

Exploring the Product of Campus Service-based Sharing Economy

- A Case Study of Shared Laundry Services at Jiangsu University of Science and Technology

Yifu He^{1,a,*}

¹*School of Metallurgy and Materials Engineering, Jiangsu University of Science and Technology, ZhenJiang, Jiangsu, 212003, China*
a. H524356476@outlook.Com
**corresponding author*

Abstract: As an emerging economic model, sharing economy has been widely used and promoted on campus, such as library book sharing, database resource sharing, MOOC platform, shared bicycles and shared laundry. The campus service-based sharing economy aims to enhance efficiency and convenience within the campus by sharing resources and services. Taking the shared laundry service of Jiangsu University of Science and Technology as an example, this paper discusses the product of campus service-based sharing economy, and analyzes its impact on campus environment and student life. The study found that shared laundry services reduce the burden on students' lives and promote the efficient use of campus resources by providing convenient and economical laundry solutions. However, the service also has some shortcomings in the implementation process, such as equipment problems and health problems. In view of these problems, this paper puts forward some solutions and looks forward to the development of a campus service-oriented sharing economy in the future.

Keywords: sharing economy, campus services, shared laundry

1. Introduction

Sharing economy is an economic model that realizes efficient use of resources and social interaction through sharing resources and services. In recent years, the sharing economy has developed rapidly around the world, and has been widely applied and promoted on campus. The campus service-oriented sharing economy aims to improve the efficiency and convenience of the campus, and provides students and staff with a more convenient and economical lifestyle by sharing various resources and services [1].

By using the literature review research method, this study aims to explore the interaction results between shared laundry service and campus after its introduction at Jiangsu University of Science and Technology.

Taking this as an example, we can gain an in-depth understanding of the real operation of the sharing service on campus and the actual user experience of students. This helps to accurately analyze the advantages and disadvantages of campus sharing service and promote its continuous improvement

to build a more intelligent campus life ecosystem. At the same time, the study of sharing services on the campus has important practical guiding significance for the further development of sharing economy. By discovering and improving the defects of shared services, experience can be provided for expanding the scope of shared services and enhancing the influence of shared services in the industry [2].

2. Service-based Sharing Economy

The sharing economy is also known as the "sharing economy" "collaborative consumption". The concept of "synergy" was first proposed in 1978 by two American scholars, Marcus Felson and Joe L. Spence. The main concept of the sharing economy is the reuse of idle resources, through sharing to make full use of idle resources, reduce waste, not only maximize the existing value of resources, but also create new value, and let the sharers can get what they need and get feedback. In her book *What's mine is yours*, Rachel Botsman, an Australian scholar who mainly studies the sharing economy, summarized various sharing economy behaviors into three major systems: "Redistribution of markets," "Collaborative lifestyles," and "Product Service Systems." Combining all three, Rachel Botsman believes, allows people to share resources while preserving their own lifestyle and freedom.

The current period of rapid development of the sharing economy, from 2013 to now. At present, the United States, the United Kingdom, France, China, India, Canada and Australia are countries with rapid development of sharing economy. For example, the United States is the birthplace of the sharing economy, and it is also a place where the development of the sharing economy is relatively prosperous [3]. Whether it is the number of start-ups, the total number of enterprises, or the strength of enterprises, it is in a leading position in the world, and it involves a wide range of fields. European countries represented by Britain and France have also made remarkable achievements in the development of the sharing economy. Blablacar, the French long-distance ride-sharing giant, has a presence in many countries around the world. Britain is trying to build the future hub of the global sharing economy. In terms of the development of the sharing economy, governments around the world have generally shown an attitude of importance and support. In particular, the British government put forward a grand development plan for the sharing economy in 2014, that is, to become the global center of the sharing economy, and introduced a series of supporting policies. Such as encouraging the sharing of government office resources, supporting government personnel to choose sharing economy platforms for accommodation and travel, providing financial support for the construction of sharing platforms, opening identity query and criminal record systems, and providing tax incentives for shared rental. Australia, South Korea and other countries also attach importance to and actively support the development of sharing economy [4]. The City government of Sydney, Australia, promotes the development of car sharing by means of joint efforts between government and enterprises and includes car sharing in the Sydney 2030 strategic plan. Seoul, South Korea, proposed the "Seoul Shared City Plan" as early as 2012, and actively promoted the plan, and achieved results in platform construction, information pooling, financial support, public facilities and space sharing [5].

As a product of the new era, the sharing economy has emerged in a relatively short time and is also facing some problems. China's market supervision department for the sharing economy is relatively weak, and laws and regulations lag behind, resulting in many conflicts between consumers and producers cannot be effectively resolved [6] In addition, the government has not set up a special department to supervise the sharing economy, and some companies take advantage of the legal gap, causing economic losses to consumers. It also dealt a blow to those who actually made good products [7].

3. Analysis of Campus Laundry Operation Mode in Jiangsu University of Science and Technology

3.1. Current Situation of Operation Mode

The school has partnered with Penguin Sharing to procure washing machines that work with the company to improve the convenience of life services. Penguin Sharing is the largest campus service platform in China, committed to providing intelligent, convenient and fast life service experience to meet the daily needs of students. By sharing the QR code on the scanning device, users can easily unlock and use the shared washing machine on campus. Through advanced hardware facilities and a powerful background management system, it effectively manages and maintains equipment to ensure the normal operation and safe use of equipment. Users can use the Penguin sharing platform to find shared devices nearby and easily and quickly meet various life needs. As a campus service platform, the goal of Penguin Sharing is to improve the efficiency of the use of campus infrastructure and create a convenient campus intelligent life circle. The introduction of Penguin Sharing by the school not only provides students with intelligent life services, but also provides them with an innovative campus experience. With Penguin's stable network platform and perfect living infrastructure, students can enjoy the convenience brought by campus sharing services more easily [8].

At the same time, this newly purchased equipment not only provides washing methods at different prices but also is equipped with an automatic self-check equipment failure function, further improving the efficiency of the use of the equipment and user experience. After the user scans the code and chooses to use the device, the device performs a self-test before making a payment. After the self-test is passed, the user can continue to pay and use the device normally. If the self-test does not pass, it means that the equipment is faulty and cannot be used normally, this information will be immediately reported to the platform, and the platform will then dispatch personnel to carry out offline maintenance to ensure that the equipment can quickly return to normal working status.

In addition, the Penguin sharing platform also reminds users through the Alipay information pop-up window, telling them that the clothes have been washed, and please take the clothes as soon as possible. Users do not need to estimate the end of the washing time by themselves but through the pop-up window reminder to judge the washing of clothes. This design solves the problem that the user forgets to take the clothes, ensures that the clothes can be taken out in time, and also facilitates the next user to quickly use the washing equipment, improving the recycling efficiency of the equipment [9].

Such cooperation and innovation make school life services more intelligent and convenient. Students can easily find available washing machines through the Penguin sharing platform, and enjoy more efficient and convenient service throughout the use process, improving the quality and comfort of campus life. At the same time, this mode of cooperation also promotes the timely maintenance and management of the equipment, ensuring the stable operation of the equipment and meeting the needs of students.

3.2. Existing Deficiency

The launch of the self-test function of laundry facilities is undoubtedly a big step forward for public sharing services. The purpose of this function is to reduce unnecessary trouble caused by equipment faults and improve the efficiency of fault detection and use of equipment. Although the intention of the self-test function is very good, there are some problems in the practical application process. The self-test function can detect only a few faults in actual operation and successfully report them to the platform. This part of the fault can be repaired in time, reducing the impact on users. However, due to the limitations of the acceptance capacity of the platform and the work efficiency of offline

personnel, many faulty equipments cannot be repaired in time. This may cause some devices to be in the fault state for a long time, affecting the normal user experience.

When using the shared washing machine, scanning the QR code requires a series of tedious operations such as opening the phone, opening the APP, opening the scanning code page, pointing the phone at the QR code and confirming the payment. For college students, if they need to use the washing machine frequently, these operations will not only waste a lot of time and energy but also may cause boredom and annoyance, especially in the critical period of preparing for exams or postgraduate exams, these cumbersome operations will interfere with them and reduce the favorable impression of the washing machine [10].

One of the most important problems in the use of shared laundry is hygiene. Some students will use the washing machine to wash private items such as underwear, while others will use it to wash socks, and even use it to clean sneakers, bringing great health problems to subsequent users. Even if the equipment provides an automatic cleaning function, it only uses water to clean the inside of the washing machine. Health security is not guaranteed.

4. Discussion

4.1. How to Improve the Level of Service

4.1.1. Improve the Payment Method

In this era of the pursuit of user experience, providing convenient payment methods can greatly optimize the user experience, so that service providers are closer to the needs of users, and thus occupy an advantage in the campus market. Therefore, in order to meet the needs of students, we can consider improving the payment method, simplifying the operation process, and reducing the cumbersome operation of users. For example, faster and more convenient payment technologies can be introduced, such as the one-click function of scanning code payment or near-field communication payment, reducing the steps required by users and improving payment efficiency. In addition, it can also be considered to connect with the school card system or mobile payment platform to achieve one-click payment and reduce repeated operations of users.

By providing a more convenient means of payment, the user experience can be greatly enhanced and students will prefer to use the shared washing machine service. Such improvements can not only meet the needs of students, but also better occupy the campus market, in line with users' pursuit of convenience and experience.

4.1.2. Strengthening the Timely Maintenance of Faulty Equipment

In order to improve the effectiveness of the self-test function, the platform can consider strengthening the timely maintenance of faulty equipment. By optimizing maintenance processes, and increasing staffing and response speed, we ensure that faulty equipment can be repaired quickly. In addition, the platform can also establish a more complete equipment maintenance system, regular maintenance and overhaul of equipment, to prevent the occurrence of failures.

In general, the self-inspection function of laundry facilities is essential for the improvement of public shared services. Although there are problems in actual operation, by improving the maintenance process and strengthening the maintenance of equipment, the efficiency of the use of equipment can be further improved to provide users with a better service experience.

4.1.3. Buy More Advanced Washing Machines with Follow-up Services

Buying washing machines made by companies that provide cleaning services, such as Jianyi Cleaning Technology's Still Clean sharing washing machine, not only does each washing machine have a communication module embedded in it, but it will immediately send a message to the user when the clothes are washed, prompting them to dry. Moreover, the washing machine itself has a "silver ion" bucket self-cleaning function, at the same time, if the user is worried about health problems, you can click the washing machine itself before washing, "bucket self-cleaning" button, disinfection and sterilization, antibacterial rate of up to 99%, to keep the washing machine internal clean. Most importantly, the Still Clean shared laundry team will regularly come to the school to clean the washing machine, whether it is the inner bucket or the outer wall, are clean. In addition, the school's dormitory aunts should also put some disinfectant next to each washing machine, and the school has set up a reporting system to severely punish students who use washing machines to clean sneakers and other equipment that may be damaged.

4.2. Development Direction and Prospect

4.2.1. Continuous Progress of Technologies

With the continuous progress of technologies such as artificial intelligence and the Internet of Things, the service-oriented sharing economy will become more intelligent and digital. Through the intelligent platform and algorithm, users can more easily match the service provider that suits their needs, and improve the efficiency and quality of the service.

4.2.2. Develop in More Areas

The service-based sharing economy is not limited to traditional areas such as accommodation, transportation, and cars, but may usher in development in more areas such as medical health, education and training, and domestic service in the future. For example, services such as shared caregivers, shared tutors, and shared chefs may become the new sharing economy model.

4.2.3. More Environmentally Friendly and Green

The service-based sharing economy will increasingly focus on sustainability and social responsibility. Integrate the concept of environmental protection into shared services, promote green travel, low-carbon life and other ways, and reduce resource consumption and environmental pollution. At the same time, the platform pays attention to the protection and welfare of service providers and improves their quality of work and life.

5. Conclusion

In general, by taking the shared washing machine of Jiangsu University of Science and Technology as an example, we can find that the service-based sharing economy is not the product of new media, but an innovative business form developed with the reform of Internet technology. The washing machine on campus integrates and re-uses idle washing machine resources with the help of and sharing this platform. This greatly improves the allocation rate and utilization efficiency of resources, facilitates the life of college students, saves students' time, and also brings benefits to the enterprise platform, which is the embodiment of the current concept of sharing economy. However, we can also see the shortcomings and shortcomings of the shared laundry on campus, which can also reflect the shortcomings of the sharing economy, so the country needs to invest a lot of energy in the service-

based sharing economy to improve the relevant laws, and we also need to enjoy the convenience of the sharing economy, but also need to improve their own quality.

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