

Experience Design

INTERACTION AND ENVIRONMENTS

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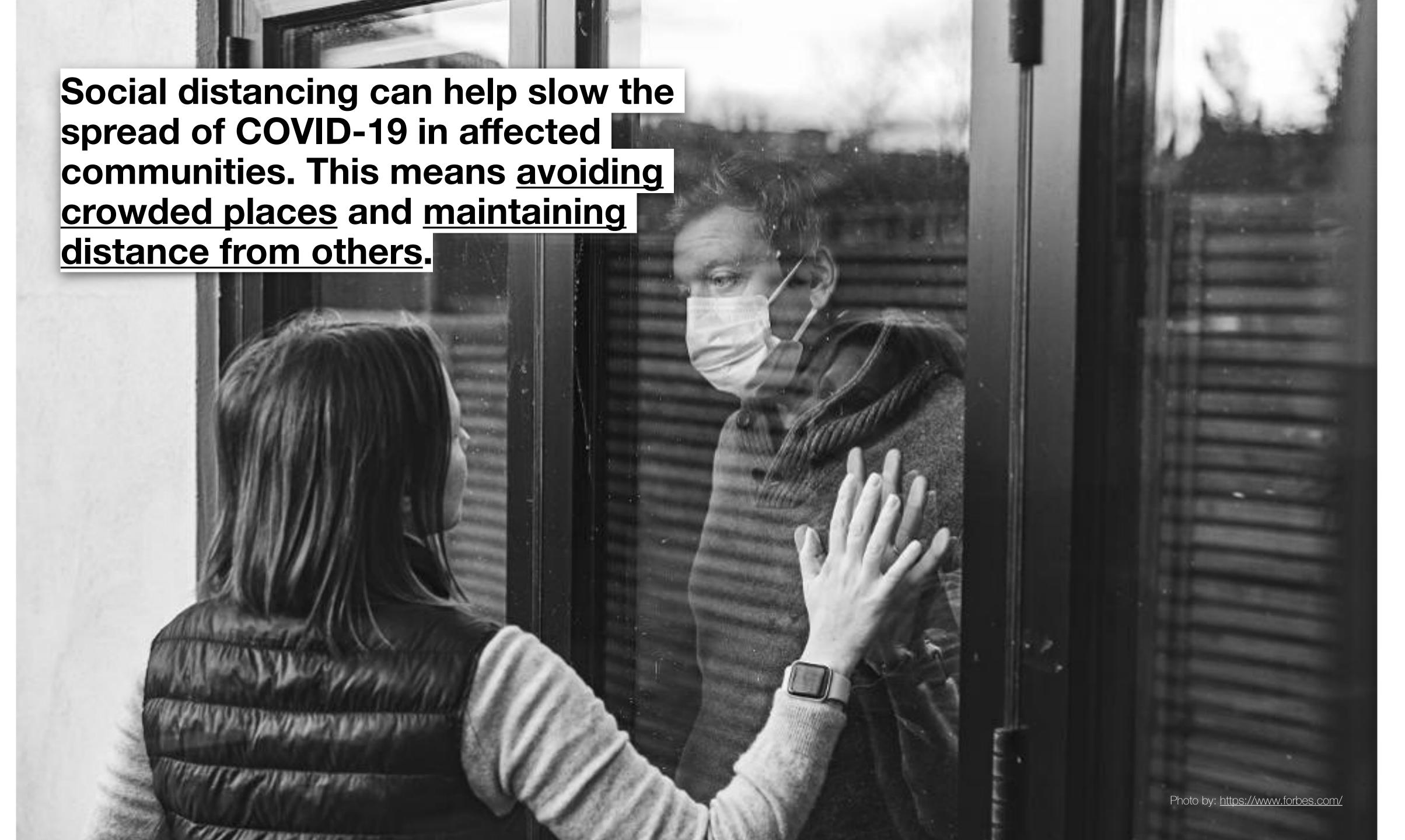
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OUR DEFINITION OF

Social Distancing

Social distancing is an unprecedented **experience** related to **sorrow** (**fear** and **anxiety**) and **desire** (**hope**) that means a shift in common social life: keeping **distance** between yourself and others to decrease the spread of the virus.

This change has an impact on environments (digital, physical social and cultural) and interactions, and it can strongly affect people's **emotions**.

OVERVIEW OF OUR Design Process

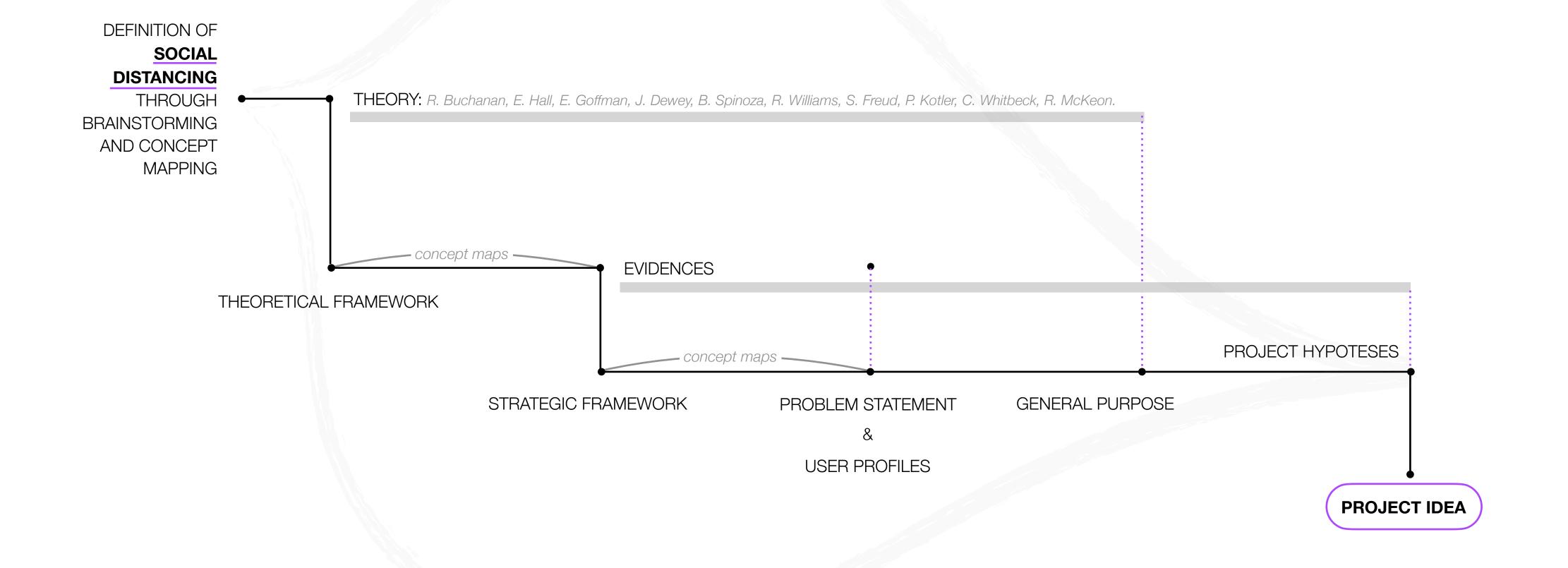
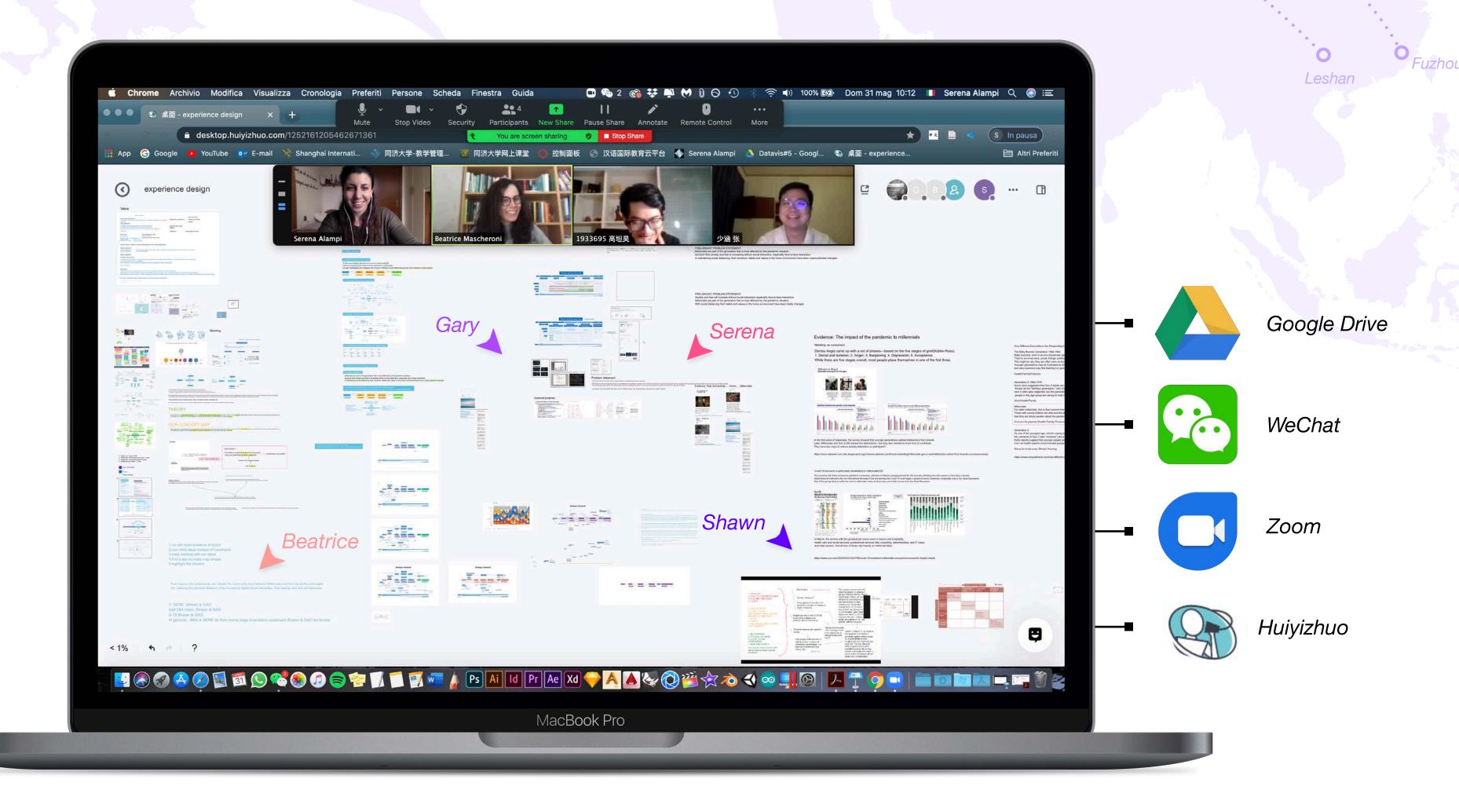


Figure 1, Design process. Developed by Team 4DD.

How we worked together



Design Challenge By Kaja Tooming Buchanan

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, schools, etc.) reduces the fear and anxiety of people.

Keywords:

Initiation, Maintenance, Leave-taking, Emergent culture, "New" normal (society, reality), Experience, Anxiety, Fear

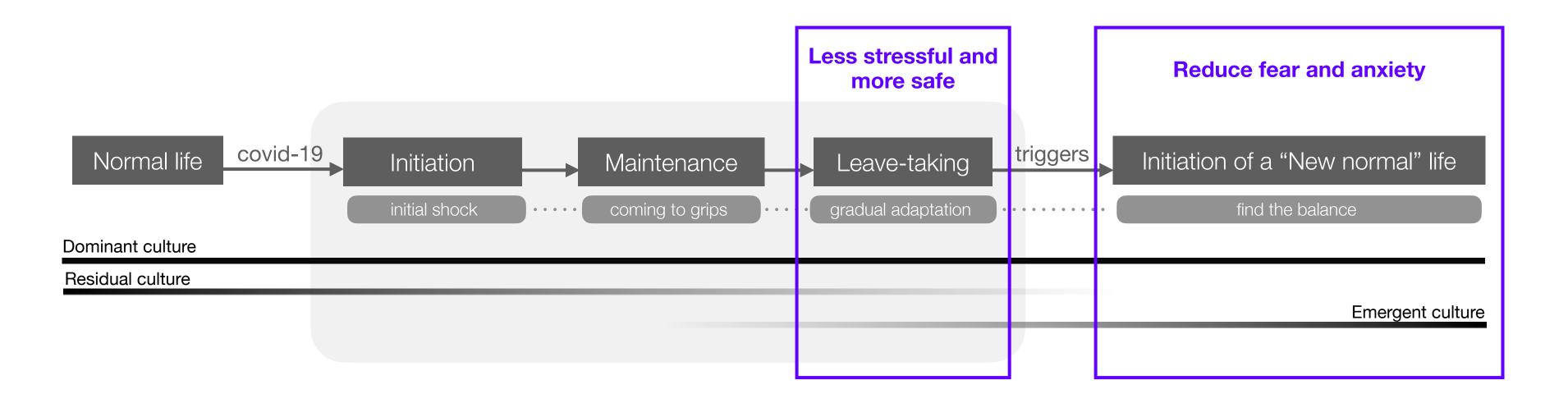


Figure 2, Design challenge interpretation. Developed by Team 4DD.

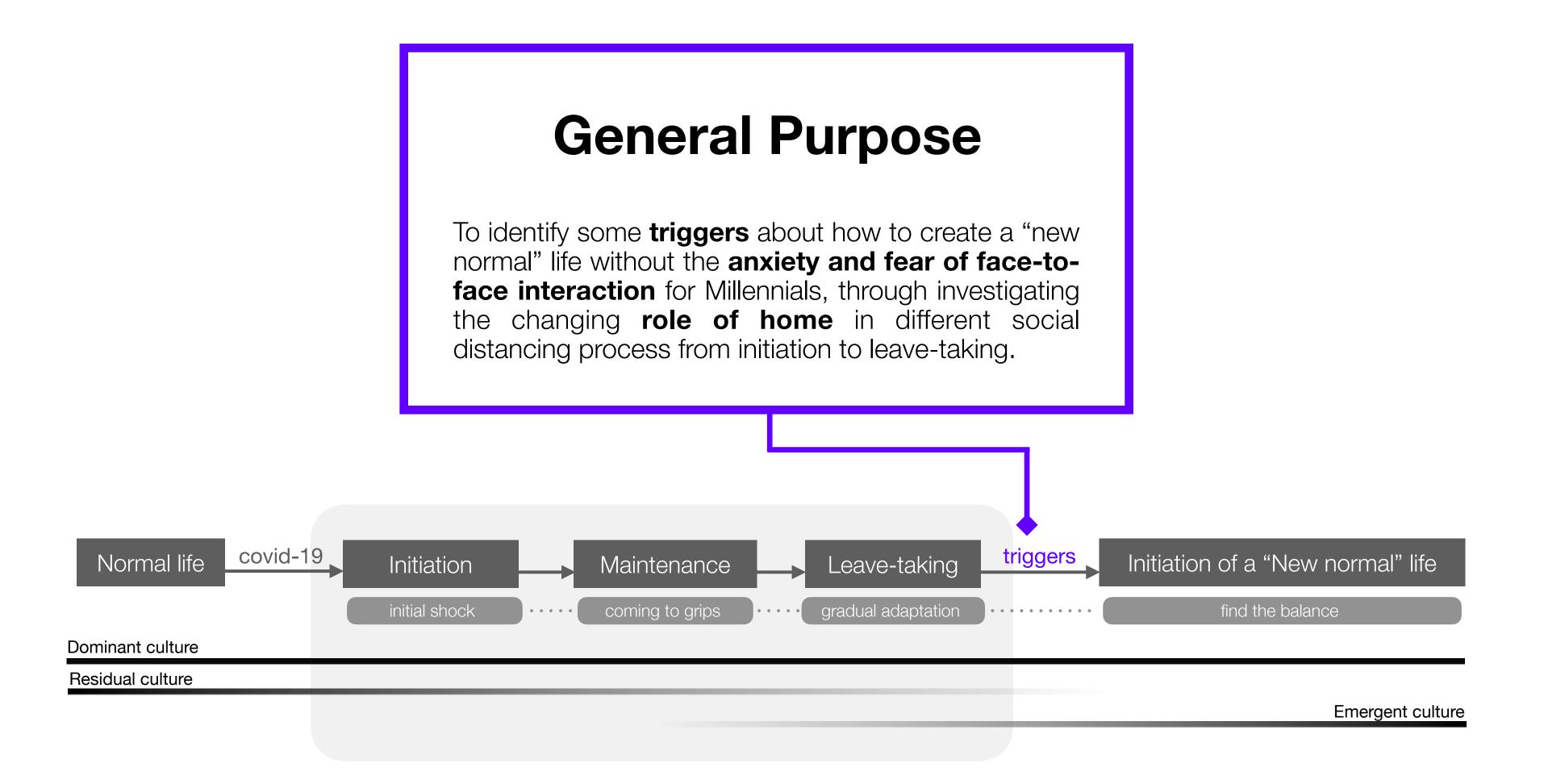


Figure 3, General purpose interpretation. Developed by Team 4DD.

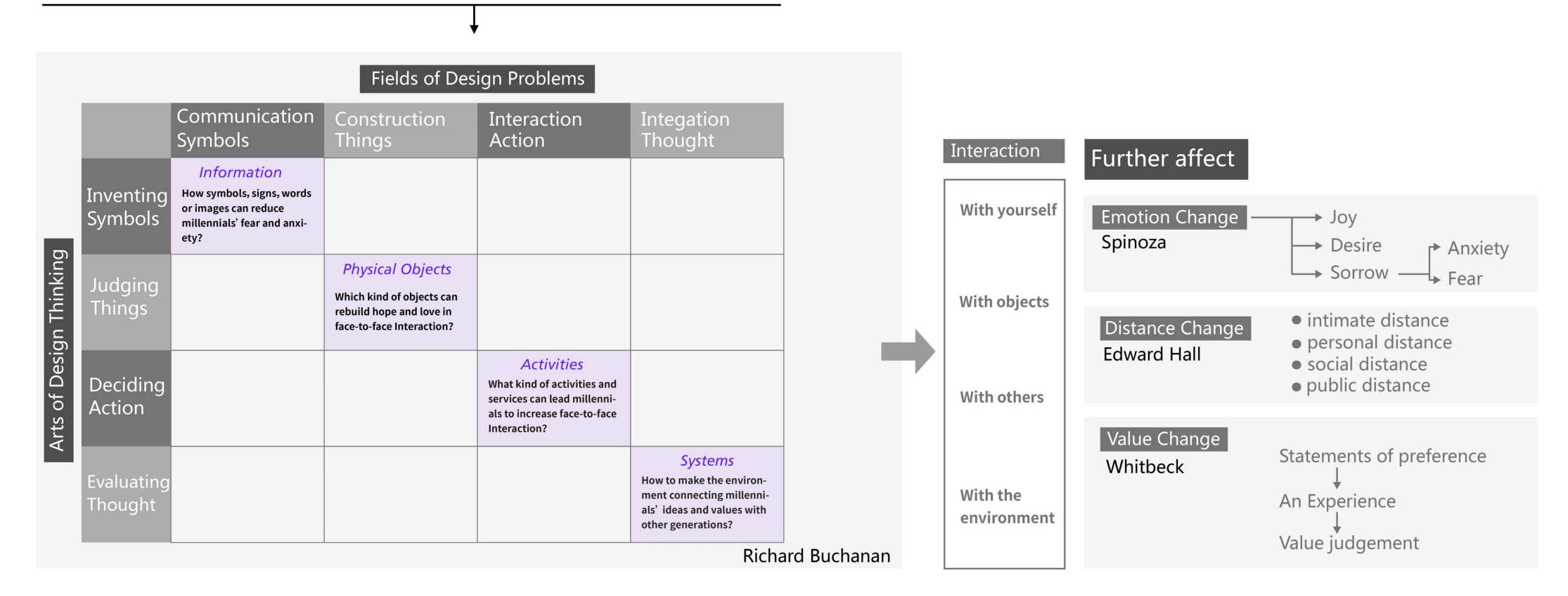
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Trigger Analysis

FROM GENERAL PURPOSE TO STRATEGIC FRAMEWORK

In a pandemic situation, triggers create conditions which lead to the fulfillment of an experience and cause the starting of a "new normal" life from the transitional phase of leave-taking.

Trigger is not limited to a single design dimension, it can start from any dimension and then further affect the others.



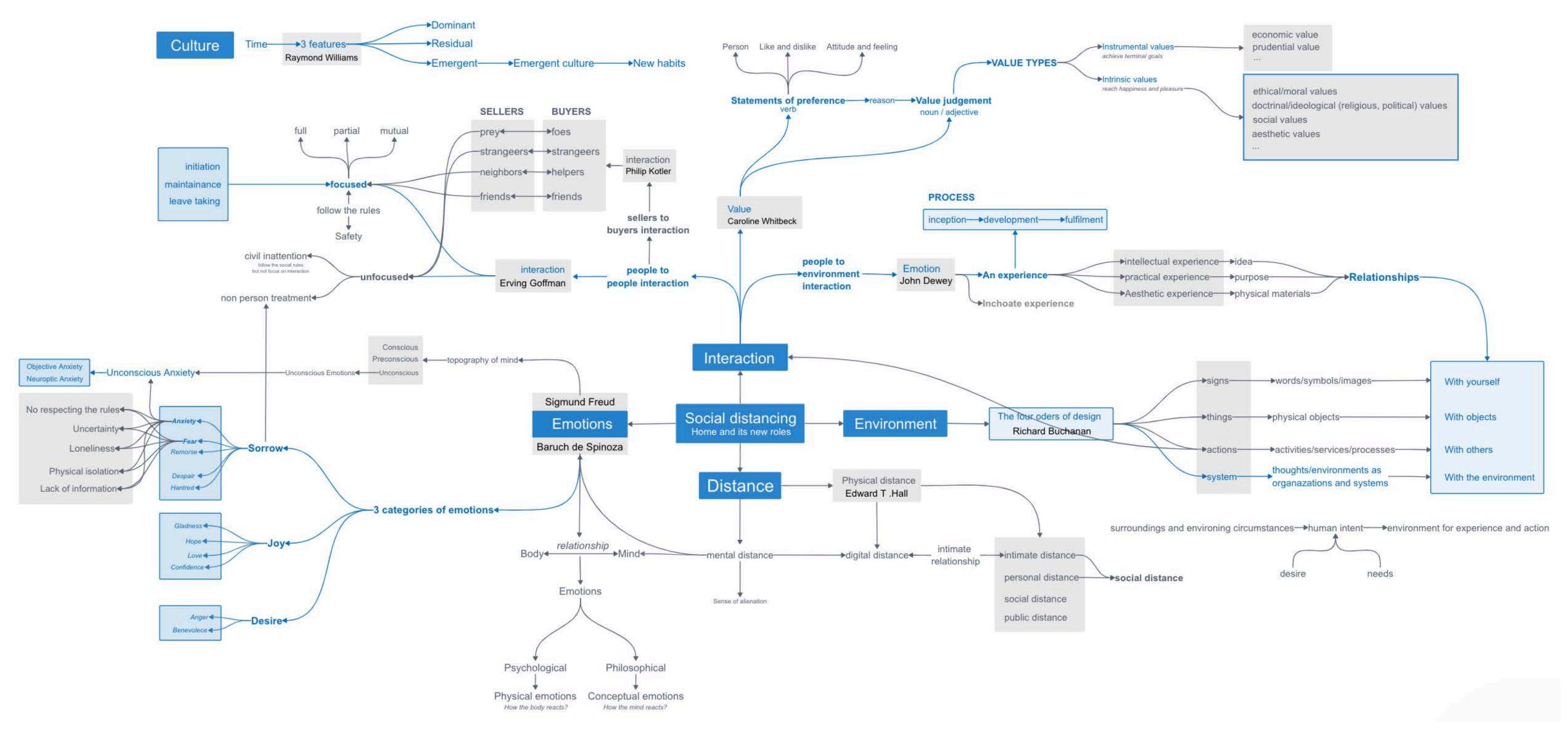
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Figure 4, Trigger analysis: from General Purpose to Strategic Framework. Developed by Team 4DD. Inspired by theories from R. Buchanan, B. Spinoza, E. Hall, C. Whitbeck.

Theoretical Framework



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Figure 5, Theoretical Framework. Developed by Team 4DD. Based on theories from R. Buchanan, J. Dewey, E. Goffman, E. Hall, C. Whitbeck, R. Williams, P. Kotler, B. Spinoza, S. Freud.

Strategic Framework

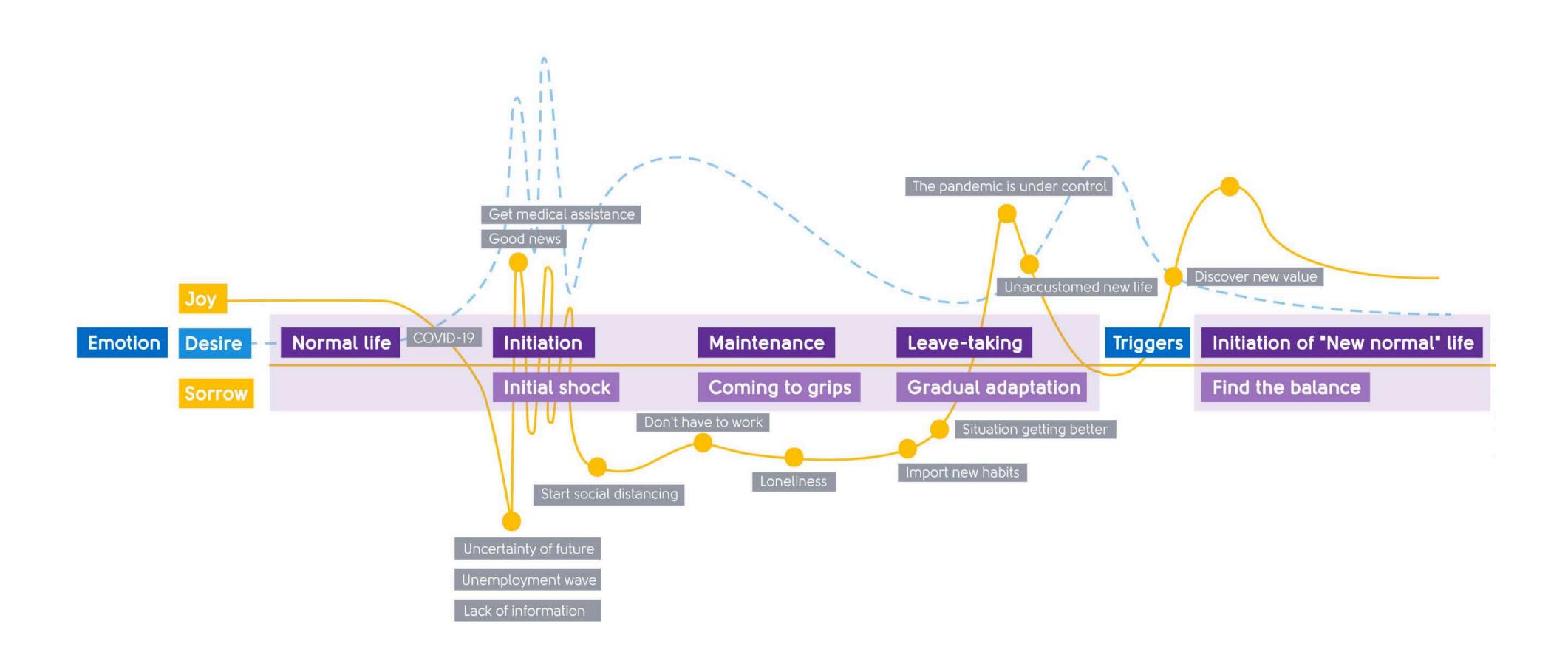
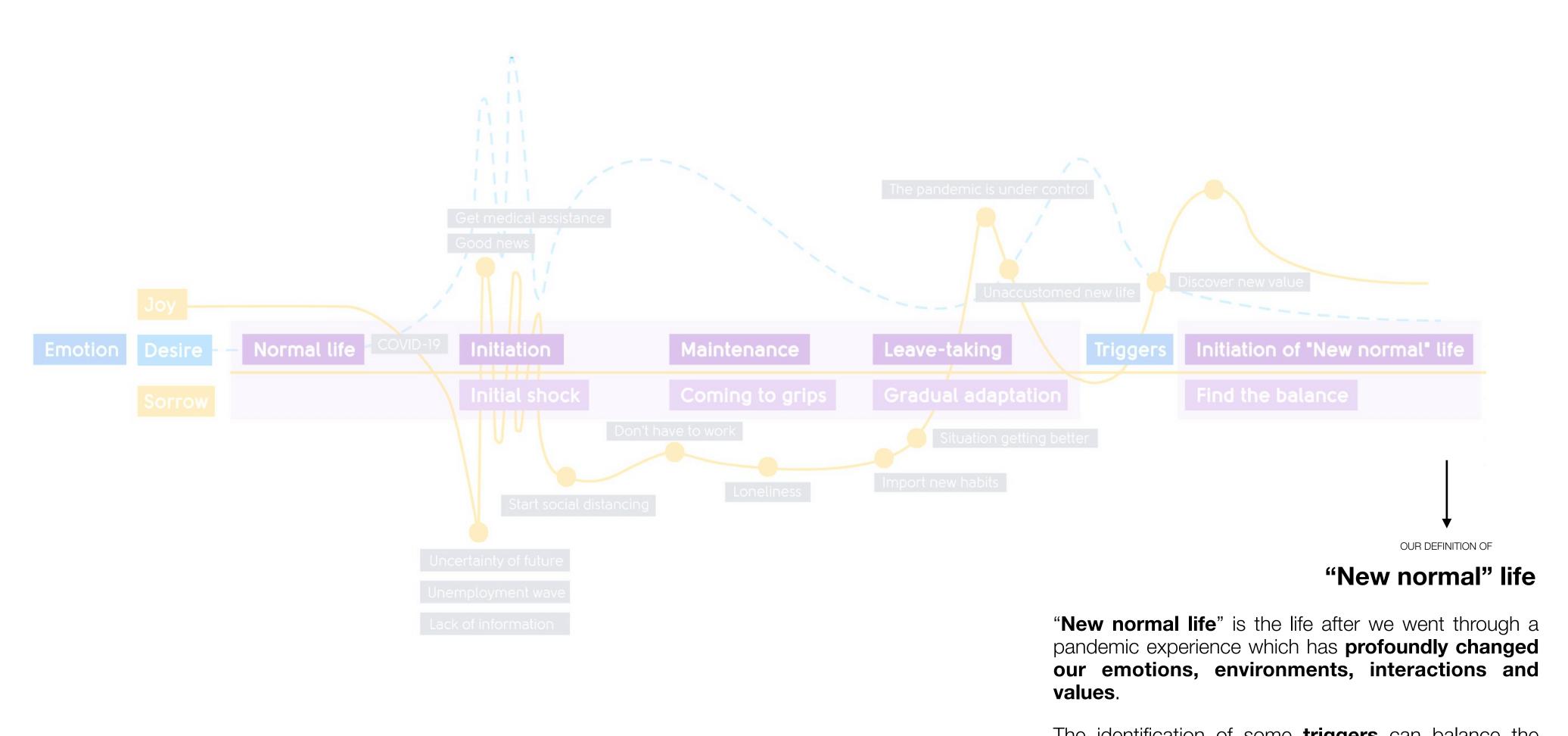


Figure 6, Strategic Framework. Developed by Team 4DD. Based of theories from B. Spinoza, E. Goffman, and inspired by Simran Sethi's atricle (NY Times).

Strategic Framework



The identification of some **triggers** can balance the exploration of new value, culture and habits.

Home and its new role

MILLENNIALS

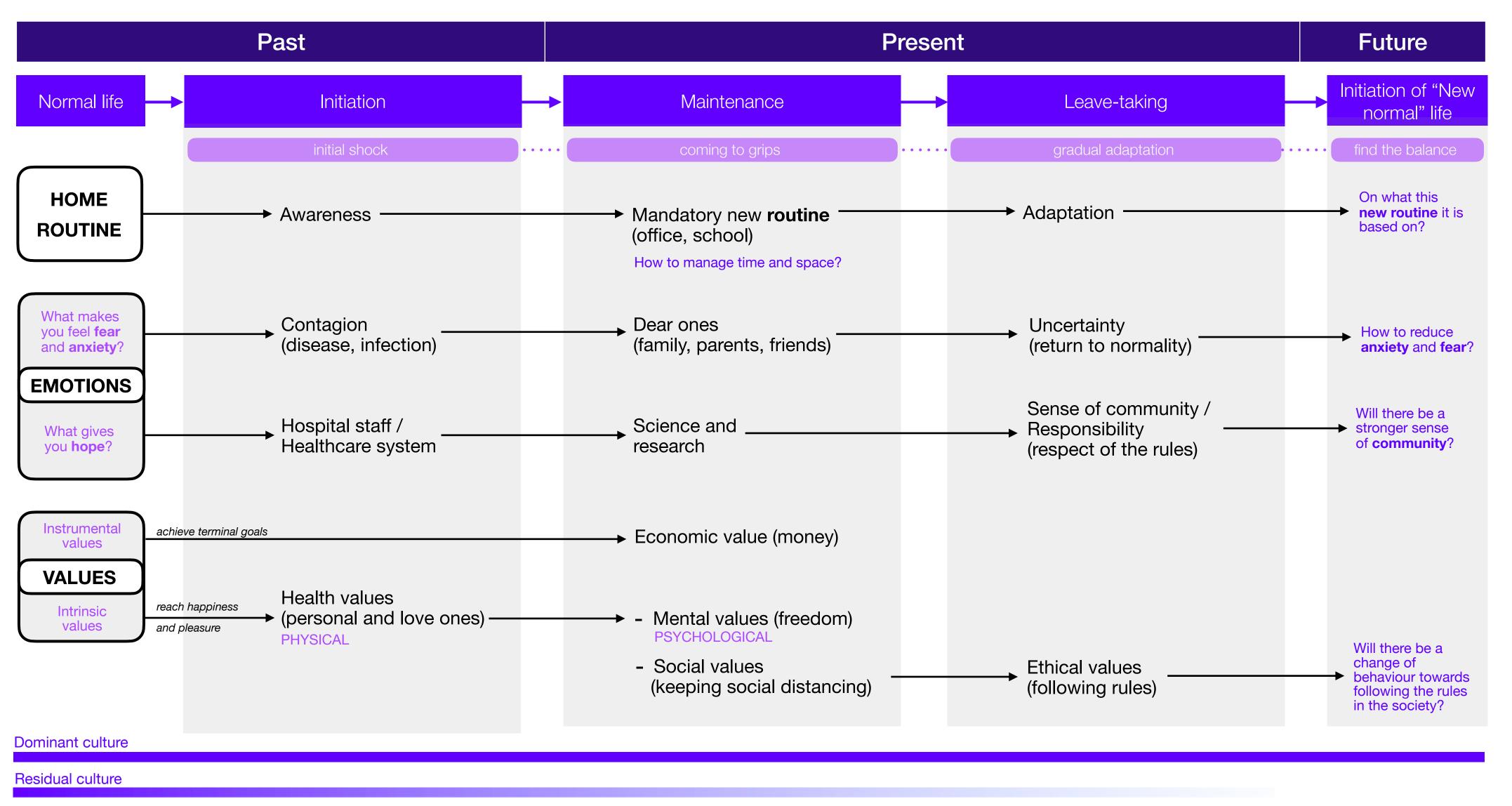


Figure 7, Home and its new role: Millennials. Developed by Team 4DD. Based of theories from B. Spinoza, E. Goffman, R. Williams, and inspired by evidences.

Emergent culture

User Profiles

•	Materialist (1900-1945)	Baby boomers (1946-1964)	Generation X (1965-1976)	Millennials (1977-1995)	Generation Z (1996-2009)	Generation Alpha (2010-2019)
NEEDS	Personal assistanceMedical assistanceCompany	 Personal assistance Assistance for primary needs (ex. shopping, cooking,) Company Outdoor walking 	 Physical activity Social life Working place Time management Babysitting 	 Physical activity Social life Working/study place Time management Babysitting 	 Physical activity Social life Working/study place Time management 	 Physical activity Social life Homework place Outdoors activities
ISSUES	 Health issues Lack of technological knowledge Loneliness 	 Loneliness Vulnerable Health issues Lack of technological knowledge 	 Economical issues Working place Forced cohabitation Lack of technological knowledge 	 Lack of personal space Economical issues Working/study place Forced cohabitation 	Lack of personal spaceWorking/study placeForced cohabitation	Lack of playing spaceHumdrumForced cohabitation

Figure 8, Generation map. Developed by Team 4DD. Based on evidences.

Primary User Profile



YOUNG PARENTS

People who found a new routine in this pandemic

Age: 25- 35 yo

Gender: female/male

Family members: parents and kids

Place: an apartment Milan, Italy.
No garden, small balcony

Education: *University*Occupation: *HR recruiter*

(many interviews and meetings

during the day)

Socio-economic status: Medium

Tech skills: high

Activities: work and take care of the kids

Hobby: sports, cooking, reading

Secondary User Profile



"THE WALKERS"

Parents of the primary user

Age: 55-65 yo

Gender: female/male

Family members: wife/husband and

adult children

Place: an apartment Milan, Italy.

No garden, small balcony

Education: High school
Occupation: Shops owner

Socio-economic status: High

Tech skills: quite low

Activities: work and walking

Hobby: mountain trips

Tertiary User Profile



CHILDREN

Children of the primary user

<u>Age</u>: 0 - 10 yo

Gender: male/female

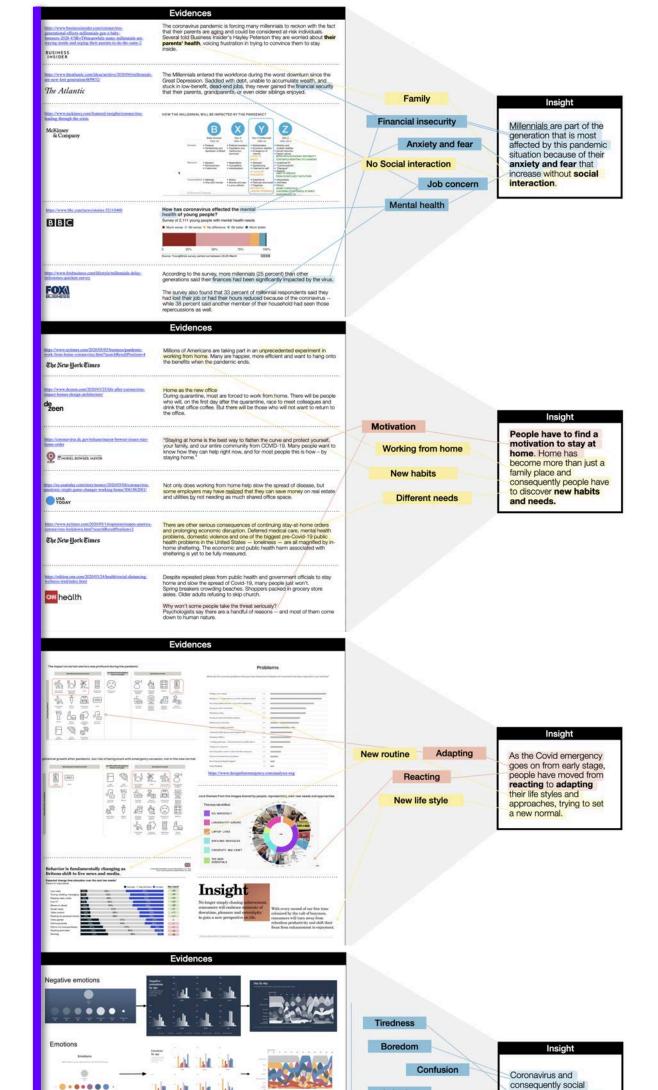
Family members: parents and siblings

Place: an apartment

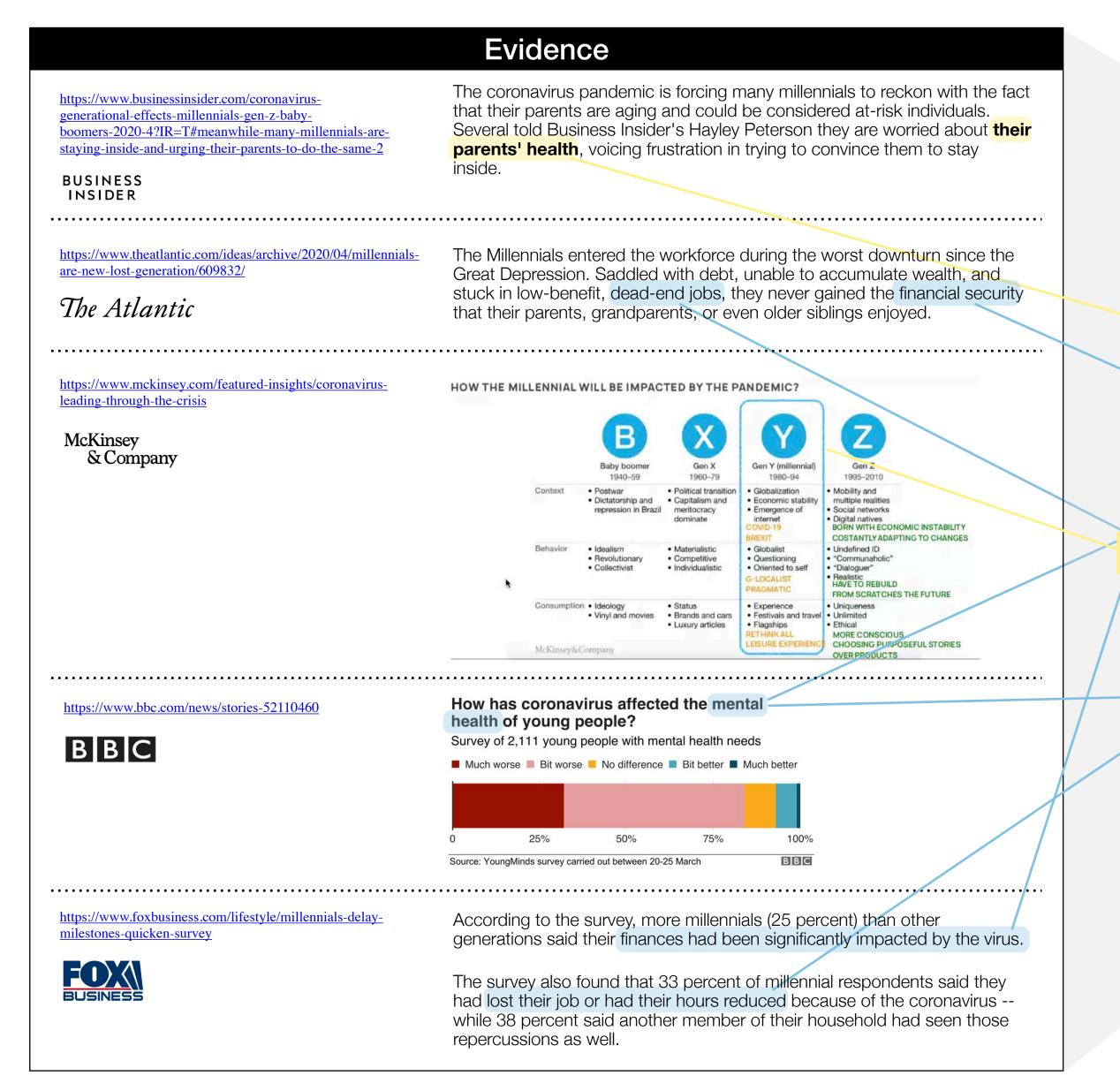
Evidence KEY WORDS

We read many articles about social distancing and we gathered many evidences. For that reason we decided to cluster them in different areas that have been useful to define our problem statement. We got evidences about Millennials, about emotion and feelings during the social distancing, about the concept of home, new routine and the concept of values. In our evidences' analysis we highlighted the most important concepts for each article, we created some keywords and based on that we wrote down some insights. Then, we put collected the insights together and we arrived to our issues' list.

Millennials
Home
Routine
Emotions
Values



Evidence: Millennials



Financial insecurity

Millennials

Anxiety and fear

No Social interaction

Job concern

Mental health

Insight

Millennials are part of the generation that is most affected by this pandemic situation because of their anxiety and fear that increase without social interaction.

Figure 12, Evidences: Millennials. Developed by Team 4DD. Based on evidences,

Evidence: Home

Evidence https://www.nytimes.com/2020/05/05/business/pandemic-Millions of Americans are taking part in an unprecedented experiment in work-from-home-coronavirus.html?searchResultPosition=4 working from home. Many are happier, more efficient and want to hang onto the benefits when the pandemic ends. The New York Times https://www.dezeen.com/2020/03/25/life-after-coronavirus-Home as the new office impact-homes-design-architecture/ During quarantine, most are forced to work from home. There will be people who will, on the first day after the quarantine, race to meet colleagues and de zeen drink that office coffee. But there will be those who will not want to return to the office. https://coronavirus.dc.gov/release/mayor-bowser-issues-stay-"Staying at home is the best way to flatten the curve and protect yourself, your family, and our entire community from COVID-19. Many people want to know how they can help right now, and for most people this is how – by GOVERNMENT OF THE DISTRICT OF COLUMBIA COLUMBIA staying home. Not only does working from home help slow the spread of disease, but https://eu.usatoday.com/story/money/2020/05/04/coronaviruspandemic-might-game-changer-working-home/3061862001/ some employers may have realized that they can save money on real estate and utilities by not needing as much shared office space. $\underline{https://www.nytimes.com/2020/05/14/opinion/reopen-america-}$ There are other serious consequences of continuing stay-at-home orders coronavirus-lockdown.html?searchResultPosition=2 and prolonging economic disruption. Deferred medical care, mental health problems, domestic violence and one of the biggest pre-Covid-19 public The New York Times health problems in the United States — loneliness — are all magnified by inhome sheltering. The economic and public health harm associated with sheltering is yet to be fully measured. https://edition.cnn.com/2020/03/24/health/social-distancing-Despite repeated pleas from public health and government officials to stay wellness-trnd/index.html home and slow the spread of Covid-19, many people just won't. Spring breakers crowding beaches. Shoppers packed in grocery store aisles. Older adults refusing to skip church. m heàlth Why won't some people take the threat seriously? Psychologists say there are a handful of reasons -- and most of them come down to human nature.

Motivation

Working from home

New habits

Different needs

Insight

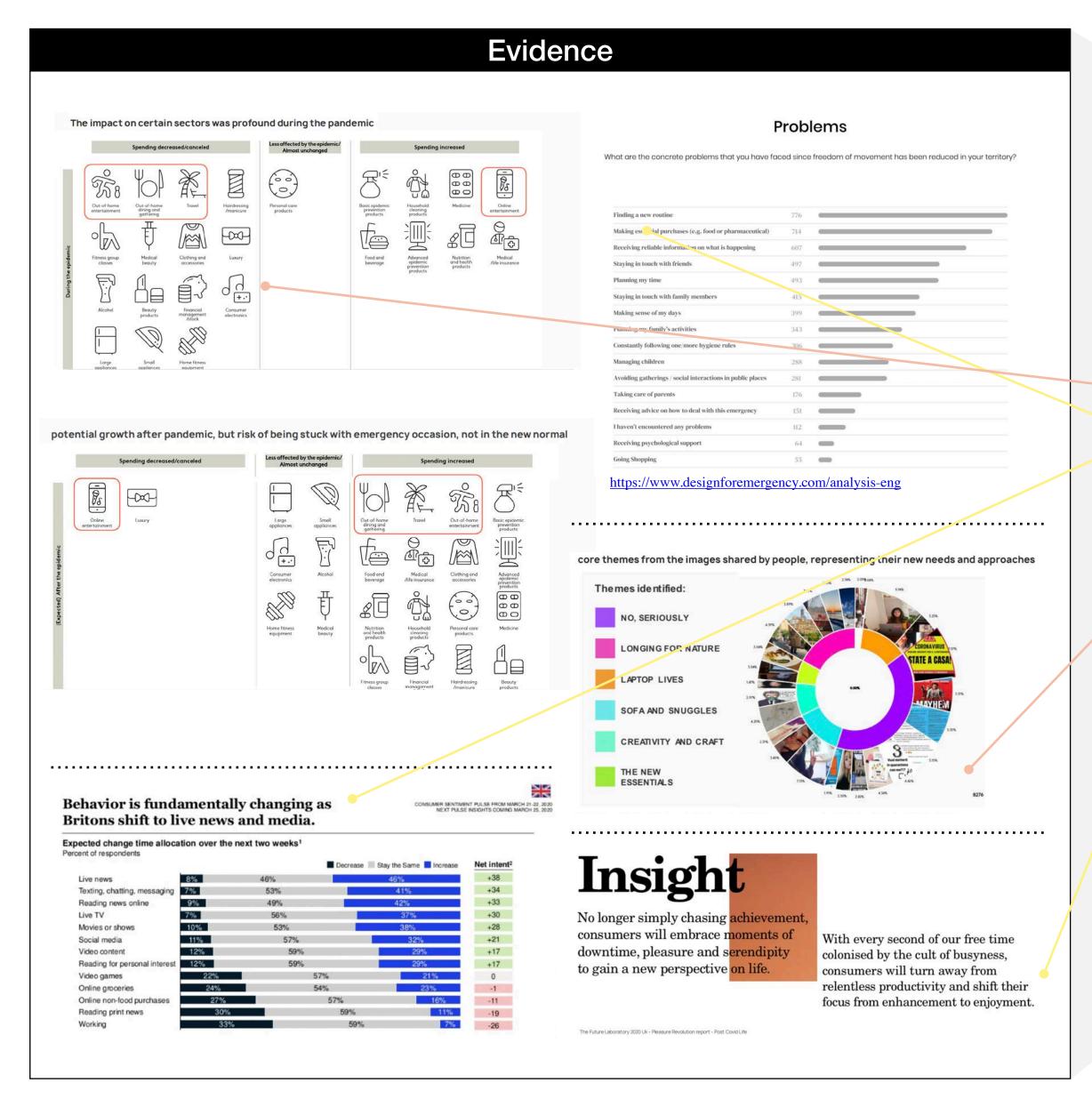
People have to find a motivation to stay at home. Home has become more than just a family place and consequently people have to discover new habits and needs.

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Figure 13, Evidences: Home. Developed by Team 4DD. Based on evidences,

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Evidence: Routine



New routine Adapting

Reacting

New life style

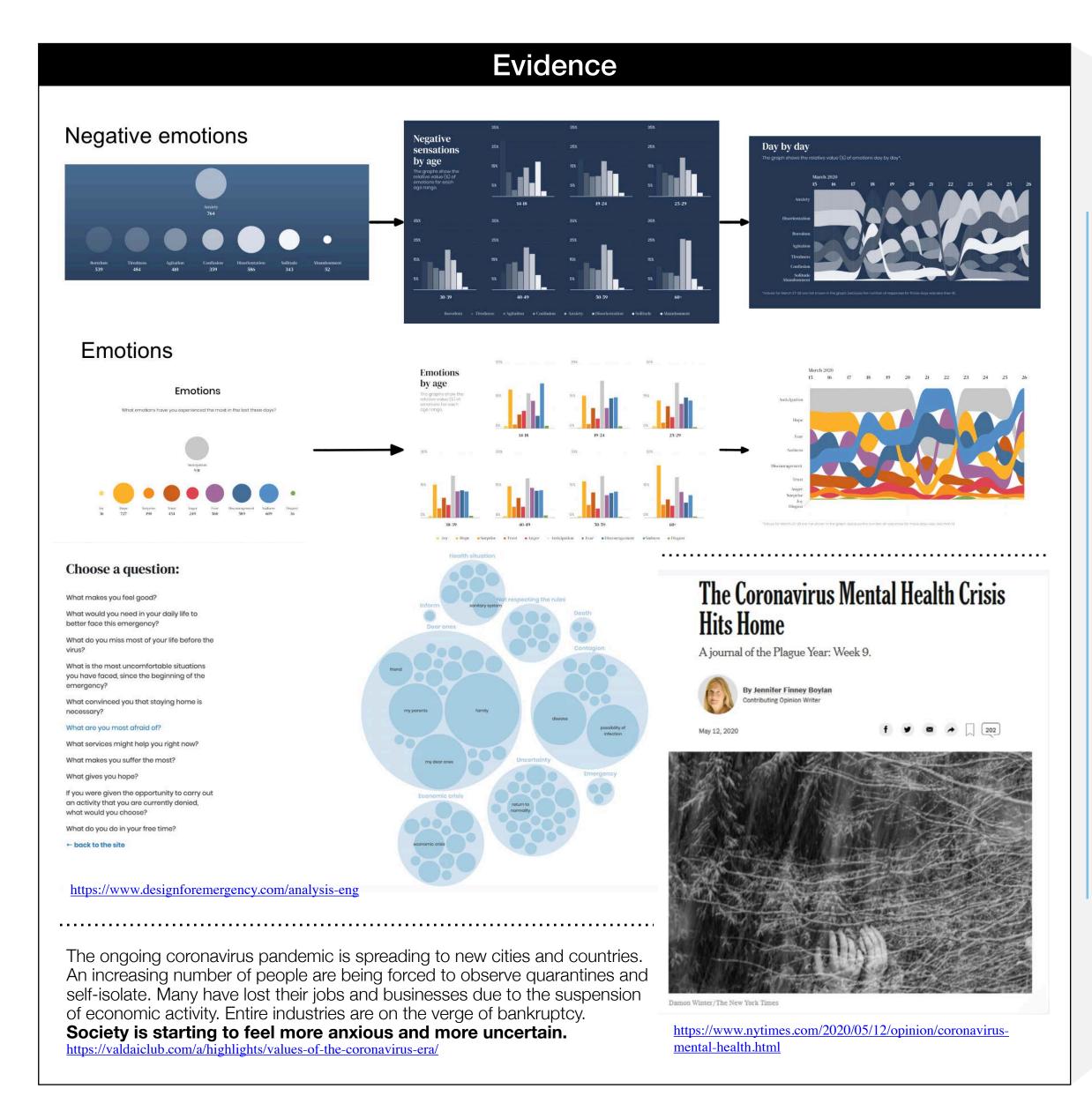
As the Covid emergency goes on from early stage, people have moved from reacting to adapting their life styles and approaches, trying to set a new normal.

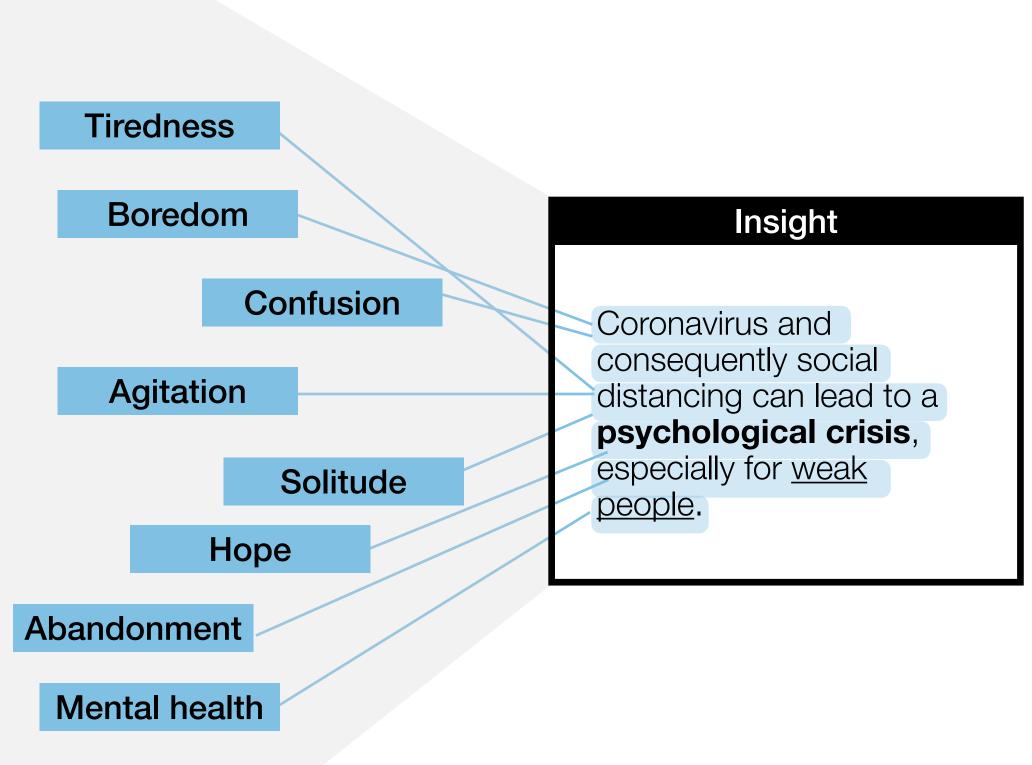
Insight

Figure 14, Evidences: Routine, Developed by Team 4DD. Based on evidences,

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Evidence: Emotions





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Figure 15, Evidences: Emotions. Developed by Team 4DD. Based on evidences,

Evidence: Values

Evidence

https://theconversation.com/values-in-the-age-of-coronavirus how-a-disease-changed-what-it-means-to-live-a-virtuouslife-136998



Current debate about appropriate policy reflects this need for certainty because it is dominated by two perspectives on values. These emphasise duties and consequences. We stay at home because it is our duty to protect health: "stay at home, protect the NHS, save lives". But measures are also being taken specifically to guard against specific consequences – such as damage to the economy.

Just being in public involves risk and this is changing our attitudes about the dignity and worth of many occupations, such as bus drivers, cleaners and warehouse workers. Society has been forced to understand more clearly what work is "key". People will remember who enabled them to buy food for their families.

https://www.nytimes.com/2020/04/29/opinion/coronavirusethics.html

The New York Times

https://valdaiclub.com/a/highlights/values-of-the-coronavirus



The ethical character of staying at home has been contested in recent days, including at a large protest at the Wisconsin capitol on Friday, by those who argue that we need to return to a more normal life and economy. Yet this group is a minority; in a Yahoo News/YouGov poll published last week more that 70 percent of respondents across both political parties were more worried about lifting restrictions too soon than lifting them too slowly.

Each era has its own values, unique to it. And if the world "will never be the same", then its values will also change greatly.

The first value of this new world will undoubtedly be associated with global solidarity. In a planetary society of risk, it is solidarity which becomes the key to survival.

The second possible value for the new world will be related to the dilemma between freedom and security.

The third value, which is now emerging from the response to the epidemic, is also almost unthinkable from the standpoint of globalism and its moral principles. This is the value of state support, and, more broadly, the value of an effective state as such.

The fourth value will be related to rethinking the current value of consumption and lead us to rethink the status of the global consumer society as the status quo.

Coronavirus Ethics: Is There a Difference Between the First and Third Oleg Barabanov The outbreak of the novel coronavirus, COVID-19, has apparently spread from China to Europe in recent days. Italy was the first European country where the number of infected people reached the hundreds. The number of people infected in France and other countries is also growing; every day, the coronavirus distribution map adds new countries. And, worst of all, the increase in the number of infected people is accompanied by a growing death toll, including increasing death tolls in Europe.

Solidarity

Freedom

Security

Sense of Community

Rethinking of values

Insight

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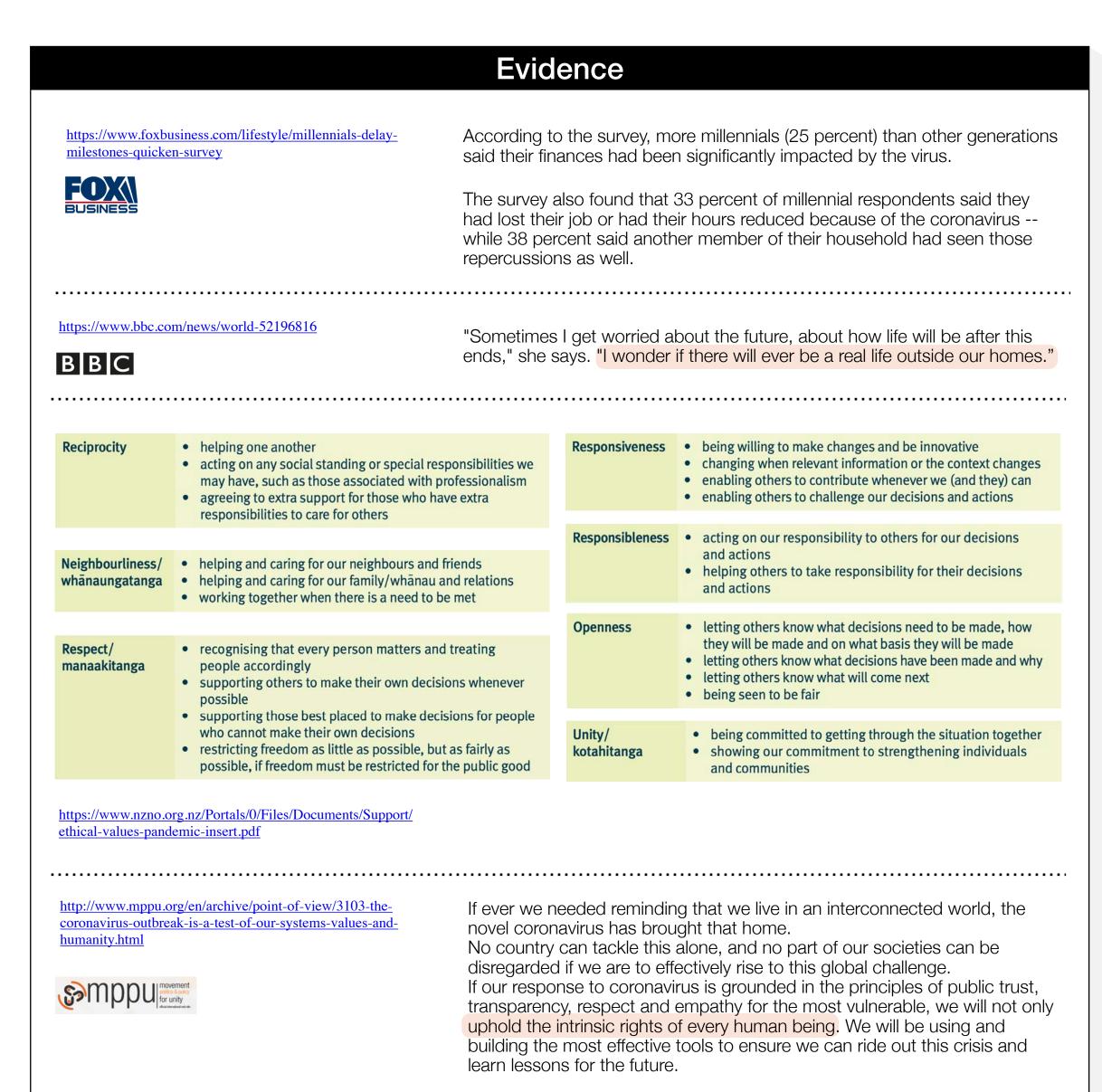
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This pandemic situation has created a strong shifts in people's values. They need help to understand which direction led to positive improvements (self and society).

Figure 16 Evidences: Values. Developed by Team 4DD. Based on evidences,

Evidence: Values



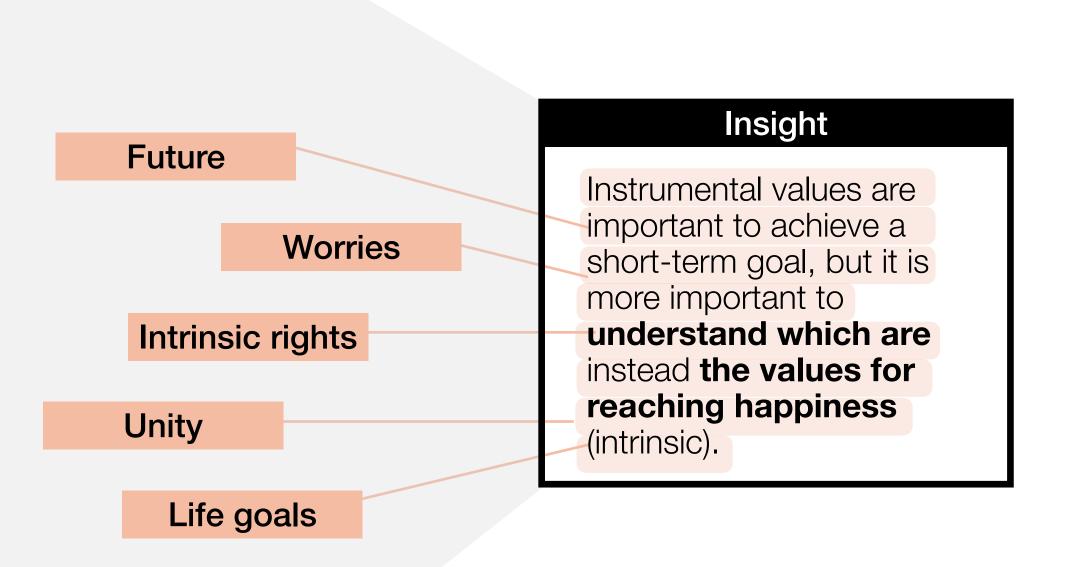


Figure 17 Evidences: Values. Developed by Team 4DD. Based on evidences,

EXPERIENCE DESIGN 2020

Evidence & Issues

Insight

Millennials are part of the generation that is most affected by this pandemic situation because of their anxiety and fear that increase without social interaction.

Insight

Coronavirus and consequently social distancing can lead to an **psychological crisis**, especially for weak people.

Insight

As the Covid emergency goes on from early stage, people have moved from reacting to adapting their life styles and approaches, trying to set a new normal.

Insight

People have to find a motivation to stay at home. Home has become more than just a family place and consequently people have to discover new habits and needs.

Insight

Instrumental values are important to achieve a short-term goal, but it is more important to understand which are instead the values for reaching happiness (intrinsic).

Insight

This pandemic situation has created a strong shifts in people's values. They need help to understand which direction led to positive improvements (self and society).



Different perception of time and space

Lack of social interaction

Increased mental health crisis

Difficulty in changing habit

Increased anxiety and fear

Lack of motivation to stay at home

Difficulty in understanding other people's needs

Fear of the future (uncertainty)

Shift of meaning of values

Difficulty in following the society's rules

Worry about parents and loved-ones

Because of the <u>lack of social interaction</u> and the <u>uncertainty about the future</u>, <u>Millennials</u> are feeling **anxiety and fear** during this pandemic situation. Due to the social distancing they are forced to have new <u>habits</u> in the <u>home</u> environment, and this change has lead to the enhancement of <u>values</u>, such as solidarity and sense of community.



"feeling paralyzed" by "loneliness from social isolation" or by the "fear that I [or my parents] will get sick."

When asked what she's doing about her anxiety, one millennial responded, "Honestly, I can't afford to think about it.

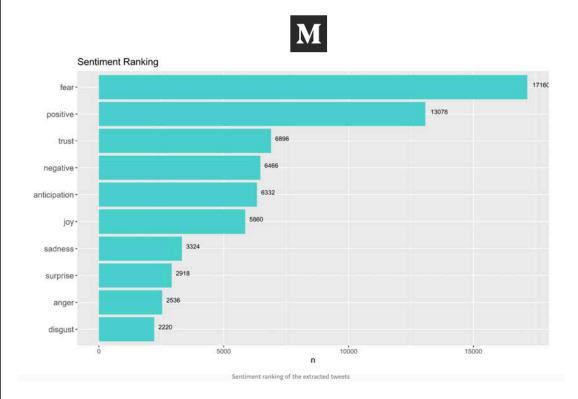
"The coronavirus dangers are real, anxiety-inducing distractions make it far too easy for millennials (even those with pre-existing issues) to overlook mental health implications."

https://www.cnbc.com/2020/03/20/coronavirus-wake-up-millennials-prioritize-your-mental-health-right-now-says-psychotherapist.html

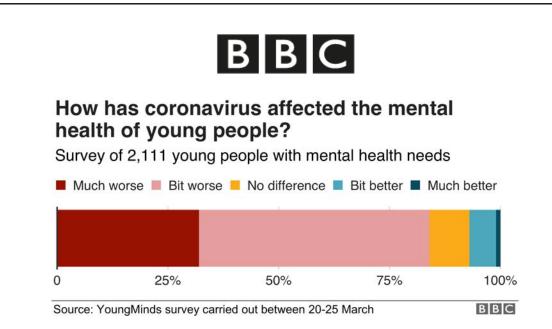
BUSINESS INSIDER

The coronavirus pandemic is forcing many millennials to reckon with the fact that their parents are aging and could be considered atrisk individuals. Several told Business Insider's Hayley Peterson they are worried about their parents' health, voicing frustration in trying to convince them to stay inside.

https://www.businessinsider.com/coronavirus-generationaleffects-millennials-gen-z-baby-boomers-2020-4? IR=T#meanwhile-many-millennials-are-staying-inside-andurging-their-parents-to-do-the-same-2







Naomi, 21, a final-year psychology student from Cardiff, says her anxiety has increased hugely due to the coronavirus. Her finals were cancelled, and although the lectures and exams have moved online, the loss of routine and uncertainty around grading have affected her.

https://www.bbc.com/news/stories-52110460

Problem Statement

Because of the lack of social interaction and the uncertainty about the future, Millennials are feeling anxiety and fear during this pandemic situation. Due to the social distancing they are forced to have new habits in the home environment, and this change has lead to the enhancement of values, such as solidarity and sense of community.

The Atlantic

The Millennials entered the workforce during the worst downturn since the Great Depression. Saddled with debt, unable to accumulate wealth, and stuck in low-benefit, dead-end jobs, they never gained the financial security that their parents, grandparents, or even older siblings enjoyed.

https://www.theatlantic.com/ideas/archive/2020/04/millennials-are-new-lost-generation/609832/





The CDC outlines that stress during an infectious disease outbreak can include:

Fear and worry about one's health and the health of loved ones https://www.nbcnewyork.com/news/coronavirus/covid-19-guide-how-to-manage-stress-and-anxiety/2331439/

 $\frac{https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/managing-stress-anxiety.html?}{}$

CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fprepare%2Fmanaging-stress-anxiety.html

verywellmind

A 2019 review in The Lancet analyzed the results of past studies to get a better idea of how COVID-19 may impact those who are quarantined. The review found that psychological distress is common both during and after periods of quarantine.

People commonly experienced:

Fear
Sadness
Numbness
Insomnia
Confusion
Anger
Post-traumatic stress symptoms
Depressive symptoms
Low mood
Stress
Emotional disturbance
Irritability
Emotional exhaustion
https://www.verywellmind.com/protect-your-mental-health-during-quarantine-4799766



"feeling paralyzed" by "loneliness from social isolation" or by the "fear that I [or my parents] will get sick."

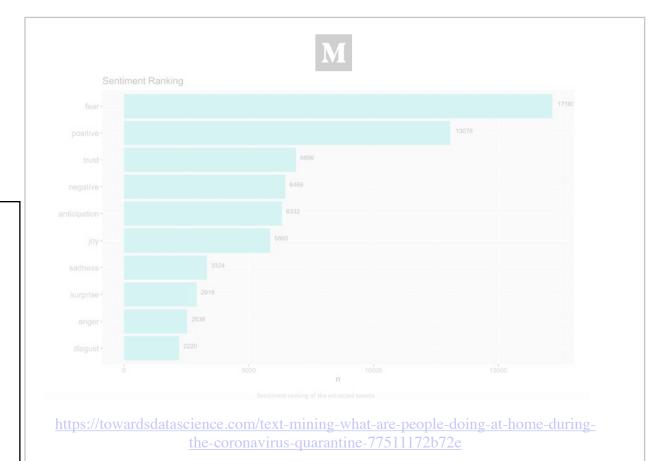
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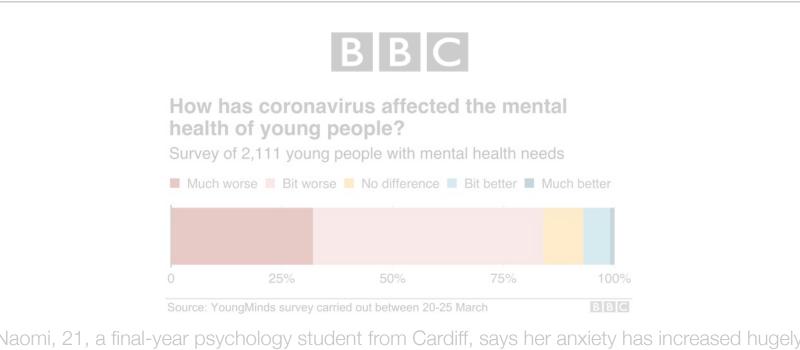
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People commonly experienced:

Fear Sadness

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https://www.theatlantic.com/ideas/archive/2020/04/milloare-new-lost-generation/609832/

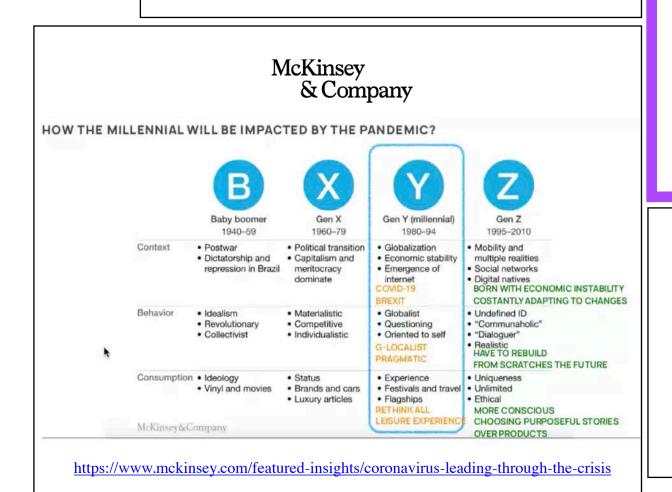
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https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/managing-stress anxiety.html?

CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fprepare%2Fmanaging-stress-anxiety.html

The New York Times

Millions of Americans are taking part in an unprecedented experiment in working from home. Many are happier, more efficient and want to hang onto the benefits when the pandemic ends. https://www.nytimes.com/2020/05/05/business/pandemic-work-from-home-coronavirus.html?searchResultPosition=4



Wilson Asset Management According to the survey, more

Behavioural shifts

If younger generations move their lives even more towards online, and retailers, workplaces, health professionals and educators accommodate this shift, the implications will be significant.

https://wilsonassetmanagement.com.au/2020/04/01/generationaltraits-emerging-under-lockdown/ According to the survey, more millennials (25 percent) than other generations said their finances had been significantly impacted by the virus.

The survey also found that 33 percent of millennial respondents said they had lost their job or had their hours reduced because of the coronavirus -- while 38 percent said another member of their household had seen those repercussions as well.

 $\frac{https://www.foxbusiness.com/lifestyle/millennials-delay-milestones-quicken-\\survey}{}$

Problem Statement

Because of the lack of social interaction and the uncertainty about the future, Millennials are feeling anxiety and fear during this pandemic situation. **Due to the social distancing they are** forced to have new habits in the home environment, and this change has lead to the enhancement of values, such as solidarity and sense of community.

BBC

"Sometimes I get worried about the future, about how life will be after this ends," she says. "I wonder if there will ever be a real life outside our homes."

https://www.bbc.com/news/world-52196816

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Home as the new office

During quarantine, most are forced to work from home. There will be people who will, on the first day after the quarantine, race to meet colleagues and drink that office coffee. But there will be those who will not want to return to the office.

https://www.dezeen.com/2020/03/25/life-after-coronavirus-impact-homes-design-architecture/



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"We found it difficult to get into the routine of lockdown, so it stands to reason that we'll find it difficult to get out of the routine of lockdown as well."

As some countries ease coronavirus restrictions, mental health experts are noticing an emerging phenomenon; anxiety about life after lockdown.

https://www.bbc.com/news/health-52443108

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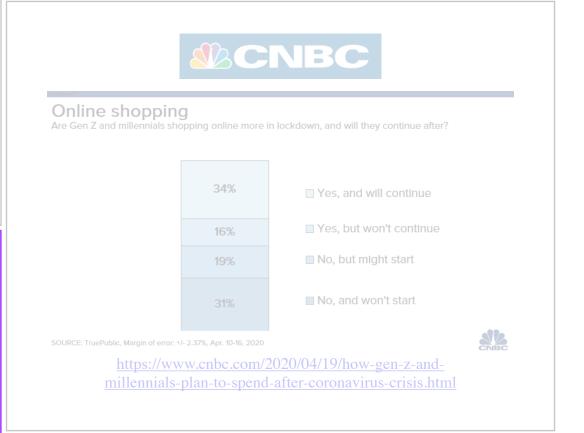


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General Purpose

To identify some **triggers** about how to create a "new normal" life without the **anxiety and fear of face-to-face interaction** for Millennials, through investigating the changing **role of home** in different social distancing process from initiation to leave-taking.

Problem Statement

Because of the <u>lack of social interaction</u> and the <u>uncertainty about the future</u>, <u>Millennials</u> are feeling **anxiety and fear** during this pandemic situation. Due to the social distancing they are forced to have new <u>habits</u> in the <u>home</u> environment, and this change has lead to the enhancement of <u>values</u>, such as solidarity and sense of community.

Project Hypothesis

Transition to "new normal"

If we improve the **relationship** between Millennials and their family/friends/neighbors by **reducing the physical distance** while **increasing digital social interaction**, then their anxiety and fear related to the uncertainty about the future will decrease.

General Purpose

To identify some **triggers** about how to create a "new normal" life without the **anxiety and fear of face-to-face interaction** for Millennials, through investigating the changing **role of home** in different social distancing process from initiation to leave-taking.

Problem Statement

Because of the lack of social interaction and the uncertainty about the future, Millennials are feeling anxiety and fear during this pandemic situation. Due to the social distancing they are forced to have new habits in the home environment, and this change has lead to the enhancement of values, such as solidarity and sense of community.

Project Hypothesis

Transition to "new normal"

+Evidence +Issues

If we improve the relationship between Millennials and their family/friends/neighbors by reducing the physical distance while increasing digital social interaction, then their anxiety and fear related to the uncertainty about the future will decrease.

Project Idea

General Purpose

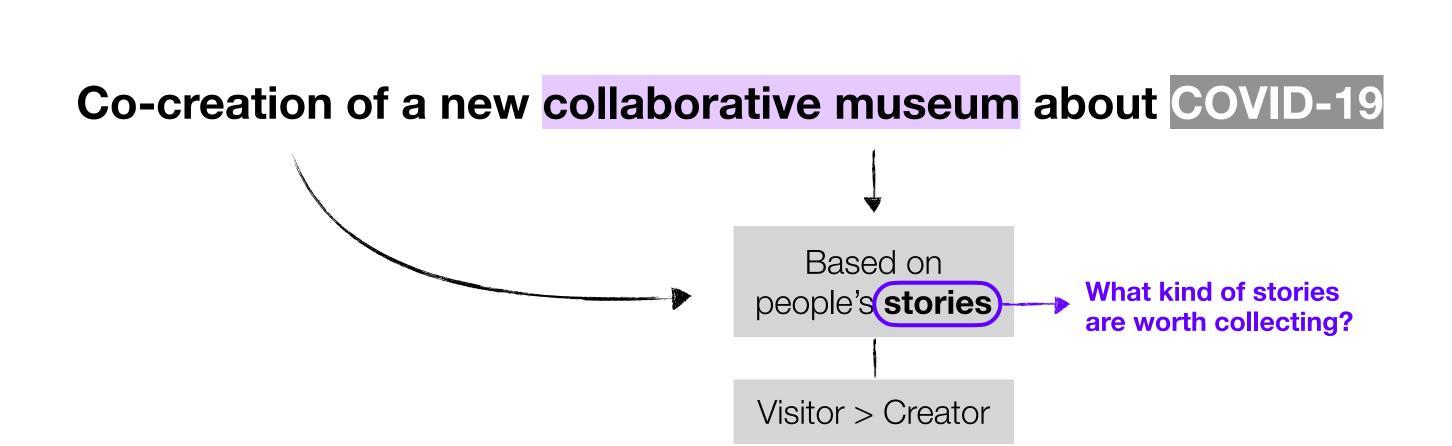
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Phase 1 People can share their stories in an online collaborative museum about the lockdown. Physical & Digital Environment Phase 2 Create a physical museum made of people's stories.

The collaborative museum environment will become a place for meet and play in small groups of people (family, friends, neighbors), where the social distance is controlled and people can interact face-to-face.

Some of the digital innovations in the online museums will be taken into consideration.

DIGITAL ENVIRONMENT

Phase 1

People can share their **stories** in an **online** collaborative museum about the lockdown.

- sense of community
- possibility of reducing anxiety and fear thanks to other people's stories

Fields of Design Problems

		Communication Symbols	Construction Things		Interaction Action	Integation Thought
Arts of Design Thinking	Inventing Symbols	Symbols Words&Images				
	Judging Things		Physical Objects		3rd order	
	Deciding Action			digital lead relation	ctivities and services both in I and physical social intera- nillennials to strengthen the enships and futher reduce by and fear?	ction
1	Evaluating Thought			dilAle	y and real :	Environments Organizations Ideas & Values

PHYSICAL & DIGITAL ENVIRONMENT

Phase 2

Create a **physical** museum made of people's stories.

People can keep sharing their **stories** in **online** collaborative museum about the new normal life.

The aim is to help people in having a transition from digital platforms to physical interaction (face-to-face) in a physical environment (new normal life).

Fields of Design Problems

Arts of Design Thinking		Communication Symbols	Construction Things	Interaction Action	Integation Thought
	Inventing Symbols	Symbols Words&Images			
	Judging Things		Physical Objects		
	Deciding Action			Activities, Services Processes	The 4th order
	Evaluating Thought				co-creation museum could be a platform integrating peoples' ideas and values online to support offline exhibition and further reduce the anxiety and fear of face-to-face Interaction and the uncertain future.

From the emotional journey we can visualise that the 2 phases of the museum co-creation could be the trigger to help people move to the new normal life without anxiety and fear. Phase 1 happens in the maintenance and leave-taking of the pandemic. Phase 1 Phase 2 Phase 2 happens in the initiation of "New normal" life. The collaborative museum could promote the transformation of public empathy, awareness and inspiration. People can share their **stories** Create an online & offline in an **online** collaborative museum made of people's museum about the lockdown. stories. The pandemic is under contro Get medical assistance Discover new value Unaccustomed new life Normal life COVID-19 Initiation Triggers Initiation of "New normal" life Maintenance Leave-taking Emotion Desire Initial shock Coming to grips Gradual adaptation Find the balance Sorrow Don't have to work Situation getting better Import new habits Start social distancing **General purpose** Uncertainty of future Unemployment wave Lack of information

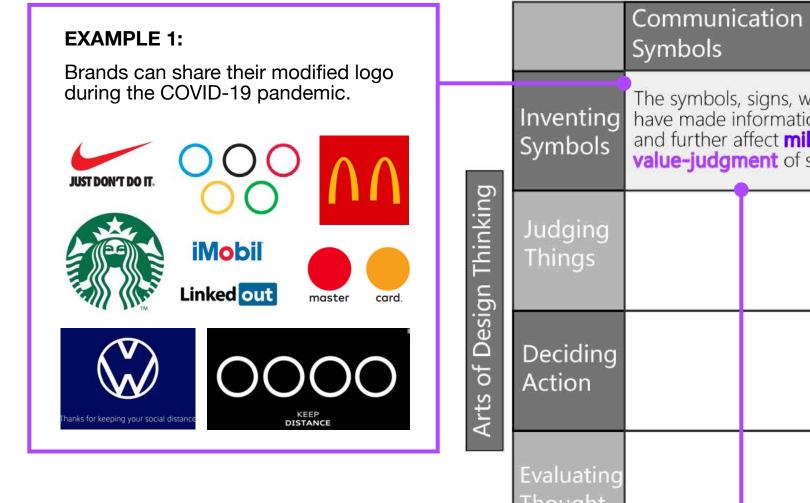
Figure 21, From phase 1 to phase 2 in timeline. Developed by Team 4DD.

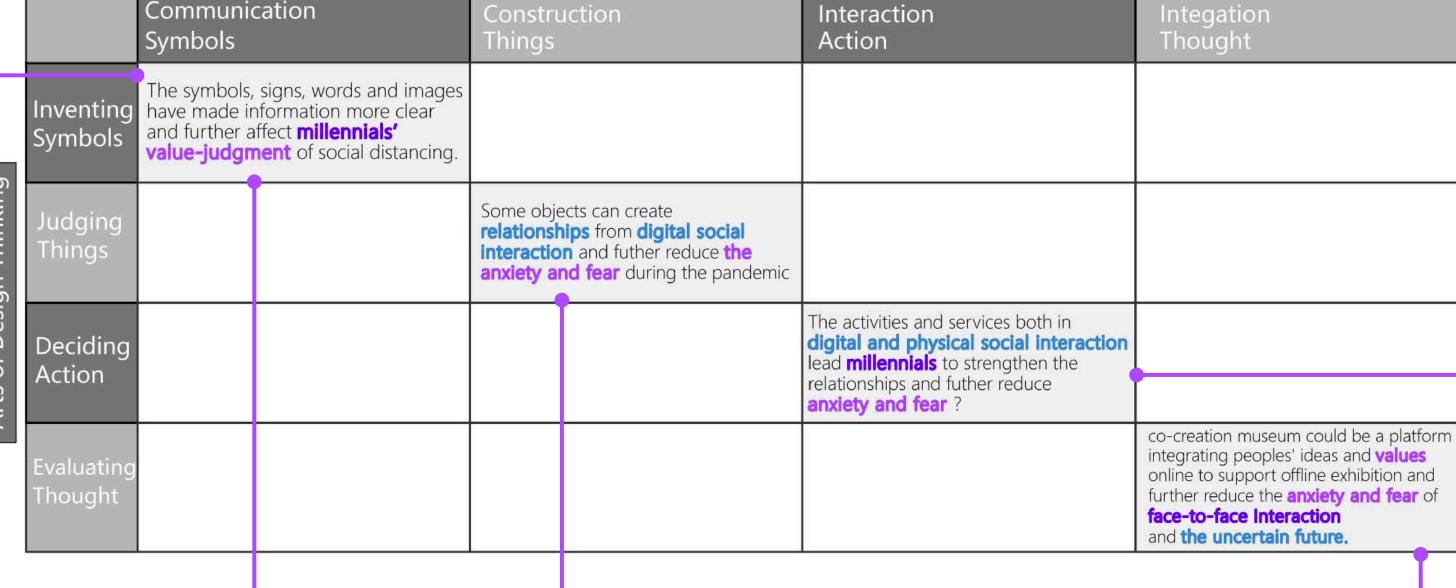
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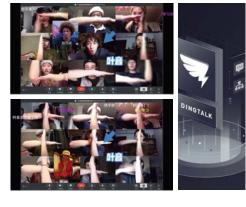
Project Idea: Stories

WHAT KINDS OF STORIES ARE WORTH COLLECTING

Fields of Design Problems







EXAMPLE 4:

Some hip-hop dancer used DingTalk online conferences interface to perform dances with their hands and this video is very popular online.

EXAMPLE 2:

Users can use their creativity to design interesting posters about social distancing to reduce others' fear and anxiety.





EXAMPLE 3:

During the pandemic, the curtains of Mr. Wang's house in Wuhan were floated out of the window for two and a half months. His neighbour recorded this object and posted it online watched by millions of people. After the lockdown of Wuhan, Hubei Museum will permanently collect this curtain.





EXAMPLE 5:

During the pandemic, Tongji University created an online live cherry blossom viewing platform, where it's possible to see again the familiar campus environment in front of the screen, and these pictures are common memories of us in the spring of 2020.

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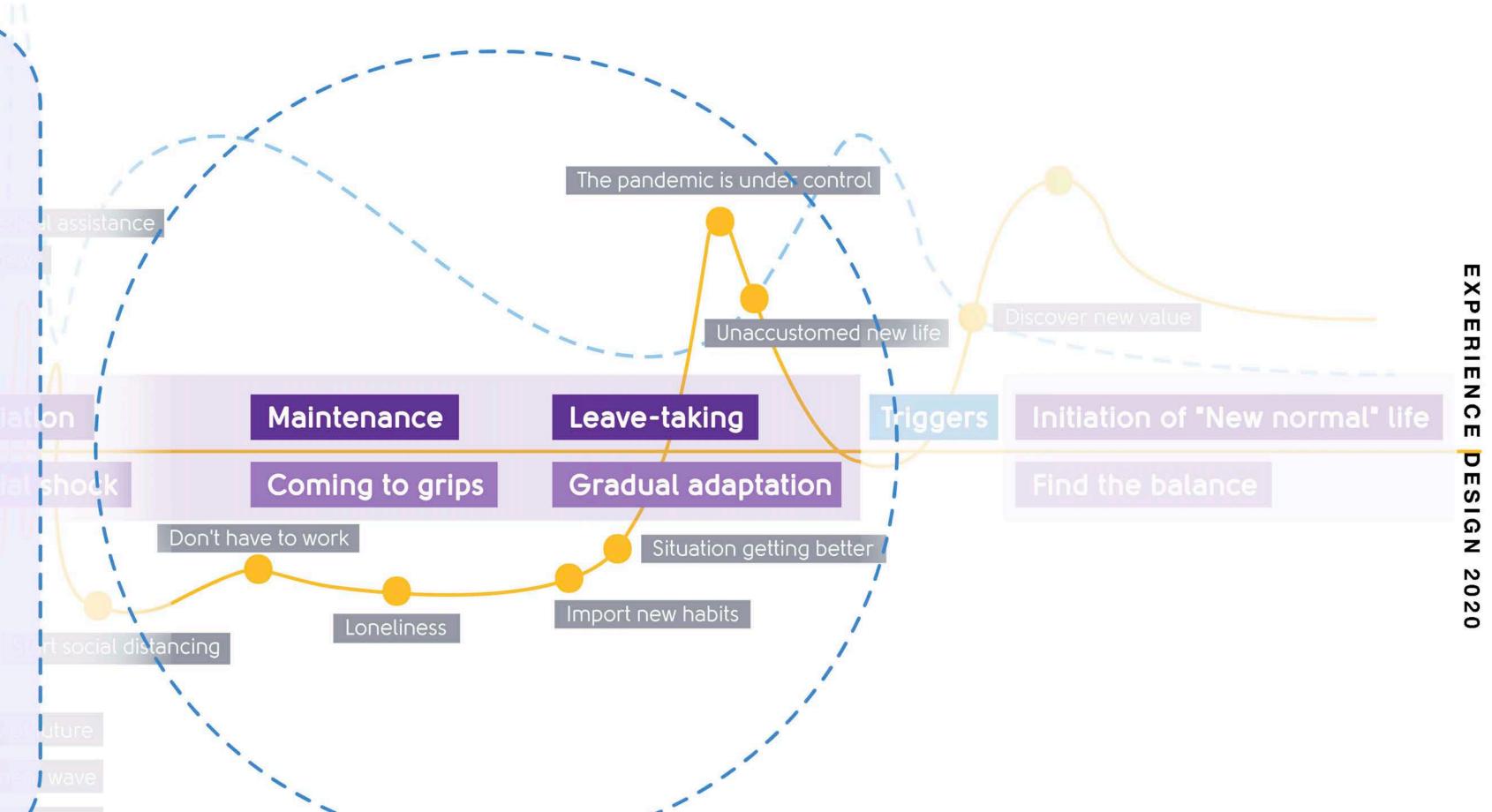
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Figure 22, The explanation and examples of stories. Developed by Team 4DD. Based on theory from R. Buchanan.

THE PHASE 1 CAN HELP PEOPLE REDUCE ANXIETY AND FEAR

Phase I could happen when people experience the maintenance and leave-taking of the pandemic, at that time people have to stay at home and do the social distancing.

with the help of this
online collaborative museum,
they could get a sense of
community, and possibility of
reducing anxiety and fear thanks
to other people's stories.



Project Idea: Scenario 1

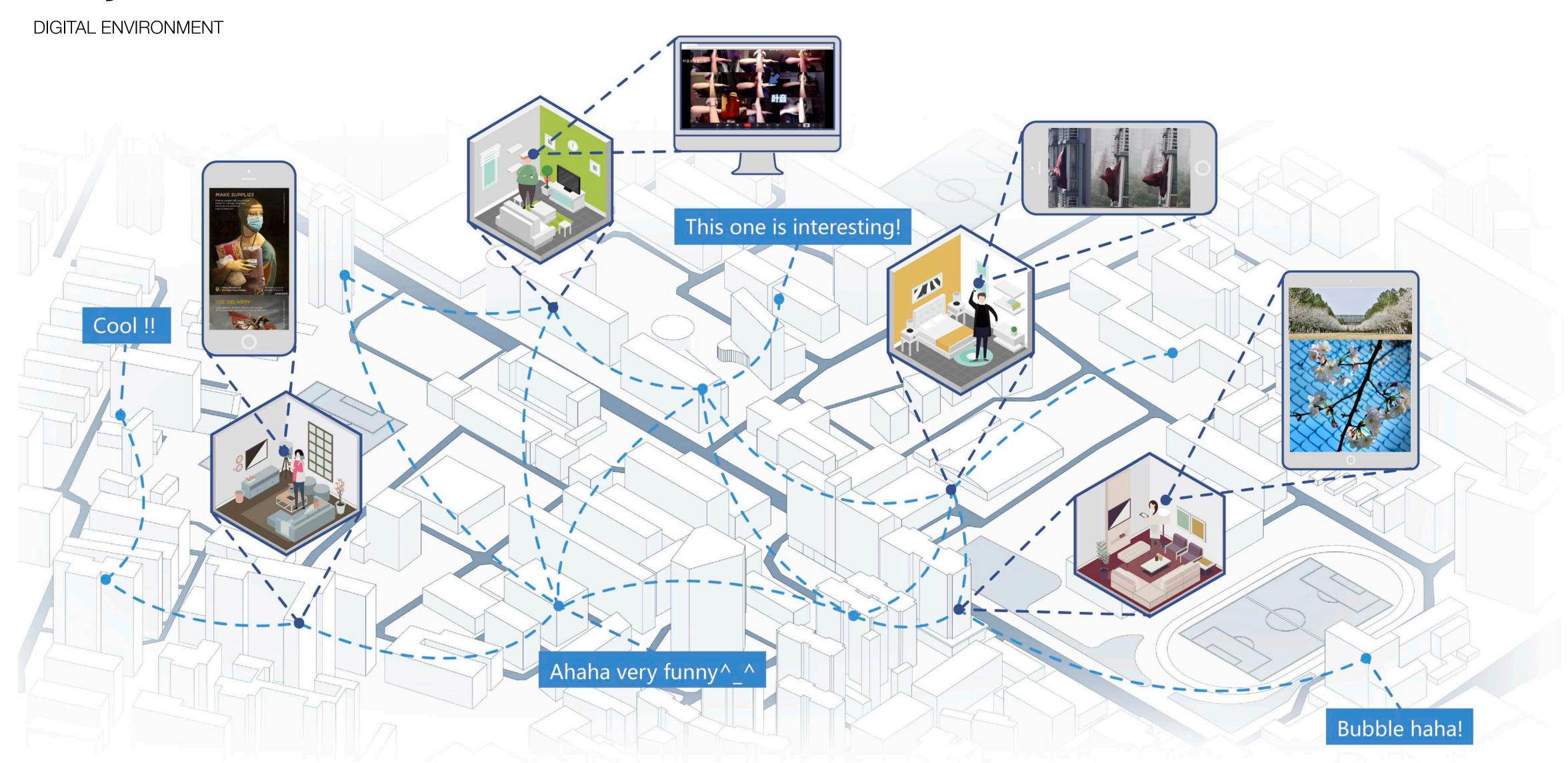


Figure 25, Scenario of phase 1. Developed by Team 4DD.

THE PHASE 2 CAN HELP PEOPLE REDUCE ANXIETY AND FEAR

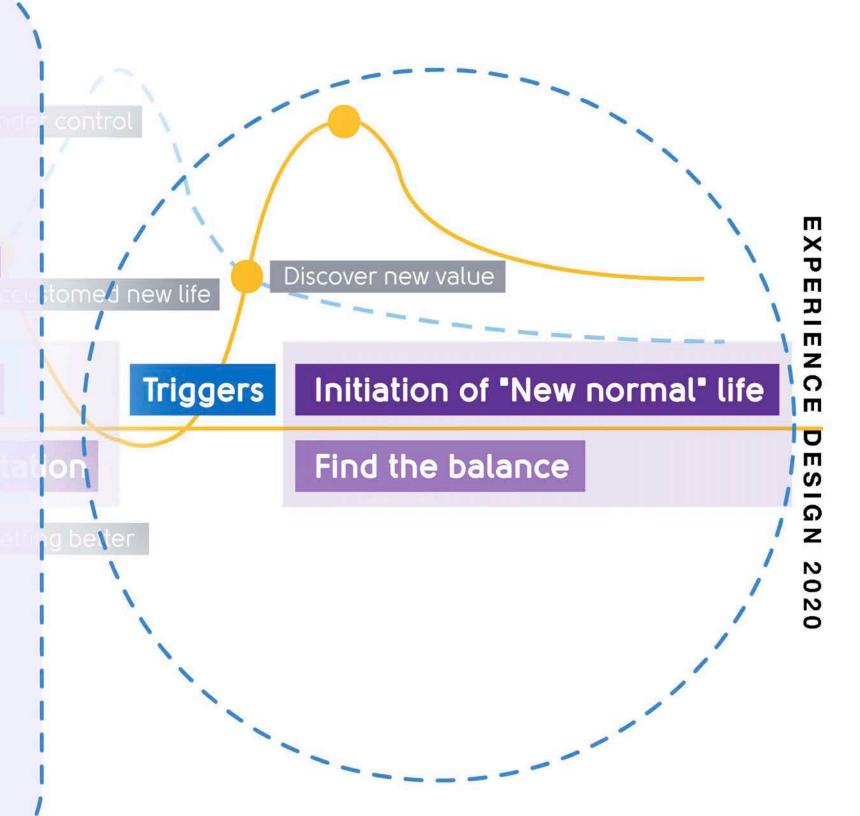
Joy

Desire Normal life COVID-19 Initiation

Sorrow

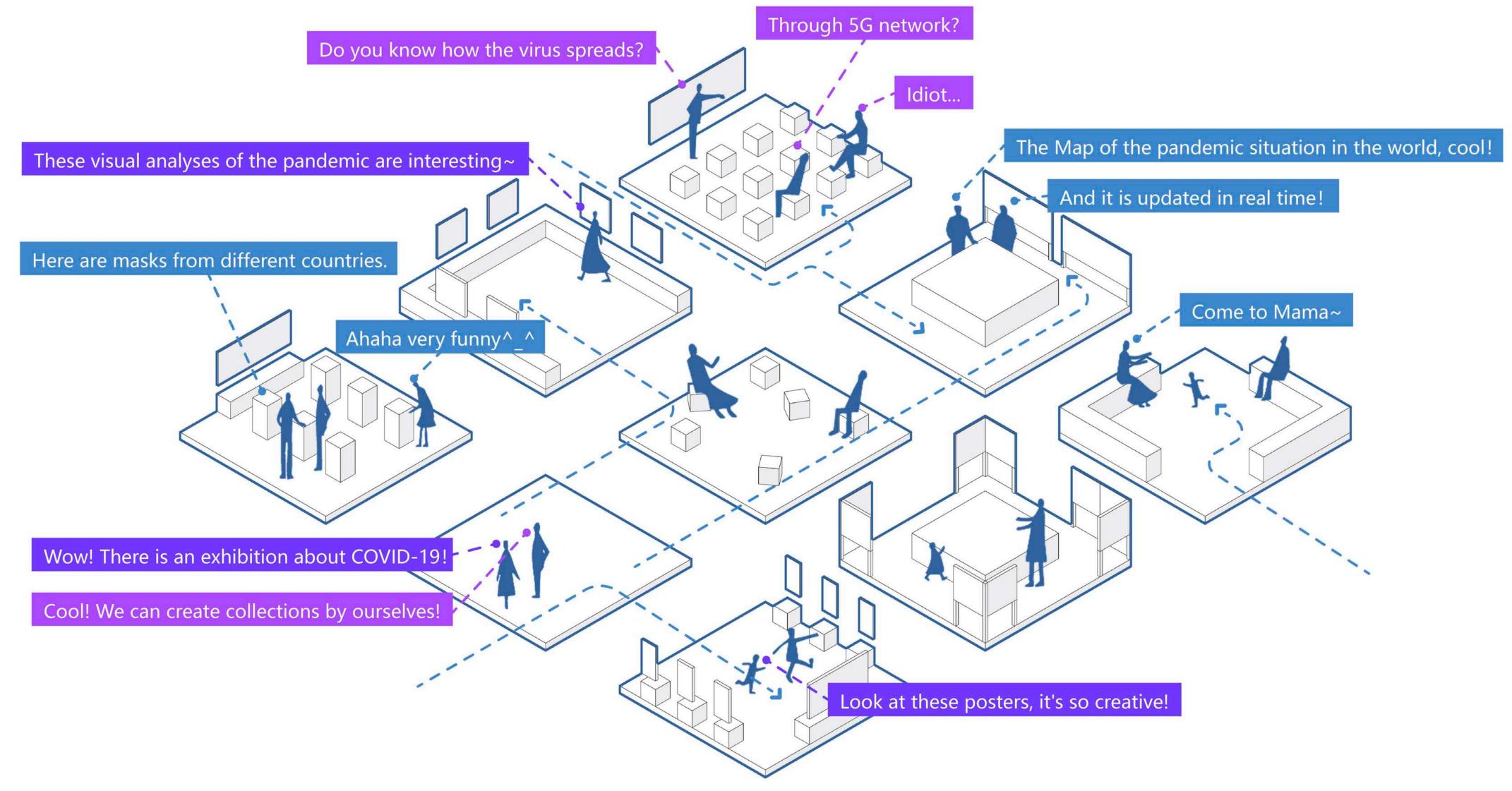
Phase 2 will happen after pandemic is totally under control, at that time people are actually safe but they still feel anxiety and fear and afraid of doing the face-to-face interaction.

The aim of digital & physical museum is to help people in having a transition from digital platforms to physical interaction in a physical environment.



Project Idea: Scenario 2

PHYSICAL & DIGITAL ENVIRONMENT



Significance

