



Tongji
International Students
Community

Design of Campus Life
Service System
for International students
in China
—— Based on Tongji University

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01

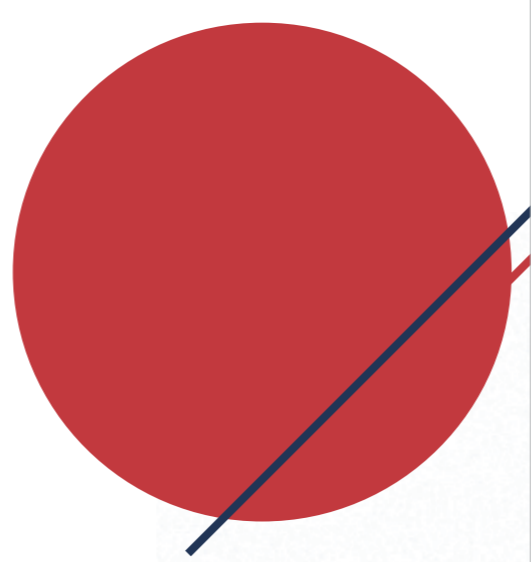
Research Background



With the development of economic globalization, higher education globalization has come into sharper focus in numerous countries. An increasing number of international students are coming to study in Tongji University thanks to the improvement of China's overall national strength. Therefore, in order to accelerate internationalization of higher education, it is of great significance to enhance the quality of the current service system by learning successful management style and service mode from other countries. Having been an international student in Italy, the author grows a strong interest towards this subject after experiencing the local service system for foreign students

Service system, as an emerging field, aims at encouraging social innovation and sustainable development based on the study of multiple subjects, economic development, social structure, human needs, just to name a few. It intends to create a complementary win-win service system in a systematic and integrated way to solve existing problems. To achieve this goal, the ser-

vice system requires a combination of design and other subjects. This essay emphasizes on the cooperative relationship between service system design and art design as well as their application. In this research, practical solutions and expectation are given according to the author's knowledge and research experience in related fields.



The design of campus living service system, with Tongji University as an example, targets on assisting international students to adapt to the new campus and cultural setting. This research is carried out on the basis of a practical example which has more typical and persuasive results and offers real value. Furthermore, the study not only benefits the enhancement of educational management quality and improvement of school image, it also maximizes the competitiveness of higher education and deepens cultural exchange among China and other countries

02

Research Content and Method

Research Content

This research, concerning the campus life and daily needs of international students, is based on the theories from service design and design study. The purpose of the research is to meet their basic needs, assist them adapt to the new cultural setting, enrich their outside-school life and enhance cultural interaction with fellow students. The research content is consisted of the following dimensions.



(1) On-Campus Accommodation Management

On-campus accommodation refers to management and service provided by the school related to student housing within the campus. Specifically, it includes housing arrangement, housing assistance, housing adaptation and living assistance. On-campus accommodation management aims at aiding international students with campus life and housing facilities like kitchen and laundry room to make sure their convenience and safety.



(2) Campus Navigation

Campus navigation is a navigation system that helps locate all the buildings in the campus. It shows the route from airport to school with public transportations guidance. On the day of registration, students are able to get to each building according to “registration route”. Campus Navigation provides international students with efficiency and convenience while discovering the campus.



(3) On-Campus Dining Guide

On-campus dining guide intends give international students an introduction to dining options, Chinese dining manners, and food culture. During Food Culture Festival, various activities will be held in which international students promote food culture of their own countries and get to understand food cultures around the world. On-campus dining guide also introduces the purchase details and notes about One-Card and meal vouchers, both of which are available for on-campus dining.



(4) The Use of Campus Facilities

Campus facilities enrich campus life of international students and play an important role in improving school image. All the information about campus facilities like library, fitness center and badminton hall is posted online. Thus, students are able to look up the types of facilities, locations, instruction, etc on the platform. During orientation, international students will be introduced to all the facilities and the access to them.



(5) Arrangement of On-Campus Events

The goal of on-campus events is to build up a multicultural platform where students express themselves and learn from others. There are three kinds of events: Association events, official events, and student-lead events.

On-campus associations along with its basic information, features and members and events are open to all the international students and can be found on the public platform. At the beginning of each semester, recruitments of

all associations start in full swing. During the semester, activities and lectures on related subjects will be held within associations. In this case, dancing class is provided by the dance club while photography forum is available in photography association.

Official events are on-campus events planned by school officials. Opening ceremony, as a welcome reception for new students, is one of the official events. On occasions, official events intended for international students

take place within specific apartments.

For example, students from different countries are invited to display their own culture during Cultural Presentation Week; on Dragon Boat Festival, students are encouraged to participate in Zongzi Wrapping Contest and obtain a deeper understanding in traditional Chinese culture.

Student-lead events, available for both international students and Chinese students, are highly supported by the school. There are numerous of events to meet students' needs, such as soccer friendly match, Halloween party, cultural forum, etc, in which students from all over the world study and have fun together.



To sum up, on-campus living service can be categorized into two types. One is on-line information management and exchange, including the five portions of on-campus living service mentioned above. The on-line platform is a network community that allows exchange of information either between service provider and user or between users. Yet, these portions also provide off-line services, such as campus navigation and one-day campus tour. Taking advantage of the off-line services, students are able to acquire an overall knowledge of the school in a comparatively sensitive and vivid way.

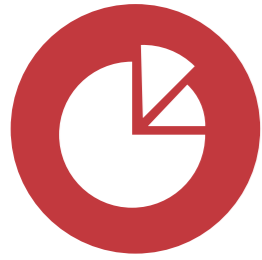


Literature research method, which requires research on available documents at home and abroad, is used during preparation stage. The author is supposed to summarize the key theories based on related fields and obtain a comprehensive and correct understanding towards the history and present of the research object.

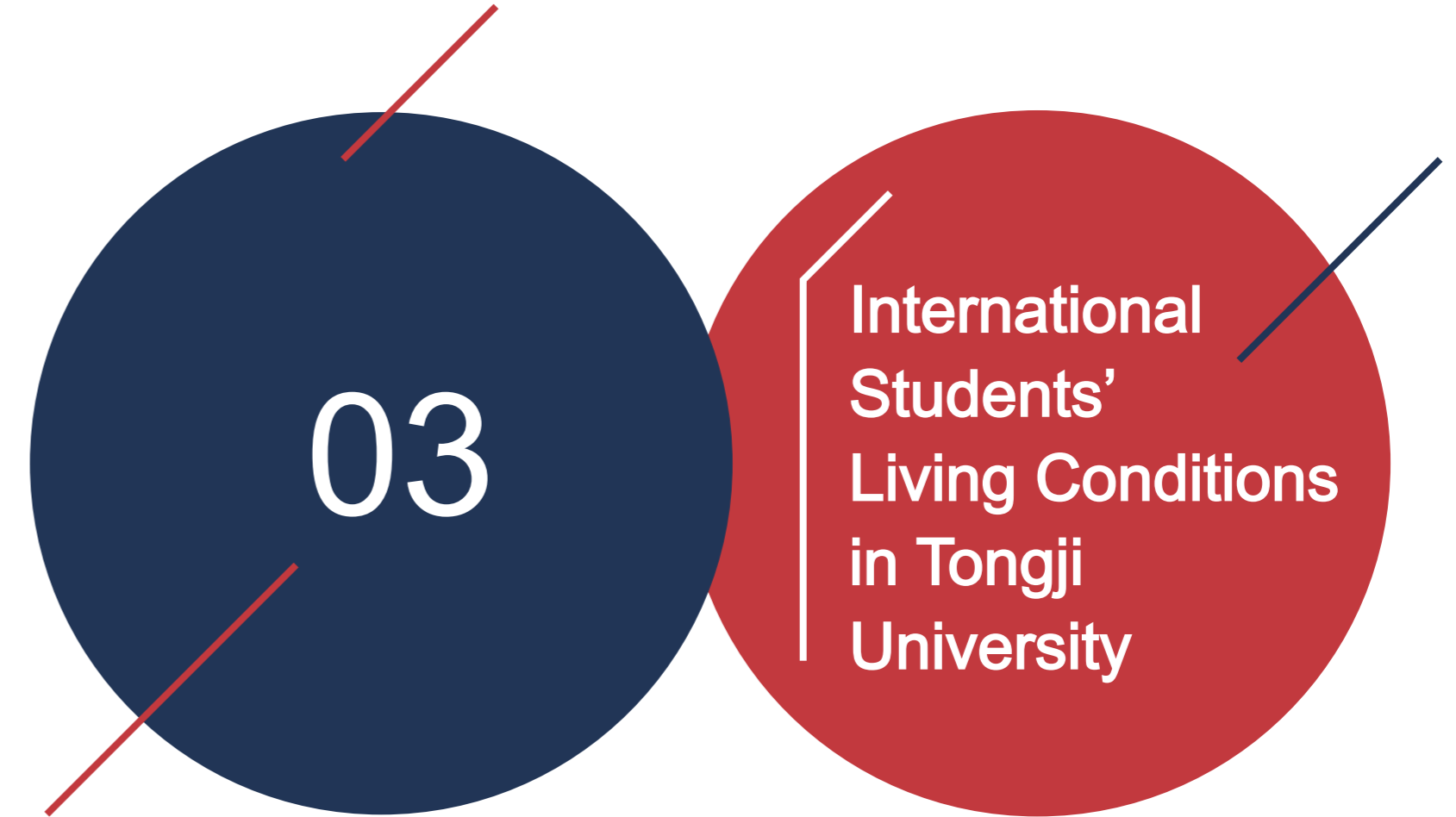
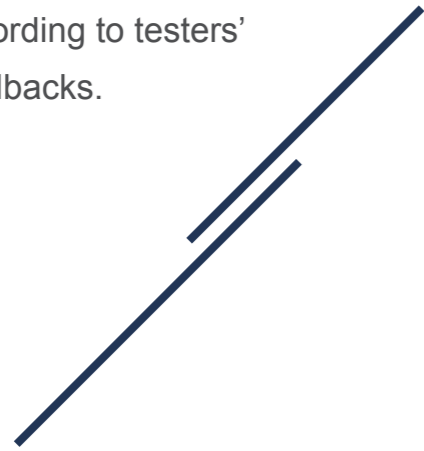


Survey method and co-design are used to study the service systems for international students of four universities at home and abroad: Shanghai Jiao Tong University, Peking University, Waseda University, and the University of Nottingham. Both vertical and horizontal comparisons are made among these schools and they prove to be distinctive. Survey method is also used during the study of Tong Ji University. Through carrying out field investigations among various departments and associations, the author compares Tong Ji University with other cases to work out a proper scheme. Meanwhile, the author makes interviews with international students of various countries, majors and schooling types. Students are interviewed in a specific period of time or in a certain location. During this process, their actual reactions and confusions will be observed and recorded. After the interview, all data will be organized, summarized, and analyzed by means of journey map, persona, storyboard, etc.

Research Method



Qualitative analysis method requires documentation processing, a further study on the finding, and a summarization of major problems. Next, preliminary solutions should be made based on interdisciplinary study and assessed by international students and school officials. Final solutions will be designed according to testers' feedbacks.



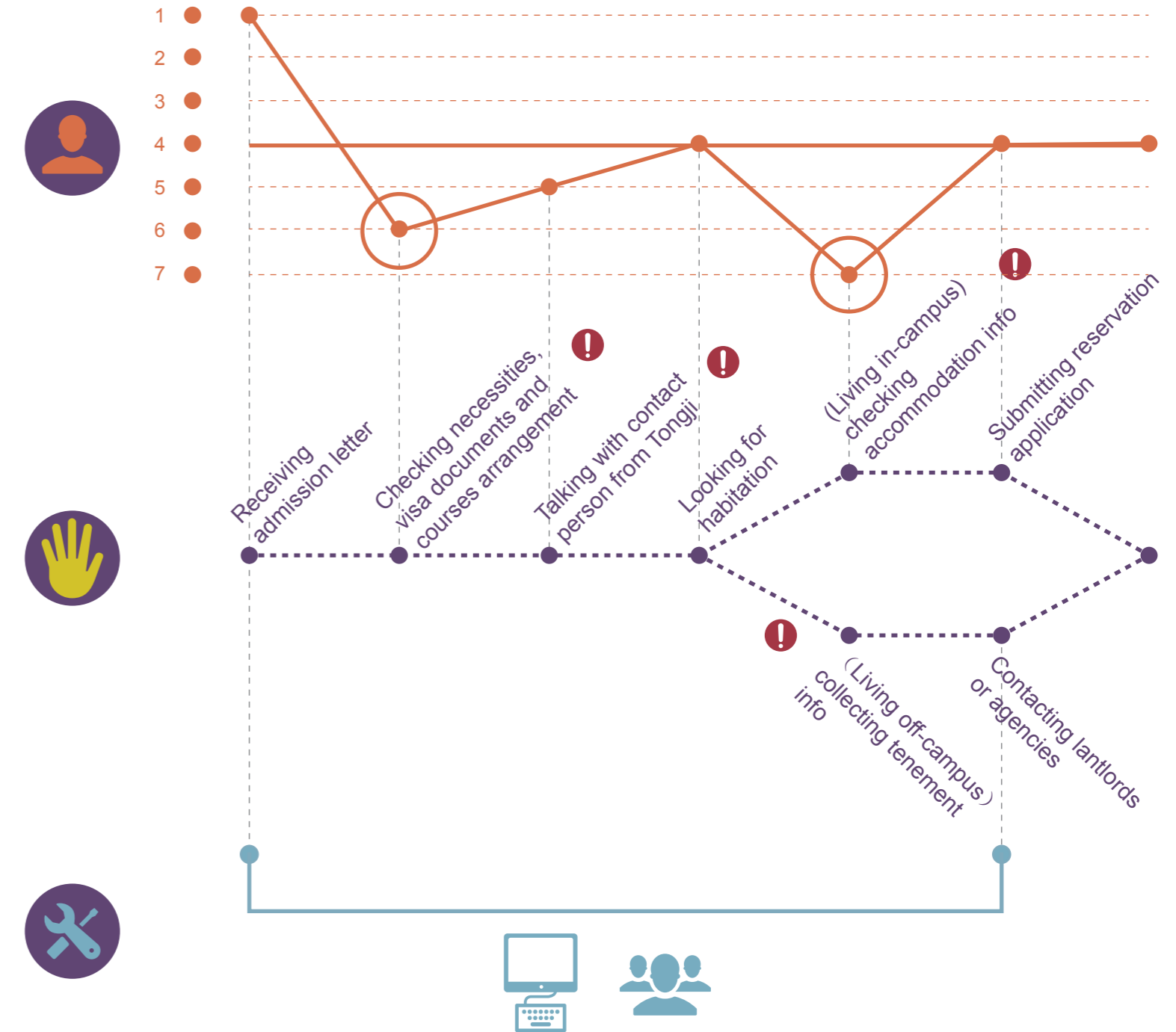
CO-Design

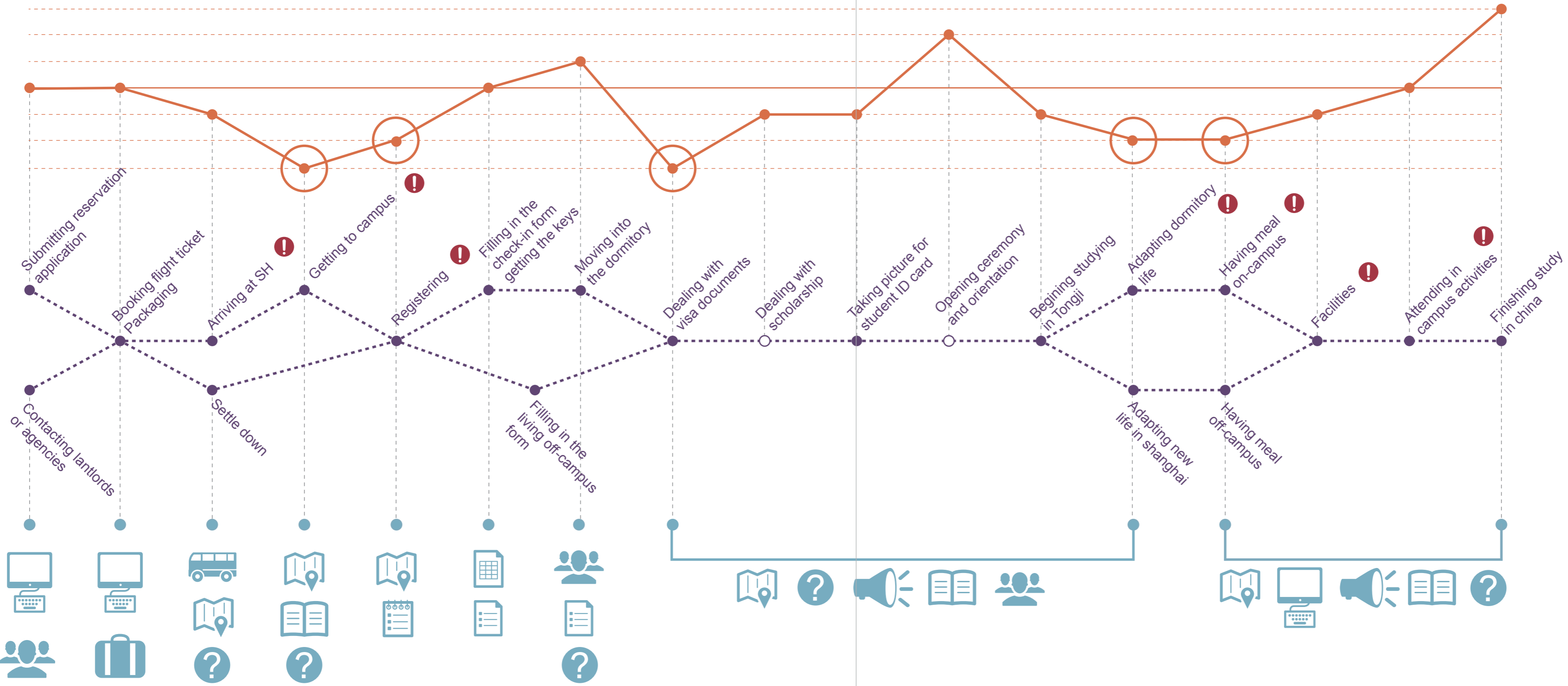
The graph below shows the distribution of all samples from Tongji University. Most of the 40 selected students, if not all, are of different majors, nationalities, genders and studying periods. I conducted co-design with them.

FACULTY		NUMBER		NATIONALITY	GENDER	STUDENT TYPES
Engineering	Architecture	16	5	Germany	M: 27	Long-term degree students: 28
	Urban Planning		3	Korea		
	Environmental Engineering		3	Italy		
	Civil Engineering		5	Sweden		
	Biology		1	Spain		
Literature	Chinese	12	5	Columbia	F: 13	Short-term exchange students: 12
	Art and Design		7	America		
Management	Business Management	11		Finland		
	Medicine		1	Janpan		
				Nepal		
				Chad		
				Vietnam		
TOTAL UP		40				

The changing process of international students' living conditions since the day they are enrolled is displayed on the journey map according to the findings. Orange line shows their emotion change, and blue line shows the touch points. I also highlighted the opportunities during the journey.

Journey map





The following items reflect the major needs of international students in Tongji University based on the co-design and journey map results.



(1) On-Campus Accommodation Management

An English version of campus navigation is in urgent need, according to the students interviewed. For those new comers, especially, it is hard to walk around the school merely depending on signs and inquiry. In addition, quite a few students state that they hope an instruction map would be made to help with registration.



(2) Campus Navigation

On-campus accommodation receives great concern from international students. Specifically, they ask for more information about living conditions and surroundings to decide whether or not to live on-campus and how much luggage to bring. It also affects on their preparation for potential change of lifestyle. Students wish that they could be informed of housing issues in advance and had staffs assist them with dorm facilities. Those who live off-campus desire for reliable rental information and help with possible difficulties, such as communications barriers and moving problems.



(3) On-Campus Dining Guide

Proper guidance for on-campus dining is lacking in Tongji University. Survey indicates that the majority of students get to know the dining options by themselves. Actually, Chinese food culture exerts a tremendous fascination on the students who long for comprehensive guidance for cafeteria, dishes and dining options. It is also mentioned that a detailed instruction of One-Card is needed, either on-line or in the manual.



(4) The Use of Campus Facilities

The use of campus facilities is what students know the least about. Seemingly, they can only obtain related information from fellow students, which is a means with low efficiency. One of the interviewees says that he or she does not even know the existence of the second-hand bookstore and the print shop on campus. Generally, international students pay close attention to issues like borrowing books from library, booking sport fields, and locations of campus facilities. Therefore, it is their hope that the school could provide them with information concerned with the aid of campus map.



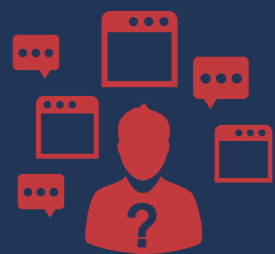
(5) Arrangement of On-Campus Events

On-campus event is another issue in the spotlight. International students who intend to organize events with participation of different groups are confronted with two major problems. The first problem is their unawareness of the application procedures concerning venues, cost, etc. The other one is the lack of a platform to promote small events. Currently, the International Student Union and the International Department of the Student Union is co-working on the first problem. A number of students state that they have limited access to information about official events, not to mention student-lead ones. What's more, they point out that an on-line platform should be created to enable information sharing and exchange among associations, which also allows more cultural communication between international students and Chinese students.

Conclusion

According to students' basic needs and confusions of campus living service system, there are three causes as follows.





(1) The Lack of Systematic Information Integration

Although brief introductions to the campus are given on websites, manuals, notice board, etc, a comprehensive and systematic platform is still at its absence. Currently, information provided by different sources tends to be separated, which makes inquiry inefficient or even futile. Moreover, the information is lacking of standard forms and its English version. To improve the service, a convenient access is to be offered to guarantee that students can receive complete information without having to search from multiple sources.

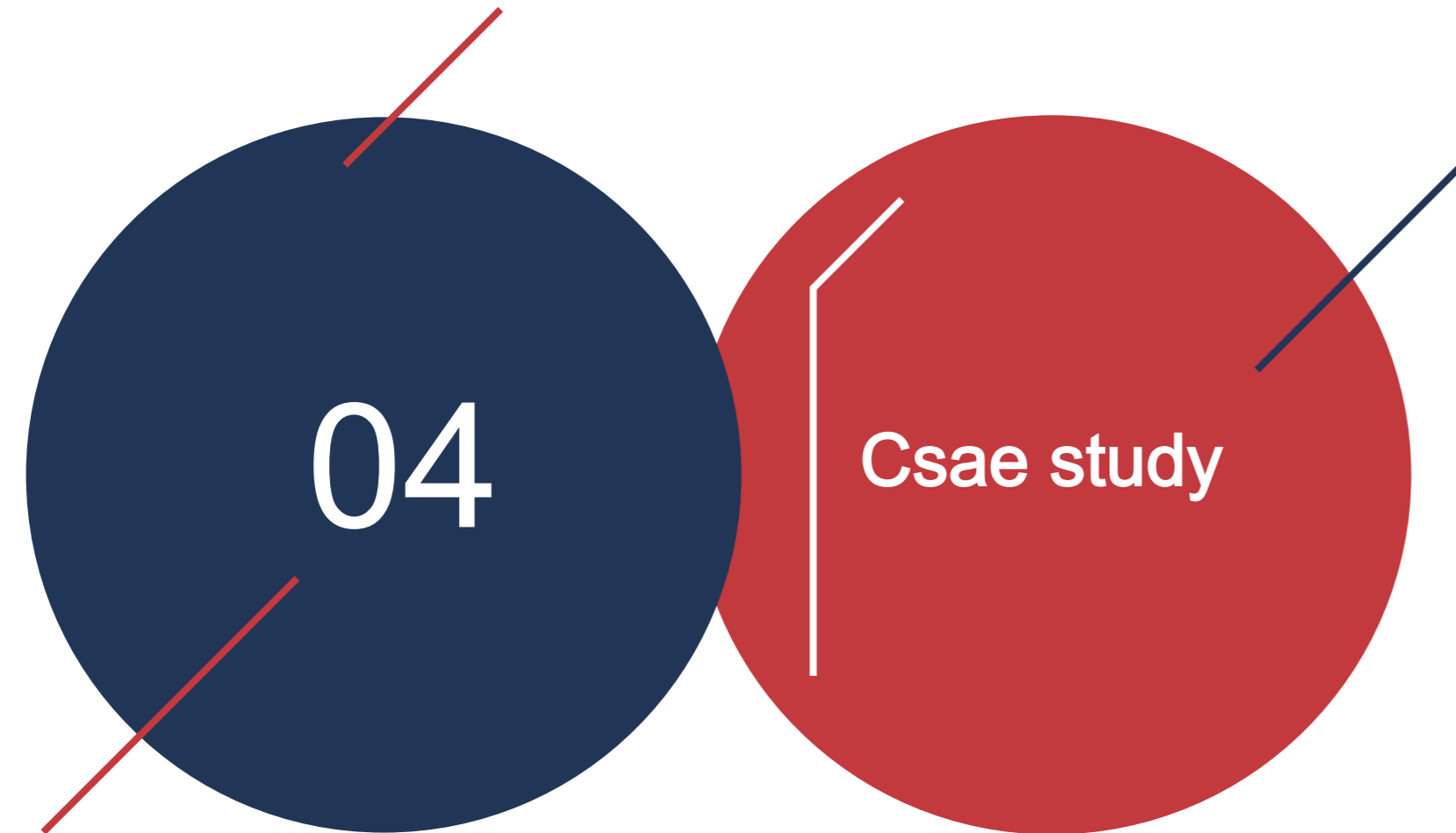
(2) Limited Access to Information

For international students in Tongji University, the main accesses to on-campus information are official websites, manuals, inquiry desk, school faculties, and fellow students. According to the interviewees, some of the information from these sources is incomplete and confusing. It is suggested that information be conveyed through events, lectures, and other interactions. On-line community is also recommended for information sharing and communication among teachers and students. By this means, users are able to avoid coping with tedious words and pictures as well as visual fatigue. Instead, students will possess a higher acceptance for the information.



(3) The Lack of Timely Service

It is found that a number of students are not aware of the existing services because school fails to provide timely and effective services. The users have a tendency to regard the lack of promptness as inconsiderateness and incompleteness of the service, which accounts for poor feedbacks. The reason for the deficiency is that students' needs are not taken enough into consideration in service design. Only when the school stands at the student' perspective will their problems be solved ultimately. een international students and Chinese students.



1 Shanghai Jiaotong University

a) Detailed and abundant information categories

An on-line platform is used for sharing various kinds of detailed information. Basic information is listed under “International Student Services” and “Life @ SJTU” . The former includes information of application procedures, student registration management, Chinese Language Test, etc. The latter provides comprehensive information about accommodation, food service, directions, banking, postal office, sports facilities, and other useful guidance for on-campus living (Figure 4.1-1).

b) Information provided online meets students’ needs to a great extent.

The school is well prepared for potential problems during students’ study periods. For instance, on the official website of School of International Education, living expenses at Shanghai Jiao Tong University is presented under “Campus Life”. Living expenses along with living tips are classified and demonstrated using figures (Figure 4.1 - 2,3)

- > Overview
- > President's Welcome
- > SJTU Today
- > Facts & Figures
- > International Student Services
- > Life@SJTU
 - > Accommodation
 - > Banking
 - > Bookstores
 - > Campus Bus Schedule
 - > Campus Maps
 - > Directions
 - > Food Services
 - > Hospitals
 - > Postal Office
 - > SIM Card Purchase in Mainland China
 - > Useful Traffic Information
 - > Living Expenses in SJTU
 - > SJTU Souvenir
 - > Sports Facilities

Postal Office

Minhang Campus

Post office Savings Bank

Room 110A at the Service Center for Students
 Opening Hours: 8:30~11:00 12:30~16:30 from Monday to Saturday
 The Post office Savings Bank offers mailing service as well as banking services.

Mailroom

Room 110B at the Service Center for Students
 All the class mailboxes are in the mailroom. Mails and parcels are collected here.
 Opening Hours: 8:00~11:30 12:30~16:30 from Monday to Friday.
 8:30~11:00 13:30~16:00 at weekends and on holidays

Xuhui Campus

Post office

Location: beside the shop opposite to the library
 Opening Hours: 7:00-21:00
 Ordinary mail services. (No registered letter and parcel services.)

Receiving and dispatching office

Location: beside the police office near Gate 1
 Opening Hours:
 EMS and registered letter services. (No parcel services.)

Luwan Campus


Danshui Road Post Office

Location: 432 East Jianguo Road, Luwan District, Shanghai
 Opening hours: 8:30-17:00
 Tel: 021-6328 9641

More Info

- > Academic Calendar
- > Gateways for Students
- > International Education
- > Student Life on Campus

(Figure 4.1-1)



SCHOOL OF INTERNATIONAL EDUCATION
国际教育学院

中文 日本語 한국의

Site Map | Metro Map of Shanghai | Campus Map

Homepage
About us
Admission
Accommodation & Visa
Campus Life
Teaching & Research
HSK
Scholarship
FAQ

Living Expenses at Shanghai Jiao Tong University

International Student Council-SJTU

Announcement

About Insurance

Useful traffic information

Foreigner Students Daily Handbook

Living Expenses at Shanghai Jiao Tong University

How to buy a local SIM card in China

Living Expenses At One Glance			
Type	Item	Minhang Campus	Xuhui Campus
Housing	On-campus (single room)	7000-9800 yuan/sem.	9800 -10500 yuan/sem.
	On-campus (double room)	4800-5400 yuan/sem.	4900 yuan/sem.
	Off-campus (two-room apmt.)	2000-4000 yuan/month	3500-4500 yuan/month
Living Expenses	Living expenses (excluding housing costs)	1000 -1200 yuan/month	1200-1400 yuan/month

Living Expenses Breakdown			
Type	Item	Minhang Campus	Xuhui Campus
Food & Drinks	On-campus dining	5-8 yuan/ meal	5-8 yuan/meal
	Delivery	10-20 yuan/meal	10-30 yuan/meal
	Off-campus dining	10-20 yuan/meal	15-25 yuan/meal
	Get-togethers	20-40 yuan/meal	40-60 yuan/meal
	Total meal expenses	600-700 yuan/month	800-900 yuan/month
	Drinking water	20 yuan/month	20 yuan/month
	Xuhui-Minhang Shuttle	4 yuan/ticket	

(Figure 4.1-2)

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- > Overview
- > President's Welcome
- > SJTU Today
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 - > Campus Bus Schedule
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 - > Postal Office
 - > SIM Card Purchase in Mainland China
 - > Useful Traffic Information
 - > Living Expenses in SJTU
 - > SJTU Souvenir
 - > Sports Facilities
 - > Stores & Supermarket
 - > Student Associations
 - > International Student Council

SIM Card Purchase in Mainland China

Having a local mobile phone number in China can prove very convenient. To communicate with your Chinese friends or any other friend in china is actually very simple when you have local SIM card. If you are stuck in traffic you can call and tell someone you are late. If you have a taxi driver who doesn't understand you, you can put him on the phone with a Chinese friend, a teacher or the school administration office. People can also reach you from overseas and in a pinch you can use the phone to ring overseas (long distance calling cards are the cheap way to call overseas) .depending on your needs and the company you use, you will have many choices to get a local SIM card. This article presents the different SIM cards you can use during your stay in our school, and in China.

China Mobile and China Unicom

You should consider what company you use - there are many of them. But the most popular ones are China Mobile and China Unicom. China mobile is the largest carrier in China with the widest network coverage. And the company has got much more users since the introduction the "feixin" service/software which is used for free and mass massaging. China Unicom is well known for its 3G network supply, and it's the second Chinese carrier.

China mobile call rates

The charge of your call varies, based on the different SIM cards and the region you call from. Basically, the local call is about 0.2 CNY per minute.

Although the call fees are quite similar, each different package provides its own services. The package is determined at the time you purchase your SIM card. Each package has its own name, for China Mobile there are 3 main packages: GoTone (QuanQiuTong), Mzone (DongGanDiDai), and Easy Own (ShenZhouXing); China Unicom provides 3G, and New Power (XinShiLi).

> Click Here to see the basic info for these packages:

China Mobile

China Unicom

1. GoTone (QuanQiuTong):

a. Internet Package:

Monthly Basic Rate (RMB)	Calling time (mins)	Available	Data	Rate (RMB/Min)

c) lack of interactions, events introductions, and communication channels.

An effective platform is in need to allow communication, on-line or off-line, among teachers, international students, and Chinese students. In addition, information is expected to be conveyed in a more direct and appealing way that captures students' attention, instead of depending merely on words which is tedious and uninviting.

(Figure 4.1-3)

2 Peking University

a) The orientation website for international students.

According to students' needs, instructions of all facets are listed, "Before You Leave Home", "Upon Your Arrival", "Orientation", "General Information", to name only a few (Figure 4.2 - 1). These items are placed in chronological order for students' convenience. It can be seen from the calendar that multiple events will take place including sessions of different areas, orientation, campus tour, opening ceremony, IKEA shopping day, etc (Figure 4.2 - 2). A map for international students orientation is also attached with all the events location (Figure 4. 2 - 3) to assist students with registration.

b) limited ways without adequate details

Although information of different respects is provided, mostly are imprecise. For instance, it is said under "Student Organizations & Extracurricular Activities" that there are more than one hundred organizations on-campus without giving any further explanation or related web links, which remains confusing to the readers. Moreover, information is conveyed mainly through tedious words that may trigger visual fatigue.

INTERNATIONAL STUDENTS @ PKU
ORIENTATION 2013
 中文版 | English

- HOME
- FROM THE PRESIDENT
- NEWS
- BEFORE YOU LEAVE HOME
- UPON YOUR ARRIVAL
- ORIENTATION
- GENERAL INFORMATION
- CONTACT US



BEFORE YOU LEAVE HOME

- Packing for Your Trip
- What to Bring
- Finances
- Housing Arrangements
- Visa Application

Packing for Your Trip ★

Travel light. Most daily necessities can be easily purchased in convenience stores, supermarkets and shopping malls in Beijing. Keep in mind that most things, ranging from stationeries and household items to computers, can be purchased in Beijing. We recommend that you purchase your daily necessities (such as paper folders, cooking utensils, mirrors, etc.) in Beijing after you have settled in, as you will then have a better idea of what you actually need.

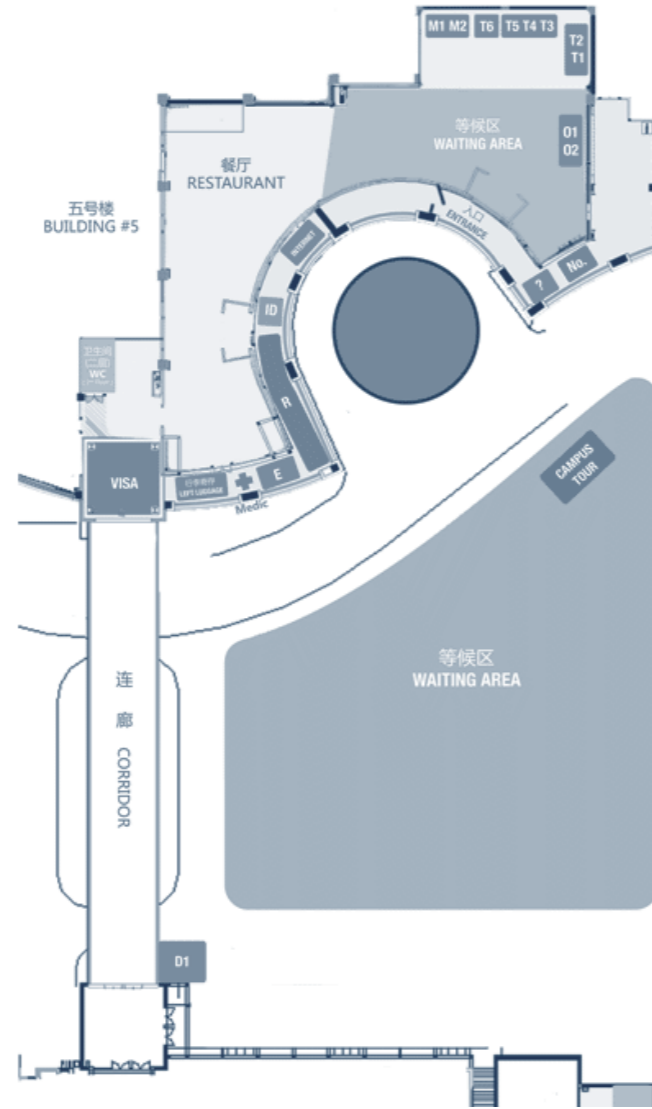
If possible, do consider packing with you a towel and a set of sheets from home. You might need

(Figure 4.2-1)

Orientation 2013 Fall Semester (Degree Students)

活动内容 ACTIVITY	时间 DATE	地点 LOCATION	备注 REMARKS
学位生报到日 Day of Registration for Undergraduates and Graduates	8月30日 Aug. 30	08:00-16:00	中关新园中心广场 Central Yard in Global Village
院系报到日 Day of Registration for Degree Students to Register in Schools and Departments	8月31日 Aug. 31		院系迎新接待站 Department Orientation Reception 详见背面示意图 See Overleaf for Details
校园参观 Campus Tour	8月30日-31日 Aug. 30- Aug. 31	集合地点: 中关新园5号楼前 Meet in Front of Global Village Building 5#	出发时间 Time 9:30 11:00 15:00
奖学金项目信息介绍会 Scholarships Session	9月3日 Sept. 3	英杰交流中心 阳光大厅 Sunlight Hall Overseas Exchange Center	参加人员: 想了解奖学金信息的学生 Optional Attendance
签证信息 Visa Session			参加人员: 全体新生 Attendee: for All Students
保险信息介绍 Insurance Session			参加人员: 全体新生 Attendee: for All Students
本科生留学生迎新会 Orientation for Undergraduates			参加人员: 全体本科新生 Attendee: for All Undergraduate Students
硕士研究生留学生迎新会 Orientation for Master Students			参加人员: 硕士研究生新生 Attendee: for Master Students
博士研究生留学生迎新会 Orientation for PhD Students	15:00-15:30	英杰交流中心 星光厅 Starlight Hall Overseas Exchange Center	参加人员: 博士研究生新生 Attendee: for PhD Students
中国政府奖学金迎新会 Orientation for Chinese Government Scholarship Students	9月4日 Sept. 4	14:00-15:30	中关新园1号楼科技报告厅 Science Lecture Hall Global Village Building 1# 参加人员: 中国政府奖学金生 Attendee: all CGS Holders
宜家采购 IKEA Shopping Day	9月5日 Sept. 5	16:00-20:00	集合地点: 勺园2号楼前 Meet in Front of Shaoyuan Building 2# 请在报到当日报名 Register for the Shopping Trip on the Day of Registration
开学典礼 Opening Ceremony	9月6日 Sept. 6	8:30	第一体育馆东操场 East Playground, Gymnasium No. 1 本科生和研究生到院系领票 Undergraduates and Graduates Pick Up Tickets From Your Own Departments
慕田峪长城 Mutianyu Great Wall	9月7日 Sept. 7	8:30-16:00	集合地点: 勺园2号楼前 Meet in Front of Shaoyuan Building 2# 请在报到当日报名 Register for the Shopping Trip on the Day of Registration
校规校纪考试 Examination of University Rules and Regulations	9月16日-9月22日 Sept. 16-22	TBD	TBD

(Figure 4.2-2)



迎新现场示意图
A Map for
International Students
Orientation

- No. 领取排队号
Pick Up the Queue Number
- R 报到注册
Registration Booths
- E 体检验证
Health Report Evaluation
- D1 住房咨询
Dormitory Enquiry
- D2 中关村留学生宿舍入住手续
Global Village Check-in
- M1 M2 医疗保险
Medical Insurance
- T1-T5 缴纳学费
Tuition Fee
- T6 领取奖学金
Scholarship Living Allowance
- ? 咨询台
Q&A
- ID 校园卡领取台
Campus Card
- 01 宜家采购、游览参观报名处
Sign up for IKEA Shopping and
Off Campus Tour

(Figure 4.2-3)

3 Japanese Waseda University

a) activities concerning multicultural communication

Events organized by students associations are also popular among students. Events of International Community Center, such as “Local Week” and “Japan Festival”, introduce both general culture and regional cultures of Japan. During “Language Hour”, Japanese students and international students are offered the chance to study languages from each others. In addition, trips to selected spots, community services and sports competitions are open to the students. All the events information along with introductions, details, application, feedback, etc are presented on-line. Specifically, students are allowed to give feedbacks in their mother languages and attach events videos, which helps promote the events as well as the service system.

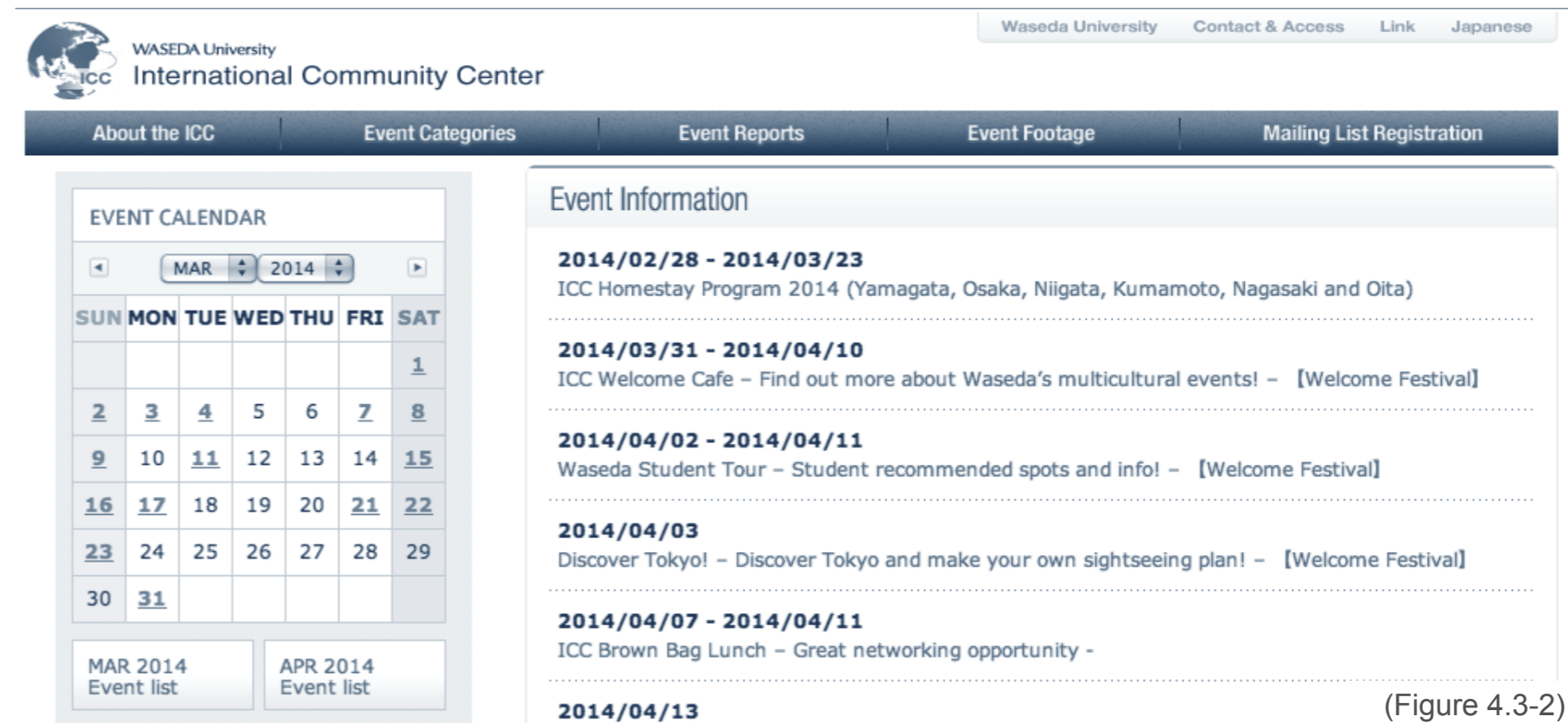
It is worth mentioning that an association named National Federation of University Co-operative Associations (UNIV CO-OP) exists among Japanese universities. The association aims at improving students’ living condition in terms of food, transportation, books, clothes, etc. Particularly, it introduces students to a more convenient and economical lifestyle (Figure 4.3 - 1). There are a great number of services and discounts for the members, such as discounts on meal cards, books and glasses on campus stores. Students can also order textbooks or rent formal dressed through the association. UNIV CO-OP is based on the mode of membership benefit, which is instructive to the research.



(Figure 4.3-1)

b) Information is presented concisely in multiple ways

On the site of international student service, all the events are clearly listed in chronological order. On the left side of the page, a calendar with events dates marked helps students arrange their schedules. Furthermore, search function is built in with classifications which are date, category, and nationality. All the detailed information of the events is displayed under the same standard, which is rather user-friendly (Figure 4.3 - 2). Take the Guide to Waseda University Clubs as another example. The site has a lively style and consists of four sections with distinctive colors (Figure 4.3 - 3). As for the format, different topics are separated and emphasized with wireframes and colored geometries, which enables an enjoyable reading experience (Figure 4.3-4).



(Figure 4.3-2)

4 The University of Nottingham

a) Host UK and International Family Link

The University of Nottingham offers programs “International Family Link” and “Host UK” to introduce British culture to international students and to increase British students’ understanding of foreign cultures. “International Family Link” is a scheme run by the University of Nottingham. It aims at linking a group of students over 23 with local families that can help them with British culture during their study periods. It is guaranteed that these families are reliable, secure, and capable of offering academic assistance to the students. Unlike the former, “Host UK” is a serving group co-operated by government officials, local

organizations, and volunteers. It offers cultural exchanges and international friendships between international students and local residents by means of dinners or short visits. Thorough introduction of the two programs along with notes and requirements for hosts and students are available on-line. (Figure 4.4-1) Information of both hosts and students is to be verified and matched before they meet. After the acquaintance, both sides can ask for a rematch and giving feedbacks on-line (Figure 4.4 - 2), which become important references for the potential participants. Services of this kind are highly sought among international students.



welcoming international students



Home Students ▾ Hosts ▾ Institutions ▾ Work With Us Support Us ▾ The Team ▾ Contact Us Login ▾



Hosts - FAQ

These are the questions we are most often asked. The first group are questions asked by people thinking about becoming occasional hosts to international students.

The second group are questions people ask after they have joined HOST and started hosting.

Before you decide to join HOST

Q. Does it matter that I don't live near a university or college?

Q. I live alone, so is it appropriate to be a host?

Q. I am old enough to be a student's grandparent, am I too old?

After you have joined HOST

Q. I have not heard from my guest—does this mean they are not coming?

Q. My guest didn't offer to pay for anything—is this right?

Q. Could you please tell students...?

(Figure 4.4-1)

HOST UK welcoming international students [t](#) [in](#) [f](#)

Home Students Hosts Institutions Work With Us Support Us The Team Contact Us Login



Students - Student Stories

I consider HOST visit as one in a life time chance. Earlier you take part, more chance you will get. I truly regret not going to host visits earlier in my student life. And the people who actually host in their houses, they will definitely make you feel like home. I almost forgot what home is, until I met these lovely people. I have got so many gifts from friends. But honestly, the most precious gift that I have got is the chance to meet the lovely people around the country. It totally changed my mind about the lifestyle of British people. If I had a chance, I would go to HOST visit every single week to come closer to more kind hearted people around the country.
Md. Mahbubur Rahman Khan, Bangladesh

It was a unique opportunity for me to 'dive' in Scottish history, culture and society. It was much more than I expected, with visits to museums and

(Figure 4.4-2)

b) international students-oriented

The on-line system presents knowledge of the university from the students' perspective. Different sections are built in the platform to answer student's questions. In "country specific information", students are able to obtain information based on regions (Figure 4.4 - 3). As an example, a Chinese student can enter the home page for Chinese international students and browse information of studying abroad, language class, application, and general introduction to Nottingham or the UK. A Chinese version of the website is also available for students' convenience (Figure 4.4 - 4). This considerate service not only favors international students in terms of language, but also shows care for the students who, in turn, increase goodwill towards the school.

International students

Portal

- International students
- Applicants**
- Resources
- How to apply
- Country specific information**
- Offer holders
- Meet us
- Careers
- Scholarships, fees & finance
- Visas & immigration
- Exchanges, study abroad & summer schools
- Support & advice
- IELTS

Country specific information

The University of Nottingham welcomes students and staff from over 150 different countries.

Select the appropriate region to find information relevant to your country, such as:

- the University contact in your country
- entry requirements
- [staff visits to your country](#)

If your country is not listed, please [contact the International Office](#) for more information.

Africa

[Find your country](#)

Central Asia*

[Find your country](#)

East Asia

[Find your country](#)

Europe

[Find your country](#)

Latin America

[Find your country](#)

Middle East

[Find your country](#)

North America**

[Find your country](#)

Oceania


[Find your country](#)

South Asia

[Find your country](#)

South East Asia

[Find your country](#)



(Figure 4.4-3)

International students

Portal

- International students
- Applicants**
- Resources**
- Why study at The University of Nottingham? - Arabic version
- How to apply
- Country specific information
- Offer holders
- Meet us
- Careers
- Scholarships, fees & finance
- Visas & immigration
- Exchanges, study abroad & summer schools
- Support & advice
- IELTS

城市、校园与住宿 - City, campuses and accommodation



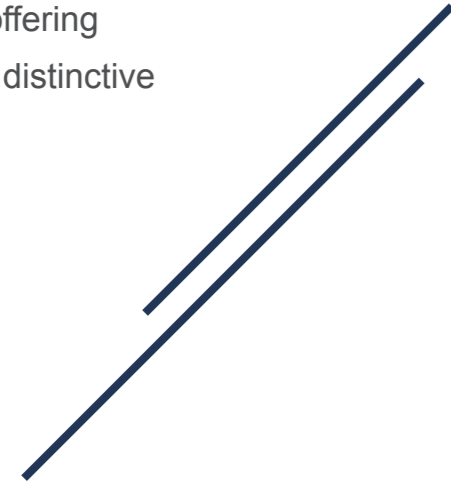
诺丁汉市

诺丁汉位于英格兰的中心，到伦敦的旅程不到2小时，去往首都和英国其它地区都非常便利。东米德兰机场（East Midlands Airport）是英国发展最迅速的机场之一，提供许多欧洲范围内航班，从机场乘坐24小时服务的机场大巴到市中心仅需40分钟。从诺丁汉到

(Figure 4.4-4)

c) unique and accordant information communication.

Service information is presented in a unique and accordant style. Information about international students service, either on-line or off-line, is conveyed in consistent style with a harmonious visual effect. Besides, the home pages of all campuses at home and abroad are edited under the same style guideline. A unique visual style is conducive to offering service and creating a distinctive brand image.



Conclusion

According to the analyses, Chinese Universities emphasize on satisfying students' basic demands while universities from abroad focus more on cultural programs and events. Peking University and the University of Nottingham excel in providing organized and classified information. Generally, universities from abroad, the University of Nottingham particularly, do a better job in presenting pleasant visual effects, organizing various events and encouraging innovation. The four cases have their own features and merits that inspire the design of Tongji University. These thoughts are summarized into three aspects as following.

	Comprehensive Information	Logical and clear Information	Communication Effect	Abundant Activities	Innovative Services
SHANGHAI JIAOTONG UNIVERSITY	● ● ● ●	● ● ●	● ● ● ●	● ● ●	● ● ●
PEKING UNIVERSITY	● ● ● ●	● ● ● ●	● ● ● ○	● ● ● ●	● ● ● ●
WASEDA UNIVERSITY	● ● ●	● ● ● ●	● ● ● ●	● ● ● ● ○	● ● ● ● ●
THE UNIVERSITY OF NOTTINGHAM	● ● ● ● ○	● ● ● ● ○	● ● ● ● ●	● ● ● ● ●	● ● ● ● ○

Both on-line and off-line information is to be guaranteed to cover effective information. To achieve this goal, an objective campus map should be built to reflect students' needs and behavioral changes. Then, a self-evaluation should be made to discover strengths and shortages of the service in Tongji University followed by a solution based on current situation. Finally, efforts should be made to enhance students' motivation and engagement towards the living service. In this case, international students are able to make a smoother adaptation to a brand-new campus life.

a) Information should be provided from students' points of view

b) More cultural elements and an interactive platform should be involved in on-campus events

According to various cultural events in Waseda University, such as visits to historical sites, Tongji University can provide international students with Chinese culture lectures. In addition, on-line platform, alumni association, student union, forum, etc are frequently used to collect feedbacks and increase participation in universities from abroad. By introducing these elements, the on-line system will become a platform for communication between school and students and among students, instead of merely serving as a notice board.

c) Information is to be presented in various ways with an unified style

All platforms in the cases for official information sharing are designed to be descent and concise. Meanwhile, information is conveyed in multiple ways, avoiding the use of plain text. Moreover, in order to represent youth, websites for the Student Union, associations, freshmen guide, etc. tend to be livelier in style, differentiating them from official sites.

05

Current Situation
of International
Students
Campus Life Service
in Tongji University

CO-DESIGN

TONGJI UNIVERSITY INTERNATIONAL STUDENTS OFFICE
INTERNATIONAL COLLEGE OF TONGJI UNIVERSITY
LOGISTICS SUPPORT DEPARTMENT
RIGHT PROTECTION DEPARTMENT OF STUDENT UNION
INTERNATIONAL DEPARTMENT OF STUDENT UNION
INTERNATIONAL STUDENT UNION

(1) Campus Navigation

a) Navigation to Campus

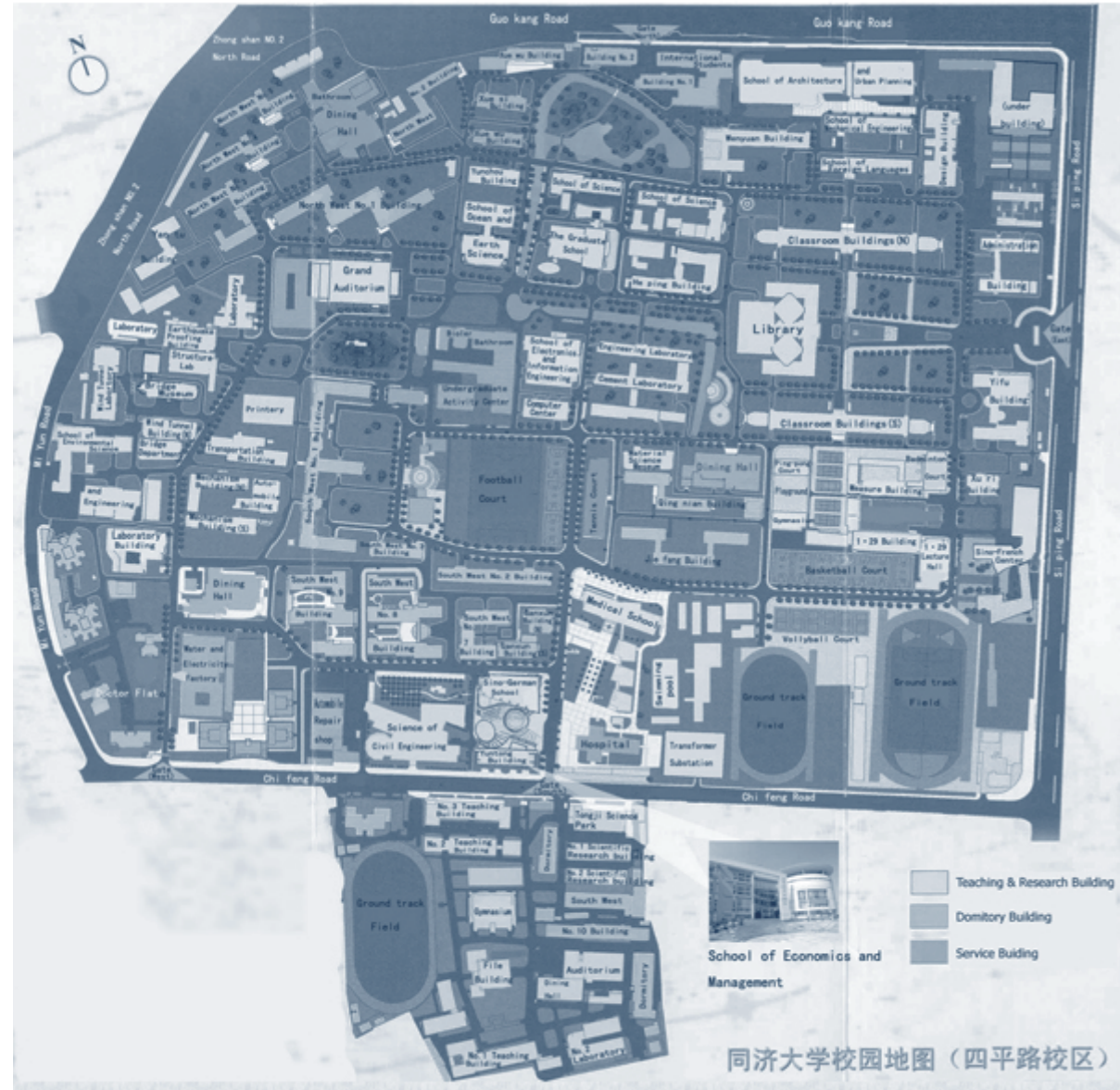
Among all the on-line and off-line platforms, only the English official website of Tongji University offers instructions of transportation to the campus from the airport and train station (Figure 5.1 - 1). However, instructions provided are incomplete, according to the students. Some of the flaws are as following. Instructions are lacking on going to the campus by Metro Line 10; new students have a possibility of getting lost, since various transportations lead to different school gates, which are not showed on the campus map; generally, bus-stop signs and metro station signs are written in Chinese while the instructions for international students are of English or Pinyin. Thus, Chinese names are expected to be relatively attached with the Pinyin names provided by the school.

The screenshot shows the Tongji University website's 'Services' page. The header includes the university logo and navigation links: Home, News & Events, About Tongji, Faculty, Academics, Admissions, Research, Alumni, Services, and Employment. The 'Services' menu is expanded, showing categories like Campus Life, Resources, Student Accommodation Center, Food Center, and Medical center. The main content area displays travel instructions for the Siping Campus from three locations: Shanghai Railroad Station, Hongqiao Airport, and Shiliupu Dock. Each instruction includes a numbered list of steps and the address: No. 4800, Cao'angong Road. The page also mentions traffic options like Bus Cao'an Line, Bus Jiahuang Line, Bus Jiasong Line, Bus Bei'an Line, and Bus Xianghuang Line.

(Figure 5.1-1)

b) On-Campus Navigation

The on-campus maps provided by official websites of Tongji University are of poor accurateness and lacking of English translations. Also, the images and instructions cannot be enlarged, making it tricky for students to read and use the maps. (Figure 5.1 – 2)The official website of International Student Office provides international students with a functional registration map with details of important locations. However, this map is presented using 3D technology, alienating it from other plane maps(Figure 5.1 – 3). The inequity of styles and information gives rise to difficulties in recognition. Despite that maps of all campus are given on Freshmen Guide, they have similar deficiencies with accurateness and instructions. What's more, 3D technology leads to vagueness of notes and, along with problems discussed earlier, generate inconvenience for international students.



(Figure 5.1-2)



(Figure 5.1-3)

(2) On-Campus Accommodation

a) Accommodation Management

International students, who request for dorm rooms by telephone or through Internet, along with scholarship students, will be given priorities during arrangement. The remainder of students will be arranged rooms according to vacancy, regions, etc. Students will be informed of dormitory buildings, room numbers, keys, notice, etc. on enrolment day. For those who live off-campus, "Registration Form for International Students of Tongji University Living Off-Campus" which is available in International Student Office, students' passports, and house lease agreements are required for relevant formalities in local police station.

In consideration of students' privacy, neither the college logistics group nor any organization provides moving service or interferes with the moving process. Administrative staffs in each building take responsibility for potential problems in checking-in or moving.

b) Accommodation Information Acquisition

International students, according to the survey, usually seek for information about room size, interior design, furniture, bathroom facilities, etc. Yet, they hardly get the whole information from the official sources because of information incompleteness and language barrier. Generally, school does not provide comprehensive information on accommodation until students' arrival. The inefficiency of information acquisition has a major impact on students' decisions on whether or not to live on-campus and which items to bring.

c) Check-In and Adaptation to Dorm Life

It is found that international students, without the aid of a campus map, spend plenty of time looking for their dorm buildings. Many of them, if not all, do not know who their roommates are in advance. Moreover, they are not aware of their options about rooms and roommates which are offered in the on-line system. This mirrors the obstruction of information transmission. In addition, a systematic introduction to the laundry room, covering laundry price, laundry card, etc. is in its absence. Also, administrative staffs fail to offer assistance in time, bringing about confusion and wasting during use.

(3) On-Campus Dining

a) Introduction

There are approximately 20 restaurants open to international students on Siping Road, including cafeterias, cafés, snack bars, and bakeries. These restaurants lie on different sections of the road to serve students from all teaching areas. Nonetheless, not any of them, except for the café, offers English menu and instruction inside. Besides, the service personnel are barely capable of communicating in English. The majority of international students choose to dine before or after the peak dining hours so as to avoid the crowd.

b) Information about Dishes

Because of the lack of English menu and distinctiveness in food culture and diet, international students, helplessly, have to choose food based on supposition or fortune. It happens on the newcomers that they order dishes without knowing them or finish whatever they order even if they do not like it. However, when they are finally fond of a dish, they do not manage to remember its Chinese name to order it next time. Hence, students call for a service channel from which they are able to obtain names and ingredients of the dishes.



c) Payment Method

Few of the international students know how to recharge their One-Cards using Chinese bank cards. Several students even reported that they have not dined in the cafeteria for two months because of it. A number of students, in spite of knowing how to recharge, either do not have Chinese bank cards or do not know the spot for recharging, which accounts for 30% of the interviewees. Furthermore, dining vouchers are not shared among all the cafeterias, which confuse students who use them. The majority of the students interviewed claim that it is a shame they cannot enjoy the dishes of the cafeterias due to the recharging problem.

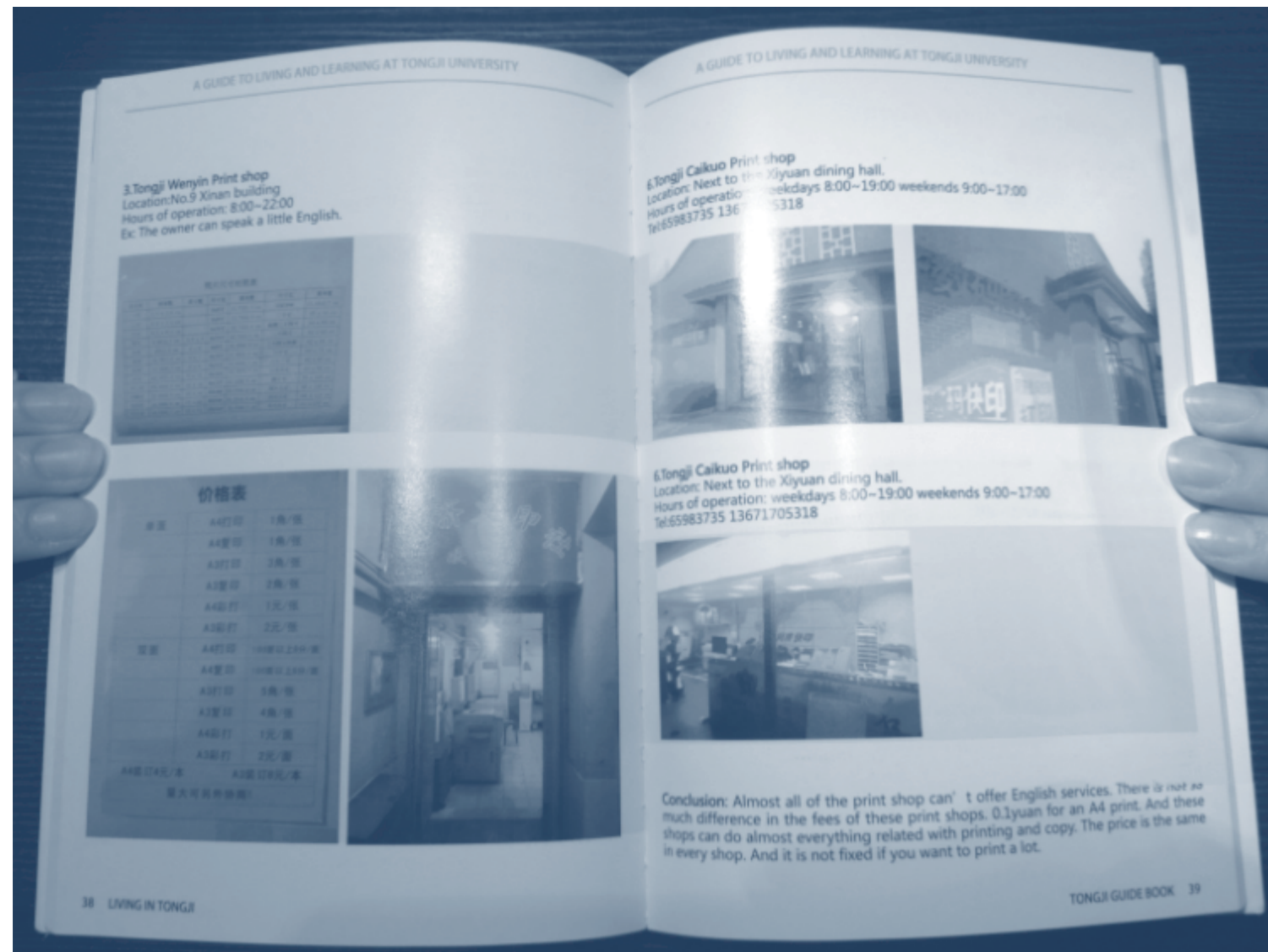
d) Dining Information

The school cafeterias appear puzzling to international students, since signs and information of each area are not given. Students find it hard to figure out what kind of food is served on each floor and the opening hours for different periods of the semester without an integrated introduction.

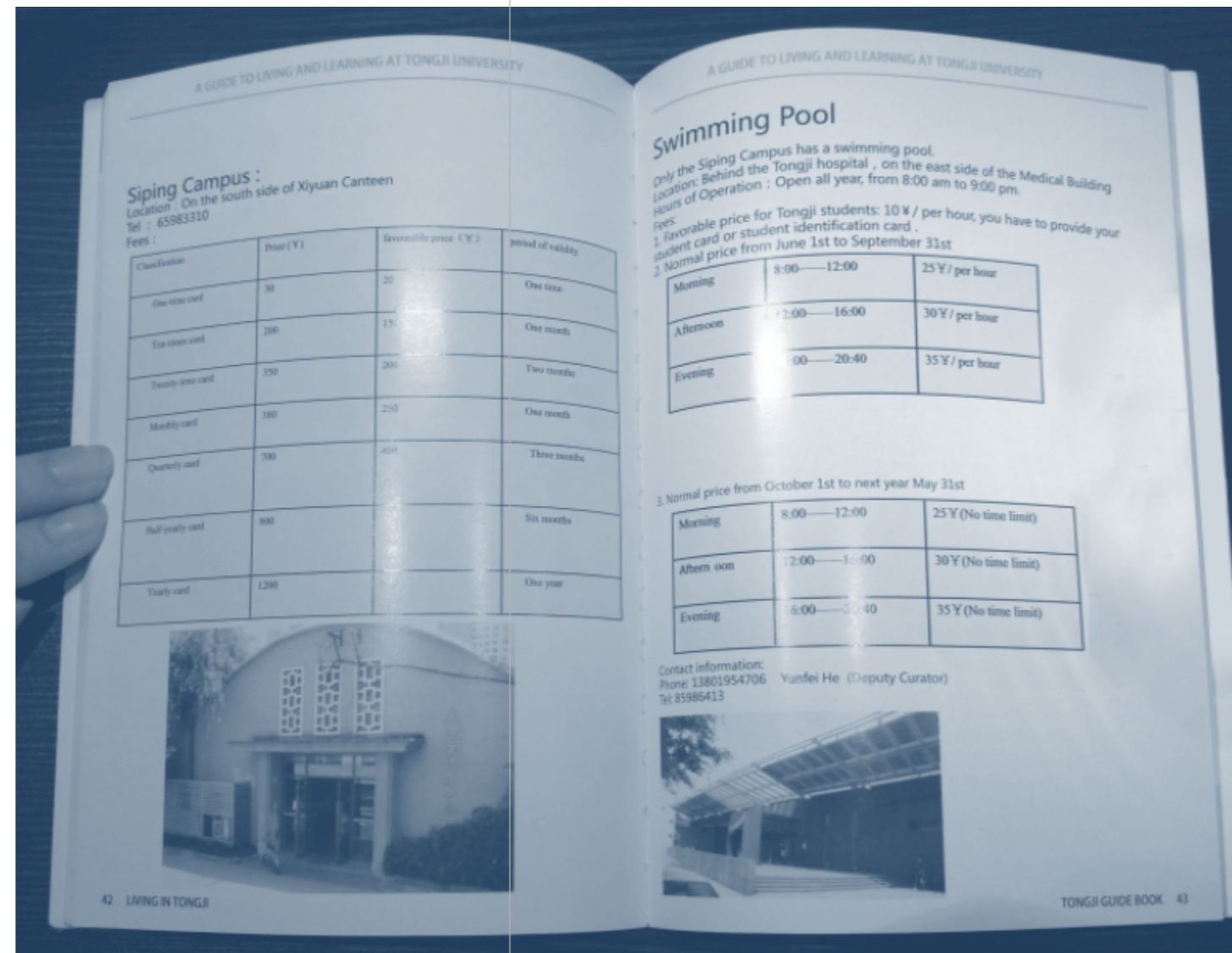
(4) The Use of Campus Facilities

Limited information about campus facilities is available on-line. Part of the information on library, sports stadiums, and fitness center, however, is written in Chinese which is inadapt-able to international students. Information spreading in multiple websites also makes the searching process complicated. Although the English introductions to supermarket, bookstore, printing shop, repair shop, fitness center, and swimming pool are provided in Freshmen Guide, information remains incomplete. For example, information is lacking on product category of bookstores and supermarket while an

English price list is lacking in the printing shop. (Figure 5.4 - 1,2)The author makes a visit to the campus facilities and discovers that relevant instructions, if they exist, are basically in Chinese. Plus, the workers have inadequate English competence for daily communication. It is found that information of campus facilities are desired by the students. They propose that in order to make fuller use of campus facilities, information should be given in at least one of the sources followed: website, Freshmen Guide, and entrance of the sites.



(Figure 5.4-1)



(Figure 5.4-2)

(5) On-Campus Events for International Students

Events are held to enrich students' life by multiple organizers: schools, departments, International Students Office, the International School of Tongji University, the Student Union, student associations, etc. These events are classified into five categories: cultural events, ceremonies, sport competitions, lectures, and trips. Aiming for cultural exchange between China and other countries, they serve as a stage for students to promote their own cultures. By various forms, the well-liked events enable students to learn in a relaxing and pleasant environment.

The survey shows that Buddy Program, enjoying high popularity, is created to help international students adapt to campus life and understand Chinese culture. The program is organized by school officials at the beginning of every semester to match Chinese students with international students. They are paired one-to-one to help each other as well as participating events as partners. This creative and significant program is meant to assist international student with adaptation and promote intercultural interaction. However, it turns out to be ineffective when put in actual situations. According to the minister of International Division in the Student Union, students are enthusiastic at the beginning and there would be around 300 matches, of which less than 30 make to the end of the semester. It is said that kindred situation exist with international affairs where students do not own long-lasting passion. Thus, maintaining and promoting a meaningful program is the crux of this study.

Information about on-campus events are conveyed either on-line or off-line. Among on-line platforms, the official website of Tongji University (English version) and official website of international students in Tongji University (English version) receive most attention. During the survey, students state that more information is needed to introduce on-campus events. As a matter of fact, several platforms offer detailed information, such as the International School of Tongji University (Figure 5.5 - 1), the Chinese Facebook of Tongji University Student Union (Figure 5.5 - 2), Weibo of Tongji University Student Union, WeTongji (A smart phone application for Tongji university), etc. Yet, most of these websites, if not all, are in Chinese. Based on the findings, nearly 90% of the international students are unaware of these platforms, not to mention searching information through them. Currently, a platform of efficiency that carries on-campus events information is lacking for international students.



(Figure 5.5-1)



(Figure 5.5-2)

The off-line platforms include posters, flyers, and other print media, notices, newspaper, broadcasts, and live interactions. Quite a few students say that they are frequently attracted by the crowd surround shows or posters but end up leaving because of language barrier. The Chinese students who organize events claim that it is complex to edit an English version for each and every platform. Also, not all the events are intended for international students, but they are still welcomed. International students understand Chinese students' concerns and wish for at least one platform, on-line or off-line, where they can acquire information, especially information targets on them. Meanwhile, they hope that they can share information through the same platform to achieve equivalent communication.

Conclusion

a) the service is insufficient in being student-oriented

Students' ignorance of location of dorm building, the use of One-Card, the recharging of laundry card, etc. would not have been exited if the system was designed from the students' perspective. Furthermore, these obstructions, to a certain extent, harm school's reputation among international students. Thus, a more comprehensive service system, focusing more on details, is needed to collect and analyze students' needs and feedbacks.



b)lack of introduction to on-campus living, on-line and off-line, compared to universities in the cases

In order to impress international students before their arrivals, information of various kinds is to be organized and presented in a logical, vivid way. In this case, students obtain convenience by avoiding unnecessary, frequent inquiry, which also reduces the staffs' workload.

c)effective utilization of resources is in need

Co-design, which means that users are also designers during the service process, is one of the principles of service system design. Therefore, school is not the only service provider of on-campus living service. International students, instead of being passive service recipients, can be active service providers as well. They are encouraged to create an interactive platform where they solve problems from other folks. In the meantime, Chinese students are called on to take part in the service process and build up an efficient platform for peer communication.



06

Campus Life Service System Design for International students in Tongji University



A campus living service system is to be built according to the needs of the international students and the current situation of the school. “Tongji University International Students Community” will be created, which is organized by school officials and a number of Chinese students. The community, in form of “buddy program”, aims at pairing international students with Chinese students who offer assistance with after-school life. In this case, long-lasting intercultural friendships are established by means of communica-

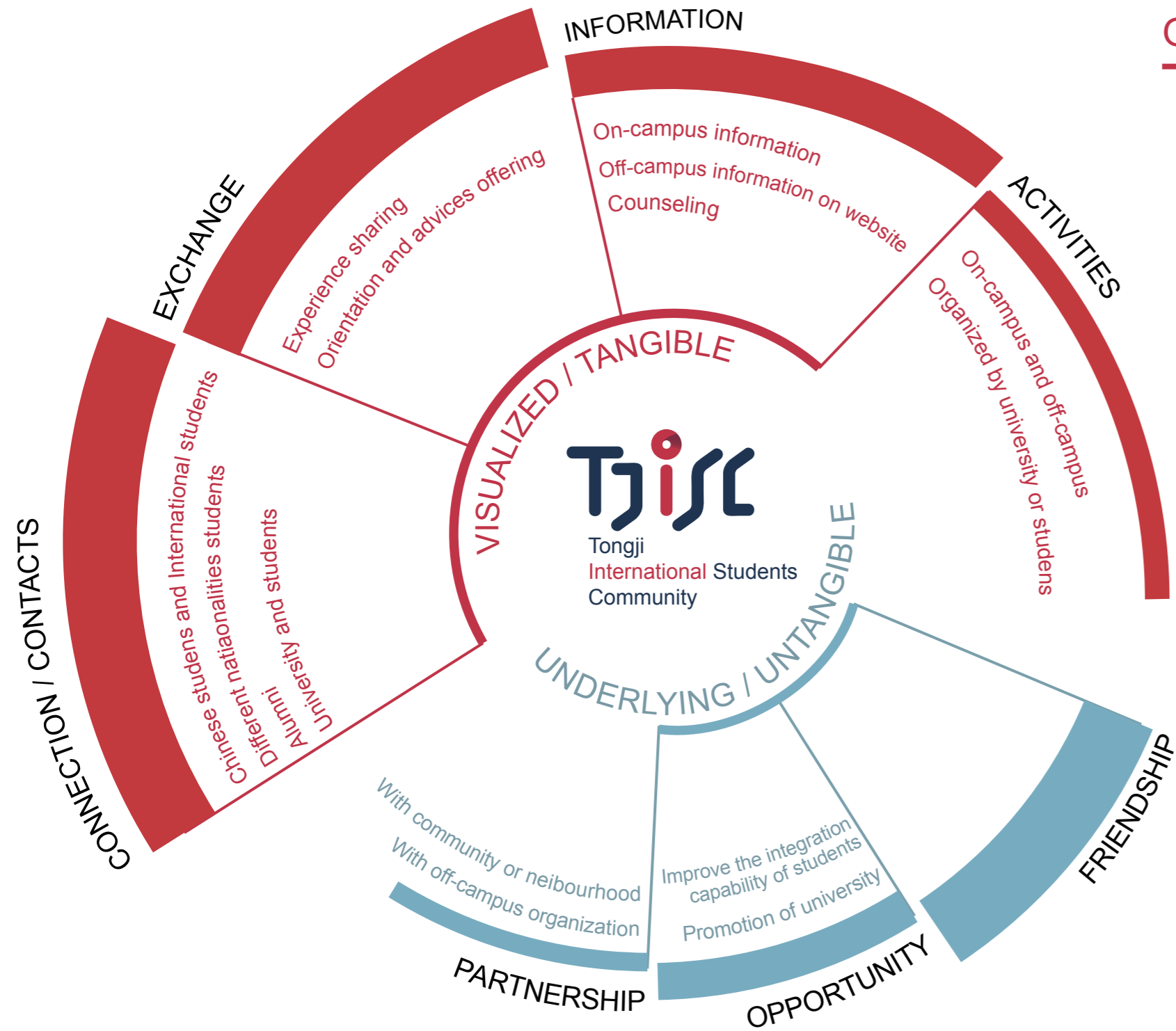
tion and events participation. The purpose of the design is to offer a chance for international students to make better adaptation to the new environment as well as to comprehend multiple cultures from Chinese students and various organizations. Hence, this service targets on international students in Tongji University; The system concerns different parties including Chinese students, school, all school departments and various outside organizations, which play unevenly important roles and receive benefits during the

service. For Chinese students, they obtain friendships with international students and knowledge of different cultures. In addition, they can improve their English competence, communication skills, and overall capacities. For school officials, the service enables deeper understanding towards students’ needs and more advanced organization with less consumption in time, labor, and resource. Through this service, the school is able to foster students’ comprehensive capacities that help them develop in non-

academic fields. Furthermore, a superior service system for international students performs significant functions in gaining influence, establishing a popular and reliable school image, and increasing strength in international education management. Moreover, “Tongji University International Students Community” is a cooperative platform open to multiple organizations inside or outside of school. Through the campus living service system, on-campus organizations like the Student Union, International Student Office, student

associations, etc. are able to release news, directly connect with international students, and promote cultural exchange. Off-campus organizations can also arrange activities through the system and strengthen the bond with international students. In a word, the services provided by “Tongji University International Students Community” are tabulated below (Figure 6 - 1). There are visible services, such as connections among parties, exchange of resources, information acquisition, and event organization. Yet, invisible ser-

vices includes lasting friendships among all parties, especially that between Chinese students and international students, opportunities for students to present themselves, and cooperations among all sections. And the links and relationships between different actors in the system are shown in the system map, red, blue, purple and orange lines state flows motion during the service (Figure 6-2).



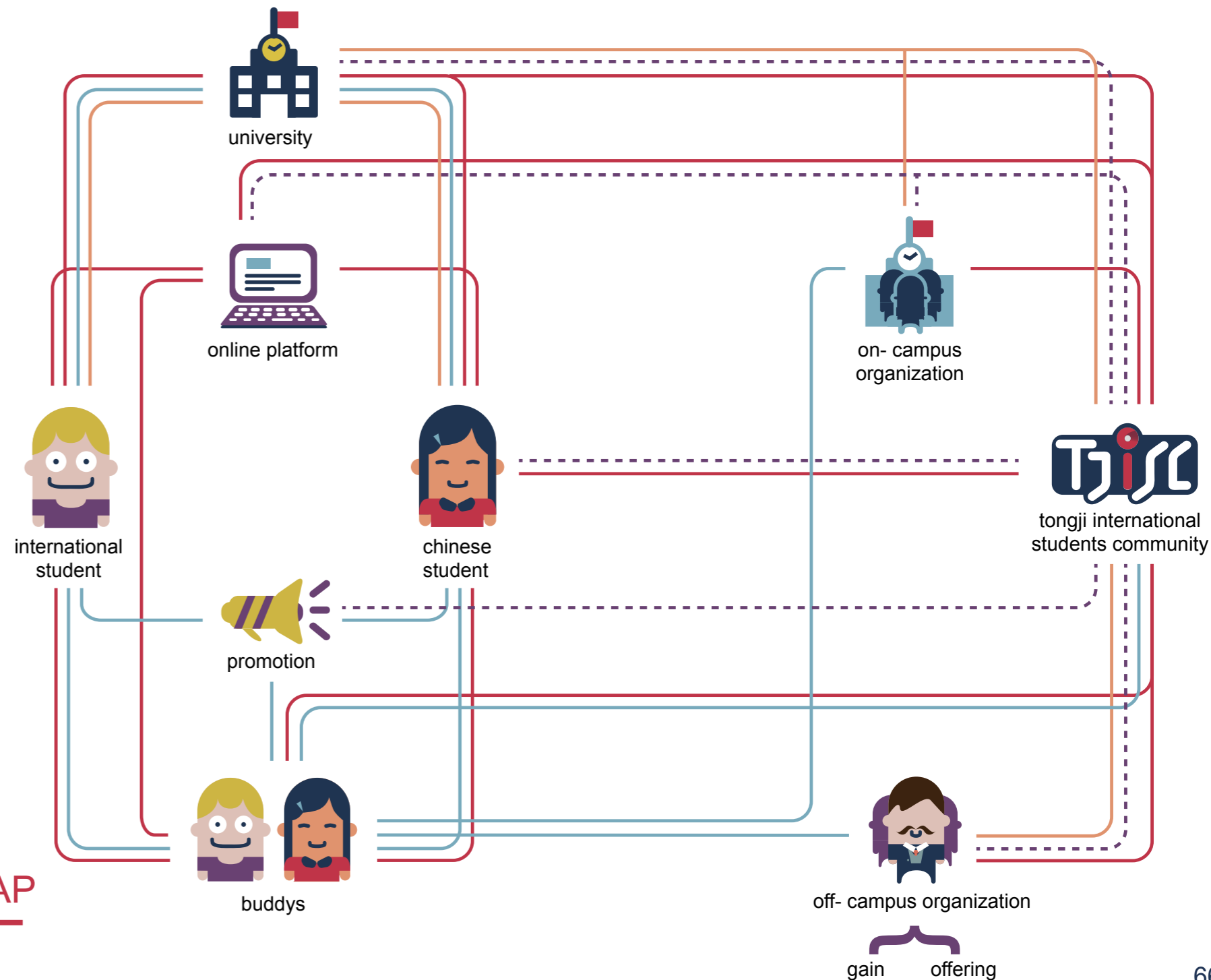
OFFERING MAP

(Figure 6-1)

- Information flow
- Action flow
- Organization flow
- Financial flow

SYSTEM MAP

(Figure 6-2)



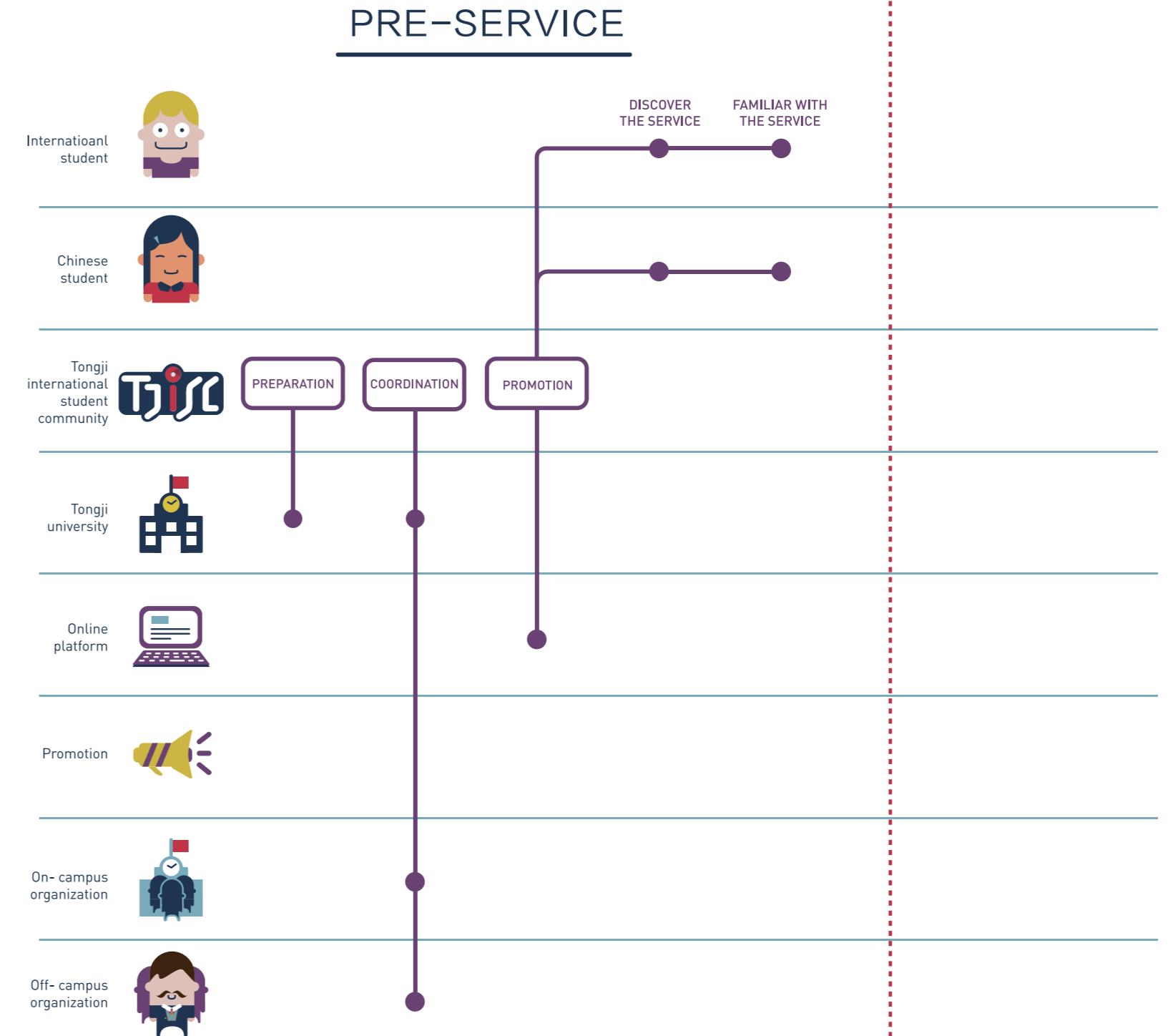
Specifically, “Tongji University International Students Community” is distributed into three stages which are pre-service, service, and post-service.

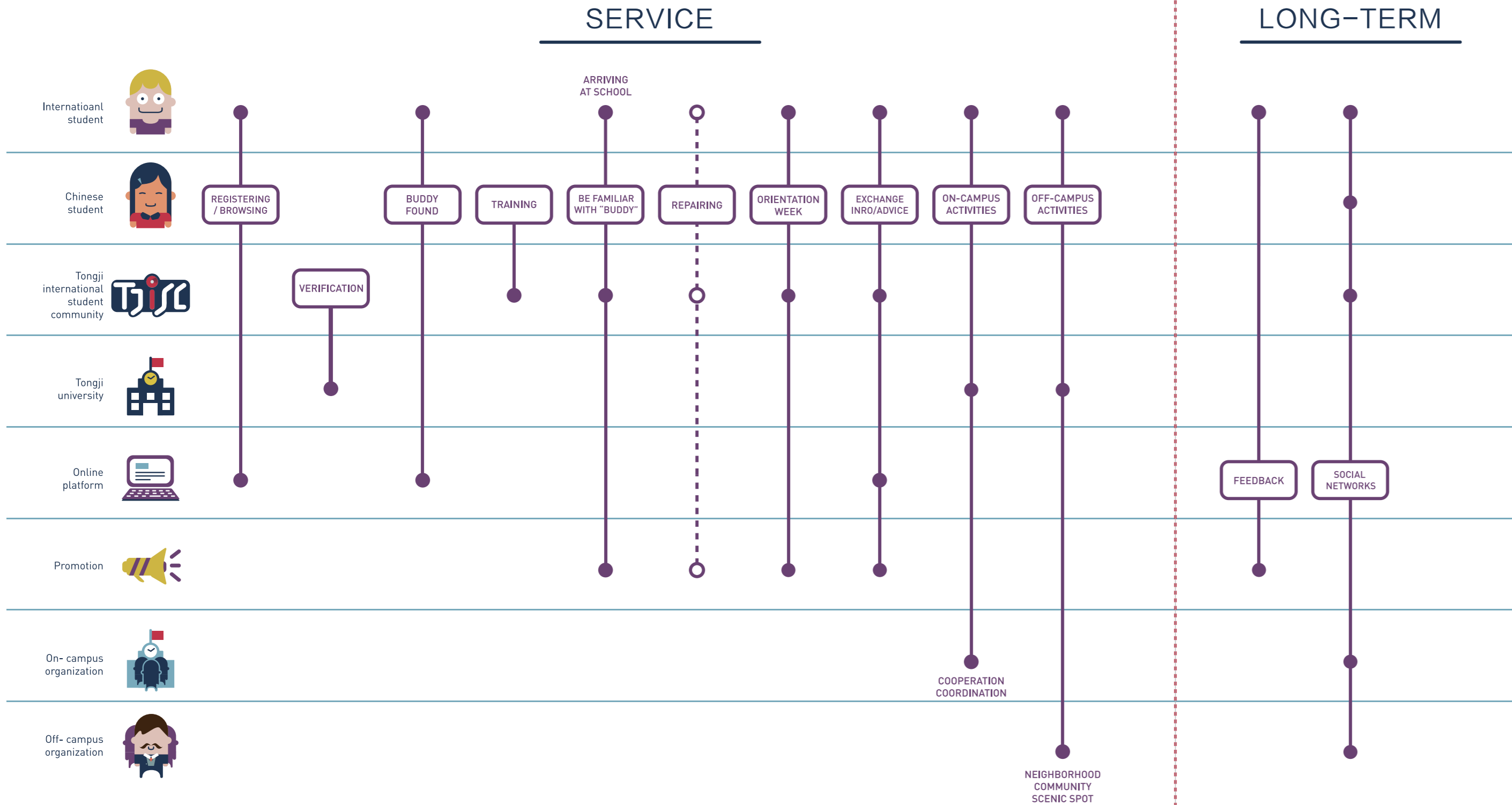
During pre-service, in order to guarantee proper and efficient service, school officials are responsible for planning and preparing the service according to international students management policies and regulations. Organizations inside and outside school, afterwards, join in and expand the variety and scope of the service. They cooperate with the Student Union and student associations to plan events of all sorts for international students. These organizations, jointly with letting agency, provide students with safe, reliable and economical housing. During pre-preparation, school officials

are in charge of supervision and selection that ensure the service is secure before being released online and becoming available to Chinese and international students. To understand more about the service, international students can access the website for “Tongji University International Students Community” which is attached in both the school’s official site and the adjunct letter with admission notice. Chinese students are able to know about the service through on-line platforms, such as Renren, Weibo, WeChat Moments, etc. or off-line platforms like promoting events (Figure 6 - 2, pre-service interaction storyboard).

INTERACTION STORYBOARD

(Figure 6-2 / pre-service)





The core stage of the service starts when students are familiar with service process. For security and administration reasons, both international students and Chinese students are to create accounts on the website using their student IDs, which makes sure that all users are students of Tongji University. Then, students need to provide true personal information like name, gender, nationality, major, requirements for partner, etc. After all the information being collected and

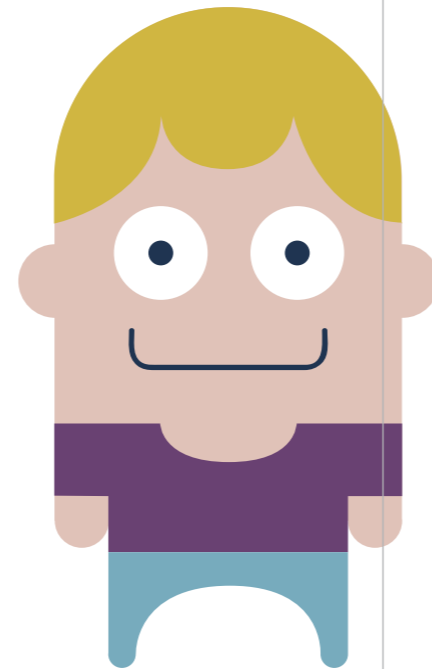
classified, Chinese students and international students will be matched to form “one helps one” groups according to their requirements. Chinese students will be trained to take part in the service intended for international students before the former pick up the latter in the airport. On students’ arrivals, reception will take place for them to meet and know each other. The reception is not only for welcoming international students, but also for further interaction between the partners. Meanwhile, it is also a second-time promotion for the students have not joined the program. The paired students who desire another partner are able to meet new friends and get a rematch. Groups with two Chinese students and one international student are allowed.

INTERACTION STORYBOARD

(Figure 6-3 / service and long-term service)

Chinese students will start offering assistance when their partners officially step into the brand-new campus life. They can take international students to attend the orientation week held by “Tongji University International Students Community” and help them with daily life while learning from each other. Chinese students are encouraged to introduce and lead their partners to interesting on-campus events. At the same time, international students, under school’s permission, can organize events with the aid of Chinese students. In addition, there are events co-operated with outside organizations. These events include visits to famous spots with Chinese characteristics, museums, and galleries. There also exist volunteer activities co-organized with the Community

Street Office. By participating in various events, international students are able to adjust to the cultural setting more directly and vividly and achieve a deep understanding towards Chinese culture, which jointly build wonderful memories for their studying experience. In later service stage, students are able to give feedbacks or record their thoughts online about former events. Moreover, relevant parties, such as Chinese students, teachers, organizations inside or outside school, etc. can share information and give comments through on-line community so as to improve the service quality (Figure 6-3 service and long-term service interaction storyboard)



PERSONA

NAME: Michael

NATIONALITY: Germany

AGE: 22

FACULTY: One-year exchange student of Sino-German engineering college

HOBBIES: Playing badminton, travelling, and reading

Michael is an extrovert who likes making friends. The reasons for Michael to study here are the cooperative program between his college in Germany and Tongji University, and his affection for Chinese culture after his impressive visit to Shanghai with his father.

In order to better explain the process of the Buddy Program, the author creates a persona, Michael, to experience the service. Michael is an international student from Germany. He is 22 and will study in Chinesisch-Deutsche Hochschule für Angewandte Wissenschaften of Tongji University for one year. Michael is an extrovert who likes making friends. He enjoys playing badminton, travelling, and reading. The reasons for Michael to study here are the cooperative program between his college in Germany and Tongji University, and his affection for Chinese culture after his impressive visit to Shanghai with his father. The process of campus living service Michael experiences on his arrival is shown as Figure 6-4.



- 01 Michael received the admission letter from tongji university.
- 02 He discovered the "TJISC" service via the link offered in the letter.
- 03 Service included information inquiry, alumni searching, buddy program, etc.
- 04 Registered with student number.



- 05 Get to know both chinese students and international students through online platform.
- 06 Michael joined Buddy program with a chinese student Li Hong after his information being filtered and veriflicated .
- 07 Li Hong picked Michael up at the campus, and joined the orentation week to get familiar with the scool together.
- 08 Michael and Li Hong joined in on-campus activities together.



- 09 They studied together. Li Hong taught him chinese and chinese culture.
- 10 They joined in off-campus activities together.
- 11 Michael gave feedback on the service.

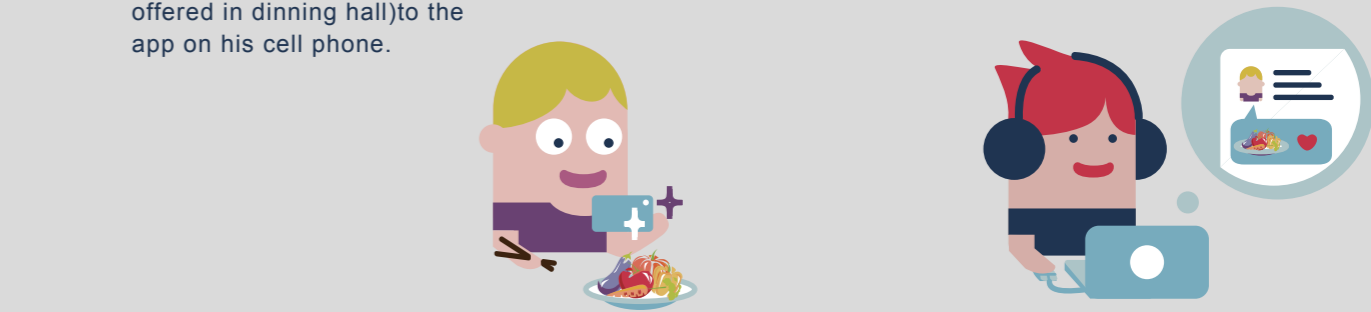
STORYBOARD

(Figure 6-4)

Zhang, Michael's buddy, assists him in every field of his life. Here is an example of dining in cafeteria, which is demonstrated in the form of story in Figure 6-5. The aid from Chinese students, to a certain extent, solves international students' dining problems, such as "not knowing what is in my plate". It allows international students to spread information using social network and enjoy both Chinese food culture and high-quality service.



- 01 Staff recorded dishes information including flavor, ingredients, etc.
- 02 Staff released the information through online platform.
- 03 Michael discovered and read the dish information through online platform.
- 04 He picked the dishes he would like to try and sent the dish information (including the place where the dish is going to be offered in dinning hall) to the app on his cell phone.
- 05 Michael contacted his buddy Li Hong with app on cell phone, and asked her to have meal together.
- 06 Michael showed his order to the staff in the canteen and got the food he wanted.



- 07 Michael took a picture of the dish he had and posted the picture on the TJISC.
- 08 Other international students saw Michael's post and his comment about the dish through TJISC.

(Figure 6-5)

(1) On-Line Information Management and Exchange

a) On-Line Information Inquiry

The home page of official site for “Tongji University International Students Community” is shown in Figure 6 – 6. On the main menu bar on the left, from top to bottom are “Home Page”, “Campus Life” which introduces information of all sorts about on-campus living, “Advice” for reminders of before-school preparation and life in China, “BBS” for students who log in with student IDs to contact with fellow students, alumni, teachers, and other organizations in the forms of Q&A or information exchange, and “One Helps

One” program. The last one is the key part of the service; thus, it is emphasized with a unique icon. An academic calendar is inserted on the home page with marked dates of events and exams, which allows easy inquiry. At the central space of the home page, an eye-catching sign is placed beside “One Helps One” program that leads students to check out the details. What lay at the bottom of the home page are latest new, importance notices, and introductions to the recent events by means of videos.



(Figure 6-6)



HOW TO GET TO THE SIPING CAMPUS?

Tongji university Siping campus address:

No 1239, Siping Rd, Yangpu Distrct, Shanghai, China [OPEN IN GOOGLE MAP](#)

[Shanghai metro map](#)

<http://www.smartshanghai.com/travel>

From Shanghai Railroad Station

Walk out of the railroad station from the North Station Square

1) Bus No. 115 until Miyun Road: Access to the west gate of north area campus or to the main gate of south area campus.

2) The same bus until the stop, Tongji University: Access to the main gate of the north area campus.

3) Take taxi via the intercity highway, in the direction of Yangpu Bridge until Siping Road, and about 500m ahead to the main gate of north area campus

From Hongqiao Airport

From Pudong International Airport

[CHECK OTHER CAMPUSES](#)

CAMPUS MAP LIST

- SiPing Campus
- ChiFeng Campus
- JiaDing Campus

CLICK AND DOWNLOAD

CONTACT BUDDY TO PICK YOU UP!

Apply



HOW TO GET TO THE SIPING CAMPUS?

Tongji university Siping campus address:

No 1239, Siping Rd, Yangpu Distrct, Shanghai, China [OPEN IN GOOGLE MAP](#)

[Shanghai metro map](#)

From Shanghai Railroad Station

Walk out of the railroad station from the North Station Square

1) Bus No. 115 until Miyun Road: Access to the west gate of north area campus or to the main gate of south area campus.

2) The same bus until the stop, Tongji University: Access to the main gate of the north area campus.

3) Take taxi via the intercity highway, in the direction of Yangpu Bridge until Siping Road, and about 500m ahead to the main gate of north area campus

From Hongqiao Airport

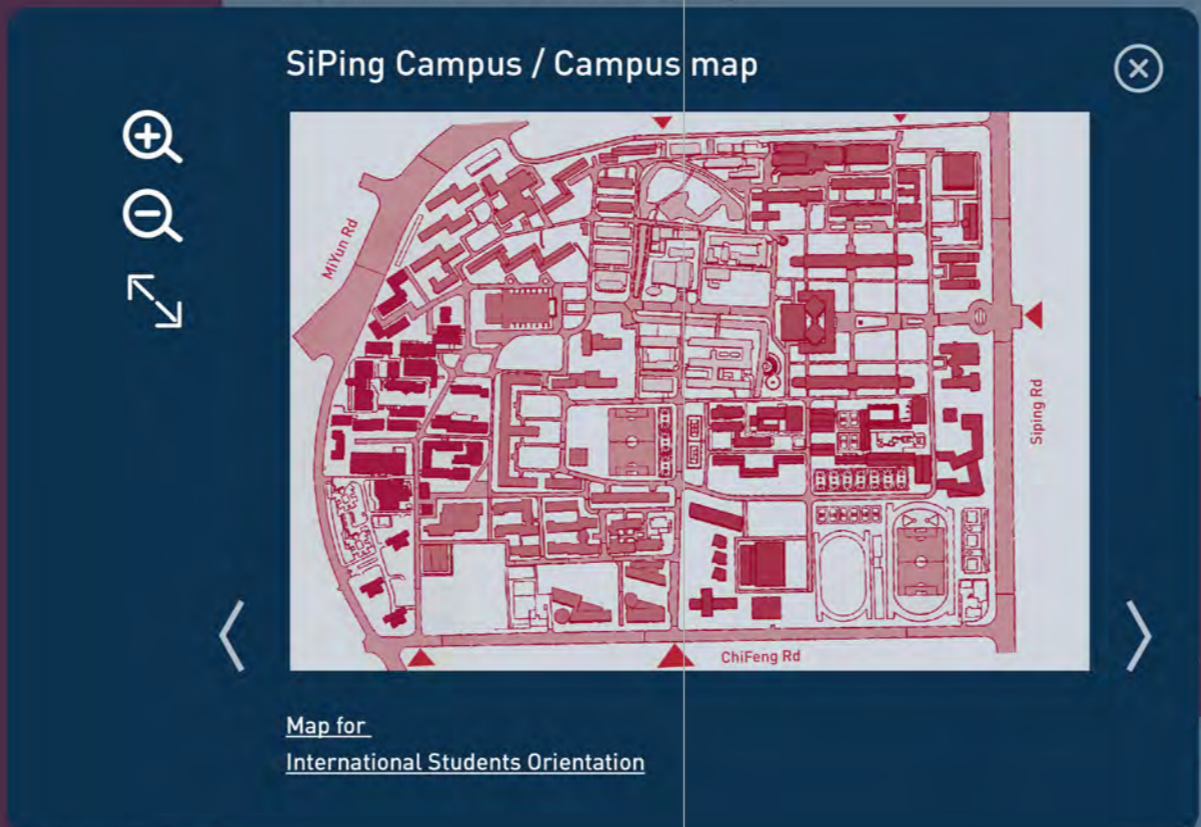
From Pudong International Airport

CAMPUS MAP LIST

- SiPing Campus
- ChiFeng Campus
- JiaDing Campus

CLICK AND DOWNLOAD

[Map for International Students Orientation](#)



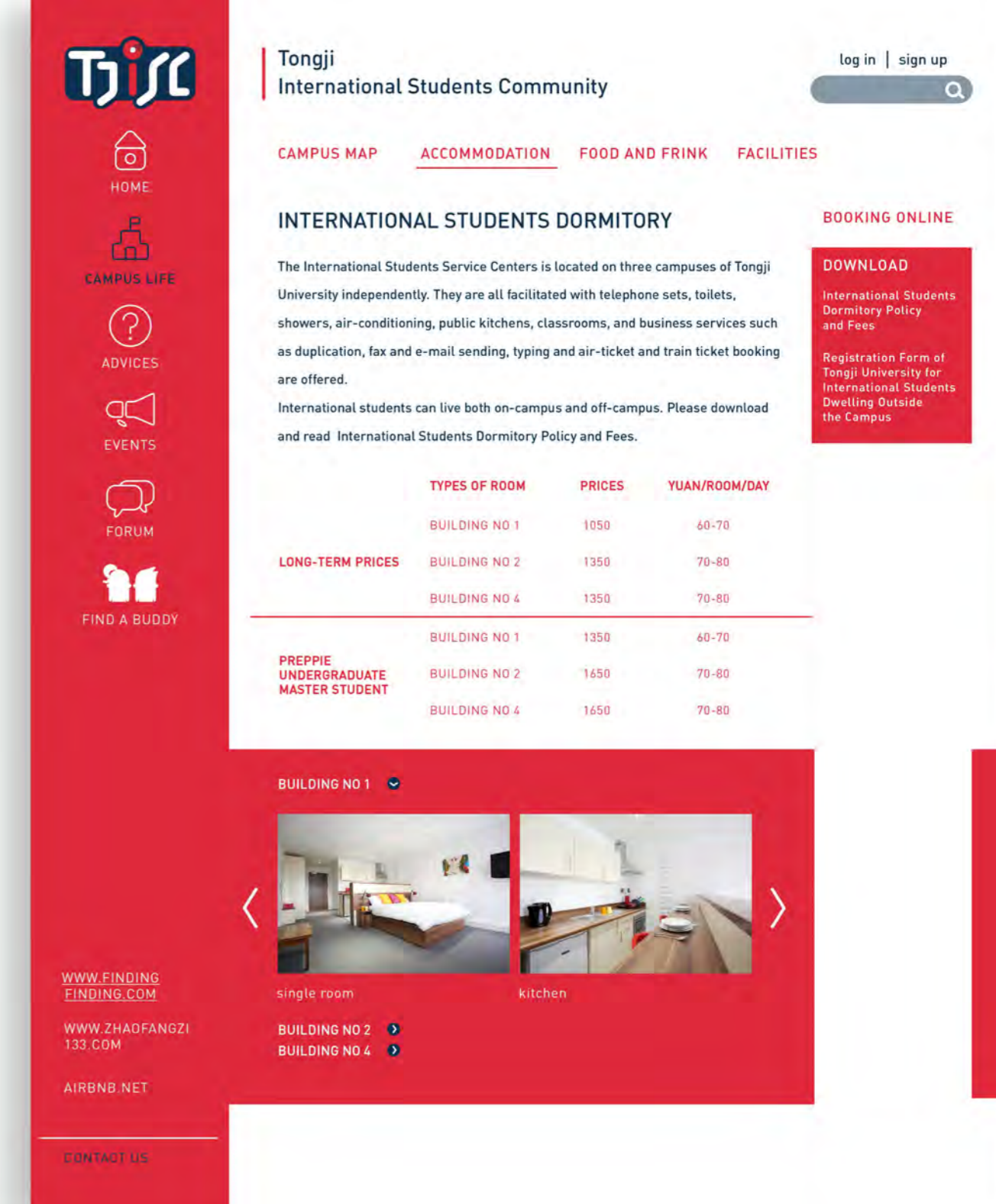
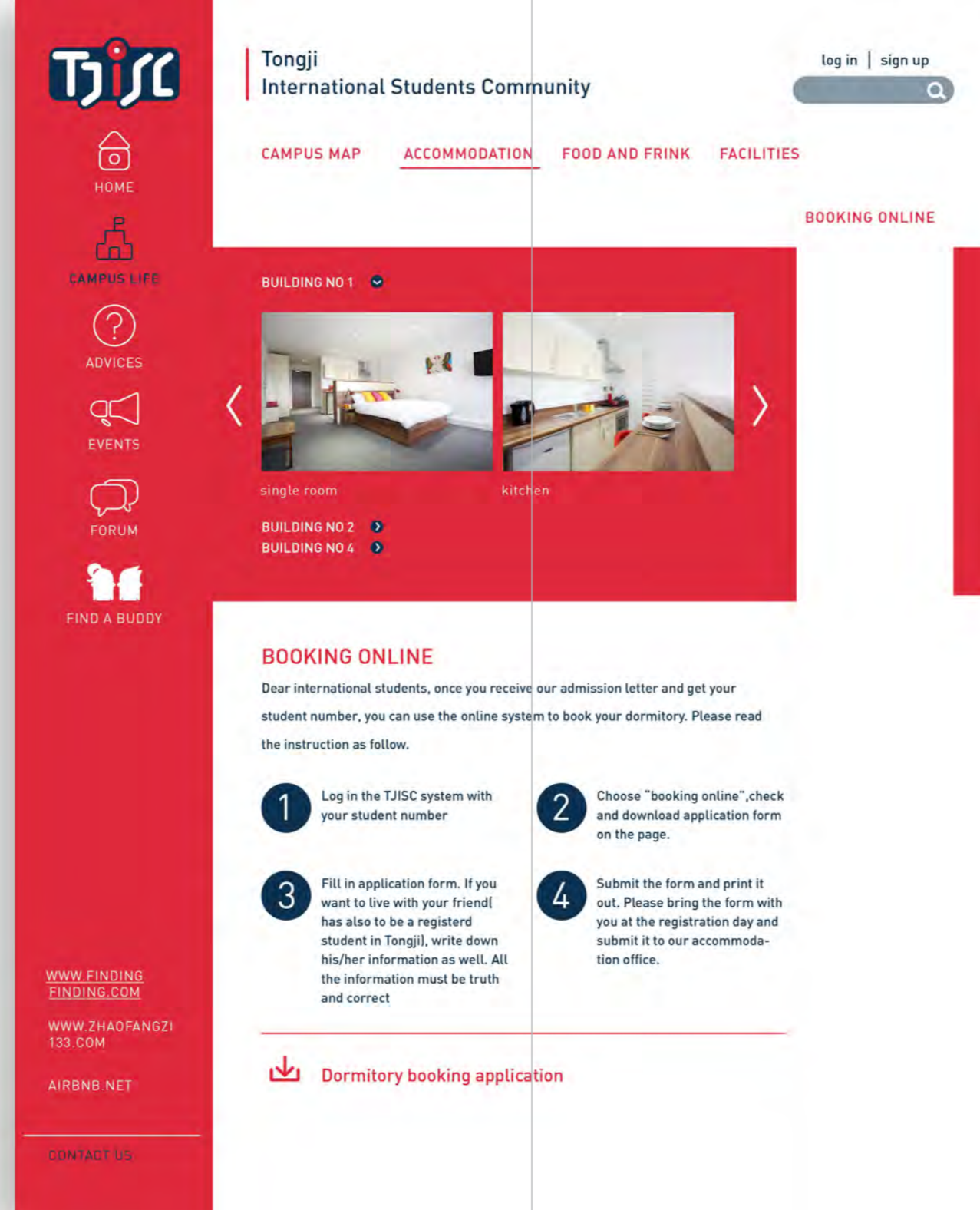
On the inquiry page of campus map, as shown in Figure 6 - 7, instructions are given on transportation from the train station, airport, etc. to the all campuses. The second section is a list of each campus' map with images that can be enlarged and downloaded. To require for airport pick-up service, international students need to fill in application forms and contact with Chinese students through buddy program. Landscape images are positioned at the bottom to present a brief view of the campus. When viewing maps(Figure 6 - 8), students can enlarge or shrink the images and switch campus by clicking left-arrow or right-arrow. The link

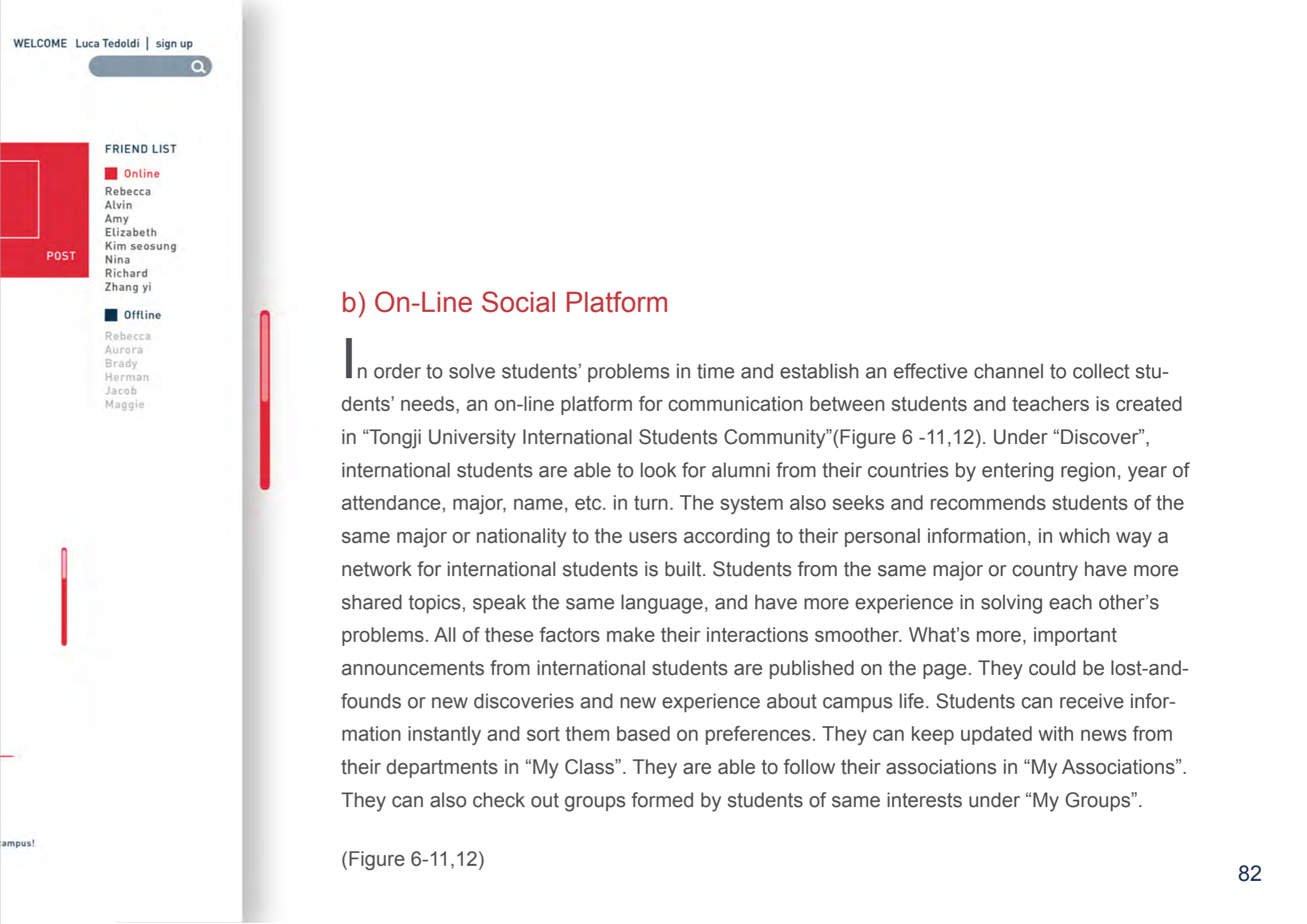
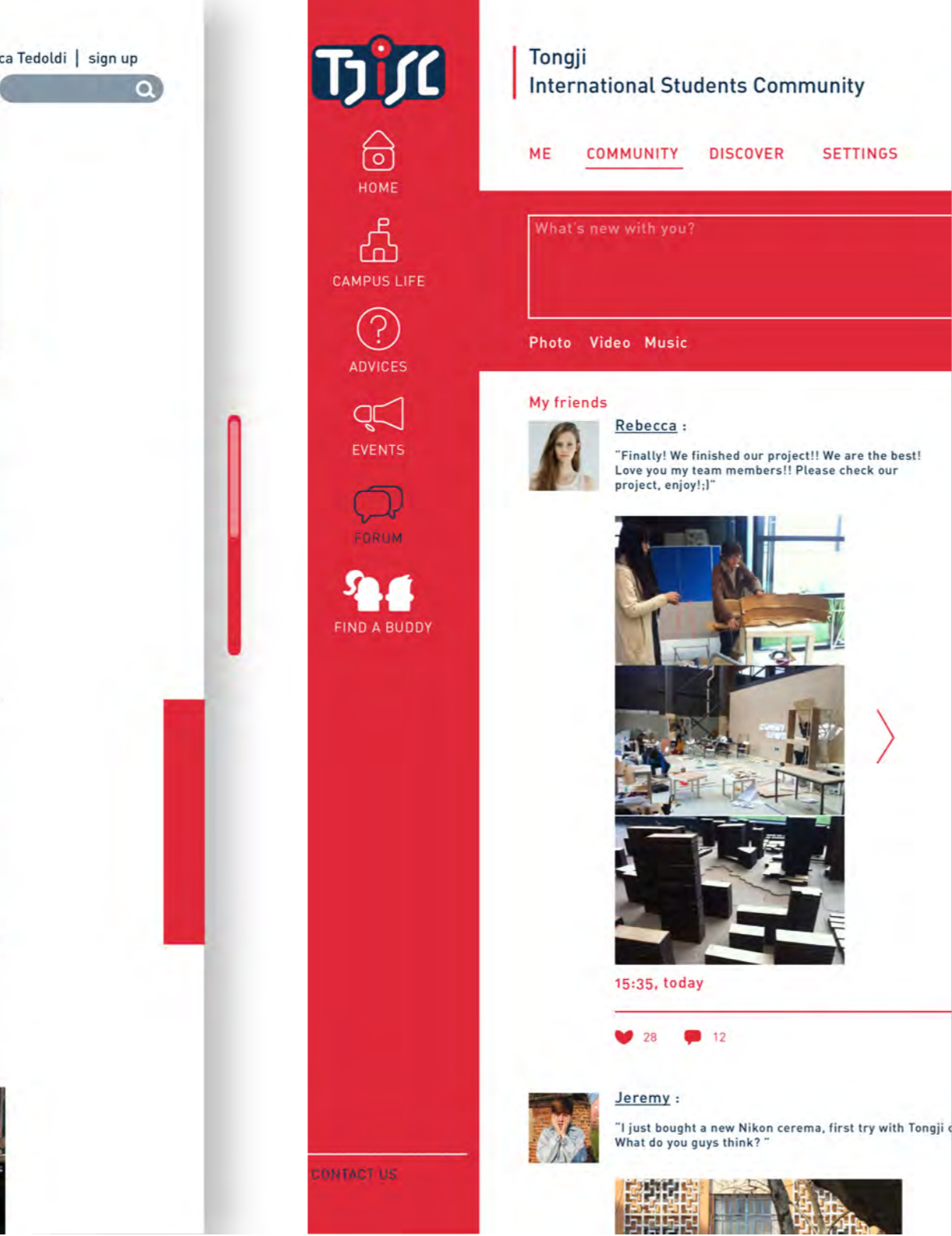
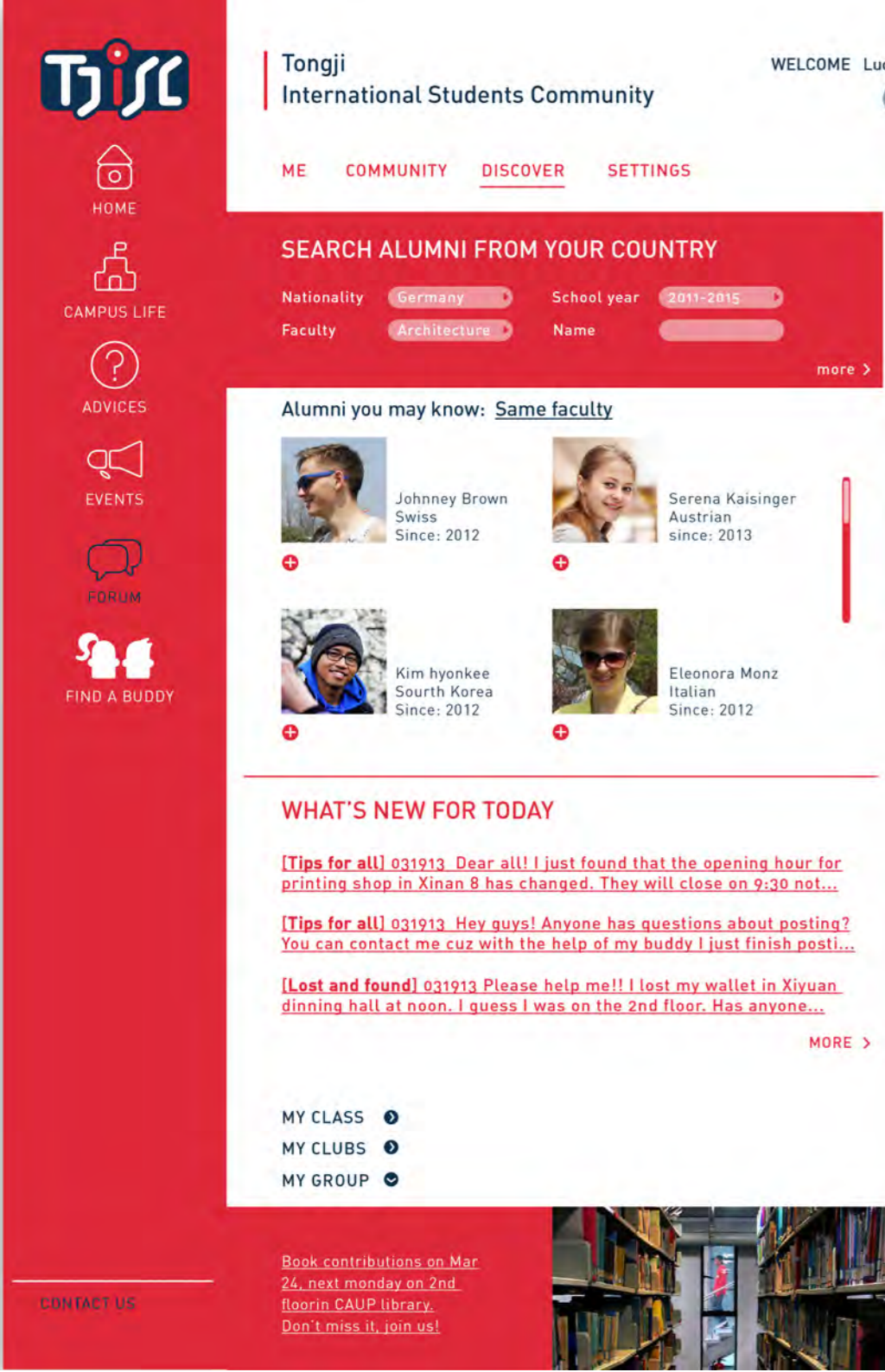
(Figure 6-7,8)

below leads to a registration map with locations of all the buildings students have to go for registration. Name and function of each building are given on the right side. With this map, students are able to gain a basic understanding of the campus and avoid getting lost. Furthermore, a map of Shanghai is attached along with web links to other city maps and transportation inquiry sites. By reading the sites mentioned above, students will obtain a more integrated knowledge about transportation routes and the surroundings.

The inquiry site of on-campus accommodation is presented in Figure 6 -9. A basic introduction to accommodation in all campuses is given, followed by fees for different dorm buildings and various types of students in tables that appears unambiguous to the readers. Students can check out dorm pictures and on-campus living policy in the remarks column on the right. Application form for off-campus living is available online for students to download and complete. Going down the page, there is an on-line room-picking service as shown in Figure 6 - 10. Two people, both are international students in Tongji University, can choose a double room. After submitting and print out the application forms, international students are to complete the procedure in accommodation management office with printed application forms on registration day. This human-based service offers convenience to students in accommodation and save both time and labor for administrative staffs. In addition, the service provides several reliable house lease websites for students who want to live off-campus. These websites have been subjected to strict verification to guarantee students' safety. For letting agencies, placing housing information in the community, where they are directly exposed to students, enables the information to be better used and exchanged.

(Figure 6-9,10)





b) On-Line Social Platform

In order to solve students' problems in time and establish an effective channel to collect students' needs, an on-line platform for communication between students and teachers is created in "Tongji University International Students Community"(Figure 6 -11,12). Under "Discover", international students are able to look for alumni from their countries by entering region, year of attendance, major, name, etc. in turn. The system also seeks and recommends students of the same major or nationality to the users according to their personal information, in which way a network for international students is built. Students from the same major or country have more shared topics, speak the same language, and have more experience in solving each other's problems. All of these factors make their interactions smoother. What's more, important announcements from international students are published on the page. They could be lost-and-founds or new discoveries and new experience about campus life. Students can receive information instantly and sort them based on preferences. They can keep updated with news from their departments in "My Class". They are able to follow their associations in "My Associations". They can also check out groups formed by students of same interests under "My Groups".

(Figure 6-11,12)

(2) Off-Line Events Organization and Participation

a) International Students Orientation Week

It is found that orientation week is used as a means to help international students with adaptation in a number of universities. The majority of interviewees state that it aids them in obtaining knowledge of the school and serves as an excellent transition from their arrivals to the start of study. This service and those existing events that focus on adaptation can jointly enrich the orientation week and achieve maximum impact.

There are a variety of lectures and promotion campaigns. Lectures of different themes are held during adaptation week. For instance, in order to emphasize school policy, security lecture is held to clarify prohibited behaviors on campus to international students. The school also plans instructive lectures on the use of campus facilities, such as borrowing books from the library, applying for the use of sports stadium, applying for a fitness card, etc. At the same time, the Student Union and other on-campus associations organize promotions campaigns for their events that attract international students to be engaged. Students can even register on site to join the associations.

Campus tour led by Chinese students is widely open to international students. Student's manuals and printed campus map will be distributed to the students during the tour. They can discover every building in the campus based on the map. Students are able to find out ways to feed their needs according to information on shopping, printing, the use of One-Card, etc. Moreover, it is a chance to solve international students' shared problems, such as access to internet in the dorm, recharge of One-Card, etc. Offering solutions collectively reduces the pressure of staffs from repeatedly dealing with individual problems and, as well, improves students' communication competence and organizational capacity.

Meeting with alumni is one of the events during orientation week. The author, before going to Italy, has acquired plenty of practical information by consulting with alumni of same major who had studied in the same school, which was an aid to the adaptation. Students report that the new life will be smoother under the guidance of "experienced" students or students from their own regions. Thus, a meeting with compatriots, fellow students of same major or even alumni will help solve students' problems more specifically. International students can privately contact with alumni through "Tongji University International Students Community" and arrange meetings. Meanwhile, each department can individually organize kindred events for its international students.

ENJOY AMAZING CHINESE FOOD IN TONGJI

The Centre caters students and staff in Tongji University. There are 8 students canteens, 6 restaurants and 1 bakery, 1 minority style canteen and 1 senior teachers' canteen the Food Centre. The Centre can cater more than 30,000 students and staff at the same time.

SIPING CAMPUS

JIADING CAMPUS

SEASON SPECIAL



SORT BY TYPE FLAVOR **DINNING**

XINTIANDI F1 (North)



BRAISED FISH FILETS WITH GINGER SLICES

58
12

braised fish
garlic
green pepper
red pepper



FRIED PORK SLICES WITH SALTED PEPPER

32
8

port slice
red pepper
cabbage
zucchini



SAUTÉED SPARE RIBS WITH GREENS

15
21

pork
eggplant
cucumber
carrot
garlic



SIZZLING TOFU WITH SCALLION

43
9

tofu
scallion
red pepper



SAUTÉED SHREDDED PORK FILET



SPRING ROLLS

ENJOY AMAZING CHINESE FOOD IN TONGJI

The Centre caters students and staff in Tongji University. There are 8 students canteens,



HAVE MEAL WITH BUDDY !

FRIED PORK SLICES WITH SALTED PEPPER

port slice/red pepper
cabbage/zucchini

WINDOW NO 3/7/9,
XINTIANDI DINNING HALL F1
JIADING CAMPUS



supper spicy!!! But I love it!!

Best chinese dish ever! Don't miss it.

A bit too salty... But ok for me.

Guys you have to try this!!!



SAUTÉED SPARE RIBS WITH GREENS

15
21

pork
eggplant
cucumber
carrot
garlic



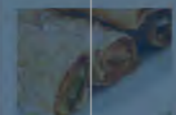
SIZZLING TOFU WITH SCALLION

43
9

tofu
scallion
red pepper



SAUTÉED SHREDDED PORK FILET



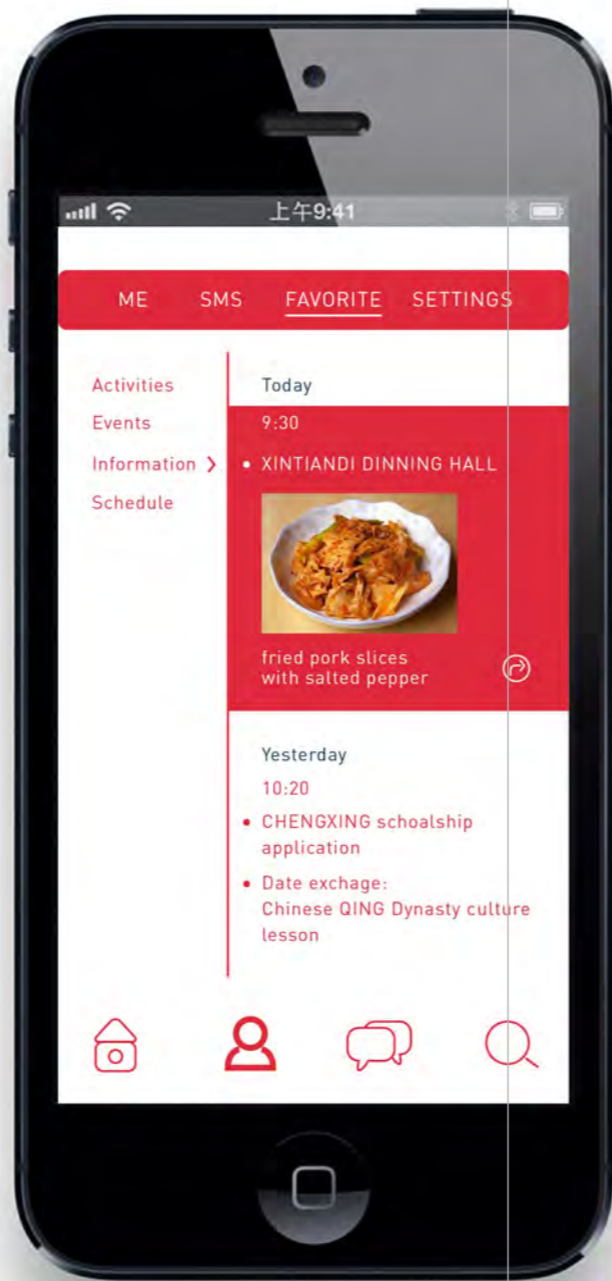
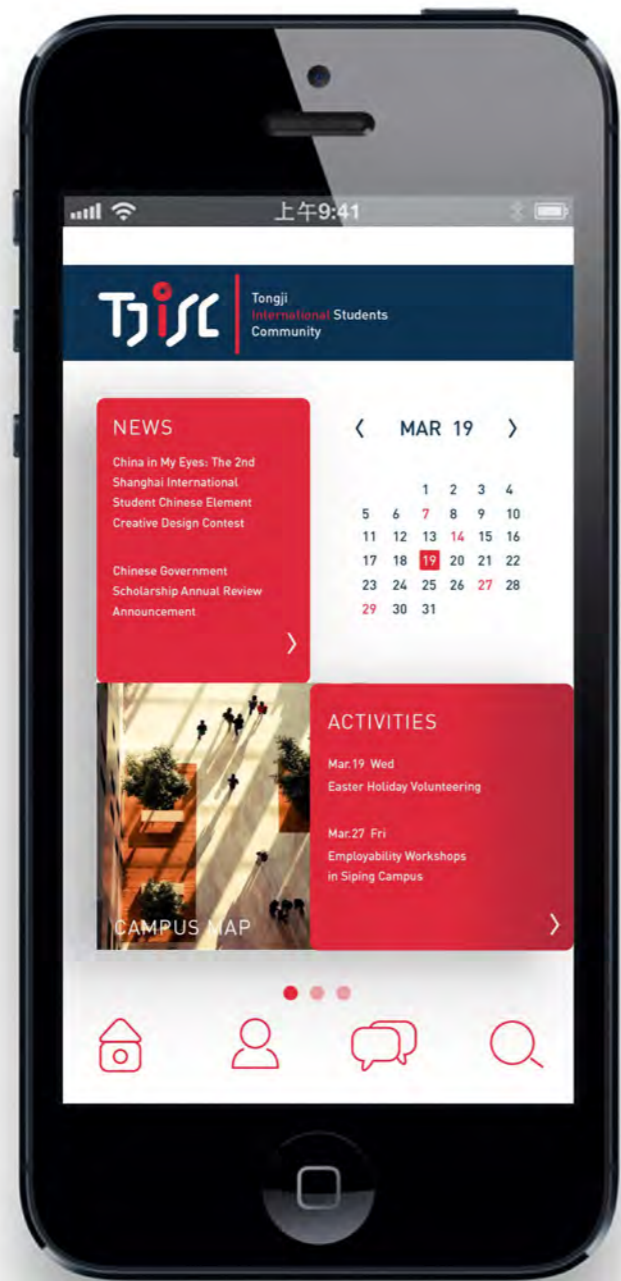
SPRING ROLLS

c) Events Organization

Ahead of the events, promotion campaigns are to be held online and offline. During the activities, there should be note takers and photographers who record the process in the form of words, pictures, and videos, which will be posted afterwards. Meanwhile, international students are encouraged to comment on the events on BBS. The true experience and feedbacks from the students allow the events to be more complete and effective.

As mentioned before, international students can check dish information on line (Figure 6 - 13,14), and get others' comments and feedback on the dish as well. After acquiring the location information of dish, international students can download menu on their phones through service app (Figure 6 -15,16,17). As ordering the dish, they could show the dish they would like to eat directly without have language problems. In addition, international students can invite their buddy's to have meal together through service app.

(Figure 6-13,14)



For those international students who want to organize events, school offers both support and an announcement platform. Students can post announcement on “Tongji University International Students Community” to promote small events. If big events are to be held, students need to acquaint with the process of applying for on-campus events hosting during orientation week, through websites, etc. They need to estimate expenses, sites, crew, safety, etc. which has to be verified and permitted by school officials. International students can also seek assistance from Chinese students and associations like the Student Union through “Tongji University International Students Community”.

(Figure 6-15,16,17)



(3) Campus Living Service System Testing and Feedback

When the campus living service system has taken shape, the author asks for feedbacks from international students, teachers, and administrative staffs who have been interviewed. Generally, the design is evaluated to be feasible and practical. The graphic design of the website tends to be proper, concise, and decent. Followings are conclusions of the feedbacks.

There is concern about who is in charge of operation and maintenance of the service. The service designed to be lively and youthful, can be managed mainly by students. However, teachers or staffs from International Students Office and the International School of Tongji University need to share responsibility so as to guarantee students' information security and campus civilization. The service design can be linked to the official website of one of either section as a "blog-roll".

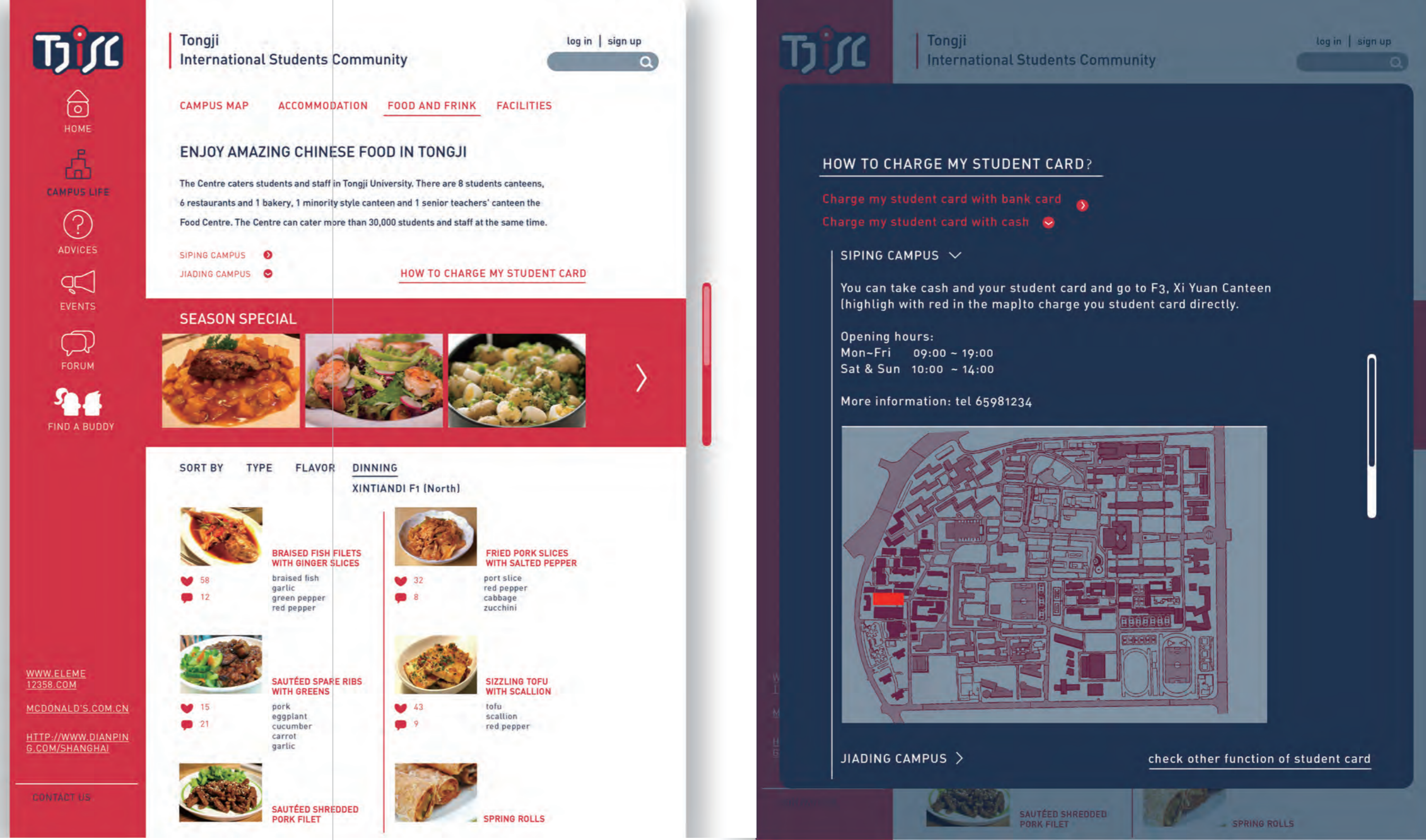
Part of the teachers claim that it is unrealistic to increase students' stickiness towards "One Helps One" program by the credit system. This service focuses on campus living; thus, it should not be overlapped with credit system which is academic. Material rewards are allowed under the budget of each organization or department.

The suggestions on dining service are reasonable, according to teacher in Logistics Department. Students from Logistics Support Department and Right Protection Department of Student Union can jointly work on inputting dishes' information. The idea of adding English signs in cafeteria, which is hard to achieve presently, is eliminated for further consideration.



International students who are interviewed again are generally positive about the service. They also offer suggestions on multiple respects including the webpage for dish information. They propose that the instruction of recharging Student-Card be added as a new function. The author adopts the advice and makes adjustments as follows (Figure 6 - 18,19). When students click “How to Recharge My Student-Card”, a webpage will appear with two sections which are “Recharge with Bank Card” and “Recharge with Cash”. The two sections are further broken down into “Siping Road Campus” and “Jiading Campus”. Take Siping Road Campus as an example. Specific location for cash recharge, opening hours, and direction are provided for students’ convenience. At the bottom right corner, an option named “See More Functions of Student-Card” is set to explain other functions of Student-Card, including its usage in library, loss, freeze, etc.

(Figure 6 - 18.19)





SIPING CAMPUS

Badminton Court Location: the second floor of South Gymnasium check location map

Opening Hours: 9 a.m.-9 p.m.

Court: 4

Ticket Booking: 8:30-11:00 a.m., 1:00-4:00 p.m.

Booking office: Sports office near basketball court.

Tel: 659837777

PLEASE BRING STUDNET CARD WHEN BOOKING. MAX 2 HOURS FOR PER STUDENT FOR EACH RESERVATION.



INVITE YOUR BUDDY NOW!

Basketball The east basketball court Location: opposite the second canteen

Opening Hours: 24h

Ticket Booking: free

The north basketball court Location: to the north of the commercial street

Opening Hours: 24h

Ticket Booking: free

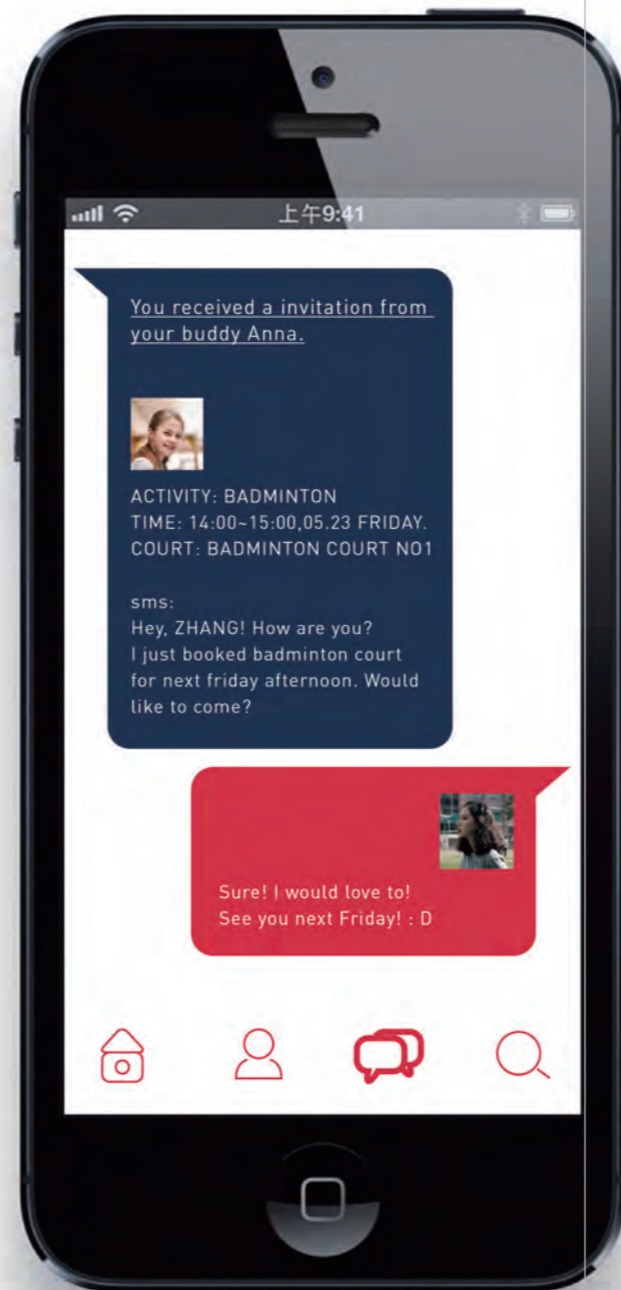
The northmost basketball court Location: near the West-area 3 dormitories

Opening Hours: 24h

Ticket Booking: free



INVITE YOUR BUDDY NOW!



In addition, a number of international students find that the dining service is rather helpful and hope that same service would be offered in reservation for athletic fields. This idea is adopted and an example of reserving badminton court is presented in Figure 6 – 20, 21. Students are able to view basic information and booking process of all the campus facilities. They can also invite their friends by sending reservation information through the corresponding mobile application.

Attention also turns to channels for Chinese students to approach the service. The author considers informing new students in an attachment with the admission notice. Meanwhile, promotions can be held with International Department of the Student Union, English Association, School of Foreign Languages, etc. Promotion campaigns can also be included in recruitments of various associations at the beginning of each semester. Logo of this service will appear on the clothes during events and brochures to build up the brand. With the expansion of brand influence, the service will receive stronger engagement of both Chinese and international students.

(Figure 6 - 20.21)