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The design of the Moon Center based on the female perspective

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Abstract: With the opening of China's three child policy and the continuous development of social economy, China's industrial structure has changed constantly. As a new economic growth point, the maternity and infant industry has become a hot industry in recent years. New service industries such as Moon Sister and Moon Center have developed rapidly. The scientific and comfortable modern moon center is increasingly favored by young women. It is undeniable that the emergence of maternity care institutions has timely met the needs of women for puerperal care today. However, there are always many imperfections in the development of emerging industries at the time of their inception, and the Moon Club entered the mainland market late and is in the initial stage of industrial development. From the actual situation of the few existing Moon Centers, it only meets the immediate needs and hasty response, and fails to fundamentally improve and enhance the reasonable, humanized, scientific planning, design and research of Moon Centers. The space function and design style are not mature enough, and there is no deep concept to support it. It is a superficial form, so women's demand for the existing indoor space of postpartum care center has not been met. Therefore, the interior design of postpartum care center must start to change the original design thinking, no longer simply pursue the excessive exaggeration and blandness in style and decoration, but should design a warm and comfortable interior space that conforms to the consumption psychology and aesthetic psychology of newborn mothers based on emotional needs, especially for the functional care of related nursing spaces and its feasible humanized and emotional design.

Keywords: Female perspective; Postpartum care; Space transformation; Interior design.

1. Background

1.1. Research background

1). Policy environment: the policy of two children and three children has been released. Decision on Amending the Population and Family Planning Law of the People's Republic of China at the 30th Meeting of the Standing Committee of the 13th National People's Congress on August 20, 2021. Article 18 of Chapter III of the Maternity Law clearly states that the state advocates age appropriate marriage and childbearing, and that a couple can have three children. 2. Economic environment: With the continuous increase of residents' income, their consumption capacity is also improving. According to the data in the 2016-2022 China Monthly Center Industry Research and Investment Prospect Analysis Report, the monthly center in China was about 1.78 billion yuan in 2013, with rapid development in the past decade.

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3). Social environment: Women in the new era are relatively independent, both in material and spiritual aspects, and their awareness of health is also growing, especially their physical adjustment after childbirth. How to ensure the health of pregnant women and newborn babies has become the focus of the media. Pursue personalized service plan, hope to get more care, understanding and respect in the month, and have a good experience.

1.2. Purpose and significance of the study

1.2.1. Research purpose

The purpose is to construct a new design concept of the postpartum care center, which is mainly to integrate the postpartum care center into the female perspective as an important part of the research, analyze the problems that need to be considered in the interior design of the postpartum care center from the user's perspective, summarize the experience of the interior design of the postpartum care center, propose new design concepts, provide a theoretical basis for the design of the postpartum care center in the future, and improve the service experience quality of the entire industry. At the same time, it provides usability reference for other industrial service design models.

1.2.2. Research significance

1). Theoretical significance

At present, there is relatively little research on monthly centers. Through research on the whole industry, it is found that the monthly centers in the market are generally lack of professionalism and systematization. With the improvement of the knowledge of "sitting on the moon" at home and abroad, many of them need to be improved and updated through space design. The introduction of service design theory guidance. Through the division of maternal emotional needs, we can find out the methods and laws to solve the problem, and systematically build the design method and scientific theory of post-natal care center. The research on the interior design of postpartum nursing center is of great significance. It has great theoretical significance to care for women and pay attention to families. It also guides and affects the development of the theory of commercial space design.

2). Practical significance

This article takes the parturient and the newborn as the

starting point and starting point, and rationally analyzes the design of the interior space of the modern moon club to provide a new design guide for the designer, which is conducive to the standardization of the service of the moon center, constantly improving the service level, and providing health services for pregnant women. The puerperal period is a very special stage in the life of the parturient. Summarize the humanized design strategy suitable for modern space, provide superior service and complete nursing environment with facilities for mother and baby users, so that pregnant women can live through this period healthily and newborn babies can get the best care.

2. Introduction

2.1. Industry background and current situation

2.1.1. Foreign Moon Culture

From the medical point of view, "confinement" is actually the puerperal recovery of the parturient. Western European and American countries as well as South Korea in Asia and other countries have post-natal care systems, but it is not just the traditional concept of confinement of Chinese. The puerperal recovery is also highly valued and scientifically guided in foreign countries. However, Westerners do not have the custom of going to the confinement center to sit in the confinement center. They only pay attention to rest, balance nutrition, maintain personal hygiene, and do not do heavy physical labor to protect themselves during the puerperal recovery period. Influenced by the Chinese culture of confinement, Asian countries also have the habit of confinement, but the name and specific service content are different. For example, Korean women will go to a nursing home to recuperate after childbirth.

2.1.2. Chinese lunar culture

The culture of confinement flourished in areas where Chinese people live, such as Chinese Mainland, Taiwan, Singapore and other places. According to the survey, "confinement" can be traced back to the Western Han Dynasty more than 2000 years ago. In ancient times, it was called "within the month", which was a necessary ritual behavior after childbirth. Traditional Chinese medicine believes that if women's postpartum recovery is not good, it will cause many diseases that affect their health in the future. Therefore, TCM advocates that women must recuperate after childbirth. As a result, many folk customs have been gradually formed and constantly improved among the people, and finally a systematic modern method of "sitting on the moon" has been formed. In addition, a set of rules and taboos related to clothing, food, housing and transportation during the "confinement" period have been formed through continuous exploration and practice.

2.1.3. The mode of sitting in the moon.

There are four ways for modern people to have a baby at home. The first way is to be taken care of by parents at home, the second way is to ask a wife at home, the third way is to be taken care of by a wife at the birth center, and the fourth way is to be taken care of by a nurse at the birth center. From this, we can see that there are three types of people who take care of puerperal women in their lives - parents, sister-in-law and nurses. With the change of women's knowledge structure and consumption habits, more and more young women are unwilling to accept the traditional concept of confinement and want to reduce the pressure on their families. Therefore, it has become a development trend to choose confinement in the confinement center.

2.2. Analysis on the development trend of the sub center industry in the month

2.2.1. Policies of the State and relevant institutions

Li Keqiang, Premier of the State Council, clearly pointed out in the 2016 government annual work report that the main work this year is to comprehensively implement the supporting policy for the second child. 3 The first special national standard of the Moon Center and Moon Club in China, General Requirements for Maternal and Child Health Service Places, was officially implemented on September 1, 2017; This standard comprehensively considers the quality of employees, central environment, supporting facilities and equipment, and professional technology, and puts forward requirements for China's maternal and infant service industry in combination with four aspects of safety, health, professionalism, and comfort.

2.2.2. Mobile Internet information technology intervention in health service industry

With the popularization of mobile Internet and the development of intelligent terminals, mobile information technology has gradually begun to be applied in the health service industry. Mobile service system is the combination of various Internet based services and information applications, and an indispensable part of the health service system. It can simplify the entire service process, effectively improve the working efficiency of medical personnel, and enhance the interaction between users and medical personnel, Bring users a better service experience.

3. Maternity needs and design principles of the maternity center

3.1. Physiological requirements

The purpose of women sitting in the confinement club is to. Through the questionnaire survey on the mothers of newborn babies, it is found that the air quality in the living space is a very important problem. Because the requirements of the mothers of newborn babies' physical conditions at this time can not make the wind blow to them for a long time, the club should provide certain hard measures air purifier or air filtration system for 24-hour electrostatic sterilization and dust removal. The articles used by mothers and babies in the postpartum care center must be safe and qualified. The types and quantity of instruments provided by mothers for body soothing and facial beauty should exceed the demand. Ancillary facilities such as entertainment area, leisure area and physiotherapy area shall be complete. Whether it's mothers' postpartum nutrition, nursing, lochia elimination, body repair, emotional counseling, or baby facial cleaning, skin care, and passive exercise, every move of the practitioners is directly related to the health of mothers and babies, and must be subject to professional training. Whether the nursing experience of medical staff is professional or not is the physiological needs of mothers.

3.2. Psychological needs

Human beings have different psychological needs and different spiritual pursuits for different spaces, while women's basic needs for space, namely, physiological needs and

psychological needs, have a unique feminine charm. In particular, the psychological needs can be summarized as safety, convenience, privacy and comfort

Safety: Newborn mothers have different ideas and higher requirements for the safety of space due to the changes in their physical and mental functions. They pay more attention to the psychological perception that design brings women safety in space processing and expression methods. For example, the security measures of the clubhouse, the safety of materials, the brightness and softness of indoor lights are good for infants' eye health. Convenience: The special physiological needs of newborn mothers have higher requirements for the convenience of space, such as the setting of special space (baby feeding area) streamline arrangement, the number of toilet positions, the height of the space for storing personal belongings and packages, etc.

Privacy: The different contact with the surrounding environment and the different physical quality in special periods will make the mother of the newborn more closely require the privacy of the space. The space in which she lives can not only moderately maintain her privacy, but also moderately communicate and conduct collisions with others. For example, the use of sound-absorbing panels, wallpapers and thick curtains can increase the sound-absorbing degree of the space, so as to reduce external interference and distractions while isolating audio-visual interference.

Comfort: it is dominated by women's aesthetic orientation, which directly affects women's psychological evaluation of space and judges whether the space is comfortable. In the home environment, the collocation of materials, shapes, colors, accessories, lights and other aspects can not only reflect women's requirements for space comfort, but also vividly show women's right to speak.

3.3. Aesthetic needs

Gorky said: "According to nature, people are artists. No matter where they go, they always hope to bring beauty into their lives." For newborn mothers, the hardware facilities of the Moon Center are the foundation, but from the perspective of women, they hope that their living space is warm and romantic and full of feminine charm. The beauty of the newborn mother's initial impression of space determines whether she wants to enter the space for in-depth experience. The people-oriented design concept is derived from the female oriented design concept. Aiming at the sensitive psychological and physiological characteristics of newborn mothers, the design and creation of modeling elements and material touch that meet their needs will permeate the feminine aesthetic orientation in every corner of the space.

3.4. Emotional needs

Emotion is a subjective psychological activity and intuitive physiological reaction. Compared with men, women's thinking is intuitive, visual and emotional, and has rich associations. Newborn mothers' emotions are more delicate, their nerves are more sensitive, and their emotions are also vulnerable to the influence of external space. In particular, the mothers of newborn babies bear great pressure after delivery, and are also prone to depression. Sensitive mothers of newborn babies in the postpartum care center should not only be satisfied in function, but also achieve self-integration in spirit, so at this time the demand for space emotion is more intense. The concise patterns, lines, furniture material size, light intensity and color of the lamps used in the space will affect women's psychology, imperceptibly penetrate and stimulate women's senses. Even a clothes storage rack or a small ornament (such as a book on the table or a decorative painting on the wall) in the small corner of the space can comfort the mind and bring a little touch to the newborn mother. Creating an overall emotional space will help women relax and find their spiritual and emotional sustenance.

3.5. Demand for humanistic care

The humanistic care of newborn mothers is to pay attention to the spiritual life, equality and multi-level needs of newborn mothers. The birth of a child is also accompanied by the change and increase of her role. From being a mother and daughter, a wife has changed into a wife and a mother. The family has changed from a two-person world into a small group of three people. The spiritual life of the mother of a newborn baby needs to be adjusted with the change. Even after the birth of a newborn baby, she doesn't know how to take care of the child, and her inner panic, tension Vulnerability and unstable emotions need more humanistic care from professional doctors and nurses. Strengthen psychological care services: not only the medical staff should explain and provide psychological care to the mother of the newborn in detail and patiently before and after childbirth, but also the nursing staff should ask the mother of the newborn about her current feelings at any time to reduce her psychological burden. The mother of the newborn should be encouraged to eat appropriate food. These measures can reduce and eliminate the mother of the newborn's nervousness, anxiety and fear, At the same time, it can also increase the self-confidence and sense of security of newborn mothers. Create a humanistic space environment: medical staff should start from the overall concept of human beings, based on female psychology, understand the changes in the psychological state of newborn mothers, and create a warm space environment from the perspective of women. The indoor space should be suitable for placing some small flowers or other types of potted plants that women like, dolls, pillows, soft clothing, and the wall should be pasted with portraits of women, so as to keep the mother of the newborn happy, Let the newborn mother feel the warmth of the family. Establish a harmonious relationship between doctors and nurses:

4. Conclusion

With the improvement of China's national living standard and health concept, the post-natal care of mothers and infants has received more and more attention from families,

The new service model of Yuezi Center was born, but there are many problems in its industry, such as systematisms and professionalism.

The design of the Moon Center originates from the experience and perception of life. Designers should fully integrate into the ordinary life, observe and think more. Every kind of building is reinforced concrete that can tell stories. Only when designers put themselves into "stories" can they design buildings that provide people with a good sense of experience.

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