

Research on the Pain Points of Good Life Product Design in the New Infrastructure Era

Yufen Li

Guangzhou Huashang College, Guangzhou, Guangdong, 511300, China

Abstract: *The design of the new infrastructure era empowers the people to live a better life and leads the people's new aesthetic lifestyle. From analyzing the cognition of the pain points of product design, focusing on the needs of people's livelihood and the practical problems of design, finding ways to solve the problem, enjoying the design of a better life, and a pleasant experience that resonates and subtly; gradually optimizes the boundary issues related to the design of a better life, and makes the design more Serve the people's livelihood well, create more ways of life, and let the people realize the long-awaited beautiful life.*

Keywords: *New infrastructure; Better life; Life aesthetics; Design pain points; Pleasant experience*

1. Introduction

With the chain development, new infrastructure has spawned many new models and supporting design services to meet the needs of the people and improve the quality of life and happiness index. Accelerate the pace of new infrastructure construction, face the comprehensive development of people's livelihood needs, highlight the theme of people's livelihood design, and change new directions and general trends. Starting from the design of a better life, it is an integrated development process. Meeting the needs of the people for a better life and solving the pain points of product design are inseparable from the supply of people's livelihood policies, and it is necessary to optimize insufficient and unbalanced paths. "Made in China 2025" puts forward the mission of design, and the mission of design has also been put forward in "Mass Entrepreneurship, Mass Innovation"; it is related to the new strategy for the development of socialism with Chinese characteristics [1]. The reform of people's livelihood is imminent, and the design service has changed the unsalable status of traditional handicrafts and successfully transformed in the "Internet + sales". The vigorous new marketing thinking has spawned new industries, and the industry has fissioned into new formats. The design service changes, the production value and the consumption value fast match and the connection, stimulates the whole society positive initiative innovation design, is advantageous to the economic development and enhances the people's living standard.

2. Product design pain points and a better life

There is a great difference between the "pain" defined in medicine and the "pain point" that appears in the design. General pain is the perceptual process caused by injury. The pain point in design is the troubled problem related to people's needs in the process of satisfying life, and it is necessary to solve practical problems from the perspective of design. Solving the discomfort in life and using design products to solve the "pain points" that people just need can generally stop the so-called "pain" in life. "Pain points" have always been a topic of discussion in design, and today's Internet celebrity products or popular models are also to solve pain points (or itch points). The relationship between a better life and design is mainly reflected in: user experience is the core issue that dominates the core of brand design [2]. The products designed by designers involve the aspects of life, social interaction and work entertainment, etc., to achieve people's entertainment purpose for a better life and the pursuit of a better life [3]. Solving the basic problems of designing a better life requires re-evaluating and recognizing the relationship between design and pain points; that is, to meet the increasing demands, but still not really solve the pain points.

As a social person, we have the right to pursue a better life and gain a sense of satisfaction; use "beauty" to create human happiness. Practical and effective practice creates miracles in life and improves people's quality of life; it exudes the light of individuals, and social ethics are also spurring

people^[4]. As General Secretary Xi Jinping highly summarized: “The people’s yearning for a better life is our goal”^[5]. “Beautiful life” is the people’s high expectation for life, hoping that there will be an experiential beauty that guarantees free will, an ecological aesthetic that rationally recognizes and respects the basic social order, and a state of beauty in which people’s hearts are kind. The ever-changing creative design serves people’s livelihood, and the design of a better life is coming; it solves various problems in life, and the design products bring people joyful emotions, which will melt into the details of life for a long time. Life is full of beauty, people live in design aesthetics and experience the beautiful life brought by life aesthetics.

3. The value of product design pain point cognition in good life

The common needs of digital upgrade and transformation in the new infrastructure era resort to “new platforms”^[6]. The design of a better life needs to recognize and solve the design pain points according to the actual situation, meet the needs of different levels and reflect different values. First of all, the value of product design pain point cognition in a better life arouses the psychological attention of consumers and designers. Maslow’s Hierarchy of Needs Theory reflects differences, and shows the process of people’s pursuit of a better life from bottom to top. Design needs to shoulder different values in different times, and has made great contributions to improving the human happiness index. Designers study user portraits and develop high-quality products not only with sincere emotion, but also with social responsibility. The appearance of high-quality aesthetic products will bring visual pleasure, and the aesthetic value of social positive energy will be transmitted; the pleasant functionality of experience products will increasingly meet the people’s special needs for a better life^[7]. Secondly, the value of product design pain point cognition in a better life can lead a new way of life. Design needs lead to a better life, starting from the ideology of design concepts, linking needs for cross-industry resource integration; satisfying people’s pursuit of a better life, especially the pursuit of life aesthetics and a good-quality living space. The industry chain is getting closer and closer, and the industries work together to become more subtle; the demand for a better life is becoming more and more, and the trend of inter-industry integration and symbiosis has increased sharply. Third, the value of product design pain point cognition in a better life can enhance the confidence of Guochao culture^[8]. From consumption to aesthetic design, a better life model of simple things has emerged. With the rise of the national tide culture, enterprises and traditional craftsmen have cooperated in new models, and original designs with cultural characteristics - customized gifts have appeared one after another; natural creations and life aesthetics business circles have entered the Chinese design stage with the imprint of their bones, and Chinese design The system has changed dramatically. The heart has a place to live, and the object has a direction; the design orders dedicated to a better life are coming. Chinese traditional culture is emerging in modern life, and products are developed according to market orientation. Starting from the design pain points, traditional elements are reorganized to design products with a good touch and “beauty” that make people suffocate; products with good user experience play a role in a flexible way of life.

4. Specific analysis of product design pain point cognition in good life

4.1. Bringing different life experiences

Design can solve the short board problem of people’s needs in a better life. Good products have relatively accurate cognition of users and are unified in the common experience of users. Set the product to speak with quality; cause consumer psychological resonance, in line with consumer purchase habits and use psychology; to solve the problem of consumer demand in life, constantly incubating new ways of life, to create a better life. However, the inappropriate supporting environment will lead to the difference in user experience of products, and the phenomenon of “false demand” will occur. The new infrastructure vision focuses on the design of the elderly group, and is inclined to the Internet, and more is to link “5G, artificial intelligence and industrial networking” across borders; the “Internet and elderly care” service model has also entered the stage of history^[9]. Due to the differences in infrastructure between urban and rural areas, it is urgent to solve the design of a better life due to the bad product experience caused by the usage scenarios. This is a question worth thinking about in the design process; how to break the barriers of bad experience? Update the design concept, take the integrated Internet thinking as the driving force for innovation, and design better products with the help of “new infrastructure + new business formats” to serve the new model of smart elderly care. In the design of a better life, ecological construction cannot be ignored. “Design, technology, industry

and capital” create a design ecological service system, link business and technology, and a new model of better life design emerges. “Ecological livability” and green and low-carbon design are like twin sisters, which do not damage the original ecological environment, reduce the pressure on the environment, publicize the local cultural characteristics, and highlight the regional ecological design. Use design to solve the “pain points” in life, guide people to rationally pursue modern life, and lead the new infrastructure era to create a better life.

4.2. Limited balanced life creativity

In real life, people and design suppliers have an unbalanced understanding of the design of a better life, and a separate ideal beauty imprisons ideas. Driven by market demand orders, the suppliers do not really realize the needs of the people. This imbalance consciousness, realize the people are too few! The design products pay attention to the experience between human-computer interaction and the environment, accurately consider the product function, restore the user’s portrait life scene, and design the smart family products that are needed for smart life. In the new infrastructure era, the emergence of big data has provided strong support for seizing market design opportunities. Driven by new infrastructure, data analysis breaks the imbalance of design cognition. With the continuous improvement and development of cognition, the design has changed the way of life. The public experience the joyful products to make life better!

4.3. The timeliness of consumption of material quality

The cultural consumption of the people has been continuously upgraded, and countermeasures have been designed to improve and serve people’s lives. Inherited continuously from traditional life, cultural and creative products with warm skills inherit the creative practice of the people. Design is “people-oriented”; designers serve the whole people; cultural and creative products are the link between industries, which solves the urgent problem of cultural inheritance. Designers solve practical problems intelligently, coordinate urban and rural development, implement “design poverty alleviation” and “design help agriculture” plan; make concerted efforts to “rich life” in rural areas ^[10]. Taking urban and rural areas into consideration, giving full play to resource advantages, and promoting the development of creative and emerging industries in rural areas. Under the core values of socialism, it will meet the material and cultural needs of the people, take the people as the center, and continuously serve the country’s development strategy in the new era. The new industrial development model drives the new economy in rural areas, and we work hard on the quality and effectiveness of products; creating infrastructure construction in line with people’s conditions is the fundamental solution to the design of a better life.

5. Study on the cognitive significance of the pain point of good life product design in the new infrastructure era

The new infrastructure era pays more attention to the practical problems of the Chinese people, especially to gradually solve the needs of real life; the design of a better life begins with solving the “pain points” of design, painstakingly and easily solved, so that design can better serve people’s livelihood, lead and innovate beautiful way of life; to meet people’s needs for a better life.

5.1. Conducive to the development of new products to improve the quality of life

What kind of products are designed to really touch the needs of a better life? Constantly thinking :’Create a better life for most people’ and design products with vitality ^[11]; this is the design mission proposed by Hangzhou Wuming Furniture Co., Ltd. Re-examine product development, design good durable, simple appearance and complex structure and highly unified products ; solving the just-needed problem of a better life, let the design products of demand innovate life freely and improve the quality of a better life.

5.2. Importance of repositioning user experience

The products are spread through the Internet, and the products with the “celebrity or famous award effect” gimmick play the advantage of sales strategy. Starting from the point of view of people’s personal experience, we do it in a solid way: “products that can tell stories”; practically solve people’s

daily practical problems, rather than showing off. New products lead a new way of life, improve people's living standards, make people's lives more pleasant, and make great strides in the direction of a better life.

5.3. Conducive to designing new economic products that take into account urban and rural development

The coordinated development of urban and rural areas in design and culture, resource allocation, market sales and design service links, to achieve upstream and downstream cooperation between core technologies; joint research and development of shared products, bringing new opportunities to take into account the rapid development of urban and rural areas. Under the Internet development model, it focuses on solving the pain points of quality and effectiveness of the design of a better life, and exploring the growth space of the design of a better life.

6. Conclusion

Fully grasp the new infrastructure construction planning, optimize the people's livelihood supply policy, let the design truly serve the people's livelihood, develop design products with positive experience, meet the needs of a better life. Every moment grasp the law of the development of things, constantly accumulate and comb, with the design concept of "good life" to design a happy good design, so that life on the basis of just need everywhere full of aesthetics.

Acknowledgements

Fund Project: The pilot course of the 2021 school-level ideological and political pilot construction project of Huashang College of Guangdong University of Finance and Economics "Design Psychology" (HS2021KCSZ35); Guangdong Provincial Department of Education Higher Education Teaching Reform Project "Product Design under the Background of "Internet + Big Data" Course Maker Teaching Practice Research" (HS2019ZLGC15).

References

- [1] Tang Y, 2017, *Six major thesis on socialism with Chinese characteristics.Theoretical Review*, (08): 20-22.
- [2] Cui W, 2020, *Thinking about the development trend of brand design from the future life scene.Art observation*, (09): 69-70.
- [3] Li P and Wu C, 2020, *Possibility-driven positive experience design method. Packaging Engineering*, (22): 89-94.
- [4] Wang L, 2018, *On the ethical implications of a better life, Ethics Research*, (06): 18-22.
- [5] Chu J, 2019, *Adhering to and practicing the people-centered development thought. Frontline*, (12): 26-28.
- [6] Wang X, 2020, *Grasp the new infrastructure layout of new industries. China Finance*, (12): 33-34.
- [7] Chen S and Zeng W, 2019, *The need for a better life and the optimization of the supply of livelihood policies. Journal of China University of Geosciences (Social Science Edition)*, (03): 162-172.
- [8] Liang M, 2020, *From Consumption Design to Aesthetic Design: Technology, Life and Design Aesthetics in the Age of Consumption . Art Hundreds of Art*, (06): 23-29+179.
- [9] Wang J and Du H, 2018, *The dilemma and path choice of the elderly care service model in Liaoning Province under the background of "Internet +". Foreign Economic and Trade*, (06): 97-98+118.
- [10] Pan L, 2018, *Design serves people's livelihood. Art Research*, (05): 111-116.
- [11] Zhao Y and Li Y, 2020, *Home: Create a better life for most people. Decoration*, (01): 64-69.