

# DATA DRIVEN RENOVATION OF SERVICE DESIGN

ILLUSTRATED BY DIGITAL CREATIVE INDUSTRY VISUALIZATION PLATFORM DESIGN

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GUO WEIRUN

# CONTENT

1 INTRODUCTION

2 INDUSTRY ANALYSIS AND SERVICE DESIGN

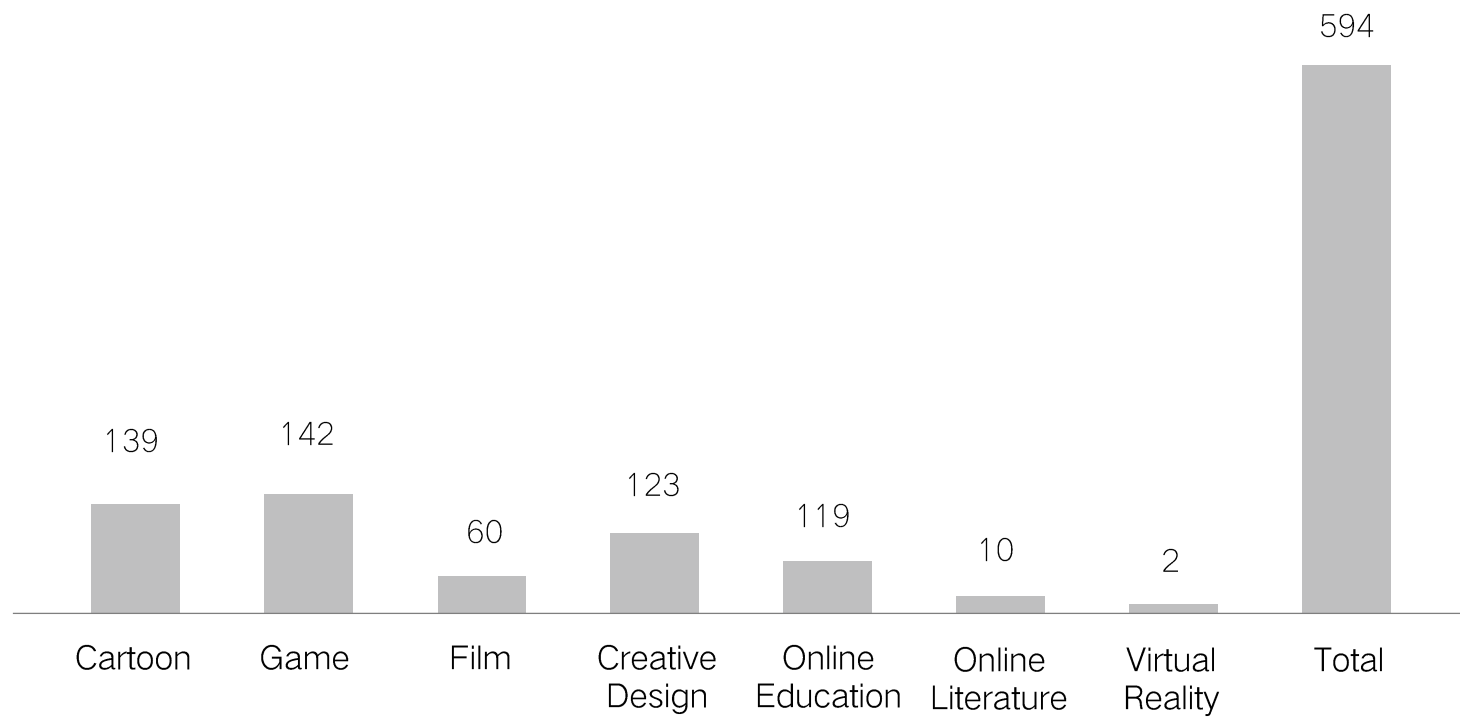
3 DIGITAL CREATIVE INDUSTRY DATA ANALYSIS

4 VISUALIZATION PLATFORM DESIGN

# INTRODUCTION

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BACKGROUND    CONCEPT DEFINITION    RESEARCH SAMPLE



China Digital Creative Industry Value in 2015 ( Billion yuan)

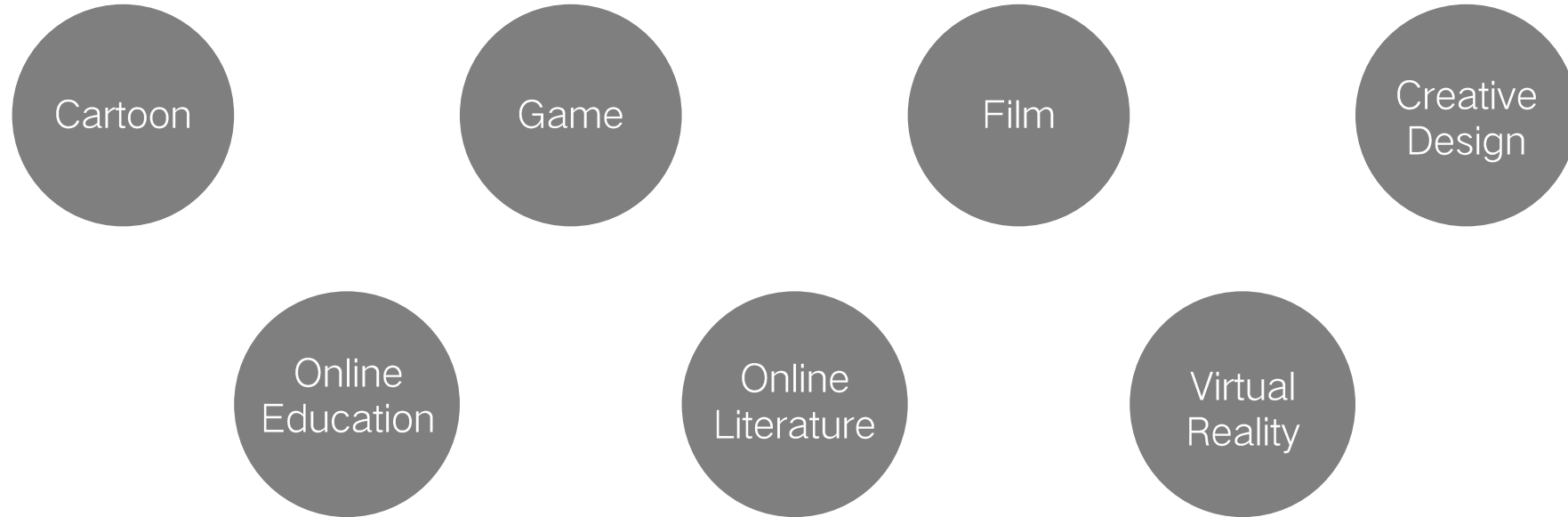
“

Digital Creative Industry is an emerging industry combined with creative product and commercialize, applied with culture content, to create content intensive industry activity in material or unmaterial product, who is protected by intellectual property.

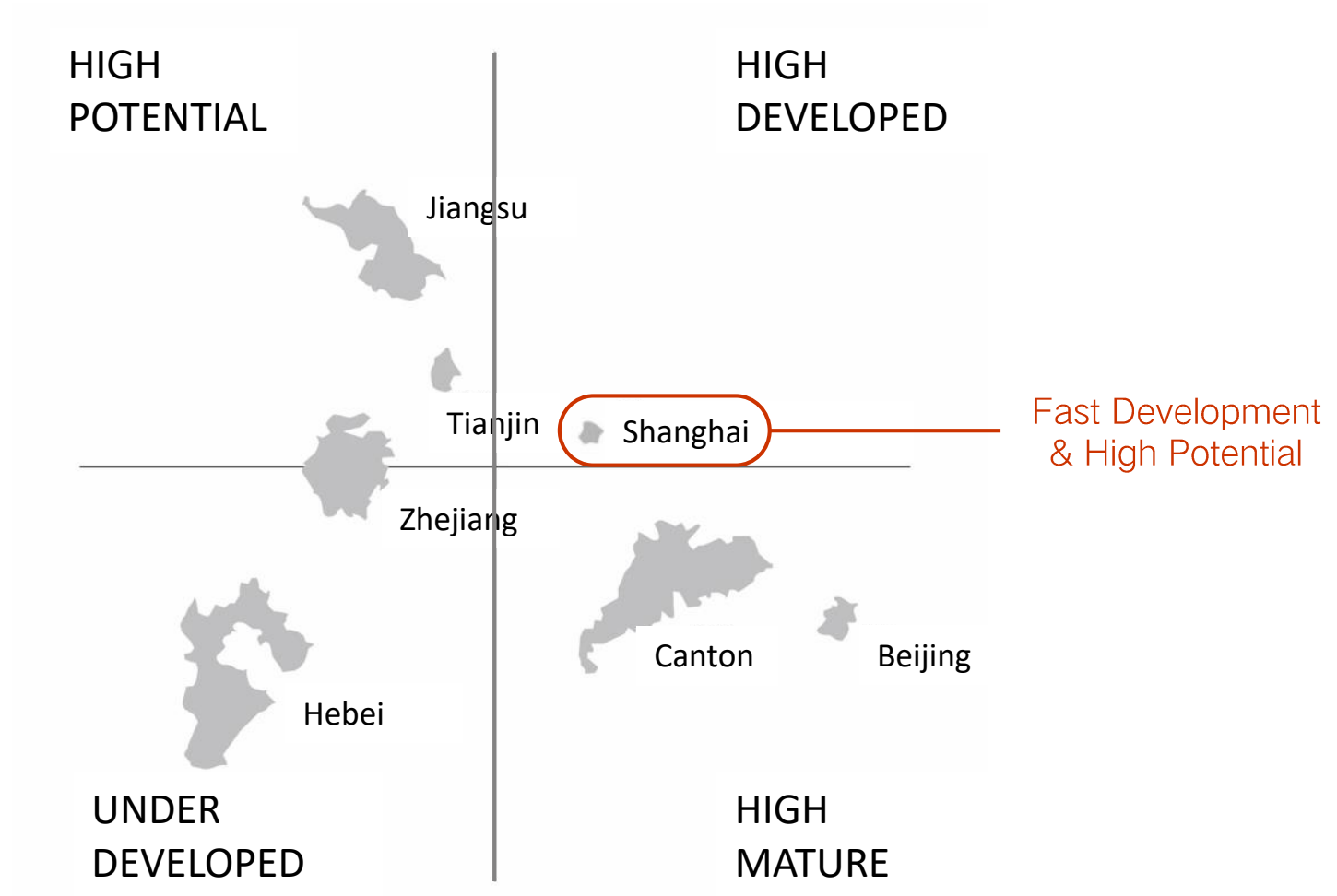
Digital Creative Industry consists of Cartoon, Game, Film and Television, Creative Design, Online Education, Online Literature and Virtual Reality Industry.

”

——2016 China Digital Creative Industry Development Report



7 Sub-Categories Industries of Digital Creative Industry



China Digital Creative Industry Region Development

# METHODOLOGY

## INDUSTRY ANALYSIS AND SERVICE DESIGN

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RESEARCH LIMITATION    METHOD AND FRAMEWORK

METHODOLOGY

RESEARCH LIMITATION

INDUSTRY ANALYSIS

Lack of Detailed Interaction with Users

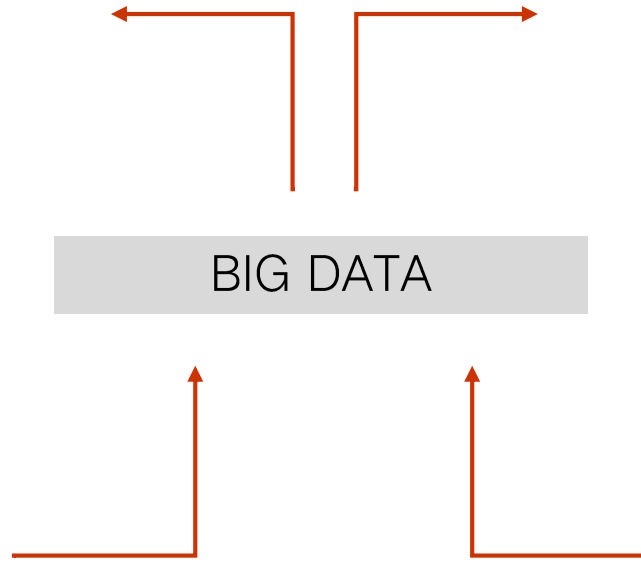
SERVICE DESIGN

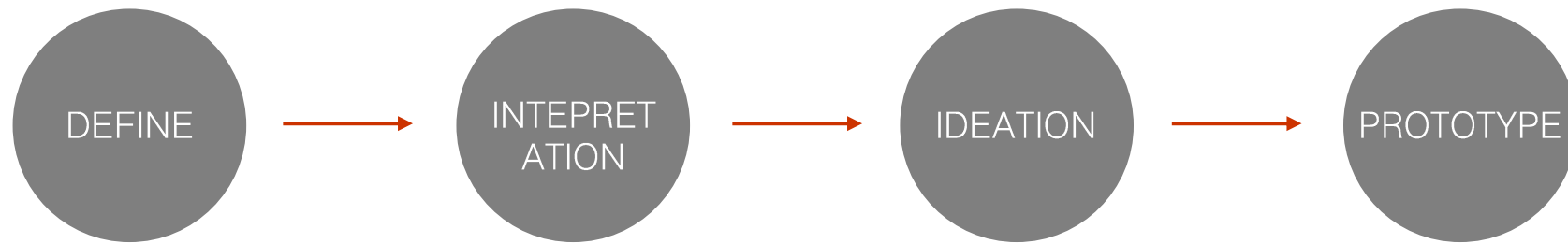
Limited in Handle with Massive Scale Target

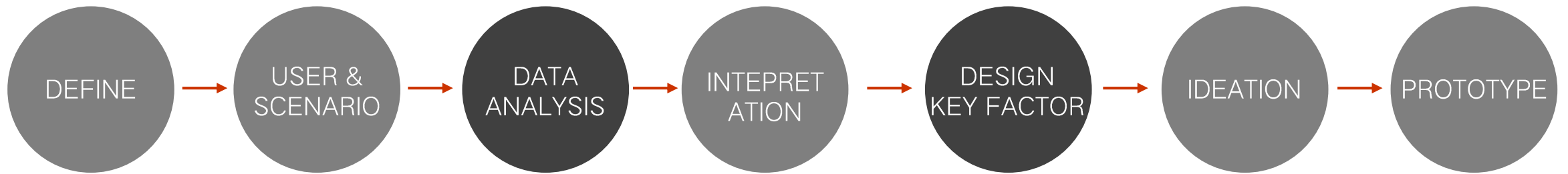
BIG DATA

INDUSTRY

CITY







# DATA ANALYSIS OF DIGITAL CREATIVE INDUSTRY

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USER & SCENARIO DATA COLLECT DATA ANALYSIS DESIGN KEY FACTOR

**DATA ANALYSIS**

USER & SCENARIO

**POLICY MAKER**

Make Targeted Leading Policy according to Current Industry Distribution

**URBAN PLANNER**

Convey the Industry Distribution Info to the Policy Maker

**START-UP**

Find Out the Regulation of Industry Distribution to Locate Business



POLICY MAKER  
**Mayor Zhang**

NAME: **Mayor Zhang**

Age: **55**

GENDER: **Male**

DEGREE: **Master**

RESIDENCE: **Shanghai**

OCCUPATION: **Mayor**

“

To find out the potential region, where will be cluster of digital creative industry, and figure out the relationship between industry cluster and city feature.

”

For Mayor Zhang, the duty lays on cultivate industry development, based on determining which region is suitable for what kind of industry. However, there is no tool for him to fulfil this duty, only by subjective decision under experienced judgement. His main aims are finding out the potential region, where there will be cluster of digital creative industry, and figuring out the relationship between industry cluster and city feature; By fulfilling these two purposes, Mayor Zhang can judge the right region to cultivate digital creative industry and take specific measure to help industry development.



URBAN PLANNER  
**Professor Wu**

NAME: Professor Wu

Age: 57

GENDER: Male

DEGREE: PhD

RESIDENCE: Shanghai

OCCUPATION: Urban Planner

“

A tool to analysis and demonstrate the relationship between region and industry distribution, which can be interpreted as a bridge between data and government policy maker

”

For Professor Wu, his lays on design the industry distribution for the city undeveloped region for government. The urgent need for him is lack of direct information of current city industry distribution to analysis and visualization tool for him to demonstrate for the policy maker. Due to his level, he also needs a tool for his employee to demosntrate the urban planning thinking to him in a more direct way. His main aims are acquiring a visualization platform to analysis and demonstrate the relationship between region and industry distribution, which can be interpreted as a bridge between data and government policy maker, due to their duty.



START-UP TEAM  
**Steven Jiang**

NAME: **Steven Jiang**

Age: **31**

GENDER: **Male**

DEGREE: **Master**

RESIDENCE: **Shanghai**

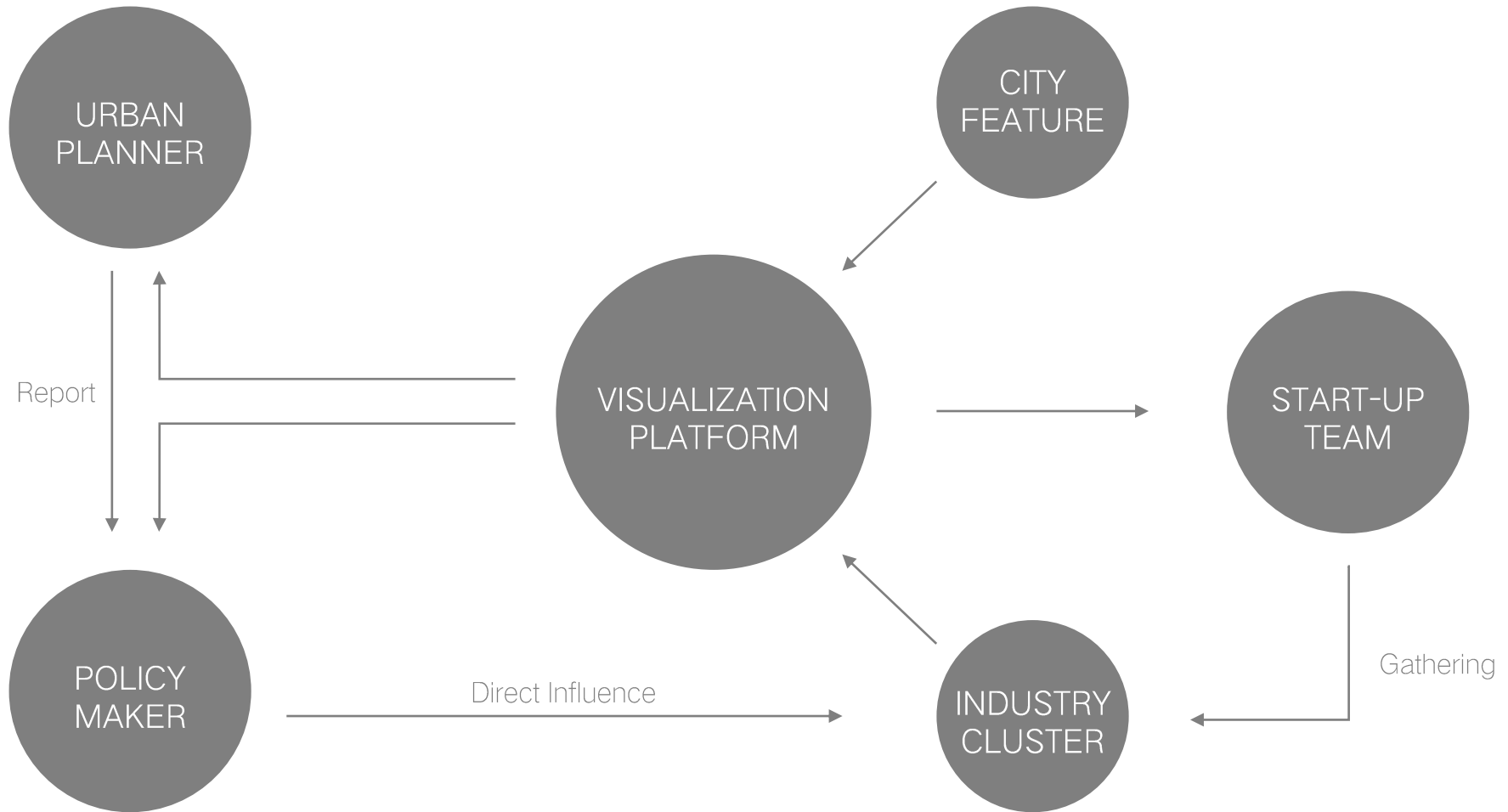
OCCUPATION: **Start-Up Founder**

“

A channel to find out the right place to  
locate business

”

Jiang founded his start-up team half year ago. With the business growth, he need a new place for his team to work. However, they have no tool to find out the right place to locate their business. Building company has to take many factors into consideration like transportation, college, rent price etc. but all these factors are random and lack of integrate with industry distribution. The main aims of him and his team lay on direct demonstration between region feature and industry to find out the highest cost performance location to work .



	Valid Data	Invalid Data	Before 2010	After 2010	No Capital	Total
Cartoon	247	116	56	191	43	363
Game	4406	283	69	214	4	4692
Film	11900	452	89	363	16	12352
Creative Design	483	753	58	695	190	1236
Online Education	15633	88	13	75	8	15721
Online Literature	0	21	0	210	0	21
Virutal Reality	5	15	6	9	0	20

Shanghai Digital Creative Industry Data

DATA ANALYSIS

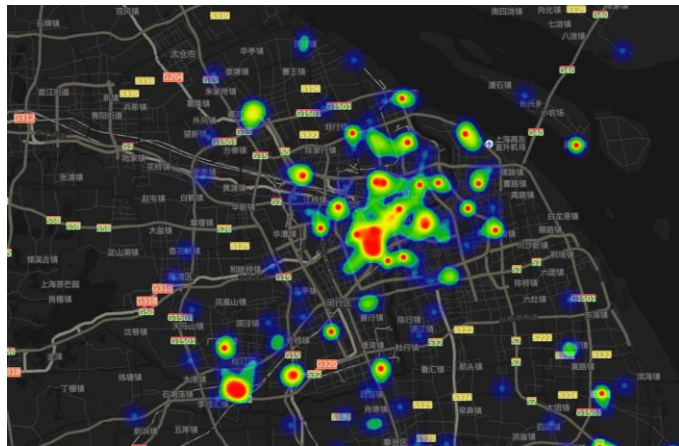
DATA ANALYSIS



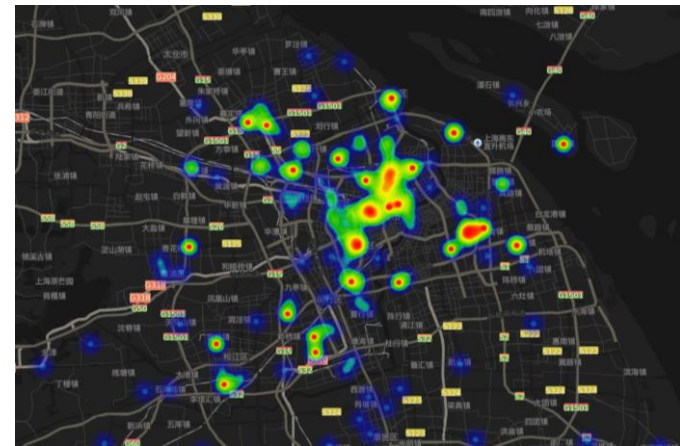
Game Industry Heat Map



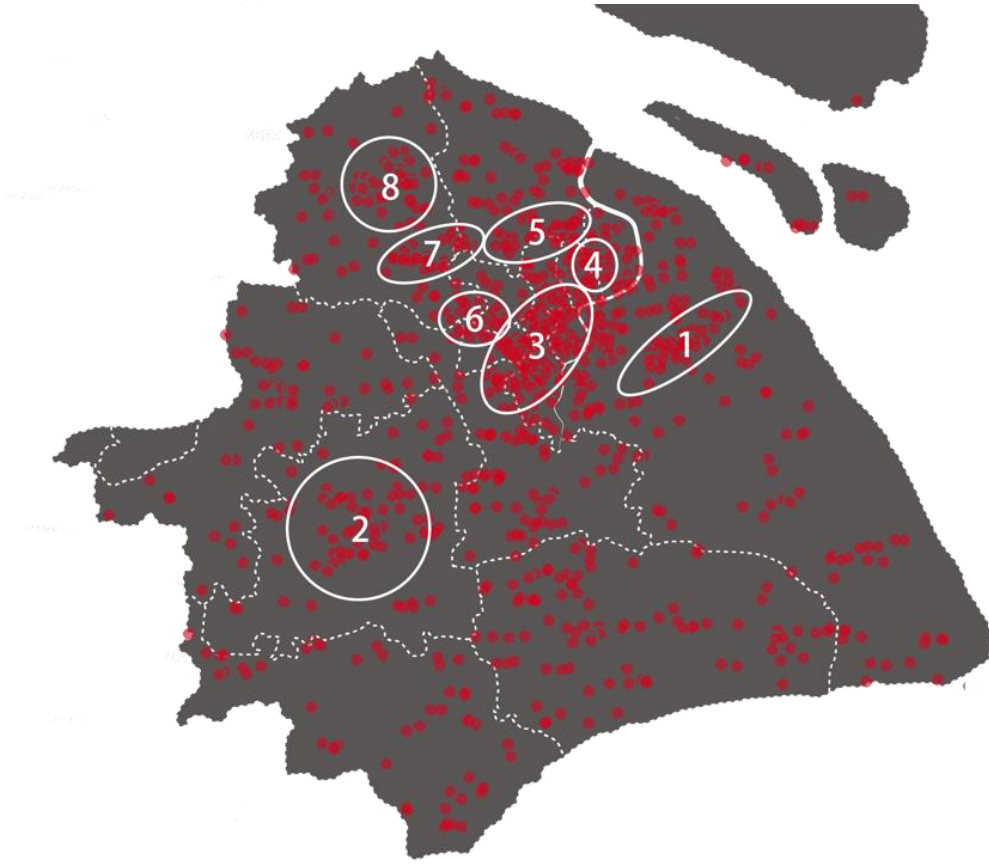
Film Industry Heat Map



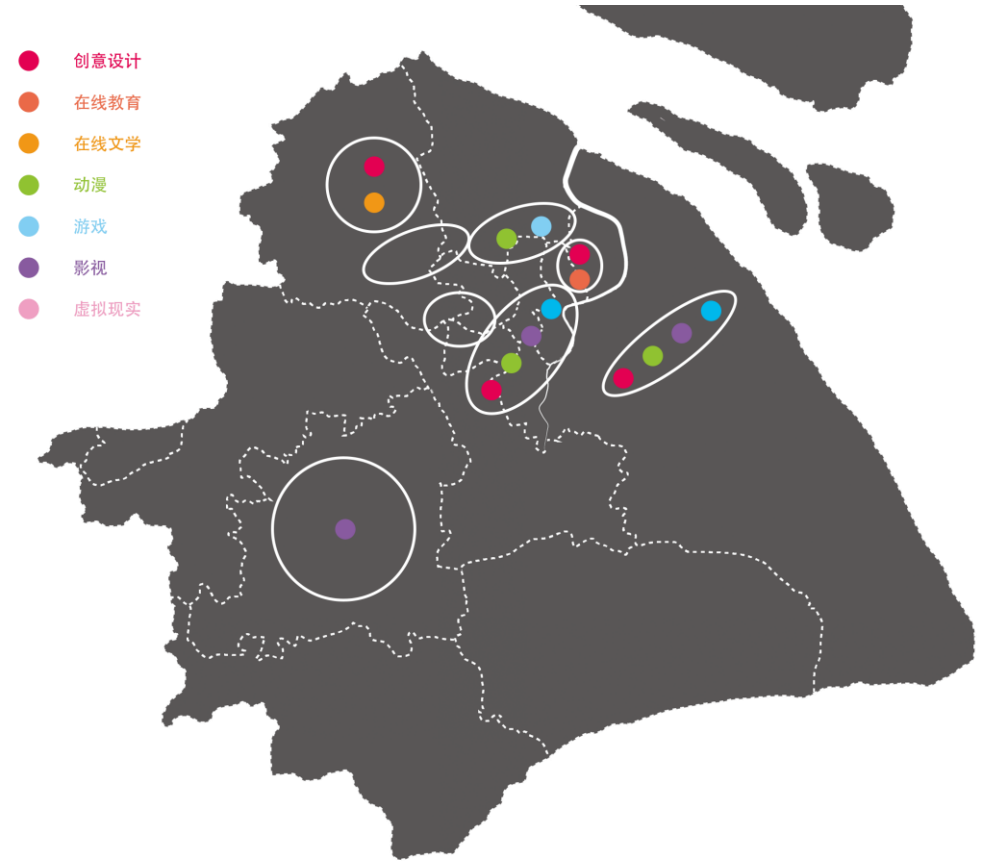
Creative Design Heat Map



Cartoon Industry Heat Map



Digital Creative Design Dots Map



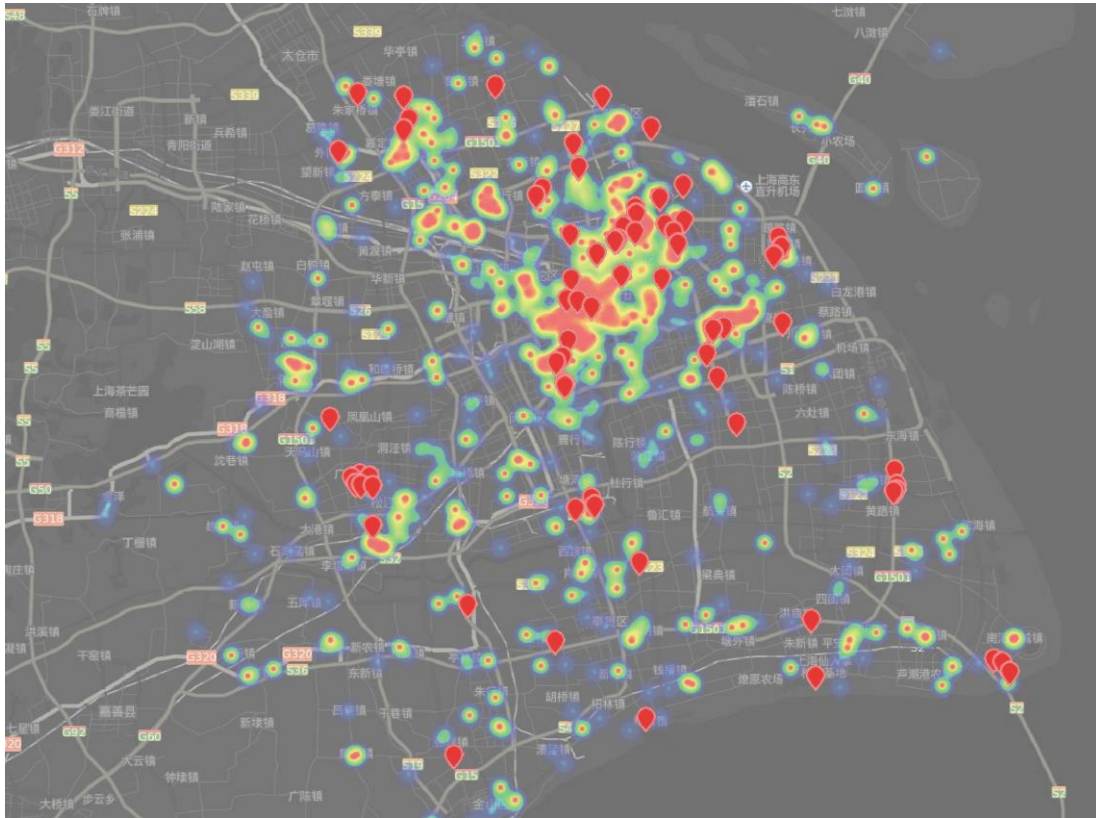
Digital Creative Design Cluster Map



Shanghai Metro-Industry Distribution Relation Map



Shanghai High Speed-Industry Distribution Relation Map



Shanghai College-Industry Distribution Relation Map



Shanghai History Heritage Region-Industry Distribution Relation Map

# VISUALIZATION PLATFORM DESIGN

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KEY FACTOR GENERALIZE    WORKFLOW    INTERACTION DESIGN

**DESIGN**

KEY FACTOR

**Transportation**  
Metro, Bus, High Speed etc.

**Cost**  
Salary, Rent etc.

**Industry**  
Industry Park, Cluster etc.

**Culture**  
College, History Heritage Region etc.

**Policy**  
Policy, Law etc.

...



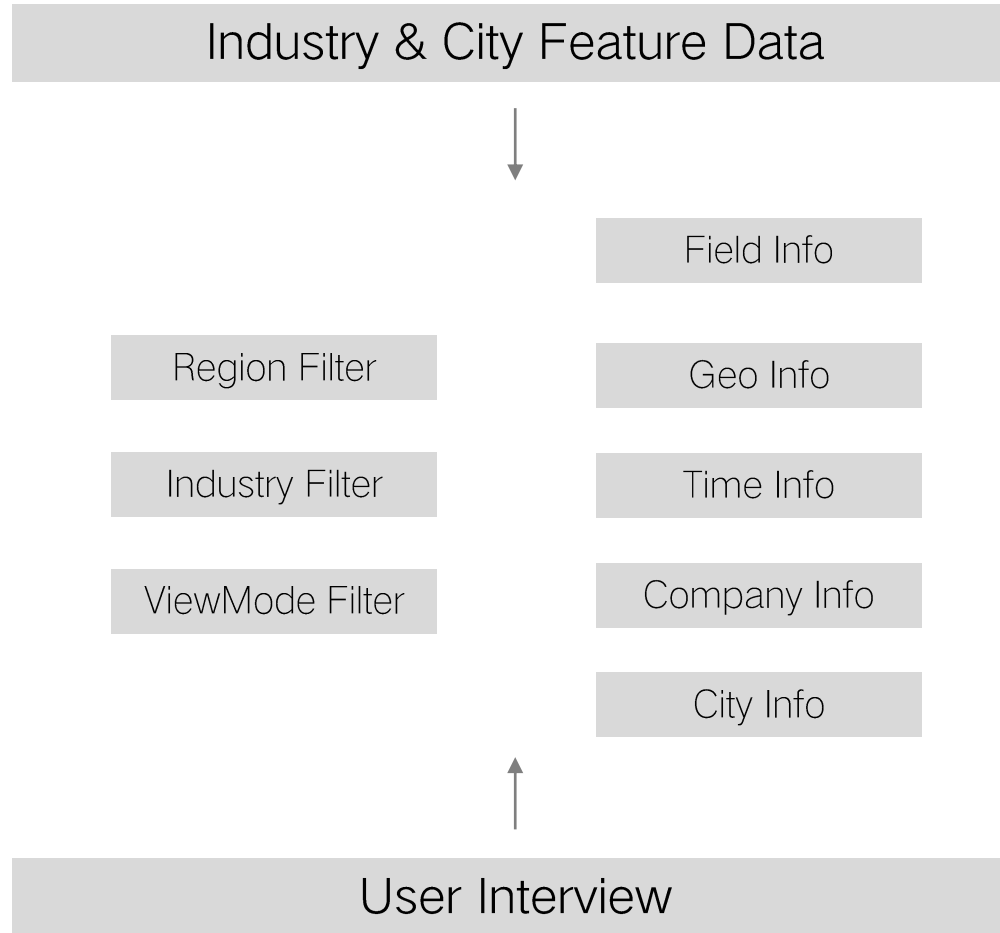
Metro

High Speed

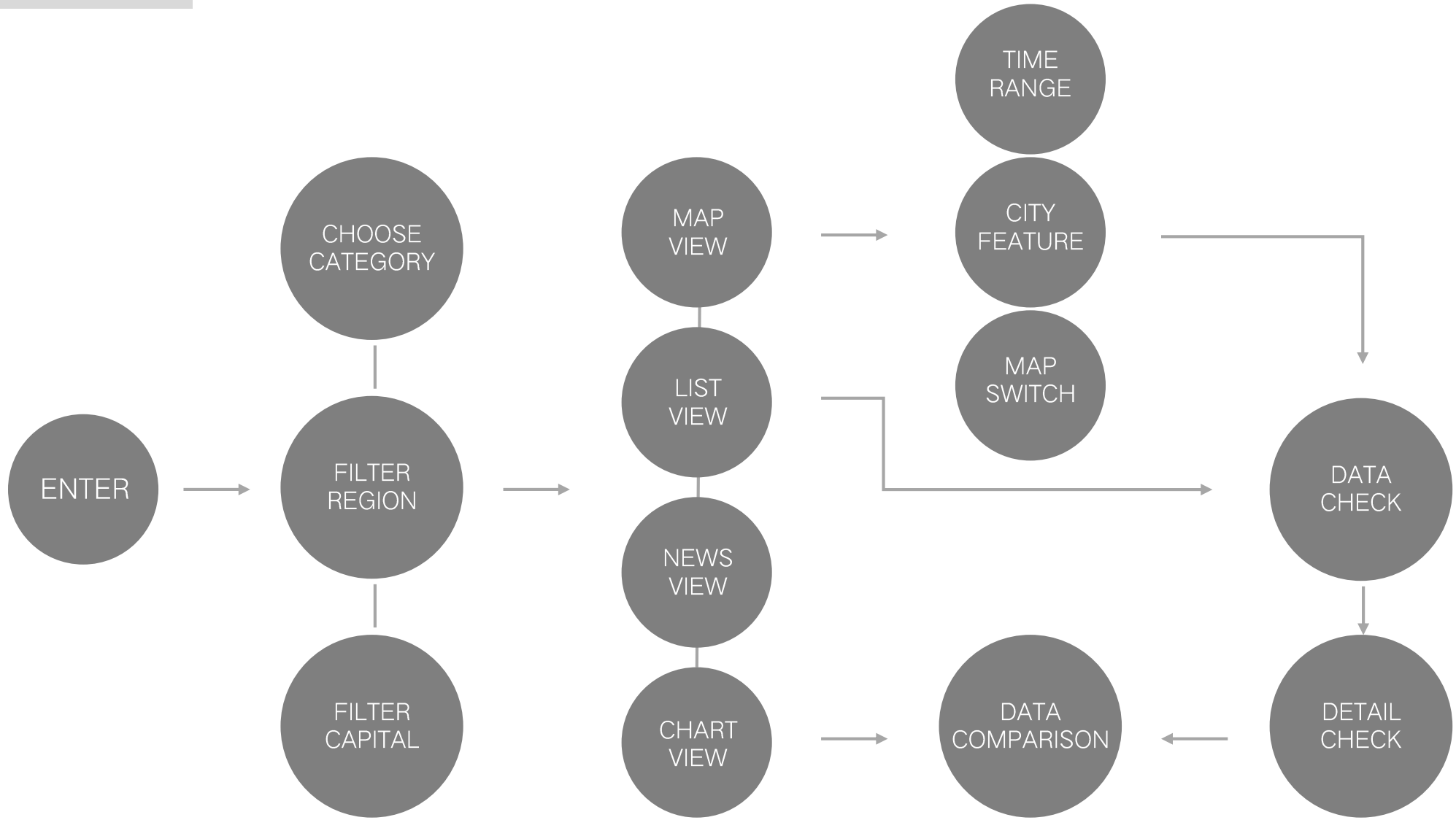
College

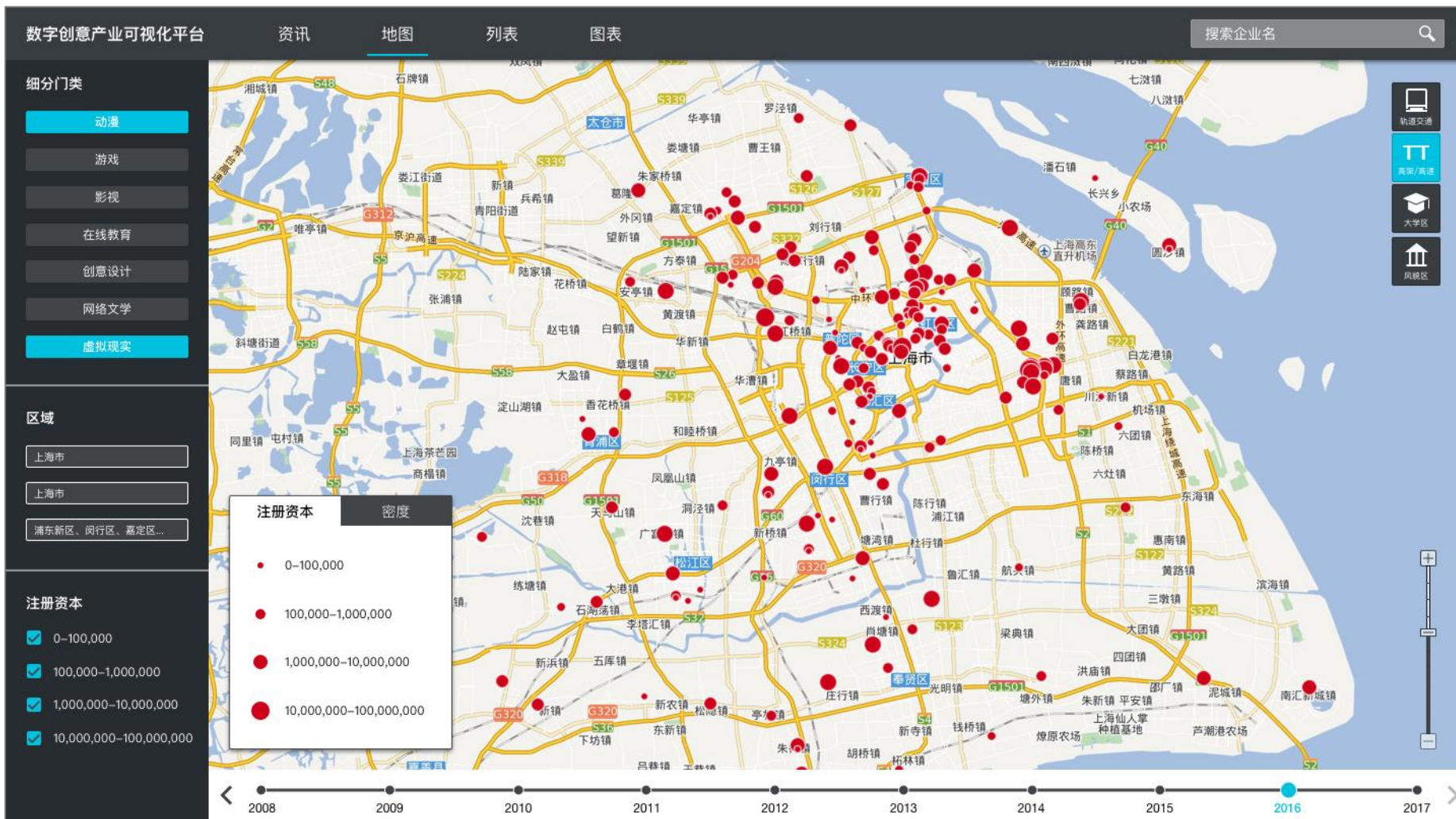
Culture Heritage Region

Policy









MAPVIEW

FILTER

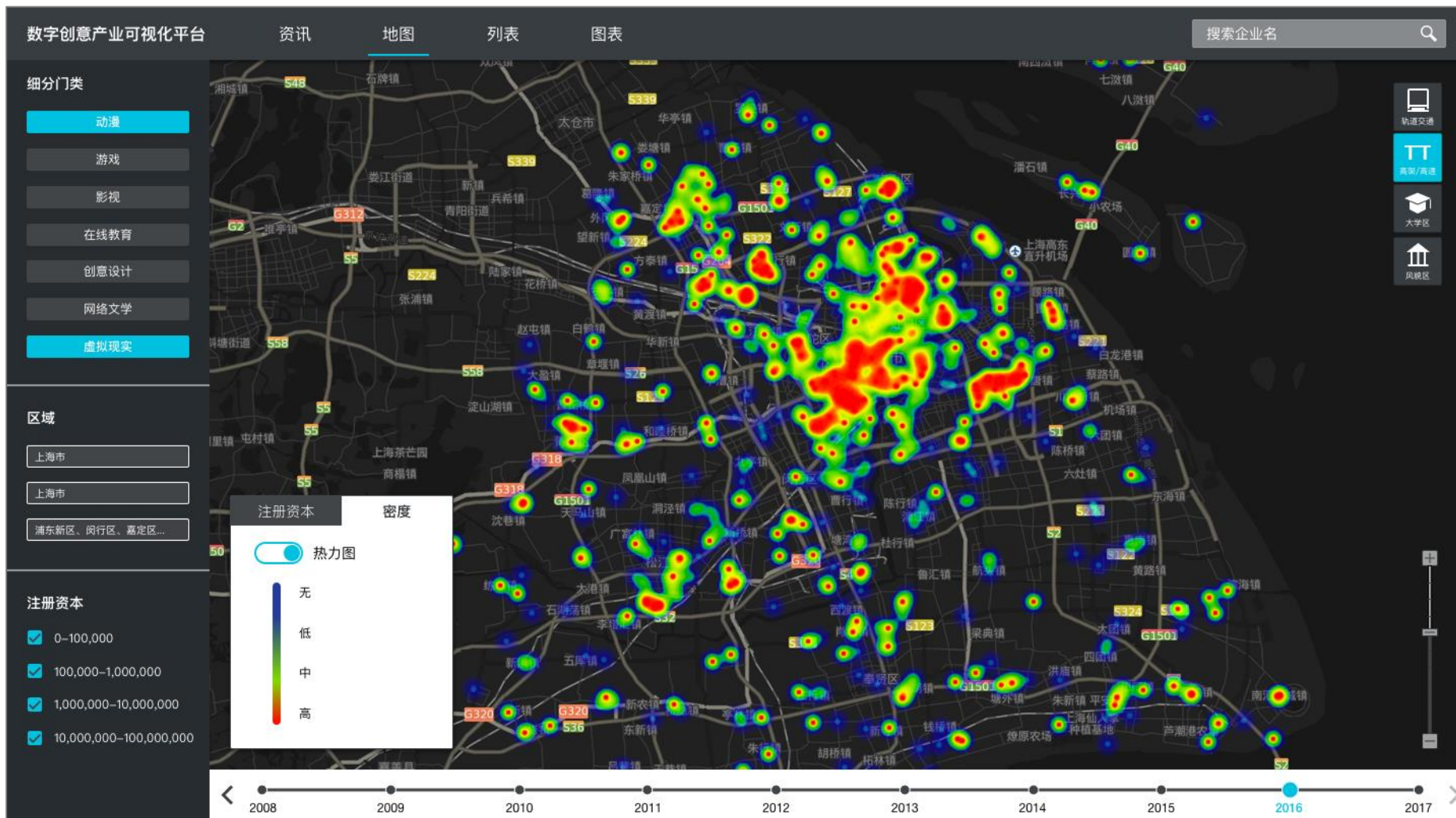
CONTENT



REGION INFO

FILTER

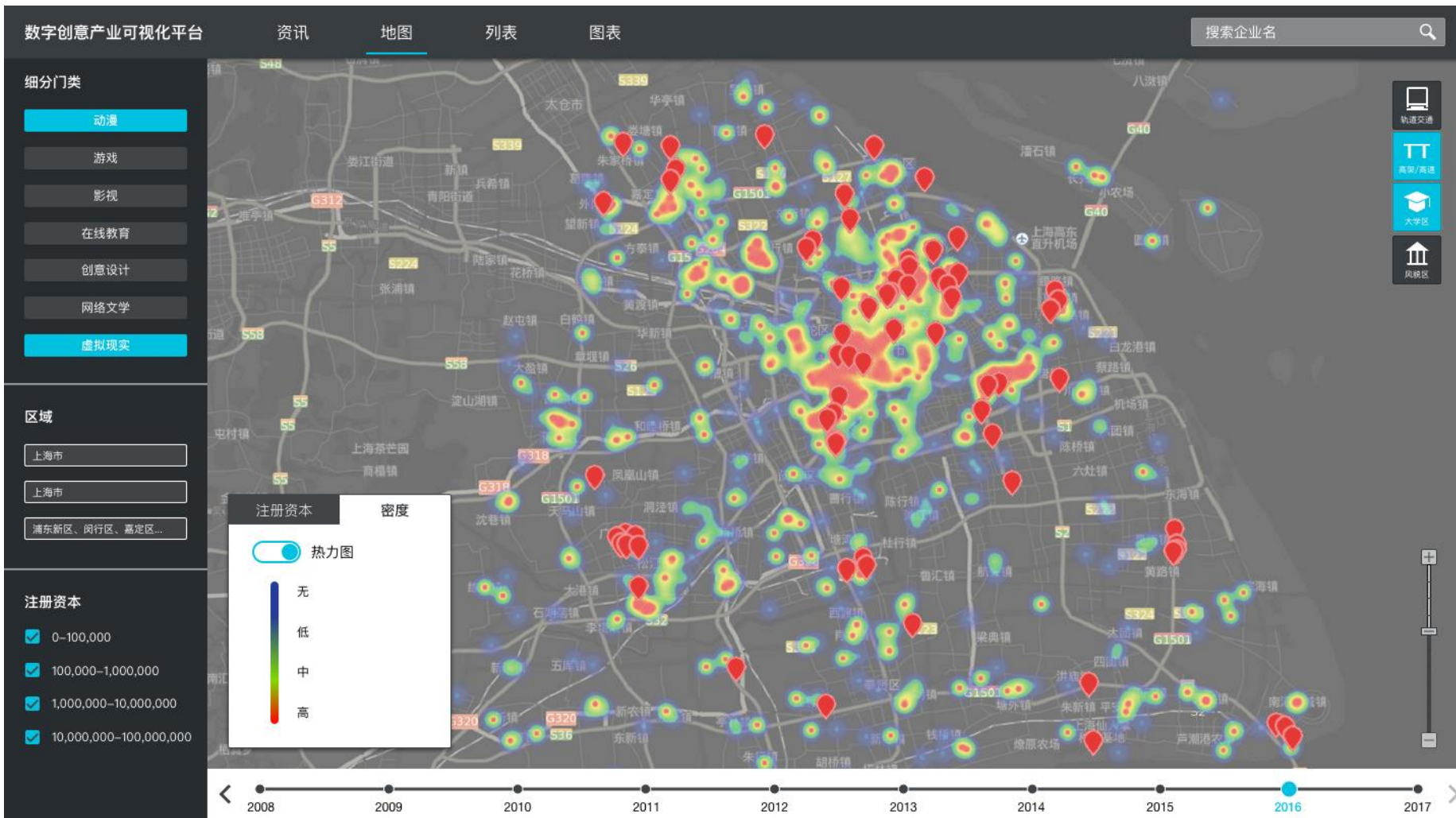
CONTENT



HEAT MAP MODE

DESIGN

INTERACTION DESIGN



CITY FEATURE

COMPARISON MODE

数字创意产业可视化平台

资讯 地图 列表 图表

搜索企业名

细分门类

- 动漫
- 游戏
- 影视
- 在线教育
- 创意设计
- 网络文学
- 虚拟现实

区域

上海市

上海市

浦东新区、闵行区、嘉定区...

注册资本

- 0-100,000
- 100,000-1,000,000
- 1,000,000-10,000,000
- 10,000,000-100,000,000

阶段性成功的IP  
产业发展的基石

2016中国国际动漫游戏博览会在沪举行  
未来网 2016-07-09

2016腾讯动漫行业合作大会上海召开：  
二次元经济助力国漫崛起  
手游网 2016-10-21

10月20日，主题为“众创高能”的第二届腾讯动漫行业合作大会在上海召开。在去年首提“二次元经济”概念并引发行业广泛关注的基础上，腾讯集团副总裁、腾讯影业首席执行官程武在本届发布...

中美合资东方梦工厂：聚焦动画创意编剧开发及制作  
新华网 2016-03-20

2012年，华人文化产业投资基金联合上海东方传媒集团有限公司（今上海文化广播影视集团有限公司）、上海联和投资有限公司，与《功夫熊猫》系列动画电影出品方美国梦工厂动画公司一起，共同宣布合资组建一家影视...

热读文章

- 1、四部委：34家动漫企业获得2016-2017进口免税资格
- 2、2016中国文化产业指数发布：北京超过上海位列第一
- 3、2016中国国际动漫游戏博览会在沪举行
- 4、中国首个动漫会展联盟在上海成立
- 5、2016腾讯动漫行业合作大会上海召开：二次元经济助力国漫崛起
- 6、中美合资东方梦工厂：聚焦动画创意编剧开发及制作

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

NEWS MODE

## DESIGN

## INTERACTION DESIGN

数字创意产业可视化平台

资讯 地图 列表 图表

搜索企业名

细分门类	年份	行政区	门类	企业名	地址	注册资本
动漫	2016	崇明区	动漫	上海盈多动漫设计工作室	上海市崇明县横沙乡富民支路58号D1-6433室	5,000,000
游戏	2016	嘉定区	动漫	上海新倚动漫有限公司安亭分公司	上海市嘉定区安亭镇和静路1547号	5,000,000
影视	2016	崇明区	动漫	上海嗣科动漫设计中心	上海市崇明县长兴镇潘园公路1800号3号楼1502室	5,000,000
在线教育	2016	青浦区	动漫	上海臻飞动漫设计中心	上海市青浦区胜利路588号5幢1层N区118室	5,000,000
创意设计	2016	金山区	动漫	上海嘿卡动漫工作室	上海市金山区漕泾镇亭卫公路3688号5幢1597室	5,000,000
网络文学	2016	虹口区	动漫	上海飞轨动漫设计工作室	上海市虹口区汶水东路278号1502室	5,000,000
虚拟现实	2016	嘉定区	动漫	上海世纯动漫设计事务所	上海市嘉定工业区叶城路925号B区4幢J483室	5,000,000
	2016	奉贤区	动漫	超尘动漫科技(上海)有限公司	上海市奉贤区庄行镇叶庄公路135号2幢769室	20,000,000
	2016	金山区	动漫	炫梦(上海)动漫文化发展有限公司	上海市金山区廊下镇景乐路228号7幢E255室	15,000,000
区域	2016	崇明区	动漫	上海紫卉动漫文化传播有限公司	上海市崇明县横沙乡富民支路58号A1-6247室	10,000,000
上海市	2016	奉贤区	动漫	上海神北克动漫设计有限公司	上海市奉贤区环城西路3111弄555号2幢-157	10,000,000
上海市	2016	松江区	动漫	展游(上海)动漫设计有限公司	上海市松江区文汇路1128号	10,000,000
浦东新区、闵行区、嘉定区...	2016	闵行区	动漫	上海齐升动漫游艺机娱乐有限公司	上海市闵行区沪星路105号2幢3F-06	800,000
	2016	徐汇区	动漫	上海墨治动漫制作有限公司	上海市徐汇区龙腾大道2879号3楼3260室	500,000
注册资本	2016	嘉定区	动漫	上海涵凌动漫有限公司	上海市嘉定区真南路4268号2幢J953室	500,000
<input checked="" type="checkbox"/> 0-100,000	2016	闵行区	动漫	上海橙漫动漫科技有限公司	上海市闵行区剑川路951号1幢南楼6层612室	480,000
<input checked="" type="checkbox"/> 100,000-1,000,000	2016	虹口区	动漫	上海匠临动漫设计有限公司	上海市虹口区沽源路110弄15号210-851	300,000
<input checked="" type="checkbox"/> 1,000,000-10,000,000	2016	虹口区	动漫	点乐动漫设计(上海)有限公司	上海市虹口区汶水东路351号1号楼三层388室	300,000
<input checked="" type="checkbox"/> 10,000,000-100,000,000	< 1 2 3 ... 49 >					

LIST MODE



CHART MODE

**THANKS**

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GUO WEIRUN