

四川美术学院  
设计学院  
SICHUAN FINE ARTS INSTITUTE  
DESIGN ACADEMY



梧桐车联

# Healmove

## A Journey to Sustainable Health and Mobility

Future Mobile Healthy Mobility Based on L5  
Level Autonomous Driving Customized  
travel experience design



Yutong Zhu

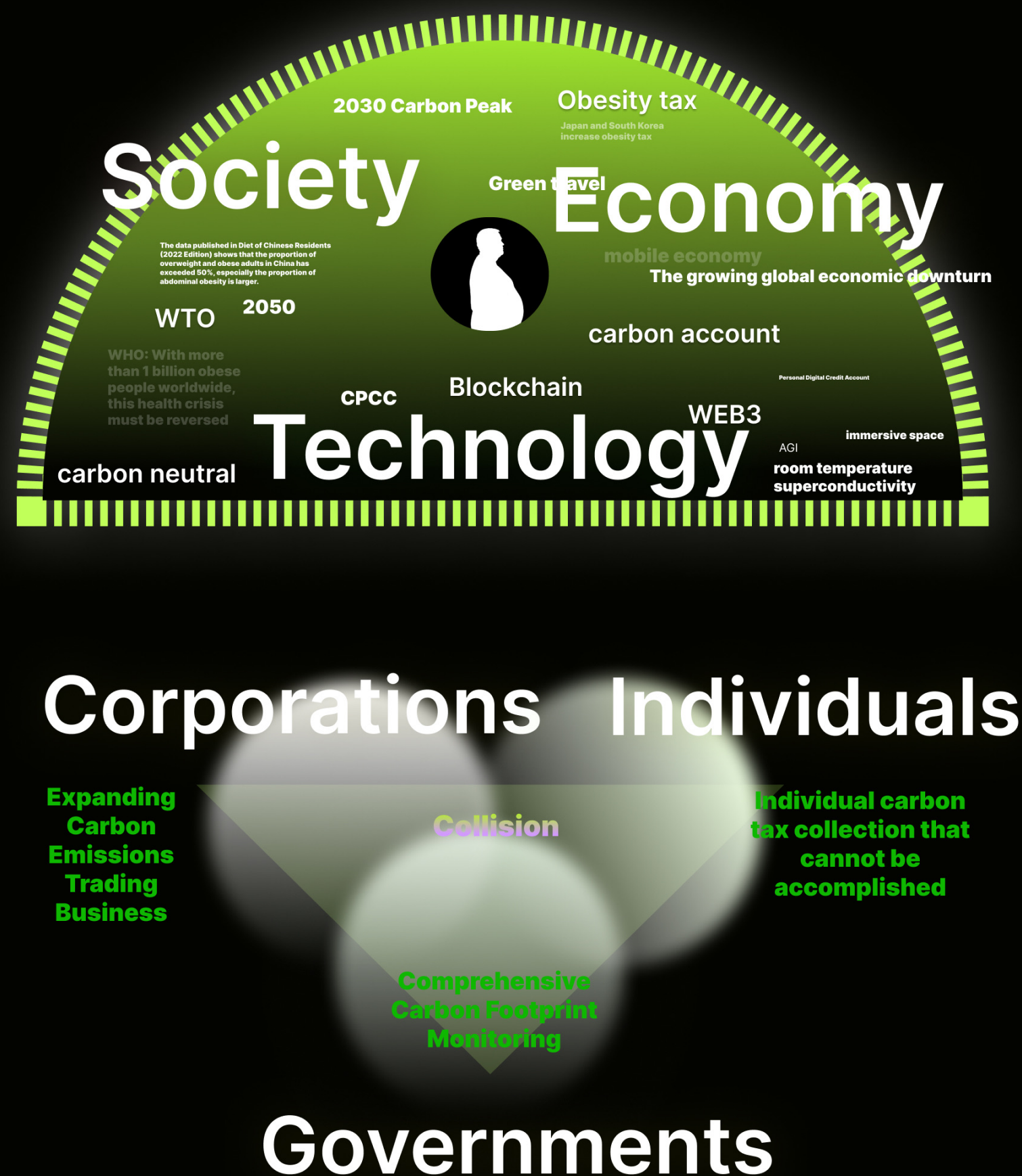
# Central Theme

Designer  
#content setting

Chatgpt  
#brainstorming

## The senario

By 2040, global obesity rates have reached alarming levels, with over a billion individuals affected worldwide. The World Health Organization highlights obesity as a critical health crisis, causing severe economic and social repercussions. Amid this backdrop, Healmove emerges as a pioneering initiative, blending advanced technologies like AI, blockchain, and immersive design to address these challenges.



## The Stratagy

We propose creating a blockchain-based carbon benefit platform as the foundational infrastructure, enabling personal carbon accounts tailored to mobility scenarios. Users can contribute, redeem, and spend carbon credits through their accounts. Drawing insights from existing carbon benefit platforms, we integrate “mobile fitness” as a behavioral incentive, seamlessly combining carbon credit contributions with sustainable travel and health management to create a holistic and engaging green mobility experience.



# Main Concept

**Green  
Travel = EV + Micro-  
fitness**

Designer  
#ideation

Designer & Chatgpt  
#decision-making

**Social Engagement**

**Green impact**

**Gamification**

**Mobile  
Fitness  
Space**

**Habit Formation**

**User Behavior**

**Business Model**

**Motivational System**

**Immersive  
Fitness**

**Personal  
Carbon  
Tracker**

**Adaptive AI  
Guidance**

# World Building

## Persona



### Simon

**35 years old**  
**Beer belly**  
**engineer**

Become an advocate for a healthy lifestyle and influence those around you



### Alice

**28 years old**  
**Exquisite fitness**  
**waistline model**

Challenges: Difficulty in finding time for physical activity due to the sedentary nature of the job

## Chatgpt

#senario generation

#text to image prompt

## MidJourney

#image generation

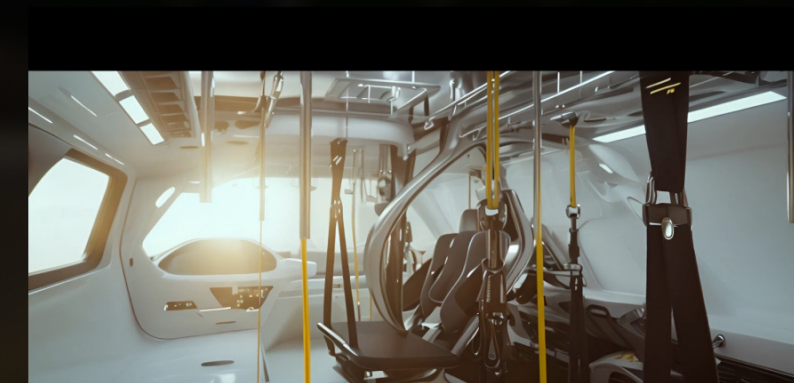
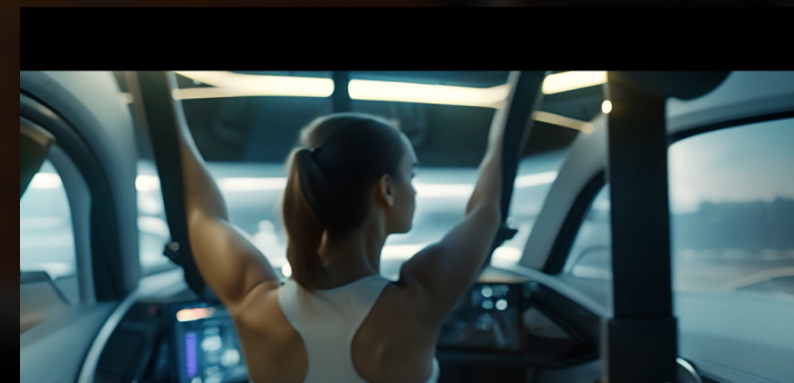
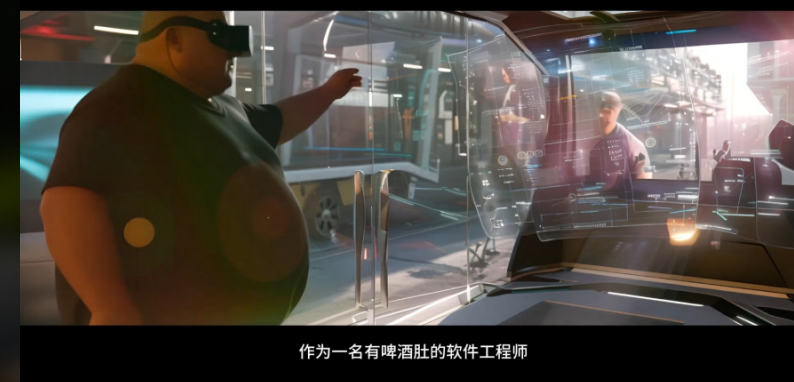
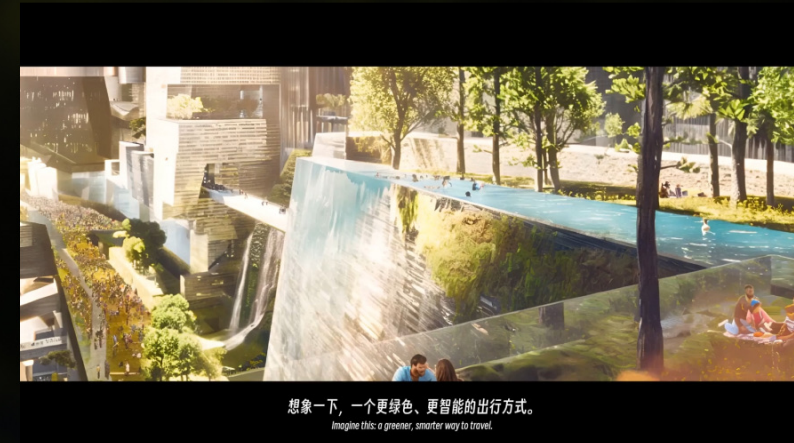
<b>People</b>	Simon
<b>Time/Area</b>	Future Urban Centers in 2045
<b>Conflict</b>	<b>Simon was embarrassed and inconvenienced when using public transportation because of his weight and decided to adopt a special solution</b>
<b>Cause</b>	Simon receives a notice from the government introducing a new "obesity tax" policy, which is designed to encourage people to improve their lifestyles and reduce the social burden of obesity.
<b>Process</b>	Not only does it auto-navigate and reduce driving stress, but more importantly, it synchronizes with his health management app.WEB3 technology has also helped Jack improve his work environment. He can conduct meetings in a 3-D virtual space, reducing the need to physically commute, which gives him more time for outdoor activities.
<b>Effect</b>	Achieve carbon targets and enjoy a healthy, low-carbon travel lifestyle

## Storytelling

In the city of the future in 2040, the World Health Organization's alarm is growing shriller as global obesity rates rise. Obesity overweight statistics continue to flash across the headlines, hinting that the problem of overweight and obesity has become a health crisis on a national level. Against this backdrop, a man named Simon Sai Fat began his journey of transformation. SimonSimon is a software engineer whose long hours in an immersive workspace and sedentary lifestyle have caused his weight to rise year after year. His **personal digital credit account** recorded his health data, including rising BMI and blood pressure readings. Faced with a declining economy and society's high demand for health, he realized he had to take action. One day, Jack receives a notice from the government about a new "obesity tax" that is designed to encourage people to improve their lifestyles and reduce the social burden of obesity. He decided that it was time to use technology to fight obesity. **He invests in a smart car that not only navigates itself and reduces driving stress, but more importantly, syncs with his health management app to monitor his weight and activity levels and provide personalized exercise and dietary advice.** Over time, Jack's life changed forever. His smart car became his personal health coach. The daily commute to work became his exercise time. A small screen on the back of the seat displays his daily exercise goals, while the sound of a professional trainer's guidance plays over the car's speakers. WEB3 technology has also helped Jack improve his work environment. He can conduct meetings in a three-dimensional virtual space, reducing the need to physically commute, which gives him more time for outdoor activities. He began using **virtual reality fitness**, which recorded positive health behaviors in his digital credit account. By the end of the 2040s, Jack had not only managed to lose a huge chunk...

# AI Filming

A video of the journey from home to workspace



MidJourney  
#image generation

Runway Gen2  
#video generation

Designer  
#video editing  
#voice editing

Video