



Research on Service Design of Clothing Stores From the Perspective of Lei Feng's Spirit -- Taking ZARA Brand as an Example

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Abstract. Objective To take ZARA brand as an example to explore the satisfaction of consumers in the process of clothing brand marketing from the perspective of service design, and put forward the corresponding optimization strategy. Methods Based on the present situation of physical stores and the characteristic of service design thinking based on Lei Feng spirit, the importance of service design thinking in the service setting and space design of physical clothing stores was emphasized. Through the case study and investigation method of ZARA brand, the service design idea from the perspective of Lei Feng spirit is thoroughly implemented, and the psychological and behavioral characteristics of consumers are explored, so as to provide quality services based on Lei Feng spirit concept. Results Six "touch points" and 16 "pain points" and "opportunity points" were summarized through the user journey map presented by the survey results. Starting from the needs of consumers, this paper systematically optimizes these needs, and proposes corresponding service design schemes in the investigation and research, aiming at improving the pain points of consumers' experience and enhancing the satisfaction of shopping experience. Conclusion It provides a new perspective for service design under the spirit of Lei Feng to integrate into the marketing process of clothing brands, and puts forward targeted optimization strategies from the perspective of consumers. Through a user-centric research and design process, we provide consumers with a better service experience, thereby increasing their satisfaction with the brand.

Keywords: service design; User journey map; ZARA; Lei Feng spirit.

1 Introduction

The current society is gradually transforming into an experience-based economy, in which clothing consumption occupies an important position in people's time and money investment. The ranking list of authoritative research institutions fully proves the significance of the purchasing power of clothing. Regardless of age, women's clothing spending power has remained at the top of the list, showing a state of balance. In-depth research into consumer behavior and preferences in physical stores

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is critical to increasing store sales [1]. Understanding consumers' preferences and preferences when shopping in physical stores can help merchants better meet their needs and provide a personalized shopping experience. Personalized service and product selection can enhance the shopping experience of consumers, thus promoting their purchase intention and loyalty. In addition, by gaining a deeper understanding of consumer behavior, merchants can optimize store layout, display methods and sales strategies to increase the visibility and attractiveness of goods, thereby increasing sales. Therefore, in-depth research into consumer behavior and preferences in physical stores is one of the key strategies to achieve store sales growth. Therefore, in-depth research on consumer behavior and preferences in physical stores has become a necessary basis for improving store sales. This in-depth research helps brands to provide products and services that are more in line with consumer needs, which in turn increases sales and enhances the shopping experience for customers. By understanding the needs and preferences of consumers in physical stores, brands can better meet customer expectations, improve sales performance and strengthen the connection between customers and brands.

2 Current Situation of Physical Clothing Stores

The post-epidemic era has brought new opportunities and challenges, especially for traditional clothing enterprises. The rise of e-commerce has opened up new consumption patterns and market channels, driving the need for physical stores to actively transform to adapt to consumer needs and digital trends. By innovating retail models, improving the ability to gather and retain customers, and providing personalized shopping experience, traditional clothing enterprises can re-attract consumers, open up new market space, and achieve sustainable development [2]. Therefore, in the post-epidemic era, traditional clothing enterprises should actively face challenges, seize opportunities, and achieve business transformation and upgrading. Secondly, the flow dividend of online e-commerce is gradually declining, and clothing, as the first category affected by online penetration, has entered a fierce zero-sum competition stage. In addition, the clothing industry is also facing fierce brand homogenization competition, market demand is scattered and customer loyalty is low, and the competition between brands is increasingly concerned about product differentiation and uniqueness. Unlike in the past, which focused on price and scale competition, brand competition now focuses more on unique style and innovation. The excessive use of style inspiration and marketing strategies between brands makes consumers face the difficulty of choice and difficult to choose a brand stably. This instability increases the cost of customer acquisition and retention, and brands need to work harder to attract and retain consumers.

Service design plays an important role in modern business practice. It studies and understands the needs and expectations of users from their perspective and is applied in various industries and fields to improve products and services [3]. Especially in the development of the business field, the innovative business model has been widely used. However, in China, there are relatively few cases of innovative business models

in clothing brand physical stores, so there is still a lot of development potential and space for further exploration. Based on the perspective of Lei Feng's spirit, this study explores the feasibility of applying service design method to clothing physical stores, aiming to provide ideas and inspiration for the improvement of clothing brand physical stores.

From the design level, there are certain connections and differences between service design and product design, information design and graphic design, as shown in Figure 1.

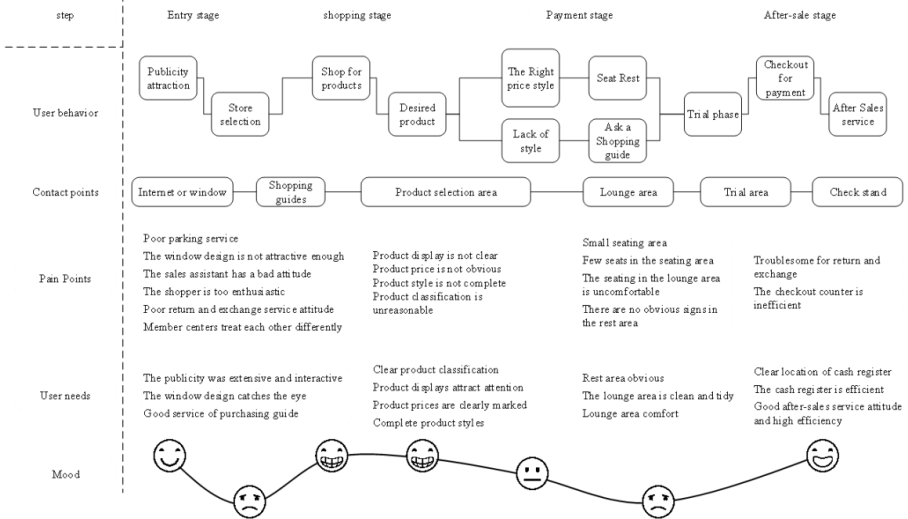


Fig. 1. ZARA brand store user journey map

3 Analysis of Lei Feng Spirit and Service Design Concept

3.1 Lei Feng Spirit Concept

In the discussion and conception of "service design" from the perspective of Lei Feng spirit, it is necessary to clearly understand the concept of Lei Feng spirit. The narrow definition of Lei Feng spirit refers to the advanced thoughts, moral concepts and lofty qualities extracted from Comrade Lei Feng's words and deeds [4]. The Lei Feng spirit in a broad sense is based on the noble quality of Comrade Lei Feng, and the cultural spiritual values and moral system that constantly evolve and develop in practice are respected and sought after by people who follow Lei Feng. In this paper, I mainly understand the broad meaning of Lei Feng's spirit concept.

As for the specific content of Lei Feng's spirit, there are many opinions. For example, Comrade Li Changchun believes [5] that in the new era, to carry forward a new spirit requires learning the firm beliefs and values of others, showing the valuable trait of being ready to help others, having the noble emotion of dedication and dedication, holding the innovative spirit of forging ahead, and the entrepreneurial spirit of courage. After the joint research of China Lei Feng Engineering Committee,

Lei Feng Spiritual School and Lei Feng Data Exhibition Hall, this spirit has been summarized into 22 different manifestations [6]. Among them, the national spirit, the spirit of patriotism, the spirit of collectivism, the spirit of selfless dedication of service, the spirit of repaying the society, the persistent spirit of persistence in learning, the spirit of courage in the face of difficulties and struggles, the spirit of meticulous and responsible in work, the character of honesty and trustworthiness, the spirit of accepting criticism and self-reflection, the attitude of modesty and caution, the spirit of teamwork and integration into the collective, pioneering and creative New spirits [7], which are particularly important in service design.

These views differ on the specific content of Lei Feng's spirit. Therefore, when discussing or thinking about "service design" from the perspective of Lei Feng's spirit, we need to establish a basic understanding and consensus on the basis of these viewpoints to explore the innovative proposition of Lei Feng's spirit in service design.

3.2 Service Design Concept

Service design is a comprehensive activity aimed at organizing and designing various elements involved in service to meet user needs, improve service quality, and jointly create service value [8]. From the perspective of brand management, innovative business strategies have created more business opportunities for clothing brands. It focuses on providing personalized service and unique experiences, promoting emotional interaction between consumers and brands by creating unique processes and approaches to touch, and constantly improving to enhance the quality of service in physical stores, thereby increasing consumer satisfaction. This innovative business strategy has brought greater market competitiveness for clothing brands, and met consumers' needs for personalization and differentiation. Through service design, brand physical stores can better understand consumers' needs and expectations, and innovate and optimize for these needs. A service design approach helps build an emotional connection between brands and consumers, engaging and retaining consumers by providing personalized experiences and unique services. In addition, service design emphasizes user-centered, focusing on every link and touch point in the entire service process, and optimizing from the perspective of consumers. By optimizing these touchpoints, brands can improve consumer perception and satisfaction, building great interactions and long-term relationships[9]. Service design plays an important role in the experience design of brand physical stores, which not only pays attention to the product itself, but also pays attention to the design of the whole service process and environment. By optimizing the layout of physical stores, shopping guide services, payment processes and other aspects, brands can provide more convenient, comfortable and pleasant shopping experience. Service design can also improve the efficiency and convenience of services through the application of technological innovation, such as smart devices and mobile payment, and further meet the needs of consumer.

In short, service design is a comprehensive design activity to improve the service quality of brand physical stores and the experience satisfaction of consumers. It is user-centric and focuses on the optimization of processes and touchpoints, bringing

personalized and differentiated competitive advantages to brands, while promoting emotional interaction and long-term relationship building between brands and consumers[10]. Through service design, branded physical stores are able to establish a closer connection with consumers and provide a distinctive service experience, which stimulates the creativity and growth potential of the brand, bringing new opportunities and competitive advantages to the market.

3.3 Service Design Method

Over a long period of practice, service design has gradually developed a series of research-based design methods, which include common methods such as market insight, competitive analysis, needs assessment and user insight. These methods have been developed to better understand the user experience process and optimize service design. In practical application, according to different design objects, it is very important to choose the right method and tool. This study will focus on the two methods of user journey map and service blueprint to further study and explore. Through the user journey map, we can fully understand the user's feelings, needs and pain points in the entire service process, so as to better provide satisfactory service experience. The service blueprint helps us connect all aspects of the service in an orderly manner, visualizing the service interaction process and the roles of the participants, so as to identify potential problems and opportunities for improvement. The application of these methods will help to deeply understand the needs of users, and user-centered service design optimization, in order to provide better service experience and meet user expectations[11].

With the development of information technology, technology provides a good support for service design. Service is a way and form, which contains a lot of high technology and low technology integration, technology can enhance the service design change.

3.4 User Journey Diagram

User path map is a user-centered design method, which describes the user's experience in the process of product use and contact from the user's perspective through narration and visualization. It explores the problems and opportunities faced by users through multiple dimensions and proposes corresponding improvement plans. By building a user journey map, we were able to visualize the relationship between user expectations and actual experience at various touchpoints in ZARA stores. This approach helps designers to fully understand the overall service situation and provides new opportunities and ideas in the design process to solve existing problems. The application of the user journey map can provide comprehensive insight, enable designers to better understand the needs of users, and create a better user experience for them, so as to achieve the purpose of problem solving and service improvement.

3.5 Service Blueprint

A service blueprint is a visual tool used to show the relationships between different service components, including people, props, and processes, that are directly linked to touchpoints in a particular customer journey. Think of the service blueprint as an extension of the user journey diagram. Similar to user journey diagrams, service blueprints play an important role in complex scenarios that span multiple service-related products. Service Blueprints are an ideal approach for experiences that involve multiple touchpoints, omnichannel, or need to coordinate multiple functions[12]. Through service blueprints, ZARA brands can have a comprehensive view of their services and identify the underlying resources and processes that underpin them, whether they are visible to users or not. The focus of the service blueprint is not limited to typical usability aspects and the design of individual touchpoints, but is more focused on the overall understanding of the service. This comprehensive understanding gives the ZARA brand a strategic advantage. Through the application of Service Blueprint, ZARA brand can better understand and manage all aspects of interaction with users, and make targeted improvements to improve user experience and provide excellent service. Service Blueprint helps brands identify and resolve potential issues, optimize service processes, and provide a more consistent and personalized user experience. By deeply understanding the entire service ecosystem, the ZARA brand is able to differentiate itself from the competition and provide more valuable services to its customers[13].

3.6 Service Design Process

The core of service design is to focus on the needs and expectations of users, aiming to create unique and valuable service experience. Through in-depth research into user behavior and emotions, service design helps identify and solve problems and provide personalized and differentiated services. Customer satisfaction research is an important aspect of service design that focuses on user experience, providing guidance by surveying and evaluating user needs, behaviors, and emotions. Understanding users is the key to creating service value, and researching and analyzing service scenarios and audiences is a crucial step. Pre-user research can identify key touchpoints and optimize or create new ones to enhance the user experience. Finally, according to the needs of users, optimize the design of the service system, including improving the process, adding personalized options and improving the way of communication. In summary, service design aims to provide a satisfying service experience for both users and service providers by deeply understanding user needs, optimizing key touchpoints and designing personalized services. The rewritten version maintains the core of the original message, but presents it differently. The focus of this study is to discuss the service design problems of ZARA brand physical stores, and propose improvement plans by observing the problems encountered by consumers in the purchasing process.

4 ZARA Brand Design Case Under Service Design Thinking

4.1 Build A User Journey Map -- Explore User Needs

User journey diagram is an important tool in service design. It describes the process of service scenarios in a concise and clear way, helps researchers to find potential problems, and deeply understand the psychological needs of relevant stakeholders, so as to meet the expectations and emotional experience of all parties [9], so as to provide more optimized service experience. In other words, it provides an intuitive way to understand the service process, identify opportunities for improvement, and meet the needs and emotional experiences of various participants. In service design thinking, we emphasize social thinking, beyond the individual perspective, to expand the focus of attention to the whole society. Designers communicate with people, pay attention to shared value and social benefits, and pursue more far-reaching influence and meaningful design solutions [10]. The user journey map connects people, people and things, and things with each other in service design, extends the scope of service experience and content, and reasonably plans system resources and contact points. This comprehensive consideration makes ZARA's service system and space Settings more reasonable and perfect. At the same time, in the case of systematic problems and space Settings, enterprises can no longer simply hope that products can only meet basic needs, but are more inclined to make products rich in emotion and help enhance their own life experience. No matter what kind of scene to serve the clothing has to meet the emotional needs, contains high-level emotional value. For many people, the preference for luxury brands has broken through the original value of luxury goods, but into the life experience after the dream. Therefore, for clothing enterprises, the design should not only make consumers meet the service and aesthetic satisfaction in the consumption space, but also make their inner desires for products and consumption space worth realizing[11].

For consumer users who shop in ZARA, their behavior process can be subdivided into entry, purchase, payment and after-sales stages, as shown in Figure 1. Some stages can be adjusted according to different users and needs. This division provides insight into consumers' motivations before making a purchase, as well as their experiences and expectations after the purchase. We focused our research on the point of contact between people and facilities in the "pre-purchase - mid-purchase - post-purchase" stage. After an in-depth study of consumers' touchpoints and behavioral activity tracks at different stages, it is possible to understand their changing needs and immediate needs and help during the in-store period, and analyze the challenges and emotional fluctuations they face at various stages. By synthesizing the user's feelings and real thoughts, a conclusion can be drawn. We can provide theoretical support and technical practice for the ZARA brand's service system, turning these findings into opportunities to further improve service quality and user satisfaction. Such efforts not only meet the needs of consumers, but also bring strategic advantages to the brand.

4.2 Build a Service Blueprint - Address User Needs

Service is the center of service design, and service design is a completed system. In order to achieve the desired purpose through service, it is necessary to make systematic and benign interactions between stakeholders in the system, environment and scene [12]. The content of this service blueprint combines the views provided by users, the contact methods of different roles, and the model structure of each service-related link, and shows the details of service design in ZARA brand clothing in detail, so that designers and service providers can better carry out service maintenance work. Based on Lei Feng's spirit perspective, the service design of ZARA brand stores is re-examined and improved in an all-round way, and the service blueprint of ZARA brand stores is reconstructed, as shown in Figure 2.

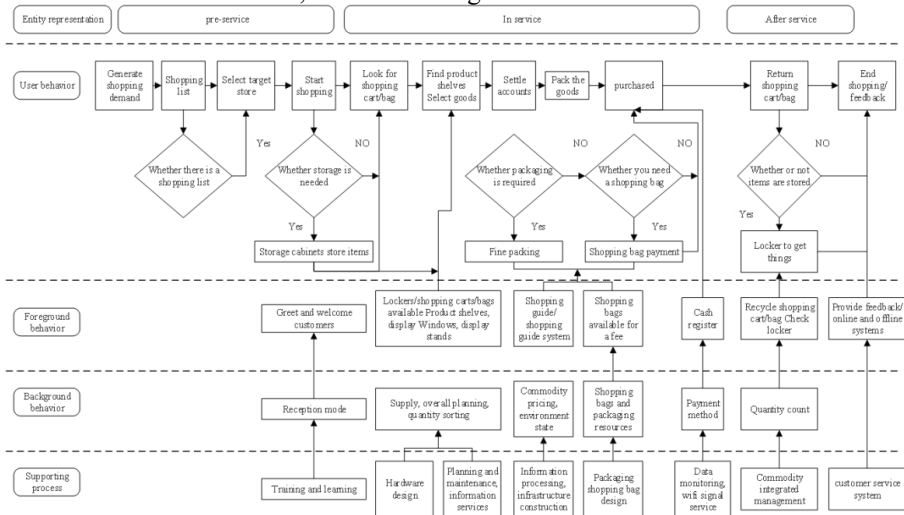


Fig. 2. ZARA brand store service blueprint

The service blueprint of ZARA brand stores mainly systematically constructs user behaviors, front desk behaviors and back office behaviors before, during and after service, provides users with convenient and virtuous quality services from the perspective of Lei Feng spirit, and enables stakeholders in the system to have a more detailed and comprehensive understanding of the service system[13]. In the blueprint, the supporting process of each element is extended through the behavior system of the service front and back. From the beginning to the end of shopping behavior, the eight-part supporting process includes training and learning, hardware design, planning and maintenance information service, information processing infrastructure construction, packaging visual design, data stability service, shopping mall comprehensive management and customer service system, which is an important content of the service system integrated into the spirit of Lei Feng in the service design of ZARA brand stores. Through a comprehensive summary of the survey and interview of users, as well as suggestions and demands provided by users, it is concluded that the problems and service demand pain points arising from the beginning to the end of users'

shopping behavior are improved to form a pre-stage and post-stage ecosystem, which provides a set of systematic theoretical support for ZARA brand to study stakeholders and solve pain points.

4.3 Analysis of User Experience Pain Points

Interviews and opinions of ZARA users are collected from four aspects: understanding user experience and satisfaction, exploring personalized services concerned by users, collecting feedback on after-sales service, and paying attention to environmental and social responsibility issues[14]. Through user interviews and surveys, users' needs and feedback are more comprehensively understood, and pain points in service design of Zara stores are found and analyzed. And provide suggestions for improvement.

According to the feedback of users, ZARA brand stores often have a cold attitude towards shopping guides in the process of service experience, resulting in poor consumer experience and forming the impression of low-quality service on the brand. Especially during holidays, the store traffic surges, resulting in users often encounter queues and long waits during the service experience. In addition, problems such as the unreasonable placement of products in the store and the guidance system also make it difficult for users to find their shopping goals in time. Integrated with the display of the user journey map of ZARA stores, we summarized 16 pain points in detail, mainly involving the two key aspects of "space Settings" and "service system". According to the user contact points in the user journey chart, the pain points are mainly concentrated in the stages of shopping guide service, consumer purchase, waiting in line, and after-sales service, as shown in Figure 3.

step	Entry stage	Shopping stage	Shopping stage	After-sale stage
Pain Points	Poor parking service The window design is not attractive enough The shopper's attitude is bad The shopper's attitude is too enthusiastic The return exchange service is bad The member center treats differently	Product display is not clear Product price is not obvious Product style is not complete Product classification is unreasonable	Lack of rest areas There are few seats in the rest area The seats in the rest area are uncomfortable There is no obvious indication in the rest area	The cashier is inefficient for return and exchange trouble

Fig. 3. ZARA brand store pain point list

From the perspective of Lei Feng spirit, the pain points of ZARA brand store service design can be analyzed as follows: (1) Lack of care and personalized service. Lei Feng spirit focuses on caring and helping others. However, Zara brand store service design often lacks such care and personalized service. Employees may lack the ability to make real connections with customers and pay little attention to the details of customer needs, resulting in customers feeling less personally cared for and valued. (2) Busy and unfriendly shopping environment. The Lei Feng spirit emphasizes providing convenience and a friendly environment for others. However, Zara stores are often very crowded, especially during busy shopping seasons, resulting in a poor customer experience. In addition, shop assistants may lack the time and patience to interact with customers because they are busy, resulting in an unfriendly shopping environment. (3) Insufficient

after-sales service. The Lei Feng spirit encourages long-term care and help for others. However, the after-sales service of Zara brand stores is often not perfect. Customers may encounter problems such as complicated return and exchange processes, long refund time, and poor after-sales service attitude. This lack of effective after-sales service is contrary to the concept of Lei Feng's spirit. (4) Lei Feng spirit emphasizes caring for social and environmental issues and making positive contributions to others and society. However, Zara stores also have some pain points in terms of environmental and social responsibility. The brand has been accused of labor problems, including low wages, excessively long hours and improper working conditions. This is inconsistent with the values of Lei Feng spirit.

In short, from the perspective of Lei Feng spirit, Zara brand store service design has some pain points such as insufficient care, busy and unfriendly shopping environment, insufficient after-sales service and environmental and social responsibility issues. Design thinking is a human-centered approach to innovation, which uses design methods and tools to meet the needs of people, the feasibility of technology and the requirements of business objectives[15]. Design thinking focuses on social issues, and the process can be broken down into five key steps. First, understand the user experience through empathy and investigate their real needs. Second, identify the problem and position the design team's goals, identifying design values and short - and long-term implications. Then, visualize, propose solutions, consider stakeholder relationships, and look for different ways to solve the problem. Then, prototype, reflect and discover new problems. Finally, the effectiveness of the product is examined by testing the prototype. This way of presentation emphasizes the fundamental principles and processes of design thinking, prioritizing user needs and experience to seek innovative solutions, and continuously improving the quality and functionality of products through feedback and testing[16].Improving these problems can make its service design more in line with the concept of Lei Feng's spirit, so as to provide customers with a more caring, friendly and meaningful shopping experience.

5 Optimize Service Design from the Perspective Of Lei Feng Spirit

Service design research is gradually shifting its focus from "quality", "model", "design" and "management" to "science", "technology", "perception" and "Internet service", and putting the needs and experience of users in the first place[17][18][19]. Service design adheres to the "human-centered" design concept and Lei Feng spirit to integrate and optimize[20], and summarizes and evaluates the service design quality of ZARA brand stores, as shown in Figure 4.

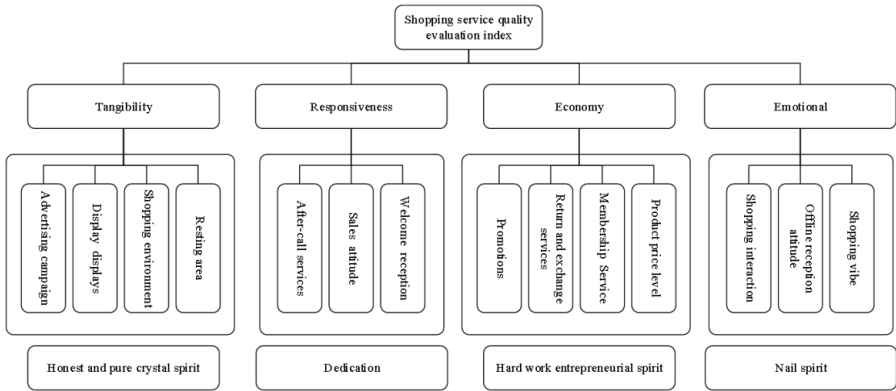


Fig. 4. ZARA brand store service quality evaluation chart

In the aspect of exploring the personalized service that users pay attention to[20], we have learned that users recognize that the concept of caring for others and helping others in Lei Feng's spirit is integrated into the service. Therefore, personalized service is crucial to user experience. In user interviews and surveys, users are asked about their expectations and needs for personalized services, understanding that users want more care, personalized advice or customized options in the service. This helps to reveal the shortcomings of Zara brand stores in providing personalized service. The spirit of Lei Feng emphasizes long-term care and help, so the quality of after-sales service is crucial to the satisfaction and loyalty of users. In addition, the focus on service providers through the appeal service blueprint also needs to be incorporated into the service design system, as well as environmental and information service optimization concerns. The Lei Feng spirit emphasizes concern for social and environmental issues. User interviews and surveys explored users' concerns and expectations regarding the Zara brand in terms of environmental and social responsibility. Users are generally more concerned about the brand's commitment to sustainability, labor conditions, and supply chain transparency

5.1 Lei Feng Spirit Into Service Design - Smart Shopping Guide, Online and Offline Integration

Due to the one-way characteristics of traditional services, resource sharing is limited to time and space, online and offline data cannot be shared quickly, and online and offline are not closely connected, so users' needs cannot be found in time. In the context of new retail, service sharing has been imperceptitiously existing in the thinking mode of service designers. Therefore, online and offline integration is highly integrated, user data sharing is not limited by time and region, and users can be provided with services anytime and anywhere[21]. In Zara brand stores, the care and personalized service of Lei Feng spirit can be reflected through the design of intelligent shopping guide[22]. Develop mobile apps that allow customers to get more help with product information, inventory and personalized recommendations on their phone or tablet. At the same

time, smart devices such as smart mirrors or touch screens are provided in the store so that customers can browse products, get matching suggestions and place orders online. By analyzing customers' purchase history, preferences and style preferences and other data, Zara can provide personalized recommendations and matching suggestions, and recommend clothing matching schemes suitable for customers' style and body shape according to their sizes, preferences and purchasing habits, so as to provide a more intimate shopping experience. Through virtual fitting and augmented reality, users can try on clothes on a screen in-store or via a mobile app to get a better idea of how they look and if they are the right size. The design of personalized intelligent service and the integration of online and offline can reflect the care and convenience of Lei Feng's spirit, and the seamless shopping experience enables Zara to realize real-time synchronization of online and offline inventory, online reservation and in-store pickup users to book fitting rooms, personalized consultants or special services in advance to improve the convenience of shopping[23]. Through social media platforms, we establish closer contact with customers, share product information, matching inspiration and promotional activities, etc. At the same time, we set up social interaction areas in the store to increase users' sense of participation, reflect the economy of brand service quality assessment content, and realize the transformation of Lei Feng's spirit of hard work into actual service.

Through smart shopping guidance and online and offline integration of service design, ZARA brand stores can provide a more caring, personalized and convenient shopping experience. Customers can get personalized suggestions and matches through smart devices and apps, and use virtual fitting and augmented reality technology to better choose products. At the same time, the integrated design of online and offline allows customers to seamlessly switch shopping channels and make appointments and pick up goods more convenient. Such service design reflects the care and convenience in the spirit of Lei Feng, provides customers with a more satisfied and pleasant shopping experience, shows the spirit of the nail in the spirit of Lei Feng, and makes the overall service system more emotional.

5.2 Lei Feng Spirit Into Service Design - Improve Space Settings to Meet Individual Needs

In *The Silent Language*, Edward Hall describes four kinds of distance between people: intimate distance, personal distance, social distance and public distance[24]. In order to create a pleasant user experience, service designers need to take into account the interaction between users and other users or second parties, as well as their state in a particular physical location, the distance between people, and changes in behavior[25]. By cleverly exploiting user preferences for products and environments, designers can achieve a more comfortable user experience[26]. Therefore, the construction of service design system based on Lei Feng's spirit needs to cover both tangibility and responsiveness. First of all, improve the space setting, optimize the space layout, design the space layout of the store, so that customers can smoothly browse and try different products. Reasonable division of different clothing series or style areas, so that customers can find their favorite style. At the same time, comfortable rest areas and

fitting rooms are set up to provide a comfortable and convenient shopping experience. Accessibility is also taken into account to ensure that the space in the store is set up to meet the needs of different customers, including the elderly, children, people with disabilities, etc. Accessibility facilities such as ramps, elevators and auxiliary equipment are provided so that customers can freely enter and browse products, so good lighting and music are also essential to create a comfortable and pleasant shopping atmosphere. The lighting should fully display the product so that customers can accurately observe the details and colors. The music is chosen in line with the brand image and customer preferences to help create a relaxed and enjoyable shopping experience. Secondly, to meet the personalized needs of users, provide customized options, and enhance the responsiveness of services through interaction with customers and customized services

By improving space Settings and meeting individual needs, Zara brand stores integrate Lei Feng spirit into service design, showing themselves in both tangible and responsive aspects. Tangibility lies in the carefully optimized space layout, comfortable environment and convenient facilities, giving customers a feeling of care and comfort. Here, every inch of space is carefully considered to create a pleasant shopping experience for users, while thoughtful facilities make customers feel the care and attention of the brand. Responsiveness is reflected in meeting the individual needs of users. Services such as customized options, personalized recommendations, and personal shopping advisors are carefully designed to meet the unique needs of customers. ZARA brand upgrading research based on service design thinking, excavate and attract young consumer groups, plan product strategy from the perspective of users, promote all-round digital upgrading of clothing brands with service design, and explore the service model of enterprises transforming new retail in the service economy era[27]. Through these personalized care and professional services, customers feel the brand's personal attention and care for them. Such service design establishes a closer connection between the brand and customers, enhances user satisfaction and loyalty, makes customers feel the emotional expression and considerate care of the brand in every detail of the store, and shows the honest and pure crystal spirit and dedication of the service provider.

5.3 Lei Feng Spirit Into Service Design - Show Social Responsibility and Transparency

Lei Feng spirit emphasizes care and contribution to others and society. In the service design of Zara brand stores, the commitment to social responsibility is key. Brands can actively take sustainability measures, pay attention to labor rights, and ensure supply chain compliance and fair treatment. The Lei Feng spirit emphasizes sincerity and transparency. In service design, Zara stores can reflect this value by providing transparent product information. The brand discloses the material source, manufacturing process and production location of the product, so that customers can understand the quality of the product and the story behind it. This not only enhances the transparency of the brand, but also allows customers to trust and identify with the brand more. The brand will also integrate the philosophical brand publicity link

before service into the values and life philosophy of Lei Feng spirit for promotion and communication. With the theme of encouraging and inspiring people to practice social responsibility, pursue justice and sustainable development, the brand conveys the importance and practice of social responsibility through stories, pictures and words.

In the information age, data sharing enables designers and service providers to discover the needs of users in a timely manner, so as to design products that adapt to the era of experience economy and meet the growing material and cultural needs of people, so as to improve people's life happiness index. From the perspective of the transformation of service design mode, the mode of service design has changed from product-centered to user-centered, from tangible to intangible, from scattered to systematic, from one-way to shared, from one-time to green service, from homogenization to personalization. These changes are the transformation of service design mode in the new economic era. From the mode change, we can find user needs, find design opportunities, and design for people's comfortable life. The concept of Lei Feng spirit can be reflected in the transformation process of these service design forms. Therefore, on this basis, Lei Feng spirit concept should also be introduced into the service design spirit, so that the design not only serves people but also shows social responsibility and transparency. Zara store service design can lead customers to think about social issues, pay attention to environmental protection, promote sustainable development, and convey philosophical information in communication. Such a design can inspire customers to think and act, so that they can more identify with the brand's values and goals, thus forming a deeper level of brand loyalty and connection.

6 Concluding Remarks

Guided by Lei Feng's spirit, this paper aims to deeply study consumers' satisfaction with ZARA's offline shopping service through field research, face-to-face conversation, user journey map and service blueprint. The research results show that consumers often encounter problems in the process of entering ZARA stores, such as shopping guide service, purchase stage and queuing. Based on these findings, this study focuses on consumers and upholders the spirit of Lei Feng to propose a series of reasonable service optimization strategies to enhance ZARA's reputation among consumers and convey corporate culture. These strategies are unique in that they do not involve high investments such as expensive store expansions, but offer valuable insights to other clothing brands, enabling them to provide more thoughtful and efficient services to consumers. Such research methods and concepts will guide brands to think people-oriented, pay attention to consumer needs, and create more meaningful and valuable shopping experiences for them, so as to establish lasting customer relationships. Under the framework of this paper, we give cultural connotation to the spirit of Lei Feng, so that the journey of service design is full of rational thinking and practical orientation.

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