Research on the Design of Parent-child Education Chain Project based on Online Platform and Offline Base

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Abstract

Due to the rapid growth of the pace of life, leading to the Parent-child coexistence time gradually scarce, parents play an important role in the growth stage of children, Parent-child travel has always been popular in the tourism product market, it has a broad economic development prospects and significant market enterprise scale, so that many travel agencies compete for the first. However, in the vigorous development of Parent-child travel, the effectiveness of internal and external differences, significant homogenization, lagging supporting facilities and services, serious safety risks and other difficulties, now cannot reach the target users' Parent-child needs, which poses a serious impact on the continued development of Parent-child travel. In this big trend through the market status analysis, user demand analysis and other methods to elaborate; In conclusion, the scheme design is given.

Keywords

Parent-child Products; Parent-child Education; Farm Trips; Family Studies.

1. The Development Status of "Internet" Parent-child Products

1.1. Product Background Analysis

Analyze the Parent-child products on the Internet based on the following background; (1) The national production ability can be improved, the second child cultivation can be assisted, and the Parent-child tourism market cannot be underestimated; With the rapid development of China's economy, the per capita disposable income of Chinese residents reached 28,228 yuan in 2018. Since the implementation of the two-child policy in 2016, the proportion of second children in China has gradually increased. Since the implementation of the two-child policy in 2016, the proportion of two-child has gradually increased, which has changed the way of national tourism to some extent. Two-child families have become the main consumer groups in Parent-child market; (2) The frequent introduction of relevant government policies and huge research needs have promoted the development of Parent-child cultural tourism market; (3) The willingness to travel to enhance cognitive development and experience the outdoor nature is strengthened, and the Parent-child tour of "education in agriculture" emerges at the right moment.

1.2. Product Market Analysis

As early as the end of the 20th century, the concept of Parent-child emotional cultivation has been flourishing in foreign countries, with nearly 100 years of progress and spread. the purpose of Parent-child education is to allow parents to lead and accompany their children to interact with each other. Children will gradually develop their body and mind through practice, simulation and observation. Not long ago, the policy on cultural tourism and research tourism was issued, and the design of various terminals has been continuously improved. The relevant institutional structure has been refined, providing a new opportunity for the development of Parent-child cultural travel supply market. According to the relevant data of China Institute of

Commercial Industry, from 2014 to 2018, CAGR reached 93%. It is estimated that the great development space of the market will continue. in recent years, due to the change of national consumption concept, the introduction of the two-child policy and other factors, the online Parent-child market is booming, forming a relatively mature and perfect Parent-child market. Now the online Parent-child market has carried out a certain analysis:

(l) Online Parent-child market segmentation has gradually improved, and the platform focuses on its unique advantages. The development of online Parent-child tour has spawned a series of online Parent-child tour platforms, and the industry competition is becoming increasingly fierce. With the increase and diversification of consumer demand, we can better meet the needs of users and keep a place in the fierce competition. Many platforms begin to focus on one or a certain part of the function, and are forced to meet the target consumers with high quality, such as focusing on tourism strategy, community Hornet's Nest platform, and Lvmama, an online travel manufacturer dedicated to Parent-child activities. The degree of market refinement will continue to improve.

(2) Children's needs determine product orientation, and the demand for "teaching in travel" Parent-child travel is increasing. Parent-child tour content introduction, all kinds of age stages of the family will have the difference between categories. Natural landscape products meet the outdoor experience needs of home users and become the first choice. Children in the cognitive development stage are 12 years old or below. When faced with such users, it is found that they prefer products with strong cultural and recreational nature such as animal parks, botanical gardens and theme parks. Elder children attach more importance to cultural extension in travel products to seek self-promotion. The needs of this type of users are oriented towards museums and research related categories. It is concluded from the analysis that it will continue to explore the interest of children of different ages, comfort and adapt the interest points of users, and improve different services in the depth of experience and theme types, which will continue to be the focus of Parent-child travel operation of travel enterprises and suppliers in the future.

(3) With the advent of the second-child era, the two-way education of "parent" and "child" in the younger age stage is called out. According to the relevant research, most of the educational products are aimed at study, while relatively few platforms and offline cemeteries are aimed at Parent-child products, among which more are aimed at teenagers and fewer are aimed at younger ages. At the same time, the existing Parent-child education platforms still have a wide range of themes but a relatively single form of expression in the offline development. Therefore, the combination of online platforms and offline Parent-child education cemeteries still has a large market.

1.3.   Analysis of Existing Problems in Product Market

From the above detailed elaboration, the following points can be drawn. There are the following problems in today's Parent-child travel industry :(l) the Parent-child education market is mixed; There are platforms with large influence and high product quality, but there are also many platforms with imperfect and unreliable Wells. Can the reliability of data source of the platform be guaranteed and the accuracy of service provided to users be ensured? And whether it can be implemented offline to complement the offline base. it is one of the existing difficulties in the Parent-child education market. The reliability of the services provided by the platforms directly affects users' views on the industry. Some platforms have problems such as incomplete information and hidden dangers of offline bases. (2) Offline Parent-child education bases are uneven. The reason is that the education and training of corresponding practitioners are not perfect, some Parent-child bases are poorly equipped, the service effect is not good, and there are even safety risks. There are relatively few people with formal qualifications in related industries. (3) Relative cloud farm and characteristic farm tourism have little influence. Compared with other tourism modes in the industry, "characteristic farm" tourism mode is

relatively new, lacks proper promotion and lacks competitiveness compared with traditional tourism.

2. User Demand Analysis of Parent-child Education Chain of Online Platform Combined with Offline Base

2.1. Questionnaire Analysis

In the choice of target customers, the initial selection of users is a family group. According to the user's age, travel scale, travel consumption, children's age characteristics of three aspects are analyzed, so that we will refine the target user group according to the user's year.
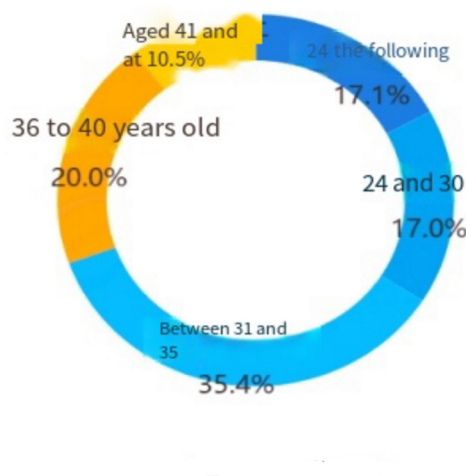

Fig 1. Age attributes

According to the data graph, the users of Parent-child travel are mainly aged between 31 and 40, accounting for 55.4%, and the group born in the 1980s and 1990s.But with the unceasing change of consumption idea after 95, the new JinJinBao parents accounted for 17%, these groups have stronger consumer demand and the strength, Parent-child travel market will depend on the rise of the new concept of parenting and usher in a new peak, thus we can find that for the moment, younger generation parents prefer holidaying consumption form.
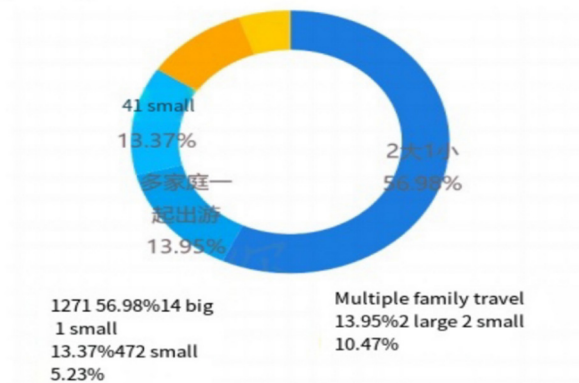

Fig 2. Travel scale

As you can see, the situation is holidaying family size for the "2 + l" small family accounted for more than half, because early for the implementation of the plan have policy, there are more than 2 + 1 family, such family for children's desire to consume more intense, but as a two-child policy, there will be more "2 + 2" family pattern twenty 2 maybe will be our main customers, with the change of economy and the increase of disposable income, family travel market of family size combinations will have more possibilities, with the deepening of the urbanization, tour groups (multiple traveling with your family) will be increased, The friendship between the "unit building" has been unable to meet the progress of the concept of parenting, will be closer to the group more. Therefore, it is our goal to provide as complete and customized service as possible for different forms of family size in the potential market.
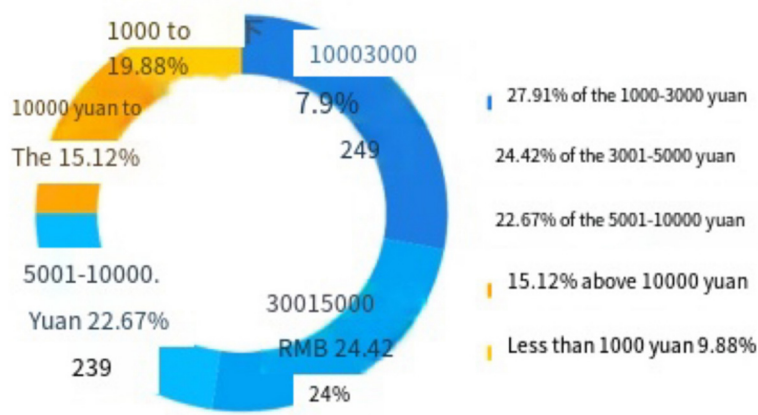

Fig 3. Average cost

According to the average cost of Parent-child travel, the average consumption of Parent-child travel is concentrated at 10005,000-yuan, accounting for 34%, indicating that a large proportion of families have sufficient desire and ability to consume Parent-child travel products.
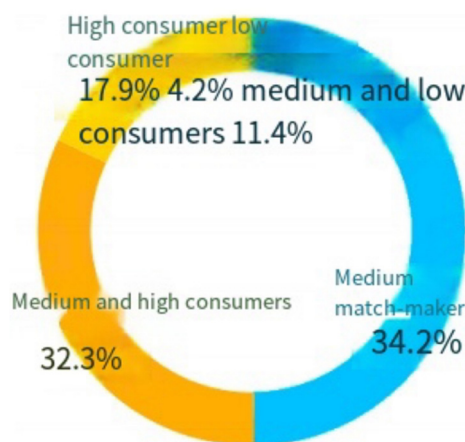

Fig 4. Consumption level

From the point of consumer spending levels, Parent-child swimming are the main consumers of middle level of consumption level, the means of medium income people have Parent-child swimming above related products, consumer demand all over the target market is mainly to middle-income populations with different type of service quality and experience, 1000-2000 will be the expected profit of each transaction.
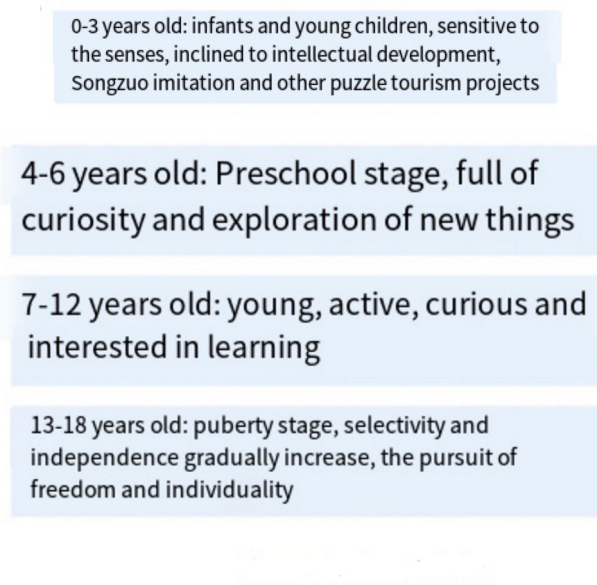

Fig 5. Age characteristics

According to the age characteristics table provided by Analysis and the features of our products, children aged 0-3 are not considered as the target group, and children aged 4-12 are more suitable for using our products.

In terms of the selection of farm bases, we will select some farms to be developed into research bases, so we will choose the site according to the consumer market layout of Parent-child travel.

Fig 6. Regional distribution

As can be seen from the figure, the consumer market of Parent-child travel is concentrated in Jiangsu, Shanghai and Guangdong, and seven provinces such as Sichuan, Chongqing and Hunan also have a large consumer market. From the perspective of geographical location, the coastal region has the largest consumer market for Parent-child travel, followed by the central region.

(2) Distribution of user line-level cities

Fig 7. City distribution

The consumption potential of Parent-child travel in first-tier cities has absolute advantages. It is basically the sum of the market demands of other tier cities, followed by the super tier one and tier two cities, and the economy may become the limiting factor for the development of the Parent-child travel market in tier three cities and other cities. However, due to the rapid development of the economy, we should pay more attention to the market in the next few years in the third-tier cities and below.

2.2. Parent-child Education Necessity

According to the above analysis, our target users are mainly: families with medium consumption level whose children are 4-12 years old. At the age of the children of things full of curiosity, strong thirst for knowledge and a strong mentality, our farm "education with farmers" practice education is mainly suitable for the age group, but not limited to the 0 to 3 years old children such as the mind is not yet fully developed, based on safety considerations do not necessarily make good use of our products, each age has its features, and the 0 to 3 years old, 13 to 18 years old can be adjusted according to the requirements and user groups, is yearning for was the field of teenagers are likely to be our potential clients.

Let this product become their "affordable + good quality" best choice. In addition, in the market positioning, we focus on the coastal areas, followed by the central region and part of the southwest in the first - and second-tier cities. Coastal areas are mostly first-tier and second-tier cities with relatively developed economy and good urbanization development. Therefore, the demand for study in nature is relatively large. However, in the central and western regions, we will make appropriate allocation according to the local market demand for "farm-style" Parent-child Tours.

According to the relevant investigation and research, it can be summarized as the following points :(1) With the development, parents are under greater pressure, especially in the remote rural areas with more left-behind children, parents have less time to communicate with their children, and cannot timely find out the problems of children's growth, causing many negative impacts. Even the future development as well as the physical and psychological are more important. (2) Online and offline Parent-child farm tour education echoes national policies, and has a significant impact on children's comprehensive development and Parent-child emotional cultivation, which should not be ignored.

3. Project Scheme Design of Parent-child Education Chain based on Online Platform and Offline Base

3.1. "Chaohe" Product Design Overview

LOGO definition: the semicircle main body symbolizes the rising sun, the theme from top to bottom of the three gradients of different colors corresponding to the gradual change of color when Xiao Wo was born, metaphor for the growth without intermittent, rich self. in the center of LOGE is a rice seedling, which grows on the hill facing the rising sun, which corresponds to the positioning of this product for children and the characteristics of teaching in agriculture. In the middle of the Miao pattern and the hills connected, is a Chinese character "Wo". At the bottom of the pattern is the name of the product, which is relatively gray in color, just like the sudden growth of the grass seedlings and the cloud bearing the rising sun. With "Sun grow up" as the annotation, the role of the product is like the growing sun.

"Chaohe" is a collection of Parent-child education, farm travel, and cloud farm sales as one of the products. in view of the current shortage of Parent-child service industry, the main users are families of medium consumption level between 4 and 12 years old, making this product the best choice of "affordable price + good quality" for them. Through the Internet, it connects the upstream platform with the offline farm, so that users can obtain offline services according to their own needs while obtaining online information. And find the ideal products, while realizing Parent-child interaction, can also enjoy the unique travel experience and practical education for children in the offline characteristic farm. Relevant links are built on the platform to provide interaction between merchants and users, and farm construction, product processing, sales, and user travel services are linked offline to achieve efficient and high-quality user experience. Provide a perfect online Parent-child platform for users' families. A special trip filled with educational and enjoyable experiences, a fertile agricultural land rooted in the lines. The products have various functions and cover a wide range, but the specialization of theme-oriented educational products makes each field of our country closely linked and complementary.

3.2. Innovative Performance of Product Design of "Chaohe"

This product in the project innovation point can be divided into five parts to elaborate;

(l) Combination of visual and listening to create an educational sector - diverse and rich. In the way: article, video, audio three ways for users to choose. Video is divided into long video and short video. Long videos can allow users to learn enough, while small videos can make use of time fragments to learn and become entertainment for users in their spare time. According to relevant data in 2019, nearly 80% of Parent-child users will choose to play audio for their children, while parents will also choose to listen. In terms of content, we will divide it into two sections for children and parents: 1. Children section: enlightening education based on agricultural knowledge should be conducted in a way suitable for children to stimulate their interest in offline practice. 2. Parents: sleep AIDS and stress relief (mainly audio), children's education (mainly article and video), emotional relationship (mainly article and audio).

(2) Product planning based on age differences -- scientific and accurate. Subdivide user groups, comprehensively consider the psychological characteristics and preferences of children of different ages, push relevant products in a targeted way, and sensitively develop a variety of product portfolios. Experience demand corresponds to product content to achieve scientific and accurate product planning. After background analysis based on big data, user information and user habits, the platform will push different content for users to choose every day. For children aged 4-6 in preschool stage, it will recommend fresh and eye-catching content. For children aged 7-12, the content of exploration and learning theme is recommended. Faced with the adolescence stage of 13-18 years old, a number of personalized programs will be launched

to choose from, and the theme content is more centered on children's personal independence. In the offline field for older children, the difficulty of the play project also increases; For young children, it is more likely that parents will guide them to jointly complete the cultivation of Parent-child emotion.
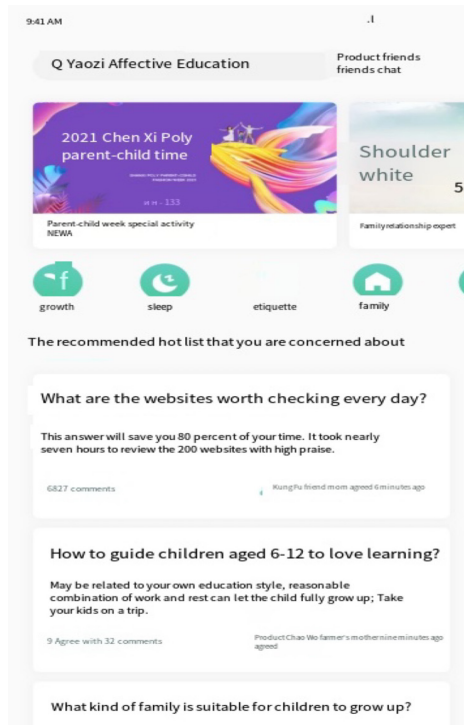

Fig 8. APP page1

Fig 9. APP page2

(3) Direct product and logistics visualization -- tracking and timely. Farm-customer two-point sales, reduce circulation links, to achieve direct product. Products support online delivery and offline self - pickup. Online delivery according to the actual distance and freshness degree can choose the delivery method: truck fast delivery or ordinary logistics. General logistics - tracking logistics, truck speed - accurate information to the owner's name, contact information, estimated time of arrival. Pick up offline - you can make an appointment to pick up the goods. Logistics visualization can greatly increase the user experience, giving users a sense of mastery; After users choose online delivery, the goods will be delivered according to general logistics, while the trucks will be delivered to VIP users and some high-priced products. Users can also choose the offline self-collection and combine with the farm tour to form a closed-loop experience.
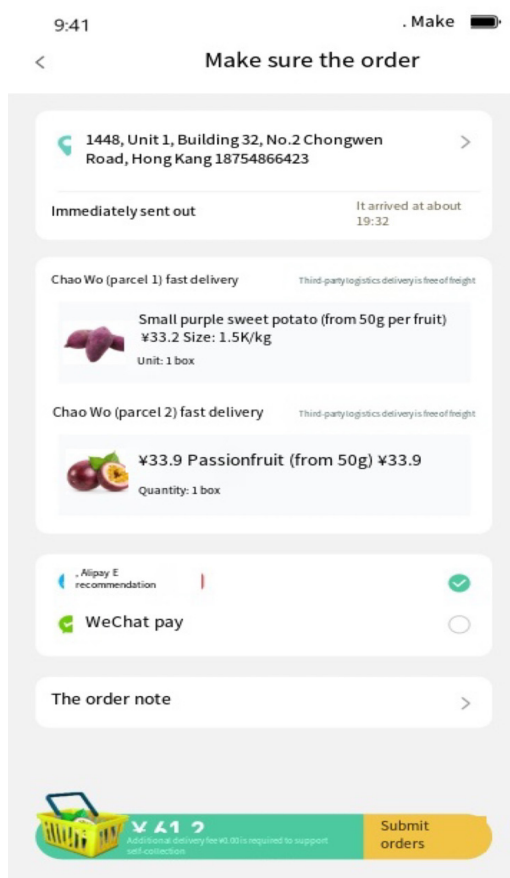

Fig 10. APP page3

(4) Take tourism as a window to promote the development of related industries nearby and achieve a win-win situation. According to local conditions, different marketing strategies are formulated according to the characteristics of different villages (such as regional folk customs and natural scenery). Through online communication, consumers will be attracted to the farm for tourism, and the industry chain such as catering industry around the farm will be driven by this media. Through the promotion of special products at the stage, and the design of the function of live broadcasting and bringing goods to introduce more users to stimulate consumption, this has encouraged the prosperity of rural areas to a certain extent.

Fig 11. APP page4

Fig 12. APP page5

(5) Multi-dimensional leisure experience based on education in agriculture -- experience and comprehensiveness. There are a variety of farm types, covering four industries: fishing, agriculture, animal husbandry and forestry. The characteristics of different industries can provide consumers with a variety of farm leisure experience, so that consumers can enjoy a leisurely life atmosphere and meet the spiritual yearning of being close to nature. There are various kinds of Parent-child interaction activities. Parents and children can participate together to cultivate the relationship between parents and children. By increasing educational activities in the experience, children's knowledge education will not stay in a closed classroom

or make the network class. But in the real field to explore nature, that is, through a more interesting way to acquire common knowledge, to achieve "education in the farm", and to complete a happy family trip.

4. The Future Development Direction of Parent-child Education Chain Products based on the Combination of Online Platform and Offline Base

According to the relevant research, the future development direction of the prospect and forecast; (1) Online Parent-child travel market business to diversify, online and offline layout coordinated operation; With the implementation of the two-child policy and the improvement of family economic level, users' demand for Parent-child activities increases, and Parent-child travel extends to Parent-child services. In order to adapt to the changes in needs, the business boundaries of the online Parent-child travel market are expanding at a faster speed, and the Parent-child travel with Parent-child products sales model will become the mainstream. Offline service scenes have been diversified, with a variety of visiting methods in amusement parks, botanical gardens, zoos, farmhouses and other places. The online content matrix builds on travel OTA and vertical e-commerce to drive user conversion in the form of product and service marketing. At the same time, based on the accumulation of online data, participate in assisting in the operation of offline scenes, cooperate with tourism stores, interactive outlets and scenic hotels to attract customers to spend offline, create a diversified consumption scene for Parent-child groups, and reduce the acquisition of customer capital.(2) Digging deeply into cultural elements and driving the tourism industry chain with culture becomes a trend; According to a report by New Oriental, the number of Chinese students on international study Tours will continue to grow rapidly. According to Xinhua News Agency, "30 minutes is the fastest time for a group to fill up" during a "Parent-child civilization tour" of ancient Egypt. The proportion of parents who prefer to take their children on holidays has increased rapidly as the age group of parents has changed and parenting philosophy has changed. At the same time of Parent-child travel, the meaning of Parent-child travel education has been marked red again. Parent-child travel in the form of "Ten Culture of Tourism" can ensure parents and children to enjoy leisure, enhance Parent-child relationship, at the same time, can be influenced by culture, enjoy different history and culture. Let the children grow up, complete the purpose of "teaching in travel". (3) Natural outdoor Parent-child travel will be more favored; From the perspective of tourism resources, taking scenic spots as examples, 5A scenic spots account for far more than half of China's natural scenic spots, which is obviously reflected in the supply level. Natural scenery travel products captured the bulk of the market in the category. Due to the progress of urbanization and the acceleration and universalization of electronic products, the phenomenon of denaturalization is sweeping through children today, which has brought great harm to children's vision, social ability and attention, and also has a significant impact on children's physical and mental health. Due to the increasing desire of users for outdoor nature experience, natural outdoor Parent-child travel meets the needs of children to get close to nature by means of tourism. Island, forest, grassland, desert type of natural scenery tourism products is welcomed by Parent-child users. The OTA factory with LvMama as the case launched the Parent-child summer camp based on the regular natural travel products. It includes theme projects such as desert camping, which is favored by Parent-child family tourists. (4) 2018 Parent-child Travel Consumption Report released on Momma.cn points out that from January to April 2018, Parent-child travel on Lvmama platform increased by nearly 1.6 times compared with the same period last year: According to the "China Online Parent-child Travel Market Survey" issued by Analysis, the economic scale of China's Parent-child travel market in 2018 exceeded 100 billion yuan. In the future, it will grow steadily at an annual rate of 60%, and it is estimated that it will reach a market size of 500 billion yuan in 2020.To sum up, the core

attraction of Parent-child study tour products lies in its own high-quality product content. Based on resource-rich destinations, we should strengthen the management of product content and itinerary, balance the proportion of "travel" and "study", and improve the quality of Parent-child study tour products.

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