

Research on the Online Experience Workshop Design of Beijing Carved Lacquerware from the Perspective of Service Design

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Abstract:

Beijing carved lacquerware is an important category of Chinese lacquer craft, which has unique craft value, cultural value and experience value. However, its value transformation is an important and urgent issue at present. This paper adopts the method of service design, taking “Qi xi” online experience workshop as a sample, creates the online experience cultural space of Beijing carved lacquerware, expands the breadth and depth of its contemporary inheritance, and then provides a new overall solution for the creative transformation of traditional crafts.

Keywords:

Service Design, Beijing Carved lacquerware, Online Experience Workshop

1. Introduction

Chinese traditional lacquer craft has a long history, and Beijing carved lacquerware is one of the most important and unique craft varieties. Specifically, carved lacquerware refers to the lacquer craft in which the optimized Chinese lacquer is coated layer by layer on the surface of the carcass, and after the lacquer layer is coated to a proper thickness and hardness, the pattern is embossed on the lacquer surface with a carving knife. Beijing carved lacquerware, as a typical representative of Chinese traditional crafts, is a vivid embodiment of the excellent national cultural traditions and also an important carrier of Chinese traditional artistic spirit and material culture. However, with the rapid development of digital technology and the decline of traditional culture, the contemporary development of Beijing carved lacquerware has fallen into a dilemma. In 2006, it was listed in the first batch of national intangible cultural heritage. In the new era, Beijing carved lacquerware has always maintained its exquisite skills and unique cultural connotation, which is relatively stable. However, in the face of the opportunities and challenges brought by the development of the times, Beijing carved lacquerware needs to keep pace with

the times and deal with its contemporary inheritance and development with innovative ways.

Historically, the inheritance of traditional crafts mainly includes the cultural inheritance of precept and example, the experience inheritance of understanding, and so on. Beijing carved lacquerware is no exception [1]. That is to say, the inheritance of Beijing carved lacquerware is a cultural transmission with craftsmen as the carrier, and it depends on positive interaction with the receiving groups. The inheritor and the experiencer realize cultural inheritance through communication and interaction, so personal feeling and experience are important factors [2]. The contemporary inheritance and development of Beijing carved lacquerware is a systematic project, in which people are the most important component [3], humanistic experience is an important link, and the application of digital technology is a necessary means [4]. In the design context, it reflects the online comprehensive experience of taking users as the center, feeling, understanding and participating in Beijing carved lacquerware craft culture. In addition, studies such as “Jinqiao Chuida” [5] and “Shanxi Story” [6] have also affirm the unique value of online experience in the inheritance and development of intangible cultural heritage with practical cases and evidence.

However, through the fieldwork, it is found that there are still many problems in the online experience of Beijing carved lacquerware, such as hollow experience content, single interactive way of online experience and lack of sustained experience motivation. Because of this, service design has brought new cracking idea, which can help enterprises to improve user experience in an all-round way [7]. Service design, as a user-centered integrated design method, improves or innovates existing services [8] and makes effective plans to accomplish the established tasks [9]. Service design provides a set of overall solutions that focus on the service process and the depth of user experience, and emphasizes the interactive behavior and value creation of stakeholders in the service system [10]. Based on this, the design of the online experience workshop integrates Beijing carved lacquerware craft and cultural elements, designs good experience contact points, expresses intangible experience in tangible service design language, creates online cultural space of Beijing carved lacquerware, promotes the transformation of contemporary value of Beijing carved lacquerware, expands the depth and breadth of its inheritance, and provides new ideas for the contemporary development of traditional crafts.

2. Materials and Methods

This research and practice case “Qi xi” is a company’s online experience workshop of Beijing carved lacquerware. The company is an outstanding enterprise in Beijing, with complete conditions such as production technology, environmental space, materials, tools and human resources for Beijing carved lacquerware. On the one hand, they are committed to creating excellent products and inheriting classics; On the other hand, they are eclectic, brave in innovation, and explore the road of transformation of Beijing carved lacquerware creation that meets the requirements of the development of the times, which is an excellent sample selection. According to the characteristics of the project, the experience ways of Beijing carved lacquerware are considered. Each project adopts 2-3 kinds of experience forms, which more stereoscopically demonstrates the multi-level technology and the richness of cultural connotation of Beijing carved lacquerware.

2.1. Design Cycle

There is no definite process for service design. The service design process of “Qi Xi” can be summarized into three main stages: the first stage is to define the service object, including analyzing historical documents, determining the service scope, defining the user role, identifying key factors and potential influencing policies; The second stage is the construction of user experience map, including the analysis of user behavior and contact points in specific experience situations, the discussion of uncertainty, the analysis of pain points and opportunities, and the construction of user experience map. The third stage is the design and improvement stage of “Qi Xi”. Through the user experience map, the design requirements of “Qi Xi” are obtained, then the design scheme, contact point design details and usability evaluation are put forward. The research of “Qi Xi” takes the experience situation of Beijing carved lacquerware as the main thread, explores the process of user experience from a global perspective, explores the multi-level value of Beijing carved lacquerware culture from simple to deep, analyzes the pain points in the process of user experience, and digs the design opportunities in depth. Then users can not only experience the unique technical value and inner spiritual value of Beijing carved lacquerware, but also get satisfaction and sense of accomplishment from it, and realize the promotion of personal value.

2.2. Personas

Personas is a formal model and an effective means to obtain and convey the basic information of users. Starting from the role dimension, through preliminary research, we collected the personalized needs, interests and expectations of users, as well as the set of behavior patterns related to the project, and summed up the comprehensive model of target users, namely personas [11].

Personas					
	Basic properties	Key differences	Character type	Profile	Self solving ability
Persona 1	Mr. Man lacquer carving artist Age 75 Residence: Beijing	Beijing carved lacquer creator Senior experts	Primary user	He has been engaged in Beijing lacquer carving for more than 50 years and is still in the forefront of creation. He has been awarded senior lacquer carving technician, lacquer artist, Beijing first-class arts and Crafts Master, a typical figure in China's arts and crafts industry and an art master in China's arts and crafts industry	All alone
Persona 2	Ms. Li Industry collector Age 45 Residence: Beijing	Have some research on Beijing carved lacquer culture; Pay attention to Beijing carved lacquer Beijing carved lacquer buyers	Primary user	The director of Beijing Hotel Collection Art Center is committed to collecting excellent art works and promoting cultural exchanges at home and abroad through exhibitions	Need assistance
Persona 3	Zhou Bochun Vocational student Age 21 Residence: Beijing	Beijing carved lacquer learners	Primary user	Students majoring in Arts and crafts learn Beijing lacquer carving skills and plan to engage in Beijing lacquer carving work	Need assistance
Persona 4	Mr. Shi Professional individuals Age 35 Residence: Beijing	The founder of a company, engaged in the creation of carved lacquer in Beijing in his spare time	Secondary user	Beijing lacquer carving creators and enthusiasts have made in-depth research on Beijing lacquer carving culture	All alone
Persona 5	Mr. Min lacquerware repair Age 42 Residence: Beijing	Have deep professional experience have personal opinions on traditional culture, and constantly improve the professional level	Secondary user	Graduated from the Academy of Fine Arts of THU, and is now a research librarian of the Palace Museum, engaged in lacquer restoration	All alone
Persona 6	Ms Jiang Company director Age 38 Residence: Beijing	She has a certain carving foundation and meets the emotional needs and value realization through the experience of carving lacquer in Beijing	Secondary user	The supervisor of a consulting company has free time, is interested in traditional culture and likes traditional handicraft experience	Need assistance

Figure 1. Persons of “Qi Xi”.

In short, personas describe different types of users according to different behaviors and needs [12]. Each persona is a reference model that represents a specific type of

users. The more real the prototype is, the more it becomes a real persona, fully expressing the needs, desires, habits and cultural background of a specific user group [13].

First of all, in-depth interview, observation and experience are adopted to obtain user information, including the concerns and needs, current situation, difficulties and expected experience of Beijing lacquer carved. Then list common user characteristics, behaviors and attitudes, and turn these common characteristics into “one person” to shape their personas. The target groups of “Qi Xi” can be divided into advanced users, ordinary users and junior users, and then divided into primary users and secondary user according to their external and internal attributes. (Figure 1) The persona model is built with the advanced users as the focus of analysis.

2.3. Experience Journey Map

The experience journey map differs according to different usage situations, but at present it tends to use a general pattern, including the staged experience process, interactive actions and behaviors, emotional experience in each stage, contact details, pain points and opportunity points. “Qi xi” experience journey map can be divided into three stages: before, during and after the experience. On the basis of systematically sorting out user experience scenes, interactive behaviors and experience emotions, this paper analyzes experience contact points, demand points, pain points and opportunity points, and draws a user experience journey map. The user experience journey map is convenient to sort out the whole process of user experience, find out the experience contact points from three stages: before, during and after the experience, and optimize and transform them accordingly. (Figure 2)

Experience stage	Before experience	In experience					After experience	
Behavior	Understand and book	Decide to make the product	Select material	Making	Completed	Online exhibition	Take photos	Social analysis
Emotion								
The contact point	APP Wechat official account Online workshop	APP Wechat official account Online workshop	The container body, material bag	The container body, material bag, mobile phone	Beijing carved lacquer works	APP Wechat official account mobile phone	Beijing carved lacquer works, mobile phones	Beijing carved lacquer works, mobile phones
Pain points	1.It's hard to find experience information. 2.The reservation channel is not smooth. 3.Users' personalized needs for Beijing carved lacquer cannot be maximized.	4.It is difficult to choose the product type. 5.Lack of production experience and lack of aesthetic feeling. 6.Single promotion channel and low recognition.					7.Product placement is monotonous. 8.The experience is over so you get enough. 9.No communication after experience.	
Opportunity points	1. Create an experience column. 2. Simplify the booking process. 3. Combine online and offline to provide experience information services.	4. Provide sample reference and online tutorial. 5. Develop online tutorials and modify them according to prompts; Offline craftsmen to assist adjustment. 6. Expand the promotion channels for carved lacquer products.					7. Provide accessories for product display. 8. Designed and made DIY material package of carved lacquer products. 9. Experience evaluation and exchange area.	
The user needs	1. Be familiar with product and experience information. 2. Online booking.	3. Select products that are both beautiful and meet actual needs as production objects. 4. Successfully complete the work and get a sense of achievement. 5. Personalized product customization.					6. Show your taste. 7. Like-minded friends.	

Figure 2. Experience journey map of “Qi Xi”.

First, analyze the pain points and demand points. The emotional experience of the target users is obviously depressed, such as: the experience information is difficult to find, the booking channel is not smooth, the design and production experience is insufficient, the finished product is not ideal, and there is no communication after the experience. Based on this, it is clear that the needs of the target users mainly include:

before the experience, the relevant information can be obtained smoothly, and the booking channel is smooth; In the experience. In the experience, users can successfully complete their works and get a sense of accomplishment; After the experience, users can communicate, show their personal skills and show their personal taste [14]. Secondly, tap the design opportunities, including opening up experience columns, expanding communication channels, showing online skills, and improving the content and standards of experience material packages. Finally, design and improve the online experience scheme of Beijing Carving Paint, which mainly includes online booking, appreciation of fine products, skill learning, experience customization and sharing, to form a complete system that covers users' experience needs at different levels, and create the online cultural space of Beijing carved lacquerware. These most important touch points of "Qi Xi" are designed as an APP that connects online and offline Beijing lacquer products and service experiences. "Qi Xi" APP can provide users with services such as experience booking, work category selection, design and production experience, exchange and sharing of carved lacquer works, and experience evaluation.

3. Results and Discussion

In response to the changes modern life style, we should creatively transform the forms of Beijing lacquer products and services, and provide a new path for activating Beijing lacquer craft culture. The "Qi Xi" design based on the service design method can effectively grasp the actual needs of users, attract users to participate in the whole process of craft experience, and guide users to obtain the maximum experience value from the process of physical experience, situational experience and artistic conception experience [15]. Through online experience, we can strengthen the integration and participation of products and services of Beijing carved lacquerware, improve the rationality of intangible derivatives design and the satisfaction of users with products, and then expand the breadth and depth of the inheritance and development of Beijing carved lacquerware.

3.1. Experience and Service Upgrade Promote the Value Transformation of Beijing Carved Lacquerware

Service concept encourages enterprises to change from providing material products to providing functions or results. In other words, enterprises can meet the needs of users by adding services [16]. The design and production concept of Beijing carved lacquerware contains rich Chinese culture. All kinds of carved lacquerware are the materialized forms of culture and the concrete manifestation of Chinese traditional culture. Therefore, for users, the cultural significance and cultural experience value carried by Beijing carved lacquerware and techniques are greater than the value of the lacquer wares themselves. The focus of experience design lies in how to convey more cultural connotations and experience values to users through Beijing carved lacquerware experience design. In the design of "Qi xi", on the one hand, it emphasizes the original presentation of classic utensils, exquisite skills and craftsman spirit of Beijing carved lacquerware. On the other hand, by appreciating, participating in design and experiencing handicraft skills, the output of content and services can be realized, and the consumption of products can simply be transferred to the personal experience of craft culture. When the consumption of carved lacquerware in Beijing changes from carved lacquerware ware to experience services around utensils, skills and culture, the intangible, systematic and iterative experience services will have the

opportunity to create greater value, which will expand a new development path and inheritance channel for Beijing carved lacquerware.

3.2. Multi-scene and Immersive Experience can Extend the Inheritance Depth of Beijing Carved Lacquerware

“Qi xi” is based on the craft culture of Beijing carved lacquerware, and its main clue is the making process. Through the specific experience scene and process design, the exhibition, production, sales and experience will be connected, and multi-point interaction will be set up to create a platform for sharing and communicating the craft culture of Beijing carved lacquerware, so that it can permeate people’s daily life. Before the experience, understand and deepen the understanding of Beijing carved lacquerware culture through the media; During the process of experience, communication, study and production with Beijing lacquer artists can not only deepen the experience of Beijing carved lacquerware skills, but also produce rich comprehensive experience feelings in the heart; After the experience, users form their own understanding of Beijing carved lacquerware culture, return to the living world, share and exchange, and attract more groups to join in the experience [17]. “Qi xi” not only pays attention to the experience service in each stage, but also provides different experience levels for different types of users. For the main users, they not only experience a high sense of participation and immersion, but also gained an all-round improvement of their abilities; For secondary users, it is not only a sensory experience such as vision, hearing and touch, but also a journey of deep experience to mobilize their inner feelings. has become a way for modern people to master art and a creative means for people to master art life independently. The traditional craft online experience has become a way for modern people to master art, and a creative means for people to master art life independently.

3.3. Cultural Leisure Experience can Expand the Inheritance Breadth of Beijing Carved Lacquerware

Beijing carved lacquerware has strong regional characteristics, single channel of communication and low awareness, which makes it difficult for users outside Beijing to reach it. “Qi xi” combines the favorable factors of Beijing’s tourism, culture, customs and other social elements. Through digital technology, it spans the boundaries of time and space, and expands the limited space of traditional handicrafts, which was originally closed and workshop-style, into an open, cultural and recreational online space. The social inheritance network of Beijing lacquer culture has been built, and the inheritance breadth of Beijing lacquer has been expanded.

4. Conclusions

This paper discusses the design and research practice of “Qi xi”, an online experience workshop of Beijing Carved lacquerware, and demonstrates the effectiveness of the service design method, which has changed from an isolated process to creating experiences and services that consider the entire system. The thesis showed that the service design can optimize the online experience process of Beijing carved lacquerware, help enterprises to provide users with systematic and complete overall services and enhance the service value. Moreover, it can greatly expand the breadth and depth of the inheritance of Beijing carved lacquerware, which is conducive to solving the protection and inheritance of contemporary Beijing carved lacquerware. Therefore, it is suggested that the service design method should be

adopted and the human factor should be integrated into the whole design process. If future research explored the contemporary value transformation of traditional crafts, it will be beneficial. It is expected to helping handicraft creators, inheritors and researchers broaden their thinking, so as to promote the integration of intangible cultural heritage into modern life.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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