

# Marriage Precaution



Infidelity occurs,  
need precautions  
marriage.

Infidelity occurs,  
need precautions marriage

In a marriage, the cheating has happened,  
is there any way to save the marriage?



• Social Innovation Interaction Design User Experience Design Service Design

## Introduction

The aim of the project is to reduce the damage to marriage caused by cheating, prevent impulsive divorce and reduce the social divorce rate. The project progressed in strict accordance with the process of design thinking, advancing insights step by step, solving problems, setting up innovative solutions, evaluating feasibility, and testing public feedback.

## Group Members



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# Phase 1. Discover

## Step 1. Secondary Research

Methodology: 1. Literature Review 2. Data Collection&Analysis 3. Desktop Research

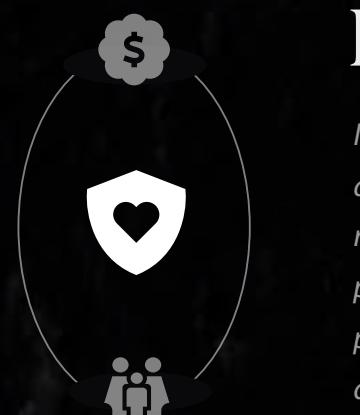
Objects: This stage, we explore the severity and causes of marital infidelity in China and the world

Challenge: Much variable for causes for infidelity, and a single inductive classification may not be credible

Solution: Prioritize the high-frequency causes of marital infidelity for subsequent analysis

## Definition

The definition of infidelity: the act or fact of having a romantic or sexual relationship with someone other than one's husband, wife, or partner. More often than not, it refers to the infidelity of one spouse that causes harm to the

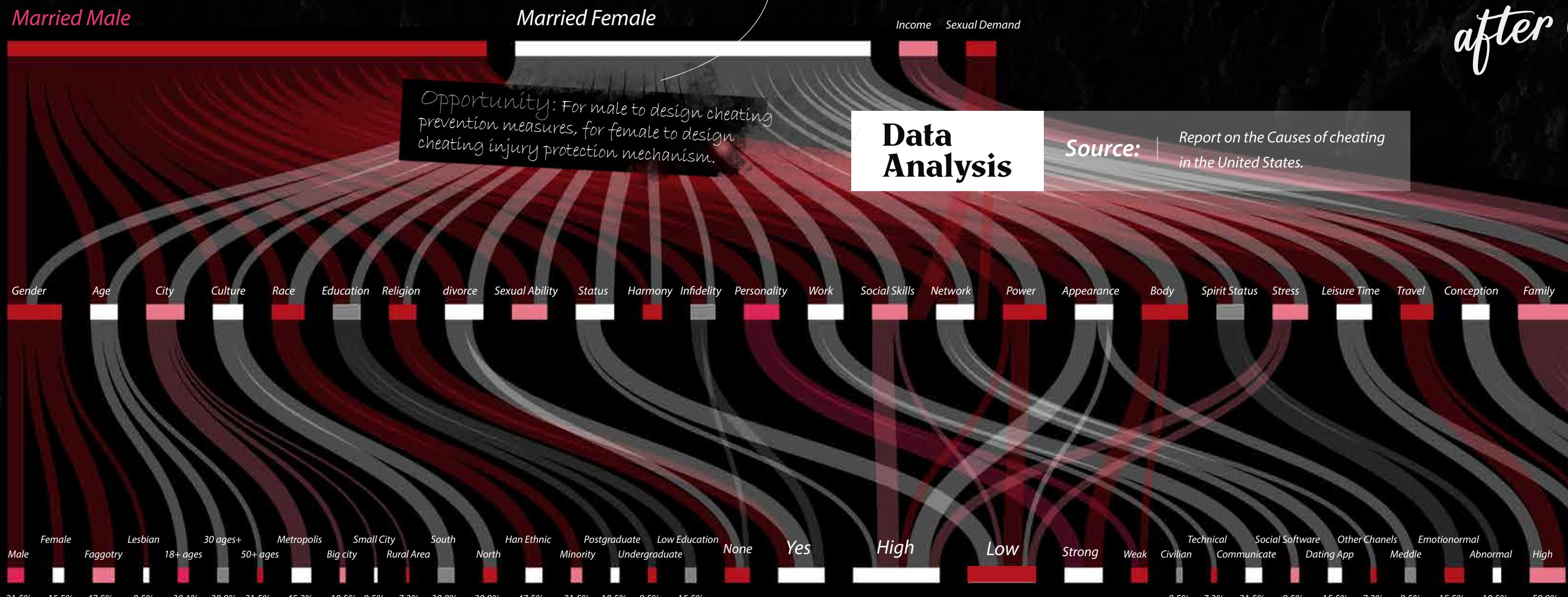


## Findings

### 1. Infidelity factors are many

There are many reasons for cheating, not only related to gender, and intelligence, economic level, body and appearance, mental state and other factors can affect the cheating rate.

### Married Male



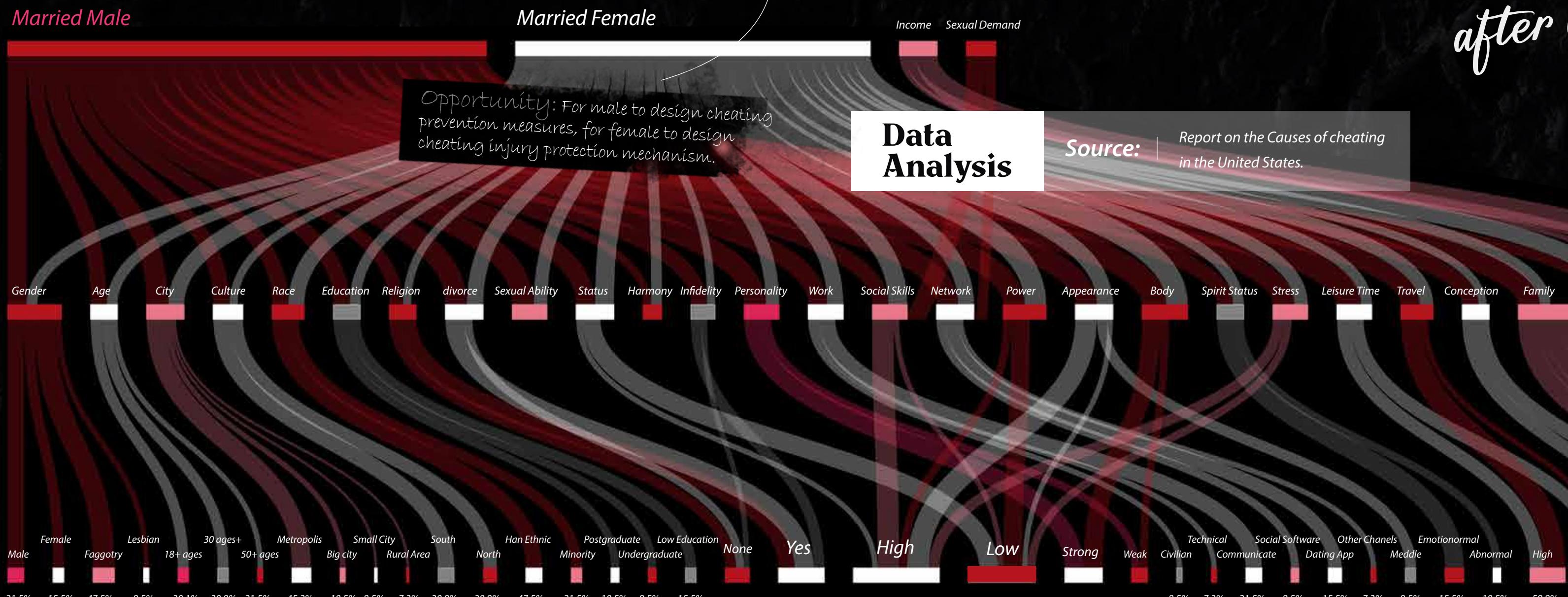
## Background

Infidelity has become a social phenomenon and problem worth thinking about. In marriage, infidelity takes a toll, especially on the person being cheated on. The purpose of this project is to further reduce and repair the damage of cheating occurred on married couples.

### 2. Higher infidelity rate of male

Men are more likely to cheat than women in all areas. Cheating rates are highest among Americans aged 51-59 percent, with 44 percent of men and 18 percent of women.

### Married Female



## Reason Question

"How to repair a Marrimony after infidelity experiences?"

## Research Question

## Findings

### 4. Female Injury

According to the China Marriage Report 2020, more than 74 percent of the women surveyed said their partner's infidelity will hurt them a lot.

### 5. Female prudence psychology

In Chinese society, women pay special attention to the character of their partners when they get married and are emotionally exclusive, so as to avoid the great harm caused by their infidelity after marriage.

### 6. Infidelity and no affective breakup

According to the data, cheating was the third cause of divorce at 15.4 percent, followed by relationship breakdown at 50.4 percent.

## Insights

### 1. No matter how the factors and variables that lead to infidelity actions, the gender factor can be basically determined: the cheating rate of male is generally higher than that of female.

Opportunity: In the divorce impulse period after cheating, could design affective mediation solution.

### 2. In China, infidelity actions in a marriage hurts female more, and female generally resent it more.

Opportunity: In the divorce impulse period, there is still space for reconciliation.

### 3. It was found that infidelity did not lead directly to divorce, but rather to a divorce impulse, followed by relationship breakdown.

During the divorce impulse period, there is still space for reconciliation.

## One-night-stands vs. Long-Term Infidelity

When it comes to the average length of an extramarital affair, you should know that one-night-stands or short-term affairs are much more common than longer-term ones. They are also different in distinction and proportion.

## Education and Infidelity

Both college-educated and non-college-educated people admit to infidelity. Educational attributes do affect cheating rates, but not by much. Cheating occurs at all levels of education.

## Male and Female IQ infidelity difference

IQ also seems to have some relevance when calculating the probability of cheating. A study from 2010 found that men with higher IQs are less likely to be unfaithful to their wives. In fact, women with higher IQs have the same probability of cheating as women with lower intelligence.

## 70% of all people cheated at least one time during their marital life.

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## Phase 1. Discover

### Step 2. Secondary Research

Methodology: 1. Engagement tool 2. Action Research

Objects: This stage, mainly know the difficulties what infidelity couples face in repairing their relationships

Challenge: The difficulty at this stage mainly lies in the selection of design methods, as well as the design of intervention measures, how to motivate them to repair their affection.

Solution: Choose intervention measure of affective bonds - watching their mutual traveling video, see if this could repair.

### Engagement toll



“ Have you ever been cheated on?  
If so, tell your story. ”

We use questionnaires and street interviews to obtain information and insights. We also used the engagement tool method. We designed a poster with the main slogan: "have you ever been cheated on? in so, tell your story." The poster was put up on billboards and placed in shopping malls, CBD, restaurants, hotels and other places. Recruit subjects through billboards. A total of 23 couples, most of whom have experienced infidelity, have joined our online discussion community through the QR code on the billboard. But the good news is that none of these couples have split up or broken up. They participate in online discussion groups and contribute their experiences, opinions, suggestions, etc. We selected a young couple whose husband had an affair that the woman still remembers to this day. We invited them to participate in follow-up action research to find out more about their efforts to repair their relation



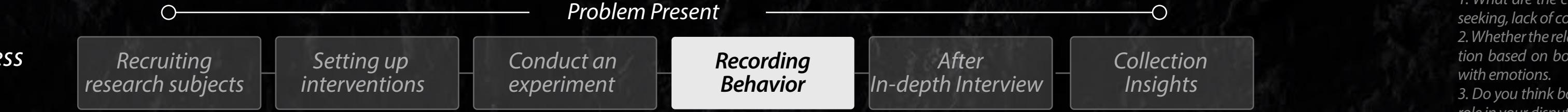
Field work -  
for getting more research samples

## Action Research

**Research Problem:** Whether marital bonds have a positive effect on repairing infidelity matrimony?

**Research Hypothesis:**

1. Bonding has a positive effect on their affection.
2. Some bonds can lead to arguments, which can lead to continued deterioration or successful healing.
3. Different bonds may have different degrees of influence.



### Findings

1. The research confirms our hypothesis that bonding can play a positive role in repairing relationships.
2. Playing bonding videos can make them stop arguing for a while, calm down and even get better.

## Summary

Action Research have confirmed our hypothesis that bonds do connect and have a positive effect on emotional repair. The core element is the bond based on the previous relationship, whether material or spiritual, which has a positive effect on the repair of the relationship.



### Intervention Measures

Number one is the hypothesis we most wants to explore. Before this experiment, we didn't know for sure what bond does to an unfaithful relationship, whether it makes a couple get back together, and that wasn't the answer before the experiment. Experiment with positive assumptions and expect positive directions. May help repair future unfaithful or broken relationships.

Affective bonds could neutralize betrayal aftermath

In-depth interview was conducted after the experiment of action research:

1. Reveal the relationship between the two parties' emotional response and bond.
2. Get into the details of why the cheater cheated.
3. Understand the connection between the wronged party's reason for forgiveness and the bond.

They were asked the following questions

1. What are the cheating factors? (e.g. Thrill seeking, lack of companionship, etc.)
2. Whether the relationship is a hard connection based on bonds or a soft connection with emotions.
3. Do you think bonding can play a positive role in your disputes?

One of the answers:

When they saw the wonderful experience together, they went back to that time. In fact, the husband has a lot of merits, but the affair made the wife angry.



## Phase 2. Define

### Step 3. Synthesis & Problem definition

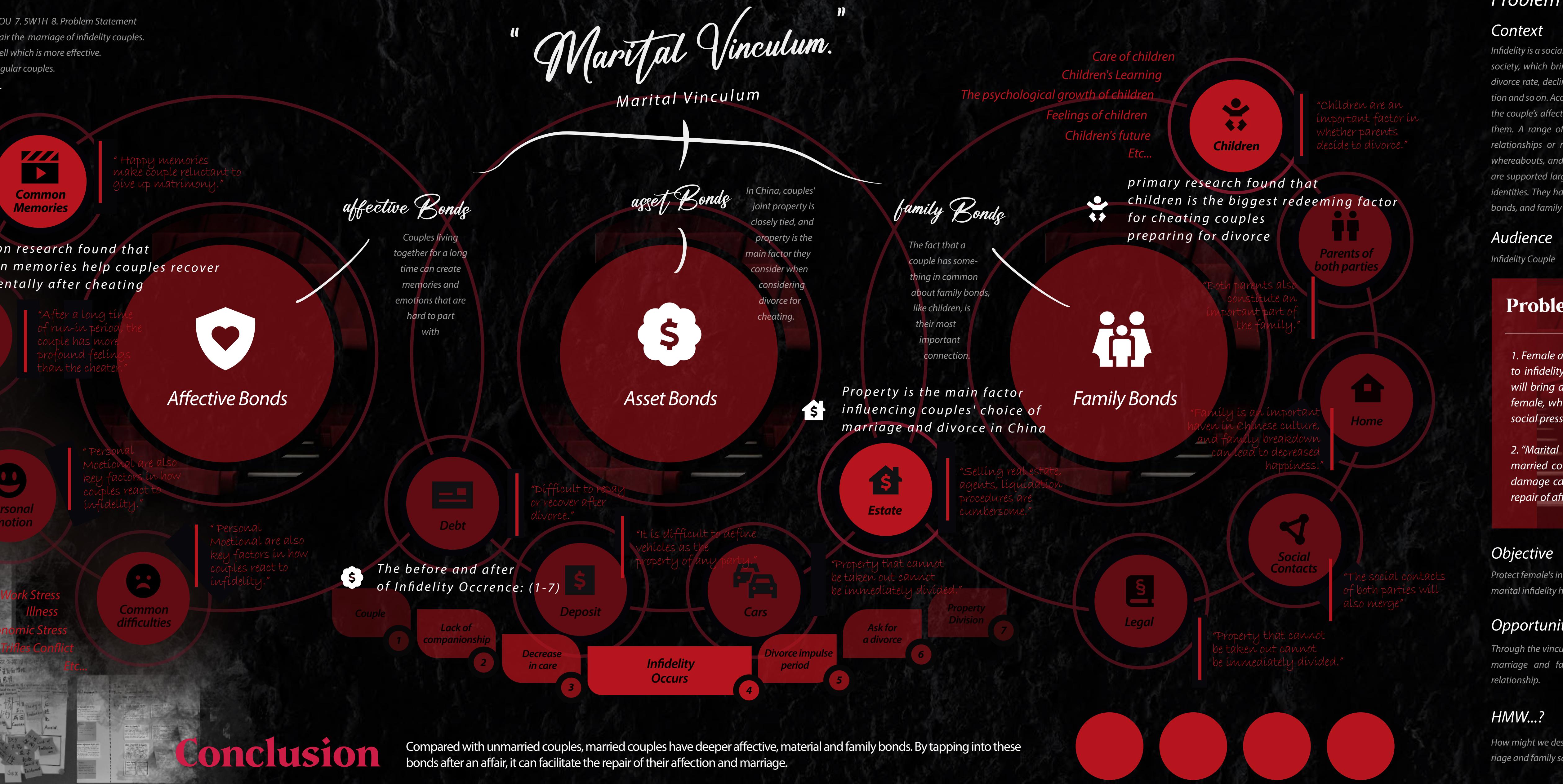
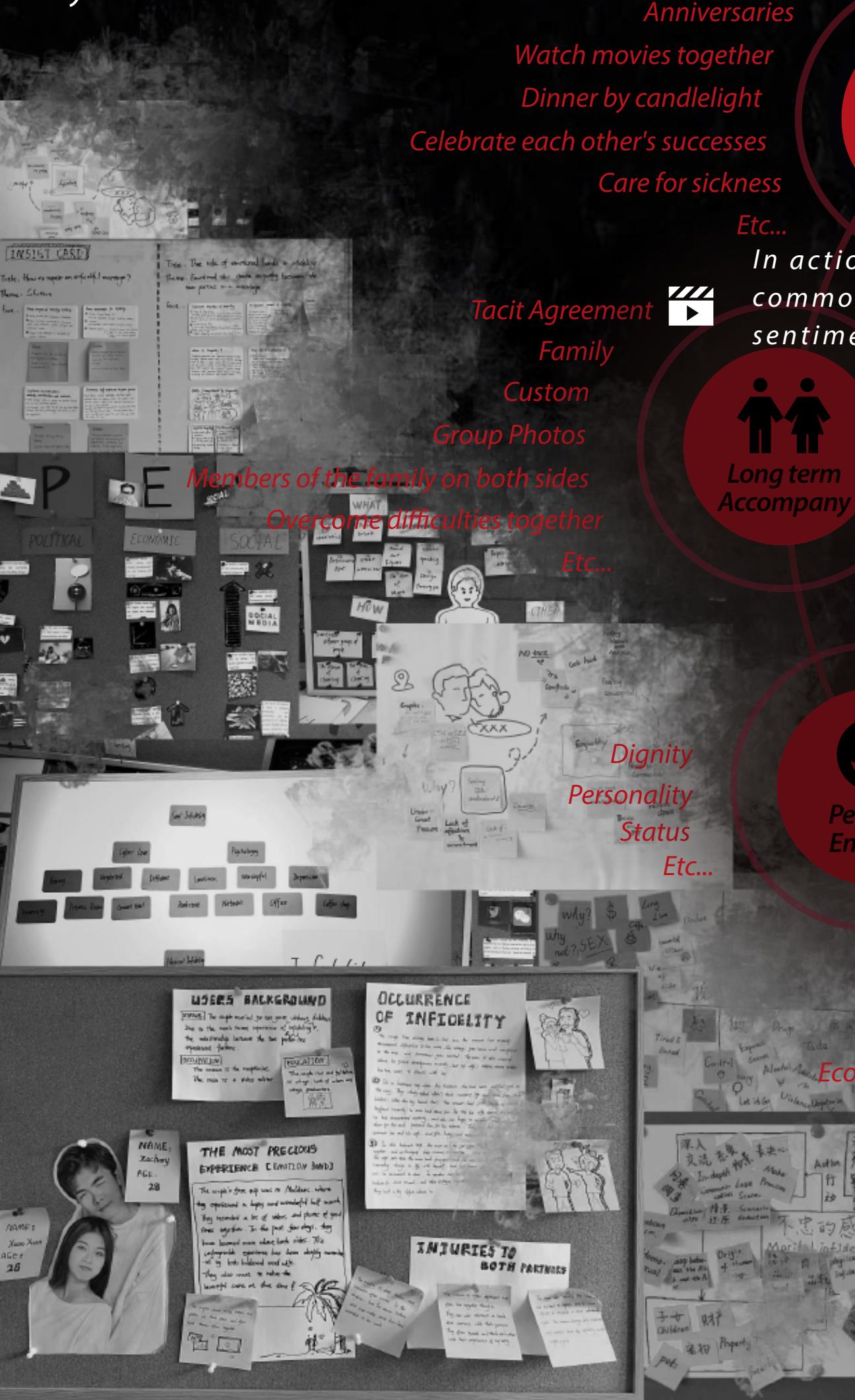
Methodology: 1. Issue Cards 2. PEST Analysis 3. Empathy Map 4. Cognitive Map 5. Insights Card. 6. AEIOU 7. 5W1H 8. Problem Statement

Objects: At this stage, we need to collate and analyze information to find out what is the best way to repair the marriage of infidelity couples.

Challenge: Research has revealed many ways to repair their relationship and marriage, and it's hard to tell which is more effective.

Solution: We found a word called "bond," and that's what makes married couples special compared to regular couples.

#### Analysis Process



## Problem Statement

### Context

Infidelity is a social phenomenon with a rising trend in the current society, which brings a series of social problems such as: rising divorce rate, declining citizens quality, higher family fragmentation and so on. According to the research, infidelity does not mean the couple's affection is broken, there is still space for recovering them. A range of approaches could help them repair broken relationships or matrimony such as increasing trust, sharing whereabouts, and closing off social contacts. These approaches are supported largely by the fact that couples belong to special identities. They have many bonds, such as affective bonds, asset bonds, and family bonds.

### Audience

Infidelity Couple

## Problem & Insight

1. Female are at a disadvantage when it comes to infidelity in marriage. Not getting divorced will bring affective and psychological harm to female, while divorce will bring economic and social pressure to them.

2. "Marital Vinculum" is special bond belong to married couple. It could effectively relieve the damage caused by infidelity and facilitate the repair of affection and marriage.

### Objective

Protect female's interest, repair marriage, and protect family after marital infidelity happened.

### Opportunity

Through the vinculum design to avoid impulsive divorce, protect marriage and family security, further repair marriage and relationship.

### HMW...?

How might we design an effective vinculum design to keep marriage and family safe?

## Phase 3. Develop

### Step 4. Ideation

Methodology: 1. Syntexis 2. Design proposal & Voting 3. Weighting Matrix 4. Design & Research

Objects: Create different design proposals through various vinculum elements and evaluate innovative and feasible solutions

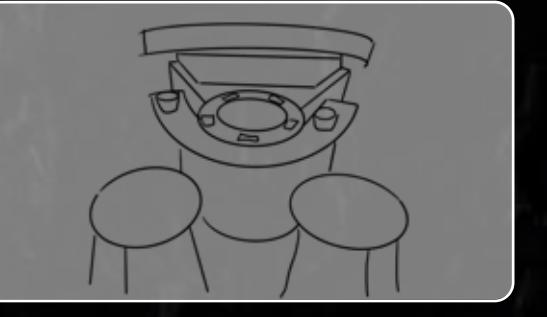
Challenge: Most of the ideas conceived are emotional repair solutions, and few of them have practical feasibility.

Solution: Through several rounds of design proposals, we found a practical and feasible design solution, namely, marital coffer.

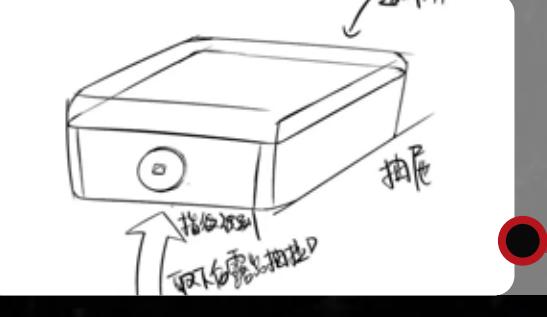
### Design Proposals



**Emotional Visual Hourglass**  
The product is to visualize the couple's emotions. The emotional changes of the couple will affect the revelation of the "family bond", always remind the couple do not make actions that destroy the family because of impulse.



**Distance Promote Table**  
By changing the shape of the table and reducing the size of the table, physical methods reduce couple's distance, to further remove their isolation, Bring their hearts closer together.



**Marital Coffe**  
The marital coffe contains the marriage certificate. The fingerprint lock ensures that the box cannot be opened easily. It must be unlocked by a third party - their children.



**Family photo frame**  
Each husband and wife holds half of the photo frame, and they can watch videos of their children's growing up according to the length of the frame.



**Emotional chains**  
Through the detection of the distance distance time data, analyze the emotional level of the couple, and give the following behavior guidance suggestions.



**Separation observer**  
Focusing on separated couples, it aims to increase the frequency of communication between couples through digital interaction by remotely observing their children's activities at home.

### Weighting Matrix

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# Phase 3. Develop

## Step5. Prototyping

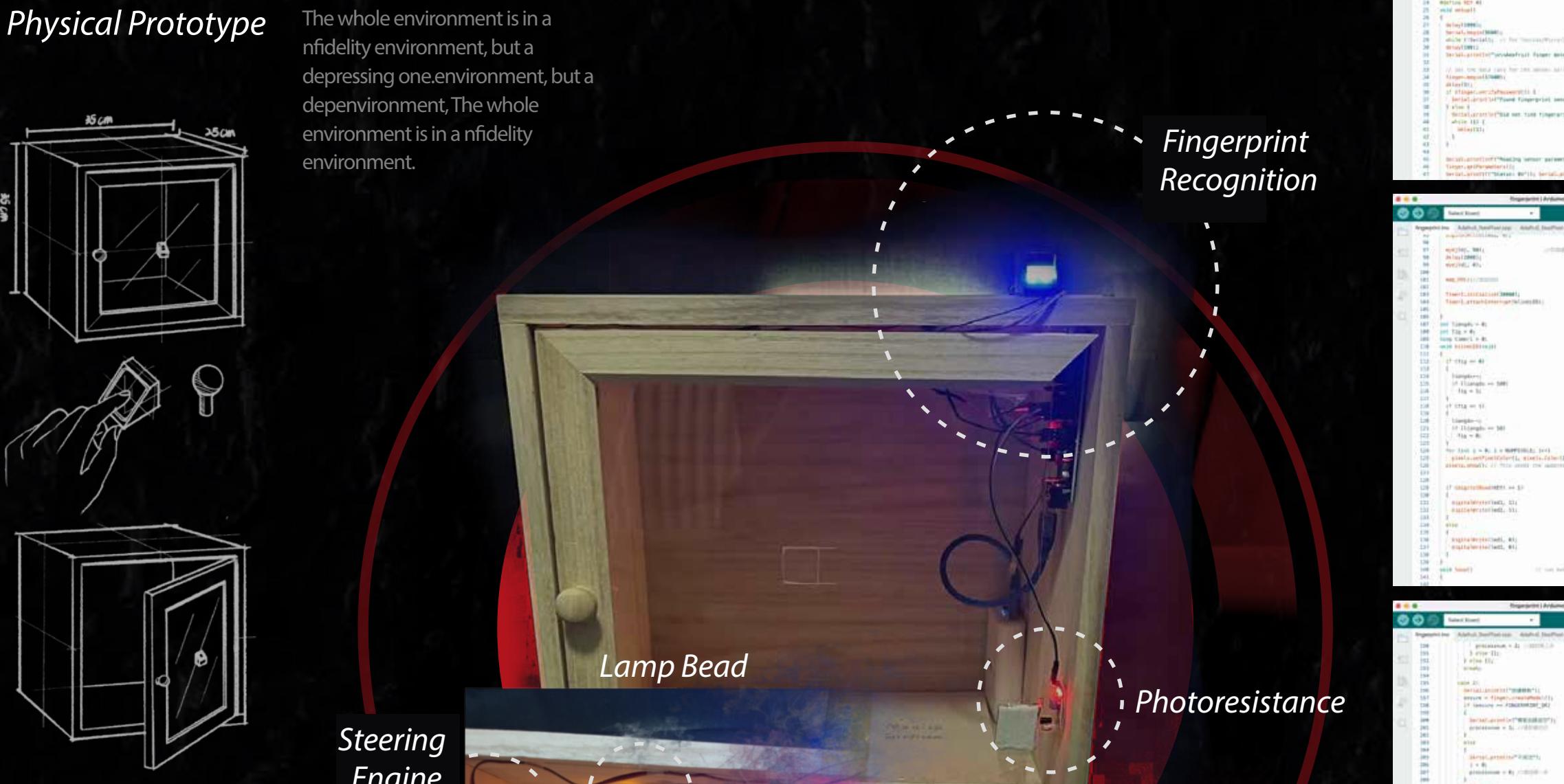
**Methodology:** 1. Prototype 2. Arduino Design 3. Stakeholder Map 4. Ecosystem Map 5. Business Origami

**Objects:** Test the basic technical principles and commercial feasibility of the marital coffer.

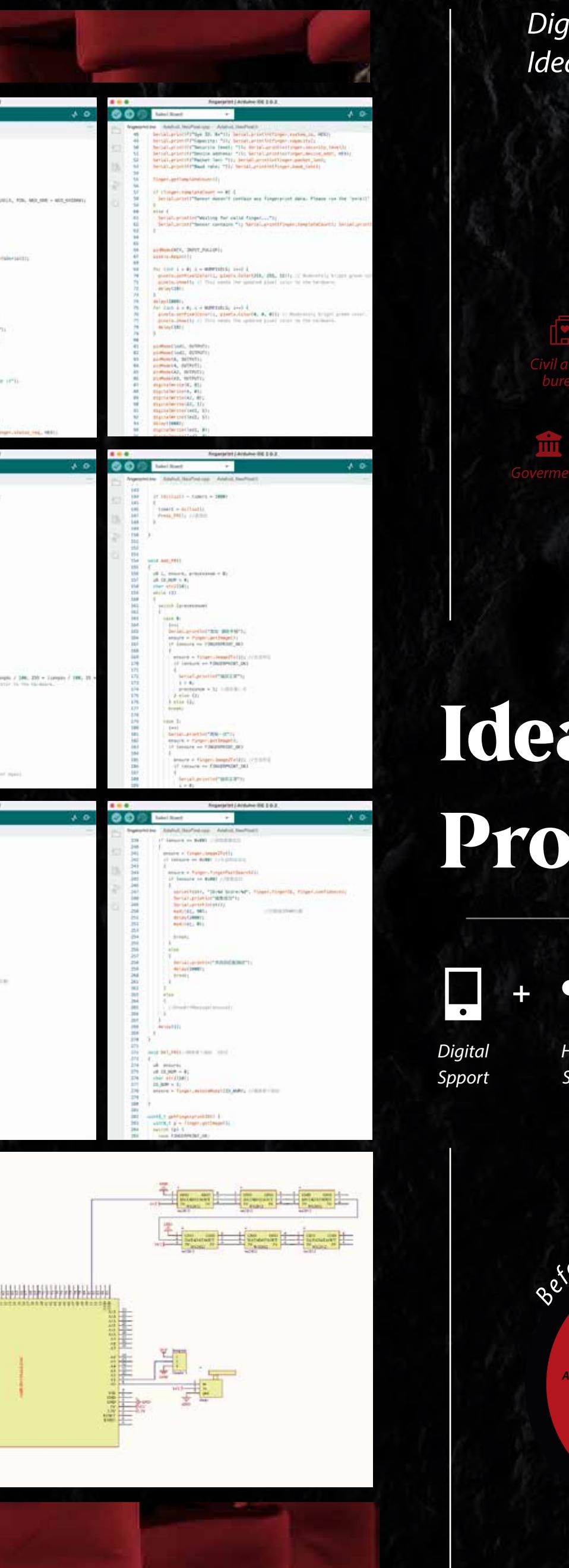
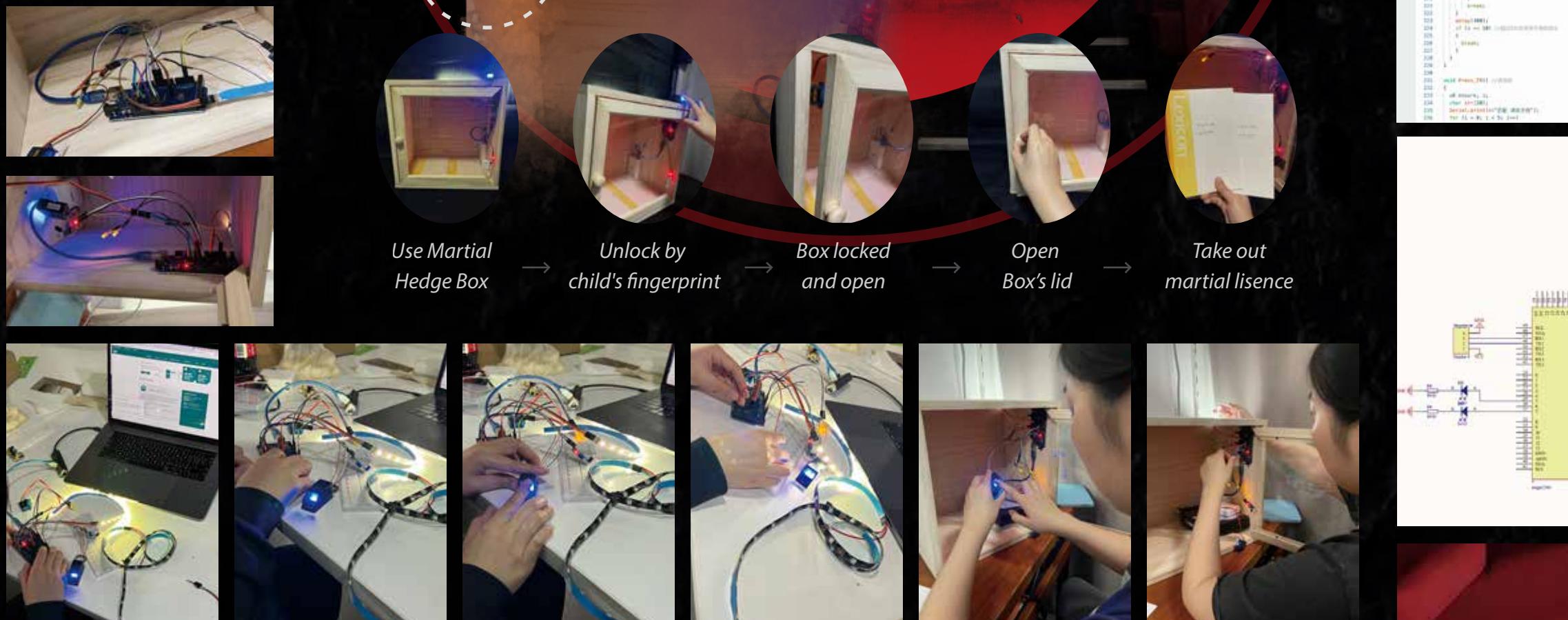
**Challenge:** Circuit design, code is the most difficult part of the prototype design, it takes a long time to complete the fingerprint unlock switch.

**Solution:** Simplified steps, steering gear control door lock switch, fingerprint transfer unlock.

### Physical Prototype

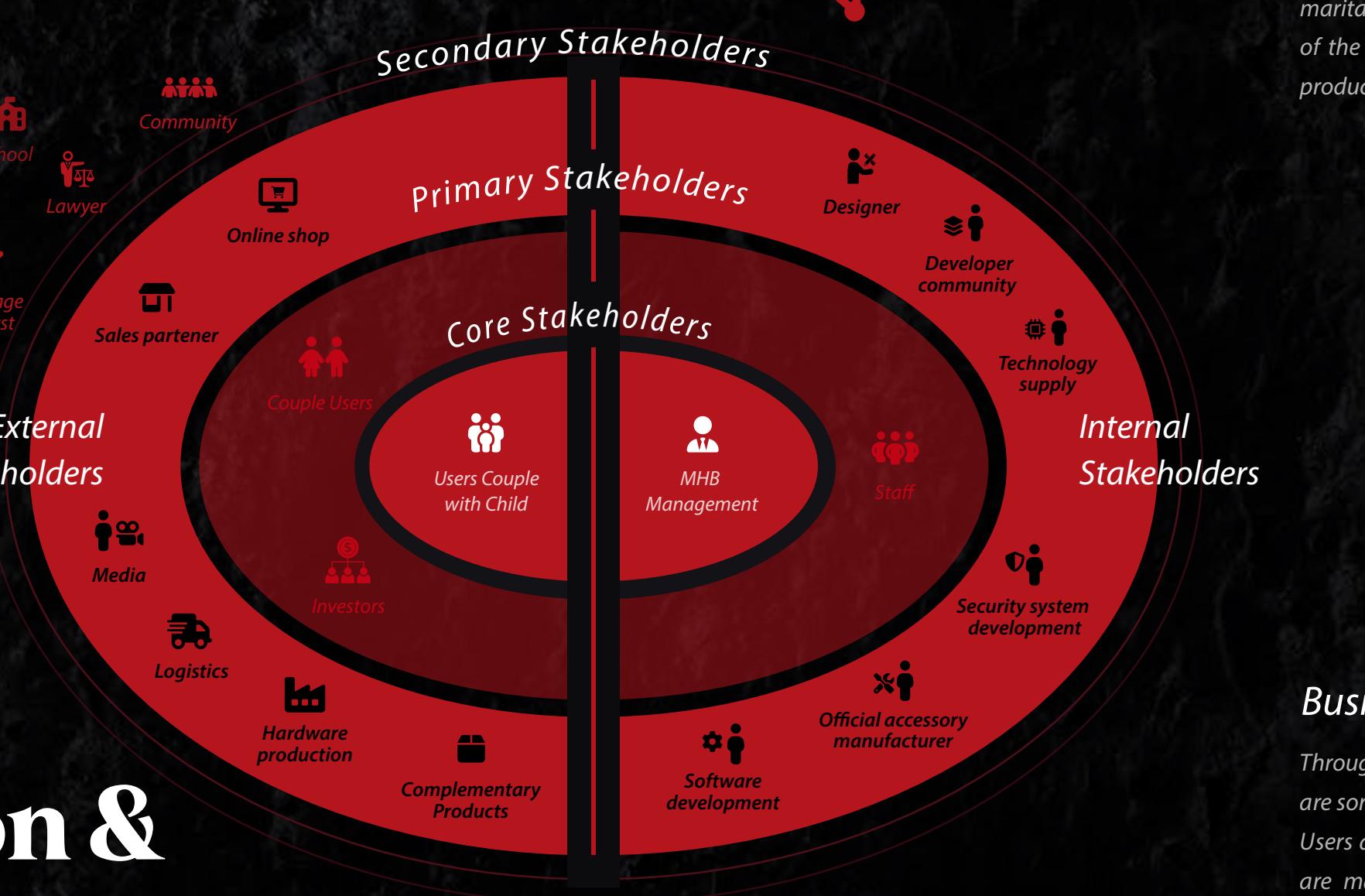


### Making Process



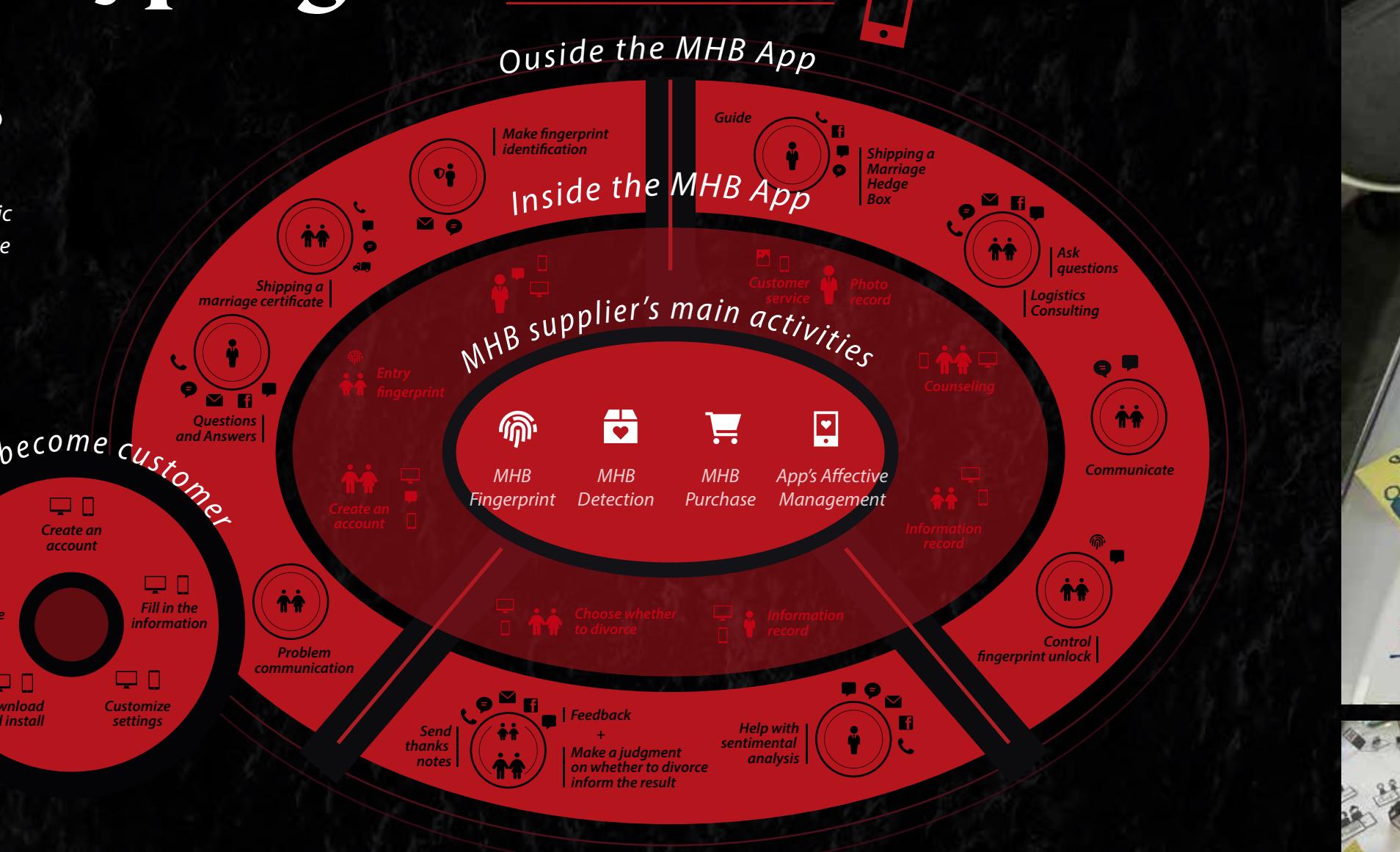
## Digital Service Ideation & Prototype

### Stakeholder Map



## Ideation & Prototyping

### Ecosystem Map

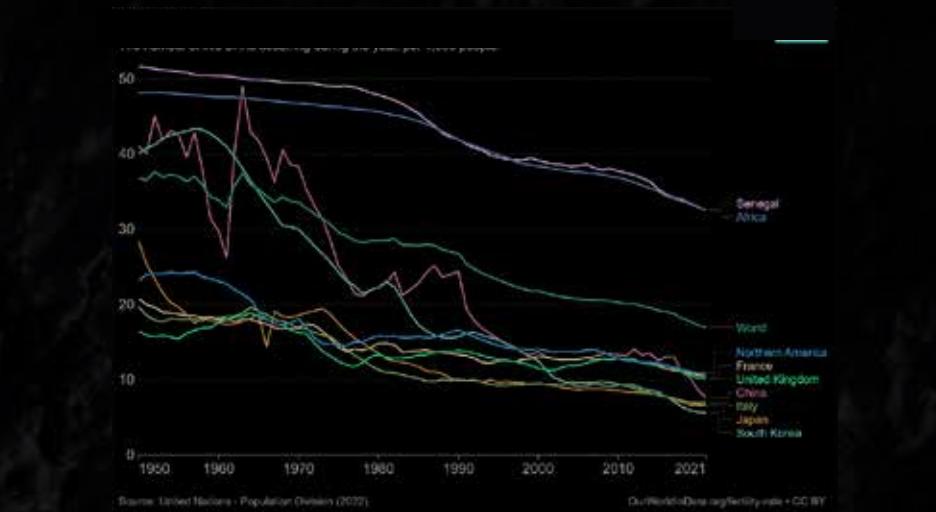


## Marketing Trends

Marriage rates continue to fall around the world. The demand for our marital coffer may increase in the next few years, but with the decline of the married population in the longer term, the audience of our products will decrease along with the decline of the marriage rate.

China's birth rate is at a record low and has been declining in recent years. The marriage safe is currently set up to involve children. Then the trend of falling birth rates will reduce demand for them, which is a negative trend.

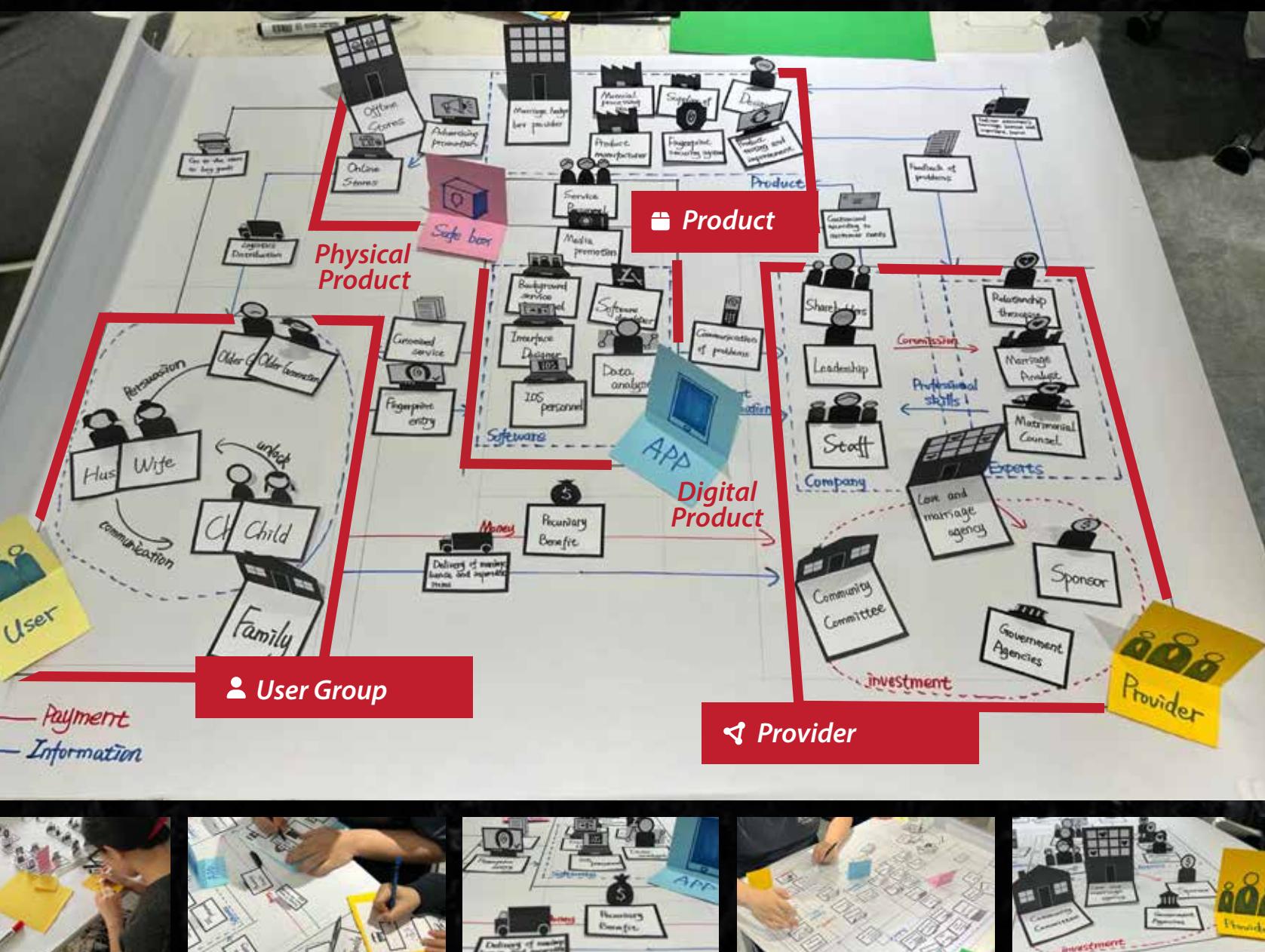
### Birth Rate



### Business Origami

Through commercial origami, people, activities and organizations are sorted into three categories: 1. User 2. Product 3. Service provider. Users are mainly couples, families, children and so on. The products are mainly divided into physical products and app, namely the

marriage safe and the matching app monitoring digital system. The provider is an innovative company that sells the marriage safe and offers a host of services including digital apps, ordering, delivery and relationship management.



## Phase 4. Deliver



### Marital Coffer

Marital Coffer is a family product, its main function is to store the couple's marriage certificate. But unlocking and taking the marriage certificate requires the fingerprint of the third family member - child. A marriage certificate is a necessary document for couples to go to the government for doing divorce, lack of documents can not divorce. Its main function is to avoid impulsive divorce bought by infidelity and other impulsive behavior. In the impulsive period of divorce desire, children refuse to fingerprint unlock, seal the marriage certificate. The high-density metal of the marital coffe guarantees no violent dismantling. The only choice for infidelity couples is to reconcile the contradictions during this period, find the root causes of cheating, resolve these contradictions, and maintain the family and their marriage.

It is matched with the marital coffe's digital app, the main functions of the digital app are: fingerprint input, electricity monitoring, certificate storage status query and other functions.

## Phase 4. Deliver



### Marital Coffer App

The digital app of marital coffer, the main functions of digital app are: fingerprint input, electricity monitoring, certificate storage status query and other functions. Its other functions include the function of repairing the relationship between couples, such as marital moments, video and photo recording, anniversary reminder, anniversary celebration, family members management and other functions. The app also offers marital coffer services such as online subscription, fingerprint booking, delivery and logistics status. Digital and digital services are provided by marital coffer's provider. Provide integrated physical products and digital services.

