

# Research on the Design of Condiment Bottle for Solitary Youth Based on Positive Emotional Experience

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## Abstract

Based on emotional experience, it focuses on the consumer group of young people living alone, focusing on the problems of their novice cooks' improper mastery of seasonings and how to save cooking time under the fast-paced urban life. First of all, interviews were conducted on the seasoning bottle for the emotional needs of young people living alone, and the results of the interview were simplified and summarized using content analysis, and it was concluded that for the alone youth, the basis of the positive emotional experience in seasoning bottles was convenience and practicality. And based on this, combined with the design elements of the seasoning bottle to carry out product innovation design practice, and thus design a convenient and practical seasoning bottle that assists cooking. Let young people living alone who lack emotional sustenance and emotional support gain a sense of happiness and satisfaction when cooking, thereby alleviating loneliness.

## Keywords

Condiment Bottle; Emotional Experience; Convenience; Practical.

## 1. Introduction

With the advent of the experience economy and the rise of humanized consumer demand, people's demand for products is not only satisfied with the material level, but also pays more attention to the positive emotional experience and emotional satisfaction brought by the product. As daily kitchen supplies, condiment bottles are closely related to people's lives. Therefore, in addition to the practical functions that it should have, it is necessary to think about how to make people obtain the satisfaction of self-emotional experience in the process of use. Under the "people-oriented" design philosophy, research is carried out from the perspective of the positive emotional experience of young people living alone, and modern technological elements are added to enhance the emotional communication between people and things, so that the design of the condiment bottle is more rationalized and humanized, so as to better Meet people's spiritual and emotional needs.

## 2. Overview of Emotional Experience

Emotions are people's attitudes and experiences on whether objective things meet their own needs. It runs through all aspects of human life, including emotions, cognition, behavior, attention, perception, etc., and has a subtle impact on all aspects of life and the way people interact with the environment and products.

Emotional experience is the bridge between people and products. American cognitive psychologist Donald a. Norman divides the emotional experience between people and products into three levels in his book "Emotional Design", namely, instinct level, behavior level and reflection level. The level of instinct is determined by human nature and is the starting point of emotional experience; the level of behavior refers to the controllable aspect of the body, which

is the formation process of emotional experience after the interaction between people and products; the level of reflection is the person's perception of external things and the environment Conscious understanding, learning and evaluation are products that can stimulate people's emotional resonance through modeling, decoration, culture, function, etc., so as to meet people's deep-seated emotional needs. The three levels influence each other, promote each other, and relate to each other, so as to better promote the product to achieve the dual effects of material practicality and emotional satisfaction that people need.

### 3. Product Design Analysis of " Solitary Youth" Seasoning Bottle

#### 3.1. Target Population Analysis

The term "empty-nest youth" refers to young people who work alone in big cities, far away from their parents and hometown. According to the National Bureau of Statistics, the number of young people living alone in China reached 92 million in 2021. Living alone young people work and live alone in big cities, in the fast pace of urban life can not use too much time to understand, cooking food; Long-term takeaway career, pressure from health, money and other aspects; Under the feelings of homesickness and homesickness, I often choose delicious food from my hometown as the basis to relieve my homesickness. As a result, they often cook food in a short time, but most of them have no cooking experience and can only follow the recipe APP. They often don't master the most important seasonings, which leads to the inability to make delicious dishes. Based on this, it is urgent for young people living alone to improve their seasoning level to a new height.

#### 3.2. Market Interview Analysis

As an essential part of kitchen products, consumers ' desire to buy seasoning bottles mainly focuses on functional elements, structural elements, morphological elements, material elements and color elements. Based on this, the author focuses on the emotional needs of solitary youth for condiment bottles and conducts market interviews to solve the following three problems.

**Table 1** results of content analysis

9	The basis of positive emotional experience-convenience and practicality								
category	cooking			life			product properties		
subtype	often	rarely	inconvenient	Time	Economy	Emotion	Functions	Material	Color
Code	Saving Enjoy Relax Sense of achievement Happiness hobbies Reassure parents Growth Home food Heterosexual	Trouble No No time sense of frustration Fatigued Waste Food takeaway	Stain oil Easy to leak Moistened moldy Not easy to clean Unable to grasp the dosage Outlet blockage Not easy to distinguish Misplaced Solidification Easy to slip Occupying space Bad shape  Bad shape	Commuting work overtime urgent nervous waste Don't want to waste No spare time tired out Don't want to move	Deposit Sending money Cost of living Housing loan Vehicle loan To save Kitchen Takeaway expensive entanglement Survival	Lack of emotional support loneliness Hard Support Certainly Sense of achievement Happiness Eliminating loneliness accompany Missing Parents A partner	Show shelf life show name Display remaining amount Reminder to clean Easy to take Precise quantification capacity high tech Easy to clean Self-cleaning Small Exquisite Fall resistant Not take up space Mildew proof Moisture-proof Not leaking Non-slip decorate LED screen Text reminder	ceramics grass wood Stainless steel plastic healthy long life Easy to clean Stain resistant	Black and white concise Elegant Solid color atmosphere harmonious modern Warm cold impact

How to make the solitary youth not familiar with the recipes can also calmly respond to the placement of condiments and make delicious dishes.

How to save time for solitary youth when cooking.

How to make the lonely youth get the sense of achievement and happiness when cooking to alleviate loneliness.

Through a market interview with 100 young people living alone, the following conclusions are drawn by using the content analysis method of Bernard Berelson, an American communication scholar. ( See Table 1)

According to the content analysis, the solitary youth would like to have a sense of achievement and happiness in the cooking process, especially when making food for friends and partners. However, improper grasp of the blending and confusion of blending often occur ; urban work less time, high consumption ; facing the problems of saving money, high pressure of buying houses and cars, and unhealthy take-out. Cooking by oneself is the most environmentally friendly, healthy and economical. Home food made by oneself can also cure loneliness to a certain extent.

In terms of condiment bottles, they generally believed that there were problems such as oil contamination, leakage, moisture, mildew, difficulty in cleaning, inability to master the dosage, blockage of export, difficulty in distinguishing, space occupation, and poor appearance. It is proposed that the condiment bottle should have the functions of displaying the shelf life, displaying the name, displaying the remaining amount, reminding cleaning, convenient fetching and accurate quantification. Structural elements to facilitate cleaning, no leakage, not easy to stain oil ; form elements to save space, simple, atmosphere, full of fashion flavor ; material elements to long service life, easy cleaning, high temperature resistance, resistance to dirty, not easy to break ; color elements should be simple, elegant, modern, harmonious, cold and so on. After analysis, for young people living alone, the key to the positive emotional experience of the seasoning bottle is convenience and practicality. It is concluded that young people living alone need a durable, small-footprint, easy-to-clean seasoning bottle that can automatically discharge the right amount of material according to the recipe, control by mobile phone, display the remaining amount and the degree of cleanliness in the bottle, and modern color, convenient and time-saving seasoning bottle.

#### 4. Design Scheme of Solitary Youth Product Based on Positive Emotional Experience

With the change of social consumption concept, the function of the product is no longer the main factor for consumers to decide to buy. The positive emotional experience that the product can bring is the trump card that stimulates the consumer's desire to buy. After repeated demonstrations with the conclusion of the content analysis method, starting from the level of instinct and behavior, based on the design of convenience and practicability, this "T-shaped multi-functional series seasoning bottle" was determined. (see Figure 1)



Figure 1. T-type multifunctional series seasoning bottle

The overall shape of this seasoning bottle is creatively transformed based on the letter "T". The two ends of the letter "T" are the spice outlets, and it adopts a dual-purpose structure to save space in the kitchen for young people living alone in renting a house; the upper and lower shapes are large and small, which is convenient to take, and it is not easy to get rid of the oil; at the same time, it is also It has a certain capacity to carry liquid or powdered seasonings. The upper part of the "T" type is a pull-out feeding port, and the dark blue part of the lower part is a cleaning rotating buckle, and a leak-proof silicone ring is built in. The "T" shape gives people a sense of visual stability and comfort. It also plays a role in beautifying the kitchen environment while meeting the aesthetic needs of young people living alone.

In terms of functions, the mobile phone APP frequently used by young people living alone is controlled, and the seasonings are automatically quantified according to the recipes and self-tastes to avoid the problem of improper seasoning (see Figure 2). With a hidden smart display, it displays: name, remaining amount, and cleanliness in the bottle. Let young people living alone know the name of the seasoning, the remaining amount, and when the seasoning bottle needs to be cleaned, to avoid problems such as misplacement, forgetting, moldy, dampness, and clumping of the seasoning. The magnetic interface is used for easy removal and solves the problems of twisting bottle caps and cap damage. While assisting in cooking, it is convenient and time-saving to quickly help unique young people to complete the seasoning of a dish, so that they can get a sense of happiness and satisfaction in the process of making and enjoying the food.

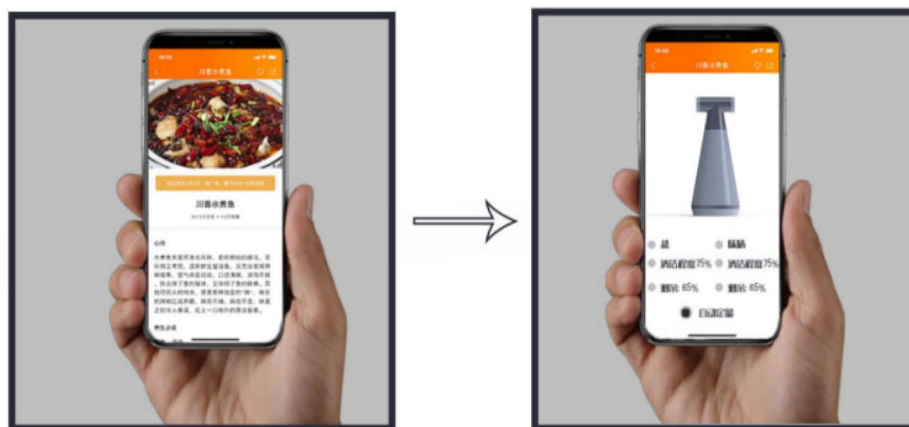


Figure 2. APP intelligent display

In terms of material and color, the bottle body adopts stainless steel material, anti-fall, durable, moistureproof, mildewproof, not easy to corrosion, oil easy to clean ; the magnetic suction design with the bottle cap can also interact with the solitary youth to a certain extent in the use process, which is convenient and practical. Color, select blue as the basic color, blue represents quiet, elegant, quiet and clean, while full of modern fashion ; through the blue to convey to the solitary youth, in the fast pace of urban life, but also to maintain the inner peace and brightness.

## 5. Conclusion

Due to the excessive emphasis on function in modernist design, there is a situation in which technology overrides human emotions. This makes the modern seasoning bottle design seem monotonous, rigid, similar, and nothing new. This design practice is based on the positive emotional experience of young people living alone, with more convenient and efficient interactive use, durable practicality, stylish and generous shape and color, to meet the emotions of young people living alone for the convenience and practicality of the seasoning bottle. need. Therefore, while the variety of seasoning bottles changes with the improvement of people's

living standards, people should be given a good emotional experience; while being beautiful and practical, they should pay attention to the emotional needs and experiences of different groups for seasoning bottles to be accurate. It is determined to carry out the "people-oriented" design to meet the emotional needs of consumers and enhance the emotional experience of consumers.

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