

SERVICE DESIGN RESEARCH OF THE CREATIVE PARK WITH THE THEME OF ICH

Taking Shanghai Shangzhifang creative park
as an example

**TUTOR IN POLIMI: FASSI DAVIDE
TUTOR IN TONGJI: SHENGXI FAN**

**DISSERTATION BY: ANRUI XU
10571522**



**TONGJI UNIVERSITY
COLLEGE OF DESIGN AND
INNOVATION**



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This paper is a service design research of the creative park with the theme of Intangible Cultural Heritage.

The 'Intangible cultural heritage' in the following text will be replaced by ICH.

ABSTRACT

The inheritance of ICH has a long way to go. There are many difficulties and challenges facing the ICH. Cultural and creative industries have become the supporting force for China's economic development. Creative parks have become the main carriers and methods for the accumulation of cultural and creative industries. The ICH culture is characterized by its richness and diversity, and it brings new opportunities for the inheritance of the ICH requires the development of a culture of deafness. Therefore, the scientific docking between the ICH culture and the creative park has great practical value in the inheritance of non-heritage culture. In this paper, the author studied the relevant principles and methods of service design, taking Shanghai Shangzhifang creative park as an example to build a non-creative creative park service system. Connect the user's experience and feelings in the front-end process of the non-creative creative park with the business model and service flow of the back-end creative park. In this article, the author organically combines service design patterns with business models then explore the concrete schemes and depth of the feasibility of the connection between creative parks and inheritance cultures.

Firstly, in the research the author introduced the design principle and methodology of service design and combed and summarized the current situation of the rise and development of the inheritance cultures and creative parks. At the same time, it combines relevant case studies of ICH. The function, generation method and stakeholders of the concept of ICH creative park were combed, and the service design ideas and content of the non-heritage creative park were elaborated in detail. Secondly, through the research on the status quo of Shangzhifang Creative Park, the author have found out the service contact of Shangzhifang to develop the ICH creative park.

Secondly, the author investigate the current situation of the creative park of Shangzhifang and find out the service touchpoints of Shangzhifang's development of ICH Park. Through user classification, questionnaires and in-depth interviews were conducted on the ICH inheritors and tourists. With the help of the classification of the user's target group, the author divided the user files of the Shangzhifang Creative Park into three categories: cultural enthusiasts, family interaction, and ordinary office workers. These three files basically cover the needs and style tendencies of ICH creative park users that may be involved.

In the service design application of the Shangzhifang creative park, this article applied the standard process of service design's concept, vision and scenario of the service, analyzing the relevant stakeholder, service offering map, service system map, service blueprint and storyboard in order to establish the Shangzhifang's service platform, space, brand and event planning, and showing the final service design results. At the same time, a multi-level user experience strategy for the campus was also proposed: sensory experience, storytelling experience, immersive experience, co-creation experience and thinking experience. The effective transmission of ICH is the purpose. Creative parks are the media. Service design is a means and a new engine for inheritance and innovation of ICH.

Key Words: ICH, Service Design, Cultural Experience, Living Transmission

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1

01 INTRODUCTIONS

1.1 Background

Cultural and creative industries are unfolding

The creative park industry is recognized as one of the most promising industries in the world in the 21st century. Because of the huge social impact and economic benefits generated by them, governments have attached great importance to the development of creative industries.

With the development of cultural and creative industries, the cultural industry has become a supporting force for China's economic development. As the main carrier and way of cultural and creative industries, the Cultural and Creative Industry Park is the most concentrated place for urban cultural entertainment. There are already hundreds of creative parks in Shanghai, such as art painting, design consulting, new technology, and media marketing. Even though Shanghai has a large number of creative parks, there are still a few creative parks with clear industrial positioning and compact supporting services.

ICH's heritage and opportunities for innovation

Traditional culture is a new cross-border industry. To tap the potential of dematerialized services in traditional craft culture, it is necessary to combine the tools and means of modern design and to discover new applications of culture in traditional crafts. Let the traditional craft culture be better integrated into modern design and integrate into modern life.

In China, the situation of the ICH inheritor is very difficult. Some heirs are old and have no skills to pass on; some heirs work with companies. Because of the incorporation of too many commercial elements, the inheritance of ICH has changed. In recent years, Chinese society has generally paid attention to the records of ICH culture, but there are frequent bottlenecks in inheritance and innovation. The inheritance of ICH faces many difficulties and challenges. In addition to learning the unique craftsmanship of the ICH heritage, we must also study how to use the service design thinking to ICH culture continues.

Service design thinking drives business innovation

In the past ten years, service design has ushered in a period of rapid growth. Many

projects hold high the slogan of service design, and many professions that seem to have nothing to do with design can spark a spark of service design thinking. The most basic concept of service design thinking is people-oriented + business thinking + innovative technology.

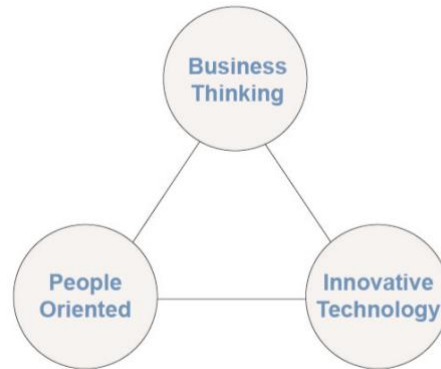


Figure 1.1 Service design thinking (Drawn by author)

Product value will be replaced by intangible service value. Service design thinking has a wide range of aspects, and all walks of life can create valuable, usable, efficient and effective solutions at the application level through service design thinking. Pay attention to the touch points presented in different situations, emphasize the needs of users, and design a service that is truly certified and accepted by the market.

1.2 Definitions & Methods Objectives & significance

Definitions

In this research, we analyze the current situation of the creative parks at home and abroad and the current status of ICH inheritance, and analyze the advantages and disadvantages of the development of domestic creative parks. Study the necessity and feasibility of the combination of ICH culture and creative parks. Taking Shanghai ShangZhiFang Creative Park as the research and practice base, combined with the characteristics and development planning of ShangZhiFang itself, with the service design tools, the planning and research of ShangZhiFang ICH Creative Park was completed.

Methods

- Literature review

To understand the development and research achievements of creative parks' development in China, especially research and practice related to ICH. To learn about service design theories, design principles and methodology.

- Case study

By summarizing the design principles, design strategies and design solutions of leading cultural design cases, the functional requirements, interaction forms and new service models of the ICH Creative Park are analyzed.

- Questionnaire

To study the preferences and service requirements of different stakeholders involved in ShangZhiFang business system and target user needs' analysis.

- In-depth interviews

It is a supplement to the questionnaire. Through interviews I can learn more about users' behavior patterns, problems, fears and motivations, and understand people's attitudes towards the ICH Creative Park.

- On-site research

To do research on the activity of visitors and the environment in ShangZhiFang Creative Park.

- Service design methodology and tools

To build and visualize the service system by using positioning map, persona, system map, offering map, service blueprint, customer journey map, storyboards, etc.

1.3 Objectives & significance

In China, there is a certain research foundation for the construction of ICH creative parks. However, systematically combing and researching from the perspective of service system design is still rare. ICH is the resource base of cultural and creative industries, and cultural and creative industries provide new channels for the development, protection and inheritance of ICH. At the same time, it analyzes the feasibility of docking cultural and creative industries. (Jiuling C, 2015)

This article aims to explore the inheritance and innovation of ICH. Designed for the ICH-themed creative park with service design, a new approach to design and thinking. At the same time, I hope to make a basic study on the diversity of ICH's heritage and contribute to the knowledge system and practice of service design in other fields.

Social Significance

Enhance the people's pride in national culture and promote social harmony and sustainable development.

- Promote cultural cooperation and exchanges in the world and promote the building

of a harmonious world.

- Improve the cultural soft power of the country and promote cultural diversity.

Economic Significance

ICH provides development resources for the Creative Park, while the Cultural and Creative Park provides ICH with an environmentally friendly and innovative heritage and off-site and financial assistance. It also provides experience activities for users, provides exhibition space for the government, and provides terminal platform services for ICH craftsmen. To a certain extent, it can enhance the economic benefits and popular value of the creative park.

Application significance

With the progress of the times and the changes in people's living habits, many traditional cultures have faded out of sight. The ICH culture cannot be silenced in the record book. Only when it is truly integrated into modern society can it be passed on permanently. The service design is to connect the experience of the user in the front desk process with the background process of the business model, thereby organically combining the service design purpose with the business model.

The ICH-themed creative park will form an emerging business model. Its combination with service system design enhances corporate products and brand image and user experience. Then, it will constitute the overall, practical corporate strategic planning of the creative park. The relationship between service design and business behavior is not only the relationship between goals and means, but also inseparable and complementary. Enhance the competitiveness of creative parks through cross-iteration of design and management knowledge, in order to open up a new pattern for exploring the creative transformation and innovative development of ICH crafts.

2

02 CORRELATION THEORY & RESEARCH STATUS

2.1 Concept of Creative park

The creative industry is an emerging service industry in China and is at a crucial stage of development. The term "creative industry" first appeared in the UK, and its core content is culture and creativity, emphasizing the emerging cultural concepts and economic practices that culture and art support and promote. Provide people with a wide range of products and services linked to the values of culture, art and entertainment. (Richard, 2000)

The creative park is no longer just a concept of cultural innovation. More often, it has become a link for a country or region to develop the national economy, implement the transformation of the industrial model and the construction of national cultural brands. According to the comprehensive literature, in a broad sense, the creative park is an important part of the cultural and creative industry. In a narrow sense, the creative industrial park is actually the carrier after the accumulation of creative industries. When the development of the creative industry forms a certain scale and volume in a certain place, the place can be called a creative park. It is where cultural creativity takes place.

2.2 The development status of the creative park

Development status of European and American countries

At the end of the 20th century, Britain was the birthplace of the creative industry, and its creative industries were diversified and mature. Britain attaches great importance to the protection of cultural resource. Whether in the country or in other countries, it pays great attention to the combination of traditional culture and modern technological innovation and focus on the development, protection and reuse of cultural creativity.

Many people know that Milan is the 'International Design Capital' in the world. The Zona Tortona area is a classic example. The Zona Tortona area was an old factory area on the edge of the Canal in Milan ten years ago. Since 2001, this area has gradually become the most distinctive exhibition area of the Milan International Design Week. Every year in April, the Tortona Creative Park is home to a variety of different styles of design, and there are many people coming to visit around the world. In recent years, the Tortona Creative Park has gradually developed into an artist and individual studio,

a small gallery, a photography studio, a restaurant, and a creative space.



Figure 2.1 Milan Tortona area (From Internet)

The creative industrial park in the United States was created by the cooperation of the government and the community, realizing the transition from a single park to a system park, and the government and enterprises, educational research institutions, and social organizations. (Jin L, 2012)

Under the nourishment of advanced modern technology and abundant funds, the United States has formed a strong cultural industry ecological environment centered on film and television, audio-visual, newspapers, animation, entertainment, and sports. With its technological advantages, the United States took the lead in technological innovation and achieved the research and development advantages of the cultural and creative industries. (Lei W, 2014)

Status of development in Asian countries

The development of creative industries in Asia is more inclined to the integration of cultural industries and service industries, such as the Heyri Art Valley in Seoul, South Korea. This creative park integrates artists from the Korean painting, film, design, and music industries.

The Japanese government has been actively supporting the development of creative industries. The distribution of industries in the creative park is very concentrated. For example, the Tokyo Shirt and Animation Industry Center, where the animation industry is concentrated, and the Sendai Media Culture Center, where multimedia culture is concentrated. Japan's cultural industry has become an important pillar of its support for the Japanese economy.

Japan has been greatly influenced by Chinese culture since ancient times and is good at absorbing and developing foreign cultures. In the subsequent development, a culture with its own characteristics has gradually formed. Japan's urban construction will be

built based on its own characteristics, and develop creative industries and creative parks to form an industrial park or industrial gathering form with the city's advantageous industries as its core.

China's development status

1. The number of creative industries is growing rapidly

In recent years, the value-added of cultural and creative industries has grown rapidly. Between 2007 and 2016, the added value of culture and related industries increased nearly four times, and the proportion of cultural and related industries' added value to GDP also increased significantly since 2010. Since 2012, the proportion of cultural and related industries' added value to GDP has remained above 3%. (Figure 2.2)



Figure 2.2 Cultural and related industry value-added data (Drawn by the author) data from the National Bureau of Statistics

2. Emphasis on the construction of creative parks across the country

Between 1990 and 2007, China's cultural and creative park was in its infancy, with only 48 cultural and creative parks nationwide between 1990 and 2002. With the improvement of relevant regulations in the cultural and creative parks, there has been a small decrease in the cultural and creative industrial parks in 2015, and the number of parks has grown slowly in the past three years. (Figure 2.3)

The construction of the park is gradually improved, and the surrounding supporting services are being built. On the other hand, it also reflects the development trend of China's future cultural and creative parks--heavy quality and light quantity.



Figure 2.3 The number of China's creative industrial parks from 1990 to 2016 (Drawn by the author) data from the National Bureau of Statistics

3. Insufficient development of China's creative industry park

In China, local governments actively build cultural and creative industrial parks. However, as a new type of commercialized business model, the cultural and creative industries have not yet formed a unified industry norm, especially in the protection of intellectual property rights. The current structure of China's creative parks is unevenly distributed, because the characteristics of its industrial types are not obvious, and the specialized service systems around the park are weak. Many of these types of creative parks are developing slowly.

Shanghai is the earliest city in the development of the national creative industry park. The development of industrial form is relatively mature. However, there is not much single industry concentration, and there are fewer parks with high concentration of leading industries.

Shanghai Creative Park issues:

- Unclear positioning, lack of management
- Current interests in market operations
- Software and hardware facilities are not mature

2.3 The development status of China ICH

China's ICH protection has been launched for nearly 15 years. It can be divided into ten categories: folk literature, traditional music, traditional dance, traditional drama, folk art, traditional sports and acrobatics, traditional art, traditional techniques, traditional medicine, folk customs, etc. (Yanbing Q) Regrettably, many times left the vulgarity in the form, but abandoned the essence of culture. When the inheritance is alienated, the

true cultural demise is inevitable. (Dekai L,2015)

In the inheritance of ICH, it is often just re-application, light protection, heavy propaganda, and light development. Many enterprises and governments have simply developed the inheritance form of ICH into commercialization, tourism, etc., and lacked new designs for non-material culture that meet the needs of the current market. At the same time, it lacks reasonable business model innovations based on the characteristics and advantages of intangible culture.

If ICH is only kept in the museum, kept in the museum for preservation, does not interact with the society, and does not interact with the market economy, then ICH will become a true legacy. We must transform cultural heritage into social resources and promote cultural development and economic growth.

ICH provides unique creative materials for the creative industry, and the creative industry provides a new channel for the development of ICH. Based on this, service design as a relatively new research direction and design thinking. How to effectively spread this life-lived culture in a better form of experience. There is room for development in ICH's innovative thinking, experience, industry form and development model. On March 8-10, 2018, the "Traditional Handicrafts Achievements Exhibition" held at the M50 Gallery exhibited 18 ICHs carefully selected by Dingxi City, Gansu Province, and welcomed a large number of visitors. (Figure 2.4)



Figure 2.4 M50 ICH Market (From Internet)

This type of ICH cultural activity is often seen in Shanghai, but it is not the leading industry of the park. Most of the planned activities are mainly exhibitions and merchandise sales of ICH events. There are many creative markets with ICH titles on the market, and the excessive commercial operation behind them has turned the original theme into a shopping gathering. After such exhibitions, ICH craftsmen generally return to their studios, and it is difficult to maintain sustainable development. For young people who want to understand and contact ICH culture, it is difficult to reach ICH

craftsmen in other ways.

In recent years, a number of cultural cities, parks and expo parks related to ICH have emerged in various parts of China. But the actual business situation is as unsatisfactory as most industrial parks. There are the following problems:

- ICH project type selection
- The relationship between ICH and architectural design
- ICH inheritor and operator relationship
- ICH project combined with other industries

2.4 Case study

The service experience model of ICH culture combined with other industries is demonstrated by specific case studies related to ICH culture in three representative cities. Choose interesting examples from the three cities of Shanghai, Suzhou and Osaka.

Shanghai: Big World ICH Case Study

"Big World" used to be the most popular entertainment venue in Shanghai. It is a wonderful memory of a generation of Shanghainese. Since 2008, the Great World has reopened the "Great World" in November 2016 in the days of the 100th anniversary of the "Big World" in order to repair the closed doors. This ancient building has been given a new mission. It is presented as a live heritage experience platform for ICH culture in front of the public, offering five major parts: exhibition, study, performance, food and digital.

- In combination with the current life, they have opened ICH Theater, ICH Creative Products Exhibition Hall, ICH College, multiple ICH Food Halls, and ICH Learning Halls that can be reserved online.
- Special events are offered according to the festival, such as during the Chinese New Year, around the ICH China Year. Taking the Shanghai style as an emotional bond, the traditional culture of ICH is integrated with the fashion life, and the innovation shows and opening a feast for the New Year.
- In order to enhance the experience of the people, the folklore interpretation, the 24th solar interactive exhibition, the parent-child activities, the cultural product market, the ICH film exhibition, and the ICH culture knowledge in interactive play are carried out.

- Combined with innovative technology, it provides VR experience hall, 360-degree real-time rendering of immersive virtual experience space, traversing the streets of Shanghai in the 80s, and immersively feeling the culture at that time.
- Invite cross-border artists to express ICH charm with tradition in the new performance situation.



Figure 2.5 Parents and children experience the digital ICH area (Photo by author)

Osaka Museum of Housing and Living:

The Museum of Housing and Living in Osaka, Japan. Recreates the life of Osaka people by building an urban model on the top floor of a modern building. This museum restores the buildings of the Edo period and the life prototypes of the people. The people who come here can experience the lifestyles of people in that historical period through the displayed items, and fully understand the historical changes of Osaka. (Figure 2.6)

The Museum of Housing and Living has done a great job in terms of service and experience. From the five aspects of sensory experience, immersive experience, storytelling experience, co-creation experience and thinking experience, the people who come to visit, regardless of age and nationality, provide comprehensive service experience:

- Visitors can change into kimonos and stroll through the shops and residences of the Edo period. Experience the daily life of the old Osaka people. Among them, the ancient house model, living utensils, interactive games, and diversified experience forms have become a major feature of the living museums of the past and the present.
- In order to increase the sense of experience, the "Old Osaka People's Day" is the narrative theme in the museum, and the daily life is reflected from the sunrise to the sunset. At the same time, it adds weather effects such as thunder and rain, and even fireworks can be experienced.

- In addition to the tools that use the lighting, sound, and environment to assist the experience, the Living and Living Pavilion also offers a "Japanese-style yukata" rental service, allowing users to wear traditional Japanese costumes, stroll through the ancient streets, and immerse themselves in the atmosphere created by the experience.
- In addition to emphasizing the experience, the Living Museum of the Past and Present also has a special exhibition space: paintings, artifacts, costumes and movies, as well as models of different periods.



Figure 2.6 The Museum of Housing and Living (From Internet)

Suzhou ICH Culture Museum Research

The Suzhou ICH Museum has a total construction area of 6,000 square meters, including 4,500 square meters of main exhibition area. (Figure 2.6) The museum uses a combination of time and space to interpret the ICH cultural history of this ancient civilization in Suzhou. The museum's roof terrace has a spray-shaped device that looks like a cloud; on the climbing tower, visitors can see the panoramic view of the garden, while the restaurant facing the ginkgo grove is given a hydrophilic character. It further strengthens the integration of architecture and nature. (Gong D, 2016)



Figure 2.7 Suzhou ICH Museum (From Internet)

In the architectural style of the Suzhou ICH Museum, it is hidden in nature. Breaking the traditional museum's architectural style with a simple, modern shape has attracted the attention of a large number of tourists. But because of the use of this bold design style to build the ICH Museum, there have been many opposition voices. The museum has earned eyeballs before it officially opened to the public.

Summary

These three cases provide us with inspiration for the inheritance and protection of ICH culture from different perspectives. The "Big World" case is currently a new landmark in Shanghai for the inheritance of ICH culture, and it is also one of the places where the author went to investigate. "Big World" through the transformation of old buildings, the combination of traditional culture and innovative technology, has also begun to attach importance to the combination of design industry and culture, providing visitors with a good place to find ICH culture. Here is the user type is more accurate, fancy parent-child family users The cultivation and attention to the needs and experiences of this group of people, but there are many areas for improvement in the operation process and service process.

In the case of the Osaka Life and Living Museum in the past, the author, as a user of the real experience, was shocked by the museum's grasp of the needs and experience level of the visitors. It shows the diverse forms of cultural experience, does not stick to the traditional form of communication, and uses the service experience to make the culture pass to users of different nationalities in a delicate way.

Suzhou ICH Cultural Center, both in appearance and internal experience design of ICH culture, is a new and unmistakable attempt. With the charm of the building itself, it collides with the ICH culture and attracts many young people to visit.

These cases provide the author with many aspects of inspiration. The experience form of ICH culture, the architectural style of the park, the combination of ICH culture and technology, and the teaching of ICH culture provide the research foundation for the service design research of ICH Creative Park.

3

03 APPLICATION STRATEGIES

3.1 ICH Creative Park concept

ICH Creative Park is a creative industrial park with ICH as the leading industry. Combine the ICH culture with the business model of the creative park to make up for the lack of platform channels in the ICH culture heritage. The ICH culture also provides cultural resources for the creative park as a development support.

Applying ICH to the cultural and creative industries can not only increase its own value, but also create its own original brand, which is the impact of local culture on the wave of foreign culture. (Jiulin C, 2015) Living heritage has always been the goal of ICH, and many ICH cultures have gradually faded out of sight because of their long-term disengagement from society.

China's inheritance and development of ICH culture mainly through two levels: first, the development of folklore tourism, and second, the production protection of traditional art, traditional art and traditional medicine. (Zhixiong L, 2013) Whether intangible culture is a heritage or a resource depends on the degree of docking between ICH culture and social diversification. When the intangible culture meets the creative industry park, the resource nature of the ICH culture is revealed. As the Creative Park provides a heritage development platform for the ICH culture, the potential for the development of the ICH culture will be tapped.

3.2 ICH Creative Park features

When the knowledge economy has become the trend of the times, all economic organizations are thinking about how to use cultural values and cultural capital to improve their competitiveness and added value. (Weidong L, 2007) The ICH Creative Park industry model can not only take advantage of the advantages of the creative park itself, but also integrate ICH cultural activities with surrounding service organizations such as exhibition halls, conference centers, schools, communities, and shopping centers. To achieve the purpose of promoting cultural heritage, but also to promote the development of science and education culture and economy.

The ICH Creative Park provides a platform for the intangible culture to meet the needs of the market. The culturally rich ICH resources provide innovative opportunities for

the creative park. The functions of the ICH Creative Park are combed, one is for the benefits of the intangible culture itself, and the other is for the benefits of the ICH Creative Park for the majority of users.

Five related platforms are available:

1. Creation platform

Creative Park provides a creative platform for ICH resources, providing daily creative space for ICH inheritors through the ICH Craftsman Studio.

2. Learning platform

Many ICH cultures are gradually being replaced by everyday life, and more and more better technologies and products have replaced the skills left by the original ancestors. ICH Creative Park provides a learning platform for ICH artisans while providing creative venues for ICH artisans. The advancement of network technology promotes the diversification of ICH culture, and ICH culture can be combined with network technology. For example, under the "Internet +" model, the Internet can be used to connect the ICH culture with the market economy, and the Internet is used as a way of thinking to help further the scale and industrialization of the heritage.

3. Exhibition platform

The exhibition space is set up in the ICH Creative Park. On the one hand, it provides an exhibition opportunity for the products created by ICH craftsmen, so that the products of ICH craftsmen can meet more people through the exhibition. The exhibition form will attract people from all walks of life to visit. This will make the ICH culture more widely available. On the other hand, the exhibition space of the ICH Creative Park will also promote the development of local tourism, increase the local tourism resources, enhance the local tourism culture connotation, and increase the spiritual and cultural needs of tourists. At the same time, related goods and services will not only bring ICH craftsmen more than income growth and popularity, but also make the ICH culture more widely spread and enhance the national brand image.

4. Sales platform

The ICH Creative Park is behind the creation platform and exhibition platform for ICH artisans. In addition to the sale of ICH exhibits with related exhibitions in the exhibition area, the Creative Park will provide an online sales platform for products produced by ICH craftsmen. The products designed by ICH craftsmen can be purchased by people all over the world, and they can also understand the cultural history of the nation.

5. Protection platform

Establishing ICH as a creative park for the industrial model, fundamentally, the purpose

is to protect the ICH from loss. Through the creative park where the cultural and creative industries gather, it provides a comfortable creation environment for the ICH inheritors, and conducts exhibitions and sales of products.

The benefits of the ICH Creative Park to users are the learning function that provides opportunities for people to participate and feel ICH. The immaterial culture is not a cold heritage placed in the museum. The second is the tourism function. The essence of tourism is to satisfy people's needs for culture, leisure and entertainment. Because of its industrial clustering characteristics, the creative park can attract a large number of tourists to watch and understand that ICH culture has been transformed into a tourism resource. Turn ICH skills that seem to have nothing to do with our lives into a great place to travel. In summary, ICH Creative Park provides protection and inheritance through one of the five functions of creation, learning, exhibition, sales and protection, and achieves resource sharing.

3.3 Service Thinking in ICH Creative Park

From the perspective of the transformation of the global economy, the advent of the post-industrial era means the giving and demise of commodity trading thinking in the manufacturing era. The value of tangible products is replaced by the value of intangible services, and the trend of traditional commodity manufacturing to commercial services has changed the long-term trading thinking. (Guosheng W, 2016)

The service model is based on the service experience. A series of business activities completed through effective organizational behavior is an effective way to implement service strategies in business activities. The business model is based on profitability and focuses on marketing strategies, trading processes, operational processes and policies. An organization wants to gain business value and create new delivery products through the basic planning of the business model. (Figure 3.1)

From the perspective of the global economy, the original product value is gradually being replaced by the service experience. The traditional business model is also looking for cooperation opportunities in the service model, and the two are effectively combined through service design. The cooperation strategy is to achieve a win-win goal through cooperation and innovation between the business model and the service model. Service design is the only way to cooperate between business model and service model. It is also a bridge.

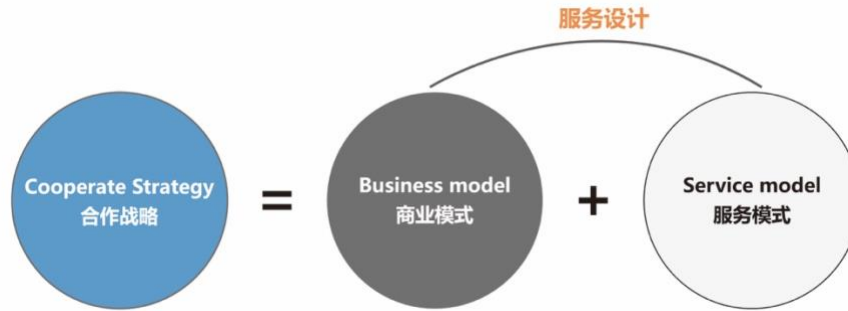


Figure 3.1 Combination of business model and service model (Drawn by author)

Service design ideas have an important guiding role in building the ICH Creative Park. In the context of the combination of business model and service model, the following two aspects should be considered in the service design process:

Research and analysis of stakeholders in ICH Creative Park

In the design process, the creative park, ICH inheritor, and tourists are the main stakeholders. The analysis of stakeholder relationships supplemented by other stakeholders can help service designers to clearly understand the stakeholders who have a relationship with the creative park. The relationship chain between stakeholders integrates experience into service design.

In the service system design of the ICH Creative Park, we must first analyze the primary and secondary relationships among stakeholders. In different campus service scenarios, different stakeholders will be designed to design services for this environment by analyzing the contacts that appear in the service scenarios. Moreover, stakeholders are directly or indirectly connected throughout the service process. There are many invisible stakeholders that influence the relationship between ICH Creative Park and stakeholders. They are ordinary people and do not have any relationship with the ICH Creative Park, but they are members of the entire social environment. The social environment affects people's understanding of ICH culture.

User research on ICH Creative Park

User-centric is the foundation of service design. In-depth study of the user needs of the ICH Creative Park can clarify the direction of service design. Users in the ICH Creative Park are not just visitors to the Creative Park. ICH artisans are also an important user base for building ICH Creative Park service design user research. They are also users of the creative park services. Like tourists, they are the co-creators of the park services.

For designers, the in-depth research and analysis of ICH Creative Park users can better discover the pain points of the creative park in the business process and provide a basis for improving service design. Thereby establishing a user-oriented design. Through user interviews, shadowing and other research forms, user types, user needs, and user behavior patterns will be summarized. The service design of the ICH Creative Park will plan the user journey map by sorting out the user's actions in the creative park. Design a service blueprint to demonstrate the process of a future target service experience. Through the drawing of the storyboard, describe the service experience in the creative park, and use the form of visual images to bring the immersive service construction to the under stander.

4

04 PROJECT RESEARCH

4.1 Shanghai ShangZhiFang introduction

The practice base of this research topic, Shanghai ShangZhiFang Creative Park, is located in the West Shanghai Fashion Industry Cluster. Through in-depth research to understand the industrial structure, operation status, and advantages and disadvantages of ShangZhiFang, lay a solid foundation for the service system construction of ICH Creative Park. Based on the three visits and research contents of ShangZhiFang Creative Park, the overall situation is explained from five aspects:

SangZhiFang Creative Park Basic Situation Research Record:

1. Geographical environment

ShangZhiFang Creative Park is located in Qingpu District, Shanghai. It covers an area of 70,069 square meters and a building area of 160,000 square meters. It is adjacent to the National Convention and Exhibition Center (Shanghai) and Hongqiao Business District. There are two subways nearby. ShangZhiFang the surrounding area of the Creative Park is well-developed. The residents of the downtown area of Qingpu District, 1.6 km away, are densely populated. There is also kindergarten to high school, as well as shopping facilities and supermarkets. (Figure 4.1)



Figure 4.1 ShangZhiFang Creative Park surrounding environment map (Drawn by the author)

At the same time, the tourism resources around the ShangZhiFang campus are also very rich, attracting a large tourist group around the Yangtze River Delta. Around the ShangZhiFang campus, there are Zhujiajiao, Dongfang Green Boat and Laoshan Tourism Resort. At the same time, it is only about 15 kilometers away from Songjiang University Town and Qibao Old Street. It takes only half an hour to drive to the city center.

2. Traffic condition

ShangZhiFang, located in the core of the Shanghai Hongqiao Bridge, is only 2 subway stops from Hongqiao International Airport and 18 minutes-drive from Hongqiao Railway Station. The Hongqiao Railway Station of Metro Line 2 is connected to Line 17, and the transfer is convenient. It takes 10 minutes to drive to 8 high-speed entrances such as A5, A8, A9, A16, A30 and Takizawa Elevated Road, extending in all directions.

3. Internal facilities

The ShangZhiFang Creative Park was established by the Faschitu Group. It serves a number of domestic and international fashion, cultural and creative and e-commerce technology industries. Introduce and support dozens of well-known companies in the fields of fashion, apparel and design. At the same time, there are dozens of large and small conference rooms in the creative park, which can cope with different types of activities and conferences. In addition, the ShangZhiFang campus also has facilities such as coffee bar, gym, business club, wine cellar, road show center, convenience supermarket, youth apartment (Figure 4.4). In addition to the daily leisure of the employees in the park, the coffee bar is also a small library, which is a good place for employees to study and relax.



Figure 4.4 S ShangZhiFang coffee bar and gym (Photographed by author)

4. Operating characteristics

ShangZhiFang Creative Park is characterized by creative office, single-family economy and BLOCK. It also has special projects such as ‘Shanghai Yunyi Shangchuang Incubator’, ‘Qingpu Zhongchuang Center’, ‘Yunshang Space’, ‘Dream Creation Workshop’, ‘Villaty Acceleration’, etc. It is a collection of wisdom, creativity and innovation. Service industry incubator base (Figure 4.5).



Figure 4.5 SHANGZHIFANG Featured Project (Photographed by author)

ShangZhiFang Creative Park has always been committed to helping potential small and medium-sized enterprises to grow rapidly. Pay attention to the all-round needs of small and medium-sized enterprises, and support the existing office space and equipment in the park. ShangZhiFang Creative Park has a one-stop public service center for business services, property services, entrepreneurial services, talent services, policies and business services.

5. Future plan

The first phase of ShangZhiFang Creative Park has gradually matured, and more than 80 enterprises have been settled in, and the third phase of planning is underway. The third phase of the project continues to actively engage in innovation and entrepreneurship, and a region in the park will be dedicated to the creation of an ICH-themed creative park. Provide standardization and service process information, build the ICH campus's own industry chain platform, and drive industry gathering and communication with ICH craftsman's studio. With the original industrial resources of ShangZhiFang, it helps ICH to inherit people's growth, and the park is currently planning.

ShangZhiFang Creative Park Operations Director Mr. Zhu interview summary:

- ShangZhiFang Creative Park industry type diversification
 - ShangZhiFang Creative Park has great potential for developing ICH industry types
- (See the appendix for detailed interview records)*

4.2 Shanghai ShangZhiFang SWOT Analysis

SWOT analysis is often used for early implementation of the innovation process. The original intention of this method is to help companies find their own position in the business environment and make decisions based on this. SWOT analysis can help designers systematically analyze the strategic position of business operations in the market and make strategic marketing plans accordingly.

Strength	Weakness
Rich tourism and ecological resources Large event venue Strong plasticity Growing new features	Low visibility Insufficient supporting facilities Traffic needs to be improved Weak interaction Public design lacks detail
Opportunity	Threat
Increase the spread of information Shaping the brand image Take advantage of its own resources More service contacts and interactions Improve business cooperation	The characteristics of the park are not clear Weak attraction Scale and collective effects have not yet been formed

Figure 4.6 ShangZhiFang SWOT analysis (Drawn by author)

● Strength

ShangZhiFang is located in Qingpu District, the most abundant tourist resource in Shanghai. It is close to Zhujiajiao Ancient Town, Laoshan Scenic Area and the beautiful green boat. It is far away from the hustle and bustle of the city. At the same time, it is close to the National Convention and Exhibition Center, Hongqiao International Airport and the railway station. From the perspective of tourism resources and ecological resources, ShangZhiFang has a unique advantage.

There are two major metro lines in the vicinity of ShangZhiFang, which are convenient for transportation. It has a large footprint and is suitable for large events. Many areas in the park are currently undeveloped and are highly malleable. At the same time, the decision-making layer of ShangZhiFang has a clear plan for the future development

direction.

- **Weakness**

ShangZhiFang is still under construction and its popularity is not high. At the same time, the internal facilities are insufficient. In the future development, details of public design, such as the guidance system and brand visual image, are also needed. At present, ShangZhiFang is slightly inadequate about interactive experiences and services.

- **Opportunity**

ShangZhiFang can leverage its own resources to collaborate with existing corporate resources within the campus. On the one hand, it will improve the shortcomings of its own lack of popularity, on the other hand, it can prepare for future service innovation and enhance the cooperation between the park and other business models. At the same time, ShangZhiFang also needs to increase the information dissemination degree of the park, create a brand new ShangZhiFang brand image, and provide more service contacts and interaction activities for users in combination with the industrial structure to create a window for conveying culture.

- **Threat**

ShangZhiFang currently has a single industrial structure, and the characteristics of the park are not obvious. This leads to a weak overall appeal, and there is no scale and agglomeration effect in ShangZhiFang.

5

05 TARGET USER RESEARCH

5.1 User targeting

There are two types of user group positioning for the ICH Creative Park. The first type of user group is composed of ICH inheritors in the ICH Creative Park. The second type consists of tourists who visit, relax and entertain the ICH Creative Park.

Tourists in the ICH Creative Park are a defined group of users, and users of the ICH Creative Park are more than just this type. The ICH Creative Park serves as a platform for the dissemination of ICH culture. It is a medium for organizing a platform for the dissemination of the ICH culture. The ICH inheritors on this platform are the partners of the ICH Creative Park and the target of the Creative Park. They enjoy the venues provided by the park, event planning and services provided by the park.

5.2 Research plan

The survey focused on two major target user groups in the ICH Creative Park.

User group: tourists

Because Shanghai does not have the same type of creative parks for reference currently, the author chose to conduct a questionnaire survey of tourists who participated in the ICH culture-related theme activities and traveled to the ICH theme cultural center. In this way, we can obtain research materials about tourists in the target user group of ICH Creative Park. In the course of the investigation, the author conducted a deliberate selective investigation of the identity and age of the tourists. They are initially classified: youth, maturity, middle-aged, and old.

The author collected data from 15 tourists in the ICH tradespeople's market held in Shanghai M50. On January 6, 2018, he went to the ICH Museum in Suzhou to conduct a questionnaire survey of 10 tourists. At the same time, the author went to the Big World to conduct research on his tourists. The author conducted a questionnaire survey of 55 tourists who went to the "big world" to understand the cultural needs of tourists visiting ICH-related cultures.

User groups: ICH inheritors, ICH learners

Through in-depth interviews with different types of 7 ICH culture inheritors. At the same time, interview the learners of ICH culture, and through the research, understand the status quo, problems and needs of ICH culture inheritance from different angles and

aspects. An analysis of the future development of ICH culture in the ICH Creative Park. During the interview, we focused on observing and capturing the emotions of the user's emotions, and tapping the inner feelings and potential needs of the inheritors.

- Research methods: Interview Method, Questionnaire Method.

- Research significance:

The significance of this phase of research is to grasp the first-hand information from the user's point of view. The status development direction, and current lack of support for the ICH culture inheritors. It is of practical significance to analyze and explore the real needs of ICH inheritors. At the same time, from the perspective of the tourists visiting, understand their awareness, enthusiasm and direction of ICH culture. Through this stage of research, comprehensive and multi-directional understanding of the exact and actual needs of relevant users. In order to better discover the contact points of users in the ICH Creative Park journey, provide value orientation and basis for the next stage of service design development and practice.

- Content settings: See the questionnaire and interview's details in appendix.

In the Big World, M50 ICH Market, and Suzhou ICH Museum, a survey of 80 tourists was conducted. When selecting these 80 tourists, pay attention to the choice of age level and special group. After the questionnaire survey is completed, the research user will be interviewed for other derivative issues according to the atmosphere of the scene.

The survey of ICH inheritors and learners was mainly completed through interviews, and the interview time of each interviewee was about 60 minutes. During the interview, the interviewees were interviewed according to the interview outline. The order and content of the questions in the interview process can be adjusted according to the atmosphere and topic orientation.

Table 5.1 Overview of User Group Survey (Drawn by author)

Research Method	User	Estimated Number	Location
Questionnaire	Tourist	80	Big world M50
Interview	ICH Inheritor	4	Big world ICH Inheritor's studio
	ICH Learner	2	Shanghai University ICH Inheritor's studio

- Record format:

First of all, the author sorts out the collected questionnaires and presents them in the form of a table. Other information collected in the questionnaire survey of the user group--tourists will be recorded in the text. *(See Appendix for more detailed records.)* Second, the recording format of the interview method is recording and transcript.

5.3 Data & findings

Tourist survey data recording and analysis

The author conducted a questionnaire survey of tourists in the M50 ICH market and the Great World ICH Experience Hall. (Table 5.2.)

Table 5.2 Basic information of tourists (Drawn by author)

Design method	User group	User type	Age	Respondents
Questionnaire	Tourist	Youth	15-30	22
		Maturity	30-45	24
		Middle aged	45-60	21
		Old	up 60	20

The original plan was 80, and the actual survey was 86. However, the data of the age type of the user type in the questionnaire is the least. In order to ensure the reasonableness of subsequent data comparison, each user type has a population of 20 people as the research standard. *(Detailed data of the questionnaire statistics can be found in the appendix)*

The following three representative data sets are selected:

Q6: How do you experience it here? (Figure 5.3)

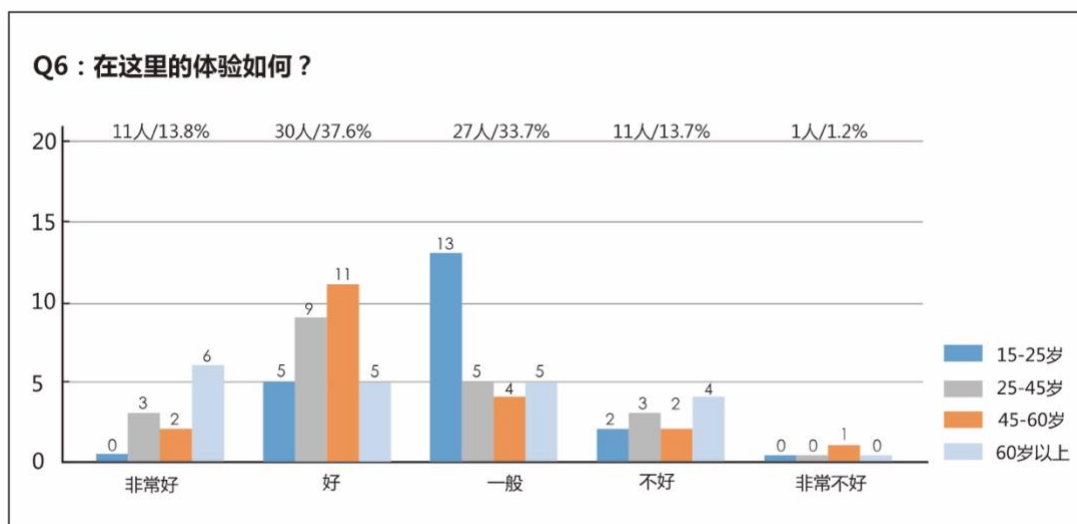


Figure 5.3 The tourist questionnaire data N.6 (Drawn by author)

The above table shows that most tourists have a better overall experience of ICH-related activities, but there are large differences in age. Most young people have a low level of experience with such activities. This is a conclusion of the analysis of Figure 4.16. Young people have more ideas about ICH activities. Compared with middle-aged and older people, the level of demand for young people is higher and more complex. The data in the figure shows that tourists who are middle-aged and older are more satisfied with the experience.

Q7: What is the most impressive ICH project? (Figure 5.4)

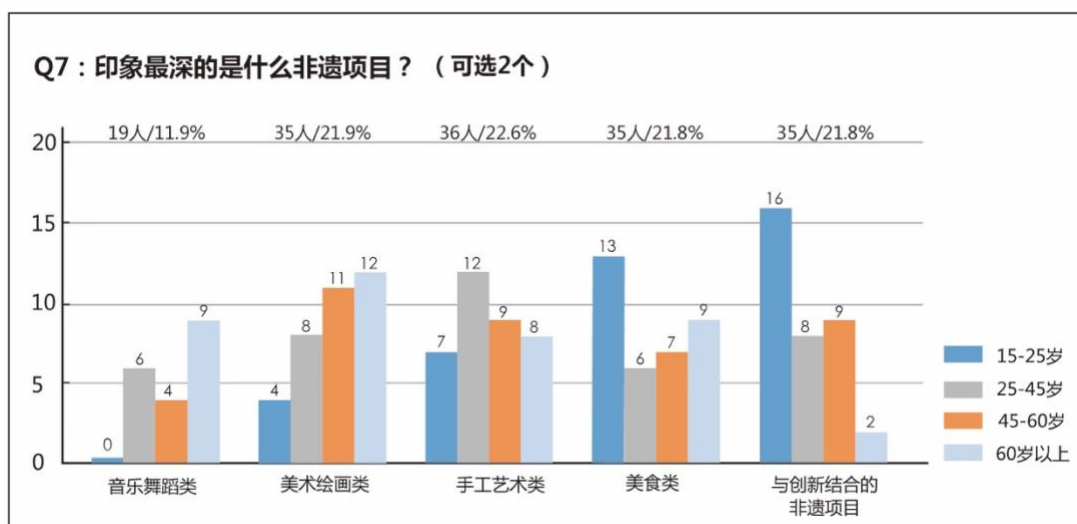


Figure 5.5 The tourist questionnaire data N.10 (Drawn by author)

Before the data collection of this question, the author deliberately asked the user to fill

in two answers, hoping to see which type of ICH project the tourists are more interested in. Unfortunately, there is no particular type of data. On the one hand, because of the diversity of ICH cultural projects, many tourists are not clear about the ICH culture category they are interested in during the answering process, or some ICH cultural projects intersect with other classifications, and tourists find it difficult to choose. But as can be seen from the above table, the ICH project of music and dance is the least among all the data. On the one hand, it shows that because of the restrictions of the venue and the audience, the research objects launched fewer activities, on the other hand. Explain that whether it is the planning of the ICH event or the planning of the ICH Experience Hall and the ICH Creative Park, it is necessary to select the appropriate ICH project for development based on its own advantages and positioning.

Q10: Which aspect do you want the ICH activity to focus on? (Figure 5.5)

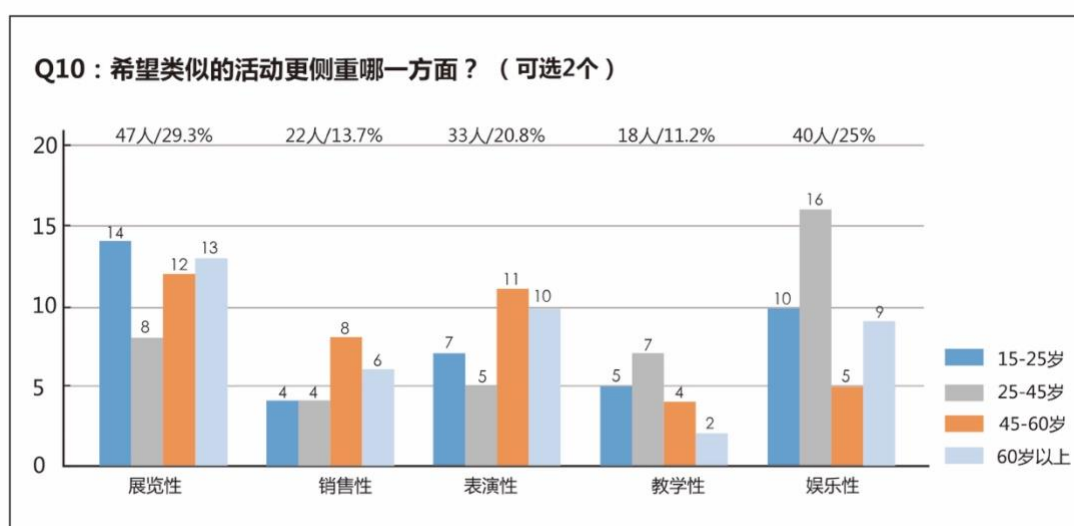


Figure 5.5 The tourist questionnaire data N.10 (Drawn by author)

As can be seen from the above table, exhibition and entertainment are favored, performance is moderate, and sales and teaching are weak. The author believes that there are several reasons: The two researches I have studied are not perfect in the service process of ICH culture teaching. After the respondent completed the questionnaire, the author talked with them and found that when the user planned to go, the user did not know that there was an ICH-related course at that time, and the user could experience it until the user purchased the ticket. During the visit, it was discovered that the QR code can be scanned by mobile phone to enter the WeChat public account for appointment, and it is not possible to attend classes immediately, which leads to poor experience in this part of the ICH teaching course. Many parents who took their children to the ICH activities expressed their willingness to let their children participate

in this type of ICH learning class. Some even said that they would also like to book a course.

Interview and analysis of ICH inheritors

The author interviewed four ICH inheritors and two learners who specialize in ICH culture:

- Suzhou Lantern Inheritor (National): Xiaowen Wang

The history of Suzhou Lantern is called "Su Lamp", which has a history of nearly two thousand years since the beginning of the Western Han Dynasty. In 2006, Suzhou Lantern was officially listed by the State Council as the first batch of national ICH project directories. Wang Yuwen has been working in Suzhou Lantern Festival for more than 60 years. He has held various types of lantern festivals all over the country. He also went to Europe to participate in the "One Belt and One Road China Intangible Cultural Promotion Activities" held by the Ministry of Culture, which is known as the "Suzhou Light Color Exhibition". People" (Figure 5.6).



Figure 5.6 Lantern inheritor Xiaowen Wang (Photographed by author)

- Paper-cut art inheritor (National): Jiao Ma

Paper-cutting is one of the ancient folk art in China, which gives people a sense of transparency and artistic enjoyment. The carrier of paper cutting is varied. Ma Jiao, the inheritor of paper-cut art, won the gold medal in the national competition. Create a number of unique styles. She has worked with Italian interior architects to combine paper-cutting art with interior design. He also worked with the Italian brand Dolce & Gabbana on the Chinese New Year store design event. (Figure 5.7)



Figure 5.7 Paper-cut design combined with the D&G brand (Jiao Ma offered)

- Vermicelli (Jiangsu Province): Ruyu Wei

The origins of Vermicelli are undocumented and have a history of at least 500 years of production. Today, machine-made noodles have gradually replaced hand-made ones, and fewer and fewer people will be authentic Vermicelli. The inheritor Wei Ruyu has been learning Vermicelli since he was a child. He has nearly 60 years of production experience, and his craft is first-class and well-known. His Vermicelli, seen under the naked eye, has 2-3 holes in each noodle. There are 5 brothers and sisters, but now they are all engaged in other industries. The only one who actually inherits this craft is him. (Figure 5.8)



Figure 5.8 Vermicelli (Photographed by author)

- Bamboo Crafts Inheritor (National): Daqing Huang

China's traditional bamboo weaving process has a long history. The timing, geography and production level of the choice of bamboo materials ultimately determine whether a piece of bamboo is beautiful. Although the traditional bamboo weaving is not a magical work, it can better reflect the ideological and cultural connotation of the harmony between man and nature emphasized in the traditional Chinese concept of creation.

(Bohua L, 2013) Because of the impact of the market economy and high-tech industries, the skills of bamboo crafts are lacking. The bamboo working industry is almost all people over the age of 40. There are very few young people who learn bamboo. The inheritor, Huang Daqing, is 64 years old. He has worked with teachers and students at universities such as the School of Design. Upgrade the bamboo crafts into a work of art. (Figure 5.9)



Figure 5.9 Bamboo craftsman inheritor Daqing Huang (Photographed by author)

- Month Card Learner (Shanghai): Xiuyi Jiang

The month card was originally an advertising product of Shanghai Kailuan Trading. Nowadays, due to the impact of digital media, the monthly card gradually fades out of public view. Jiang Xiuyi is a Ph.D. student in the the School of Fine Arts of Shanghai University. She has only one month of study in the country. She has been studying in her leisure time for almost two years. Her monthly works won the Art Prize in the 9th Shanghai Fine Arts Exhibition (Figure 5.10)



Figure 5.10 The monthly card learner (Provided by Xiuyi Jiang)

- Suzhou Lantern Learner: Liquiu Wang

Liquiu, Wang a learner of Suzhou Lantern Festival, is the daughter of Xiaowen Wang, the successor of Suzhou Lantern. She has been engaged in lamp color learning and production for nearly 30 years. She has been learning to make lanterns with her father since childhood. In addition to making lanterns, she will also go to school to teach students of different ages to learn handmade. The production of lights. In 2017, she went to Europe to participate in the ‘One Belt and One Road China Intangible Cultural Promotion Campaign’ organized by the Ministry of Culture. She is the communicator and educator of the ICH culture. She brings the technology of Suzhou Lantern to the rest of the world. (Figure 5.11)



Figure 5.11 Wang Liquiu's Suzhou Lantern Festival Pprovided by Liquiu Wang)

5.4 User segmentation

Through in-depth interviews with the above-mentioned ICH inheritors and learners, they repeatedly mentioned the current situation of serious shortage of ICH inheritors. Many people find the ICH culture difficult and have a fear of the ICH culture. Because they don't understand, they naturally don't want to try to learn. The inheritors of ICH present faults, and few young people actively learn.

Through interviews, it is found that the environment of ICH heritage needs to be improved. The big environment referred to here is not that the material support is not good enough, but the cultural atmosphere of ICH inheritance in the whole society is not well established. For example, the ICH inheritors are over-explored and the ICH inheritors are highly skilled, but they are negligent in creation. New product. The general public's understanding of ICH is more like a rush, and does not understand the cultural connotation and spirit behind ICH. The masses do not understand the value of certain ICHs and do not understand the cultural heritage and spirit behind this ICH. Because the public's understanding of ICH is insufficient, it will affect the future development of ICH culture and the cultivation of inheritors.

Some inheritors have their own ideas about the inheritance and development of immaterial culture in the future with innovative technology, training and teaching, and the combination of Chinese and Western, but they are unable to find a breakthrough. This is related to the age and cultural level of the inheritor. Older inheritors, on the one hand, do not understand new technologies, and on the other hand, they are more opposed to change. Fortunately, some innovative ICH inheritors have begun to try to solve this problem and have begun to change.

According to the characteristics of their own inheritance skills and their own needs, it is a very scientific way to combine the Internet with traditional skills. Try to get the most out of your investment with the least amount of effort, and focus your energy on your product creation and craftsmanship. It is very necessary to set up the ICH culture course, which can provide direct and effective help for the inheritance of ICH crafts, so that traditional skills can enter more people's lives.

- (1) ICH culture inheritance is followed by lack of people
- (2) The public is weak in ICH culture awareness/cognition
- (3) New ideas for ICH development

5.5 Persona

Persona Classification logic

In the previous article, the author divided the main user groups of the ICH Creative Park into two categories - ICH inheritors and tourists. However, the user groups in the post-construction service operation will be mainly tourists. Because in the initial stage of ICH Creative Park service construction, ICH inheritors and tourists are the target of the creative park. After the current work design, the ICH Creative Park enters the normal operational process. The ICH inheritor and the park are the leaders of the entire service. The ICH inheritor is no longer the user, but the producer of the joint service. The ICH Inheritor and the ICH Creative Park bring services and experiences to tourists.

When the position of the ICH inheritor changes, the purpose and identity angles are different, which is the wonderful thing about service design. The ICH Creative Park and the ICH Inheritor were in the early stages of service establishment, and the relationship between service generation and service was changed. However, with the establishment and operation of the service, the relationship changed.

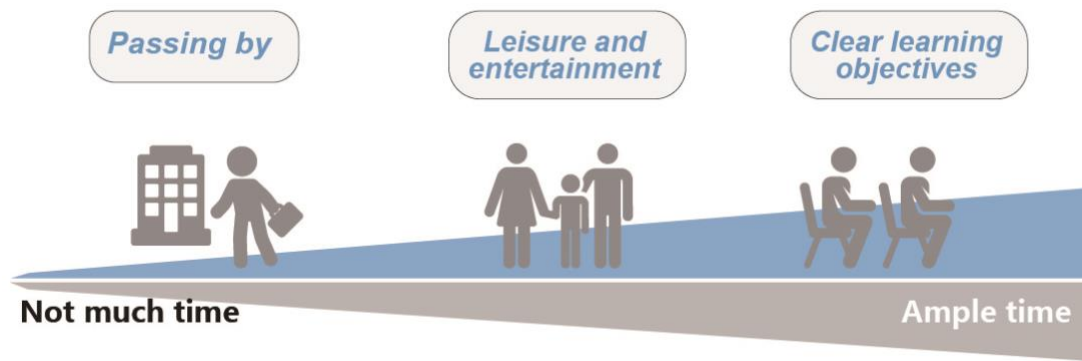


Figure 5.12 Classification logic of Persona (Drawn by author)

Combined with the previous survey results for tourists, it can be concluded that tourists from the ICH Creative Park have different behavioral characteristics, needs and objectives in their travel to the ICH Creative District. Visitors to the ICH Creative Park have a strong overall purpose in terms of travel purposes. At the same time, they spend more time in the ICH Creative Park.

Due to the particularity of the industrial structure of SZF Creative Park, the main target user groups of its services are identified as: learners with strong objectives and relevant requirements for the inheritance and learning of ICH culture. Their purpose is mainly to learn ICH culture from ICH inheritors. The secondary target population is also relatively strong and has ample time, but the demand is mainly for leisure and entertainment, experience of ICH, Shanghai and surrounding areas.

The last target group is mainly residents of Qingpu District and its neighboring districts. They are close to the ICH Creative Park because of their geographical location, so their behavior is more random. For example, by the way, I went to the park. This type of population is random, but does not rule out the possibility of becoming a primary and secondary user group in the future.

The author regards the user's demand for the purpose and the level of familiarity with the SZF environment as the criteria for the classification of the user group. It can be divided into three categories: learning tourists, recreational tourists, and passing tourists.

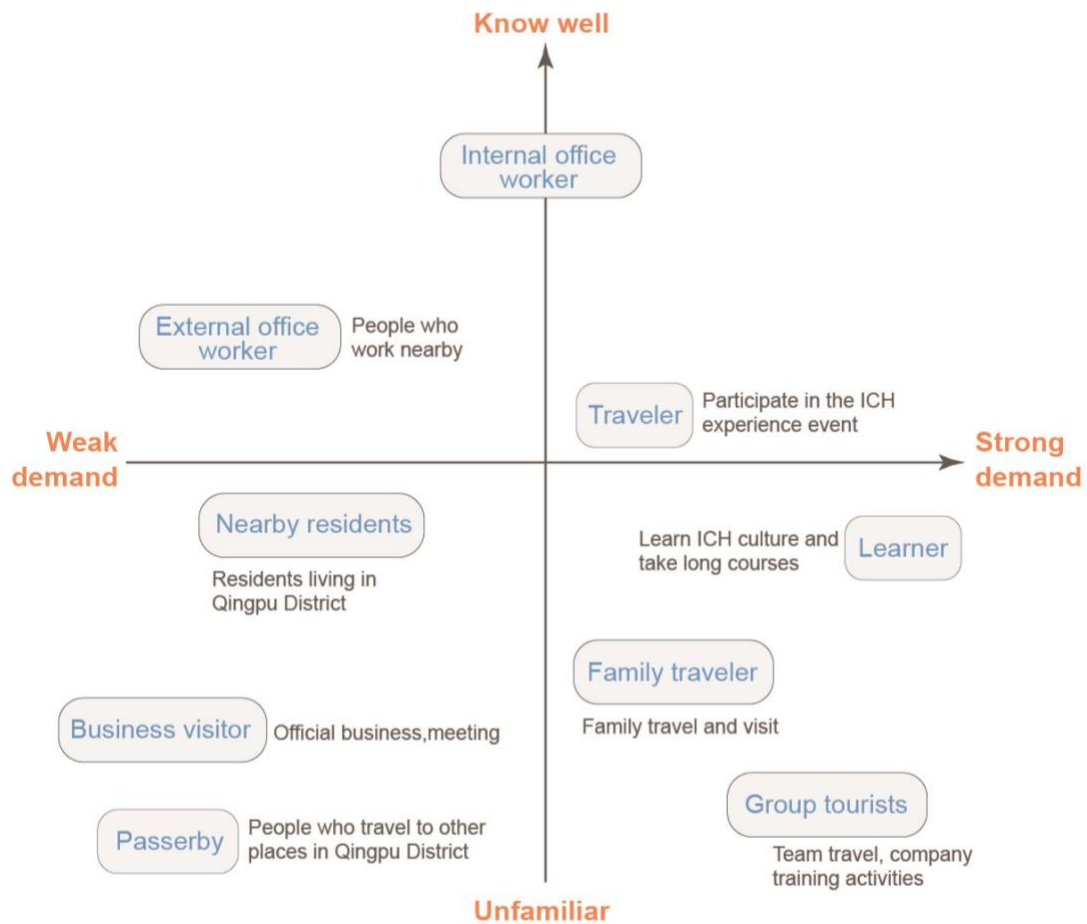


Figure 5.13 Service User Location Analysis Diagram (Drawn by author)

Persona creation

李宜修 | 才华横溢，文化爱好者

美院博士在读 女 27岁 未婚

“湖一杯茶好茶，看一本好书，听一曲高山流水，那真的是我最惬意的时候了！”

- Love life
- Interested in Chinese traditional culture
- Have a sense of mission
- Like painting and doing hand work

Li Yixiu is a Ph.D. student at the Academy of Fine Arts in Shanghai, 27 years old. Interested in Chinese traditional culture, she usually likes to read related books, and she also likes to add traditional elements in dressing. Love painting and doing manual work. When she is free, she will draw a picture of her friends. She believes that when you study one thing, the process of concentration is a kind of enjoyment. She is a person who loves life. She insists on aerobics and yoga every week. Her attitude towards study and life envied people around her.

Figure 5.14 Persona 1 (Drawn by author)



Figure 5.15 Persona 2 (Drawn by author)



Figure 5.16 Persona 3 (Drawn by author)

Mood board

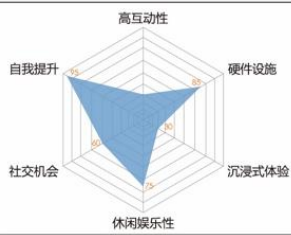
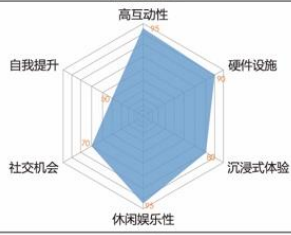
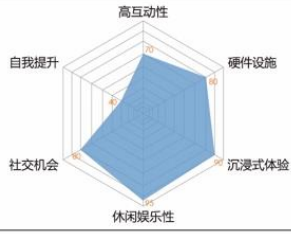
	Persona	Needs Moodboard	Touchpoint Radar	Needs Feature
1	 李宜修 才华横溢，文化爱好者	 有内涵  投入  细腻  完美		Provide learning opportunities Supporting hardware facilities Quality basic service Looking for friends Improve self-cultural level
2	 王怡 乐活达人，亲情互动派	 文艺  参与  好奇  享受		Parent-child interaction Fun and surprise Convenient facilities and services Good place for family activities
3	 宋建国 爱岗敬业，普通上班族	 能量  社交  有趣  舒缓		Meet social needs Sense of participation Rich event experience Make friends

Figure 5.14 Mood board (Drawn by author)

6

06 PROJECT SERVICE DESIGN PROPOSALS

Through the preparation of the previous chapters, the author analyzes the current development status of China ICH and the development trend of the creative park. Discuss the necessity of using SERVICE design thinking to establish the ICH creative park service system and the value of research practice.

Under the co-ordination of service design methods and principles, in-depth research and status analysis of Shangzhifang Creative Park and major user groups--ICH inheritors and tourists. The author combines a large number of research, in-depth interviews and other methods to summarize the user classification in different service stages and establish the user files of Shangzhifang Creative Park. Extracting the user's service needs for the ICH Creative Park, and projecting these demand pain points into the design and layout of the services, space, information and innovative contacts of the Shangzhifang ICH Creative Park, and further promoting the service design of the Shangzhifang Creative Park. background.

6.1 Service concept

As an ancient civilization, China has a wide variety of ICHs. In the existing ICH related industry research, the author found that not all ICH projects are suitable for innovation. Some traditional folk ICH projects are more suitable for preservation in order to be appreciated and understood by future generations. It is impossible to promote the ICH culture to carry out innovation and inheritance because of the big environment, and it will change the culture that is difficult to cater to the atmosphere of the times. And some ICH projects are suitable for the market. At the same time, it also combines product design and redesigns with college teachers and students to help ICH culture integrate better into the market through innovative perspectives. According to the positioning of Shangzhifang Creative Park, considering the main target groups, focusing on the development direction and their own development advantages, the author selected ten kinds of ICH projects to develop in Shangzhifang.

For example, the monthly brand ICH project in the traditional art category, such projects have higher requirements on the user's professional foundation. Therefore, it is not suitable for the development of experience activities, but is more suitable for the development of training and learning aspects of the ICH project. The ICH project currently has a demand for the painting environment and the exhibition venue, which is precisely one of the advantages of Shangzhifang. At the same time, Shangzhifang has rich resources in colleges and universities. There are also companies that can cooperate in the park. For example, the works are provided by the monthly ICH inheritors, and the product design companies in the park design related Wenchuang products.

The Shadow Play project in the traditional art, because of the type of Shadow Play, is more focused on the experience. At the same time, it is more interactive than other ICH projects, so its main target group is 'love interactions'. There is an animation production company and 3D printing company in Shangzhifang Creative Park. This type of innovative company brings new opportunities for the development of traditional shadow play.

The users who generally use the service are tourists and ICH inheritors. From their point of view, they should satisfy the exploration of Chinese culture, rich experience of activities, sales channels, and enhance the influence of ICH in the world. And all of this revolves around the most important goal of the live heritage of ICH culture. Service users need to provide basic requirements for cultural exchanges, learning venues, rest and entertainment, and supporting facilities.

From the operator's point of view, attracting more people through service design, the park will become a model in similar parks. In addition to helping the ICH culture provide a heritage venue and foundation, the park's profitability and sustainability can be long-term development, which is the goal of the operator. It acts as a medium for information transfer between ICH culture and tourists, and at the same time builds a communication channel with service users to improve touchpoints throughout the service link.

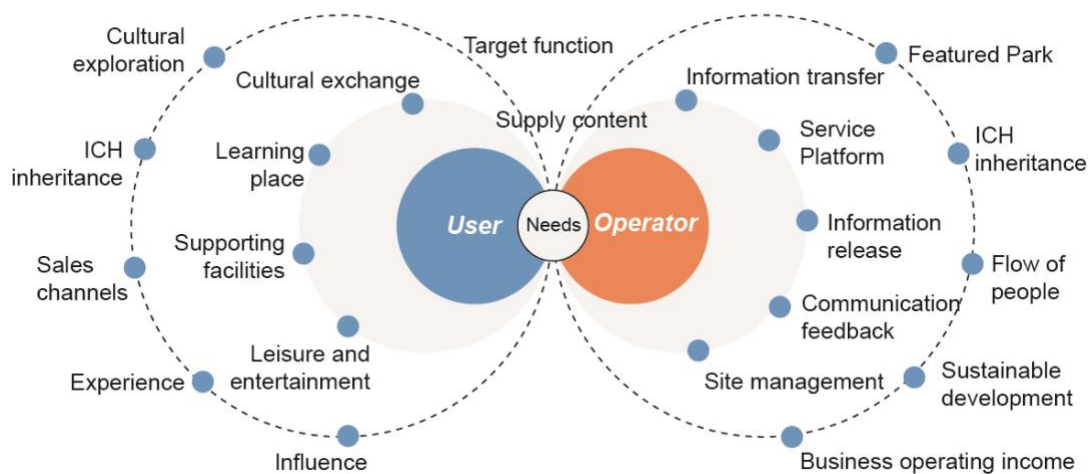


Figure 6.1 Shangzhifang Creative Park Service Target (Drawn by author)

6.2 Visions

(1) Vision 1: Provide an incubator for ICH culture to promote the live transmission of ICH culture
As a carrier of ICH heritage, Creative Park provides heritage sites, human resources, equipment, supporting services and development proposals for ICH cultural heritage.

(2) Vision 2: Combine with innovative industries to promote the marketization of ICH culture
Service design is like the link of ICH Creative Park, and the service of designing ICH Creative Park is the process of building a platform. User groups can jointly design services and learn from each

other through collaborative design, thus promoting two different industries.

(3) Vision 3: Meeting the growing cultural needs of the people and enhancing the cultural experience
With the rapid development of the economy and society, the people's living standards have been continuously improved, and the people's demand for culture has gradually increased, and they no longer meet the original needs. The needs of different user groups in the ICH Creative Park are different. Therefore, how to design touchpoints through services to enhance the needs of different users in the ICH experience environment, and bring a good cultural experience, this is the ICH Creative Park. The important issues that the service system needs to address.

6.3 User experience strategy

Whenever talking about service design, the relationship between service and experience is always mentioned. Service design is more focused on the complete closed loop of services than discussing a single point of user experience in the past. Service design is based on the 'user-center' user experience design thinking to provide a center idea for the service experience of both the service audience and the service provider. (Guosheng W, 2016)

I have been working on an initial framework to talk about a multi-level service experience in a way that makes sense for designers. At a basic level, whether an experience is routine or new demands a different set of qualities for the person who is experiencing. (Jodi, F, 2000, P421).

Based on the previous research and analysis of the service design of the ICH Creative Park in Shangzhifang, the most important element of this new concept of ICH Creative Park is the interaction and mutual integration between users and ICH culture. A successful innovative service design should consider a multi-faceted service experience. The user's most valuable experience is not an experience, but a holistic experience experience process, starting from the basic experience level until reaching a higher level experience. Feel. There are five components in this framework, used to talk about levels of experience: emotion, immersion, co-creation and thinking. Then describe each of these parts, and think about what kinds of experiences the designers are creating in the service design.

The author draws on the hierarchical relationship of Maslow's hierarchy of needs, and sorts these five experience attempts and puts forward some suggestions for the user experience in ICH Creative Park service design: (Figure 6.2)

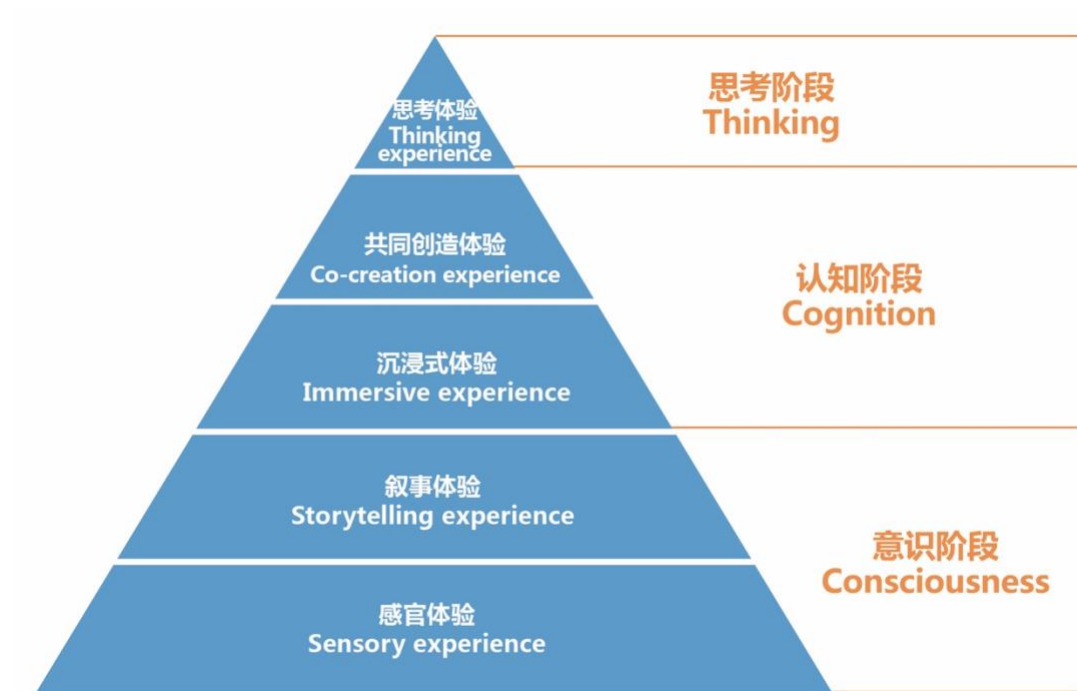


Figure 6.2 User experience level in Shangzhifang service design (Drawn by author)

- Sensory experience

Sensory experience is the most basic experience, it contains five senses experience of seeing, hearing, touching, tasting and smelling. It introduces the user into the service experience in the most direct design language. Sensory experience is the first bridge between user and service experience. Its greatest value is to evoke the user's storytelling experience and immersive experience.

- Storytelling experience

Experience as story plays an important role in events as diverse as legal testimony and fantasy gaming. Because experience as story is naturally communicative, it has relevance for sharing user findings with a design team of various disciplines. (Jodi, F, 2000,)

As people's brains are very sensitive to stories, it easily causes resonance. Besides, as all can understand a story, thus it can deliver messages effectively. Sub-consciousness links emotions. It would allow audience to experience in the context and through design of story, characters, atmosphere, plots and pace. The narration may enhance user's resonance effects and help them to understand behavior purpose of the service supplier. Story can easily make people get involved and immersed in it. Therefore, this is to pave for immersion experience.

- Immersion experience

Generally speaking, immersion experience contains sensual experience and story-telling experience. For example, at an ordinary amusement park, users can experience pleasure and excitements via its facilities but such excitement caused by sensual experience cannot last long. In contrast, people can have both sensual experience and story-telling experience thus to have immersion experience in the background of stories, music, wearing, role play of Disney cartoons at Disney Land. Immersion experience is built on users' transformation process from sentiments to recognition capability, which indicates users are creating new experience and immersed in learning process.

- Co-creation experience

Co-creation is an important process from cognition to thinking. Nowadays, users strived to participate in each part of the service process and give a full play to produce an influence. Co-creation is about joint creation of the value and experience by users and server. Users and server co-create service experience and participate in the construction of service experience facing the problems encountered and solve the problem.

That's why different users have different experience, because of its uniqueness. Service providers need to find a balance between service quantification and personalized experience. Understanding of co-creation experiences so that companies can co-shape consumer expectations and experiences along with their customers. (Peahalad, 2004). Personalizing the co-creation experience means fostering individualized interactions and experience outcomes.

- Thinking experience

When users transform from recognition to thinking, it means users think their own values in common creation experience. Users can share experiences with others and pass it down. In this process, it brings users more than extra experience satisfaction but serves the users in a better way. The whole experience delivers the brand's service value in an invisible way, giving more commercial values, connotation and significance to service. And all stakeholders can gain benefits from this.

We must define an aspect service experience and the customer has their own evaluation criteria for the experience. Therefore, the experience will be divided according to the order of hierarchy and the achievement of the goal of comprehensive service experience. In the User Hierarchy of Experiences, only if the lower or most basic experience is satisfied, the upper or the most complicated service can be fulfilled.

When the service can satisfy the user experience in different levels, the users are more likely to achieve self-realization goals.

1. These five types of experience are like stairs from bottom to top, ascending gradually and hierarchically. However, the order is not completely fixed; variation and exceptions are possible.
2. Among all levels of experience, only one experience level gets satisfied, can another one appear. And the basic experience shall be achieved initially before multiple experiences are met.
3. In general, when some level experience is relatively met, it would move forward another level and seek for higher experience, which becomes the drive for cognition and reflection.
4. These five types of experience can be divided into three levels, in which sensory and story-telling experience are primary-level emotion need; immersion experience and common creation experience are secondary level of recognition demands; thinking experience is high-level of reflection demand.
5. Any kind of experience would not disappear because of its higher-level development. Various levels of experience rely on each other and overlap. Low-level experience still exists though it develops into higher experience.

6.4 Service offering

The Offer Map is a service tool that presents different services provided by different users. Its presentation form is illustrated by visual graphic design and assisted by text. The service delivery map can be used to develop the concept of service during the exploration phase of the service, or it can be used in the development phase as an in-depth discussion to analyze specific solutions and methods. A service delivery diagram is a tool that can be implemented as a concept, or a tool that ultimately communicates with customers, and it clearly and clearly demonstrates the supply of services to stakeholders in the service. The picture below shows the service supply map of the ‘Shangzhifang ICH Creative Park’ drawn by the author (Figure 6.3).

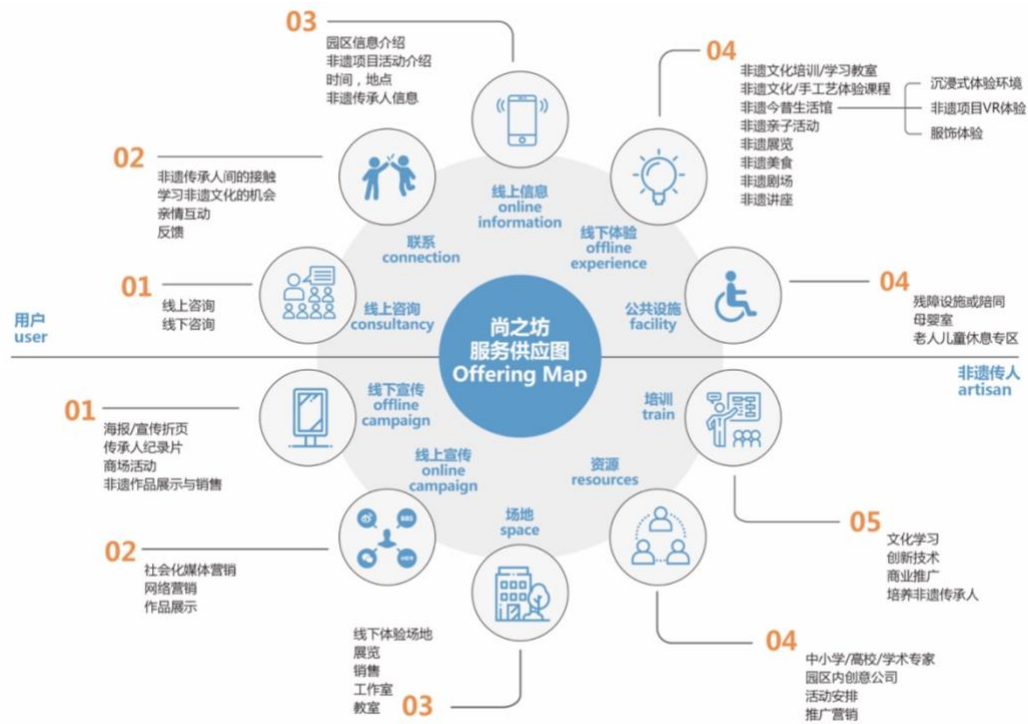


Figure 6.3 Shangzhifang Offering Map (Drawn by author)

6.5 Service stakeholders

In the ICH Park service design of Shangzhifang Creative Park, the five service providers in the Shangzhifang Creative Park, the ICH inheritors in the park, the users, other companies in the park and the five major stakeholders in the park cooperated to build the entire service system.

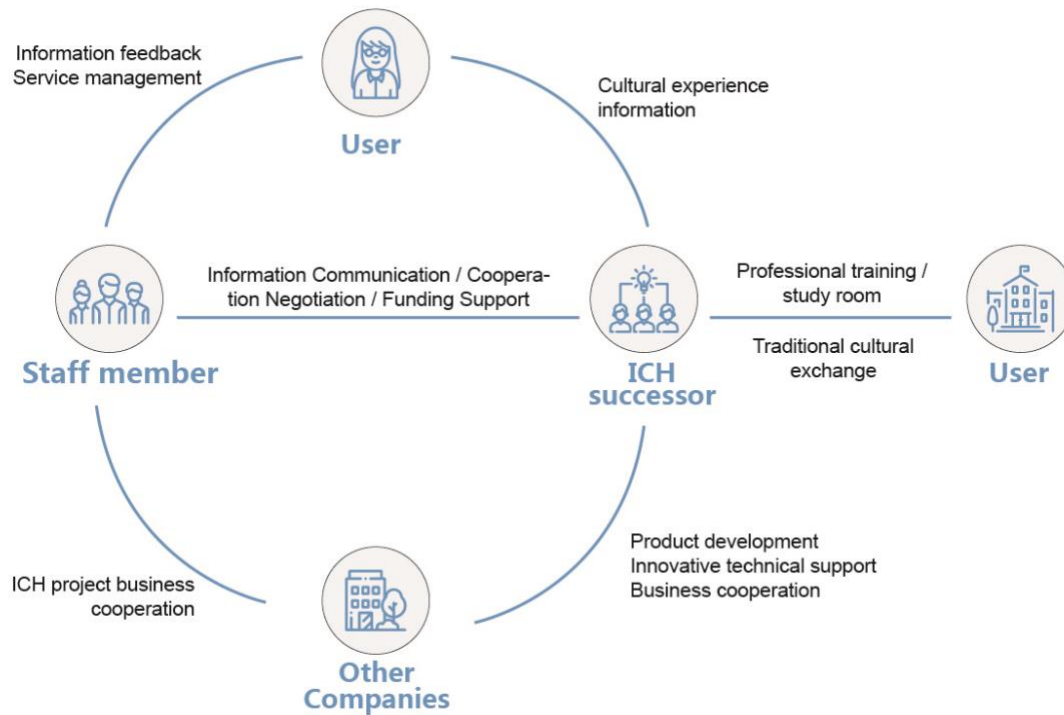


Figure 6.4 Shangzhifang Service Design Stakeholder Map (Drawn by author)

- Administrative staff in the park

The administrative staff in the park serves as the main funder and management of the Shangzhifang Creative Park. For the service design system of the ICH Creative Park, the park is responsible for meeting all the requirements from the initial planning to the service link in operation. For example, recruiting experienced and experienced ICH project inheritors. Build an environment and interior design that meets the park's planning. Related facilities such as restaurants, classrooms, and working environment. Development of online service platforms and initial maintenance and publicity.

- ICH inheritors in the park

The ICH inheritor in the park is one of the main user groups in the Shangzhifang ICH Creative Park. He is the transmitter of the service and the object of the service. The ICH inheritor is the soul of the ICH campus. It is the cultural support, information communication, cooperation and win-win relationship with the Shangzhifang Park. The Shangzhifang Park provides funding and venue support for the ICH inheritors. The ICH inheritor and Shangzhifang built the ICH cultural experience for users. They provide cultural knowledge and product sales.

- User

Users in the ICH Creative Park service design of Shangzhifang are subdivided into core users, target users and potential users. The user is the group who went to the

Shangzhifang Creative Park to learn about the ICH culture. They are deep users in the park, have a certain professional background and foundation, and are the group that has the most contact with other stakeholders in the service process. Update your experience feedback during the learning process, assist the staff of Shangzhifang to optimize the service experience, and even play a role in the update of the service system.

The target user is the main target of the service of Shangzhifang Creative Park. They are made up of users who visit the park, rest and entertain. Such users will be the main source of economic benefits for the Shangzhifang Creative Park. Encourage people to go to the park through cultural experience activities and courses arranged in the park. They experience the new ICH cultural experience under the service design system in the park.

The potential users are attracted to the ICH Creative Park in Shangzhifang during the service process, such as the users who go through the Shangzhifang service platform, or the surrounding residents, the users passing by during the tour, they usually do not pay too much attention. ICH or related cultural activities.

- Other companies in the park

In the early days of the establishment of Shangzhifang Creative Park, many innovative companies have settled in. The categories of these companies are mainly innovative technology, product design, visual design and brand marketing. In the form of the Shangzhifang Creative Park, the ICH project cooperation innovation between other companies in the park and the ICH inheritors in the park will be realized. Through the form of commercial cooperation, the company's technical resources will be used to promote the ICH culture marketization process, and also help Shangzhifang. The development of innovative small and medium-sized companies within.

- School

The students and academic experts in the school are the resources in the Shangzhifang ICH Creative Park. From the perspective of student resources, ICH classes and lectures can be held in the park with students in primary and secondary schools. Students who have a certain professional foundation can be found in the university in response to the ICH project lacking ICH inheritors.

From the perspective of academic experts, colleges and universities can provide systematic art design education and practice development activities for ICH inheritors, and exchange traditional Chinese culture and professional scholars and designers through professional training and ICH cultural workshops with ICH inheritors.

Participation, use their respective professional advantages, learn from each other, promote the innovation ability and vision of ICH inheritors, and even jointly develop and design new ICH products. This will enable the service design of the entire ICH Creative Park to develop sustainably, while integrating the strengths of different professions into the live heritage of the ICH culture.

6.6 System map

System map is a very important design method and means in the service design of ICH Creative Park. The service system diagram covers key stakeholders and secondary stakeholders across the service and is a design tool that demonstrates the service's panoramic view. In this way, the related stakeholders are connected in three aspects: capital flow, information flow and material flow. By describing the relationship, how the various stakeholders in the service design are built together.

In the service map of the ICH Creative Park in Shangzhifang (Figure 6.12).

ICH Inheritors, Users and Shangzhifang are the main players in the service process and are also the main stakeholders. The transmission and flow of information, material and capital between each other is also the most frequent. It is worth mentioning that ICH inheritors are one of the main service targets, and also serve the organizers to work together to promote the construction and occurrence of ICH services, and enhance the user experience in the service. Schools, other companies in the park, and local governments are secondary participants in the service. Although these users have little direct contact with the user when using the service, there are few opportunities for users to use the service. However, in the service background, these participants indirectly provide a good environment for users to experience ICH culture. The inheritance and development of ICH culture is extremely oriented to the atmosphere of the entire social environment.

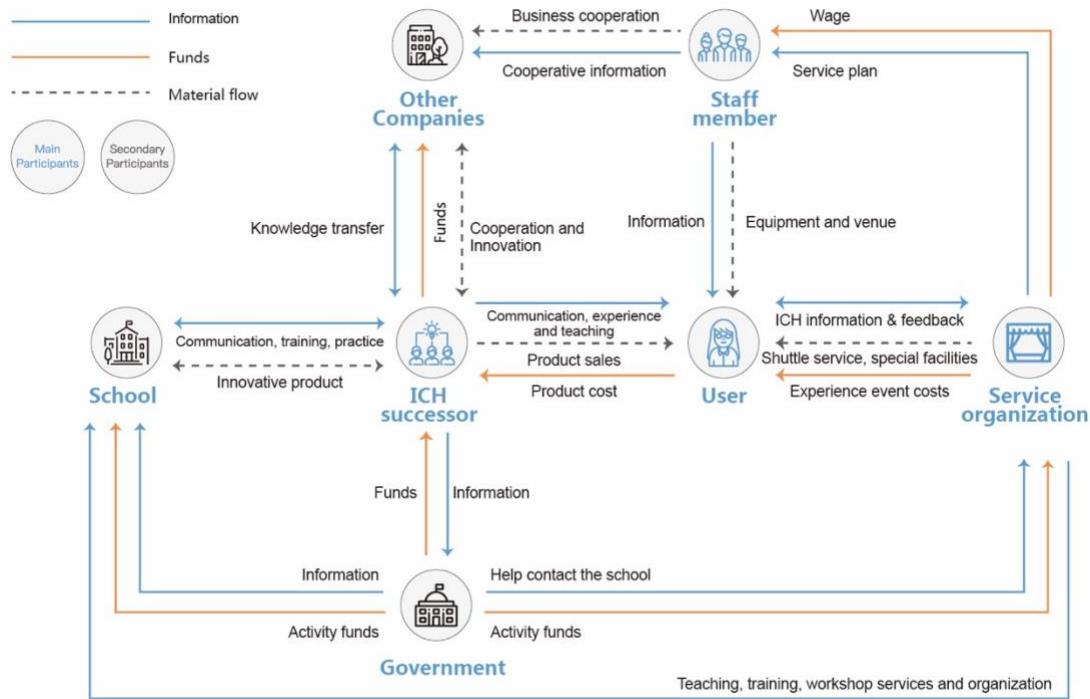


Figure 6.5 Shangzhifang ICH Creative Park Service System Map (Drawn by author)

6.7 Service Blueprint

Blueprint visualizes the complete and complex system of service design in a visual form. The front and back offices are two different levels of service. Although the service is invisible, the user can clearly feel the service in the foreground, but in the service that is not visible in the background. Even if it is not easy to be perceived by users, the operators of the service need to operate more busy. This interlocking background service is to ensure that the front-end service can be delivered to the user efficiently.

	Preparation Phase		进行阶段		增值阶段	
	Receive	Scan	Use	Reuse	Experience	Evaluate
User	- Friend recommended - Forum - APP recommendation - Metro TV - Media advertisement	- Use APP - Browse forum reviews - View address - On-site understanding of publicity	- Online booking - Go to the park - Visiting non-legacy projects - Choose an experience - Environment - Catering consumption - Leisure and entertainment	- Further study - Become a long-term user of a non-legacy activity - Activities and teaching - Social dating	- Immersive experience - Harvest results, share - Buy product - Invite friends	- Forum website review - Experience sharing - Questionnaire
Service front desk	- Social media ads - Experience event - New media marketing	- Activity on APP - Service shuttle - On-site guidance - On-site customer service introduction	- Reservation system service - On-site guidance - Training and learning - Culture / Crafts Course - Food - Life and living museum	- Life and living museum - Family activities - ICH exhibition - ICH theater - ICH Lecture - Membership service - Student work display	- Immersive experience - Environment - VR experience - Clothing experience	Organization user network evaluation
Service background	- APP's web platform - Contact the media - Online+offline promotion - Prepare promotional Public relations	- Staff training - Park posters, brochures - Shuttle coordination - Provide site resources	- Service coordination - Cooperation with companies - Cooperate with catering - System maintenance and update	- Staff coordination and cooperation - Pay attention to user feedback - System maintenance and update	- Observe the user experience - Experience service coordination - system maintenance	- Analyze user feedback and update - System maintenance and update
Service process	- Project selection - APP network platform - Contact the media - Online and offline - Prepare promotional - Planning public activities	- Promotion activities and ICH biography - Guide users to - User information analysis, recommended items	- Online booking activities, teaching classes, Shuttle services, etc. - Offline service - Services when activities, teaching, etc. occur	- Learning guidance online - Expanding the non-legacy surface - Provide more intimate services for long-term users - Encourage users to travel with friends	- Extend the level of experience and projects - Users participating in the service, - Online platform sharing activities, advertising,	- Encourage users to evaluate services - Analyze user issues - Improve problems in service

Figure 6.6 Shangzhifang Blueprint (Drawn by author)

6.8 Design proposals

Service touchpoints are important media for users to interact with services in service design. They are important points for effective connection between users and service behaviors. Touchpoints are designed and serviced, and are often classified as tangible or intangible, no matter which one. Touchpoints, through the form of materialized services, help users to better experience the experience brought by the service.

In the previous article, the author constructed the overall service design of Shangzhifang ICH Creative Park by analyzing the touchpoints in the space, vision and experience of Shangzhifang Creative Park. From the four aspects, it covers the online and offline services, and deepens the touchpoints in the design of service.

Shangzhifang Service Platform Design (APP)

The service platform design of Shangzhifang ICH Creative Park is an important touchpoint in the service. The user and the key services in the ICH campus business model are linked. The hierarchical diagram of the service platform is shown in Figure 6.5. Including online understanding, offline activity experience, teaching classroom, related product sales, evaluation feedback and so on.

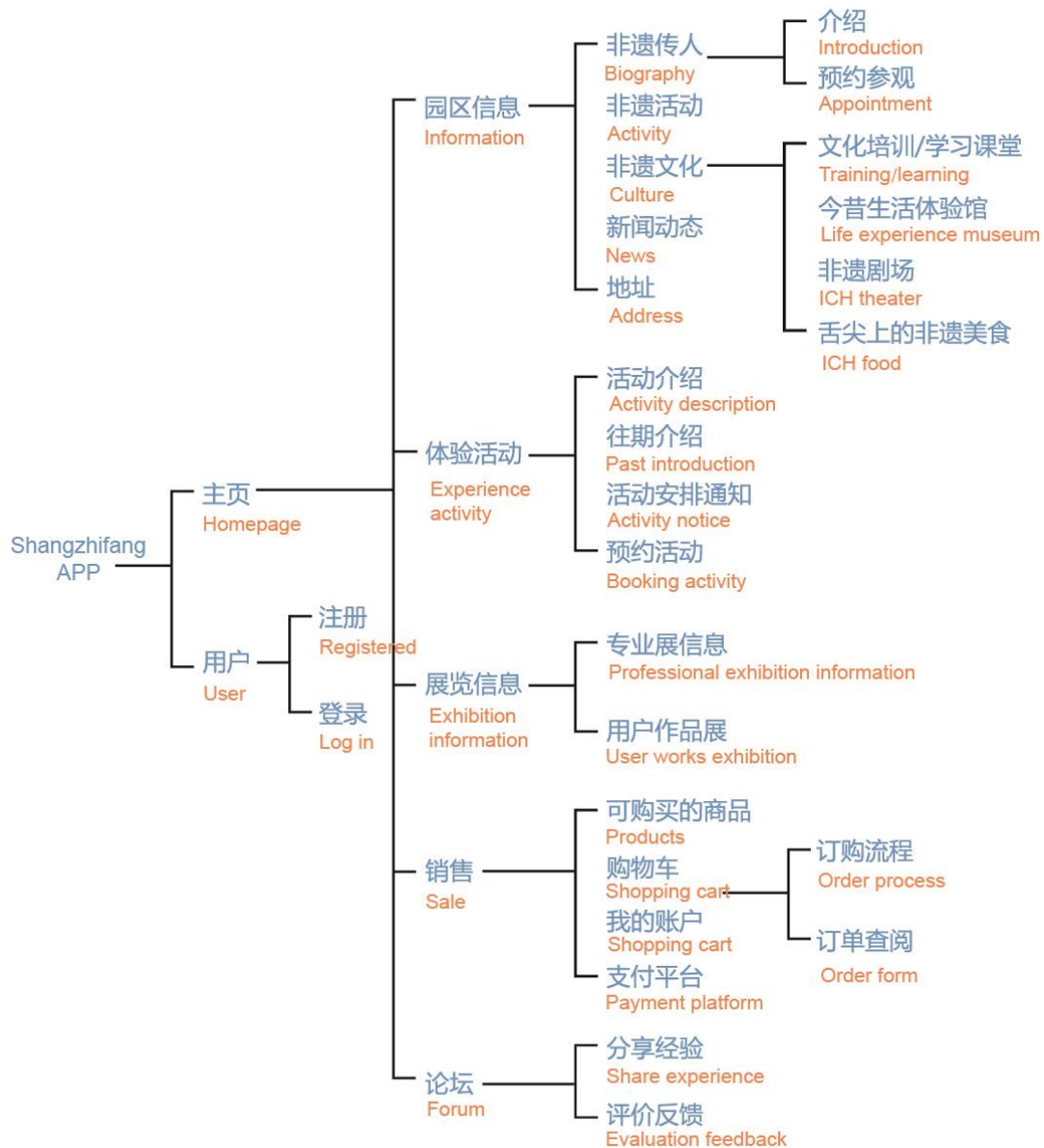


Figure 6.7 Shangzhifang ICH Creative Park Service Platform Level Map (Drawn by author)

The service platform of the ICH Creative Park of Shangzhifang will be built to link the stakeholders in the service, focusing on the deep cooperation mode, and maintaining the user's stickiness through the platform activities, information and culture. It is also worth mentioning that through the Shangzhifang service platform, those who are interested in the ICH culture will no longer encounter the dilemma of not knowing where to find the ICH inheritor. You can contact the inheritor through the platform, make an appointment to visit the studio, etc.

The service platform of Shangzhifang Creative Park is operated and supported by the park. Users of the platform can complete the ICH project in Shangzhifang, learn about

ICH inheritors, reserve courses of interest, share ICH experience, etc. on the platform. In the middle of the service, you can also purchase ICH products, social sharing and other activities. Feedback and evaluation of ICH activities, teaching, experience and services can also be made later in the service.

As explained in the previous study, the development and deepening of service collaboration depends on the closeness and trust of various stakeholders. However, mutual trust is not established in a short period of time. It often relies on multiple experiences, exchanges, sharing, trust and consensus. When this mutual trust reaches a certain level, the links between the various stakeholders will be closer, and they will be more willing to invest time, energy and financial resources to build services.

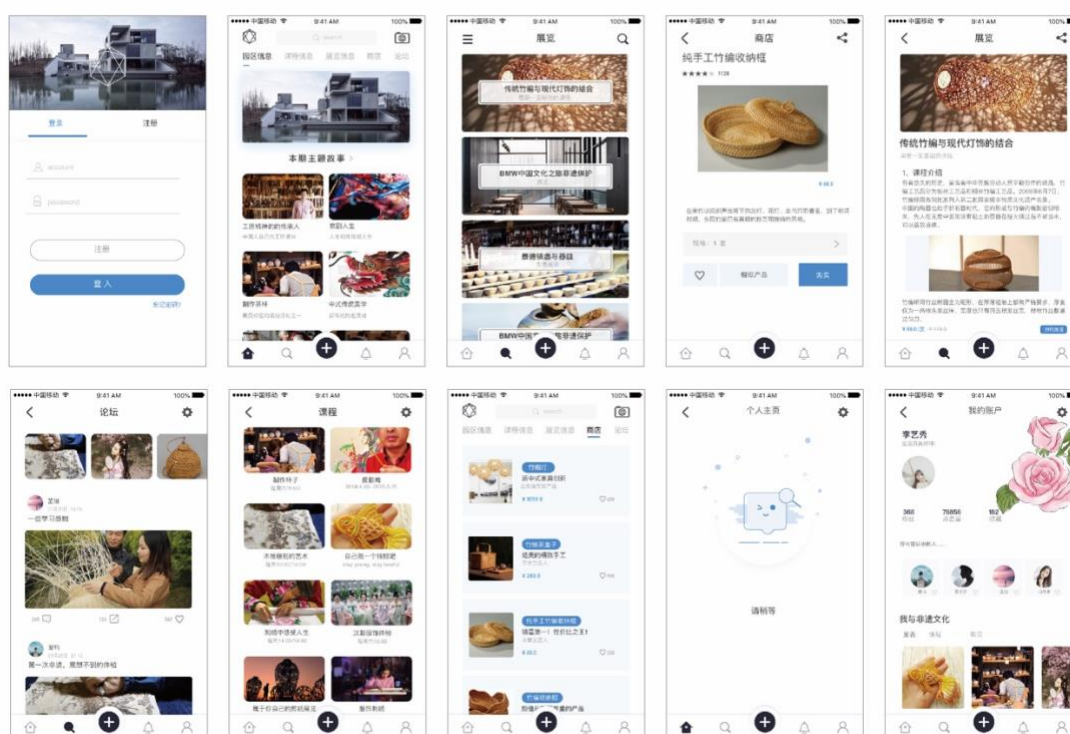


Figure 6.7 Shangzhifang APP (Drawn by author)

Shangzhifang environment planning proposal

1) Spatial Planning

The preliminary planning of the Shangzhifang ICH Creative Park is arranged in the 15th floor of the central building in the park. The entire floor is 6690m². By opening and adjusting the current pattern, the floor is divided into five sections. They are: ICH Inheritor's Studio, ICH Study Classroom, Lecture Room, ICH Experience Hall and ICH Culture Life and Living Museum. The floor plan layout is shown in Figure 6.6.

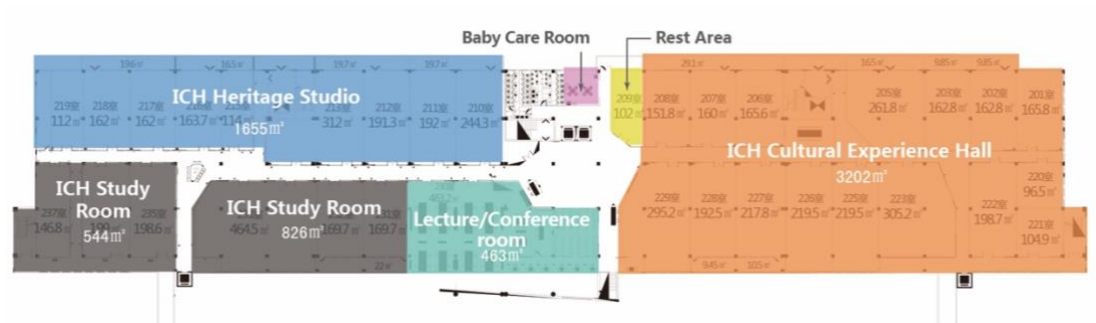


Figure 6.8 Plan of the ICH Creative Park in Shangzhifang (Drawn by author)

Among them, 1655m² arranges the studio of the ICH inheritor. By opening up the current pattern, it is divided into 30 ICH inheritor studios for the daily creation, meeting, and small-scale teaching of ICH inheritors. Under the existing building structure, the studio is divided according to the function, and the area near the door is the display area, as shown in Figure 6.7. The existing glass wall design on both sides of the current corridor is preserved, and the door of each ICH heritage studio is turned into a self-display wall. This is followed by the meeting area, which is used by the ICH inheritors for daily meetings, and the guest area is arranged between the work area and the display area. It is convenient for guests to visit the inheritors' work and working environment, and is also separated from the rest area of the inheritors. The rest area is connected to the balcony and is the place where ICH inherits people's daily leisure. Tea tables, lounge chairs and lunch breaks can be arranged for the inheritors to rest.



Figure 6.9 Plan of the ICH Creative Park in Shangzhifan

The ICH Heritage Studio maintains the original glass partition while maintaining the original architectural style of Building 15. With wood color as the main design element, the overall style of the studio's interior design is shown in Figure 6.8.



Figure 6.10 ICH Inheritor Studio Interior Design Reference

The ICH classroom is mainly used by ICH inheritors to teach users and teach their skills. This area has a total floor area of 1,370 m² and is divided into 10 study rooms while retaining the original building structure. The rules of use are arranged according to the curriculum and the characteristics of the ICH project itself, and the region can provide users with ICH courses for 10 different projects at the same time. The conference room totaled 463m², retaining the original one-on-one small venue design. The area serves as a public use area, which can be reserved by ICH inheritors in advance. When different needs are used, ICH inheritors are arranged to use different conference halls. The conference hall is flexible for training, learning or exhibition services.

The ICH Cultural Center covers an area of 3,202 m². This area is mainly arranged for tourists visiting Shangzhifang. This type of user's demand for ICH culture entertainment is much higher than the ICH expertise, so there is a clear distinction between the two main areas in terms of spatial layout. According to the needs of users, the ICH Cultural Center is planned as a venue with the ICH experience as its main purpose. The overall environmental layout is based on the Osaka Life and Living Museum mentioned in the previous case study, as shown in Figure 6.9.



Figure 6.11 ICH Cultural Center Interior Design Reference

In this form, the life of the ICH culture craftsman of the Chinese nation was reproduced, and the buildings and the prototypes of the life of the ICH craftsmen were restored. Users who come here can use the relevant ICH exhibits to imagine the lifestyle of people in different historical periods. The room of each household is the booth of the ICH project. Different ICH cultural experience booths arrange different experience activities. For example, ICH culture parent-child activities, traditional costume experience, ICH exhibition, ICH food booth, ICH theater, ICH culture VR experience. Through the immersive experience environment, users of different ages can fully understand the development of China's ICH culture.

Supporting facility planning

The construction of the ICH Creative Park in Shangzhifang requires the provision of other supporting facilities in addition to the design of Building 15. On the one hand, it provides a special production space for the inconvenience of producing ICH products in the workroom, such as electric kiln for firing porcelain, including corresponding drainage facilities, and waste disposal.

In addition to providing work facilities for the ICH inheritors, consider, for example, increasing the size and staffing of the current Shangfang Restaurant. At the same time, we will build two special restaurants with different flavors for users to choose, and add ICH gourmet menus in the restaurant. Among the users of the park, the family parent-child group is the main target user group, so the restaurant food requirements are mainly Chinese cuisine. Also because the family parent-child group is the main user group, the ICH Building No. 15 building deliberately increases the area reserved for the elderly and children, and the maternal and child room is arranged next to the bathroom.

Shangzhifang Brand Planning

The cultural theme and conceptual direction of Shangzhifang's construction of the ICH Creative Park is clear. Compared with Shanghai and the surrounding creative parks, there is a clear distinction between the scale, advantages and resources. Shangzhifang has determined that the direction of entertainment, leisure and industrial structure diversification has been included in the future planning in 2018. The establishment of the Shangzhifang brand image and the ICH-themed creative park to create a brand strategic plan will help enhance the cultural value and sustainable development of the park. Choosing an excellent and suitable market-oriented ICH project is the first step, and planning the brand image of Shangzhifang is the key point. The ICH culture and ICH inheritor are the core competitiveness of the Shangzhifang brand.

In the survey, the author found that both the ICH culture and the Shangzhifang. There are big problems in the communication of information, such as the user's weak understanding of the ICH culture, or the problem of messy information. For Shangzhifang's construction of ICH Creative Park, there are three aspects to be concerned about information touchpoints: the lack of understanding of the Shangzhifang brand, the lack of understanding of the ICH campus content, and the lack of understanding of the Shangzhifang service type. The author combines the blueprint of service design and divides the brand strategy of Shangzhifang into service preparation stage, service progress stage and service value-added stage.

6.9 Storyboards

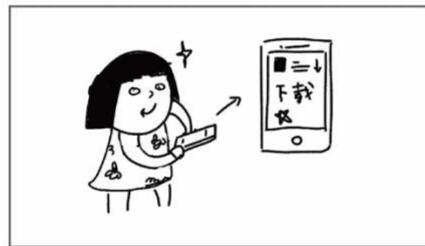
Storyboard 1

姓名：心心
年龄：23岁
职业：美院大学生

心心在老师的介绍下前往尚之坊非遗创意园区学习制作青瓷。



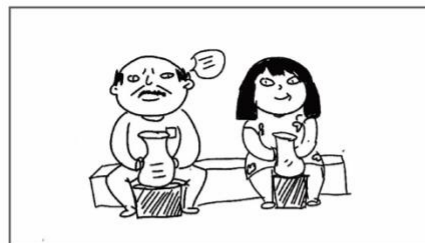
心心在手机上下载了尚之坊APP，提前了解园区的服务和信息。



在和非遗传承人联系后，心心来到了尚之坊非遗创意园区学习。



心心一有空就前往尚之坊学习制作青瓷，在和非遗传承人的学习中，心心了解到了很多书本中从未提起的工艺技巧。



心心尝试设计了独特的青瓷器形，并参加了多个展览，在圈子里也变得渐渐小有名气。



心心一有时间依旧前往尚之坊与老师交流青瓷制作技艺，希望结合新材料制作出让人耳目一新的青瓷产品。

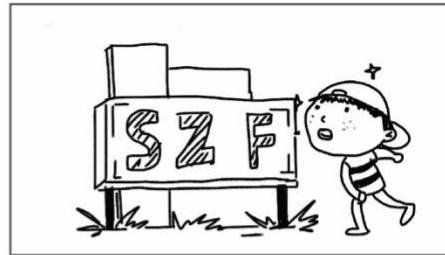


Figure 6.12 Shangzhifang storyboard 1 (Drawn by author)

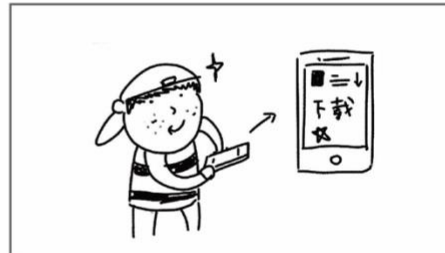
Storyboard 2

姓名：开开
年龄：37岁
职业：公司职员

开开在路上被尚之坊的广告宣传所吸引。



开开在手机上下载了尚之坊APP，提前了解园区的服务和信息，预约非遗体验课程和班车服务。



开开与女儿乘坐班车前往尚之坊。



开开与女儿在非遗体验教室内学习非遗知识和制作手工灯笼。并参加尚之坊其他非遗体验活动。



开开与女儿一同完成了灯笼的制作，打算在元宵节和万圣节还要来参加尚之坊的非遗灯笼制作课程。



开开将这次的亲子活动发至朋友圈，并推荐给周边的好友。

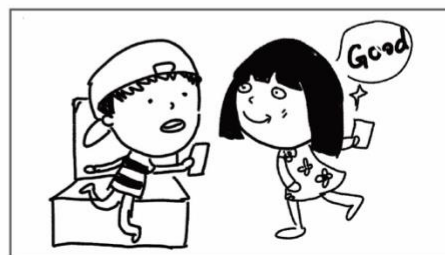


Figure 6.13 Shangzhifang storyboard 2 (Drawn by author)

7

07 CONCLUSIONS

7.1 Summary

The dilemma faced by the inheritance and innovation of ICH in China is caused by multiple factors, such as insufficient legislation, lack of inheritance talents, and inappropriate transformation of ICH culture marketization. Both have caused bottlenecks in the development of China's ICH culture. From the perspective of service design, look for more development possibilities and directions. The main research results are as follows:

- Generate ICH Creative Park Service Design Concept
- The business model of the creative park is combined with the service model
- ICH" Creative Park User Demand and Style Tendency Analysis
- Creative Park Multi-level User Experience Strategy
- Shangzhifang ICH Creative Park Service Design

The author first sorts out and summarizes the concepts of ICH culture and creative park. At the same time, combined with the case study of ICH culture, the two systems of ICH culture and creative park development were discussed and analyzed. The method of generating the concept of ICH Creative Park is sorted out, and the method of generating the concept of ICH creative park service design is explained in detail in combination with stakeholder analysis. With the service design thinking, the industrial model of the creative park is combined with the business model and the service model, and the service design ideas and service design contents of the ICH Creative Park are comprehensively analyzed.

Through in-depth interviews with ICH inheritors and users, it is found that for ICH inheritors, in the process of cultural inheritance, the connection between ICH culture and marketization is imminent. But how to dock, what kind of ICH project is suitable for docking problems, and ICH inheritance is lacking, how to promote ICH, attracting students are the problems that need to be solved. For users, although the growing cultural demand allows users to have more choices, users hope to gain a multi-level rich experience, and they can get a good feeling for themselves and their families.

At the same time, with the classification and classification of the target groups, the

author divides the main target users of Shangzhifang ICH Creative Park into three types of user files: cultural lovers, family members, and ordinary office workers. The three archives basically cover the needs and styles of the ICH Creative Park users that may be involved. In the subsequent service design, as much as possible, all services can meet the needs of these three categories of user groups.

Based on the background of Shanghai Shangzhifang Creative Park, the author explores the feasibility and scientificity of the connection between cultural and creative industries and ICH culture. Combining research analysis and case analysis, Shangzhifang will be built into an ICH-themed creative park. With the characteristics of the park's own industry and resource advantages, it will provide a development environment for ICH culture to meet the growing cultural needs of the public.

There is great potential for research on the inheritance of the ICH Creative Park through service design thinking. Service design thinking provides an innovative methodological framework for the ICH Creative Park. This includes important features such as user-centric, multi-level experience and collaborative creation. And incorporate multiple stakeholders from the ICH campus into the service design ecosystem. At the same time, this paper emphasizes the multi-level user experience strategy of the park, and explores the development direction for the service design system of Shangzhifang ICH Creative Park.

In the service design, the author analyzes several innovative models of service design, and combines the resources and operation models and service contents of Shangzhifang itself to analyze the stakeholders and business models of Shangzhifang. Finally, the core content of service design and the ICH Creative Park service model for establishing closed links of services were established. In the actual design, the author establishes the Shangzhifang service platform, communicates the activity information with the users, and obtains user suggestions and feedback in time. The service process is transparent on the platform, allowing users to truly feel the convenience brought by the service, and stimulate the user's active participation and increase user stickiness. Through the knowledge theory system of service design, we will enhance the service experience, brand competitiveness and business model of Shangzhifang to build ICH Creative Park users. Comprehensive and systematic research and analysis on the construction of ICH

creative parks, combined with innovative practices, will bring new opportunities for the development of ICH culture.

The author hopes that not only the Shangzhifang Creative Park can get inspiration from the service design thinking, but also find new business models and opportunities. Other ICH-themed organizations can also benefit from it. It is also hoped that through the typical design of the business model and service model in this paper, more case reserves will be provided for the practical application of service design.

7.2 Limitations

Because the service design of the current ICH Creative Park is still in the planning stage, it has not been effectively tested. I hope that the future will be able to enrich the prototype test results, using different means to test the multiple contacts of the service design part: 1. Test whether users will encounter operational problems when using the service platform, 2. Test service platform is in the appointment Feedback on the use of courses and other links.

In the establishment of the ICH Creative Park in Shangzhifang, there are many stakeholders involved, and how the staff behind the Shangzhifang Creative Park can better coordinate the relationship between the stakeholders. For example, timely adjustment of service strategy is the direction that needs to be worked hard in the future.

At the same time, we will continue to expand more user research data and samples to provide as many sample user groups as possible. From the perspective of users of different ages, observe and listen to the feelings. According to the survey data, the rationality and practicability of the previous user file model are continuously summarized and verified, and more possibilities in the service design scheme are explored. Summarize the environmental characteristics and population distribution characteristics of the ICH Creative Park in Shangzhifang and the user model. Compare and analyze the environment of creative parks with similar development potentials in various places, and find the research results and design ideas that can be used in this design. Provide more ideas and possibilities for the construction and development of other creative parks of the same type.

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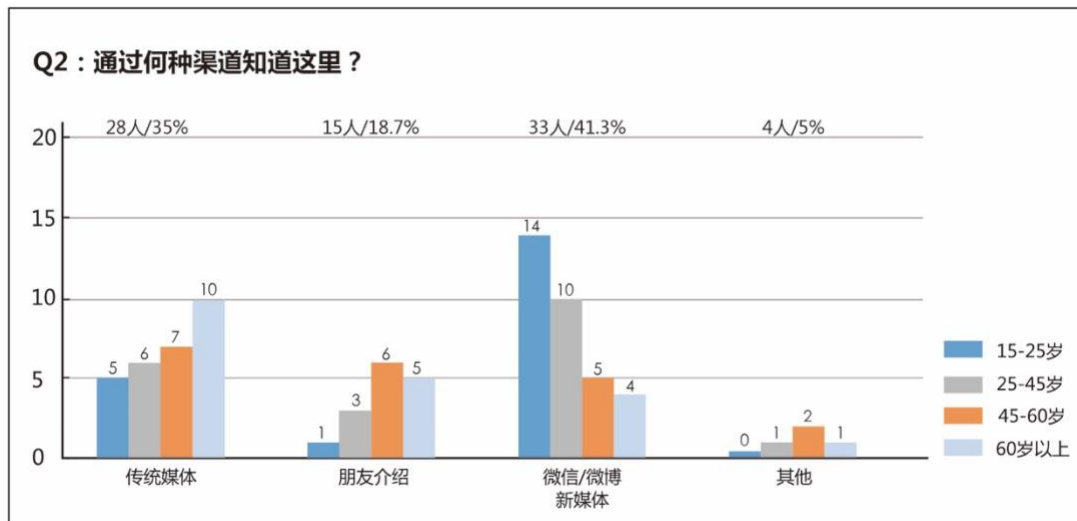
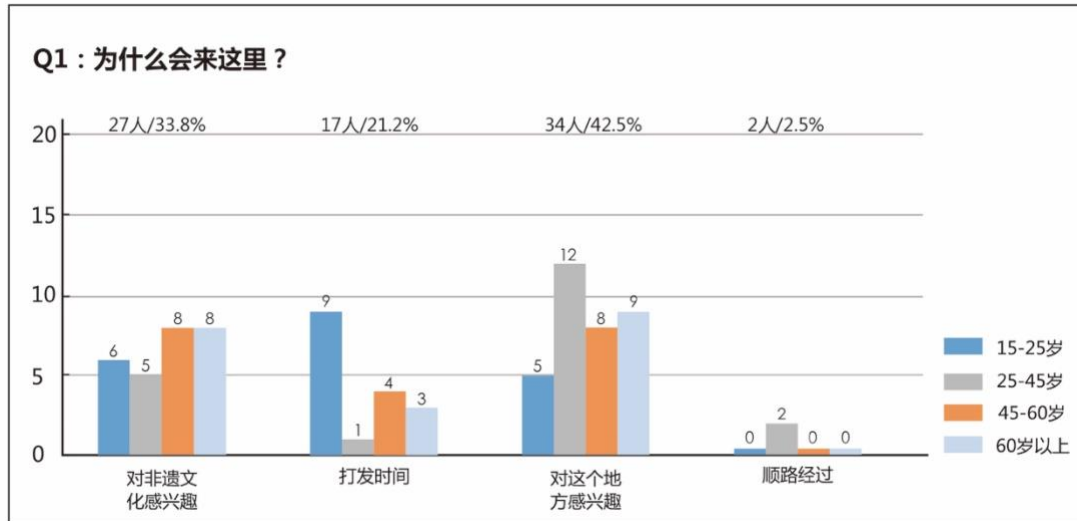
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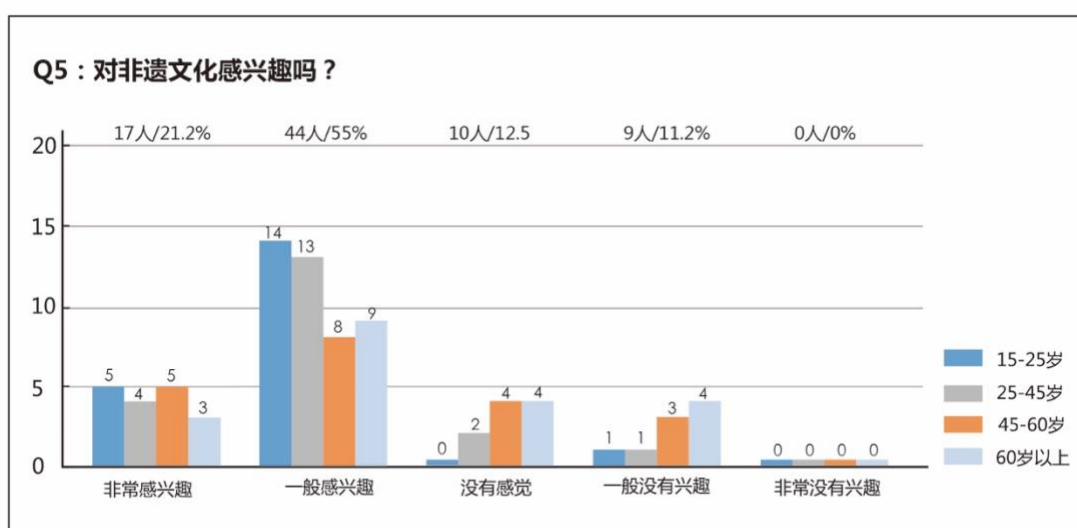
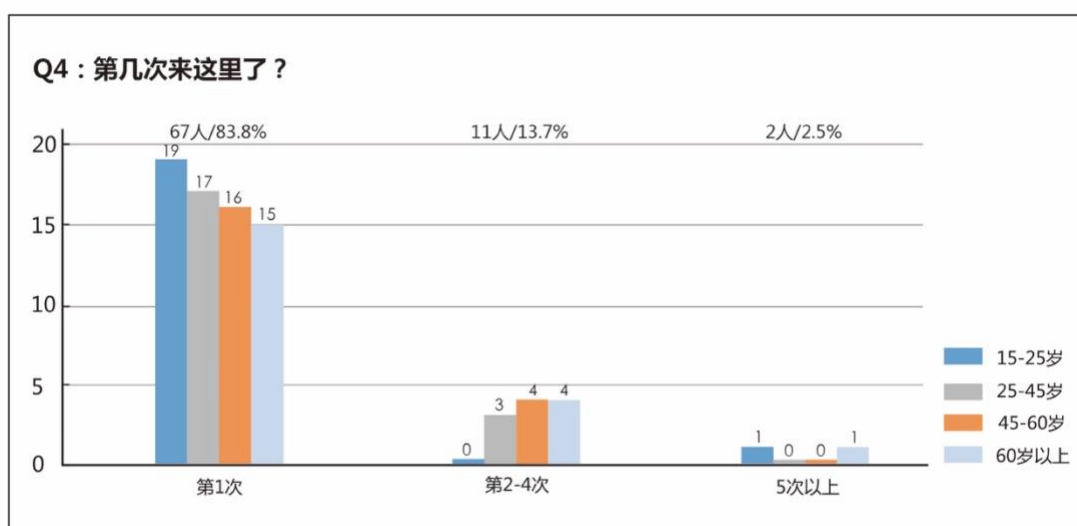
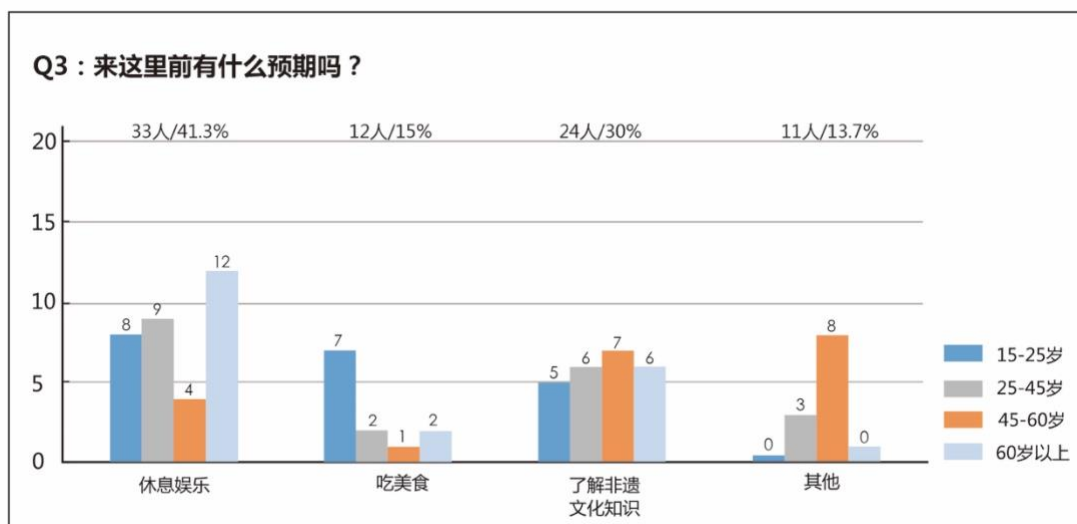
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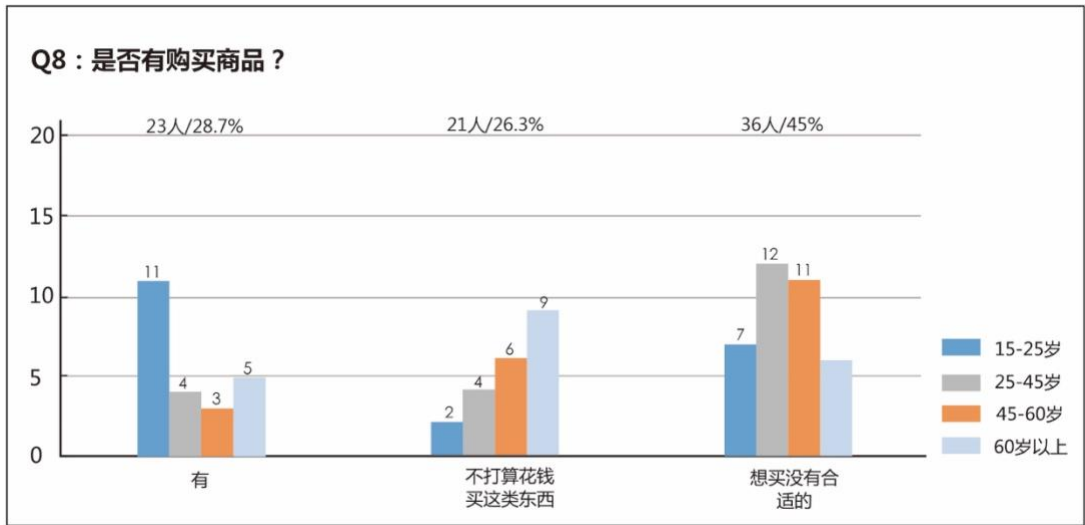
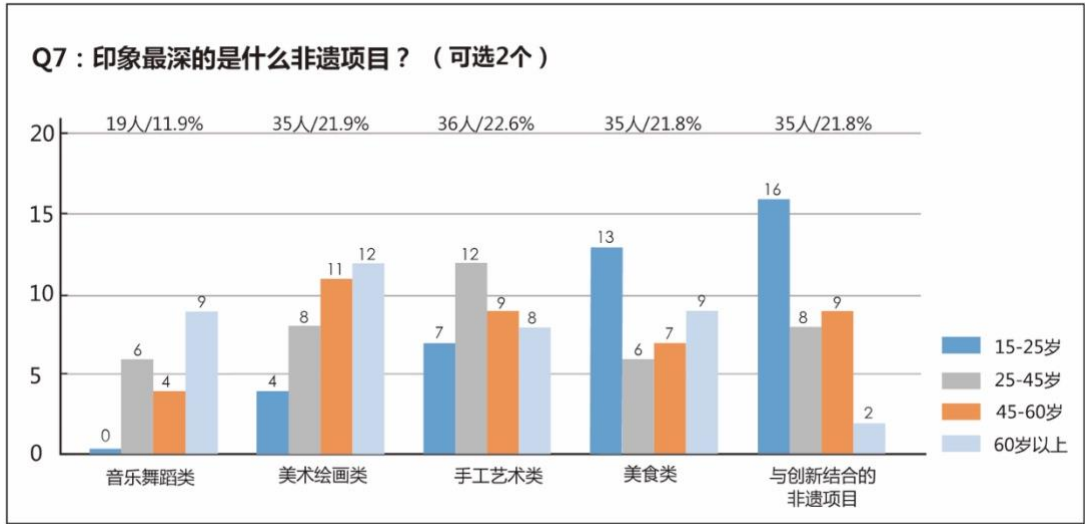
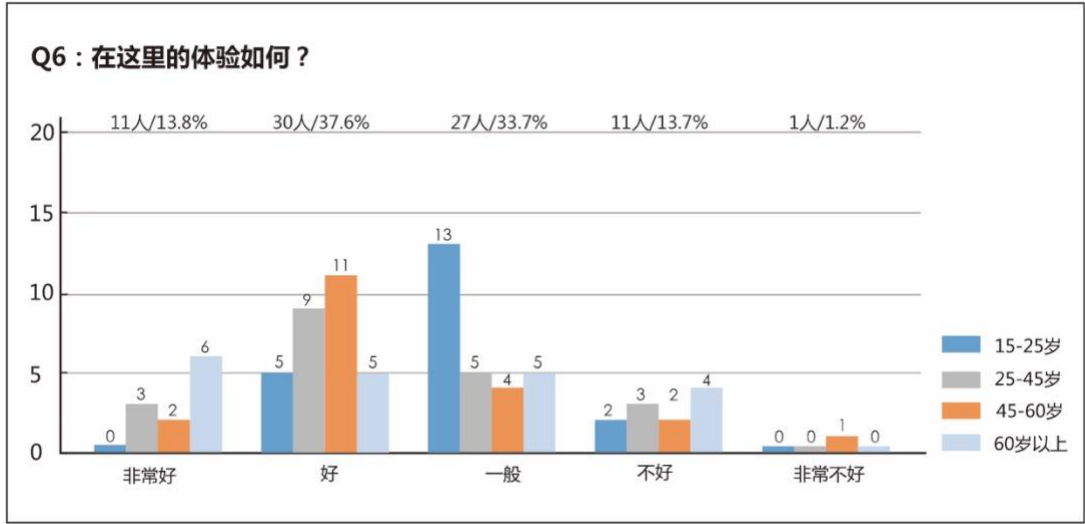
APPENDIX

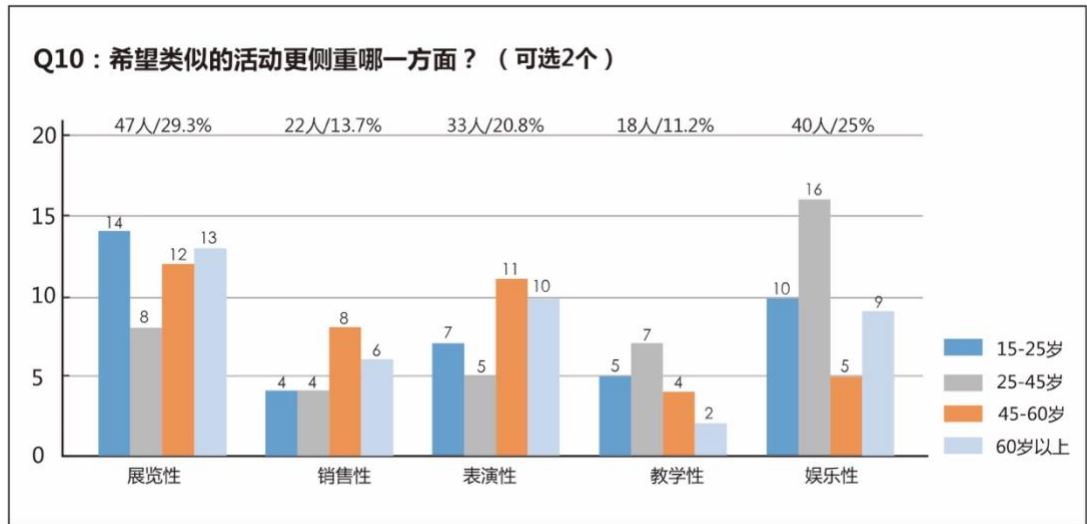
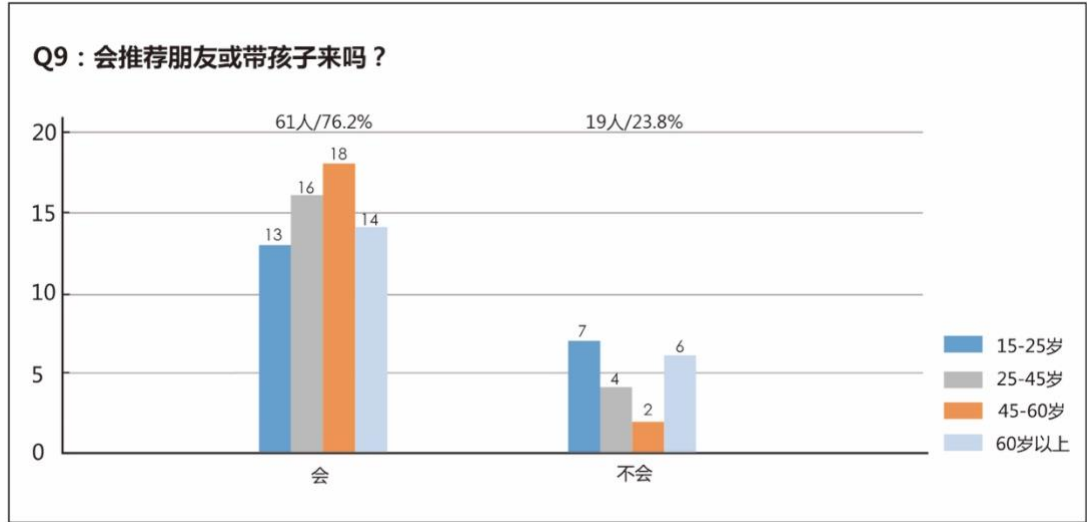
APPENDIX 1

ICH Creative Park Tourist Survey Data Summary









APPENDIX 2

ICH Creative Park Touchpoints Analysis

非遗创意园区服务方向与机会NO. 1-1

触点类型

服务☒

环境☐

信息☐

创新☐

问题/需求

非遗活动的预约流程有问题。

机会方向

设计专门的非遗创意园区服务平台APP。
预约活动，讲座信息都在APP上分享。

其他想法

培养长期用户，拓展潜在用户。

非遗创意园区服务方向与机会NO. 1-2

触点类型

服务☒

环境☐

信息☐

创新☐

问题/需求

大众普遍不了解非遗相关的活动。

机会方向

新媒体，传统媒体，服务平台三者的构建。

其他想法

非遗创意园区服务方向与机会NO. 1-3

触点类型

服务☒

环境☐

信息☐

创新☐

问题/需求

非遗项目很多，非遗创意园区如何选择？

机会方向

根据园区定位，选择适合的非遗项目入驻。
针对园区主要用户年龄层来决定。

其他想法

有些非遗项目适合展示，有些适合销售，
有些适合传承。

非遗创意园区服务方向与机会NO. 1-4

触点类型

服务☒

环境☐

信息☐

创新☐

问题/需求

非遗传承人后继乏人。

机会方向

非遗创意园区在中小学中开设课程，让非遗走进课堂。
开展兴趣班。

其他想法

需要政府政策的支持。

非遗创意园区服务方向与机会		NO. 1-5	
触点类型	服务 ☒	环境 ☐	信息 ☐
问题/需求 许多旅游者来一次就不来了。			
机会方向 整体服务规划要注意长期用户培养方面。			
其他想法 迭代效应才能帮助非遗长远发展。			

非遗创意园区服务方向与机会

NO. 1-6

触点类型

服务 ☒

环境 ☐

信息 ☐

创新 ☐

问题/需求

想买非遗相关产品，但不了解背后的工艺技术含量。

机会方向

从非遗产品的前端制作，到销售端的服务设计，让大家能够了解该产品是如何做出来的。

其他想法

前店后工作室的形式。

非遗创意园区服务方向与机会		NO. 2-1		
触点类型	服务 ☐	环境 ☒	信息 ☐	创新 ☐
问题/需求				
非遗传承的传承人少。				
机会方向				
非遗传承人的工作室并不是主要教学场地，设立研习教室。				
其他想法				
一方面提供教学场地。 另一方面也能促进不能非遗文化间的交流。				

非遗创意园区服务方向与机会		NO. 2-2	
触点类型	服务 ☐	环境 ☒	信息 ☐
问题/需求			
有的非遗项目因发展问题没有博物馆等场地，但又需要通过展览来推广。			
机会方向			
建立综合性的展览空间。			
其他想法			
长期展，特色短期展。			

非遗创意园区服务方向与机会

NO. 2-3

触点类型

服务

环境

信息

创新

☐

☒

☐

☐

问题/需求

非遗传承人平日太忙，太累，需要休息。

机会方向

创意园区内补充休闲环境。

其他想法

午睡室，瑜伽室（可与园区内的瑜伽公司合作）。

非遗创意园区服务方向与机会

NO. 2-4

触点类型

服务

环境

信息

创新

☐

☒

☐

☐

问题/需求

建筑环境本身对用户有吸引力。

机会方向

设计有特色的建筑，融合非遗文化，中国特色的建筑和室内设计风格。

其他想法

即使对非遗文化起初没有兴趣的人，也会因被建筑吸引而前往。沉浸式体验。

非遗创意园区服务方向与机会

NO. 2-5

触点类型

服务

环境

信息

创新

☐

☒

☐

☐

问题/需求

特殊人群：老人，儿童对园区的设施有特殊要求。

机会方向

如换尿布，休息喝水的地方。

其他想法

针对特殊的人群设。

非遗创意园区服务方向与机会

NO. 3-1

触点类型

服务

环境

信息

创新

☐

☐

☒

☐

问题/需求

非体验活动等相关信息不流畅。
无论是非遗传承人还是非遗活动。

机会方向

提供专门的服务平台，整合相关信息。

其他想法

有非遗创意园区自己的APP。

非遗创意园区服务方向与机会		NO. 3-2	
触点类型	服务 ☐ 环境 ☐ 信息 ☒ 创新 ☐		
问题/需求			
传承人对自己宣传不够，也不知道如何宣传。			
机会方向			
园区内的非遗传承人，制品牌统一的宣传平面产品。			
其他想法			
统一风格的传承人折页，网页页面等。 提升非遗传承人归属感。			

非遗创意园区服务方向与机会		NO. 3-3	
触点类型	服务 ☐ 环境 ☐ 信息 ☒ 创新 ☐		
问题/需求			
大众相关非遗活动的获取渠道。			
机会方向			
新媒体方向多宣传，微信朋友圈转发，附近商场活动等。			
其他想法			
微信公众号，微博账号经营。 Facebook(脸书)页面宣传，吸引对中国文化感兴趣的外国人。			

非遗创意园区服务方向与机会		NO. 4-1	
触点类型	服务 ☐ 环境 ☐ 信息 ☐ 创新 ☒		
问题/需求			
非遗传承人自身理论基础，文化水平不高，研发创新有难度。			
机会方向			
举行传承人文化培训。 与高校联合培训。 借助创意园区中本入住企业资源。			
其他想法			
多搞跨界活动，刺激创新。			

非遗创意园区服务方向与机会		NO. 4-2	
触点类型	服务 ☐ 环境 ☐ 信息 ☐ 创新 ☒		
问题/需求			
用户在非遗研习室方面的体验不好			
机会方向			
针对不同年龄层次的需求展开非遗课程。 安排的课程要有难度区分。			
其他想法			
方便不同年龄和基础的人学习，体验非遗文化。			

非遗创意园区服务方向与机会

NO. 4-3

触点类型

服务

环境

信息

创新

问题/需求

相关非遗销售产品品质不好。

机会方向

与高校产品课程结合，加入学生设计的非遗产品售卖。

其他想法

学生非遗产品售卖的选择由产品的特性和能否量产决定，即使少量生产，也要看受众面和园区定位。

非遗创意园区服务方向与机会

NO. 4-4

触点类型

服务

环境

信息

创新

问题/需求

大众很少会前往非遗活动场所两次以上。

机会方向

加强园区内体验活动的设计。

其他想法

交互装置，全家一起玩的。

非遗创意园区服务方向与机会

NO. 4-5

触点类型

服务

环境

信息

创新

问题/需求

相关非遗销售产品销售不好。

机会方向

符合现代审美，设计感的产品设计。
实用且精致。
有一定收藏价值。

其他想法

文创产品。

APPENDIX 3

Shangzhifang Creative Park Stakeholder Interview Outline

尚之坊创意园区工作者访谈提纲

访谈日期：

访谈对象：

访谈地点：

热身阶段：(10mins)

1. 请对尚之坊创意园区做个简单的介绍。
2. 目前的发展情况

尚之坊创意园区经营问题：(30mins)

3. 尚之坊有哪些特色项目？
4. 园区内目前主要提供哪些服务？
5. 尚之坊目前入驻的品牌有？
6. 尚之坊目前的用户群体是怎样的？
7. 尚之坊未来的发展方向？
8. 为什么想要发展“非遗”创意园区这个主题？
9. 目前对“非遗”创意园区有什么规划？
10. 在现有基础上，发展“非遗”创意园区提供哪些服务的优势？

APPENDIX 4

ICH Inheritance Interview Outline

访谈日期:

访谈对象:

传承项目:

访谈地点:

第一阶段: 热身阶段: (10mins)

1. 您主要是从事什么方面“非遗”的传承?
2. 什么时候开始学习的?

第二阶段: “非遗”传承人此次感受与现状 (30mins)

3. 是什么组织机构联系您参与此次嘉年华的?
4. 来嘉年华的人多吗? 什么类型的人群为主?
5. 在这里最大的感触是? 印象最深的事情?
6. 此次活动中不愉快的经历? 需要改善的地方?
7. 平日创作环境是怎样的?
8. 以往的传播途径, 销售途径是怎样的?

第三阶段: “非遗”传承人创新思维/活动策划的看法

9. 希望这类项目活动更侧重哪一方面? 展览/销售/表演/教学?
10. 目前发展最缺的是什么? 场地/钱/活动/传承人/培训?
11. 是否有参加过其他新技术/创新知识的培训?