



The Chinese User Experience

What does that mean?

Who We Are



**STACEY
BARADIT**

MIMS '16
UX Designer
*5 years experience
working in China*



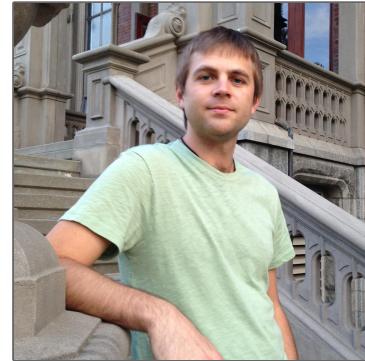
**AUDREY
LEUNG**

MIMS '16
UX Designer
*Plans to work in Asia
one day*



**STEPHANIE
SNIPES**

MIMS '16
UX Designer
*Asian American
perspective*



**SHAUN
GIUDICI**

MIMS '15
UX Designer
China Newb

Our Group Study

Read: We read literature on UX, Chinese software development history, cross-cultural technology design, and news/blogs.

Research: We had mini assignments to do observations, use, and research Chinese apps and websites.

Analysis: We did group analysis and held roundtable discussions after each milestone.

Why?

**Because it's important for
the future of design,
particularly mobile design.**

.....also, with more Chinese mobile users than Americans,
what's to say they won't be leading the industry soon?

User Experience

Context

1. Users
2. Culture
3. Technical Constraints
4. Business Constraints

What is Culture?

Culture is....“the meanings, behaviors, and practices that groups of people develop and share over time as well as the tangible manifestations of a way of life, such as artifacts, values, and states of consciousness.”

- Huatong Sun, professor and author of *Cross-Cultural Technology Design*

A close-up photograph of a person's face, partially obscured by a red and white striped sweater. The person is wearing glasses and looking down at a smartphone held in their hands. The phone's screen is visible, showing some content. The background is blurred.

How does the Chinese context affect the Chinese User Experience?

CHINESE CONTEXT?

What's unique about the...

Slow Internet Speed

Nature of Chinese Characters

Commute on Public Transport

Leapfrog computers, Mobile first

Significant Trust Issues

Government, Political Sensitivity

Banking Norms

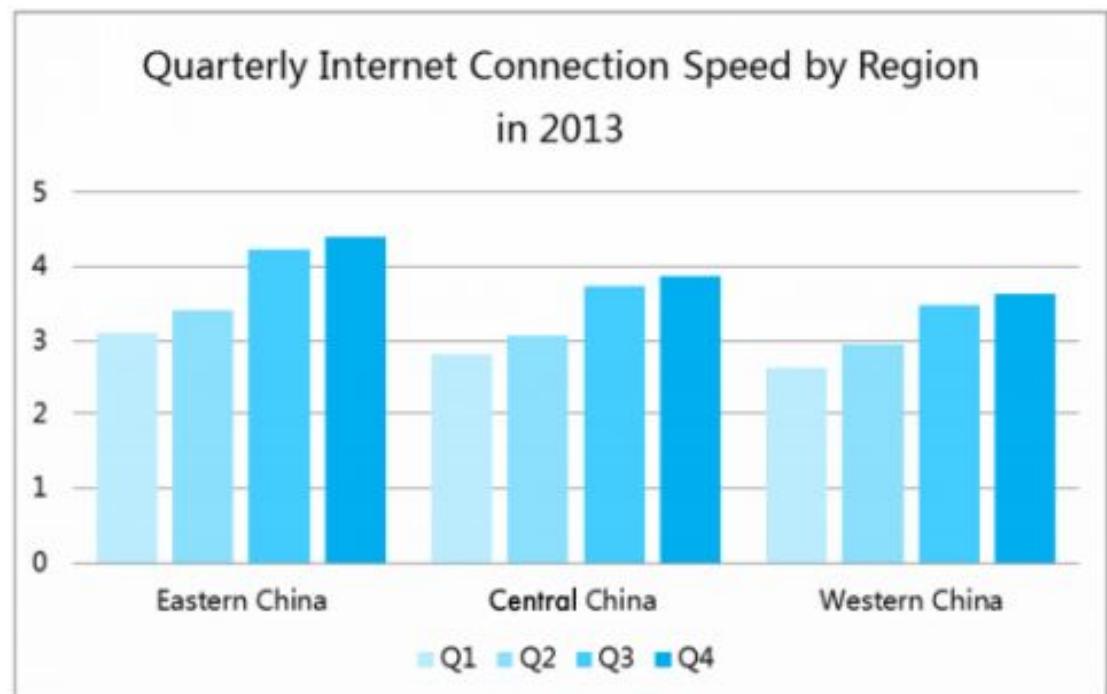
Affinity for 'Cute'

Scale of User Base

Representation of Status

Internet speeds jumped 33% in 2013 ALONE.

By 2014, the average is still 3.8mbps in China, compared to 11.5 mbps in USA (2014).



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The screenshot shows the homepage of Tencent News (QQ.com). At the top, there's a navigation bar with links like '新闻' (News), '图片' (Pictures), '军事' (Military), '视频' (Videos), '热剧' (Hot Dramas), '综艺' (Variety Shows), '娱乐' (Entertainment), '明星' (Celebrities), '电影' (Movies), '汽车' (Cars), '车型' (Car Models), '购物' (Shopping), '科技' (Technology), '数码' (Digital), '手机' (Mobile), '教育' (Education), '课程' (Courses), '出国' (Going Abroad), '公益' (Public Welfare), '佛学' (Buddhism), '拍客' (Guest Photographer), and '更多' (More). Below the navigation is a search bar with the placeholder '搜狗搜索'. To the right of the search bar are icons for QQ, WeChat, and other social media platforms, along with a '登录' (Login) button. A QR code is visible in the top right corner.

The main content area features several news sections:

- 要闻 (Top News):** Includes headlines such as "习近平主持22次政治局集体学习全纪录 国平" (President Xi主持22次政治局集体学习全纪录 国平), "李克强签批文件 进一步促进就业鼓励创业" (Premier Li signs and approves documents to further promote employment and encourage entrepreneurship), and "朱立伦与复旦学子座谈:两岸都希望共创双赢" (Chairman Hu Jintao meets with students at Fudan University: Both sides hope to achieve mutual benefit and win-win cooperation).
- 今日话题 (Today's Topic):** Headlines include "法律不能对治死人的新“神医”无能为力" (Law cannot be powerless against a new "miracle doctor" who killed a patient), "处死更多人贩,就无儿童拐卖?" (Will executing more traffickers stop child trafficking?), and "美军战俘在越南的残酷铁窗岁月" (The残酷 years of US prisoners of war in Vietnam).
- 今日热播 (Today's Hot Broadcast):** Includes thumbnail images of people speaking into microphones.
- 影视剧 (Movies and TV Shows):** Includes thumbnail images of people in various scenes.
- 下方滚动新闻 (Bottom Rolling News):** Headlines include "程慕阳被曝身居温哥华 网友拍摄其公司外景" (Cheng Mu yang was exposed to be living in Vancouver, Canada, with netizens taking photos of his company's exterior), "云南辱骂游客女导游被找到 正接受调查" (A female tour guide in Yunnan who insulted tourists has been found and is under investigation), and "韩国民间又出小鲜肉 “最帅警察”惹网友泪奔" (A handsome police officer in South Korea has caused netizens to cry).

On the right side of the page, there's a sidebar with links to various services and a promotional banner for "Tencent Learning Products".

China is driving Microsoft crazy. Not because Chinese citizens are rampantly pirating their software (that too), but because [they won't stop](#) using Internet Explorer 6. The company launched [a countdown site](#) last year to help wean the world off IE6, and China is still hanging strong at [21.3% usage](#), by far the highest in the world.

(2012)

Generally, it is our policy to not allow Google ads to open in a new window. However, in a few markets, including China, we've found that opening ads in a new window better aligns with expected internet behavior and provides a more consistent, intuitive user experience.

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Site	# Links	# New Window	% New Window
baidu.com	26	3	11.5%
qq.com	1026	985	96.0%
taobao.com	398	335	84.2%
sina.com.cn	2047	1849	90.3%
hao123.com	810	791	97.7%
	4307	3963	92.0%

Site	# Links	# New Window	% New Window
google.com	48	4	8.3%
youtube.com	329	5	1.5%
yahoo.com	211	6	2.8%
amazon.com	308	1	0.3%
wikipedia.org	313	0	0.0%
	1209	16	1.3%

Source: <http://ux.stackexchange.com/questions/48880/any-research-about-few-markets-that-expect-external-links-to-be-opened-in-new>

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**"In the Chinese language,
140 characters is a
novella."**

Ai Wei Wei

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Information Density

Pronunciation

Multi-Directional Reading

Information Density

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进口 · 海购

1号店直采	进口牛奶
进口饼干	进口巧克力
进口粮油	进口饮用水

5折起预售

美国直采 正品保障



踏青美食吃不停
新品10元起尝新

环球小食1折抢



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进口 • 海购

环球美食 N件N折

买一送一



剁手价

一品玉和田枣450g

16.9元



特产中国 ● 1元抢购

仲景香菇酱 215g/瓶

1元抢购



新品首发 0元试用

超薄 不添加荧光剂

0元



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石室诗士施氏，嗜狮，誓食十狮。
氏时时适市视狮。
十时，适十狮适市。
是时，适施氏适市。
氏视是十狮，恃矢势，使是十狮逝世。
氏拾是十狮尸，适石室。
石室湿，氏使侍拭石室。
石室拭，氏始试食是十狮。
食时，始识是十狮尸，实十石狮子。

109 Characters
11 font
(modern day translation, 158 characters)

In a stone den was a poet called *Shi Shi*, who was a lion addict, and had resolved to eat ten lions.

He often went to the market to look for lions.

At ten o'clock, ten lions had just arrived at the market.

At that time, Shi had just arrived at the market.

He saw those ten lions, and using his trusty arrows, caused the ten lions to die.

He brought the corpses of the ten lions to the stone den.

The stone den was damp. He asked his servants to wipe it.

After the stone den was wiped, he tried to eat those ten lions.

When he ate, he realized that these ten lions were in fact ten stone lion corpses.

Try to explain this matter.

674 Characters,
8 font

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Table 1: Language, characters and information capacity

	English	Japanese	Chinese, simplified	Chinese, traditional
Equivalent characters needed to expressing 140-character English content	140	51.79	38.91	38.55
Number of "Tweets" needed to convey the same message	3.63	1.34	1.01	1

Source:

<http://people.ox.ac.uk/hanteng/2013/04/16/how-much-can-one-express-in-140-characters-comparison-between-english-and-other-languages-like-chinese/#zp-1063-G9XEW6G4>

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Government, Political Sensitivity

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Pronunciation

《施氏食獅史》石室诗士施氏，嗜獅，誓食十獅。氏时时适市视獅。十时，适十獅适市。是时，适施氏适市。氏视是十獅，恃矢势，使是十獅逝世。氏拾是十獅尸，适石室。石室湿，氏使侍拭石室。石室拭，氏始试食是十獅。食时，始识是十獅尸，实十石獅尸。试释是事。

« Shī Shì shí shī shǐ » Shíshì shíshì Shī Shì, shì shī, shì shí shí shī.
Shì shíshí shì shì shì shī. Shí shí, shì shí shī shì shì. Shì shí, shì Shī
Shī shì shì. Shì shì shì shí shī, shì shǐ shì, shǐ shì shí shī shìshì. Shì
shí shì shí shī shī, shì shíshì. Shíshì shī, Shì shǐ shì shí shíshì. Shíshì
shì, Shì shǐ shì shí shì shí shī. Shí shí, shǐ shí shì shí shī shī, shí shí
shí shī shī. Shì shì shì shì.

Source:

https://www.wikiwand.com/en/Lion-Eating_Poet_in_the_Stone_Den

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TA们都在用了, 你呢?

Source:

https://www.wikiwand.com/en/Lion-Eating_Poet_in_the_Stone_Den

Multi-Directional Reading

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Affinity for 'Cute'

Scale of User Base

Representation of Status



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从人群流向看一线城市的通勤压力



图啥

资料来源: Baidu 百度 2014我的上班路
设计: 杨佩
中国新闻网新媒体事业部出品

LONG COMMUTE

BEIJING - 52 min
SHANGHAI - 51 min

“但李渠并不是每天出门最早的上班族。据估算，京冀“跨省上班族”超30万人，部分居住在燕郊、固安等“睡城”的上班族单程就要花两个小时。为了挤公交、不迟到，凌晨五点，大多数人尚在酣睡，而这些“跨省上班族”已在路上颠簸。”

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YUMMY77.COM
美味七七

生津美味七七起来
包退 包换 包新鲜



全城送礼，家家有鱼
活动期间另有满百送百叠加礼

美味七七

搜索

www.yummy77.com

服务热线：400-020-8877

Source:
<http://languageblog.ldc.upenn.edu/nll/?p=18108>

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图 12 网民上网设备

As of June 2014, China had 632 million internet users and 527 million mobile internet users, according to CNNIC. This means the country tacked on 14 million new internet users and 27 million new mobile internet users **in just six months**. The internet penetration rate stood at 46.9 percent, up 1.1 percent from the end of 2013.

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"Alibaba, China Telecom tie up to sell phones" - Reuters

Source:

China Internet Network Information Center (CNNIC)

<http://thenextweb.com/asia/2014/07/21/in-china-more-people-now-access-the-internet-from-a-mobile-device-than-a-pc/>

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"All of them (babies) had been fed milk powder that was later found to have been adulterated with a toxic industrial compound called melamine. Four months later, an estimated 300,000 babies in China were sick from the contaminated milk, and the kidney damage led to six fatalities." - Forbes

<http://www.forbes.com/sites/yanzhonghuang/2014/07/16/the-2008-milk-scandal-revisited/>

"Chinese police seize more than 20,000kg of fake beef..." - Yahoo

<https://sg.news.yahoo.com/blogs/what-is-buzzing/chinese-police-seize-more-20-000kg-fake-beef-035448883.html>

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1.最严格的采购渠道管理
坚持只从品牌厂商、代理商、专柜等正规渠道采购，坚持所有进货厂商的资质备案与审核。



首页 海淘 小栈 特卖 **必买清单** 手机一淘

一淘海淘

注册 登录 我的代购订单

海淘首页 海淘代购 超值优惠 **经典必买** 海淘攻略

母婴用品 奶粉 辅食 营养 日用 喂养用具 洗护清洁 宝宝出行 玩具

美容护肤 基础护肤 彩妆 香水 身体护理

数码家电 数码相机 时尚影音 生活电器 个人护理

保健品 骨骼关节 美体养颜 调血降压 增强免疫



母爱的温暖, 暖奶器大盘点
温温的奶, 妈妈的爱

爱护牙齿从小做起, 儿童牙膏购买清单
拒绝蛀牙

宝宝绘本阅读指南(0-1岁)
不给宝宝读绘本的爸妈不是好老师

宝宝绘本阅读指南(1-3岁)
不给孩子读绘本, 真的是out啦!

全部清单



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China Internet Regulators Announce More Explicit Rules on Web Censorship

Regulations call for fines for publishing pornographic material, false information or rumors, and more...



How China Stays Stable
Despite 500 Protests
Every Day

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Representation of Status



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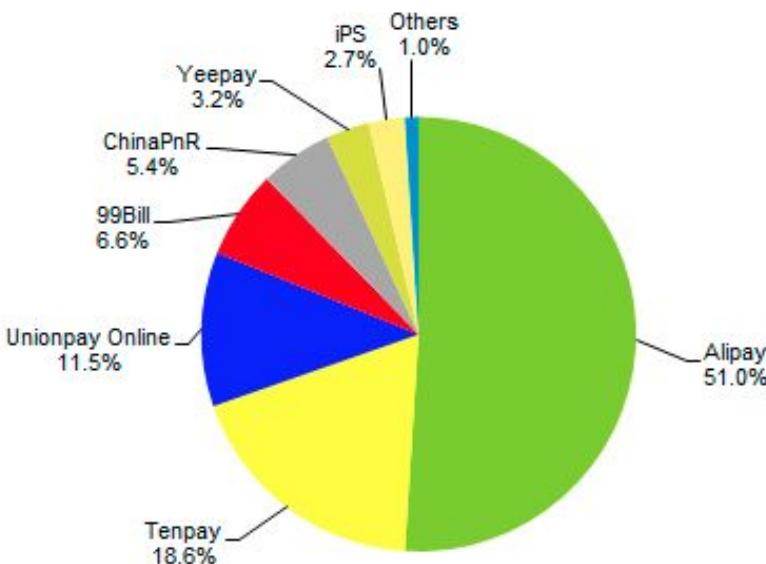
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Market Share of China Major Third-party Online Payment Players in Q1 2014



Note: Online payment refers to money transfers made on the Internet under the payment command of users via equipment such as desktop or laptop. In Q1 2014, China online third-party payment GMV was 1,873.15 billion Yuan. iResearch will update historical data in accordance with the latest market conditions.

Source: The data is calculated based on interviews with enterprises and experts,, and iResearch statistical mode.

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Alipay, Tenpay and UnionPay are also the top three in China's mobile internet payment market holding **80% market share** between them. With over **300 million users**, Alipay remains the market leader in China's third party payment market by total transactions.

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Imagine PayPal; now imagine it entirely in Chinese. That's Alipay, to some extent anyway.

But Alipay differs from PayPal in some regards. And from my experience in China, most people have the Alipay app on their mobile phone.

Alipay is the system used for buying products at the most popular Chinese online shopping sites Taobao, Tmall and many others. What makes it unique is its **third party status**. Money is only transferred to the seller once the customer has accepted, and is satisfied with, the purchased product. Alipay currently supports 12 different currencies.

Source: <http://www.nanjingmarketinggroup.com/blog/alipay/third-party-payment-options-china#ixzz3YgRyg1fk>

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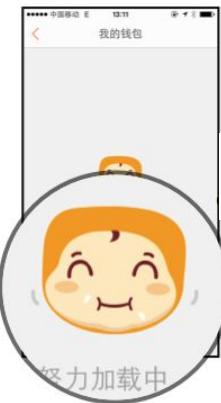
Ganji



Taodiandian



Dianping



JD.com



Qing Chifan



PPTV



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使用手机扫描二维码浏览更多内容



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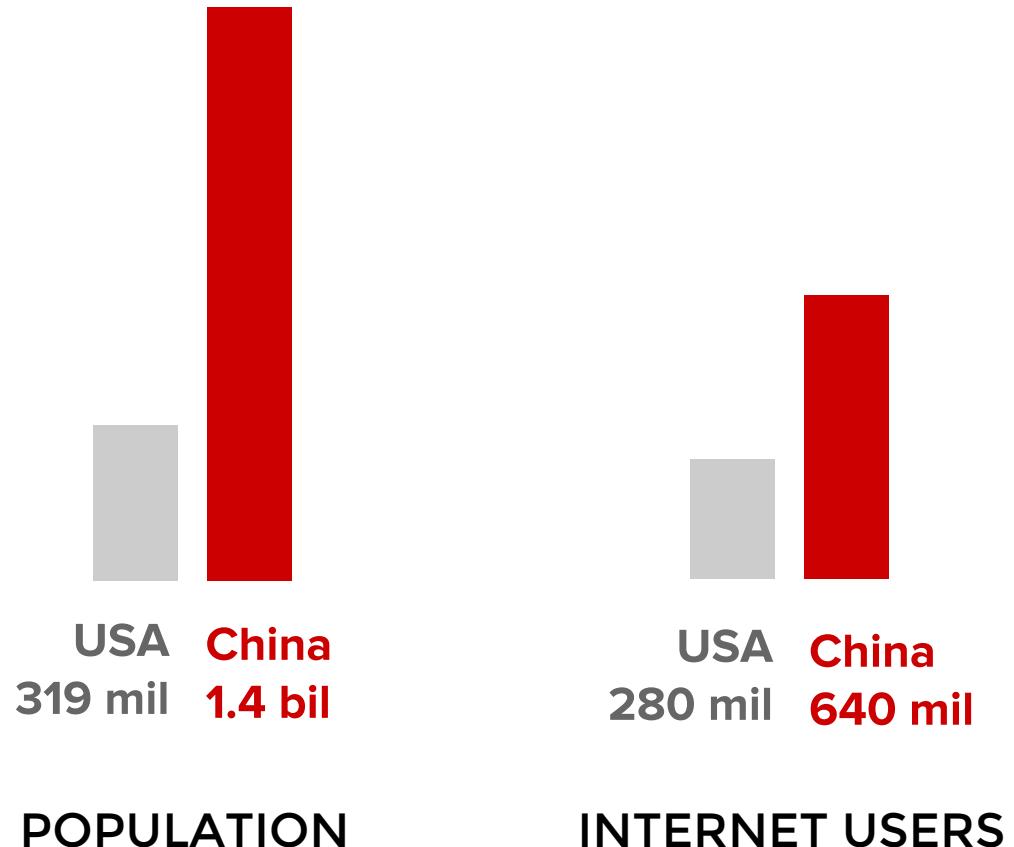
Government, Political Sensitivity

Banking Norms

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Representation of Status



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Miàn Zi

Use of English

Use of international models

Visible forms of status

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达人排行 Daren Leaderboard



Weibo vs. Twitter

A Look at Censorship and the Role of Status

Weibo & Twitter About the Platforms

“To give everyone the power to create and share ideas and information instantly, without barriers.”

302 million monthly active users (MAUs)

Desktop and mobile



Source:

<https://about.twitter.com/company>

Weibo & Twitter About the Platforms

600 million users
at its peak in 2013

175.7 million MAUs in
December 2013

Desktop and mobile



Sources:

<http://ir.weibo.com/phoenix.zhtml?c=253076&p=irol-homeprofile>
<http://onforb.es/1kwLUXI>

Weibo & Twitter About the Platforms

“For many people in China, Weibo allows people to be heard publicly and exposed to the rich ideas, cultures, and experiences of the broader world.”



Sources:
<http://ir.weibo.com/phoenix.zhtml?c=253076&p=irol-homeprofile>
<http://onforb.es/1kwUXI>

Weibo & Twitter

About the Platforms

Weibo:

“For many people in China, Weibo allows people to be heard publicly and exposed to the rich ideas, cultures and experiences of the broader world.”

Self-expression in a censored society
News from the world

Twitter:

“To give everyone the power to create and share ideas and information instantly, without barriers.”

Instantaneous nature
Freedom to post

Weibo & Twitter Monetization & Ecommerce

Weibo's monetization model is based on e-commerce, while Twitter is focused on earning its revenue through advertising.

This focus on e-commerce gives reason to how Weibo users can buy almost anything through the app -- from movie and concert tickets, to even a car if they'd like.

Singles' Day - November 11, 2014

800,000 movie tickets
220,000 cars



Sources:

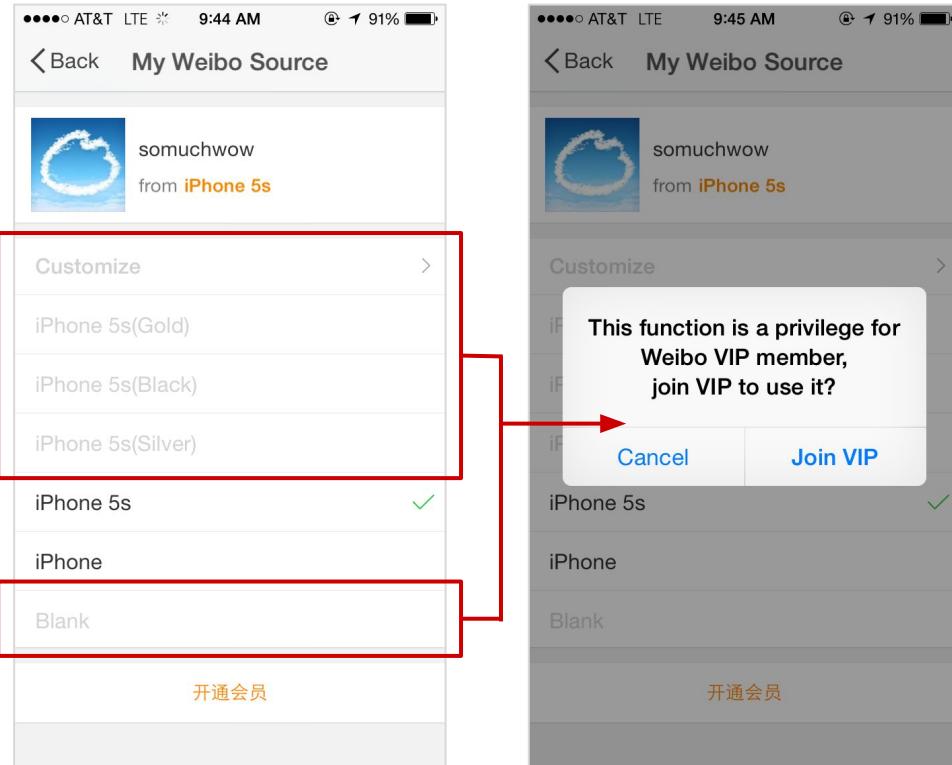
<http://seekingalpha.com/article/2696515-weibo-e-commerce-to-drive-revenue-growth>

<http://thenextweb.com/asia/2013/01/21/mercedes-benz-experiments-with-selling-smart-cars-on-chinas-sina-weibo-microblog/>

Weibo & Twitter Monetization of Status

With hundreds of millions of other members, Weibo users participate in ways to differentiate themselves.

Status, such as through showing what kind of iPhone a user has -- even specifically by color -- is important.



Weibo & Twitter Monetization of Status

Weibo offers users a chance to pay to participate in a VIP program.

Benefits are heavily status-based, visible, and include: An exclusive VIP icon, profile template, awards, account name.

On Twitter, the only VIP-like status is the “Verified” badge that cannot be outright purchased from Twitter.



Sources:

<http://www.tealeafnation.com/2012/06/what-exactly-does-it-mean-to-be-sina-weibos-vip/>
<https://www.techinasia.com/sina-weibo-vip-paid-services/>

Weibo & Twitter Monetization of Status

Even without participating in the VIP program, Weibo users have other ways of improving their exposure and differentiating themselves from the user population.

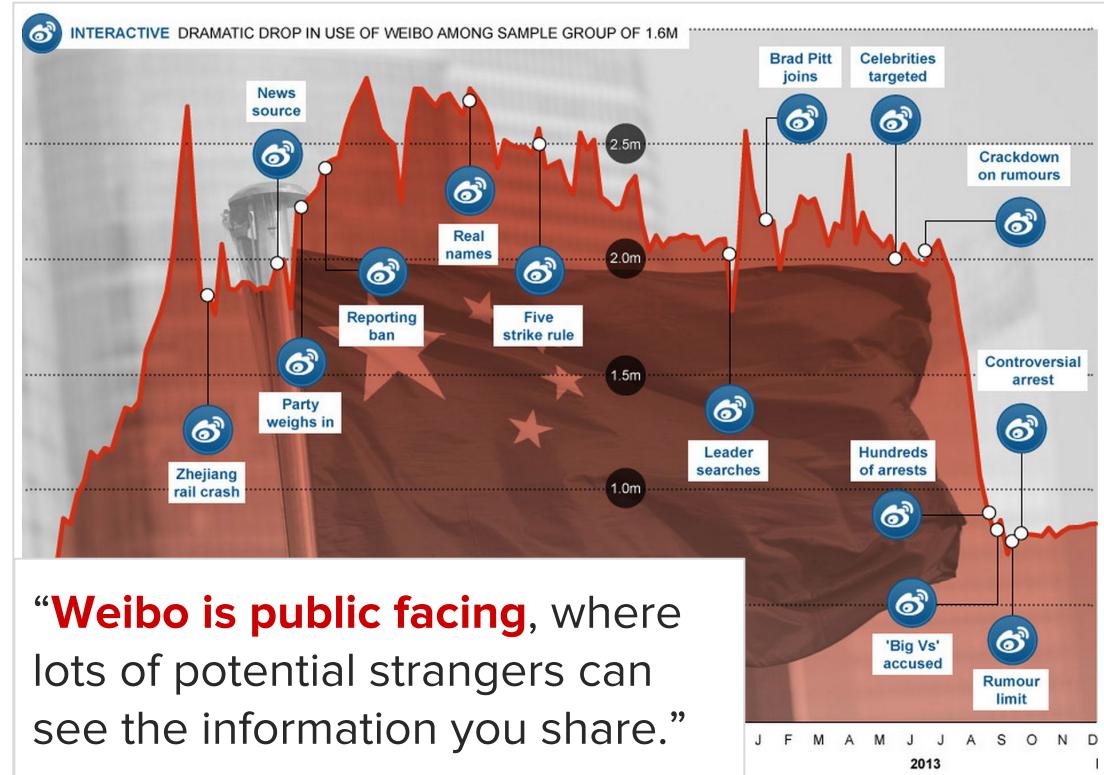
Weibo users can opt for simple profile upgrades, such as purchasing special decorative images for their profiles. Or, they can pay “boost” their posts’ reach. This pay-for action is not available to Twitter users.



Weibo & Twitter Censorship & Sensitivity

Unlike Twitter, Weibo actively censors its users, through the use of filters and through users' self-censorship.

Terrorist groups such as ISIS can have Twitter accounts because you are not required to have a verified identity. In contrast, since March 2012, Weibo requires users to register with real names. Mobile numbers, which must be registered to an identity, are another way of tracking.



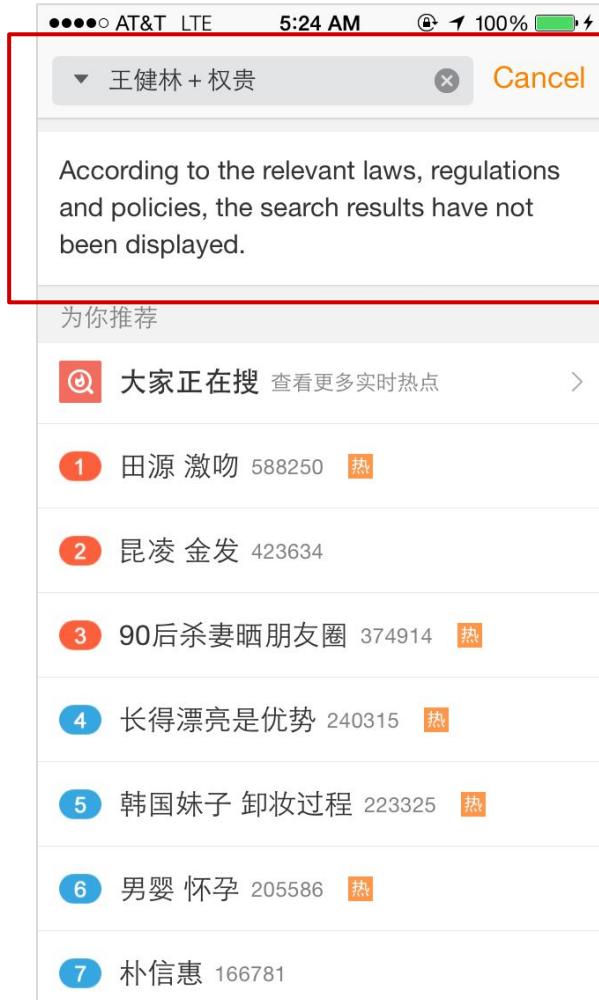
Sources:

<http://www.telegraph.co.uk/news/worldnews/asia/china/10608245/China-kills-off-discussion-on-Weibo-after-internet-crackdown.html>

Weibo & Twitter Censorship & Sensitivity

Weibo users are aware of the potential consequences brought by their posts in China, including legally sanctioned arrests, jail time, account suspension, or simply just a lack of search results.

This awareness yields self-censorship in addition to automated censorship, creating a very different user experience for Weibo users compared to Twitter users.



王健林 + 权贵

Wang Jianlin
+ bigwig

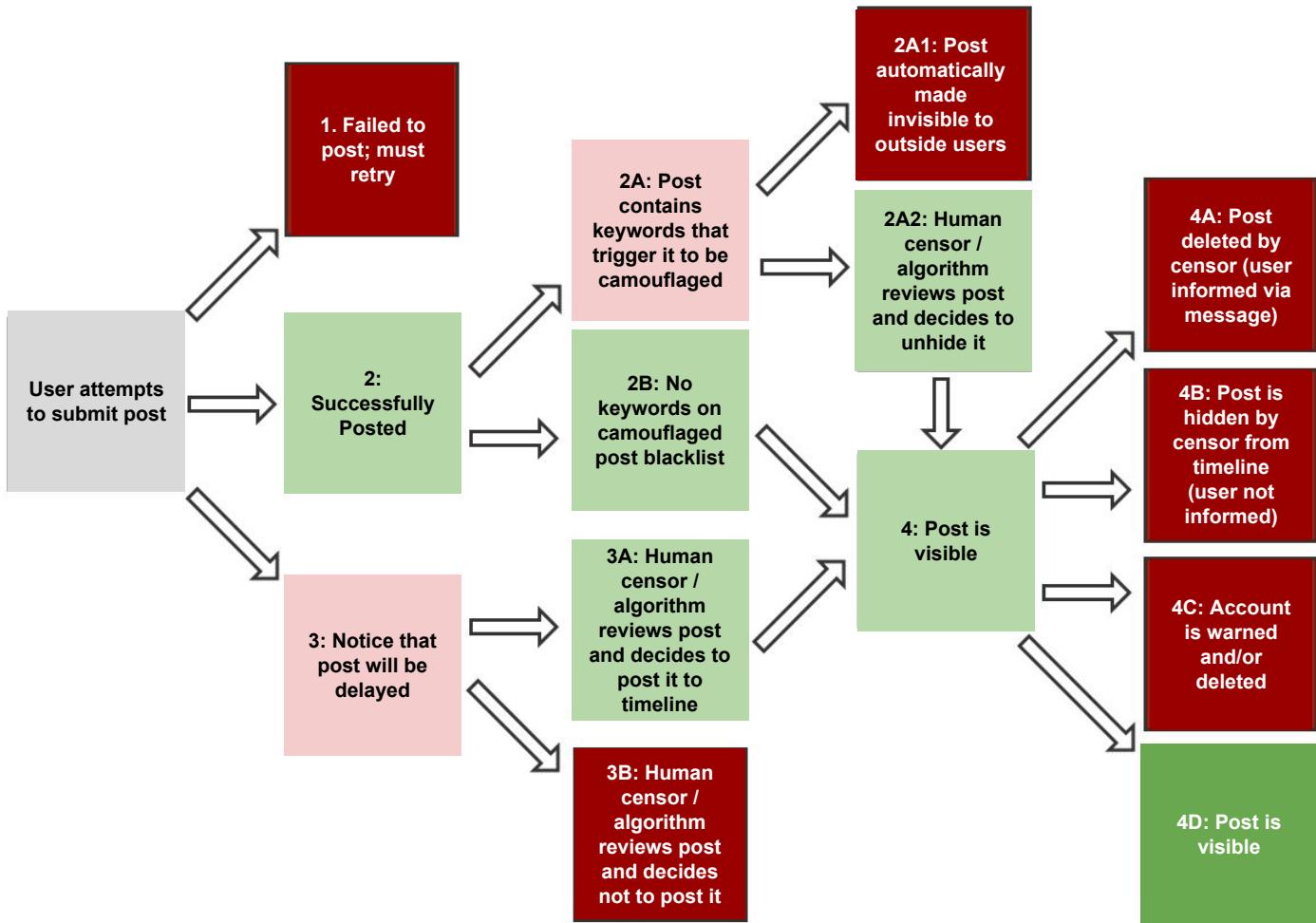
Refers to an “investigative report” by the New York Times looking at ties between Wang Jianlin, Asia’s richest person, and family members of China’s political elite.

Source:
<http://chinadigitaltimes.net/2015/04/sensitive-words-wang-jianlin/>

How a Weibo Post Gets Censored

The Effects of Keywords Triggering Review Filters

雀行动中联办
What Gets Suppressed on China's Version of Twitter (and Why)
情帮皇
三民主上皇
族问上皇
政民主上皇
上皇
山狮
主神新上派
的奋斗
克托今毛腊肉
房地图绿坝娘
BLOCKED ON WEIBO
Jason Q. Ng



How a Weibo Post Gets Censored

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山狮太子党
主神新王派
的奋斗 Jason Q. Ng
克托今毛腊肉
房地图绿坝娘

Screenshots and data used in Citizen Lab report

15 commits | 1 file | jasonqng / weibo-data | Sign up | Sign in | Watch 1 | Star 9 | Fork 2 | Code

Sensitive Sina Weibo Search Terms (Updating)

File Edit View Insert Format Data Tools Help View only

Update README.md | jasonqng authored on Nov 10, 2014 | Update 2014-11_784-CD | Merge branch 'master' of | Update README.md

README.md

weibo-data

Screenshots and data used in Citizen Lab report

Compiling Keywords that Trigger Auto-Censorship

Data

- Part 1: Weibo search data of China Digital Times
- Part 2 & 3: [Weibo censorship test] from Nov 10, 2014 and Nov 10, 2014
- 66 keywords which cannot be posted
- 14 keywords which return a data dump
- 133 keywords which cause posts to be blocked

敏感词	Sensitive Word	CDT English Post	第一次测试日期/结果 Date/Result of Test 1	第二次测试日期/结果 Date/Result of Test 2	第三次测试日期/结果 Date/Result of Test 3	第四次测试日期/结果 Date/Result of Test 4
王健林 + 权贵	Wang Jianlin + bigwig	http://chinadigitaltimes.net/2015/4/29/wang-jianlin-china-digital-times/	2015.4.29	1		
万达股份 + 习近平	Wanda shares + Xi Jinping	http://chinadigitaltimes.net/2015/4/29/wanda-shares-china-digital-times/	2015.4.29	1		
习 + 姐姐	Xi + older sister	http://chinadigitaltimes.net/2015/4/29/xi-jie-china-digital-times/	2015.4.29	1		
高瑜	Gao Yu		2015.4.29	1		
李锐 + 海关	Li Rui + customs		2015.4.29	1		
鮑模	Bao Mo		2015.4.29	1		
毛主席像 + 泼墨	Mao Zedong's portrait + splash ink		2015.4.29	1		
习近平 + 果敢	Xi Jinping + courageous		2015.4.29	1		
公民 + 审判	citizen + trial		2015.4.29	1		
熊焱	Xiong Yan		2015.4.16	1		
鲁昕	Lu Xin		2015.4.16	1		
中国 + 最穷国家	China + poorest country		2015.4.16	1		
武嵘嵘 + 女权 + 人	Wu Rongrong + women's rights + personage	http://chinadigitaltimes.net/2015/4/16/wu-rongrong-china-digital-times/	2015.4.16	1		
郑楚然 + 女权 + 人	Zheng Churan + women's rights + person	http://chinadigitaltimes.net/2015/4/16/zheng-churan-china-digital-times/	2015.4.16	1		
李婷婷 + 女权 + 人	Li Tingting + women's rights + person	http://chinadigitaltimes.net/2015/4/16/li-tingting-china-digital-times/	2015.4.16	1		
韦婷婷 + 女权 + 人	Wei Tingting + women's rights + person	http://chinadigitaltimes.net/2015/4/16/weititing-china-digital-times/	2015.4.16	1		
王曼 + 女权	Wang Man + women's rights	http://chinadigitaltimes.net/2015/4/16/wang-man-china-digital-times/	2015.4.16	1		
武嵘嵘 + 释放	Wu Rongrong + release	http://chinadigitaltimes.net/2015/4/16/wu-rongrong-china-digital-times/	2015.4.16	1		
郑楚然 + 释放	Zheng Churan + release	http://chinadigitaltimes.net/2015/4/16/zheng-churan-china-digital-times/	2015.4.16	1		
李婷婷 + 释放	Li Tingting + release	http://chinadigitaltimes.net/2015/4/16/li-tingting-china-digital-times/	2015.4.16	1		
韦婷婷 + 释放	Wei Tingting + release	http://chinadigitaltimes.net/2015/4/16/weititing-china-digital-times/	2015.4.16	1		
王曼 + 释放	Wang Man + women's rights	http://chinadigitaltimes.net/2015/4/16/wang-man-china-digital-times/	2015.4.16	1		
张蕊 + 周永康	Zhang Rui + Zhou Yongkang		2015.4.16	1		
明镜 + 周永康	Mingjing + Zhou Yongkang		2015.4.16	1		
2号专家组	number 2 investigating team		2015.4.16	1		
三角政治同盟	three-point political alliance		2015.4.16	1		

*中国数字时代敏感词开源项目是网站《中国数字时代》的一个研究项目，目前正在更新新浪微博搜索敏感词列表。请网友参与，提供敏感词线索，共同构建和完善该敏感词列表。

本项目 GitHub 页面：<http://goo.gl/YV1ogG>
请在推特跟随我们：[@minganci110](https://twitter.com/minganci110)

敏感词提交表格 Google Form
<http://goo.gl/9eqJFk>

数字时代“真理部指令”、“敏感词库”系列项目介绍
<http://goo.gl/OUDwgg>

邮件订阅（为了您的安全和便利，请使用 Gmail，或其他境外电邮服务。）
<http://eepurl.com/mohH5>

RSS数字时代中文版（网站全部内容）
<http://feeds.feedburner.com/chinadigitaltimes/>

中国数字时代中文版
chinadigitaltimes.net/chinese/

China Digital Times 英文版
chinadigitaltimes.net

GFW Blog功夫网与翻墙
<http://chinagfw.blogspot.com>

Sources:

<https://github.com/jasonqng/weibo-data>

https://docs.google.com/spreadsheet/ccc?key=0Aqe87wrWj9w_dFpJWjZoM19BNkFfV2JrWS1pMETYcEE#gid=0

So if you're designing a social media network in China, what do you need to know?

- **Embrace the censor.** The censor won't disappear overnight! Perhaps incorporate ways to be more transparent about a review process if you have it.
- **Let users restrict their audience.** If a post is visible to everyone by default, it's more likely it could be shared beyond your intentions.
- **Incorporate ways to help users achieve face and greater status.** To stand out from everyone else in the community, you need special visual cues to add to your virtual identity.

A photograph showing a group of people dining together at a restaurant. In the foreground, several pairs of hands are visible holding chopsticks over white bowls filled with food. The lighting is warm and focused on the hands and the bowls, creating a sense of intimacy and shared experience. The background is slightly blurred, showing more diners and the restaurant's interior.

Dianping & Yelp

Aggregation of services
UI Design



200 Million MAU's
(85% from mobile)

Listings in 100 countries

60 Million reviews



135 Million MAU's
(_% from mobile)

Listings in 35 countries

71 million reviews

based on year end 2014

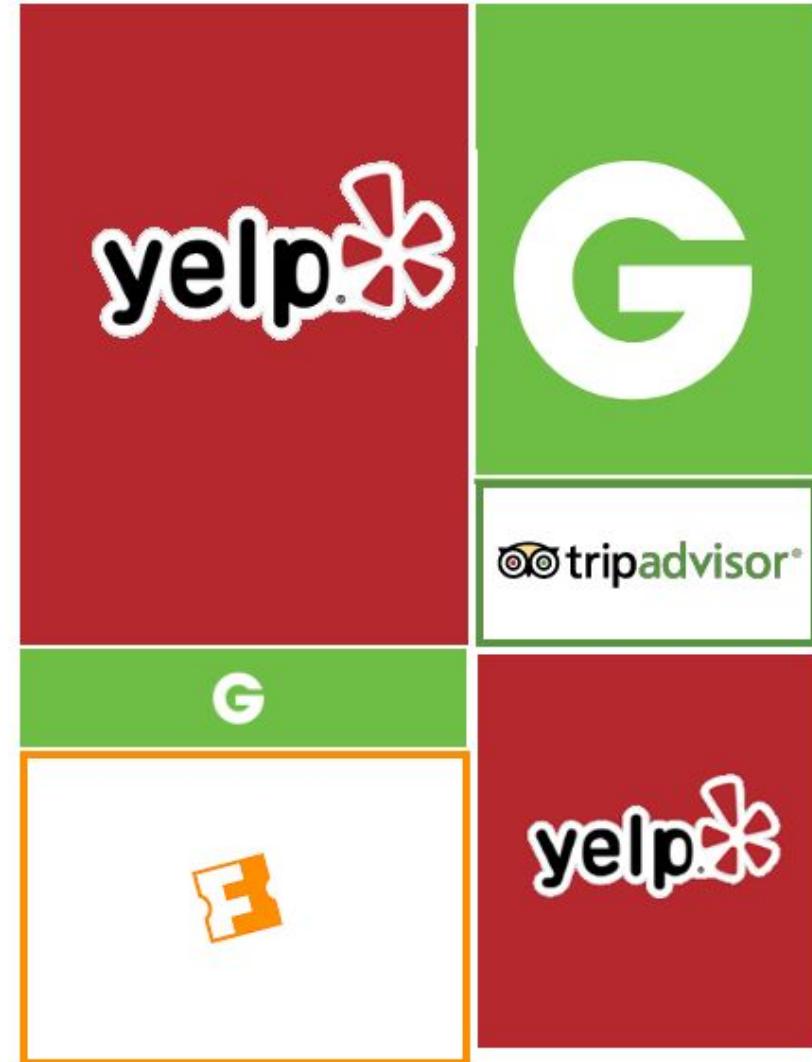
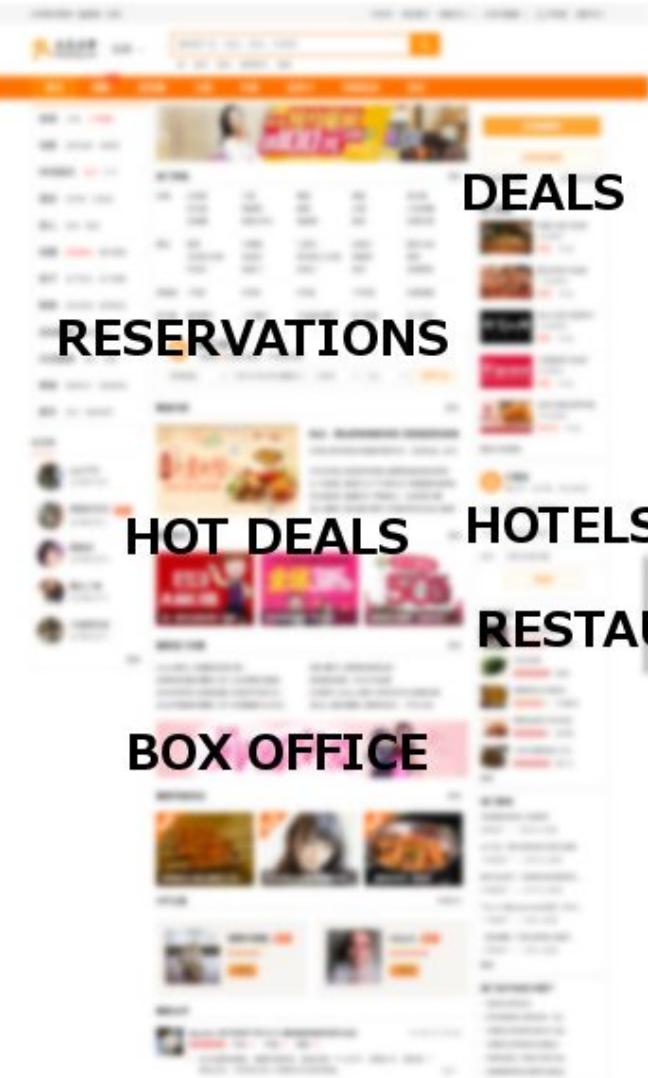
Dianping & Yelp Context

China Context	Dianping Solution
Families and friends habitually go out together	Users can vote and discuss their favorite dishes at a restaurant
Menus are often books, with hundreds of items	
Groups often choose dishes together and dine family style.	Average price of restaurant is displayed per-person with high granularity.
Consumers are highly price-sensitive	Credits / gifts reward engagement

Dianping & Yelp

Aggregation of services

Business reviews			
Reservations, Delivery			
Group buying			
Special offers & coupons			
Travel listings			
Cinema ticket sales			
Event listings			
Check-ins			
Extracurricular education listings			
Chat about listings			



Dianping & Yelp

Coupon generation

A big driver of Dianping's revenue is its value add as an O2O (online to offline) business.



Aggregation of services

Easy to start participating

Dianping offers 10 login options for visitors



| 注册

职业餐饮网

首页 餐饮资讯 餐饮管理 酒店 美食 资料下载 厨师 软件 装修 商城 招聘 论坛 搜索 专题

餐饮微信营销 微网站 微活动 微会员 微订餐 微互动 免费注册使用中

您现在的位置：职业餐饮网 >> 培训专题 >> 点菜

点菜

- ▷ 点菜语言规范 (2013-03-07)
- ▷ 餐饮服务点菜6大方式技巧 (2012-10-10)
- ▷ 服务员如何成为点菜师 (2012-09-10)
- ▷ 中餐点菜的禁忌 (2012-09-05)



员工
如何奖励

专题介绍

Dianping & Yelp

Aggregation of services



Yelp & Dianping

DESIGN SUGGESTIONS

So in conclusion...

- Design for Expectations**
- Learn from the design leaders in the culture that's new to you**

A woman with long dark hair is sitting on a red sofa, looking down at her phone. She is wearing a light-colored top with a floral pattern. The background is a red wall.

Alibaba (Taobao) & Amazon Story

Mobile First

Trust

Amazon & Taobao

About the Platforms

Taobao had 127 billion USD in Q4 '14 earnings compared to Amazon's 29 billion.

There are 265 million active Mobile users, which brings in 42% of revenue



Amazon & Taobao About the Services

The Taobao China homepage features a large banner with various food items like fruit, meat, and beer. Below the banner, there's a search bar and a navigation menu with categories such as 美酒佳酿 (Alcohol), 茶·饮 (Tea), 滋补养生 (Health), 营养保健 (Nutrition), 特色中国 (Chinese Specialties), and 全球美食 (Global Cuisine). A sidebar on the left lists regional specialties and global shipping options.

The Amazon Fresh website displays a grid of fresh produce items including bananas and strawberries, each with a price and a "Add to Cart" button. The page includes a search bar, a "Prime" section, and a "Great news, we do area." message. A sidebar on the right shows a credit card and links to sign in and learn more about Amazon Fresh.

The Aliyun travel services homepage shows various travel packages. It includes sections for 国内精品游 (Domestic Premium Tours) and 国际机票 (International Flights). Examples of flights listed include "杭州直飞泰国曼谷6.7天往返 泰国7人已买 ￥999.00起" and "杭州出发到吴哥窟-直飞往返机票含2人已买 ￥1999.00起". Other sections show travel deals for Japan, Hong Kong, and the Maldives.

The Amazon Destinations website features a large image of a coastal road. It includes sections for "Amazon Cloud" (with a "Book local getaways" button), "Amazon Destinations", and "estinations near you". Specific destination cards are shown for Poconos, The Hamptons, and The New Jersey Shore.

AliPay

**“Mobile is definitely more popular.
People will even sit in front of their
computer and still use Taobao mobile.”**

Ke Lv

Amazon & Taobao MOBILE FIRST



Amazon & Taobao MOBILE FIRST



2015夏装新品 与狼共舞短袖衬衫 格子圆点男士衬衣 正品男装 5526

¥189.00 手机专享

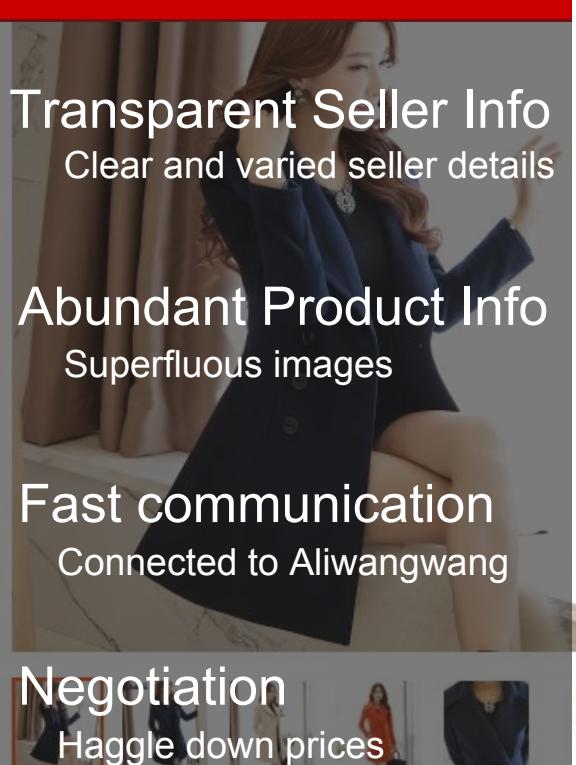
价格: ¥399.00

卖家包邮 月销 367单 福建厦门

信用卡分期 七天无理由退换

[加入购物车](#) [立即购买](#)

Amazon & Taobao TRUST

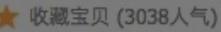
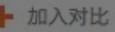


Transparent Seller Info
Clear and varied seller details

Abundant Product Info
Superfluous images

Fast communication
Connected to Aliwangwang

Negotiation
Haggle down prices

 收藏宝贝 (3038人气) |  分享 |  加入对比

举报

2015春装新款韩版毛呢外套女中长款修身职业装小香风呢子大衣韩范

毛呢大衣。修身版 气场足。翻领 长袖 双排扣设计 每一处细节都精益求精 毛呢略厚 将廓型撑得极好。tip:毛呢面料，机洗极易损坏，切勿机洗

价格 ￥596.00 864 累计评论 17 交易成功

促销 **¥298.00 最后一天**

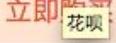
配送 福建福州 至 江苏宿迁宿城区 快递 ￥10.00

尺码助手

尺码 S M L XL **XXXL** XXL

颜色分类 

数量 **1** 件(库存5385件)

 花呗 |  加入购物车

承诺  7天无理由

支付  花呗 |  信用卡支付 |  集分宝

金牌卖家 连续3期
我的金牌，你的信赖

店 5年老店

伊佳雅

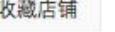
信誉：

掌柜：裳国演衣899

联系： 和我联系

资质： 1000元

描述 服务 物流
4.9 ↑ 4.9 ↑ 4.9 ↑

 进入店铺  收藏店铺

看了又看


¥298.00 | ¥318.00

Amazon & Taobao TRANSPARENCY COMMUNICATION

Transparent Seller Info
Clear and varied seller details

Abundant Product Info
Superfluous images

Fast communication
Connected to QQ

Negotiation
Haggle down prices

宝贝详情

累计评论 864

成交记录 17

专享服务

加入购物车



The
Design
highlights



大翻领设计

大翻领设计，可以修饰比较硬朗的脸部，更是性感的露出致的锁骨拉伸颈部曲线。



Amazon & Taobao TRANSPARENCY COMMUNICATION

Transparent Seller Info
Clear and varied seller details

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Custom fabrics 高端定制面料

采用高端仿羊绒面料；1.无异味；2.不过敏；3.不易起球；4.易打理；5.不缩水，五大特点，让您穿着更舒适。

洗涤建议

Washing recommended

手洗不可机洗	分色洗涤	不可氯漂	低温熨烫 最高110度	不可 转笼翻转干燥	平摊干燥
--------	------	------	----------------	--------------	------



INFORMATION/产品信息

品 牌: 诗璐雅
货 号: F13
面 料: 35%羊毛+65%聚酯纤维
颜 色: 橘色/藏青色/乳白色
洗涤建议: 建议反面轻柔洗涤，不宜用热水清洗，悬挂晾干，分色洗涤，以免衣服染色。

INDEXNOTICE/产品指数

衣服版型	宽松	修身	紧身
柔软指数	软	适中	硬
面料弹性	无弹性	微弹性	高弹性
薄透指数	稍薄	适中	稍厚

SIZE CHART/ 尺码表

Shiluya 诗璐雅



Amazon & Taobao TRANSPARENCY COMMUNICATION

Transparent Seller Info
Clear and varied seller details

Abundant Product Info
Superfluous images

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Connected to QQ

Negotiation
Haggle down prices



So if you're designing for e-commerce in China, what do you need to know?

- **Make it trustworthy.** Find out what makes users trust your product and service and increase transparency in ratings and transactions
- **Consider mobile first or mobile only.** Users tend to have larger screens and spend significantly more time looking at their phones in a single setting.

Uber & KuaiDi / DiDi DaChe

Context

TAXI

Uber & DaChe

About the Platforms

U B E R



神器



Users 8M

Rides 1M

Cities
9 in China
>300 worldwide



160M

12M

>350 in China only

Uber & DaChe US Context

Uber's model is based on context specific to the US market



U B E R

US Context	Uber Solution
Inefficient public transportation	Use of personal cars to help people get from one place to another
Shortage of taxis	
Affordable, abundant cars	<ul style="list-style-type: none">● Gives people jobs● Greater on-demand transportation options
People may have cars, but no job; cars not equated with status	

Uber & DaChe China Context

**DaChe's model is
based on the
context in China**



China Context

Abundance of taxi cabs

Convenient and affordable public transportation system

Car signifies wealth and status; most lay people don't own cars

Black cars/non-commercial cars banned from being hired

DaChe Solution

App for taxi cab drivers to optimize their routes and earn extra money; promotions to lure riders to use the app

Uber & DaChe China Context

Willingness to explicitly pay more up front for better service

Didi DaChe implemented a creative “surge pricing” system to incentivize drivers to use the app during peak hours



- Users used to be able to “bribe” cab drivers during peak hours by offering extra tips up front (in addition to regular fare)
- Marginalized elderly and those who didn’t have smartphones, including foreigners
- Government ultimately banned bidding for taxis due to unfair incentive structure

Sources:<http://www.npr.org/blogs/parallels/2014/04/10/301049584/what-a-ban-on-taxi-apps-in-shanghai-says-about-chinas-economy>; <http://www.donutstodumplings.com/2014/09/how-to-use-didi-dache.html>

Uber & DaChe China Context

Attraction to deals
and promotions;
Chinese are highly
price sensitive

Prior to merging,
DaChe companies
engaged in subsidy
wars by offering
discounts when
paying through their
electronic payment
systems, Alipay and
WeChat pay.



Didi Dache
(Tencent/
WeChat)



Riders receive RMB 10 discounts (three per day);
drivers receive RMB 10 rewards (five per day)

1月10日



阿里巴巴和快的

Riders receive RMB 10 discounts (two per day);
drivers receive RMB 10 rewards (five per day)

1月20日

司机奖励15元，乘客头15元；
用户头15元，司机头RMB 15 (five per day)

1月21日

Riders get RMB 5, Drivers get RMB 5

2月10日

Riders still at RMB 10; Drivers still at RMB 15

Riders get RMB 12-20; Drivers get RMB 10

2月18日

快的司机奖励13元，乘客最低13元；
司机头13元，乘客头13元，司机头RMB 15

补贴开始下降，部分城市实施最低票价；
乘客每天限2单

3月3日

Riders back to RMB 10; Drivers still at RMB 15

Riders get RMB 5 (now just two trips per day);
Drivers get RMB 5

3月18日

Riders get RMB 5 (still just two trips per day);
Drivers get RMB 5

北京、上海、杭州、深圳、广州、南京、
武汉、天津、沈阳、大连、青岛、济南
12个城市用户，保持每单补贴5元，每
天2单不封顶。司机每单立减5元，每天2单
不变。其他城市的补贴金额则调整为每单立
减3元，每天2单

3月22日

Subsidies in some cities drop to RMB 3

3月23日

只剩红包一只

X月X日

只剩红包一只

Uber & DaChe China Context

Public transportation is affordable and readily accessible.

DaChe companies will be launching a service that will hail a driver to pick up your car and drive you home.



Source: <https://www.techinasia.com/chinese-taxihailing-app-didi-dache-books-5-million-rides-day-cost-225-million/>

Uber & DaChe Context

Uber model in the China context

China Context

Government ban on unlicensed private-car hire

Most lay people don't own cars

Car signifies wealth and status

Uber Solution

Drivers with personal connecting with customers in need of a ride



Uber & DaChe Impact on Design

- **Existing infrastructure.** This may be significantly different than what the app was designed for. The value proposition and design should adapt to the infrastructure.
- **Context of regulations.** Government relations are paramount. If Uber or another sharing economy solution is too disruptive to society, the Chinese government could potentially impose regulations to suit their needs.
- **Consumer price sensitivity.** Chinese are especially prone to price comparison and attracted to deals, but are willing to pay almost anything for status.
- **Context of social status.** Understand what communicates social status to users, because this can be a key motivator.

A close-up photograph of a person's hands holding a red smartphone horizontally. The phone is oriented vertically, with its screen facing the viewer. A camera lens is visible on the right side of the phone. The background is blurred, showing a warm, reddish-orange color.

Conclusion

Context is Everything

Know the culture, user, business, technical limitations of your demographic before honing in on a solution

- Censorship
- Monetization
- Mobile
- Pricing/Value
- Status
- Trust

China has more advanced mobile

China has more advanced mobile solutions than we do, and are improving at faster rate....keep watching.

Questions?



Extra Slides

Company Market Size



VS.



160 million	Active Users	8 million
\$8.75 billion	Valuation	\$41 billion
< \$320M	Gross Annual Revenue	Est. \$2.8 billion (\$500M in SF)
350 only in PRC	Cities	>300 (9 in PRC)
12M	Daily Rides	1M
900,000	Drivers	162,000 in U.S. (est. 500,000 worldwide)

In the Chinese Market



快的打车

&



滴滴打车

VS.



U B E R

Alibaba / Tencent	Main Investor	Baidu
Kuaidi Dache: 56.5% Didi Dache: 43.3%	China Market Share	< 2%
Kuaidi Dache: AliPay Didi Dache: WeChat Pay	Payment System	Baidu Wallet, AliPay, credit card
Location-based advertising; rider “bids”	Revenue model	20% cut
Regular, Luxury	Lines	People's Uber, UberX, UberXL, UberBLACK

Regulatory Context in China

- Only licensed taxis may use ride-hailing apps as of January 2015; black cars are illegal
- All non-commercial vehicles banned from being hired
- Restriction on the use of multiple taxi-booking apps because checking messages from several different apps results in hazardous driving

Regulations bridging the digital divide

- Users used to be able to “bribe” cab drivers during peak hours by offering extra tips up front (in addition to regular fare)
 - Discriminated against older people and those who didn’t have smartphones, including foreigners
- Government banned:
 - cabs from using these apps during rush hour
 - bidding for taxis due to unfair incentive structure
- Now, cabs take turns using the app on different days (ex. TuTh); bumper stickers that show which days they can use the app during rush hour



Consequences for Uber

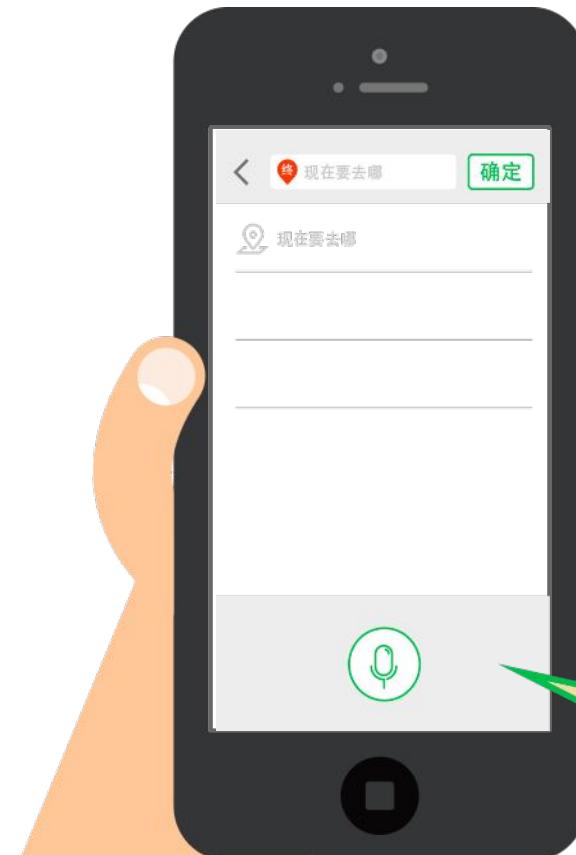
- Side-step regulations by registering private cars as rental cars for Uber and accrediting all drivers
- Appeal to a specific demographic of drivers with
 - personal cars
 - free time
- Non-profit model, People's Uber, is exempted from regulation of non-commercial use of personal cars



What's different about typing in 汉语?

- QWERTY keyboard is not optimized for the Chinese language
- Chinese must type the pronunciation then select the appropriate character, which is rather inefficient
- Pinyin (romanized chinese characters) is based on Mandarin, and many in China often speak a dialect that has different pronunciations which don't translate well to pinyin. Additionally, many have never even learned pinyin.
- As mobile first users, often using a phone to scan a code comes more naturally than typing a web address

Ordering a taxi in China



3 ways to order a taxi:

- 1) Use shortcuts for frequent destinations
- 2) Type/say destination
- 3) Order a taxi for a specific time

Push to Talk:

- Say current location and destination
- Push to talk to driver directly to coordinate pick-up



Why promo codes don't work in China

Language Differences:

- Chinese language uses characters, not Roman alphabets
- Difficult for Chinese to pronounce Roman words and individual letters

Potential Solutions:

- Scan QR codes for promotions
- Scan driver generated QR codes for payment
- Automatically load expiring promotions as “hong bao” into user accounts



Amazon & Taobao

Side Bar Use
Vertical Text & Functions

Animations during holidays

11 holiday explanation
(trademarked it as official)

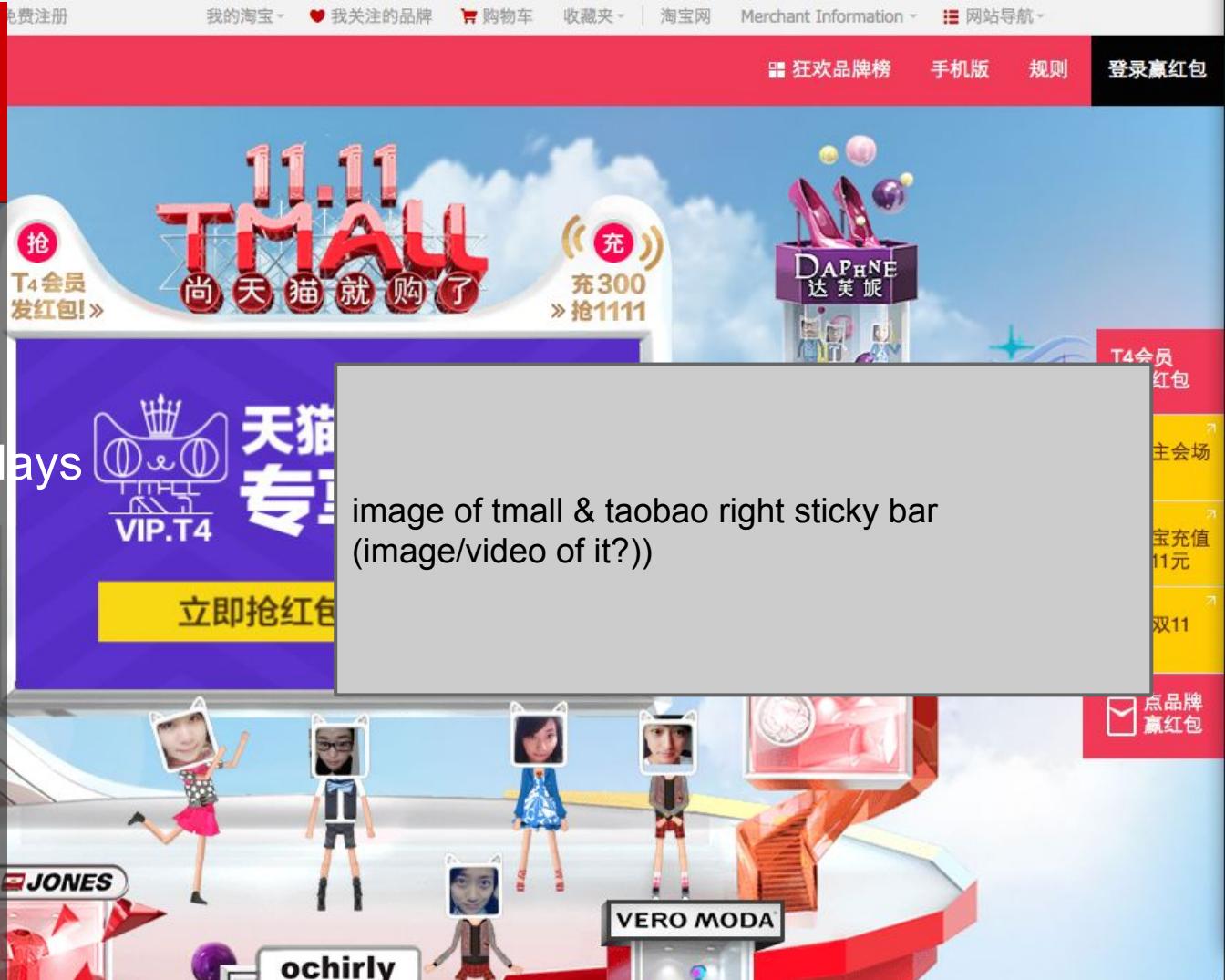


image of tmall & taobao right sticky bar
(image/video of it?))

Amazon & Taobao Status

VIP/Tokens

Gems reflect your status to others

Images Carry Brand

all items show off 'image'

Use of English

Image gives credibility & modern feel

[Back to search results for "womens peacoat"](#)



o1. TREND
世界因你而多彩 FASHION
THE DESIGN OF THE TREND OF THE JOKER TO LET YOU GO WITH Y.
THE SEEMINGLY SIMPLE T-SHIRT IS THE MOST FASHIONABLE.

潮流百搭 随心而动
看似简单的T恤其实是最时尚的单品

Amazon & Taobao

With Mobile being so strong, it's clear why Amazon's China mobile app isn't cutting it...

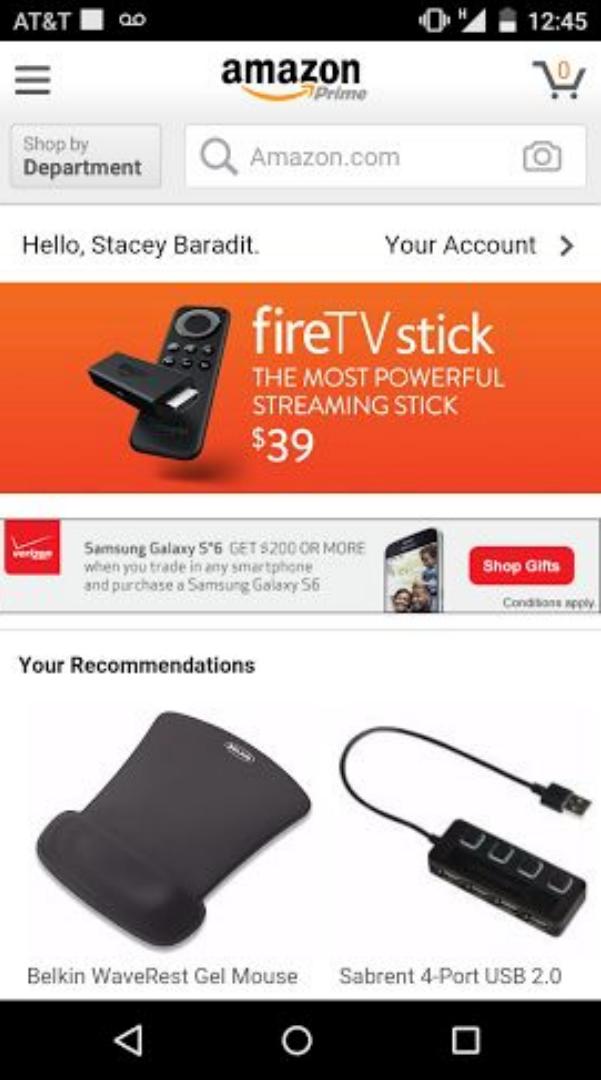


Amazon & Taobao MOBILE OPTIMIZED

More Content
Nature of Chinese characters

Easier login process
No password unless paying

Easy QR scan
Scan adverts or products



宝贝 天猫 店铺

把肥皂就这纹住，是不是很任性！

时尚连衣裙 妈妈装 女士衬衫 轻棉 风衣 时尚t恤 女鞋 流行包包 新款男鞋 男装夹克 打底裤 凉鞋 打底衫 睡衣 沙发垫 更多...

高级搜索

搜索

手机逛淘宝
QR码

天猫 聚划算 超市 阿里旅行 司法拍卖 一淘 电器城 美妆闪购 阿里小智 特色中国 我是达人 消费者保障

主题市场

淘宝女人 运动潮 特卖
淘宝男人 孕婴童 家居
美容护肤 中青年 美食
海外直邮 有车族 装修
手机数码 生活家 游戏

特色购物

淘宝二手 拍卖会 爱逛街
淘宝奇葩 全球购 挑食
淘宝同学 淘宝郎 星店
淘宝众筹 格格 动漫 腹调
生活服务 淘宝达人 逛搭配

优惠促销

天天特价 免费试用 清仓
一元起拍 淘金币 夜抢购

工具

阿里旺旺 支付宝 来往 UC

当前热点

春夏上新 瘦身秘技 T恤潮流
潮流流量镜 游出游必备 旅行特卖
精彩推荐 租房买房 闺蜜淘货 天猫国际
新车首发 余额宝 大牌捡宝 拍卖专区
奢侈品 玉器 艺品 资产甩卖 拍车房
你点菜我送汤 最淘宝
有钱就要任性

女装·男装 **旅行印花潮T!** **真丝连衣裙+短袖T恤**

鞋靴·箱包 **夏季潮流5折推荐** **品牌男鞋 箱包特卖**

潮流女装 **夏新品** 韩版 开衫 短外套 母亲节
连衣裙 长裙 雪纺裙 半身裙 雪纺衫 蕾丝衫
T恤 **印花T** **清新T** **90后** **品牌清仓**
裤子 短裤 九分 **大码裤** **90后** **品牌清仓**
精选男装 **夏款** **潮款** **休闲** **商务** **夏新品** **清仓**
T恤 **外套** 衬衫 短袖T polo 棉麻 运动装
裤子 牛仔裤 休闲裤 九分 短裤 沙滩裤
潮流女装 **运动衣** **型男羽绒** **个性男潮**

运动户外 **防晒遮阳帽** **地板胶带** **限量潮鞋**

珠宝配饰 **街拍新款耳环** **色彩搭配** **和田玉**

运动鞋 跑步鞋 板鞋 篮球鞋 限量版 NB
运动服 套装 卫衣 **夹克** T恤 收腹裤 棒球服
户外运动 皮肤衣 冲锋衣 徒步鞋 钓竿 渔具
健身用品 跳绳 跑步机 甩脂机 羽毛球 乒乓球
骑行装备 山地车 死飞 电动车 钓轮 滑板车

amazon Prime

Shop by Department Search All

Hello, Stacey Your Account Your Prime Wish List Cart

Stacey's Amazon.com Today's Deals Gift Cards Sell Help

手机逛淘宝

STAR WARS THE DIGITAL MOVIE COLLECTION \$99

Related to Items You've Viewed See more

便民服务

Hi! 你好 领淘宝金币 领淘宝金豆 会员俱乐部 登录 免费注册 免费开店

更多 Top Picks for You See more

发现·好货

Amazon wonders... or watch the movie?

Cast your vote: Book Movie

Best-Selling BLU Phones See more

Mother's Day is May 10

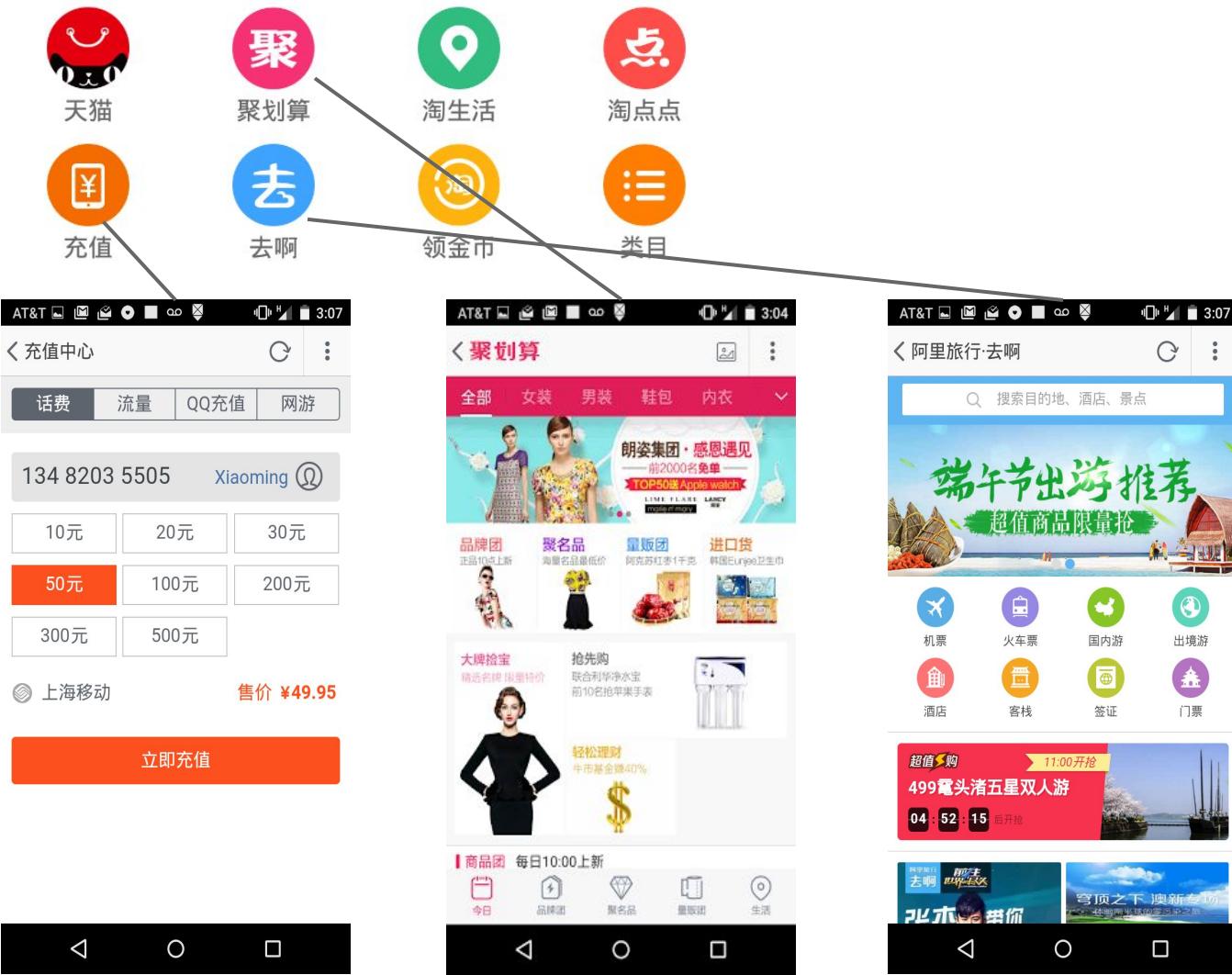
Collectible Musical Instruments

Luxury Beauty Best Sellers

1 2 3 4 5 See More in Luxury Beauty Sentiment Jewelry for Mom

Amazon & Taobao ECOSYSTEM

Taobao is like a
Russian doll....
System within system....



Slow Internet Speed

Nature of Chinese Characters

Commute on Public Transport

Leapfrog computers, Mobile first

Significant Trust Issues

Government, Political Sensitivity

Banking Norms

Affinity for 'Cute'

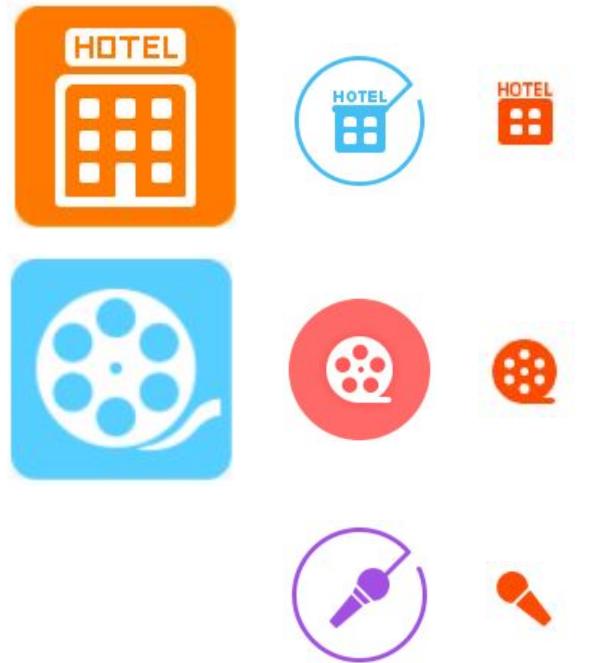
Scale of User Base

Representation of Status

Opening links in new windows could be a way for Chinese users to cope with the slow Internet speed.

By opening multiple windows at once, users can wait for new windows to load while continuing to surf completely loaded pages.

Consistency of Iconography

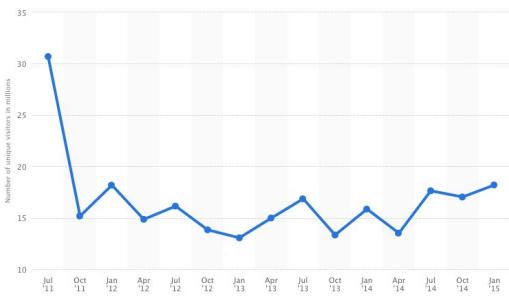


Colorful & fun icons, clipart, badges

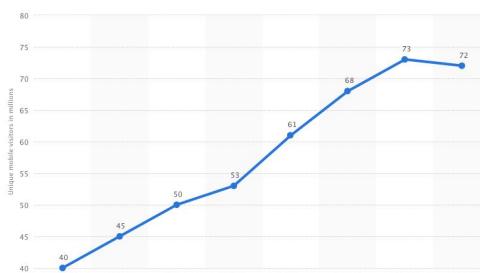


additional charts i might use

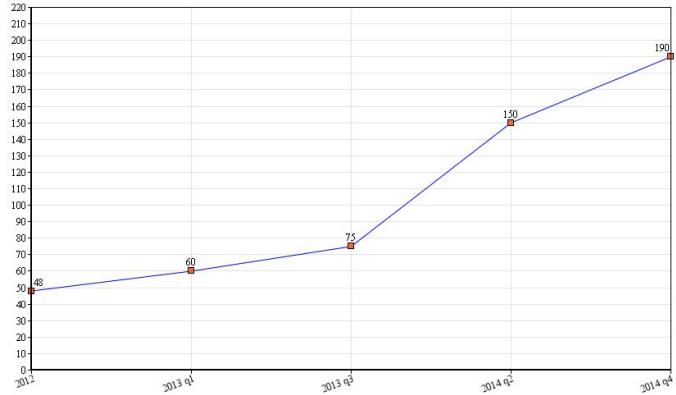
will need to align the scales & axes to show differences between each



groupon



yelp



dianping

2014 q4- 190 mil
2014 q2 - 150 mil
2013 q3 - 75 mil
2013 q1 - 60 mil
2012 - 48 mil

Dedicated deal & coupon pages outside of regular listings.

Accessible via a dashboard of deals.

Specially made flyers promote the deals.

 Pizza Hut

Package: 3 parts suitable store: 96 Home

Use Rules: Fill in the phone number and verification code to receive promotions to the store after click offers page on the phone, ordering the production of the page when you can enjoy the benefits!



Dine-consumer ID to enjoy ...
Validity: Valid until 2015-09-30
Students holder 20%



Breakfast Package minus 5...
Validity: Valid until 2015-09-30
¥ 10 onwards



Tea buy one get one
Validity: Valid until 2015-05-31
¥ 36 onwards

Deals are mentioned only via search filters and on the business listing itself.

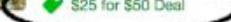
Sort By
Best Match
Highest Rated
Most Reviewed

Neighborhoods
West Berkeley
Downtown Berkeley
Emeryville
North Berkeley
More Neighborhoods

Distance
Shortest View
Driving (0 mi.)
Biking (0 mi.)
Walking (1 mi.)
Within 4 minutes

Features
 Offering a Deal
 Open Now 12:44 PM
 Sells Gift Certificates
 Accepts Credit Cards
[More Features](#)

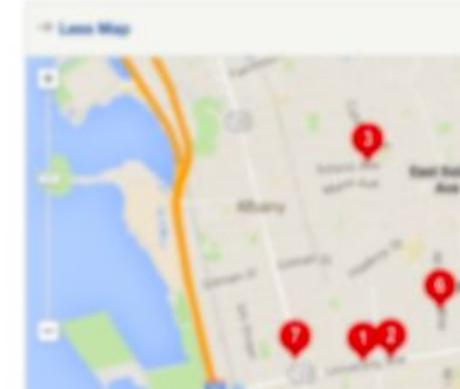
1. Pizza Moda

224 reviews
\$\$ · Italian, Pizza


2. Himalayan Flavors

255 reviews
\$\$ · Indian, Himalayan, Nepalese

[Order Pickup or Delivery](#)

[Locate](#) 

Rewards for participation

Dianping will reward you with credits for user activities such as writing reviews, commenting on message boards and

These come in the form of credits you can cash in for deals at businesses, but also status badges for your profile.