

DI KONG

MFA Design: Designer as Author + Entrepreneur
School of Visual Arts | 2014 - 2016

SIGNATURES

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| Advisor



Two years ago, I was about to graduate from my college. In the last year, I was super busy with school classes, undergrad thesis project, preparing for English test, portfolio redesign, internship works, and even acting in a drama as leading actress, and never went back to my dorm before 2 am. Everyday, I was carzed with work, and always forgot to eat. And no surprise, I got Gastroenteritis again, which happened couple time to me before. So, no wonder, I went to hospital, took infusions, injections and pills. I thought the illness would gone after 2 weeks. But, I was wrong. My stomach still hurt some time, and the only I can do is to squate on the ground and wait till the pain vanished. I feel so frustrated, and finally realized that no matter how many things I achieved, without a health body, I could not even control my life.

So I turned to Traditional Chinese Medicine (TCM), and it has been around for thousand of years and been proven that the various natural healing methods that can help people resolve their health issues without harmful side effect.

But it took a while, like 2 months, that I found out that my stomach doesn't hurt that often and badly. Looking back at that time, I feel very grateful for TCM, but my experience of taking it could be improved a lot.

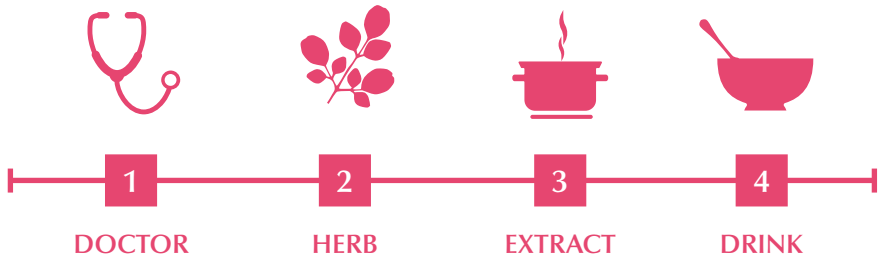


CULTURAL RELEVANCE

Traditional Chinese Medicine (TCM) is a broad range of medicine practices sharing common concepts which have been developed in China and are based on a tradition of more than 2,000 years, including various forms of herbal medicine, acupuncture, massage, and dietary therapy. TCM focuses on strengthening the body's defenses and enhancing its capacity for healing and to maintain health.

◆ In this pitch book, all of the TCM mentioned means herbal medicine.

1.PROCESS OF USING HERBAL MEDICINE

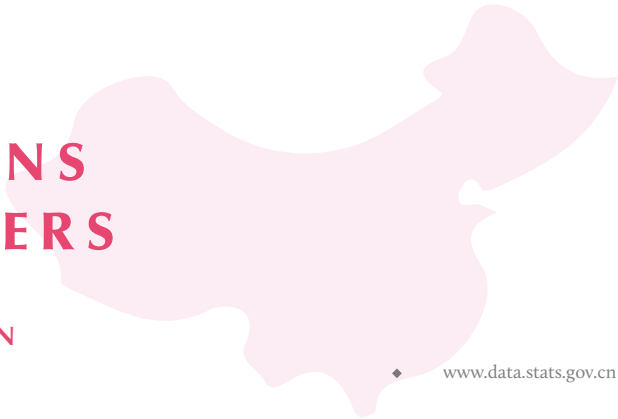


Patients need to see a doctor first. Then doctor will give him the prescription of herbal combination for one week use. Next, patients go to get the amount of herb in pharmacy. Take it back home, boil them in a clay pot more than 2 hours and extract them into a drink. Or, they can purchase the extraction service in the hospital and take 14 medicine extraction pouches back home. And consume that 2 times a day.

2. OPPORTUNITY

430 MILLIONS OF TCM USERS

IN 2013, CHINESE POPULATION
1360 MILLION

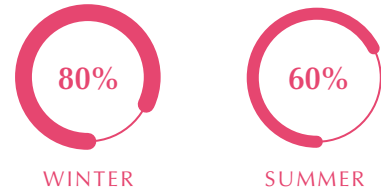


◆ www.data.stats.gov.cn

2013 there are more than 430 million patients go to see doctors of TCM hospitals in China. In people's mind, TCM is one part of the traditional Chinese culture. People have the same view of TCM for thousands of years.

However, this is not the excuess of limiting us of developing and improving this precious traditional industry.

Patients prefers to more pay for the prepared medicine



More and more patients rather taking risks of trusting hospitals to extract herb than using more than 3 hours a day to extract herb at home. In this modern society, people enjoy the easy life styles and would like to pay for all conveniences.

Research shows that in summer more than 80% patients pay extracting medicine in hospital, in winter around 60%. Based on this, we can easily understand how important is the packagings design of pouches affect TCM users.

4. PEOPLE'S ALTITUDE TOWARDS TCM

中药 → 迷信

(TRADITIONAL CHINESE MEDICINE / TCM) (SUPERSTITION)

In a large group of modern citizens, who have high education, traditional Chinese medicine have bias of TCM as Superstition. Thus most of them would like to use either capsules and pills, or get more exercise than go to see a doctor. To educate the millennial that TCM has high efficacy and is trustworthy is the responsibility of everyone in the Traditional Chinese Medicine industry.

5.2 MILLION Female Patients

Age 18-40,
who live in Beijing City.

58.4%

Use TCM more than
2 weeks per year.

78.3%

Prefer to get herb extractions
from hospital rather than
cooking by themselves.

63.9%

Feel overwhelmed by the
entire experience.

**“The remedy is worse
than the disease.”**

- Francis Bacon



8 THE PROBLEM

01. Boil Herbs 3 Hours Everyday

Imagine, everyday, you come back home in the evening and use 3 hours to prepare and boil your herb combination. It smells terrible, and even worse, the smell will leave in your house for a long period.



02. Low Extracting Quality & Waiting Long

Patients have the choice to choose the extracting service from hospital. However, the extracting quality is lower than the home-made ones. On the other hand, in general, it takes more than 5 hours for patients waiting for their herbal extractions.



9 THE PROBLEM

03. Messy & Lack of Information

What hospital offers normally is a big plastic bag with a bunch of messy pouches, which lacked important information on how to take the medicine correctly.



04. Drink Bitter Herb Medicine Twice Everyday

Each morning and night, patients have to pour the bitter medicine into a bowl and drink it. The smells and tastes is really terrible. From my own perspective, I never finished my herbal medicine, which is the reason why it always took me longer time to cure. These horrible senses add abhorrent feelings to the overall remedy.



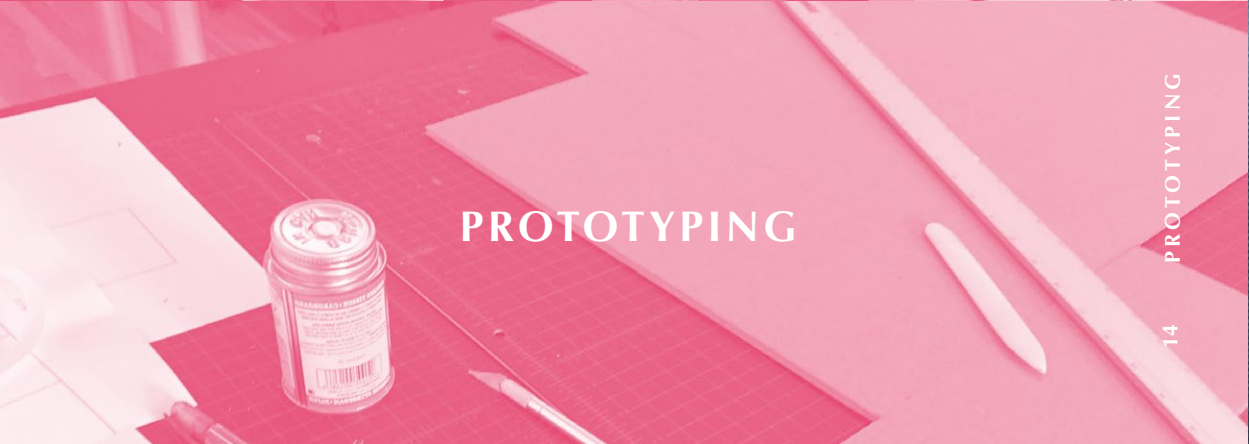
Danchu is an online Traditional Chinese Medicine (TCM) pharmacy that offers accessible, reliable and delightful herbal remedy experiences. We prepare, package and deliver weekly doses of herbal remedies to our patients.



SKETCHING



MODELLING



PROTOTYPING



PRODUCT DESCRIPTION

Through these thousands of years, TCM plays a really important role in Chinese people's life. However, everyone awares of the great benefits with the overwhelming and terrible experiences in the same time.

Danchu Pharmacy aims to solve the most important existing problems in the market and bring healthy life styles to today's Chinese women with expertise and care. We offers clear labelling system to all ou r medication packagings, a delightful candy within each pouch to cleanse palate, innovative kit to organize pouches in morning and night sequences, then deliver the one-week use kit directly to our patients. Danchu also encourages everyone to embrace a refreshing lifestyle by updating well-being blogs including nutritious recipes, traditional beauty treatments and fun facts of exercising.

By doing these, Danchu believes in that we could rebrand Traditional Chinese Medicine in Chinese people's mind and shape a better way to bring the traditional wisdom in our modern lives. Relieve bias, suffering and disappointment during the whole herbal remedy process, while bring healthier and better lives to our patients.





POUCH DESIGN

The pouch is designed to be hold easily by women's hands, which helps patients to squeeze out bitter medicine faster.

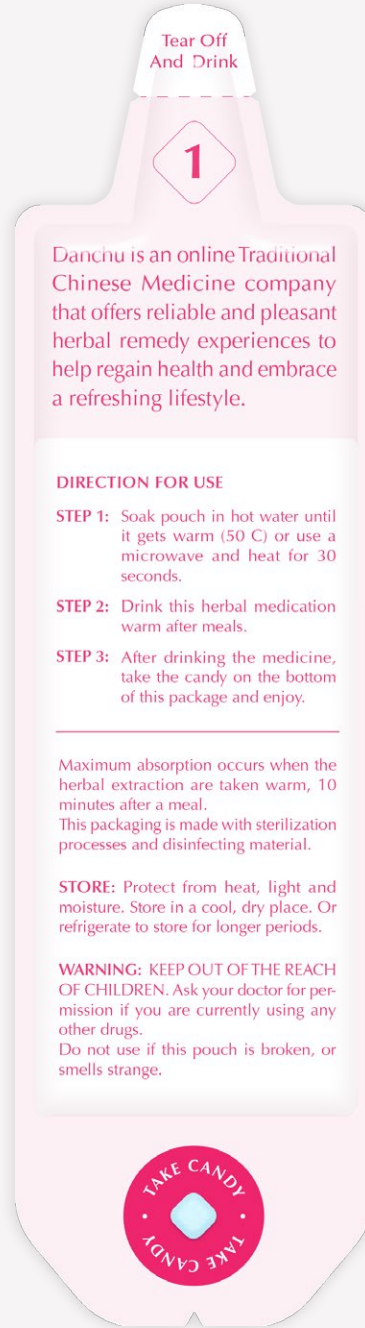
Patients can heat each pouch by using microwave oven or soaking it into hot water, then tear the top part off and drink the medicine.

18

FRONT VIEW

19





Danchu is an online Traditional Chinese Medicine company that offers reliable and pleasant herbal remedy experiences to help regain health and embrace a refreshing lifestyle.

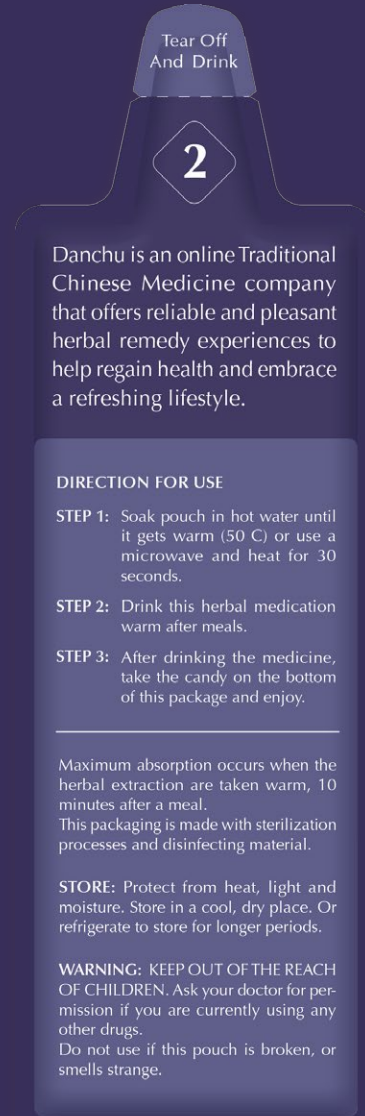
DIRECTION FOR USE

- STEP 1:** Soak pouch in hot water until it gets warm (50 C) or use a microwave and heat for 30 seconds.
- STEP 2:** Drink this herbal medication warm after meals.
- STEP 3:** After drinking the medicine, take the candy on the bottom of this package and enjoy.

Maximum absorption occurs when the herbal extraction are taken warm, 10 minutes after a meal.
This packaging is made with sterilization processes and disinfecting material.

STORE: Protect from heat, light and moisture. Store in a cool, dry place. Or refrigerate to store for longer periods.

WARNING: KEEP OUT OF THE REACH OF CHILDREN. Ask your doctor for permission if you are currently using any other drugs.
Do not use if this pouch is broken, or smells strange.



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Tear Off And Drink

1

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Tear Off And Drink

2

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Tear Off And Drink

3

Danchu is an online Traditional Chinese Medicine company that offers reliable and pleasant herbal remedy experiences to help regain health and embrace a refreshing lifestyle.

NUMBER SEQUENCE

The number on the back indicates the duration of using herbal medication. In general, there are fourteen pouches come with one packaging box, and Danchu helps patients to organize herbal medication and their long-term remedy experience in a better way.

Tear Off And Drink

4

Danchu is an online Traditional Chinese Medicine company that offers reliable and pleasant herbal remedy experiences to help regain health and embrace a refreshing lifestyle.



ADHERENCE

After patients finish every drop of the entire dosage, they can flip the pouch to take the candy as a reward of taking medicine. This design encourage patients to finish all of the drink to ensure the remedy efficacy.

OF CHILDREN. Ask your doctor for per-
mission if you are currently using any
other drugs.
Do not use if this pouch is broken, or
smells strange.



Model Yafei Wang



Model Tongtong Wu



Model Starc Fu



Model Lily Zhang

PACKAGING KIT

The packaging box is designed to organize pouches and take out them easily. Patients can see their important personal information clear every time when they take out pouch from this box. Meanwhile, the number on the back of each pouch will show to patients through the mouth.





NAME

Xinhong TANG

TAKE

Drink two packs per day
Take it warm separately after
breakfast and dinner

EXP. DATE

Room Temp.	Fridge
12/18/2015	12/25/2015

STORE

Store in a cool, dry place.
Or use fridge for longer time.

丹杵药坊

DANCHU PHARMACY

PRESS DOWN
TEAR IT OFF



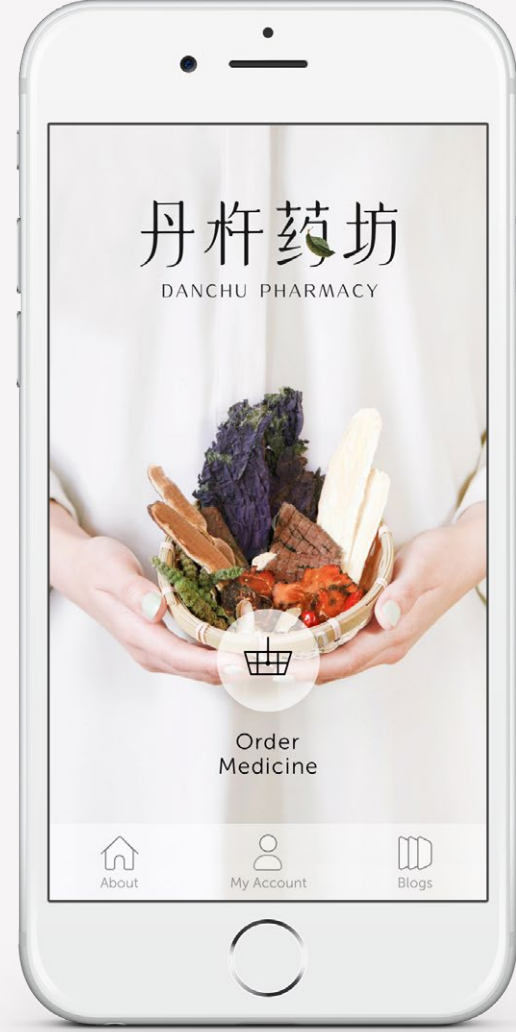
PHOTOS OF STORAGING

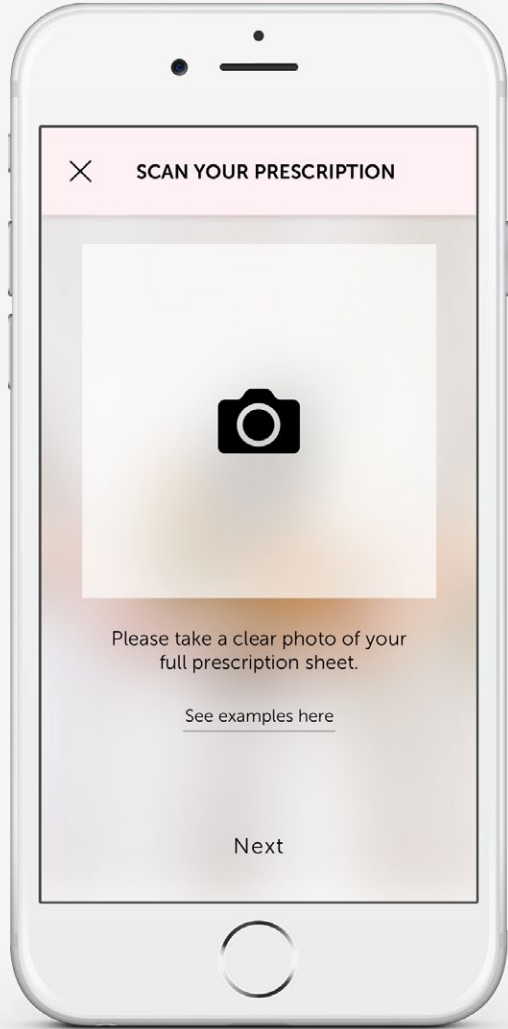




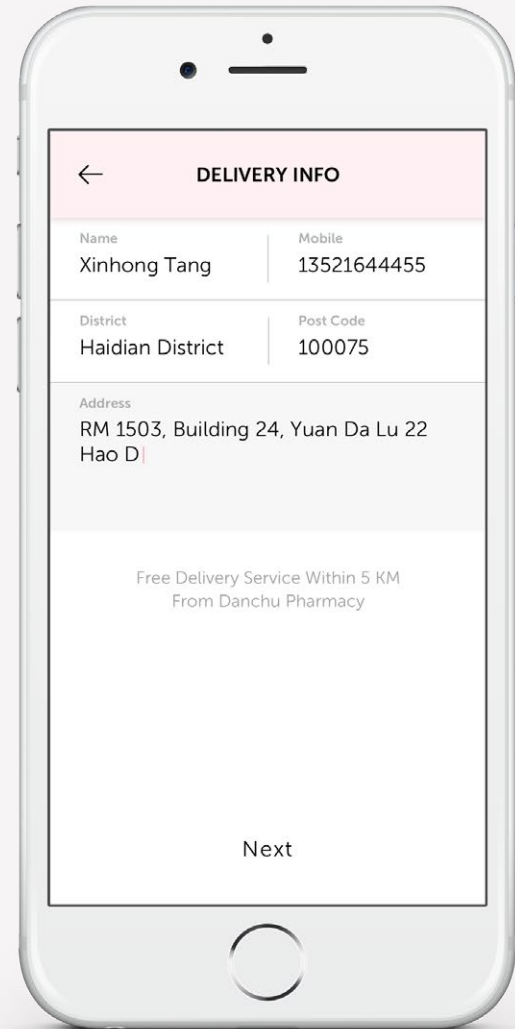
DELIVER DIRECTLY TO YOUR DOOR

We deliver the medicine for free within 5 miles from Danchu Pharmacy warehouse store. And send out our products to everyone in the city through cooperation with other city express companies.

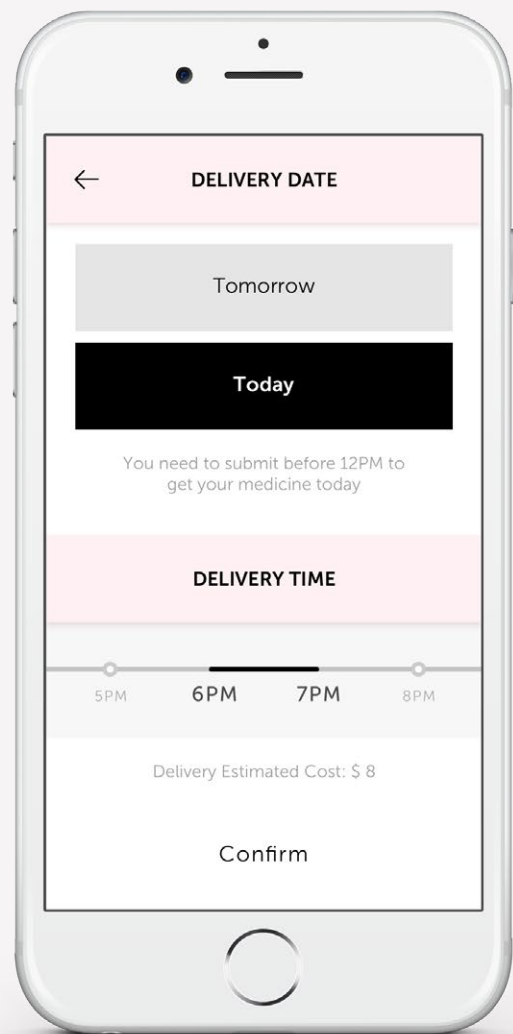




40 MOBILE / SCAN PRESCRIPTION



41 MOBILE / DELIVER INFO





Nutritious Recipes

春日排寒第二弹

春天不吃青团，这三个月就白过了



我在春季排寒第一弹中讲过，春天要排寒用陈艾叶煮水泡脚是最好的。但是，其实有一种跟艾叶很相近的东西可以吃呢，排寒除湿的效果是非常好的，那就是田艾。田艾跟艾叶一样，都是属于菊科的，但是田艾没有艾叶那么冲的气味，长得也更矮一些，叶子小小的软软的很可爱。

春天昼夜温差大，风邪很重，人容易皮肤过敏，得一些慢性病，在早春的时候，吃点田艾做成的青团，可以预防这些小毛病，开心的享受春暖花开的春日。



Beauty Treatments

养好皮肤的

滋阴润肺，肺好皮肤才好



假性皱纹、油性肌肤、毛孔粗大、干燥皮肤太干？

哪里？这么多的皮肤问题都是你，你不要骗我！

妹子们先不要着急，搬着小凳子，一一说来。

1、首先说假性皱纹，为啥说假性皱纹？头偶遇的时候清楚的很，自己消失的无影无踪，你说气人不气人？

这种皱纹就是皮肤缺乏水分导

2、还有油性肌肤，啥啥啥，油性肌肤跟缺水又有半毛钱关系？



auty
tment

的关键在于
才好啊！



孔粗大、皮肤粗糙，其实都源

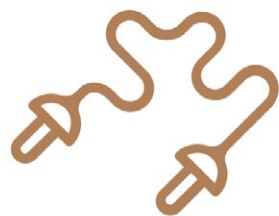
都是皮肤太干么？我读书少，

小凳坐下来，听妖精给大家

啥说是假性呢，偏偏跟暗恋街
自己对着手机发自拍的时候又
人不气人。

分导致的。

啥，油性肌肤难道不是油太多
系？



Let's Go
Exercising

天生衰弱的我

如何把身体调理成不易发胖长痘的平和体质



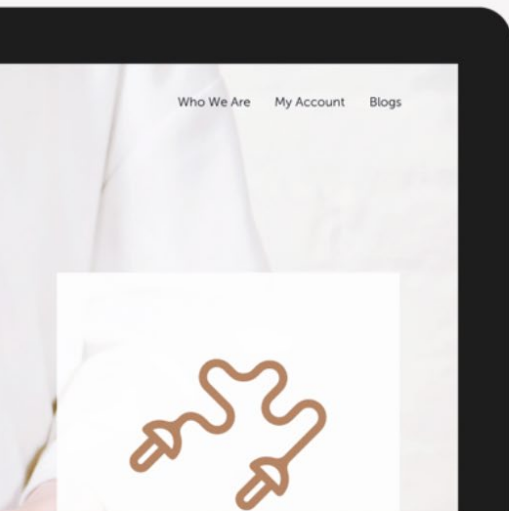
自从我推荐了测体质的APP之后，微信后台简直哀鸿一片。尤其是妹子看见妖精测出来的竟然是平和体质，纷纷投来的羡慕的眼光，并且问我，妖精，你是怎么办到的？想看自己是哪种体质，请点击：九种体质的调理方案

说到这里，我就不得回忆起我那饱含泪水的苦历史。

其实是天生体质特别差的那种人，用我外公的话来说，是先天不足。生来性子就急，在三十七周的时候，迫不及待的来到了人世（正常的孕期是三十八周以上）。

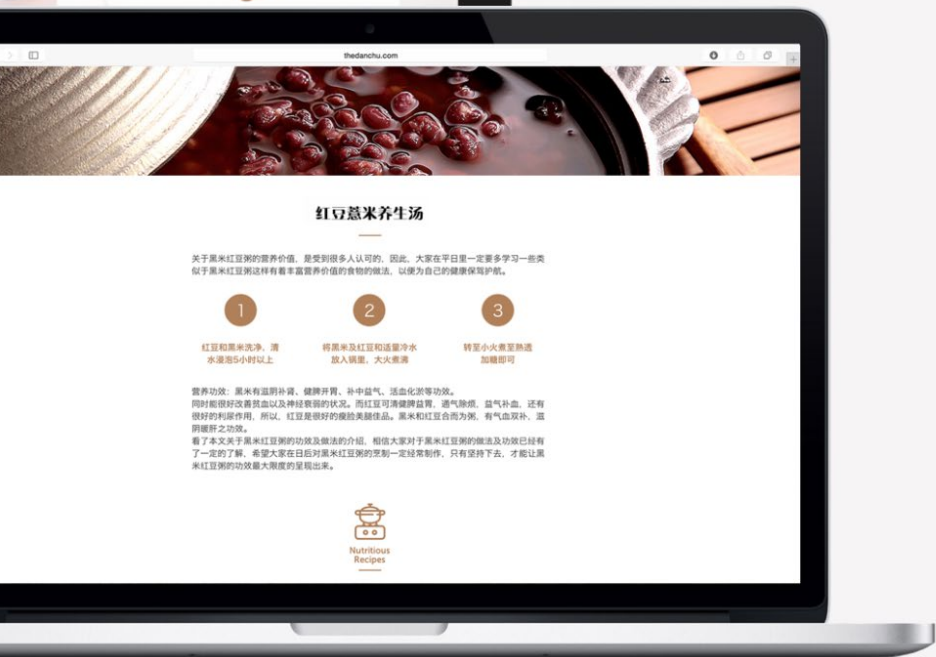
那时候医疗条件可不比现在，有保温箱什么的，医生就说，胎儿比较小，你们慢点抱，尽量母乳喂养，便走开了。





WEBSITE

Danchu Pharmacy encourage patients to embrace a healthier lifestyles by posting blogs weekly include nutritious recipes, traditional beauty treatments and fun facts of exercising.



VISUAL STRATEGY

BRAND CHARACTERISTICS

Reliable	○————●
Accessible	○————●
With Care	○————●
Elegant	○————●





DESIGN DRIVERS

Logical
Clear & Bold
Warm
Delicated

Danchu aims to provide every TCM user a reliable and accessible labelling system to read the instruction on the back of each pouch with elegant and easy feelings.

PALETTE

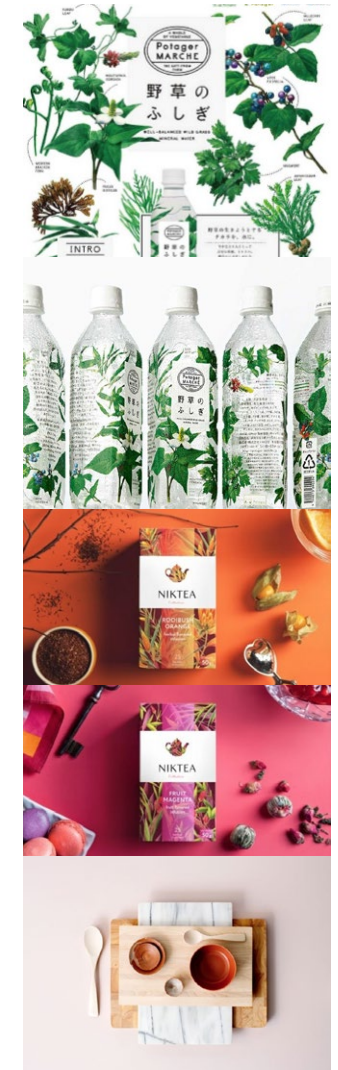
The Danchu color palettes is comprised of traditional Chinese cultural, formal colors with light warm grey.

	CMYK 0 83 83 1 RGB 232 72 57		CMYK 5 4 6 0 RGB 240 238 230
	CMYK 82 75 49 37 RGB 51 52 80		CMYK 8 25 56 1 RGB 216 169 101

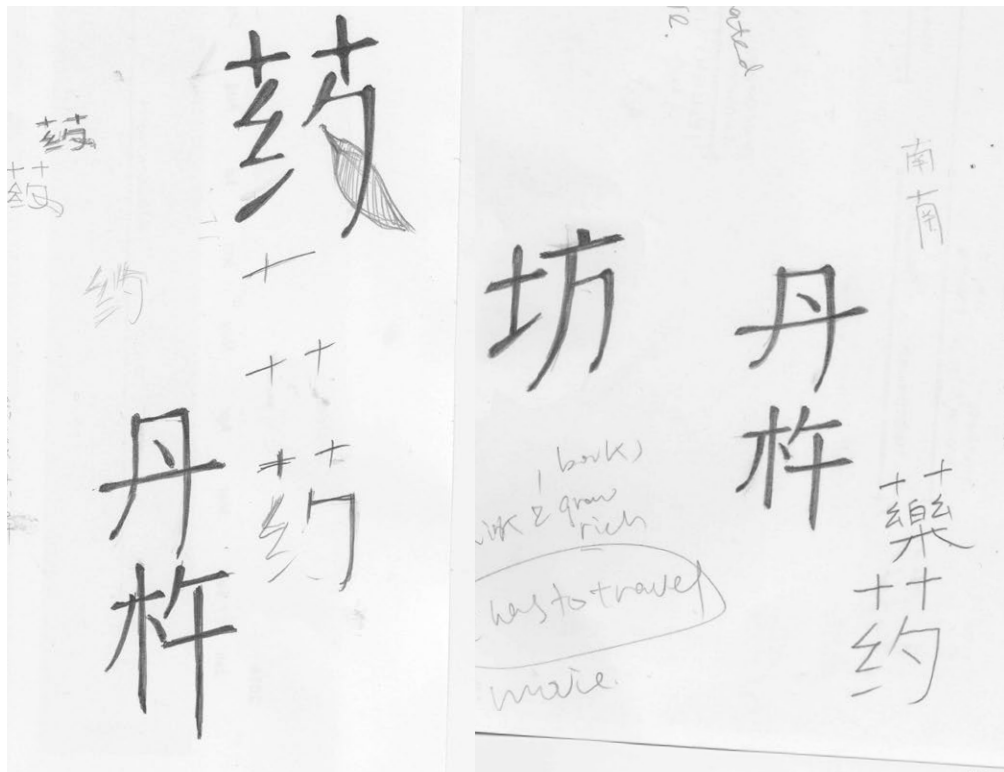
TYPEFACE / OPTIMA LT STD

Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz1234567890



◆ Moodboard Selection



Typography Sketches ◆

LOGO DESIGN

From the brand characteristics, the target audience are actually more looking for a trustworthy and friendly pharmaceutical brand. On the other hand, I'm creating this brand for modern women. So the elegant typeface will bring this brand closer to my target audiences.

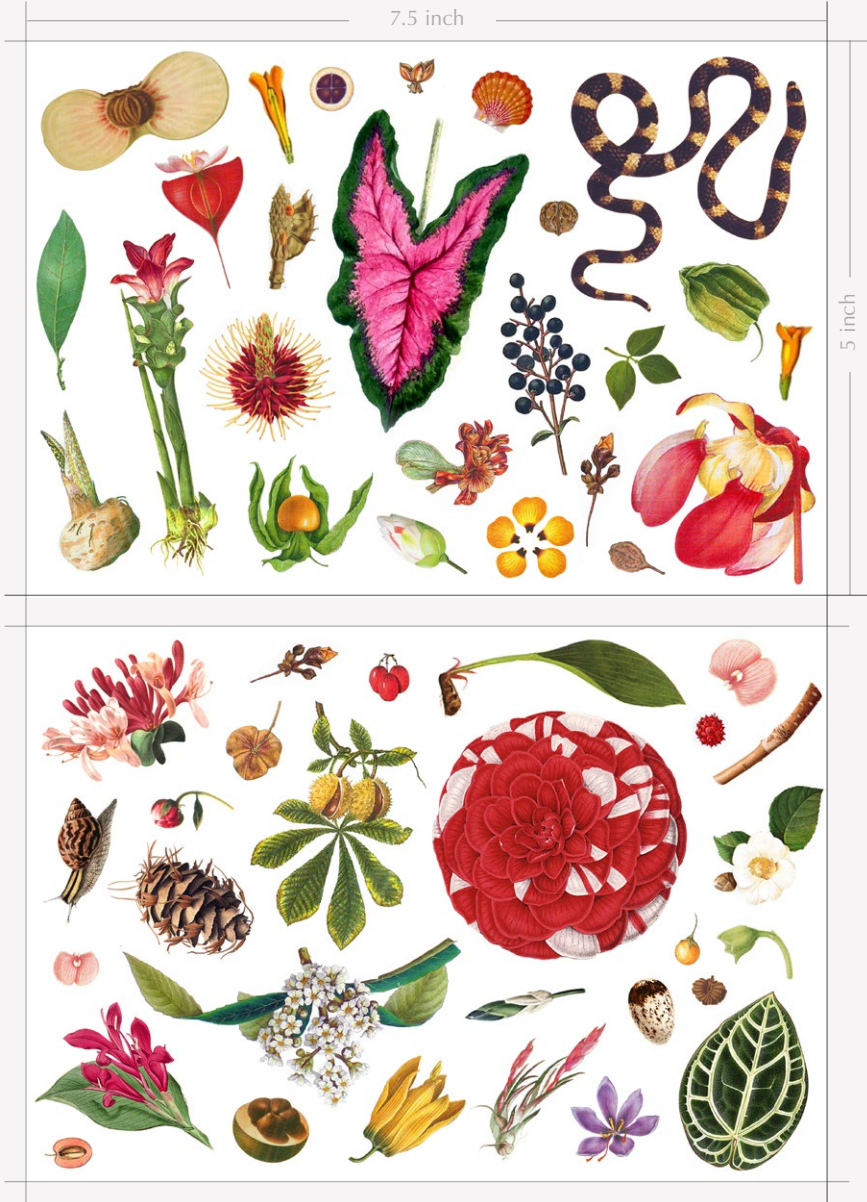
Thus, I created this serif Chinese type with less decoration and powerful strokes to represent the true personality of Danchu. The leaf takes the place of the dot which suggests the high-quality herbs we are using for our patients.

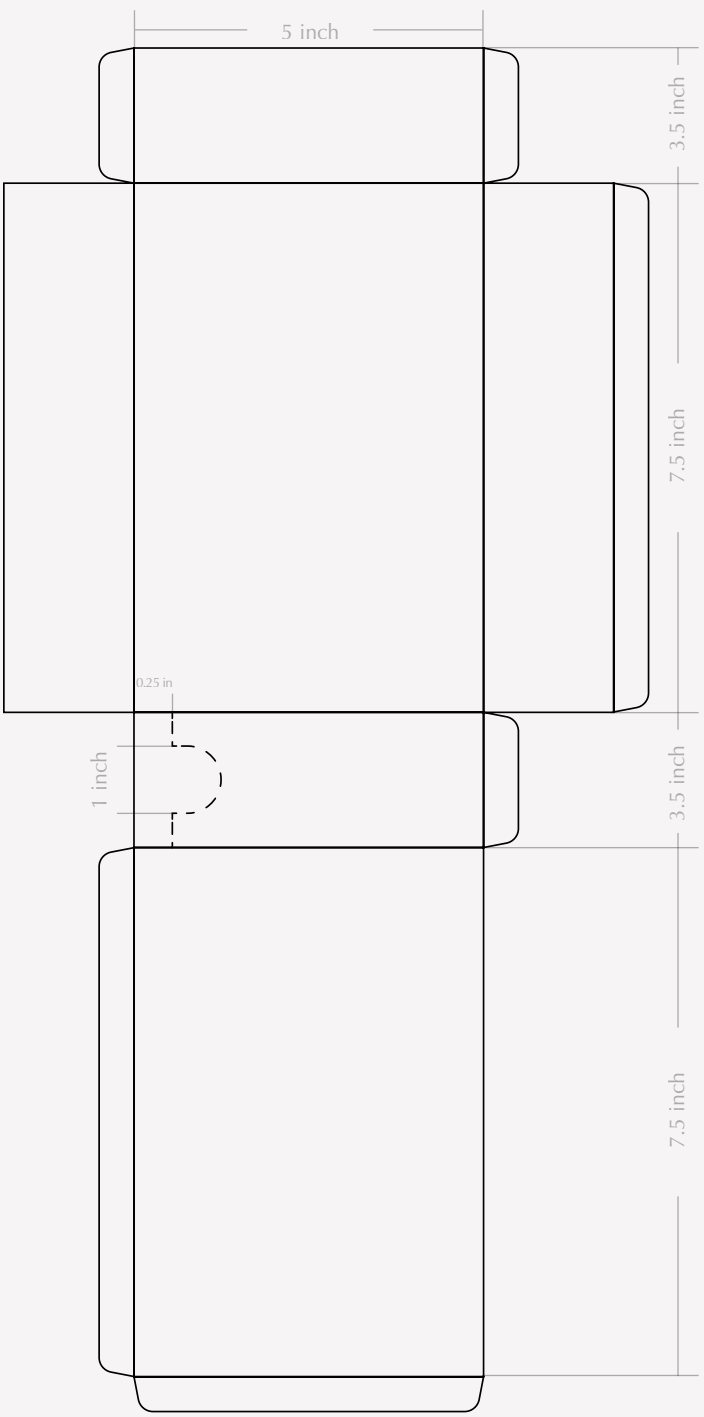
丹杵药坊

DANCHU PHARMACY

DANCHU
PHARMACY

55 PATTERNS / PACKAGING BOX



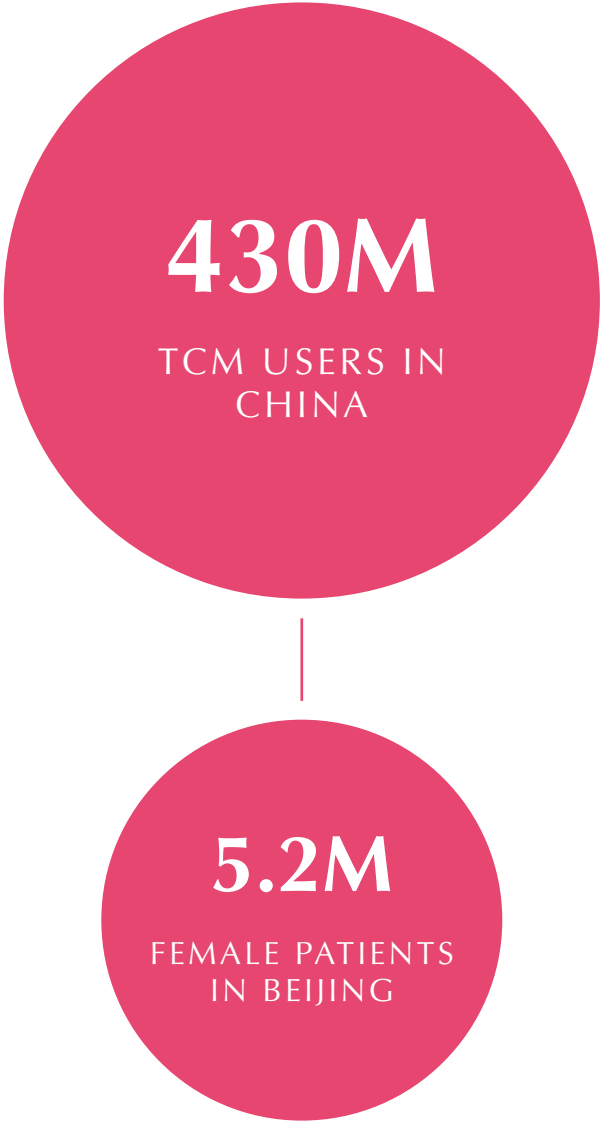




COMPETITION

During these years, with the crazy development of e-commerce, people get more used to an easier lifestyle, meaning, they would love to shopping online and waiting for products or services come to them. Meanwhile, there's a huge concern about whether the products selling online are qualified enough or are exactly what people looking for.

Thus, Danchu offers easier methods for patients to understand and control their herbal medication, while differetiating from other competitors. We aim to provide everyone a delightful herbal remedy.



OPPORTUNITY

30% x \$42.7

Average Margin

Average cost of TCM per week

x 0.1M x 2

1% of Total Audience

Using Week

\$2,664,480

Initial potential profit

http://www.stats.gov.cn/zjtj/ztsj/hstjnj/sh2009/201209/t20120903_73085.html



WEBSITE
www.thedanchu.com



VIDEO
YouTube, Vimeo



INSTAGRAM
[@thedanchu](https://www.instagram.com/thedanchu)

PHASE ONE (2017) EXPENSES

VARIABLE COSTS

Founder	\$18,000
Licensed Pharmacist	\$18,000
Part-time Blogger	\$5,000
Insurance	\$2,000
Legal	\$2,000
Rental	\$4,000
Extracting Machine	\$2,500
Furniture	\$1,000
Herb (~200 Kinds)	\$150,000
Delivery (Cooperation)	\$4,000
Advertisement	\$500
Pouches	\$1,800
Candy	\$140
Website	\$500

REQUIRED REVENUE

25% - 35% Margin	\$133,324
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TOTAL FIRST YEAR COSTS

\$207,300

¥864,280 (Chinese Yuan)

Total Pilot Income:	-\$73,976
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BUSINESS MODEL

PHASE 1 / 2017

- Cooperate With 2 Reliable Herb Distributors
- Test All Herbs
- Become A Certified Pharmacy
- Launch in Beijing City, Haidian District
- Reach 5000 Patients in the First Year

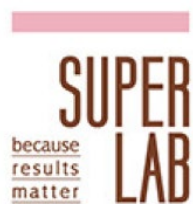
PHASE 2 /2018

- Fill 3000 Orders Each Month
- Cooperate With Insurance Company
- Ensure Lower Price
- Prepare For Campaigns of Organic Herbs



GREENPEACE

BIOFACHCHINA
into organic



POTENTIAL PARTNERS

Saxelby, Lee. "Packaging Design, Lets Get Emotional.Packaging Design Agency, Brighton." Packaging Design, Let's Get Emotional. Flipflop Design, 12 June 2014. Web. 20 Nov. 2015.

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Mininni, Ted. "Appeal to the Subconscious through Package Design." Appeal to the Subconscious through Package Design. Packaging World, 07 Feb. 2014. Web. 19 Nov. 2015.

<<http://www.packworld.com/package-design/strategy/appeal-subconscious-through-package-design>>.

Heller, Steven. "Unwrapped: The Subtle Joys of Food Packaging." The Atlantic. Atlantic Media Company, 05 Aug. 2015. Web. 01 Dec. 2015.

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Deng, Xiaoyan, and Raji Srinivasan. "When Do Transparent Packages Increase (Or Decrease) Food Consumption?" (2013): n. pag. Journal of Marketing. Web. 02 Dec. 2015.

<<http://sites.utexas.edu/raji-srinivasan/files/2013/02/When-do-transparent-packages.pdf>>.