Research on the Experience Mode of Interior Design Online Service

Song-wen Jin and Lan Wang

ABSTRACT

The purpose: explore online interactive experience regard users as centre. Method: analyze the process of user online interaction experience based on the usability theory. Conclusion: the idea of users and user experience provided by usability theory solves the traditional offline cognitive interaction, let the products focus on the user and the experience itself again. Through the design practice test, it confirms the feasibility of the online experience design method of interior design, and which also analyzes the factors that affect the purchase intention and the intention of visit, and then propose some suggestions to improve the online service of interior design in the future.

KEYWORDS: Interior design, online service, user experience, lifestyle

"Experiential economy is called the fourth human economic development stage after the agricultural economy, industrial economy and service economy, or as an extension of the service economy." "The service" has already at the center of economic activity since humankind enters the service economy and society, and good service has become an indispensable factor in improving the life quality of the general public. Different from the tangible products, service is a combination of tangible and intangible activities between service providers and service recipients. [2] Experience is a series of consumer behavior activity (action) formed in some specific environment (scenarios) by the help of real or virtual products, which needs the consumer to participate (people) and meet some certain requirements (purpose). [3]

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1. The research background and purpose

User Experience Survey (UE / UX) refers to the user's mind experience built in the process of accessing the website's interface and functions, including the user's impression and feeling in this process, whether it is successful, whether it is enjoyable, whether they want to come back or use again. Usability theory is the "intuition perception" proposed by Gibson psychologist Gibson for the perceptual experience of human beings in the environment, which is also called the "ecological method" theory. The theory refers to that there are some available information in the natural which are corresponding to the physiological characteristics, let users enable to interact with objects by a way that does not involve memory or cognitive information processing. [4]

The domestic and international interior design brands are introducing new consumption concept to attract the consumers’ attention by implementing renovation plans online platform with the arrival of digital age. At present, the developed countries have introduced artificial intelligence robots to introduce products or recommended design styles as advisors such as Europe and the United States, and they even provide various forms of online interaction in the virtual residential space. Even so, the online experience service is still not perfect at present, including, the security of the network environment, the credibility of product information, the online and offline connection services, which need to be further innovated and improved by taking user experience surveys to improve online environment, we propose the development direction of user experience for interior design online services in this study.

2. The interactive experience concept design of product

At present, provide online showroom services in developed countries and other countries, consumers can develop personalized space based on recommendations and their own judgments through the product display of offline physical stores and online virtual indirect experience. Virtual interactive experience online services include: 1) online design, 2) virtual reality services, 3) modular design.

(A) Online design

Provide consumers with internal recommendations according to their requirements and allow the consumers to directly design products that meet their concepts. Online design service has a navigation function, such as from the virtual showroom into the living room, kitchen, bedroom, and study to the foyer. Consumers can zoom in and out of space by clicking on the arrow. Therefore, Consumers can make functional zoning and layout design according to the area and space structure, or for the less experienced consumer groups, they can take professional consultation in advance and take the physical exhibition hall afterwards. The function of users online experience services is to let consumers select furniture and change wallpaper in the virtual space, according to their own preferences and different use space. Online professional designers will actively help because the online service also needs to be developed by strict size and proportion.

(B) Virtual reality services

Virtual Reality Service, referred to as VR. It enable consumers to experience the various experiences in virtual space by virtual reality devices and controllers. The height can be adjusted according to the user's point of view, and the change the type of floor, ceiling and sink in the kitchen even the atmosphere of the room. The experiencer can experience the immersive experience firsthand, they can save the perspective of the VR panorama in the form of photos, including all aspects of the experience. In addition, users can check product name, origin, specifications, materials, prices, product details and other services in the website links, and make a final list of purchase.
3. The interactive user experience research with the usability

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<th>aesthetics</th>
<th>The type of service or platform that attracts the user experience.</th>
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<td>off-line issues</td>
<td>Brand (including business processes that support or provide services)</td>
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The user is the core of the entire design in the interactive product experience, so first of all, it needs to study user population deeply. Through the above analysis, it proposes an online interactive experience service combined with the features of the traditional product experience, and the process is divided into four types.

(A) Research objects and methods

This study conducts online service experience surveys for four types, I only investigate one brand----the online services provided by IKEA to prevent brand awareness preference. First of all, I studied 30-year-old consumer groups who like IKEA products and self-decorative designs and ever consumed in the shops, i took in-depth interviews and face-to-face surveys. Provide four types of online services to the respondents for comparison in later investigation before research. The contents include: 1. Online model room display; 2. Online design service; 3. Augmented reality service; 4. Virtual reality service. The four types of advantages and disadvantages of these proposed improvements for each online service in the future. By analyzing the survey results, I found that the online experience more concerned about the following five aspects when they purchase: practicality, convenience, possibility, aesthetics, off-line issues. We derived the questionnaire based on five user experience factors proposed by the user community in this study (see Table 1).

The above chart shows that, first of all, the question of "practicality" measures the degree of participants’ assessment value to a service. Secondly, participants are asked about the "convenience" of online services, how to use and solve the problem. Then, we investigate the availability of online services to investigate the accessibility of the network environment, laptops and smartphones. Fourthly, the participants are asked if the platform is interesting and affect the participants' continued attention. Finally, ask some off-line questions such as company branding, backend processes and credibility, which is an important problem to affect the user experience surveys.

(B) Online design services

In online design services, users have clearly understanding where their choice of products should be placed will be more appropriate in the corner of the room relying on the display platform material library access to useful information and by the help of images in the library. So they can accurately measure the weather the placement of items is reasonable.
before going to the store in the user experience space. Online design services can set function divisions according to the use purposes of kitchen, bathroom, office and others. Even thought, it is interesting to actually create entirely new spaces for the experience without purchasing the product. Firstly, Online design services need to update technic so that users can more easily experience the service, to avoid that the different types of computers cannot use the online service. In addition, provide detailed explanations and solution for each products according to the users’ questions.

4. Conclusion

The purpose of this study is to explore the online interactive experience, regard the users as the center, analyze the online interactive experience process based on the usability theory, solve the traditional interactive ways of offline cognition and let the products return to the concerned users and the experience itself. Through the design practice test, it confirms the feasibility of the online experience design method of interior design, and also analyzes the factors that affect the intention of purchase and the visit, and then puts forward some suggestions to improve the online service of interior design in the future. Through the design practice test, it confirms the feasibility of online interactive design method for interior design. In addition, it also analyzes the factors influencing the intention to purchase and visit, and then puts forward some suggestions to improve the online service of interior design in the future. Analyze the user experience to the online service type of interior design, and investigate the user experience on service types, enhance offline service linkage and realize proactive consume. First of all, each type of online service should complement with each other and allow consumers to experience a diverse platform in a single way. Secondly, because most consumers find the online experiences are inconvenient, the system must be constantly updated to enhance availability and usability. It is necessary to improve the online platform to meet the needs of consumers by improving the colors, materials and details of the products offered online since the living space is represented by residents. Thirdly, the new users' interests and expectations to the online services will lead to better user experiences and influence the purchase or access intent. At present, the user experience to the product is more and more playing a role of communication service, focusing on the product itself, meanwhile, the user experience, to some extent, adds color to the product, both online and offline services are meant to allow users to have a full range of convenient experience process. Therefore, the thinking mode of user experience integrates the people's cognition, the grasp to the product design, which can help designers to create a better service experience. Online platforms for multiple users’ experiences will continue to emerge with the development of technology in the future, which will affect the expansion of user experience and provide a more diversified service concept.

REFERENCES