# Cloud's Emotional Journey

"Cloud's Emotional Journey" is an electronic interactive map from the WSA school to the Winchester Church. The map not only records my behavioral performance during this journey, but also tells the emotional connection between me and this urban space, and more importantly, reflects my emotional transformation process of "anxiety, happiness, relaxation". The map represents my inner activities through the anthropomorphic image of "clouds", It records my emotional changes on this journey. The map also combines illustration style and interactive design to guide the audience to feel my mood swings and understand the emotional story behind each location.

Yunxuan Zhu
MA Communication design
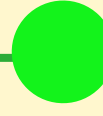Project 2: Territories and interfaces

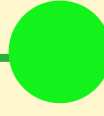**Map design process for "Cloud's Emotional Journey"**
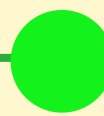
Inspiration:
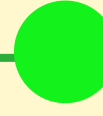1. Mindmap
2. Target audience
3. Topic theme

Research:
1. Reason for route
2. Map's location
3. Behaviors & Emotions
4. Storyboard & interactive
5. Psychological map theory
6. Visual style

Development
1. Handwrite map
2. Digital map
3. Color for map

Outcome:
1. Final work
2. Reflection

Inspiration

mindmap

These pictures show mind maps I drew for the route selection in the early stage of the project. I have come up with several meaningful routes in daily life and analyzed them from the perspectives of emotional changes and behavioral patterns. Ultimately, I chose route of starting from Winchester school of Art, passing through Main Street, and finally arriving at Winchester Church. This journey is the most familiar daily path for me, highly related to my emotional changes during my study abroad. I analyzed the connection between the route and emotions using "What/Why/How/When/Where/Who", it's highly consistent with the project theme of "Psychological Map".
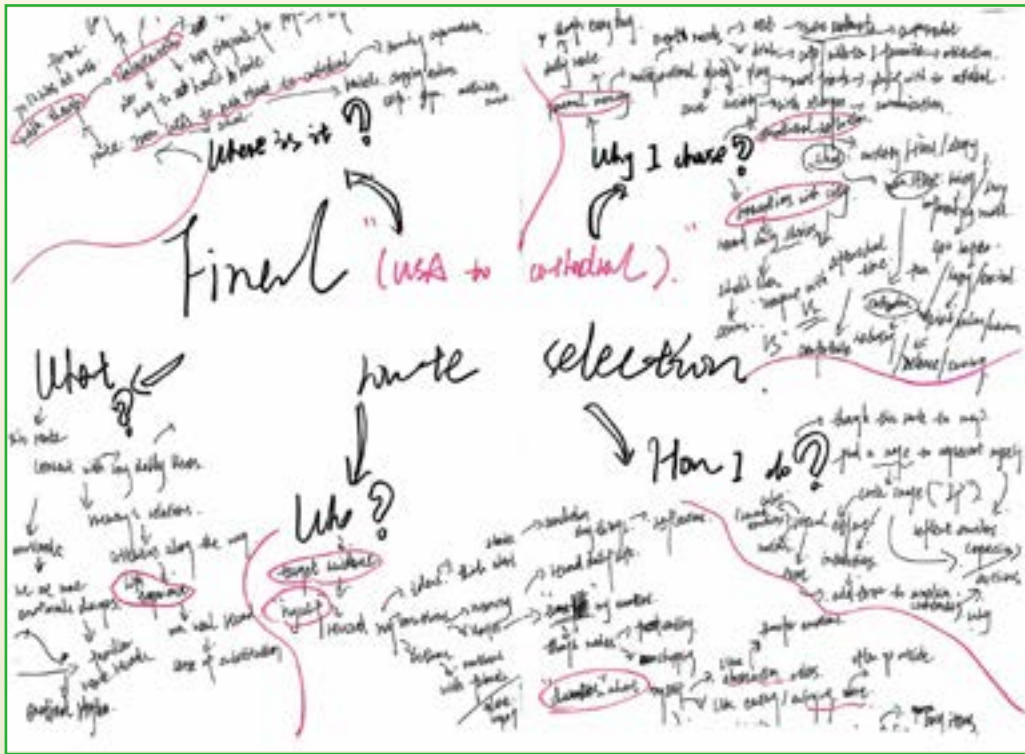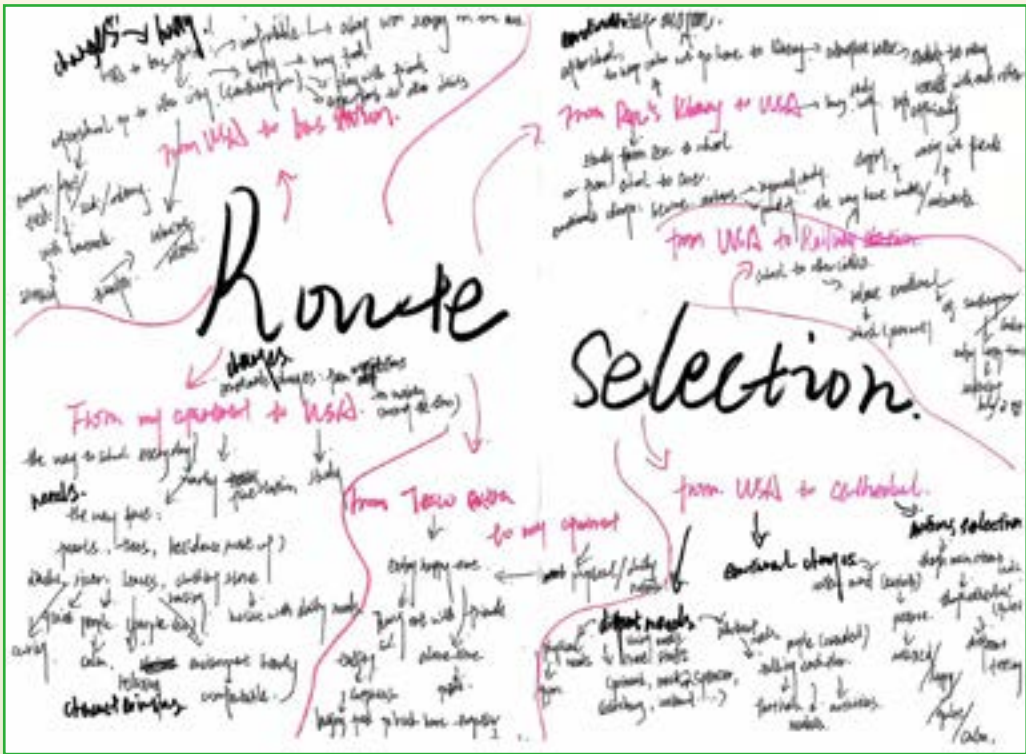
## Target audience

environmental

observe

study

favorite

social

release

This collage shows my daily preferences and behavioral habits as the target of this project. Since the map project was based on my personal experience, I observed and organized the photos in my mobile phone from the perspective of "user research". For example, drinking coffee, going to the park and hanging out with friends, these reflect my preferences for healing, relaxation, interaction and aesthetic feelings in daily life, and also reflect my emotional needs for the spatial environment.

Topic theme

This is a story about my daily journey after School, starting from Winchester School of Art, crossing Main Street, and finally walking to the Cathedral. Although it was only a ten-minute walk, it recorded my emotional changes from anxiety, relaxation to calmness. This is not only a geographical route, but a transitional passage for my mood. I think space not only influences my behaviors, and reflects inner world. This route records the most genuine feelings of my personal emotions.
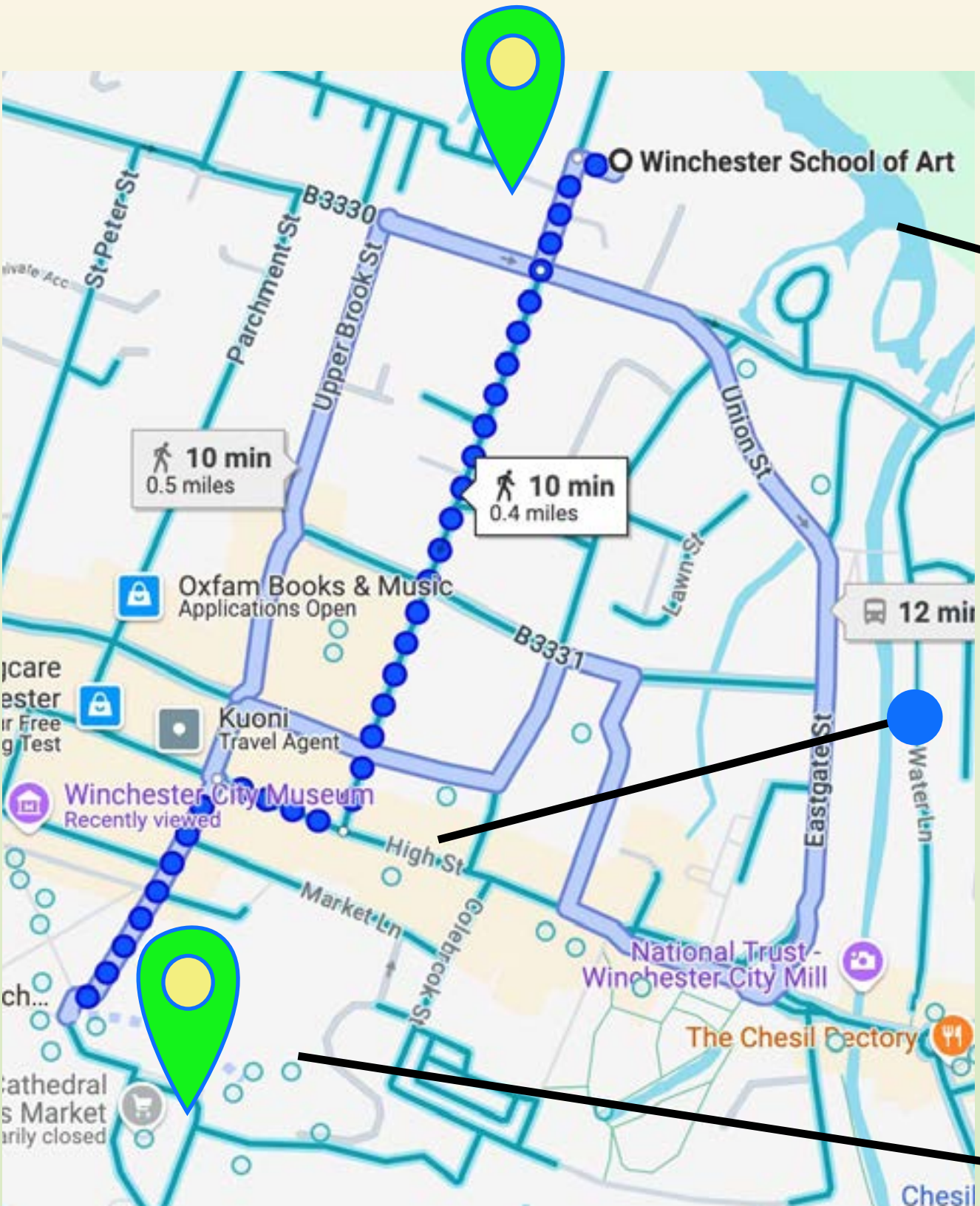
WSA

Main street

Cathedral

Route selection: from Winchester school of Art to Winchester Cathedral

Primary research

Reason choose this route

To enable readers to understand this journey more intuitively, I captured the representative spatial scenes of this journey and collated them into a picture. This clearly presents the true geographical location of each area and also constructs a continuous visual path to making people feel as if they are walking this familiar road themselves.

relaxed

mood swing

anxiety

eat & drink

foucus

happy

Map - location

This route map was hand-drawn by me based on the actual scene. I use it to record the key locations and geographical positions passed through this journey. It covers the buildings such as school, shops, churches, cafes and so on during this route. This helps me clearly understand the relationship between behaviors and route, and has a stronger sense of logic and space.
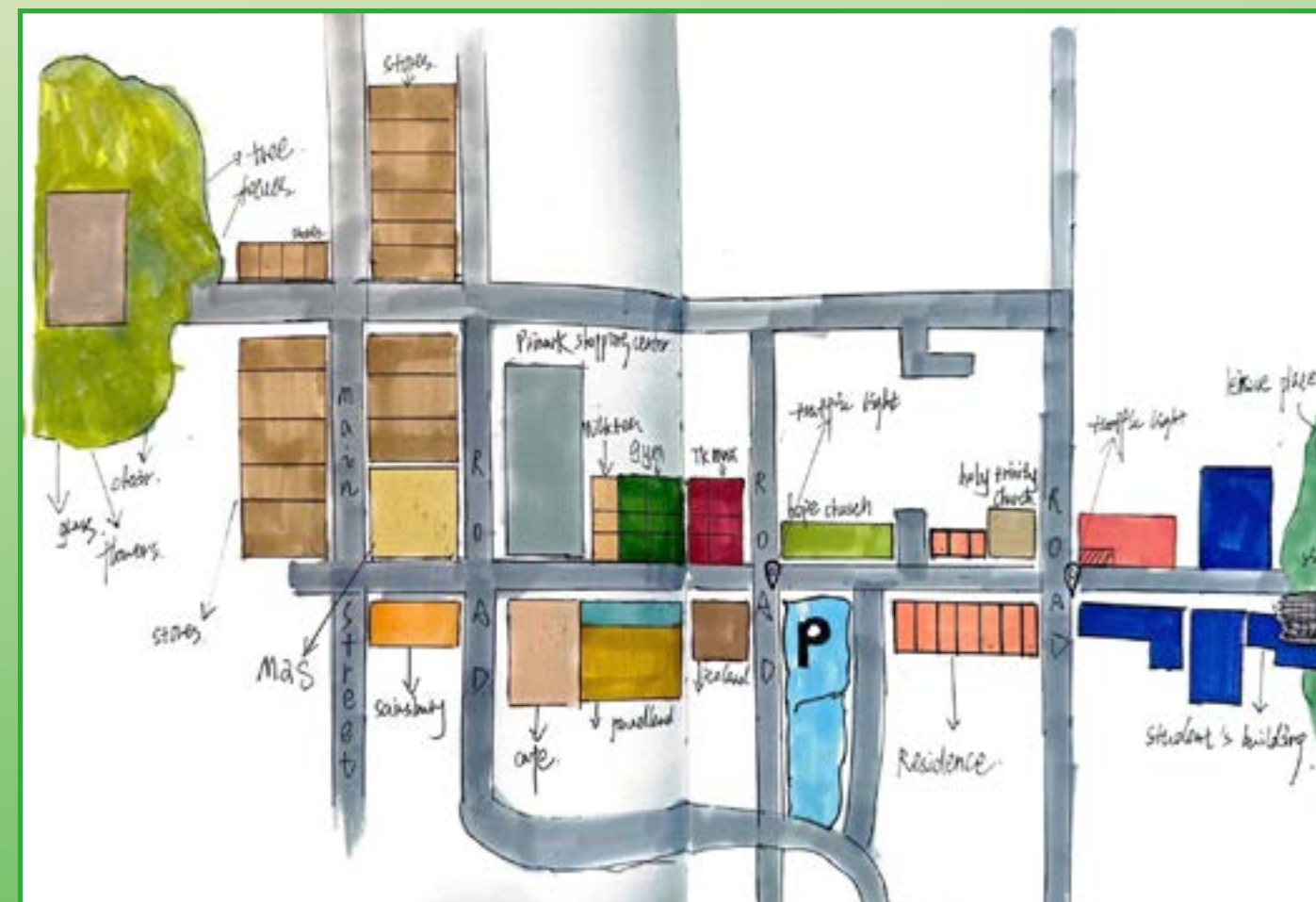
Emotions fluctuations

This visual expression method that I use to present emotional fluctuations. The depth of color and the number of different degrees of emotional states. Dark colors indicate low mood, while light colors represent a more stable mood. This clearly reflects my true feelings at each location, it help people understand my psychological changes in different places more intuitively.

90　70　50　30　10

Emotional value

Behaviors

I observed and captured my behavioral responses for my research through photography. For instance, along the main street, I stop to listen to the singing of street singers. The bright flowers make me feel healed. I am willing to shop in the supermarket because it's a way for me to relieve stress. These experiences influenced my emotional ups and downs, and truly reflected my personal experiences. The records of these behaviors and feelings provide intuitive inspirations for the subsequent expression of my psychological map.

Refreshed & Comfortable

Approach & Touch

Personal experiences

Pause & Listen

Buy & Taste

Gaze & Capture

## Emotions - multisensory

To understand my emotional changes during this journey more clearly, I observed and recorded this journey respectively through the five senses of "vision, hearing, smell, touch and taste". Through painting and photography, I analyzed the emotional states in three key locations. Most of the time, **I am focused at school, happy and excited on the main street, and relaxed in the Cathedral.**
Overall, Multi-sensory research methods not only enables me to feel the connection between space and emotions more intuitively, but also provides visual inspiration for my map design.

Different time points - mood swings

12am

Relaxed

anxiety

10am

3pm

calm

5pm

happy
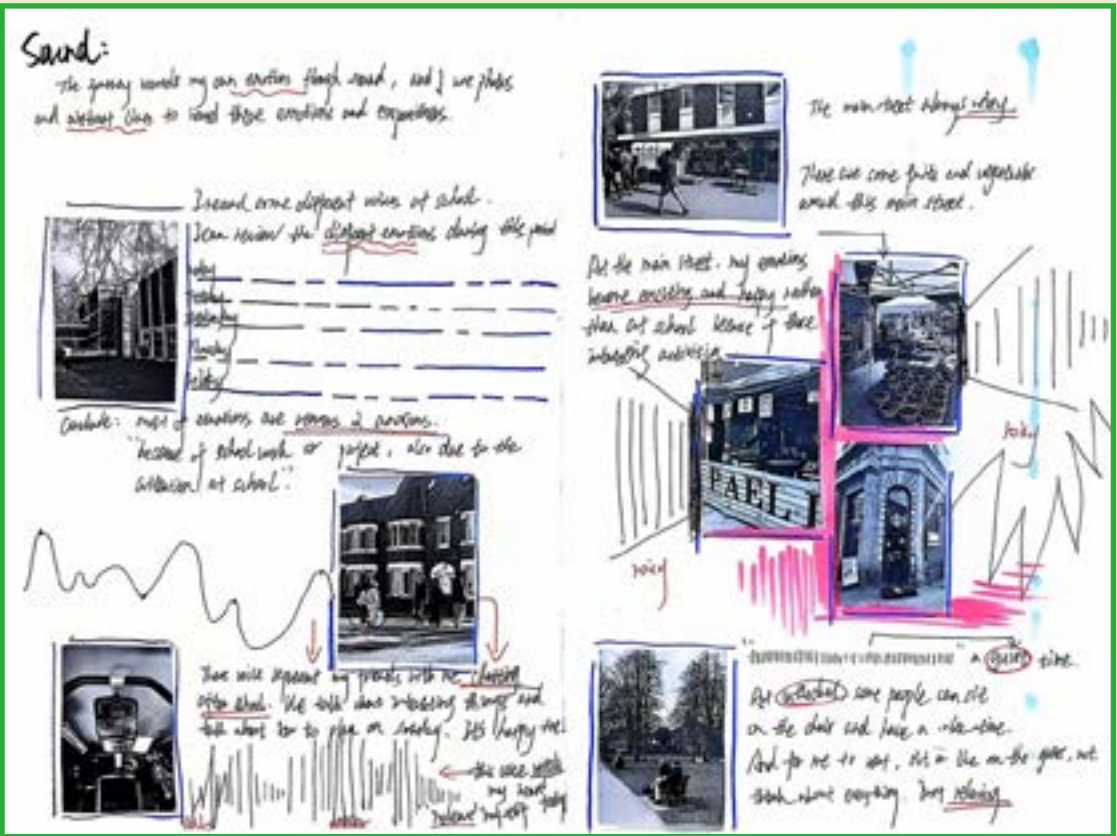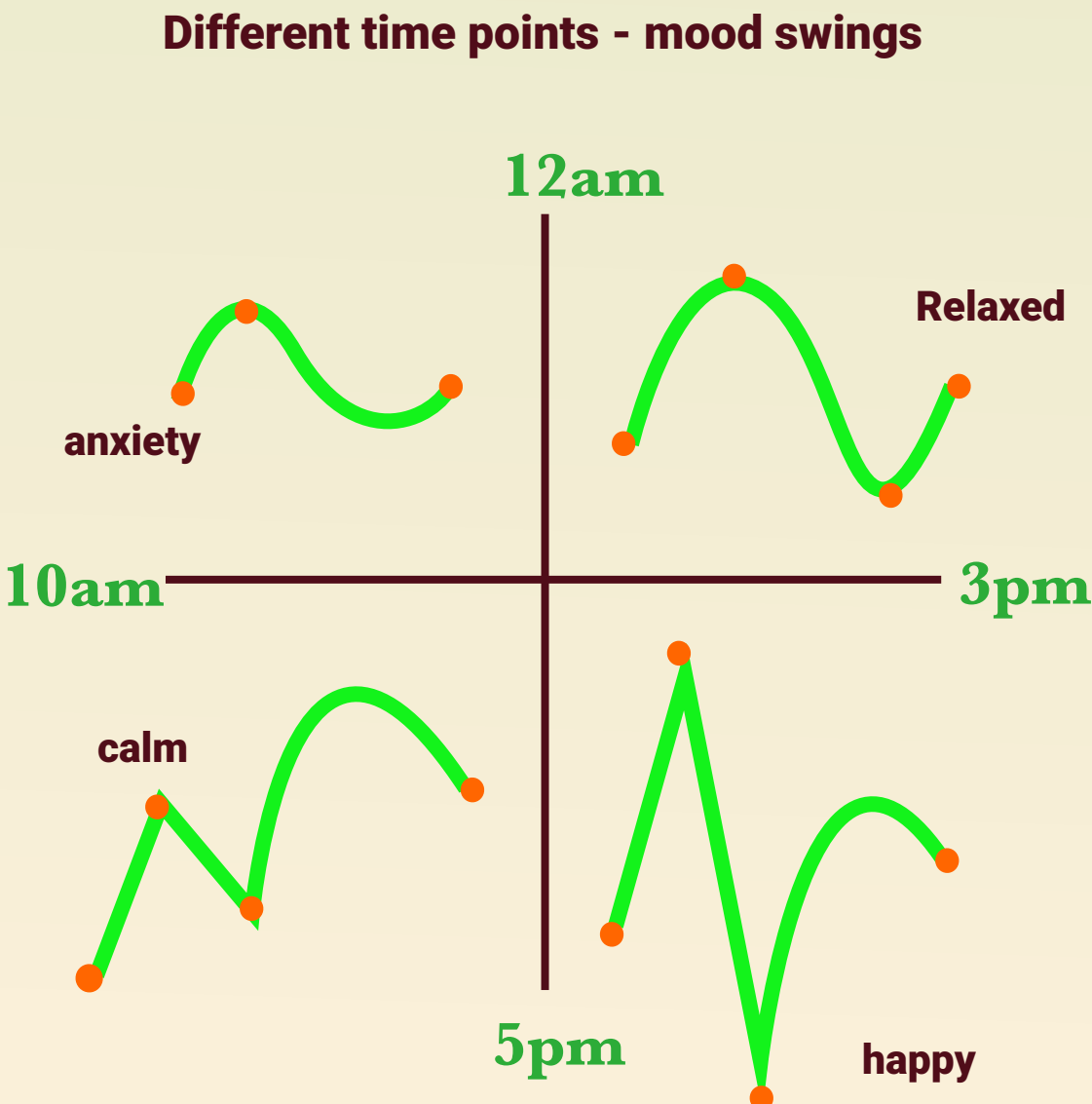
Storyboard & interactive

This storyboard shows the three emotional changes of "anxiety, happiness and relaxation" that I experienced at three positions. When I was at school, I was often in a state of anxiety and tension, due to academic pressure or focus on work. But when I walked to the main street, the lively atmosphere made me feel relaxed and energetic. And when I walked near the church, the quiet atmosphere around enabled me to gradually calm down and enjoy my own leruisre time.

To enhance the interaction between the audience and the journey, I plan to add interactive functions. When people click on different locations, they can hear my behavior, and feelings at that position. This approach makes emotional changes more concrete, and enhances the immersion and participation of the map.

The position of interaction
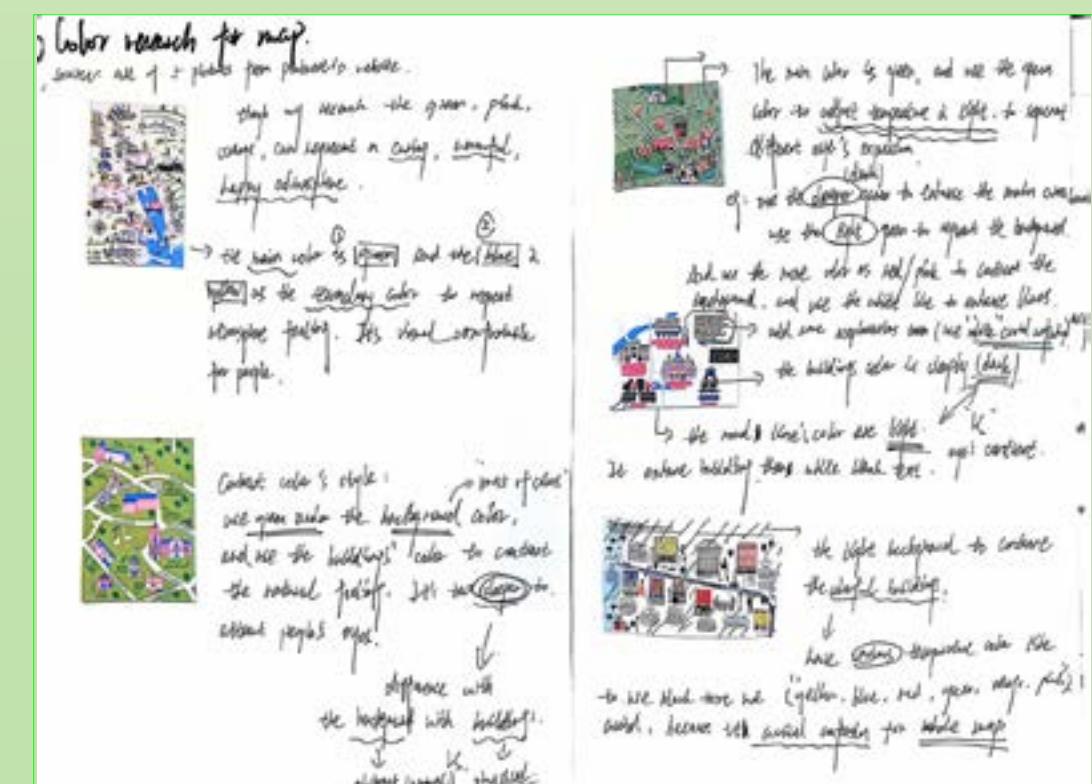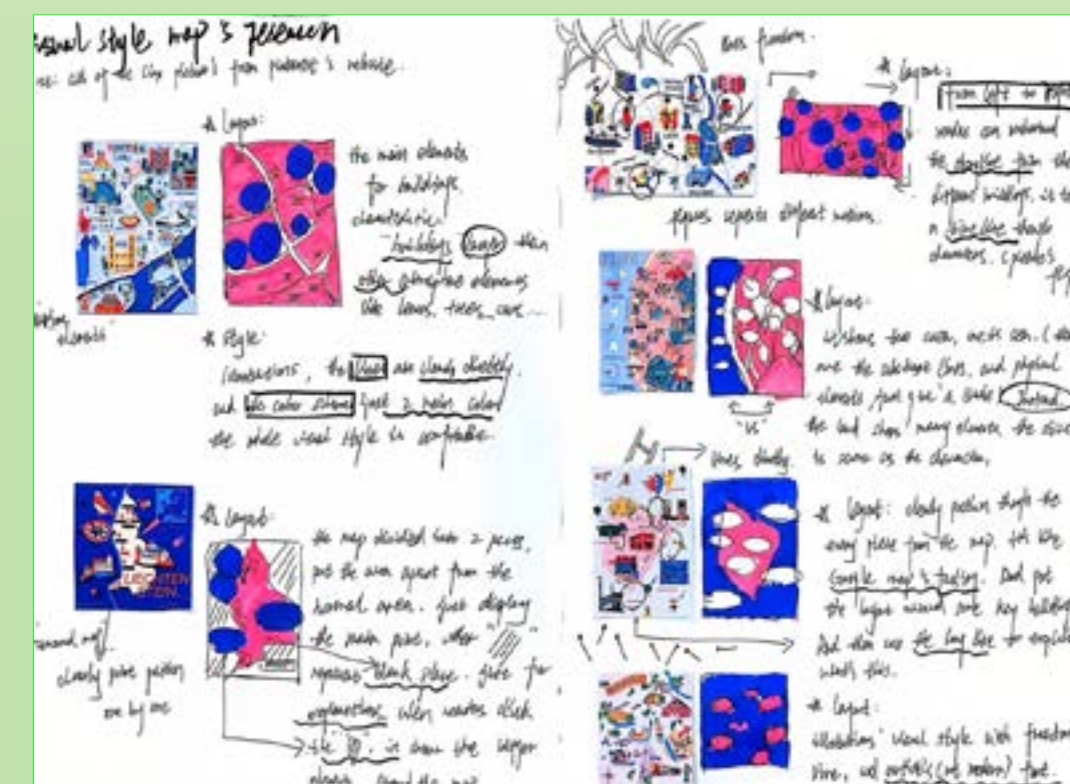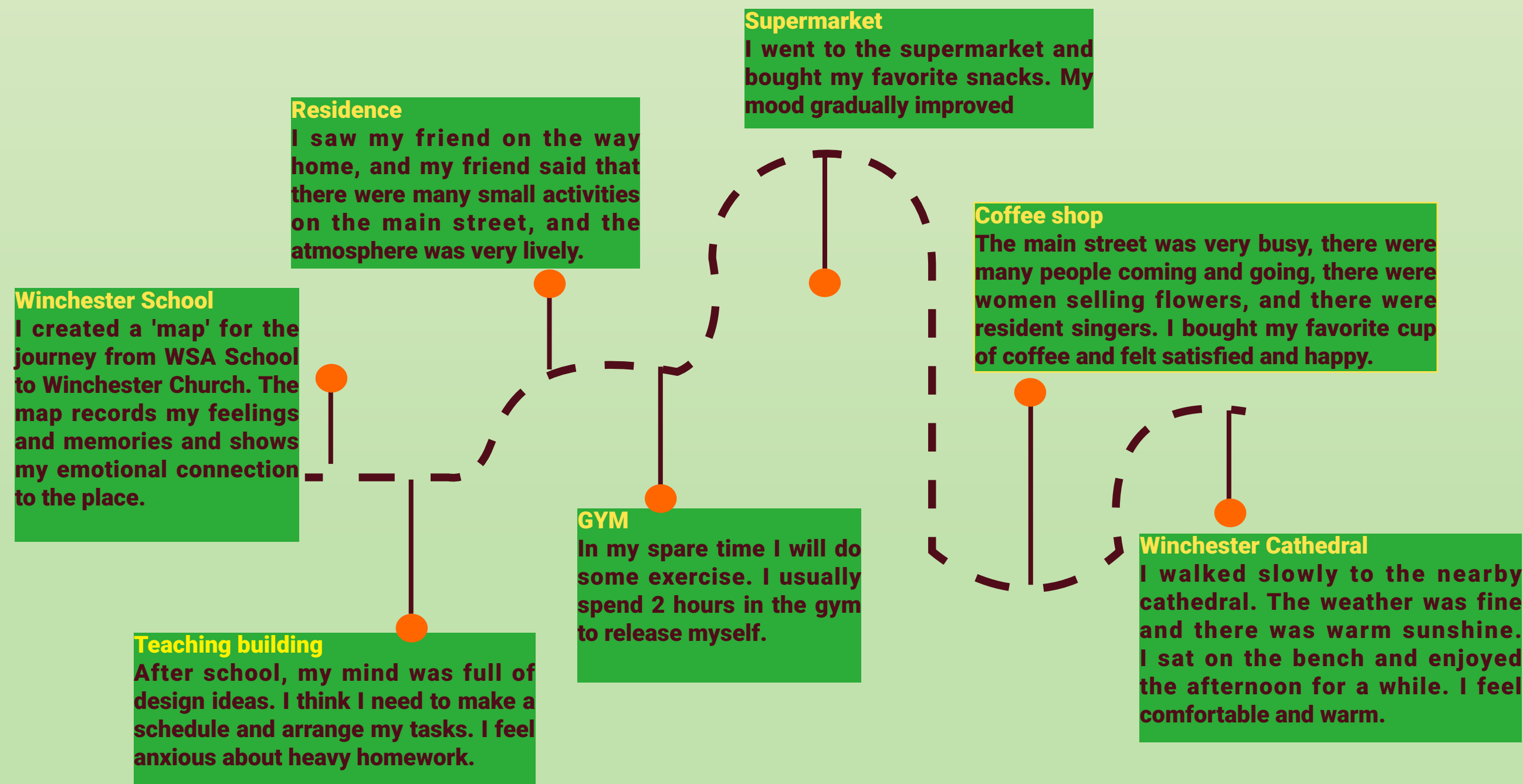

Secondary research

Psychological map theory

I researched concept of "Psychogeography". It focuses on the relationship between people's emotions, feelings and the environment. This made me realize that a map is not only a geographical routes, but also a way to express own emotions. The mental map can transform the psychological fluctuations in my daily life into visual expressions, I think it can make the map more emotionally valuable.

Visual style

I also researched about "color scheme" and "illustration style". I analyzed illustration maps of different visual styles through the pinterest website, and focus on how maps express stories through graphics and colors. For example, using bright colors to express a pleasant atmosphere. In addition, specific lines can give people a clear storyline. In addition, I find that many illustrated maps will "highlight the key positions and combine them with short text", which is beneficial for readers to have a good visual experience. So, I will apply this method to my emotional map. I prefer to use illustration style with bright colors and clear lines, which is more vivid and lively. I think it is more attractive to the aesthetic eyes of modern people and easier to establish an emotional connection with the audience.

Supermarket
I went to the supermarket and bought my favorite snacks. My mood gradually improved

Residence
I saw my friend on the way home, and my friend said that there were many small activities on the main street, and the atmosphere was very lively.

Coffee shop
The main street was very busy, there were many people coming and going, there were women selling flowers, and there were resident singers. I bought my favorite cup of coffee and felt satisfied and happy.

Winchester School
I created a 'map' for the journey from WSA School to Winchester Church. The map records my feelings and memories and shows my emotional connection to the place.

GYM
In my spare time I will do some exercise. I usually spend 2 hours in the gym to release myself.

Winchester Cathedral
I walked slowly to the nearby cathedral. The weather was fine and there was warm sunshine. I sat on the bench and enjoyed the afternoon for a while. I feel comfortable and warm.

Teaching building
After school, my mind was full of design ideas. I think I need to make a schedule and arrange my tasks. I feel anxious about heavy homework.
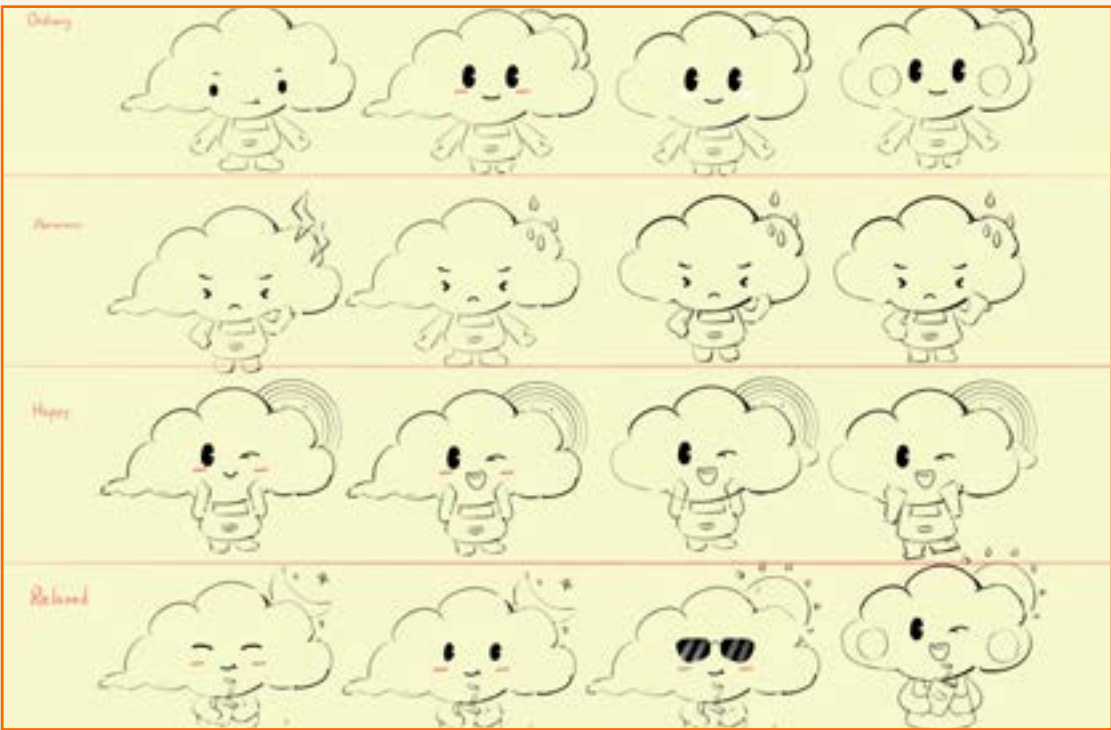
IP design

I designed a set of anthropomorphic IP characters, and "clouds" as its basic shape. This image not only originates from "Cloud" in my Chinese name, but has personal symbolic significance. Clouds also symbolize the variability of emotions. By visualizing the three emotions of "anxiety, happiness and relaxation", the abstract psychological experience becomes concrete. So, this journey named "Cloud's Emotional Journey". I think IP characters can help readers better understand the emotional connection between me and the space.

Buidlings & icon design

I used procreate and photoshop design software to visualize several representative buildings during the journey. These buildings are important positions representing my behavioral performance and also record my emotional transformation from anxiety, pleasure to relaxation. To maintain the overall visual unity, I adopted an illustrative flat style. For the overall color scheme, I chose soft and soothing hues. The entire picture is more approachable, which conveys the emotional connection between me and this journey.

IP's inspiration

Improved process

Sketches for buildings

Sketches for icons

Final sketch illustrations

Color illustrations

Ordinary

Anxiety

Happy

Relaxed

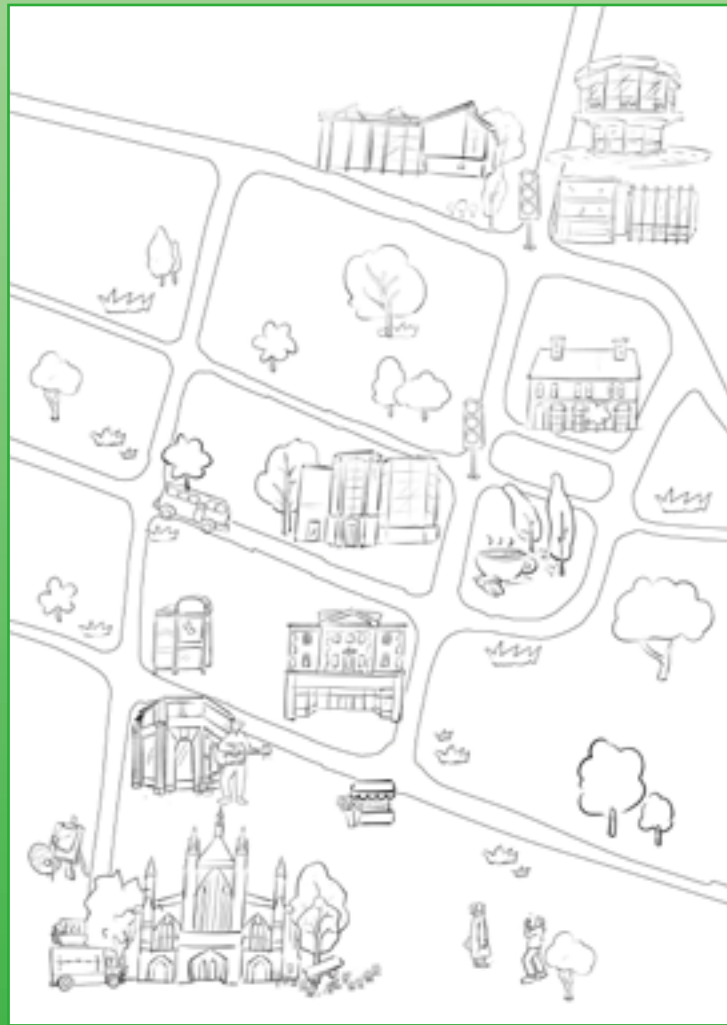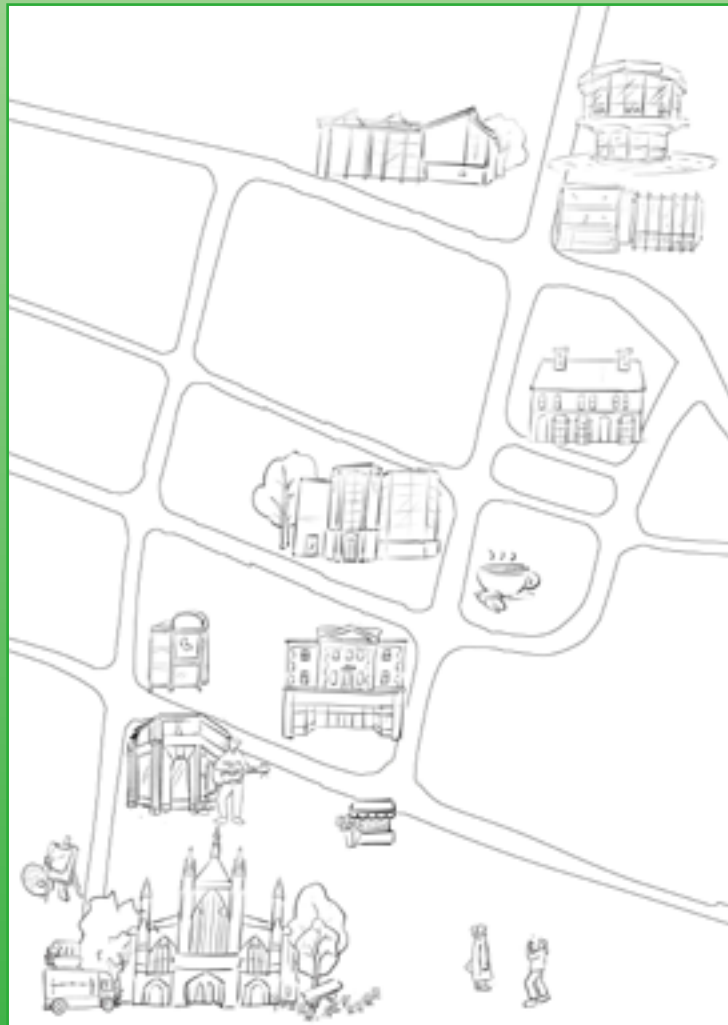## Color buildings

Color icons

Development

digital sketches process

These pictures shows my digital maps design process. I first hand-drew the basic structure of the map. I drew architectural and natural elements, especially the three buildings of "Winchester school of Art, the main street and Winchester Cathedral", which are the most important for my emotional changes. These buildings represent the actual geographical locations, and symbolize the gradual transition of my emotions from anxiety, joy to relaxation during the journey. To enable readers to understand the route structure more clearly, I have highlighted the complete walking path with red dotted lines on the design sketches.

First iteration

Improved process

digital final map

In the early stage of map design, I originally used a horizontal layout form to display the complete route of the entire area. But after testing with friends, I got a important feedback. My friend suggested me to change the layout's direction. This satisfies people's reading habits and can also reflect more intuitively the sequence of my journey from the starting point like school to the destination like Winchester Cathedral. So I adjusted the layout and rearranged the original elements to make the map unfold naturally along the line of sight from top to bottom. This adjustment not only enhances the reading experience. Readers can more easily understand the direction of the story visually, which also enhances the narrative and guiding nature of the map.

Color experiment

When designing the color matching, I try many times and adjustments to observing their visual effects in expressing "emotional changes". Therefore, I tested different schemes of cool tones. I chose a gentle and soft color scheme. Yellow brings relaxation, it can creating a light atmosphere. Orange conveys vitality and warmth. Green symbolizes nature and healing. The overall color tone enhances the visual effect of the map and also meets the emotional change path from anxiety to relaxation.

Final color scheme

f8fdcd   f98d46   cae3bc   8eeadc
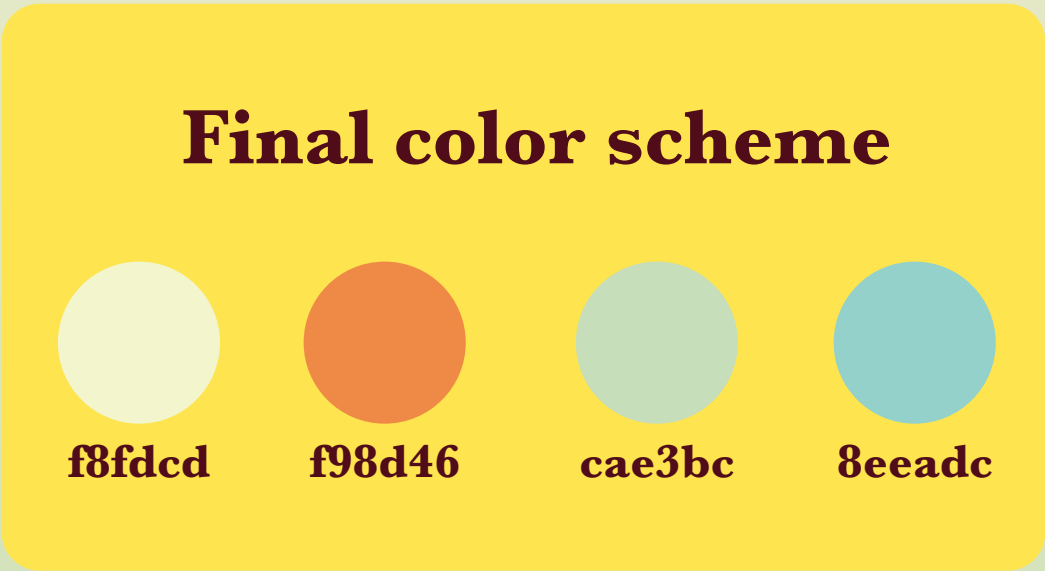
Interactive process & third iteration

I invited my friends to test the map. Users can hear my emotional description by clicking on different buildings on map. Based on feedback, I confirm users can smoothly understand the overall process from the starting point to the destination, and the interaction design helps convey emotional changes.
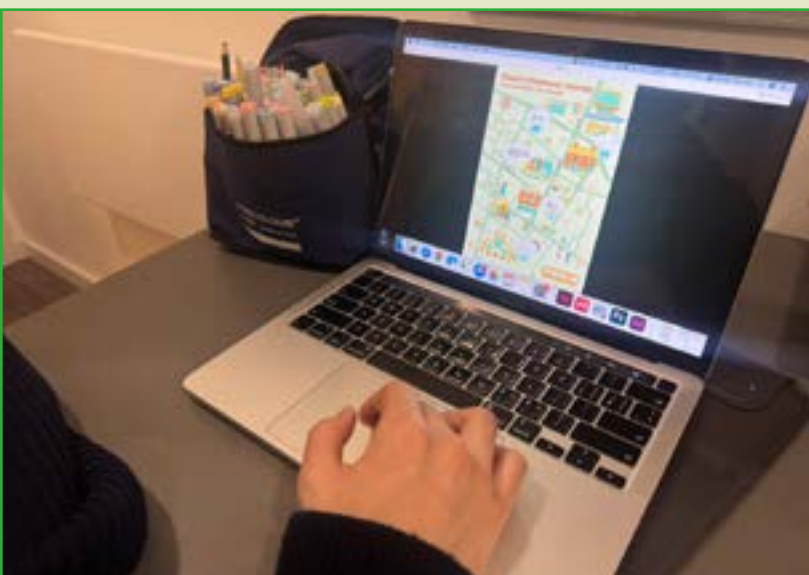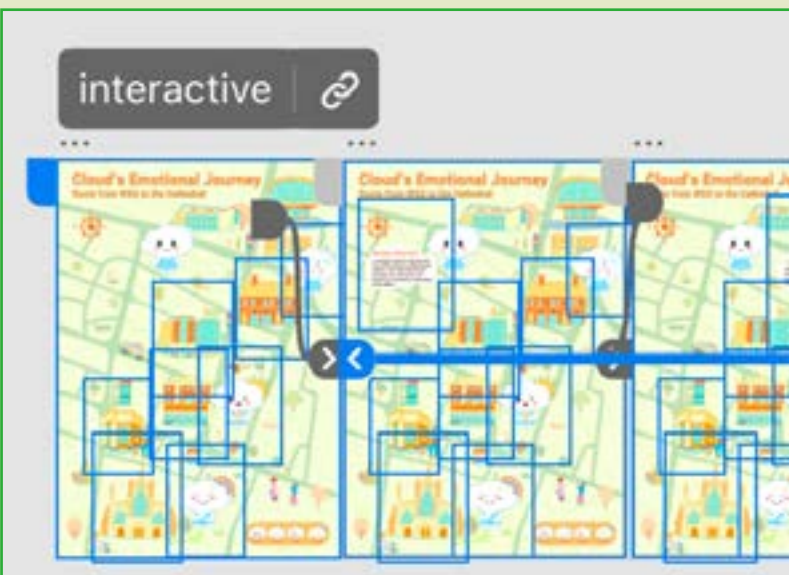
Second iteration & improved

In the second iteration, I invited friends to test the map together. I display the complete map design in Photoshop. The user gave me some advices. For example, user pointed out that some natural elements were too large, which blocked the path line and also affected the reader's line of sight. In addition, the color of some text does not match the overall tone, it affect the reading experience of readers. Based on the feedback, I made adjustments to these suggestions.
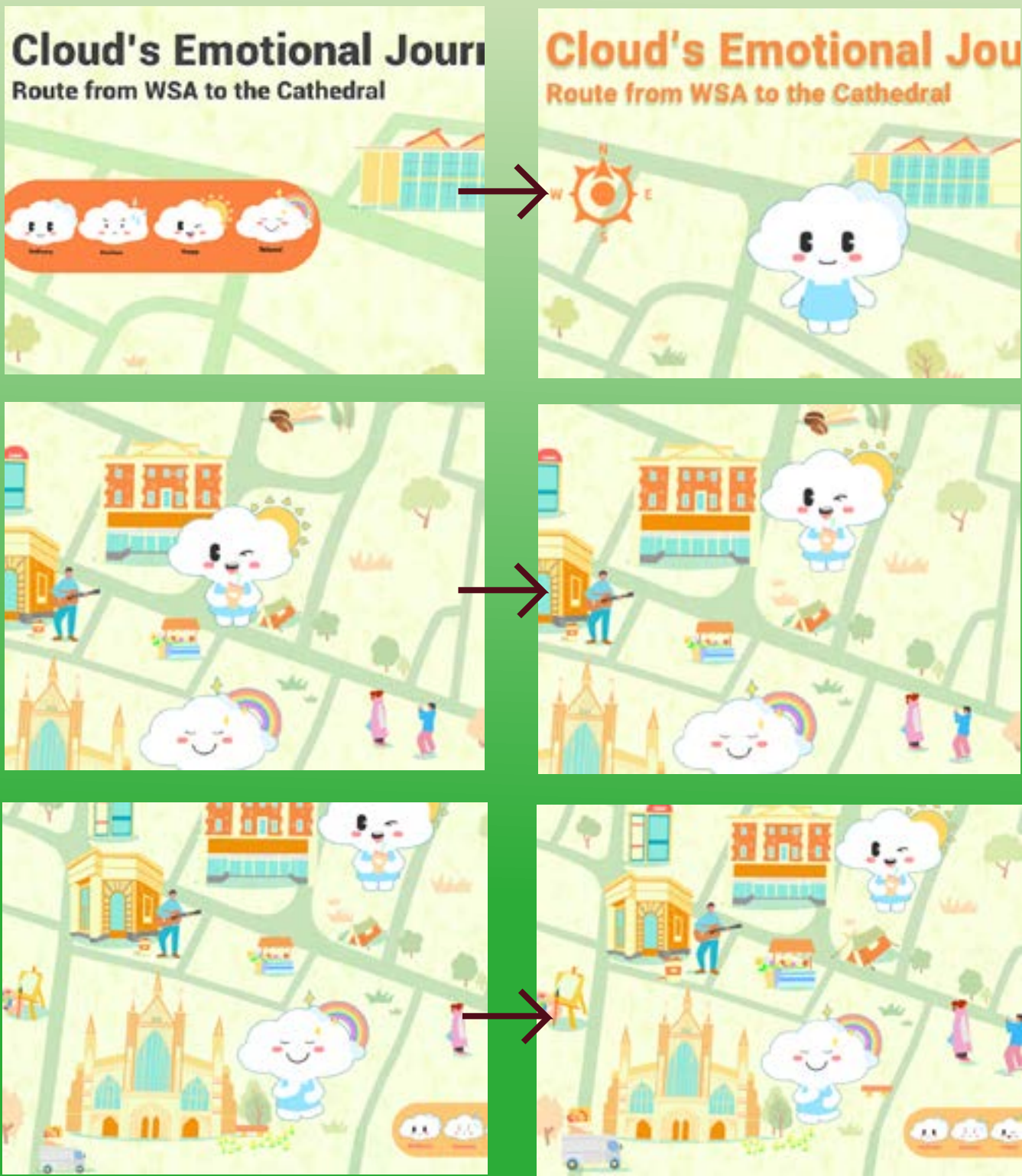
Final map process

Outcomes

Reflection:

In this map project, I learned how to express the relationship between emotions and space in a visual way. By drawing maps and setting interaction points, I have gained a deeper understanding of how the environment affects people's emotional changes and behavioral patterns. By sharing my true feelings during this familiar journey from Winchester school to Winchester Cathedral, this enabled me to explore the interactive relationship between space and psychology, and also learned how to record my subjective feelings from a first-person perspective. I gradually understand how the environment imperceptibly influences people's emotional changes and actions. Besides, this project made me realize that space is not only a geographical location but also a carrier of emotional experiences.

In the future, I hope to further explore the connection between spatial psychology and experience design, and continue to design in the form of visualization and spatial narrative. I also hope to incorporate more interactive media, such as animation or AR technology to describe more emotional stories.