

POLITECNICO DI MILANO,
SCHOOL OF DESIGN
MASTER IN PRODUCT SERVICE SYSTEM DESIGN

TITLE

THE SERVICE SYSTEM OF THE DESIGN BOOKSTORE

ACADEMIC TUTOR
DAVIDE FASSI

THESIS BY
WANG CHENQI
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ABSTRACT

The bookstore is a culture vane of a city, also a place where people can relax . However, with the impact of the ecommerce, a lot of bookstore have bankrupt. Fortunately, the design bookstore still keep a good momentum of development, however, the users demands for the bookstore are changing. Therefore, on the basis the basis of market research and user research, the author proposed the service system for the design bookstore.

The service system of the design bookstore mainly composed of four kinds of services, which are books recommendation, recommended booklist, independent publishing, lectures and exhibitions and the assistant services. These services composed of the framework of the design bookstore. Finally, based on the four service directions, the author proposed the service system of the design bookstore and drew the service system maps. In the chapter concept design ,the author described the whole service process in storyboard and designed the service touch points.

Key Words: design bookstore, service, user research, experience, information acquire

SOMMARIO

Libreria è la banderuola cultural di una città, ma anche è un buon posto di rilassarsi e studiarsi per le persone che hanno il tempo libero, ma sotto l'impatto di ambiente e-business, le molte librerie fisiche sono chiuse. Per la progettazione della libreria ancora a mantenere un buon ritmo di sviluppo. ma le esigenze degli utenti della libreria stanno cambiando, così sulla base della analisi di mercato e delle ricerche dell'utente, l'autore ha proposto un nuovo sistema di servizio della progettazione della libreria.

Il sistema di servizio è composto principalmente da quattro servizi, sono il servizio dei libri consigliati, la lista dei libri selezionati, i libri editrici indipendenti, il servizio della conferenza e dei libri espositivi e i servizi accessori correlati, questi servizi compongono il quadro del sistema di servizio della progettazione della libreria. Sulla base del quadro del sistema dei servizi, l'autore traccia un diagramma sistematico dei servizi, la versione raccontabile dei servizi e i punti di contatto dei servizi.

Parole chiave: progettazione della libreria, progettazione della prova, accesso alle intableazioni

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND

1.1.1 The current states of the bookstore

Bookstore is the culture vane of a city and also a good place for people to relax. However, in the impact of e-commerce, many bookstores have closed down. According to statistics, in the past 10 years, almost half of private bookstores have closed down, and this trend is still growing. In China, "Di San Ji bookstore" has closed down, "Feng Zhi Song" has temporarily ceased, and the others are facing the bankruptcy issues. In abroad, the second largest U.S. bookstore, "Borders" went bankrupt a few months ago; Canadian independent bookstores, "Mai Kenai • Lee Robinson", once was regarded as "the most successful independent bookstores". Which also fell last year. A number of private bookstore owner said, excluding rent, staff salaries and various taxes, the profit of the bookstore is about 5% around, "basically does not make money."

1.1.2 The current states of the design bookstore

However, in this market environment, the design bookstore is still thriving and maintaining a good momentum of development. It still has a stable customer base and a stable annual revenue. There are four reasons for that:

1 The design atmosphere. Design Bookstore has not only books, but also has good design atmosphere, For the designers, they can have an enjoyable experience in the design bookstore.

2 Pictures. Design books usually use a lot of pictures, for the guests who want to buy a book, only through website is difficult to judge a book, they have to go to the physical shop to browse the books, and then make the purchase decision. Therefore, the book sales in the physical store still keeps a stable growing.

3 Practicality. most books in the Design Bookstore introduces the design cases, which gives the book a very strong reference value.

4. Differentiation. Design bookstores only sell the professional design books. Through the differential way, for one hand, the bookstore can avoid a huge amount of competitors. on the other hand, also gives products unique attributes.

1.1.3 User demands for the design bookstore

However, the user needs for the design bookstore are changing.

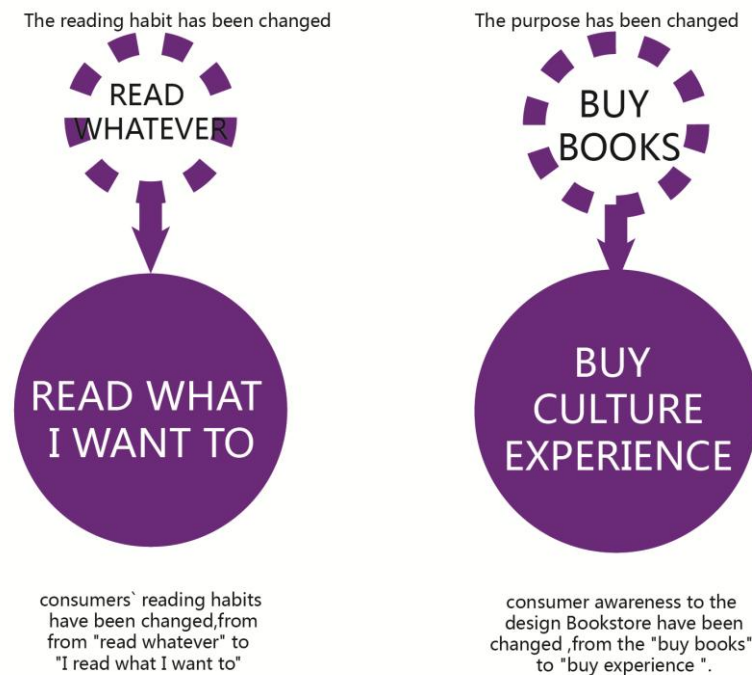


Figure 1.1 the user needs for the design bookstore are changing

(1) consumer awareness to the design Bookstore has been changed, from the "buy books" to "buy experience".

In the past, the design bookstore just sold books, nowadays, it gradually turns to sell the experience. "Cultural atmosphere" has become a very important factor. Since for the consumers, although their ultimate goal is to buy a book. The ambience, coffee, meals, lectures, exhibitions in the whole shopping process also values a lot. The service has gradually become an important factor for people when choosing a design Bookstore. "With the change from" product-centric "to" customer-centric ", people's consumption value have shift from the focus on quality, performance and price to the focus on brand, design and ease of use to the focus on the emotional consumption era. "(service design, ROTH Kam). "

(2) Reading habits changed from "read whatever" to "I read what I want to"

With the popularity of the Internet and the development of the e-commerce, users are able to obtain great amounts of design information than ever before, at present, there does not exist the problems who cannot find the design information. However, there exists problem who cannot find the information which can meet their needs.

Therefore, what bookstores can do is to provide the readers the information with high quality and meet their demands. From "read whatever" to "I read I want",

The read process should be more efficient and more valuable. Which requires the reframe of the bookstore services.

Previously, peoples` main purpose is to buy books. However, in the recent survey, in the primary purpose of entering the bookstore, 84% of users` choice is “just hang out, see if there are new books”, only 16% of the users have a clear purchase purposes. In the primary activities in a bookstore, only 74% of users choose “to read books in the design bookstore”, 6% choose “enjoy coffee and quick meals” , 20% of the users choose” attend the lectures and exhibitions”.as shown in 1.2. (Questionnaire from questionnaires Star). These datas indicate that the user demand is gradually shifted from "buy books" to " buy experience ". The design atomsphere and bookstore services are more and more important today. Which requires the restructure of the whole product service system.

1.2 THE PURPOSE AND SIGNIFICANCE OF THE THESIS

1.2.1 The practical significance of the thesis

The author will conduct an in-depth research into the user needs and the market. Based on the summarization of the user needs, the author will propose several service types, and then propose the whole service system of the design bookstore.

In the perspective of information acquirement , the author will analysis the user requirement for the information acquirement, and convert it into the feasible service solutions.

In the perspective of experience providing, the author will summarize the experience points base on the case studies and user research, and integrate the experience points into the service system .

1.2.2 The theoretical significance of the study

In most cases the PSSD theory were applied on the manufacturing industry. However, the theory rarely applied for the retail industry. Even though there exist some research about the temporary urban solution(Temporary Urban Solution, David Fassi), the theory about the retail space is still far from enough. Therefore, there exists room for improvement in the service design theory, This thesis will focus on the application of PSSD theory in the retail space.

1.3 RESEARCH FRAMEWORK

Thesis is divided into six chapters: The Chapter 1 is an introduction; The Chapter is the market research for the design bookstore; Chapter 3 is the user need study; Chapter 4 is the structure of the product service system for the design bookstore, the

Chapter 5 is the concept design; Chapter 6 is the summary and prospect.

Chapter 1,Introduction

This section discusses the research background, purpose and significance of research framework and main content of the research.

Chapter 2 The market research part.

In this chapter, the author analysis the design book store domestic and abroad. And categorize the service types into two category, the information providing and experience providing. In the next chapter, the user research will follow this two category to do the research.

Chapter 3 The user research

The main purpose of the research is to understand the needs of the target users. Firstly, through the user survey questionnaire, the section analysis the user needs in a quantitative method. Secondly, on the base of the previous analysis, the author suggested seven potential direction for service, and discuss with the users in-depth in the interview, finally extract the core need of the users and propose three directions of the service for the design bookstore.

Chapter 4 The framework of the product service system

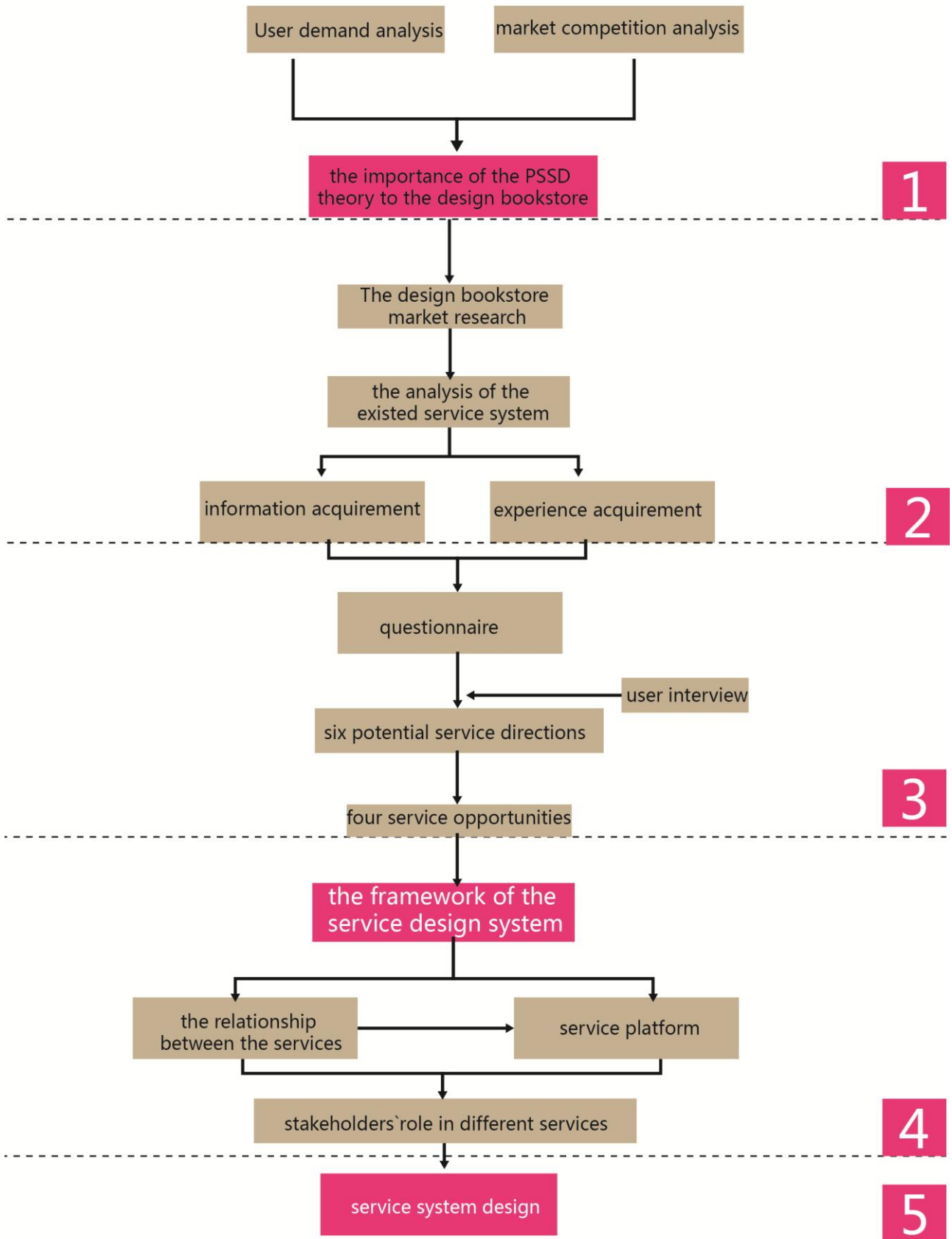
Based on the PSSD theory, the author proposed the framework of the bookstore service system and draw the service system map.

Chapter 5 Concept design

Based on the framework in Chapter 4 ,Chapter 5 proposed the conceptual design of the service system. The author used the story board the describe the whole service process,and designed the service touch points

Chapter6 Summary and Prospect

In this part, the author summary the whole process of the thesis, the result of the research, on the basis of which, the author prospect the future development for the research.



CHAPTER 2

DESIGN BOOKSTORE MARKET RESEARCH

2.1 THE DESIGN BOOKSTORE MARKET RESEARCH

2.1.1 The PSSD scan to the domestic design bookstore

the single service design bookstore

	THE RETAIL STORE	PRODUCT	WEBSITE
Shanghai Foreign Language Bookstore		foreign design books	
Beitu Architecture Bookstore			
Madison Bookstore		advertisement books	

	THE RETAIL STORE	PRODUCT	EVENTS	SERVICE	WEBSITE
Guanzi Bookstore		1 art and photography books 2 design products		COFFEE	
Dukou Bookstore		architecture and art books	lectures	COFFEE	
The Reddot Design Bookstore		设计类书籍	lectures	COFFEE	

Figure 2.1 The PSSD scan to the domestic design bookstore

In order to understand the current situation of the design bookstore domestic and abroad, I visited the 8 design bookstore located in Milan and Shanghai PSSD scan

into these eight bookstores.

I found that the design bookstores can be divided into two categories, single type of service, integrated service. Classified as shown in Table 2.1 and 2.2

2.1.2 The framework of existed service system

Table 2.1 single type of service bookstore

BOOKSTORE NAME	THE SERVICE
Shanghai Foreign Language Bookstore	Selling books
Beitu Architecture Bookstore	Selling books
Madison Bookstore	Selling books

Table 2.2 integrated service bookstore

BOOKSTORE NAME	THE SERVICE
Guanzi Bookstore	Books / Coffee / out of print books read
Dukou Bookstore	Selling books / Coffee / Exhibitions & Lectures
Kubrick Bookstore	Selling books / Coffee / Exhibitions& Lectures
PAGE ONE	Selling books/Book Publishing
DESIGN LIBRARY	Selling books / Coffee / Exhibitions& Lectures / Design products sales
GESTALTEN	Selling books / Coffee / Exhibitions& Lectures / Design products sales/Book Publishing
Eslite Bookstore	Selling books / Coffee / Exhibitions& Lectures / Design products sales/Book Publishing /Online store

From the research above, the author summarized the service system framework of the existing design bookstore.

2.1.3 The analysis of the existed service system

Figure 2.2 The analysis of the existed service system

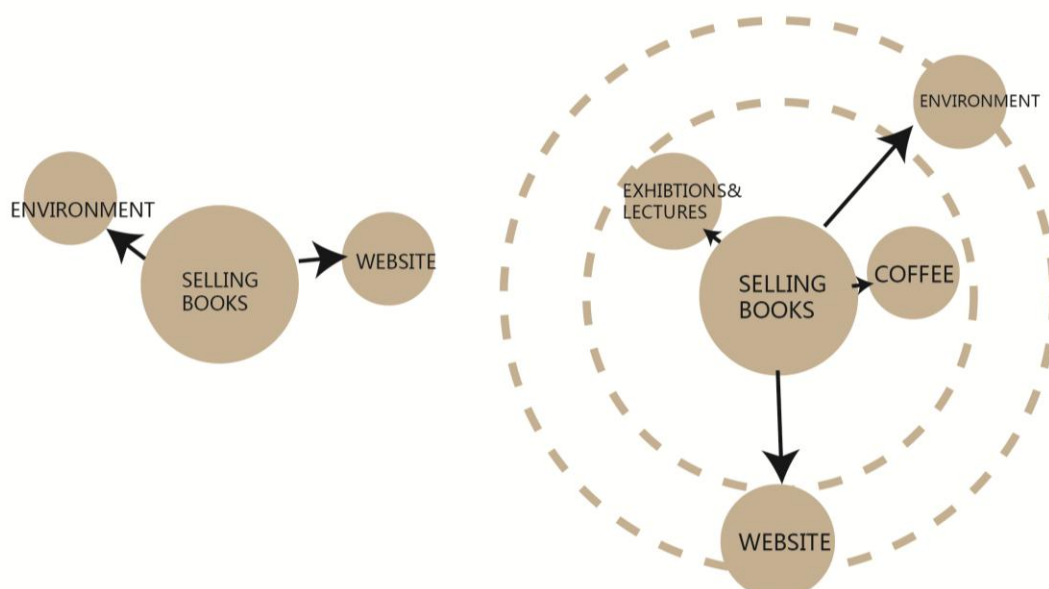


Table 2.3 the service system framework of the existing design bookstore

	SERVICE	THE ESSENCE OF THE SERVICE
<i>Offline purchase</i>	Books display	information providing
	Design products selling	Retail experience providing
	Bookstore Environment	
	Coffee tea	
<i>Online purchase</i>	Book subscription	Information providing /Web browse experience
	Magazine subscription	
	Online search for the books	
<i>Bookstore activities</i>	Lectures Exhibitions Readers' Club	People interaction/ information providing

From the classification of services above, we can see that the existing design services can be divided into two main categories, the information providing and the services providing.

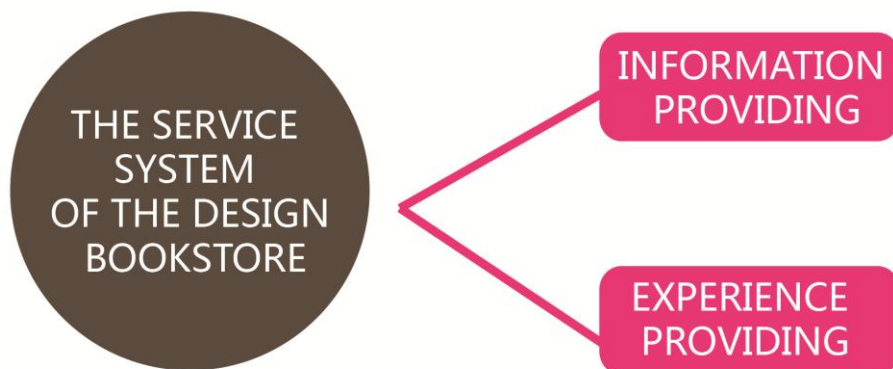


Figure 2.3 the classification of services

(1) Information providing

Information providing includes design books display, online browsing, books ordering and lectures & exhibitions.

(2) Experience providing

Experience providing can be divided into two categories: retail experience and interaction between people

λ retail experience

Includes the reading experience, design products purchase, coffee and tea services.

λ the interaction between people

Refers to the communication between people both online and offline.

Experience-based service and information based services are integrated with each other. In a service, there both exists information providing and experience providing., they are more like the hardware and software which rely on each other.

2.2 SUMMARY

In this chapter, the author did the investigation into the existing bookstore and proposed the framework of the existed service system, on the base of the framework, the author categorize the service type and found the service can be divided into two category ,the information providing and the experience providing. In the next Chapter, the author will conduct the research according to these two category.

CHAPTER 3

ANALYSIS OF TARGET USER

3.1 QUESTIONNAIRE

In this chapter, the author will conduct the questionnaire survey and the user interview, so as to understand the target user needs.

The questionnaire survey is divided into three parts. The purpose of the first part (Questionnaire 1) is to understand users' needs for the information providing service. Questionnaire 2 aims to understand user needs for interpersonal communication, the questionnaire 3 aims to understand user needs in terms of the shopping experience. Based on the result of the questionnaires, the author will propose the potential direction of the services, and discuss them with the users in the user interview.

Questionnaire 1, questionnaires 2 and 3 are published on the website called "Star questionnaire". The author invited her designer friends to fill the questions, finally the author received 26 questionnaires.

3.1.1 Questionnaire 1, the information acquisition service

1. The purpose of the questionnaire

Questionnaire 1 aimed at understanding users' needs for information providing service in the design Bookstore. The research was conducted in five parts as follows:

- (1) learn the user's basic information
- (2) learn the current purchase status of the users
- (3) learn users' online information searching status
- (4) learn the contents of design information users want to access
- (5) understand in what way users prefer to obtain design information

2. Questionnaire 1

Part I: Basic Information

(1) Your Age

A 15-20 B 21-25 C 26-30 D 36-40

(2) The stage of your career

A primary designer (0 to 2 years)

B Intermediate designer (2 to 5 years)

C 5 years senior designer

(3) Will you go to design Bookstore frequently

A Yes B No

Part 2: The Current Purchase Status Of The Users

(1) In the anual budgets for the design books

A less than 500 yuan B 500-1000yuan C higher than 1000 yuan

(2). Way of buying the design books

A buy in the store

B buy online after browsing in the store

C just online

(3) The e-books and paper books, which do you prefer

A paper books

B e-books

(4) the considerations when choosing the design books

A practical

B Interesting and fancy

Part 3: The current status of the online use

(1) through which way do you acquire the design information

A the website B the library C book purchase

(2)How long do you spend time in online searching for the design information

A 0-4 hours B4-8 hours C8-16 hours D 16 hours

(3)Which kind of website do you visit frequently

A design case sharing (CORE77)

B design blog (TUBMLR)

C BBS(BILLWANG)

(4) In what way do you want to book the design information

A magazine(monthly mailed)

B e-books(e-mailed)

C APP

Part 4: The needs in information recommendation service.

(1) If the design bookstore can design information you need, what you hope to have?
(Check all that apply)

- A trend report
- B design case
- C news in the design circles
- D design comments
- E user research
- F business strategy

(2) Which kind of information you are more valued? (Check all that apply)

- A meet my need
- B helpful to my own studies
- C innovative with unique perspective
- D quick updates
- E covers a wide range of areas
- F high quality

(3) Information Recommendation service is most helpful for you i (check all that apply)

- A Get the latest news in the design circle
- B inspiration from the case
- C provide data for the design research
- D grow up from the design report
- E broad the horizon
- F learn the design trends

3.1.2 Questionnaire 2, the communication between people in the design bookstore

(1) the way you more agree in the means of communication

- A lectures and exhibitions
- B online social platform
- C Book Club
- D projects cooperation

(2) In terms of lectures and exhibitions in the bookstore, you think your primary needs are (sort)

- A get the cutting-edge design information
- B communicate with the speaker after the event
- C activity information can be noticed in advance
- D activity videos can be posted on the web

- (3) In the social platform, your primary need is
- A showcase their designs on the web
 - B know more friends through the platform
 - C acquire the comments of the books from other users
 - D further contact with the people after the lectures and exhibitions

3.1.3 Questionnaire 3, The retail experience of the design bookstore

(1) In terms of the retail experience, you consider important factors are (sort)

- A cozy ambience
- B good service attitude
- C Design products selling

(2) In terms of the atmosphere, you think that the most important factor is

- A 24-hour B coffee and tea C excellent interior design

In the interior design, which style do you prefer

- A simple, modern B lively C retro elegant (Table)

(3) In the clerk's attitude, you are more approved of

- A clerk can give feedback quickly
- B clerk can meet your needs
- C warm attitudes

3.2 DATA ANALYSIS

3.2.1 Questionnaire a data analysis

1. the basic information of the users

In the questionnaire 1, among the 25 people who attended the survey, four people were 21-25 years old, 16 people were 26-30 years old, two people were 31-26 years old. Eight of whom were the junior designers, 12 people were the intermediate designers who have been in the industry for 2-5 years, two people were the senior designers. According to the current age distribution, the samples met common sense requirements.

2. the current status of design books purchase

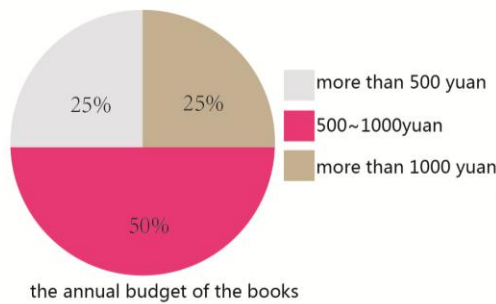
from the current purchase data we can find that

(1) users are willing to consume on the books, but still prefer a cheaper choice.

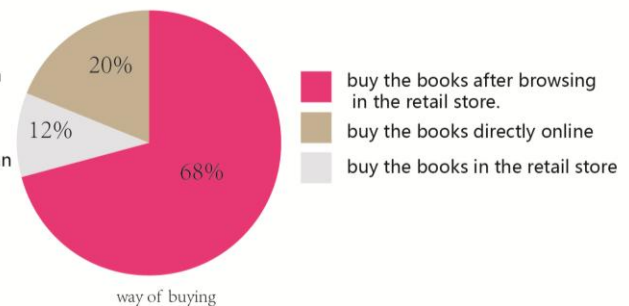
In the design books purchase budget, nearly half of the designers spend more than 500 yuan per year, 1/4 of the designers spend more than 1000 yuan per year. Which indicates that the designers are not skimp in the book budgets.

In the means of purchase, 78 percent of designers go online to buy the books after

browsing it in the offline store. 23% of users buy the books directly through the network. Which indicates that the offline bookstore were just a showroom, the main purchase channel is still from the internet.



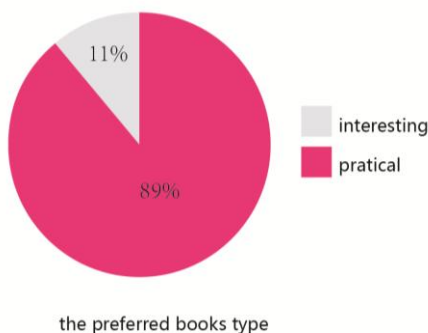
Graph 3.1 the annual budget



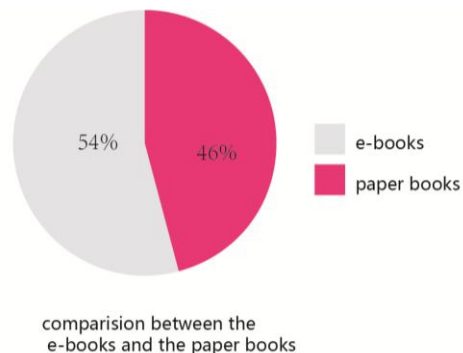
Graph 3.2 the way of buying

(2) user prefer the books with strong practical value

In the preferred books type option, 89% of users choose the books with high practical value. Users do not have clear preference between E-books and paper books.



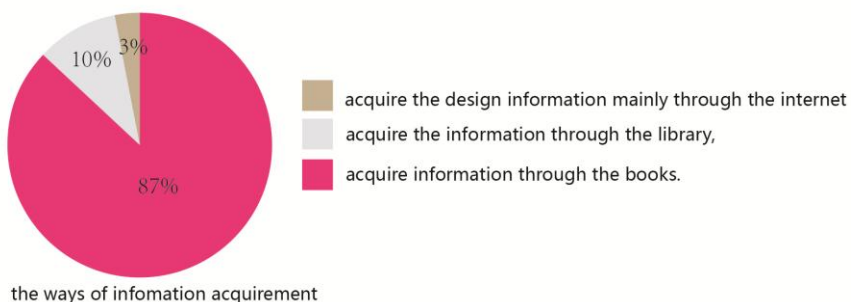
Graph 3.3 the preferred books type



Graph 3.4 comparison between the-books and the paper books

(3)the online information acquirement status

Users` primary way to obtain the design information is from the internet. 87% of users acquire the design information mainly through the internet, 10% of users acquire the information through the library, only 3% of users acquire information through the books.

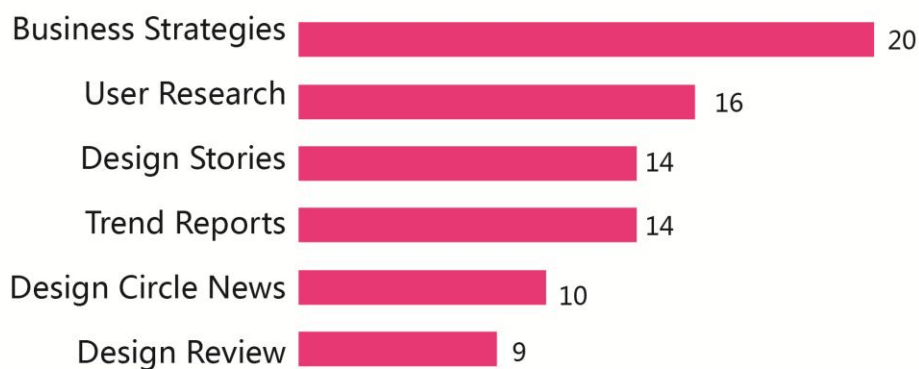


Graph3.5 the ways of information acquirement

(4)users`demands for the information recommendation service

- *the users` demand for the design information with depth*

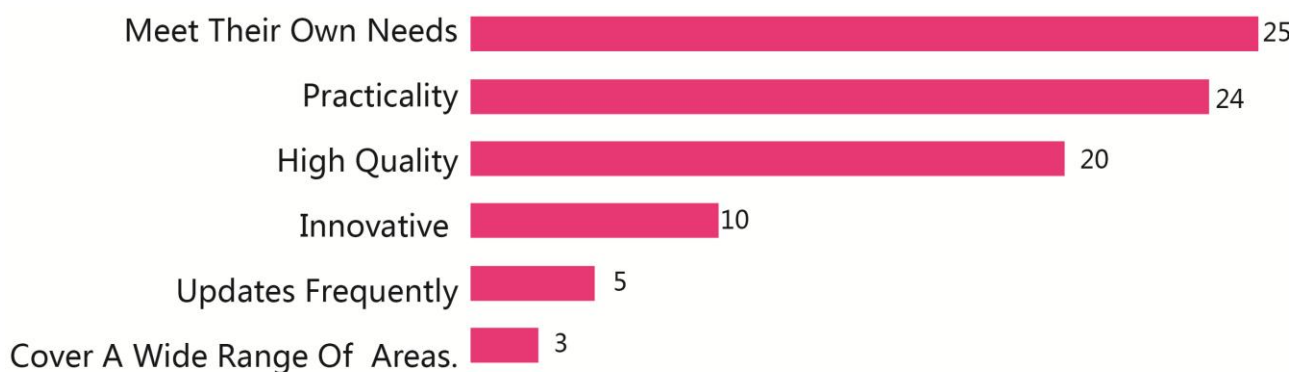
Sort demand for the information types, here ranges business strategies> User Research> Design Stories> Trend Reports> Design Circle News> Design Review. 26 of 20 people chose business strategy, 16 selected user studies, 14 selected design case. From the research we can find that, the users hope the bookstore can provide design information with depth and high qualities.



Graph3.6 users`demands for the information recommendation service

- *user prefer the design Information which meet their needs*

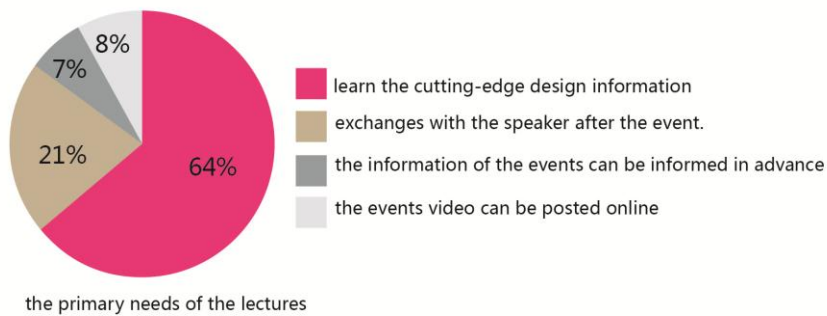
The users` requirements for the design information ranges meet their own needs> practicality> High Quality> Innovative> updates frequently> cover a wide range of areas. 25 of 26 people chose “ meet their own needs as the primary option, 24 people chose the information with practical value, 20 selected information with high quality, 10 selected information with the value of innovation. From this analysis we can see, the primary factor for the users is meeting the needs and practicality. the secondary factor is the quality and originality of the information. This requires design bookstore to provide the design with practical value and meet people`s need.



Graph 3.7 The users` requirements for the design information

3.2.2 data analysis questionnaire2

The core value of people`s communication is to deliver the information. In the user requirement for the lectures& exhibitions in the bookstore, 64% of the users chose to learn the cutting-edge design information. 21% of users chose the further exchanges with the speaker after the event. In the requirement for the online services, 61% of users chose to obtain the comments of the books from other users, 16% of users chose further contacts after the events. Only 11% of users chose B “ to know more friends through the platform”. These data indicates that the core value of people`s communication still lies in the information dissemination.



Graph 3.8 the user requirement for the lectures& exhibitions

3.2.3 Data analysis of the questionnaires 3

Table 3.1 user`s need for the experience providing service

Cozy environment	Good service attitude	Design products retail
Excellent interior design	The staff can satisfy your requirements	The bookstore can import some foreign books
Coffee meals	The staff can respond to your requirement immediately	The design products can update regularly
24 hours service	The service attitude is nice	We can see some local designers`works
offers reading seat	Good image of staff	Consignment own design work

3.3 SUMMARY OF THE DATA ANALYSIS

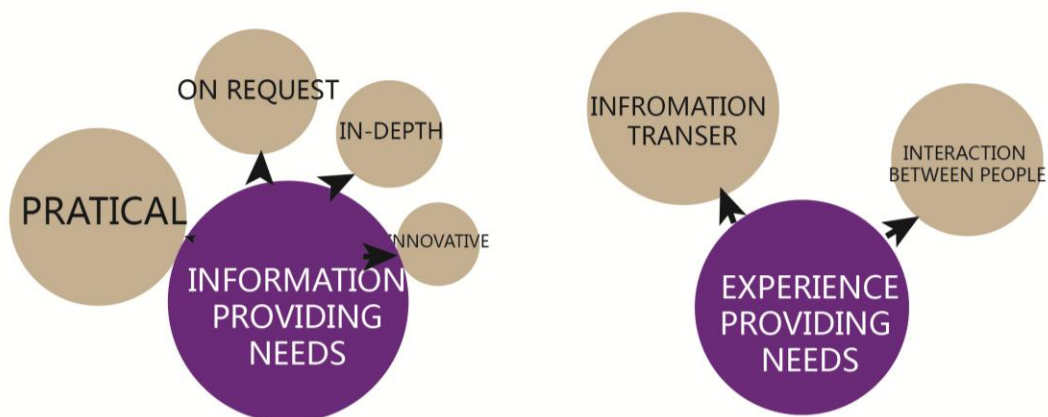
Table3.2 user needs for the information acquirement

INFORMATION ACQUIREMENT	INFORMATION FEATURES	INFORMATION TYPES
	Practical	design case / Trend Report
	On demand	
	In-depth	business strategy / user research / design research
	innovative	independent publishing / design comments

Table3.3 user demand for interpersonal interaction

USER DEMAND FOR COMMUNICATION	THE ESSENCE OF THE COMMUNICATION	WAY OF COMMUNICATION
	Information transfer	Lectures and exhibitions
		Share online

Based on the results from the questionnaire, the author proposed seven potential service directions: books recommendation, online information subscriptions, customized design data, information retrieval, books publishing based on user needs



and lectures& exhibitions.

3.4 SIX SERVICE OPPORTUNITIES

Table 3.3 potential service direction

POTENTIAL SERVICE DIRECTION	AREAS
online information subscriptions	Information recommendation
customized design data	Information recommendation
information retrieval	Information recommendation
books recommendation	People communication/ Information acquirement/retail experience
books publishing based on user needs	People communication/ Information acquirement/retail experience
lectures& exhibitions	People communication/ Information acquirement/retail experience

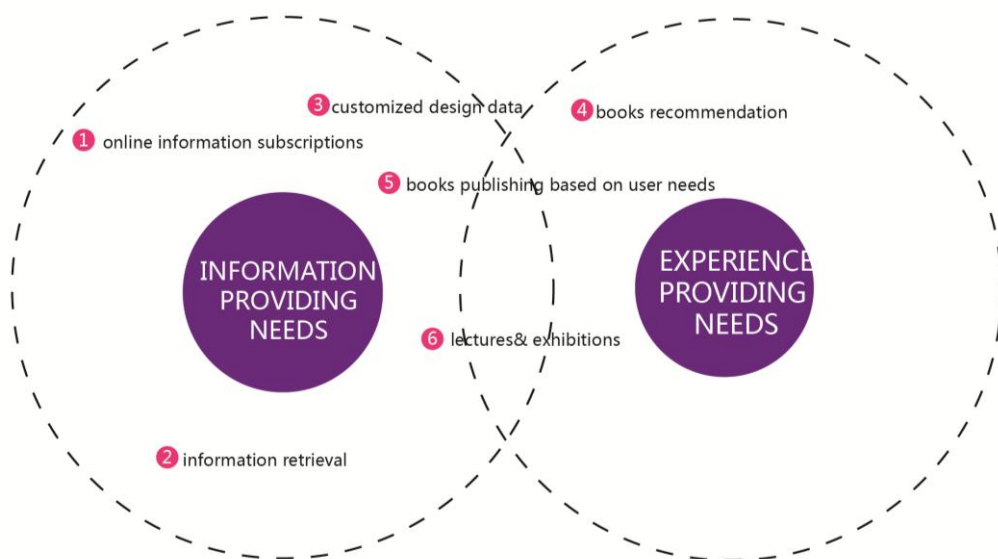


Figure 3.1 potential service direction

In the next section, the author will describe these six directions

(1) Online Information Subscriptions

The online platform will push the design information according to the user preference

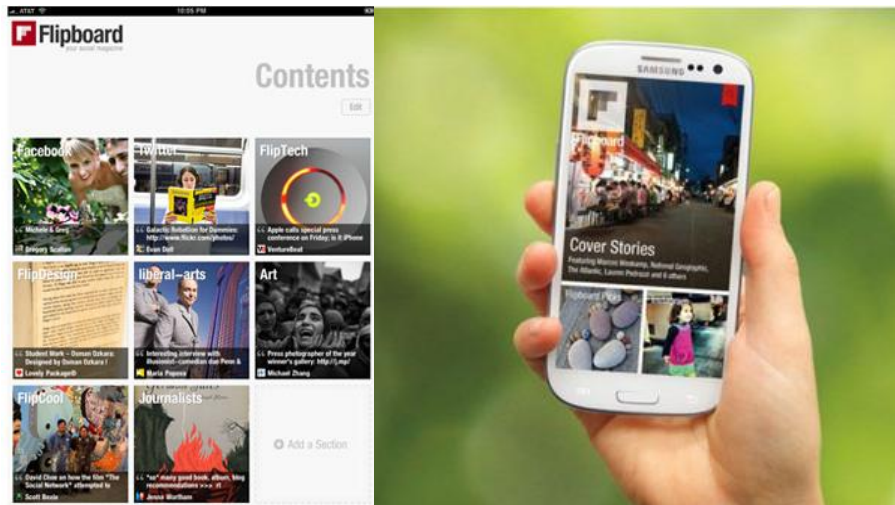


figure 3.2 Online Information Subscriptions

(2) Customized Design Data

According to the user needs, collect the information from several books and combine them into one book.

(3) Information Retrieval And Editing

The bookstore can build its own database, integrating the existing design resources for users` online search. users can also participate in the resource editing process to make improvements. It is like the design version of Wikipedia. This service will provide a high search quality while browsing the internet.

(4) Book Recommendations

The bookstore can provide the service in two ways. Firstly, to recommended books and to find the books according users` needs .Secondly, send books home periodically.

(5) Books Publication According To User Needs

The design bookstore can sum up the user needs and turn the needs into topics, the topics will be turn into the design reports and published.



Figure 3.3 Books Publication According To User Needs

(6) Lectures And Exhibitions

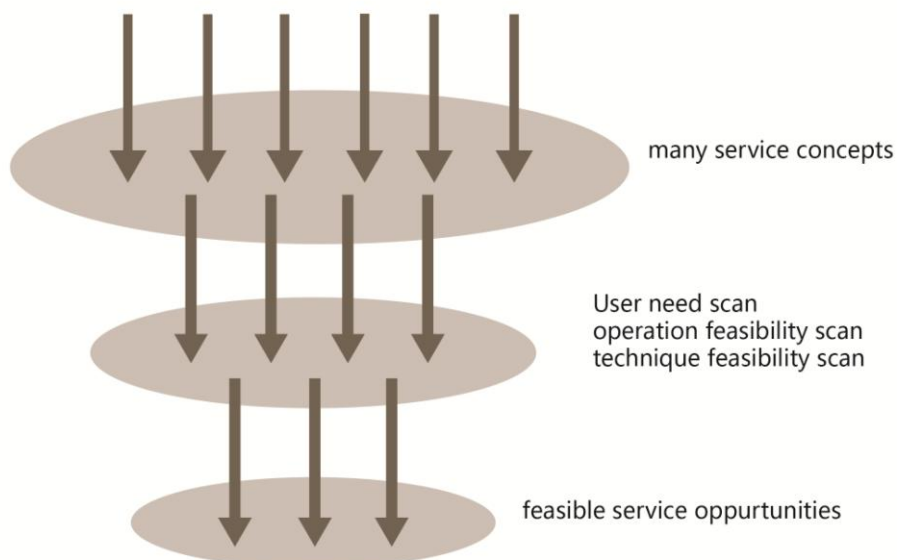
The bookstore can invite some famous designers to share their experiences, after the events, the videos will be posted on the web.



Figure 3.4 Lectures And Exhibitions

According to the description in the "Services Product Design", after the service concept raised, it does not mean it certainly will become a service product. Since the service concept will face the challenge from many fields, such as financial issues, the operation feasibility and technology feasibility. Therefore, it requires a "scan" process, in order to examine the feasibility of a service. This "Scan" to go through several stages, respectively from the user needs, service operations, technical feasibility and so on. After the scan of each stage, many service concepts will be eliminated, and only a few will be left.

In the following section, the author will evaluate these six service direction from user needs, technical feasibility and operations feasibility.



3.5 USER INTERVIEW – THE ANALYSIS INTO THE SIX

SERVICE OPPORTUNITIES

3.5.1 The interviews step

1. the purpose of the interview

In the previous questionnaire, the author concludes the user needs of the design bookstore services. And proposed six services opportunities. The aim of the user interview in this section is to learn users' understanding about these six opportunities. So as to find out the most promising direction.

2 .the interviewees

Considering their age level and professional non-repetitive,4 interviewees were selected. As follow is the basic information of the interviewee, mainly includes1 age of 2 Sex 3 design field 4 titles

Table 3.4 the basic information of the interviewee

	AGE	SEX	DESIGN FIELD	TITLE
Interviewee 1	26	Female	Product	Junior designer
Interviewee 2	26	Female	Interaction design	Junior designer
Interviewee 3	31	Female	Brand strategy	Senior designer
Interviewee 4	34	Male	Environmental design	Intermediate designer

3. interview means

Because of the time constrains,the interview was taken in the telephone. The time was controlled in 40 minutes.

4.interviews steps

- (1) Background introduction Information
- (2) Describe the service opportunities to the users
- (3) Invited users to pick out the the opportunity they think are important
- (4) Raised the questions according to the opportunities they picked

3.5.2 The interview result

1. For the information acquirement

(1) users hope they can spend less efforts in data editing

In the process of design research, it is time-consuming in the data retrieving and editing process. The users hope that the customized data service can help them collect all the relevant information they need. So that they don't need to spend less efforts while doing the design research.

(2) User prefer "a systematic summary of a certain design topic"

The interviewee said that they hope to find a systematic summary of a certain design topic. Such as the topic "chair", they can find the chair design history, the famous chair designers in the history, the processing technology of the chairs, new materials of the chairs.

2. For the book recommendation

The existing recommended booklist cannot meet the users' requirement.

λ The existed book recommendation service mainly recommend two types of books, The classic ones and the popular ones. However, they do not meet the demands of the users. For them, the existed booklist are more like a kind of advertisement.

λ The existed book recommendation service also encounter the operation problem For the bookstore owner, It is a heavy workload to make the recommendation according to each customers' requirements. Therefore, the existed book recommendation service cannot be replicated in large scale.

λ The solution 1 – the recommended book list

The user hopes that there is a booklist to inform them about the latest books published abroad. And they can find the books they want according to the booklist.

3. For the people communication

For one side, what users want is to get in touch with more people through the events. For the other side, the user hope to acquire more information from other people through communication.

The solution –lectures and exhibitions. The bookstore can invite some designers to deliver lectures in the bookstore. The designers themselves can also cooperate with the stores to launch his own activities. After the events, they can keep contacts through the online platform.

4. For the retail experience

The retail experience is also an important factor. For one side, the customer hope

to enjoy an integrated experience, including the design environment, coffee, 24-hours service. For the other side, the customer also hope to enjoy an interactive experience in the store, making the shopping experience more interesting.

3.6 SUMMARY OF SERVICE DIRECTIONS

Table3.5 conclusion of the user needs and the solution

SERVICE DIRECITON	USERS NEEDS	SOLUTION
DIRECTION 1 : BOOK RECOMMENDATION	Learn the information about the latest published books	the recommended book list Each month, bookstore owner can pick ten books, he and the customers will make the co-evaluation to these books. Through this way ,the design bookstore will have an authorized book list from different fields. The users can also find the books according to the list. The book list can also be provided online.
	Learn the information about the most popular books	
	Find out the books he want	3 the recommendation from the bookstore the bookstore owner will recommend the books according to different users' need. The bookstore can also provide the extra home delivery service based on the customers` requirement.
	Find the books according to the recommended lists	
DIRECTION2: INDEPENDENT PUBLISHING	Users can reduce the research effort	The bookstore owner can summarize the user needs from the guests in the bookstroe. Based on the needs ,the bookstore owner will propose some interesting topics and invite the
	User can acquire the systematic analysis to the topic they want	

		expert to help him pick out the valuable ones. The designers and the editors of the bookstore will turn these topics into reports. The reports will be published in small quantities monthly. These reports will also be provided online for designers' research.
	The user can acquire the information they need quickly	
DIRECTION 3 : LECTURES & EXHIBITIONS	The communication between people	The bookstore can invite some designers to deliver lectures in the bookstore. The designers themselves can also cooperate with the stores to launch his own activities. After the events, they can keep contacts through the online platform.
	Acquire the information through the communication	
	Designer's self promotion	

3.7 CONCLUSION

The user research composed of the questionnaire and the user interview. The questionnaire raised the questions from three aspects, the design information acquirement, the experience acquirement and the people communication. Based on the results from the questionnaire, the author proposed six potential service directions: books recommendation, information online subscriptions, customized design data, information retrieval, books publishing based on user needs and lectures & exhibitions. And in the user interviews, the author discuss the technical possibility and the operational possibility with the users. Finally, proposed four service opportunities, which are books recommendation, recommended booklist, independent publishing, lectures and exhibitions.

CHAPTER 4

THE SERVICE FRAMEWORK OF THE DESIGN BOOKSTORE

4.1 THE FOUR SERVICE DIRECTION INTRODUCTION

1 Design Information Sales

The service includes the sales of the design bookstore and the e-book online download. The online platform of the design bookstore can provide the recommendation service based on the user's purchase history.

2 The Recommended Book List

Each month, bookstore owner can pick ten books which are good in some pacific area , he can collect some interesting comments about this book from web, and print them on the cards. These card will be delivered to the guests in the bookstore. The guests can add their own comments on the cards. Eventually, these cards will be display on the wall of the bookstore.

Through this way, the design bookstore will have an authorized book list from different fields. The users can also find the books according to the list. The book list can also be provided online.

3 The Recommendation From The Bookstore

The bookstore owner will recommend the books according to different users' need. The bookstore can also provide the extra home delivery service based on the customers' requirement.

4 Book Publication In Accordance With The User Needs Trends

The bookstore owner can summarize the needs trends from the guests. Based on the needs, the bookstore owner will propose some interesting topics and invite the expert to help him pick out the valuable ones. The designers and the editors of the bookstore will turn these topics into reports. The reports will be published in small quantities monthly. These reports will also be provided online for designers' research.

5 Lectures and exhibitions

The bookstore can invite some designer to share their works so as to help the user get in touch with the cutting-edge design information. The information of the activities will be published online.

4.2 THE SERVICE FRAMEWORK OF THE DESIGN

BOOKSTORE

Based on the service point listed on the last chapter, I structure the new framework of the service system for the design bookstore.

Table 4.1 the framework of the service system for the design bookstore

PRODUCT		Design books
		Design magazines
		Design products
		E-books downloads
SERVICE	CORE SERVICE	The sales of the design information
	ASSISTANT SERVICE	The recommended book lists
		The recommendation from the bookstore owners
		The publishing of the design reports
		The activities(lectures and exhibitions)
		Online platform
DERIVATIVE SERVICES	Coffee/WIFI/design products/environment/24-hour services	

In addition , the design information selling, the recommendation from the bookstore owners, the activities(lectures and exhibitions) ,the online platform and the Coffee,WIFI,design products sales, 24-hour services are the basic services of the design bookstore. Which mean these services can be applied to any design bookstore without taking the scale of operation into consideration. However, the recommended book lists and the publishing of the design reports belongs to the additional service. Which means they can only be applied to the bookstore with abundant funds and certain scale.

THE FRAMEWORK OF THE SERVICE SYSTEM

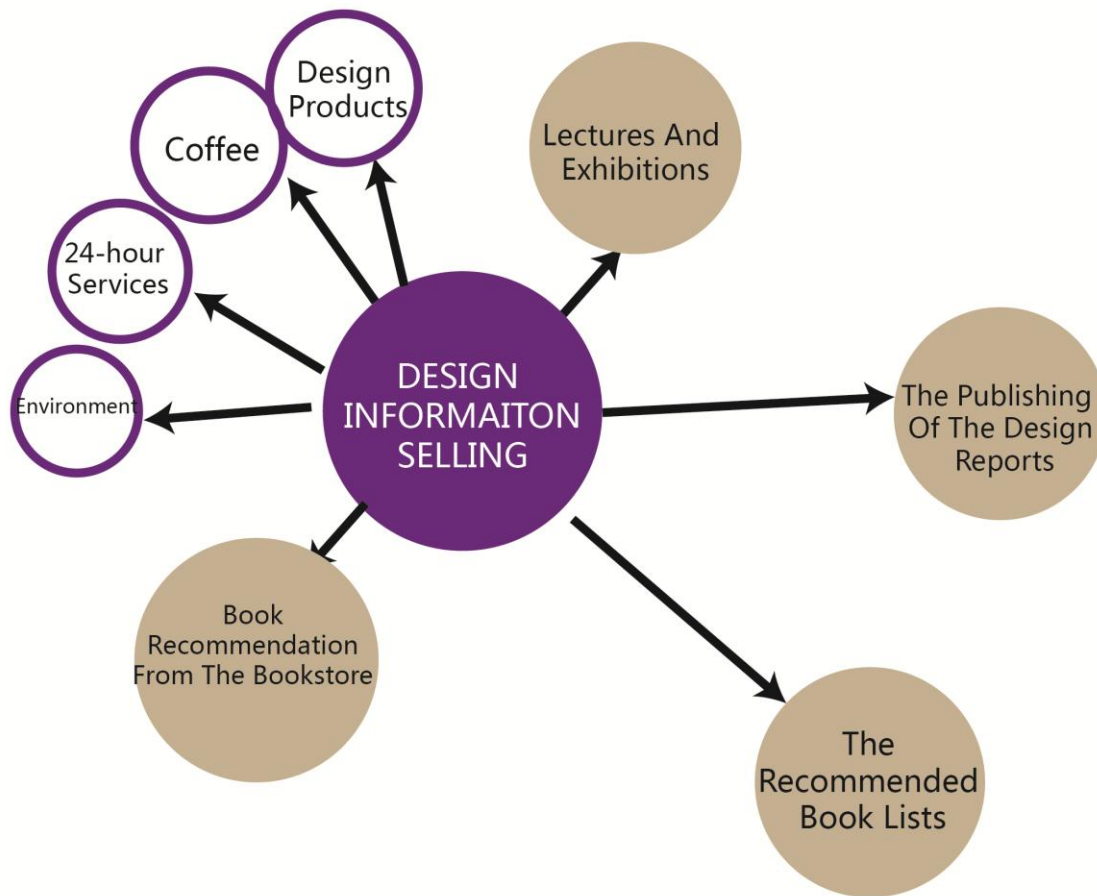


Figure 4.1 The framework of the service system

4.3 THE RELATIONSHIP BETWEEN SERVICES

4.3.1 The basic service and the additional service

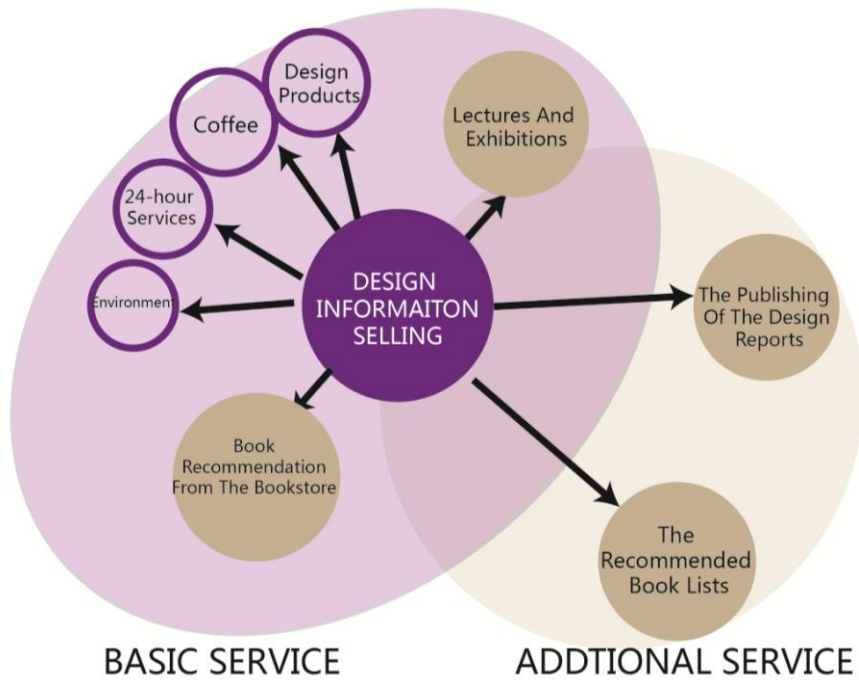


Figure 4.2 The basic service and the additional service

4.3.2 The basic service and the additional service

The whole platform consists of a physical one and a virtual one. And these two are closely related to each other.

THE CONNECTION BETWEEN THE ONLINE PLATFORM AND THE PHYSICAL PLATFORM

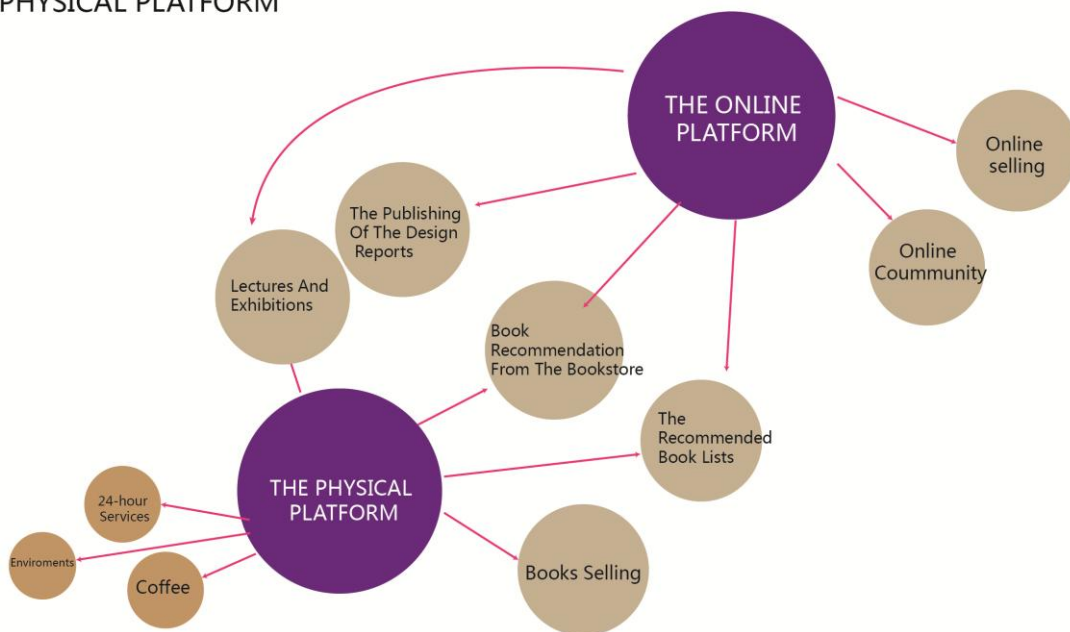


Figure 4.3 the two platform

1.The physical platform of the design bookstore

The physical platform of the design bookstore will provide material support and the manpower support. In the physical bookstore, the area will be divided in five parts, the book display area, design items display area, the recommended book list display area, the lecture area and the coffee area.

2.The online platform

The online platform covers book sales, suggested reading list, design reports publishing, event information and online communities. According to your searching records, the website will display the content you need. For example , for the customer who often search for architecture books, the website will show more architecture books. In addition, services are also editable and interactive, using the site's users are not only service users, but also the service creator.

4.3.3 Service key factors

SERVICE KEY FACTORS

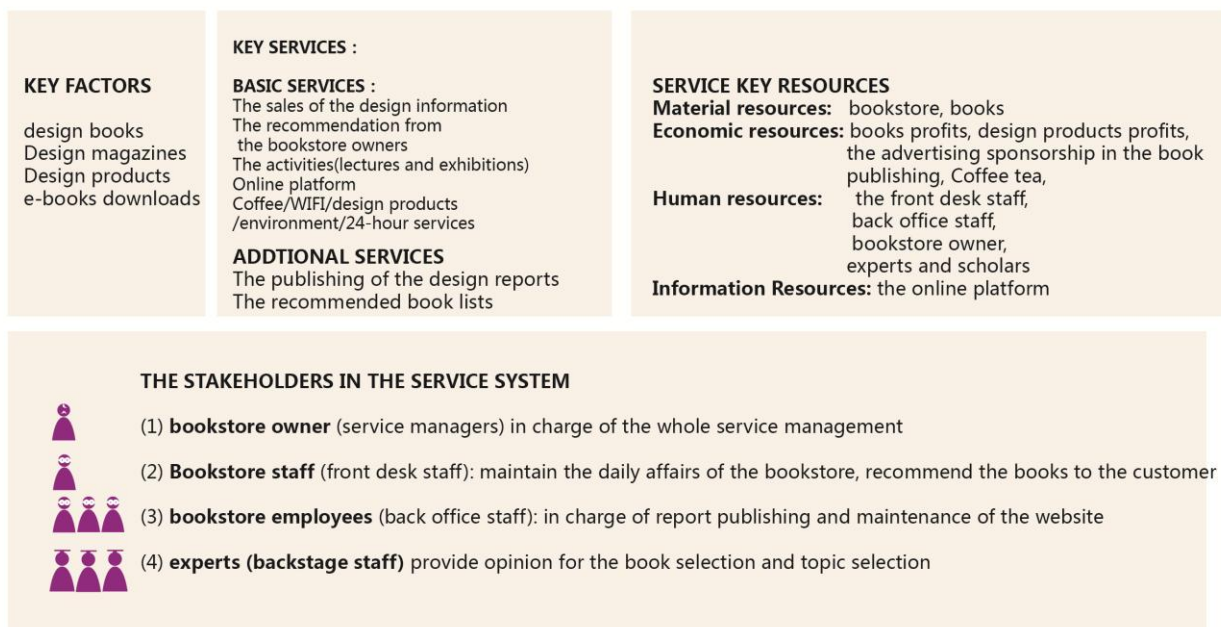


Figure 4.4 service key factors

4.4 STAKEHOLDERS` ROLE IN DIFFERENT SERVICES

The stakeholders in the services system include the bookstore owner, bookstore employees, design experts, and users. They play different roles in the whole service system.

(1) Bookstore owner (service managers)

In charge of the whole service management

(2) Bookstore staff (front desk staff):

Maintain the daily affairs of the bookstore, recommend the books to the customer

(3) Bookstore employees (back office staff):

In charge of report publishing and maintenance of the website

(4) Experts (backstage staff)

Provide opinion for the book selection and topic selection

The stakeholder`s role in different service type

1 Design Books Sales

Table 4.2 The stakeholder`s role in design books sales service

DESIGN BOOKS SALES		
PHYSICAL PLATFORM	Bookstore owner	Pick high quality design books
	Front desk staff	management of existing books and magazines
	Bookstore backstage staff	
	Experts and scholars	Offer advices for the books
	users	Offer feedback for the book he needs
VITURAL PLATFORM	database	book sales e-book downloads books search consumer preference record

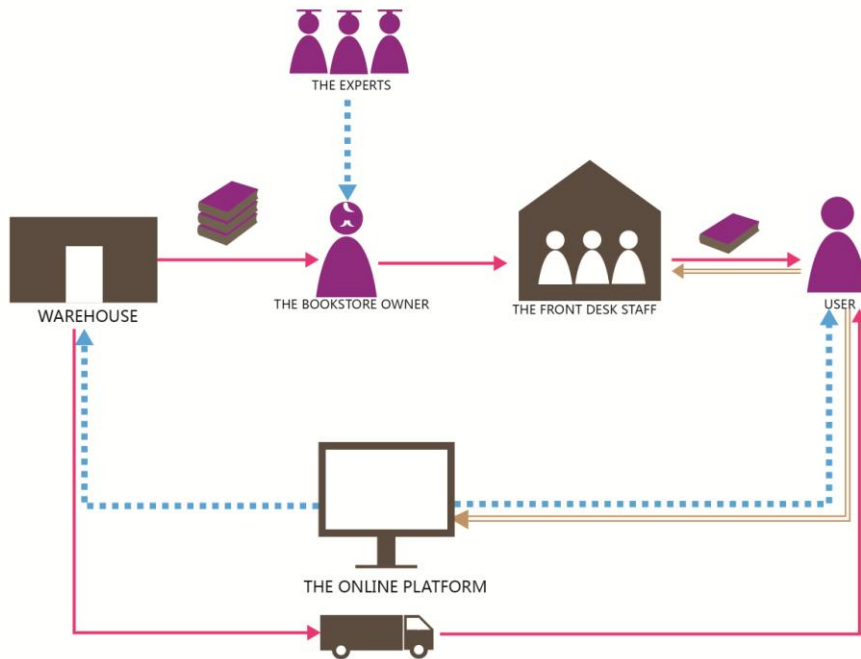


Figure 4.5 The system map of the Design Books Sales

2 Recommended Book List

Table 4.3 The stakeholder's role in recommended book list

RECOMMENDED BOOK LIST		
PHYSICAL PLATFORM	<i>Bookstore owner</i>	Pick out 10 valuable books in different field
	<i>Front desk staff sales,</i>	Management of existing books and magazines
	<i>Bookstore backstage staff</i>	Gather these cards, attached to the bookstore on the wall, make these cards into book list,
	<i>Experts and scholars</i>	Offer their own opinion to the book lists
	<i>users</i>	Pick out the book he interested in, make comments on the cards, pick books for other users as a reference.

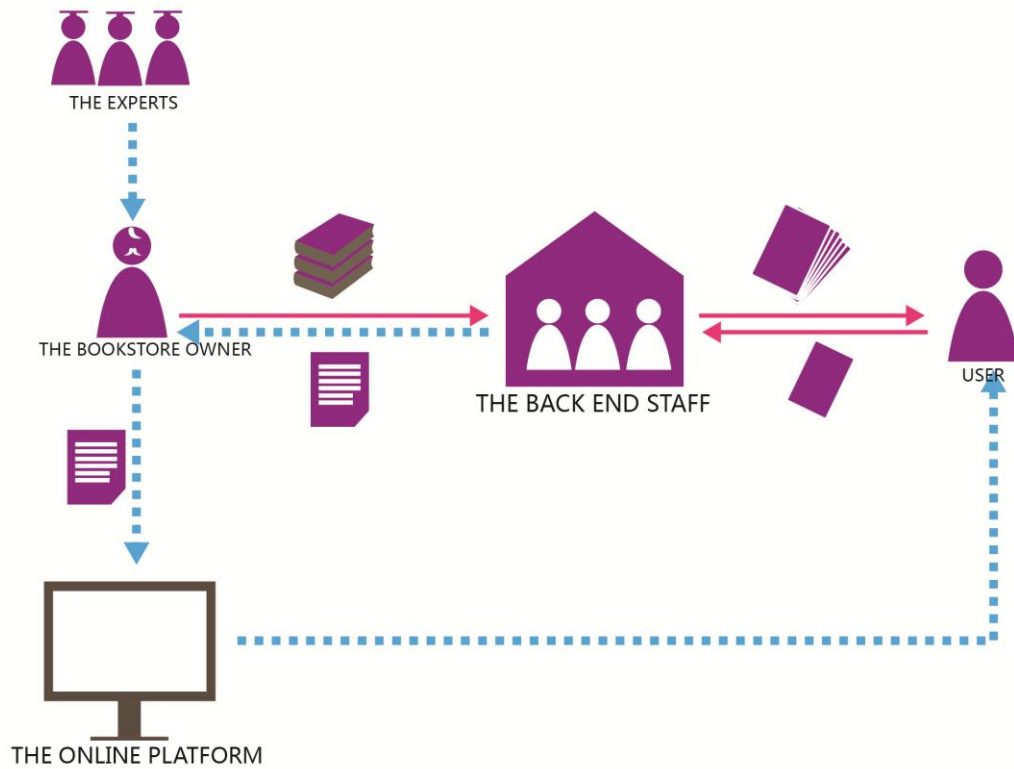


Figure 4.6 The system map of the recommended book list

3.The Store Recommendation

Table 4.4 The stakeholder`s role in the store recommendation

THE STORE RECOMMENDATION		
PHYSICAL PLATFORM	<i>Bookstore owner</i>	Recommend books according to users` needs
	<i>Front desk staff sales,</i>	Record each customers` preference
	<i>Bookstore backstage staff</i>	
	<i>Experts and scholars</i>	
	<i>users</i>	Offer feedback for the book he needs

VIRTUAL PLATFORM	<i>database</i>	1book recommendation, recommend books according to users need 2push the lectures and exhibitions information user interested in 3recommendation from friends in the online social circle
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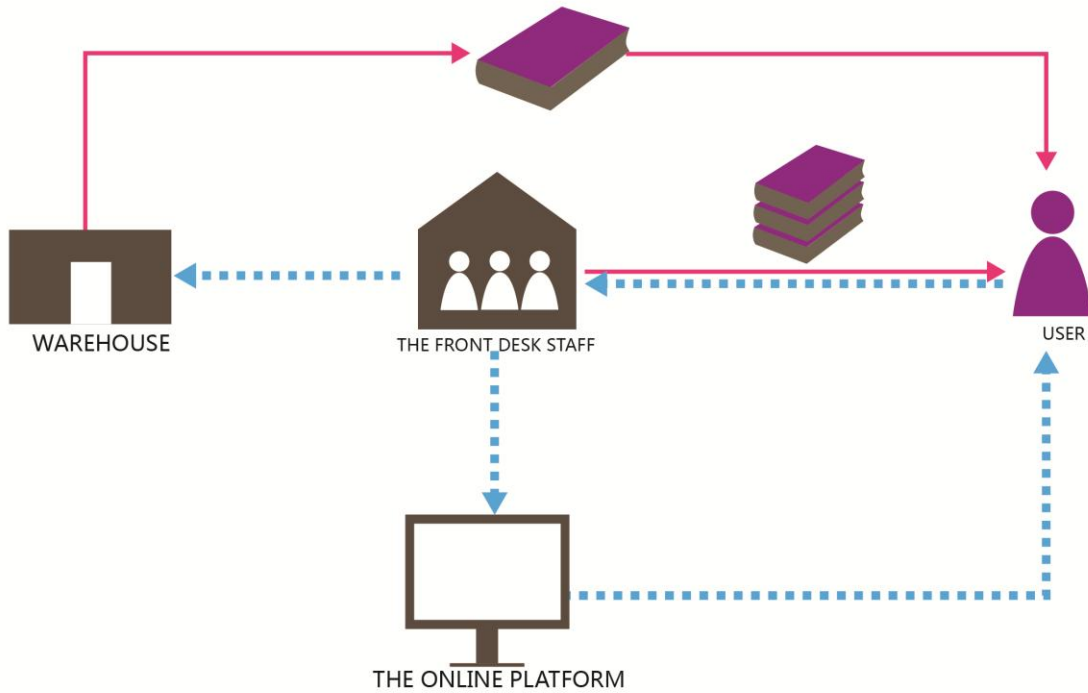


Figure 4.7 The system map of the store recommendation

4.Design Reports Publishment

Table 4.5 different stakeholders` role in the service of design reports publishment

		THE PUBLISHING OF THE DESIGN REPORTS
PHYSICAL PLATFORM	<i>Bookstore owner</i>	Accumulate the user needs
	<i>Front desk staff sales,</i>	Find out the topics users interested from the purchase record
	<i>Bookstore backstage staff</i>	Do in-depth research on the topic Edit the research result
	<i>Experts and scholars</i>	1help the store to pick out the topic 2provide the information support for the topic

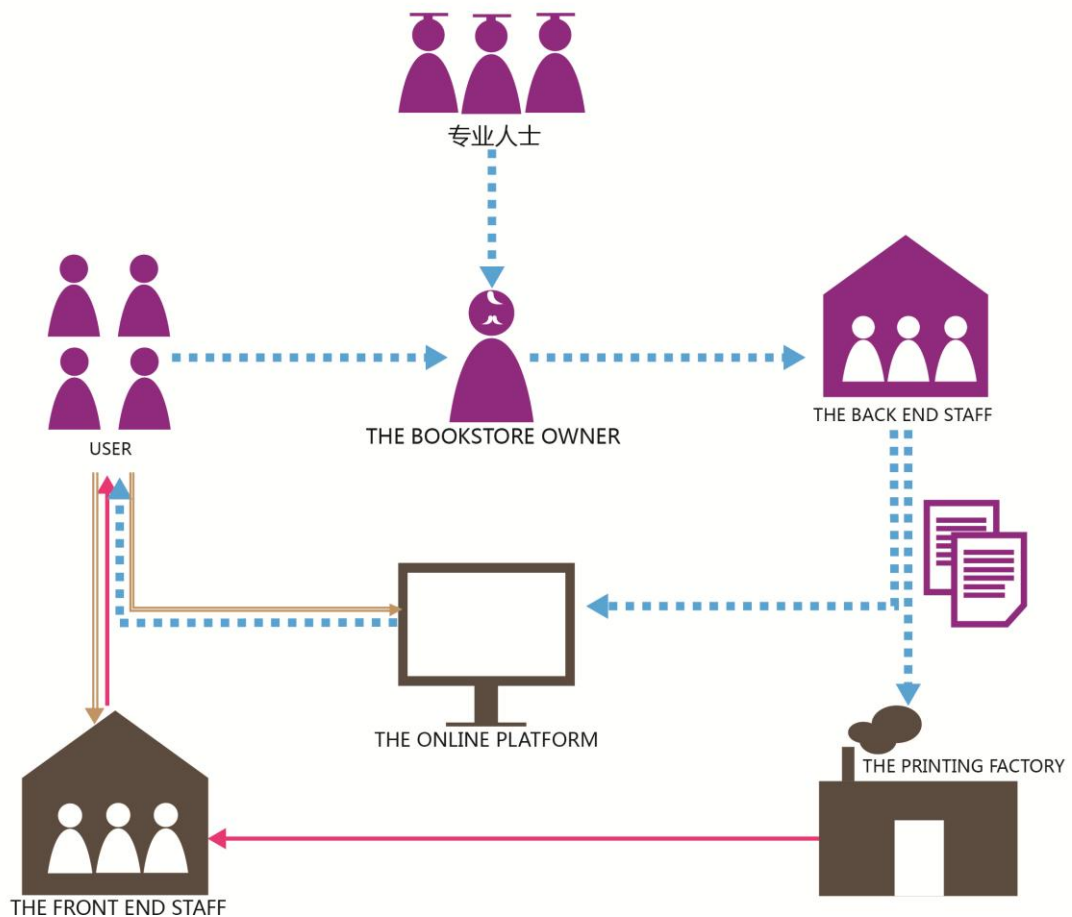


Figure 4.8 The system map of the design reports publication

5.The Lectures And The Exhibition

Table 4.6 Different stakeholder` role in the service of the bookstore activities

		BOOKSTORE ACTIVITIES
PHYSICAL PLATFORM	<i>Bookstore owner</i>	Organize the activities ,invite the designers to make the speech
	<i>Front desk staff sales, backstage staff</i>	Assist the organization of the activities
	<i>Experts and scholars</i>	Make the speech in the bookstore

	<i>users</i>	
VIRTUAL PLATFORM	<i>database</i>	Publish the event information Post the video on the web after the events

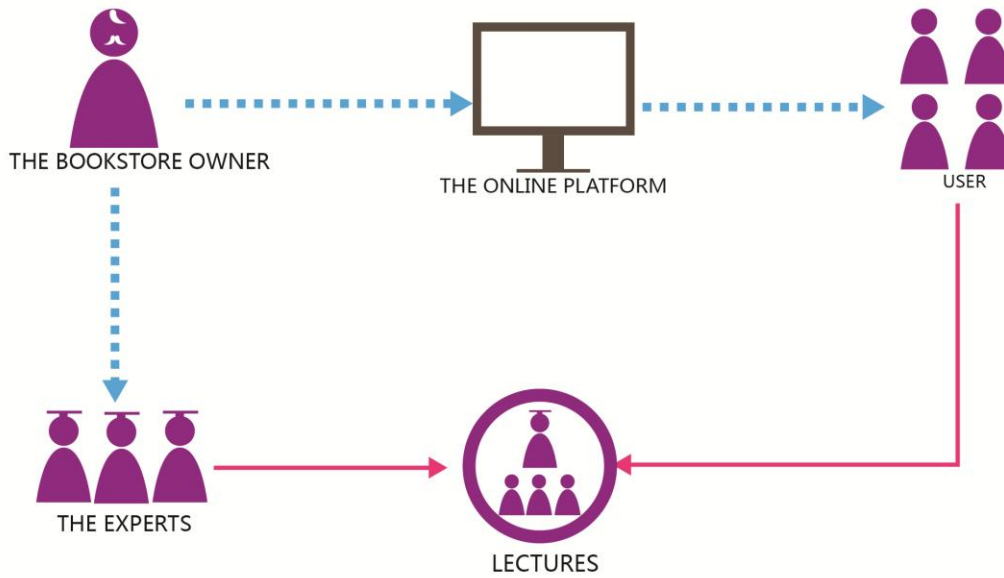


Figure 4.9 the system map of the The Lectures And The Exhibition

4.5 THE SERVICE SYSTEM MAP

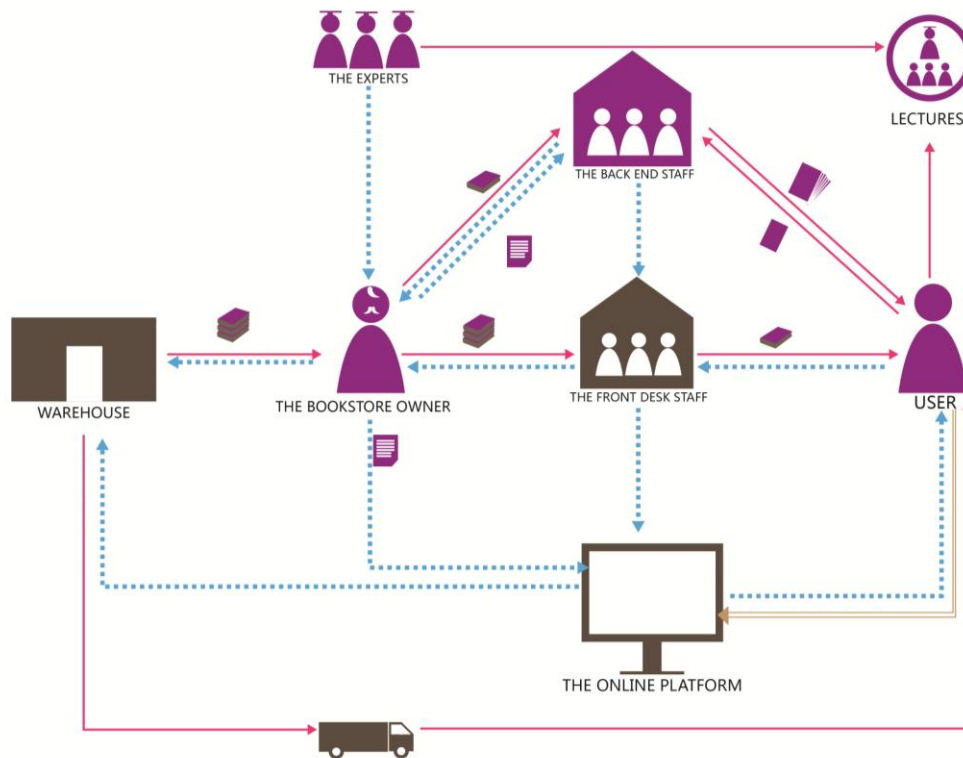


Figure 4.10 the system map of the design bookstore

4.6 SUMMARY

In this chapter , firstly, the author categorize the service type of the design bookstore, and then classified these services into the basic services and the additional service. On the base of it ,the author proposed the framework of the service system for the design bookstore and analysis the relationship between the different services. Finally, the author analysis the relationship between the stakeholders and their different role in the service system. On this basis , the author proposed the service system map of the design bookstore.

CHAPTER 5

THE SERVICE SYSTEM DESIGN

5.1 DESIGN METHOD

1 Service concept introduction

The author summarize the service concept of the bookstore, which will be explained in the next section.

2 Users roles created

From the analysis of user needs on the last chapter, the author picked 4 kinds of representative users based on the their career stage. The users role model will still be used in this chapter.

3 The story board

Story board is a presentation tools which can clarify the whole process of the service, which plays an important role in the service system design. In this chapter, the story board tell the story in users` viem, making the whole process more understandable.

4 Service touch point design

In the process of the service, there is an interface between the service provider and the service acceptor. There are different contact points on the service interface, touch points of the design bookstore service including virtual platform, physical platform, recommendation cards, bookstore visual identity design.

5.2 SERVICE CONCEPTS INTRODUCTION

In the information era, designers are more concerned about three things

1 how to find the information they need

2acquire the high-quality design information.

3 the experience in the process of obtaining information.

Therefore, the challenge is to provide the user with high-quality information which meet their demands and improve the service experience. So as to make the information acquirement process more convenient and more enjoyable, helping users learn and grow from these design information.

The basic concept is to build a service platform for the design bookstore, providing five kinds of services in physical and virtual way. Including book sales, recommended book list, bookstores recommendation, design reports publishing and design activities. So as to meet users requirements for high-quality information acquirement and experiences acquirement. Through customized information, the users will get the information they need; through activities, service website, the user will have a profound experience in the bookstore.

5.3 USER MODEL



Vivian
25-year-old
junior designer

1 Background

Just graduated from school, find her first job as a designer

2 Needs

Hope to find some way to save her data editing time, bookstores can provide them a valuable resource when doing the design research.

3 Network use:

80% of the design information is from the network, often on Twitter, Facebook, is an online communities activists, she often buy books directly from the network.



JACK
30 years
Interior Designers

1 Background

usually work very busy, almost have no time to go to the bookstore

2 Needs

Learn the information about the most popular books
Learn the information about the foreign books abroad
Learn the latest design information
Learn the design cases which inspire his own design project

3 Network use

80% of the design information from the network. Like browsing design blog to learn some depth information, and also buy books directly from the network frequently.



JIMMY
38 years old
Design Expert / Director

1 Background

A company's brand strategy director, has achieved the career success, and also have the reputation in the circle

2 Needs

λ learn the intableation about the new book abroad

λ communication among peers

λ hopes have the oppurtunities to share his recent achievements,

λ himself can also participate in the process of book publishing

3 Networks use

They will use the online tools, but does not spend a lot of time on the Internet. Their design intableation is mainly from books , lectures and exhibitions.



RAY
35-year-old
Bookstore owner

1 Background

Own a bookstore located in the Red Square, the main products including environmental deisgn, graphic design, architectural design and others. Major customers are from professors in universities ,school libraries, design firms, and some material supplier. He was very picky about design books. The books in the bookstore own a high standard.

2 Needs

λ expand brand awareness of bookstore

λ follow the business model of GESTALTEN, PAGEONE bookstore ,have his self-published books, so bookstores become a guider in the whole industry.

λ bookstore is in the tableative years, though they have fixed customer sources ,the store still suffers from the labor costs and the renting costs. He hopes to expand the business scope of the bookstore in the way of follow integrated bookstore route.

5.4 SERVICE STORYBOARD

Scene 1 describes the whole service process of the recommended book list, and how the users use these book lists.

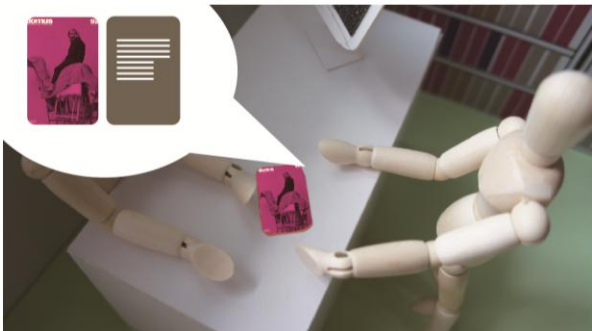
THE RECOMMENDED BOOKLIST



1 Each month, bookstore owner can pick ten books which are good in some pacific area



2 he can collect some interesting comments about this book from web



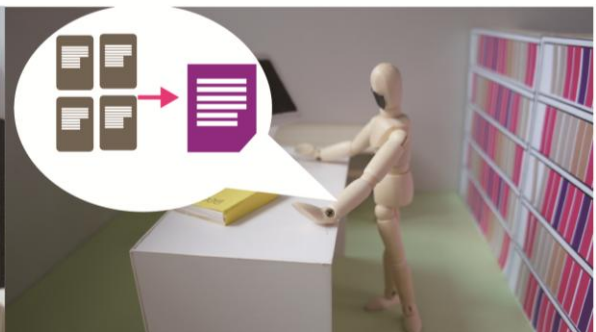
3 and print them on the cards. These card will be delivered to the guests in the bookstore



4 The customer can browse the books according to the cards



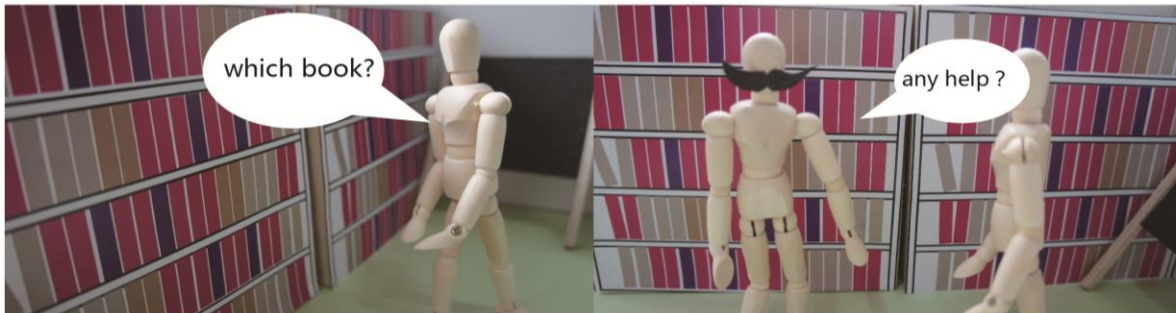
5 The guests can add their comments on the card and post it on the wall.



5 Through this way ,the design bookstore will have an authorized book list from different fields. The users can also find the books according to the list. The book list can also be provided online.

Scene2 describes how the user find the information he needs in the design bookstore. Meanwhile, in virtual platform, he can also get the recommendations about the books he needs.

BOOK RECOMMENDATION FROM THE BOOKSTORE



1 JACK went to the bookstore to pick some books, but he didn't know which to choose

2 JACK tell the book types to the book store owner



3 The book store owner recommended the books according to JACK's requirements



4 Unfortunately, the book store doesn't have the books JACK asked



5 The bookstore owner contact the publishing house, to see if there is any books of these kind.



6 The online platform will also promote the information according to JACK's preference

Scene 3 describes the whole publishing process .

BOOK PUBLICATION BASED ON THE USER NEEDS



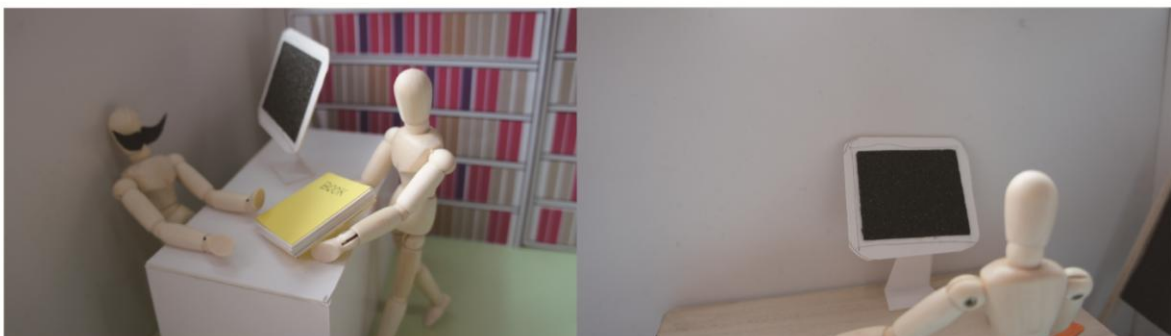
1 The bookstore owner can summarize the needs trends from the guests.

2 Based on the needs ,the bookstore owner will propose some interesting topics and invite the expert to help him pick out the valuable ones.



3 The designers and the editors of the bookstore will turn these topics into reports

3 The reports will be published in small quantities monthly.



5 The report will be sold in the retail store.

5 These reports will also be provided online for designers ` research.

Scene 4 describes the whole process of the events

LECTURES AND EXHIBITONS



1 The bookstore decided to launch an event to promote the new published books. The bookstore posted the information online.



2 The user received the text from the bookstore



3 The lecture was held in the bookstore



4 After the lecture, people can keep the contacts through the online community.

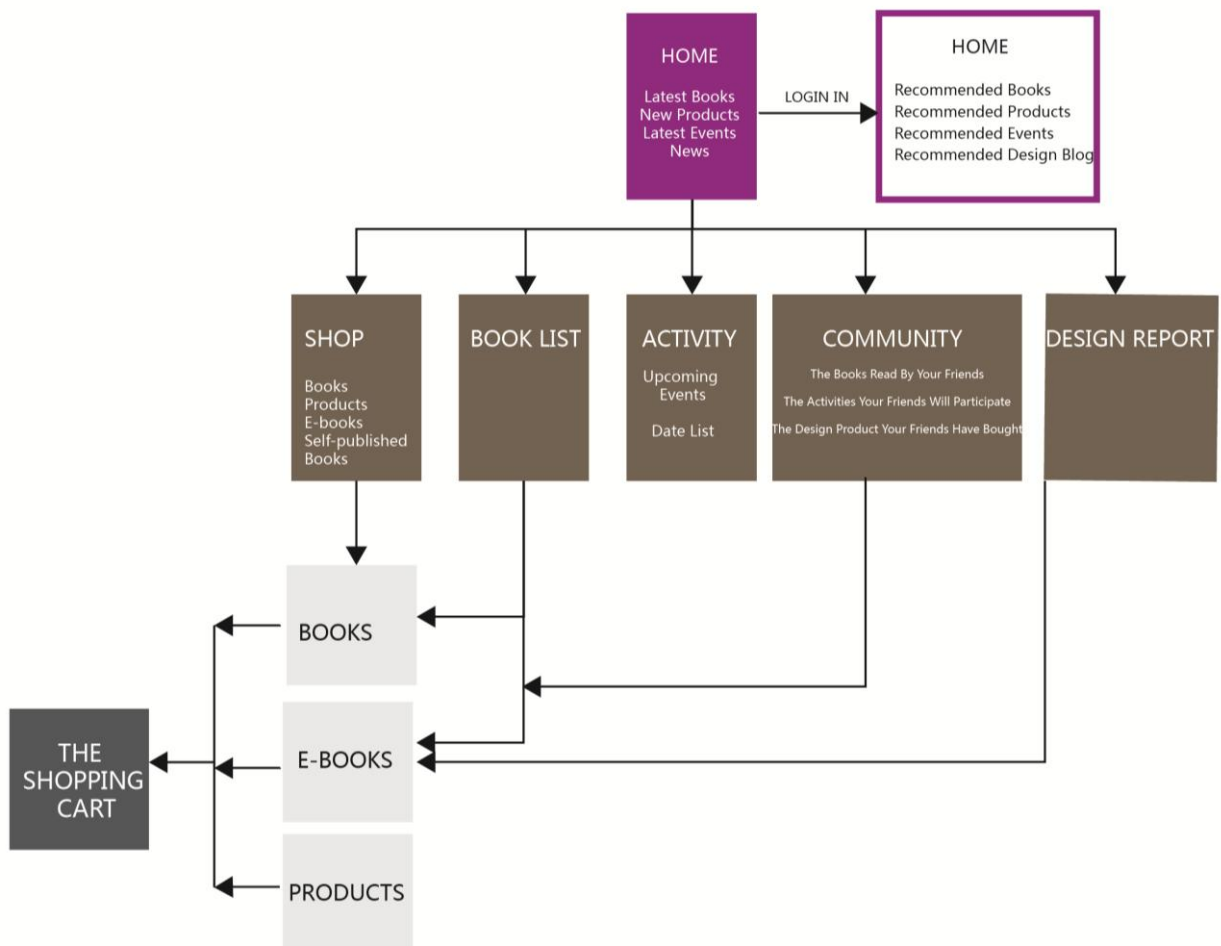
5.5 SERVICE TOUCH POINTS

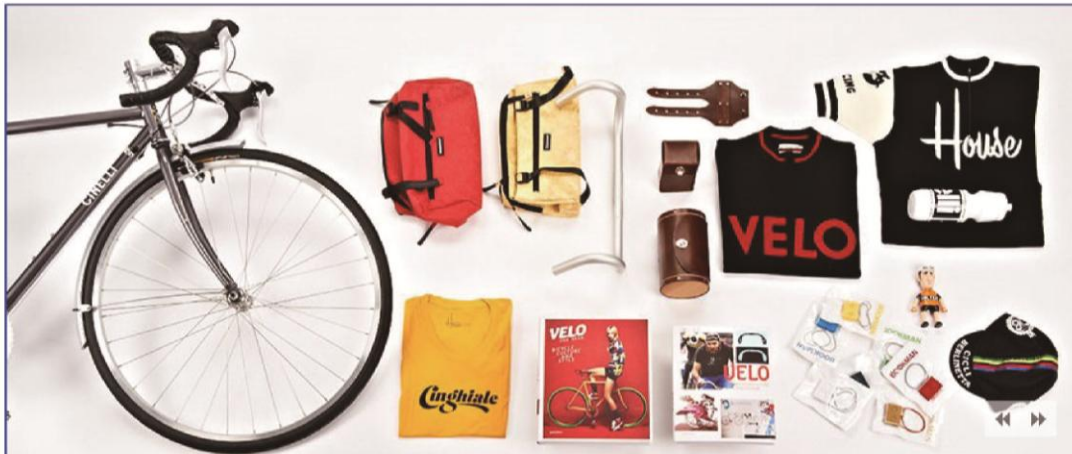
5.5.1 Touch Points 1 – the online platform design

The virtual platform design bookstore services are divided into WEB and IPAD ports, both with similar content, I focus mainly on the WEB port site's design.

1 The framework of the platform

Figure is the architecture of bookstore online platform, the main contents include the product purchase, recommended book list, activity information, online communities, design reports. These modules have a close relation with the final product sales. Through different kinds of recommendations and guides, the users will find the information they need.












E-BOOKS

 <p>设计中的设计</p>	 <p>Helvetica forever 字体传奇</p>	 <p>为什么设计</p>	 <p>设计的觉醒</p>	 <p>Helvetica forever 字体传奇</p>
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NEW PRODUCTS

				
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THE LATEST EVENTS

	
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2 The home page

Home section has two states, before landing and logged in, at the before landing states, the home page will push some new books new information, after the log in, the system will push the books information and events information according to the user's purchase history.

3 The shopping page

RECOMMENDATION

设计中的设计

超越平凡的平面设计：版式设计原理与应用

字体传奇：影响世界的Helvetica

设计的觉醒

字体传奇：影响世界的Helvetica

家：家的要素：如何打造一个舒适的家

中國字體設計人：一字一生

为什么设计

七日掌握设计配色基础

家：家的要素：如何打造一个舒适的家

NEW BOOKS

设计中的设计

超越平凡的平面设计：版式设计原理与应用

字体传奇：影响世界的Helvetica

设计的觉醒

字体传奇：影响世界的Helvetica

家：家的要素：如何打造一个舒适的家

中國字體設計人：一字一生

为什么设计

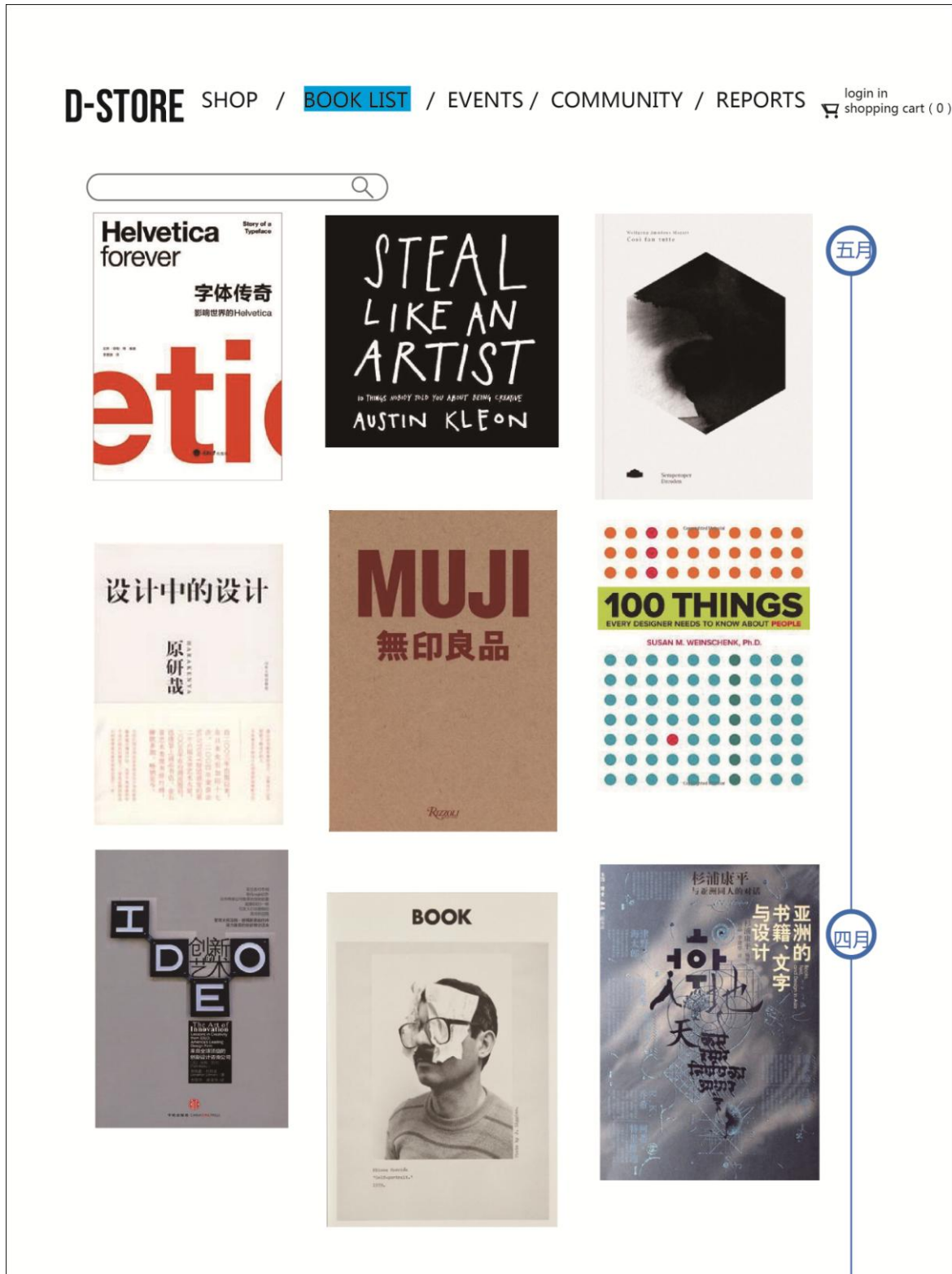
七日掌握设计配色基础

家：家的要素：如何打造一个舒适的家

书店体验性
设计类事件
信息专业性
设计类书籍
书店联盟

The product purchase page display the products from the bookstores, including design books, design products and electronic publications. the user can buy the goods after log in.

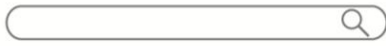
4The booklist page



The recommended book list page displays the monthly elected book. Different from the ordinary book list, this book list is the result from the choice from both the bookstore team and the users, therefore, it has a higher practical value. Follow this list, user can search for the books online.

5 The design report page

D-STORE SHOP / BOOK LIST / EVENTS / COMMUNITY / **REPORTS** login in shopping cart (0)



作为世界家具与家居设计顶尖水平的米兰国际家具展是全球家具、家居、建筑、配饰、灯具流行的风向标，成为现代家具时尚设计的前沿，不仅成为意大利与世界各国进行家具进出口的交易平台，也是全世界家具业界



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对于设计，这个概念我想每个人心中都有不同的感受。读完设计中的设计，感觉到一些新的东西。



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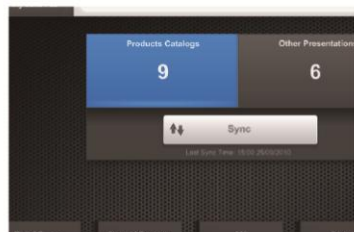
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类卡夫卡的奇幻小说。和纯文学比，通俗易懂，还打着奇幻、武侠的皮，易读性显然要好很多，进入起来容易，出来也简单。



Helvetica 是苹果电脑文本编辑的默认字体微软常用的 Arial 字体也来自于它。去年是 helvetica 诞生50年，作为在平面设计和商业上非常普及和成功的一款字体，英国



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6 The events page



LECTURE / EXHIBITION / WORKSHOP

LATEST EVENTS



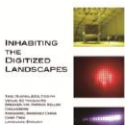
2013年邝言老师西方哲学读书会之四月篇
4月20日 周六 18:30 - 22:30



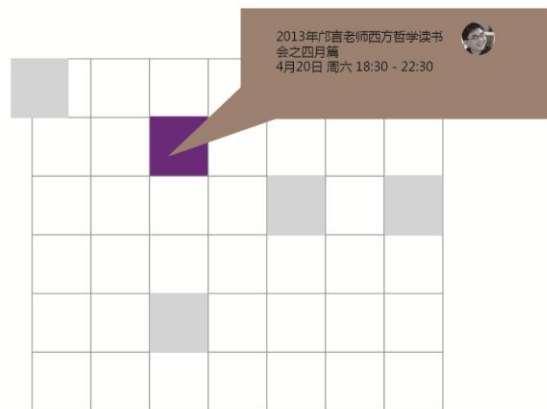
舞会 + 月光跳蚤集市 |
PROM & MOONLIGHT FLEA MARKET



Inhabiting the Digitized Landscapes



城市舞台——影像中的公共空间



There are two functions in the design activities page, providing information on upcoming events and showcase the activities have been hold through video. Activities include lectures, exhibitions, events and WORKSHOP

7 The online community page



The Books Read By Your Friends



“设计不是一种技能，而是捕捉事物本质的感觉能力和洞察能力。”——原研哉 用周末的空闲时间读完了原研哉 (Hara Kenya) 的《设计中的设计》，寒假就想读的一本书。照我的理解，第一个设计”是指大众眼中的设计产品



The Activities Your Friends Will Participate



2013年邝言老师西方哲学读书会之四月篇
4月20日 周六 18:30 - 22:30



The Design Article Your Friend Like



Helvetica 是苹果电脑文本编辑的默认字体微软常用的 Arial 字体也来自于它。去年是 helvetica 诞生50年，作为在平面设计 and 商业上非常普及和成功的一款字体，英国导演 Gary Hustwit 专门为她拍摄了一部纪录片。



The Books Read By Your Friends



类卡夫卡的奇幻小说。和纯文学比，通俗易懂，还打着奇幻、武侠的皮，易读性显然要好很多，进入起来容易，出来也简单。和主流的奇幻小说比



The Books Read By Your Friends



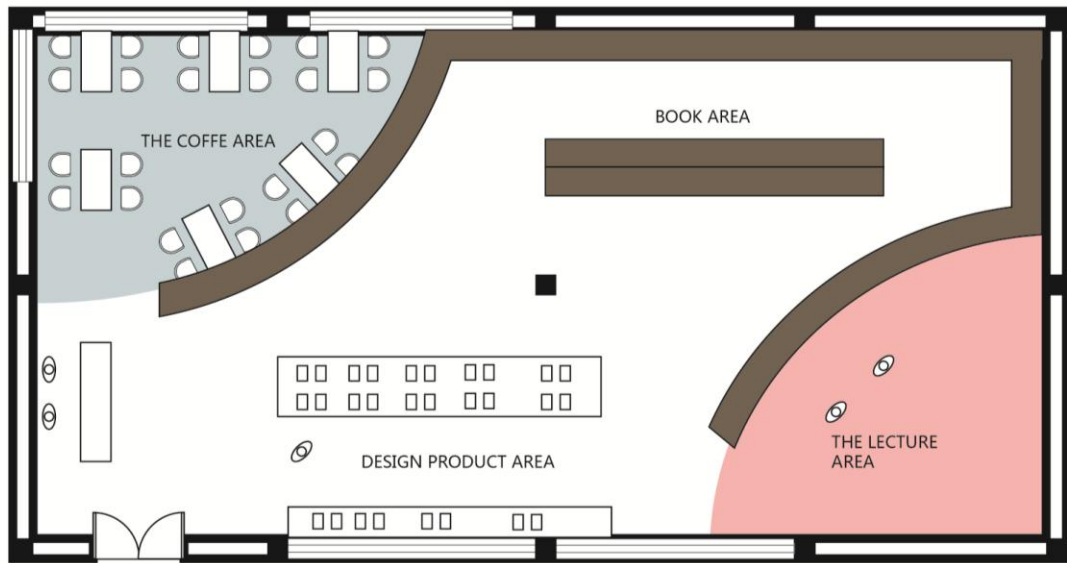
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In the online community page, users can share the books, he recently read with his friends. This helps the information sharing among the friends The online friends are from the offline activities. Through the offline activities, the user gradually expanding their online relationships.

5.5.2 Touch Points 2- the offline platform design

The floor plan of the physical platform



The author assumes an area of 200 square meters. Plane contains four sections: books display area, design products retail area, dining area and lecture areas. Shelf space can be used as a tool to divide the space, so that the entire space both have a reasonable partition and permeability.

5.5.3 Touch Points 3- the recommendation card design



5.5.4 Touch Points 4- the visual identity design

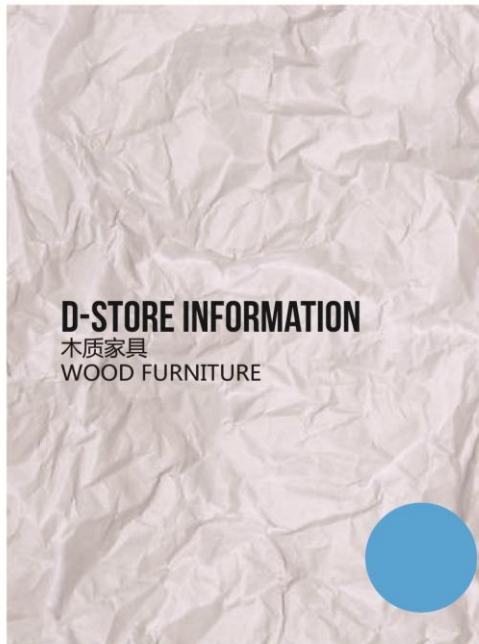
Design books bookstore also have its own visual identity system, and its main role is as follows

1display the image of bookstores

23 has a strong identification, easy to remember and recognize.

in the choice of color, I chose lime color as the main color, with bright blue, red, purple as a secondary color as dotted color.The bookstore is named D-STORE.

D-STORE



5.6 SUMMARY

Based on previous research, the author proposed the service system design in this chapter. Design process follow the PSSD design steps, through the introduction of the service concept, user roles model, storytelling and service touch points design. The service system of the design bookstore was clarified.

CHAPTER 6

THE SUMMARY AND PROSPECT

6.1 THE SUMMARY

Nowadays, the design bookstore still maintain a good momentum of development despite the downturn of the entire bookstore industry. However, users` needs for the design bookstore are changing, which require the reframe of the service system of the design bookstore.

The author conducted the research from two angles, the market analysis and user needs research.

In the market analysis, the author summary the common features of the existed bookstore service and made an evaluation. Then classified the system into two categories, the information providing and the experience providing.

The user research composed of the questionnaire and the user interview. The questionnaire raised the questions from three aspects, the design information acquirement, the experience acquirement and the people communication. Based on the results from the questionnaire, the author proposed seven potential service directions: books recommendation, information online subscriptions, customized design data, information retrieval, books publishing based on user needs and lectures& exhibitions. And in the user interviews, the author discuss the technical possibility and the operational possibility with the users. Finally, proposed the four service opportunities, which are books recommendation, recommended booklist, independent publishing, lectures and exhibitions.

Finally, based on the four service opportunities from the last chapter, the author proposed the service system of the design bookstore and drew the service system maps. In the chapter concept design ,the author described the whole service process in storyboard and designed the service touch points.

6.2 THE PROSPECT

The limitations of this study is that the user sample is not enough. In addition, since the user experience needs is difficult to quantify with qualitative factors, the thesis experiential needs analysis is not sufficient. In the future, It is necessary to summary the users` experience needs based on more caser studies.

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APPENDIX B

3.1.1 Questionnaire 1, the information acquirement service

1. The purpose of the questionnaire

Questionnaire 1 aimed at understand users needs for information providing service in the design Bookstore The research was conducted in the five parts as follow

- (1) learn the user's basic information
- (2) learn the current purchase status of the users
- (3) learn users` online information searching status
- (4) learn the contents of design information users want to access
- (5) understand in what way user prefer to obtain design information

2. Questionnaire 1

Part 1: Basic Information

(1) Your Age

A 15-20 B 21-25 C 26-30 D36-40

(2) The stage of your career

A primary designer (0 to 2 years)

B Intermediate designer (2 to 5 years)

C 5 years senior designer

(3) Will you go to design Bookstore frequently

A Yes B No

Part 2: The Current Purchase Status Of The Users

(1) In the anual budegts for the design books purchase

A less than 500 yuan B 500-1000yuan C higher than 1000 yuan

(2). Way of purchase design books

A buy in the store

B buy online after browsing in the store to

C totally online

(3) The e-books and paper books, which do you prefer

A paper books

Be-books

(4) the considerations when picking the design books

- A practical
- B Interesting and fancy

Part 3: The current status of the online use

- (1) through which way do you acquire the design information
A the website B the library C book purchase
- (2)How long do you spend time in online searching for the design information
A 0-4 hours B4-8 hours C8-16 hours D 16 hours
- (3)Which kind of website do you visit frequently
A design case sharing (CORE77)
B design blog (TUBMLR)
C BBS(BILLWANG)
- (4) In what way do you want to book the design information
A magazine(monthly mailed)
B e-books(e-mailed)
C APP

Part 4: The needs in information recommendation service.

- (1) If the design bookstore can design information you need, what you hope to have?
(Check all that apply)
- A trend report
 - B design case
 - C news in the design circles
 - D design comments
 - E user research
 - F business strategy
- (2)Which kind of you are more information you are more valued? (Check all that apply)
- A meet my need
 - B helpful to my own studies
 - C innovative with unique perspective
 - D quick updates
 - E covers a wide range of areas

F high quality

(3) Information Recommendation service is most helpful for you i (check all that apply)

A Get the latest news in the design circle

B inspiration from the case

C provide data for the design research

D grow up from the design report

E broad the horizon

F learn the design trends

3.1.2 Questionnaire 2, the communication between people in the design bookstore

(1) the way you more agree in the means of communication

A lectures and exhibitions

B online social platform

C Book Club

D projects cooperation

(2) In terms of lectures and exhibitions in the bookstore, you think your primary needs are (sort)

A get the cutting-edge design information

B communicate with the speaker after the event

C activity information can noticed in advance

D activity videos can be posted on the web

(3) In the social platform, your primary need is

A showcase their designs on the web

B know more friends through the platform

C acquire the comments of the books from other users

D further contact with the people after the lectures and exhibitions

3.1.3 Questionnaire 3, The retail experience of the design bookstore

(1) In terms of the retail experience , you consider important factors are (sort)

A cozy ambience

B good service attitude

C Design products selling

(2) In terms of the atmosphere creating, you think that a more important factor is

A 24-hour B coffee and tea C excellent interior design

In the interior design, which style do you prefer

A simple, modern B lively C retro elegant (Table)

(3) In the clerk's attitude, you are more approved of
A clerk can give feedback quickly
B clerk can meet your needs
C warm attitudes