

The application of scene thinking in e-commerce teaching

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Abstract: In the Internet era, electronic shopping mall landscape can guide consumers to buy products, to establish the user is the scene, operation and sales user-centered scene thinking. This article through the study of the Internet environment of e-commerce business environment and platform resources, from different e-commerce positions as the starting point, combined with the needs of enterprises and students, to build a suitable for e-commerce professional learning scene framework, aimed at exploring an effective e-commerce professional integration of scene teaching environment.

Key words: scene; Fusion; Scene thinking; Teaching environment

1. Scenario-based thinking connotation

Robert Scoble, in *The Coming Scene Age*, identifies five technological forces of the Scene age: big data, mobile devices, social media, sensors, and positioning systems. The Internet enters the Scene Age. Under the scene thinking, business began to face reshaping, the so-called scene thinking, is to use the scene to think about related issues. The scene of the electronic shopping mall can better guide consumers to buy products and use the products. To establish the user is the scene, the operation and sales of user-centered scene thinking.

2. Scenario-based application characteristics

(1) Randomness

Randomness means that the time and place of enterprise operation, marketing and other activities are random, which may be in the circle of friends or other different platform environments, so as to influence consumers and generate interest in purchasing behaviors. Therefore, scene operation and marketing may be carried out at any time and anywhere.

(2) Irrelevance

Two unrelated things can also create scene sales, such as chatting, talking about colleagues and friends, may be related to electrical products, or toiletries, which may produce a transaction, scene can connect two unrelated things together.

(3) Variety

A user will have a variety of scene needs, and a scene can also connect different users, which can allow sellers to carry out scene marketing, and sellers can also summarize common scene needs for design, so as to attract more accurate people, and then transform.

(4) Fragmentation, the development of the Internet provides everyone with the conditions to become a communicator and voice, people participate in and create the content of the Internet, the formation of Internet fragmentation, resulting in time fragmentation, content fragmentation, social fragmentation, business fragmentation, which also brings users the fragmentation of the scene.

(5) User-ization

The scene is the user, different users bring different scenes, the user is the protagonist of the scene, the user's demand is the service provided by the product, so that the product provides a closed loop for the user's demand, we call the product provides a solution for the user in a specific scenario.

3. The basis of e-commerce application scenario-based

With the development of the Internet, interconnection and sharing, e-commerce is deeply integrated with various industries to build multiple scenarios.

3.1 From the perspective of cultivating users

The premise of scene thinking training is that users should develop the habit of careful observation, capture details, and be good at thinking and summarizing. Scene thinking is built on a certain logical thinking ability, the user needs to reason in advance, what kind of problem will occur in that scene, and think about how to solve this problem. In the business society, the establishment of scene thinking is easier for users to have a sense of substitution, mobilize users' emotions and interests, form emotional resonance, and then form feelings for the product, and finally effectively promote the completion of the transaction.

3.2 Product Perspective

Consumer demand is a process of multiple reconstructions with the development of business environment, and the iteration of product updates reflects the development of society and the life pursuit of consumers. Jiang Xiaobai uses the way of scene thinking to create a variety of Internet scenes suitable for young people, and collaborates with iQiyi, Tencent Video, b station and other Internet platforms to produce cross-border animations close to product users, attracting a large number of product users and refreshing the sense of existence of the product

3.3 Perspective of business environment

Shelf thinking simulates the actual purchase scenario. When designing goods, you first need to understand that your goods are placed on the shelves. The shelf itself is an information environment, and the goods are the purchase information. E-commerce needs to design the shopping scene that different consumers like, which needs to be further improved and developed by merchants.

4. Scenario-based planning and implementation in e-commerce courses

4.1 Scenario-based teaching system construction

Construct a scenario-based teaching system that takes students and users as the center, meets the needs of e-commerce majors, and a scenario-based teaching system that meets the needs of students, schools and enterprises.

4.2 Project objectives Typical work tasks and scenario-based framework construction

The Internet is an enhancer of services and an amplifier of scenes. Internet operation, need to combine the scene and the Internet, scene reconstruction, interconnection and sharing is the foundation of building e-commerce scene. In the restaurant scene, users can order food in advance through the app, so that they can eat in time after arriving at the restaurant. When waiting for food, users can play interactive games to make the waiting no longer boring. Or enter the online community, such as meal users can join, the restaurant regularly send a red envelope, engage in a red envelope dragon, with the help of this way for community operation, in the restaurant when the new product through the group, circle of friends to inform, forward draw lucky users free taste. Through the combination of the Internet, it can be derived to meet the needs of a lot of consumers.

4.2.1 Scenarization of Internet thinking

(1) Platform thinking

The essence of a platform is to connect needs and services. Taobao docking is the purchase demand and goods and services; Meituan docking is catering needs and O2O services. When a platform is in operation, it can form a platform scene to meet consumer demand.

(2) Scene thinking, can be divided into product thinking, entrance thinking, traffic thinking, cross-border thinking, user thinking, extreme thinking and so on. We can outline the user experience process through product thinking, improve the efficiency of traffic acquisition through traffic thinking, broaden the scene through cross-border thinking brand combination, and enhance the depth of products through extreme thinking. Skilled use and combination of these thinking, the different stages of the scene together, build the connection between people and products, in order to ultimately improve the scene operation, marketing effect and conversion efficiency.

4.2.2 Scenario-based module of project tasks based on enterprise needs

4.2.2.1 Foundation of scenario construction

The scenario construction in the Internet environment must follow the principles of Internet interconnection and sharing

(1) Take the user as the center, connect merchants and users through the platform

The emergence of Internet e-commerce allows consumers to have more choices. Consumers focus on getting a certain product at a lower price. For the e-commerce operators, only by integrating the mainstream needs of the market into the scene thinking, can the constructed scene get the hearts of consumers. In the era of price dominating the market, operators only need to use low prices to gain consumer recognition when doing the scene. Taobao, Jingdong and other e-commerce platforms have been developed for this reason, through scene thinking to create a better shopping experience for consumers, increase the added value of consumer shopping.

(2) Integration is the new way out, through the platform and app and content production cross-border connectivity

With the fragmented development of the Internet, there are more and more apps that can meet consumers' shopping needs, but only a few are often used by consumers. Through cross-border connectivity between e-commerce platforms and apps, more markets can be divided and more ideas can be provided for the development of enterprises.

(3) Multi-level information sharing between merchants and users can be carried out through various means such as community

Community refers to a group that gathers through social activities and has the same needs or common interests. In the process of scene operation and marketing, operators can first find relevant communities and fully listen to the opinions of community members. This will improve the user experience and provide more support for the product to be recognized by consumers.

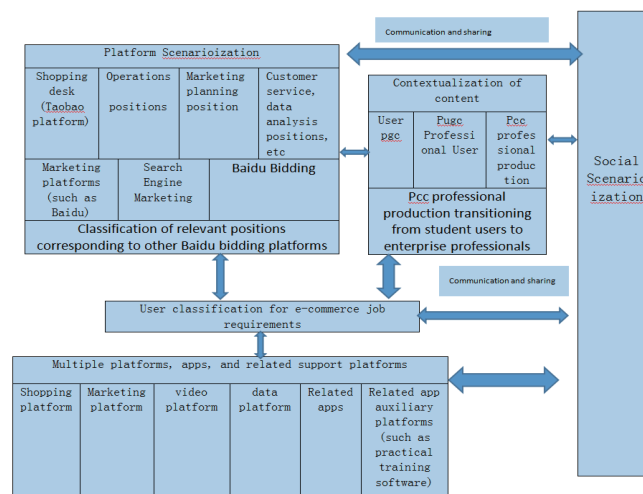


Figure 1. The framework of e-shopping landscape

4.2.2.2 Taobao operation scene

Take Taobao operation scenario as an example, combined with practical training software and other supporting platform apps

There are four types of corresponding operation positions on Taobao platform: operation assistant (novice stage), promotion specialist (qualified stage), operation supervisor or store manager (backbone stage), and operation director (project integration stage).

Operation assistant, or primary promotion, the main goal is from novice to qualified, will operate Taobao's basic background; Typical work scenarios are as follows: 1) basic promotion scenario, the work content includes modifying the title, optimizing the shelves. 2) Basic decoration scenario, the work content includes custom decoration, release of related products, store recruitment modification. 3) Background operation and management, including the release of baby, up and down the shelf baby and so on.

Promotion specialist, the main goal is from qualified to the backbone, will promote, can plan single products, traffic optimization, event planning. Typical work scenarios are as follows: 1) title optimization, the work content includes all kinds of (such as shoes, clothes) keyword selection optimization. 2) on-off optimization, the work content includes the on-off and off of store goods and optimization. 3) Through train delivery and optimization, including product delivery, through train plan optimization. 4) Planning and registration of official activities, including planning and implementation of various activities.

Operation supervisor or store manager, the main goal is to become the operation supervisor or store manager, responsible for product selection planning, operation rhythm adjustment, major activity planning, implementation planning, etc.; The scenarios are as follows: 1) Store planning, including Taobao store positioning, product planning. 2) Operation planning, including monthly and annual operation plan and implementation, explosive model building plan, Double 11 promotion plan. 3) Data diagnosis store solution development, including plan design according to operation or traffic indicators.

The above scenario requires the support of multiple apps such as Taobao platform, practical training software and new list.

Content scenarioization is a supplement to platform scenarioization, and different scenarios will have different requirements and standards for content. Therefore, through content scenarioization, students can be familiar with and adapt to the needs of different enterprises, and gradually cultivate professionals who can complete the job tasks according to the requirements of enterprises. Content scenarioization requires the participation of enterprise personnel.

5. Conclusions

In the Internet era, any successful Internet application has the characteristics that fit the user scene. The scene is developing towards fragmentation and mobile, and consumers are pursuing smaller and more beautiful products that can bring the ultimate user experience. The essence of scene design is actually the user's thinking, which starts from the perspective of actual use of users and combines with the upgrading of user's thinking. Enter the user's living and working environment, actually experience the needs of enterprises and users, feel the needs and pain points of users, and create a scene design for students to meet the needs of enterprises.

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