

BUYER STORE STYLE INTEGRATED EXPERIENCE COURSE INTENSIVE PLATFORM

Fanxuan Meng, Industrial Design 2102, sophomore

Dainan Xu, Industrial Design 2001, junior

Weiping Mo, Master's Degree, lecturer

Donghua University

Shanghai

Abstract

In recent years, the consumption mode in the form of experience courses has emerged in an endless stream, determined to give consumers immersive personal experience, but the lack of effective overall supervision and management of the industry and the bad competition in the market lead to abnormal development, low threshold, no supervision leads to the quality of the course cannot be guaranteed, mostly for profit, lack of actual research; The form of the course is greater than the content, and the phenomenon of entertainment is serious. The state has not yet issued relevant regulatory regulations in this regard, and the multi-polarization pattern of the market is still serious, which cannot effectively regulate the industry players. Therefore, in the project of "Knowledge Tour Group", our team established an integrated experience class intensive platform like a buyer's shop. In the form of Internet + experience course, we will intensify relevant small and

medium-sized enterprises, give full play to the advantages of industrial agglomeration, strengthen the organic connection within the cultural team cluster, and realize the growth of industry players and expand the market influence while driving the development of economy. So as to further promote the national culture and art education, improve the humanistic quality, promote the change of consumption concept, from the material to the spiritual demand for a better life, promote the transformation of cultural structure, establish the confidence.

Key words: experience courses; Internet + experience course; art education

1 Background and significance

According to a document from The State Council, with the optimization and upgrading of China's industrial structure and the acceleration of urbanization, cultural creativity and design services have been running through various sectors of the economy and society, showing a trend of interaction and integration. Promoting cultural creativity and service design is a new growth point of the national economy. Promoting cultural inheritance by science and technology is an important way to promote the digital and networking process of production, dissemination and consumption of cultural products and services, and to explore, protect and develop China's own culture and skills.

Our team is committed to creating high-quality experience courses, increasing user experience under the premise of ensuring quality, to set an example

for the industry curriculum standards; In addition, we absorb a large number of excellent experience course teams, through the interview and screening, to achieve and expand the experience course intensive platform, in order to drive the industry purification and update the experience course training education market model, shoulder personal and team social responsibility and social significance for this kind of market.

Last year, we began to practice the experience course project, independent research and development of courses, widely praised. Based on this, we have designed three courses including rolling tea, coffee and raw lacquer. In the next two years, our team will continue to polish and produce 3-5 high-quality courses; Moreover, we will establish an integrated experience class intensive platform like a buyer's shop, and plan to enter into two-way cooperation with 8-10 high-quality experience class studios and move into the platform.

2 The technique, method, or form of project implementation

Project implementation process: Achieve the final "fun Tour" platform maturity in the form of three steps.

1. Curriculum development and absorption of the first batch of B and C terminal through the "horizontal" curriculum design and "vertical" customer feedback to complete the course development and absorption of tourists

[Horizontal] In the early stage of course development, according to the data collection and collation, confirm the topic selection, and establish the course

draft and framework; Learn and refer to the existing courses of similar topic selection, extract the core content and model through collective discussion, and determine the selection and design of the relevant content and model of the course; On this basis, improve the course teaching plan. [Vertical] carry out courses and road shows by targeting college students and school-enterprise cooperation groups; Collect customer feedback, and according to different customer needs, improve the course teaching plan, to achieve concrete analysis of specific problems; Through the collection of emotional understanding, after the team discussion and discussion, summed up the common plan, to achieve a qualitative leap. At the same time, through each course and road show, to absorb and stabilize the target group to the community with the course quality.

2. Establishment and drainage of the integrated experience class platform of the shopping shop.

1) Our team will learn from the core parts of the existing online shopping store and confirm the necessary plates and framework of the online shopping store platform.

2) Through JavaScript, Html Css and other writing tools and design software such as Mastergo for independent UI design, with the help of the official wechat small program development platform, the establishment of the online shopping store integrated experience class intensive platform.

3) Promote it to the communication channels such as community and tipsy gathering, transform the concept of single experiential course into an intensive

platform for experiential courses of "awareness tour group", and convert the initial course attention accumulated in the past into platform attention.

3. Team interview, cooperation and expansion of user groups to attract excellent teams and user groups

1) Team interview with other excellent experience course studios through the website and network introduction, after the team assessment, to seek a group of excellent teams, take the initiative to explore the possibility of cooperation.

2) Other experience course studios apply to join other studios on the platform and get the intention of our team platform, submit the intention application to the platform, and introduce to the platform after the team assessment.

To enter the platform, the studio team is required to provide corresponding course publicity videos or course videos with universal content to stimulate the interest of customers, so as to reserve offline courses of their studios through our platform, so as to further expand the scope and attract new customers. At the same time, it will attract the cumulative customers of the studio to the platform, and realize the intensive sharing of customers and attention of the studio.

3 Project content and phased implementation plan

Based on service design, the overall strategy promotes the training of experience courses to move forward to the next step, promotes the transformation and development of cultural structure and takes increasing the cultural confidence of the Chinese people as the ultimate goal, builds a shopping shop-like integrated

experience course collection platform, takes "fun Tour Group" as the brand, and on the basis of continuous independent research and development of courses, Constantly absorb and integrate excellent offline experience course team courses, establish a third-party platform, create an intensive online sales, offline experience business model, and form a cultural design service industry chain based on experience course, set cultural output, design innovation, production and publicity and experience service as one. Organizing group construction for the company, organizing quality development activities for the school, organizing parties for friends, and organizing entertainment activities for the whole people to provide efficient inquiry, booking and experience services. It aims to let consumers see good courses, learn good knowledge and get good culture. Besides enriching citizens' leisure life, it promotes the market precipitation of experience courses and training, and realizes social responsibility. In response to the call of the state, through relevant courses to complete the popularization and inheritance of Chinese culture, promote the transformation of cultural structure, to achieve cultural confidence.

4 Development planning

Short-term: constantly polish and improve the existing curriculum on the basis of development, form a mature curriculum system, enhance the quality of curriculum experience and content; Our team will continue to polish and produce 3-5 high-quality courses to increase the diversity of courses. It is expected that in

the coming year, more than 20 road shows will be held for each course, which will gain greater influence and reputation from schools, enterprises and passers-by. It is expected to gain more than 3,000 fans. At the same time, we will build a shopping shop-like integrated experience class collection platform, create a mini program platform, conduct 2-3 trial operations, and gradually improve the related development and structure of mini programs. Medium and long term: transfer the self-developed courses to the shopping shop-style integrated experience course collection platform, divert customers and form the first batch of stable customers, with an estimated number of more than 200; In addition, in the next two years, we plan to seek excellent offline experience course teams, negotiate two-way cooperation with 8-10 high-quality experience course studios and move into the platform. On the basis of ensuring the quality of courses, we will continue to increase the types of courses on the platform, and it is expected that there will be more than 8 courses in the two categories respectively, gradually forming an experience course ecology and providing a display platform for the team. Also for consumers to provide a platform for communication. In the next five years, it will continue to expand its influence from college students to primary and middle school students, providing new choices and guarantees for their quality development; From young people to the whole people, let the whole people participate in the storm of culture, understand the Chinese own culture, form national pride, really achieve the change of people's needs and the development of cultural structure.