

Create Happiness

Jack Lee

I'm a product designer who codes.
I'm passionate about making useful products
which can bring value to the world.

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EXPERIENCE

WORK EXPERIENCE



UI/UX DESIGN

DAIMLER LAB1886 China

2017 - Present



UI/UX DESIGN

DAIMLER Greater China

2016 - 2017



FRONT-END DEVELOPMENT & PRODUCT-DESIGN

最美应用

2014 - 2016



UX Research & Frontend Development

Bri UX

2012 - 2014

WORKS

PROJECTS

Mercedes-Benz

SUPERHERO

Mercedes-Benz Luxury Car Rental Platform

01

Mercedes-Benz

POPEYE

Next Generation Of Truck Connectivity System

03

Mercedes-Benz

AWAKE WEBSITE

The Official Online Platform For AWAKE

02

Other Projects

MORE

Snippets Of The Other Projects



Mercedes-Benz

SUPERHERO

Mercedes-Benz Luxury Car Rental Platform

Role

Lead Designer



Mercedes-Benz
**Luxury Car
Rental Platform**

WHAT IS IT?

ABOUT SUPERHERO

SuperHero is the first mobility project incubated from 0 to 1 in Lab1886 China.

Mercedes-Benz Test Drive Platform in Chengdu owns a large fleet, which costs a lot of money every year.

In order to reduce the cost and make additional revenue, we incubated Superhero, a luxury car rental platform which shares the same fleet with Mercedes-Benz Test Drive Platform.

1

2

3

4

Define Problem

Research

Design & Develop

Test & Launch

WHY WE DO IT?

PROBLEM & OPPORTUNITY

- Users do not have access to exclusive or rarely available new Mercedes-Benz car models
- Increasing expectation of premium services delivered on-demand are not fulfilled by current market offerings
- Users can not have a deep test drive knowing more about the car to help make the decision



**WHAT DO THEY NEED & WHY?**

RESEARCH

Research Objectives

○ Validate and prioritize mobility concept features

- Understand the current solutions that customers use to solve for the job-to-be-done behind each proposed concept feature.
- Identify the levels of satisfaction/dissatisfaction with their current solutions that solve the job-to-be-done behind the concept features.
- Initial feature benefits prioritization.

○ Continual discovery

- Provide insight into how people feel about the proposed feature benefits in the context of mobility.
- Uncover any further pain points or unmet mobility needs which can enhance or pivot concept features.

HOW WE DID IT?

RESEARCH

Research Activities

○ Quantitative Survey

Kano Model / 15 Min Online Questionnaire

● 720 | 6 cities x 120 users per city

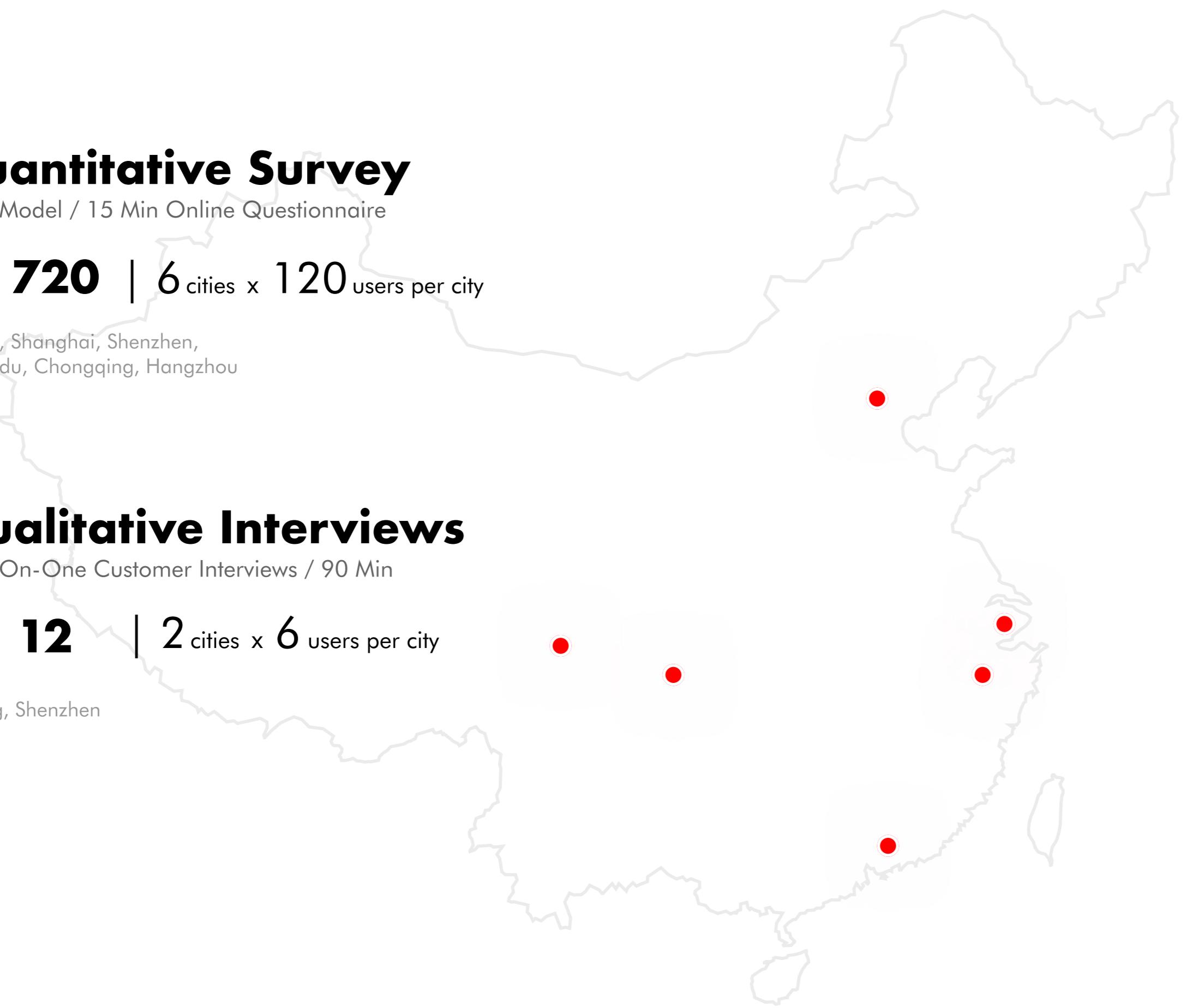
Beijing, Shanghai, Shenzhen,
Chengdu, Chongqing, Hangzhou

○ Qualitative Interviews

One-On-One Customer Interviews / 90 Min

● 12 | 2 cities x 6 users per city

Beijing, Shenzhen



WHO ARE THEY?

RESEARCH

User Segment



Car Enthusiast

Car lovers who are willing to spend time and money to go after latest models and experience rides.



Young & Free

Carefree and young drivers who are pacing towards their aspirations and are seeking individuality.



Business Promoter

Business managers who travel frequently and need to uphold an image that impresses clients.

WHAT ARE COMPETITORS DOING?

DESIGN

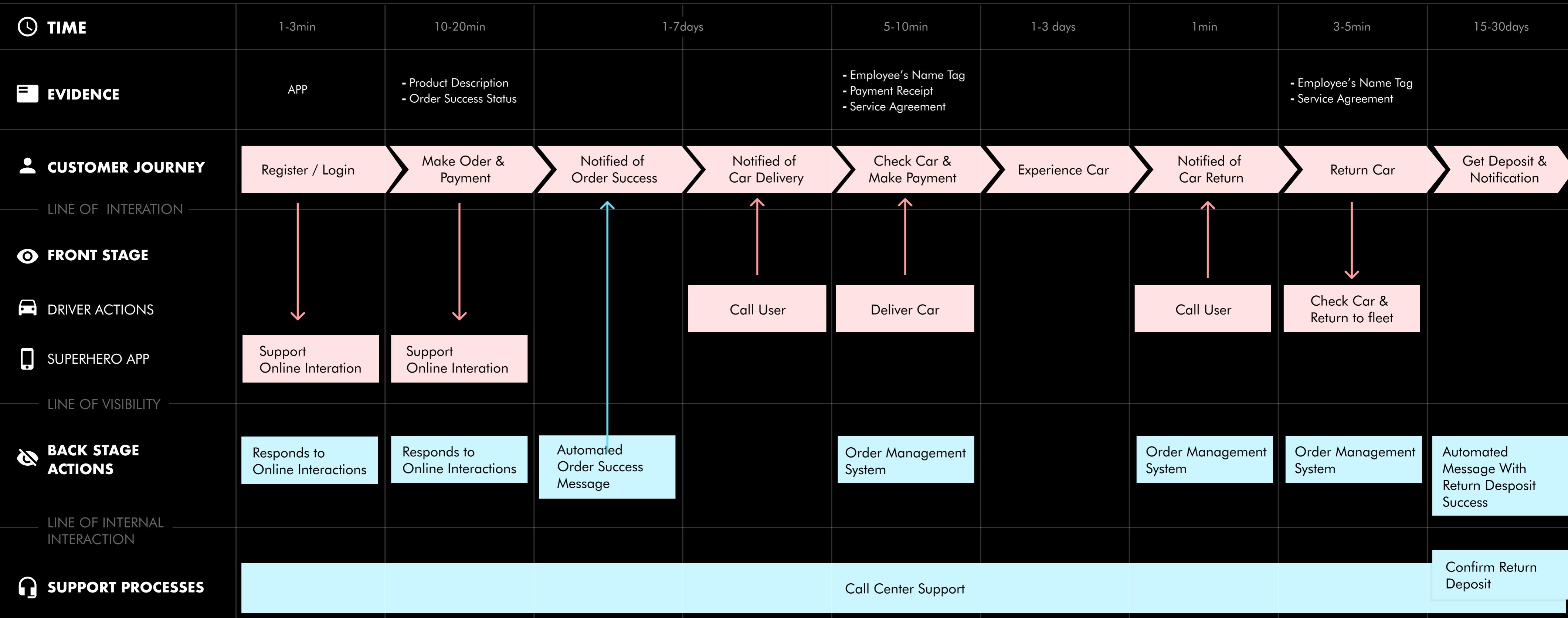
Competitor Analysis



HOW THE SERVICE IS PROVIDED?

DESIGN

Service Blueprint



ONLINE EXPERIENCE

DESIGN

High Fidelity Mockups

Modules

7

Screens

87

1. Welcome
2. Register
3. Make Order
4. Profile
5. Order Management
6. Coupon Management
7. Invoice Management



I WALKTHROUGH



I MAKE ORDER



PROFILE



INVOICE MANAGEMENT



ORDER MANAGEMENT

USER TEST & PRODUCT LAUNCH

HOORAY!

- We flied to Chengdu and went through all the process step by step with the users and got feedbacks from the users while they are experiencing our service.
- We also had a product launch event in Chengdu. As the spokesman, I introduced the process of our online product and service to tens of the media on that day.



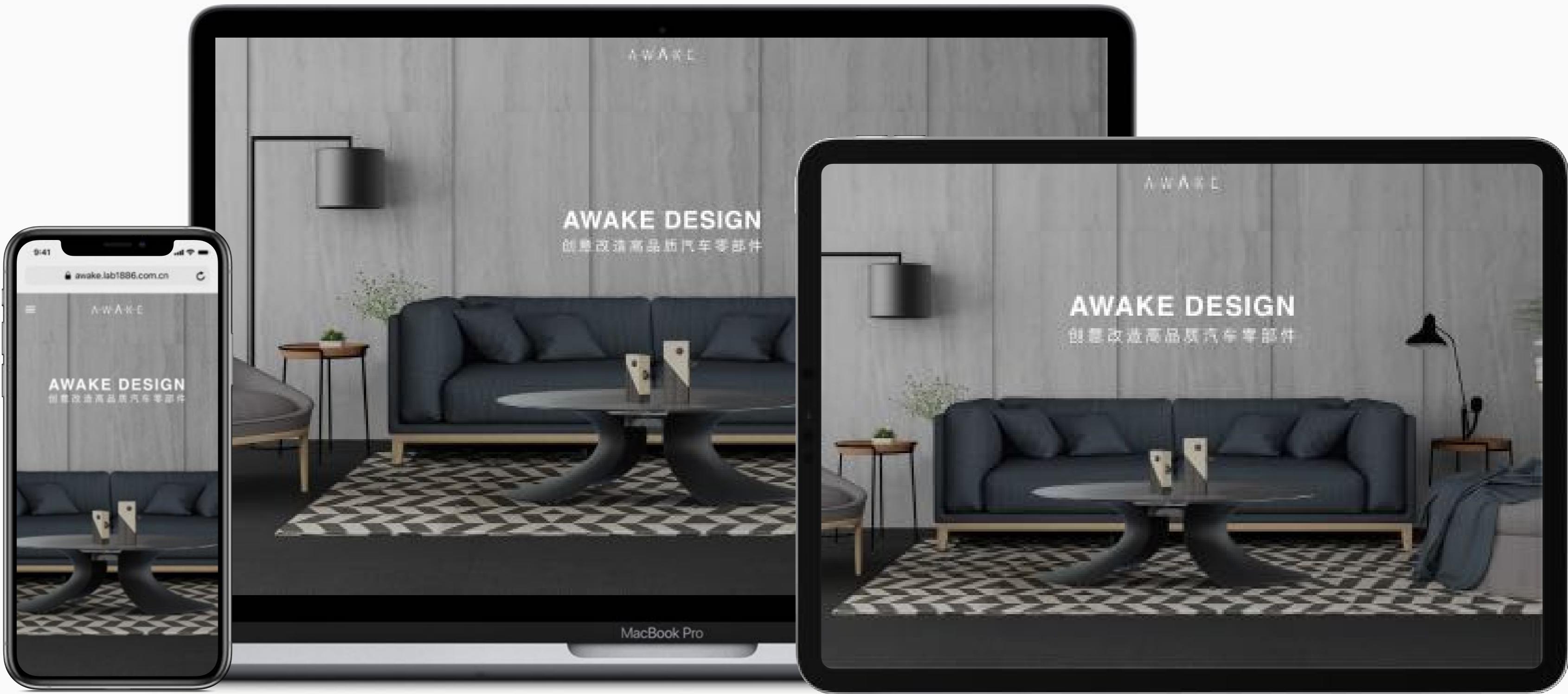
Mercedes-Benz

AWAKE

The Official Online Platform For AWAKE

Role

Lead Designer



WHAT IS IT?

ABOUT AWAKE

AWAKE is an open source design and creative platform who invites the world's top design talents and original design manufacturers to build creative solutions by upcycling scrap parts.

AWAKE aims to build a new platform for dialogue between business and environment, become a global leader of the ecological civilization.



1

Define Problem

2

Research

3

Design & Develop

4

Launch

PURPOSE

As the AWAKE project expands, there are more and more scenarios where a digital platform is needed to introduce AWAKE and show its design and product information.

AWAKE was invited to join the Frankfurt Motor Show which took place from 12 to 22 September 2019 in Frankfurt am Main.

○ 3 Objectives of AWAKE Website

- Show AWAKE's value proposition
- Show the design and detail information of AWAKE products
- Show contact information for further communication

○ 3 Platforms Need To Be Covered



Mobile



Tablet



PC



WHO ARE THEY?

TRAGET CUSTOMER



Daimler Business Units

Daimler internal business units will be the potential customer and there will be a lot of opportunities to cooperate in future.



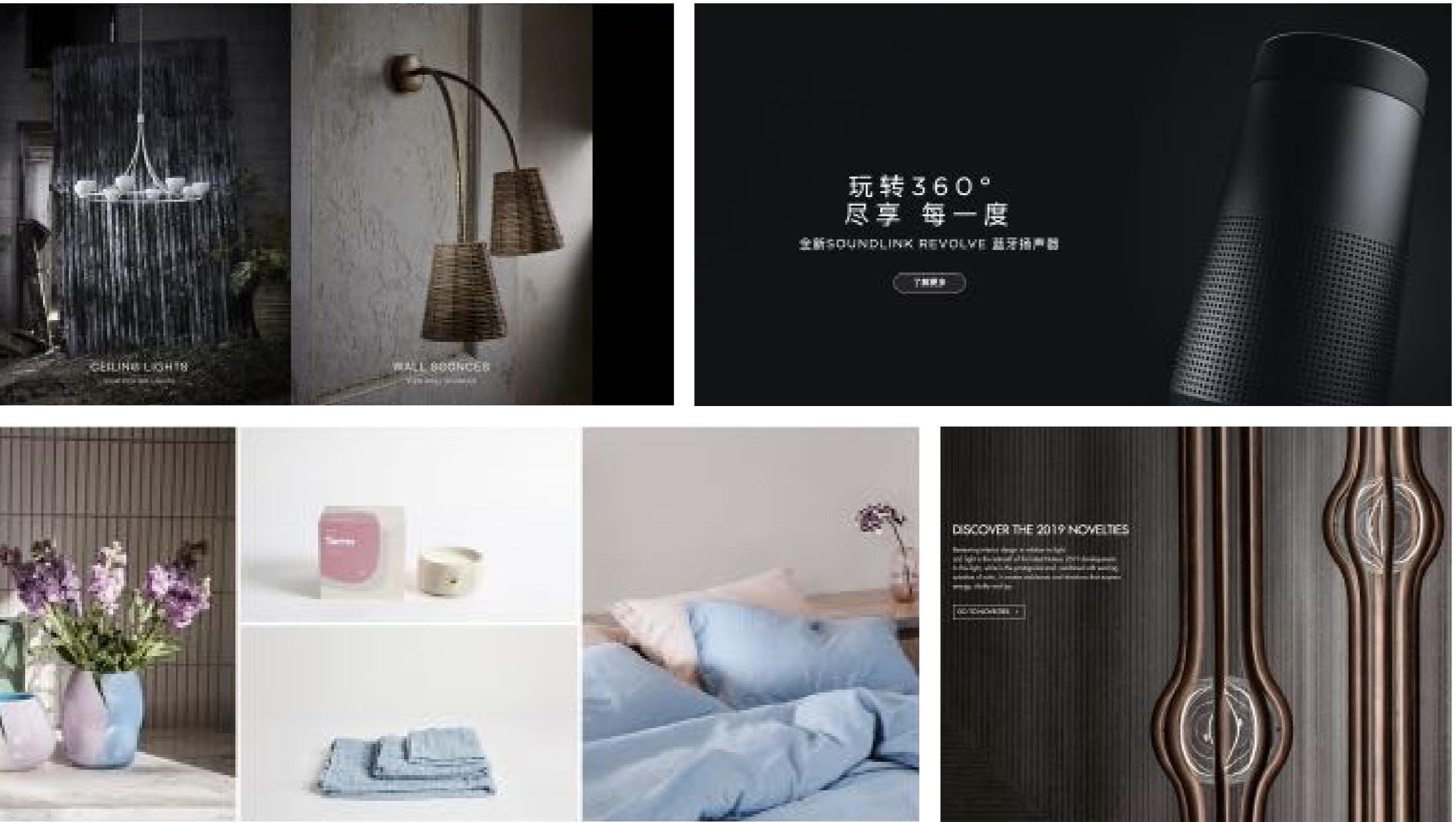
External Investors

External investors are really important for a startup especially to a platform like AWAKE who needs to expand its market and relationships with other giant partners.



Industrial Designers

Industrial designers will be the essential part of AWAKE platform who will create infinite design solutions for the scrapping parts.



WHAT ARE COMPETITORS DOING?

DESIGN

Market Analysis

After comparing tens of websites of industrial product design and furniture manufactures like Kartell, Bose, Natevo, Jardan, PORTA ROMANA, Apple... we decided to follow the rule of "LESS IS MORE".

Since in the first version, the main goal of the website is to show the product information, which means all the design should target for making the product more vivid, at the same time produce less interfere for users and create a more immersive experience for the users.

Kartell

NATEVO

**PORTA
ROMANA**

JARDAN

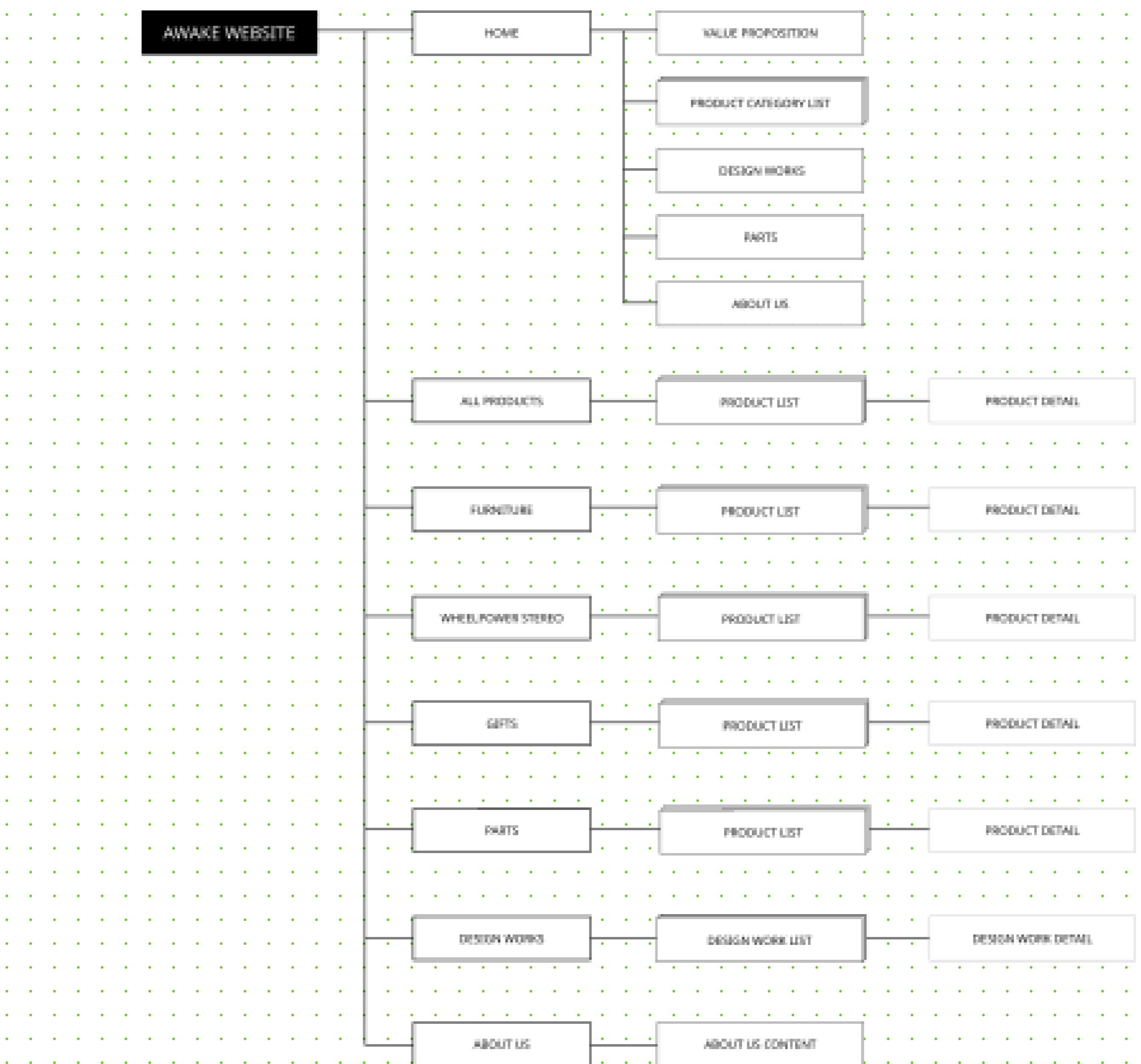
BOSE



WHAT IS THE SKELETON?

DESIGN

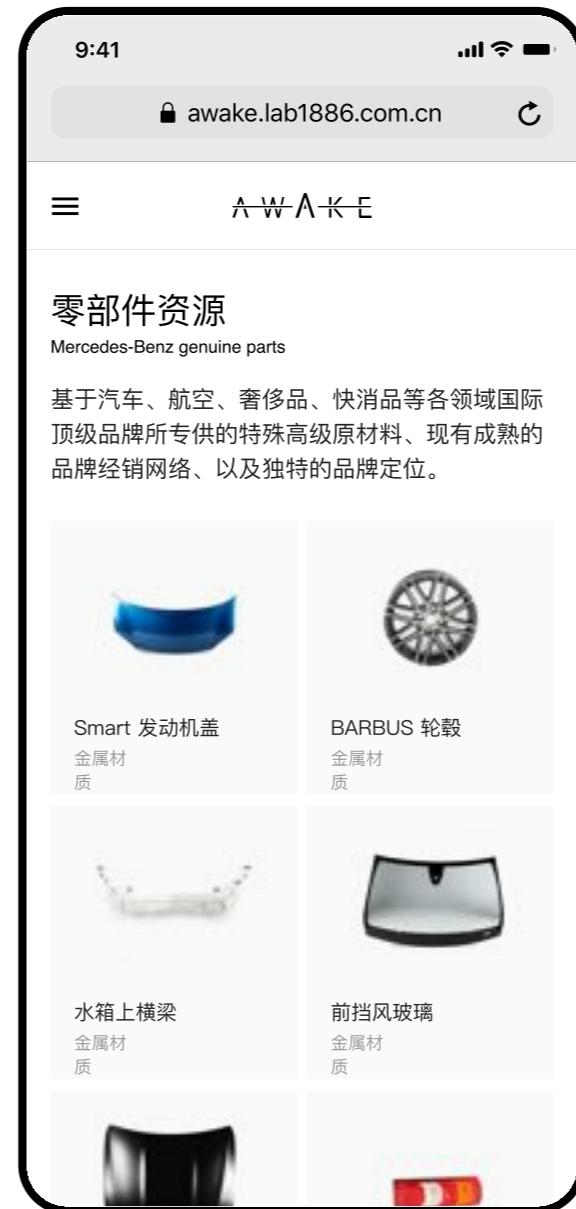
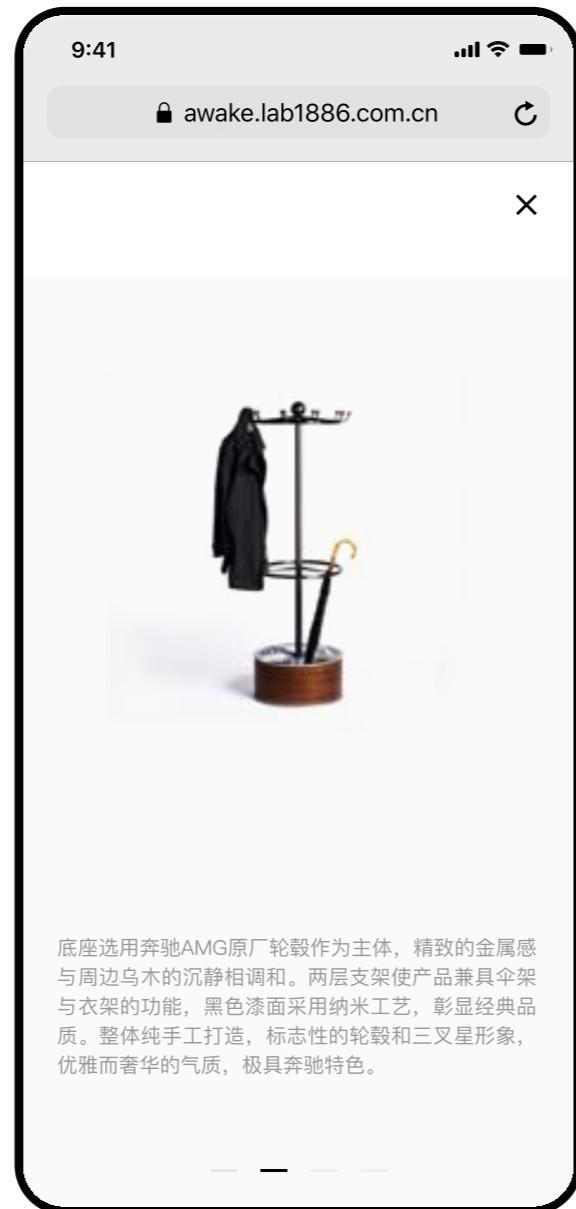
Information Architecture



UI & UX

DESIGN

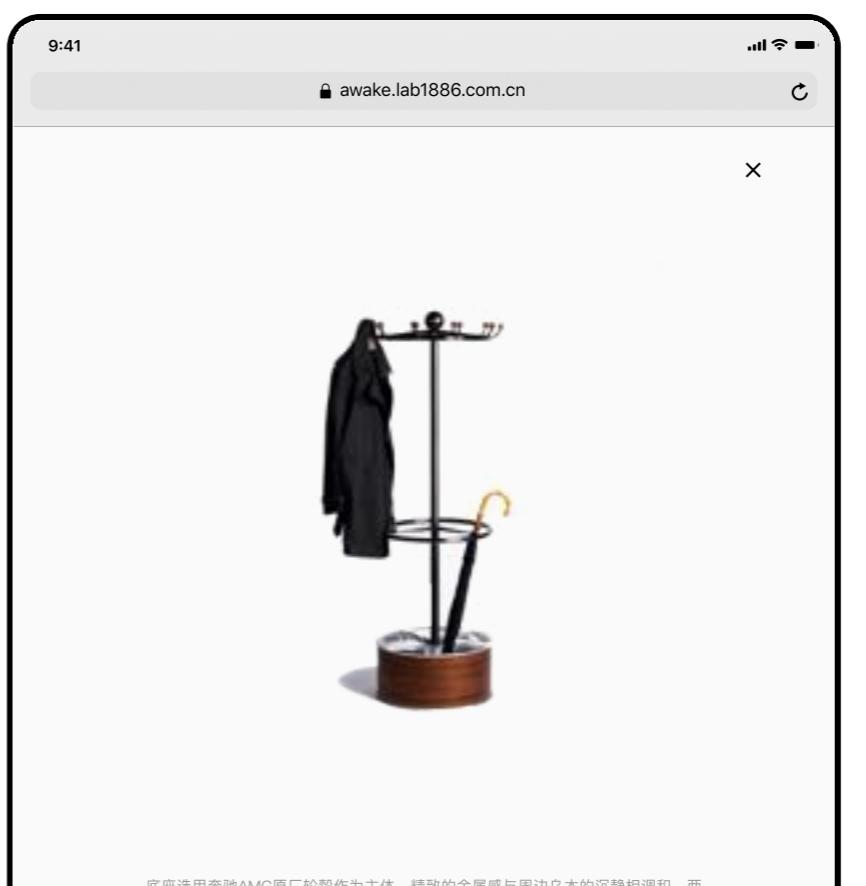
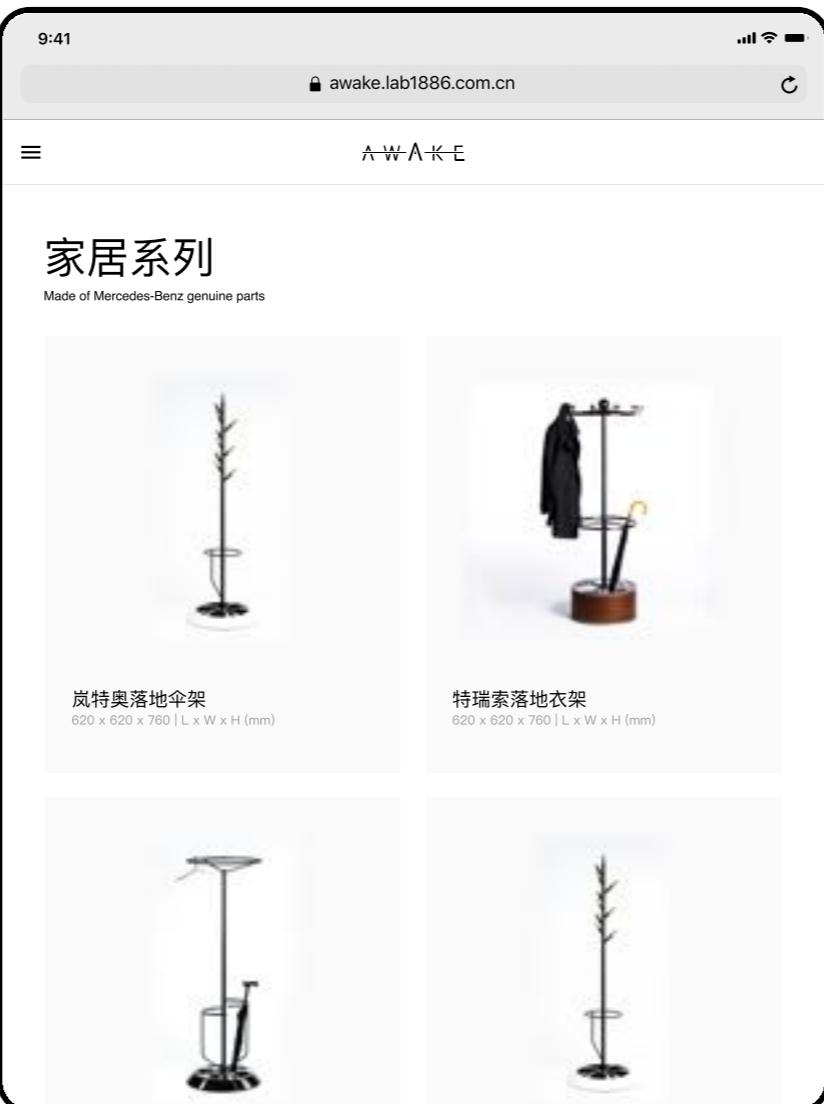
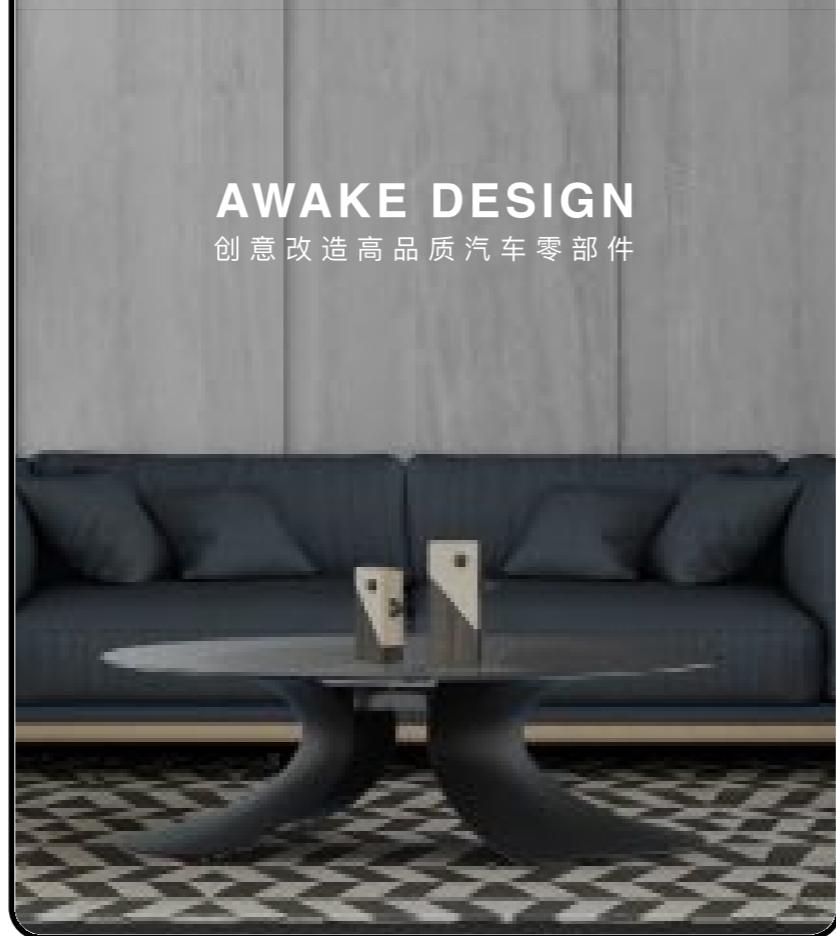
Mobile Device Version



UI & UX

DESIGN

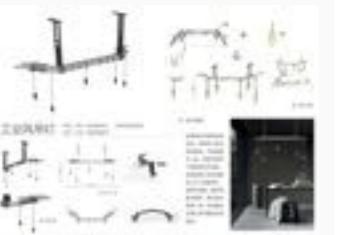
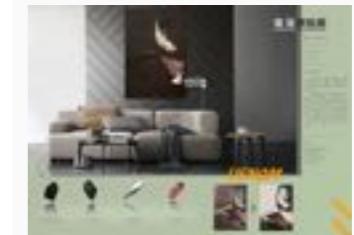
Tablet Device Version



共创作品

Made of Mercedes-Benz genuine parts

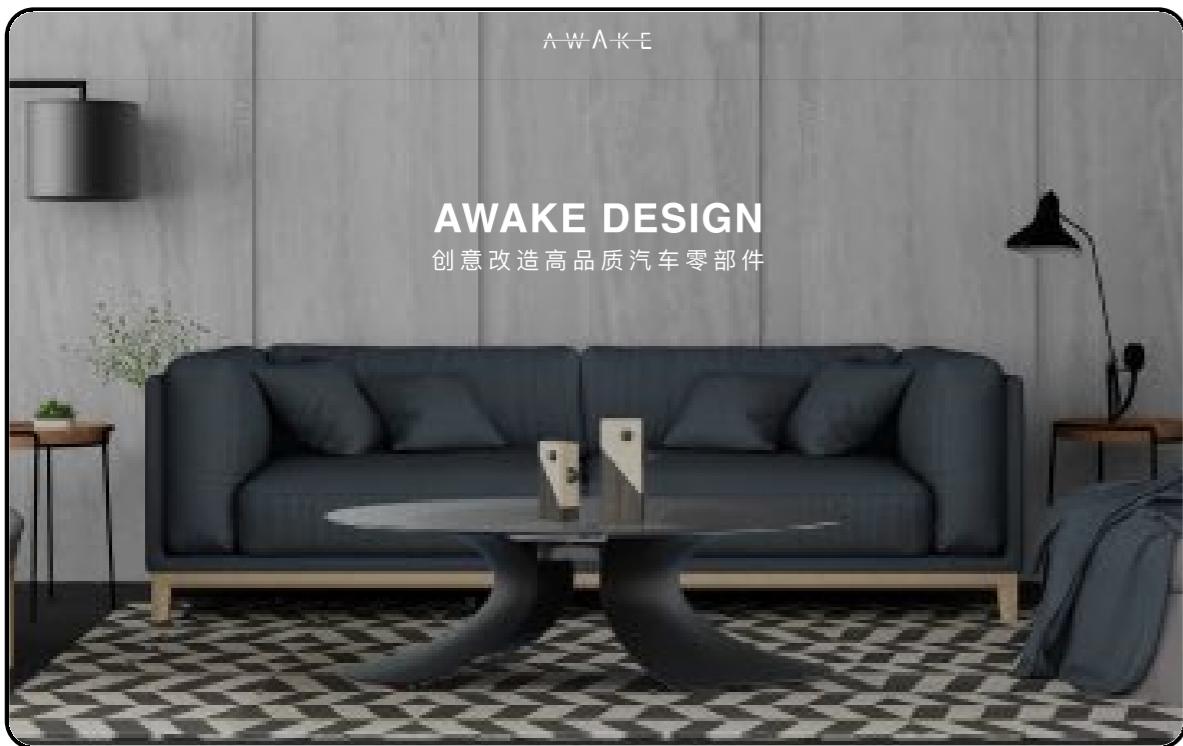
平台邀请全球顶尖设计人才及原创设计生产商入驻创作，利用独占资源共同打造产品系列 IP，建立共赢、持久、绿色的 AWAKE 生态系统。



UI & UX

DESIGN

PC Device Version



AWAKE DESIGN

创意改造高品质汽车零部件

AWAKE

家居系列
Made of Mercedes-Benz genuine parts

全部产品 家居系列 首享系列 文伴系列 零部件资源 共创作品 关于我们

特瑞索落地衣架
620 x 620 x 1880 | L x W x H (mm)

特瑞索落地衣架
620 x 620 x 1880 | L x W x H (mm)

特瑞索落地衣架
620 x 620 x 1880 | L x W x H (mm)

AWAKE

共创作品
Mercedes-Benz genuine parts

平台邀请全球顶尖设计人才及原创设计生产商入驻创作，利用独占资源共同打造产品系列 IP，建立共赢、持久、绿色的 AWAKE 生态系统。

再生单人沙发设计
再生单人沙发设计
再生单人沙发设计

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再生单人沙发设计

AWAKE

零部件资源
Made of Mercedes-Benz genuine parts

全部产品 家居系列 首享系列 文伴系列 零部件资源 共创作品 关于我们

仪表板骨架
金属材质
仪表板骨架
金属材质
仪表板骨架
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仪表板骨架
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620 x 620 x 1880 | L x W x H (mm)

特瑞索落地衣架
620 x 620 x 1880 | L x W x H (mm)

关于我们

STORY BEHIND AWAKE DESIGN

创意改造
高品质汽车零部件

AWAKE DESIGN 是一个开源式的设计创意平台。

基于汽车、航空、奢侈品、快消品等各领域国际顶级品牌所专供的特殊高级原材料、现有成熟的品牌经销网络，以及独特的品牌定位。

平台邀请全球顶尖设计人才及原创设计生产商入驻创作，利用独占资源共同打造产品系列 IP，建立共赢、持久、绿色的 AWAKE 生态系统。



打造全新家居生活 &
文化创意产品

近年来全球经济迅猛发展，同时也带来能源紧缺和环境污染等问题。

面对日益严峻的资源环境约束，国家在发展战略上正在改变传统工业文明发展模式，倡导循环经济。

目前在工业领域，每年有价值数十亿美元瑕疵汽车零部件被销毁，严重的汽车工业价值流失已经成为世界性的问题。

我们在做的就是汇集大众的智慧，挖掘汽车零件造型和功能上的创意可能性，通过设计的力量创造出二次价值，开拓商业与环境友好对话的新平台，探索循环经济的未来，成为全球生态文明的引领者。



TEST & LAUNCH

LAUNCH

A W A K E

awake.lab1886.com.cn



Mercedes-Benz

POPEYE

Mercedes-Benz Truck Connectivity System

Role

Lead Designer



Mercedes-Benz

**H6 Truck
Connectivity System**

WHAT IS IT?

ABOUT POPEYE

Comparing to the developed countries, the environment of truck industry in China is totally different and in a fast growing stage.

In order to provide the perfect China specific requirements and local truck customers, Lab1886 team and H6(the next generation of Mercedes-Benz truck) connectivity team co-incubated the 1st MVP version H6 connectivity system.

As the lead designer, I worked closely with the business and development team, delivered the high quality product including a **Website** and **Android** version of the connectivity system.

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5

Define Problem

Research

Ideation

Design & Develop

Test & Report

WHO DO WE DESIGN FOR?

Target Customer



Fleet Owner

Fleet owner cares about the overall cost, health status of the whole fleet. Fleet owner will not check the details of each truck and they have the highest authority of the fleet.



Fleet Manager

Fleet managers care about the cost, efficiency of the fleet they are responsible for. They have to make sure their fleet can complete the task on time and get noticed immediately when there is a problem.



Truck Driver

They care about the bonus they can get each month, health status of the truck they are responsible for and if they could finish the tasks on time.

While the functions for truck drivers are not in the scope of the first version.

WHAT DO THEY NEED?

RESEARCH

7 Modules were identified as actively used by fleets



1 Track & Trace

Real time show and record of truck driving route to bring transparency in driving route and cost

2 Driver monitor

Real time driving monitor using camera, ADAS, etc. to increase driving safety

3 Driver grading

Real time show and record of truck driving route to bring transparency in driving route and cost

4 Maintenance Support

Real time show and record of truck driving route to bring transparency in driving route and cost

Vehicle Monitor

Real time monitor of cargo container to per-decided abnormal alert

5 Remote Shut Down

Support financial leasing companies to ensure asset safety

Report

Enable and support logistic company business analysis

Predictive maintenance to improve vehicle life time and reduce repair cost

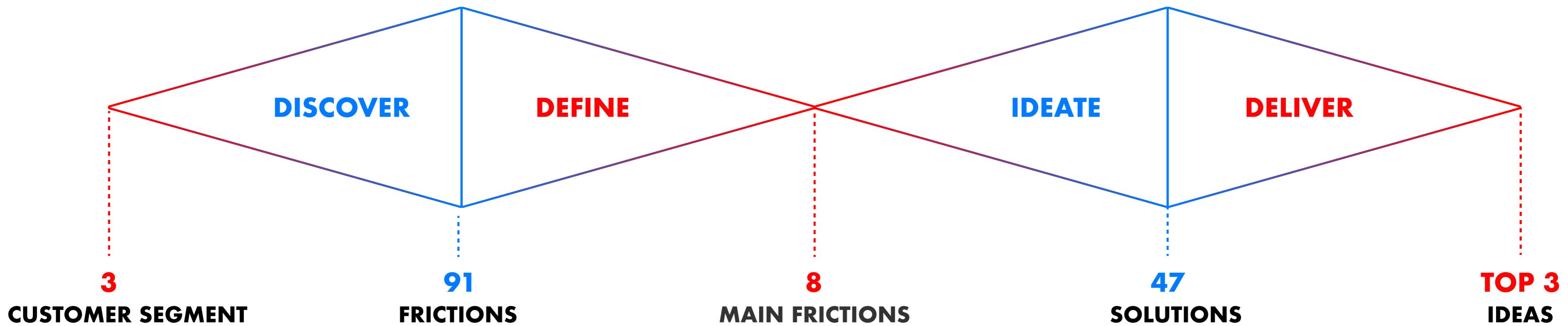
WHERE DO THE IDEAS COME FROM?

IDEATION

In order to hear the voice from our internal truck experts, we also had an internal ideation workshop in April, 2019. **16 experts** from **13 departments** are attended.

In the workshop, attendees were separated into 3 groups. Each group stands for different customer unit and comes up ideas from different perspectives.

Through the internal ideation, we collected **91 frictions**, for **8 main frictions**, **47 solutions** and in the end we got our **top 3 ideas**.



UI & UX

DESIGN

WEBSITE & ANDROID

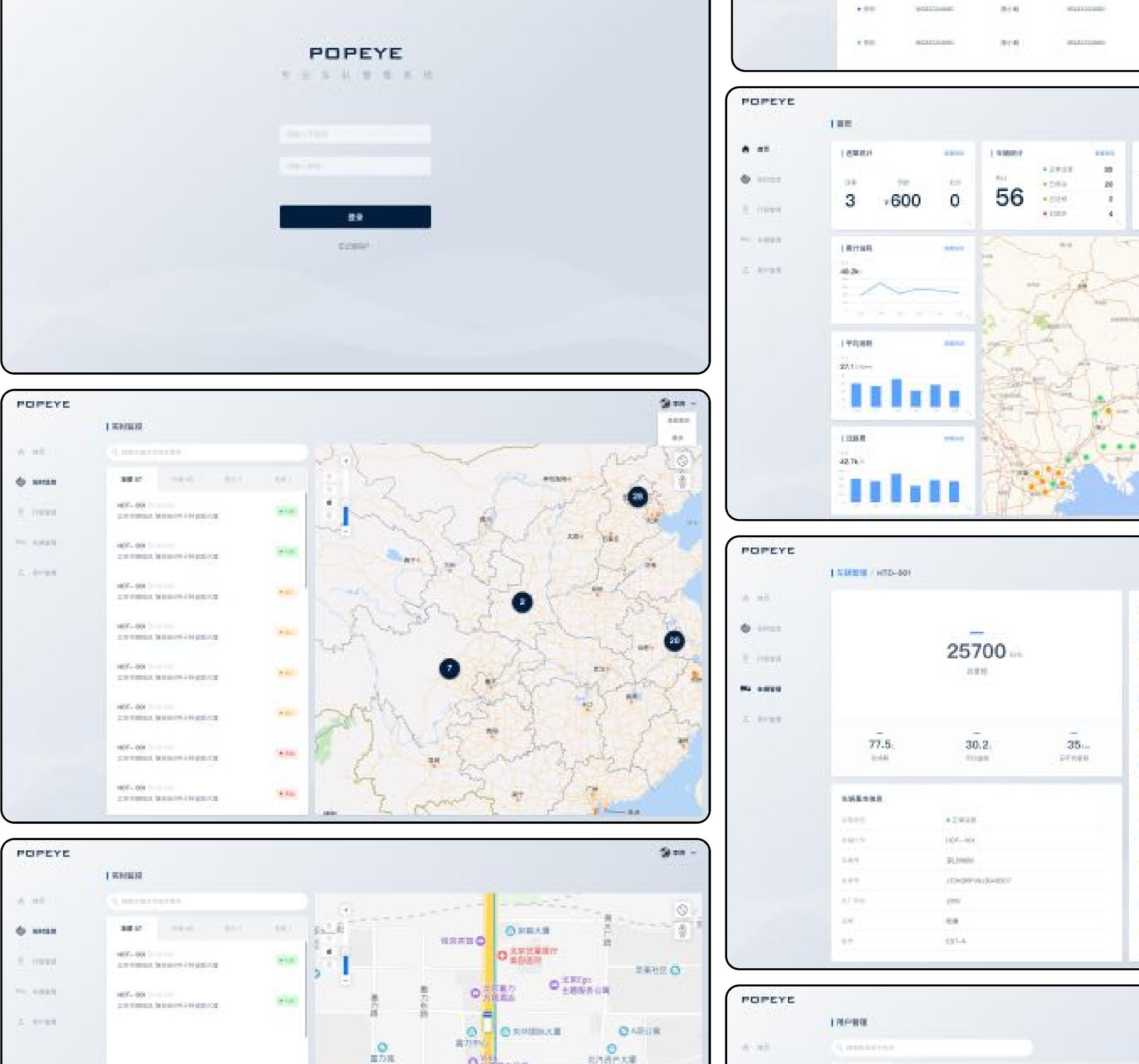
Modules

7

Screens

131

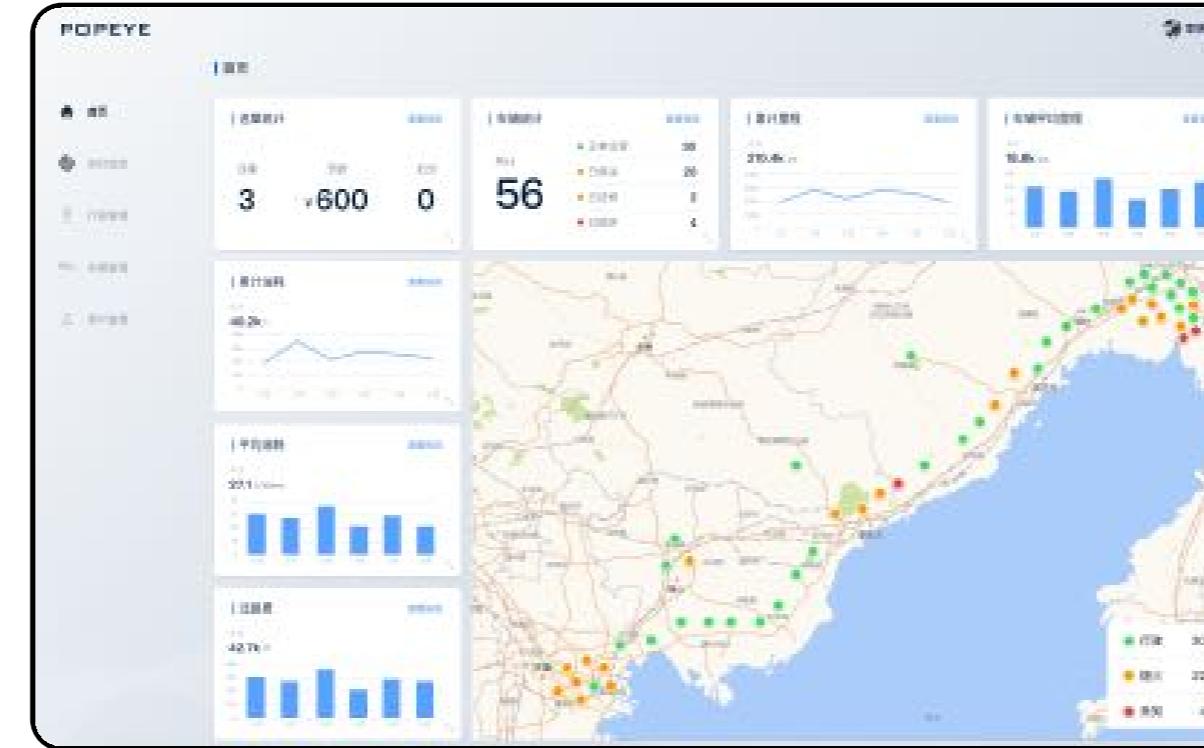
1. Login
 2. Home
 3. Realtime Monitoring
 4. Trip Management
 5. Fleet Management
 6. User Management



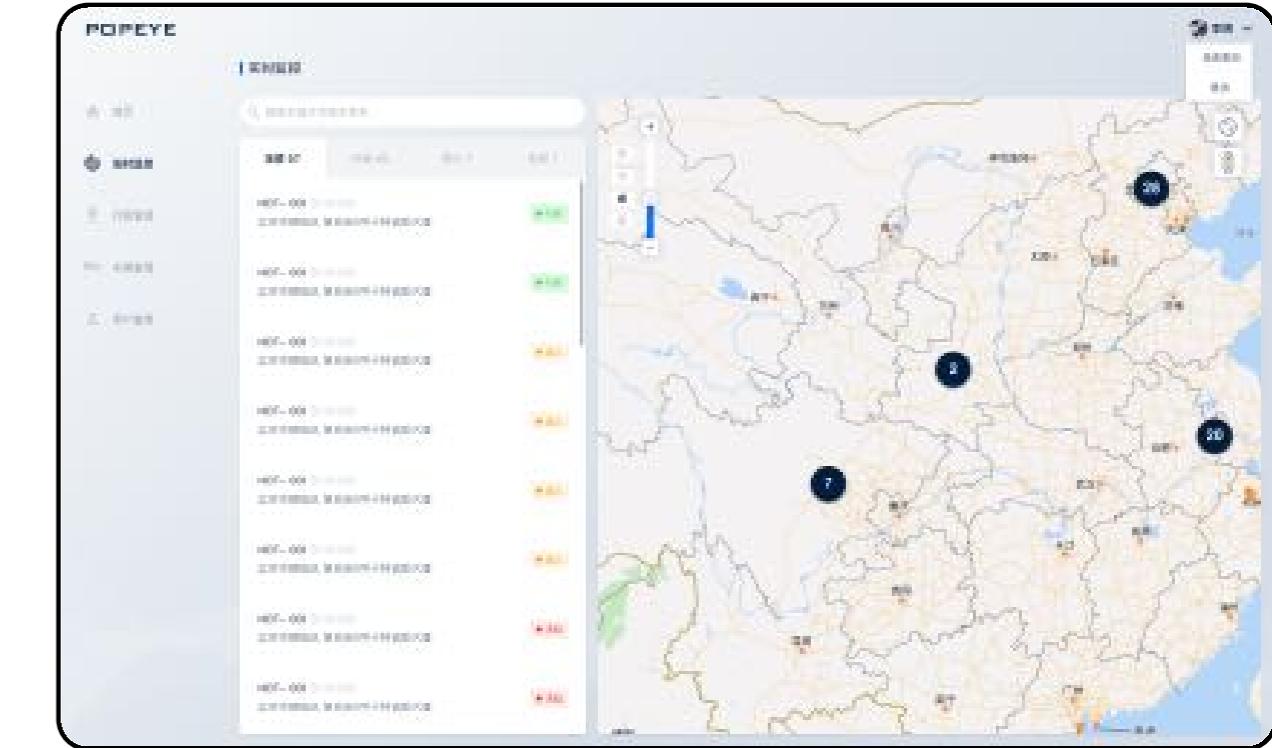
| LOGIN



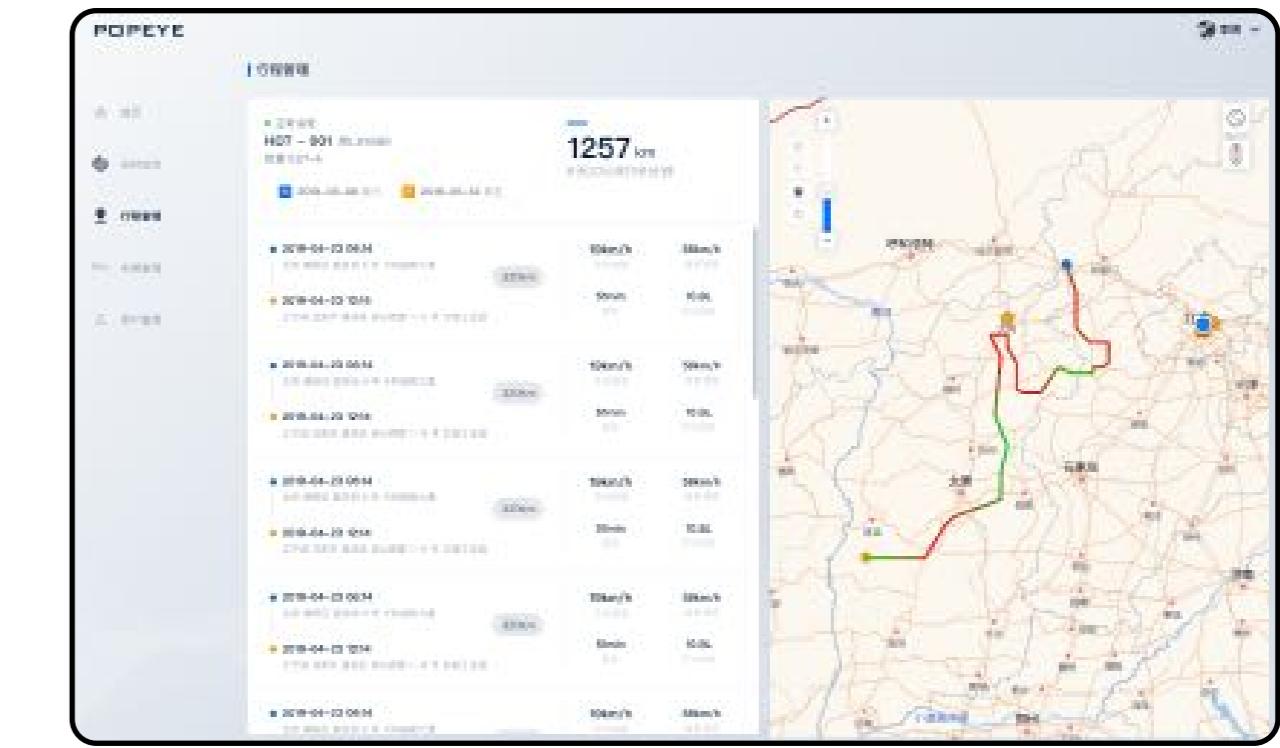
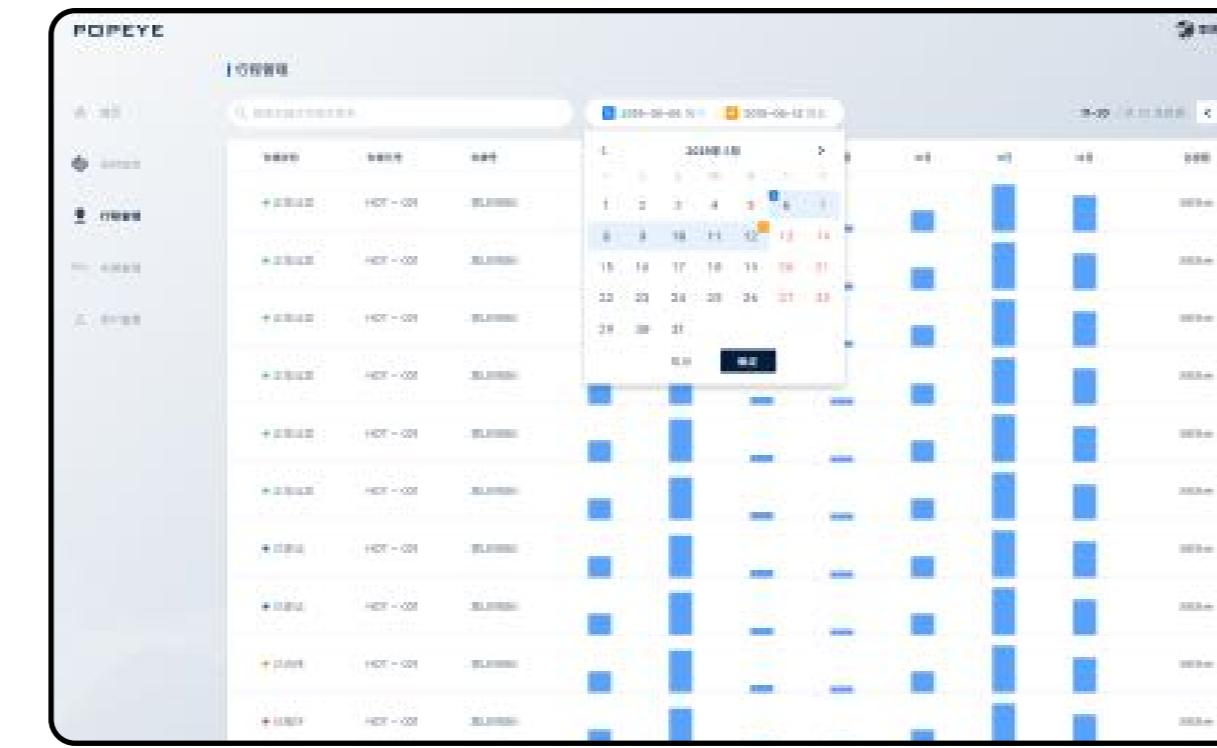
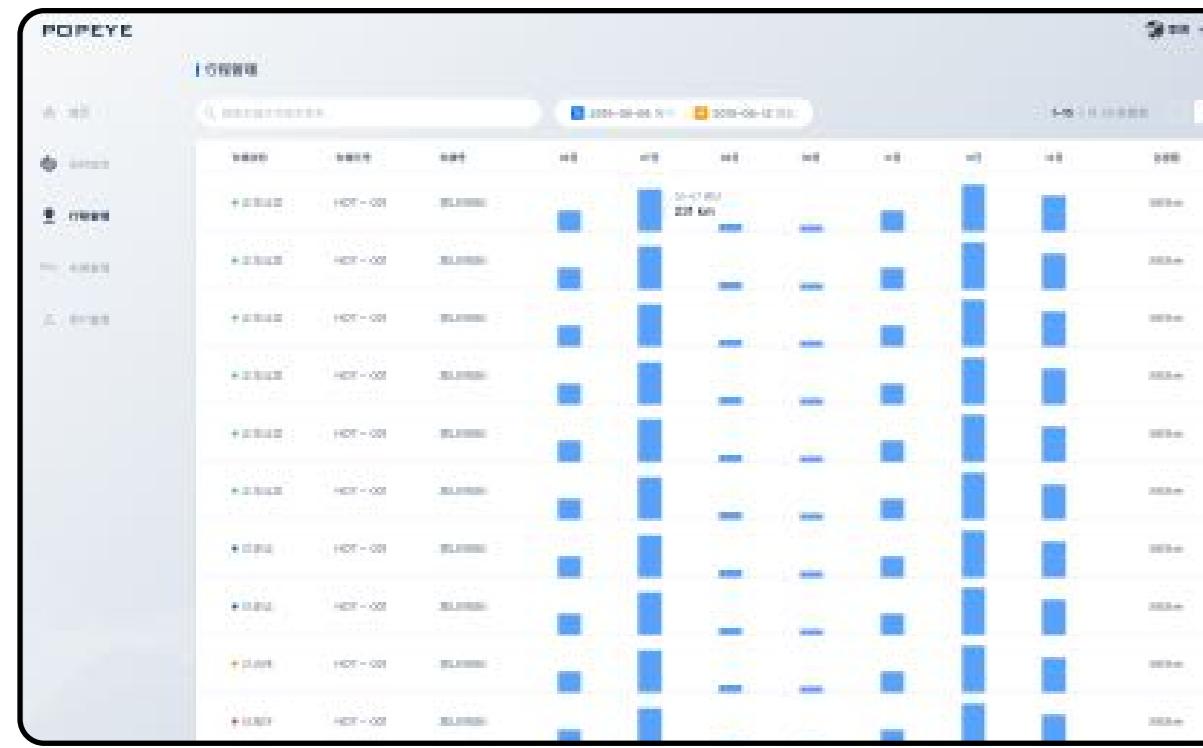
| HOME



| REALTIME MONITORING



| TRIP MANAGEMENT



| FLEET MANAGEMENT

This screenshot shows the POPEYE Fleet Management software's vehicle management module. The interface includes a top navigation bar with tabs for '车辆管理' (Vehicle Management), '加油记录' (Fuel Record), '维修记录' (Maintenance Record), and '行驶记录' (Driving Record). Below the navigation is a search bar and a date range selector. The main content area displays a table with columns: 车辆ID (Vehicle ID), 品牌 (Brand), 车型 (Model), 颜色 (Color), 号牌 (License Plate), 车架号 (Chassis Number), and 车身号 (Body Number). A green '新增' (Add New) button is located at the top right of the table.

This screenshot shows the POPEYE Fleet Management software's fuel consumption analysis module. The interface features a large central numerical value '25700' with a unit of '升' (Liters) below it. To the left is a sidebar with vehicle management options. The main area contains a table with columns: 行驶里程 (Mileage), 油耗 (Fuel Consumption), and 日期 (Date). Below the table is a section titled '行驶里程 (公里)' (Mileage) with a table showing distance values like 77.5, 30.2, and 35.1. At the bottom, there is a table of fuel records with columns: 日期 (Date), 加油量 (Fuel Volume), and 单位 (Unit).

This screenshot shows the POPEYE Fleet Management software's maintenance history module. The interface includes a top navigation bar with tabs for '车辆管理' (Vehicle Management), '加油记录' (Fuel Record), '维修记录' (Maintenance Record), and '行驶记录' (Driving Record). Below the navigation is a search bar and a date range selector. The main content area displays a table with columns: 日期 (Date), 项目 (Item), 和数 (Value), and 单位 (Unit). A blue '新增' (Add New) button is located at the top right of the table.

| USER MANAGEMENT

This screenshot shows the POPEYE User Management software's user management module. The interface includes a top navigation bar with tabs for '用户管理' (User Management), '加油记录' (Fuel Record), '维修记录' (Maintenance Record), and '行驶记录' (Driving Record). Below the navigation is a search bar and a date range selector. The main content area displays a table with columns: 用户ID (User ID), 姓名 (Name), 性别 (Gender), 手机 (Mobile Phone), 邮箱 (Email), and 地址 (Address). A green '新增' (Add New) button is located at the top right of the table.

This screenshot shows the POPEYE User Management software's detailed user profile module. The interface includes a top navigation bar with tabs for '用户管理' (User Management), '加油记录' (Fuel Record), '维修记录' (Maintenance Record), and '行驶记录' (Driving Record). Below the navigation is a search bar and a date range selector. The main content area displays a form for editing user information. It includes fields for '姓名' (Name), '性别' (Gender), '手机号' (Mobile Phone), '邮箱' (Email), and '地址' (Address). Below the form is a section titled '备注信息 (必填)' (Remarks Information) with three input fields: '备注' (Remarks), '邮箱' (Email), and '地址' (Address). A blue '保存' (Save) button is located at the bottom right of the form.

This screenshot shows the POPEYE User Management software's detailed user profile module with a modal dialog. The dialog is titled '指定备注 [操作 time:2017-04-23] 11:11' (Specify Remarks [Operation time: 2017-04-23 11:11]). It contains a text input field '备注' (Remarks) and a blue '确定' (Confirm) button. The background of the main window is dark gray, indicating the modal is active.

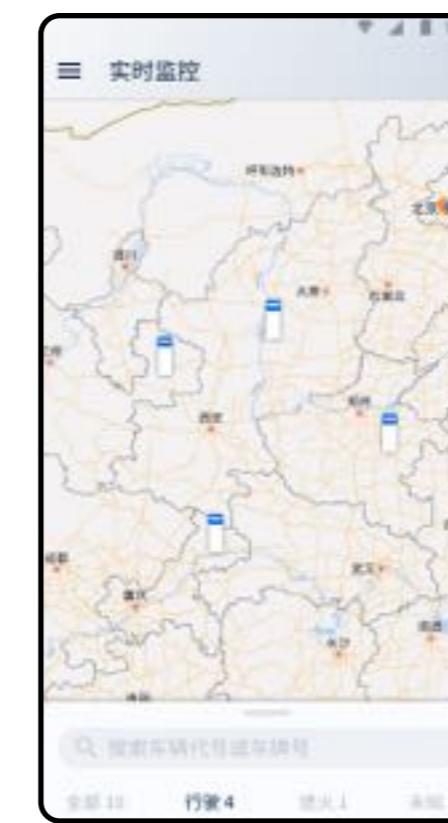
LOGIN



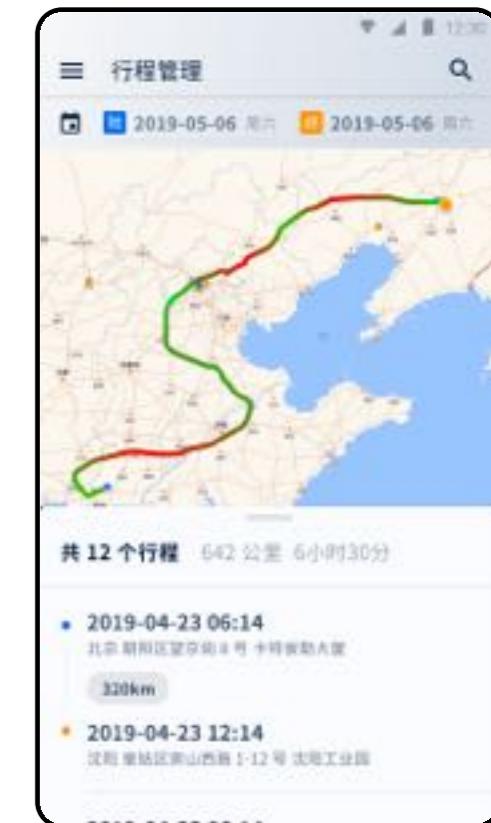
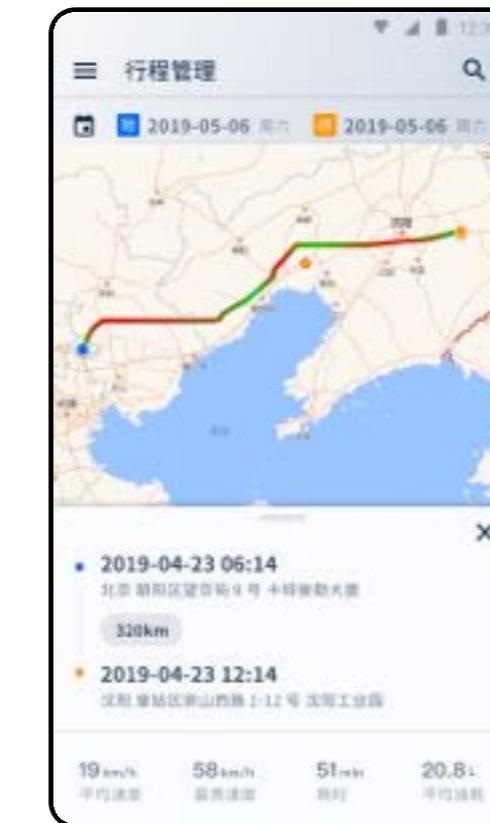
HOME



REALTIME MONITORING



TRIP MANAGEMENT



FLEET MANAGEMENT



USER MANAGEMENT



Side Project

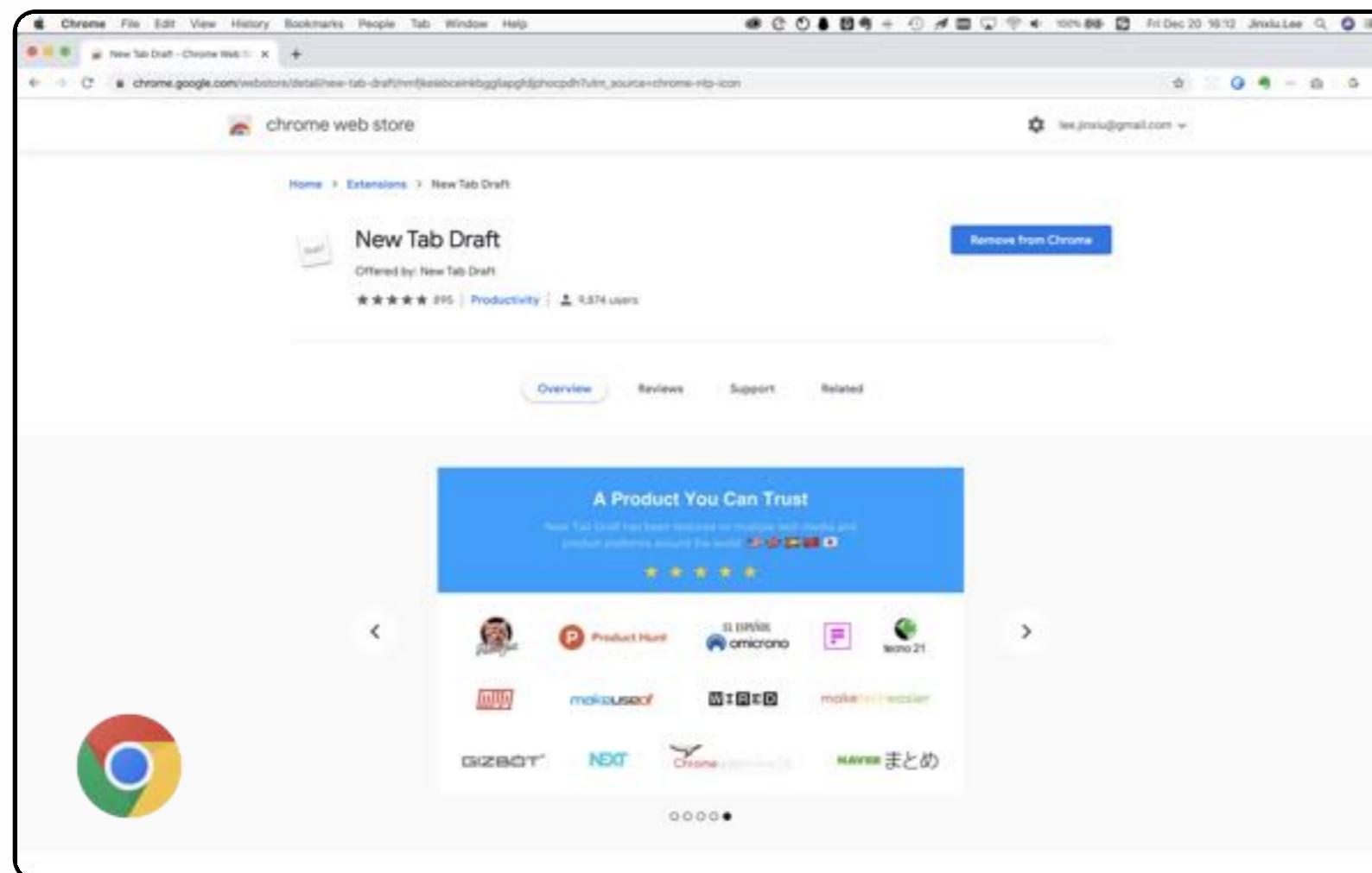
NEW TAB DRAFT

Redefine Your Chrome New Tab Page

Design & Development | 2015 - Present

This is my first baby designed and developed by myself from 0 to 1. This Chrome Extension redefines the new tab page. With the extension, users can make notes, customize it and quickly share notes to others in no time.

lijinxiu.com/project/draft.html



Users

9000+

5-Star Ratings

800+

Media Recommend

10+



Lauralee Flores

I write down my goals for the week. I love it because every time I open a tab I can see my weekly goals as well as the progress...



Michael Salafia

Amazing extension! The simple and elegant sticky notepad comes in handy for me everyday. It's incredibly useful for making...



Daeik Kim

Quite a simple and nice plugin which does one thing brilliantly well.



Kristi Daeda

Simple. Has freed me from endless sticky notes and scraps of paper.



Albert Paul

Wonderful app, I've been using this for last 5 months. Very productive for developers.



Liat Behr

Totally love this extension. A fantastic extension to keep me organized and on target...

Concept Design

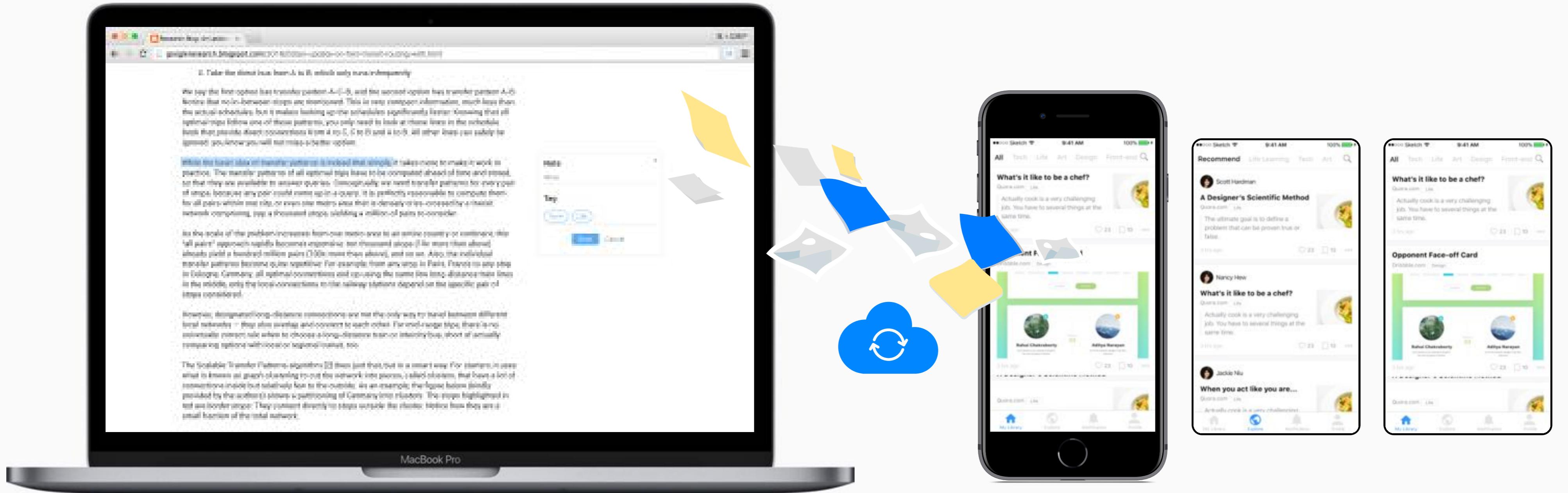
MARK

A Fragmented Knowledge Management Platform

UI & UX Design | 2016

This is a concept to help people manage the fragmented knowledge collected from different platform every day. A seamless experience will be provided by Chrome Extension & mobile application.

lijinxiu.com/project/mark.html



Challenge Ourselves

Work Hard, Play Hard

Bring Value To Users

Let's Create Happiness Together

Push The World Forward

Make Useful Product

Make Progress

Have Fun

Get Rich

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