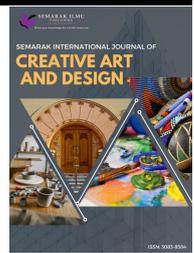




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Inspirasea Playcard

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ABSTRACT

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This study presents *Inspirasea*, a conversation-based card game developed in response to the growing concern of social disconnection and the decline of meaningful, in-person interactions. Targeted towards friends and families, the game is designed to foster emotional connection and active reflection through structured dialogue in a safe, engaging environment. Using a design thinking approach, the project involved phases of research, ideation, prototyping, testing, and refinement. The final product incorporates three key features: ocean-themed prompt cards, a trinket exchange system to enhance interpersonal engagement, and a smart LED-embedded packaging that activates upon opening. These components are intentionally combined to create an immersive and emotionally resonant user experience. Aligned with the Sustainable Development Goals (SDGs), *Inspirasea* supports mental well-being, empathy, and the cultivation of strong social bonds. User testing revealed highly positive outcomes, with participants reporting increased emotional comfort, presence, and interpersonal connection. The findings suggest that *Inspirasea* holds potential both as a market-ready product and as an innovative tool to support meaningful human interaction in contemporary society.

1. Introduction

In today's fast-paced and hyperconnected world, individuals often report feeling emotionally distant despite constant digital interaction. Loneliness and social isolation are increasingly recognised as public health concerns, with studies linking them to serious outcomes such as depression, anxiety, and higher mortality rates [1]. The American Psychological Association notes that the health risks of inadequate social connection are comparable to smoking 15 cigarettes a day [2]. This emotional disconnection is particularly prevalent among youth and young adults, who frequently lack safe, low-pressure opportunities for honest, face-to-face conversations.

Despite the growth of wellness trends and mental health awareness, there remains a gap in accessible, culturally sensitive, and emotionally safe tools that promote in-person dialogue through playful yet meaningful experiences. Most commercial games are either entertainment-focused or

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overly structured, often neglecting emotional depth and inclusivity. Furthermore, few design interventions integrate emotional storytelling, Islamic reflective values, and tangible interactivity in a cohesive system.

This research seeks to address that gap by introducing *Inspirasea* a conversation card game designed to help players slow down, reflect, and connect deeply through emotionally resonant interactions. The name *Inspirasea* is a fusion of “inspire” and “sea,” capturing the game’s intent to spark meaningful dialogue and emotional immersion. It also plays on the Malay word *inspirasi*, meaning “inspiration,” grounding the product in regional linguistic and cultural identity.

Built on the principles of Design Thinking and Human-Centred Design, *Inspirasea* blends open-ended prompts, symbolic trinket exchange, and interactive smart packaging (with LED lighting) into a unified emotional experience. The project responds directly to Sustainable Development Goals (SDG 3, 10, and 14), supporting well-being, inclusion, and environmental awareness through oceanic metaphors. It also contributes toward *Wawasan Brunei 2035* by fostering emotional literacy, social resilience, and improved quality of life.

Throughout the development process, the project remained rooted in user feedback via surveys, playtesting, and literature reviews. This paper highlights how *Inspirasea* embodies emotional design, sustainable values, and culturally grounded storytelling transforming a simple game into a platform for healing, empathy, and reflection.

The objective of this study is to develop a conversation-based card game that facilitates emotionally meaningful, face-to-face interactions through reflective prompts, interactive elements, and symbolic exchanges. It aims to bridge the gap between emotional wellness tools and inclusive product design, offering a practical, emotionally resonant experience that contributes to personal growth and community connection.

1.1 Problem Statement

Despite growing awareness surrounding mental health, there remains a notable lack of accessible tools that encourage meaningful, in-person conversations. While digital platforms such as social media are designed to foster connection, they often amplify feelings of comparison, anxiety, and emotional disconnection [3]. In everyday life, many individuals especially within close-knit circles struggle to engage in deep, low-pressure dialogue. This project responds to the need for a product that is both emotionally engaging and playfully accessible, aiming to bridge the gap between emotional well-being and everyday interaction.

1.2 Project Objectives

The objective of *Inspirasea* is to design an analog, conversation-driven card game that nurtures emotionally grounded dialogue among players. It seeks to cultivate a safe space that encourages presence, empathy, and connection. Inspired by the increasing popularity of reflective card games within wellness communities [4], *Inspirasea* introduces an interactive trinket exchange mechanic and smart LED packaging to deepen narrative immersion. The project followed a design thinking framework involving research, ideation, iterative prototyping, and real-world user testing. In alignment with SDG 3 (Good Health and Well-being), the project positions design as a tool for emotional health and communal resilience.

1.2 Scope and Limitations

This project focuses on the development of a physical card game intended for small group settings (ages 16–40), featuring themed prompts, symbolic trinkets, and a light-enhanced box for atmospheric impact. The scope encompasses product ideation, prototyping, and the integration of a basic smart lighting system. However, it excludes the creation of a digital platform, large-scale manufacturing, or advanced technological features. Given time and resource limitations, the smart system was constrained to a simple switch-based LED mechanism, and playtesting was conducted with a small participant group. These limitations reflect common challenges in early-stage smart product development, particularly when balancing emotional resonance with technical feasibility [5].

2. Literature Reviews

2.1 Interactive Storytelling and Games as Tools

Interactive storytelling has emerged as a powerful approach in game design, enhancing player engagement, emotional depth, and educational value. By centering narrative within player interaction, game designers can create experiences that are not only entertaining but also emotionally resonant and socially relevant.

One of the fundamental principles of interactive storytelling is the emphasis on player-centered narratives. This approach improves immersion and encourages deeper emotional engagement. It has been shown that structuring narratives around player decisions and creating multidimensional characters can lead to memorable experiences and character attachment [7]. This reinforces the idea of co-authorship in game narratives, where players influence and co-create story outcomes.

Games that adapt narratives based on player behavior offer personalized experiences that respond to individual playstyles. Adaptive storytelling systems improve emotional investment by using behavior-driven branching paths and interaction metrics [8]. These models allow for dynamic storytelling without compromising player agency, making the experience feel unique and responsive.

Interactive storytelling also holds educational value. For instance, narrative-based games have been used to teach computational thinking through logic-driven tasks embedded in story formats [9]. Similarly, traditional analog storytelling games have been effective in improving social-emotional awareness and peer relationships among school-aged children [12]. When these narratives are combined with social-emotional learning (SEL), they become powerful tools for reflection and emotional development, as shown in a study involving bilingual teachers using digital cultural detective games [13].

A strong sense of agency where players influence the course and outcome of narrative significantly boosts immersion and emotional connection [10]. Research shows that players are more likely to reflect and emotionally engage when they are active participants in a story rather than passive observers. This is supported by historical simulation games that allow players to explore past events through gameplay. When players engage with history in an interactive way, they gain a deeper and more personal understanding of complex events [11].

Narrative games also intersect with youth emotional well-being. Studies have found that narrative-rich games can either mitigate or reinforce loneliness depending on the player's motives and usage patterns [14,15]. For some players, these games serve as safe emotional outlets or sources of connection. For others, excessive or isolated gaming may correlate with increased feelings of loneliness or addiction. However, when designed with intention, games can foster social interaction, empathy, and group reflection, especially among younger users [17].

Beyond personal and educational use, storytelling games are being explored for their potential in raising awareness of global issues. Games that embed themes of climate change, empathy, or inequality into their narratives can become tools for activism and social awareness [16]. Their unique ability to engage users through immersive storytelling makes them effective mediums for fostering critical thinking and civic consciousness.

The reviewed literature affirms that interactive storytelling in games offers more than just entertainment it provides emotional, educational, and social benefits. From teaching computational logic and cultural empathy to supporting mental wellness and global awareness, storytelling games are proving to be essential tools for human connection and reflection. As both digital and analog formats evolve, the role of narrative in shaping meaningful play will continue to grow.

2.2 Cultural Symbolic Significance of Seashells Across Time and Place

Seashells, beyond their biological origins, have long held symbolic and cultural significance across civilizations and spiritual traditions. Their forms, textures, and oceanic origins have inspired meanings linked to fertility, femininity, eternity, and emotional healing. In recent decades, the study of seashells has gained attention not only in natural sciences but also in anthropology, folklore, and material culture studies.

Seashells have played a symbolic role in numerous ancient societies, serving as spiritual tools, adornments, and currency. In Hinduism, the conch shell (shankha) represents purity and is used in ritual practices. In Greco-Roman culture, shells were associated with Venus, the goddess of love and beauty [18]. As noted by Hakai Magazine, many cultures have used shells as mediums of exchange and indicators of status [19]. These findings are reinforced by anthropological studies that demonstrate the historical use of cowrie shells as currency across Africa, India, and Southeast Asia [20].

In Western folklore, seashells have been linked to feminine energy and protective qualities. According to Sedgwick [21], shells in British folklore were sometimes kept as talismans to ward off evil or to bring prosperity. The oyster shell, in particular, symbolized mystery and hidden beauty due to the pearl it may conceal.

The symbolism of seashells often reflects their marine origin, carrying meanings of flow, healing, and journey. As explored by Marahago Jewelry [22], specific shells have unique connotations, for example, the spiral of a conch shell is seen as a symbol of spiritual expansion. The scallop shell, on the other hand, is linked to the concept of pilgrimage, most notably the Camino de Santiago in Spain.

Hawkhouse [23] adds that people continue to use shells in modern spiritual practices and jewelry for their “grounding and calming” properties. These associations with inner balance and emotion are echoed in multiple sources that cite shells as tools of emotional reflection, especially due to their ties with the sea — often perceived as a metaphor for the subconscious [24].

Smithsonian Magazine describes the human fascination with shells as deeply psychological, connected to memory, nostalgia, and the sensory qualities of touch and sound [25]. The simple act of holding a seashell and “listening to the ocean” invokes both a literal and metaphorical connection to nature, tranquility, and time.

According to Florida Humanities, some indigenous American communities viewed specific shells, like the lightning whelk, as sacred objects used in ceremonies, embodying both natural beauty and ancestral wisdom [26]. This emotional attachment is not just symbolic but also sensory. As highlighted in Science Friday’s book review of “The Sound of the Sea,” seashells provoke memory and storytelling, making them more than objects they become personal artifacts of identity and experience [27].

Seashells are incredibly diverse, with thousands of species classified into families such as gastropods, bivalves, and cephalopods. Citrus Reef provides a comprehensive guide to common and rare shells such as the cone shell, murex, and olive shell, each known for unique shapes and coloration [28]. In Southeast Asia, especially Malaysia and Borneo, certain species like cowries and turbo shells are popular not only for collection but also as trade items and tourist goods [29].

In the Bornean region, seashells continue to serve socioeconomic functions. A report by Astro AWANI describes how local communities in Sabah and Sarawak sell seashells for a living, especially to tourists [30]. However, the exploitation of shells for economic gain also raises sustainability concerns regarding marine ecosystems and overharvesting.

From an archaeological perspective, Peeters and Van der Spek's study of Liang Jon in East Kalimantan revealed that marine shell beads were used by prehistoric inland communities, likely as symbols of trade, status, or spiritual meaning [31]. These findings affirm that the relationship between humans and shells in Borneo is not recentit has deep historical and symbolic roots.

Seashells are far more than marine debris they are objects rich in meaning, emotion, and historical relevance. Across continents and centuries, humans have been drawn to shells not only for their beauty but also for their cultural, spiritual, and psychological resonance. In regions such as Southeast Asia and Borneo, this relationship is particularly significant, bridging indigenous practice, economic livelihood, and symbolic storytelling. Their persistent presence in rituals, folklore, and art underscores their status as vessels of identity and emotional grounding.

2.3 Relationship between Psychological Well-Being and Loneliness

Psychological well-being (PWB) is deeply rooted in the quality of social relationships, emotional security, and one's sense of belonging. Strong interpersonal connections serve as a protective factor against mental health struggles, including loneliness. Longitudinal research by Morgan *et al.*, [32] found that adolescents who exhibited stronger profiles of social connectedness reported higher levels of mental well-being over time. These findings align with broader psychological theories suggesting that connectedness is fundamental to emotional regulation, identity formation, and overall life satisfaction.

Gratitude and interpersonal warmth also play a crucial role in reducing loneliness. A study by Lee and Lee [33] identified gratitude as a positive predictor of subjective well-being, serving as an emotional buffer against isolation. This connection illustrates how inner emotional states and external social interactions mutually reinforce one another.

Moreover, loneliness does not occur in isolation but interacts with sociotropy the tendency to place a high value on relationships for self-worth. A recent study revealed that loneliness negatively correlates with psychological well-being and that this relationship is moderated by factors like gender and age [34].

The "loneliness epidemic" has become a pressing issue in contemporary societies, with major mental health implications. As outlined by Alavi [35], loneliness can lead to increased anxiety, depression, and even physical health deterioration. This has made loneliness a key target for public health and emotional wellness initiatives.

In later life, the association between social isolation and well-being becomes even more pronounced. Tesch-Römer and colleagues [36] emphasized that loneliness significantly mediates the impact of social isolation on psychological well-being in elderly populations, reaffirming the idea that being alone is not inherently harmful it's the perception and emotional experience of loneliness that affects mental health.

Additionally, digital interactions have complicated the picture. While social media is intended to foster connection, it often induces fear of missing out (FoMO) and distorted perceptions of others' happiness, which can intensify loneliness and reduce psychological well-being [37].

In response to the mental health challenges posed by loneliness, game-based interventions particularly board games are gaining traction as low-pressure, socially enriching tools. Research has shown that board games can reduce stress, encourage interpersonal interaction, and promote reflection [38]. In studies involving late adolescents, card and board games were shown to foster emotional engagement and reduce self-reported stress levels [39].

Chen and Ho [40] explored the use of board games for teaching the United Nations' Sustainable Development Goals (SDGs), highlighting how games can be designed with both educational and emotional goals in mind. Similarly, Akmal and Coulton [41] emphasized that designing games can serve as a form of research and emotional allowing participants to understand complex social issues and their own values through play.

Games designed to improve mental health literacy in remote areas were also shown to reduce stigma and encourage peer engagement [42]. This demonstrates the powerful role that cooperative and narrative-based play can have in improving psychological resilience and empathy in young populations.

Even outside structured interventions, datasets like Your Move reveal that most board game enthusiasts are motivated not just by entertainment but also by a desire for meaningful social engagement [43]. These findings highlight the potential for games to serve as bridges for emotional expression and connection.

Literature clearly illustrates a profound and dynamic relationship between loneliness and psychological well-being. Social connection, emotional reflection, and meaningful engagement serve as vital elements in mitigating loneliness and improving mental health. As demonstrated across various studies, board games offer a promising medium through which emotional connection can be restored. Whether as reflective tools, educational interventions, or simply communal experiences, games bridge the gap between solitude and belonging—offering not just distraction, but healing.

2.4 Emotional Design

Design is not merely about function; it is a conduit for emotional engagement, personal reflection, and behavioral impact. In the context of experiences meant to foster connection and introspection like the Inspirasea card game emotional design plays a foundational role. It is a human-centered approach that intentionally shapes how people feel when interacting with a product, often influencing memory, behavior, and meaning-making far beyond the immediate interaction.

Emotional design was popularized by Don Norman, who proposed a three-level framework through which users emotionally engage with products: visceral (initial sensory reaction), behavioral (usability and satisfaction during interaction), and reflective (personal meaning and long-term impact) [44]. Designing across all three levels allows products to not only perform well, but also resonate with users on a deeper, emotional level.

Products that succeed in emotional design are more memorable and satisfying. Users tend to form stronger relationships with objects that make them feel safe, joyful, or introspective. As Norman explains, these feelings influence not only the perception of the product, but also how users interpret themselves through the experience [44].

A study by Um *et al.*, [45] investigated emotional design in multimedia learning environments. The researchers found that visual elements such as warm colors, humanized visuals, and rounded shapes—can evoke positive emotions like enjoyment and curiosity. These emotions, in turn,

increased user engagement, especially when cognitive load was manageable. The study concluded that emotional design can improve user motivation, though it must be balanced with clarity and simplicity for it to truly support learning and interaction.

For products like *Inspirasea*, this suggests that a carefully layered design—one that is emotionally evocative but not overwhelming can be key to creating both engagement and comfort in a reflective game space.

Triberti *et al.*, [46] go further by defining emotions as cognitive processes, not just fleeting feelings. They argue that emotional design should focus on meaning-making, supporting users in interpreting experiences, regulating their emotional state, and gaining insight. This is especially relevant for reflective tools like *Inspirasea*, where gameplay is not just for entertainment but for self-understanding and relational bonding. The authors highlight that designers should create spaces for users to explore relevance, value—not just joy or excitement.

In a comprehensive analysis of emotional design within user experience (UX), it was found that emotional design increases trust, comfort, and long-term product loyalty [47]. Micro interactions, visual harmony, and narrative metaphors (like ocean themes or trinket exchange) are examples of small but powerful features that can trigger emotional resonance. For experiences centered around healing or reflection, emotional design helps users feel safe enough to open up and share.

A recent review by researchers on ResearchGate outlined how emotional design draws from neuroscience, aesthetics, and psychology to inform design decisions [48]. Emotions affect attention, memory, and behavior. Importantly, the article warns against manipulative design, emphasizing that authenticity and ethics should guide emotional experiences. This aligns closely with the vision behind *Inspirasea*, which is to offer gentle, emotionally safe, and spiritually grounded interactions.

Emotional design provides both a philosophical foundation and practical strategy for creating meaningful user experiences. By designing for emotional depth not just usability or aesthetics *Inspirasea* supports users in engaging emotionally, building presence, and fostering healing dialogue. These insights guide the visual, mechanical, and symbolic aspects of the game to ensure that each interaction is memorable, reflective, and empathetic.

Designing for sustainability traditionally emphasizes material selection, recyclability, and energy efficiency. However, a growing body of literature extends this focus to include emotional durability — the concept that emotional attachment to products can significantly enhance their lifespan. This review explores how attachment, memory, and modularity contribute to sustainability, particularly in the context of keepsake products like jewelry boxes.

Chapman [44] introduced the concept of emotional durability as a critical component of sustainable product design. Unlike traditional approaches that emphasize material recyclability, Chapman argues that sustainable design must account for the user's emotional relationship with objects. Products that are emotionally significant are less likely to be discarded, not because of their functionality, but because they carry meaning and personal narratives.

Expanding on the emotional dimension of product retention, Schifferstein and Zwartkruis-Pelgrim [45] examined consumer-product attachment (CPA) and developed a metric for measuring emotional ties to objects. Their research found that attachment is driven by five factors: enjoyment, self-identity, memory linkage, irreplaceability, and dependence. Notably, they emphasize that attachment differs from satisfaction — users may remain emotionally connected to obsolete or unused items due to sentimental value.

However, as Sijtsema *et al.*, [46] point out, attachment can also produce opposing behaviors. In some cases, strong emotional bonds with a product lead users to avoid using it altogether out of fear of damage or loss. This phenomenon termed non-functional attachment complicates the sustainable

design narrative. It highlights the importance of designing objects that are both emotionally meaningful and practically usable.

The role of mnemonic objects in preserving personal identity and memory is central to the work of Saunders [47]. He discusses how everyday objects such as keepsakes, photographs, and letters — act as external memory devices that ground identity. In events like natural disasters, the loss of these objects often results in profound emotional disorientation. This perspective reframes artefacts like jewellery boxes not just as containers, but as repositories of memory, essential for emotional continuity.

Building on this, Castillo [48] presents a case study of a sustainable modular jewellery box, designed for both emotional value and practical longevity. Her work emphasizes modularity, material circularity, and personalization, allowing the product to evolve with the user over time. The design enhances the unboxing experience, positions the jewellery box as a giftable keepsake, and aligns emotional durability with environmental responsibility.

Together, these studies underscore that emotional connection, personal narrative, and ritual use are powerful tools in prolonging product lifespans. For designers, especially of emotionally driven products like jewellery boxes, this suggests an opportunity to integrate memory, identity, and personal interaction into the design language. Emotional attachment thus becomes not only a marker of user satisfaction but a strategy for sustainability.

2.5 SDG Alignment

Sustainable Development Goal 3 aims to “ensure healthy lives and promote well-being for all at all ages” [49]. This goal includes targets such as reducing maternal mortality, addressing mental health, and ensuring access to essential health services. According to the World Health Organization, achieving SDG 3 depends heavily on addressing social determinants of health, including access to clean water, education, and stable income [50].

Recent global crises such as COVID-19 have emphasized the vulnerability of healthcare systems and the need for universal health coverage [51]. Additionally, the importance of WASH (Water, Sanitation, and Hygiene) is particularly critical to achieving this goal, as poor sanitation is directly linked to preventable diseases [52].

Mental health has become a major focal point of SDG 3 in recent years, with rising awareness of the need to tackle loneliness, depression, and emotional disconnection through community-based interventions.

SDG 10 focuses on reducing inequalities within and among countries, addressing disparities in income, social protection, access to education, healthcare, and participation in decision-making processes [49]. Inequality exacerbates mental health issues, especially among marginalized groups who face greater obstacles to social support and well-being [50].

Evidence shows that when inequalities are reduced such as through unconditional cash transfers, inclusive education, and community programming health and well-being outcomes also improve [53]. Furthermore, reducing inequality ensures that more people can access tools and environments that promote mental and emotional health, thereby aligning with SDG 3.

The interlink between inequality and health becomes even more apparent in older populations, where those experiencing social isolation tend to suffer worse health outcomes. Addressing these disparities is a core concern of sustainable development and human-centered design practices.

SDG 14 aims to conserve and sustainably use oceans, seas, and marine resources. Oceans are essential for biodiversity, climate regulation, and human survival. However, human activities such as

overfishing, plastic pollution, and rising ocean temperatures continue to threaten marine ecosystems [54].

Preserving marine biodiversity also has social implications. Many coastal communities depend on oceans for food and income. Protecting marine resources ensures economic and nutritional security for millions, especially in Southeast Asia [55]. Ocean-inspired storytelling and design such as using seashells or marine metaphors in products can promote awareness, empathy, and emotional engagement with nature [56].

Incorporating SDG 14 into creative tools (like games or storytelling experiences) can serve as a subtle yet impactful way of fostering marine consciousness while also contributing to emotional well-being (SDG 3) and reducing informational inequality (SDG 10).

The SDGs are deeply interconnected. Environmental degradation (SDG 14) often disproportionately affects vulnerable communities (SDG 10), thereby reducing their well-being (SDG 3). Conversely, fostering well-being and equity enables individuals to be more engaged in environmental stewardship.

A design project that fosters empathy, connection, and environmental awareness (such as *Inspirasea*) can therefore support multiple SDGs simultaneously by targeting emotional needs, inclusivity, and marine appreciation.

2.6 Islamic Values in Design

The design philosophy of *Inspirasea* is grounded in the ethical and spiritual values of Islam. Rather than adopting Islamic aesthetics superficially, the game draws from deeper Islamic principles of reflection (*Tafakkur*), mercy (*Rahmah*), and innate human disposition (*Fitrah*) to guide both emotional tone and interaction structure. These values provide a culturally relevant, spiritually anchored foundation that supports emotional connection, healing, and presence.

In Islamic tradition, *Tafakkur* (contemplation) is a virtuous act, often described as more valuable than voluntary worship because it purifies the soul and deepens spiritual awareness [57]. It is encouraged as a way to reflect on one's self, others, and the signs of Allah in creation. *Inspirasea* is designed as a space that mirrors this spiritual function by using gentle prompts, oceanic metaphors, and personal storytelling to encourage reflective thinking. Each card becomes a vessel for intentional thought, not only about the outer world but the inner self.

Rahmah (compassion) is central to the Islamic worldview, most clearly seen in the name of Allah, *Ar-Rahman* (The Most Merciful). The Qur'an describes the Prophet Muhammad (SAW) as a mercy to mankind (Qur'an 21:107), illustrating that compassion is not optional it is essential. In *Inspirasea*, *rahmah* is expressed through the game's non-competitive nature, gentle tone, and emphasis on emotional safety. Players are invited to listen without judgment, respond with care, and hold space for others enacting mercy through interaction [58].

Fitrah refers to the innate nature of humans a built-in disposition toward truth, morality, and awareness of the Divine [59]. Over time, societal pressures or emotional wounds may distance individuals from this state. *Inspirasea* acts as a small step back toward *fitrah* by creating space for players to reconnect with their inner values, memories, and emotions. The game does not dictate what should be shared, but gently guides users to uncover what they may have forgotten within themselves.

Together, these values shape a game that is not only culturally resonant, but spiritually intentional a tool for connection that aligns with Islamic ethics and emotional design principles.

3. Methodology

The design of game mechanics and rules are derived from the Design Thinking framework. It started with an idea of what the product could be, followed by exploring the pain points and challenges of users, defining what the product is, what problem to solve. The next step is to develop the defined product after testing and finally delivering products to be sold to the market. Figure 1 below illustrates the Design Thinking framework, which was adopted as the guiding methodology for developing the overall structure and user experience of Inspirasea.

3.1 Design-Thinking Framework

This project is grounded in the Design Thinking framework, which prioritizes user-centered design through iterative, empathy-driven development. The process began with empathizing with the emotional needs of people experiencing disconnection or conversational anxiety. Through defining a core problem and exploring alternative emotional tools, the project moved into ideation, generating game concepts rooted in ocean metaphors, Islamic values, and storytelling. Prototyping involved building tangible card sets, trinket systems, and packaging with smart interaction features. These were then tested across multiple user groups, whose feedback informed the continuous refinement of both mechanics and emotional tone. Design Thinking's flexible, human-centered approach proved ideal for this emotionally nuanced and socially focused project.

3.2 Human-Centred Design

This project also embraces the principles of Human-Centred Design (HCD), which places the emotional and contextual needs of people at the heart of the design process. HCD goes beyond usability by considering the lived experiences, cultural sensitivities, and emotional states of the users. By focusing on themes such as presence, healing, and reflection—drawn from both social-emotional research and Islamic values—the project ensures that Inspirasea is not just functional but meaningful. The design process involved active user observation, inclusive testing, and co-creative iteration to ensure that the final product resonates with its intended audience.

3.3 Research Methods

3.3.1 Survey

A user survey was conducted to better understand players' habits, emotional comfort zones, gaming behaviors, and preferences toward conversation-based games. The survey gathered responses through 41 detailed questions, focusing on uncovering both behavioral patterns and emotional needs related to the design objectives of Inspirasea. Participants included a diverse group aged between 16 to 35 years, encompassing students, young professionals, and casual board game players.

- Social and Conversation Behaviors
- Majority of respondents (around 78%) indicated that they crave deeper conversations but often find it hard to initiate them in casual settings.
- More than half expressed feeling uncomfortable with direct personal questions unless a structured game or setting was introduced.

- Respondents valued gentle, themed conversation starters (e.g., ocean-inspired metaphors) over blunt or overly serious questions.
- Gaming Preferences
- 72% preferred games that are non-competitive and cooperative, focusing on shared experiences rather than winning.
- Light narrative elements or symbolic exchanges (like trinkets) were rated as making games more memorable and personal.
- Many participants enjoyed tangible elements such as physical tokens or cards, saying they made the experience feel "more real" and "emotionally anchored."
- User Priorities for Game Design
- Ease of play: Clear rules and flow were highly important.
- Aesthetic appeal: Oceanic, calming visuals were favored.
- Emotional flexibility: Players wanted the freedom to opt out of uncomfortable questions if needed.

3.3.2 Product design specification

To build a strong foundation for the product, key insights were identified and mapped out from the survey responses found in Appendix B, as shown in fig. 1 below.

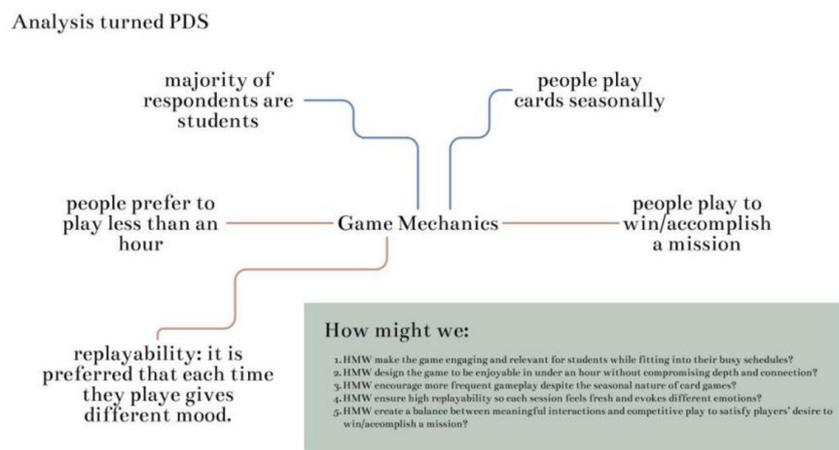


Fig. 1. Game mechanics mindmap

Key Findings from the Survey:

1. Majority of respondents are students.
2. People play cards seasonally.
3. People prefer to play for less than an hour.
4. People play to win or accomplish a mission.
5. Replayability is key, (I.e. gives different moods every time).

Aside from survey findings, additional insights were gathered through literature reviews of scientific journals and articles as illustrated in figure 2 below. These helped strengthen the conceptual framework behind both the game mechanics and the packaging.

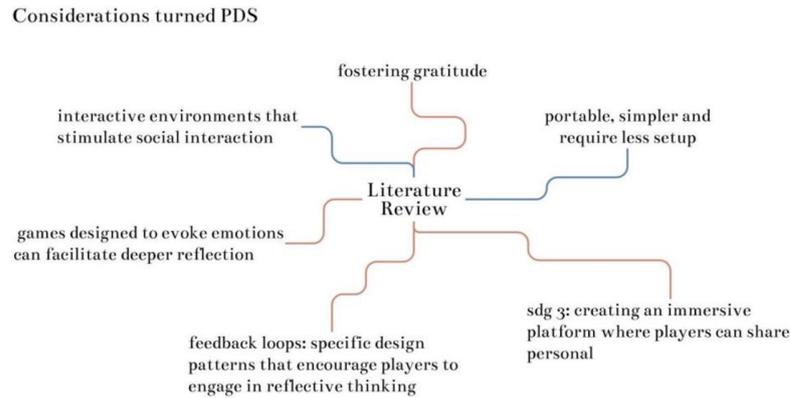


Fig. 2. Mind map of key insights from journals

Key findings are:

1. Fostering gratitude as a tool for emotional well-being.
2. Designing interactive environments that stimulate real social interactions.
3. Creating portable, simple products that require minimal setup. Games are designed to evoke emotions and can facilitate deeper connections.
4. Using emotional design to evoke deeper connections between players. Supports SDG 3, Well-being.
5. Including feedback loops to reinforce emotional growth and engagement.
6. Supporting Sustainable Development Goal (SDG) 3: Good Health and Well-Being.

Based on these two major sources: survey data and literature review, the product was developed to focus on two main components as shown in figure 3 below. The components are:

- Game Mechanics and Rules
- Packaging Design and Smart Interaction

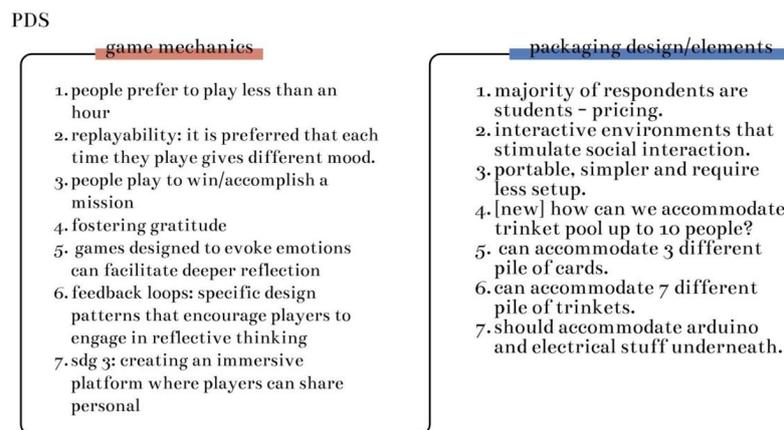


Fig. 3. Product design specifications for each

The product design specifications for Inspirasea were determined through a combination of direct user feedback and academic research. This dual approach ensures that the game remains not only fun and engaging, but also meaningful, emotionally resonant, and socially impactful.

3.3.3 Benchmarking existing products

Bench-marking was conducted to evaluate existing products similar to Inspirasea, with the aim of identifying effective game mechanics, understanding market gaps, and informing the design of both gameplay and physical components. The study focused on conversation-based, party, and strategy games due to their relevance in promoting emotional connection, replayability, and group interaction. Products were selected based on genre relevance, popularity, user ratings, gameplay experience, innovation, age suitability, and affordability (under BND 60), ensuring insights were drawn from well-received games that support social bonding and reflective engagement.

Categories of the games studied is shown in table 1 below.

Table 1

Category of game benchmarked

Category	Examples
Party Games	Cards Against Humanity, Exploding Kittens, What Do You Meme
Strategy Games	Monopoly Deal, Skyjo, Five Crowns
Conversational Games	The Hygge Game, Love Lingual, Date Night Game, Where Should We Begin
Mystery Games	Cluedo, Mysterium, Werewolf
Adventure/Fantasy Games	Pokémon TCG, Here to Slay

3.3.4 Redefining aims and objectives

Defining aims and objectives are essentials in keeping decisions align with the original idea and purpose. In this section, the key findings above and how might we statements are turned into objectives.

The aim of this Playcard project is to design a card game that creates a safe, engaging space for players to build deep emotional connections. It addresses social challenges like loneliness and anxiety by using meaningful conversation and reflection. The goal is not just entertainment, but to inspire real-world impact through honest, human interaction. Table 2 below highlights the revised aim and objectives of the playcard.

Table 2

Refined aims and objectives

Items	What	Description
Aim		To create a playcard game that fosters deep conversations, meaningful connections, and networking among individuals, helping reduce loneliness and social anxiety while inspiring players to impact each other positively.
Objectives	Facilitate Deep Conversations	Design engaging prompts and conversation starters that encourage self-expression, storytelling, and sharing of personal experiences.
	Encourage Retention & Impact	Structure gameplay so that players remember key details about each other, strengthening their sense of connection.

Integrate Technology for a Unique Experience	Incorporate tech elements such as NFC, holographic projection, or digital engagement features to enhance interaction and make the game stand out.
Boost Confidence & Social Skills	Encourage players to speak, listen, and engage in a way that enhances communication skills and builds confidence.
Enhance Replayability & Practical Use	Make the game ideal for ice-breaking sessions, networking events, and team-building activities, ensuring it remains relevant over time.
Measure Success Through Social Engagement	Assess the game’s impact by tracking engagement, player feedback, and real-world relationship-building outcomes.
Promote Learning & Inspiration	Ensure players walk away with new insights, ideas, or perspectives gained from others
Support Mental Well-being & Community Building	Align with SDGs and Wawasan Brunei 2035 by creating a tool that combats loneliness and strengthens social bonds.

This section demonstrates that Inspirasea is not merely a card game, but a purposeful tool designed to foster emotional connection, support social healing, and encourage cultural growth. The project reflects both the emotional depth and practical application of its design, addressing a real-world need with deep intention, creativity, and empathy.

3.3.5 Ergonomics and anthropometry

Throughout the development of Inspirasea, anthropometric data and ergonomic principles were carefully considered to ensure that the physical design of the cards, trinkets, packaging, and game setup would be comfortable, accessible, and user-friendly for a wide range of players.

Key ergonomic and anthropometric findings in the development of Inspirasea highlight the importance of comfort, accessibility, and usability for a diverse range of users. Finger slots and handles were designed based on average finger pad widths (~16–20 mm), with ~22 mm clearance to ensure easy interaction with the packaging. After evaluating standard card sizes, the Bridge size (57.15 × 88.9 mm) was chosen for its balance of readability, portability, and compatibility with Southeast Asian hand breadth (7.5–9.0 cm). This size allows players to hold and shuffle multiple cards comfortably while maintaining visual clarity. The design also accounted for printing margins to ensure professional finish. Overall, these ergonomic decisions enhance Inspirasea’s emotional and physical accessibility, creating a product that feels both intuitive and meaningful to use.

4. Design Development

The packaging design process began with a focus on creating a structure that would be both functional and emotionally engaging. The goal was to design a box that would protect the cards and trinkets while enhancing the unboxing experience. Early ideation involved identifying needs such as portability, ease of use, safe housing of electrical components, and aesthetic integration with the game’s overall theme.

4.1 Physical Packaging Design Process

4.1.1 Moodboards and inspiration boards

A moodboard and inspiration board were developed in the early stages of the design process to establish the visual and emotional direction for Inspirasea. These tools served to guide decisions

related to branding, card visual identity, packaging design, and the overall emotional tone of the project.

The visual identity of Inspirasea was carefully crafted to reflect its core themes of emotional depth, serenity, reflection, and community. Underwater landscapes, translucent textures, marine life, and soft natural palettes were intentionally chosen to evoke the vastness, calmness, and mystery of the ocean, a central metaphor for the emotional journey that players experience throughout the game. The colour palette, featuring muted blues, greens, creams, and gentle pastels, was selected to create a sense of tranquility, emotional safety, and openness.

Cultural and emotional symbolism also played a vital role in the visual direction. Elements such as shells, gemstones, handcrafted motifs, and cozy social settings were incorporated to communicate themes of empathy, personal growth, and intimate storytelling. References to Islamic geometry and natural textures provided grounding in both spiritual and organic inspiration, resulting in an aesthetic that feels timeless and deeply human.

Every design decision, from colour selection to material texture, was guided by the intended emotional experience of the player: a calm sense of exploration, a gentle unfolding of depth, and a shared space for heartfelt connection.

4.1.2 Sketches and concept generations

During the early development of Inspirasea's packaging, multiple concept sketches illustrated in fig. 4 below were explored to balance thematic symbolism, user experience, and smart system integration.

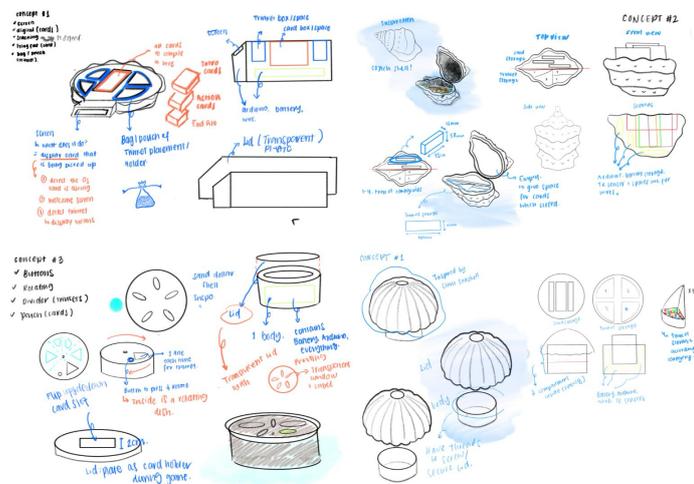


Fig. 4. Concept sketches

Four key design concepts were generated:

- Concept 1 featured a digital card display surrounded by storage compartments, integrating sensor-based interaction. While innovative, it was ultimately too complex for the game's intended emotional simplicity.
- Concept 2 drew from the form of a conch shell, offering an organic shape with internal compartments for cards, trinkets, and electronic components, aligning well with the ocean theme.
- Concept 3 proposed a sand dollar-inspired rotating dish with interactive compartments. Although engaging, it presented manufacturability challenges.

- Concept 4, inspired by a clam shell, offered a symmetrical structure with screw-on lid, embedded electronics, and dedicated storage sections. It balanced symbolism, practicality, and manufacturing, emerging as the leading concept.

This concept exploration phase enabled the evaluation of form, function, and feasibility, leading to a final design that integrated the strongest features from each iteration into a cohesive, emotionally resonant prototype.

4.1.3 Pugh method selection

Next, in order to select the most suitable physical packaging design for Inspirasea, a systematic evaluation was conducted using the Pugh Method. Four initial concepts were compared based on multiple design criteria, each weighted according to its importance for the user experience and technical requirements of the project.

The four packaging concepts evaluated were:

- Concept 1: Clam Shell Form
- Concept 2: Conch Shell Form
- Concept 3: Sand Dollar Rotating Box
- Concept 4: Sea Urchin Dome

Each concept was scored against the criteria, and weighted scores were calculated to reflect the relative significance of each design aspect as showcased in figure 5 below.

PUGH METHOD OF CONCEPT SKETCHES			concept 1		concept 2		concept 3		concept 4	
			Clam shell		Conch shell		Sand dollar rotating box		Sea urchin dome	
Criteria	Description	Weight	base score	weighted score	base score	weighted score	base score	weighted score	base score	weighted score
Affordability	Affordability for Students (Pricing)	3	2	6	3	9	3	9	4	12
Interactive	Stimulates Social Interaction (Interactive Environment)	4	3	12	3	12	4	16	2	8
Portability	compact, lightweight, and easy to assemble or open	4	4	16	3	12	3	12	4	16
Accessibility for 10 Players	players comfortably accessing trinkets without congestion or confusion.	5	4	20	2	10	3	15	2	10
Card Organization (3 Piles)	must allow for easy separation, visibility, and access to 3 types of card piles	3	2	6	4	12	2	6	4	12
Trinket Storage (7 Piles)	must hold and visually differentiate 7 types of trinkets, with clear labeling, color-coding, or spatial cues.	5	4	20	4	20	4	20	4	20
Tech Integration	able to house basic electronics, such as an Arduino, battery pack, wires, and LED lighting	4	4	16	3	12	4	16	4	16
				96			87			94
										94

Fig. 5. Pugh Method for selection of concepts

Analysis and Outcome

- Concept 1 (Clam Shell Form) achieved the highest weighted score (96 points) among all concepts.
- It performed exceptionally in portability, accessibility for 10 players, trinket storage, and tech integration categories.

- Although Concept 3 (Sand Dollar Rotating Box) and Concept 4 (Sea Urchin Dome) also scored competitively (94 points each), they introduced additional mechanical complexity or lower user accessibility.
- Concept 2 (Conch Shell Form) had strong thematic alignment but scored lower on affordability and player accessibility, making it less ideal for broader casual group play.

Given Concept 1’s superior balance of affordability, functionality, user accessibility, and thematic symbolism, the Clam Shell-inspired design was selected as the final packaging concept for further refinement and prototyping. However, to come up with a stronger design. The highest scored-element (highlighted in green) are chosen to and combined to make a new design.

4.2 Game Mechanics Development

Inspirasea was developed in response to user insights that favoured short, non-competitive games that support emotional connection and replayability. The core gameplay is structured around a three-tier card system (Surface, Currents, and Deep Sea) which gradually deepens the emotional intensity of conversations. To avoid emotional fatigue and sustain engagement, Action Cards were introduced to inject moments of spontaneity and humour. Gameplay is flexible and reflective, ensuring no two sessions feel the same, even with repeated players.

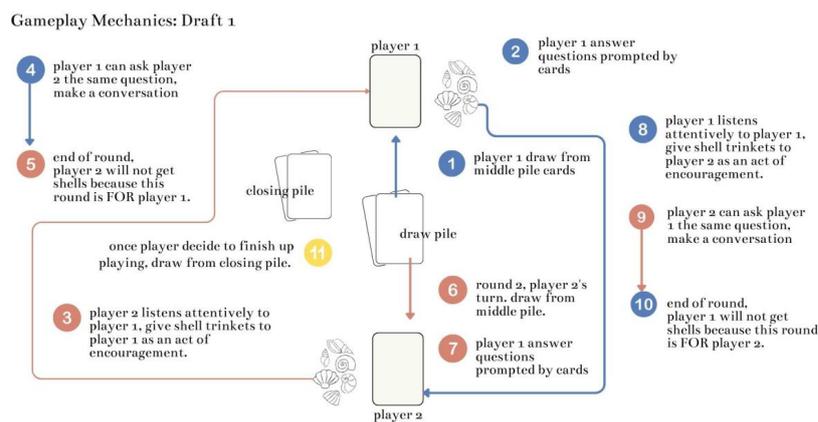


Fig. 6. Game flow

As shown in Figure 6, the game follows a simple turn-based structure. Players take turns drawing prompt cards, sharing their responses, and receiving trinkets from others as a non-verbal form of appreciation or emotional resonance. These trinkets, inspired by seashells and ocean treasures, symbolise empathy, encouragement, or gratitude, adding a physical layer of meaning to the conversation. The absence of competitive scoring shifts the focus toward mutual presence and emotional growth. The game closes with a reflective round, where players share final thoughts linked to the trinkets they received.

4.2.1 Testing, feedback and iterations

Playtesting sessions were conducted with target users to validate the emotional pacing, game flow, and overall experience. Feedback from these sessions led to important refinements, including clearer instructions, adjusted timing (keeping sessions between 30 to 45 minutes), and streamlined reflection rounds. The final structure now guides players through a journey that feels emotionally

safe, natural, and memorable, while allowing enough flexibility for different group dynamics and moods.

Through observation and active playing documented, there are key findings from these tests shown in Table 3.

Table 3
 Testing feedbacks and further actions to be taken

Area	Observation (Before)	Changes Made (After)
Simplified Rules and Flow	The rules were a little more open-ended, and some players were unsure about when to give trinkets or how many rounds to play.	clarified the turn structure: <ul style="list-style-type: none"> ● Draw a card → Answer → Receive trinket → Next player. ● Clearer explanation of when and how Action Cards are played. ● Recommended 3–5 rounds per session to manage pacing and emotional energy.
Shortened Timing	Gameplay Some sessions dragged too long, making players feel emotionally tired or distracted.	capped typical session time to around 30–45 minutes. <ul style="list-style-type: none"> ● Focused on quality of conversation over quantity. ● Optional quick endings with Reflection Round when players feel ready.
Adjusted Depth	Emotional Progression Some players felt the jump from Level 1 to deeper prompts was too sudden.	fine-tuned the levels: <ul style="list-style-type: none"> ● Ensured Level 1 is very light and playful. Level 1 card is separated from the middle pile. ● Made Level 2 gently reflective, not too intense. ● Kept Level 3 as fully vulnerable, but optional depending on player comfort. ● Introduced 'end pile' a fully reflective prompt.
Refined Usage	Trinket System Some players hesitated when choosing what trinket to give.	clarified that: <ul style="list-style-type: none"> ● Trinkets can be given freely after hearing something meaningful. ● It's okay not to give a trinket every turn — it should be sincere. ● Trinket meanings are reduced to 3 + 1 free-of-meanings to give minimise pressure and confusion.
Improved Manual and Onboarding	Instruction Players occasionally felt lost without a facilitator.	updated the Instruction Manual to: <ul style="list-style-type: none"> ● Provide a clearer step-by-step guide for each player ● Suggest a "warm-up round" if players are new or shy

Through iterative testing and feedback analysis, Inspirasea evolved into a carefully balanced game that prioritizes emotional connection, ease of play, and flexible pacing. The adjustments made post-testing were crucial in ensuring that the game remains inviting, meaningful, and adaptable to different social and emotional dynamics.

4.3 Branding and card visual design

4.3.1 Moodboard

The visual identity of Inspirasea was shaped by a moodboard that reflected the game's emotional, cultural, and thematic essence. Nature-inspired colors such as Ocean Blue, Sandy Gold, and Sage Green were selected for their calming and symbolic qualities, reinforcing themes of serenity,

compassion, and growth. Card layouts feature delicate illustrations and ornamental frames influenced by European and Islamic motifs, creating a sense of intimacy and emotional depth. The design also incorporates elements from Brunei's cultural heritage, drawing inspiration from architectural patterns found in national landmarks such as the Mahligai Barge and Royal Regalia Museum. Four final card designs were developed, each uniquely referencing a Bruneian structure, with flowing line-work and soft palettes that invite players into meaningful dialogue while celebrating local identity.

4.4 Trinket System Development

The trinket system in Inspirasea draws heavily from the emotional and symbolic significance of seashells across cultures. Eleven types of shells were selected based on their form, cultural meaning, and emotional resonance from the Nautilus, symbolising growth and beauty, to the Abalone, representing healing and emotional balance. These shells serve as non-verbal tokens exchanged between players during gameplay to express empathy, appreciation, or shared understanding. Rooted in historical and archaeological findings, particularly within Borneo and Island Southeast Asia, shells are positioned not just as decorative items but as carriers of emotional and communal value. This symbolism complements the game's ocean metaphor representing emotional depth, hidden layers, and personal growth and reinforces Inspirasea's role as a tool for storytelling, reflection, and emotional connection.

5. Results

5.1 Final Design Concept

After the final iterations. It is decided that the original design intent (clam shell) is a better selection compared to sea urchin as shown in fig. 7 below. The reason being; fabrication of sea urchin in the early sketches took many many hours as compared to clam shell. On top of that, the final design concept is more of a satisfying concept.



Fig. 7. Final design concept

This sketch map captures the evolution of Inspirasea's product form, partition system, and branding identity, based on real design challenges and refinements during the project.

- **Trinket Tray Evolution**

The initial trinket tray design (blue sketch) consisted of four circular wells, fitting neatly into the shell.

However, it was realized that this design limited future flexibility as it mainly optimized for trinket holding, not jewelry storage after gameplay. In response, the design evolved (yellow and green sketches) into a partitioned system. Modular dividers allow the interior space to be customized later.

Players can remove or change partitions depending on whether they want to store trinkets, rings, or small accessories. This strategic move supports the afterlife vision of the box as a personalized jewelry box.

- **Outer Form Development: From Sea Urchin to Clam Shell**

The original idea intended to embody a "sea urchin" tension theme, featuring complex curves and surface details. However, the form turned out to be too complex and impractical for 3D printing, causing printing difficulties and inefficiencies. As a solution, the design pivoted back to a simpler, cleaner form as a clam shell. The scalloped edge design still preserves an oceanic identity while being much easier to manufacture. The switch also made the product more durable, printable, and functionally user-friendly.

- **Branding and Surface Details**

The Inspirasea name was incorporated directly onto the box (red sketch) to act as both branding and decorative design. To further enhance cultural storytelling and authenticity, inspiration was drawn from a traditional pattern found on the Mahligai Barge, at SOAS Mosque. This organic wave-like motif (bottom right sketches) will be engraved or embedded into the box surface. It creates a cultural link and gives the product a more meaningful and identifiable "curve identity". These touches make the product not only aesthetic but emotionally and culturally rooted.

5.2 Final Design Rendering

The following rendered image in fig. 8 illustrate the finalized design of the Inspirasea interactive game packaging. These visualizations showcase the form, functionality, and thematic elements of the product in a realistic, three-dimensional context.

The renders highlight:

- The clam shell-inspired exterior, symbolizing emotional depth and discovery.
- The interactive opening mechanism, revealing neatly organized compartments for cards and trinkets.
- The smart lighting integration designed to enhance the user experience.
- The overall playful and calming oceanic aesthetic achieved through soft curves, layered elements, and pastel-inspired color palettes.

These rendered visuals serve to communicate the design intent, materiality, and user interaction of Inspirasea, providing a clear and tangible representation of the final concept before prototype fabrication.



Fig. 8. Render of Inspirasea

5.3 Overview of Product

The final packaging concept for Inspirasea is inspired by the natural form of a scallop shell, symbolising emotional depth, protection, and discovery aligning with the game's theme of uncovering deeper conversations. The modular, clam-like structure features soft, undulating edges and opens horizontally to reveal the game's internal elements. Inside, a smart lighting system activates upon opening, enhancing the emotional atmosphere with a sense of calm and wonder.

Designed with manufacturing in mind, the shell is 3D printable using PLA, and avoids complex undercuts or fragile features. Internally, the packaging includes two key components: a Card Tray, divided to organise different card types for smooth gameplay, and a Trinket Tray, arranged in a circular layout for easy access and group interaction. This thoughtful layout reinforces the metaphor of emotional "opening up," transforming the unboxing into a symbolic and intentional ritual that mirrors the player's emotional journey throughout the game.

6. How it works

The interactive packaging of Inspirasea enhances the emotional experience from the moment it is opened. When players lift the scallop-inspired dome, embedded LED lights activate, symbolising the creation of a safe, reflective space. The internal trays organise the cards and trinkets for easy access and intuitive setup. Gameplay begins with Ice-Breaker Cards to ease participants into conversation, followed by deeper conversation prompts where players take turns answering questions and may receive trinkets as symbolic, non-verbal responses from others. If drawn, Action Cards introduce spontaneous activities to maintain energy and engagement.

The session concludes with a Reflection Phase, where each player selects a trinket they received and reflects on its meaning. Once the session ends, all components are neatly stored, and the box is closed automatically switching off the lights to symbolise the closing of the emotional space. This ritual-like flow reinforces the emotional rhythm of the game: from opening up, to sharing, to closure. The full experience was tested in playtesting sessions with groups of young adults between April 19–21, 2025, validating the gameplay structure, emotional flow, and packaging functionality in informal social settings.

6.1 Playtest Sessions

Playtesting for Inspirasea was conducted from April 19–21, 2025, involving small groups of 5–6 participants in informal social settings as shown in table 4 below. These sessions simulated natural gameplay environments such as game nights and casual gatherings, ensuring realistic engagement and feedback. Each session tested all key phases of the game, from warm-up to closure, with a focus on emotional resonance, flow, and user comfort. The findings helped validate the final prototype and refine the gameplay experience.

Table 4
 Playtest information

Participants	Groups of 5–6 players per session.
Timeline	April 19–21, 2025.
Context	Informal social gatherings to simulate natural gameplay environments.
Gamplay Phase Tested	<ul style="list-style-type: none"> ● Ice-Breaker Cards ● Prompt Cards (Anchors & Drift, Castaway Thoughts, High Tide Moments) ● Action Cards (spontaneous events) ● Trinket Exchange System ● Final Reflection (Low Tide Reflection)

6.2 Feedback and Changes

The overall feedback was positive, affirming that the game achieved its primary emotional and social goals. Key feedback highlights included as shown in table 5:

Table 5
 Changes made to game mechanics

Meaningfulness of the Seashell Trinket Exchange	Most players found the trinket system meaningful, although several suggested that providing simple labels or explanations for trinket meanings would deepen the experience further.
Ease of Understanding	Players found the basic flow of the game easy to understand. The non-verbal trinket exchanges and the final reflection phase were particularly praised for adding emotional weight to the experience.
Rules Clarity	Minor confusion was noted around the Action Cards (challenge cards). Players suggested offering clearer guidance or visual references during setup to ensure smooth integration.
Emotional Engagement	The progression from casual conversation to deeper emotional reflection was appreciated, but some players proposed offering optional difficulty or emotional depth levels for greater player autonomy.
Adaptability Potential	Players suggested that the game could be expanded for use in schools, workplaces, and therapeutic settings after finalizing the core version.

Based on the feedback received, the following refinements were recommended for future development as shown in Table 6:

Table 6

Game mechanics development

Actions	Remarks
Add Trinket Meaning Labels	Introduce small, clear labeling or visual references for each type of trinket to help players understand their symbolic significance during gameplay.
Clarify Action Card Instructions	Provide a brief visual guide or instruction card explaining how Action Cards work, when drawn.
Introduce Optional Emotional Levels	Offer three gameplay modes (Easy, Intermediate, Deep) to allow players to choose how far they wish to go emotionally, depending on the group's comfort level.
Expand for Different Contexts	Explore the potential for adapting Inspirasea to structured environments such as corporate team-building workshops, classroom settings, or emotional therapy spaces, once the primary product version is finalized and refined.

The final testing phase confirmed that Inspirasea successfully meets its intended emotional, social, and gameplay goals. Minor refinements were identified, primarily focusing on enhancing clarity and offering greater flexibility for different player preferences. Overall, the feedback reaffirmed the game's potential to create safe, meaningful, and reflective social experiences across a wide range of settings.

7. Conclusions

Inspirasea demonstrates how product design can move beyond function into the realm of emotional connection, presence, and social healing. Developed through a human-centred, design-thinking approach, the project responds directly to its core objective: to create a conversation-based game that fosters meaningful, emotionally grounded dialogue among players. The inclusion of symbolic trinket exchanges, oceanic metaphors, and sensory interaction through smart packaging supports this aim by transforming gameplay into moments of shared reflection.

User feedback and benchmarking studies confirm that Inspirasea effectively meets user needs for a non-competitive, emotionally resonant experience. The game supports storytelling, empathy, and presence aligning with SDG 3 (Good Health and Well-being) by addressing loneliness, social anxiety, and the need for emotional connection. Despite prototyping limitations, each iteration brought the product closer to its envisioned purpose. Value and emotional impact of Inspirasea.

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