

SPECIAL FUNCTION DESIGN OF URBAN RAIL TRANSIT BASED ON THE WELL-BEING OF RESIDENTS WITH URBAN COGNITIVE IMPAIRMENT

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Background: In recent years, the development of urban transportation in China is getting better and better, and various transportation facilities are gradually improved. Rail transit routes form a network all over the city and extend to the edge of the city. The vigorous development of rail transit has brought convenience to residents' lives. At the same time, the objects of urban rail transit design are usually ordinary residents. For those urban residents with cognitive impairment, the current urban rail transit design cannot meet their needs for urban transportation. Cognitive impairment refers to the abnormal processing of learning, memory and thinking, memory and learning impairment, and the emergence of physiological diseases such as aphasia and disability. Therefore, residents with cognitive impairment will have memory decline and memory decline. They can't remember the complex rail transit map, so they can't find what station they need to get on and get off from. The difficulty of taking the bus makes these residents with cognitive impairment feel helpless and panic, and even fear and fear of going out. Then affect the well-being of residents with cognitive impairment. In addition, residents with cognitive impairment will also have a sense of direction disorder and a decline in their ability to use language. These symptoms will seriously affect their sense of the experience of rail transit, which is not conducive to the improvement of residents' well-being. Therefore, we need some designs that can help them get on the bus quickly, so that they can quickly find the route and follow the guidance to get on and off the bus. Special functions are designed for residents with cognitive impairment who show different obstacles so that they can ride without worry, feel no embarrassment on the way, and feel the love and respect of the state for them.

Objective: The design of urban rail transit shall be adjusted according to the cognitive impairment of urban rail transit and the different obstacles of residents. According to the general design principles, the characteristics of different groups of people taking rail transit shall be taken into account. The special design shall also be carried out for those special groups to ensure their safety and efficiency and help them take the means of transportation smoothly. Let them feel care all the time. For example, reduce the number of stairs, increase the number of walking elevators, and display the location of elevators through guide signs to remind people in need to take them. Add a vision impairment guidance system to guide those residents with cognitive impairment with direction impairment to take transportation through a portable voice prompt device.

Research objects and methods: The subjects were residents of a community with cognitive impairment in a city. Fuzzy evaluation is used to evaluate the impact of special function design of urban rail transit on residents' well-being. These residents include different groups such as the elderly, women and people with physical disabilities, who can communicate normally. Before fuzzy evaluation, understand their travel situation, evaluation and suggestions on the current urban rail transit, and evaluation on the special functions of urban rail transit. The fuzzy evaluation is divided into five levels, that is, the five-level scoring system. 1-5 points mean irrelevant, slight impact, general impact, obvious impact and complete impact respectively. Through the statistical analysis of the collected data by SPSS software, this paper studies the impact of urban rail transit special function design on residents' well-being. All results need to be averaged and rounded to reduce the interference of subjective factors.

Results: The collected data are sorted out and statistically analyzed by SPSS software. The impact of special function design of urban rail transit on residents' well-being is shown in Table 1.

Table 1. Impact of special function design of urban rail transit on residents' well-being

Crowd	Add escalator	Visual impairment guidance system	Carriage handles vary in height	Wheelchair lift
Decreased motor ability	3	3	2	5
Memory impairment	4	4	3	3
Disorientation	4	5	2	3

In Table 1, different urban rail transit special function designs have different effects on the well-being of different groups. For residents with cognitive impairment with decreased motor ability, wheelchair lifts can completely affect their well-being, and the corresponding impact score is as high as 5 points. Different

carriage handle heights have little impact on them, only 2 points. The cognitive impairment residents with memory impairment scored 4 points, 4 points, 3 points and 3 points respectively on the carriage handle height, visual impairment guidance system, carriage handle height and wheelchair lift. The score of the guidance system for visual impairment was 5.

Conclusions: The special function design of urban rail transit track can help those residents with urban cognitive impairment improve their sense of well-being, reduce residents' anxiety about travel and transportation, and improve residents' quality of life. These designs enhance the social care for special groups, are full of humanistic care, meet the expectations and needs of special groups for urban rail transit, enable them to better integrate into social life, improve their enthusiasm to participate in social life, and are conducive to the harmonious development of society.

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RESEARCH ON THE STRATEGY OF INTERNET FINANCE HELPING RURAL REVITALIZATION IN XINJIANG FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology rose in the West in the 20th century, and its research object is the individual's advanced psychological process. This psychology emphasizes the role of knowledge and believes that knowledge is the main factor affecting individual behavior. The research of cognitive psychology involves the cognitive processes of attention, memory and thinking, and studies the unobservable internal mechanisms and processes such as processing, storage and adaptation. Different from the previous psychological research, the research method of cognitive psychology is a systematic scientific method; Compared with behaviorist psychology, cognitive psychology has internal psychological states such as belief, desire and motivation.

The rural revitalization strategy is a milestone in the development of "agriculture, rural areas and farmers". The rural revitalization strategy is inseparable from the support of Internet finance. However, at present, the products and services provided by rural traditional financial institutions cannot keep up with the pace of the times. The solidified business thinking limits the development of rural finance, and rural residents have insufficient cognitive knowledge about Internet finance, without corresponding Internet financial thinking, I can't understand the role of Internet Finance in rural revitalization strategy. How to break this situation is a problem that needs to be solved at present. Xinjiang is also faced with this problem, and even the task is arduous, because the rural population of Xinjiang accounts for more than half of the total population of Xinjiang, farmers lack initial education, the educational level of rural residents is low, and the number of agricultural and non-agricultural vocational education is even less. From the perspective of cognitive psychology, it can be seen that the lack of Internet finance knowledge affects the attitude of rural residents towards Internet finance, resulting in their cautious financial management projects and lack of desire for wealth creation through Internet finance. Most of them just deposit money in banks or post offices, and the limited financial knowledge comes from the staff of major banks or post offices, even those financial products introduced by the staff cannot be well understood, and they are highly dependent on traditional finance. Due to their cautious character, they are unwilling to use Internet finance, afraid of being cheated, and their trust in Internet finance is not high. In addition, limited by the level of education, many rural residents will not use smart phones and other complex tools, and the network coverage in some remote areas is not high, which hinders the development of Internet Finance in rural Xinjiang.

Objective: In order to change the problems of rural residents in Xinjiang in Internet finance, TV, radio and other carriers are used to publicize Internet finance, so as to improve the awareness of rural residents on Internet finance. Make good use of the way of wall brushing publicity and carry out relevant publicity activities. In the activities, attract rural residents by giving small gifts to reduce their rejection of Internet finance, explain the knowledge of Internet finance, answer their questions, focus on the detailed introduction of financial services and products, and remind rural residents to pay attention to financial fraud Increase their knowledge of Internet Finance and promote the desire of rural residents to buy financial products. Expand the network coverage in rural areas, establish some public Internet places, and teach the use skills of intelligent devices, so that more residents can use intelligent devices normally. With the help of Internet technology, we will further expand the scope of rural financial services and reduce the