

DESIGN FOR EMOTION

BEYOND FUNCTION & STYLE

FINAL MAJOR PROJECT
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PHENOMENAL REFLECTION

Adding karaoke function to cars has become popular among Chinese car companies in the past few years. However, users have reported in interviews that using it while driving will distract the driver's attention and may cause some harassment, leading to safety risks. So why not sing in a larger space at home if you can only use it in parking?



Interview from speedsters

OVER-FUNCTIONAL?
design to show off



MINIMALISM?

Another design philosophy is minimalism, an old theme. However, the practice of car companies in this area is not ideal. Minimalist design for the sake of minimalism seems to be more common, leaving a "sexless", monotonous and boring stereotype in many users' minds.



POLESTAR

As a well-known Scandinavian brand with a passion for minimalism, the Polestar 2 has only sold 1,717 in China in 2022 and even required a one-third price cut to promote it.



TESLA

In a 2022 Tesla user survey initiated by *EV USERS UNION* with 206 owners, users described the interior of the Tesla as a "roughcast house" and wished that Tesla could improve the interior to be **less minimalist**, with ambient lighting etc.



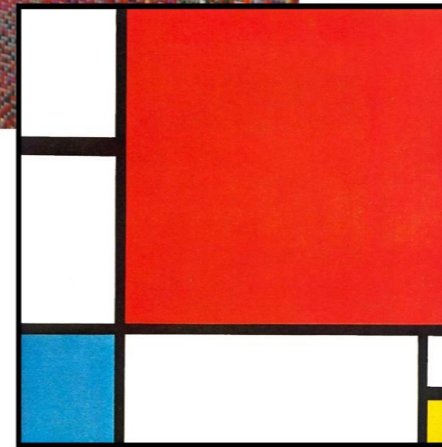


STRUGGLE& ANXIETY



POSITIVE& HOPE

EMOTION
EMOTION
EMOTION
EMOTION



HARMONIOUS& CALM

Modern arts is not concerned with functionality, minimalism or complexity, but it can resonates with people's emotions and bring emotional value that is powerful.

POWER OF EMOTION

BRIEF



TARGET USER & BACKGROUND



Young people are getting more and more anxious in china -especially in big cities. The *Young People's Anxiety Report* survey shows that **96% of young people are anxious and 54% of them see anxiety as the norm.** A search for "anxiety" on Weibo(social media) brings up 100 million related blog posts, 30,000 accounts and more than 40,000 topics. This negative emotion is increasing.

Age 20-30

Young people with average family financial status. Live and work in mega cities in China.

Don't have private car.

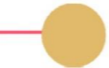


SCENARIO: way back home after work

This is the transition phase between two completely different scenes that young workers experience almost everyday, where people's emotional changes and behaviors are worth studying.



work



home

TARGET

create an experience to help people better adjust their mood from anxiety and bring positive emotional impact.



EMOTION & BEHAVIOR PATTERN SURVEY

Similar behavior & emotions

time line user	Half an hour before the end of work		Off-duty moment		Way back home			After arriving home	
	emotion	behavior	emotion	behavior	mode	emotion	behavior	emotion	behavior
1	Look forward to getting off work, impatient.	Checking the time frequently, unfocused at work.	Happy, like winning a prize.	Quickly pack the bag.	Subway, 20mins	Anxious, annoyed by congested traffic and noise.	Put on the headphone and play with mobile phone.	Free, relaxed	Throwing the bag on the sofa, turn on the stereo and lounging on the sofa, have digital entertainments for 20mins, then have dinner.
2	Eager for getting off work, want to go home as soon as possible.	Frequent checking of mobile phone	Happy, relaxed	Quickly pack the bag.	Walk, 15mins	Annoyed by too many people in the city.	Chat with parents and friends on mobile phone.	Free, but sometimes feels controlled by the phone app and can't help to waste time, feel empty and anxious.	Throwing the bag on the sofa, start steaming the rice, lock the bedroom door then lounging on the bed and play mobile phone.
3	Eager for getting off work, impatient.	Frequent checking the time	Excited, relief	Hire a taxi by mobile phone.	Taxi, 15mins	Feel slightly relaxed, sometimes annoyed by traffic jams & noise.	Play with mobile phone or take a nap.	Relaxed, free peaceful.	Throwing the bag on the sofa, order a takeaway, lock the bedroom door then lounging on the bed and play with mobile phone for 15mins.
4	Feel more and more relaxed, impatient.	Frequent checking of mobile phone or do some small work.	Happy, relaxed	Walk away from the leader.	Subway & walk, 40mins	Tired, feel irritable by crowd and noise, exacerbates negative emotions.	Put on the headphone to shut out the noise, play with mobile phone.	Peaceful, relaxed	Throwing the bag and jacket on the bed, change the clothes then lounging on the seat and play mobile phone, feel most relaxed at this moment.
5	Eager for getting off work, feel more and more relaxed.	Play with mobile phone, organize memos.	Lazy and relaxed.	Unwrap the tie and pack the bag.	Shared bike or walk, 13mins	Relaxed, enjoy riding in quiet and green area, Hate bad weather, crowded, noise and car emissions.	Enjoy the roadside scenery.	Peaceful, feel relaxed and empty after playing with mobile phone.	Throwing the bag on the floor, take off the clothes, then lounging on the seat and play mobile phone for 30 mins.
6	Eager for getting off work, feel more and more relaxed.	Check the time frequently, play with mobile phone.	Happy and relaxed.	Leave soon after clocking out.	Bus and walk, 30mins.	Traffic jams and noise add to irritation, the harsh light is uncomfortable. Sometimes feeling tired and confused.	Play with mobile phone, sometimes in a trance.	Peaceful, relaxed. Sometimes feel empty after playing with mobile phone.	Wash the face, lock the bedroom door then lounging on the bed and play mobile phone for 10 mins, feel more peaceful and relaxed.
				⋮					
20	Look forward to getting off work, impatient.	Frequent checking of mobile phone	Happy and relief.	Quickly pack the bag. Leave soon after clocking out.	Subway and walk, 25mins.	Annoyed by traffic jams & noise. Feel anxious in crowd.	Put on the headphone and play with mobile phone.	Relaxed, free peaceful.	Throwing the bag on the bed, lock the bedroom door then lounging on the bed and play with mobile phone for 20mins.



TYPICAL USER JOURNEY

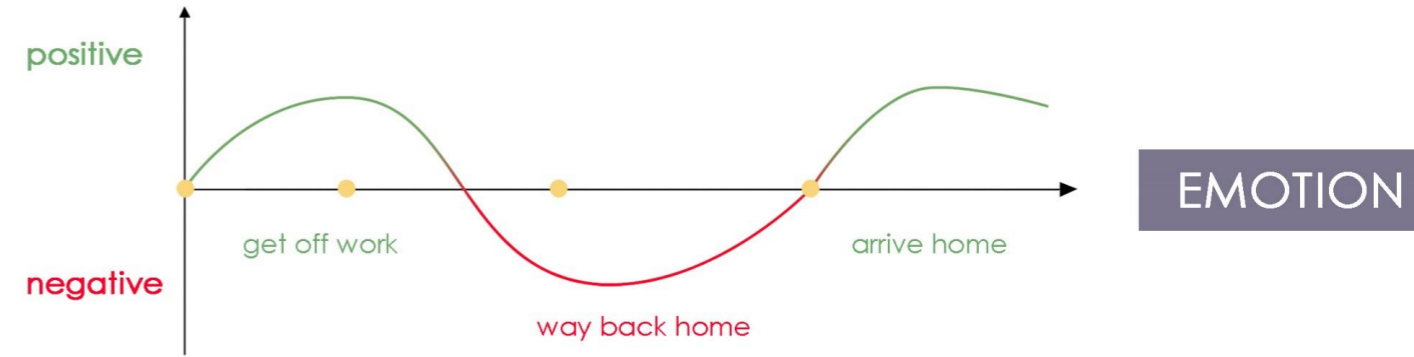
Impatient
Eager for getting off work

Happy & relaxed



Feel anxious and annoyed by noise, harsh light, congested traffic and crowd. Feel depressed by the skyscrapers all around as if they were still at work.

Feel happy and relaxed when riding through quiet and green roads. Smell plants instead of car exhaust.



EMOTION

Physically **tired** but internally **peaceful and relaxed**.
The **most relaxing moment** is when lounging on the bed or sofa.
Sometimes feel **empty after too much time playing with mobile phone**.

Half an hour before the end of work

Off-duty moment

Way back home

After arriving home

Check the time frequently, play with mobile phone.

Quickly pack the bag and leave.

Put on headphones to shut out the noise and play with mobile phone to kill time.

Throwing the bag and jacket on the sofa, locking the bedroom door then lounging on the bed or sofa and playing with mobile phone for a while before doing other things.



SUBCONSCIOUS



BEHAVIOR

In the survey I found that most users' emotional changes from work to home and the external factors that cause such changes were highly similar, along with some almost consistent subconscious behaviors. Based on these information I summarize a typical user journey and the emotional changes that coincide with it.

WHAT AFFECTS PEOPLE'S EMOTIONS?

NEGATIVE

car exhaust crowd
surrounded by skyscrapers
noise harsh light
bad weather
traffic jam

EXTERNAL

POSITIVE

cool weather
quiet nature sight
Less crowded
plant scent

INTERNAL

SUBCONSCIOUS BEHAVIOR



lock the bedroom door, throw away the bag and jump on the bed.

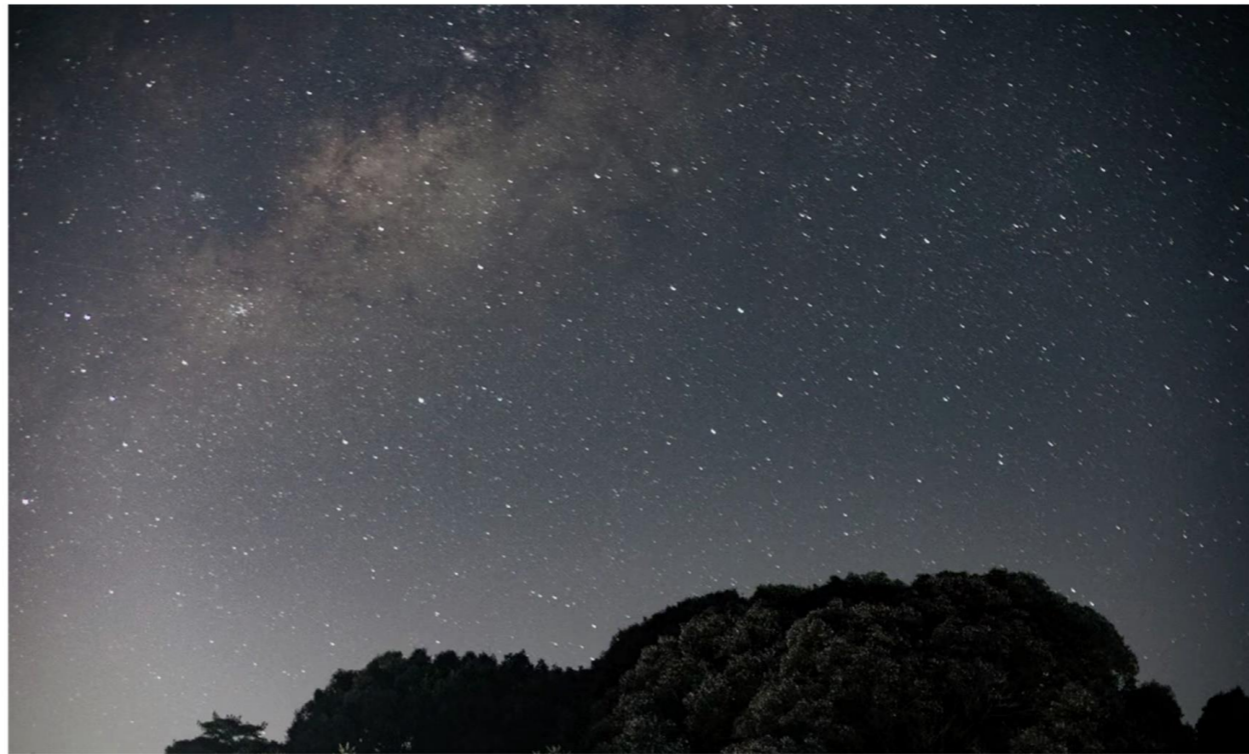
“It’s like signal for me to feel completely detached from work, to throw away the stress and return to my own private space, feel more secure and relaxed.”



Photographed by Mr. Wang, 25, Shanghai

"When it rains, the sound of rain makes me feel relieved. I like the smell of dirt and grass in the rainy air. I feel lucky to see rainbows once in a while."

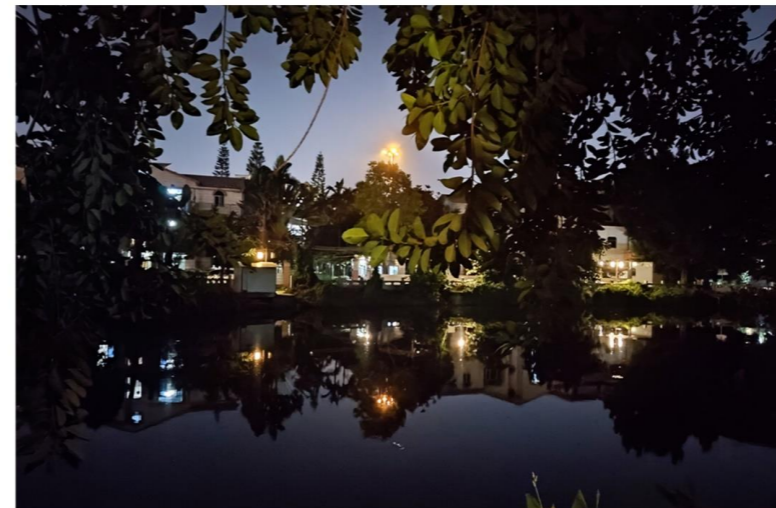
UNEXPECTED PLEASURES?



Photographed by Ms. Huang, 24, Guangzhou

"Feeling nature is rare in daily life in a mega city."

Mr. Lin, 26, Guangzhou



Photographed by Mr. Lin, 26, Guangzhou

"When I work overtime and come home in the evening, it makes me feel relieved to look up and see the sky full of stars."

"On my way home from work, I pass a pond where I can hear the sound of frogs in summer, reminding me of my childhood memories of catching frogs in the countryside."

EMOTIONAL NEEDS ANALYSIS

What do they mean for people?



Why jump on the bed?

the moment brings back
memories of the uninhibited
joy of childhood

“free of constraint”



Lock the bedroom door

sense of security
private space for self-release

“do whatever I want without
caring about what others think”



Nature elements

reminds people of good
memories of nature & childhood

“a brief isolation
from anxious society”

Freedom

Self-release

Childlike feeling

DOES PLAYING WITH PHONE REALLY RELIEVE STRESS?



No matter in any free time, playing mobile phones has become a habit for many commuters.

"I feel controlled by the algorithm but can't resist the urge to swipe the screen"

PSYCHOLOGICAL ANALYSIS

"Watching short videos to relieve stress is a manifestation of people projecting their negative emotions onto the internet, but this approach is ultimately only temporary. Relieving stress in the virtual world is only a temporary psychological relief, it does not solve the real-life stress problem, and long-term addiction to it will only have the opposite effect."

Ms. Meng, Psychological Counselor

"When I play with my phone for a long time, I feel "so tired" and when I put it down, I feel "life is not worth it". The last time I dropped my phone in the toilet by accident, I had no choice but to stay up without mobile phone for an afternoon, and for no reason at all, I thought about taking a year off from school to experience life in society. I don't know what happened to me, but it's true that the thoughts I had that afternoon were almost the sum total of my thoughts since the holidays. When did my world become a square inch in the palm of my hand? I've never even felt the world properly yet. I'm ashamed to say that I've kept a handwritten diary for eight years, and I thought each record was an introspection of my inner self, a habit I thought wouldn't be eroded by electronics... and yet I haven't written in 38 days."

Netizen comment

Subway in Shanghai



Subway in London



EXPERIMENT



30mins

I asked 10 respondents try not to play with mobile phone for 30mins after they arriving home from work and lounging on the sofa as normal. I wanted to find the changes in people's psychology when they stop using their mobile phones without the interference of negative external factors.

"The insecurity I thought I would feel didn't appear. I used to subconsciously check my phone every now and then for fear of missing a message no matter what I was doing, but this time, as I wasn't allowed to look at my phone I didn't have that thought and just read a book in peace. It was a wonderful feeling, like when you are taking an exam and you know that no one will disturb you and you just need to concentrate on your paper and finish it without any distractions."

Ms. Guo, 24, Shanghai

"At first, I felt a little confused and didn't know what to do. Later, I began to think about how long I would play games tonight, when I should go to bed, and whether I forgot to do anything. With some general planning, I felt less muddled and calmer."

Mr. Lin, 26, Guangzhou

Respondents reported that during the half hour without their phones they were more focused, consciously thinking about things to do and short or long term plans, and had a more real sense of time and life. The urge to play with the phone after half an hour was also reduced.



"I feel better without smartphone"

CONCEPT

A private space can evoke the childlike feeling of freedom and carefree.

