



Project: Circles Team PARKER

Social distancing

New frontiers

Team Members:

Liu SU

Lin BAO

Daniele CARLINI

Naiquan GU

Experience Design: Social & Environment
Professor Kaja Tooming Buchanan, Ph.D.

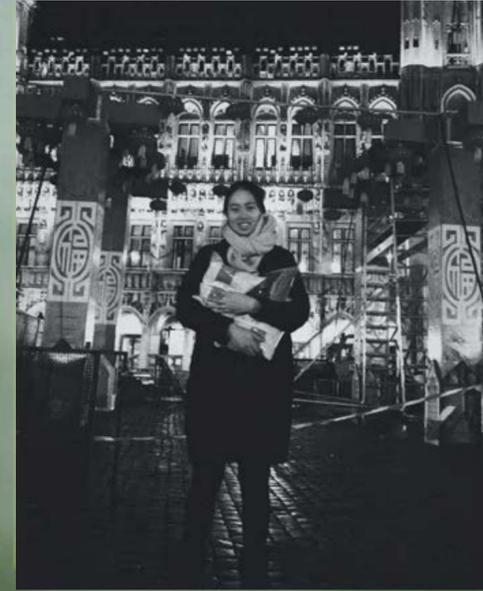
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Team members



Liu SU

**Environment Design
Tongji University**



Lin BAO

**Interaction Design
Tongji University**



Daniele CARLINI

**Product Design
Politecnico di Milano**



Naiquan GU

**Environment Design
Tongji University**

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Introduction

From the beginning of 2020 the whole world has experienced what will be remembered as the first **world health crisis** of the XXI century.

The COVID-19 spread quickly, and without rapid forecasting we had to face a completely new situation with very short notice.

We're now living in a stage where the consequences of the plague are visible and clear to everybody, from the huge amount of deaths to all those side effects not directly related to the virus itself.

Social distancing plays an **undeniable and precious role** in this scenario.

The "new distance" helps us to drastically limit the spreading of the virus and, hopefully, its extent.

Despite its undeniable benefits, social distancing has **inevitable negative sides** too.

The **social fabric** of our society will forever be affected by it, with a "**new normality**" to face and embrace.

We need to show **resilience, as individuals and communities**; adapt to the new situation without losing all those **values** that brought our contemporary society to its development.

SOCIAL DISTANCING DEFINITION:

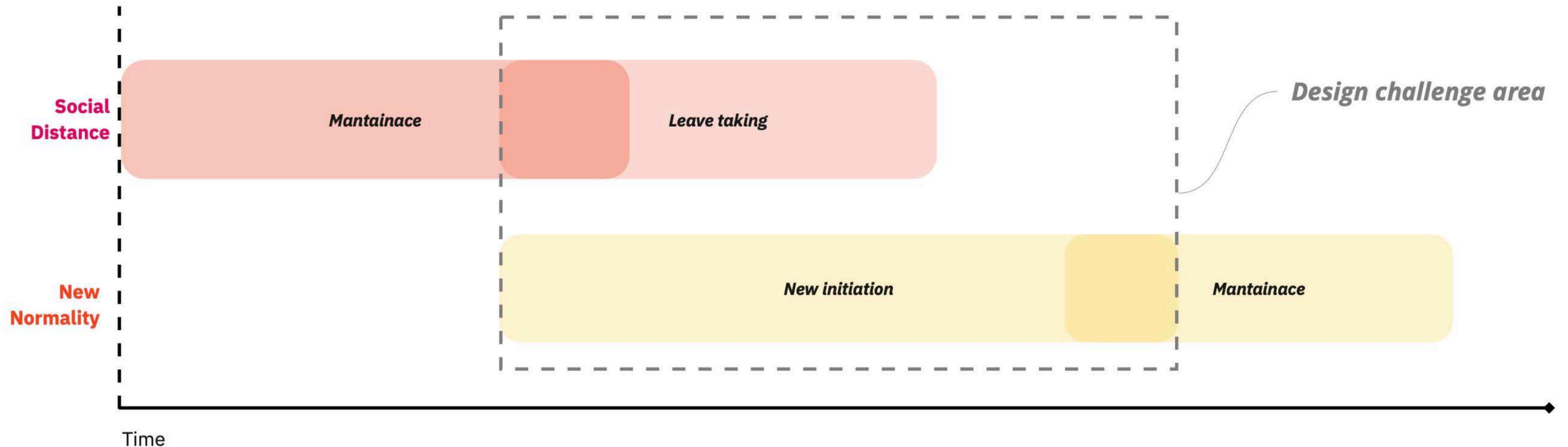
*Social distancing is a new **social order** during the COVID-19 period. It requires people to maintain more distance from others in public places on **morality, psychological and policy** level, so as to avoid potential interpersonal transmission of the virus.*

*It is a **modification of the basic parameters of human society**, which greatly affects almost all aspects of the world in the **process of transition** from old social orders to new ones.*

Design challenge & Analyses

The design challenge is how to make the transitional process of leave-taking from the maintenance of social distancing **less stressful and safe**, so that the initiation of re-opening the society (businesses, school, etc.) **reduces the fear and anxiety** of people.

- Given by Kaja Tooming Buchanan



A woman with a braid and a man are sitting on a bench outdoors. Both are wearing light blue face masks. The woman is on the left, wearing a teal top and white sandals. The man is on the right, wearing a blue shirt. They are in a park-like setting with trees and grass. A semi-transparent white box with text is overlaid on the image.

GENERAL PURPOSE:

*To explore how to help people to have a **rational self-protection awareness** while at the same time to better carry out **outdoor public interaction** and activities.*

*To encourage individuals to have **people-to-people interactions** in public spaces within the limitations of social distancing.*

Methods

DISCOVERY PHASE

- a. Methods
- b. List of Theory
- c. Theoretical Framework
- d. Strategic Framework
- e. User Profiles
- f. Evidence of Issues
 - i. Area of Issues 1
 - ii. Area of Issues 2
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 - iv. Area of Issues 4
- g. Problem Statement
- h. Theoretical Framework Insights
- i. Central Idea
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Literature Review

Brainstorming

Mind mapping

Problem Framing

Concept Mapping

Evidence Mapping

Online Interviews

DEVELOPMENT PHASE

- a. User Profiles
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- n. Significance

Concept Mapping

User Profiles generation

Personas development

User Journey mapping

Sketching

Collage Creation

Gantt chart planning

List of theory

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2. **Buchanan**, Richard, "Surroundings and Environments in Fourth Order Design." Design Issues. Volume 35, Number 1, Winter 2019.
3. **Hall**, Edward T., "Distance in Man." In The Hidden Dimension. New York: Anchor Books, 1969.
4. **Spinoza**, Benedict, "On the Origin and Nature of the Emotions." In Ethics: Preceded by On the Improvement of the Understanding. Ed. James Gutmann. New York: Hafner Press.
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7. **Williams**, Raymond, "Dominant, Residual and Emergent." in Marxism and Literature. Oxford University Press, 1977.
8. **Kotler**, Philip, "Humanistic Marketing: Beyond the Marketing Concept." In Philosophical and Radical Thought in Marketing, Lexington, MA: D. C. Heath, 1987
9. **Solomon**, Robert C., "Sigmund Freud: from 'The Unconscious' and 'Anxiety'." In What Is an Emotion?

Theoretical Framework

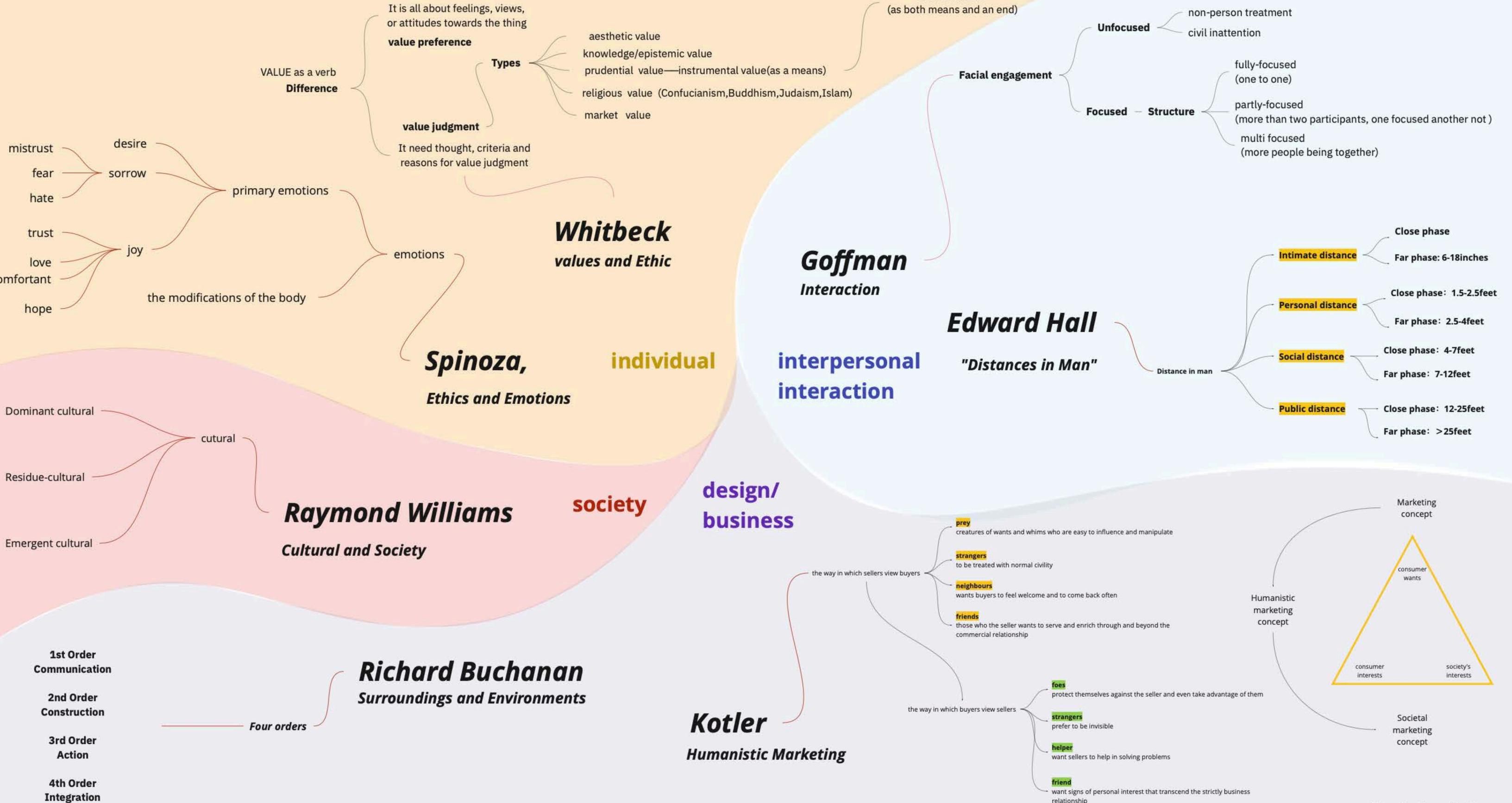


Figure 7. - Theoretical Framework

Strategic Framework

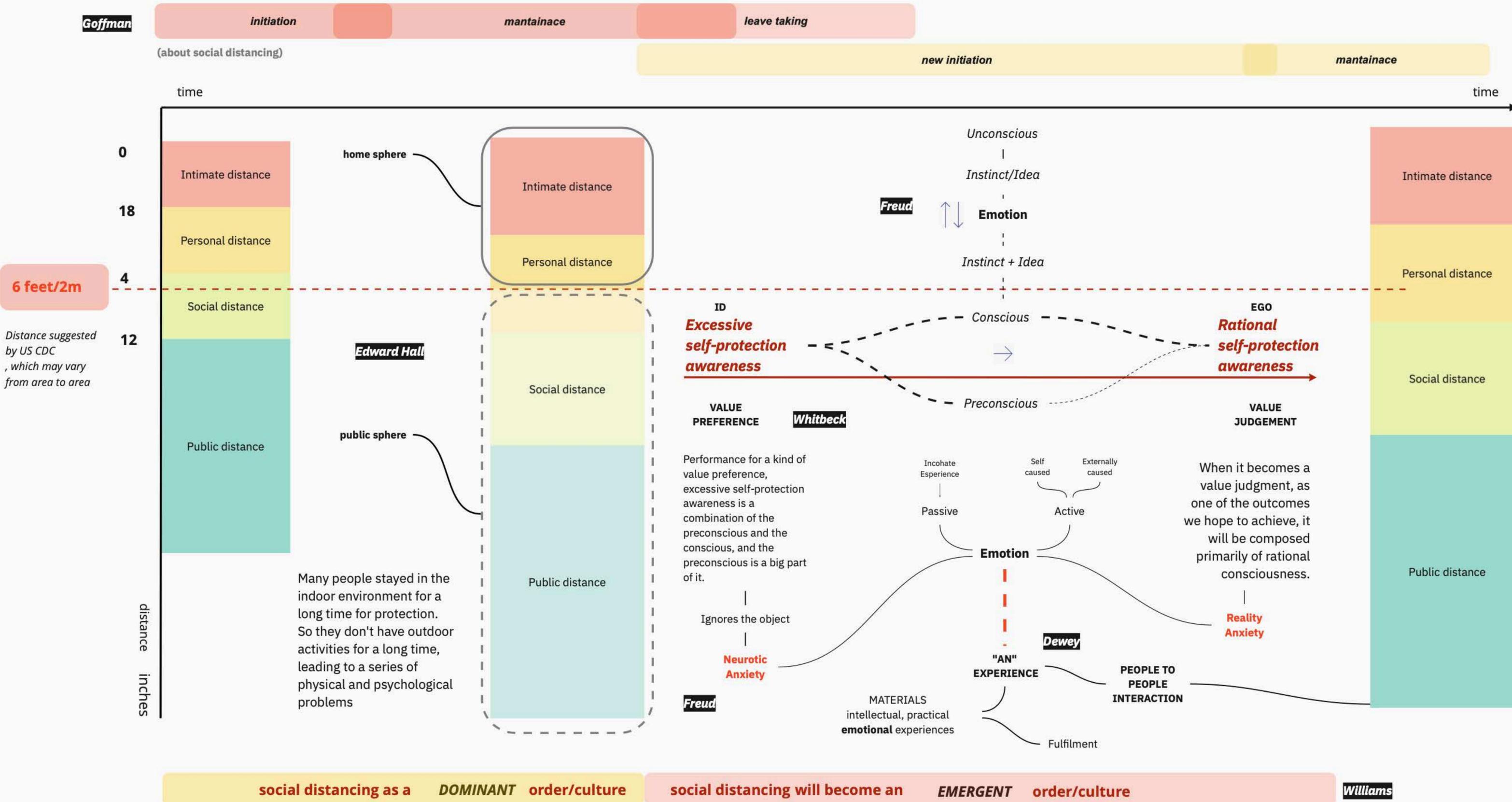


Figure 8. - Strategic framework

User Profiles

Three types of people who have additional psychological pressure, because of the epidemic.

Pressure source

Age:

Gender:

Job:

Companions:

Primary User



Young man working from home

Online course
Online working

20-30
Male/Female
Student/White collar
Alone

Secondary User



The Elderly

Lack of social interaction
and exercise

60-80
Male/Female
Retired
Spouse/Alone

Tertiary User



Medical staff

Huge working pressure

28-50
Male/Female
Medical staff
Colleagues/Alone

Conclusion

Analysis

Psychological stress

Misunderstanding of viruses

Distrust of others

Limitations due to pandemic

New forms of physical social activities emerge

The density of people flow in public places becomes a space easy to be infected

Many channels of physical social interactions are cut off

many people have strong need and habit of talking with others face-to-face

People mainly socialize through video and phone during lockdown time

Some people's lack of awareness of the virus has shifted their fears elsewhere
Fear—Set fire

The health management evaluation of others is lower than that of themselves
Oneself—Others

Misinformation in some media aggravate social panic

Government departments and authoritative medical institutions force or recommend the cancellation of gathering activities and the closure of crowded public places

Staying at home and avoiding face-to-face contact has a huge impact on social interaction, particularly among certain groups who **rely on talking to neighbors as a form of social contact**

since many of us are cut off from normal social interaction, we are **opting for voice and video calls** as the next best thing.

Forms of greeting and social interaction that have been ingrained for centuries are beginning to be **problematized**
Society had already become more **touch deprived and touch averse**

Analysis

The public refused to contact others for fear of infection
Psychological stress—Self-protection

Wrong understanding of virus and its development
Anger—racial prejudice

Some offline gatherings and events become Online

People try to explore online activities to find something interesting

The government's strict control over public places has delayed some places to return to normal

Fear and anxiety—Fear that you or your family or friends are infected. I have been taking my family not to go out to avoid infection. At the same time, many people are buying masks, goggles, disinfectant alcohol and so on out of fear of the unknown. Affected by the epidemic situation, some people have insomnia or insomnia aggravation.

Health problems during the outbreak

Ms. He, 32, remembered that she began to wear a mask when she threw garbage in the building two days ago. During that time, she met her neighbor and said hello. She was very afraid in retrospect and kept challenging her family.

Mr. Tian, 33, hasn't been checking all kinds of epidemic information every day. He is worried about the uncleanliness of the purchased food materials, the ineffective use of the mask, the infection of the express delivery items, etc. He is in a panic all day.

"Technology of fear": Epidemic situation is a kind of self-protection



Ms. He, who has been in London for two years, said she was afraid to go back to China because of the epidemic. She said she was afraid to go back to China because of the epidemic. She said she was afraid to go back to China because of the epidemic.



An advertisement for online church services in Brakes, Arroyo, China, last month.



Before the epidemic is resolved, theaters, chess and card rooms, entertainment halls, Internet cafes, dance halls, bars, KTV, training institutions, indoor swimming pools, enclosed places or sports venues or some areas of sports venues with poor ventilation conditions such as underground spaces will not be opened in the whole province



Some sources (platforms) have launched virtual tourism activities.

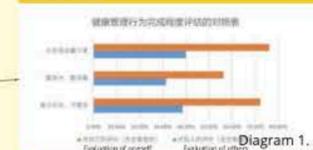


Diagram 1. The evaluation of the completion of their own health management behaviors is higher than that of the people around them.

A research study on emotional contagion and online virality found that the most-emailed New York Times articles in a three-month period were ones that evoked what are called 'high-arousal' emotions such as awe, anger and fear.



Figure 16.

Staying at home and avoiding face-to-face contact has a huge impact on social interaction, particularly among certain groups who rely on talking to neighbors as a form of social contact.

Those aged 70 years and over (and those aged 70 years and over with a self-declared disability) in the UK were the most likely to agree or strongly agree that they regularly stop and talk to their neighbours, at 79.8% (and 74.8% respectively).

Among those aged 70 years and over, stopping and talking to their neighbours was higher in Wales (85.6%) and Scotland (83.3%) than in England (76.3%).



Figure 18.



Figure 19.

Areo. April 21, 2020 Coronavirus and social interaction.

Evidence

Fear and anxiety — fear that you or your family or friends are infected. I have been telling my family not to go out to avoid infection. At the same time, many people are buying masks, goggles, disinfected alcohol and so on out of fear of the unknown. Affected by the epidemic situation, some people have insomnia or insomnia aggravation.

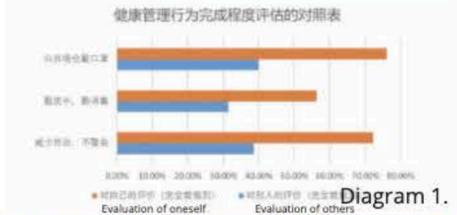
Public negative emotions during the outbreak



Conspiracy Theorists Burn 5G Towers Claiming Link to Virus

Ms. He, 23, remembered that she forgot to wear a mask when she threw garbage in the building two days ago. During that time, she met her neighbor and said hello. She was very afraid in retrospect and kept disinfecting her family.
Mr. Tian, 33, can't help checking all kinds of epidemic information every day. He is worried about the uncertainty of the purchased food materials, the ineffective use of the mask, the infection of the express delivery items, etc. He is in a panic all day.

"Psychological stress" in epidemic situation is a kind of self-protection



The evaluation of the completion of their own health management behaviors is higher than that of the people around them



Mr. Jonathan Mok, who had been assaulted along London's Oxford Street.

A research study on emotional contagion and online virality found that the most-emailed New York Times articles in a three-month period were ones that evoked what are called 'high-arousal' emotions such as awe, anger and fear.

Analysis

Some people's lack of awareness of the virus has shifted their fears elsewhere
Fear—Set fire

The public refused to contact others for fear of infection
Psychological stress—Self-protection

Wrong understanding of virus and its development
Anger—racial prejudice

The health management evaluation of others is lower than that of themselves
Oneself—Others

Misinformation in some media aggravate social panic

Conclusion

- Psychological stress
- Misunderstanding of viruses
- Distrust of others

Issue

Excessive Self-protection awareness

Evidence Map

Figure 9. Mobile network phone masts in front of St Paul's Cathedral in London. VOA News. Jan 28, 2020.
Diagram 1. Assessment diagram for Completion of Health Management Behavior. Baidu News. Feb 04, 2020.
Figure 10. Mr Jonathan Mok, who had been assaulted along London's Oxford Street. TODAY. March 04, 2020.

Evidence



Figure 11.

An advertisement for online church services in Broken Arrow, Okla., last month.



Figure 12.

Increase of social app users

Before the epidemic is resolved, theaters, chess and card rooms, entertainment halls, Internet cafes, dance halls, bars, KTV, training institutions, indoor swimming pools, enclosed places or sports venues with poor ventilation conditions such as underground spaces will not be opened in the whole province

Figure 13.

Strict opening of public places



Some tourism platforms have launched virtual tourism activities

Guidelines of CDC about visiting parks and recreational facilities

Figure 14.

This desynchronisation plays a role in the breakdown of communities due to the lack of consistent human interaction. Commuting, going to the post office, gym time, grocery shopping – these were once reliable, scheduled community moments that are disappearing at accelerated rates. And with the loss of these daily interactions, communities are fracturing. Coronavirus has exacerbated this by removing the functioning normality from cities, leaving urban centres hollow and void of people, and making normal life seem abstract and foreign.

Analysis

Some offline gatherings and events become Online

People try to explore online activities to find something interesting

The government's strict control over public places has delayed some places to return to normal

Conclusion

Limitations due to pandemic

New forms of virtual social activities emerge

The huge flow of people in public space makes this place a unsafe place

Issue

Public spaces being deprived of social value

Figure 11. An advertisement for online church services in Broken Arrow, Okla. New York Times. May 23, 2020.
 Figure 12. Online social demand blowout during the pandemic. Tencent News. Apr 08, 2020.
 Figure 13. A screenshot from Future Consumer 2020 Report . WGSN. May, 2020.
 Figure 14. A screenshot from Future Consumer 2020 Report . WGSN. May, 2020.

Evidence



Figure 15.

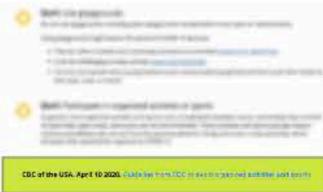


Figure 16.

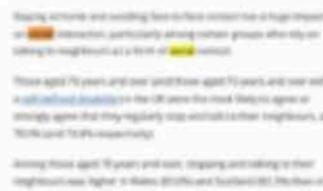


Figure 17.



Figure 18.

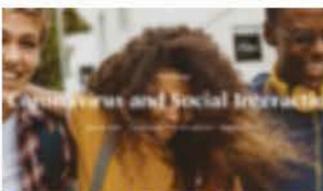


Figure 19.

Areo. April 21, 2020. [Coronavirus and social interaction](#)

Analysis

Government departments and authoritative medical institutions force or recommend the cancellation of gathering activities and the closure of crowded public places

Staying at home and avoiding face-to-face contact has a huge impact on social interaction, particularly among certain groups who **rely on talking to neighbors as a form of social contact**, such as those aged 70 years and over in the UK.

since many of us are cut off from normal social interaction, we are **opting for voice and video calls** as the next best thing.

Forms of greeting and social interaction that have been ingrained for centuries are beginning to be **problematized**. Society had already become more **touch deprived and touch averse**.

Conclusion

Many channels of physical social interactions are cut off

many people have strong need and habit of talking with others face-to-face

People mainly socialize through video and phone during lockdown time

Issue

Limited variety in interactions

Figure 15. Photography of British Prime Minister Johnson when he held a cabinet meeting. BBC News. 21 Mar 2020.

Figure 16. A man getting in contact with his family via mobile phone. BBC News. 09 Apr 2020.

Figure 17. Guideline from CDC to avoid organized activities and sports. CDC of the USA. 10 April 2020.

Figure 18. Coronavirus and social relationships and support for vulnerable groups: 2017 to 2018 and 2018 to 2019. Office for National statistics of UK. 8 April 2020.

Figure 19. Coronavirus changed social interaction. Areo. 21 Apr 2020.

Problem Statement

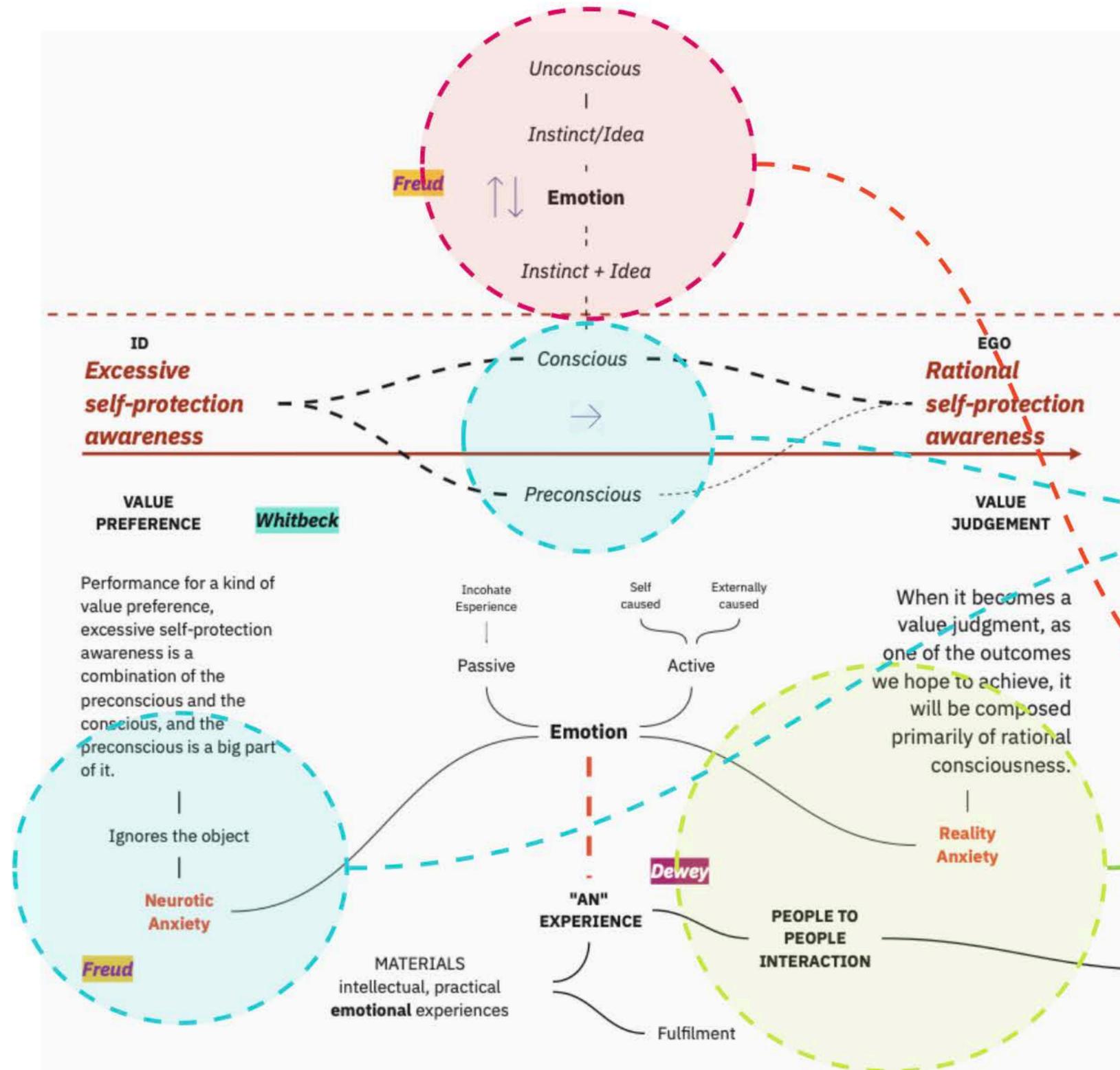
Excessive Self-protection awareness	Public spaces being deprived of social value	Limited variety in interactions
Excessive Self-protection awareness causes suspicion and fear of strangers, and it may still persist in the leave-taking stage.	The closing of public and private activities left a void in the opportunities for people to have interactions. What used to be a place for meeting is now emptied of its social value .	Group gatherings banned; People's remaining in their social comfort zone and having a very limited range of interactions in terms of diversity.

PROBLEM STATEMENT:

*Social distancing during the epidemic strengthened people's awareness of self-protection, which leads to **fear, anxiety, and distrust in face-to-face communication**. People have less opportunities for interactions in **public spaces**, maintaining contacts only with individuals from their social comfort zone.*

*This situation may **still last in the leave-taking stage** when the epidemic is alleviated, resulting in unsatisfactory life experiences.*

Theoretical framework insights



Insights

- 1- People to people interaction can have fully-focused attention and will be a fulfilled experience once people are free from anxiety.
- 2- People cannot shift their preference to value judgement because of anxiety, and therefore fail to a rational self-protection awareness.
- 3- In order to overcome anxiety, it needs to emerge from the subconscious to the conscious by merging instinct and idea.

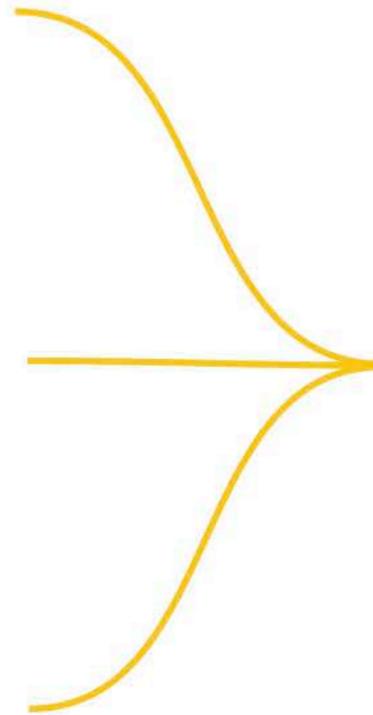
Central Idea

Insights

1- People to people interaction can have fully-focused attention and will be a fulfilled experience once people are free from anxiety.

2- People cannot shift their preference to value judgement because of anxiety, and therefore fail to a rational self-protection awareness.

3- In order to overcome anxiety, it needs to emerge from the subconscious to the conscious by merging instinct and idea.



Central idea

To create circumstances in **public spaces** enabling people to have a **full-filled experience**. Holding activities to encourage individuals to **overcome their anxiety**, and enjoy outdoor **people-to-people interaction** while free from worrying about social distancing.

Place Selection

Public Places



Outdoor space



Easy to keep social distancing



Our interests

Recreation places
Unlocked Potential

Park
Shopping center
Restaurant
Cinema
Swimming pool
Playground
Sport places
Bar
Disco
Walking streets
The square

Park
Shopping center
Restaurant
Cinema
Swimming pool
Playground
Sport places
Bar
Disco
Walking streets
The square

Park
Shopping center
Restaurant
Cinema
Swimming pool
Playground
Sport places
Bar
Disco
Walking streets
The square

Park

More natural
Less noise
Harmonious
Stress free

Public Spaces

Missed interaction
Lost Potential

Airport
Bus shelter
Train station
The supermarket
Waiting rooms
The tram
The post office

Airport
Bus shelter
Train station
The supermarket
Waiting rooms
The tram
The post office

Airport
Bus shelter
Train station
The supermarket
Waiting rooms
The tram
The post office

Place- Wuhan Zhongshan park

Wuhan, where the outbreak began, has been closed for months, people lost countless friends and relatives. They have more psychological stress than people in other areas.



Figure 26.A screenshot of Satellite map of Wuhan Zhongshan Park.



Figure 27.A screenshot of Satellite map of Wuhan Zhongshan Park.

User Profiles

Primary User

Young man working from home and living nearby



20-30

Male/Female

Student/White collar

Alone

Secondary User

The Elderly who lives nearby



60-80

Male/Female

Retired

Alone/Spouse

Teritary User

Medical staff from the hospital nearby



28-50

Male/Female

Medical staff

Alone/Colleagues

Age:

Gender:

Job:

Companions:

Location

Technology skills:

What to do in the park:

Frequency to park:

Time to go to the park:

Wuhan

Good - Excellent

Walking dogs
Basketball/Badminton/
jogging

3 times a week

7:30p.m.- 10:00p.m.

Wuhan

Very basic

Walking dogs
Square dancing
Chatting with neighbours

5 times per week

7 a.m.-8a.m.

7:30p.m.-8:30p.m.

Wuhan

Good

Having a walk
Chatting

5 times a week

Workdays evening

Persona



Figure 28. Persona profile photo

Alex is a young man living alone. Before the epidemic, he often went out with friends and enjoyed social activities. After to the epidemic, most of the public places are not open, therefore he usually stays at home alone after work, and just has online communication with friends. Due to the tough situation of no interaction for a long time, he has become a little anxious and over self-protective, but at the same time, he is also eager to go out and socialise with other people. He hopes to be able to interact with others while the social distancing is kept.

Alex LEE (LI Hua)

AGE 26

LOCATION Wuhan, Hubei

JOB Accountant

PERSONALITY Sociable, out-going, adaptable, adventurous

HOBBY Playing games

HOUSEHOLD STRUCTURE Lives alone

INCOME 6500 RMB per month

STATUS Single

TECHNOLOGY Excellent with electronic devices

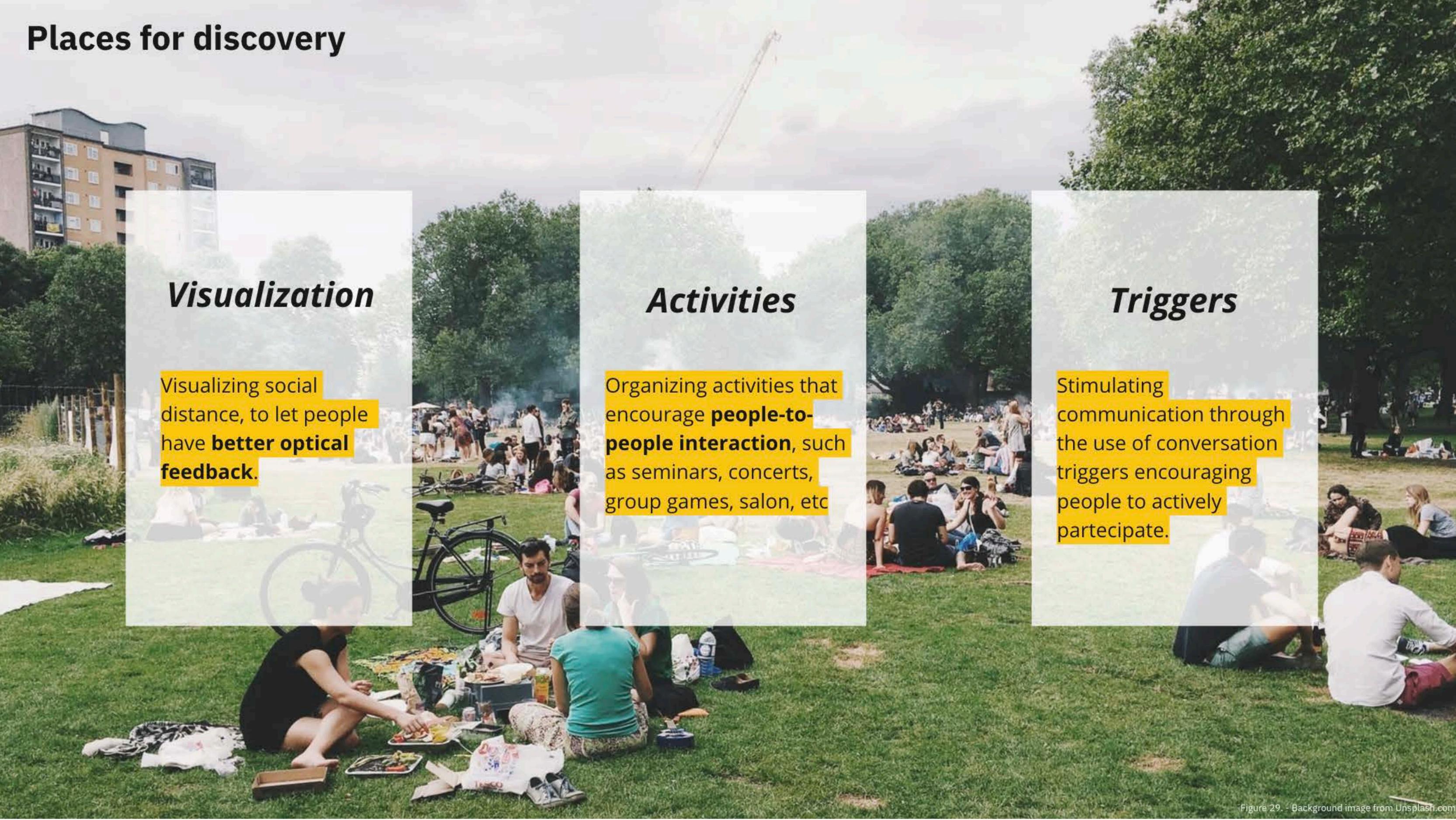
ACTIVITY FREQUENCY Three times a week

NEEDS Relieve loneliness, have social activities with others

GOALS Get back to the open places and enjoy various activities

CURRENT FEELINGS Lonely, anxious, willing to go out

Places for discovery



Visualization

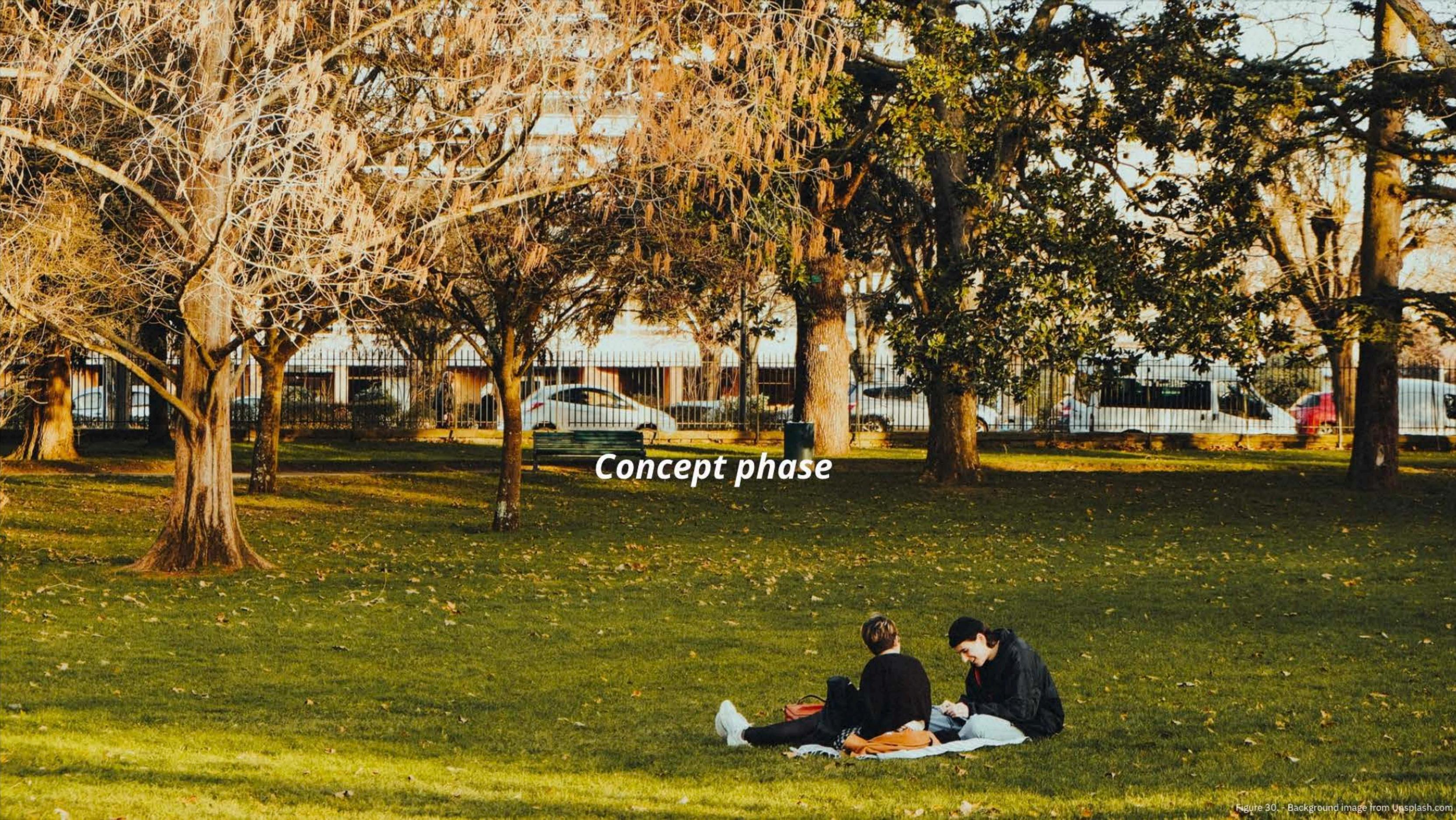
Visualizing social distance, to let people have **better optical feedback.**

Activities

Organizing activities that encourage **people-to-people interaction**, such as seminars, concerts, group games, salon, etc

Triggers

Stimulating communication through the use of conversation triggers encouraging people to actively participate.



Concept phase

Product development

Inspiration



Figure 31. - Livable's Well-Distance-Being project encourages social distancing with wearable rattan.

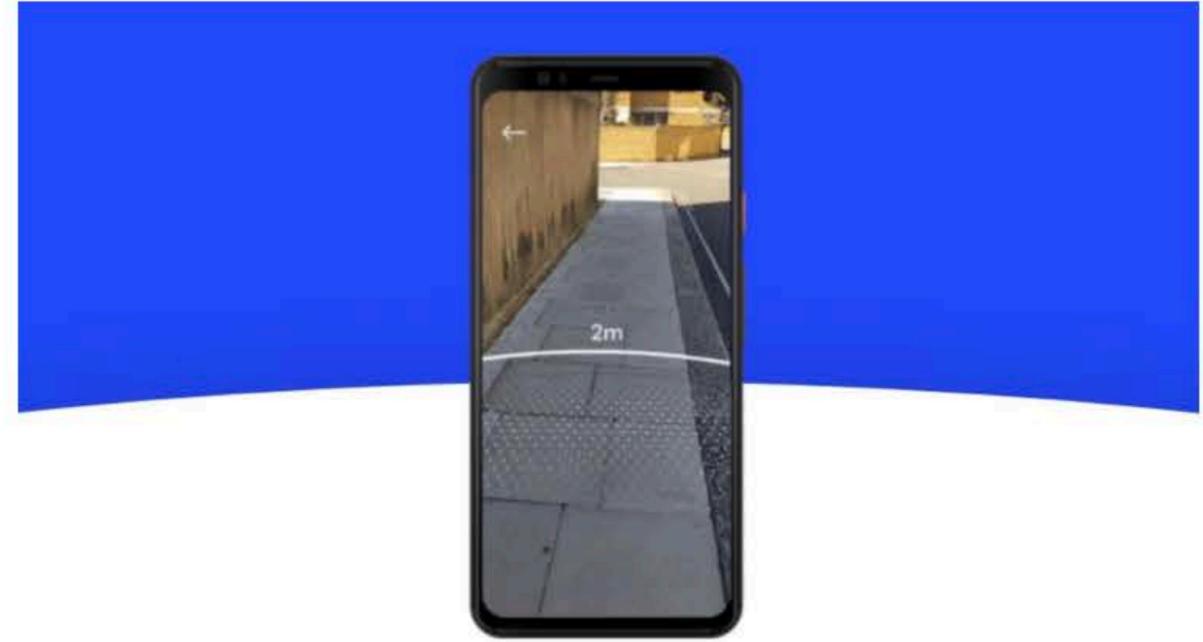


Figure 32. - Google's New Sodar Tool Helps Android Smartphone Users Maintain Social Distancing



Figure 33. - White circles promote social distancing on Domino Park grass in New York City.



Figure 34. - Paul Cocksedge designs social-distancing picnic blanket for life after lockdown.

Product development

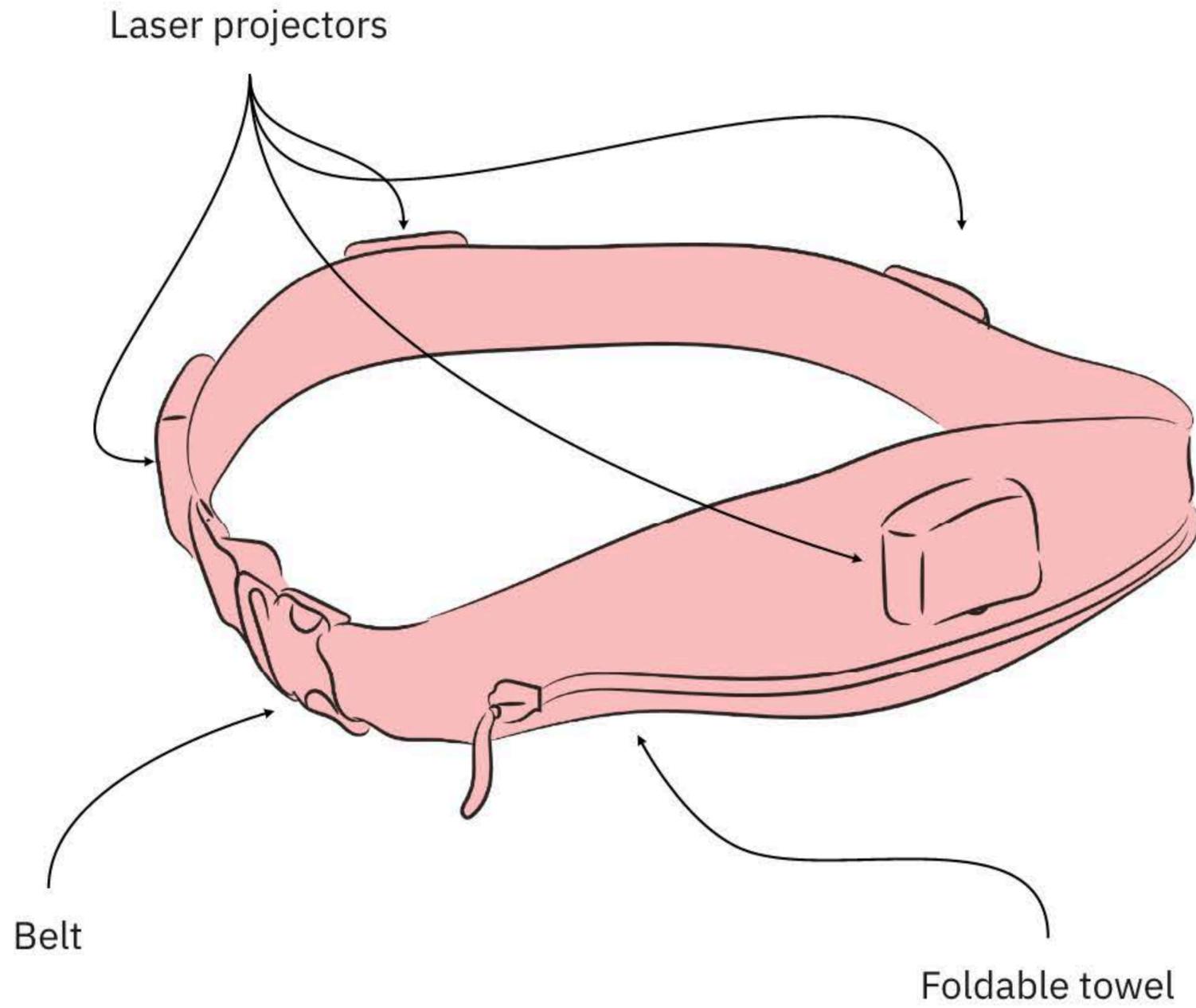


Figure 35.

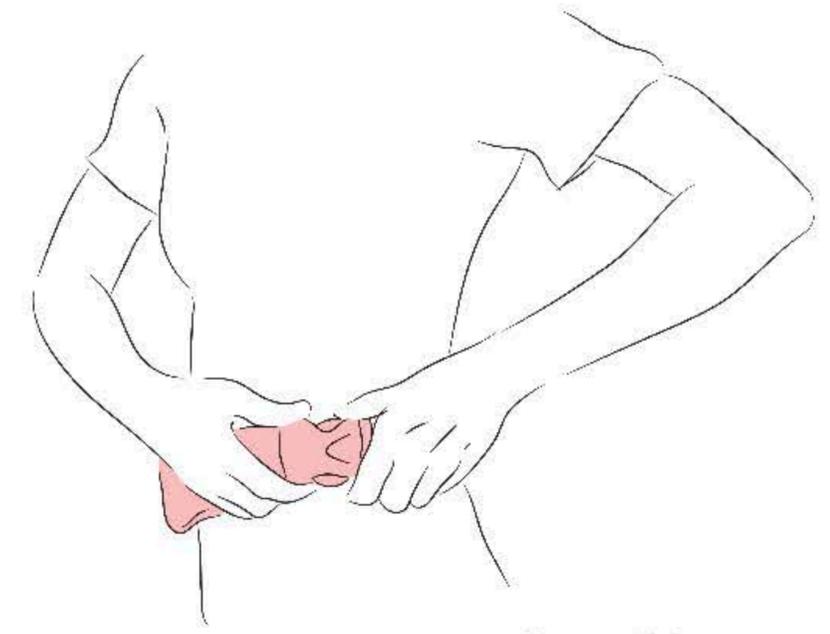


Figure 36.

Easy wear



Figure 37.

Hands free

Product development

Walk freely

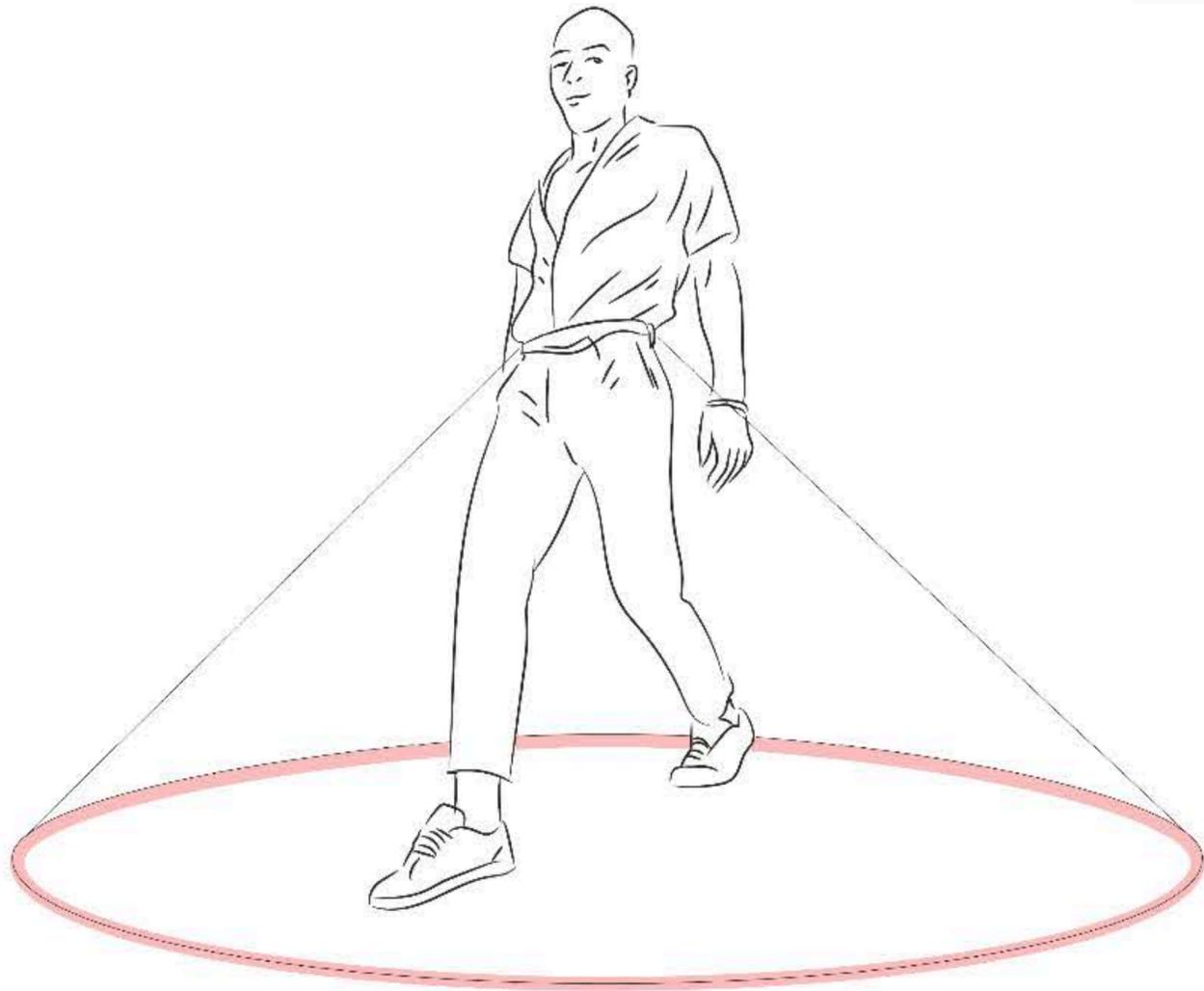


Figure 38.



Figure 39.

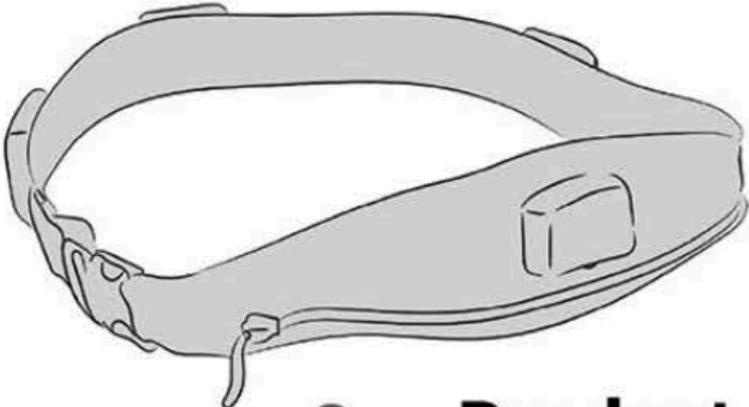
Unfold when wan



Relax

Figure 40.

Development of idea



● **Product**

Development of idea



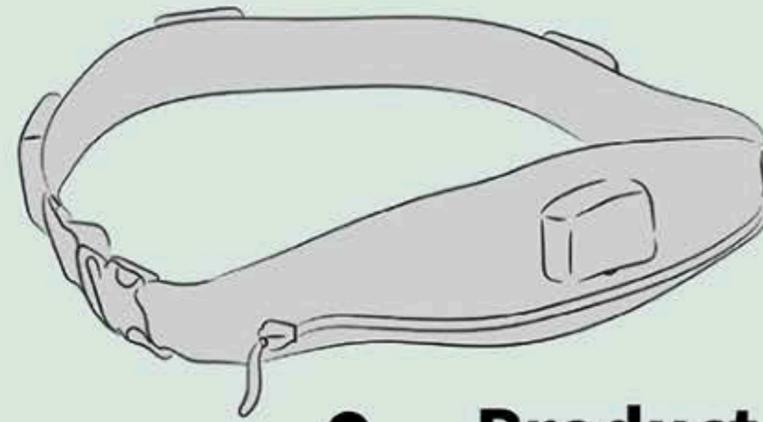
Getting to know and being attracted

A welcoming installation

Body Temperature Check

Equipment Claim

Initiation



Product

Encounter

Chilling

Union salon

Choose color

Maintenance

Leave with happiness & new initiation

Share with others



Leave-taking

Figure 41. - Overview of the user journey map

1

Getting to know and being attracted

- Knowing it from friends or social media
- Knowing it from Community bulletin board



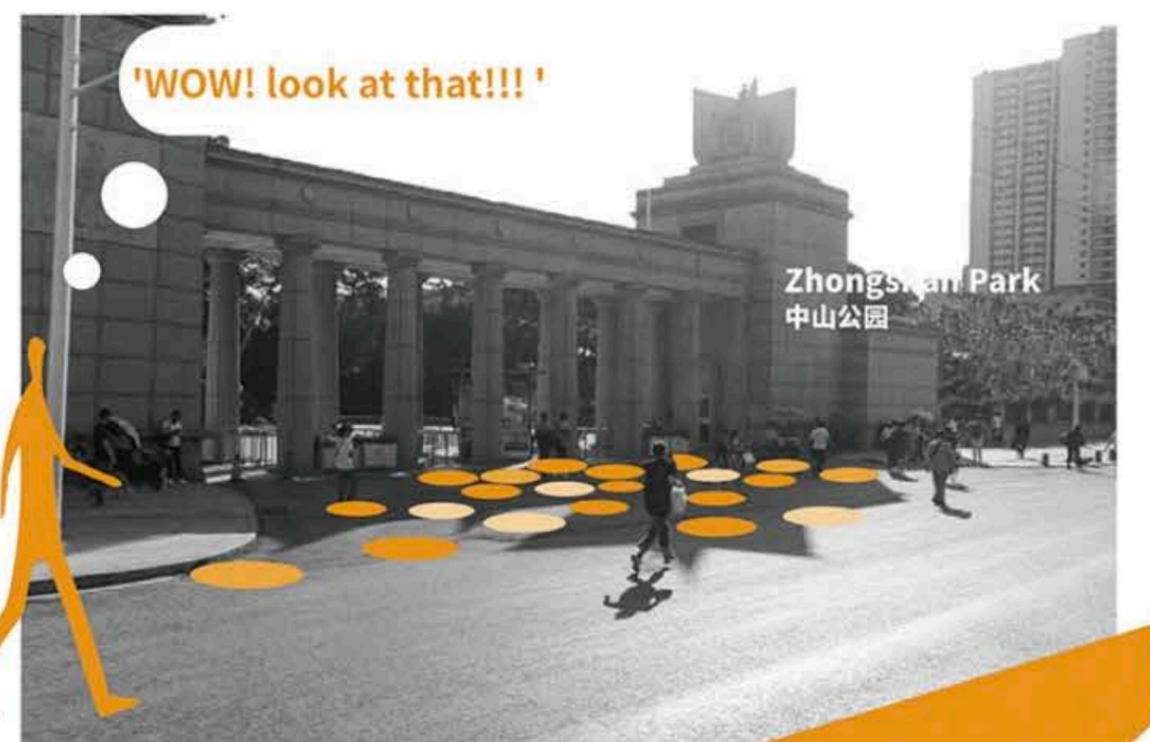
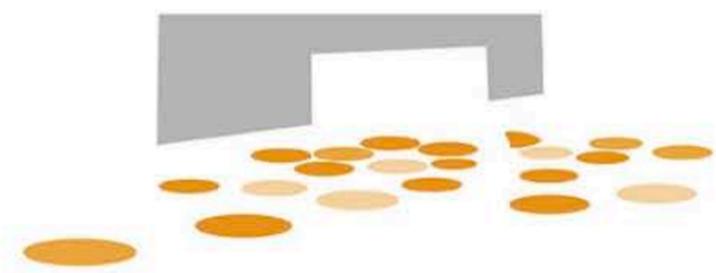
"wow...seems it's safe to have fun in that park with the device, maybe i should give a try."



2

A welcoming installation

- The ground near the gate of the park is paved with social distance circles to attract people, also to express the theme.



"WOW! look at that!!!"

3

Temperture Check

- According to the regulations, only people who do not have fever can enter public places

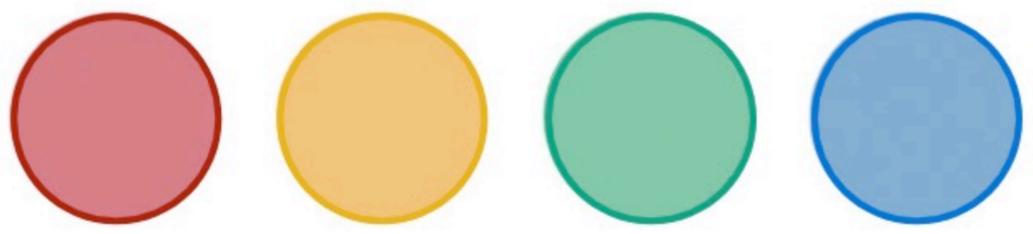


'Okay, temperture Check...Glad to see the park is very carefully managed! It should be safe.'



4 5 Equipment & Choosing color

- Small meanings are given to each color which can be trigger of conversation
- Meanings are changing everyday



Monday	<i>Fire</i>	<i>Air</i>	<i>Earth</i>	<i>Water</i>
Tuesday	<i>Autumn</i>	<i>Summer</i>	<i>Spring</i>	<i>Winter</i>
Wednesday	<i>Dog</i>	<i>Cat</i>	<i>Guinea pig</i>	<i>Bunny</i>
Thursday	<i>Flamingo</i>	<i>Skunk</i>	<i>Crocodile</i>	<i>Whale</i>
	<i>etc.</i>	<i>etc.</i>	<i>etc.</i>	<i>etc.</i>



Figure 42. Concept map of the park entrance. Developed by Team PARKER.

6 Encounter

Circles transform towards each other to encourage initiation.

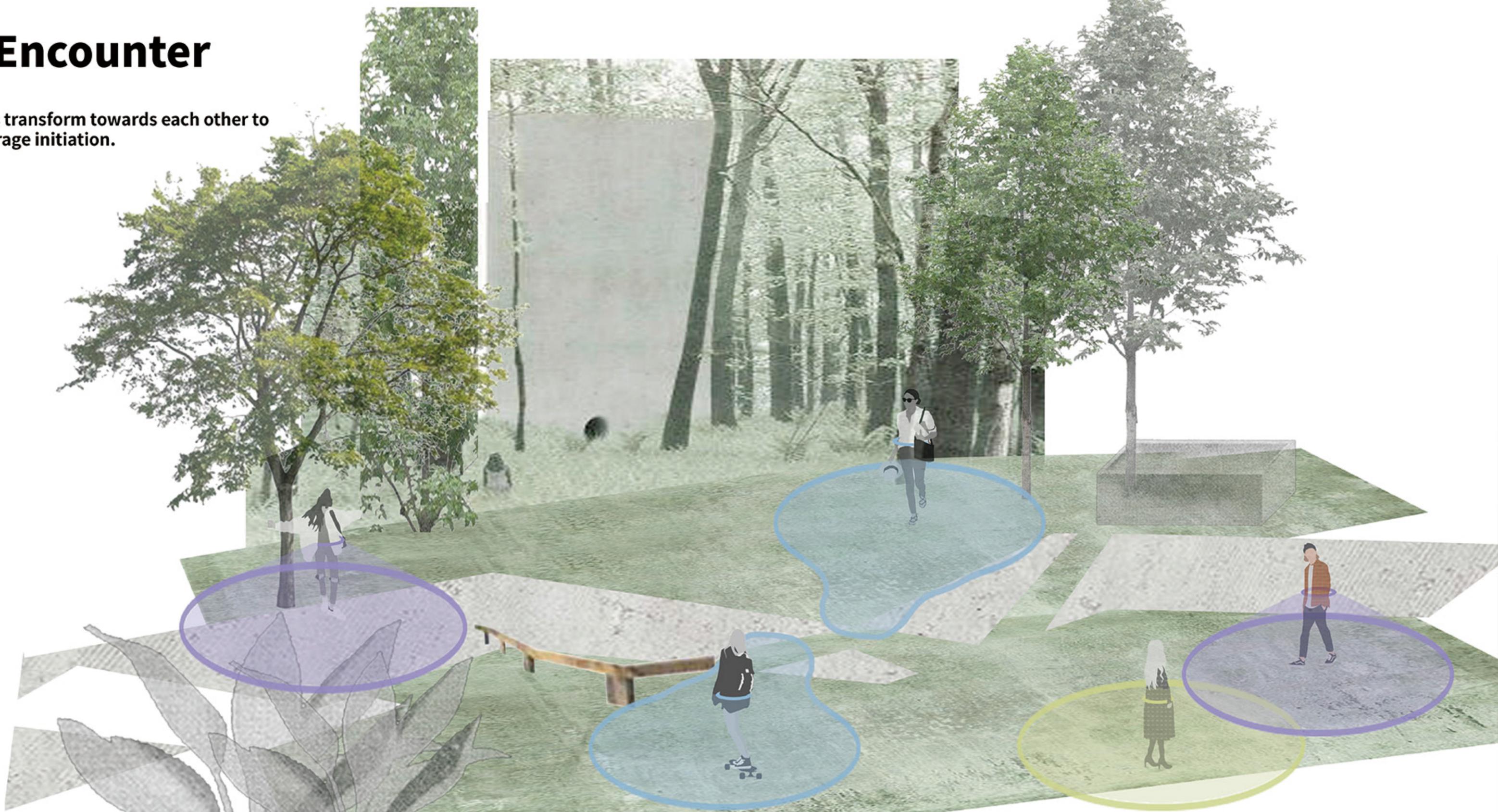
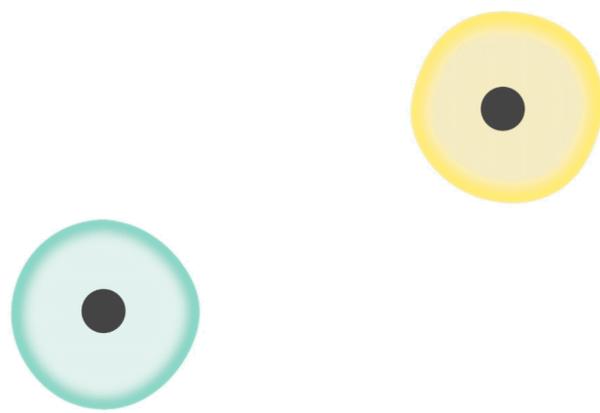


Figure 43. Concept map of Encounter. Developed by Team PARKER.

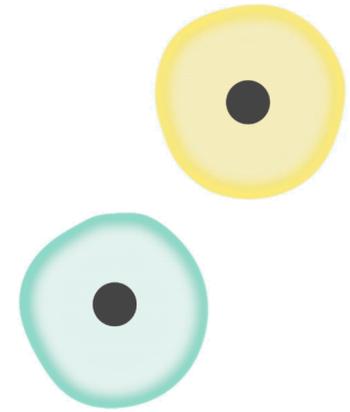
Encounter: Interactions

One-to-one gathering

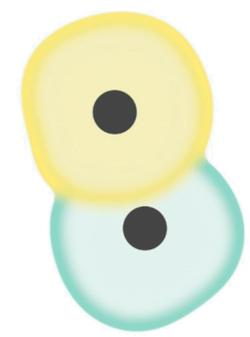
Initiation
Figure 44



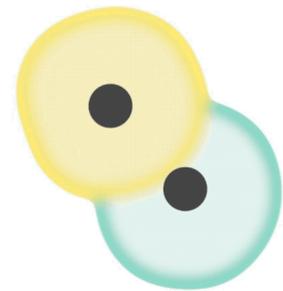
Maintenance
Figure 45



Warning
Figure 46

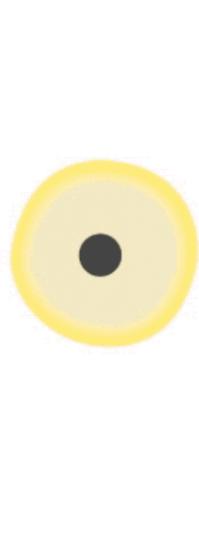


Leave-taking
Figure 47

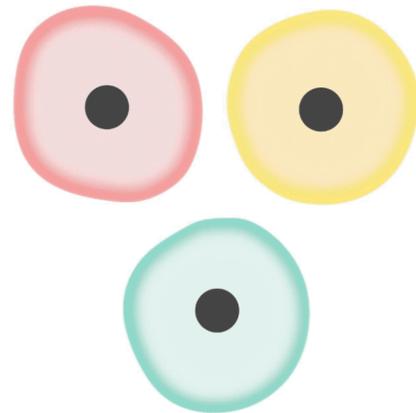


Multi-person gathering

Initiation
Figure 48



Maintenance
Figure 49



7 Chilling

- Bring out the blanket from the brand
To sit and lie unfettered



Figure 50. Concept map of Chilling. Developed by Team PARKER.

8 Union Salon

- Doctors and nurses from the Union Hospital give publics relaxing lectures or games about COVID-19
- Speaker's circle will create a ripple effect and have a larger projection area to attract people to participate.

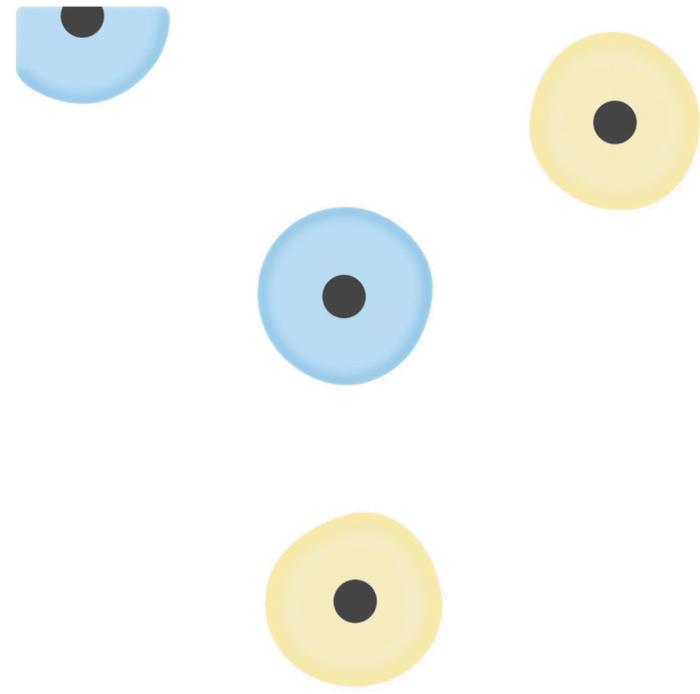


Figure 52

Figure 51

Figure 51. Concept map of Union Salon. Developed by Team PARKER.

Figure 52. Motion design for interaction in Union Salon phase. Developed by Team PARKER.

9 Leave

- Leave with happiness
- Leave with new initiation

Happiness

Feel so relaxed! The park and the waistband is just great!
I will identify come here again with some friends!

New initiation

'And so happy to meet a new friend. Maybe I can ask her out for a walk this weekend...'



10 Sharing with others

'Sharing some beautiful moments to my friends and other people !'



Figure 53. Concept map of Leave-taking. Developed by Team PARKER.

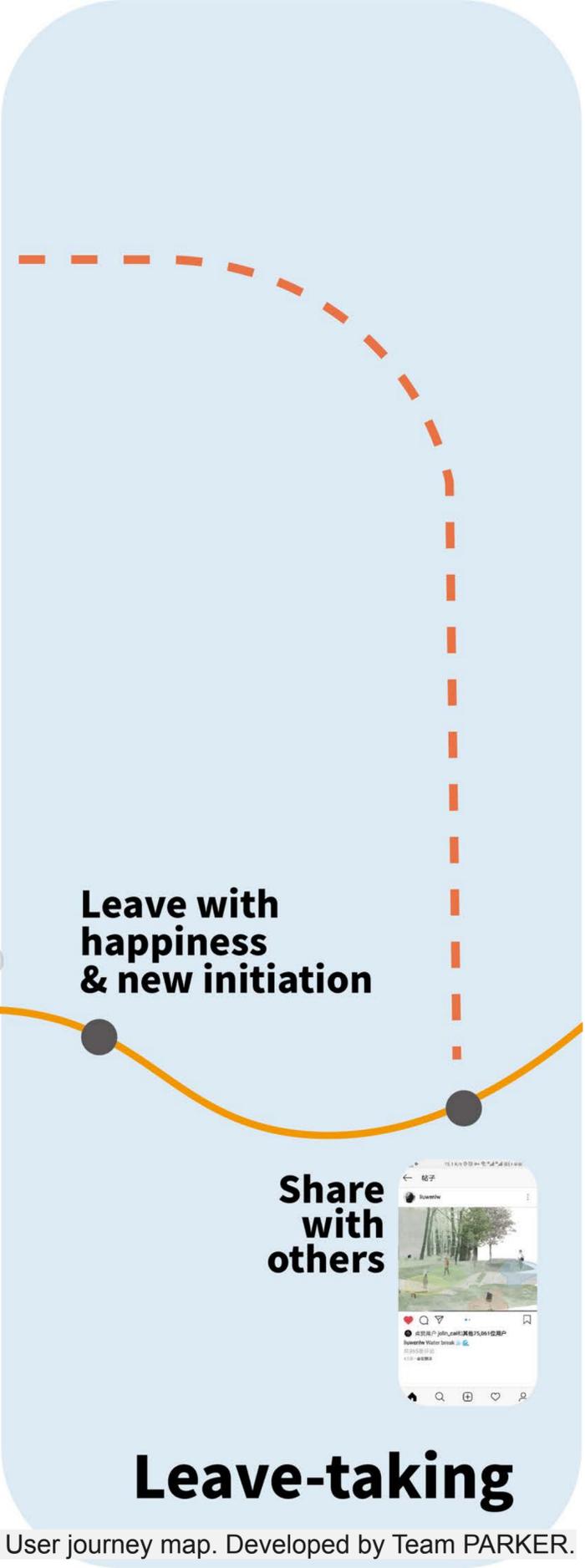
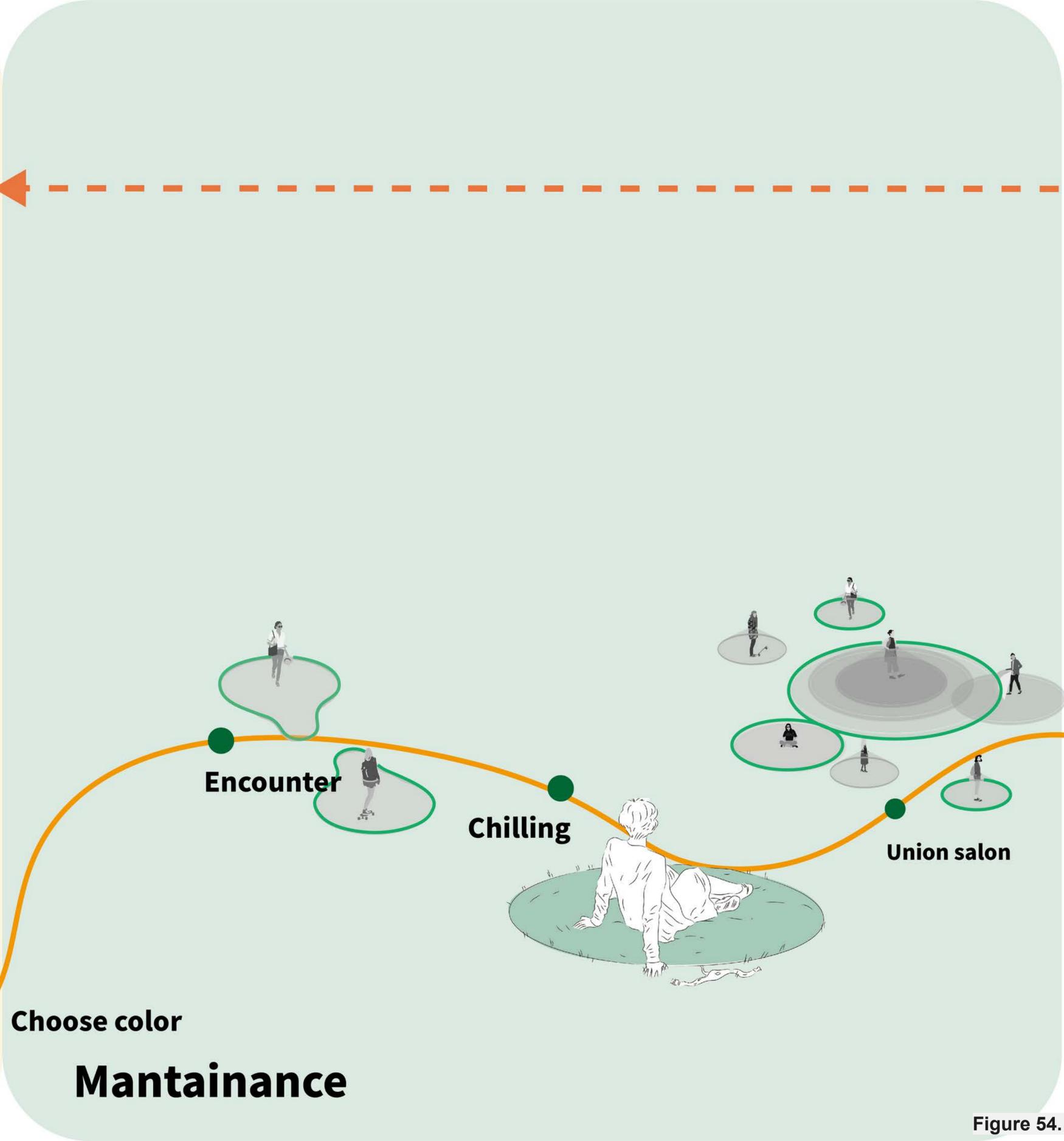
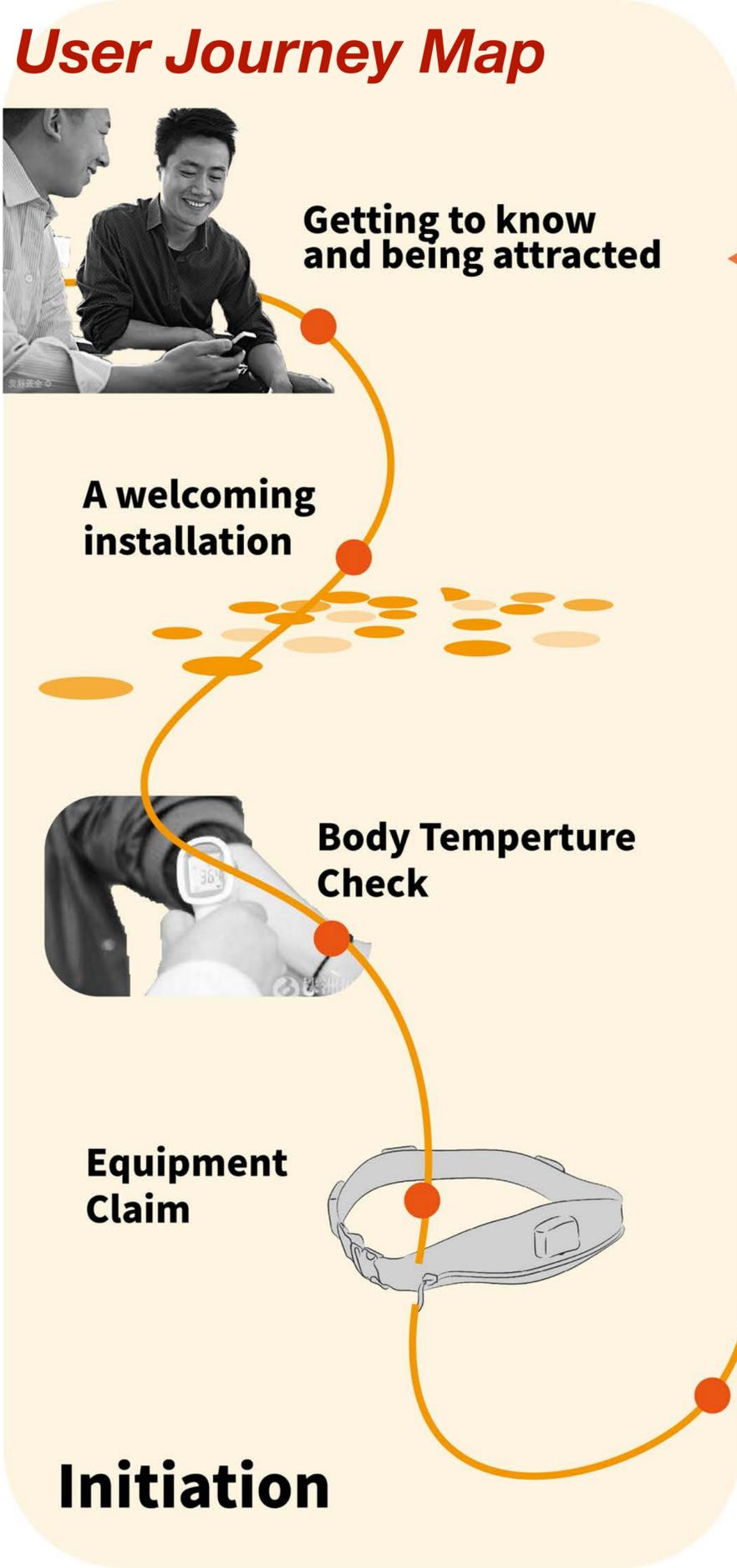


Figure 54. User journey map. Developed by Team PARKER.

Timeline

NO	TASK NAME	DURATION (Day)	MEMBERS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10
1	Topic introduction	1	ALL	█									
2	Read relevant literature	35	ALL	█	█	█	█	█	█				
3	Develop concept maps	2	ALL		█								
4	Analyze design challenge	2	GU			█							
5	Collect evidence for issues	3	Lin,SU			█							
7	Develop theoretical map	2	ALL				█						
8	Develop strategic framework	3	Lin,GU,Daniel				█						
9	Revise the concept maps	1	ALL					█					
10	Develop preliminary problem statement	2	ALL						█				
11	Formulate the evidence issue map	2	Lin,SU							█			
12	Develop preliminary user profiles	2	Lin								█		
13	Formulate general purpose	2	ALL									█	
14	Revise the problem statement and strategic framework	2	ALL										█
15	Choose the specific place for project	1	LIN(S),SU(P)										█
16	Develop the hypothesis	2	Daniel										█
17	Create central ideas and its alternatives	3	ALL										█
18	Revise the hypothesis and ideas	2	ALL										█
19	Create specific persona	1	SU										█
20	Deepen the ides	4	ALL										█
21	Find relevant case	4	ALL										█
22	Sketch the wearable product	2	Daniel										█
23	Create user journey map	3	GU,Lin,SU										█
24	Create interaction mode	2	Lin,GU										█
25	Create product prototype	4	ALL										█
26	Test on the users and get feedbacks	7	ALL										█
27	Iterate prototype	5	ALL										█

Table 1.

Table 1. Timeline for the project development. Developed by Team PARKER.

Significance

Providing a product that is not invasive both for the user and the environment.

Helping people define the concept of social distancing to rebalance their self-protect awareness.

Encourage users to have outdoor people-to-people interaction, and to meet new friends, which can relieve people's psychological stress in the leave-taking stage of the epidemic.

Helping Wuhan citizens to start a new life with a positive attitude after going through a lot of sufferings.

Creating a scalable project that can be adapted to other places.

Figure 55. Slide of significance. Developed by Team PARKER.

Four images coming from <https://www.quanjing.com>



Thank You!

List of literature

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Figure 2. Background image. Retrieved from <https://images.unsplash.com/photo-1529917365646-d9b0d968d713?ixlib=rb-1.2.1&ixid=eyJhcHBfaWQiOjEyMDd9&auto=format&fit=crop&w=2553&q=80>

Figure 3. Background image. Retrieved from <https://images.unsplash.com/photo-1585389490368-924a3be18e3d?ixlib=rb-1.2.1&ixid=eyJhcHBfaWQiOjEyMDd9&auto=format&fit=crop&w=2551&q=80>

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Figure 7 . Theoretical Framework. Developed by Team PARKER. Based on theories from John Dewey, Edward Hall, Benedict de Spinoza, Richard Buchanan, Philip Kotler, Caroline Whitback, Raymond Williams and Erving Goffman.

Figure 8 . Theoretical Framework. Developed by Team PARKER. Based on theories from John Dewey, Edward Hall, Sigmund Freud, Caroline Whitback, Raymond Williams and Erving Goffman.

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Figure 13. A screenshot from Future Consumer 2020 Report . WGSN. May, 2020. Retrieved from <https://futureconsumer2022.com/19/>

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Figure 15. Photography of British Prime Minister Johnson when he held a cabinet meeting. BBC News. 21 Mar 2020. Retrieved from <https://www.bbc.co.uk/newsround/51981593>

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Figure 18. Coronavirus and social relationships and support for vulnerable groups: 2017 to 2018 and 2018 to 2019. Office for National statistics of UK. 8 April 2020. Retrieved from <https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/coronavirusand-socialrelationshipsandsupportforvulnerablegroups/2020-04-02>

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Figure 20. NASA astronaut Scott Kelly shares his tips for getting through self-isolation. ABC News. 09 April 2020. Retrieved from <https://abcnews.go.com/Health/confined-small-space-due-covid-19-tips-astronaut/story?id=70018745>

Figure 21. Coronavirus lockdown has magnified the pitfalls of living in a tiny house. ABC News. 01 April 2020. Retrieved from <https://www.abc.net.au/news/2020-04-01/tiny-apartment-life-during-the-coronavirus-lockdown/12084538>

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