Research on the Positioning of the City's Brand Image Based on Service Design

Taking the Brand Image of Guangzhou City as an Example

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Abstract—**With the advancement of human society and the rapid development of economy in the 21st century, the competition among cities for comprehensive strength has become increasingly fierce.The economically developed areas are supposed to accommodate more people, and the smart cities are urgently needed constructing.From the perspective of service design, the most effective way to create and improve a city's brand image is to establish a model of service targets.We should not only pay attention to the construction and development of the city,but also actively carry out the work of integrating and disseminating the brand image of the city,determine the service targets of the city's brand and accurately position the city's brand image combining with the urban development strategies.**

Keywords—service design; city image; brand positioning

I. Introduction

The city brand image is a unique, representative and competitive city brand impression that the constructors expect the city to have in the minds of the internal residents and the external target public in a certain period. With the continuous development of human society, cities will be more crowded for accommodating more people in the future. According to incomplete statistics, about 18 million rural people entered cities each year. Creating smart cities conforms to the trend of the times. With the expansion in population, cultural migration and the development of economy, the sustainability of city brand image will inevitably be affected. This article attempts to explore how to build a better city brand image from the perspective of service design.

II. General of Service Design

A. Definition of Service Design

As most design disciplines, service design can be traced back to traditional industrial design. Divided by design objects, industrial design is aimed at the practical performance of the product and the environmental effects caused by the product; Interaction design is aimed at the usability and ease of use of the product (in most cases means the software or Internet product); User experience design is aimed at the above two problems; And service design is to provide an overall plan for creating and improving service experience, and finding out the demands of service targets. This exactly meets the pursuit of creating the city brand image. From Starbucks coffee all over the world to Hilton hotels; from ofo bicycles in campuses to streetcar carpooling clubs; from that our country strongly promotes the service industry as the largest industry,we can see that "experience economy" has been popular in various industries, and "experienced consumption" has become one of the most fashionable topics now. The focus of industry shifts from tangible products to intangible services. Although experience is intangible, it is perceptible. For enterprises, materials and technologies are easily to be copied, but service design is hard to be plagiarized because it is deeply rooted in corporate culture. The new opportunities arise from the transformation from product model to service model, and the business model changes as well due to the transformation. The value of experience is gradually shifting from recessive to explicit, with "experience economy" becoming a new economic mode. Service design makes it no longer just a cold use relationship between people and products.Instead, service design provides user-oriented service that is more user-friendly.Basing on the research and analysis of consumer behavior and data, the business model is reconstructed from the service perspective.

B. General Strategies for Service Design

Often when designing, you will find that design is a branch of the comprehensive service system. No matter how well we have done the work, as long as there is one link that is not perfect, consumers will think that the entire service system is incomplete. Service design gives a model that can improve the above condition. The basic flow of service design is as follows:

1. Find out problems existing in the field; Collect public feedback and fully consider different users of the system and their psychological, physiological and cognitive needs.By grouping users from their demands, different workshops have been established. Gathering multi-level and multi-dimensional information can ensure that potential customer needs are not overlooked, and important information can be extracted and displayed through redesign in a timely manner.

2. Design service blueprints; From product-oriented to service-oriented, the design process has also undergone qualitative changes.It includes customer analysis, making

service goals and strategies,putting forward ideas, service testing, detailed design, and implementing services.

3. Experience prototype and test the service design; Service design is a systematic project including not only material design, but also non-material design such as the design for process, architecture, and system. Through the construction of service scenarios, service contact points can be accurately determined, real service experiences can be created, and the reliability and rationality of service design can be fully examined from the perspective of time and space.

III. FROM SERVICE DESIGN TO CITY BRAND

Service design is included in the city brand image and is a branch of it. The city's brand image must be constructed basing on serving the public no matter how beautiful it will be designed. Several personal models will be established to represent the life of most people in modern society, which will give directions and ideas to the construction of the city brand. We should accurately position the city brand image combining with city image development strategies, and discuss the sustainable and economic development after the image has been established.

A. The Establishment of Personas

The persona establishment method is one of the most commonly used design methods in service design. By analyzing a large number of survey data, we can summarize the behavior and needs of different users. A group of typical user roles can be established to represent different types of users, showing their motivation, behavior and expectations, accurately expressing their core demands. [1] The unbalanced development of the dual economy and the integration of urban and rural areas have led to the migration of the population and changes in the brand image of the city. The urban population refers to the people who live in the city perennially, participate in the construction of the city, and enjoy the service provided by the city. They rely on the city, at the same time they are the masters of the city. [2] The urban population can be roughly divided into resident population, transient population, registered population, floating population, and external population. The urban population structure is becoming more and more complex. We must fully consider the feelings of different groups of people when establishing the brand image of the city.We should accurately carry out the positioning of the brand image of the city combining with the development strategy of the city image, at the same time solve the problem of dense urban population, realize the city's sustained development, construct smart cities, and provide a better living environment for the people who live in the city. According to Alencooper's method of "7 steps to personas", eleven virtual personas (four permanent residents, three temporary residents, two registered residents, a floating resident, and an external resident) were created. We have analyzed the personal basic

information, income, education level, work fields, value orientation, consumer attitudes, etc. of them one by one, and simulated their needs for the establishment of the city brand image. For example: the temporary resident model: Alen. Personal basic information: 30 years old, married, employee, income 6000 or so, with 1 child. His simulated needs: 1: convenient transportation 2: public facilities that can guarantee children's safety 3: family atmosphere 4: leisure places. Work and life description: Unit staff, stressed in daily work and life, works for 8 hours a day from Monday to Friday, has a standard office, suffers a lot in the commute due to the peak period. Family life is very important to him. On weekends, he will bring children to cram schools, go shopping with his family, or bring children to see exhibitions to increase their knowledge. During holidays, he will choose to visit his parents.

B. Simulation of Service Path

After the persona have been successfully established, simulation designers must imagine that for such a person whose life is regular,family-oriented and kind of interesting, what the most desired experience is when he enters the city. 1: clean and efficient transportation environment. Spacious and bright subway stations with simple colors, modern subway convenience facilities, subway staff in the hall who stand with kind smile and lead ways for people, giving them a feeling of coming back home, the service personnel in comprehensive service stations who answer problems patiently and professionally. 2: Independent roads for children. Children can walk alone safely and don't need to be supervised by adults. The district structure of the city can be seen clearly. The guide system is simple and complete. 3: Places suitable for families to spend spare time. Such as resorts where you can relax in the hot springs, relieve the stress from work and study, and improve the relationship between family members. 4: Large shopping and entertainment malls, such as the 5D cinema where you can enjoy a 90-minute audio-visual feast.It is suitable for current young people to conduct company dinner, family gathering and so on. The facilities needed for such services are generally large or expensive, which individuals don't have the ability to own. City brand services provide residents with the right of using them. The above simulated service paths are just simple examples of urban brand image design from the perspective of service design. In fact, the simulation of service paths is a tedious and systematic design work. In this process, the designer needs to design different scenarios for different personas, and conceive the action sequence, service experience, and inner feelings caused by different services. Through different personas, services and experience we are supposed to design services that meet the needs of the vast majority of users. Service design is now becoming a competitive advantage because technology and products are easily replicated while service design is deeply embedded in urban culture and is not easily plagiarized. If a city does not want to be forgotten, it must be managed as if it were a business enterprise. We must highlight the characteristics of the city, guide the market, achieve public recognition, and ensure the reality and feasibility.

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[1] "Service Design Research and Practice Based on Service Blueprint and Design Experience" [D]. Nanjing University of Science and Technology, 2015

[2] "Research on the Application of Space and Service Design for the Library of North Carolina State University, USA" [D]. Xu Yueren. 2014

C. Testing of Service Prototype

The service experience prototype is a full-scale experience test of the designed system through the simulation of personas and scenarios before the design is put into use. It will assess the functionality, applicability and public acceptance of the designed service. The testing methods usually include on-site simulations, role playing and short-term pilots. The service experience prototypes are generally used in core service modules. In the establishment of the city brand image, service prototype objects should be first determined. Whether the model can meet the needs of the target user will be checked through role playing and short-term pilots. Then we will carry out user research and continue to improve the service to make it appear as a perfect brand image.

D. All-round User Experience

After the Second World War, the concept of "human settlements science" was first proposed by the Greek scholar Sadias. In 1996, the second United Nations Habitat Conference also put forward the concept of "livable city". As a millennium business city, the Maritime Silk Road, and the frontier city of reform and opening up, Guangzhou follows the pace of the world and strives to create a high-quality livable city with a beautiful urban environment, a good cultural atmosphere and a sound infrastructure. The level of urban livability has always been inseparable from the level of commercial development. Creating the livable city has also accelerated the economic development of Guangzhou. Professor Wu Weici of Peking University once said: "Until today, we are not able to find a social organization other than library that provides equal service to everybody, not restricted by age, race, occupation, language, nationality, religion, or social status". Everyone is equal in front of knowledge. In July 2011, Guangzhou Library responded to the country's call to be open to the public free of charge. At the same time, it canceled the fee of borrowing books and the deposit of books, and used the credit model for borrowing books. This has not only established a good social image for the library, but also made the distance between the Guangzhou Library and Guangzhou residents closer. Since the library started to open for free, many people come to borrow books or study in the library, for which Guangzhou Library has got a better reading atmosphere. Guangzhou Library considers feelings of most users as well as special groups. 1: Visually impaired readers. Guangzhou Library has a dedicated reading room for visually-impaired people on the first floor ("Fig. 1"). It contains a large number of Braille books, readable materials and special semantic computers.There are also professional staff who will serve the visually impaired readers. 2: The multicultural hall for foreign friends ("Fig. 2"). Guangzhou has various types of urban population, and many foreign friends come here to read foreign materials. The library can introduce multiculturalism to the public, promote the communication between cultures and create an international learning atmosphere. The library provides a variety of services such as literature, lectures, and exhibitions.It is a platform for Guangzhou's international cultural communication. 3: For the dyslexia group ("Fig. 3"), the library has sorted out materials

on dyslexia, provided delivering-book-to-door services, [3] opened a "learning potential"experience camp in the museum to improve the group's self-confidence, invited university professors to come and hold lectures to popularize relevant knowledge to the public and help them to be treated and recover. As can be seen from the above services, the thoughtful designs have not only better conveyed the notion of equality in front of knowledge, but also promoted the creation of livable city and new type city of Guangzhou. The overall service design of Guangzhou Library is people-oriented, considering the service experience of all groups, promoting the development of the city brand and creating a happy life for the citizens in Guangzhou.

Fig. 1.   Reading area for the visually impaired.

Fig. 2.   Multicultural hall.

Fig. 3.   "Learning potential" experience camp.

IV.   DESIGNED REFORM OF ADMINISTRATIVE SERVICES IN GUANGZHOU

According to the latest Chinese urban population ranking in 2017, Guangzhou ranked sixth with a population of 14.0435 million. [4] Due to its large population and the complicated population structure, the government has a large workload. And Chinese government offices usually have problems of duty cross and system dispersal. These problems have caused the "kickball" phenomenon called by masses. The handling

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[3]   "The Development Direction of Modern City Construction" [D]. Lu Dongliang Ye Jinyu.

[4]   "Study on Services for Dyslexia Children in Guangzhou Library" [J]. Zhao Jianping, Fang Xiaoying, Su Liping.

procedures are cumbersome and a lot of time is wasted. The entire government affairs process lacks humanity and systemicity.The people and enterprises are always on the way of looking for departments to apply for relevant certificates. The government offices are hard to find and the affairs are hard to handle.[5] For the problem of administrative stagnation caused by high population density, improving work efficiency is necessary and is a key step for Guangzhou to build the smart city. In the 2016 government work report, Premier Li Keqiang proposed that we should vigorously promote "Internet + government services" to achieve data sharing among government departments, [6] save time for citizens, improve work efficiency, and provide an integrated service process for citizens. The government service system can provide good service experience, change the image of government services, and build the city brand image of Guangzhou.

A. "One Card for Multiple Uses" Information Network Sharing

Guangzhou actively promotes the network sharing of information with "one card for multiple uses". The social security card contains four types of services such as medical insurance card, senior discount car card, social security card, and medical card. The previous"One card for one use" is abandoned, which saves resources and improves working efficiency. The Guangzhou Municipal Government is continuously increasing services to the social security card. In the future, the card will contain 82 kinds of services such as health certificates, handicapped persons' certificates, personal guarantees, etc. The eventual realization of the integration of 86 services will make the social security card universal in the city and become a "key" for handling government affairs, applying for Internet identity passes and various types of cards. The "One Card for Multiple Uses" approach combines the daily life of the citizens with the needed services, places "people" in the center of experience, and meets different needs of users, thereby creating the quality government service.

B. "Internet +" All-day Self-service

In order to coordinate with the citizens' time, the government service hall is shifted from the 8-hour manual service mode to the 24-hour self-service mode. The government provides services through various channels such as the government service hall, online service hall ("Fig. 4"), WeChat public platforms, mobile app, postal service "beebox", etc. to give citizens a better service experience and change the inherent image of government services in the minds of citizens. For example, the Liwan District makes use of the dense postal points to establish many "beebox" mail boxes ("Fig. 5") and implement the "one cabinet type" micro-government service of"submitting online applications on self-service terminals, expressing paper materials through beebox, centrally examined and approved by government departments, and receiving results in beeboxes", which extends the government service at

our doorstep; At the same time, the municipal affairs service center has set up a sub-center in Pazhou, Haizhu District for the key areas and enterprises, which can provide personalized and convenient government services.
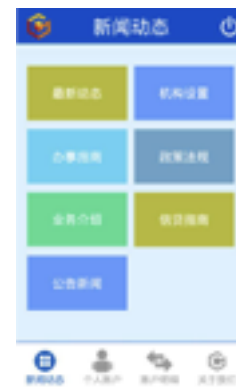

Fig. 4. Guangzhou Municipal Government Online Service Hall.

Fig. 5. Beebox mail box.

V. CONCLUSION

In developed countries, 75% of the economic income comes from the service industry, which is also the industry with the most new job opportunities.[7] Good service design is a city's competitive advantage, and it is also a national competitive advantage. The city brand image is an intangible asset. Through service design, it will be reformed from all aspects, the old system will be broken, huge economic, social, and cultural value will be created. It will make the economy sustainable, enable the city to win market competition, and achieve high profit. Taking service design as a start,we should comprehensively build the city brand and establish a city brand system,making Guangzhou become a livable city with international influence.

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