Submission No.:C000056
Emotional Design

Analysis of Emotional Trigger at Powder Room
Experience Value, Emotional Trigger, Powder Room, Emotion...

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Analysis of Emotional Trigger at Powder Room

–Factor of Negative and Positive Emotion through Dressing–

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Abstract: Recently, experience value has been required at a living space, and increasing affective value is needed. To clarify affective value of living, we focused on emotion and emotional trigger while staying at a living space. We chose "Dressing at a powder room" as a first target to clarify the emotions and those emotional triggers of one scene, and conducted comparative analyses about attribute differences of age and job status. From analysis result, the most influential emotional trigger was about one's body, and full time homemaker almost only move their emotions by the trigger, while employee move their emotions from some other triggers as well. We described this difference by illustrating emotional causal relationships, and made a discussion about emotional meaning of "Dressing".
Keywords: *Experience Value, Emotional Trigger, Powder Room, Emotion while Dressing, Emotional Causal Relationship*

1. INTRODUCTION

Recently, it has been said that living space needs experience value, as same as service industries. To enhance the fulfillment of experience value, it is very important to increase "Affective value". To clarify affective value, we focused on "Emotion" and the "Emotional Trigger" while staying at a living space.

In Japan, bathroom is usually separated into 3 rooms. First is a place for voiding, second is a place for bath, and the last one which we call "Powder Room" is used for many purposes, such as dressing, washing hands, and laundry. We chose this powder room as a first target for analyzing.

To clarify the emotions and emotional triggers at a powder room, we mapped the relationships between emotions and those emotional triggers at a powder room on eight-quadrant through some user researches and analyses.

On this paper, we approached to externalize the data of one scene, starting from "Dressing in the morning" which is the main usage of a powder room.

The purpose of this paper is to clarify emotions and those emotional triggers while dressing in the morning.

2. PREVIOUS STUDY

On previous study, we had researches and analyses as follows. [1]

2.1 User Interview

First, we conducted an online interview hearing about emotions and those emotional triggers while staying at a powder room. We interviewed 12 women for 10 days, and we got 153 pages of interview data on A4 size.

2.2 Data Extraction

Consulting previous studies about emotion, we extracted data of emotions and those emotional triggers using syntax analysis. We extracted 47 negative emotional words, 173 negative emotional triggers, 37 positive emotional words, and 332 positive emotional triggers.

2.3 Measuring of Emotional Words

We had a questionnaire for 3000 women to measure the extracted emotional words on a scale of "-10" as most negative to "10" as most positive. Contrary to our expectation, the result showed that the scores of the emotional words were categorized in 4 different meaning groups, "gloom", "bothersome", "relax", and "active", which didn't include differences in importance.

2.4 Classifying of Emotional Triggers

We classified the extracted emotional triggers into 2 groups by KJ method. The first group include triggers about oneself, such as "conditions of one's body" and "one's action to do something". The second group include triggers from others, such as "smells of cosmetics", "communication with family", and "surrounding

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environment".

2.5 Four-quadrant of Emotional Triggers

In conclusion, we mapped the relationship between emotions and those emotional triggers on eight-quadrant (Table 1). This result clarified the total picture of emotional triggers at a powder room.

Table 1: Eight-quadrant of Emotional Triggers

Emotion					
		Negative		Positive	
		Gloom	Bothersome	Relax	Active
Emotion Trigger	About oneself	Bad Physical Condition	Amotivational Condition	Elimination of Negative Problem	Physical Perfection
	From others	Discomfort Situation	Messy	Attachment	Comfort Situation

3. ANALYSIS METHOD

As a next step of this study, we approached to externalize emotions and those emotional triggers, focusing on one scene. On this paper, we analyzed detail of the interview data in 2.1 to clarify emotions and those emotional triggers while dressing in the morning.

The interview data consists of 2 attributes, age and job status. We extract 4 examinees who had the most amount of data from each attribute and conducted comparative analyses. The analyze procedure is as follows.

3.1 Compare the rate of Negative Emotion and Positive Emotion

To analyze the emotional differences among 4 examinees, we counted the data quantity of negative emotional words and positive emotional words which uttered about dressing, and made it into a pie chart.

3.2 Compare the rate of Emotional Triggers

To analyze the differences of emotional triggers among 4 examinees, we counted the data quantity of each emotional trigger category. The categories are shown in Table2.

Table 2: Category of Emotional Trigger

Category		Content	Example
Trigger about oneself	Mind	Inner factor of oneself	·feeling lousy
	Body	Physical factor of oneself	·good condition of one's skin ·finishing makeup well
	Action	Factor of one's action, behavior or thinking	·doing one's hair
Trigger from others	Person	Factor related with other person	·family (child, husband) ·friend
	Object	Tangible and Intangible	·makeup creme
	Place	place where one's being	·powder room
	Context	Surrounding environment, situations, or other abstract factors	·warmth, brightness ·weekday morning, dressing for family outing ·work

3.3 Analyze details of characteristic Emotional Triggers

To clarify the effective emotional triggers through dressing, we focused on 4 emotional trigger categories which had big quantity of data, and analyzed the details through reviewing interview data.

3.4 Illustrate emotional causal relationship

From analysis results, we made two emotional causal relationship as conclusion.

4. ANALYSIS RESULT

4.1 Rate of Negative Emotion and Positive Emotion

The result is shown in Figure1. The ratio of three examinees were almost equally divided, but only the 50~60s employee showed that positive emotion occupied 80% of emotion while dressing.
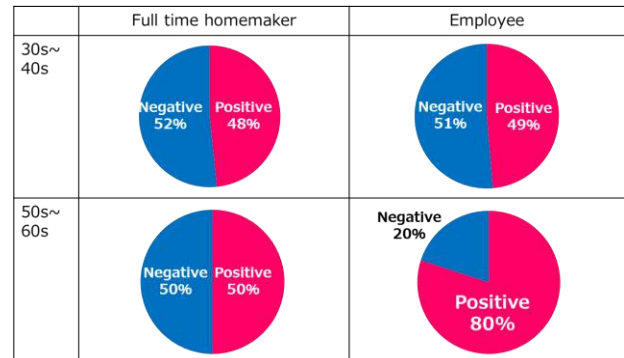

Figure 1: Rate of Emotional Words

4.2 Rate of Emotional Triggers

The result is shown in Figure2. Triggers about body were the most common emotional triggers while dressing of all 4 examinees. And furthermore, triggers of full time homemakers mostly about body, while employees also had triggers about action, object, and context.
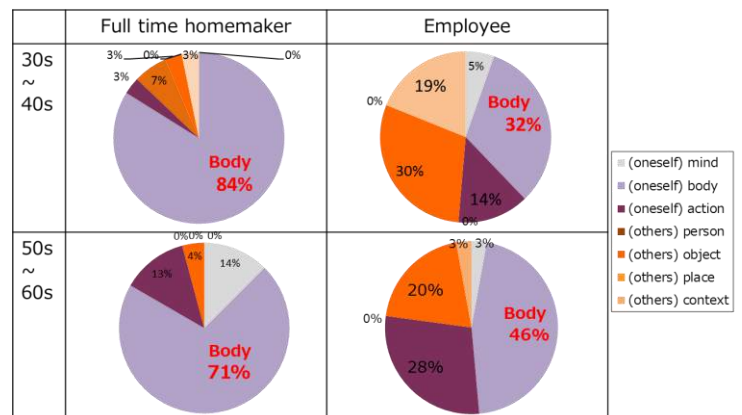

Figure 2: Rate of Emotional Trigger

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4.3 Details of characteristic Emotional Triggers

We analyzed details about body, action, object, and context, which had major amount of emotional trigger.

The result is shown in Figure3. We filled cells which had more than 2 data and wrote down the concrete factors.

Figure 3: Details of characteristic Emotional Triggers

Full time homemaker only had factors of "Well-dressed or not" and "Physical condition" which belong to body, while employee also had factors of "Act of dressing", "Cosmetics", "Work" which belong to other trigger categories.

This result also showed the reason why 50~60s employee had 80% of positive emotion. It was because there were no negative triggers of "Act of dressing" and "Work" like 30~40s employee, not because there were another positive factors in particular.

From those results, we considered that employees who have much chance to meet people besides family through work get much affective stimulation than full time homemaker in daily lives, and that is the reason why employees had more emotional trigger variation than full time homemaker.

4.4 Illustrate emotional causal relationship

According to previous consideration, we draw emotional causal relationship of full-time homemaker, and employee.
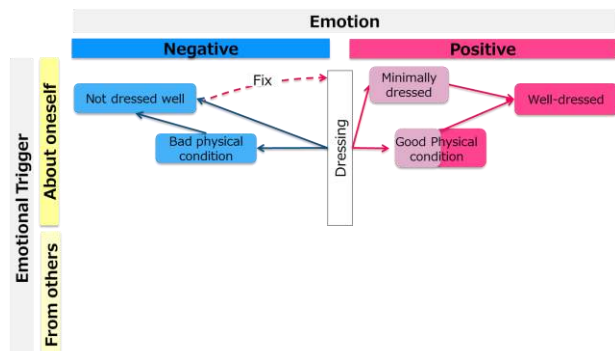

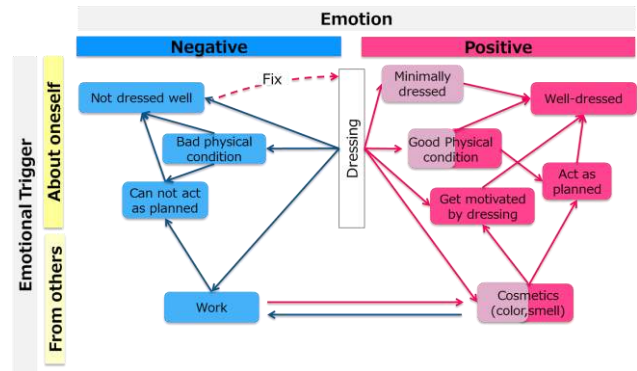**Figure 4:** Emotional causal relationship of full time homemaker

Figure 5: Emotional causal relationship of employee

Full time homemakers' emotions while dressing move from negative to positive only because of triggers about themselves (Figure 4).

On the other hand, employees' emotions while dressing move by various emotional triggers including triggers from others, affecting other triggers about oneself and from others. This emotional causal relationship turned out to draw very complex loops (Figure 5).

From illustrating two types of emotional causal relationship, we clarified that full time homemaker and employee have widely different emotional trigger loops through the same act as dressing.

5. CONCLUDING REMARKS

To clarify emotions and emotional triggers while dressing in the morning, we conducted several analyses using interview data about emotions and those emotional triggers while dressing. Focused on attribute differences about age and job status, we conducted comparative analyses among 4 examinees as representatives of each attributes.

From analysis result, the most influential trigger while dressing was triggers about one's body, such as "Well-dressed or not" and "Physical condition". Full time homemakers mostly move their emotions by these triggers, while employees also move their emotions by triggers about action, object, and context. Those triggers affect other triggers intricately, drawing very complex emotional casual relationship.

"Dressing" is physically an act that facing a mirror or other objects, but it may be an act of communication whit oneself which have been dressed little by little. Furthermore, considering that employees who have many chances to meet people outside have more complex causal relationship, dressing might be an act of communication with other people who may see them after they dressed.

This consideration was elicited from analyzing 4

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examinees. We want to raise the amount of data to review this consideration, and leads to clarify the whole scene of living.

ACKNOWLEDGMENTS

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