

# DaoBrew AI Creative Design Brief: The Vital Qi Avatar

**Project Code:** Digital Vital Qi **Core Experience:** Modern Zen meets Cyberpunk  
**Emotional Tone:** Calm, Ethereal, Empowering

## 1. The Designer's Mission

To the Designer:

Users' real lives are already filled with anxiety, pressure, and boring digital spreadsheets. When they open DaoBrew, we must not hand them a cold "medical report".

We utilize cutting-edge **Spatial Computing** to translate Health/Oura Ring data into a living, breathing digital double via algorithms. Your goal is to create a **"Digital Sanctuary"**.

Here, physical data is transformed into aesthetic art. Even if AI detects high stress, the visual expression must be a gentle reminder, not a jarring alarm. Your design

should feel like a warm cup of tea or a deep breath, helping the user "**Calm Down**" the instant they gaze at the screen.

**Core Philosophy:** Do not show the user tables. We are programming a visualized soul for their body—"**The Vital Qi Avatar**".

## 2. Mood & Atmosphere

- **Visual Style:** Contemporary design meets **Cyberpunk TCM** (Traditional Chinese Medicine). Combine Apple Vision Pro's spatial computing aesthetics with **Glassmorphism 2.0** and **Bioluminescence**.
- **Lighting Aesthetics:** A "**Deep Dark Mode**" world. Not a dead black, but deep ocean indigo and midnight black. UI elements should resemble deep-sea creatures or luminescent plants glowing in the dark—soft light, never glaring.
- **Dynamic Pacing: Slow.** The flow of the background, the breathing of the Avatar, and the flickering of light points must follow a soothing rhythm (approx. 6-10 breaths per minute) to subconsciously guide the user into relaxation.

## 3. Core Image: The Vital Qi Avatar

**Concept:** A holographic human figure composed of countless shimmering light particles. It is the vessel for the user's "**Qi**". It floats in the center of the screen—translucent and pure.

**Visual Rule:** TCM × Glitch Art

- **Health (Flow):** Elements are crystal clear, with circulating light, like perfect gemstones.
- **Sub-health (Blockage):** Do not use red "X"s or warning signs. Use "**Signal Interference**" or "**Soft Glitch**" artistic effects.
  - *Note:* This "glitch" should be aesthetic, like grain in old film or ripples in water. It should trigger a "**desire to smooth it out,**" not fear.

## Visual Vocabulary: The Five Elements (The Energy Engines)

These are the five "energy engines" suspended within the Avatar's body.

Element	Organ	Visual Metaphor	Healthy State (Calm & Flow)	Glitch/Stress State (Signal Interference)
Wood	Liver	Holographic Veins/Leaves	Vitality. Emerald green, dripping with life. Veins flow with light.	Withered/Cracked. Colors turn gray. Leaves curl. Digital cracks and noise appear (Stress/Stagnation).
Fire	Heart	Plasma Flame/Spark	Spirit. Warm crimson. Steady, rhythmic with a bright core.	Manic/Extinguished. Flame becomes a blinding white-purple chaotic dash (Anxiety) or weak like a dying candle (Fatigue).

<b>Earth</b>	Spleen	<b>Floating Mountain/Stone</b>	<b>Foundation.</b> golden Heavy texture, rotating slowly.	Warm ochre. Geometric structures collapse. Stones peel off, or texture becomes wet/blurred (Indigestion).
<b>Metal</b>	Lung	<b>Breathing Crystal Clusters</b>	<b>Exchange.</b> Translucent, sharp silver crystals that expand/contract with breath.	<b>Tarnished/Pixelated.</b> Crystals lose luster/rust. Edges become jagged pixel blocks (Low Immunity).
<b>Water</b>	Kidney	<b>Deep Sea Liquid Sphere</b>	<b>Source.</b> blue/black Internal surging, abundant water volume.	Deep ocean. level drops. Surface shows "TV static" snow interference (Burnout).

#### 4. Macro Background: The Yin-Yang Flow

**Concept:** Forget the traditional black-and-white Tai Chi symbol. Imagine pouring the Tai Chi symbol into water, turning it into two colored **Ink Fluids** slowly blending in the background. This is the user's "**Energy Barometer**".

- **Yang:** Golden/Warm White gaseous fluid. Represents excitement, stress, day.

- **Yin:** Deep Indigo/Purple liquid fluid. Represents silence, sleep, recovery.

### User Sensory Experience:

- **Balance:** Gold and Blue blend like flowing modern art. Staring at it for 10 seconds induces a **Meditative State**.
- **Imbalance (Yang > Yin):** Golden fluid becomes turbulent and violent, swallowing the blue area. The user intuitively feels "**I need to slow down**" without reading text.

## 5. Interaction Experience: From Awareness to Healing

**Goal:** Create a closed loop of "**Diagnosis -> Therapy**." Interaction is not just clicking; it is **Soothing**.

1. **Awareness ("It's Me"):** The user sees the "withered, flickering green leaf" and instinctively empathizes, realizing "my liver energy is damaged".
2. **Action ("Empowerment"):**
  - User clicks the glitched node.
  - **UI Feedback:** Background dims, focus is on the leaf. A **Frosted Glass** card floats up elegantly, clear as ice.
  - **Intervention A (Behavior):** "Wood Qi stagnation detected, try deep breathing." -> Screen lighting effects simulate breathing rhythm to guide the user.
  - **Intervention B (Product):** Recommends DaoBrew Ice Pod. Shows a hyper-realistic, frosty herbal pod.
3. **Feedback ("Restoration"):**

- After the intervention, a green light is injected into the withered leaf. Cracks heal, and it turns emerald green again. This **Instant Gratification** provides immense psychological comfort.

## 6. Future Extension: Metaphysical Empowerment & Prediction

Core Concept: One Avatar, Total Truth.

The Avatar integrates two data dimensions:

1. **Surface:** Wearable data (Heart rate, sleep).
2. **Deep Layer:** BaZi/Numerology (Innate constitution, luck cycles).

**Design Rule:** Do not add complex charts. Use the Avatar's "**Shape**" and "**Ambient Light**" to metaphorically imply BaZi influences.

### 6.1 Visual Logic A: Constitution determines "Factory Settings"

- **The Idea:** The standard "Five Elements" nodes are default sizes. Introducing BaZi reshapes the Avatar's base form to reflect "individual differences".
- **Scenario:** If a user is "**Born lacking Water**" (Weak Kidney Qi).
- **Visual:** Their "Kidney Node," even at full health, is physically smaller than the standard node, with more introverted light.

### 6.2 Visual Logic B: Luck Cycles determine "Atmosphere"

- **The Idea:** Luck/Fortune is not text; it is the "**Ambient Light**" enveloping the Avatar. It is the "Energy Climate" the body lives in.

- **Scenario 1: Debuff (Adversity):** User clashes with Fire during a "High Fire" month.
  - *Visual:* Background glows with a faint, agitated red heat. Invisible "heat waves" ripple in the air.
  - *Effect:* The "Heart Fire Node" becomes hypersensitive to stress.
- **Scenario 2: Buff (Prosperity):** User needs Water during a "High Water" year.
  - *Visual:* Background flows with cool, moist **Aurora Blue**.
  - *Effect:* **Environmental Buff**. The Avatar looks more translucent and bright.

### 6.3 Interaction: Minimalist Prediction

- A tiny **"Energy Forecast"** button appears.
- **Action:** Clicking triggers a **"Future Simulation"** micro-animation on the Avatar (e.g., light shifts from blue to red).
- **Insight:** "Tomorrow water energy is strong. For you (who needs water), it is a perfect 'Recharge Day'".

### Designer Takeaway

**"Make invisible data visible, and make the stressful reality beautiful."**