

*Catering Experience Design Research  
Take Tangtou Club Service System Design as example*

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Product Service System Design  
2013



新鲜健康的高品质餐饮体验  
Fresh. Healthy. Quality.



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Master of Design in Product Service System Design

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# ABSTRACT

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The thesis mainly states the whole research and design process of Tangtou Club service system which centers on the catering experience. It describes in details from catering trends analysis to the final delivery of the service design. On parallel, it addresses the problems the recent catering service confronted and comments on it, in order to provide an experience sample to design methodology research of similar design projects. The project itself aims propose a new healthy catering service system driven by user centered experience design and innovation in the context of experience economy ear. The service design based on the low quality diet problem results from the fast living pace in China, through interdisciplinary and cross-cultural approach, the project try to provide a rich healthy catering service for users by designing the system in order to improve the diet in quality.

**KEYWORDS:**

Catering Experience , Service Design ,Design Research



# ABSTRACT

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La dissertazione spiega l'intero processo di ricerca e di design del sistema di servizi del 'Tangtou Club' incentrati sull'offrire un'esperienza di catering. Descrive nel dettaglio dall'analisi dei trend nel settore allo sviluppo completo del servizio. In parallelo, indirizza i più recenti problemi affrontati dai servizi di catering e li commenta, allo scopo di offrire un esempio di metodologia di ricerca di simili progetti di design. Il progetto stesso vuole proporre un nuovo e salutare sistema di servizi guidato da un experience design incentrato sull'utente e dall'innovazione nel contesto della nuova era economica.

Il service design basato sui problemi della scarsa qualità dell'alimentazione deriva dai ritmi serrati dello stile di vita cinese e, attraverso un approccio interdisciplinare e interculturale, il Tangtou tenta di offrire un salutare e ricco servizio di catering per i suoi clienti sviluppando un sistema che ne migliori la qualità della dieta.

## **Parole Chiave**

Esperienza di catering, Design del Servizi, Design Ricerca

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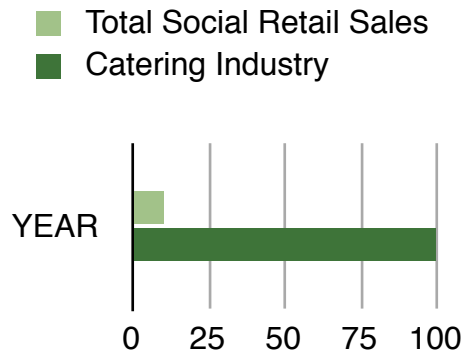
*Chapter 1:*  
*Introduction*

## 1.1 *The Experience Economy Era*

In 1970, Alvin Toffler pointed out in his book *Future Shock* that human economic development will go through three stages: product economy, service economy and experience economy, suggesting that service economy will transit to the experience economy. In 1998, an article in the *Harvard Business Review* entitled *The Approaching Experience Economy* pointed out that the experience economy age is approaching, and further proposed human will enter the experience economy after going through the agricultural economy, industrial economy and service economy. In the experience economy, people are not satisfied with products' basic functions, but pay more attention to the diversified sensory and physiological stimulations in the purchase process, and they are eager to get an immersion experience. According to the users' needs, the experience economy came into being. It is a new value source, which will bring

practitioners a tremendous wealth. According to B. Joseph Pine II's theory in the Experience Economy, the product, goods, service and experience are four economic offerings successively emerged in human history, and they have different performance attributes and values. At present, China's economy is in rapid development. In many big cities, people are no longer satisfied with the general services and begin to pursue a special new experience. Various theme restaurants and farm life experience reflect these. Besides, the rapid development of technology has increased many experience opportunities. In addition, the market has become more competitive, thus the businessmen pursue more unique selling points. However, the most compelling reason lies in human nature. With the increased income and enhanced life quality, people have more intensive desires over the high-quality life and high-quality enjoyment.

## 1.2 The Situation of Chinese Catering Industry



At current stage, China has approximately 5 million catering networks, the annual revenue<sup>1</sup> is more than 1.1 trillion yuan, the growth rate of catering industry is 9% faster than the social consumer goods, which is 14% of the total social retail sales, and the growth contribution to the total retail sales of social consumer goods is 21%. The catering industry is tertiary industry, its huge consumer demands for services has become a driving force for the advance consumption growth as well as an important factor of expanding the employment. From the perspective of current trend, China's catering industry is featured by diversified varieties, fierce competition, accelerated absorption, and proportion to the residents' disposable income. With the increasing improvement of people's living standards, a simple meal cannot meet people's needs. Even though the catering industry still has great market space, the needs



for the industrial development and reform are also growing. Although China's catering products are numerous, they lack unique theme restaurants. However, there is not much difference with the conventional restaurant in essence, because the service mode is relatively simple, has inadequate cultural elements, cannot meet the needs of users in an effective way, and fail to design the service system from the perspectives of users' demands and experience. Meanwhile, in recent years, the emerging food safety problems in China have seriously affected people's life quality. How does the catering industry solve the food safety problems, and how do people determine to choose healthy and clean foods have become China's major issues. In addition, with the trend synchronization of world culture, diet as an important way to spread culture has seriously affected people's life habits. With the spreading

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1. Development Plan for Chinese Catering Industry 2009-201

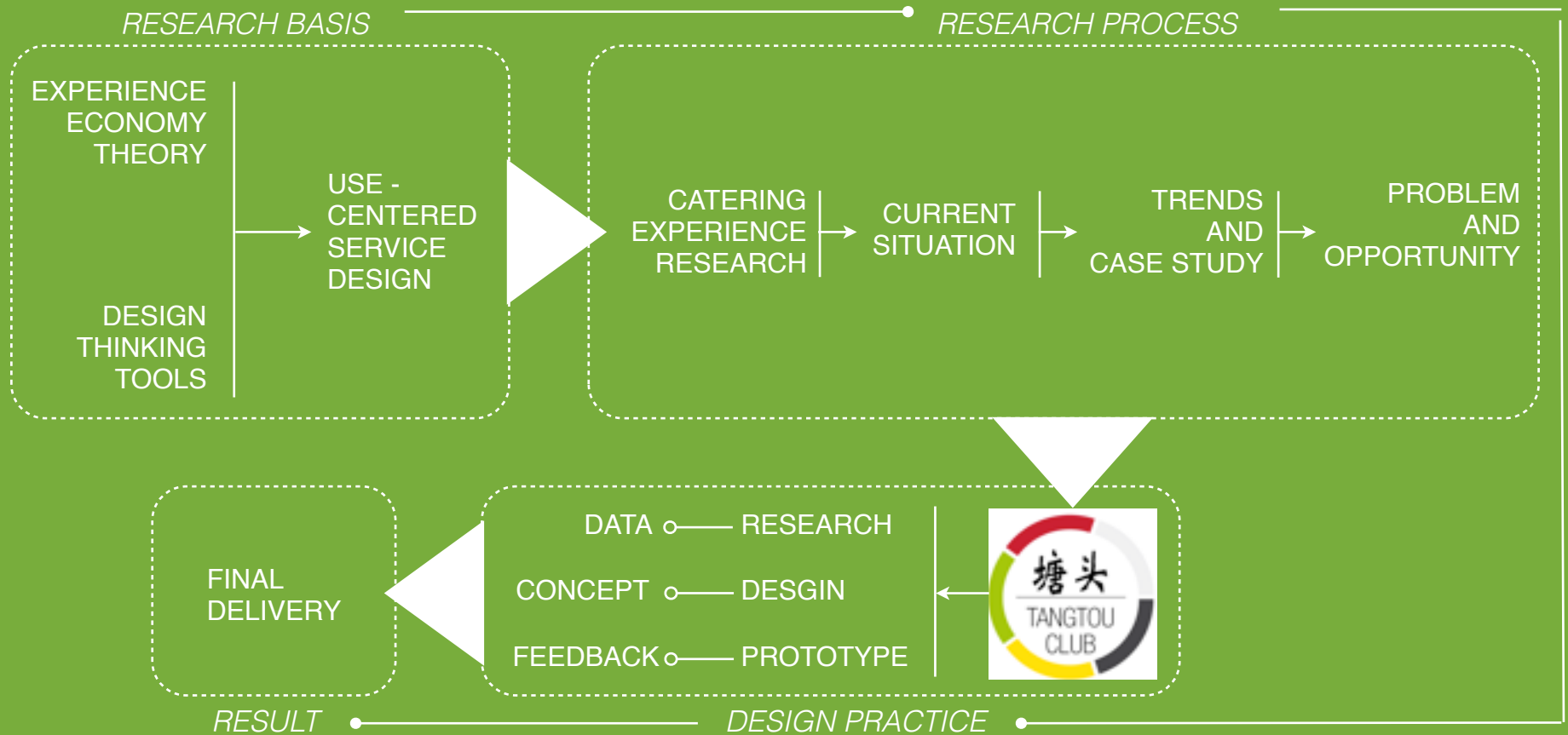
### 1.3 The Research Purpose

This paper aims to combine the theory of experience economy with the theory of service system design, find out the similarities for guidance to enhance the customer experience in the design of restaurant industry service system. Research contents generally includes at these levels :

- How to combination the experience economy theory with user-centered experience design.
- How do the theories of service system design and experience economy complement for each other and be applied to enhance the experience of catering services.
- The trend analysis of domestic catering service at current stage.
- The domestic mass dietary habits and current status study of service at current stage.
- How to enhance the users' experience on health diet by improving the information communication between food and people.
- Formulate the service system design plan for the Tangtou Club.
- Explore the healthy catering service experience based on traditional Chinese culture.



# 1.4 The Framework



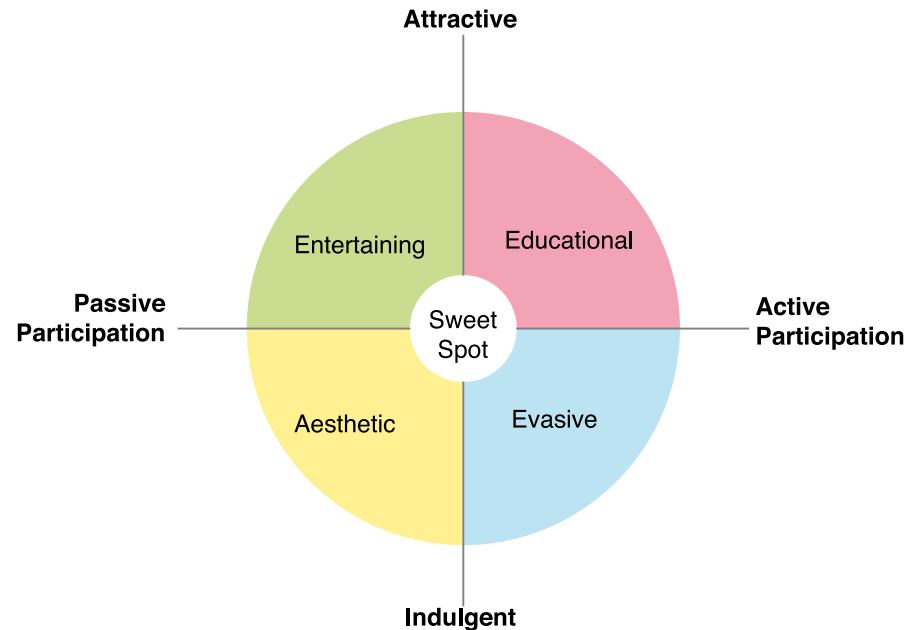
## 1.5 Process and Tools

PROCESS	MAIN STEPS	TOOLS	RESULT
DISCOVERY	<ol style="list-style-type: none"> <li>1. Mass catering trends analysis</li> <li>2. Mass catering user research</li> <li>3. Mass catering service research</li> </ol>	CASE STUDY OBSERVATION ONLINE QUESTIONNAIRE SWOT	PROBLEMS AND OPPORTUNITIES FINDING
DEFINE	<ol style="list-style-type: none"> <li>1. Stakeholder needs analysis</li> <li>2. Available resources research</li> <li>3. Target customer research</li> </ol>	CO-DESIGN EXPECTATION MAPPING ISSUE CARDS CONTEXTUAL INTERVIEWS BRAIN STORMING	CONCEPT BUILDING
DEVELOP	<ol style="list-style-type: none"> <li>1. Service system establishment the author design draft</li> </ol>	SERVICE BLUEPRINT MOODBOARD JOURNEY MAPPING STORYBOARD	PROBLEM SOLVING
DELIVER	<ol style="list-style-type: none"> <li>1. Prototyping</li> <li>2. Test and feedback collect</li> <li>3. Design improvement</li> </ol>	EXPERIENCE PROTOTYPING	DESIGN IMPROVEMENT

*Chapter 2:*  
*Design Research*

## 2.1 Four Categories of Experience

The experience creation in the catering service system design does not aim at entertaining the users, but attracting their participation. There are multiple latitudes for the users to involve in the experience. As shown in the graph<sup>2</sup>, the coordinate horizontal axis is the first latitude of experience, corresponding to the user participation. The left side represents passive participation, meaning the users cannot directly affect the experience activities, whereas the right side represents active participation, meaning the users can impose their personal influences on the experience activities. The coordinate longitudinal axis is the second latitude of experience, reflecting the relationship between users and the background environment that can combine users with catering experience activities. The “attractive type” on the top of coordinate means that the long distance of experience activities attracts the user attention, whereas the bottom “indulgent type” means that the users devote themselves to the experience activities practically or virtually, and become a part of such experience. The combination of these two latitudes produces four ranges of experience, respectively of entertaining, educational, evasive and aesthetic experiences.



2.The Experience Economy, Harvard Business School Press,2012

### **1. Entertaining Experience:**

The definition of entertaining experience is the experience created for attracting people's attention in a delighted manner, that is, entertainment. All experience activities are entertaining. This is the oldest experience form for mankind, such as listening to music and enjoying reading.

### **2. Educational Experience:**

Educational experience refers to the individual active participation process of users or participants of attractive activities. Educational experience provides people with their needed information and concepts, which can broaden their horizon and play positive roles in their minds or bodies, such as the experience offered by the art gallery and museums.

### **3. Evasive Experience**

Evasive Experience refers to the experience higher than entertaining and educational experiences to the indulgent degree. The users with evasive experience only indulge in their actively participated world. Besides, the users with evasive experience love to start and end experience at the specific lingered place and activities, such as the theme parks, bar and coffee houses.

### **4. Aesthetic Experience**

Aesthetic experience refers to the natural environmental changes that people are indulging in time or activities but do not cause influences. Aesthetic experience can be completely natural, such as visiting the scenic spots or artificial, such as glaring at a piece of artistic work in the gallery, or sitting on the top floor of Shanghai World Financial Center to the watch the night scenes of Huangpu River.



The most abundant experience consists  
of four experiences, namely, the  
*“SWEET SPOT”*  
at the coordinate center.

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## 2.2 Trend Analysis

### WHAT

Trend is the tendency of things or situation development, and the catering experience trend refers to a process that the restaurant weeds out the old and brings forth the new, the benchmark creates the popular trend and integrates into the mainstream culture. If the services provided by different catering places reflect the same tendency, then it is not be a fashion but a trend.

### WHY

From the perspective of user experience, the trend of catering experience represents a lifestyle popular in the society or a group during a time, and it is an expression of an era. It is a social phenomenon that a number of people generally adopt certain living behaviors, lifestyle or concepts within a historical period driven by certain awareness.

## HOW

### Information Research

By collecting, summarizing and analyzing the catering and lifestyle information of a multitude of mediums and agencies, I made a classified summary of the trend of catering experience activities. I mainly collects the reports related to catering experience or lifestyle published by the network, journals and other agencies.

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**TREND  
1.**

*“ Slow-speed , High-quality ”*

**CASE:**

**“SHI-YANG”**

<http://www.shi-yang.com>

**GRPUP:**

**LOHAS, MID-CLASS**

With the urban development and doubling of living speed, people are eager to slow down and have catering experience, “slow down” and “high quality” services become more and more popular among people of all ages. With the sharp increase of urban stress, people need to relax themselves to experience life under the relevant atmosphere of time and quality, pursue to return to nature, and enjoy the relaxed and harmonious conception. Eat slowly, taste slowly, get rid of living stress and competitive senses under the exquisite food and environment, so that empty the spirits, deeply experience the aesthetic feelings brought by the exquisite food and environment, and thus gain more positive energy and life passions.

**TREND**  
**1.**

*“Slow-speed , High-quality ”*  
**CASE STUDY**

**“SHI-YANG”**

<http://www.shi-yang.com>

**Dining Information**

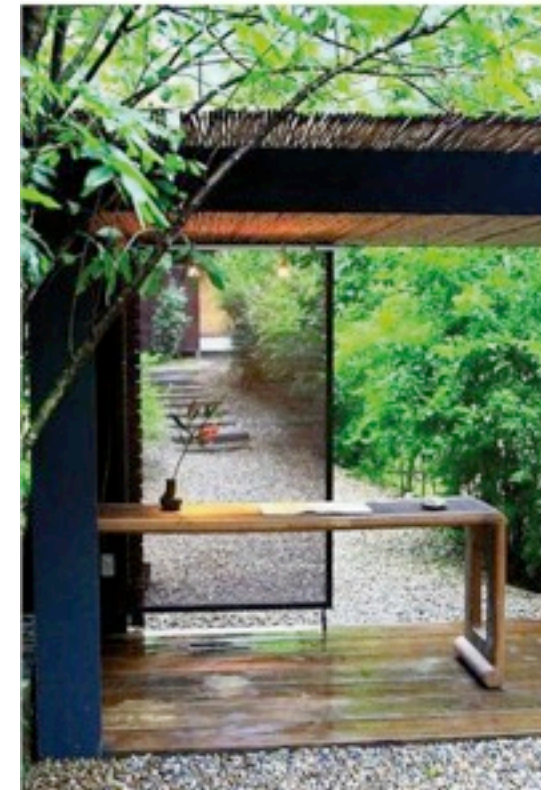
They provide no menu and ordering services, serving either vegetarian or meaty meal for each one, please inform us when you reserve if the vegetarian meal is needed.

**Service Features**

In addition to a complete set of catering experience, our mountain house also supplies you with the spaces of tea tasting, reading, writing and thinking where diet therapy is appropriate and in regular private tea tasting and reading party are taking place.

**Design Philosophy**

Food is about taste, cultivate your ambition and mood, review quiet life in mountains, and the bookshelf is ready for you.





### ***Specialties***

There is no menu here without reference of recipe. All dishes are created by the owner, so the dishes have high degree of randomness, he never cooks meal by referring to the recipe, casually match numerous dishes. While dining, each person is supplied with a total of ten dishes by the specified sequence that will not let our stomach suffer, among which every dish is delicate and bring you with extraordinary surprises. The average time to consume such a meal is about three hours. The Specialties we have is traditional Taiwan food like Yilan Slag cake, poi, Hyptis, suavelens, Japanese Fresh salmon fish and shrimp and sea urchin egg, Italian French sauces, etc. After every three dishes, a glass of home-made apple vinegar will be offered to refresh your tastes. The relative materials are used according to the different seasons, assure you the experience the unique health preservation and delicate food here where is regard as the Innovative kaiseki in Taiwan with every dish comprises a eye-catching drawing.



### *Design Style*

Located in the mountains, filled with simple and quiet zen, our mountain house owns the reputation. For the dining space, we employ the orient minimalism with both harsh and delicate, every space is transparent and clean with beautiful Yangmingshan viewpoint by the window where is built along the river, surrounded by the trees, filled with blossoms. The inner space of the therapy mountain house is decorated with steel, closet, candle, bamboo curtain made of the old ancient china's filter pulp which divides the space into plenty of little separate rooms. More than this, the bamboo curtain echo the amazing mountain and viewpoint fly some obscurity and imagination.





### ***Design Background***

The owner of the mountain house --Lin Binghui, 50 years old, single, is a Yilan resident adoring the tea ceremony. He keeps his history secret and make it mysterious and even makes the mountain house more of a legend. Eight years ago, before he became the owner of mountain house, he was in the business of decoration, he rent a place named Tujicheng as a warehouse with the introduction of his friend, perusing the high level of beauty, he started to ornament the warehouse according to his personal taste with all the simple ways to make the warehouse carved with his aroma. Lot of friends gradually came to drink and talked in this relax, pleasant place, so he lived here and decided to build it to be a cultural restaurant.

## TREND 2.

### *“ Anti-urbanization ”*

The stresses and fickleness brought by the urban lives lead people to produce a need of fleeing from the city, pursue their own beauty and respect for nature, so returning to nature has become a new fashion. Agritainment and camping have reflected this need. In the catering experience, more and more high-end restaurants develop toward the urban edge, in order to find a peaceful pure land. More fresh air, safer food and simpler dishes have become the necessary element of anti-urbanization catering experience.

#### **CASE:**

*“Retu Manor”*  
0086-0571-86599399

#### **GRPUP:**

**ESCAPER, NATURE LOVER**

*“Anti-urbanization”*  
**CASE STUDY**



**“Retu Manor”**  
0086-0571-86599399

***Dining Information***

We supply no menu and only supply vegetarian meals, and the detailed information should be supplied based on reservation

***Service Features***

In addition to a complete set of catering experience, the manor also provides accommodation and detox restorative treatment, and has a lot of experience places, such as professional spa, yoga workshop, tea ceremony class, floriculture class, tea room and word studio.

***Design Philosophy***

Originated from quiet land in traditional Chinese culture



### ***Specialties***

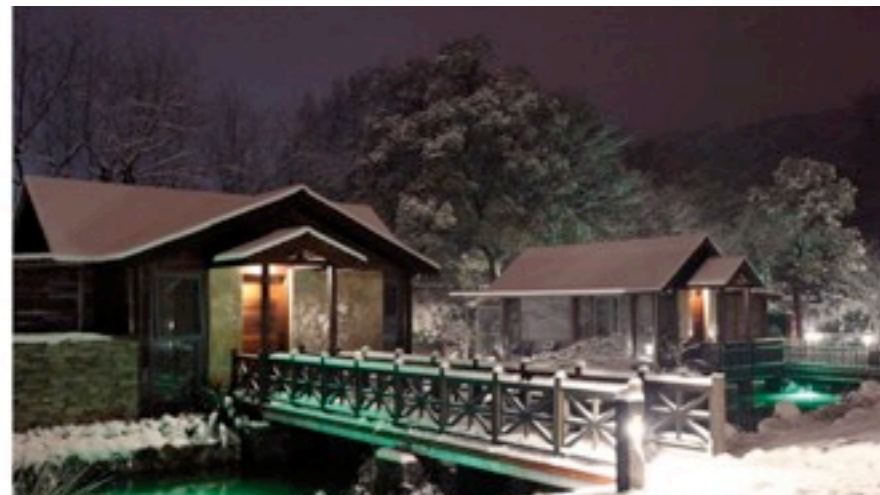
Combining amorous tropical food and western food on the basis of Chinese food, we center on the original taste, they try less spices, salt, edible oil and even no oil. The serving method of western food is adopted, combine creation with beautiful shape. The light food enable a fully and delicate consumption, and avoid food waste. We select most of our materials from our farm, pick up before cook. The chef—Zhaoren, a secularized monk, devoted to the research of vegetarian food, pursued the simple food according to the season, and he was the most influential monk in vegetarian meal cooking of Donglin Temple.





### ***Design Style***

Located in a beautiful valley nearby Xihu river, Retu Manor is surrounded by vast trees, rivers and tea garden, ancient temple and village. The design style of manor is characterized by the Southeast Asia Style with winding avenues, vast lawn and mystery. It is the first domestic dining and health preservation manor with self-owned brand based on the traditional Chinese culture. The design team is well-staffed, including Hong Kong PAL design firm founder, chief designer Liang Jinghua and the appearance design of Greentown—China's top design institution. The manor is reinforced concrete and brick construction built at the end of 20th century, structure intersection, material combination, space sequent reorganization. All details and appliances had been taken good care of, customized, and carefully studied.



### ***Design Background***

The founder of the Reshi manor—Linpin is fond of studying plant, traditional Chinese medicine, health preservation and traditional Chinese culture. After traveling around half of the globe, she came back to hometown, found a secret place and built up a vocation manor for the inhabitation of her family and accommodation of her friends on the way she liked. She believes that vegetarian food is more pure, and better reflects the traditional Chinese Zen culture by using the simple food to make various tasty foods.



**TREND**  
**3.**

*“ Privatization ”*

**CASE:**

**“HENGCHUN GARDEN”**

<http://weibo.com/hengchunyuan>

**GRPUP:**

**LONELY PLANETER**

In recent years, many private restaurants emerge in the urban street corners with mini size and a capacity of no more than ten guests. Such restaurants have neither common attendants nor dazzling menus. They won't emerge in the bustling downtown or the remote edges, instead, they often emerge in the resident community. The restaurant owner decides what to eat and how to eat. The restaurant owners do not make a living for operating this restaurant, and they usually operate out of their cooking hobbies. Most user groups are senior white-collar workers with inadequate family care and warmth who have been tired of the chain restaurants atmosphere and models, and want to find a freer and more casual space to satisfy their appetites. You can talk about lives with the owner and taste the traditional private dishes.



*“ Privatization ”*  
**CASE STUDY**

**“HENGCHUN  
GARDEN”**

[http://weibo.com/  
hengchunyuan](http://weibo.com/hengchunyuan)

<b><i>Dining Information</i></b> Home made simple food
<b><i>Service Features</i></b> The chef and waiter is one person. The garden is his own place.
<b><i>Design Philosophy</i></b> Share the love of cooking with strangers.



**TREND**  
**4.**

*“ Transparent ”*

Nowadays, while there are continuous food safety problems, the transparent catering experience has won more and more recognition and appreciation. The so-called transparent catering experience means that more and more restaurants present the raw materials of food, growth state and process state in the dining process and instill the life concept of green organic health catering into the consumers. In such as way the products' production chain becomes transparent, presents the natural true state of products, enables the consumers to have a clear look at the production process of products, thus consume in a assured way, and also stimulates the experience of support products and service system. In addition, the guests could take their needed raw materials away after the dinner, such as naturally fermented pure hand-made soy sauce, fresh vegetables and fruits.

**CASE:**

“G+”

<http://cn.restaurant.openrice.com/THE-URBAN-HARVEST/>

“GREEN & SAFE ORGANIC”

<http://www.green-n-safe.com/>

**GRPUP:**

**ORGANIC, ECO-FRIENDLY PEOPLE**



**TREND  
4.**

**“GREEN & SAFE  
ORGANIC”**

<http://www.green-n-safe.com/>

*“ Transparent ”*  
**CASE STUDY**

***Dining Information***

Organic food

***Service Features***

The restaurant has the professional history of organic products supplier for more than ten years in Taiwan, having built up a organic farm in Kunshan about 8 to 9 years ago, we not only sale the fresh vegetables from our farm, but also cooperate with the organic farms all over the world, selecting the most ancient and time-costing food. E.g. the soy sauce we sell is made from non-GM beans by natural ferment in 12 months, while the ordinary soy sauce is made within 7 days. The customers is also allowed to purchase semi-finished product or material, while enjoying meal.

***Design Philosophy***

Green&safe persue more than safety and tasty food, the recognition towards lifestyle, respect for yourself, others, and nature, to taste the real organic life and the satisfaction it brings and life with nature harmony taken care of when the food and life mix together.





### *Specialties*

The supply simple meal, bread, beef meat cooked in low temperature for ten hours, baked hen all day long, we serve only organic food except beer.





### *Design Style*

Infield style is ornamented to be sense of times of American industrial times. It comes to you like a booth in the street of traditional market, wood box filled with fresh vegetable, simple wooden chair and table, all clean and plain. Famous design institution AOO carved the natural comfortable style out of the restaurant, the principal designer--Sacha Silva, constructing the warm tone with enormous wood bottom, ornamented with some industrial designed furniture, Sacha Silva claiming that the design of first and second floor supplementarily formed a unit: the focus of the day is on the first floor, enlargement of the outside space facilitate the sunlight and street view coming to our guests, the old-fashioned wooden box from outside all along to inside blend our guests into old market; Second floor is the high-light for special Spanish snack-Tapas time, where is more formal, with extra light being shaded, more designing lights and furnitures.





### ***Design Background***

Over a century, the first “Yongfeng Store” opening in Taiwan Pinggu city that provide the daily grocery, was also the beginning of the founder of this brand —Hefu connected closely to human,.Afterwards, carrying the philosophy of” Environmental protection, altruism, sustainable development”, Yongfeng entered the field of papermaking, taking advantage of biology techniques in the papermaking process, establishing good environment of production and zero pollution, Yongfeng devoted itself into the forestation of million hectare that provided Yongfeng with access to organic farm. To be a professional and enthusiastic organic-life keeper, we provide our consumers with considerate and relaxing organic life, try our best to balance the consumers with environmental protection by producing the most environment friendly products, and collect and cherish the amazing diet tradition to equipped the consumers with unique, imaginative wonderful experience.

**TREND**  
**5.***“ Five Senses Concentration ”*

The “five senses concentration” catering experience is in the initial stage. There are more and more conceptual catering experiences in the world, such as molecular cuisine and Russia’s interactive restaurants, which have broken the limitations of receiving information with a single sense. After concentration of these five senses experience restaurants, immediate and simultaneous integration as well as the catering service value improvement via the sense experience, the participants can not only enjoy the amazing cuisine, but also experience the freshness, excitement and unusual feelings beyond the cuisines. With the improvement of people's living standards, the ordinary restaurants could no longer satisfy people’s appetites, thus there are more and more novel themed restaurants, in order to meet people’s diversified needs.

**CASE:****“ULTRA VIOLET”**<http://uvbypp.cc/>**GRPUP:****NOVELTY SEEKER**

*“ Five Sense Concentration ”*  
**CASE STUDY**

**TREND**  
**5.**

***Dining Information***

The first sensory feeling restaurant in the world with only ten seats. 20 dishes of molecular cuisines are served every night, and accompanied by the dining experience of multi-media sensory. The users are transferred by the private cars.

***Design Style***

Projection effects at 360 degrees

***Design Philosophy***

Ultraviolet has unique concept in the dining market, providing the multiple dining experience services at all aspects starting from the human senses.

**“ULTRA VIOLET”**

<http://uvbypp.cc/>

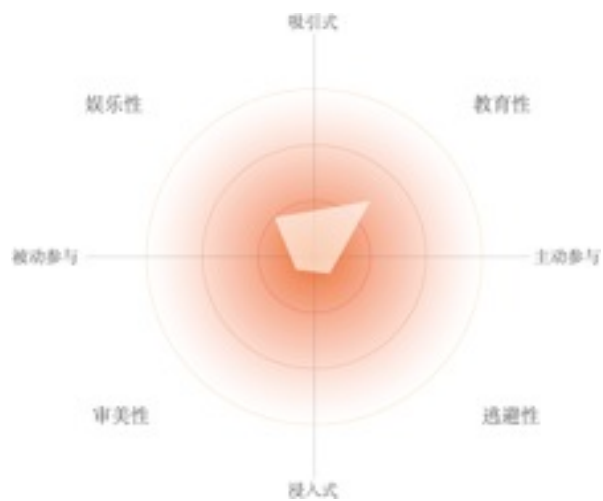


### ***Service Features***

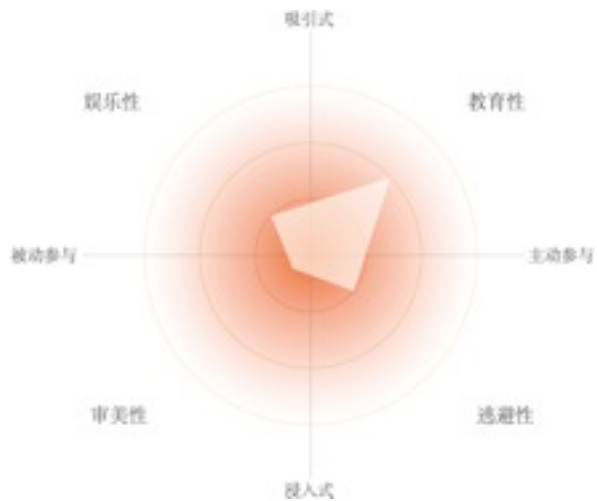
After 15 years' conception and 3 years' plan, an extraordinary mysterious creative restaurant was made holding the unknown address, theme images walls and dining tables of a 360 degrees and the creation endless dishes. Our restaurant provide only evening meal for a table of ten seats every working day, reservation is made forward on our website, dinners are required to gather together in Bund number 18 on the dining evening and acquaint you with the strangers at the same dining table while enjoying the pre-meal snack. Later, our special bus will pass through the most appealing old town, arriving our restaurant finally. Now, you still have no idea where mysterious Ultra Violet located, a unprecedented sensory trip is about begin after a strode over the dark entrance flashing a violet fluorescent line. Surrounded by the wall that is a image screen of a 360 degrees, the dining table can also be imaging. Before the meal is served, the name of every guest would be on the dining table, in the process of dining, images of the wall and dining table will be altered according to the different themes, showing a fabulous eye-appealing sight. After the meal, the 4500 thousand RMB kitchen is revealed to the guests, all of our guest are welcomed to come in and communicate our chefs at the close distance. Equipped with 25 staff serving 10 guests every day, and up-to-date cookers, affiliated lab for the research of new dishes of chef, this kitchen is the ideal one in all the chef's dream.

### ***Design Background***

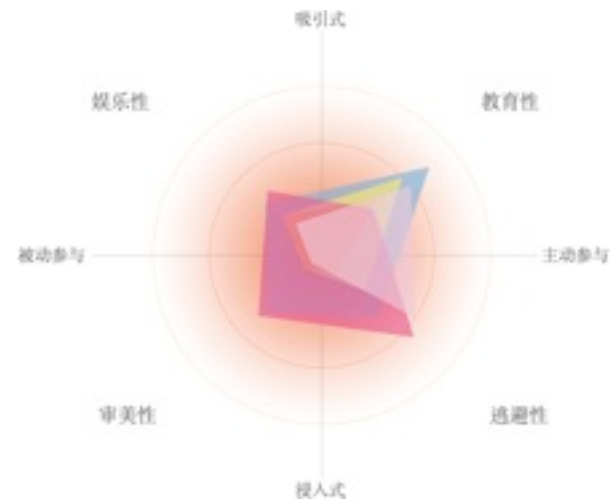
The founder of this restaurant--Paul Pairet, the famous french chef, he traveled around the world and served in the local hotels before coming to Shanghai, the flavor and quality of the food during travel bring him with the inspiration of opening a sensory restaurant and lay a foundation for our unique restaurant. The cardinal reason to be here is to experience the food, however it is not inclusive if you assume the food is only for taste, food is emotion reflected by your taste, that have effect on your motion, memory, the way you act and respond towards the things around you, the person sitting next to you, your chair, coach, subconsciousness, the light in the restaurant, the music played that recall your remote memory, a sound from the world, viewpoint outside, a special flavor, all these blended into the environment which will help to form the subconscious recognition before the meal known as Metal flavor. The concept of Ultraviolet is to straighten your metal flavor with the five senses further to enhance your senses towards the flavor of food, through multiple technique combination.



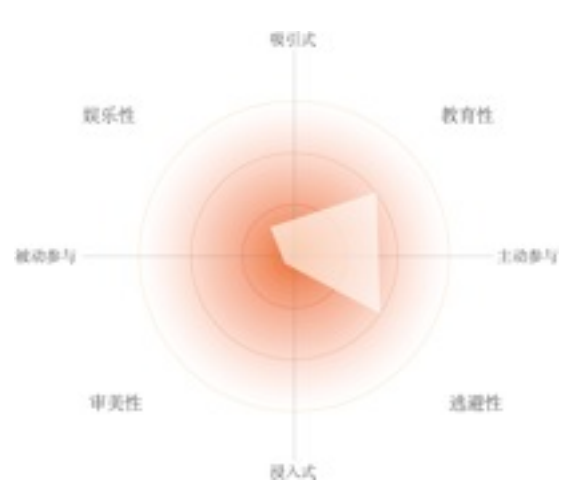
TREND 1



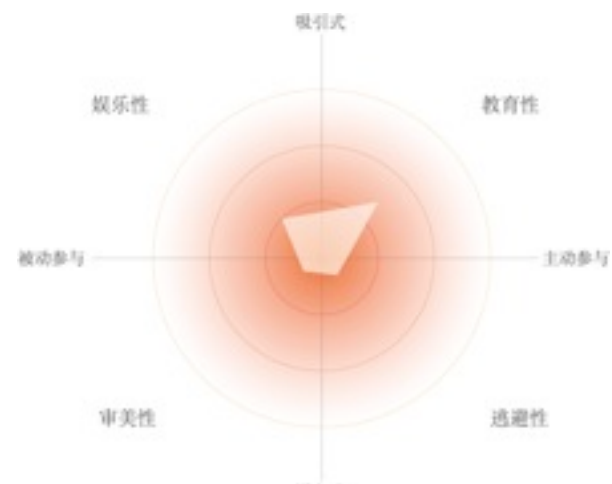
TREND 2



TREND 3



TREND 4



TREND 5

According to the above data analysis, the catering experience under this trend is entertaining and aesthetic, that is, in the service process from “attraction” to “indulgence” (Figure 2.16), the users enjoy these aesthetic experience created by the catering services via the passive participation process, and gain very pleasant experiences. In these catering experience service system, the aesthetic experience is an aesthetic atmosphere mainly through high levels of outdoor landscape planning and indoor design, such as the dining environments of Taiwan’s Shi-Yang Restaurant and Hangzhou’s Retu Garden bring people with a strong aesthetic feeling of returning to nature, and Ultra Violet’s aesthetic feeling lies in the visual shock, which is brought by the projection of 360 degrees of omni-directional visual images. In addition to exquisite design of place environment, the special activity of catering has its own unique aesthetic needs, that is, the aesthetic needs of food color matching and the tableware. However, in these relatively high-end catering places, the educational and evasive experiences are slightly weaker. The educational experience brought by the transparent service design experience is the highest among all trends, because the consumers understand the relevant information of organic and food growth environment, states, and models via the

transparent service design experience, yet the information is not the most thorough and complete. Instead, there are many blind spots. For example, in the investigation of G city, according to the review information in the microblog and dianping.com, many customers think that the experience forms are greater than content, and remain on the surface. By contrast, the “evasive” experience is carried out away from the city and in people’s life track places. Staying away from the crowd, people could seek peace of mind, forget the pressure and trivial matters brought by the social life, and exhibit more primitive and honest ego. This is also the reasons for the service system design of Shi-Yang Restaurant and Retu Garden add the support service items of meditation, yoga and studies.

---



### **+STRENGTH**

ENVIRONMENT  
MOOD  
FEELING  
DESIGN  
THEME  
EVENTS

### **+OPPORTUNITY**

LIFE QUALITY  
HEALTH AWARENESS  
FOOD SAFTY PROBLEM

### **-WEAKNESS**

LACK OF FOOD KNOWLEDGE

### **-THREAT**

CHANGE BAD HABIT  
INFORMATION COMMUNICATION

By analyzing the trend, experience category and strength as well as the SWOT analysis of catering service experience , I have found that in China's high-end highly-developed catering industry, people do not lack the expensive conceptual restaurants with rich sense of design, nor lack other countries' cuisines that meet the sense of taste. Similarly, with the improvement of national tastes and incomes, the high-end catering places have won more and more attention. People travel by car at the weekends, or go to the holiday village in the short holidays to keep away from the living area and relax themselves, or go to the suburban Agritainment to experience the health farm life, which have become a fashionable lifestyle. However, in the dazzling and diversified restaurants, hotels, restaurants, clubs, holiday villages and Agritainment, people can satisfy their different "entertaining" needs, or get the "aesthetic" experience in the spiritual height, or go to another place to seek "evasive" temporary

### ***How do people improve the “educational” catering experience?***

In my opinion, there are many possibilities, such as, imparting positive catering information and beneficial life concepts into the experiencers; enhancing the knowledge level related to the experiencers and catering composition; satisfying the experiencers' food needs for health and fitness, and spreading the traditional Chinese health preservation concepts. The creation of “educational” experience is a key potential opportunity for the current design of catering experience service system.

Therefore, in the service system design of Tangtou Club, the “educational” experience design in the service system is a key entry point of experience design.

## **CONCLUSION**

As a preliminary study part of the thesis, this part concludes the relevant popular catering experience trend at current stage via abundant document collection and research analysis, makes a summary through case study, combines with related theories of experience economy, analyzes four experience categories of various trends, and find out the strength and weakness along with the opportunities and challenges of catering experience at current stage. This chapter aims at obtaining effective data, and providing direction and reference for the next stage's service system design.

.....

## 2.3 Mass Catering Observations

### **Observation Goal:**

Observes the daily catering activities, concludes that people have contact point interactions between the overall process and service system from people's entry of the restaurant, ordering food and having dinner to leaving the restaurant, and observes the consumers' habitual reaction to these contact points, thus finds out the problems existed in the contact points in the service process.

### **The target observed population:**

30

### **Observed Population:**

Observe the main organized leaders in the catering activities process, such as the person who organize them to have dinner and the person who is mainly responsible for ordering. Observe the secondary participants in the catering activities, such as the person who are invited and the person who order the food. Observe the restaurant waiters.

### **Observation Place:**

No particular observation place, I mainly carries out the observation activities through dining out in the daily lives. The dining places include Chinese restaurants and new vegetable restaurants.

**A.**  
**Observation of  
Restaurant Services**

**Before the services:**

Whether the multiple media promotion methods convey the health diet information;

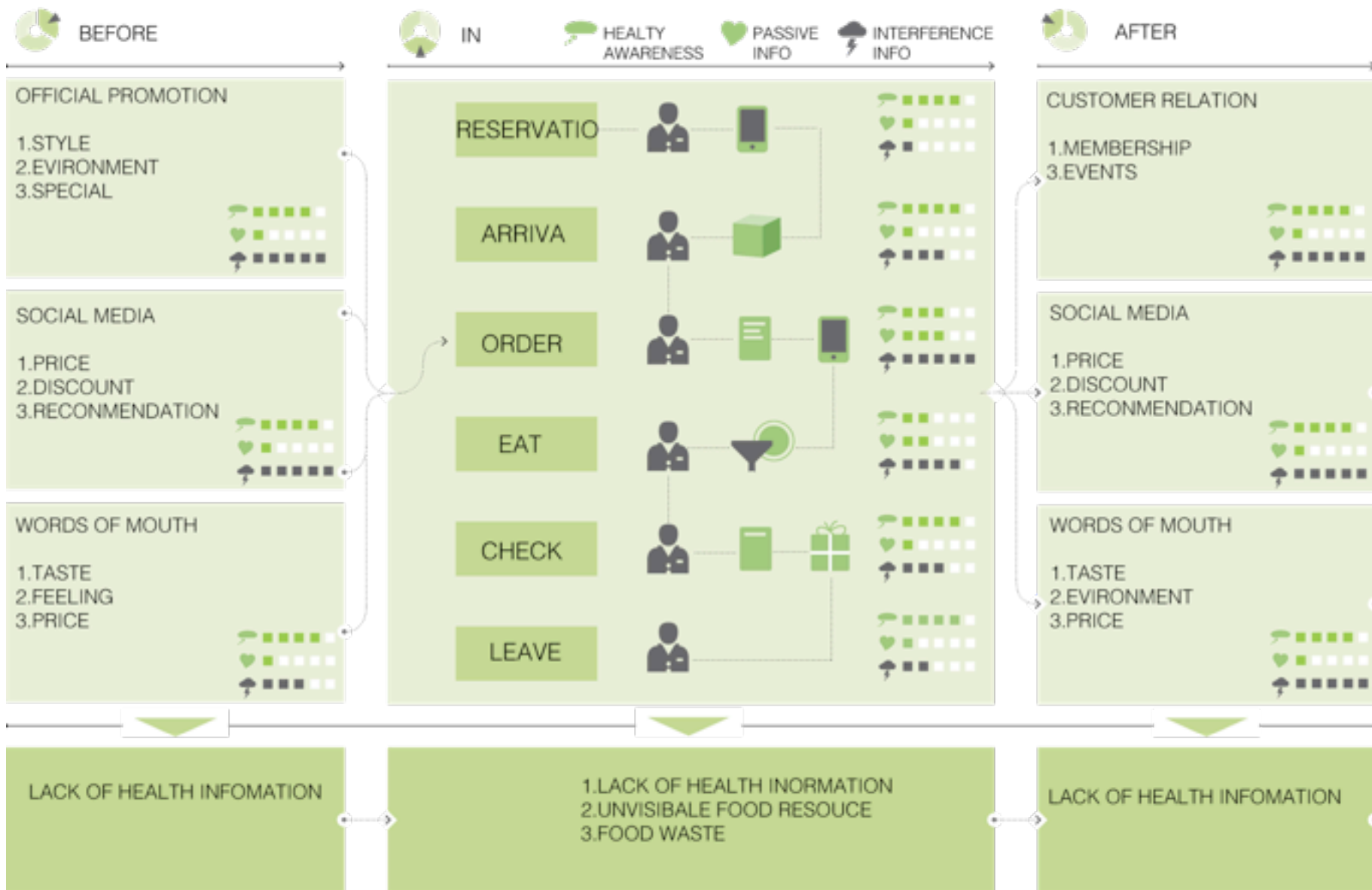
**In the services:**

Whether the communicative contents get involved in taboo and health information while reserving; whether the communicative contents get involved in the physical conditions of the users while reserving; in the information communication of restaurant guiding area, are there any advance notice upon the ingredients source and freshness; whether the information conveyed by the menu is related to nutrition and health; whether the waiters provide food matching information in the ordering process; whether the waiters provide the seasonal fresh food information in the ordering process; whether the waiters have a detailed introduction for the food materials and cooking methods; whether the food matching comply with the food health standards; whether the food serving order comply with the health standards;

**After the services:**

Whether observe the concerns that attract the secondary consumers' behaviors from the health perspective.

# The Customer Journey Canvas





网站首页

关于外婆家

外婆家美食

本月推荐

活动公告

分店一览

> 水产屋

热菜坊

蔬果园

汤水灶

冷菜亭

点心

特色菜



> 外婆鱼头

配料: 鱼头 蛋条

颜色: 本色

口味: 咸鲜 辣

< 上一道菜

下一道菜 >

食客论坛

我要评论

回复叶启田的留言

3tg34g3q

hfshdf 发布于2011-11-01 14:19:10 回复

好吃

叶启田 发布于2012-09-14 11:21:47 回复

什么时候能在我们平潭开一家呀,我不要专门去浙江吃外婆家啦

福建平潭市 发布于2011-11-01 23:56:33 回复

一般般

123 发布于2012-04-07 09:34:20 回复

新闻

品牌加盟

品牌加盟

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外婆家





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[登陆](#)
[注册](#)
[会员管理](#)
[帮助](#)

当前时间:2013-5-5 18:47:39

总访问量6496848人

今日访问量6051人

在线人数114

Search

按菜名拼音首字母搜索菜品



当前未点餐

重新点餐

消费日期

店铺

请选择店铺

市别

请选择

OK

菜单分类:

辛香汇

冷菜 尚滋味

热菜 辛香汇

热菜 品巴蜀

鲜时蔬

热菜 百家味

汤水炒

烤鱼

面饭小吃甜品

酒水类

饮料冰品

套餐

总菜单->辛香汇

盆盆基围虾



菜品编号: 100007  
 单价: 58.00元/例  
 不可以打折菜品

查看点评\*我要点评

我要点单

水煮鱼



菜品编号: 100434  
 单价: 78.00元/例  
 可以打折菜品

查看点评\*我要点评

我要点单

菜品点餐排行

排名	菜品名称	次数
1	钵钵鸡	24426
2	麻酱油麦菜	14536
3	口水鲢鱼	10672
4	沾酱黄瓜	9423
5	川北凉粉	8803
6	糯米南瓜	8063
7	盆盆基围虾	7063
8	飘香肥牛	6589
9	宁式烤菜	6572
10	土豆泥	5713

操作流程

- 1.如没有注册,请先注册会员,后登



上海站

首页

美食

优惠券

团购

同城活动

会员卡

社区



全部商户

我要找:

全部 搜索商户名、地址、菜名等

搜索

热门搜索: 外送外卖 复兴路 驴头 煮下午茶

上海餐厅 &gt; 黄浦区 &gt; 城隍庙 &gt; 本帮江浙菜 &gt; 本帮菜 &gt; 上海会馆(香港名都店)

## 上海会馆(香港名都店)

其它2家分店 &gt;



(910)

人均 ¥111

口味 30

环境 29

服务 29



全部2037张

我来上传

写点评

收藏(6095)

开团提醒

发送到手机

修改报错

地址: 黄浦区河南南路489号香港名都5楼(近复兴东路)

电话: 021-63357779

餐厅简介、营业时间、特色等其他信息 &gt;



查看全部图/交通/停车

会员专享8.8折, 免费成为会员 &gt;

88折大酬宾 高岛屋店盛大开业

推荐菜

环境

价目表

官方相册

精制红烧肉(1955) 上海熏鱼(1385) 糖醋小排(1291) 苏北草母鸡(1088) 烤鱼(886) 阿婆红烧肉(776) 响油鳝丝(580)  
特色酒香蒸鲥鱼(408) 宫廷野山菌(383) 榴莲酥(337) 生煎(59) 红烧肉(42) 干烹明虾球(20) 更多 >

## 看过这家店的人还看过

- 小桥流水精菜坊(淮海路店)  
★★★★ (5921)
- 雅科(大光明店)  
★★★★ (6119)
- 老克勒上海菜(创兴店)  
★★★★ (1579)

## 附近店铺

餐厅 休闲娱乐 购物

默认点评(3474) | 团购点评(40) | 全部点评(6187) | 搜索

写点评

筛选: 5星(344) | 4星(1040) | 3星(347) | 2星(36) | 1星(16) | 有停车信息(290)

最新点评



汐汐和夕夕



热情的丑女



真水生香



口味3(很好) 环境4(非常好) 服务3(很好)

商务会餐吧。因为提前有预约,所以直接去了靠窗的位置,可以坐观江景夜明,很漂亮呢。七七八八点了一堆,不大记得全,做工摆盘都还不错,分量正好,不会多得廉价少得惊讶。葱油拌面和红烧肉非常赞!特别是红烧肉,传说中的浓油赤酱油光皮亮~q弹双扣肥而不腻~

推荐菜: 红烧肉

05-05 上海小南国 | 回应 | 送鲜花 | 收藏 | 不当内容

口味3(很好) 环境4(非常好) 服务3(很好)

男朋友经常晚上带我到这边吃饭!说是没事看看外滩夜晚的景色!好看是好看,但没有那种惊讶的感觉...餐厅装修的很漂亮!!!服务员很不错!都比较热情.....根据自己的口味,我比较喜欢这里的蟹粉豆腐和清炒河虾仁...两道菜的味道都很不错...这家餐厅有时候很忙!所以我们每次去之前都会打电话先问一下...如果你是来上海游玩的!!可以试一下这里!即能品尝美食也可以欣赏上海外滩的景色!!

05-04 上海小南国 | 回应 | 送鲜花 | 收藏 | 不当内容

口味4(非常好) 环境4(非常好) 服务4(非常好)

本来对上海菜不是很感冒,但是吃过小南国以后,就彻底改变了对上海菜的影响,总是超级好吃,就是价位稍高。

推荐菜: 蟹粉豆腐 清炒河虾仁 红烧肉 醉鸡 水晶虾仁 蟹膏  
餐厅特色: 是老字号

05-04 上海小南国 | 回应 | 送鲜花 | 收藏 | 不当内容

口味3(很好) 环境3(很好) 服务3(很好)

喜多屋国际海鲜食品

口味4(很好) 环境4(非常好) 服务4(非常好) (16112)

炉边情调(正大广场店)

口味4(很好) 环境4(非常好) 服务4(非常好) (519)

香格里拉怡咖啡

口味4(很好) 环境4(非常好) 服务4(非常好) (3554)

更多附近餐厅

## 这家店入选的榜单

好吃的本帮菜,尝过才知道

14家商户 | 2人收藏

阿拉上海菜

12家商户 | 2人收藏

名博“作家”介绍的上海本帮菜...

12家商户 | 1人收藏

经典上海菜

6家商户 | 2人收藏

本帮菜

20家商户

## 相关团购

[西餐] 富林酒店



¥59

价值: 200元

54人已购买

[本帮江浙菜] 美华轩







- 菜单
- 优惠
- 预约查询
- 点餐车
- 导航
- 发给朋友
- 留言
- 我的消息
- 企业信息
- 超级食客
- 快速预约
- 我的收藏

招牌菜 最受欢迎 新推菜品

SOLO 轻午餐  
爱自己就这么简单

彩虹  
单价：48.00 元/例  
★★★★★ 来一份

韩风冷面  
单价：38.00 元/例  
★★★★★ 来一份

胡不归  
单价：58.00 元/例  
★★★★★ 来一份

迷你裙混搭  
单价：38.00 元/例  
★★★★★ 来一份

两小无猜  
单价：68.00 元/例

彩虹  
单价：48.00 元/例  
数量：1

韩风冷面  
单价：38.00 元/例  
数量：1

迷你裙混搭  
单价：38.00 元/例  
数量：1

总价124.00元  
共3道菜品 保存本次订单>







## CONCLUSION

By the form of observation, this chapter conducts a research study and analysis of the mass daily catering services at the present stage. The main conclusions are: in the current mass catering services system, there is a fault for the information transmission of food and the customers, such information fault results in that the mass catering habits and preferences have deviated from their own needs and cognitive concepts, namely: the user needs for health diets have been interfered by the rich "nice", "delicious" and "good environment" provided by the restaurant. As a result, when the users enter a restaurant, they forget to have health diets; begin to be in the greedy, curious and waste trends for the eating behavior. The main reasons for information fault lie in that the restaurant does not provide sufficient "health and reasonable" signals in the entire service process, or even intentionally weakens these signals for the purpose of profits.

.....



**Before the services:**

Before the services: whether concern about food health problems; whether to consider the food safety standards in restaurants; whether to consider the seasonal food matching.

**In the services:**

In the services: whether the reserved contents are related to food sources and health; whether the diners consult the taboos problems in the communicative contents of reserving; whether the diners observe and consult the food source information in entering the restaurants; whether the diners feel confused to order; whether the considerations are related with their own health needs in ordering; whether the diners pay attention to health matching in ordering; whether the diners consider the raw material sources and season in ordering; whether the ordering components are appropriate; whether the dining speed is appropriate; whether the diners consider the health matching of drinks; whether the diners discuss the health diet in the dining process; whether there is overeating; whether the diners consider the eating order of dishes; whether the diners have a waste after meals; whether the diners feel health; whether the diners feel satisfied to receipt of gifts after paying the bill.

**After the services:**

After the services: whether the diners recall the ingredients.

**B.****Observation of  
User Behaviors**

## Observation Report

<b>User Behavior</b>	<b>Yes</b>	<b>No</b>	<b>Details</b>
Do users pay attention to food health in choosing a restaurant?	50%	50%	The main factor of choice is reputation.
Do users consider the restaurant's standard of ingredient freshness?	40%	60%	Most users have such a need, yet the restaurants do not implement and consider
Do users consider the supply of off-seasonal ingredients?	30%	70%	Most users would have off-seasonal foods in ordering
Do users' reservation and communication get involved in food source and health?		✓	No user makes relevant consultation in reserving a restaurant
Do the restaurants consult taboos in reserving and communicating?	10%	90%	
Do users observe and consult the information related to ingredients sources in entering the restaurant?		✓	Most users would observe the decoration, and no one understands the ingredients state.
Do users feel confused and hesitant in ordering?	100%		Almost all users spend a lot of time in choosing to order
Are the considerations related to their own health needs in ordering?	50%	50%	Some users consider their own health condition, while others do not matter

<b>User Behavior</b>	<b>Yes</b>	<b>No</b>	<b>Details</b>
Are users crapulent?	✓		Most users are crapulent in dining out
Do users waste food after the meal?	✓		Almost all users produce food wastes
Do users feel healthy?	20%	80%	After the meal, most users would lament, “ah! I’m stuffed”, “I have a slight stomachache”, “my stomach bulges”, “the food is so oily” and so on.
Are users satisfied with the gifts after the payment?		✓	The users show little interest in the coupon and discount
Can users recall what ingredients have been used?		✓	Less than an hour after the meal, almost all users forget what they have had, let alone recalling the food ingredients.
Are ordering quantity suitable?		✓	Almost all users order excessive dishes and cause food wastes
Are dining speed suitable?		✓	First wolf down a table of dishes and then slow down
Do users consider the matching health of drinks?	50%	50%	Some users consider fresh juice, but many users still order carbonated drinks, iced wine and even strong tea in the dining process. They do not match with food.

## *2.4 Mass Catering Online Questionare*

<http://www.sojump.com/report/2287417.aspx?qc=>

Sample : 63

Time : 2013/4/9 - 2013/4/15

**Q1: HOW MANY TIMES DO YOU GO TO RESTAURANT MONTHLY ?**

AVERAGE : 2.5

**Q2 : HOW MUCH DO YOU SPEND IN CATERING OUTSIDE MONTHLY ?**

AVERAGE: 748.8 CNY

**Q3: What are the considerations when you choose a restaurant? (Multi)**

OPTIONS	NUM.	%
FOOD TASTE	56	88.9
EATING ENVIRONMENT	55	87.3
FOOD RESOURCE	21	33.3
SERVICE	42	66.6
TRADITION	7	11.1
OTHERS	2	3.1

**Q4: Is ordering dishes difficult for you ?**

OPTIONS	NUM.	%
YES	36	57.1
NO	27	42.8

**Q5: What do you think of the following dishes descriptions are deemed as “good dishes”? (Multi)**

OPTIONS	NUM.	%
Rich content, includes chicken, duck, fish and meat	5	7.9
Rich cooking methods, baked, fried, cook, steam and stew	7	11.1
Rich flavors, you can taste sour, sweet, salty and spicy flavors	19	30.1
Rich nutrition, good to brain, blood and kidney.	14	22.2
Be particular in matching, and there is no anti-seasonal ingredients	12	19
OTHERS	6	9.5

**Q6: What are the considerations when you choose the dishes? (Multi)**

OPTIONS	NUM.	%
Order what you want to eat	36	57.2
Order the dishes on the menu with pretty pictures	21	33.3
Order what you haven't tried before	25	39.6
Select according to seasonal food	18	28.5
Select by individual's body needs	24	38.1
Consider nutrition, and select with matching nutrition	30	47.6
OTHERS	7	11.1

**Q7: How do you consider in choosing the catering drinks? (Multi)**

OPTIONS	NUM.	%
White wine is the best	3	4.7
No white wine or carbonated beverage	3	4.7
Beer is the first choice	4	6.3
Fresh squeezed juice is the first choice	32	50.7
Soymilk and coconut milk are the first choices	10	15.8
Black tea and grapefruit tea are the first choices	3	4.7
Wong Lo Ka is the first choice	6	9.5
Specially Match in accordance with cuisine types	24	38.1
OTHERS	9	14.2

**Q8: Do you know every dish's raw materials after having a meal?**

OPTIONS	NUM.	%
YES DEFINITELY	11	17.4
NOT SURE	52	82.5

**Q9: Do you know the basic information of daily crops (for example, garland chrysanthemum are mainly planted in the north, the late spring and early summer is the best season to eat, which can prevent phlegm, stop coughing and clear heat)?**

OPTIONS	NUM.	%
YES DEFINITELY	1	1.5
NOT SURE	34	53.9
NO IDEA	28	44.4



**Q10: Talk about your opinions about healthy dieting**

Eat less unhealthy food, and eat more vegetables

Light, less salt, less sugar, less spicy, more vinegar

Less oil and salt, keeping the original nutrition of dishes

1. Balance nutrition and reasonable matching.
2. The intake varies over different people.
3. Reasonable dining time.
4. Reasonable cooking method.

The first consideration of dining out is balance nutrition, then taste and then type.

Have more meals a day but less food at each, match meat and vegetable, light

Vegetables have more green leaves, bean type. balance nutrition.

I hope to have a healthy diet, but no one tells me how to match. Besides, the general health dishes are not delicious, so I feel confused, and just choose the delicious dishes.

Not only balance nutrition but also make contribution to environmental protection, such a good thing!

Have no chemical additives, original taste and flavor, you can eat the good original flavors of food itself.

Dining out means having a rare sumptuous meal, and it is nonsense to talk about health.

Matching mean with vegetables.. Less dishes and more varieties..love to eat, return to eat, be willing to eat, and have a hearty diet...

With the improvement of life standards, people have increasingly higher demands on life, so health diet is rather important. Of course, you cannot fully rely on diets,

Evenly matching of meal and vegetables, prevent from eating fried food, carbohydrate, cold food. Do not eat too full, and have many meals but little food at each

Reasonable matching is in line with individual physical condition. The waiters can recommend dishes in accordance with physical conditions. Why don't you ask me how old I am? Am I male or female? What do I do?

There are only two types of food, that is, delicious and unpalatable! The people who try to distinguish food by health or unhealthy state are intentional or anti-human! For delicious food, I'd rather live less long!

balance nutrition, less oil, less sugar, less salt and eat regularly

I think it is important. I think highly of this issue. Health is the guarantee of success.

Eat more vegetables, and have more soup! Eat fruits before the dinner...

The cooking method of organic food is not too complex

Mainly eat vegetables, eat less meat, eat less pork, chicken, seafood, less oil, less salt, choose vegetables that are hard to grow worms and have less pesticides.

Eat seasonal food, and reasonably match food.

The raw materials shall be polluted less and put less pigment ingredients

Prefer simple cuisine, which can keep the original taste and flavor

Seasonal ingredients without additives, colors, hormones, pesticide and pollution, the perfect nutrition matching. Of course, the oil shall be the best, my family only eat tea and corn oil, sesame oil, canola oil, never eat the blend oil. Try to prevent fried foods and foods with high-sugar content. The health diet is coarse food grain, refined grain and stewed porridge for breakfast, home-made soy milk and yogurt.

Most care are taken on cooking oil. Although different dishes require different oils, but there is a preference. Keep vegetables fresh, less salt, slightly sour, several different colors of vegetables with meat, but not every meal is the same.

Reasonably match nutrition, mainly of light flavor, combine meat with vegetables. The Chinese people shall mainly eat less meat, change the habit of over ten dishes, and take what you want to eat. Reduce waste and keep proper diets.

Avoid greasy food.

Overall nutritional intake, regularly and quantitatively has meals, do not overeat, or be picky eaters, and develop good eating habits.

Match other dishes, do not picky, and do not overeat.

Keep fresh and non-pollutant ingredients, less oil and less salt, keep reasonable matching of vegetables and meat.

Match meat with vegetables, eat more fruits, and drink less carbonated beverages.

Eat less fried and spicy dishes.

Eat more vegetables, eat less meat, which is beneficial to detox.

Do not overeat, keep balance nutrition, and eat seasonable food

Ensure reliable and health food sources, have a skilled cooking technique, and give diners with a enjoyment.

Balance nutrition, and more light dishes.

Simple, conserve, more grains, and more coarse grains.

Match meat with vegetables, and do not eat too oily.

Fresh ingredients, and match meat with vegetables.

The efficient eating method is to bring positive energy to bodies.  
Reasonably match ingredients, light flavor and not oily.  
Match meat with vegetables, and do not overeat. Mainly of consciousness.  
Red meat is mainly of beef, white meat, fish and shrimps are healthier. Vegetables and fruits are essential for every day.  
Health is important, and half of illness is caused by unhealthy food.  
Match meat with vegetables, mainly cook, and supplementary fry.  
Preserve health, do not suffer from excessive internal heat, and do not eat oily food.  
Under the complete body requirements, balance nutrition, eat less and eat more diversities, increase taste bud experience, and such a meal is health for me!  
Match different food in accordance with different seasons, choose suitable food in accordance with your own health conditions, have more meals a day but less food at each.  
Simple, delicious, health, sanitary and nutrient

Eat less poor-cooking dishes, eat more fresh vegetables, rich in flavors, have more meals a day but less food at each.  
Match nutrition properly in accordance to human body, have meals on time.  
Eat well, and you'll be health.  
This is China, it's nonsense to consider health diet for dining out!  
Balance nutrition, properly match, and have every meal until seven eight full, which is the healthiest way.  
Less oil, eat more vegetables, not fried, light flavor, fresh.  
Health diet shall satisfy the climatic and seasonal needs and body needs.  
Hope to eat ingredients without pesticide and hormone.  
Have more meals a day but less food at each, match meat with vegetables, and try to eat more organic food.  
Eat what you like, and don't have too many restrictions.  
Properly match nutrition and seasonal vegetables, suit your own body and have clear sources  
Low-calorie diet, balanced fiber and vitamin  
A person may particularly select foods that are beneficial to skin and internal secretion.

## CONCLUSION

According to the observations of people's catering activities and habits in daily lives as well as data analysis of network questionnaire, it is obvious that people have different demands on the health catering at different levels, and most people have the awareness of health diet, but actually have scarce understanding for the relevant knowledge. In daily life, access to relevant information sources is usually indirect, and such information has indirect association with the user's catering experience. At the same time, in dining out, these health concepts are weakened by existing catering service system. Through observation, in the process of the dining experience, we will receive a lot of information delivered from service places and service products. Most of the information aims at arouse users' appetites through visual stimulation and word-of-

mouth publicity. Once the appetites are aroused, people will have a strong desire to select a suitable restaurant to meet the taste to have a big dinner, and select foods through the attractive information delivered by the menu pictures and word-of-mouth reviews. In the ordering process, many people may forget health and matching, some people hope to make health ordering choices, yet they will neglect or temporarily give up the health considerations due to insufficient relevant background knowledge. Therefore, they only satisfy their momentary appetites, do not think about food choices when ordering. Until the end of services do they realize the wastes and their intake are beyond the tolerance range of the body, being not conducive to their health.



*Chapter 3:*  
*Service Design for*  
*Tangtou Club*

### 3.1 Design Vision & Resource

After investigation, the author and the interested parties define the design visions for Tangtou Clubs catering service system:

- **Make effective use of the existed abundant natural resources**, provide customers with high-quality, and safe health catering experience that differs from other catering clubs.
- **Improve people's catering concepts** via health catering experience.
- **Spread health dietary information** and traditional Chinese health preservation culture.
- In the process of health information spreading, the club **enhances the educational experience** of catering services, and thus enables the overall experience to be more complete and richer.

Tangtou Club is located in Yuyao suburbs, which is surrounded by the farmlands and has a low relief with Moushan in the southeast and the Hutouyan Village in the southern hill. The design of building and landscape has integrated with natural environment. There are objects in the landscape, watch the scenery through the objects, and both of them are mutually balanced. The Club restaurant covers an area of 926.20m<sup>2</sup>, 113m long from east to west, 8m wide from north to south, 4.3m corridor in the south, 3.3m corridor in the north, and each 5m terrace in the east and west. The Club tearoom and dried goods workshop cover an area of 254.56 m<sup>2</sup>, 34.3m long from east to west, 7.2m wide from the north to south, 3.5m corridor in the south, 2.7m corridor in the north, and each 5m terrace in the east and west. The first-stage planning has a total area of





32,100m<sup>2</sup>, the second-stage planning has a total area of 13,000m<sup>2</sup>, and the construction area is 1460m<sup>2</sup>. The main planning is leisure and recreation area, aquaculture area and vegetable and fruit cultivation area. The leisure and recreation area includes club restaurant, tearoom, dried goods workshop, fishing and other functional areas. The vegetable and fruit cultivation area include the cultivation of fruits and vegetables and poultry farming. Therefore, the existing club resources facilitate the design concepts creation of original, health, green catering experience service system. By using the existed planned resources, the club service system can create entertaining),





## 3.2 Design Concept

### BRAIN STORMING KEW CLUES :

- What's the health catering experience?
- How to effectively convey health dietary information
- Combine the traditional dietary culture with modern needs.
- The Theory of Yin-yang and Five Elements and "Neutralization" Concepts in Traditional Chinese Dietary Culture.

### **1. What's the health catering experience?**

Fresh with seasonal food ingredients; adhere to the health preservation principle of food matching; closely contact with different individuals; pursue proper intake of diets and equilibrium;

### **2. How to effectively convey health dietary information?**

Increase experience contact points before dinner, convey fresh information; improve menu design, decrease information that interferes with health concept, increase health preservation information; reduce word narration, and graphically express the basic information of food ingredients and nutrition;

### **3. Service process that convey health concept:**

Increase the health feelings before services; improve the service experience in the service ordering link, reduce user experience loss; improve the dining methods in the service; enhance and strengthen user health experience contact points after the services; thus completely implement the health catering concept into the educative experience via the unified and sustainable service system design of these three links.

### **4. Combine the traditional dietary culture with modern needs:**

Discard the dross and select the essential, integrate into the health preservation concept of the five elements, and improve unhealthy dietary habits.

### **5.**



### 3.3 Concept Background Knowledge

#### 1. The Theory of Yin-yang and Five Elements and “Neutralization” Concepts in Traditional Chinese Dietary Culture.

The Five Elements Theory incorporates physical, spiritual, practical and ideal things into a neat institution mode in the ancient, and all incorporates into mild laxation, inflammation, merits, leather, farming and other stable functional properties (Book of History. Hong Fan). China's dietary activities are also included in this structure. The food is divided into: no livestock, five grains, five flavors, five spices and so on. The Five Elements Theory also believe that the properties of water, fire, wood, metal and earth are respectively of salty, bitter, sour, spicy and sweet, collectively known as five flavors. On one hand, food can satisfy people's hunger, on the other hand, food is for health preservation, and the dietary activity plays the health preservation roles only without violating the principle of Five Elements Theory. There are five elements in the world, people have five internal



organs, and the internal organs are also in line with the five elements, whereas the five elements represent our heart, liver, spleen, lung and kidney, and five colors can also be extended, that is, white, blue, black, red and yellow. Therefore, health food matching shall be coordinated with foods with five colors. In such as way, we can achieve generation among five elements, and realize the effects of blending the five internal organs and nourishing the body. In China's culinary culture, “harmony” is a general characteristic reflected in the production aspects. “Harmony” seeks moderateness and balance among the many culinary factors, so as to achieve the best overall effects. The ancient people also focus on diets in different seasons and preferences on different flavors, which is also called “harmony”. In the ancient, the five elements are coordinated with five flavors, so flavor plays a prerequisite condition of “harmony”. The traditional Chinese dietary concept also includes a kind of “moderation” concept. For individuals, the ideal number of each meal is “seven full”.



## 2.Solar Terms Concept of Ingredients

The ancient people proposed “do not eat anti-seasonal food”. In the *The Analects of Confucius·The Tenth of Xiangdang*, also proposed that “do not eat anti-seasonal food”. It is obvious that the ancient Chinese people had proposed to eat seasonal foods. The greenhouse cultivation techniques for planting anti-seasonal vegetables are originated from the foreign countries. China has introduced this technique since the 1950s. In the 1990s, the urban population had increased demands for vegetables, thus developed rapidly. The Greenhouse cultivation has the advantages of fast growth and high yield, but it also has the disadvantages of insufficient light conditions without rain and wind erosion, so it is not conducive to pesticide breakdown. At present, the

excessive use of chemical fertilizers and pesticides result in a lot of food safety issues, thus people become more and more sensitive to food safety. In the anti-seasonal vegetable cultivation, the first step is generally to cultivate the plants with the cultivation bowl, and the liquid in the bowl is a nutrient solution, which is scientifically called "growth regulator". Their constituents are similar. Therefore, So, we are able to see so many strange vegetables. We shall be careful to handle with the anti-seasonal vegetables, and it is best not to eat anti-seasonal vegetables.



*The Analects of Confucius·  
The Tenth of Xiangdang*

### 3.4 Focus Group Classify

The target club population is mainly of new urban middle class that emerges with the social development of China and advocate natural and harmonious living concepts. The population is aged below 45 who can accept fresh foods, have forward looking consumption concepts and have specific economic capability. This group of population has greater living pressure, desires to get more health living experience, and pursues higher qualities. According to the preliminary concept of the club, it can be classified into below two categories:

- People who are eager to get more health experiences but **have insufficient knowledge about dietary matching**
- People who are eager to get more health experiences and **have sufficient knowledge about dietary matching**







### 3.5 Focus Group Interview

After having determined the design direction and concept, I choose to have a deep interview for the target customer group in the restaurant related to design concept environment.

#### **Purpose :**

The catering service shall establish good information communication bridge between the users and foods ingredients. To have deep understanding of the users' recognition over the design concept keywords. The understood information mainly include: the channel for the target population to understand the information; the conditions for the target population to choose the dining places, and the target population's specific demand points for health diets.

### **Problems found from the perspective of focus groups:**

When people are carrying out the dietary activities, they cannot obtain information related to food and choose suitable ingredients to match.

### **Suppose the reasons for problems:**

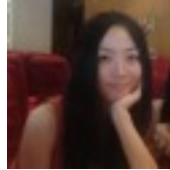
- The menu has no information about food sources;
- Cannot provide suggestions for food matching;
- Users do not understand their own needs and blindly choose foods;
- Users and service personnel do not understand the traditional Chinese dietary concept
- Service staff and customers have the unilateral understanding of traditional health knowledge.

### **Key issue:**

How does the restaurant provide customers with healthier catering experience?



### **Interview Samples:**



#### **Sample One**

Female, white collar of a well-known foreign company, has great pressure, and always dines out, but has insufficient knowledge over health diets.



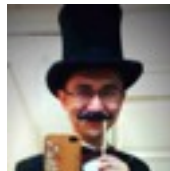
#### **Sample Two**

Female, housewife, higher living standard, pays greater attention to health diets, and the greatest life joy is to taste delicious cuisines in places with different themes and styles, and has certain knowledge of health diets.



#### **Sample Three**

Male, senior executive of a famous state-owned enterprise, busy, has many social engagements in high-end catering club, has inadequate attempts for health diets, and want to know about the health preservation culture.



#### **Sample Four**

Male, a white collar of a well-known foreign company who has great pressure and many social engagements, know and be interested in the traditional health preservation concepts, yet he is too busy to concern in daily lives.





**Interview place 1:** G+ 极食

**Date and time:**

2013.04.12, Friday, 18:30-21:00

**Place Description:**

This restaurant is located in the fashionable shopping center K11, a Shanghai new landmark, which has integrated art, culture and nature into a whole. The restaurant has organic farming civilization, and provides “zero transport distance” materials. The restaurant has fresh and natural indoor styles with the breath of tropical rain forests.

**Interview Place 2:**

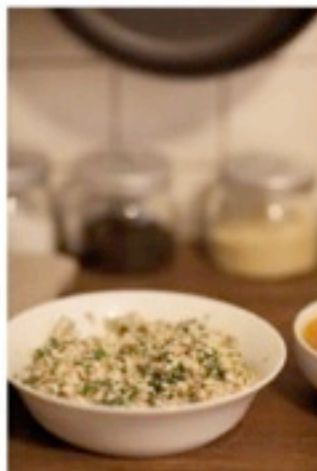
Hengchunyuan Restaurant

**Date and time:**

2013.04.14, Sunday, 18:30-21:00

**Place Description:**

Accommodates 10 private kitchens at most with simple and plain dishes, mainly consists of traditional home dishes, and equips with warm lights, causing spiritual healing effects.



## Interview Questions and Setting Purpose

- ***Frequency and main purpose of dining out***
- Setting purpose: understand the demands from the perspective of consumers
- ***On the basis of different purposes, what's the most important condition for you in choosing a restaurant? Why?***
- Setting purpose: understand the demands from the perspective of consumers
- ***Describe your feelings of having dinner in this restaurant : What's your impression of this restaurant before dining? What are the problems do you encounter in ordering? What are the problems do you encounter in the dining process? The overall evaluation and feeling of this restaurant after dinner ?***
- Setting purpose: understand the problems encountered in ordering and thus improve
- ***How do you integrate the concept of health diet into daily lives?***
- Setting purpose: understand the consumers' habits



- ***How do you determine whether the ingredients source of a restaurant is fresh?***
- Setting purpose: understand whether the information transfer between the consumers and ingredients is smooth
- ***How you define the restaurant food matching?***
- Setting purpose: understand the consumers' recognition of the food match knowledge.
- ***How do you get the information of seasonal ingredients? Talk about your opinions of anti-seasonal foods.***
- Setting purpose: understand the consumers' recognition of the seasonal ingredients.
- ***How you do determine whether the ingredients' place of origin is local or not? Talk about your opinions of long-distance transport foods, such as "fresh salmon from Norway", "fresh beef from Holland pasture" and "Authentic Gold Coconuts from Thailand".***
- Setting purpose: understand the consumers' recognition of the local foods

- ***Talk about your opinions of traditional Chinese health preservation concept***
- Setting purpose: understand the consumers' recognition of traditional Chinese health preservation culture
- ***Talk about your opinions of Chinese Grand Feast (dozens of dishes are served simultaneously, and the raw materials are up to hundreds)***
- Setting purpose: understand the consumers' opinion of Chinese eating habits.
- ***Talk about features, advantages and disadvantages of the Chinese food and Western food (such as the Chinese catering and French catering)***
- Setting purpose: understand the consumers' food preference.

## Interview Results:

### 1. Summary of target Population's Lifestyles

- **The target population mainly has access to information from the network media**, which has accounted for 80%. The network media mainly consists of Micro-channel news, micro-blog, electronic magazines, web portals, social networking.
- **Cognitive keywords summary of target population:** rich cultural elements, design, positive attitudes, material wealth, safe living and eating, exquisite, follow their own wills, health, diversity and experience.
- **Keywords of catering purpose:** gathering, social intercourse, relax, experience, dinner.
- **Keywords of choosing the dining place and conditions:** reputation, environment, safe and clean.
- **Keywords of health diet recognition:** organic, eat more vegetables and fruits, original ecology, and fewer additives.



## **2.Main problems encountered in the process of catering:**

### ***Problem One:***

In dining out, hold suspicious and distrust towards food freshness and security level, so it is hard to predict ingredients quality.

### ***Data Source:***

- Interview One: “in Europe, you can find very fresh food in any small restaurant, but I’m not daring to go into the street restaurant in China. This is life quality gap.”
- Interview Two: “it is impossible to determine, and I can only rely on taste.”
- Interview Four: “I won’t know until having eaten. Generally speaking, if the restaurant is popular, then its quality won’t be too poor.”

**Problem Two:**

Foods that cannot be healthily matched in dining

**Data Source:**

- Interview One: “Most restaurants basically match the cold dishes with hot dishes and meat with vegetables, and there are no particular choices. The dishes basically cannot match. After all, my major is not nutriology.”
- Interview Two: “there is nothing special about restaurant food match, that is, a hard food matches several side dishes. It doesn’t matter whether you eat other foods when you have had main dishes. ”
- Interview Three: “Most restaurants basically match the cold dishes with hot dishes and meat with vegetables, and there are no particular choices.”
- Interview Four: “pay attention to balanced matching of meat and vegetables in ordering. The restaurants hope you to order more food for profits, and they won’t match foods for your health. The restaurants all hope you can have too much.”



## CONCLUSION

Through the in-depth dining interviews in the specific environment, it can be seen that although the target customer groups pursue the life quality and health foods, in fact, they have vague cognition of the relevant health concepts, such as the traditional Chinese health preservation law as well as cognition of seasonal foods. Due to lack of personal experience, they are inadequate in the basic knowledge of food sources. While they are pursuing health dining experiences, the main problem encountered is unavailability to obtain fresh ingredients signals and match information.

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### 3.6 Focus Group Co-Design

**Method:**

Expectation Mapping

**Tool:**

Issue Card

**Issue Card Settings : A-life style and feeling**



**Issue Card Settings : B-material and elements**

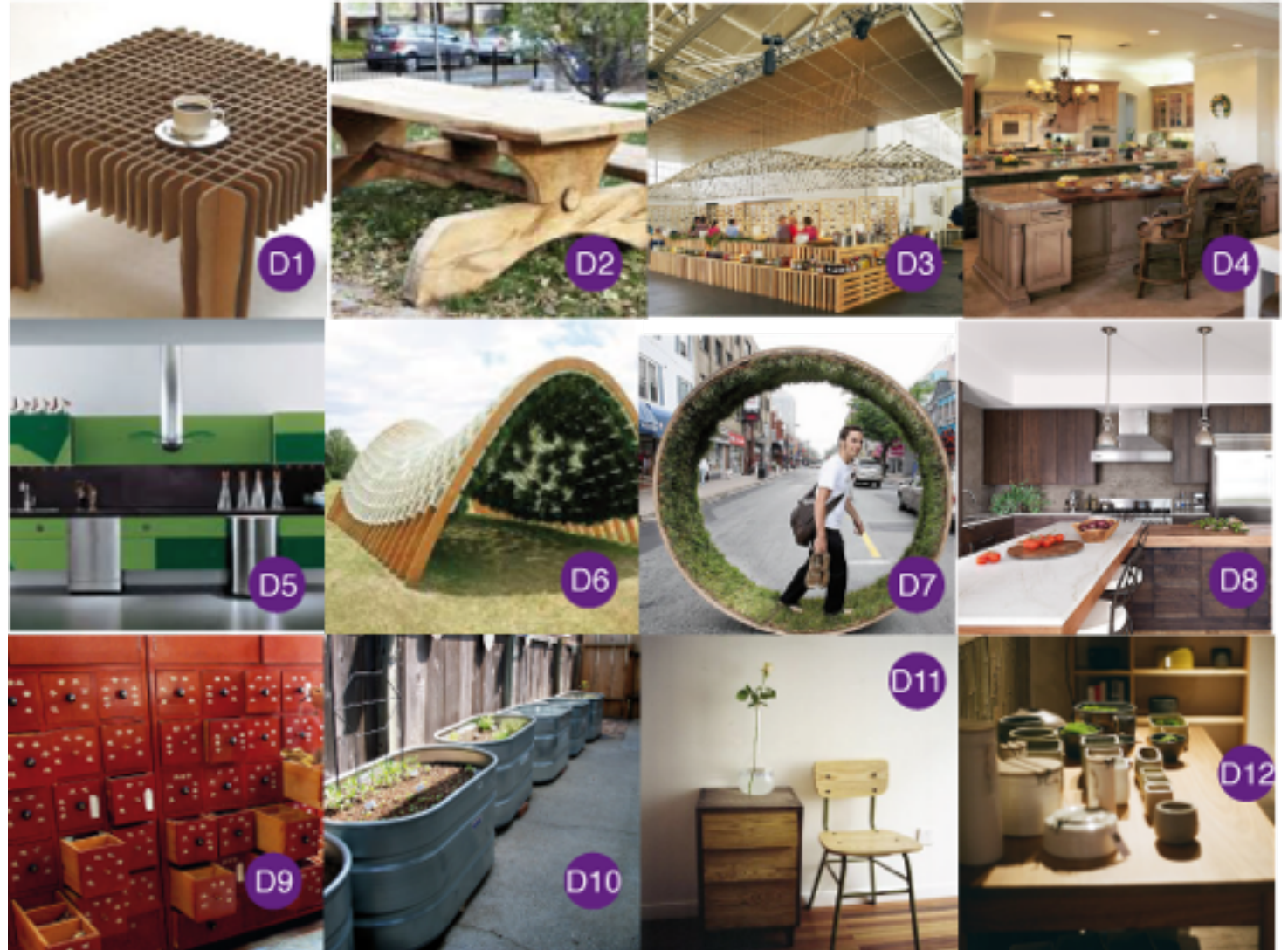




*Issue Card Settings : C-touchpoint expression*



### Issue Card Settings : D-Environment





### Issue Card Settings : E-Feeling and Mood







## Co-Design Results:

### Sample One

#### WHERE:

nature , elegant

#### WHAT:

fresh, visible material

#### HOW

with family or friends, warm atmosphere

#### STYLE

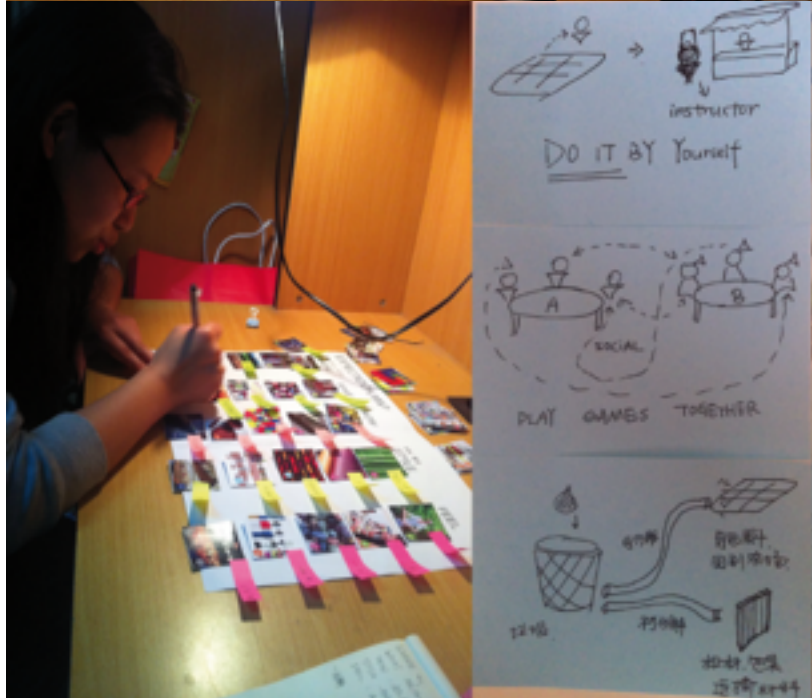
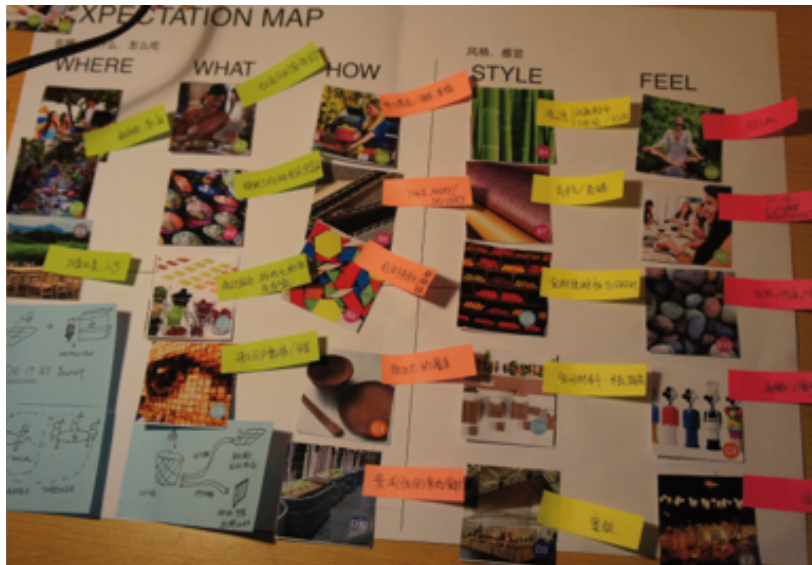
pure , simple

#### FEEL

relaxe, natural

#### SKETCH:

Wish to taste fresh food in a place where has mountains and lake, if I can see the farm that would be so great. Also I like transparent kitchen that can see how the chef works. I would love to have a vege-corner that for kids to recognize vegetables.



## Sample Two

### WHERE:

a place with beautiful a view

### WHAT:

not only food but also information and events

### HOW

passive participation; organic tablewares;

### STYLE

high-level, pure, nature

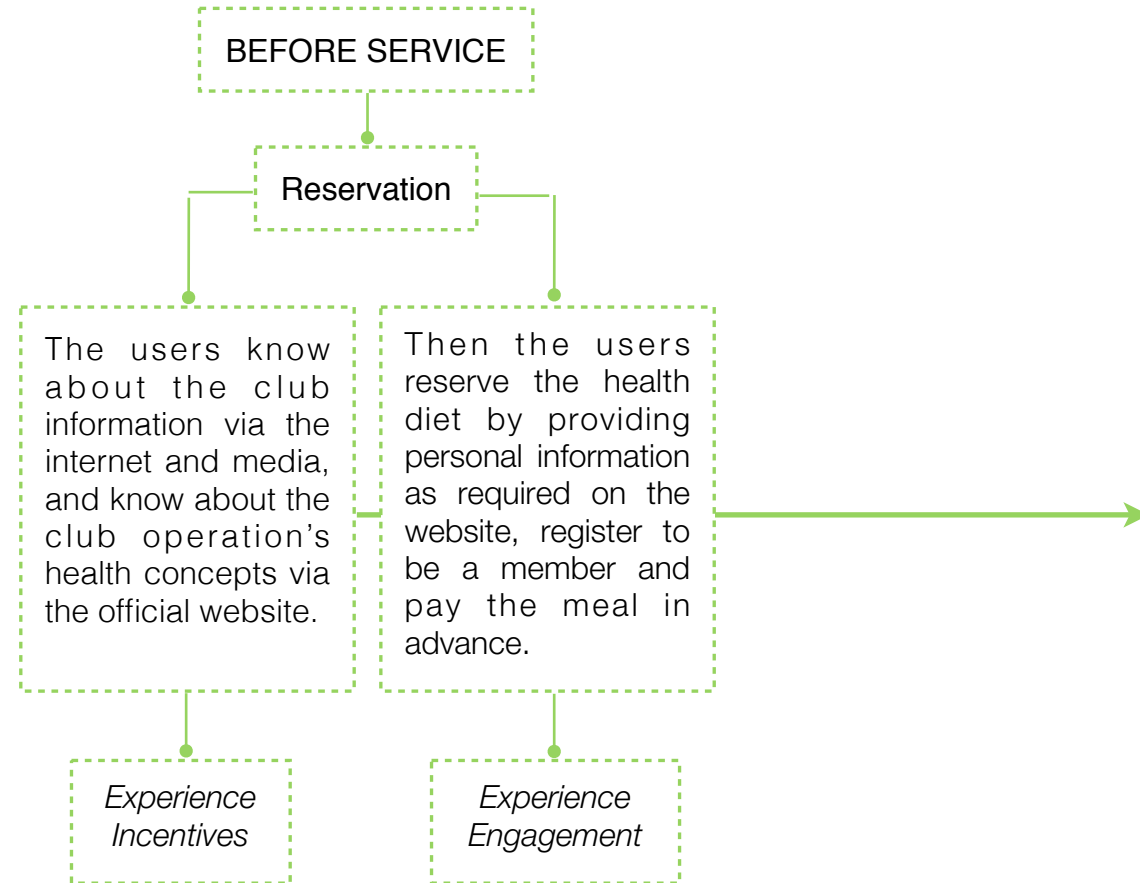
### FEEL

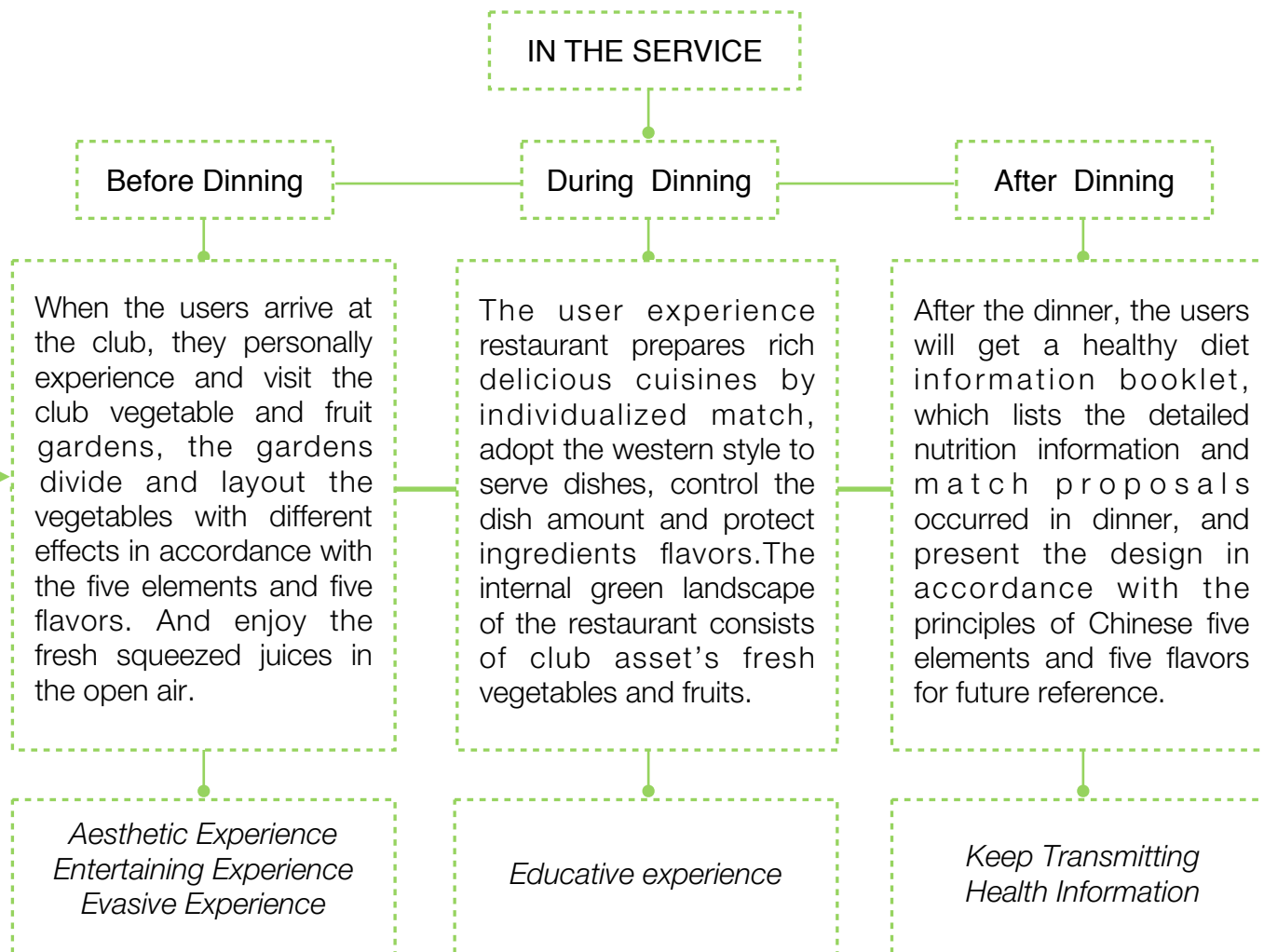
free, trust, romantic

### SKETCH:

Wish to have DIY events, and game experience and no wasted food .

### 3.7 Framework Design of Tangtou Service System





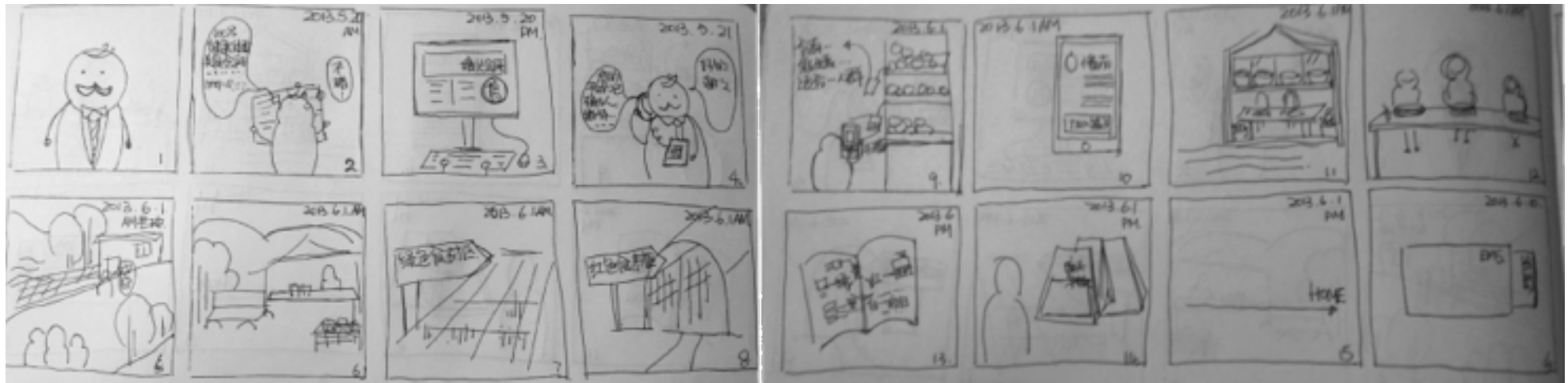
AFTER SERVICE

Maintainance

Users will regularly receive Tangtou club publications by month, including the club products' latest production of seafood and also dried goods, handmade pastries and other goods, ordering information, introduction to seasonal ingredients and other health diet information.

*Maintain the health experience, and improve customer loyalty.*

### 3.8 Storyboard of Tangtou Service System



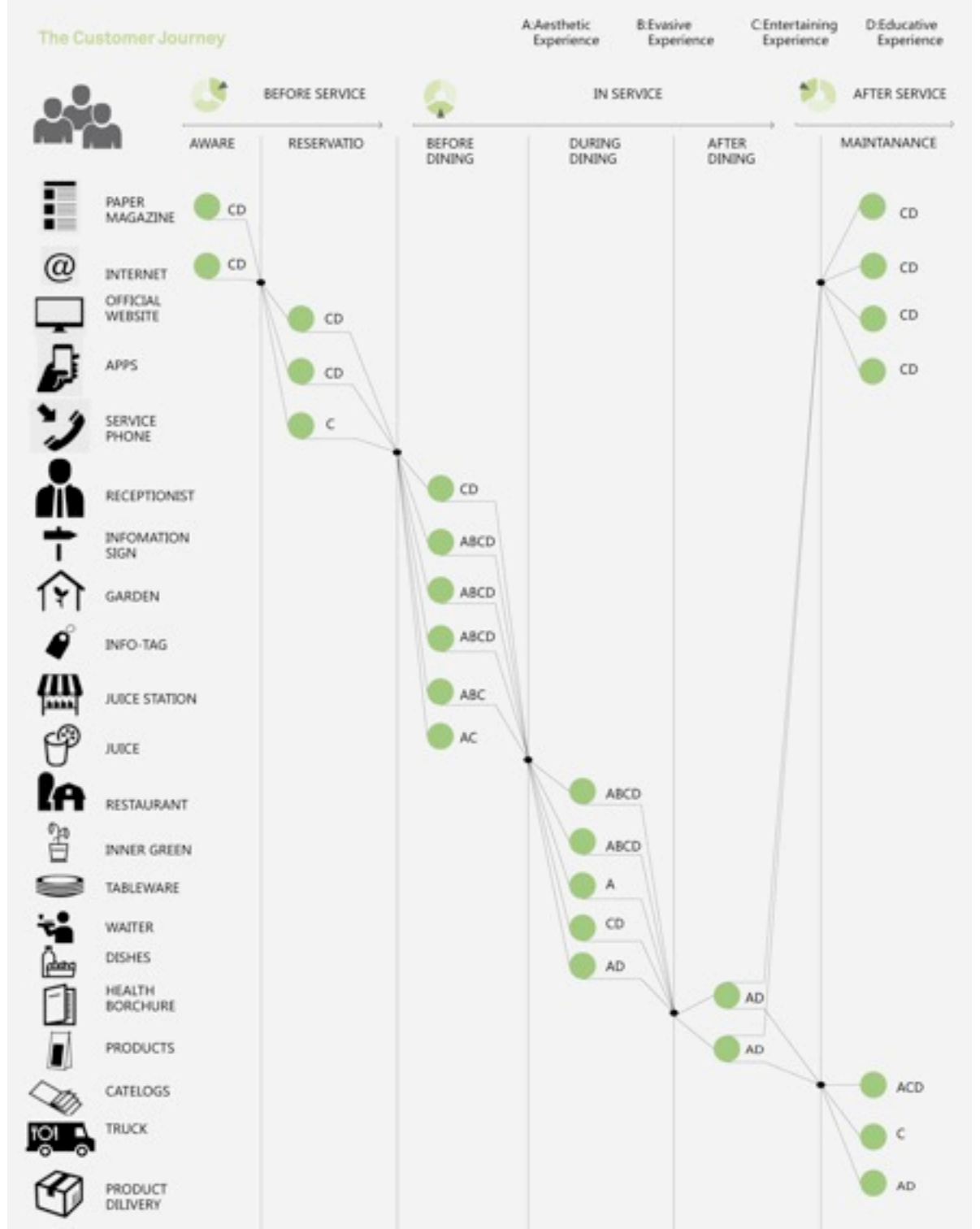


- **Role introduction: Mr. Zhang, 35 years old**

- When Mr. Zhang was reading the weekly magazines, he saw an advertising of Tangtou Club's A Hundred Percent health Dietary Experience, he felt interested and decided to make an experience appointment.
- Then he logged in the club's official website, entered the dinner information and the diners' basic information in accordance with the internet process, completed the reservation of health experience diets in the season of Grain Full, and payed online in advance.
- The next day, he received a phone call from the club, said the experience activity had been confirmed and began to prepare for him, and extended warm welcome to him.
- On June 1, Mr. Zhang took his family to the suburb clubs in the morning. Before the dinner, they first decided to have outdoor activities and enjoyed the fresh squeezed fruit juices offered by the club.
- Before the dinner, they first decided to have outdoor activities and enjoyed the fresh squeezed fruit juices offered by the club.
- Afterwards, under the guidance of working personnel, they visited the club's vegetable and fruit garden. The garden is divided by color in accordance with the principle of five elements and five flavors: red, yellow, green, white, black courtyards.

- After visiting, Mr. Zhang knew the effects of vegetables and fruits in each courtyard on body.
- In the red vegetable and fruit garden, Mr. Zhang scanned the QR code for the cherry tags via the club's mobile phone applications.
- He knew about the cherry growth cycle and vitamin content, clicked "reserve", and reserved half a kilo.
- At noon, they came to the club's green restaurant, which used the wood tables and chairs, decorated the indoor with fresh ingredients, and they noticed that chef took fresh vegetables from the behind wooden support.
- In the dining process, according to the previous submitted personal information, Mr. Zhang and his family had set proper food amount without causing any waste, the restaurant had equipped with children foods and beauty supplements for his children and his wife. All food ingredients are the freshest seasonal ingredients.
- After the dinner, Mr. Zhang obtained a Dining Guide of Grain Full, which introduced the nutrition match details of each course for his further reference.
- Before leaving the restaurant, the staff had prepared the reserved fruit seeds that he planned to plant. Recyclable packaging can be recovered in the recycled paper bags.
- Zhang returned home with satisfaction.

### 3.6 Customer Journey Map



## **CONCLUSION**

Through the journey map analysis, we can see that the experience of the four categories have been played at different touchpoints. and in the public dining experience is more the lack of information on the proportion of the educational experience in the service system has been greatly improved, During the entire service process, educational experience coverage has reached 80%.The system design meets the club's original intention, and contribute to the dissemination of information and healthy food.Effectively reduces negative signal user received in massive catering service. Effective solution to the presence of food and dining information between the interruption.

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*Chapter 4:*  
*Service Design*  
*Improvement*



# 4.1 Service Prototyping & Test



**TEST SAMPLE 1:**



## **Problems:**

### ***Before the service, main problems are:***

Does not show interest in the service precognition from the official website at first, and she is not persuaded to reserve the experience. Therefore, more marketing methods should be taken so as to leave deeper impression for the users at this stage, and attracted them to enter the service phase. For example, publicized a free farm tour, carried out some public entertaining workshops, and expanded the communication efforts and so on.

### ***In the service, main problems are:***

After the users have reserved the experience activity, there is a gap before the service, they cannot know what the preparation situations of culinary experience are, and they have inadequate expectations. In addition, too long preparation time will cause to lose interests or even forget.

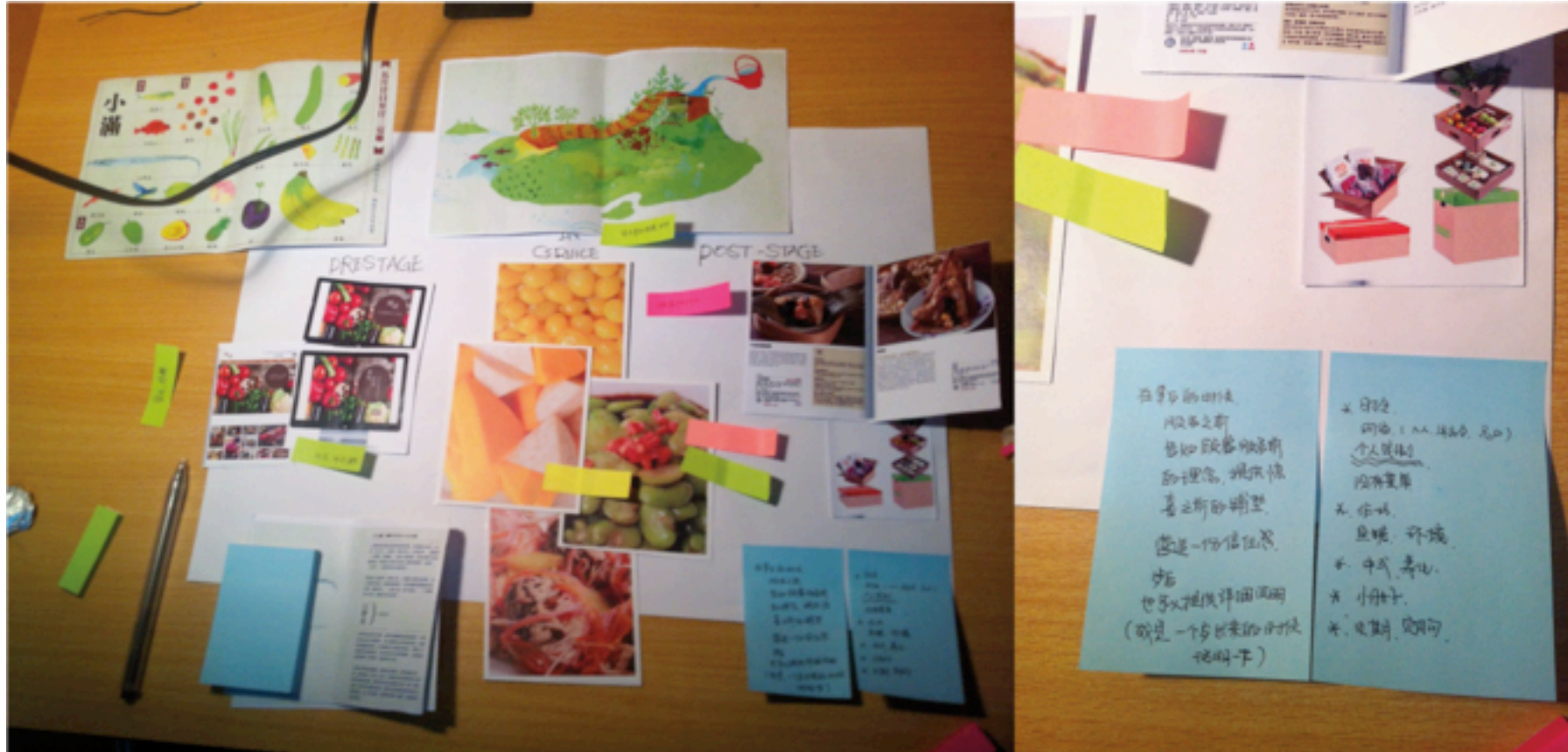
The users have too little interaction with the dining space, obtain information by scanning the ingredients without active acceptance of information, and no active part. It is recommended holding more space interactive activities. For example, while watching the working process of open kitchen, also select the ingredients based on the match law.

### ***After the service, main problems are:***

Since there is a contact point between websites and mobile applications, why do you need a paper journal? If a journal is needed, it provides a daily health information, increases its functionality, rather than as an advertising magazine. It is proposed to design into a portable reference book, the first part helps find up matching information in daily purchase and the last part records daily trivial matters as a notebook. The mobile application can scan to obtain information, but also analyze the daily health preservation information for the members or a exchange platform for online consultation.



## TEST SAMPLE 2:



## **Problems:**

### ***Before the service, the main problems are:***

Although it is a healthy conceptual restaurant, the users do not know whether it is delicious in reserving, so it is necessary for them to precognize the main flavors and reputation. The restaurant does not offer a la carte but base on the individual customization, which saves lots of troubles, but they still worry about to eat what they don't like. While the dishes are reserved in advance, if the food does not taste good, can the users change the dishes? Can I choose my preferred foods and cooking methods in reserving online?

### ***In the service, main problems are:***

Before arriving at the club restaurant, the users lack active participated interactions, and the activities such as visiting the orchard are relatively less attractive. Such as providing some interactive instruments, the users can find the relevant ingredients in the club orchard in accordance with the instrument clues and carry out the production of "appetizer" according to the clues, or find several colors fruits to match the squeezed juices according to their body needs.

After the dinner, a dinner booklet has little significance, so it is recommended to issue the booklet before the dinner. The booklet strengthens users' recognition of this restaurant concept, but also lays a foundation for the dinner surprise, improves the sense of expectation, and creates a trust.

### ***After the service, main problems are:***

Have insufficient communication and feedback activities.

- Have insufficient communication and feedback activities.
- Before the service, lack certification and authenticity, so the restaurant cannot induce the users to reserve.
- There are some risks under the situation of no selective menu, and the failed service possibility will be increased due to users' preference.
- Before the dinner, the restaurant should offer more interesting interactive experiences.
- Scanning QR code can not only reserve but also share and spread via the social media.
- The users lack interactions in the restaurant, most interviewees prefer the open kitchen and the spatial model of transparent making process
- In addition to offering single catering experience, the club should provide more activities with the workshop nature of family model, and give more concerns and exchanges with the members except tasting the good food.
- For the traditional dietary concepts of solar terms and five elements, the club should spread them by using modern designs, and lack game interactions.
- 

## **Problem Conclusion**



## 4.2 Service Improvement Plan

- The workflow adds to select the seasonal favorite foods, cooking preferences, taste preferences and other options.
- The official website adds the feedback communication platform interface to provide certification.
- After the reservation and in the gap of prior to experience service, add e-mail and cell phone applications push, notice the service stage in advance, and increase users' sense of expectations.
- The club space add the food interactive desktop device: through the device guide, the users will go to different fruits and vegetables sheds to find the needed ingredients, return to the space and complete the ingredients matching production under the assistance of chef as the appetizer of catering. In such a way, enhance the space game, transform the passive acceptance of health information into active understanding and participation of health interactive games, and enhance the sense of experience. Interact with the "food recognition" with the space ingredients via the mobile applications.

### ***Man-made Jam Workshop***

sources to build a Man-made Jam Workshop. Join us by online registration, everyone can make jam, and take the finished jam home as the auxiliary of breakfast breads.

### ***Share and Exchange the Home Cuisine Recipes***

The restaurant notices the next solar term's "star ingredients" on the website and application interactive platform, solicit the club members' Home Cuisine Recipes, finished dish photos, and vote online. The most preferred recipe will be invited to the club for scene production and sharing.

### ***Reserve Fresh Picnic Food Basket***

Since the club is situated far from the city, the users not only feel the health experience in the club, the club also offers health catering experience. In the morning of weekends, the club will send the picnic baskets to the club members' home for them to feel health under any environment.

### 4.3 Improved Service Storyboard



1. Mr. Zhang reads papers and journals every afternoon.
2. On May 13, he saw the advertisement of Tangtou Club on the paper: “home plant, taste freshness in the solar term; match in accordance with the five elements, healthy and delicious.”
3. As a designer willing to experience new things, he soon opened the club website. After knowing about the previous user comments and basic service process, Mr. Zhang reserved the package of experiencing Beginning of Summer and Grain Full on May 23.
4. After the end of online reservation, Mr. Zhang received a confirmation call from the club, and he confirmed the reservation information and arrival date.
5. Before May 23, Mr. Zhang received a notice of preparation stage sent by the club, “Hello, Mr. Zhang! We have prepared your fresh ingredients!”
6. At 7:00, May 23, Mr. Zhang took his family and arrived at Tangtou Club.
7. Upon arrival at 10:00, Mr. Zhang and his family were attracted by the beautiful scene of the club.
8. Before the dinner, Mr. Zhang and his family visited the club farm, and experienced fishing, tasting tea and other activities, and tasted the fresh squeezed juice.
9. At 11:30 a.m., Mr. Zhang and his family went to the club restaurant.
10. The restaurant was green and healthy, all fresh vegetables and fruits picked from the farm were cleaned as the indoor design.
11. On the indoor vegetables and fruits shelves, Mr. Zhang found a tag on the vegetable, which labeled QR code and instruction.

12. According to the instruction, Mr. Zhang scanned the QR code by mobile phone, knew about the production information, health preservation value and matching booklet of the vegetable, he collected lots of tag information of ingredients by the mobile phone, and directly ordered some fresh fruits via the mobile applications.

13. While he knew about ingredients, the restaurant chef came out, took some raw materials from the vegetables and fruits shelves to the kitchen. The club restaurant space was combined with the ingredients storage space. Mr. Zhang intuitively felt the freshness and health of club restaurant.

14. Through the open club kitchen, Mr. Zhang and his family also knew about the food cooking process. Completely transparent making process enabled him to have more confidence in food security.

15. At 12:00, Mr. Zhang and his family started to experience their solar term package. According to the western serving principle, they tasted the exquisite cuisine dish by dish. The dishes amount and setting of Mr. Zhang, Mrs. Zhang and their child were distinguished by gender and age

16. While the waiters serving every dish, he would introduce the cuisine making concept in detail.

17. In addition, the waiters also introduced the cuisine matching and health preservation value in accordance with the five elements principle.

18. In the course of catering experience, Mr. Zhang, Mrs. Zhang and their child got their respective special drinks.

19. Since the package proportion is appropriate, they did not waste food.



20. After the dinner, Mr. Zhang and his family obtained the after-dinner recipe and the recipe had detailed explanation of the cuisine just had.

21. When they left the restaurant, the ordered fruits that Mr. Zhang ordered before dinner were already packed.

22. At 16:00 p.m., Mr. Zhang and his family went home.

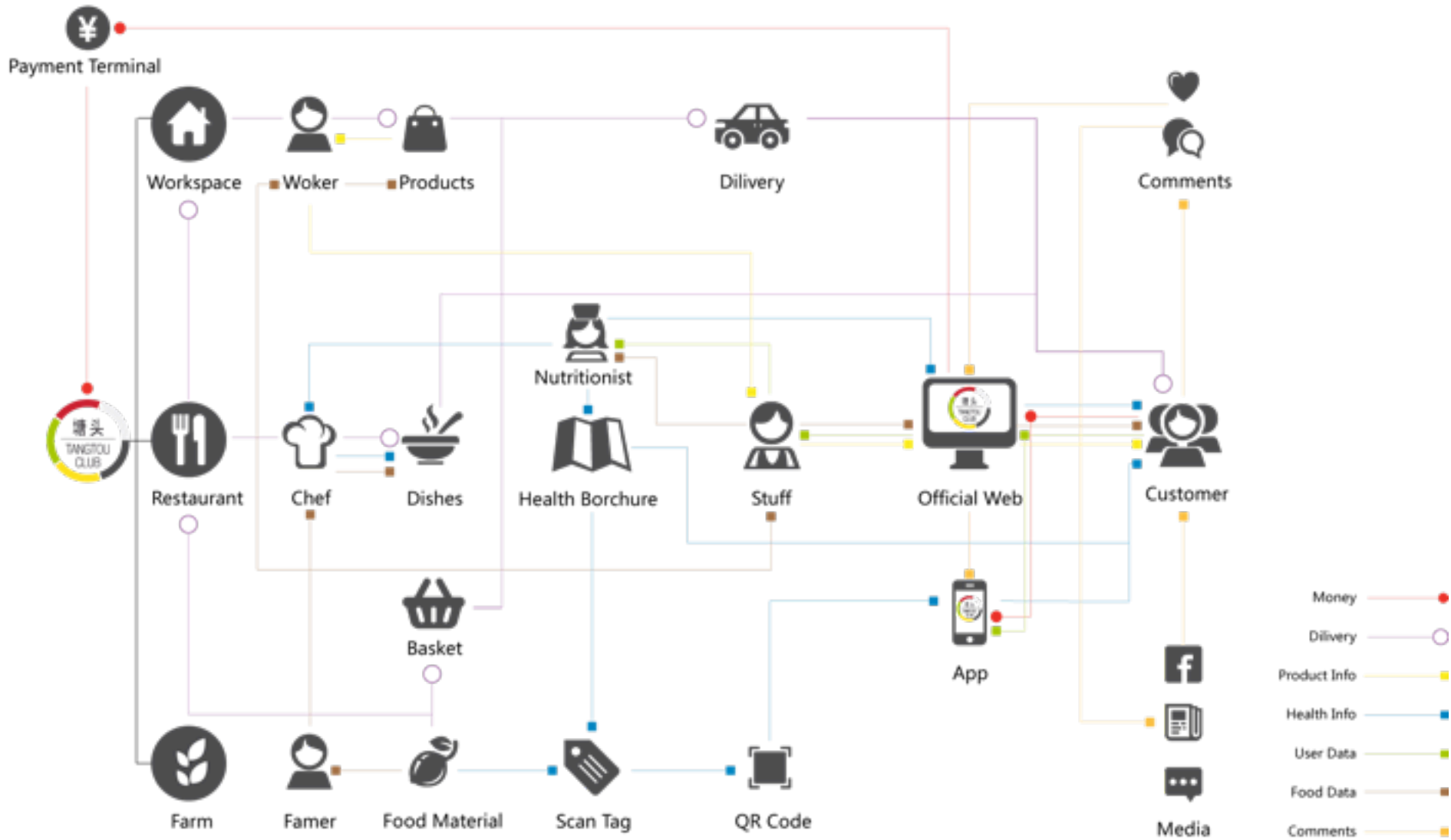
23. At night, Mr. Zhang logged in the club website and gave favorable comments to today's experience service.

24. Meanwhile, he shared the experience to social media platform.

25. Later, when Mr. Zhang bought ingredients, he always referred to the ingredient tag favorites.

26. Mr. Zhang always received the club member journal and online shopping gift card sent by the club.  
27.

## 4.4 Service System Map



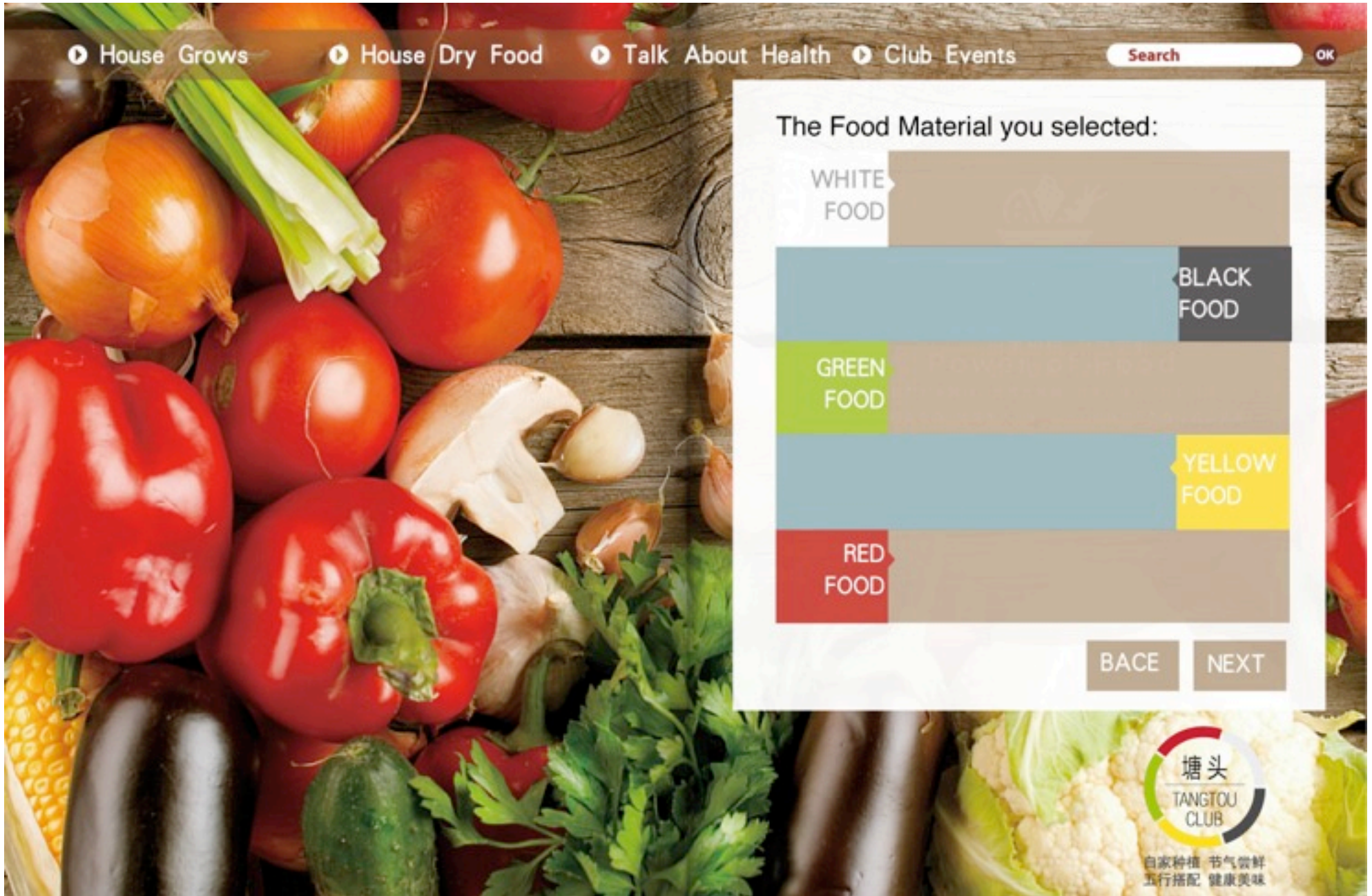
## 4.5 Touchpoint Improvement

In the improved service system, online ordering platform is changed greatly. According to the feedback content of preliminary service system model's user test, the reservation process increases the user's selection of the ingredients, cooking preferences and taste preferences. While meeting the food tastes, the restaurant conducts the healthy food matching and production. While the users complete the active participation selection, automatically classify the user's preference ingredients according to the concept of the five elements, not only confirm the selection at the information level, but also instill the health concept of picking food into users. At this stage, users re-screen the ingredients according to their own health needs. The reservation process design is primarily intended to allow users to transform passive acceptance behavior into the active participation, so as to establish a more in-depth health experience.

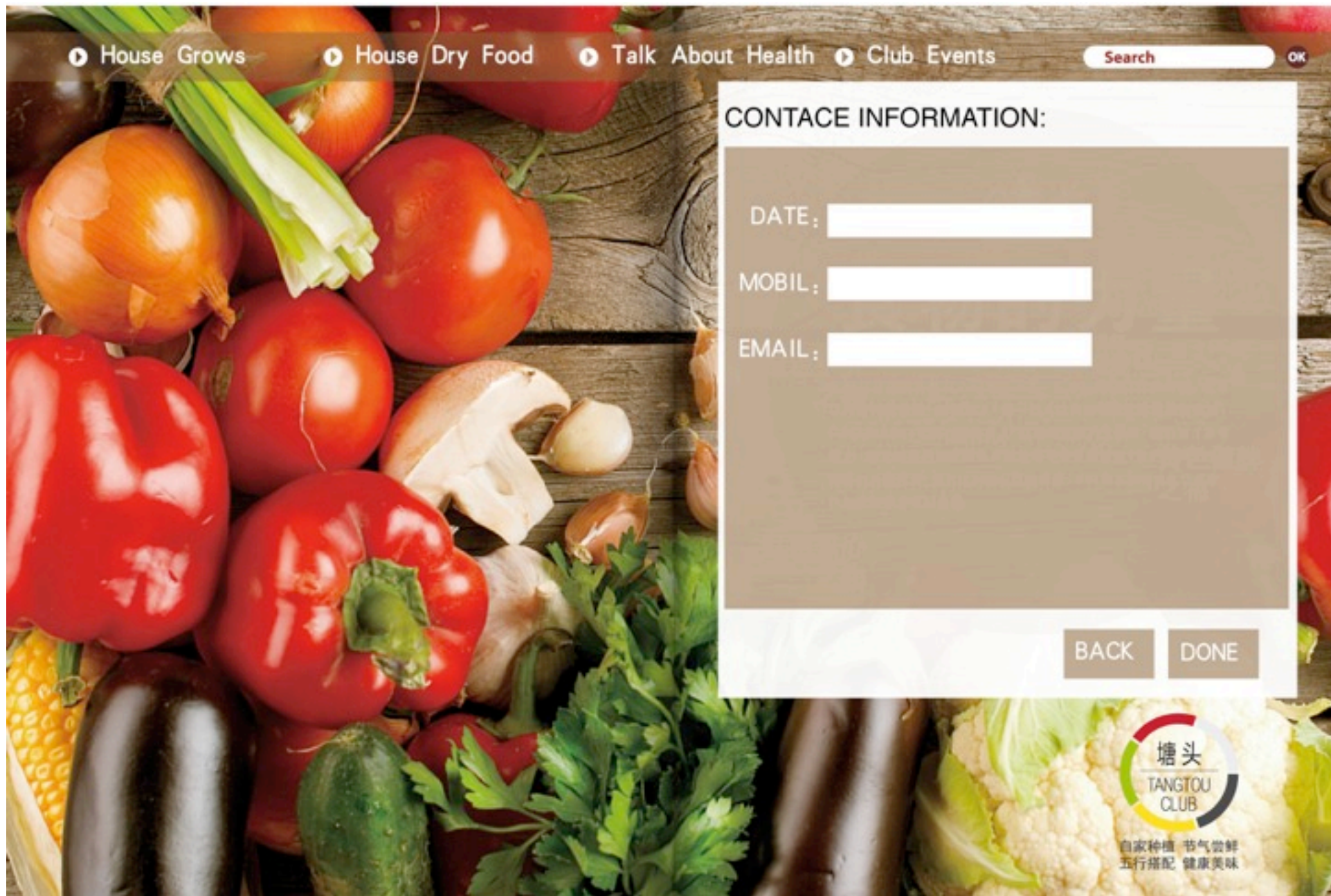




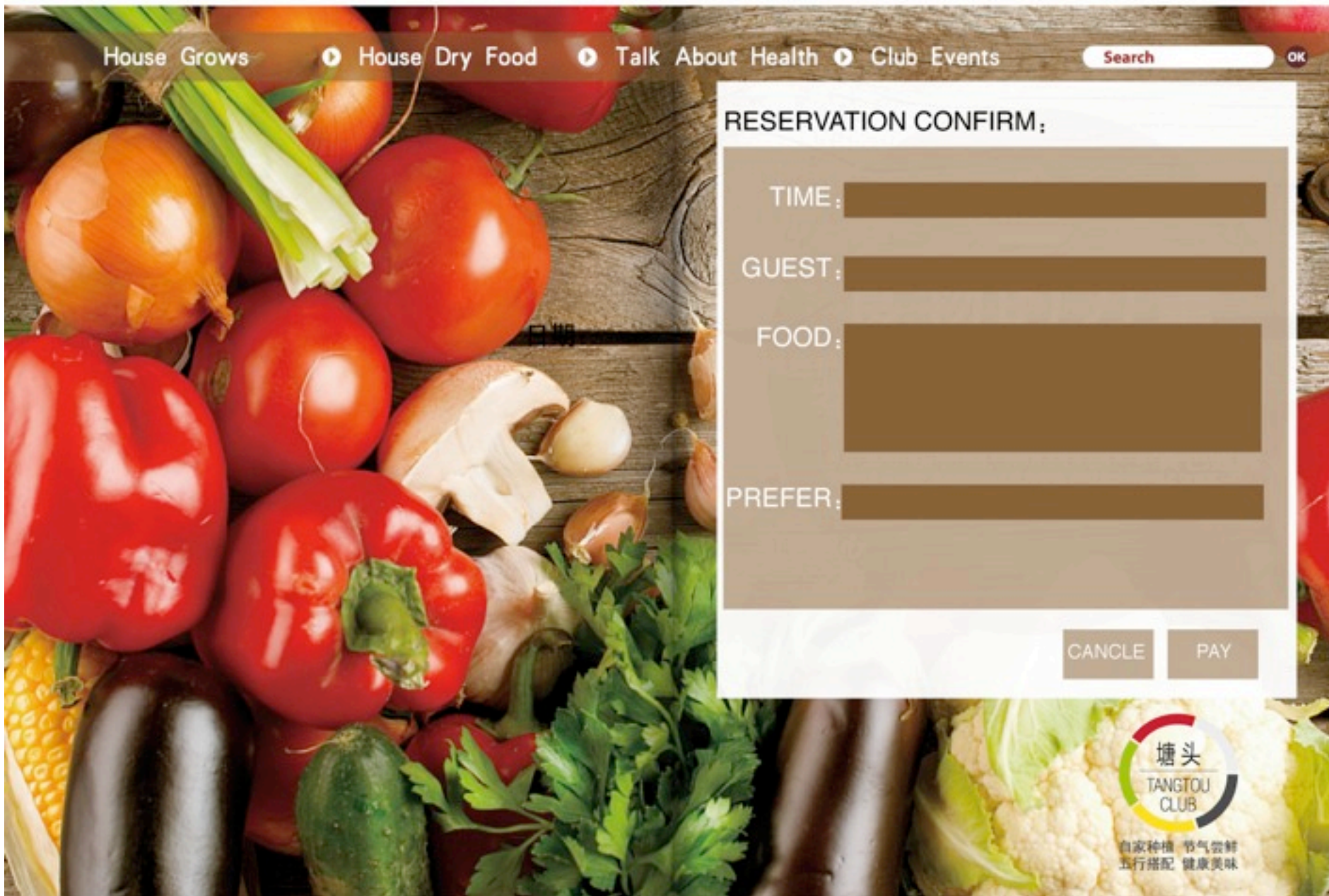












The main club space concept lies in that take the fresh picked ingredients as the indoor greening device that is placed in the user-accessible places, and pass the freshness and health offered by the club chain through the most intuitive contact. While presenting these ingredients, the background information is incorporated into the two-dimensional code in the service information platform. Through the club members mobile applications, the users can scan these two-dimensional code via mobile phone, understand the ingredients' picked date, health preservation value as well as health matching rule. Members can put the tag into favorites, and click to order via the mobile applications. When the service background obtains the information, it will pack the ordered vegetables and fruits while the users are dining, so that facilitates the users to take away when leaving. This design not only enhances the interaction and interest of catering space health information communication, but also improves the convenience and quality of services.



*Chapter 5:*  
*Final Conclusion*

## 5.1 The Problem Tangtou Solved

### **Before the service:**

1. New catering reservation system has effectively conveyed the freshest healthy ingredients information;
2. The confirmation stage after the reservation has conveyed the ingredients' health preservation value;
3. Reservation system's collected user information has avoided the food waste;
4. The system reduces the regular ordering link, actively improve food match.

### **In the service:**

1. Intuitively feel and learn the ingredients freshness and safety;
2. The space interactive system has enhanced the user's active cognition;
3. Ntuitively understand the products ordered method;  
Provide sustainable health information communication.

### **After the service:**

1. improve the user mechanism, and enable the health concept to be instilled into daily lives
2. Tangtou is not merely a simple health restaurant, but a health club.

## 5.2 Summing-up

In the design process of catering club service system design project, the author carries out a large number of investigations on food culture and eating habits, conducts a case study of the emerging domestic catering club service experience, and traces the history of the traditional Chinese diet. Throughout the design process, the author makes a sorting and comprehensive utilization of the historical, cultural and current status information from the perspective of user experience, finds out the blind spots and defects in the current catering activities, and tries to solve the deficiencies, and thus improves the existing catering services processes, enhances the experience on healthy catering, which has reference significance towards the future catering service trend and development model. Besides, the author also provides a new idea and method for the catering industry's development and construction from the perspective of service system design, and makes a preliminary exploration for the healthy diet, food security and other social issues at current stage, and applies these data theories, trends and design methods to the actual projects.



*Appendix*  
*Interviews*

## SAMPLE 1

**Name** Gu Su

**Age** 31

**Gender** Female

**Career** UI designer

**Annual Salary** >25W

**Hobbies:**

Reading, traveling, enjoying oneself with feasting and other kinds of entertainment

**Recently Read Books**

«GRAPHIC DESIGN THINKING» ,

**Recently Traveled Places**

London, Dali

**Recently Concerned Issues**

Bird flu

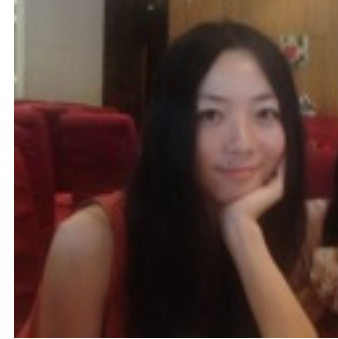
**Weekend Activities**

Shopping, meeting friends, eating and drinking.

**Special Hobbies**

I have not too much hobbies, and I am a casual person.

**Information Souce**



## SAMPLE 1

Main source lies in interpersonal communication. For example, you told me of this private kitchen, so we could come here together. In addition, the biggest source of information is from networks. Nowadays information is well developed. Perhaps we are instilled into some information in unconscious cases.

***Life Quality Opinions***

Healthy, diversified instead of unchanged life.

***The Frequency of Dining Out***

2-3 times per week. I mainly depend on the environment and reputation. I try to avoid the unclean street snack booth. Most importantly, a good environment is suitable for chatting with friends and talking business matters with colleagues. I mainly choose in accordance with food freshness and characteristics.

***On the basis of different purposes, what's the most important condition for you in choosing a restaurant? Why?***

If I have dinner alone, I will choose the simple CAFE to have a healthy and fast business dinner, such as WAGAS. If I have meals with friends, I will find a place with good atmosphere.

***Describe your feelings of having dinner in this restaurant : What's your impression of this restaurant before dining? What are the problems do you encounter in ordering? What are the problems do you encounter in the dining process? The overall evaluation and feeling of this restaurant after dinner ?***

This restaurant is very interesting, and it feels like going home for dinner. Because only one person acts as a cook and waiter, so the meal is a bit full, and wait for a relatively long time. But I like this place. I will frequently come here. This restaurant is out of my expectation.

***How do you integrate the concept of health diet into daily lives?***

Pay attention to meat and vegetable matching, and reduce unhealthy diets. Prevent junk food and fast food. When I am not busy, I choose to cook porridge and eat vegetables at home.

***How do you determine whether the ingredients source of a restaurant is fresh?***

## SAMPLE 1

Only after eating do I realize that if a restaurant is popular, the ingredients should not be too bad. Another one is the price, sometimes expensiveness is reasonable.

### ***How you define the restaurant food matching?***

I only pay a little attention to meat and vegetables matching in ordering. The restaurants hope you to order more foods, so that make more money. They won't match foods for the sake of your health, and hope the customers to eat more.

### ***How do you get the information of seasonal ingredients? Talk about your opinions of anti-seasonal foods.***

Go around the markets, and the seasonable ingredients are cheap and fresh. I don't like off-seasonal ingredients, because they use excessive hormone and drugs. It is a violation of natural rules, but also very expensive and lack expectations.

### ***How you do determine whether the ingredients' place of origin is local or not? Talk about your opinions of long-distance transport foods, such as "fresh salmon from Norway", "fresh beef from Holland pasture" and "Authentic Gold Coconuts from Thailand".***

Long-distance foods are definitely not the freshest yet the most expensive. I judge whether the ingredients are local by going to the most traditional market, because the local ingredients are best-selling, freshest and cheapest.

### ***Talk about your opinions of traditional Chinese health preservation concept***

Too deep. I Sometimes listen to the older generation's oral account with different versions, and I do not know whether my understanding is right.

### ***Talk about your opinions of Chinese Grand Feast (dozens of dishes are served simultaneously, and the raw materials are up to hundreds)***

I do not like this way of eating, which pays attention to extravagance without consideration of food waste. Although it has the traditional Chinese characteristics, I think we should discard the dross and select the essence. Try to improve its negative components, retain the core of culture, instead of holding the bad forms tightly. I believe that the essence of "banquet" tradition does not lie in extravagance.

## SAMPLE 1

***Talk about features, advantages and disadvantages of the Chinese food and Western food (such as the Chinese catering and French catering)***

The Chinese food stresses color, aroma and taste, and the foods in different places have their own characteristics. For people who like to eat, it is an enjoyment. The Western food ingredients are not so rich as the Chinese food. In addition, the Western food puts emphasis on atmosphere and the original nature of ingredients.





## SAMPLE 2

**Name** Luo Xiaoqian

**Age** 29

**Gender** Female

**Career** Housewife, full-time mother

**Annual Salary** Annual salary > 100W

**Interests**

Music, dancing, drama and reading, was once a professional dancer, famous drama actress, screenwriter and director. The biggest hobby in life is reading, writing and learning the traditional zheng.

**Recently Read Books**

THE BABY & TODDLER COOKBOOK : FRESH , HOMEMADE FOODS FOR A HEALTHY START; The Tibetan Book of Living and Dying; THE BABY & TODDLER COOKBOOK : FRESH , HOMEMADE FOODS FOR A HEALTHY START

**Recently Traveled Places**

Finland, Norway and Estonia. A relaxed holiday lasting for more than a month. Tasted many local specialties.

**Recently Concerned Issues**

Milk Powder Restrictions. I just have a baby. It is hard to be parents in China

**Weekend Activities**

I stay at home or go out to meet friends, or taste delicious food.

**Special Habits**

## SAMPLE 2

I cannot fall asleep without bathing. I am slightly squeamish, and pay great attention to private environment cleanness.

### ***Information Souce***

The main source is from the internet. When I have breakfast in the morning, I will use IPAD to read electronic magazines, news and the recent updated microblogs. In addition, I will also read many magazines, such as Sanlian Life Week, Bund Poster, Modern Weekly, etc. I would excerpt the interested information, and show particular interest in the delicious cuisine. If a new restaurant is opened, or a dish of cuisine is particular with good reputation, I would definitely have a try. This life information is rather important to the full-time housewives, which is the most important way of social communication.

### ***Life Quality Opinions***

Quality does not mean relaxation. I think quality is a kind of physical and mental health status. We shall pay attention to both basic necessities of life, and do not wrong ourselves. Healthy, active, experienced and rewarding life is of quality. In addition, the choice must be in compliance with willingness and preferences. I feel satisfied for my own living conditions. Although it does not achieve the ideal state of quality, it can meet the basic positive needs. There are many inadequate factors for the ideal state, and it is a social problem, such as air pollution and food safety issues. Every year I hope to go on holidays abroad with my family, or washing out lungs. In Europe, you can find very fresh foods in any small restaurant, yet I do not dare to enter a street restaurant in China. This is the gap in life quality.

### ***The Frequency of Dining Out***

The frequency is relatively high, two or three times per week. The main reason is that I like to taste fresh foods, and like various restaurant atmosphere and environments, because you will feel in the same environment when dining at home, no matter how much food have you prepared, so there are few sense of freshness. Sometimes I hope to walk outside, escape from the family life, because I stay at home for most of the time. I will meet friends, chat, and have some foods that I cannot cook. The primary purpose is to relax and experience.

## SAMPLE 2

***On the basis of different purposes, what's the most important condition for you in choosing a restaurant? Why?***

The most important thing is the food flavor. Before I come, I usually collect relevant information online to know about the food taste and freshness. Secondly, the dining environment and service attitude are also very important. If you dine out alone, I like to find a quiet place with few people, and quietly enjoy without disturbance. If I meet and chat with friends, I hope to go modern and simple decorated places where provide more drinks and snacks. If the family goes out, I would go to a traditional Chinese restaurant.

***Describe your feelings of having dinner in this restaurant : What's your impression of this restaurant before dining? What are the problems do you encounter in ordering? What are the problems do you encounter in the dining process? The overall evaluation and feeling of this restaurant after dinner ?***

## SAMPLE 2

I've come to this restaurant for many times. In particular, I like the atmosphere of K11, so I have expectations to the restaurant. Before I came here, I noticed relevant information that the vegetables and mushrooms were organic cultivated, freshly cook the ingredients after picking up, and you could also bring mushroom home, which I felt very interesting. I also expected such conceptual design of rare zero-kilometer transport ingredients, thus it sounded super healthy and attractive. After coming here today, I felt the expectations were too high, because the restaurant had used up the famous bee seedling with special plant characteristics, the serving speed was relatively slow, and the dish amount was also very small. I ordered a Spanish Seafood Paella, finding the shellfish was not fresh. The one-hundred-percent fresh ingredients accounted less than 30% of all menus. The order was completed via IPAD customer terminal, and the pictures were much prettier than the physical foods. The menu setting was relatively abundant, but a bit messy, because the Chinese foods and the Western foods were not classified. To be honest, the form was greater than content, and it did not fully implement into practice only with concept. In addition, I also downloaded their mobile application, and you could make reservations and order foods in advance. Maybe I had got used to mobile phone positioning, I felt uneasy for this kind of APP positioning, so I call to confirm it. As for the service of phone monitoring the planting vegetables, I thought it was set for the returned customers for the fresh of just one moment. Above all, in addition to an indoor organic farm and mushroom room, and understanding of some common knowledge on planting, I did not feel anything breathtaking.

***How do you integrate the concept of health diet into daily lives?***

Try to purchase organic vegetables, read books related to nutrition matching, mainly preparing the auxiliary foods for my baby. As a mother, I always hope my child could eat the healthiest and most scientific foods at the beginning, so I pay special attention to this information.

***How do you determine whether the ingredients source of a restaurant is fresh?***

## SAMPLE 2

I basically deem myself as a mouse. I only realize the freshness when I have eaten, yet I will not go there the next time. In addition, the Chinese food has lots of cooking sauces, which is a cuisine with heavy flavors, such as Sichuan Cuisine and Hunan Cuisine. My mouth is hot with spices, who can still taste the freshness of raw materials. I think the restaurants would certainly act like this, they will put a lot of sauces into the stale ingredients, and the fresh ingredients would be cooked into fresh dishes. So I will generally choose to eat local cuisines, or Hong Kong-style Cantonese cuisine. The Mediterranean Cuisine has the largest demands on food freshness.

***How you define the restaurant food matching?***

Basically cannot define. Because my major is not nutriology. The western food will be ready for matched dishes, the dishes are arranged in the same table, and it is convenient to match the meat or vegetables.

***How do you get the information of seasonal ingredients? Talk about your opinions of anti-seasonal foods.***

When I go to supermarket every day, the cheapest and fresh vegetables are seasonal ingredients. When dining out, the waiter sometimes recommend the seasonal fishes. I concern about the off-season foods, such as the crabs in autumn. Or eat watermelon in summer. I do not concern about other foods, eat more seasonal ingredients, but I also eat off-season foods. As far as I can eat, in spite of the high price.

***How you do determine whether the ingredients' place of origin is local or not? Talk about your opinions of long-distance transport foods, such as "fresh salmon from Norway", "fresh beef from Holland pasture" and "Authentic Gold Coconuts from Thailand".***



## SAMPLE 2

For the origin of ingredients, how do you determine whether they are not local? Talk about your opinions for the long-distance food transportation management, such as "fresh salmon from Norway," "fresh beef from the Netherlands", "Fuji Apple from Shandong" "Authentic Gold coconut from Thailand"

There are also market demands. It cannot be said that the ingredients from other distanced places are not edible? Although the imported foods are expensive, I am still willing to buy. If the local also can produce fresh beef without problems, raw fresh salmon, that will be better. The problem is that resources are not rationally allocated.

***Talk about your opinions of traditional Chinese health preservation concept***

Everyone is aware of the health preservation, yet few people have special studies. The healthy diet cognition stays in the issues of quantity and healthy organic raw materials. I have tried to study the traditional Chinese health preservation, yet the books are very obscure, do not combine the modern lifestyle with the diets, and do not comply with the preferences of modern young people.

***Talk about your opinions of Chinese Grand Feast (dozens of dishes are served simultaneously, and the raw materials are up to hundreds)***

I feel it is a waste and non-exquisite. I sometimes feel it is an extravagant eating, and uncomfortable.

***Talk about features, advantages and disadvantages of the Chinese food and Western food (such as the Chinese catering and French catering)***

The advantages of Chinese food are multiple cooking methods and various flavors. The western food attaches greater importance to the original flavors of food. From the perspective of health, it seems that the Western food is healthier. While the Chinese food satisfies the sense of taste, it destroys the original flavor of food.

## SAMPLE 3

<b>Name</b>	Xiao Yue
<b>Age</b>	35
<b>Gender</b>	Male
<b>Career</b>	Senior executive of famous state-owned enterprise
<b>Annual Salary</b>	35W

**Hobbies:**

Drama, musical drama, swimming, food and sunbathing. Once a well-known university drama association president in Shanghai.

**Recently Read Books**

Recently read some professional books of communications, and sometimes read newspaper.

**Recently Traveled Places**

I haven't had vacations for a long time. The work is too busy to relax. I would like to have a sunbathing at the seaside, and have dinners. 2 years ago, I went to Lianyungang, and this is my last vacation.

**Recently Concerned Issues**

Huangpu River's dead pigs, North Korea nuclear crisis, fog, Russia and China's air drilling on the border, bird flu and so on.

**Weekend Activities**

Swimming, having afternoon tea in the coffee house, relaxing myself and having a sleep.

**Special Hobbies**

I never eat chicken, duck, and goose, so I will never have the bird flu.

**Information Source**

### SAMPLE 3

Wechat will send daily news to me, and reading newspaper, browsing news on line are also my daily routine habits. I seldom buy magazines, because I think it is a waste of paper. I mainly log in some big portals to know about the current political news. I seldom focus on the petty information, and occasionally go over the wall to know about the foreign economic information.

#### ***Life Quality Opinions***

The so-called quality is both great wealth of material life and great wealth of spiritual life. I'm fat, and I like to eat. For me, the most important life quality is to eat at ease. I live on the first floor, I have started to plant vegetables, and this rest assured. But I have to eat for countless times before I finish the vegetables, so I cannot suffer it. If I dine out, I will choose a comfortable environment, because the comfortable environment results in the meaning of catering experience.

#### ***The Frequency of Dining Out***

I dine out almost every day, go to the relatively high-end restaurant for once or twice per week for the work, business expansion and making a living, and I mainly accompany the customers to dine out.

#### ***On the basis of different purposes, what's the most important condition for you in choosing a restaurant? Why?***

If it is a business dinner with only two people, I would be more inclined to choose a buffet, because I can eat what I like. You can freely choose the Chinese food or the Western food, and it also save the time of ordering. Two people will not order too many foods, and it is not desirable to waste food. If it is a business dinner with many people, we will generally choose the traditional Chinese food. Many hands make lighter work. A large table of dishes could satisfy all tastes, and we will drink at many times. This Chinese-style business dinner is particular applicable in state-owned enterprises, you know it.

***Describe your feelings of having dinner in this restaurant : What's your impression of this restaurant before dining? What are the problems do you encounter in ordering? What are the problems do you encounter in the dining process? The overall evaluation and feeling of this restaurant after dinner ?***

### SAMPLE 3

Upon entry, I felt the restaurant has a modern decoration, good overall environment and dim light with good atmosphere. However, in general, I felt the overall environment was a bit uncomfortable. In particular, when I came back from smoking, I found two birds were eating birdseed behind the glass wall, which made me a little uncomfortable. Because I have seen quite a few bird droppings. Although I knew this restaurant aimed to convey ecological, green and healthy philosophies, it still made me a little uncomfortable. Ordering was very troublesome. In particular, they use IPAD ordering system, I did not get used to the operation, and they presented the attractive pictures, so I did not quite know what to choose. The information quantity was excessive. While I finally decided to taste their specialty organic bean sprouts, but the waiter told me it was out of stock. Eventually, I ordered a fettuccine, but it came to be fine. I did not know whether the system has errors. I thought it was a restaurant playing concepts. The food was not actually delicious, the price was high, and the restaurant was speculating the concept. The so-called zero-distance ingredients, I thought it was a gimmick. A lot of ingredients cannot realize zero distance. In addition to the fresh mushroom, other vegetables could not realize zero distance, such as basil?

#### ***How do you integrate the concept of health diet into daily lives?***

I think my catering concept is very healthy. I will drink fresh soybean milk with Barley, wolfberry and yam every morning, so I think it is very healthy.

#### ***How do you determine whether the ingredients source of a restaurant is fresh?***

I think my catering concept is very healthy. I will drink fresh soybean milk with Barley, wolfberry and yam every morning, so I think it is very healthy.

#### ***How you define the restaurant food matching?***

There is no particular about the restaurant food matching. The restaurant only offers a hard dish with several auxiliary dishes. It will be fine if you have had the main course. There is nothing to match. You will eat what you order.

#### ***How do you get the information of seasonal ingredients? Talk about your opinions of anti-seasonal foods.***

### SAMPLE 3

At present, the transportation technology is advanced, and I have no way to judge what seasonal ingredients are, including other information. For example, a few days ago, a friend told me that his child cannot distinguish celery leaf from pumpkin leaf. Many people lack sufficient understanding of the ingredients. Later, I often think that I actually cannot distinguish too, such as pakchoi, Chinese cabbage, cabbage. I only know that the spinach has a red head, but I cannot distinguish other vegetables. This is perhaps the tragedy of modern urban people. We spend a lot of money eating every day, but have no idea of what we eat. Also, everyone says that the off-season food is unhealthy, but what are the evidences?

***How you do determine whether the ingredients' place of origin is local or not? Talk about your opinions of long-distance transport foods, such as "fresh salmon from Norway", "fresh beef from Holland pasture" and "Authentic Gold Coconuts from Thailand".***

The long-distance transport food is expensive and difficult to guarantee one-hundred percent freshness. Therefore, I do not have the knowledge of the fresh ingredients in dining out, I just listen to the waiter's boosting. I tend to eat local food personally, and just do not know whether I eat the right food.

***Talk about your opinions of traditional Chinese health preservation concept***

I believe the traditional Chinese TCM theory, including the yin and yang, the five elements. For example, if a person could not see clearly, eat more food tonifying pork liver to adjust. As an old saying goes, you are what you eat. For example, the Chinese medicine says barley eliminates dampness. If your tongue is very thick, just eat enough. If your spleen is deficit, eat more yams. These are actually what my mom told me

***Talk about your opinions of Chinese Grand Feast (dozens of dishes are served simultaneously, and the raw materials are up to hundreds)***



### SAMPLE 3

I think it is consistent with the Chinese people's habits and characteristics. A large table can rotate, and so many people can eat at a table, and even one meter away from the opposite. The invention of rotated table is too smart, and don't you think that chopsticks are longer than forks? The chopsticks facilitate you to eat farther dishes. It seems that no country have dinner in such as way. It is not simple to dine on the table with many dishes. I still prefer the Chinese food. Although it is of heavy oil, salt and various flavors, sometimes heavy gutter oil. However, I have got used to it. Besides, my body is also immune to these heavy things, and the Chinese food is very tasty.

***Talk about features, advantages and disadvantages of the Chinese food and Western food (such as the Chinese catering and French catering)***

I think the Westerners could not cook the Chinese food except the Western food. Some people say that the Chinese food is full of spices, whereas the Western food is full of original flavors. In my sight, because the Westerners could not cook the Chinese food.



## SAMPLE 4

**Name** Sun Ming jun

**Age** 30

**Gender** Male

**Career** Sales representative a well-known foreign enterprise

**Annual Salary** 25W

**Hobbies:**

Drama, musical dram, delicious food, chatting, watching movies, was a famous drama actor in Shanghai, and had won the best actor and other prizes in the National Students Drama Festival.

**Recently Read Books**

One Hundred Years of Solitude, Watch, Red City, National Southwestern Associated University in the War

**Recently Traveled Places**

Recently I went to Qingdao, had a delicious seafood; in Hong Kong, I eat Hong Kong-style desserts; in Chongqing, I eat the hot pot every day.

**Recently Concerned Issues**

Bird flu, milk powder problem and poisonous capsules. Each are inseparable to eat.

**Weekend Activities**

Part-time job of wedding host, preside over the wedding ceremony at weekends, see the new couple, have dinner, read book and surf the Internet

**Special Hobbies**

Eat oysters, drink beer, eat oysters and drink beer! ! !

**Information Souce**

## SAMPLE 4

The main information are from the network. At everyday breakfast, I will use IPAD to read electronic magazines, news, and the recent updated microblog. In addition, I have a very retro habit, that is, I like listening to the radio. The morning broadcast content is very rich, so my life information are basically from the radio.

### ***Life Quality Opinions***

Life is merely of "food, clothing, shelter and means of transport". If necessary, each contain rich cultural elements and user-friendly design, this is the life quality. In addition, if you have positive and optimistic spirits, live with schedules, treat every day as the first day, and you will naturally improve your life quality. At current stage, I feel unsatisfied about the polluted air, crowded subway, and the unsafe food and high pressure, and these are not conducive to the healthy working conditions.

### ***The Frequency of Dining Out***

I dine out almost every day, go to the relatively high-end restaurant for once or twice per week for the work, business expansion and making a living, and I mainly accompany the customers to dine out.

### ***On the basis of different purposes, what's the most important condition for you in choosing a restaurant? Why?***

The first lies in taste, and then follows by reasonable price. If the food price is reasonable and the food is delicious, I feel earned. No one wants to spend money on unpalatable foods.

### ***Describe your feelings of having dinner in this restaurant : What's your impression of this restaurant before dining? What are the problems do you encounter in ordering? What are the problems do you encounter in the dining process? The overall evaluation and feeling of this restaurant after dinner ?***

#### SAMPLE 4

Before coming, I never heard such a restaurant. I was brought to experience. I was stunned by its small doorbell and small signs. The small yard and the Japanese rock garden cultivated by the boss himself were very interesting. I did not know about the dishes, because I seldom ate Japanese food, so I did not quite understand the hidden meaning of menu dishes and the ingredients, and I chose by the sense of freshness and the boss's recommendation. Overall, I was not full, and I think the price is high. This was a very very petty private dining room, we could feel family warmth and more comfortable than the large restaurants. However, in addition, the dish quantity and flavor were ordinary. The ingredients were bought from the market. Of course, the ingredients are fresh enough. I could take friends who like enjoy Japanese culture over here, but I would not come again.

#### ***How do you integrate the concept of health diet into daily lives?***

Integrate health into life, and I eat an apple a day, 2 bottles of water, half an egg, a bottle of milk, fish per week and quantitative three meals with scientific ratio. The carbohydrate accounts for 50% with vegetables and meat. It should be said that I have sufficient sugar, protein and carbohydrate. I am energetic, and this is my impression of a healthy diet.

#### ***How do you determine whether the ingredients source of a restaurant is fresh?***

The first lies in traffic. The restaurant with large traffic will use fresh materials. The other one lies in the color surface, fleshy quality, smell and the reputation of restaurant. Therefore, before dining out, I will usually surf the dianping.com or jiepang.com for obtaining relevant information.

#### ***How you define the restaurant food matching?***

Most restaurants match cold dishes and hot dishes without particular attention.

#### ***How do you get the information of seasonal ingredients? Talk about your opinions of anti-seasonal foods.***

The seasonal ingredients information is told by mom, and my mom learns from my grandma. I generally know about what to eat at each season and when will it sold in the market. The off-seasonal foods are expensive, which is not cost-effective. I have no other question.

#### SAMPLE 4

***How you do determine whether the ingredients' place of origin is local or not? Talk about your opinions of long-distance transport foods, such as "fresh salmon from Norway", "fresh beef from Holland pasture" and "Authentic Gold Coconuts from Thailand".***

Long-distance transportation is internationally certified. I could accept the inexpensive foods. Nowadays the means of transport are diversified. The modernization makes long preservation of goods possible. But I will not buy these. I am a native Shanghai people, and I love to eat foods with hometown flavors.

***Talk about your opinions of traditional Chinese health preservation concept***

As for the traditional Chinese health preservation, food cures better than medicine, which can reflect in the Chinese people's dietary habits. We can follow our parents. I learn these from my mother, whereas my mother learns from my grandmother, so it is passed on generation on generation.

***Talk about your opinions of Chinese Grand Feast (dozens of dishes are served simultaneously, and the raw materials are up to hundreds)***

Chinese banquet is normal. There is no problem to have occasionally, but you cannot eat this every day. Those officials who had high cholesterol or other illness are caused by this and regular drinking. The Chinese people have such dinner since the Song Dynasty so eating, which is also part of the tradition of our ancestors. At that time, it was court banquet with more refined cooking and eating methods, and the modern people do not have much time. I think the occasional meal is fine to exchange feelings with friends, and this is OK.

***Talk about features, advantages and disadvantages of the Chinese food and Western food (such as the Chinese catering and French catering)***

The two styles with distinct cultural backgrounds are not comparable. Each food has its own eating methods. I prefer the Japanese Cuisine, because I like the taste of mustard.

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