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EMOTIONAL DESIGN FOR MENTAL ILLNESS PEOPLE

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ABSTRACT
Emotional Design is something that anticipates users' needs. As a designer, one should focus on users' needs in communication with the final design that has been designed. It is logical that the product you finally design should help the users who are considered as consumers, achieve the end results as efficiently as possible. According to Don Norman, there are three levels of emotional systems, like visceral, behavioral and reflective. This project aims at reducing emotional fluctuation of PCOS patients by developing design solutions through emotional design principles. Women with PCOD/PCOS exhibit significantly more emotional distress compared with women without PCOS. It is also an emotional based trauma, which can be found among many teenagers due to various physical and emotional reasons. In this project, fashion lends its hand for the betterment of PCOS patients by emotional based design principles. The right choice of colors, silhouettes, textures and patterns could be a major part to provide mental well-being to them.

Keywords:
Emotional design, PCOS/PCOD, mental well-being, silhouettes, fashion.

INTRODUCTION

Stein and Leventhal previously found PCOS in 1935. Polycystic ovarian syndrome (PCOS) is a hormonal disorder in women all around the world. PCOS is unquestionably a lifestyle disorder. It is important to control and prevent the disease because it can lead to a variety of long-term health issues such as diabetes, heart disease, infertility, gynecological cancers, hypertension and depression. Emotional design is a key element when generating ideas for human-centered opportunities. Normally, people are able to easily connect to a product or a service or a system when they can relate themselves with it at a personal level. According to Norman's three design levels, rather than thinking that there must be one solution for everything, we can help design for each and every individual's needs. Don Norman's concept is used as a tool to have better connection with the end user to whom the final product is being made. Three design levels of Don Norman's are well explained as, The visceral level defines the aesthetic of a product. The behavioral level deals with the function and usability of the product. Reflective level concerns the prestige and value of the product.

OBJECTIVES

The main objective of the study is to understand about the emotional design . To analyze the mental imbalance of the PCOD patients. To design garments and guideline based on the emotional design principle for the well being of PCOD patients.

METHODOLOGY

Presentations are tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. Research video interview and survey inputs are taken from particular focus group of 10 members (Age18-25) . Consultation with gynaecologist. Research about emotional design concept and classic trend in the fashion industry. Design an emotional fit silhouettes. Final survey and output will bestest edonour focus group.

RESULTS AND DISCUSSION

The interview resulted that dressing and choosing feminity style can improve and achieve the easy release of egg. The puffed sleeve trend is nothing new. But along with the frills and flounces, it also significantly increase feminity look. The flowy and floral prints also results in evoking feminism.

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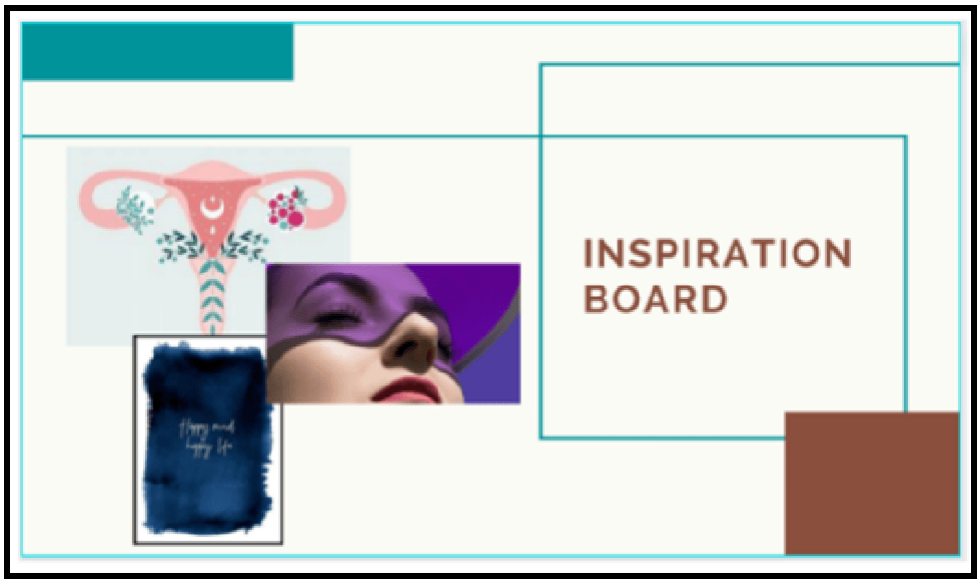

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CONCLUSION

We have chosen the emotional design which is a new normal, a road to recovery for the patients. The Inspiration board, Mood board and Color board signified the color therapy, logical cure elements and texture comfort fabrics which were able to aid the patients. Our designs in the design exploration phase were the cumulation of the survey we took, where the patients notified their emotional interest in cuts, silhouettes, and hemlines. We conclude that by curating the right patterns, fabrics, colors and textures formed outfit can help with subsiding of PCOD problems. It is evolving process in fashion industry to help the mentally affected people. So, it's all in the trial and error. This is our project and contribution to the problem out there.

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