

# Research on the Characteristics and Functions of "Eatathome" APP Platform Based on the Concept of Health\*

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**Abstract**—Against the background of the new era, China puts forward the strategy of “Healthy China” to establish a strict, efficient and socially co-governed food safety system. Guided by the health concept of green low-carbon and circular development, "Eatathome" APP Platform integrates Internet with modern agriculture deeply, uses O2O operation mode to solve and improve the unsalable problem of agricultural products and people's home-based food problems simultaneously, makes innovation in the development pattern of urban life, promotes joint development of many industries such as internet, e-commerce and modern agriculture and improves the sub-health status of urban people and people's living quality.

**Keywords**—*concept of health; e-commerce; APP platform; Internet plus; low-carbon life*

## I. INTRODUCTION

With the rapid development of economy and society in China, people's work pressure is growing so that the majority of working people in urban areas are in sub-health state. In the report of the 19th National Congress of the CPC, it was proposed to implement the strategy of creating a healthy China, bringing new opportunities for development of Chinese economy and society and health undertaking. At present, the development of mobile Internet is in full swing and various forms of application platforms (involving daily clothing, food, housing, entertainment and entertainment) based on mobile Internet come into being. [1] The “Eatathome” APP platform is an Internet application platform that combines Internet and modern agriculture together, seeks for improving people's sub-health state and unsalable agricultural products, uses O2O operation model to solve and improve the unsalable problem of agricultural

products and people's home-based food problems simultaneously, overcome the institutional barriers appeared in breakdown and integration of the division of labor in the new business pattern and cultivate new business pattern and create new public service model. Under the O2O mode, e-commerce provides a new development direction for service industry, namely service-oriented marketing experience, which enables platform providers, merchants and consumers to achieve a win-win-win situation. At the same time, it points out that O2O e-commerce faces many problems such as the credibility and integrity of seller, operation capabilities of entities and management and technology. [2] At the same time, the "Eatathome" APP platform based on the concept of health can further promote the joint development of "Internet +" e-commerce, modern agriculture and other industries, improve the sub-health state of urban people and improve people's quality of life.

## II. CHARACTERISTICS OF THE "EATATHOME" APP PLATFORM

Guided by the concept of health, the "Eatathome" APP platform gets modern agriculture and perfect logistics system, individualized sales plan and consumer objects and the whole-process digitalized sales process integrated into a complete and independent Internet-based modern ecological industrial chain. B. Marija (2005) believed that the flow of fresh agricultural products was similar to that of other commodities and was realized in the form of a logistics network. It was also found that the supply network of fresh agricultural products was different from other processed foods and formed a supply chain network for fresh food. [3] Ana Osvald (2008) made a research on optimizing the fresh vegetable distribution route by vehicle and proposed applicable model involving some restrictions such as time window and the influence of vegetable perishability on cost [4].

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#### *A. Creating New Supply Service Mode for Agricultural Products*

Based on the Internet, "Eatathome" APP platform builds a network commodity trading center. By providing agricultural services, it connects new agricultural production service operators such as rural distribution agencies, the birthplace of modern agricultural industries and rural retail investors, strengthens the connection between production and marketing regardless of the middlemen and links the fresh agricultural suppliers and buyers and banks together to provide customers with all-round services such as purchasing advice, cargo information, online trading, warehousing and distribution and guide the transformation of agricultural production from production service orientation to consumer service orientation. Through research and analysis, it is found that by feeding back the demands of the platform, docking food processing enterprises and letting farmers suppliers provide goods needed on the platform, it is not only available to sell agricultural products to users but also helps to sell products to processing enterprises. This way is to take the "Internet +" advantage to break the traditional sales mode, expand the scale of users, increase farmers' income and promote the development of modern agriculture as well as constantly speed up the transformation of catering brands and promote the development of healthy brand catering on the basis of a perfect supply chain.

#### *B. Advocating the Concept of Healthy Eating for Urban Residents*

E-commerce is a business activity oriented to exchange commodities in method of information network technology. The in-depth practice of Internet thinking makes modern economic form constantly evolved, stimulates the vitality of social and economic entities and provides a free network platform for practice and innovation. "Internet +" refers to "Internet + various traditional industries". It is a platform constructed on the basis of information and communication technology via the Internet so that the Internet can react with traditional industries to create a new development ecosystem. "Eatathome" APP links traditional medical health service industry. By establishing personal body data, it is targeted to design the most appropriate dietary guide for each user. At present due to work or lacking good eating concept, urban working people highly depend on take-away food so that their body health is affected by the unreasonable eating habits and unsafe ingredients. Based on a big data analysis on hospital cases, "Eatathome" APP can customize dietary guidelines according to different physical health conditions so that the educated people can be easier to accept and aware their health problems, improve their bad habits as well as care for their families' health, persuade them to eat healthy and accompany them to cultivate healthy eating habits. Combined with the concept of "Internet +", "Eatathome" APP platform advocates a healthy diet concept, publishes dietary guidelines suitable for different population characteristics, guides residents to form a scientific dietary habit, promotes the construction of healthy diet civilization, and helps to create a healthy.

#### *C. Promoting the Development and Life of Green Cities*

Based on "Internet +", "Eatathome" APP platform connects the traditional logistics and transportation industry, updates and promotes industrial combination and health promotion and also focuses on boosting green development. The development of logistics and transportation industry has promoted the prevalence of take-away sector, bringing a lot of convenience to the life of modern cities, but the white pollution that comes with it has become a serious problem. The green, low-carbon and circular economic development system needs to reduce the generation of white garbage and improve the recycling rate of goods. The "Eatathome" APP platform fits the green development concept, cuts into the traditional logistics and transportation industry, upgrades and replaces food carriers, refuses to use disposable lunch boxes, links ecosystem and living systems in circulation and recycles distribution tools. So, by promoting the "Eatathome" platform, it is available to effectively reduce the generation of white pollution and realize low-carbon life and green development.

### III. SWOT ANALYSIS ON THE "EATATHOME" APP PLATFORM

The SWOT analysis method is also called situation analysis. By SWOT analysis in "Table I", various strengths, weakness, opportunities and threats closely relevant to "Eatathome" APP are enumerated through investigation and arranged in matrix. Based on the thinking of systematic analysis, the said various factors are mutually combined to make an overall analysis. According to the matrix, it is finally concluded that the operation of the entire operation model plays a decisive role. By using the SWOT analysis method, it is available to make a thorough, detailed and accurate research on the scenario which the operation mode of the "Eatathome" APP platform lies in and formulate corresponding subsequent development plans and strategies for the model based on the result shown on the matrix.

TABLE I. SWOT ANALYSIS ON THE "EATATHOME" APP PLATFORM

<b>Taking advantages and opportunities</b>	<b>S (strength)</b>	<b>Taking strengths to transform threats</b>
This platform is at strategic level in terms of positioning and has obtained market recognition relying on the "healthy China" development strategy.	<ol style="list-style-type: none"> <li>1. The platform is flexible and convenient to order and the distribution is environmentally friendly and efficient.</li> <li>2. Users can obtain the origin and safety test reports of ingredients.</li> <li>3. Different groups of people are provided with in-depth customized diet recipes through a test on the platform.</li> <li>4. The consumption groups on the platform have high consumption levels and strong health awareness.</li> </ol>	<ul style="list-style-type: none"> <li>Seize the market gap</li> <li>Differentiate the positioning</li> <li>Highlight features and services of the platform</li> </ul>
<b>O (opportunity)</b>	<b>Strategic level</b>	<b>T (threat)</b>
<ol style="list-style-type: none"> <li>1. There has been no service platform of the same kind in Domestic China.</li> <li>2. Currently, there are many national policy supports.</li> <li>3. Surplus take-away state</li> </ol>	<ul style="list-style-type: none"> <li>Grasped the national policy support</li> <li>Unique positioning proposition</li> <li>Rational resource planning and configuration</li> </ul>	<ol style="list-style-type: none"> <li>1. The APP platform is reproducible and its take-away platform and shopping platform can be duplicated for transformation.</li> <li>2. There is large risk on the new market brought by making innovation.</li> </ol>
<b>Taking opportunities to overcome weakness</b>	<b>W (Weakness)</b>	<b>Reducing weakness to avoid threats</b>
<p>Start quickly, seize opportunities and improve the framework and model of platform. Achieve all-round interaction and stable supply and transportation and accumulate experiences.</p>	<ol style="list-style-type: none"> <li>1. The agricultural products are partially derived from retail investors so that the supply is unstable.</li> <li>2. The operation has large transportation cost and the agricultural products transported are easy to wear.</li> <li>3. The early promotion rate is slow.</li> <li>4. The platform still lacks operational experience.</li> </ol>	<ul style="list-style-type: none"> <li>Quickly accumulate operational experience and create special characteristics of the platform</li> <li>Become credit partners to reduce the negative impact of operations</li> <li>Establish target users and conduct word-of-mouth marketing promotion</li> </ul>

First, taking advantages and opportunities: The value orientation of the "Eatathome" APP platform has made sufficient preparations at the strategic level based on the "healthy China" development strategy. Under the O2O operation mode, the platform combines online platform and offline merchants and cooperates with major transportation systems to ensure the convenience and speed of food distribution. In terms of obtaining ingredients, qualification report issued by safety inspection agency and the reasonable dietary recipes formulated for user through test can maximize user's physical health and enhance their health awareness. The construction of the platform not only combines the development of "Internet +" and various traditional industries, breaks the situation of narrow sales channels for traditional industries and non-intensive targeted market objects, but also supports the implementation of mass innovation and entrepreneurship in China to some extent. Therefore, it is necessary to greatly take advantages of the "Eatathome" APP to seize the market opportunity.

Second, taking strengths to transform threats: in the new round of scientific and technological revolution, the cooperation between the Internet and various fields has a broad vision. "Internet +" has become an irresistible trend of the times. If the advantages of the platform's operating model are highlighted, it will face the threats brought by the society and market. The consequences of new market risks brought by the reproducibility and innovation of the platform are unpredictable. Strategy formulation appears particularly important. It is necessary to seize the market gap in time and make cost-benefit analysis on the platform to determine the cost of entering new merchants or farmers, the additional income such as user's rewards, the fees that can be saved such as the distribution fee saved in case that user selects

self-collection mode, the expected income and cost schedules and the benefit and capitalized cost that are difficult to be quantified. It is also needed to make individualized positioning for the platform through the commercial decision made on the basis of the unique functions, cultural orientation and individual differences of the platform.

Third, reducing weakness to avoid threats: the biggest weakness of the platform is the unstable supply source and high transportation cost. In Michael Porter's Five Forces Model, supplier, buyer and distribution partners all have bargaining power while the crisis brought by competitors and alternative products or services will also be a huge challenge for the platform. As a platform for ordering new ingredients, suppliers will inevitably make risk assessments on the products which they will carry out operation activities. The resulted unstable supply of agricultural products is also the biggest difficulty in operation of the platform. In addition, the slow pace of early promotion is also a hindrance to the development of the platform. With the national policy support of "Healthy China Strategy", the concept of health will inevitably lead more users to choose this platform in order to improve their sub-health status. Therefore, the weakness may be minimized by creating the special characteristics of the platform, conducting mouth-of-mouth promotion and propagating the concept of healthy diet among people based on credit partners and quickly reserved operation experience. At the same time, maximization of threats may also be avoided by formulating discount policy in cooperation with the transportation company to reduce transportation cost.

Fourth, taking opportunities to overcome weakness: Adhering to the basic policy of maintaining harmonious coexistence between man and nature and vigorously promoting the construction of ecological civilization is the fundamental task crucial for sustainable development of generations to come of Chinese nation. It is also inevitable for urban environment construction to implement the most severe ecological environment guarantee mechanism, form a green development mode and lifestyle and build a beautiful China. At present, accelerated pace of life makes the demand for take-away increasing day by day. As a result, it brings a series of pollution problems such as disposable lunch boxes which are not conducive to protecting the ecological environment. The sub-health status caused by the surplus take-away will be one of the opportunities for us to promote the concept of healthy diet. Quickly starting and improving the platform's framework and model is an effective way to overcome the weakness against the background of national policy support and can also win the best time to seize the market gap.

#### IV. THE SIGNIFICANCE AND ROLE OF "EATATHOME" APP PLATFORM

As pointed out in the Outline of the "Healthy China 2030" Plan issued by the Central Committee of the Communist Party of China and the State Council, the construction of a healthy China can be conducted by orienting to improve people's health level, strengthening personal health responsibilities, improving the health level of all national people, and guiding them to form a self-disciplined and suitable healthy living style, effectively controlling the living behavioral factors affecting health to form a social atmosphere of loving health, pursuing health and promoting health. [5] Promoting the construction of the "Eatathome" APP platform and using "Internet +" modern agriculture, "Internet +" efficient logistics and "Internet +" e-commerce are conducive to overcoming the institutional barriers appeared in the breakdown and integration of the new business pattern, cultivating new business pattern and creating new public service model and leading the innovation in economic development.

##### A. *Helping to Promote Implementation of the Healthy China Strategy*

People's health is an important symbol of prosperity of a country. Safeguarding the health and safety of food and letting people eat with ease is an important symbol of an all-round well-off society. According to the "The State Council's Guidance on Actively Promoting 'Internet +' Actions" (GF [2015] No.40), it is proposed to vigorously promote "Internet +" efficient logistics, "Internet +" modern agriculture, "Internet +" artificial intelligence to improve the quality, efficiency and safety of logistics throughout the society. [6] This platform connects efficient logistics with the Internet, making it available to get food delivered to users in time. China vigorously promotes "Internet +" e-commerce, which greatly complies with the construction of this platform to actively develop rural e-commerce. The platform encourages forming a new type of self-operated agricultural system,

docking e-commerce platforms with wholesale markets of agricultural products and agricultural products and the active development of on-demand production models. The platform also improves the distribution scope and comprehensive service platform of e-commerce in rural area, aiming to solve some crucial problems such as the standardization of agricultural and sideline products, the efficiency of logistics and the integration of cold chain storage and construction and customize the individualized service for agricultural products. The platform will improve rural e-commerce through cooperation to vigorously promote the integrated development of urban and rural economies. It is also needed to cooperate with national policies to enlarge national ecosystem protection extent to vigorously support the country's implementation of rural revitalization strategy, accelerate the modernization of agriculture and rural areas and establish a sound urban-rural integrated development system and policy system. General Secretary Xi Jinping once mentioned for many times that the quality and safety of agricultural products are still relatively fragile and quality and safety incidents may occur from time to time, which has become a pain in our hearts. China has a large population base, and the narrow spread of food safety and hygiene awareness has led people lacking awareness of preventing food safety and health issues. Safeguarding the food safety of people is conducive to stimulating healthy growth of food industry and further promoting the social progress. On the basis of actively coordinating with the national construction, "Eatathome" APP platform cooperates with rural cooperatives, the birthplace of modern agricultural industry and rural retailers to protect food health of the public, ensured the green, fresh and fair prices and other demands of the platform users in selecting ingredients. After people have solved the problem of eating, eating in a healthy and safe way has become the top priority. At the same time, taking advantage of the "Internet +", the platform breaks the traditional sales model, increases farmers' income and promotes agricultural development. It not only satisfies the concerns of the masses of people about the time and distance required to purchase ingredients, but also minimizes the insecurity of ingredients, effectively urges the development of social economy and also stimulates the healthy development of food industry.

##### B. *Helping to Improve the Eating Habits of Urban Residents*

As the basis for human beings to carry out normal activities and connect with the world, eating is also threatened by health problems. From the user's point of view, people's choices, habits, processes and concepts in eating behavior may have a beneficial or harmful effect on their own health. Good and healthy eating behavior can help users building up a healthy mental, physical and social state; on the contrary, irregular and unsafe diet may damage users' health and even cause related diseases. Increasingly serious food safety and dietary health crisis have become a phenomenon of great concern. With the all-round coming of experience economy today, users are pursuing a healthier life experience. [7] In this research, a questionnaire on "Users' awareness and willingness of improving their sub-health

status in urban low-carbon life” was made. The survey result shows that those users who believe that they have sub-health status accounts for 72.6%; those users who regard healthy diets have good effect on improving people's sub-health status accounts for nearly 75% and the “Dietary Status” option has also become popular, indicating that people are hoping to particularly improve their eating habit in terms of improving individual health; 75% of the users encounter difficulties in improving sub-health status due to living and employment pressures. Under the influence of long-term pressure and social development and family environment, the trend of sub-health will inevitably rise. "Eatathome" APP can save women's time and reduce women's burden in doing housework to some extent a certain amount of time to reduce the burden on women on housework, while ensuring that men can eat fresh and healthy ingredients after a day of work. It can also help to improve the individual diet of those who have no time to do sports or adjust mental status due to busy working time or heavy housework and alleviate the sub-health status caused by unhealthy diet caused by the matter of time. This is the most effective way to improve the diet. On the basis of actively promoting social development and progress, the "Eatathome" APP platform focuses on improving individual sub-health issues. The diseases caused by fast-food mixed with heavy oil and salt and unidentified ingredients have caused current people having a fear of eating, while the concept of green and fresh presented on the "Eatathome" APP platform is in line with people's demand for eating health.

### *C. Helping to Reduce Harmful Substances and White Pollution*

Due to rapid development of the social economy, some unscrupulous merchants continue to reduce food quality, mix harmful substances in food in order to maximize their own interests, so that many events endangering people's life safety and health such as “Clenbuterol” and “tainted steamed buns” occurred successively. China is one of the top ten producers and consumers of plastic products in the world. The white pollution caused by fast food boxes has gradually eroded our normal life. According to the disclosed data of Meituan and Baidu Take-away, the daily order volume is up to 7 million. Calculated on the basis of 1 plastic bag for each take-away order and 0.06 square meters for each plastic bag, the daily average plastic bag will cover 420,000 square meters, equivalent to 59 football fields. Consumers may still use small plastic bags when shopping for food in the supermarket, although they are charged for the plastic bag at the checkout counter according to the Plastic limit order issued in China. China strongly advocates implementing the healthy China strategy with the purpose of improving personal food safety. Today's urban workplace groups are highly dependent on take-away food. Irrational eating habits and unsafe ingredients are affecting human health in a subtle way. "Eatathome" APP platform advocates a concept of healthy diet, publishes dietary guidelines suitable for different populations, guides residents to form scientific dietary habits and promotes healthy food culture construction, which can effectively reduce the harm caused by white pollution to nature. This platform can not only help users

selecting good ingredients, but also help maintaining ingredients moisturized and fresh provided that environmental pollution is reduced as it often gets the ingredients packaged in basket in the process of delivering to the transportation company. This is beneficial to people's health.

## V. CONCLUSION

The rapid development of information technology against the background of the new era has promoted the great development and prosperity of e-commerce and promoted the rapid integration of e-commerce and real economy to a larger extent. The modernization of national information and industry requires creating new application for the O2O model which is also important for adjusting the economic structure. "Eatathome" APP platform is operated in O2O operation mode, effectively integrates the online shopping with offline market, realizes the mutual benefit of buyers, sellers and the network platform, improves the sub-health status of urban people and people's healthy living quality, promotes the harmonious co-existence between man and nature and forms a green development and green life pattern in order to jointly create a harmonious future.

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