

# PORTFOLIO

## Interactive Design

### LIUXIAOYU

2021-2022



# CONTENT

- APP iterative upgrade——  
UX design of Diantao product design competition  
点淘产品设计竞赛——用户体验设计
- APP1.0——  
Art Finding APP1.0  
艺术发现APP1.0
- Car interaction——  
Exploration of the interaction design of Tesla car central  
控制屏——特斯拉汽车中控屏交互设计探索
- WeChat applet——  
Strawberry Music Festival Menu  
草莓音乐节菜单



点淘

GOGO Group 2022.02

In 2021, Taobao Live officially changed its name to Diantao, and its function is positioned at [live broadcast + short video + e-commerce], enabling users to experience the charm of goods while watching the content, thus making purchases. Diantao can be said to be a very important part of taobao's content ecology at present, and it is also taobao Live that makes e-commerce live more mature and diversified.

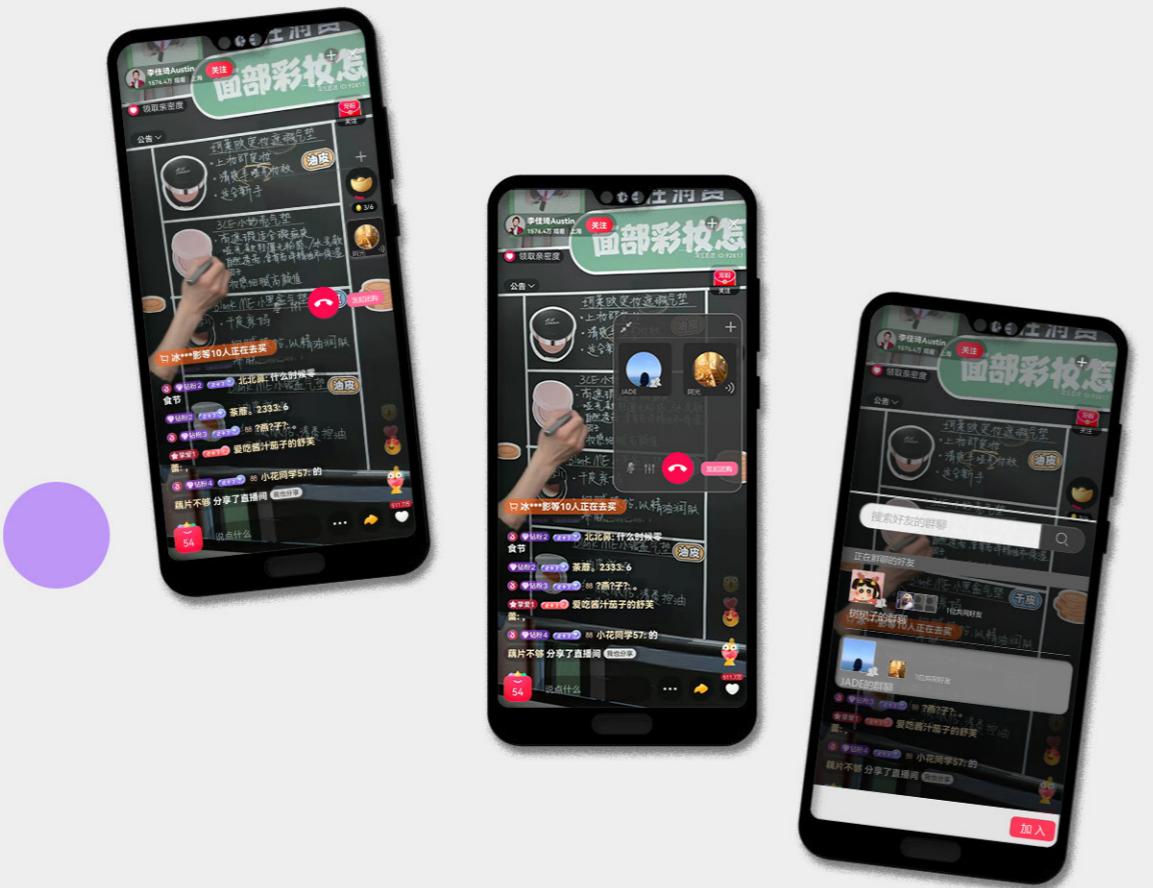
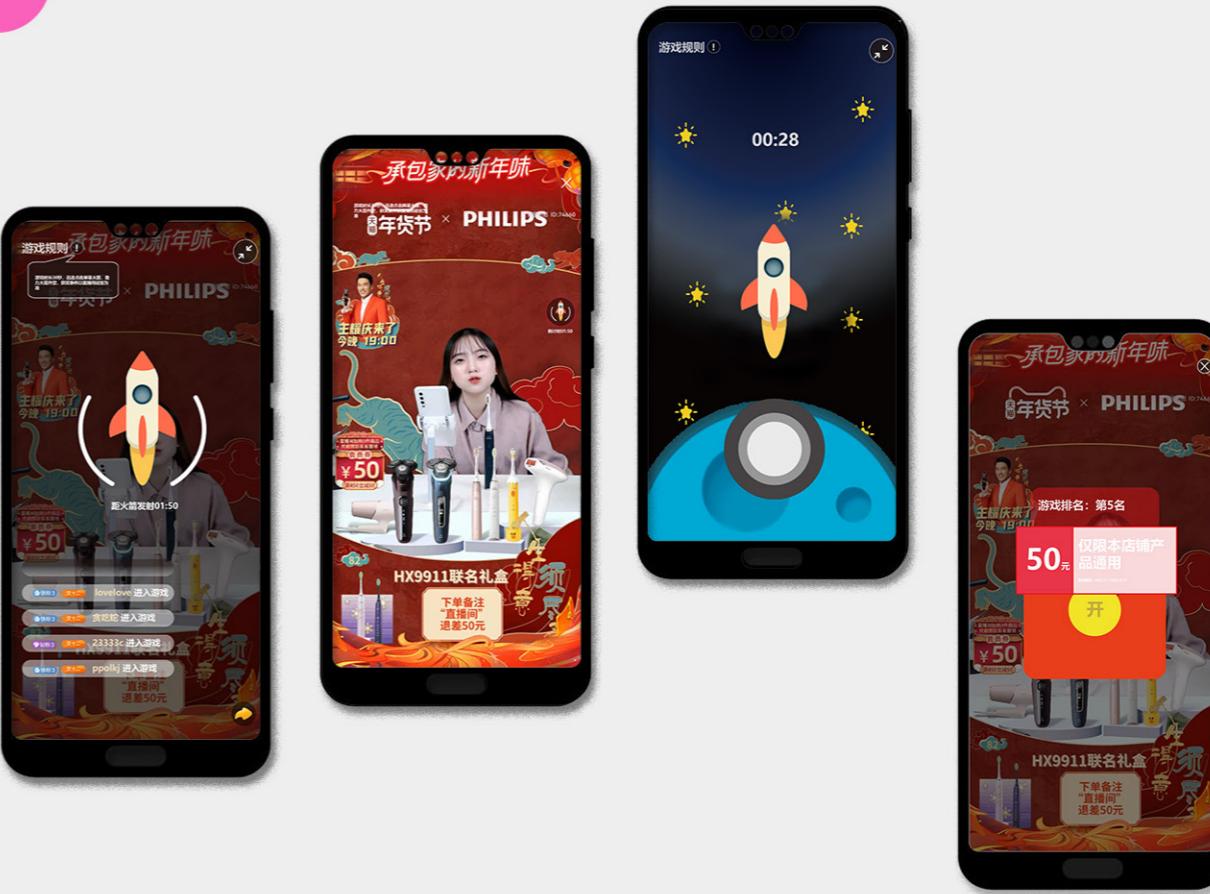
**The dual-core mode of short video + live broadcast adopted by Diantao APP** , Break down the barrier between content and goods, and connect people with goods and people more closely, so that users can experience rich and smooth shopping experience.



## DESIGN OVERVIEW

## How do users stay in DianTao?

The interactive games into the studio and add new vigor to the air, trigger favourable activity, further improve the transfer rate; Through small games, users who like to watch the live broadcast room are active and interested in staying longer in the live broadcast room. At the same time, they can also enjoy discounts, making users feel novel and happy.



## DESIGN 02

### How do users share in DianTao?

Promotive to enhancing new awareness and use of fluency as the goal, the introduction of private studio new features, let like user discussion while shopping with friends, in the air can be unimpeded communicate with friends and shopping, and get together happy purchase experience.

In line with the current stage of Diantao to improve user retention and sharing/dissemination as a design goal



## WORK PROCESS



In order to better understand the target audience and further explore the business value, we studied the competitors, obtained the competitive product analysis, and analyzed the main advantages and disadvantages through SWOT analysis. The pirate indicator was used to locate the phase we wanted to focus on and to draw up the preliminary design direction at one time. After that, quantitative questionnaires and qualitative interviews were conducted, and user portraits were produced through mutually supporting conclusions, concept divergence and concept convergence were carried out, and prototypes were established. After usability testing and mid-fidelity refinement, a high-fidelity UI design was produced.

## DESK RESEARCH

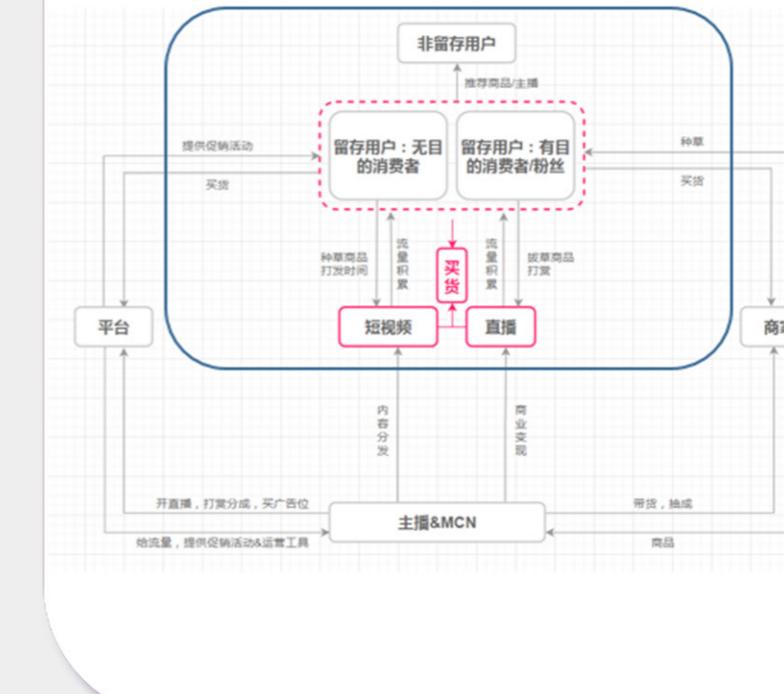
消费者的购物方式从“货架”逻辑走向“发现”逻辑，再走向“兴趣内容”；点淘APP正是迎合用户的这种消费习惯变化，以淘宝强大的用户数据和商品资源为基础，立足淘宝内容化的重要阵地之一。

电商类型	货架电商	兴趣电商
商业业态	大而全的“超市”	多业态“商场”
销售模式	人找货	货找人
消费路径	搜索-买	逛+买
流量模式	引流制	分发制
商业逻辑	广告逻辑	兴趣逻辑
消费者决策行为	理性刚需	激情购买

点淘平台需要保证用户可以花更多的时间留在平台上，可以是看直播，可以是找商品，也可以是无聊看短视频，以便创造更多利润。

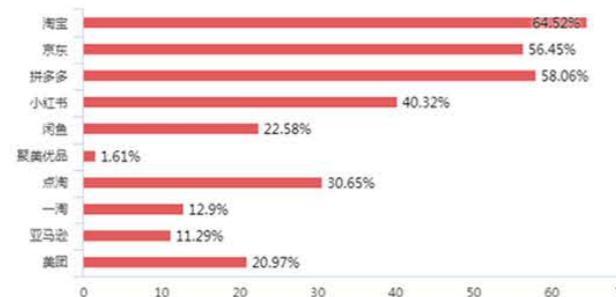


本组的关注点在于帮助点淘吸引留存用户持续留在平台观看内容，尽量提高留存用户的价值，引导用户进行转化。同时，为用户分享与传播提供更便捷的方式和流畅的操作。

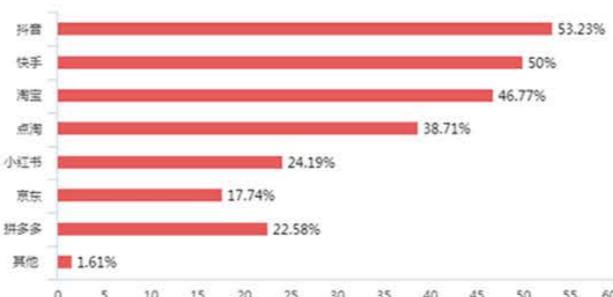


# USER INTERVIEW

第11题：您常用的购物软件？



第13题：您平时喜欢在什么平台看直播带货？

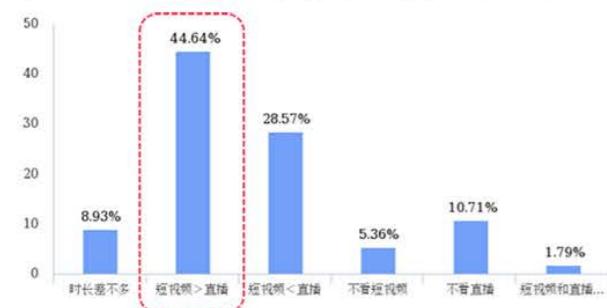


## OBSERVATION

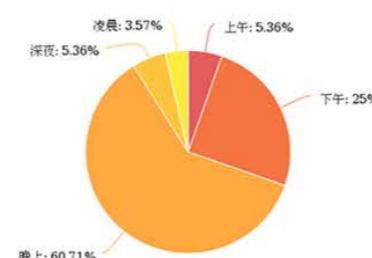
通过对定性、定量用户调研数据的整理研究，我们发现了两者相互佐证与差异的内容，并根据两者之间的差异和用户关注的重点进一步挖掘，我们发现：

- 很多用户观看短视频占据更久的时间，其中有短视频内容更丰富、更可以利用碎片化时间等原因；但在提到点淘对点淘的期望或希望改进的地方时，用户更多地关注在直播相关内容。
  - 调查结果显示，用户对优惠力度、商品好评度非常关注。
  - 淘宝占据62.5%的用户资源，有良好的用户基础，点淘也能够因此得到更好的电商引流资源。
- 调查结果显示，大部分用户（60.7%）选择在晚上下单。

第31题：您观看短视频和直播的时长对比？



第15题：您一般在什么时段下单？



## 影响购物决策的指标

	基本没有影响 (1分)	很少影响 (2分)	有一定程度的影响 (3分)	有很大的影响 (4分)	有非常大的影响 (5分)	本项目平均分
价格优惠程度	1	0	9	32	14	4.04
质量优劣程度	0	4	20	15	17	3.8
优惠（红包/折扣）力度	0	5	12	19	20	3.96
主播感染力	2	7	19	18	10	3.48
商品好评程度	1	3	7	25	20	4.07

第42题：您对点淘有什么期待？

优惠问题是调查者们最多的期待，除此之外产品质量和商品丰富度也是比较受到关注的点。

优惠  
力度大  
产品好  
实惠  
页面友好  
货源价廉  
更多品牌入驻  
互动性更强  
分享优惠  
实际一点  
便宜  
限时抢购  
折扣  
直播合理安排时间  
趣味  
互动多一点  
少广告  
豪华质感广告观看  
少虚假广告和回包

第43题：您对点淘有什么建议？

商品质量是大家最关注的问题，除此之外还有人觉得和点淘没有特色和品牌推广度低。

## 对质量严格把关

点淘对平板的适配不好  
界面单一，建议优化

感觉和淘宝差不多，没特色

优惠力度大一点  
提高下售后

直播互动多一些，缺乏趣味

希望可以少点同质化商品推荐

感觉和淘宝差不多，没特色

打造自己的特色  
没听说过，加大推广力度

## SUMMARY

## Motivation to use shopping apps

Convenient and fast, time-saving and labor-saving, a wide variety of goods, complete commodity information, preferential price; Targeted users tend to commodities to share discussions and empirical analysis, choose the more trustworthy commodity; No target users prefer to browse content and grow grass, fill idle time.

## User behavior and preferences

1. Online shopping accounts for more than 70% of users' consumption, which has become a lifestyle;
  2. The majority of users (60%) use time concentrated in the night;
  3. The female users prefer to grow grass or find information and shopping experience;
  4. Watch the live broadcast of the users are more care about strength of commodity prices and discount, but for many preferential activities to a waste of time and trouble, participation is not high.
  5. Single user's purchasing power is generally high

Conclusion: Nowadays, online shopping habits have basically penetrated into users of all ages, among which, most young and middle-aged users are accustomed to browse content and consume at night. Product quality and preferential intensity are two important bases to decide whether users will consume or not. In addition, whether anchors are infectious and live broadcast activities are also important indicators to promote the passionate consumption of users without targets.

## Views on Diantao live broadcast

1. There is no point of tao characteristics, think that taobao directly on the line;
  2. Live content is not interested in, have to wait too long;
  3. Many users (nearly 70%) did not use points for the APP.。

Summary: Many users do not know or have not used Diantao, we need to strengthen the sharing and dissemination of diantao, so that more users are exposed to diantao.

## The overall expectation of Diantao live

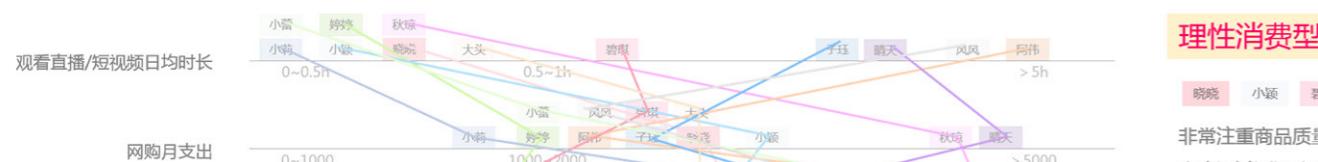
1. Rational consumer: help me to choose the right product more quickly and conveniently;
  2. Online shopping: hope can at the same time of shopping with friends unblocked communication, shopping experience;
  3. A short video hobby: can you give me more interesting live interaction.

## Pain points

1. Respondents have very low participation in live broadcast and think it is a waste of time and unnecessary to participate;
  2. Live interesting and interactive content is low;
  3. In the air waiting time is too long;
  4. In the process of communication with friends live to worry about missing goods;
  5. Live platform is very dependent on the host;
  6. Not convenient to share and exchange of goods and broadcast content.

Conclusion: Based on users' expectations, we need to help users improve the quality of live broadcast content, interest and product discounts, so as to establish a connection between users and the platform. Help users to use the sharing function more convenient.

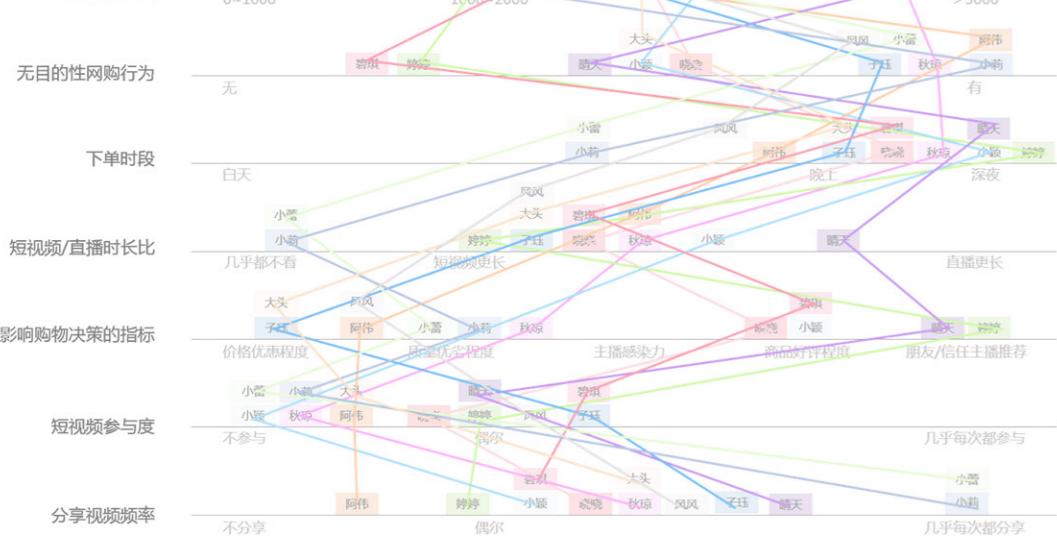
## PERSONA



目标

- 1.喜欢看直播购物，个人时间充足，通过直播间获得**优惠价格**  
2.优先关注固定的主播直播间，购买商品，相信**商品质量**

### 3. 对平台



喜欢通过测评决定是否购买  
工作繁忙，很少有时间刷视频



1.个人时间充足，经常在抖音短视频平台看短视频，遇到直播也会观看  
2.经常看直播，有时会一直等待自己想购买的产品  
3.经常冲动购物，看中主播的感染力和短视频博主的账号运营好感度  
4.喜欢和主播互动，觉得很有意思，也期待主播的互动回应  
5.和好友分享较少，觉得没有必要  
6.在直播间主要购买日用品等价格合适产品，贵重物品还是会在固定平台购买  
7.有时候买了不好产品，不会影响对平台信任感，还是会继续购买产品

常用APP



### 痛点

- 无法同时关注两个直播间商品信息。
- 客服态度影响购物体验。
- 非常依赖主播。

### 机会点

- 有充裕时间和经济基础购物。
- 如何与客服进行更及时的交流。
- 增加直播间有趣的互动，并尝试将其与优惠信息结合起来。

### 线上逛街型

晴天  
秋琪  
婷婷  
大头  
喜欢同朋友互动分享  
热爱生活  
居家  
所有消费基本源于网上购物

### 立君

32, 太原, 工程经理, 已婚  
短视频爱好者型

不仅为了优惠的价格，刷视频已成为生活日常乐趣



晓宇

37, 北京, 医生, 单身 (独居)

工作繁忙，优秀的测评和高质量的商品是消费的首要依据

### 目标

- 通过提前查询测评和反馈，快速定位自己合适的产品购买，**节约时间**
- 偶尔通过短视频优惠下单；很少看直播，**没有时间**等商品；偶尔只在大V直播间购买商品，在意**主播口碑**
- 购买渠道固定（信任的淘宝店铺/代购），在意**信任感**

### 行为

- 每日工作繁忙，会在碎片式休息时间会看手机，喜欢休息前刷短视频放松
- 喜欢网上购物，省事方便，但是只在固定商家购买，或者亲友推荐的商家购买
- 很少看直播，不确定自己需要的商品什么时候讲解，觉得浪费时间，同时对其商品质量持怀疑态度
- 偶尔遇到直播间售卖自己需要的产品，会先去看主播的粉丝数量和互动情况，权衡主播的口碑后在购买
- 看直播时和主播互动，觉得抽奖无意义，还浪费时间
- 会在买特定商品前在关注的固定的小红书博主或测评短视频博主账号内容里做攻略，但是不会花费大量时间
- 会在刷短视频时看到优惠的商品时下单，但是不会买贵重商品，害怕质量问题

常用APP



### 痛点

- 在直播间等待时间过长。
- 直播间会错过限时优惠或即兴优惠信息。
- 仓促购买下很容易买到不合心意的商品。

### 机会点

- 虽然很少看直播，但是不排斥。
- 优惠信息是否可以提前提示？优惠信息如何立即被分享？
- 多个类似商品进行对比时，可否更加全面、流畅和高效？

月网购金额：2000-4000  
月网购频率：一周2~3次  
直播间购买情况：一月五次以上



菲菲

23, 成都, 设计师, 恋爱中

### 目标

- 喜欢刷各种内容的短视频，并且**与朋友分享讨论买到的优质商品**
- 相信朋友推荐，会主动**关注朋友推荐的主播和商品**，希望在此之中买到心仪商品
- 希望看到真实的**商品详情和买家秀**，能够帮助自己高效购物

### 行为

- 会冲动购物，主要取决于商品评价和优惠力度
- 买到好的商品后悔分享给好友
- 想购买某类商品时，会先向朋友咨询
- 刷短视频时容易被有好感的主播种草，但很少主动点开关注的主播直播间购物
- 遇到不好抉择的类似商品时，会优先考虑发给朋友帮忙挑选
- 客服态度好是重要加分项

常用APP



### 痛点

- 对没有买过商品的主播或商家不易建立信任感，缺乏信任度。
- 很少进直播间购物。
- 在与朋友交流直播的过程中总担心错过商品。

### 机会点

- 与朋友一起互动购物的购物体验更愉悦。
- 好友对于商品或主播的信任度会影响用户的抉择。
- 在关注的主播和直播间之间是否可以建立更紧密的联系？

热爱生活，直播和短视频不仅是帮助购物的工具，更是交友的日常话题

## USER JOURNEY MAP

### USER JOURNEY MAP+++



立君

32, 太原, 工程经理, 已婚

#### 场景

休息完惯例，拿起手机刷视频

#### 目标

消磨时间，看看有没有感兴趣的東西

#### 期望

有效的和主播互动，参与到直播中，发现有趣的商品

### 行为

### 心情

### 痛点

购物前  
购物中  
购物后

### USER JOURNEY MAP+++



菲菲

23, 成都, 设计师, 恋爱中

场景 闲暇地上，收到闲暇的购物链接分享

目标 想和闺蜜互晒礼物，购买到心仪的礼物

期望 闲暇共同进行一次愉快的购物体验

### 行为

### 心情

### 痛点

购物前  
购物中  
购物后



Summary: Based on quantitative survey and qualitative interview, we extracted three types of users with high customer value and typical behavior for in-depth design of user portrait and user journey, they are respectively :

<b>理性消费型用户</b>	购买间隔相对较长	购买频次相对较低	注重商品质量	总购买金额高
<b>短视频爱好型用户</b>	购买间隔短	购买频次高	注重视频内容和互动	总购买金额高
<b>线上逛街性用户</b>	购买间隔短	购买频次高	注重交流和体验	总购买金额高

## CONCEPT GENERATION

根据上周定量及定性用户访谈，本组列出了3个用户画像，并将每个用户的痛点进行了整理和提炼。



在第一周，本组根据海盗指标，聚焦于**用户留存和分享传播**两方面的存量用户（有目的消费者与无目消费者，20~40岁之间的青年群体）  
本组根据该设计方向进行了小组投票（每个因素5分，分数越高代表该痛点越重要或关联度越高），选出了3个最有助于达成目标的痛点。

痛点	与设计方向关联度 (用户留存/分享) 对用户情绪造成的影响程度 对整个用户旅程的影响程度				使用频率	用户数量	总分 (满分25)
	1	2	3	4			
痛点1	2	2	4	2	1	1	11
痛点2	5	3	4	4	4	4	20
痛点3	2	2	4	3	2	2	13
痛点4	3	5	2	2	3	3	13
痛点5	4	2	3	3	3	3	15
痛点6	1	1	2	1	3	3	8
痛点7	1	1	2	3	3	3	10
痛点8	3	2	0	3	4	4	12
痛点9	4	5	5	3	4	4	21
痛点10	4	2	1	4	4	4	15
痛点11	4	5	5	2	3	3	19
痛点12	3	4	4	4	3	3	18
痛点13	1	5	4	4	4	4	18
痛点14	4	5	5	4	4	4	22
痛点15	4	5	5	3	3	3	20
痛点16	3	4	2	3	3	3	15
痛点17	4	4	1	5	4	4	18
痛点18	5	4	2	4	4	4	19

痛点12与痛点15类似，可合并



工作繁忙，优秀的测评和高质量的商品是消费的首要依据

痛点 → POV → HMW

主播解说商品速度太

工作繁忙的职场女性

我们如何才能



不仅为了优惠的价格，刷视频已成为生活日常乐趣

痛点 → POV → HMW

在直播间与主播或观

喜欢在直播间互动的用户

我们如何才能



热爱生活，直播和短视频不仅是帮助购物的

痛点 → POV → HMW

无法与朋友快速有效

喜欢跟好友一起讨论购物

我们如何才能



晓宇

37, 北京, 医生, 单身(独居)  
高质量理性消费型用户

慢, 影响购物效率。

**需要**  
高效的购买商品  
**因为**  
在有限的休闲时间内快速买到想要的商品  
**很重要**

让工作繁忙的职场女性快速并且全面的了解商品详情, 无需等待就能获得优惠并且购买心仪的物品。



立君

32, 太原, 工程经理, 已婚  
短视频爱好型用户

众的互动少, 觉得无聊。

**需要**  
在直播间进行有趣的互动  
**因为**  
在闲暇时间用直播充实生活和放松心情  
**很重要**

让喜欢在直播间互动的用户在直播间快速和愉悦的和主播互动起来, 并且有兴趣停留更长时间, 使用户感到心情放松愉快。



菲菲

23, 成都, 设计师, 恋爱中  
线上逛街型用户

的分享和交流, 以便一起交流和购买商品。

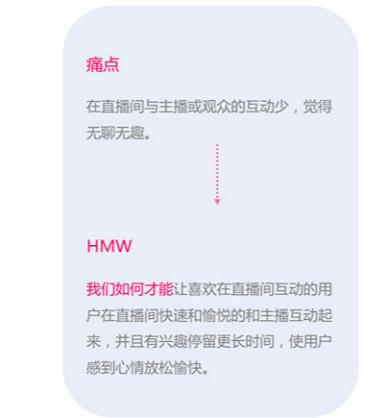
**需要**  
在购物的同时, 与好友进行交流讨论  
**因为**  
好友的意见对自己的购物体验和购物决策很重要

让喜欢跟好友一起讨论购物的女生, 不论是在购物前、购物中还是购物后都可以通畅无阻的与好友进行交流并且一起获得愉快的购物体验。

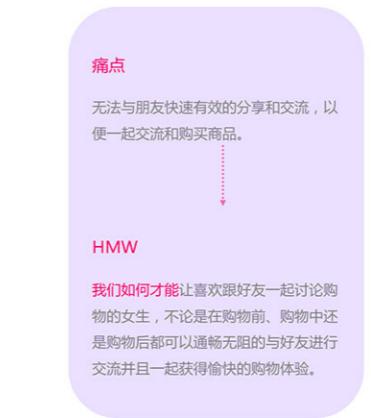
## IDEAS DIVERGENCE



- 01 在短视频和直播中设置图文模式, 方便快速查看  
02 在短视频和直播中设置进度条和节点功能, 方便找到商品信息  
03 当用户搜索商品时, 打造转为职场女性设计的商品推荐套餐
- 04 在短视频和直播中增加字幕功能  
05 在关注的商品即将开始直播时, 给用户发送提醒消息  
06 在搜索某类商品后, 自动为用户推荐同类商品及商品组合
- 07 在小红书等APP中加入淘宝链接跳转功能  
08 在短视频和直播中增加倍速播放功能  
09 在搜索某类商品后, 自动为用户推荐同类商品及商品组合
- 10 在直播中预定优惠商品  
11 通过算法优化更加精确的定位职场人士的偏好  
12 在直播间加入小游戏, 与优惠活动链接  
13 加入VR功能, 使用户能够沉浸式看直播  
14 增加更多商品种类, 丰富直播间内容



- 15 直播间的限时优惠时间延长, 增加互动时长  
16 增加不同的直播间色彩模式和表情, 用户可以自由选择  
17 改进直播间的小图标, 增加动态效果
- 18 根据用户观看直播的偏好, 更新算法, 为用户推荐人气更高的直播间  
19 将在评论中发出的心情词汇自动转换成表情在直播屏幕上出现  
20 在节日时统一替换相关主题图标  
21 在主播控制页面的功能中增加调节气氛的简单动效



- 22 在点淘中单独设置背景或主播音量调节的功能  
23 新增打包分享选中的商品的功能  
24 在短视频和直播中新增与好友的聊天对话框或群聊功能
- 25 在购物结束后自动弹出是否分享订单的询问页面  
26 在直播开始之前, 可以一键向好友发送想看的直播间信息
- 27 新增邀请好友一起同看短视频或者直播的功能  
28 用户通过朋友“加持”(朋友帮点等措施)增大优惠力度
- 29 用户通过分享次数多少增加优惠力度

## IDEAS CONVERGENCE

第一步, 本组将创意进行分类, 排除了非设计(如售后、运营、)可解决的问题。

界面优化	新的互动模式	新增功能	算法优化	强化运营
IDEA01	IDEA12	IDEA08	IDEA06	IDEA07
IDEA02	IDEA21	IDEA03	IDEA11	IDEA14
IDEA04	IDEA29	IDEA09	IDEA18	IDEA15
IDEA16	IDEA30	IDEA05		
IDEA17		IDEA10		
IDEA19		IDEA13		
IDEA20		IDEA22		
IDEA24		IDEA23		
IDEA25		IDEA26		
		IDEA27		
		IDEA28		

第二步, 本组将创意进行100美金测试, 从24个方案中筛选出了9个创意方案。

界面优化	✓IDEA01	IDEA04	IDEA17	IDEA20	✓IDEA25
IDEA02	IDEA16	✓IDEA19	IDEA24		
✓IDEA12	IDEA30				
IDEA29	IDEA21				
IDEA08	✓IDEA09	IDEA10	IDEA22	✓IDEA26	
IDEA03	✓IDEA05	✓IDEA13	✓IDEA23	✓IDEA27	
					IDEA28

第三步, 本组进行NUF评估, 依据开发周期、解决痛点、创新价值、技术可实现性、符合商业价值5个维度进行了最终投票, 筛选出3个创意方案。

项目	开发周期	解决痛点	创新价值	技术可实现性	符合商业价值	结果
权重	17%	28%	15%	20%	20%	权重得分
IDEA01	4	4	3	4	3	3.65
IDEA25	2	5	2	1	1	2.70

## SCENARIO

01

02

03

我们认为

我们认为

我们认为

在直播间加入小游戏，与优惠活动链接  
它将对喜欢在直播间互动的用户当他们在休闲时间，需要借助点淘APP寻找乐趣和购物可能时解决在直播间觉得无聊无趣，没有兴趣停留更长时间，无法感到心情放松的问题

新增打包分享所有选中的商品的功能  
它将对喜欢与朋友分享商品的用户当他们在购物前、购物中或购物后，想分享商品时解决无法同时分享多个商品的问题

以群聊的方式邀请好友共同打开直播间  
它将对喜欢跟朋友一起讨论购物的用户当他们在直播间观看直播或者购物的过程中解决无法通畅无阻的与好友交流分享直播信息的问题

IDEA05	2	5	3	4	4	3.79	4
IDEA09	1	3	3	4	3	2.86	7
IDEA12	3	5	5	3	4	4.06	3
IDEA13	1	2	4	1	1	1.73	9
IDEA19	3	3	2	4	1	2.65	8
IDEA23	4	5	5	4	4	4.43	2
IDEA25	2	4	3	4	3	3.31	6
IDEA26	3	5	5	4	5	4.46	1

在直播间加入小游戏，与优惠活动链接

以群聊的方式邀请好友共同打开直播间

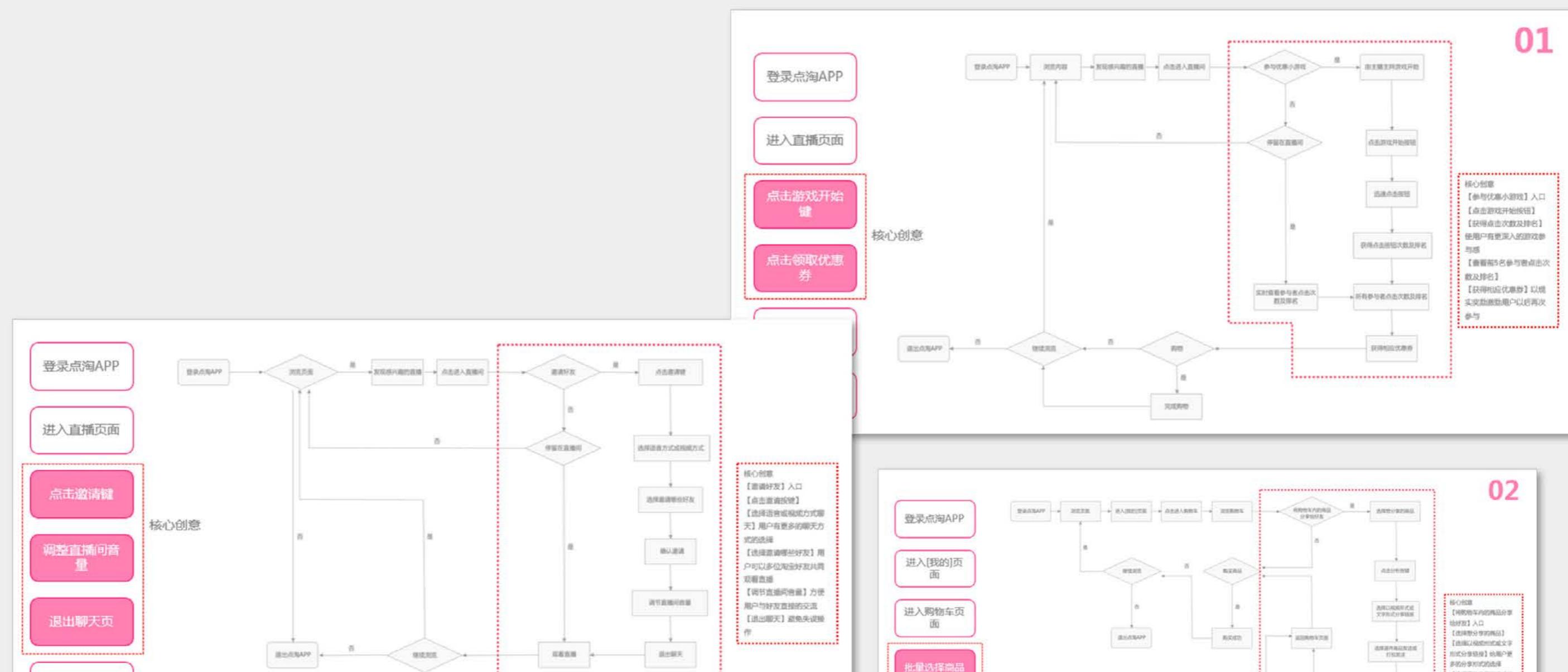
新增打包分享选中的商品的功能

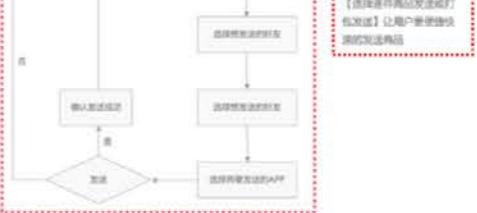
12

23

26

## USER FLOW





### 3个方向的方案设计方向

根据上一阶段的创意发散与收敛工作，我们选定了3个方向进行深化设计：

1. 【视频爱好型用户】在直播间如何提升互动和兴趣的路径设计；
2. 【线上逛街型用户】如何将多个商品一起分享的路径设计；
3. 【线上逛街型用户】在直播间如何与好友进行交流的路径设计。

接下来，我们将根据这3个方向细化设计工作，在进行可用性测试后，选择合适的方案进行高保真落地设计。

### 方案01

1. 进入点淘直播间

2. 主播在直播间发起小游戏互动

3. 与直播间观众一起参与小游戏

4. 获得游戏奖励

5. 使用游戏奖励购买商品

6. 继续浏览点淘

### 方案02

1. 进入点淘[我的]页面

2. 点击进入购物车

3. 批量选择购物车内的商品

4. 选择想要分享的一位或多位好友

5. 将商品分享或转发给好友

### 方案03

1. 想和好友共同观看直播

2. 在直播间邀请好友

3. 在直播间与好友建立群聊

4. 调节直播间音量

5. 边看直播便与好友交流互动



## USABILITY TEST

We invited a total of 10 users to conduct usability tests respectively for the above three user processes. Based on user feedback and analysis of test results, we will conduct in-depth design for the two schemes with high user demands, relatively active and strong innovation: :

01

### 小游戏、优惠活动

1. 80%的用户选择立即参与游戏，态度积极
2. 100%的用户在获得优惠券后，选择下次会再次参加游戏
3. 60%的用户希望得知自己的排名
4. 80%的用户希望得知第一名能够获得的优惠
5. 80%的用户表示希望明确游戏规则，对赢得游戏跃跃欲试

02

### 打包分享所有选中的商品

1. 40%的用户在第一次分享商品时使用了多了商品一起分享的功能
2. 60%的用户担心分享的信息过多导致好友不方便查看和操作
3. 80%的用户认为自己会使用到这个功能
4. 80%的用户认为这个功能虽然方便了分享商品，但没有实际利益，可有可无

03

### 好友、群聊、直播间

1. 100%的用户对直播间群聊功能很感兴趣，试用态度积极
2. 60%的用户担心直播声音与聊天声音产生混乱
3. 60%的用户认为聊天时会妨碍自己参加直播活动
4. 40%的用户表示想要突出聊天入口
5. 80%的用户担心聊天页面遮挡直播页面

## PROTOTYPE & USER INTERFACE

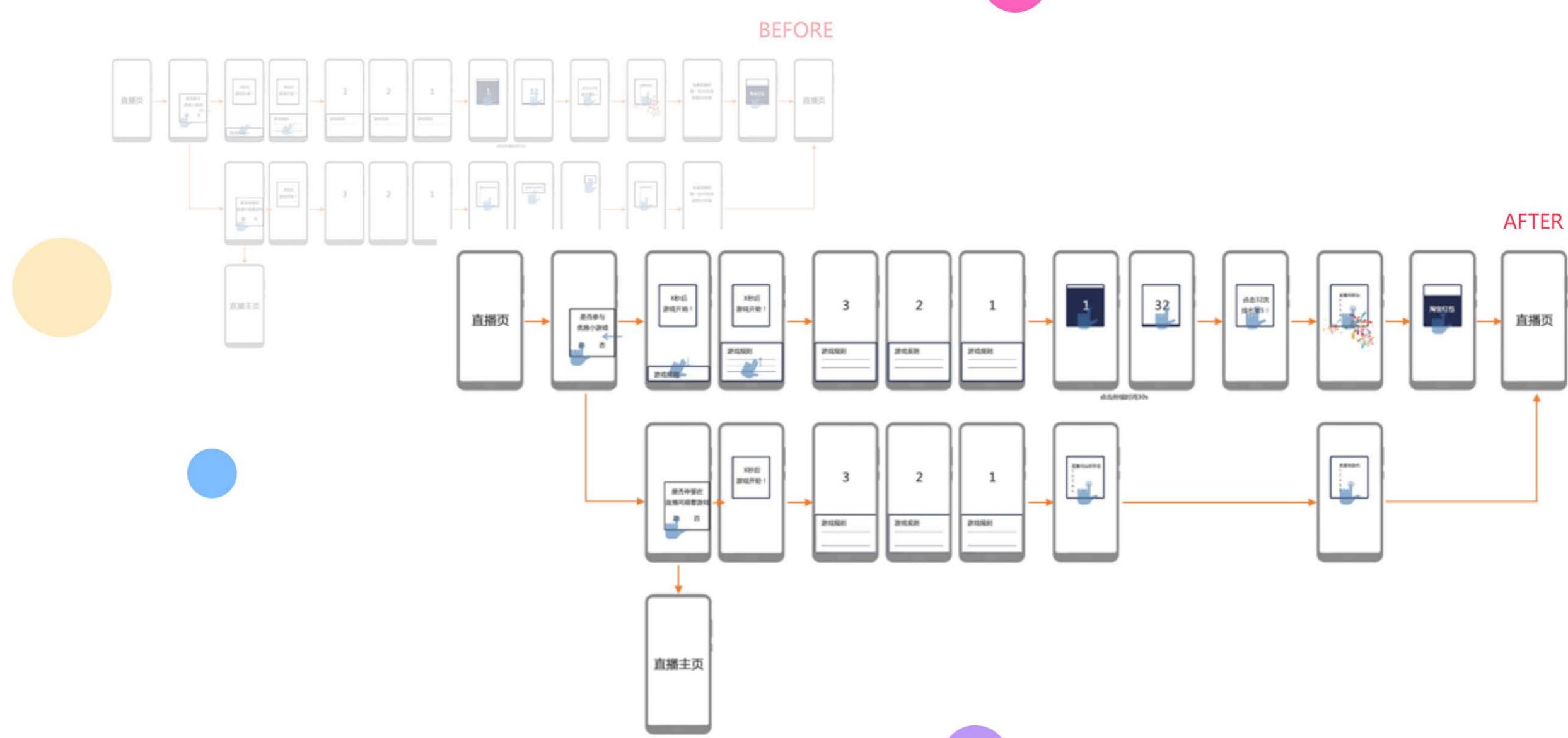
We did a lot of prototyping and iterated through usability testing. In the process of iteration, in addition to making the process more smooth, we also continue to deeply understand the characteristics of users, users' needs, what users hope to get through our design, what surprises we can add to users, how to make users gain a more pleasant experience? With these thoughts in mind, we improved our prototype from different angles. Since the team members were in the same city, we often discussed

offline together, and even exchanged ideas with several friends offline, expecting sparks to collide, enriching our design continuously, and allowing for multiple iterations.

## DESIGN 01

Join mini-games in the live broadcast room and link to promotional activities

After the user opens the webcam page, if the webcam is about to start selling commodities, the user can participate in the interactive button clicking according to the speed of hand, so as to obtain more or less preferential opportunities of money, and improve the interest and impulse of the user to watch videos and shop in the broadcastroom.





Click to enter the live broadcast room of Electric pottery. The anchor initiates a small game interaction in the live broadcast room. After the user clicks, the user is asked if he/she is sure to participate in the live interactive mini-game. He/she continues to participate in the game.

The game is 5 minutes in advance, users can enter the live broadcast room at any time before the game starts to participate in the game. Users can view the rules of the game in the upper left corner to better participate in the game.



When the game is over, the user will receive a coupon and be shown the user's ranking in the game. According to the rules of the studio, users will be rewarded with different coupons.

30 seconds before the start of the game, automatically jump to the game page, and display the countdown.

While waiting for the game to start, users can zoom out and continue to watch live.





Users receive after successful coupons, click on the [x] exit pages, back to the live page, page game icon to live right side. Later, the game icon changes back to the dot Tao Yuanbao icon.



## DESIGN 02

Invite friends to open the live broadcast room together in a group chat

After opening the webcast page, users can add an invitation function to the page.

After clicking, users can invite one or more of their Taobao friends to watch the webcast together, and can adjust the volume of the webcast and discuss the contents of the webcast and commodities with their friends.



Users want to invite their friends to watch the live broadcast. Click [+] in the upper right corner to create or join a live broadcast group chat.



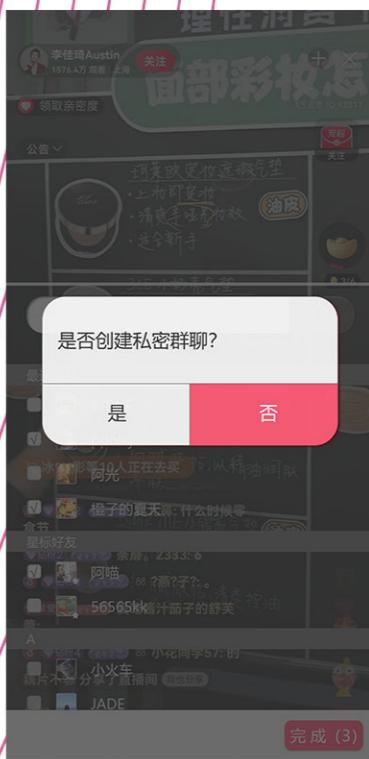
After clicking "Create a group chat", users can search for or select friends and then click "Finish" to complete the creation of a group chat.



Users can quickly initiate group purchases in group chats and enjoy better prices



In the process of chatting with friends, users can choose voice or video mode at will, and adjust the volume of the live broadcast room or mute the live broadcast room freely, so that the conversation with friends can be clearly heard.



Users can choose whether a group chat created by themselves is private or not. If it is private, other friends cannot find your group chat through the join group chat function.



If users want to end the group chat, they can click the red hang up button to return to the live broadcast page.

## ELEVATOR MANIFESTO

FOR

Users who [Interested in interacting in the live broadcast room], [Like to share goods with friends], [Get used to talking about products when shopping with friends]

THERE

The need to [Use fragmented time for fun], [Share products], [Discuss with friends while shopping]

OUR

[Diantao APP]

IS A

[Live broadcast and Electric Business platform]

IT CAN

[Help users spend leisure time], [create shopping consumption experience]

NOT LIKE

[TikTok], [Kuaishou]

OUR PRODUCT

[are professional anchors live interaction], and [the e-commerce operation system backed by Taobao]

感谢观看！

GOGO组

小组成员

范文赫 18636217718 (手机号同微信)

刘晓钰 18511321510 (手机号同微信)



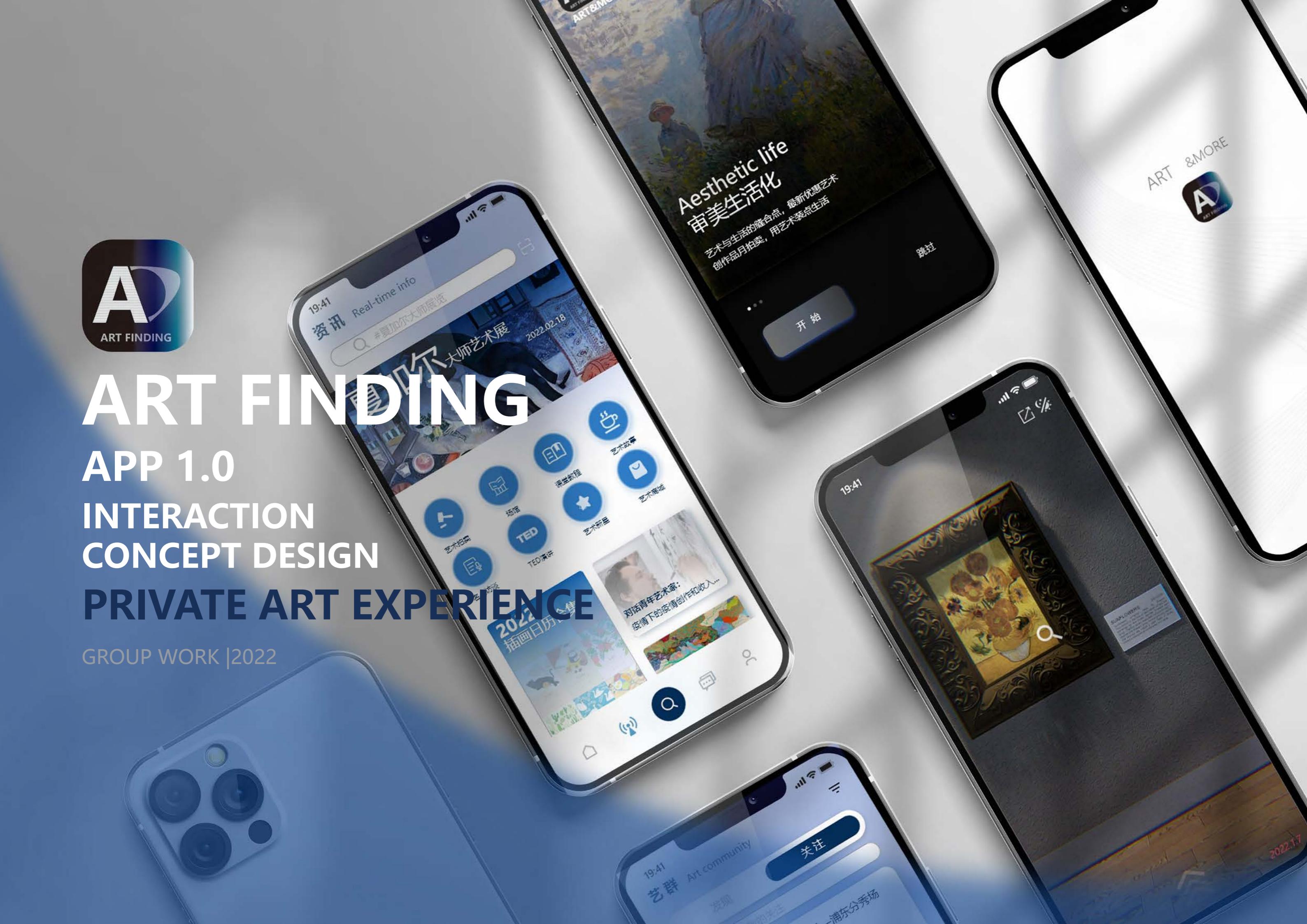
# ART FINDING

## APP 1.0

### INTERACTION CONCEPT DESIGN

### PRIVATE ART EXPERIENCE

GROUP WORK |2022



# PROJECT DESCRIPTION

## GROUP PROJECT-- 【ART FINDING】 APP 1.0

Art is a ritual in the life of contemporary young people and an indispensable part of life. Compared with the previous "unattainable", today's art paintings are more "popular", and the development of the Internet age has enabled the public to appreciate excellent paintings anytime, anywhere, and understand the stories behind the paintings...

[ART FINDING] APP is to provide the public with a high-quality private art center, and provide an online interest community platform for painters, artists, art lovers or the public to exchange and trade art, and promote more excellent The birth of painting and the great development of art.

# MY JOB



# BACKGROUND OF THE PROJECT

"Seeing exhibitions" is gradually becoming one of the daily life styles of urban young people. On major social platforms and community websites, you can often see information such as "check-in at the exhibition", "guide for visiting the exhibition", and "dressing for the exhibition", and even formed a "traffic password" and consumer industry.

With the advent of the Internet era, especially the advent of the epidemic, users have been accustomed to the [online] lifestyle, and many offline activities such as music festivals, auctions, etc. have gradually transformed into a combination of online and offline methods, which has greatly improved the convenience of people's life and the popularity of activities. [Online Painting Exhibition] came into being, and it has won widespread attention from art lovers, collectors, artists and many people who have not been exposed to related art activities before. It also has a great impact on promoting the improvement of public aesthetics and popularizing the knowledge of paintings. Good results.



Offline exhibition



Online painting



Art exchange



Life of art

## BUSINESS BACKGROUND

Regarding art and aesthetics, young people born in the 1980s, 1990s and even after 2000s have their own clear attitudes and pursuits, and more young people are pursuing spiritual enrichment and aesthetic improvement. When it comes to art collection, many people always feel that they are outsiders. However, with the emergence of business methods such as art e-commerce and art derivatives, people's pursuit and desire for spiritual taste has shown a trend of rapid growth. The trend is particularly evident among contemporary young people..

**Art has become a part of the picture of popular life, a ritual in the life of young people.**

**“youthful” + “aesthetic life” + “tonal”**

## PRODUCT POSITIONING

**ART and More**

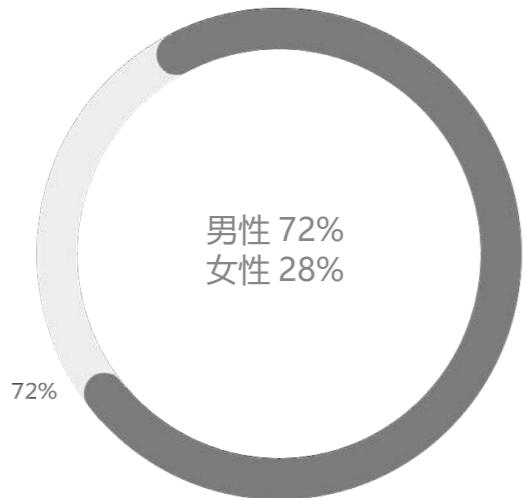
According to the needs of users, establish a high-quality and popular daily art exhibition APP, and create a tonal art center. Propose the concept of [Art Group] interest community, promote the popularization and exchange of knowledge of excellent paintings, and at the same time make excellent paintings obtain more opportunities for commercial value; while serving the public, it is for collectors, connoisseurs and artists. A bridge of communication and cooperation to promote the birth of more excellent paintings and the rapid development of art.

# User Research (Quantitative & Qualitative)

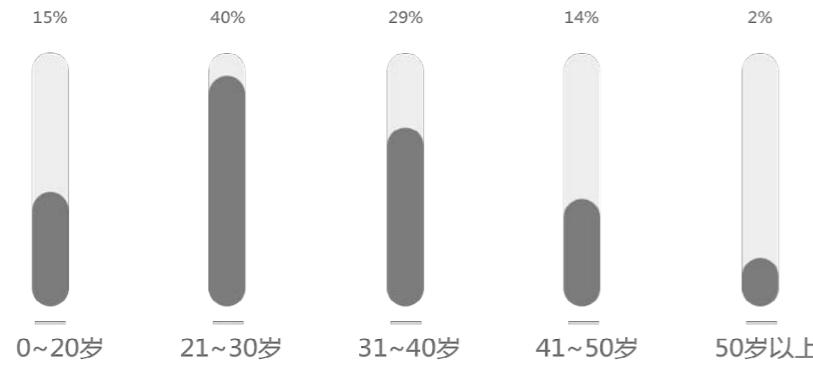
Desktop research sources: Internet research reports, competitive product analysis reports...

Quantitative research data source: About 96 questionnaires with a valid sample size were released, and the survey subjects were concentrated in 16-35 years old.

## 男女性别比例



## 年龄分布



平时会通过什么方式浏览画作或艺术相关资讯？



如果有一个艺术兴趣社区，希望在这里做什么？

According to the needs of users, establish a high-quality and popular daily art exhibition APP, and create a tonal art center. Propose the concept of [Art Group] interest community, promote the popularization and exchange of knowledge of excellent paintings, and at the same time make excellent paintings obtain more opportunities for commercial value; while serving the public, it is for collectors, connoisseurs and artists. A bridge of communication and cooperation to promote the birth of more excellent paintings and the rapid development of art.

# PERSONA



**阿桑** /26/ 男

研究生 广州  
兼职网络小说写手

**环绕在艺术的氛围感中  
让我灵感不断**

即使我看不懂部分艺术品，但是**我喜欢那个艺术展览空间给我的感受**。我是一个笔者，其实可以从各种潮流里找到一些写诗的灵感，加上我有一种艺术的情结，感觉和艺术相关能维系我的浪漫主义人格



**SUN** /22/ 女

大学生 成都  
热爱艺术

**资深绘画艺术爱好者**

大学生，喜欢看西方的油画以及比较视觉性的艺术，会逛艺术展。我看艺术品的时候会脑补我自学过的艺术史，想想这些作品的时间意义和对于我自己的意义



**溪仔** /34/ 男

设计师 上海  
设计工作室中层管理者

**通过艺术交流提升自己的审美**

我需要**提升艺术、审美、品味**，这对我的工作有很大的帮助。很多时候不是下面的人设计不出来好的产品和广告，经常是拍板的人没有审美和品位，导致优秀的产品和广告被否定。



**楚楚** /29/ 女

画家 北京  
爱好艺术品收藏

**希望更多的人看到我的作品**

看展可以看到很多同行的作品，可以相互交流**切磋**，然后会把自己那种‘只缘身在此山中’的错误纠正过来，从别人的作品里汲取营养。

# USER NEEDS

The art education of the post-80s and post-90s is generally better than that of their parents. They have a broad vision and advanced ideas. They are quite different from their parents in terms of life experience, educational experience, values, consumption habits and many other aspects. They are more identified with contemporary art that is closer to their own lives, more inclined to personal aesthetic preferences, and more diversified.



# COMPETITIVE ANALYSIS

## 竞品选择

**关键词** 【艺术赏析】【交易资讯】【交流推广】

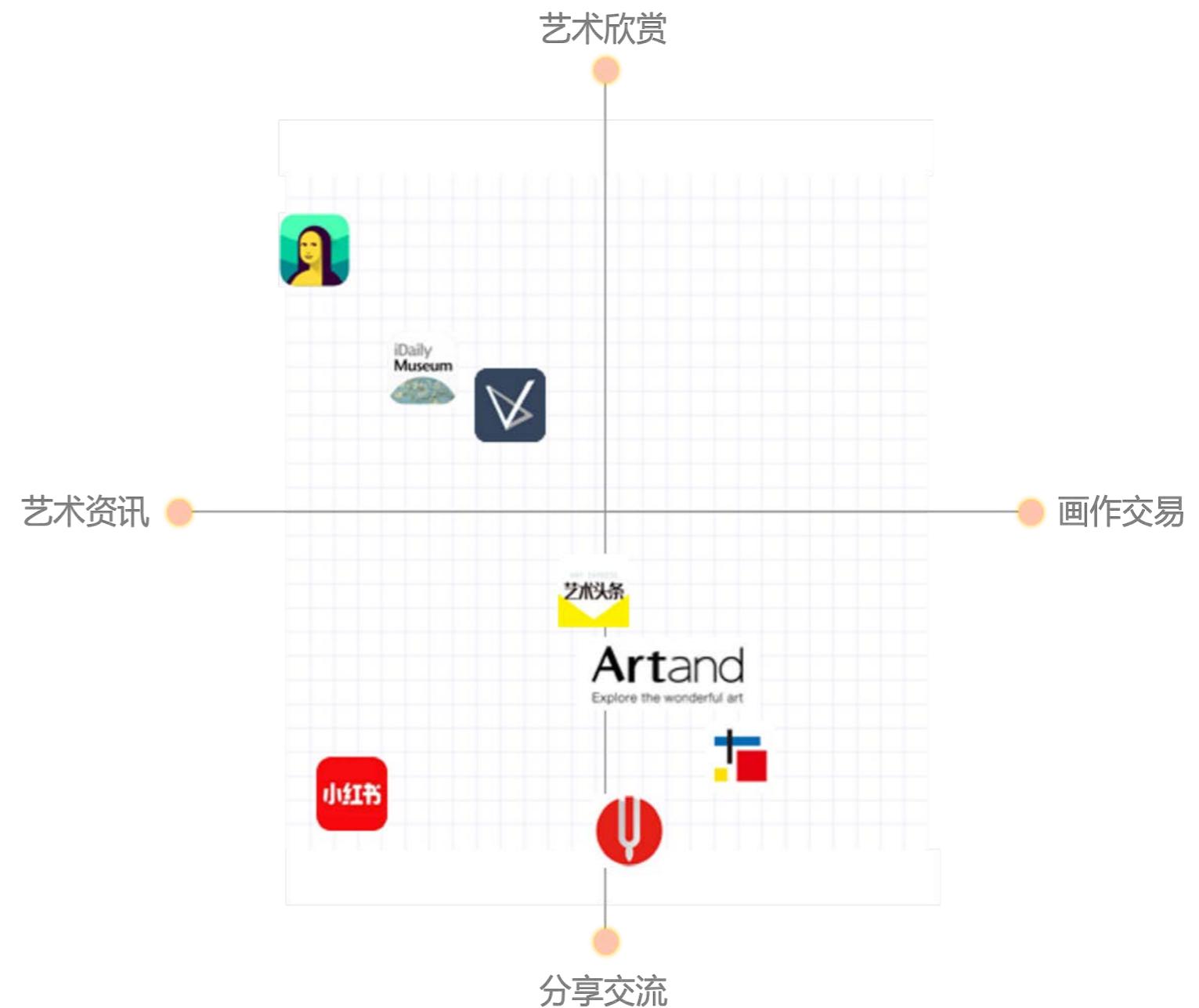
## 竞品划分

根据用户需求，我们将竞品划分为 4 类：

产品属性 【艺术资讯】 【分享交流】 【艺术欣赏】 【画作交易】

## 分析结论

**缺乏互动性，用户粘性不高，艺术欣赏类 APP 难以提高商业价值**



针对不同的用户需求，分析相对应的相关产品，通过对相关产品的优劣势分析，进一步确定产品调性，和产品 1.0 版本重点发展方向。

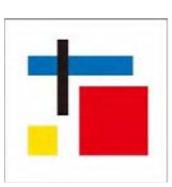
# COMPETITIVE ANALYSIS

## 关键词

### 艺术赏析



### 交易资讯



### 交流推广



## Analysis of advantages and strategies

The [Daily Painting] function in ArtDaily can effectively increase user stickiness, and at the same time allow more people to access excellent paintings, realize the vision of popularizing painting knowledge, and improving art knowledge reserves and aesthetics.

iMuseum is an APP that focuses on pushing and searching exhibition information. It covers a wide range of information, but the pages are chaotic and the primary and secondary information is unclear. VART has a similar positioning as in-art products. It not only provides exhibition information, but also includes ticket sales, live broadcasts and courses. The information structure is clear and concise, and the style is concise. On this basis, Art Toutiao has added the function of the mall to further improve the conversion.

Xiaohongshu is a product that has performed well in terms of user stickiness, content quality and content promotion in recent years. Before registration, users need to fill in information such as content preferences to help the product better push content to users. Yiyuan and Artand focus on promoting art works and interest communities, while Artand features the [Auction] function.

# COMPETITIVE RESEARCH

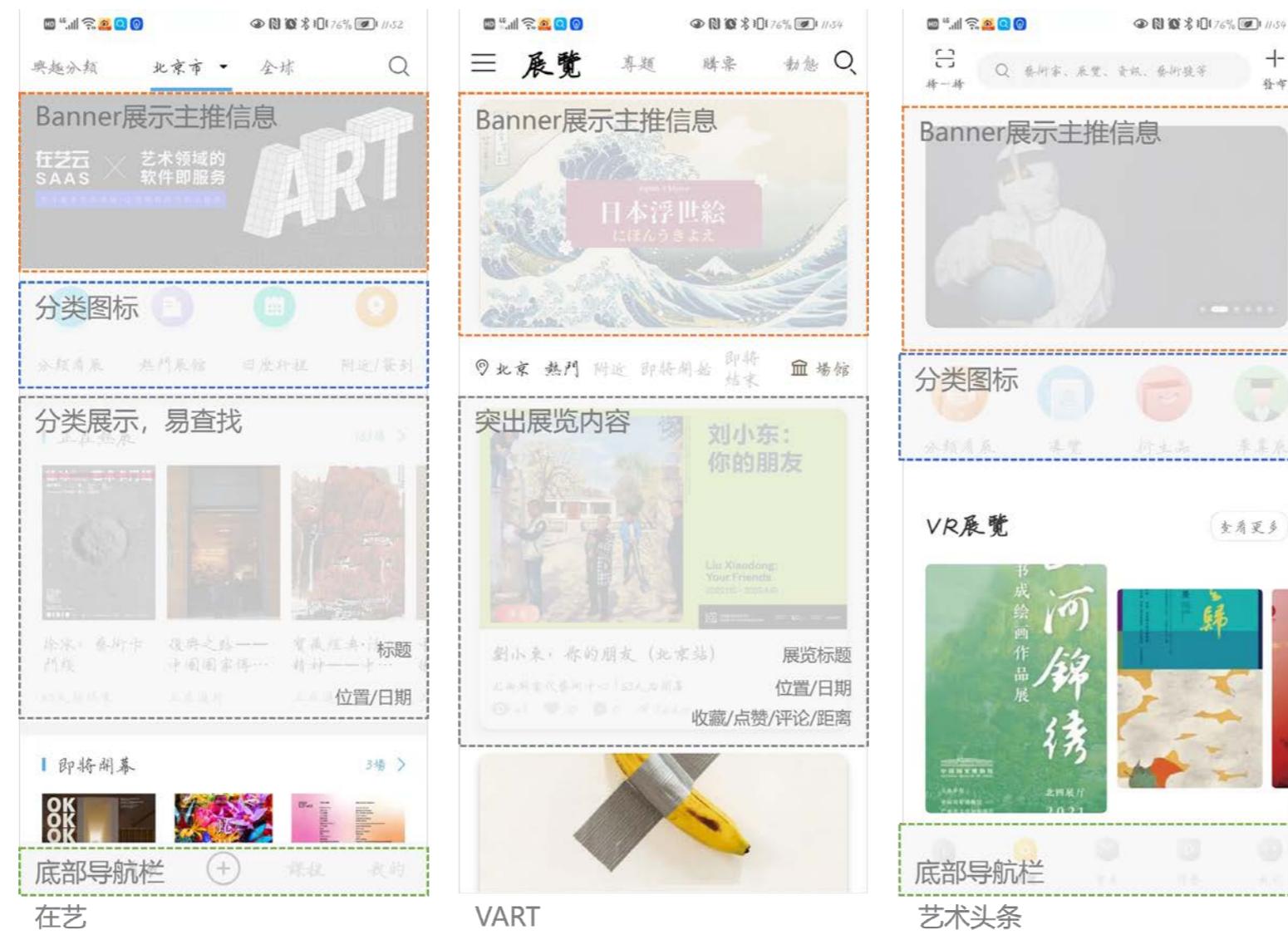
## Competitive research - homepage information structure



**Summary:** The homepage information focuses on clear conditioning. According to the APP focus, the primary structure and the homepage information structure are divided. The homepage style needs to be highly unified with the product style.

# COMPETITIVE RESEARCH

## Competitive research - structure of exhibition information page



在内容展示方面，分类展示能展示更多内容，也更清晰；卡片式可以介绍展览的更多细节，有助于用户选择。

Banner 海报能够形象鲜明表达最主要的宣传中心，占据资讯页面的视觉中心，极具吸引力的图片和文案促使用户点击。

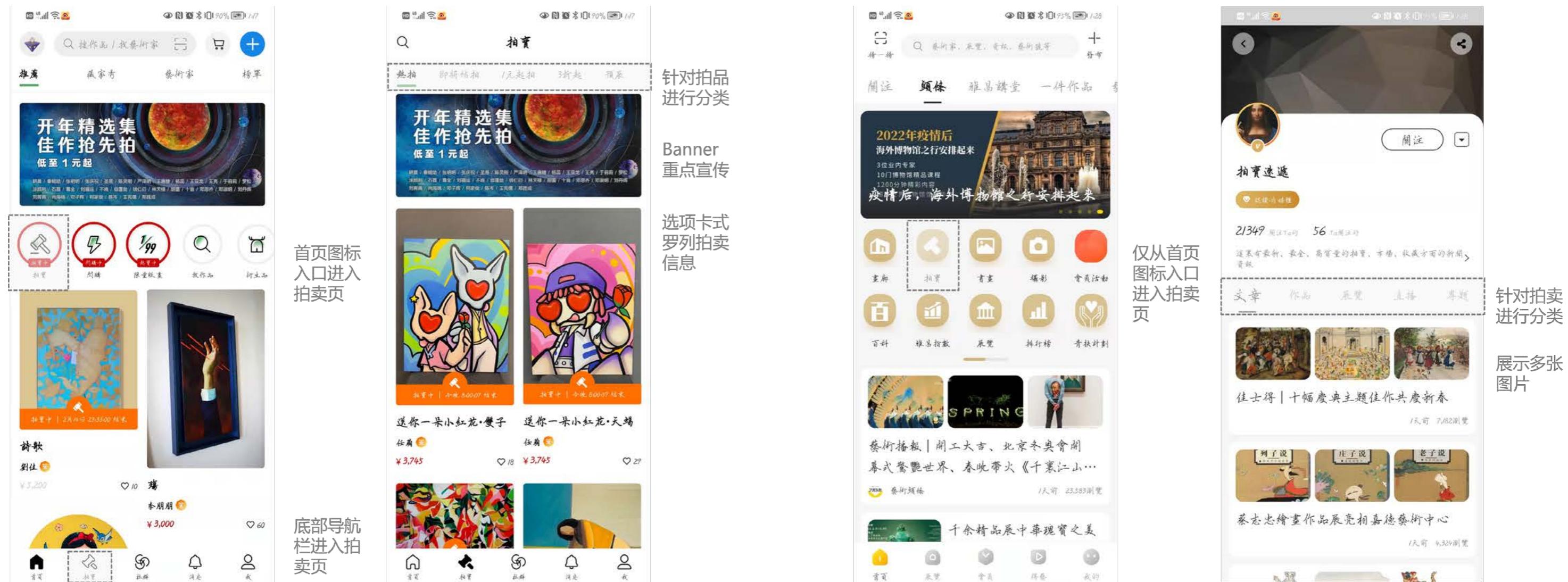
如果资讯内容进行系统的分类，能够帮助用户快速找到自己想要了解的类型内容。

底部导航栏有助于用户在一级架构中自由切换。

**Summary:** The exhibition information page should highlight the information, display hot information or promotion information through the banner, promote conversion, and improve the commercial value of the product.

# COMPETITIVE RESEARCH

## Competitive Research - Auction Process (Artand & Art Headlines)



The image displays four screenshots of mobile application interfaces for Artand and Art Headlines, illustrating different approaches to auction processes and homepage designs.

- Artand Auction Page (Left):** Shows a banner for "开年精选集 佳作抢先拍" (New Year Special Selections, Premium Works Preview Auction) with a low starting bid of 1 yuan. The page includes a search bar, a navigation bar with "首页", "拍卖", "藏家", and "榜单", and a bottom navigation bar with "首页", "拍卖", "藏家", "榜单", and "我的".
- Artand Auction Page (Middle):** Shows a banner for "开年精选集 佳作抢先拍" (New Year Special Selections, Premium Works Preview Auction) with a low starting bid of 1 yuan. The page includes a search bar, a navigation bar with "首页", "拍卖", and a bottom navigation bar with "首页", "拍卖", "藏家", "榜单", and "我的".
- Art Headlines Auction Page (Right):** Shows a banner for "2022年疫情后 海外博物馆之行安排起来" (After the epidemic, arrange overseas museum trips). The page includes a search bar, a navigation bar with "首页", "拍卖", "藏家", and a bottom navigation bar with "首页", "拍卖", "藏家", "榜单", and "我的".
- Art Headlines Home Page (Far Right):** Shows a banner for "拍賣速遞" (Auction Express) with a count of 21349. The page includes a search bar, a navigation bar with "首页", "拍卖", "藏家", and a bottom navigation bar with "首页", "拍卖", "藏家", "榜单", and "我的".

Annotations on the screenshots describe various design elements:

- 针对拍品进行分类 (Classify auction items):** Refers to the classification of auction items on the Art Headlines auction page.
- Banner 重点宣传 (Banner highlights):** Refers to the prominent display of auction banners on the Artand auction pages.
- 选项卡式罗列拍卖信息 (Card-style listing of auction information):** Refers to the card-style listing of auction items on the Artand auction pages.
- 仅从首页图标入口进入拍卖页 (Enter auction page from homepage icon):** Refers to the direct entry into the auction page from the homepage icon on the Art Headlines home page.
- 针对拍卖进行分类 (Classify auction):** Refers to the classification of auctions on the Art Headlines auction page.
- 展示多张图片 (Show multiple images):** Refers to the display of multiple images of auction items on the Art Headlines auction page.

**Summary:** The auction process has different proportions in the APP according to product positioning and function focus. The auction page should be classified according to the situation to facilitate the user to select the lot.

# COMPETITIVE STRATEGY

## 01 Interface content

- Display the interface and paintings in an interactive and spatially rendered way, bringing users an immersive experience
- Strengthen the interface details, make the interface more tonal, so as to improve user experience and interest
- Structural clarity is an important factor affecting user experience and retention
- The simple and flat icon design not only makes the app lighter, but also makes it easier for users to focus on the painting itself and information

## 02 Function content

- Unified and standardized painting information and information information can make users understand the details more clearly
- Create an "art group" interest community that both professionals and art lovers are interested in, so that different user groups have a high degree of participation, improve user experience and increase user stickiness
- Create a "Daily Painting" column to introduce the creative background, creator and exhibition information of a famous painting every day, so that more users can understand the famous painting, increase public interest and increase user stickiness
- Establish a reliable and secure trading platform, and introduce official auctions and well-known auction houses to increase product credibility

# DESIGN GOALS



Create a tonal art center, attract young users who love art, and provide high-quality creators with a friendly environment and a platform for art exchange and learning



Provide art product trading and promotion platform, and provide professional auction platform and official auction house services, users can trade as painters and collectors



Provide an information platform focusing on art paintings

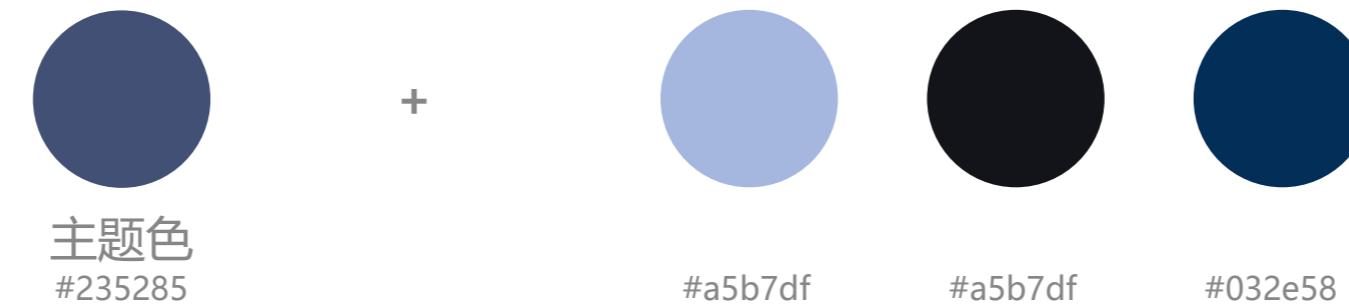
# DESIGN THINKING

## Visual style

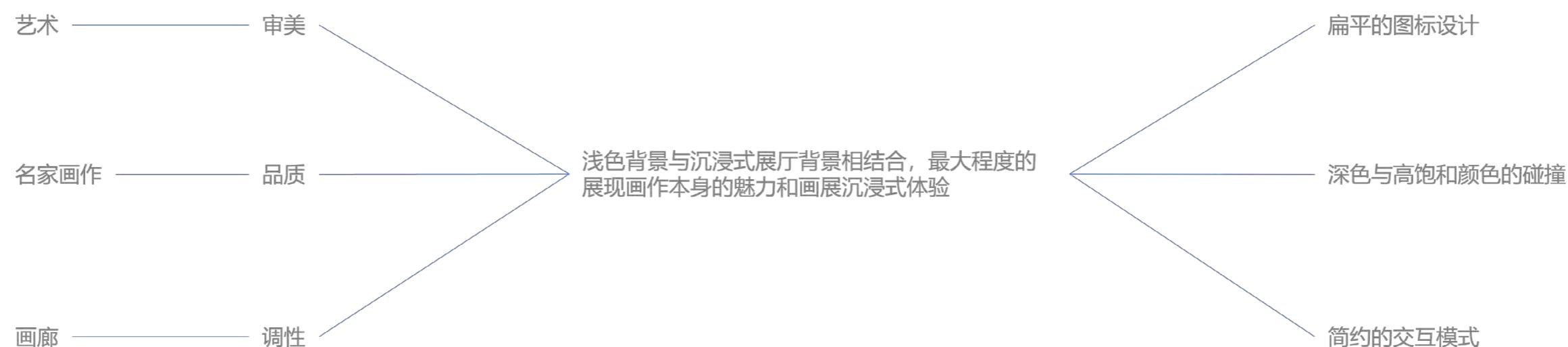
Stylized artistic exploration according to theme

Find design entry points from visual styles such as dark mode, background blur, light mode, etc., and find the "art gallery experience" we want to express

## Color selection



## Design style thinking



# LOGO DESIGN INSTRUCTIONS

## Design source

First, extract the first letter A of ART FINDING, and secondly, we think that the first sense of art discovery starts from the eyes, so as to get rid of the image of the eyes, and design the APP icon combined with the dark blue theme color



APP 图标



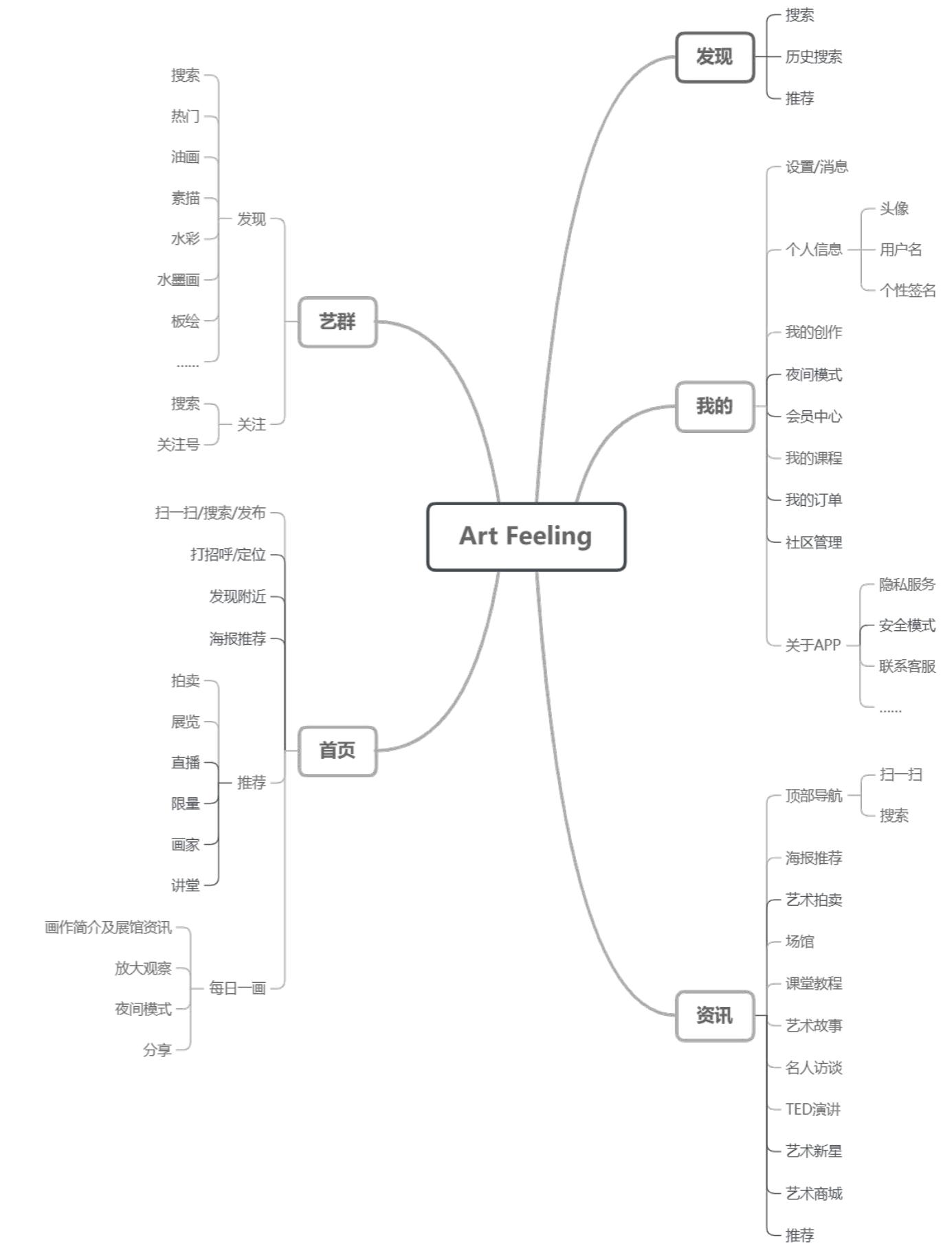
APP 图标一黑白



# PRODUCT ARCHITECTURE

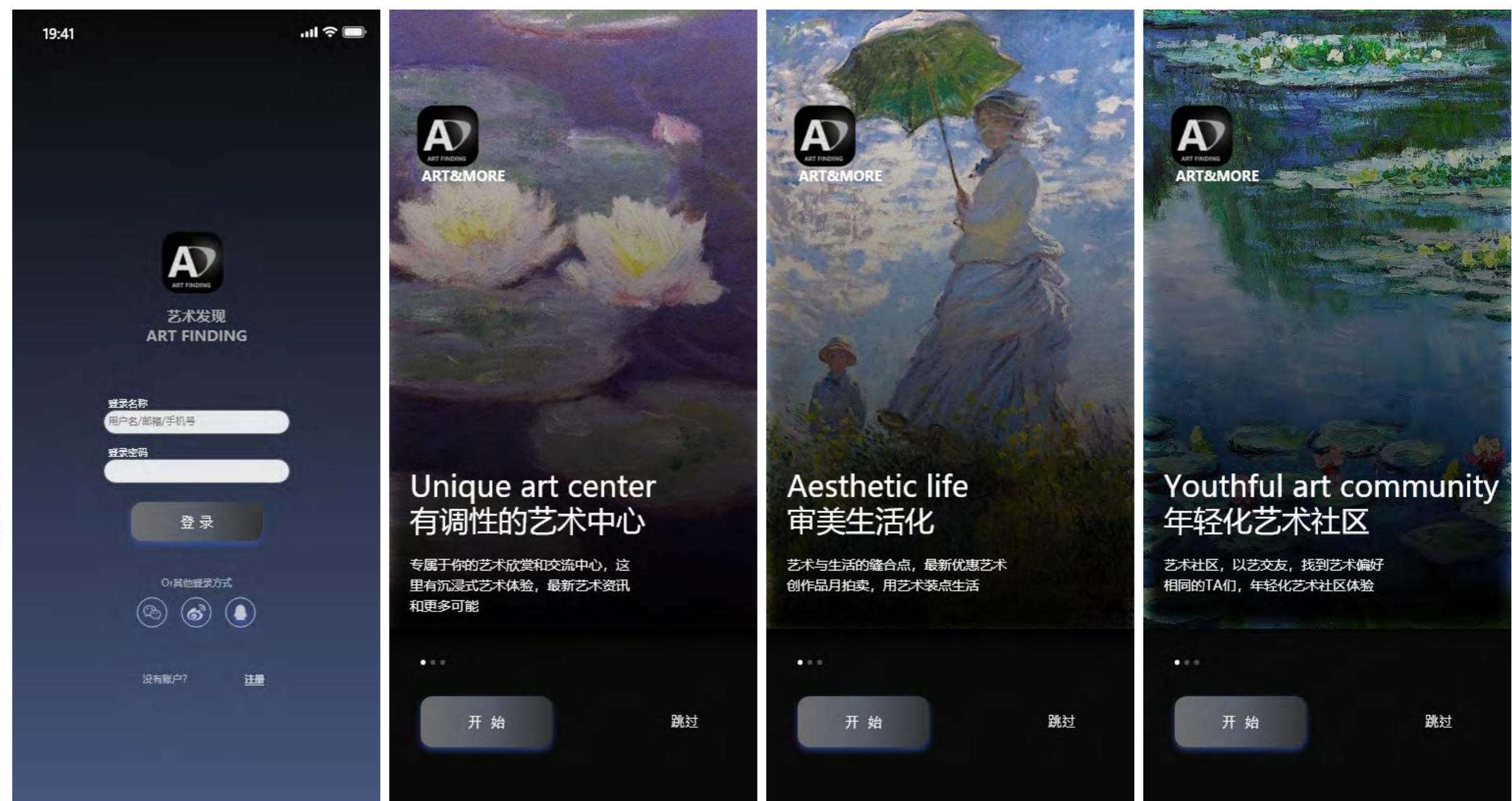
[Art Feeling] 1.0 is divided into 5 first-level menus, namely: Home, Information, Discovery, Art Group, and My.

After the user opens the APP, the preferences are opened by default after the first login, so that the system can push the content that the user is interested in. The user's daily login will open the home page of discovery by default - one painting a day, the user can experience the immersive art exhibition, the user can view the background information and exhibition information related to the artwork at will, and at the same time, the page can be shared to multiple dating platforms, which is the feature of the APP Content, the goal is to share and disseminate art knowledge to the public and increase users' interest in art.



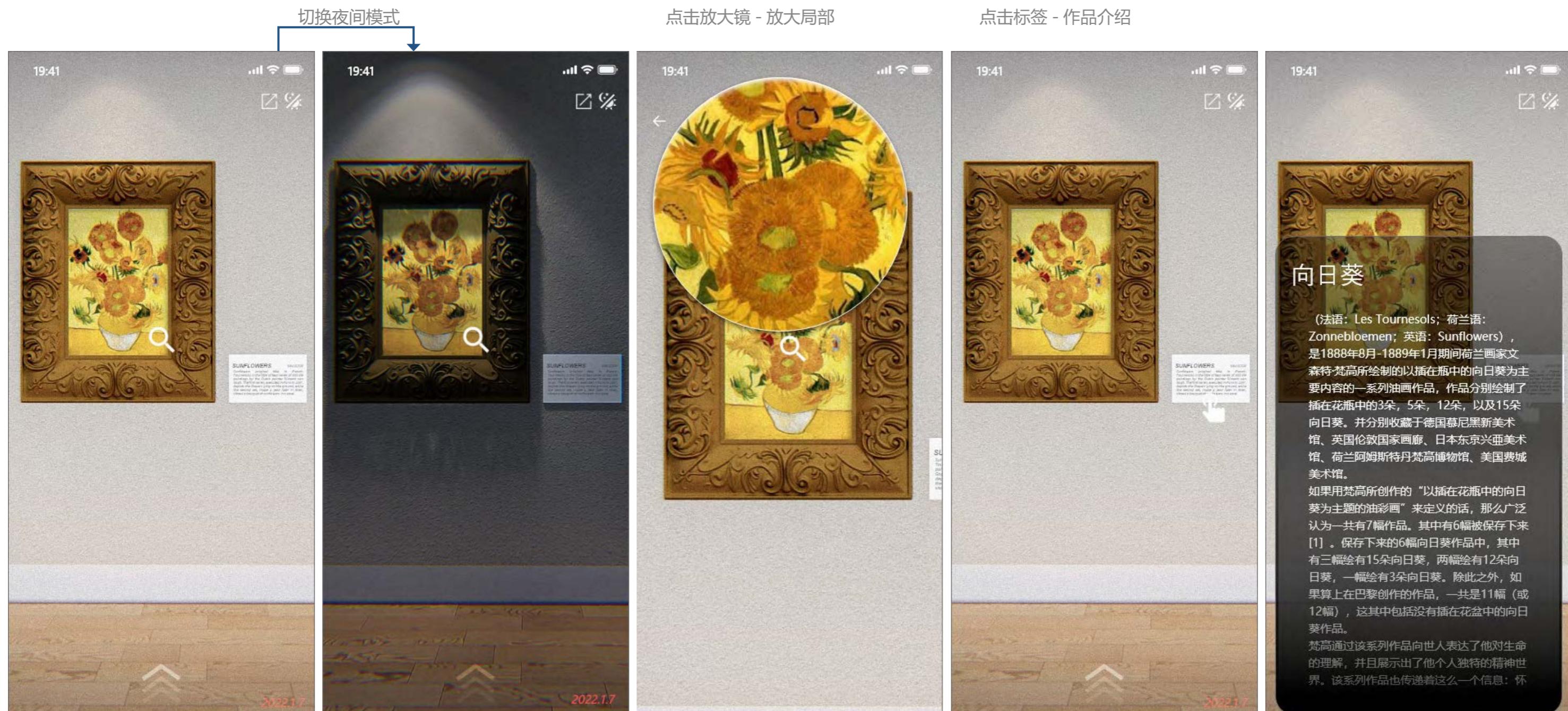
# PAGE DETAILS

## Landing Pages and Interest Pages



# PAGE DETAILS

## Home-Daily Painting



# PAGE DETAILS

New User - Preferences Front page



Home—Tickets



Information



Information - Art Auction



# PAGE DETAILS

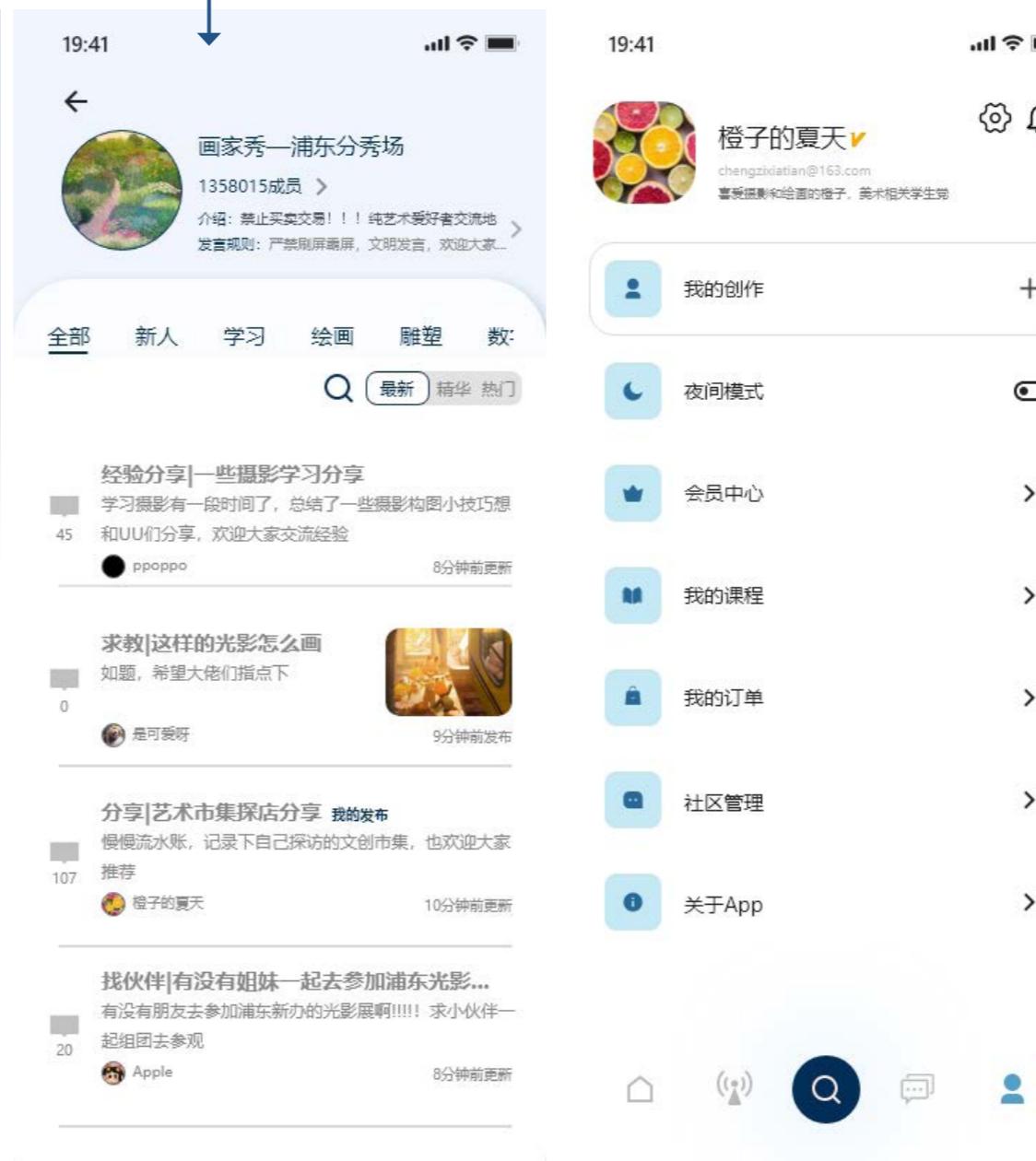
## Search

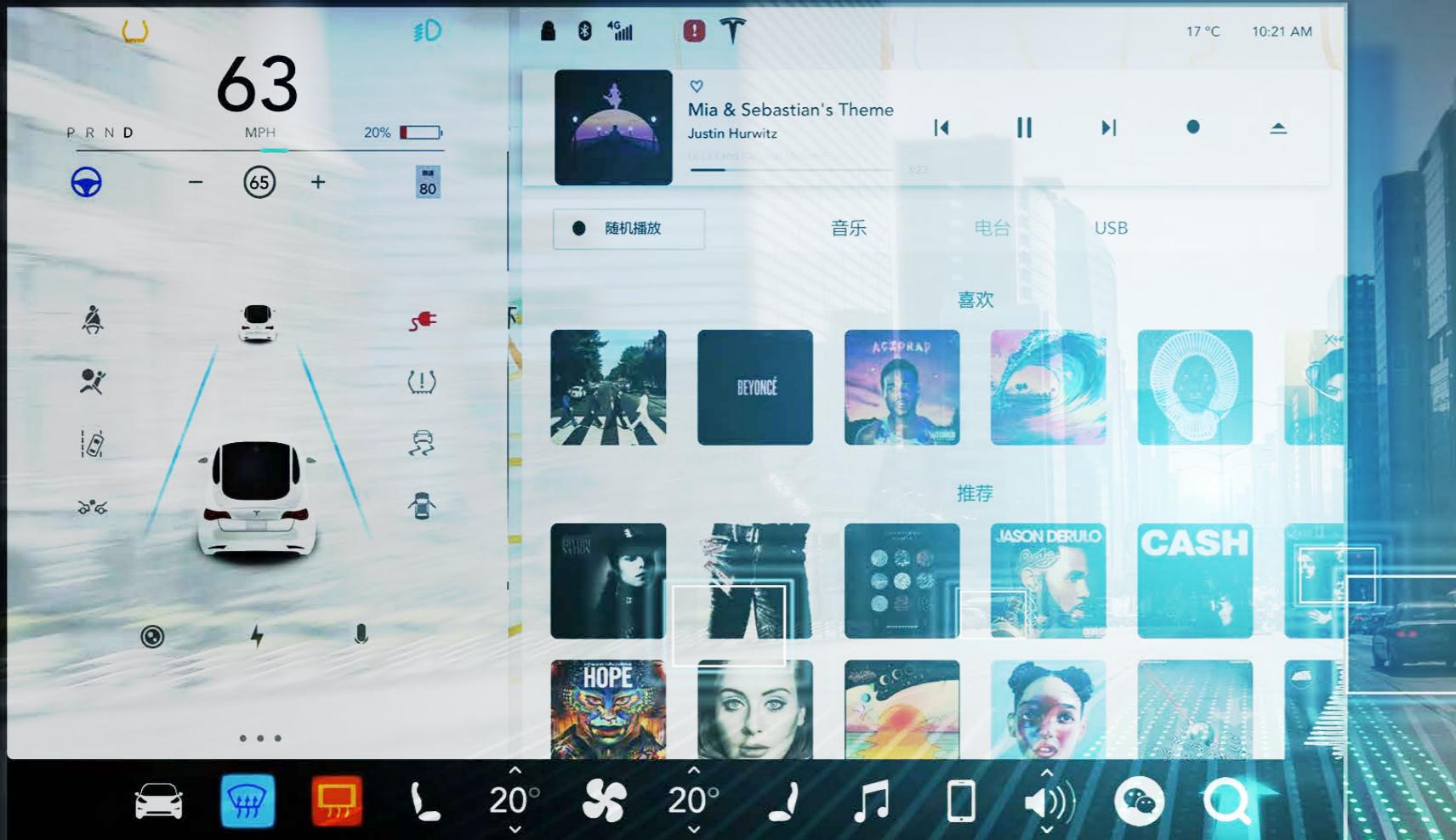


## Art group



## Art Group - Community Mine





# INTERACTIVE EXPLORATION OF CAR SCREENS

—Tesla Human-Computer Interaction Redesign

INTERACTIVE EXPLORATION OF INTERFACE



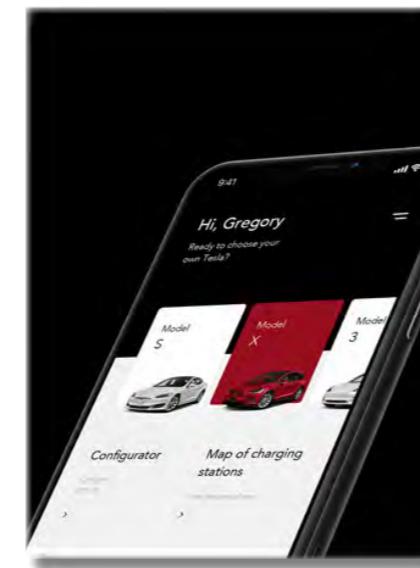
## DESIGN CONCEPT

With the development of the new energy vehicle industry, the vehicle interaction system has been gradually upgraded from physical buttons to human-computer touch interaction. The interface interaction design of Internet mobile devices has developed to a very systematic stage, but the automobile industry is still in the stage of enlightenment. Major automobile manufacturers have gradually increased the emphasis on the vehicle-machine system, and the way of human-computer interaction is also in the stage of exploration and optimization.

A car is a means of transportation that is close to the public, so I hope to have a simple, easy-to-operate, beautiful and interesting human-computer interaction system for the public as well as for my own car, not only to escort the safety of driving , you can enjoy the convenience and fun of driving.



Central control screen



Mobile APP



Smart windshield



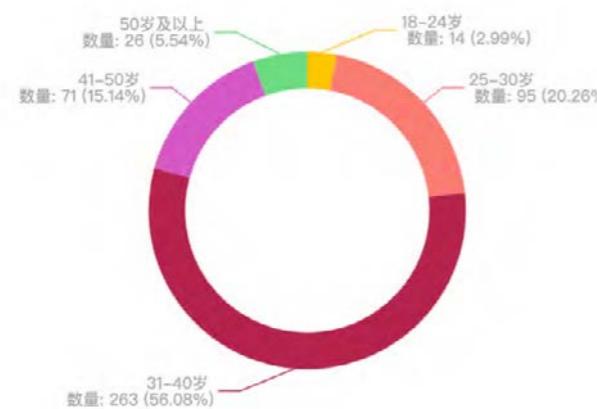
Screen interaction in the rear seats



## DESK RESEARCH

With the development of the new energy vehicle industry, the vehicle interaction system has been gradually upgraded from physical buttons to human-computer touch interaction. The interface interaction design of Internet mobile devices has developed to a very systematic stage, but the automobile industry is still in the stage of enlightenment. Major automobile manufacturers have gradually increased the emphasis on the vehicle-machine system, and the way of human-computer interaction is also in the stage of exploration and optimization. A car is a means of transportation that is close to the public, so I hope to have a simple, easy-to-operate, beautiful and interesting human-computer interaction system for the public as well as for my own car, not only to escort the safety of driving , you can enjoy the convenience and fun of driving.

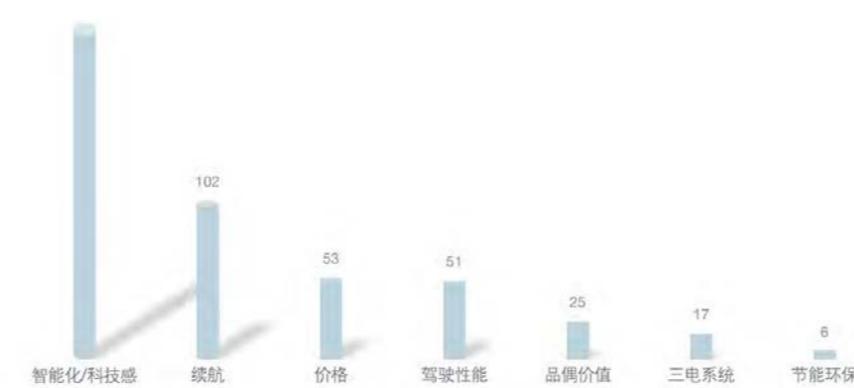
Tesla User Characteristics



According to the survey, the average age of domestic Tesla users is 30.3 years old, which is lower than the user group of many car brands. From the perspective of the main age distribution, users aged 31-40 are widely distributed, while there are fewer users in the two end groups, and the number of users in the age group of 18-24 also accounts for 3%. It can be seen that Tesla's user group is developing towards a younger trend.

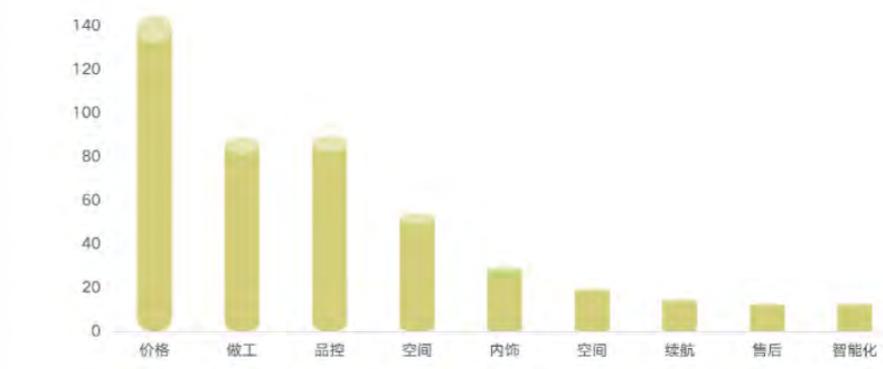
Some specific representatives are programmers, college boys, game enthusiasts, and people in the kicking industry. Therefore, most of Tesla's user occupations are engaged in digital, technology, electronics and the Internet.

What users like most about Tesla



Tesla is not only complaining about not sending charging piles. In the survey, we also found that many users have higher requirements for such a hot-selling model. They reported that Tesla needs to improve the top problems such as: Interior workmanship, space performance and quality control. It can be analyzed from the survey results that due to the higher price of Tesla, users pay more attention to the detailed design.

Aspects I hope Tesla improves



After investigation, it was found that from the products launched a few years ago to the current new products of domestic new energy vehicles, as long as users inquire about the relevant information of the models, the two most frequently asked questions are: "How much?" and "How many kilometers of battery life? " Therefore, I consider to show users Tesla's excellent battery life and available charging piles more clearly in terms of battery life, charging piles, and navigation, so that users feel more at ease and safe during driving.



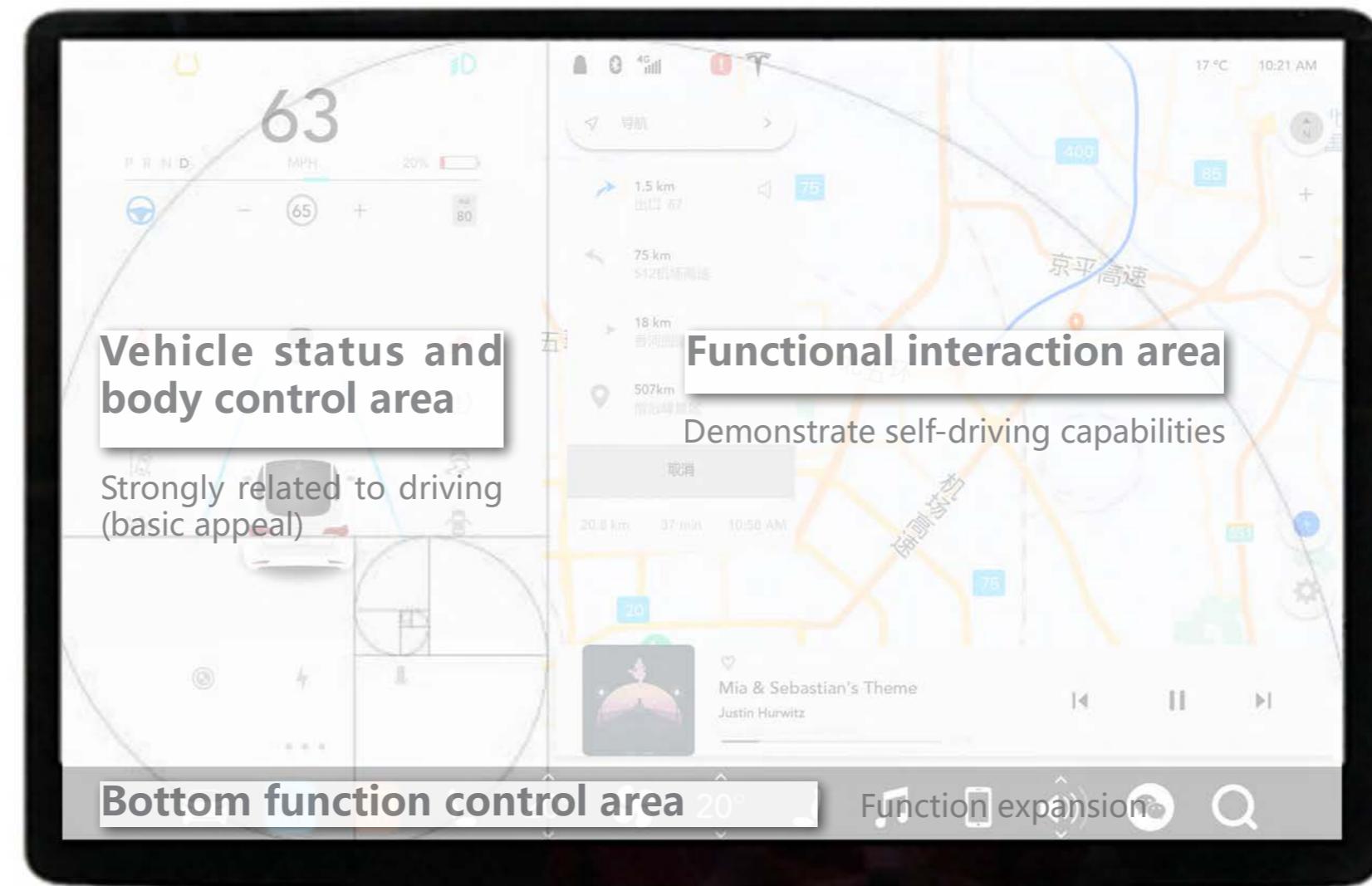
## DESIGN OBJECTIVE

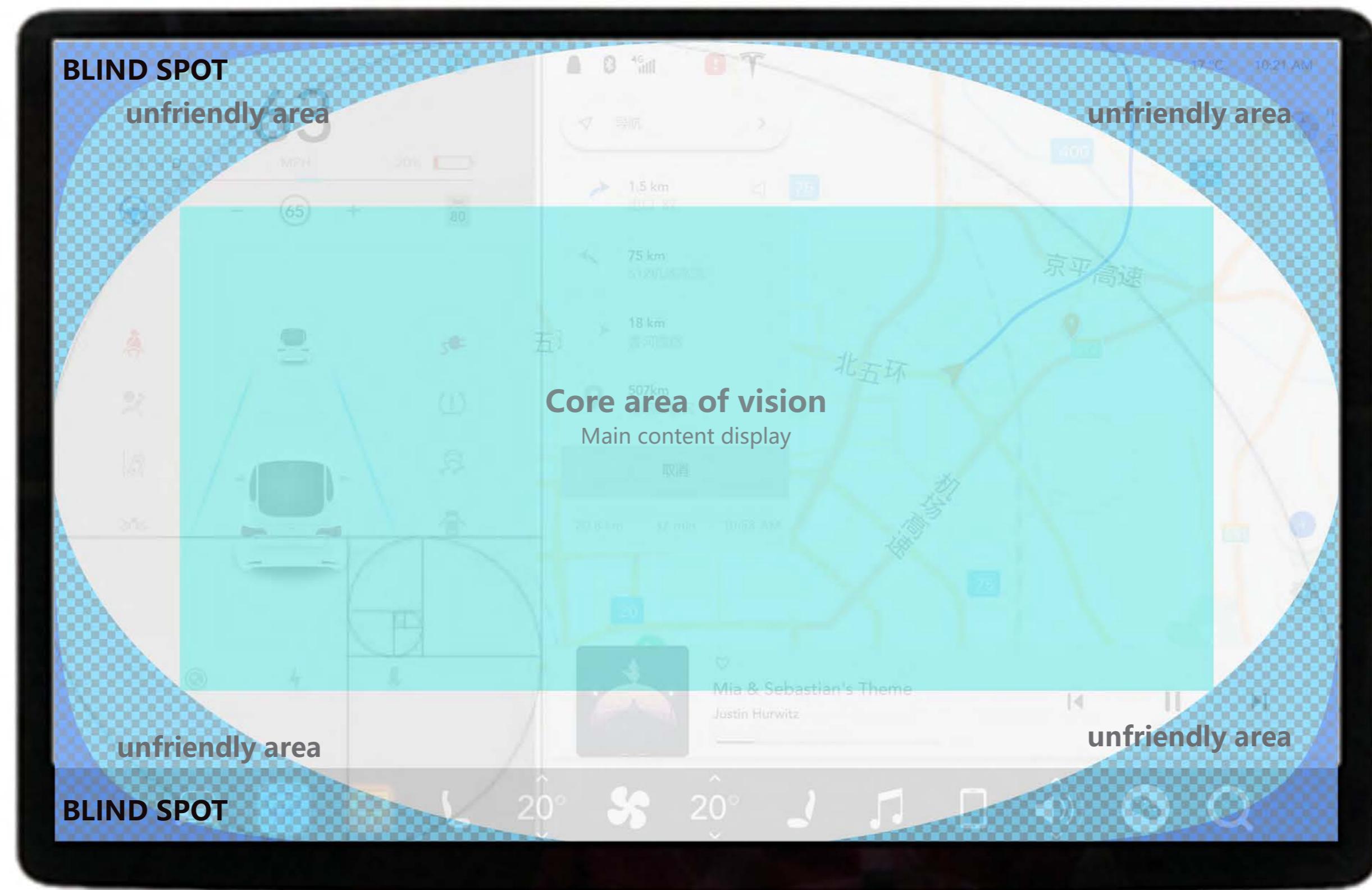
**The design of car human-computer interaction system with the premise of driving safety, beautiful and interactive fun**

For car-machine interaction, driving is always the first priority, so the design of the best car-machine interaction system should allow both drivers and passengers to "reach" the functions they want to operate, and should avoid complicated The interaction flow and icon design are designed to avoid any design details that may affect driving safety.

## FUNCTION LAYOUT

The division of the interactive area is very important for the vehicle-machine system. Finding a reasonable and scientific dividing point has a more positive significance for the function division, which is convenient for more in-depth optimization of the driver's operation, and can do more optimization and innovation for the innovative interactive experience. Efficiency improvements.





To test whether the entire interface can achieve the design purpose through the draft, the establishment of the entire line draft is a complex work that requires the cooperation of many experts. Due to limited conditions, this design is limited to building the frame structure, component distribution and user operation lines of the entire interface system on the basis of personal understanding of the entire interface system.



## DESIGN STANDARDS

The biggest service core of the vehicle-mounted machine operation should be "safety", so it is necessary to reduce the operation steps and reduce the difficulty of operation in the aspect of interaction design. The simulation is carried out according to the driving position and the position of the vehicle, and the screen operation priority is divided.

In terms of UI design, the overall design is a light-colored minimalist style to cope with different time periods (direct sunlight and night) and weather conditions. The layout is divided into 2 operation areas, and the main controls related to vehicle status and body control are placed closer to the driver.

In terms of color, the overall low-saturation background and icons can effectively relieve the user's long-term visual fatigue. With a small amount of high-saturation specific locations (partial guidance and key prompts), it can effectively guide the user interface. Visual distraction to the user.

## COLOR



#0062FF



#32C5FF



#2BDFDC

### THE BLUE TONE THAT REFLECTS THE SENSE OF TECHNOLOGY

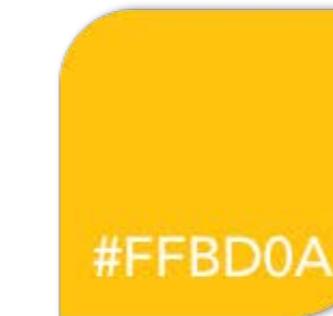
A desktop survey found that Tesla users are younger and more enthusiastic about technology



#DB3A35



#FA6400



#FFBD0A

### WARNING RED TONE

The red tones are in sharp contrast to the blue tones, and at the same time are usually warning colors



40%

60%

100%

### BLACK AND GREY TONE

The concise black, white and gray tone can clearly show the content of the trip, reflecting the tone of high-end atmosphere



## FONT

中文字体  
雅黑宋体

加速全球向可持续能源的转变  
**加速全球向可持续能源的转变**

外文字体  
Avenir

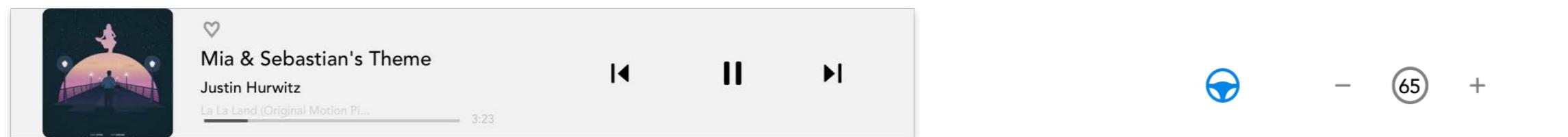
Accelerating the global shift to sustainable energy sources  
Accelerating the global shift to sustainable energy sources  
**Accelerating the global shift to sustainable energy sources**

数字  
Avenir

10 11 12 13 14 15 16 18 20 22

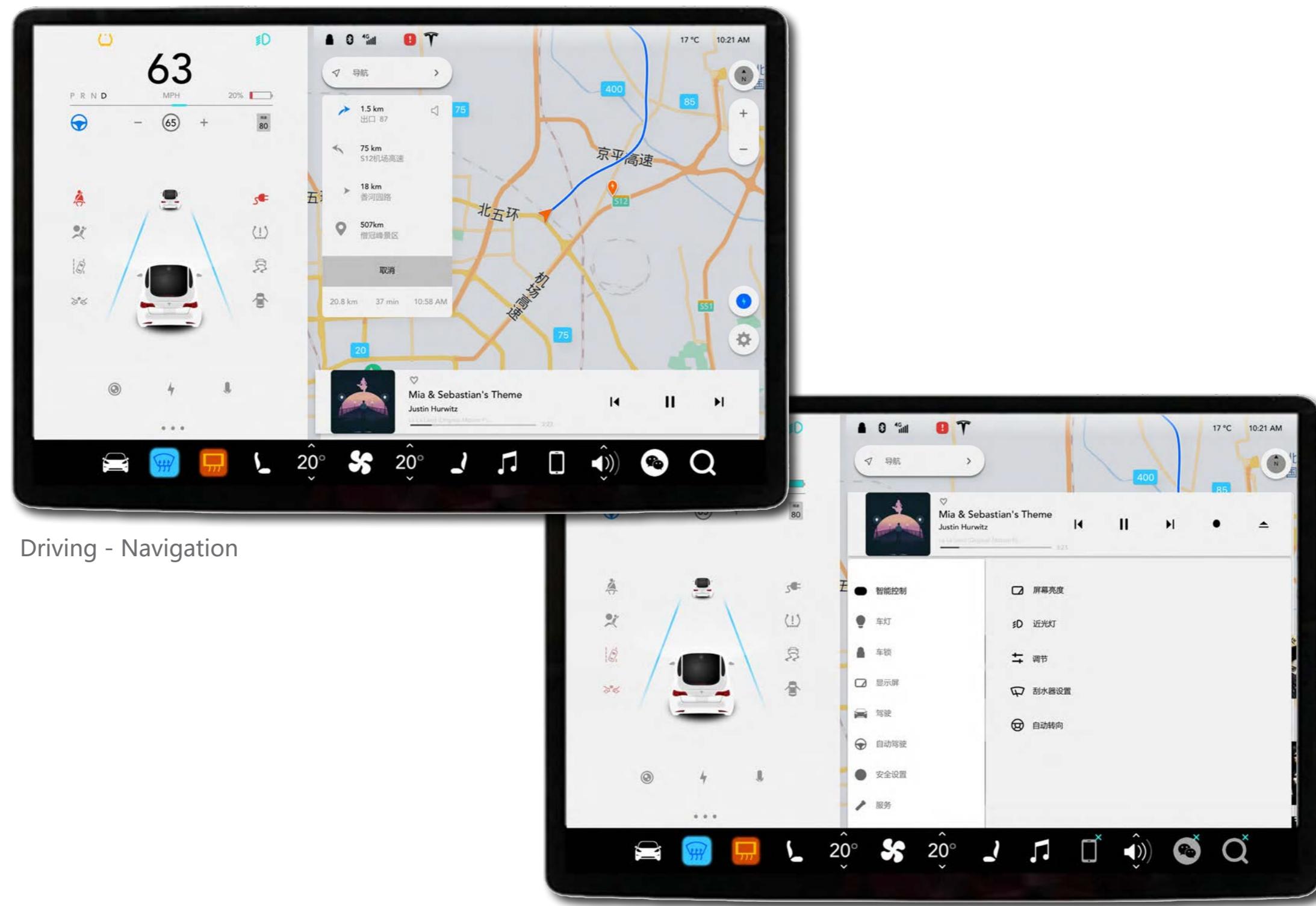
## ICON

Classification and drawing are carried out according to different functions. Since there are many car function icons, the stroke thickness and overall size of the icons of different classifications must be standardized, so as to make the icon system more harmonious and consistent, and the driver's cognition of functions is clearer and easier to identify.





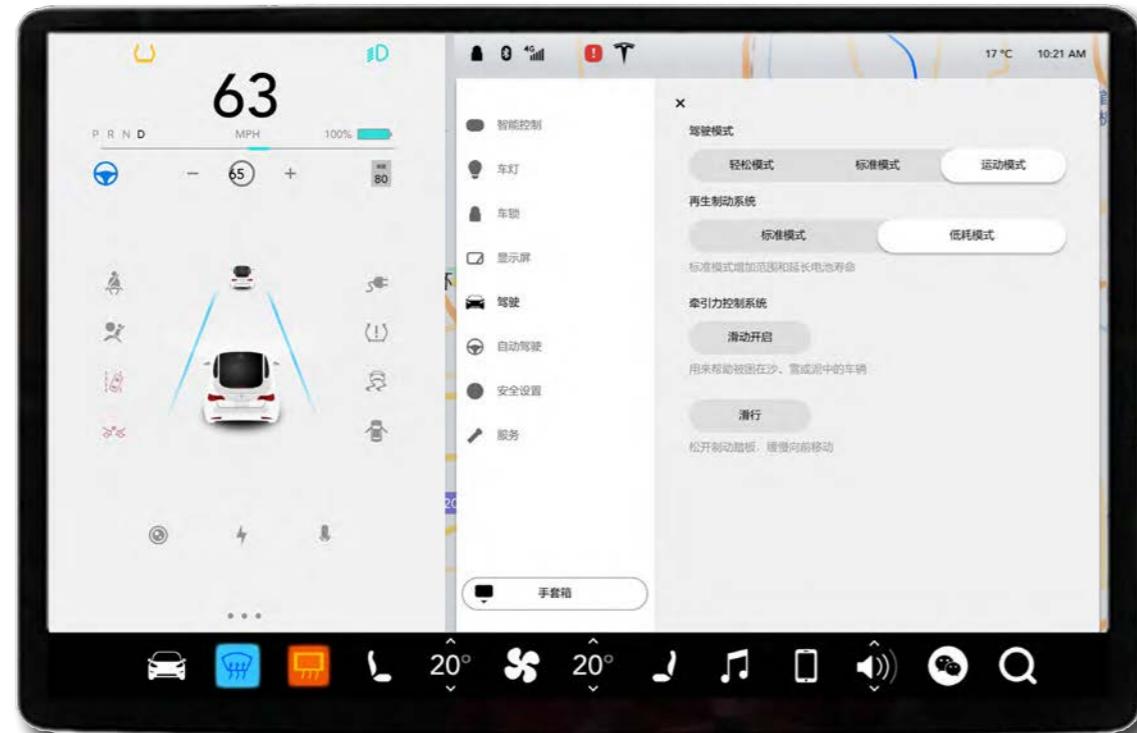
## DRIVING SYSTEM



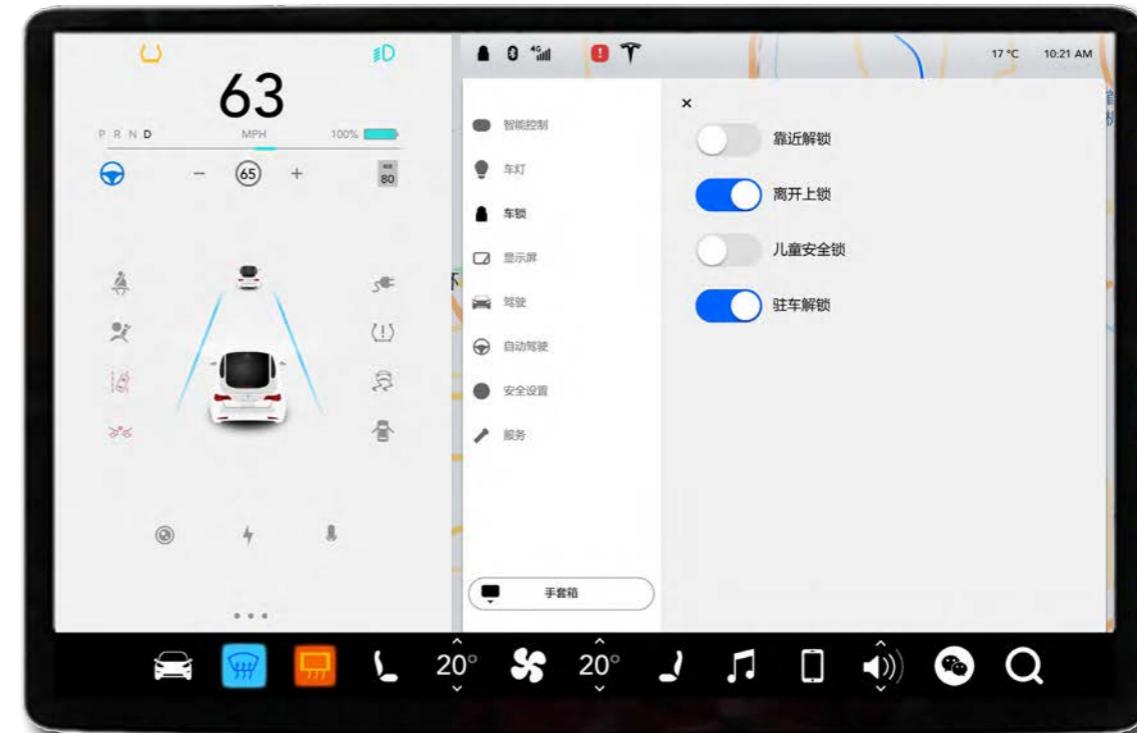
Driving - setting



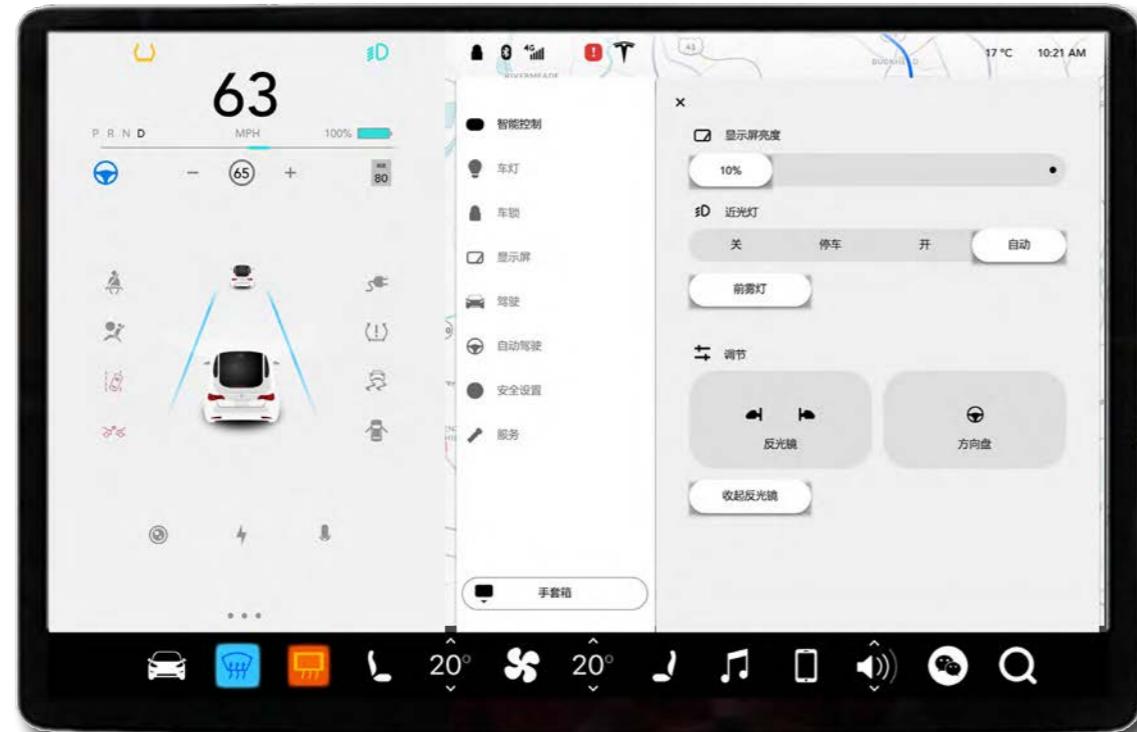
# INTELLIGENT SETTING



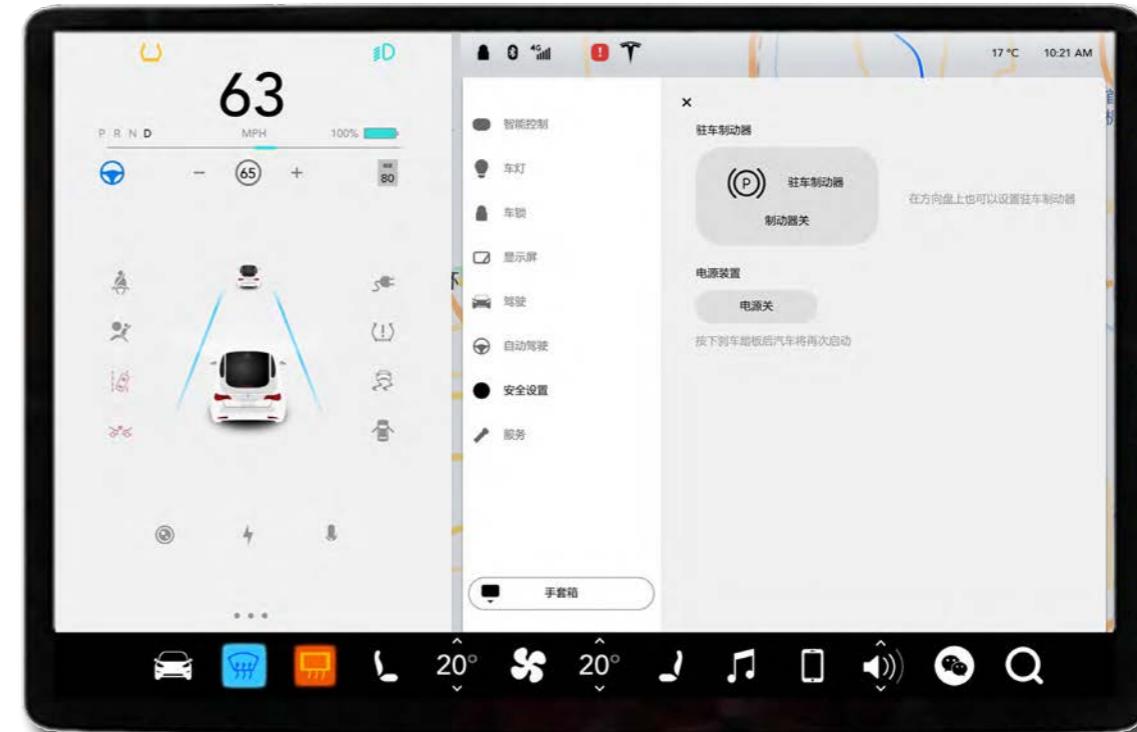
Settings - Driving



Settings - Locks



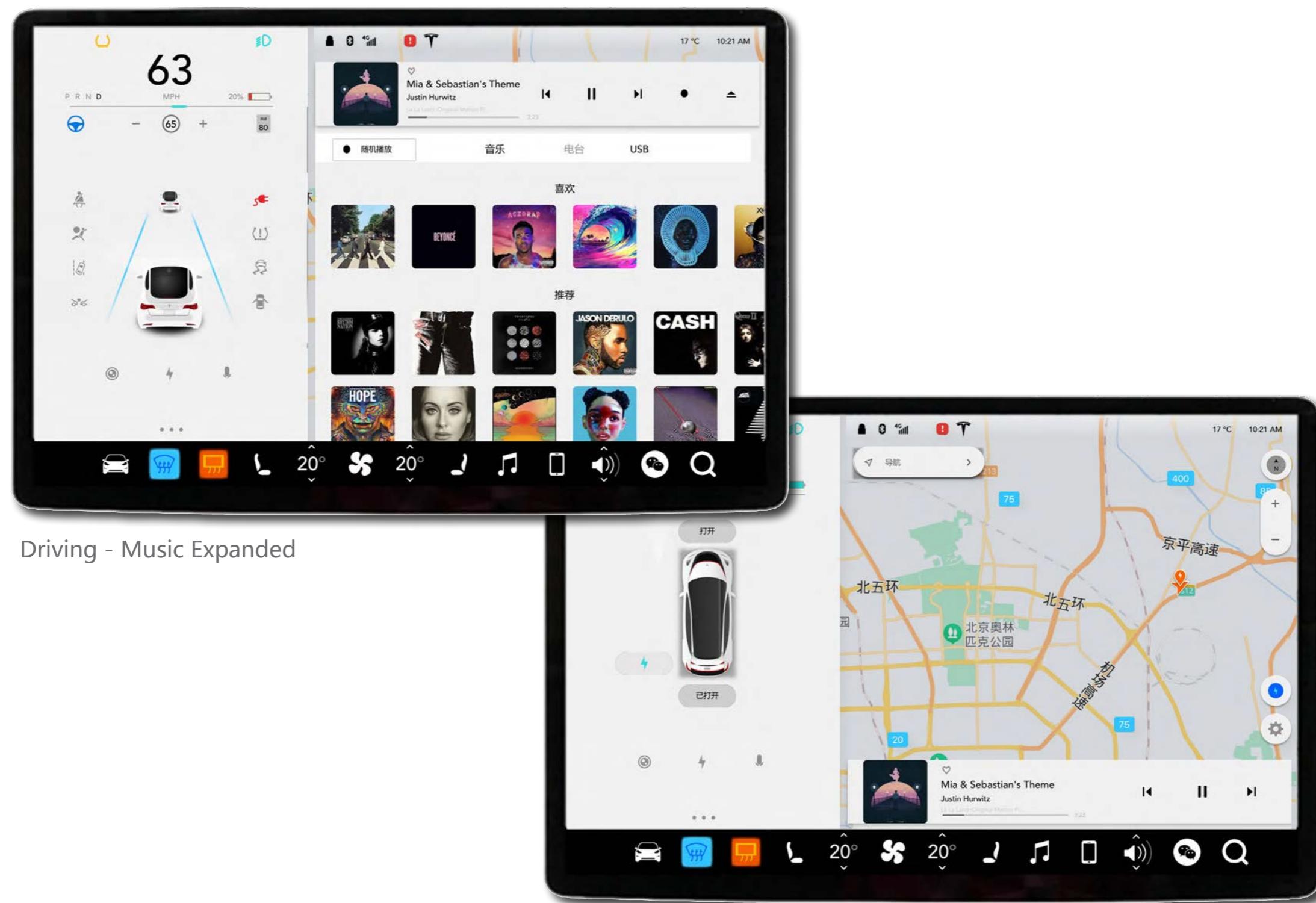
Settings - Quick Actions



Settings - Safety &amp; Security



## EXTENSIONS



Parked - At Charging Station



80  
km





*Automatic  
Driving  
System*

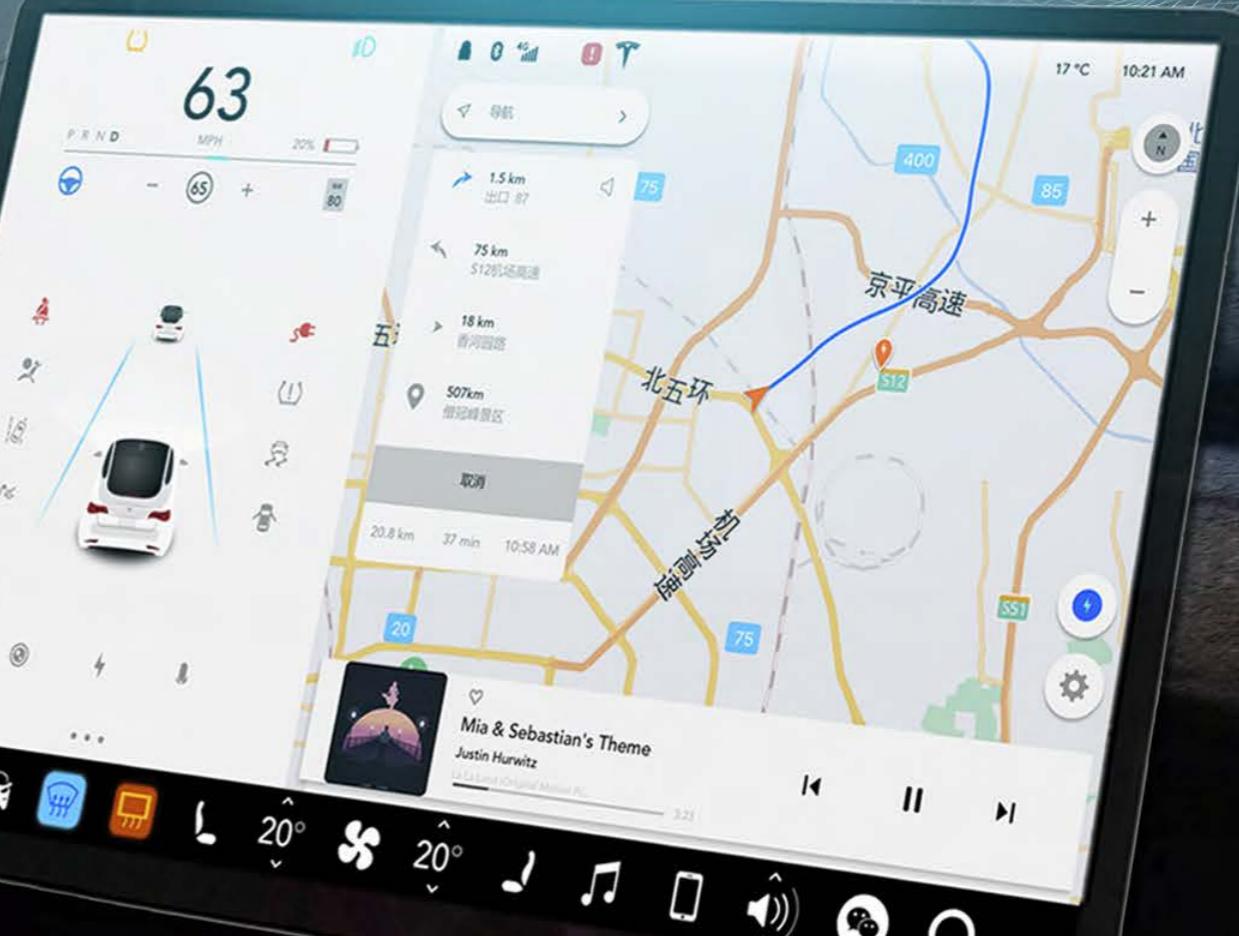
19:26

Tesla Building, Beijing, China

Tesla Building, Beijing, China

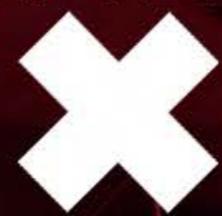
650m, Toyota

500m, Tesla Model Y



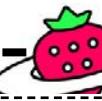
# STRAWBERRY MUSIC FESTIVAL

Create the Strawberry Music Festival Menu



WeChat applet

GOGO: 霧川JADE & C



# FOREWORD

## BACKGROUND ANALYSIS:

"Strawberry Music Festival" is another music festival brand established by the domestic music label Modern Sky in 2009 after "Modern Sky Music Festival". Compared with "Modern Sky Music Festival", "Strawberry" has a more diverse temperament.

It has the characteristics of **spring, romance and love.**

## Development history analysis:

2009 北京



2013 北京、上海、长春、西安、武汉



2017 北京、武汉、成都、长沙、太原、西安、上海、厦门、重庆、杭州



2021 北京、西安、海南、成都、南京、武汉、辽宁、上海、盐城、温州、东营、长沙、厦门、重庆、杭州

**First-tier cities, popular tourist cities, and rapidly developing cities with fashion elements.**



## Consumer group:

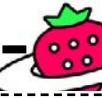
According to the survey, 50%-60% of the consumers of the Strawberry Music Festival are from local groups, and 40%-50% are from non-local groups. Among them, college students have always been the main target of brand communication of the Strawberry Music Festival.

As the Strawberry Music Festival continues to grow, the age range of its audience has also expanded to

**The main audience is 19-35 year olds**

**The mentality is also younger.**

According to the audience's preference, the participants can be divided into diehard fans, pan-musicians and leisure vacationers.



# TARGET USERS

A large number of young people who live in the city pay attention to outdoor leisure, enjoyment and good experience, love music and catch up with the trend.

Young students with spending power, urban office workers, and fashionable youth can all be such people.

At the same time, it can also summarize the characteristics of the consumer group: the occupation range is wide, but the age group is concentrated in the young people, and there are also young and middle-aged people with a young mentality. Time is relatively inflexible but longing for outdoor leisure, fresh air and social feeling, and all have a certain spending power.

**Office worker:**  
Group of office workers with spending power



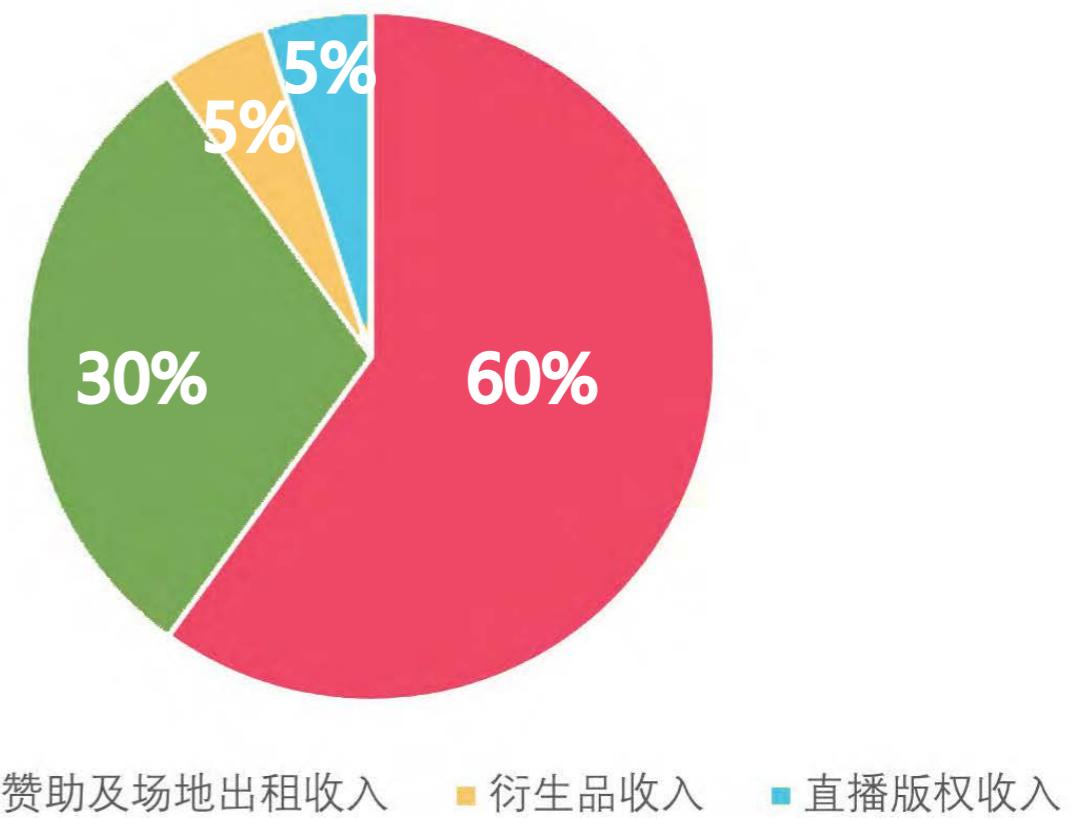
**Teenager:**  
College students - students with spending power



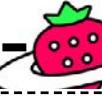
**Fashion youth:**  
Music lovers, self-media people and other freelancers



## Profit model



At present, catering as a derivative income accounts for 5% of the profit, but it has also become a part that cannot be underestimated. We hope to improve the satisfaction of the audience and create more value for derivatives through the convenience of catering and shopping.



# DEMAND ANALYSIS

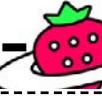
This research mainly adopts the method of qualitative research to help us discover the problems of catering at the Strawberry Music Festival

We conducted further research and interviews with people who are interested in the catering issues of the Strawberry Music Festival and have been to the Strawberry Music Festival (28 people in total)

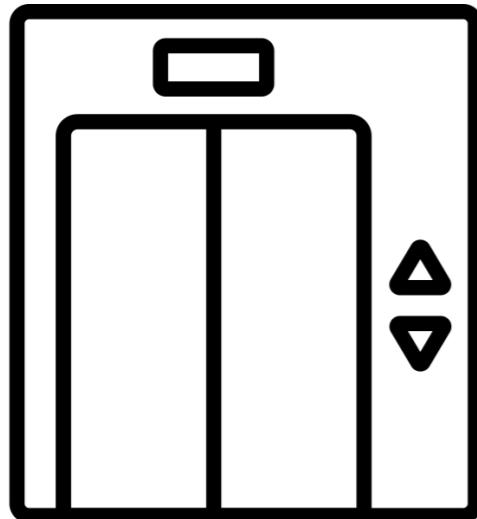
In addition, through interviews, we learned that the current Beijing Strawberry Music Festival is not of high quality and has a single format. Through in-depth interviews, the group concluded the following user needs:

- 1.** Ordering is more convenient, you can order in advance
- 2.** The ordering process can save as much time as possible
- 3.** The addition of multiple brands, especially Internet celebrity brands, increases the possibility of choice
- 4.** Hope to have enough discounts or activities

**NEED: Hassle-free /convenient /collection/ attractive**



# ELEVATOR MANIFESTO



**FOR**

【Young people who come to the Strawberry Music Festival】

**THEIR**

【Entertainment consumption needs and social needs】

**OUR**

【Strawberry Music Festival Menu】

**IS AN**

【Convenient and quick】 【Content-rich menu】

**IT CAN**

【Provide a convenient platform for ordering and picking up meals】

【Follow-up peripheral products】

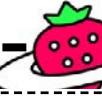
【Meet the dietary and purchasing needs of users who participate in music festivals】

**RATHER THAN**

【Medi menu of Midi Music Festival/Rebo Music Festival/Changjiang International Music Festival】

**OUR STRAWBERRY FESTIVAL MENU**

【High value】 【Convenient and fast】 【Abundant products】



# DEFINITE MENU

Summarizing the previous questionnaire data and interview results, we found that most of the young people who participated in the music festival were most concerned about the reasonable price of food and the health and safety of food. At the same time, they also considered the length of time and cost of waiting for food. Point to consider, we confirmed our menu

We selected foods with shorter time cost on the dishes; launched platform recommendation, franchised merchants and strawberry self-selection and other store options; finally, we considered to increase user stickiness, we not only provide services such as ordering and delivery, but also strawberry mall platform, Allow users to use our applet to purchase strawberry merchandise and music merchandise outside of the music festival

## Strawberry Music Festival Menu Highlights:

Different choices such as strawberry self-choice and franchise merchants are launched to provide young music lovers with a "**RICH", "CONVENIENT" AND "FAST**" dining experience to meet the preferences of different young people

# PAGE DISPLAY

首页

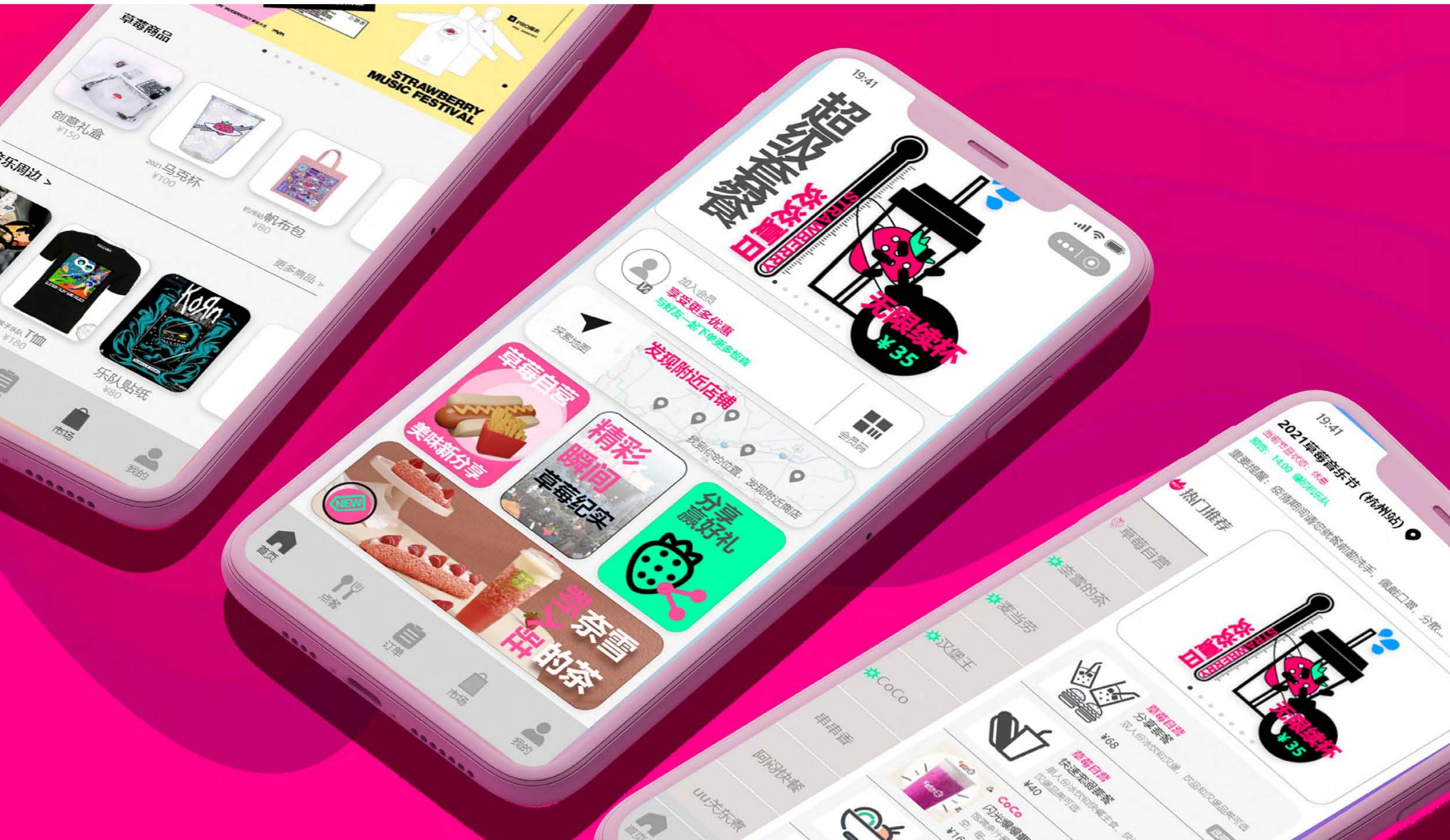
点餐

订单

市场

我的

# PAGE DISPLAY



## OTHER WORKS—IPAD PAINTING

 其他作品

