



Project 04

Conscious Consumption

Inspiration



Recently, I like to go to the live broadcast room to watch onlookers every night. I don't buy too much, but I feel very happy watching everyone interact. At first it was to save money, but then it seemed to be "addicted" and I couldn't stop it. Instead, I spent more money, and it hurts; I feel very excited as soon as I spend money. Although I sometimes have "no money", I still enjoy shopping. Isn't this pathological?

...
I feel very happy when I buy something. Is this normal? Since money is limited, how can we spend money to bring us more happiness?

Secondary Research

Shopping makes people happy, and it is a real experience for many people. When buying, buying, and buying, our stress and negative emotions seem to be easily alleviated. And this is scientifically based!

To studies have found that shopping can bring us "healing" effects from multiple angles, such as:



Shopping can reduce the level of sadness and has a positive effect on our negative emotions. (Rick er al, 2014)



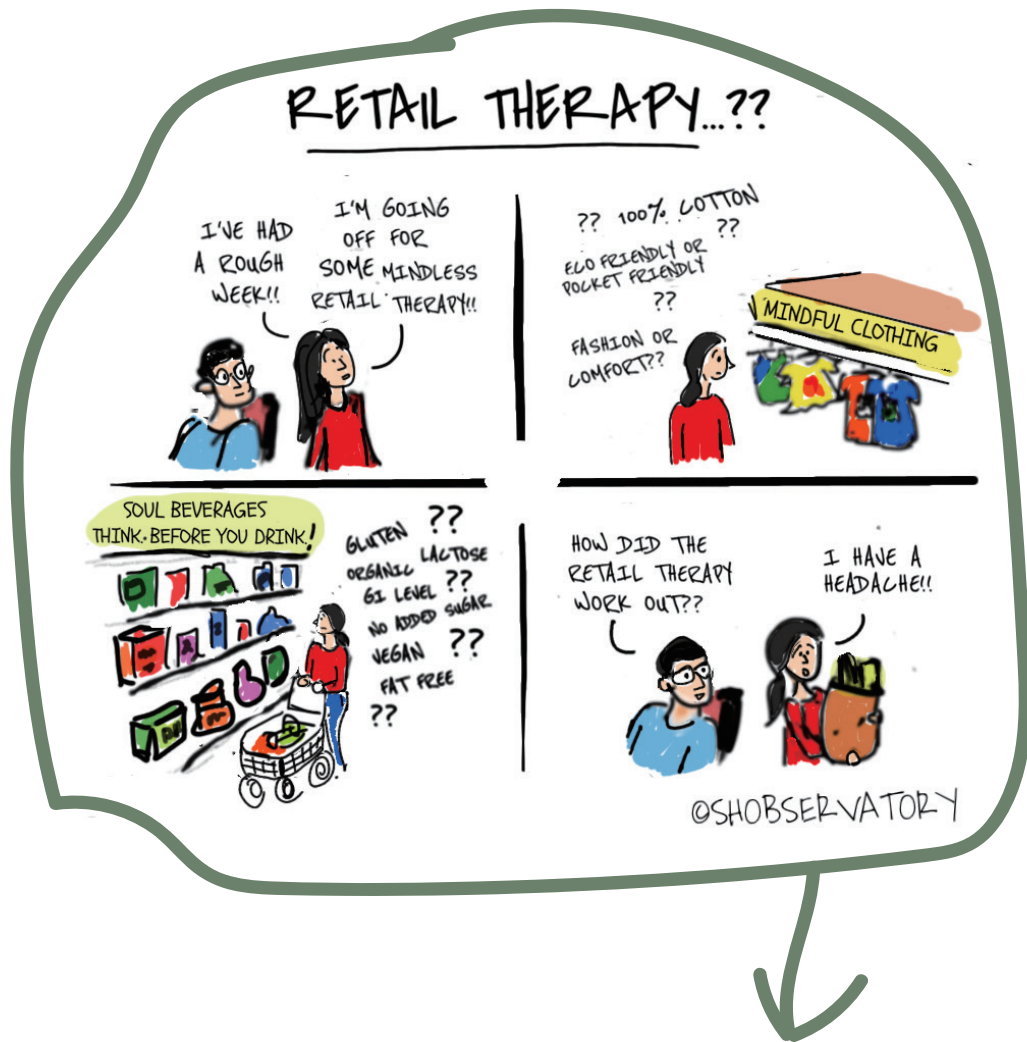
The process of independently choosing what to buy can enhance our inner sense of control over life. (Rick er al, 2014)



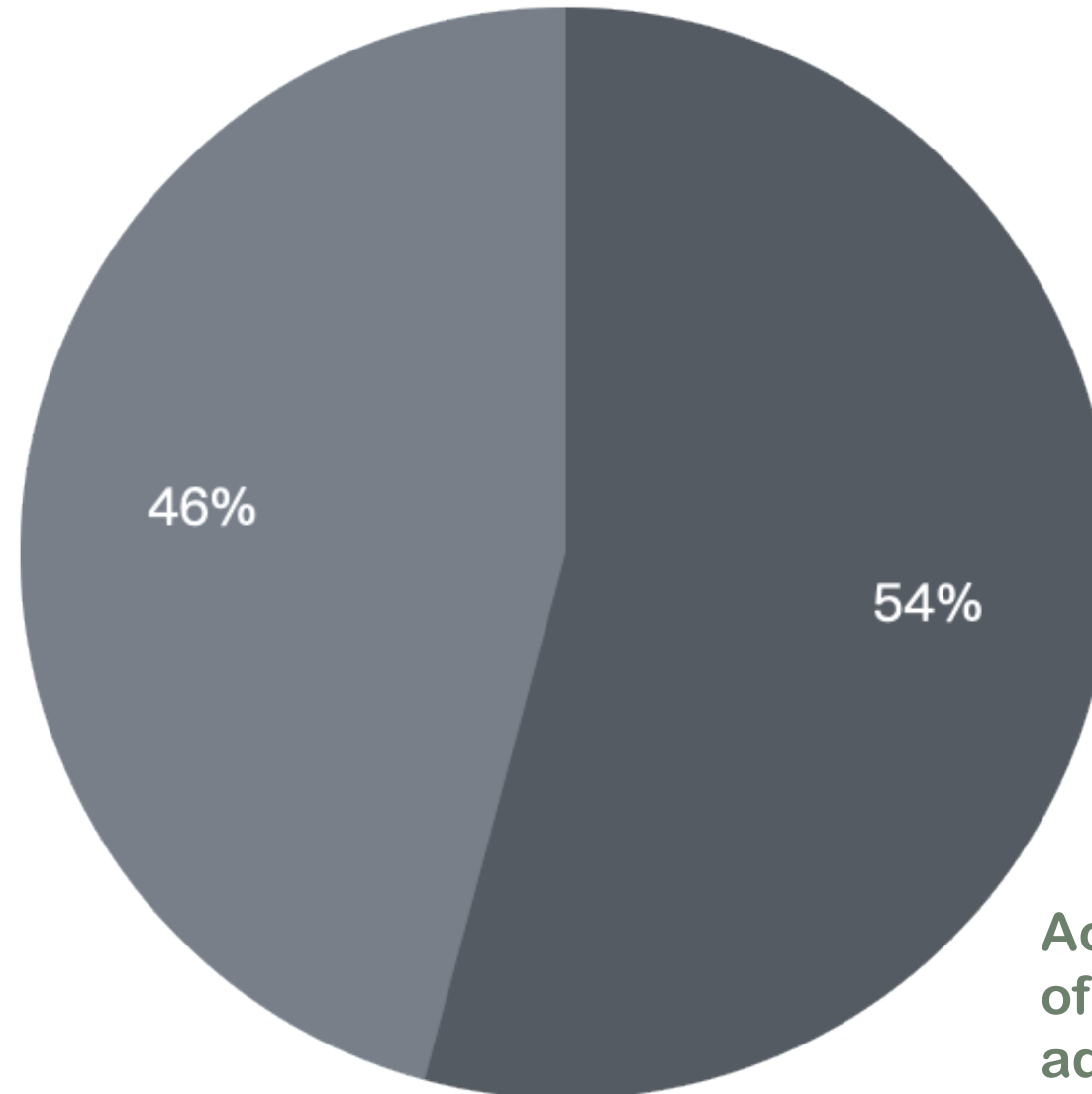
Imagining how to look after owning these items is like visualizing the process of future life. This feeling of "having a brand new life" can help us adapt to life changes and give us positive psychological cues. (Yarrow, 2013)



In busy work intervals, shopping is like a "short break", which can help the brain relax and adjust, and even improve the follow-up state. (Yarrow, 2013)



- People have admitted that they have used retail therapy
- Shopping every month to achieve self-healing effect



It is precisely because of these "healing" effects that the term Retail Therapy was even born in English. It means that people use shopping to achieve self-regulation, release stress, relieve negative emotions, etc., in order to achieve self-healing.

According to a survey of 1,000 American adults by Terns Market Research Consulting

In some cases, we may even fall into compulsive buying disorder. Because of the uncontrollable shopping impulse, the shopping that is beyond the acceptable range of energy, time and money will bring various difficulties in social, economic and life to oneself. I felt the negative emotions at first, then went shopping, and ended up spending too much money and feeling anxious. Then rely on shopping to resist anxiety and spend more money, leading to feeling negative emotions again, and then go shopping. This is an endless loop.



At these times, it is difficult for us to feel happy and healed by buying and buying. On the contrary, we may “spend money for sin and suffering”, and the more we buy, the more anxious we become. Therefore, to buy happy and satisfied, we need to find the "right" way to shop. Only by making good use of the limited money in our hands and spending them in the right place, can we experience happiness to a greater extent and lastingly.

Insights

(primary research)

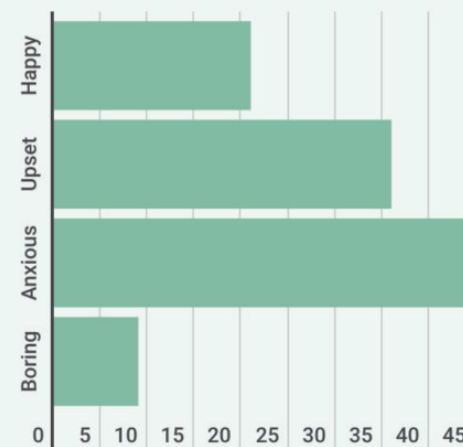
In today's society, online or offline shopping is one of the pillars of every country's economy. For example, it is very popular in China to shop in live broadcast rooms, or discounts on Black Friday in European and American countries, making everyone unrestrained consumption.



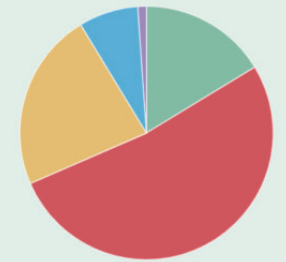
conscious consumption

People who have limited money but still can't control their consumption

1. When do you usually consume like crazy?



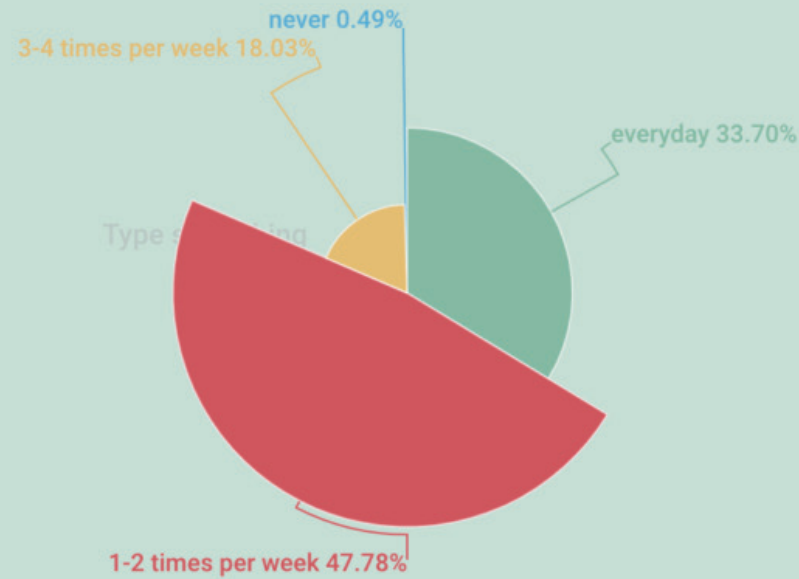
2. How much is your salary each month?



3. Do you feel happier when shopping?



4. How often will a large consumption be made?



5. What is your mood change during a period of time after consumption?



Conclusion

In many cases, our consumption is on the top, perhaps because our motivation for shopping is not healthy enough. For example, if I want to increase my mood through shopping, but I find myself addicted and difficult to stop; I feel that not buying is a loss during a promotion; or I simply fall into the obsession of wanting to own something. , Even if it greatly exceeds its own consumption capacity, it will not hesitate.

To

When our goal is no longer to “get what I need/want”, but to “heal ourselves by buying things”, we can easily unconsciously buy back those that are beyond the scope of tolerance, or fundamentally. Things you don't need, and regret later because of your loss of control.

PACT

people

1. people who have limited money
2. people who can not control their consumption
3. age: 18-40

action

1. stock up when they see discounted products
2. consume when they are in bad mood
3. for a period of time after consumption, the economy is struggling.

contact

1. merchant promotion
2. merchant create facial anxiety
3. we think that we are not good enough, which leads to repeated purchases
4. fall in love with the the feeling of owning
5. fall in love with the feeling of consumption
6. self-physiological factors. When we control ourselves not to go shopping, our body will feel very uncomfortable. Common symptoms include depression, restlessness and irritability, to induce us to repeatedly “buy” this action.

technology

1. financial science
2. record the account
3. personality analysis
4. experience exchange
5. control your habits

PERSONA

JENNIE

Age: 26

Gender: Female

Education: MA



Personality

Inrovert

Extrovert

Analytical

Creative

Conservative

Liberal

Passive

Active

Behavior

Cumpulsive buying disorder,

Appearance anxiety,

Like to consume,

Like the feeling of owning,

When I control myself not to go shopping, my body feels very uncomfortable

Pain Point

Unable to control one's desire to consume

In the process of shopping, often unconscious consumption

Not enough salary

Bio

She is a newbie who has just entered the workplace. The salary is not much, just enough for the monthly expenses. She can't save money. Whenever she is in a bad mood, she will check it out online. Then there will be a desire to buy. However, every time I buy home, She started to regret it, and so on.

Goal

Change your consumption habits and don't consume to ease your emotions.

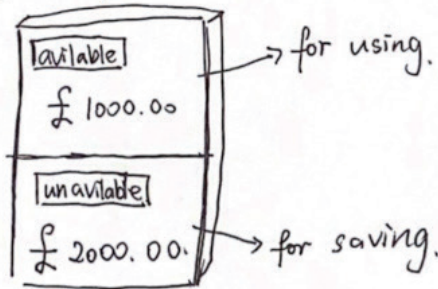
Conscious consumption

Can save money effectively.

No longer regret the things you bought.

Idea 1. Set up your own retail account in the app. separate accounts can effectively help us control our budget and prevent us from accidentally exceeding the mature range when using retail therapy.

(A) put separate money in buying account, and others in saving ~~so~~ account



(C) classify pre-order plans.

daily	xxx	xxx	xxx
interests.	xxxx	xxxx	xxxx
experience	xxx	xxx	xxx

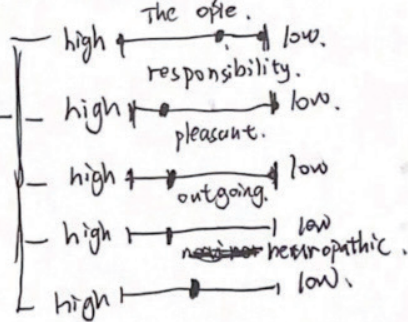
(B) Function of change to an account.

buying list.	
March.	
xxxx	£1.9
xxxx	£2.5
xxxx	£10.0
xxxx	£.
xxxx	£.
xxxx	£.
xxxx	£.
total	xxx

Idea 2 Help people choose services or experiences correctly. For example, buy more experience and buy less things. Buy more ~~small~~ small items and less big ones. The sources of the purchased good and the production process are sustainable.

personality characteristics
 (The open.)
 conservative, traditional, conventional
 Vs.
 Love art, improvisation and creation.

(responsibility).
 easy-going, impulsive, changeable
 vs
 High ~~disciplined~~ disciplined and cautious



When we combine our own personality traits with the general rules, we may create a "consumption list" exclusively for ourselves.

Idea 3. people who always feel that they have no clothes to wear, they can't control to buy new ones



step.
 (1) take pic of your clothes which you can not dress up more fashion

(2) upload on the app.

(A) sell to others. (second-hand)

(B) Netizens teach you how to match.

(3) If you know how to dress up, you may not buying new clothes anymore.



Initial Ideas

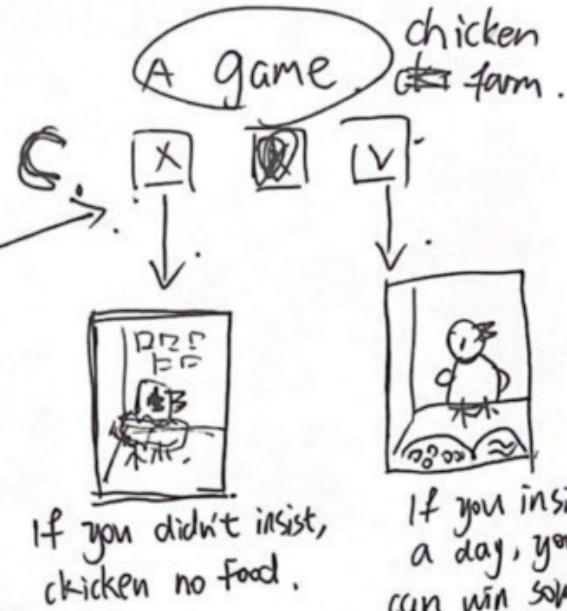
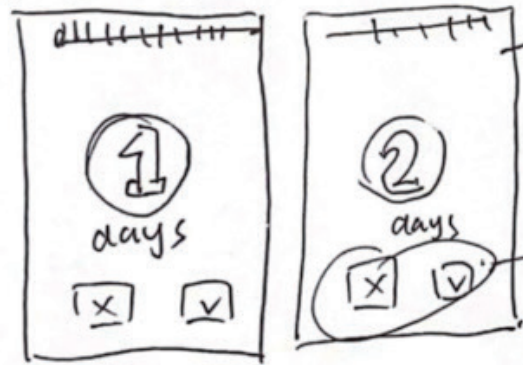
Idea 4. 21-days to make a good habit of conscious consumption.

①. 21-days : book keeping.

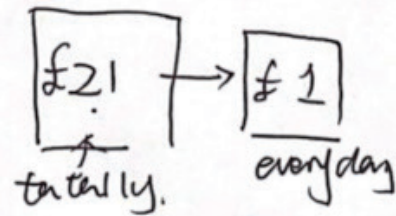
②. 21-days : Repeatedly confirm whether this item is a ~~need~~ ^{necessity} before purchasing.

③. 21-days : conscious consumption.

A. function.

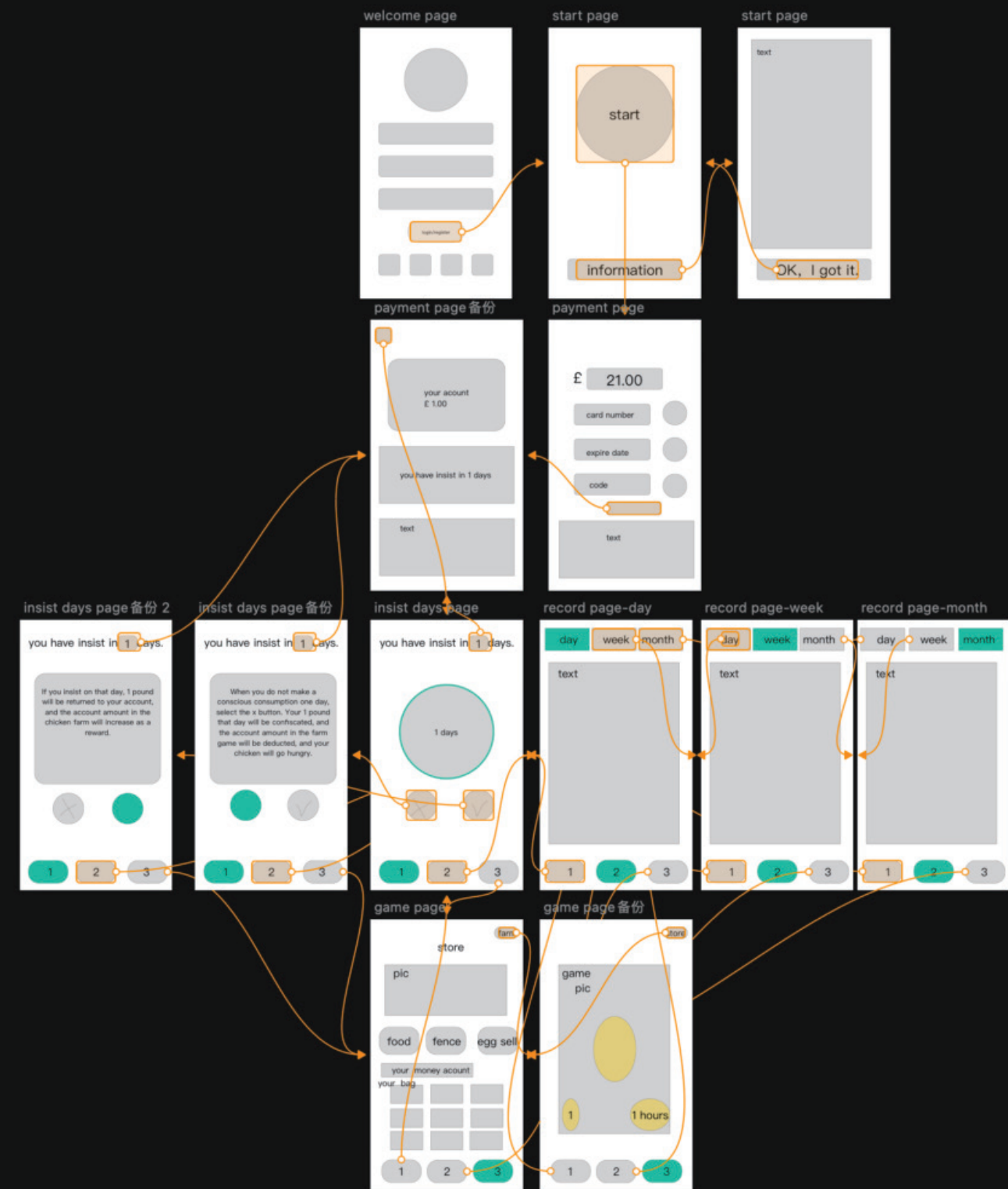
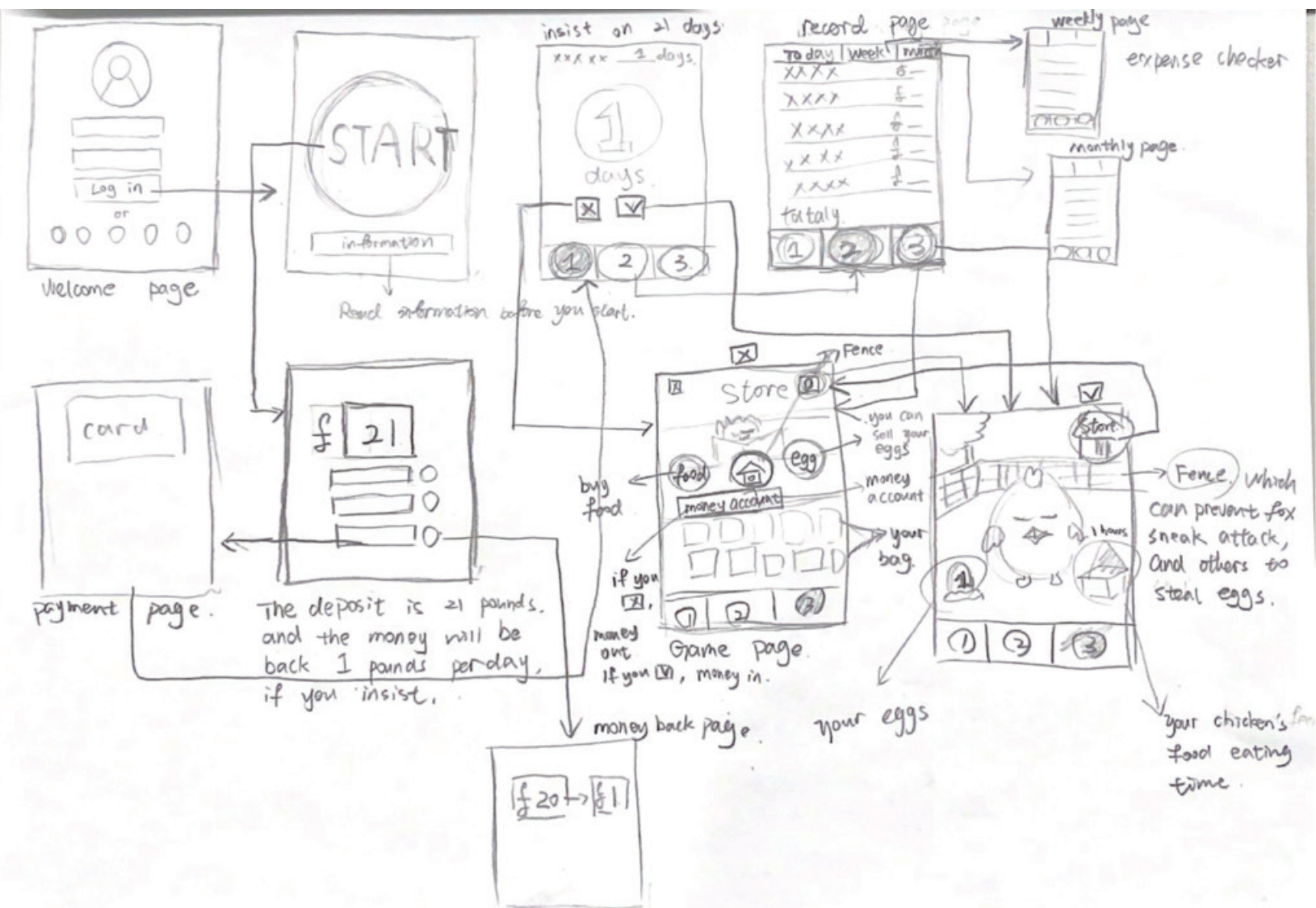


B. The deposit is 21 pounds, and the ~~the~~ money back is 1 pounds per day.



I finally chose the fourth idea. In order to better use retail therapy, I refer to the "Purple Bracelet" campaign initiated by Bill Bowen: It takes 21 days for a person to develop a new behavior into a habit. This is the "21-day rule." According to research, it takes 21 days for the brain to build a new nerve channel. Therefore, human behavior implies that a habit will be formed after more than 21 days of repetition, and a stable habit will be formed after more than 90 days of repetition.

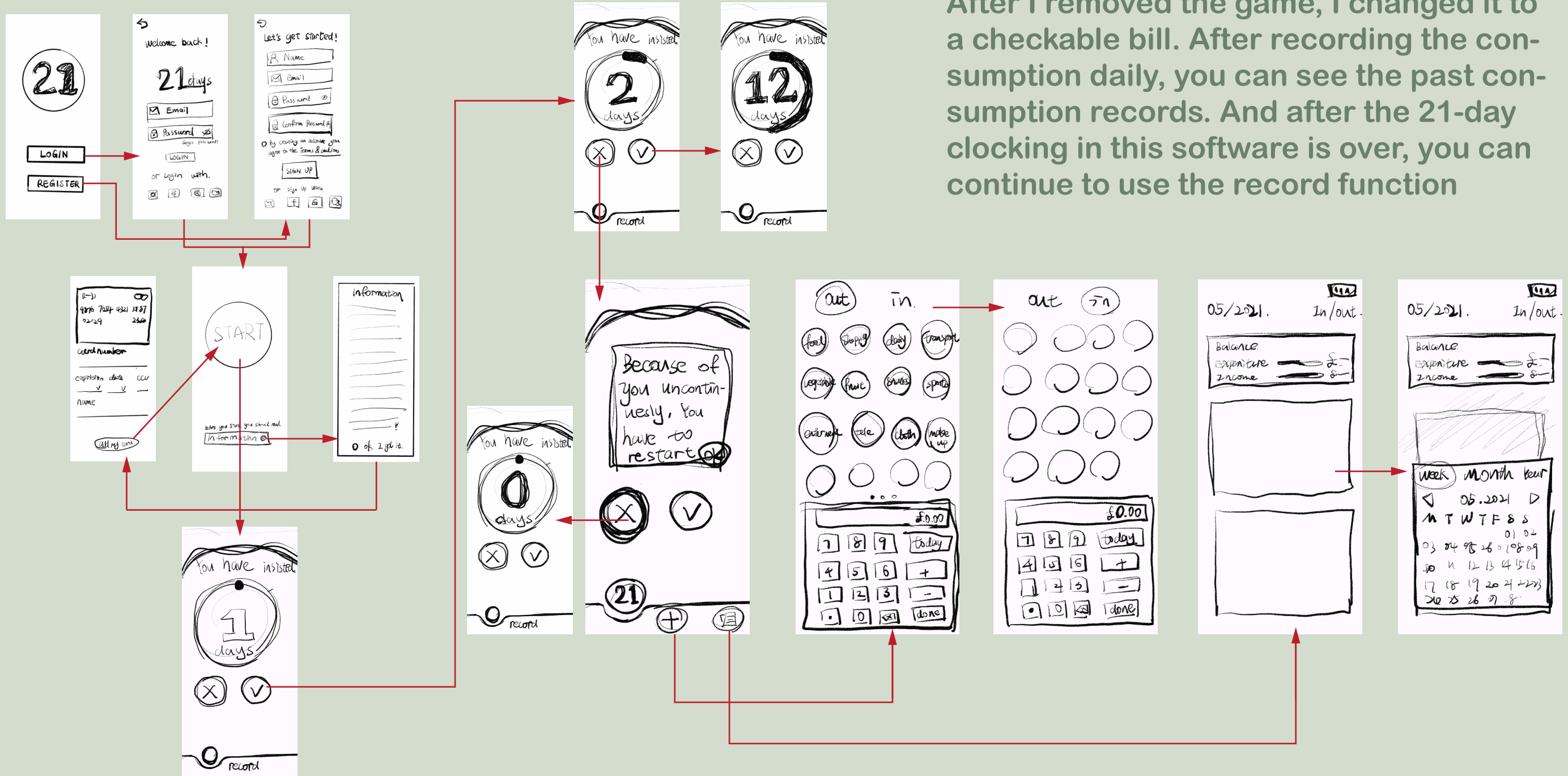
If you want to develop a habit, the key is not to execute it perfectly, but to keep doing it repeatedly.

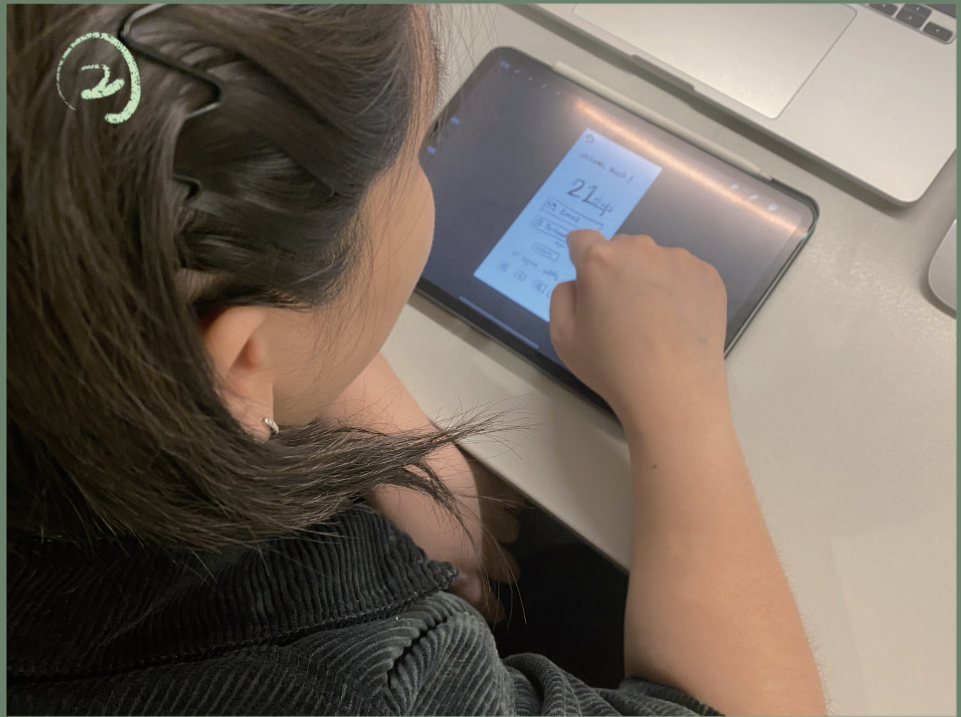


After testing the shopaholic classmates, she felt that the third game was not really helpful, so I deleted it.

Second Low-fi Prototype

After I removed the game, I changed it to a checkable bill. After recording the consumption daily, you can see the past consumption records. And after the 21-day clocking in this software is over, you can continue to use the record function





Feed Back :
1. The logic of wire-frame is smoother than before.
2. But the UI need to be design more clear.



THE SECOND TEST

FEEDBACK

Font Standard

Hello

Font 1

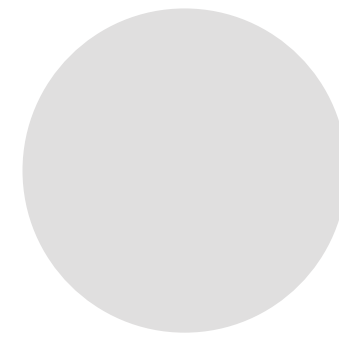
Helvetica
Regular

Hello

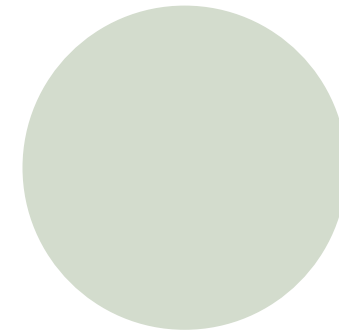
Font 2

Arial Rounded MT Bold
Regular

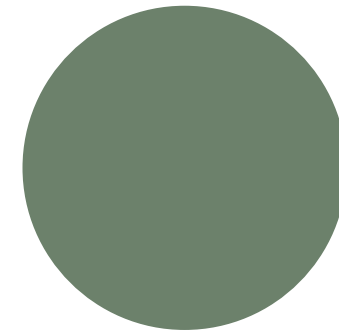
Colour



#E7E6E6



#DEE3D6



#6F8067v

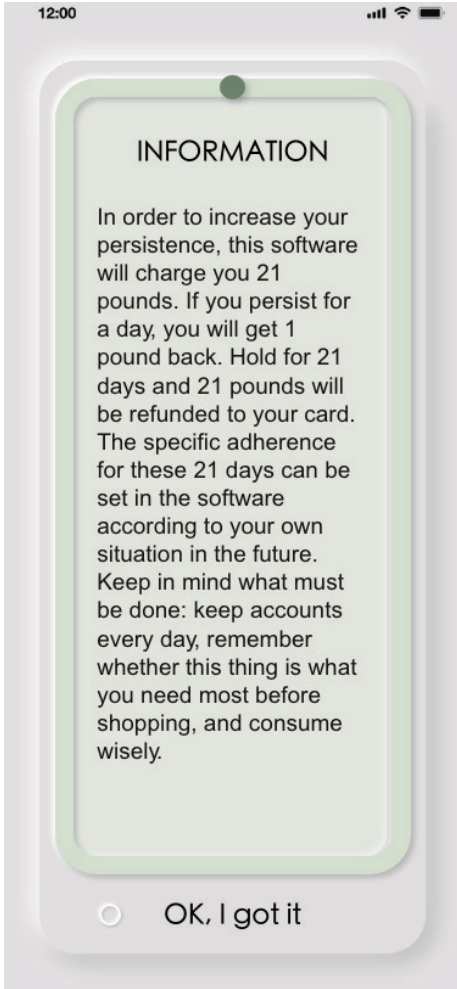
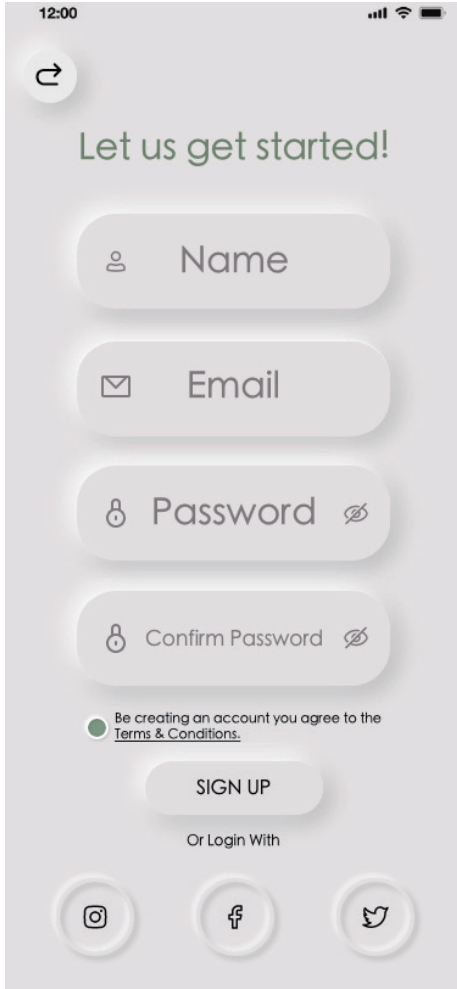
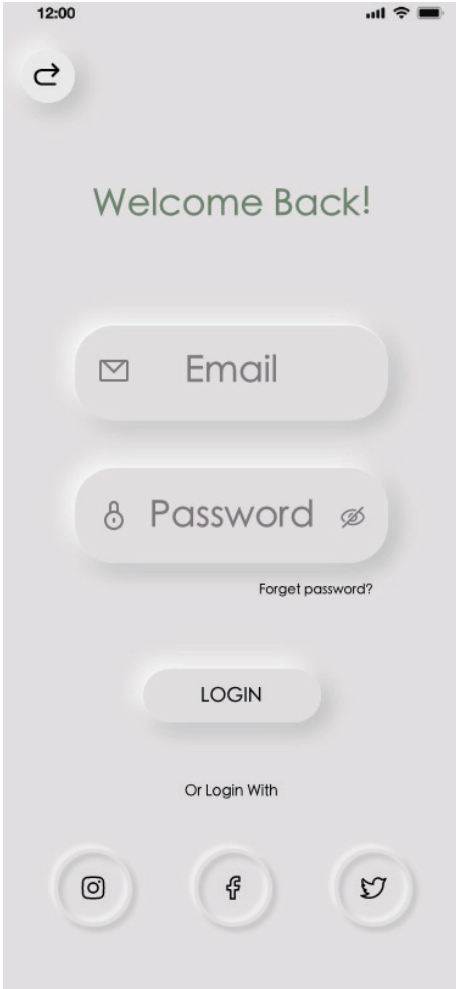
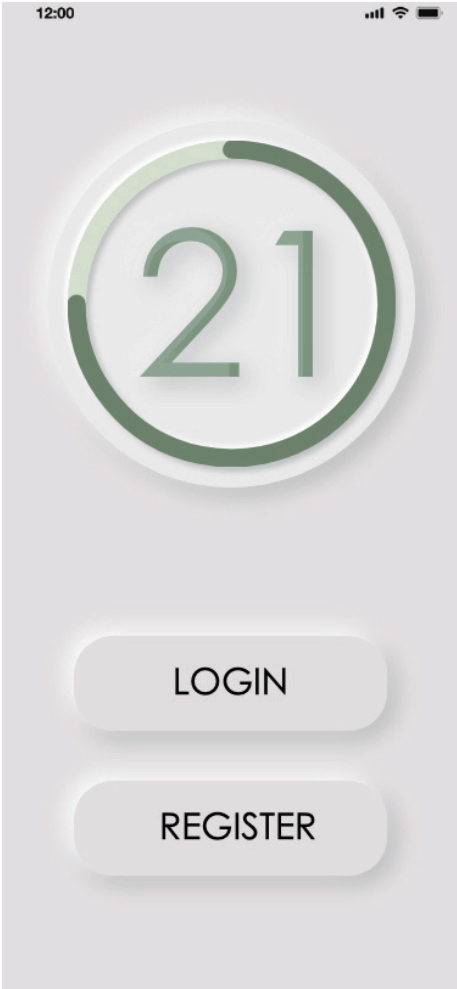


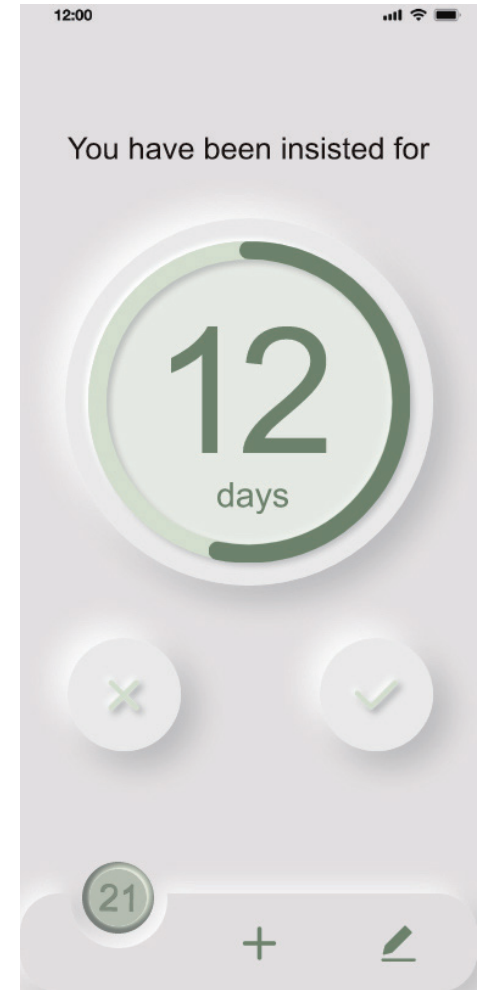
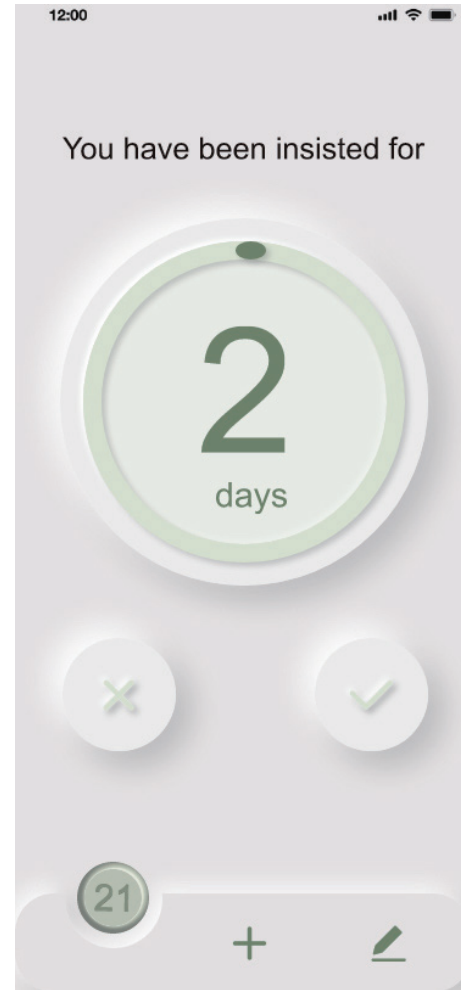
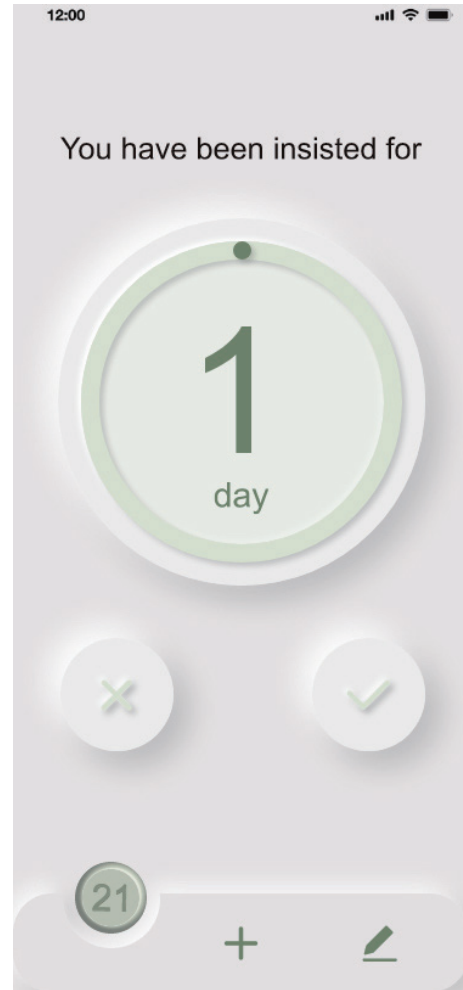
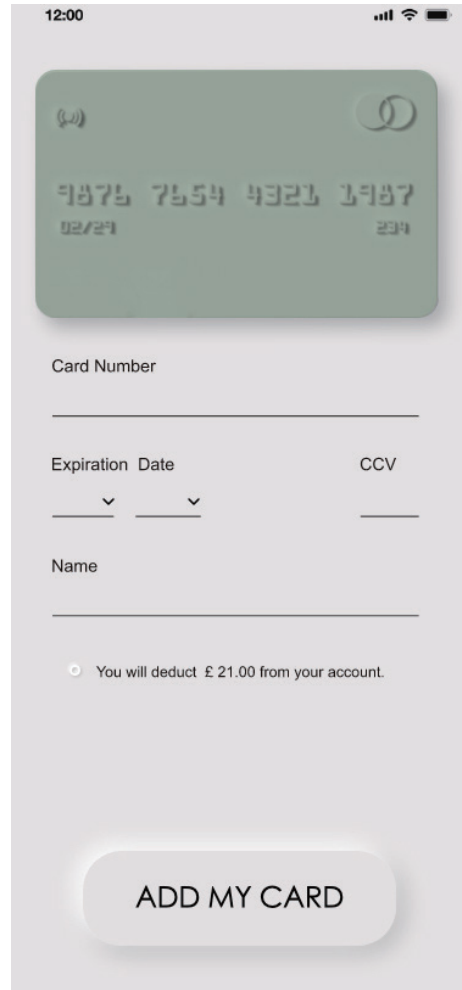
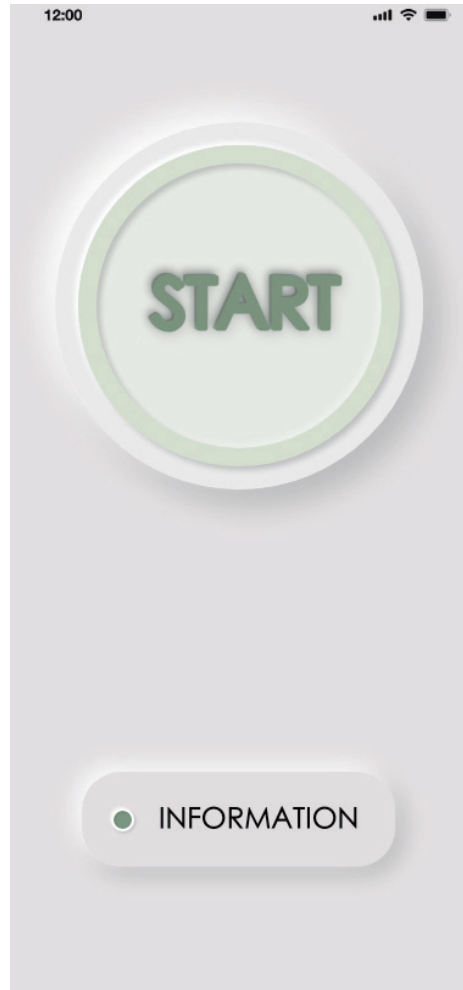
LESS IS MORE.....

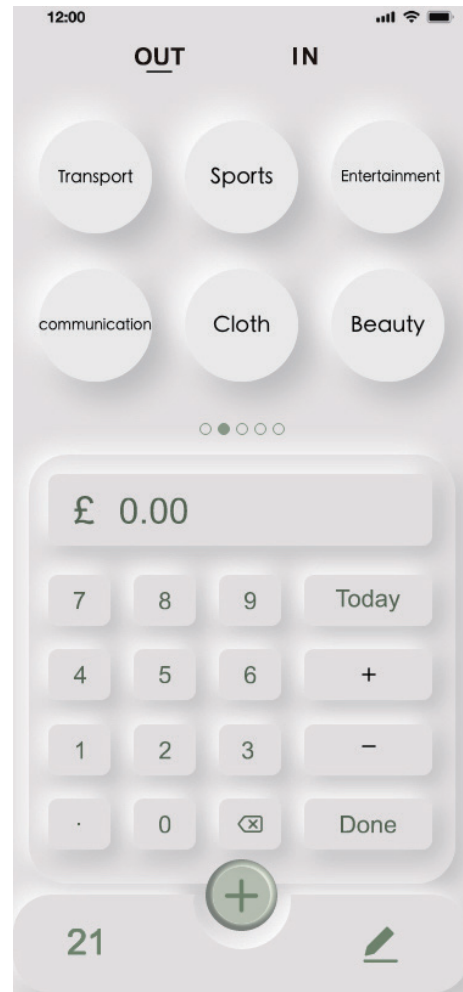
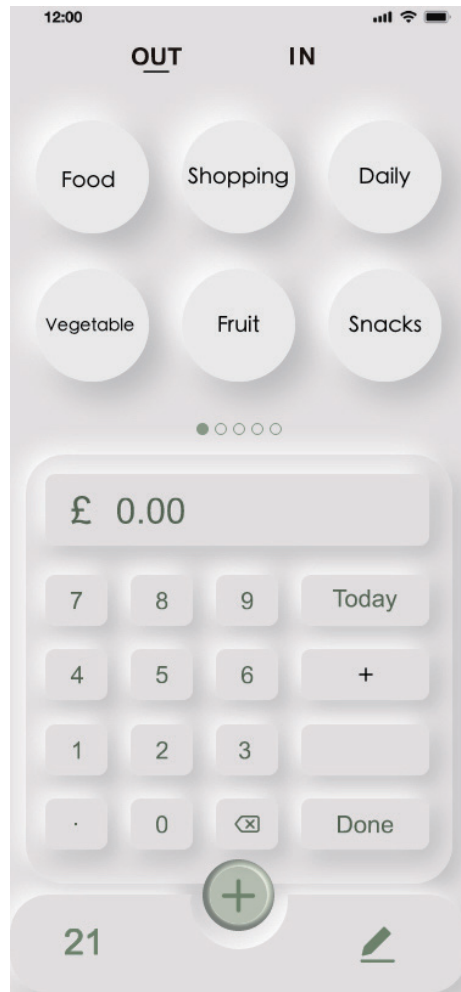
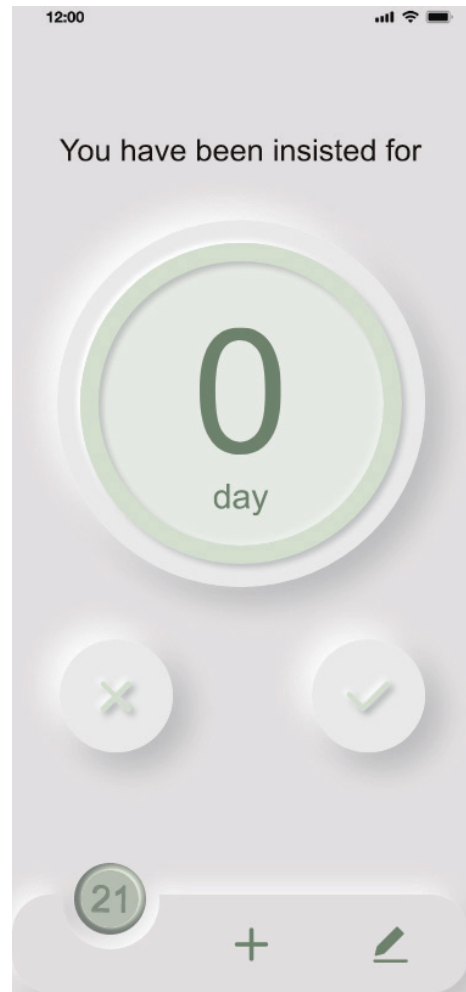
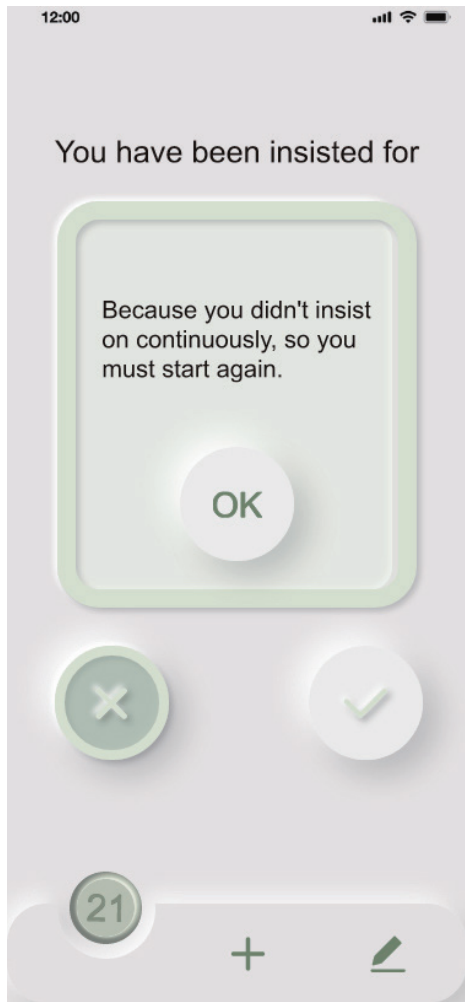


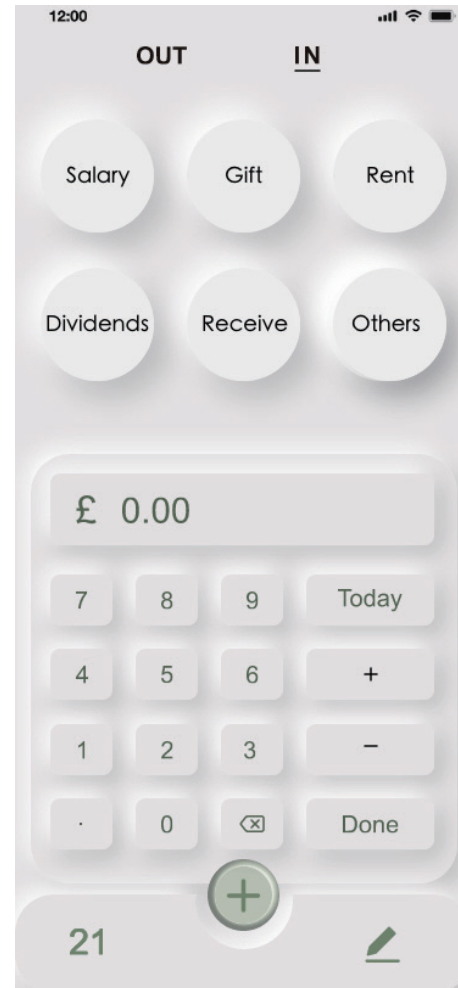
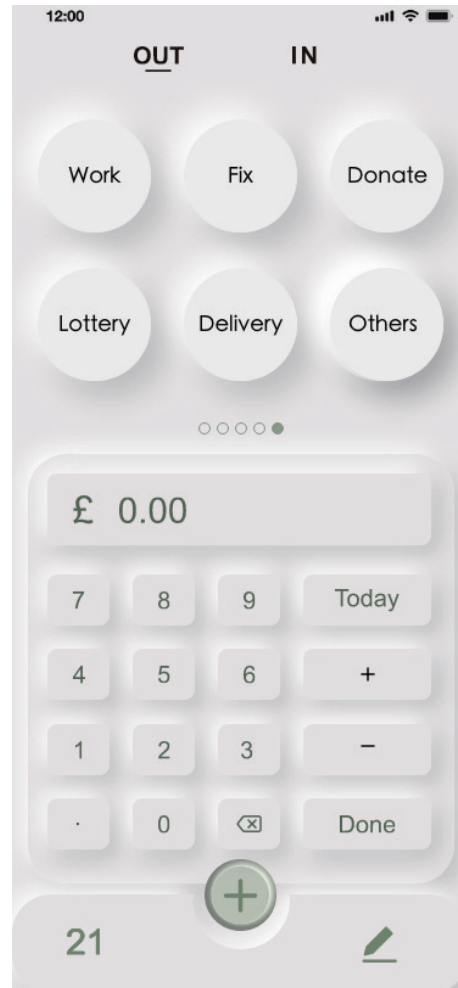
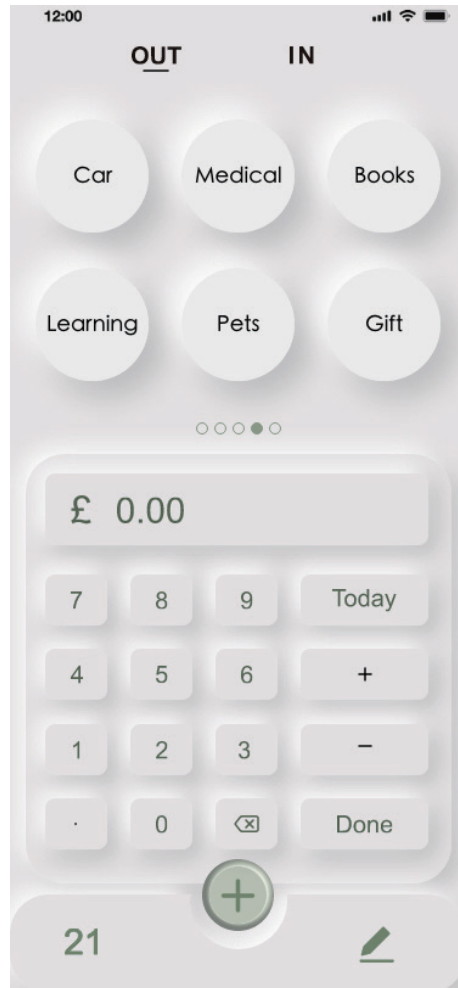
When I stay in this kind of environment with plaster as the main body and green plants dotted, I feel calm inside. So I chose these three colors. And follow the style of less is more, and the follow-up software style will also be based on minimalist style.

Ui Design

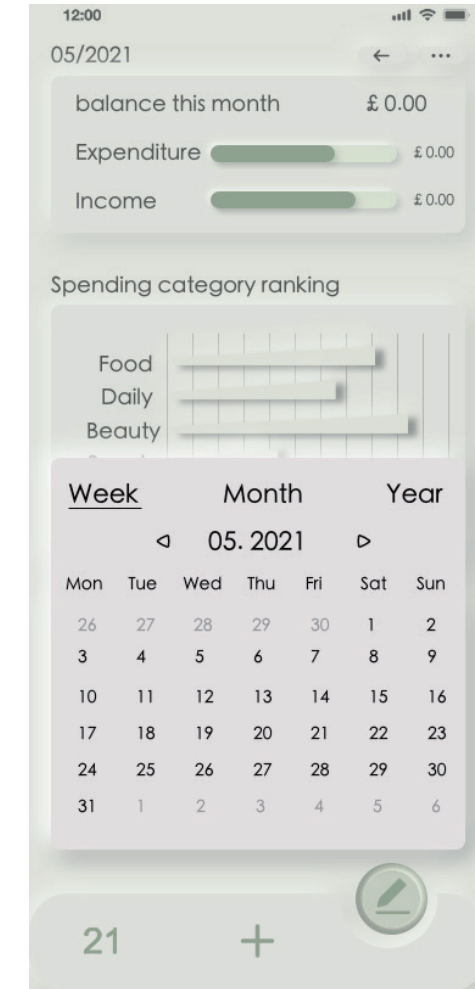
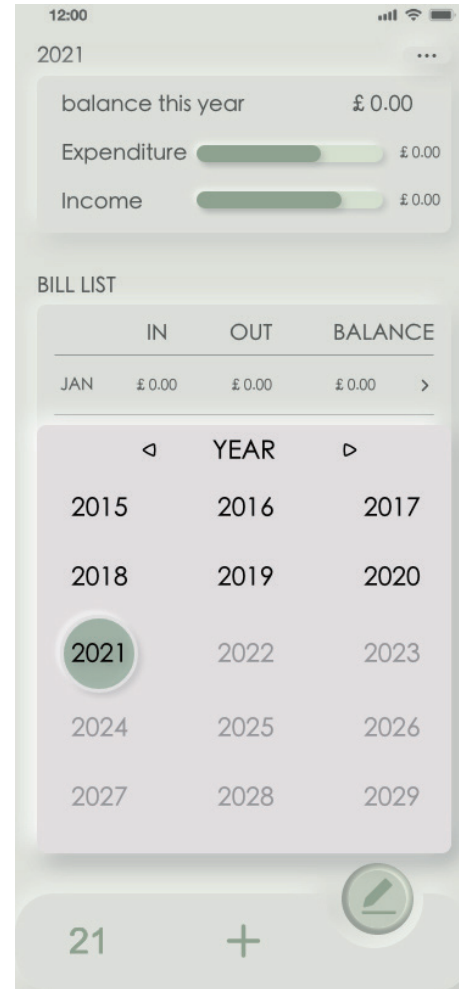
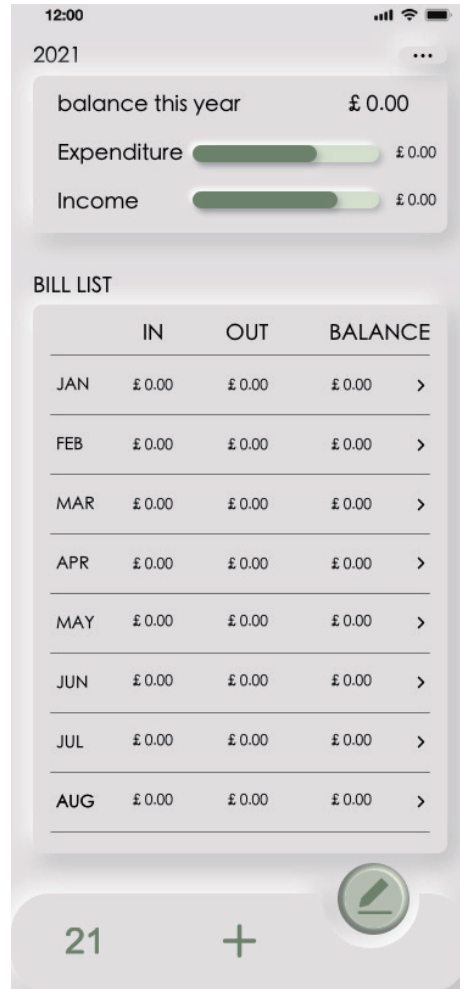




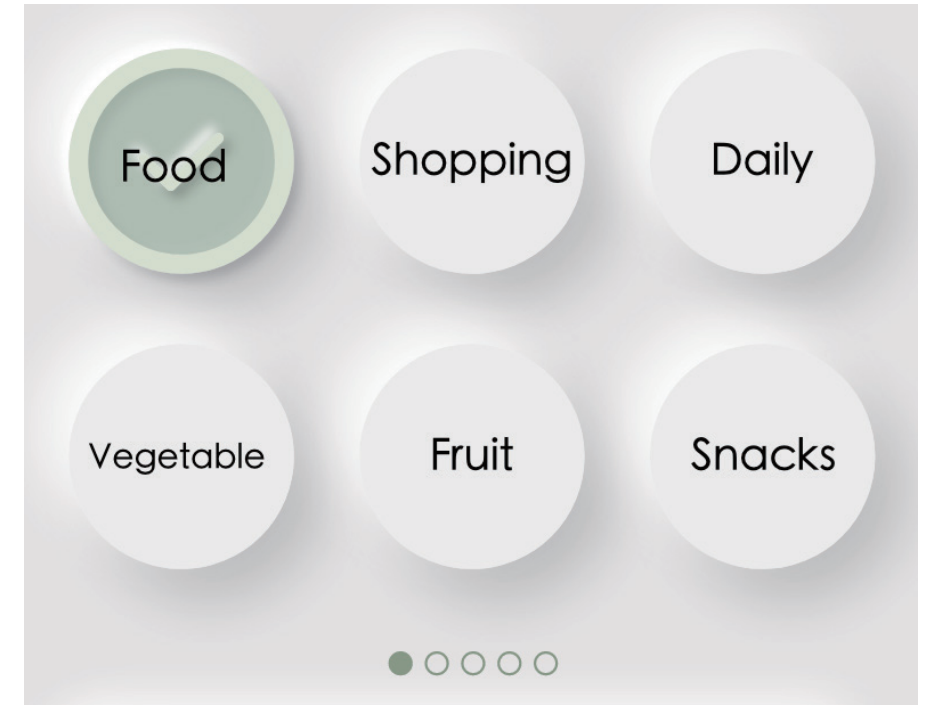
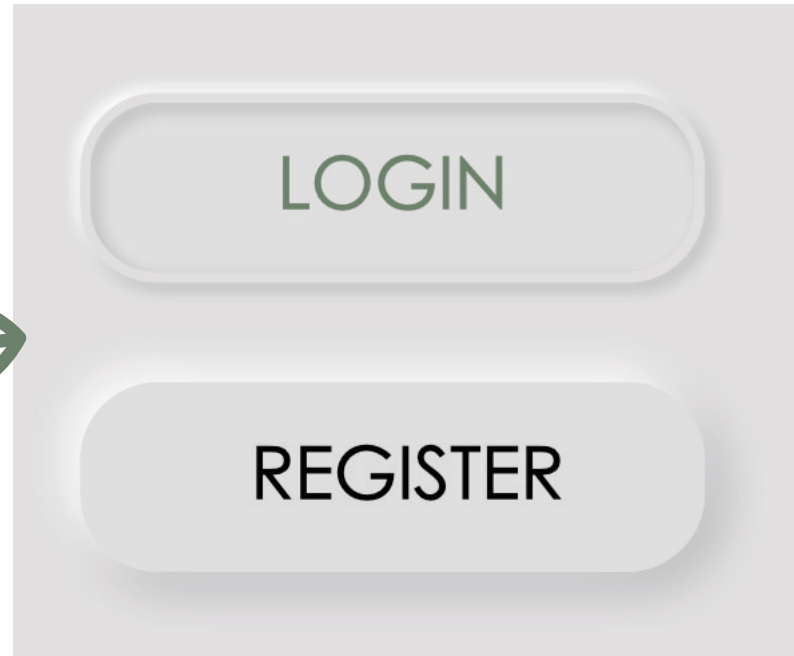
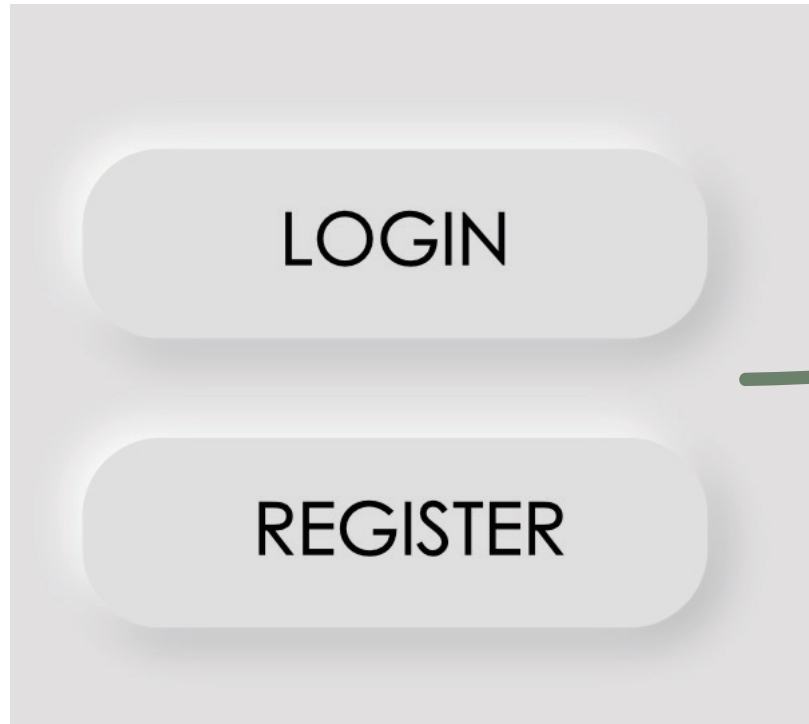




This neumorphism style design has the texture of marble paste and the green accents, in line with the concept of less is more. Let the irritable people feel calm after seeing it and stop impulsive consumption.

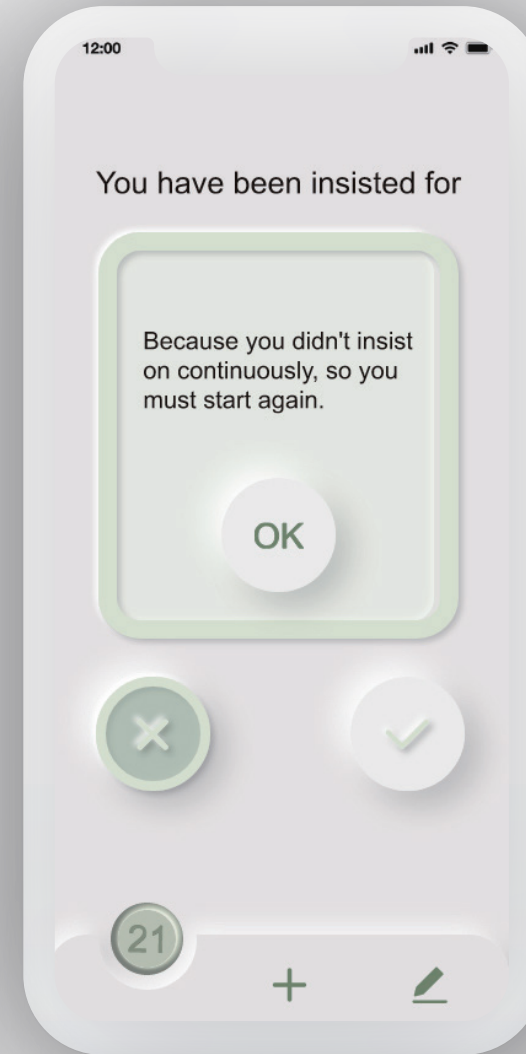
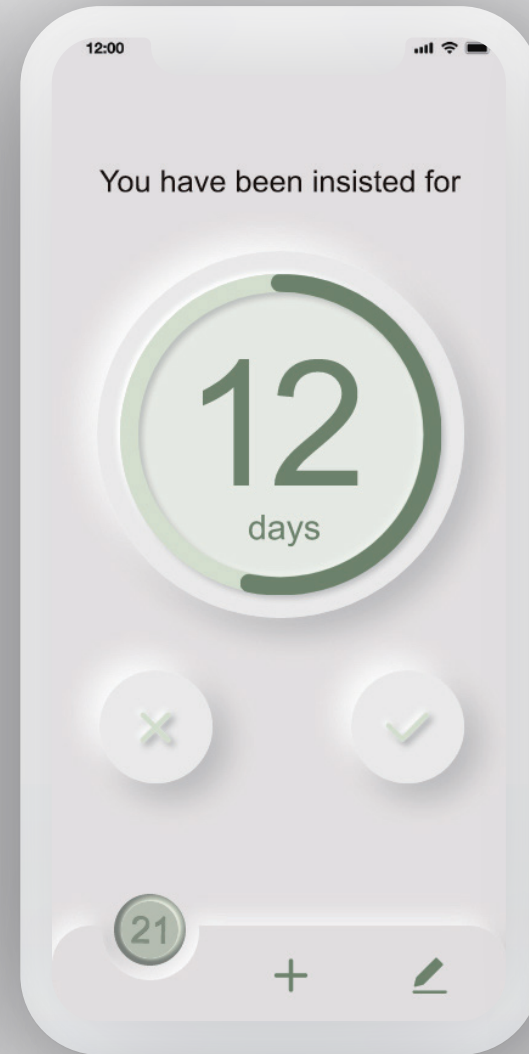
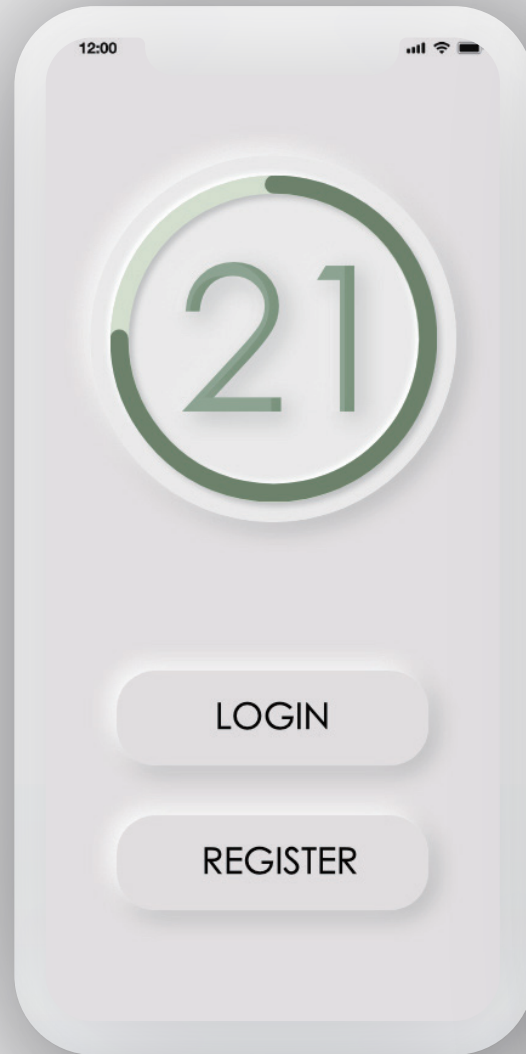


Detail

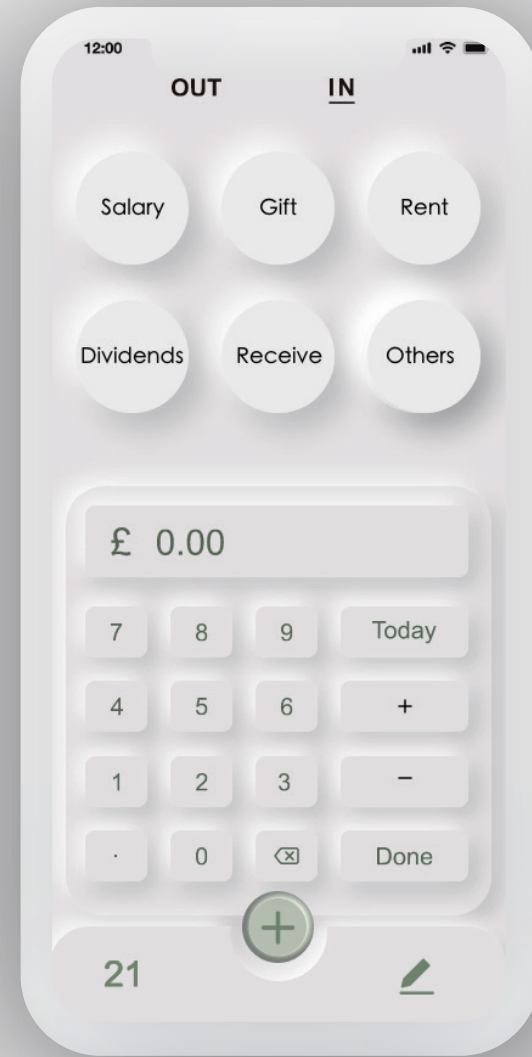
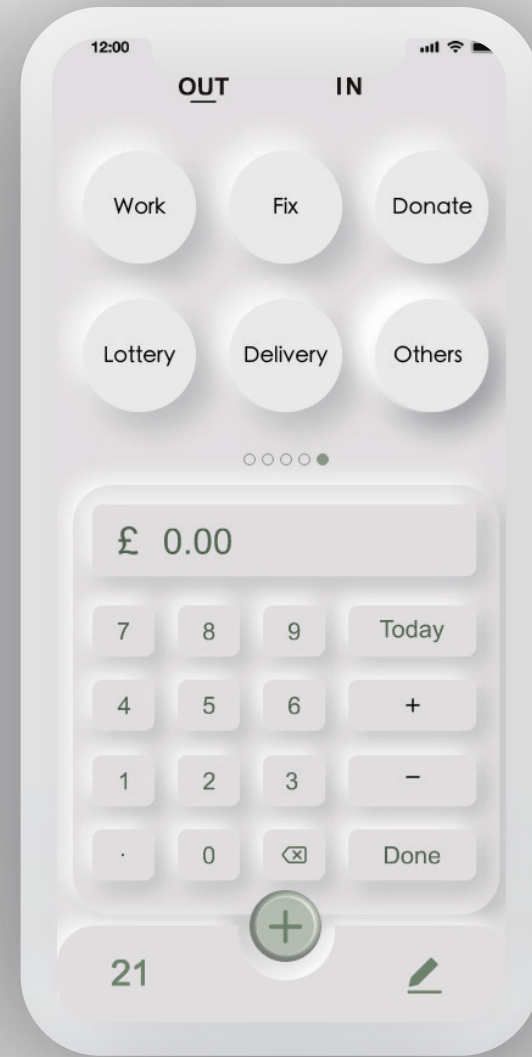
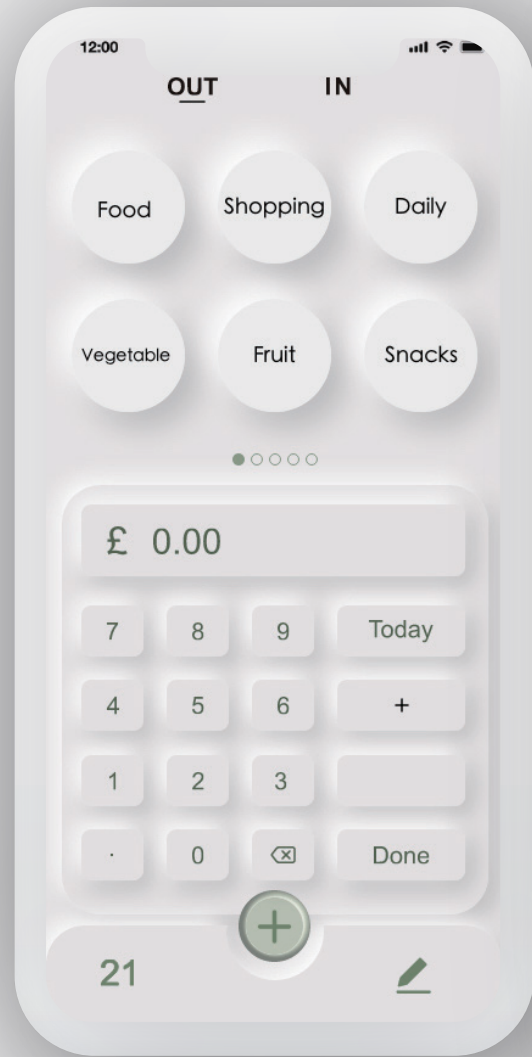


After clicking, an animation effect will appear.

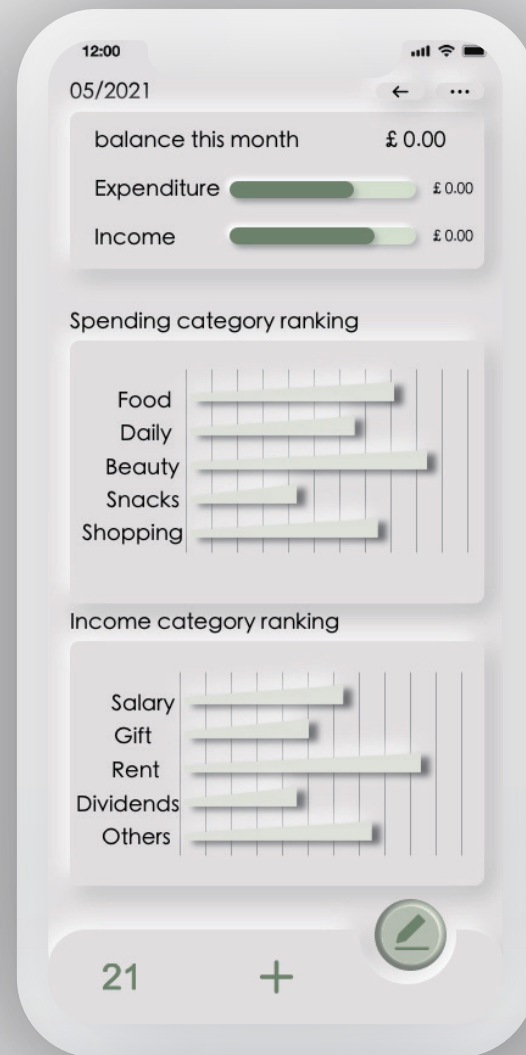
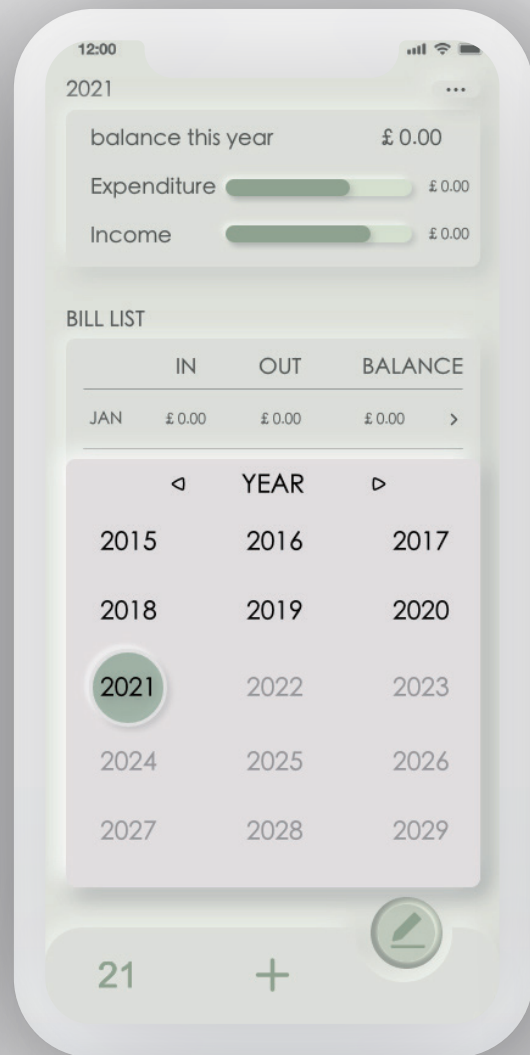
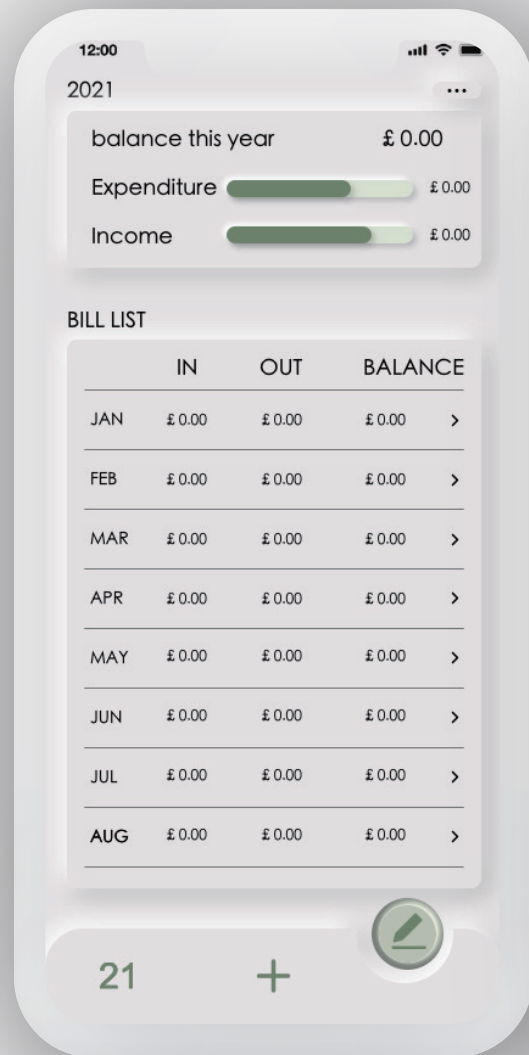
Main Function



The first one is the most important function. It is that users must insist on daily continuous check-in, and insist on 21 days of calm consumption (reasonably set according to their own economic level). If there is a break, you need to start again, and the refund amount will be recovered again.



This is a function to record your income and expenditure, stick to the daily check-in, and develop a good habit of recording consumption. Fast classification of items makes bookkeeping more convenient.



This is the function of viewing the ledger. After you use the 21st check-in, the recording and analysis functions can continue to be used.



product by
Zixin Wang