1. INTRODUCTION

Recently, it has been said that living space needs experience value, same as service industries. To enhance the fulfillment of experience value, is very important to increase “Affective value”. To clarify affective value, we focused on “Emotion” and the “Emotional Trigger” while staying at a living space.

In Japan, bathroom is usually separated into 3 rooms. First one is a place for voiding, second one is a place for bath, and the last one which we call “Powder Room” is used for many purposes, such as dressing, washing hands, and laundry. We chose this powder room as a first target for analyzing.

To clarify the emotions and emotional triggers at a powder room, we mapped the relationships between emotions and those emotional triggers on eight-quadrant through some user researches and analyses.

As a next step of this study, we externalized the data of one scene, starting from “Dressing in the morning” which is the main usage of a powder room. From comparative analysis of 4 representatives, we draw two types of emotional causal relationships at a powder room on eight-quadrant through some user researches and analyses.

2. PREVIOUS STUDY

On the previous study, we had researches and analyses as follows [1, 2].

2.1 User Interview
First, we conducted an online interview hearing about emotions and those emotional triggers while staying at a powder room. We interviewed 12 women for 10 days, and we got 153 pages of interview data on A4 size.

2.2 Data Extraction
Consulting previous studies about emotion, we extracted data of emotions and those emotional triggers using syntax analysis. We extracted 47 negative emotional words, 173 negative emotional triggers, 37 positive emotional words, and 332 positive emotional triggers.

2.3 Measuring of Emotional Words
We had a questionnaire for 3000 women to measure the extracted emotional words on a scale of “−10” as most negative to “10” as most positive. Contrary to our expectation, the result showed that the scores of the emotional words were categorized in 4 different meaning groups, “gloom”, “bothersome”, “relax”, and “active”, which didn’t include differences in importance.

2.4 Classifying of Emotional Triggers
We classified the extracted emotional triggers into 2 groups by KJ method. The first group include triggers about oneself, such as “conditions of one’s body” and “one’s action to do something”. The second group include triggers from others, such as “smells of cosmetics”, “communication with family”, and “surrounding environment”.

Abstract: To increase affective value of living space, we’ve been approaching to clarify the emotions and those emotional triggers while dressing at a powder room. From analyzing online interview data of 8 women, we externalized the difference between emotional causal relationship of “Dressing to see someone” like family outing and that of “Dressing without any purpose to see someone”. Construe the frequency of seeing someone as “sociality”, we made a discussion about its influence on the emotional causal relationship, referring to the change of sociality through Covid-19.

Keywords: Affective value, Emotional trigger, Powder room, Emotion while dressing, Emotional causal relationship, Sociality
2.5 Four-quadrant of Emotional Triggers

Using the results of 2.3 and 2.4, we mapped the relationship between emotions and those emotional triggers on eight-quadrant (Table 1). This result clarified the total picture of emotional triggers at a powder room.

2.6 Illustrate Emotional Causal Relationship

As a next step of this study, we focused on one scene of dressing in the morning, and draw two types of emotional causal relationship, from conducting comparative analysis of 4 representatives.

The first one is full time homemakers’ and the second one is employees’. Full time homemakers’ emotions while dressing move from negative to positive only because of triggers about themselves (Figure 1).

On the other hand, employees’ emotions while dressing move by various emotional triggers including triggers from others, affecting other triggers about oneself and from others (Figure 2).

Those results showed that the most influential triggers while dressing in the morning are triggers about one’s body, and full-time homemakers move their emotions only by those triggers. On the other hand, employees also move their emotions by triggers about action, object, and context.

We considered that this difference may come from relationship with non-family members.

| Table 1: Eight-quadrant of Emotional Triggers |
|---------------------------------------------|
| **Emotion**                                |
| **Negative**                               |
| Gloom                                      |
| Bothersome                                 |
| **Positive**                               |
| Relax                                      |
| Active                                     |
| **Emotion Trigger**                        |
| About oneself                              |
| Bad Physical Condition                     |
| Amotivational Condition                    |
| Elimination of Negative Problem            |
| Physical Perfection                        |
| From others                                |
| Discomfort Situation                       |
| Messy                                      |
| Attachment                                 |
| Comfort Situation                          |

**Figure 1:** Emotional causal relationship of full time homemaker

**Figure 2:** Emotional causal relationship of employee
3. ANALYSIS METHOD

To review the previous consideration that relationship with non-family members affect the emotional causal relationship while dressing in the morning, we conducted comparative analysis from 8 examinees who had the most amount of data from 2 attributes, age and job status. This is twice as many representatives as previous study. The analyze procedure is as follows.

3.1 Compare the Rate of Emotional Triggers

To analyze the differences of emotional triggers among 8 examinees, we counted the data quantity of each emotional trigger category of each examinee. The categories are shown in Table 2.

3.2 Analyze Details of Emotional Triggers

To clarify the differences among 8 examinees, we reviewed interview data of each examinee about 6 emotional trigger categories.

3.3 Compare the Rate of Negative Emotion and Positive Emotion

To analyze the affection from the different rate of emotional triggers, we counted the data quantity of each examinee’s negative emotional words and positive emotional words which uttered about dressing, and we made it into a pie chart.

3.4 Analyze Details of Positive Emotional Triggers

To clarify the positive emotional triggers while dressing in the morning, we reviewed the result of 3.2.

3.5 Illustrate Emotional Causal Relationship

From analysis results, we made new two emotional causal relationships as conclusion.

4. ANALYSIS RESULT

4.1 Rate of Emotional Triggers

The result is shown in Figure 3. A–H indicates 8 examinees. In contraction to the previous consideration, full time homemaker B has various kinds of emotional trigger categories, and employee H mostly move her emotion by triggers about her body which oppose to other employees’ results. To find the reason of these differences, we reviewed interview data of each examinee.

4.2 Details of Characteristic Emotional Triggers

We analyzed details of emotional trigger categories which accounted more than 15%.

Full time homemakers’ result is shown in Figure 4. Triggers of A and C only consist of body, while triggers of B and D consist of 3 categories which is similar to employees’. Triggers of B include “Organizing reunion”.

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### Table 2: Category of Emotional Trigger

| Category          | Content            | Example                          |
|-------------------|--------------------|----------------------------------|
| Trigger about oneself |
| Mind              | Inner factor of oneself | • feeling lousy                  |
| Body              | Physical factor of oneself | • good condition of one’s skin                       |
| Action            | Factor of one’s action, behavior or thinking | • doing one’s hair                  |
| Trigger from others |
| Person            | Factor related with other person | • family (child, husband)          |
| Object            | Tangible and Intangible | • makeup creme                    |
| Place             | place where one’s being | • powder room                     |
| Context           | Surrounding environment, situations, or other abstract factors | • warmth, brightness               |
|                   |                    | • weekday morning, dressing for family outing          |
|                   |                    | • work                                           |

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**Figure 3**: Rate of Emotional Triggers
Through this activity, B may be raised the relationship with non-family members. It shows that relationship with non-family members other than work will raise sensitivity while dressing.

Triggers of B include “ski resort”, and D include “plan to go out”. Dressing for specific purpose, such as going out also can be the reason why their emotional triggers are multiple as employees'.

Employees’ result is shown in Figure 5. H who had 80% of emotional trigger about her body, also had emotional triggers about object for 20%. It follows the previous consideration that employees have various triggers other than body.

4.3 Rate of Negative Emotion and Positive Emotion

The result is shown in Figure 6. The ratio of full-time homemaker A, C, and employee E were equally divided. While positive rate of full-time homemaker B, C, employee F, G, and H were higher than negative rate. This result shows that job status doesn’t affect the balance of positive and negative emotion. To discover the cause of these results, we reanalyzed the results of Figure 4 and Figure 5.
4.4 Details of Positive Emotional Triggers
From Figure 4 and Figure 5, B, D, G, and H had no negative triggers from others but positive triggers. Those positive triggers are ski resort, plan to go out, and cosmetics. Having happy plans or using cosmetics that ones like may become positive emotional triggers while dressing. F had no negative triggers about their body and action. Needless to say, well-dressed and act as planned also become positive emotional triggers.

4.5 Illustrate Emotional Causal Relationship
From analyzed results, we considered that emotional causal relationship differs between dressing without specific purpose and dressing with specific purpose (Figure 7, Figure 8).
Dressing without specific purpose draws simple loop inside of the trigger category about oneself (Figure 7). On the other hand, dressing with specific purpose draws complex loop including triggers from others (Figure 8).

5. CONCLUDING REMARKS

To clarify the effective trigger to the emotional causal relationship of dressing in the morning, we conducted reanalysis using 8 examinees’ interview data.

From analysis results, we verified that “relationship with non-family members” effects emotional causal relationship of dressing in the morning.

Furthermore, having specific purpose for dressing widely affects the emotional causal relationship. According to the results of employee E that dressing for negative plan also made the causal relationship complex, the purpose for dressing effect causal relationship whether it is positive plan or negative plan. The important point is whether the plan includes chances to see someone or to be seen from someone.

Covid-19 brought us the new era of relationship with others. Online drinking party became popular and the number of workers from home is increasing. This new era may change this emotional causal relationship while dressing. We will keep following this long-term trend.

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