

# *A Study Based on a Community Smart Sharing House App and Offline Sites*

Yu Sui, Jiahui Fan, Jundan Wang, Shuai Liu, Xiao Xu, Zenian Xu, Xingwang Zhang, Ning Xue

*City Institute, Dalian University of Technology, Dalian, Liaoning, China*

**Keywords:** Community, Smart Sharing App, Offline Site

**Abstract:** With the outbreak of the epidemic and its prevention and control, the mobility is inevitably restricted, which undoubtedly brings a direct impact to the residents of the closed control community. In order to change the status quo and optimize the resource allocation of closed community, an innovation and entrepreneurship project to solve the family resource balance of closed community came into being. In this paper, SWOT analysis method is applied to the research of app and offline site of community intelligent sharing house, and reasonable use of information sharing platform to meet the different information needs of different roles.

## **1. Significance of Research on App and Offline Site of Community Intelligent Shared House**

The new pneumonia epidemic has affected us for three years, affecting our economy, life and work. Under the epidemic situation, China's GDP did not reach the expected target. In the face of the complex and harsh domestic environment, the pressure of international macroeconomic slowdown and the emergence of some sudden factors, while protecting the market, we should also stimulate the market vitality. We must attach great importance to the strategic basis of "expanding domestic demand", ensure the basic living of the people, realize the "double cycle", and promote the new development of sharing economy[1].

With the further expansion of sharing economy from travel, housing and other daily life categories to production, agriculture and other production areas, sharing derivatives have a wide coverage and high penetration in people's lives. A new field of APP sharing and offline community sharing. The community shared housing platform can be bought and sold in a short distance, and there is no special trading agency[2]. Both buyers and sellers should try their best to achieve information equivalence, which can not only promote economic development, but also promote unprecedented unity of neighbors, so that people can find their precious true feelings after a long separation. The intelligent shared house in the community is similar to the sharing platform, which maintains the operation of the community or community in some form. Everyone as a single individual, whether for material needs or educational needs, are engaged in various types of industries. These industries are platforms for everyone[3].

If a successful sharing economy can exist for a long time, it must contribute high social value and stimulate positive side effects. When residents see more and more neighbors sharing idle goods and complementary resources on the intelligent shared housing platform, they will attract

themselves to join in and stimulate a positive side network effect. Just like more and more people and users join the community intelligent shared housing platform, they will attract more and more third-party programs[4].

In short, the significance of intelligent sharing platform in the community lies in that idle resources have more opportunities to realize value in a short time and a short distance, and there is a huge market demand in green, low-carbon and efficiency improvement[5].

## **2. User Division and Promotion of Intelligent House Sharing App and Offline Site**

In order to better understand the public's understanding and acceptance of community intelligent sharing platform and its derivative services, the project team conducted social survey through questionnaire. More than 500 valid questionnaires were sent and received in this survey, including 300 online questionnaires and 200 down-line questionnaires. In the questionnaire, there are 200 adult males, 210 females and 90 students. Among them, 456 people like the community intelligent sharing platform, and 44 people don't like the community intelligent sharing platform. The sample coverage is relatively comprehensive. Through the statistical analysis of the survey data, it shows that the community intelligent shared housing has a broad market development space.

### **2.1 Division of Target Users of Community Intelligent Sharing Platform**

According to the statistics of the questionnaire, the materials were in short supply during the block control period. Daily necessities accounted for 35%, food accounted for 37%, child guidance accounted for 19%, drugs accounted for 4%, and other supplies accounted for 5%. The target users of community intelligent sharing platform can be divided into four categories. Label classification according to personal characteristics, such as age, consumption time, purchase tendency, etc. According to the life cycle classification of products selected by consumers - the same life cycle classification, such as: free trial, consumption use, lifelong application. Contemporaneous classification refers to the classification of products according to the time users use the products. Activity is classified according to the time users use the product. Users can be divided into active users, active users and core users. According to the classification of customer value - RFM model and derivative PFM model, customer resource and customer value creation process are comprehensively evaluated to realize customer classification.

### **2.2 Promotion of App and Offline Site of Community Intelligent Shared House**

Marketing is mainly to increase the target users of the sharing platform by means of updating and iteration of app and offline sites, analyzing attribute data of target groups, and analyzing retained data of app and offline sites. After accumulating to a certain amount, it starts to consider increasing the overall revenue of the company through reasonable profit model, so as to increase the activities and retention of users. To put it simply, it is to bring forth new ideas, promote vitality and retain them. Users are the important foundation for the successful operation of the sharing platform, so in the first step, the first thing to do is to publicize. By publicizing the app and offline sites, the number of users will increase. Generally, free and rebate methods are used to guide customers to download, and develop the habit of using, and then seek other profit points. At present, no matter what products are pushed, they are generally divided into two channels, one is online, the other is offline.

The online promotion of APP mall is to use Android / IOS and other third-party application malls, major operators' shops, pc download stations and other platforms to go online. This is the most basic step, which does not cost much money. As long as there is a wide range of coverage, users can

easily find it. With the launch of microblog, tremolo, little red book, etc., these softwares have become another important way of entertainment in many people's lives. If you find a fun and practical app in the evolution armor Knight shevalier's book, you can use it conveniently. After the promotion of the little red book, there are also good click through rates. Wechat promotion, wechat is a big ecology, including public number, small program, video number, enterprise wechat, circle of friends, etc. to promote operation by combining these with your own platform, do not make it very complicated, just put some functional characteristics and instructions of software, and a software with exquisite production and simple operation can attract more users. Soft text propaganda is also the most economical and practical one among all kinds of publicity. The website can be publicized in the way of soft text. It only needs to write a good article and put the platform information into the article skillfully, so that users can accept the platform imperceptibly and deepen the user's impression.

Offline promotion. Community promotion refers to the promotion to the residents in the same community. By using their personal relationship, the sharing platform information is recommended to the neighbors or acquaintances they know through oral transmission. Billboards, property, rookie station advertising, these marketing means have no technical content, and almost no cost. Print a brief introduction of the sharing platform, put some software and offline site features, APP instructions, words are not more, but more precise, the content from the perspective of residents' needs, put software information or software testing in the community bulletin board, make an elite post, appear on the bulletin board for a long time, can achieve the ideal effect.

### **3. SWOT Analysis on App and Offline Site of Community Intelligent Shared House**

#### **3.1 SWOT Analysis**

The so-called SWOT analysis method of internal and external development conditions of an organization is a research means and analysis method for the external development situation of an enterprise by studying the main environmental factors of the development of the enterprise's competitive advantage both inside and outside the organization, as well as the advantages of potential internal competitors outside the enterprise. It refers to the main control factors of internal and external development and competition situation of enterprises directly related to competition factors, which will be derived from enterprises and the purpose of this study through preliminary research. The advantages and disadvantages of various internal competition conditions of enterprises are mainly observed. And the opportunity conditions for the favorable development situation of the competitors outside the enterprise and the influence conditions of the potential threat situation inside and outside the enterprise are shown by the way of external research, that is, firstly, the list is made in order according to the matrix form, and then the analysis means and method idea of system analysis are used. All the internal competitive factors are related or matched with each other and summed up, and then gradually carry out comprehensive research and analysis, from which we can draw the conclusion of comprehensive statistics or analysis on the corresponding relationship analysis of such a series of factors. Generally, the decision-making has a certain theoretical level. By using this analytical method of prediction, we can make a comprehensive, systematic, accurate and comprehensive study on the analysis and prediction objects in each important research field and the major historical situation conditions in the research stage. Therefore, it is convenient for researchers to formulate the long-term strategy, planning objectives, planning implementation and Countermeasures of long-term strategic development in corresponding fields in a timely and systematic manner according to the results of various existing relevant research and prediction analysis. S is the advantage, W is the disadvantage, O is the opportunity, t is the threat.

### **3.1.1 S -- Advantage Analysis**

First, Community intelligent sharing platform is generally used to make residents lack of daily necessities and other emergency during the epidemic period. During the containment period, short time and short distance will often catch the hearts of residents in the community. In terms of time, distance and security, the platform has advantages.

Second, After the outbreak, if the residents travel, travel, etc., and there is no one at home in a short period of time and there is extra food, they can pay the corresponding amount and sell it by the offline site agent. The client can query the flow of goods from the corresponding app, and mutual aid events. The platform implements professional, safe, open and transparent strategies to help each household.

Third, The platform is mainly operated through app and offline sites, and the operation process is relatively simple, which is convenient for people to use.

Fourth, Easy to manage. By employing the backbone of online professional management platform and a group of off-line professional management personnel with high salary, under the support of the service operation mode of information sharing, various specific functions, policies, working procedures, inspection and acceptance standards, etc. are fully implemented and unified. Information data centralization and management and sharing technology application development ensure the normal operation of the management platform.

### **3.1.2 W -- Weakness Analysis**

Due to the lack of social funds for large-scale investment, there are a series of strict procedural requirements for applying for venture capital guarantee fund. The amount of government investment provided by government agencies is limited each year, while the financiers need to face the fierce competition from many other types of financiers. When running the community intelligent shared housing project, there is a lack of a certain scale of funds and the support is limited. Once there is a problem with the capital, it is possible to lose the ownership of the start-up company, because when there is no money, the financing can only be exchanged for shares, which may be controlled by the other party.

### **3.1.3 O -- Opportunity Analysis**

Taking information sharing and leasing as the economic characteristics and development mode orientation and direction not only conforms to the current trend of the development of Internet technology, but also comprehensively utilizes and develops the new advantages of the current Internet technology, forming a new economic form combining Internet sharing and information leasing. This new form has also brought a great convenience to the rural people in terms of economic living conditions. In addition, with the rapid flow of information in the era of mobile media, a new form of sharing information economy can easily be popularized.

### **3.1.4 T -- Threat Analysis**

When the population is greatly overloaded, the environment will become very fragile. In this case, the "cumulative effect" of high-density population in the off-line sharing sites in the community will become extremely prominent, that is, if it is the behavior of destroying the environment and the accumulation of many people, the amount of accumulation is bound to be very huge, which will cause very serious environmental problems.

## 4. Conclusion

Since the outbreak of Xinguan epidemic at the end of 2019, the normal global production and trade activities have been seriously affected, causing economic recession, and restricting the flow of personnel, goods, technology and other elements. In this way, the mode of "sharing things in the community + people" is better than the mode of sharing things in the community, which can meet the needs of the residents in the community. With the popularity of mobile network and the maturity of intelligent terminal equipment, I believe that the platform can be popularized and promoted in China.

## Acknowledgements

City Institute, Dalian University of Technology Student Innovation and Entrepreneurship Training Program (X202213198003X).

## References

- [1] Liu Genrong. *Sharing economy: Subversion of traditional economic model* [J]. *Economist*, 2017 (5): 8.
- [2] Tang Tianbo, Wu Xiaojun. *Sharing economy: a subversive economic model under "Internet +"* [J]. *Scientific development*, 2015 (12): 7.
- [3] Xu Jianming. *"Sharing economy" brings new changes* [J]. *Accounting monthly*, 2013.
- [4] Wang Ying. *Theoretical construction and practice of governance of sharing economy platform* [J]. *Modern commerce*, 2022 (11): 39-43.
- [5] Shen Yuyan, Jiang Changbing, Qian Yan. *Reverse logistics operation mode of sharing economic platform in the future community scenario -- Taking the idle fish platform as an example* [J]. *Business economics research*, 2022 (04): 106-109.