



# ***Final Presentation***

***Product Service System Design***

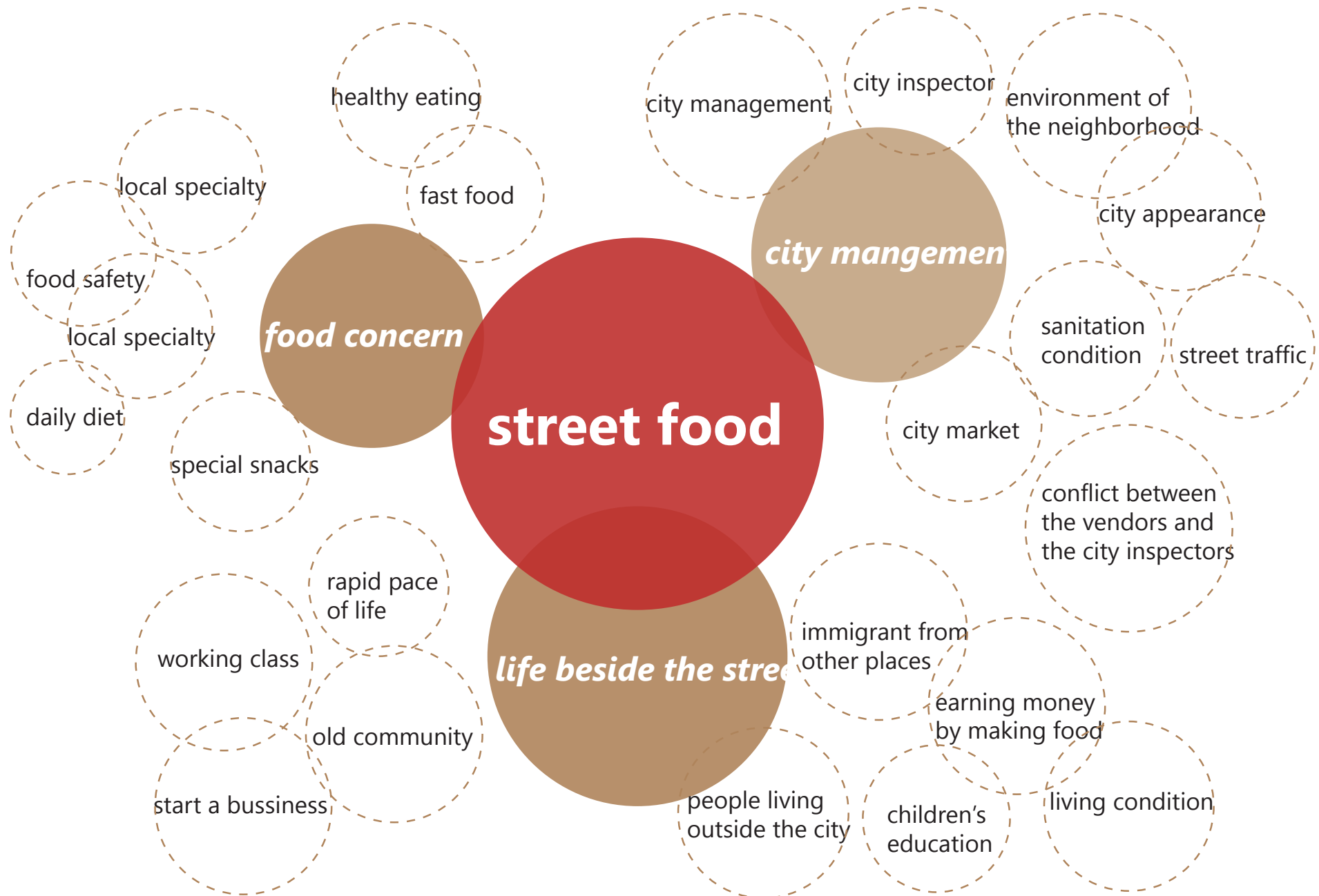


Member: Xueliang Lee, Jingwei Zhao, Zuojun Zhu

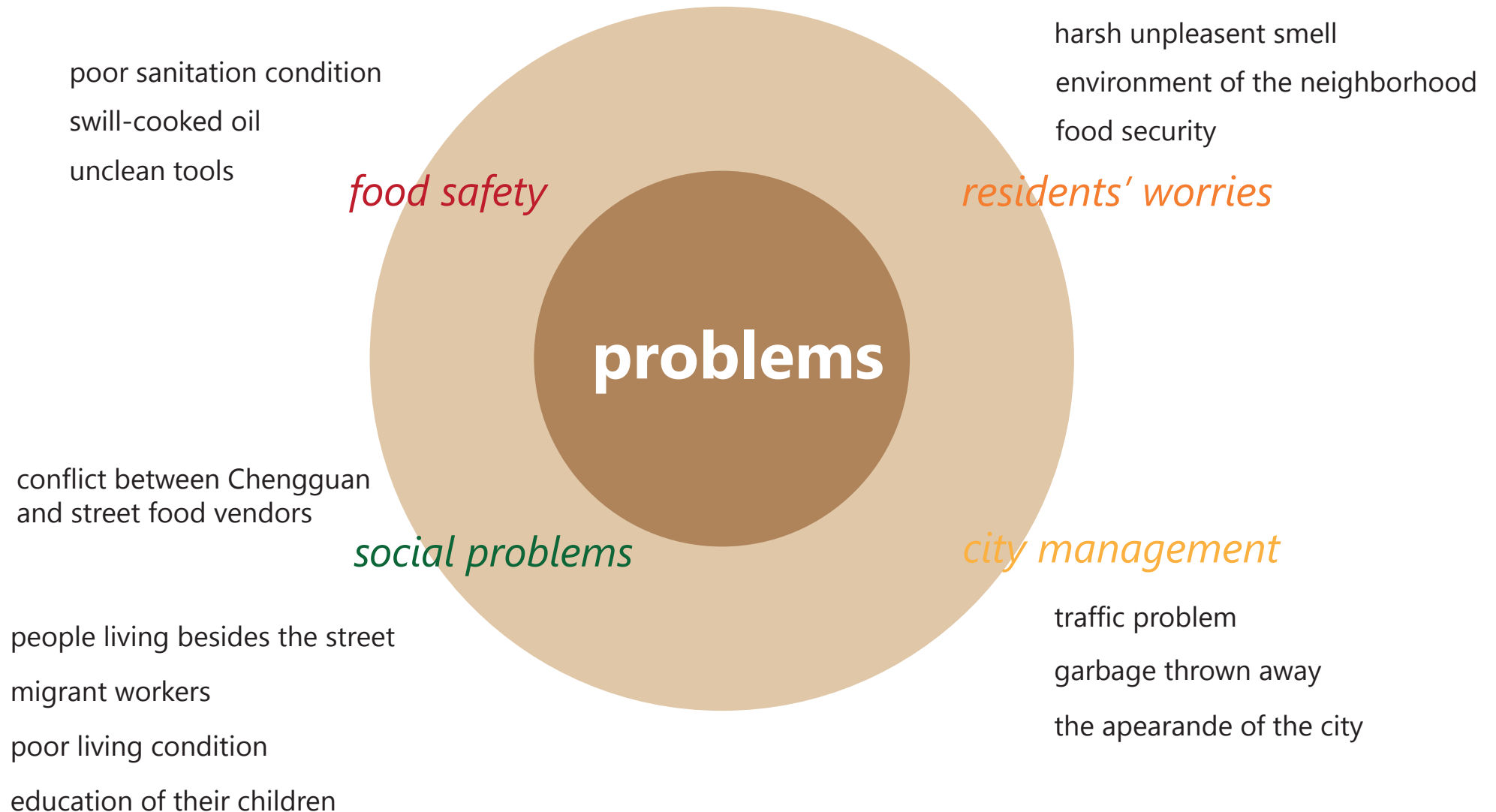


Mentor: Miaosen Gong

# ☉ brainstorm



# ☯ define the problem





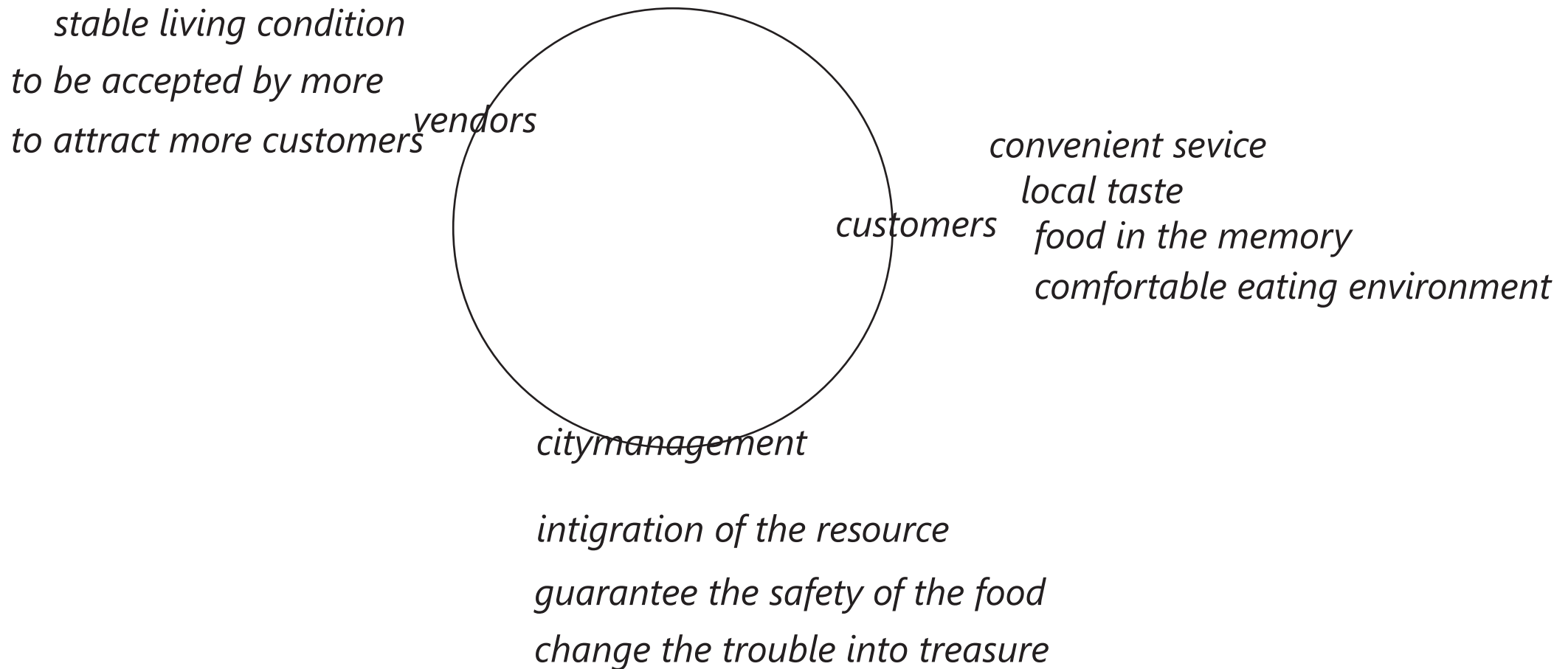




<b>character</b>	<b>Questions</b>	
	<b>the vendors</b>	<b>customers</b>
<b>basic information</b>	1.age, family, living condition, income, daily life... 2.habit, interest...	1.age, profession, income, family, ... 2.lifestyle, interest... 3.food preference, eating habit
<b>about the situation besides the street</b>	1.the period of selling food on the street, from what time to what time? 2.where do you sell the booth usually? 3.how many customers for one day?	1.the frequency of eating street food? 2.how do you like it? 3.when and where would you go to eat outside, especially for the street food? 4.what do you think of the environment besides the street where there are street food?
<b>about the food</b>	1.what kind of food do you make? 2.what is the food-making process? 4.what instruments do you use? 5.the source of the ingredient? 6.what do you do with the leftover?	1.which kind of street food do you like most? 2.what attracts you to eat on the street? 3.what impress you most about the street food? can you give us an example?
<b>problems</b>	1.what worries you most about the situation? 2.what do you think of the worries of people for the safety? 3.how do you deal with it? 4.what do you do about the management of Chengguan?	1.what worries you most about the street food? 2.what do you think about the safety about the food? 3.what do you think of the status of street food? 4.what do you think of the conflict between vendors and Chengguan?
<b>feedback and suggestion</b>	1.what do you expect from the government? 2.what is the relationship with the other vendors? would you like to work together with them? 3.what do you think of the unified planning of the government?	1.what do you expect from the government? (to do something for the street food) 2.in what forms would you like to eat on the street? 3.what is your suggestion about the situation?



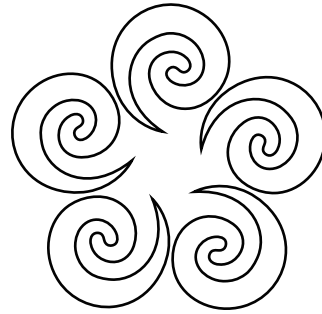
# ☯ opportunities





**五味聚全**  
*Street Flavour*

***collect the street***



*street flavour*

***collect the street***

*discover & collect the local/special taste*

*evaluate & identificate the street food*

*integrate the food stalls from beside the street*

*guarantee the source of the ingredients*

*create a new form for the people to reknow the food street*

*help to build a new image for the city/local area*



# ☯ offering map

## ☯ ***evaluation and identification of the street food***

explore the local specialty

ensure the safety of the food

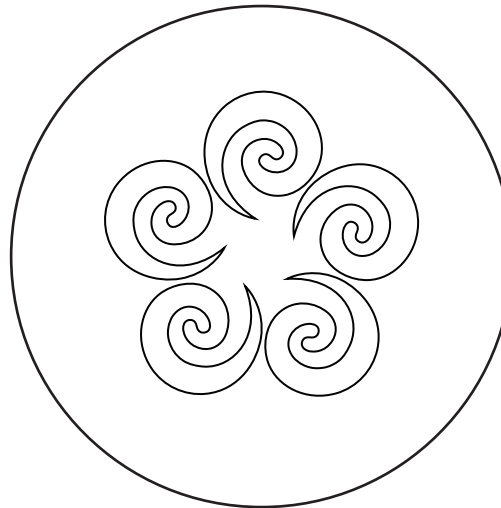
## ☯ ***integrate the street vendors***

improve the vendor's status

increase cooperation  
among the vendors

collect the different tastes  
from the street

increase the vendor's income



## ☯ ***new opportunities for the neighborhood***

attract the nearby residents

improve the traffic condition  
around the street

## ☯ ***organize the activities***

promotion and propaganda

choose the city spot

deal with the leftover

## Mr Zhang

Age: 28

Profession: street food vendor

Food making: beancurd jelly

### Description:

Mr Zhang has a little booth cooking Beancurd Jelly besides the street in Wuxi. It's a local specialty in Wuxi, he learn how to cook it from his father.

Every morning, he has to get up early to prepare for ingredient and some other stuffs. The business is going well for him especially in the morning when there will be many people go to his stall to have breakfast. But there are still some troubles bothering him. To escape from Chengguan's inspection, he has to change the place setting stall and be carefull at any time, because what he is doing is not permitted and being caught would mean a big fine. Of course he want to open a food store or restraunt, but it needs a lot of mony. Sometimes he even uses some swill-cooked oil when cooking which is a well-known secret in the whole business.

The life is hard for him. Unstable and uncertain, the work he is doing is still not accepted by most of people.

### Focus on:

stable life, formal business, accepted by more people

## Mr Chen

Age: 25

Profession: bank clerk

### Description:

Mr Chen is a native resident in Wuxi. He is working in a bank and living a easy life. He is still sigle living in a apartment sepeared from his perants.

In his spare time, he has many hobbies to enjoy himself, street food is one of his favorates. Every time he goes to any other places, the first thing he would like to do is to find the local taste, especially the ones hidden in the streets among the communities.

It's the real taste of life for him and sometimes it reminds him old memories when he was a little boy. But as the city develops, it is more difficult to find these street food.

He admits those street food is unclean and unreliable sometimes. The way and where and how they are doing the work sometimes makes him worried too.

But it will be a pity for all of us if they are disappeared especially for the vendors who just do not have another choice.

### Focus on:

easy to find, food safety, comfortable environment...

WUXI

杨市镇

东港镇

惠山区

G312

G312

S228

北塘区

S342

S342

无锡高铁东站

锡山区

无锡站

东林书院

南长区

G312

无锡动物园

运河公园

S48

S342

人民公园

梅园

渔港乡

太湖鼋头渚风景区

S230

无锡体育中心

滨湖区

蠡园

大浮镇

江南大学

三国城

雪浪镇

无锡市

苏南硕放国际机场

梁鸿国家湿地公园

S19

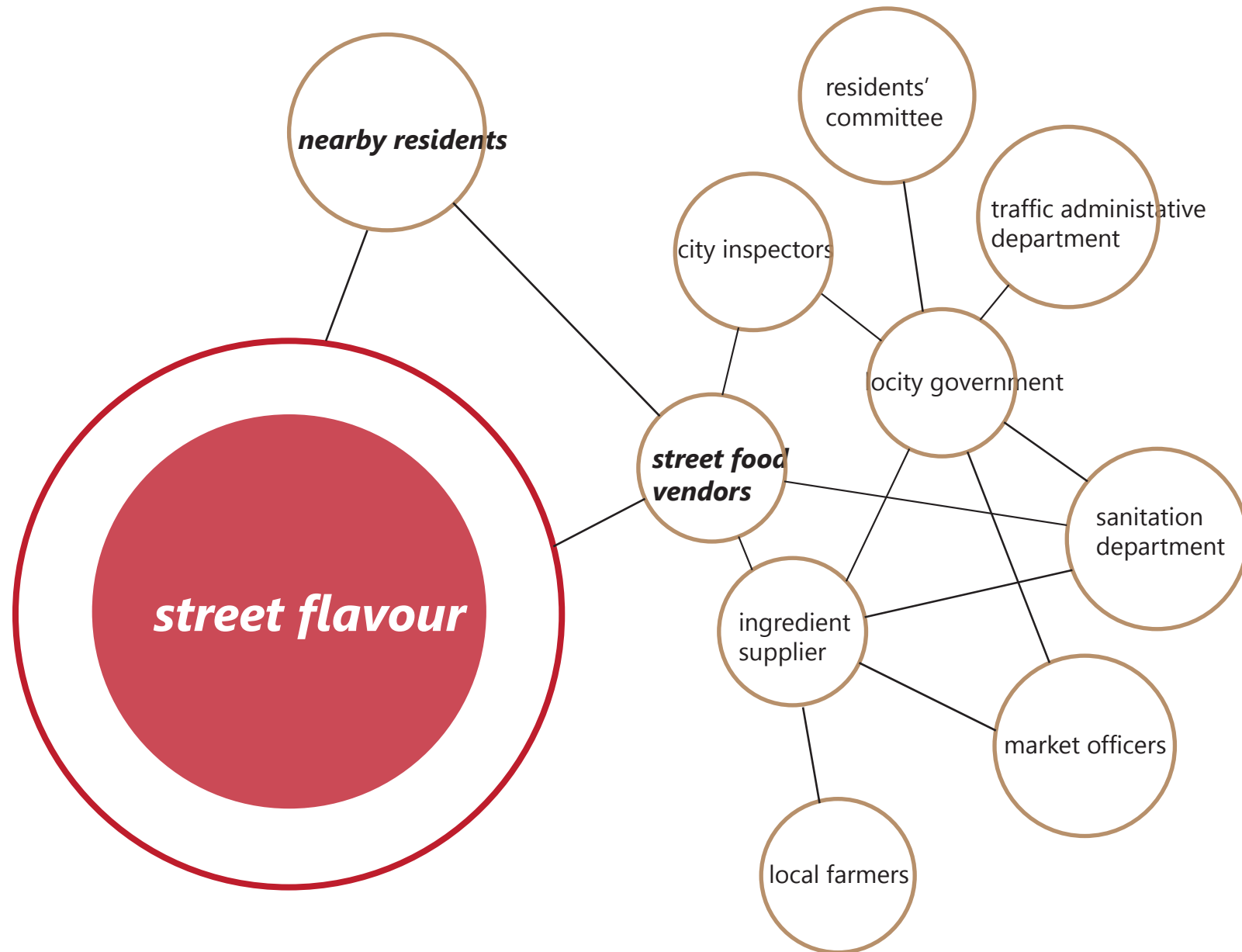
G312

S19

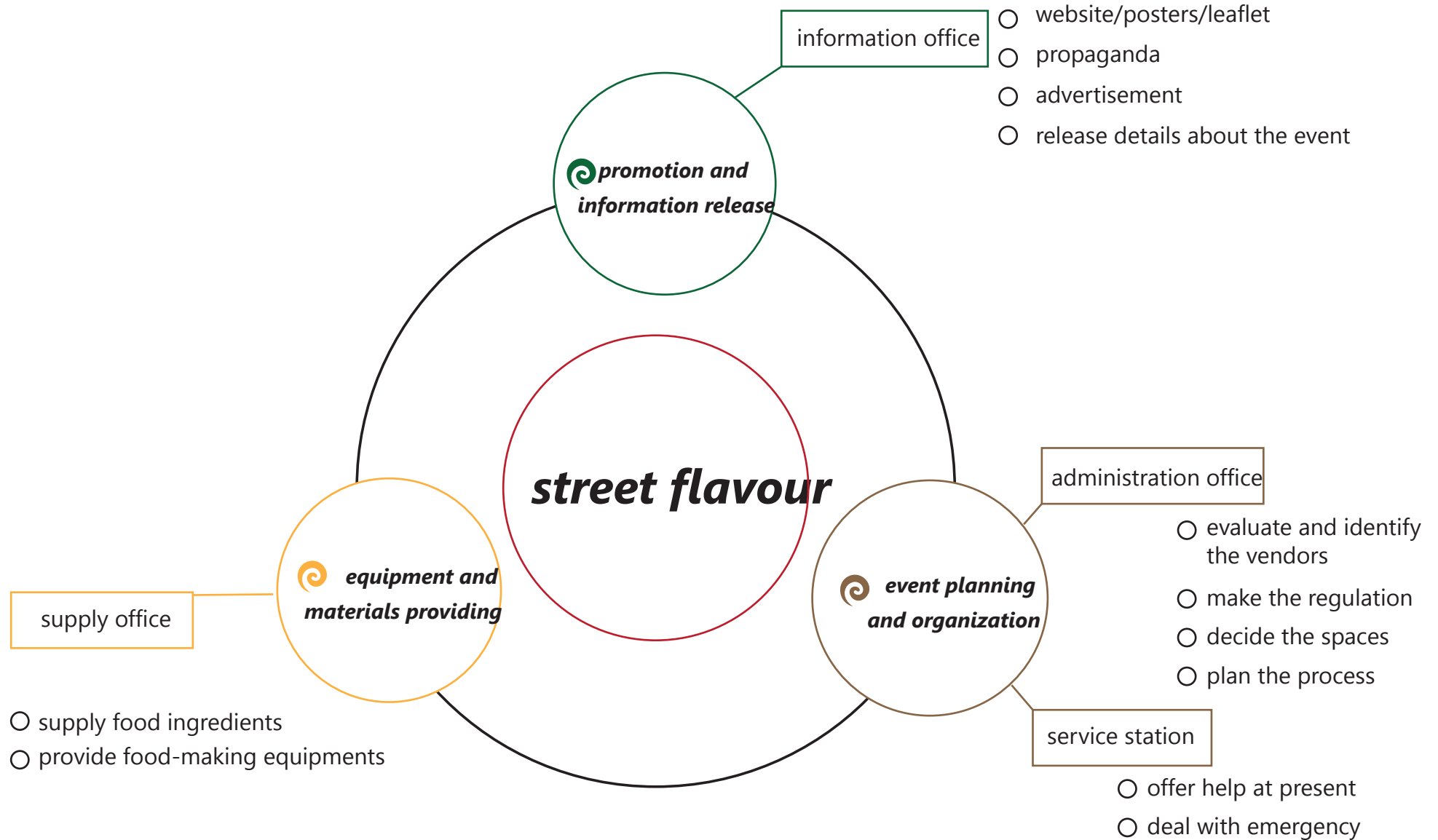
where



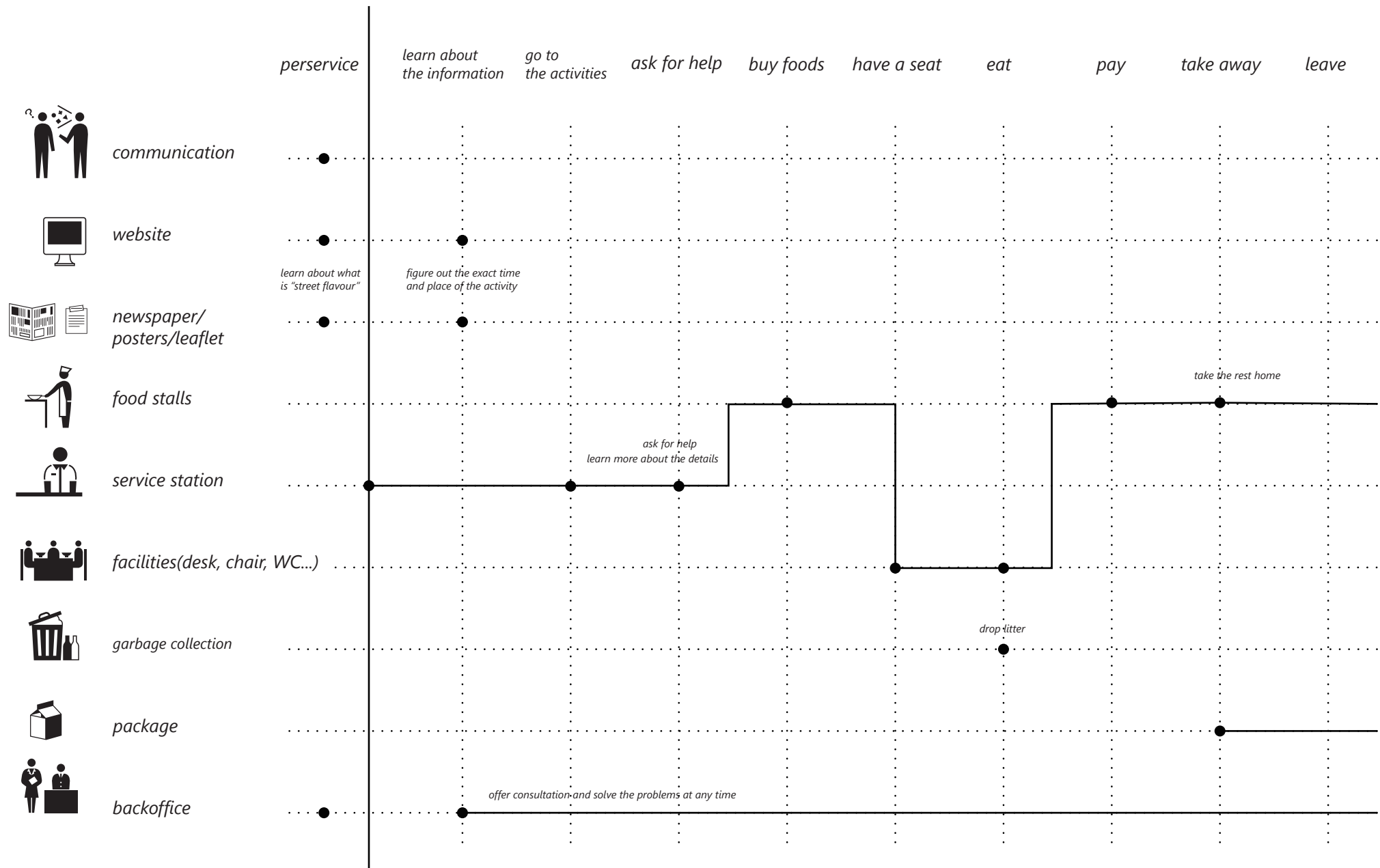
## actors map



# 🌀 company organization

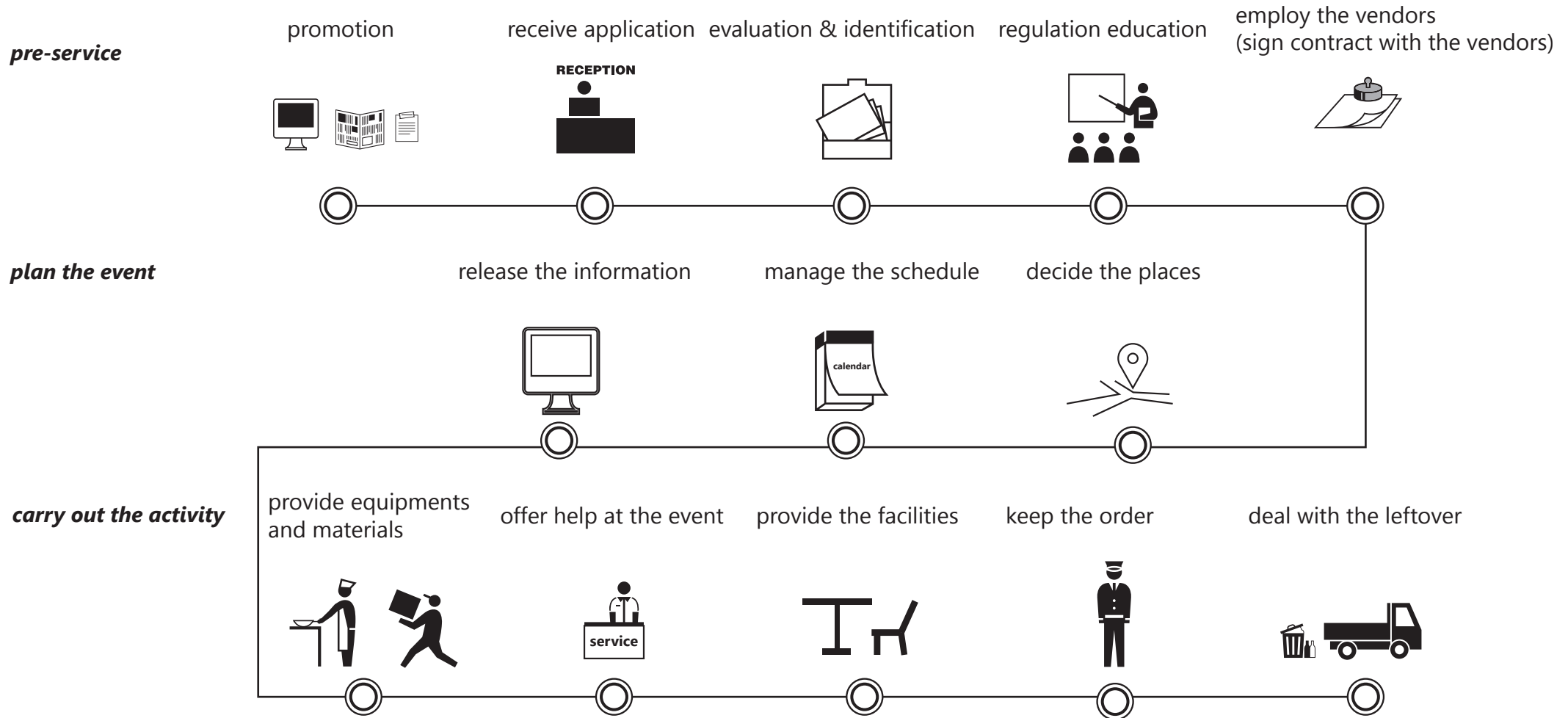


# users journey (for customers)











# users journey (for company & vendors)

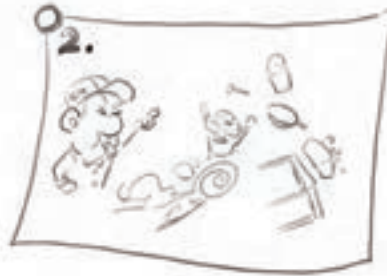


## ☉ checklist (from administration office)

area	equipment					
	 food stalls	 desk	 chair	 garbage can	 W.C.	 service station
200mm <sup>2</sup>	10	5	20	3	1	1
400mm <sup>2</sup>	20	15	60	6	2	1
600mm <sup>2</sup>	30	20	80	15	2	1
1000mm <sup>2</sup>	50	30	120	20	3	1
2000mm <sup>2</sup>	100	60	240	40	5	1
...						



1. Old Chang is street food vendor cooking Shangdong Pancake for a living. He cooks for the people passing by. The environment is noisy and terrible and many people take an unreliable attitude on what he is doing.



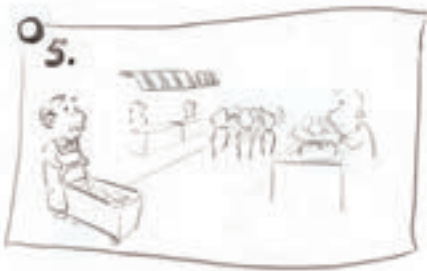
2. He has to be careful for the Chengguan would come out at any time to stop him which always mean a heavy fine. Although he knows that what he is doing is not permitted, there is no way for him to have another choice.



3. Here comes the "Street Flavour", a company that help the vendors to live a new life by doing their old job. With the equipment and material offered, what he should do is just cooking the specialty and attract more people.



4. After learning about the details about the regular, he come to the office and make the application.



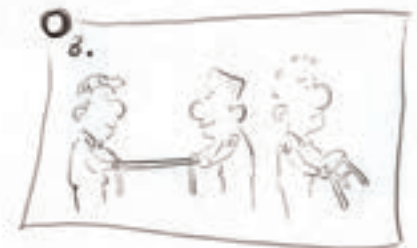
5. The company has arrange the places and time. Old Chang come to the event as he was told, where he find many other vendors from the street.



6. The event has attracted a lot of people most of whom are the nearby residents. It is a new form to enjoy the street flavour in a comfortable environment without worrying about the safety of the food.



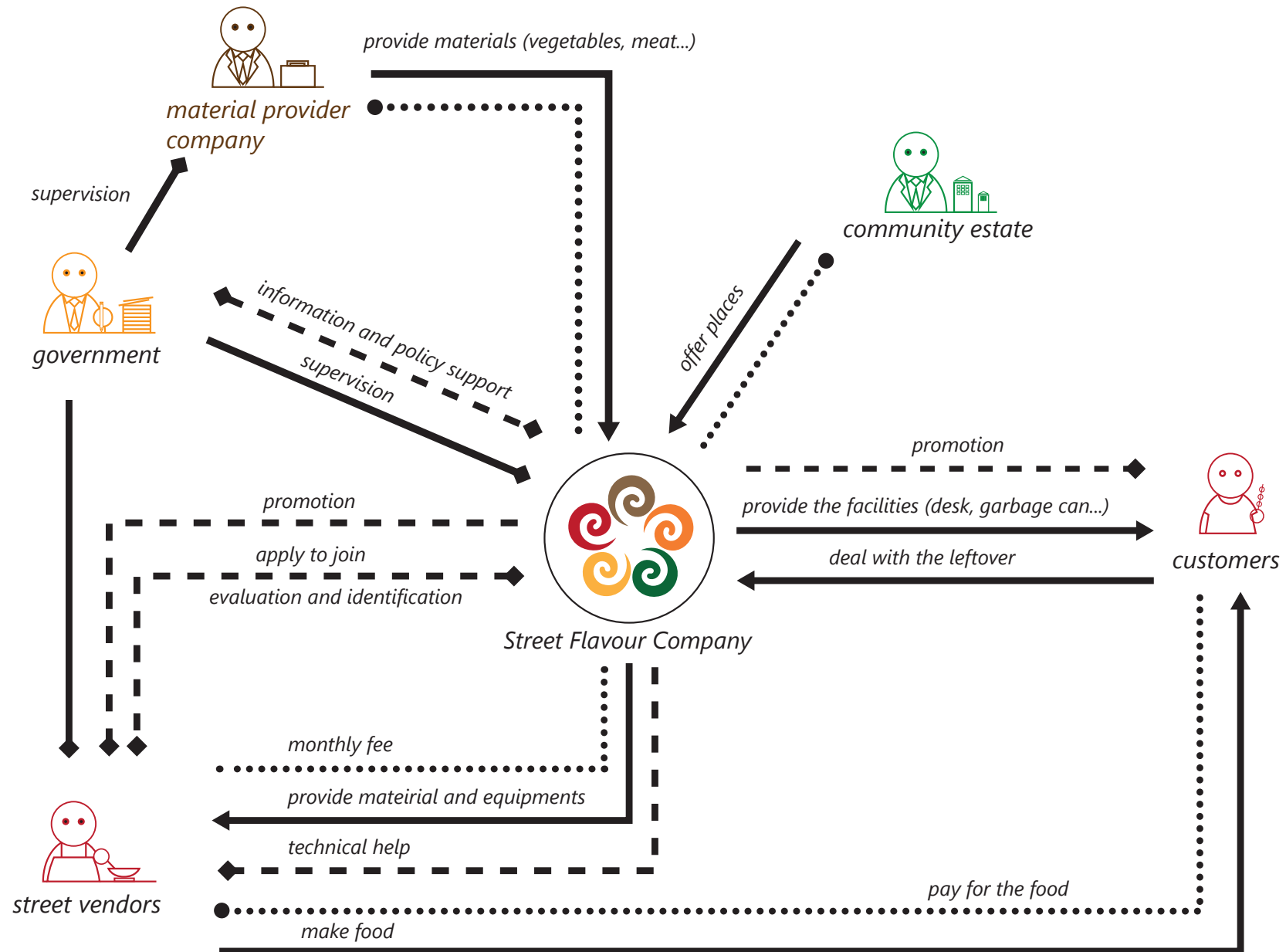
7. At present, there sets some service station where people can seek for help and ask for more information. To keep the order of the activity, there will also some other staffs working during the time.



7. At the end of the event, the company would take charge of mange the leftovers, including the desks and chairs. Besides, the garbage thrown by people would be collected and cleaned up together.

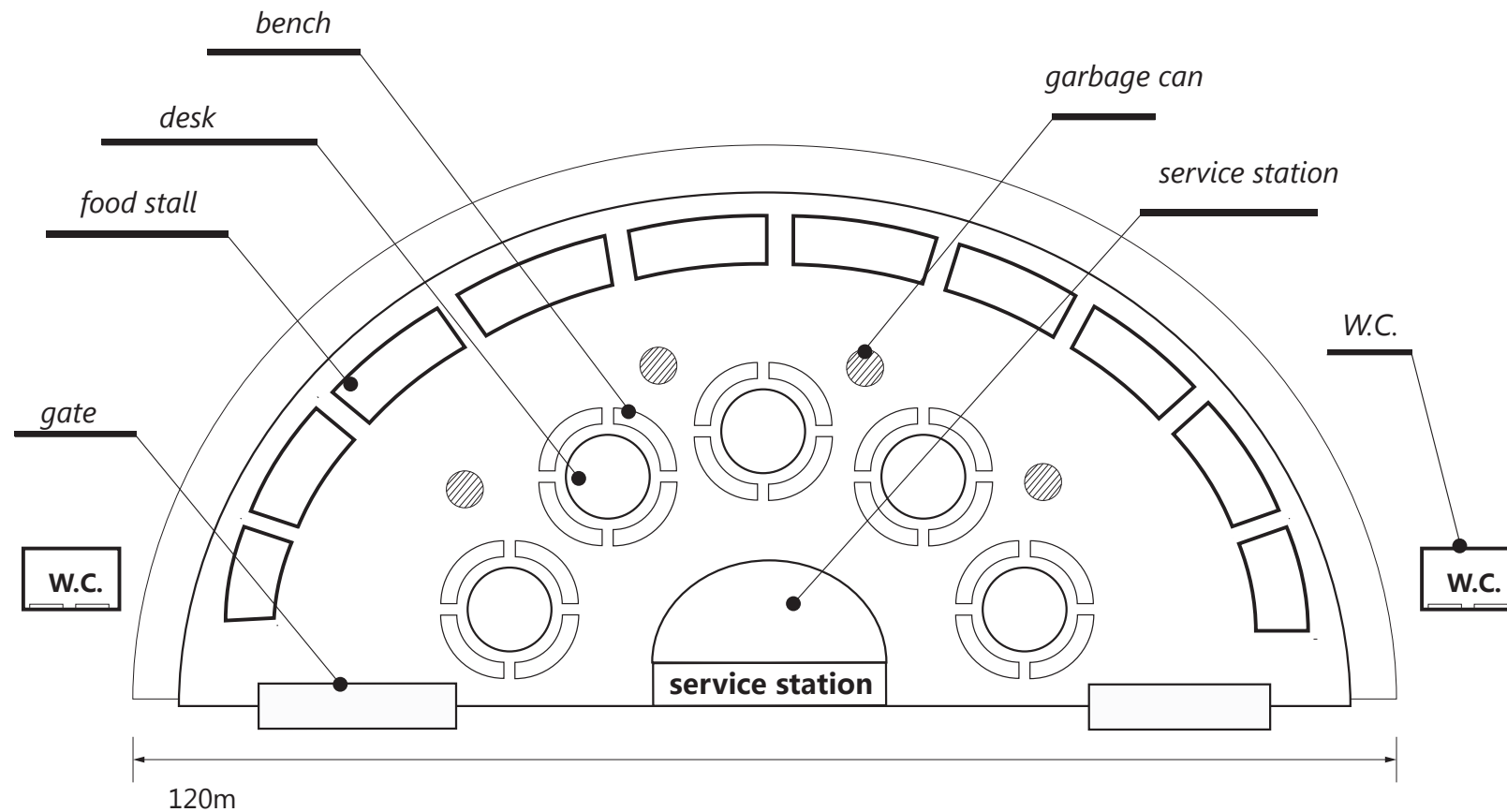


# system map



# SPACELAYOUT

—Hubin business area



# SPACELAYOUT





# VI DESIGN



# WEBSITE



# WEBSITE



*VIDEO*