

A COMPARATIVE STUDY ON THE MENTAL DEMAND EVALUATION OF LOCAL MANAGERS OF MULTINATIONAL CORPORATIONS AND LOCAL MANAGERS

Chao Li

Shanghai Academy of Fine Arts, Shanghai University, Shanghai, 200000, China

With the rapid development of science and technology, mankind has entered the era of knowledge economy. Global economic integration makes market competition more and more cruel and fierce. It is of great significance to analyze and solve the needs of middle-level managers in enterprises for better mobilizing their enthusiasm and achieving organizational goals together. China's accession to the WTO is facing new opportunities and challenges. There is no doubt that the market economy puts forward higher requirements for the managers of multinational enterprises. Managers are required to control mental demand and excellent mental health quality, constantly update professional knowledge and practice style, foresight strategic vision, good market control ability and innovation consciousness. This paper makes a comparative study on the mental demand and health of local managers of multinational corporations and local enterprise managers. In order to strengthen international cooperation and exchanges and promote cross-cultural mental health research, we need to actively participate in international academic conferences and international academic research. And take this opportunity to strive for more international cross-cultural cooperative research, so as to adapt to the national "going out" scientific research strategy and expand the international influence of the Sinicization of mental research.

Key words: multinational corporations - mental research - management

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AUTOMOBILE MODELING DESIGN BASED ON USERS' MENTAL HEALTH NEEDS

Lisha Ma¹, Junjun Shan² & Xiongbo Lu³

¹School of Art and Design, Wuhan University of Technology, Wuhan, 430000, China

²Beijing YixinYi Education Technology Co., Ltd., Beijing, Hubei, 100000, China

³School of computer and artificial intelligence, Wuhan University of Technology, Wuhan, 430000, China

With the advent of the era of experience economy, users are no longer satisfied with the functional availability of products, and gradually pursue the realization of their own mental needs. Perceptual consumption has become the mainstream of consumption. Under the background of experience economy, mental needs design has developed into a new direction of product design. It is an important embodiment of the "people-oriented" design concept. It plays a key role in improving the added value of automobile product design and users' mental health care. Define reasonable design parameters according to users' expectations of automotive products to ensure the accuracy of conceptual design. Based on the positioning of consumers' mental needs, according to the hierarchical classification of users' mental needs, rough number algorithm is applied to objectively determine the relative importance of various mental needs, and identify the key user needs in automobile product design. Through the quality function configuration, the two-level house of quality of "mental needs - functional demand" and "functional demand - design parameters" are constructed. In the mapping process, the interaction with users is improved in the form of network interaction, and the fuzziness and uncertainty of needs transformation are reduced. Based on the systematic study of the characteristics of users' mental needs, combined with perceptual engineering and mental needs design, this paper carries out relevant research and design practice on automobiles from different levels, so as to provide new ideas for the design of automobile mental needs in the future.

Key words: economic era - mental health needs - automobile modeling

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PRODUCT DESIGN FOR THE ELDERLY BASED ON SENSORY EXPERIENCE AND MENTAL HEALTH CHARACTERISTICS

Wenyuan Meng & Fangtian Ying

School of Industrial Design, Hubei University of Technology, Wuhan, 430068, China

This paper discusses the design points of intelligent wearable products for the elderly from two aspects of sensory experience and mental health, in order to provide some references for R & D personnel. Research, development and design of intelligent wearable products for the elderly in the future. From the perspective of interaction, this paper divides the elderly intelligent wearable products into three dimensions. In product design, we should not only pay attention to product appearance design, mental health design and other design contents, but also consider the mental feelings of elderly users. According to the user's mental factors, meet the user's sensory experience. Combined with the case of intelligent clothing for the elderly, the user mental health model and the intelligent clothing design method for the elderly based on emotional sensory experience are constructed from three synaesthesia levels. Finally, it is illustrated and verified by a specific case. Therefore, the design method based on multi sensory experience can improve users' emotional sensory experience and strengthen the differentiation of elderly intelligent wearable product design. Multi sensor experience helps to promote the communication and interaction between products and people, enhance the emotional resonance between users and products, and promote the use and development of smart clothing for the elderly.

Key words: sensory experience - emotional resonance - mental feature

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THE DESIGN OF FEMALE DISINFECTION PRODUCTS BASED ON BEHAVIORAL NEEDS DURING THE EPIDEMIC

Yuanwu Shi & Jie Yang

School of Industrial Design, Hubei University of Technology, Wuhan, 430068, China

With the outbreak of novel coronavirus pneumonia in 2020, disinfection products are effective preventive measures and are becoming an indispensable part of people's daily life. This article is based on the use of psychological and emotional influence in the development of disinfection products as the research background, explores the psychological characteristics of disinfection products, and compares the characteristics of the psychological prototype and graphic format of women, as well as In -depth research such as experience and other aspects, exploration proposes the design psychological characteristics that should be paid attention to when designing disinfection products. Applying this theory to guide the design practice of disinfection products. Methods combined with the characteristics and status quo of disinfection products, analyzed the importance of emotional experience in related product design, and discussed the method of triggering buyers to obtain emotional experience. Conclusion emotional experience. It is the core of the design of disinfection products. Disinfected products can use the design method based on sensory elements and interactive methods to trigger users to obtain a positive and happy emotional experience after use and effectively isolate the virus. Taking the needs of female users as the starting point, this paper investigates the cognitive relationship between product attributes (A), benefit results (C) and personal psychological needs of Value (V) of female disinfection products from multiple perspectives through user observation, literature analysis and soft ladder interview. Based on the content analysis method, the survey contents are sorted and coded, the correlation matrix is constructed according to the times of A-C-V mention, and the hierarchical value map is drawn to clearly show the connection relationship between the factors at all levels. In order to make the product attributes obtained from the user survey more objective and effective, build a model and calculate the weight of the screened product attributes, and finally sort the demand weight of female disinfection products.

Key words: novel coronavirus pneumonia outbreak - disinfection products - hierarchical relationship

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