# Applied research of service system design for the Chinese Culture Open Community

Candidate: Ren Yuhang

Student Number:10532826

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## ABSTRACT

Culture is the foundation of a country and a nation. Nowadays, with the deepening of globalization, culture is a soft power of the national ideology and the national spirit. In the culture struggle, China has been at a disadvantage for a long time, the government will focus on cultural and creative industries which produce information products and reflect people's ideology. We disseminate Chinese culture through export of cultural and creative products to the world.

Due to the development of the Internet, all kinds of information and new ideas continue to collide, the complex structure of the crowd, resulting in the particularity and complexity of China's market. One hand, the 85s and 90s who pursuit diversification and individuation become the main force of market. The commodity should not only have the basic value of use and experience, but also have a certain social value. The market shifts from firms centric to customers centric. On the other hand, the rise of Collaborative Consumption shifts p-t-p exchange to m-t-m platform. It helps people fully use their idle resources, saves time and space, and also brings them the joy of meeting new friends.

In order to meet the needs of the modern market, the cultural and creative industrial should increase innovation and user experience, use Internet Thinking and Collaborative Consumption to enhance its industry chain, improve brand influence and core competiveness. So, the cultural and creative industry would meet people's pursuit of their high-quality life.

In this essay, I will use the advanced and perfect service design thinking to build a cultural and creative industry's platform. Service design thinking is an effective methodology for service firms and designers. Platform is a service not products. In this paper, I will use service design to answer the question of how to construct a scientific, effective and comprehensive cultural and creative industrial platform to meet the demands of modern people. This article will follow the principle of service design, deeply understand all the stakeholders' needs, integrate existing resources, fully develop iterative workflow, apply outcomes to actual project. With the help of Internet Thinking, Collaborative Consumption and service design methodology, to

create a new way to spread Chinese culture, explore the cultural and creative industries to promote new ideas of public diplomacy.

**ABSTRACT**

**1 BACKGROUND**

**2 SOME RELEVANT CASE STUDIES**

**3 THE SPECIFIC RESEARCH ON SHANGHAI'S CULTURAL AND CREATIVE INDUSTRY**

**4 HUAXIA CULTURE OPEN COMMUNITY SERVICE DESIGN**

**5 CONCLUSION**

**6 THANKS**

**REFERENCE**

**APPENDIX A ONLINE QUESTIONNAIRE**

**APPENDIX B CO-DESIGN WORKSHOP TOOLS**

# 1 Background

## 1.1 Culture And Creative Industries

Culture is the foundation of a country and a nation. In current society, the globalization is constantly deepening. The culture of the east and the west are colliding with each other. The mutual exchange is increasing. The ability that culture penetrates into other fields is stronger and stronger. Its manifestations have developed from the traditional material and spiritual levels to the economic level of cultural industries(Liu K,2004). The United Nations Educational Scientific And Cultural Organization early pointed out in 'Action Plan Of Cultural Policies' Promoting The Development' in 1998: 'There is no doubt that the competition in the future world is about culture or cultural productivity. Culture will be one of the most central topics in the 21st century.'(Yan Y B,2011)

The core part of cultural creative industry is the content industry, which focuses on information products. Its product has a certain ideology. This ideology will be transferred to the public during the sales of cultural products, which can be known and accepted by people. To a large extent, it shapes people's spiritual life. When a country exports the cultural products, the life style and ideological values of the country and the local culture can also be exported to other countries with the cultural creative products, which has had a positive role to establish the national image and broaden foreign trade (Yuan Z Y,2008).

In the development strategy of our countries' cultural creative industry, culture is the main content and the core is to realize the cultural industrialization through creation. In 2015, the fixed assets of the investment volume of the cultural creative industry reaches 28,898 RMB, which improved by 84.7% compared with 2012. And its annual growth rate reached 22.7%, which improved by 8.2% compared with the annual growing rate of the whole society's fixed-asset investment during the same period(Liping L I,2016). In the report of the 17th National Congress of CPC, he points out : "Promote cultural innovation and improve the vitality of cultural development. Standing on the high starting point of the times, improve the form of cultural content, institutional mechanism and the innovation of transmission means and release and develop cultural productive forces, which is the only route for prospering the culture. "

The governments in every place actively establish the cultural and creative industry parks. The first-tier cities, like Beijing, Shanghai, Guangzhou and Shenzhen,

have already taken shapes. However, as the new commercial running mode, the cultural creative industry hasn't formed the unified industry norms. Especially in the intelligent property protection, there are many problems. At the same time, the connection, transformation and trade of the resource supply on various creative markets are waiting to be perfected. Every year, there are numerous cultural and creative ideas and patents and lots of them have been failed because they can not find the industrialization market successfully. (Chen Y F,2012)The cultural creative products have these problems, like the rough manufacture, the missing creativity, the low practical value, freewheeling pricing. Solving all these questions needs to own perfect industrialized supply to connect the service platform.

## 1.2 The Internet And The Consumption Upgrade

The 21st century is the information times. The prosperous development of Internet has broken the barriers of time, space and industries. It is swiftly vanishing the asymmetric information and makes the information the lowest value in this age and has provided the possibility for the cultural communication and development.

Internet, as an interactive platform for mutual communication and participation, not only successfully changes the society, economy, culture and ecology,for bringing the great challenge for enterprises, but also successfully transforms people's lifestyle. According to the reality of data statistics provided by Chinese Internet Information Center: in 2016, the population of our country's netizens reached 731 million, which is equal to the total population of the whole Europe. The popularizing rate of the Internet has reached 53.2%, among which the mobile phone users have accounted for 95.1% (CNNIC,2015).



Figure 1.1 Chinese Netizens' Specification And The Internet's Popularizing Rate

At the same time, social media, e-commerce platform,etc. have provided the channels with the channels of sharing our own experiences and feelings for the masses. The consumers become unprecedentedly complicated and clever. They do not blindly believe in the information, which only comes from enterprises and pay more attention to the sharing and interaction with other consumers. They begin to explore the significance behind a product or an experience and hope to display their influences in different phases of the consumption. (O'Connor J,2007)With the consumers' further exploration on experiences, the market begins to evolve into the communication and interaction among consumers, consumer groups and service suppliers.

With the rapid development of the economy and the improvement of the whole material living level and the masses' universal aesthetics, the middle class begin to rise. And the 85s' and 90s' groups, who are called 'The Internet's aborigines', have been the major force of the consumption. Their requirements on improving the quality of spiritual life and enriching the cultural experience and communication are increasing day by day. They pursue personalization and diversification and claim that it's best only when it suits you.(Xi X U,2015) They begin to require that the goods or service not only have good functional experiences and the outstanding cost performance, but also has certain social communication value.

With the constant changes of consumption environment and consumption groups as well as the quiet transformations of consumers' consumption consciousness, consumption options and consumption decisions have also had unavoidable changes. The consumption begins to upgrade. The results of consumption upgrade are not singular. And the possibility of the diversification makes the enterprises aim at the target groups to transmit the information they identify with and build up the brand culture and the brand's loyalty. (Chang S H ,2015)

## 1.3 Sharing Economy

Sharing economy is the new commercial mode created under the fast development of Internet's ideology. The concept of 'Sharing' has existed very early, which is like the neighbours' borrowing chairs or other living goods, interactively borrowing books among friends and foreign students' sharing a kitchen. These are all a sharing in forms. This time, 'sharing' mainly includes goods and information and is limited to the spatial scope the individuals can touch and the relations the both sides believe.

However, in the current society with rapidly economic development and extremely satisfactory matter, people have given a wholly new connotation to the 'sharing' span space and relations limitations through modern Internet technology and Internet community. Sharing economy is a new economic mode based on the temporary transfer of the right to use of the unused goods. Its subject is the demand sides of goods and service; providers of goods and service and the platform of sharing products or service. People can contact, gather or build up communities through Internet platform or the face-to-face offline communication, so as to match goods or individual's exchange demand, which can transfer the exchange demand with the point-to-point form to many-to-many platform(Botsman R,2010). While providing people with the products and service, which do not belong to them, it also greatly saves resources, space and time, which helps the society consume the surpluses because of excessive production capacity and excessive consumption. People can also enjoy the additional fun of making new friends.

## 1.4 Service Design

When human development enters the 20th century, behind the economy's rapid development are the problems, like the shortage of resources and polluted environment. The shortcomings of the industrial structure of the traditional industry have gradually appeared . People begin to consider how to keep the economy's stable improvement under the premise of not relying on energy. People focus their attention on the service economy, which relies on the human capital. The service system in developed countries has formed and has their own operation modes. Because recently, our country's fast development and the the adjustment of the industrial structure are the irreversible trend. The government and some related departments begin to pay high attention to service economy and gradually improve the service industry's proportion in the national economy.(Polaine A,2016)

The service economy has not only considerable contribution in decreasing energy and environmental pollution. The more important thing is that it can drive the improvement of national economy and improve employment rate. The reform of the society and economy must bring the reform of design. (Polaine,2013)In the past half century's exploration, the service system design has emerged.

Service design is a relatively new design field and is the new development of traditional design fields in the post-industrial age. The design objects have turned from the material products to spiritual experience and from the simple products to the regulation and design of the whole system (Stickdorn M,2011). Service design has the

features of crossing disciplines, innovation and centering on users, emphasizes on co-design and systematicness . When it provides better service and richer experience for users, it also provides much smoother working flow for the staff in the enterprises to improve their working efficiency and product value, so as to improve revenue. It is also because of service design's emphasizing on systematicness, which makes service design have the natural advantages for solving cultural problems, which are always very complicated.

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## 2 Some Relevant Case Studies

### 2.1 Design Of Derivative Products In The National Palace Museum

In 2016, under the promotion of the policies, the Internet giants, who have cast their greedy eyes on the traditional culture and premium IP for a very long time, have begun to do something in the field of cultural relics and museum, which made the industry a seaman of 'Internet Plus' in 2016. Various museums in the country also actively conducted the development work of cultural creative products, among which the brightest one is Beijing Palace Museum. The detrusion of the documentary-'Masters In The Forbidden City' makes the restorers of historical relics, who seem very common but all have great talents, the new national lady killers, which more awakens the sleeping artisan spirit.

The design of cultural creative derivatives in the palace museum is full of fun. According to the writer's observation, in the Wenchuang Tmall flagship store of the Palace Museum, the products mainly include seven kinds, which are the Emperors' Childhood, the Notebook of the Palace Museum, Home Furnishings, Clothing Of The

Forbidden City, Creative Life, Art Of Scholars and Selection of National Gifts. Among them, under the item of Creative Life, there are mobile phone shells, reusable bags, round fans, umbrellas, watches, handmade soaps, tea sets, etc. Except the design of travel souvenirs, the Palace Museum also promotes several kinds of mobile end APPs, which includes two kinds of iPad APP - 'Twelve Beauties Of Prince Yong' and 'Propitious Omen Of The Forbbiden City'. They both achieve the best public praise and downloads. When the APP of the mobile phone end of 'Exhibition Of The Forbbiden City' publishes the information in real time, it connects the VR technology and delivers the exhibition experience of the Palace Museum to users through the small phone screens, which make users contact the essence of the national treasures by crossing the space and in an extremely close distance. (China Economic Net，2017)
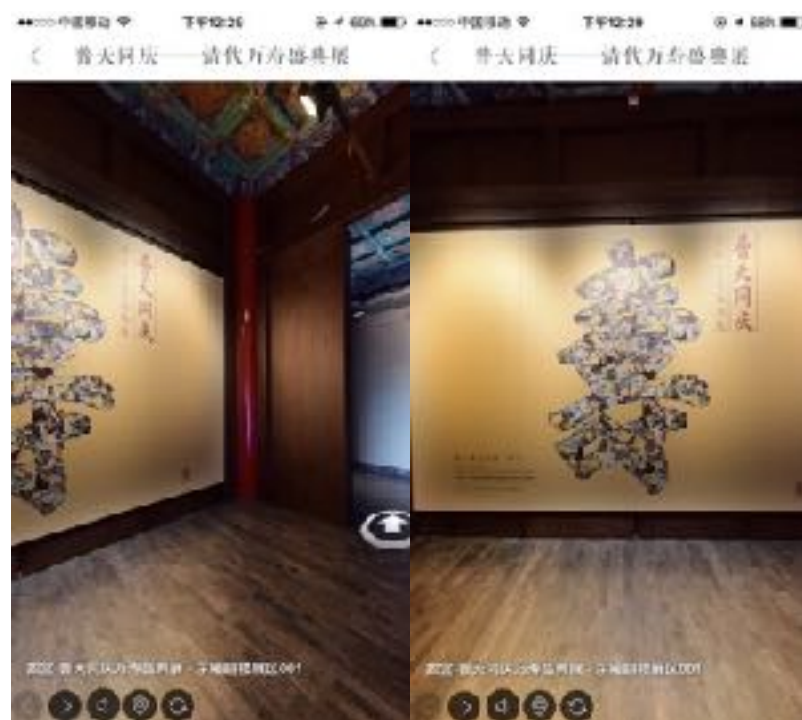


Figure 2.1  APP Of The Exhibition Of The Palace Museum

## 2.2 inWECHA: Sell Tea To The Young Like Starbucks

The expansion of the Starbucks in the whole world make many people begin to consider: except the old and traditional tea houses, can the traditional tea drinks in the east be bought to the millennial with a more fashionable and fresh way? The question is answered by inWECHA.

inWECHA was born in Shanghai in 2015, which is a restaurant only selling fashionable tea and drinks to the young urban white-collar workers, with a strong sense of fashion, provides all-around perception experience. The decoration in the

store is simple and unique. Through the products designed with the extreme fashion and the real experience in the stores, it attracts the middle-income groups and young white-collar workers in cities, which changes the situation that tea can only be consumed in the tea houses.

Except experiencing the stores off the line, inWEICHA also pays great attention to the online consumption power in the Internet age, which mainly passes through two channels of the APP of inWECHA and Jingdong shop to sell leaf tea, tea bags and all kinds of tea sets. Besides, at the same time, its offline store has the natural and scene display function. All the products inside the stores are all designed and constructed by the signatory designers of inWEICHA, which follows the function of 'When you see it,you can buy it'. Each product brings a QR code. Guests can scan it and directly place orders. inWEICHA will withdraw 5% to 7% commissions from it. (Joint information，2016)



Figure 2.2 inWECHA

## 2.3    ZaiHang: The Sharing Platform Of The Leading Knowledge And Skill

Since 2012, when sharing economy rose from the travel and residential fields, it has got fast development. In 2015, the knowledge sharing economy began to appear. The paid sharing based on knowledge and experience has been being a wholly new

information interaction mode. In the times of information explosion, how to use the limited energy to get the valuable information has been the new pain spot. The changes of users' demands are also the necessary requirements for the knowledge sharing platform's development. Firstly, from the supply side, the professionals are freer in identity and hope to change their part free time into cash. Besides, the individuals' brand sense is gradually awakening. Secondly, from the demand side, in the consumption upgrade, consumers have more requirements on professional service and pursue the personalized experience. Compared with the open classroom the professional institutes provide , they prefer to have a long talk with the professionals on a sunny afternoon surrounded by the flavor of coffee. Next I will analyze the advantages and disadvantages of knowledge sharing aiming at ZaiHang's APP.

Because ZaiHang sells the non-standard products-consultation and doesn't provide the visible matter, which are not goods or service. It only depends on the sharing of scheduling an appointment with experts. The consequences will vary from person to person and will be difficult to measure. I compare it with Taobao to analyze the poor aspects of ZaiHang's experience. It can be seen from the below Table 2.1 that online shopping flows do not have ZaiHang's third and fifth steps, which are also the parts where I have come across the most troubles during the experience process.

| Steps | ZaiHang's Flow (O2OConsultation) | Online Shopping Process |
|---|---|---|
| 0 | Professionals are busy and there shall be no appointments | Goods are pulled off the selves. |
| 1 | Available. Show how many times of appointments can be available in the month. | Goods are sold on the shelves and show the stock availability. |
| 2 | Trainees ask questions and apply to introduce their conditions. | Purchase the goods. |
| 3 | Professionals make sure if you can meet. | There is no such step. False stock is unavailable. |
| 4 | Paid | Paid |
| 5 | Two sides repeatedly discuss the time and address. | Directly fill in an address. No discussion. |

| 6 | Finished the meeting. | Make a delivery. Take delivery. |
|---|---|---|
| 7 | Confirm the appointment and make comment. | Confirm receipt and make comment. |

Table 2.1　Comparison Between ZaiHang's Flow And Online Purchasing Flow(made by the author)

Assessment system is the key of O2O industry. The professionals' background introduction can only reflect their own capacity. But the most important thing in the consulting industry is: if the one-hour talk can give trainees practical help, which can only be reflected in the trainees' comment. It is different from the strange relationship of the online shopping. In ZaiHang, after the meeting and good talks between trainees and professionals, they often establish a connection. Besides, because of in the same industry, the comments' objectivity and authenticity become the hard part. As a platform, building up the good mechanism to make the above service transparent is an important proposition, which can not only help the platform attract the trainees' benign development, but also reform current consulting industry. (36 Krypton, 2016 )

## 2.4 Economic Analysis Of Xiaohongshu Community

With the improvement of economic level, the middle class is increasingly broadening. The women's purchasing power is improving sharply and their requirements on quality life and overseas purchasing are gradually larger and larger. However, because of the messy information consultation, the false goods and normal products are going together, which makes Overseas Shopping have three features- 'difficult choice', 'difficult buy' and 'difficult assurance'.

Xiaohongshu precisely grasps consumers' psychology to get the experience sharing and provides a reliable and high-quality shopping and sharing platform. Though the platform Xiaohongshu creates, users surround the topics of 'what to buy', 'where to buy' and 'how much it deserves to buy' to conduct the discussion and interactively be the counselors. This has helped Xiaohongshu win the users' trust. After the stable establishment of UGC's online shopping sharing community, Xiaohongshu has joined in the 'Welfare Club' - the module of Cross-border Electronic Commerce. Selecting the products sold in the 'Welfare Club' from users' sharing and the hot products discussed not only saves time for business development groups, which further gets the users' trust and successfully turns users from 'Share, share, share' to 'Buy, buy, buy'. In the virtual word, it creates a 'Girl Friends Circle', with

high trust and extremely high viscosity. According to the data Xiaohongshu provides, till July, 2015, in the first year of its foundation, the users in Xiaohongshu have been over 15 million. 82% of them are the people, who were born from 1985 to 1990, and over 50% of them are the generation of 90s. Besides, users' liveness is the highest of all electricity suppliers. (Souhu Finance, 2015)

The highlights of Xiaohongshu's APP and its core function is the note, which is the foundation of Xiaohongshu's establishing online community and the brands' differences. It encourages users to consciously share shopping and use experience and hopes to turn the new users into 'sweet potatoes' (the general term of Xiaohongshu's active users)through design and incentive measures. I have analyzed Xiaohongshu APP's product architectures (as shown in Figure 3.4) and found that it connects every part through notes and forms closed-loop structure. It can also subdivide it into user experience flow (as shown in figure 3.5). This closed-loop structure can provide the consistent feedback for it and form the advantages that are hard to destroy, which is the high users' stickiness and trust degree.



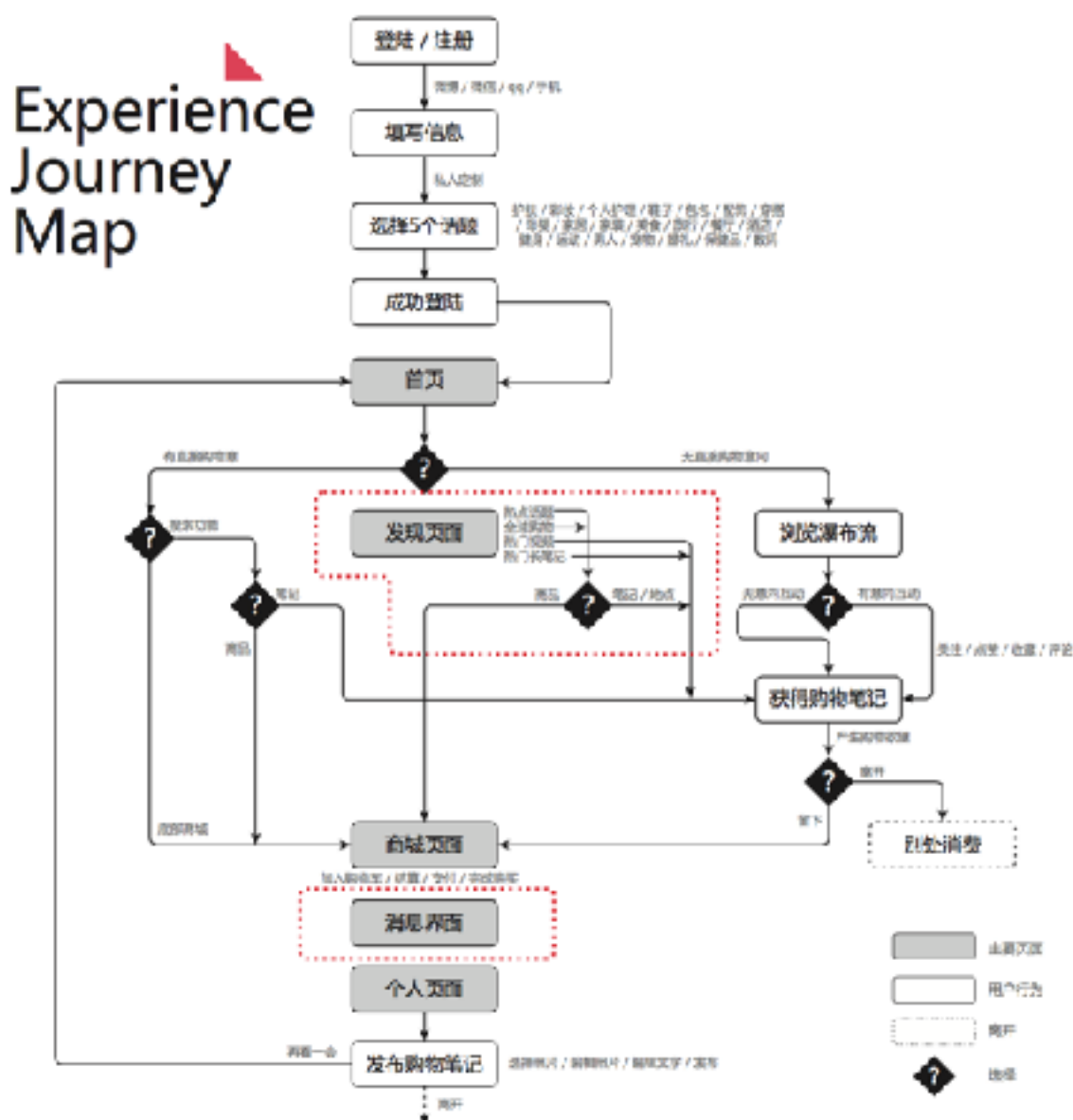Figure 2.3   Xiaohongshu's Product Structure (Provided By Author)

Figure 2.3   Xiaohongshu's Product Journey (Provided By Author)

## Conclusions

The four cases all give the author certain inspiration from different directions and provide certain practice foundation for the follow-up study. The profound cooperation between the Palace Museum and the Internet giants represents that thought of 'Internet+' will totally go into the cultural creative industry. The future development emphasis of the cultural and creative industry will transfer from the offline to online. Strengthen the interaction of the online and offline and form closed ecological circle. inWECHA has locked its target on the young middle class, is certain that the middle

class's future soaring consumption capacity and also proves the different cultural understanding and cultural cognition, who prefer the fashionable and modern consumption space and ways. ZaiHang, as the extension of sharing economy, precisely grasps the workplace newbies' longing to get the professional suggestions of the career planning and proves the possibility of paying for knowledge and the recognition for the mode of online payment and offline experience. As the representative of socialnomics, Xiaohongshu's commercial mode is worth researching, which also proves that the online communities have great purchasing power because of the same topic and the same purpose.

# 3 The Specific Research On Shanghai's Cultural And Creative Industry

## 3.1 Focus Group of Xinchang Ancient Town

As the 'Chinese Famous Historical Town' and the one closest to Shanghai, it is located in Pudong and close to Disneyland, which is well received the radiant from Zhangjing High-tech Industrial Park and Shanghai's Disney Land. In the 13th Five-Year-Plan, Shanghai has listed Xinchang into one of the rising targets the central towns bring. I think that the research on Xinchang ancient towns can reflect the basic situations of the domestic cultural ancient towns at present. I studied the Xinchang ancient towns in March, 2017, the research content includes the market of Xinchang ancient town, commodity forms, investigating the shop owners' sales status and sales forms and inviting relevant professionals to conduct group interview.

I have got known that there are much more stores on the prosperous streets in Xinchang ancient town, including various snacks, local and special products in Xinchang, caves in numerous styles, like the ancient style in the period of republic and the style of literary brands, stores of all kinds of handicraft manufacture, all kinds of tea houses and home stays. I randomly walked into a handicraft store to do investigation, knew that because of good passenger volume in Xinchang ancient town, the offline purchasing power is apparently larger than online purchasing power. Besides, many shoppers are not familiar with the Internet operation, so they do not have the intention to open online stores. Very few shop owners sell goods in their WeChat friends circles. Only one store-Zhang Meng Ren exists experience course and its adult art course aims at the targeted users in the local place.

Figure 3.1 Market Investigation On Xinchang Ancient Town(Photographed By Author)

During the process of group interview, there are totally 5 people, including the author and respondents. The interview content surrounds the problems, like industrial scope, industrial dilemma, the fundamental cause of the dilemma, the future development direction.



Figure 3.2  The Scenes Of The Group Interview And Staff(Photographed By The Author)

I find that practitioners do not have explicit definition on the industrial scope of the cultural and creative industry and commonly match the cultural creative industry and Chinese traditional culture. It commonly lacks the delivery of modern lifestyle and the transit of modern people's ideology, which leads to the unitary style of the stores in Xinchang ancient town and insufficient experience.

In the same time, as to current development status of the cultural and creative industries, we discussed and summarized it into three main questions. Firstly, it seriously lacks originalities. Because of lacking the protection of property right and the comprehensive creative intellectuals, the products circulated on the domestic cultural and creative markets have the problems, like rough manufacture and original content's lacking follow-up power. Besides, the supply, connection, transformation, and transaction of the resources and the industrialization and marketization are waiting to be improved. Many creations and thoughts failed because of the

corresponding markets unavailable. Thirdly, the disjointed supply and demand in the cultural market. The cultural consumption potential is not fully released. The cultural enterprises have low marketing power, can not fully analyze the markets and targeted groups and lack famous brands. Many consumers have the problems, like the appropriate and unique souvenirs unavailable and the single and boring experience form.

As to the future development tendency, except the discussion on the protection of intellectual property in policies and regulations, it also talks about using modern tech means to present and express Chinese culture, like applying the reappearance of the scenes of VR tech, using modern processing craft to mould the traditional handicrafts and conveying and manifesting folk customs through the form of deep experience.

## 3.2 Expert Interviews

In order to better understand the situations of the development of Shanghai Cultural and Creative Industry, I choose two famous brands at home- Pu-poa of the Shanghai New world and K11's Kan Jian and we have conducted field visit in the two places. In December, 2016, we have interviewed the staff and known about the information, like operation mode, propaganda mode and the audience scope. In April, 2017, we conducted the deep interview with three experts face to face and searched the development direction of 'The open community of Ancient China's Architecture Design Ideas'.

### 3.2.1  The Interview And Investigation of Brand Staff

'Pu-poa' was founded in 2011, who mainly operates tea ceremony, incense lore and pottery, proposes to connect modern modeling languages with traditional Chinese elements to design potteries, and while integrating into modern life, they carries forward Chinese traditional tea ceremony and incense lore culture. Besides, it integrates the outstanding designers at home and abroad. Its deep excavation on the folk workshops and craftsmen intends to cross the cultures, space, as well as the old and the new together. K11's 'Kan Jian' is created by the famous singer-Zhu Zheqin. It is an original design platform integrating outstanding design power at home and abroad and aims at conducting contemporary interpretation and application on Chinese traditional materials and handicrafts, so as to reach the purpose of the wisdom of Chinese creation. The two brands have both participated in Milan's design week and Shanghai design week and other international design ceremony and have got too much recognition. It can be said that it is the representative of Chinese native

brands. It is worth mentioning that 'Kan Jian' performs the 'national cultural succession plan of 1+5' and takes the brand as the bridge to connect handicraftsmen and artists.



Figure 3.3 The Offline Store Of Pu-poa And Kan Jian (Photographed By Author)

I respectively interviewed the staff in the 'Pu-poa' of the new world and K11 in March, 2017. the operation modes of the two famous brands are similar and they both adopt offline store sales mode and the online display store. And their propaganda means mostly adopt WeChat Official Account and the traditional media exposure, etc. And consumers are mostly the high -and-medium-end groups, who are over 30 years old.

The conclusions are that: online and offline do not have interaction and do not form the closed loop. These make Kan Jian and Pu-poa disjointed with consumers. The resources from the online and offline can not be mutually propagandized. Sales and propaganda are mutually independent and detached, which lead to the waste of resources. Because the two brands both use the platform to define themselves, I focus on understanding the interaction among designers, handicraftsmen and consumers, and I find that the the two brands do not open the barriers between the two industries to realize the interactive communication among three stakeholders. And the platforms are only for displaying each independent designer and handicraftsmen.

### 3.2.2 Expert Interview

I respectively conducted face-to-face expert interviews with the founder of 1688 art space- Mr Wang Xianhu, Cui Jie - the supervisor and painter of M50-Hua Art Space and the advanced industrial designer of IDEO. The interview content can be seen in Appendix C, which begins with the three experts' work process and has deeply discussed the industry's current dilemma and the reasons the dilemma appears, future development tendency, the specific presentations, the carrying connotation of the cultural and creative products, etc.

1.  Director Wang-The Founder Of 1688 Art Space

The director was born in Taiwan and has occupied the cultural and creative industry for over 30 years. He hopes to carry forward Chinese culture through films and focuses on non-material cultural relics. The director thinks that the biggest dilemmas of the non-material cultural relics is the inheritors' unstable economic sources and the loss of the young inheritors. However, adopting means of the traditional mentorship and passing from mouth to mouth makes the inheriting content lack systematic management. Besides, the products of nun-material cultural relics have the phenomena of lacking creativity. Inheritors mostly still sell the products their masters made and there is no improvement, which let the products produce the problems of low practicability and not integrating modern life. The fundamental reason of these problems is the changing of cultural significance. In the times, when there was no industrial production, the main purpose of the use of handicraft was for survival, but in modern world, it's mainly owing to personal hobbies and interests. In the future, the development of non-material cultural relics will pay more great attention to the integration between modern technology and the traditional handicraft, spread original cultural experience by adopting Internet and VR tech and use the new tech to inject the new vitality into the traditional culture.



Figure 3.4   1688 Art Space （Photographed By Author）

2. Mrs Cui-The Supervisor And Painter Of M50 Hua Art Space

Mrs Cui is the principal of Shanghai Huayi Art Cultural Communications Co., Ltd. and is also a painter. She has ever participated in many large-scale exhibitions at home and abroad. At present, she is arranging the oil painting exhibition of Shanghai M50. Hua Art Space has set up the studio in Beijing and Shanghai. Beijing's studio pays more attention to the communications of photographic art. And Shanghai pays attention to oil painting art. The painters think that the operation mode in the domestic

cultural and creative industry at present is website+the official accountant of the third party platform + offline stores. Hua's operational mode is no exception. On the line, they do a lot of pre and post copywriting propaganda on the line, conduct the promotion through traditional exhibitions and media exposure. The interactive means online and offline will be one of the development directions of the future Hua. In the exhibition, applying modern techniques and integrating interactive section are also within the consideration, like Amsterdam's Van Gogh Museum, which uses the technique to imitate Van Gogh's voice to read letters written to his brother,etc. The most important thing about Art is originality and artistry. Besides, it also needs to have perspectiveness and development. Then, the sufficient protection on the intellectual property can better protect artists' rights, which can create conditions for the development of art.



Figure 3.5  Hua Art Space (Photographed By Author)

3.  Mr Hao - The Advanced Industrial Designer Of IDEO

Mr Hao - the advanced industrial designer ever participated in Fujian's 'New Development Of Craftsmanship' and created a bamboo chair with full modern sense. Mr Hao thinks that the most important thing about cultural and creative industry is to borrow the products to express the stories behind the craftsmanship to people. And the value of the products come from the wisdom and attitude when handicraftsmen create them. Tradition and innovation are not contradictory. Designers can often get the wholly new inspiration from the communication with craftsmen, which can deepen the cognition about products. It suggests that the young designers should conduct the creation after fully understanding traditional art and the stories behind it. Besides, they also need to pay attention to the integration of modern aesthetics and traditional technologies. The future cultural creative products will pay more attention to balance and understanding, tradition and modernity, fashion and practicality, technology and

art,etc. and also focus on the interpretation and communication on the cultural and spiritual level.



Figure 3.6   Display Of The Products Of 'Freshmen Of Craftsmanship'

3.3 Conclusion Of Opportunities

Integrating the current status of cultural and creative industry reflected by the practitioners and professionals of cultural and creative industry, I conclude the interactive platform of cultural and creative industry, which is showed in the below Figure 3.7. It can be found that designers, craftsmen and consumers do not have too much interaction. Besides, the functions of brands in the Internet, WeChat official account and online stores are mostly overlapped, which leads to unclear online and offline division and failing in forming closed-loop ecology. In the Internet times, only relying on the marketing modes, like reliable product quality and traditional information push, it can not attract customers. I also mentioned this in the first chapter- 'Internet And Consumption Upgrade' that in the Internet times with information explosion, consumers' tastes are more diversified and they have stronger curiosity and pursue personality and differences. These make consumers in the Internet times difficult to establish long-term brand loyalty with a single brand and more often than not, after the comprehensive consideration, they choose the brands, which fit them most.

Currently, cultural and creative industry doesn't form the ecological closed loop, which is featured with online and offline interaction and mutual promotion. It causes the waste resources and is not good to solve the costs. The offline experience is very simple. The design of the touch point is old and can not match the contemporary consumers' curiosity and can not turn the online potential users into the consumers, which leads to the loss of customers.
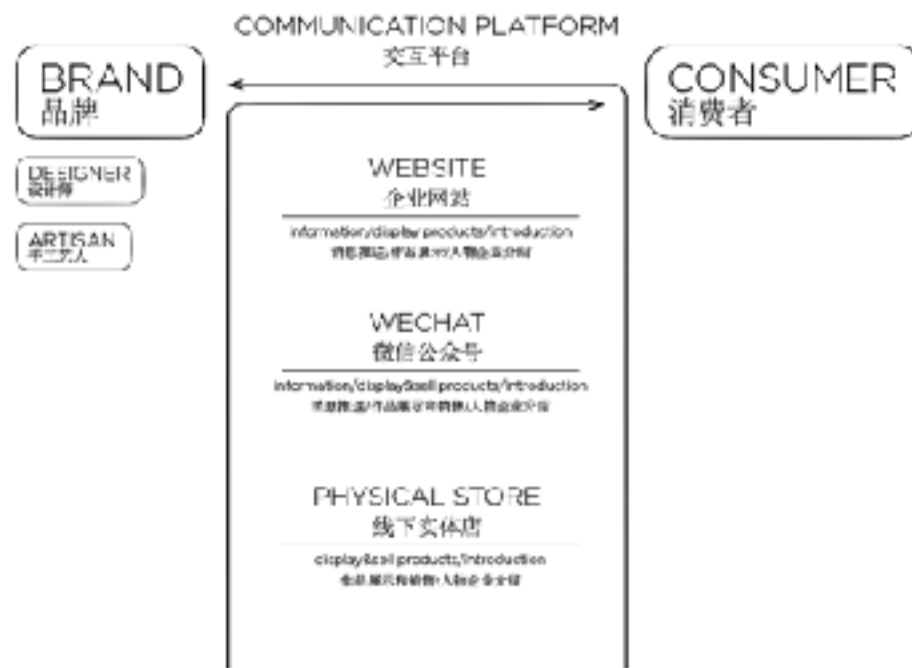
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品牌

CONSUMER
消费者

DESIGNER
设计师

ARTISAN
手工艺人

WEBSITE
企业网站
information/display products/introduction

WECHAT
微信公众号
information/display&sell products/introduction

PHYSICAL STORE
线下实体店
display&sell products/introduction

Figure 3.7  Interactive Platform(Drawn By Author)

In conclusion, I have summarized the direction of 'The open community of Ancient China's Architecture Design Ideas' into 3 pieces of content:

Internet + Platform

Apply Internet thinking to connect Chinese culture and modern lifestyle, so as to establish the multi-functional platform, which can connect the designers in cultural creation industry, craftsmen and consumers, and form the comprehensive platform with multi-channel's jointing and the information resources integration.

Tradition + Modern Design

Through the cross-border cooperation with designers, looking for the new development of traditional craftsmen means the products should be integrated into modern life and adapted to modern aesthetics. Through the means, like process innovation, realize the fashionable products and meet modern consumers' personalized requirements.

Art + Modern Tech

Reappear the art through modern science and technology. Adopt VR tech to improve sensual pleasure, restore the historical relics and realize the perfect immersive experience of crossing the times and space. 360 ℃ photographic tech displays exhibition styles on the line. 3D projection technology realizes the dialogue between the ancient times and the modern times.

The preliminary vision: Chinese Ancient Architecture Design Ideas is an Internet sharing platform, which has certain science popularization, educational significance

and cultural communication missions. Through the online display of craftsmen, products of designers or lifestyle, it attracts the users to purchase offline experience course. Through the discussion on topics and the sharing of experience, it improves users' stickiness and forms certain social effect. Through the offline activities, like various cultural experience and craftsmanship manufacture, it constructs social conditions and forms the immersive cultural experience of online and offline interactive closed loop of further attracting the new users, broadening the influences, promoting cultural payment and tasting high quality.

## 3.4  Online Questionnaire

Because cultural payment doesn't have any successful case, I have designed the online questionnaire according to the preliminary vision of 'Chinese Ancient Architecture Design Ideas'. It takes online education as the breakthrough, knows about and analyzes the respondents' approval degree on intellectual payment and gradually introduces cultural experience and cultural payment.

The questionnaire content can be divided into: pre-service, in service and post-service. In the   pre-service stage, it mainly investigates the major ways for respondents' enjoying service, the major routes of acquiring service information, consumption motivation,etc. In the stage of service,   it mainly studies the specific details of the respondents' consumption behavior, like service carriers, offline experience content, the major expectations and experience means, one-year expense, course frequency and the number of people. During the post-service stage, it learns about the respondents' enthusiasm of sharing and discussion and the specific forms. And through cross analysis, further make clear the target groups and look for evidence for the possibility of the topics, which can lay the foundation for the design of 'The open community of Ancient China's Architecture Design Ideas'.

As to the specific and detailed questionnaire design, please refer to the online questionnaire of Appendix A.

### 3.4.1 Data Analysis of Online Questionnaire

Online questionnaire totally collect 280 pieces of samples, which mainly come from the people from 20 to 40 years old, who have received higher education. And 56.1% of them have had the experience of learning knowledge and skills through online payment. 46.1% of them have certain study plan in 2017. From the cross analysis, I know that the higher the educational level is, the stronger sense of approval

on cultural payment it will be and the more intention of spending time and money on knowledge and interesting cultural experience there is. (As shown in Figure3.8)
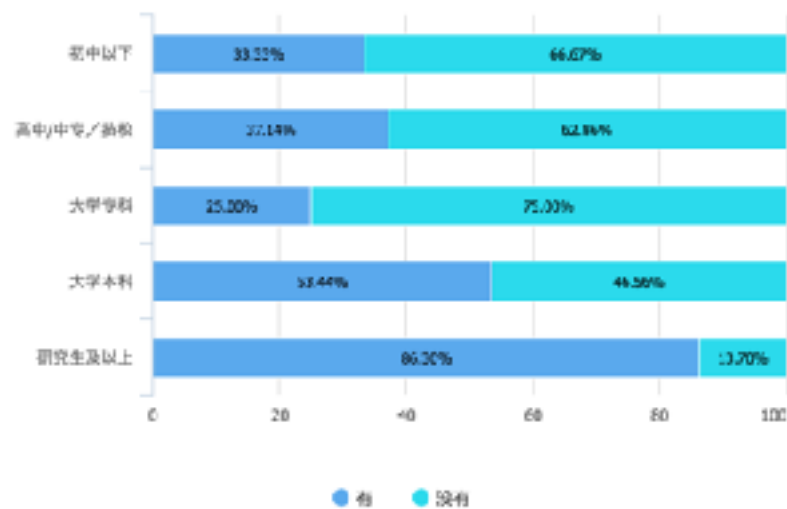


Figure 3.8   Analysis On Educational Level And Purchasing Experience (Drawn By the Author)

In the first chapter, I have interpreted in the 'Internet And Consumption Upgrade' that our country has overally entered Internet Age. As the original residents of the generations of 85s and 90s, they have been the main force of consumption and have been extremely chasing after personalization and personal customization. According to the online investigation, I find that compared with the way of traditional online watching videos, the young prefer to obtain the knowledge by online appointment and offline experience(Figure 3.9 Left) to privately customize their learning environment. At the same time, they are inclined to use the APP of independently developing APP on the line to learn and interact(As Figure 3.9 Right)

Figure 3.9  The Comparison Of Ways And Carriers For Different Age groups' Obtaining
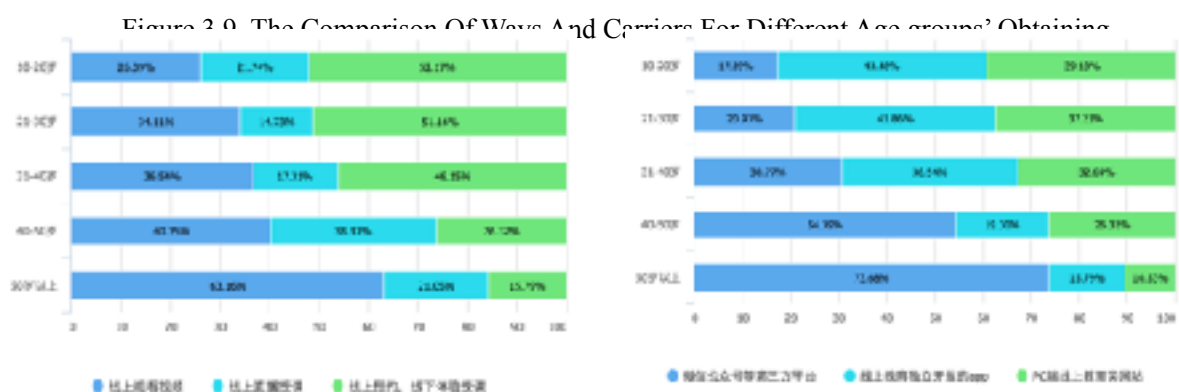


Knowledge (Drawn By the Author)

To most respondents, the cultivation of interests and hobbies and the improvement of occupational skills are the main reasons of purchasing online courses.

The traditional requirements of improving grade and getting certificates to upgrade themselves maybe do not adapt to Internet age. (As shown in Figure 3.10)
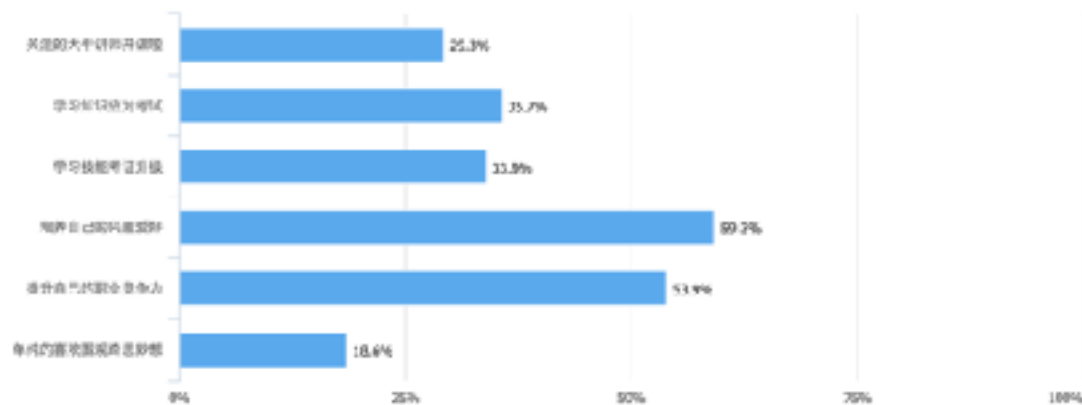


Figure 3.10 Analysis On The Starting Point Of Purchasing Courses(Drawn By the Author)

The longing for knowledge and experience is more intense than proving that you have learnt. 57.9% of respondents express that 'as long as there is superior knowledge', they will be satisfied. 23.2% of people focus on the proof materials, like certificates. And 18.9% of people prefer the immersive experience with stronger sense of ceremony. (As Shown In Figure 3.11)



Figure 3.11  Pay Attention To Focus Analysis (Drawn By the Author)

As to the offline experience, the respondents pay the closest attention to 'the design of practicable petty commodities' and also like 'the manufacture of traditional handicrafts' and 'bodybuilding and health keeping'. 'The journey of experiencing folk customs' and 'the travel of museum interpretation' are also paid great attention.

Figure 3.12  Analysis On Offline Experience Content (Drawn By the Author)

In the specific details, 46.8% respondents are inclined to the small-scale classroom, which only has 5 to 10 people in. And the frequency of having class is inclined to once in a week, with the proportion of 36.4%. In the attending form, 60.9% respondents prefer to be accompanied by their friends, which can not only make them experience the class, but also can enjoy their friends' gossip. 45.2% of them choose to attend independently. In the spending of the course, the ideal spending of 40.7% of the respondents is over 500 rmb for each quarter. (As shown in Figure 3.13)
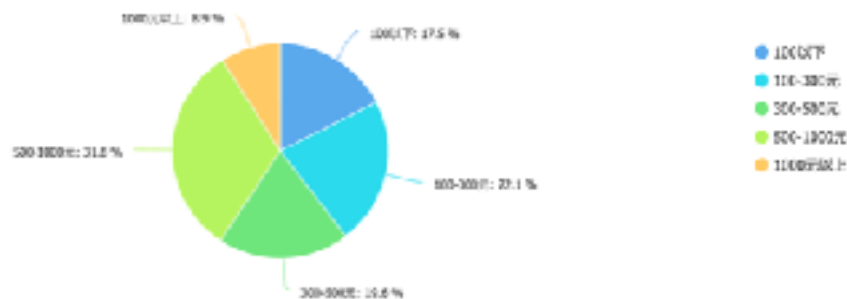


Figure 3.13 Ideal Spending For Each Quarter(Drawn By the Author)

In the post-service stage, 85% of respondents would like to share interesting experiences with friends. 89.3%  of them like to discuss with other about one topic. The forms of discussion are various. The main presentation is the online interaction with the proportion of 57.5% and the offline face-to-face communication with the proportion of 42.5%. (As Shown In Figure 3.14)

Figure 3.14  Analysis On Discussion Forms (Drawn By the Author)

### 3.4.2 Conclusions of Online Questionnaire Data

According to the above investigation data, the purpose of most people's purchasing online course is to cultivate interests and improve occupational skills. They more support the participation form of making reservations to purchase online and and offline experience. Besides, offline experience part is also expected to be added in Chinese cultural elements, which can provide practicable evidence for constructing 'Open Cultural Community of Ancient China's Architecture Design Ideas'. Through the analysis on the behaviors of respondents' sharing and online discussion, we know that most people have great interest in sharing and discussion and want to try to attend online discussion. The investigation result on various details more provide foundations for the following construction of oflline community. This questionnaire result shows that the service system of 'Online Open Community of Ancient China's Architecture Design Ideas' still has impressive prospects.

## 3.5  Positioning of Target Groups And Behavioral Analysis

Through the former investigation and analysis, I have locked the target groups to the the rapidly rising middle class and the Internet original residents-the generations of 85s and 90s. Compered with the generations of 60s and 70s, they are more confident in Chinese labels. From the consumption idea, since 2015, the groups of the generations of 85s and 90s, who can enjoy the rich material resources the reform and opening-up policy has brought to the largest extent, haven been the main force of consumption. They have decreasing recognition on their elder generation's consumption idea and cognition of values, pursue personalization and anti-popularization, expect differences and like cool experience. And as the basic necessities of life, Internet inevitably has placed labels onto them, like mobile phone fanatics, love sharing and need connection. Meanwhile, they long for a batch of the Chinese brands, which match their self-identification and belong to their times.

The above specialties all match the Open Cultural Community of Ancient China's Architecture Design Ideas. Therefore, I have taken the generations of 05s and 90s as the target group of Open Cultural Community of Ancient China's Architecture Design Ideas.

## 3.6 Myspace interview

The way of household interview adopts the tool of 'Myspace' in the analysis part in the service design process, enters the life space of target users to conduct the

sampling of living conditions, living goods and living scenes, especially pays attention to magazines, newspapers, indoor furnishings, mobile APP, the common programs and other details of life, which reflect users' consumption view, tastes and hobbies, and analyzes the invisible factors, which influences users' consumption behaviors. Besides, it asks about life habits, hobbies and interests and further makes clear the users' positioning. According to the features of target group, I have screened the research subject, extracted 5 typical users from it, actively contacted them and conducted household interview.
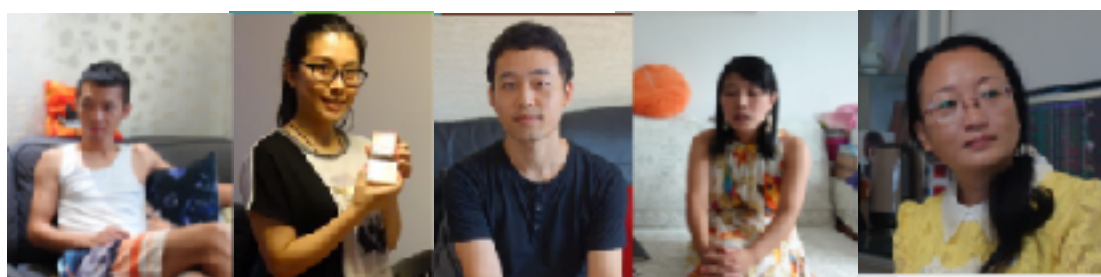


Figure 3.15 Typical Users' Pictures(Photographed By The Author)

Take pictures:

a. Indoor Layout: living room, kitchen, balcony, study.

b. Inner displays: tea table, desk piece, the integrated environment

c. Living goods: high using frequency of living goods, favorite things

d. Mobile Phone End: high using frequency of APP and the official accounts

Users' in-depth interview (last about 1 hour)

Users' self-introduction: name, age, educational background, earnings, occupation, simple self-introduction

Daily Life: What is your living status? What do you do in your leisure time?

Hobbies And Interests: What are your hobbies? What are the hobbies you have cultivated? Why do you like them? Where do you practice? What are the changes they have brought to you?

Online Hobbies: what are the official accounts you review very often? What are the APP you review very often? Do you have the experience of online shopping?

Yes. How do you get the offline experience infor? What are the channels for you to buy? What are the reasons that you want to purchase the offline experience? What is the content, which attracts you most?

No. What are the reasons that you do not want to try? Please take some example.

Product display: do you have the achievements at home related to it?

Sharing Discussion: whether you like to share the interests and hibbies with your friends. Why do you like? Why don't you like?

Do you like to discuss with other about a problem? Why do you like? Why don't you like?

Have you ever considered to turn your surprising thoughts into the impulsion in real life?

Yes. What kind?

Cultural Open Community: I have simply introduced the functions and forms of users' cultural open community. If it exists, do you want to try?

Yes. What is the service you want to provide? What is the information you want to get in advance?

No. What are the main reasons and concerns for declining?

In order to make sure the objectivity of the investigation, I would like to invite my own friends to follow the investigation, so as to help me complete investigation records. Meanwhile, I will keep the neutralizing attitude, objectively and rationally introduce the functions and forms of cultural open community and precisely record their opinions on operational modes and service functions. I choose Mrs Xu's and Mr Qiao's cases to do the case analysis among 5 interviewees.

### 3.6.1 Analysis On Mrs Xu's Interview

Figure 3.16 Conclusions On Mrs Xu's Interview Information (Author's Arrangement)

The above figure 3.16 is Mrs Xu's interview record. I understand that Mrs Xu, who likes to make handmade soaps and yoga meditation, is a typically new-life housewife. She pursues high-quality life status, tries great effort to look for the balance among life, work, body and mind. During the interview process, Mrs Xu denotes that she doesn't know much about the concept - 'Cultural Open Community' and this was the first time she heard it. But because of his enthusiasm to handcraft and zeal to traditional culture, she was very interested and was willing to have a try. If some designers and traditional handicraftsmen could help themselves realize some ideas about artifacts, it was worth expecting. Meanwhile, she also like to share interesting things with friends. If the experience was good, she could also recommend her friends to join it. She often talked with others how to make soaps, so she didn't repel to discuss a topic with others. On the contrary, she thought interactive discussion could provide more inspirations for herself and create more sparkles. Certainly, the most expected service was that she could be a teacher and show others the experience

and achievements of making soaps. Therefore, open community mode can completely satisfy her needs.

As to the online community service, she denoted that she hoped that she could get the professional information introduction about the tutors' family. Besides, on he line, she displayed the scenes about the tutors' part achievements, so that it can be convenient for her to recognize the tutors' professional level and attract users. On the day of the having class, she should be informed of the place and the number of the study. There is still some information about simple work arrangements. However, to offline service or environment, Mrs Xu told that she didn't have too many requirements and only hoped that it was the immersive experience.

### 3.6.3 Conclusions On Mr Qiao's Interview

Different from Mrs Xu's borrowing goods to express her ideas, Mr Qiao prefer to relieve his pressure by the means of pulling himself away from the real living environment. The figure 3.17 is the conclusion about his interview information.



Figure 3.17  Conclusions On Mr Qiao's Interview Information(Author's Conclusions)

Mr Qiao, with wide living stage, is a typically international new middle class. Because he often goes for the business trip, the airports are his consulting and shopping platforms. As to the traditional health-keeping ways and 24 seasonal therapy, he pays great attention to it and also likes himself to do some organic food. He demands that he should be familiar with the appearance, flavor and origins. He likes to pull away from his life through the ways, like exercises and travel, to relieve the pressure from his mind and body. As to 'cultural open community', he shows extreme interests and are willing to make more friends through the activities of the community. Mr Qiao thinks that handicraft, traditional culture and body building and health keeping has spiritual connotation. It is worth expecting that a group of people, who have same hobbies, gather together to have class or make crafts. To an extent, I can also relax myself through immersive experience. He doesn't repel to discuss topics on the line and often discussed with fitness fanatics on 'Keep', is also willing to share the happy and comfortable experience with families and denotes that he especially expects to participate with families.

On the online content, he also hopes to get teachers' professional accreditation and experience specific information. As to the offline experience, as a father, he expects that the community can provide little kids with the experience activities, which are suitable to them. In imparting knowledge and culture, improve kids' operational ability. Besides, some parent-child experiencing activities, which fathers and sons can take part in. When experiencing the feelings, it can also improve the relationship, which can leads to harmonious family.

## 3.7  Conclusions About The Analysis of Myspace Interview

As to Mrs Xu's and Mr Qiao's investigation records, I find many overlooked details. Take some examples. Mrs Xu promotes that common users can learn knowledge in experiencing class and upgrade themselves through the ways, like uploading pictures online, to get 'elegant living' qualification. Mr Qiao demands that promote the offline course, in which fathers can take kids to join in, which can not only help existing guests to promote harmonious families, but also cultivate consumers with limitless possibilities. This has great significance to the later specific design of ' Open Cultural Community of Ancient China's Architecture Design Ideas', which can help us further perfect service flows and service contact points.

# 4 HuaXia Culture Open Community Service Design

## 4.1 Co-design Workshop

Because the user involve in service design is multiple, the personal expereinces and feelings changing based on the different backgrounds and experience.(Meroni A, 2011) So in order to make service comprehensively and systematically, most service designers will use Co-design Workshop to fulfill the service and design touch points. Co-design is the best way to select ideas and perfect the service. It is a design process in which all the stakeholders should get togther and give their talent ideas according to the existing service and business.

### 4.1.1 Arrangement of Co-design Workshop

On May 28th 2017, I hold HuaXia Co-design Workshop in the research center of Chinese Culture Center of Tongji University. I started to recruit volunteer two weeks before workshop, in the end confirmed 15 people who were 4 designers, 3 handcrafts, 3 brand sellers and 5 customers would participate in the workshop on 28th .

Workshop last for 5 hours. First is a brief introduction to project's background, then we divided into 3 teams. The host should introduce how to use tools and two different kind of brainstorming. At the first stage brainstorming last for 30mins ,all members shouldn't talk to each other, just writing their ideas on the sticky notes. Then each team had a discusion inside the team, everyone talk about their ideas and post on the wall. At the second stage brainstorming last 30mins, members could integrate the existing ideas and produce new ideas and drawing them on the list I designed before.Then vote to the best 3 ideas in the team. After lunch we shared all ideas togther and vote to the best 3 ideas of all. The professor from Chinese Culture Center of Tongji University would present a some gift for all members.

## 工作坊流程

| | |
|---|---|
| 项目背景介绍、文化创意产业趋势介绍 | 09:00－09:15 |
| 分组 | 09:15－09:30 |
| 各类卡片介绍、用法介绍 | 09:30－09:45 |
| 沉默式头脑风暴 | 09:45－10:15 |
| 小组内部讨论 | 10:15－10:45 |
| 第二轮头脑风暴（深化ideas） | 10:45－11:15 |
| 小组讨论（选择ideas） | 11:15－12:00 |
| 午餐 | 12:00－12:30 |
| 分享和总结 | 12:30－13:30 |

项目核心团队＋专家+消费者（共15人）

Figure 4.1 Workshop Schedule

## 4.1.2 Tools Design

The tools we will use in workshop is very important, it will help members open their mind, ensure and enhance their participation. Mainly including: a PPT, role cards, key behavior cards and case studies cards. The PPT I will use it to introduce the big background and the schedule of workshop.

Based on the outcome of research and interview, I designed all the cards. The role cards and key behavior cards come from target group analysis results, by showing the customers' lifestyle and behaviors to help members to analyse customer's consumption value so that we can design touch point in detail.

Case study cards shows some interesting point we can learn for the future design. Including opportunities, marketing model, business model, APP, phsycal store and offline experience to help members inspire from the sucessful cases to explore HuaXia's business model.



Figure 4.2 Role cards design

Figure 4.3 Key behavior cards design



Figure 4.4 Case study cards design

### 4.1.3 Co-design Workshop Outcomes

The collection of workshop's photos is very important, while I need to participate into the whole workshop and act as hoster and coordinator, so I can not

take any photos ever. Therefore, inoder to facilitate the collection of data and layout, I commissioned a friend who would not take part in the workshop and would be solely responsible for taking photos for the co-design workshop.



Figure 4.5 Workshop picture

Through this workshop, I collected at least 60 different ideas. Combining with the contnent of experts' interview and target users interview, I selected out 42 closely related and practical ideas. These 42 ideas would be divided into online plateform, online functions, online service for design and artisan, offline experience, product's details, as well as the offline marketing activities.(Figure 4.6)

Figure 4.6 Ideas analysis

Thourgh sorting data fo codesign workshop, I have a clear mind on the service of HuaXia Culture Open Community. In the following paper, I will explain the whole service from 4 perspectives: WHY we need HuaXia; WHAT is HuaXia; WHO will use HuaXia; HOW to Work.

## 4.2 WHY we need HuaXia

We know that HuaXia service has 3 differnet main stakeholders, so I will explain "Why we need HuaXia" from their perspectives.

For customers, they hope to enrich their leisure life and improve life's auqlity; participate in family activities to enhance family's relationship and promote harmony; the online professional consultation will give support for idea realisation.

For artisans, they hope to use their fragmetation time to gain money through online lectures and  offline experience lessons; to build their own fan community and have some community influence at the same time, then establish personal brand; to build a coorperation relationship with brand and get financial and marterial support for personal brand.

For coorperation brand, hope to find new products, cool ideas(designers), new technology(artisans), to fresh their brand.

HuaXia Culture Open Community will build a connection with customer, designer, artisans and brand. Through perfect the interaction between online plateform and offline experiences to form community effect, increase user stickiness and active users gradually, then win market share through word-of-mouth marketing. Effectively solve the problem of Culture And Creative Industries,  make up market vacancy, form the certain culture influnce.

Figure 4.7 Needs Map

## 4.3 WHAT is HuaXia

I will use Service Model and Offering Map to show "What is HuaXia".



Figure 4.8 "HuaXia"Service Model

From the "Service Model" we know that HuaXia includes tow different parts: one is front stage the other one is back stage.

Front stage includes online community and offline experience. Online community we have an app for customer and a server for artisans. Customers can get all the information about designers, artisans and lessons from our plateform; communicate design inspirations with designers and artisans, participate in online lecture, book offline experience. Artisans and designers should get certification through HuaXia, get the right to apply for offline experience lessons and online lectures; communicate with HuaXia workers to get site and marterial support, then get the final schedual and should upload it to server.

Back stage includes tow teams, plateform arrangement team and offline resources arrangement team. Plateform arrangement team responsible for checking designers' and artisans' certification applications, manage the operation of online platform and organize feedback from offline team, tansfer to the designers and artisans. Offline team mainly responsible for contacting brand for seeking funds, site, material support and find brand coorperation for designers and artisans.

Therefore, HuaXia Culture Open Community delivery its service through giving a support to designers and artisans by coorprating with Culture And Creative Industries related brand, giving a way to enhance people's life quality. Online platform offers all the information about designers, artisans and experience lessons. At the same time, through could server, the designers and artisans can get the support from backstage team and upload lessons' information and communicate with customers.

Figure 4.9 "HuaXia"Offering Map

## 4.4 WHO will use HuaXia Service

I create personas based on the target group analysis, giving character personality. Using user journey to show different experience journey at different stage.

I draw 2 different personas, one I call her Ms Zhu, the other one is Mr Lu. Ms Zhu is a new generation life professor, hoping to improve her life's qaulity through our HuaXia service, like do some handicrafts. She enjoys the whole making process and could find inner peace. Mr Lu is a designer and leather craftsman, build his own leather brand in 2014, hoping to expand his brand's influence.(Figure 4.10)

Figure 4.10 "HuaXia"Persona
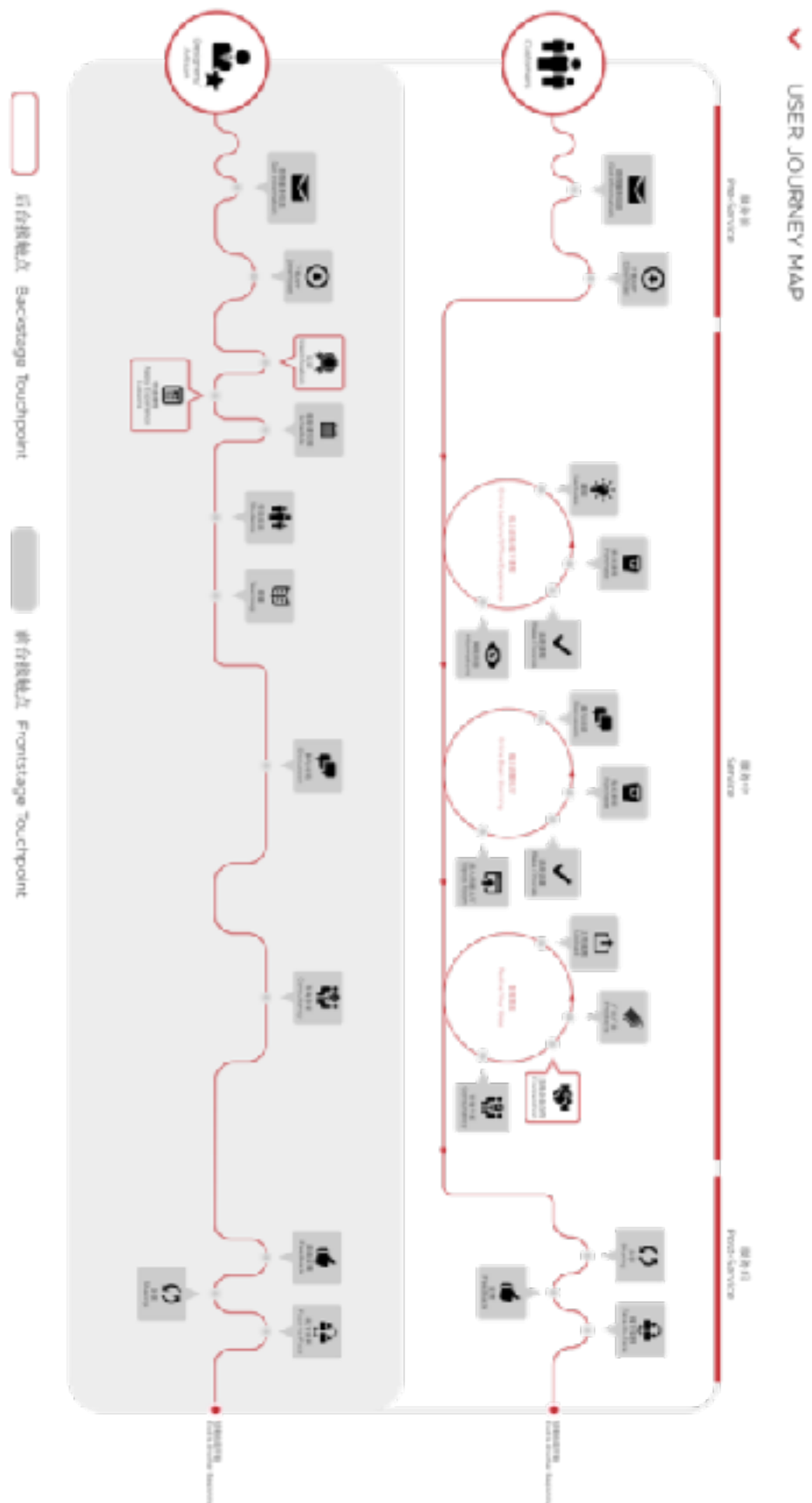
Figure 4.11 "HuaXia"User Journey Map

Figure 4.11 is the user journey map, I divide the whole service into before, period and after. Different users will have different touchpoint. During drawing the

user journey map I detail the service onto each touchpoint which has a key influence on studying "how to work".

## 4.5 HOW To Work

∨ SYSTEM MAP
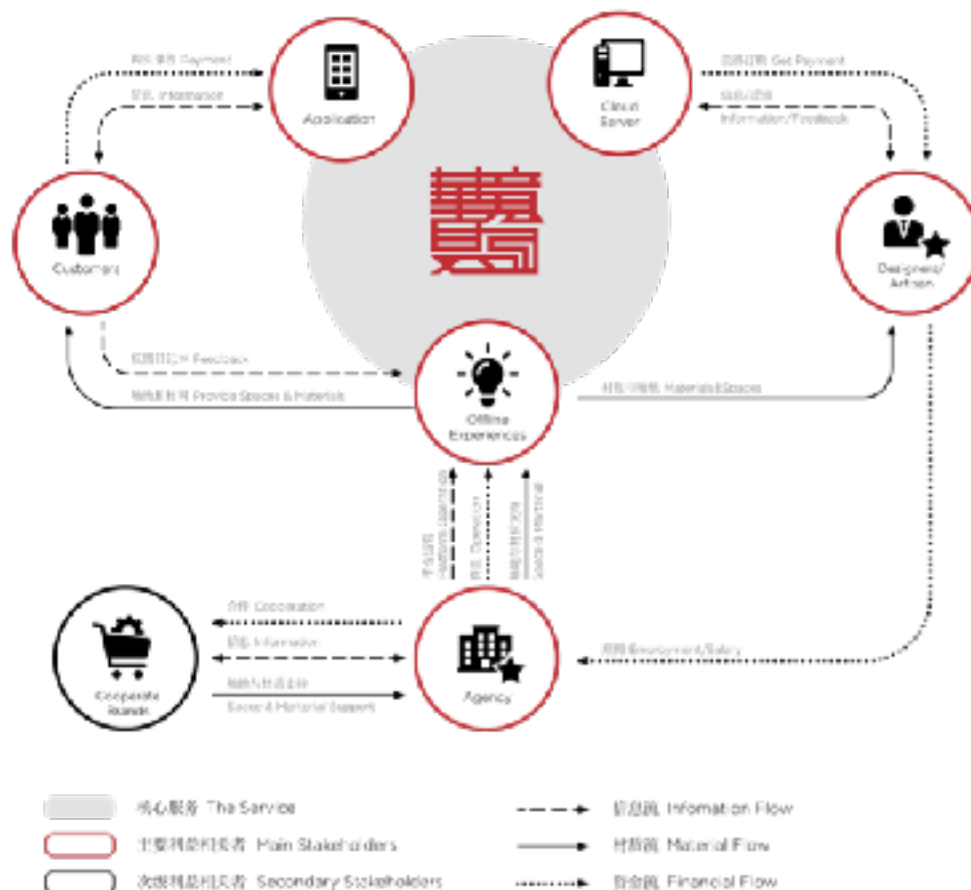


Figure 4.12"HuaXia"System Map

Figure 4.12 is HuaXia service's system map. I sperate the service into corn service, main stakeholders and secondary stakeholders. The key is three different flow in the service map which is information flow, finacial flow and material flow.

For the information flow, app and server are the main information carrier, customer, designer and artisan exchange information on the platform, give feedbacks and evaluations and get some supports from backstage team.

Designers and craftsman could perfect the offline experience's detail during lessons and upload it onto Cloud Server; Customers could feedback by writing dairy at the classroom or through online platform.

From the material flow, we know coorparation brand offer the material and site to HuaXia offline team.Then HuaXia workers will five them to the designer/craftman

and customer. About the purchase of material, it is the consideration of coorpration brand not our system's matter,so I do not show it in system map.

From the finacial flow, the cost of customer's purchase will be divided into 2 parts, one is for designer/craftsman, the other one is for HuaXia service.So designer/ artisan do not have a permanet emplayment, our service just act as an intermediary organ and earn agency fee.
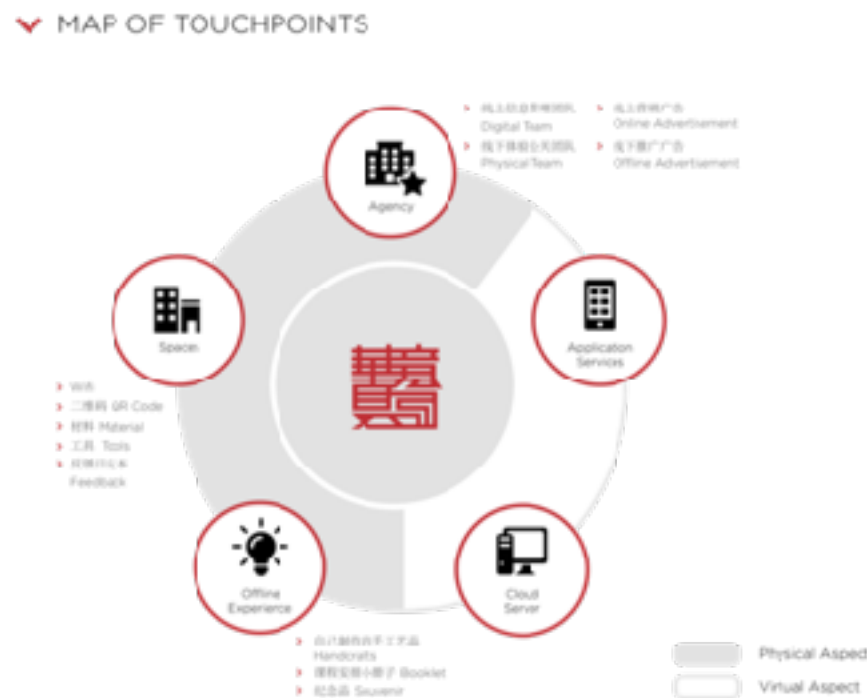


Figure 4.13 "HuaXia"Touchpoint Map

Figure 4.13 is the HuaXia touchpoint map. All the touchpoint could be divided into 2 different part, one is physical aspect, the other is virtual aspect. Physicial aspect includes two HuaXia support team, marketing advertisements, the site which is provided by coorpatrate brands and the handicrafts customer mike in offline lessons.The virtual part is mainly about the app and cloud server.

### 4.5.1 APP Design

The App's information framework is based on User Journey Map. On this App, we will highlight the main function like "online discussion", "expert", "offline experience" etc. Also we will have some other functions like "schedule", "purchase history", "connect HuaXia". Labeling the course is classified according to time, location, type and so on which is convenient to customer to retrieve. Appropriate to join the entrance of third party app to improve the app's purchase function and usability.
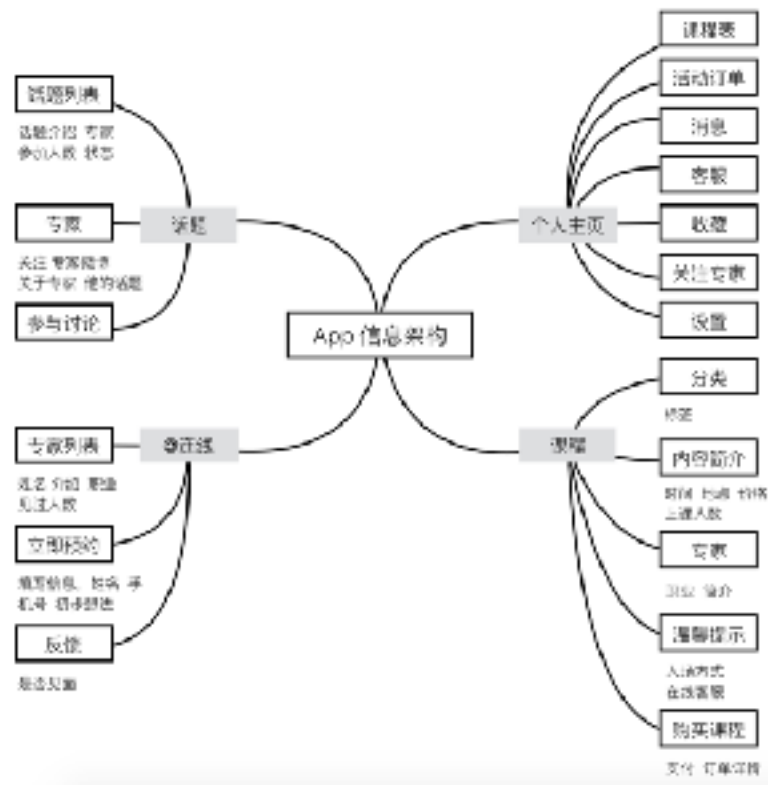
Picture 4.14 "HuaXia"APP Information Framwork

In order to match with HuaXia's logo, I decide to use white and grey to be the main color and use logo's red #B63135 to decorate. According to the analyse I did before I designed the home page of APP, as picture 4.15 shows.
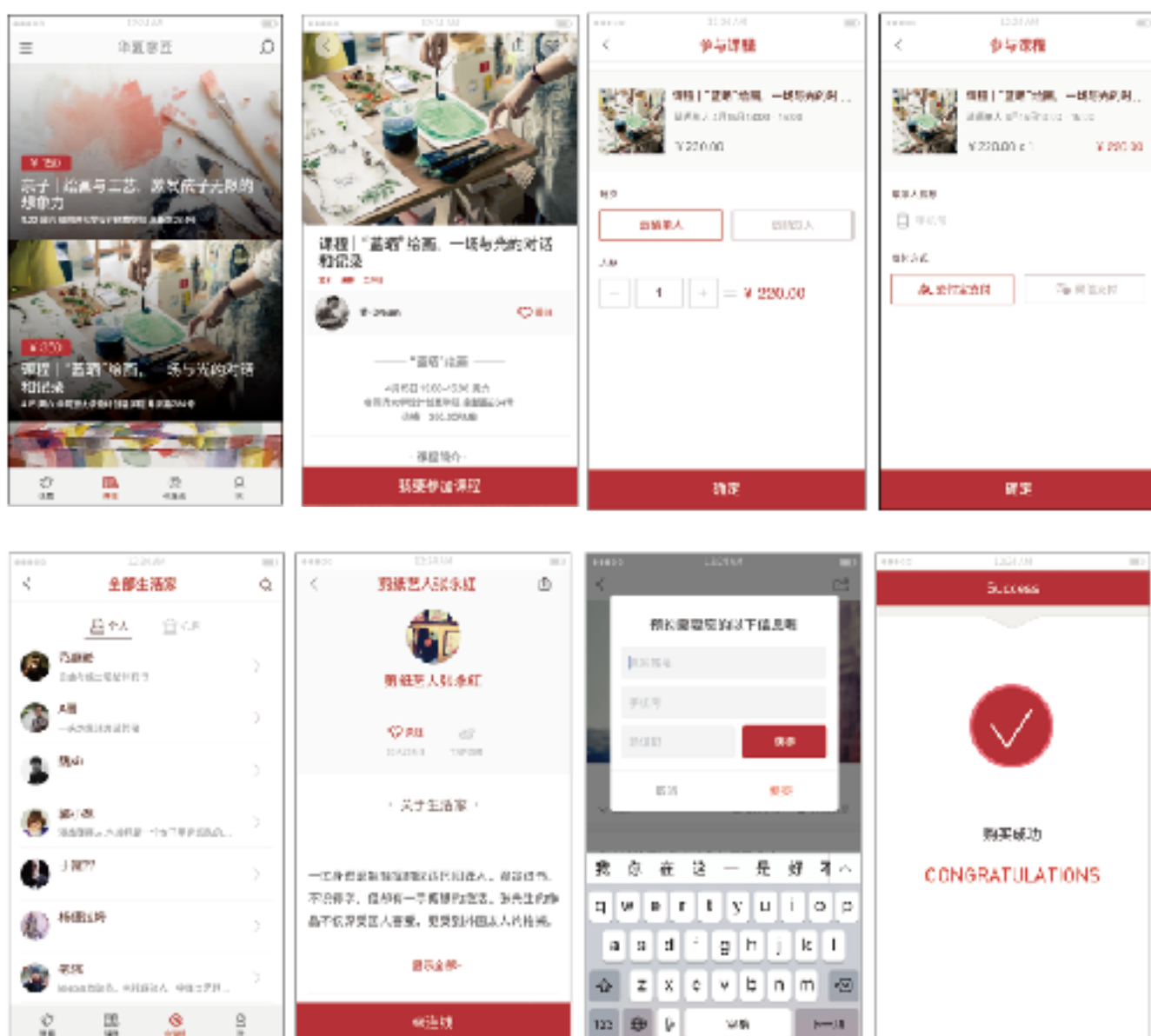


Picture 4.15 "HuaXia"APP Home Page Design

Picture 4.16 "HuaXia"APP Pages Design

Picture 4.17 "HuaXia" APP Pages Design

Picture 4.18 "HuaXia"APP Pages Design

## 4.5.2 Cloud Server Design

Cloud server is an important part of our service.It is the    main  conecting medium for constumer,artisan and backstage team. Beacase this server is much about how to mannage artisan's work, so the graphic design should follow simple principle and use light color. The main and common function should put at the obvious place. Put the main taskbar at left and present "my workbench", "Search", "Information",as well as  "project list".

Picture 4.19 "HuaXia"server pages design
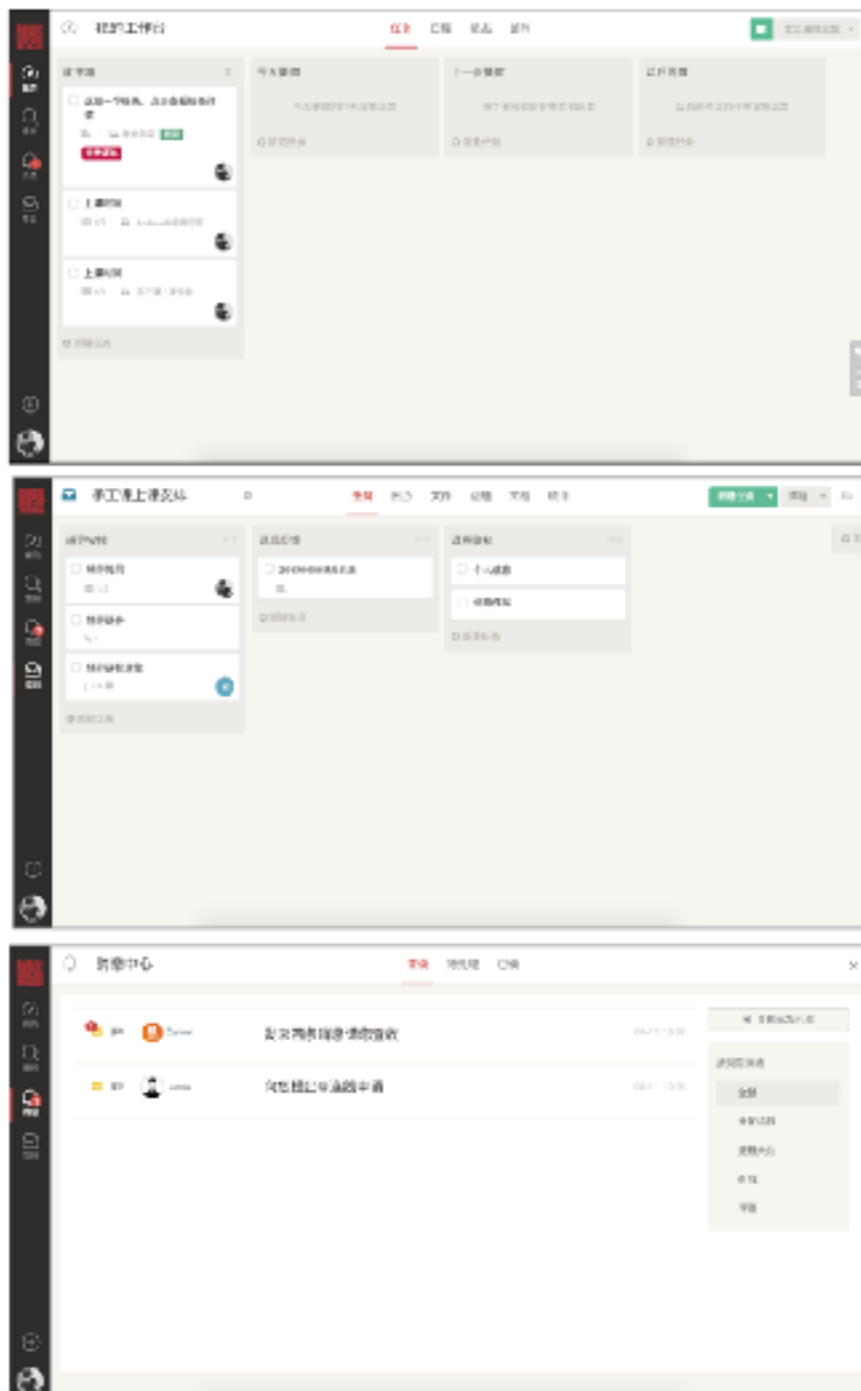
# 5 Conclusion

This article is based on the methodology of service design and to promote the forward-looking exploration of theory and culture creative industries. "HuaXia Culture Open Community" has a great significance on cultivating high quality lifestyle, meeting people's desire for cultural experience, promoting friendly and healthy development of cultural creative industry.

For the further steps:

First, we should cooperate with more brands to fulfill offline experience lessons. In the future, our community should not just focus on Shanghai and its nearby but also thing about other cities' business. So that we could achieve deep regional and cross-cultural cooperation and what's more could add vitality to culture creative industries.

Second, build electronic business platform. We can follow the principle that visible to buy, everything you could touch in the offline experience space you can scan the QR code and buy it at once.

Third, increase the high quality artisan's cooperation. Bilingual teaching to attract foreigners. With a sense of ceremony and immersion experience, we provide opportunities for foreigners to come into a close connection with Chinese Culture.

## 6 Thanks

Thanks for all the people who have ever help me in Milan. Thanks Prof. David Fassi,Ezio Manzini and Anna Meroni. The time I stay in Milan is one of my best times in my life. In the process of studying PSSD, I understand the strategic thinking of European Design and Service Design. I think I could use service design's principle ---User Center Design in my following study and work. Also I have an extensive exploration on how to build up an interdisciplinary cooperation.

Thanks for my college giving me a very comfortable environment to study knowledge. The experience I had in Italy and traveling around Europe made me aware that different culture and ideology would have a big influence on design, humanities, art, education and lifestyle. This let me learn how to use inclusive attitude to see all the differences.

Thanks all the people who gave me a hand during the paper writing. Thanks Director Wang, Artist Cui and Designer Hao.

June  2017

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# Appendix A Online Questionnaire

Name：Culture Open Community Online Questionnaire

Hello, we care from Politecnico Di Milano. Thanks for your help to build up a Cultural Open Community.

Principal：RYH

Email：ryhupc@163.com

Wechat：ryhupc

1. Have you ever buy an online lesson?

A Yes   B No

2. Do you have any plans for buying online lessons in 2017?

A Yes   B No plan

3. Which method is your favorite way to achieve knowledge?

A Watching a video online

B Watching a live online

C Pay online, and experience offline

4. Why will you consider buy online lessons?(Multi-Select)

A I'm a big fan of this professor

B To learn knowledge to pass exams

C To upgrade professional skills

D To develop my interests

E To upgrade my professional competition

F Just want to witness whimsy

5. How could you get the online lessons' information?（Multi-Select）

A Social Medium   B Newspaper   C Ads   D Magazines

E Conversation   F Active Search   G Others

6. What kind of forms will you use to watch the video?

A Wechat and other platform

B The online lesson's own app

C Web on PC

7. What kind of offline lessons will you pay for?

（Multi-Select）

A Drawing   B Handcraft Art   C Music   D Fitness

E Social customs and habits     F Museum explanation travel    G Useful product design    H Medatation

8.  What kind of experience you would like?

A Have high quality content

B Immersion experience

C Have some certificates

9.  What kind of following forms you will choose to take part in?

A Take part in alone

B Be with friends

C Company events

D Be with my family

10. How much will you pay for the experience lessons in one sesean?

A under 100   B 100-300 yuan  C 300-500 yuan

D 500-1000 yuan   E above 1000

11. How many times you would you like to take part in these lessons?

A Once a week   B Tiwce a week   C Once a month

D Many times a month   E Following the lessons' arrangements

12. How many people you would like to take one lesson together?

A under 5   B 5-10 people   C 10-15 people   D 15-20 people

13. Would you like to share your lessons' experience tighter?

A Yes   B No

14. Why you choose No.13's answer?

A Yes, I like to share interesting experience with my friends

B Yes，to make my Wechat circle high level

C No，just be low-key

D No，don't share any personal things in circle

15. What kind of following forms will you choose to share your experience?
（Multi-Selcet）

A Wechat circle   B Webo or Blog   C Online lessons' own APP

D Instagram／Facebook   E Dairy

F Face-to-face story telling   F Leave some signs at experience place

16. Would you like to discuss something with an unknown guy?

A Yes   B No

17. Why you choose No.16's answer?

A Yes，like to share

B Yes，can make friends

C No，shy to speak with unknown guy

D No，afraid to have a quarrel

E No，boring and no meaning

18. Which kind of following forms you would like to discuss?

A Leave a message online   B Leave a barrage online

C Face-to-face talk   D Brainstorming

19. Your sex：

A Male   B Female

20. Your age：

A 10-20   B 21-30   C 31-40   D 41-50   E above 50

21. Your education：

A Middle school    B Secondary special school   C Junior college

D Bachelor   E Master

22. Would you like to leave to any contacts so that we could have some further research?

_____

# Appendix B Co-design Workshop Tools

Role Cards：

## / 角色描述卡 /　　核心人群 - 夹缝中的骨干

对徐涛来说，事业，家庭和"自我"都很重要。

35岁，已婚，小孩1岁，互联网公司中高层

我正处于事业上升期，职场竞争压力大。工作中我要应对频繁的差旅和应酬，我不仅要应对上司还要带好下属。好的精神和情绪状态对我来说至关重要。

家庭中，我是丈夫，是父亲，是女婿，是儿子，家人的幸福是我奋斗的动力，我需要好的服务和好的工具来帮助我切换角色，给我空间释放"自我"。

除此之外，我对智能科技产品充满兴趣。

受访者：QM / JLK

## / 角色描述卡 /　　核心人群 - 家庭主妇 (大)

对 吴姗姗 来说，照顾好家人很重要。

31岁，吴姗姗，家庭主妇，小孩三岁

"生孩子是我人生最重要的转折点，生了孩子以后非常注重对他的教育，希望带她多看看多了解，让他自己去选择自己喜欢的科不喜欢的，精神富足比较重要。

为了提了生活上舍：
1.准备健康的食物 2.全方位生活品购物 3.组织家庭活动

"现在的生活状态是最开快乐着吧"

受访者：LHT / QJJ / WUL

## / 角色描述卡 /　　引领人群 - 国际化的新中产

对菲比来说，稳定精致的"生活系统"很重要。

39岁，单身，金融贵族
"对我来说，时间就是金钱
我需要我的起居生活饮食运动全部都井然有序，精选定位，这样我才能更专注的把时间投入在我的事业上。"

"由于频繁的飞往世界各地商旅途，机场是我的购物场所和资讯平台。"

"很喜欢逛不同地方的精美小店，出差时会偷出空去看看，也会买回来送结清朋好友"
"饮食上喜欢更喜欢季食材，二十四节气还是很靠谱的养生选择"

"睡眠对我来说尤其重要的，我非常在意我的床上用品。"

受访者：FY / ZJ / LAL

## / 角色描述卡 /　　核心人群 - 新生代生活家

对 李净 来说，有一套自己的生活方式很重要。

33岁，李净，斜杠生活家

"我是一名斜杠生活家，上班时是一名工程师，下班后是一位生活达人，我在朋友圈中是属于意见领袖类型的，我的生活可以简单，但是心灵交流必须丰富，我生活的方方面面是围绕着同一个理念而进行的。在学习新事物时不只要学习"外形"，也要学习这个新事物的"文化"。此外，我非常注重仪式感，到位的环境与设备更能帮助我长期坚持喜爱的事物"

"所是就像自己的脸了一样，必须亲手呵护完成的一部"
"当别人欣赏我，认同我时，我会觉得特别有成就感"

受访者：ZX / LJW / XL

57

**1688艺术空间创始人**
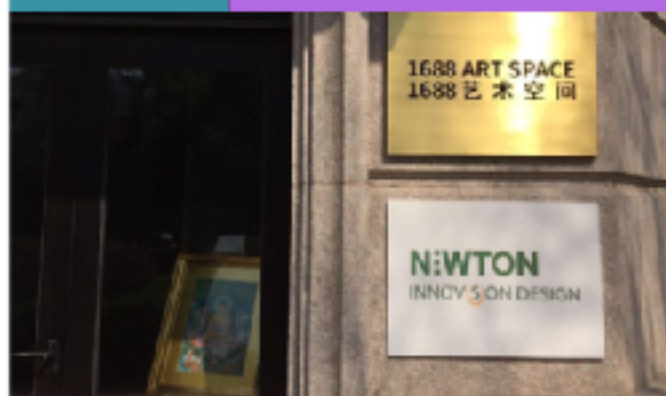


**王献虎导演，用电影传承文化**

"非物质文化传承人经济来源并不稳定，产品创新力度不够，和现代生活脱轨，产品没有实用性。"
"传承方法不系统，大多靠着简简口口相传，导致影响力不够。"

说白了就是文化的意义转变了，过去是为了生存，现在是为了商业。文创产品也要契合现代社会人们的生活。

"要保留文化的本质，原汁原味的文化体验才过瘾"
"用新的技术为传统文化注入新的活力"
"尝试用VR技术从感官体验上解读传统文化"

20170309

**婧艺术空间画家兼主管**



**崔洁，保护文化作品的原创性与艺术性**

"文创产业的模式都差不多，基本上都是：网站+第三方平台公众号+线下实体店。"

"艺术要保持自己的物唯性和跨时代意义。"
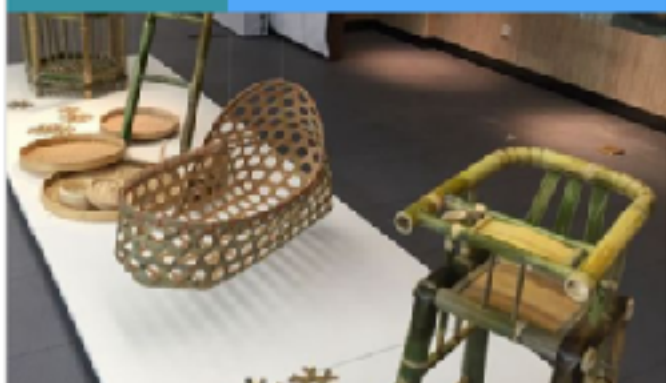"考虑同线上线下体验相结合的方式扩大影响力"
"西方一些画家将艺术搬上街头，与民众互动，共同完成艺术创作"

"在展览中营一感互动体验，帮助参观者更好的解读艺术"
"巴塞罗那的米罗博物馆有一种交互休验式的讲解器，将作家创作绘画的过程用小视频的方式展现给观众，并且在这个讲解器上还有些小互动，让艺术变得生动有趣"

20170315

**IDEO高级工业设计师**



**郝老师，设计师需要向人们传达手艺故事**

"传统手工艺的主要困境就是没办法融入现代人的生活方式和生活习惯"
"传统和创新并不矛盾，在你和手工艺人沟通的过程中，你就会获得新的灵感。"

"产品的价值来源于手艺人他这个产品所倾注的智慧和态度，这才是设计师需要为人们所讲的手艺故事"

"只追求功能性是不对的，传统手工艺也要注重现代美学"

"平衡和理解最重要，要寻找到传统和现代的平衡点，也要充分理解传统文化背后的精神"

20170317

Key Behavior Cards：



国际化的新中产 关键活动 1

**国际化的，分布广易获得的服务和产品更稳妥**

国际化的新中产 关键活动 2

**改变"亚健康"的生活状态要舍得丢弃**

国际化的新中产 关键活动 3

**功能和颜值兼备的"配件"
是我场景切换的好助手**

国际化的新中产 关键活动 4

**触觉与嗅觉兼具的独处体验**

## 国际化的新中产 关键活动 5

### 旅行用品少量精致

"旅行用品。比方说那种丝质的眼罩，如果说你经常出去外面出差或者旅行的话，你要休息，你要强光，所以真丝的一定是要的，而且有设计感的东西也会让你感觉更轻松一点。当我睡着了以后，我觉得自己像个公主。"

"旅行用品一定要少，但是要精，然后就体验到那种好的设计，酒店或者说是餐厅。"

<div align="right">BY LAL</div>



## 国际化的新中产 关键活动 6

### 旅行是一种沉淀再出发

"对我来说可能就是逃避一个周末，这样子。一个周末去外面去山里商量过，然后回来轻松调整好了。其实你刚开始发掘，你什么也不干的时候，你自己慢下来，没有刻意去思考，但思绪就会清醒很多东西，需要是你要的，需要是你不要的。"

"比方说这两个月我真的是很忙，每天只睡五六个小时，然后突然有一天，我开始失眠，每天都想工作，我说这样下去不行，然后第二天我就订了张机票，我就去厦门，就手机也没带，去了厦门，在那边待了三天，三天也没干什么，就是每天在酒店，睡醒了吃，然后看电视，然后去散步，然后三天一回来，我觉得我蛮好的，我又开始工作。"

<div align="right">BY LAL</div>



## 国际化的新中产 关键活动 7

### 在旅途中看见别人，看清自己

"旅行中看到别人，我突然觉得我在外面旅行也是一种逃避生活，其实你还是要回到生活里面去的。旅行会看到不一样的事物，不一样的消息，很多人的人生，学到他们的经验，汲取不同态度与处世方式，然后想得到更多。"

"旅行给这段时间对我改变很大，然后我回来休息了一个多月，接着再一次上路，心态已经很不一样。"

<div align="right">BY LAL</div>



## 国际化的新中产 关键活动 8

### 换换脑子，放轻松。

"睡觉是最好的放松自己的方式，虽然只能睡两个小时。也可能也看个电影。我喜欢看一些电影，像那外太空啊，和自己生活完全脱脱的一种故事脉络，不太需要我带大脑思考，可以帮我短暂逃离自己的生活，这样让我放松。"

"心情上野压到身心需要能释放压力，有一对一的，有大课，跟自己的队友对打。我很喜欢，可以调整自己的情绪，因为在击剑的过程中不是简单就能在比赛中获胜，还要调整自己的技巧，一专注就把压力忘了。"

<div align="right">BY ZJ</div>

## 每次看到心情就很好

这样东西它很有意思，我每次看到的时候我心情都会愉悦的，然后因为代融感也微好，我穿的时候心情就是好的。

我还蛮喜欢纱裙的啊！那天流穿的衣服也是自己喜欢的衣服，然后拿到东西也是自己喜欢的东西，心情会得很棒，就是想要拍照纪念一下。

BY LAL

## 设计感是不商业化且有故事的

应该是这些东西都是含有内涵一点的，有设计感的，设计感的意思就是要学的，不是商业化的，物品还是看重要的。

希望我生活里的东西不会是太商业化的东西，比方说是我去买一个什么东西，这个牌子后面或者是这个过程后面，它是有故事的，这样子我觉得我的脑脸也会更好，轻童下买的时候就舟选。这个香水牌子比较小众。就是它的那个格调或者后面有什么不一样的东西，或者是这个牌子有什么不一样的东西。这样子就是不是那样的一样物品，至少轻童下来的时候我能够懂它后面的东西，这样子就是你的鉴赏实践会多一点。

BY LAL

## 设计感就是要不一模一样

设计的意义就在于打破它的一模一样的感觉，所以我们当时做设计亲子装就是说一定不能一模一样，一定要有点不一样，不然有什么意思，无聊，你要有趣一点。

BY LAL

## 物品要自然，简单，经典

我自己非常喜欢家具的东西跟自然的，瑞士家的房子家具都以原木为主。自己有种很清香的味道，我们这边一个是成本的问题，同一个太多的相仿板什么板，就是这些味道已经真的瞬间就能识别，完全不能接受，很不环保。

我家不会采用了一段时间就要扔掉的东西，要买就买经典的最好的。

我目前在还没有带空气净化器，因为主要是我受不了那种声音，会嫌弃那种震动的声音。而且我比较喜欢自然的方式，室内多养些绿色植物。

BY FY

## 仪式感与道场，把自己和环境都准备好

"生活需要有仪式感，你要在家里面腾出一个空地出来，所有的收纳柜你的选择都要在这个空地上买齐，它对你来说就是个道场，哪怕没有人看着你，真的是要坐在这里安安静静的把这件事情做完"

BY CX

"我一个人的话还是坚持用keep，因为用keep的话，好像有一个老师在那边，有一个氛围这样，让我觉得进入了一个很愉悦，很安静的状态。在室内有气味会更加提升你的运动，或者是配一些音乐会更好"

BY LJW

## 一步到位的开始

"我打泰拳的那个道馆的馆主是从泰国进修回来的，环境很正宗、很泰式，里面好多泰国老师，从小到大打泰拳的那种。我会选择比较严格的老师来购买她的私人课程。在学习前会买那个手靶、手套，泰拳没有道服，但是有买馆服"

"正宗嘛，我要求我自己的渠道更标准，我觉得标准化对我来说是一个蛮重要的东西。因为这是一个正确的道路，正确的道路可能越走越远，如果走上弯路，会养成一些不好的习惯，之后再改就难了"

BY ZX

## 必须由"内"而"外"的学习

"瑜伽不是那种我刚才说的有氧运动，比如说游泳那种完全是因为你动了，你出汗了，所以健康。瑜伽是融合了中国跟古印度的一些古代思想，就是传统文化。瑜伽是从身心里有一个提练形成的，像一个主心骨一样，只有内在的东西培养出来，就是你的思想上面根本解决了，才可以从外在改变，所以我挺推崇它"

BY LJW

## 自己来，好玩又安心

"因为像手工皂的话，做完之后洗完的泡沫在24小时之内，会自动分解成那个H2C就是水和二氧化碳，就是它对一个环境也是没有负担的。而且自己做的东西会比较放心，就像自己做的饭会比较放心一样道理"

"像皂跟帛衣服之类的我都觉得好玩，能做的事情我都会去试一下，尤其是手工的东西，我觉得都没有什么难度，像这种樱花皂不是一次，不是一锅能打出网的得分好多次才能激出来"

BY XL

## 期待熟成的那一刻

"入门做皂之后就靠自己摸索，夏天跟冬天同一款皂，一样的配方，一样的做法，到最后保温的参数可能也不一样，因为会受环境温度的影响，在出模的时候，色化程度是看得到的，出模的那一瞬间，你就知道它是好还是不好，但是最后切开的那一瞬间，才知道它美还是不美，等的过程就是非常缓慢，尤其是在做渲染皂，包括就像我这种樱花皂，都是做这种很花纹皂的时候，你就会很期待，渲染到时候切开到底是什么样子的，因为我们圈内盛传一句话，不到最后切开你永远不知道做的是什么"

BY XL

## 藉物传念

"大神(皂界老师)常常说的一句话就是心情很乱的时候千万不要做皂，因为一次因一次，就跟跑步一样，因为你的心情会传递到肥皂里面，尽管我觉得没什么科学依据，但是也不是没有道理，心情很乱的时候你对很多东西的把控力就不好，比如说温度没到就开始搅，过程搅的时候还没有搅到很乱的时候就入模，对很多掌控的不好，其实他说的有道理，但是不是说把心情传递给皂，只是这个时候你对很多事情的把控会不好"

BY XL

## 不是每个人都能做到的健康壮举

"之前去过台湾自行车环岛，我觉得这个很炫酷，因为这跟平时在城市里面骑自行车不太一样，那儿的风景比较好，第二它也是对于我来说是一项壮举吧，就是有一个目标达成了，不是一般人都能达到的"

"马拉松很厉害很炫很牛，40多公里，觉得可以跑下来很厉害。而且可以让人思考，而且跑不动的时候，就是有很大的动感让你停下来，因为跑完了也不会发奖金，只是证明一个自己，对自己证明，为什么设立这个目标，就是证明自己我可以做到"

BY ZX

## 穿越时空的历史重游

"我会专门爬上景山公园看一下崇祯上吊那一棵树嘛！我是按照他的路程走的，然后我觉得好像有一个历史重现在自己的眼前的感觉。崇祯不是一直被人家赶吗？他好像是从紫禁城后门出去，一直爬上景山，然后被追兵包围这样子，然后他在那一棵树下面，他走到绝路，我就可以感觉到当时，这是看书文字感受不来的，实体去感受一下位为什么被逼到这条道，为什么一个朝代是这样没落，一个朝代是这样兴起这样子"

BY LW

## 属于自己的黄金比例

"有很多做皂的论坛上面也可以直接下excel，也可以在那个基础上自己改。其实做的比较好的人都会自己乔的。有一些公式在里面，改的时候要看当时的状况，还是主要看当下肤质的状况。跟季节很有关系，因为我是中性肤质，我在夏天的时候会有一点点油，然后到冬天又会有一点点干，这就话夏天和冬天用的就是不一样，皂也是不一样的，配方也不一样"

BY XL

## 安全范围内的冒险

皂基，其实已经是既成的肥皂，网上很多人来卖母乳皂，其实就是拿皂基拿来之后，放在炉子上溶化，然后在把母乳倒过去，然后再等他冷却，其实这个就是完全没有一个皂化的过程，你买来的皂基好，做的皂就好，如果买的皂基不好，那做出来的皂就是差的，完全皂好跟不好，基础就是这个"

BY XL
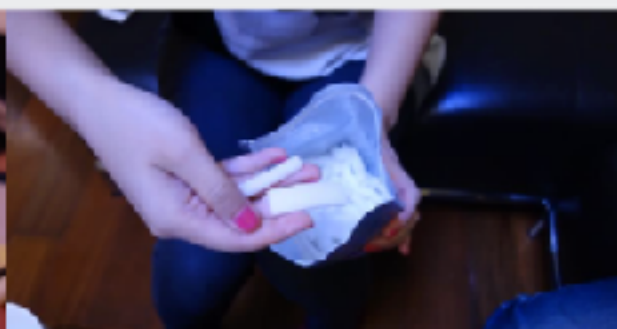
## 行家交换小心意

"有专门做皂的论坛，目前是有两大论坛，一个是夏制皂，还有一个就是乐藤制皂，这两个是比较大的，我们会有定期的聚会，然后带皂然后互相分享，就是大家都带自己的交换，我这一次做了好几款大家就来看用"

BY XL

## 作品像孩子，懂得人看到会更开心

"做好后后会觉得就很像自己的孩子，一个作品，就像画画画得的一个作品，就是这感觉完成了，然后会纪照，拍照然后就要晒到朋友圈里面"

"拍墙圈里的人，给他们看，因为懂的人看这个会特别开心"

BY XL

## 影响别人有成就感

"我只是要推广手工皂的理念，你可以从我这里得到理念，你可以不从我这里买皂，但是影响别人的生活就行，会很有成就感"

BY XL

## 好物分享不浪费成为商机

"因为我自己根本用不完，因为一次都是十几袋防晒，然后我又觉得同款买比较行的，就是一整套之前先是自己试完，试完之后觉得没有问题才会去买，在朋友圈里面发一下，我的朋友信得过我的，他们就会跟我采，用的时间越长就越熟户了"

BY SY

"一开始因为喜欢无印良品东西，国内没有，但香港有，那个时候也有很多人想买无印良品的东西，所以我自己去越就帮大家带，反正因为是要经常去的，我在豆瓣上发帖问有没有人要帮忙带的后来就做起来了"

BY SY

## 我需要定期给生活排排毒

我一般情况下，每周大概会给自己圈出一个小时到两个小时，不在家也不在公司，我会坐在咖啡馆里静静地想一想最近的事情，因为事情都很零星，包括下周有哪些是一定要去做约事情，或者最近一段时间有没有家里管的比较少，还是会给自己放空的时间呢，会自己去整理一下生活状态。

BY QM

## 短暂地抽离生活，给消极状态排排毒

我自己觉得我不太舒服或者我工作干不进去了，感觉心思不在这了，知道今天必须做完但是没有意识，特别累，特别想睡觉，我就一定要休两天假，我可能就会给自己放两天放假，集中一下，出去做个调整，陪家人或做一些social。

还有一种情况是在一段时间内比如一周，上周我休了，因为大概在三天飞了三个城市，我感觉非常累，我就要休息一下，休息的话，一方面是睡觉，一方面是看场电影从生活中抽离出来。

BY QM

## 动态的服务，才是懂我的服务

比如说我去一个酒店住的时候，就后他有一些零食嘛，我就会吃它的零食，晚上回来以后发现我比较喜欢这种东西，就拿了很多类似这种的不可口味的给我品尝，我觉得是比较贴心的服务。

BY ZX

## 科技是未来生活的雏形

我觉得最新的科技期就代表未来，虽然生活在现在，感受未来的生活雏形。因为人不能满足于现代，比如说人要有一个计划，要过什么样的生活，可能这个东西接近你未来的生活状态。比如说智能的家居，语音操控，我们现在要装，未来，我回来说一声，倒垃圾了，说一下做饭、洗衣这些，家人就不用动手了。

再比如说现现在晚上，这是一个卧室，这个玻璃是智能的话，如果我睡觉的时候，哪怕外面是白天，也可以变成黑天。

BY JLX
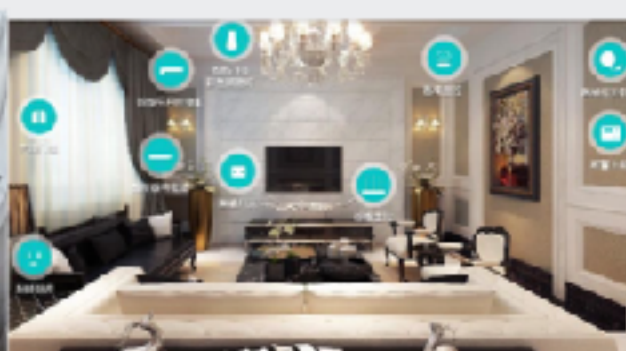
## 当季食材，按颜色吃

"要吃当季的食物，比如说夏天的话就吃白色的东西，秋天就要吃白色的瓜西，比如鸭了，藕，苹果都是白色的东西，冬天就要吃黑色的东西，芝麻，黑木耳。夏天是红色的，春天应该吃绿色的东西"

"你的身体其实是跟季节走的，既然它的这个果实是在这个时候长的，就说明你的身体是需要这个部分的"

BY WLL

## 带家人出去挑他们喜欢的

"手环也是一个防范，因为父母偶尔也会出去旅游，去高原或者地理环境不是那么好的地方可以检测一下，自身有一个简单的检测，可以带着他们去外面自己减一下，因为手环戴经常戴才可以收集数据，让他们感觉一下这个舒适度能不能跟我，会不会觉得带着很沉，因为他们不经常带。也担心没有试的话可能材质过敏"

BY QJJ

Case studies：

百度地图"一路同行"

案例描述：

参考点：

Basebody的运动派对

案例描述：

参考点：

把茶像星巴克一样卖给年轻人的"围炉茶"店

案例描述：

参考点：

给爷爷奶奶的社区分享报

案例描述：

参考点：

## 智善村二十四节气养生

案例描述：

参考点：

机会空间

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## CURVES 女性健康俱乐部

案例描述：

参考点：

机会空间

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## GATHER 帮助团队共享

案例描述：

参考点：

机会空间

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## 美国医药O2O服务Pillpack

案例描述：

参考点：

机会空间

## 邮出来的牙膏——百念牙膏

案例描述：

参考点：
品牌故事。

## 日本有机健康餐饮品牌道好烧的速食饮食文化
## 补充维生素的实验所：FAST FOOD AID

案例描述：

参考点：

## 伊势半本店小町红天然红花唇影

案例描述：

参考点：

## Google翻译十周年仁纸
## 约开了豪多国快闪餐厅

案例描述：

参考点：

## 裸心集团做生活方式金融角产品帝国

案例描述：

参与点：



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## 新媒体-每日开眼

案例描述：

参考点：



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## 地中海俱乐部Club Med 以及他们的G.O.

案例描述：

参考点：



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## 喜马拉雅FM——听健康

案例描述：

参考点：

## 触美商业案例研究　APP

### Headspace——钻入日常的冥想教练

案例描述：

Headspace 是一款冥想类的手机应用，它以生动的动画来指导人们冥想。它通过引导式冥想以及数字化的健康正念服务为基础，不论是何种水平的冥想者都可以在这里找到适合自己的服务。

主题：冥想、自我探索、释放情绪及压力。
体验标签：安静、放松、疗愈。

参考点：
深入浅出，有趣、轻松、针对性的内容。



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## 触美商业案例研究　APP

### 一条：一家主打生活缩视频的互联网新媒体

案例描述：

一条是个为原创者提供的生活方式平台，一条生活馆的目标。

参考点：
聚焦小视频元素讲述生活美学，跨界电商，社群经济。



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## 触美商业案例研究　APP

### 三联生活周刊打造的"松果生活"

案例描述：

参考点：
一个中午方式知识社区。



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## 触美商业案例研究　APP

### 小红书与小红书

案例描述：

参考点：
跨界电商，让种草族，购物分享平台

## 衡山合集——联合书店

案例描述：

参考点：
资源整合，区域文化，将素养特征为用户，即
文化传播

## 猪古工作室——移动设计公司

案例描述：

参考点：
设计师下街头，共同创随