



# 02

## TONGRENTANG SERVICE DESIGN

Individual Work  
2020.2

### BRIEF

As a traditional Chinese medicine brand in China, Beijing Tongrentang has a good reputation in China. However, with the impact of Western medicine, Tongrentang's services are in urgent need of reform. I chose young Chinese contemporary people as target customers because they often feel stressed, anxious, and sub-healthy. These symptoms are very consistent with Tongrentang's philosophy of "relief the weak and maintain health". Therefore, I want to provide them with various traditional Chinese medicine-related relaxation and entertainment services based on the two-level "rest station". The first floor is mainly a public space, focusing on the relaxation of the body. There are happy vending machines, AR Chinese medicine plantation and DIY homemade Chinese medicine biscuits and other areas.

The second floor pursues the tranquility and relaxation of the soul, and the privacy is stronger. It mainly includes VIP meditation space, private relaxation capsule space and a small area of public chat and dating area. In order to make the design more perfect, I also designed an APP. Users can book services such as relax capsules in advance or purchase related products. Besides, it also has the functions of giving each other blessings, ASMR music, mood diary, and so on.

### Key Words

TCM culture  
Young people  
Sub health problem



# TONGRENTANG

## Preliminary investigation

### Brand background research

**Brand introduction**  
 Founded in 1869, it is the most famous time-honored brand in Chinese traditional medicine industry. Its products are famous at home and abroad for their traditional and rigorous pharmaceutical technology and remarkable curative effect.

**Main industries**  
 1. Chinese herbal medicine  
 2. Chinese patent medicine

**Brand advantage**  
 1. China's first well-known trademark  
 2. The most authoritative brand of traditional Chinese Medicine

**Cultural symbols**  
 In 2006, Tongrentang traditional Chinese medicine culture entered the national non-material cultural heritage list.

### Brand development

1664 Established  
 1665 Mission: Benefit people's health with noble morality  
 1723 Supply imperial court  
 1853 Dispel doubts: Answer questions for people  
 2000 Located overseas  
 2020 Bottleneck period

### Brand challenges

**Pain spot**  
 The traditional marketing method is still used, and the dispute of traditional Chinese medicine treatment is continuous, so it is difficult to develop the market.

**Demand**  
 1. Opening up the market for young people  
 2. Inherent traditional Chinese medicine culture

**CONCLUSION:**  
 Tongrentang is in urgent need of brand improvement and breakthrough

## Persona

**Miss. Li**  
Age: 26  
Designer

**Bio:** High pressure/ Busy work/ Often stay up late  
 She has just entered a large company from a small studio and moved to a small apartment in the city center, far away from her family and friends.

**Painpoints:**  
 1. Doesn't adapt to the fast-paced life of big cities  
 2. Often feel lonely and anxious

**Needs:**  
 1. Want to pour out and release pressure  
 2. Want to hide occasionally  
 3. Encouragement and affirmation

**Views on TCM:**  
 Have tried TCM health care products, most of them are ugly in packaging. Doesn't know how to choose.

**Source of stress:**  
 Physical condition  
 Study  
 Work  
 Emotion  
 Family

**Health:**  
 Frequent insomnia due to high mental pressure  
 Chronic gastroenteritis caused by busy work and irregular diet

## Brand improvement cases study

**TCM capsule clinic**

Renovate the traditional Chinese medicine clinic in a more modern way

New products: New interior design, New business mode

**Wanglaoji Herbal Tea**

Wang Laoji, one of the most famous herbal teas in China, recently opened a milk tea shop

New products: New interior design, New business mode

**White Rabbit Creamy Candy**

The famous Chinese White Rabbit candy was produced in China in 2019.

New products: New interior design, New business mode

## Secondary research on young person

**Sources of stress for young people**

- Work: 1. The requirements of work are not competent, 2. Interpersonal tension at work
- Family: 1. Family discord, 2. Income is difficult to support the whole family's expenses
- Emotion: 1. Unstable emotional relationship and tense interpersonal relationship, 2. Delay in finding a marriage partner
- Other: 1. High expectations of others, 2. Misunderstanding of others, 3. Difficulty in falling asleep

**Long term mental stress is extremely harmful to health**

**OPPORTUNITY:**  
 Tongrentang's health care products echo the sub-health problems of young people. Tongrentang is very suitable for brand service design.

**RETHINK:**  
 How to make the brand younger and open up the market for young people

## Problem analysis

I used card sorting to sort out all the research information

## Key insight

**China's young people are always in a state of sub-health**

- 1. The population is large, the competition is fierce, the young people work and study under great pressure
- 2. Lack of health care and relaxation productions and services for young people in the market
- 3. Lack of health awareness, overconfidence in their own health, and excessive loss of body
- 4. Lack of care, encouragement and private space

**Tongrentang can be the support of young people**

**Reasons:**  
 "Benefit mankind, Health preservation" is the first intention of Tongrentang

**Results:**  
 Build opportunities for young people to understand and trust the brand

**As a national famous brand, has the responsibility and ability to pay attention to and deal with the health problems of young people**

## Brainstorming

YANG PEOPLE WITH HIGH PRESSURE

PHYSICAL HEALTH PROBLEMS: Insomnia, Cardiovascular problems, Weaker respiratory functions, Lungs, Stomach And Digestive Tract, Gastrointestinal dysfunction, Immune system, Decreased immunity, Overworked nervous system, Brain

PSYCHOLOGICAL HEALTH PROBLEMS: Depression, Anxiety, Emotional instability, Unhappiness, Online shopping mall, Worry, Fatigue, Health care products, TCM PRODUCTS, DECOMPRESSION PRODUCT, CARE AND ENCOURAGEMENT, LEARNING TO MANAGE STRESS, Relaxation, Rest, Ask for help, Low mood

## Function definition

**ONLINE**

- 1. LEARN TCM AGAIN
- 2. RELAX AND PLAY
- 3. SELECT AND BUY PRODUCTS
- 4. ENJOY THE TCM DELICACY
- 5. MAKING TCM SOUVENIRS
- 6. RECEIVE ENCOURAGEMENT AND CARE
- 7. COMPLETELY RELAX

**OFFLINE**

- 1. LEARN TCM AGAIN
- 2. RELAX AND PLAY
- 3. SELECT AND BUY PRODUCTS
- 4. ENJOY THE TCM DELICACY
- 5. MAKING TCM SOUVENIRS
- 6. RECEIVE ENCOURAGEMENT AND CARE
- 7. COMPLETELY RELAX

**Young people need a good rest**

Almost all of the interviewees feel high pressure and want more rest

China has the largest number of depression patients, with nearly 100 million patients

People who have a good rest will improve their work and study efficiency, which is a win-win situation for both enterprises and individuals

**Miss. Cai**  
Age: 21  
Undergraduate

**Bio:** High pressure/ Depression/ Nervous  
 She is preparing for the postgraduate examination, and her parents are very demanding of her, so she is worried about her performance.

**Painpoints:**  
 1. Poor learning environment and mood  
 2. Lack of a good place to relax

**Needs:**  
 1. A good place to study and rest  
 2. Want to try good TCM health products  
 3. Understand mood and health

**Views on TCM:**  
 There are few health care products specifically for young people, and the effect is not guaranteed. My parents will take me to visit doctor of TCM sometimes.

**Source of stress:**  
 Physical condition  
 Study  
 Work  
 Emotion  
 Family

**Health:**  
 Often chest tightness, sometimes irregular heart beat  
 Lower immunity, often cold and sick

## The development prospect of health care industry of TCM is bright

The health care needs of young people are increasing, but there are few health care products for young people

The Chinese government has issued a number of policies to support the development of TCM health care industry

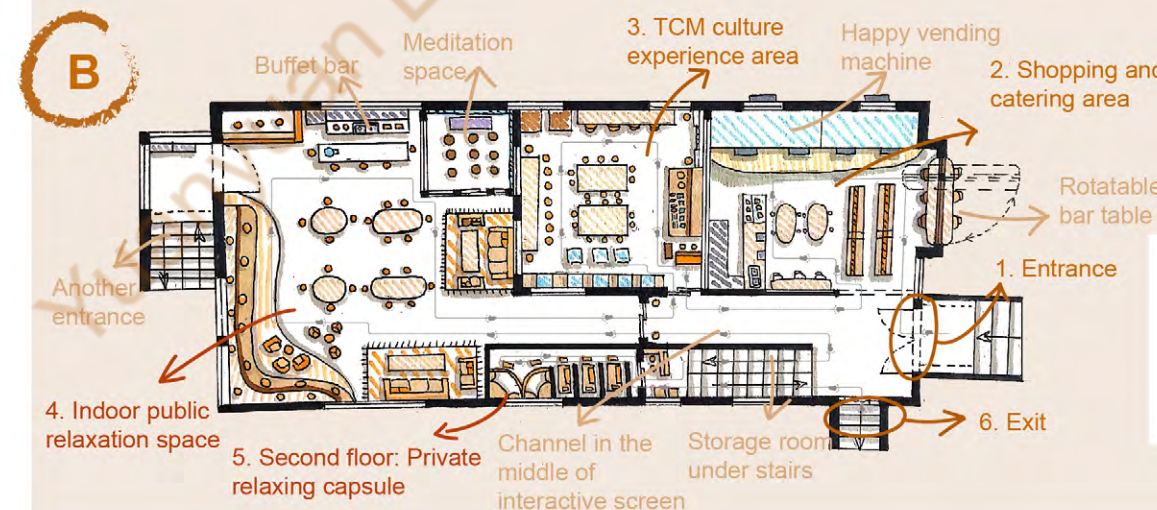
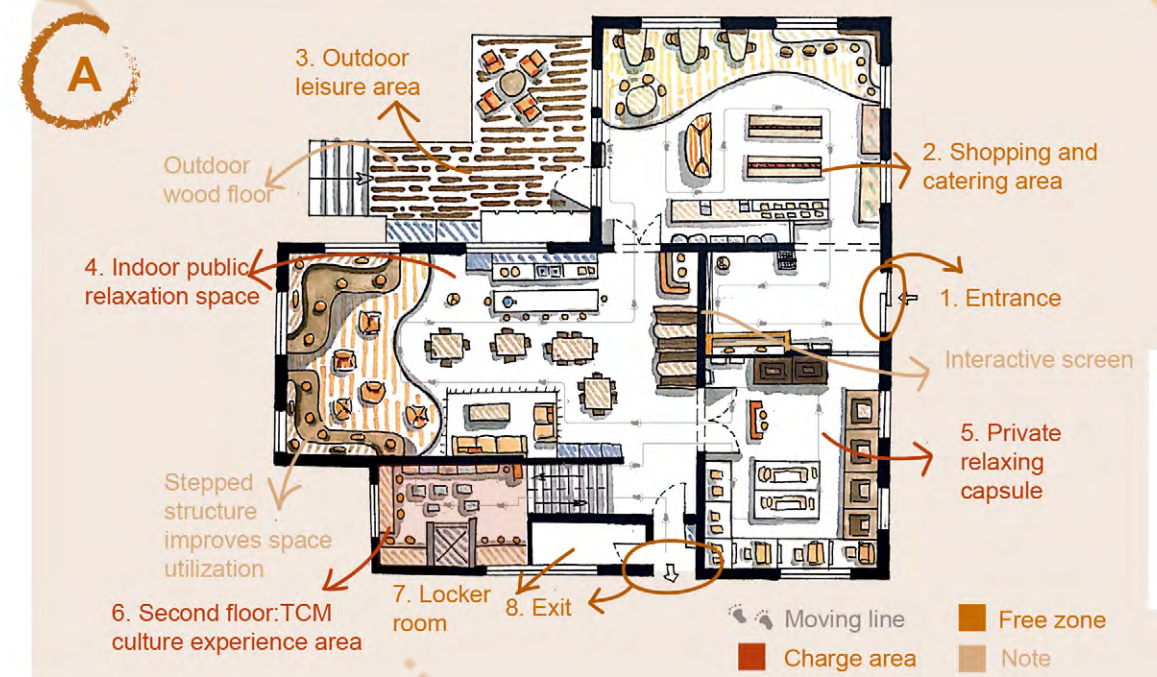
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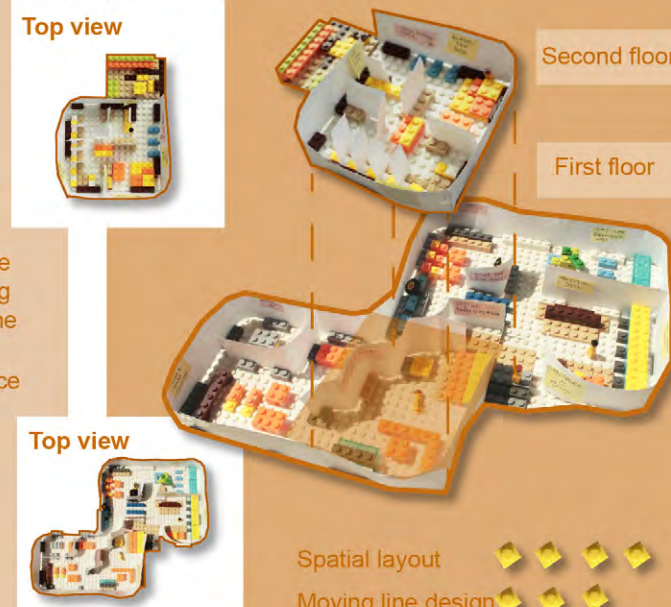
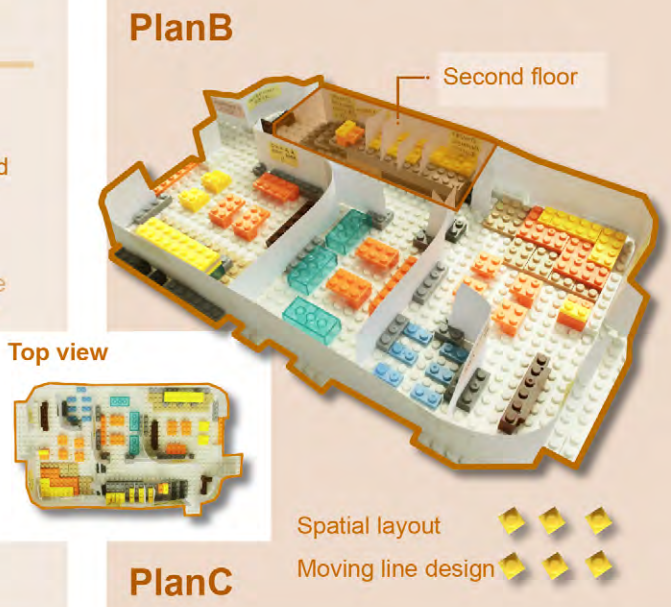
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People who have a good rest will improve their work and study efficiency, which is a win-win situation for both enterprises and individuals

## Draft plan



## Co-design



## The testing process

### Model explanation



I explained the model partitions and test rules to the experimenters.

### Model testing



The experimenters represented themselves with building blocks and tested three models in turn

### Test result feedback



The experimenters recorded the test results and exchanged the discussion

## Test analysis

### PlanA

#### Disadvantage



Poor location: the experience hall on the second floor is easy to be ignored at the exit

#### Advantage



Choice of diversity: outdoor space can be used as another import and export connection to diversify the dynamic line

### PlanB

#### Advantage



The design of two floors makes the spatial distribution more reasonable

#### Advantage



The rotatable table in the dining and shopping area can flexibly connect the indoor and outdoor space

### PlanC

#### Advantage



The design of the lockers at the entrance is very humanized

#### Advantage



The glass kitchen can be visited to enhance the interaction with customers, and the fresh food is more delicious

## Test summary

### The result of the poll



Based on plan C, combined with the advantages of plan a and plan B, it is developed into the final plan

## System map



# Service blueprint

## Physical evidence

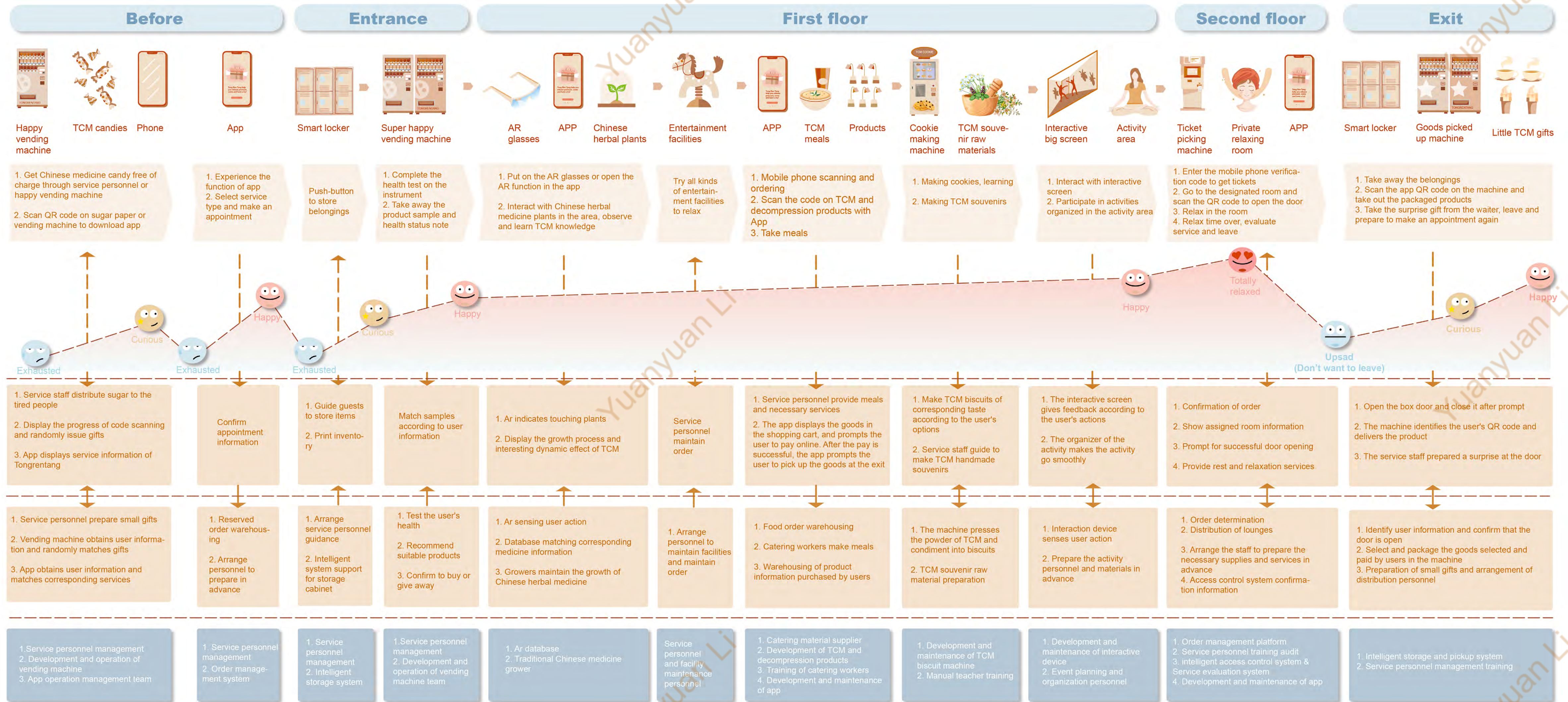
## Customer actions

## Mood curve

## Front-of-stage interaction

## Back-of-stage interaction

## Support processes



# Final space plan

### 2 Floor

VIP area: Public rest area, Relaxation capsule, Meditation space, Open balcony, etc

### 1 Floor

Non VIP area: TCM experience, indoor amusement park, restaurant, public activity area, etc

# First Floor's Service

### 4. TCM themed amusement park

Healing color matching, playful amusement facilities, let users seem to return to carefree childhood

### 3. TCM AR experience area

Users can open the AR function of APP according to the operation guide, and will be able to interact with Chinese herbal medicine plants to understand the knowledge of TCM

### 2. Main entrance

Gate: Keep the typical eaves of the original Tongrentang drugstore, which not only can keep out the wind and rain, but also effectively improve the brand recognition

Floor to floor windows: Pedestrians can see the environment of the store through the glass, thus generating curiosity and entering experience

### 5. Shopping & Catering area

Users can enjoy TCM delicacy and buy TCM products here

### 1. Bilateral Happy Vending Mchine

Busy people on the way can buy the products they need through the interactive screen facing the street. Users can complete simple health tests on the interactive screen, and get health report notes and TCM product samples suitable for users, such as healthy tea bag inside.

### 6. TCM food menu

Product: Kangxi tea bag

TCM healthy drinks

DIY TCM sacht making

Biscuits made of TCM powder in self-service biscuit machine

Print your own special stickers

### 7. Activity area

Users can make an appointment to hold or participate in the activity on the app

Interaction wall: Remote cooperation with artists to create TCM themed works, auction funds will be donated

### 7. Activity area

Users can make an appointment to hold or participate in the activity on the app

Make an appointment on the app

# Second floor final plan

**1. Ticket machine**

Input the ticket number on the ticket machine to get the small ticket printed with the room QR code. Unannounced customers can buy tickets directly on the machine.



**2. Meditation space**

VIP can access the meditation space free of charge, accompanied by professional teachers





**3. VIP public space**

More quiet and comfortable space with outdoor balcony and drinks bar, providing better service for VIP customers



**4. Room A**

The room is equipped with TCM traditional foot spa, private theater equipment and TCM food ordered by customers on the app



**5. Room B (TCM SPA)**

Let customers enjoy professional relaxation TCM spa in TCM fragrance



**5. Room B (TCM SPA)**

Let customers enjoy professional relaxation TCM spa in TCM fragrance



Foot therapy with TCM, with towels, disposable slippers and other hygienic Products



Type A

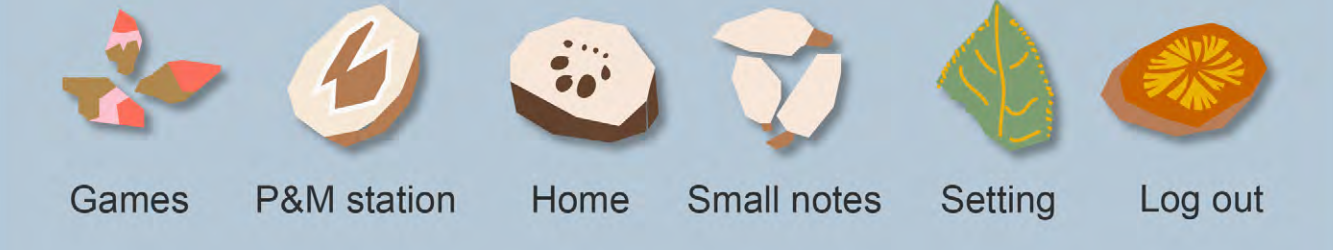
Type B

The waiter will prepare TCM food in advance for the guests to enjoy



# Online medium

**Icon design** Using common TCM form as Icon



**App design**

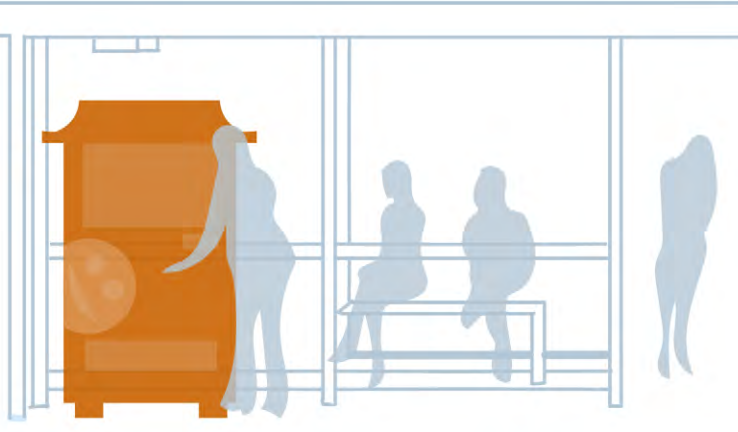


Illustrations of TCM food

# Future development plan


**Happy vending machine everywhere:**

Add some healthy sweetness to busy life



**Heart nest relax hotel:**

Rest your soul in chaotic world



**VI design**



**Logo redesign**



Enjoying the VR tour by clicking the link or scanning the code!

<https://yun.kujiale.com/design/3FO4AXLMWE1F/show>

