Yong-Lian Temple MR Smart Life

湧 蓮 寺 ＭＲ 智 能 生 活

Cooperative Enterprise
Yong-Lian Temple

Property
Graduation Project
Industry-Academia Cooperation

My Tasks in 2 People Team
Product/Branding Strategy
User Research
UX/UI Design

Delivery
Andorid Application
Brochure
Website
Visual Identity System

Dimension
Phone 1280 x 720 pixel
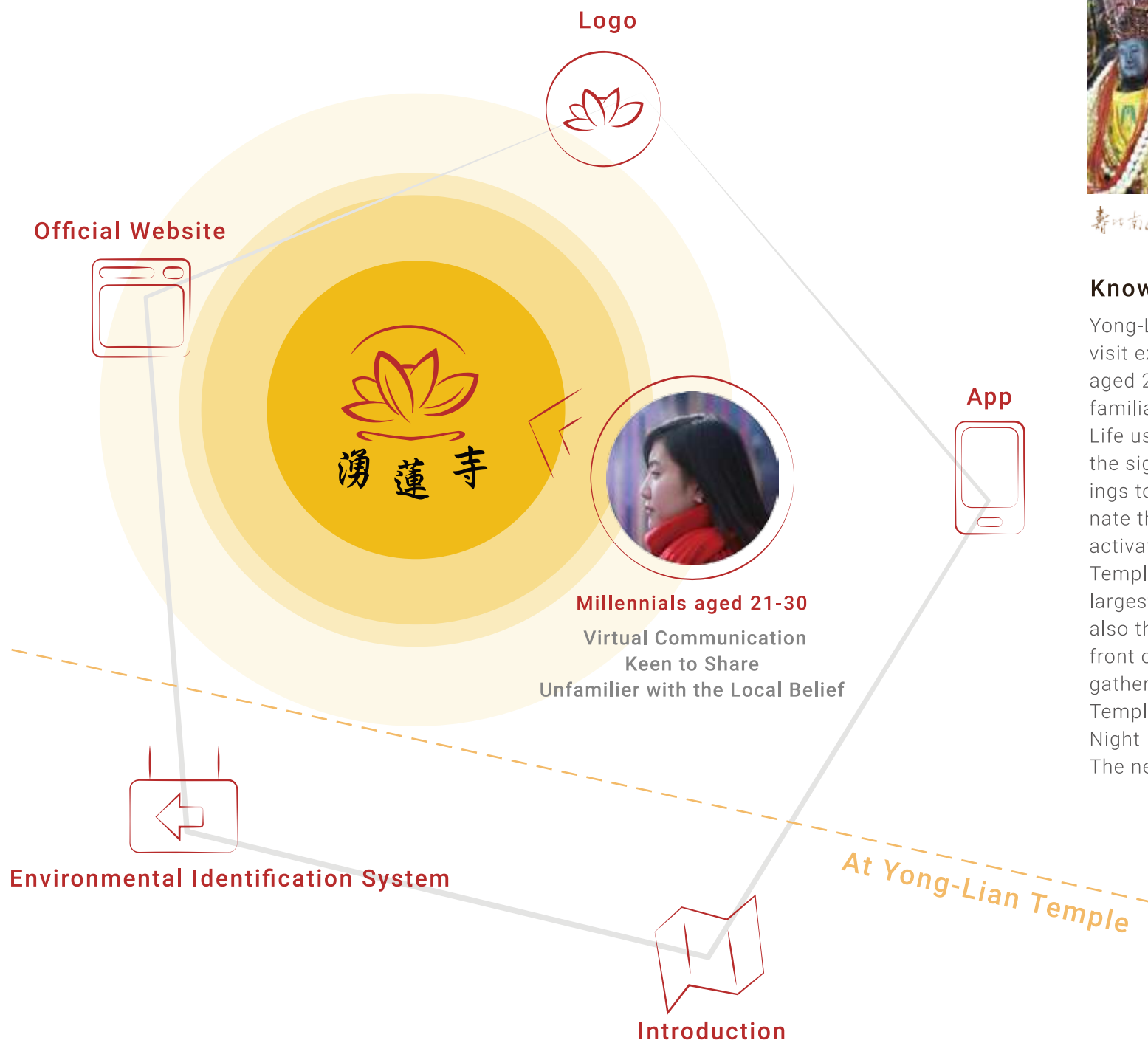Website 1080 x 720 pixel

Exhibition
2018 Young Designers' Exhibition (YODEX)
Industrial Development Bureau, Taiwan

As the biggest temple of Luzhou, Yong-Lian Temple has gradually aged in recent years. Yong-Lian Temple MR Smart Life tries to use the mobile apps and AR interactions that millennials are good at to bring the distance between millennials and local beliefs.
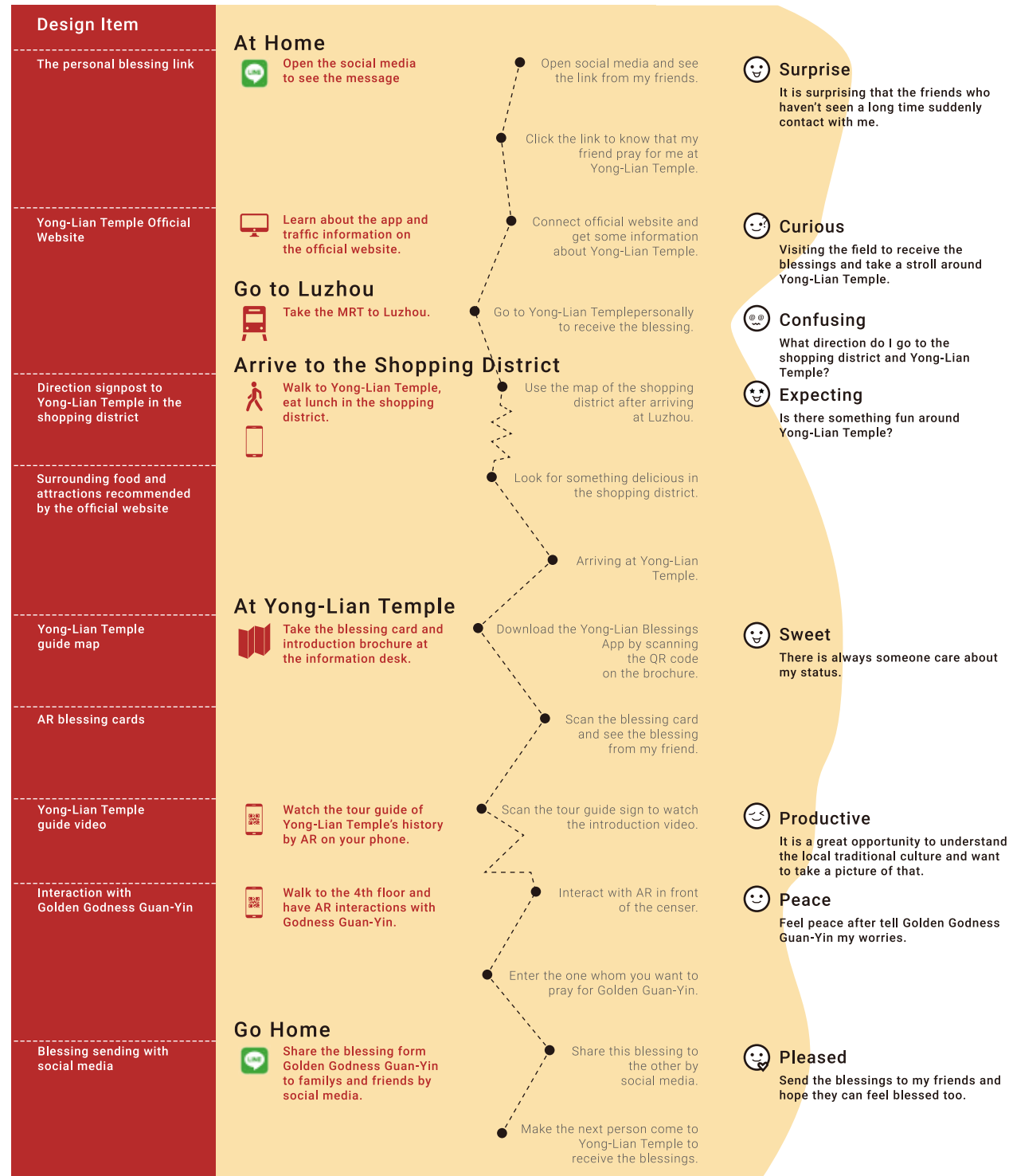
Intro Video

https://www.youtube.com/watch?v=IyY1dzfWW-c&t=3s

Logo

Official Website

湧蓮寺

Millennials aged 21-30

Virtual Communication
Keen to Share
Unfamilier with the Local Belief

App

Environmental Identification System

At Yong-Lian Temple

Introduction

壽比南山 | 大展長才 | 永結同心 | 早生貴子 | 蒸蒸日上

Know Context

Yong-Lian Temple MR Smart Life enriches the visit experience of young millennial generations aged 21-30 at the Yung Lian Temple through their familiar interface. Yong-Lian Temple MR Smart Life uses the AR guided experience to increase the sightseeing crowd and the visiting for blessings to expand the congregation area, disseminate the guardian value of Yong-Lian Temple, and activate the business district around Yong-Lian Temple at the same time. In addition to being the largest temple in Luzhou, Yong-Lian Temple is also the center of the Luzhou shopping district in front of Yong-Lian Temple. As the center of crowd gathering, we divide the guests of Yong-Lian Temple into three categories: Visitors to Luzhou Night Market, Believers at Yong-Lian Temple and The new residents of Luzhou area.
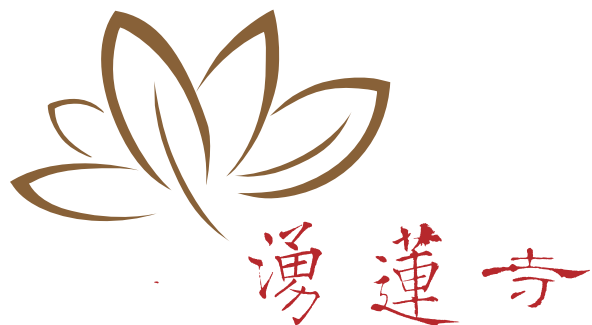
Journey Mapping

Design Item

The personal blessing link	
Yong-Lian Temple Official Website	
Direction signpost to Yong-Lian Temple in the shopping district	
Surrounding food and attractions recommended by the official website	
Yong-Lian Temple guide map	
AR blessing cards	
Yong-Lian Temple guide video	
Interaction with Golden Godness Guan-Yin	
Blessing sending with social media	

At Home

Open the social media to see the message

Open social media and see the link from my friends.

☺ **Surprise**

It is surprising that the friends who haven't seen a long time suddenly contact with me.

Click the link to know that my friend pray for me at Yong-Lian Temple.

Learn about the app and traffic information on the official website.

Connect official website and get some information about Yong-Lian Temple.

☺ **Curious**

Visiting the field to receive the blessings and take a stroll around Yong-Lian Temple.

Go to Luzhou

Take the MRT to Luzhou.

Go to Yong-Lian Temple personally to receive the blessing.

☺ **Confusing**

What direction do I go to the shopping district and Yong-Lian Temple?

Arrive to the Shopping District

Walk to Yong-Lian Temple, eat lunch in the shopping district.

Use the map of the shopping district after arriving at Luzhou.

☺ **Expecting**

Is there something fun around Yong-Lian Temple?

Look for something delicious in the shopping district.

Arriving at Yong-Lian Temple.

At Yong-Lian Temple

Take the blessing card and introduction brochure at the information desk.

Download the Yong-Lian Blessings App by scanning the QR code on the brochure.

☺ **Sweet**

There is always someone care about my status.

Scan the blessing card and see the blessing from my friend.

Watch the tour guide of Yong-Lian Temple's history by AR on your phone.

Scan the tour guide sign to watch the introduction video.

☺ **Productive**

It is a great opportunity to understand the local traditional culture and want to take a picture of that.

Walk to the 4th floor and have AR interactions with Godness Guan-Yin.

Interact with AR in front of the censer.

☺ **Peace**

Feel peace after tell Golden Godness Guan-Yin my worries.

Enter the one whom you want to pray for Golden Guan-Yin.

Go Home

Share the blessing form Golden Godness Guan-Yin to familys and friends by social media.

Share this blessing to the other by social media.

☺ **Pleased**

Send the blessings to my friends and hope they can feel blessed too.

Make the next person come to Yong-Lian Temple to receive the blessings.

Blessing Sharing

Yong-Lian Temple MR Smart Life intelligentizes the cultural value of Yong-Lian Temple and guides the visitors through AR tour guides to enrich their tour experience at Yong-Lian Temple and establish a deep connection with Yong-Lian Temple.

Logo

The old logo of the Yong-Lian Temple combines light, lotus, and flowing water. In addition. The new logo retains existing elements and conveys legendary stories of origin, turning hand-drawn curves into modern lines. With the image of the lotus flower blooming in the center, it is strengthened as a deep-rooted belief center in Luzhou for many years.

VI System Items

business cards
envelopes
MRT Easycard
packaging
moving advertising billboard

Website

Environmental Identification System

There are multiple gods and sides in Yong-Lian Temple. Our design is mainly used as a guide to the "formal visiting direction", some guidelines for public facilities.

Mobile phone scans the two-dimensional codes of the history guides, the story of the gods, and the blessings to display more information and interaction.

The basic orientation signs are hung on the walls, and in addition to the obvious guidance, they reduce the touch and push caused by crowded crowds during the holidays.

The two-dimensional code display card will be attached to the temple outside the display.