

## **Applying Transformative Service Design to Develop Brand Community Service in Women, Children and Infants Retailing**

**Authors :** Shian Wan, Yi-Chang Wang, Yu-Chien Lin

**Abstract :** This research discussed the various theories of service design, the importance of service design methodology, and the development of transformative service design framework. In this study, transformative service design is applied while building a new brand community service for women, children and infants retailing business. The goal is to enhance the brand recognition and customer loyalty, effectively increase the brand community engagement by embedding the brand community in social network and ultimately, strengthen the impact and the value of the company brand.

**Keywords :** service design, transformative service design, brand community, innovation

**Conference Title :** ICSSME 2016 : International Conference on Service Science, Management and Engineering

**Conference Location :** Vancouver, Canada

**Conference Dates :** August 04-05, 2016