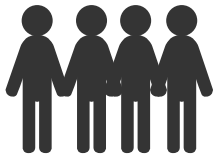




# Product Sevrvice System Design

Plucking Confucius Lucky Ox Hair

# PSSD Value



Increase  
sense of participation



Make participants  
understand the culture better



Increase  
feedbacks from the activity

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## Semi-Structured Interview

1. Reasons for participating the activity
2. Understanding of the tradition before participating
3. What they think about the activity
4. What they did with the ox hairs they got



( 30 interviewees in total )

# Artifact Model Ox Hair Bag

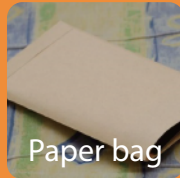
## Intents

To put the ox hair



Zip bag

Hard to open with only one hand



Paper bag

Without the seal



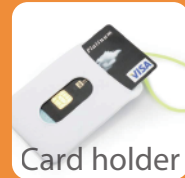
Cellphone Case

Temporarily



Tissue

Temporarily



Card holder

Temporarily

## Intents

For permanent preservation



Pencil case



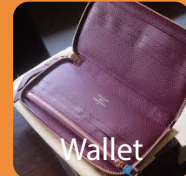
Lamp



Book marks



Drawer



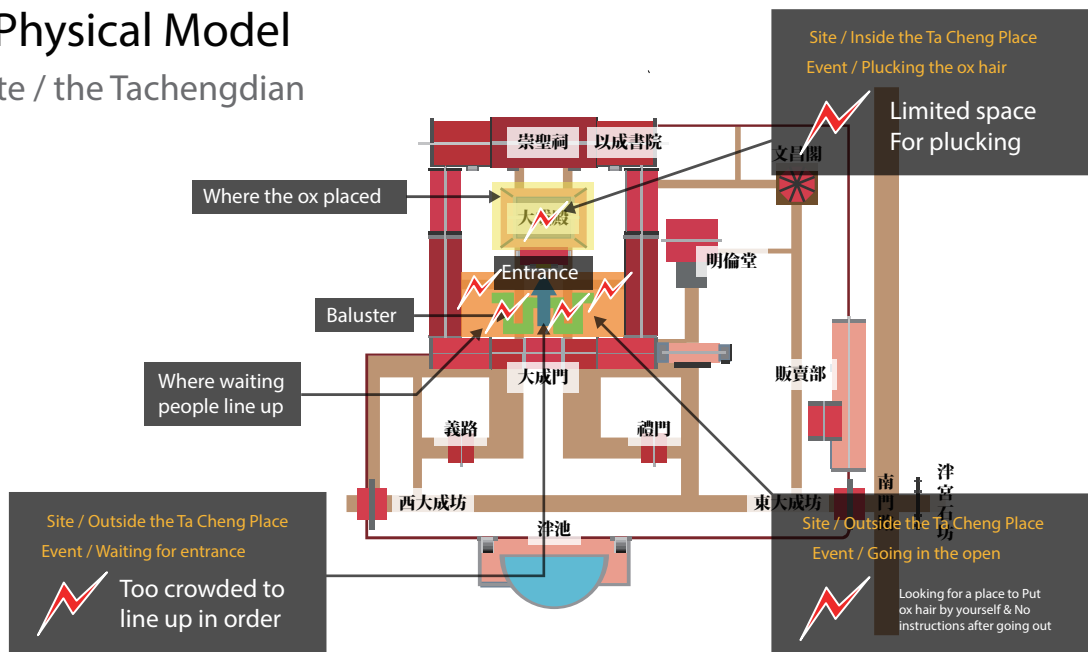
Wallet

No association

No association

## Physical Model

Site / the Tachengdian



## Sequence 01



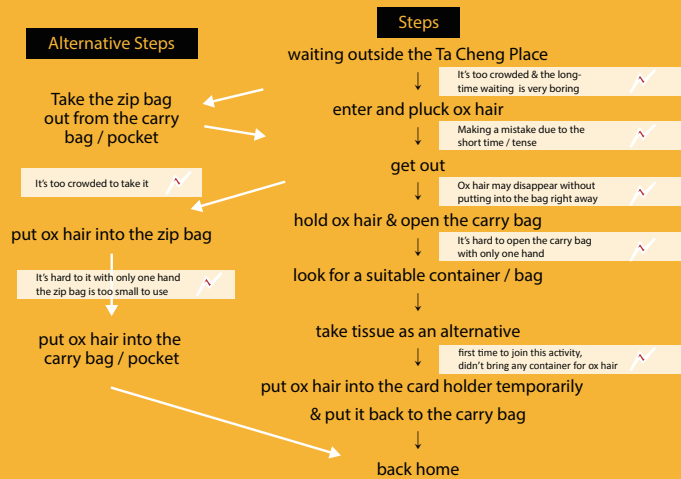
College Student

**Trigger**

Be curious about plucking ox hair

**Intents**

Pluck ox hair



## Sequence 02



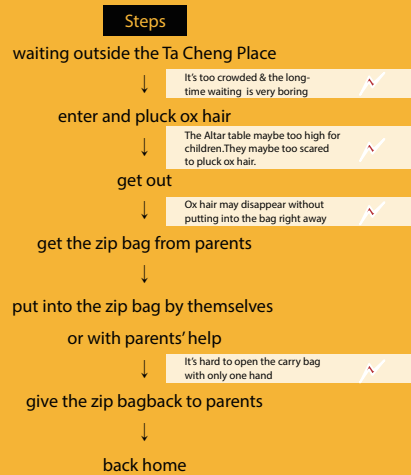
Primary School Student

**Trigger**

Obey their parents

**Intents**

Pluck ox hair



## Sequence 03



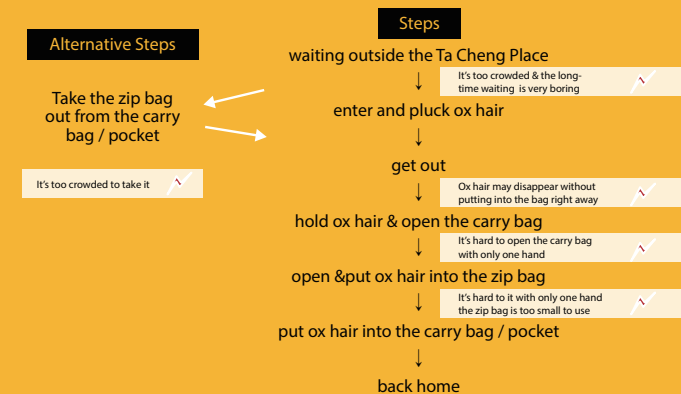
Parents

**Trigger**

Pray for their children (for exam)

**Intents**

Pluck ox hair





# Breakdown

Identify needs & requirements



Have no idea about process



not knowing much about the ceremony



without knowledge about the tradition



don't know where to put the ox hair

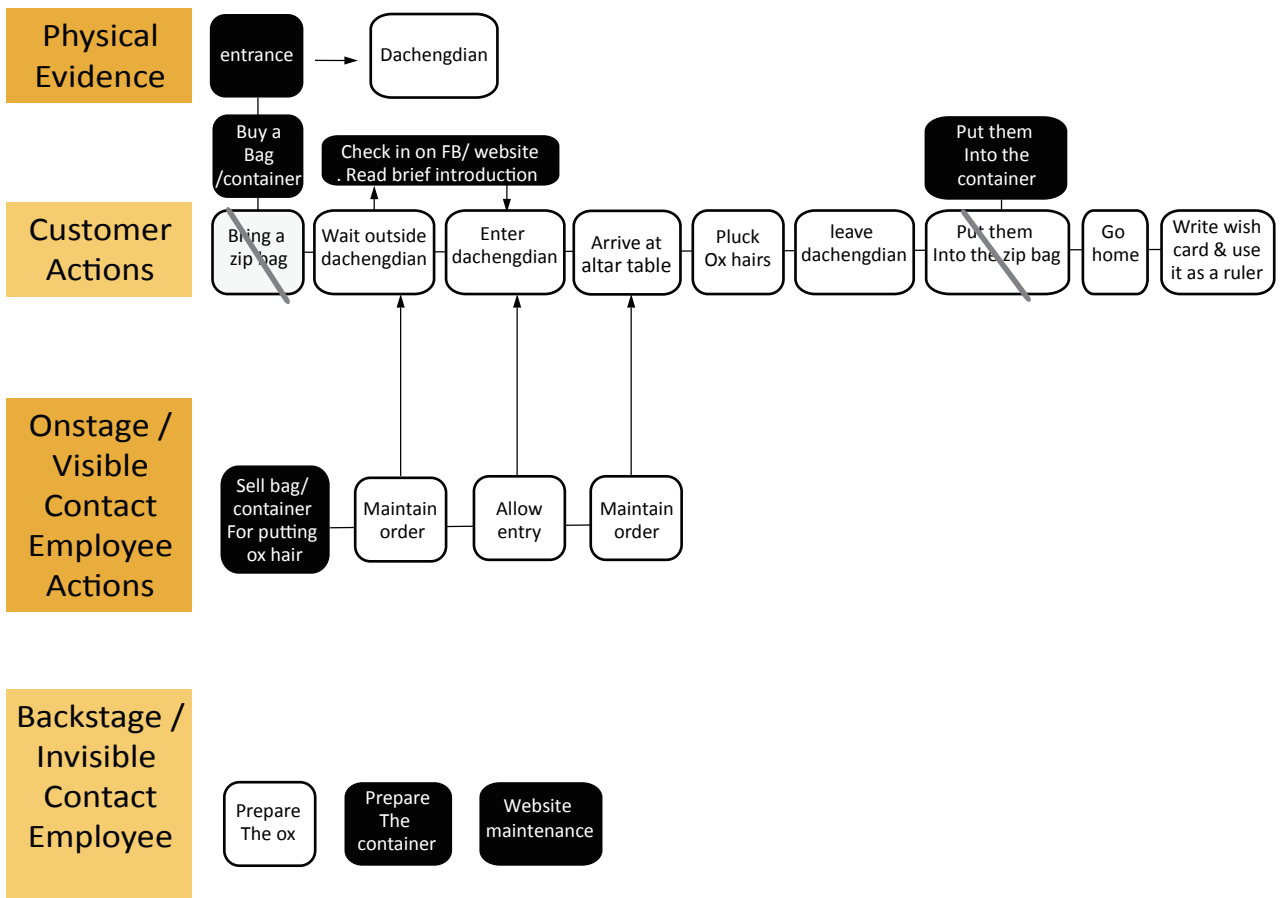


Taking / putting the container should be easier



what to do with the ox hair after going home

## Service Process Blueprint



## PERSONA 01



鄭大薯

College Student

鄭大薯 is a 22 years old senior student of NCKU. He likes to ride his bike everywhere to hands-on culture. During the leisure time in the 4 years, he has visited a lot of sightseeing spots , and also has eaten many special snacks.

Yesterday night, when he had dinner with friends, they mentioned the upcoming teacher's day, which is also a big day for Tainan Confucius. After friends' introduction, 大薯 got some preliminary understanding of the activity.

Although he has never participated the ceremony, he's still interested in it. After getting the activity information, he decided to join before graduation even he didn't know the ceremony at all. He also invited some friends to go together, hoping that he could be fully integrated into the activity and get a closer look at Tainan Confucius culture.



## PERSONA 02



莊二薯

Primary school Student

莊二薯 is a 8 years old boy who enter the first grade of Tadayoshi elementary school this year. Because he is the only son, his parents attach importance to his education very much. To get a outstanding grade, He is sent to the cram school after school everyday.

Oneday, 二薯's parents told him that they would take him to confucious temple to take part in the ceremony in the early morning on 9/28. 二薯 didn't know anything about it, but he thought that what he had to do was to obey all his parents' instruction. And he's really excited about the activity!



## PERSONA 03



陳大薯

Parents

陳大薯 is a 42 years old engineer who works in tainan science-based industrial. His has a wife, Kelly, working in the junior high school and a lovely daughter, Cindy, a 8 years old girl who just enters the primary school this year. Even if the couple are very busy with work, they still pay attention to Cindy's learning carefully. Especially after Cindy goes to school, they expect she could get good grades!

This November, Kelly suggest a plan to bring Cindy to confucious ceremony for blessing. Though both of them have never participate before, they all regard it as a good idea. Unfortunately, the ceremony was just on weekdays this year. And it led his daughter unable to attend in person. However, Kelly had to go to school as well. Therefore, 大薯 decided to take a day off to pluck ox hair for his daughter. He hoped she to be blessed and to grow in wisdom.



# Product Prototype



## ▼ How to use it

