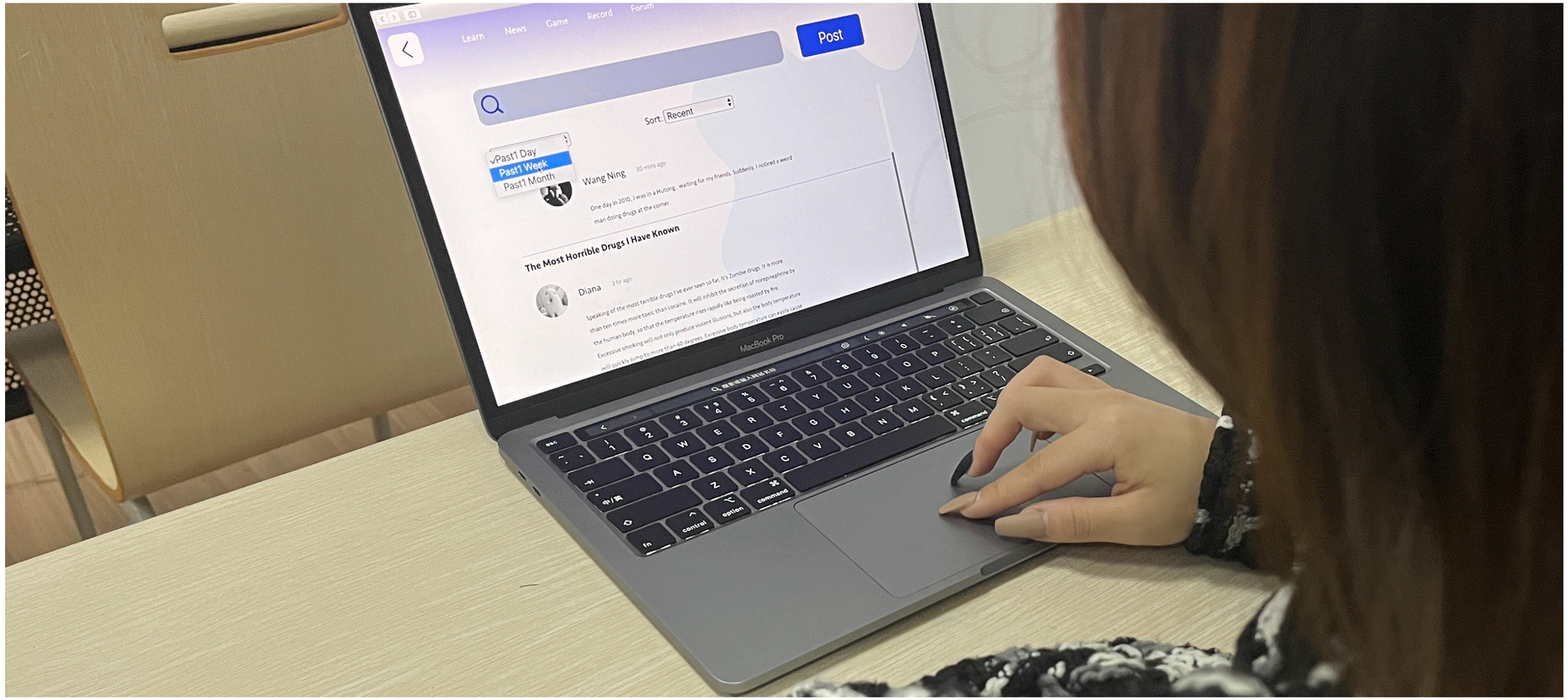


War on Drugs

"A detox clinic helps those who have been entrapped, I help those who may be entrapped. "

By 2020, there had been up to 10,000,000 people doing drugs in China, a large proportion of them entrapped into drug-taking. This is a website helping young people stay away from drug traps.

A Website
An Independent Project
03/2021-08/2021

Why I Started

2019

In one of my favourite book, *Artificial Paradise*, Baudelaire, who died of marijuana, described the horrorible scene only drug addicts can see.

2020

Anti-drug police told real-life stories of drug traffickers on social media. It was shocking that so many people were taking illicit drugs.

2020

I watched a series of documentaries that recorded drug addicts' life as well as their deaths.

2021

Eventually, I decided to do something to help people stay away from the drug trap.

Background

What Is Illicit Drug

A drug can be used as medication, and it can also be used in other ways. For example, there is also recreational drug use. In China, a drug for any use other than medical use falls under illicit drugs. In general, illicit drugs refer to addictive recreational drugs in China.

Types of Recreational Drugs

- Depressants
- Antihistamines
- Analgesics
- Tranquilizers
- Stimulants
- Euphoriants
- Hallucinogens
- Inhalants

Common Recreational Drugs in China

(lump crystal liquid powder tablet)

- Opium — Morphine — Heroin
  - Demerol
- Cannabis
- Cocaine
- Methamphetamine — MDMA
- Ketamine

Preliminary Research

About People Doing drugs

1. The number of people doing drugs in China

Headcount: 1.8 million (by 2020)

Real number: 10 million (by 2020)

2. Age structure

75% of these people are between 18yrs and 35yrs.

3. Age of doing drugs for the first time

Average: 13yrs - 16yrs

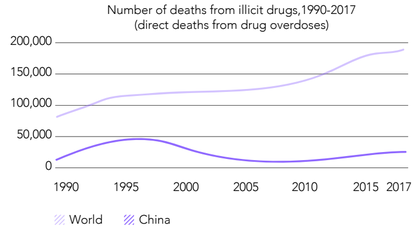
4. Percentage of collage students who don't know what drugs are

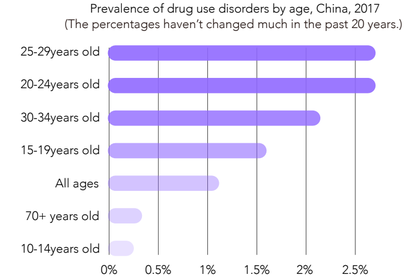
About 38.8%

5. Percentage of collage students who don't know new psychoactive substances

About 71.1%

6. Data on illicit drugs





Conclusion:
There are a large number of people taking drugs in China, and among them young people take a large proportion. Also, Chinese young people has little understanding of drugs.

Reference

1.Criminal Law of the People's Republic of China
2.Annual Report on Drug Control in China (2018)
3.China Drug Situation Report (2019)
4.IHME, Global Burden of Disease

Anti-drug Education

What are the existing anti-narcotics education like in China? Why does the education seem 'boring and inefficient' for young people nowadays?

In school

	Books about drugs	Commercial anti-drug films
Advantage	Comprehensive	High penetration rate
	Information	Entertaining
Disadvantage	Low penetration rate	Focusing more on plots than knowledge about drugs
	Not portable	Unreal
	Boring	

Out of school

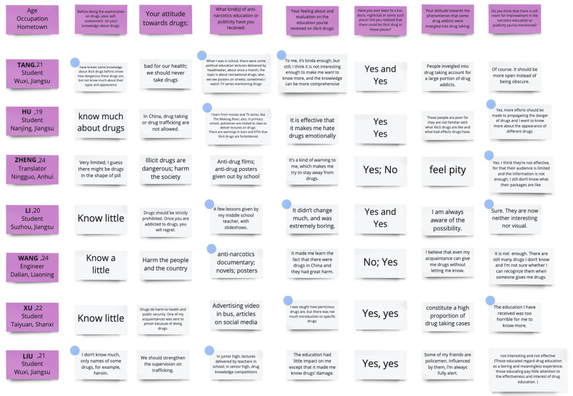
	Anti-drug posts	Museums	Anti-drug week
Advantage	strong visual effect	professional	abundant information
Disadvantage	low penetration rate	boring	short duration
		small quantity	low penetration rate

User Research

Interview

Seven people were interviewd, focusing on their understanding of drugs and the anti-narcotics education they received.

Method: Wechat, Miro, face-to-face interview
Date: 4th May - 12th May



Test

The seven people also did a small test on their knowledge about drugs.

Tool: Miro
Date: 5th May - 11th May

1.Put a ▲ below the picture if you are able to tell whether it belongs to drugs or not.



Tang ▲ ▲ ▲ ▲
Hu ▲ ▲ ▲ ▲
Zheng ▲ ▲ ▲ ▲
Li ▲ ▲ ▲ ▲

wang ▲ ▲ ▲ ▲
Xu ▲ ▲ ▲ ▲
Liu ▲ ▲ ▲ ▲
Zhao ▲ ▲ ▲ ▲

2.Please label the names of the plants in the picture.



don't know	don't know
mint leaf	don't know
✓ cannabis	don't know
✓ cannabis	✓ don't know
don't know	don't know
✓ cannabis	coca
ephedra	don't know

miro

Conclusion
Due to limited and boring education on drugs they received, most of them know that drugs are harmful, but know very little about drugs, including their appearances, their types and the newest drugs.

Persona

Name: Tang Tang

Occupation: Student

Age: 22

Residence: China

Description:
Tang Tang is an undergraduate. She has attended several lectures on drugs and watched many related films, but she's still not clear what the latest drugs in China look like.



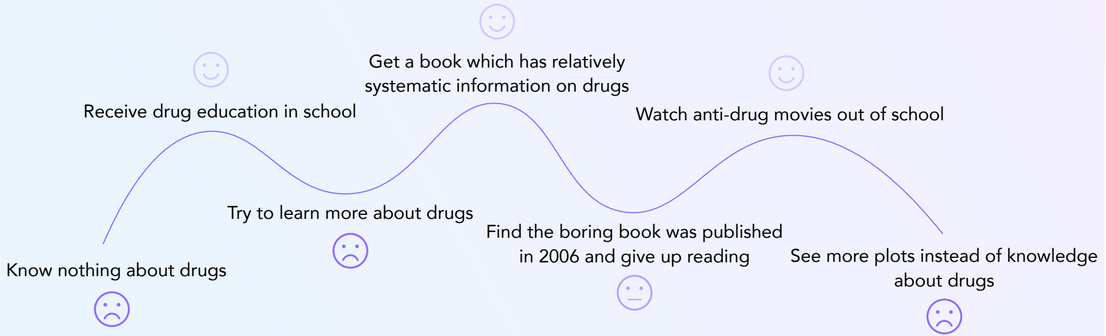
Desires:
·Know more about the appearance of different drugs
·Learn how to identify the latest drugs
·Learn knowledge about drugs in an interesting and interactive way

Frustrations:
·Upset about unsystematic and boring education on drugs
·Unable to keep up with the latest development in drugs
·Scared by some horrible pictures about drugs

"The education is not effective, for I still don't know what the drugs look like."

Journey Map

Emotional Experience & Doing



Painpoints

- Can't find ways to learn about drugs
- Knowledge about drugs is complicated and disordered
- Can't get updated information from publications; can't stick with learning from boring publications
- Interest and knowledge cannot be met at the same time

Strategies & Opportunities

- A platform with accessible information on drugs
- Systematic information on the types, origins, appearances and variants of drugs
- Updating information whenever a new type of drug comes out; something that brings the audience sense of participation
- Interesting games that teach professional knowledge

Current Situation

Illicit drugs are comparatively prevalent among young people between 20yrs and 29yrs

The average age of them to start doing drugs is 13-16yrs

These young have little knowledge about drugs

Opportunities

An educational game

A platform with updated information

A platform with information on drugs

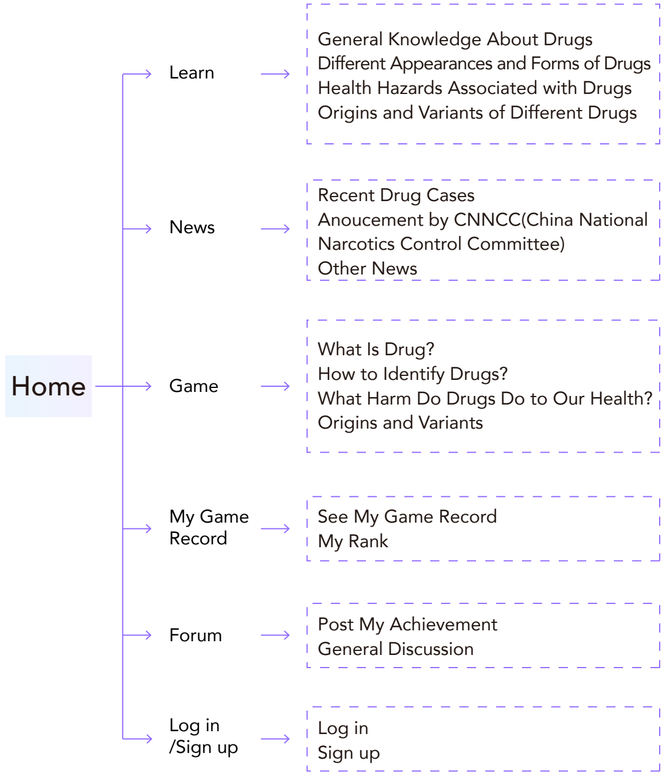
An interesting and interactive platform

A platform with several modules, including drugs' appearances, origins and types

↓

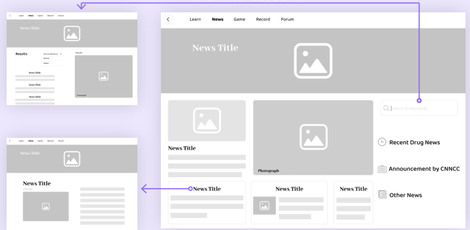
An Anti-drug Website with a Collection of Interactive Games !

Information Architecture



Wireframe

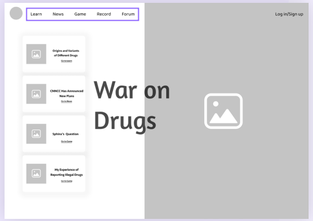
Search for news you are interested in



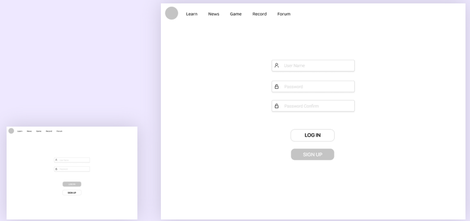
News Page

View recent news

Choose any module to start your journey

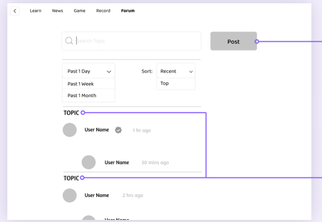


Home Page



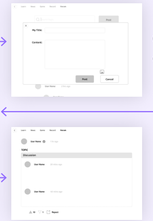
Log in/Sign up

You can also choose to be a tourist only

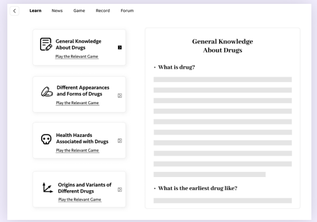


Forum Page

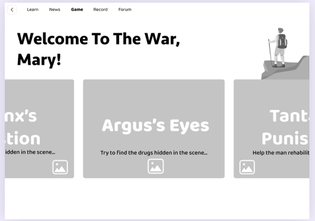
Join discussions



Give your opinions on drug topics



Learn Page



Game Page

Remember, coin helps!

If you don't know the answer, you may choose to open the 'Learn' page to earn some coins





Answer the questions on question cards to enter the next level





Try to find the drugs hiding in different scenes



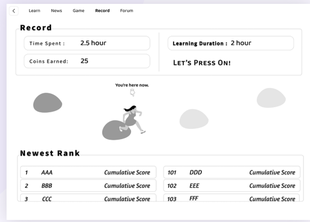


Browse on the forum, in order to help the drug addict get rid of drugs



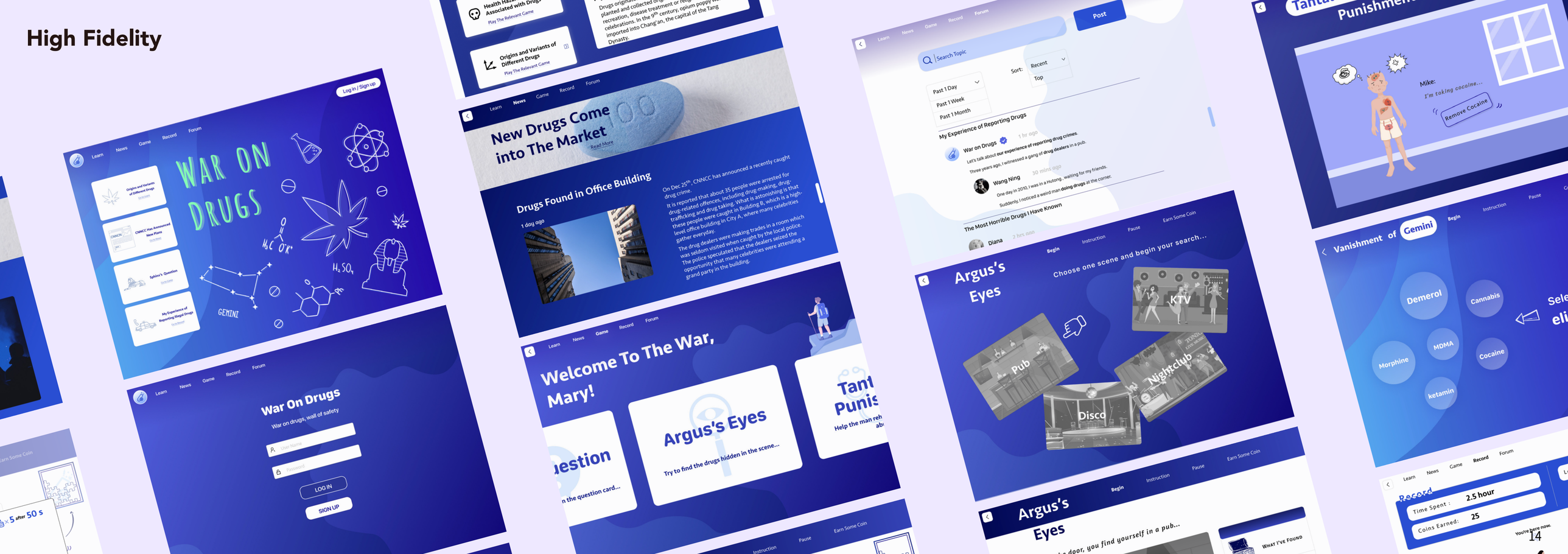


Select two drugs that have relation with each other



Record Page

High Fidelity



Language for Web Pages

HTML

```
<html>
<head>
    <title></title>
    <link href="css/style.css" rel="stylesheet" type="text/css" />
</head>
<body id="home">
    <div style="padding: 10px;">
        <header>
<div class="logo">
<a href="index.html">

<img src="images/logo.png" />
</a>

</div>

<div class="nav">
<ul>
<li><a href="learn.html">Learn</a></li>
<li><a href="#">News</a></li>
<li><a href="game.html">Game</a></li>
<li><a href="#">Record</a></li>
<li><a href="forum1.html">Forum</a></li>

</ul>


</div>
```

```
<div class="btns">
    <p>
        <button onclick=" location.href='login.html'">
            LOG IN</button>
    </p>
    <p>
        <button class="sign" onclick=" location.href='reg.html'">
            SIGN UP</button>
    </p>
</div>
```

```
<div class="btns">
    <p>
        <button onclick="location.href='login.html'">
            LOG IN</button>
    </p>
    <p>
        <button class="sign" onclick="location.href='reg.html'">
            SIGN UP</button>
    </p>
</div>
```

```
<dl>
    <dt>· What is drug?</dt>
    <dd>
    According to Article 357 of the criminal law of the people's Republic of China, drugs refer to opium, heroin, methamphetamine, morphine, marijuana, cocaine and other narcotic drugs and psychotropic drugs that can make people addicted.</dd>
    <dd>
    According to China National Narcotics Control Committee, drugs are divided into 3 categories, including traditional drugs, synthetic drugs and new psychoactive substances (also known as new drugs). Among them, the most common drugs are cannabinoids, opioids and cocaine.</dd>
</dl>
<dl>
    <dt>· What is the earliest drug like?</dt>
    <dd>
    Drugs originated in Germany. In slave society, people planted and collected original plants of drugs for recreation, disease treatment or religious and tribal celebrations. In the 9th century, opium poppy was imported into Chang'an, the capital of the Tang Dynasty.</dd>
</dl>
```

```
<dl>
    <dt>· What are the sources of drugs in the world?</dt>
    <dd>
    One of the three major drug sources in the world is the "Silver Triangle" in South America.</dd>
    <dd>
    The "Silver Triangle" is a newly emerging drug base in Africa, including the border areas of Nigeria, Ghana, Kenya, Sudan and South Africa. Its "1st product" is marijuana. The area of cannabis cultivation in South Africa alone exceeds 820000 hectares.</dd>
    <dd>
    In addition, Africa is also the main transit point for world drug trafficking, and Morocco is the main distribution center for transporting cannabis from Africa to the European drug market. Whether cannabis from the "Silver Triangle" in Africa or opium, heroin and other drugs from the "Golden Triangle" in Asia, most of them are transported to Europe and other parts of the world through seaports, airports and roads in African countries.</dd>
    <dd>
    Another major drug source in the world is the "Golden Triangle" in Southeast Asia.</dd>
</dl>
```

```
<script src="js/jquery.js" type="text/javascript"></script>
<script src="js/jquery.bxslider.js" type="text/javascript"></script>
<script type="text/javascript">
    $('.box-slider').bxSlider({
    controls: false,
    });
</script>
```

```
<script>
    var timeClock;
    document.getElementById("button1").onclick = function () {
        var num = 50;
        document.getElementById("dialog").style.display = "block";
        timeClock = setInterval(function () {
            num--;
            document.getElementById("time").innerHTML = num;
            if (num == 0) {
                clearInterval(timeClock);
                document.getElementById("dialog").style.display = "none";
                document.getElementById("time").innerHTML = 50;
            }

        }, 1000)
    }
</script>
```

```
<script>
    document.getElementById("button1").onclick = function () {
        var timeClock1;
        document.getElementById("p4").style.display = "none";
        document.getElementById("p5").style.display = "none";
        var num1 = 2;
        timeClock1 = setInterval(function () {
            num1--;
            if (num1 == 0) {
                clearInterval(timeClock1);
                document.getElementById("dialog1").style.display = "block";
            }

        }, 1000)

    }
    document.getElementById("close").onclick = function () {
        document.getElementById("dialog1").style.display = "none";

    }


    document.getElementById("talk").style.display = "none";
    var timeClock;
    var num = 5;
    timeClock = setInterval(function () {
        num--;
        if (num == 0) {
            clearInterval(timeClock);
            document.getElementById("talk").style.display = "block";
        }

    }, 1000)
</script>
```

CSS

```
* {
    margin:0px; padding:0px;}
ul{
    line-height:1.5;
    font-family:Arial;}

.clear{clear:both;}
li{ text-decoration:none;}
a, li {list-style:none;}
#LOGO {width:150px; margin:0 auto;}
#body{ background:#E3E3E3 url(../images/bg1.png) no-repeat; background-size:100% 100%; height:100%; }
#header{ background:#1e2f3d url(../images/bg.png) repeat-x; background-size:100% 50px; height:50px;}
#top{ background:#1e2f3d url(../images/topic.png) no-repeat; background-size:100% 100%; height:100px;}
#center { overflow:hidden;}
#center .back{ float:left; background:url(../images/bg.png); width:80px; height:80px; background-size:100% 100%; text-align:center;}
#center .back img{
    width: 26px;
    height: 26px;
    margin-top: 22px;
}
```

```
*{ margin:0px; padding:0px; }
ul{ list-style:none; }
.switch{ padding:15px 30px; font-size:24px; width:200px; border-radius:10px; outline:0; }
.switch .cf{ float:left; width:400px; }
.switch .cf .flash{ float:left; }
.list { margin-top:30px; }
.list ul{ height:850px; overflow:auto; }
.list li{ border-top:1px solid #1e2f3d; padding-top:10px; }
.list li .name{ float:left; overflow:hidden; }
.list li .name .time{ font-size:16px; color:#1e2f3d; line-height:40px; margin-left:20px; }
.list li .img{ float:left; }
.list li img{ width:80px; }
.list li .cf{ float:left; line-height:80px;font-size:24px; margin-left:30px; }
.list li .cf .intel{ margin-top:30px; overflow:hidden; margin-bottom:20px; }
.list li .cf .intel .time{ float:left; }
.list li .time .left{ padding-left:20px;line-height:1; font-size:16px; color:#999; width:640px; }
.pp{ position:absolute; top:100px; right:0px; width:300px; }
.ew-support margin-top:15px; text-align:center; }
.hidden{ width:27%; float:left; }
.pp .hidden .left{ float:left; }
.intel .left{ width:100%; margin:0 auto; background:#fff; text-align:center; padding:20px 0px; position:relative; border-radius:10px; }
.intel img{ width:60%; height:200px;}
.intel .left2 .assistant{position:absolute; left:78px; width:130%; top:14%; z-index:9999;}
.intel .left2 h2 font-size:42px; color:#7c7c7c; max-width:50%; margin:0 auto;}
.intel .left2 p{ font-size:30px; color:#7c7c7c; margin-top:40px; max-width:50%; margin:0 auto;}
```

```
.login{ float:right; margin-right:20px; color:#2711a8;
        background: #fff;
    text-align: center;
    padding: 5px 30px;
    position: relative;
    border-radius: 40px; font-size: 22px;
    margin-top:20px;
    overflow:hidden; }
.login a{ color:#2711a8;
    font-size: 22px; }
```

```
.qu1{ cursor:pointer; position:absolute; top:-10px; left:206px;}
.qu2{ cursor:pointer; position:absolute; top:246px; left:0px;}
.qu3{ cursor:pointer; position:absolute; top:90px; left:585px;}
.qu4{ cursor:pointer; position:absolute; top:246px; left:246px; }
.qu5{ cursor:pointer; position:absolute; top:370px; left:467px; }
.qu6{ cursor:pointer; position:absolute; top:460px; left:164px;}
```

(Not all the language is displayed due to space limitations.)

```
@-webkit-keyframes move
{
  0%, 65%{
    -webkit-transform:rotate(0deg);
    transform:rotate(0deg);
  }
  70% {
    -webkit-transform:rotate(6deg);
    transform:rotate(6deg);
  }
  75% {
    -webkit-transform:rotate(-6deg);
    transform:rotate(-6deg);
  }
  80% {
    -webk
    trans
  }
  85% {
    -webk
    trans
  }
  90% {
    -webk
    trans
  }
  95% {
    -webk
    trans
  }
  100% {
    -webk
    trans
  }
}
```

```
@keyframes move
{
  0%, 65%{
    -webkit-transform:rotate(0deg);
    transform:rotate(0deg);
  }
  70% {
    -webkit-transform:rotate(6deg);
    transform:rotate(6deg);
  }
  75% {
    -webkit-transform:rotate(-6deg);
    transform:rotate(-6deg);
  }
  80% {
    -webkit-transform:rotate(6deg);
    transform:rotate(6deg);
  }
  85% {
    -webkit-transform:rotate(-6deg);
    transform:rotate(-6deg);
  }
  90% {
    -webkit-transform:rotate(6deg);
    transform:rotate(6deg);
  }
  95% {
    -webkit-transform:rotate(-6deg);
    transform:rotate(-6deg);
  }
  100% {
    -webkit-transform:rotate(0deg);
    transform:rotate(0deg);
  }
}
```

Final Display



Browsing the home page.



Learning from the 'Learn' module.



Choosing from games.



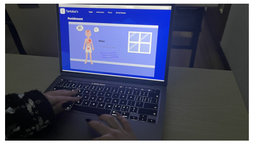
Reading the questions on the question cards.



Answering questions on the question cards.



Choosing from scenes.



"Remove Cocaine".



Closing the pop-up window.



Browsing through the forum.