

Research on the service design strategy of youth health tea based on system innovation

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Abstracts. Taking the improvement of youth health problems as an entry point, it provides new ideas for social responsibility linkage, user experience optimization, and brand innovation in youth wellness tea business operations. Analyze youth consumption and health characteristics through desktop research, and conduct user research on health-supporting youth. Based on the ecosystem map model, analyze the existing health tea product service system, and extract the linkable contact points between the constituent elements of the health tea service system and social responsibility. Based on system innovation thinking, Chinese medicine culture, and user needs, the youth health tea service system is designed. The service principles of lightness, specialization, emotionality, individuality, and palatable, the co-creation of the youth health tea service model by the government, enterprises, universities, and users, and the system innovation strategy of emotional consumption experience and multi-dimensional brand identification are proposed. It provides a reference value for the construction of health tea service within the university community.

Keywords: youth health tea; service design; system innovation; public good business model; Emotional consumption experience; Multi-dimensional brand identification

1. Introduction

In today's fast-paced and competitive social environment, the China Health Check report shows that the proportion of sub-healthy people in China is as high as 75 percent, and 70 percent of the people suffer from the risk of overwork death, of which the main population is the youth. China Health and Wellness Big Data" mentioned that more than trillions of health and wellness users flocked to China's health and wellness market, and the proportion of youth users has grown significantly. According to the data of China Internet Consulting Network, health tea is the main way of youth health group to keep health, and its proportion is 41.3% [1]. Health tea is a kind of tea drink with tea as the main raw material, guided by the theory of traditional Chinese medicine, according to the special factors and with the characteristics of different ingredients or medicinal herbs to regulate the function of the organism so that it can obtain health or heal and prevent diseases. In recent years, the market size of the entire tea industry has reached more than 270 billion yuan, and the soaring demand of young consumers for health care has also led to the continuous expansion of the market size of the health tea industry [2]. However, there are still many problems in the health tea industry: (1) some merchants cut corners, resulting in doubts about the actual efficacy of the product; (2) consumers are unable to determine the appropriateness between the product and their own, and they lack professional guidance; (3) the existing product and service to meet the consumer's physiological needs, the emotional experience needs to be optimized; (4) the sensory design of the product is outdated and homogeneous; (5) the product is sold as a single product and lack of systematic service. How to drive the innovation of the traditional health tea industry based on the theory of youth user needs and service design, and create a new type of youth health tea quality experience of the "people-products-environment" service system is a problem that needs to be solved in this industry.

2. Desktop research and user studies

Young people are mainly those born after the 1990s, aged 20-30, who wish to maintain good health through various methods of nourishing their lives, strengthening their physical fitness, and preventing diseases.

2.1 Characterisation

Health characteristics. Physiologically, staying up late, lack of sleep, lack of exercise, and excessive preference for high fat are the main bad habits of the youth group hobby[3]. Due to the fast pace of daily life and increasing work pressure, young people after the 90s and even after the 00s also have the traditional need for "health maintenance". Compared with the physical condition under the age pressure of the senior generation, young people have more mental and psychological health problems, such as psychological pressure and anxiety, which prompts them to pay more attention to psychological health problems. On the other hand, the youth group pursues new concepts and methods based on the traditional concept of health maintenance, such as a vegetarian diet and yoga, etc., and agrees that the healthy diet tends to be more diversified. In addition, the youth population lacks a complete, correct, timely, and effective awareness of their health status, which is one of the reasons why young people do not know how to regulate their bodies and why they suffer from sudden illnesses.

Consumption characteristics. In their own exclusive consumption field and consumption mode, young people not only value consumption experience and reject luxury consumption but also care about consumer status and accept consumption symbols[4]. In the process of consumption, they pay attention to brands, pursue personalization and freshness, and prefer intelligent consumption methods. Young people are concerned about efficiency and health, favoring light snacks, new tea and drinks, and other categories with a casual style. Compared with price, they pay more attention to brand resonance, product functionality and usefulness, service experience, and the spiritual pleasure brought by the consumption environment[5].

2.2 User studies

Through the recovery of 126 valid questionnaires and in-depth interviews with 12 people, the analysis of the data of the demand pain points of the youth group of health care: (1) cold and cough, fatigue, hair loss, obesity, mainly internal medicine symptoms; (2) insomnia, depression, agitation, mental stress, mainly mental symptoms of emotional stress; (3) lack of popularity of knowledge of traditional Chinese medicine and health care; (4) the main channels of obtaining health care knowl(10) poor taste and flavor of TCM products.

Three types of user profiles of youth wellness tea services were drawn based on the type of user conditioning symptom demand and the classification of Chinese medicine illnesses: users with internal medicine symptomatic conditioning needs, users with psycho-spiritual conditioning needs, and users with preventive wellness needs, see Figure 1.

edge are the network or bloggers or publicity agencies; (5) the brand effect, recognition and publicity of the brand of TCM health tea in the youth circle is low; (6) lack of access to the value of emotional energy, low self-worth recognition; (7) low authenticity of medicinal herbs leads to low cost-effectiveness of the product; (8) the process of Chinese medicine consultation and medicinal tea brewing service is time-consuming and inconvenient; (9) inconvenient to consult the doctor during daily work and study;

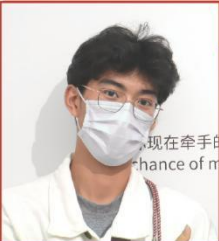


	<p>Internal Medicine Symptoms Conditioning Needs</p> <p>Name: Mr.Chen Gender: male Age: 26 Careers: white-collar worker Monthly salary: 10000 RMB</p> <p>Value orientation: Have concerns about the side effects of the strong medicinal effects of western drug-like medicines. Love the new and interesting concept of health care and health care culture.</p> <p>Common symptom: Cold and cough, fatigue, hair loss, gastrointestinal discomfort, etc.</p> <p>Pain Points: Busy work - less time for specialised health care</p>
	<p>Psychological and mental health care needs</p> <p>Name: Miss.Li Gender: female Age: 20 Careers: university student Monthly living cost: 3000 RMB</p> <p>Value orientation: Strong interest in Chinese medicine and tea culture, Tea enthusiasts who are looking forward to a good and healthy tea.</p> <p>Common symptom: Insomnia, depression, emotional agitation, etc.</p> <p>Pain Points: Traditional Chinese herbal drinks taste bitter, hard to swallow. Emotionally depressing. The healthiness of the current tea products on the market is weak.</p>
	<p>Preventive health care needs</p> <p>Name: Mr.Wu Gender: male Age: 22 Careers: university student Monthly living cost: 2000 RMB</p> <p>Value orientation: Love permaculture in daily life, have certain habits of permaculture, hope to have a more youthful space of permaculture.</p> <p>Common symptom: Seasonal common diseases, etc.</p> <p>Pain Points: Expect cultural trends in rejuvenation and wellness to be explored</p>

Fig. 1. User profile

3. Service Design Strategies for Youth Health Tea under the Perspective of System Innovation

System design is to rectify the chaotic man-made environment with a highly ordered design so that the chaotic environment has a system and correlation. Service design is the process of constructing a service system, which is a service provider, consisting of customers, service employees, service processes, infrastructure and information monitoring and processing, etc. Services include explicit services, implicit services, support facilities, and auxiliary goods, etc.[6], which integrates people with other things, such as communication, environment, behaviors, and materials.

3.1 Integration of brand concepts of Chinese medicine dietary therapy and treatment of future diseases

In 2019, the Opinions on Promoting the Inheritance and Innovative Development of Traditional Chinese Medicine issued by the central government emphasized the need to give full play to the unique role of Chinese medicine in maintaining and promoting people's health[7]. Diet therapy, also known as food therapy, is a method of disease prevention and treatment, health care and wellness, and health promotion by adjusting the diet, paying attention to food taboos and nutrients, and ingesting food scientifically under the guidance of traditional Chinese medicine and modern nutritional theories. The concept of treating the future disease first originated from the Emperor's Classic of Internal Medicine, the concept has been widely used in the domestic health care field, and the importance of treating the future disease has been significantly increased by young people in 2020, after the COVID-19. Although there is no theory of curing the future disease in foreign research, it also focuses on the prevention of diseases. Therefore, the integration of health maintenance and treatment of future diseases into the brand concept can inspire users to resonate with the culture of Chinese medicine and empower the brand.

3.2 Revitalising linkages for poverty alleviation in the Chinese medicine industry

The Outline of the Strategic Plan for the Development of Traditional Chinese Medicine (2016-2030) and the Opinions of the State Council of the CPC Central Committee on the Implementation of the Rural Revitalisation Strategy have elevated the development of TCM to a "national strategy", and the poverty alleviation of the TCM industry will enter a new stage of high-quality development of the industry with the extension of the industrial chain and the tightening of the benefit chain after the initial completion of the poverty alleviation work in the TCM industry. Chinese medicine, as an important raw material for health tea, is a win-win point for the cooperation between the Chinese medicine industry for poverty alleviation and the health tea enterprises, where the industrial side obtains economic gains to improve the living standards of poor households and promote local economic development, and the enterprise side harvests high-quality raw materials to provide users with quality services to establish a good corporate image. The health tea service in the university community can reach multiple stakeholders: offline health tea shops and enterprises, the Poverty Alleviation Division of the Department of Development Planning of the Ministry of Education, the Poverty Alleviation Office and the Logistics Department of universities, young users, raw material suppliers, etc. Based on the design of the service, the commercial value, the goal of revitalization of the TCM industry, the poverty alleviation task of universities, the culture of TCM, and the needs of young users are linked to enhance the sustainable development of the service.

3.3 Proposed Principles of Chinese Medicine Health Tea Service

The status quo of the existing health tea service in today's market: (1) the cumbersome and scenario-restricted process of self-mixing and brewing; (2) the difficulty in determining the suitability of the product and the user's health condition; (3) the product's function is based on the physiological layer of tonicity; (4) the actual efficacy of the product's development and the professionalism is doubtful; and (5) the poor taste, visual and olfactory experience when consuming the Chinese medicine product. Based on the current situation, five principles of TCM healthcare services are proposed: lightness, individualization, emotionality, specialization, and palatable.

Lightness. Simplify the cumbersome process, create a relaxing and recuperative environment, and allow users to obtain an easy and convenient service experience. "Light" is a popular concept of life nowadays, which is characterized by subtraction, focusing on human physiology and psychology, leading people to feel life, listen to the mind, pay attention to the environment, liberate the body imprisoned by the complexity of life, to achieve the sustainable mode of life of returning to the basics[8].

Individualization. Individual users have different health conditions, and the health questionnaire builds the user's health database and needs to recommend suitable products.

Emotional. Provide a physiological layer of conditioning at the same time focus on the humanistic care in the service process, provide users with emotional value to obtain channels to enhance the user's sense of self-worth identity.

Specialization. Develop products and provide professional services based on professionals in Chinese medicine, nutrition, and food science.

Palatable. Provide Chinese medicine health tea drinks that are full of color and flavor. The image of Chinese medicine in the minds of young people is mainly bitter, so the acceptance of drinking among young people is relatively low. Optimization of the visual, gustatory, and olfactory dimensions can improve user stickiness.

3.4 Optimising service touchpoints

There are various kinds of service touch points in the service process, and the feeling of the touch points directly or indirectly affects the user's experience and service quality. Service touch

points can be classified into three categories: physical touch points, media touch points, and human touch points[9]. In the service process of existing health tea shops, there is still much room for optimization of various types of service touch points, based on this, we propose a way to optimize the touch points in TCM health tea service, see Figure 2.

 <p>Offline shop Physical Contacts</p>	<ul style="list-style-type: none"> · Shop Scent - Refreshing Medicinal Fragrance · Health and Wellness Guide Booklet · Spatial Environment Creation · Brand extension - IP, packaging, tableware, etc. · Product menu, affordable prices, etc. · Background Music - National Trend
 <p>Online platform Media Contacts</p>	<ul style="list-style-type: none"> · Health Questionnaire - Health Report · Pro-poor incentives - emotional value provision · Promotion of Chinese Medicine and Health Care Knowledge · SMS message push · Pickup details, payment information · Map location, product details, flavour selection
 <p>Service personnel Human contact</p>	<ul style="list-style-type: none"> · Product Introduction and Health Consultation · Dress Code - New Chinese Style · Bread expression and attitude of shop assistant - friendly and warm · Cashiering, production, packing

Fig. 2. Youth Health Tea Service Contacts

4. Design of a Youth Wellness Tea Service System for University Communities

4.1 Service systems co-created by businesses, government, universities, and users

Sorting and integrating the basic units and flow elements related to the service system of TCM health tea to construct a map of the youth health tea service system in the university community, see Figure 3.

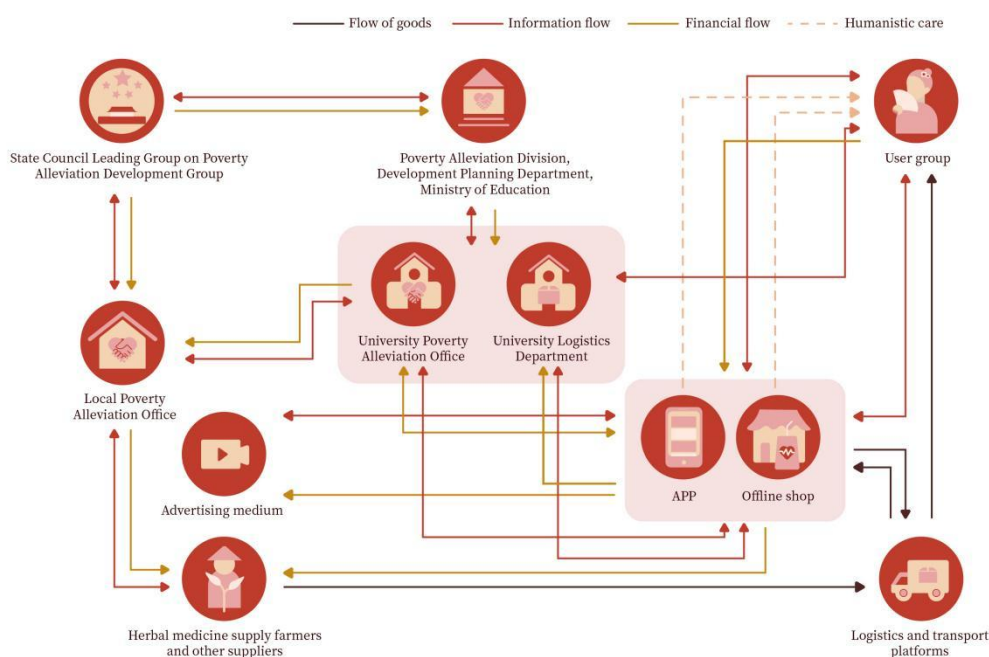


Fig. 3. Youth Health Tea System Map

4.2 Emotional consumption experience

Donald Norman in Emotional Design emphasizes emotional design at three separate levels: instinctive, hierarchical, and reflective. The Behavioral layer refers to the emotions consumers get from the use of products[10]. Based on the content of poverty alleviation in the Chinese medicine industry, the shopping points obtained in the process of regular health tea service are transformed into "poverty alleviation points", and the points are visualized and mapped into the image of a "poverty alleviation tree", which reflects the growth process of the user's "poverty alleviation tree". At the same time, the visualization of the points is made by the user to poverty alleviation, thus enhancing the user's sense of participation in poverty alleviation and the sense of achievement. In general, when users are in poor health, their emotional level is relatively low. Humanistic care for users through online message pop-ups or offline service personnel's blessing language and text can bring positive emotional orientation to users, to obtain the experience of the psychological layer, to make the products and services rich in warm emotional relationships.

4.3 Youth Health tea applet design

Based on the Chinese medicine health culture and the existing tea ordering applet in the market, create a new youth health tea service applet, its main information architecture and part of the interface display are shown in Figure 4 and Figure 5.

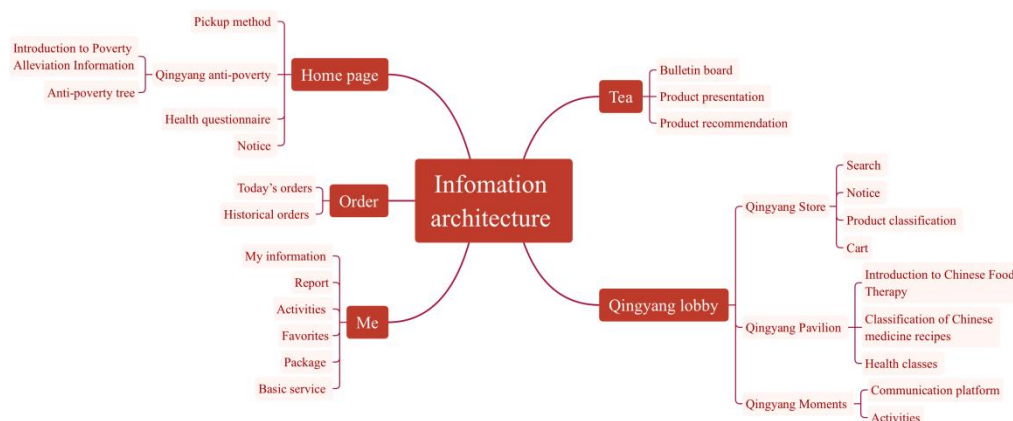


Fig. 4. Main Information architecture of the Youth Health Tea applet



Fig. 5. Interface design of the Youth Health Tea applet

4.4 Multi-dimensional brand identification

The traditional brand is mainly recognized by a two-dimensional visual logo graphic system. However, in today's stimulating market competition, the brand is an important means of establishing personality characteristics, a single visual dimension of the logo graphics has been difficult to meet the needs of consumer users and the brand of effective multi-dimensional exchange of information between the multi-dimensional sensory shaping three-dimensional brand image not only in the visual can help consumer users and the brand for a more comprehensive, complete and differentiated interactive identification. Consumers interact with the brand through the visual, auditory, tactile, gustatory, olfactory, and other perceptual systems, and based on a multi-sensory integrated way to create a certain cultural organism, which leads to a new form of life and consumption concepts[11], through the online and offline dual-platform operation, the youth of the health tea service to establish a new brand's multi-dimensional recognition system is based on new Chinese style (visual), trendy Chinese songs (auditory), fresh and refreshing herbal aroma (olfactory), delicious Chinese medicine (gustatory) and interactive knowledge of Chinese medicine culture (tactile).

5. Conclusion

People's health problems are showing new trends and characteristics with the change in the social environment, and the consumer services they receive are also experiencing an upgrade from realizing basic functional needs to obtaining emotional experience satisfaction. In the context of the new era, the health problems and consumption behaviors of today's youth population are representative. The construction of the youth health tea service system should be based on the pain points of the user population's needs, the current situation of the industry, and the health and consumption characteristics of the user population, integrating the culture of traditional Chinese medicine with industrial poverty alleviation, the public service model of multi-party co-creativity, the emotional consumption experience, and the multi-dimensional identification of the brand, to bring the users high-quality products, warm experience, physiological and psychological health care, and good traditional cultural connotations, and to provide a good service for the youth in the new era. It provides a reference value for the ecological construction of the health tea service system and user experience optimization in the university community in the context of the new era.

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