

Peony Picnic Flex

• Video List: <https://youtu.be/rra7XKunJfs>

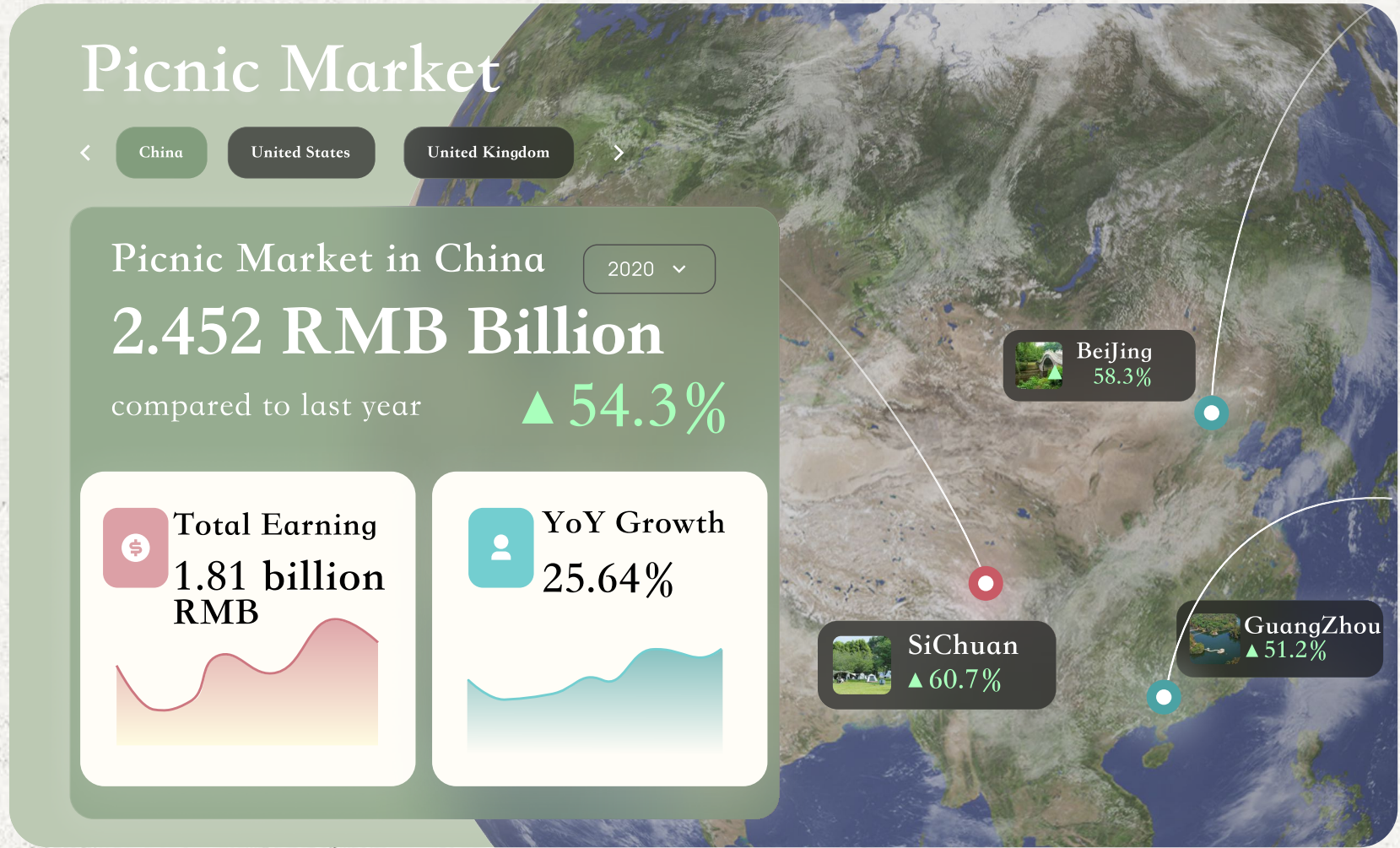
Organizing a New Chinese-Style Curved Water Flow Picnic

Peony Picnic Flex is a novel Chinese-style picnic service. This picnic service is designed for 1-8 people and is crafted from environmentally friendly materials like loofah and rice grains, emphasizing sustainability. Tailored to the diverse needs of different age groups, the picnic box can transform into a picnic backrest chair, a baby seat, or a picnic table as needed. It incorporates elements of Peony flowers and the traditional Chinese wine game, using water as a carrier to convey food, presenting a unique Chinese charm.



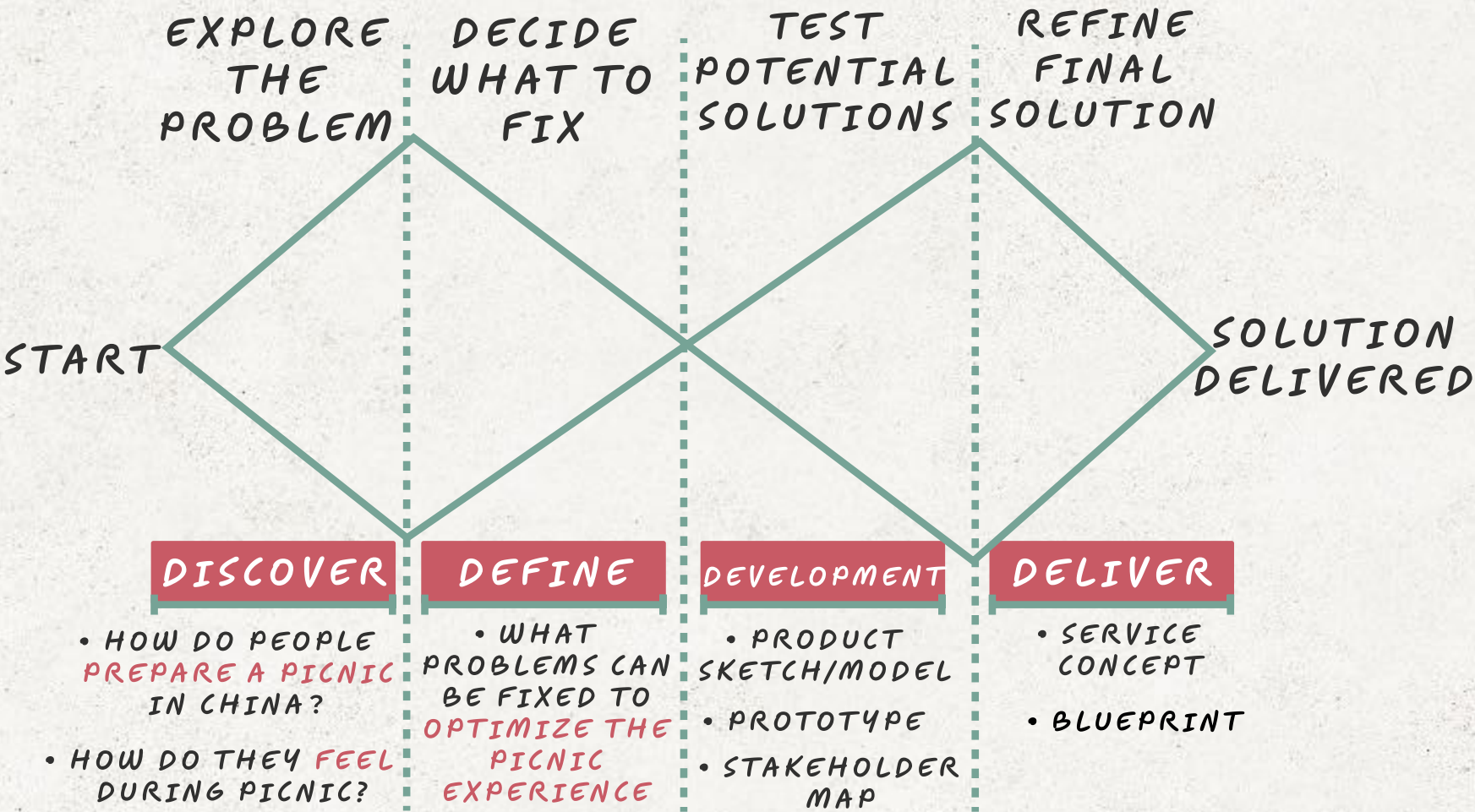
"First Year of Picnic" in China

Netizens have nicknamed 2020 as the "first year of picnic" in China. At the same time, picnic mats have emerged as the top-selling outdoor items in 2020.



Methodology-Double Diamond Model

The methodology of my project is based on the double diamond model and the chapters are divided according to these four sections.



Discover

Observation

小红书 Xiaohongshu— a "grass planting" platform in China

The number of picnick related notes on the social platform "Xiaohongshu" increased by **13.6 times** in just one month in April 2020.

野餐

野餐美食清单

附近野餐

野餐需要准备什么东西

野餐必备工具

野餐垫怎么选

野餐怎么拍照

野餐美食自制

野餐大冒险

野餐美食

picnic essentials

How to prepare a picnic

Beautifully curated picnic photos shared by Xiaohongshu influencers

Qishanhu Park — the largest green ecological park in Fuzhou

Qishanhu Park is becoming **an increasingly popular destination** for weekend picnics. Families, friends, and couples can be seen relaxing on the grass.

Affects the beauty of the park

Real photos of picnic taken in Qishanhu Park

Worried about kid

Don't feel relaxed

Garbage left after the picnic

In China, **8150 tons of picnic waste** are left behind each year in outdoor locations , accounting for **3.4%** of the total amount of solid waste.

Littering on the lawn

The Picnic Spots in Qishanhu Park



The Appearance of Picnic Spots

- 1 Large-scale green space can provide ample space
- 2 Near a river, the scenery is beautiful and cool.
- 3 Has a diverse range of landscapes and small-scale vegetation



Long Distances to Picnic Spots

- 1 The distance to the picnic spot is very far and requires a 15-20 minute walk on foot.
- 2 There's also a tall bridge that needs to be crossed.



Management Regulations for Picnics

- 1 The park allows citizens to have picnics in designated areas.
- 2 Opening hours are from 9:00am to 5:00pm.
- 3 Open fires, barbecue, and wild camping are prohibited in the park, please make a conscious effort to keep the park clean.
- 4 This regulation board is easily overlooked.

No Rental Picnic Equipment Service in The Park

Tourists need to carry their own picnic equipment for long distances

Every Tourists need to buy their own picnic gear, wasting resources

Disposing of non-recyclable picnic materials can cause pollution

lots of fast food

no baby seat for children

gathering is a bit boring

need to bring chairs for aged

Interview

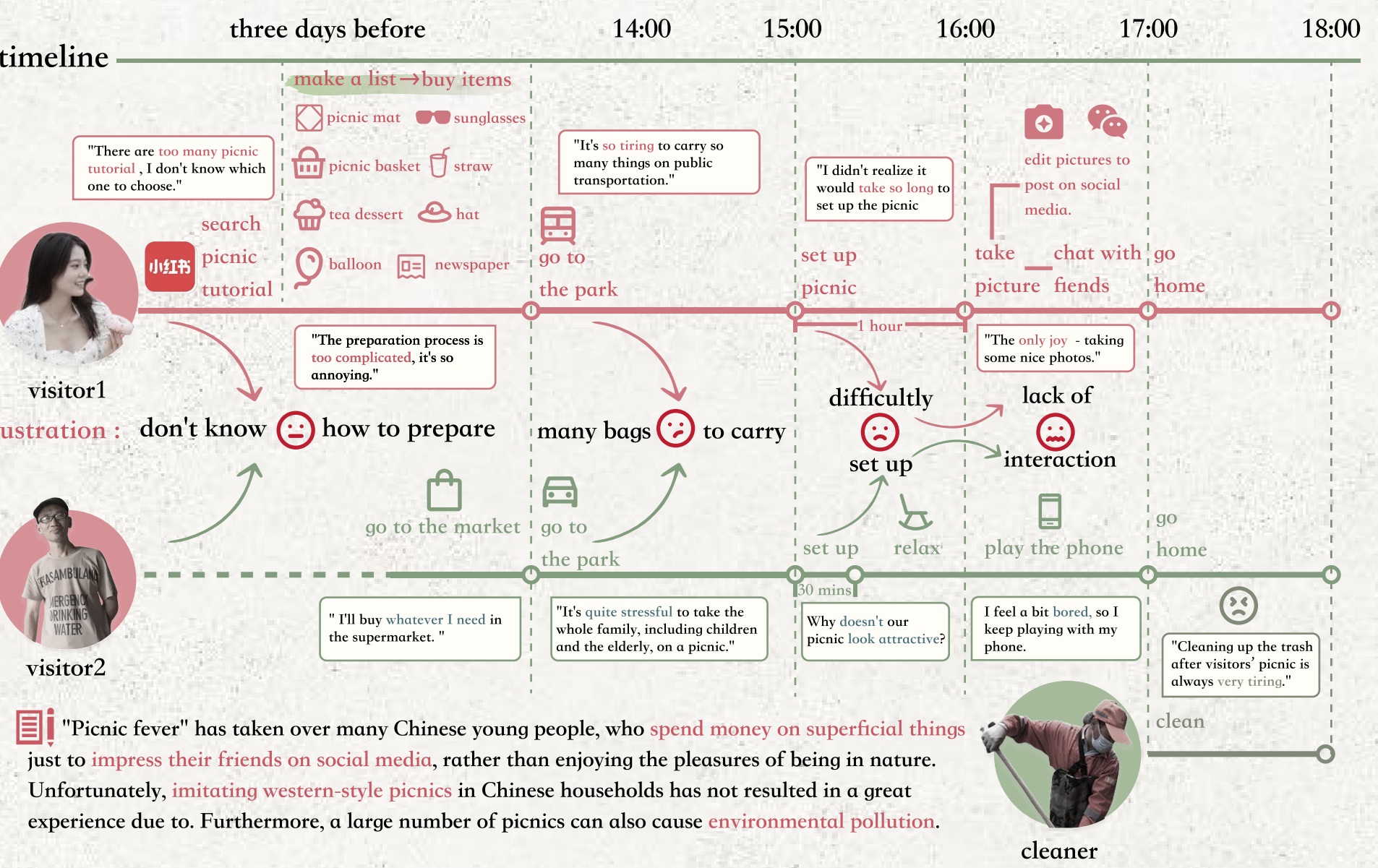
VISITOR 22, Xiaohongshu Influencers
“ I spent three days following the picnic tutorial on Xiaohongshu to prepare a picnic, but besides taking some good-looking photos, I didn't really relax well in the nature and didn't feel as comfortable as I imagined. ”

VISITOR 45, Outdoor Enthusiast
“ I think young people in China nowadays tend to copy and imitate online tutorials , which makes it more about following a trend rather than truly understanding how to prepare for a successful picnic. ”

CLEANER 54, Qishanhu Park Staff
“ The park was crowded on the weekend, I had just finished tidying up when I saw another person throwing trash on the ground. It was frustrating to see all the hard work undone so quickly. ”

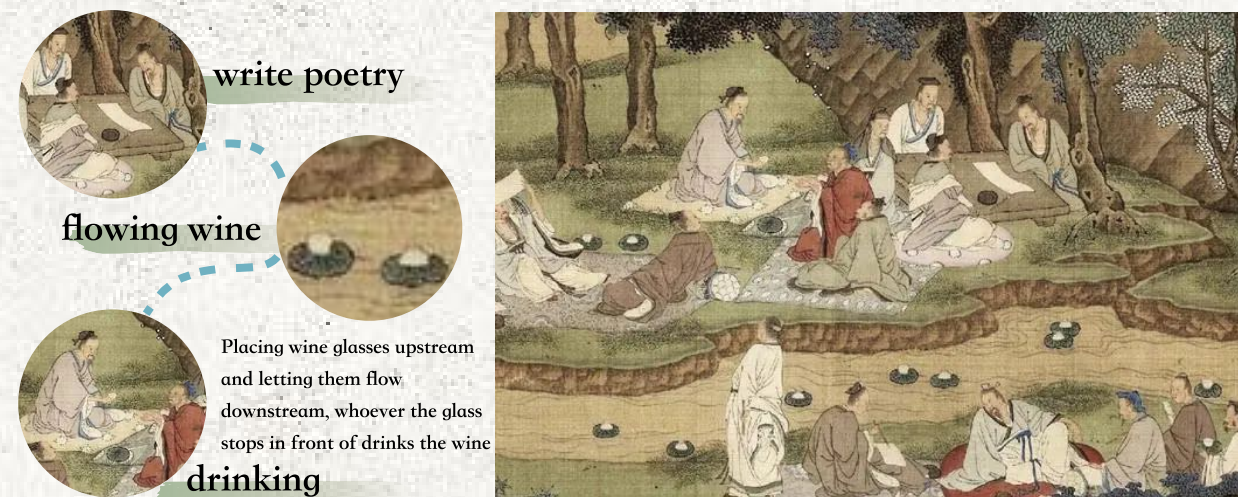
MANAGER 32, Qishanhu Park Staff
“ Indeed, picnics affect the aesthetics of the park, have limited commercial value. It is important for us to strike a balance between providing recreational amenities and preserving the beauty of the park. ”

User Journey Map



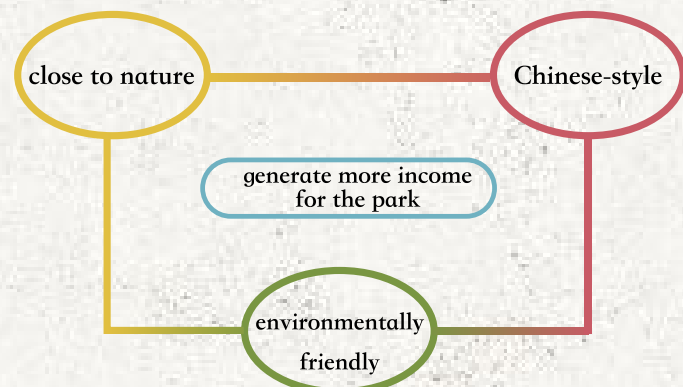
Define

In fact, 2020 is NOT the first year of picnics in China. There has been a long tradition of picnics, with **flowing wine and singing songs**, in ancient China.

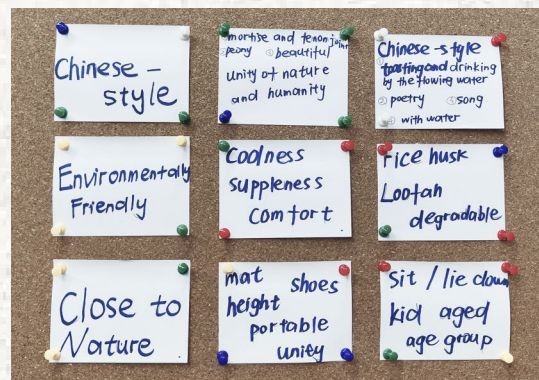


How might we provide tourists with a **Chinese-style** picnic experience while also **being close to nature** and **environmentally friendly**?

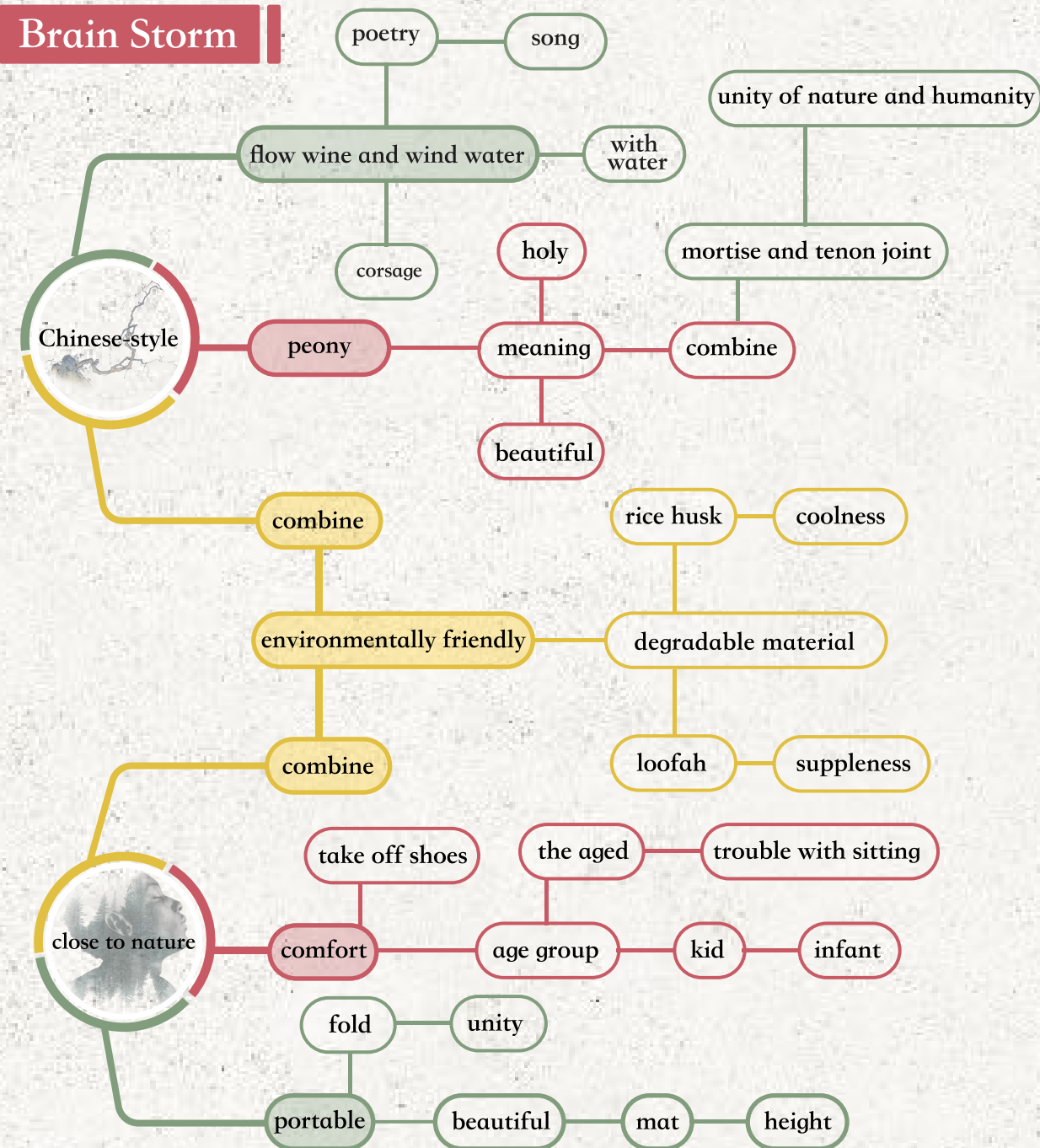
Concept Development



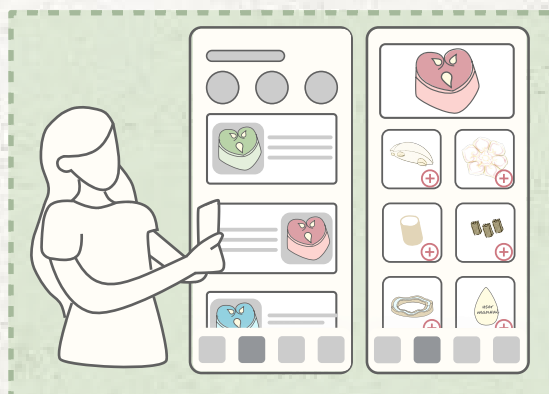
How to optimize people's picnic experience and make it environmentally friendly



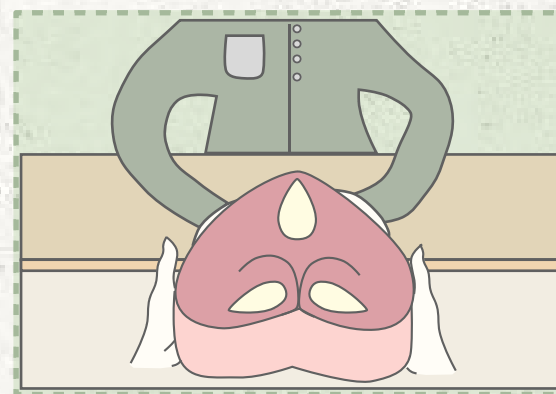
Brain Storm



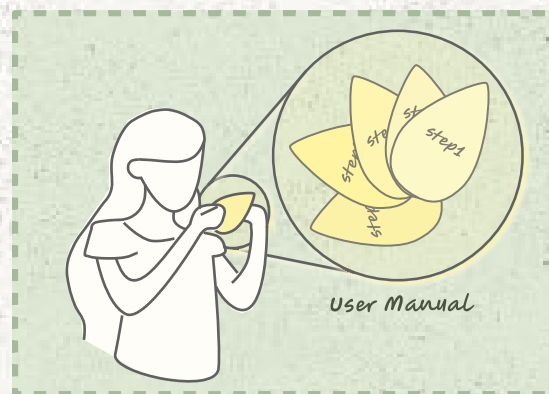
Storyboard



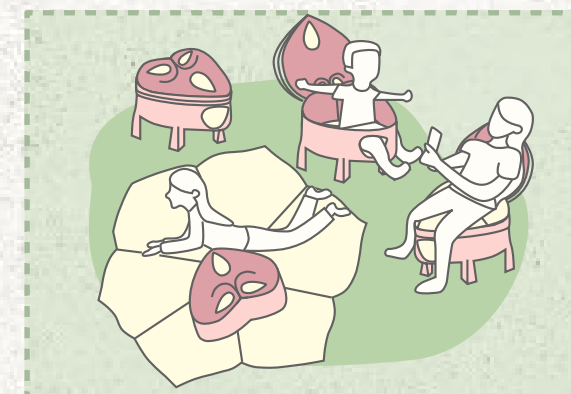
1 Booking on the app



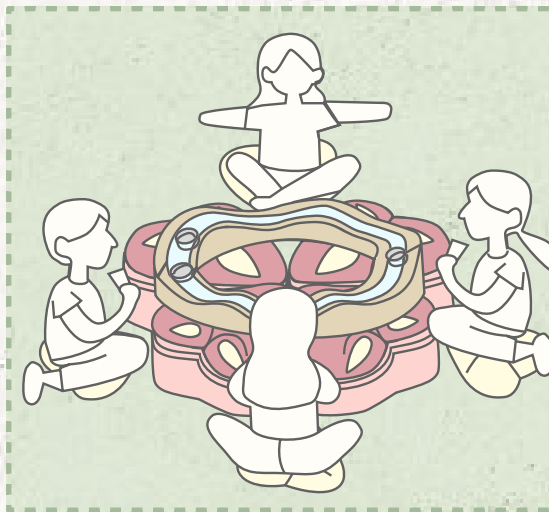
2 Pick up at the park reception



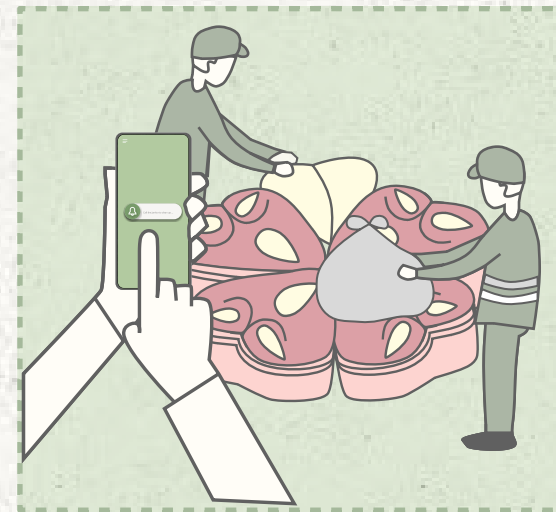
3 Read the user manual



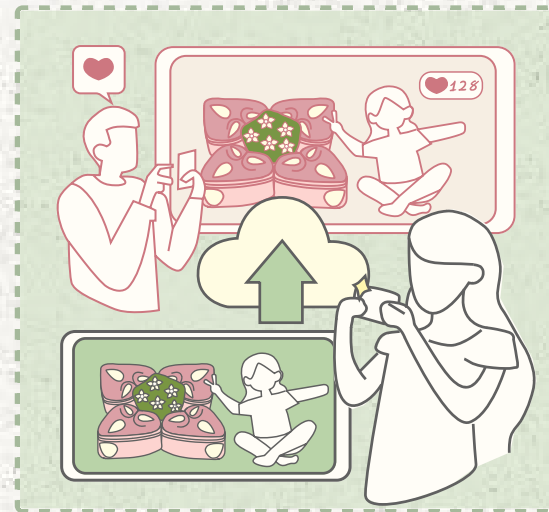
4 Freely assemble a picnic



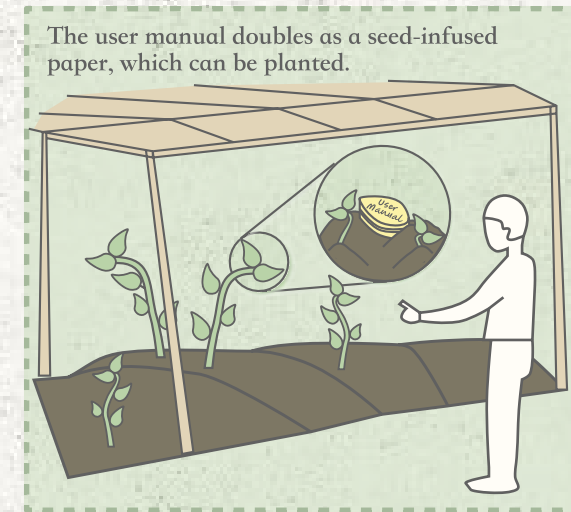
5 Assemble boxes into a table



6 One-click return of the boxes



7 Share your photos on the app



8 Plant user manual (has seeds)

Development

I hope to design a new Chinese picnic service that can **accommodate any number of people (between 1-8)**, with a **single chair that can transform** to meet different needs such as laying or sitting. It should be **suitable for people of all ages** and have a unique Chinese style incorporating **peony flowers**.

Sketch



Material Selection



1. RICE HUSK

1 Environmental Protection: made from natural rice husk shells, it is non-polluting to the environment and biodegradable.

2 Durable: with certain processing, its hardness is sufficient to withstand normal use. Its density is lower than that of wood, making it lightweight and easy to carry.

3 Safe: It does not contain any harmful substances and will not produce any odor.

4 Abundant Resources China produces about one billion tons of straw and a huge amount of waste rice husks every year.

2. LUFFA SPONGE

1 Good Air Permeability: the fiber structure has large gaps and good ventilation.

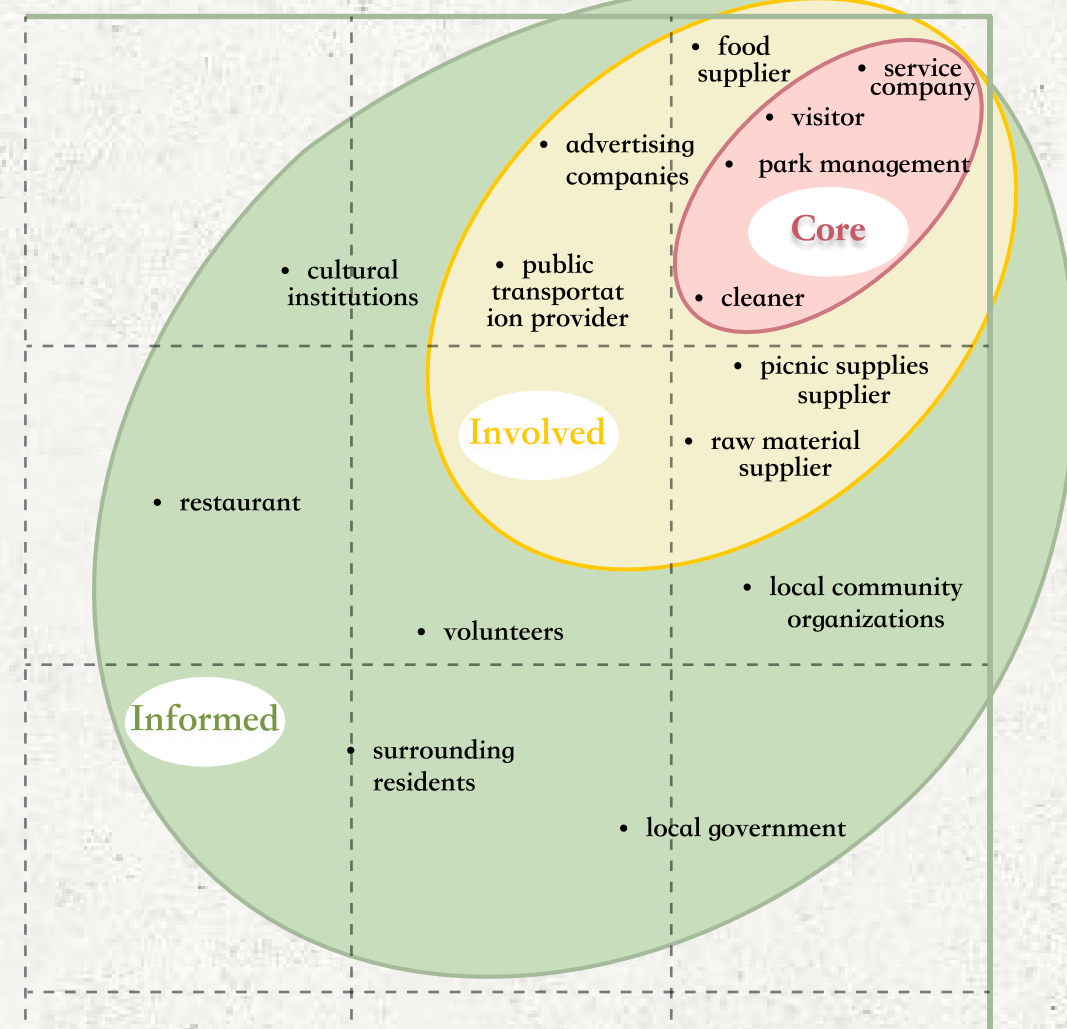
2 Antibacterial and anti-mite: naturally antibacterial and also have a killing effect on mites.

3 High comfort: soft and comfortable, good for use as a mat.

4 Environmental Protection: harmless to the environment and health.



Stakeholder Map



Model

Dimension Diagram

46cm x 42cm x 26cm

46cm x 42cm x 80cm

138cm x 138cm x 40cm

Overall Rendering

I designed a flexible and versatile picnic style. All utensils can be realized through the transformation of the picnic box.

Exploded View Diagram

- box lid
- chair back
- backrest
- mat
- chair leg
- box

Multifunctional

1 Picnic Box → Backchair 2 Backchair → Baby Seat

leg hole

It can be lifted to become a baby safety chair with leg holes, allowing parents to relax.

3 → Dining Table

Interaction

Freely assemble with the nature

Build around your favorite natural landscape, realizing a poetic and unique picnic experience of one step, one scene, and one picnic per scene.

Some combination

1 Find your favorite natural plant 2 Assemble the picnic box surrounding the plant 3 Enjoy your unique picnic

Prototype Making

Material Analysis & Testing

1. luffa sponge

Good Air Permeability

Soft

Seeds Can Sprout Again

Dry Moisture-Proof

Easily Deformable

2. rice husk

Raw Material

Crush To Power

Mix & Press

3. natural colorants

Dry Fruit

Crush To Power

Winding Stream Banquet Table

Inlet/outlet

water wheel

flow water

Flowing Cup and Winding Water Device

It can promote cultural appreciation, encourages interaction, adds fun, cultivates poetic culture, and elevates the overall aesthetic experience, making picnics more enjoyable and culturally enriching for everyone involved.

Freely assemble with the nature

Build around your favorite natural landscape, realizing a poetic and unique picnic experience of one step, one scene, and one picnic per scene.

Some combination

1 Find your favorite natural plant 2 Assemble the picnic box surrounding the plant 3 Enjoy your unique picnic

Rice husk

Luffa Sponge

Grind

Compress

01 Make the mold for the box 02 Spread a layer of paste on the bottom 03 Spread a layer of rice husks 04 Spread another layer of paste on the rice husks 05 Mix the rice husks and the powder with the paste 06 Spread the rice husk powder with paste on the top 07 Cut and shape the box 08 Color the box using natural colorants

Box Body

Box Lid

Box

Open

Cut Hole + Add Backrest

Deliver

System Map

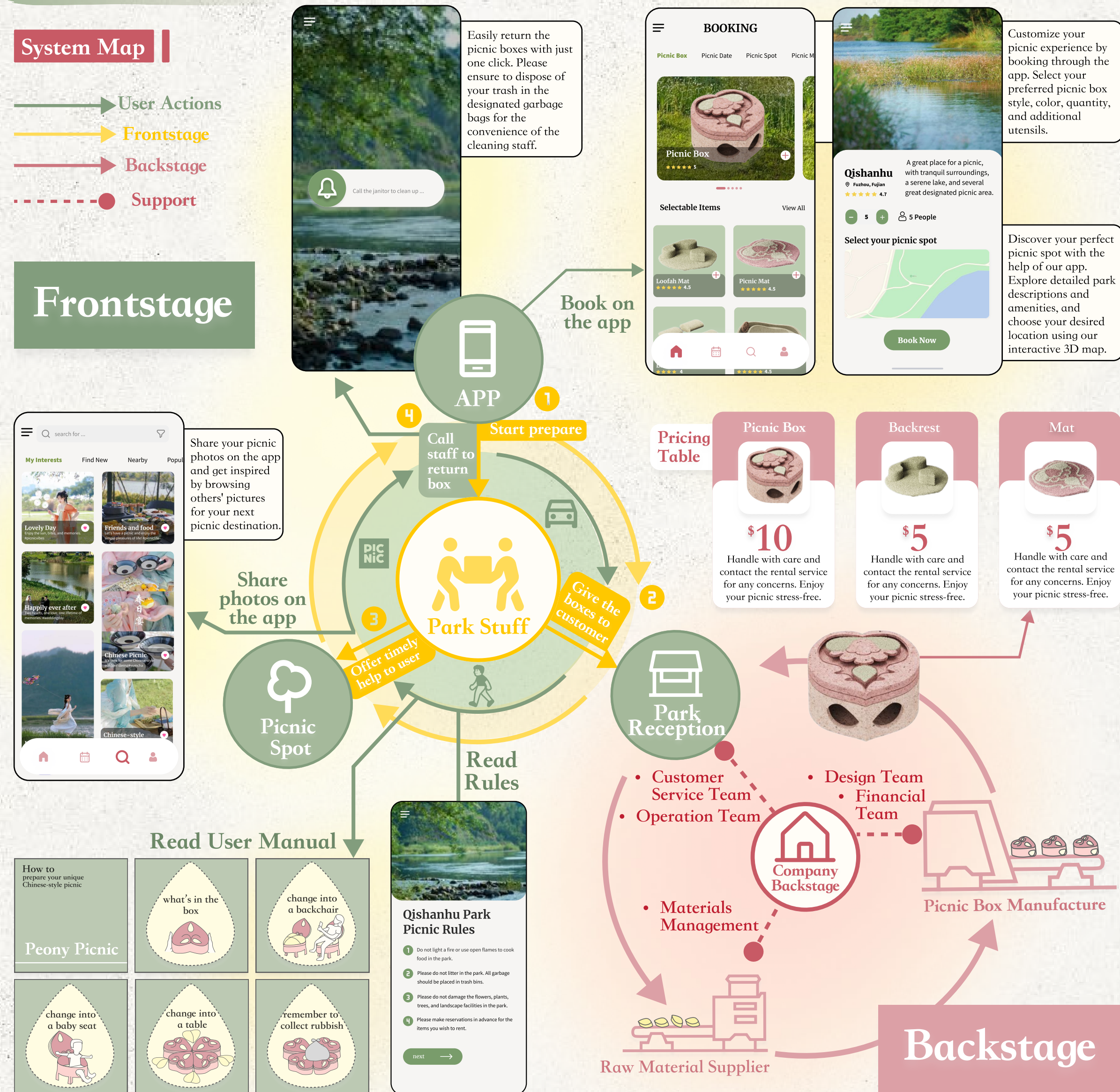
► User Actions

Frontstage

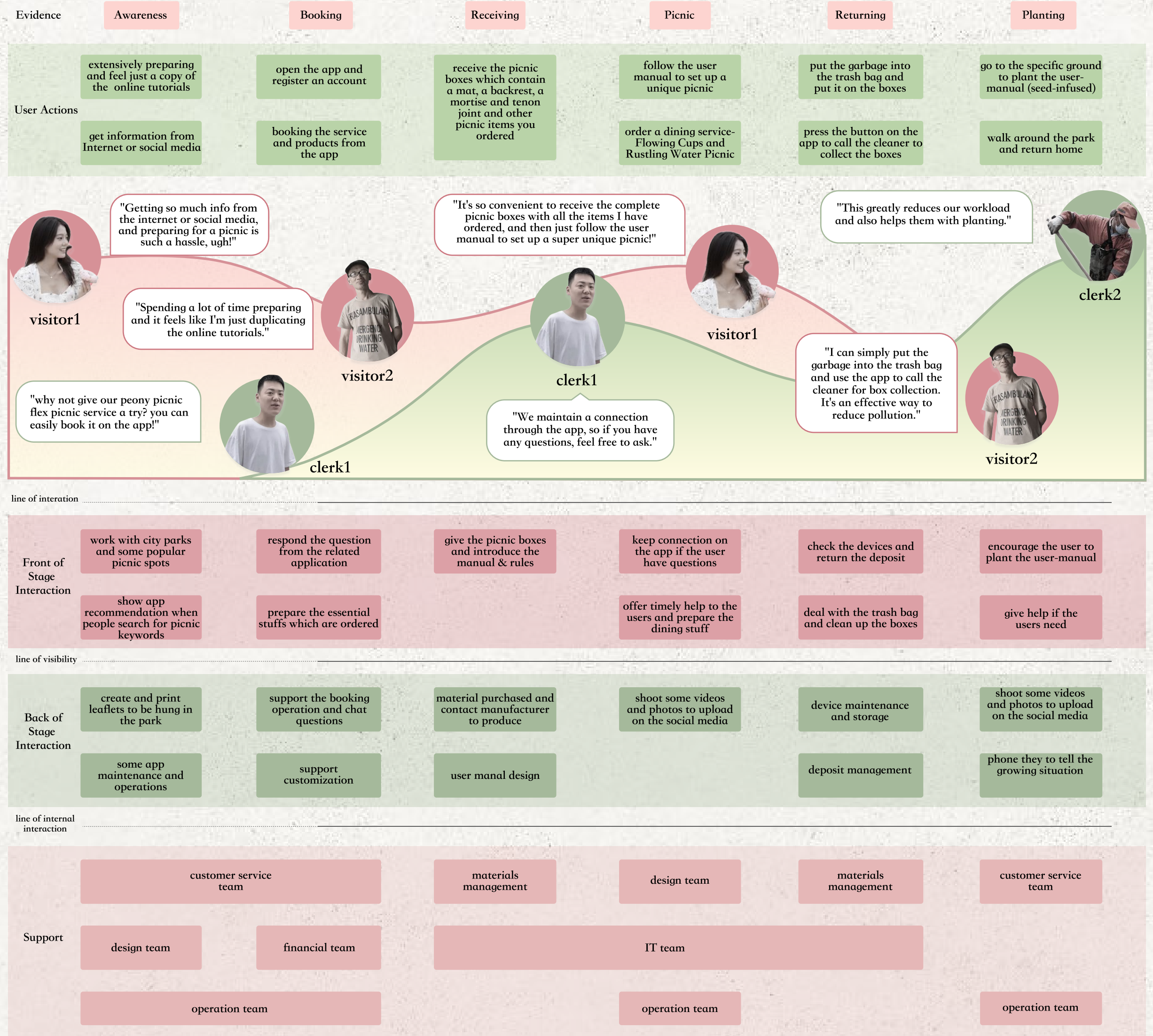
Backstage

Support

Frontstage



Service Blueprint

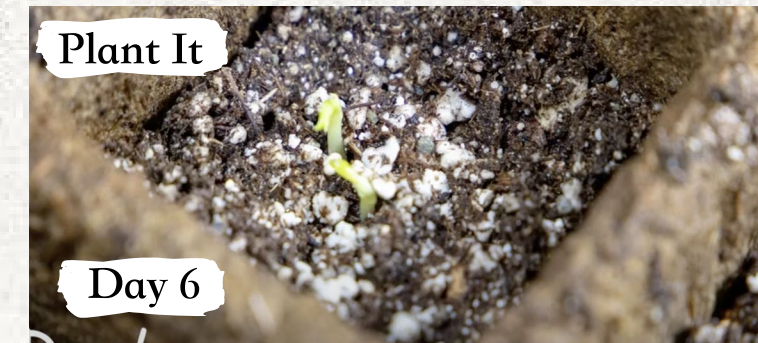


User Test



- Feedback from tourists
- 1. can make picnics more enjoyable
 - 2. can simplify the preparation process
 - 3. can minimize waste and reducing pollution.

User Manual



Stakeholder Interview



Feedback from service center staff

This picnic box can enhance the profitability of the park and create a distinctive feature for the park



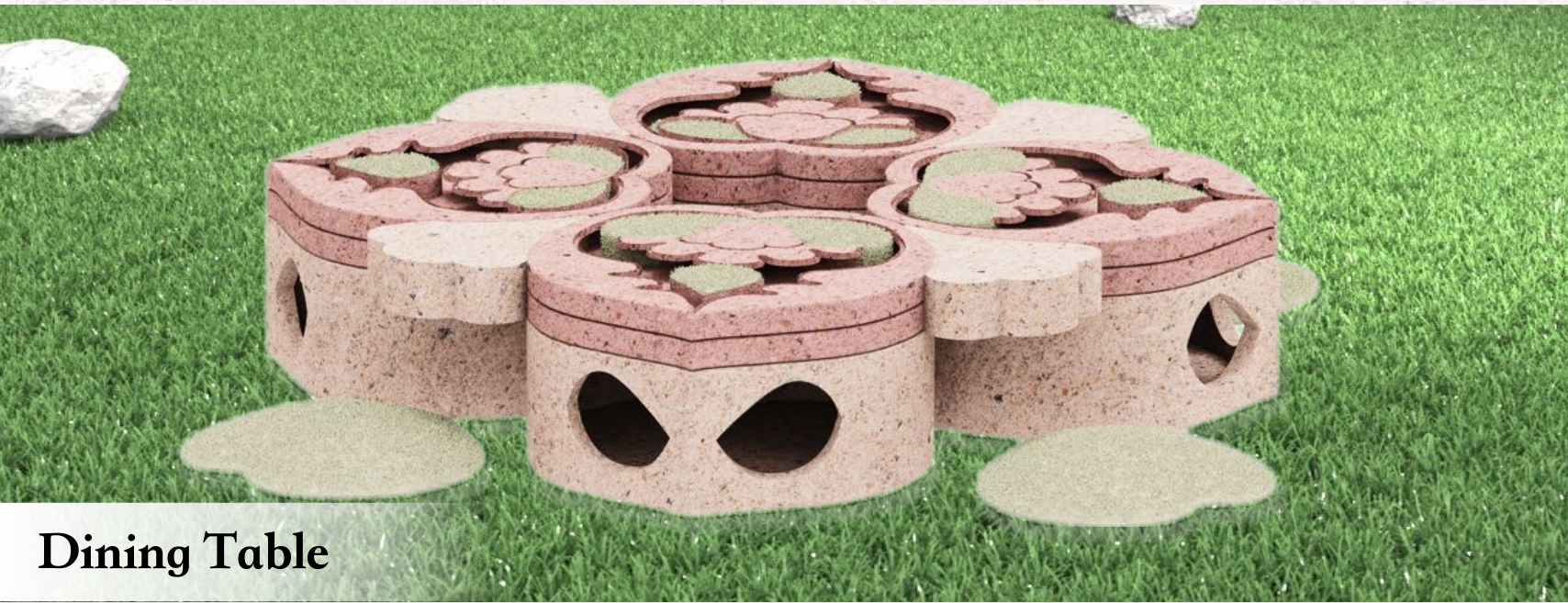
Feedback from park cleaner

This picnic box helps reduce littering, making it easier for us while being environmentally friendly.

SWOT Analysis

- | | |
|--|---|
| <ul style="list-style-type: none">Focus on sustainable developmentTake into full consideration and involving all stakeholders | <ul style="list-style-type: none">Limited promotion channelsLimited suitable collaboration with raw material manufacturers |
| <ul style="list-style-type: none">Picnic trend in China is rapidly growingPicnic equipment market experiences rapid growth | <ul style="list-style-type: none">Emerging Chinese-style picnic servicesDesign requires continuous optimization |

User Scenario



My perception

"Through this design project, I've explored using sustainable materials, meeting diverse age and cultural needs, and blending tradition with modern demands. What's most rewarding is the extensive communication I had with cleaners, tourists, and children during product testing. It taught me that design should be driven by real needs, requiring constant adjustments and optimizations for various scenarios."

Picnic Box

