

BUSINESS PROPOSAL

exclusively by COOK CREATIVE

MAKE 讓 THE 世界 WORLD
更 MORE 美味 DELICIOUS.

ABOUT 认识 我们 US

OUR 我们的 精神 ETHOS

「让世界更美味」，
如同烹饪美味佳肴一般，我们希望通过设计给生活带来一些美好的感官体验。

Cook Creative 的核心团队由跨学科的设计师、用户研究者与开发人员组成，着力于新锐品牌，提供产品研究、体验设计与系统化数字解决方案等服务。我们的足迹遍及潮流时尚、消费电子、互联网媒体及其他新兴领域。帮助品牌讲述他们的故事，用美好的故事打动并激励对应的受众是我们的使命。

Cook Creative 诚挚希望与更多伙伴一起合作，共同成长。

MAKE THE WORLD MORE DELICIOUS.
Just like cooking, we hope to bring wonderful experience to life through our professional work.

The core team of Cook Creative is composed of interdisciplinary designers, user experience researchers and developers. Focusing on cutting-edge brands, we provide service including product research, experience design and systematic digital solutions. Our footprint covers fashion, consumer electronics, internet media and many other emerging fields. It is our mission to help brands tell their stories, to move and inspire their audiences with great stories.

We sincerely hope to cooperate with more partners and grow together.

CORE核心 成员 MEMBERS



陈达树 Rolls CHEN / Cook Creative CEO

连续创业者，前礼物说科技早期产品经理，两款百万产品经验，出色的产品能力
Serial entrepreneur, PM of GiftTalk in early stage, 2 million-user products



徐仔捷 Yujie XU / Art Director

中国美术学院艺术设计系，扎实全面的美术与设计基础，天马行空的想象力与创造力
School of Design, China Academy of Art, solid basis and powerful creativity



苏学耀 Sivan SU / UI Designer

东南大学动画设计系，严谨的产品逻辑，丰富的UI设计经验
School of Arts, Southeast University, rigorous product logic & rich UI experience



陆梓豪 Lucien LU / Planner & Visual Designer

南京大学，出色的用户研究能力，深厚的品牌、字体与版式设计经验
Nanjing University, good at user research, branding, logotype and typography

CORE核心 成员 MEMBERS



姜曼 Jam JIANG / Visual Designer & Illustrator

江南大学工业设计系，强大的画面创作能力，线条硬朗，极富个性

School of Design, Jiangnan University, talented in stylish illustration



徐兆进 Zhaojin XU / Android Developer

3年安卓移动端开发经验，中国矿业大大学计算机专业，多款应用用开发经历

3 years of experience in Android develop, School of Computer Science, CUMT



汪飞 Fei WANG / Back-End Developer

5 年后端开发经验，能前能后，扎实的 JAVA 开发基础及丰富的实战经验

5 years of experience in Back-End develop, skilled in Java programming



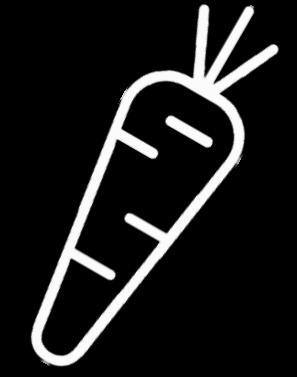
郭阳 Yang GUO / iOS Developer

精通前端和移动端，多款应用开发经历

Skilled in front-end and mobile development

OUR 我们的 业务 SERVICE

CORE核心 业务 SERVICES



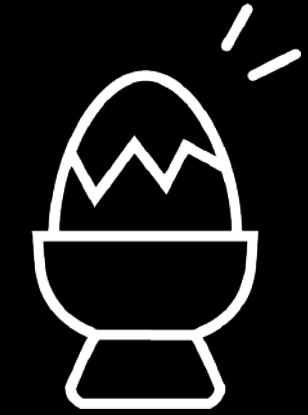
品牌塑造

Brand Building



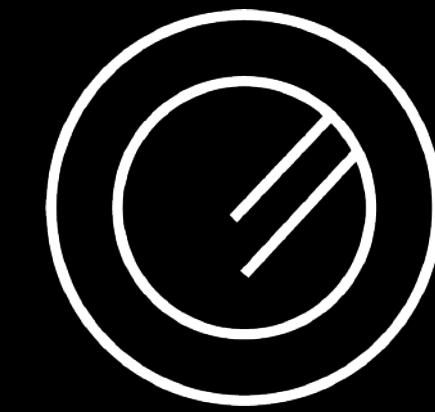
体验设计

Experience Design



创新思维

Creative Mind



数字化运作

Digital Campaigns

DESIGN 设计 理念 PRINCIPLE

1

主次分明 / Sense of Priority

所有设计均服务于需求与功能，切勿主次不分。

Everything is designed to serve the needs and functions. Do not confuse the primary with secondary.

2

多维度感官 / Multiple Dimensions

从多个维度出发设计产品，以达到美观、实用且深入人心的效果。

Design products from multiple dimensions to make them beautiful, practical and popular.

3

简洁 & 优雅 / Simple & Elegant

让用户专注于内容，隐藏不必出现的元素及功能，谨记克制用色。

Let users concentrate on the content. Hide unnecessary elements and functions. Remember to control the use of colors.

4

细节 & 品质 / Details & Quality

注重设计一致性、图片清晰度以及文字可读性，追求合理、和谐的境地。

To be reasonable and harmonious, do pay attention to the consistency of design, clarity of pictures and readability of words.

SERVICE服務 流程PROGRESS

分析 / Analyze

行业分析 / Industry Analysis
用户研究 / User Research
竞品分析 / Competitive Analysis
产品定位 / Product Positioning

探索 / Explore

风格探索 / Style Exploration
信息架构 / Information Architecture
操作流程 / Operation Process
设计原型 / Design Prototype

概念 / Concept

概念设计 / Conceptual Design
概念整合 / Conceptual Integration
设计原则 / Design Principle

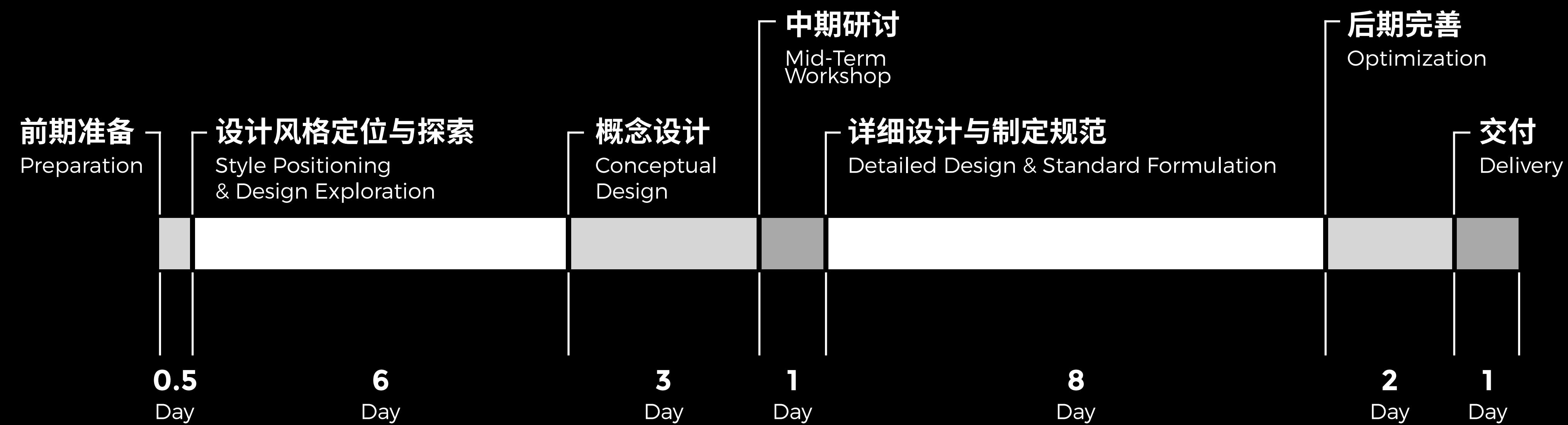
实施 / Practice

详细设计 / Detailed Design
交互支持 / Interactive Support
设计规范 / Design Standard

完善 / Optimize

设计交付 / Design Delivery
版本迭代 / Iterative Development

时间SCHE- DULE规划



*此处规划表仅为范例

*This schedule is just an example

SHOW项目

展示CASE



Randomevent®

M A K E T H I N G S W O R S E

微信小程序 / WeChat Mini Program
官方网站 / Official Website

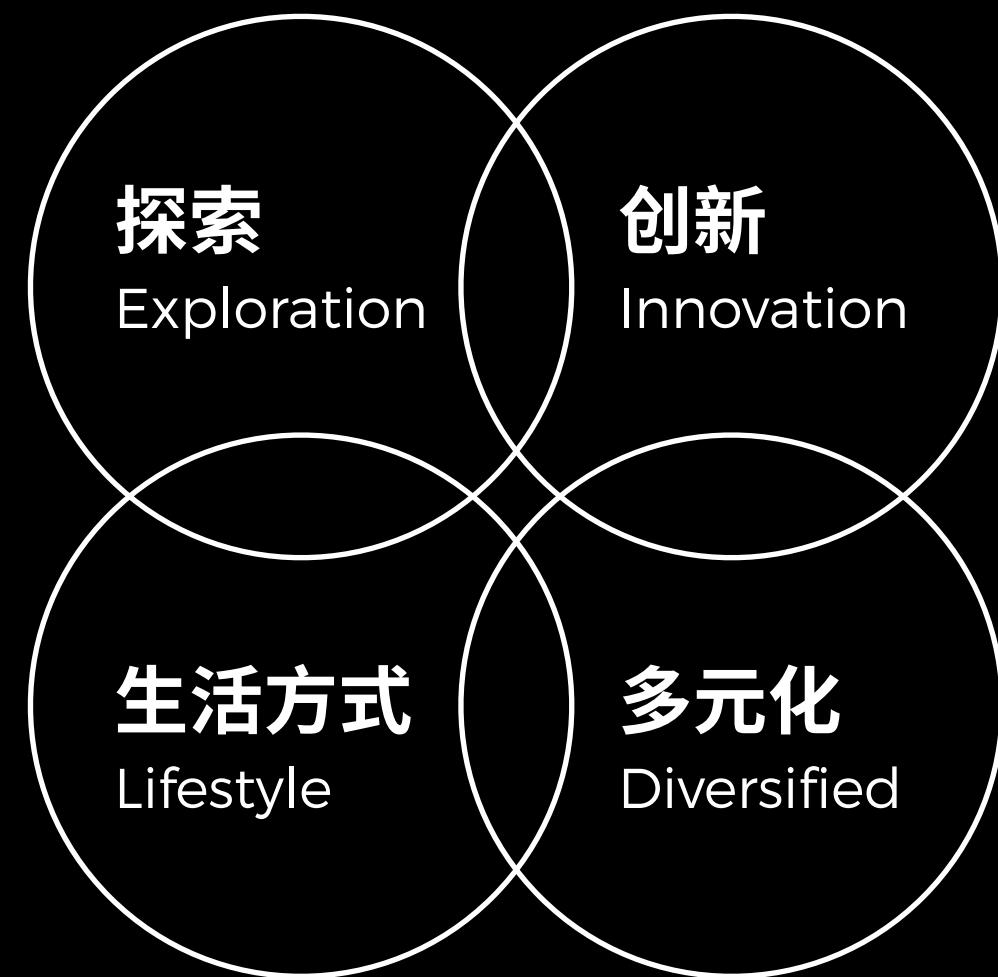
品牌背景 / Background

Randomevent® 是创立于 2012 年的中国街头品牌。致力于通过产品、活动、影像记录等多元的方式去呈现品牌文化。从过去和现在的青年文化中汲取灵感，将这些观念与传统和根源融合在一起。

Randomevent 认为服装不仅是产品的视觉呈现，同时也具备对于生活方式 的影响力，以此坚信探索与创新。

Randomevent® is a Chinese street brand founded in 2012. It is committed to presenting brand culture through multiple ways including products, activities, and video recording. Gathering inspiration from youth cultures through different periods, it blends these innovation concepts with traditional customs. Randomevent believes that clothing is not only a visual representation of the product, but also has an influence on the way of living, in order to firmly believe in exploration and innovation.

品牌定位 / Positioning



产品结构 / Product Structure

首页 / Homepage

分类 / Category

购物袋 / Cart

我的账户 / My Account

横幅 / Banner
新品主题 / New Items
热门主题 / Hot Items
热门品类 / Hot Series
特别联名 / Special Crossover
全部商品 / All Items

侧边分类 / Category Column
小分类 / Detailed Classification
最新型录 / Up-to-date Lookbook
搜索 / Search

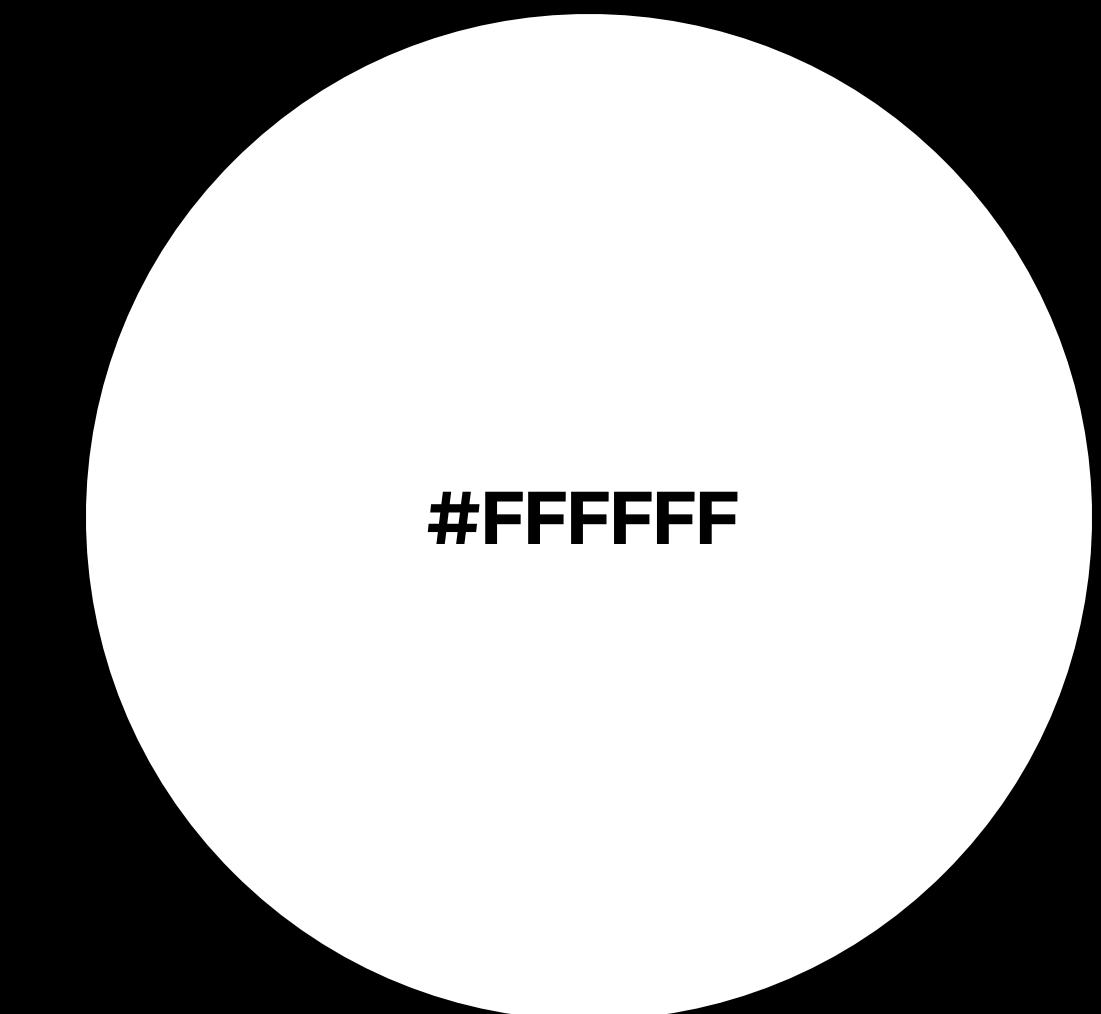
商品属性 / Product Details
数量修改 / Change the Quantity
删除商品 / Delete the Product
查看商品 / Check the Product
商品结算 / Payment

用户头像 / Avatar
积分显示 / User Score
订单历史 / Order History
在线客服 / Customer Service
个人设置 / Personal Settings
帮助中心 / Help Center

色彩规范 / Color Standard

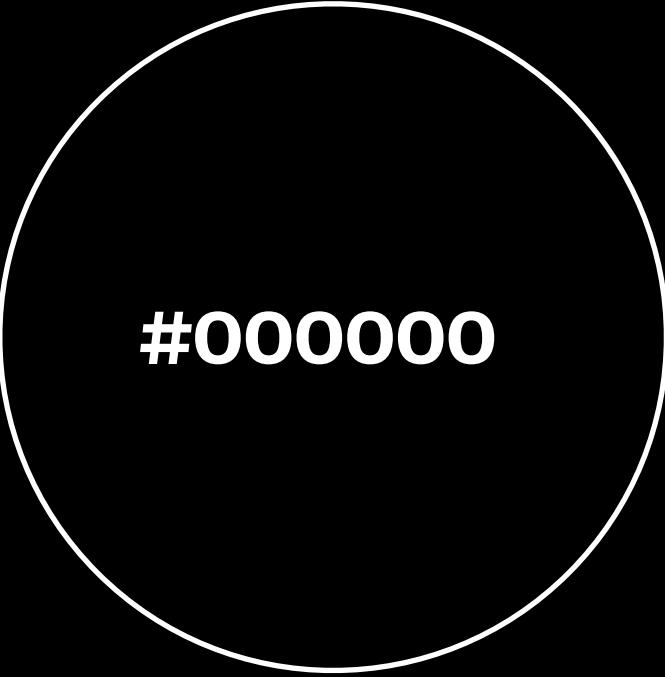
黑白灰配色，凸显品质感，不会喧宾夺主，减少视觉干扰。

The Black-white-grey color plan highlights the sense of quality. It will not make a noise, and can reduce visual interference.



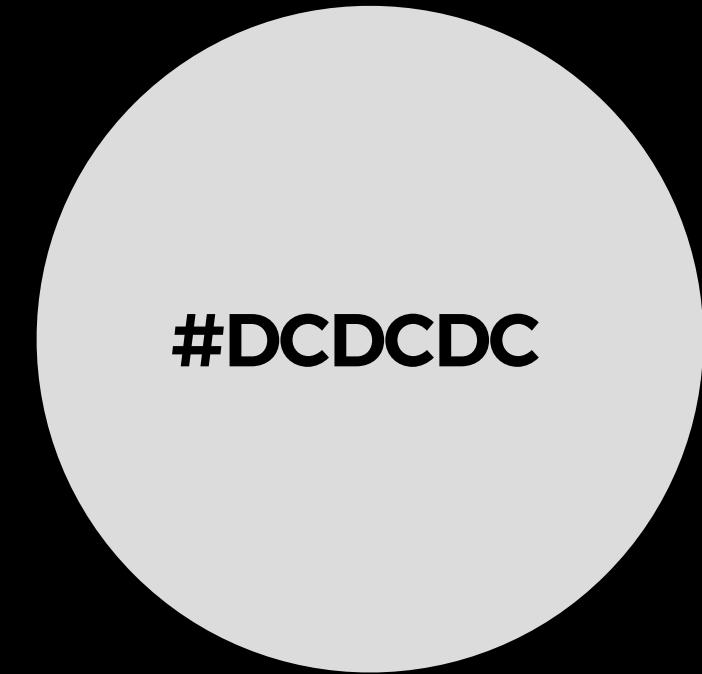
#FFFFFF

主色 / Main Color



#000000

辅助色 / Sub Color



#DCDCDC

辅助色 / Sub Color

字体规范 / Font Standard

FONT



Helvetica Neue LT Pro 75 BOLD

BASIC TYPE

**A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z , . : “ ” ? ! (-)**

BASIC LOGO

Randomevent®

TYPE SIZE

11 pt

用于列表中的简介辅助文字以及部分按钮文字

Used for sub texts of product details in the list and some button texts

16 pt

用于导航栏标题，列表中商品名及部分按钮文字

Used for titles of navigation bar, item names in the list and some button texts

18 pt

用于卡片内商品标题，卡券及正文标题和重要文字

Used for item titles in the card, tickets, main title and other important texts

20 pt

用于主页顶部标题描述和重要文字

Used for top title on homepage and other important texts

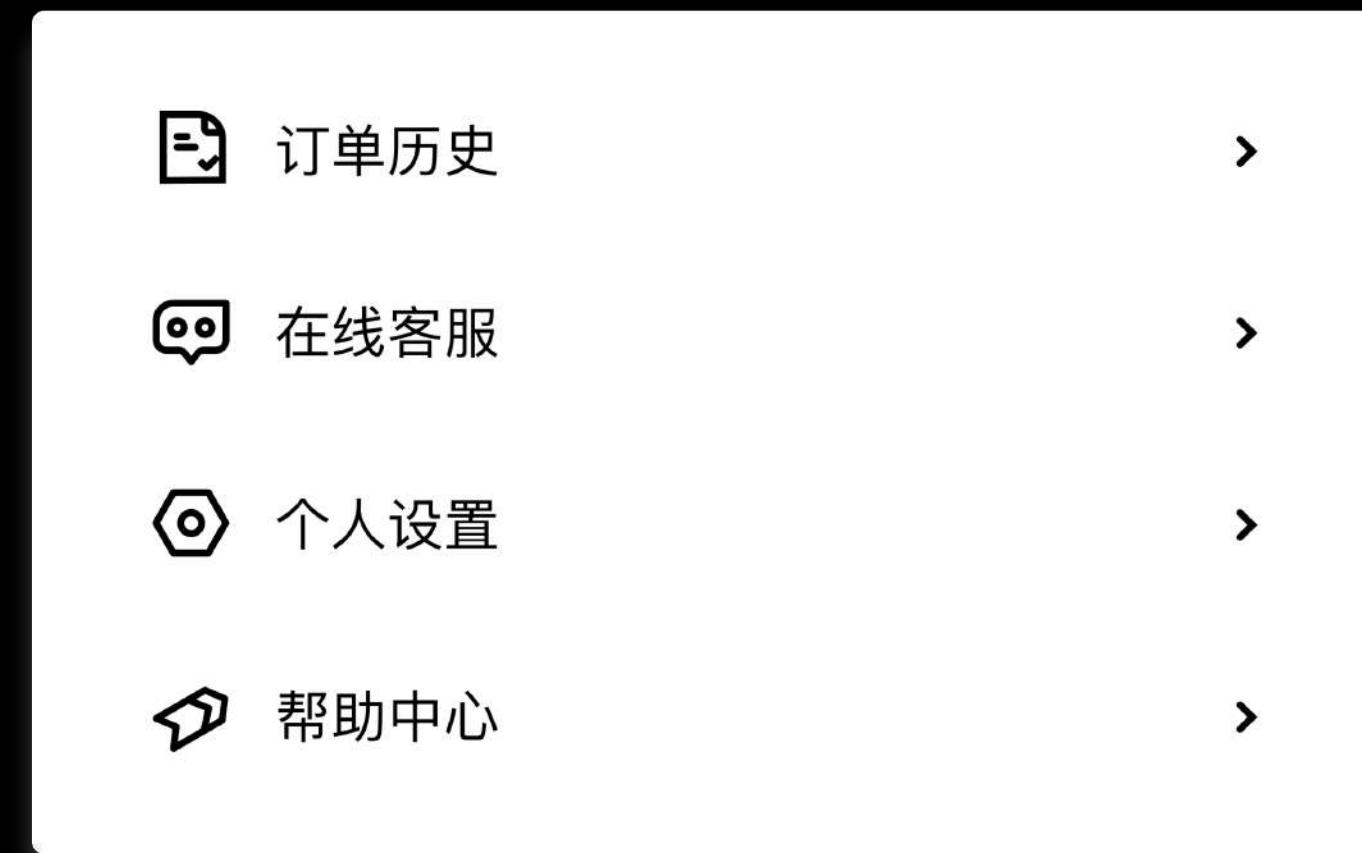
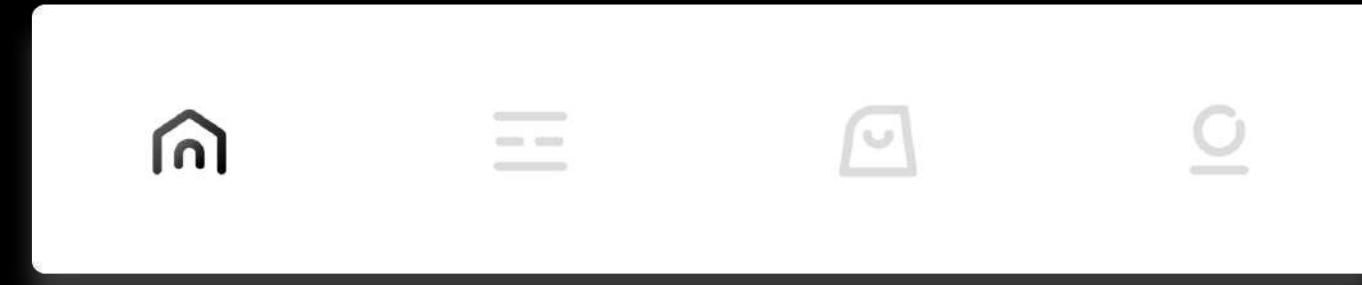
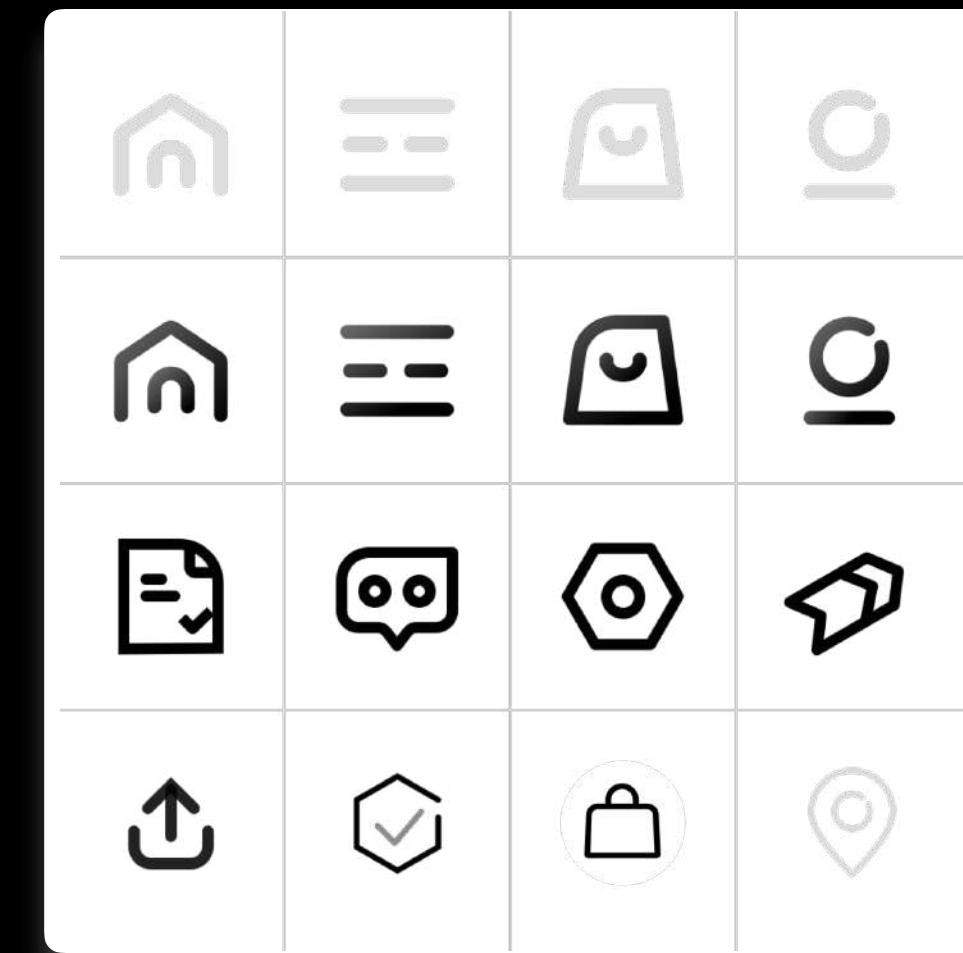
图标规范 / Icon Standard

图标设计内敛低调，圆角弧度体现高级感和品质感，选中图标时使用了微弱的渐变效果，避免单调。

The icon design is introverted and low-key. The rounded arc reflects a sense of high-level and quality. The selection of icons used a little gradient effect to avoid monotony.

ICON SIZE

32*32 / 24*24 / 18*18 / 12*12 pt



小程序设计

/ Mini Program Design

清晰易读，浏览更添乐趣。

Clear and easy to read. Enjoy browsing.

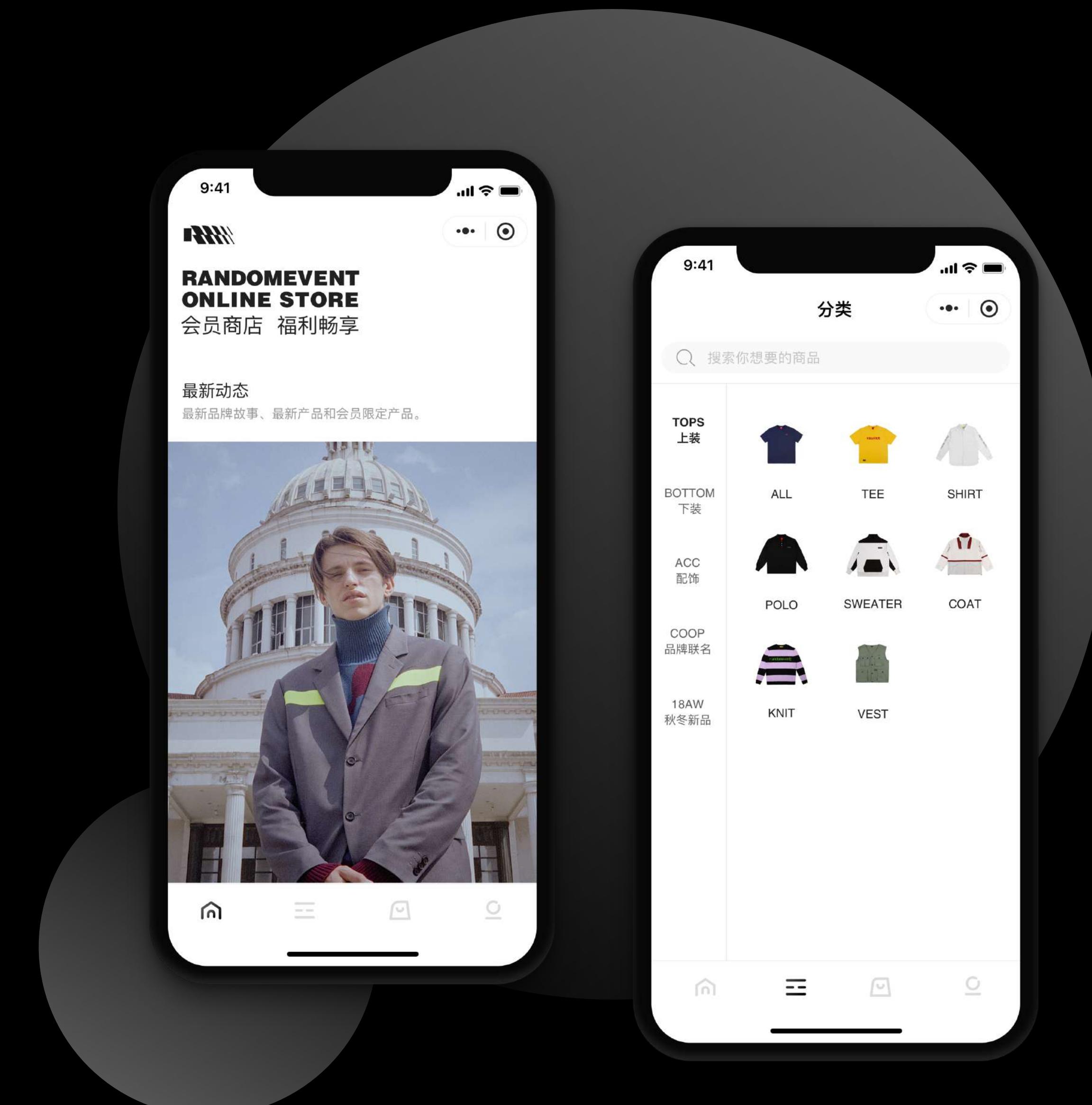
首页 / Homepage

满屏图文 / Full-screen Content

卡片式浏览 / Card Type Browsing

主题专辑 / Subject Columns

纵横交互 / Vertical & Horizontal Interaction



左右分类，方便查看。

Classified category for easy viewing.

分类菜单 / Category

搜索入口 / Search Bar

新季型录 / Up-to-date Lookbook

最新商品 / Latest Items

小程序设计

/ Mini Program Design

订单，快速结算。

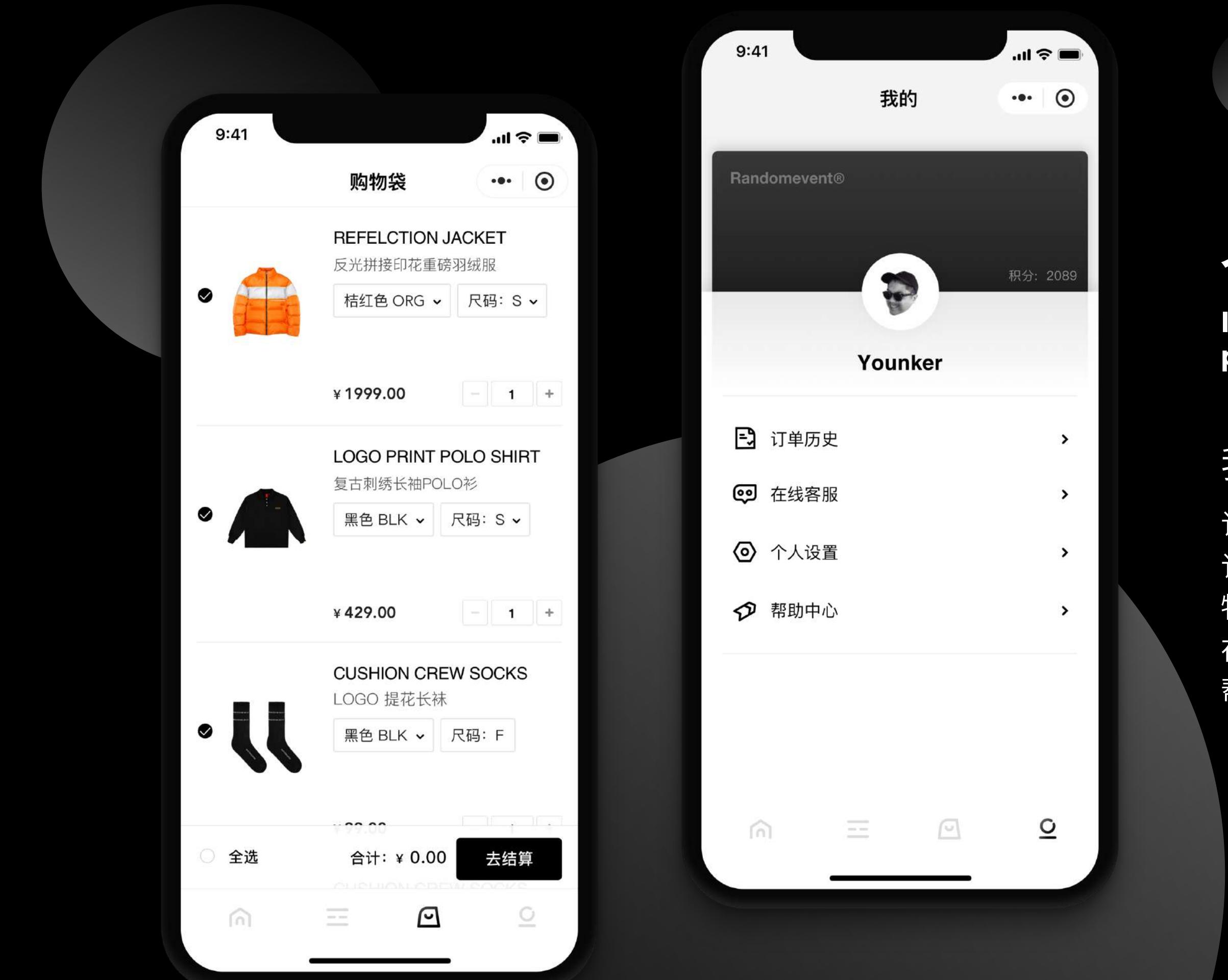
Quick payment process for orders.

购物袋 / Cart

增删改查 / Create, Read, Update, Delete

优惠价格 / Member Discount

自动结算 / Automatic Calculation



个人中心，贴心随行。

Intimate and flexible personal account page.

我的账户 / My Account

订单历史 / Order History

订单状态 / Order Status

物流信息 / Shipping Information

在线客服 / Customer Service

帮助中心 / Help Center

小程序设计

/ Mini Program Design

卡片式浏览，更聚焦内容。

Card type browsing focuses more on content.

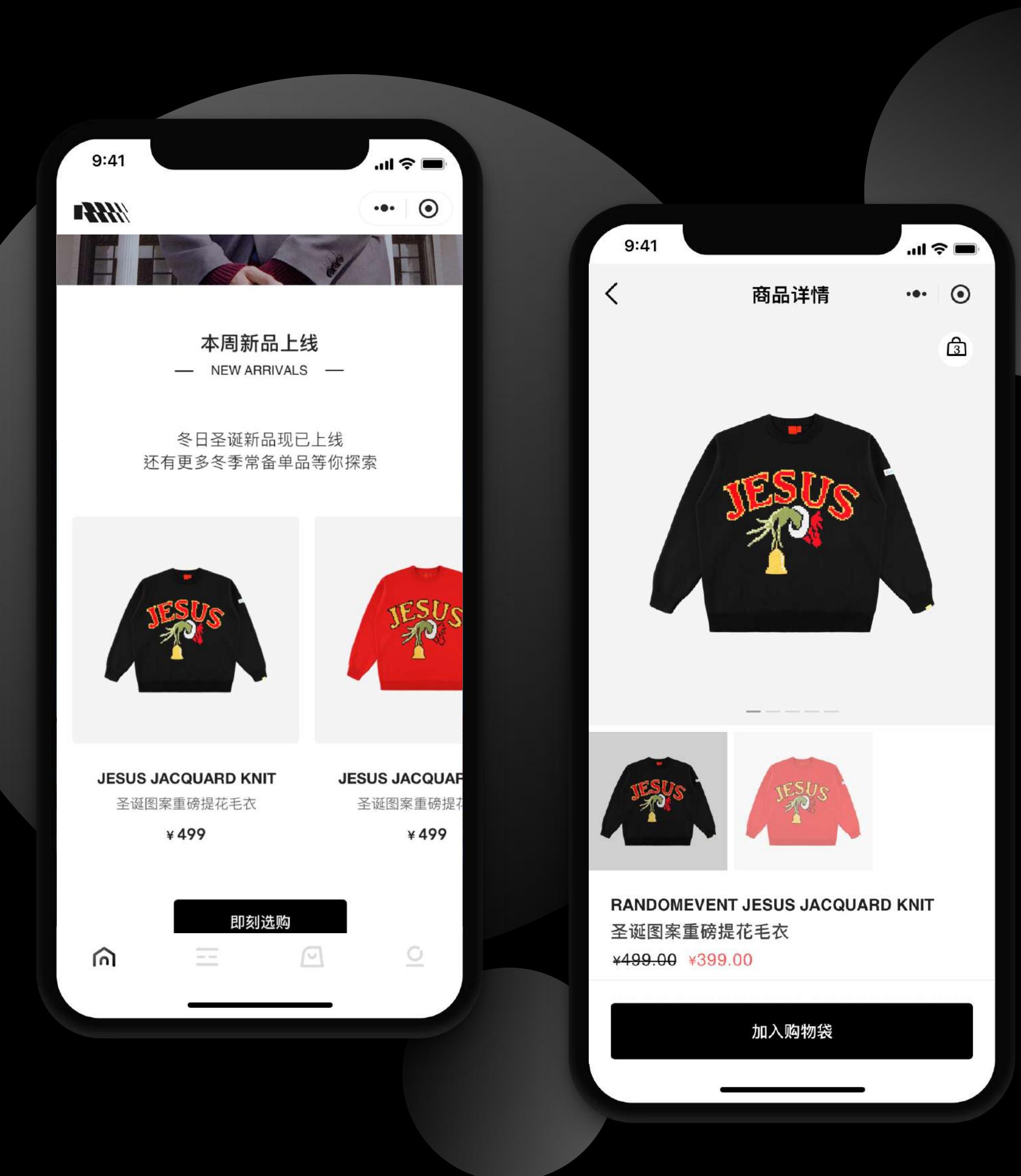
主题专辑 / Subject Columns

横滑查看商品 / Slide Horizontally to View

圆角卡片 / Round-corner Cards

圆角按钮 / Round-corner Buttons

探索的乐趣 / Fun of Exploration



即刻选购心仪的商品，一步到位。

One-step process to get your favorite.

商品详情页 / Product Page

大图浏览 / View the Big Picture

切换颜色 / Switch to Multiple Colors

优惠价格 / Member Discount

尺码详情 / Size Details

小程序设计

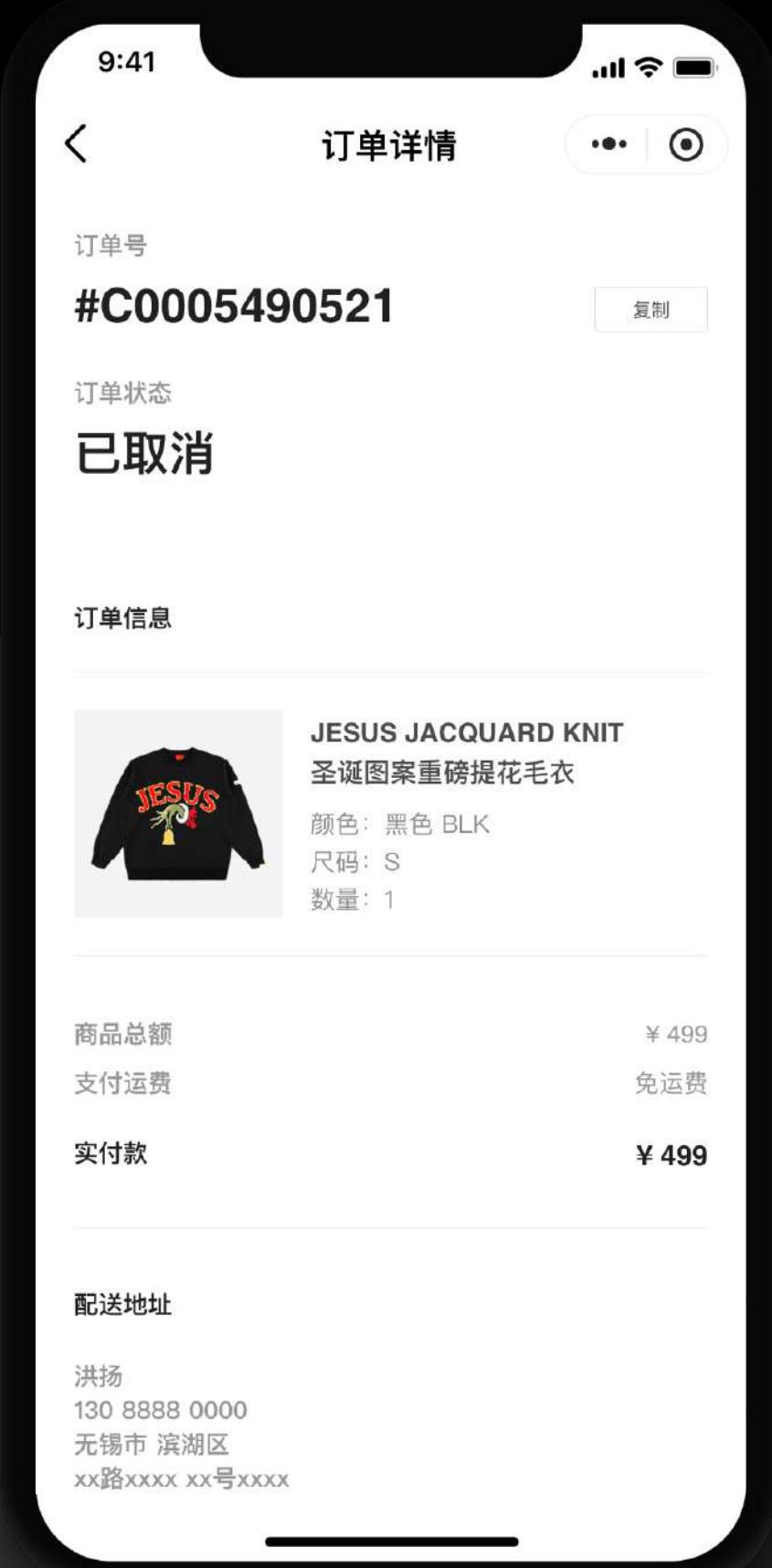
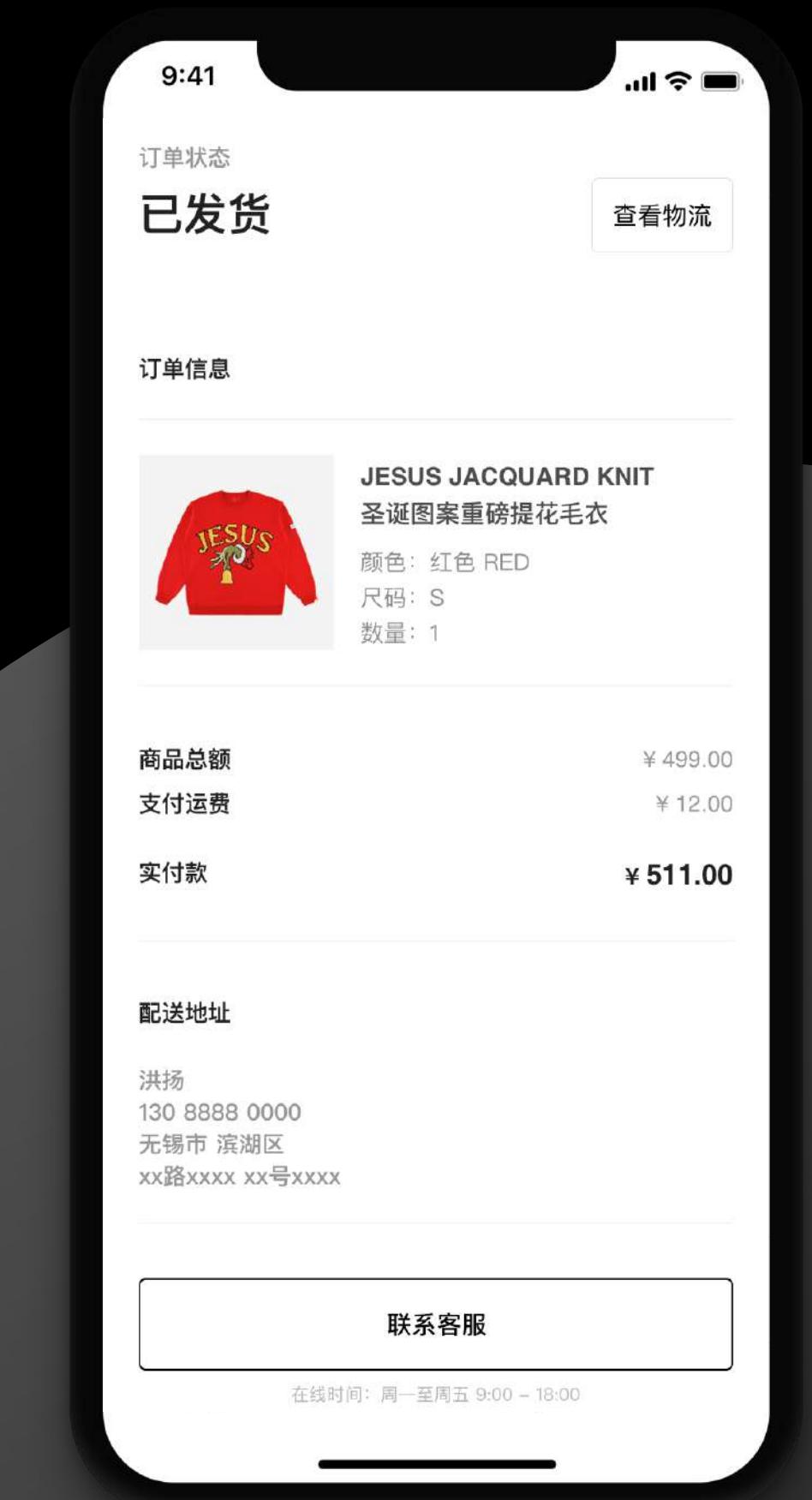
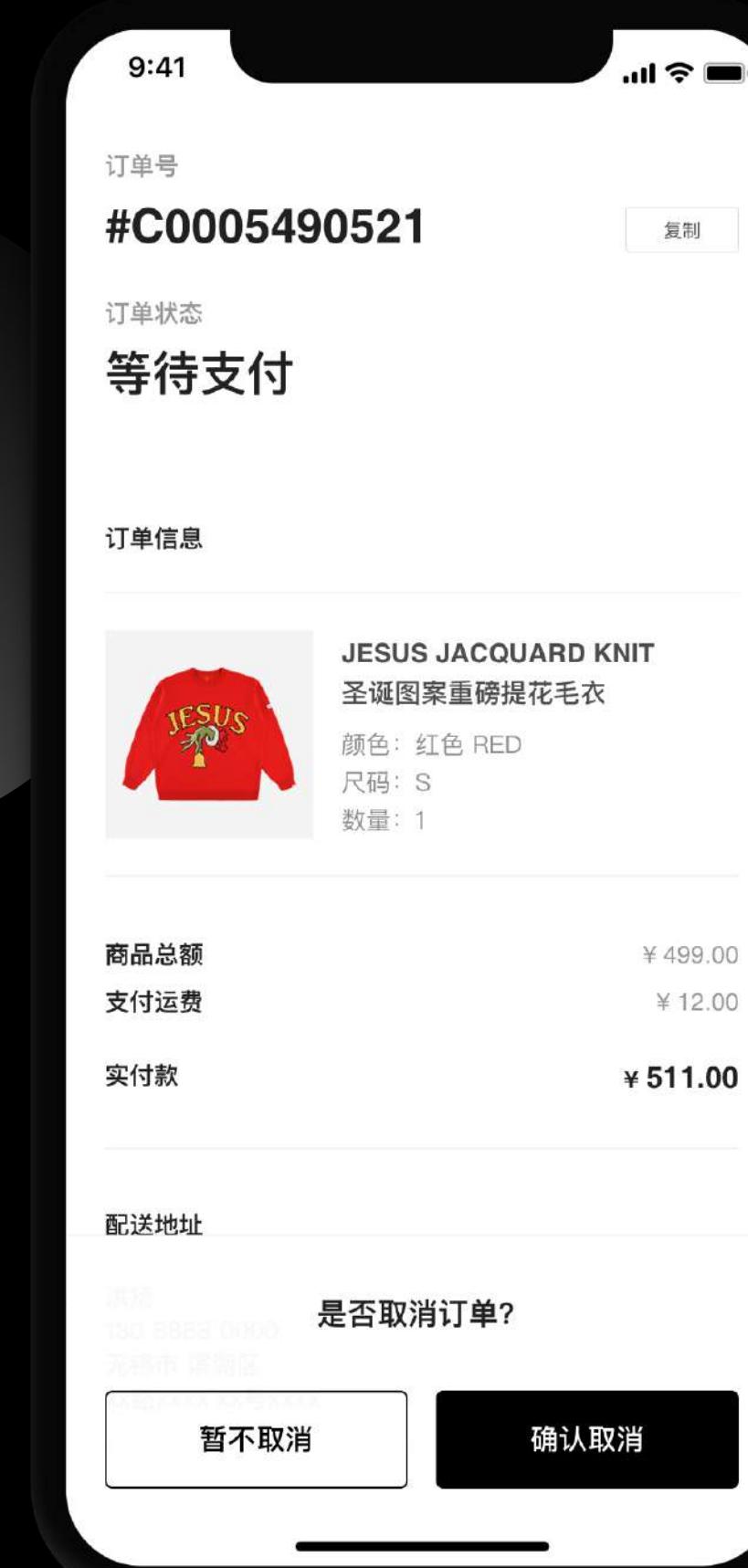
/ Mini Program Design

订单状态，一目了然。

Order status is clear at a glance.

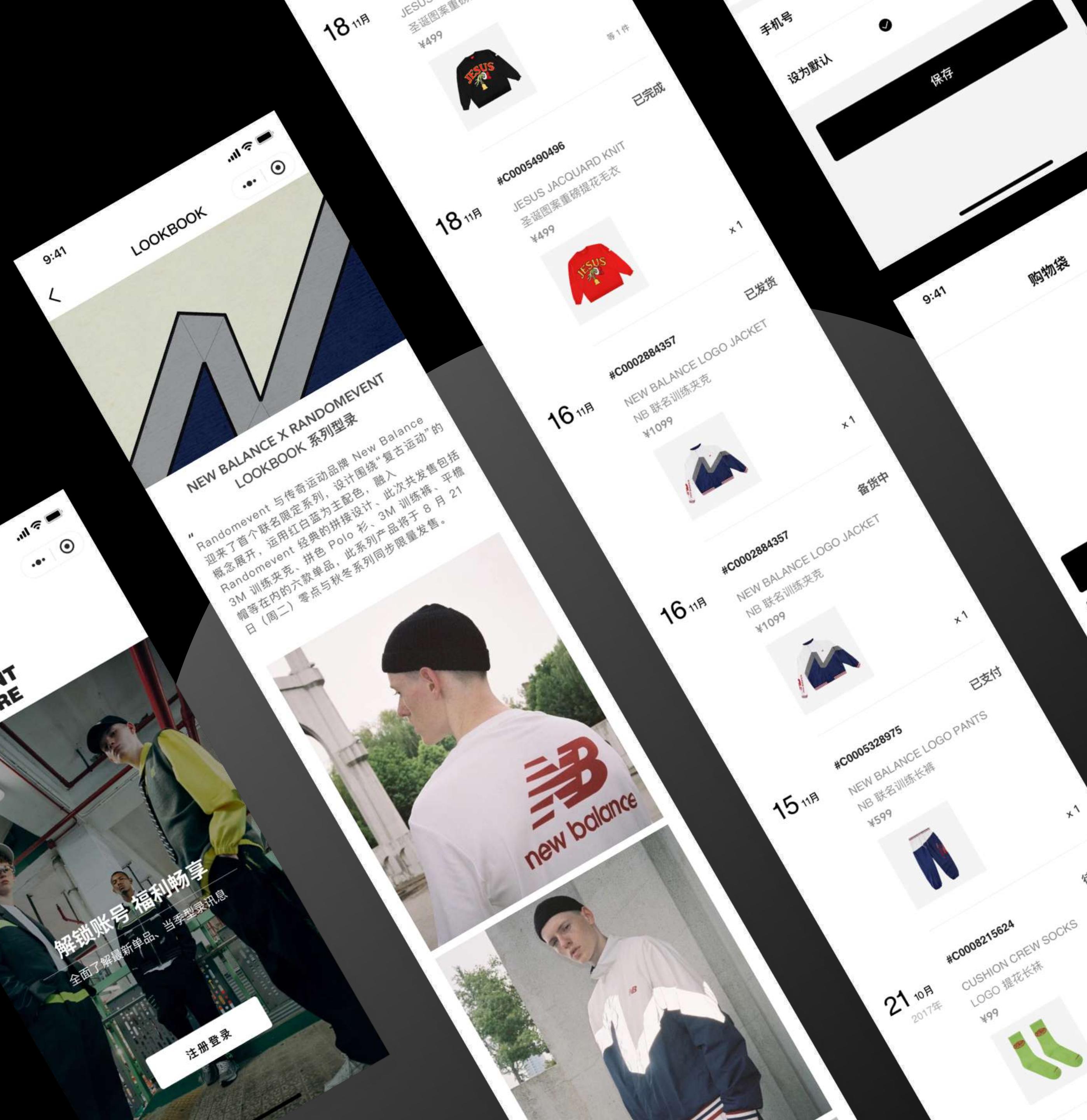
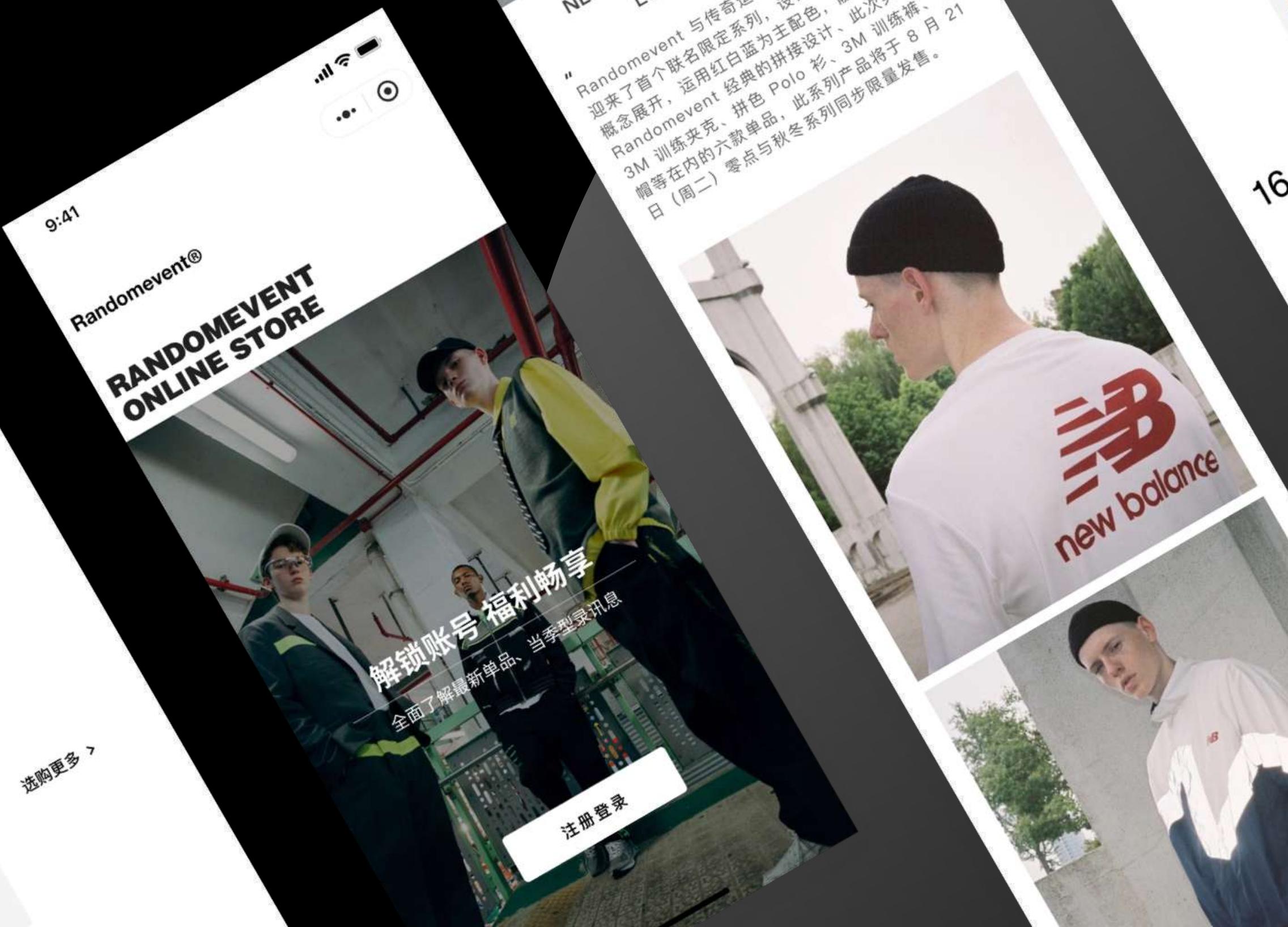
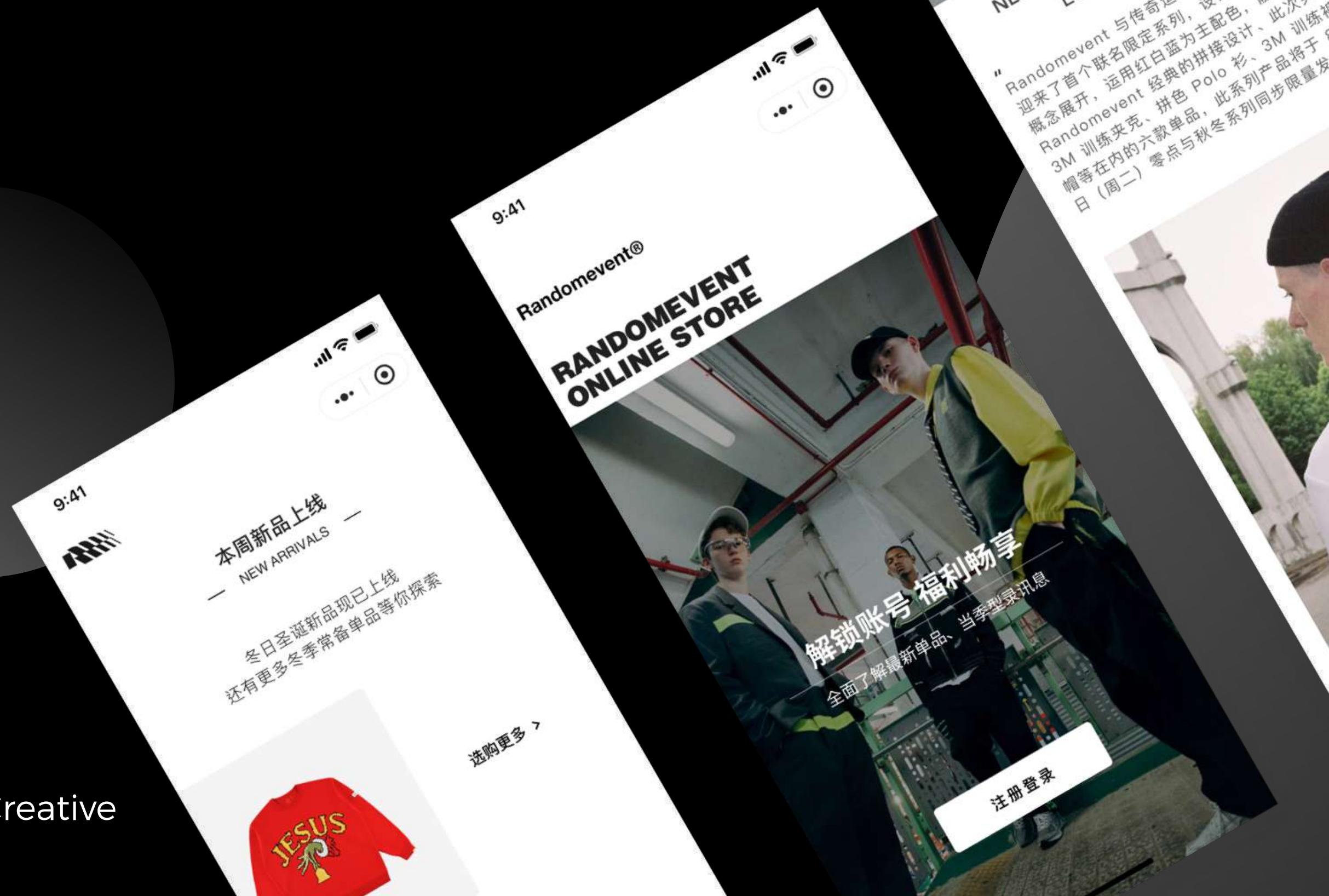
订单页面 / Order Page

逾时自动取消 / Overtime Auto-cancel
号码一键复制 / One-click Replication
实时物流信息 / Real-time logistic Info



小程序设计 / Mini Program Design

更多页面 / Other Pages

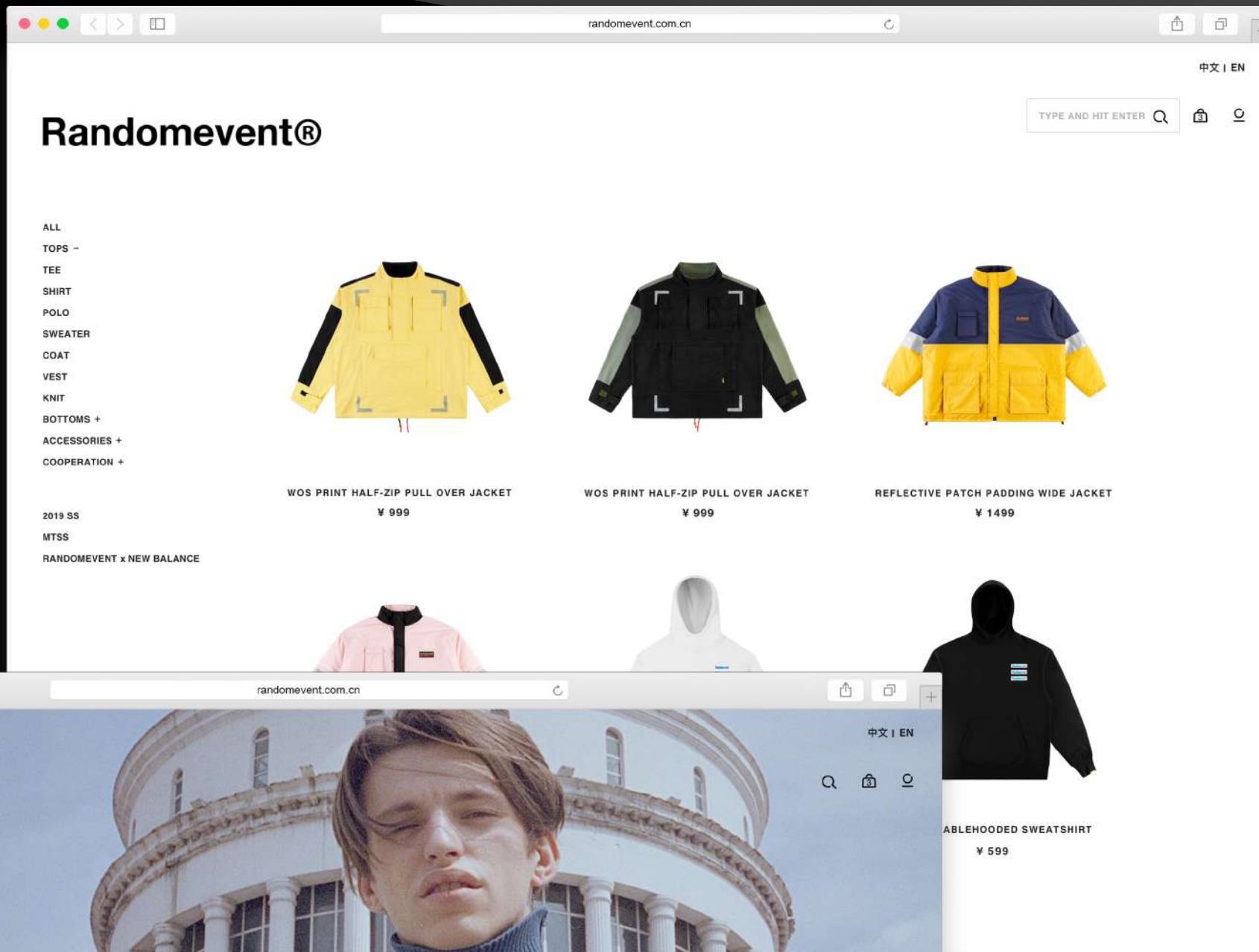
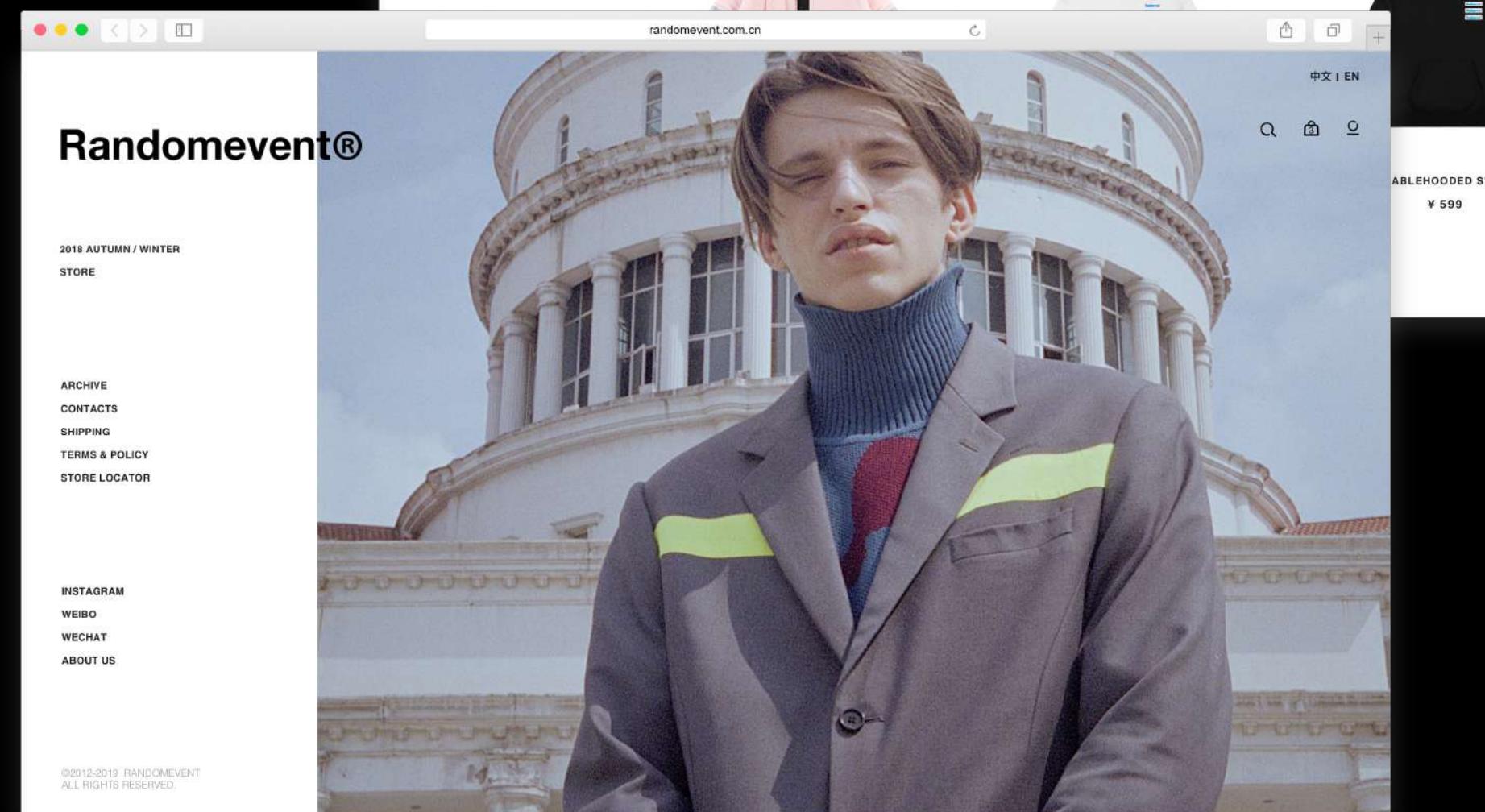


网站设计 / Website Design

条理分明，精彩一览无余。
Well-organized and wonderful to view.

首页 / Homepage

满屏图文 / Full-screen Content
轴线式导航 / Axis Type Navigation
双语切换 / Bilingual Interface Switch
快捷功能入口 / Shortcut



层级分类，方便检索。
Multilevel category for easy searching.

分类菜单 / Category

分层导航 / Multilevel Navigation
新季型录 / Up-to-date Lookbook
联名新品 / Special Crossover
最新商品 / Latest Items

网站设计 / Website Design

订单，一目了然。

Orders are easy to read.

购物袋 / Cart

增删改查 / Create, Read, Update, Delete

图表式信息 / Information Chart

优惠价格 / Member Discount

自动结算 / Automatic Calculation

Randomevent®

MY ACCOUNT

CONTACT DETAILS

USER NAME
yujie

PHONE NUMBER
189 2110 0229

YOUR EMAIL *
cconada@163.com

The information you provide in this form will be used to contact you and provide updates and marketing and inform you of the status of your order as soon as possible. You may change your mind at any time by clicking the unsubscribe link in the footer of any email we receive. We will respect your information.

UPDATE

CART

PRODUCT	DESCRIPTION	SIZE	QUANTITY	PRICE	
	WARNING JACKET	M	- 1 +	RMB 599.00	X
	LOGO EMBROIDERED CORDUROY 9L PANTS	PIK	- 1 +	RMB 599.00	X
	UTILITY VEST	BLK	- 1 +	RMB 599.00	X
	LCT PRINT PATTERN 2 TONE SWEATSHIRT	GRY	- 1 +	RMB 569.00	X
	COLOR PATCH LONG SOCKS	SKY	- 1 +	RMB 99.00	X

Product total: RMB 3,671.75

CONTINUE SHOPPING

CONTINUE

个人中心，个性随心。

Personalized and satisfying personal account page.

我的账户 / My Account

账户资料 / Account Info

邮件订阅设置 / Email Subscription Settings

历史订单信息 / Order History Info

网站设计 / Website Design

心仪商品，极致呈现。

Show your favorite in the extreme.

商品详情页 / Product Page

大图浏览 / View the Big Picture

切换颜色 / Switch to Multiple Colors

优惠价格 / Member Discount

尺码详情 / Size Details

The Randomevent website features a clean, modern design. The top screenshot shows the 'REVIEW & PAY' section of the checkout process, displaying order number #C0005490521 and pending shipment status. It includes fields for billing and shipping addresses, and a payment method section. The bottom screenshot shows a product detail page for a 'WOS PRINT HALF-ZIP PULL OVER JACKET'. It features a large, clear image of the jacket, a detailed product description, color and size selection dropdowns, a quantity selector (set to 2), and an 'ADD TO CART' button. The website also includes a search bar and a sidebar with other product recommendations.

订单详情，尽在掌握。

Orders are all in control.

订单页面 / Order Page

逾时自动取消 / Overtime Auto-cancel

号码一键复制 / One-click Replication

实时物流信息 / Real-time logistic Info

网站设计 / Website Design

更多页面 / Other Pages

The screenshot shows the Randomevent website's Order History page. At the top, there are sections for 'ABOUT US' and 'RANDOMEVENT MAKE THINGS WORSE BUT COOL.' Below this is a large video player showing a grid of small video thumbnails. The main content area displays a timeline of shipping events:

- 2018/08/25 12:29: Arrive: jiangsu suzhou distribution center superior station: zhejiang yiwu distribution center
- 2018/08/25 12:29: Arrive: zhejiang dongyang city company sends to: jiangsu wuxi net inn bag
- 2018/08/25 12:29: Arrive: zhejiang dongyang city company already hired a piece
- 2018/08/25 12:29: Your order has been submitted to the warehouse for processing

At the bottom, there is a 'CHECK THE ORDER' button and an 'OK' button.

The screenshot shows the Randomevent website's ARCHIVE page. It features a large image of a blue rabbit sitting in a field. To the right, there is a detailed description of an event titled 'MELTING SADNESS PARK VOL.2' held from November 17 to March 10, 2019, at the '可·美术馆' in Shanghai. The text discusses the artist's intention to bring his '游乐园' to the countryside. Below this is another event entry for '香港街头实录' (Hong Kong Street Real Record) held on November 20, 2019, featuring a photograph of two men in Randomevent clothing.

The screenshot shows the Randomevent website's STORE LOCATOR page. It displays a map of Tokyo, Japan, with several store locations marked. A red pin indicates the location of 'STREAMER COFFEE CO'. The page also includes a table with columns for 'NAME', 'ADDRESS', 'PHONE', and 'OPENING HOURS'.

NAME	ADDRESS	PHONE	OPENING HOURS
STREAMER COFFEE CO	渋谷区神南1丁目17番1号	03-5468-1111	11:00~22:00
GIP STORE	渋谷区神南1丁目17番1号	03-5468-1111	11:00~22:00
Galaxy 潮河系	渋谷区神南1丁目17番1号	03-5468-1111	11:00~22:00

FASHION ATLAS

PIONEERING EXPLORATORY ORIGINAL

潮流前沿 / Fashion Front

时尚插画 / Fashion Brand Illustration





#AMBUSH

#RANDOMEVENT

#NEWBALANCE



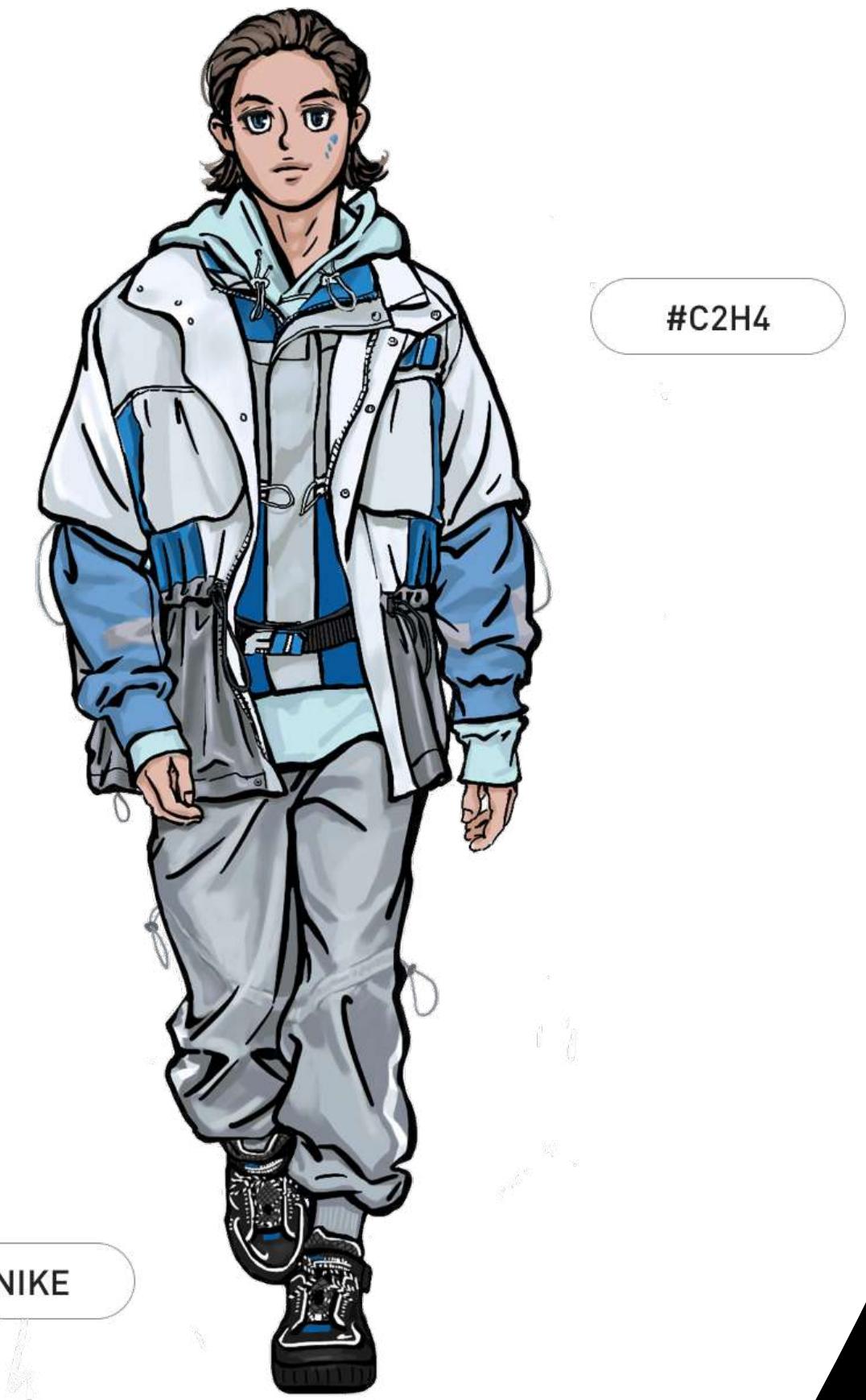
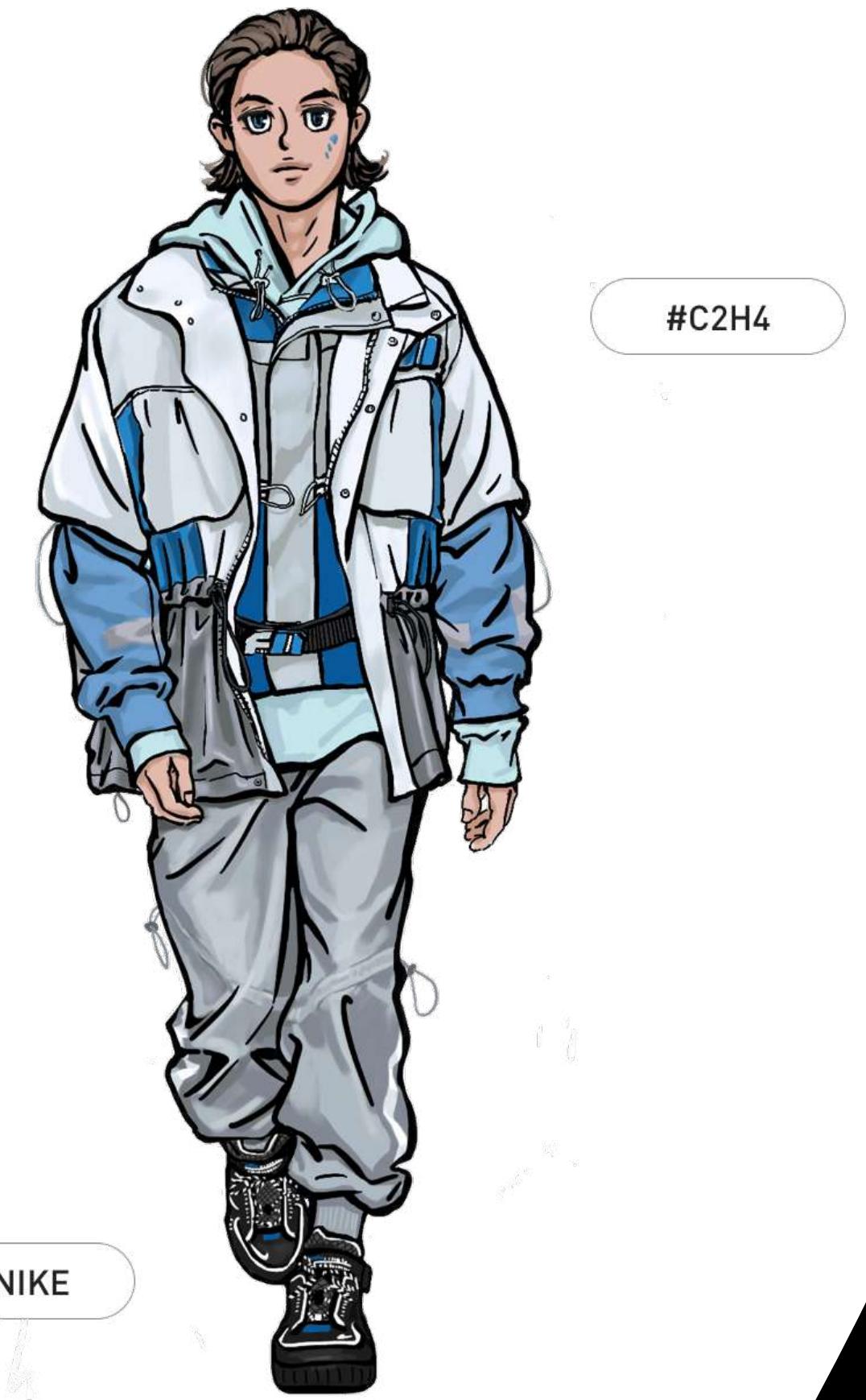
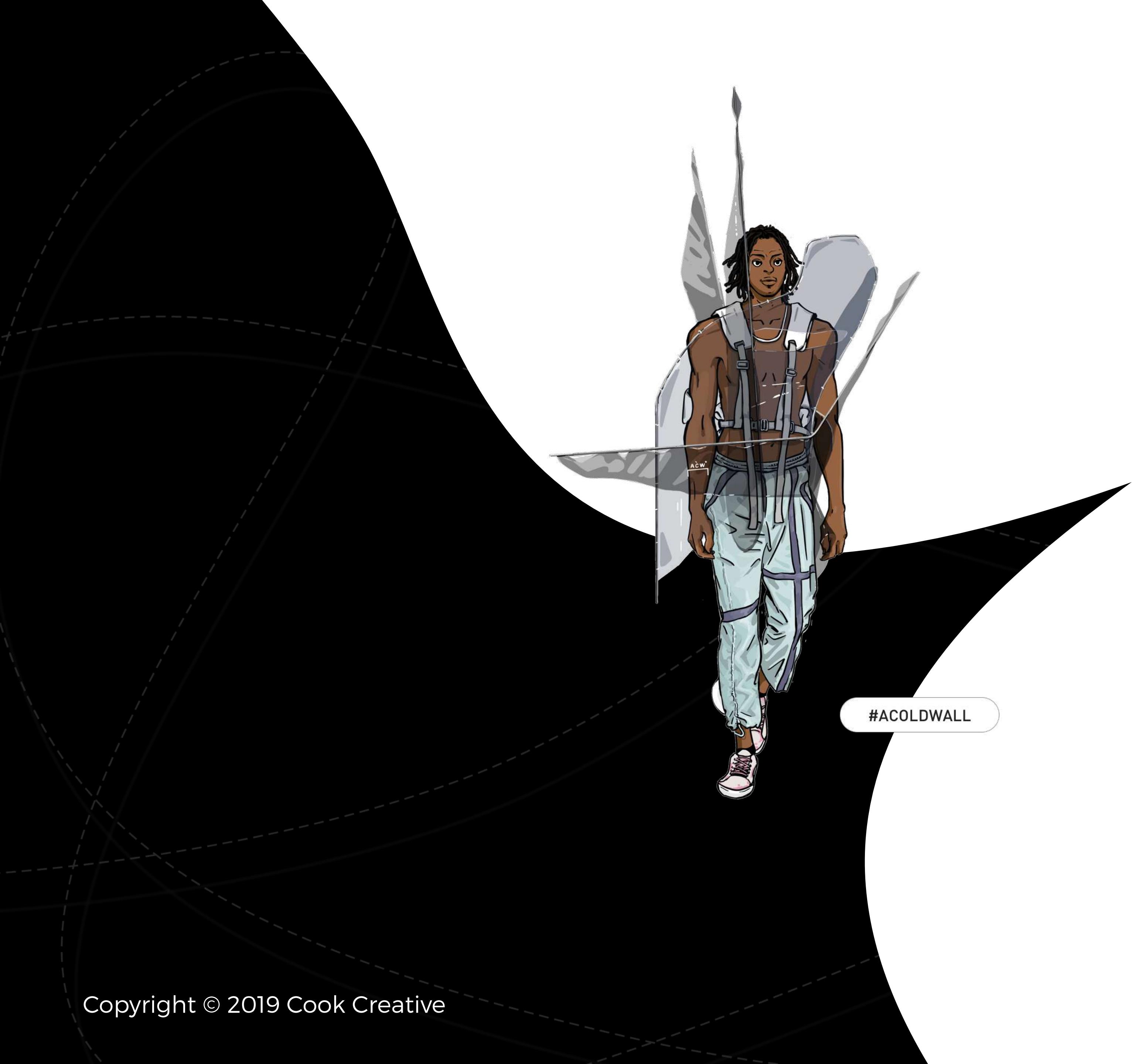
#BIANCACHADON

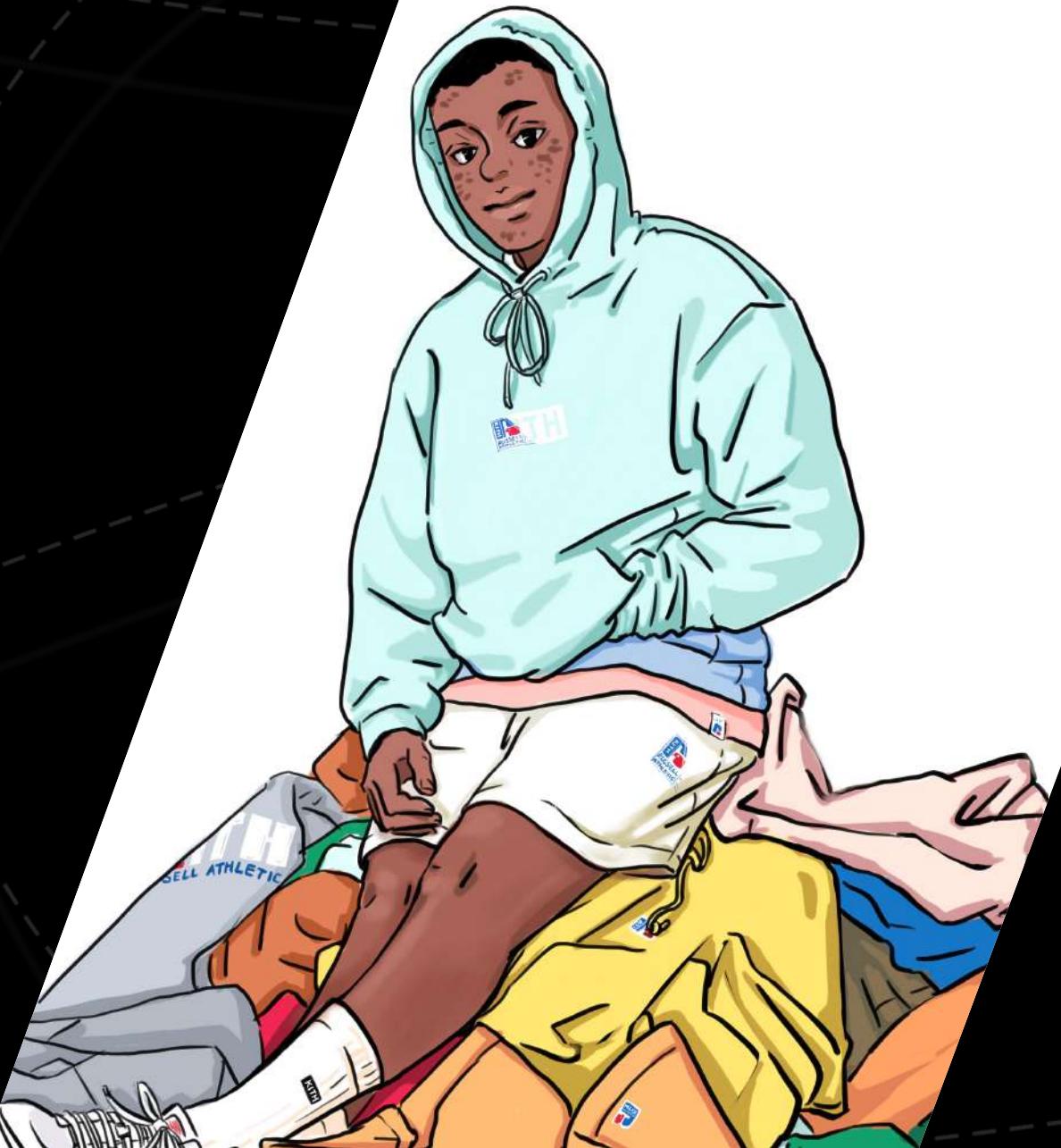


#ADIDAS



#MAISONKITSUNE





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Copyright © 2019 Cook Creative



Copyright © 2019 Cook Creative



Copyright © 2019 Cook Creative



Tongyan

科 学 育 儿 利 器

移动应用 / Mobile Application

IP 形象 / Intellectual Property

产品概述 / Overview

产品介绍 / Introduction

科学育儿利器，全方面覆盖学龄前儿童的需求，趣味科学小实验，海量 DIY 短视频，边玩边学，解决新手爸妈育儿难题，与宝贝一起感受创造的乐趣。

Tongyan is a professional parenting tool focusing on the needs of preschoolers. It is a specially designed club for children containing numerous funny educational experiment videos. It uses interesting contents to raise the interaction between children and parents.

用户人群 / Target User

3-6岁学龄前儿童及其家长，旨在增进亲子互动。

Our aim is to further the interactions between 3 to 6 years old preschool children and their parents.

前沿理念 / Main Idea

风靡全球的 STEAM 教育理念，让宝贝全面发展。

STEAM education theory makes children develop from the entire aspect.

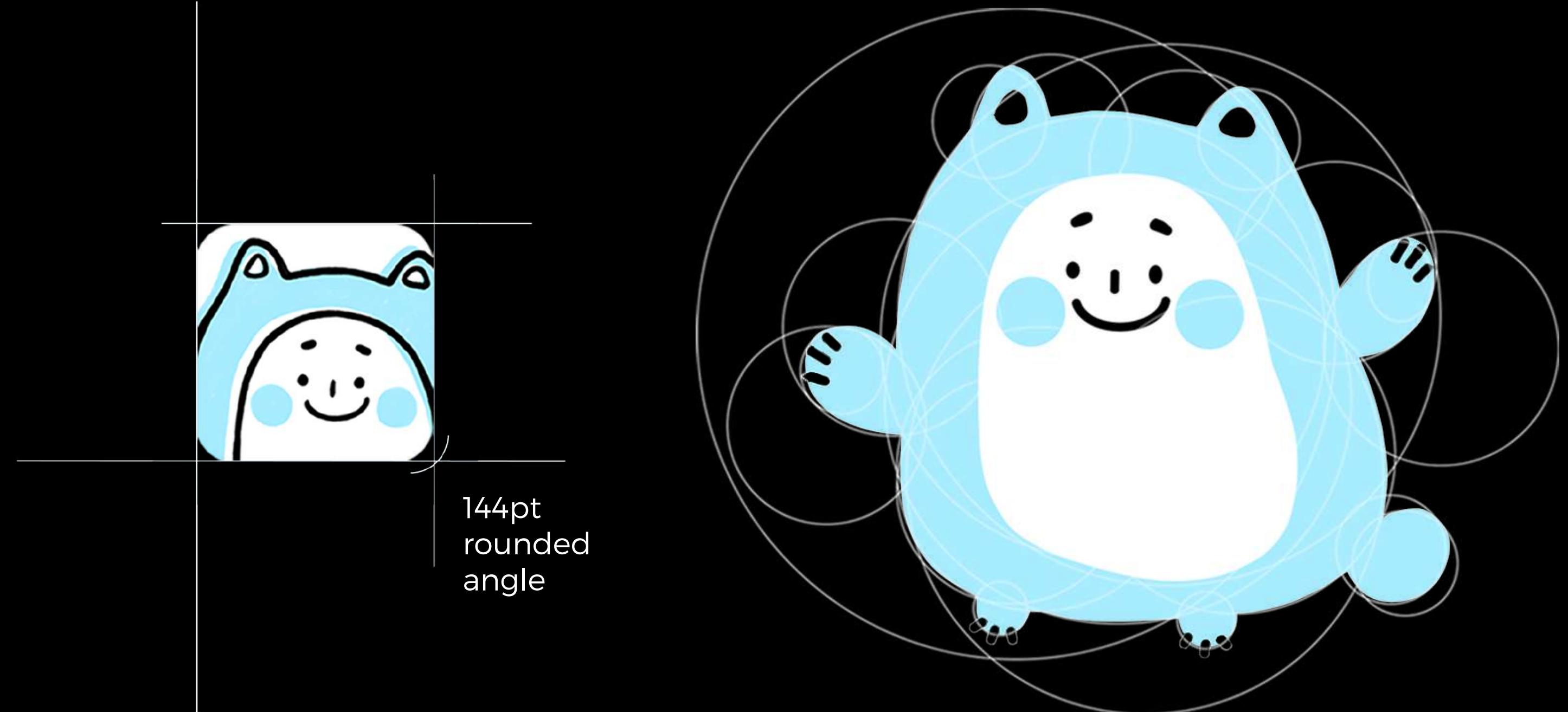
标志规范 / Logo Standard

手绘设计的 Jamm 形象，圆润可爱，充满童趣。使用布尔运算，将手绘 Jamm 形象原型进行规范化。

The image of Jamm in hand-painted design is round and lovely, full of child's taste. Then we use Boolean operation to create the standard version of Jamm.

ICON SIZE

1024*1024 pt



色彩规范 / Color Standard

天真的蓝色，是 Jamm 的专属色。搭配黑白两色达成平衡，充满童趣的同时又不失品质感。

The innocent blue is the exclusive color for Jamm. The collaboration of black and white achieves a balance. It is full of child's taste without losing the sense of quality at the same time.



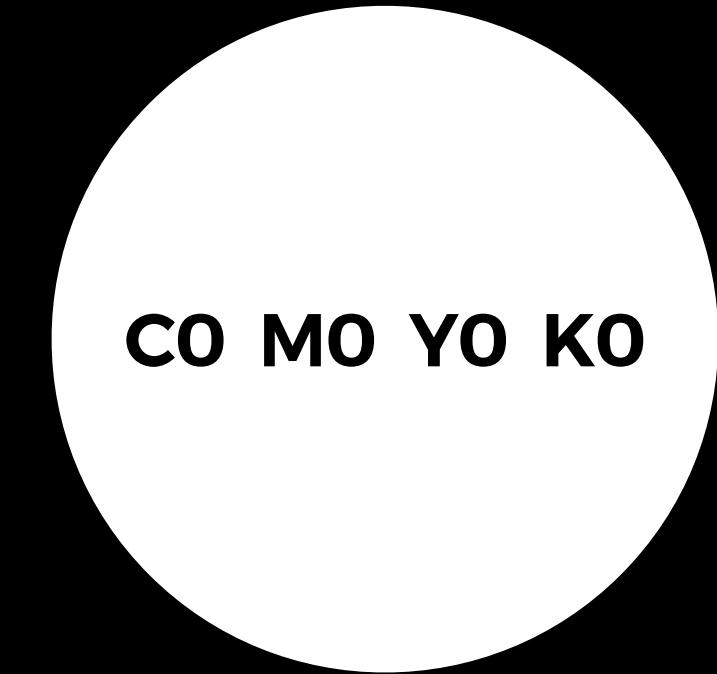
C36 M0 Y5 K0

主色 / Main Color



CO MO YO K100

辅助色 / Sub Color



CO MO YO KO

辅助色 / Sub Color

字体规范 / Font Standard

改良自 Comfortaa 字体，无衬线风格，边角圆润，与童yan的气质十分贴合。

Modified from Comfortaa font, this font has sans serif style and rounded corners. It suits the temperament of Tongyan very well.



Tongyan
Scientific
parenting tool

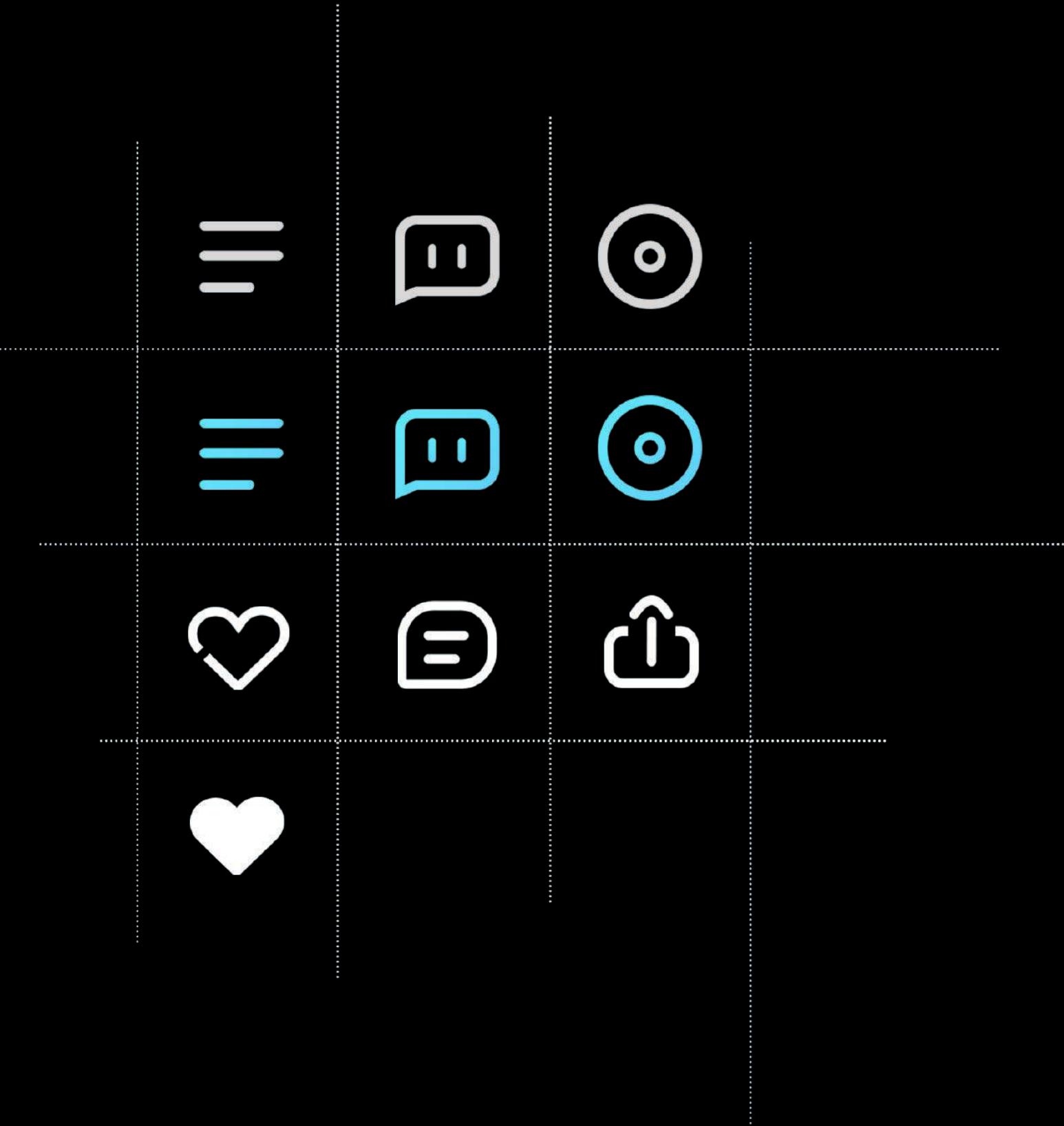
图标规范 / Icon Standard

简单的线性图标，给产品带来轻盈、简洁的感觉。整体圆润
可爱，贴合产品气质，识别性强。

The simple linear icons bring the product a light,
graceful and concise feeling. The round and lovely style
fits the temperament of the product and has strong
recognition.

ICON SIZE

12*12 / 16*16 / 24*24 pt



界面设计 / Interface Design

首页 / Homepage

杂志般的阅读体验 / Magazine-like Reading Experience
丰富的交互触点 / Rich Interactive Touchpoints
轻盈的视觉风格 / Light & Graceful Visual Style



文章详情 / Article Page

简洁清晰的版式 / Simple & Clear Format
情感化设计的元素 / Elements of Emotional Design
高用户粘度 / High User Viscosity

界面设计 / Interface Design

作者专栏 / Author's Column

沉浸式设计 / Immersive Design
圆角卡片 / Rounded Corner Cards
透气的光影效果 / Breathable Shadow Effects



界面设计 / Interface Design



发现页面 / Discovery Page

渐变图标 / Gradient Colored Icons

圆角卡片 / Rounded Corner Cards

热门专辑 / Hot Topic Columns

STEAM 分类 / Classification by STEAM Theory

周边产品 / Peripheral Product

Jamm 系列 iPhone 手机壳 (A/B 两款)

Jamm Series iPhone Case (Design A/B)



表情包 / Emoji

Jamm 系列表情包：Jamm 的萌贱日常

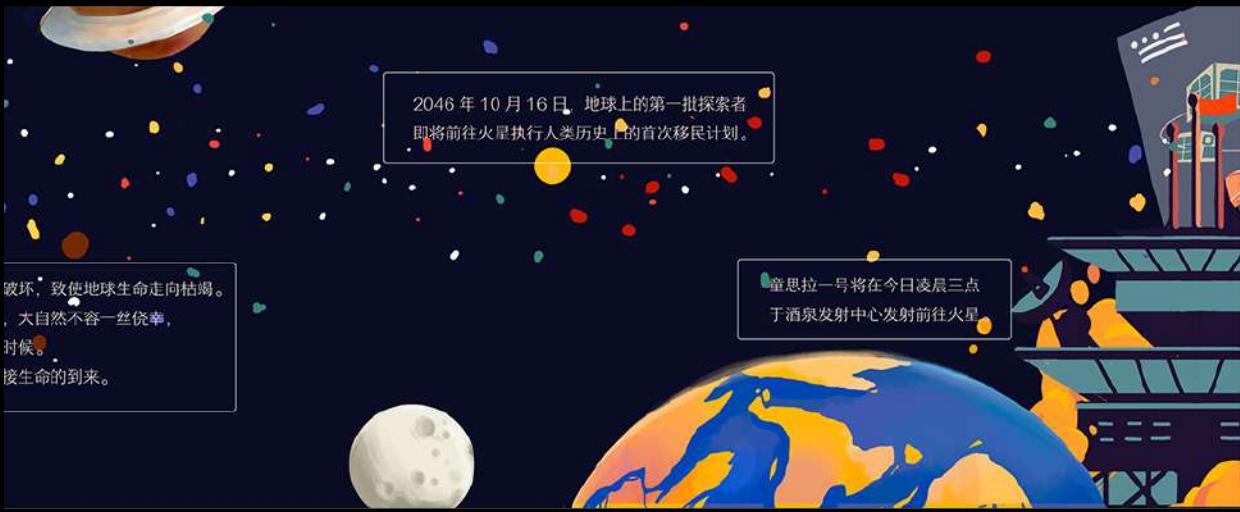
Jamm Series Emoji: Naughty Daily of Jamm



系列漫画 / Comic Series

Jamm 系列漫画之火星移民计划

Jamm Comic Series: The Mars Immigrant Plan



系列漫画 / Comic Series

Jamm 系列漫画之山海经

Jamm Comic Series: The Classic of Mountains & Rivers





GIFT TALK

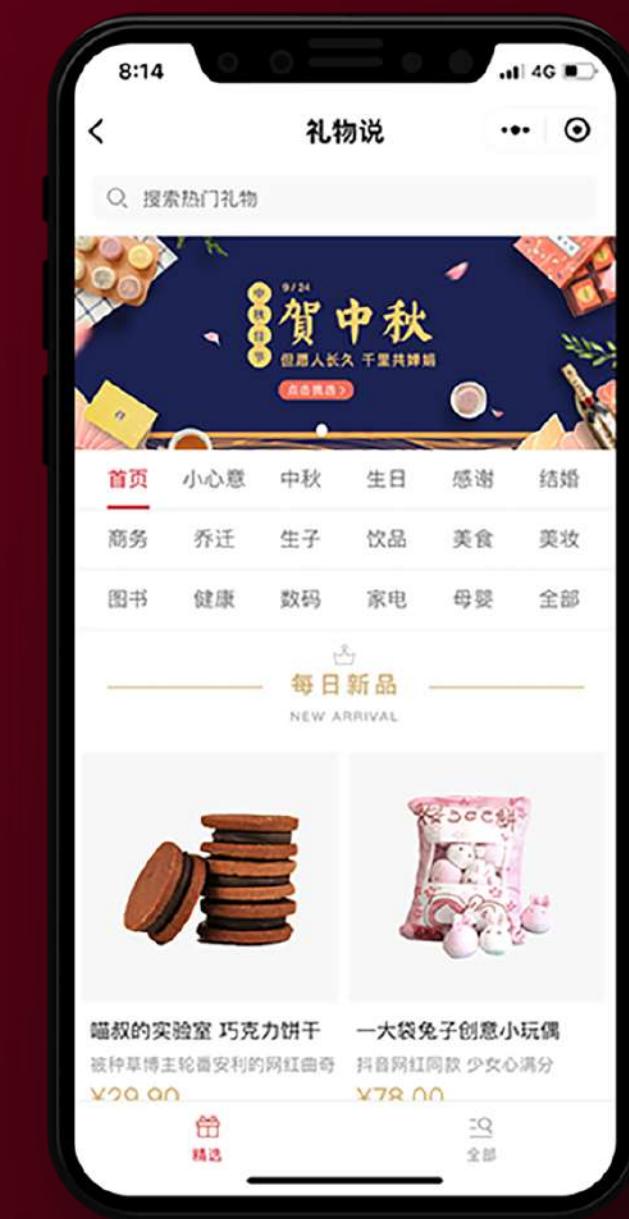
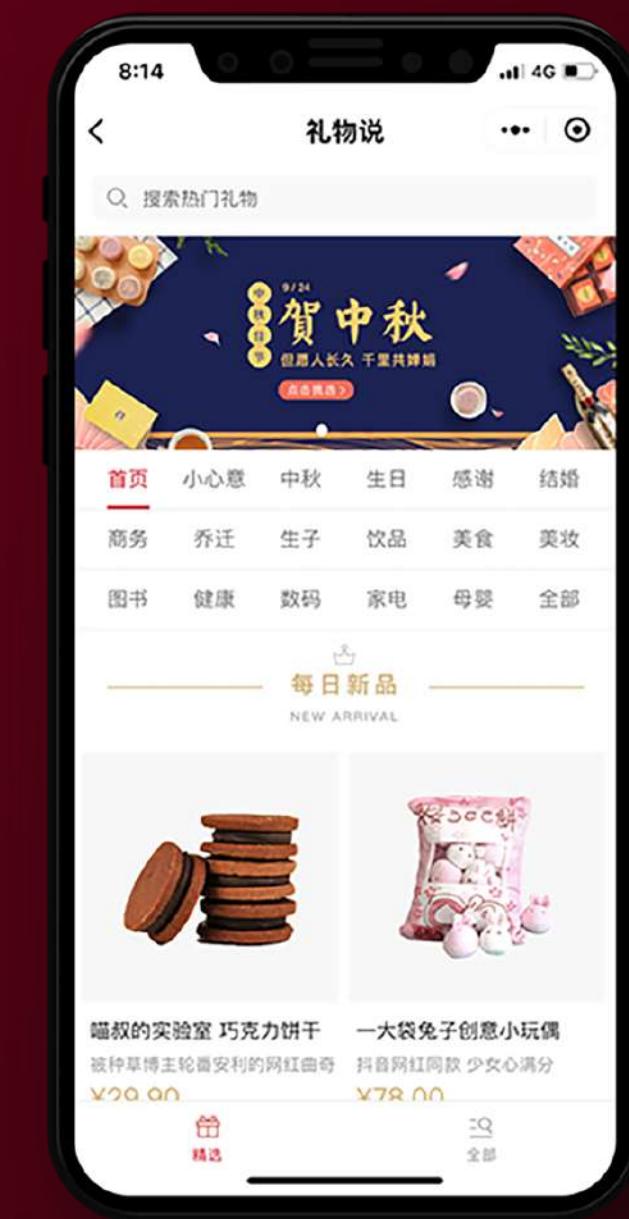
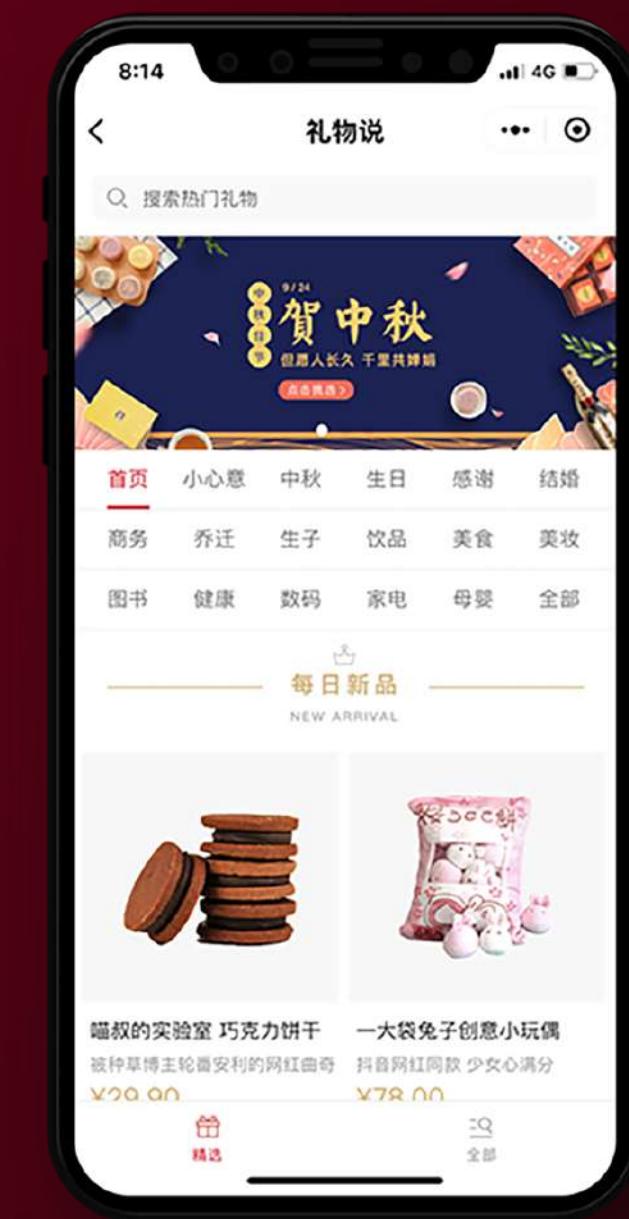
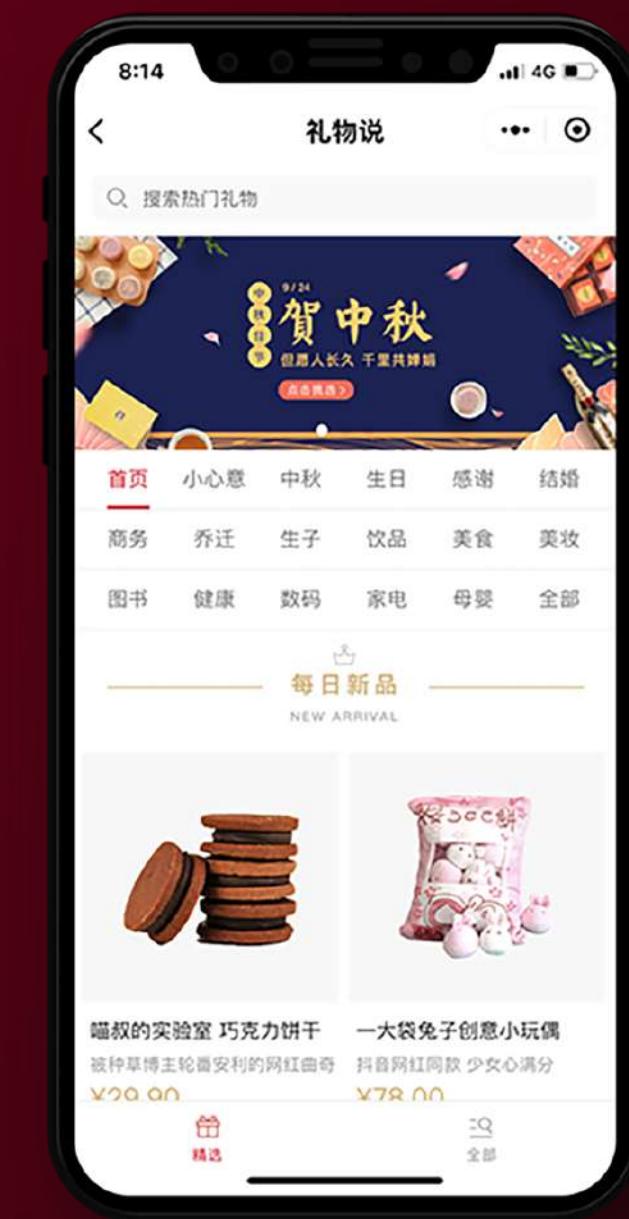
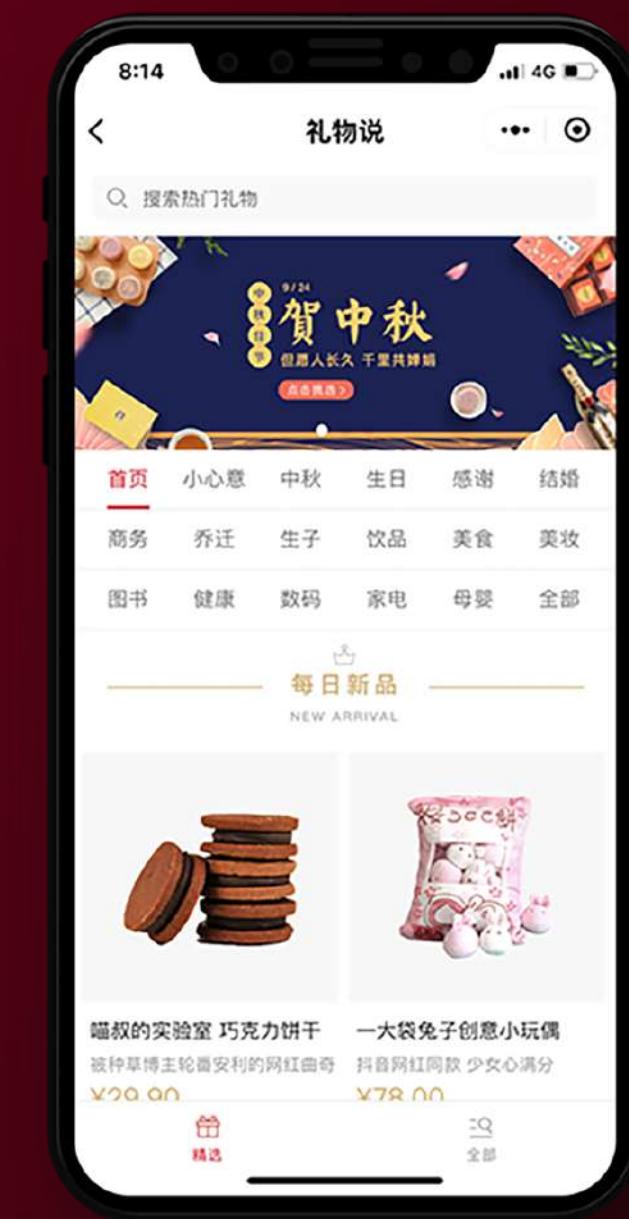
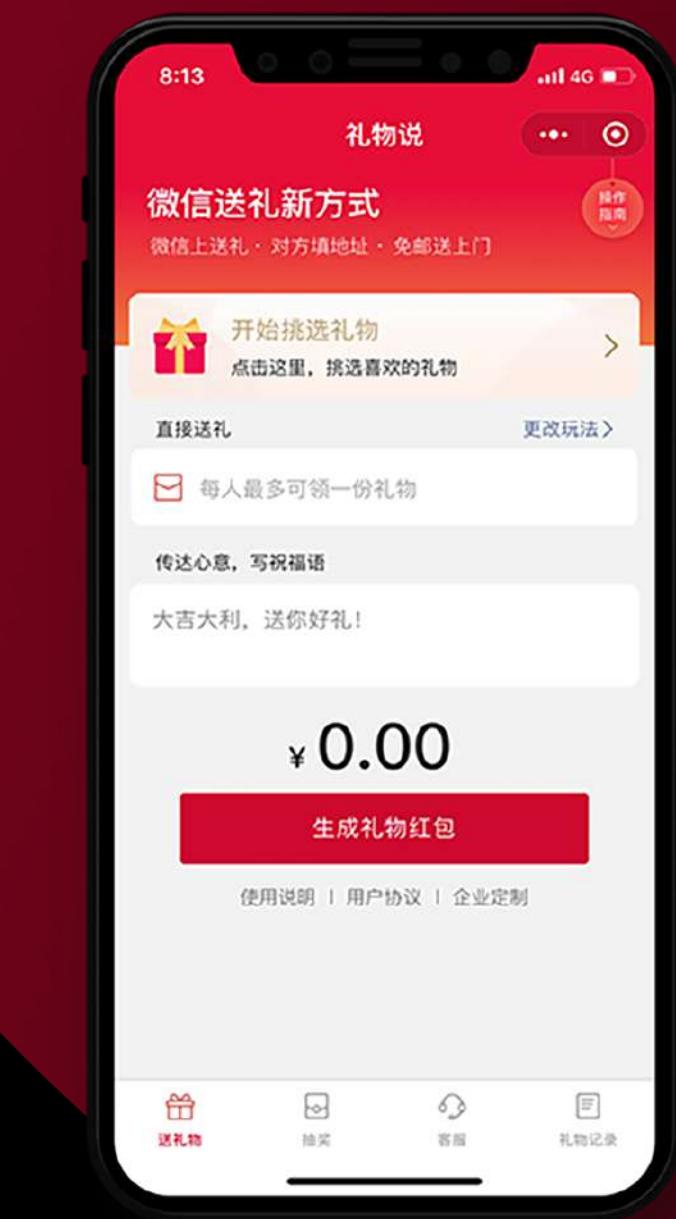
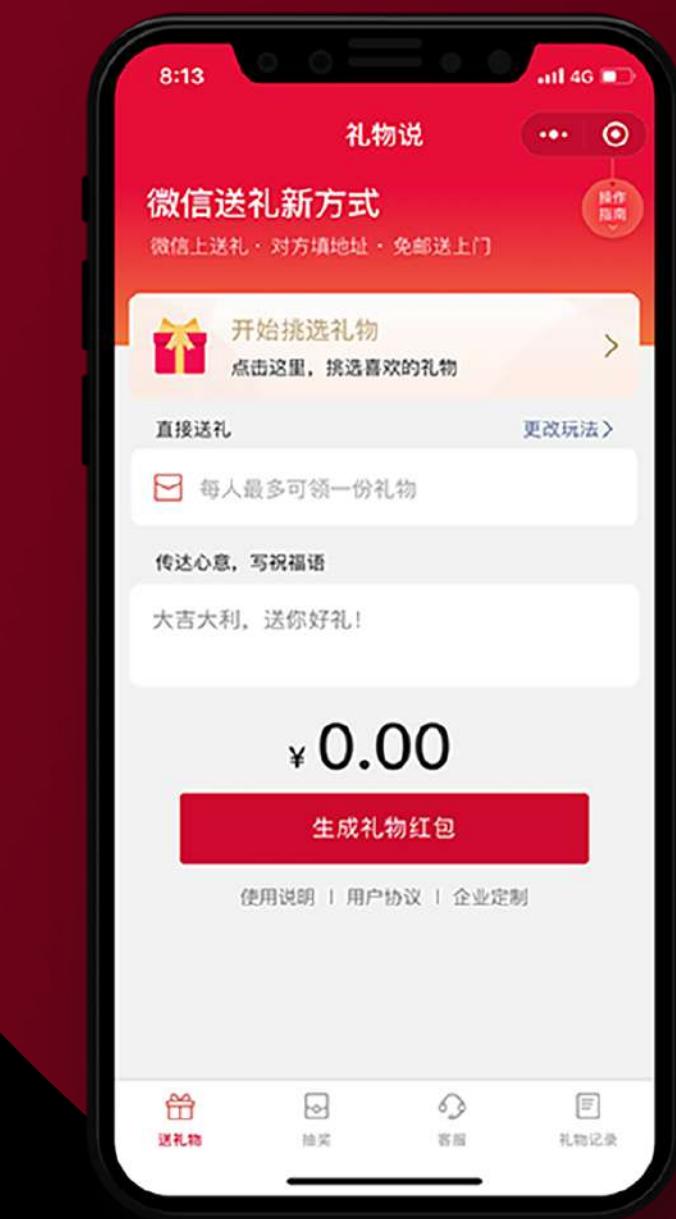
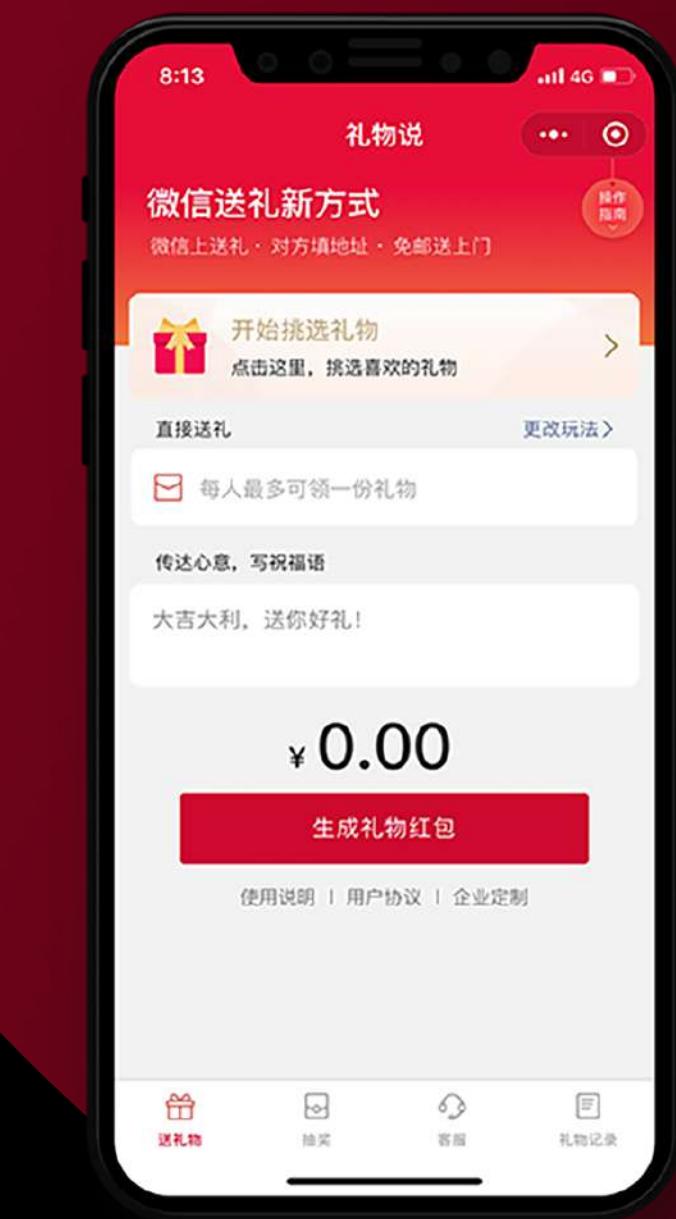
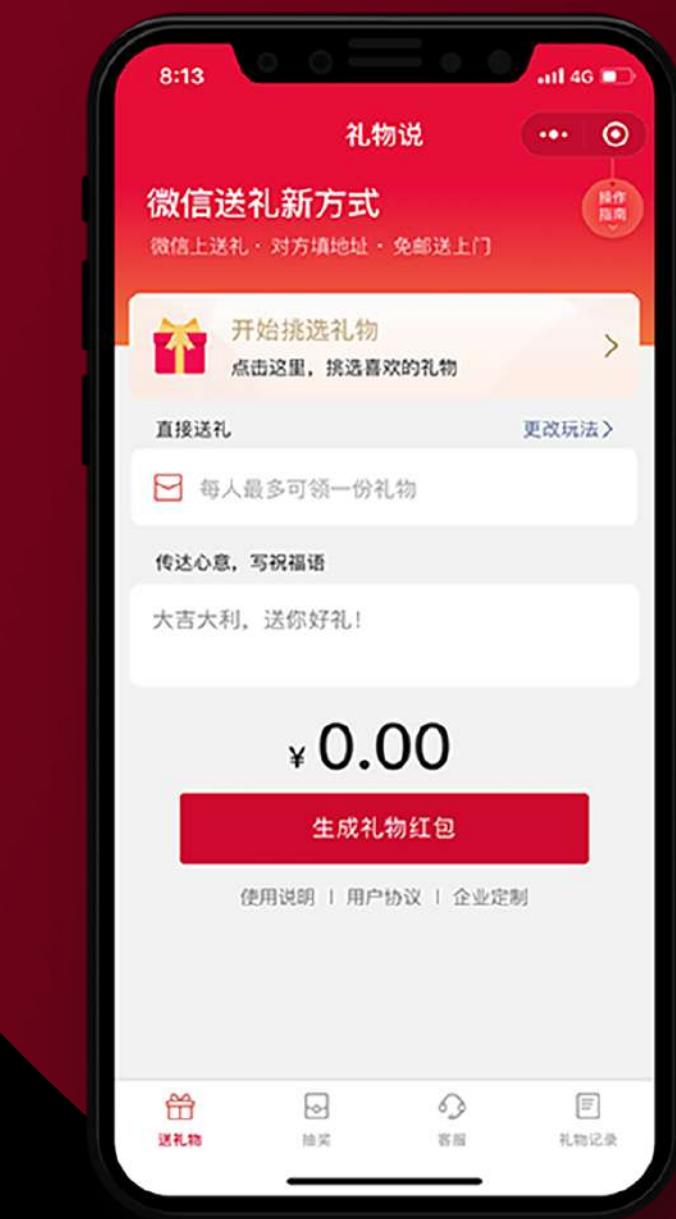
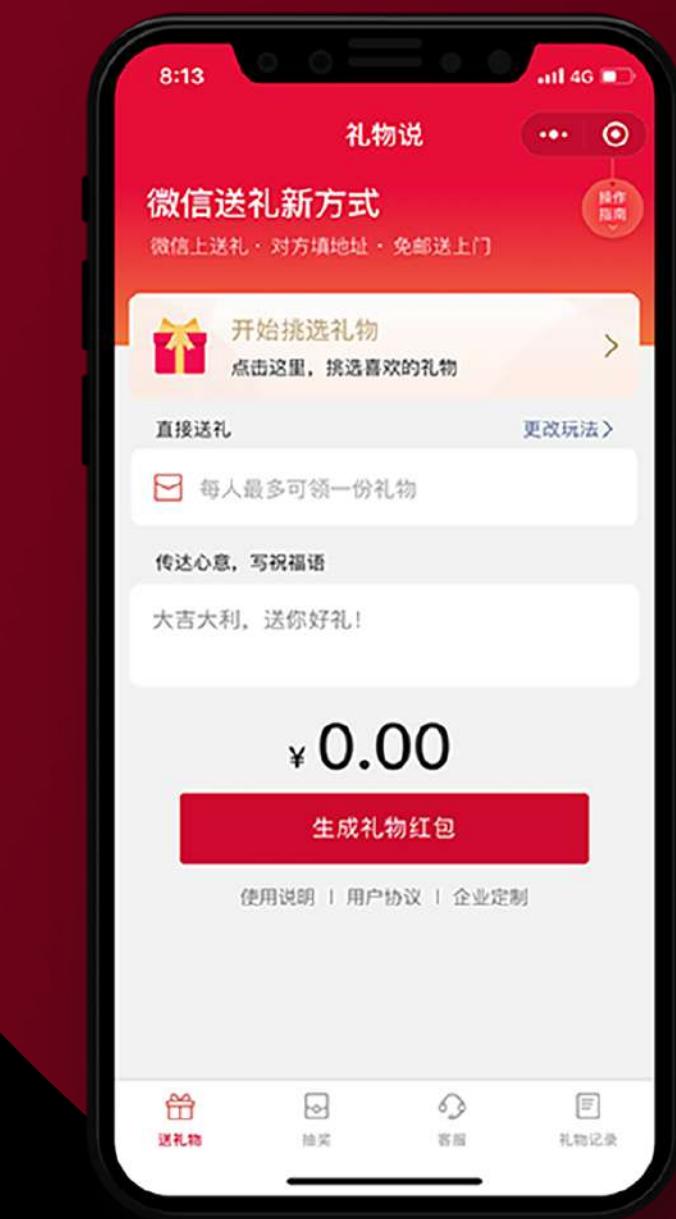
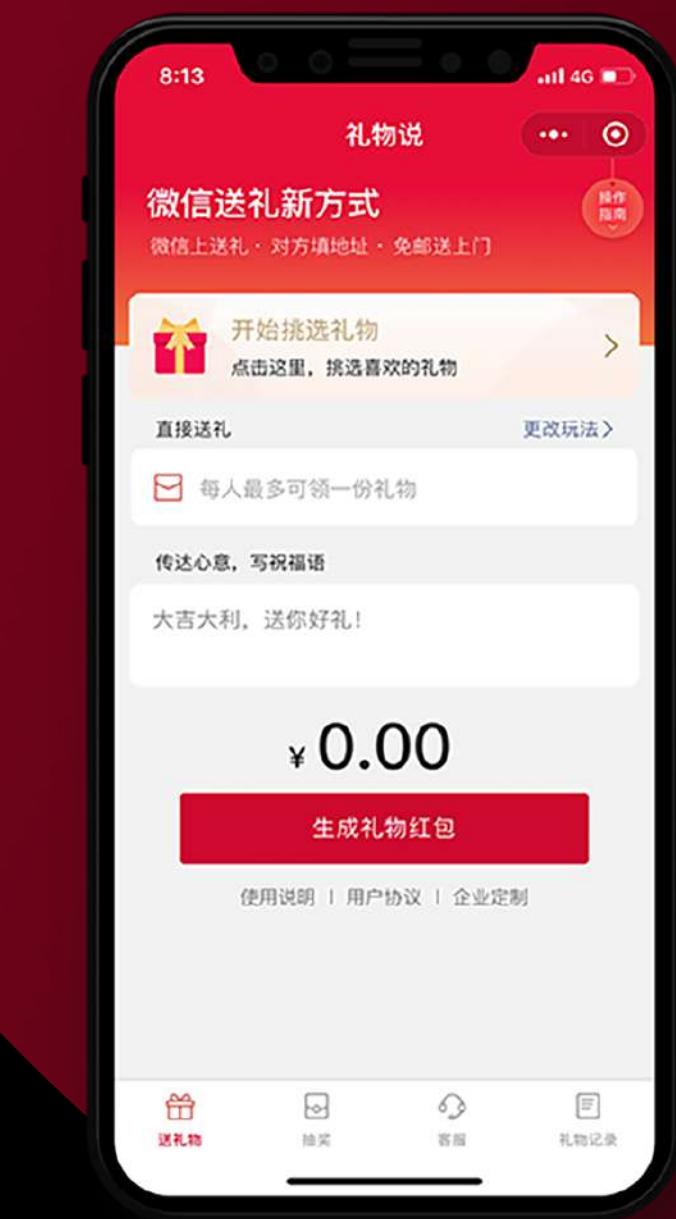
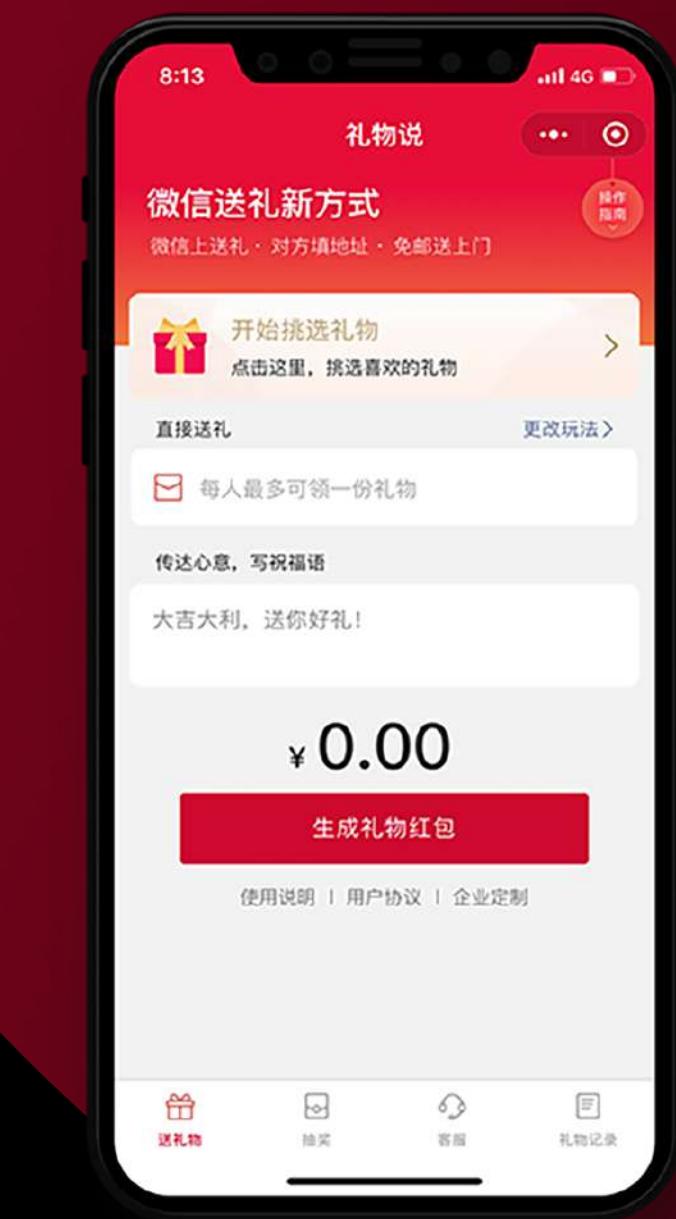
礼 物 和 全 球 好 货 指 南

线上视觉设计 / Online Visual Design

线下物料设计 / Offline Material Design

小程序界面 / Mini Program Interface

页面元素 / Page Elements
交互界面 / User Interface



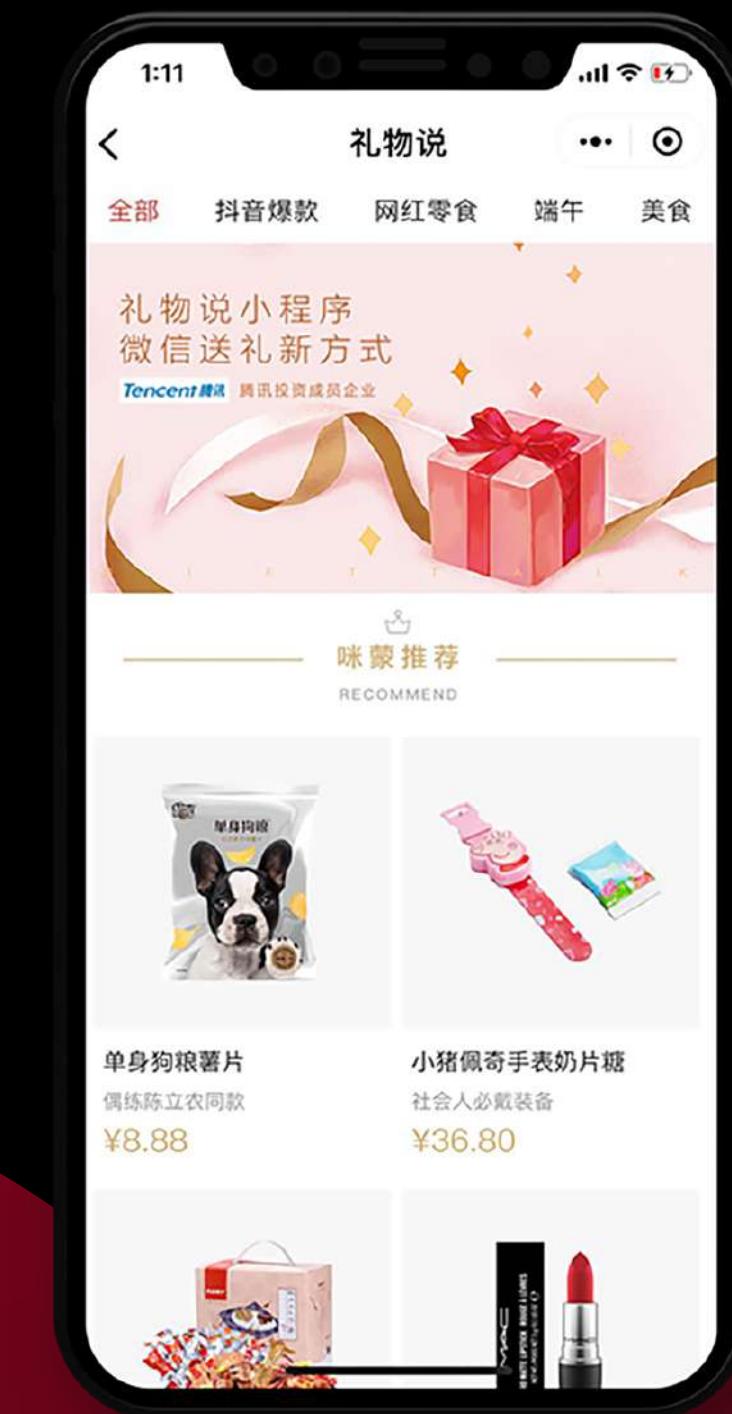
主视觉 / Key Visual

小程序常驻头图「GIFTBOX」

GIFTBOX - Default Picture for WeChat Mini Program

精心包装的礼物盒，代表惊喜；金色元素的点缀，提升了轻奢的气质。

Carefully wrapped gift box represents surprise. The embellishment of golden elements elevates the temperament of light luxury.



礼物说小程序，微信送礼新方式。

GIFTTALK mini program, a brand new way to send gifts on WeChat.

分享页面 / Share Page



母亲节海报

/ Poster for Mother's Day

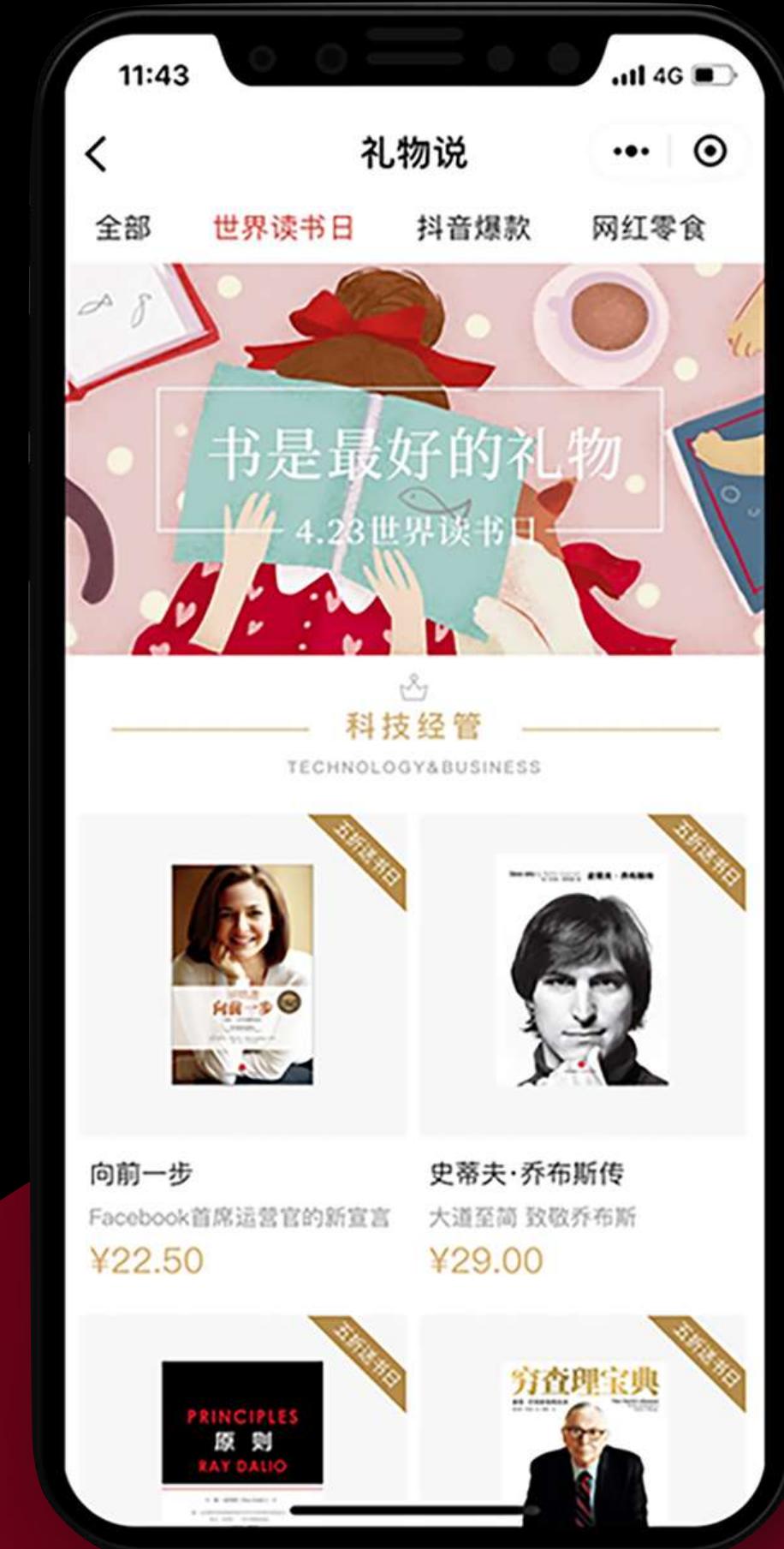


世界读书日海报

/ Poster for World Reading Day

书是最好的礼物。

Book is the best gift.

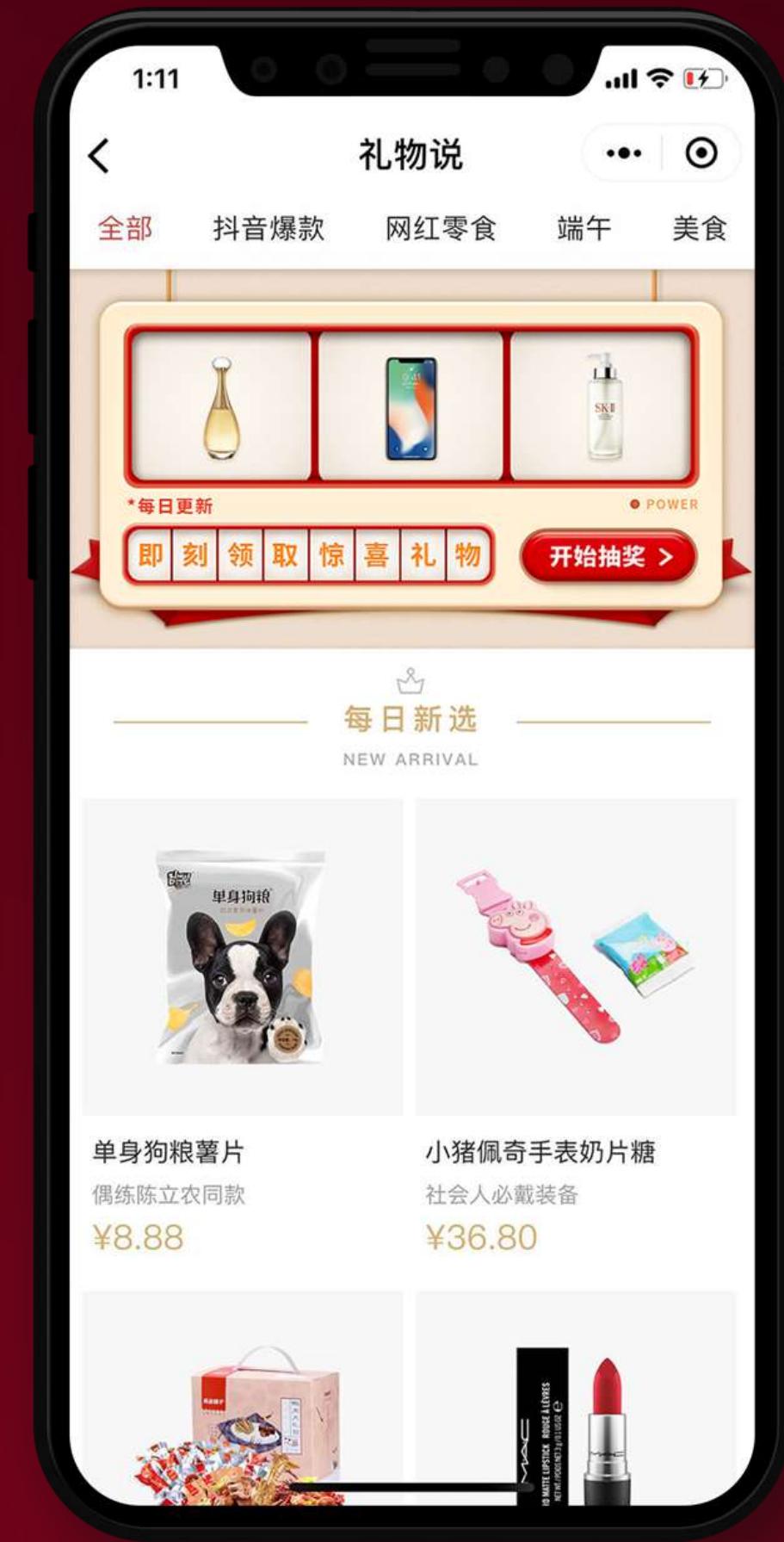


老虎机抽奖海报

/ Poster for GIFTALK Lucky Draw

简化的拟物老虎机设计，强化了抽奖代入感。米色与红色的撞色明亮又活跃。礼物的卡片式展示，增进了用户的抽奖欲望。

The Simple design of quasi-physical slot machine strengthens the sense of drawing. The collision between beige and red is bright and active. The card-like display of gifts enhances the user's desire for lucky draw.



端午节海报

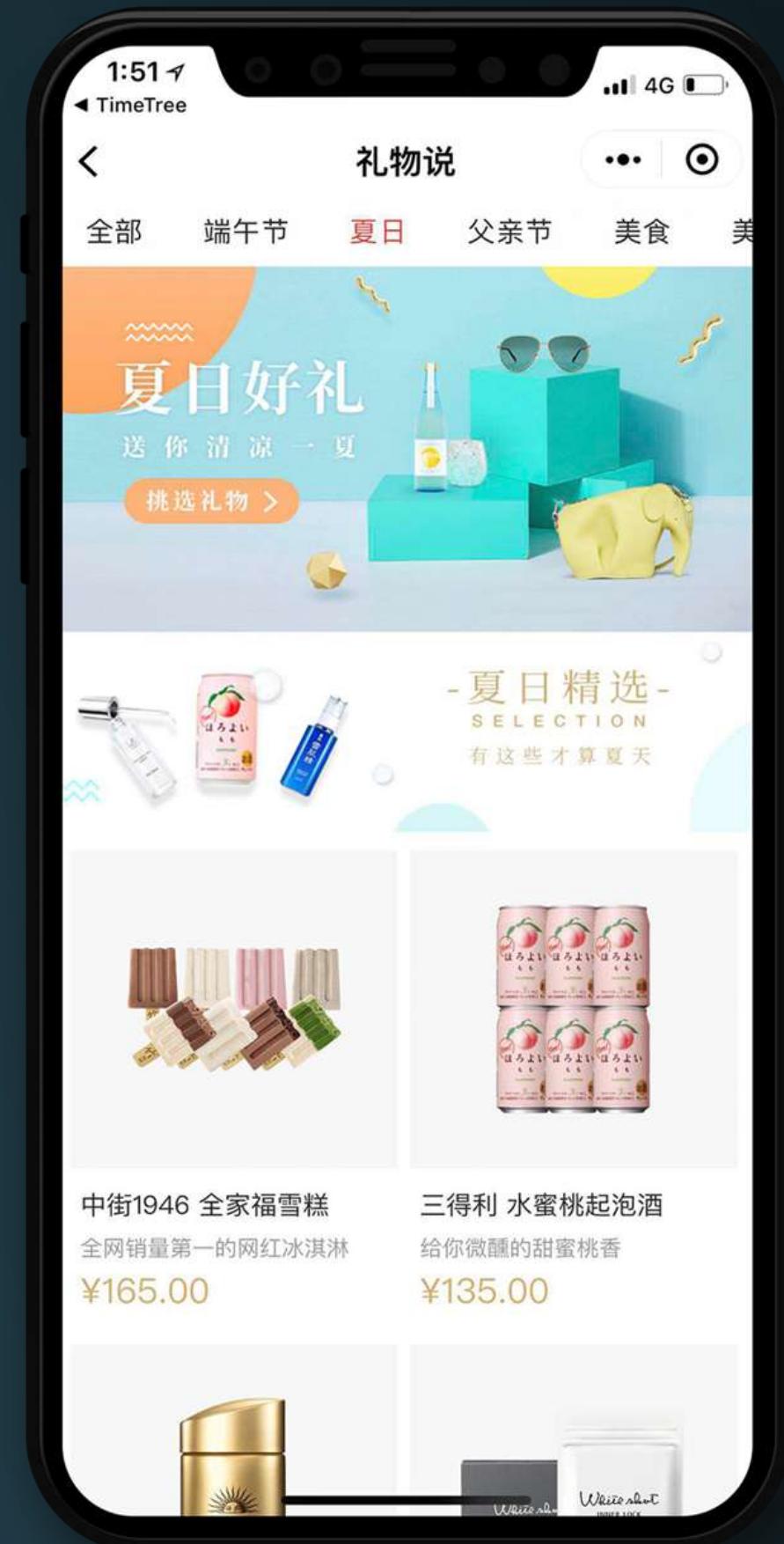
/ Poster for Dragon Boat Festival

漂亮的端午礼盒才配得上漂亮朋友。
Pretty gift box for Dragon Boat Festival
suits your pretty friends the best.



夏日好礼横幅

/ Banner for Summer Campaign



儿童节海报与横幅

/ Poster & Banner for Children's Day

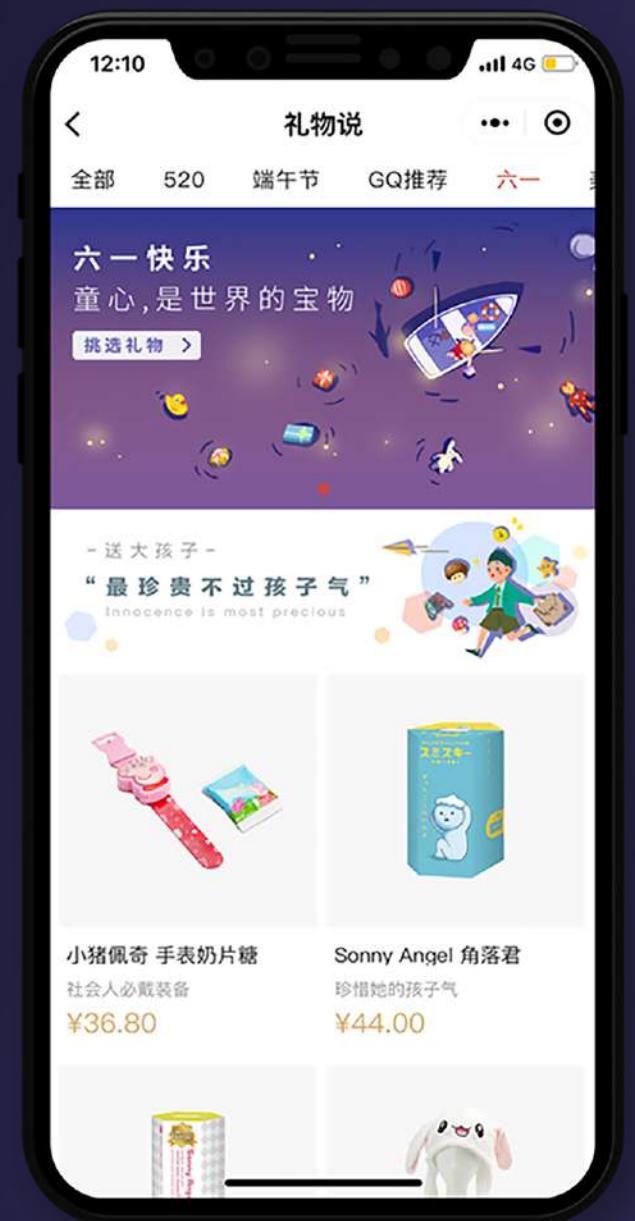
蓝紫色调的夜晚，小朋友划着船在星河里打捞礼物，画面温馨而富有童趣。

On a blue-purple night, children rowed boats to get gifts out of water in the milky way. The picture is warm and full of child's taste.



六一快乐，童心，是世界的宝物。

Happy Children's Day. Childlike innocence is the treasure of the world.

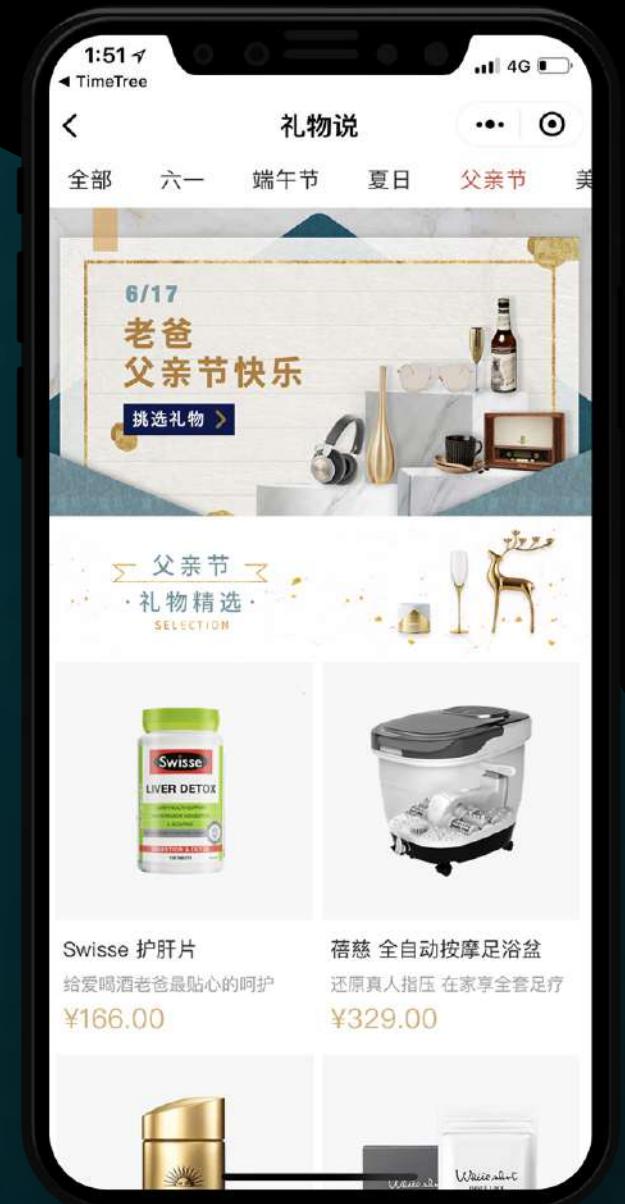


父亲节海报与横幅

/ Poster & Banner for Father's Day

纸质信封的外观设计透露出怀旧复古气息，精致的礼物饱含送给父亲的心意。

The design of paper envelope reveals nostalgia and retro flavor. The exquisite gifts are full of the good will for father.



老爸，父亲节快乐。

Hey dad, happy Father's Day.

公交车站灯箱广告

/ Bus Station Light Box Ads



电影院灯箱广告

/ Cinema Light Box Ads



日本机场桌面立牌

/ Acrylic Sign Holder Ads



公交车身广告

/ Bus Ads



OTHER CASES

MAKE THE WORLD MORE DELICIOUS

平台开发 / Platform Development

数字营销 / Digital Marketing

简爱 / Simplelove

H5 线上商城 / H5 Online Store

小程序线上商城 / WeChat Mini Program Online Store



简爱™

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首页 Home
门店 Store
教务 Course
会员 Member
数据 Data
客户 CRM

美数乐 / Mastuer

后台管理系统 / Backstage Management System



钉课

首页

学生出勤

2

未出勤

68

出勤人数

23

迟到/早退

日 周 月

月打卡情况

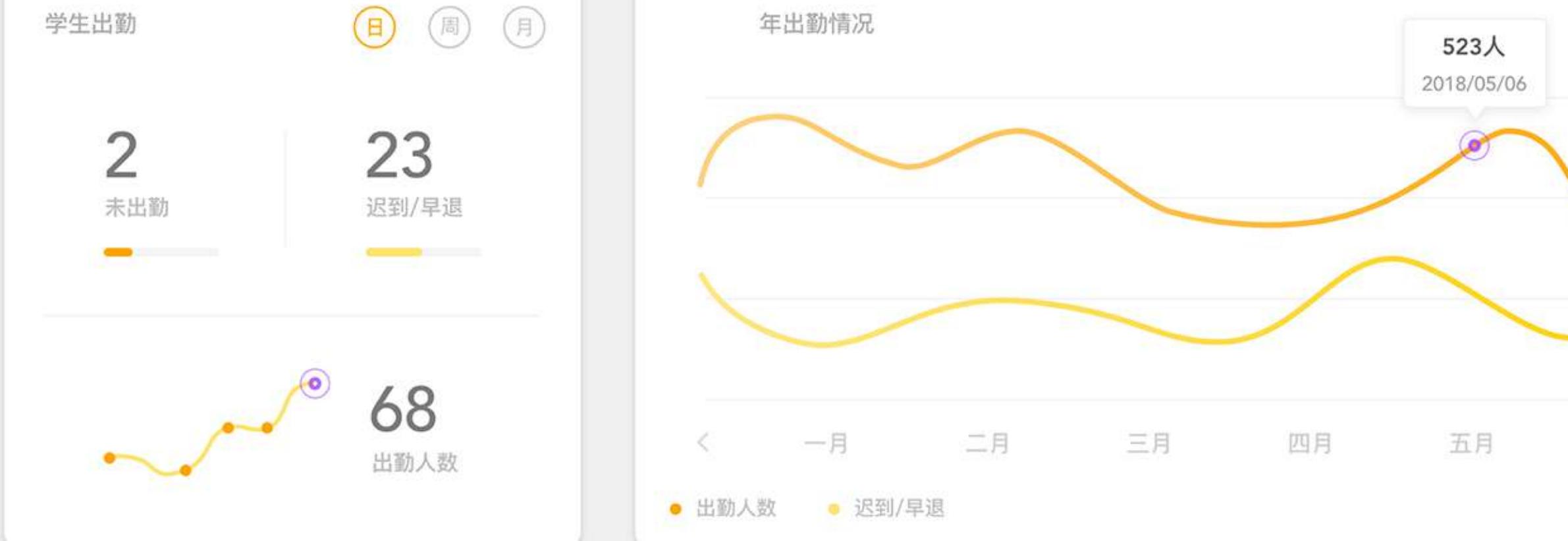
于晓婷

孙霞

小雅

小雅

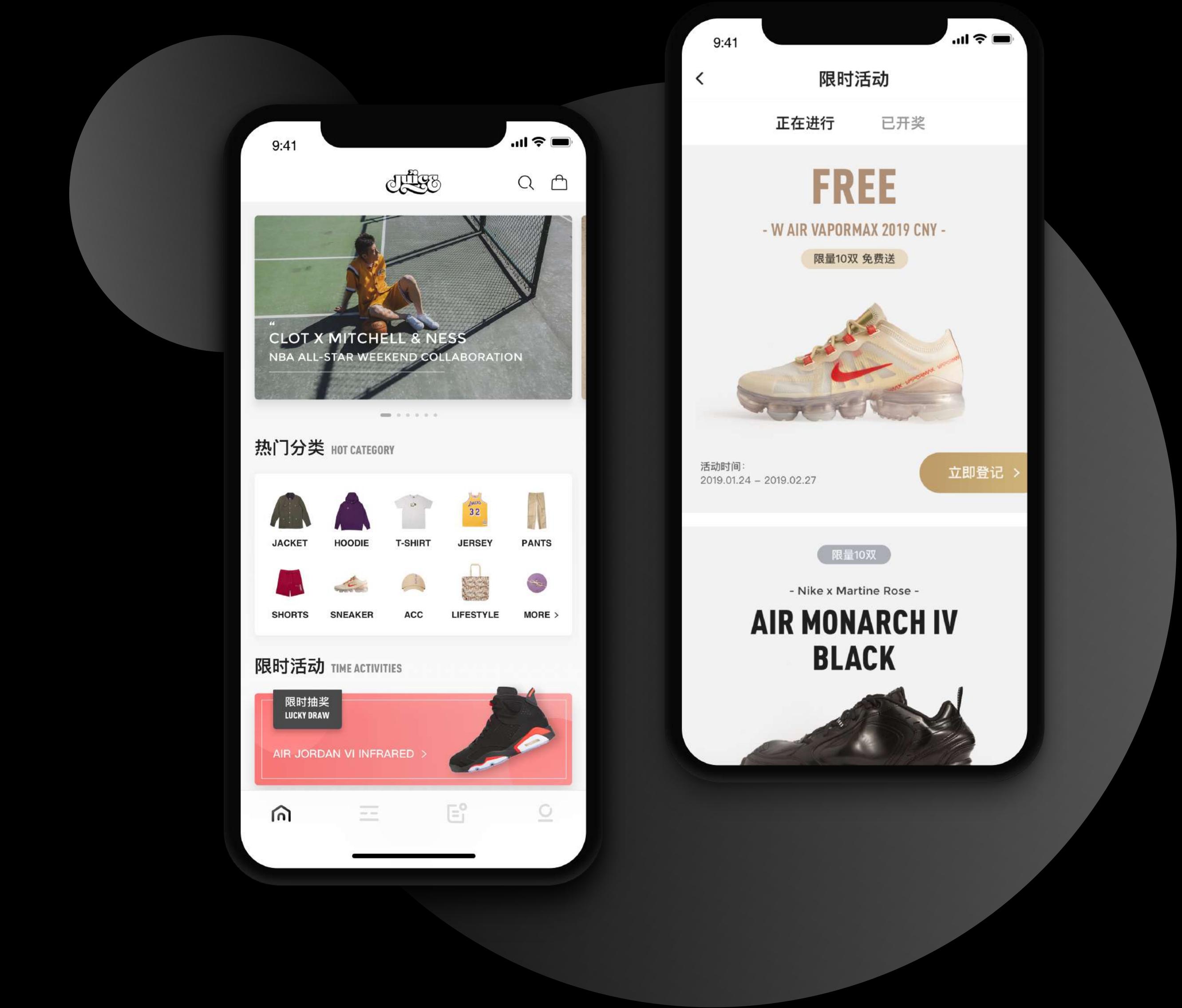
准时打卡 迟到/早退



Juice Store

小程序线上商城 / WeChat Mini Program Online Store

Juice



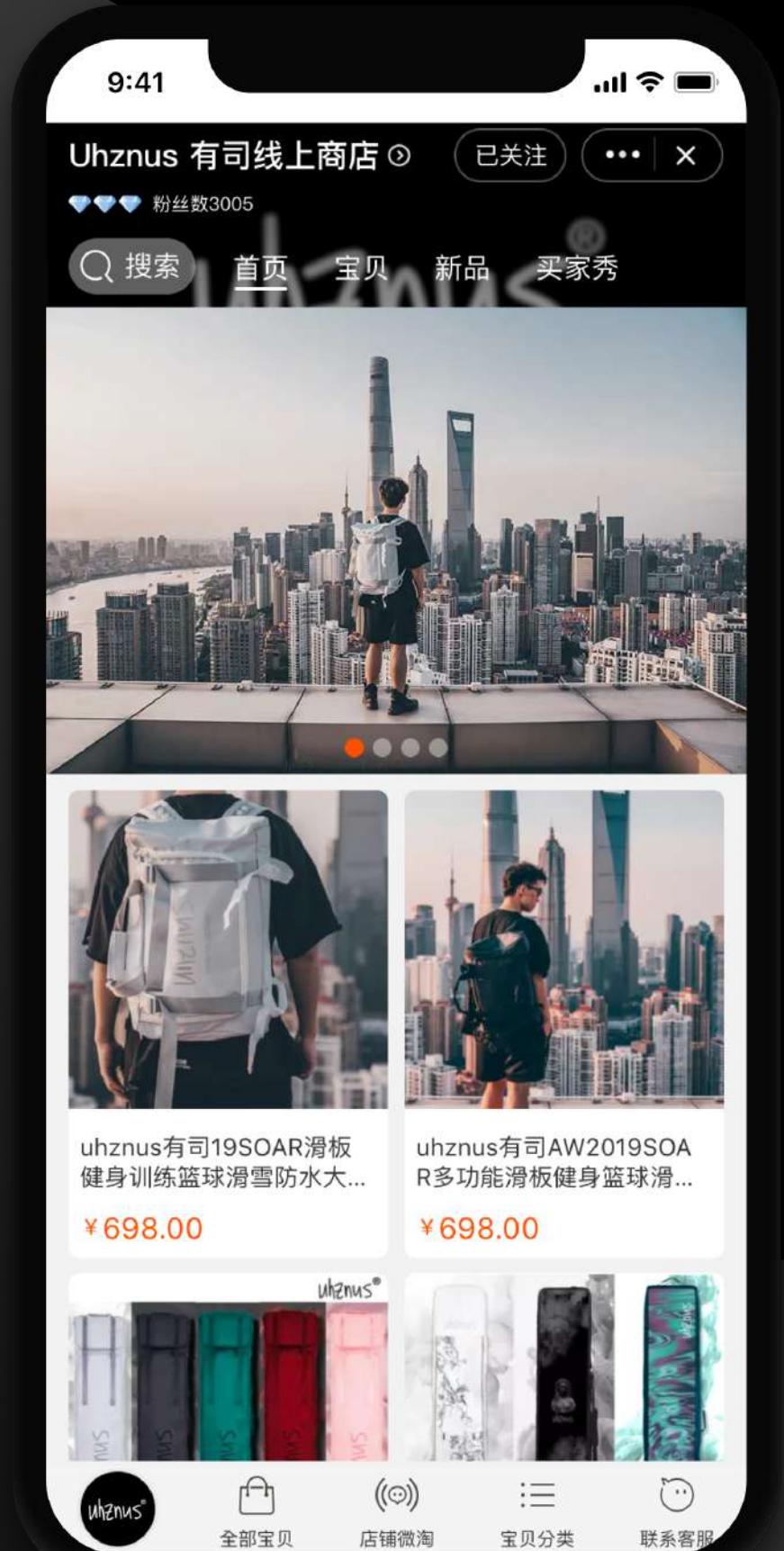
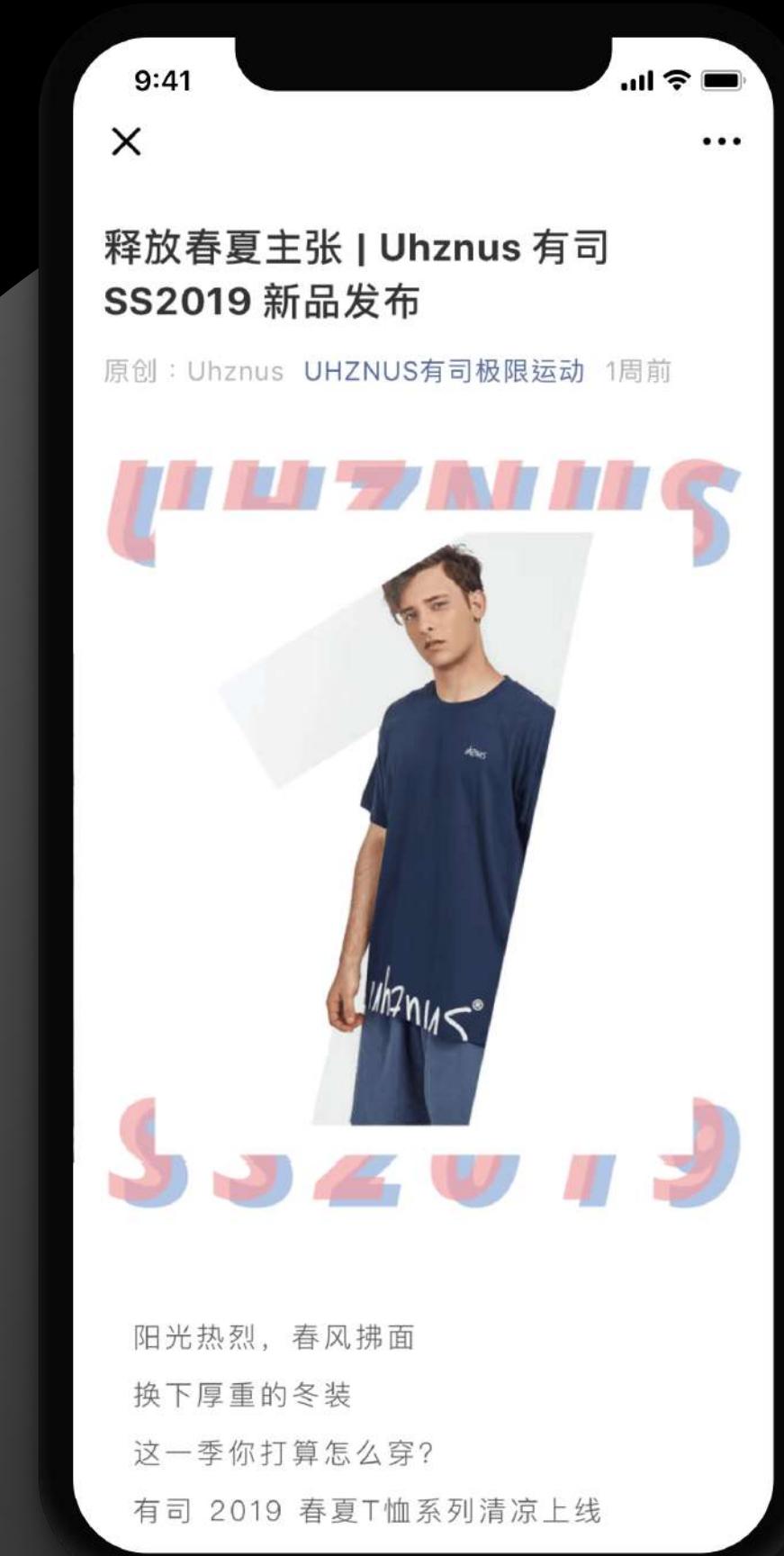
有司 / Uhznus

品牌传播策略 / Brand Communication Strategy

数字营销 / Digital Marketing

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謝 THANK
YOU 謝