Explore the Conceptual Design of a Journal Sharing Application Platform Based on the "Internet Plus"

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Abstract: With the continuous improvement of material living standards, people's spiritual and cultural needs are also constantly improving. This article will be based on the current popular journal culture to explore, focus on the project background, market analysis, product development and other aspects of the shared concept application platform research, in order to create a comprehensive function, convenient operation, high usage, strong security, and leading strong application software.

Keywords: journal culture, sharing, agglomeration, platform, conceptual design

1. Project background

1.1 Source and current situation

The term "techou" comes from Japan, but the real origin is in Europe. It is the Roman pronunciation of notebook in Japanese. Due to no clear definition in China, here chosen the "journal" as the expression. It is a popular culture and a new industry. In terms of content, it refers to the notebooks used for note-taking, such as diary, scrapbook, reading notes, etc.; in terms of function, it is mainly divided into records and plans. Because it can be used as much as you want, it is loved by men, women and children in Japan, it is an indispensable necessity for them. In recent years, it has gradually been introduced into my country as a niche culture and has been widely popular among college students and young people. They like to cut and paste the material on the notebook by stamps and adhesive tape, focusing on the decorative effect of visual and commemorative significance. As it adapts to the consumer needs and creative needs of young people, it is gradually forming a certain scale, and its development potential cannot be underestimated.

1.2 R&D basis

After investigation and research, it is found that the current journal field lacks a dedicated information exchange application platform, there is a large accumulation of idle journal peripheral products, scalper resale transaction premiums are high, personal journal works sharing and referral traffic are low, it is difficult for novices to understand the journal culture, and enthusiasts from all over the world gather and exchange less etc. In order to improve the above-mentioned problems,a journal sharing application platform based on the "Internet plus" thinking is proposed to promote the development of journal culture in China.

2. Market analysis

2.1 Competitive product analysis

The existing online platforms for domestic journal mainly include Sami, Zhishangwu, Weidian, Taobao, Xianyu, Xiaohongshu, Weibo and other APP software. Among them, Sami, Zhishangwu, and Weidian basically belong to people like to buy products such as pre-sale seals and tapes. They are a bit cheaper, but the disadvantage is that you need to wait a long time to get the goods. Taobao is a place where you can buy goods around the journal. Compared with the previous three, the advantage is that the goods do not need to purchase from outside again, because they are all in stock, but the disadvantage is also that the price is relatively high because they do not need to wait. Xianyu is a concentrated place for selling idle seals. For those who have just entered the field, they may not have

contacted the first three APPs, so they are mostly collection and purchase of diffent styles at here or on the Taobao. Xiaohongshu and Weibo are platforms that are personally pushed by journal bloggers, and many shared cases are sought after by the audience. Through the analysis of competing products, it is found that there are actually a lot of software around the journal and there are successful cases, but their functions are relatively scattered, and different software needs to be used to meet different needs. It is difficult for the busy group to have a comprehensive balance. Some of the existing problems or dilemmas around the journal have not provided solutions, so the "user-centered" design concept is particularly important.

2.2 Customer group positioning

The APP is a platform for those who want to know more about journal culture, so the target groups are divided into the following categories:

2.2.1 Novice journal enthusiasts

For beginners who are just getting started, how to find the organization and avoid corners is very important. Therefore, set up a special area for senior journal master' works and experience sharing, production skills teaching to let people reference.

2.2.2 Handbook enthusiasts with a certain foundation

For intermediate enthusiasts, they must have gone through the stage of random shopping. There are a large number of idle seals, tapes and other peripheral products would to be sold at home. Therefore, in order not to waste resources, a safe and guaranteed exchange platform can be established to allow buyers and sellers to exchange handbook peripheral products (equivalent products after evaluate) not only avoid the dilemma of easy buying and difficult selling, but also promote below-the-line communication and interaction with local journal enthusiasts.

2.2.3 Senior journal

Like "An artist performs well (excels on stage) wants turn to be a director", senior masters generally have a distinct personal style at this stage. In addition to setting up special topics to promote them, they can also open shops to transform their hobbies into careers and help more people embark on it to innovation and entrepreneurship path.

3. Product development

3.1 Platform structure framework

The platform is divided into two parts, namely the "paper circle" module and the transaction module, as shown in Figure 1.
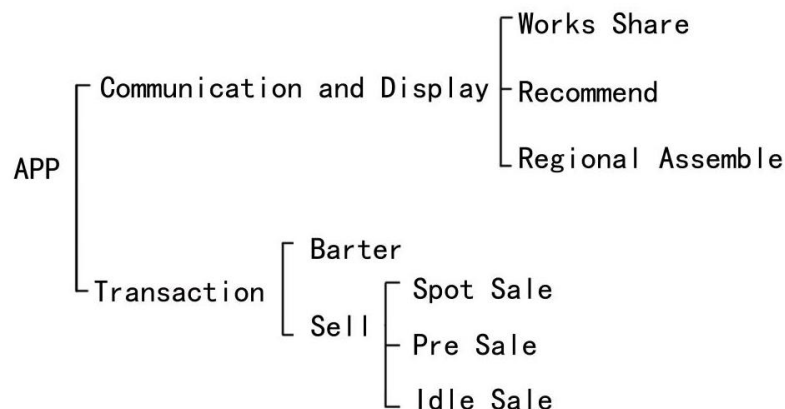

Figure 1. Platform function introduction

3.1.1 Paper circle module

The concept of journal circle of friends（The term "circle of friends" generally refers to an online social function. Users can post text and pictures through it, and at the same time share to it via other

software. Users can "comment" or "like" the photos newly posted）. On the one hand, you can choose to focus according to the region, which facilitates the organization of interactive communication online or below the line, expands the scope of making friends, and deepens connections in the same city. On the other hand, it is possible to establish different special areas for new and old fans, provide multi-faceted guides and excellent works to share, and increase the function of connecting goods store, so that followers can learn about brand names, brand prices, and purchases more efficiently and conveniently channels, etc., so we focue on creating an easy-to-use, easy-to-learn, and easy-to-operate APP, and make the paper circle become a necessary communication circle for journal enthusiasts.

3.1.2 Transaction module

This category is divided into two sub-modules: barter exchange and item sales. The former can help the participant get a richer variety of of peripheral commoditys, while avoiding excessive economic expendit, greatly increases the use value of the items and reduces the idle rate. Of course, it is necessary to conduct a systematic evaluation of both parties and the product before the transaction so that the platform can support each a secured transaction in the same or different citys. The latter needs to divide the different categories of idle items, new spot products, and pre-sale items so that buyers can quickly lock the shopping area. Special attention is paid to the transaction setting of idle items and item replacement modules based on the principle of preventing price bidding and binding sales. It has laid a solid foundation for the correct guidance of values and the protection of the social atmosphere of the industry.

3.2 Development plan

Adhere to the basic principle of "people-oriented", try to meet the multi-party needs of the public, build a strategic, forward-looking and oriented public platform, form multi-party cooperation online and below the line , and provide the possibility for further expansion of space development. In addition to personal behavior, journal can also be expanded into collective behaviors. The journal field can be used for making friends, sharing, relax and other activities, making it be the most popular form of below the line gatherings in the future.

3.3 Feasibility analysis

3.3.1 Agglomeration

Through the APP, we will gather scattered journal enthusiasts across the country to establish the largest, most comprehensive and most professional journal information exchange platform, and establish a community-based idle trading market to achieve resource integration of journal information knowledge, circulation of idle hand account items, and maximize improvement the commodities of utilization rate and use value .

3.3.2 New knowledge

Through the establishment of a journal novice zone, the platform for learning journal techniques knowledge will be promoted, and a convenient knowledge learning zone will be provided for the other party, which greatly enhances the efficiency of technique learning.

3.3.3 Sharing

Sharing behavior can not only reduce the waste of journal resources, open up market trading resources, but also urge the platform to update and upgrade regularly, provide timely feedback, and absorb the suggestions of journal enthusiasts. It also improves the recognition and influence of journal enthusiasts to better social impact.

3.3.4 Maintaining stability

The journal platform has high ease of use, low registration threshold, full-featured and strong target , which are conducive to the stability and sustainable development of the platform.

4. Conclusion

To sum up, this article summarizes the many problems faced by the current journal field based on the author's experience and investigation,want to keeping journal culture is good and sustainable development in my country, as a result conduct targeted APP research, for consumers who love the

journal culture convey positive messages and bring a good user experience, therefore has certain commercial value and social significance.

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