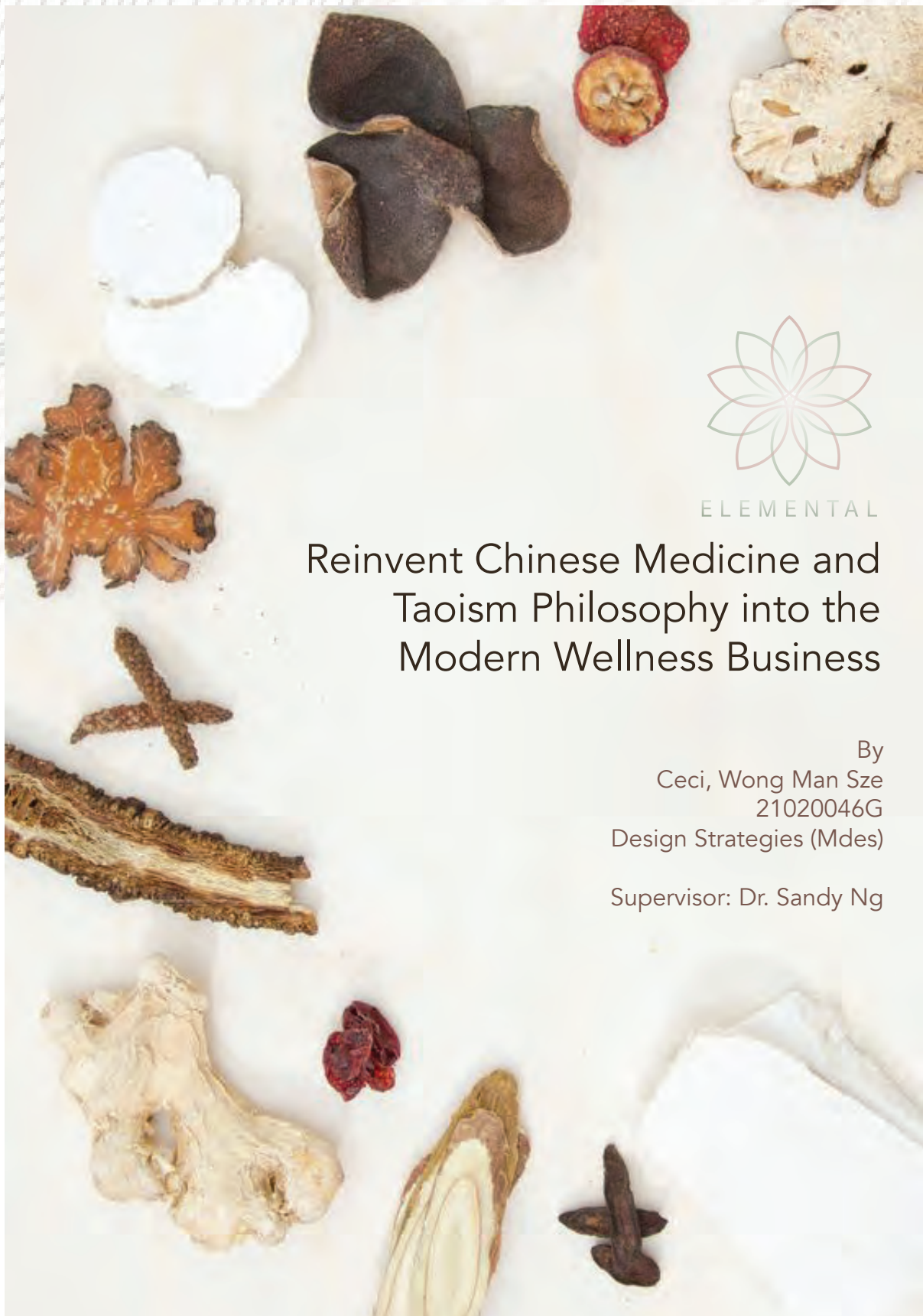


The Hong Kong Polytechnic University
School of Design

SD5303 A Proposition for Design Opportunity
Final Report
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ELEMENTAL

Reinvent Chinese Medicine and Taoism Philosophy into the Modern Wellness Business

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1 Abstract

In recent years, there has been a greater global knowledge of traditional Chinese culture, particularly in regards to Chinese medicine and metaphysics. In China, Wu Shu (五術) refers to Mountain (山(仙)), Medicine(醫), Life(命), Appearance (相) and Divination (卜) has a lengthy history that has been documented in Yi Jing (易經). Chinese medicine (醫) and metaphysics (玄學) are inextricably linked in their evolution as two of Taoism's central ideas. In spite of the fact that some still regard metaphysics as pseudoscience, Chinese medicine can be seen as similar to metaphysics in terms of the reasoning involved in balancing various elements to achieve a state of harmony. However, because most of them are complex and challenging to comprehend, it is difficult for people to understand and implement this knowledge.

Physical and emotional health are known as "Well-being," which is one of the Sustainable Development Goals of 2030, and people became aware of this concept after the pandemic. Chinese medicine regimen is one of the methods people use to reduce stress and achieve a sense of balance in their lives. Various Chinese medicine-integrated wellness businesses are available in the market today, including soup and herbal tea stands, Chinese massage shops, and beauty and body-care acupuncture services. However, are those treatments and foods suitable for everyone? And can they provide a holistic and professional wellness business that is able to offer customers an all-rounded service with a comprehensive overview of health? According to Chinese medicine, everyone has a unique physique and they should be treated accordingly to achieve the best results and avoid negative effects. Therefore, it is important to understand the physique and to obtain professional advice regarding medical treatment. Apart from receiving the treatment passively, customers should also improve their self-awareness or lifestyles for long-term health habits.

There are different body checks in Western medicine, so why shouldn't Chinese medicine offer a similar service? It is important to convey Chinese medicine knowledge in a way that is understandable to the general public to raise public health awareness. Additionally, in order to survive and grow in a borderless manner, it is important that Chinese medicine integrated wellness businesses transform into a new model in the future economy. The design concept of this article - **Elemental Wellness Club** would be a new era of wellness business. By reinventing Chinese medicine and Taoism philosophy into the modern wellness business in a human-centered manner, we are able to bring the traditional wisdom of the regimen to the public and contribute to a more positive and healthy society and the growth of the wellness industry.

Keywords: Chinese tradition, Well-being, Human-centric, Value creation, Transformation Economy

2 Introduction

Hello everyone, this is Ceci Wong. I am a lover of Chinese culture and have studied Chinese metaphysics and traditional painting for more than seven years. In Hong Kong society, Chinese culture lovers are always regarded as old-fashioned and outdated. However, I have noticed that the trend in Hong Kong has changed in recent years against Chinese culture and art. A growing number of people are becoming interested in Chinese traditional culture and wish to gain a deeper understanding of it. In these ten years, Hong Kong Palace Museum was built, more Chinese calligraphy and painting classes were established, and various kinds of wellness businesses integrating Chinese medicine were developed. This shows that traditional Chinese culture is gaining in popularity and acceptance among the public, and is once again becoming a trend.

Through learning Chinese metaphysics, I discovered that many aspects of Chinese knowledge are derived from Yi Jing (易經) because Chinese philosophy believes that Yin and Yang are the fundamentals of all things. The book explains the system of nature, the body of a human, as well as the relationship between humans and nature. Therefore, I believe that Chinese medicine and Taoism philosophy can be integrated into people's everyday lives in order to improve their physical and emotional health, as well as to understand their purpose in life. Modern cities such as Hong Kong are characterized by a fast-paced lifestyle and a disregard for wellness. In particular, during the pandemic, people were subjected to greater pressures and challenges as a result of the economic downturn and social separation. The experience makes people re-evaluate the meaning of life and their lifestyle. Do we live our lives according to our desires and live happily, or are we just existing? Materialism and capitalism are commonplace in Hong Kong, and many people never stop striving for money and social status. Perhaps it would be a good opportunity for people to take a break and be inspired by the Taoism philosophy of living.

In this paper, a holistic wellness club with a human-centric approach is proposed to improve the well-being of Hong Kong people. It aims to inspire individuals in an innovative manner to raise their self-awareness and identify new possibilities of different aspects in their lives. Finally, it is hoped that Hong Kong people can be happier, more innovative, more connected to the nature, and to have a positive attitude when faced with challenges, resulting in a more harmonious society in the future.



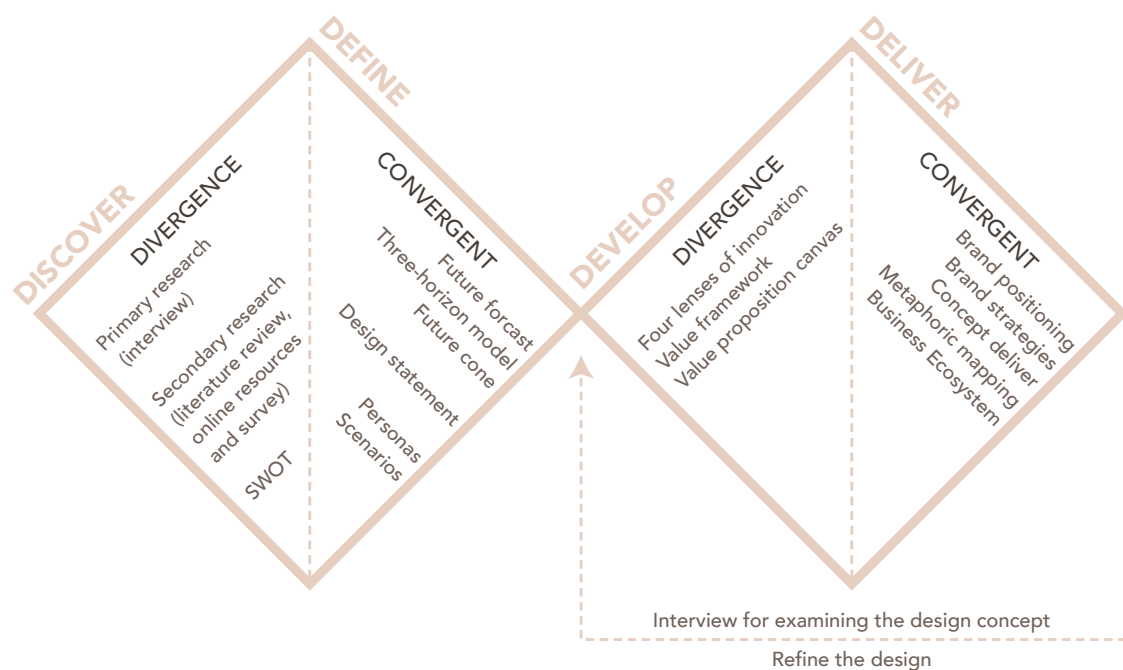


Figure 1

The structure of this essay uses the double diamond model (Figure 1) throughout the whole article. It breaks down into six sections as below:

1. Discover & Opportunities

Using a combination of primary research (interview) and secondary research (literature review, online resources and survey from the Academy of Hong Kong Studies), the current attitude of Hong Kong people toward their well-being and the wellness business market, as well as information about Chinese medicine and Taoism philosophy was examined. In addition, the previous research will assist in identifying the product opportunity gap and determining the next steps.

2. Define – Problem & Design

Based on the opportunity gap, a forecast of the future wellness business has been developed using the three-horizon model and future cone. This model is used to illustrate potential futures for the industry and to identify the most feasible direction for development. Then, a design statement would be prepared to clearly convey the essay's design intent. As part of this section, we also provide a definition of our target market segment and a few personas along with a scenario for the future to give a more complete explanation.

3. Ideation development

For the ideation section, four lenses of innovation are used to create innovations that address emotional, functional, process, and sustainable aspects. Through the implementation of these innovations, a new value framework for the transformative economy wellness business is created. As a final step, a value proposition canvas is used to demonstrate the benefits, experiences, and features that can be delivered as a result of the new design in order to satisfy people's needs, wants, and fears.

4. Deliver – Brand building for the future wellness business

In the deliver stage, a more detailed market analysis and comparison is performed in order to specify the differences between the modern wellness business and the existing business in Hong Kong. Afterwards, we will present the brand strategy and concept design for the wellness club. The prototypes and detailed customer journey map will be demonstrated to give a good understanding of the overall design. Finally, the design concept would be warped up with the metaphoric mapping.

5. Value creation & deliver

Following the creation of the design, this section would illustrate the value flow in the ecosystem of the wellness club. It explains how different values were delivered and supported by different stakeholders.

6. Examination of the Design

Last but not least, a design evaluation would be conducted with the potential users and with a professional Chinese doctor. To further improve the design concept, the design concept can be co-delivered with interviewees to better achieve the human-centred design approach.

Design is not only about fulfilling people's needs but also about enabling people and creating a better world. In this project, the goal is to build a happier and more positive city where Hong Kong residents can live life to the fullest and find meaning in it.

3

DISCOVER OPPORTUNITIES

3.1 Current Situation of Modern Hong Kong Society about the Well-being

3.1.1 Well-being Definition in the Modern Society

3.1.2 SET factors analysis

3.1.3 Interview people with well-being awareness

3.2 Current Market of Wellness Business

3.2.1 Wellness product market in Hong Kong

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3.3.1 Yin Yang & 5 elements

3.3.2 Wellness business inspired by Chinese Medicine

3.3.3 People's attitude towards Chinese Medicine & Treatments

3.4 Product Opportunity

3.4.1 Weak signals

3.4.2 Missing Value in the Existing Wellness Business

3.4.3 Product Opportunity Gap

3.1 Current Situation of Modern Hong Kong Society about the Well-being

There has been a decline in wellness among Hong Kong residents in recent years, particularly during the pandemic. According to the latest survey conducted under "Mental Health Month", an annual awareness campaign co-organized by rehabilitation groups and public bodies, Hongkongers' average mental health score decreased from 48.03 in 2021 to 47.64 in 2022. Generally, a score of 52 is considered a passing score. However, Hongkongers have failed to reach the mark for five consecutive years.

33% of respondents believe that their work negatively impacts their mental health, followed by their future prospects (27.7%) and financial situation (26.9%). According to the survey, 15.3% of participants suffer from anxiety and 12.1% have symptoms of depression. Among all the interviewees, the 35-54 age group scores the lowest in terms of mental health.

The current state of wellness of Hong Kong's residents is unsatisfactory. We must take action to improve it in order to make Hong Kong a happier place to live.

3.1.1 Well-being Definition in the Modern Society

Before we get into the the phenomena analysis of Hong Kong people's wellness, the definition of wellness should be studied to clarify what is the meaning and what do it include.

From World Health Organization (WHO):

Mental health is an integral and essential component of health.

The WHO constitution states: "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." Therefore, an important implication of this definition is that mental health is more than just the absence of mental disorders or disabilities.

"See the simple and embrace the primal, diminish the self and curb the desires."

"Tao follows the ways of itself."

“見素抱朴、少私寡欲” “道法自然”

- "Tao Te Ching"

– 《道德經》

In Chinese Taoism, well-being is inextricably linked with "harmony" or "balance" in all aspects of the individual's life. According to Taoist philosophy, well-being is achieved by living in harmony with nature and cultivating balance and harmony in the body, mind, and spirit.

Besides cultivating virtues such as humility, compassion, and simplicity, Taoism emphasizes the importance of living a meaningful and purposeful life. By cultivating a sense of inner peace and contentment, individuals are encouraged to let go of attachment to material possessions and external circumstances.

The definitions of Well-being from WHO show that Well-being is not only strictly defined by physical and mental health. It should be a holistic approach to health, including different areas in modern society.

American psychologist and educator Martin Seligman designed the PERMA Model (Figure 2). It represents the five core elements of happiness and well-being - Positive Emotion, Engagement, Relationships, Meaning, and Accomplishments.

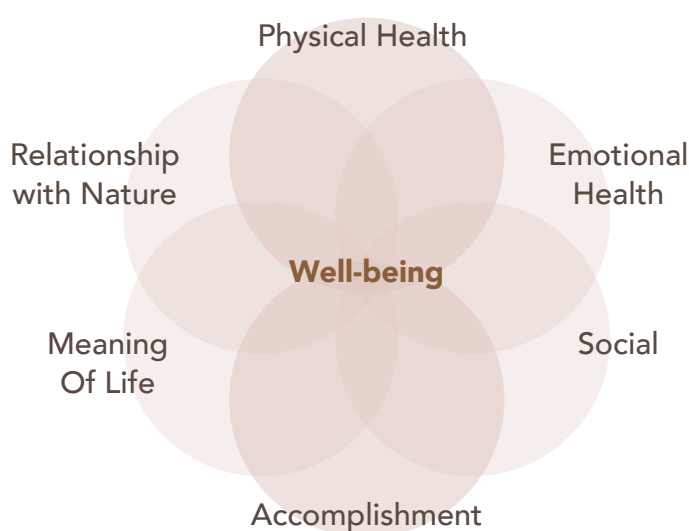


Figure 2

Physical health:

An individual's body is functioning at its optimal level, free from illness, injury, or disease.

Emotional health:

It encompasses the ability to manage emotions effectively and cope with the challenges of life in a healthy way.

Social:

The ability of an individual to interact positively with others, form and maintain healthy relationships. To create quantity and quality of social connections and the ability to communicate effectively and empathetically with others.

Accomplishment:

Personal achievements create feelings of satisfaction, pride, and fulfilment. It can be an important source of motivation and self-esteem, as they provide evidence of one's competence, skill, and value.

Meaning of Life:

By achieving personal goals in different areas e.g. career, contribution to society or spiritual enlightenment, it can help people to find their meaning in life and pursue happiness.

Relationship with Nature:

Having a positive relationship with Nature can balance people's physical and mental health, such as reducing stress and promoting relaxation. Environmental well-being connects with humans closely as people are greatly affected by the environment. Therefore, it is important to preserve and protect nature.

In this article, the design concept will be based on the PERMA Model to help people improve their well-being in different aspects and therefore achieve a holistic well-being.

3.1.2 SET factors analysis

The next part will go through the social, environmental/economic, and technological aspects of Hong Kong people's wellness. More phenomena will be discovered in these dimensions.

SOCIAL

Raise awareness of Physical & Mental health:

Hong Kong people become more aware of the importance of physical and mental health after the pandemic because of the isolation and social distance. They look for a balanced lifestyle and try to keep their bodies healthy through healthy diet, exercise and relaxation. This trend can be seen in the increasing usage of fitness and meditation apps, classes and related devices and tools.

Harmony:

People have strived to live in harmony with one another, the environment, and the universe in recent years, which greatly impacts Western society. However, this is also a core value of Chinese culture and can be found in ancient Chinese philosophy.

More ways to release stress:

There are more ways to release stress during and after the pandemic, for example, yoga, retreat holidays and meditation class. It shows the demand for these stress-releasing activities is increasing.

Spirituality:

Some people may find happiness through spirituality, such as Buddhism, Christianity or other spiritual beliefs. These religions and traditions may value inner tranquility, self-cultivation, and living in harmony with nature.

Personalized Treatment:

Treatment that takes into account an individual's unique genetic, environmental, and lifestyle factors to tailor treatment plans that are most effective for that individual. Especially for mental health and treatment, a personalized plan will increase effectiveness and help solve different people's problems.

ENVIRONMENT / ECONOMY

Materialism & consumerism:

The pleasure of acquiring material possessions is often short-lived, as people quickly adapt to their new possessions and begin to desire more. A never-ending cycle can be emotionally and financially draining.

Experiential consumption:

People nowadays are not only satisfied with material consumption, but also looking for a new experience which can give them next level five senses of excitement, for example, immersive art exhibitions and AR games.

Fast-paced living:

It is common for Hong Kong people to walk fast, and work fast, so everything is done quickly and long working hours are common. This creates a lot of stress and a lack of peacefulness for the people living here.

Dense Living:

Those who live in Hong Kong feel suffocated by the cramped spaces and dense city planning. It creates more stressful living conditions because of the crowdedness, noise and pollution.

Lack of touch with Nature:

Some Hong Kong people have no time and no interest in doing outdoor activities and connecting with nature. Lacking a connection with nature might make people forget the importance of releasing stress and helping to understand environmental protection.

TECHNOLOGY

Loneliness created by social media:

Overuse of technology, particularly social media, is associated with higher levels of anxiety, despair, and loneliness.

Fitness & mental health app:

Fitness applications are very common for people to track their health data, for example, calories, heartbeat and sleeping quality. Mental health applications are accessible and an alternate option for people looking to better their well-being. It provides information and monitoring to help people practice self-care.

Integrated Data:

Health data has been transferred to IoT and integrated into useful information in fitness applications and wearable devices. This technology can facilitate the analysis of people's health status in real-time.

3.1.3 Interview people with well-being awareness

Interviews have been undertaken in order to get insight into the attitudes of Hong Kong residents concerning health and Chinese medicine.

Methodology

Interview questions were divided into three areas: *behavior, customer experience, and Chinese medicine and Taoism*. In the first part questions, the purpose is to gain a greater understanding of customer behavior related to their well-being, including awareness, the reason for their awareness of well-being, and methods they use to improve it. Our goal is to gain this information so that we can identify what would attract their attention in terms of well-being as well as the type of wellness business they engage in.

The second part examines the customer experience, which refers to the what, why, when, where and the effectiveness of the wellness activities that were participated in by the interviewees. Feedback from the customers and pain points can be gathered and would be a valuable source of information for the new proposal, as well as a means of solving those pain points.

Last but not least, the last part of the interview ask about Chinese medicine and Taoism, which will reveal people's understanding of Chinese traditional knowledge and philosophy. In this way, it is possible to determine whether people are interested in and believe that these two traditional knowledge is reliable and so is the opportunity of this proposal. the detailed interview questions and results were recorded at the appendix.

A phone interview was conducted with six interviewees whose ages range from 30 to 44. Their occupations are white collar and they have been working more than seven years. Due to this, they have relatively long work experience, a steady income, and have begun to establish a lifestyle for themselves as opposed to those who are fresh graduates. At the same time, this age group of people have to encounter different challenges at work and family. Therefore, their experience of improving well-being would be very valuable for the study. They are also the target group for this study.

Interview size: 6 ppl, 3 Male, 3 Female

Age: 25-45



Claudia, 30
Legal Assistant
Work Exp. 7 years



Janice, 34
Senior Marketing designer
Work Exp. 10 years



Suki, 36
Teacher
Work Exp. 11 years



Vincent, 33
R&D exective
Work Exp. 8 years



Osmond, 34
Sales Manager
Work Exp. 14 years



Wellington, 44
E-commerce Manager
Work Exp. 18 years

The results of the interview indicate that everyone is conscious of their wellbeing, primarily due to two factors: *their physical and mental health probelms* and *the influence of their friends*. The majority of them enrolled in weekly fitness, Pilates, and yoga sessions, among other types of health activities. One of the interviewees, Osmond, attends the calligraphy class as a hobby once a week. While he is aware of the need of maintaining his physical and mental well-being, he is *too sluggish to begin and look for the appropriate activities for himself*.

Overall, we have concluded the following painpoints of the interviewees towards wellness:

- Lack of self-discipline
- Lack of knowledge
- The existing service is not diversity and holistic enough. Every activity is only a single fix and cannot achieve their aim efficiently
- Lack of understanding of their own physical and emotional status
- Lack of motivation to start the wellness activities

The final section discusses attitudes toward Chinese medicine and Taoism. Based on the results, they all use Chinese medicine and believe it to be reliable. Most of them are aware of the five elements, but they confuse them with Feng Shui. They are surprised that Chinese medicine follows the same five-element principle. They are all eager to learn more about their physical and emotional wellness through Chinese medicine. It would be beneficial to learn how to improve it and obtain a balanced health status.

3.2 Current Market of Wellness Business

3.2.1 Wellness product market in Hong Kong

In this section, we'll examine the current wellness situation in Hong Kong and the various ways people there might enhance their wellness. Then we will use these insights to set up the design direction. The most practiced method to improve mental wellbeing in Hong Kong in 2019 is shown in the chart below (Figure 3). It demonstrates that the top three wellness activities for people to engage in include *exercise, eating a healthy diet, and improving sleep hygiene*.

In recent years, the most popular ways for Hong Kong residents to unwind have included *mindfulness and meditation, creating a beauty or self-care ritual, and spiritual or religious practices*. Therefore, these kinds of activities have a great potential in the future wellness business.

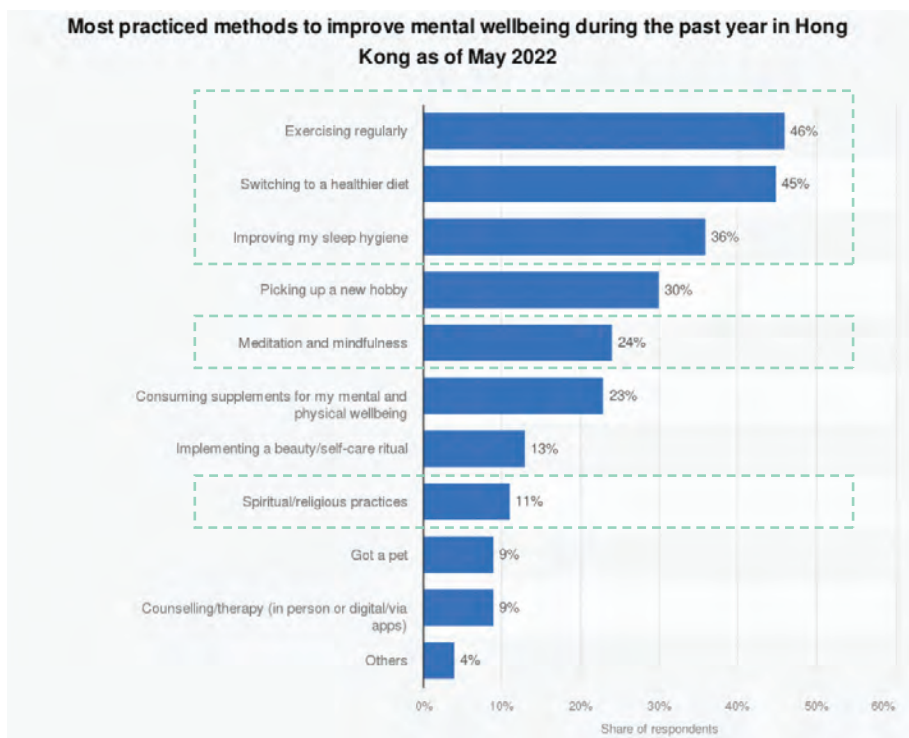


Figure 3

Personal care & beauty and Healthy eating, nutrition & weight loss are the two market share leaders in the global wellness business in 2020 (Figure 4). It shows how important people find their physical health to be in their daily lives. It should be a core service provided by the wellness business in the future to meet customer demands.

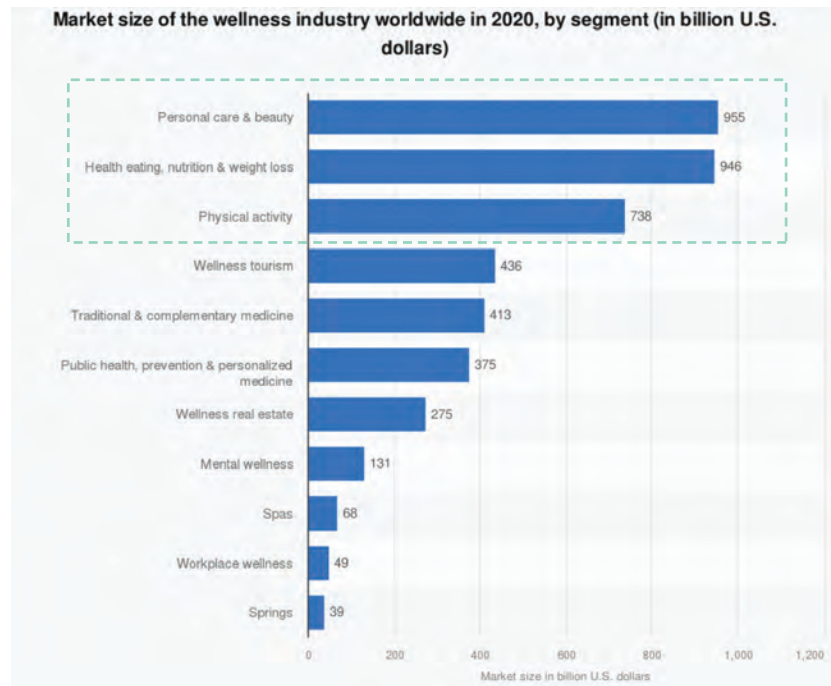


Figure 4

Fitness, emotional health, beauty & health, and health diet are the four primary categories of wellness activities available in the Hong Kong market today. Figure 5 depicts the four different types of wellness businesses and includes the details below. Additionally, it implies that Hong Kong lacks a wellness business that offers more comprehensive services for total wellness. Most wellness businesses only provide a single service.

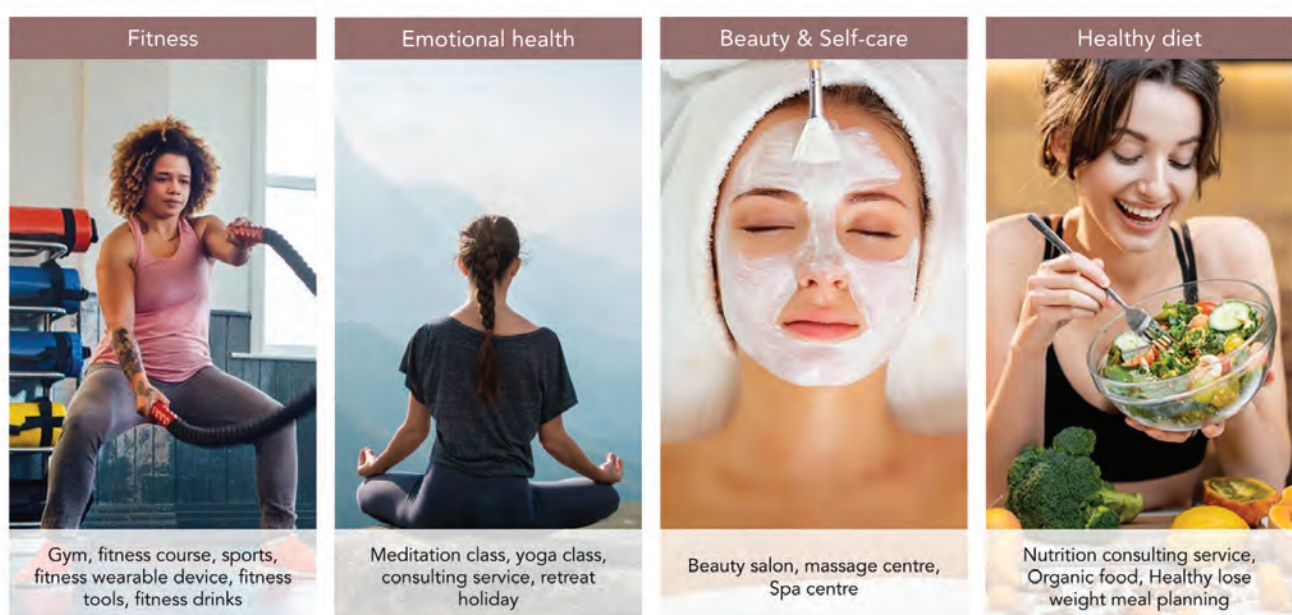


Figure 5

3.2.2 SWOT analysis

In order to demonstrate the strengths, weaknesses, opportunities, and threats of the current wellness business in Hong Kong, a SWOT analysis (Figure 6) has been conducted. This will greatly assist the project in identifying product opportunity gaps for the future.



Figure 6

The SWOT analysis reveals that single types of wellness activities will not be sustainable in the future because of intense competition and customer demands. Several opportunities exist for integrating human-centric design and professional knowledge, offering multifunctional services and integrating online and office services to enhance the overall customer experience. Filling these opportunity gaps will enable the future wellness business to enter a new era of service in a new way.

3.3 Discover Chinese Medicine & Taoism Towards Well-being

3.3.1 Yin Yang & 5 elements

In this project, five elements were used as inspiration and as the basis for the idea for a new wellness business proposal. The five elements are the traditional Chinese knowledge from the Yi Jing (易經) that can be applied to a wide range of different aspects, such as medicine and feng shui. Additionally, it illustrates how Chinese people maintained their health in ancient times. It is possible to reinvent traditional wisdom into a modern wellness lifestyle of Hong Kong people as it adheres to the same theory as the raising lifestyle suggested in recent years, which is a balanced and harmonious living style. The purpose of this section is to gain an understanding of how traditional Chinese medicine and Taoism maintain wellness and to apply that knowledge to the new design proposal.

The concepts of Yin and Yang are fundamental concepts in Taoism, representing complementary aspects of nature that are interconnected. Yin and Yang has a long history and the earliest records of it is found in the Zhouyi, also known as the Yi Jing (易經) or Book of Changes, which was written by King Wen during the Western Zhou dynasty in the 9th century BC.

“太極生兩儀，兩儀生四象” – 《易傳·繫辭上傳》

Tai Chi is the origin of everything and it is represented with a black-and-white circle which is divided by a curve line. It translates the Yin and Yang philosophy, which are opposite existence but at the same time interdependent to each other to keep the balance.

Chinese medicine had deeply influenced by this philosophy and developed into a very similar theory in medical aspect. It applied Yin and Yang in human bodies and divided organs with Yin and Yang features.

"陰陽者，天地之道也，萬物之綱紀，變化之父母，生殺之本始，神明之府也，治病必求於本。"

– 《黃帝內經》

“謹察陰陽所在而調之，以平為期。” – 《黃帝內經》

According to the ancient Chinese medicine text Huangdi Neijing, The Yin and Yang are the fundamental principles that rule everything, the law of change, and the causes of both the beginning and the end of life. It is crucial to approach disease from this perspective and identify the cause of sickness since the harmony of Yin and Yang is essential to good health. Therefore, it is important to balance the yin and yang in the body to maintain good health.

For five elements, it can be found in 儒道佛與中醫藥學, which stated “萬物由氣組成，氣分陰陽，陰陽顯化為五行，五行構成萬物”. It means all things are made of Qi (氣), which is split into yin and yang and manifested as the five elements. Five elements have a close association with Yin and Yang and are one of Taoism's key values. These elements are Wood, Fire, Earth, Metal, and Water, and they are believed to interact with each other in different ways and maintain the balance in the universe. Each element has different characteristics, for example, wood is associated with growth and flexibility, fire is associated with passion and energy, Earth is associated with nurturing and security, Metal is associated with strength and structure and Water is associated with wisdom and adaptation. They give rise to and control each other and thus form a cycle to balance all elements. This philosophy is very similar to another traditional Chinese philosophy, in which Chinese people believe that moderation (中庸之道) is the best approach to everything. It is therefore imperative to achieve a healthy status by balancing the elements in the human body and mental health.

In Chinese medicine theory, five elements have been assigned to different organs and emotions and mental abilities of humans in Chinese medicine. Human has to keep their organs and emotions in balanced status in order to avoid discomfort and illness. The following is a chart showing different associations of five elements:

Elements	Wood	Fire	Earth	Metal	Water
Color	Green	Red	Yellow/Brown	White	Black
Season	Spring	Summer	Late Summer	Fall	Winter
Solid organ	Liver	Heart	Spleen	Lung	Kidney
Tissues	Tendon	Blood vessels	Muscles	Skin	Bone
Emotion	Anger	Joy/Fright	Worry	Sadness/Grief	Fear
Taste	Sour	Bitter	Sweet	Pungent/Acid	Salty

Figure 7

The chart (Figure 7) clearly illustrates the relationship between organs and emotions. According to Chinese theory, the excess or weakness of any of them can result in disease and sickness. For example, too much joy will affect the heart and lead to an inability to concentrate. Consequently, physical and emotional well-being would be a major concern in the new design proposal.

3.3.2 Wellness business inspired by Chinese Medicine



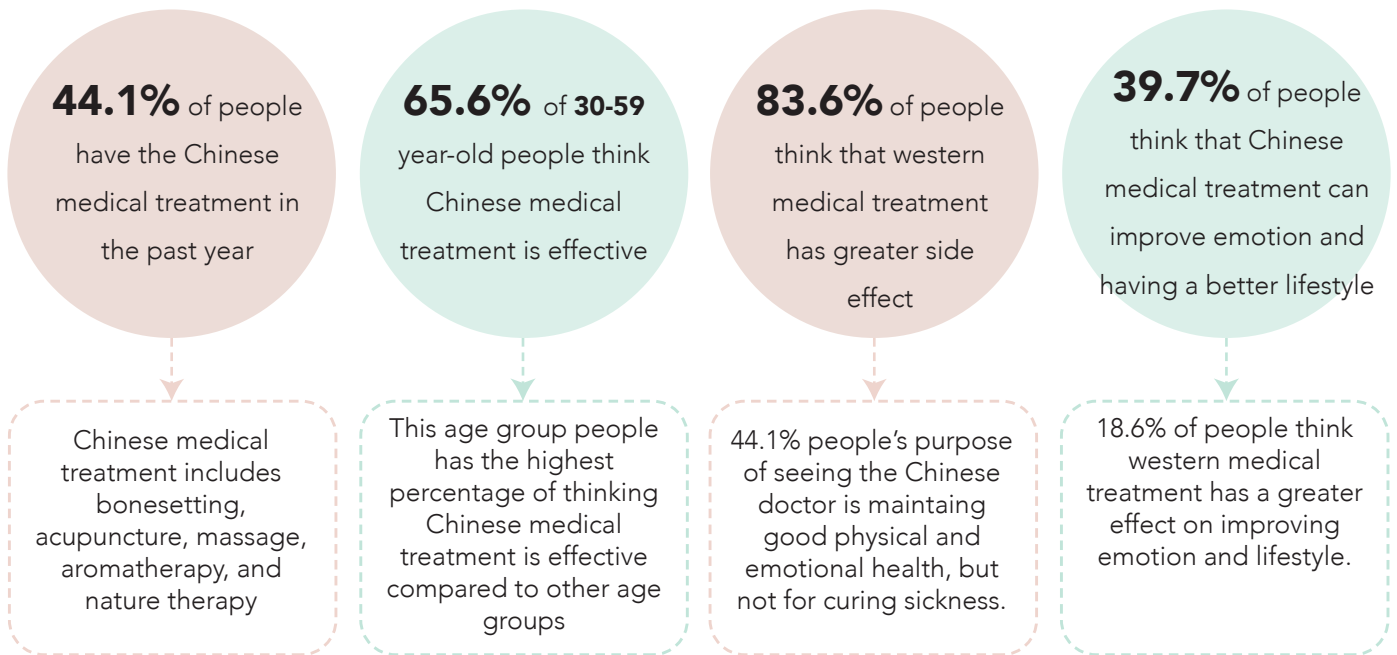
Figure 8

As shown in figure 8, Chinese medicine is incorporated into wellness businesses primarily in the following areas: massage & acupuncture, beauty, healthy drinks, and Chinese medicine soup and food. Among the Hong Kong people, it is widely accepted, and the Chinese medicine beauty business has recently gained popularity, which uses acupuncture on the face to achieve a beauty result. It is evident to these businesses that there is a great demand from customers for products and services related to Chinese medicine wellness.

3.3.3 People's attitude towards Chinese Medicine & Treatments

Chinese medicine has been widely accepted by Hong Kong citizens, according to a survey conducted by the Academy of Hong Kong Studies in 2021 titled "Utilization of Chinese Medicine among Hong Kong Citizens." The survey provides some valuable insights that can be used to develop the design concept in the following section.

Survey insights:



This study indicates that Hong Kong citizens have a high level of acceptance and interest in traditional Chinese medicine. In addition, almost half of the Hong Kong people believe that Chinese medicine is a more effective means of maintaining overall health than Western medicine. By combining Taoism philosophy with the correct attitude towards health and the meaning of life, it can assist people in improving their lifestyle in order to achieve greater well-being. As a result, Chinese medicine has a great deal of potential for integrating into modern wellness practices.

3.4 Product Opportunity

3.4.1 Weak signals

There are some weak signals occurring in Hong Kong society and around the world, which may adversely affect people's well-being and the development of wellness businesses. Below are six weak signals that have been observed:



3.4.2 Missing Value in the Existing Wellness Business

It is believed that the current wellness business in the market has some missing value based on the previous studies on Hong Kong people wellness and the current wellness business in the market. Using the following value framework, we will examine the value provided by current wellness businesses and what can be provided in the future.

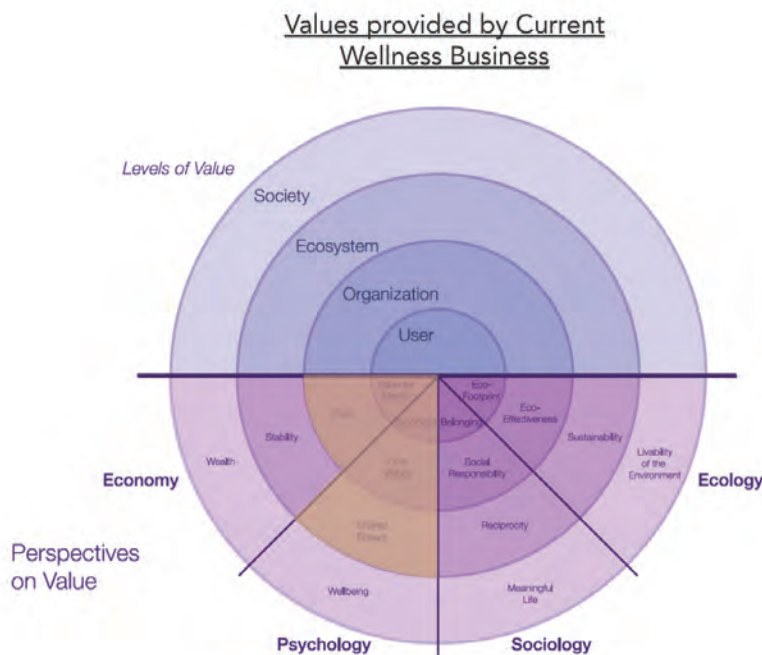


Figure 9

In the current wellness industry (Figure 9), most companies provide economic and psychological values to their customers. By providing service to customers, they can sustain their business. Nevertheless, the industry is highly competitive, so it is relatively easy for customers to switch companies due to the lack of stability.

As far as psychological value is concerned, all businesses can provide services that ensure customers' well-being. Unfortunately, most of their services are similar and lack the depth necessary to enable customers to make informed choices. While many of them have integrated special ideas into their businesses, such as the Chinese five-element philosophy and Chinese and Thai massage, they did not develop into the deeper meanings behind these concepts.

This kind of freshness is not sustainable in new businesses, and customers will lose interest in them if there are no inspiring ideas and bonding between them.

Values should be provided by
Wellness Business in the future

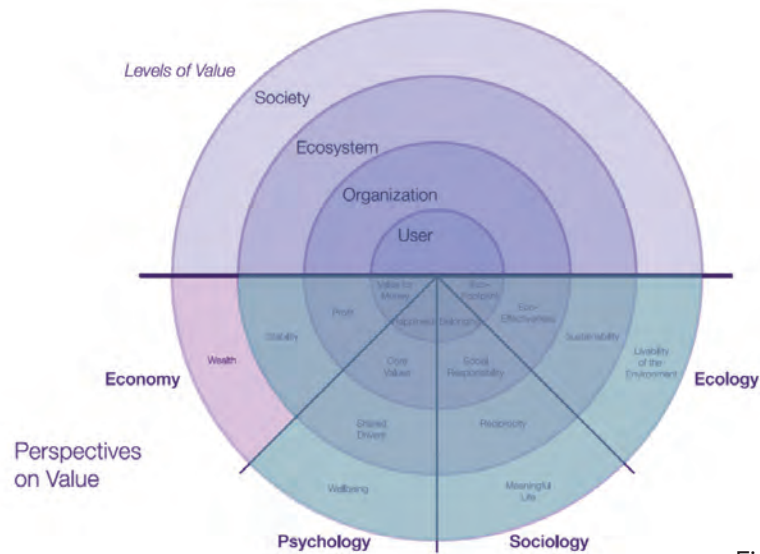


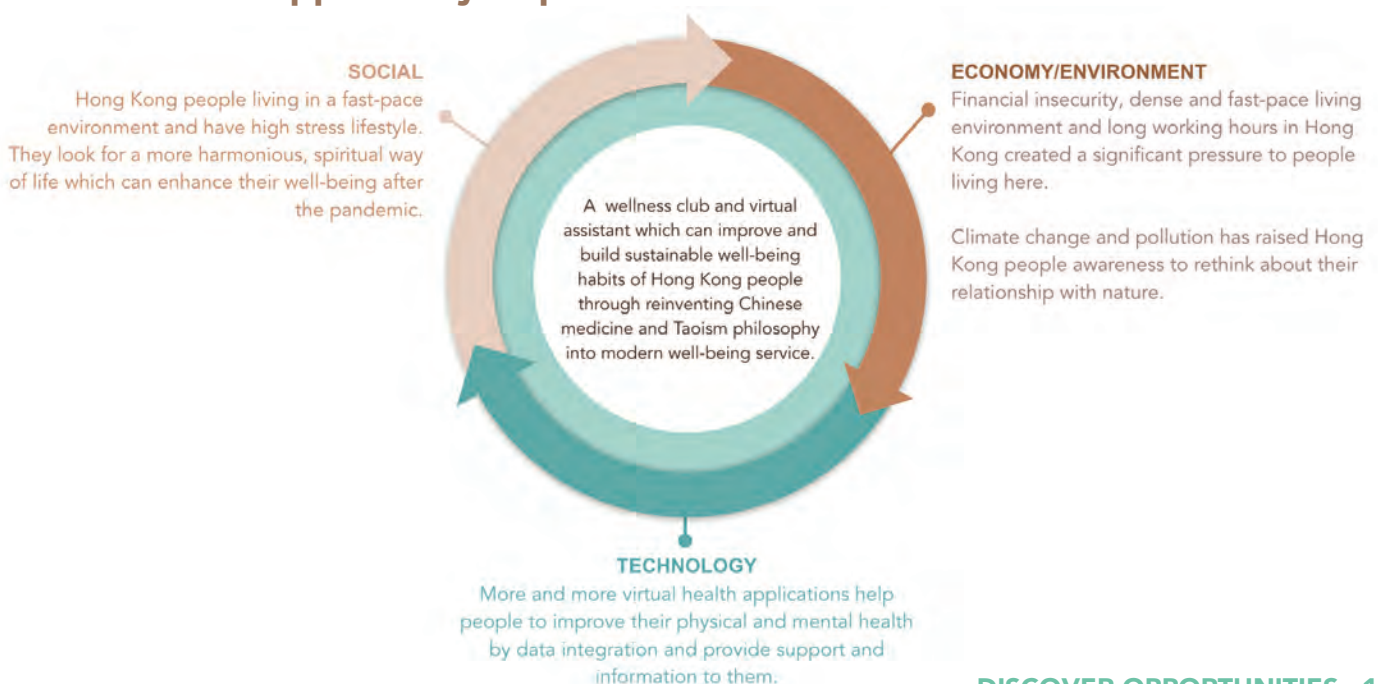
Figure 10

Future wellness businesses (Figure 10) should not only provide economic and psychological values to customers but also extend them to sociology and ecology.

In order for a wellness business to be successful in the future, it should allow individuals to find their own way of increasing wellness and create influences in their friends and families as well. Through the new wellness business, people can develop a sense of belonging to a healthy lifestyle, ultimately leading to a more meaningful life.

For the ecological section, it is a very critical part of the wellness industry and lacking in the current industry. Despite the fact that many wellness businesses use the concept of nature within their service, few of them incorporate it actively into their business model and educate their customers regarding the relationship between people and nature.

3.4.3 Product Opportunity Gap



4

DEFINE - PROBLEM & DESIGN

4.1 Transformation of Wellness Business

4.1.1 The Future Wellness Business

4.1.2 Design Statement

4.2 Target Market: Local Hong Kong people

4.2.1 Demographic segment

4.2.2 Psychographic segment

4.2.3 Personas

4.2.4 Scenario

4.1 Transformation of Wellness Business

4.1.1 The Future Wellness Business

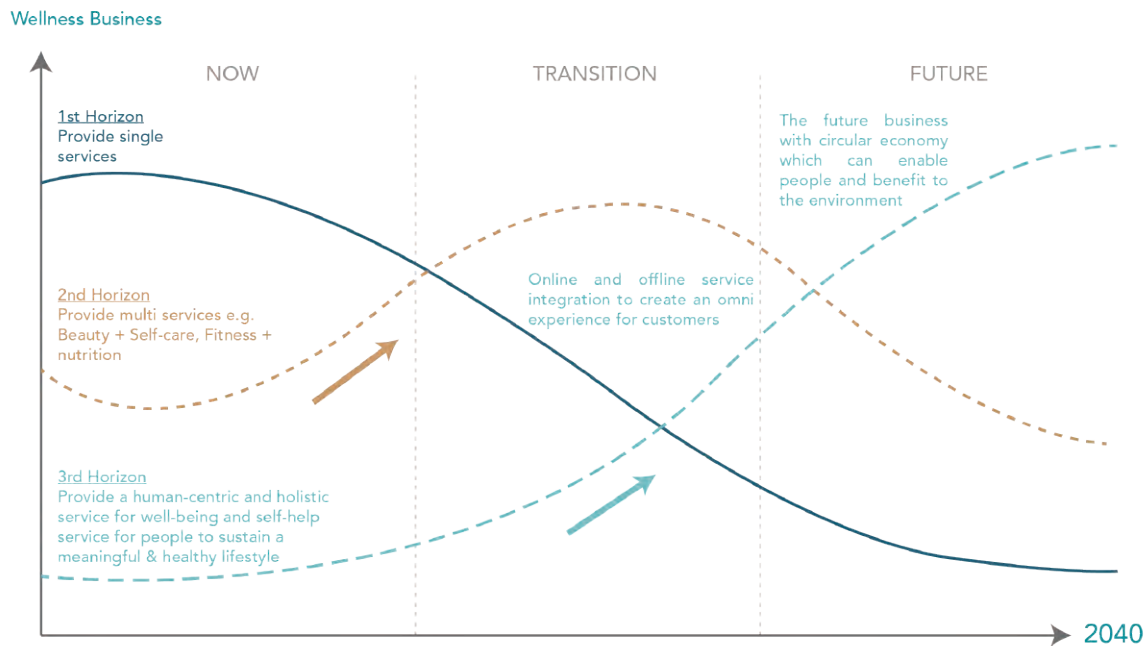


Figure 11 Three Horizons of Wellness Business

The above chart (Figure 11) is the three horizons of wellness business, which demonstrates the three future trend for the wellness industry upon challenges. Currently, wellness businesses primarily offer one service, such as fitness centres and spas. Their expertise in their field enables them to provide professional services. However, it can no longer fulfil customers' needs as customers would like to improve their well-being as a whole. It is therefore necessary for customers to seek various types of assistance based on their needs. For example, if a customer wishes to lose weight, he or she needs to find a fitness coach and a nutritionist.

The trend of a single company providing multiple services is on the rise. As an example, a fitness centre may offer nutritional advice and beauty and self-care treatments can be integrated to provide customers with a more holistic service.

It is, however, believed that well-being should be improved in all aspects, including living habits. To help customers achieve their goals, it is impossible to provide one specific service. In spite of this, customers come to a wellness centre for a variety of reasons. Holistic and human-centric well-being services should improve the status of customers with personalized plans and treatments in the future. A virtual application is also a trend in the future for changing people's behaviour and tracking their health. In addition, the circular economy would be an important development to enable people and do something good for the environment.

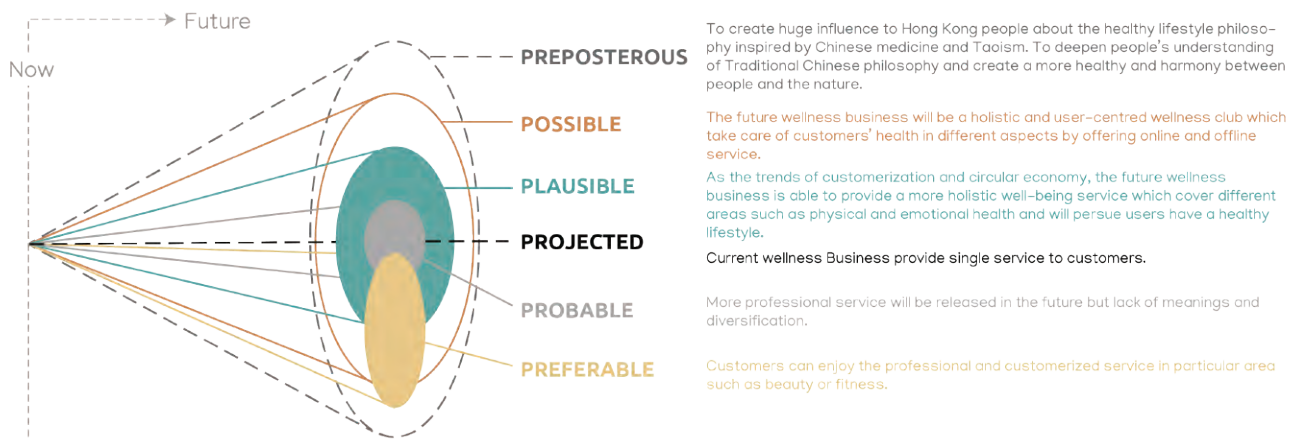


Figure 12 Future cone

With the change of time, the wellness industry will have differnt possible future developemnt. The future cone (Figure 12) above has shown the possibilities and help to shape the design concept in the later section.

4.1.2 Design Statement

As one of the Sustainable Development Goals of 2030, good health and well-being have become prominent topics during and after the pandemic. Wellness businesses have become increasingly popular in recent years. Maintaining healthy is not merely a matter of spending an hour or two each week on one activity. This is a sustainable lifestyle that encompasses more than one solution.

Living in the modern world, Hong Kong people often lose their sense of balance in their well-being, which includes six sectors: physical health, emotional health, social, accomplishment, meaning of life and relationship with nature. How do we advise and help people embrace a better lifestyle through these six sections? In order to sustain a healthy lifestyle, how can we provide a holistic approach versus just a one-time service? Can we inspire people to reconnect with nature and rethink their relationship with it? *In traditional Chinese philosophy, wellness is inherent. It can be reinvented in the modern wellness business to solve the problems people face and achieve their aims holistically and purposefully.*

4.2 Target Market: Local Hong Kong people

4.2.1 Demographic segment

The product was designed for individuals who wish to improve their physical and mental well-being. It is intended to target both male and female white-collar workers between **25 and 45** who live in Hong Kong. **Female** would be a more dominant target group as they are concern about their physical and emotional health. Ethnicity is not specified as long as the individual is interested in traditional Chinese culture and health. Our service is intended for persons with an **annual income of over HKD380000** as we will provide a holistic wellness program, which is considerably more costly than a single-service wellness program. This target group receives challenges at work, personal growth and families.

4.2.2 Psychographic segment



As mentioned in the demographic segment, the product was designed for individuals who are interested in enhancing their mental and physical health. Their primary focus is on maintaining a healthy body and not on muscular fitness. There are three types of archetypes – “*Languid*”, “*Beginner*” and “*Goal-getter*”. “Languid” individuals recognize the importance and benefits of improving their well-being. Despite this, they aren't motivated to seek change for a number of reasons, such as lack of time, laziness, and concerns about changing their lifestyle. A “Beginners” type of individual has limited experience managing wellness. In spite of knowing that their wellness needs to be improved, they lack the self-awareness and methods to do so. “Goal-getters” are individuals with clear aims and a desire to attain them efficiently and holistically. They are busy and active individuals who seek sustainable and innovative ways to maintain a healthy lifestyle. All of them recognize the wisdom inherent in traditional Chinese medicine and philosophy. With these three archetypes in mind, our product will function as a holistic wellness club providing advice, services, and facilities to enhance a healthier lifestyle.

4.2.3 Personas

LANGUID

MICHELLE



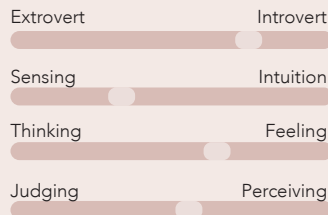
Age: 28
Occupation: Registered Nurse
Living area: Mei Foo
Marital status: Single
Education: Bachelor Degree

Patient Empathetic Indecisive

About

Michelle works as a registered nurse in a public hospital. It is a hectic and high-pressure schedule at work that requires her to shift. She usually meets with friends in her free time and does not have any specific hobbies. Although she is aware of the benefits of some wellness activities, she isn't motivated to begin because she's not sure which ones are appropriate.

Personality



Desire

- Reduce stress and keep healthy efficiently
- Easy adoption of a new lifestyle which matches with her goals and lifestyle
- Flexible class time and self-practice tool to increase her motivation even she is at home
- Seek for professional advice on fitness, nutrition and emotional health

Frustrated

- Hectic work schedule which does not allow her to join wellness activities easily
- Difficult to consolidate the information of different activities and treatments and find out the suitable one for herself
- Lack of motivation to start a new lifestyle because it would be complicated and annoying

BEGINNER

RINGO



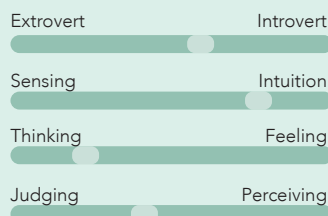
Age: 40
Occupation: Senior Sales Manager
Living area: Ho Man Tin
Marital status: Married, has a 5 years old kid
Education: Bachelor Degree

Organized Intuitive Thoughtful

About

Ringo is a senior sales manager. He is married and has five years old boy. Work and family present him with different challenges. Besides hitting the sales target at work, he has to plan his kids' education with his wife. High stress caused him to fall sick easily. He has tried to visit a Chinese doctor in order to improve his health, but he does not have the time to maintain this practice. Therefore, he has no idea which way is best to improve his health.

Personality



Desire

- Find convenient and effective ways to release stress
- Seeks advice to increase his self-awareness on his physical and mental health
- Have a more balanced and comfortable emotion status to make him perform better at work and make time for his family

Frustrated

- Have no idea what kind of wellness activities he should join
- High pressure work which make him have no time to find ways to release stress
- Lack of self-awareness about his health
- Getting sick easily and always feel tired

GOAL-GETTER

CYNTHIA



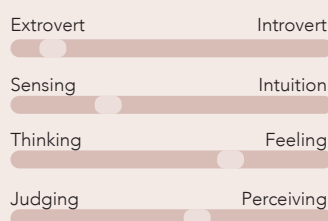
Age: 33
Occupation: Marketing Manager
Living area: Sheung Wan
Marital status: Single
Education: Bachelor Degree

Sociable Lively Sophisticated

About

Cynthia is a marketing manager. She is enthusiastic about her life and career. She goes to the gym regularly and is concerned with her health and fitness. She is interested in different kinds of beauty and self-care service and activities. Cynthia always has clear aims for her health status and try to achieve it by joining different activities.

Personality



Desire

- Improve the well-being in a holistic way
- Save planning and booking time with different well-being service
- To explore and understand more wellness activities which is suitable for her
- Find Liked-minded people to hang out for fitness or meaningful activities

Frustrated

- Used a lot of time to try and book different wellness activities.
- Difficult to find activities suitable for herself
- Lack of motivation or sometimes forget to do it in daily life for example, yoga and lead to low efficiency
- Find it is boring for her to join fitness or mindfulness classes alone

4.2.4 Scenario

Scenario based on "Languid", "Beginner" and "Goal-getter"

Michelle, "Languid", is a registered nurse in the public hospital. She has a busy schedule at work that requires her to work shifts. She does not have many hobbies and will meet friends in her spare time. She feels that she has a stressful work environment and it is somewhat boring in her free time, therefore, she would like to get a change in order to improve her wellness. Despite this, she lacks the motivation to begin it and the plan has been postponed many times due to lack of time, laziness, and a lack of confidence in adjusting to a new lifestyle. Her indecisive nature makes her want a comprehensive health advisor's advice and a personalized plan that can be adapted as her goals change.

Ringo, "Beginner", is a senior sales manager in an international toy company. He has a hectic work schedule and must hit sales targets. He is married and has a 5-year-old child. He is concerned about his child's education as he will be starting primary school next year. Sometimes he feels nervous and unable to fall asleep due to the pressure he faces from work and family. As a result, his health and immune system are negatively affected, and he becomes tired and sick more frequently. Despite being aware of this issue, he has no idea how to improve it in order to have a more comfortable and healthy lifestyle. Due to his busy lifestyle, he cannot continue to see the Chinese doctor, therefore he does not know how to improve his health effectively. As a busy individual, he would appreciate professional advice, guidance, and assistance in improving his mental and physical health.

Cynthia, "Goal-getter", works as a marketing manager for a cosmetic company. She enjoys socializing with her friends after work and on weekends. Despite not being religious, she is a spiritual individual. Due to the fact that she is interested in maintaining good health, she is interested in different types of beauty and self-care services. It is always her intention to try out new wellness services and activities in order to find the most suitable one for herself. It is however difficult for her to devote time to organizing so many activities, including beauty treatments, relaxation treatments, fitness classes, and meditation sessions. In addition, she lacks the motivation to keep going to those classes because of the boredom. She would like some friends can join the classes with her and make it more interesting. In order to achieve a more sustainable and balanced lifestyle, she is looking forward to increasing her motivation and discovering activities that will provide her with long-term results.

5

IDEATION DEVELOPMENT

5.1 Value Concept

5.1.1 Four Lenses of Innovations

5.1.2 Business in the transformation economy

5.1.3 Value proposition canvas

5.2 Ideation development

5.2.1 Ideation & Design Concept

5.2.2 Design composition

5.1 Value Concept

5.1.1 Four Lenses of Innovations

For the development of the value concept, a revised version - four lenses of innovation (Figure 14) - is used due to the importance of sustainability in the new design concept. The extra lens can be incorporated into the model in order to produce a circular economy design. The creation of four innovations has been achieved through the analysis of four lenses: desirability, viability, feasibility, and sustainability. These data can be utilized to develop ideas for design concepts.

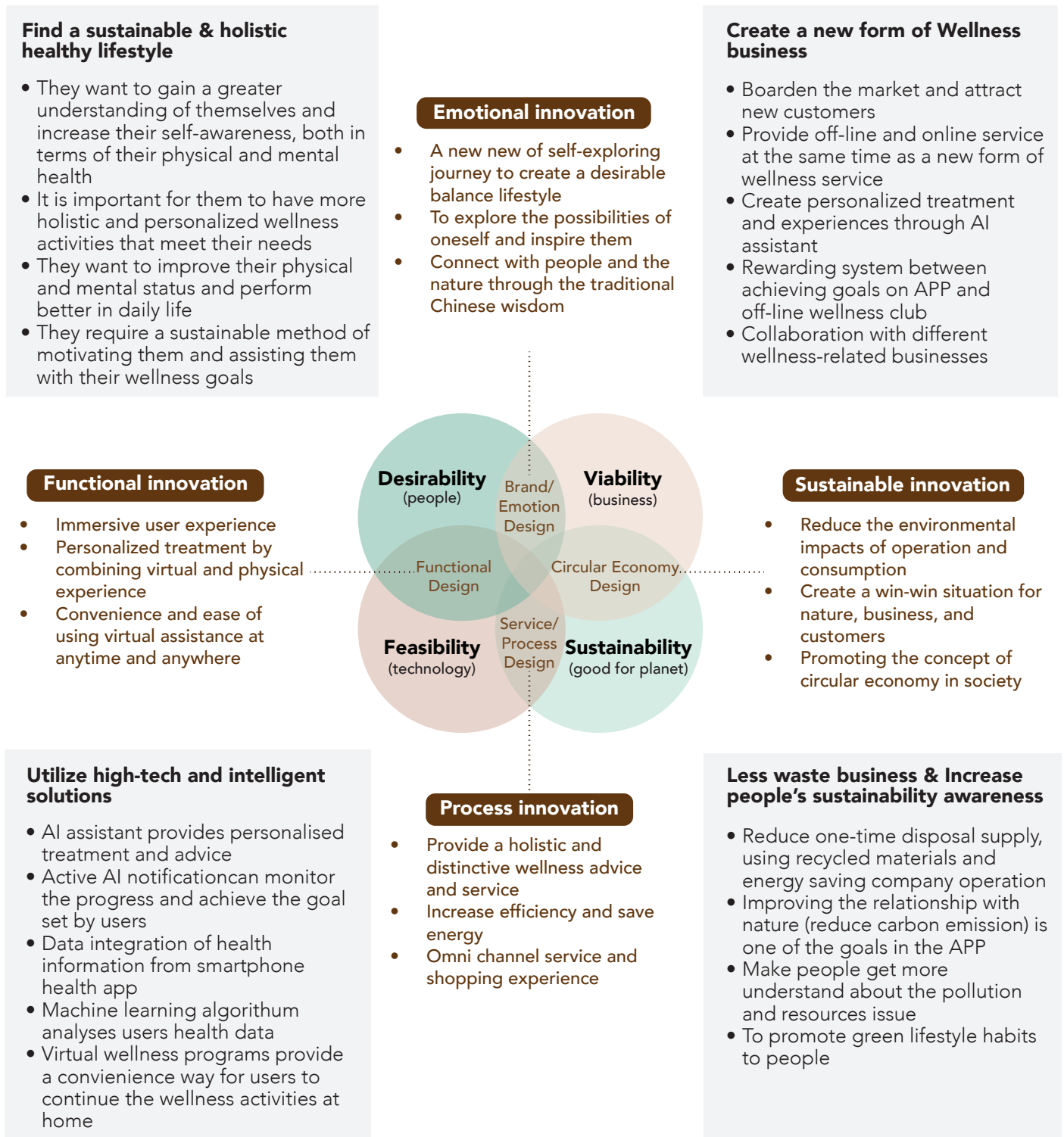


Figure 14 Four lenses of innovation

5.1.2 Business in the transformation economy

In the following value framework, we have outlined what the new design proposal - Elemental Wellness Club can offer.

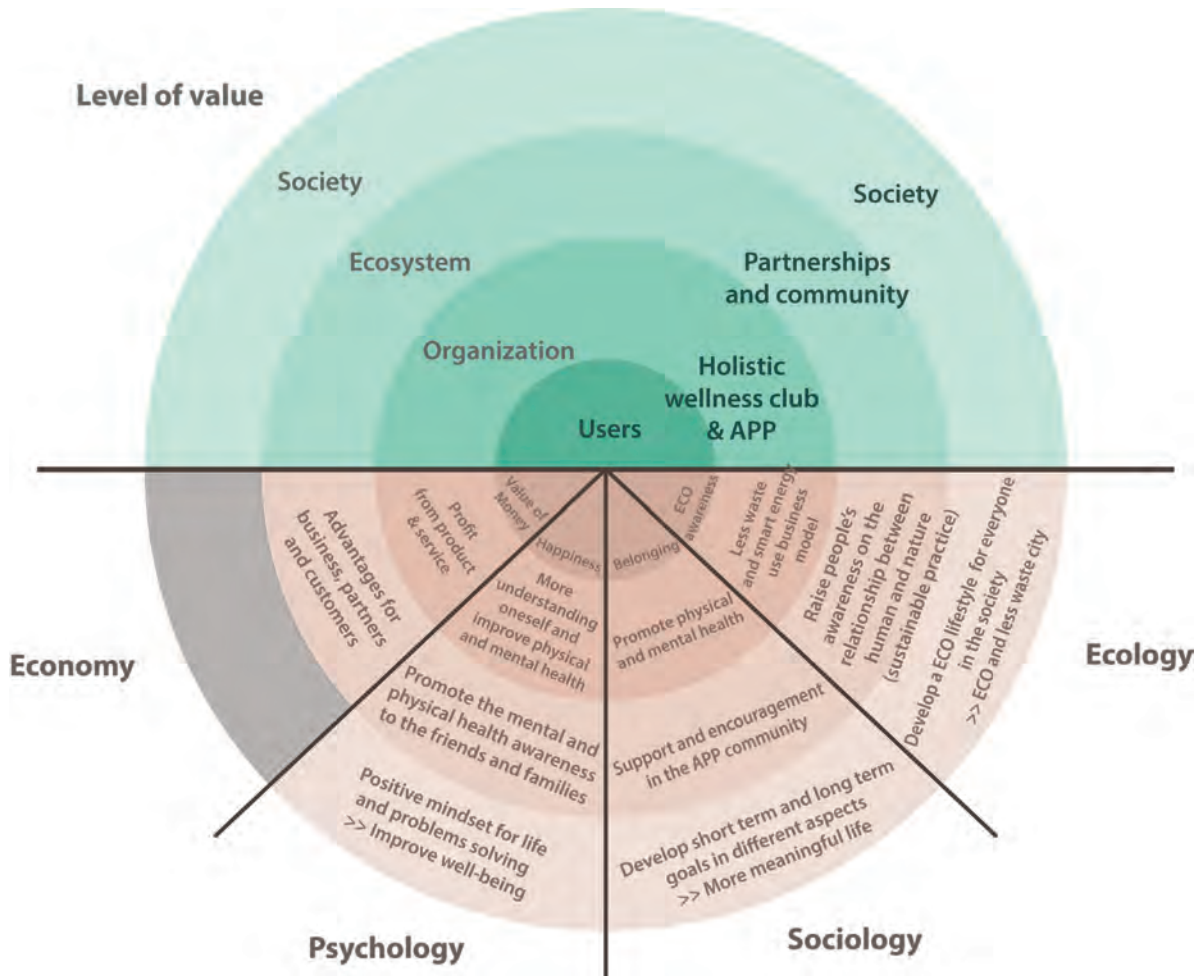


Figure 15 Value Frame of *Elemental*

Economy

As far as the value from an economic perspective is concerned, Elemental will be able to provide excellent service at a reasonable price while generating profits, as do many current wellness businesses.

It is possible for Elemental to create a large professional network by connecting different wellness activity companies and providing services in Elemental.. It would be a win-win situation for Elemental and the cooperating companies since Elemental will not be under as much pressure to hire a large number of employees, and the cooperating companies will be able to reduce their rental fees by providing services in our wellness club.

Moreover, the club has a reward system which encourages customers to achieve their aim and rewards them with a free doctor consultation for the next time.

Psychology

Elemental is a wellness club that provides different services, immersive experiences and comfortable environments to customers to reduce stress and improve physical health. It provides the most basic psychological value to users' respective - happiness. Elemental aims to let people get more understanding about themselves their bodies and their emotions and raise awareness of the health concern.

Through the community in the wellness club and on the APP, it is believed that the concept can be promoted to the friends and families of the customer too. And therefore, to encourage people to create a more positive and activated mindset for life. Finally, people's well-being will be improved.

Sociology

Elemental is a holistic wellness club with membership and an online community. Users can feel a sense of belonging by joining the club with different people who have the same interest in knowing more about themselves and health awareness.

The club would become a health centre, a fitness enthusiast club and a social hub. Customers can seek professional health advice, join activities and build a health network here. Peer support and encouragement are important for a sustainable healthy lifestyle. Through connecting to the online community, customers will find that they are not alone to achieve the same goal. Peer encouragement and good competition will be created. Customers can compare and share their results with their friends.

By developing short-term and long-term goals, it can enable people to have a more meaningful life.

Sociology

In the Elemental Wellness Club, humans are not the only concern; nature and the environment are equally important. Ecologically, Elemental aims to reduce waste and use energy efficiently in its operation in order to raise awareness of environmental issues

Through all activities and communities, the club encourages people to rethink their relationship with the environment. Nature is important for maintaining a healthy mental and physical status as well as reducing pollution in the environment. Therefore, Elemental aims not only to promote self-awareness but also to increase awareness of nature. This is intended to stimulate people to think about what they can do to make our city and our world better.

5.1.3 Value proposition canvas

The following value proposition canvas (Figure 15) indicates how Elemental Wellness Club can fulfill the needs, wants and fears of customers.

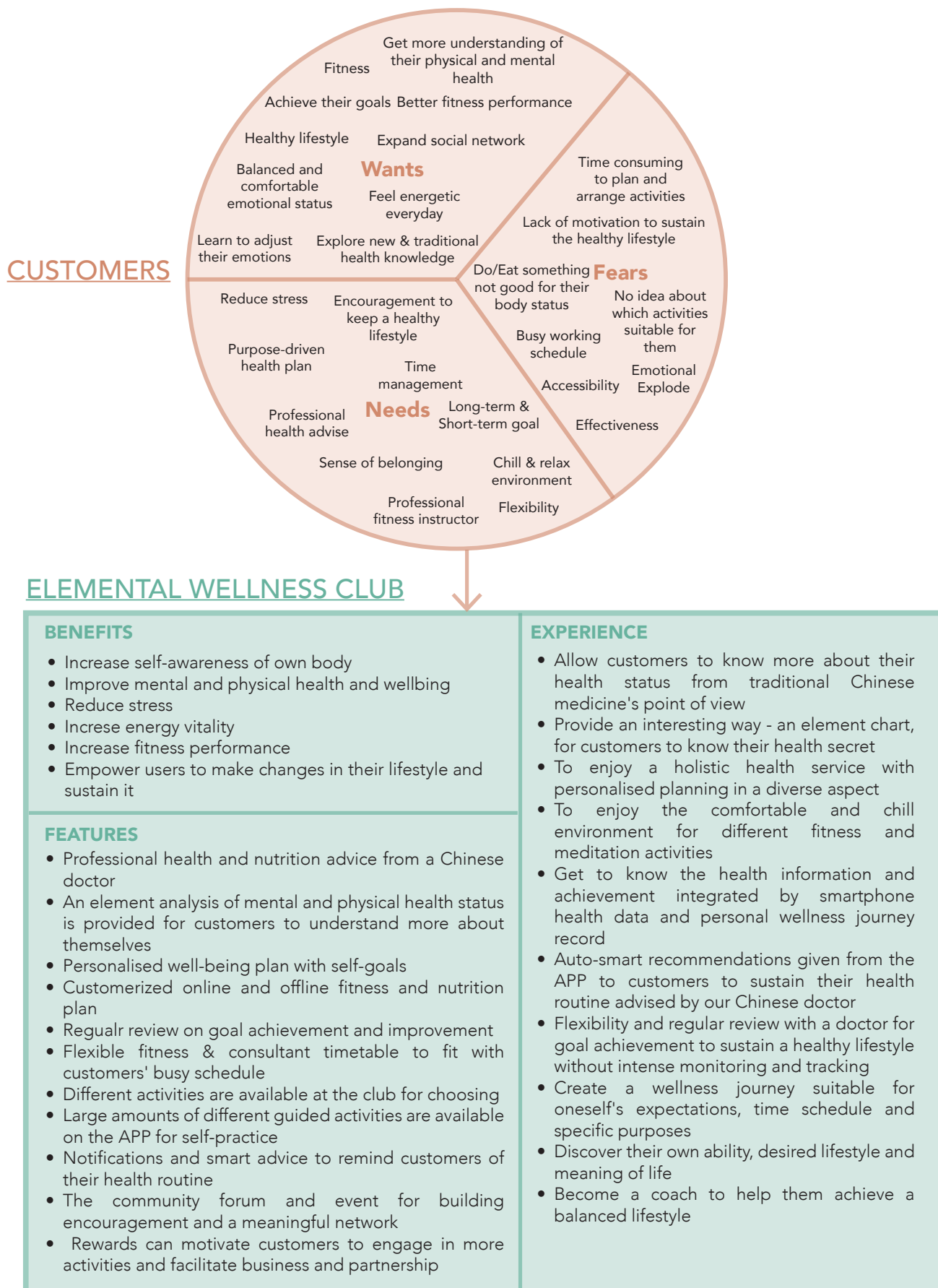
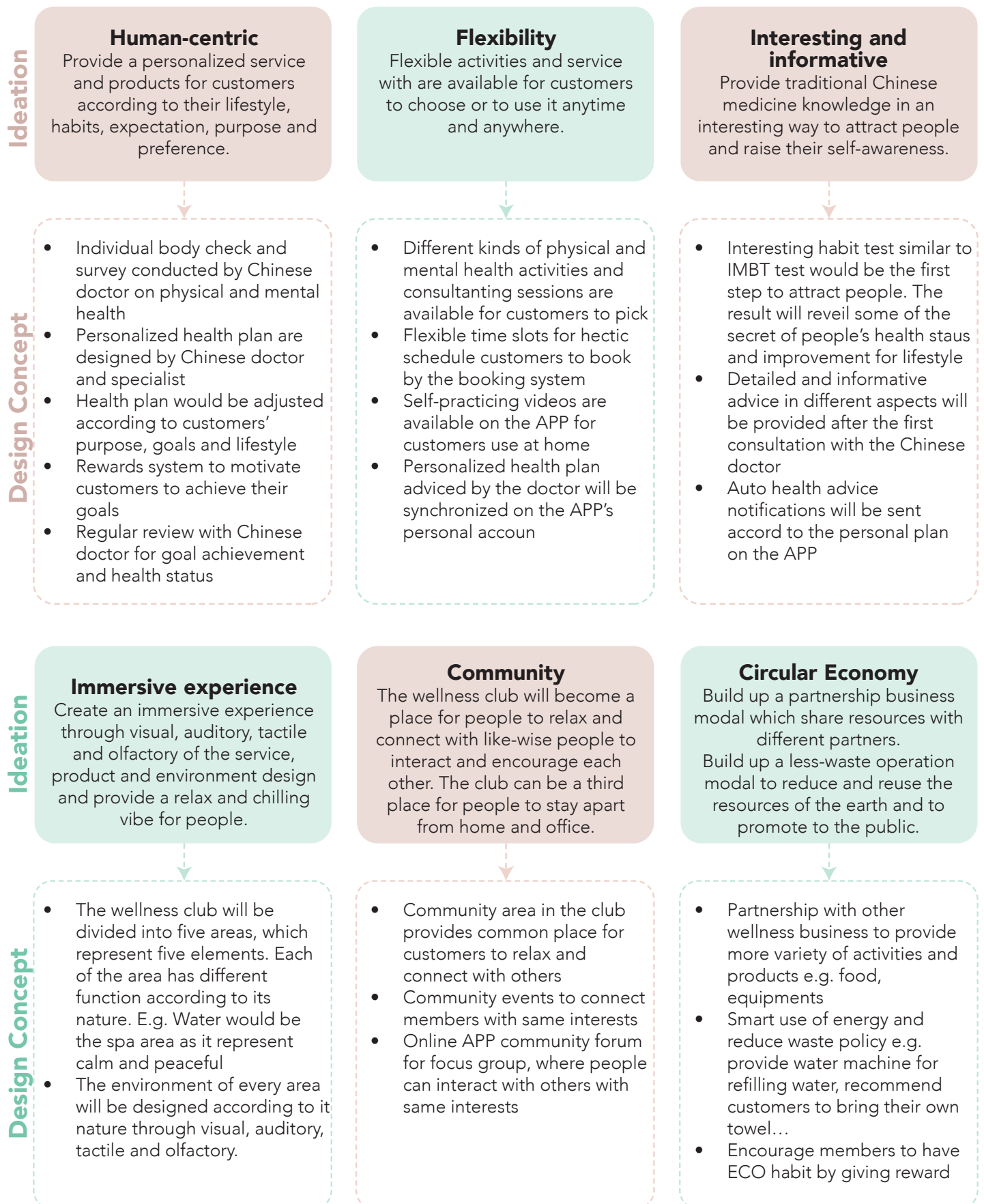


Figure 15 Value proposition canvas

5.2 Ideation development

5.2.1 Ideation & Design concept



Relationship between Design & Value creation

As we have mentioned about the value provided by the new transformation economy wellness business, below table has illustrated the linkage between design and value creation. To give a clean picture of how the design can deliver those value.

Ideation	Human-centric <ul style="list-style-type: none"> Psychology <ul style="list-style-type: none"> Personalized plan and advice help customers to gain more understanding about their health status Personalized plan with consultation can help customers' to set their goals and create a more positive mindset for life 	Flexibility <ul style="list-style-type: none"> Economy <ul style="list-style-type: none"> Easier for customer to join activities and increase income Psychology (happiness, reduce stress) <ul style="list-style-type: none"> Use less time to book and adjust own schedule A lot of choices to try and find their interested activities 	Interesting and informative <ul style="list-style-type: none"> Psychology (increase self-awareness, promote health awareness to families and friends) <ul style="list-style-type: none"> habit test Detailed and informative advice from consultation Auto health advice notification
	Immersive experience <ul style="list-style-type: none"> Psychology (happiness, reduce stress) <ul style="list-style-type: none"> Immersive can let people fully immerse in a relaxing environment 	Community <ul style="list-style-type: none"> Sociology (create sense of belonging, peer encouragement, promote health concious, encourage each other and set goals) <ul style="list-style-type: none"> Community area in the club Community events Online APP community forum 	Circular Economy <ul style="list-style-type: none"> Economy <ul style="list-style-type: none"> Share resources through partnership Foster industry economy Ecology (Raise people awareness about the relationship between human & nature) <ul style="list-style-type: none"> Less-waste operation ECO habit reward

5.2.2 Design composition

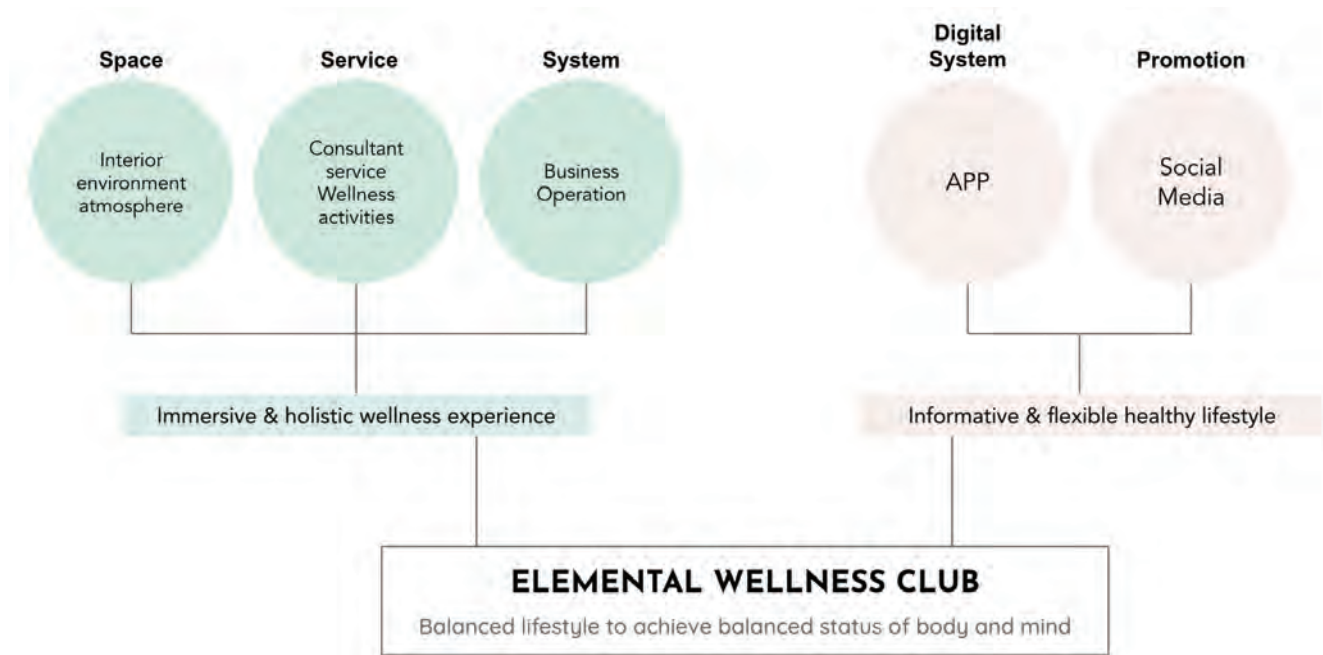


Figure 16 Design composition

The above diagram (Figure 16) illustrates the composition of the new design proposal. Elemental Wellness Club is divided into two parts - offline service and online service. For the offline service, there are three "S" - Space, Service, and System for the wellness club. For the online service, there is a digital system of an APP as well as social media promotion. The Omni service of the Elemental Wellness Club will provide its customers with a new and holistic experience and sustain their healthy lifestyles.

6

DELIVER - BRAND BUILDING

- 6.1. Brand positioning
 - 6.1.1 Positioning map
 - 6.1.2 Competitors Study
- 6.2 Brand Strategies
 - 6.2.1 Vision & Mission
 - 6.2.2 Concept laddering
 - 6.2.3 Brand Identity Prism
- 6.3 Concept Design for a Modern Wellness Club
 - 6.3.1 Theme & Inspiration
 - 6.3.2 Logo
 - 6.3.3 Space
 - 6.3.4 Service
 - 6.3.5 System

6.1. Brand positioning

6.1.1 Positioning map

Wellness businesses offer a variety of services, such as fitness, spas, consulting, etc. Several types of wellness businesses will be compared in this competitor study. These are the six selected businesses in the current market:

Hotel wellness club

The Mandarin Oriental Hong Kong has been selected to represent the hotel's spa and wellness club. A holistic service that focuses on the customer's outer strength (fitness, health, vitality) and inner strength (mindfulness, resilience, character) and offers different plans to suit their needs. It is expensive, and all services are intended for a one-time visit or retreat holiday. Therefore, it serves only as a place to relax for people, but cannot promote healthy living.

Fitness centre

Pure Fitness offers a wide range of fitness and yoga classes to its customers. Fitness and nutrition advice can be obtained from physical trainers. Membership encourages customers to maintain a healthy lifestyle through regular visits to the center.

Chinese medicine massage & health centre

Ngan Yuet Health (雁月) is a new type of massage and healthcare business that integrates traditional Chinese medicine practices. Among their services, they offer beauty treatments, massage therapy, and Chinese medicine acupuncture performed by a professional Chinese doctor. To promote seasonal health care, the health center offers its customers a comfortable, relaxing environment and seasonal discounts.

Yoga and meditation studio

Ikigai is a yoga and meditation studio dedicated to improving physical and mental well-being. The studio offers flexible class schedules and price packages. There is a variety of classes available for all levels of customers at an affordable price.

Emotion consultant

Psyco, Forest, Workshop (心. 林. 工作坊) is a centre that offers emotional treatment in nature. In the program, customers can join short treatments such as forest therapy, which allows them to walk in the forest and carry out the therapy. Getting in touch with nature is another method of emotion treatment that helps customers manage stress and maintain a healthy lifestyle effectively.

Normal massage centre

Zi(樞) massage is a typical massage centre that offers beauty and massage services. Customer can fully relax in the center's comfortable environment. Its service is very similar to other massage centres on the market and does not offer any treatments designed to assist customers in achieving a particular goal and no professional doctor to advise.

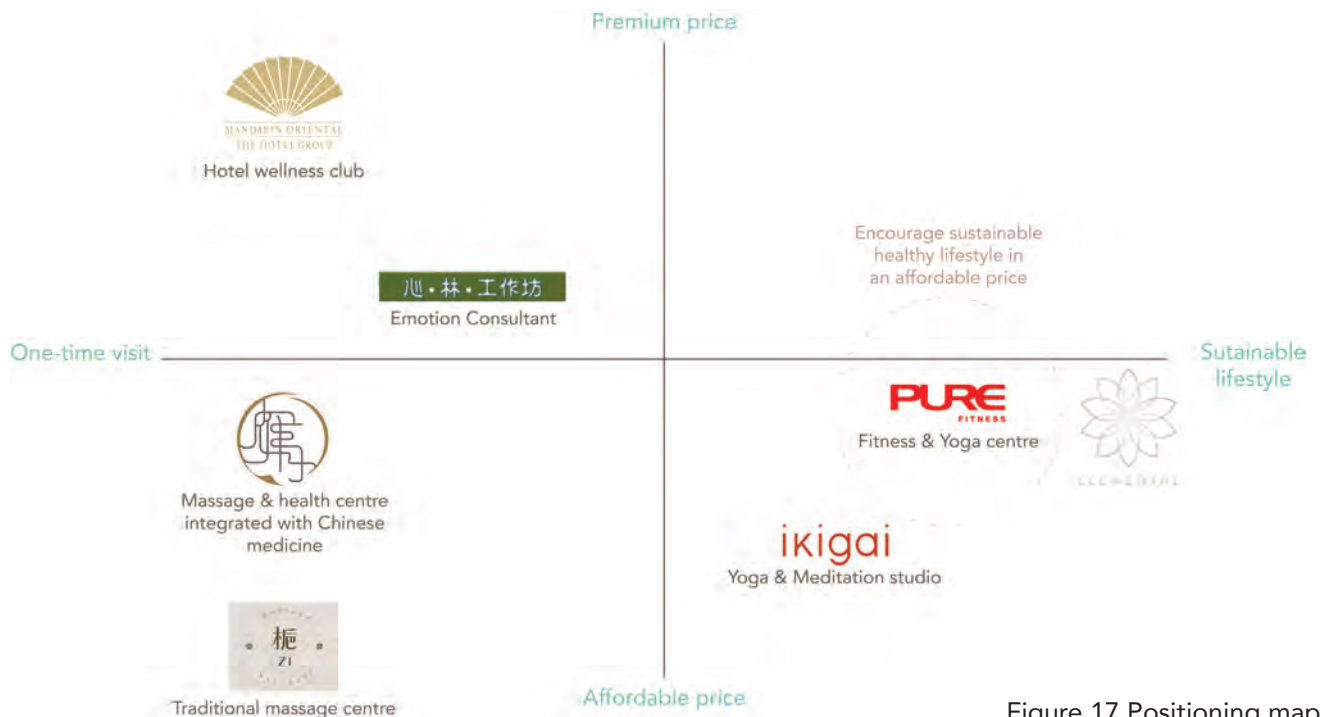


Figure 17 Positioning map 01

The information was gathered by using the positioning map. In Figure 17, we have compared the price of the sustainable healthy lifestyle service with the positioning map. The Elemental Wellness Club aims to provide the most holistic service on the market at a moderate price, which is similar to what is offered at the PURE Fitness Club. By providing a better and more personalized experience, it is able to reach more customers and attract users away from PURE yoga.

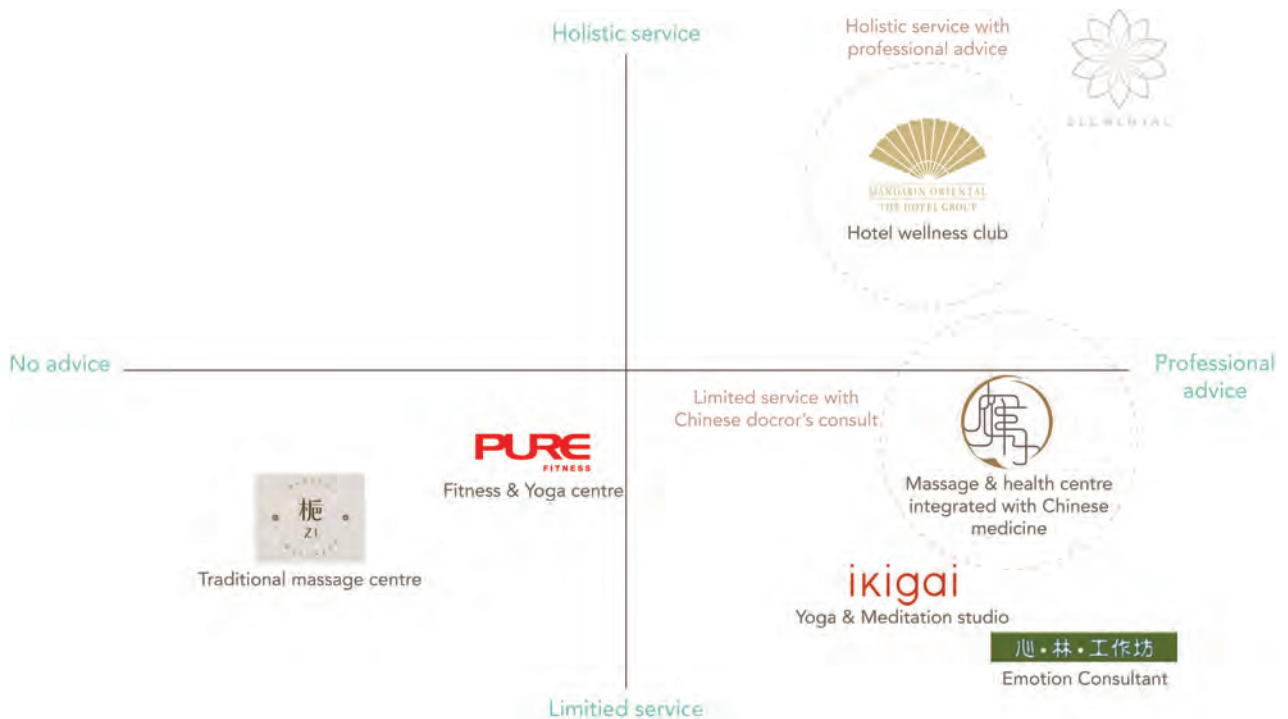


Figure 18 Positioning map 02

Figure 18 shows that Elemental Wellness club aims to be the wellness business, which provide professional advice and holistic service at the same time. The quality and profession would be higher than the Manarin Oriental Hong Kong and Ngan Yuet.

6.1.2 Competitors Study

For the competitor study, Mandarin Oriental Hong Kong, Pure Fitness, and Ngan Yuet Health have been selected for deeper investigation. In fact, Mandarin Oriental Hong Kong offers holistic services and professional advice, which are similar to some of our design concepts. Pure Fitness provides a flexible and sustainable healthy lifestyle. Finally, Ngan Yuet Health is a new wellness business model that integrates Chinese medicine with wellness. These comparisons (Figure 19) would be helpful to the development of our new wellness business concept.

The following study aims to demonstrate the differences between the new proposal and the existing wellness businesses on the market. It explains how the new proposal will fill the opportunity gap in the market.

					
Service	Fitness	✓	✓	✓	
	Yoga/Stretch	✓	✓	✓	
	Meditation	✓	✓		
	Spa	✓	✓		✓
Professional advice	Nutrition consult			✓	
	Fitness consult	✓	✓	✓	
	Emotion consult	✓	✓		
	Chinese Doctor	✓			✓
Basic offers	Price	★★★★★	★★★★★★	★★★★★	★★★★★
	Location	Tsim Sha Tsui	Central	22 branches	Mong Kok
	Flexibility	★★★★★★	★★★★★	★★★★★	★★★★★
Experience	Immersive experience	★★★★★★	★★★★★	★★★★★	★★★★★
	Sustainable healthy lifestyle	★★★★★★	★★★★★	★★★★★	★★★★★

Figure 19 Comparisons

Generally, the comparison study has given a conclusion as below:

Lack of holistic service

The existing wellness businesses do not provide comprehensive service and professional advice. Wellness businesses operate similarly to Pure Fitness and Ngan Yuet Health, which specialize in one area of fitness or spa. Mandarin Oriental Hong Kong offers a more holistic service tailored to its guests. Despite this, the services are extremely expensive and most are one-time visits. It cannot motivate people to lead a healthy lifestyle. At Elemental, we will offer all-inclusive physical and mental health services to our customers and provide personalized health plans.

Lack of flexibility

For existing wellness businesses, the price and time slot are inflexible. Even though customers can book Mandarin Oriental Hong Kong and Ngan Yuet Health at any time, there are only a few options with similar price points. In comparison with other fitness centres, Pure Fitness offers a variety of activities in different branches. However, there is one painful aspect of all wellness businesses that cannot be booked online. Elemental will utilize the Oumi channel, which allows customers to purchase products and book services directly from the app. Different plans will be available for people to test for a short or longer period of time.

Lack of immersive experience

Immersive experience makes customers engage more and achieve better results, which can increase customer engagement. However, the existing wellness business only focuses on the interior design but misses other elements which can enhance the customer's journey. For Elemental, visual, auditory, tactile and olfactory are key elements to create the immersive environment. Moreover, our service design aims to let customers feel they are valued and get into a heterotopia that they can enjoy to the fullest.

Healthy lifestyle cannot be sustained

Most of the existing wellness business is only one-time visit except for Pure Fitness, customers join the membership and they will visit there regularly. However, it is easy for customers to be lack of motivation and cannot sustain the exercise or wellness habit. To encourage customers to change their lifestyle, Elemental offers rewards system for members. Customers are able to receive rewards if they can achieve their goals. Moreover, the Elemental APP provides different kinds of self-practice activities for customers to keep the wellness habit at home. Nevertheless, healthy lifestyle should not only happen at the wellness club, but integrate into everyday life.

6.2 Brand Strategies

6.2.1 Vision & Mission



Brand statement:

Our goal at *Elemental Wellness Club* is to be a leading online and offline wellness consultant that helps Hong Kong residents improve their physical and mental well-being through finding a balanced and enjoyable lifestyle.

As a modern wellness business, our brand message is to help people empower their lives through innovation. Life is full of possibilities and there is no limit to what can be achieved if people are willing to open their minds to them. In the future, we hope that this message can encourage Hong Kong residents to maintain a positive mindset and live a healthy lifestyle, as well as helping to create a more energetic and innovative city.

6.2.2 Concept laddering

To analyze whether Elemental Wellness Club can offer strong psychological benefits for customers, a brand benefit laddering (Figure 20) has been done. There are five levels in total and the bottom level will support and translate the benefits to the top level.

It is shown that Elemental Wellness Club is able to turn it personalized and professional service, flexibility, community and sustainability to different psychological benefits and at the end to achieve a grater benefit for the society.



Figure 20 brand benefit laddering

6.2.3 Brand Identity Prism

In order to tell the brand story in a clear way and connect the brand identity with core values, a brand identity prism (Figure 21) has been done as the next page. It is the foundation of the brand concept, and it demonstrates how the brand communicates with its customers.

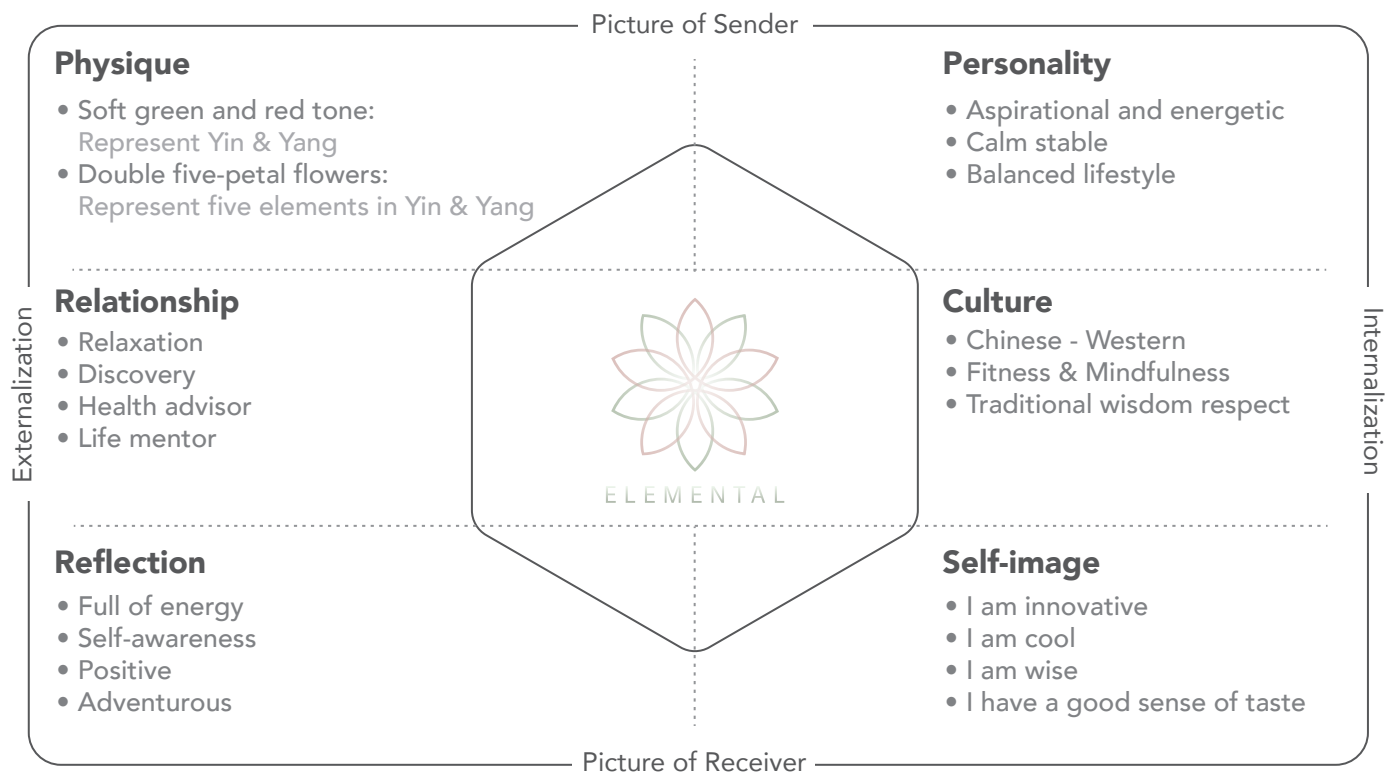


Figure 21 brand identity prism

Physique

The representing colour of the brand is green and red in a soft tone which mean the fundamental concept of the brand - Yin & Yang.

Personality

Elemental Wellness Club is aspirational and energetic. However, it still keep the clam and stableness to achieve a balanced lifestyle.

Culture

As a Chinese medicine inspired modern wellness business, it consists of a mixture of Chinese and Western culture. We are highly integrated with the benefits of both Chinese and Western wisdom.

Relationship

It is the brand engagement with customers which enforce the brand loyalty. Elemental Wellness club serves as a place which allow customers to relax, discover and seek professional consultations.

Reflection

We would like our customers can be more energetic and positive in life. High self-awareness and adventurous can be achieved for people who has high pressure and hectic schedule.

Self-image

By joining Elemental Wellness club, customers would feel they are innovative people who are willing to try the modern wellness business. Therefore, they think they are wise and have a good taste. It creates a sense of superiority to customer.

6.3 Concept Design for a Modern Wellness Club

6.3.1 Theme & Inspiration

Elemental Wellness Club is a modern wellness business integrated with transitional Chinese medicine, which provide professional advice to customers to improve their well-being and encourage self-growth. Therefore, the main design theme is inspired by our core concept as well - Five elements. By implementing the features, colour, auditory and smell of five elements with the space and service design, it provides an immersive experience to customers and have a better understanding of the core value behind the brand - "innovating people to find balance and empower their lives".

The brand name is called "*Elemental*", which gives a very direct meaning to the brand. It gives a message to people that it is about the five elements and connects with the "Balanced element lifestyle" concept.

6.3.2 Logo



Elemental Wellness Club's logo is inspired by five elements, which is constructed from two different colour five-petaled flowers that overlap each other. The cold and warm tones of the colours represent Yin and Yang respectively. As the pattern overlaps, more shapes are created in the centre of the flower, illustrating the unlimited possibilities found at Elemental Wellness Club. Keeping a green tone for the main colour of the logo is intended to create a relaxed and energetic impression for customers. Moreover, it conveys the brand's commitment to the circular economy and reducing the negative environmental impact.

6.3.3 Space

The space design of the wellness club intend to create an immersive experience to customers to carry out different activities such as relaxing spa, exercising and reviewing themselves. There are five areas in the wellness club including Yoga & Meditation area, Fitness area, Spa area, Community are and consultant room. These five areas interior environment design will be created by the five elements with the features in the following chart (Figure 22).

Elements	Wood	Fire	Earth	Metal	Water
Color	Green	Red	Yellow/Brown	White	Black
Season	Spring	Summer	Late Summer	Fall	Winter
Solid organ	Liver	Heart	Spleen	Lung	Kidney
Tissues	Tendon	Blood vessels	Muscles	Skin	Bone
Emotion	Anger	Joy/Fright	Worry	Sadness/Grief	Fear
Taste	Sour	Bitter	Sweet	Pungent/Acrid	Salty

Figure 22 Five element chart

Elemental Wellness Club with five areas



Figure 23 Elemental Wellness Club design

The design concept of five spaces will be explained in detailed in the following section.

Water - Spa Area

Water is a symbol of wisdom, and its calm nature provides the ideal inspiration for the Spa Area. Apart from being a symbol of winter, it provides a sense of cooling and comfort to people. Flowing water can reduce stress among individuals and replenish their minds with wisdom. Water is also connected to the emotion of fear and to the inner organ of the kidney. In the spa area, different kinds of body treatments and beauty treatments are offered, which can moisturize people's minds and bodies and provide them with the strength they need to deal with every day challenges.

Interior Design

As part of the spa area, a spring water pool has been designed with seats in the pool so that guests can relax and enjoy drinks while interacting with friends. In addition, there are private rooms available for different types of treatments. The entire interior design is in blue tones, which gives the guests a sense of tranquillity.

Auditory Design

To provide a relaxing atmosphere to customers, the flowing sound of water with music will serve as the background music in this area.

Tactile Design

With the spring water pool, customers would be able to experience the warmth of the water and have a full sense of relaxation.

Olfactory Design

To increase the circular system of people, the spring water will be changed in accordance with the season for health purposes. For example, it would be wormwood (艾草) and ginger spring water in the winter months. Therefore, there would be a scent of wormwood (艾草) in the spa area.



Figure 24 Spa Area 01



Figure 25 Spa Area 02

Wood - Yoga & Meditation Area

Our Yoga & Meditation area is inspired by "wood" because of its growing nature and ability to bring peace and freshness. In Taoism, wood represents springtime, the perfect time to practice yoga and meditate. At the same time, it represents anger and the liver, the internal organ and they are linked together. As a result, the yoga and meditation area incorporates the wood element to reduce anger and improve liver health. At the same time, yoga and meditation would be a great medium to reconnect people and the nature.

Interior Design

The floor and some storage shelves are made of recycled wood, which intent to reduce the use of virgin material from the environment. The color scheme would be soft ivory and natural wooden tones, which are likely to make people feel relaxed. Biophilic design would be applied in this area in order to provide an immersive experience for customers. With the large window, natural light will enter the room, thereby saving energy and making people feel more connected to the environment.

Auditory Design

Relaxing music with the sounds of nature, such as bird sounds, will be played in this area so that customers can experience a chill and relaxing atmosphere.

Tactile Design

Natural materials, such as wood, also provide a more welcoming atmosphere and make people feel comfortable. Wooden textures can also bring a sense of coziness into the space.

Olfactory Design

Having lots of plants in the area will help to make the air fresher and provide the air with a fresh scent. Customer's would benefit from receiving a fully immersive experience in a natural and refreshing manner.



Figure 26 Yoga & Meditation Area 01

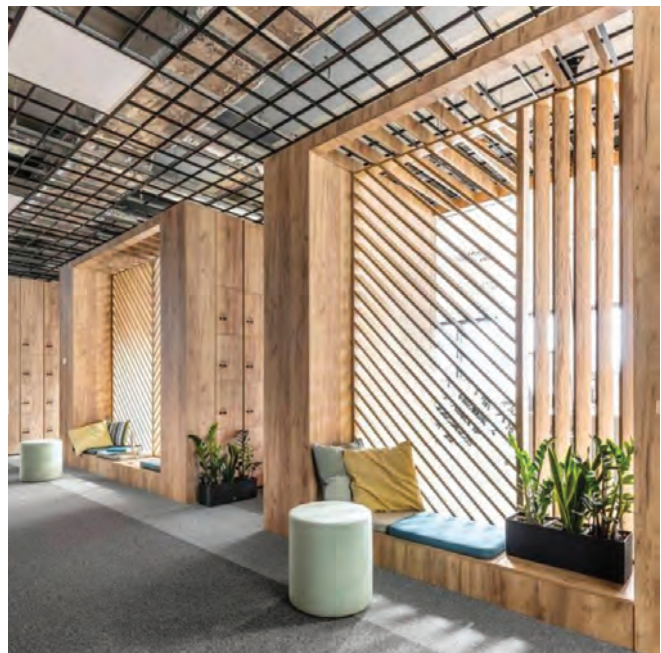


Figure 27 Yoga & Meditation Area 02

Fire - Fitness Area

Considering the energetic and vital nature of the fire element, the fitness area is inspired by the element "fire". The Taoists believe that it represents summer and is a season that contains the greatest amount of energy during the entire year. It is connected to the emotion of joy and the inner organ of the heart. Exercise can bring people joy as well as improve their heart health. As a result, fire would be the best element to complement the fitness area.

Interior Design

A small amount of fire element has been incorporated into the interior design as a modern touch, such as the brownish red lighting as a decoration and the colour used in some facilities. This can give people a sense of modern and energetic atmosphere, motivating them to exercise more frequently.

Auditory Design

A dynamic and exciting soundtrack will be played in this area to keep customers motivated. If there is a small group of exercisers with different training content, the music will be adjusted accordingly to keep consistency.

Visual Design

In order to enhance the immersive experience for the customers, the lighting on the fitness machine will change its colour and lightness according to the work out status of users, the more calories users burn, the brighter the light. It gives people a sense of cyber feeling and enhance the excitement while working out.

Olfactory Design

In the case of olfactory design, there would be no special design, but an air filter machine would be installed. This is due to the importance of ventilation and air quality in a fitness center.



Figure 27 Fitness Area 01

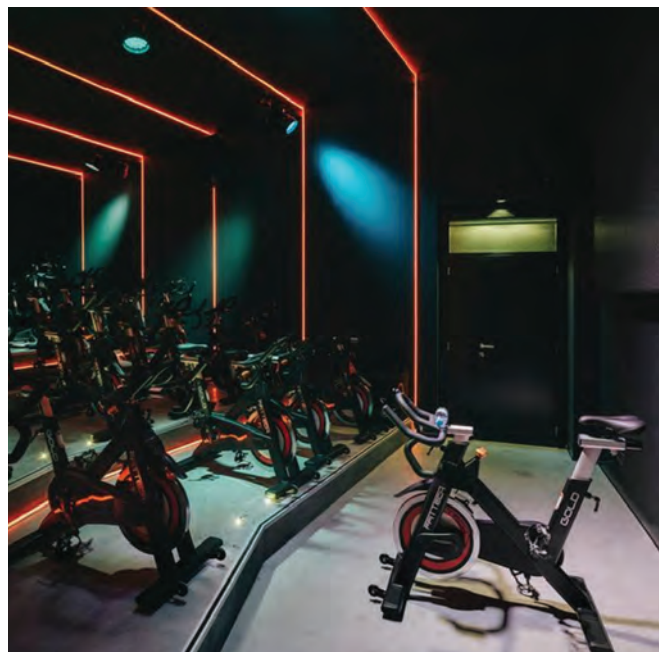


Figure 28 Fitness Area 02

Earth - Community Area

An earth element is used in the design of the community area to symbolize fidelity and honesty. The purpose of our community room is to allow our customers to meet and learn from like-minded individuals. With the warm earth tone of the interior design, people can relax and interact with one another. The earth element is associated with the emotion of worry and with the spleen, which refers to the digestive system in Chinese medicine. It is therefore beneficial for people to make new friends in earth areas and discuss their worries, thereby reducing the impact on their digestive system.

Interior Design

The community room is designed in an arty and classic style. People can interact and sit together in a spacious living room with a sofa set. Individual seats are also available for those who wish to enjoy the time alone. It is decorated with a large painting and nice lighting to give it a sophisticated feel.

Auditory Design

As the community area is intended to serve as a place for like-minded people to mingle, the music will be light and pleasant so that people can interact with one another easily.

Tactile Design

Customers will be able to immerse themselves in a cozy and warm environment with the super soft fabric sofa.

Olfactory Design

The room will be scented using sandalwood (檀木) essential oil, which belongs to the earth nature in Chinese medicine. It has a natural woody and sweet scent, which gives customers a sense of organic sophistication. Sandalwood (檀木) aromas are known to promote mental clarity and relax and calm down people.



Figure 29 Community Area 01



Figure 30 Community Area 02

Metal - Consulting Area

The consulting area for emotional treatment and Chinese doctor consultation would be designed with the features of metal element because metal means righteousness. Our doctors and specialist will provide their professional advice to customers selfishlessly and ethically, which has the same features as metal. The area is in minimal design and white colour, which gives people a clean feeling. The metal elements is associated with the emotion of sadness and with the lung. Therefore, the consulting area would be a great place for people to release their emotions and tell their problems to our professionals.



Figure 31 Consulting Area

Interior Design

The consulting area is designed in a modern, minimal style with soft furnishings that can be used to cover the glass wall if necessary. The area would be predominantly white in colour in order to give people a feeling of simplicity and cleanliness. A long sofa is available for people to lay down comfortably and receive their consultations. Suitable lighting would be provided to provide a comfortable environment for people to discuss their physical and emotional health.

Auditory Design

Our therapist would adjust the auditory to meet the needs of each individual. In the Chinese medicine consultation room, there would be no music to maintain a clear and professional environment for customers to listen and ask questions.

Tactile Design

The combination of a transparent glass wall and a soft curtain gives people a sense of professionalism while still feeling comfortable. Customers can receive treatment on the white leather long sofa. Leather gives people a professional appearance and a sense of being in therapy due to its texture. Upon receiving the threat, the customer is required to re-evaluate their life goals and health objectives.

Olfactory Design

It is important for customers to keep a clear mind while in the consulting area without becoming too relaxed. In this way, people would not be distracted by any kind of scent.

6.3.4 System

Operation system

Waste-less operation system

Energy save:

Certain opening time for large amount of energy used facilities: Spring pool

Use of natural light to reduce the energy used in lightings

Reduce waste:

No free towel offer to customers to encourage hygiene and reduce waste for using own towel

Recycled materials are used in daily used goods such as tissue paper, paper

Encourage customers to bring their own bottle for water refilling to reduce the use of one-time plastic bottles

Partnership business model

The Elemental program will involve partnerships with independent or freelance professionals in a variety of fields, such as personal trainers, yoga and meditation instructors. The company offers a wide range of job opportunities with a high degree of flexibility and a competitive wage. Additionally, we have partnered with organic health and beauty product brands that will be used in the club. Various health and beauty products are available with special discounts for customers, to meet their needs on an everyday basis.

6.3.5 Service

Wellness Club service

The Elemental wellness club offers two types of services: offline club services and digital services through its mobile applications. As soon as customers become members, they are able to join different classes and take advantage of the facilities. The wellness club offers the following services to its members:

Service:

- Consultation:
 - Chinese doctor consultation
 - Emotional therapist
 - Personal trainer
- Classes/treatment:
 - Fitness class
 - Yoga & Meditation class
 - Spa treatment (Body & beauty)

In our wellness club, we emphasize individualized health plans that will provide our customers with insight into ways to improve their overall well-being, which will include physical health (fitness & nutrition), emotional health, social well-being, accomplishment, meaning of life, and connection to the natural world.

In accordance with the health element status of our clients, our professional doctor will advise them to participate in certain activities, therapies, and dietary habit in the 3-month, 6-month or yearly plan. By gradually altering customers' habits, the program aims to promote a sustainable lifestyle.

Elemental APP



Figure 32 Elemental APP

Elemental's APP (Figure 32) has eight features, which provide an exclusive service to enhance our customers' journey. Our customers have benefitted from using the Elemental APP, since it has increased our service's efficiency and assisted them in maintaining a sustainable healthy lifestyle. In order to achieve a transformation economy, the APP is one of the most important components for transferring economic, psychological, sociological, and ecological values to the entire ecosystem and the society.

Elemental APP - 8 features

Integrated data analysis

The APP integrates health data from third-party applications such as Health+, Fitbit, and Health Connect. Combining the data collected with self-reported diet and practice activities, it will create a health trend report for the user and track their progress towards their goals. Users can gain a better understanding of both their physical and emotional status as a result of it.

Booking system

On the APP, users can book wellness club activities and treatments. Users may select from a list of available time slots and timetables on the calendar available on the APP.

Wellness self-practice videos/audio

There is a vast collection of wellness information on our APP, which provides self-practice videos and audio in a variety of areas, including fitness, mindfulness, self-growth, and social skills. Our members can continue to maintain a healthy lifestyle and reach their goals by practising at home.

Personal account with a personal plan

Personal accounts contain a personal plan, a user's goal and an elemental chart that can be reviewed by the user. A real-time update of relevant health data will update the elemental chart and progress towards the goal in real time. It can motivate users to keep working.

Community

An online community is available on the APP, allowing users to exchange health information and encourage each other by participating in a variety of club activities together. As a result, users can learn from each other and encourage each other as well as build social networks.

Automation notification

By using automated notifications, users are reminded of health tips based on their personalized plans. It is easy for people to forget some healthy habits when they have a hectic work schedule. It is possible to encourage users to develop healthy habits by reminding them with the notifications.

Health products purchasing

Users are provided with a seamless shopping experience through the APP. We offer discounts on the health and body care products of our partners through our app, and users may purchase these products on the app and have them delivered to their home or collect them from the wellness club.

Reward system

A rewarding point can be earned in two different ways - by achieving the goal and by participating in community activities organized by Elemental. In exchange for points, users may redeem free health products or free classes/treatments. The attractive reward system can motivate users to develop a healthier lifestyle more actively.

Customer Journey Map

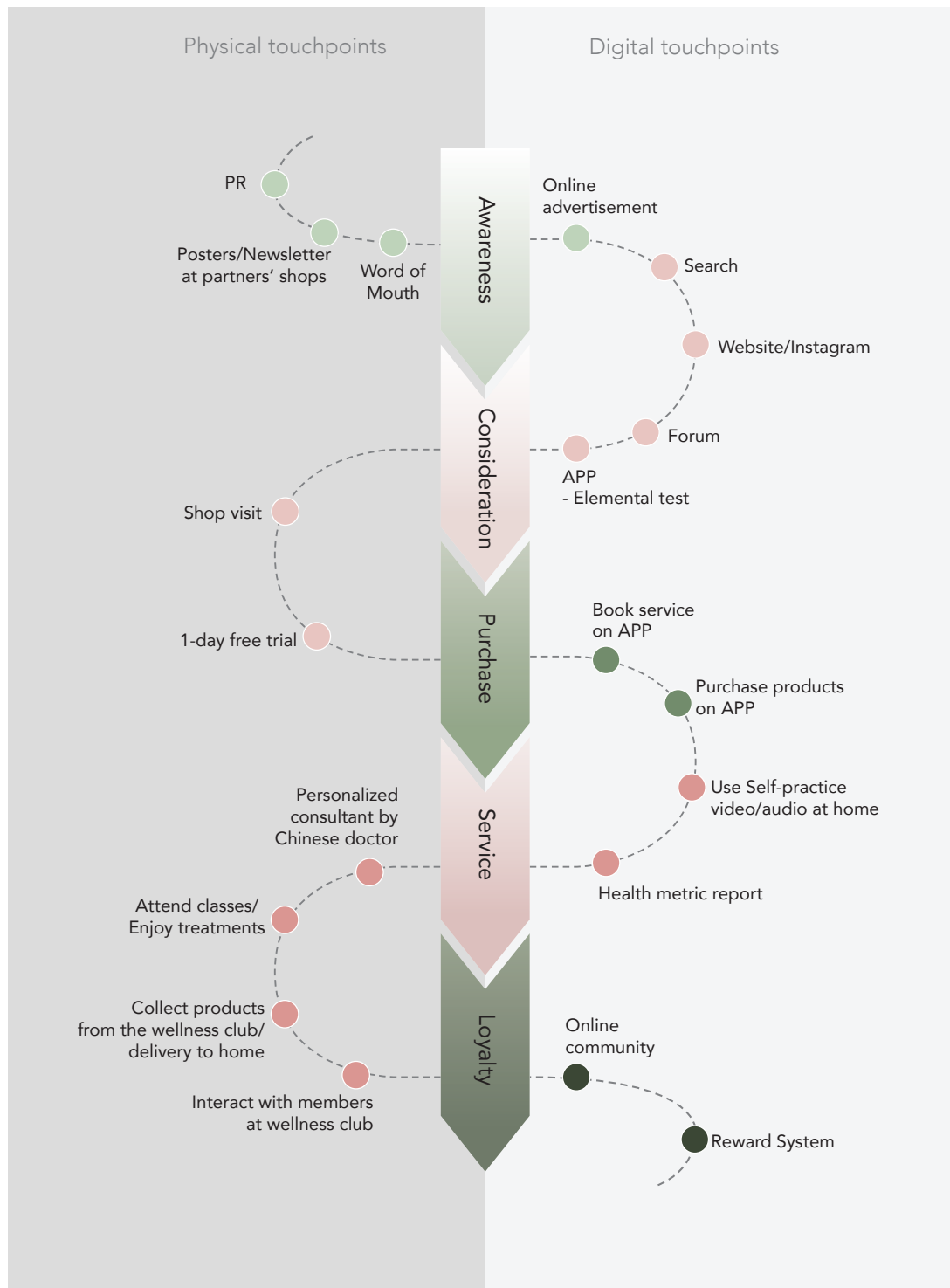
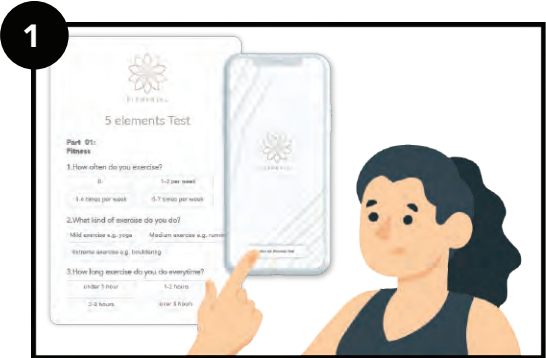


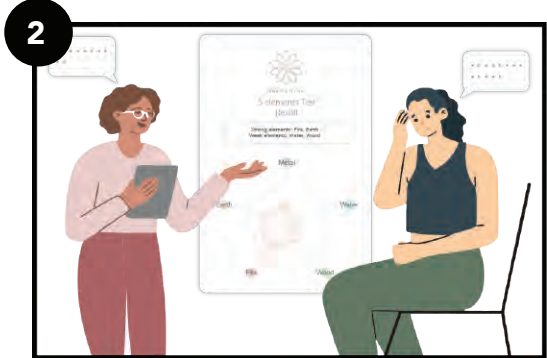
Figure 33 Customer journey map

Elemental Wellness Club and APP aim to provide an omni channel service and shopping experience to customers. The above customer journey map (Figure 33) shows the physical and digital touchpoints of five stages: Awareness, Consideration, Purchase, Service and Loyalty.

Story board 01



Michelle installs the Elemental APP and do the online 5 elements survey



Michelle feels interested and goes to the Elemental wellness club and receive a Chinese doctor consultation. She sets the goal and tells her requirements to the doctor



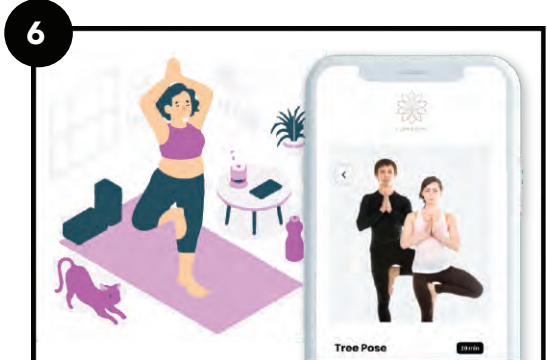
Michelle receives an initial health plan and select the 3-month plan and membership will be purchased at the same time.



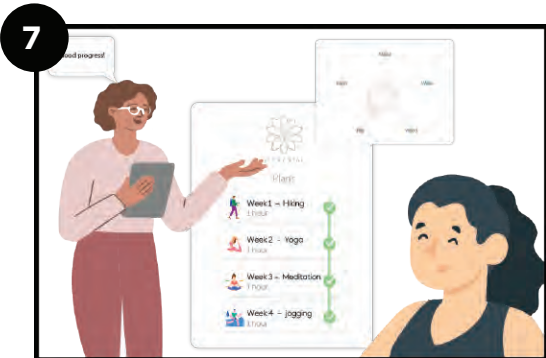
Michelle starts enjoying the service the next day by booking classes and service on the APP



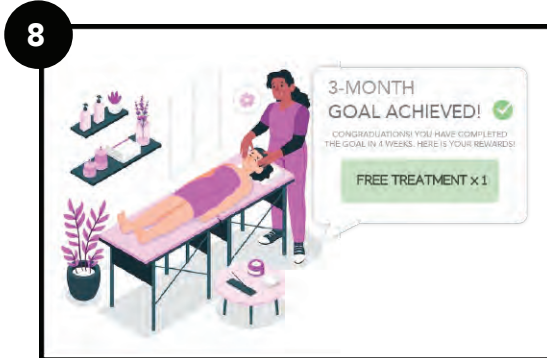
The Elemental APP gives Michelle health advices and notifications to improve his lifestyle.



Michelle also does the fitness and mindfulness practice at home by using the Elemental APP to achieve her goal.



Michelle has a monthly review with doctor of the health status and the progress of achieving the goal.

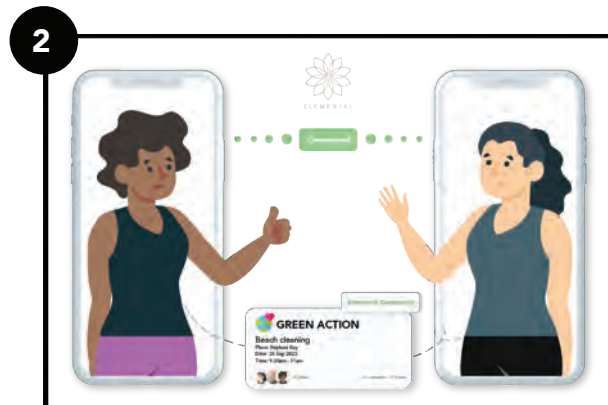


Michelle receives a free class as rewards after achieving his goal after 3 months.

Story board 02



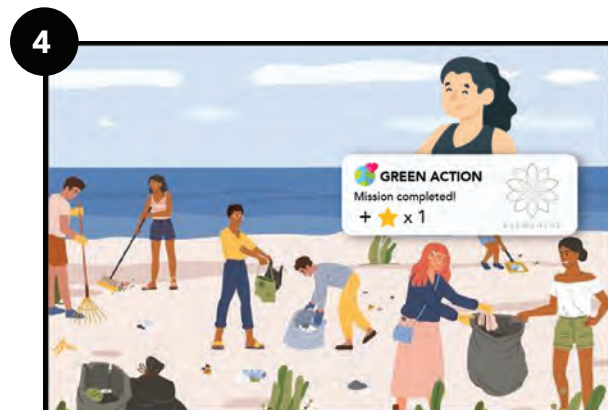
Cynthia goes to the yoga class in Elemental and meets a new friend, Michelle.



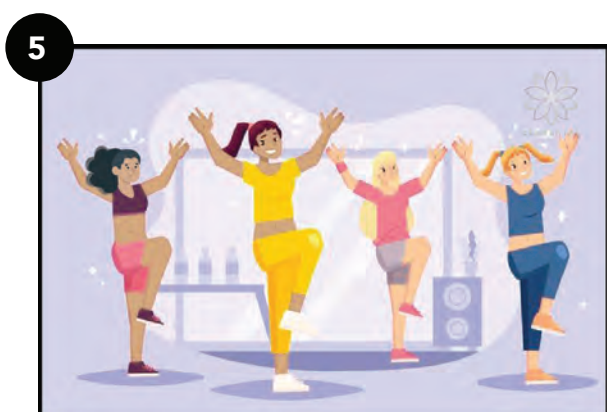
Cynthia connects with Michelle through the Elemental APP



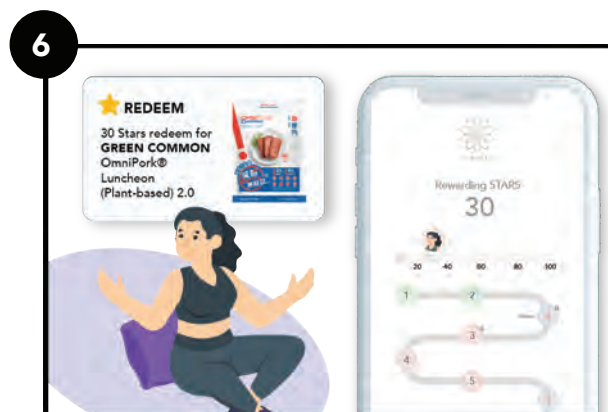
Cynthia discusses the physical and emotional health information with different members on the online community on the APP.



Cynthia joins a ECO activities with her new friend, Michelle on the community. By finishing the activities, Cynthia gains 1 star as rewards.



Cynthia keeps joining different activities and able to meet a lot of like-minded people



After a period of time, Cynthia gets a free health products by redeeming 30 stars



7

VALUE CREATION & DELIVER

7.1 Business Ecosystem

7.1 Business Ecosystem

Ecosystem of Elemental wellness club

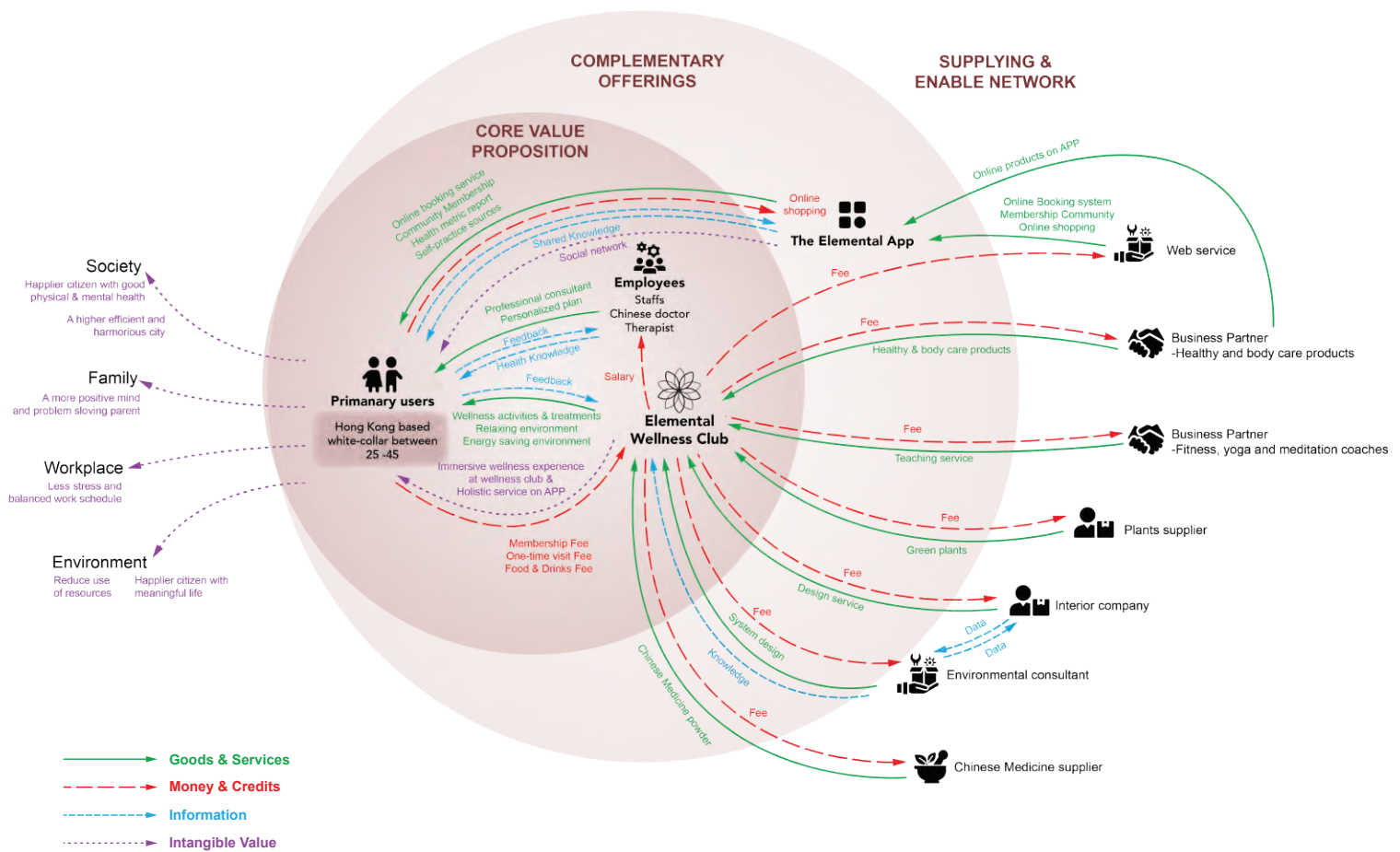


Figure 34 Ecosystem

The ecosystem diagram (Figure 34) illustrates how goods and services, money and credits, information, and intangible value were transferred for the Elemental wellness club. The organization connects with different stakeholders, including external stakeholders, such as suppliers, partners, consultants, and internal stakeholders, such as employees and customers. Value flows will be explained one by one in the following paragraph.

Goods & Service value flow

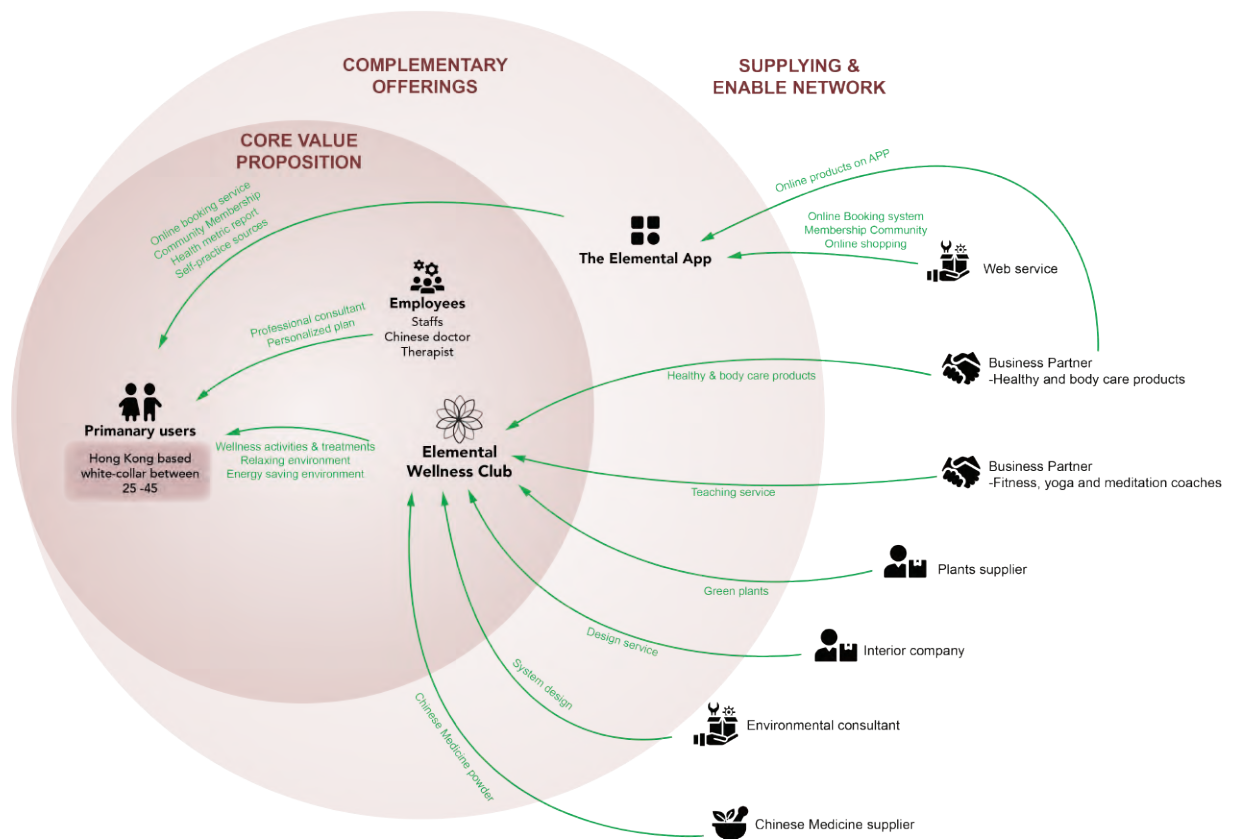


Figure 35 Ecosystem - goods & services

The customized health plan provided by Chinese doctors is one of the club's main products. After receiving the wellness plan, the customer can enroll in different wellness activities offered by the club. All therapists are employed by the club, whereas fitness, yoga, meditation, and self-growth instructors are hired through a partnership. By doing so, we are able to provide a variety of classes at reasonable costs and allow our professional tutors to pursue other careers or work in other studios simultaneously.

Elemental APP will be supported by the web service company in creating an online booking system for the wellness club. In addition, there is an online shopping platform on the APP for our partners' health and body care products. Finally, customers may check their health metrics and continue practicing the exercises via the APP's self-practice resource.

In order to create the interior design, an environmental consultant, an interior design firm, and a plant supplier will be required to create an immersive experience in the wellness club.

Money & Credits value flow

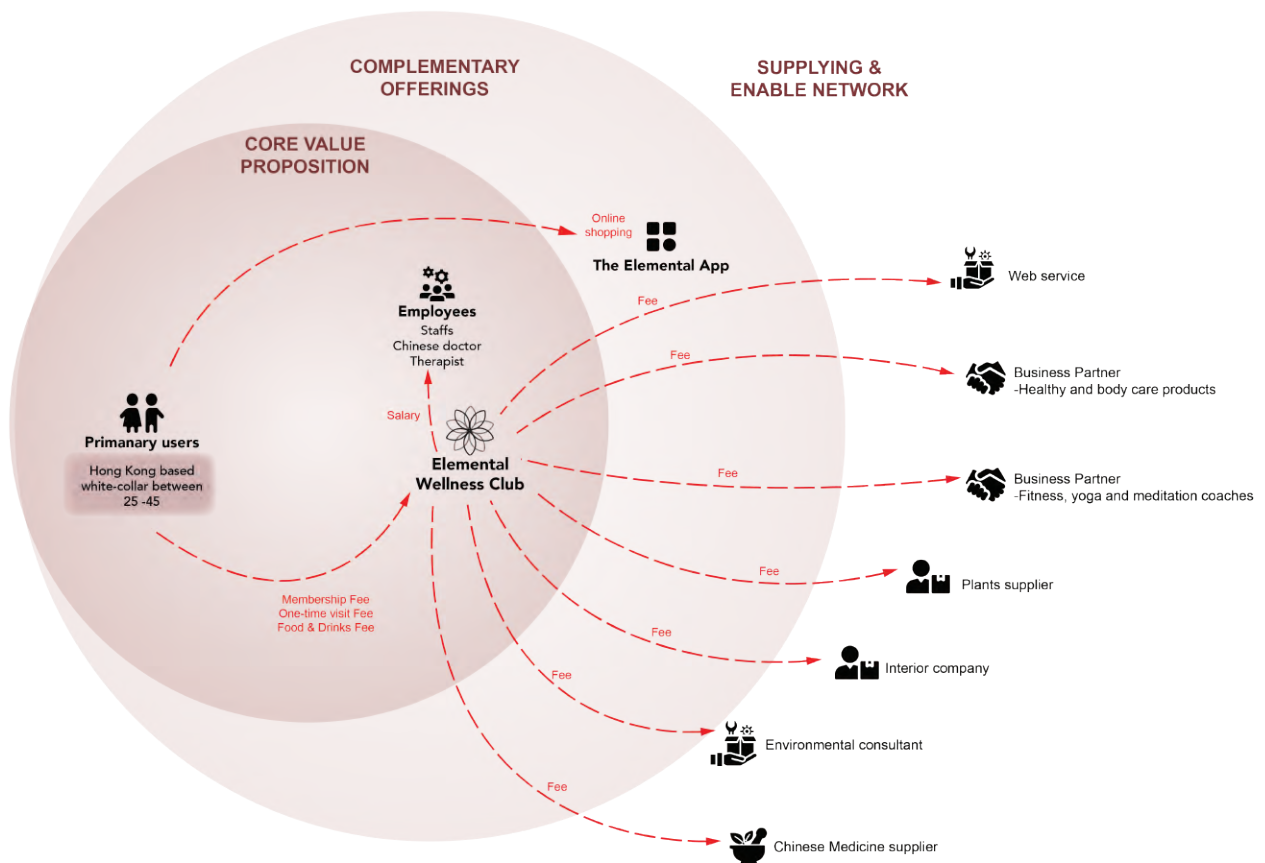


Figure 36 Ecosystem - money & credits

For money and credit flow, the Elemental Wellness Club will pay employees, suppliers, and consultants the resources and service fees.

There are a number of ways in which our customers can pay for our wellness club and APP:

- Membership fee
- One-time visit fee
- Food and drinks consumed in the club
- Online shopping

Information value flow

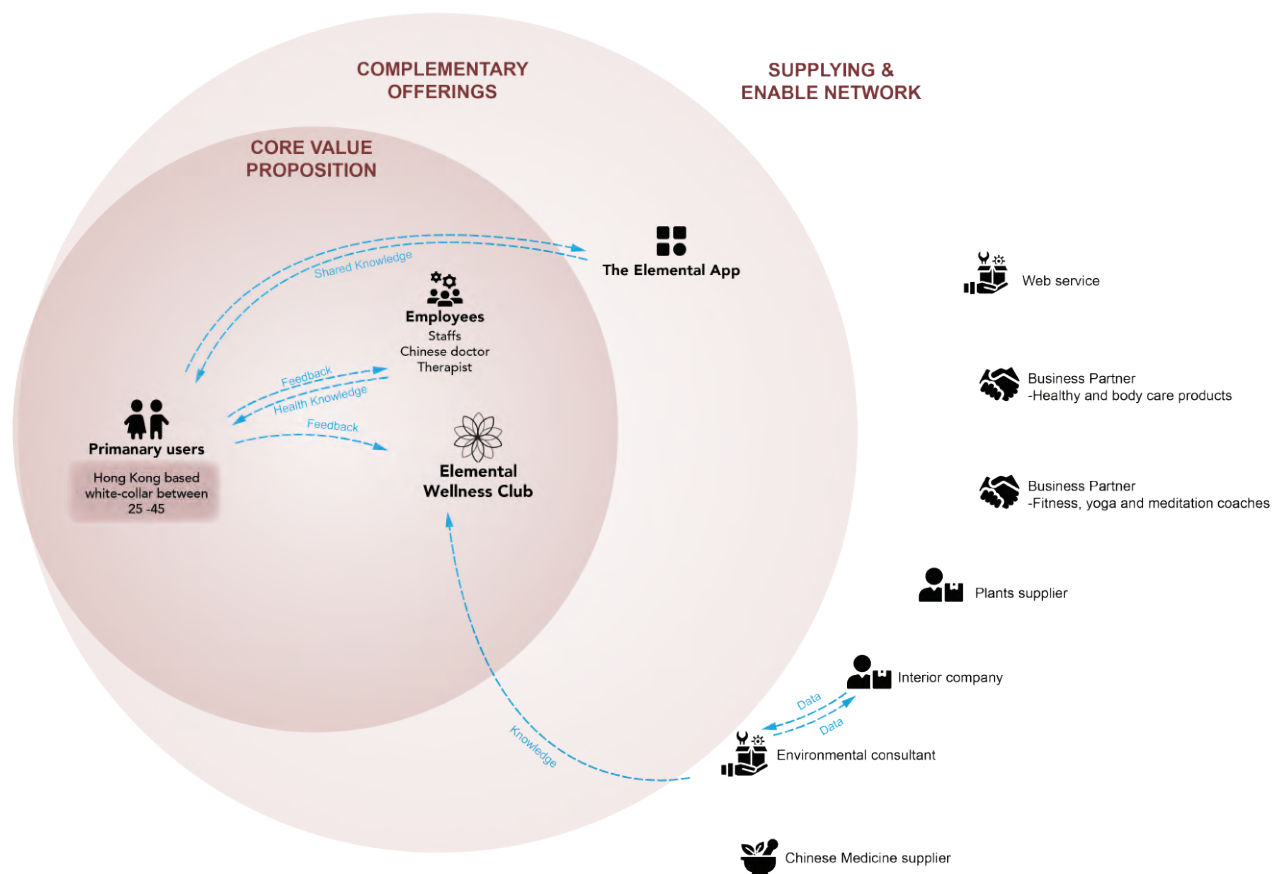


Figure 37 Ecosystem - information

We value interaction at our wellness club since we believe communication is the key to success. The customers are welcome to consult with our therapists and doctors in order to adjust their health plan and set goals. Feedback from our customers is critical for us to improve our service.

In our community, knowledge sharing and peer encouragement are always recommended. This is a great motivational tool for individuals to continue to work toward their goals.

For the design of smart energy systems, environmental consultants are required to provide advice to the interior design firm. Additionally, the consultant will provide us with advice on how to implement an operating system that will reduce energy consumption and waste.

Intangible value flow

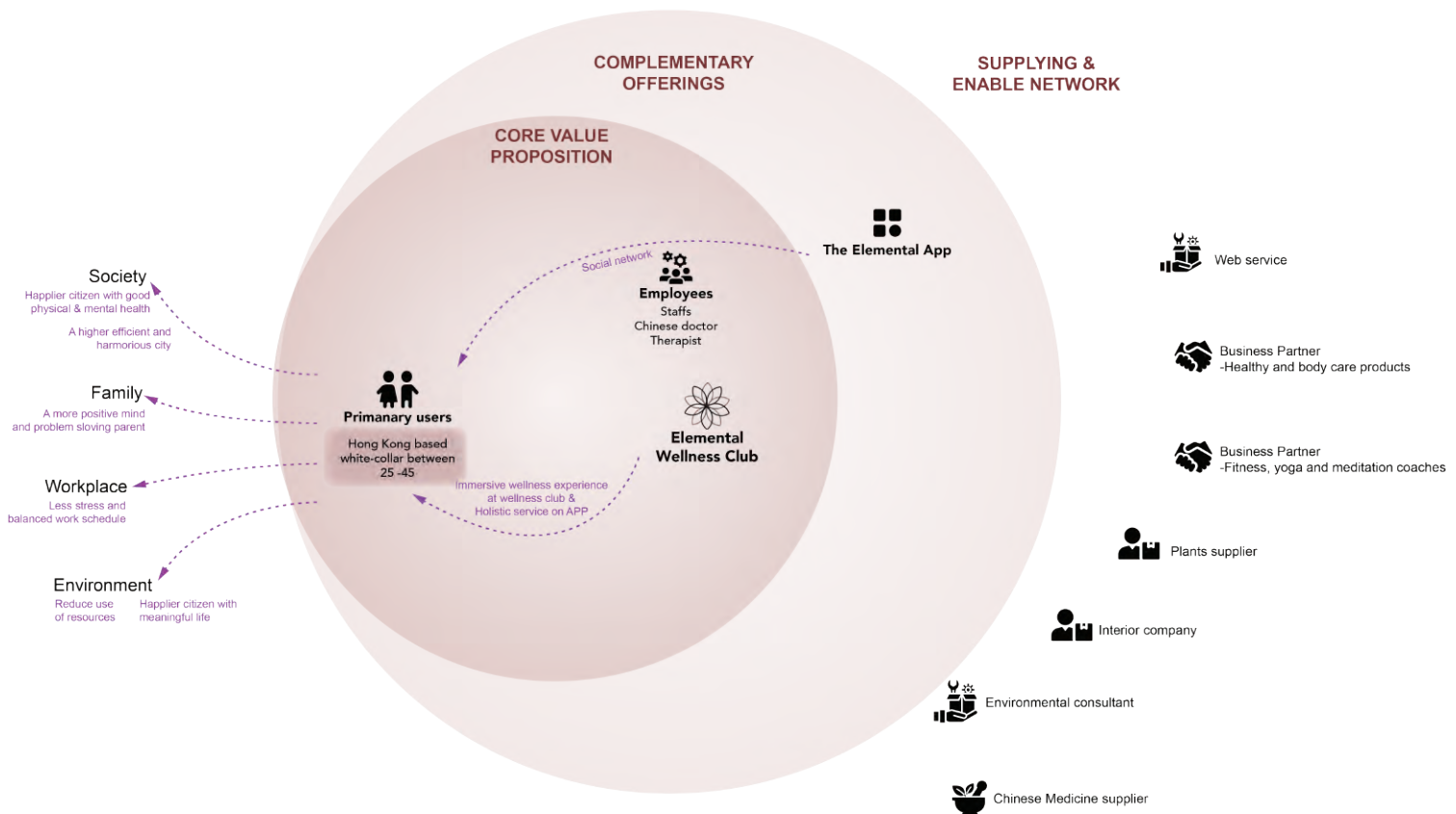


Figure 38 Ecosystem - intangible value

As a result of the previously mentioned services and goods in our wellness club and APP, our customers will have a human-centric and immersive experience. The goal is to improve their overall well-being and develop a healthy lifestyle.

Ultimately, they may be a more happy citizen with good mental and physical health. A positive attitude among the inhabitants would result in a more harmonious health status, as well as a more harmonious social environment.

People would be able to solve problems more effectively and face challenges and opportunities in life with greater confidence. It is expected that they will become a less stressful and work-life balanced staff member at work, as well as a more positive parent to raise their children.

Last but not least, the Elemental wellness club offers ECO messages in order to inform people about the importance of energy and environmental protection, which help to create a more sustainable city in the future.

8

EXAMINATION OF THE DESIGN CONCEPT

8.1 Interview

8.2 Refine of Design

8.1 Interview

Creating a successful design requires advice from both professionals and users. In this project, two interviews were conducted with Chinese doctors and potential users to obtain insights and new ideas. In order to obtain more recommendations, more interviews should be conducted in the future especially people with similar situation as our personas. This enables a comprehensive examination of the design. The professionals and one user who is similar to the persona "Goal-getter" have now provided us with the results. The following insights were gained by their answers:

INTERVIEWEES:

PROFESSIONAL



Leung Wai Hung, 36
Chinese Doctor
Exp. 8 years
Yu Fung Chinese Medicine centre

USER



Wellington, 44
E-commerce Manager
Work Exp. 18 years

1

Reinvention of Chinese medicine and Taoism philosophy

Both of them think the design concept can accurately portrays the connection between these philosophies and modern medical science and offer a fresh perspective for people to get know to five elements.

2

What can be improved?

Chinese doctor: The music of each element area can apply the musice related to five elements, which can give a better result of the treatment. This therapy has been used in some Chinese medicine centre.

User: If possible, it would be beneficial to incorporate on-site Chinese medicine offerings such as herbal teas and fitness soups that promote calmness and overall health.

In the Earth area, if there were a more profound demonstration of the relationship between humans and the Earth, such as highlighting the biblical reference of humans being made from Earth, it would establish a deeper and more meaningful connection.

Comment on online service (APP)

Chinese doctor: Yes, the APP seems very convenient to use and the notification can remind people what they have to concern about based on their health condition (especially for reminding them not to eat certain foods mentioned by the doctors).

User: By enabling users to track their health status and easily share information with like-minded individuals in social groups focused on a healthy lifestyle, it encourages and supports their journey towards well-being.

The favourite part of design

Chinese doctor: I like the whole idea which can promote traditional Chinese medicine and Taoism philosophy as I think lots of people do not know them.

User: I find the Water - Spa area particularly captivating. Its relaxing ambience and inviting atmosphere immediately entice individuals to experience the tranquillity it offers.

8.2 Refine of Design

As a result of the interview results, interviewees have provided the following suggestions for improving the design concept: **1. implement the music related to five elements 2. incorporate on-site Chinese medicine offerings such as herbal teas and fitness soups 3. promote the relationship between humans and the Earth in the community area.** All of these suggestions are extremely valuable, and the design concept will be refined as follows:

Five elements music

Five element music is also called Five Phases Music Therapy (FPMT), which uses five music scales (宫Gong (do), 商Shang (ri), 角Jue (mi), 徵Zhi (so) and 羽Yu (la)) to treat physical and emotional illness. The five music scales are associated with the five inner organs of the human body and emotions. The outcome of the treatment can be enhanced through the use of associated music in different areas. For example, the Spa area (Water) will play 羽Yu (la) music and the Yoga & Meditation area (Wood) will play 角Jue (mi) music.

It is believed that using five elements of music can improve people's health, especially in the emotional level.

Offering Chinese medicine drinks and food

Diet plays an important role in the well-being of individuals. In the current design concept, healthy foods and snacks from our partners can be purchased through the mobile application. Nevertheless, offering Chinese medicine drinks and food in the wellness club is essential in the future. Our service would be even more comprehensive and cater to different types of customers' needs. For instance, we offer high-nutrition but low-calorie lunch boxes for those who wish to lose weight, as well as Chinese medicine soup for those who wish to improve their health. Therefore, it would be one of the future development of the wellness club.

Promote human-nature relationship in community area

A community area is a good place to promote ECO and human-nature relationships since it is a place where all users are always present. It can serve as a multipurpose area for various community activities such as sustainability talks and discussions. In the community area, there can be a sharing board where users can post whatever they wish. Users may exchange staffs with other users or give away something useful to them as part of the ECO initiative.

In implementing this idea, the community area can enhance user interaction and inspire people to create or begin doing good for people and the environment.



9 CONCLUSION

9.1 Limitation

9.2 Future development

9. Conclusion

The traditional Chinese knowledge and culture is a valuable source of wisdom that can help people rethink and rebuild a meaningful and healthy lifestyle in the modern world. We investigated the lifestyles and attitudes of Hong Kong people with respect to Chinese medicine in this project. According to the results, Hong Kong people have a great interest in Chinese medicine and start being concerned about their own well-being as a consequence of health concerns and the influence of their friends. In the research, it is shown how influential peer influences and societal values are on people's lifestyle choices. As a result, Hong Kong is well suited for the development of modern wellness businesses by reinventing Chinese medicine and Taoism philosophy in a community-based environment.

By 2040, technology boost, unique immersive experiences, and environmental awareness will be the three most significant megatrends affecting the wellness industry. These trends will have a significant impact on the service and wellness industries. Wellness businesses must adapt their business model and service to the changing trends and customer behaviour in order to be competitive in the transformative economy. In this project, Elemental Wellness Club provides a unique and human-centric experience to people that raises health and environmental awareness and changes their lifestyles and enhances their personal growth. Elemental's transformative business model is expected to have a positive impact on the wellness business field and society in general. In spite of this, there are some limitations to the design concept and more development can be done in the future in order to complete the overall design.

9.1 Limitation

It is anticipated that the biggest limitation of the design concept will be the rental and space problem in Hong Kong. The city is renowned for its high rental prices and small spaces. The area must be spacious enough to provide people with an immersive experience and a comfortable environment. Meanwhile, the wellness club should be located in the city centre for the convenience of its customers. As a result, the location and rental cost would pose the greatest challenge to this design concept.

In addition, the partnership mechanism for fitness and yoga class tutors may be unstable at the initial stages because of the new working way. It is important to create a well-planned contract and schedule and to experiment many times in order to avoid inadequate staffing and class offerings.

9.2 Future development

In accordance with the interviewee's recommendation in the previous chapter, offering Chinese medicine drinks and food as well as increasing community interaction and promoting environmental awareness will be essential in the future. As part of the dining service, customers can receive nutrition education and information regarding a healthy diet. Customers can ask for a nutrition consultation and enhance the knowledge transfer and get feedback from customers.

The community area would be an ideal location to promote environmental awareness and customer interaction. The area can be used for more interactive activities, such as message boards and community activities.

Traditional Chinese medicine is becoming increasingly popular, and social media can help spread its benefits to more people. There is no doubt that this will be a major area of development in the future. By using social media, more people can be made aware of the importance of taking care of their health and the environment.

Health and environmental protection are not one-day missions, but a long-term commitment. With the help of Elemental Wellness Club and its APP, it is hoped that people will be able to change their lifestyles bit by bit and become healthier as well as better people. By making small, sustainable changes today, we can ensure that future generations benefit from healthier lifestyles and a cleaner, greener environment. Together, we can build a happier and less polluting Hong Kong in the future.

10

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11

APPENDIX

Interview result of well-being awareness

Name: Claudia

Occupation: Legal assistant

Age: 30 Working exp. 7 years

Sex: F

Behaviour:

1. Do you aware of your well-being?

Yes, I am aware in the recent years

2. What makes you aware of your well-being?

Because I got depression 3 years ago and I feel my physical health is not good as before.

3. What do you do to improve your well-being?

Physical: See the chiropractic doctor and he has advised me some exercise. For example, my doctor recommend me to do Pilates

After recovering from the depression, I used to have a small walk in the nature (park or have a small hike) to relax.

Customer experience:

1. Do you go to any wellness businesses e.g. gym, yoga class, massage treatment?

Pilate class

2. Why do you seek help from those wellness centres?

Pilate class: I want to improve health, stretch the body, but not high strength as gym

3. How often will you go to those wellness centres?

Once a week

4. Where will you go to those wellness centres?

Central

5. When will you go to those wellness centres?

Weekend

6. How long will you stay normally?

1 h -1.5hr

7. Do you think those wellness centres can help you efficiently?

Yes, the Pilates tutor will ask about the health history of customers and advise on gesture. She also recommends some stretching at home.

8. Do you have any pain points while using the service in the wellness centres?

I don't have self-discipline sometimes, so might not go to the Pilates classes regularly.

9. Do you think the existing wellness centres can provide holistic care for your well-being?

No, a single service, is not diverse enough

10. What features/services will you concern about when you pick a wellness business?

-Quality of coach

-Hygiene

Chinese medicine & Taoism:

1. Do you think Chinese medicine is a reliable traditional knowledge?

I think it is reliable but difficult to find a good Chinese doctor.

2. Have you ever heard about the 5 elements of Taoism philosophy?

No, never heard about

3. Balancing the elements in the body can keep healthy and improve well-being. Have you heard about it? And what do you think about it?

No, never heard about it but it sounds interesting. It is like a IMBT test in the health aspect. I would like to try to know the secret of my health.

Name: Janice

Occupation: Marketing manager

Age: 34 Working exp.: 10 years

Sex: F

Behaviour:

1. Do you aware of your well-being?

I am aware of my physical but not too sensitive to the emotional health.

2. What makes you aware of your well-being?

-Body status

-Emotion reflection

-influenced by other people who are aware of wellness

3. What do you do to improve your well-being?

-Yoga class

-Therapist

-Vitality workshop that help people to increase self-awareness

Customer experience:

1. Do you go to any wellness businesses e.g. gym, yoga class, massage treatment?

Yes

2. Why do you seek help from those wellness centres?

-Yoga – ease the shoulder pain caused by long working hours

-Therapist – help with emotion management

Vitality workshop – know more about myself and develop a stronger mind

3. How often will you go to those wellness centres?

-Yoga – 2 hours per week

-Running – 2 days per week, at least 1 hour

-Therapist – once a month

-Vitality workshop – for once

4. When will you go to those wellness centres?

-Yoga – weekend

-Run – weekday

-Therapist – weekend (relaxing time, more space for myself)

5. Do you think those wellness centres can help you efficiently?

-Yoga – joined for 2 years and Running – 5 years. These exercise can improve my physical fitness and make me relax because my mind will be clear while doing these exercise.

-Therapist – It is good to know the third person's view on my problem and give me advise. Normally it can inspire me to review myself.

6. Do you have any pain points while using the service in the wellness centres?

-Lack of motivation. Sometimes I got lazy and did not go exercise.

7. Do you think the existing wellness centres can provide holistic care for your well-being?

-It is good to keep physical fitness and receive professional advice, however it is not holistic

8. What features/services will you concern about when you pick a wellness business?

-Hygiene

-Air ventilation

Chinese medicine & Taoism:

1. Do you think Chinese medicine is a reliable traditional knowledge?

-Yes, see the Chinese doctor for health keeping

-I think Chinese massage is effective

2. Have you ever heard about the 5 elements of Taoism philosophy?

-Yes but I don't know the exact & detail relationship and influence

3. Balancing the elements in the body can keep healthy and improve well-being. Have you heard about it? And what do you think about it?

-Interesting, to understand more about myself on body & emotional status

-I want to have advise of food and exercise and the influence for the related inner organs

Name: Suki

Occupation: Teacher

Age: 36 Working exp.: 11 years

Sex: F

Behaviour:

1. Do you aware of your well-being?

Yes

2. What makes you aware of your well-being?

With age grow, both physical & mentally

3. What do you do to improve your well-being?

physical>> Pilates class

mental>> handcraft class, hobbies class, connect to nature, museum

Customer experience:

1. Do you go to any wellness businesses e.g. gym, yoga class, massage treatment?

Yes, hobby class and pilate class

2. Why do you seek help from those wellness centres?

Hobby class: relax and clam, but know more knowledge at the same time

Pilate class: it is like a treatment that help to improve my health

3. How often will you go to those wellness centres?

Hobby: Once a week

Pilates: 3 times a month

4. Where will you go to those wellness centres?

Tsim Sha Tsui

5. When will you go to those wellness centres?

Hobby class: Weekend

6. Pilates: Weekday after work

7. How long will you stay normally?

Hobby class: Half day

Pilates: one hour

8. Do you think those wellness centres can help you efficiently?

Yes, the Pilates tutor always gave customized comment to me to improve my performance

9. Do you have any pain points while using the service in the wellness centres?

Some of the Pilates postures are very difficult to do it because of the insufficient practicing time.

Do you think the existing wellness centres can provide holistic care for your well-being?

No because it is only a class that provides one service.

10. What features/services will you concern about when you pick a wellness business?

-Environment

-Quality of coach

-Number of people in the class

Chinese medicine & Taoism:

1. Do you think Chinese medicine is a reliable traditional knowledge?

I think it is reliable and I always go to see Chinese doctors, for acupuncture, and massage. Normally will go to the Chinese doctor

2. Have you ever heard about the 5 elements of Taoism philosophy?

Yes, I have heard about the five elements but don't know it is the core value of Chinese medicine and the relationship between the five elements, emotion and human organs.

3. Balancing the elements in the body can keep healthy and improve well-being. Have you heard about it? And what do you think about it?

I am interested in most of the health information and analysis about my own body because I never know my own health status. It would be interesting to have a system checking my health and rate it. Then I can know what I am missing.

Name: Osmond

Occupation: Sales manager

Age: 34 Working exp.: 14 years

Sex: M

Behaviour:

1. Do you aware of your well-being?

Yes

2. What makes you aware of your well-being?

My friends always talk about it and I found my health is not as good as when I was young

3. What do you do to improve your well-being?

I didn't do many things to improve my well-being because of the busy work schedule. I am too lazy to start something and I am not exercising kind of guy.

Customer experience:

1. Do you go to any wellness businesses e.g. gym, yoga class, massage treatment?

No, because I cannot keep the exercise habit and it is a waste of money to join those classes/memberships. But I go to the Chinese calligraphy class every weekend. I can learn something new. I go to the Chinese massage sometimes to get full body massage. It is relaxing and ease the muscle pain.

2. Why do you seek help from those wellness centres?

Class - To learn something new, relaxing and meet new friends, Massage – To relax

3. How often will you go to those wellness centres?

Class - Once a week, Massage – Once a month

4. Where will you go to those wellness centres?

Class – Central, Massage – Mong Kok

5. When will you go to those wellness centres?

Class - weekend afternoon, Massage – weekday after work

6. How long will you stay normally?

Class - One hour, Massage – 50mins – 100mins

7. Do you think those wellness centres can help you efficiently?

Yes, make me relax and I believe the Chinese massage is a kind of therapy for the body health as well

8. Do you have any pain points while using the service in the wellness centres?

I join the calligraphy class, which is not exactly a wellness activity that can improve my well-being effectively.

For the Chinese massage, I think the service is alright but it does not have other professional Chinese medicine service, which can enhance the treatment such as acupuncture and solve specific problems.

9. Do you think the existing wellness centres can provide holistic care for your well-being?

I don't know, I did not use the service much before. If we only talk about the massage centre, I think it is not holistic and it only provide simple massage service.

10. What features/services will you concern about when you pick a wellness business?

Hygiene and the atmosphere. I like communicating to the therapist to understand more about my body status. For the calligraphy class, I am concern about the classmate there.

Chinese medicine & Taoism:

1. Do you think Chinese medicine is a reliable traditional knowledge?

Yes, I go to the Chinese doctor if I don't feel well especially when I have poor sleep quality.

2. Have you ever heard about the 5 elements of Taoism philosophy?

Yes, I heard it from Chinese Feng Shui.

3. Balancing the elements in the body can keep healthy and improve well-being. Have you heard about it? And what do you think about it?

I heard about the balance of our body but do not know it is about five elements. I am interested to know the five elements status of my body. If I am lack of any elements, I want to know the way to improve it.

Name: Vincent

Occupation: R&D executive

Age: 33 Working exp.: 8 years

Sex: M

Behaviour:

1. Do you aware of your well-being?

I am aware of the physical status of my body. I think my emotional health is okay

2. What makes you aware of your well-being?

I like cycling and always discuss the health and fitness information with my friends in the cycling group.

3. What do you do to improve your well-being?

-Go cycling with my friends around Hong Kong and maybe overseas. I like interacting with people to share knowledge and encourage each other. I think it can help me to keep a positive mindset.

Customer experience:

1. Do you go to any wellness businesses e.g. gym, yoga class, massage treatment?

Yes, I go to the Chinese massage and bonesetting

2. Why do you seek help from those wellness centres?

To reduce pain caused by the wrong posture

3. How often will you go to those wellness centres?

Once a month

4. When will you go to those wellness centres?

Weekend

5. How long will you stay normally?

Normally the treatment is 2 hours

6. Do you think those wellness centres can help you efficiently?

Yes, the treatment is effective

7. Do you have any pain points while using the service in the wellness centres?

They are specialized in Chinese medicine, so I don't have any pain points.

8. Do you think the existing wellness centres can provide holistic care for your well-being?

-It is a single service, so it is not holistic

9. What features/services will you concern about when you pick a wellness business?

-Hygiene

-Profession of the therapist

Chinese medicine & Taoism:

1. Do you think Chinese medicine is a reliable traditional knowledge?

-Yes, I visit the Chinese doctor and receive treatment regularly

2. Have you ever heard about the 5 elements of Taoism philosophy?

-I have heard about it but don't know the philosophy in details

3. Balancing the elements in the body can keep healthy and improve well-being. Have you heard about it? And what do you think about it?

- I think it is interesting and I hope to know it and improve my vitality and performance.

Name: Wellington
Occupation: E-commerce manager
Age: 44 Working exp.: 18 years
Sex: M

Behaviour:

1. Do you aware of your well-being?

Yes, I am concerned about fitness and I think exercise can make me relax.

2. What makes you aware of your well-being?

Friends around me are sports lovers and they have influenced me to do more exercise and be concerned about my fitness. I am less aware of mental health probably because I think exercise can reduce my stress already.

3. What do you do to improve your well-being?

I will go running and hiking with my friends.

Customer experience:

1. Do you go to any wellness businesses e.g. gym, yoga class, massage treatment?

Fitness class

2. Why do you seek help from those wellness centers?

I want to lose weight and I think joining a fitness class can teach me the right way to lose weight effectively, which I cannot achieve it myself. And it can keep my discipline to exercise regularly. Otherwise, I would be lazy sometimes.

3. How often will you go to those wellness centers?

Once a week

4. Where will you go to those wellness centers?

Sha tin

5. When will you go to those wellness centers?

Weekday morning before work

6. How long will you stay normally?

2-3 hrs exercise

7. Do you think those wellness centers can help you efficiently?

Yes, it can keep my discipline and will measure my weight, muscle and fat content every month to track the progress.

8. Do you have any pain points while using the service in the wellness centres?

Once a week is too less and I am not sure what is the best frequency to go to the class in order to achieve my aim.

The fitness coach will talk about the diet but it is normally very brief and I will give up on doing it because of the inconvenience of preparing the food.

9. Do you think the existing wellness centers can provide holistic care for your well-being?

No because once I left the fitness centre, there is no anything to track my fitness or help me. It is difficult to depend on my own discipline and knowledge. It is difficult to build up a healthy lifestyle, so the healthy time is normally only in class.

10. What features/services will you concern about when you pick a wellness business?

-Quality of coach, Price, Time & place, Facility, Hygiene

Chinese medicine & Taoism:

1. Do you think Chinese medicine is a reliable traditional knowledge?

I think it is reliable and I always buy Chinese medicine(中成藥) for treating the flu.

2. Have you ever heard about the 5 elements of Taoism philosophy?

Yes, I have heard about five elements but don't know it is the core value of Chinese medicine and the relationship between five elements, emotion and human organs.

3. Balancing the elements in the body can keep healthy and improve well-being. Have you heard about it? And what do you think about it?

I have never heard about it and it sounds like an interesting concept to me. I am interested to know if the elements are balanced in my body and how can I improve it.

Interview result of design concept examination

User:

Name: Wellington

Occupation: E-commerce manager

Age: 44 Working exp.: 18 years

Sex: M

1. Do you think the design has reinvented Chinese medicine and Taoism philosophy in a correct and effective way?

Yes, I believe the design has effectively captured the essence of Chinese medicine and Taoist philosophy. It accurately portrays the connection between these philosophies and modern medical science, offering a fresh perspective on the relationship between human organs and the elements.

2. If not, which part should be improved?

If possible, it would be beneficial to incorporate on-site Chinese medicine offerings such as herbal teas and fitness soups that promote calmness and overall health.

3. Do you think the new proposed wellness club can help people improve their well-being in a sustainable way?

Certainly, the emphasis on reducing energy and resource consumption within the wellness club can contribute to improving well-being sustainably. It encourages people to be more mindful of their impact on the environment while enhancing their own well-being.

4. Do you think the new proposed wellness club is able to promote wellness awareness to society?

Yes, the new concept is intriguing and has the potential to attract people, particularly those who are interested in exploring Chinese wisdom. By generating curiosity, it effectively raises awareness and stimulates discussions on wellness within society.

5. Do you think the online service on the app can help people develop a healthy lifestyle?

Yes, the online service on the app can be instrumental in helping individuals develop a healthy lifestyle. By enabling users to track their health status and easily share information with like-minded individuals in social groups focused on a healthy lifestyle, it encourages and supports their journey towards well-being.

6. Do you think the aesthetics of the design are attractive?

Yes, the design not only adheres closely to the concept of the five elements but also considers the human senses, resulting in an aesthetically appealing environment that engages multiple aspects of human perception.

7. Which part of the design do you like the most, and why?

I find the Water - Spa area particularly captivating. Its relaxing ambience and inviting atmosphere immediately entice individuals to experience the tranquillity it offers.

8. Which part of the design do you think can be improved?

In the Earth area, if there were a more profound demonstration of the relationship between humans and the Earth, such as highlighting the biblical reference of humans being made from Earth, it would establish a deeper and more meaningful connection.

Professional:

Name: Leung Wai Hung

Occupation: Chinese Doctor

Age: 36 Working exp.: 8 years

Sex: M

1. Do you think the design has reinvented Chinese medicine and Taoism philosophy in a correct and effective way?

Yes, I believe the design can promote the five elements philosophy with the design. It can help people to improve their health according to particular organs and emotional health.

2. If not, which part should be improved?

For the music, it can use music related to five elements, which has also been applied by some Hong Kong medicine centres. It will enforce the result of the treatments.

3. Do you think the new proposed wellness club can help people improve their well-being in a sustainable way?

Yes, I think it can help people develop a healthy lifestyle and increase their motivation of doing it.

4. Do you think the new proposed wellness club is able to promote wellness awareness in society?

Yes, I think the wellness club is attractive and innovative, which can offer a comfortable environment and professional knowledge to people. So I think it would raise people's awareness about the traditional Chinese way to maintain good well-being.

5. Do you think the online service on the app can help people develop a healthy lifestyle?

Yes, the APP seems very convenient to use and the notification can remind people what they have to concern about based on their health condition (especially for reminding them not to eat certain foods mentioned by the doctors).

6. Do you think the aesthetics of the design are attractive?

Yes, the design is nice and very new.

7. Which part of the design do you like the most, and why?

I like the whole idea which can promote traditional Chinese medicine and Taoism philosophy as I think lots of people do not know them.

8. Which part of the design do you think can be improved?

As mentioned previously, the music can be improved.

Date of Entry into the Master of Design: September 01, 2021

Subjects studied		Date
SD5018	RESEARCH AND ANALYSIS FOR DESIGN	2021/22 Semester 1
SD5104	BRANDING: FROM LOCAL TO GLOBAL STRATEGIES	2021/22 Semester 1
SD5400	VISION AND CHANGE	2021/22 Semester 1
SD5002	DESIGN AND CULTURE: CULTURAL IDENTITY AND AUTHORSHIP	2021/22 Semester 2
MM5761	MARKETING MANAGEMENT	2021/22 Semester 3
SD5001	INNOVATION TOOLS FOR STRATEGIC DESIGN	2021/22 Semester 3
SD5021	CHINESE TRADITIONS AND THE 21ST CENTURY	2021/22 Semester 3
SD5203	DESIGNING SERVICES	2022/23 Semester 1
SD5116	DESIGN FOR TRANSFORMATION	2022/23 Semester 2
SD5202	INNOVATIVE PRODUCTS AND SERVICES DEVELOPMENT	2022/23 Semester 2
AF5340	FINANCE AND ACCOUNTING FOR DESIGN BUSINESS	2022/23 Semester 3
SD5303	A PROPOSITION FOR DESIGN - VISION AND OPPORTUNITY	2022/23 Semester 3