Research on the Application of Interaction Design in the Revival of Old Brands

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Abstract: Economic development and technological upgrading have given birth to a revolution in the production industry and affected consumer behaviour and habits. This article focuses on how to find a new direction for the old brands that are fading in the competition. Interaction design technology is gradually prevailing in all walks of life along with changes in network methods and consumer needs. It has unique advantages in improving user experience and optimizing product display. Market survey data shows that 83% of consumers are willing to accept interactive product experiences and think that this form of experience is better; the intelligent electronic equipment industry has already implemented 100% of the industry's interactive experience, and the application rate of tourism industry intensive design Up to 70%. Therefore, this article takes the old brand as the main research object, uses SWOT analysis to analyse the situation of the old brand enterprises, explores the important role of interaction design in the road of the revival of the old brand, further puts forward application suggestions, and promotes the new vitality of the old brand.

Keywords: Interactive Design; Revival of Old Brands; Cultural Interpretation; SWOT Analysis Method

1. Introduction

In the 21st century, the global economic development has entered a higher level, and the real demand of consumer market is changing quietly. The basic quantity and quality assurance can no longer meet the needs of customers, so people pay more and more attention to the spiritual and cultural value of products. Only in terms of the appearance of products, a product that can meet the needs of consumers should not only be beautiful, but also be beautiful with connotations. In addition, with the help of the Internet, cloud computing, artificial intelligence and other great products of the fourth digital revolution, the entire production and consumption chain has undergone great changes, and consumers' consumption habits, consumption patterns and industry sales mode have been rapidly innovated. However, the old brand enterprise with hundreds of years of history in the traditional industry has been defeated in this change, either barely survive, or declare bankruptcy, people sigh. In contrast, the development of emerging brands, without exception, focuses on the interaction in the process of brand promotion. Interactivity is a major feature that stands out in the brand promotion in the Internet era to meet the spiritual needs of human beings. The interactive design of brand promotion focuses on the experience of consumers and product advertisements, which is a process of realizing the interesting, humanized and diversified experience with consumers from the perspectives of psychology, design and aesthetics.

The high attention of the academic to interaction design, this is the market's reaction heat, but through the literature review found that have more study of the line of sight to focus on interaction design in packaging design, brand construction of different types of industry, enterprise is the existing young or future do contribution to the development of new businesses, the century-old brand edge position [1-2]. Some scholars discussed the creative application of interactive design in tea packaging, and pointed out that the packaging design should pay attention to the combination of inside and outside, choose appropriate colors and patterns, and integrate visual language into it [3]. Some scholars also pointed out that under the trend of accelerating population aging, the application of intelligence and interactivity in aged products should comply with the principles of simplified operation, visual design and semantic clarity [4]. There are also some researches on the revitalization of old brands, which is a drop in the ocean after all [5]. This paper aims to start from the interactive design, explore the original advantages of old brands, combined with interactive experience for the promotion of old brand products to provide effective Suggestions, let the old brand new vitality.

Interaction design refers to the definition of the communication contents and information of two or

more individuals in the interactive state, so as to integrate them and achieve a certain purpose [6]. The individual refers to the user, the product and the service. Therefore, in the concept of interaction design, more of its combination of construction and creation is the connection between people and product elements. By paying attention to the specific demands of consumers, the whole design activity can meet the overall goal of user experience perception and design usability [7-8]. As a design activity from the perspective of mass consumers, the concept of interaction design is not only a design concept, but also a psychological recognition [9]. From a user's point of view, interaction design is a new type of interaction between users and products, it can effectively shorten the distance between users and products, make the product more convenient to use, the core of interaction design is to understand the target customer expectations, interactive behavior and psychological behavior characteristics of the user, and through the design conveys the demand on product [10-11].

2. Method

2.1 Analysis of the Advantages of Interaction Design in the Revival of Old Brands

Interaction design is user-centered, and design activities are oriented to activity behaviors and mass use processes. The entire design process is integrated and has a strong integrity. From the user's perspective, the focus of interaction design occurs between the product and the user. This interaction method can effectively shorten the distance between the user and the product, and show the intention of the product manufacturer most realistically and intuitively. The inclusion of consumers as main experiencers leaves a huge space for the public to form a unique product experience in interactive activities, which can effectively enhance consumers' product identity and enhance brand competitiveness. On the other hand, the use of interaction design has innovated the way of product display, transforming traditional publicity methods such as leaflets, advertisements and text introductions. The addition of interactive elements has made consumers more passive and more immersive to see the product style. In particular, the strong visual impact allows the experiencer to stay fresh for a long time and stimulates the consumer's desire to buy.

2.2 SWOT Analysis Method for Old Brand Development

SWOT analysis model is the most commonly used and most practical tool for enterprises to make strategic planning. It comprehensively analyzes the internal and external conditions of enterprises from the four dimensions of advantages, disadvantages, opportunities and threats. The analysis of advantages and disadvantages focuses on the strength of the enterprise and its comparison with the competitors, while the opportunity and threat analysis will focus on the changes of the external environment and the possible impact on the development of the enterprise.

Philip Kotler, a marketing expert, points out that a brand is not only a name, term and label, but also a set of specific benefits and services that the seller provides to the buyer for a long time. A good brand conveys a guarantee of quality. In addition to the external representation of its name, mark quality and so on, a brand also has internal attributes such as brand value, brand culture, brand service and brand interests. In front of the brand with a very time lasting appeal of the "old" word, highlighting the brand experienced by the historical time test. Thus it can be seen that the first advantage of the old brand lies in its history, a long history of the shop number, business name, generation after generation of products, technology, with a distinct cultural background and profound cultural heritage, the old brand behind the support of a wide range of social identity and good corporate reputation. Old brand of second advantage lies in its quality assurance, the old brand is a generation of crystallization of the sweat and wisdom, and the spirit of craftsman in fire makes sweet malt quality just counterparts, the pursuit of quality of life of people demand more and more, and the improvement of the current our country social economy a big wave of people's quality of life improved. The disadvantage of the old brands is that the propaganda work is not in place, the traditional business mode is rigid and backward, unable to keep up with the changing market situation, and the product quality is guaranteed, but the innovation is insufficient, unable to meet the rapid update of the market demand, resulting in the consumption target is limited to a certain age. In terms of the current development opportunities, national policies encourage innovation and entrepreneurship, support the development of state-owned brands, domestic consumers have high enthusiasm for domestic products, coupled with network broadcast, e-commerce platform and other forms of marketing channels, the revival of old brands has a huge potential market. Finally, the biggest threat to the old brands is the continuous influx of foreign enterprises and products, especially the widespread acceptance of western foreign culture and the formation of a certain degree

of foreign worship and obsetism, which will be the biggest obstacle to the revival of the old brands.

3. Experiments

In this study, the number of existing old brand enterprises was confirmed by searching enterprise information on the national industry and commerce website, and the information such as distribution industry and distribution region of old brand enterprises was analyzed and a data map was established. In addition, in order to better understand the market application of interaction design, convincing scientific proposals are given, the researchers had reference design to interaction design application effects of the questionnaire, the questionnaire includes interaction design satisfaction effect, use willingness to interaction design, and design Suggestions for improvement of three parts, through the preliminary questionnaire to try feedback the content of the questionnaire was modified, content of the questionnaire part increased polled by industry characteristics related problems. SPSS software was used to test the reliability and validity of the questionnaire, in which the value was 0.768 and the value of KMO was greater than 0.5.

In this study, 180 businesses and 110 consumers from different industries in M area were selected for questionnaire survey. A total of 290 questionnaires were issued, with 165 and 100 valid questionnaires, and 15 and 10 invalid questionnaires, respectively. Through the questionnaire survey, we have a detailed understanding of consumers' satisfaction with interactive design applications, and master the application of interaction design by merchants in the current market.

4. Discussion

4.1 Analysis of Experimental Results

As shown in figure 1, the survey on the application intention of consumer interaction design shows that the number of users holding positive intention accounts for nearly 90%, indicating that the good experience brought by the interaction of interaction design is highly popular.
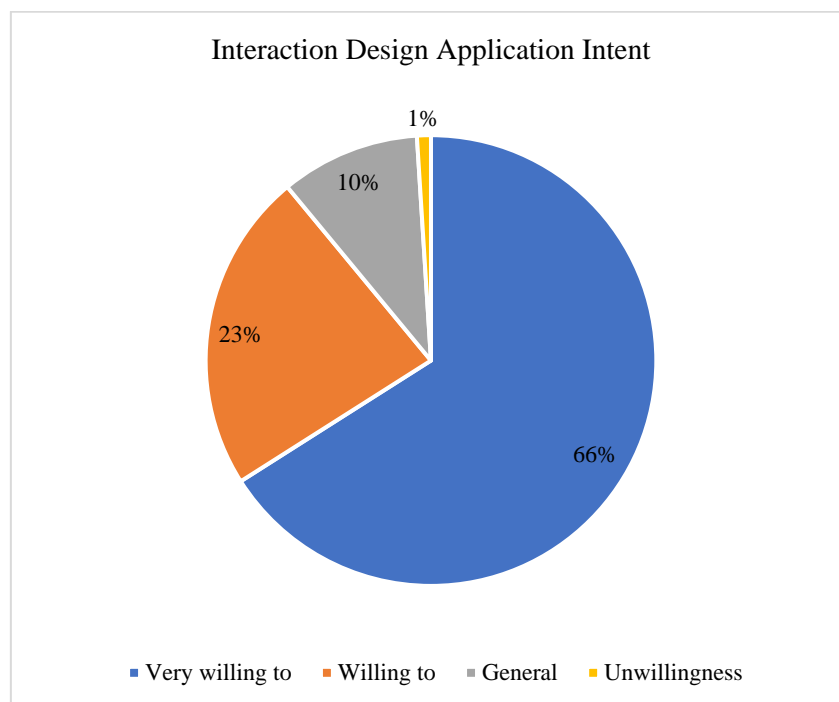

Figure 1: Interaction design application intent

The statistical table of the application of interaction design in different industries involved in the survey is shown in table 1. The application proportion of intelligent electronic devices is the highest, and the whole industry USES interactive experience. Other industries have applications but the proportion is not high, there is an obvious growth trend, indicating that the application of interaction design is the trend of The Times.

Table 1: Application of interaction design in different industries

Industry Type	Number of Samples	Application Number	Application (%)
Electrical appliances product	20	2	0.10
Intelligent electronic equipment	35	35	1.00
Garment industry	50	2	0.04
Food industry	25	10	0.40
Car industry	15	5	0.33
Real estate sales	10	3	0.30
Travel industry	10	7	0.70

4.2 Suggestions on the Application of Interaction Design in the Revival of Old Brands

Interaction design has been widely used, and its application in the promotion of old brands can effectively help old brands to realize the Renaissance. Therefore, this paper proposes the following suggestions:

4.2.1 Product Design is User-Centric

Old brands with its cultural accumulation, with the historical evolution of the credibility and popularity, has a broad base of the masses and a wide range of market recognition. Humanized interactive brand promotion follows the principle of taking consumers as the main body, analyzes and studies the aesthetic connotation and emotion of consumers, and fully investigates the design objects, so as to make every application process of brand promotion design people-oriented. Through scene consumption and interactive communication, the old brand can combine the young consumers' pursuit of fashion, health, personality and fast-paced lifestyle with the craft and quality, ingenuity and creation of the old brand, exceed consumers' expectations and achieve long-term cooperation.

4.2.2 Mobile app Design is Fun and Practical

Old brand enterprises can take experience as the marketing concept, track the psychological needs of customers, capture the contact points with customers through physical stores, virtual stores, mobile applications and other online and offline Omni-channels, and provide customers with personalized and all-round solutions. Pay attention to the display interface of virtual shops and products to pursue interesting and practical effects, ensure smooth interface switching, real scene experience, the design of options to use vivid animation effect instead of dry text. At the same time, we should also pay attention not to overuse of animation effect, abuse of dynamic effect will backfire, to the user's operating experience to bring a sense of irritability, increase the burden of device performance.

4.2.3 Multi-Pronged Brand Building

The old brand itself has inestimable brand attraction. The interactive experience of interaction design is used to further promote the brand and expand brand awareness. The interactive game console can be visited in crowded places such as shopping malls, stores and video game cities. The role representing the brand image can be inserted in the game process, or the brand advertisement can be displayed after the game, and the brand introduction can be imperceptibly integrated into users.

5. Conclusion

As a new discipline, interaction design is infiltrating into all walks of life at an unprecedented speed, because interaction design pays more attention to the interaction between machines and people, and ADAPTS to the complicated operation process of machines by adjusting people's activities. The old brands have been fighting hard in the impact of The Times one after another until now, which has witnessed the changes of The Times one after another. In the development course of hundreds of years, the cultural value behind the old brands has increasingly become the treasure of the mineral-rich human history. Every old brand is a precious historical and cultural heritage and has great cultural heritage value. With the development of science and technology, we can use new technology to make old brands keep up with the development of The Times, use interactive design technology to provide different services and images, in the fierce market competition to revitalize.

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