

Research on the Application of Without Thought in Commercial Space Wayfinding System

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Abstract: Without Thought transforms people's behavioral habits and intuitive observation and thinking in daily life into visible design. The design of commercial space wayfinding system plays the role of guide. Based on the understanding of the concept of "Without Thought" and the relationship between shopping environment and people, this paper discusses the application of the concept of Without Thought in the design of commercial space. By analyzing the general overview of the current research on Without Thought and Wayfinding system by some experts and scholars at home and abroad, this paper summarizes the relevant literature, and combines the case analysis and research of Wayfinding system to prove that the combination of the two is conducive to the realization of more effective commercial system guidance design.

Keywords: Without Thought; Wayfinding System; Commercial Space Contents.

1. Introduction

1.1. Research Background

In our society, highly prosperous commercial Spaces are increasing, which turn stores into one-stop consumption centers for various services such as shopping, leisure, entertainment, food, culture, commercial and residential. Among them, many problems of commercial space are also exposed, such as: large space, complex structure, and much information. The problem of orientation loss is very common in large commercial space, and the wayfinding system plays the role of guiding people to understand the orientation and layout of space in complex commercial space. The wayfinding system with clear information direction can solve the problem of user getting lost, on the contrary, the wayfinding system with chaotic information direction will even aggravate the phenomenon of orientation loss. The combination of Without Thought and commercial space wayfinding system will closely connect experiencers with space, and more emphasis will be placed on the emotional resonance generated after user experience design. Making use of people's behavior characteristics and intuitive guidance, the commercial space wayfinding system becomes a clearer "guide". This paper takes Wuhan Chuhe Han Street, a large shopping mall, as a typical example to analyze the distribution and problems of the wayfinding system of Wuhan Chuhe Han Street. By studying the excellent commercial space Wayfinding system cases at home and abroad, and combining with the Without Thought ideas, some design methods are summarized.

1.2. Research Purpose and Significance

In large commercial Spaces, orientation loss is a common problem. How to solve whether to meet the needs of users after the wayfinding system is put in. The phenomenon of orientation loss needs to be further solved. Making use of people's behavior characteristics and intuitive orientation to obtain information more concise and clearer is the central problem of this paper. Some of the problems are found by combining the internal structure and the wayfinding system

of Wuhan Chuhe Han Street, and the solutions are put forward by combining the Without Thought method.

2. Probe into Without Thought

2.1. Overview of Without Thought

In the world of creative design, Japanese craft master Naoto Fukasawa proposed Without Thought, which takes into account people's needs, life experience, behavior pattern and other elements, and comprehensively measures the interaction between people, things and the environment to carry out effective design. This kind of design method is also called "intuitive design", which means to transform intangible thinking into visible objects. This concept is deeply rooted in the unconscious theory of psychoanalysts Freud and Jung. When this design concept was first applied to product design, Muji was best known for its simple, portable products.

2.2. Advantages of Without Thought

The Without Thought method first pays attention to the user's psychological logic and behavioral logic, and is the design standing on the user's emotional experience. Based on the rationality of users' psychological logic and behavior logic, the potential needs of users can be excavated, expressed through concise and varied design through insight into the relationship between people, things and the environment, so as to stimulate the resonating emotions of the public, and finally achieve "design dissolved in behavior and design integrated into the environment". Without Thought pursues the applicability of products, and its meticulous style and unique design perspective highlight its advantages.

3. Analysis of Wayfinding System in Commercial Space

3.1. Overview of Wayfinding System

Wayfinding system is an important part of contemporary design field. The concept of Wayfinding system originated in Western countries and was introduced into China in the late 21st century. Its fields cover architecture, semiotics, informatics, ergonomics and many other interdisciplinary disciplines. The key responsibility of Wayfinding system is to

provide the aid of space movement, and to construct the information system suitable for the specific space through the system design of arranging and synthesizing the relevant information of the space environment. Its core is to solve people's trouble in finding the path, can quickly transmit spatial information, and accurate positioning.

3.1.1. Properties of Wayfinding System

The basic attribute of wayfinding system is information dissemination, and wayfinding system must have the function of guiding people to accurate positioning in space activities. wayfinding system guides through vision, causing the user to produce visual information transmission and emotional communication in wayfinding system. Its audience groups are: adults, children, the elderly. And the audience of wayfinding system, the distribution of different places, so wayfinding system to attract attention in different ways. Only the necessary information should be extracted to make wayfinding system more concise and easier to understand for the audience. Additional attributes are artistry and personality. While fitting the overall environment, it should add personality, form characteristics and highlight themes to form scenery.

3.1.2. Composition of Wayfinding System

The main purpose of the wayfinding system is to combine all kinds of information in a standardized way, so that people can safely and quickly identify the environment in a specific environment. It can be expressed in various forms, such as signs, street signs, maps, interactive panels, mobile terminals, and lights. The navigation system is mainly composed of the following parts: information system, graphics system, hardware system. Especially the comprehensive design of the information system, it is the core component of wayfinding system, the final implementation of wayfinding system is dependent on the visual form of information. The way of information transmission can be perceived through sight, hearing, smell, touch and taste.

3.1.3. Behavioral Analysis of the Audience of Wayfinding System

The audience of wayfinding system can be divided into: adults, the elderly, and children. Different audience groups have different demands, and the wayfinding system is to meet the demands of different audience groups as much as possible. In a specific environment, the audience is also different. For example, in the shopping mall, in different floors and areas, the main group in the women's clothing area is adult women, or there are a few men accompanying them. In the children's play area, the majority of the crowd is parents and children. In the audience group, according to the information cognition ability, it can be divided into: able to autonomously recognize, low autonomously recognize and unable to autonomously recognize. In general, the elderly and children have low cognitive ability, while adults and adolescents have high cognitive ability. For people with low cognitive ability of information, there will be many uncertain factors affecting the wayfinding process when the external world relies on the wayfinding system. The people who can't recognize the information independently have to rely on external help to solve the problem when the outside world obtains the information according to the wayfinding system.

3.2. Reasons for Getting Lost in Commercial Space

The modern commercial space is an extremely complex comprehensive space, which integrates shopping, food and entertainment, and is a comprehensive space for the purpose of profit. In such a diversified commercial space, the phenomenon of getting lost is very common, which is caused by the complex space and layout of streets and shopping malls. According to the "Glenn effect", the layout of the shopping mall is like a maze, and the farther and longer the consumers walk, the more goods they see, which stimulates the desire of customers to buy. The reasons that lead to the complex internal structure of commercial space are as follows: First, when designing the internal structure, there is no fixed regional division inside the space. Second, the commercial space has a large area, and there is no obvious reference in the line of sight. Third, the lack of wayfinding system, cannot play the role of visual indication.

3.3. The Role of the Wayfinding System in the Commercial Space

In the diversified commercial space, the wayfinding system assumes the role of a guide. Commercial space usually has the characteristics of fast running speed, large flow of objects and large flow of people. For example, in a huge shopping mall, faced with complex channels, numerous stores and a wide range of goods, if there is no effective wayfinding system, consumers will encounter a lot of unnecessary trouble when shopping or paying. And today's wayfinding system is not only satisfied with pointing out the location and direction for consumers in the space, but also to create a more humanized consumption environment. The emergence of wayfinding system enables consumers to understand the functions of each area and each part of the commercial space, and at the same time avoids consumers getting lost in the shopping mall, which leads to various security risks.

4. Current Situation Analysis and Problem Analysis of Wuhan Chuhe Han Street Wayfinding System

4.1. Application of Wuhan Chuhe Han Street Wayfinding System

In large commercial complex areas, such as Chuhe Han Street in Wuhan, the internal wayfinding system is composed of three parts: the three-dimensional general indicator board, the space intersection guide board and the outer wall hanging door plate, which are different in level and function. In the initial stage, the signage divides pedestrians into two types: one is the person who has already determined the destination and wants to arrive quickly, which belongs to the nodal pointing; And those who do not have a specific goal, but travel in a certain order and direction, which is planned pointing. According to this idea, spatial orientation signs will set clear meeting points, such as Hanxiu Theater, Madame Tussauds Wax Museum and subway stations to provide real-time guidance. However, the three-dimensional overall signage not only provides the tour route of the main square, but also provides a complete map of the area and information about the shops, which can meet the needs of all types of people, and greatly enhances the degree of connection with emotion and design. Chuhe Han Street wayfinding system vertical guide signs are regular square, the overall vertical

height of 185cm, guide information in which, the size in line with people's visual habits in the sky guide signs selected wood as a material, the visual effect is comfortable, feel familiar. In terms of information, the font and the size of the arrow remain consistent, according to people's conventional behavior, the size of the arrow, graphics, patterns, text, etc., is gradually reduced layout.

4.2. Analysis of the Influence of Wayfinding System on the Orientation Loss in the Space of Chuhe Han Street

Chuhe Han Street integrates shopping, entertainment and food. It has complete functions, numerous commercial shops and large flow of people. The guide signs of commercial blocks are often buried in various and dazzling commercial signs. Shop information, billboards and wayfinding system style is similar, so that consumers cannot pay attention to. The streets of Chuhe Han Street are numerous and long, and a number of shopping plazas and food streets are concentrated, but not every street entrance has a wayfinding system. There are many commercial shops, but the specific information of the shops is widely reflected in wayfinding system, which is not conducive to consumers' understanding.

5. Summarize the Characteristics of Wayfinding System in Commercial Space

In China, the relevant theoretical research on commercial space guide sign system design started relatively late compared with developed countries, but the development speed is fast. The prosperous development of commercial space in China has formed the characteristics of large-scale and systematic, and large shopping centers have brought convenience to people. Commercial space has unique characteristics, such as fast running speed, large flow of goods, large flow of people and so on. However, the continuous expansion and complexity of commercial space makes it difficult for people to identify the direction in it. At present, commercial space has basically begun to pay attention to the systematic design of guidance, but there is still a lack of systematic and integrated planning. The scale and complexity of modern commercial space and buildings, as well as people's fast-paced lifestyle, require the layout and design of modern commercial space wayfinding system to be more holistic, systematic and scientific. The Wayfinding system of commercial space combines consumer cognition and shopping environment, and Wayfinding system should be ubiquitous. Whether it is shopping, entertainment, leisure in the mall, wayfinding system focuses on the communication and exchange between consumers and commercial space, as well as between consumers and service personnel in the mall, which is a bridge of contact and communication. The development of commercial space wayfinding system is characterized by humanization, and the humanization of public facilities is mainly manifested in "humanistic care". For example, for groups with weak cognitive ability, the commercial space spatial wayfinding system can be marked by color, or add voice signs and graphic characters to complete the instruction process, and solve the instruction obstacles of groups with weak cognitive ability. For the disabled, there is no way to use the touch screen indicating system, it is best to use the visual and auditory guidance in the commercial area. Eyeballs can be used to automatically

recognize the information on the screen, and the information will be changed with the speed and direction of eye browsing, and the direction of gaze can be distinguished and according to the information provided, making it easy for the disabled to shop.

6. Application of Without Thought in Commercial Space Wayfinding System

6.1. Design Cases of Without Thought and Wayfinding System

Carlyle, a famous British art critic, once put it this way: "Artisan works are conscious and mechanical, while natural works are unconscious and alive." Although this view may be too absolute, it does deeply reveal the unique advantages of Without Thought in the process of artistic creation. This vitality should also be incorporated into the information wayfinding system of the business district. For example, when our Hong Kong designers designed a Christmas campaign called "FIND YOUR LOVE" for the K11 shopping mall, the design included the mall's promotional brochure, information wayfinding system and souvenirs. The designer made full use of the floor space of the mall to design the information wayfinding system. Bright colors are used to map the paths of different areas, and three dimensional signage is equipped to make the whole space clear, easy to use, and does not confuse with the advertisement of the mall.

Those curved routes are just like those remote-control car tracks we played with when we were children, or a huge Monopoly game board, which instantly evokes people's feelings of wonder and doubt for childhood. Many participants said: "It's just for people who have a bad sense of direction. They won't be afraid to get lost anymore!" In this design, the designers adopted an unconscious design approach, designing for behaviors that people can perform without having to think it through, while satisfying people's psychological needs and evoking pleasant memories and life experiences. 6.2 Characteristics of Without Thought applied to the wayfinding system. The application of Without Thought in the wayfinding system shows the following characteristics: It is rich. Unconsciousness is the overall perceptual grasp of things, so it is more abundant and diversified. When applied in the wayfinding system, it will unconsciously mobilize people's hidden needs and behaviors. Its form of expression is more abundant than the design under rational thinking. It is situational. The unconscious thinking activity is based on the premise of the situational environment, and can only occur under the stimulation of a specific situation and atmosphere. In the guided design, it is necessary to combine the surrounding environment, cultural history, festival atmosphere, etc., to make corresponding design elements to stimulate the user's unconscious behavior. It has the subjective initiative. Unconscious agency is often associated with a person's subjective state, such as their interests, past experiences, etc. And unconscious behavior can directly control people's activities without being aware of them. Guide design is to serve the public and meet the needs of various groups as much as possible. Therefore, when designing, designers should grasp the inner psychology, behavior habits and hidden needs of most people.

6.2. Application Advantages of Without Thought in Commercial Space Wayfinding System

The Wayfinding system in our country has been developing towards innovative standardization, and the Without Thought Wayfinding system is established in the harmonious system of "human-object-environment". The advantage of its application is that it attaches importance to the subconscious thinking that is people-oriented and satisfies the deep needs of human beings. This kind of thinking is adjacent to the generation of essence and rarely appears on the surface of consciousness. This mode of thinking is reflected in the habitual behaviors and repetitive operations in people's lives, which designers regard as the inherent needs of users. The Without Thought applied in the design of wayfinding system in business environment can be regarded as the multi-sensory guided design initiated by vision, which has both psychological and behavioral values. In contrast to the diversity and rationality of conscious thinking, which is conducive to the design, the logic of the crowd is reflected in the unconscious thinking, which is systematic and illogical. Unconscious thinking is mainly used for the instinctual understanding of holistic things, so it has a global nature. The application of this way of thinking can enhance the diversity of design. In many cases, the Wayfinding system of commercial space strives for more added value, such as aesthetic and economic value, trying to satisfy people through unique thinking and strange experience. In fact, the existing unconscious elements and potential needs can really stimulate people's resonance. It is beneficial to form the emotional bond between people and design. In the coordinated system of "human-object-environment", the subtle elements can sometimes express the hidden emotions. Without Thought makes use of people's demand psychology and behavior, targeted design. By grasping the demand point, grasp the user's spiritual resonance. The Wayfinding system of commercial space based on subconscious design, whether it is the expression of information or the transmission of culture,

is considered from the human perspective.

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