

# Design Research based on Emotional Experience of Shared Office Furniture

Xin Wei, Ye Wang <sup>a</sup>

School of Wuhan textile university, Wuhan 730073, China.

<sup>a</sup>651497680@qq.com

**Abstract.** The sharing office is to reduce the cost of settlement through the form of resource sharing, and can promote the communication between multiple groups, which is widely welcomed by small and medium-sized enterprises and entrepreneurs. Based on the current situation of the development of shared office space, this paper studies the differences between the existing shared space furniture and the traditional office furniture, investigates the characteristics and needs of the users of the shared office, analyzes the psychological and emotional characteristics of the people, and puts forward the furniture design direction suitable for the shared office combining with the social and cultural level.

**Keywords:** Co-working space; Emotional experience; Office furniture design.

## 1. Introduction

With the rapid development of economy and the progress of scientific and technological innovation, it provides more powerful technical support for all kinds of business activities. In the business environment of this wave of innovation, great changes have taken place in both the mode of consumption and the form of economic participation. "Sharing" used to be a form of transaction between friends and family members, but now enterprises with "sharing" as their business model have created a lot of value in the world. Since 2000, the sharing economy has emerged, which is accelerating to penetrate into many areas of people's clothing, food, housing and transportation, profoundly changing the way people produce and consume.

The emergence of shared products is in line with the times, and its connotation is to maximize the use of resources. Users have the right to use it together, reducing their own use costs, and businesses also make profits because of the large number of users, which belongs to the mode of common support. Since then, a large number of shared products have sprung up, such as urban shared bicycles, shared electric vehicles, Didi windmills, and shared cars; service products include shared umbrellas, shared rechargeable batteries, shared massage chairs; all entertainment and leisure areas share KTV, shared bookstores, shared tearooms, shared gyms, etc.; life products include shared toys, shared beds, shared closets, etc., and big ones A new type of office model emerged in batch - shared office.

The shared office is different from the traditional office, which greatly reduces the office cost. It is suitable for small and medium-sized office enterprises and entrepreneurs. Because of the different users, the shared office furniture should be different. This paper studies the differences between the existing shared office furniture and the traditional office furniture from the perspective of emotional experience, investigates the characteristics and needs of the users of the shared office, and analyzes the population According to the characteristics of psychology and emotion, combined with the social and cultural level, the paper puts forward the furniture design direction suitable for the shared office.

## 2. Chapter I Development Status of Shared Office

### 2.1 Appearance of Shared Office

Shared office, also known as flexible office, joint office space, the birth of the shared office industry is to adapt to the situation and flourish. It comes from English co working space, which means that workers from different industries and enterprises work together in the shared office

space, and realize multiple sharing of public space, office space and equipment and facilities. Shared office provides standardized office space solutions for enterprises and tenants. Users no longer need to spend a lot of time and energy to arrange decoration and equipment purchase, reduce the large investment of enterprise customers in fixed assets such as office area, and do not need to spend money on purchasing basic office equipment in the early stage. They can focus more on the company's business, thus bringing cost savings. Compared with traditional office forms, shared office has the characteristics of openness, flexibility and mobility, which is a typical representative of space sharing economy.

The founder rents the office building for decoration, transforms it into an independent office space and shared work station, sublets it, and takes the start-up enterprise and freelance occupation as the main tenant group, and collects the corresponding work station fee.

Since 2015, China's shared office industry has seen explosive growth. At present, the domestic development is relatively good. There are many chain shared office brands, including Unocal workshop, Regus, Krypton space, Wework, Mojia and Orange space.

The author collected information through online search and made the table through his field visit as shown in Table 1.

**Table 1.** Information through online search

Serial	1	2	3	4	5	6
Name	Wework	Krypton space	Orange space	Mojia	Unocal workshop	Regus
Number in Wuhan	2	2	2	4	2	4
Expenses (yuan)	1200/ person / month	700/ person / month	500/ person / month	1200/ person / month	650-1600/ person / month	48 / m2 / month
Basic services	Community management team Industry and social activities Cleaning service	Reception reception Business gathering Business coaching professional consultants	Cleaning service Reception reception	Reception reception Online booking meeting room	Cleaning service Reception reception	Reception reception Cleaning service 24-hour security Administrative support
Infrastructure	WiFi Conference Room Printing equipment Sound proof telephone room Coffee shop and tea room	WiFi Conference Room Printing equipment Office furniture Coffee shop and tea room Video multifunction conference room	WiFi Conference Room Printing equipment Video multifunction conference room Coffee shop and tea room Book bar Fitness Equipment Air cleaner Microwave Oven	WiFi Independent office Printing equipment Tea room Projector and whiteboard	Conference Room Conference multi function hall Printing equipment Video multifunction conference room Coffee shop and tea room Book bar Fitness Equipment Vending machine Central air-conditioning	WiFi Conference Room Printing equipment Tea room Independent space

The highlight of We work's shared office is that it has a sound proof telephone room. When people answer and make private calls, they can enter the sound proof telephone room without worrying about the work and personal things being heard by others. Orange space and guest factory set up fitness equipment in public areas. Krypton space's shared office provides policy advice and entrepreneurial guidance, which can provide good help to those who are not clear about the direction of their initial business.

## 2.2 Comparative Study of Shared Office Space and Traditional Office Space

Compared with the traditional office, choosing the shared office space can save the decoration time and the cost of purchasing equipment. The settled personnel only need to "carry the bag to settle in". The shared office space provides the office area and leisure area, and the matching tables and chairs, sofa and tea room in the leisure area all have one. Entering the shared office and using

public facilities on demand can reduce the cost of meeting room, front desk, etc., and the shared office is to sign the contract on a monthly and quarterly basis to ensure the flexibility of the enterprise. Generally speaking, the shared office is an office space with low total price and convenient transportation and proper decoration. In the traditional office, employees are the same company, the protection of business secrets is stronger than that of shared office space, and the personnel sharing office space are more complex. The author only makes tables to compare traditional office space and shared office space from multiple perspectives (Table 2).

**Table 2.** Comparing traditional office space and shared office space from multiple perspectives

	Traditional office	Shared office
Position	Covering all sections	Most of them are located in good places in the downtown area, convenient for commuting
Cost	Rental, water and electricity property cost; security, front desk operation cost; office equipment, equipment and furniture purchase and maintenance cost; tea, drinks, snacks and other expenses	Rent (station)
Crowd	Young, middle-aged, the elderly all inclusive, various professions	Young and middle-aged groups, mainly entrepreneurial groups and engaged in emerging industries such as self media
Renovation	Simple and exquisite, various styles	Exquisite decoration and bright colors

### 2.3 Conclusion

Through communication with users of shared office space, the author learned and summarized the advantages and disadvantages of shared office (Table 3).

**Table 3.** Advantages and disadvantages of shared office

Advantages of sharing Office	Disadvantages of shared office
Small and micro enterprises can avoid many administrative Trivia	The resources in the conference room are tense, sometimes the appointment cannot be made, so it is necessary to coordinate the time of using the conference room with other people
Flexible location and adjustable space	Business secrets are not well protected. Employees of different companies share office space and lack privacy
The majority of new industries are engaged in, and there are many young people. Good atmosphere will also increase cooperation opportunities	Insufficient public equipment, such as microwave oven, dining area, sofa, etc
The decoration of the shared office is exquisite, and the office is mostly located in a good location in the downtown area, which is convenient for commuting	Interaction due to different working hours
Low office cost, only need to pay low station fee on a monthly basis	Discomfort caused by shutdown of central air conditioning when overtime is necessary

In the shared office space, large-scale activities, such as lectures, salons, exhibitions, etc., will often be held to attract the attention and participation of the settled enterprises and the external personnel, increase the exchange opportunities of the workers who are unfamiliar with each other, and promote the two-way exchange activities among the enterprise team, the enterprise team and

the external world. The disadvantage mentioned in the difference of working hours is that there are workers engaged in new media who start to work at noon, which coincides with the lunch break of most people, which has a certain impact on other people's rest.

Although the shared office can reduce the office cost and increase the communication of the group, it also increases the possibility of mutual interference, which also makes the trade secrets not be protected reliably and lack of privacy.

### **3. Chapter II Research on User Emotion of Shared Office Furniture**

#### **3.1 User Characteristics**

With the continuous development of Internet technology, sharing economy has profoundly changed people's work and life style. At present, the young people represented by the post-90s have become the main force in the workplace. These new generation of workers are particularly disgusted with the strict level of lattice, the rules and regulations and the complex interpersonal relationships. They are not willing to be strictly limited by the workplace and working time, and they are more eager for the unrestricted, free and open working environment. This generation has grown up with the Internet. It has little cultural difference with its peers in the world. It has a broader international vision and a stronger ability to think. It has a more fashionable concept, loves to create and innovate, has full power of action, has the courage to break the traditional and rigid things, and likes to try new concepts. At the same time, they are also very dependent on the Internet and electronic information products. They are good at and willing to use the Internet for work and life, communication and other activities, advocate showing themselves and achieving themselves, and most of them have the free and easy spirit of "all can be entertained". So the traditional office space is far from the preferences and needs of young professionals, and the emergence of shared office has attracted their attention. The characteristics of freedom, flexibility and openness quickly make young people become the cluster of shared office. Due to the low cost of shared office and the provision of front desk and consultants, many administrative trivia is avoided, and the enterprises settled in shared office are mostly small and medium-sized enterprises.

#### **3.2 Emotional Research**

The internal area of the shared office space can be divided into several spaces: independent office, fixed work area, meeting room public negotiation area, public service area and public rest area. The author found that there are differences in the degree of humanization of furniture and facilities in different regions. The conference room negotiation area and service area are the areas where users can meet, negotiate, print and have dining behaviors. They have good privacy and high facility intelligence. However, the furniture configuration in other areas needs to be improved. The space area of the independent office is limited. In order to save costs, enterprises do not have to sacrifice the sense of body and function of the furniture to some extent. They use basic furniture configuration and cloth Bureau form.

In the shared office space, it can be divided into private space and public space. The private space includes sound proof telephone room, personal work station, etc.; the public space includes leisure area and office area, tea bar, sofa, fitness equipment, meeting room, printing equipment, etc. in the shared leisure area.

The demand of the workers in the shared office space is that resource sharing is not limited to equipment, but also includes contacts, so it needs to increase multiple communication opportunities for groups. However, due to the different companies and types of work, it also needs to have privacy, that is, to break the boundaries between people and maintain their own space. And the shared office group has the characteristics of long office hours, high office intensity and diversified work forms, which has higher requirements for the flexibility, comfort, multi-function and color modeling of office furniture.

### **3.2.1 Emotional Orientation**

Because the founding enterprises of the shared office adopt the basic furniture configuration and layout form when arranging the shared office space, the furniture such as desk, seat, sofa in the leisure area is the same as the furniture of the traditional office, which does not distinguish the common office population and the shared office population, and lacks the emotional design of the shared office. To share the emotional experience of office workers, first of all, emotional positioning:

Shared office furniture should be caring and reduce people's mental burden and pressure to the greatest extent, because most users of shared office are entrepreneurs, who may have more mental pressure;

Comfort, furniture emotional design is to improve the comfort of the product, better reflect people-oriented is the initial intention of the design, with the comfort, safety and health of people when using the product as the starting point, consider the relationship between people and furniture while fully considering the relevant environmental factors, these shared office workers work with greater intensity, should provide higher comfort;

Use of office furniture to increase its functionality, explore the function of furniture, reasonably adjust the structure of furniture, make it structure balanced, function reasonable, constantly innovate the functional system, and combine with sustainable development materials;

Beauty, people's definition of beauty is closely related to the times, but with the different age, consumption level, education level and so on, they have their own subjective judgment. According to the shared office, most of them are young people, so emotional design for furniture focuses on conforming to the trend and giving users the enjoyment of beauty.

### **3.2.2 Multi-level Emotional Experience**

The expression of emotional level of shared office furniture products refers to the design to meet the emotional needs of people. When using the shared office, the first impression obtained from the senses is the visual sensory enjoyment. Generally speaking, the "pleasure of seeing" should give users a sense of comfort, combine different colors of different space design, and give users different emotional feedback, furniture and space. The colors match. The shared office should have a clear sense of space in the office area and leisure area. The office area can be more compact to make the office atmosphere better and more efficient; the leisure area is suitable to be scattered and open to relax people.

In the process of using the shared office furniture, we should make people "enjoy the use" and have its basic functionality. On this basis, we should explore a new functional system to show a more humanized design concept, so as to meet the needs of users and bring them a sense of pleasure.

Emotion is the subjective reflection of value relationship in human brain, and the deepest emotional level is psychological level. Office furniture should let users have empathy in use, that is, "aftertaste pleasure". It is necessary to tap the psychological needs of people and understand the voice of the users of the shared office.

## **4. Chapter III Research on the Design of Shared Office Furniture**

### **4.1 Combined with Comfortable Space Color**

The design of furniture should be combined with space color. Take the shared office park established by Google in Madrid as an example, and match the popular color with natural wood furniture to create a fresh and pleasant environment.

In order to complete this shared office park, create a dynamic space for local small and medium-sized enterprises to learn, share resources and collide different ideas. At the beginning of the design, the designer thought of the perfect integration of the traditional architectural style and the new design methods, so as to achieve the combination of classical and new fashion, and the

integration of history and modern style, which showed a unique environment for Google members, with the purpose of creating a space atmosphere full of the integration of ancient and modern.

When designing the color of the space environment, the working nature of the staff in the space is also a very important consideration. For example, in research institutions, it requires the staff to work carefully and safely, so they need to use elegant colors; in office spaces that need to stimulate the staff's thinking and imagination, they need to use bright and jumping colors to decorate; in some offices that need the staff to have a sense of tension, they need to use some elegant light colors, such as light blue and light green, as the wall color, but it's better not to use beige, because from the relationship between color and people's psychology, this color is easy to make people tired and drowsy. There can also be according to the office lighting for space color design, if the office back shade, insufficient lighting, people will feel cold.

This type of space color should not use cold color system, it is better to use brick red, orange red, Indian red and other colors to adjust to make people feel warm. For the walls in the office space environment, we should not use some colors with strong reflection, which will make people feel tired due to the influence of light, thus reducing people's work efficiency. In the color design of office space, different colors should be designed according to the actual situation and different functional areas, so that people will have different emotional feedback in different areas. In terms of space color matching, furniture should be designed in a unified style.

#### **4.2 Meet the Physiological Characteristics of Human**

The realization of emotional office furniture, first of all, needs to meet the physiological needs of the shared office group, avoid the frustration in the use of shared office as much as possible, and help the shared office group reduce the use pressure as much as possible. Therefore, the basic principle of emotional design is to meet the physiological characteristics of shared office groups. In order to meet the physiological characteristics of people, we need to consider the physiological characteristics of shared office groups in the design of office furniture products. This is mainly reflected in the appropriate scale, comfort, aesthetic and other aspects. Most of the shared office groups are young people. When designing, it is necessary to appropriately increase the applicable size and consider the adjustability of furniture. Here, the height and position of the desk can be adjusted, and the height and angle of the office chair can be adjusted to fit the physiological characteristics of people, so as to ensure the comfort of users.

#### **4.3 Meeting Privacy and Sharing Opportunities**

Most of the users of the shared office are small and medium-sized enterprises or individuals, the first thing to consider is privacy, but they can not completely block different enterprises. Most of them are young people, and they need more communication to promote cooperation. Therefore, the author thinks that the furniture in the office area needs to be added with baffles, such as the desk, set up the elevating baffles, and the work environment with strong privacy can improve the work efficiency. When communicating with the surrounding people, the baffles need to be removed, so as to communicate freely. In the leisure area, more sofa seats and sofas are designed to provide the possibility of increasing communication. In order to maintain the sense of privacy and communication, they are placed Single sofa that can turn.

### **5. Conclusion**

The emotional design of the existing shared office furniture is insufficient. The shared office furniture is the same as the traditional office furniture, which is due to the cost saving of the founder. Compared with the traditional office crowd, the users of shared office have distinct characteristics. According to the research on the characteristics and needs of the people who share office, to meet the emotional needs of the people who share office, it is necessary to improve the furniture in the shared office space from the aspects of care, comfort, functionality and aesthetics. The designed

furniture products should conform to the characteristics of space color, ergonomics, and users' communication and privacy.

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