



Project Process Journal

ACQUAINTANCE



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INNOVATION & SERVICE DESIGN

ACQUAINTANCE

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CATALOGUE

01

LOST & EXPLORATION IN LONELINESS

Introduction	01
Why focus on loneliness	02
Lost in Abstract Topic	03
Online Interview & Case Study	05
Process Review	09

11

NARROW DOWN ON SUBJECT--- MIGRANTS

Focus on migrants	12
General Interview	13
Challenge and Sollution	15

16

SECOND TIME NARROW DOWN

Introduction of the new scale	17
Stakeholder Interview	18
Analyzation & HMW	21

22

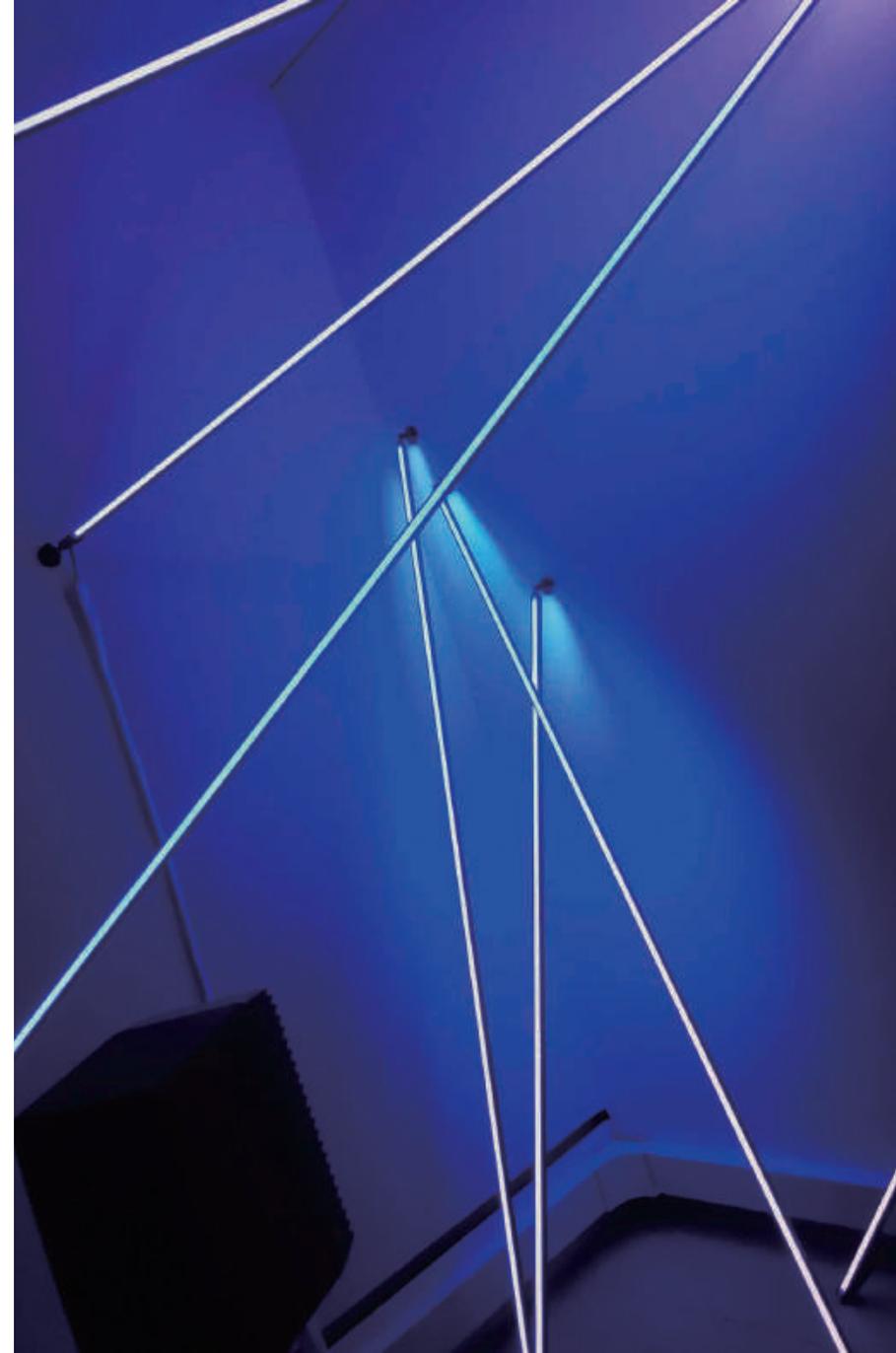
FOCUS & DESIGN

Field research	23
Principle & Design	27
Solution & Output	29
Long-term goals & Spread	32

33

REFLECTION

Whole process review	34
Research method review	35
Bibliography	36



LOST & EXPLORATION



Introduction

This project began from loneliness before the COVID-19 affected Europe. This topic from a piece of news from The Guardian called We millennials have more 'friends' than ever. So why are we so lonely? Therefore, I began my research on this topic. Even though this article mentions social media's effect and work pressure for millennials people, at that time still have space to be explored. Also, at that time, my understanding of loneliness still was vague. Therefore, I backed to learn more about loneliness' definition. Through this process, I hoped to get more ideas and perspectives, which may help me deal with this problem. Especially during the lockdown, loneliness may be an essential experience people may face. However, the later experiences tell me that something may be different from the things I thought before.

At the same time, the exploration of loneliness definition let me lose. Loneliness affects people of all ages and from all backgrounds – from the school child who struggles to make friends, to the new parent coping alone, to the older person who has outlived her friends and immediate family. Feelings of loneliness affect us all at some point, but being lonely can become a severe problem when it becomes chronic – a day-to-day reality that can grind us down, affecting our health and well-being and damaging our ability to connect with others (JO COX LONELINESS, 2017). This report mentions different kinds of loneliness, but I could not decide on one topic.

Generally, my whole design research process is similar to the four weeks "SINK OR SWIM." And I spent a lot of time learning about the definition of loneliness, which makes me look like a player in the game "Gold Miner," wandering between themes. After a while, I began the first-time challenge. Then the following steps are pushing gradually.

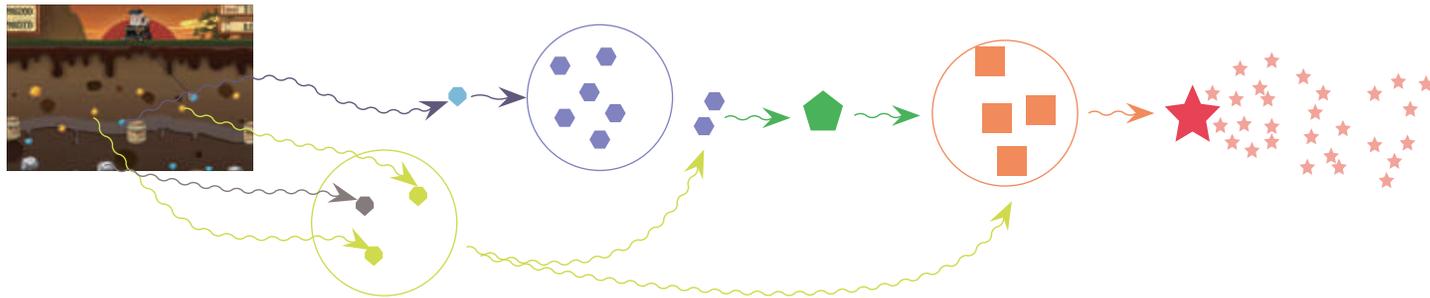


Figure 1. Whole process metaphor

Why Focus on Loneliness

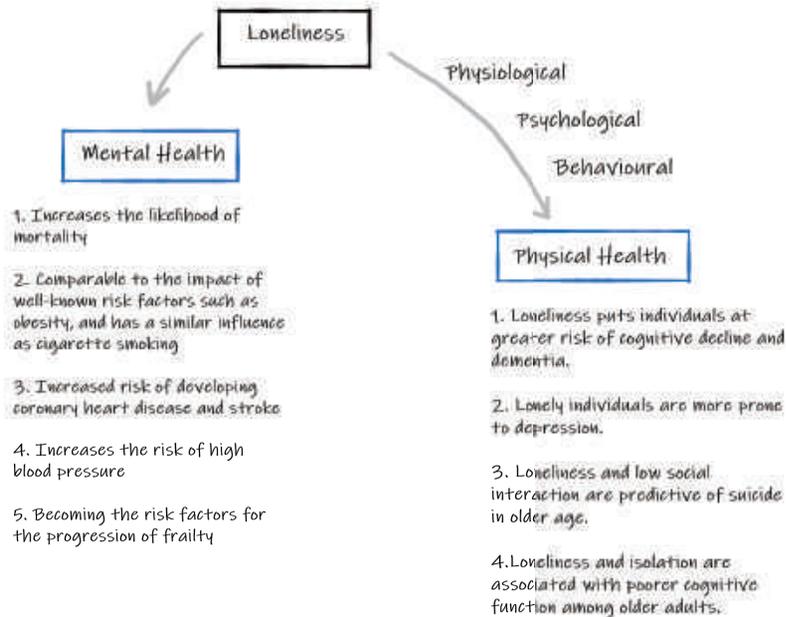


Figure 2. Loneliness impact on people's health from CAMPAIGN TO END LONELINESS

Summarizing from CAMPAIGN TO END LONELINESS, I get Figure 2, which shows the negative impacts on people's health directly or indirectly (CAMPAIGN TO END LONELINESS, n.d.). It shows that it will affect people's daily life. Also, loneliness will affect the cost of employers, which means that it will also affect social finance indirectly. A report created by COOP shows that the costs from these four pathways produce a total cost to UK employers from £2.5 billion per year, which includes £2.1 billion to employers in the private sector (CO-OP, 2015).

Especially in pandemic time, tackling loneliness presents an ever more significant challenge (BritishRedCross, 2020). Therefore, I decided to focus on loneliness.

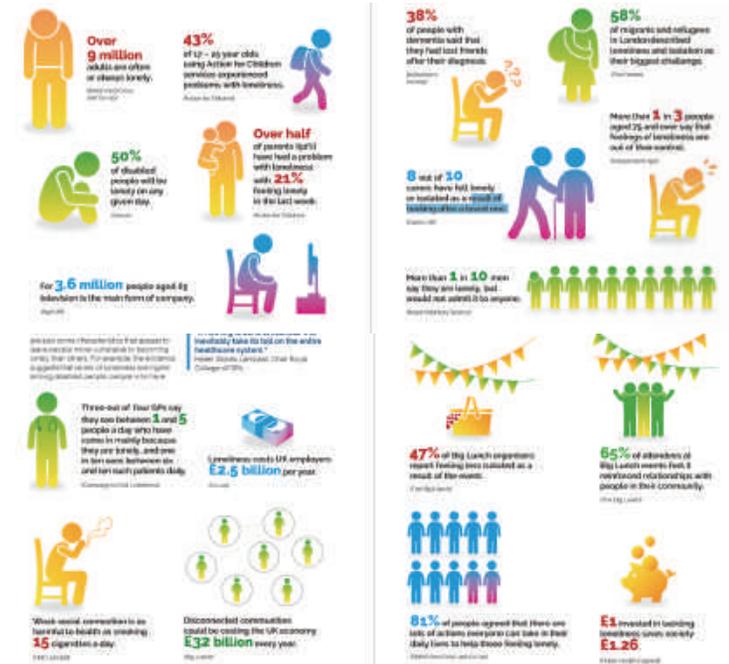


Figure 4. Different scenes, crowds, and data of feeling lonely, 2017

Different types of organizations post reports about loneliness and mention different crowds' experiences with different kinds of loneliness, which happens in different scenarios like figures 4 (JO COX LONELINESS, 2017) and 5 (Psych2Go, 2017).

However, I found it challenging to make a decision on which groups or which phenomena.

In this situation, my tutor suggested that all my focus points depend on the people I interviewed. There was one of my misunderstandings of narrowing focus at that time. In the beginning, I just thought that the only efficient way to narrow my topic is group classification or context classification. However, it seems people can also research, following some unique insights from interviews or case studies. The choice of groups depends on a personal decision, which not needs any methods. Of course, the dissociation phase did give me some extraordinary experiences.

Therefore, I began my first phrase interview.

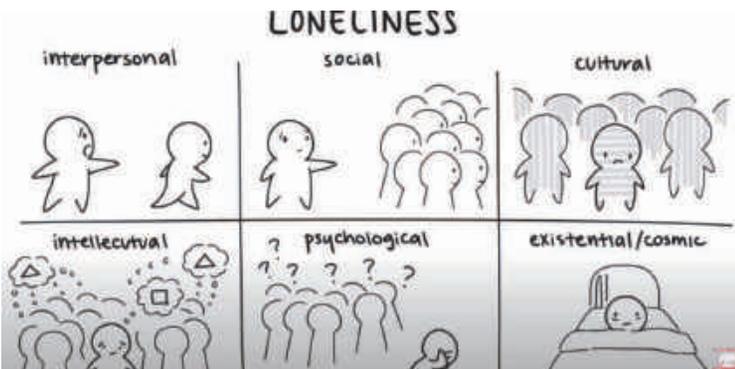


Figure 5. 6 Types of Loneliness

Online Interview & Case Study

To get rid of the dilemmas, I tried to get in touch with experts in loneliness. I found them through the reports and websites. However, at that time, I found an interesting phenomenon that most of the experts did not give me a reply, and the others rejected me because of their busy time. And I suddenly realized that in lockdown time, loneliness is one of the most common experiences people may face. Therefore, they may focus more on their topic and different online workshop rather than answer my questions. Also, from my tutor's experience, he found that there are more things to do that offline after lockdown, which is an interesting phenomenon.

Therefore, at the same time, the case study also can help me find more insights. Also, Facebook groups may be an excellent place to recruit my interviewees. However, some strange issues that happened on social media.

There are some typical characteristics of those interviewees from Facebook groups:

1. People will vent their emotions on this platform.
2. People in the groups are so friendly that they seem do not have their viewpoints or suggestions.
3. The quality of interviewees you recruited from social media groups is uncontrollable.
4. It is difficult to talk with a stranger directly about such a grave problem through text or chatting.
5. Some of them may affect your real life. You can not make sure all the people on Facebook are good men.

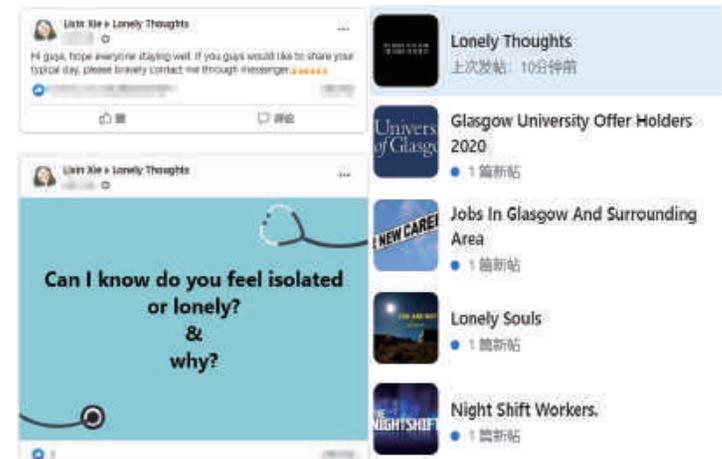


Figure 6. Facebook group snapshot

Online Interview Insights

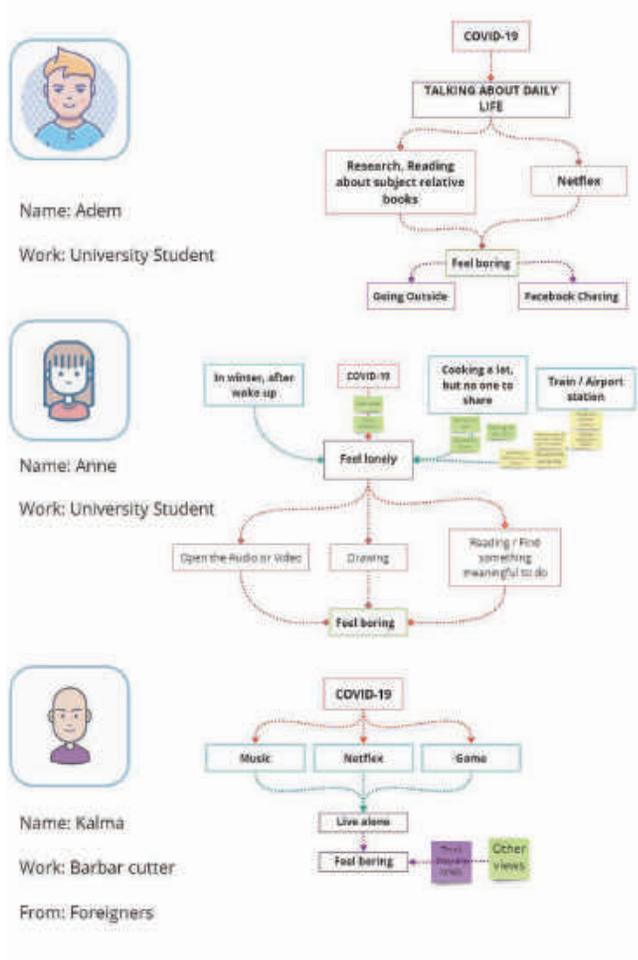


Figure 7. Lonely process of three messenger interviewee

1. During the first pandemic lockdown, many non-local people lived in isolation. Many of them have to stay in apartments to take online classes or complete vacation homework.
2. Physical isolation caused by a pandemic is inevitable.
3. Work and study can be an essential way to fill time.
4. The cause of loneliness is not necessarily staying alone, but also related feelings such as boredom, depression, doing nothing, wishing to be paid attention, and being greeted.
5. Under normal circumstances, people will actively seek another outlet to relieve loneliness, such as games, Netflix, music, painting, etc.
6. Some refugees (with 5-year visas) lived very monotonously during the isolation period, but they did not realize it. But they also expressed the need for companionship and communication when the night came. (Such people do not have enough intimate relationships for them to talk and communicate. Even if they and themselves may not be in the same situation and physical space, they always feel that there is a gap)
7. Social media or technology can not replace a physical connection.
8. People are looking forward to others' care, even if just some pure reflection.
9. Entertainment can not deal with people's boring finally.

Case Study Insights

During the desk research period, it wasn't easy to contact the experts and directly. Hence, I searched a lot of messages and shared the story on the internet and social media. I also got some insights on some website projects, personal websites, or mental health applications.

According to the loneliness classification of these stories, I found that they are very similar to the six loneliness classifications mentioned earlier.

These are the insights from "The Loneliness Project," created by Marissa Korda, who collected many lonely stories (Korda, 2017).

I summarize and classify them:

1. Some people experience loneliness after they divorced, and they feel that they have lost their social connections. (From my analysis, the structure of the social network of such people is straightforward, and a large part of it is composed of the other half of the social group)
2. At the same time, there will be some middle-aged people who live at home, facing the death of their significant other and the children's going out. This physical nature of the link to lose intimacy makes them feel lonely and lonely.
3. Of course, there is also emotional loneliness. Watching friends, I think I'm close to chat and laugh with other people at public parties, makes people feel isolated and lonely.
4. Of course, some people cannot socialize with others due to childhood shadows. Or a misjudgment or misunderstanding of people's reactions during adolescence causes people to feel that others isolate themselves.
5. At the same time, some people have become lonely because of the unfamiliarity of physical space and the spatial difference of intimacy, causing by going to university or working in a new place.



Figure 8. Loneliness project, 2017

Process Review

Online research has its limitation. I could get people's painful experiences and symptoms generally. However, I could not get the core reason for their lonely experience because I could not get in touch with them directly. For example, I have seen a similar experience as the people sharing his losing social connection experience on social media. However, when I hoped to have a more in-depth conversation with him, he rejected me. I can understand why they feel that, but it is challenging to get the main reasons. From a designer viewpoint, it is a very struggle situation.

Therefore, I tried to post in the FB group to understand how people spend their day. I hoped to know the reasons why people feel lonely through their daily schedules. Although the recruits were always cooperative, they all briefly described their day. I expected to have a more in-depth chat. However, I found that it is not easy to carry out. I asked for a voice chat, but most of them rejected me.

The only person who gave me a voice interview brought me very uncomfortable. He is an Iraqi. He may be a refugee who obtained a five-year British visa and worked in a barber in Glasgow before the epidemic. He received government subsidies during the quarantine period. Therefore, he did not have enormous pressure to survive. However, the shocking thing for me is that his first sentence is about how to immigrate to the UK through marriage. On the other hand, this case reminds me that people who leave their hometown are lonely and need somebody to accompany them.





Through the FB group's solicitation, I found that there are many very lonely people, but they did not recognize that. Also, the application of mental health may provide some cases and solution ideas. In a mental health application called LYF, people share their mental health feeling more freely; It is more like a diary, which notes about how they fix their emotions with the time going. Generally, their daily work, families, and friends cause them to feel anxious or lonely. Maybe it is an excellent way to help people express their sigma or dilemma through a specialized and close platform. It is one aspect to solve the problems for temporarily lonely.

Also, most outstanding online lectures are an excellent source for designers to get insights. During the communication with my classmates, I learned that it is possible to find experts or stakeholders. However, this situation more happens in small group talk. I also entered the online lecture, which nearly has more than 300 persons. And I sent the questions or interview invitations personally, but my try failed. Therefore, I turned to focus on all the things I had haven.

A black and white photograph of a street scene. In the foreground, a person is riding a skateboard on a paved road, moving from left to right. The person is small and slightly out of focus. A white dashed line runs across the road. In the background, there is a large building with a grid of windows. The text "NARROW DOWN ON SUBJECT" is overlaid in the center of the image in a bold, white, sans-serif font.

NARROW DOWN ON SUBJECT

General Interview

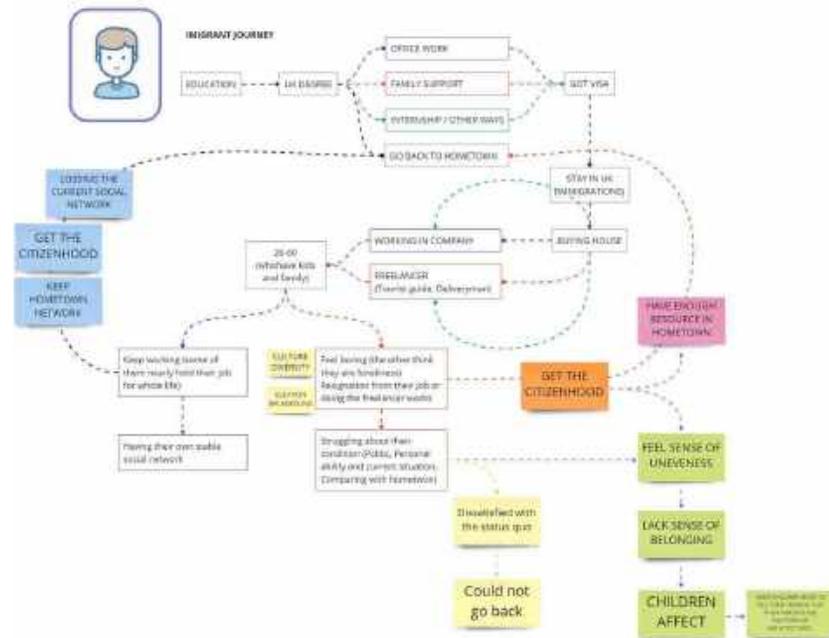


Figure 13. Three types of migrants and their challenges

My first interviewee is an office worker who prepared to immigrate to Ireland. From his viewpoint, there are three types of legal immigration: working immigration, economy immigration, and technology migration. Even if they separate from family and cannot get rid of feeling lonely, independent, or isolative, they have their ability to release these kinds of emotions. They have their work, stable income, and a qualitative social network. Therefore, they are not crucial stakeholders. By contrast, one kind of crowds who illegally stay abroad is lonely.

The reasons are:

- Cultural identity and sense of belonging
- The gap between personal qualification or skills aren't recognized
- Daily repetitive and monotonous casual work life cannot bring enough sense of accomplishment
- 30s-year-old people struggle to stay abroad or go back home

INSIGHT 1: CHINESE ILLEGAL RESIDENTS ARE MOST LONELY GROUPS.

Challenge and Solution

According to previous information, I realized that those most lonely people in immigrants illegally residents in the UK. Criminal behavior in the UK is because I know someone is illegal residents, but I do not report them. Therefore, it isn't easy to get in touch with them and not suitable for them as designers.

Therefore, I decided to concentrate on stay-at-home mum. Typically, I would search for some relevant information and online community website to know more about them. Also, I would go to some local communities directly to know about the immigrant's spouses' living conditions.

However, in pandemic time, most districts are closed. And these groups rejected my entering requirement.

In this situation, my tutor suggested that I only focus on the insight that some migrants have tight social networks. This suggestion reminds me that the first phrase research also mentions that a qualitative connection is vital for people. However, the essential troubles for migrants are losing physical contact with their familiarly living, culture, and social environments. It is difficult to ask for real help from close friends or family members when they are in trouble, which may make tangible or intangible helpless for migrants. Therefore, it is possible to help them build a new and qualitative connection in a new place. Besides, one of the most significant and direct media is a social connection or community activity.

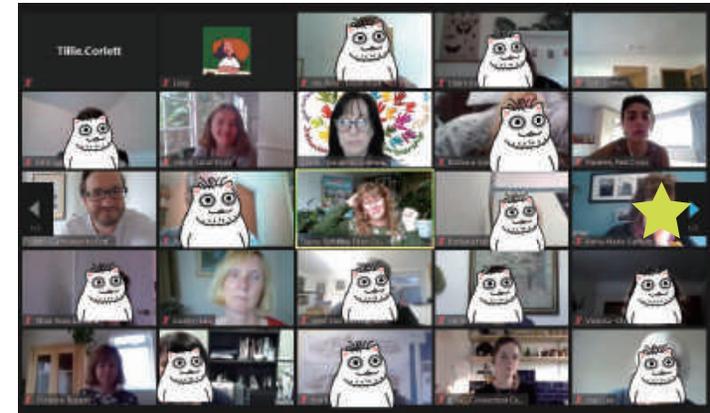
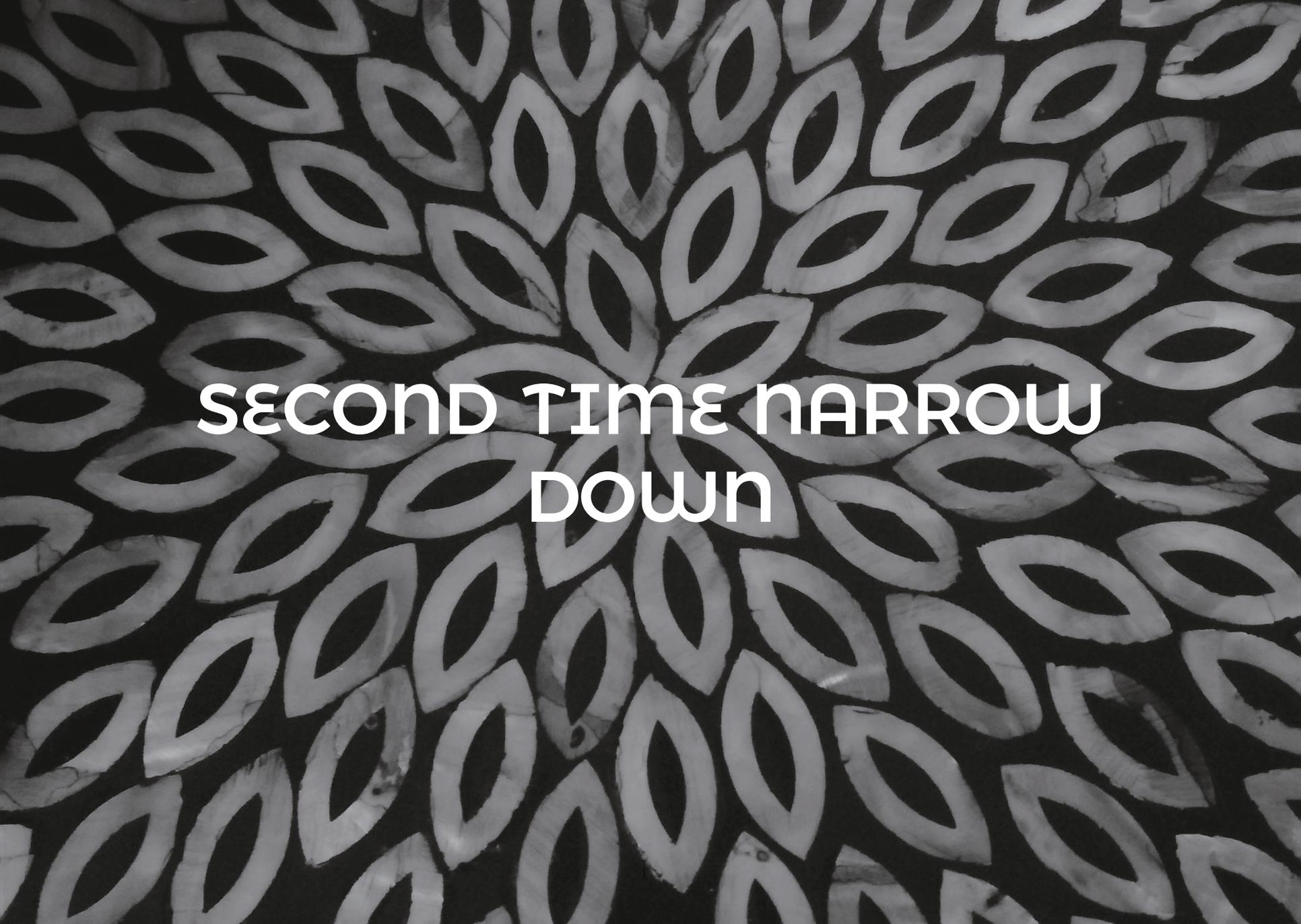


Figure 17. On-line Loneliness lecture

Figure 16. The place we enter the institution in Edinburg.



**SECOND TIME NARROW
DOWN**

Introduction of the new scope

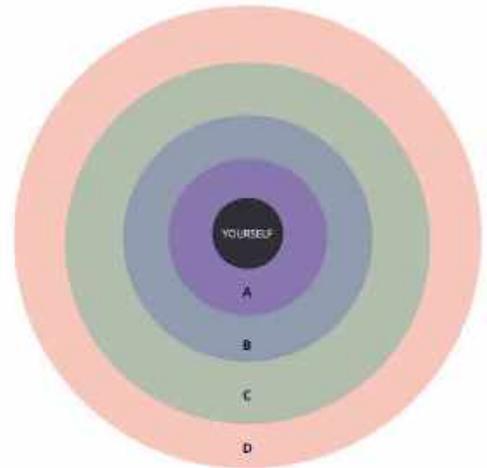
Because the target stakeholders in previous research are very sensitive and challenging to get in touch with the lockdown policy, I adjusted my target groups. I changed migrants and stay-at-home mum into newcomers or new residents in Glasgow. These groups contain more types of crowds, including office workers, international students, migrants, etc. Besides, people will inevitably have to adapt to the new work, residence, culture, and social environment in daily life. Therefore, this kind of scenario can be extended to other conditions. Besides, considering part of migrants' secure social networks, I decided to focus on social networks.

By knowing about new residents' social networks and how they keep their connection, it is possible to get more particular points or aspects to design.



Stakeholder Interview

GOAL OF PROJECT: Prevent people from loneliness because of losing social network, (long-term goal)
Find some insights through people's friendship group circle



DRAW YOUR FRIENDSHIP CIRCLE

Base on your connection distance. (It can be current or the time when you move to a new place)

- A 
- B 
- C 
- D 

Figure 18. Engagement tool of the friendship circle

Engagement tool

The goal of the engagement tool is going to know about new residents' daily friendship networks. Through this tool, I hope to understand how they maintain these connections. Besides, the idea of concentric circles is from an article called "How to create a 'Circle of friendship'" (ed place, n.d.).

I drew five concentric circles or more with the individual as the center circle—the closer to the center of the ring, the closer to the interviewee. Through conversation, I may get more their friendship connection's stories or experience when they were coming to a new place.

Online Interview

Because the target stakeholders for this project are a person who has experience moving from one place to the other, I can get in touch with them through my classmates or family members. Here, I do not interview someone who directly connects with me, but the friend of my friend's. This way helps me get in touch with interviewees easier, and it also can reduce the probability of rejection. Therefore, I interviewed four people having experiences of working in an unfamiliar place.



Figure 19. Inside from the interview

Basic questions after drawing the friendship circle:

1. Who are they?
2. When and how do you know them?
3. How do you maintain your friendship?

Insights

Through these conversations and some caases or stories in previous research, I got some interesting insights.



Figure 20. Website insights

Website insights:

Q1. The time they need someone to talk.

- Get stood up
- Get sick alone
- Going through something traumatic
- Something happens to family members

Q2. The characteristics of making a new friend in a new place and feeling when moving to a new location.

- Their friendship circle is flexible.
- Choose friends with similar BG easier.
- Choose friends through interest.
- Feel nervous in the supermarket.
- Making friends need time & opportunity.

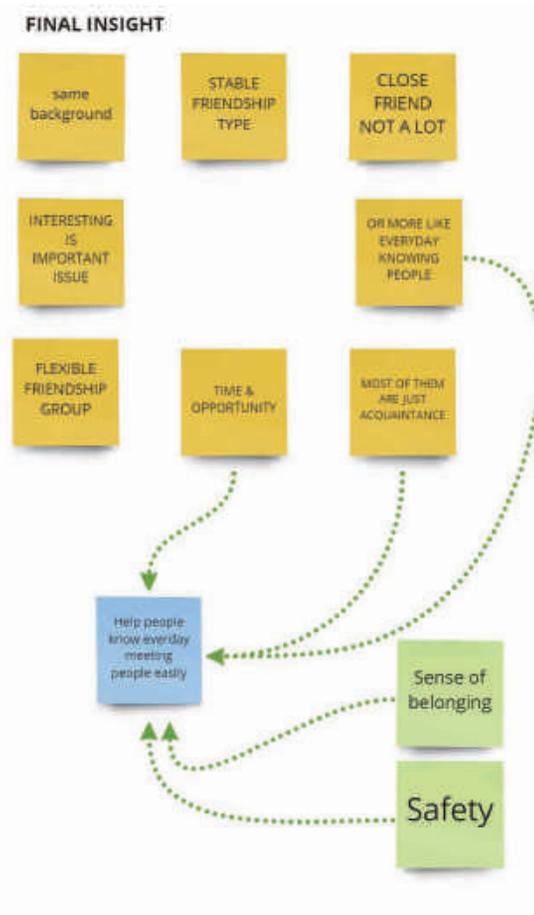


Figure 21. Final summary

Interview insights:

- Stable friendship type
- Similar culture background
- Do not have a lot of close friends
- Hobbies are a vital media
- Flexible friendship group
- Time & opportunity are important
- Most of them just acquaintances, but they will provide a sense of belonging somewhere.
- Missing them but do not know how to reconnect with them?

Analyzation & HMW

From the previous interview, I found that most of the interviewees' friendship circles are flexible. Their relationship will change when people move from one place to the other, or change their company. This situation relates to people's physical space. However, even if people can not get rid of the changing of physical space, people still can maintain or extend their friendship through social media. Besides, in the modern age, people can also express themselves through social media without physical contact. However, when they face an awkward situation, friends who do not live in the same location can not provide practical help, but local friends can. Therefore, it is significant to meet new friends and become "close friends" in a strange living environment. Doctor Serena Chen views that "A key to close friendship is intimacy, and a big part of intimacy can be fully yourself and be seen and understood by others" (Pattee, 2019). One of the interviewees also mentioned that he feels safe and belonging somewhere because they know many local acquaintances and workmates in the grocery store near his living place. This situation also pointed out that physical connection is vital for people's social relationships.

HOW MIGHT WE



Figure 22. How Might We

About the first idea, this kind of design is replaceable today, like Facebook Groups, Twitter, Messenger, WhatsApp, and so on. There is plenty of processes that can help people find the group they need. I also have an image of the third idea's output, which may like making friends toolkit. This kind of flyer appears in lots of the lobby of accommodations.

To help people efficiently tend to focus on the second one, assisting people in communicating with local acquaintances easier.

A person's silhouette is walking through a room. The room is dimly lit, with several glowing light structures made of thin rods and small lights. The structures are arranged in a way that suggests a network or a path. The person is walking towards the right side of the frame. The overall atmosphere is futuristic and artistic.

FOCUS & DESIGN

HOW MIGHT WE

Assisting people in communicating with local acquaintances easier

Field Research

From previous information, people must make a connection with local people, whatever acquaintance, close friends, workmates or classmates, and so on. And people do not lack friends or connective medias today. However, acquaintances may be a more necessary part of their friendship circle than before, especially in lockdown or new normal during the pandemic time. As one of my interviewees' perspectives, after a long-time staying at home, people feel intimacy when they see their acquaintances. Besides, this connection may let newcomers feel safe, welcome, and get more sense of belonging. Moreover, this connection can generate mutual assistance mode in accident.

There are different touchpoints for newcomers or new residents to get in touch with local people.

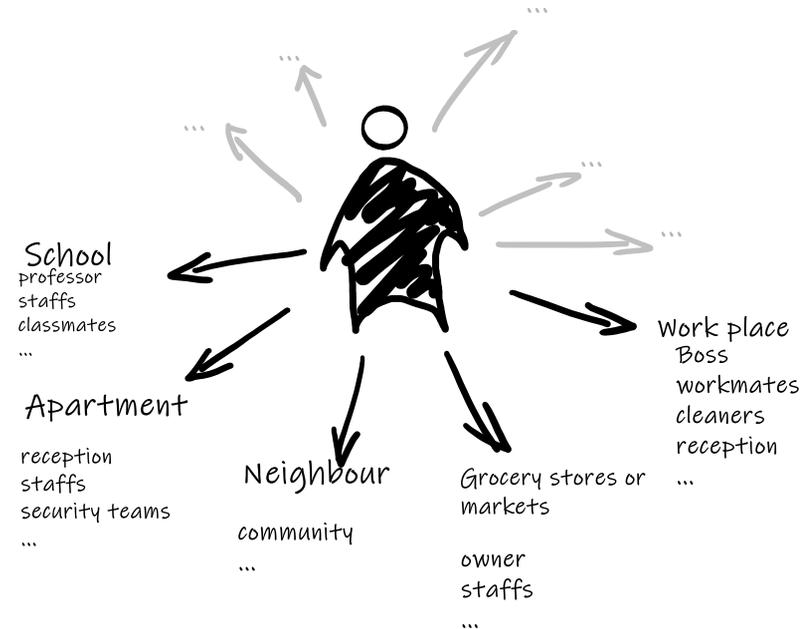


Figure 22. Possible Touchpoints

Interview

Considering the current situation, I decided to focus on general grocery, grocery stores. The context of the background is the first time of those newcomers arriving in a new city. And then, I began a short interview for those nonnatives about their experiences about the first time they arrived in Glasgow. My interviewees include nonnative workers, white-collar in the US, and night shift workers. They are all not native residents. I summary them in the following graphic.

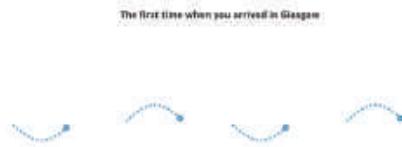


Figure 23. Engagement tool about arriving journey

This is the engagement tool that I designed to help my interviewees understand my question. However, I did not use them finally.

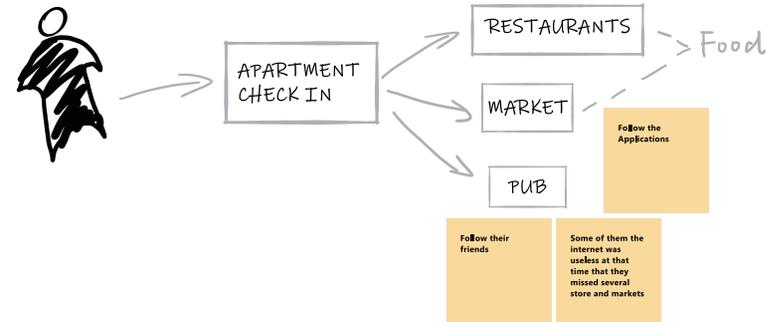


Figure 24. Arriving journey summary

The results from interviews do not represent most situations. However, it can show that supermarkets and restaurants are still essential to new residents. Even though people now have many shopping options, people will frequently visit nearby stores for shopping according to their geographic location. Therefore, it provides an objective basis for the possibility of a connection. I also figure out that I do not imagine some places at the beginning, like the pub. Therefore, my design goal is to help newcomers familiarize themselves with the local environment more easily, feel safe, and belong through grocery stores or Asian markets (general store, convenience store).

Non-participant Observation

Then I research the current situation of the grocery store. According to my observation, most of the staff in supermarket chains are conscientious, but also the reason why most of them are difficult to connect with customers. A flexible staff member group is busy with the crowd population every day, lacking a chance to make connections with them. Therefore, small grocery stores get more opportunities. Consequently, I have field research about some Asian markets and small stores, which did not close.

The goal of this research is to know these shops' regular customers, how much the staff knows about their regulars, and how they build up their connection.

In the beginning, I planned to use the engagement tool to have face to face interviews with staff in the grocery stores. However, because of the pandemic, most shops limited the staff numbers that they were so busy that they do not have time to talk. Following, I changed my research strategy into non-participation observation. I walked around the shops, tried to buy some food, and hopes to speak with staff. I am not very clear here whether to classify this method as a non-participatory observation. Because the staffs don't know what the purpose of my observation is. But I think that in actual research, there may not be too much entanglement in the specific definition of the method. Therefore, I temporarily classify my way as Non-participant observation.



Insight

1. Korean food store

- Because of the pandemic, there is not much customer that makes it challenging to recognize whether they have regular customers.
- They provide lots of flyers about their products in the waiting area.
- They are all kind to their customers but no exchanges other than commodity transactions

2. Asian food store

- This store has its regular customers, especial in lockdown
- Most of the time of them are nurse, charity nurse, or NHS staffs.
- The store's owner communicated with regulars ardently. He mentioned about the condition of customer's friends and family members.
- The owner also mentioned that he has lots of resources to help the regular if they ask for help.
- There were some flyers on the cashier counter attractive regulars' attention.



Figure 25. Market flyers



Figure 26. Restaurant flyers in Asian food markets

3. Grocery store

- The owner says, "Hi" to me and ask me, "can I help you?".
- When I ask something he did not sell, he will give me some recommendations.

4. Chinese food store

- This store may have its regular customers. The staff will say "Hi" or "How is it going?" to them and concern about their condition.
- Most of the regular customers in this store are students, residents, or school staff.

Principle & Design

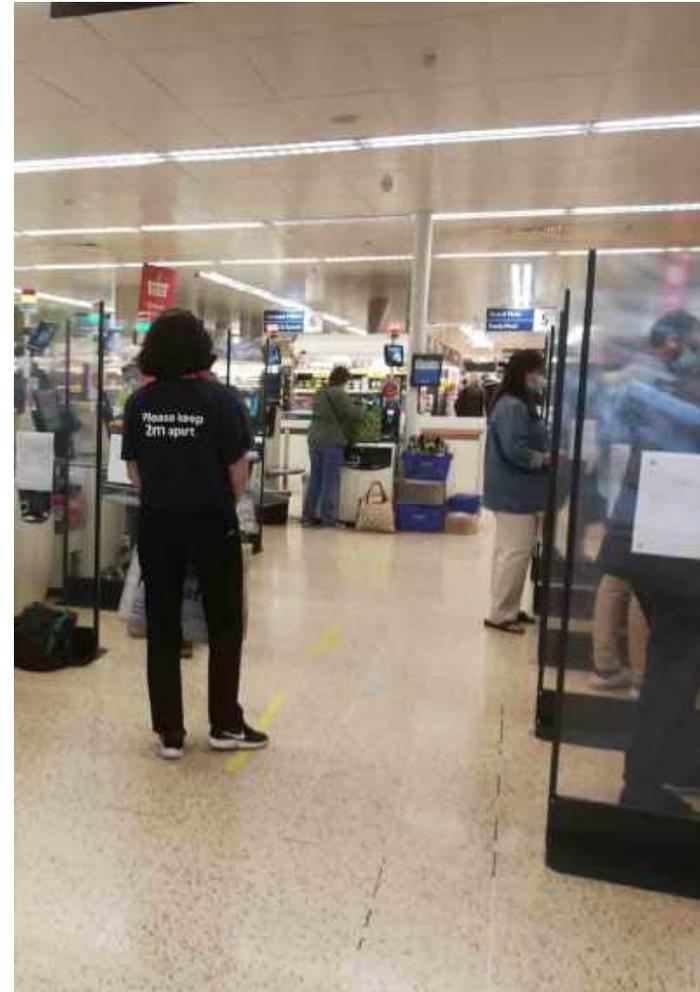
Principle & Why

PRINCIPLE

- Build up a bridge between new residents and local people around newcomers' living place.
- Provide more touchpoints for shop staff and customers to communicate.
- Let new residents feel welcome and cordial.
- Build up an appropriate connection with residents who can provide suitable assist.

WHY

- Most of the interviewees find the market, pub, or restaurant after they are arriving at Glasgow.
- From previous interviews and research, acquaintances may help people feel safe, comfortable, cordial, and involved in the local environment. Besides, most of the time, physical acquaintances can provide more efficient help for people.
- Build up connections can prevent people feel isolated and lonely.



Persona



PERSONA NAME : Absalom

FROM: IRAN

AGE : 35

WORK : BARBER

AUDIENCE SEGMENT : New residences

WHO AM I

I am from Iran. I am 35 years old now. Before coming here, I have worked in Italy, France, for an as casual or irregular worker. I am leaving my hometown because of the war. Now, I am living in the East Renfrewshire of Glasgow, a cheap high-rise apartment.

MY SKILL

- Hair cutting
- Taekwondo

MY INTERESTS

- NETFLIX
- MUSIC
- CHATTING
- KFC

MY SOCIAL ENVIRONMENT

Living far away from my hometown, I lose connection with my family and close friends. I always call for my close friends and his family to come to my home. My workmates, my regular customer, and the supermarket owner also be a part of my friends.

MY FIRST TIME TO GLASGOW EXPERIENCE

1. Check-in my apartment
2. Finding market
3. Buying daily supplies
4. Searching for the local community, including a similar hometown with me
5. Meeting my old friend
6. Asking for a job in local

Solution & Output

Market Tips

This is a Tip for grocery stores or some Asian markets. It guides the owners to add small things in their shops, like restaurants or community flyers. They are providing a chance for people to have conversations. And people give a whiteboard to let customers get involved.



Figure 27. Tips for markets

Grace's Irish Sports Bar

Address: 18 Candleriggs, Glasgow
G1 1LD
Phone number: +441413197190
E-mail: gracesbar@btinternet.com

Located in the heart of the Merchant City, we put a contemporary twist on the classic Irish pub - with live music Thurs-Sun every week from some of the best Irish bands & singers around and live international matches screened live.

The Hug and Pint

Address: 171 Great Western Rd,
Glasgow G4 9AU
Phone number: +44 141 331 1901
E-mail: info@hug32presents.com

We serve a wide range of craft beers & ciders, premium spirits, and a rotating selection of by-the-glass wine, focusing on local producers as much as possible.

TK MAXX

Address: 179 Sauchiehall St,
Glasgow G2 3EP
Phone number: +441413310411
E-mail: contactor_enquiries@tkeurope.com
enquiries@tkeurope.com

Explore big brands at small prices. Fashion clothes & accessories to homewares and gifting all at TK Maxx online - up to 60% less.

Johnlewis

Address: Buchanan galleries,
Glasgow G1 2GF
Phone number: +441413536677

John Lewis & Partners (formerly John Lewis) is a brand of high-end department stores operating throughout Great Britain.

Primark

Address: 171 Sauchiehall St,
Glasgow G2 3EP
Phone number:
+441413329097

Primark offers a diverse range of products including baby and children's clothing, womenswear, menswear, homeware, accessories, footwear, beauty products and confectionery.



YOUR LOCATION

Aldi

Address: 1305 Sheepshead Rd,
Glasgow G32 9AD
Phone number: +448000420800

Aldi is the familiar brand of two German family-owned discount supermarket chains with over 10,000 stores in 20 countries.

TESCO

Address: 236 Sauchiehall St,
Glasgow G2 3HQ
Phone number: +443456719534
E-mail: phishing@uk.tesco.com

Choose from a range of fresh, chilled and frozen products, household items, daily essentials, newspapers and magazines and fresh bread.

OAKA

Address: 130 George St, Glasgow,
G1 1RG
Phone number: +441415520688
E-mail: hello@oakasupercity.com

Rice & noodles
Sauces & spices
Fruits & vegetables
Crisps & snacks

SELLING THINGS:

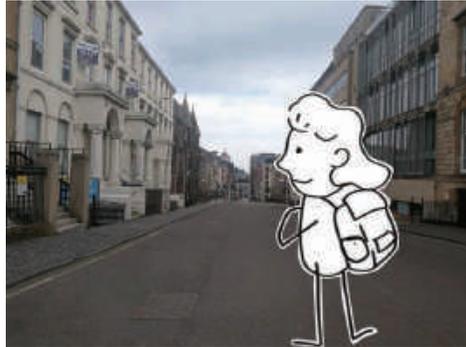
POSTCODE: G32 9AD

Figure 28. Daily shop guide map

Daily Shop Guide Map

There are plenty of flyers and posters in the reception about local life. Most of them are relative to tourism, theatre, food, and museum. However, they do not provide a guide for daily living. Here, the map offers all the shops people need to go to every day. It can give different kinds of stores and markets for newcomers from different areas in the world.

Storyboard for map using



A newcomer goes to a new city for work. After arriving at the new town, she may go to check-in first.



After checking in, she may go outside to walk around the city and find the market near his living place, using the store map.



Entering the Asian market, the waiter says, 'Hi~' to her, let her feel welcome. And they have a short conversation with each other.



She knows about delicious local restaurants and the relative community through the flyers she got from the Asian market.



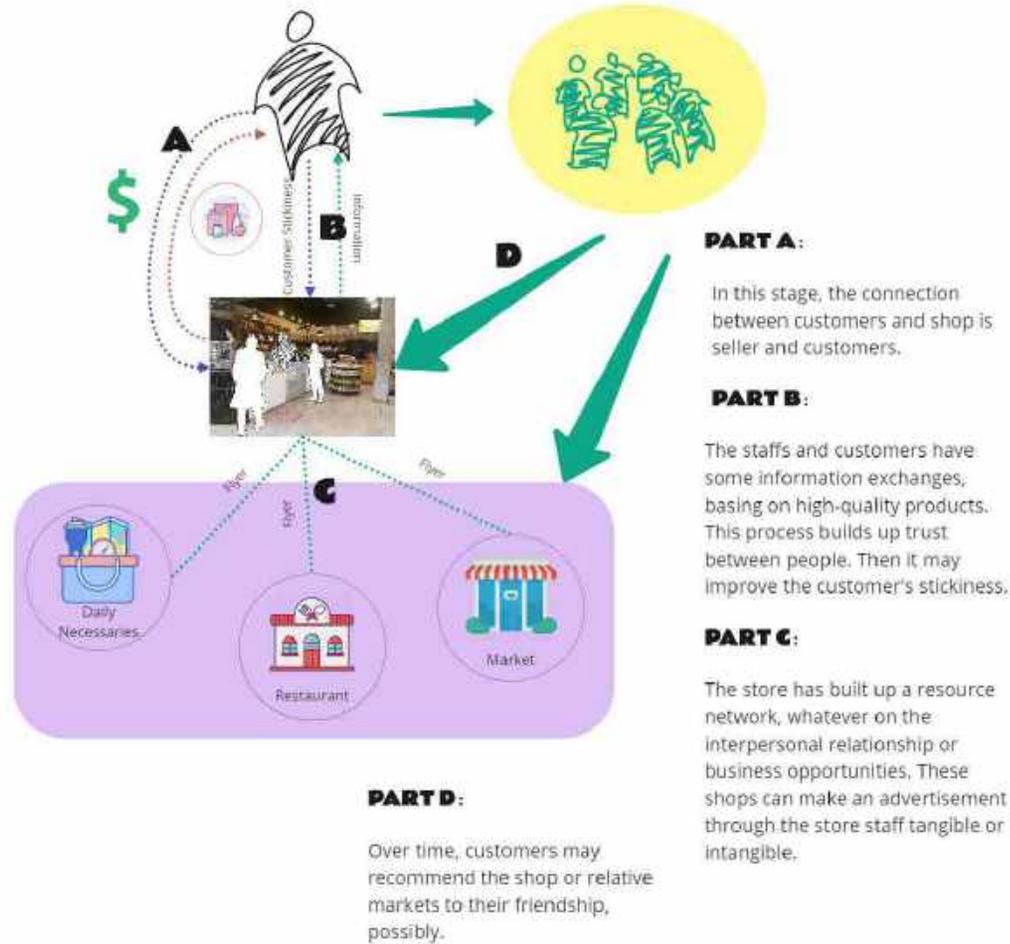
After living a while, she is familiar with the local environment and market owner.



Through the market owner, she explores her friendships, local activities, and communities favorably.

Figure 29. Storyboard

Long-term goals & Spread



The tips and maps build up a small wooden bridge. People have a sensible choice to get involved in a new place. Being familiar with store owners or staff may let people feel safe and belonging. From the shops' aspect, this way can increase customer stickiness, which can also support relative restaurants or shops. If this mode can be used before the COVID-19 pandemic, people can build up a mutual assistance group to fight the anxiety or relative problems during the lockdown. Through this logic, it is possible to extend the other places. Notably, in a public place, people need not know all the information with others. Besides, small tips can push people to walk close to each other or break the sense of strangeness.

Figure 30. Long-term goal

REFLECTION



GIZMO



13 IV



ACAB

Whole Process Review

The biggest feature of this project is to build a bridge between the new residents and the new environment. It not only provides them with the possibility of establishing relationships, improves the experience of new residents, but also provides stores with more business opportunities and customer stickiness. We cannot force user groups to step into new areas, but we provide them with a more comfortable and convenient bridge. To help new residents adapt to new places and communities faster and better. This method indirectly alleviates the psychological and physical isolation of the new residents, thereby alleviating or reducing the possibility of loneliness.

Although the aspect of loneliness is matched the condition of lockdown policy all over the world, the research process is more complicated and involved than my image. I spent lots of time on the definition of loneliness and how to distinguish different types of isolation in the beginning. And I got a loss in this area. At that time, I hoped to get a specific point or scenario that I can focus on the experts' interviews. However, up to now, I do not have an efficient expert interview directly or indirectly. Nearly all the experts I invited rejected me because of time or did not give the reply. In this situation, I turned to focus on the information from online reports and people in social media. Undeniably, there are plenty of insights or knowledge from social media, organization reports, and thesis. However, most of these insights give you symptoms or a small case. At that time, I thought these points are not enough to push the project. However, I change my viewpoint now. It is possible to summarize the scenario from the resource I have had and try to put it in another context. This way may create more possible points.

Also, I overlooked a critical point: the UK is not a migrate country when I focus on the migrants' loneliness. The meaning of migrants here always mix with refugee these years I found. It is better to put this subject to the context like the US or Australia. Besides, for this reason, the most lonely group in the Chinese migrants who I can contact directly is an illegal resident. Of course, in this process, I never get in touch with them directly, and I do not know which persons are illegal residents, but I know this group through other legal residents. It is an awkward and challenging time for a designer. I also tried to concentrate on stay-at-home mum, because of limited time and the group specificity. Even though I got inside some Facebook groups, but it is challenging to communicate with them.

Research Method Review

Even though I had a great ambition to have more design or research methods like initially, I nearly gave up most of them in the pandemic. The main research methods here I used are desk research and field research, including online, offline interviews, and observation.

Desk research

It is the primary method in my project process to help me get more information. However, this way may let people get lost when you design alone. Therefore, keeping conversations with classmates is an essential part of me. When I puzzled with my choice about migrants, refugees, and newcomers from plenty of reports and websites, I communicate with classmates to restructure my mind map and project. This is an excellent way to help you withdraw from a lot of desktop researches.

Online interview

In the beginning, I tried to contact real people through the Facebook loneliness group. I posted recruitment information. Then I got some interviewees through this way. However, the great challenge is the process that I contact with them by chatting on social media. People more tend to summarize their idea when typing the texts. Therefore, the insights I got are not deep enough for the project. Besides, not all the people on the internet are safe and comfortable. I met some strange people let me feel scared. One of them is interested in asking me whether I did impressively in getting married. However, these people are lonely from my version. They need a physical or tangible relationship in their daily life.

Off-line interview

I also talk with the reception of my accommodation in the final part of the design. Because of social distance requirements and wearing mask policy, I found that this way is difficult to hear each other clearly and have an engagement tool using. Therefore, I changed the method to structure the interview and ask for recording the interview comments.

From my research process, I found that it is possible to mix the interview and observation to get insights. It is dangerous to have a mind that only focuses on one research method when you go somewhere to interview. I turn the research method from face-to-face interviews to observation when I research the grocery store's current condition. I think it is successful in getting meaningful insights, especially in new normal.

Observation

I used non-participation observation when research about the local markets or shops. However, you will feel awkward when you do not buy anything in the Tesco or Sainsbury. Therefore, the appropriate fee for food may help you feel better during the research process. However, here I still struggle with ethical problems about hearing the conversation between staff and customers inadvertently.

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