

Personalized customization in the "quick quick" gift network application

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Abstract: with the wide application of the Internet personalized customization is more and more people like and pay attention to, personalized customization has become a fashion pursuit. This paper is a series of analysis on the meaning of personalized customization, the two structures of personalized customization website, the common application of personalized customization on the Internet and the several applications of personalized customization in "quick quick".

Keywords: personalized; Custom; Application; "Quick quick" gift net

1. OVERVIEW OF PERSONALIZED CUSTOMIZATION

1.1 The concept of personalized customization

Personalized customization is a new production mode urgently needed by enterprises in the new market environment. It is closer to the individual's unique needs. To put it simply: personalized customization is to communicate with sellers according to their own needs and make products according to the needs of consumers. Two pieces of plain gauze zen clothes found in a historical han tomb are the earliest fixed uniforms in China. They are as thin as cicada wings and as light as smoke. So China has had a custom since the han dynasty. This kind of customization, from the fabric, technology, time and service requirements are strict, only the dignitaries can buy and enjoy custom clothes. This is personalization.

1.2 Characteristics of personalized customization

The advantages of customization

Product personalization: to provide consumers with a good product to provide them with a place to design, so that customers are satisfied.

The diversification of the market, the individuation of products and the improvement of technical ability determine that this industry is more and more popular with the public.

Low entry threshold for personalized customization: the asset demand of products required by personalized products is lower than that of brand industries, because personalized products do not need to be produced at the same time, which can reduce the cost of many products. Customization as it is in accordance with customer demand, customized products, don't need too much emphasis on the brand, at the same time, don't need all of a sudden in making products for the production of many

products, in case of no products sales, personalized custom products are made according to consumer demand, so it can save a lot of the cost of the product.

Weak substitution ability of substitutes: personalized customization is based on the personalized needs of consumers, which cannot be replaced by general commodities. The network aggregates the original sporadic and scattered customization needs, reduces the cost of customized services, and makes customized services an alternative consumption mode for the public. Even though the price of general commodities is low, consumers have more leeway to choose personalized customization. Therefore, the substitution capacity of substitutes is not strong.

1.3 Disadvantages of customization

The customization of personalized products on the Internet production of technology is less, less personalized customized software at the same time personalized customization partners are also less. Popularity: the popularity of customized products is almost non-existent. Products are made according to the requirements of customers. Therefore, its popularity is definitely lower than those of well-known brands.

Publicity: the publicity of customized products is quite complicated. Products are exclusively customized according to customers' needs. Unlike brand products, which are mass produced, mass produced products are always better than customized products.

2. CUSTOMIZE THE STRUCTURE OF THE WEBSITE

According to the research that personalized customized website structure generally has individual customization, group customization, etc.

2.1 Personal customization steps

The first step is to choose what you want to do, such as t-shirts, greeting CARDS, postcards, mugs, etc. The second step is to find pictures from the Internet and put them in the designated area. The third step is to edit the pictures and text, and buy and sell your own customized products. Personal customization is usually consumers choose good pictures and text and send them to the seller. After that, the seller makes the products. After that, the seller sends the products to the consumers.

According to the study of an online custom mugs stores found in custom mugs, you need to do any of the following points: select a customizable mug shops, in the shop and find the products you need to customize cup to payment confirmation of the cup, then according to the seller to your glass can customize the size of the area, after you can choose your own design to the seller, the seller help you to make; You can also choose to provide the picture you want to put on the cup, and the seller will design it for you and make it for you.

2.2 Team customization steps

Team customization is generally used for various activities, memorials, gifts, prizes of various competitions, parties and themed souvenirs, etc. What they need is usually personalized or business attribute, which needs to customize their own products according to different categories to meet the needs of team customization.

The team customized product has many USES, and the number of requirements is large. Every company has the need to belong to the company, as the company has a game, it need to customize the trophies, MEDALS and reward of things, this time can find customize this these things on the Internet

shops, to buy, then the things they need to customize products need to engrave above sent to the seller, then seller products.

3. THE APPLICATION OF PERSONALIZED CUSTOMIZATION ON THE INTERNET

Personalized customization is widely used on the Internet. According to different requirements, I classify them as follows:

3.1 Personalized customization of clothing

There is no great difference in the choice of products in the customization of clothing. Each piece of clothing has its size. When it comes to the customization of this product, it is necessary to set its size and choose the color it needs. At the same time, in the customization of clothes, some clothes need patterns, because this pattern is selected by consumers, so consumers need to provide the patterns they want. After that, the seller prints the pictures selected by consumers on the clothes. After these processes are completed, the seller delivers the product to the consumer.

Such as online shirt: choose what you want to customize products on the Internet, select, select online customization, after entering online customization you meet it will be a need to fill out something will come out, the shirt is commonly according to sample customization and to sample customization, you can customize according to shape the way we want to.

The customization method is to input your size, such as height, weight, age, collar circumference, abdominal circumference, etc. Then you can choose the appropriate looseness, you can choose the option is fit, fit, comfortable; In the meantime still can embroider word and embroider mark on the shirt to say you at ordinary times dress feeling to wait.

First, choose the style you like, and choose collar, sleeve, front, button, etc. To come is to choose your size; The other choices are the same as the way to customize the sample clothes.

After you fill in the customization method of products, you will put the products you need to customize into the shopping cart and pay for them. After that, the seller will customize your products according to your needs. Below is a screenshot of a simple step to customizing a shirt online.

3.2 Personalized customization of accessories

The customization of jewelry products is personalized customization of jewelry products according to consumers' own needs and personal needs. The customization of accessories is as follows: consumers select the pictures or personalized Settings to be put on the product, and then send the set to the seller, who will make it and send it to the consumer. There is also the setting of personalized try on and try on function, which is to try on the things you like on your photo to see whether the effect is appropriate or not, and then make purchase. This is a simple way of personalized customization of decorative categories.

In today's society, there are many customized hats. The customization of hats goes like this: choose hats in the shop, and then design the pictures you want to put on the hats. After the design, you can send the pictures to the seller, and then the seller will make and deliver the products to you. Below is a screenshot of the customization of the accessories category.

3.3 Personalized customization of crystal

Personalization crystal class than in clothing, decoration custom is much simple, main methods of custom is consumer place oneself want, or the images in the crystal pictures sent to the hands of the

seller, after seller simply making the personalization of crystal style make confirmation to consumers, followed by the seller for consumers to identify products for production, after the finished product to the consumers in the hands of such a crystal class customization is completed. Crystal type of products can also be engraved on the crystal, the inscription of this function is the need to be engraved by consumers to send messages to the seller, the seller through the requirements of consumers will be engraved on the crystal, so as to complete the personalized customization of crystal inscription.

Crystal custom is various, I take care of your site custom crystal to simple introduce the customization process of crystal: the first is to enter the site, is to choose after you see the crystal, then click on your choice of crystal, after entering the page, you need to do is select need to upload pictures, completed the next is bought immediately after the above steps. In this way, the customization of the crystal was completed. The next step is for the seller to customize the customer. And pack and ship it. Care about the personalized crystal customization interface you see on your website.

4. THE APPLICATION OF PERSONALIZED CUSTOMIZATION IN "KUAIKUAI" GIFT NETWORK

After looking at the online customization of personalized customization, I analyzed the application of personalized customization in "quick quick", and its personalized customization was mainly divided into the following aspects:

4.1 Virtualization product customization

There are many ways to customize virtualization products. The following is the virtualization customization appearing on our website, mainly including blessing card customization and virtual card customization.

4.2 Customization of greeting CARDS

Provided with a greeting card, use simple steps to design your own exclusive greeting card online. The blessing card of individual character, can give a person eye not only a bright sense, can give the person that receives blessing card a kind of novel sense at the same time; Customized greeting CARDS can not only bring great practical ability to the buyer, but also make the recipient feel the heart of the giver. Personalized greeting CARDS can not only bring novelty to the giver, but also bring novelty to the recipient.

4.3 Virtual card customization

The gift-giver customizes the card, the recipient chooses what they like on our website, and we deliver it.

For those who don't know what to send, virtual gift CARDS are a good choice, allowing the giver to customize a unique gift card, allowing the recipient to freely choose to redeem the gift, and then send the gift to the recipient. In this way, the gift-giver has done what he likes. The gift-giver is not afraid to give gifts that are not liked by others. In this way, the gift-giver is satisfied with the situation that he doesn't know whether to accept or not what he doesn't like.

Virtual card can not only solve the gift giver to choose a bad gift, but also solve the gift giver when the other side does not receive gifts when the awkward situation.

4.4 Materialized product customization

There are many kinds of physical products, and many products are sold online. There are many customized products. The personalized customization on our website is mainly the customization of crystal products. The following is my understanding of crystal product customization:

On the website, we have customized crystal products, which can not only allow customers to customize products according to their own needs, but also meet the personalized needs of customers, and customer-centric for a series of applications, or put the customer first is a good performance.

Personality is a bright spot, the cloning of things in the current society is too much, when people see the personality of the product will like, but also can design their own, this is a customer-centric embodiment.

In "quick quick", products can be made according to their own needs. This is a series of customized products according to customers' needs, which is also the main application of personalized customization in "quick quick". When consumers select products for personalized production and propose personalized customized services to us, we will deal with the personalized needs of consumers through their messages to us. And then it's going to be what we provide to the consumer and the product that the consumer chooses in our crystal, and when it's finished, it's going to be delivered to the consumer, so that the consumer is satisfied with the product.

The steps of personalized customization on the "quick quick" gift website are as follows: consumers leave messages, sellers follow up and communicate with consumers, and then confirm with consumers. After confirmation, sellers make products, and send the products to consumers after the completion of production. Custom crystal products in our website is this: when you choose the product after go in to choose, when you go in, you see is what you want to buy crystal page, then you can buy at once, then enter your order selection interface, you need to customize, you as long as in the "my message" to leave a message, the seller after a message. You can also choose to contact us. Also, when you choose to engrave the image on the crystal, you can customize it according to the instructions in the website.

5. TO SUMMARIZE

In today's society, the diversification of products is the reflect the dripping wet delicate, however, when the choice of product also brings a lot of difficulties, sometimes see various products are like, don't know what to choose the same products, I will feel how so many people and things the same? However, now that there are personalized products, what you avoid is the same for everyone. Because everyone likes different things and thinks different things. This is personalized customization in "quick quick" in the personality of the embodiment.

With the development of society, the present life is increasingly short of it. There are more and more personalized things, and personalized customization on the Internet is becoming more and more popular. Customization on our website is not just a part of a website, it is also a highlight. To provide customers with a personalized customized products, at the same time, it also gives customers a personalized embodiment, after bringing personalized embodiment to the giver, but also to the recipient of a personalized embodiment. Personalized products are no longer out of reach, it is the embodiment of fashion in this era, but also the product of individuality after publicity.

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