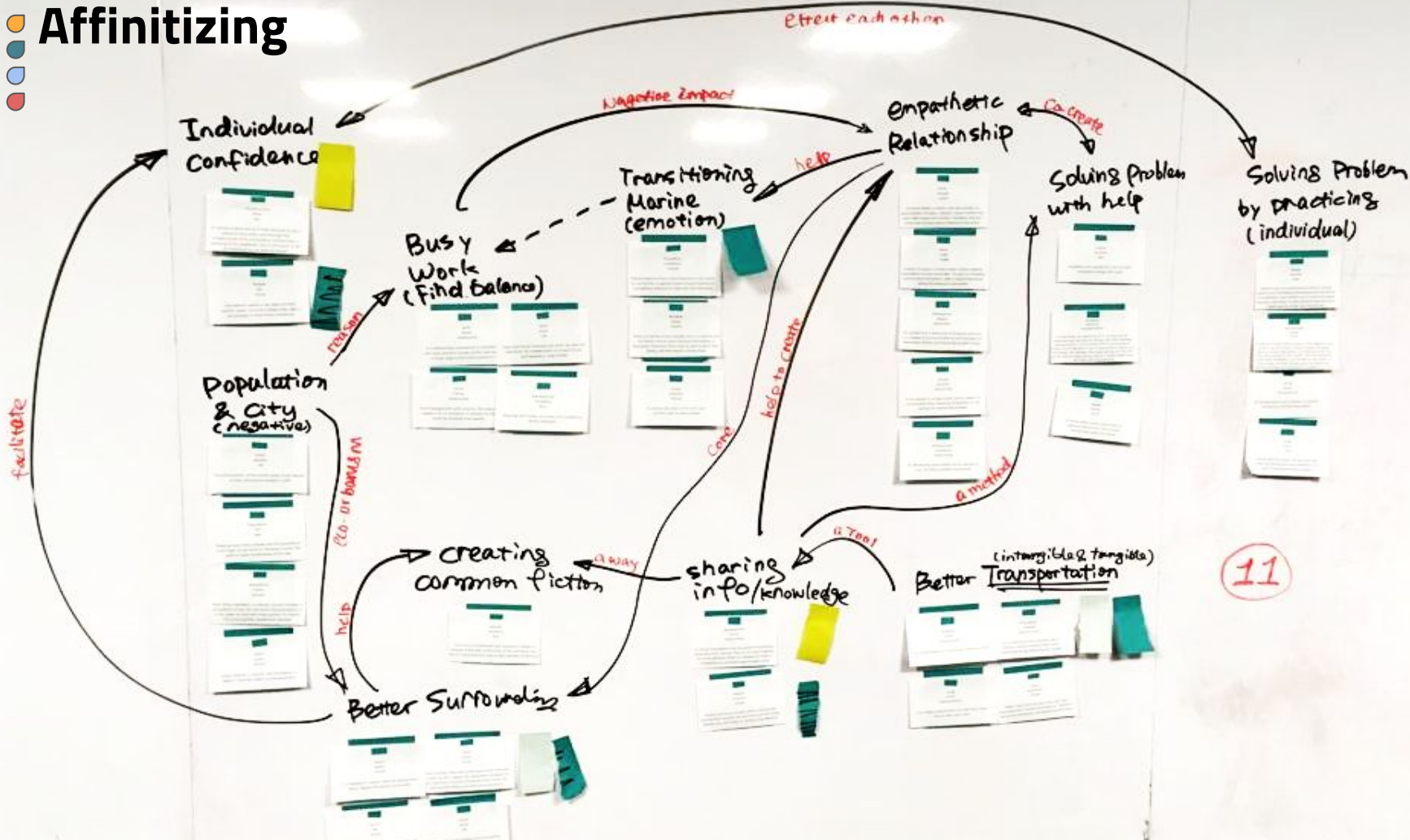
# Data Analysis

#01

(Failed)

**Affinitizing and Narrowing Ideas  
with bias**

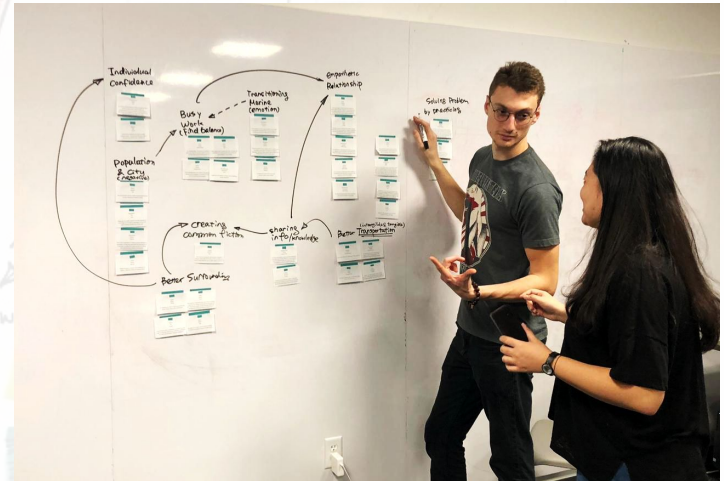
# Affinitizing



# Narrow Concept

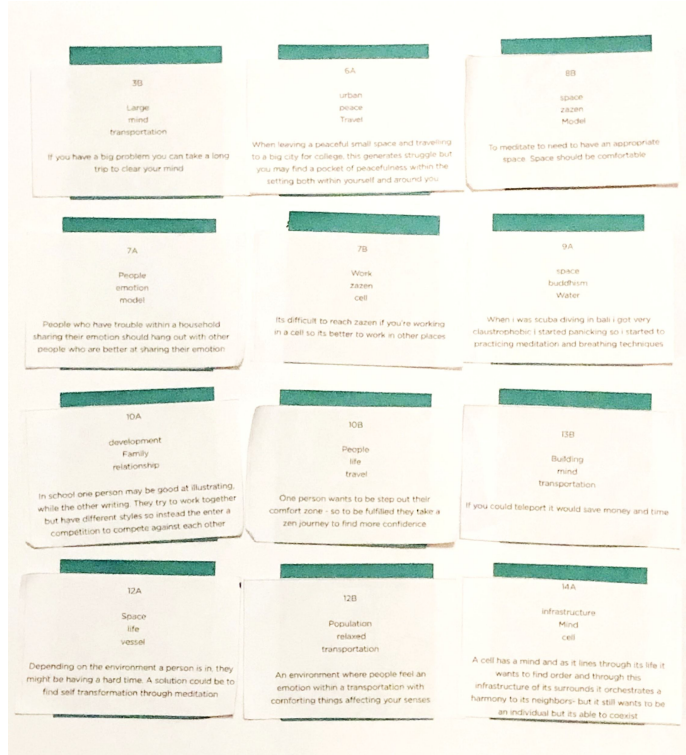
- ● **Individual Confidence**
  - Population & City (negative)
  - Busy Work (find balance)
  - Creating Common Fiction
- ● **Better Surrounding**
  - Transitioning Marine(emotion)
- ● **Sharing Info/Knowledge**
  - Empathetic Relationship
  - Solving Problem with Help
  - Solving Problem by Practicing (individual)
- ● **Better Transportation (intangible & tangible)**

- Cassidy
- Gabriele
- Noel
- Wenting



**E** We tried to highly narrow down our concept with our bias so then we lost many interesting ideas.

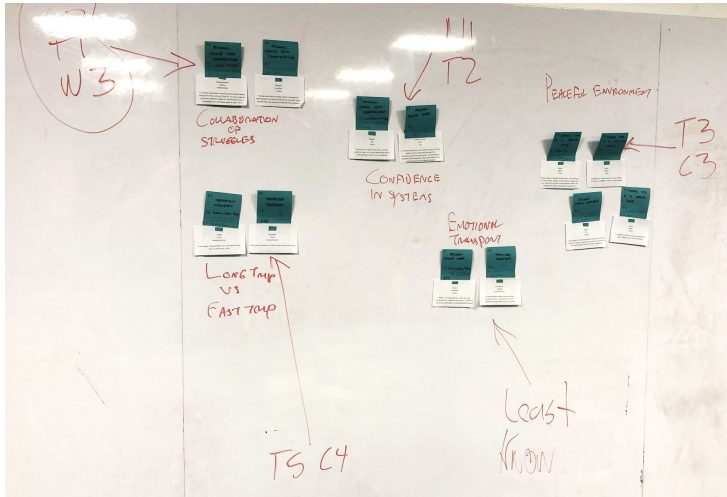
# Narrow Concept



## 12 Stories:

- 3B 6B
- 7A 7B
- 8B 9A
- 10A 10B
- 12A 12B
- 13B 14A

# Narrow Idea Approach #1 (Failed)



## Approach #1

Each of us try to re-categorize the stories and try to find similar design ideas.

### Problem:

Some stories have more than one core so that the **categories are messy**.



## Approach #2

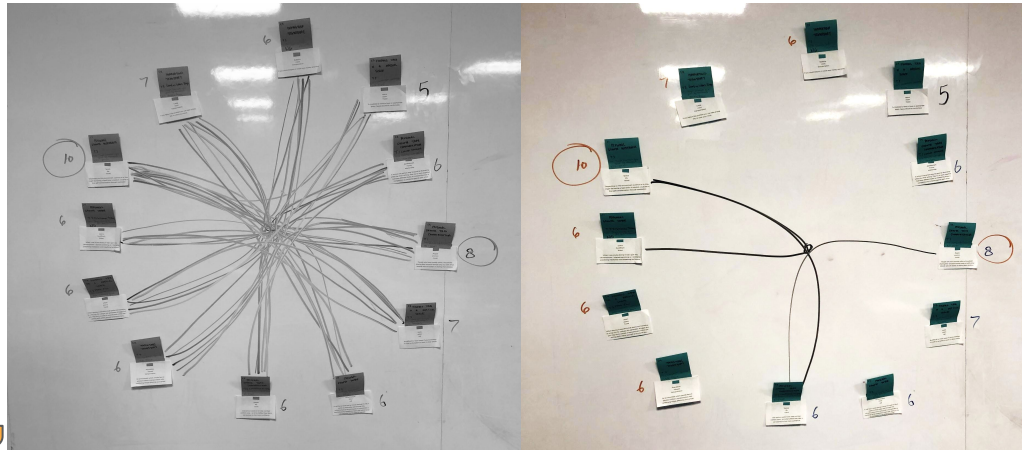
We try to link the stories based on the words picked by participants, and then pick up the stories which are highly linked with other stories.

### Problem:

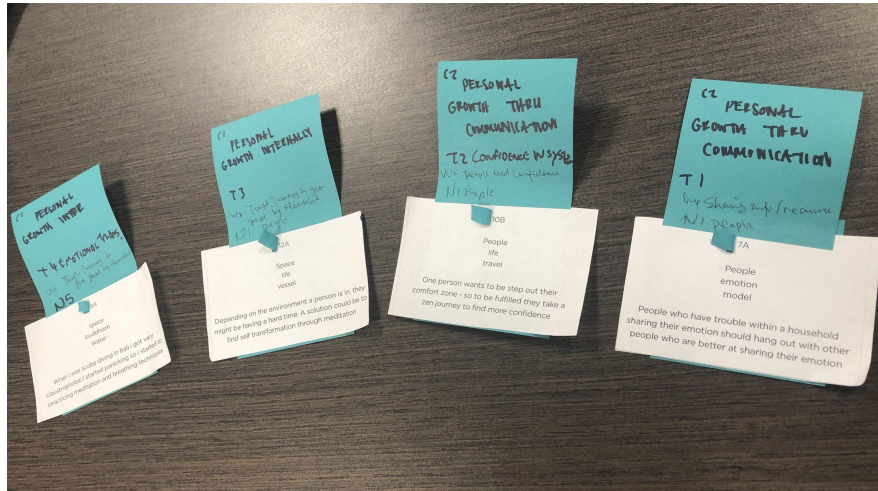
The two stories we picked up at last are highly close.  
We **lost many good stories**.

# Narrow Idea

## Approach #2 (Failed)



# Narrow Idea Approach #3 (Failed)



## Approach #3

We pick up the stories from Participant 7, 10, 12 because both stories (A&B) from these “good” candidates are selected into the final 12 stories.

## Problem:

The 6 stories have similar topic. We **lost many good stories**.



# Narrow Idea

## Approach #4 (Failed)



People who have trouble within a household sharing their emotion should hang out with other people who are better at sharing their emotion. In school, one person may be good at illustrating, while the other writing. They try to work together but have different styles so instead they enter a competition to compete against each other. Depending on the environment a person is in, they might be having a hard time. A solution could be to find self-transformation through meditation. It's difficult to reach zazen if you're working in a cell, so it's better to work in other places. One person wants to step out their comfort zone - so to be fulfilled they take a zen journey to find more confidence. An environment where people feel an emotion within transportation with comforting things affecting your senses.

### Approach #4

We simply connect 12 stories together and try to get most memorable part from people..

### Problem:

The result of the test is not helpful because the story **doesn't have logic** so that people cannot remember it.

# Data Analysis

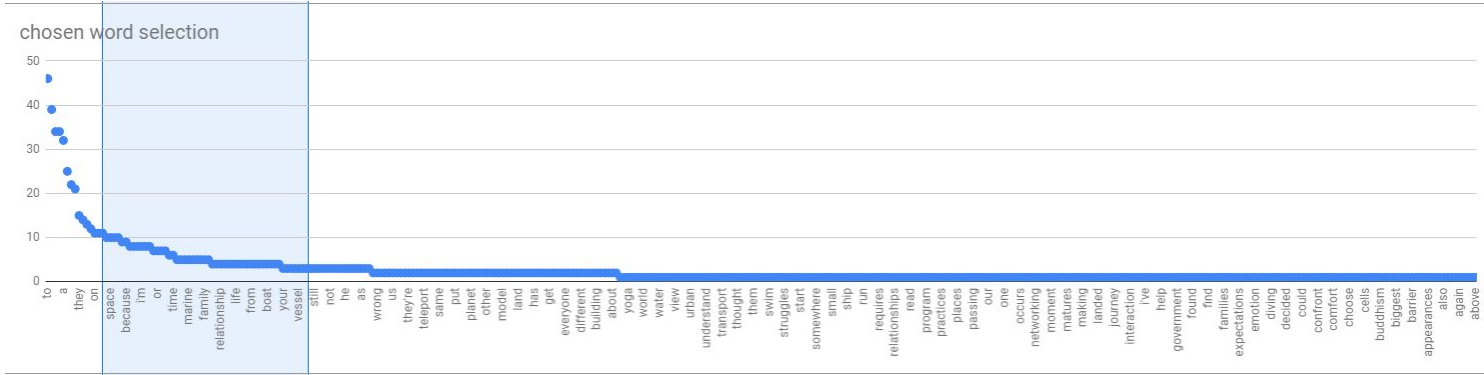
## #02

Go back to 36 stories, and initial word studies  
to get **instrumental data** by word frequency.

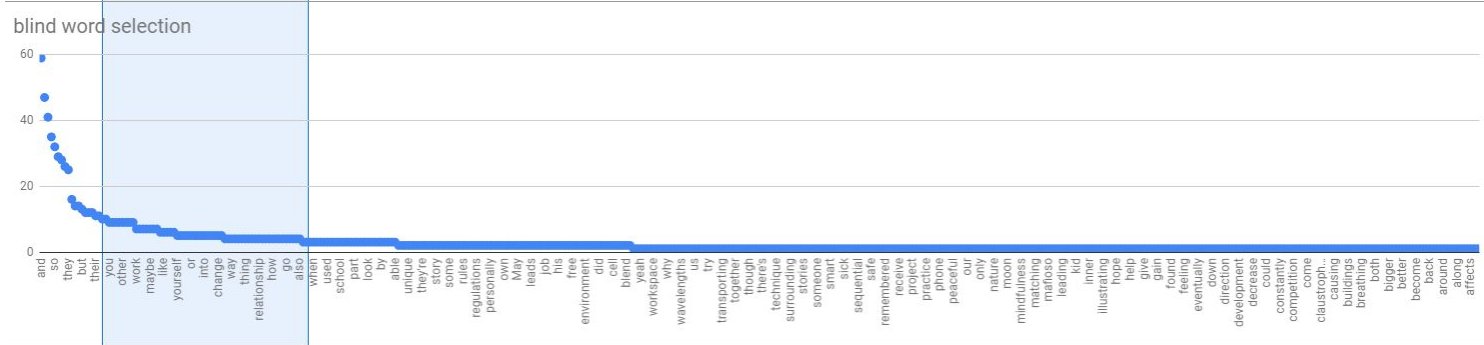
Graph showing the most frequent words used in the 36 responses from the workshop. Sections A and B respectively.

# Data

A

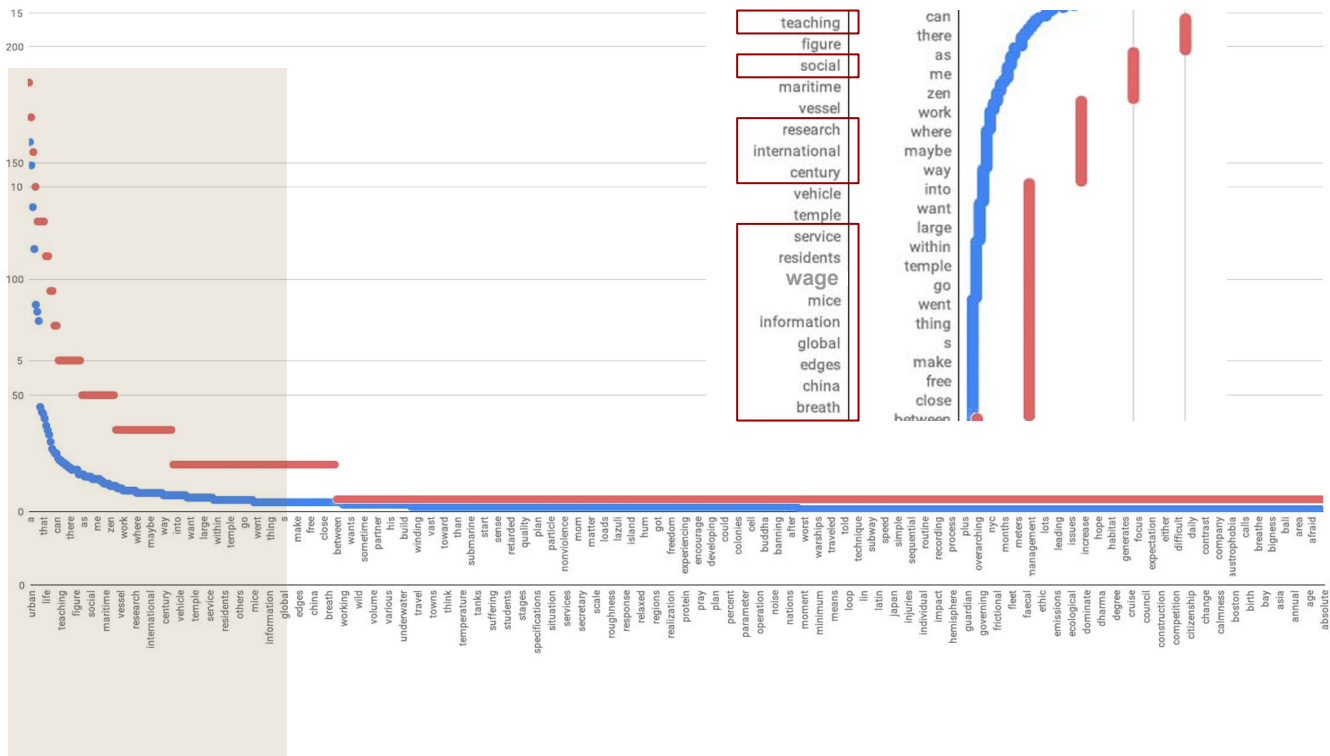


B



Graph showing the most frequent words used in all the responses we have ever received.

# Data



## **4.3 Initial Story**

Based on Frequency Study

# Narrative



Searching through information, I found many options to take a breath, and explore the world. I will provide help in exchange for a wage, and transportation to the edges of the world. A ship, a crew, a bond that will last a century. Or maybe not.

Teach  
Social  
**Research**  
International  
**Century**  
**Service**  
Residents  
**Wage**  
**Information**  
**Global**  
**Edges**  
China  
**Breath**

## **4.4 Story Testing**

# Testing The Narrative

## Responses

### ***Responses to the Narrative***

- *“Someone looking for people to sail with.”*
- *“It sounds like Uber, but for boats.”*
- *“It reminds me of the Navy.”*



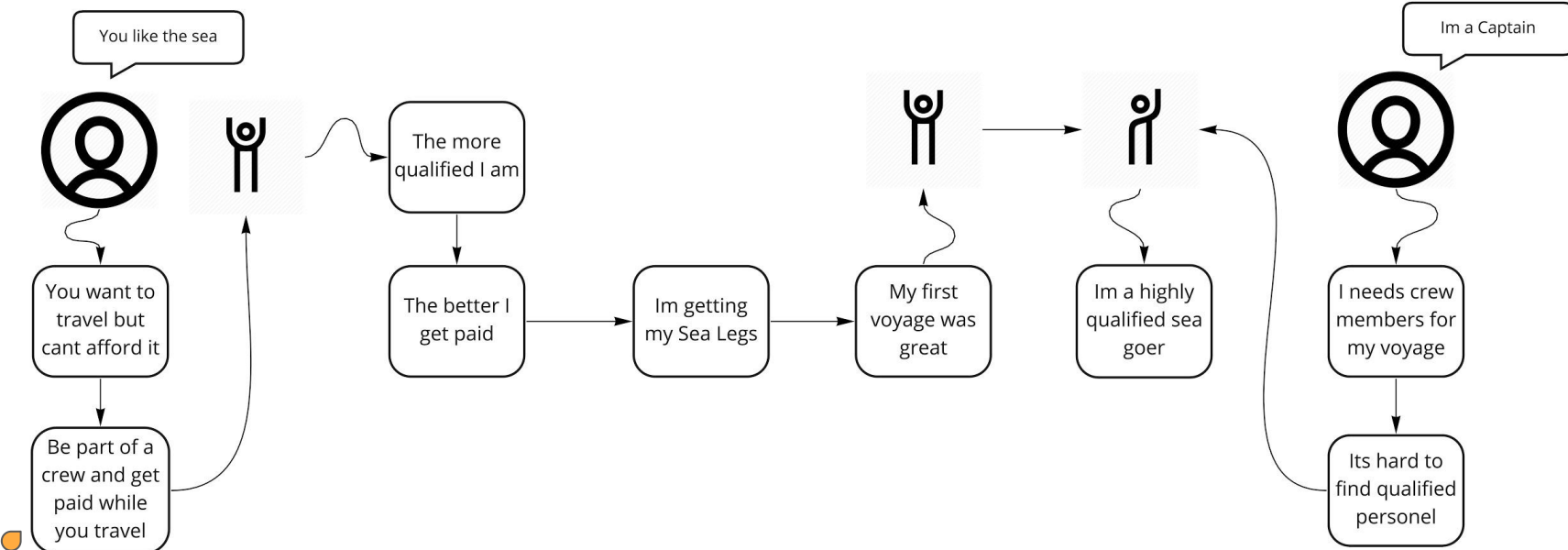
Part  
**5**

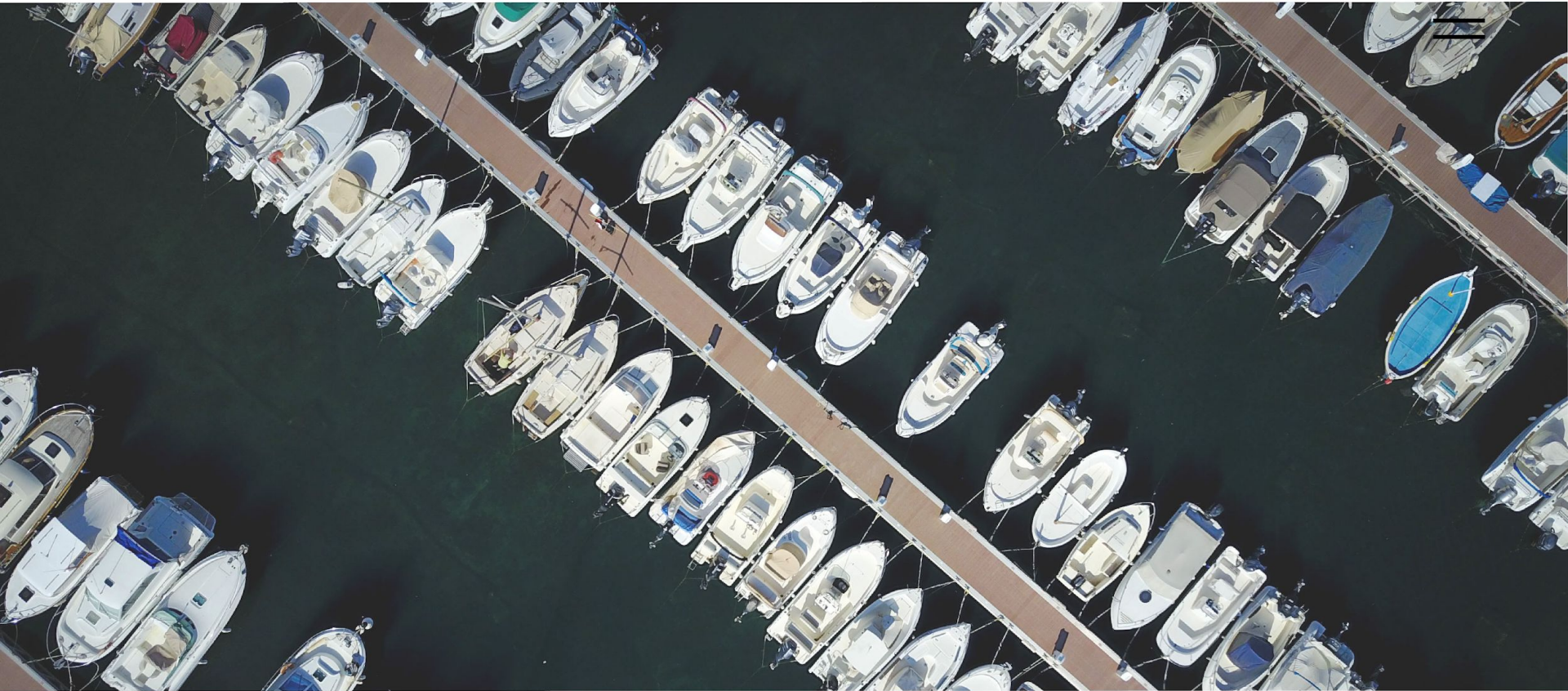
# Final Design

# Overview



Structure of the service.









**Overview**

**How To Sign Up**

**How It Works**

**About Us**



## OVERVIEW



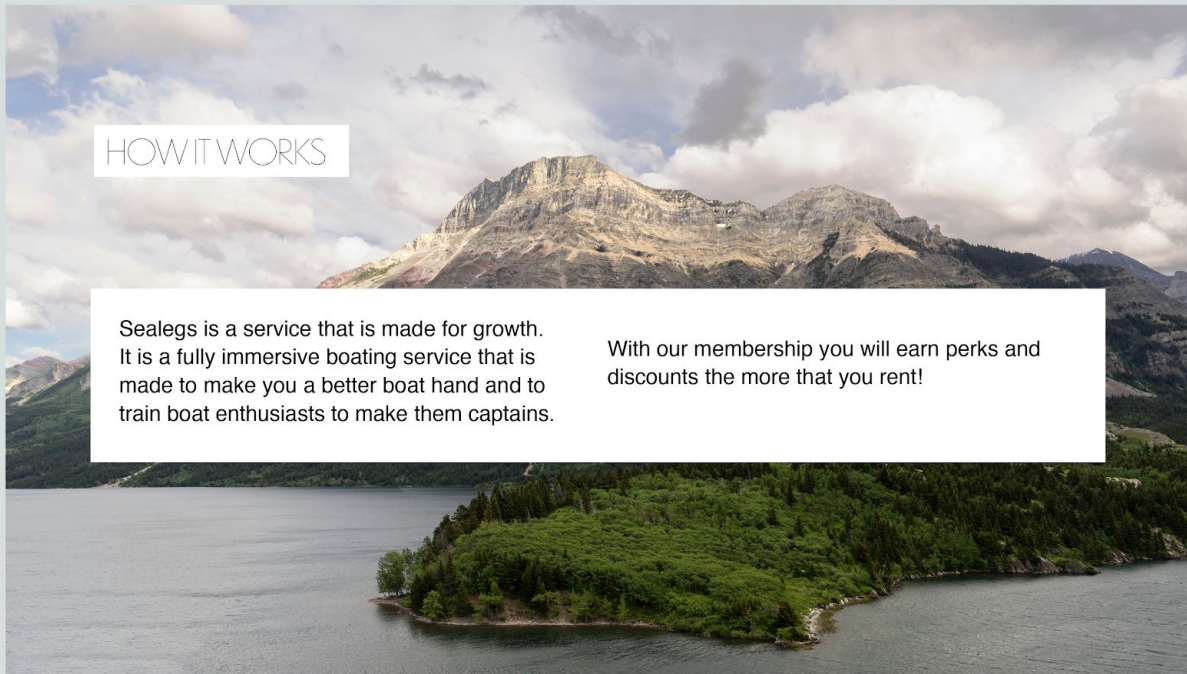
Sealegs is a boat rental service that allows you to enjoy the pleasures of being a boat owner for an extended period of time. Whether its a day or a month we will provide a captain and necessities that will make your excursion as smooth as possible.

# 2

## HOW IT WORKS

Sealegs is a service that is made for growth. It is a fully immersive boating service that is made to make you a better boat hand and to train boat enthusiasts to make them captains.

With our membership you will earn perks and discounts the more that you rent!





# 3

## HOW TO SIGN UP

### ☆ To Be a Captain

Meet the requirements to drive a boat  
Have one year of driving experience  
Clear a background scanning

#### 📄 Documents

Valid drivers license  
Proof of insurance

### ✓ Signup Process

Submit documents and photo  
Provide information for a  
background check  
Pass a simple driving test

### ☆ To Rent

Be ready to have a unique all hands  
on deck experience  
Let us know if you are a one time renter  
or want to become a captain

#### 📄 Documents

Valid drivers license  
Proof of insurance

### ✓ Signup Process

Choose a boat and fill out application



# 4

## About Us

We are focused on making sure that the customers happiness is at the center of our mission. We want to create a network of sea enthusiasts from captains to first mates to boat novices whom together will make us who we are, **Sealegs**.

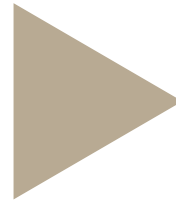




# Conclusion

## The Path

CITY → Work, Wage, Service  
ZEN → Life, Practice, Breathe  
SHIP → Sea, Relationship, Travel



A way for people to take a breath from their busy daily lives and travel in the sea, without having to own a boat or have experience navigating waters.



**SeaLegs - Experience life at sea. Rent a boat and a captain if you wish, to travel the sea and get paid while you do it. Create bonds, gain experience, earn your sea legs.**

# Part 6

## Reflection

### MISTAKES

- A** We do not consider the proportion of key words in each article.
- B** We do not consider the reading habit. The words need to be shown randomly.
- C** We choose the phrases to be key concept with our bias without instrumental data.
- D** We continue doing the design prompt without moving back to check the validity of the prompt. The following steps of research wasted lots of time.
- E** We try to highly narrow our concept with our bias so that we lost lots of interesting idea.

Part  
**6**

# Reflection

## LEARNINGS

1. Research needs to consider more than selection of research methods, also the human behavior (*institute*).
2. Validation is indispensable to guarantee the accuracy and efficiency of research process.
3. Getting instrumental data is a good way to avoid bias.
4. Go testing is better than discussion.
5. Multiple prototyping is helpful to get a better design.



# Thanks!

# *SeaLegs*

“City Zen Ship” Final Presentation

SERV 722

Prof. Mauricio Manhaes

Group B: Cassidy Heffner, Gabriele Tripi, Noel Gonzalez, Wenting Zhu

# Primary Research

- Start with our prompt:  
City Zen Ship
  - Conduct research on meaning.
  - Word frequency analysis to find most correlated words.
-

# Survey

## Primary Research

### City

For SERV 722 Prototyping of Serive project conducted by Savannah College of Art and Design students Cassidy Heffner, Gabriele Tripi, Noel Gonzale & Wenting Zhu.  
By completing this survey, I am consenting that all answers collected will be anonymous and used solely for research purposes. If you have any questions, please contact [wenzhu22@student.scad.edu](mailto:wenzhu22@student.scad.edu)  
Thank you, our survey should take no longer than 3 minutes to complete.

\* Required

What does "City" mean to you? \*

Your answer

Could you share an experience or a story about "City" ? \*

Your answer

NEXT

Never submit passwords through Google Forms.

### Zen

For SERV 722 Prototyping of Serive project conducted by Savannah College of Art and Design students Cassidy Heffner, Gabriele Tripi, Noel Gonzale & Wenting Zhu.  
By completing this survey, I am consenting that all answers collected will be anonymous and used solely for research purposes. If you have any questions, please contact [wenzhu22@student.scad.edu](mailto:wenzhu22@student.scad.edu)  
Thank you, our survey should take no longer than 3 minutes to complete.

\* Required

What does "Zen" mean to you? \*

Your answer

Could you share an experience or a story about "Zen" ? \*

Your answer

NEXT

Never submit passwords through Google Forms.

### Ship

For SERV 722 Prototyping of Serive project conducted by Savannah College of Art and Design students Cassidy Heffner, Gabriele Tripi, Noel Gonzale & Wenting Zhu.  
By completing this survey, I am consenting that all answers collected will be anonymous and used solely for research purposes. If you have any questions, please contact [wenzhu22@student.scad.edu](mailto:wenzhu22@student.scad.edu)  
Thank you, our survey should take no longer than 3 minutes to complete.

\* Required

What does "Ship" mean to you? \*

Your answer

Could you share an experience or a story about "Ship" ? \*

Your answer

NEXT

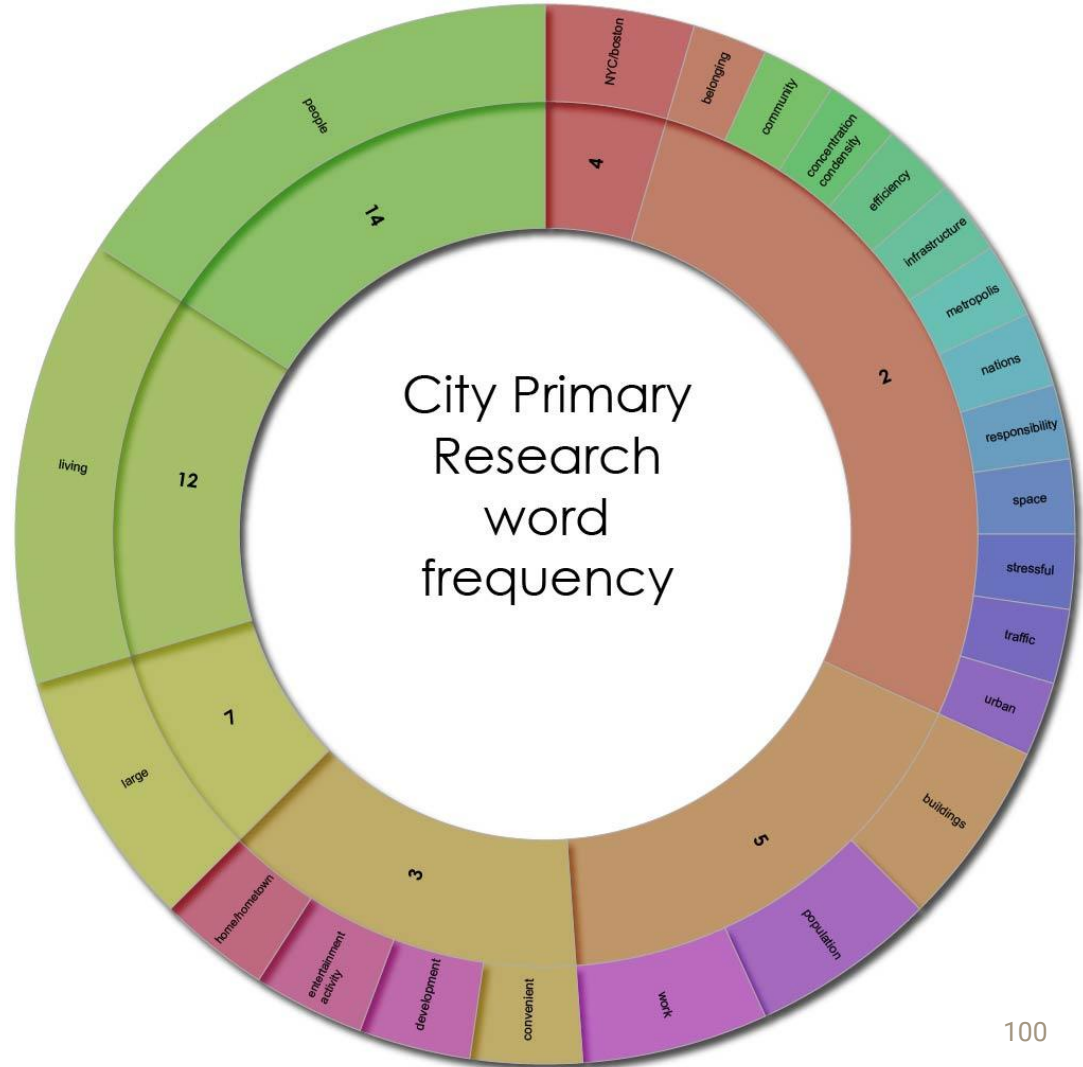
Never submit passwords through Google Forms.

# Word Frequency

## City

- 14 people
- 12 living
- 7 large
- 5 work
- 5 buildings
- 5 population
- 4 NYC/boston
- 3 convenient
- 3 home/hometown
- 3 development
- 3 entertainment/activity
- 2 traffic
- 2 urban
- 2 metropolis
- 2 community
- 2 belonging
- 2 infrastructure
- 2 stressful
- 2 space
- 2 responsibility
- 2 efficiency
- 2 concentration/condensity
- 2 nations

- 1 transportation
- 1 tempo
- 1 retirement
- 1 modernization
- 1 construction
- 1 civilization

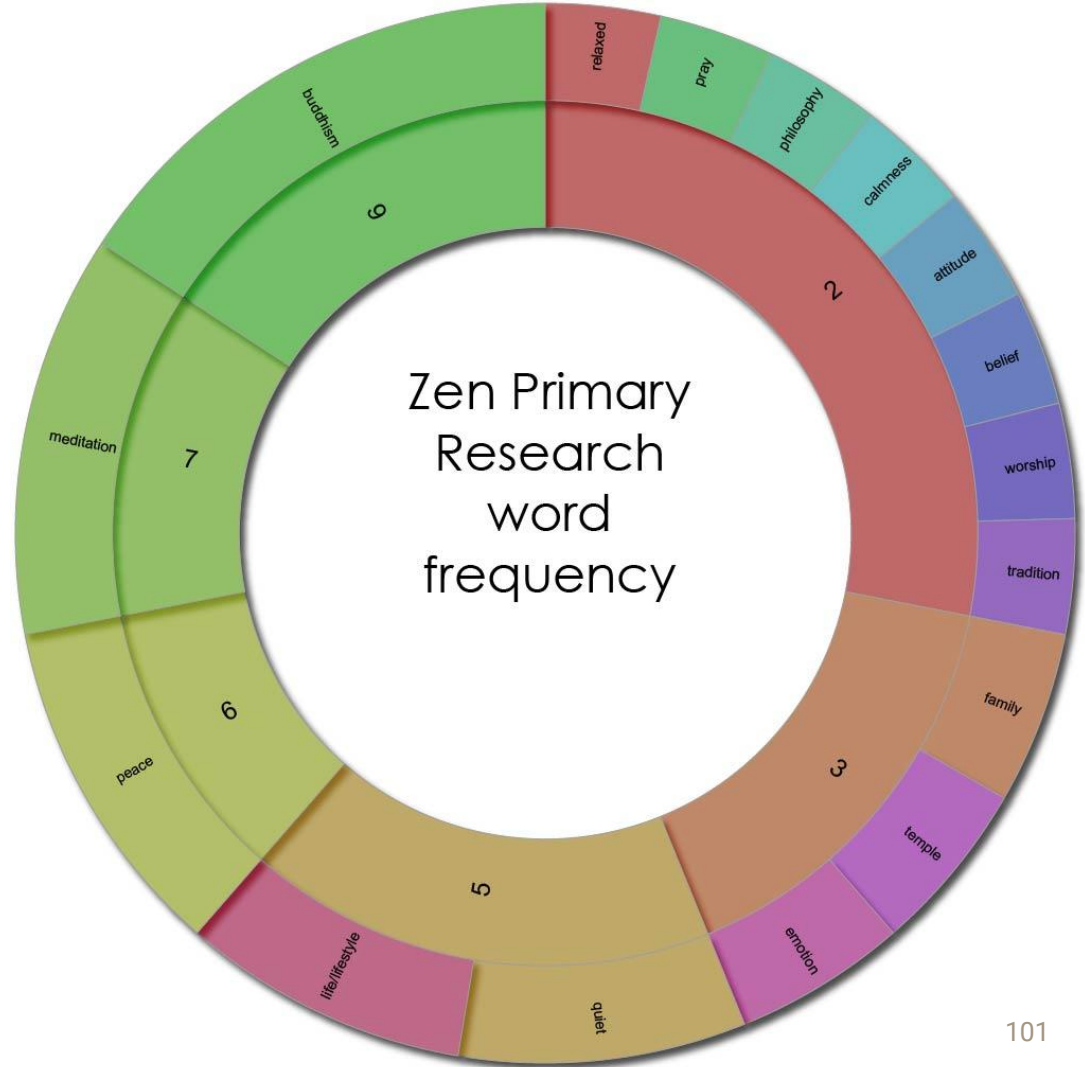




# Word Frequency

## Zen

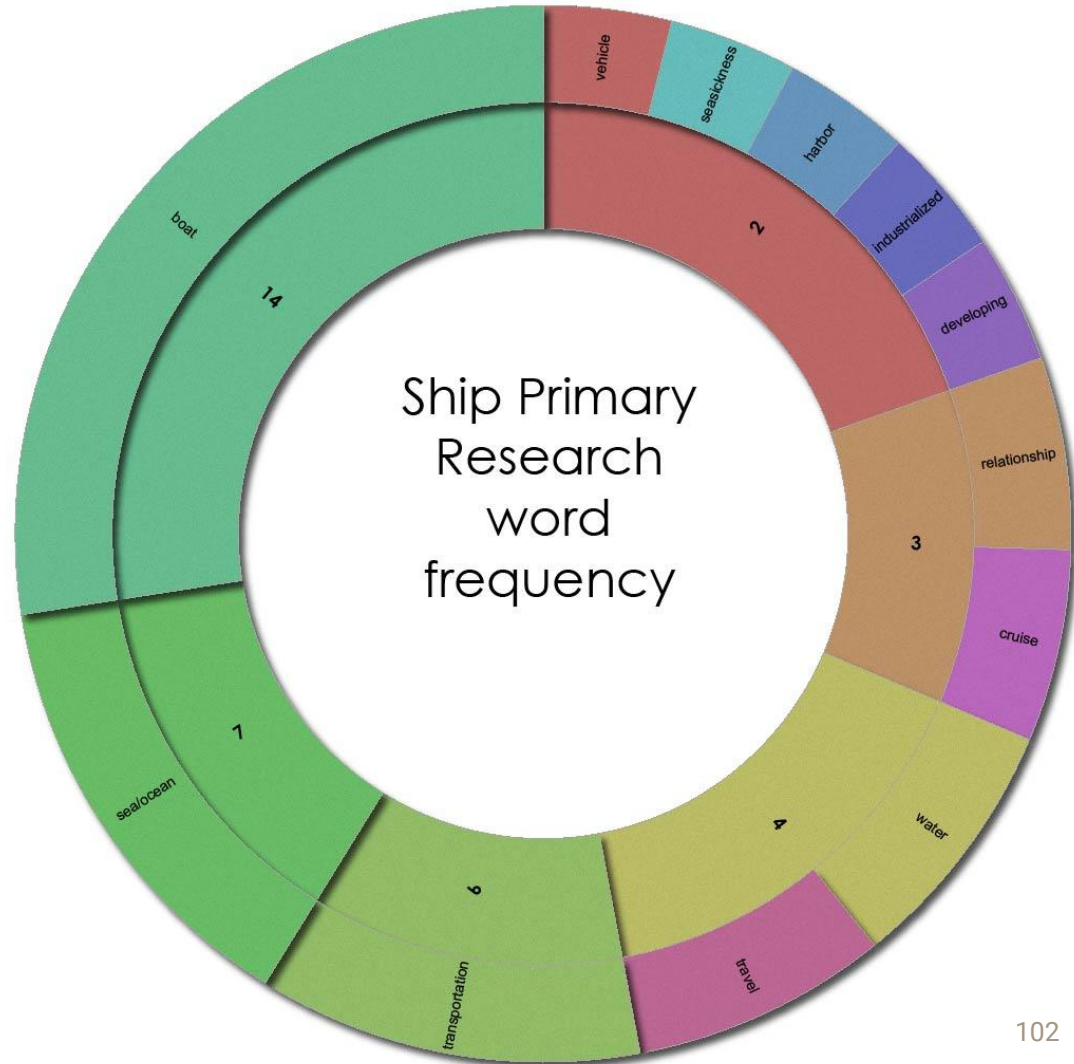
- 9 buddhism
- 7 meditation
- 6 peace
- 5 quiet
- 5 life/lifestyle
- 3 family
- 3 temple
- 3 emotion
- 2 relaxed
- 2 pray
- 2 philosophy
- 2 calmness
- 2 attitude
- 2 belief
- 2 worship
- 2 tradition
- 1 tranquility
- 1 spiritual
- 1 taoism
- 1 pressure
- 1 slowly
- 1 simple



# Word Frequency

## Ship

- 14 boat
- 7 sea/ocean
- 6 transportation
- 4 water
- 4 travel
- 3 relationship
- 3 cruise
- 2 vehicle
- 2 seasickness
- 2 harbor
- 2 industrialized
- 2 developing
- 1 scene
- 1 pressure
- 1 voyages
- 1 family



# Running the Workshop

- Crafting a storytelling workshop.
  - Letting the participants come up with stories in order to find common and also out of the ordinary concepts.
-

# Workshop

## Word Lists

These were the top 12 words from our research in each category.

### A-City

Spaces  
People  
Energy  
Living  
Development  
Urban  
Infrastructure  
Buildings  
Work  
Population  
Large  
Home

### B-Zen

Peace  
Life  
Mind  
Family  
Zazen  
Quiet  
Meditation  
Buddhism  
Practice  
Temple  
Emotion  
Relaxed

### C-Ship

Sea  
Relationship  
Water  
Travel  
Vessel  
Marine  
Cells  
Transportation  
Boat  
Model  
Cruise  
Vehicle

# Workshop

## Introduction

### Section A - Overt

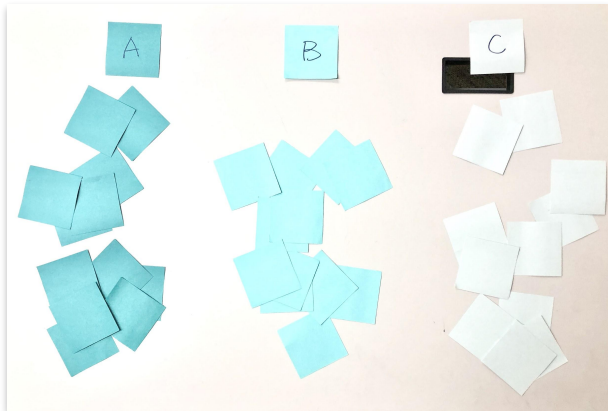


Participants can select words based on their **experiences and background(context)**. It can help us to understand the problems people meet in daily life.

#### STEPS:

1. Pick up one word from each color (3 in total)
2. Tell a story with **a conflict and a solution** based on these three words

### Section B - Covert

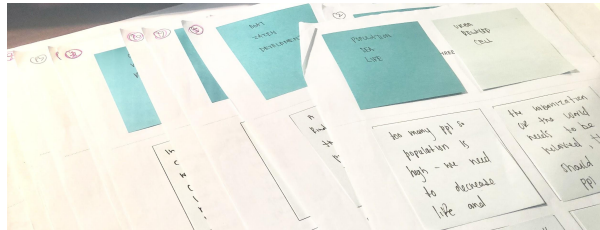


Participants **cannot see the words** before selecting words. This section can help us to get **creative stories detaching from ordinary**.

#### STEPS:

1. Pick up one word from each categories (3 in total)
2. Tell a story with **a conflict and a solution** based on these three words

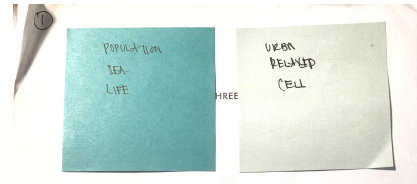
18 Participants  
36 stories in Total



# Workshop Result

3 Words  
(Section A)

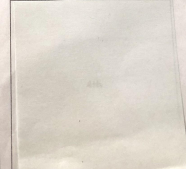
3 Words  
(Section B)



too many ppl so  
population is  
high - we need  
to decrease  
life and

the urbanization  
of the world  
needs to be  
reversed, they  
should put  
ppl in cells

Increase mindfull  
ness of the  
sea



Story  
(Section A)

Story  
(Section B)

# Data Analysis

- Another word frequency of the responses.
- Picking out interesting stories.

---

# Data



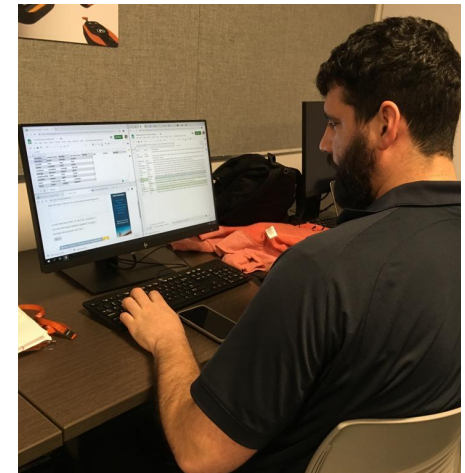
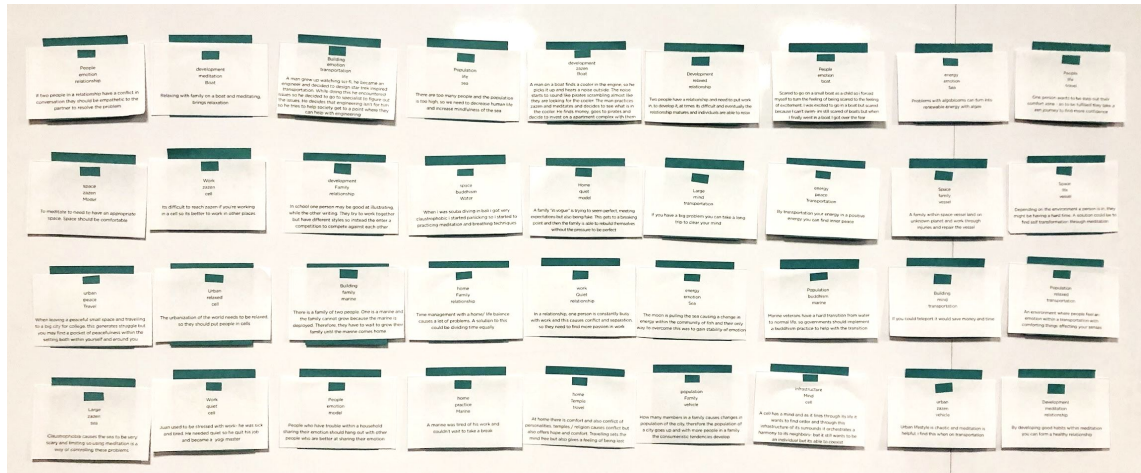
home  
Temple  
travel

We add the Participant No. and the section of the story, but hide them in the 1st round of analysis.

Words

At home there is comfort and also conflict of personalities. temples / religion causes conflict but also offers hope and comfort. Travelling sets the mind free but also gives a feeling of being lost

Story

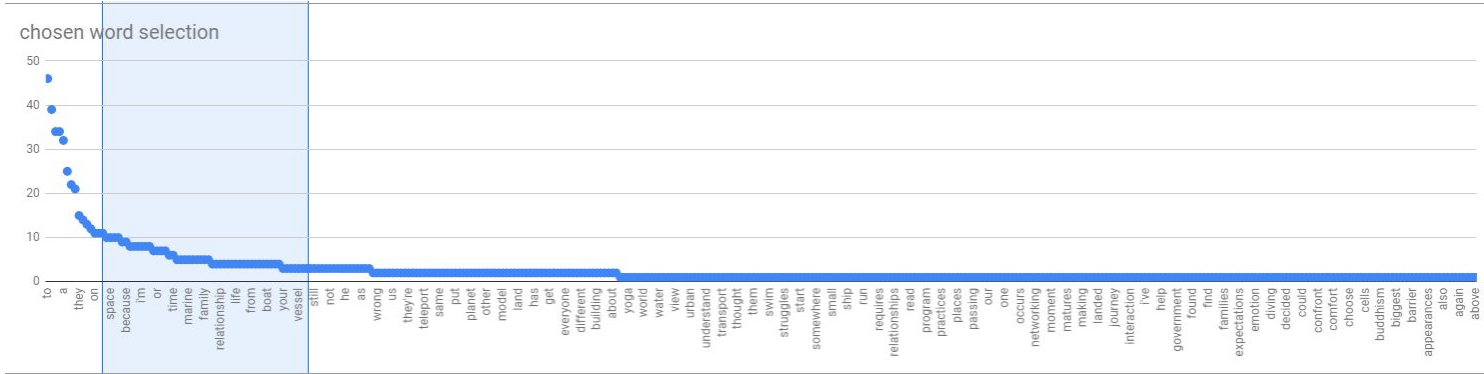




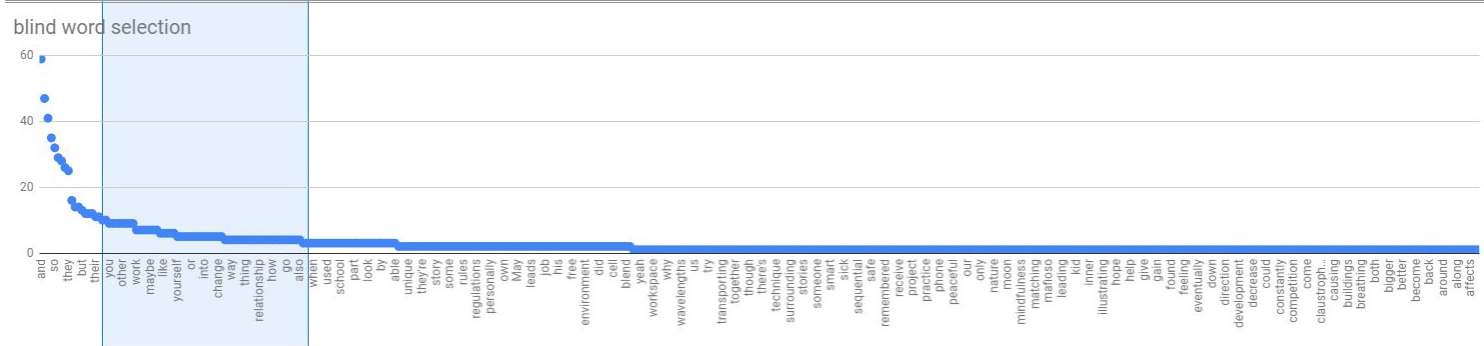
Graph showing the most frequent words used in the responses from the workshop. Sections A and B respectively.

# Data

A

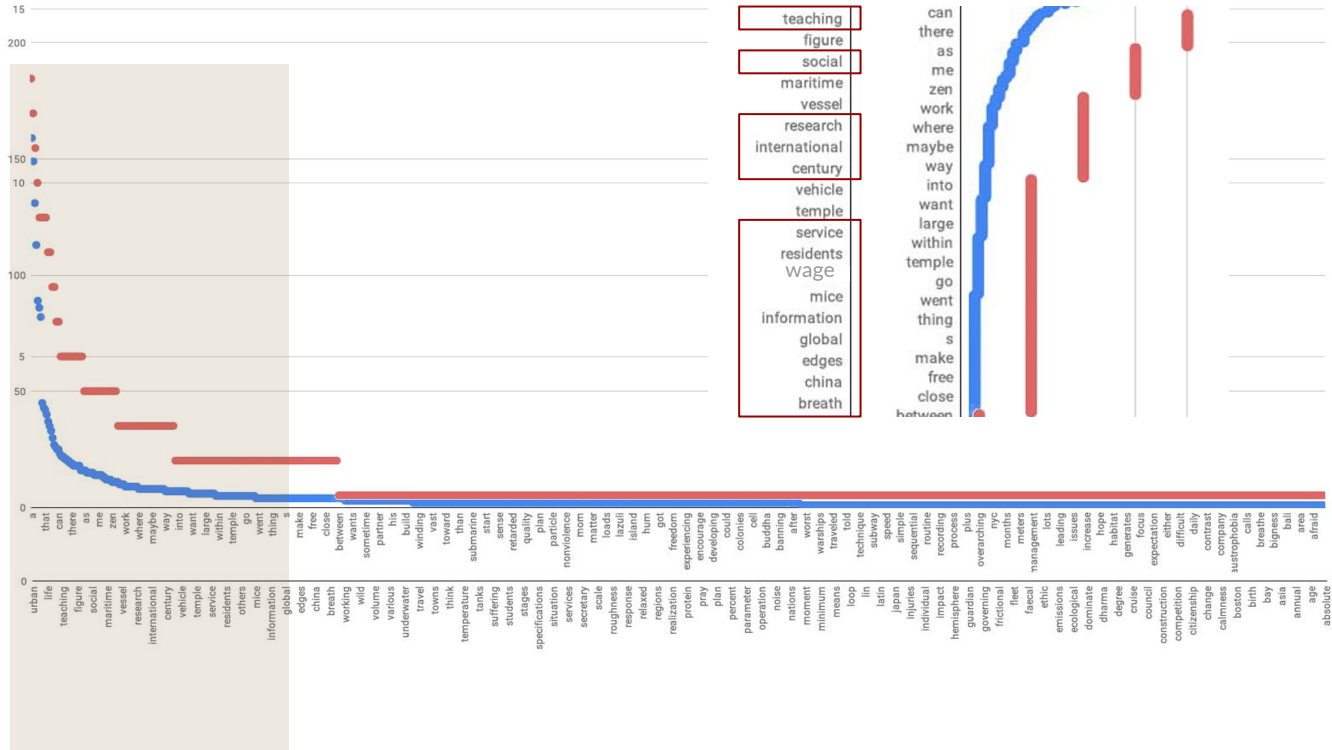


B



# Data

Graph showing the most frequent words used in all the responses we have ever received.



# Crafting the Narrative

- After the data analysis, we took the most frequent words and interesting context and we designed a narrative.
-

# Narrative



Searching through information, I found many options to take a breath, and explore the world. I will provide help in exchange for a wage, and transportation to the edges of the world. A ship, a crew, a bond that will last a century. Or maybe not.

Teach  
Social  
**Research**  
International  
**Century**  
**Service**  
Residents  
**Wage**  
**Information**  
**Global**  
**Edges**  
China  
**Breath**

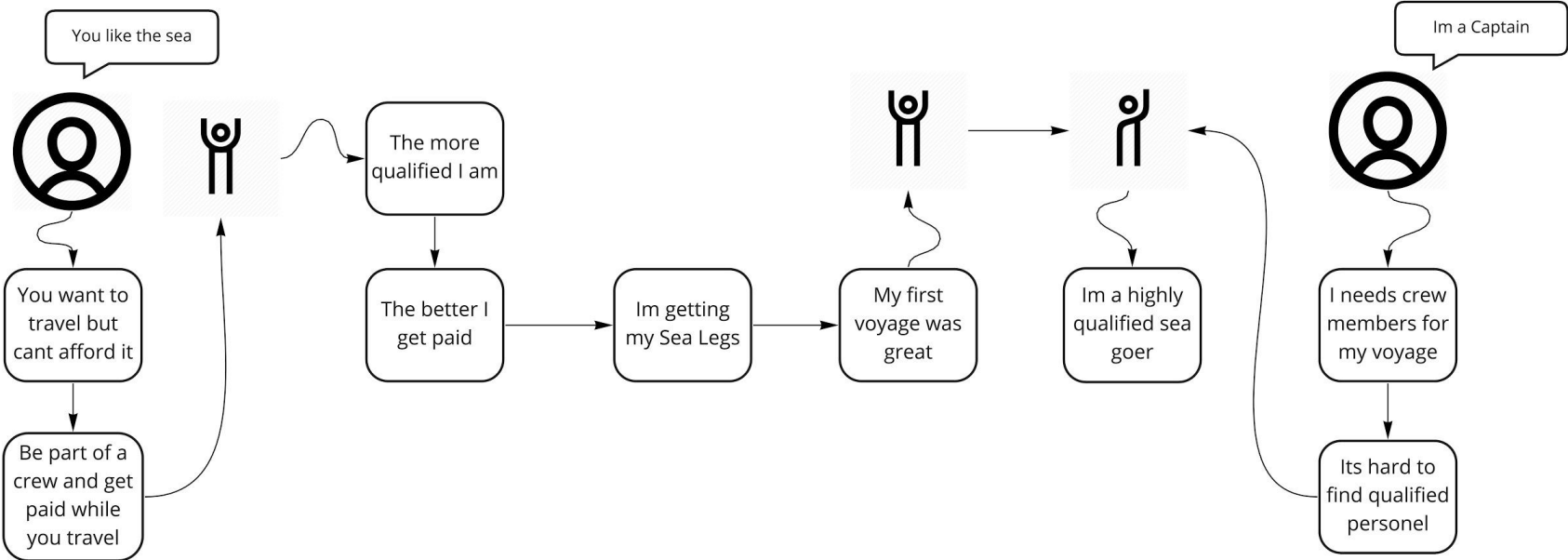
# The Result.

- SeaLegs, the boat rental service that allows you to experience life at sea.

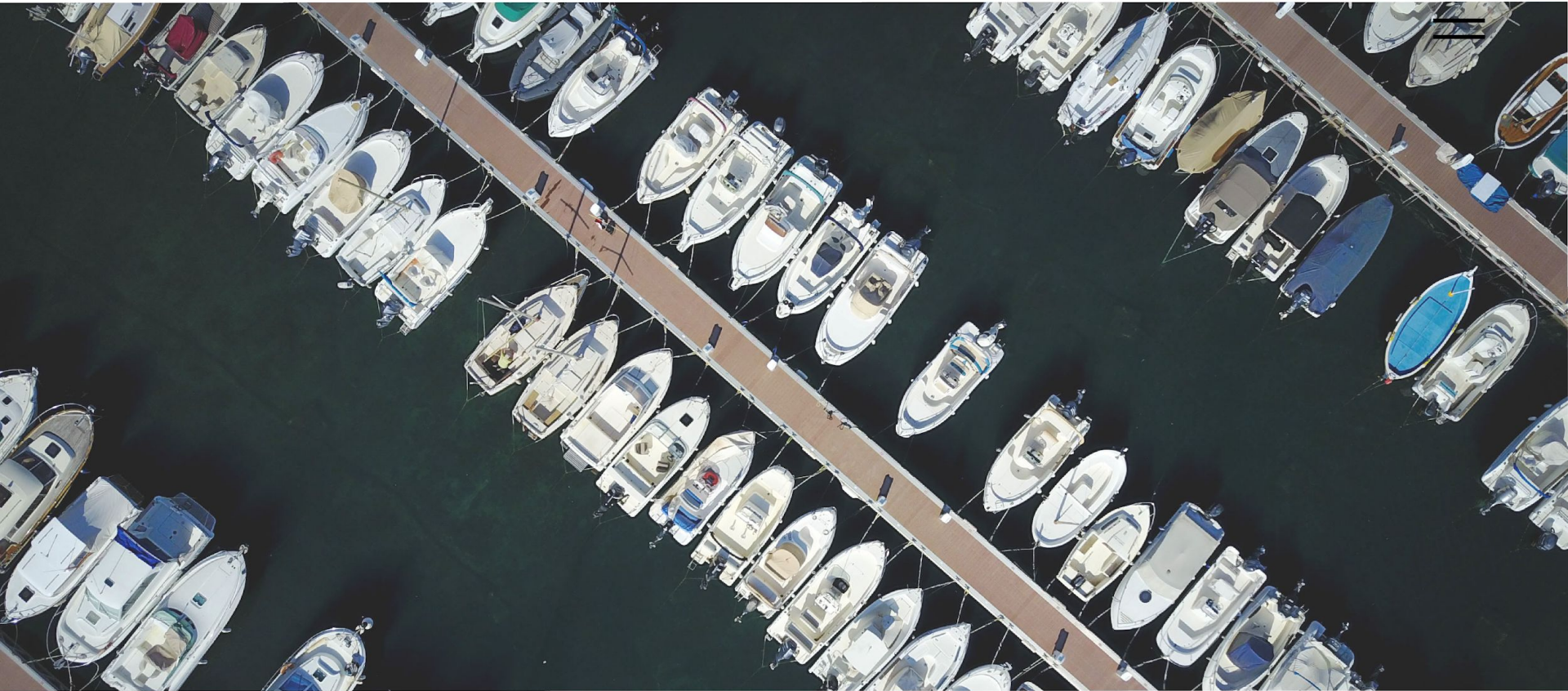


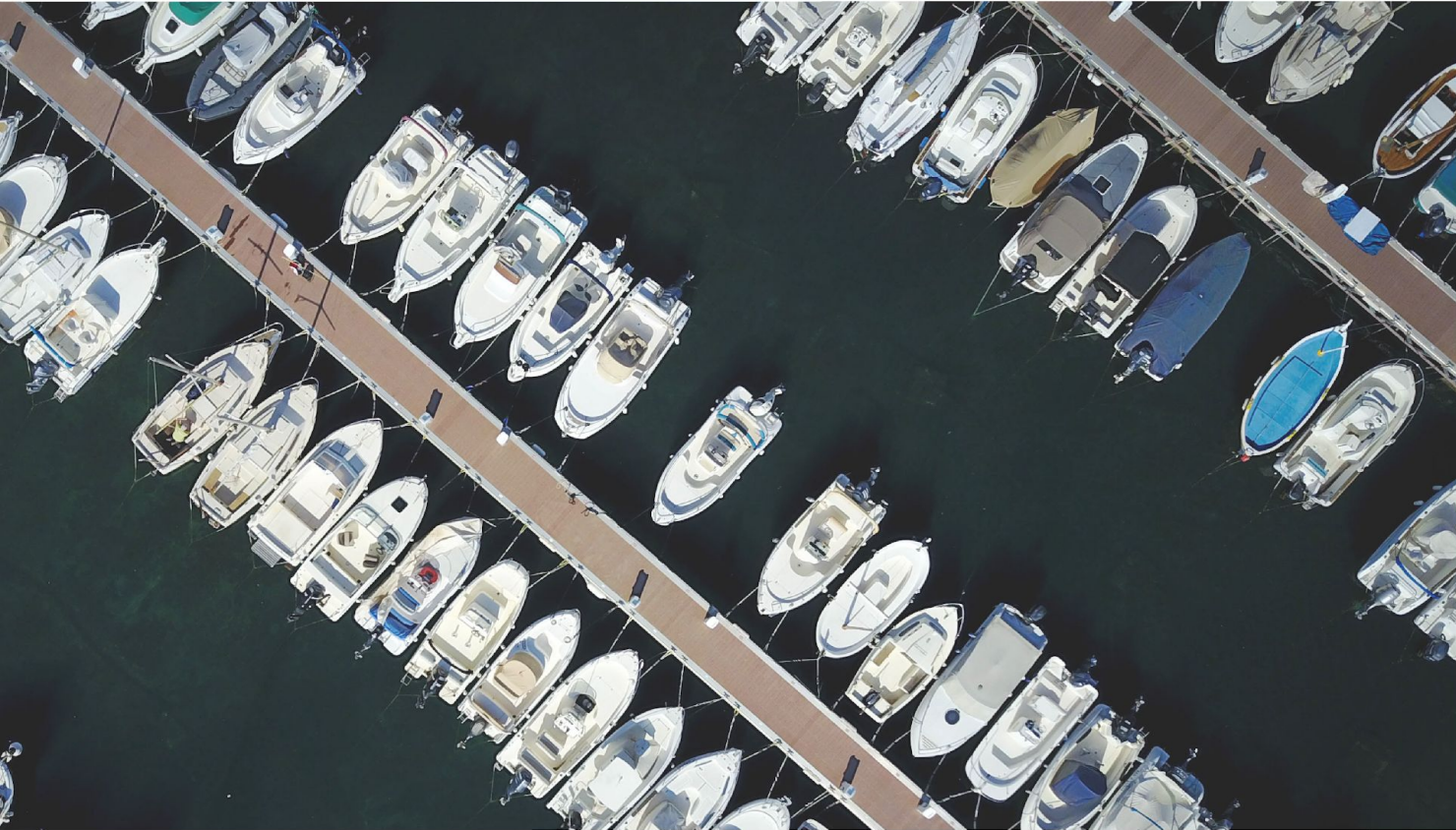
# Overview

Structure of the service.









**Overview**

**How To Sign Up**

**How It Works**

**About Us**



## OVERVIEW



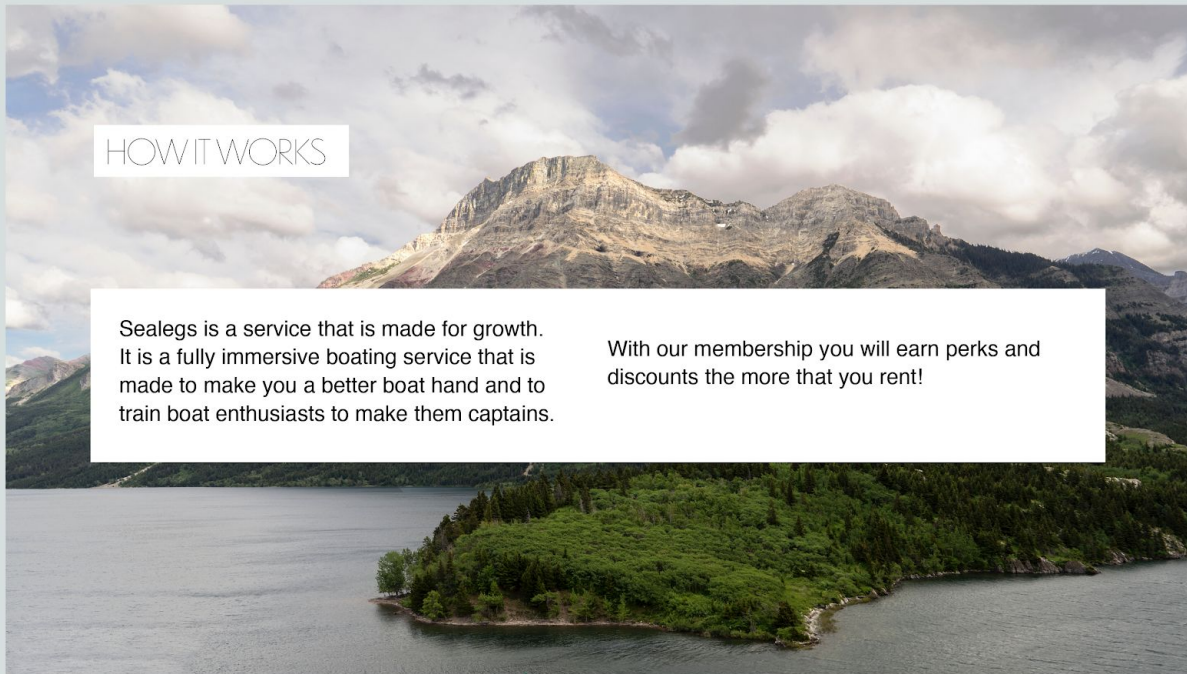
Sealegs is a boat rental service that allows you to enjoy the pleasures of being a boat owner for an extended period of time. Whether its a day or a month we will provide a captain and necessities that will make your excursion as smooth as possible.

# 2

## HOW IT WORKS

Sealegs is a service that is made for growth. It is a fully immersive boating service that is made to make you a better boat hand and to train boat enthusiasts to make them captains.

With our membership you will earn perks and discounts the more that you rent!





# 3

## HOW TO SIGN UP

### ☆ To Be a Captain

Meet the requirements to drive a boat  
Have one year of driving experience  
Clear a background scanning

#### 📄 Documents

Valid drivers license  
Proof of insurance

### ✓ Signup Process

Submit documents and photo  
Provide information for a  
background check  
Pass a simple driving test

### ☆ To Rent

Be ready to have a unique all hands  
on deck experience  
Let us know if you are a one time renter  
or want to become a captain

#### 📄 Documents

Valid drivers license  
Proof of insurance

### ✓ Signup Process

Choose a boat and fill out application



# 4

## About Us

We are focused on making sure that the customers happiness is at the center of our mission. We want to create a network of sea enthusiasts from captains to first mates to boat novices whom together will make us who we are, **Sealegs**.



# Conclusion

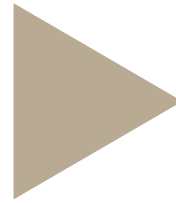
- From beginning to end.

---

# Conclusion

## The Path

CITY → Work, Wage, Service  
ZEN → Life, Practice, Breathe  
SHIP → Sea, Relationship, Travel



A way for people to take a breath from their busy daily lives and travel in the sea, without having to own a boat or have experience navigating waters.



**SeaLegs - Experience life at sea. Rent a boat and a captain if you wish, to travel the sea and get paid while you do it. Create bonds, gain experience, earn your sea legs.**

*Thanks!*