

be  
weird





Digital Space Concept:

# be weird

A whimsical, offbeat world where users are encouraged to let go of societal norms and explore their true, weird selves—or even experiment with completely new personas.

It's a space to have fun, laugh, and enjoy unfiltered self-expression.

**Interactive "Weird Zones":** The world could be divided into various humorous and bizarre zones like the "Forest of Funny Fears," "Pool of Random Thoughts," and "Mountain of Mismatched Socks," all representing the quirky, unpredictable side of the human mind.

**Shape-shifting Avatars:** Users can customize their avatars to be anything—turn into a pickle, a floating head, a sentient blob of jello, or even an abstract shape.

No need to adhere to normality!



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## Engagement Mechanics:

### Weird Challenges:

Rather than emotional or mental challenges, the focus is on bizarre, fun tasks.

### Daily Weirdness Quests:

Users are given tasks like "Talk only in rhymes for 10 minutes" or "Send a message to another player using only emojis."



### Collaborative Chaos:

Players can team up to solve absurd puzzles like "Find the lost sock in the Sea of Forgotten Items" or build a random object from floating clouds.

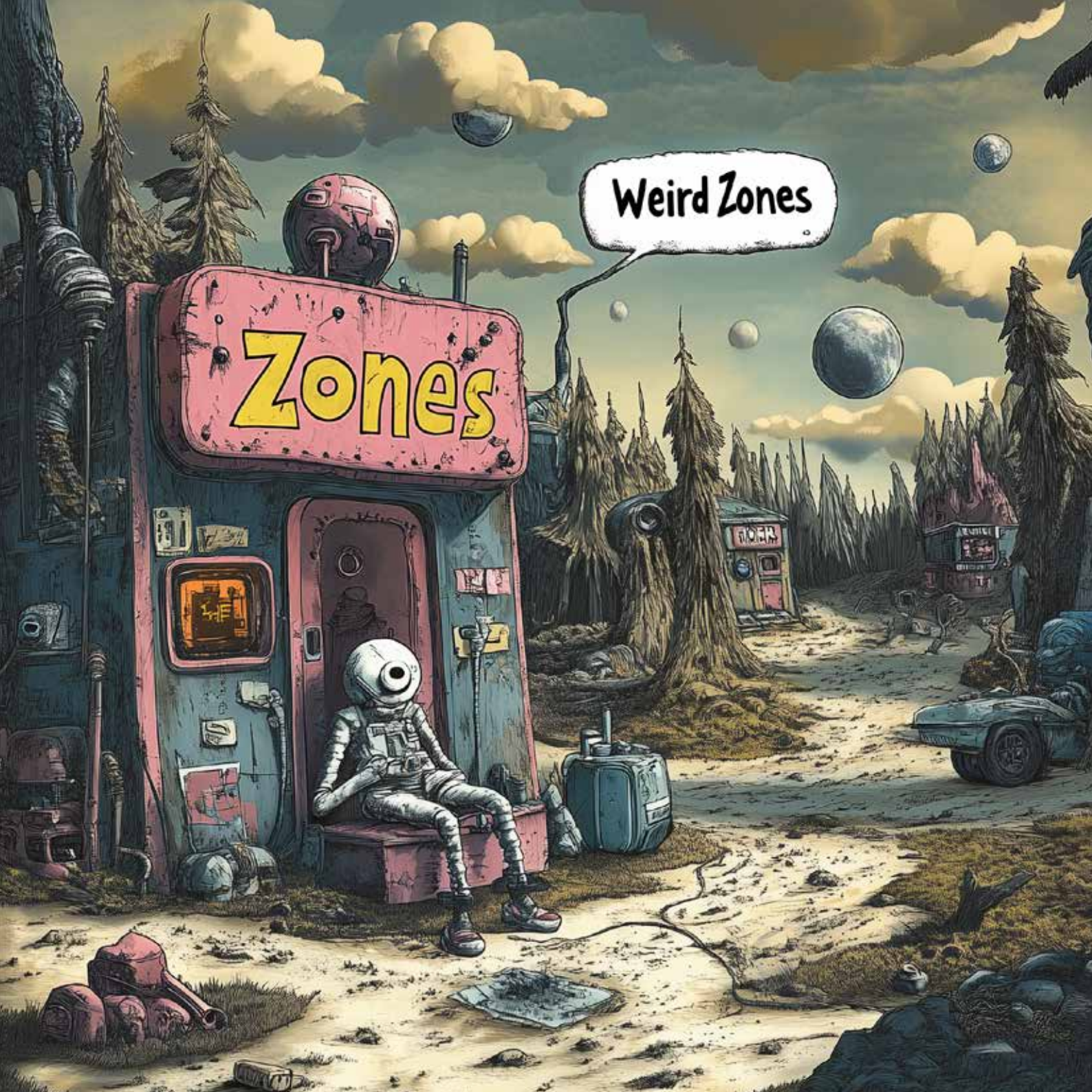
### Personality Experiments:

Encourage users to "swap personalities" with other players for a day or just try out different personas. One day they might be a jester; the next day, they might embody pure chaos.



Weird Zones

Zones





# Safe Space for Weirdness:

This world fosters an environment where no one judges the weirdness. In fact, the weirder you get, the more rewards you unlock.

## Unmasking Mode:

A feature that lets people remove the pressure of everyday life and just "be weird." They can express their deepest oddities without fear of judgment or ridicule.





## Community Features:

### Weird Pin Drops:

Players can drop "weird" pins to show where they are in their personal weird journey. It could be a moment of nonsensical joy, a bizarre thought, or just a place to laugh.

### Random Acts of Weirdness:

At random times, players could receive playful prompts like "Send a bizarre compliment to a stranger" or "Make up a strange dance for no reason."







Weird  
Zones

Zones





Send a bizarre

We all have  
a story to tell

NO REASON.



## Customization & Personal Spaces:

### Weird Rooms:

Personalize "weird rooms" where users can decorate with silly, strange, and absurd objects like levitating bananas, dancing shoes, or a mirror that talks back with nonsense.



### Avatar Customization:

Besides physical customization, users could change the way their avatars move, sound, or interact. For instance, they could make their character walk upside-down or communicate through nonsensical sounds like honks or giggles.

Invite your friends to your Weird Rooms  
for a party!







weird

weird EMOMO  
rooms

weird

weird

Hello  
EMOMO

Weird rooms



# Weird Social Dynamics:



## Weird Encounters:

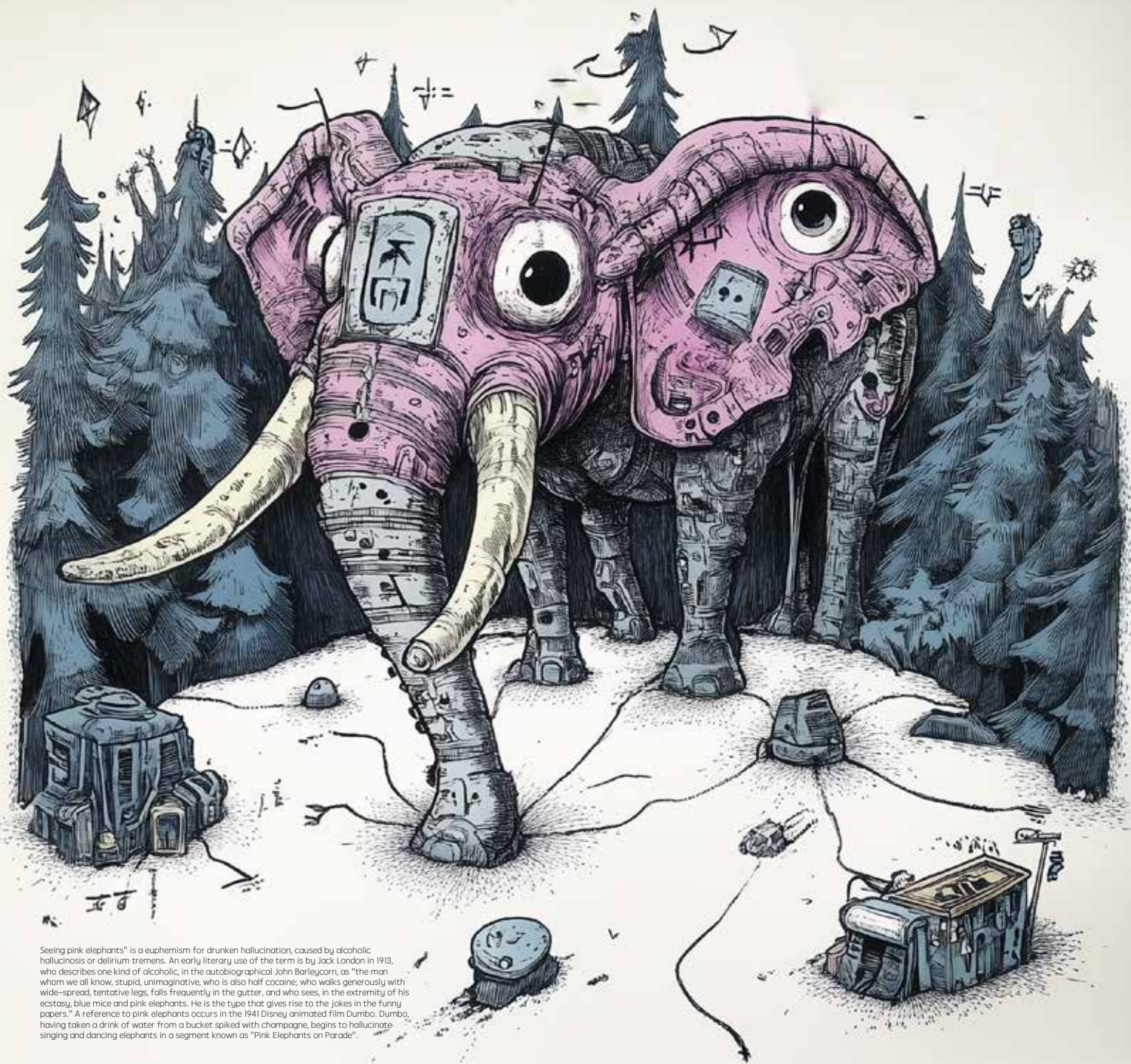
When two users meet in the digital space, instead of a typical conversation, they could play games like "Weird Word War," where they try to outdo each other with the most random, funny phrases.

## Weird Polls & Votes:

Host daily community polls on the weirdest thoughts or ideas. For example: "If you could eat clouds, what flavor would they be?"







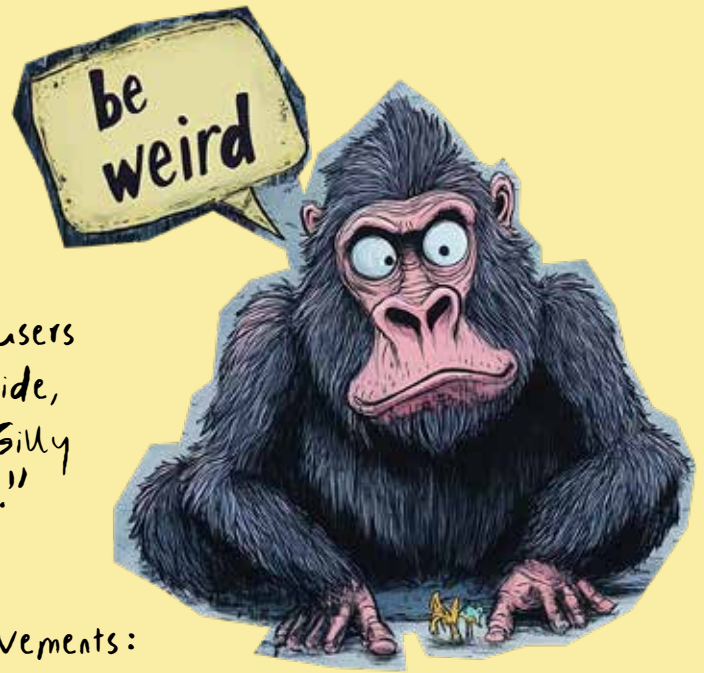
Seeing pink elephants" is a euphemism for drunken hallucination, caused by alcoholic hallucinosis or delirium tremens. An early literary use of the term is by Jack London in 1913, who describes one kind of alcoholic, in the autobiographical John Barleycorn, as "the man whom we all know, stupid, unimaginative, who is also half cocaine; who walks generously with wide-spread, tentative legs, falls frequently in the gutter, and who sees, in the extremity of his ecstasy, blue mice and pink elephants. He is the type that gives rise to the jokes in the funny papers." A reference to pink elephants occurs in the 1941 Disney animated film Dumbo. Dumbo, having taken a drink of water from a bucket spiked with champagne, begins to hallucinate singing and dancing elephants in a segment known as "Pink Elephants on Parade".



## Gamification:

### Weirdness Scale:

A fun tracker that shows how "weird" someone has gotten. As users embrace more of their eccentric side, they can unlock odd titles like "Silly Sockmaster" or "Captain Random."



### Leaderboards for Weird Achievements:

Keep track of the most hilariously weird interactions, random acts of kindness, or bizarre challenges completed.







## Mobile App & Notifications:

### Weird Alerts:

Send push notifications with silly prompts like "Have you laughed today? Time to find something ridiculous!" or "It's time to embrace your inner weirdo."



### Mood Shifter:

The app could reflect your mood and alter the world based on your emotional state, turning your avatar's surroundings into silly, chaotic environments when you're feeling stressed.





# be weird

## 1. 数字空间概念：

"BE WEIRD"（做自己，够怪）：这是一个古怪离奇的世界，用户可以在这里尽情释放真实、怪异的自我，甚至尝试全新的角色。这是一个充满乐趣、笑声和无拘无束自我表达的空间。

互动的“怪诞区域”：世界可以划分为各种幽默怪异的区域，比如“搞笑恐惧森林”、“胡思乱想池”和“错配袜山”，它们象征着人类思维中古怪、不可预测的一面。

变形的虚拟形象：用户可以自定义他们的虚拟形象，变成任何东西——变成一根腌黄瓜、一个漂浮的头、果冻般的怪物，甚至是抽象的形状。无需遵守常规！



## 2. 参与机制：

怪诞挑战：不再是情感或心理挑战，焦点在于怪异和有趣的任务。

每日怪诞任务：用户会收到任务，比如“10分钟内只用押韵的方式说话”或“只用表情符号给另一个玩家发送消息。”

合作混乱：玩家可以组队解决荒诞的谜题，比如“在遗忘之海中找到丢失的袜子”或“从漂浮的云朵中建造一个随机物体。”

性格实验：鼓励用户“交换性格”，尝试一天变成别的玩家，或者体验不同的角色。有一天他们可能是个玩笑家，第二天则化身为混乱的化身。

## 3. 怪诞的安全空间：

这个世界营造了一个没有评判的环境。实际上，越怪诞，你解锁的奖励就越多。

卸下面具模式：一个让人们摆脱日常生活压力的功能，只需“怪诞一把”。他们可以毫无畏惧地表达自己内心最奇特的一面。



#### 4. 社区功能：

怪诞点标：玩家可以投放“怪诞”标记，显示他们在个人怪诞旅程中的位置。可以是某个荒诞的快乐时刻、一个怪异的想法，或只是一个大笑的地方。

随机怪诞行为：在随机时刻，玩家可能会收到有趣的提示，比如“给陌生人发个奇怪的夸奖”或“随意跳个怪舞。”

#### 5. 自定义和个人空间：

怪诞房间：允许用户创建“怪诞房间”，用搞笑、奇特和荒谬的物品进行装饰，比如漂浮的香蕉、跳舞的鞋子或一面胡言乱语的镜子。

虚拟形象自定义：除了物理外观自定义，用户还可以改变他们虚拟形象的动作、声音或互动方式。例如，他们可以让角色倒着走路，或者通过喇叭声或咯咯笑声来交流。

#### 6. 怪诞的社交动态：

怪诞邂逅：当两个用户在数字空间中相遇时，他们可以玩类似“怪诞词语大战”的游戏，看看谁能说出最随机、最有趣的句子。

怪诞投票：每天举办社区投票，讨论最怪异的想法。例如：“如果你能吃到云朵，它会是什么味道？”

#### 7. 游戏化：

怪诞度量表：一个有趣的追踪器，显示某人有多“怪”。随着用户越来越接受自己古怪的一面，他们可以解锁奇特的头衔，比如“袜子大师”或“随机船长”。

怪诞成就排行榜：跟踪最滑稽的怪诞互动、随机的善意行为或完成的荒诞挑战。

#### 8. 移动应用程序和通知：

怪诞提醒：发送推送通知，带有搞笑提示，比如“你今天笑过了吗？是时候找些荒诞的东西了！”或“是时候拥抱你内心的怪咖了。”

情绪转换器：应用程序可以反映你的情绪，并根据你的情感状态改变世界。例如，当你感到压力时，你的虚拟形象周围的环境会变得滑稽而混乱。









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EMOJI

Arcane  
Asylum

It's  
just  
pickles!  
EMOJI

NAGA

Walking in the  
hallways