

Signage System Experience Feeling in Design From the Perspective of Designers

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Abstract: As a designer of wayfinding & signage system design, during the design process for many years, it has been found that the quality of experience for designers is related to the efficiency of project advance, and the improvement of experience sense should start from three aspects: communication, understanding and design process, not only for the demander, but also in the design practitioners, manufacturing processors and other industries related to the whole project.

Introduction

Today, with the rapid development of the market, higher requirements are put forward for designers. Too short a time, unable to pass the scheme, and repeated modification and adjustment are the problems that designers often encounter. In addition to the promotion of the professional knowledge of designers, this paper from the perspective of wayfinding market practice and research, describes the impact of the promotion of experience in the design on project advance and how to improve the sense of experience.

1. Experience from Communication

1.1. Communication with Clear Thinking Mode Can Improve the Design Experience Steadily

The mode of thinking is the understanding of the sequence of things and the reasoning process of the final result [1]. What problems need to be explained in communication, based on what, why to ask these questions, what is the expected result, and what other problems will be caused, which need to be considered in communication. We often see such a communication process: the two sides of the communication said a lot to each other, resulting in the deviation of the question; one side said a lot, the other side half understood, and finally got completely different results; the questioner did not know how to ask questions, and let the respondent guess what to say, without a clear purpose, and finally went in the opposite direction. All of the above communication experiences are invalid communication experiences, which not only have an adverse impact on the design work itself - no title and no basis, but also have an adverse impact on the customer's experience in the design process - no understanding of the project, unclear ideas, etc. Therefore, the clarity of thinking mode can affect the efficiency of communication [2].

The control of communication skills will make communication more smooth. A scene in the daily work: what Party A requires to do, the day of the week for the final result, the designer is confused and agrees. However, Party A only gives the relevant information one day before the submission date, and the manuscript is to be submitted the next day. In the whole process, there is no further communication with Party A, even if you work overtime and stay up late, you cannot get good results, and finally get a crime of breaking the appointment and delaying the construction period. According to the needs of Party A, there will be a lot of front-end tasks to be done. If not, what will be the result? When Party A does not come up with the required content, it needs to communicate with Party A in time to clarify the results, so as to gain a reputation of rigorous work on the client side. Why not?

1.2. Guide Communication throughout the Design Experience

As the designers belong to the professional group, they have preliminary thinking and understanding of the overall project design, which is the combination of professional and their own

ideas. As a business person, in addition to personal personality factors, the overall requirements of the project time, customer requirements, often do not meet the psychological expectations of designers, which is easy to cause barriers between designers and business.

Understanding the problem is the basis of solving the problem. It is better to understand the problem first than to let such contradiction occur repeatedly. Looking at the whole process of project follow-up from the perspective of business personnel, we can analyze it from the following aspects:

1.2.1 The Importance of the Project to Business Personnel

The performance evaluation of business personnel determines the interests of the business people. Their desire to meet the service and demand of the customer group is the highest among the employees of the whole company. The performance directly determines the number or the little of his interests. This has resulted in the psychological state of most business personnel: try everything possible to meet the needs of customers. And the core point is only one point, that is, interests. Projects and customers are just like rice in a bowl for business personnel. If they are not, they will be hungry and frozen.

1.2.2 Psychological State of Business in the Project

In daily life, it is a normal mental state for most people to regard their cognition as the common sense of all people. Such psychological characteristics not only affect business personnel, but also affect everyone. In the process of project design experience, this psychology is usually reflected in the "I think" among project members. Business personnel are also under the influence of such psychological characteristics, and the most common one is to agree to the requirements of customers without thinking, and then communicate with the design in turn, and finally find that what they have promised is impossible; Or you can leave a lot of non-field affairs to the people who are familiar with them. When the other party tells them that they can't complete them, they will leave a very big psychological gap to the "I think" people, which will cause psychological anxiety of business personnel. Anxiety, impatience and uneasiness are the inevitable psychological characteristics [3].

1.2.3 Code of Conduct for Business in the Project

The so-called code of action is the basic action principle of the business people's way of doing things for the completion of the project. Due to the role of profit-seeking psychology, it is a common practice for business personnel to take advantage of profit in the process of project action. It is also because of this practice, when the business personnel do not consider the experience and feelings of the later team members, it is easy to cause the psychological disgust and conflict of other team members, resulting in conflicts. This is a kind of social phenomenon. Under the social influence of the rapid development of society, the phenomenon will become increasingly obvious. To adjust itself and find a suitable solution for both sides is an important link to ultimately enhance the sense of design experience. As a designer, the correct cognitive psychological characteristics, and can effectively solve the problem of guiding communication, so as to improve the experience of design.

Tell the business personnel how to contact and communicate with customers more conveniently and need to get answers. When the business personnel use the professional suggestions given by the designers to get a good reply, the experience process is beneficial to the three parties: Designers can get enough design working time; business personnel can be recognized by customers and establish good communication channels; in the customer side, they can get the design that meets their own needs.

1.3. Effective Communication Channel Selection Can Enhance Customer Experience

Modern communication is divided into face-to-face communication, audio communication and software communication. It is worth studying how to choose the three and when to communicate with which way.

1.3.1 Face to Face Communication

This mode of communication is the most direct means of communication, in the face-to-face communication, mutual evaluation of each other's status. This is the most intuitive and effective means of communication. The disadvantage is that it takes a long time and is affected by a series of factors such as distance, invitation and schedule. It is suitable for the first time understanding, key node communication, overall scheme report and other communication links that require the participation of many personnel.

1.3.2 Audio Communication

For the communication of continuous projects, the convenience and efficiency of audio communication are worthy of recognition, and it is easy to control the rhythm of work, so as to obtain more intuitive communication results. However, the disadvantage is that it is easy to ignore the recording and confirmation of communication results, and it is easy to have repeated or even subversive changes after the communication is completed. Therefore, in the use of telephone communication, it is necessary to record the corresponding communication results and confirm with both parties.

1.3.3 Software Communication

For the communication of application software, the text description can give the designer very clear demand guidance, and also provide the corresponding communication basis. With the sending of pictures and text content, the feedback results can be obtained very directly. However, incomplete narration is easy to cause misunderstanding, information is easy to be ignored, and information confusion caused by group chat is intuitive. Therefore, when using the office software for communication, it is necessary to communicate and confirm the unclear problems. When sending the working communication text, the accuracy of the text content should be repeatedly considered. If the language is not clear, try to explain it with pictures to avoid misunderstanding.

1.4. Communication Experience and Design

Communication is a process of combining rational thinking and perceptual cognition in the design experience. Proper communication mode is selected to communicate with each other. The contents and results of communication should be recorded and confirmed in time to make the communication results effective.

For design, experience is not only about the design scheme, but also communication is a part of the whole design. If we learn to communicate and handle properly, the design can pass quickly and establish a good trust relationship, so that the later work can be promoted more quickly and orderly [4].

2. Understanding Problems & Solving Problems

The following is about understanding and solving problems. Understanding problems is more important than solving them. "5w2h" - seven question analysis, i.e. what? What is the purpose? Why? Can we not do it? Is there an alternative?) For whom? Who's going to do it When? When is the best time to do it; where How? How to improve efficiency? How to implement it? What is the method?) How much? To what extent? What is the quality?) [5] I believe many friends have learned such theoretical knowledge in University. Although seven question analysis is a classic theory of management, it has been used in the field of design for a long time.

2.1. It's Important To Understand the Process of Experience and Target People

The completion of a project, from concept creation to final landing, not only affects all units of Party A and Party B, but also has a larger audience group - the general public. The experience of these groups together constitute the experience process of the project, and their understanding and analysis are the key factors for the success of a project. The purpose is to promote the progress of the whole project, so it is more necessary for designers to correctly understand the project and

understand the experience of various groups [6].

2.2 Understanding Problems Takes More Time than Solving Them

The development of the Internet and the era of we media, together with the application of 5g, have completely subverted the speed of traditional industries. The concept that time is money is more popular than any other era. For the current domestic wayfinding project, good design needs time to think, but the project does not give us time to think like this. Is it necessary to prepare a few "random" plans for Party A to select according to the routine? The answer is no, it takes more time to understand the problem than to solve the problem - but solving it later will get twice the result with half the effort. In the limited time, first collect all the information that can be collected, and then conduct a comprehensive analysis of the data and its extended sources. After collecting the data, select the data that is beneficial to the project, analyze the core content of the project, and carry out the next work.

2.3 Brainstorming Is Not a Passing Scene, But a Real Process of Thinking and Reasoning

Brainstorming extends the process of designers' original thinking about the project and colliding with others. Due to the use of the Internet, this process no longer requires members to be in the same space. In the process of brainstorming, brainstorming enables all project personnel to review their ideas from different perspectives. Brainstorming is not a disorderly thinking, but a divergent problem-solving process driven by the main line of thinking. The ultimate purpose of brainstorming is to find out the core problems of the project and get effective solutions.

2.4 The Most Important Thing is Time. All Project Participants Must Have a Clear Concept of Time

The advance of a project needs perfect time planning. Time control is the catalyst in the design, and time control in limited time is the key to improve the overall project quality. Time is a common problem faced by the design industry at this stage. How to complete the design work efficiently, in addition to the busy work of overtime, is more to control the time concept of designers; Due to the lack of scientific and effective time planning and analysis, the results cannot reach the goal from the sense of viewing experience, design experience and reporting experience, resulting in repeated adjustment and modification of the project. These problems need reflection.

3. Experience of Design Process

As a designer, if you want to promote the project as fast as possible and give everyone a good experience, all kinds of thinking is essential.

3.1 Creative Inspiration Is the Beginning of Everything

At the beginning of the project, the understanding, analysis, data search and discussion of the corresponding project will establish the designer's "first impression" of the project. During the design process, the limited thinking angle brings about a variety of emotional experience, which will convey to customers, so that all personnel experience negative emotions. When the whole creative inspiration is in the process of collecting data, it is a test of knowledge for each designer. Try to mobilize their own interest points, find interesting materials from the project materials, inspire inspiration, and find the core issues of the project. In the process of research experience, try different solutions, adjust themselves flexibly, and use flexible thinking mode to solve problems.

3.1.1 To Guide Understanding, Designers Should First Speak Out

The problems mentioned above need to let the project personnel experience the working state of the designers and the overall control of the project. What the project worries about is that the personnel time control error will delay the overall progress of the project. The designers have clear control over their own time. First of all, from the psychological point of view of the project personnel, it is a reassurance, which can effectively reduce anxiety.

3.1.2 The Advantages and Disadvantages of Experience Link Are Related To the Role Exchange of Designers

Project means that people organize human, material and financial resources through efforts and new methods, and complete an independent and one-time work task within the given cost and time constraints, so as to achieve the objectives defined by the quantity and quality indicators [7]. After understanding this point, what remains is the transformation of the designer's own thinking role. Under such conditions, the cost, time and resources, and what kind of design concept and scheme are suitable for, designers need to think and summarize from the perspective of each other.

3.2 Guiding Communication Is the Training of Designer's Pre Judgment Ability

The process of completing the project is a process of building trust. In communication, apart from the communication mode of report and speech, the communication link usually occupies a large proportion. The communication in the design process is essential to promote the project quickly. The analysis and guidance of communication personnel naturally plays an important role. By analyzing the professional problems concerned by the communicators and putting forward constructive suggestions, we can not only establish a good communication channel, but also achieve the purpose of design: finding problems and solving problems.

3.3 No Matter How Vast Your Thinking Is, You Should Return To the Project in the End

Creativity is always vast. Whether it is conceptual design or mechanical structure, there will always be a lot of inspiration, perhaps new ideas, or new structural schemes, or new splitting methods. The core of all these lies in the divergence of design thinking. It is often heard that designers complain that they restrict their thinking and do not adopt new technologies or new ideas. However, when they carefully study the projects they have done, they find that they are not acceptable. Because the ideas are not suitable for the project, and the balance among resources, cost, time, quality and thinking cannot be achieved, so the project scheme is not recognized. Designers will always put forward countless good ideas in their thinking and creativity, and eventually these thoughts need to return to the project itself and balance with the characteristics of the project itself. This process itself is also a sharpening of the designer's ability.

3.4 Distinguish the Difference between Plagiarism and Reference

The purpose of reference is to find out the commonness of the project and the way to solve the problem, so as to provide good ideas for the project. In the design process, the ideas of designers will be affected by various kinds of information, and different ideas will be generated because of the various information received. The ultimate goal of design is to solve problems. The real significance of reference lies in the reference of excellent experience and solutions, combining with the design problems found in the project, digesting and absorbing, and obtaining a more suitable solution for the problem [8]. The confusion of "reference" and "plagiarism" will not only fail to achieve good results in the end, but also eliminate the creative ability that designers rely on for survival.

3.5. A Complete Thinking Process Can Bring Good Sensory Experience to Oneself and Customers

The most basic report document is to sort out the corresponding results with good thinking habits and form a narrative text. Due to a lot of analysis and demonstration, the final result will be reasonable and convincing. The narrator will be more confident and emotional when he narrates the documents that he has really analyzed and studied. The experience will be reflected in the speaker's speech and behavior, and the explanation will be more lively. In the process of the speech, it is necessary to carefully observe the actions and eyes of the people present. The focus of the speech and the degree of concentration of the audience are part of the thinking, which will also determine the overall direction of the scheme and the experience of reporting.

3.6 Design Experience Also Needs to be Considered for Follow-Up Work

Design affects the quality and progress of follow-up work. Take the case of wayfinding & signage design in China: in the early years of the wayfindingsignage industry, screen printing was usually made by traditional manual screen board, which could only be given one color at a time. When designers do not consider the working state of the later staff and force to add the design of gradual color and multi complex color, the workers can only carry out multi-color printing repeatedly in the same position in the production process, which will affect the overall yield of products. Therefore, designers themselves need to have a full understanding of the industry they are involved in, so that they can truly experience the problems that design itself needs to solve. The design experience process is not only limited to the design itself, but also lies in the control of the overall sense of experience. The implementation experience of later practitioners should also be regarded as an inseparable link, which is worth thinking about.

Marketing promotion and business activities should also be considered in the design. Design is not only the solution brought by practitioners, but also rich marketing and implied business activities. Design itself is only one part of the commercial activities, and the overall business operation, the promotion of value and the quality of experience will play an important role. In today's market conditions, the corresponding business exchange activities are carried out all the time. The era has created the non-regional and non-differentiation of commercial behavior. Therefore, designers need to understand their own business behavior, adapt to the impact of the market, improve their sense of design experience, more likely to find new problems, so as to complete a richer design experience.

4. Design Mentality Influences Experience

In modern society, 4G and 5g times are constantly changing, and the progress of production conditions and technology has created the trend of social efficient development. All walks of life have begun to speed up their own progress in order to adapt to the changes in the market environment. The high-speed environment has created the change of people's mentality, and the rapid development makes the mentality of social members gradually impetuous. Therefore, the mentality has become one of the most easily neglected but crucial links in the experience link.

In the process of design experience, the experience of mentality will be directly reflected in the achievements and communication of the project, which will bring to the audience. In the impetuous social state, designers need to calm down, calm thinking. Keeping a peaceful psychological state should be the most difficult link in the whole design experience process. Due to the different life circumstances and stages, the mentality will change. No matter at what stage, it is responsible for the project and the audience to avoid the impatience into the design [9]. Everything should be considered from the perspective of the other party. Through timely and effective communication, the problem can be solved quickly. As an old Chinese saying goes, "harmony makes wealth". Only with a stable mind and a harmonious atmosphere, can "wealth" be achieved.

5. Conclusion

In my opinion, the subject of design is very big. Design is not an exclusive ability of human beings. Any change that can promote the evolution and development of natural species can be called successful design, which does not depend on human subjective consciousness. From this point of view, design is not limited to the design of a product, a project or a pattern. Design can be the innovation of management mode, the creation of experience process, and the social change of public welfare [10]. As long as the innovation can play a beneficial role in the evolution and development of natural species, it can be called design. The purpose of design is to find out the core problems and solve the core problems with creative methods and artistic methods. In this process, we continue to understand, discover and solve the core problems. Over time, the accumulation of a large number of research results is an overall improvement of the cultivation of designers.

Experience is the analysis of human behavior and psychology, and design is also solving human problems. The research and analysis of human is the biggest topic of design. Only when we really

understand the system of "human", can we understand society, psychology, group and so on, and can we really begin to pay attention to the essence of design. Because of the existence of people, the project will have problems, there will be pain points that can be solved, business behavior will be able to operate, projects will be born, project needs will appear, all kinds of corresponding majors that can solve problems will be born, and there will be products, engineering, vision and other specialties in society. The design is just in the key link of these, and the problems solved and the pain points solved by design promote the operation of commercial behavior, so that business behavior can serve human groups to a greater extent, thus promoting the progress and development of the whole society.

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