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STUDY ON THE SERVICE DESIGN OF URBAN YOUNG DRIFTERS COMMUNITY

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ABSTRACT

This paper aiming at the housing problem of urban young drifters, this paper explored the community service mode which conformed to the needs of urban young drifters from the perspective of service design. Based on the Service Experience Engineering method, this paper took “YOU+ International youth Community” as the research case and studied the demand trend research through context research, user research and demands analysis. Moreover, this paper studied the service value network in terms of the stakeholder, the business model research and completed the service prototype through the service blueprint and the service contact. With the study of the present living situation of young drifters, this paper grasped the value of young drifters, synthesized various design means, constructed a ‘habitation plus living’ community service model which conformed to the characteristic of young drifters. In this way a sustainable circle of value creation would be created, and the mutual benefit of the young drifters, the community and the city would be finally realized.

KEYWORDS: Young drifters, Service design, Lifestyle, Youth community

1. INTRODUCTION

In the process of urbanization, large numbers of people continue to gather in cities. According to the data in China's Mobile Population Development Report 2016 released by the National Health Commission of the People's Republic of China, the number of mobile population in China reached 247 million in 2015, with the population of young people (1980 and beyond) accounting for about 51.1%. Although young people are the most active and potential group in urban development, they are still confronted with the housing problem for a long time due to their unstable initial socio-economic base and unaffordable high housing prices, during the nearly ten years from the time they graduated and work hard in the first or second-tier city to the time they start their own families.

In view of the living situation of urban youth, Huang Ying (2008) tried to solve the urban youth housing problem through the improvement of the housing rental system, low-rent housing system and the increase in the income of urban new immigrant youth. Given to the economic factors Miao Guo (2010) explored the root in the pain of 'ant tribe' (referred to as low-income college graduates somewhat resembling ants, because they are relatively weak, gregarious and hard-working.) from the perspective of home ownership concept and behavior changes. Based on the theory of social stratification, Song Jian et al's (2015) paper analyzed the sources and influencing factors of urban youth housing, and put forward that the government could solve the urban housing problem by expanding the market of housing sources, formulating safeguard policies and providing "low-rent housing".

In the field of architecture, Wang Wei (2011) studied Youth container apartments from the perspective of environmental protection economy. Zhang Jiankun (2012) proposed to build "youth apartment" based on PPP model to solve the "ant tribe" housing problem in various aspects. Zhang Yanlai (2017) based on the transformation of existing buildings, the design of youth apartments was studied from the angle of reorganization of space structure, intensification of residential units, community of public space and combination of old and new elements. In addition, Gai Qi (2017) used the academic grammatical system of scene theory to sort out the construction path of urban youth public culture space in China. According to the behavior characteristics of young people and the existing problems of youth apartments, Zhao Xiaozeng (2018) argued that the design of communication space for youth apartments is not only to meet the needs of living, but also to create more social possibilities for young people.

The reference shows that, at present, in view of the residential problems of urban youth, the sociological research focuses on the study and analysis of the realistic needs and living ideals of the urban residence of the youth group. Although the support policy guidelines are put forward, the vitalizing function and sustainability are lacking. While the field of architecture mainly aims at the behavior characteristics and living habits of youth groups, from the point of physical space design and transformation, the spiritual needs of youth groups are not paid enough attention to.

From the perspective of service design, this paper attempted to explore the community service model that conformed to the needs of urban young drifters on the basis of the research on their current living situation.

2. SERVICE DESIGN AND METHODS

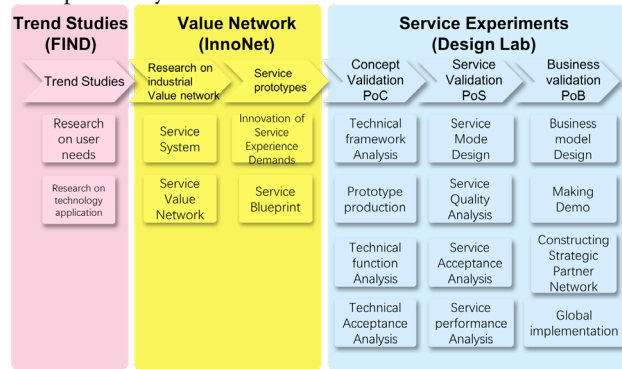
2.1 Service Design

Service design is not a new, independent academic field, but a cross-domain study combining a variety of expertise. At present, the definition of service design has not been unanimously explained but can be divided into two categories: (1) Service design is regarded as a purposeful output result, often directed to the improvement of service quality design. For example, the design Dictionary (2008) defines that the service design is to set its functions and forms from the customer's point of view, with the goal of ensuring that the service interface brings effective, efficient and recognizable information to the customer¹. (2) Service design is considered as a design method and thinking, such as the Copenhagen Institute of Interactive Design, which defines service design as a discipline designed to design holistic, global systems and processes for users. Combining multiple points of view, the author believes that service design is user-centric, and that it collaborates with multiple stakeholders to guide elements of innovation and integration such as people, environments, facilities, information to improve service experience, efficiency and value through global optimization and system innovation of service delivery, processes and contacts.

2.2 Service Experience Engineering

Service Experience engineering (short for SEE) originated in 2007 and was formally proposed as a framework for the development of design innovation services in 2008 by the Taiwan Institute of Innovation and Applied Services in collaboration with Fraunhofer IAO, a German research institute with extensive experience in service Engineering. The Service Experience project aims to establish a suitable service model through a complete set of processes and tools, and to systematically carry out service design innovation. As shown in Figure 1, this set of SEE methods consists of three phases: 1) Trend Studies (foreseeing innovative new Digi services). This phase includes two tasks user requirements research and technical application feasibility, focusing on the analysis of user behavior, market status and other contexts to gain insight into user needs and potential design opportunities. 2) Service Value Network Research (innovation Net): This stage is divided into two parts: service value chain and service model building. The goal of the service value chain is to find the right partner for the Enterprise and construct the innovative service value network through the new value conception. The goal of a service prototype is to exploit the key points in the service needs and design an experience that impresses the user. 3) Service Experiment (Design Lab). This phase in-

cludes three parts: concept validation, service validation, and commercial validation. The focus of concept validation is to judge the technical feasibility of the service. Service validation is a review of the value of the service that will be delivered and business validation is primarily evaluated for business models.



[Figure 1] Innovation process for service experience engineering

3. TREND STUDY: TRENDS IN DEMANDS OF YOUNG DRIFTERS

3.1 Contextual Studies

First of all, through contextual research, the relationship between young drifters and community was established, then the user focus of youth community was found. The selected main information collected included a total of 80 pieces from official websites, WeChat public accounts, official Weibo accounts, and 27 groups of clustering data; 116 pieces from newspapers and magazines and 15 groups of clustering data; 150 pieces from video and social media and 23 groups of clustering data; a total of 295 pieces directly retrieved from the Internet and 61 groups of clustering data. According to the data collected, the clustering results were divided into the physical conditions of the residence environment i.e. ‘habitation’ and the spiritual needs of residence i.e. ‘living’.

The results of contextual studies showed that, for the physical aspect of living environment, their living ideals included a reasonable community space, convenient and complete space facilities and a healthy and unique living environment. For the spiritual aspect it included a creative and active community experience and a quality and ensuring neighborhood. From the community perspective, there was a need to provide safe and standardized community management, professional community service personnel, efficient and timely quality of service, open and transparent charging standards.



[Figure 2] Logical diagram of user focus and community

3.2 User Research

The main methods of surveys were questionnaire, observation and in-depth interview, which were used to investigate the users, and the three methods were carried out in turn and infiltrated each other. 1) The questionnaire included two parts i.e. the user’s basic personal details and housing information so as to understand the characteristics, ideas and feelings of young drifters. 2) Through long-distance observation was mainly carried out in the public areas for the young drifters’ daily activities, such as office areas, leisure and entertainment areas and so on. 3) The purpose of the in-depth interview method was to obtain information in direct contact with young drifters and observe the user’s body language and facial expression and other details in the course of the interview.

In this part, information about the high frequency and controversial behavior in the covert observation would be questioned. 1) The study found that young drifters want to have an independent, private personal space. 2) They eager for emotional space to communicate with people and grow together. 3) They maintain a unique temperament and a free life. 4) Due to their inner loneliness, they are longing for the warmth of like-minded friends and home. 5) They pay attention to the quality of life and pursue superior material conditions and life experience. 6) They eager to realize self-worth and social identity.

This paper made a comprehensive analysis of the user research, summarized the needs and significance of young drifters’ ‘habitation’ (privacy, individuality, hedonism), ‘living’ (sharing type, sense of belonging, sense of value) from different angles, and provided reference for the community service mode that met the demands of young urban drifters.

4. SERVICE VALUE NETWORK RESEARCH: A CASE STUDY OF YOU+ INTERNATIONAL YOUTH COMMUNITY

4.1 Stakeholders

The target group in the research is young urban drifters, so they are the center of the stakeholder analysis. Moreover it is conducive to understanding the different claims of all parties so as to meet the needs of drift youth and allocate resources. The core stakeholders of the community include young drifters' groups from different occupational backgrounds, and direct stakeholders include cleaning staff, maintenance personnel, reception personnel, security personnel, and other individuals or organizations that directly affect the residential experience.

Indirect stakeholders include operators, design teams, entrepreneurs, investors, and other individuals or organizations that indirectly influence the young drifters living experience. According to the needs analysis of young drifters, clarifying the relationship network of stakeholders: 1) Residential Space Service group to meet the demands of the young drifters for the privacy of the basic residence. 2) Life supporting service group to meet their requirements for high-quality life. 3) Social sharing group. It includes operators, design teams, etc. so as to meet their needs for the personalities and sense of belonging. 4) Value networking groups to meet their needs for personal value and the ideals.

YOU+ International youth community based on the integration of residential space service groups and life Services group, and it also provides a loft style of independent living space and supporting facilities. It is equipped with 24-hour security commuting and has set up access agencies and other personal space services so as to make up for the lack of private space. Life services such as package pickup, takeaway food pickup and intimate Butler are also provided for convenience. Integrating social sharing groups and value networking groups for the purpose of innovation, YOU+ provides community activities such as birthday parties, festive parties, outdoor activities to form a young community culture.

It also provides networking resources such as entrepreneurial salons, entrepreneurial exchange and sharing meetings for the entrepreneurial users as incubation help. Take the value networking groups as an example. YOU+ provides users with shared space for life services, learning, leisure and so on, so that they can make full use of time, space and networking resources and participate in the teaching or learning activities according to personal skills or interests.

4.2 Business Models

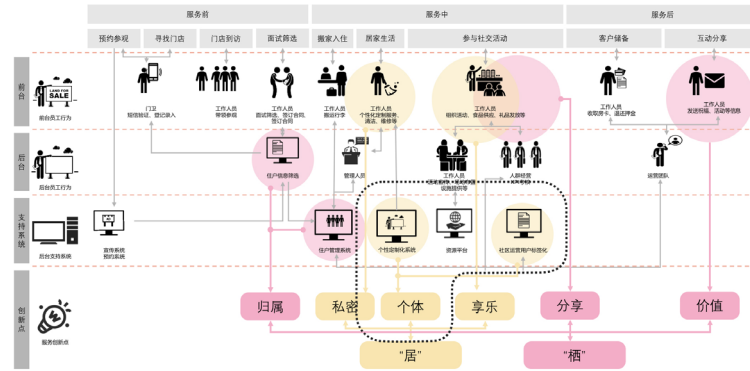
The innovation of the business model is to maximize the realization of the different demands of stakeholders. First of all, "co-habitation+ sharing" community service model can be formed and a living + socializing platform can be established through the integration of residential space service group, life service group, social sharing group and diversified user base. In the end the social circle of the young drifters would be formed. On this basis, value networking group is introduced for young drifters to provide a multi-field industry exchange and resource docking services, and a "co-habitation + sharing + co-creation" community service model can be established. Finally, a mutually beneficial entrepreneurial community system would be formed. These values and lifestyles are further delivered to the customers in the way of actual business such as the management and operation of the youth life circle. At the same time, multi-channel and continuous value transfer and cross-border cooperation should be carried out to explore new profit points.

YOU+ International Youth Community used cross-border cooperation with the government, enterprise groups and the Internet, YOU+ has increased the resources link and sharing, and it has established an innovative incubation base for residential + entrepreneurship. At this stage a series of mutually beneficial and profiting business models that serve the community such as mysterious stores, JUBA (a socializing app based on location and personal interests) and TFIT sports center has been derived from the innovative YOU+ mode.

4.3 Service Blueprint

According to the order of service delivery, the using process of the community can be divided into 3 stages i.e. pre-service, service, after service. This is shown in Figure 3. 1) The focus of the pre-service phase is to create a life circle of young drifters and form the "homogenization" of the youth community so as to make up for their lack of sense of belonging through the establishment of a screening mechanism for community residents. 2) The focus of the service phase is to provide a comfortable and livable community model and meet their needs for privacy, individuality, enjoyment and sharing through the precise system of the household management, personalized space customization system, omni-directional resource link platform, and the participatory community operation model. 3) The focus of the post-service phase is to reserve a sustainable user resource base, maintain contact with the retired tenant, reserve value link resources and meet the user's needs for value realization.

Using service design thinking and the means of space, product and visual design as well as the artificial intelligence personalized interior design system, YOU+ International youth Community customizes the core home service of personal space and has developed an app called APP-WITH, a digital platform aiming at online notification and social services offline for users. What's important it organizes regular interpersonal services such as creative and fun community activities, and it has transformed the traditional residential service model into a new model of the youth community with living+ socializing+ entrepreneurship by organizing activities and accurately docking the resource link of the entrepreneurial incubation platform.



[Figure 3] Service Blueprint of Urban youth community

4.4 Service Contacts

According to the service mode of urban youth community, the contact points in service design are classified into physical contacts, digital contacts and interpersonal contacts. 1) Physical contacts includes rental appointment forms, contracts, community supporting facilities, room cards, access control, elevators, housing facilities and public facilities. 2) Digital contacts includes advertising, community apps, WeChat public accounts and posters. 3) Interpersonal contacts are primarily interpersonal touch points among all stakeholders mentioned above. Different types of touch points form “fused contact points (multi-touch point)” from different dimensions such as time, shape, and experience, and these fused points can be transformed into each other.

For instance, YOU+ International youth community Service model employs personalized customization system and community user labeling to meet the young drifters personalized needs of service contact transformation. When the user signs the contract, the staff will take down the user’s personal information such as professional background, hobbies even constellations. Then the user and the operator label the user together in visual form so as to speed up the familiarity among the young drifters, which completes the transformation from interpersonal contact to the digital contact and back to the interpersonal and satisfies the unique demands of youth for “living”.

5. CONCLUSIONS

Considering young drifters in metropolitans are faced with enormous housing pressure, the main initiative of this study is to explore how to make up for the gap between their residential ideals and reality. Although most of the existing solutions to the young drifters housing problem focus on policy support, physical space design and renovation, the spiritual needs of youth groups are still not paid enough attention to. Therefore this paper proposes to meet the demands of young drifters for privacy, individuality, hedonism, sharing, belonging and value, clarifies the blueprint of urban youth community service, and constructs a service model and presents a lively lifestyle to the drift youth.

In the process of the community construction, the “homogenization” of the urban youth has formed a very creative community economy. The diversified forms of space provide the young drifters with space to communicate. Similarly the multi-channel resource link provides them with the co-creation network resources and the homogenized community provides a wealth of intellectual resources for young drifters as well. On the basis of resource sharing, combined with the service concept of user participation in the design, a number of emerging business models, such as “mysterious shops”, have been derived from the urban youth community.

Due to the limited space, this paper mainly aims at the analysis of the living needs and living ideals of young drifters, so the influence of the value of drifters on the youth community and the development of the city needs further discussion. I hope that this paper can provide reference for the design research of the relevant urban youth community.

ACKNOWLEDGEMENT

This study was grateful to the Guangdong Provincial Philosophy and Social Sciences “13th Five-Year Plan” for the 2017 Co-construction Project (No.GD17XYS27).

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