

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

THE SERVICE SYSTEM OF AGED SERVICE PLATFORM IN CHINA

ACADEMIC TUTOR
BEATRICE VILLARI

THESIS BY
CHAN HANZHANG
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ABSTRACT

Aged service refers to providing indispensable life service for elder generation so that to meet their basic both material and mental living demands. The aged service in China is still in transitional period now, which is different from that in Western Countries. Due to the huge requirement for the aged service market in China, the current service system supported by the government is far from meeting this increasing market demand. Whilst, given the fact of aggressively developing aging population, aged service is changing from the simple government-controlled system to a much comprehensive situation which combines with government-purchased aged service and various private elderly services in the market.

Right now the development of diverse elderly services has already resulted in a subdivided market in this area. Meanwhile, there is not a stable and effective approach for target population to search the detailed information on the pension service. The purpose of this thesis is to establish a platform, similar with TAOBAO, AMAZON, eBay etc. where people are able to easily compare and find the proper aged service via bridging the target population who need elderly service and the service providers. On the other hand, due to the specific political system in China, government is able to supervise the entire pension service market through this platform.

Based on the particular market environment and consumer background in China, the author together with the collaborated company (YI YANG Online) is intend to establish an aged service platform which is suitable to Chinese market situation. This platform will create a bridge between service industries and their customers by utilizing both online and offline channels. It should be noted that this platform is encouraged also supervised by the government, and this platform will immediately start build the system and test-run after its successful launch.

Key words: aged service, service system, platform, provider, demander, government, YI YANG Online

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Chapter 1

Introduction

1.1 Background of aged service

In this chapter, the current status of aged service in China will be introduced. It includes the aged population, market of aged service, policies of the government, current status of aged service and the trend of aged service being analyzed as well. Moreover, YI YANG online as the cooperative company will be introduced as well.

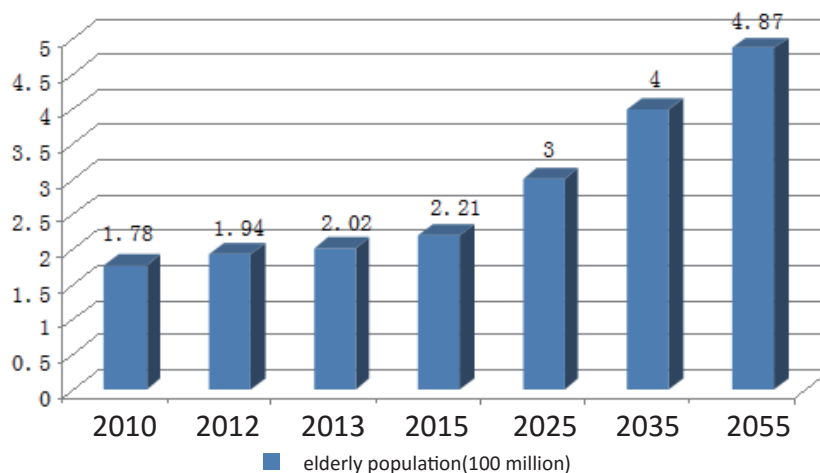
1.11 The current situation of aged service in China

One. Aged population

Firstly, the aged service must be clarified. Aged service refers to providing indispensable life service for elder generation so that to meet their basic both material and mental living demands. The aged people who require aged service in China are defined as those citizens above 60 years old(internationally, it is 65 years old).

As the World's most populous country, China's aged service is in preliminary stage. On 3 September, 2014, the Treasury Department China, together with three other departments issued "Notice of purchasing aged service" which clearly specified that up until 2020, a improved service system will be build for government to purchase aged service and promote the establishment of aged service system with improved functions, moderate scale and wide coverage of urban and rural areas.

Up until 2013, the old people who are 60 years old and above are 202.43 million in China which takes about 14.9% of the total Chinese population. Among them, the old people who are 65 years old and above are 131.61 million. To make it more understandable, all over the world, the only country whose old people are more than 100 million is China and the 200 million Chinese old people

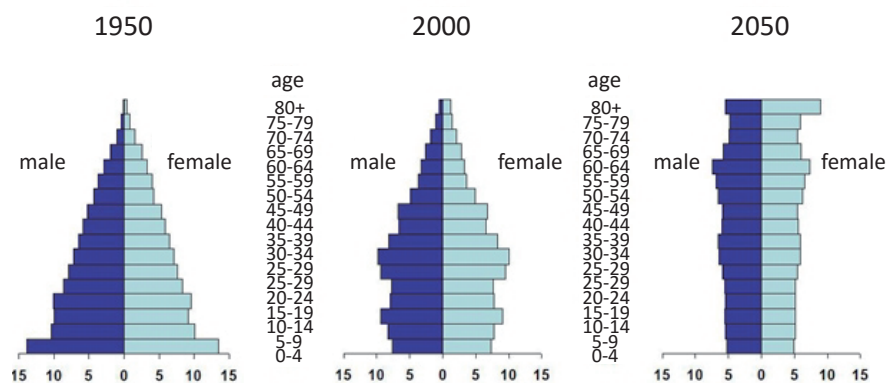


Graph 1.1 the population of old people in China

are almost the same as the total population of Indonesia, furthermore, the number is greater than the total population in Brazil, Russia, Japan and so on. These old people rank top 4 in the world if being regarded as the population of a country.

In 2014, there are at least 212.4 million old people who already 60 years old in China(it takes 15.5% of all Chinese) and more than 137.5 million elders(older than 65 year-old) in China-it takes 10.1% of all.

According to Chinese government’s strategy of controlling the population—making the Chinese population stay at 1.5 billion, so from 2030 to 2100, there are at least 350 million oldies in China. According with the trend, the peak value of the number of elder will comes around in 2050,the old people all over the world will be 2.02 billion and the number in China will be 450 million which takes about 1/4 of these old people in the world. And after 2050, the number of over 80 years old people will stay on 100 million.



Graph1.2 the population structure of old people in China

Obviously, China will confront serious aging of population(If the old people who are over 60 years old in a country and takes more than 10% of the total population or the elder who are 65 years old or above takes more than 7% of the total population, it means the nation or region are in aging society). According to data of U.N., China entered the aged society in 2000(the old people who are 65 years old and above take 7% of the total population) and it is expected to become the complete aged society in 2025.(the old people who are 65 years old and above take 14% of the total population) Compared to takes 50-70 years in developed country, it takes just 25 years from enter the aged society to complete aged society in China.

Two. Market of aged service

In China, when people talk about “old people”, what comes first in Chinese mind that is a group of people who walk in a hobble and infirm, sick or poor. Therefore, they must be taken care of by families, communities or gerocomiums. However, in addition to those who have lost independent living capacity and need nursing badly. There is another aged group has neglected which are old but healthy, energetic and living in a happy and quality life. The healthy old people will be the main subject of aged industry which has great business potentiality, while, it also brings great benefits to the society . And the vast number of elder means the huge market of aged service.

In 2014, the number of Chinese elder's consumption scale up to 4 trillion Chinese Yuan, about 610 billion dollar. At the same year the GDP of Italy is 2.1 trillion dollar, that means just the Chinese elder were spend more than 1/3 GDP of Italy in one year. Until 2020, this number will rise to 8 trillion Chinese Yuan, in 2050, it could be 106 trillion(about 18 trillion dollar) and it will take about 30% of the whole GDP in China. From this view, China will become the country with the biggest potential of aged industry globally.

According to the data of State Statistical Bureau, now, the elder who are 60-70 years old takes 55% of the aged population; among them, the number of old people who are 60-65 years old is 78.14 million which takes about 35% of the aged population. Obviously this group of elder have highly strong demand for aged service and consumption ability. For example, the aged travelers take 20% of all travelers all over the country, 4 times per year for a old person averagely.

Three. The consumption habits of the elderly in China

Firstly, let have a close look of the aged group: according to the definition of old people who are 65 years old and above, most of the these elder were born before 1951 and growing up in the hard time of economics in China, it led their life, pinching and scraping.

After retirement, the main income of them is pension and the average amount is raised from 714 Yuan in 2005 to 2200 Yuan in 2015 and it is expected to increase to 2350 Yuan in 2016 per month.

Although the medical insurance system is enhanced continuously, the pension will run behind their expenses once they are sick and needed nursing care because of physical deterioration / accident.(the basic housekeeping service charge is 2500-3500 Yuan/month in China). Therefore, for the elder who were born before 1951, the pension is absolutely not enough for them to tackle all the problems faced by themselves. They rely more on their own savings and their children.

From another perspective, the situation for old people in the next 10-20 years will be much different. They were born in 1950-1970 during which they underwent Reform and Opening-up and the explosive growth of economic. As the one-child policy implemented at the end of 1970s changed the traditional Multi-Children family structure, they had pervasively accumulated large sums of assets and relatively superior living conditions. For this large number of the future elder(the baby boomers after the War2), their physical conditions, mental status, economic conditions and demands are quite different from the previous generation. Vice president of Research Association for Institutional Reform in China, the Chairman of the Ma Hong Foundation, Li Luoli calls the elderly people who will live in a aged life in the next 20 years as "Four Owned old people"-- have healthy body, have knowledge, have energy and have economic capacity. And the important is this group of people has gradually become the main force in the development of the aged service industry.

According to the background of old people in China, the main consumption features of elder in China pointed out by the author of "Decoding the Old People: Consumption Features of Old Customers":

1. Depend on their experience and have stable consumption habits.

Almost old people have formed mature consumption habits by referring to their long-term purchasing experience. Generally speaking, they are not willing to try new products, but maintain a strong consumption desire of a brand for a long-term, that is to say, they have a high degree of loyalty to a brand.

2. Pursuit of convenience and service quality

The consumption good of elder people are characterized by easy use and operation and good quality, as the old people are not as agile as the young people in terms of action and thinking ability. Likewise, for aged service, the old people will pay special attention to service quality.

3. Prefer to the nearby offline shopping

Being aging year by year, the physiological functions of the elderly are degraded, their energy is no longer sufficient, their movement is no longer agile, so the elderly will try to choose the nearby mall when consumption as it is much convenient for them. At the same time, although the Chinese old people are happily grabbing the Red-Packets on Internet and chat by WeChat, but their utilization rate of mobile payment is only 5-10%. Compared to the middle-aged and young people, the elderly prefer to the conservative offline mode for consumption and payment.

4. Accompanying consumption

Human beings are social creatures, so old people like to be accompanied more than alone when they go out. Their companions can be children, peers, friends and neighbors and so on.

5. Compensatory consumption psychology

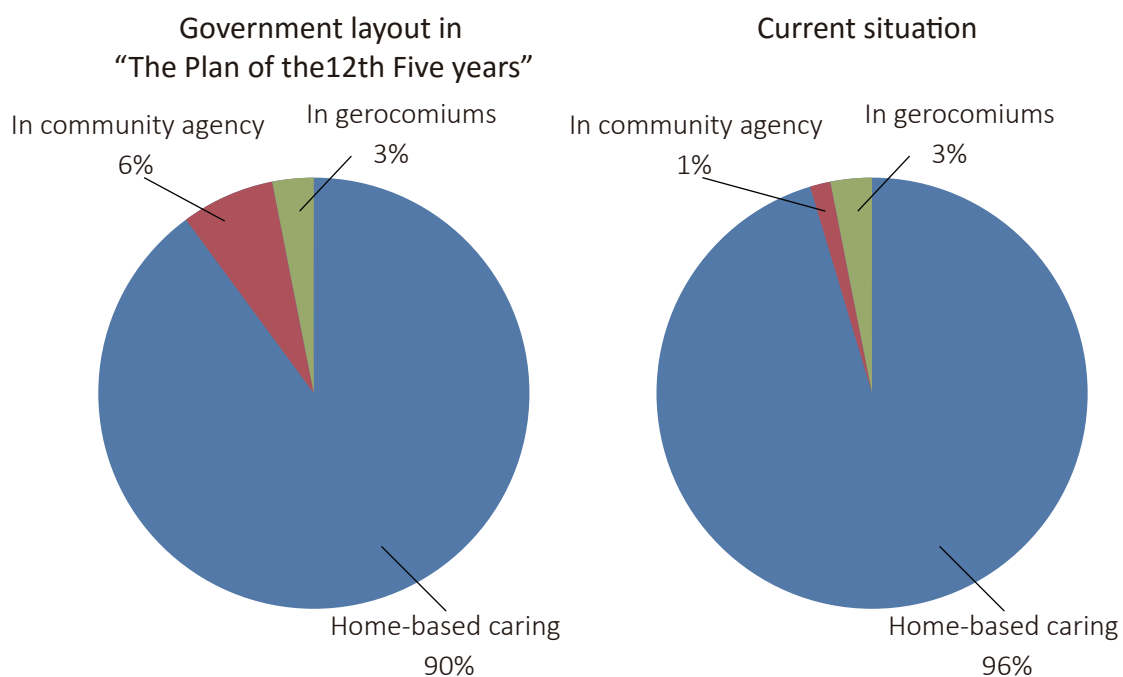
The old people with such consumption psychology are basically those who have experienced in hard time during 1960-1978. At that time, because of economic conditions, people tried to save money on food and expenses, which made their material and spiritual life be relatively simple. So when they get rid of the hard work and the heavy family burden, they will have a strong desire to purchase in order to make up for some regret and meet compensatory consumption psychology for better material life and comforts.

6. Structure of aged demand

Because of declining of physiological functions, the structure of demands of old people is also changed compared to that of the young consumers. It is mainly manifested as the consumption of nutritional food, health foods and products takes a large proportion.

Four. The current state of aged service in China

In the year of 2015, a document issued by the Ministry of Civil Affairs, the National Development and Reform Commission and related departments, known as the Suggestion of Encouraging Private Capital Investment on Development of aged service, had pictured the new face of the aged service system in China in the year of 2020. The new system will be largely based on home-base aged service (90%) with the complement of related aged service communities (7%) and facilities (3%) to provide multi-functional, large-scale aged service covering both urban and rural areas. The Suggestion also specified the development plan for the three elder caring models: home-based elder-care, retirement community agency and gerocomiums, as the main frame of elder-care practice. However, the current elder-care system is providing 96% of the service with home-based caring, 1% with communities and 3% with gerocomiums.



Graph 1.3 the percentage of 3 types of aged service

The three models mentioned above are also considered as the principal forms of elder-care by most of the countries in the world. Home-base elder caring refers to the aged care service provided by family members in tradition. Retirement communities are often organized by governments or civil organizations providing small scale, professional service to senior citizens with facilities accessible from their home. They provides services in the environment familiar to the customers as an extension of their homes. Lastly, gerocomiums are residential facilities with professional personnel providing full habitation home-like services to senior citizens out of their home.

According to the level of health and special care required, senior citizens can be classified into three categories: healthy seniors, seniors who need special health care and seniors requiring palliative care. Currently, most of the elder care services are focused on the senior citizens who need special health care or palliative health care leaving the health seniors largely unattended. Such lacks of proper service system, service platform, service quality and detail attendants have become a global issue for national elder-care.

According the China Elder-care Facilities Development Report published in 2014, there were about 94,000 elder-care institutes in China up to 2014 providing full habitation caring capacity for 4,746 million people which accounts for 1 or 2 people out of one hundred seniors, significantly less than the capacity of providing 5 to 7 full habitation caring to every hundred senior in developed countries. The imbalance between the need for high quality elder caring and the capacity of providing such service results concerning conflict in China.

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Figure 1.1 the facilities of aged service in China

A research on private aged service facilities in China conducted by the China National Committee on Aging showed that 87% of the private elder caring institutes only provide service to senior fully capable of self-care, 10% provide nursery and recovery service and palliative service is only available in about 3% of these institutes and 76% of these aged service facilities in China are located within cities. Compared to other countries, institutes with available medical service are significantly insufficient and most of the aged service institutes provide no more than basic residential service while the need of elderly nursery outreaches their capacity and expertise.

Overall, the main reasons for failure on providing effective service are:

1. low quality of aged service,
2. lack of properly trained staffs,
3. insufficient medical and nursery facilities and expertise.

However, despite the great need for service, the vacancy of elder-care institutes reached a high level of 48%. Amid these institutes, only 19.4% of them are running on profit, 32.5% of them are operating in loss and the other 48.1% are manage to maintain the balance, which means most of these facilities are not be able to provide service to meet the needs.

Most of the elder-care facilities locate themselves on either the highest end or the lowest end of the system. They are either providing only limited basic aged services or expensive high-end aged services, while only a few of them provide middle class caring service that meets the need of most senior citizens. On the other hand, these institutes are mostly located on the east coast within the main cities than the west inland and most of them are complete public owned rather than public owned facilities under private management or private facilities.

1.12 The Trend of Aged Service in China

According to the plan on the Suggestion of Encouraging Private Capital Investment on Development of Elder-care Service, where 90% of the aged service will be provided in home-base and 7% by community agencies and 3% by gerocomiums , and the privatization of aged service market, the future trend in China can be projected as:

1. Multifaceted Development in Aged Service

Aged service can be extended to various service area including medical care, commercial trading, traveling and culture management and real estate.

2. Market Development on Private sector

Although the aged service has always been mainly funded by social insurance, with the development of modern society and the emergence of specialized industry, some of the aged services are available in the market and support by the government to share the workload of public service.

Privatization of the aged service could bring profit to the aged service industry and contribute to the increase of national economy.

3. Community Development of Traditional Aged service

As the traditional home-base elder caring function weaken by the increasingly heavy street caused by the development of the society, aged service in community become more desirable. Aged service in community is able to fulfill various requirements of senior citizens using local resource without departing them of their homes where they are deeply emotionally attached to. By appropriate management of home-community relationship, cost of the resource used to satisfy the needs unique to seniors could be minimized.

4. Aged service plus the Internet

With the development of technology, internet has become an important part of daily life. Making aged service available and approachable through the internet could improve the aged service market and help to develop and optimize the service content.

5. Aged service combine with Medical Health Care

The unique requirements of the senior citizens are the result of irresistible aging causing decrease on body functions which make them more susceptible to most type of diseases. Medical health care as necessary protection against these diseases is a crucial part of aged service to improve the life quality of the seniors.

1.2 YIYANG Online

YIYANG Online is a subsidiary corporation of Hunan EmpireSoft Technology Co. Ltd. Which was found on 2002 working on sale, development and design of computer software and hardware. It specializes on software engineering and informatics system service and be responsible for the development of multiple systems used by different departments of Human government. In 2015, it generated a revenue of ¥41.43 million of which ¥15.35 million net profit.

The YIYANG Online was found in May 2015. It is dedicated to provide online aged service and be responsible for the development of the online platform and related technical support and acquiring related licenses.

The YIYANG Online can be reached on both official website and social platform. It is now only publishing government aged service policy and advertising and organizing off line community activities for senior citizens.

They specifically states their role as an online aged service platform, however, they have not clarify their business model, neither actual aged service nor individual service customers. They are in urgent requirement of knowledge of customer needs and a clear service direction and range. In this

paper, by close collaboration with the staffs on YIYANG Online, the author helps them address the market niche and develop trouble-shooting strategies on user requirement research, service system design and the trial operation of service department.



Figure 1.2 the website of YI YANG Online before design

As the picture shows, with the YI YANG Online website, there are just some news about aged service, the government policies of aged service and few of the activities for the elderly. It likes a government official website.

For what the project will do is to help YI YANG Online find out their own business mode and the detail of their own service. It include the research of the aged service and service user, make the direction of their own service and the service system(how the service working)

Chapter 2

The purpose and significant of the project

2.1 The purpose of the project

The purpose of this thesis is to establish a platform, similar with TAOBAO, AMAZON, eBay etc. where people are able to easily compare and find the proper aged service via bridging the target population who need elderly service and the service providers. Right now the development of diverse elderly services has already resulted in a subdivided market in this area. Meanwhile, there is not a stable and effective approach for target population to search the detailed information on the aged service. On the other hand, due to the specific political system in China, government is able to supervise the entire aged service market through this platform.

2.2 The practical significance of the project

The author will conduct an in-depth research into the user needs and the market. Based on the summarization of the user needs, the author will propose several service types, and then propose the whole service system of the aged service platform. In the perspective of information acquirement, the author will analysis the user requirement for the information acquirement, and convert it into the feasible service solutions. In the perspective of experience providing, the author will summarize the experience points base on the case studies and user research, and integrate the experience points into the service system.

2.3 The time-line of the project

-  The situation of elder in China
-  The current condition of YI YANG Online Co.,ltd
-  Do the fieldwork for some organizations of aged services
-  Discussing the available model for the aged service platform



Figure 2.1 the research content

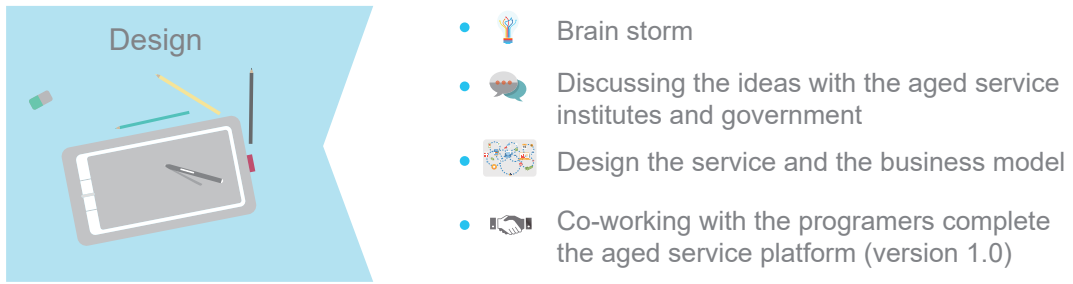


Figure 2.2 the design content

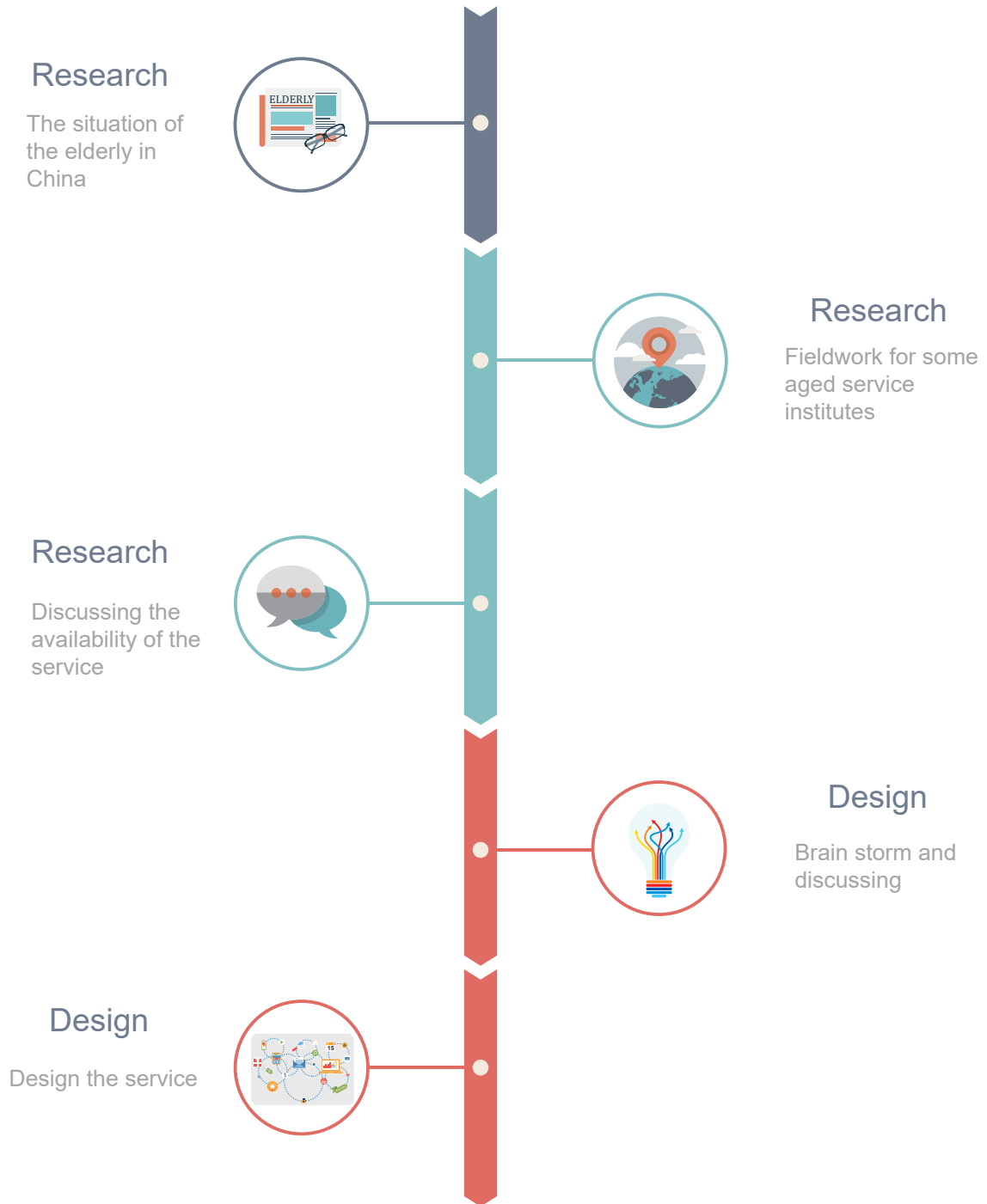


Table 2.1 the tiem line of the project

2.4 Research framework

Thesis is divided into five chapters: Chapter 1 is introduction; Chapter 2 is the purpose and the significant of the project; Chapter 3 is the user research of the aged service and the case study of service platform; Chapter 4 is the the aged service system design; Chapter 5 is the summary.

Chapter 1, introduction

This section discusses the research background which include the situation of old people and aged service in China; the market of aged service in China; the consumption habits of Chinese elder and the conditions of YI YANG Online.

Chapter 2, the purpose and significant of the project

In this chapter, the author analysis why will design the service system and the significant of the service system.

Chapter3, the user research of the aged service and the case study of service platform

The main purpose of the research is to understand the needs of the target users.meanwhile do the case study of the similar type service system with other area.

Chapter 4, the the aged service system design

Based on the research of user in Chapter 3 ,Chapter 4 proposed the conceptual design of the service system. The author used the user journey map and system map describe the whole service process,and designed the service touch points.

Chapter 5, summary

In this part, the author summary the whole process of the thesis, the result of the research.

Chapter 3

The user research and case study of service platform

3.1 Case study of platform service

Before the case study, there is a list about some service platform and in which area they are success. The Wechat, Taobao, JD.com, Di Di, Ctrip, ele.me are from China, among of these service, Wechat and Taobao have their own instrument of payment. And for YY, it is the only one platform transact with totally virtual items.

Table 3.1 list of existing service platform

| Name | AREA |
|----------|---|
| Wechat | social voice chatting, third-part sevice and Wechat pay |
| Taobao | electric commercial online shopping and Alipay |
| Facebook | social networks and sharing resource |
| Airbnb | home stay service for sharing the house |
| Booking | online hotel booking service |
| Ctrip | online booking service for the whole trip process |
| Di Di | city car sharing and taix service |
| JD.com | electric commercial online shopping and their own express service |
| ele.com | online take-away service |
| YY | online video and communication service |

3.11 Case study—TAOBAO(Alibaba’s online shopping platform)



Figure 3.1 the icon of Taobao tools

TAOBAO is a Chinese website for online shopping similar to eBay, Amazon and Rakuten that is operated in China by Alibaba Group.

Founded by Alibaba Group on May 10, 2003, Taobao Marketplace facilitates consumer-to-consumer (C2C) retail by providing a platform for small businesses and individual entrepreneurs to open online stores that mainly cater to consumers in Chinese-speaking regions (Mainland China, Hong Kong, Macau and Taiwan) and also abroad.

Taobao Marketplace had more than 5 million registered users as of June 2013 and hosted more than 800 million product listings. There are over 60million visitors per day, and selling more than 48 thousand products every minute. In 11/11 2016 Taobao festival, it creates a new record of turnover: 120 billion and 700million Chinese yuan in a day.

Let’s see how TAOBAO’s service platform works. Most people used to shop through a third-party at the early 21th century. If one planned to buy Nike shoes, for instance, he would find them at a store—a place that acted as the agent between producers and customers. However, in the supply chain, there were actually so many agents (like wholesalers, retailers and operators) who raised the price to make profits and a shoes store was just one of them. As a result, the customer finally received his Nike shoes at a high price. Under such a circumstance, TAOBAO introduced its C2C online platform that made producers available to sell goods directly to customers. Correspondingly, the multiple agents were then replaced by one – TAOBAO itself. As the final price went lower, customers were attracted.

At the same time, TAOBAO launched “Alipay” as a new way of payments to make the online shopping safer than before. During a trade, payments by customers would be kept in a middle platform. Sellers would not receive their money until the goods were received and well-checked by customers. Hence, the delay in each transfer together made huge capitals retained in TAOBAO’s platform everyday, which provides TAOBAO sufficient cash flows to take proper utilization.

Moreover, a communication software named as “Aliwangwang” was developed for TAOBAO’s users. Through chatting, buyers may know products well from the sellers before the purchase. TAOBAO even offered a mutual-grading system for both the buyers and sellers in an attempt to make the platform transparent. What is also notable is that TAOBAO did not provide logistics services. Instead, major domestic logistics enterprises were involved into the business. Sellers on the platform were free to pick any express according to own needs. In general, TAOBAO focused on the quality of its platform and thus attracted customers successfully.

淘 Taobao, the online shopping platform

Figure 3.2 the interface of Taobao



This is Taobao 's interface for smartphone, it shows the user can use the app to search, look through and buy the items

This is the interface for PC, it also shows the user can use the app to search, look through and buy the items

支 Alipay, the online payment platform

Figure 3.3 the interface of Alipay



The interface of Alipay for smartphone, it shows the financial information of user and the user can use it to pay the bill directly

The interface of Alipay for PC, it shows the financial information of user and each transaction information will be shown.



Ali wangwang, the communication platform

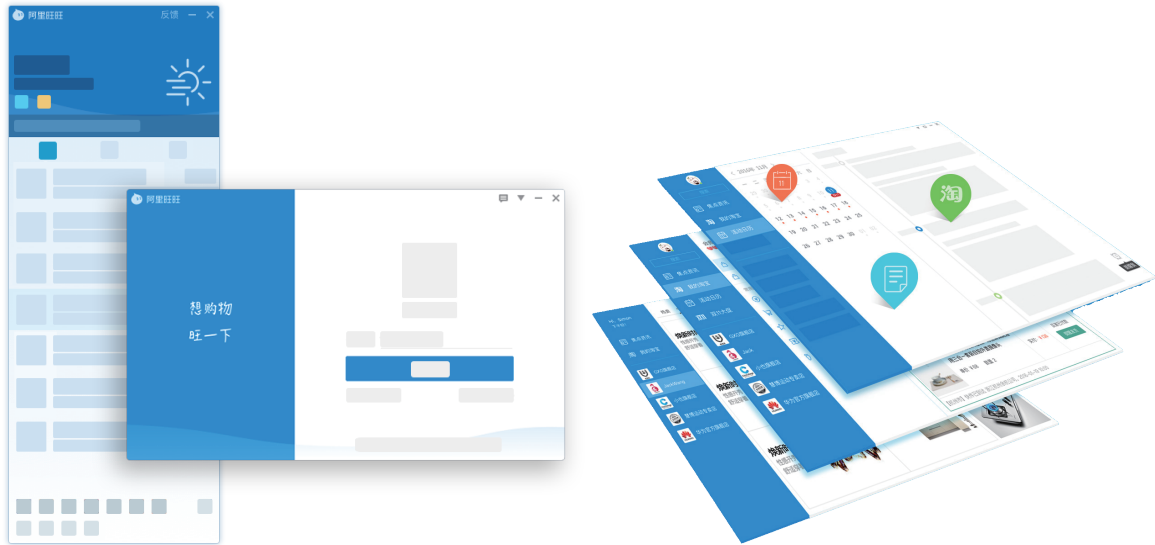


Figure 3.4 the interface of Ali wangwang

Ali wangwang is the tool to help customer and seller for communication. Whatever before the transaction for asking more information or some kinds of after service

According to the figure 3.5, the business mode of Taobao is highly distinguished. Each kind of seller should have online shop through the Taobao platform at first; then waiting for customer to order their goods and advance advance payment. After that, the seller will choose a express by themselves to ship the item to the customer.

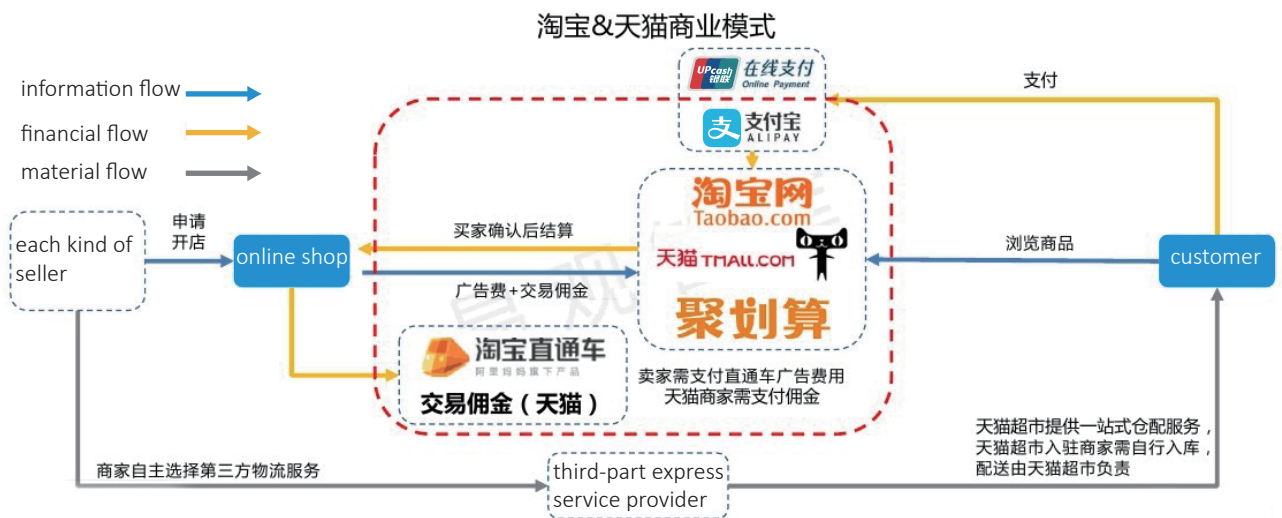


Figure 3.5 the business mode of Taobao

3.12 Case study—Wechat (Tencent social intercourse platform)



Figure 3.6 the icon of Wechat tools

Wechat is a platform-based services that appears with mobile devices.

Wechat is a cross-platform instant messaging service developed by Tencent in China, first released in January 2011. It is one of the largest standalone messaging apps by monthly active users. As of May 2016, WeChat has over a billion created accounts, 700 million active users; with more than 70 million outside of China (as of December 2015).

WeChat provides text messaging, hold-to-talk voice messaging, broadcast (one-to-many) messaging, video conferencing, video games, sharing of photographs and videos, and location sharing. It can exchange contacts with people nearby via Bluetooth, as well as providing various features for contacting people at random if desired (if these are open to it), next to integration with social networking services such as those run by Facebook and Tencent QQ. Photographs may also be embellished with filters and captions, and a machine translation service is available.

But the key of the business mode is the Wechat pay which is 2 years early than Apple Pay and the WeChat third-part platform.

In China, users who have provided bank account information may use the app to pay bills, order goods and services, send money to other users, and pay in stores. Vetted third parties, known as "official accounts", offer these services by developing lightweight "apps within the app".

Why said the key is Wechat pay? It is because wechat as similar as Alipay that support WeChat huge number of cash flow.

Why the third-part platform?

There are some reasons:

1, WeChat is belong to Tencent, and Tencent has a great software named QQ which be used by almost the whole Chinese. Along with the popularity of smart mobile devices, Tencent just made the data-sharing between QQ and Wechat possible. And Wechat successfully won most market shares through its creative and convenient voicemail function, which, in China. even become people, s daily necessities in the next few years.

2, With a large number of users, Wechat make itself as an interface to connect services with customers. After Wechat issue third-part service take part in their own service, WeChat become the window to every kinds of service for the mobile devices to people.

In 2015, the service for city life is issued by Wechat. Throu gh this service, the Wechat user can pay their every kinds of cost for daily-life just after located their city. It includes the taxes, shopping in the mall, consumption in every entertainment place (cinema, restaurant and so on) Comparing Wechat with Taobao, when WeChat issued its payment service platform, there are already plenty of user. It is obviously that wechat succeed by the number of users.



Figure 3.7 the interface of Wechat

The most distinct different between Taobao and Wechat is that Wechat only be used in mobile devices and the main function of it is chatting.

3.2 User research

3.21 The type of user

As the purpose of this thesis above, it is to establish a platform, where people are able to easily compare and find the proper aged service via bridging the target population who need elderly service and the service providers. On the other hand, due to the specific political system in China, government also as a user through this platform supervise the entire aged service market .

So there are there kinds of user with the aged service platform:

1, service provider

There are as the third-part service provider take part in the aged service platform, and directly offer the elder carin g service to old people.

2, service demander

There are the aged service beneficiary, including the elder themselves and elder’s family or friends.

3, service monitor

It is obviously, the monitor is the Chinese government. The government staff collect and analyze the data through the aged service platform and make the policies to control the market.

3.22 Service demander

Generally, the service demander as simile as the buyer use the aged service platform to find and book the suitable aged service. As the author already introduced above, all of the elder, their family and friends could be the demander to buy the aged service. For example, Claudio use the aged service platform search and buy a aged service for his grandfather. In this way, Claudio is not beneficiary, but he is the aged service demander.

In addition, the Chinese government will pay for a part of basic aged service for the particular elder(In China, the government named these particular old people: “Five kinds elder” and other elder called general old people)

According to that information, the service demander could be distinguished between “service beneficiary”, “service purchase” and “service monitor”

The “service beneficiary” includes the general old people who are able to take care by themselves, available to support by themselves and have the legal provider in financial.

And including the particular old people who are disable and do not have legal provider in financial; who are over 100 years old; who are over 70 year-old and have the right to get the government special welfare; who financial and be evaluated “5 guarantees people”—the government will offer the cost of eating, living, curing, clothing and burying or educating.

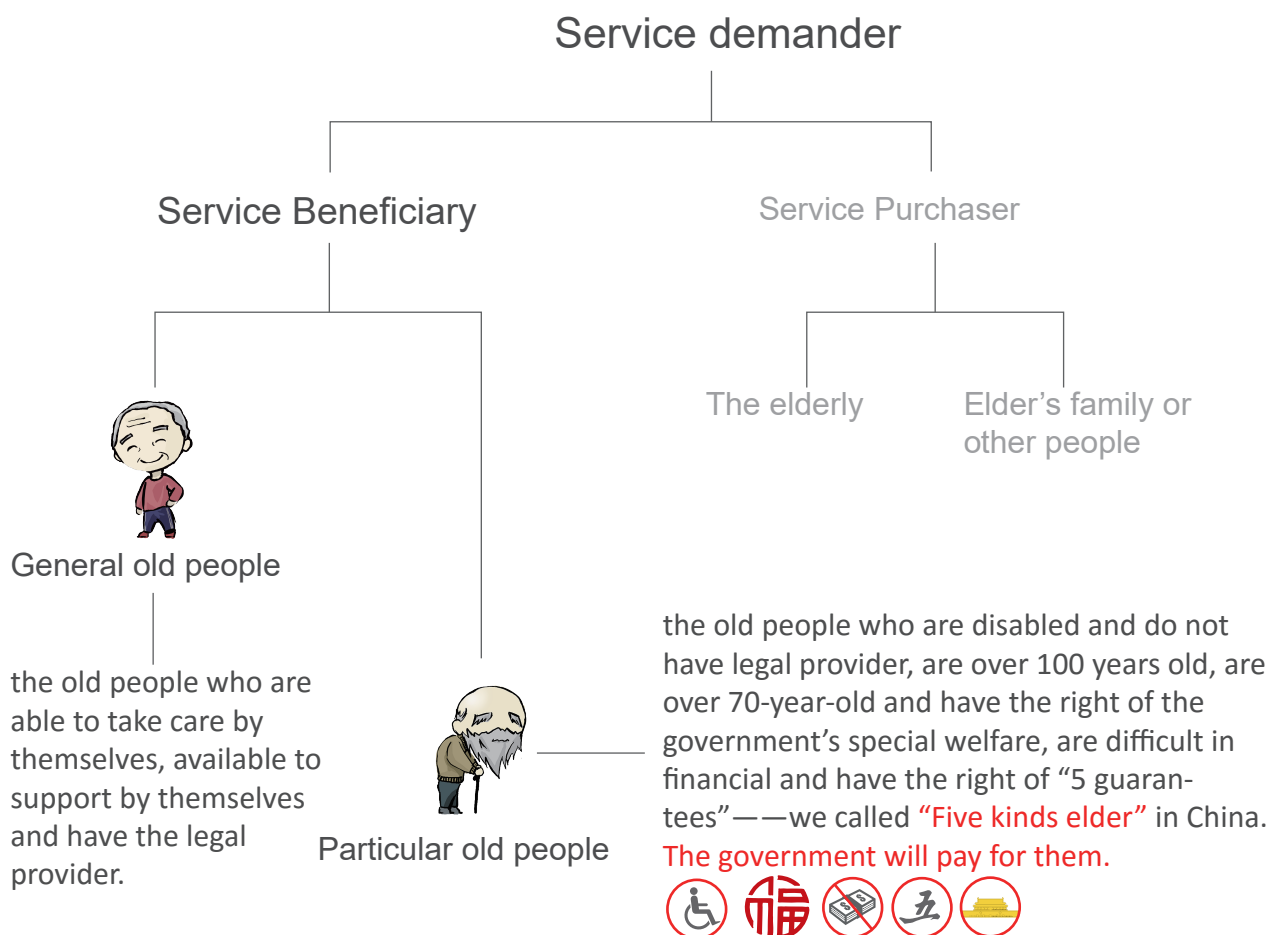


Figure 3.8 the analysis of service beneficiary

On the other hand, the “service purchaser” includes the elderly themselves and elder’s family or others.

Some of the elderly themselves are able to choose and buy for the aged service themselves. So most of time this kind of old people will ask the aged service by themselves, but according to their consumption habits, they are prefer to use the traditional way to ask the aged service, such as make a phone call or go to the aged service shop.

Another is the elder’s family or their friend. The most possible are their family, such as their sons and daughters. And for this kind of people, most of them are able to use the mobile device well, especially the young people, a majority of them always use Taobao, Amazon or eBay to buy items. In China, the habits of online shopping are substituting for traditional offline shopping.

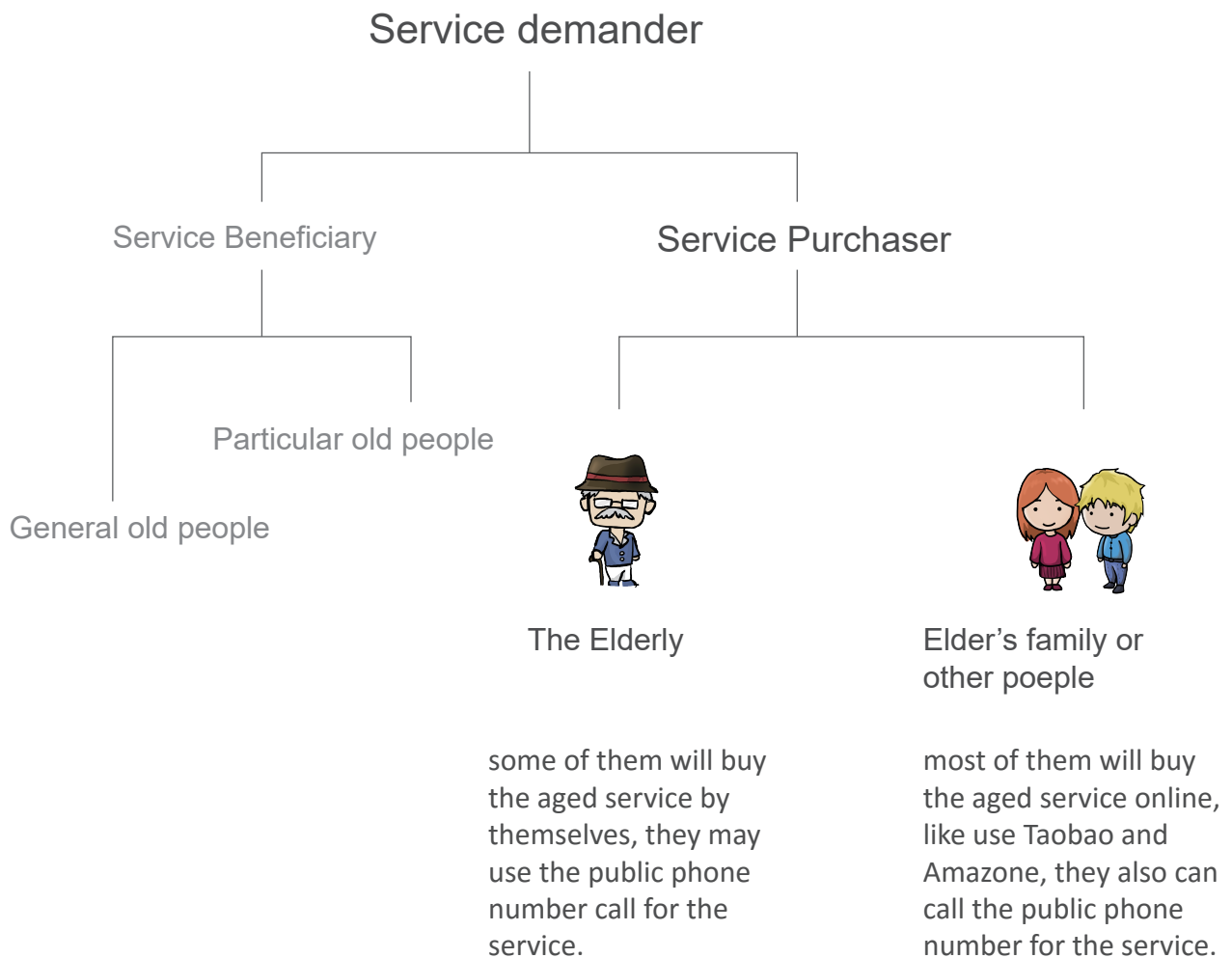


Figure 3.9 the analysis of service purchaser

3.23 Service provider

As the aged service provider, they are the third-part organizations take part in the aged service platform. They sell and directly offer the aged service to old people. Moreover, sometimes they could choose other aged service institute as a partner to share their service through the aged service platform. According to the policies, there are 90% of the old aged enjoy the caring at home, 7% of the elder be cared in community agency and last 3% of them live in the gerocomiums.

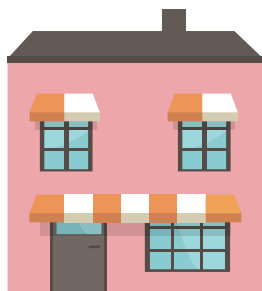
Meanwhile, base on the different ownership, the aged service institute can be classified under three types: Complete Public owned, Public owned under Private management and Complete private.

The author did the research of these three kinds of aged service institute by non intrusive observation and interview.



90% of the elderly are cared at home
door-to-door home baesd service is the main form, including professional nursing, mentally consolation and cleaning and so on.

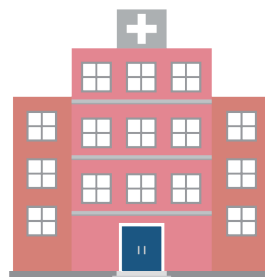
Graph 3.1 home-base caring service



7% of the old people are cared in community agency

community agency is a kind of small institution which receive general elder and offer daycare service. It also will organize the activities for old people.

Graph 3.2 community agency service center



3% of elder are cared in gerocomiums

most of gerocomium receive the particular old people and get the support by government. They always co-working with hospital to improve their service.

Graph 3.3 gerocomium aged service

Meanwhile, base on the different ownership, the aged service institute can be classified under three types:

- Complete Public owned
- Public owned under Private management
- Complete private

Table 3.2 list of existing integrative mode aged service institution

| Name | Type of ownership | Type of service |
|------------------------------------|---------------------------------------|--|
| Gi XIANG Phoenix city aged service | Public owned under Private management | gerocomium + community agency center |
| PU QING aged service | Complete private | gerocomium + community agency center |
| PU QING aged service | Public owned under Private management | gerocomium + community agency center |
| XIAO XING TIAN XIA aged service | Complete private | home-base caring service + community agency center |
| JIN MENG YUAN aged service | Complete private | home-base caring service + community agency center |
| YI NING YUAN aged servie | Complete private | gerocomium + community agency center |
| Silver SEA aged servie | Complete private | home-base caring service + community agency center |

Table 3.3 list of existing single mode aged service institution

| | Type of ownership | Type of service |
|---|---------------------------------------|-------------------------|
| AN HUA village aged service | Public owned under Private management | gerocomium |
| Name XIAN JIA lake aged house | Complete Public owned | gerocomium |
| HUAO MIN aged service | Complete private | gerocomium |
| TIAO MA welfare house | Complete Public owned | gerocomium |
| SONG QUAN gerocomium | Complete Public owned | gerocomium |
| Carnation aged service | Public owned under Private management | gerocomium |
| Catholicism aged service | Complete private | gerocomium |
| YI HE cloud agedservice | Complete private | home-base caring servie |
| Control station of elder | Complete Public owned | gerocomium |
| East-coast aged service | Complete private | community agency center |
| JIU CAI garden aged service | Public owned under Private management | community agency center |
| Lotus garden aged service | Complete private | community agency center |
| Welfare house of Yuan Lin | Complete Public owned | gerocomium |
| WAN QING aged service | Complete private | community agency center |
| Artistic literature community aged service center | Public owned under Private management | community agency center |
| Mars street community aged service center | Public owned under Private management | community agency center |
| East-lake community aged service center | Complete private | community agency center |
| YI AN JIA aged service | Complete private | home-base caring servie |
| KANG LE love aged service | Complete Public owned | gerocomium |
| The rising sun community aged service center | Public owned under Private management | community agency center |
| HU XIANG aged service | Public owned under Private management | home-base caring servie |
| Five miles signboard aged service | Complete Public owned | gerocomium |

“Complete Public owned”

Most of this kind of providers are gerocomiums and established by government and receive the particular old people as their main job. Moreover, the government will support this kind of service.

Generally, at the beginning the “complete public owned” aged service institution just receive the particular elder who have the government’s subsidy. The particular old people will live in the institution and are cared by the nurses, and government pay the fee for them to the institution.

After this stage, some of the “complete public owned” aged service institution will accept the general old people, but the general elder should pay by themselves.

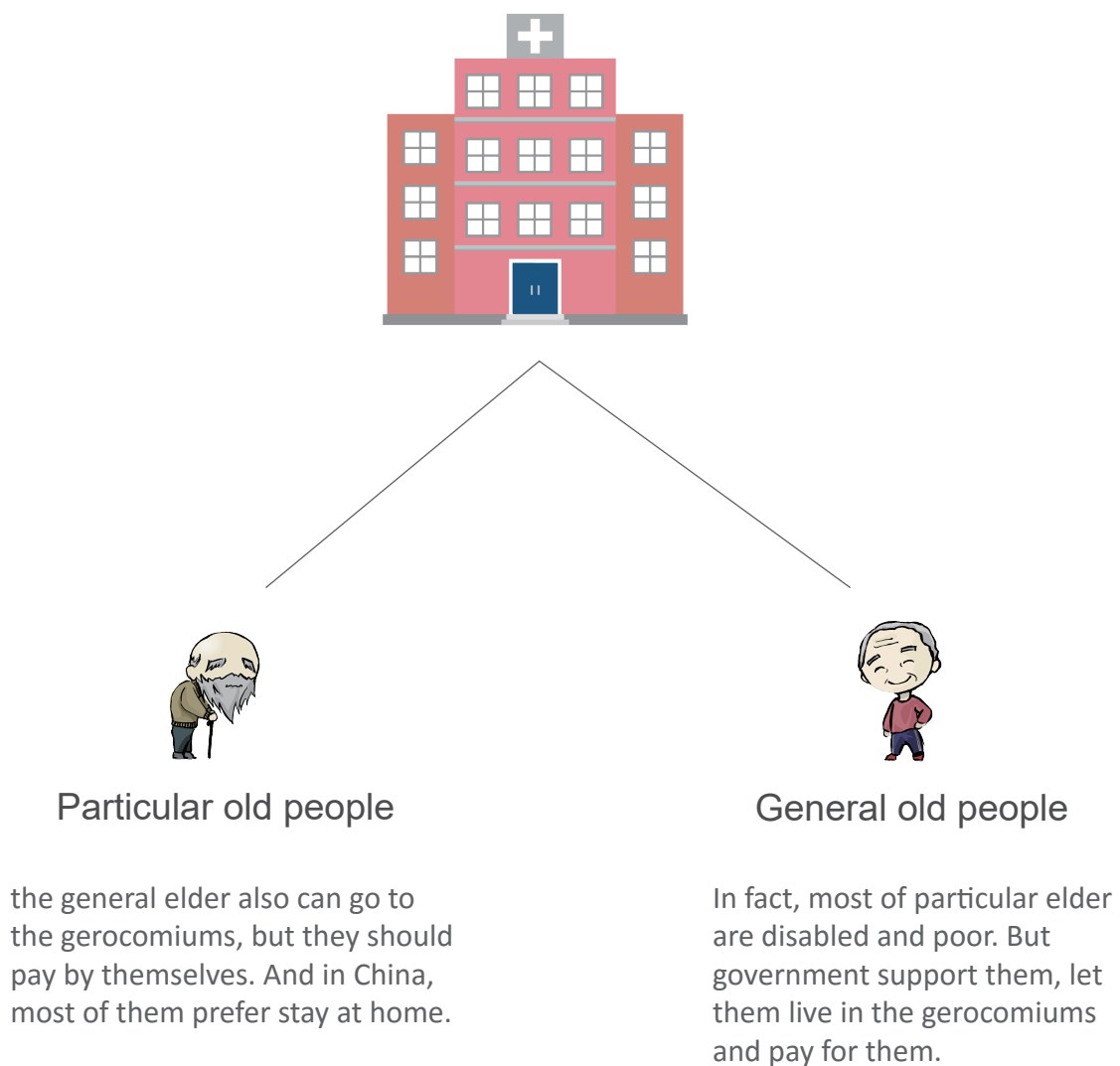


Figure 3.10 analysis of complete public owned aged service



Welfare House of Yuan Lin

Welfare house of Yuan Lin is a “Complete Public owned” institution, they are supported by county of Yuan Lin government, the main costumer are the particular old people who have the government welfare to keep their life. The welfare house receive elder live in the gerocomium, the elderly will have the professional caring by the staff including healthy food caring, physical healing, psychological solace, body cleanning and hair cuting etc.

Over 90% elder in here are paid by government,most of them and are disabled,such as senile dementia or intubation by the nurse. They lose the ability to take care themselves and need the professional staff to see after. Meanwhile, the rest of 10% are the general old people. They do not need the speacial caring, but they choose to live in the welfare by themselves.

On the other hand, basicly, the Welfare house of Yuan Lin do not offer door-to-door home-base aged service and community agency service. It is because the main miision of the welfare house is offer the aged service to the particular elder and receive the support from government. So, they do not have enough resouce to offer the home-baes aged service and community agency aged service.



This is the office of the Welfare house of Yuan Lin.

This is the new comprehensive building for the elderly



There are some pictures of the elderly live in the Welfare house of Yuan Lin, these photos shows the condition about the building inside and the outside activities for old people. Generally, there are two old people live in a room and there is a nurse caring of them.





YI KANG AGED SERVICE

YI KANG aged service is a “Private management of public owned” institution, it starts with the “Old Welfare House of Yi Yang” and managed by private company. This kind of institution also still get the mission from local government, but have more freedom than “Complete Public owned” aged service facilities.

These aged service insititutions always set their own business——community agency aged service and home-base door to door caring service after finish the government mission.

Back to YI KANG aged service, now, the administrator of them will pay more attention on community agency aged service and home-base door to door caring service.

The community agency aged service means setting just a small space in every community and receive the old people(most of them are general elder) in daytime with the professional nanny. Furthermore, in the community agency aged service institution, there were some acitivities for the elderly to make their life more abundant.



There are some pictures of the elderly live in the YI KANG community aged service center, these photos displays the condition facility about the community aged service center. Basically, the service in here are more concentrate on enriching the daily life of old people.

Of cause, there are some professional nurse working in the community aged service center to offer the professional caring service here.



As we can see from these pictures, the main function of the community aged service are different from the “Welfare house of Yuan lin” is letting the old people to have fun in the center for their daytime life.

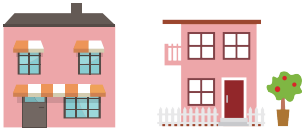
Most of elder in the community agency service center are not sleep in the center, they will back to their own home in the night.



Activity room

Chapel of Buddhism

Physical therapy room



JIN MENGYUAN aged service

JIN MENGYUAN aged service is a “Complete private” institution, compare to “Complete Public owned” and “Public owned under Private management” this kind of aged service will not get the mission from the government, all the business are managed by the institution itself. Most of them just offer the home based door-to-door service and community agency service center. The service they offer are more simiar to housekeeping service, but more professional in caring elder than general housekeeping service.

Not only clean the house but also some spiritual caring service. Such as keep talking with the elderly, help them boiling the medicinal herbs and read the newspaper for them.



home caring



cooking



washing



rehabilitation





cleaning



reading&talking



accompanying outside



exercising

Through the photos, the home base door-to-door aged caring service are more different from the community aged service center and live in gerocomium. With this kind of aged service are focus on the interaction between old people.

On the other hand, offer this kind of aged service, the institution do not need the space for service. All of the staffs are go to the elderly's house to offer the aged service.

3.24 Service monitor

It is obviously, the monitor is the government, Chinese government collects the data of old people, aged service provider and the market, then analyse the data to help making the policy through the YI YANG Online aged service platform.

There is another reason, as Chinese government, they have to control the aged service market—the aged service related to the stability of society. Take Taobao as an example, the government can not control the transaction platform directly to lead to alot of problems about selling, such as large number the fake items are sold in the market.

Moreover, there is a government’s official phone number for aged service: 12349——people can call this number and ask the information about aged service and order each kind of service for old people .

In fact, the public number “12349” is managed by YIYANG Online, all the ordering of aged service will transfer to YIYANG Online aged service platform, and the staff will help the costumer to book the aged servie they want.



Ministry of Civil Affairs of the
People’s Republic of China

Figure 3.11 icon of Chinese government for aged service

Chapter 4

Service system design

4.1 Design methods

1, service concept introduction

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

2, Persona

From the analysis of user needs on the last chapter, the author picked 3 kinds of representative demander.

3, The Touch point

In the process of the service, there are some contact points between the user and the service system. In order to help the aged service platform making the O2O business mode.

4, The User journey map

It is a tool to help understanding the user's emotion in every step with every touch point.

5, The System map

The system map is used for analyzing and showing the relationship between the stakeholders and their different role in the service system. It also shows how the system working.

4.2 Service concept introduction

To build a service platform as similar as TAOBAO, AMAZON, eBay etc. where people are able to easily compare and find the proper aged service via bridging the target population who need elderly service and the service providers.

The basic concept is to build a service platform for the aged service, providing service in 4 areas:

- 1, The elderly item trade
- 2, The elderly caring service trade
- 3, The elderly financial product
- 4, The elderly travelling

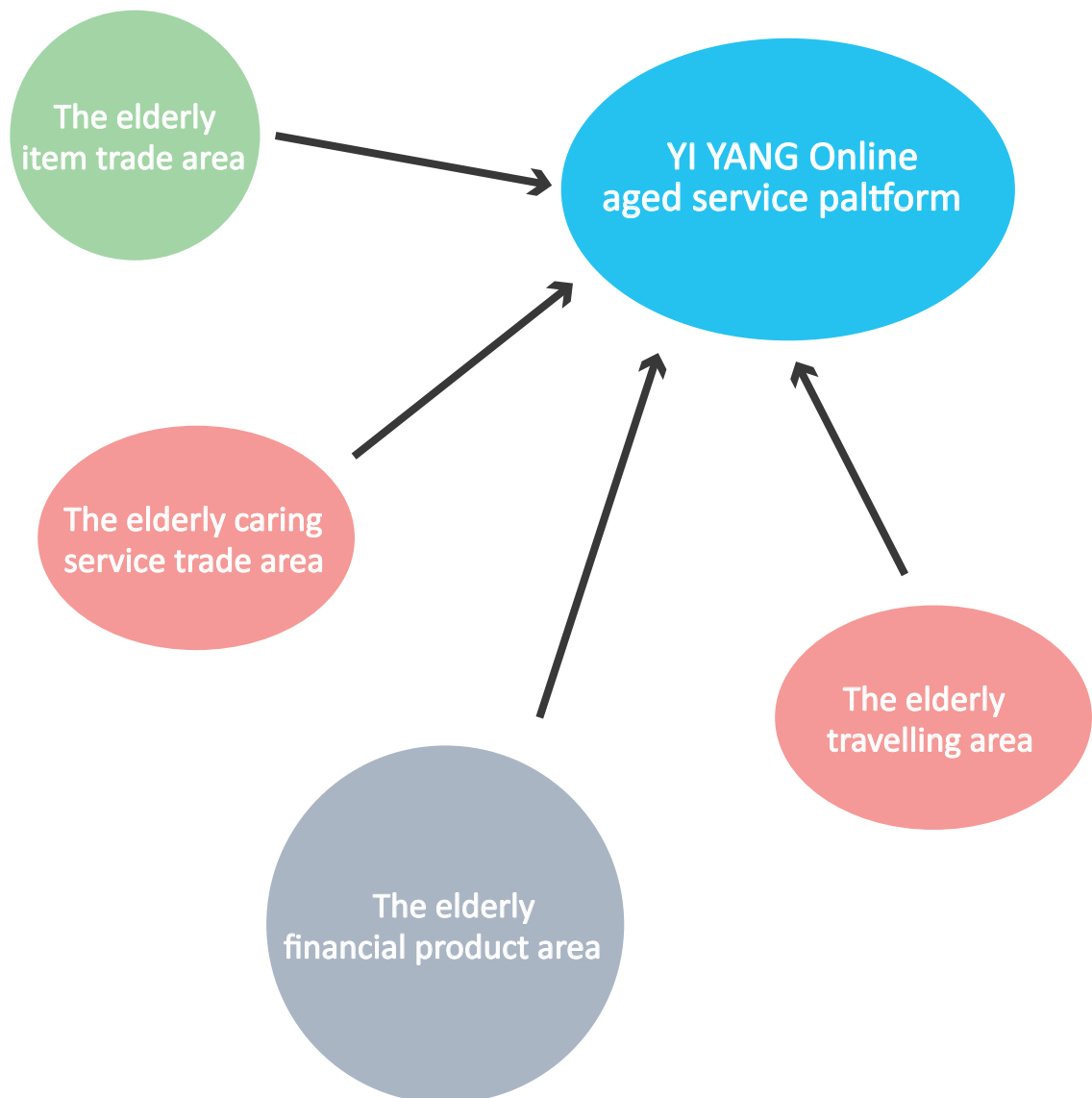


Figure 4.1 four areas of aged service

With 5 kinds of services in physical and virtual way.
as follows:

- 1, As a service demander to searching and looking
- 2, As a service provider to uploading
- 3, The communication channel between the provider and demander
- 4, Money transaction system
- 5, The guarantee and evaluate system
- 6, The “12349” calling center

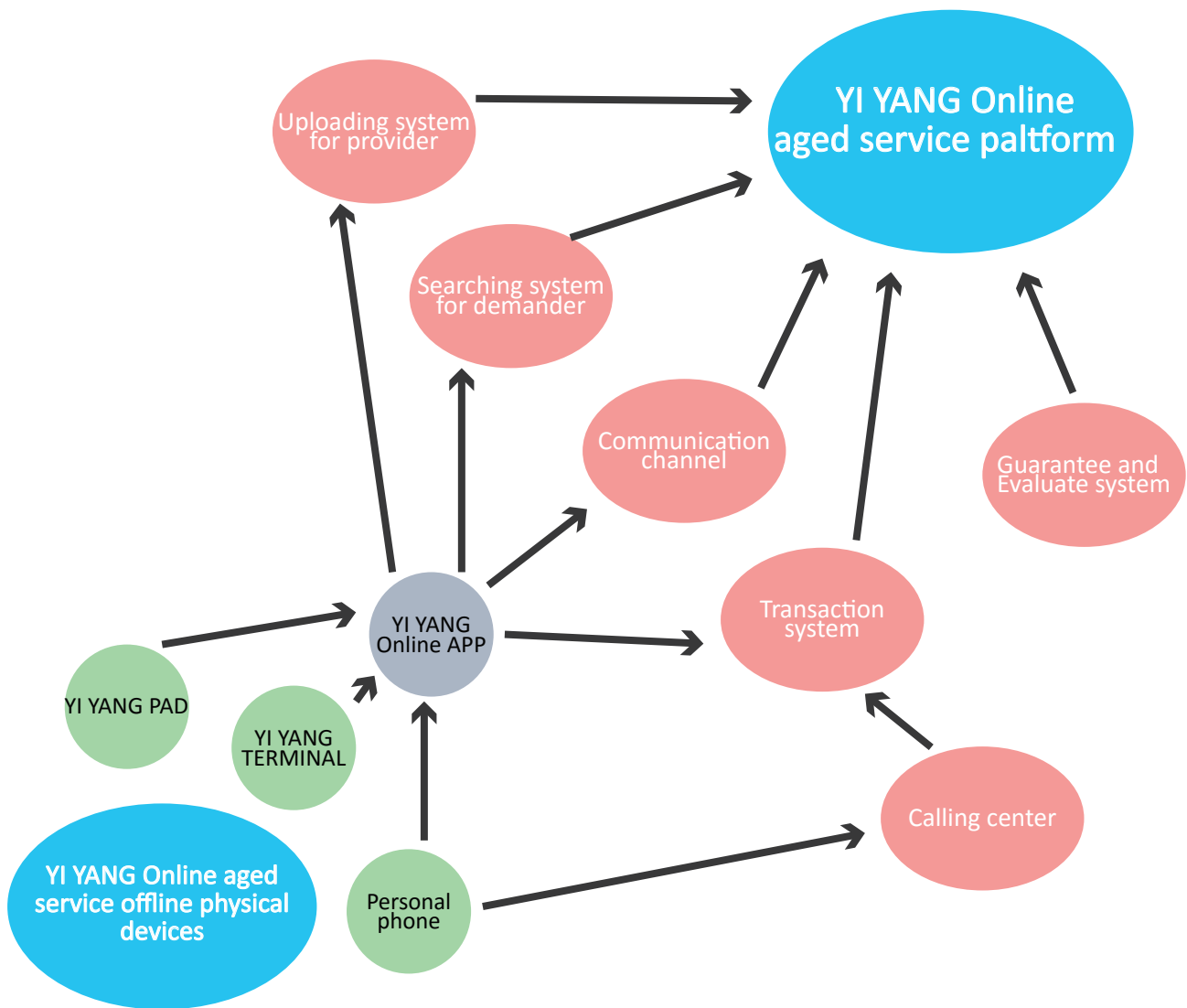
So as to meet users requirements for high-quality information acquirement, experiences acquirement and aged service acquirement.

The general service process could be similar to eBay or Amazon, the demander choose a kind of aged service through the aged service platform and buy it, the provider offer their aged service and sell the service through the platform.

Table 4.1 six main functions of aged service platform

| Name | Function |
|-------------------------------|---|
| searching system | help demander to find the suitable aged service |
| uploading system | help provider the information of their own aged service |
| communication channel | help provider and demander have a good experience |
| money transaction system | guarantee that user can pay and get the money |
| guarantee and evaluate system | keep the money for each user and let them evaluate |
| 12349 calling center | guarantee the people can use the YIYANG Oline aged service platform when they are out of internet |

Figure 4.2 six main functions of aged service platform



According to the figure 4.2, the relationship between every part of the whole aged service system are obvious.

The YIYANG Pad, YIYANG Terminal and personal phone as the offline physical devices could be used to through the YIYANG Online App or call the 12349 calling center connect to YIYANG Online aged service platform by whatever the provider or demand.

The 5 of 6 main function are related to the App, when provider or demand want have a look about the aged service or submit the information about their service, they need use the physical terminal to do this.

And whatever the way people use to order a aged service, the transaction system will be activated directly work for the YIYANG Online aged service platform.

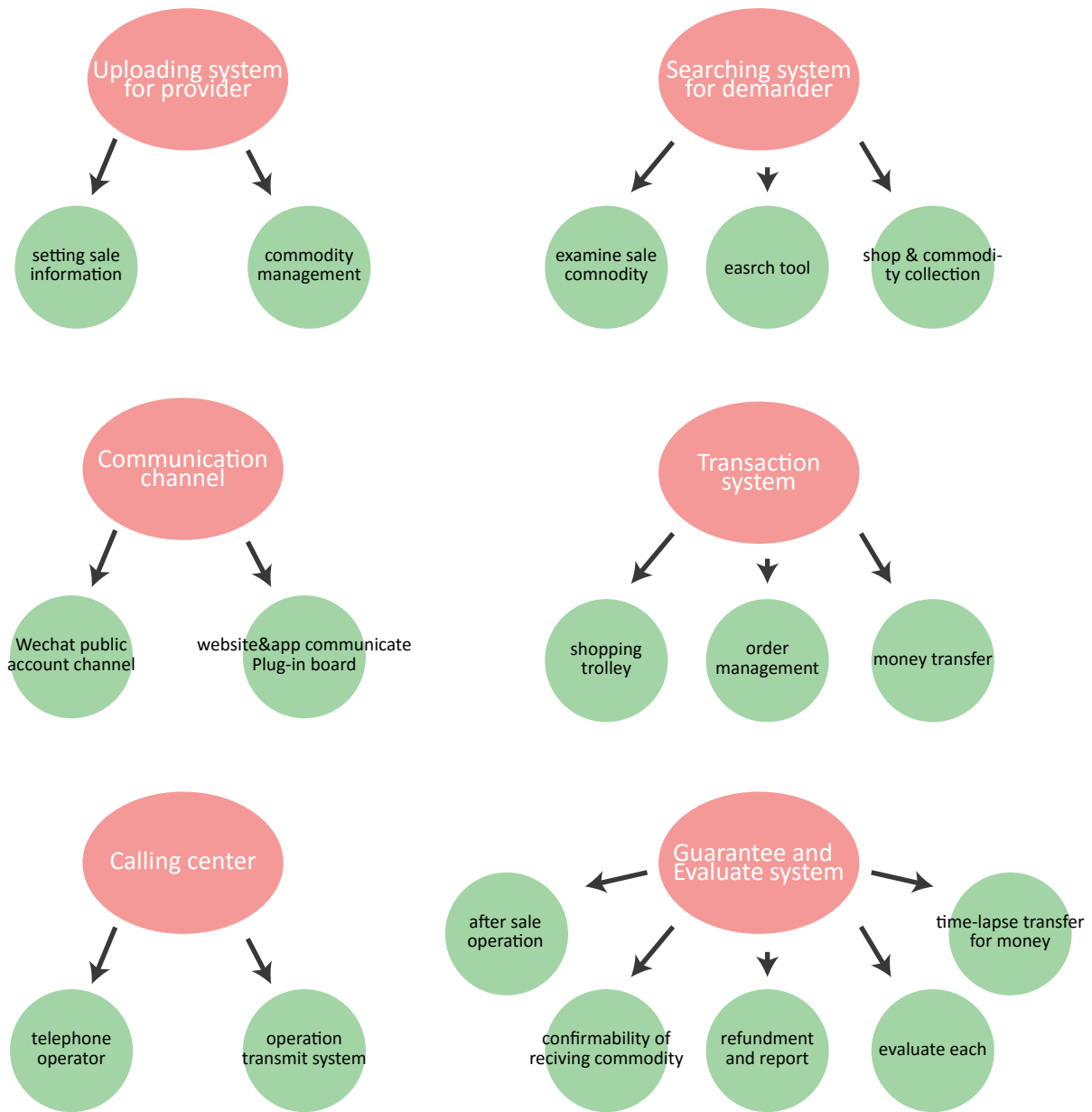


Figure 4.3 the main operations with the main function

As the figure 4.3 displays above, with the six function system there are a lot of operations. In the uploading system, the main operations are setting sale information before selling, such as setting the price and express fee and commodity management which allowed provider manage their uploaded goods for issuing and modifying. For the searching system, examine sale commodity, using searching tool and collecting the favourite are the main operations. On the other hand, about the calling center and communication channel, their responsibility is guarantee that provider and demander can keep communicate well. So, the website&app communicate Plug-in board and Wechat public account channel must be used for keep them communicating. And the telephone operators should concentrate on transmit the demand from the call. The rest of two are connected in some degree. Because the guarantee and evaluate system must work along with the money transaction. The transaction system is allowed user use shopping trolley to buying and user manage their order after paying. Also the money transfer from the demander's account to provider's account. Meanwhile, the guarantee of the transaction are all belong to the guarantee and evaluate system with follow methods: time-lapse money transfer which transfer the money from demander's account to YIYANG Online at first, till the demander received the commodity or service and confirm receiving that money just transfer to provider's account. After the transaction, there is still service for evaluating each and after service for refundment and report if it necessary.

4.3 Persona

According to the user research, author make four personas for 2 kinds of service demander and a kind of service provider.

The first persona is a elder who can not use the PC or mobile device to ask for the aged service and lives alone. This persona belong to the general old people and can not have the government subsidy.

The second and third persona are belong to the elderly's family, but the defferent between this two kind of perosn is one of them is middle-aged and another is young people. They have different consumption habits and what they will pay for elder are different.

The fourth one is a "Private management of public owned" aged service institution which can offer all of the three types of aged service— home-base caring service, community agency aged service and living in geroconomiums. As a servicer provider, this persona can represent all types of aged service provider.

DEMANDER: Old People



NAME: Li xiaolian

- 86 years old
- Married 60 years, and her husband died 10 years ago
- Lives in Gui yang(southwest of China)
- 2 Children both are female
- One is dean of the surgical department in a hospital in Bei jin, but just back to her monther together every 2 years
- Another is a housewife lives in Kun ming which has 500KM far from Gui yang, and go back to her monther every year

- Li xiaolian lives alone almost time in a year, she has pearl eye that makes alot of trouble with her life.

She lives in a community and her neighborhoods will always need help she to call the housework service because she can not use the internet to order and can not walk outside alone to go to find the service.

Her daughters suggest she go to gerocomium, but she did not agree. She do not want leave the place where she lives more than 40 years.

AGED SERVICE PLATFORM TASK

- A useful way to call the aged service by herself
- A easy way to get aged service
-

DEMANDER: Old People's Family



- **NAME:** Zhu yunxuan
- 50 years old
- Married 25 years
- Lives in Shang hai
- 1 Childern (son)
His son study in Bei jin and planning go back Shang hai for working

His parents both are 78 years old

They live together, but he do not have time to take care of his parents daytime

- Zhuyunxuan lives with his parents together, but he and his wife are evey busy.

He called a housework service for his parents but it is very difficult to find a professional aged service for his parents, because his father has diabetes.

He really worry about his parents activity, he hope that there are somebody can take care of his parents in daytime and play with them.

AGED SERVICE PLATFORM TASK

- A easy way to get aged service
- A tool tolook through all the available aged service

DEMANDER: Old People's Family



- **NAME:** Liu xiaoxiao
- 20 years old
- Hometown is Shen zhen
- Study in Tian jin
- After graduation will go to Bei jin to study the master degree

His father is 48 years old and his mother is 47 year-old.

His grandfather died 5 years ago, his grandmother is 76 years old and lives with his parents. But his parents do not have enough time to take care of his grandmother in daytime. So, his grandmother always feels alone.

- Liu xiaoxiao loves his grandparents, after his grandfather died, he wishes that he will be better than ever to his grandmother.

He finds some good health caring snacks shop in Bei jin, but he does not have time to go there to buy. And he tries to use Taobao to find it, but there are not many items for elders.

He always shops online, because it is really convenient. He thinks if he can order an aged caring service online to make somebody see after his grandmother in daytime, it could be better.

AGED SERVICE PLATFORM TASK

- A easy way to find aged service and items for old people
- A tool to look through all the available aged service

Provider: Aged service institute



YIKANG AGED SERVICE

- **NAME: YIKANG AGED SERVICE**
- 7 years experience on aged service
- Establish at Yi yang (Hunan province)
- Service include home caring, community agency and geroconium
- There are 248 beds in the geroconium, the professional equipment and caring staff; number of volunteer to help old people to activity and collect their data and the staff with skill to take care elder in their home
- YIKANG AGED SERVICE is a Private management of public owned aged service institute, start with the geroconium in order to finish the job from the government.

After 7 years, YIKANG begin to build its business mode with the 3 kind of aged services. And trying to connect with the internet. But YIKANG just service the old people in such limited place. Moreover, YIKANG want more people choose it and know it.

AGED SERVICE PLATFORM TASK

- A easy way to get service demander
- A tool to connect old people
- A way to cooperate with other aged service institute

4.4 Story board

In order to explain the process of YIYANG Online aged service platform, there are two story boards for demander and provider. Each story board shows the every step when they use the service platform.

For demander



1, Liu xiaoxiao is a student who study far away from his hometown. Today, he stay in his dormitory and has video call with his grandmother in PC.



2, Liu xiaoxiao really miss his grandmother, after the vedio call, he decide buy a health tester for his grandmother online. So, he links to YIYANG Online aged service platform by his PC.



3, He open the website of YIYANG Onlin, and log in the aged service platform.



4, Lu xiaoxiao enter the health tester in the search bar by PC, and search it.



5, After he submits the content to search, the results are displayed here. And he choose one click into the interface of the health tester.



6, into the commodity page, Lu xiaoxiao see more information about the health tester, including the price of the product and express fee, introduction about the health tester and the detailed parameters. And also the evaluation about this product from other user.(the detailed infomation as follows)

The information of the provider

Othee related commodity

The introduction and detailed parameters of the health tester. And this area can edited by provider

Here is the averaged grade of this product

Here is the evaluation area, customer can see the others feeling about theproduct and their grade for it

7, According to the information already in the website, Liu Xiaoxiao wants to know more about the shipment and after-sale service. So, he uses WeChat following the provider's contact method in the website to ask the provider.

Liu Xiaoxiao wants to know how many days he has to wait for the shipping, because he wants his grandmother to receive the health tester as fast as possible. Furthermore, he wants to know the provider's attitude to customers; it is a very important factor to make a decision whether to buy the health tester with this provider.

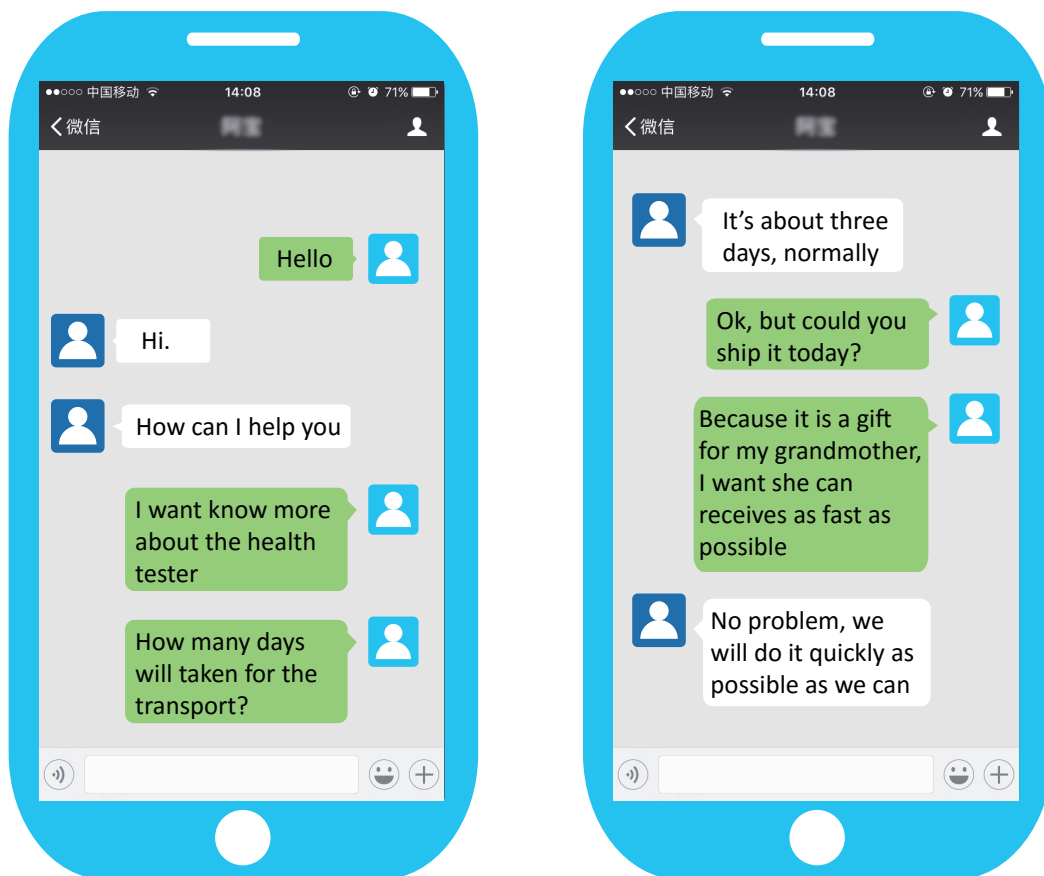
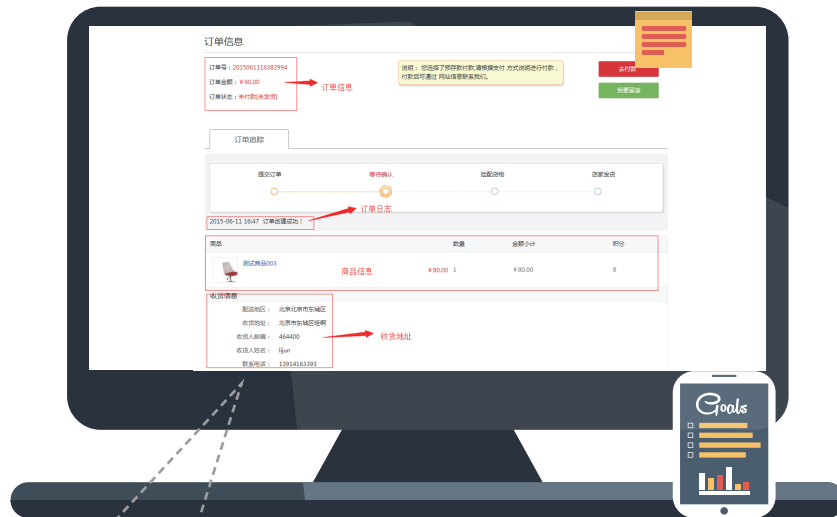


Figure 4.4 communication channel within the shopping process

8, After talk with the provider, Liu xiaoxiao decided to buy this health tester, and he follow the tip, click the "BUY IT" button, the page turn to the purchasing information page. And Liu xiaoxiao fill out the information which include the addressee's address, contact information, how many of the goods and payment information. After he fill out, the order will show the information to the page.



Order Information

order number: xxxxxxxxxxxxxxxx
 amount: \$ 90.00
 state: waiting for paying


PAY NOW

left words

Order tracking

submitting confirming collocating shipping

2016-12-01

| Name | numbers | price |
|--|---------|----------|
|  安康达通 health tester | 1 | \$ 90.00 |

Address information

address:
 post code:
 recipients:
 contact number:

9, When Liu xiaoxiao already pay for the health tester, there is a TIPS to show that he is successfully paid.



The advance payment succeed!

1s later, turn to the order information page automatic

10, the page of order information is changed, there are three more things: the countdown of confirming the received automatic, the express information and confirm receive button.

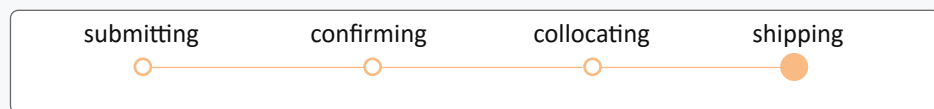
After: 29 days 23 hours 56 minute 07 seconds confirm automatic **Confirm received**

Order Information


order number: xxxxxxxxxxxxxxxx
amoun: \$ 90.00
state: paid,shipped

left words

Order tracking



2016-12-01 11:22 order created
2016-12-01 11:24 advanced payment \$90.00
2016-12-01 11:59 already shipped to express company: XXX, order number:4561783412

| Name | numbers | price |
|--|---------|----------|
|  安康达通 health tester | 1 | \$ 90.00 |

Address information

address:
post code:
recipients:
contact number:

11, Finished the payment, Liu xiaoxiao can just wait for shipping to his grandmother, and confirm the health tester is already receive. In general, he is satisfied for the shopping in YIYANG Online aged service platform.



12, Three days later, Liu xiaoxiao's grandmother tell him, she get the health tester, it is very good and thanks to him. Liu xiaoxiao hear that are highly joyful, and he connet to the YIYANG Online aged service platform to evalute and confirm received.

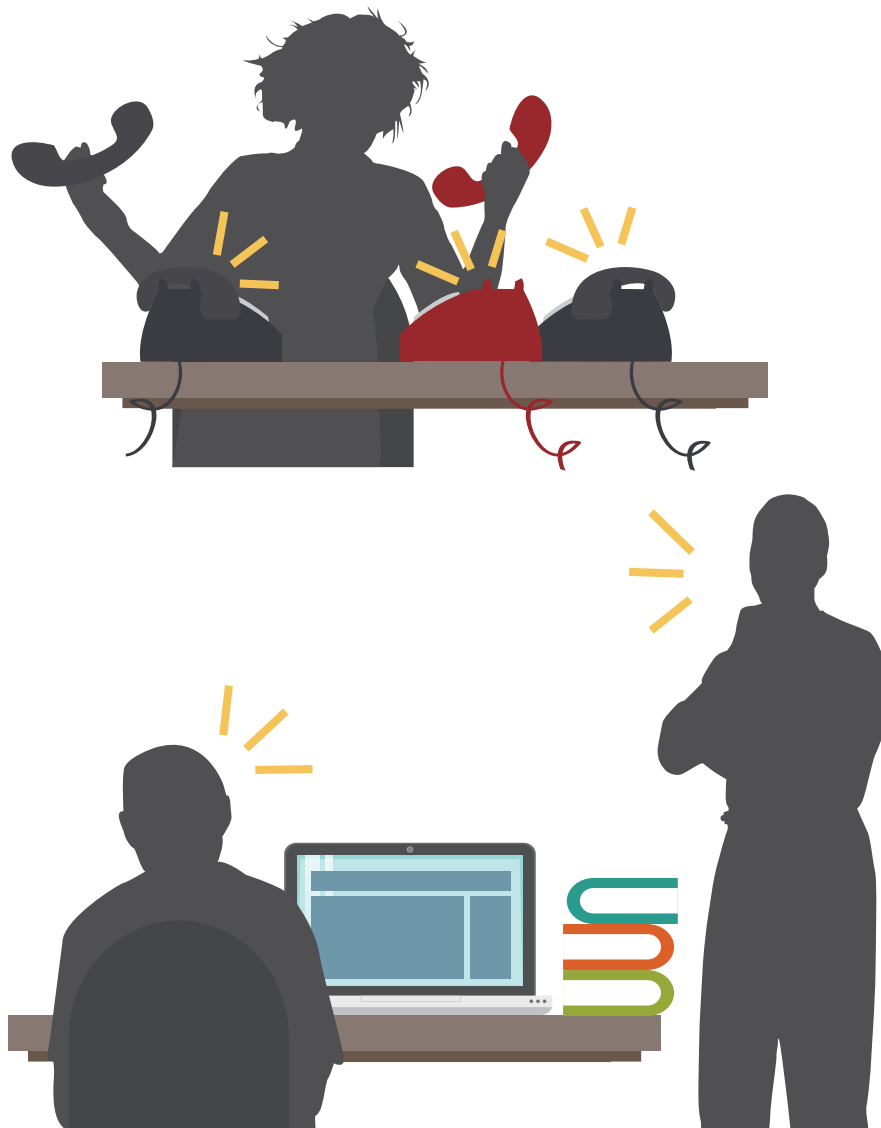
He give the provider 5 stars and leave a messgae to the provider: "thank you alot, and very good provider, I will shopping here next time."



Next to the story board for demander, here is the story board for provider. It is a defferent view of how provider sell their products or service in the aged service platform and how they get the profit from YIYANG Online aged service platform.

For provider

1, YI KANG aged service is a very busy community agency aged service center, all of the aged service orders are through the call which makes them so busy. And this day, the manager ask the staff transferring their service from the traditional calling to the YIYANG Online aged service platform.



2, According the manager's request, the staff connect the website of YIYANG Online aged service platform, and register(by four steps).

The first step is create an provider account, fill out the account information of account name, password and the phone number to receive the validated code by cellphone.

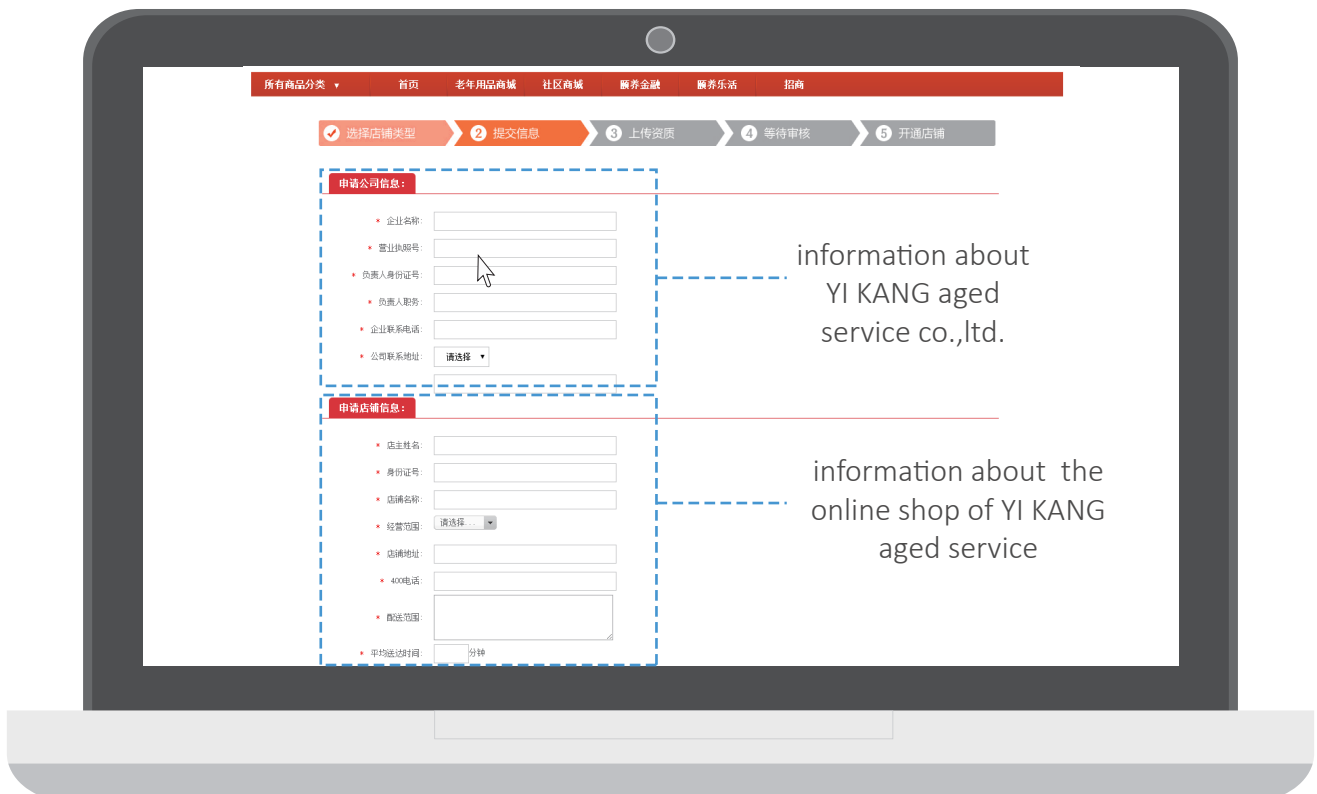


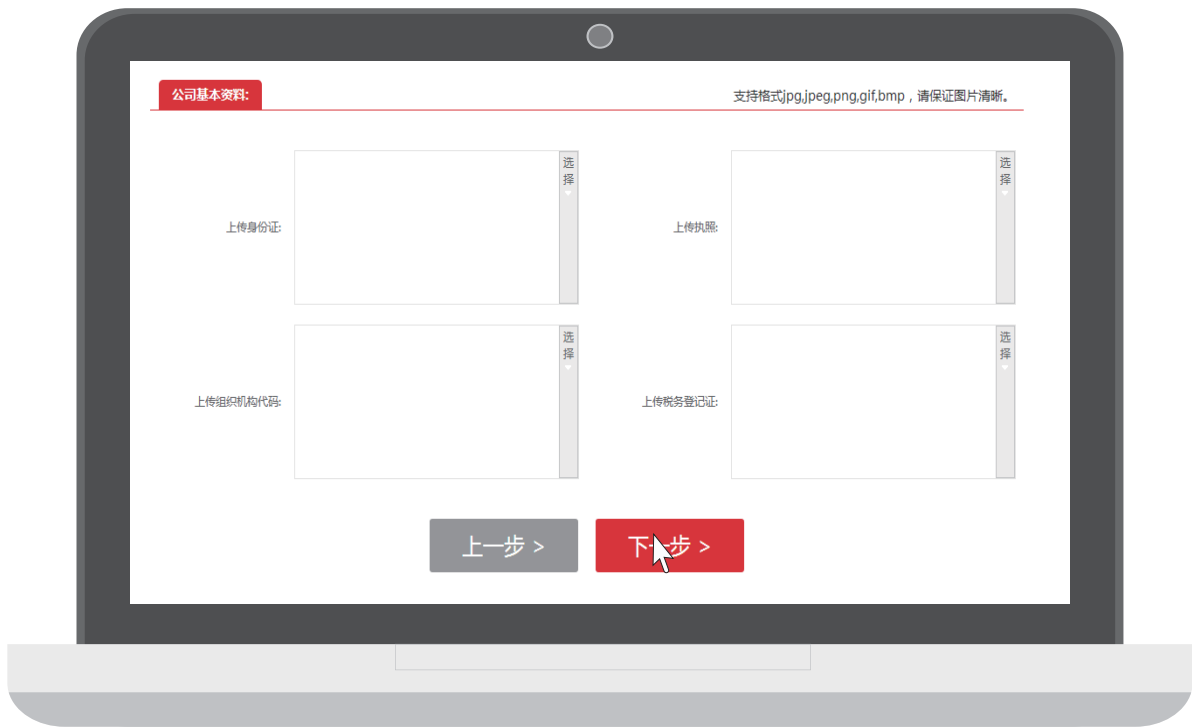
入驻流程



3, The second step is choose the type of the online shop and fill out all of the required information.

The staff of YI KANG aged service choose the type of YI KANG online shop, Then fill out the information about YI KANG aged service which include the information about the business license, the information about the legal person, business area and so on.



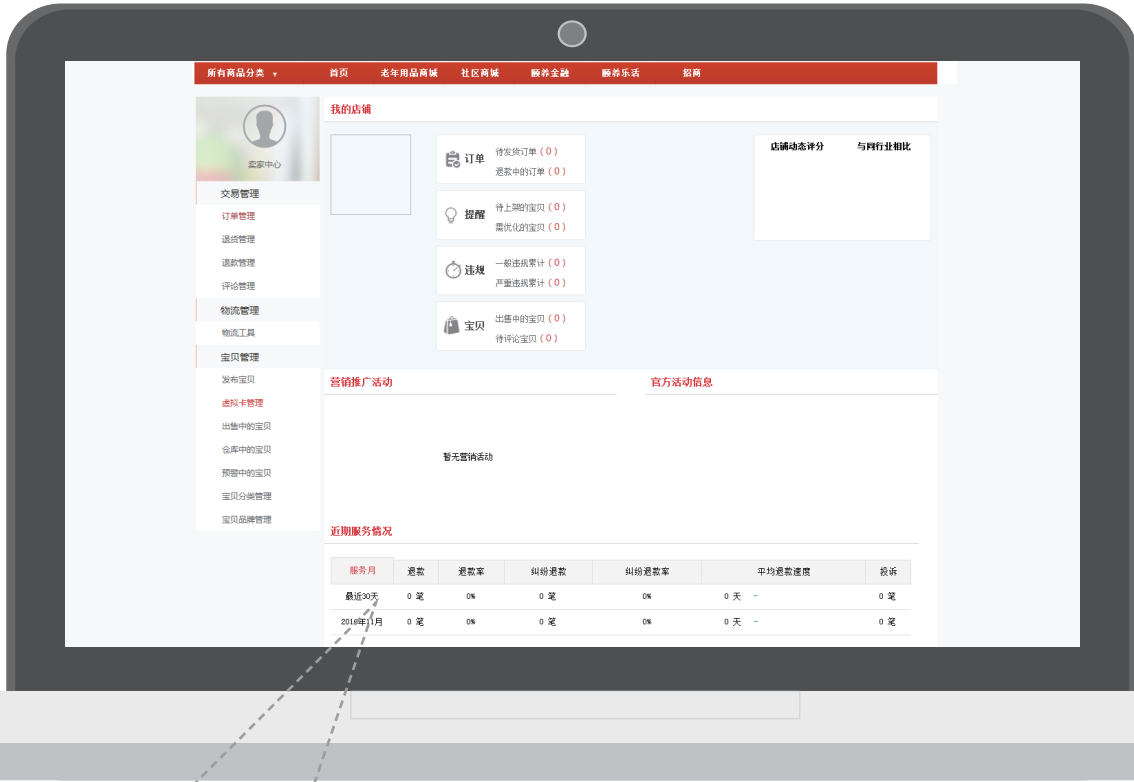


What's more, the staff of YI KANG also need upload the electronic document of their licenses, to guarantee that the pre-provider are real company and has the responsibility and capacity to own the online shop in YIYANG Online aged service platform.

4, After finish the information , just need to wait. And few days later, the staff gets the message from the YIYANG Online aged service platform said everything is ok, and allow YI KANG has their own online shop. Then pay for the deposite.



5, when every register step has done, the staff login with the account and there is a tips note that the information about the express company, shipping area and the transport fee and so on. After setting finished, all of the functions can be seen in the provider center.



6, The staff of YIKANG aged service need set their product and service and upload their commodity to the aged service platform. Accoring the manager’s request, today the staff should upload their home-base caring service.

First, the staff click the “issue commodity” which in the function area, to turn to the uploading page, then fill out the information about the home-base caring aged service. Then set up the price and shipping options for the service. Finally, the staff edit the introduction about the service, to make it more beautiful. Finished all of these steps, the staff just confirm, and the service sale page be produced automatic.

click the
“issue commodity”



1, choose the type of commodity.(service or product) Here the staff choose service.



2, fill out the information about the servic, such as name, key words, the price of the service, and so on. And he will upload some pictures about the service .

1. 宝贝基本信息

* 宝贝分类: [请选择]

* 商品名称: [输入框]

商品编号: [输入框]

商品关键词: [输入框] 用于筛选商品, 多个关键词用半角竖线'|'分开

商品简介: [输入框]
简短的商品介绍, 请不要超过70个字

商品相册: [添加商品图]

宝贝属性:

品牌: [Canon/佳能]

* 销售价: [输入框] [设置会员价]

市场价: [输入框]

货号: [输入框]

重量: [输入框] 克(g)

* 库存: [输入框]



3, The next step is enter the introduction about the service, and edit the words and pictures. Then confirm.

2. 配件
+ 添加配件

3. 详细介绍

enter the introduction here

4. 相关商品
请选择...

5. SEO设置

Meta Keyword

Meta Description

保存



4, the selling page for the service are produced, the service can be bought now.

所有商品分类 首页 老年用品商城 社区商城 颐养金融 颐养乐话 招商

您当前的位置: 首页 > 社区居家养老 > 家政服务 > 上门服务 > 腰背理疗, 80分钟起拍

腰背理疗, 80分钟起拍

商品编号: G57C6844B9F37A 商品货号: P57C6844B9F3B9

价格: **¥40.00 - ¥80.00**

月销量: 0件 评价: ★★★★★ 0.00分(累计评价0)

时间: 40元/40分钟 不满80分钟, 按80分钟收费

数量: - 1 + (当前库存: 200 件)

立即购买 加入购物车

商城积分送 40

收藏 举报 分享到: 更多 0

孝行天下养老服务中心

店铺动态评分 与同行业相比

描述相符: 持平 0%

服务态度: 持平 0%

发货速度: 持平 0%

进店逛逛 收藏店铺

详细描述 商品评价 咨询

编号: G57C6844B9F37A 货号: P57C6844B9F3B9 品牌: 孝行天下

价格区间: ¥40.00

商品简介: 舒筋活络, 促进循环, 理气止痛, 松弛紧张的肌肉筋骨, 修复和消除劳损引起的不适。

规格参数

This time, the staff of YI KANG aged service upload their elderly massage service, and it costs 40-80 chinese yuan per hour.

7, Few days later, the staff received a message from a demander who are interested in their elderly massage service.

This demander ask some questions to the staff about how they do it, how long it takes generally and how many time takes from pay for the service till to obtain the service.

The staff answer all the questions from the demander and makes he satisfied. Then the demander decide to pay for the service.

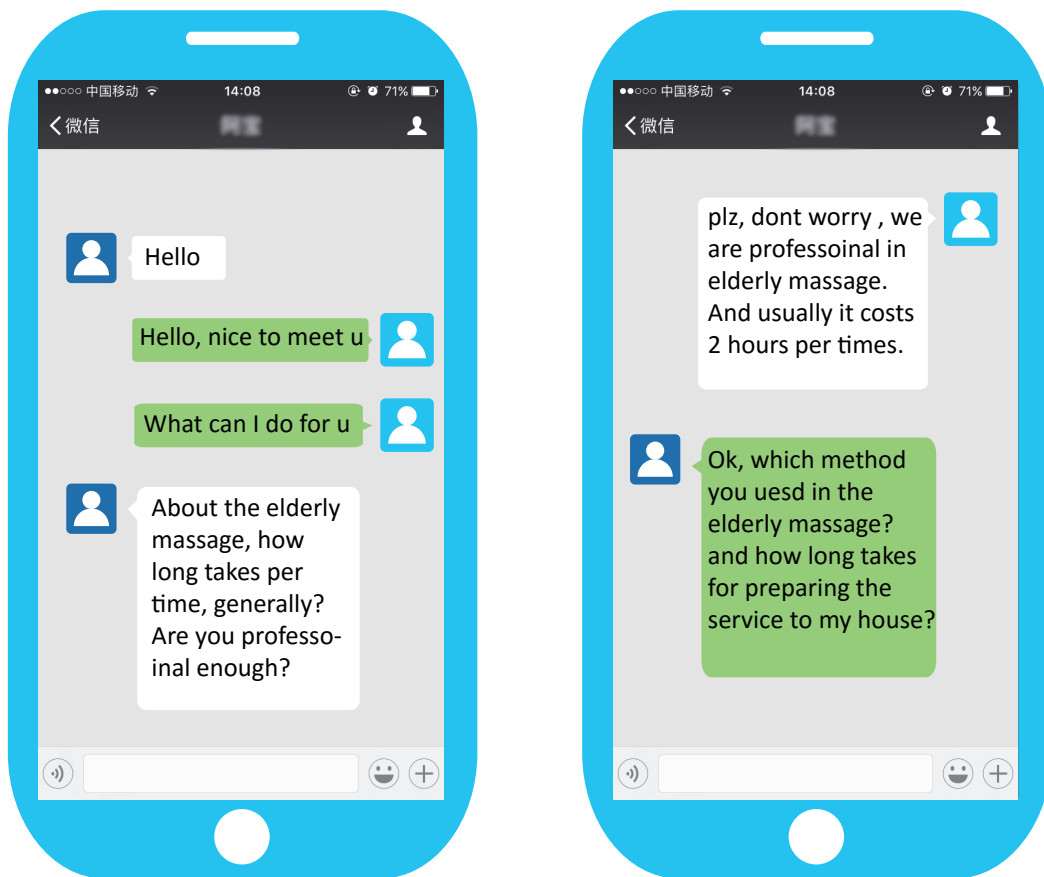


Figure 4.5 communication between provider and demander

8, When the demander cilck the “BUY IT” button, the order will be produced, the the provider will be noticed there is an order, and waiting for the demander pay for it. Before the order be paid, the demander and provider can negotiate the price or other information, and the provider can edit the order.

Once the order was paid, there are no thing can be modified. This time, the staff of YIKANG aged service was noticed by the order of elderly massage service, and the demander already pay for the service. So, the staff contact the outworker to go to the address and offer the massage service for 2 hours as the demander ask. In that moment, the staff will modify the state of the order from waiting for shipping to shipping.

Till the outworker finish the service and comes back, the demander has 30 days to comfirm the transaction. After 30 days, the transcation will be confirmed automatic, and once the transcation confirm, the provider will get the money.



9, Few hours later, the staff check the order, the transaction already confirmed, and he sees the evaluation from the demander which said "the elderly massage is really nice, I would like to advise onemore time." And the service fee already transfer to YIKANG aged service's account.

The staff make the evaluation to the demander at once and finish this trade.



The different between the demander and provider about the evaluation is for the provider, they only have one area need to make the grade.

4.5 Touch point

Touchpoint (also touch point, contact point, point of contact) is business jargon for any encounter where customers and business engage to exchange information, provide service, or handle transactions.

The touch points were designed by two times, the first time designed as follows:

| | | |
|----------------------|-----------------------|--|
| Online touch points | Wechat public account | For people use wechat to connect YIYANG Online aged service paltform |
| | Online website | For people use PC to connect YIYANG Online aged service paltform |
| | YIYANG Online App | For people use App to connect YIYANG Online aged service paltform |
| Offline touch points | Official number 12349 | For general old people directly call for the aged service |

Table 4.2 touch points for first time designed

The first 3 touch points are designed for the old people's family, they could use these 3 kinds of touch points to connctet the YI YANG Online aged service platform to search and order the aged service. And the official phone number is designed for the elder to call for the aged service by themselves.



Figure 4.6 touch points for first time designed

For the second time designed, the touch points are as follows:

| | | |
|----------------------|-----------------------|--|
| Online touch points | Wechat public account | For people use wechat to connect YIYANG Online aged service paltform |
| | Online website | For people use PC to connect YIYANG Online aged service paltform |
| | YIYANG Online App | For people use App to connect YIYANG Online aged service paltform |
| Offline touch points | Official number 12349 | For general old people directly call for the aged service |
| | YIYANG Terminal | For people directly connect to the YIYANG Online platform in institution |
| | YIYANG Pad | For people directly connect to the YIYANG Online platform everywhere |

Table 4.3 touch points for second time designed



Figure 4.7 touch points for second time designed

After the second time to design, now there are six touch points here:

- 1, Wechat public account
- 2, Online website
- 3, YIYANG Online App
- 4, Official number 12349
- 5, YIYANG Terminal
- 6, YIYANG Pad

The four touch points in front of the last two are already explained, and what are the two new touch points? The YIYANG Terminal is a kind of touchable smart machine were set in the aged service institutions. It will help the old people use the YIYANG Online when they are in a institution, and also help the staff who work for the institution to upload their service on the YIYANG Online aged service platform.

Another touch point: YIYANG Pad is in order to make the elderly's life more abundant and also connect to the YIYANG Onlice more convenience.

YIYANG pad

The touch point of YIYANG pad, in fact it is just a tablet PC similar as iPad, but with the YIYANG Online's system. With this YIYANG pad, people can directaly contact the elderly and have a video talk with them. Meanwhile, the program of YIYANG Online aged service platform is already set up in the pad, the elder and their family can directly use the pad connect the platform for shopping.





The interface of the YIYANG pad was designed for some modules which are easy to distinguish by old people. As the same reason, the button is designed bigger than normal.

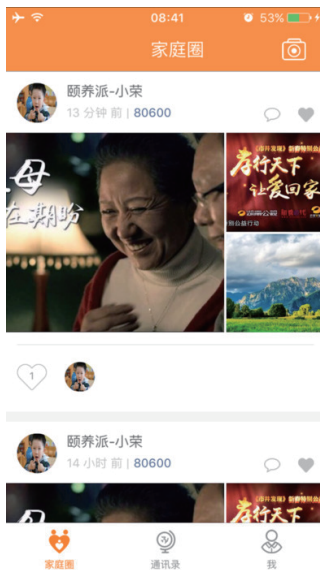
Not only the YIYANG pad, but also the YIYANG terminal was designed in the same way. And the YIYANG Online company also develops the App for the devices, whether iOS or Android.



The YIYANG pad has a built-in link which can directly lead people to connect to the YIYANG Online aged service platform for searching the aged service and ordering it.



The YIYANG pad App already issued by the company to help old people have fun with their daily life and their family knowing the condition about the elder. On the other hand, the YIYANG terminal also already produced for setting up in the aged service institution.



Except YIYANG pad, YIYANG terminal and App, there is another touch piont—YIYANG Online Wechat public account. With this account, the people who follow this account will receive a message about aged service each day.

Moreover, people also can through the Wechat public account connect to the YIYANG Online aged service platform for shopping and know more news about aged service. All of these functions are showed by the pictures are follows:

The following picture shows the interface of the YIYANG Online aged service Wechat public account. In the main page, there are three main functions buttons and the most visibly news. To click the news, people can read the detail information about the topic of the news. And click the buttons of three different functions will transfered the three different page.



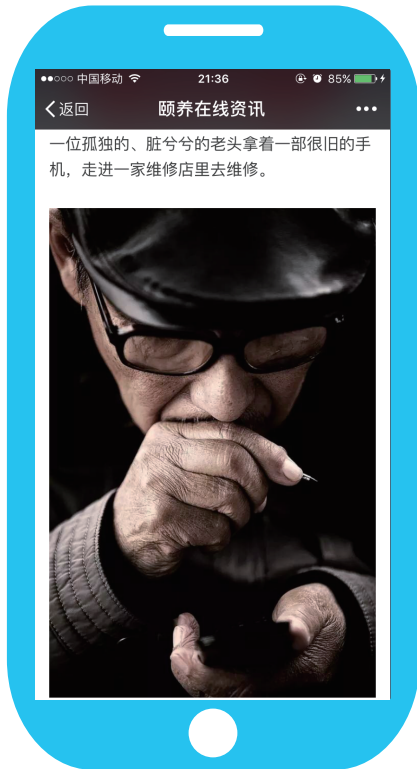
This is the news which was sent per day, and it can be open to read.

The YIYANG Online News homepage

The YIYANG Online aged service platform

recommendatory commodity

Opening the every day's news, there are always some report about the condition of Chinese elder. As the picture shows, this report is about the condition of how chinese elder use the moblie device. In this article, there are some problems of the elder using the moblie device are listed here. In this way, can keep the people concentrating on aged service.

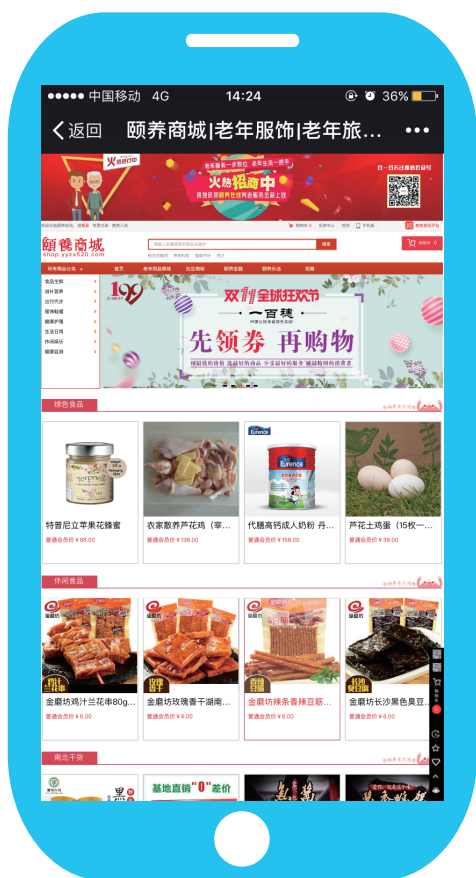


There are also a homepage for news about the elderly in China, people can click the link to into the page by moblie device.



With the YIYANG Online aged service platform will turn to the website of YIYANG Online aged service platform, and every operation are the same as through the PC. People can shopping in the aged service platform by the Wechat account directly. It is more convenience when people are outside without the pc but want to use the aged service platform.

On the other hand, the recommendatory commodity will direct people to the most popular goods at this moment.



The YIYANG Online aged service platform homepage as same as the homepage in PC, and also accept the same operations.



The page of the most popular item, the information about the commodity and payment method are shown here.

4.6 User journey map

Before design the user journey map, the every step of the whole service process, whatever for provider or demander, must be distinguished.

For the demander, when they use the YIYANG Online aged service platform, the first step is using the device (it could be mobile device, PC or make a phone call) connect the platform. The second is to searching the suitable aged service, and look through the information about the aged service or products. Then contact with the seller of the service or product to understand more and make the deal. After that, the demander can pay for the service or product and wait for the provider offer the aged service or express service. Finally, the demander should evaluate for the seller and their service.

For the provider, firstly they have to apply a online shop in YIYANG Online aged service platform, then upload the information about the aged service in their online shop and they can modify it. When there are some demanders are interesting in the aged service, the provider could have a talk with the demander, and introduce more about the service, then make it deal. After demander pay for the service, the provider will receive a pending transact. In that time, the provider should go to offer the service or ship the items to the demander. The final step as same as the demander should do —evaluate each.

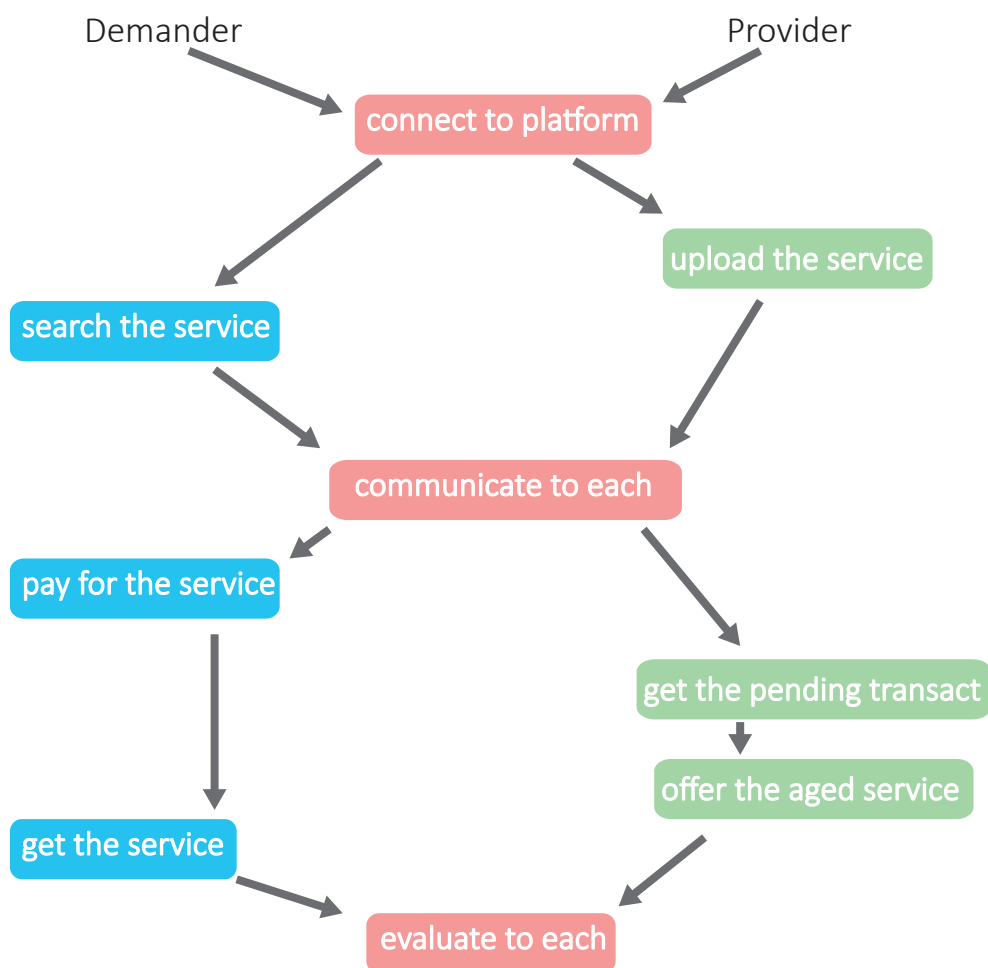


Figure 4.8 step by user journey in the service

The user journey map is also designed two times, in the first time, the demander talk to provider after paying, that maybe not better than have communication before paying. So, in the second time, the process was changed, the demander will ask more information to the provider before they pay for the service

For demander

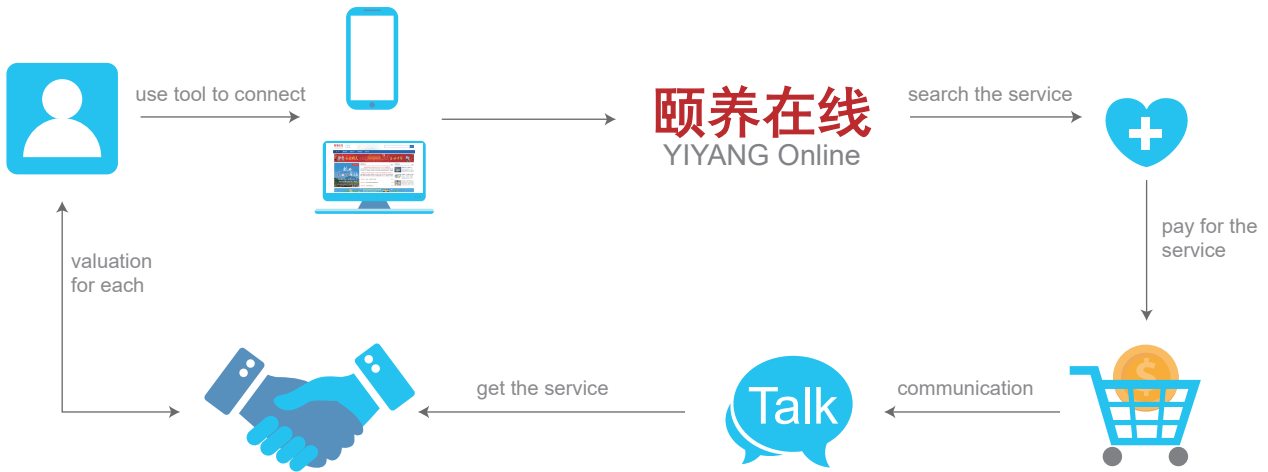


Figure 4.9 the user journey map for demander

For provider



Figure 4.10 the user journey map for provider

The second time to design the user journey map, as follows:

For demander

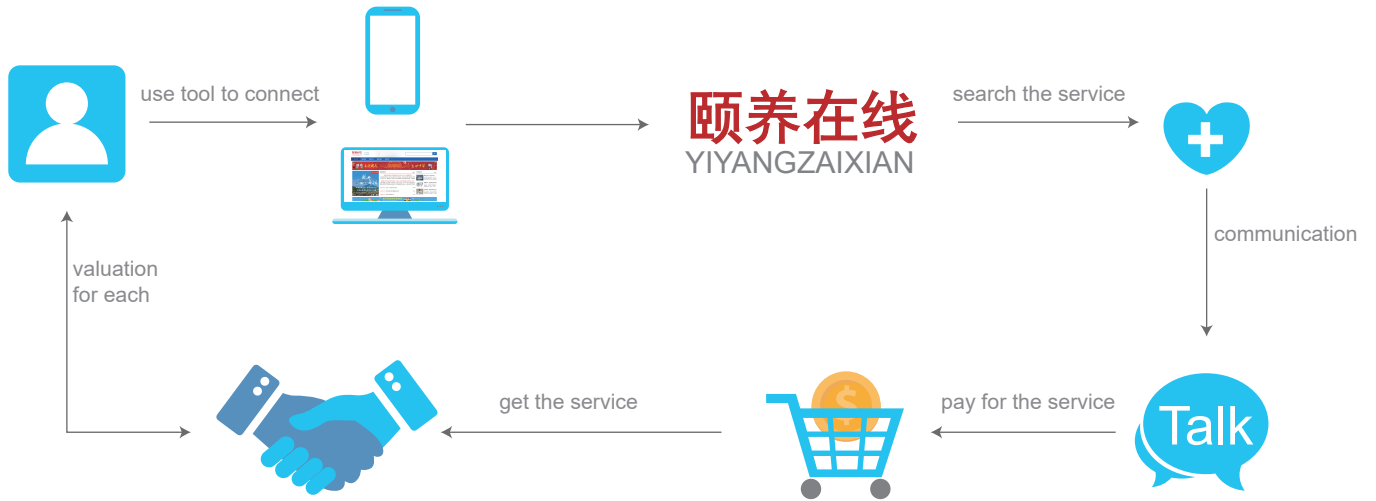


Figure 4.11 the upgraded user journey map for demander

For provider

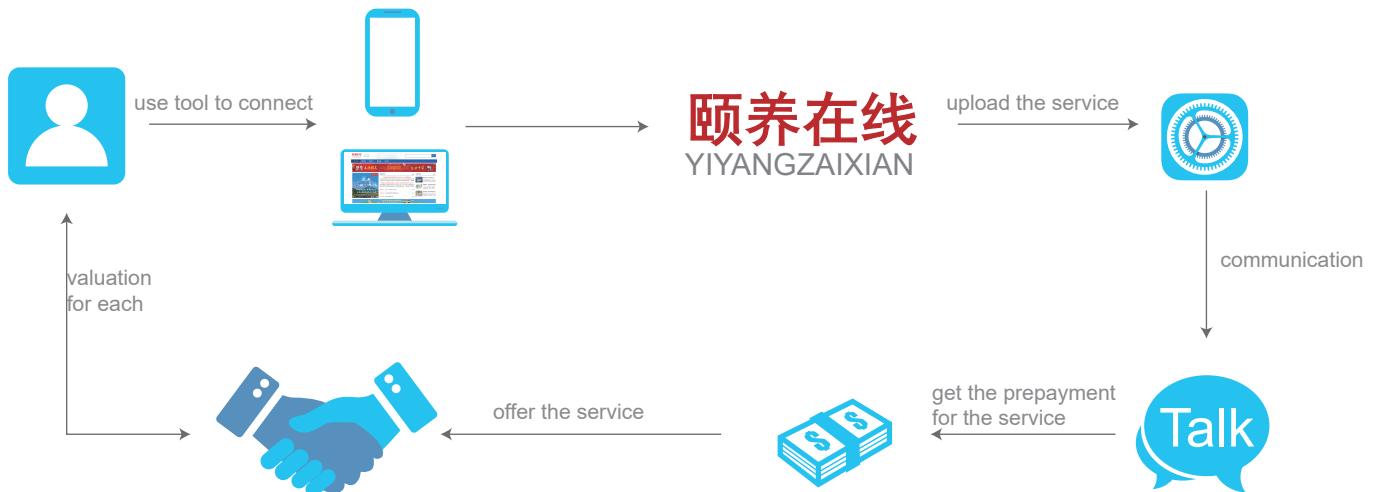


Figure 4.12 the upgraded user journey map for provider

As figure 4.10 the user journey map with the emotion line shows, both of the provider and demander are pleasant in the service process. For the demander, they are going cheerful when they searching and find the suitable aged service, then become more joyful top in the point when they obtain the aged service. About the provider, when there are some demander interested in the service and talk to provider asking more information and when the demander pay for the service, the provider becomes satisfied and the emotion line goes to the top point.

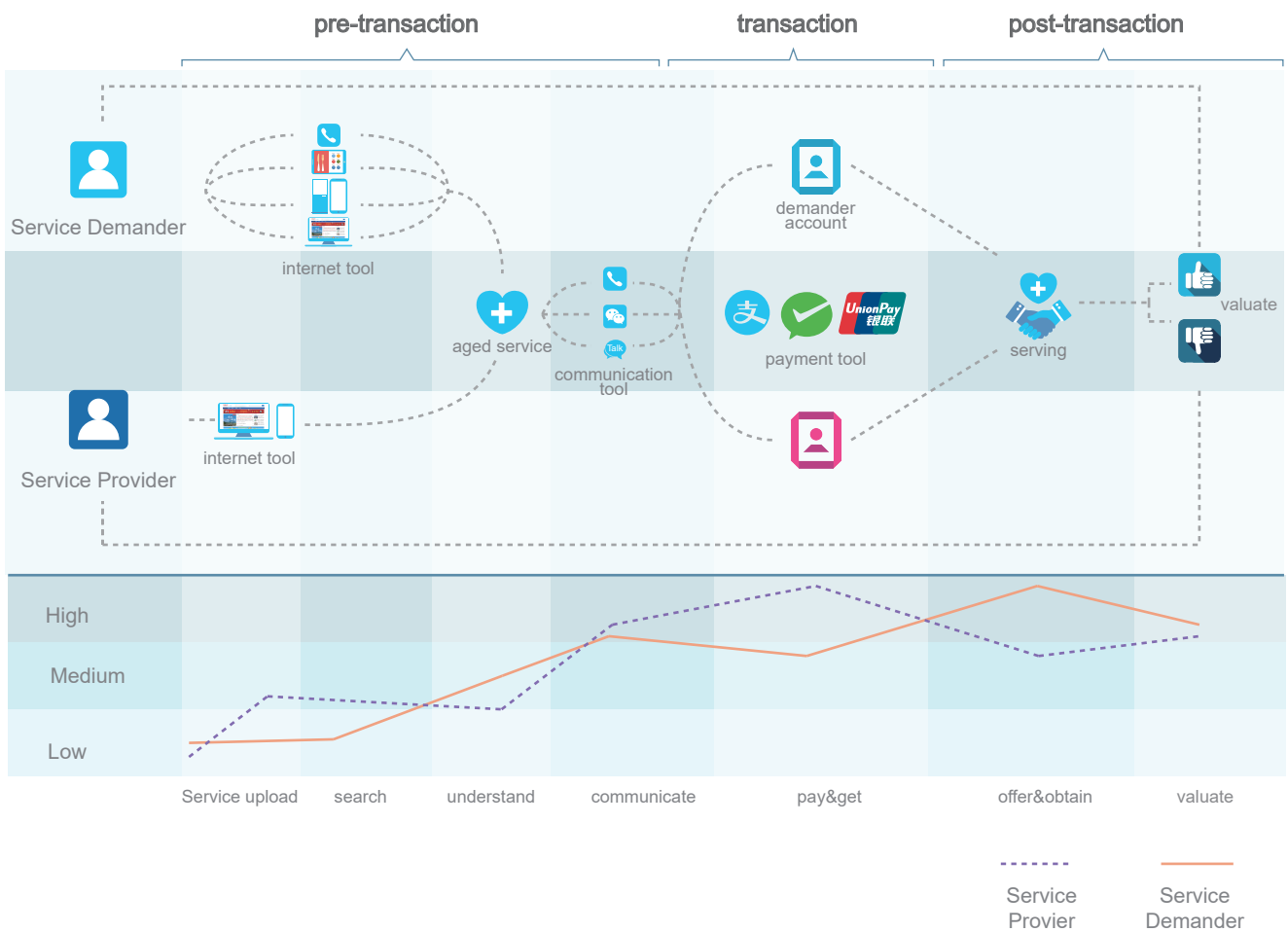


Figure 4.13 the user journey map with the emotion line

4.7 System map

There are two versions of system map, the first version of system map is not good enough, in this version, the providers are too complicated, and the relationship between the aged service platform and demander and provider are confusing. Furthermore, the information flow is not complete. With this version of system map, there are no information exchange from the platform to provider.

But what is good that is separate the different forms of payment. The particular old people are paid by government, and the general elder have to pay by themselves or their family and friends. On the other hand, the relationship between the YIYANG Online aged service platform and government is distinct.

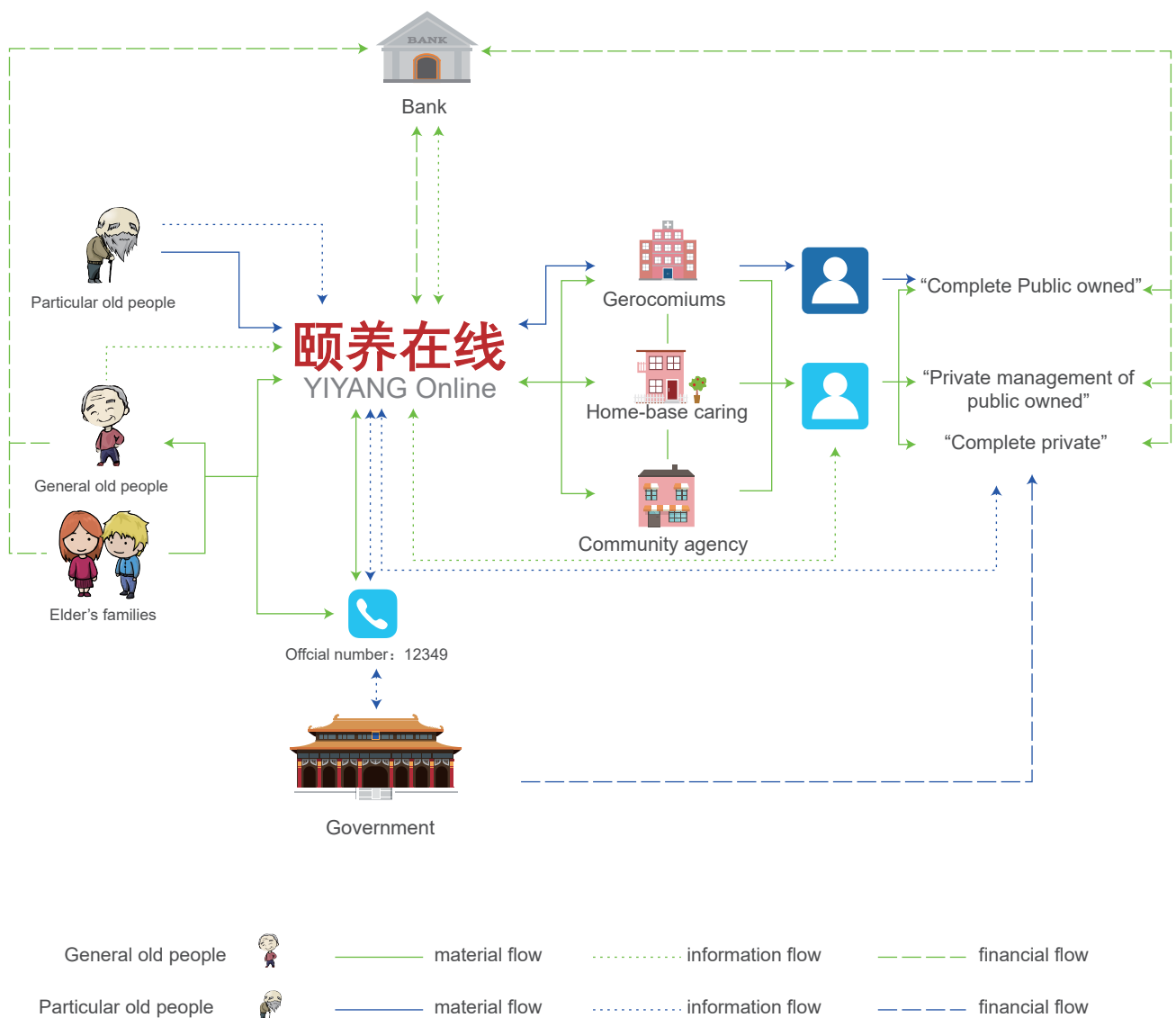


Figure 4.14 the system map of version 0.5

Based on the version 0.5 of system map, the map was improved. Maybe there are more flow line in the system, but every relationship are complicated and clean. The provider are simpler from the first version to only 3 types of service: Home-base caring service institution, Community agency center and Gerocomiums. And looking at the financial flow, the government will pay for the Particular old people, and directly pay for it to the YIYANG Online aged service for contact the Gerocomiums offer the service to particular elder. Except the payment from government, all of the other payment form are online payment including Wechat pay, Alipay and Web bank. Also including the people use the official calling center 12349 to ask the service is the same condition that the staff of YIYANG Online aged service platform will the caller to do the operation for transcating the money from the web bank to YIYANG Online.

For the YIYANG Online aged service platform itself, there are only information flow and financial flow through the platform. It is shows the essentiality of the platform, a channel to help the aged service providers have the customers who have the real demand and help the demander find and buy the suitable aged service.

In this way, YIYANG Online directly deal with the main supply and demand problem in Chinese aged service market. And the with the platform, the service demander and service provider become to the first stakeholder, the the platform itself, government and banks are the second stakeholder.

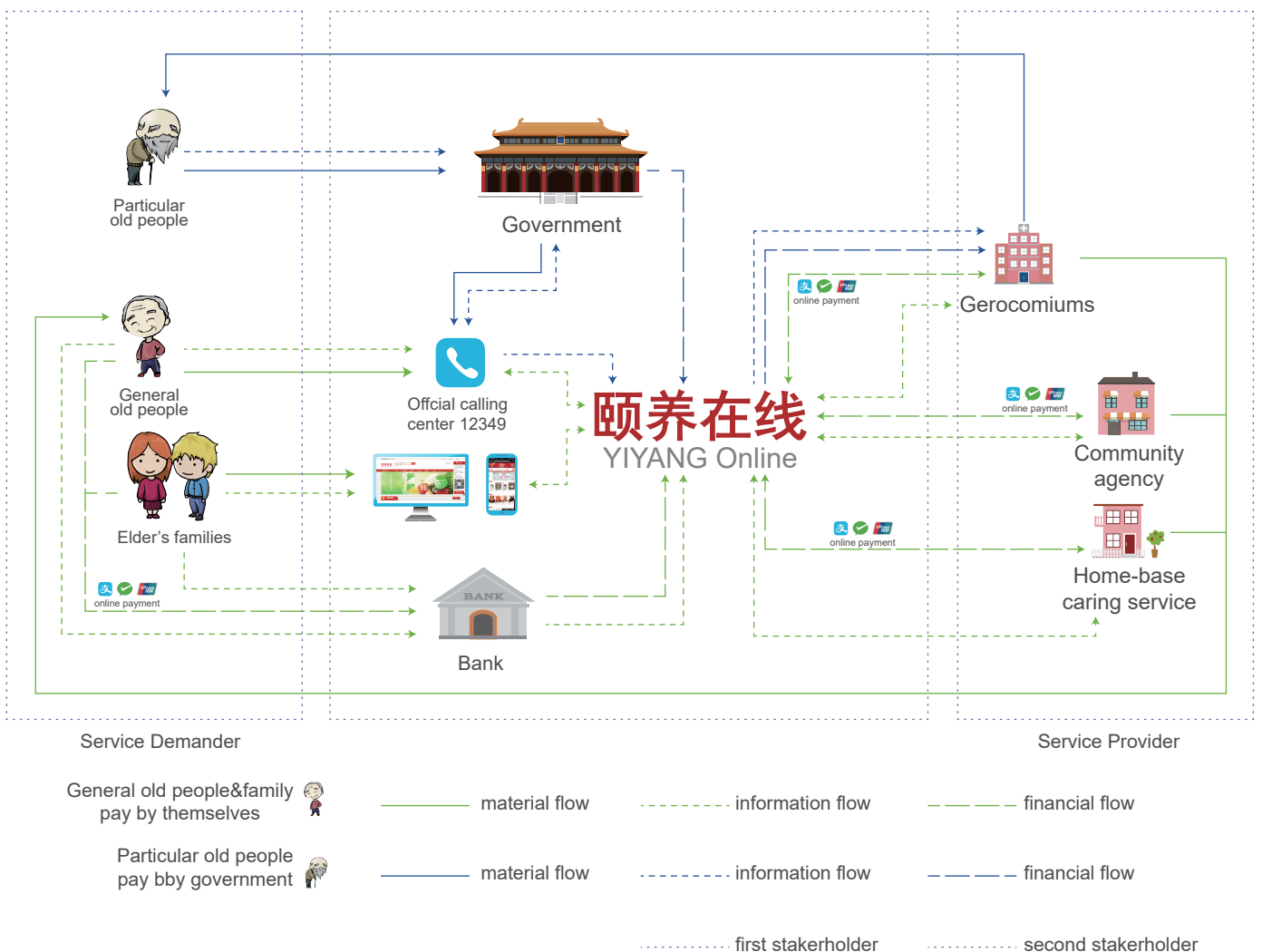


Figure 4.15 the final system map(version 1.0)

With a more simple angle of view, we can separate the system map in three areas with only material flow, only information flow and only financial flow.

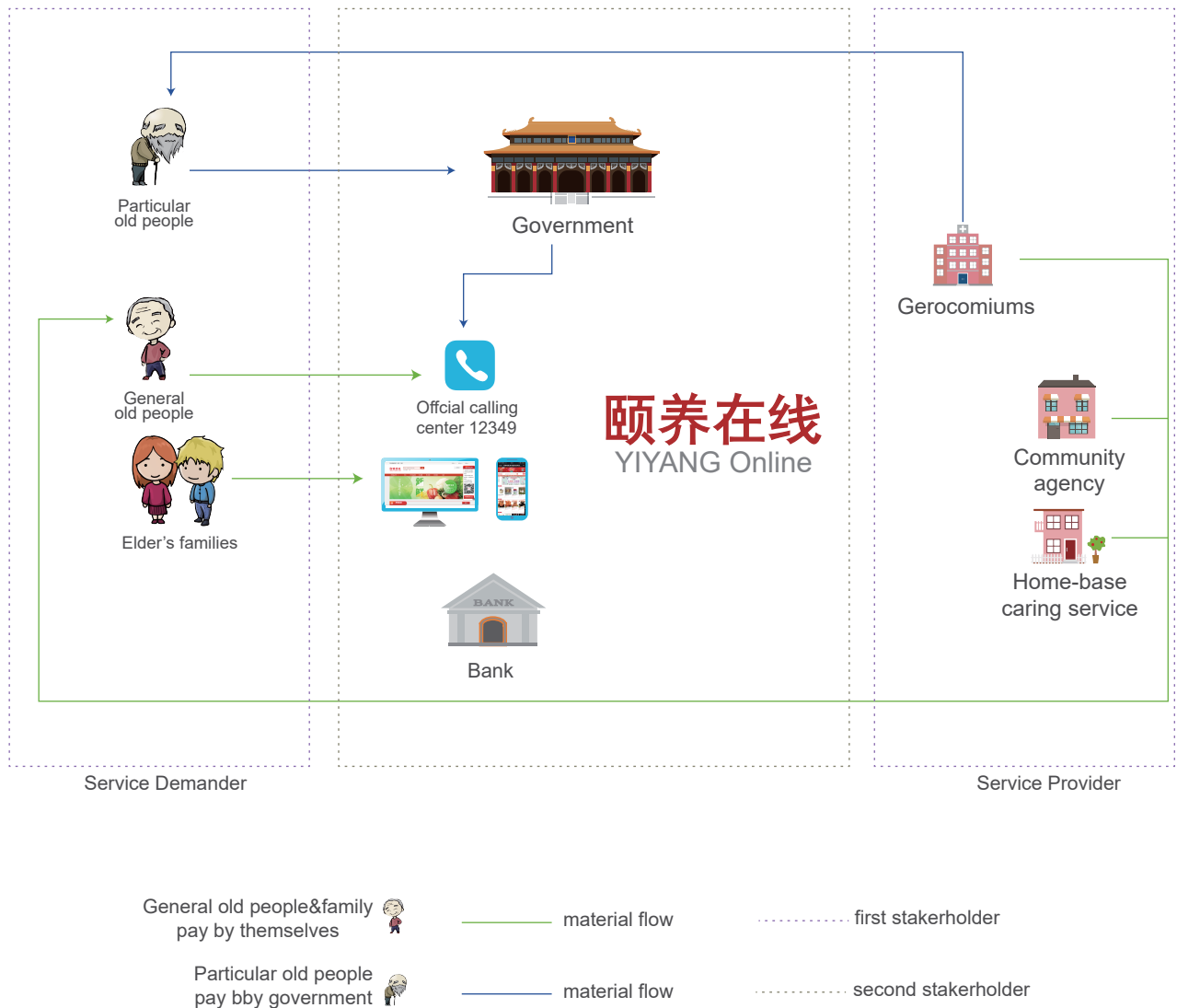


Figure 4.16 the system map with only material flow

As the Figure shows, the material flow just between the demander and their device to connect the service provider, and the service provider to the elderly in demander. Meanwhile there is a material flow from the government to the official calling center, it is because the calling center is control by government but operate by YIYANG Online aged service platform.

After a demander user their device to connect the YIYANG online platform, the next physical step is directly to the serving for old people. And it is obviously that bank in this physical material flow not has any actions.

After the only view with material flow, the following figures shows the view with information flow and financial flow. With these two views, the relationships are undimmed.

The provider and demander transport their information by the devices to the YIYANG Online aged service platform. The only different is the government has to collect the personal information for the particular old people. Then the government send the information by the calling center to the YIYANG Online for asking service. For the particular elder, they do not need to ask aged service by themselves, government will according to their conditions choose the suitable government buying services for them. And every role are connected by information flow.

Moreover, with the financial flow, the wechat pay and Alipay are allowed to use in the transaction. It is more convenience when the demander use their mobile device. In the system, there are no any cash trade, all of the trade from demander are pay by online payment.

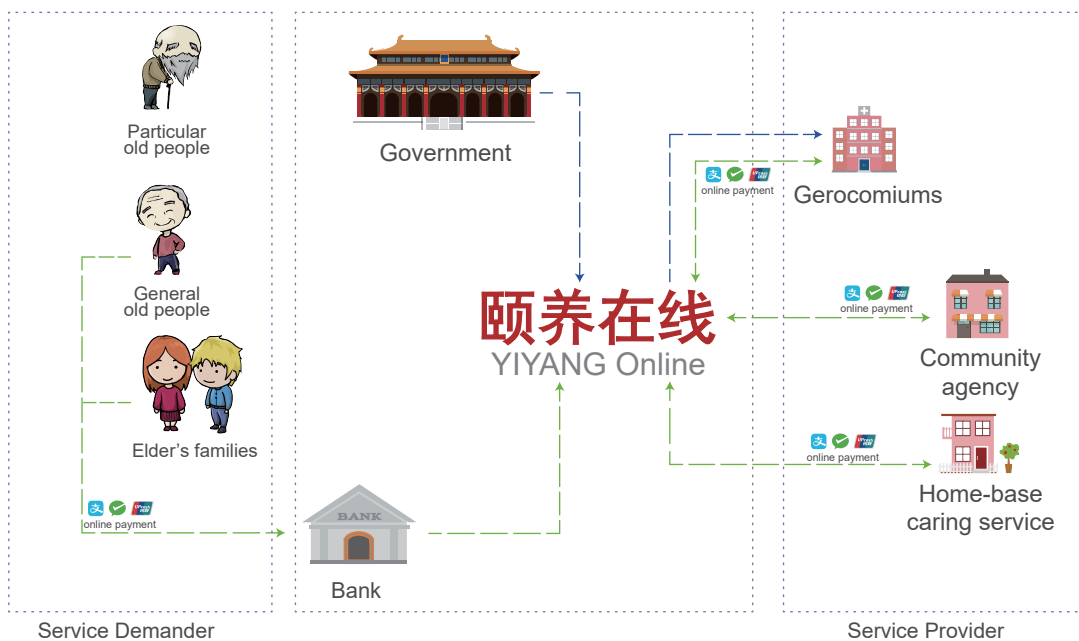


Figure 4.17 the system map with only financial flow

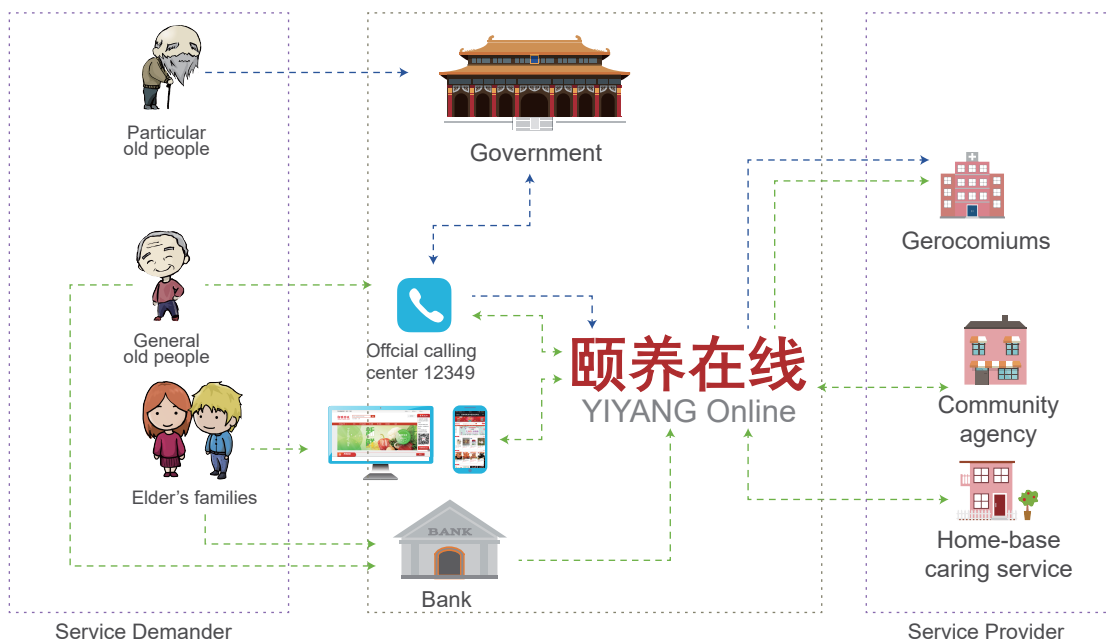


Figure 4.18 the system map with only information flow

4.7 The upgrade of YI YANG Online

After the author's research and analysis, as well as the specific content of the aged service discussed by the managers, the YIYANG aged service platform has been issued. Including the daily necessities of the elderly, the various types of aged service, the travel products and the financial products of the elderly all be sold in this platform.

Also on the site, there is a page which special display all the information of aged service agencies. It shows the information including the contact number, address, the type of aged service, the evaluated level and so on.

Moreover, the author advise the managers just issued the YIYANG Online aged service platform in Hunan province. That means all of the user in the platform are in Hunan, because there are a large number of aged service institution in China, consider about the B.A.T(Bai du, Alibaba and Tencent, they are the top 3 internet company which almost monopolize the market in China) the only way to make YIYANG Online aged service platform success is build its own market in the hometown.

So, at the present stage, YIYANG Online aged service platform should focus on the market in Hunan province. And attract more user through the government official number 12349 and cooperate with the aged service institution. Such as give some discount, like the first year for the provider can free using the platform, even return part of the profit to the seller.

After the YIYANG Online get a successful mode with local government and service provider, the aged service platform can be issued facing to the whole Chinese market.



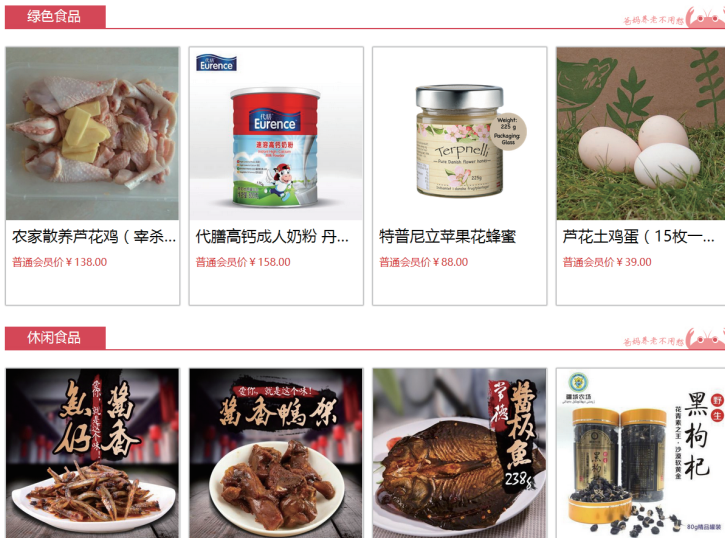
Figure 4.19 the start point-Hunan province

The website of YIYANG Online are upgraded, from similar to a government official webiste with news and policies to current similar to Taobao, it is a real online shopping mall to sale the product for old people, evey kinds of aged caring service and travelling product or financing product for elder.

Aged Health Items

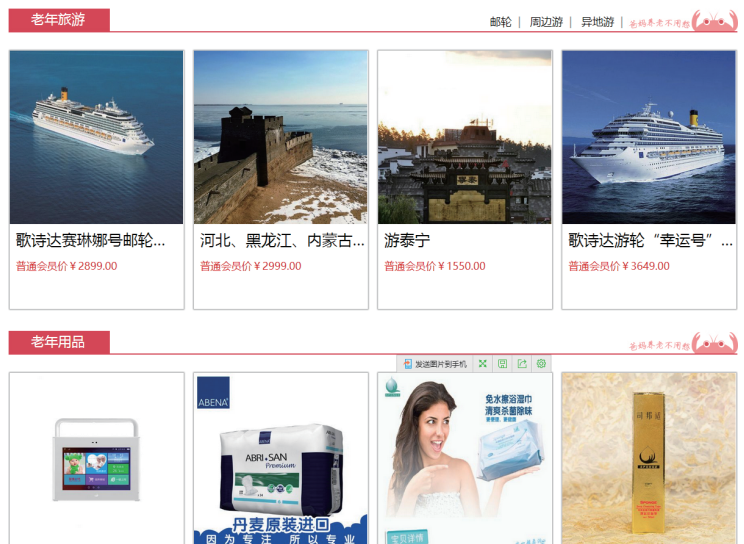
Aged Service

Aged Travel



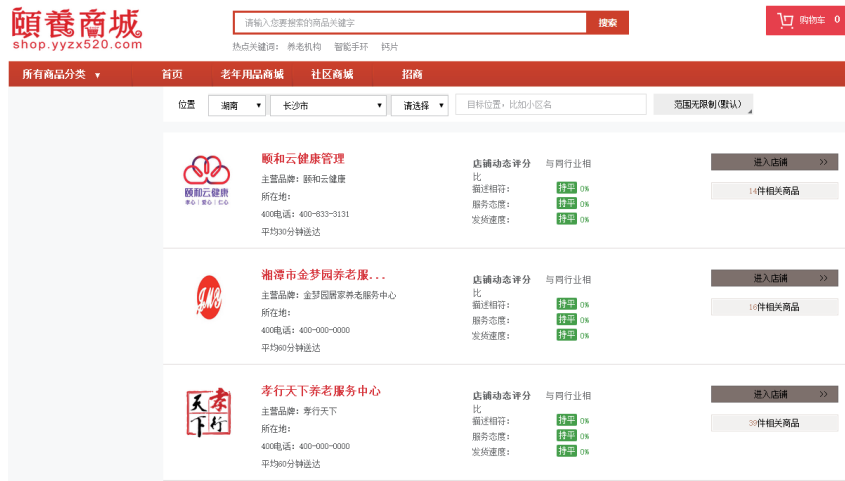
The sale page of articles for daily use for the elderly

The sale page of travelling product for old people



The information page of the every aged service provider. In this page people can see the rank of the aged service and the evaluated compare with the average level. In additional, people can click the service institution link to their homepage to know more about the aged service.

On the other hand, the page of the financing product are separated from the YIYANG shopping mall. It is a independent web, now. And the next work for the YIYANG Online's programmer is arrange the financing part into the online shopping mall area.



The page shows the general information about each aged service institution



The page lists the some kinds of financing product for the elderly

Chapter 5

Summary of the project

Today, the industry of aged service has just taken the initial step in China, facing the huge potential market and requirements of aged service, each kind of aged service will inevitably develop flourishing. However, it is worth to mention that now the development of aged service is still quite confusing.

herefore, the author analyzed the market and users of aged service, and presented the possibilities of different designs for different types of users, which is based on the user type and the data collected from the interview, field research and non-intrusive observation. Finally, the author designed the entire aged service platform according to all the user needs and the company's situation, and described the entire service process by using user journey map, system map and touch point.

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APPENDIX

TABLE

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