

ICS 03.080.01

CCS A 12



**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 47135-2026

Service design - Vocabulary

服务设计 术语

Issued on: January 28, 2026

Implemented on: May 1, 2026

**Issued by: State Administration for Market Regulation;
Standardization Administration of the PRC**

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1.Structure and Drafting Rules of Standardization Documents". Drafting. Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Technical Committee on Service Standardization (SAC/TC264). This document was drafted by: China National Institute of Standardization, China Service Outsourcing Research Center, Guangdong Provincial Institute of Future Design, and Beijing University of Technology. Zhejiang University of Technology Zhijiang College, Guangzhou Academy of Fine Arts, Academy of International Trade and Economic Cooperation of the Ministry of Commerce, Zhejiang University, Beijing Guanghua Design Institute Development Foundation, Zhejiang University of Finance and Economics. The main drafters of this document are: Zheng Juan'er, Chen Meng, Wang Nana, Hou Fei, Fu Qiang, Hu Hong, Zhao Zhihui, An Wa, Hu Xiao, Zhang Yunbin, and Xin Xiangyang. Jin Zongzhen, Li Jun, Zheng Xiaolin, Li Zipeng, Luo Wanying, Geng Jie, Zhang Yuchen, Wang Qi, Hu Xin, Xing Lei, Liu Na, Wang Mengxiang, Li Xilin, Su Jing. Service design terminology

1 Scope

GB/T 47135-2026 is the Chinese national standard covering the vocabulary of service design - the touchpoints and the journey, the blueprint and the backstage, the personas and the prototypes, and the terms by which a service is designed as deliberately as a product. First edition, in force since 1 May 2026. It was issued on 28 January 2026 and has been in force since 1 May 2026, as a first edition. The document is under the responsibility of the Standardization Administration of China. This page is published from the official record of

the 2026 edition; the clause text of a standard this recent is not yet in circulation, and the figures, limits and tables it contains are those of the document itself, delivered in full with the English translation.

This document defines commonly used terminology in the field of service design. This document is applicable to the understanding and exchange of concepts in the field of service design, as well as to research, teaching, and application.

2 Normative references

This document has no normative references.

3.1 Basics

3.1.1 service An activity or set of activities provided for the benefit of the service recipient (3.1.2) or to meet their needs. [Source: GB/T 24620-2022, 3.11]

3.1.2 servicerecipient The recipient of the service.

Note. Customers, users, and clients can all be service recipients.

3.1.3 customer An individual who purchases a product or service.

3.1.4 User An individual who directly uses, operates, or experiences a product or service.

3.1.5 client An individual or organization that has established a long-term cooperative relationship with a service provider (3.1.15).

3.1.6 service products Intangible or tangible services provided by a service provider (3.1.15) through personnel, facilities, environment, or information, capable of satisfying specific needs and Products that realize their value through market exchange.

Note. The environment includes the artificial environment, the human-machine collaborative environment, and the system environment.

3.1.7 service system To achieve one or more objectives, it consists of several interconnected, interacting, and service-related elements arranged according to certain rules. An organic whole with specific functions.

Note. A service system can consist of services, products, environment, information, and personnel.