

Research on the Experienced Commercial Space Design Based on Service Design Theory

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Abstract: This paper starts with the development and change of commercial space and analyzes the reasons for the evolution of commercial space. From the consumer's point of view, an optimization design strategy for experienced commercial space is proposed based on elements such as personalization, ecology, culture, and time. This paper provides reference and hypothesis for the layout and rational optimization of commercial space, and achieves common progress in society and science and technology.

1. Introduction

Under the influence of the common development of culture and economy, people nowadays have higher and higher requirements for the comfort of work and life environment. On the basis of rich materials, all types of shopping malls are continuously upgrading their space comfort, creating a good consumption environment for consumers with novel, stylish, practical and comfortable experience spaces. Commercial space is the necessary link between shopping malls and consumers. The first element of consumer spending is whether the commercial space can meet the actual needs of consumers. The upgrading of commercial space can not only provide more revenue for shopping malls, store more goods and materials, but also meet people's entertainment, catering and leisure requirements. Therefore, when planning commercial space, design institutes must focus on characteristic design and design a more contemporary business environment with a forward-looking vision. Use a fresh, real business experience to sub-consumer consumer demand.

Commercial space is the bridge and link between contacts, environment and commodities. The first important point of commercial space design is how to meet the strong representation of products and display environment through space images, and bring new experiences to consumers. Throughout the history of human design and art development, the mutual mapping between the two has existed for a long time. Especially in the information age, the increasingly matured contemporary art "almost penetrates into all aspects of the human mind and mind" and "has produced a large number of artistic ideas, artistic thoughts, and artistic techniques. This is in itself a treasure trove of great potential." Therefore, the contemporary commercial space can draw lessons from contemporary art no matter from the concept of the previous concept, or the overall process of spatial experience design, or the overall image of the space.

2. Research on Service Design Concept

Professor Xin Xiangyang pointed out in the keynote speech at the 2012 China Interactive Design Experience Day Conference: At present, we are experiencing everything from design to design behavior, from physical logic to logic, from single product to service, and from function to user experience. Services as an act are ubiquitous in today's society. Service design is the effective planning and organization of service behaviors to improve the user experience and service quality design activities. Simply speaking, service design is a kind of design thinking mode. It is generally divided into three processes: customer identification and organizational strategic positioning; service product design and demand management; service facility location and service capability

planning. Value orientation and value creation are the highest levels of consideration for service design. Good service design usually combines service providers and users with different interests to create the best value for both parties. Using service design can reduce costs, but its role is to add value.

“Service” refers to the work or process that is done for others, and provides some needs for others in the form of labor. Services and affiliates can be individuals or organizations. For the customer, the service is based on the premise of satisfying individual needs. And engage in activities. Today's social development has entered the "post-industrial society based on information and services" that American scholar and thinker Daniel Bell said.

Service design is a cross-disciplinary discipline and a new way of thinking. A combination of design and service, first proposed by G. Lynn Shostack in *Designing Service* in 1984, was published in *Harvard Business Review* magazine. Service design was first proposed by Gill & Bill Hollins in its *Total Design*. Service design refers to the design of the customer's entire contact point in the process of using the product or receiving the service.

The combination of the two concepts of service design and design services has opened up a whole new field of research in the development of design science. Service design plays an increasingly important role in today's economic life that places greater emphasis on experience and interaction. And make contributing innovations. Service design inherited the past and continued the upsurge of industrial design, which enabled European and American countries to establish service design related consulting companies and academic units one after another. The UK Live/Work and the United States IDEO were the most successful enterprise service design companies. In 2001, the first service design company, Line/Work, was established in the United Kingdom. In 2002, IDEO, a US design company, took the lead in applying service design concepts to its design practices to help customers innovate and promote experience design and service design across the three major areas of product, space, and service.

3. The Evolution and Causes of Commercial Space Design

As early as in the new period, commercial space had been established. At that time, the commercial space was an open space. It was only after the subsequent social development and improvement of production capacity that a fixed commercial space emerged. Since entering modern times, with the implantation of foreign culture, the domestic commercial space has been able to begin to develop. In the 1950s, our country took the planned economy as the basic national policy. At this time, the commercial space was retail stores. Since there was no excessive consumer demand, the commercial space was relatively simple. Until the reform and opening up, the domestic commercial space was able to quickly improve, appearing as shopping complexes, supermarkets, shopping malls and other commercial space. Nowadays, with the popularization and stimulation of Internet consumption, online shopping and TV shopping have made the traditional commercial space become vague and virtual.

Since China's accession to the WTO, the country has seen a new phase of commercial development under the stimulus of the global economy. A more open vision and social progress has triggered changes in consumer behavior and thinking patterns. In the past, consumers only purchased goods that could afford prices. Nowadays, consumers begin to pay attention to the quality of life. The purchase demand is not only based on satisfying the demand, but also puts high demands on quality, that is, the requirements for buying good goods. In addition, the popularity of credit cards and ant flowers has made it possible for many people to consume goods that they are unable to consume for the time being. Under the stimulation of internet consumption, the emergence of micro-business and purchasing services has stimulated the progress of online consumption. Interactive software such as friend circles and Weibo can not only realize communication between strangers, but also can transform and promote the network of products. Nowadays, with the common stimulation of income level, Internet popularity, consumer behavior and thinking style, people have begun to pay more attention to experiential consumption.

The 21st century is known as the information century. With the stimulation of the development

of online e-commerce companies such as Taobao and Jingdong, more and more consumers are starting to favor online consumption. Transparent and less expensive commodity prices make online shopping consumption the most popular consumption model. This will inevitably affect the physical store economy to some extent. According to statistics, Metersbonwe has a total of 1,500 stores closed between 2013 and 2017. Wang Bingnan, deputy minister of the Ministry of Commerce of the People's Republic of China, said that the impact of physical store closures and e-commerce is greatly affected. Many domestic business tycoons have begun to make changes. For example, many domestic Xinhua bookstores have begun to open cafes inside bookstores to stimulate consumer spending. Consumers can read books while having coffee. In addition to book sales, Prudential Bookstore will often sell some products such as cloth bags, clothing, and dolls to stimulate consumption, and use experiential consumption patterns to attract consumers' attention.

4. The Importance of Experienced Commercial Space Design

With the stimulation of complex commerce, there has been a superposition of commercial space in the commercial space. In order to achieve a win-win situation, different merchants cooperate with each other to help them break out of the past. Use a more distinctive business style to attract consumer programs. For example, Starbucks Coffee sells in both retail stores and supermarkets, but many young people still like to reach stores. This has a lot to do with Starbucks' own design. Many consumers go to Starbucks for consumption because, on the one hand, marketing is doing well, and on the other hand, experiential services enable consumers to establish business dependencies. Experiential commercial space can realize the effective integration of space and commodities, and then present a more competitive development capability. This is the inevitable trend of future business development.

5. Experienced Commercial Space Design

Everyone has their own hobbies and personalities. This is the key to differentiating people from one another. The same is true of commercial space. The main point of experiential space design is to focus on personalized design, which is the key to stimulating consumers to generate business dependencies. For example, the permanent company's café in Shanghai's Lanhua Road has a bicycle theme, allowing consumers to taste delicious coffee while recalling beautiful memories. Makes consumers feel home, and establishes invisible emotional connections with the business.

Today's noisy society has caused many urban residents to yearn for free and fresh natural lives. Therefore, the experiential commercial space should also focus on ecological design, so that consumers feel the feeling of being in nature and then relax their mood, with different consumer space experience, improve consumer spending experience.

If space design lacks culture, space design will not have spirituality. Each ethnic group and city has its own culture. Incorporating culture into space design can provide consumers with a more comfortable consumer experience. The design of commercial space must focus on cultural integration. Only in this way can consumers feel fresh and feel at home. Using culture to drive market reputation and drive consumer value. Create a commercial brand culture and earn more business profits.

The products of different eras are not the same. Therefore, the design of commercial space should follow the principles of the times, closely follow the culture of the times, and seize the consumer's consumer psychology. Nowadays, information technology is the mainstream technology of the society, which drives people's living standards and stimulates people's consumption. Therefore, the design of commercial space should introduce information technology so that consumers can create an era of consumer experience under the design of the elements of the times, and at the same time popularize new technologies and explore the horizon of consumer consumption.

6. Experienced Commercial Space Design Based on Service Design Theory

If commercial space is used as a node in the design of business processes, any aspect of the business process becomes extremely important for the requirements and services of commercial profits. Nodes can be shaped as a “plot” with deliberately designed ups and downs. In the contemporary commercial space design, with the gradual completion of commercial consumption activities, a shopping journey with a storyline is completed by allowing consumers to experience ample emotions and circumstances in various time and space in a complete purchase activity. And for the subsequent recurrence of consumer behavior to do the next potential foreshadowing.

Contemporary art creation is reflected in the emphasis on "process" is greater than "static" works. By comparing the development process of contemporary art and the evolution of architectural design, we can know that in the expression and emphasis on people's "concept" and "experience", the concept of art and the conceptual buildings most affected by it are the most prominent representatives. In the conception artist Joseph Kosuth's "One Chair and Three Chairs", the artist passed a chair in kind, an image of a chair, and a copy of the definition of "chair" from the dictionary. The juxtaposition allows viewers to appreciate different aspects of the chair: real, imaginary (image) and conceptual (word). The personal experience gained through the mass participation of the works expresses the artistic concept that "concept is greater than form".

The return to the attention to people's existence status, the design concept of contemporary commercial space also embodies the emphasis on consumers' shopping experience. The operation was opened in June 2011 and the Lotte Department Store space design on Dongma Road, Nankai District, Tianjin was taken as an example.

The management and design concept of Lotte Department Store is a consumer style that combines fashion charm and high-end fashion. With a total construction area of 50,000 square meters, it is divided into five levels on the ground and three levels underground. The volume and scale are pleasant. Before entering the department store, a spacious and comfortable entrance plaza was set up, which provided a buffer zone for people entering the interior of the commercial building and several sets of outdoor seating and seating views.

Lotte Department Store's indoor space layout does not follow the traditional commercial buildings more classic to the indoor giant atrium space to organize the flow of people. Therefore, entering from the entrance on the ground floor, you can see the exhibition areas of various trendy brand stores. By controlling the absolute height of the interior space, customers can feel connected to any part of the building. The overall layout of the products from the negative three floors to the ground five floors are: parking lot, food hall and fashion trend hall, girls' wear and fashion accessories, international famous brands and cosmetics shops, boutique ladies' and jewellery, senior ladies' and children's goods areas, and advanced Gentleman's costumes and family life theme, Star International Studios. By connecting the left and right escalators to the crowded streamlines of the upper and lower floors, you can see the overall experience brought by the unified design theme from any angle and orientation within the commercial building: various downlights, crystal chandeliers, and luminous counters are abundant. Not messy; corners, blank walls or exposed roofs are decorated with stylish and lively artwork; the hollow prints of various dolls and glass partitions in the windows are unique.

The most special design experience of Lotte Department Store lies in the creation of cultural space. In addition to the main store area, there is a cultural salon space on the fourth floor of the room, which includes a cooking class, an art class, and a music class, so that people can feel the greatest comfort they can get from shopping at a department store. At the same time, each floor of Lotte is tandem with the waiting areas of different flavors. Through different design elements, such as the second floor seating area for a variety of Chinese-style seats and tables, and in the children's products lounge area, using a variety of bright colors and soft seats and sofas. While some of the seating areas formed by the pick-to-air treatment are more accommodating, the diversification of spatial expressions allows shoppers to fully realize the multiple experiences beyond expectations.

After the purchase activity is over, continue along the main aisles of the department store and

you will find that the well-designed "backyard garden" appears suddenly. In the shared area that occupies two floors, there is a large area of flowing water curtain walls, free planting of green plants, low illumination and warmth, and the road is mainly curved. With the design of exquisitely-designed animal sculptures, the natural atmosphere of the garden space is vividly presented.

7. Conclusion

As people's spending power increases, the era of big consumption is coming. The mall must focus on the commercial space design with regional culture and ethnic characteristics in order to firmly grasp the consumer's commercial space consumption needs. When designing an experiential commercial space, we must rationally plan space and integrate modern art atmosphere on the basis of satisfying basic consumption needs. Provide consumers with a comfortable, practical, dynamic, healthy shopping environment and stimulate consumer desire for consumption. Make consumption more fashionable and make consumption more colorful.

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