

A Brief Analysis of People's Demand for Cultural Creative Planning -- Based on "Ideas Sharing Database"

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Abstract: With the accelerating development of science and technology and economy in our country, the pace of our life is getting faster and faster. Many people feel that they are losing some warmth, temperature and ritual sense in their life. Most meaningful days will be spent in a dull life due to lack of ideas and energy. With the improvement of people's quality of life, after meeting the basic food and clothing, material needs to a large extent can not meet People's Daily thoughts, many people have begun to pay attention to the spiritual needs. Because people are busy daily work, such as wedding anniversaries, birthdays some day with special meaning they don't have time to planning effort, perhaps only in time, so more and more people will choose relatively simple on the anniversary of a small loss of life will be many memorable good, in fact, most people sometimes idea fleeting, sometimes powerful and unconstrained style, And we're trying to capture these ideas and create surprises for what might be a little boring life. Enrich People's Daily cultural and artistic activities through diversified creativity, innovative ways and planning levels, which is not only to improve the overall comprehensive artistic and cultural literacy of the whole people, but also to promote the development of China's social and cultural spiritual civilization has a very important role and significance. Based on people's needs for creative culture and the current market conditions, this paper presents a planning and entrepreneurship platform that meets the needs of people's cultural life, thus laying a good foundation for the mass art and culture to further realize the great rejuvenation of the Chinese nation and the Chinese dream.

Keywords: creative planning; cultural activities

1. Introduction

If you want to plan a surprise on a special day and at a special moment, but you can't think of a good idea, the cost of professional wedding planning and surprise planning in the market is very high, so most people will shrink away from this reason. Our team hopes to create such a platform of "idea sharing library", integrating the resources of creative demanders and providers, and

dedicating to giving people a better life experience. After all, life only comes once, and no one wants to always have regrets. Based on the rapid development of the Internet era, our daily life has become more and more convenient, allowing us to enjoy many places that we could not imagine before the Internet era, such as cashless payment, food ordered by mobile phone and delivered to home, errands, Didi and so on. In today's life, it can be said that most of the things in life can be done with a mobile phone. This will also make our life become monotonous, will make people become lazy, a lot of things can be done by mobile phone, we seldom to practice, lack of fun practice. And our platform also captures the feature that people want to get information quickly. As long as you register and log in as a member of the small program, you can easily browse many people's unrestrained ideas. When you have the ability to practice, you can get what you want. With the improvement of people's quality of life, material demand to a large extent can not meet People's Daily thoughts, many enterprises have begun to pay attention to the spiritual needs. Because people are busy daily work, such as wedding anniversaries, birthdays some day with special meaning they don't have time to planning effort, perhaps only in time, so more and more people will choose relatively simple on the anniversary of a small loss of life will be many memorable good, the imperfection of the demand for people to meet. Based on this background, we hope to develop with a day to remind, planning, and other functions of WeChat small program, in a small program after registered members, we can provide many anniversary planning scheme, and any member of the small program to provide ideas to upload, we are able to offer certain reward, or a creative phase change.

In keeping with the principle of sharing and spreading happiness, sometimes your idea is recognized by others, and it is even possible to be perfectly presented, which makes you feel genuinely happy. The world is so big that there is no shortage of romantic people. In the early stage, we adopt the way of interview and input ideas. After getting more attention in the later stage, there will be people who want to compare, share and express their opinions, so as to further develop and attract more

attention. We will be on the wire assistant, to ensure the feasibility of the scheme, for the user to guide the whole process and make the budget and so on. In the later stage, we will successfully implement the plan and let more of the consent of customers. With the rapid development of information, most of the ways we get information are on mobile phones, so it is easy to get publicity. Finally, we are committed to providing more comprehensive services, so that more people can choose us, so that more people can get what they need and happiness from this small program.: refer to:[1] Discussion on the Creativity and Research Guidance of Cultural Products. Journal of PLA Art College.2011.5

2. Project Significance

We find that many of us come up with fantastic and creative ideas from time to time in our lives that we either really need or just don't make sense right now. Or people lack creative ideas when they need to do something, and then maybe this part of people's needs have already been figured out by others. We build an idea bank based on WeChat platform to meet people's complementary needs. Especially when some companies want to start some activities, they can look for a suitable business model on the platform. According to the actual needs of users, as well as based on the Internet network marketing, to create a user satisfaction, rest assured that the small program. To solve the problem of lack of ideas, create a platform for sharing ideas, and take advantage of the virtual economy era to facilitate our development. In this project, we carried out a large number of market surveys. The data provided by these surveys provided the direction for our next development, improved our own system and corrected our own shortcomings, which was the guarantee for our future development. At the same time, these data also provide key information for our product positioning. The market survey also makes us more clearly understand how the market is and what the customer needs are. In the survey, we also exercise our own qualities and lay a foundation for future development.

In modern life, a lot of people to adapt to the fast pace of life, some day, important holidays, courtship, marriage and want to give some important person romantic breath, but because of the time, and don't have the time to conceive how a romantic holiday, leads to many are then turned into a state of overwhelmed, This leads to people having little passion for life and feeling no romance in life. And in order to fully carry forward the instructions of Uncle Xi, we should take people's yearning for a better life as our goal. We want to make such a small program, the goal is to make our daily life with romance, make all kinds of holidays are memorable, we in order to allow people to have some unforgettable holiday, has given rise to such a model, let share the creative person with a sense of accomplishment, see my feelings for the implementation of the harvest, Let the target people harvest romance, can enrich everyone's life, increase people's happiness, let our life become more meaningful. refer to:[2] Application of situational story method in

product cultural image design. Packaging Engineering.2016.5 people share the plan on the basis.

3. Project Content

Establish and develop a small program on the WeChat platform and the corresponding public platform, for users to carry out one-to-one personal ideas and creative collection services. According to the user's ideas and creativity, carry on the detailed classification and the evaluation of its funds. From the type to the size of the creative solution, from the rating of the innovation to the size of the cost of a series of categories. Set up a system similar to the movie search index so that other users can quickly find the right product ideas from the idea library.

For the public number of followers, you can regularly launch "new ideas" creative recommendations. According to the products with high click-through rate recently, we can deduce the points that users are interested in by using big data analysis, and specifically recommend the ideas that they are interested in with high probability, so as to improve the utilization rate of each idea in the idea database with high probability and supplement the blank of its use effect and experience.

The distribution of these ideas and ideas is based on the WeChat platform, because after the present stage, the social software we use will be WeChat for a long time. The scope of promotion is guaranteed, and customers can easily access our small programs. Under the small programs, Ideas sharing function, ideas review, electronic distribution, electronic application, practical feasibility feedback, surprise degree evaluation, ideas off the shelves in repair and other functions, refer to:[3] Creative Planning of Cultural Tourism: A New Approach to Newspaper Operation--Taking Market Star Daily as an Example. News World.2020.5

4. Promotion Mode

Take online a promotion way, using existing short video platform, registered multiple accounts, send some small program related some video every day, and a video through their beautification to achieve a beautiful effect, and then through a "viral" marketing, let more people know to share one of our creative library, Secondly through published in zhihu, soft wen, a curiosity, to attract people with psychological factors caused the user of a interest, have interest there will be more and more people visit us, and post some articles on the post bar, through the posts and comments, attract some eat the melon masses, and then by the number of fission marketing advantage, achieve the aim of a drainage. And in the small program according to the user age difference, push some of a reward drainage of a model, and through some small rewards, some small concessions to achieve a channel to expand customers.[3] Creative Planning of Cultural Tourism: A New Approach to Newspaper Operation--Taking Market Star Daily as an Example. News World.2020.5

The content of video shooting is mainly based on some relatively good ideas in the idea bank. We went to the field to implement and filmed the process. We

disseminate our ideas through a mode of network "We Media" to share our ideas and good things with everyone. refer to: [4] Knowledge, ideas and creativity are just the starting point for creativity and success. *IT Times*.2011.5

5. Conclusion

The future market development of the idea sharing library is considerable, one of the main reasons is that it has its own unique place, and there is no such product in the market at present market prospect is better. At present, people have a large demand for this aspect, but the market supply is small, so the platform of creative sharing is very good to meet the needs of users, and the revenue is also considerable. Provide one-stop service. The platform not only provides the anniversary planning, but also provides the on-site layout, on-site manual services, and the follow-up album, video recording work.

The novel ideas Shared libraries in everyone is unique, creative ideas, too, the uniqueness of our platform is collect different ideas, then all kinds of creative Commons to different customers, to meet their diversified needs, let each creative play its unique at the same time, also let customers have a memorable day, Later will also provide on-site layout, souvenir album recording services.

With the rapid economic development, people's quality of life has been continuously improved, and the sense of ceremony has become more and more important. Romance and surprise have become the focus of planning anniversaries for young people, so the future market development potential is also great. Creativity is more diverse and rich. Set up a personal creative park, collect the ideas and needs of each user for the anniversary, select, combine and plan a more famous scheme. Through sharing ideas, users can find their most

satisfactory creative solutions, and provide users with exclusive and unique memorial day solutions. The audience group is relatively wide. For example, it can be the anniversary of the couple getting together, the birthday planning of a friend, the surprise planning for mother's day, or the coming-of-age ceremony of the age of 18, etc., which is not only a best witness, but also a most precious memory.

Romance of loyalty, era of a work in progress, a lot of people live more free and easy, more romantic, more attention to the spiritual satisfaction, our platform can let us speak freely, also let us know what the most people's idea, communication cost is high, now on the network communication, and to show their idea, also is the way most people can accept, So the development prospect is considerable. refer to: [5] On the Creativity and Planning of Mass Culture and Art Activities. *Drama House*. 2020.5

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