Contextual Design of Emotional Intelligence Behavior Analysis with Immersive Experience Concept in New Normal Condition

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The dissatisfaction record of the social distancing in new normal can still be seen upon unprepared rapid-shifting situations, which reflected the decreasing emotional intelligence factor towards people who adopted the current live virtual system for alternative interaction. This research proposes the contextual design analysis to enhance people's emotional intelligence with the immersive experience concept in the virtual environment. Ten participants from different residences around Asia and European countries were interviewed to apprehend the new normal adaptation, expectation, and demand to improve the immersive experience context in the pandemic and post-pandemic scenario. We also presented the Web Extended Reality (WebXR) prototype to visualize the research concept with the aim of developing preliminary feedback for further analysis. Adopting quality function deployment (QFD) evaluation study, our result reported that people denote the unprepared condition and knowledge to reconstruct daily habits following new normal conditions, which impacted their self-conflicts on emotional intelligence. At the same time, our participants mused some feedback concerning the prototype that revealed the need of optimizing the immersive experience in live virtual functionality system into three essential approaches: engagement, interaction, and user interface (UI) to encourage the natural simulated interaction in digital-virtual space adaptation. The findings contribute to promote an innovative service by integrating user-centered analysis and immersive experience concepts. The implications provide design assumptions to assemble the possible integration of users' emotional intelligence with indirect interaction in the live virtual system due to the new normal condition.

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