参赛报名表

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| 渭南市临渭区银色浪漫设计大赛 | | | | |
| 选择赛道 | * 赛道一: 适老空间设计改造 * 赛道二: 老年银发产品设计 * 赛道三: 老年运营IP 招募 | | | |
| 作品名称 | 舞伴——广场舞服务系统设计 | | | |
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| 参赛作品思路（200-500字）  “舞伴”是我们为低龄活力老人针对广场舞娱乐服务体系设计的一个品牌。通过优化广场舞系统内领舞、普通舞者、观众及普通大众的体验，赋予广场舞社交文化，改变广场舞社会地位，使其成为中国社交文化的代表。构建以社交APP、智能音箱及模块化音箱架为基础触点，结合第三方广场舞表演策划为辅的广场舞娱乐体系。  首先，收集到不同人群对广场舞的态度。我们发现，社会对于广场舞的争议与分歧基本就是由领舞、普通舞者、（想参与的）观众、普通大众对广场舞的不同态度而产生。每个利益相关者的需求可分为“社会认同感”及“社会参与感”两个维度。并发现四类人群最终愿景都落在了“社交文化”。由此提出“让广场舞成为一种社交文化”的理念。并提出改善广场舞社会地位的三个设计机会点：  1.结合当前行技术，减少广场舞的干扰提升广场舞的社会认同感；  2.利用互联网时代，改善广场舞舞者社交体验点，以提升舞者社会参与感；  3.扩大参加广场舞系统的人员范围，打造广场舞社交文化。  而后，我们对需求进行功能转化。将有可以同时满足两类人群的功能作为主要体验点。舞伴以其创新的全方位体验点集合为四大触点：  1.合定向声源和光源融和的音箱；  2.为领舞专门打造了方便便捷管理音响的模块化音响架；  3.满足普通舞者社交需求及领舞管理组织需求的线上APP；  4.以“舞伴”品牌为核心的广场舞表演策划。  为四类用户打造满足其自身需求的体验，结合商业模式其自运营，最终使广场舞成为一种社交文化。 | | | | |

Application Form

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| **Silver Romance Design Competition in Linwei District, Weinan**   * **space, product, and service design for the elderly** | | | | |
| Select the track | * The first track: Design and renovation of space aimed at better meeting the needs of the elderly * The second track: Product design for the elderly * The third track: Recruitment of old-age IP operation | | | |
| Name of the work | Dance Partner—A public square dance service system design | | | |
| Personal Information  (if in group, information of all the group members) | Name | Mobile number | Email address | Occupation |
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| Brief introduction of the work:（200 – 500 words）：  The dance partner is a concept of "making the square dance a social culture”. Through the analysis of the pain points of the dancers and the public in the square dance system, the square dance social culture including the online platform and offline hardware is created.  Combining current technology and utilizing the characteristics of the Internet era, the square dance system is optimized through a multi-touch including a social APP, a combination of directional sound source and lighting, a modular sound speaker set cart, and a series of square dance performance planning. The experience of lead dancers, ordinary dancers, spectators and the general public extends the service process of the square dance, making the general public willing to enter the square dance to become the audience, the audience becomes the dancers, and the dancers achieve good communication. Eventually, the square dance social culture was given and the social status of the square dance was changed.  First of all, the attitude of different groups of people to square dance is collected. We found that the controversy and disagreement of the community about square dance is basically caused by the different attitudes of the lead dancer, the ordinary dancer, the(want to participate)audience, and the general public to the square dance. The needs of each stakeholder can be divided into two dimensions: "inward social identity" and "external social participation". And found that the ultimate vision of the four categories of people are in the "social culture. " This puts forward the idea of "making square dance a social culture". And put forward three design opportunities to improve the social status of square dance:  1. Combine the current technology, reduce the interference of square dance and enhance the social identity of square dance;  2. Use the Internet era to improve the social experience of square dance dancers. Dancer's sense of social participation;  3. Expand the range of people participating in the square dance system and create a social culture of square dance.  We transform the functionality into requirements. There will be a function that can satisfy both types of people at the same time as the main experience point. The dancers combine four points of contact with their innovative all-round experience points:  1. A speaker with a directional sound source and a light source;  2. Created a modular audio stand for the leader dance to conveniently and conveniently manage the sound;  3. Online app that meets the social needs of ordinary dancers and the needs of leading dance management organizations;  4. Square dance performance planning centered on the "Dance Partner" brand.  For the four types of users to create an experience that meets their own needs, combined with the business model, its self-operation, and ultimately make the square dance a social culture. | | | | |