

咱 妈
ZÁN MĀ



Microsoft



北师大用户体验研究中心
BNU USER EXPERIENCE RESEARCH CENTER

Improve

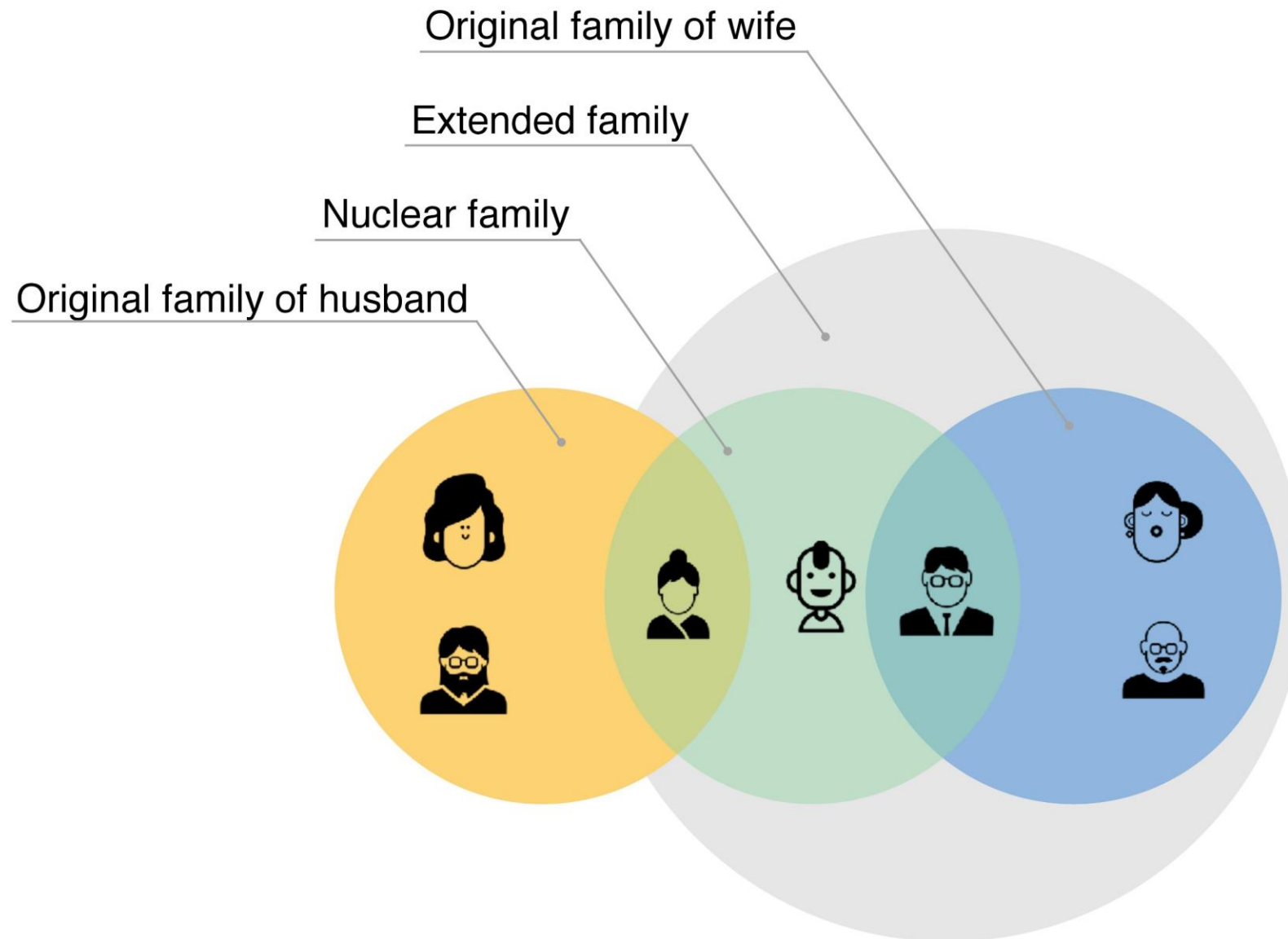
Relationship Between Mothers-in-law and Daughters



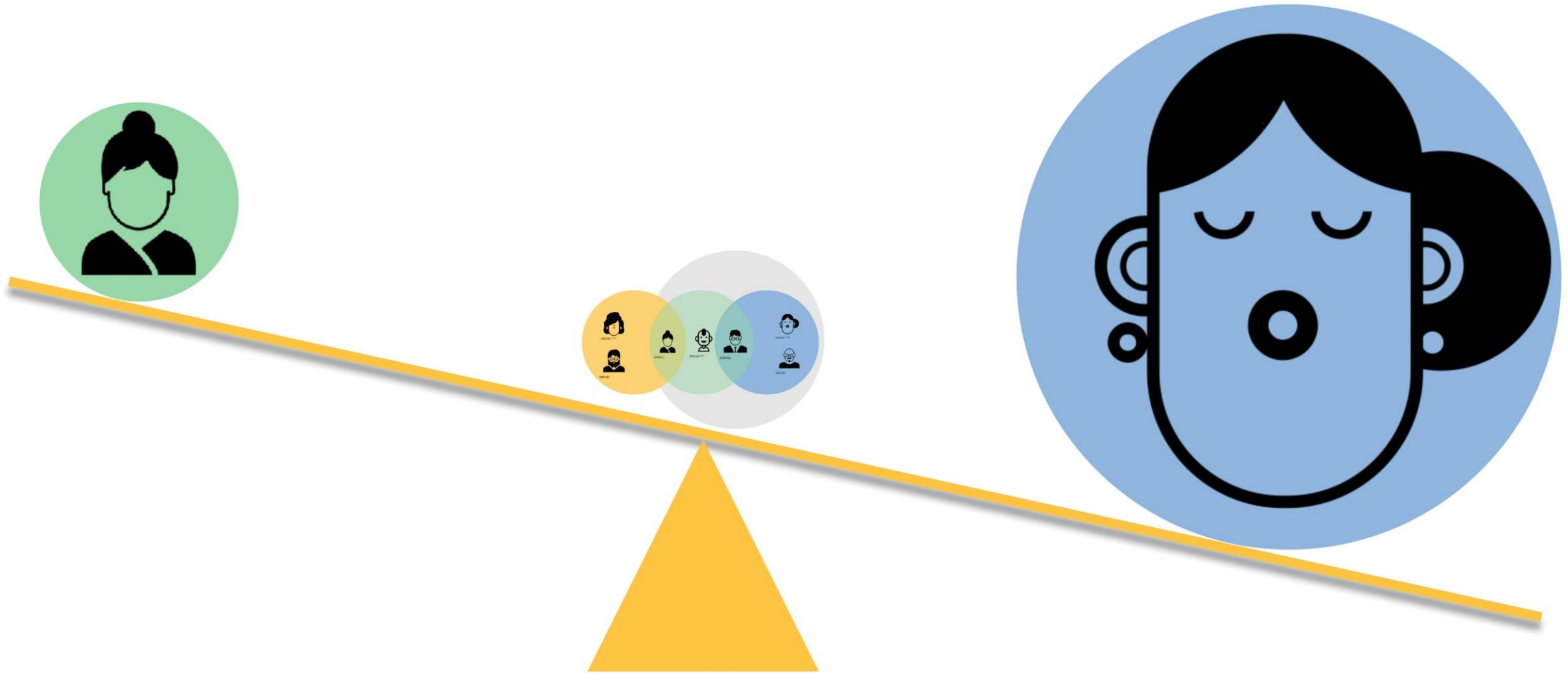
WHY ARE THEY SO ANXIOUS

ABOUT THEIR RELATIONSHIPS WITH
MOTHER-IN-LAW

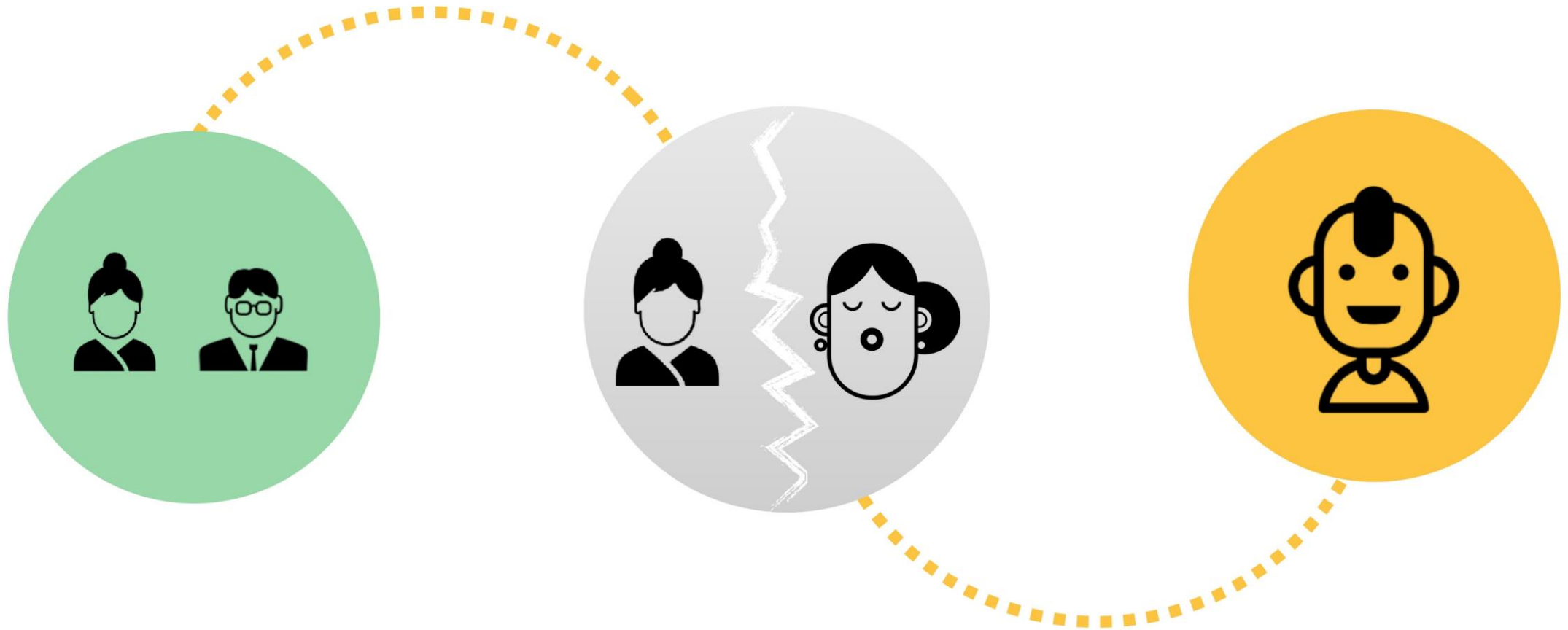
Desk Research: Stakeholders



Desk Research: Mother-In-Law and Daughter-In-Law

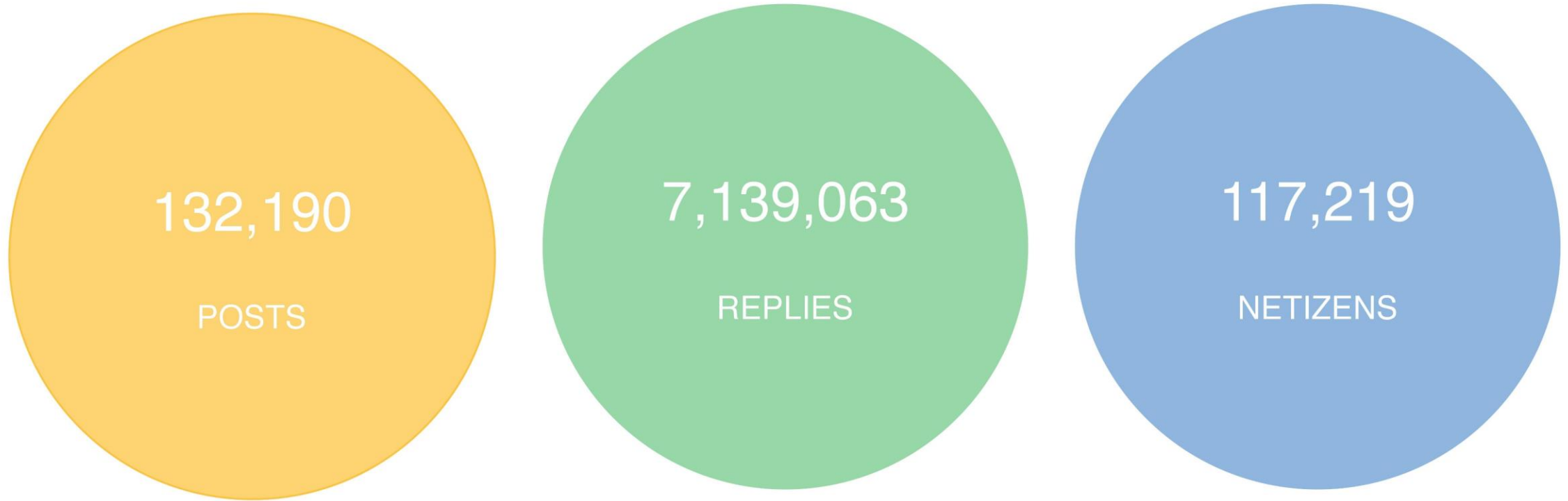


Desk Research: Bad Effects



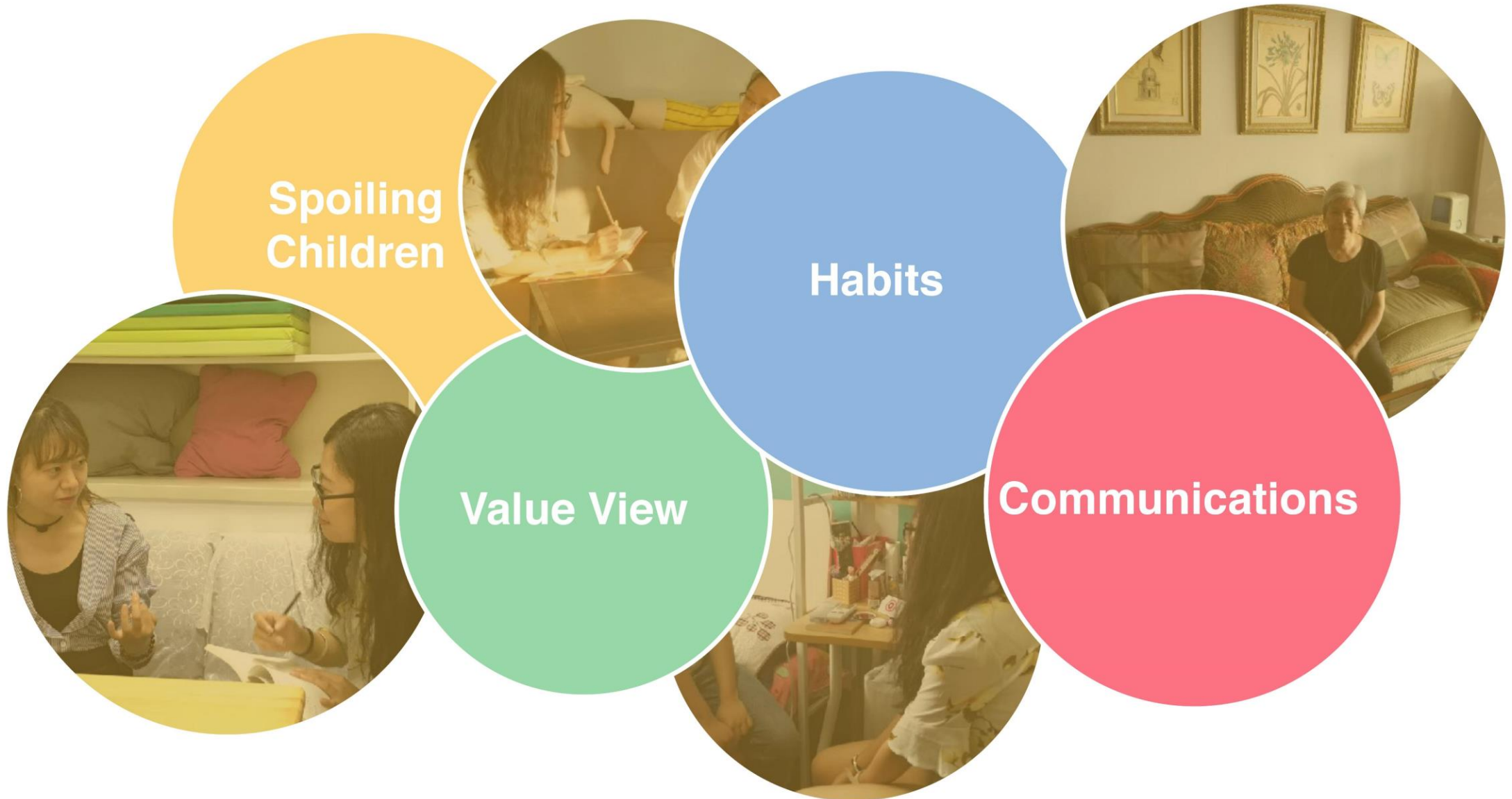
Desk Research: Heat Degree of This Topic

Search keywords of *relationship between mother-in-law and daughter-in-law on Tianya*



Tianya forum: *The most popular Internet forum in China. It provides BBS, blog, microblog and photo album services.*

Insights from Interviews



Focus



Communications

Foundation of all the problems

Ways of talking can be easily modified

One Example of the Communication Problems



I feel you have been so tiring
I would like you to take a
rest for several days.

I feel you dislike me
and try to push me away.



“Mom, I’ve booked a tour for you.”

Target Users and Contexts



Daughter-in-law who **would love to** improve relationship with mother-in-law, but **does not know** how to communicate effectively

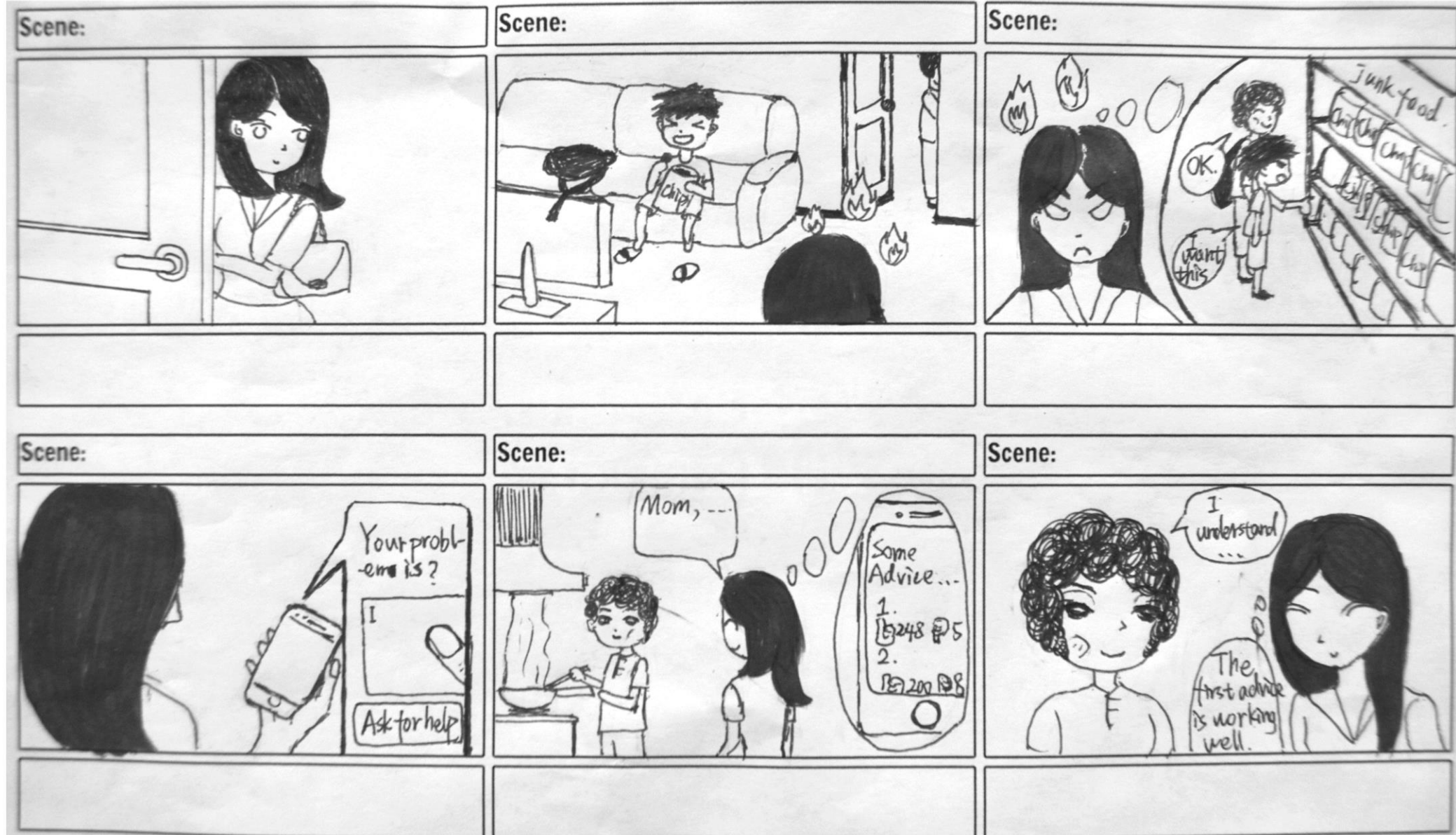


Daughter-in-law **has time to think carefully** before talking

Product Statement

ZÁN MĀ is a language **modification service**, which helps daughter-in-law **modify** their ways of talking **catering** to mother-in-law.

Story board I



Story board II



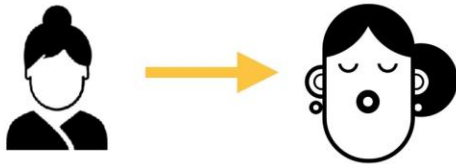
Highlights



Coaching



Big data and cloud computing

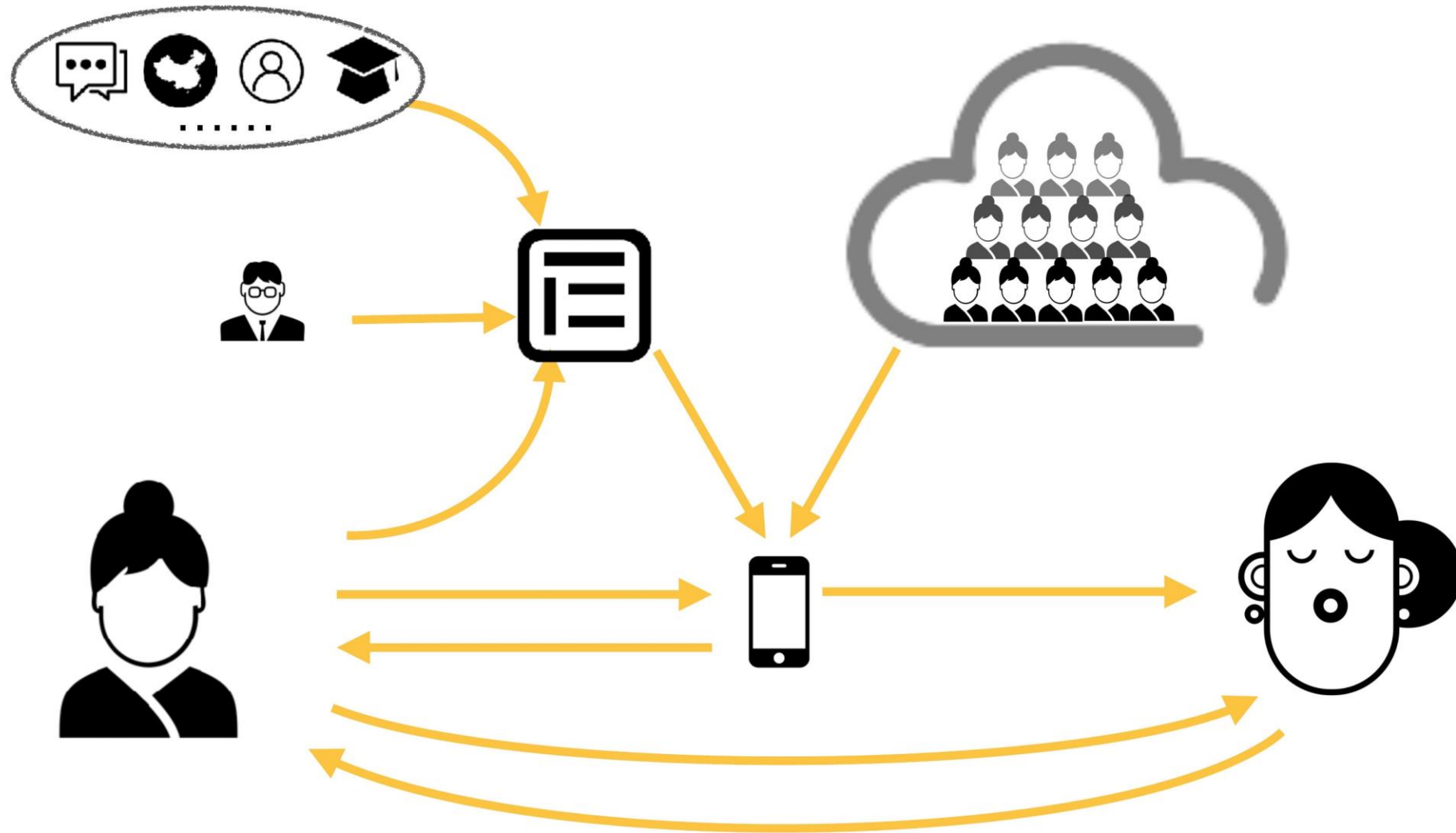


Modify

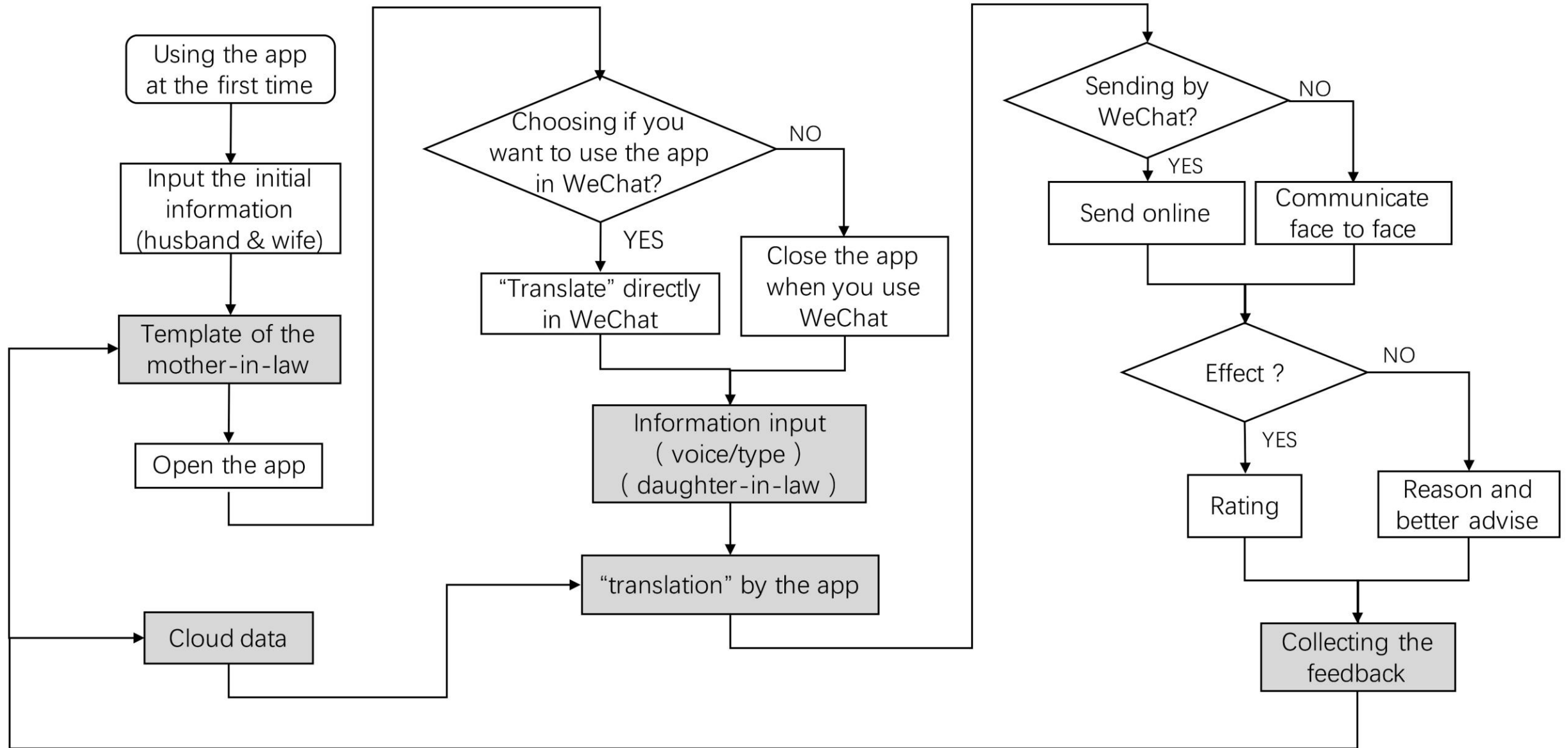


Real-time conversion

System Map



Logic map



LOVE ME.
LOVE MY MOM.



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