



**APPLIED RESEARCH OF SERVICE SYSTEM DESIGN  
FOR THE CULTURAL EXPERIENCE SPACE**

**THE 'EMERALD GREEN' PAVILION**



**POLITECNICO  
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# ABSTRACT

In the context of the cultural industry has gradually become the core competitiveness of a country, our government has been continually battling with the need of the public to enhance their quality of spiritual life, to enrich cultural experiences and to fulfill the demand for cultural exchange. As to meet the cultural needs of the people is the main target of Cultural industry, it disseminates cultural products and services. According to the data released by the National Bureau of Statistics in 2015, the added value of cultural services was about 1.0039 trillion Yuan, accounting for 47.0 percent in national increased value. Meanwhile, the experience economy emerged as an interactional economic, represents that people's life standard had come to a higher level, and they were able to spend more money and time at their disposal. Now the domestic consumption pattern has changed from fast-food mindless consumption to rational consumption, and gradually shifting to emotional acquired consumption patterns. With the opportunities brought by these conditions, the innovative, creative strategies of combining the experience economy and the cultural industry are becoming the trend of future business development in China.

This paper applied the theory of product service system design methods, while aided with experience design methods, is committed to promote the traditional Chinese art in a new way into the lives of modern people, also aimed at exploring

how the product service system design methods and tools could help to enhance people's enthusiasm to experience Chinese culture. As the establishment of the issue, 'the emerald green pavilion' integrated the stakeholders and looked into their motivations, attempting to put the essence of our culture into resident's lives with the experiences and the evidences of the services.

With the improvements brought by the economic development of China, more and more people will desire a platform that forged both spiritual life and material life closely together. The aims of the project are not only to improve the scientific validity of cultural transmission, but also to enhance the depth of communication, interact creatively with the users, and to enhance the user experiences. As a truth of a fact, a well-designed service system could not only promote the formation of cultural-themed social networking platform, but also could broaden the horizons of people in Mainland China, thus promoting the development of China's cultural industry, heritage the classics when driving the future.

## **KEY WORDS:**

Chinese culture express, product service system design, social networking, user centered design.

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# Chapter 1. Introduction

## 1.1 Background of the project

Location: Changsha, Hunan Province

The site is located in the northern outskirts of the city, in the area of "Xiangjiang No. One"--an estate property. Within twenty meters of the site, located the Hunan Provincial Museum and Tan Guobin contemporary Art Museum. Visitors were up to nearly one thousand during holidays.

The Estate located right in Changsha City's axis, which is a notion of urban planning. The central axis is the main road which connects north and south of the City. By the estate is the west Xiangjiang Road, river Moon Island, and one of the 72 blessed north Taoism mountain. rail Transit line 1 extension cable programming via here.

The estate's residential area is approximately one million square meters, which divided into five sales. Most of the villas were sold out by now.







Pictures of the site



## Local residents (Who lives around here)

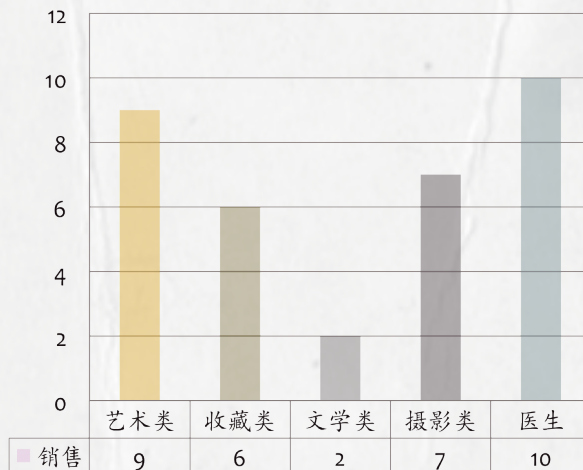
According to the data provided by the manager of the estate, the selling department, and the purchase contracts the writer demanded to see for data testification, it turns out that we found most of the home owners have higher educations, instead of the rich local dealers who may easily afford the selling prize but have lower educations.

Many of the home owners are artists, collectors, writers, photographers and doctors. Their intention of purchasing can be divided into three categories: use the house as a basement

for living; use the house as a studio for holding activities or a place for exhibitions; use the house for both working and living.

In conclusion, the place has an excellent condition for the formation of artistic cultural circles.

When a cultural experience space established here, it will act like a bridge to link both the museum and the studio. Not only to attract more visitors, but also to make visitors stay longer and learn more about the forming of artworks. **It will become the community of art lovers and a social networking platform.**





## Potential users (Who needed most)

### Children



## Current dilemma (Problems)

### Interest cultivation

At the weekend their parents often take them to different classes. But usually the parents can't be together with their children during these learning experiences.

Meanwhile kids need to experience a lot of things in order to find out what they truly want to learn. Usually that causes a lot of money.



## Potential users (Who needed most)

### University student



## Current dilemma (Problems)

### Learning experience

Pro.Zeng is an artist who passed away last year. He had lots of students and followers all around the country, they missed his **impromptu way** of teaching, the showing of creating processes is really eyes opening.

The students need a place to compose&communicate freely, **outside of the college**.





## Potential users (Who needed most)

### Art lovers



## Current dilemma (Problems)

### Communication

There's a lack of place where artists could relax and working together. In Changsha, some artists tried to build up such places but failed to maintain.



## 1.2 Significance

### 1.2.1 Overview of domestic and international culture industry

The Overview of Chinese Cultural industry:

The development of China's cultural industry is broadly divided into six phases: Phase fact, physical stifle stage, embryonic infancy, brewing phase, accelerating stage, mature stage.



The first period is the stage fact, for the period from ancient China to play "three transformation" to complete the fifties of last century. Although people of feudal society has not formed the concept of "cultural industries", but according to historical records, cultural industries actually thrived.

For instance, people in the streets of northern marketplace frequently go to teahouses. It is the distribution center for information, to listen to people in the teahouse storytelling, comic listen, listen ventriloquist, entertainer and watching acrobatics, living teahouse culture is an integral part of the town. Mr. Lao She's works, "Teahouse" is typical of the late Qing Dynasty Beijing portrayal of the lives of people, this little piece of heaven and people can get a glimpse of the human landscape of the whole society. People there are of all kinds of forms, as well as the changing times bring different fate. In fact, China has fact stage cultural industry for a long time.





From the "Three reform" in 1978 during the Third Plenary Session of the cultural industry in China belong to the second phase. The stage was defined as physical strangle stage, national planned economy, seriously weakened consumer properties of cultural industries, cultural industries and therefore on economic development in this period little to help. Although the "constitution and institutions," the impact of the so-called "government-run culture" major cultural industry, but such as Xinhua Bookstore, August First Film Studio and other cultural institutions still play a role.

The third stage belongs to bud early stage, a period of reform and opened up in 1979, until 1992s. 1988, in which the concept of "cultural market" was officially proposed the Ministry of Culture and the Industry and Commerce Administration, the statement "cultural indus-

tries" was finally defined in 1992, first appeared in the State Department "major strategic decision - accelerate the development of tertiary industry, "book. The cultural industries sprout started.

Brewing and wandering stage is from 1992th until the end of 2002, the cultural industry has been formally incorporated into national development policies. In a background which market economy gradually solidated, our country paid more attention to develop the third industry. At that time the rapid rise of cultural industries promoted the growth of the national economy. Mass mediadeveloped rapidly during the fourth stage, such as the emergence of animated movie "Journey to the West" and other outstanding films as well as television works. Individual entertainment also encouraged by the market economy, the new spirit into the consumption patterns among the masses spread rapidly. People began to accept entertainment lifestyle, realizing life can also be a means of self-cultivation. Culture and entertainment gradually become a way of privatization and miniaturization, at this time, "the people" is no longer before conception close-knit group, but to "the notion of Western scientists called scattered public." Although the cultural industries developed rapidly, but it is still far from being a pillar industry of the national economy, and it's growth rate could not be compared to Japan and South Korea .





The fifth stage is the time of accelerated development until today. Although China's cultural industry has the defect of over-commercialization, but as people gradually noticed, it is important to improve the quality of entrepreneurs to explore the Chinese culture positioning. Excessive commercialization trend is shifting towards the direction of high quality art and design. The representative of the stage includes the network of noisy game rooms, ballroom and KTV karaokes, There are the emergence of more diverse forms of cultural entertainment, including private clubs, VR museum, teahouse, Chinese health museum, wooden pottery classroom experience, various DIY store , cooking classes and more.

Now the market has gradually increased for all types of people to meet the need of cultural consumption, but the current cultural experience still has three major disadvantages. First, there are cultural experiences exist only for commercial reasons, they preached hedonism. Second, the invasion of foreign culture made it more difficult to find localized cultural experiences. Third, it is difficult to adapt to consumer demand for the whole family with different ages. If families could never have harmonious activities at the same time, it is easy to inadvertently increase the gap and distance between family members. After entering the sixth stage, the cultural industry has undergone sufficient development and become very mature. The mature cultural industry has four main features, the primary feature is its people tend to accept cultural industry actively. Second, the legal system became highly developed in the field of cultural industries. Third, developed a strong talent pool , to innovate contents for enriching cultural layers. Fourth, the cultural industry has become a pillar industry of the national economy.

Facing with the challenges of globalization and cultural invasions, China should establish an effective cultural policy, which could be considered as seven aspects.

First, we must understand the essence of the national culture, identify the correct positioning of the local culture.

Second, understand the cultural background of competitors, find similarities, learn and discover the advantages.

Third, open up the media coverage, increase cultural propaganda to consolidate the cultural market.

Fourth, innovation. Find cultural characteristics, mobilize the masses of enthusiasm and creativity.

Fifth, increase collaboration with foreign media, to shape real "image of China", avoid "mysticism" and "fanatical communist" bias, so that more foreigners understand the real Chinese culture.

Sixth, actively communicate with media, friends, cultivate cultural talents. it can not be closed to protect a culture.

Seventh, pay attention to the protection of national interests, the timely removal of endangering national security's informations.

Based on cultural polices,we are tring to explore how to meet the needs of all segments of the audience to experience the fusion of cultural exchange and community service systems . while emphasizing understanding of human nature and care, the transmission of cultural experience to bring happiness, innovation, with effective follow-up services to deepen the impact.

The present study was to investigate the bonding methods between system design and cultural experience, and the establishment of Sino-foreign public diplomacy platform through multi-disciplinary cooperation.

## 1.2.2 Cultural industries in Changsha

According to Mr. Liu Jing duo's book "moral experience theory" that the experience was "one of the basic human survival mode," quality experience can play a mental shock and joy of life as the role of education.

Meanwhile Social Innovation and Collaborative consumption has become a hot topic, "The rise of the creative class", "Together: the rituals, pleasures and Politics of Cooperation", "Collaborative services Social innovation and design. for sustainability "and other works popular in European academic community can explain the importance of innovation and cooperation. At the same time, such as Airbnb, off the sofa, Uber and other masses cooperation of consumer software significantly changed the way people live. Depth study of these platforms, in fact, they largely reflect the demand for cultural exchange and experience.

Changsha has a thousand-year history. The custom experience design should be based on the localization of Lingnan culture.

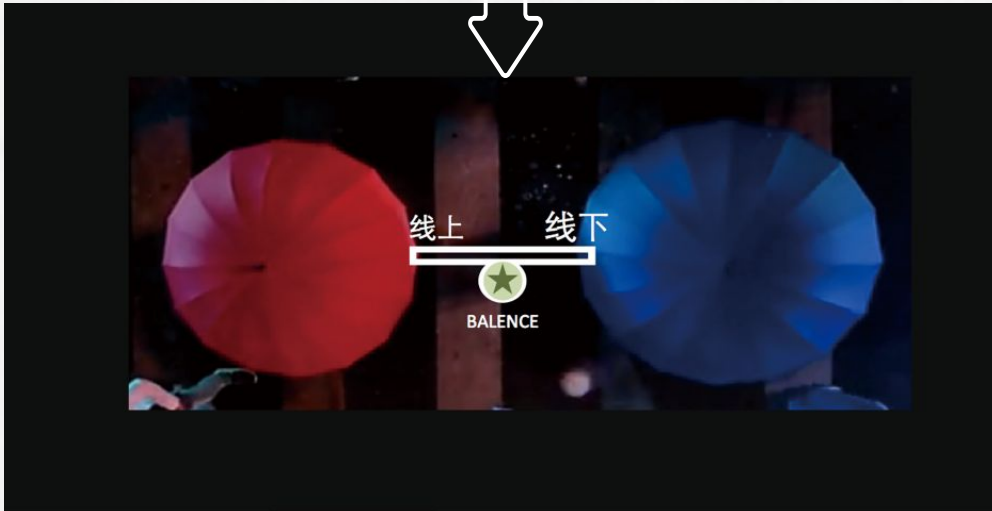
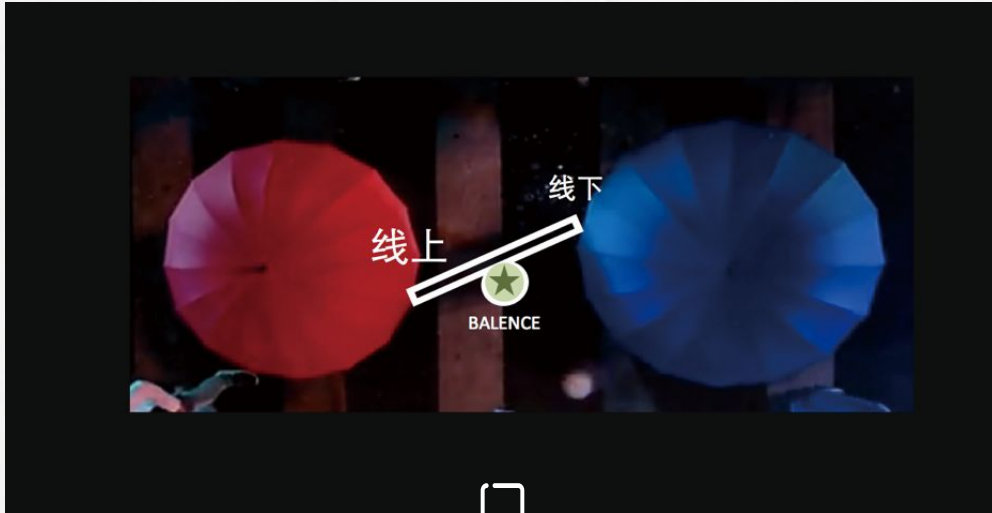
The essence of the culture experience design is to emerge into people's lives. Not only to find a sustainable way to improve the efficiency of cultural transmission, but also to enhance the depth of communication.

For the most severe problem is that residents in the city generally more indulged in online activities. People in Changsha created Wechat, 58city, but **offline experience design is the weak point** of the culture industry.



People's way of life is closely related to their acceptance of education and their life experiences.

Changsha has many nationally famous universities and institutions, certainly does not have a lack of highly educated people who is willing to spend time and money on high quality cultural experiences.





### 1.3 Ealier cases

Shanghai Tang nine ten music clubs, South Beauty's Lan Club and other content-rich experience, with beautiful environment but not in a broadly demographic level. But places such as Kuang Yi Zhai, tea and books, flowers and painting,they even offered meditation experience, an easy way to integrate into the public life of quiet and simplicity.



## 1.4 Contributions of the paper

This paper is committed to the use of services systems research methods, combined with the experience design of exhibition space to promote traditional arts and culture in a new way into the lives of modern people. Good paintings, good poetry, transcend the shackles of fame and fortune. A nation of art, that is the spirit of a nation crystallization. So as Mr. Pan Tianshou said, "the revitalization of national art, is closely related to the revitalization of the national spirit."

With the improvement of the level of economic development, more and more people contemporary desire a spiritual life and material life will close the docking platform. The essence of culture wishing to private experience and evidence of the way into people's lives, not only to improve in a sustainable manner the validity of cultural transmission, but also to enhance the depth of communication. Among them, a sound service system can promote the formation of cultural circles as the theme, to help build public diplomacy platform for the mainland people to broaden their horizons.

Service System will issue a blueprint for system design to examine whether the macro-stakeholder coordination of all parties, and to study ways to improve. With economic development mechanism led by the government tend to shift gradually to citizen participation, more and more individuals engaged in entrepreneurial culture of innovation among industries. The model will build on this topic play a guiding role and reference, and to establish a new development model systematic reference for domestic cultural institutions in order to help achieve the inheritance, development and innovation of Chinese culture purposes.

The issue also has profound emotional significance for the author.

To miss Grandfather - painting artists Mr. Zeng Hu, cultural content space project are Mr. Zeng Lao propagated the idea of art as the core.

It will be presented to the experience of space and painting calligraphy audience to Mr. Zeng Lao creation mainly for the community of Chinese painting and calligraphy lovers to enjoy and learn. Since Mr. Zeng Lao had scattered most of his works in the whole world, it is difficult to collect, so the presentation will be in conjunction with cutting-edge audio and video interactive technology.

# Chapter 2. Product Service System Design Methods



## 2.1 PSSDesign Theory and Developments

From design culture it can clearly be seen since the 21 century the world has been changing - slowly toward service-oriented economy and sustainable transformation. Although service-based economy is going to become the main economic pillars of the world, but their growth rate significantly more than any other opponent, going to be the next master of the world economy "the next economy". (Design for service, Meroni Sangiorgi)

We must rethink the design change in the economy, which means that from a product-oriented design ideas into a service-oriented design ideas. Previously thought to product design thinking is the most important part of the core, and the service is regarded as an adjunct products, and now, the starting point of design thinking is the service. Interactive designers interaction between people, and between people and objects to interact with the environment at the heart of the design, and the material of the "product" just to prove the existence of a link service. Because the service system has four major characteristics, of which the first characteristic is the service is invisible, a service from a physical level can not be found, perform service more like a "show" rather than an "object." The second characteristic is the heterogeneity refers to services, the environment and the participants will bring different results is not the same. Article characteristics are the service has the inseparability of its existence is inseparable from the user. Article IV characteristics are the service is easy to destroy, it can appear to be rapidly disappearing in the world. In short, the service design is a complex subject, which involves anthropology, sociology, design strategy, management strategy, psychology, market thinking, interactive design and other fields, the service system designers must have extensive knowledge and adequate surface covered learning support.

### SERVICE SYSTEM DESIGN PRINCIPLES





## 2.2 Case studies

Case 1: Future dining experience in canteen



Children receiving food

Eating in spaces designed by themselves



The project is located in San Francisco, commissioned by food provided by SFUSD firm IDEO design team completed. IDEO design system combines the service students need for school canteen diverse dining space and improves the defect of the old food service system, to help students understand the ingredients and food culture, as well as stakeholders to conserve resources, for more support and interest.

Students eating lunch under present rate of about 13% in SFUSD, breakfast meal rate of about 1%, resulting in a great waste of resources.

After investigation and analysis, IDEO designed the present time value theory proposed four student center.

- 1: excitement feeling experience, enable students to experience happier through the new cafeteria eating.
- 2: Students feel valued, which means the students feel the designers and service providers for students and their feelings need to be given respect and attention.
- 3: to produce more food and emotional association, meaning students sentiment value ingredients in life, to stimulate the ingredients to obtain knowledge of curiosity.
- 4: active sound, meaning encourage students to actively influence this system, assume the role of the system and learn to take responsibility.

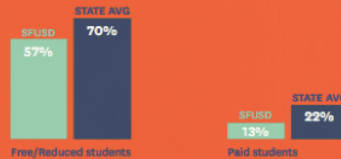
## Problems

Daily breakfast and lunch participation for paid and free/reduced students are low compared to state averages.

Only 57% of SFUSD's Free & Reduced Eligible Students participate in lunch vs. 70% (state average) and only 16% participate in breakfast vs. 30% (state average).

For SFUSD paid students, only 13% participate in lunch vs. 22% (state average) and only 1% in breakfast vs. 4% (state average).

The more students who eat, the more financially-balanced our system will become.



**AVERAGE DAILY LUNCH PARTICIPATION**  
San Francisco vs. California State Average



**FOOTNOTES**

Participation figures reflect average daily participation (total lunches claimed/ total service days)

State averages based on California Food Policy Advocates figures for California Public School Districts 2009-10 school year

**CURRENT ENROLLMENT:** 55,000 SFUSD students. = 550 students

# STUDENTS-CENTERED VALUE

## SENSE STIMULATED

Students are delighted by the food experience

## FEELING VALUED

Students feel our commitment to their needs and overall well-being

## CONNECTED TO FOOD

Students experience the value of food in their daily lives and are curious to know more.

## ACTIVE VOICES

Students are empowered to impact the system, embracing roles and responsibilities

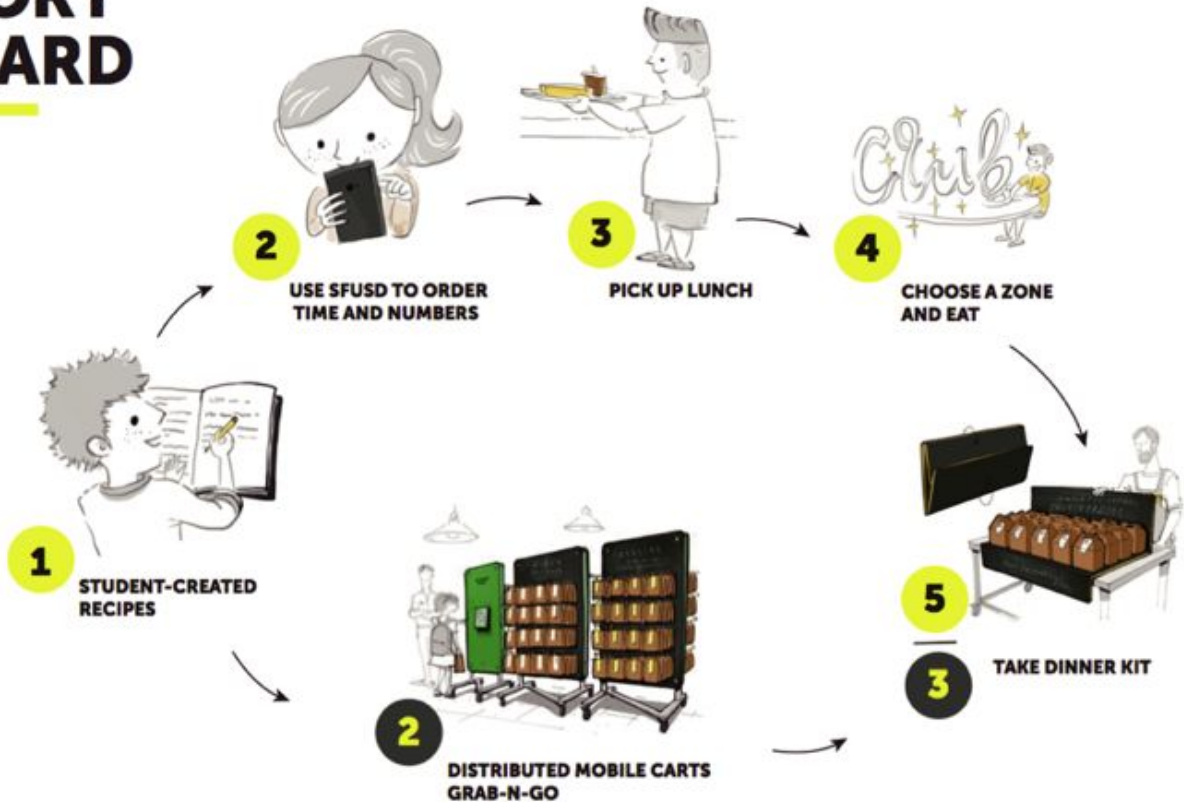
## OFFERING MAP

### SFUSD'S FUTURE DINING EXPERIENCE





# STORY BOARD

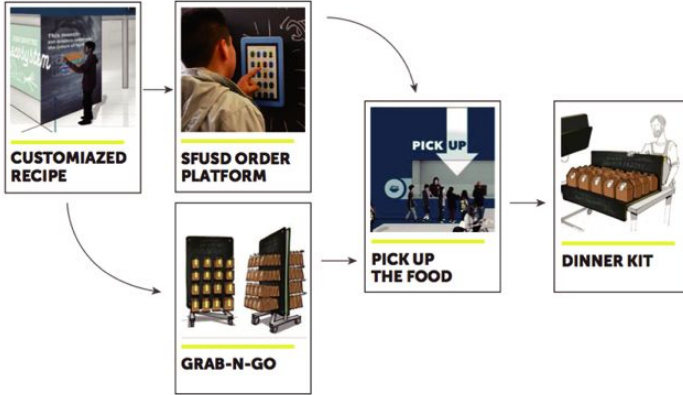


Previously they had the idea of changing the menu every day, if the output does not meet the students' taste foods will result in loss and waste. Now the menu is presented by the students, they voted this way to reduce the amount of food waste.

Former employees have in the food window asking each student to choose food, also face long daily lunch team.

More than the traditional service of content is to prepare students with ingredients for home at night, they may be surplus canteen purchases, students not only play a role in conserving resources, while being able to teach children to cherish food, observing plants and learn to cook.

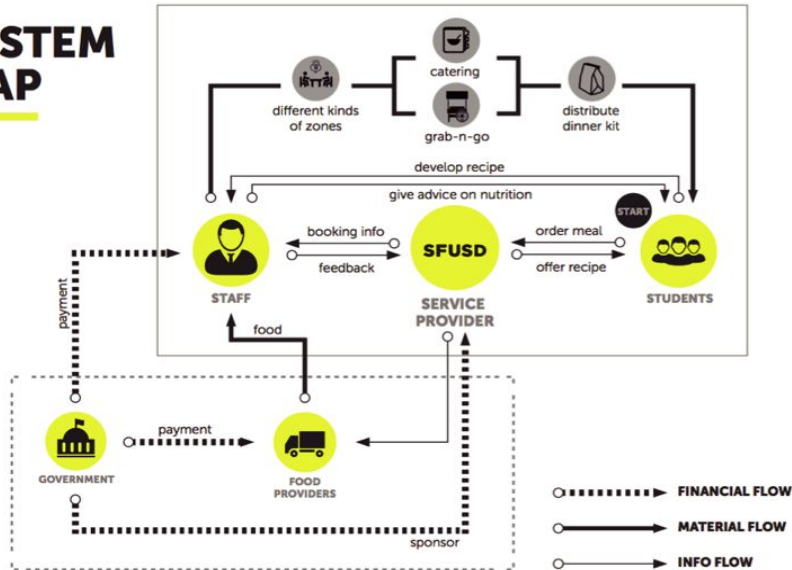
# TOUCH POINTS



# INTERACTION MAP



# SYSTEM MAP



## Case 2: Museo nazionale della scienza e della tecnologia Leonardo da Vinci

Leonardo da Vinci Museum of Science and Technology is located in Milan, Italy City Hall, in honor of Leonardo da Vinci's achievements in science and technology.

Touchpoints along the promenade is with a series of laboratories. These scientific laboratory services are mostly for 5-15 year-old children, the value lies in the positioning of fun activities to mobilize the enthusiasm of the children, teach scientific and cultural knowledge. Subjects included physical, chemical, mechanical, textile, astronomy, and so on, while the difficulty of laboratory are different according to age divisions.

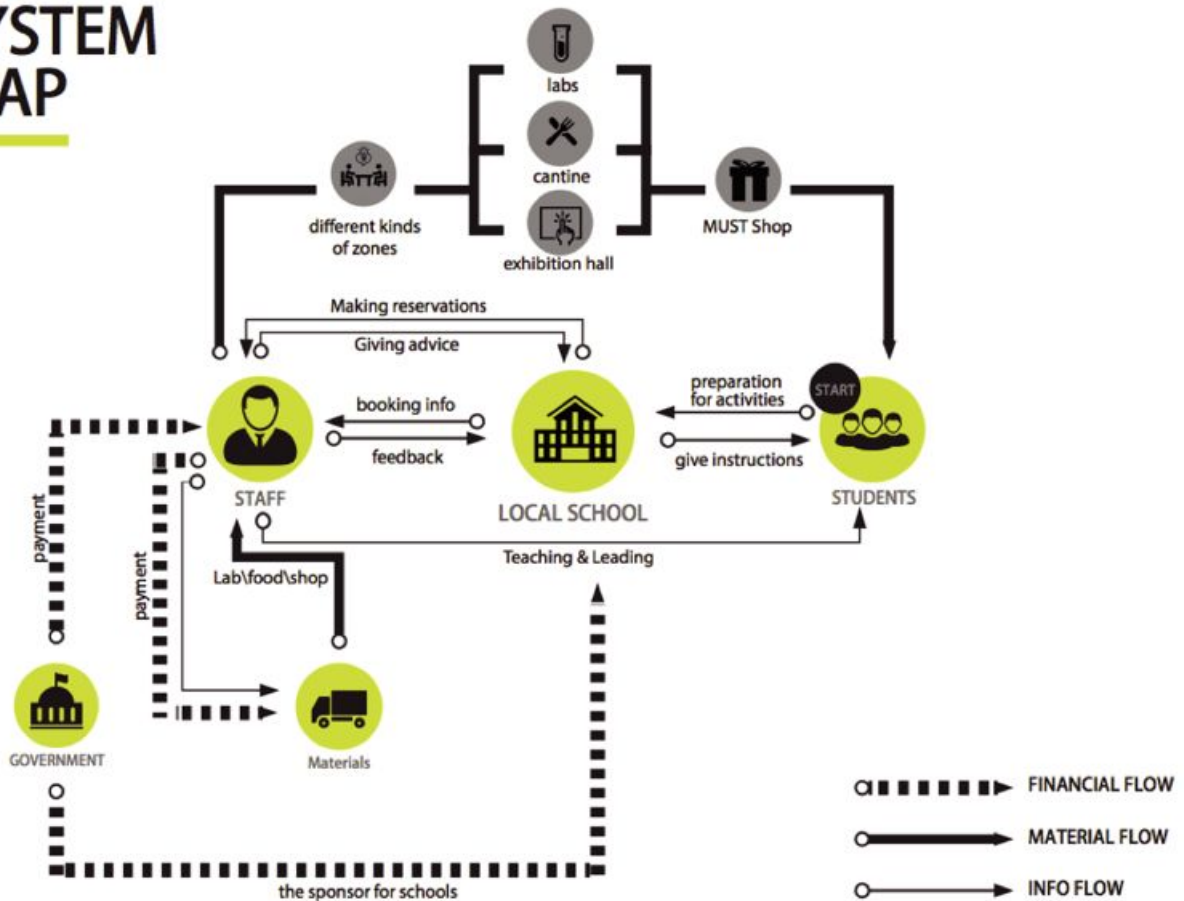




## laboratory activities



## SYSTEM MAP



# Chapter 3. Service System Design for the project

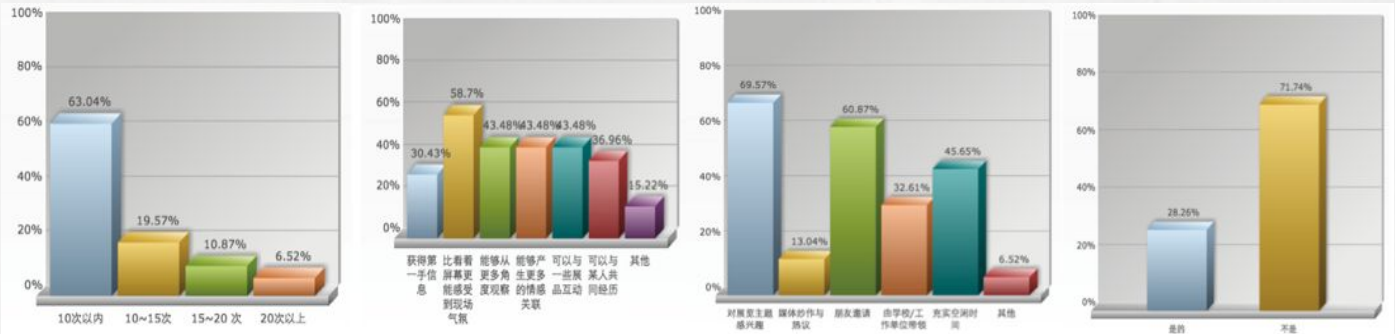
## 3.1 Research and interview

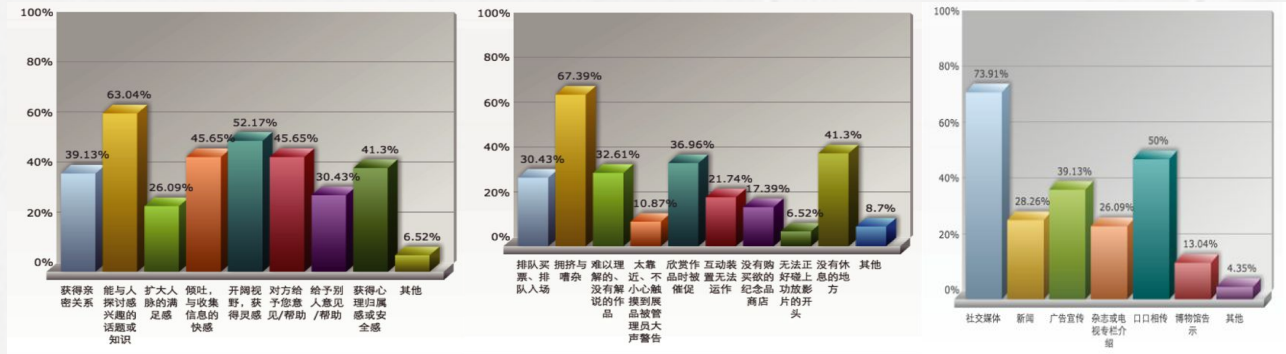
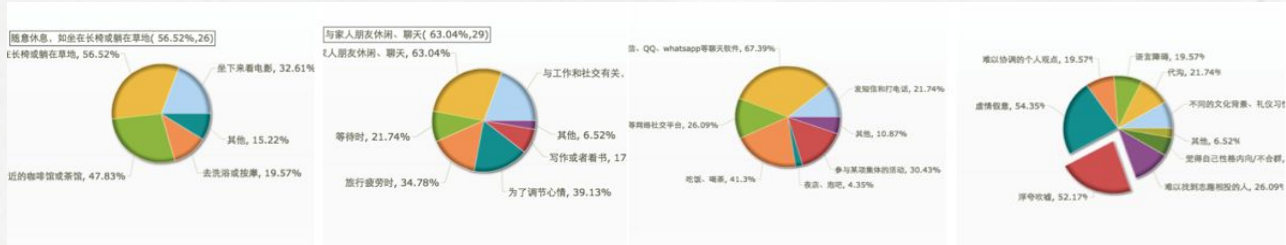
In order to understand the situation of respondents, this study uses a questionnaire. I collect a lot of feedback information through the Internet, network, and other interpersonal communications. For the online questionnaire, I used a website "questionnaire Star".

41.1% of the people who took the text are between the ages of 20-25, people above 50 years are counted for 9.7%, and the rest are in the middle aged groups: between the ages of 25 and 50, takes 49.2%.

20-25 year-old age group most of the job for the students belonging to groups actively participate in social activities. Participation questionnaire to fill in the second largest occupations in art and design classes of employees, their culture exhibition space for a more sensitive topic concerns. Participants in financial markets and the sales department personnel were accounted for about ten percent, media, education, freelance approximately 2.7%.

First of all I detect is the annual exhibition of respondents frequency, which can be roughly seen the importance of the exhibition experience in public life. The data in the table show the exhibition in less than ten times one year is the majority population, but more than 20 times, the population also accounted for as much as 6.52%, of which the majority of young people eager to learn. Then asked why they decided to do so.



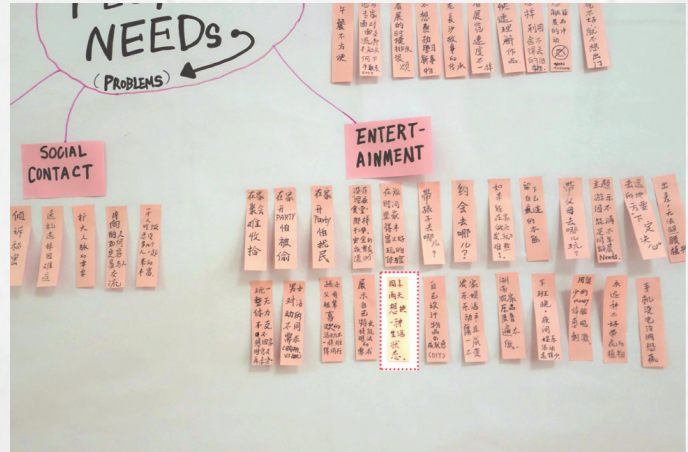


## Survey summary

- young people aged between 20-25 go to museums more frequently than other ages.
- The atmosphere is not available online exhibition, but valued alot.
- When making decisions, the audience for cultural experiences relating to the subjective preferences are important, but drive around friends also has a very big influence.
- about 30% of people aware of their own cultural experience space frequented a particular habit.
- People are more inclined to get the exhibition messages through social media and word of mouth way.
- lively, exchange views with their peers who exchange experience and emotional learning is the way most of the audience favorite.
- crowded and noisy environment can severely impair the quality of the experience, the emotional damage when audience participation experience.
- Physical exertion will cause a decline lasting experience and the experience of the degree of interest.
- When you need a break, people on the hardware facilities at the rest held by casual attitude.
- relaxing place to be used for social activities related to everyone is willing to accept.
- Social software does not ban offline social behavior, people still loved in the same space together to complete a certain thing.
- entertaining style not only can not play the role of social relaxation, but also easy to bring pressure and a sense of disgust.
- Social respondents felt the most happy thing is to be able to discuss topics of interest with people, and when you open up horizons harvest inspiration.
- More respondents prefer social activities, joint activities and cooking tea chat activity is the highest rate of two favorite.
- There is no fixed regular meetings are commonplace in modern life; a birthday party at the time because there is a special significance above the norm rather popular.
- About 35% of respondents prefer to enjoy the meet, the time for more than 12 hours, or more than one day.
- About 50% of respondents tend to be more than three hours with fellow rich and diverse experience, but do not want to go home after midnight.
- Most respondents prefer three to four individual party.
- When recording meetings and exchange stories, most people choose to use the micro-channel circle of friends to share.
- still about 24% of the adult population in a diary recording party events and experiences.



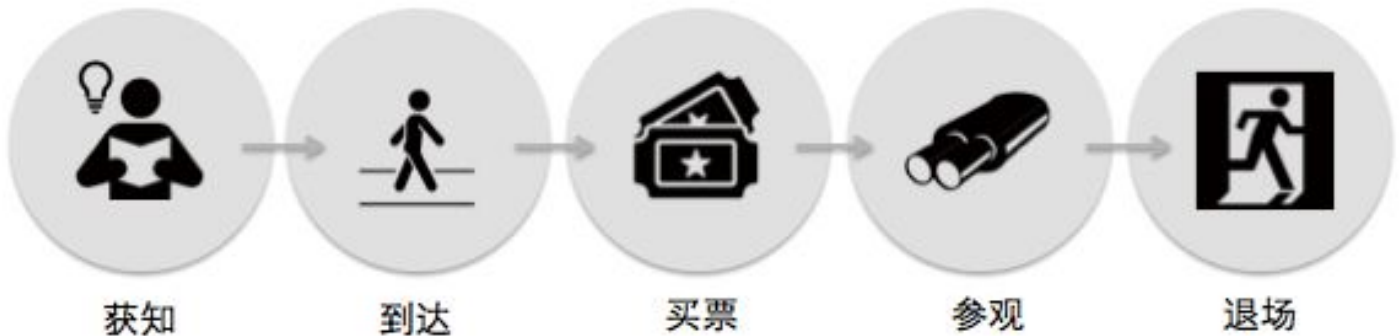
### 3.3 Brainstorming and the determination of core values

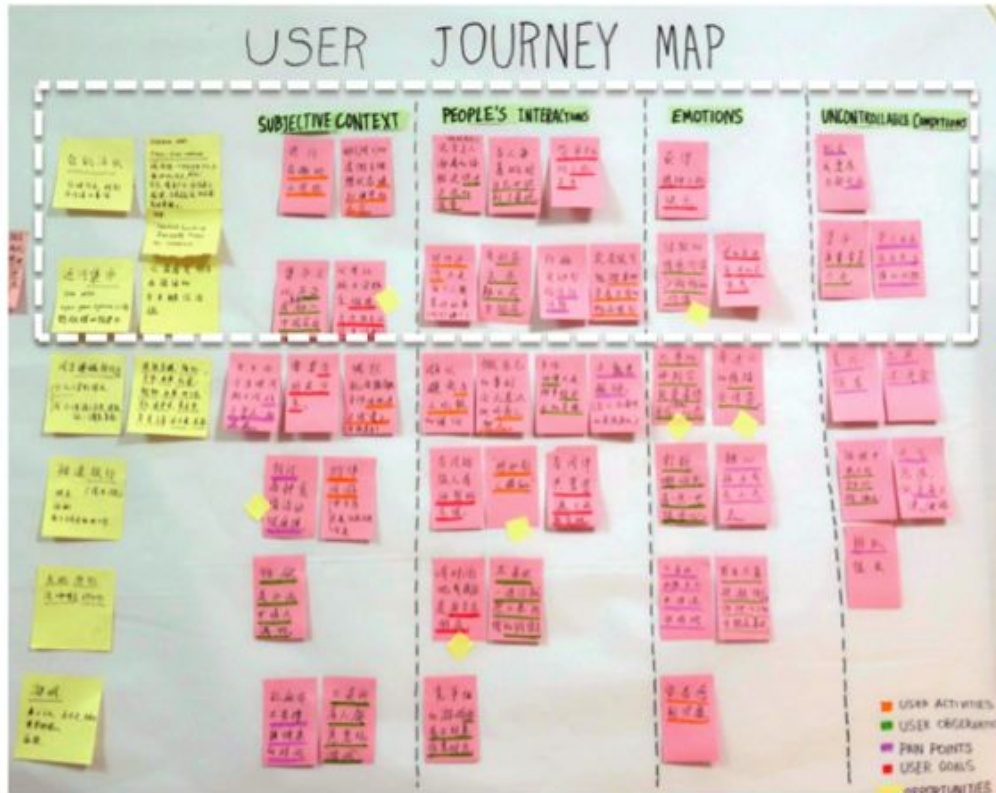


Design tasks (design brief) comes from the user journey map, different from Customer journey map, It reveals how people experience things before.

Insights and opportunities are found in the map. After the analysis and we found that there are 5 opportunities have the potential to dig deeper.

#### Traditional journey to visit a museum/show room.





## 文化体验的故事

- Parents want to watch their children to independently complete some of the things which exercise social viability and communication skills.
- Schedul activities and accommodation works are very troublesome, and often accomplished by one person.
- While participating in activities, short term friendships with strangers are easy to form.
- Sometimes young people go to bars, nightclubs just to get rid of loneliness.
- For the things that contains experiences, they had higher values than the market prize to the owner.

### ★ 鼓励积极的线下体验 KEY VALUES

感受创作现场的震撼力



结识与发现更多艺术家



和家人朋友的共同经历



激发感官与精神幸福的体验



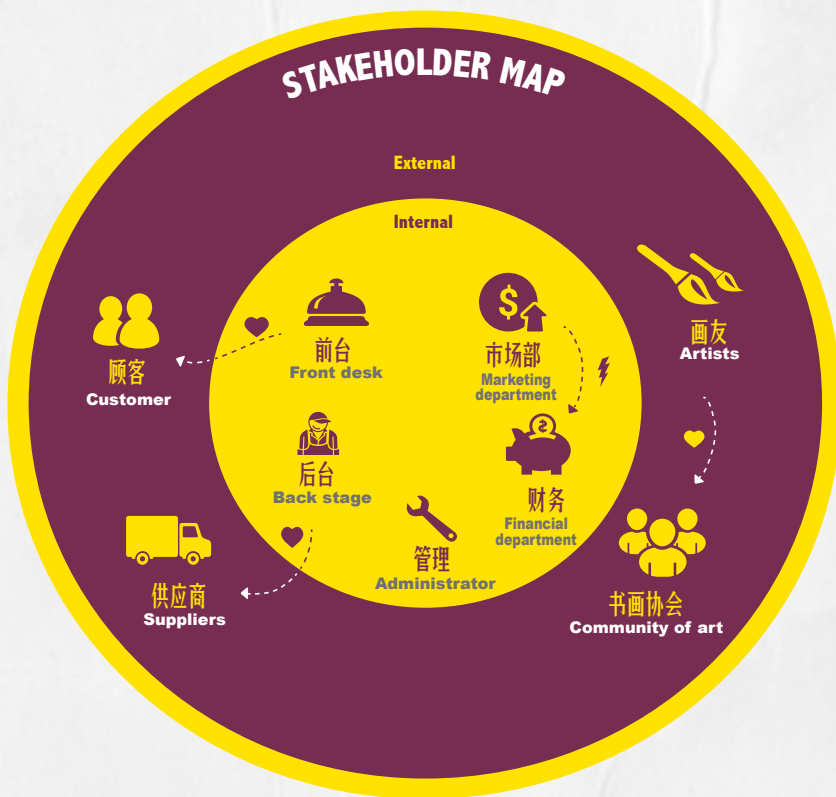
## 3.4 Solutions

### 3.4.1 The analysis of stakeholders

The map facilitates the understanding of the relationships between the stakeholders. This work is mainly drawn through a desk research, finding the potential benefits and incentives considering the relationships and interactions between them. Visualization is a key process for considering pain points and potential opportunities.

The issue of external stakeholders include customers, professional or amateur painting friends, ingredients suppliers, Painting and Calligraphy Association and other exhibition halls and competitors. Pain point: the lack of opportunities for exchanges between the friends of painting and ordinary customers; Painting and Calligraphy Association can not provide a pleasant social experience for art lovers.

Internal stakeholders including the front desk staff, back-office operations personnel, online platform manager, marketing and finance departments.



- ⚡ 市场—财务 市场部常常受制于财务部
- ♥ 前台—顾客 前台要与顾客保持良好的关系
- ♥ 后台—供应商 后台与供应商建立可信、稳定的协定
- ♥ 画友—书画协会 有些画友是书画协会会员



### 3.4.2 Typical users(Persona)

According to the four core values and the cultural experiences, Typical users are divided into three categories:

The first category is called maximisers. The maximizer refers to the highest requirements for a class of its own when people make choices. Maximization may lead to their own happiness, and the difference between them is that the perfectionist believes he can reach the highest standards, and the maximizer do not think so. This article is selected to maximize the representatives of

college students, many of them are people who loves art and design.They does not want to give up learning opportunities.

Characteristics: They are involved in the group that has the highest frequency to vist museums and libraries; they are not necessarily local, but has been in the process of integration into the local culture; they do not necessarily realize that they have a tendency to maximize, because they are at the time of continuous learning and competitive process.

#### Maximizer - College Students Zhong Qiujie:

年龄: 24 籍贯: 湖南岳阳  
职业: 外语系研究生  
家庭: 独生女  
经济来源: 实习工资, 父母支持, 奖学金  
爱好: 聚会, 摄影, 绘画, 旅游, DIY  
状态: 秋婕想在毕业之后想一边工作, 一边经营自己的微店

是否经常去看展览: ★★★★★  
是, 只要长沙有新开幕的展览都会去看一看, 常去的有规划馆, 博物馆, 图书馆, 摩国当代美术馆。

什么情况下不住在家中/宿舍:  
1.外出旅游, 一般会选青年旅馆或者airbnb.  
2.拜访朋友, 住在朋友家里。  
3.拜访亲戚。

参与使用体验空间的担心与考虑:  
是否会收很高的门票? 交通方便吗?  
可否收集到独特的纪念品?

内在动力:  
拓展知识, 提高审美, 加深友情, 收获快乐。



钟秋婕  
最大化者--高校学生

“我的课余时间比较充裕, 并且我总能花费不多的钱来收获最多的知识, 和最有趣的体验。”



喜欢上网  
保持更新



文艺范儿



好有控制欲



开始学会生活



喜欢收集



爱护肤爱打扮

The second persona of people are a group perfectionist. Representatives selected here is art enthusiasts or practitioners. After long interviews, I found that they prefer to participate in the best cultural experience, but not necessarily all, often with their own measurement of

decision-making. Under normal circumstances, they will not miss an exhibition or an event and feel anxious or tortured heart. They belong to the more successful groups in society, and they have their unique view of things.

### Perfectionist - Artist Qin Renjie:

年龄: 50 籍贯: 四川成都  
 职业: 艺术系教师  
 家庭: 已婚, 两个孩子, 父母健在  
 经济来源: 课时费, 订画金  
 爱好: 绘画, 旅游, 美食, 养狗  
 状态: 在自己的工作室创作, 会友, 周末陪伴父母。

是否经常去看展览: ★★★★★

追求质量观: 一般不主动去看本市内的展览, 只有当朋友邀请参观, 或者带女儿学习时会去, 但是在外地旅游考察时除了展览馆, 对其他购物、娱乐等场所没有什么兴趣。

什么情况下不住在家中:

1. 外出旅游, 一般会选繁华位置的酒店。
2. 避寒, 南方没有暖气, 所以在冬季气候最恶劣的时候带家老小住在酒店。
3. 照顾父母, 拜访亲戚。

参与使用体验空间的担心与考虑:

交通方便吗? 会有所收获吗? 是否需要很久的时间? 是否有稍作休息的地方?

内在动力:

寻找灵感, 切磋技艺, 结交朋友, 巩固亲情, 收获快乐。



秦仁杰 完善主义者

“我的时间很宝贵, 我需要快速获得信息。还有, 我是一个很自信的画家, 希望更多人喜爱我的创作。”



喜爱植物



喜欢驾驶



获取新闻



爱品茶



永不退休  
艺术家

常与好友聚



半日闲  
 书画  
 雅集  
 书画  
 雅集  
 书画  
 雅集

The third group people who are called satisficers, such people tend to meet the basic needs, and not to compare or imagine that there might exist better options. Chooosed age here are at eight to twelve-year-old pupils, they usually experience and participate in cultural activi

ties in accordance with their family or school. Characteristics are: energetic, curious of the unknown, no fixed mode of thinking, mental and emotional vulnerable to external influences.

### Satisficer - Pupils Seoul Tong :

年龄：11 籍贯：湖南长沙  
 职业：小学生  
 家庭：有一个弟弟  
 经济来源：零花钱  
 爱好：四驱车、动画  
 状态：父母计划以后送他去海外读书

是否经常去看展览：★★★★★  
 学校会组织大家去参观博物馆、规划馆等展览。周末也会和爸爸妈妈去一些好玩的展览。比如动漫展、趣味科普展。

什么情况下不住在家中/宿舍：  
 1.外出旅游，和爸爸妈妈住。  
 2.放假了，或者爸爸妈妈因工作时间照顾我的时候，住在亲戚家。

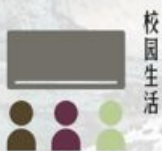
参与使用体验空间的担心与顾虑：  
 所有体验是否安全？孩子是否能理解？

内在动力：  
 拓展知识，激发兴趣，满足好奇，收获快乐。



尔彤介 满足者

“我喜欢小发明和找乐子。不能玩耍的地方不是好教室！”



校园生活



好奇  
对世界充满



最爱甜食



丰富  
家庭活动



爱玩具赛车



体育课从不  
缺席

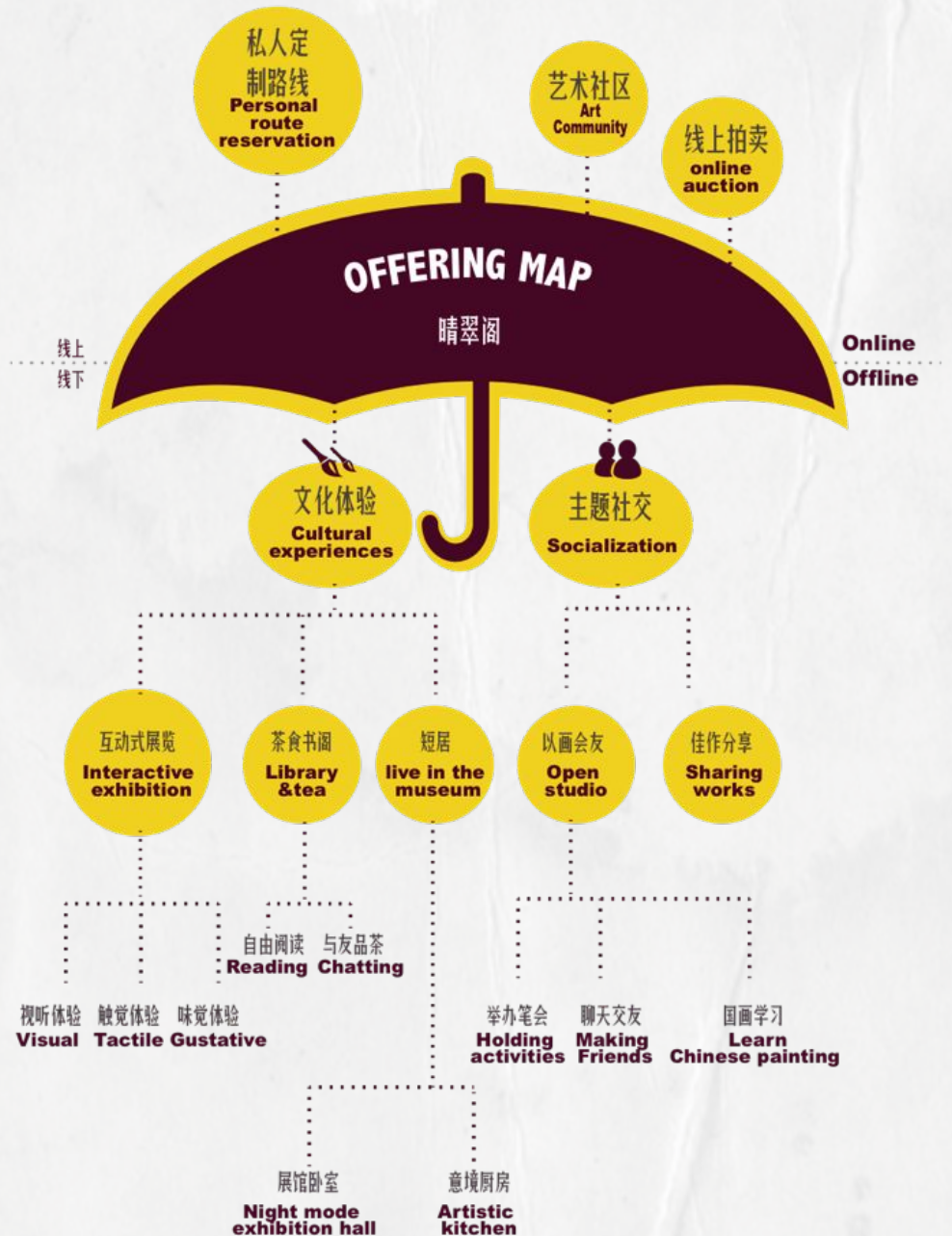


### 3.4.3 The offering map

Offers can be divided into two parts, online and offline.

The online services first introduce users to the main ideas and values, exhibition Info, feedback messages and other informations. Then allowing the user to customize their private routes so the staff can arrange everything in advance. Finally, the users could use the online auction service to buy or sell artworks.

The content of offline services is divided into cultural experiences and social activities.



### 3.4.4 The storyboard

\*Storyboard refers to the designer creating a story through a series of paintings, photographs, showing in chronological order for the development of a series of events clues.

#### STORY BOARD OF 'EMERALD GREEN' PAVILION ▼



1 Wendy is 27 years old, she likes art and willing to spend some money every month for cultural experiences.



2 She learned about the Emerald green pavilion from friends, then she installed the app, found it interesting and made her new personal plan to pay a visit there with her girl mate in the weekend.



3 After their arriving, the receptionist welcomed them and checked wendy's visit plan.



4 Then they were invited to go into the exhibition hall.



5 In the hall they felt breeze in front of the painting of endless mountains..



6 Explored many details of the professor's paintings..





7 And had a taste of fresh spring dew..



6 Their five senses fully aroused by the show.



7 Walking out of the show and through the balcony, there's a tea house. They had some dessert and a comfortable pause.



10 Wendy found an elegant studio nearby, she entered the room and watched the artist creating a piece of Chinese painting. Wendy was so happy because she never had such chances before.



11 The artist went to the tea house to have a rest. She tried to facsimile the work on the practising desk. The work was left for the Emerald green pavilion.



12 Her friend was interested with a book while reading in the library tea house. She asked the staff to pack it.





43 Meditation on the balcony.



44 They went to Artistic kitchen to cook. A food designer came and helped them to use normal materials for making high quality dishes.



45 Time for bed, the staff invited them into the exhibition hall, the rooms had already shifted to night time mode, it's the first time they slept in a show room.



46 Before leaving Emerald green pavilion, Staff wrapped her the special pillowcase she used last night as a gift.



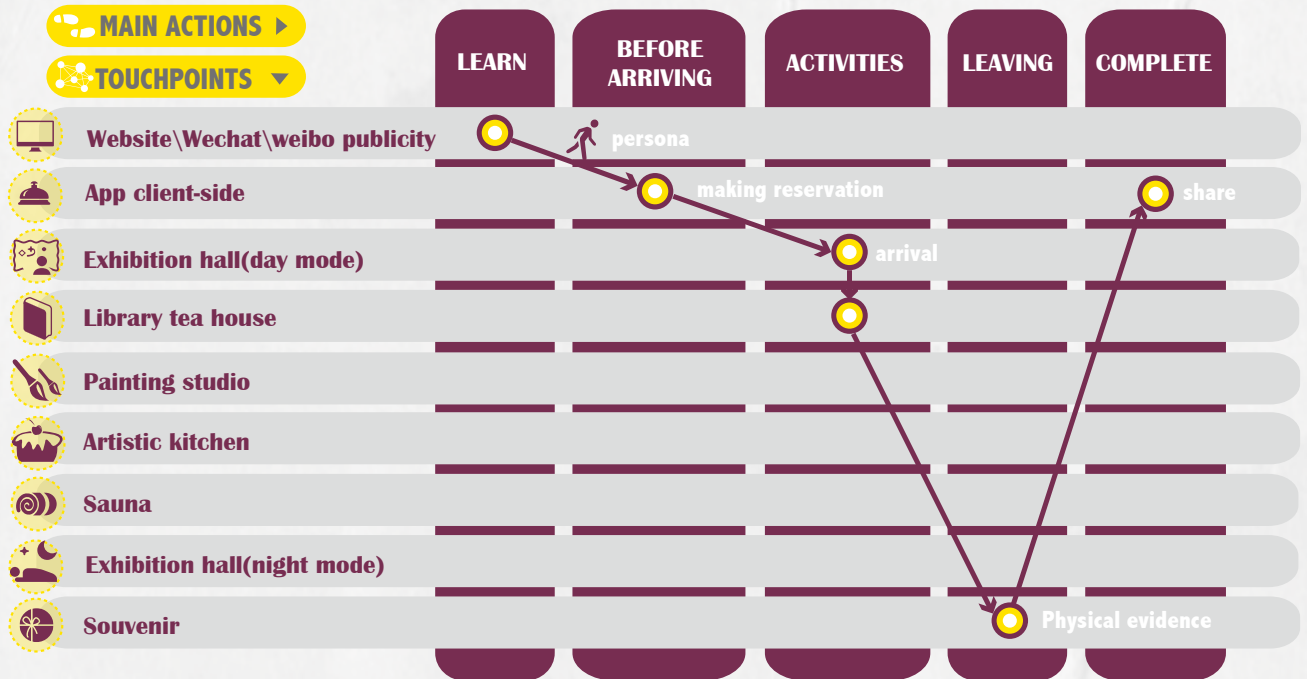
47 From that time, Wendy kept checking the updates of the pavilion, and become friends with the artists she likes.



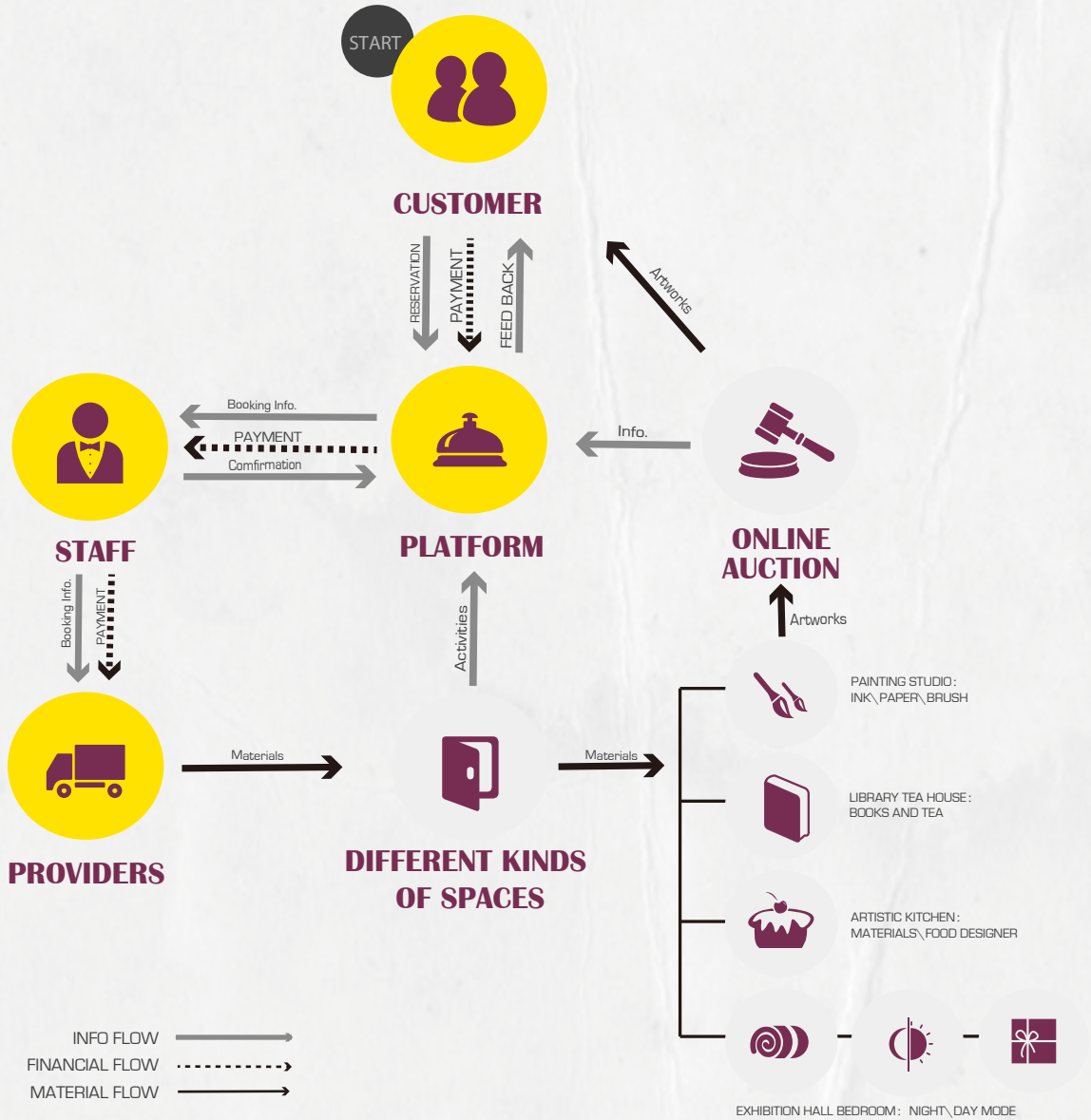
48 She got paid for the painting, through the online auction platform.

### 3.4.5 Touch points matrix

## TOUCHPOINTS MATRIX OF 'EMERALD GREEN' PAVILION ▾



### 3.4.6 System map

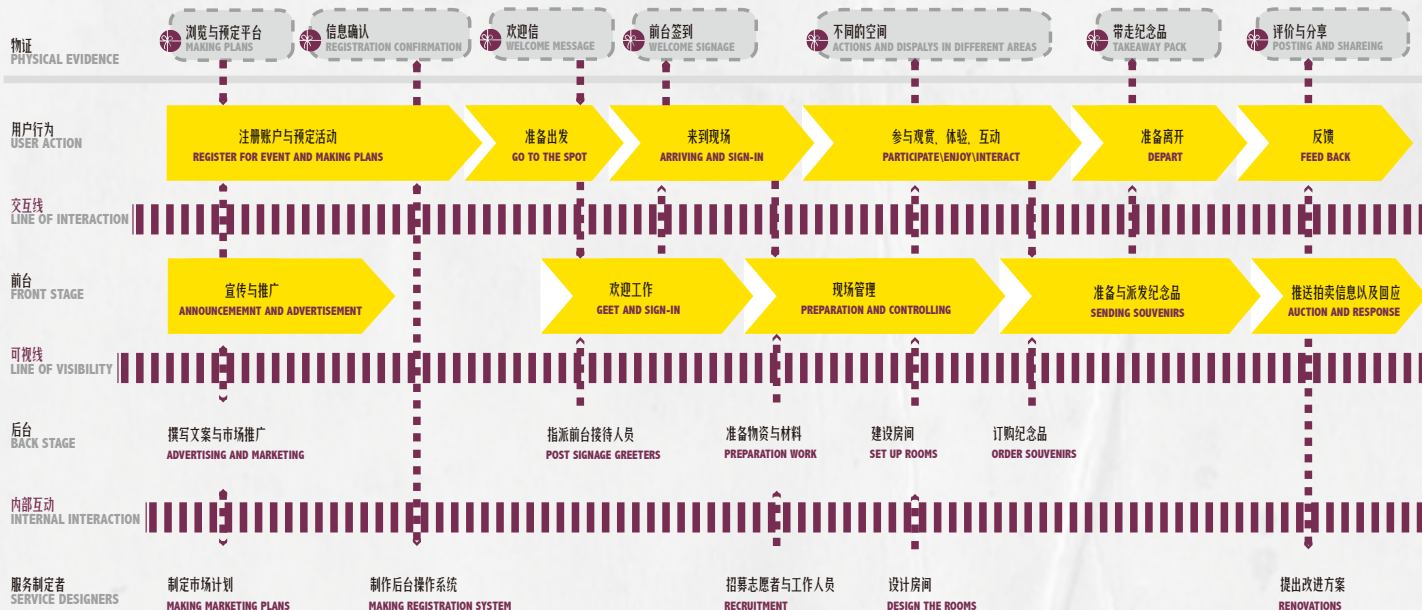




## Customer journey map










## 3.4.7 The Service blue print

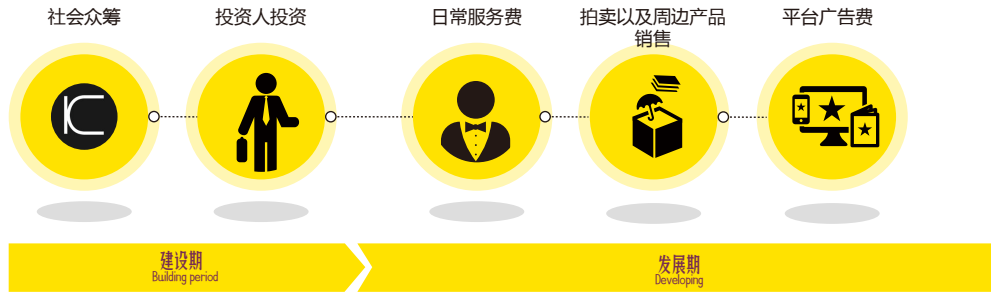


# Chapter 4. The application of the service system

For the actual constructions, it needs to consider not only the clear idea of the business model, but also in space planning. With reasonable arrangement and spatial functions clearly defined.

## 4.1 The business canvas of the emerald green pavilion

<p><b>Key Partners</b></p>  <p><b>1.Social media</b> (Wechat\Weibo\Facebook\News...)</p> <p><b>2.Suppliers</b> (Hardware provider\Service provider)</p>	<p><b>Key Activities</b></p>  <p><b>1.Visit exhibitions</b> <b>2.Night at the museum</b> <b>3.Hang around with artists</b> ( Studio\library tea house) <b>4.Artistic cuisine</b> (Open kitchen and food design) <b>5.Auction online</b> ( Artists \visitors\fans)</p>	<p><b>Value Proposition</b></p>  <p><b>1.Personal route</b> (Tailored service with high quality) <b>2.High quality time with family\friends</b> (Doing things together and doing different things near each other) <b>3.Finding people with same interests</b> (Making friends with artists.)</p>	<p><b>Customer Relationships</b></p>  <p><b>1.Online assistance</b> (Help guidance\user communities) <b>2.Onsite support</b> (Service providers\exhibition volunteers)</p>	<p><b>Customer Segments</b></p>  <p><b>1.Long-term customer</b> (VIP members\painting and calligraphy lovers\universities\schools\Local companies) <b>2.Short-term customer</b> (Individual travelers\local families and groups)</p>
<p><b>Cost Structure</b></p> <p><b>1.Infrastructure maintenance fee</b> (Space construction\Online platform maintenance) <b>2.Costing of peripheral products</b> <b>3.Propaganda expenses</b> (Holding activities\advertisement) <b>4.Staff's salary</b></p> 	<p><b>Revenue Streams</b></p> <p><b>1.Service fee</b> (Charge for tailored services) <b>2.Usage fee</b> (Each service with fixed price) <b>3.Products selling online</b> (Peripheral products\Auction) <b>3.Products selling at spot</b> (Tea\books\food\Peripheral products)</p> 			



Funds.

## 4.2 Design of the touch points

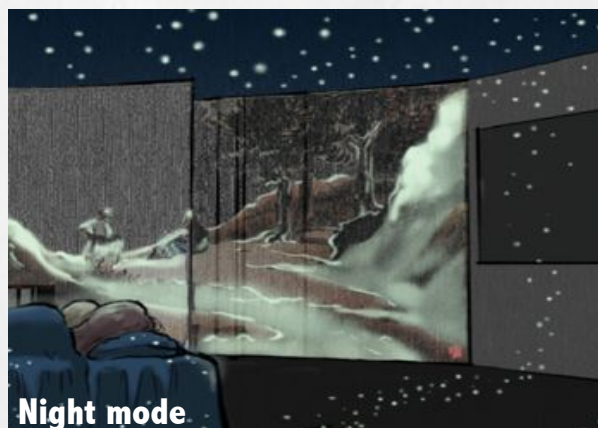
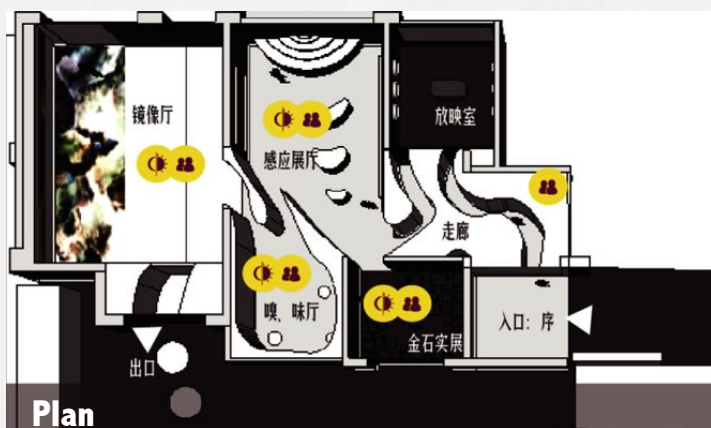
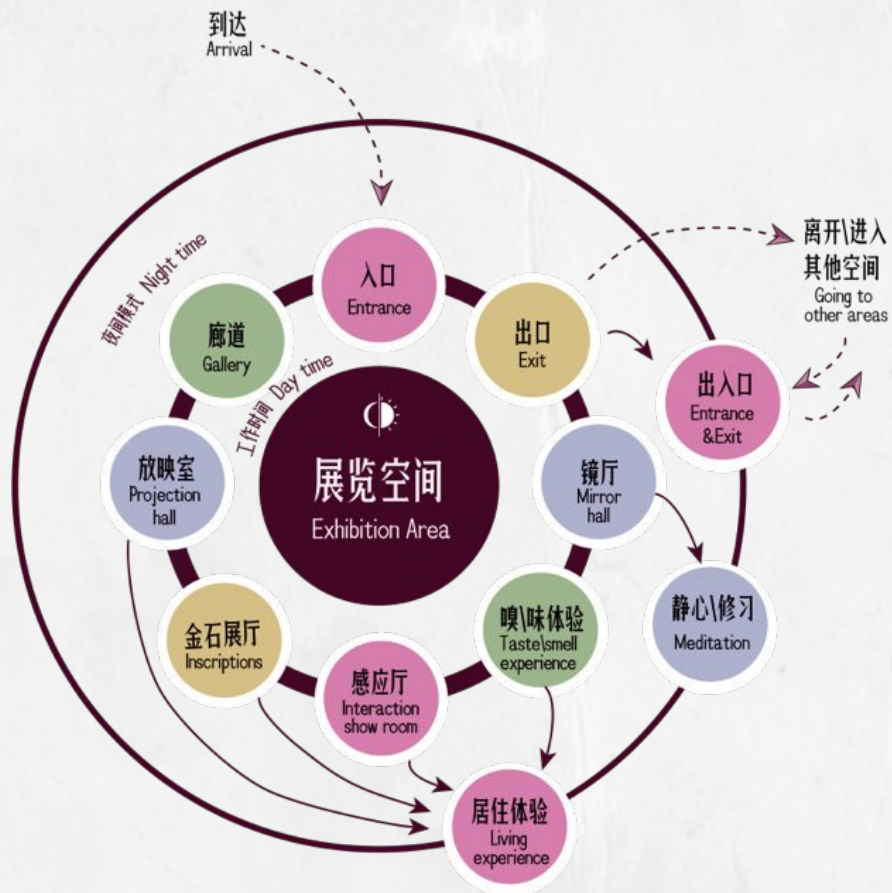
### The Interactive exhibition hall

Day mode & night mode

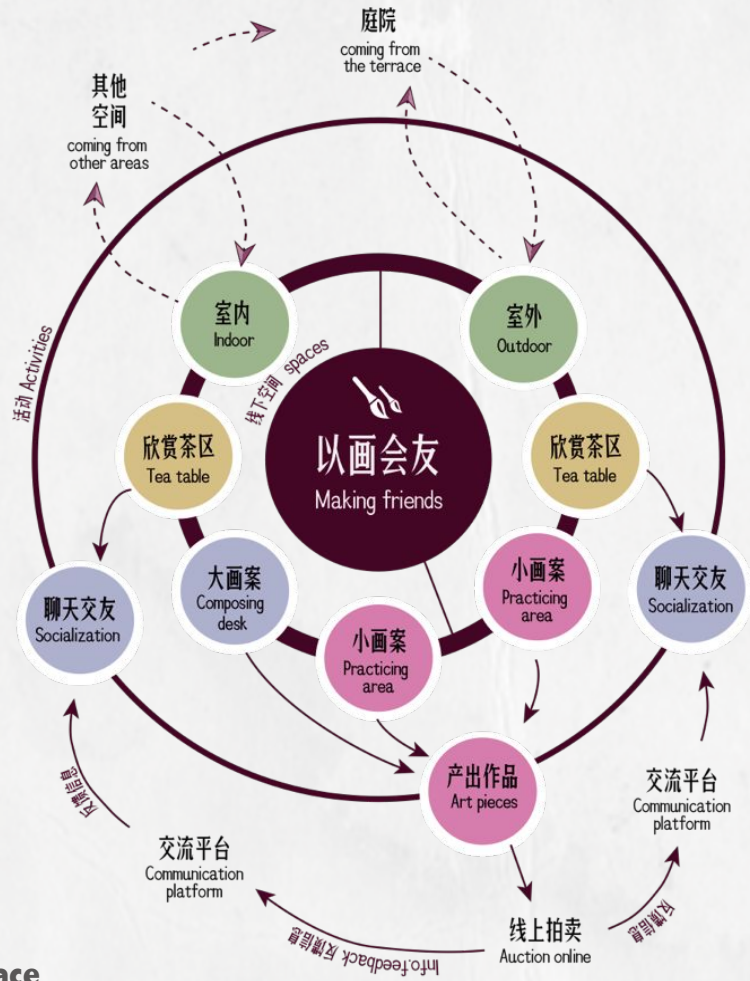
The interactive exhibition space is open to the public during opening hours, but staff will turn it into bedrooms for predetermined short living experiences.



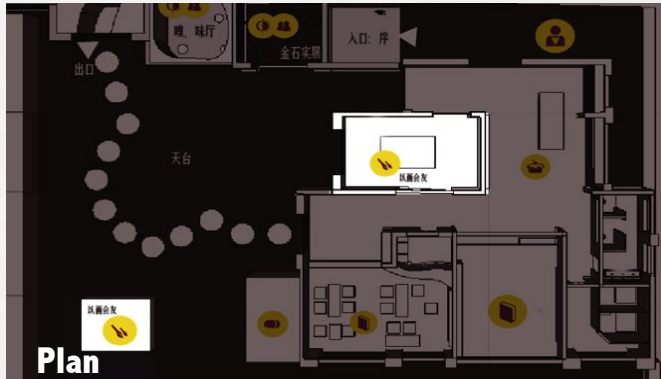




Art lovers club

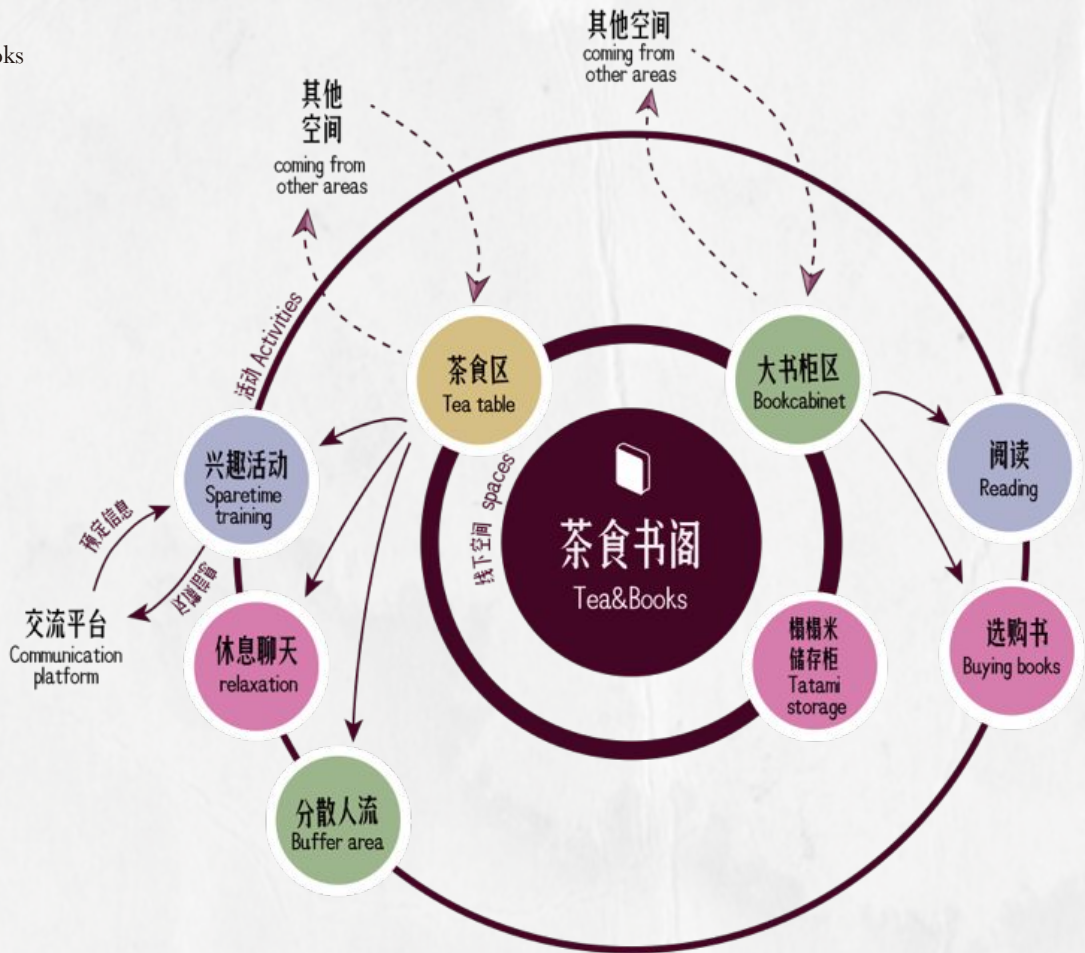


System map of the space

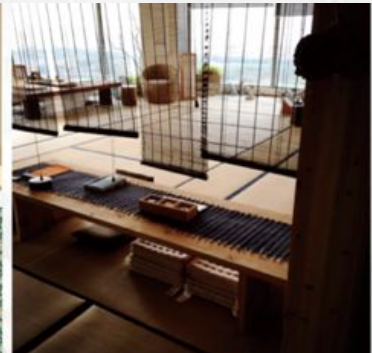
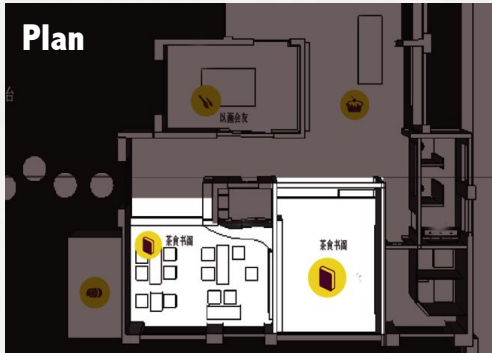




Tea & books



System map of the space





## Artistic kitchen

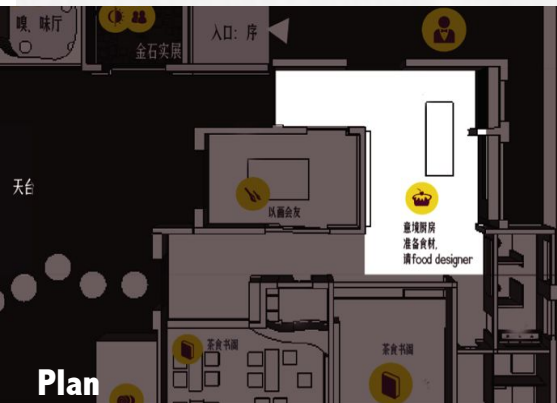
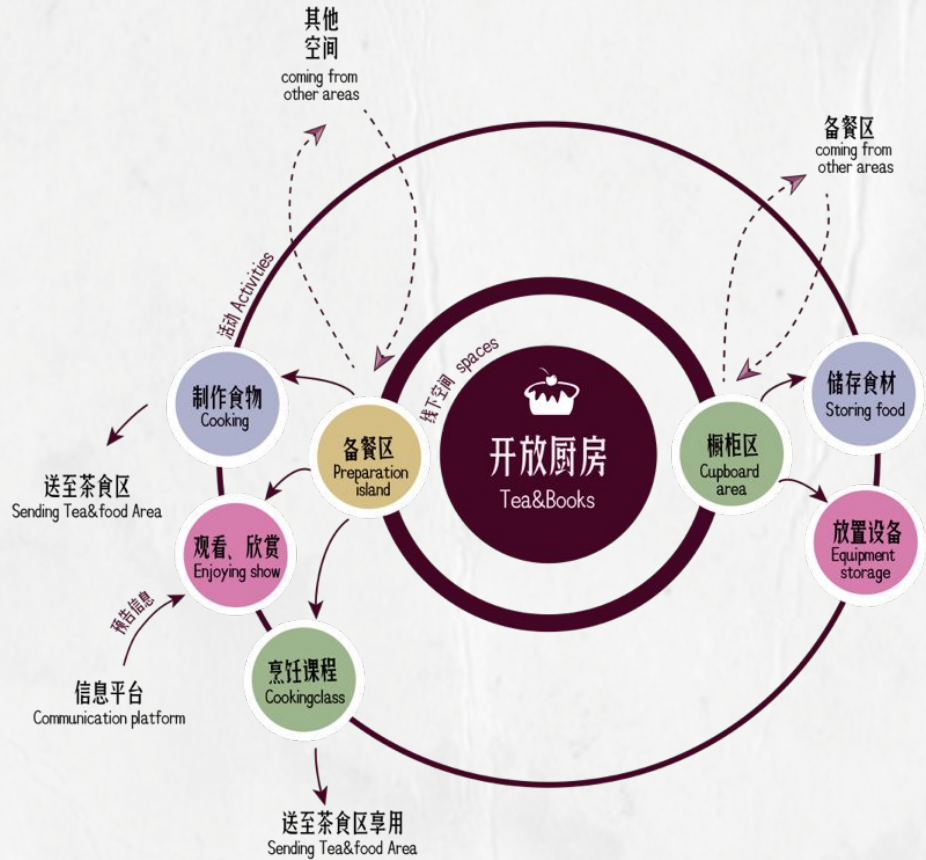
The Artistic kitchen is to meet the three major diet-related functions.

First, for the visitors to order tea and light meals;

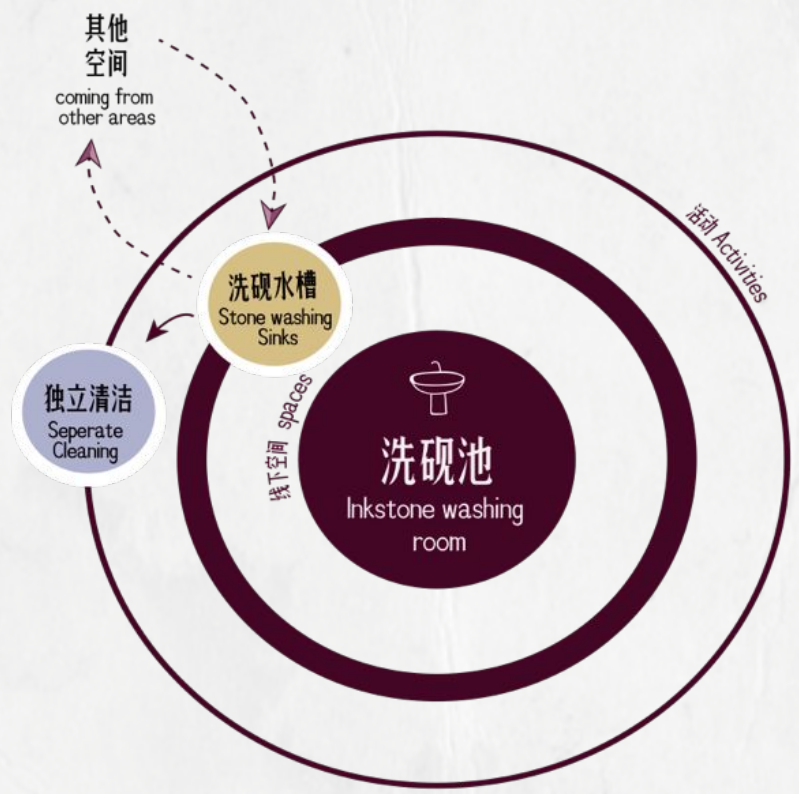
Second, food designers showing how to make 2 star dishes with normal materials;

Third, allow guests to cook.

Value: improving the quality of life, sometimes is to spend just a little more effort.



Ink stone washing room



Plan



Black marble



Inkstones

App interface

★ APP interface





## 4.3 Summary

### Conclusion

One of the difficulties lies in the complexity of combining service system design and interior design. Taking the flow lines and the story together, and operate the service system faced with uncertainty, things could go out control when there are too many people in the space.

The article describes the beginning of domestic and foreign cultural industries, cultural industries and then combined experience design research, the harvest is of some surprise discovery - cultural experience design and service system designed could combine naturally. Then the author made in-depth study of the service system design and system design, set up the cultural experiences of space, according to research obtained insights.

### Follow-up methods

The difficulty is to predict the uncontrollable problems with in the offline space. of human traffic when operating and construction costs. Traffic flow is excessive, if the interactive exhibition space is too crowded and noisy, it will seriously affect the quality and experience of the atmosphere. Book Club will be able to take the advantage of artistic kitch, it could be temporarily used as a space to absorb part of the waiting users, when a reasonable number of person are reached, then sadff release the flow. And if not much visitors in the space, resulting in a waste of resources and equipments. Follow-up ways are to improve the methods of online reservation, and try to make reasonable arrangements.

Sources of construction costs can be opened to the public, such as access through crowdfunding. Investors can get a return each year to participate in free living experiences and likewise.



Zeng Ruolan(Sophie)

1991-4-15

Female, single

#### Experiences:

- LingoMe(app for English education) design & marketing .2016
- Teaching assistant in Tongji University, College of design and innovation.2015.2016
- Solar Walker, a product combined with service system design, helped by Hanergy's thin film solar module technology.2015
- Concept store designed for Italian fashion brand Diesel.2015
- Interpreter for the 18th Chinese Design Master Class visiting Italy.2015
- Article included in the magazine PLANNERS ( National academic journals) ,2015
- Events and product design for Il Sabato Della Bovisa,(helping to forge bonds between the habitants in Bovisa district,Italy). 2015
- Product design (for Da Vinci museum) exhibition of Fuori Salone.2015
- Designing Mami(app) for expo Milano, applying PSS methods and tools .2014
- Designing Chinese jade culture brochure, 2014
- PSSD International workshop, 2014
- Innovative Entrepreneurship Minor courses, 2013
- Internship in Tongji,Shanghai Urban planning research center, 2013
- Emceed the 4th Shanghai Contemporary Academic Printmaking Exhibition, 2013
- IELTS score of 7.0, 2013
- Diploma project Exhibition, 2013
- Volunteer as a librarian in the library of D&I, Tongji University, 2012
- Logo design for Qintang equipment leasing company, 2012
- Design Harvest internship in Chongming island, 2012
- UI design for Tongji excursion team.2011
- UI design for TONGJI-UMNC conference, 2011
- French learning, 2010
- Working in D&I Student Union, 2009



**POLITECNICO  
DI MILANO**