



Politecnico di Milano

**HAO SHI SHI HAO:
FOOD EDUCATION FOR CHILDREN
IN THE WAY OF EXPLORATION,
WHICH IS BASED ON 24 SOLAR TERMS**

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ABSTRACT

Nowadays, diet problem becomes to be one of the hottest topic in China. Especially, parents pay a lot of attention to their kid's diet and health. But until now, China hasn't an effective way to solve the problem of letting children know the importance of diet. After vast amounts of research, the main reason is found: the knowledge of food and diet is too boring and they have too much information for children to accept and remember. If food education can be combined with folk culture and exploring method, it will easier for children to learn. How to solve the problem: healthy diet, 24 solar terms; folk culture and children's education at the same time? PSS is the most effective way.

The PSS designed by author is called HAO SHI SHI HAO(好食时好), which is based on 24 solar terms and in the way of exploring to educate children how to eat right. The toolkit of the course setting, also the most important part of the PSS, has been prototyped and put in practice, which proved to be good for children. The feedback has been collected and the system has been improved. The design processes are as follows:

1. Make the models of 12 industries PSS design methods through a large number of case studies and research. Also, generalize the yardstick of the NEW PSS: good value; an open-source platform with more active actors and better allocation of resources.
2. Put the features of HAO SHI SHI HAO to the models and use the methods of models to design the toolkit of course setting. The open-source toolkit can be copied in every area of China. The elements of the toolkit can be chose and reorganized by users to solve their own problems.
3. Put the key words of one certain solar term into the toolkit. Launch a brainstorming and design real courses and put them into practice.

To sum up, HAO SHI SHI HAO not aims at being grounded on the market or a larger scale. It focus on children's healthy future and deeper human care.

Key Words: PSS, Children's food education, 24 solar terms, Toolkit

ASTRATTO

Attualmente, la questione alimentare in Cina è diventata uno dei temi all'ordine del giorno. I genitori sono molto preoccupati per i problemi di salute della dieta del bambino. Ma la Cina non è riuscita ad avere un sistema efficace per migliorare la situazione alimentare dei bambini. I sondaggi hanno rilevato che la ragione principale di questa situazione è che la "questione dieta" viene presentata in maniera noiosa, diventando così più complicato farla accettare dai bambini. Se si riuscissero a combinare il calendario lunare e la cultura popolare insieme, esplorando il tipo di educazione, il significato di educazione alimentare sarebbe ancora più ampio e maggiormente in grado di essere accettato. Come risolvere i problemi complessivi della dieta nella loro espressione in termini solari, della cultura popolare e dell'educazione dei bambini? Il servizio di progettazione del prodotto del sistema è un modo efficace. L'autore ha progettato un sistema di servizio di ristorazione basato sul coraggio morale di esplorare bambini: HAO SHI SHI HAO (Mangiare sano), e praticare la parte più importante del sistema: le toolbox dei tre corsi e ottenere un feedback, e migliorato. Le idee progettuali generali sono le seguenti:

1. Con un gran numero di casi di studio e di ricerca, ha ottenuto le 12 industrie nel modello NEW PSS. Inoltre, l'autore definisce la misura del NEW PSS:

A) buon orientamento.

B) piattaforma open-source: più il ruolo di partecipazione pro-attiva, un'allocazione delle risorse più sostenibile. Questo articolo vorrebbe progettare una direzione di ricerca.

2. HAO SHI SHI HAO elementi di settore sostituito nel modello di progettare un sistema di tre toolbox di origine a corsi aperti. La toolbox degli attrezzi può essere copiata in altre regioni, il suo contenuto e la composizione può essere migliorata, attraverso l'innovazione.

3. Dal tempo ai giorni d'oggi, il cibo e la cultura popolare in nome della casella degli strumenti per progettare un corso di applicazione pratica, e metterlo in pratica.

In breve, l'autore ha progettato il HAO SHI SHI HAO, non solo sperare di prendere piede nel mercato in crescita, e ancor più possiamo vedere la salute dei futuri figli, e, infine, riflettono una profonda cura umanistica.

Parole chiave: PSS, educazione alimentare per i bambini, termini solari, toolkit

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1. Introduction

In this part, a general introduction about the paper will be given in the following order: “background of the topic selection”—“raising the questions”—“the solution and structure in the paper”—“the innovation of the paper”.

1.1 The social contexts of the thesis

All things can not easily be divorced from a particular background or environment. So is the design. After analyzing social background and humanistic environment, we may get a clear picture about the design trend and cutting-edge concept as well as the design method.

It is the key point for designers to find and solve problems to sort out, analyze and understand those environment and background.

1.1.1 The environment and the trends

1.1.1.1 RED's concept of complex

With the development of the technology and economy, people's living conditions and concepts are improving with each passing day. So what's the main difference between old and modern society? As the creative organization RED says, Traditionally problems were seen as complicated challenges that could be solved through breaking them down into smaller and smaller chunks—like fixing a car. RED believes that the most important modern problems are complex rather than complicated (Colin Burns, Transformation design, 2006, p.8). From that explanation, I can tell the “integrated” problem can also be treated as a diversified, non-linear, interconnected indivisible problem.

In an integrated society, a single problem or issue which appears quite simple in early days is no longer clear and easy to deal with. Complex problems are messier and more ambiguous in nature; they are more connected to other problems; more likely to react in unpredictable non-linear ways; and more likely to produce unintended consequences. Tackling climate change is a good example: any solution would require many individuals and many global institutions to change behaviour on many different levels. (Colin Burns, Transformation design, 2006, P.8).

Therefore, the incremental innovation-oriented design agencies and organizations no longer fit to the integrated and diversified society. It seems to be impossible to take all possible factors and variables into consideration. However, a lot of design agencies and organizations have already made efforts to find a new solution to the current “integrated” problem.

1.1.1.2 The Changed Design Objects and Purpose

With the raise of integrated concept and new social problems, designers are realizing that to design one “object” or one “thing” is far from satisfying the need of consumer, market and society. Meanwhile, designers find that, in this new context, the "object" of design itself tends to turn into a "process" (AnnaMeroni, Design forServices, 2011, P.3). The design objects have changed, and designers should design a complete system to meet the needs of every aspect and possibility. It highly demands designers’ ability to plan in entirety, besides the production itself.

The design purpose is not to produce one single object, but to solve some problem or to emphasize some reason or to create some predictable opportunity. That is, design no longer “designs something” but rather “designs for something” (Anna Meroni, Design forServices, 2011, P.3). Therefore, good design is more like a system or program.

First of all, it is closed and complete; Secondly, it should be able to solve both predictable and even unpredictable problem by itself, operates in circles and keeps developing; Finally, it is based on people-centered design ideas and methods. Its ultimate goal is to meet human needs, rather than simply providing products.

1.1.2 The changed economic model

The economic model is no longer E-commerce type. Under the shadow of financial crisis, the model acts out socialization influenced by the growth of social media. The next economy is not based on consumption goods. The crisis shows that the continuous consumption growth is environmentally and economically unsustainable (EzioManzini, Design and social innovation, 2011, in this paper). It has been strongly proved by the running financial and environmental crisis.

In response to the existing crisis and problems, new economic model is coming. It is said that the current economic model has been transformed from E-commerce to F-commerce. The F refers to Facebook herein. This kind of saying actually makes

sense. Mark Zuckerberg dreamed to build a virtual kingdom on the internet. Now he approaches it. Its global influence is obvious. However, that saying has its limitations. For example, Twitter and LBS website cannot be simply included into F-commerce.

Therefore, the new economic model, in general, has four features. Firstly, it is sustainable and green. Firstly, the next economy is (mainly) service-oriented (EzioManzini, Design and social innovation, 2011, in this paper); Secondly, it is able to make the interaction between people, products and environment utmostly united. It's an economy based on technical and social networks (EzioManzini, Design and social innovation, 2011, in this paper); Thirdly, this interactive platform can let more different roles into the economic model; Finally, because of these roles, new economic model relies on social innovation more than ever. The new model does not force consumers to receive it, but offers more opportunities for them. That is to say, consumers are no longer negative. Everyone is positive and active.

1.1.3. The conclusion of the contexts of the thesis

Once the old experience and methods fail to solve the current problem, contradictions and confusion will rise. The designers in various countries and people living on the age of times all believe that the key to solve problems is to dig into the issue faithfully and to work on prophase investigation hardly. User-centered design is no longer fresh and cutting-edge design concept, and the increasing number of user experience and user research project proves that. Nowadays, people-centered design ideas become popular, and designers open their eyes widely. They are emphasizing their social roles and blending the integrated concepts into the design process. The design is not an item or bulk of products any more, and however, it has turned out to be a better way to form a sustainable and well-developed society.

After long-term observation and research, I have discovered some existing problems in Chinese society which need to be solved emergently.

1.2 The current problems in China

According to my research, there are several largest problems in Chinese society:

1. Food crisis. This is the basic problem for human life. If people really doubted about the food hygiene, then any other material and mental requirement will have seemed to be weak.

2. The loss of folk culture. If people were not familiar with their own traditions, not proud of it, and not willing to inherit, their life must have been fickle. Materials will not make any sense without cultural root.

3. The confused children education system. Children are our hope and future. Our future will have been undoubtedly precarious if big issues occurred in the system.

Therefore, the purpose of this paper is to solve the intersection of all those three problems.

1.3. The current solution in the world

Japan: In 2005, Japan published the Children's Food Education Act, and combined children's education and food education together. However, the education about folk culture and the innovation of education forms are somehow weak.

U.S: U.S. is famous for the fast food for sure. The population of obesity and chronic disease caused by diet is extremely big. British Jamie Oliver has been to U.S. and swore to change all diet nightmares. His show is super popular. However, the population he helped was much smaller than he entertained. In addition, the education philosophy "art for life" was born here and influences a lot of art lovers.

Europe: The European value diet, especially begin with "local food movement" and "slow food movement". They pay attention to the whole producing system chain as well as the food production itself. It is a big relief for the sustainable development. But the food education combined with the culture there is not so well arranged than in Japan.

China: Food safety issues are terrible here. The reports about those will never end. No supervisory system and methods is effective. The whole situation is getting worse.

There will be more details depicted in the following chapters. In general, there are still no effective and appropriate methods for both the diet and the children's education in China.

1.4 The solution offered by the thesis and the construction of the thesis

With the “integrated concept” raised, constructing a new PSS (product service system) is now one of the most promising developing directions for designers. I will develop a yardstick for new PSS and use it to deal with children’s diet, education and learning of traditional folklore.

My general design idea is as follows:

1) A large number of case studies and research help me to get 12 industry new PSS design templates. 2) Determines the purpose, features and audience of the system, and forms the prototype of the system 3) Develop the system design, determine the system strategic planning, brand planning and specific business models. 4) Put the elements of “Right Time To Eat Right” into the template, and design a open source toolkit with three lessons. 5) Put the current solar term, food and folk culture into the toolkit, and devise some lessons that can be actually used and put into practice.

Thesis structure is as follows:

background introduction——problem discovery——existing solutions——author’s solutions——put into practice——summary and prospect

1.5 The innovative results and meaning of the thesis

The innovative research results in this article include: 1. Create 12 industry system design method of service template; 2. Create a non-profit new PSS called “Right Time to Eat Right”: the service system of children’s food education in the way of exploring, which based on 24 solar terms; 3. Create a children’s food education courses toolkit applicable in other regions to solve the problem of children’s diet and inheritance of folk culture.

The significance of this article is to improve the current situation of children’s diet effectively, save the folk culture for them, and innovate on the methods of children’s education. The article and research is for children’s health and future.

it shows confidence in inheriting our folk culture and concerning children deeply and humanisticly.

2. Preliminary research

2.1 The current problems in China

Particular environment causes different problems and solutions. Whether designing a simple object or designing a more comprehensive service system, the target users and research of designers should be determined. The design, research and practice in this paper are all taken into practice in China. Therefore, a thorough understanding of specific problems of contemporary Chinese society is essential. At the same time, it is one of the important aspects of research.

2.1.1 The food crisis

2.1.1.1 The food safety crisis in China

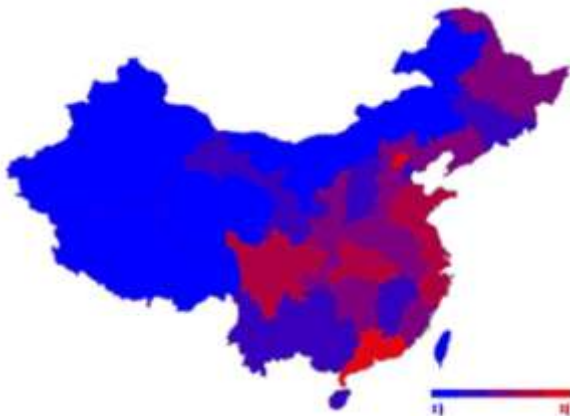


Fig. 2.1
The trend map of the food safety situation in China

As a farming civilization ancient country, China owns an extensive and profound food culture. There are numerous books and cultures about diet. But now food safety problems keep occurring. As upgrading of people's attention, an increasing number of food safety and food brands are questioned. Food integrity issues have become very serious (Fig. 2.1). Even in a big city, food safety issues may also be bleak.

When talking about what caused the whole nation paid attention to the food safety event, I should begin with "Big Head Baby" event in 2004 (Fig. 2.2). In July 2003, CCTV journalist received complaint letters from a farmer in Fuyang city in Anhui Province, saying after his 4-month-old daughter drinking "Quansheng" for a long time, she got body swelling and physical deformity. On April 16, 2004, Fuyang, China Central television reported cases of infantile "Big Head Baby" case. After



Fig. 2.2
The "Big Head Baby"

broadcast by the reports, the news shocked the country at once. Investigations show the reason why the infants become "Big Head Baby". It is that they ate locally produced inferior milk powder, thus suffering from malnutrition caused by SARS. According to the statistics, the inferior milk powder incident led to a total of 189 cases of children with mild to moderate malnutrition, 28 cases of children with severe malnutrition, and deaths of 12 cases. These figures were anguished and fused the safety of food all over the country, largely because the victims are children.

In 2008, the same food tragedy happened again. On June 28th, in Lanzhou city, Gansu province, the first hospital of the people's Liberation Army received the first infant suffering "double multiple renal calculi" and "ureteral calculi" cases. Between the two months, the total number reported about the suffers from similar cases of babies in Gansu Province is 59, and 1 died. Since then, there are similar cases involving children happening in Hunan, Shandong, Anhui, Jiangsu and other 10 provinces. With the deepening developments and survey, at the night of September 11 of the same year, Shijiazhuang Sanlu group, Inc issued a product recall statement, saying the company self tests some batches manufactured before August 6, 2008 "Sanlu" infant milk powder contaminated by melamine, markets approximately 700 tons.

"I will not eat, even if you kill or starve me to death." This sentence was not coming out of a diet girl, and not from the protesters on hunger strike, but from a maker of "staining bread". Such situation is really annoying and ridiculous: Shanghai food scandal has broken in early April 2011. A number of unscrupulous merchants recovered expired bread and re-sold bread stain and preservatives with other chemicals. They became white, importers sweet poison bread. As a result, the major news media have reported food safety problems and integrity issues. People concerned about food safety issues to a very comprehensive upgrade. These

concerns are no longer about the children. More fiery discussions are burst out in the major forums, social networking sites and microblog. The jokes about food safety issues are constantly being updated, created, and then there are countless people sharing. It seems to be the biggest distraction ways for citizens.

A senior French nutrition expert says: "The destiny of a nation depends on what they eat and how they eat, and Guan Zhong, a famous Chinese ancient study said the same. However, China is now suffering big food safety issues, and due to the reports, the entire nation concerns: "What should we eat"? If the most basic protection is threatened, people are surely unable to improve the quality of their life.

2.1.1.2 Anti-season Food in fashion

A decade ago, that people eat sweet, juicy watermelon or attractive color of strawberry in the middle of winter is a very beautiful, and even a luxury thing. With the advances in technology and agricultural development, the realization of the farming season becomes weak. Farmers proclaimed the victory of their own hard work and advanced technology for the seasons. The result is that anti-season food become popular, and seasonal habits are slowly being forgotten.

However, from the traditional Chinese health view, the diet should follow the law of nature. Food is formed by smell and the smell only exists in the right season. Foods grow to maturity in line with moral courage in order to get the essence of heaven and earth. This is why Confucius said, "Eat in the right time." Modern technology subsequently proved the correctness of this view: Firstly, because anti-season food costs more transportation and planting costs, they are totally "high carbon" food, not environmentally friendly; Secondly, anti-season fruits and vegetables do not have enough nutrition and has high heavy metal content and more pesticide residues; Thirdly, many people have the same experience that the flavor of anti-season food in general is more lighter than delicious seasonal food.

As a result, many people started to pay attention to the freshness of food. Some people are more like organic food. But the people who choose to have knowledge about seasonal food are rare. They are more concerned about the food label, and do not go to have a detailed understanding about food, the change of the natural season and human health.

2.1.1.3 Western fast food invasion

China has nearly 500,000 fast-food outlets. There are over 1400 professional fast-food companies and more than 5,000 chain stores in China. Experts predict that in the twenty-first century, China will become the world's largest fast-food market. Fast food is a solution for three meals a day. When the pace of work accelerating, people increasingly feel that they cannot do without fast food. Fast food has been increasingly important component in consumers' lives (Tian Ping, Xu Jun, inventory of Chinese fast food industry, "Earth" in 2001 of 14).

However, the problems caused by fast food at the same time show up: now the children growing up in Shanghai do not necessarily know Wang JiaSha and Lao Sheng Chang, but absolutely know the Western fast food, KFC, McDonald's and Pizza Hut brand. I will not speak to the scope of "cultural invasion" from the point of view of a healthy diet alone. Most of the Western fast food can be regarded as high-calorie, high sugar, excessive seasoning, over-greasy, low fiber content and nutritional ratio balanced. Modern medicine calls them "junk food" things, such as hamburgers, chicken nuggets, pizza and carbonated drinks. These "junk food" is also not suitable for the traditional Chinese diet concept.

So when being publicly "accused", many Western fast food brands introduced the so-called healthy fast food, such as vegetables, fruits and salads. But, according to a British consumer magazine, fast-food restaurants are not as healthy as what the propaganda of the shop claimed. In fact, those foods contain super large quantities of salt and fat. After sampling several mainstream fast-food restaurants, "Holiday Guide" magazine found in Kentucky Fried Chicken and McDonald's, the salad contains the highest salt. It was more than 3 grams. It is 2 times more than the body's daily average of the need to take in. The article also accused the fast-food restaurants to provide misleading information for their products. Burger King website says, large fries and medium fries contain 13 grams of saturated fat, but "holiday guide" pointed out that they actually contain 19 grams of saturated fat. In Kentucky, one kind of salad contained saturated fat which is three times as it claims to content.

After reading these terrible reports, the magazine's editor Malcolm Coles appealed to stop the market expansion. Our children are still eating out at KFC, McDonald's and what they eat is what are produced through tons of process, lost flavor and nutrition.

2.1.1.4 Summary

Long time ago, the food is a necessity for human. It is healthier to process less, to contain multi-fiber, to be natural; but the production is relatively low, so the food is very simple: eat enough.



Fig. 2.3
Food which has 56 kinds of components



Fig. 2.4
Chronic diseases that caused by nutrient excess and obesity has been China's "top one killer"

Today, science and technology make food various, and people begin to worry about food and clothing. So food seems to become from a necessity to a commodity, and is followed by trading, interest, costs, promotion, publicity and market relations. All these things complicate the food. People begin to re-examine the relationship between people and food.

Yale open courses: In the food, psychology, biology and political science class: Professor listed a list of a food composition table to let the students guess what food it is (Fig.2.3). This food which has 56 kinds of components is in fact a common pie in the United States. Professor cannot help but to question: Can this thing which included the chemical composition be called food?

Then, the professor talked about the developing countries, especially China, for example. The survey found that in the densely populated countries, most people are familiar with the American fast food KFC. China's Health Minister said: the number of chronic diseases that caused by nutrient excess and obesity has been more than infectious diseases caused by malnutrition and hunger, and become China's "top one killer" (Fig. 2.4). So we can tell bad effects caused by diet and lifestyle is terribly serious. Many people know that these principles and data, but it is difficult to change the long-term habit.

A series of food safety issues and bad eating habits let more and more people,

even more and more young people began to rekindle the traditional diet and traditional Chinese health way. It is the most popular spots. But how to do and how to eat, especially for children, does not have a formal guide.

2.1.2 The Loss of Folk Culture

"Shi Ji" says: Heaven and earth are the roots of life. Farming culture is one of the characteristics of Chinese traditional culture. "Farming in spring, collecting in autumn and Stocking in winter" equals to farming time. This orders people to follow the nature and create harmony.

Ancestors left us the farming time's folk and traditional festivals. (Folk culture is farming conditions passed by people's talk or act, and established gradually formed and developed in culture, including customs, oral literature and art, and folk beliefs)(Ancient History Discrimination Mythology, folk culture a surging Ju Liu, "Chinese Art" ,2011-01-16). Because of the topics selected, the folk culture here refers to all the folk activities about food. Most of China's holiday are not religious, but from the farming season in the agricultural (Ancient History Discrimination Mythology, folk culture is a surging river of Chinese art ",2011-01-16), such as the April's Day and the Mid-Autumn Festival.

But as I said before, the breakthrough of human science and technology made lifestyle change, and the concept of farming season is increasingly weak. We modern people are now able to get almost any food at any time as long as we desired, regardless of the time, season and climate. So some holidays and folk culture about farming time get ignored. Especially in this era with popular fast-food culture, the effect from Europe and the United States, Japan and South Korea not only expands to the fashion and entertainment media elements, but also food choices. The survey shows that in China, the most well-known restaurant brand is KFC. Fast food is a opposite thing to traditional Chinese slow diet. This is an irony and a kind of pain. Today, urbanization, and globalization has been a serious threat to the environment for the survival of traditional culture and local culture, that is, Premier Wen said, the traditional "context" was cut. Folk culture is being lost.

The parent generation is like this, and not mention to the children. Moreover, our future is still burdened with the examination, studies and other kinds of pressure. How many children will be excited about playing Chunniu or eating spring cake? How many children will try to put up the eggs play in the beginning of summer? How

many children can eat Laba rise? How many people really care about the traditional culture and folklore? How many people can hand down those treasures? And who can try to make these old cultures become fresh again?

2.1.3 Children's education system in confusion

2.1.3.1 Chinese characteristics of Children and Family Education

China's one-child policy is easy for their children's education to get two different extremes.

Firstly, overly spoiled child can only eat things sent to their mouth. Everything is readily available. If they have become accustomed to a passive receiver, how can they create something?

Secondly, parents put their pressure on their children, resulting in the assembly line-like kid. They are lack of unrestrained creativity. They may be able to read or even understand the formalism and do superficial work, but inconsistent with the actual age of education, they have lost many happiness and child-specific energy. For example, social media victim "five bars" boy, was reported by a large number of users for his maturity. The child does nothing wrong, and what is improper is the atmosphere affecting him.

The child is child, and you should allow them to conform to the natural growth: lively, full of curiosity and creativity, rather than to over-protect or excessively suppressed. Sometimes family education is more important. How to educate parents' education on their children become a hot topic. For example, the hot line "Eagle Education" (early morning of New Year's Eve 2012, one from Nanjing to follow their parents to the United States travel 4-year-old children in the Blizzard of running naked in the United States New York, minus 13 ° C year-old boy to meet the 2012 Lunar New Year. running naked video onto the Internet to be the child's family, known as the "running naked brother" a lot of rapidly attracted Internet users concerned about Internet users to hold a mixed attitude on the incident, and this limit education called "Eagle Education"), such as more and more chubby pier are consequential to lose weight hardship camp.

2.1.3.2 China's existing children's education system

The existing education system contains two things: First is examination-oriented education, and is emphasis on passing the exam scores to measure students' level of

the minority from the majority of those who sent to the high school level. This education system is popular in East Asia, such as mainland China, Hong Kong, China, Macau, China, and China Taiwan, Korea, Southeast Asia, Singapore and so on.

Second is a quality education, and it is similar to the United States called liberal arts education. Quality education is an improving various aspects of the quality of the educated for the target mode of education. The importance it attaches to the ideological and moral qualities, ability, personality development, physical health and mental health education. Most parts of China are implemented quality education, but the pressure of the densely populated, ingrained, and did not let the quality of education to play its due role in many regions is still a new name, the child's nature and personality repressed.

Now, in Shanghai, many private pilot kindergartens and primary schools began to implement a new education system: IBO's PYP education. IBO is a short for The International Baccalaureate Organization. It was founded in 1968, and is a registered non-profit organization by the United Nations science and education institutions. It is recognized worldwide as the leader of international education. IBO has three courses for the projects, they are pre-university project DP (Diploma Program), MYP (Middle Years Program) and kindergarten/primary school project the PYP (Primary Years Program). PYP is suitable for 3-12 year-old student, with five years school system. They are designed to help children to be an active participant in the long-term learning career, to understand its own characteristics, into the immediate environment.



Fig. 2.5
Three mode of education in the actual implementation in China

I did three mode of education in the actual implementation of the case characteristics (Fig. 2.5):

The purpose of the examination-oriented education is to let the children learn to take tests. It is a single way for their education, is the continuous problem, back formula, apply the mode of examination, and finally to obtain higher scores.

Quality education is to educate children developed in all aspects in China, Those aspects include quality, intellectual, physical, art, labor, etc. This mode of education has different knowledge. It is difficult to find each child's unique glittering. Education and examination-oriented education is not much different, and is still learning from the classroom to the exam back and forth. Just to reduce the number of homework, art, music, sports, and ideological education courses are added. But in the minds of students, parents or teachers, these courses are dispensable supporting actor role. In other words, the quality of education can only be considered only a name and did not play a more substantial mode of education improvements.

The PYP Education is a subversive new mode of education (especially for Chinese students and parents). It uses the theme of the diffusion method, breaking the traditional curriculum of language, mathematics, English and other. For example, in the first quarter of the first semester, the theme is "Tourism". With China's ethnic, geographical knowledge being put into the learning into the game, you will learn some folk songs, dance organizations a number of tourism-related games to help build a sense of teamwork, extends even to travel abroad, learn some English dialogue and word. This education is very popular with young parents, but because the environment of China's education is still a huge academic pressure, few schools implement the PYP education. Only some private international classes, or the State through the pilot schools only with this mode of education and qualifications. And PYP is only in some cities in the country gradually developed together in recent years, and some parents blindly believe that the PYP is not fully aware of their curriculum objectives, but in order to have a better foreign language environment (because most of the PYP education are English teaching international classes), succeeding to be the practice and time demonstration.

2.1.3.3 FOUR HEAVY FOUR LIGHT in the chinese children's educational system

According to the current children's educational system in China, the author summarized four important points and four unimportant ones, which the author called: FOUR HEAVY FOUR LIGHT, to show some problems and disadvantages in

current education system in China.

1. WEB HEAVY PAPER LIGHT. Now, lots of elementary school set the homework to be done by the computer and to be handed in by e-mail, to lose the weight of students' bags. This shows the advantage and width of the idea. But some teachers are very averse to this kind of homework, because they think it has lots of hidden dangers.

a) The loss of the weight of students' bags doesn't mean the alleviating burdens on them.

b) Touching the screen of the computer so early doesn't good for children's eyes. There are more and younger children become to wear glasses on the streets.

c) Children are always full of curiosity, once they touch the Internet, it's easy for them to indulge in the interesting information world. Lots of pupils have already have their own account to the microblog or other SNS website. More and more people even students become online/computer games addicts. In the metro, few people are reading books, they turn to use the mobile platform to read, communicate and entertain.

d) The traditional education in China is particular about learning from the nature, while the modern and western education is more prefer to make clear and then conquer the nature. So, the reading and writing on the paper is special, with artistic conception and emotion inside. This can not be satisfied by the modern web.



Fig. 2.6
Jamie asked the child what the food is, but the child couldn't answer

2. TABLE HEAVY EARTH LIGHT. The nature of the children is to touch with the outside world but not to do the homework on the table. The nature, especially the earth has too much hidden treasures for children to explore and learn which won't know just from the class and ordinary homework. But, these knowledge learnt from the nature is just the most basic ones for the human beings. The chef, Jamie Oliver,

who come from UK, made a test in an elementary school in USA and found that none of them have basic knowledge about the daily fruits and vegetables(Fig. 2.6). The child pointed to the potato and called tomato; they pointed to the eggplant and called pear. The children just have seen the food already down on the table, but had no idea about the food still in the earth. This shows the failure of the education but not the fault of the children. The author launched an investment and a questionnaire survey and found the same situation in China. From the 65 pupils: 12 of them never go to the food market because the parents think it is not clean; 17 of them never cooked before because the parents think it is not safe. It is clear that, far from the earth and the nature, children must lose the chance to really explore and experience, which is in the opposite way from the purpose and meaning of education. But the fact is, the main life of children is the school and their home: two points become to one line. Even they can go to the park with their parents in weekends, they won't get



Fig. 2.7
Children's handiwork book, *Crafting with Kids*

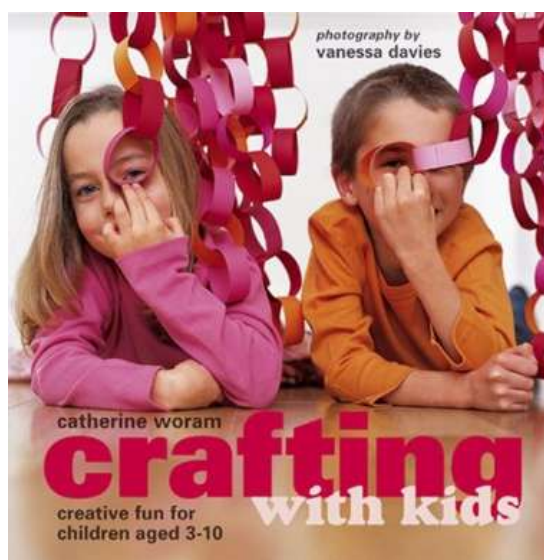


Fig. 2.8
Children's handiwork book, *Crafting with Kids*

educational guide in high quality when they really want to explore something and find some problems.

3. PEN HEAVY HAND LIGHT. The form of the homework is not just written work, people also pay attention to the oral ability. But still few teacher and parents think handiwork is important, like drawing, paper art, cloth art, etc. This kind of education neglecting the practical ability is very short-sighted. The real reason of it is the parents affirm that their children will be brain-workers with high income, so, they prefer children to do some mathematical problems or read some English articles than

to do these handiwork. But, actually, to the creative and exploring parts, these handiwork are the most important source of inspiration. For example, some ordinary stones, in the opinion of the creative children, through the skillful hands, can be changed to be a lot of different and interesting artistic handicrafts(Fig. 2.7). It's a very good education that let the children to explore, feel, create and even meet with a refusal by themselves, which can inspire them to enjoy their life and find something special. The author went to the biggest book store in Shanghai and some famous online book store and found that the children's book on handiwork, like carving, paper art, cloth art, knit art, creative gifts, etc, is almost from foreign countries if the quality is high(Fig. 2.8). What's more, the personal blog on handiwork is hot and some of them are specially for the children. For example, the blog called MINI ECO(Fig. 2.9). It seems to be difficult for us to develop this kind of blog and

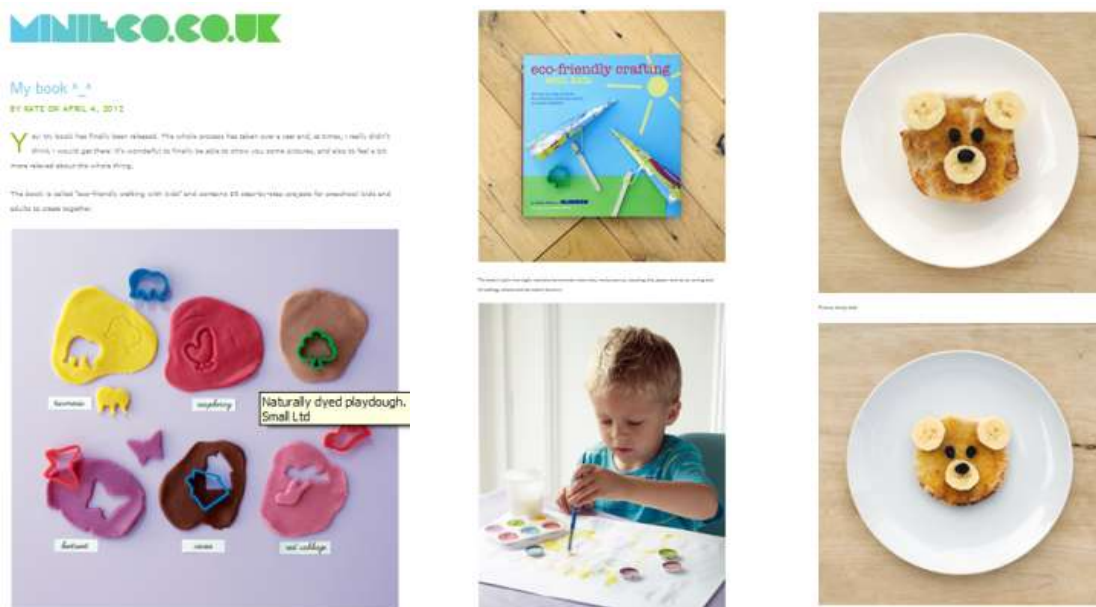


Fig. 2.9
Personal blog in UK, features with handiwork, MINI ECO

environment. Because, firstly, few parents and teachers will pay attention to this area; then, secondly, there is no market for these kind of skills.

4. EXAM HEAVY THOUGHT LIGHT. Under the pressure of examination, students become to have their own norms and mind-sets, that is, use the solutions and formulas the teacher taught, to think and solve the problems they come across. But this is not the author want. This is just a simple or, complicated mind-set to dealing with the exam. In the traditional idea of education in Chinese ancient wise men's point of view, the most important point is deep thought, not simple mind work.

Thought needs your mind to screen, filtrate to generate and finally develop the mature results. The environment of these kind of deep thought is hard to find in



Fig. 2.10
Children are trying the
computer

common class, but it really can be found in the natural world and real life. Sugata Mitra, an Indian scholar, shown his test for the research on distance education. The processes are as follows: in a village in the north India, none of the villagers can speak English. Sugata Mitra offered them several computer with touch screen on the public wall so that everyone, especially the children can use them, but the language of the computer is all English. In one month, the children learnt lots of English words and the basic skill to link to the Internet and some computer games(Fig. 2.10). It's obviously that, children has their own ability and methods to learn. They just need guiders, spur or inspirations. They needn't those who implant the knowledge in them. But the teacher and parents are always don't understand.

2.1.3.4 Children's food education in China and its research

Children's food education in China hasn't start. No one knows how to correctly and effectively to teach the children to eat well. But the parents really are at their wits'end about picky kids, kids with unbalanced diet, kids not eating, kids eating too much, kids just eating snack, etc. From 1-6 year children, 39.7% of them are picky to their food, and the problem becomes worse when they grow up. 68.2% of their parents are worry about children's diet problems(Xu Suqin, Almost 40% of the children are picky about food, Today morning express, 2008-7-2). Feng Jinqiu, the expert of Shanghai Dental Hospital, he shown the result of the research on 12,270 children from age 5-12, that, 71.7% children in age 5 have decayed teeth, which is higher than the average level in China. The main reason is the higher living level and more sweet diet habit(Bao Wenhan, The diet of Shanghai Children tends to be sweet in the mass,Xinmin.cn, 2008-11-17).

The traditional Chinese diet is particular about health, season and balance. The

traditional diet idea is coming back these days. The old man and even some young people are keen on it. The diet is an important matter which will last your whole life. The same as any other education, it should be taught in childhood to cultivate the good habit, so that the traditional food culture will be passed down or even has new innovation as well. However, the situation now is on the contrary. After the research on the book store and online book store, the book focusing on the food and diet and just for the children is not satisfied. Most of them are western style and like an encyclopedia, although the knowledge widely involved in all fields, the content is boring and more suitable to their parents. The book focusing on the traditional food and culture is very popular now. Like Hong Zhenyu, a writer in Taiwan, is interested to write words about traditional food, the food related to the season and memories and some famous traditional brands of food. The same writer like Shen Jialu, who is an Shanghainese, also has a lot of book about traditional food and folk culture about food. But, although these books are fantastic, they are too difficult for children to understand. So, how to combine the interesting content and suitable knowledge level to meet the needs of children's healthy diet, is a difficult problem to all of us.

2.2 Emerging theoretical support

The theory of practice confirmed new ideas and creativity, not been able to pass a practical demonstration, so they need a new theory to support its feasibility. Theory of old and new is relative. Some theory and thoughts which is not the latest, most cutting-edge ones in developed countries, when putting into China today, or is used in the actual project can still be regarded as a fresh theory, having important reference value and comparative significance.

2.2.1 The definition of children's food education and the successful case in Japan

What is the food education? Food education, from the literal meaning, is the education on diet and food, including what to eat, how much to eat and how to eat.

What is children's food education? Children's food education is the process of training children to have good eating habits. From early childhood onwards, teach them food and diet-related knowledge, and extend this dietary education to the

cultivation of the artistic imagination and outlook on life.

(http://blog.sina.com.cn/s/blog_6859aded0100mg51.html).

Japan is the first one realizing the significance of food education. In 2005, the Japanese government promulgated the "Food Education Law", putting food education into the legal system. Urban countries provide schools with a formal nutrition teachers, and offer individual guidance to deprivation, partial eclipse, obesity children. Besides, they offer dietary counseling services and regularly food education activities (http://blog.sina.com.cn/s/blog_6859aded0100mg51.html). Japan try to bring up national lifelong healthy body, mind and humanity through food education. The basic objective of food education includes the natural environment and agricultural production; the cooking of the food thing; taste experience; health and nutrition; five aspects of food culture. Japanese food education contents:

- (1) the eating habits of science;
- (2) food knowledge;
- (3) nutrition and health knowledge;
- (4) cooking knowledge;
- (5) environmental awareness;
- (6) artistic imagination of the culture;
- (7) cherishment for food
- (8) spread of food Culture

(http://blog.sina.com.cn/s/blog_6859aded0100mg51.html).



Fig. 2.11

Food activities, like playing and contest

Once in the legal stage, food education in Japan will not only be taken seriously, but also be better popularized and implemented. Here are a variety of Japanese elementary school food educational activities (Fig. 2.11-2.15):

Simple picture, without further elaboration, you can feel the leadership and long-term vision of Japanese food education. Thus, as early as the 2007, Xichang



Fig. 2.12
Food class about how to choose healthy diet

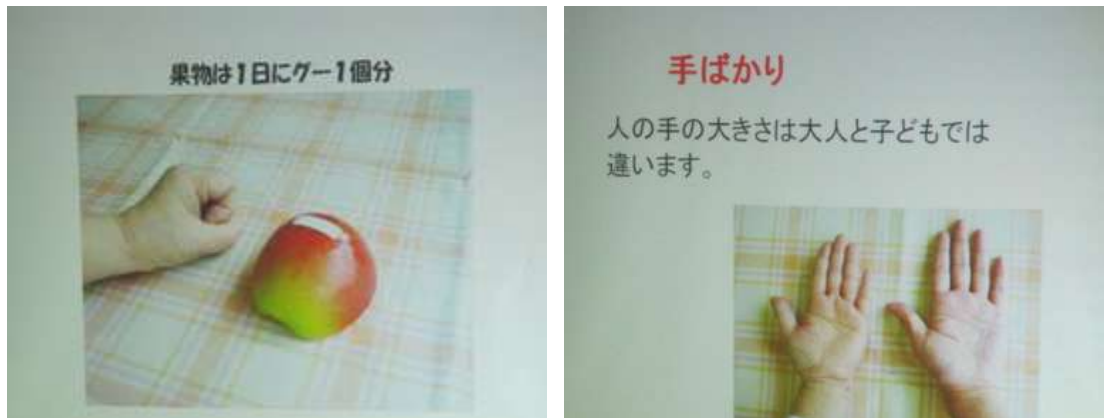


Fig. 2.13
Different way to choose the food between adults and children



Fig. 2.14
Make traditional foods by themselves



Fig. 2.15
Food grew by the students in
the school

Wang, the director of Food Safety Research Center of Shanghai Fisheries University and dean of the College of Food Science, appeals to the Japanese learning. He believes that food education can become parallel with the virtue, wisdom, beauty, body and labor education in primary and secondary school classroom. He added: "the favors of healthy food can be cultivated from an early age rather than reprimand the children after they have been fascinated by the high-fat foods. Why not shape childhood's diet more effective?" .

But it turns out, due to different national circumstances, habits and thinking pattern and etc., this proposal is not gaining in popularity.

2.2.2 Product Service System Design

With the "integrated concept", the traditional solution will inevitably be changed. New methods, tools and theory will inevitably be proposed and demonstrated by practice.

Nowadays, Social Media leaps and bounds and we are also encountered with the acute historical proposition of the sustainable development. Build a new PSS (Product Service System) is now regarded as one of the most popular, and most prospects direction for the development.

2.2.2.1 The definition of PSSD

First of all, what is service design?

Service design is a way to improve the quality of service. Services Innovation comes from the human-led "design thinking" (IDEO CEO Tim Brown). Designers proceed from the user's need, find a solution with these users, including other shareholders. Creativity and ideas are presented with photos, sketches and models in

different ways. And then designers and users as well as shareholders cooperate to test these ideas systematically. Service design combines a wide range of disciplines, such as consumer surveys, interaction design, product design, and business strategy (<http://www.servicedesigntoolkit.org/>). Service design usually has four steps, the order is: 1. Analysis, 2. Formation, 3. Development, 4. Prototype.

Secondly, what is the product service system design / PSS?

Product Service System Design / PSS can be interpreted as the result of an innovative shift in strategy in the new situation, namely to provide comprehensive products and services from a simple design, sales of "material products", to better meet people's special needs (UNEP,2002).

Third, what is the difference?

Compared to the service design, product service system design emphasizes on the overall pre-planning, research and strategic design. It starts from the outset, products and services as a whole. This accord with the previously mentioned design trends from "designs for something" to "designs something". Because consumers need to clean clothes instead of washing machines, people need a convenient way to travel rather than the car. In an appropriate manner, the product service system innovation can not only effectively reduce resource consumption, but also reduce the cost of business investment and new profit growth point as well as better respond to consumer demand (Creation & design, VOL.16, 2011, P.16).

Therefore, the design of the product service system is in line with the needs of objective era development, this concept is a leading and sustainable design approach and ideas.

2.2.2.2 Social media and social innovation

As mentioned before, the new economic model will be based on a technical and social network platform: it will maximize interaction among people, product and environment on this platfor. Social media is one of the most powerful and most well-known platform (Figure 2.16).

Social media is a tool and platform for people to share ideas, insights, experiences and perspectives. It is also a new online media space offering maximum user participation. Its representation varies a lot, including text, images, music and video, and more. Once the platform lacks effective participation of the user's, it is basically media with no content. Social media evolves from the traditional



Fig. 2.16
02.03.2011, social media information map in China

media-to-many mode of transmission to the many to many "dialogue". In other words, the users and the general public have become the real protagonists. The survey shows that Chinese social media with the largest number of users is micro blog, such as micro blog of Sina or Tencent. The typical site in the United States and Europe is TWITTER. Another example is popular RenRen network (used to be called XiaoNei network), which appears earlier than micro blog, equivalent to FACEBOOK in the United States and Europe.

2011 the world map of social networking sites, drawn by Global Web Index, (Figure 2.17) reveals some differences of user behavior in different regions. The six waves of the survey on users worldwide using the Internet and social media is done

in 36 markets around the world. The survey shows that China has the most active social network users, which is about more than 155 million. Undoubtedly, the user-based social media has spread to hundreds of millions of the crowd, and plays a considerable social impact and significance. Although the voices of doubt about the way to profit and management methods continue, but it is undeniable that it greatly lift the public's enthusiasm and participation in society and so on, It makes possible the instant communication and the broader integration of resources.

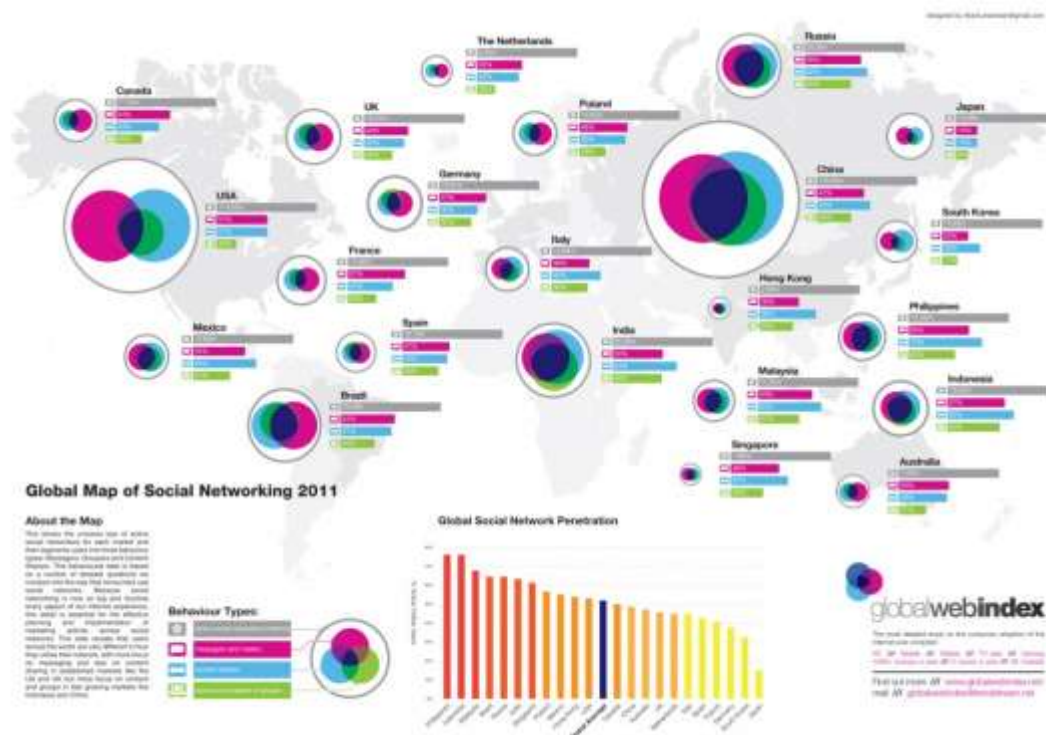


Fig. 2.17
2011, by Global Web Index, global SNS map

The social media achieve a higher level of connectivity. In the traditional view, people are considered to be part of the problem, whereas in the new concept, people become a problem solver, the end user can also be active and cooperative participant. It does not provide the individual passive end-user with service, but to make the service as a trigger to promote and support active cooperation of citizens (Creation & design, VOL.16, 2011, P.7). In other words, the consumers (or users) are no longer a passive role, and everyone in this community is an active creator (Eric Von Hippel, Democratizing Innovation, 2007). This is social innovation, the core is that everyone can actively participate in the design and practice without reservations. It is an open source approach to innovation, is the bottom-up approach to innovation. Word of the grass-roots (Grassroots) is no longer the slightest derogatory or

discriminatory, but has become a public force. This creativity is endless, and this influence is extremely powerful. For enterprise and government, this bottom-up forces, is not only a new energy supplement, but also a good monitoring and observation tool. In the society, it is difficult to go back to the traditional operation relying solely on the top-down, passive, and the output mode. The enterprises and government almost always integrated use of top-down and bottom-up approach in innovation and management.

Global Web Index survey results divide the behavior of users of social networks into three types: messengers, groupers and content sharers. In many countries, especially Asian countries, most people are content sharing, while in the United Kingdom and Canada, more users is the messengers, and they send more messages. Obviously, with a relatively late start of our social network, coupled with cultural differences, the initiative and enthusiasm of user participation has greater room for development and potential.

2.2.2.3 Innovative social public service

Good society cannot be separated from public service activities. The effect of ideal public service activities is associated with various groups, including enterprises, social organizations, clients and volunteers. High-quality interaction leads to positive experience, willing to continue to invest cooperative open and meet to all needs. From this point of view, China's current public service activities are in urgent need of the design strength of the intervention, from traditional visual design to new service design techniques (Creation & design, VOL.16, 2011, P.44). From the visual design



Fig. 2.18
The advertisement of WWF

aspect, the famous WWF, is well known partly due to its excellent and impressive advertisements which captured the psychology of people (Figure 2.18).

But the core of the real innovation is the new ideas of public service practices



Fig. 2.19
2012, the advertisement of an innovative social public service

itself. The trend today is the cooperation among public service organizations, businesses and the government to integrate resources, thereby promoting the progress of the whole industry chain, or to improve the quality of life of the entire audience. In the end, from innovative public service to the innovative society, more people will get a better welfare and happiness of life. Such as "the core world" public service innovation plan (Figure 2.19), this program aims to integrate of cross-border professional resources, reward outstanding public service innovation projects (such as organizing campus innovative public service competition, etc.), build a platform to provide support (such as funding, training innovative public service), and ultimately make more long-term, good development.

2.2.2.4 The change of designer's role

In the power of social innovation, everyone can design, and innovation can bring their own unique product or service. When consumers have tasted the sweetness, they are also very willing to self-create, to be a designer themselves. Thus, is there a difference between a professional designer and user designer? Although the answer is yes, the transformation of the role of professional designers is overwhelming.

1.mentor

With social platform, designer will no longer focuses on the design of a concrete thing, but act as a guide for those users or amateur designers, that is, more like a mentor to provide professional information and knowledge and control the right general direction throughout the design / system. Thus, requirements to the designer's actually become higher. Only if they have theoretical knowledge and practical experience to some certain depth and breadth, can they make structure organization and provide guidance on such a huge platform.

2. Humanities

In terms of China, designers should enhance the humanistic concerns, such as

greater involvement of the public good rather than commercial activities. Because the present design education is more like training tool-like designers, not citizen-like designers. Initiatives of designers are gradually weaken because of the lack of humane feelings and the monotony of social life. Participation in public activities contributes to the release of rich cultural feelings, and eventually enhances the design trends of the Gross National Happiness Index. (Creation & design, VOL.16, 2011, P.43).

2.2.2.5 The deficiencies of current Product Service System Design

The core of the product service system design is transform from "designs something" to "designs for something" as mentioned above. Although this is a big step forward on the design concept, there are inadequate: most of the service system focus on a very specific thing, even very small details, in short, which can be materialized or quantified. Ingenious solution to these problems will undoubtedly bring convenience to people's lives and even sublimation. However, there are few service systems that is aimed at the humanities, cultural and spiritual level. It is not because people do not have problems on the cultural and spiritual dimension of people's cultural. First, as mentioned above, In the era of comprehensive, social, the problem itself, contact a wide range, so the smaller and the more specific the problem is defined, the better solution we will get. Second, invisible problems in area such as cultural and spiritual are related to the field the more extensive, comprehensive and diverse. Moreover, the needs of everyone in the cultural and spiritual varies a lot and it is difficult to get a lot of the same crowd on the spiritual and cultural identity; third problems on the spiritual and cultural issues are too difficult to define, research, produce prototype and finally practically solve.

In this way, solutions to some very specific and practical problems, without precipitation of culture, make service system design considered too timeliness. Its cycle is relatively short, targeted relatively narrowly; so it will make people feel that prospects far rather tarry, stalled. How to solve this invisible and huge difficulty is one of the issues this article ultimately wants to explore.

2.2.2.6 The yardstick of the NEW PSSD

In order to distinguish the product service system design and generally service design, to solve the problems in existing products and services system design, and to

adjust its future development trends, the author investigate and analyze more than four hundred cases (detailed analysis of 433 cases is in "the direction of Service System application"), and sum up the current new, or future recommended products services system yardstick.

1. Good value orientation.

This refers not only to business / system itself, but also to ensure its participants / users to maintain a good, direction consistent value orientation, and even the final result. The most basic good value orientation is sustainable development, which truly meet the needs of users. Requirement of the designer becomes higher, because the good and main value orientation is set from the beginning. During the entire operation, good value orientation also checks for their participant / user, deriving the right direction. Then they can make more good, positive, fresh ideas, and ultimately meet the need of user and even the public.

2. Open source platform.

This concept include: provides a platform where more people can integrate in; participants / users are more proactive to innovate on the attitudes and behavior, rather than passive acceptance; good values of participants / users can get self-realization through the guide of the services, products and designers / professionals; it reflects the social characteristics, and can deal with global issues; a wealth of cross-border resources, truly the integration of resources and reasonable allocation is in line with the objective needs of sustainable development.

In short, these two standards are complementary and exist simultaneously. Product service system with both two standard is what I want to research and analysis, at the same time to design new products services conducive to social development system.

2.2.3 The toolkit

What is the toolkit?

The name suggests that the toolkit is containers of bloom tools, except that the toolkit consists of a series of tangible or intangible tools. It is the integration of all conceivable methods to solve specific problems. The toolkit does not provide users with ready-made solutions. It only provides the technology, methods, or tips and so on. Users select the right tools from the toolkit as their wish to guide the creation and the implementation of concrete solutions. If there is no particularly suitable

off-the-shelf tools and methods, people can be inspired from the existing tools or other sources, restructuring, and even create new tools and solutions of user own.

Why do we need a toolkit?

Since user innovation has been gaining in popularity, everyone can be a particular aspect of experts, and they clearly understand what is best for their own solutions. Therefore, they can pick out from the integration of a range of tools the most suitable for them. Using the toolkit, people can achieve their own unique creativity and ideas, and create a new spark (IDEO 's HCD TOOLKIT of 2011, P.5). Toolkit is often used in some DIY field. In addition, any one using this toolkit are free to use different tools. Regardless of who created the toolkit, he is not responsible for the results of usage of this toolkit (Ezio Manzini, the Collaborative services, 2008, P.38). This is because the users are to define their own needs and goals and choose the tools

In short, the toolkit is a integration of inspiring methods, allowing the users to understand their needs, by their own choice, combination or innovation of the different methods to obtain the most suitable unique solutions. This is also consistent with the design trends of social innovation.

2.2.4 New art education model --- art for life

And the trend of the times, the mode of education is also undergoing changes and new model. Among many new educational models, the author noted a new art education mode - Art for Life in the United States. Its core idea is: that the arts should be involved in rather than out in the day-to-day problems of society, art has a very specific function. The entire educational methods and the concept are very contemporary and have high reference value. Practice has proved that this mode of art education applies to undergraduate, graduate of art as well as students in primary and secondary schools.

I summed up several characteristics thinking for reference and quick understanding.

2.2.4.1 Highlight the importance of the history and tradition

Tom Anderson (author of Art for Life) believes: If we are results of both our personal choice and the tradition and history, then we have to take the tradition and history as the source. To be cognizant of our present, began to examine our past is

beneficial. The tradition passed the collective wisdom and gives the law of life (Tom Anderson, Art for Life, P.3). This concept is in line with the current situation in our country. New science, technology and ideas have greatly broadened our horizons, but largely ignored the tradition and history. In particular, the traditional spirit and some of the typical folk culture are not well inherited, even ignored or forgotten. So we should resolutely support and encourage pass of the timeless good history and traditions.

2.2.4.2 Highlight the series of the themes

1. Use the advantages of theme

Tom Anderson found that when students accept a strong view from the unit courses organized around the key concept of support, they learn better and deeper than just learning facts or techniques (Tom Anderson, Art for Life, 2009, P.9). by the theme Therefore, education about "Art For Life" should be organized by the theme, rather than arranged according to the design, media, art history. We hope to solve significant and real problems out of the classroom through the art methods. This is consistent with concept of the emerging PYP education. We relate all the knowledge together purposely according to circumstances by method of theme and series.

2. What is the theme? What is a good topic?

Wind, grass, animals are the topic rather than theme. The theme is the relationship between us and the topic, for example, our feeling to the wind, favor of animals and so on. With self or person's participation, the topic becomes a theme with personality and humanity (Tom Anderson, Art for Life, P.11). Good theme center on the life, emotion or object not divorced from reality to find the entry point of study and research in a comprehensive and complex environment for students. Under the trend of integrated, the theme should also be diverse, multi-cultural, contemporary and pioneering. Avoid a mere formal, seemly nice without meaningful project for students.

3. How to use the theme?

A theme is a framework, so that the subject matter, content, and method combine in a discipline or interdisciplinary. If a student is interested in the ecological balance then that is the theme. Suppose the theme is water, and to study water as one aspect of the ecology, there are various methods and strategies: from the chemical point of view or from the biological point of view and so on. Their research

method also varies: such as reading, direct subjective observation, paintings, photography, and so on (Tom Anderson, Art for Life, P.32). Teachers can create a list of topics related to the study, and continue to improve, explore and open up (Tom Anderson, Art for Life, 2009, P.33). It in fact can be regarded as a simple toolkit to be used for the theme selection.

2.2.4.3 Advocate the spirit of exploration and creativity

1. The importance of exploring and creating

Human beings like to explore (Tom Anderson, Art for Life, 2009, P.67). Creativity, which is the spirit of exploration, is motivated by the impulse of exploration (Tom Anderson, Art for Life, 2009, P.13). This is good driving force to learn. Exploration can be extended to other disciplines outside the arts according to subject prompted (Tom Anderson, Art for Life, 2009, P.10).

Creative arts is to give the meaning of existing things and us. What we create is not only material but also spiritual things we can touch. It is high degree of unity of hand, eye and heart, the perfect combination of body and mind (Tom Anderson, Art for Life, 2009, P.144). Practical ability is the same. Arts and crafts creations can both be seen as a form of exploration. But the vast majority of subjects do not pay too much on the hands-on ability. This is a great pity, and also contrary to the aims of education. Moreover, everyone will enjoy the fun during the creation of works of art. People learn in such a joy, and then explore the origin of things (Tom Anderson, Art for Life, 2009, P.148). We get cherish experience from repeated explorations and innovation especially during childhood.

Therefore, teachers should not assess the final works handed in, but the performance of students in the whole creative process itself. It is a dynamic process of exploration and creation.

2. How to improve students' creativity

It is important to provide students with a variety of content and methods, because creativity is cultural-cross, era-cross and cultivated from many materials. The more the angle of perspective a person has, the more creative he will be (Tom Anderson, Art for Life, 2009, P.68). Secondly, we must establish creative teaching and learning environment. The main resistance of creativity comes from social boundaries and norms, in particular, people's scare of expressing their true thoughts. Therefore, there are teaching methods such as the particular use of brainstorming,

research logs or other methods. The purpose is to eliminate the negative criticism, to welcome freely speaking, to let personal observation be fully respected, so that the power of teamwork works.

2.2.4.4 Highlight the importance of interdiscipline

In many places, the education system make educators too indulged in student achievement on standardized tests, but ignore a lot of other education goals (Tom Anderson, Art for Life, 2009, P.22). "Art for life" is not a simple method. It adapts to the trend of the times, advocates comprehensiveness. It allows students to have broad basic knowledge without the side branches and narrow-mindedness. Not limited to the art itself, involving knowledge of other disciplines has received a welcome and encourage.

2.2.4.5 The education of the nature: understand the real world spontaneously and actively

1. Increasingly blurred the real world

Artificial barriers:

Now the most part of our life is spent in the environment we construct, rather than nature. We are rarely exposed to rain in without protection. We also barely meet with animal in their natural residence. We live in an artificial controlled world that has seasonal constant temperature and is comfortable to feel. The artificial light elongatesour day time greatly (Tom Anderson, Art for Life, 2009, P.43).

Media of virtual reality:

98% of U.S. households own a TV, and the time on TV is seven hours a day. TV and computer tells us more and more real events outside the world around us. The reality created by electronic technology does not differ very much with our personal experience, memory and feelings (Tom Anderson, Art for Life, 2009, P.43).

In short, our lives become increasingly dependent on virtual and abstract things, whereas the real world begins to blur. Imagine in the city today, if not living in the field, how many kids, even adults can distinguish beans with wheat or be able to distinguish the grain?

2. Definition of education of the nature

"Art for life" advocate meaningful learning related to the real world outside the classroom. This is known as education of the nature (Tom Anderson, Art for Life, 2009,

P.24). We can imagine such a set of curriculum linked to with the reality: self-observation, exploration and discovery in nature or social life; finding the entry point and the answer to the question; and finally creation and elaboration of the whole process.

3. Explore the real world spontaneously and actively

Kriby Meng, a teacher of walnut apartment primary school in Georgia, said: "I would like to encourage students to describe what they see, what they hear, or what they have experienced rather than explain to them. The more students try to explain, the more information they need to explore and seek (Tom Anderson, Art for Life, P.26). Obviously, observation play an important role on artistic expression.

This goes back to ones mentioned before: we should emphasize on learning initiative and enthusiasm. Learning is a process to actively create, access, rather than to passively receive, memorize the knowledge teachers have instilled.

American art educator Viktor Lowenfeld evolved the psychologist Pean Piaget's theory. He believes that children's thinking is not a blank sheet of paper to be written by teachers and parents arbitrarily. They have their own unique learning manner different from the adults (Tom Anderson, Art for Life, 2009, P.48). It happens to coincides with "Test over thinking", the shortcomings of the education model mentioned above.

1) 2-4 years old, scratchy handwriting. 2) 4-7 years old, close to the sketch. 3) 7-9 years old, schematics. 4) 9-11 years of age, the early realism. 5) 11-13 years old, the pseudo-realism. 6) vertex, identified moment (Tom Anderson, Art for Life, 2009, P.47).

Thus, children's art education can start from very early ages, and give children a step-by-step guidance. Real life and nature itself is the best teacher and classroom.

2.2.5 Zikai Feng's aesthetic education: to cultivate innocence

Zikai Feng is outstanding cartoonist, writer, translator and art educator in the history of modern Chinese culture. He is the forerunner of the modern wood engraving and book binding (Yu Lianxiang, The aesthetic world of Feng Zikai, 2005, P.0-1). He is particularly concerned for the children's growth. He also has his own unique insights on aesthetic, that is, art education. He believes that "Beauty" is the purpose. "Aesthetic Education" is the thing we must do in the new era. Interestingly, I found that the concept of art education of the educational pioneer and a new theory

in the West - for life and art, have many similarities. Here I do some comparison, analysis of the similarities of East and West in the philosophy of education, which is also helpful for the education model of the current globalization.

2.2.5.1 The wide popularization of art

Feng agrees with the popularity of the art. He believes that only the art that suits the common people can make the laity elegant, and thus enhance the people's aesthetic taste (Yu Lianxiang, *The aesthetic world of Feng Zikai*, 2005, P.4). This is consistent with the above-mentioned "art for life". The art should not be a lofty thing, but something that everyone can appreciate and brings people to think. Despite the different content and different depth they think, it always bring interactive. Otherwise, should art only aim to a small part of the population, it lost its meaning.

2.2.5.2 The Art education is not for picking up the skills

Feng thinks that art education has definition in the broad and narrow sense. The narrow sense refers to the arts education at school. A broad sense refers to the National Arts Education (Yu Lianxiang, *The aesthetic world of Feng Zikai*, 2005, P.52). This paper is favor more to the narrow sense of art education. According to Feng's view, the purpose of arts education is to cultivate students' "feeling" and "beauty" rather than skills. Feeling refers to the affection and compassion, and beauty is the longing for and appreciation of the good things. More specific to art, Feng said: the goal of drawing lessons is to make the students appreciate the beauty of nature and art. Thus, they can apply the beauty to improve lifestyle, probate the beauty and cultivate a noble spirit. We do not pursue that students can draw. (Yu Lianxiang, *The aesthetic world of Feng Zikai*, 2005, P.53)

And this basically coordinates with the view of "art for life". Art education does not ask students to learn a technique, but to have one pair of eyes to find beauty and own minds only with good things. A really good works of art, or a really good student work, does not depend on how skillful the technique is, but on how much affection it contains and whether it really expresses the voice of the creator.

2.2.5.3 Children are natural-born artists

Feng believes children not secular polluted are born artist. They can see the beauty of the thing itself and find wonderful analogy (Yu Lianxiang, *The aesthetic world of Feng Zikai*, 2005, P.11). This is similar with "art for life": the observation and



Fig. 2.20
Feng's illustration, The Bicycle

learning methods between children and adults are different. Children have their own unique cognitive learning. Feng particular refers to the "innocence" statement. He believes that "innocence" of children is precious. Adult would not be able to maintain "innocence" long-lasting as time goes on and experience grows, even though they may have it during childhood. However, it is the "innocence" that make things out of the eyes of children differ from what we adults see. Children see the thing itself and feel the wonderful side, which may be the source of their creativity (Figure 2.20). Or perhaps this is the so-called their way.

Specifically, the innocence has three ways of representation: fun-based, self-centered and everything-affection. (Yu Lianxiang, The aesthetic world of Feng Zikai, 2005, P.149)

1. Fun-based. "Children act for fun and whims. If they eat with interesting voluntary, not as what adults ask, they would eat very dedicated. Feng cited the scene of their family gathering to eat watermelon: kids are pleased to eat watermelon, and tell stories, sing around the topic of watermelon. They also count the number of remaining watermelon, having better effect than learning in the classroom.

- 2."Self-centered. The children are mostly self-centered. From a negative perspective, this is an expression of selfishness. They do not know how to take care of other people's feelings. But from a positive point of view, this is also publicity of their self-personality. Each person is different from the others because of individuals personalities and ideas. Then it depends on teachers and parents to guide homeopathy and cultivate their different nature.

3. "Everything-affection". Children's perception of the world is in their own understanding starting from their own. Therefore, they would see all the things the

same as themselves, as animal with life and emotions. As a result, they put their emotions into objects, and gain deeper understanding of the things in exploration and play. Feng gives an example of his own children. A Bao once put on his socks for chair seriously and cried out proudly: "A Bao has two legs, while the chair has four feet". Feng think this is the expression of children's compassion and creation.

Thus, arts education is actually to maintain innocence and natural attitude for children. It helps children to express their inner directly, clearly with artistic ways. Their expression does not need too much modification and the children will not be troubled by the appearance.

2.2.6 New view of education: symbiotic education community

Several families live together and learn in a community away from the school within the system to form the education symbiotic community. Simple like a few people have synthesized a large family. Simply put, these families combine to a huge family. Within this family, there is no monetary transaction. All the funds and materials are the resources to share. There is also no fixed tuition, and each family voluntarily contributes or donates items according to their own economic situation. Xiayan Song, the vegetables Superman Mom is a perpetrators of this mode of education.

2.2.6.1 The vegetable mom became well-known

At the end of 2011, vegetable mom suddenly became popular (Figure 2.21) with a lot of followers especially in the watercress. This is because the education



Fig. 2.21
Vegetable Mom is
busying working in
the field

symbiotic community she engaged in attracts the attention of many parents of homeschooled children. There are more than a dozen parents bring their children dropped out to Dali, to live in the parent-child study tours inn or the old yard vegetable mom provided free of charge. They live together and learn together with

vegetable fields of four acres and a vegetarian restaurant. (Zhuang Qingmei, The Bund, 2012-05-03, VOL.487)

2.2.6.2 The features of education model

1. Special students (Figure 2.22)

The children who go to school here have something in common: they are unable to adapt to the education within the system, and they have psychological disorder or disease to some extent. They cannot go to school and learn even exchange with children of normal age. Xixi is the daughter of Vegetables Mom. She has changed two schools in Guangdong. According to Xixi, she has infinite homework to do and she does not have a good relationship with her classmates. They are not students but enemies for her. When Xixi was at the fourth grade, the dishes mom gave up her job, selected a school in Dali, but Xixi still cannot get along well with her new classmates. So



Fig. 2.22
Children can touch
the nature and learn
freely here

Vegetables Mom decided to let Xixi drop out of school and learn at home. Now Xixi is folding paper in the bedroom of parent-child study tours inn. She does not go to pottery class with other children, which is allowed if the child is not interested in any course.

2. Special teachers

"In our family-school Union, the parents are 'deeply involved' rather than leaving their children to school. We do not receive this kind of family". Vegetables Mom believes that education is bound to deteriorate if there is any monetary relationship between teachers, children and parents. The teachers are all volunteers from the network. She said, "only with real love of children, capability to observe a child's psychological, can a teacher be excellent regardless of professional knowledge".

3. Contradictions still exist

However, even if the people identify the symbiotic community, they may not necessarily accept all the ideas of the dishes mom. Although the two fathers in the

community had brought their children from schools within the system, they still think that the system of education has many advantages. In addition to do whatever things in the symbiotic community, such as taking care of the vegetable plot, making breakfast for them, they are also looking for the children's teachers and school everywhere in the ancient city (Zhuang Qingmei, The Bund, 2012-05-03, VOL.487).

2.2.6.3 The conclusion of the new education

There are examinations, quality, the PYP, the tiger father wolf mother or vegetables Mom. Is it a flash in the pan or something to adhere to and develop? No matter what kind of education it is, the original intention of parents will not be changed. However, repeatedly change and innovative education model had sobering for us, there is no real so-called right answers.

Thus the space of children's education development is great, especially in how to develop each child's own uniqueness and talent, how to stimulate their creativity, and how to cultivate real knowledge, thinking, and socially useful and how to make the process of learning full of joy? It is also one of the issues this paper would like to explore.

3 The generating of the PSS

As mentioned before, service design generally has 4 steps: analysing, generating, developing and prototyping. The author has already analyse the environment, background, needs, supporting theory and sucessful cases. Then, it's time to generate and construct the whole PSS.

3.1 The purpose and feature of the PSS

Only if we clear the direction of the PSS: what it used to do? what problem it solve? The PSS can be built and improved well. Only if we clear the feature of the PSS, it can make a breakthrough in the creation and be easy to control the details.

3.1.1 Determine the direction of the PSS

Based on and driven by a human-centred design approach, design for services then works on four main areas related to service experiences, service systems, service models and future scenarios.(Anna Meroni, Design for Services , 2011, P.204) Draw a map of the direction of the PSS at the begining of the design, which contributes to define the PSS, clear the aim and function of the PSS for the designers.

In addition, to better clear the direction of the PSS, the author collected, investigated, studied a wide range of 433 successful PSS cases. The resources are from books and webs, mainly from SOCIAL MARKETING-CUSTOMER ENGAGEMENT and www.springwise.com. After classifying and studying all the 433 cases, 12 general moulds focusing on 12 different range of industries arise, which can be referances for all kinds of PSS.

3.1.1.1 The direction map of the PSS in this paper

As is mentioned above, the PSS has 4 main direction. The map of PSS in this paper is shown as the Fig. 3.1. The name of the paper shows the main aim of the PSS is to focus on children's food education in the way of exploring, which based on 24 Solar Terms. So, the direction of the PSS should be an open source platform, serve for more people's healthy life and be a non-profit NEW PSS.

As the figure showing, the outerlane of the circle is the four main directions, and

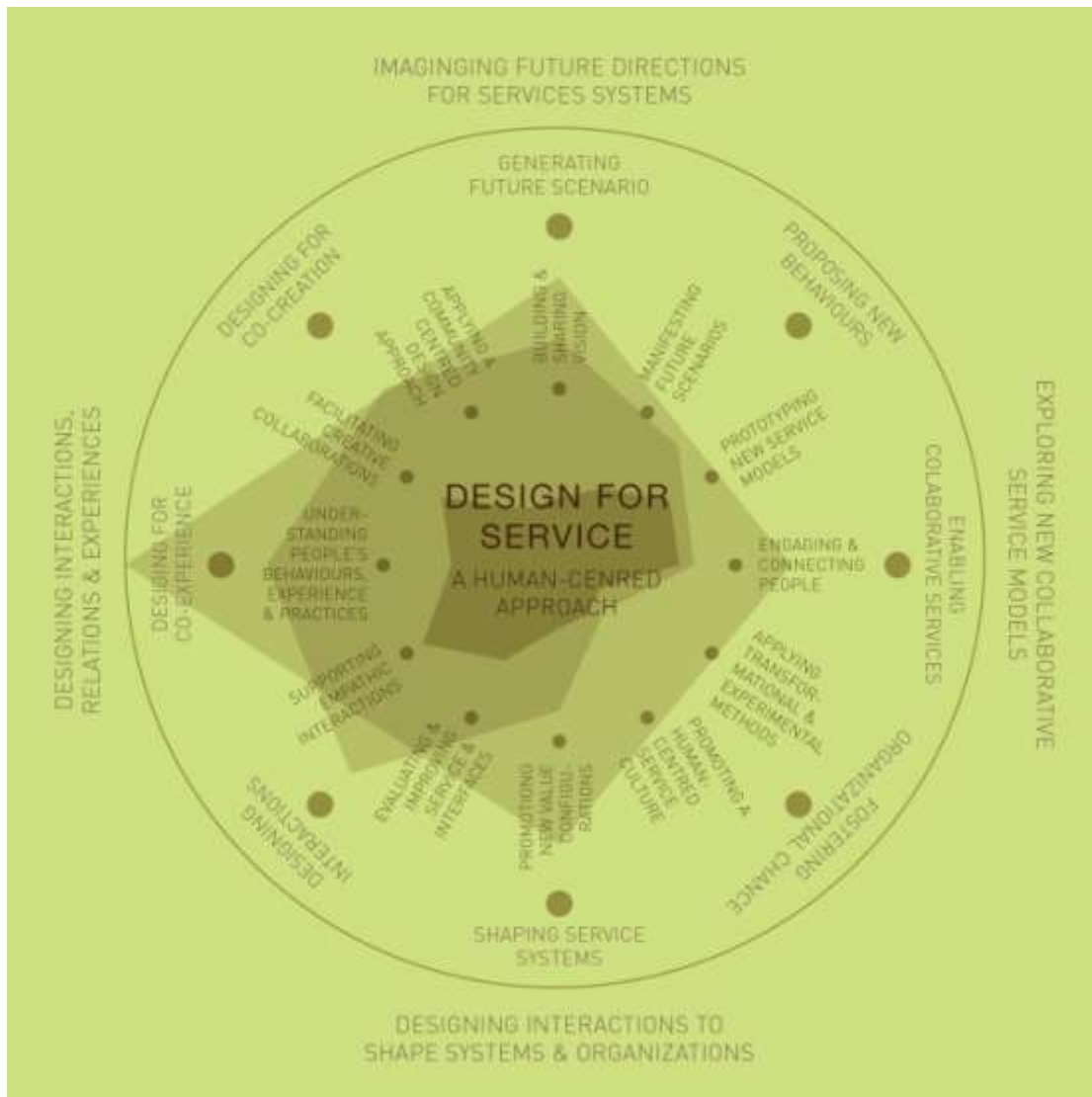


Fig. 3.1
The map of the PSS

the PSS in this paper pays more attention to the Designing Interaction, Relations and Experiences. Design for services can focus on evaluating and designing service interactions, relations and experiences as its main area of intervention. In this area designers aim to design better services by improving and enabling better experiences and supporting more empathic and effective interactions among people and the service system. When designers focus on service experiences, relations and interactions they qualify themselves as experts in improving services by making them more desirable, useful and usable. In so doing they apply existing design theory and practice coming from empathic design (Leonard and Rayport 1997), experience design and interaction design and related applied disciplines such as participatory design, ethnography, and social and cognitive psychology. These disciplines support

designers in their understanding of people's behaviours and practices, of usability issues related to service interactions and of participation and engagement within co-design processes. Most of the tools used in this area support designers in their observation of people and in the collection and visualisation of stories: examples are design documentary, storytelling, video-blog, or user diaries. Some methods, used to visualise and evaluate service interactions, are instead the interpretation of existing tools and concepts coming from service marketing and service operations management; see for example the 'emotional map' or the 'customer journey map' as simplifications and elaborations of a blueprint. (Anna Meroni, Design for Services, 2011, P.207-209)

In a word, according to the map, the PSS in this paper is a open source platform which emphasizes visualization methods and aims to create a beautiful and healthy future to more people.

3.1.1.2 The description of the steps of creating the 12 moulds of how to design PSS of different industries

To better understand the current situation of the PSS all over the world, the author studied 433 successful PSS cases worldwide. Then, it comes to 12 basic industries pss involved in: ART & DESIGN, DAILY USED THING, EDUCATION, ENTERTAINMENT & LEISURE, FASHION & STYLE, HEALTH & WELLBEING, LIFE HACKER, NON PROFIT & GOVERNMENT, BRAND & RETAIL, TRANSPORTATION, TRAVEL, FOOD. After classicifying and studying the operation methods of them, I make the moulds.

To be indicated in advance, to design a complete PSS and make it work, we should not only take PRELIMINARY RESEARCH, PRODUCT AND SERVICE SYSTEM DESIGN, MARKETING AND PROMOTION, SELL AND RETAIL, AFTER SALES into account, but design business model as well. But in this step of designing the almost PSS, what's more, as a non profit PSS, the moulds don't take the material flow, the information flow and the financial flow into account.

In the moulds, the unumber above the name of the industry means the unumber of the cases collected in the industry. The horizontal axis shows the 45 operation methods of the PSS which Will be explained in detail in the following paragraphs, so in the figures, they just be represented by the numbers. The longitudinal axis shows the number of each PSS's application of this approach. The following paragraphs explain the details about the 45 methods, which is the horizontal axis of the mould.

1.The star effect and authority effect

Invite famous character to promote for the brand and activities. Invite the professionals to prove the correction and datas for the company. The famous character can be the real famous people, professionals or the character from virtual world like movie or animation.

2.Show

This is a kind of activity. The more special the topic and the more interesting to attract more people, the better for the success. What's more, grass roots and reality show have been hyped up by the media these years, every common people wants to show himself/herself to the public to explore his/her potential and be a real star. So, this is a hot method. The specific forms are like talent-search show, open recruitment, reality show, make a grassroot famous and so on.

3.Geographical elements and local elements

A lot of industries related to food, public good or travel are involved in geographical elements and local elements. Some of them take the local elements as the brand's features and business advantages.

4.Experience, trial, interactive and self-exploration

Before the consumers really get the product or enjoy the serve, they can try the product or serve and feel the brand's special charm by experience, trial, interactive and self-exploration. The key of the point is to creat a personal experience and understanding, and to create an impressive moment to let the customers love and pursue the brand/product/serve.

5.Application program and toolkit

More and more overwhelming digital products, software and development of the application program become a trend. For example, the app or software and program for Android are growing in popularity. To the similarities of the toolkit with the program is that both of them contains a lot of methods, tools and materials, allows the user to complete their goals expected or planned.

6.Games

They refer not only to the games in reality, but to the vedio games and online games in virtual world as well.

7.Virtual reality

The things did in electronic platform and virtual world can effect the real world, or vice versa. For example, building the virtual community, using the fictitious

currencies and sending the electronic gifts.

8. Democracy psychology and decide on their own psychology

These methods always used on the web. More and more attention paid to the netizen, to let them decide something. Like poll activities, assessment and evaluation activities and so on.

9. Psychology for cheap

The consumers always have this kind of psychology. Whether in reality or on the web, the activities to cater this kind of psychology is still a constant stream. For instance, privilege, discounts, free, and so on.

10. Psychology for competition

People always have this kind of psychology. The activities to cater this kind of psychology is common to see. Like playing games, holding a competition or contest. The winner always can get awards, prizes and bonuses.

11. Psychology for lucky

The relatively small PSS and the company, or short-term promotions will use the activities like lottery to meet this kind of psychology. The advantages are lower cost, attracting more consumers, and the drawback are short-term, no loyalty.

12. Psychology for retrospecting and souveniring

Presenting a commemorative gift, or a meaningful souvenir. Note that the souvenir and gifts here are for free, or they will be derivative products which is involved in another field.

13. Word-of-mouth marketing and viral marketing

These are two similar but different concept. Word-of-mouth marketing means that rapid spread is because of good providing of brand, product or service. Viral marketing, regardless of their reputation is good or bad, rapid spread is because of it's hot or controversial topic. They all often used in social media.

14. Official website

15. SNS belong to the official website

Some brands or companys not only have their own web, but creat SNS in their website as well. So, the topic and content in the SNS is well-directed and to the point.

16. Microblogging and light blog

Now a lot of companys and brands have their own microblogging. It becomes to be the second battlefield of promotion and holding activities. The twitter and weibo(the Chinese twitter) is really hot now.

17.SNS

SNS become very hot with the popularity of facebook. The same with the microblogging, SNS just like the second battlefield of promotion and holding activities for it's low cost. In China, the SNS like RENREN, KAIXIN and DOUBAN are the most popular one.

18.Personal or company's blog

Usually it requires good reputation of the person, or certain attraction theme which can be a series of topics as promotion. Design studios and food related brand will prefer to do this.

19.Locatoin service and LBS website

Some people are are caught up in collecting badge of special place or meaning. LBS becomes to be a choise for the company to launch an activity. And the technology of the location service itself is helpful to some app and some transport service.

20.Mobile platform

With the technical advance, the popularity of iphone, the springing up of app, the mobile platform like mobile phone becomes to be the must have to the young people. They can be online almost everywhere, everytime and be an active participant in the activities on the platform.

21.We-media

The activities based on the SNS, microblogging and other mobile platform can let the others know your state now, meanwhile, let you konw the others as well. It let you be a media of producing electricity. You can @, like, share, forward and comment.

22.Email

Using email to inform and consult people, or send people some infomation.

23.Online shopping, ordering and rental

24.Fans and user cardinal number effect

Some brands, companys and topics are already have tremendous popularity and fans cardinal number. Good using the cardinal number can do promotion better.

25.Public welfare, charity and volunteer activities

26.Use of existing social hot spots

27.Use of existing controversial topic, or to be the controversial topic

28.Emotional elements

Create emotion like surprised, happy, sad for the consumer/user, so that consumers/users feel emotionally connected with the brand or company. Make the consumer/user impressive, and even make them dependency on the brand or company. In addition to the emotional campaign, you can also use flash mob and other emerging way to produce the similar results.

29.Activities with theme

30.Mascot

31.Derivative products, retail, have a physical store and providing a physical venue

32.Using traditional media

Such as magazines, newspapers, advertising, TV programs and so on.

33.User innovation

34.User customization

35.Registering members, registering information and establishing the club

36.Collective wisdom and efforts

Such as cooperation, cross-border cooperation, integration of resources, united capital investment or crowdfunding.

37.Visual impact

Some websites even specifically use the impact of visual, such as Youtube, Flickr, Youku, Tudou, and so on. A lot of brand and company corporate with these website to propoganda to achieve viral marketing.

38.Auditory impact

The same with visual impact, there are some website just for the benefit of the user's ears. Such as Xiami.

39.Providing professional information or providing information search function

Including the recommendation, analysis and comparison of the information.

40.Study group

41.Only target part of the audience at the begining

42.The use of scientific and technological innovation

43.The use of product design and innovation

44.Go among the users and find the needs

Communicate and exchange ideas with the current/potential users, or conduct field investigation and study, to discover the potential demand of people which is

never or rarely found.

45.Enforcement

Some enterprises and government departments are still used it. Today's enforcement may be invisible, undetectable. For example, the gifts received will be printed with the logo of the partners.

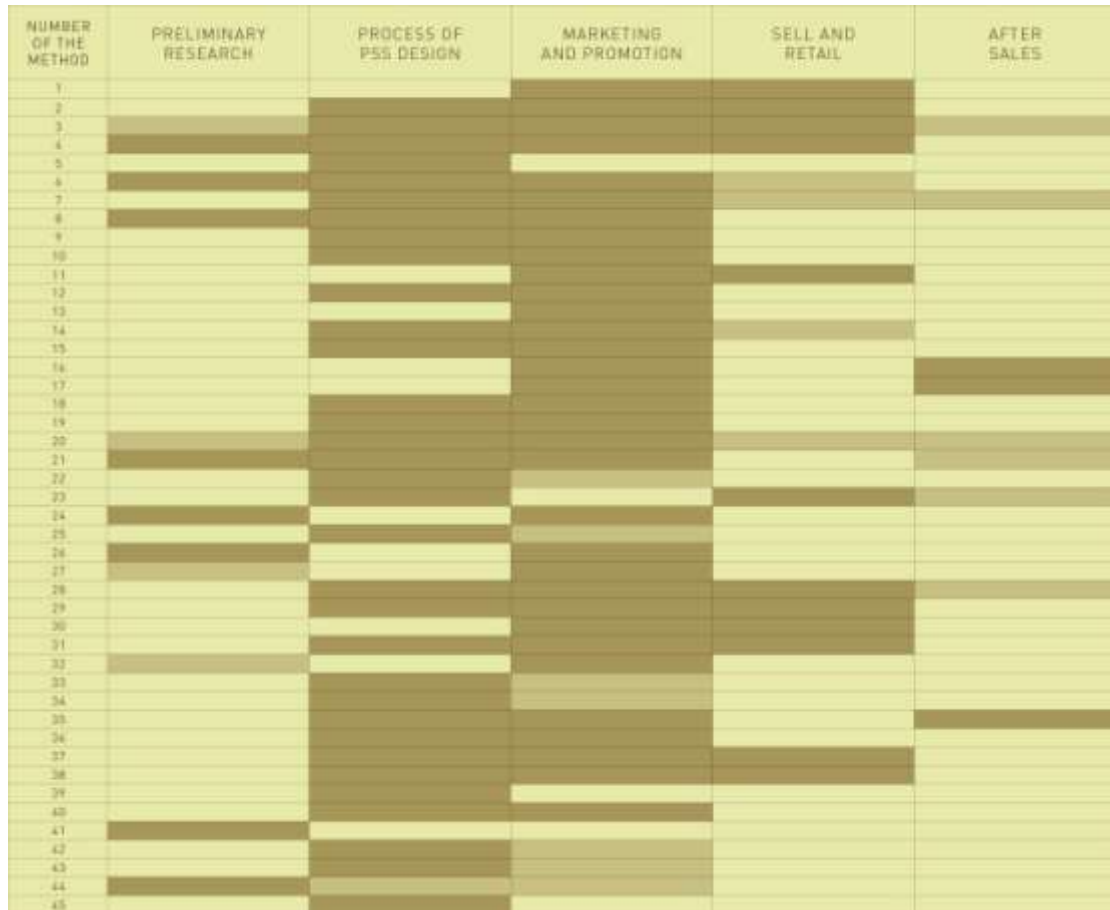


Fig. 3.2.

Methods in different steps of PSS, the lighter color means less possibility to be used in the step

Finally, the author classified these methods (Figure 3.2), to see which method is suitable to which step of process of the PSS.

3.1.1.3 The research of PSS from different industries and the choice direction of the PSS in this paper

The following 12 templates is the methods of how to design PSS from different industries the author did.(Figure 3.3-1 to Figure 3.3-3). According to the PSS the author wants to design, I will pick up the close templates to analyze, research and study. So that I can take their good idea for my own use.



Fig. 3.3-1
 Templates of the methods of how to design PSS from different industries

General analysis of the 12 industries, the author found that the most used methods of each industry is different because of the characteristics of its industry. In addition to a separate analysis based on the template, I also choose the intersection of the twelve graphic analysis (Figure 3.4). We can see that some methods are suitable for almost all industries(the intersection of the red part). I call it GENERAL

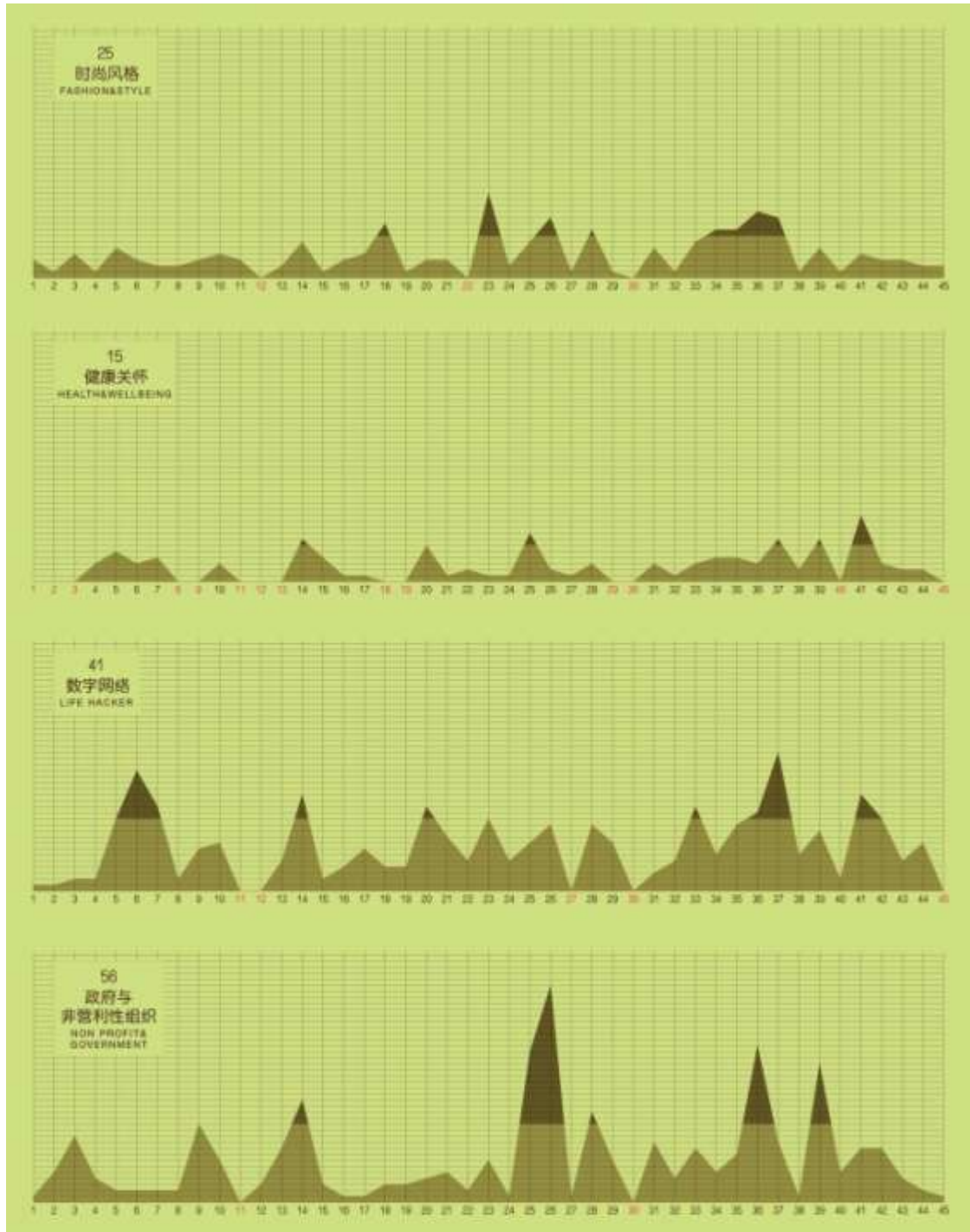


Fig. 3.3-2
 Templates of the methods of how to design PSS from different industries

METHODS, That is, all the intersection of more than half or the average of the most used method.

Thus, there are 6 GENERAL METHODS: 14.Official website. 35.Registering members, registering information and establishing the club. 36.Collective wisdom and efforts. 37.Visual impact. 39.Providing professional information or providing

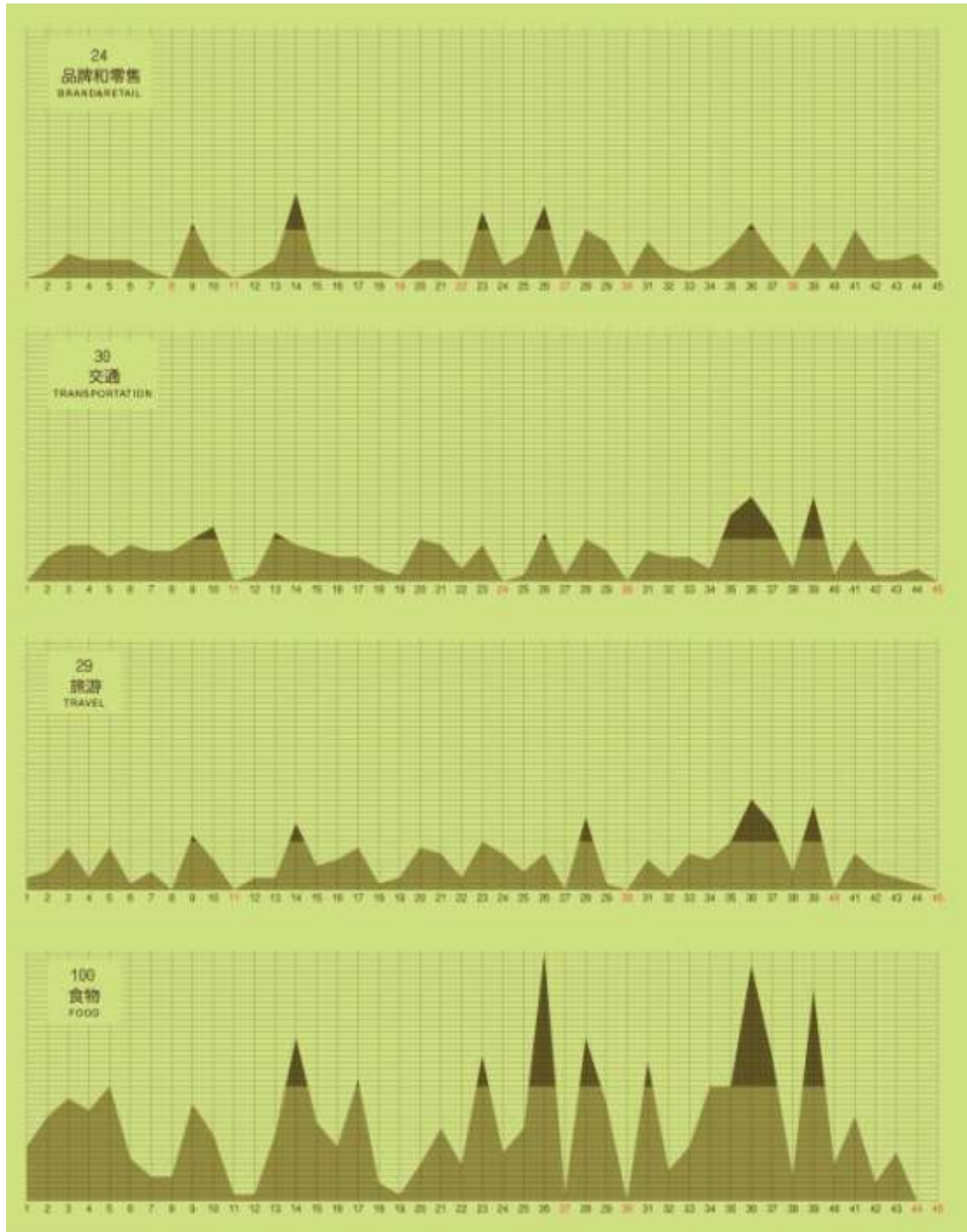


Fig. 3.3-3
 Templates of the methods of how to design PSS from different industries

information search function. 41.Only target part of the audience at the beginning.

Then, to get the most popular methods of the operation of enterprise or system more precisely, the author counted the most popular method of each industry(Figure 3.5) and found 10 hottest methods. Their numbers are: 9, 14, 23, 26, 28, 35, 36, 37, 39 and 41. Including these methods, 36(Collective wisdom and efforts) is used more

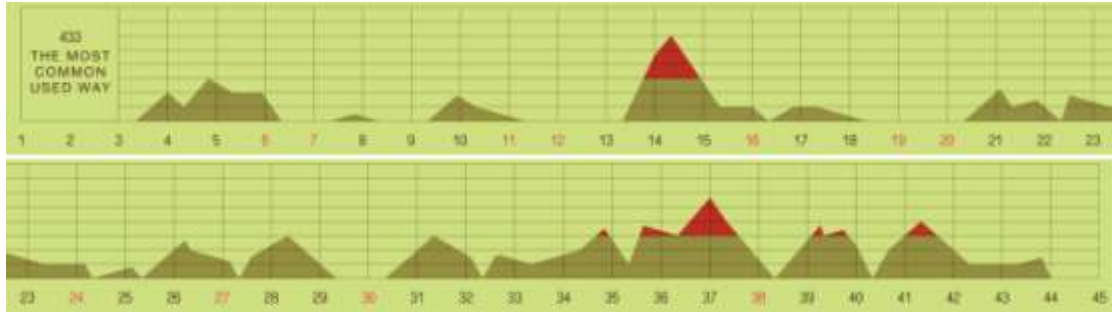


Fig. 3.4
The intersection of the twelve graphic analysis

than half by eleven times in the twelve industries, which used more than one hundred and seventy times. The second one is 37(Visual impact), is used more than half by ten times, which used more than one hundred and thirty six times. The next one is 14(Official website) and 26(Use of existing social hot spots). They all be used more than half by eight times, but to the amount of using, 26(Use of existing social hot spots) is more than 14(Official website).

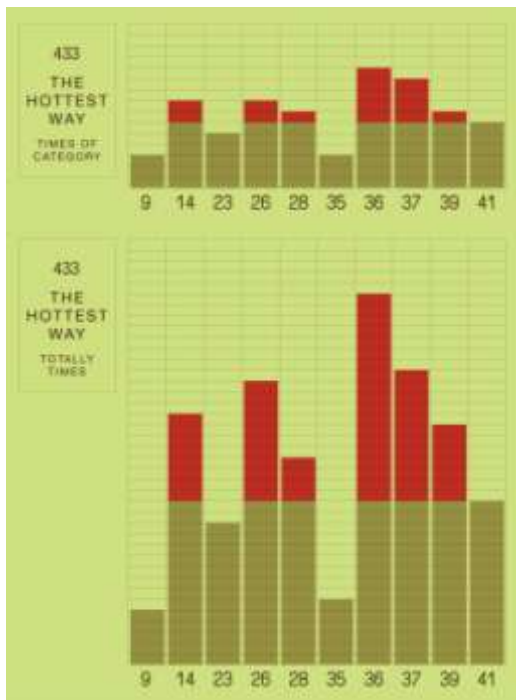


Fig. 3.5
The most popular method of each industry

With the above analytical data, the author has the theory basis to design the PSS now. Because the author wants to create a NEW PSS, which is a children's food education based on the 24 solar terms, in which, the kids can explore the knowledge by themselves. In addition, after clearing the general direction of the PSS in this

paper, the author will focus on turning to the data from following industries: ART & DESIGN, EDUCATION, HEALTH & WELLBEING, NON PROFIT & GOVERNMENT and FOOD.

According to the template, the author focus on the following methods: 6.Games, this method applies especially to the educational industry. The key point is how to find innovation about containing education in amusement. In addition, the game often be coupled with the method of virtual reality, which can better encourage the enthusiasm of the users.14.Official website, one of the GENERAL METHODS. Almost all brands and promotional activities will use the power of internet now. 23.Online shopping, ordering and rental, which applies especially to ART & DESIGN and FOOD industries. Online shopping is fast and convenient, and good UI and GUI help the shopping more interesting. 25.Public welfare, charity and volunteer activities. The author don't want make money from the serve of children and hope that all the Chinese can pay attention to food, diet, health and culture, meanwhile, which can optimize the environment of art and culture. 26.Use of existing social hot spots, also one of the GENERAL METHODS. Food Safety is one of the biggest hot topic of contemporary Chinese society. 28.Emotional elements. People are emotional animals, using emotion to move people can quickly allow brands and activities gather popularity. 31.Derivative products, retail, have a physical store and providing a physical venue. This is also especially for the FOOD and ART & DESIGN industry, because most of the activities in these industries need experience and an entitative site. 36.Collective wisdom and efforts. As a NEW PSS which is open sourced, the power of cooperation is huge. 37.Visual impact, People are visual animals, the visual effects on people can not be underestimated. 39.Providing professional information or providing information search function. Although this is common methods, but for food education, providing information is a very important element. 40.Study group, which is also especially for the industry of EDUCATION. 41.Only target part of the audience at the begining. The user classification is inevitable, and it's hard for a PSS to serve everyone. 43.The use of product design and innovation, which is especially for the industry of ART & DESIGN. It is very difficult to create a very innovative and long term product in the informational age and social age. In the following paper, the author call them MUDOL METHOD.

Of course, design needs creativity, blindly believing the data and templates is not enough. These data can be seen as the creative source of reference and

feasibility. Secondly, these templates have another reference value, that is those methods close to zero using, Such as the use of controversial topics. People rarely think these parts, because of feasibility problem. But they still are source of innovation, still can be regarded as the starting point and the cutting point of inspiration, still can be regarded as the Blue Ocean. In the following paper, the author call them BLUEOCEAN METHOD.

In short, with the approximate direction of the PSS, it's easy to the implementation, innovation and the control of the details.

3.1.2 The purpose of creating the PSS

3.1.2.1 What is twenty-four solar terms?

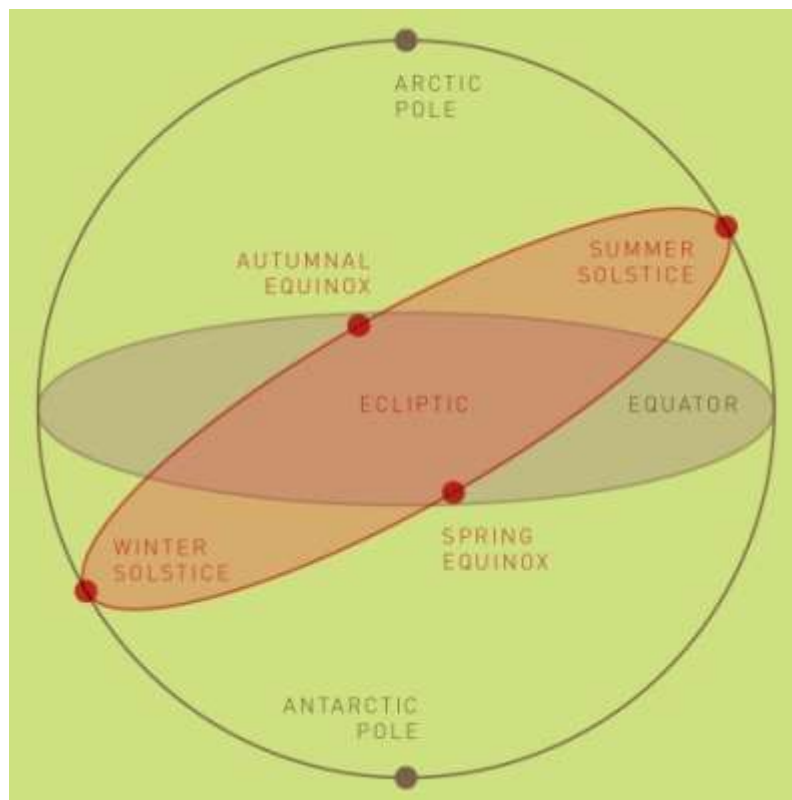


Fig. 3.6
The picture of 24 solar terms

As an ancient country featuring with the farming civilization, Chinese people pay a lot attention to the farming season long time age. So they also be very particular about the twenty-four solar terms and seasonal food. The twenty-four solar terms, according to the location and cause of the sun and the order of the evolution of terrestrial climate, the full year is divided into 24 paragraphs, each separated by

about half month, each section is called a solar terms (Figure 3.6).

Twenty-four solar terms objectively reflect the seasons and climate change situation, which is a sign of the seasonal sequence of phenological changes. The formation and development of them is closely linked with the development of agricultural production in China. A farmer's saying from ZheJiang Province vividly described the characteristics of the relation between twenty-four solar terms and agriculture, such as: in the CLEAR AND BRIGHT, people should be busy growing millet; in GRAIN RAIN, people should be busy growing crops. Later, twenty-four solar terms involved in many activities of sacrifices, religion and parade, which became activities of community or group.

Finally, the twenty-four solar terms turned into an important part of the holiday customs and folk of China. For example: In SPRING BEGINS, people usually HIT THE SPRING CATTLE(a kind of game). In CLEAR AND BRIGHT, people should go to the nature to walk and enjoy the spring, meanwhile, they should honor the dead.(Zhen Yanling, focusing the twenty-four solar terms, 2005, the official website of People's Education Press)

3.1.2.2 Purpose 1: to promote the concept of the twenty-four solar terms and seasonal food

With the advance of human being's science and technology, with the change of people's life style, the concept of the farming season becomes more and more weak. The twenty-four solar terms also have been forgotten by the young people because its huge unnumber, long name and complex calculation method contrasted by the four seasons now generally used. The young people in the city now have adequate supplies and have no need to worry about food and clothing, so they know little about the food in natural state and seasonal food. However, in recent years, with the improving of the people's spiritual civilization, traditional culture gained prominence once again both in the daily life and art & design fields.

So it is reasonable that the traditional diet and traditional way to take care of the health become a hot topic. The twenty four solar terms are also likely to come back. But the traditional diet especially for children is rarely mentioned. However, the fact is that, the traditional diet combines the time, food and human's growing together, which is good to educate the children to let them know the food and health. Now, the introduction of the twenty-four solar terms in the TV or magazine are full of

generalizations but not touch the details about food and solar terms, not place a high value on the relation between the solar terms and folks. So the twenty-four solar terms are not call people's enough attention and curiosity. Some independent designer and college's students and professors noticed the diet and solar terms, but their target is narrow, their design is more for fun and they have not enough promotion, so that their design and concepts are drowned in the torrent of information, socialization and comprehensiveness.

In a word, how to use the twenty-four solar terms to educate the people and let them have good traditional diet is one of the purpose of this PSS.

3.1.2.3 Purpose 2: to create a non-profit PSS to inherit the local culture and folk culture

Building the children's food education service system is not for money, but to inherit the local culture and folk culture by recommend the concept of the good traditional diet to the public.

1. Combine the diet to inherit the local culture and folk culture

As said before, there's a tight relation between the Chinese traditional food diet and local culture and folk culture, but just few people realize this. A lot of folk activities, folk festival and folk eating habits are related to the solar terms. But now few young people and children know these customs and traditions. The author make interviews and questionnaires in the Tian Shan Road Primary School. My target is the teacher and the students from third grade to fifth grade. The questionnaires involved three class and sixty-five students and the next following part will tell the details. The day when questionnaires are being done, is the day of WINTER SOLSTICE, but just eight students konw that, and no one knows what food the day we should eat as tradition. It is clear that people puting the essential food and local culture and folk culture together is meaningful.

2. Combine the education to inherit the local culture and folk culture

We found that production and consumption patterns of the modern industrial is the main reason of working off the Earth resource, ecological damaging and reducing of the cultural diversity. Reflection of the developed countries are embodied in the design education. Specifically, explore the way of diversification, with the premise of nature care and human care, which is lacking in our country and education. The examination-orienting, singleness and passivity of the education in China make no

place for the local culture in education. Therefore, the education including increase in the teaching of local knowledge, content of cultural diversity and looking for the real project is very important. We should know that, the local culture and folklore flow with local knowledge and local skills, which are the most direct and most effective solutions for local production and the local life, meanwhile, they are the concrete manifestation of cultural diversity; they are inexhaustible treasure of cultural inspiration and styles of sustainab, which are basic, broad and endless of use.(Innovation and Design, 2011, the 16th periodicals, P.11-12)

As a student major of art and design and being oversea exchange students, the author can understand the importance and feasibility of inheriting the local culture and folk culture by using the method of education. To develop the love of the hometown, we should start from the children. So the words like hometown and local land can make people feel a sense of belonging and pride; they are willing to know the local culture and folk culture and inherit these kind of cultural roots. As a sophisticated residents of Shanghai, the author has fond feelings for Shanghai and is familiar with the folk and traditional culture of Shanghai. So it's more easy for me to get the infomation and resources. Combining the local culture and folk culture with the children's educaton is a kind of new resolution in China, if the user responds well, the PSS can be a mould of children's education and be expanded to other city and place.

In short, the author wants to use this PSS to:

1. Introducing the concept of twenty-four solar terms, the knowledgr of seasonal food and nutrition and good tradional diet to the children.
2. Calling back the traditional local culture and folk culture and giving them new vivid life to pass on generation to generation.

3.1.3 The characteristics of the PSS in this paper

3.1.3.1 The education with the model of exploring

In the above part of the paper, the author mentioned the present situation of children's education in China. So I want to design a kind of children's education which can let them assimilates knowledge actively and happily. What's more, by this kind of education, they can explore, practice and play by touching the nature and the real society(Figure 3.7). In this self-led process, through the teacher's guiding and advicing, the students find and solve the problem all by themselves, and finally they



Fig. 3.7
What will happened if we just give children some materials
and let them explore the material by themselves?

master the knowledge and life experience. The way they explore and get the knowledge and experience is totally different from the traditional lesson, for they learning not only the knowledge supported to know, but the knowledge even the teachers are not expected as well.

So, the author advocates the education combining the art training, manual training and practice together, in which, the students should be more dominant than the teachers. The teachers should put the knowledge into the exploring and courses consciously, which means they just play the role as a guider and a counsellor. Even the content of the courses is traditional knowledge and concept, the children can be interested to learn and inherit by modern and new methods, but not just accepted passively and inactively which has no sentiment with the knowledge and courses.

3.1.3.2 Open-sourced platform

It is said before that the problems of the culture and spiritual dimension are intangible, difficult to define and having no correct and specific answer. If we can put everyone's heads together and everyone can provide their idea and comments, then, the resources in different fields can be integrated together. We not aim at getting a correct answer and method, but to gether more people together and put them to the topic and activities. To the problems of the culture and spiritual dimension, if they are actively living in the topic and argument of the public, they are meaningful and valuable. So the PSS in this paper not aim at offering a final solution, but offering an open sourced platform and offering the tools and methods of social innovation to make better and more freely communication, exchange and innovation among the people.

3.1.3.3 Create a toolkit of children's food education

Toolkit has been introduced before, which can teach people how to fishing rather than giving people fish. In the design process of the PSS in this paper, the author has already made the 12 moudles of the way how to operating the PSS. The toolkit of children's food education designed in this paper is the collection of possibilities according to the methods of these moudles, brain storming and other methods. The expecting effect is that everyone including teachers, parents and students themselves can choose the methods or activities in the next coming solar term to educate the students or themselves by using the open sourced toolkit. They are supposed to know the knowledge of food, diet and folk activities of this solar term. All the process should be the same to the main objective, that is, students explore by themselves.

Food is a kind of culture and a kind of art because food is the basic element in the life, which is a kind of art itself and has many forms. The toolkit designed in this paper combined the art creation, handmade work, food and folk culture together, to teach children the knowledge by the method of exploring and let the m learn and grow happily.

In the following part, I will introduce some interesting foreign handmade work related to the food(Figure 3.8-Figure 3.10). These work are fabulous artworks showing people's endless innovation, careful life observing and loving for the food and art.



Fig. 3.8
Change the common food to
lovely animal face



Fig. 3.9
Change the common materials to
the shape of foods

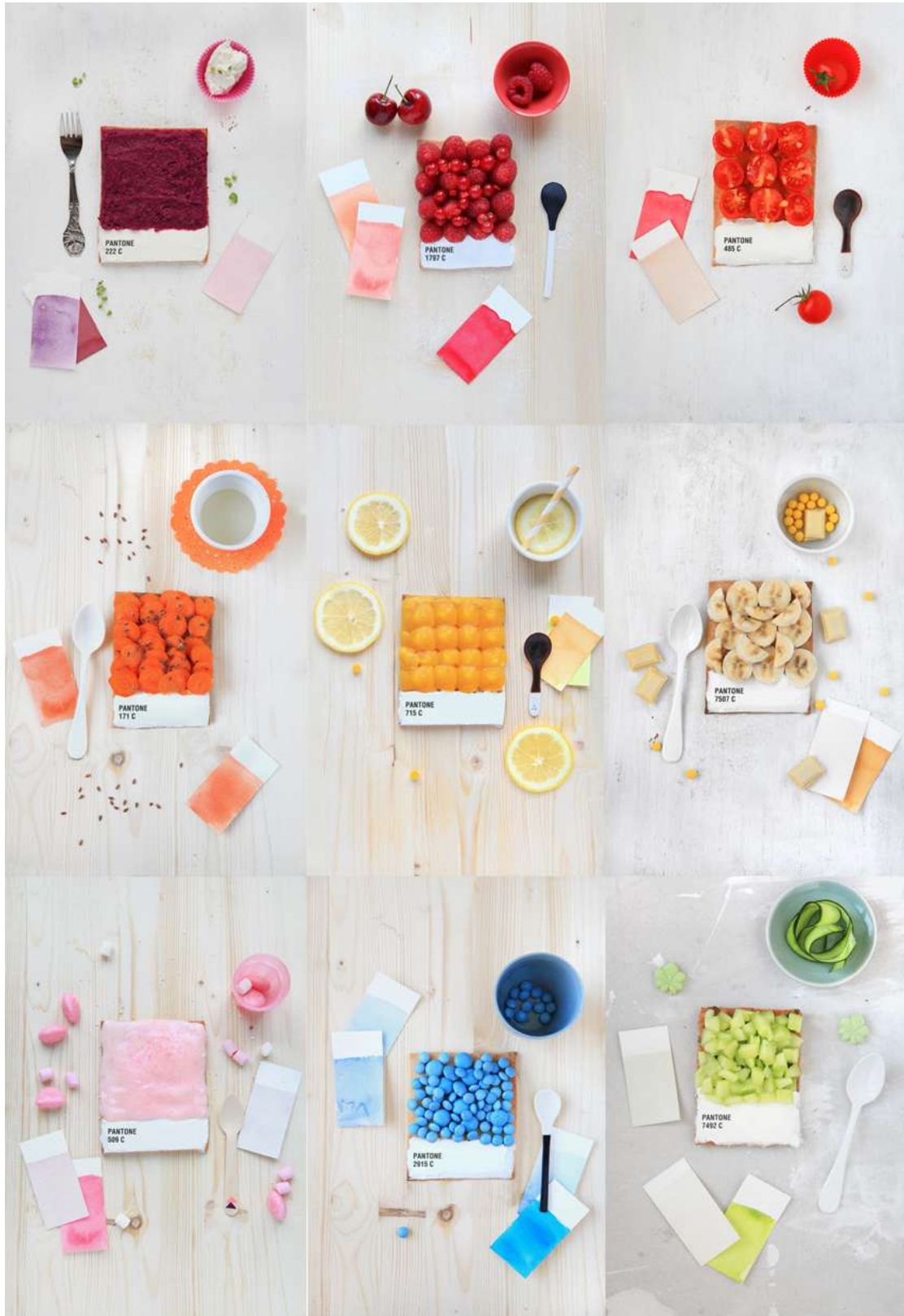


Fig. 3.10
Use the food to show the PANTONE COLOR

3.1.3.4 Show the human and culture care

As mentioned before, lots of PSSs now have some deficiencies and I define the NEW PSS. So, the PSS in this paper has another feature, that is to fulfil people's spiritual needs. With this feature, the PSS can exist for a long time, develop sustainably, suit for the trends of social development and show the human care.

3.2 The targets of the PSS

Since the direction, aim and characteristics of the system are clear, the customers should be the children. But “children” is a very wide concept. Besides, what is special for children is that most of their thinking, behavior, activity and manor of consumption are closed related to those of their parents. Thus those cannot be considered separately. Because this service system relies heavily on the preliminary investigations and strategic managements, it is very important to determine the customers and to categorize them.

According to the above numerous theoretical analysis, questionnaire survey, school interviewing, and major characteristics of the service system, the author divides the customers into the following four parts.

3.2.1 Main target is the pupils from 3 to 5 grades

First, our country does not have a formal children dietary education course. But that is quite mature in Japan. Since we are both Asian, we have great similarities in children's culture, thinking and behavior. So, Japanese courses can be used as a reference. In Japan, the dietary education course begins from the first grade.

So, the author determines the pupils as the major customers of the service system. Then, the author paid visit to Tian-Shan Rd. Primary School, and made interview and questionnaire survey to the teachers and students there.

3.2.1.1 The interview to the teachers from elementary school

Most of the teachers believe that it does not make sense for the dietary education to children because currently the food provided by the canteens is good and no snacks for children. When asked that if anti-season food can be excluded from the lunch provided by school canteens, teachers seemed to be surprising. They believed that it was not necessary to provide only seasonal food because by doing so

would increase the cost and nowadays all food on market are anti-seasonal. As for the dietary culture mentioned by the author, many young teachers didn't know by themselves. But they believed that such a culture related dietary course will not gather enough attentions because there would be no exams and thus no parents and the school would take care of that.

So, it seems that people don't need such kind of course. But this is the problem. It is true that we don't need examinations on dietary and culture, and no need to keep those in mind. But dietary and culture are related to people's lives, growing up and spiritual civilization. Because most people don't consider those seriously, many children are suffer from obesity and mul-nutrition, and many chronic diseases becoming younger in average age. These phenomena are closely related to false habits at the young ages. As for the commonly mentioned culture desert phenomenon, it can also be relieved if our children are fond of traditional culture, and have faith in carrying these culture legacies.

At last, I showed the teachers my questionnaire sheets to the pupils from the first grade to the fifth grade for their opinions. Many teachers thought that these questions involved in many Chinese characters, culture and connection problems, and would be very difficult for senior pupils. Finally, the teachers recommend the third grade and above pupils as the objects of my survey. This is the reason I made my decision that the customers are the third to fifth grade pupils. My reasoning is that, they can understand the concept of dietary and culture and ready to carry. My course fits for children's nature of exploration and game. My booklet is such made that they can understand, and make graffiti on it, and the activities required on the innovative, practical classes are within their capabilities without too much burden.

3.2.1.2 The questionnaires to the pupils from 3 to 5 grades

Due to the limitation of resources and time, I have made questionnaire surveys to 65 pupils in TianShan Rd. Primary school, belonging to three classes from the third to fifth grades. The procedure and results are very interesting, and have reference value. The questionnaire surveys (Fig3.11-3.14) are listed below.

My object was to see that how pupils make their innovations without hint. I showed them a colored picture of potatoes and asked them what they had seen and what could be done. First, I wanted to see how many pupils could find functions

1

你的名字: _____

你是: 男生 女生

1 

1. 第一张图上的是什么? _____

2. 你爱吃吗? _____

3. 这能用来做什么? _____

2 

1. 第二张图上的是什么花? _____

2. 你还认识什么花? _____

3 

1. 第三张图上的是什么? _____

2. 你爱吃吗? _____

你平时喜欢吃什么?

平时家里谁做菜? 爸爸 妈妈 爷爷奶奶 外公外婆 其他人? _____

Te做的菜好吃吗? 喜欢 一般 不喜欢 我要详细说说 _____

你看过Te做菜吗? 经常 偶尔 从来不 我要详细说说 _____

Fig. 3.11
The questionnaire 01

你自己做过菜吗？ 经常 偶尔 从来不 我要详细说说 _____

你去过菜市场吗？ 经常 偶尔 从来不 我要详细说说 _____

知道家里的冰箱里面都有些什么吗？哪些你会自己拿来吃的？

家里的零食盒里总是有些什么？你喜欢吃哪些？



喜欢在家里吃饭还是去外面？ 家里 在外面

在家吃一顿晚饭一般多久？ _____

家里吃饭会聊天吗？

经常 偶尔

很少聊 我要仔细说说 _____

如果出去吃东西的话，喜欢去哪里？会去吃什么？

喜欢学校提供的午饭吗？最喜欢学校什么菜？最不喜欢什么菜？为什么？

Fig. 3.12
The questionnaire 02

一年四季都有特色的食物和节日，你知道吗？你家里这些季节都会吃什么呢？（连线题）

汤圆	七巧节	春	酸梅汤
青团	元宵节	夏	马兰头
白果	中秋节	秋	羊肉
月饼	清明节	冬	大闸蟹



你还知道有哪些节日？他们有什么特色美食？（菜肴和小吃都可以）

你知道上海的特色美食吗？（菜肴和小吃都可以）

你知道上海一些老字号的餐馆和小吃店吗？

你知道今天是什么节日吗？这个节日应该吃什么作为庆祝？

Fig. 3.13
The questionnaire 03

你饿了的话，是自己决定吃什么，还是问爸爸妈妈，让他们决定你吃什么？

烤肉串、臭豆腐什么的都好香，你会买路边摊上的小吃吗？为什么？

要是开一门课，专门讲吃的东西，并且和这些问题有关，你有兴趣吗？要是这门课没有考试呢？

以下这些活动：美术课，手工课，下田干活。你最喜欢哪个？还是都喜欢？

以下这些卡通角色：小丸子，哆啦a梦，蜡笔小新。你最喜欢哪个？还是都喜欢？
要是都不喜欢，你还有别的喜欢的卡通人物吗？



Fig. 3.14
The questionnaire 04

other than eaten. Second, I wanted to learn whether the pupils could cook or buy food with their parents, and also learn their knowledge about the outlook, characteristics of the food. Third, I developed connection problems to learn their knowledge about the connections between dietary and season, dietary and festivals. Fourth, I wanted to learn their knowledge about Shanghai traditional food and to see what are the Shanghai cuisines in their mind. Fifth, I wanted to learn how they took interesting in the dietary course, and what are their favorite activities. Sixth, I wanted to know what are their favorite cartoons, and who would become their idols. More specifically, they can choose among lovely sakuramomoko, smart Doraemon, and wacky Crayon. They could also write down their favorite cartoon characters, except for those three.

The results were very interesting and some of them are within my prediction but others are not. These made me more closer to the children. I found that not many pupils like hamburger and French fries. Some of the pupils said "Don't eat too much fried food". Only 22% were not satisfied with the food provided by the school, thinking it too salty or too greasy. Only 8% of the pupils select fast food when eating outside. But it is worrying that 26% select sweet soft drink or sodas which are full of sugars and many pigments. Recently there are reports that drinking too much soft drink can have some effect on children's intelligence. **On the other hand, no one can point out that what should be eaten on the day of Winter Solstice. This undoubtedly strengthened my determination of dietary education for children.**

Interestingly, when asked if they are interested in a new dietary course? Approximately 37% of students raised their hands, but when I said that this course does not require examination and many activities, 66% of the students raised their hands, and accompanied by the unanimous applause of the boys and girls. One can see that, the habit of the children may not be easy to form or trained. That depends on the talent and insistence, but the children's points of interest is very easy to train, because they themselves are very extensive. Therefore, if we can provide the right opportunities and the correct forms, curiosity and recreational heart can make them actively, passionately interested in exploring.

Below is some important visualized summaries of the result (Fig3.15-3.18).

(Note: Reds are the positive answers, purples are the negative answers, coffee colored are the neutral answers)

In the three typical cartoon characters, most children like Crayon, because he is not a perfect child in the eyes of parents and teachers. He has many small bad habits and bad ideas other children also have. But this is close to children's thinking. Except the three, their own favorite is Conan. So, children greatly worship for those smart and having authoritative knowledge. This can be seen from that the serial is still hot after ten years of broadcasting. The kids always want to accomplish one thing alone like adults, and have no restrictions in having their own style and be proud of this.

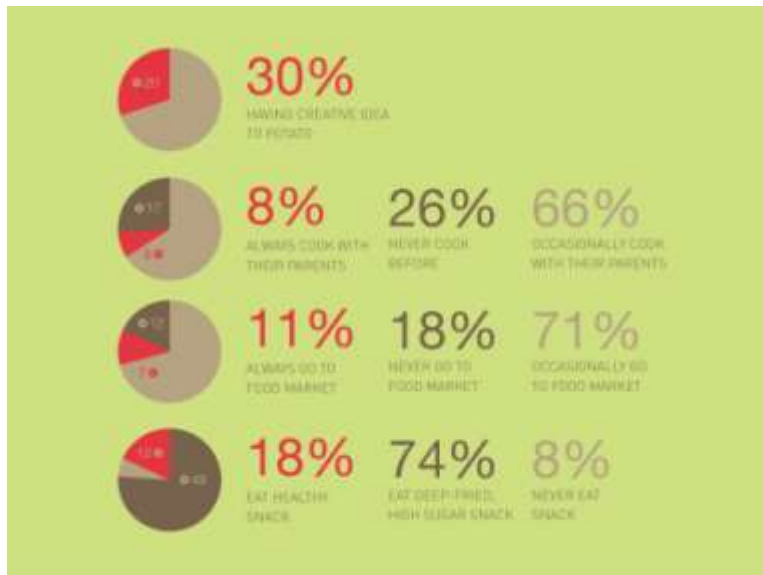


Fig. 3.15
Visualizaion information 01



Fig. 3.16
Visualizaion information 02



Fig. 3.17
Visualizaion information 03



Fig. 3.18
Visualizaion information 04

3.2.2 The parents and old families of the students

Just as what “Mom Cai” does, besides school, our service system deems family as a more important place for study, especially for the lifestyle topic as food education. As a consequence, the proposed service system will include actions of the parents and senior parents.

The parents, to a large extent, determine what and how are the children fed and how much they are fed. Therefore, whether they realize it or not, the parents are the first teachers for the children’s food education class. And naturally, the parents are audiences of the discussed food education service. This author hopes that the parents to act as cooperators and home teachers; to understand and learn the food and folklore knowledge based on the periodically distributed pamphlets; to collaborate with the discussed service system, to guide the children towards better eating habits; to participate the discovery classes and the pamphlet lectures; and to induce, educate and encourage their children.

Data indicate that one third of the elder people in Britain feel lonely. The lonely feelings can be cause by retiring, the children are busy, and the lack of communications with the younger generation. The Chinese elder people are luckier on this aspect because the senior ones are to be respected in the traditional culture of China. Besides, the traditional and widely held concept of “people connections” makes elder people easier to make friends and form communities. I have always the admiration of my classmates abroad towards the happy and wonderful life of the seniors in China. In fact, the elder people can be involved in all kinds of activities such as various exercises in parks and on public squares. And we can see many of them are so happy while playing chess, practicing calligraphy, singing, dancing and playing with their dogs. However, compared with this “self-entertaining”, to do some more capable jobs and prove their value to others can make the elder people even happier. We have to realize the fact that eld people are the plenty “human resources” and they often have the most valuable thing, i.e. time. (Hilary Cottam, only the lonely, 2009, P.3). More importantly, some of them have broad knowledge, excellent skills and rich memories. And the elder people have a lot to offer to the labor market in the area of education and learning (Hilary Cottam, only the lonely, 2009, P.6) . In our service system, elder people will be the communicator of traditional and folk cultures, so as to inherit the best and memorable food culture, folk custom and even

skills in Shanghai. Hang Jian, in his book “home design”, mentioned a story that the best painter in his town, before passing away, regretted for not having disciples and would bring all his skills into the coffin. The author once dine at an old and famous restaurant in Shanghai, an uncle at about 50 sitting beside, while eating his signboard rice bowl, complained about he would never find the old taste.

ShenLujia, in his book “old taste of Shanghai”, argued that when the living conditions were bad, both families and restaurant put more attentions in cooking, from raw materials preparation, ingredients, production to seasoning. Now in an industrious time, more kinds of food are available yet without being delicious as before. So what exactly is the “old taste”? Maybe the elder people usually do not have time to tell the younger generations in detail. The discussed service system will provide a platform for people who have stories and skills about food culture and folk custom to exhibit and exercise as well as communicate with their children and grandchildren. The seniors, with their plenty knowledge and experience, are always our teachers to learn from.

The young parents in Shanghai are always busy, so the children are usually brought up by their grandparents. So we can never overlook the role of elder people in children’s education. The children can have suitable learning conditions only if we can put the parents and grandparents as our audience and prepare themselves with the right idea about food culture and folk knowledge.

3.2.3 Cooperative elementary school

The facilities provided by volunteers and our system are not enough for the sake of learning and propaganda.

1. Elementary school

We will cooperate with primary schools in order to find stable educational resources. This will attract more students, parents and other people. Collaboration with school can also bring target student so as to serve our system better. Since the eating habit need a long time to form and the related culture also needs cultivation, with schools as our long-term cooperators and have the target students, we can prove ourselves through the testing of time. Meanwhile, we can also evolve and improve ourselves along the way. The cooperation with primary schools is ensure the education quality and to make the education mandatory for some children and family as well as producing some social influences.

2. University

The community volunteers vary much in their availability and capability. The cooperation with colleges broadens the resources and guarantees the quantity and quality of the volunteers. On the other hand, teaching and learning can be mutual and the college students and the teachers can find spiritual inspirations through educating the primary school students in the everlasting topic of food culture and folk traditions.

As a summary, in our service system, we pay enough attention to resources integration. We gather people with different careers and from different platforms together towards the same goal to make our life and society better.

3.2.4 All the nations

This section is an outlook of the author about the discussed service system. I hope that after making good impression and receiving positive feedback, the discussed service system can enter the current education system and becoming the standard lesson for every child, just the food education in Japan. Note that those lessons emphasize on the popularization of the food culture and folk tradition, as well as the inspiration of the children's creativity, yet without any academic pressure and rigid requirements. Once being in the current education system, the service system is expected to extend to the whole country from Shanghai, contributing to different educational modes and contents at the same high level for all major cities. And by then, the targets of the system will be the whole national citizens.

3.3 Successful cases related

After decided the purpose, features and targets and researched 433 PSS cases, the author collected some cases that very closely to my own one as the references to develop the PSS of my own.

3.3.1 The real show of Jamie Oliver: FOOD REVOLUTION

With the popularity of locavorism and slow food movement, as a famous chef from UK, Jamie Oliver came to USA and launched a food revolution. He wanted to change the unhealthy diet of Americans so that everyone can eat delicious and

healthy food. After analysing the data, he chose one of the most unhealthy diet towns---Huntington, and put himself as the main actor of a real show---FOOD REVOLUTION. By the show, he recorded the local people's diet habit and current situation, what's more, he also shown us the strong crash between the old and unhealthy diet habit of the local people and his new idea of food and diet. Thanks to the real show, he was the winner of 62nd Emmy Awards REALITY SERIES.

The author put all the elements from FOOD REVOLUTION into the 12 models to see what happened. Finally, find the most common method Jamie Oliver used.

3.3.1.1 Enforcement

Jamie Oliver doesn't stick at trifles and has his own style to handle the matters. He is exceptionally vigorous in work and will be the equal of his word. So, he has lots cases with enforcement.

For example, the first day he came to one of the elementary school in Huntington and found that all the food offered to the pupils were made by five old ladies, he shocked. To the highest efficiency, these ladies filled the freezer with frozen chicken pieces. The next morning, no discussion with anyone, Jamie Oliver thrown all the frozen food and bought fresh chicken and vegetables. Another example is: he always says that sweet milk is full of sugar and additions, which are bad to the health. So, he told the school to offer pupils fresh milk. But when he came back to see what happened and found the school still offered these students the milk with strawberry flavour and chocolate flavour just because the students preferred the sweet one. He came directly to the driver who delivered the milk to the school and told him the school wouldn't order the sweet milk anymore.

Of course, he really shown his passion to the health of the kids. But as a method, enforcement can not last long. Jamie also got a lot of objections: in 2006, a group of parents protested for Jamie's style lunch, whose rule is the whole students in the school must eat three vegetables and two fruits as their lunch. Some parents thought their children have the right to choose their food and sent the fast food to the students in the school. It's no doubt that with a good starting point, but the method is also important especially to the children's education to prevent the opposite effect.

3.3.1.2 Emotional elements with visual surprise

Jamie is a man of action and a good speaker to incite people's emotion. He always visualize the quantity to surprise people and leave deep impression. For example, he put all the food for one week together from an obesity family(Fig. 3.19), and let them to see how much oil and sugar they ate per week. Another example is that, he gathered together the students, their parents and teachers, and put all the food the students would eat in this week offered by the school to a big container: hamburgers, french fries, chocolate, sweet milk and even a van of frozen chicken pieces. Then the container became really disgusting. People screamed out: what we let the children eat!



Fig. 3.19
All the food for one week in an obesity family

The last but not least example, also the most successful ceas is the flash mob launched by Jamie in the real show. He chose a public road of a college as his performance's place and suddenly, the quiet road appeared a group of people look like college students started to sing and dance with different kitchen ware, meanwhile, they also really cooked something simple and healthy. The performance attracted more than 10,000 people to attend his public lecture in his restaurant.

3.3.1.3 The star effect and authority effect

Jamie went to meet a local renowned pastor and was asked to see the coffin for the obesity, whose size is tripled than the ordinary one. The pastor said he was worried about the diet problem, because more and more people die for obesity and most of them cannot be put inside the coffin.

What's more, Jamie has good relationship with some A-listers. And he asked these famous people to make viral video for his food revolution and the effect was great.

3.3.2The natural agriculture is popuar in Chong Ming

Because of the food safty problem, people come to realize that they neglect the

diet and food before. So, the first trend it brings is the organic food, and then is the natural land. The Chongming Island of Shanghai is an precious plot for natural agriculture which has not been completely exploited for the commercial using. Surrounded by nature reserve(NR), The Chongming Island enjoys the favourably endowed geographical condition. So, the place becomes to be a dream land for some designers, some nature loveing people and some new farmers.

For example, Lao Jia(Mr. Jia), a supporter of natural agriculture, he got suspicious on the ordinary agriculture when he smelt the strong odour of the pesticide after he buying a field land and being want to grow something firstly. He questioned the safty of the agriculture with pesticide and the advantage of this kind of produce. He asked himself, do human beings surpass the nature or go to an dead end when we need so much unnatural things to protect the natural food?(Lao Jia, Why I choose to be a farmer, 2010).

So he started to find more green and more healthy technology of agriculture. At his point of view, the natural agriculture is the method most highly depending on the nature. So, he will never use any pesticide or even organic fertilizer in his fields. He thinks that the agriculture not shows the technology but an attitude of the farmer, that is, agriculture is the harmonious combination of weather, people and the earth(The new farmers in Chongming Island, 17756.cn, 2012).



Fig. 3.20
People can cook and work in Tony's Farm

Another example is the Tony's Farm with low-carbon technology in The Chongming Island. This is the first demonstration project of low-carbon agriculture launched by the goveronment of Shanghai and the Ministry of Science and Technology. They introduced advanced technology of low-carbon and organic agriculture to the base of Chongming Island(Liu Yilin , Chongming County will become the first demonstrative base in the city with low carbon and organic agriculture in China, eastday.com, 2011). Tony's Farm thinks the change of technology and the higher quality of the service can meet the citizen in Shanghai better and meanwhile,

can promote the peasant incomes of the farmers in Chongming. Now, Tony's Farm has already become to be the biggest base of organic vegetables in Shanghai. They even created a new model of service in Shanghai called FROM THE FIELD TO THE TABLE(Yu Haiyan and Zhou Junfeng, The first low carbon and organic agriculture base in Chongming Island, Daily News, 2011). The Agricultural Garden of Tony's Farm is shown as the Fig. 3.20.

3.3.3 Children's workshop place in PUAL KLEE MUSEUM



Fig. 3.21
The shape of the outline of
PUAL KLEE MUSEUM

The Zentrum Paul Klee(PUAL KLEE MUSEUM) is built in the suburb in Bern. The daughter-in-law of PUAL KLEE donated 690 pieces of his works to the government of Bern in 1997. In 1998, the government of Bern decided to cooperate with the famous architect, Renzo Piano, to build a museum in the north suburb in Bern, and it was finished in 2005(Fig. 3.21). The beautiful outline of the building looks like three waves, which is integrated into the landscape around very well. The interesting shape also becomes to be the

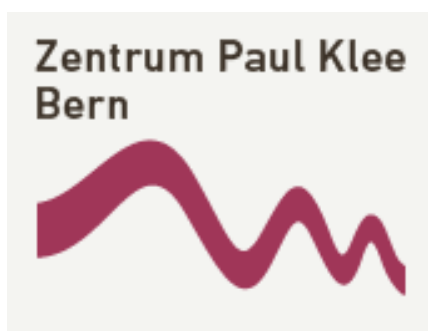


Fig. 3.22
The logo of PUAL KLEE MUSEUM

inspiration of the logo of the museum(Fig. 3.22).

The most impressive part of the museum for me is not only the wonderful art works, but the children's workshop place on the ground floor. It offers children enough space, materials and equipments to create their own art works. If you

registered on the website of the museum, you can come with your children to attend the workshop here. The special workshop and activities will be shown on the web calendar. The museum will invite artists, experts or studios to launch these special workshop with some themes(Fig. 3.23).

This place is really the heaven of imagination and creation for the children. Some of their works will also be chosen to display in the museum in the same way of PUAL KLEE's work. This is a kind of enlightenment for us that, children should be treated the same as the adults. If they have good works, it is needed to be respected and displayed. This method no doubt encourages children's passion to the art and creation.



Fig. 3.23
Children can enjoy their
imagination and creation here with
the offering materials and spaces

3.3.4 Contest chooses apps to help fight childhood obesity

The number of obesity people tripled in the last 30 years, which means our next generation won't live long as this generation. This point of view also mentioned by Jamie Oliver in his TED speech. The app contest held by USA is called Healthy Kids(Fig. 3.24), which was a part of the movement: Let's Move!, which is held by First Lady, Michel. The purpose of the contest is to keep children away from the obesity.



Fig. 3.24
The homepage of the Healthy Kids

The contest hoped the app developers, game developers and other designers can create interesting and interactive software or games, to spread the good and healthy diet concept to the children. The professional judges are from big companies like Apple, Google, etc.

Diet becomes to be a big problem bothering people a lot. In America, the popular fast food industries caused obesity and related illness. While, in Europe, the Fashion industry caused the trends to lose weight and related social problems. So, health and diet are always be the topic of people's life. The different solutions in different countries and areas can be good references to my own PSS design. If they are successful and be suitable to local situation, the author will try to learn from it. If they are not so satisfied, the author will try to evade these situation.

4 The developing of the PSS

In the above parts, the author has already analyse the environment and background in the society and economy now. The direction, aim, feature and the targets of the PSS are decided, which is the generating of PSS. Then, the author should start to develop and complete the PSS.

The steps of the developing are: 1. do the moodboard. 2. design the name, logo and whole VI. 3. do the storyboard. 4. do the touch point. 5. do the pffering map. 6. do the system map. 7.do the business model. 8. do the toolkit. 9. prototype the toolkit of one certain solar term. 10. design the textbook. 11. do the promotion.

4.1 The MOODBOARD of the PSS

4.1.1 The definition of the MOODBOARD



Fig. 4.1
The moodboards showing the vintage style and the collage style designed by the author

A mood board is a visual composition of pictures and materials that propose an atmosphere by giving the generic perception of it. It helps in the elicitation of some values the service has that are difficult to be described by words. The use of a visual representation fixes univocally the perception of the service inside the team (www.servicedesigntools.org). The following picture is the moodboard of two directions of a fashion design the author did before (Figure 4.1).

4.1.2 The MOODBOARD of the PSS



Fig. 4.2
The moodboard of the PSS

The feature and the aim of the PSS are that children according to the guide of the teacher, parents, professionals and volunteers, know the healthy diet concept and folk culture based on the twenty-four solar terms actively and creatively by the self-oriented exploring. The food education includes three kind of class: exploring class, book class and handiwork class. So, the moodboard of the PSS showed in the following picture(Fig. 4.2). The keywords of it are happily, freely and spontaneously enjoying the process of learning and teaching. The students use their eyes, hands, eras, hearts and all they can use to record, to learn, to feel and to express.

4.2 Brand strategy and VI design

4.2.1 Why set up brand image?



Fig. 4.3
The commercial of Johnson & Johnson:
LIVE FOR LOVE

The brand is psychological, physiological and special mix of perfection of positive feeling and comment on a particular thing from the target consumer and the public as well. The brand we talk about in marketing, in narrow sense, means the commercial brand. That is the special mix of positive feeling and comment on a particular commercial character including products, trademarks, entrepreneurs and four types of commercial character of the corporate(Lan Xiaohua, BRAND MANAGEMENT, Peking University Press). Good brand let the consumers have fondness and loyalty for the brand and good brand attracts a fanatical following among the consumers. For example, the commercial for brand image of Johnson & Johnson, LIVE FOR LOVE, didn't show their products, but expressed their concept of brand by emotional and visual means. The commercial displayed their care of mother, infant and children especially in remote areas. At that time the commercial was playing, it touched many people especially for the theme song and lyrics: There will be a rainbow in the sky in the future. A small bird fly over the rainbow, so I also should go ahead. This commercial let the consumers love Johnson & Johnson more.

But, as a non-profit PSS, the aim at building the brand is to attract more elites in different fields to join in. So, more and more children and their families can make contributions to healthy diet, good conception of education and spreading and developing the folk culture actively and happily.

4.2.2 Define the name of the PSS: HAO SHI SHI HAO(好食时好)

As the saying goes, everything is difficult at the beginning. People always think that, if a project starts, whatever the difficulties and obstacles, it will have a good result by hanging in. The same to build the brand, having a good name is the first step of success and key point of creating the value of the brand. The author thinks that, a good name of a brand should show the main value of the brand and the main content of the brand and meeting the target consumer's sense of beauty and their needs.

For example, as P & G's washing-power, the high-end brand is called Ariel(the blue waves), meanwhile, the brand for the common consumer is called Tide(elimination of stains). It is clear that their chinese name is specially for the different target consumers.

The main part of the PSS in this paper is children's food education, which is based on the traditional chinese twenty-four solar terms. The main concept I want to

convey is to let the children know what time to eat what is the most healthy, tasty and eco friendly. As the chinese old famous saying: do not eat when the time is not right, with the same meaning but more positive and more easy for the children to understand, read and remember is the name of the PSS: HAO SHI SHI HAO, which in chinese means: right time to eat right, and this sentence is the slogan of HAO SHI SHI HAO.

4.2.3 VI design of HAO SHI SHI HAO

CIS means Corporate Identity System, and the specific components of CIS including MI, BI and VI. Eighty-three percent of the external information perceived by the people is through the visual channel to reach people's minds. It can say that VI is the most powerful part of propagation force and infectious force of CIS. The logo, standard word and standard color are the main part of the VI design, which change the abstract concept of corporate philosophy, corporate culture, service contents and enterprise specification to the specific memory and recognizable image of the symbol. So, that forms the exclusive brand images.

(<http://baike.baidu.com/view/60932.html>)

From the above parts, we know that logo and it's way of application is one of the most important part in VI design. The evolution of the logo and final logo of HAO SHI SHI HAO are as shown in the following pictures(Figure 4.4-Figure 4.7). The inspiration of the logo is the smiling face of the child and the opening mouth of the child. The author wants to make the logo simple but infectious. The face are uncomplete because the traditional chinese painting pays attention to the white space. The logo and slogan of HAO SHI SHI HAO are handwriting, which underlines the practical ability in the education process. The circles in the logo are also drawn by hands, so they are not complete round shape, which better indicates the lovely characteristic of the children. When it is needed, beside the logo, there can be a small circle to show the current solar term.

The standard color of HAO SHI SHI HAO are all from the natural food. The Standard word using the font seems to be lovely, simple and looks like being wrote by students. The supporting graphics are three short lines, which are always used in manga to catch the notice, and the circles. The icon using round lines and one color to express the simple concept, which is easy to understand and remember. The icons are mainly used in the toolkit, but also can be used on the web or other places.



Fig. 4.4
The logo's evolution

HAO SHI SHI HAO lays stress on cultivating the manipulative ability and the creative ability. The student will learn to draw, cut the paper, sculpture something or



Fig. 4.5
The standard VI

cook. The author using real pictures of the food and add different logo's face on the pictures to create lots of different character which is lovely, surprised or amusing. Print these faces on the apron, T-shirt or books to be a spur to children's imagination and creation.

The author thinks the simpler the better, which is especially suitable for the children. Too many elements and visual disturbances are not good to children's memory of the brand image. The name card and the student's card just show the logo and standard color as decoration in the front part. On the back part of the card,



Fig. 4.6
VI application 1

there is a picture of the student/staff and his/her basic information. The interesting point is there is half logo face in the back part as decoration, but, for example, if two students are good friends, they can apply for two cards which can be pieced together to show a complete face in advance.

As the law goes: the simpler the better, the homepage of the official website(Figure 4.8), which is flash website, will use the picture of featuring food in the current solar term as the background to suit the occasion. The logo is on the middle of the homepage with the current solar term and related options aside. Another side of the logo, there are five columns: HAO SHI SHI HAO, HAO community, exploring class, book class and handimake class. The mainly used color is brown and red color of watermelon. The author also designed two app interface because a lot of

people using the mobil platform now. Some details of the course can also be shown in this platform(Figure 4.9).



Fig. 4.7
VI application 2



Fig. 4.8
The official website of GRAIN IN EAR



Fig. 4.9
The APP version of GRAIN IN EAR

4.3 Storyboard of HAO SHI SHI HAO

4.3.1 The definition of the storyboard

The storyboard is a tool derived from the cinematographic tradition; it is the representation of use cases through a series of drawings or pictures, put together in a narrative sequence. The service storyboard shows the manifestation of every touchpoints and the relationships between them and the user in the creation of the experience(www.servicedesigntools.org).It just like comic books to let people understand the whole process of the PSS easily by visual displaying.

4.3.2 The storyboard of HAO SHI SHI HAO

The timeline of the storyboard of HAO SHI SHI HAO is from four actors: CUSTOMER, WE, INVESTOR and PARTNER. The service content of HAO SHI SHI HAO includes three parts: SERVICE SETTING, SERVICE PERFORMANCE and SERVICE MAINTENANCE.

To the details:

1. CUSTOMER means the students from grade three to five and their parents.

2. WE means the staff from HAO SHI SHI HAO.

3. INVESTOR means the company who is interested in innovative public good of health, diet, folk culture and children's education. Like Sohu or Intel in the XIN SHI JIE. Or, it means the government. The company and government called INVESTOR will support HAO SHI SHI HAO by giving the money and materials.

4. PARTNER means the cooperation companies, schools and colleges, authors and volunteers. They offer HAO SHI SHI HAO place and human resources.

Like CHAMILIVING of Hong Kong (Fig. 4.10), they mainly sell the tea and organic rice, which is also the few stores providing high quality organic rice in Shanghai. It has fixed tea break time every week to teach the knowledge of tea, diet and etiquette, meanwhile, it offer the customer tea and rice cakes. Withing a big wood table and the warm color as the mian color, the store has enough space for the children to do handiwork and other indoor activities. What's more, the store itself has professional teachers of tea and food, who can take part in our course.



Fig. 4.10
The logo of CHA MI +

Another company called PWS, the biggest art pottery workshop in Hong Kong, also has workshop places and stores in Shanghai. They promised to attend to charitable institution of community, and eagerly responded to all kinds of charitable activities. The company has four core principles: creation, education, promotion and charity. In some parts, these principles happened to coincide with HAO SHI SHI HAO. PWS has courses and summer camps focusing on children. That means PWS can offer HAO SHI SHI HAO perfect workshop places.

To the writer, as one important part of our partner, I should talk about them in detail, because they will decide the content and must-learn knowledge in the book of the course and offer the information about solar terms and traditional healthy diet. So,

they'd better be those with a bit of clout and authority on food, diet, culture or education. Like Shen Jialu and Hong Zhenyu, they all the good writer on the field of food, diet and culture. Shen Jialu grows and lives in Shanghai, who wrote four books of essays and proses about the featuring food and culture of Shanghai, with humorous and funny style. What's more, his words has a sense of images, which is good to be changed to children's literature. In his book called OLD TASTE OF SHANGHAI, there is one section of description of a featuring snack of shanghai, flat-pan fried bun. The passage quoted reads as follows: There are shrill green shallot and cream white sesame on the top of the flat-pan fried bun, which is lined with burnt brown bottom. With beautiful color and good taste, the flat-pan fried bun also has splendid sounds. So the flat-pan fried bun is a living delicacy.

And to the green dumpling eaten in CLEAR AND BRIGHT, according to the ancient Chinese essay, FOOD LIST OF SUI GARDEN, Shen Jialu described the steps with his own style, which gives the traditional snack a new fresh feeling. The original words are as following: put the folium artemisiae argyi in the stonemortar and pound it into juices. Then put a little lime water in the juices to make it more fresh green. Mix the juices together with the glutinous rice flour. Stuff red bean paste in the green flour to make them small round green flour balls. Steam these balls, which actually are called green dumpling. When finished, brush them with sesame oil in case of gumming together. Take a bite at the green dumpling, which tastes very sweet and soft. The color of the green dumpling seems to be an amber set in a green jade.

What's more, the writer himself is very familiar with the solar terms and related folk activities especially in Shanghai. Eat spring pastry in VERNAL EQUINOX; eat green dumpling in CLEAR AND BRIGHT; eat eggs, plum, cherry and yellow croaker in SUMMER BEGINS; eat rice dumplings in GRAIN IN EAR; eat mooncakes in AUTUMN EQUINOX and the shanghainese will eat taro and green soybeans for the AUTUMN EQUINOX as well; eat lamb and salt dumplings in WINTER SOLSTICE, etc.

We can see that Shen Jialu is good at using color, sound and childhood memory to describe a kind of food, which is vivid and beautiful. He said that buying his book is just like eating a fried baked scallion pancake cooked by the writer. Use his words and change them into our textbook or the inspiration of our textbook, which is good to the children's education.

Another cooperative writer is Hong Zhenyu, as a writer in food and diet cultural circles, who indulges in the relation of solar terms and food. He think that solar terms

are not worn-out words which are behind the times, but fallen jewels from the high-speed train of the time. What the solar terms taught him is the attitude and wisdom of slow food. With the rhythm of the nature, with the heartbeat of the earth, with the wise hands and patience of the farmer, he can eat the best food and flavor in Taiwan. The original words in his book, *FOOD'S CALENDAR OF THE TRAVELLER*, are as follows: The memories brought from the food always become the direction of my travel. When eating three star shallot in Spring, I form a picture of a group of mom washing the shallot in the pond. When smelling the scent of mango in high summer, I remember the starlight when wandering on the small ryukyu island and the happiness of biting the mango under the sun. When it is prolific in longans in *AUTUMN BEGINS*, I will peel the shell and remember the taste of the longan coffee from the south of Taiwan. When drinking the ginger sugar tea in the cold winter, I seem to smell the scent of scrambled sugar from the wintersweet mountain in Jia Yi and the sweet-smelling will pervade all over the room.

It is clear that his words are more petty and fresh, showing his mood inside, and, of course, full of features of Taiwan. Cooperating with him is to know if there are some common points and different points from people caring about food culture from different areas. Meanwhile, hoping he can give HAO SHI SHI HAO some advices and add some information from different point of view.

In short, Shen Jialu and Hong Zhenyu are all produce the classic seasonal food and related solar terms, the memories of the food and some old and traditional food stories and restaurants.

Finally, the complete storyboard is shown as figure4.11.

According to the storyboard, from the point of view of the customer, take Xiao YU as example, who is third grade student. She registered in the web of HAO SHI SHI HAO to be our member using her mother's email. At the morning on Monday, her mom got an email, know that from today, the solar term will become the *GRAIN IN EAR*, and this weekend there will be three courses holded. The detail of the courses, like time, place and teacher's basic information, are all in the email. The enclosure of the email is the e-book of the course this time. Xiao Yu's mom downloaded the e-book and answer the email that she is willing to pay for the printed book for her

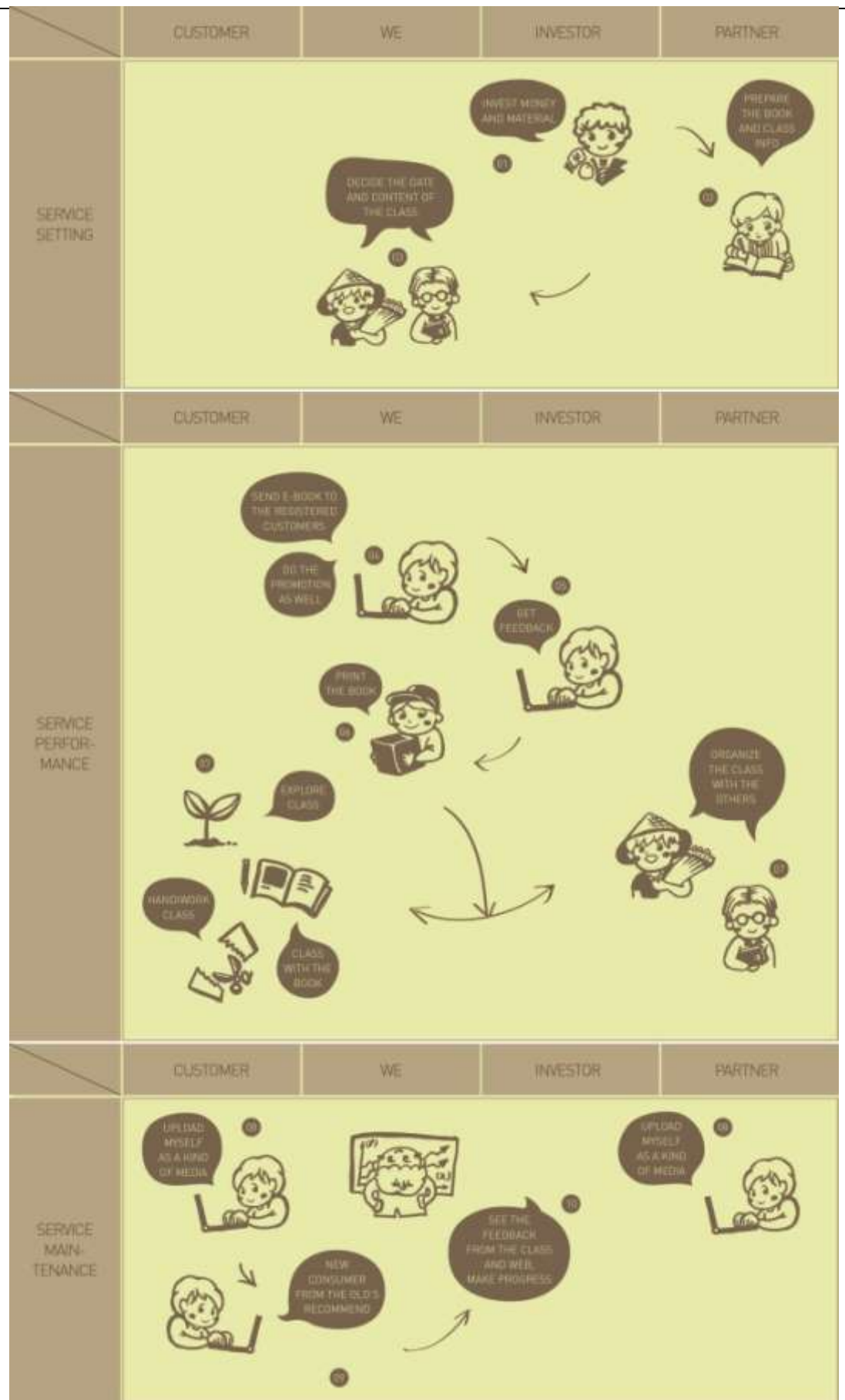


Fig. 4.11

kid to use in the class. Then, after two days courses, Xiao Yu learnt the solar term currently, the current food knowledge and related folk activities by exploring, playing and hand making. The rest of the time, she and her families together uploaded the pictures and videos of her handiwork, food's diary and activity's log to the web of HAO SHI SHI HAO. At the same time, she also came to see the other student's work and diary and made comments and voted her favorite one. The next week, Xiao Yu told her classmate Din Din about her happy memories of the courses in HAO SHI SHI HAO. So, Din Din saw the web of HAO SHI SHI HAO when he came back home and told her mother about these courses. He together with his mom registered to be the member and be excited to find that they can freely attend into the design of the courses. Din Din's dad is an expert of food and health, so he asked to be the volunteer to the external teacher and he was decided to take part in the open-innovation of the toolkit of the courses.

From the point of view of the operator and designer of HAO SHI SHI HAO, the process of the system is almost as follows. Firstly, we got the money and materials from the investors and donators. Then, we asked our writers to offer the possibilities of the knowledge and activities and our own designers will together with the writers design the whole content of the courses finally, including the book. The next step was to get in touch with the cooperative schools, companies and farms to confirm the time, the place, the teacher and volunteer this time. Then, we can sent emails and e-book to our registred customers to find if they will attend the courses and want to print the e-book. After collecting all the replies and knowing the unumber of the books needed, our own designers would connect the printing house to print and guarantee the quality of these books. To the day, the teachers of our own, the external teachers and the volunteers would take the students who replied the email that they will come to the places and start to begin the class as per agreement. After all the pictures, vedios and infomation of the activities in the courses and student's works being uploaded on the web, the decision-makers and designer in our own system would collected all the feedback and advices from all kinds of actors in the process of the system and improve and innovate the different steps of the system including promotion, activities, the content and form of the courses and the book.

4.4 Touch points of HAO SHI SHI HAO

4.4.1 The definition of touch points

The basic idea is to provide a visual framework that enables designer to “connect the dots of the user experience” in order to see the different configurations, interfaces, contexts and results of the interaction with a specific product-service system.



Fig. 4.12
The touch points of a travel company called WHAIWHAI in Italy

The matrix is built by listing vertically the different devices or contexts that are part of the system and by listing horizontally the main actions that are supported by the system itself.

Once this structure has been composed, the designer can put a specific persona inside and imagine his journey through the different touchpoints, connecting the related dots.

In this way the matrix brings to a deeper comprehension of the interaction and facilitates a further development of the opportunities given by the system -of the possible entry points and paths- shifting the focus of the design activities to connections: “Design for connections: in the system scenario, design is mainly focused on finding the connections with the whole network, than in creating closed and self-sufficient systems, tools and services. Connections are social and cultural assets, other than technical”(www.servicedesigntools.org), Figure 4.12.

4.4.2 Touch points of HAO SHI SHI HAO

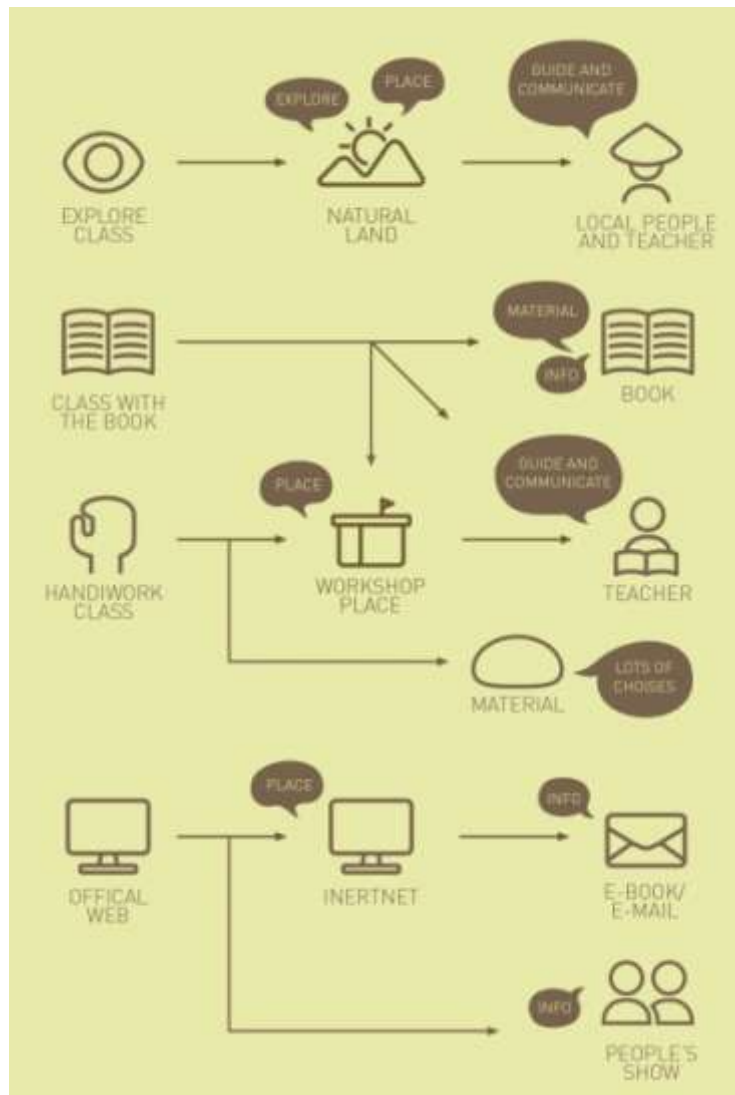


Fig. 4.13

The main touch points HAO SHI SHI HAO offers to the user are: three kinds of courses, a book/ e-book and the official website. The places it offers are: natural environment, workshop place and the Internet. The materials it offers are teachers/ professionals/ volunteers, local people, physical materials like paper, clay and pencils and the people's show on the web. The details are in the figure 4.13.

4.5 Offering map of HAO SHI SHI HAO

4.5.1 The definition of offering map

The aim of an offering map is to describe in a synthetic way what the service

offers to its users. There is not a standard format for this tool: the offering could be described by words or could be illustrated by images, but most frequently it is visualized through a graph. This instrument could support the elaboration of the service idea as well the development of some specific solutions, it could be a tool for the implementation of the concept but also for the communication of the service to the final user. In each one of these situations, the offering map will assume different configurations and languages with reference to the specific aims and receivers involved(www.servicedesigntools.org).

4.5.2 Offering map of HAO SHI SHI HAO

Superficially, HAO SHI SHI HAO offers the user three courses, a book and official website. But actually, it offers a lot of resources and affiliate products /information /services. For example, the local people as a kind of information and resource, the chance to touch the Nature, the knowledge the teacher or professionals offered and even the users themselves as a kind of resource.

Meanwhile, the three courses must offer: knowledge of 24 solar terms, the knowledge of food and diet, the knowledge of local culture and folk culture, art tasting, games and exploring, the ability of practice and innovation.

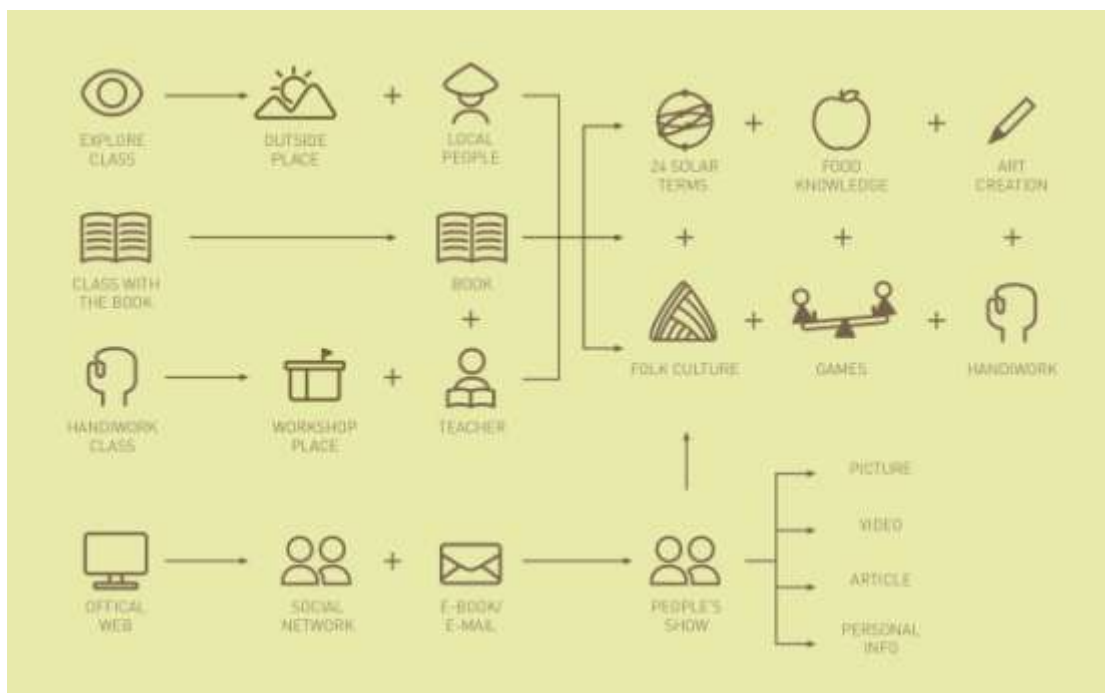


Fig. 4.14

The details are in the figure 4.14.

4.6 System map of HAO SHI SHI HAO

4.6.1 The definition of system map

The system map is a visual description of the service technical organization: the different actors involved, their mutual links and the flows of materials, energy, information and money through the system(www.servicedesigntools.org).

4.6.2 System map of HAO SHI SHI HAO

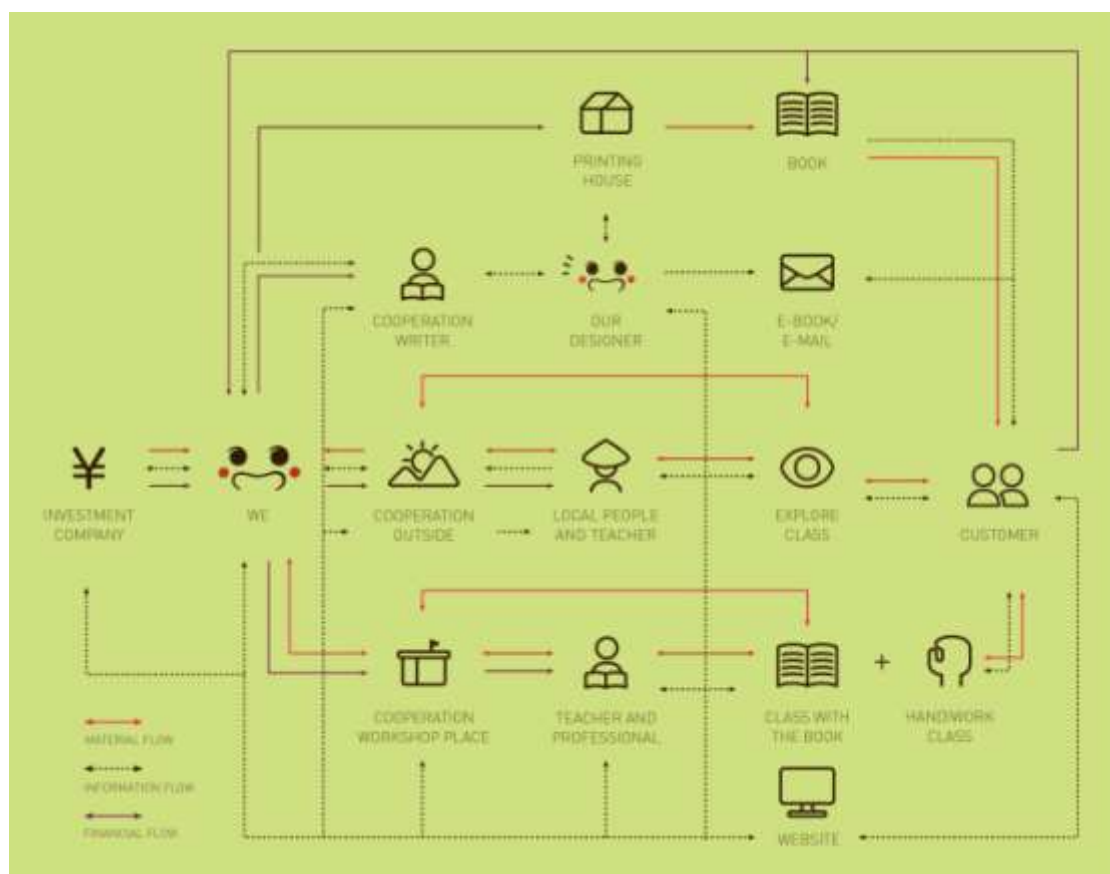


Fig. 4.15

The key points of system map are the three flows: material flow, information flow and financial flow. The three flows should be circulating and unobstructed. Why these companies are willing to invest on the public good? It seems to be no benefit, but actually, the companies get lots of information of the user, the needs of the market and the trends. Meanwhile, they also express their value and concept to the public and get huge number of potential users and good reputation from the market. As a non-profit PSS, HAO SHI SHI HAO pays more attention to the materials, human

resources, the places, transportation and courses design, but not money in the system. To build a bigger and better open-source platform, to the better arrangement of the innovation and resource, HAO SHI SHI HAO also places great importance on the information flow. The details are seen as figure 4.15.

Of course, the whole system cannot leave the design templates mentioned before, which are the rules of designing the system. And the author used all the MUDOL METHOD: 6.Games(in the class); 14.Official website; 23.Online shopping, ordering and rental(the e-book); 25.Public welfare, charity and volunteer activities; 26.Use of existing social hot spots(food and diet, folk culture and 24 solar terms); 28.Emotional elements(the connection between the students and the local people, the folk culture and healthy diet); 31.Derivative products, retail, have a physical store and providing a physical venue(the workshop place and outside natural land); 36.Collective wisdom and efforts(to build the open-source platform); 37.Visual impact(good promotion design, web design and book design can catch the eyes of the children); 39.Providing professional information or providing information search function(the teachers and professionals offers the different information and knowledge); 40.Study group(students divided to groups to explore and learn, which keeps the quality of the courses); 41.Only target part of the audience at the beginning(our main targets in the first process are the pupils from 3 to 5 grades); 43.The use of product design and innovation(design of the book). What's more, the new inspirations of the innovation always come from the part ignored by people. So the author also chooses the BLUEOCEAN METHOD. 3.Geographical elements and local elements(shown mainly in the courses); 4.Experience, trial, interactive and self-exploration(shown mainly in the courses); 5.Application program and toolkit(the courses of HAO SHI SHI HAO itself as a toolkit); 13.Word-of-mouth marketing and viral marketing(do promotion like flash mob online or offline); 15.SNS belong to the official website(to build a open-source platform including the designers, professionals from all kinds of industries and volunteers to share the information and communicate); 21.We-media(shown mainly in the SNS, like the pictures, videos and articles for people to "share", "like", "@" or "comment"); 22.Email(send the basic information of the course and e-book with the registered people); 33.User innovation(shown mainly in the open-source toolkit, and including the work done by students); 35.Registering members, registering information and establishing the club(to those who registered we can send the e-mails).

To the details of the process of the system map, that is, HAO SHI SHI HAO got the money and materials from the investor, and put some part of the money to the cooperative writer who will cooperate with our own designers and design the book and whole courses of the coming solar terms. When the design part finished, we sent e-mail to the registered users. By the replies, we knew the number of the need of the printed book and how many students will come this time. Then, we connected with the printed house to print the books and sent designers to there to keep the quality of the books, and of course some part of the money went to the printed house. The books finally would become a kind of information and material to the students in the class, and in this step, the customers will pay for the book, which is the only step that customers pay for. HAO SHI SHI HAO offered fees for transportation and some information to the cooperative company who offered us the outside places, the workshop places, the local people or the professionals in certain areas. Through the courses, all the cooperative companies, personal cooperators and HAO SHI SHI HAO itself offered the information, knowledge and materials to the customers. Meanwhile, the customers also offered HAO SHI SHI HAO and its cooperators the works they created by the materials we providing and useful information. After the courses, all actors in different touchpoints could get the feedback and the information they want or could show themselves on the web or the SNS.

4.7 Business model of HAO SHI SHI HAO

4.7.1 The definition of business model(BM)

Whatever there is a specific BM, every company/system must has an specific or intangible one. If the brand is the tangible hand of the company, then the BM is the intangible hand, which shows system's establishment, dissemination and acquirement of their value including the economic value, social value and other forms of the value. That is to say, BM is the core logic of the company to create value. The value not only means making profits, but the core competition and developing power coming from offering the value to the customers, the employees, the cooperators and shareholders as well. The process to build a BM is as the process to make the business strategy. BM needs a lot of information from different areas, formal words and description to show the core parts of the system, including targets, offering,

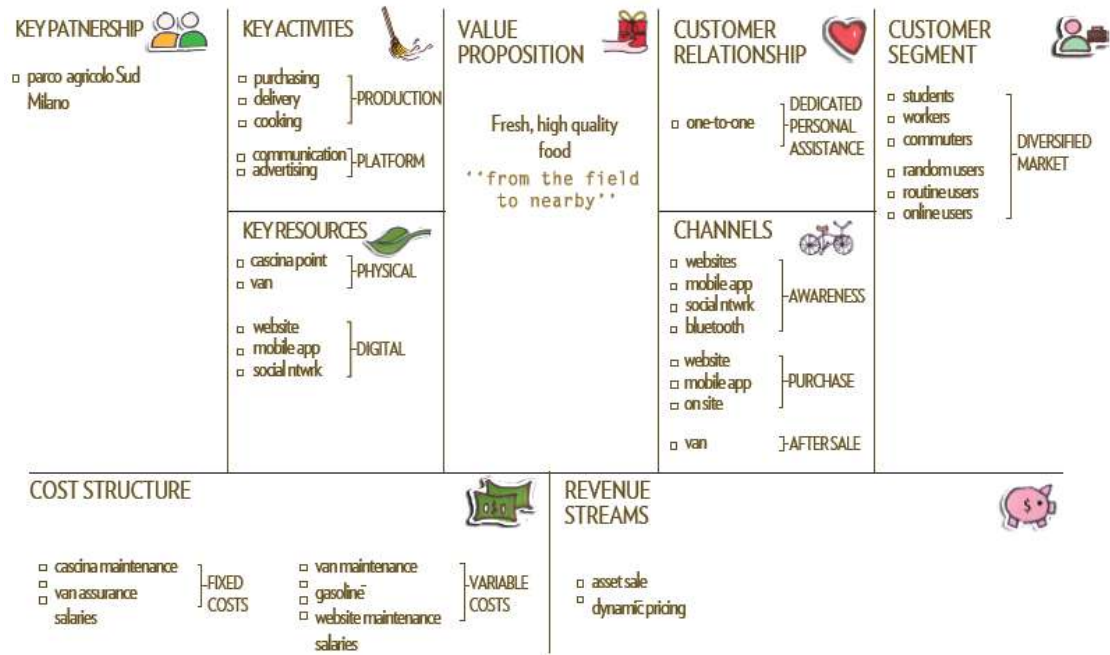


Fig. 4.16
The business model of an moving food station

strategy, equipments, construction of the organization, the process of the operation and regulation, etc. So, building a good BM can let the businessmen create a very successful company. The essences of the BM, are shown on the following questions: how to spread their own value to the customers; how to persuade the customers to accept the value; what the customer's needs in the system; how to meet the needs best and create high profit at the same time.

(http://en.wikipedia.org/wiki/Business_model).

The VP shown in the fig. 4.16, is the core value of the system.

4.7.2 Business model of HAO SHI SHI HAO

In the KEY PARTNERSHIP, the questions should be answered are as follows: Who is our key partner and supplier? In above parts, the author has introduced the cooperative writers and companies. They are Shen jialu, Hong Zhenyu, Chamijia and PWS. Now, to the investor and supplier, they are as follows:

1. The albatross fund, whose members coming from all over the world, are devoted themselves to cultivate the children to have eco consciousness in their mind. Their idea is: bring together for the same belief and ideal to create a fair and sustainable future. The nature teaches us a lot, so we should listen the nature's wisdom by our heart. The albatross fund is connected with the nature and children,



Fig. 4.17

so it's obviously can be our investor and partner.

2. CCTF(China children and teenager's fund), which is the first independent, non-profit charity organization in China. In order to reach out and build a better future for China's children, their mission is and has always been to care for, foster, and educate children and teenagers in China, especially in the minority and impoverished regions. As to serve all the nations in China finally, HAO SHI SHI HAO is willing to cooperate with the large-scale fund, which operates under the government.

3. Shanghai Children Museum. As a kind of informal model of educational institution, children museum born in America. It has been accepted as one of the member by the AAM(American Association of Museums) because of its purpose, which is to serve the children's needs and interesting, and because of its form, which offers the exhibition and activities to encourage learning and curiosity. Shanghai Children Museum is a professional museum, whose target is children from 3 to 12 years old. The final purpose of it is to be a museum that can deeply influence their whole life. Their main concept of children's education is suitable to HAO SHI SHI HAO.

We can fully use their places and resources.

4. NPI is an aggregation of several NGO Supporting organizations which operate with contributions, both financial and otherwise, from international and domestic charity foundations, government agencies, enterprises and academies. Since its establishment in Jan 2006, NPI has worked to promote social innovation and cultivate social entrepreneurs in China by granting crucial support to start-up and small to medium sized NGOs and Social Enterprises. They almost have all the resources that HAO SHI SHI HAO needs, so we hope it can support us to achieve both goals.

KEY ACTIVITIES means the key activities which can show the value of the brand and company. The key activities for the customers of HAO SHI SHI HAO are our courses, the e-mail the registration, the activities online and offline and user innovation activities. The key activities for ourselves of HAO SHI SHI HAO are the printing of the book, the communication with all the cooperater and customer and promotion activities.

VALUE PROPOSITION is the most important part of the BM, and we need to answer the questions: what the value we should spread to the customers; what problem we should solve for the customers; what is the customer's needs and what kind of products/services we offer to the customers. The chnese name of the brand is its chinese slogan: 好食时好. Its english name is the english slogan: right time to eat right. The values we offer to the customers are:

1. The knowledge combining the food, traditional healthy diet, 24 solar terms, art creation and folk culture.
2. The model of education is students exploring and learn the knowledge by themselves.
3. Offer an open-source platform so that everyone can improve and innovate the contents or forms of the courses.

In CUSTOMER RELATIONSHIP, the question should be answered is: what kind of relation we built with the customers? Generally speaking, the kinds of the relations are: personal assistance; dedicated personal assistance; self-services; automated services; communities and co-creation, etc. The related features to these relations of HAO SHI SHI HAO are open source and social innovation, so our main relations with the customers are co-creation and dedicated personal assistance.

In CUSTOMER SEGMENT, what should be figured out are: Who we create value

for? Who is our most important customers? Generally speaking, there are: mass market; Niche market; segmented market; diversified market and multi-sided platform. Now, in the starting steps, we choose the segmented market. However, the final purpose of HAO SHI SHI HAO is to serve for the whole nations in China, so we will change to mass market finally. Food, diet and culture can learn all life, and the interesting and creative way of learning in HAO SHI SHI HAO can easily be changed to suit all the people.

In the KEY RESOURCES, we should clear that: according to our value proposition, what kinds of key resources we need? The resources are commonly pointed to be: physical resources; intellectual resources; human resources and financial resources. To the physical resources, HAO SHI SHI HAO has its own book for each solar term; natural land for students to touch and explore and workshop places for students to do art works and play games. To the intellectual resources, HAO SHI SHI HAO can offer the knowledge of food, diet, folk culture and art creation, etc; the new way of teaching; the website and the social network resources. To the human resources, HAO SHI SHI HAO has external experts, active volunteers and our own teachers and designers.

In the part of CHANNELS, the questions should be cleared are: By which channels we built to connect with our customers? How about the integration and cost situation of these channels? How to improve them? The steps to build these channels are as follows: 1. Awareness, 2. Evaluation, 3. Purchase, 4. Delivery, 5. After sales. We should notice that, the official website and the SNS of HAO SHI SHI HAO includes all the steps. That is, in the step of awareness, we have advertisements and other promotions or activities on the web. In the step of evaluation, we have open-source toolkit of the courses and three kinds of courses themselves as well. As non-profit organization, we not focus on the purchase and delivery steps. In the part of after sales, which at HAO SHI SHI HAO, the author prefers to call it the maintenance, we also make it by the way of web and Internet.

In the COST STRUCTURE, these questions should be cleared that: What is our most important cost? Which key resources and key activities cost most? Our system is driven by the cost or the value? As non-profit organization, HAO SHI SHI HAO must be driven by the value and meeting the customer's needs. The fixed costs and variable costs are shown in the model.

In the part of REVENUE STREAMS, we should answer the question that which

parts of the brand/service that customers are willing to pay or really like/enjoy? Meanwhile, we should distinguish the difference of the fixed pricing and dynamic pricing.

The details are as shown in the model (figure 4.17).

4.8 Toolkit of HAO SHI SHI HAO

The toolkit of HAO SHI SHI HAO itself is a kind of BLUEOCEAN METHOD: 5. Application program and toolkit. The toolkit used the MUDOL METHODS: 6. Games; 14. Official website; 28. Emotional elements; 31. Derivative products, retail, have a physical store and providing a physical venue; 39. Providing professional information or providing information search function; 40. Study group; 41. Only target part of the audience at the beginning. It also used the BLUEOCEAN METHODS: 3. Geographical elements and local elements; 4. Experience, trial, interactive and self-exploration; 13. Word-of-mouth marketing and viral marketing; 15. SNS belong to the official website; 21. We-media; 22. Email; 33. User innovation.

The toolkit itself can be seen as the most valuable results of both the thesis and HAO SHI SHI HAO. It is the collection of the methods to solve the problem of children's education, food and traditional healthy diet, and the problem of passing down, spreading and developing the folk culture and traditional culture. Meanwhile, the toolkit can also be copied to be used for the other age-level people and cities or areas in China.

As shown in the Fig. 4.18 to 4.20, the toolkit includes three sheets, and each one of them represents a kind of course. They are explore class, book class (The book here not just lists the knowledge we want to teach or just visualize the knowledge as an illustration book, but the book showing the user innovation, with the entertainments, creating interaction, combining the knowledge with the form of games and workshops) and handiwork class. In each of the toolkit, the author listed:

1. Tools we can use in the class. The tools of students themselves are: eyes, ears, noses, mouths, hands and their hearts. The tools we can offer to them are: the book we designed, the official website, the materials, the teachers and experts, their parents' potential ability, the local people and the information in the e-mail we sent.

2. The places we can use in the class. Like the home, the cooperative company/school's workshop place, the food market and the nature land place.



Fig. 4.18
Toolkit of explore class



Fig. 4.19
Toolkit of book class



Fig. 4.20
Toolkit of handiwork class

3. The suggested, open-source, and more specific activities of the class. The details are as shown in the sheets.

In short, the users can choose most suitable activities, tools and places from the toolkit or improve them and add new items according to their different age and ability. Then, they can re-compose them according to the current solar term's featured elements. So, that becomes the final courses for the current solar terms, which are special and just customized for the users themselves. We should notice that, the part of activity in this toolkit has highly freedom to suits all the solar terms and can let the users to create. So, almost all the details should be decided by the current solar terms and the users. What's more, the toolkit is suitable for the teachers to pre-set the courses and for the parents to teach their kids on the theme of seasonal food, art creation and folk culture. The toolkit even can be used by children themselves to explore and learn these knowledge.

To let children actively create, observe, explore and express is all parents' dreams. This along with the inside idea of healthy traditional diet and pass down the folk culture are the main purposes of the toolkit. To the most valuable part of the toolkit, is that everyone can get their own and most suitable solution by themselves.

In a word, the toolkit can be used in all places in China and can be suitable to all ages of the children. People can change or improve the toolkit because it is open-source toolkit. They can find their own and most suitable food educational class for current solar term through the toolkit. The toolkit can better serve the people with different needs of children's food education.

4.9 Toolkit of GRAIN IN EAR

Toolkit is just the collection of the methods, so it can show it's value until the users put their key elements in it, put their own wisdom and innovation in it and change the toolkit into specific courses which can be put in practise. The whole process shows the concept of user's innovation, because all the teachers, parents and students can update and improve the toolkit. It happened to be the solar term of GRAIN IN EAR, so I took the GRAIN IN EAR as example, looked upon myself as the teachers and designers of HAO SHI SHI HAO and created the toolkit of GRAIN IN EAR finally.

4.9.1 The brainstorming of the keywords of GRAIN IN EAR

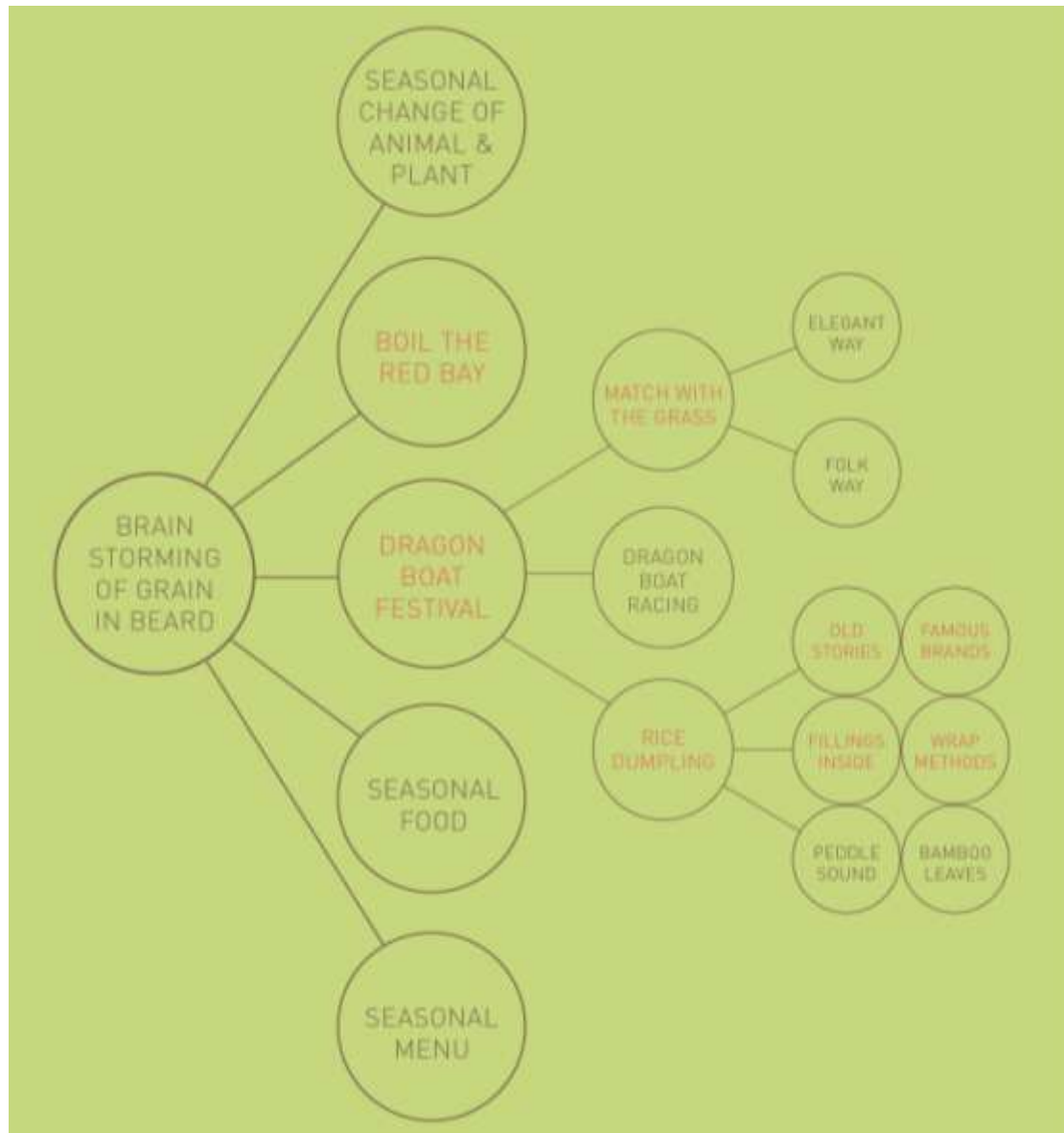


Fig. 4.21
Keywords of the brainstorming

Firstly, as an open-source platform, HAO SHI SHI HAO pays a lot of attention to the power of the public. What's more, the system including diet and culture, needs lots of information, so the suggestions and references from all areas are highly important. So, brainstorming can be a very effective method for these problems.

From the day of 5th of June, the solar term will change from GRAIN BUDS to GRAIN IN EAR. The GRAIN IN EAR is the 9th solar terms and also a classic solar term of summer, which tells us the weather becoming hot. To the farmer's point of view, the GRAIN IN EAR is suitable to sow awned grains such as wheat, so that comes the

name: GRAIN IN EAR. To the growing of all the lifes, traditionally, every solar term has three WU HOU(WU HOU means the seasonal change of animals and plants), which in GRAIN IN EAR is: mantis's baby will arrive in this solar term, the butcherbird becomes to sing while the mockingbird starting to sing.

After collecting all kinds of infomation of the GRAIN IN EAR, the author launched a brainstorming of the keywords of GRAIN IN EAR, and the conclusion is shown in the figure4.21.

As the figure shows, there are lots of the keywords of GRAIN IN EAR and involve all kinds of the theme. According to the time of the class, the acception level of the children from age 9 to 11 and the features and purposes of HAO SHI SHI HAO, finally, the author picked the most important keywords from them, which is the red words in the figure.

1. Boiling the red bay is the tradional activity we do in GRAIN IN EAR, because for the time, the red bay matures. To the south people, who prefer sweet diet and pay attention to every detail of the food, boiling the red bay to make ice juice with sugar made of osmanthus fragrans, which is sweet and sour, is very popular especially when the weather is really hot.

2. The Dragon Boat Festival is ofen in the GRAIN IN EAR. The choosen folk activities of the festival are eating rice dumpling and match with the grass, because they are related with the food, diet and folk culture. Especially the rice dumpling, making the traditional food is a kind of skill, a beautiful scene and a valuable memory of the lanes of shanghai in old days.

So, as one of the most important part of the solar term, the keywords of the rice dumpling are:

1. Old stories about rice dumpling. The great patriotic poet of China, Qu Yuan drown himself in the river for losing the hope of his country. The common people were afraid of that the fish would eat his body, so they threw the glutinous rice wrapped in the bamboo's leaves to the river so that the fish would eat these glutinous rice but not his body. This is the the earliest rice dumpling. Then, every year of this time, people will wrap rice dumplings in memory of Qu Yuan, and this becomes the Dragon Boat Festival. Day after day, and year by year, the reason people eating rice dumplings changed to be meeting the people's appetite or to be the gifts to the friends and family members. So, there are more and more flavours of the rice dumpling and people become to care about the wrapping method.

2. Famous brands of rice dumpling. The most famous brand must be the Jia Xing rice dumpling. Jia Xing is a small town near Shanghai, and they are famous by their rice dumpling with meats. What's more, the Zhu Jiajiao's rice dumpling is also very famous, which is also a very popular travelling point in Shanghai. Their most popular rice dumpling is the rice dumpling with meat, salted egg yolk and chestnut. Shanghainese are particular about food and persevere in searching delicious one, so they like the taste of this kind of mixed flavour very much. Besides these brands, the local brand of Shanghai, Wu Fangzhai, the rice dumpling of it is also be popular among the Shanghainese.

3. The fillings inside the rice dumpling. Besides the above salt flavours, Shanghainese are famous for their loving for sweet diet. So, they will also wrap sweet fillings inside. Like the the rice dumpling with no fillings but dipping sugar, or the rice dumpling with red beans or with sweetened bean paste, etc. Actually, if you want, you can create the flavour of yourself. No matter the taste is good or strange, it will be your own flavour. Is that interesting? By the way, the traditional way of cooking is very complicated to show people's respect to the original flavour of the food and good wish to the tasters. But few people can still have the respect and good wish now, especially for the fast food.

4. wrapping methods. People are very good at wrapping rice dumpling in Shanghai in the old time, especially the skillful housewives. But now, those who can wrap rice dumplings by themselves are less and less. It is likely that except the experts in the food factories and eating houses, no one can handle the skill. There are three main methods of wrapping rice dumpling: pillow rice dumpling, triangle rice dumpling and small foot rice dumpling. Among them, the triangle rice dumpling and small foot rice dumpling are relatively small, so that, commonly, pillow rice dumpling are used to wrap with meat. If the rice dumplings are in the same wrapping method but different flavours, people are used to use strings in different color to distinguish them.

5. Bamboo leaves, besides used to wrap the rice dumpling, is there some other uses? Is there some other leaves can be used to wrap rice dumplings?

6. The classic peddle sound of rice dumpling is: SUGAR LOTUS GRUEL, HAM RICE DUMPLING! It is said that, the sound was judged to be one of the most wonderful sound of Shanghai by an organization from Britain. Although the old man said that the ham rice dumpling wouldn't delicious, because of the tough taste, but it made

people remember the Dragon Boat Festival and the delicious traditional food in GRAIN IN EAR.

And to the match with the grass, few people know the traditional game in the Dragon Boat Festival and almost no one can really play the traditional elegant way any more, because the changed language habit. The match with the grass, according to the meaning of the name, means using the grass to compete. It has elegant way and folk way. The folk way is relatively easy. People collect the leaves with tenacity and cross them and then pull them to see whose leaf not broken. The elegant way is much more difficult especially for the people present. It needs mastery of ancient literature and knowledge of plants, which is more suitable to HAO SHI SHI HAO than the folk way. The way to play the grass in elegant way is as follows: people collect leaves or flowers. Then they say the name of these plants in turn, and use these names to create a pair of antithetical phrases. The winner is the one who collected more plants and made more beautiful and higher quality phrases. But this kind of game is too hard even for the adults now, so HAO SHI SHI HAO will use the seasonal food to substitute for the plants and change the way into more simple one that children can also accept to recommend the traditional way again.

The other knowledge the students should know are: the seasonal food and seasonal menu of GRAIN IN EAR. The seasonal vegetables are sponge gourd, bitter melon, wax gourd, spinach, peas, tofu and mung bean sprouts. The seasonal fruits are red bayberry, mulberry, papaya, mango and plums. The suggested seasonal menus are: stewed sponge gourd and tofu; the soup of wild duck, peanut and wax gourd; etc. The seasonal dessert is soft sweet bean cake. All these knowledge will be taught by the way of drawing, handiworks and games in the book class.

4.9.2 Toolkit of GRAIN IN EAR

After deciding the keywords and knowledge points of GRAIN IN EAR, the designers of HAO SHI SHI HAO will connect the experts from all related fields to make out the toolkit of GRAIN IN EAR(Figure4.22). That is to say, the specific contents of the three kinds of courses and design of the book. The red words are the additional explanation. If there is sudden occasion or there is not enough time, the activities with no five-point star can be skipped or be accelerated.

The details of the contents in the class are as shown in the figure.



Fig. 4.22
The contents of the three course of GRAIN IN EAR

To the explore class, to show the feature of the Dragon Boat Festival, the rice dumpling, HAO SHI SHI HAO will take the students to the Zhu Jiajiao, which is the riverside town in Shanghai. The last activity is taking the students to the local food market. Let the students close their eyes and use their hands to touch the sponge gourd and the bitter gourd to distinguish them. Contrasted with the visual sense, the other senses seem easily to be ignored in our daily life. But they all very important senses. So, just when you lose the visual sense, your other sense become to stand out (Figure 4.23).



Fig. 4.23
The students in Helin Art in Community are playing without the sense of visual

To the book class, it is clear that the important point is the design of the book, which is also the only part need our customers to pay for, because it showing the value and features of HAO SHI SHI HAO directly and being the essence of the courses. It isn't like the other textbooks which just list the knowledge that the students have to accept them. The book of HAO SHI SHI HAO try it best to combine the game, innovation, diet and folk culture together, and full of interaction, which is really suitable to the children's education the author mentioned above. The details of the class are shown in the figure.

To the handiwork class, because of the last activity, making the red berry juice, we choose the Chami+ as our workshop place. And the whole process is shown in the figure. HAO SHI SHI HAO thinks that all the children has their own talent on art and design, so we just guide them to find their talent and passion(Figure4.24).

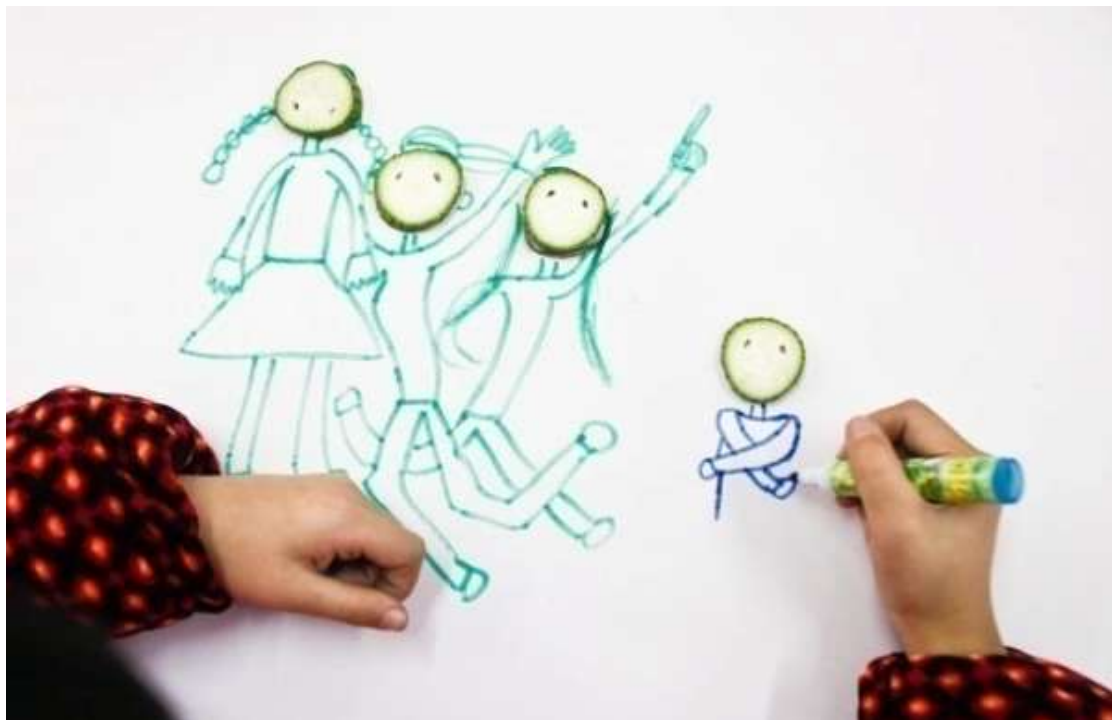


Fig. 4.24
The students in Helin Art in Community are drawing with some vegetables

4.10 Book of GRAIN IN EAR

As mentioned before, the book is an very important part to show the value of HAO SHI SHI HAO. What's more, it is a formal, tangible and touchable touch point which should be designed by our own designers for the students and their parents. So, it really need to be designed elaborately. The authoe not only just design the cover of the book(Figure4.25), but all the inside pages(Figure4.26-Figure4.27) as well. Hoping to cater to the children's interests and catch children's eyes by visual, layout, form and contents.



Fig. 4.25
The cover of the book of GRAIN IN EAR
In the cover, it shown the three Wu Hou.
It also shown that it was the ninth of the
twenty-four solar terms
Besides the logo, the illustration of the
seasonal fruit also was telling us the time
of the season

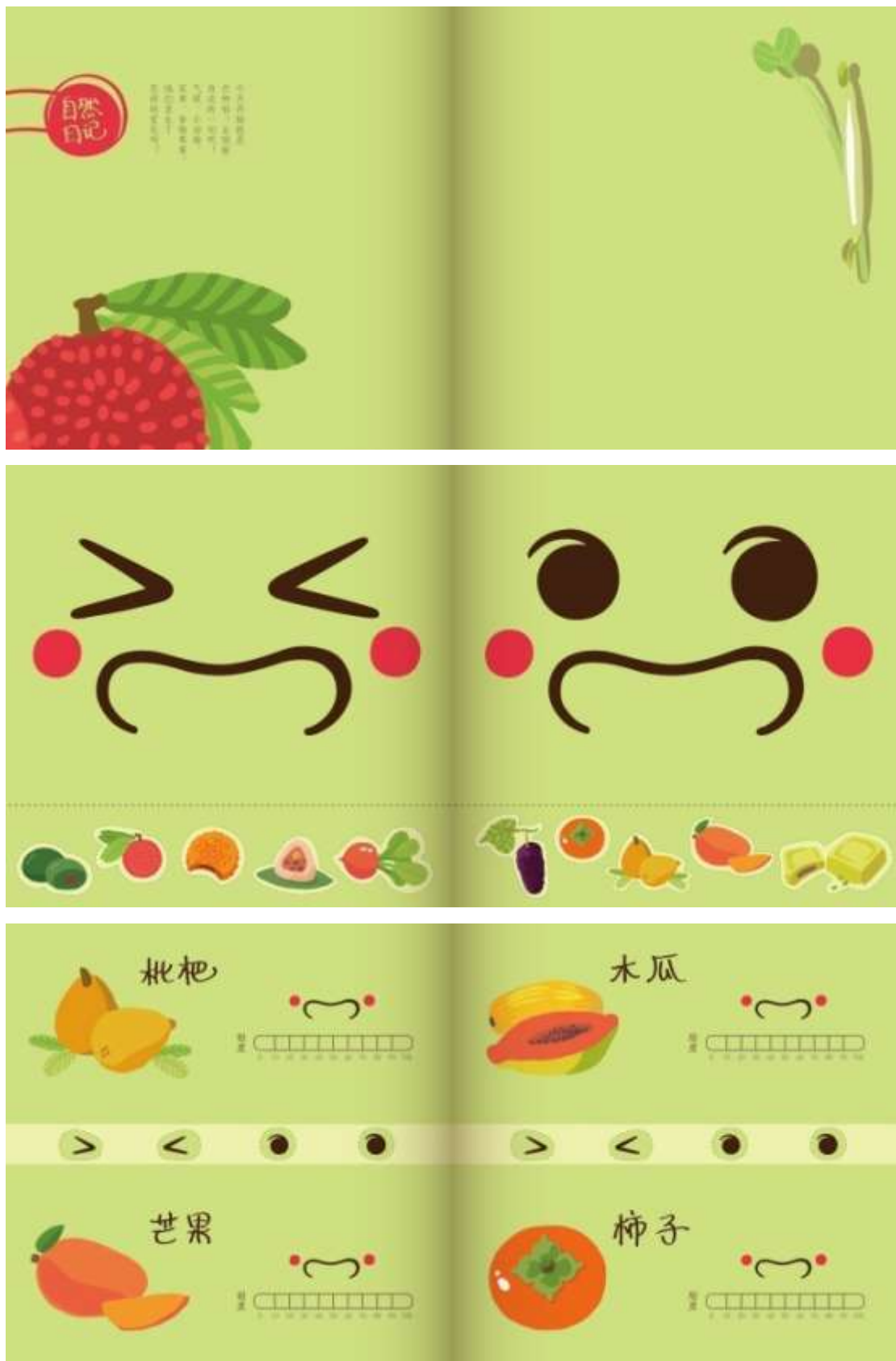


Fig. 4.26
The inside page of the book can guide the students to play and draw with it



Fig. 4.27
The inside page of the book can guide the students to play and draw with it

4.11 Poster design of HAO SHI SHI HAO

As an open-source social platform and a non-profit organization, HAO SHI SHI HAO is impossible to put lots of money on the advertisements and promotions. So the advertisements and promotional activities are dependent on the power of social media, for examples, official website, the sns and the microblog of HAO SHI SHI HAO. Meanwhile, the main method of promotion always be the viral spreading and word-of-mouth spreading. These kinds of promotion cost low and spread fast and wide as if the design is creative and valuable enough. The key point of the advertisement design is achieving the great with doing little.

The author designed a series of viral poster of HAO SHI SHI HAO (Fig.4.28-4.30).

The theme of these posters is: RUN FOOD RUN!

Every solar term, HAO SHI SHI HAO will suggest some seasonal foods, especially some vegetables and fruits. Using the feature of children's psychology: everything with emotion, these posters try to from the point of view of these foods, to imagine what will happen to them when the solar term comes.

To the design part, the author combined the picture and illustration, with the features of the logo and VI, trying to show the sense of humour and relaxation and be easy for people to remember. These posters will mainly be launched on the official website and microblog of HAO SHI SHI HAO. They both show the features of HAO SHI SHI HAO and the popular style of mischievous distortion.

The soft articles of these posters are as follows:

1. GRAIN RAIN: Favas are in now. Besides cooking, they can be turtles also. When grain rain comes, they are ready to go!

2. GRAIN IN EAR: Grain in ear comes. We can eat purple mulberry. They have no insecticide. Wash it and eat it. Mulberry fears GRAIN IN EAR!

3. SUMMER SOLSTICE: Rat-a-tat. You can tell if the water melon is ripe by tapping on it. When summer solstice comes, water melon is sweet. They become to worry!

4. WHITE DEWS: Fall wind brings the cooling white dews. Persimmons becomes soft. Sweet potatoes are whispering. They all be afraid to be ate!



Fig. 4.28
The posters of GRAIN RAIN and SUMMER SOLSTICE



Fig. 4.29
The posters of GRAIN IN EAR



Fig. 4.30
The posters of WHITE DEWS

4.12 Animation for advertisement of HAO SHI SHI HAO

As the same reason mentioned above, HAO SHI SHI HAO won't launch their commercials on the traditional medias, for example, news paper, magazines and TVs, like some big brands. But the visual impact is a very common and good way to catch people's eyes and being spread. So, the author still made an animation for advertisement of HAO SHI SHI HAO to launch it on the official website and microblog of HAO SHI SHI HAO. As a kind of viral marketing, if the contents or the form of the animation is fresh or interesting, people are willing to share it and @ it, even it will becomes the hot topic in very short time.

In a word, the viral promotion and word-of-mouth promotion cost low but spread fast and wide, moreover, they involve more people and easy to provoke an topic and make it hot. So, they suit especially to some small companies and systems like HAO SHI SHI HAO.

The author chose some featured food of the four seasons and some representative food of folk festivals as the main characters in the animation. They are: loquat, green dumpling, watermelon, rice dumpling, mooncake, persimmon,

chestnut and eight-treasure rice pudding. The author linked them together with the circles in the logo of HAO SHI SHI HAO, to be an animation in lovely and some traditional style, and the last picture of the animation shows the logo of HAO SHI SHI HAO.

The whole animation aims at letting people know the relation between food and time and remember the fresh and lovely style of HAO SHI SHI HAO. The author chose some storyboards of the animation(Figure4.31) to show the concept.



Fig. 4.31
The storyboards of the animation

5 The prototyping of HAO SHI SHI HAO

The last step of PSS design is prototyping. The aim of prototyping is to put the PSS into use, get feedback and information data, help designers find problems, and further improve the PSS, making it meet the demands of users in practical operations.

As a student, I am not able to build a PSS prototype and put it into use. However, I found a non-profit art organization whose intrinsic values and practical activities both follow the ideas of HAO SHI SHI HAO. I conducted dialogs with its workers, and participated in their programs. In this organization, the author collected many data and information about children, and learnt how to be with them, how to encourage their self- studies in their explorations. At last, I applied part of my thoughts into their programs, and in return gained many precious experiences and feedbacks.

5.1 The introduction of Herlin Art in Community and the mission of HAO SHI SHI HAO

As a non-profit organization, Herlin Art in Community follows the basic ideas of natural art promotion and sustainable communities. Its mission is to rebuild the connections among people, nature and local cultures, which is also part of the missions of HAO SHI SHI HAO. Herlin Art in Community has many projects in operation at the same time. The author took part in a public welfare education project for children of rural migrant workers in the city. Because these children usually lack of education and care from their parents in after school hours, Herlin Art in Community cooperates with public welfare schools for these children, in order to enrich their after school life and study. Their education contents are more diversified than HAO SHI SHI HAO, including traditional folk activities, plant knowledge, folk fairy tales, art creation, etc. The children in this project could be from kindergartens or high schools. Thus the project covers a wider age range than HAO SHI SHI HAO. However, what intrigues me the most is their innovations in education methods. They would bring the children to farms and suburbs, asking them to feel the world with their eyes closed. Or bring them into communities to learn to cook Green dumpling and Chinese ice-pudding, and share those foods with others. Sometimes,



Fig. 5.1
The author with the students
of Herlin Art in Community

they would go to appointed schools, bringing with them a bunch of vegetables, pigments and pastels, and ask the children to create art works using vegetables. They never lecture the children with right and wrong, or ask the children to study key knowledge points in exams. These education methods are considered unrealistic by many parents and teachers. However, the passion and smiles of the workers and volunteers, the good feedbacks from the children, bring inerasable sweet memories to all the participants(Fig.5.1). The internal values of Herlin Art in Community are profound of cultural heritage, and its external forms are full of innovations and breakthrough. All these are consistent generally with HAO SHI SHI HAO. Another thing worth mentioned is the capital spending of Herlin Art in Community. They participate in the project “Communities Light up Our Life” in many cities, and also cooperate with government in the project “Nature in Communities”. They are also a member of NPI, and cooperate closely with Organic Farmer Mr. JiafromChongmin. It can be seen that platform and social orientation lead to better sharing and distribution of resources and information, which without any doubts are beneficial to small, non-profit and public welfare organizations like HAO SHI SHI HAO, helping them conduct activities and become stronger.

All these make me believe that new exploration needs courage and wisdom, more importantly it needs to face with misunderstanding from others. However, HAO SHI SHI HAO and these hardworking non-profit or public welfare organizations are doing the right thing. What we should do in the future, is to never stop, and to do it in better forms, using better contents. All we do is to see the true smiles in the children, and to see better future of the young generation.

Below the author will introduce two practical courses of Herlin Art in Community, both of which possess internal values and external forms of HAO SHI SHI HAO, but also have apparent or hidden problems.

5.2 Join in the courses of Herlin Art in Community and collect the feedback

5.2.1 The course of making green dumpling in the CLEAR AND BRIGHT DAY

During the CLEAR and BRIGHT day holiday, the Shanghai residents will definitely eat Green dumpling. But it is said that nowadays the green color of Green dumpling only comes from additives. Thus Herlin Art in Community organized the students and workers of the community to make Green dumpling together, and invited Miss Huang from WangWang Group to give a speech as a food expert(Fig. 5.2). First it is worth mentioned that all the ingredients are fresh, and provided by the partner, Organic Farmer Mr. Jia from Chongming.



Fig. 5.2
The students were tasting the green dumpling made by themselves

In this course, the teachers cooked the Green dumpling in front of the students, and at the same time explained to them, while the students watched them do it. However, this type of interaction was not that valid. Besides, considering the fact that the class room was not large enough and the ingredients were not enough for each student, what the students could help were only kneading the dough and filling the bags, which didn't follow the idea of doing it yourself in HAO SHI SHI HAO. However, the students were all intrigued. After all, they didn't know how those small



Fig. 5.3
The green dumplings made by ourselves were a kind of yellow, but not that green

green desserts were made, although they might have already eaten them for many times. After the cooking, it was the time for eating. Now came the problems. The students didn't like the green dumpling made by them. (Fig 5.3) The green sticky rice bag was not green at all after cooking, somewhat turning a bit yellow. Plus, the inner sweetened bean paste was not that sweet either. After the discussion of the students, Miss Huang from Wangwang Group came up to give a lecture based on a detailed PPT. She told the students it is the additives that make those snacks and desserts sold in the market look beautiful and taste sweet. The students were shocked. And even provided with beautiful Green dumpling bought from the market, they chose to eat the yellowish and not-that-sweet Green dumpling in their hands.

To sum up, in the whole activity, the do-it-yourself part is not enough, which contradicts with the ideas of HAO SHI SHI HAO. Why can't the students make Green dumplings of different sizes and different shapes, even strange ones? The appearance of Green dumpling is not important. What is important is to make the students realize that during this time every year, family members should gather together to enjoy Green dumpling. Of course, there are other aspects that we could learn from. For example, the food expert didn't give the explanation until the students discovered that the Green dumplings they made were not that appealing and tasty. Although the PPT prepared by the expert was very theoretical and tedious, the questions were actually raised by the students themselves. So they were active and easy to learn some knowledge. After the speech, though some boys still uttered "I still prefer the sweet ones", the students would voluntarily choose the healthier Green dumplings. This shows that it is beneficial for the students to study the same knowledge if they could exploit and find problems themselves, and become interested in learning,

5.2.2 The art course of drawing with fruits and vegetables

Do you still remember how your art lessons were taught? In retrospect, students usually found art lessons boring if they were not interested in painting. Indeed, to break this curse, and to merge art and life, the project “Communities light up our life” came to Nan Hu International elementary school, giving the students there an astonishing art lesson.



Fig. 5.4
The teacher were cutting the vegetable to let the children see different view of the food

Seeing that the teachers brought many baskets of vegetables, the students were curious, eager to know what was going on. Then they were given a very general task with little constraints: to paint with those vegetables, whether using them as materials or as tools. After one kind of vegetable was cut into halves by the teachers, the students observed the sections of the vegetable they didn't often see(Fig. 5.4). They found that the texture was special and could be directly copied to a piece of paper by rubbing. Inspired by teachers, they itched to try more. Then the teachers gave these eager students many pigments and pastels, asked them to open their minds and paint as their wishes. The students were encouraged greatly to use imagination and creativity, and were largely inspired. The qualities of the resulting paintings were very good, making the activity one of the most successful events(Fig. 5.5).

But, that didn't mean there were no problems. In my opinion, the vegetables used didn't have a theme. After enjoying the fun of this art lesson, the children didn't learn the knowledge that HAO SHI SHI HAO wanted to pass. Instead, they only knew thatthey could use these unexpected tools. Although the lesson had internal spirits of exploration and innovation, its activity and game didn't teach the students important culture and diet knowledge. It should be noted that teaching methods and

games, though important, are only external forms. They can change as the circumstances, the time, and the subject change. However, what remains unchanged is the goal of HAO SHI SHIHAO, that is to promote the twenty-four solar terms dietary knowledge and traditional cultures. It would be better if seasonal vegetables at that time were used. In that case, the idea of lesson is still preserved, and its meaningfulness and profundity are increased. After all, the children would learn more in lessons with a theme, as analyzed before.



Fig. 5.5
The co-creation work is wonderful

5.3 The conclusions of the experiences in the courses of Herlin Art in Community

5.3.1 Control the number of the students and materials

There will be no such problem if a practice lesson is organized in a farm. But if the lesson is organized in a confined space (such as a classroom or a store), then it is very important to limit the number of people and distribute materials appropriately.

First, more materials are better, in order for the children to do their best. Some

materials can be recycled, and some unused materials can be put into another use next time. For example, the unused red beans used to make Green dumpling in CLEAR and BRIGHT day can be used to cook traditional Chinese rice-pudding in Dragon Boat Festival. The used pastels can be utilized in another lesson in different schools.

For the number of students, more doesn't mean better. Although we try to create a relax and free atmosphere for the children, they will play and make fun of each other, losing the sense of discipline and organization, if they feel that they are being allowed by the adults. Thus it would be better to divide a large class into several study groups (The members of groups shouldn't be chosen by the students themselves. Let the group members communicate with each other and fit in), and appoint different teachers or volunteers as leaders. Besides, don't organize a practice lesson such as a workshop in a small space, for the teachers and students would feel constrained. So it is important to check the place first. Of course, the safety of activity and tools should be taken into consideration in the first place.

5.3.2 Communicate better with the external experts

The goal of inviting outside experts to give lectures is to encourage better learning. But it often happens that the PPTs carefully prepared by the experts don't fit in when the students and teachers are having fun and studying in a relax atmosphere, which creates an awkward situation. After all, the experts, while good at their expertise, possibly don't understand the values of HAO SHI SHI HAO and its special education methods for children.

Thus it is important to communicate with these experts in advance of classes or activities. Give them a complete introduction of the objects, characteristics and values of HAO SHI SHI HAO. Talk to them about the goal of the class and the expectation of his lecture. It would be even better to offer them a schedule of the class. That way, at least they won't create an awkward atmosphere, or behave inconsistent with the teachers or volunteers of HAO SHI SHI HAO. The course designer can even discuss with them to make the content and presentation of the lecture follow the ideas of HAO SHI SHI HAO, which would lead to better effects.

5.3.3 Highlight the teacher's duty of guide

The meaning of “Guidance” is vague to some extent. How is to guide other than to interfere or to inculcate. The requirements for the teachers to guide are very high. To guide is to hide the knowledge points within activities and games without any trace. At first, the teachers can demonstrate a little bit, or use other methods to stimulate students’ interest in study and creation. However, after that they should not interfere at all when the students try to explore, discover and learn some knowledge in the subsequent activities. What they should take care of are problems irrelevant to the course study itself, such time arrangement, safety issues etc. If asked a question by the students, they could pose the question to the whole class, asking them to help figure out the answer together, or giving them some clues. But the point is to let the students find the answer to the question themselves, rather than tell them directly. Besides, there are often no absolutely correct answers to questions related to cultures and creations.

At the meantime, guidance also means trying to inspire and support those seemingly crazy ideas and creations of students, without judging for the students whether their ideas are realistic or not. What the teachers should care about is the process of exploration and creation, rather than only the results. The students should be praised and encouraged as long as they carefully observe and actively explore. The volunteers and outside experts should also have the kind of “guidance” spirit.

5.3.4 How to combine the knowledge and game perfectly?

Herlin Art in Community has many interesting courses. But for some of them the external forms are put to the first place rather than the goals. After the courses and fun, the students will not learn specific knowledge, which is not following the ideas of HAO SHI SHI HAO. In the author’s opinion, all external forms of activities and games should serve the purpose of conveying some knowledge. They shouldn’t be designed only for fun, or for children’s lark nature. Otherwise, they will not be beneficial to the children, and not meaningful as well.

So for course design, first we should determine the knowledge point and keywords of current solar term. And then we can use the keywords to select tools from our toolbox, and figure out what is the right form of the activities and games to encourage the students to actively and happily explore, discover and learn something.

5.3.5 The wide promotion

The main audience of HAO SHI SHI HAO consists of 3rd to 5th elementary school students. However, its propaganda should consider a wider audience for the building and maintenance of an open, social oriented platform. Therefore, the propaganda and promotion of activities (mainly for public figures, experts and volunteers) and brands (mainly for investment, cooperation, and donation etc.) should take into account a wider audience and cover more areas. At least, the promotion should cover the minor audience of HAO SHI SHI HAO: student parents, schools, public figures, experts, designers, volunteers, investors and potential investors.

5.4 Prototype the explore class in AUTUMN EQUINOX in the help of Herlin Art in Community

Starting from about September 22 to September 24, the sun almost vertically shines on the equator. The day and the night are equally long. It is the time of “A cold autumn rain”, or “AUTUMN EQUINOX” period.

Because of the dry weather, you should eat less spicy food, such as green onion, garlic, ginger, fennel, hot pepper and mutton. Seasonal food at this time includes taro, green soy bean and crab. This year, there was a good opportunity that Herlin Art in Community and its partner, Mr. Jia from Chongming, were considering having a joint outdoor activity. So the author discussed with Herlin Art in Community, and convinced them to organize a one and a half day long outdoor practice course. As said above, the author analyzed their previous events, and learnt from their experiences. I created strict plans for the program, hoping to bring some creative ideas to their practical courses.



Fig. 5.6
The base of LAO JIA (Mr. Jia's home) in
Chongming Island

On October 6, four teachers (including the author) and eight volunteers of HAO SHI SHI HAO, along with 24 students, came to Mr. Jia's home (Figure 5.6) at Chongming by bus. He is a supporter of organic agriculture, and also the partner of Herlin Art in Community. The author contacted him in advance to arrange the accommodation for us, lunch, the farmland needed for the program and transportation.



Fig. 5.7
The students exploring in the field to find the answer

After resting and reorganization, the whole class was divided into groups, each having one teacher, two volunteers and six students. The four groups went to the green soy bean farmland, starting **the first activity**. First, the teacher told the student about AUTUMN EQUINOX, the current solar term, and the features of AUTUMN EQUINOX. Then he asked them two questions. What were planted in the two farmlands nearby? What was the appropriate food to eat at this solar term, and why? The students were also told not to harm the plants and farmland while observing. The groups were expected to answer the correct answers. The students went happily to the farmlands. They saw that red beans were planted in one farmland, and green soy beans were planted in the other. They also found that the beans in green soy beans were almost ripe and plump, while the red beans were small and not ready to eat. Also the leaves of red beans were shorter on average. The four groups all answered correctly to the second question. But only one group gave the right name

of green soy bean in the first question. It turned out the one student in that group knew the answer because his came from a hometown with many farms. His group was praised a lot by the teachers. After a detailed explanation of AUTUMN EQUINOX, we began **the second activity**. Each student was required to observe the green soy bean independently and take notes. The notes should not only have text but also illustrations to show how the ripe green soy beans look like, which is good for students' memories. **The third activity** is to pull the green soy beans in groups. More beans, the better. In this activity, to the author's surprise, the students, male or female, all cooperated actively, happy to work in the farmland, not afraid to get dirty. They enjoyed themselves very much (figure 5.7), since they rare got touch with such environments. At about noon, the students and teachers brought the pulled green soy beans to Mr. Jia's home as one ingredients of supper. As agreed in advance, the lunch was nutritious. All the vegetables were organic and fresh. After the labor, the students had good appetites, with many of them asking more cooked cereals and soup. The teachers required that there shouldn't be any leftover. Unexpectedly, some boys said they were still not full even after all foods were finished. **The fourth activity** was arranged at the afternoon. The students were taken to a lakeside of Dong Tan by bus. They were told that during AUTUMN EQUINOX people also can enjoy one particular delicious food, and were asked to search for that special small animals in the farmland. Soon they became excited to find that there were many small holes on the border of the farmland, with crabs climbing out. Some boys even wanted to catch the crabs right away, but were stopped by the teachers, because in **the fifth activity**, the teacher would tell them the skills of catching crabs. They were given small containers to put the caught crabs which they could enjoy in the evening. In this activity, the teachers were afraid some students might get hurt by the crabs. But that



Fig. 5.8
The crab caught
by my group

turned out to not be a problem because the teachers watched over closely. The only problem was that many girls were fear of crabs while the boys were very excited, which largely reduced the levels of interaction and recreation. Since the

place was far away, at about 4 pm, the teachers and volunteers collected all the caught crabs(Fig. 5.8), and brought the students back to Mr. Jia's home. Without a rest,

the students helped cook the meal for everyone with the farmers, teachers and volunteers in **the sixth activity**. Two groups were needed to cook the pulled green soy beans, while the other two groups were needed to cook crabs. But cooking crabs seemed a very popular job. Most students wanted to do that. So the teachers decided to let them draw lots to choose the job. It was obvious that every student wanted bigger challenges if he was capable of finishing the task. **The last activity** was to enjoy the meal. At half past seven, we began to have the supper. With the help of the students, everything went well. They also got along with the farmers. **Last but not the least**, since everyone was very happy and active, one activity was added provisionally. During the meal, the teachers asked everyone to think about the differences between the past summer and the coming autumn, and to tell stories. Not only the children shared their stories, but also the local farmers, the teachers and volunteers all took part in. We all benefited a lot. And it turned out that the children discovered the nature as much as we adults did. More surprisingly, their observations were more careful and diversified. Their stories were more colorful and lovely. In the author's opinion, it is true that teaching benefits teachers as well as students. At dawn next morning, the students were picked up by the bus and returned home. They bore in mind constantly this new course of the author (Fig. 5.9). Many asked the author to come back another time. Other teachers also said that the students were highly active this time. They have been organized programs in Chongming before. In these programs, there were also farmland activities, but no getting touch with animals and cooking meals. Instead, there were lessons about myth, and after-school homework. But the students never expressed the willingness to come to Chongming again.



Fig. 5.9
The students told
me that they want
to come here again

The second time I went to Herlin Art in Community for a program, I deliberately ask several students in my group what they should eat in AUTUMN EQUINOX. Everyone gave me the answer of green soy bean and crabs. “Is there anything else?” I asked. Not many students could remember what the teacher taught them in the farmland. Almost all of them forget other foods, such as taro, corn and black fungus. When the students were asked to give suggestions on the course and toolkit, they said that the current games and activities were also interesting, and why the food should be associated with the previous games?

Thus the author asked them to write down some interesting and popular games in their minds. It turned out that most students loved multimedia games. After a discussion, the author and many teachers all agreed that the development and utilization of virtual games could be used in our activities, if there were hands-on classes in the future. And that is the power of user creation.

5.5 The conclusion of the explore class in AUTUMN EQUINOX

5.5.1 Keep respectation

The students were very active and happy to pull the green soy bean. However, since the teachers and students had rare opportunities to work in farmlands, we were not familiar with the plants. As reported by farmers, we accidentally pulled many green soy beans that were not ripe enough. Some other plants were also trampled by the students. The author felt very sorry for this kind of waste and bad influence that were not thought of in advance with caution. After all, we should all show our respects for the nature and life in the farmland and the natural world. Animals, insects, vegetables and plants all have lives and should be treated with respects even they are our foods. This idea should be rooted deeply not only in the hearts of the students but also in the hearts of the teachers and volunteers. It is said that the students caused more or less damages each time they went to the farmland. Since they were only kids and the damages caused were not huge, the farmers never asked for compensation. But in the author’s mind, this is unjustifiable since we are investigating the nature and food, promoting folk cultures. The first rule of HAO SHI SHI HAO should be “respect”. Respect the life, respect the workers, respect the ideas, and respect the culture.

5.5.2 Teacher/expert's duty to enhance student's enthusiasm and initiative

Compared to the active atmosphere of pulling green soy beans, it is not that appealing to the students to take illustrative notes, as reported by them. Students found it boring if they were not interested in drawing. This was especially the case for the other three groups which I was not in, because most notes they handed in were too ordinary without creations, some were even illegible. Although in the program the teachers shouldn't draw for the student, we still could do something when the students weren't interested. The author tried to personate the green soy bean in cartoons, which caught the eyes of the students in my group and even other groups. At first they asked me to draw for them. But I turned down such requests, and guided them to observe the features of the green soy beans and their different conditions, to picture the green soy bean as something with life. Some students did as told. Some still were reluctant, attempting to make me draw for them. At last, the author thought of the method of competition, announcing that whoever finished the drawing with the most brilliant idea would get a cartoon portrait of him or her drawn by me. That way, the students began to act actively.

So it is not that hard to cultivate interests of children, if we understand the nature of them and use the method of catering and competition. And that depends on experienced, patient teachers and experts.

5.5.3 Without distinction

The first issue is gender. The activity of catching crabs showed that gender will largely affect the process of a program. The author didn't realize at first that many girls were fear of crabs. Therefore, it should be made sure in advance that the program is accepted by both boys and girls.

The next issue is grouping and task assignment. Sometimes, it is necessary to assign different groups to do different tasks, for example, cooking green soy beans or crabs as in this program. However, the chaos and unhappiness at the beginning of the activity taught the author that children in their nature love to do challenging tasks. Therefore, it should be taken into account that different assignments have matching levels of challenges and attractions. Otherwise, it will make some students dissatisfied. Such moods are easily contagious among the children.

5.5.4 Find special places

Although during the activity many girls were too fearful to catch the crabs, that didn't mean they disliked it. Instead, they were interested and loved to watch on the side. So the activity was not a failure at all. The place where we caught crabs was full of crab holes and unknown to many people. It was Mr. Jia who discovered its location and told us. So the most successful part was this special place which was spacious and still. And that should be credited to the open platform integrating resources and information outside of our team.

After all, a special selection of activity site can encourage the children to explore, discover and create out of the atmosphere of the site.

5.5.5 Low the cost and time of traffic

Although the teachers and the students all had fun in Chongming, most of us felt tired of transportation between different places which took much time from our tight agenda. Besides, it was mentioned by inside workers that the transportation fee was higher than usual, since we went to catch crabs. Totally, we took bus four times, twice more than in usual programs by Herlin Art in Community in Chongming. So in program planning, besides entertainment interestingness and profundity, the organizers and designers should consider costs of transportation, food and time.

5.5.6 Learn by exploring

After two weeks, the author visited the students in Herlin Art in Community, and found that they could all remember green soy bean and crabs, the two kinds of foods they should eat in AUTUMN EQUINOX. However, they barely remembered other foods, such as corn and duck, which the teacher taught them in conventional ways in the farmland. Thus in my conclusion, the best way for the students to learn real knowledge is through their exploration. They should make the exploration themselves, pose their questions, and answer the questions themselves. In HAO SHI SHI HAO, even how to answer the questions is left for the students to find out. Because of that, they have their personal experiences. They may be right or wrong. They may be happy, sad, or fearful. But these memories of sentiments, senses and touches, make what they learn more unforgettable.

5.5.7 The great power of user's innovation

Since the PSS serves the children, we should ask them and their parents for opinions and suggestions. It is important to frequently get their feedbacks of HAO SHI SHI HAO toolbox and their creative ideas, which can improve our toolbox and hence our services. This is especially true for the children's opinions. They will constantly ask about this and that, sometimes giving suggestions intentionally, sometimes unintentionally. As designers, we should always listen carefully, and write down every creative idea and source of inspiration, checking if they are consistent with the internal values of HAO SHI SHI HAO, if they are beneficial for our services, for the toolbox creation, and for the improvement of system flowchart.

6 Conclusion and prospect of the theory

6.1 The conclusion

In the previous chapters, the author described the analysis, preliminary establishment and further prototyping of the four PSS. The goal of the PSS is set to promote the twenty-four solar terms and the idea of seasonal foods, and to inherit our local folk cultures. The features of the PSS are explorative education methods, open platform and original toolbox for children food education course, and the connection between spiritual culture and PSS. The best way to realize this PSS, HAO SHI SHI HAO, is to utilize our open platform, draw on the wisdom of the masses, share resources and distribute them appropriately, making people from different backgrounds contribute for the same idea. But all these are only theories and good wishes. Unexpected problems will be encountered in practical operations. After joining the practical programs of Herlin Art in Community, I found several detailed problems that I would never think of before, and gained further reference data and information for children education. All these are important to subsequent maintenance of the PSS.

Below are the newly added principles of the toolbox after getting the feedback before (Fig. 6.1).

In short, new ideas and explorations need courage and wisdom. They also must face with misunderstanding from others. However, as demonstrated by both practice and theory, HAO SHI SHI HAO is doing the right thing. What we should do in the future, is to never stop, and to do it in better forms, using better contents. Therefore, the whole paper is not only about how HAO SHI SHI HAO can be accepted by the market and thrive gradually. It is also about seeing the true smiles of the children, seeing a better future of the young generation, and carrying forward the heritage of our folk cultures. We don't focus on specific matters at the present time just like many PSS do. We focus on the future, trying to achieve something more profound but intangible. In the meantime, we want to serve more people, and offer them a deep humanity concern in the long run, other than only meeting their material and food requirements.

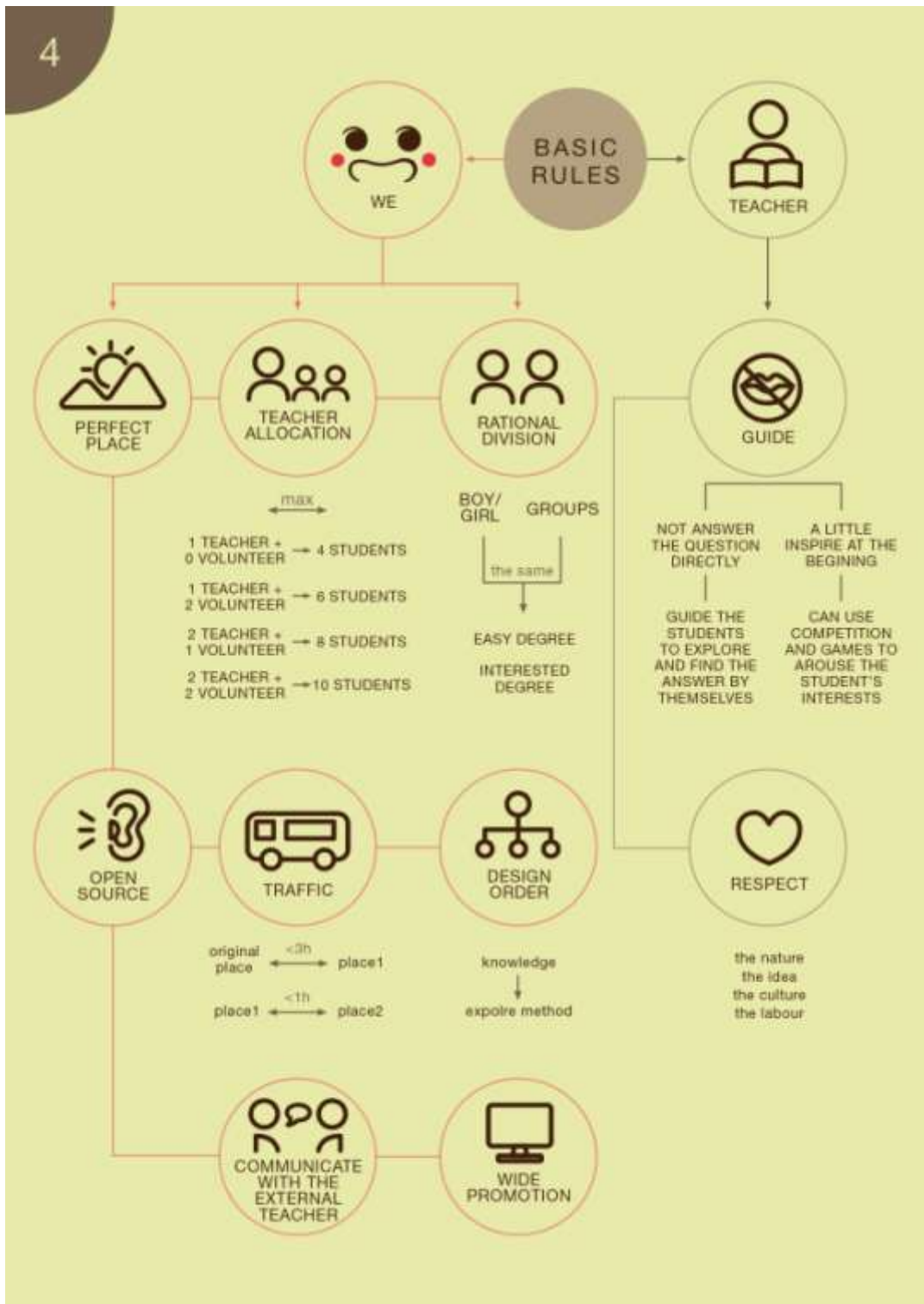


Fig. 6.1
The improved rules of the toolkit

6.2 The prospect

6.2.1 From the pupils to the whole nations

As stated previously, HAO SHI SHI HAO's main audience consists of third grade to fifth grade elementary school students. But that is not our original intension. However, there are various limitations in environment, capital and user basis, etc. As a small public welfare organization, it is hard to cover a large audience upon its establishment. So a small audience is beneficial for HAO SHI SHI HAO to provide fine services. After gaining a good reputation, HAO SHI SHI HAO will eventually target on the mass market, i.e. the nationals. We want to lead the nationals to a healthier dietary life, and carry forward the folk cultural heritage

6.2.2 From NGO to those cooperating with government

First, to fulfill the above object, i.e. enlarging the audience to the nationals, HAO SHI SHI HAO must cooperate with the government, rather than being a pure NGO. Such cooperation is beneficial for the realization and promotion of HAO SHI SHI HAO's internal values. Take Japan for an example. The Japanese government made laws on food and nutrition, and since then Japanese people pay more attention to this aspect. Second, such cooperation will increase the number of potential students and users in appointed education programs, better serving the above object. Children are our future hopes. If all of them take HAO SHI SHI HAO's education in their childhoods the same as the compulsory education, then the vision of enlarging the audience from elementary school students to the nationals is fulfilled, once the children develop the beneficial ideas and habits of food and cultures.

6.2.3 From Yangtze Delta to the whole country

The most important contribution of this paper is designing a toolbox that can be copied and put into use in another region, or for another audience at different ages. As a Shanghainese, the author is more familiar with the food, climate and folk cultures in low Yangtze River Valley areas. So the finished GRAININEAR and AUTUMN EQUINOX toolboxes are suitable for these areas, especially for Shanghai students. The finished toolboxes could not be used directly by people at other areas. However,

the original form of the toolboxes has no such limitation. People from different areas and different cultural background can use the original form to create their suitable toolbox instances, which means that if HAO SHI SHI HAO could achieve success and expand, the toolbox has already lay out the basis for its spread to all over the country.

In short, people can modify and improve specific elements in the toolbox, adding their own creations, in order to meet their requirements of food education, children education and culture heritage.

6.2.4 From food to the others

Besides food, there are many other elements that can be connected with folk cultures and children education, such as music, opera, poem, painting, sports etc., only to name a few. These elements may become inspirations for a new PSS. We should observe our lives attentively, just like the children in HAO SHI SHI HAO do.

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Interested in social public service, I think PSS can also be used to solve the culture problems and show the human care. That's the reason I choose the topic of the thesis.

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