

# HEART TO HEART

## CONVERSATION CARD

This project is aimed to help bridge the divide between intergenerational gaps and relationships that need the extra push to get to the next level.

Through the form of a traditional playing card format revamped, to stimulate the senses.



## 💡 How the idea came to be?

Heart to Heart began from the culmination of our personal experiences being in Asian families, where collectivism is priority. We want to create a channel where family members and friends are incentivized to open up and share their thoughts or secrets in hopes of gaining a closer connection. This card game is not meant as a therapy tool, but as a conversation starter.

## 🔍 Methodology & Key findings

Our project incorporates both primary and secondary research. Questionnaires were sent to 3 focus groups: **Ages 18-25(1), 26-40(2), and parents age 41 and above(3)**. Focus groups 1 and 2 are combined as children generation. The set criteria for key informants is a household of at least one parent and at least one child of 18 years old living in Bangkok. We received 102 respondents for focus groups 1 and 2, and 42 respondents for focus groups 3. The topics included in the game were also determined through this survey.

1. 47.6% of focus group 3 are somewhat more open to talk about difficult topics compared to only 25.5% of focus groups 1&2.
2. A high percentage of **focus groups 1&2(67.6%)** and **focus group 3 (40.5%)** don't play games with each other during family time.
3. **27.5% of focus groups 1&2** find it very difficult to express personal opinions to their parents, whereas **54.8% of focus group 3** finds it not difficult to do so at all.

## Objectives

**Engage:** To promote a constructive environment for intimate conversations through the medium of card games. Physical cards allows people to use their five senses.

**Enrich:** To refine relationships and foster an open dialogue for topics deemed taboo.

**Empower:** to help empower and humanize individuals in any relationship.

**Others:** To experiment and gain practical involvement in visual designing and the manufacturing of products.

## Target Audience

**Demographics:** Ages 18 to 40+ , All genders

**Psychographics:**

- Comes from a Thai-Chinese background
- households of at least one parent and one child of at least 18 years old living in Bangkok
- Has interests in card games

**Behavioral:**

- Enjoys deep and intimate conversations
- Wants to gain a tighter connection with family members or friends

## Procedures

### Phase I: Planning & Research

- Primary & Secondary Research

### Phase II: Product Development

- Cultural & aesthetic research (color preferences and user interface)
- Collect references and draft up designs
- Draft game rules, questions, and gimmicks

### Phase III: Execution

- Contact suppliers
- Finalize decisions based on price, quality, & manufacturing time
- Beta testing - trial game with Aj. Pavel
- Edit & finalize conversation card game

### Phase IV: Evaluation

- Send game evaluation survey to 5 pairs that tested the final prototype
- Finalize evaluation

## Evaluation

Heart to Heart game evaluation surveys were sent to 5 tested pairs and feedback were as such:

1. All respondents found that the card helped them touch on new topics.
2. All respondents got to know their game partners better after the game.
3. Most respondents noticed the association of Thai-Chinese culture through the design.

# DESIGN CHOICES



## Elements of Design

To honor our Thai-Chinese roots, elements of Chinese culture are integrated.

- **Color scheme:** Blood Red, Gold, Royal Purple, and White.
- Inspiration from Chinese palace entrances which acts symbolically as a door to one's heart.
- The logo is of a Chinese national animal: the dragon.
- Use of Chinese symbolisms corresponding to each of the three topics.
  - **Relationships & Sexual Orientation:** Mandarin ducks representing love, fertility, and fidelity.
  - **Achievements & Expectations:** A dragon for luck, power, and benevolence.
  - **Changes & Appearances:** The Shuang Xi character symbolizing beauty, pride, and joy.
- **Font on cards:** Montserrat

## Game Instructions

Bring this card game to your loved one(s) whenever you feel comfortable to talk.

**Location:** cafe, home, restaurant, etc. Make sure its somewhat quiet!

**Before you play:** pick one of the Promise Cards, rub a little of ink onto each players' thumb, then fingerprint the Promise Card once and repeat the vow to each other with sincerity.

There are a few ways to play!

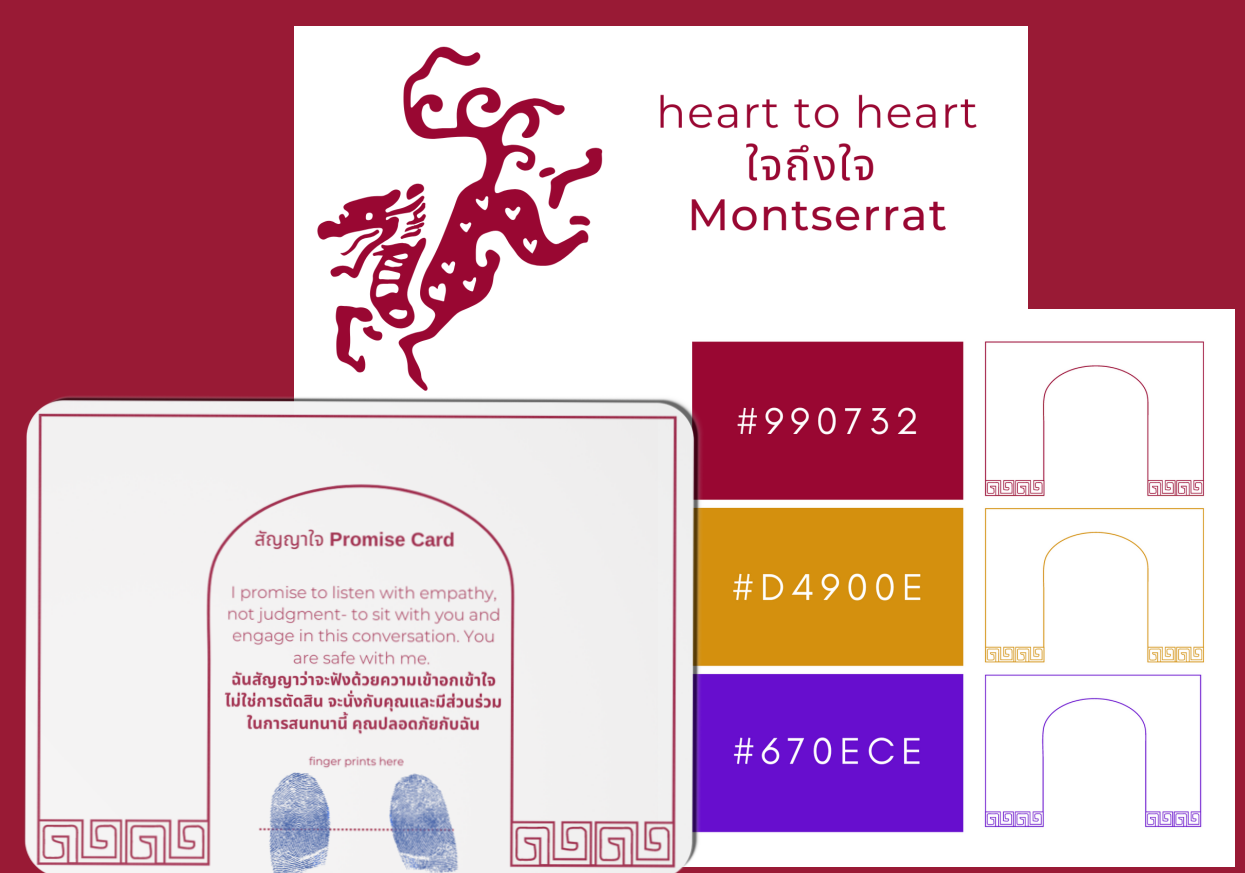
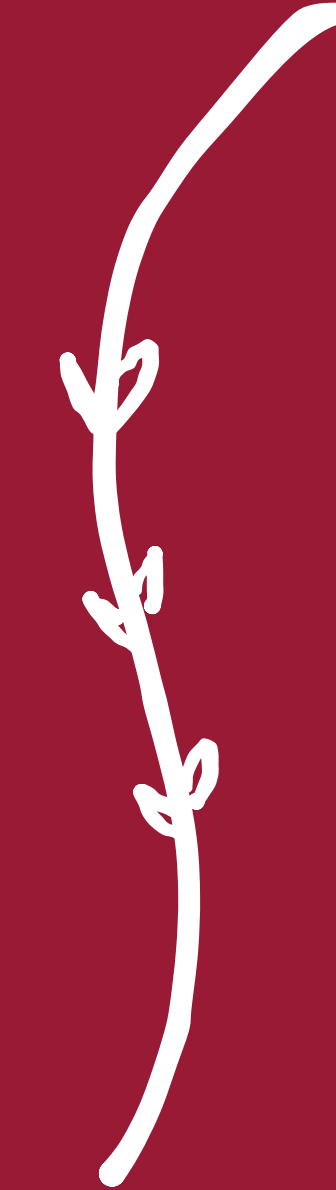
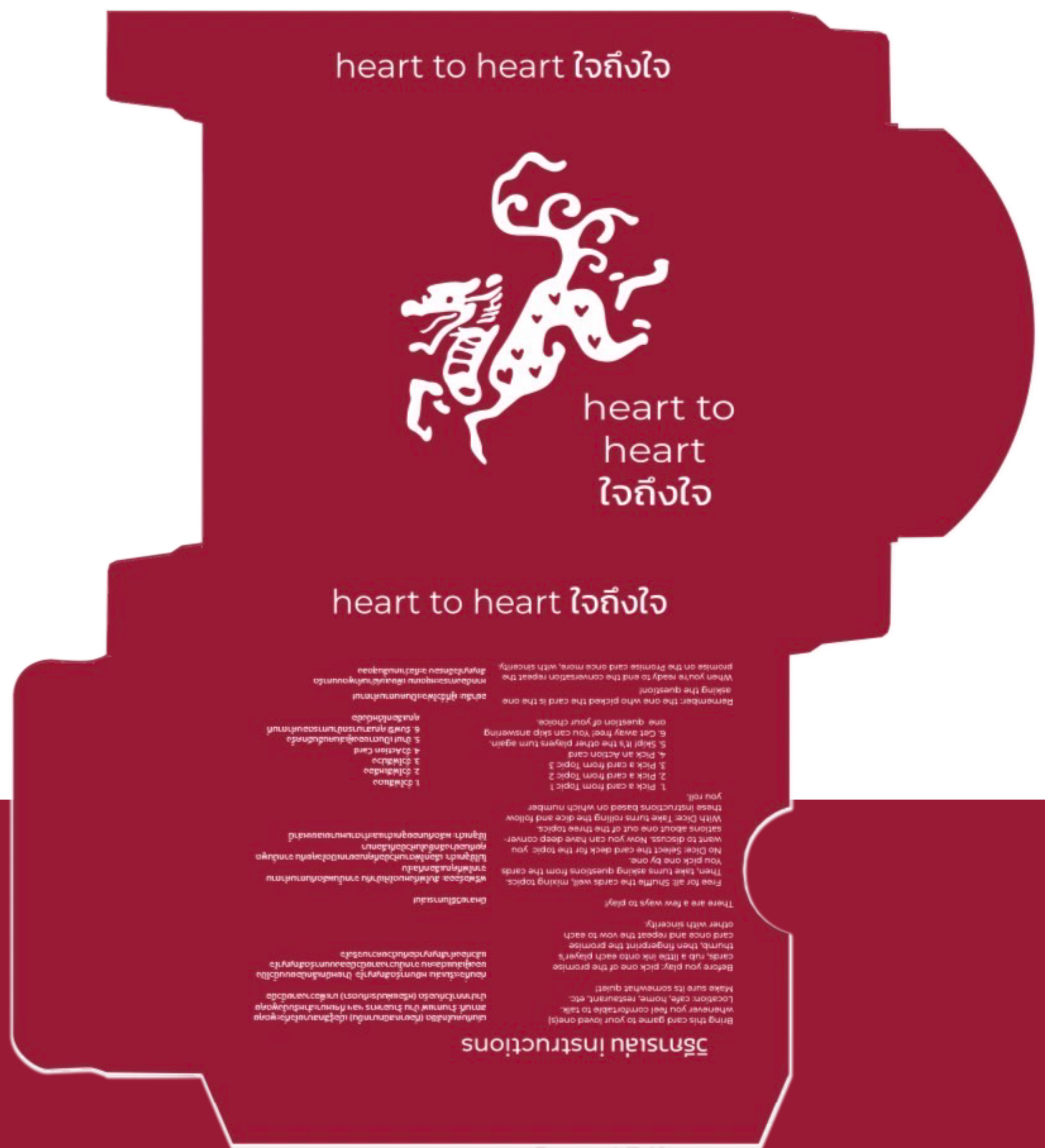
**Free for all:** Shuffle the cards well, mixing topics. Then, take turns asking questions from the cards you pick one by one.

**No Dice:** Select the card deck for the topic you want to discuss. Now you can have deep and long conversations about one out of the three topics.

**With Dice:** Take turns rolling the dice and follow these instructions based on which number you roll

- Pick a card from Topic 1
- Pick a card from Topic 2
- Pick a card from Topic 3
- Pick an Action Card
- Skip! It's the other player's turn again
- Get away free! You can skip answering one question of your choice

**Remember:** the one who picked the card is the one asking the question!



## Premise

Total of **42** cards (including a Promise Card and a Last Call Card) comprise of **4** categories:

1. Action cards
2. Relationships and Sexual Orientation
3. Achievements and Expectations
4. Changes and Appearances

## Testimonials

"I thought I already knew the person, but there are questions I never thought of asking and it helps me know them better"

"being able to be vulnerable and share these feelings made us closer and more empathetic of each other"

