landscape in residential areas should reflect the psychological senses, take ecological coordination as the guidance, and put humanized psychological care through every design detail. It is emphasized that the planning and design of environmental landscape should be artistic and cultural, and its use function should be brought into play. The development of residential area environment must keep up with the rhythm of the development of the times, dare to innovate and experiment. To alleviate the objective problems, we must actively broaden our thinking, absorb knowledge in multiple fields and disciplines, and adopt comprehensive methods. According to the principle of psychological environment, this paper studies various influencing factors of environmental landscape design in residential areas. In landscape planning, people's psychological needs should be the center.

Key words: mental environment - residential quarters - ecological theory

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DESIGN OF MUSEUM CULTURAL AND CREATIVE PRODUCTS BASED ON PERCEPTUAL CONSUMPTION INTENTION

Junjun Shan[1], Lisha Ma[1], Xiongbo Lu[1] & Ao Luo[2]
[1]Wuhan University of technology, Wuhan, 430070, China
[2]Beijing City University, Beijing, 100162, China

With the development of social economy and the improvement of people's living standards, a variety of products are piled up in the museum culture market, and consumer demand and intentions are becoming more and more personalized. Businesses are developing market segments and constantly carrying out innovative design to meet the needs of consumers. In the process of creative product design, designers are not only required to fully understand the meaning of the product, but also to master whether the specific composition of the product is in line with humanities and history, and fully master the knowledge of product marketing, after-sales and other service contents. In the process of design, we should also consider the specific perceptual consumption demand and intentions of consumers, combine the consumption psychology and the use habits of consumers, and combine the humanistic philosophy to design more humane and reasonable products. Through the cognition of different levels of consumer psychology, we can further analyze users. Divide products by analyzing users' implicit needs. For different groups, so that the product can better meet the demand and intentions of users, and make the product further guide users' use behavior and values.

Key words: perceptual consumption - product marketing - innovative design

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SIMULATION EXPERIMENT ON UNCERTAINTY AND STRATEGY OF MENTAL DECISION-MAKING IN ENTERPRISE NEW PRODUCT DEVELOPMENT

Shanliang Yao & Yang Chen
Wuhan Institute of Technology, Wuhan, 430070, China

In order to solve the problem of new product development and supply, this paper mainly studies the comprehensive evaluation of mental strategy simulation scheduling of this kind of structure. First, considering the factors such as economy, environment protection, technology and reliability, a set of evaluation index system for enterprise's new product development is proposed. Secondly, using the improved combination weighting model, the subjective weight of intuitionistic fuzzy analytic hierarchy process and the objective weight of improved entropy weight method are fused into the optimal weight. Finally, a combined evaluation model of grey correlation analysis successive approximation ideal solution based on mental cooperative game and improved cumulative prospect theory is constructed. From the actual operation, the influence of multiple decision-making mental on the evaluation results is considered. The feasibility and effectiveness of the evaluation model are verified, which has guiding significance for the engineering practice of mental decision-making of enterprise new product development.

Key words: enterprise new product development - evaluation model - weighting model - mental strategy

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ANALYSIS ON THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE DEVELOPMENT AND APPLICATION OF ALLEVIATING ANXIETY

Heyang Huang

School of Information and Computer, Taiyuan University of Technology, Taiyuan, 030024, China

The global public health events in 2020 have brought unprecedented impacts and challenges to the global economy, and some industries have encountered more difficulties than expected. The pandemic continues to disrupt and rebuild people's old ideas and lifestyles. More and more people are anxious about the losses caused by the epidemic. Artificial intelligence not only releases social pressure to a certain extent, but also makes up for the public's desire for social networks. From the perspective of psychology, evaluation based on artificial intelligence is to quantitatively evaluate individual psychological characteristics and behaviors, such as personality, by using people's psychological methods. According to the related concepts of cognitive psychology, combined with the purpose and performance of AI information dissemination, through combing and pre investigating the design elements of anxiety, this paper obtains the factor model of player immersion experience design based on dynamic stimulation. Through questionnaire survey and user interview, the model is revised and confirmed, and the direction of AI to alleviate anxiety is clarified. Finally, according to the player's immersive design factor model, the corresponding dynamic design strategy is obtained.

Key words: public health events - factor model - combing research - relieve anxiety

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A REVIEW OF MACHINE VISION TECHNOLOGY PSYCHOLOGY FOR PATIENTS WITH MENTAL DISORDERS

Lingfeng Mao

School of Machinery and Vehicles, Beijing Institute of Technology, Beijing, 100081, China

In a mental health environment. However, in this environment, the research of psychological manufacturing model is still in the exploratory stage. Therefore, combined with the evolution characteristics of advanced psychological manufacturing mode, starting from the "feeling" of patients with mental disorders, this paper puts forward the concept of machine vision feeling, and summarizes the birth conditions of machine vision. Based on the concept of mental health, this paper constructs a mental health model. Secondly, according to the conceptual model, the realization path of visual recognition is to realize the "three chains in one" of industrial chain, value chain and innovation chain from product design to sales. Through mental health research, keep pace with the times and actively carry out interdisciplinary and interdisciplinary research. So as to more effectively realize the development and innovation of spiritual discipline and better promote the national scientific and technological progress and the development of social and economic level.

Key words: intelligent manufacturing - visual technology – psychology - mental disorder

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APPLICATION OF VISUAL EMOTION EXPRESSION NEURAL TECHNOLOGY (AR / VR) IN BIM

Ruoyao Zhuo

Advanced Construction Technologies & BIM, University of Strathclyde, G1 1XQ, Glasgow, UK

At present, BIM power system is widely used in architectural design, while emotional visualization technology system is used in data processing. However, due to the poor data group division ability of the current system, the data visualization result group is missing. Therefore, the engineering material demand data visualization system in BIM power supply system is designed. This paper aims to explore the role of visual emotion expression in BIM. The experimental group used neural technology (AR / VR) combined with emotion visualization algorithm mode, and the control group used traditional computing mode. Through the data