

Jack's One Day Trip

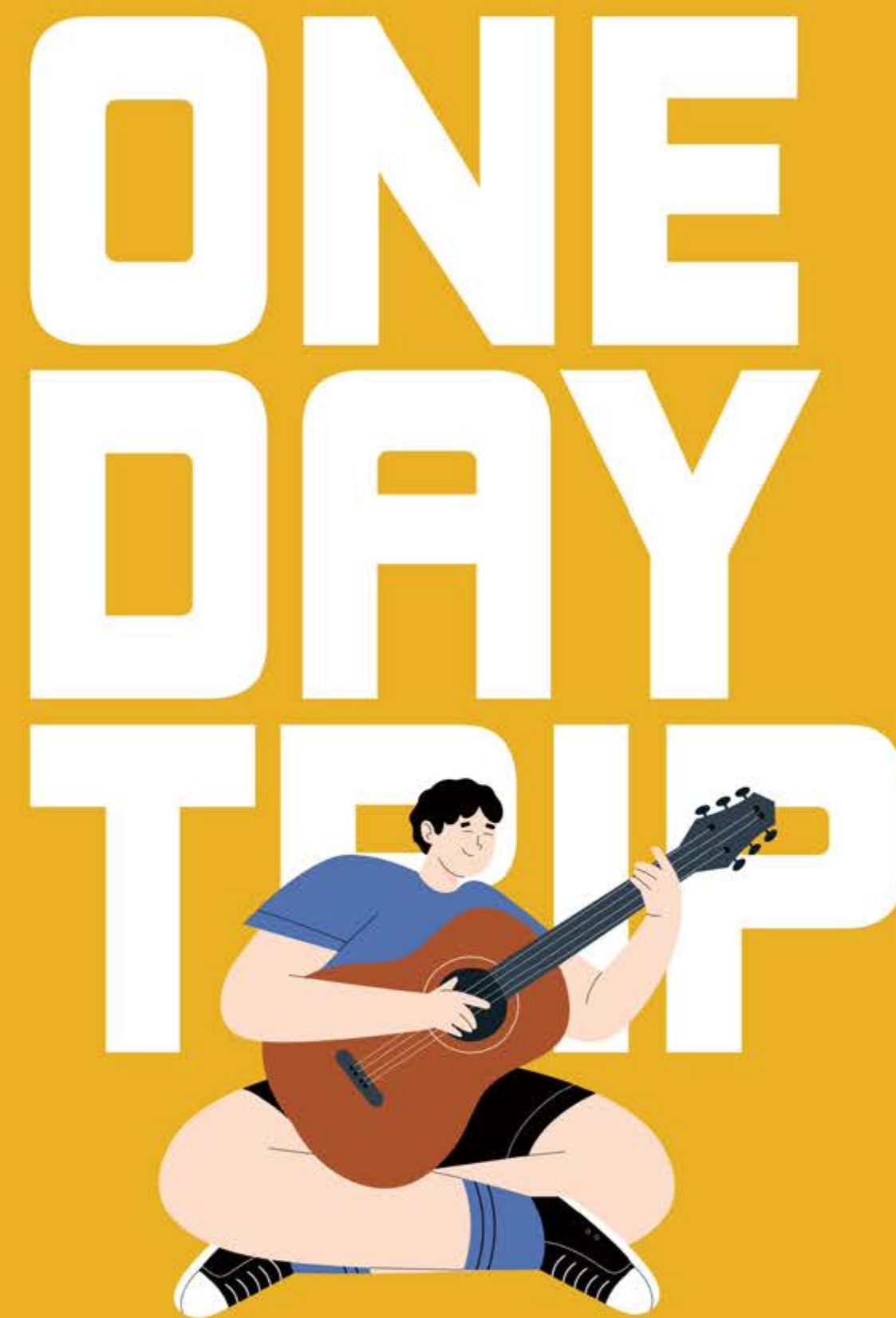
An Audiovisual Psychogeographic Web-Based Exploratory Map Design

This project is an interactive, web-based audiovisual publication rooted in psychogeographic theory. It explores the spatial and emotional experience of a one-day journey through Winchester from the author's first-person perspective, using web design as a medium.

Through a narrative drift across three key locations—Erasmus Park, Tesco Extra, and Winnall Moors Nature Reserve—the project integrates first-person video footage, site-specific soundscapes, and detailed texture studies with personal reflections. Each location is mapped interactively, inviting the audience to navigate Jack's sensory and emotional encounters.

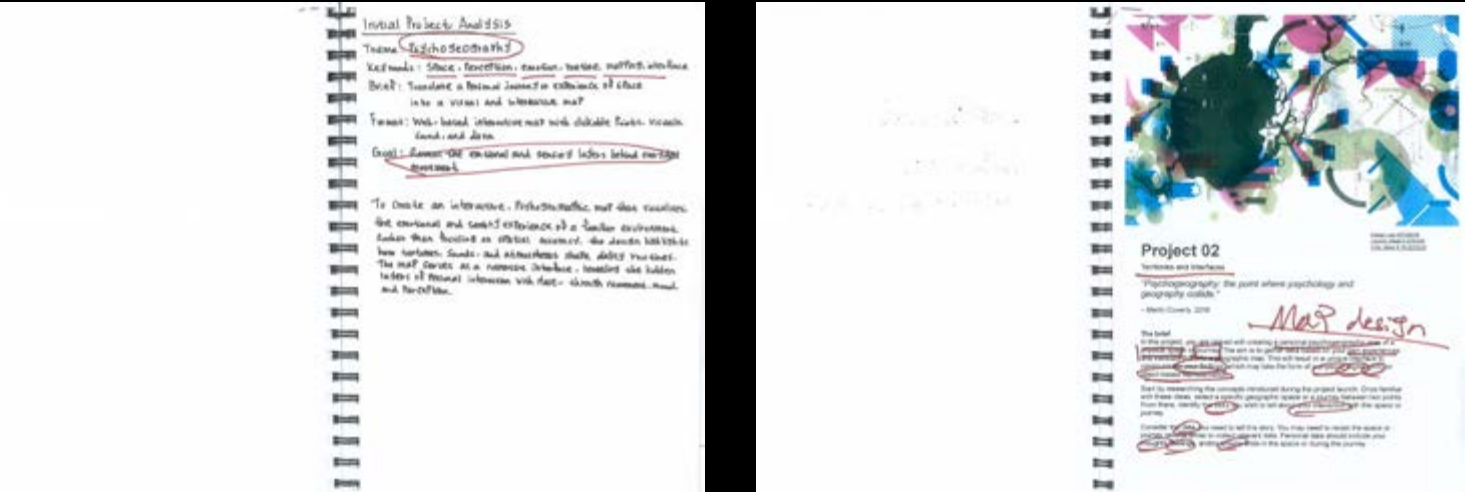
The design employs a dual-tone color palette of yellow and blue to visually encode emotional states and atmosphere. By merging experimental storytelling, interface interactivity, and sensory mapping, the project reimagines digital publication as an immersive tool for personal and spatial exploration.

Project 02 - Territories and Interfaces
Project designer - Jialai Cao

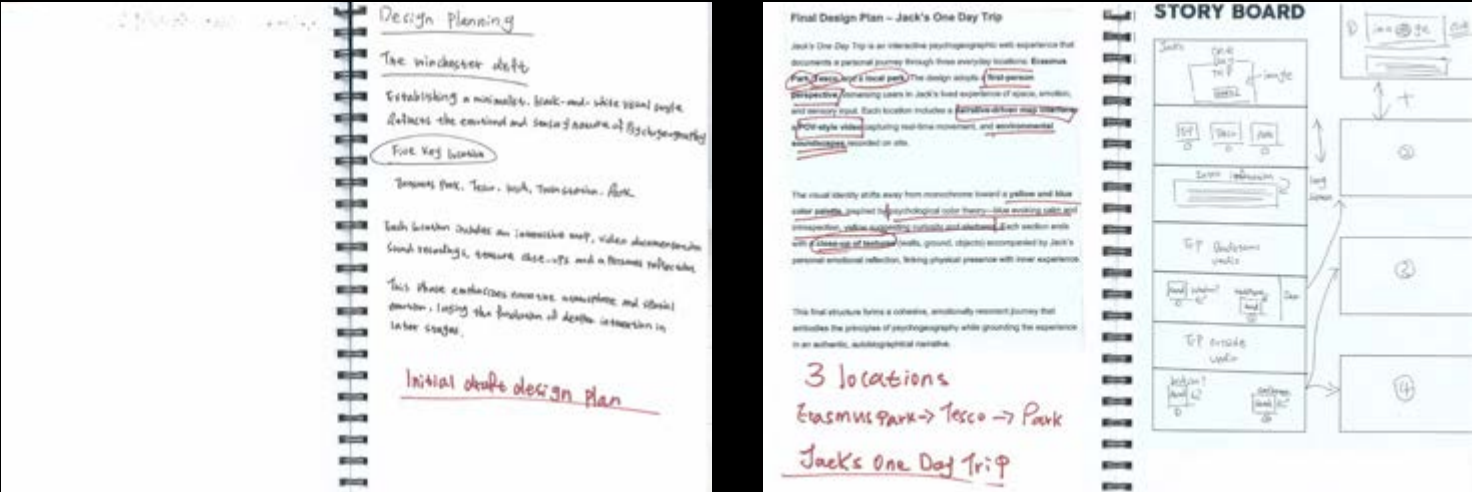


Research and References

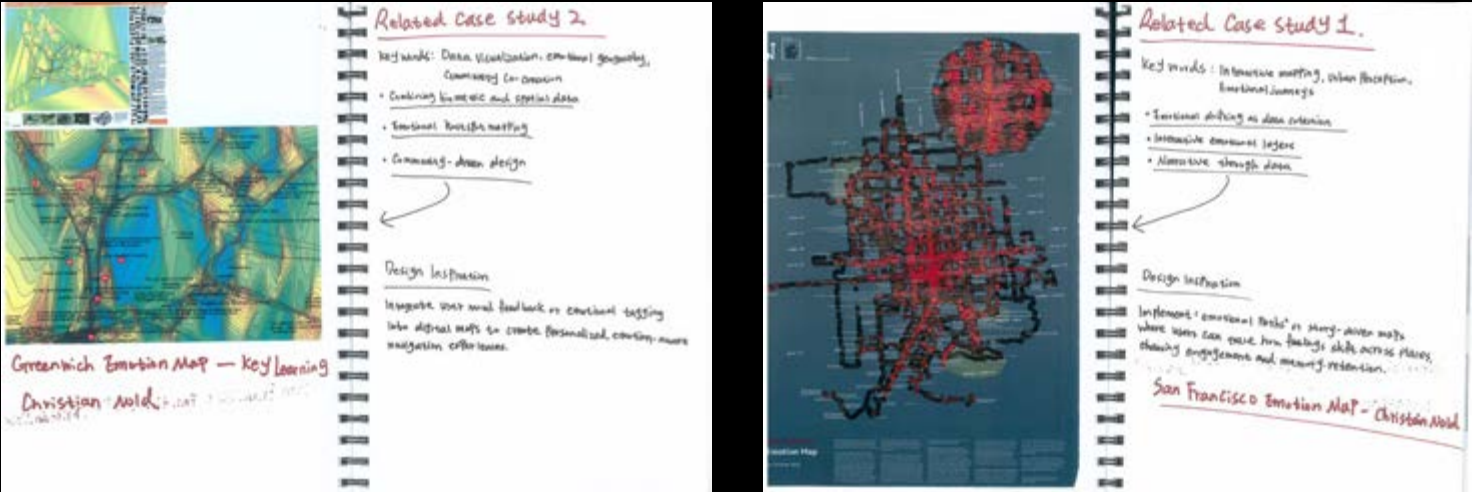
Project analysis & Planning



Initial & Final Design Solution

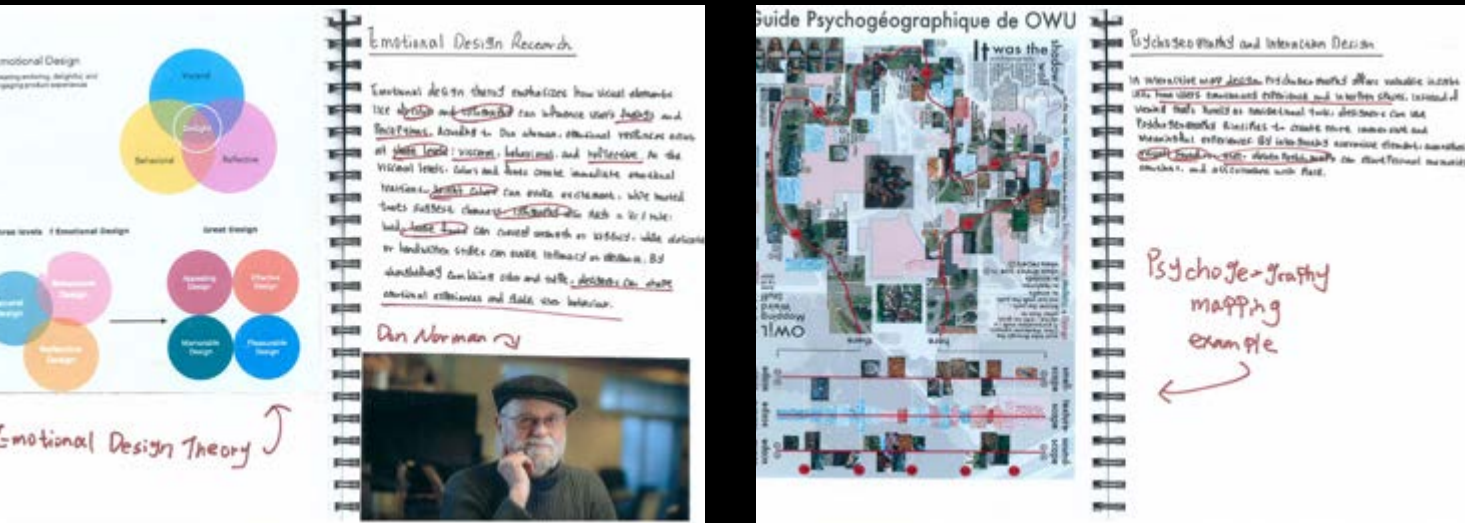


Related Design Case Studies

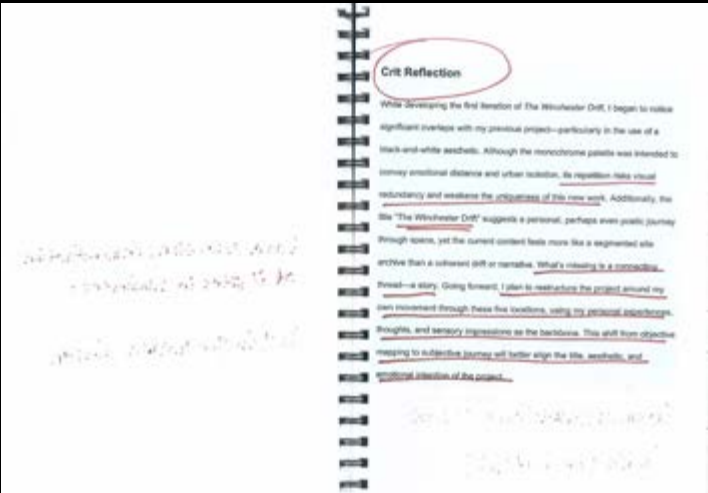


During the research phase, I read the project brief and analysed the needs and objectives of the project to develop initial design directions and conceptual ideas.

Design Theory Research



Crit Reflection



My initial design plan was The Winchester Drift, a black-and-white themed project focused on five locations, primarily presented through video. However, after receiving feedback during a tutorial critique, I realized the project lacked narrative coherence and had limited visual diversity. As a result, I redefined my direction and finalized the concept as Jack's One Day Trip – an audiovisual psychogeographic exploration map from a first-person perspective.

1. Greenwich Emotion Map – Christian Nold
Case – <http://www.softhook.com/emot.htm>
Type – Physical map + community participation
Inspiration – Integrate user mood feedback or emotional tagging into digital maps to create personalized, emotion-aware navigation experiences.

2. San Francisco Emotion Map – Christian Nold
Case – <https://jordangillespi.wordpress.com/2013/12/06/bio-mapping-christian-nold/>
Type – Interactive digital map + community-based project
Inspiration – Implement “emotional paths” or story-driven maps where users can trace how feelings shift across places, enhancing engagement and memory retention.

Research Phase Summary

During the research phase of Jack's One Day Trip, I focused on emotional design and psychogeography to guide the project concept. Emotional design theory helped define the visual tone—using blue for calm and yellow for curiosity. I also studied two psychogeographic mapping projects by Christian Nold, which illustrated how emotions can be linked to physical spaces through sensory data.

These studies directly influenced the project's structure: a first-person journey through everyday places, combining video, ambient sound, textures, and personal reflection to explore how we emotionally navigate space.

Key Words –
Affective Mapping
Spatial Emotion
Drift / Dérive

As I started this project, I was particularly drawn to how emotional reactions are shaped by our surroundings. Exploring concepts from psychogeography, I paid close attention to how everyday spaces—like student housing, supermarkets, and parks—affect mood and memory. I also researched emotional design, focusing on how color, texture, and sound can enhance spatial experiences. This helped me understand how to translate personal, sensory responses into interactive visual language on the web.

Target Audience and Personas

User Groups



urban
explorers
Design
students
Digital
users

The primary target audience for Jack’s One Day Trip includes design students, urban explorers, and emotionally curious digital users—individuals interested in how personal experience, place, and emotion intersect through digital storytelling. They are often reflective, value aesthetics and narrative depth, and enjoy interactive media that goes beyond surface-level functionality.

Persona Create



Tom enjoys long walks through cities, documenting ambient sounds and textures with a portable recorder. He values slow exploration and often shares field recordings on personal blogs. He’s drawn to projects that uncover hidden emotional layers of public space. Tom feels that many digital maps ignore the sensory aspects of walking and space. This project

gives him a way to connect movement, sound, and emotion into a cohesive experience—something he rarely finds in traditional urban interfaces.



Lucy is a third-year graphic design student passionate about emotional design and experimental media. She enjoys projects that combine storytelling with interaction and often looks for inspiration in everyday environments. She uses digital archives and creative websites for research and exploration. Lucy often finds map-based interfaces too rigid and impersonal.

Jack’s One Day Trip offers her a more intimate, first-person perspective that feels narrative-driven, sparking ideas for how to tell emotional stories through spatial design.

Pain Points / Opportunities analysis



Pain
Points

- 1.Lack of Emotional Connection in Map Interfaces
Traditional digital maps are often too functional and detached, failing to capture the personal and emotional dimension of everyday spaces.
- 2.Fragmented Multimedia Experiences
Users interested in sensory storytelling (sound, video, texture) rarely find cohesive platforms where all elements are meaningfully integrated.
- 3.Overuse of Abstract Aesthetics
Repetitive or overly abstract design styles can feel impersonal, especially for users seeking relatable, human-centered narratives.

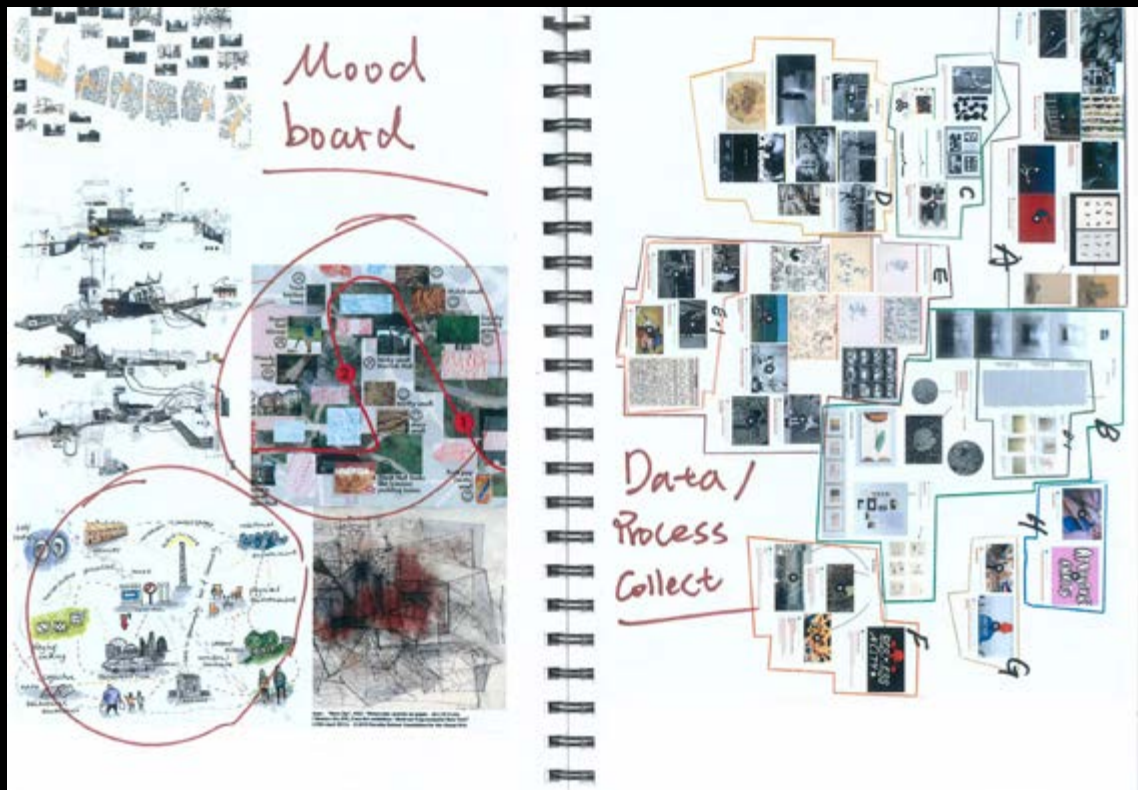
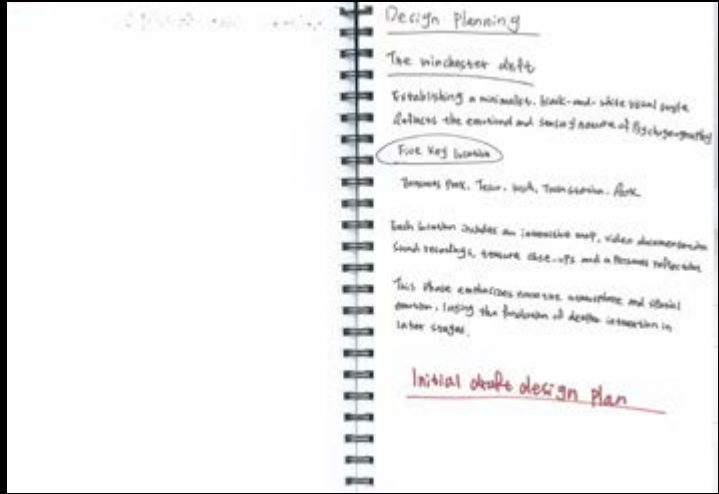


Opport-
unities

- 1.Narrative-Driven Psychogeography
Presenting space through a first-person story enables users to emotionally connect with environments, encouraging deeper engagement.
- 2.Multi-sensory Exploration Interface
Combining video, ambient sound, textures, and reflection creates a richer, more immersive experience that appeals to creative and reflective users.

Experimentation and Process

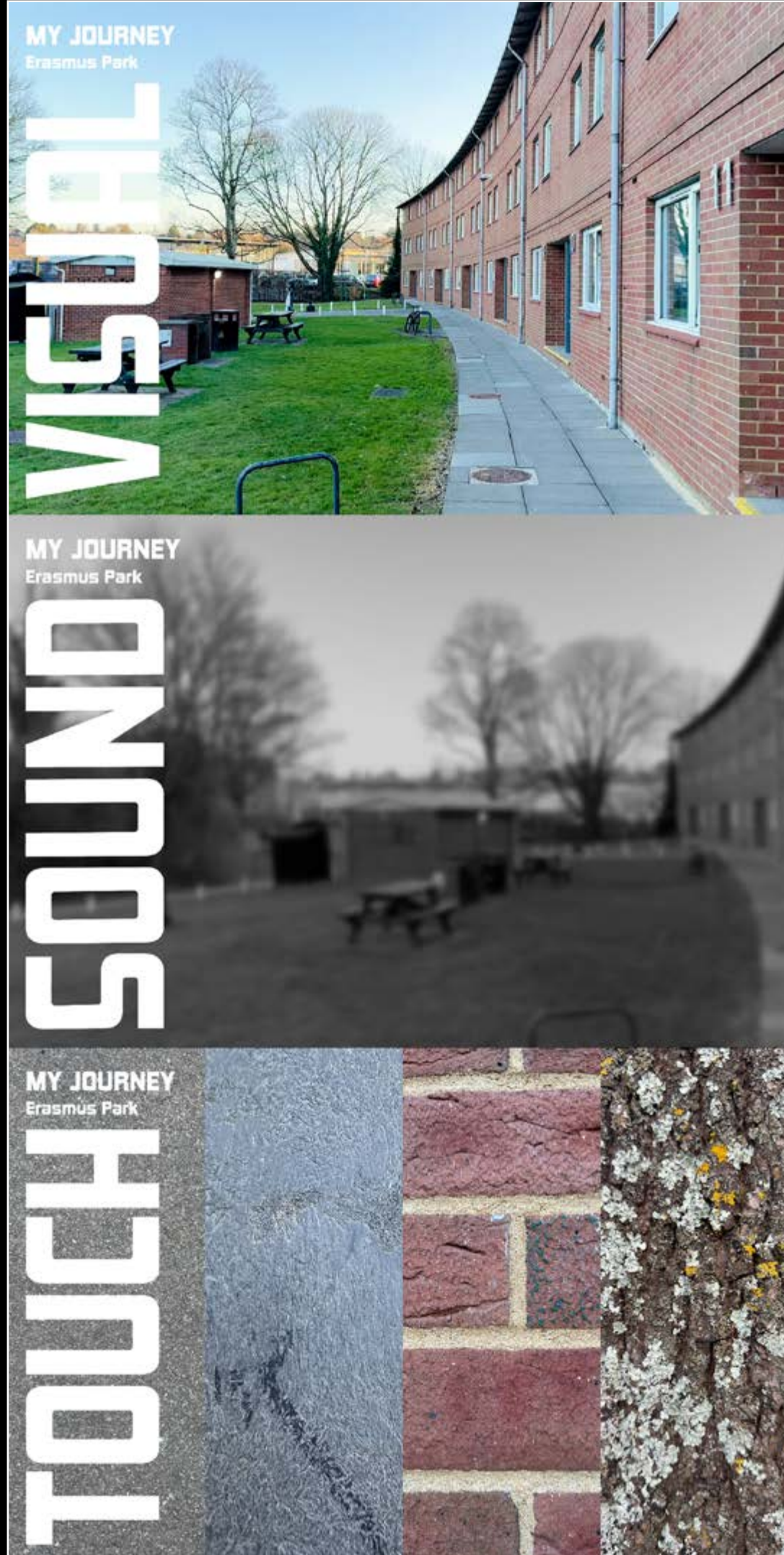
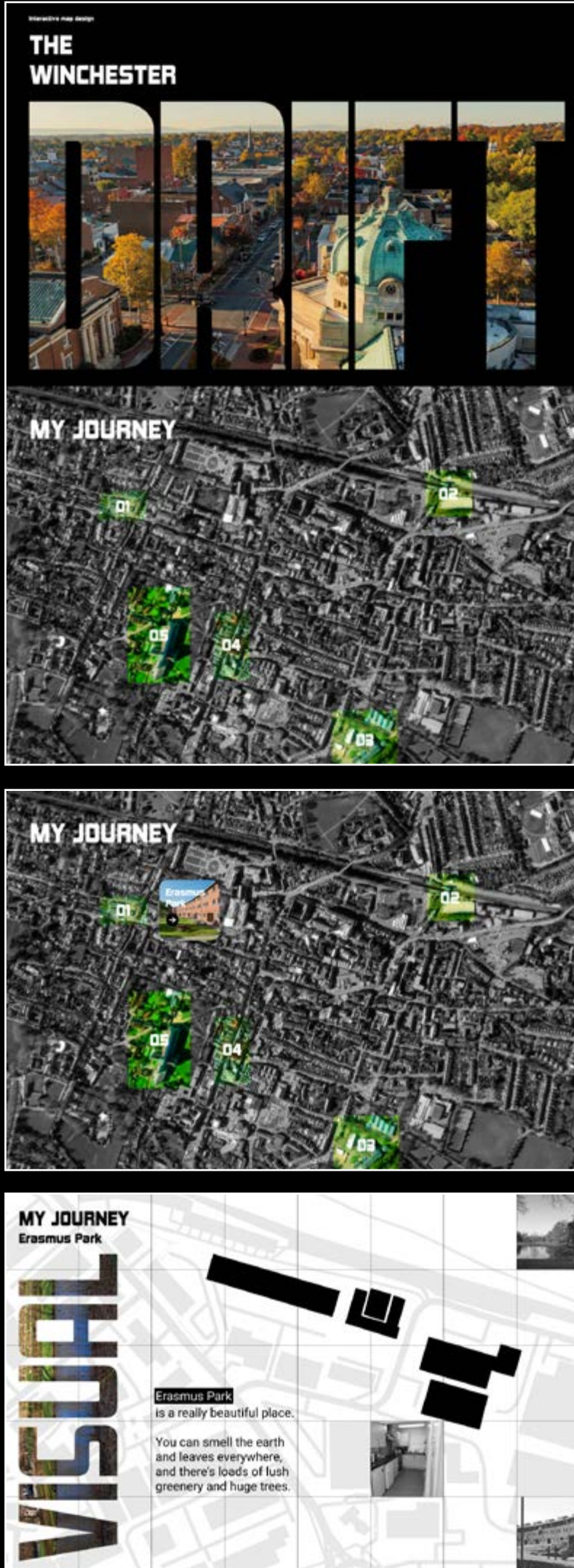
Initial Concept Sketches



The experimental phase of the project involved exploring how personal experiences and emotions could be translated into spatial interaction. I tested different narrative structures, visual styles, and media combinations—such as POV video, ambient sound, and texture photography—to capture sensory impressions of everyday spaces.

This led to the first iteration, The Winchester Drift, a black-and-white psychogeographic website prototype that presented five key locations through maps, recorded media, and reflection. While it established the foundational structure and tone, feedback revealed a lack of personal storytelling and an overly abstract aesthetic, prompting a shift toward a more emotionally grounded, color-coded journey in the next phase.

First iteration of the design process



Design Decisions and Conceptual Framework

Design Decision Narrative

First-Person Perspective

Chosen to immerse users in Jack’s experience directly, aligning with psychogeographic goals of subjective spatial exploration.

POV Video and Ambient Sound

These media elements help convey real-time emotional and sensory data, allowing each location to be experienced as lived, not just seen.

Yellow & Blue Color Palette

Inspired by emotional design theory—blue for introspection, calm, and distance; yellow for alertness, movement, and curiosity.

Map-Based Navigation

An interactive map serves as the narrative framework, guiding users chronologically through the day’s journey while highlighting spatial transitions.

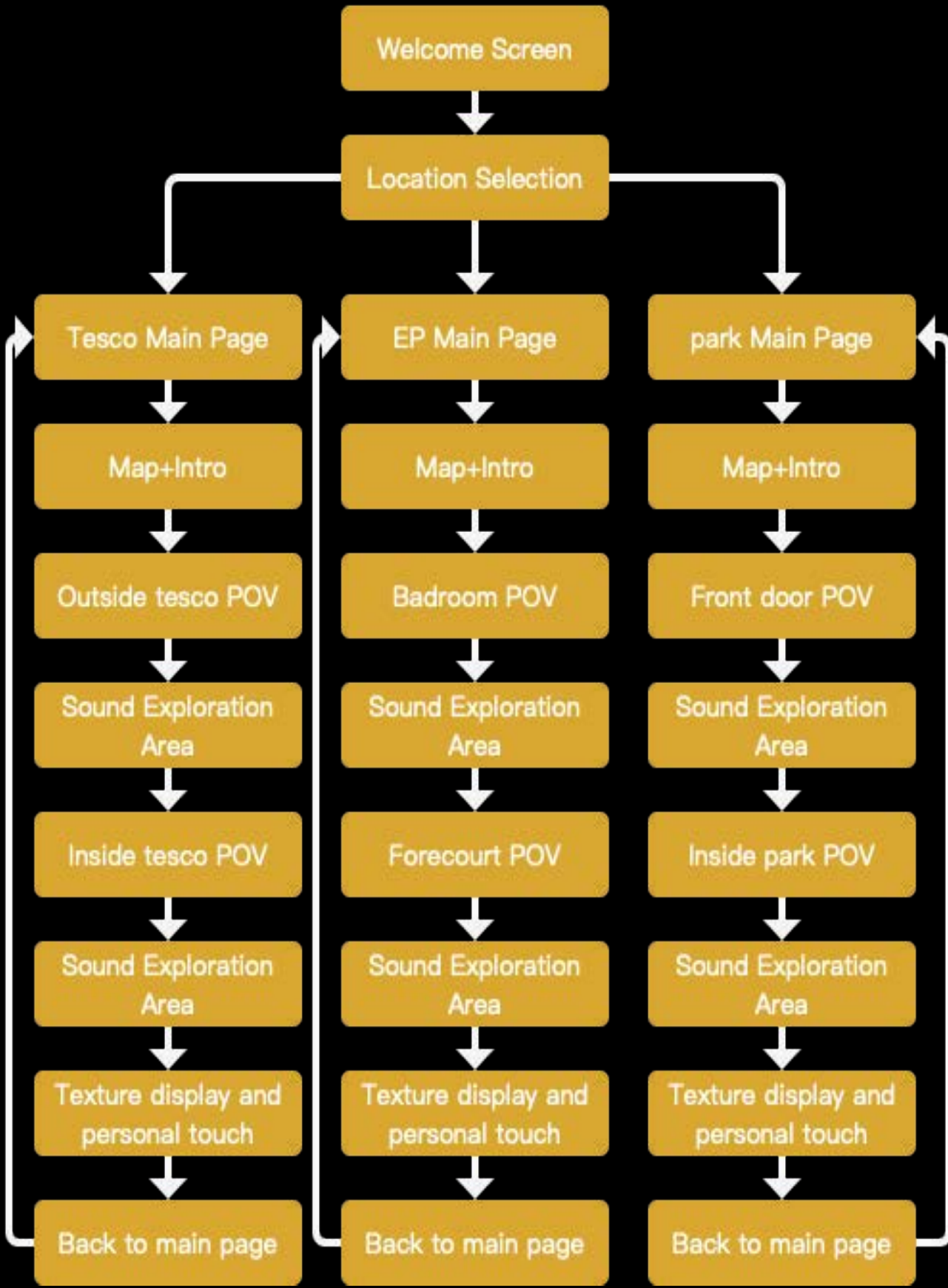
Texture Close-Ups + Emotional Reflections

Each section ends with a visual and written summary, using surface textures and personal thoughts to reinforce the emotional atmosphere of each place.

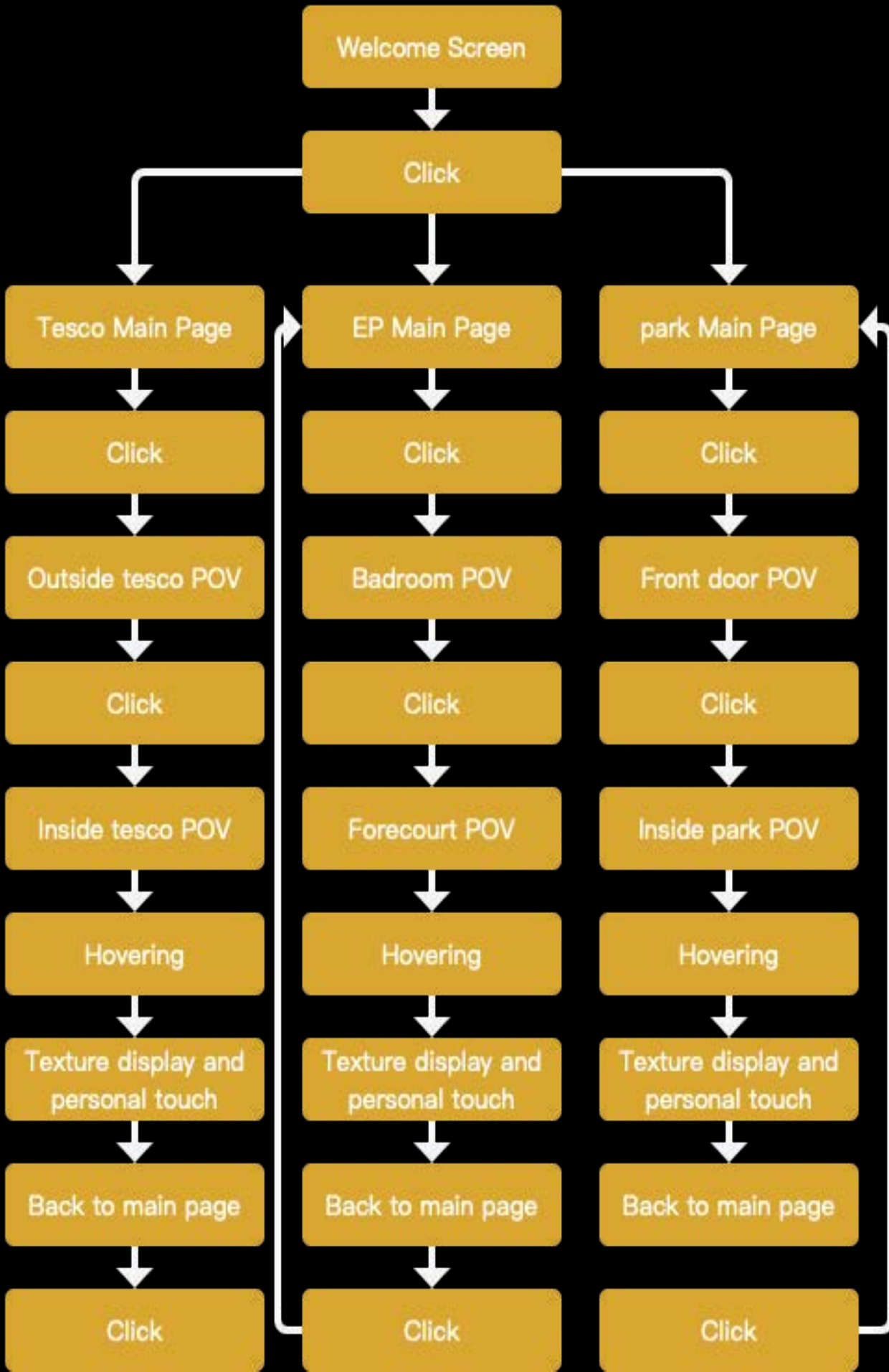
Shift from Abstract to Personal

Based on earlier feedback from The Winchester Drift, the design now centers on Jack’s own path, offering coherence and emotional depth over pure visual experimentation.

Content Structure Frame

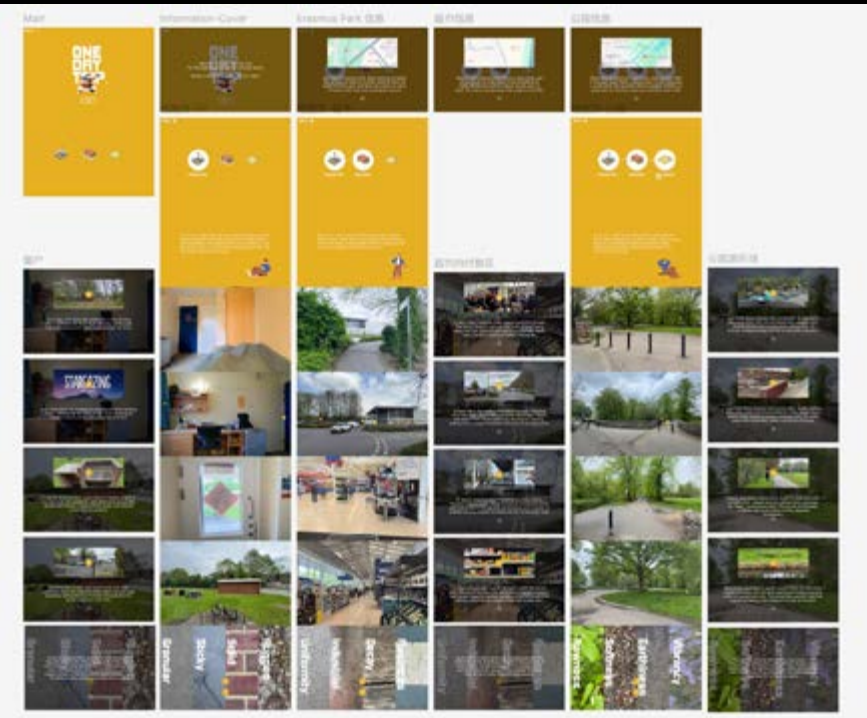


Interaction Logic Schematics



Final Outcome Display

Complete Interface Preview



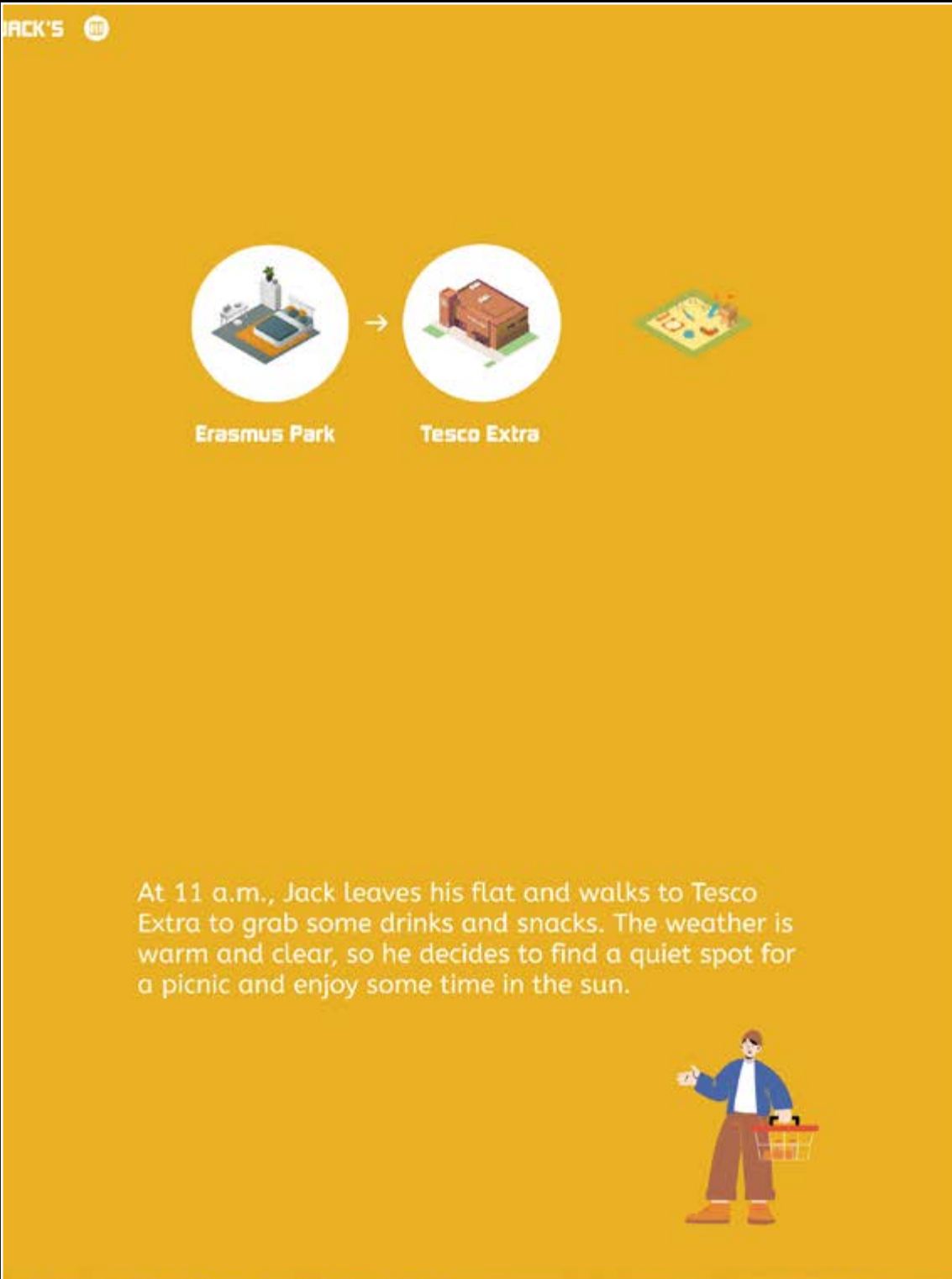
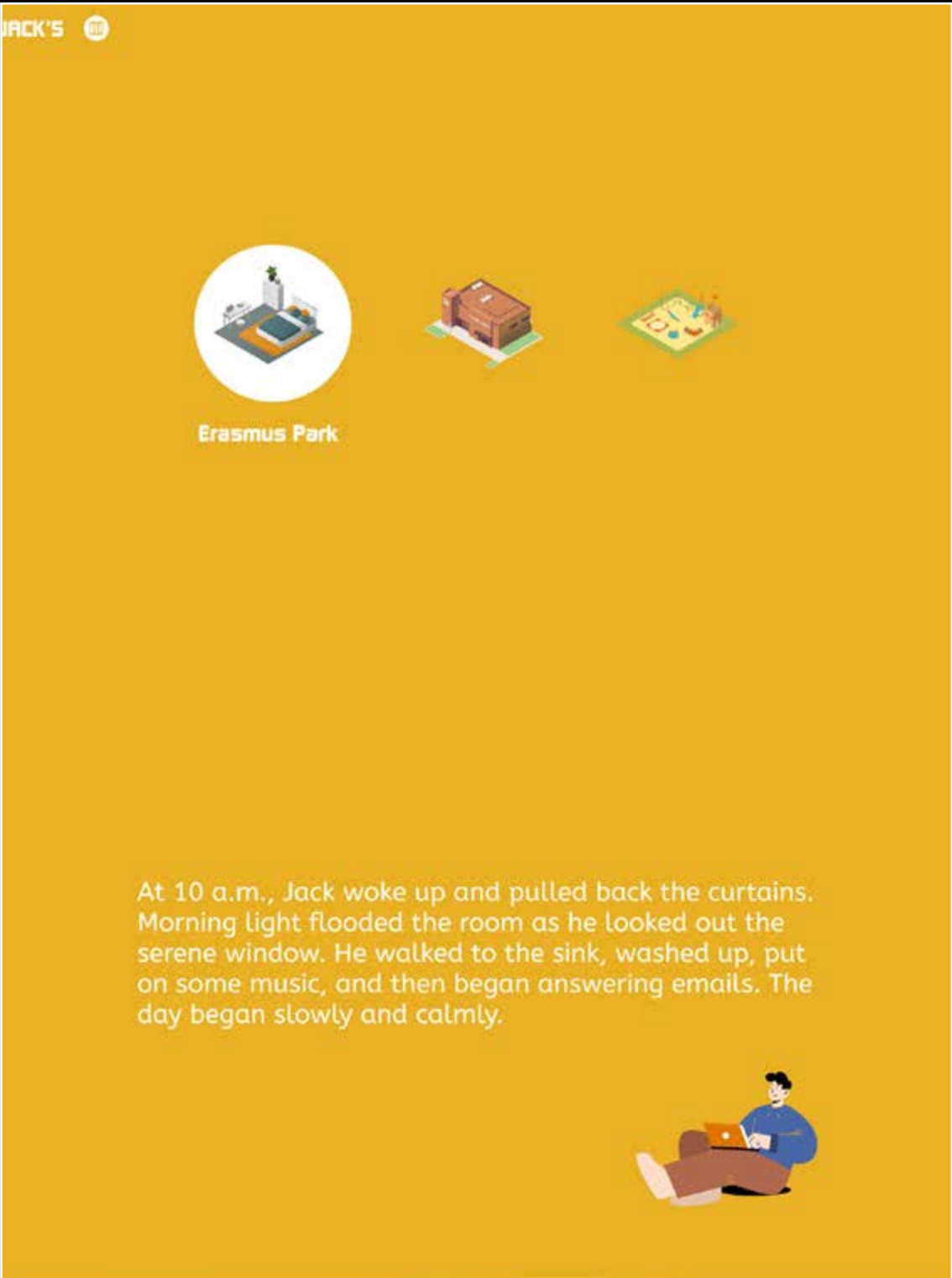
Color Schemes & Font Usage



Viewing link

<https://www.youtube.com/watch?v=eQ9ZUFJG9Lg>

Layout Showcase (main Screen of 3 locations)



User Testing & Interaction Feedback

Testing Objectives

Focus areas included

- 1. Clarity and intuitiveness of map navigation
- 2. Emotional impact of POV videos and ambient sound
- 3. Readability and pacing of personal reflections

Interaction Test Scenarios

- 1. Users followed Jack’s route from Erasmus Park – Tesco – Park
- 2. Participants were asked to describe emotional impressions after each location
- 3. Test involved both desktop and mobile versions to observe accessibility and responsiveness

Participant

Name – Yansong Wu
Age – 23-Year-Old
Background – Design graduate student

Key Observations from Interaction Testing

Strong Immersion Through Multimedia

Users felt immersed in the journey, especially through video and sound

Map Interaction Needs Clearer Visual Cues

Some confusion in map interactivity—users expected clickable hotspots to be more visually distinct

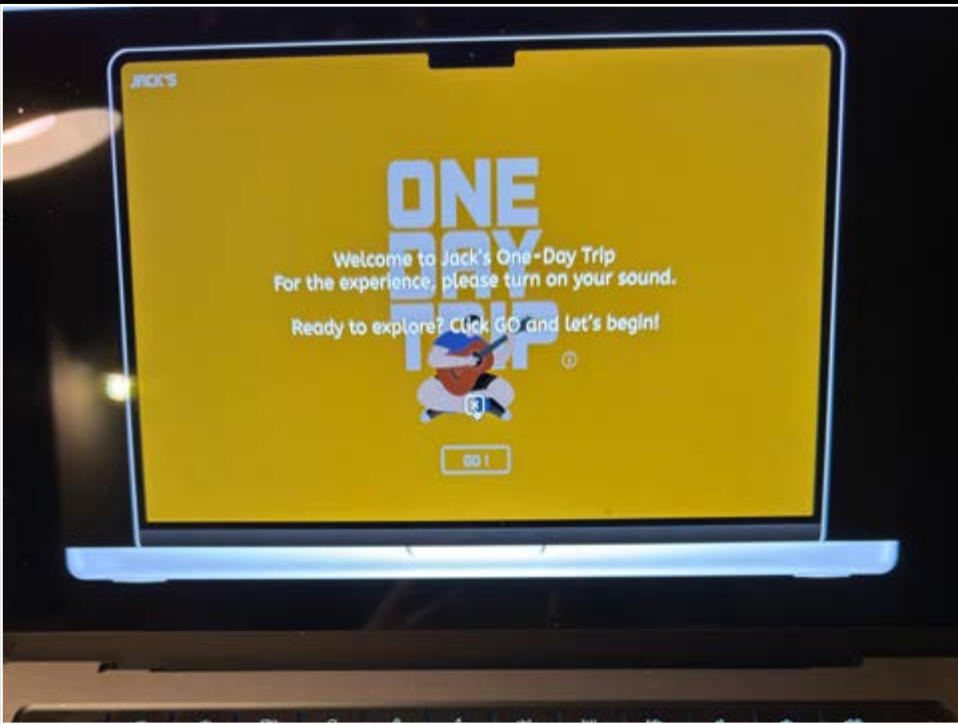
Reflection Text Requires Better Pacing

Personal reflections were appreciated but could be more concise for better pacing

Reflections

User testing provided valuable insights into how participants experienced the journey both emotionally and interactively. The multimedia approach—particularly POV video and ambient sound—successfully created a sense of immersion, aligning with the project’s psychogeographic goals. However, the testing also revealed areas for refinement: some users struggled with understanding interactive map elements, and the reflection texts occasionally felt too long, disrupting flow. These findings highlighted the importance of balancing narrative depth with usability. Moving forward, design adjustments will focus on enhancing clarity in interaction and improving the pacing of emotional content to maintain engagement throughout the experience.

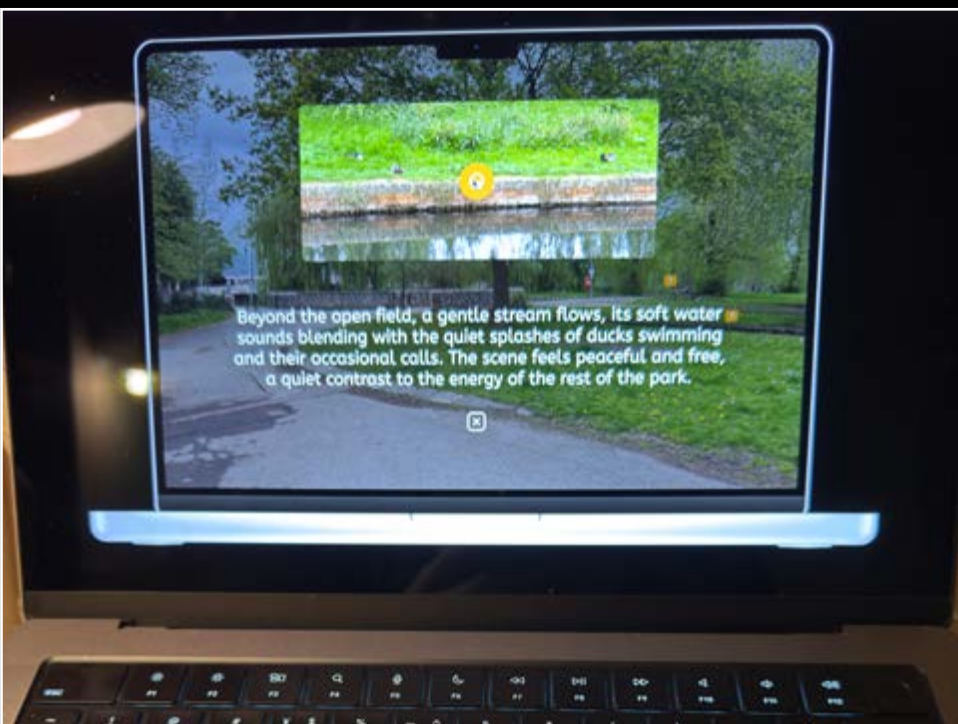
test footage



Testing the clickability of the timeline info window



Testing the aura transition interaction



Testing the hover shift interaction in the AI gallery



Critical Reflection

Design Purpose and Experience

The aim of Jack’s One Day Trip was to explore how psychogeographic methods could be translated into an emotionally engaging, multimedia web experience. Through the use of personal narrative, video, sound, and texture, the design attempts to reconstruct an ordinary day as a subjective emotional journey. The final experience succeeds in conveying a sense of introspective exploration, inviting users to consider how space and emotion interact in daily life.

What I Learned

In this prodict, I learned how important it is to balance concept and usability—while artistic intention is crucial, user interaction must be intuitive to effectively communicate that intention. I also gained a deeper understanding of emotional design and psychogeographic practice, especially how sensory elements like sound and texture can be used to enrich digital storytelling.

Optimisation Directions

Future improvements will focus on refining map interactivity, making hotspots and navigation clearer and more responsive. Reflection texts will be made more concise to improve pacing, and adaptive color adjustments may be implemented to ensure emotional tones are preserved across different devices and lighting conditions.

Personal Takeaway

This project taught me how to see the familiar with new eyes. By framing my day through a psychogeographic lens, I rediscovered how deeply we are affected by the textures, sounds, and emotions of everyday spaces. The process reminded me that storytelling can emerge not just from dramatic moments—but from quiet, personal movement through the world.