



**Yifu Ma  
Portfolio  
2018-2019**

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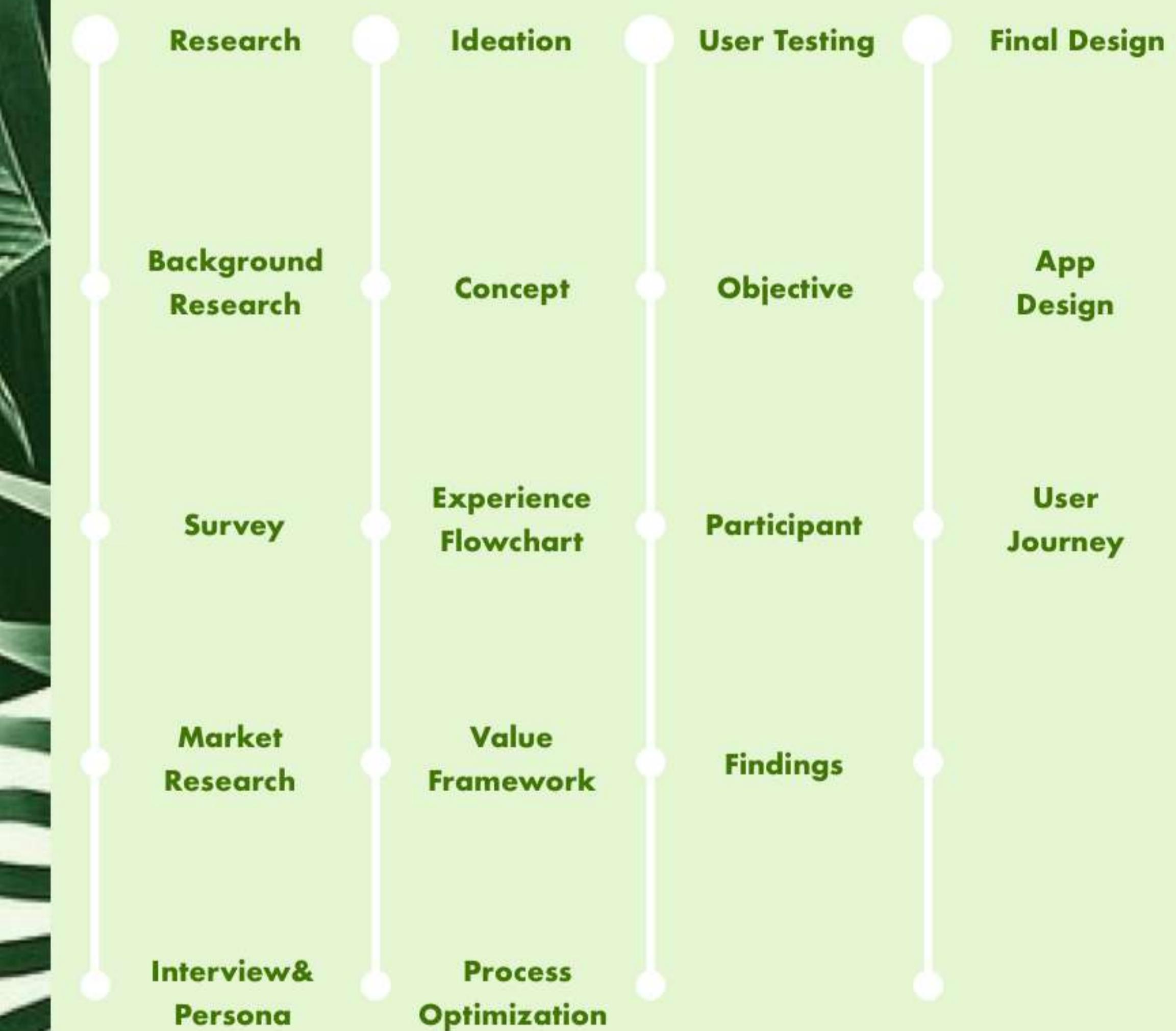
3D Modeling



# Project1

Branded green plant based on virtual interaction

## TinyGreen

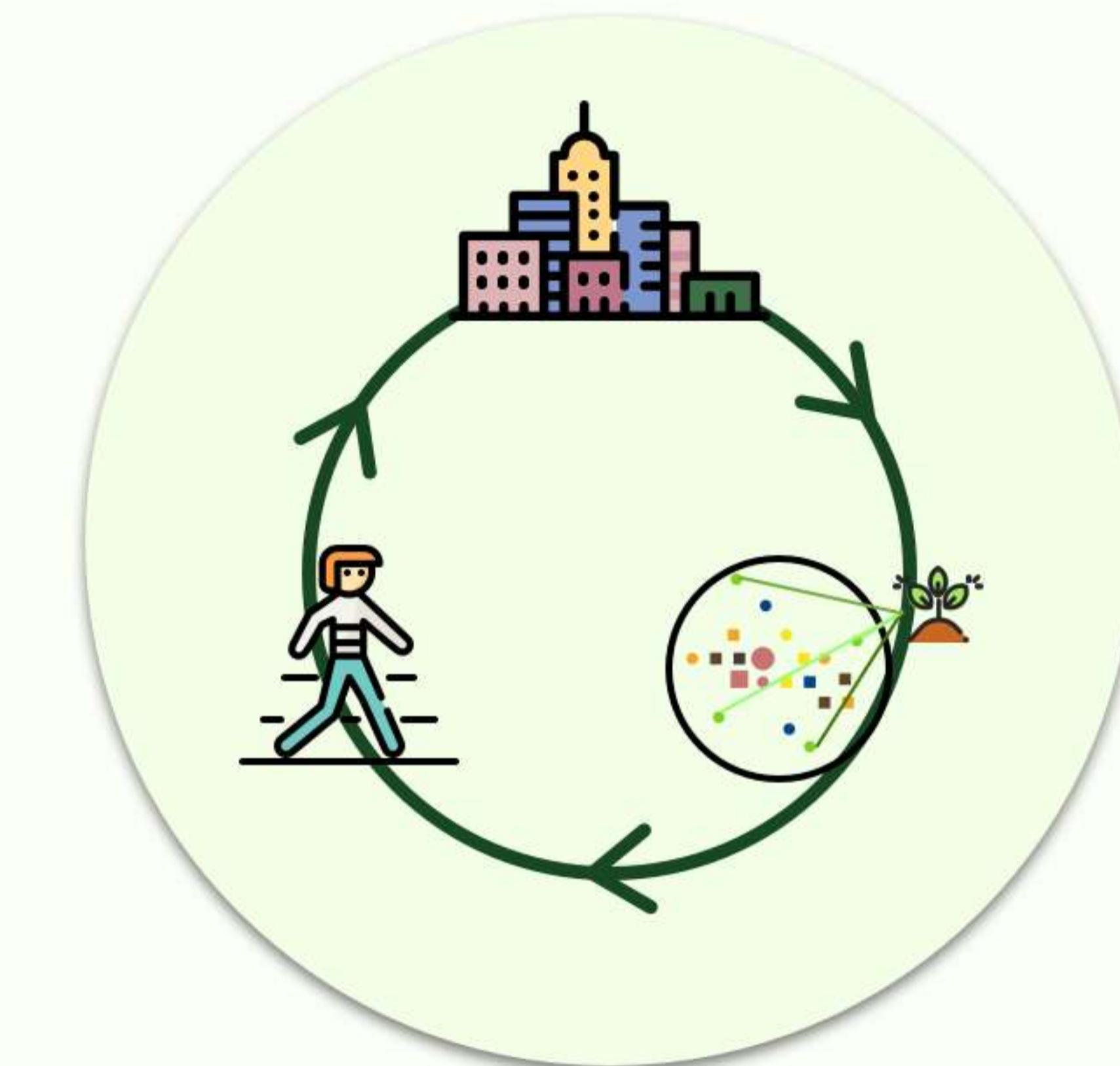
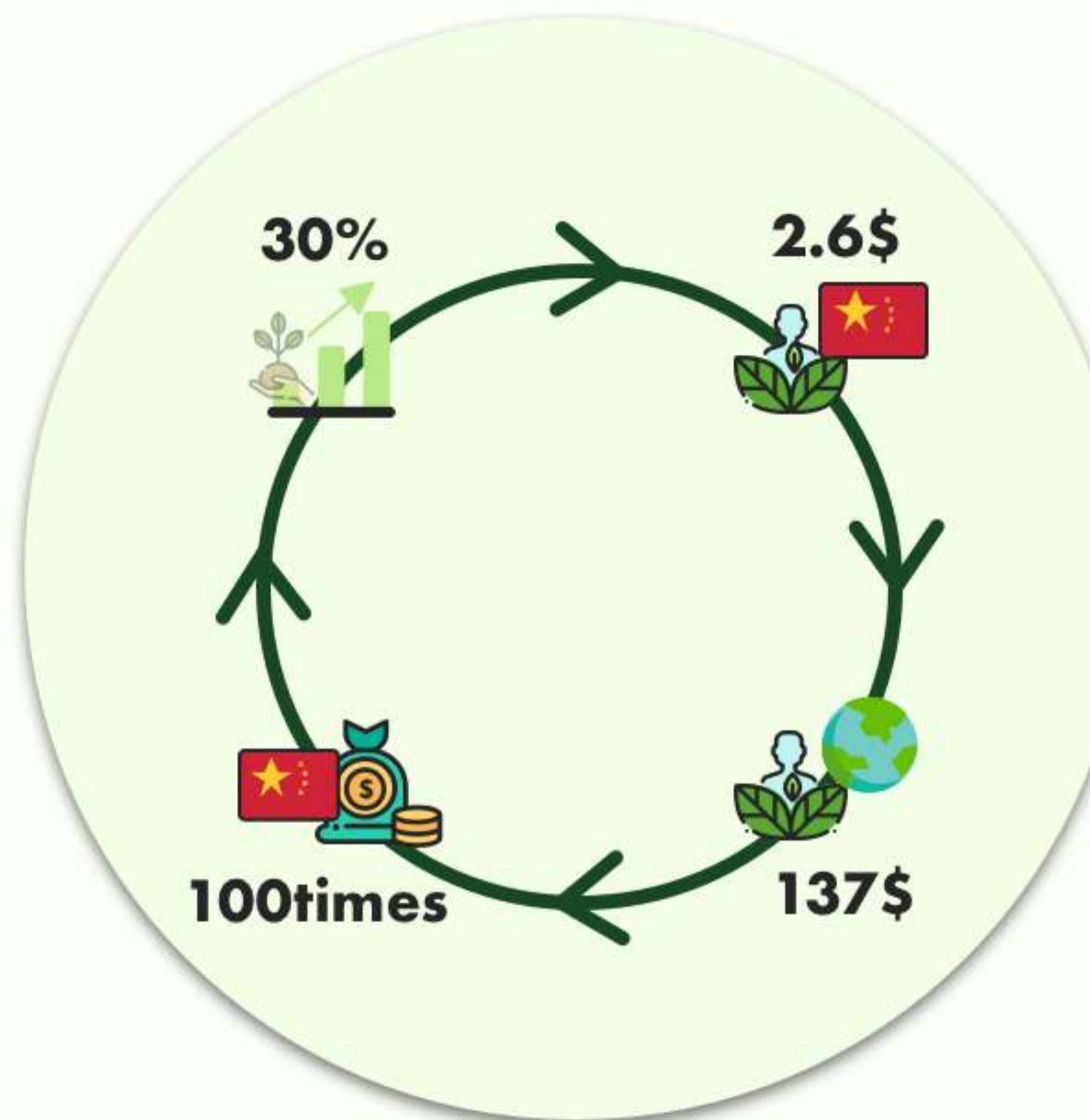
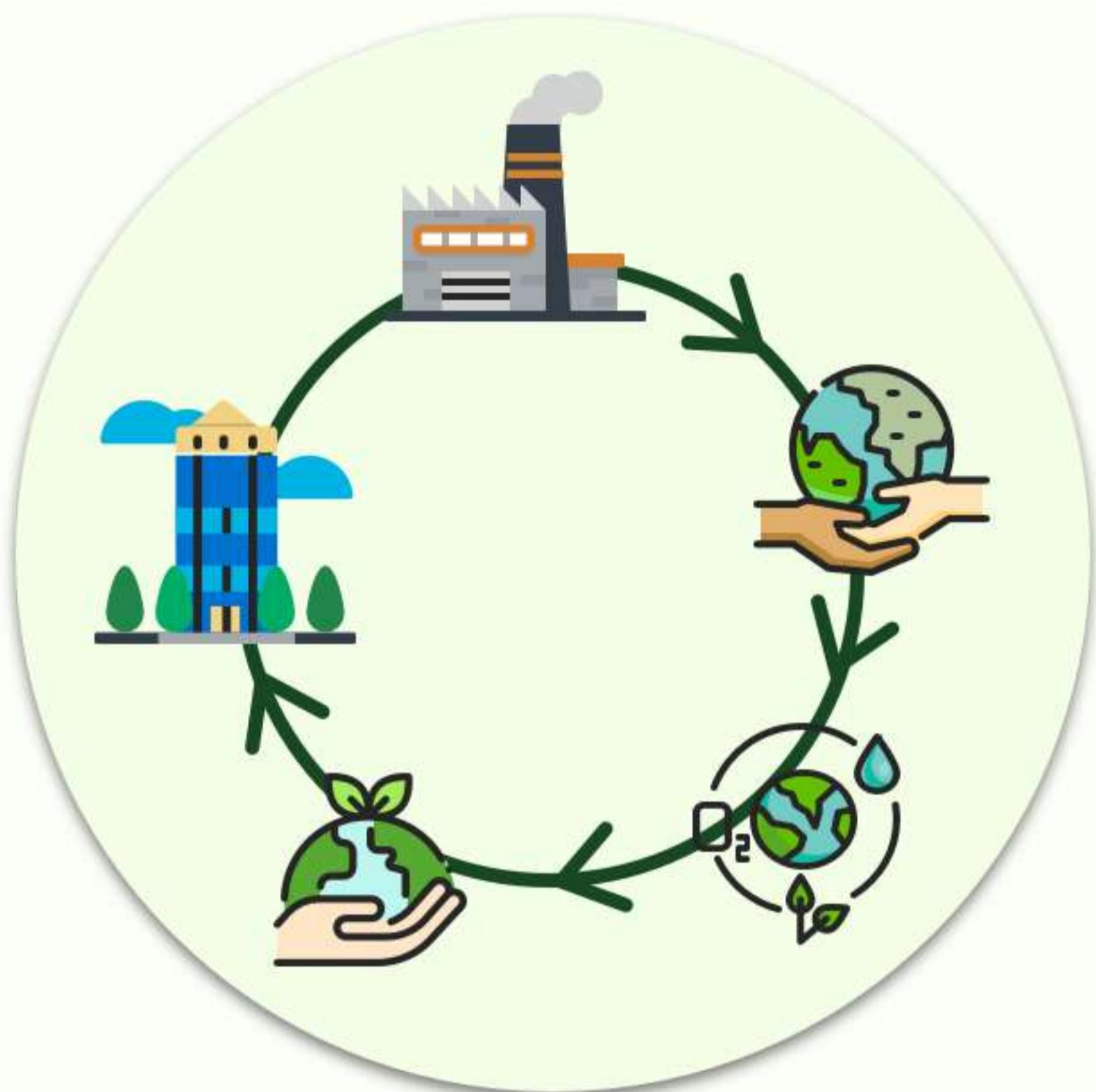


TinyGreen hopes to use virtual interaction to connect plants and the Internet. It will enhance the plant raising experience of young people and let more people start to raise plants and protect the environment.

Teamwork- Project leader

# BACKGROUND RESEARCH

## —PLANT MARKET



Urban development has led to a decline in plants, fewer opportunities for young people to access plants.

The growth of annual spend on plants in China is 30% while per capita spending is merely 2.6\$. Comparing with international average 137\$, there is still 100 times space of growth.

The plant market is shrinking and mostly restrained in suburbs. It takes a long time to purchase green plants.

**The need to upgrade the purchase process; the reduction of urban plants; China's per capita flower consumption accounted for 1.89% of the world's average flower consumption level, which indicates that there is still 100 times more room for growth in this industry.**

# BACKGROUND RESEARCH

## —IOT&PLANT



With the development of the Internet of Things, more and more devices and items are connected to the Internet. So connecting plants to the network will make plants more intelligent, interesting, and vivid.



# BACKGROUND RESEARCH

## —INTERACTIVE MODE UPGRADE



**2007**

**Flower vine**

**Tencent**

Promote “virtual plant” growth through mutual interactions between friends.



+Human interaction



**2009**

**QQ Farm**

**Tencent**

Bring fun to players by “raising sims” and interacting with friends.



+Game interaction



**2016**

**ANT Forest**

**Alipay**

Through a friend interaction, raise a virtual tree in Alipay. When the tree grows up, the nonprofit organization can “buy” the virtual “tree” planted by the user in the ant forest, thereby planting a solid tree in reality.



+Interaction with reality

...



**Now**

**TinyGreen**

/

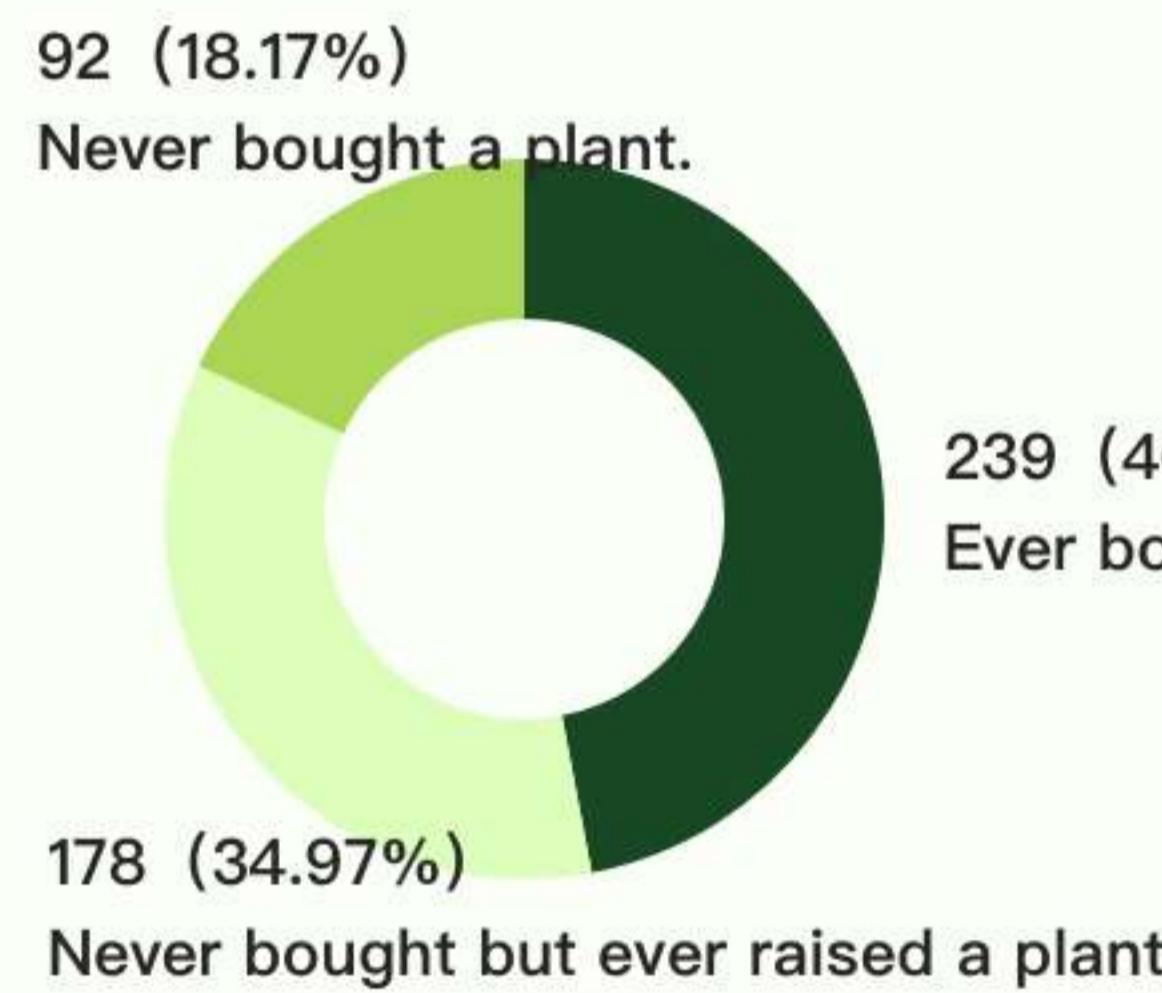
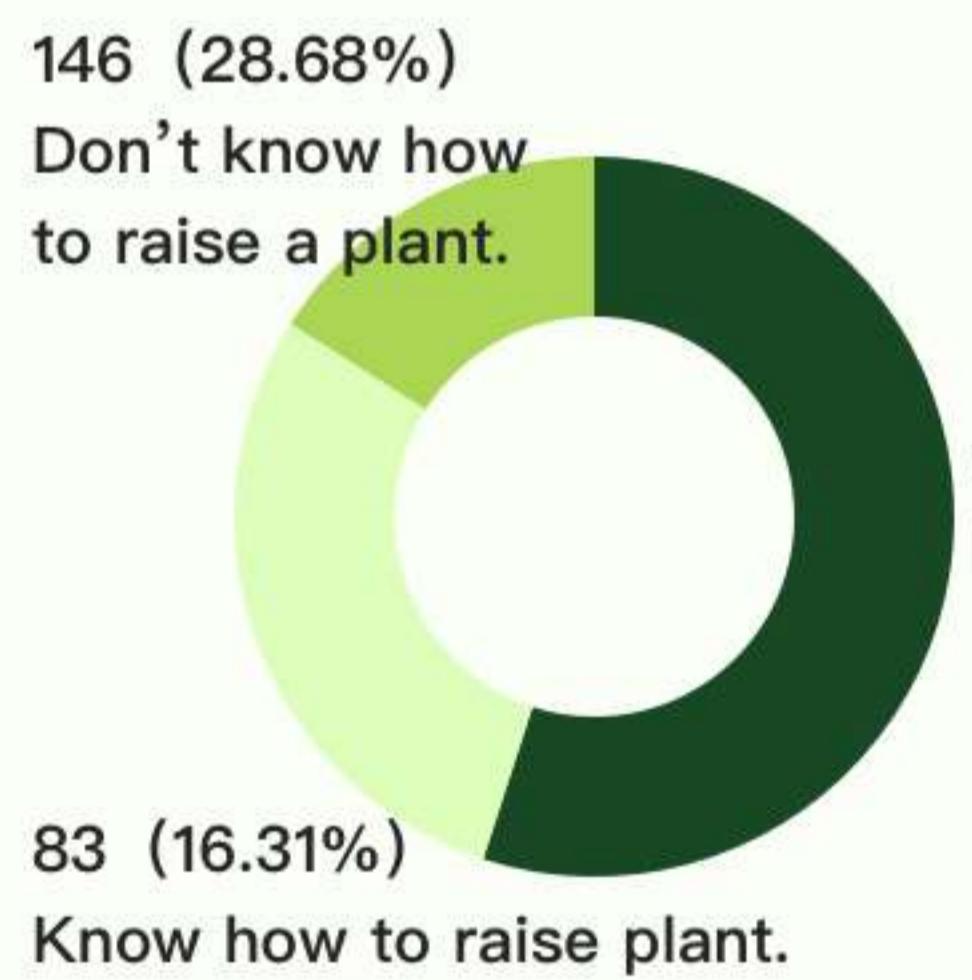
TinyGreen monitors the health condition of plants and presents data to users. With special reminder on the app, users are prompted to take good care of the plant, like Ant Forest, funny interactive function also engages users.



+Interaction of the IOT

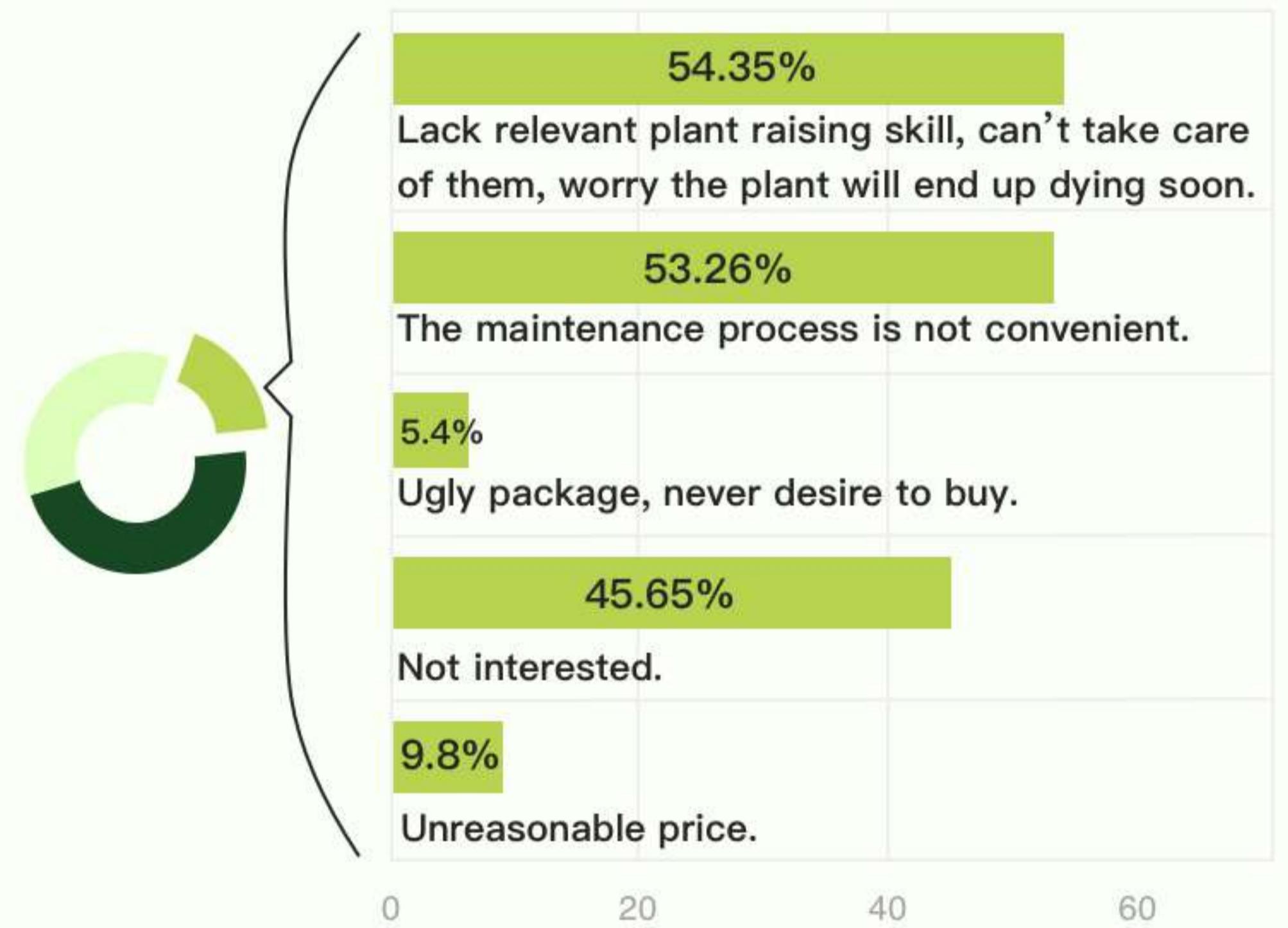
# SURVEY – PLANTING EXPERIENCE OF THE YOUTH

## Will people buy plants?



- Most people have a tendency to buy green plants, but many of them lack raising skills.

## why do they refuse to buy plants?



- 1.Lack skills and knowledge for care.
- 2.too troublesome to raise a plant.

# SURVEY – PLANTING EXPERIENCE OF THE YOUTH

## Where do people wish to buy plants?



## How do people expect virtual plant (app) to function?



- From the perspective of share economy, selling plants in different scenarios not only maximizes the utilization of existing resources, but also optimizes the purchasing process for users.

- Remind users to maintain, feedback relevant data, interact with friends will be the main function of virtual plants.

# SURVEY CONCLUSION

## 82% OF RESPONDENTS HAVE RAISED PLANTS.



Female  
337

Male  
172



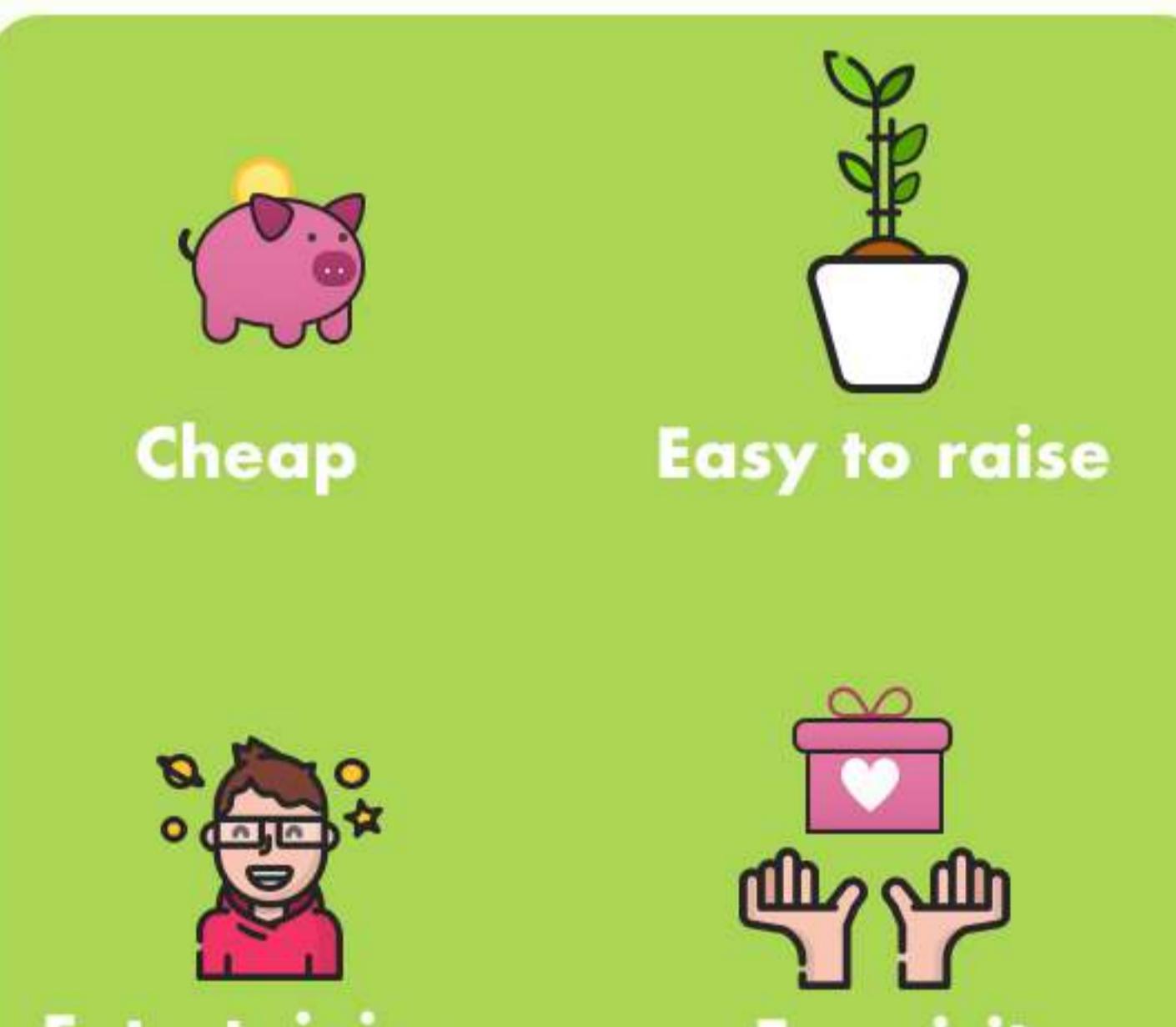
Office worker  
55

Student  
430

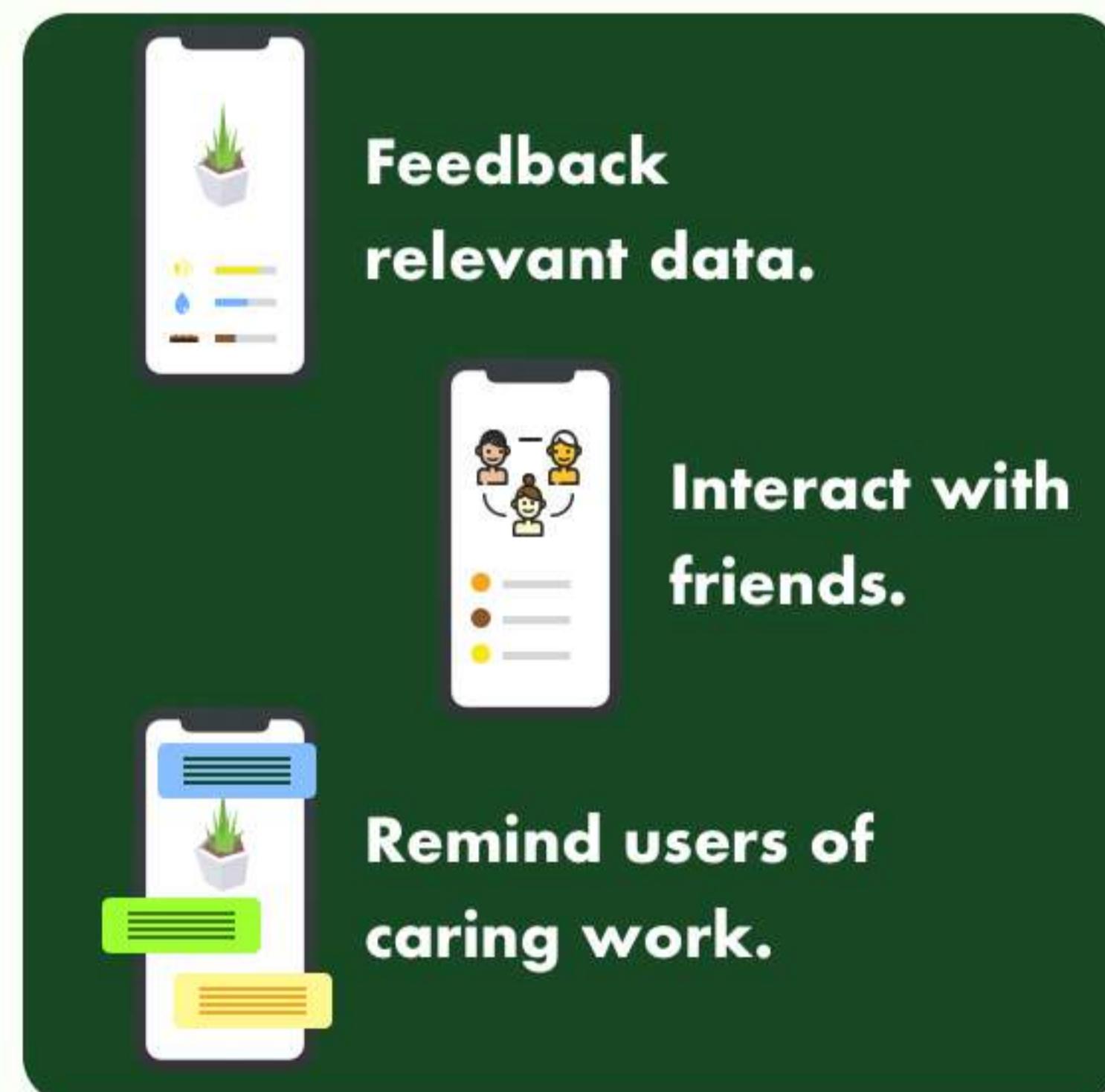
## THE MAIN REASON FOR NOT BUYING PLANTS.



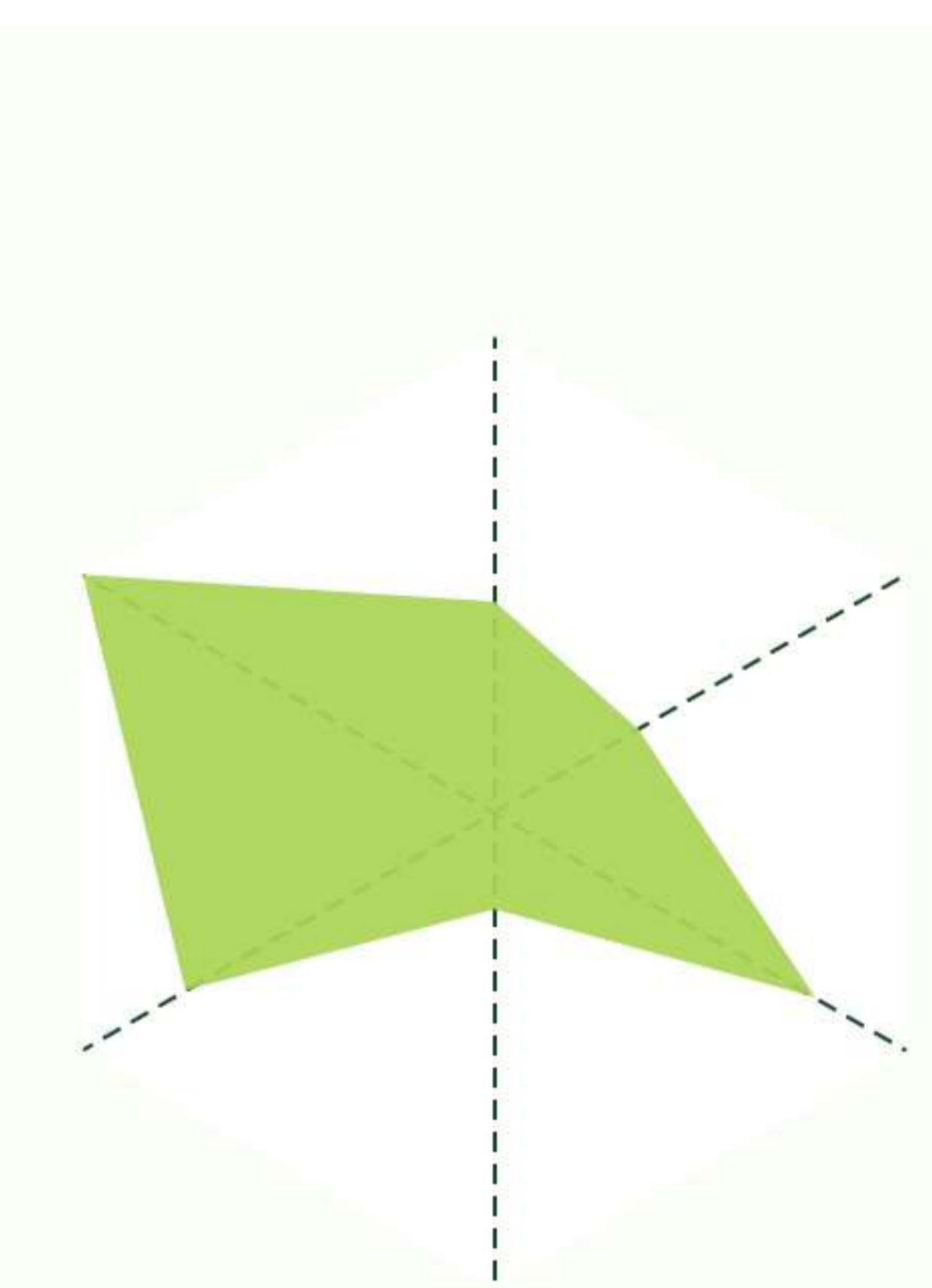
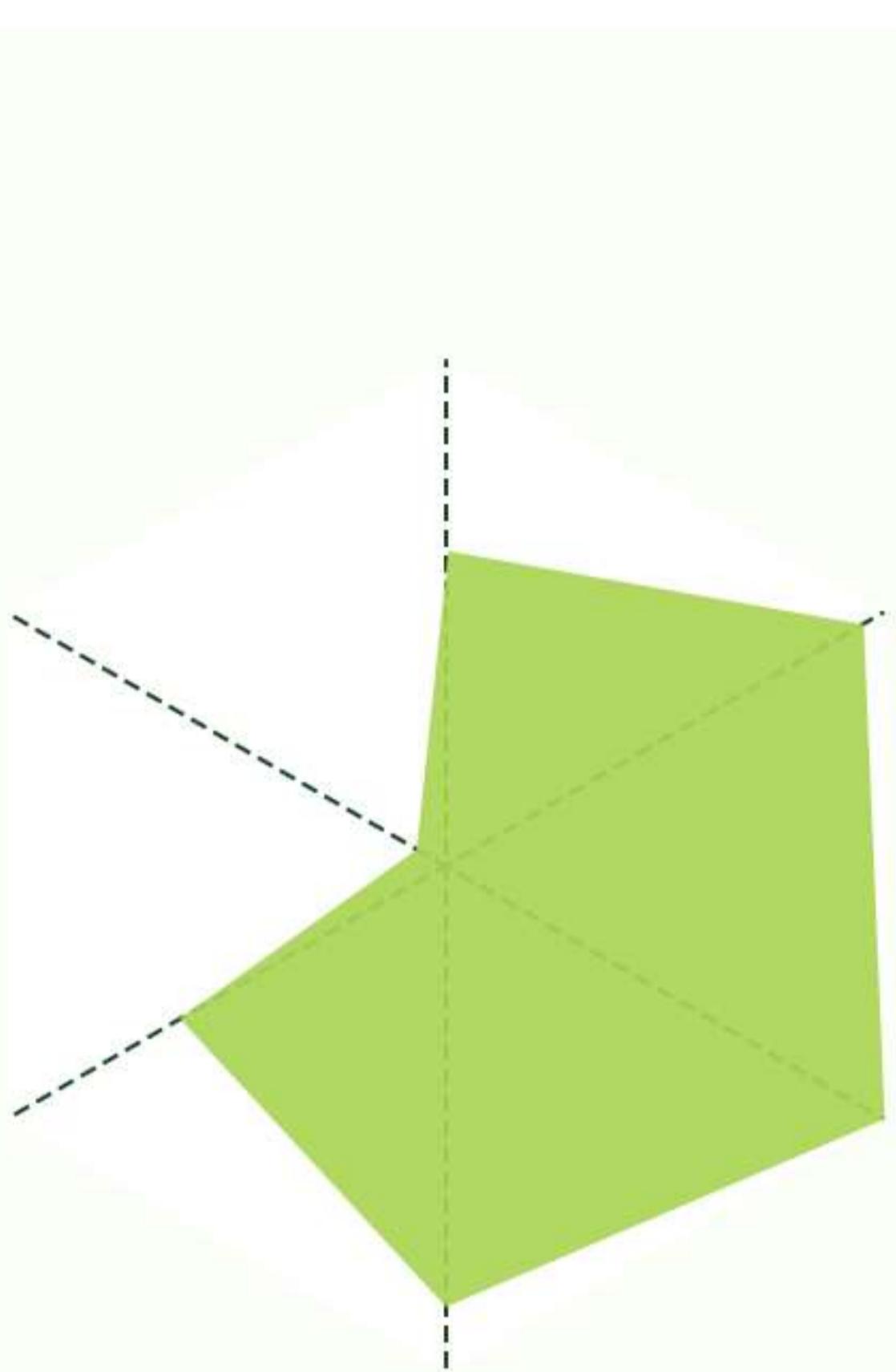
## CONSUMERS WANT PRODUCTS TO BE ...



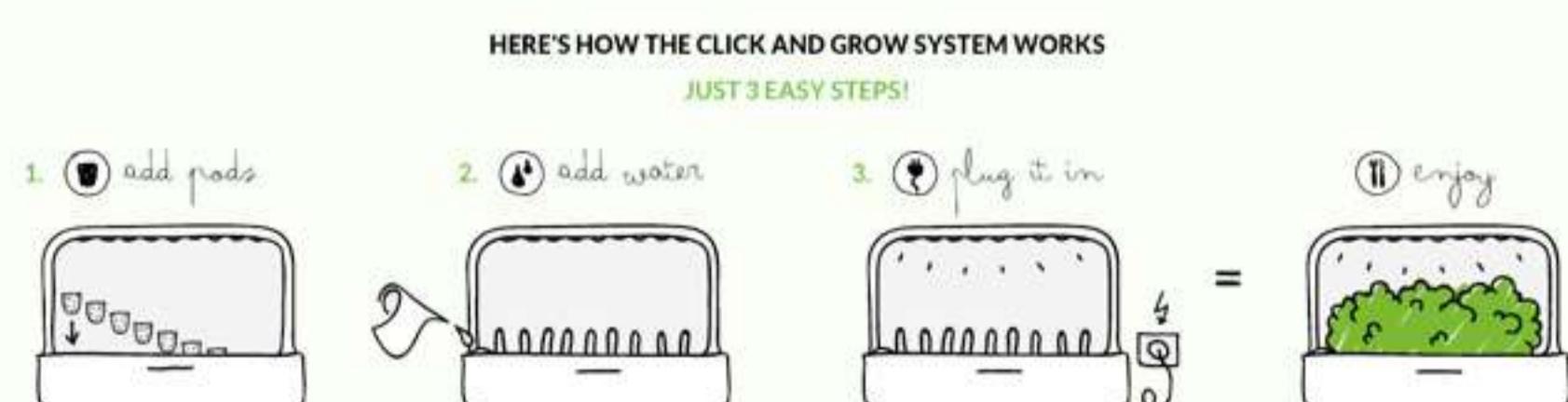
## THE MAIN FUNCTION OF VIRTUAL PLANTS



# MARKET RESEARCH



## Click&Grow



The Smart Garden 3 takes care of your plants automatically by making sure they have enough water, light and nutrients at all times.

## TinyGreen



TinyGreen combines sensors, seeds, virtual plants with precise maintenance tips which brings better user experience.

## Flower care



The flowers and plants monitors can “talk” to plants, help you accurately convey the care of each pot of flowers in your home, and get the right water nutrients and the temperature of the flowers. It is simple to raise flowers.

# INTERVIEW

## Participant



College Student

## Objectives

I mainly want to know....

- 1.The deep reason why college students buy or not buy plants.
- 2.If a professional plant raising app is offered, how do they wish it to function?

## Findings

1. College students lack companionship, they expect emotional support, and they need to purify the air.
2. College students need accurate and timely plant care guidelines. And their purchasing power is weak.
3. Hope to interact with plants, plants are like pets.

NanQin

Age:

22

Occupation:

Student



## Introduction

Nan loves life and nature. She lives in a dormitory with five other students, so she always feel the air quality in the dormitory is very poor. But she can't afford an air purifier, so plant is a good substitute. She thinks that raising a pot of plants is also a spiritual sustenance. However, she also worries that she can't take good care of the plants."

## PERSONA

## Feature

love plants and raised plants before. But lack of plant care skills. Limited spending power.

## PainPoint

Lack of plant care skills, fear of plant death. The air quality in the living environment is not good.

## Expectation

Purify dormitory air,  
pet-like plant.

# INTERVIEW

## Participant



Office worker

## Objectives

I mainly want to know....

- 1.The deep reason why college students buy or not buy plants.
- 2.If a professional plant raising app is offered, how do they wish it to function?

## Findings

1. Office workers need to alleviate visual fatigue and pass boring time with vividly decorated working environment.
2. Office workers believe that the process of purchasing plants is too time consuming. And they lack plant care skills.
3. Office workers expect the app to remind them plant care tips timely and interact with friends.

Alex

Age:

25

Occupation:

Programmer



## Introduction

Alex has been working in Beijing for three years. The time he spent in the company is longer than at home. His usual work is repetitious and boring sometimes. Everyday he stares at computers for hours, he really hopes to improve the quality of the air, relieve visual fatigue and pass the boring time. Sometimes he wants to buy potted plants in the office but Considering the inconvenience to purchase, and his lack of plant care skill, he just let go of the idea.

## PERSONA

## Feature

Too busy to intentionally go somewhere to select plants; Lack of plant care skills.

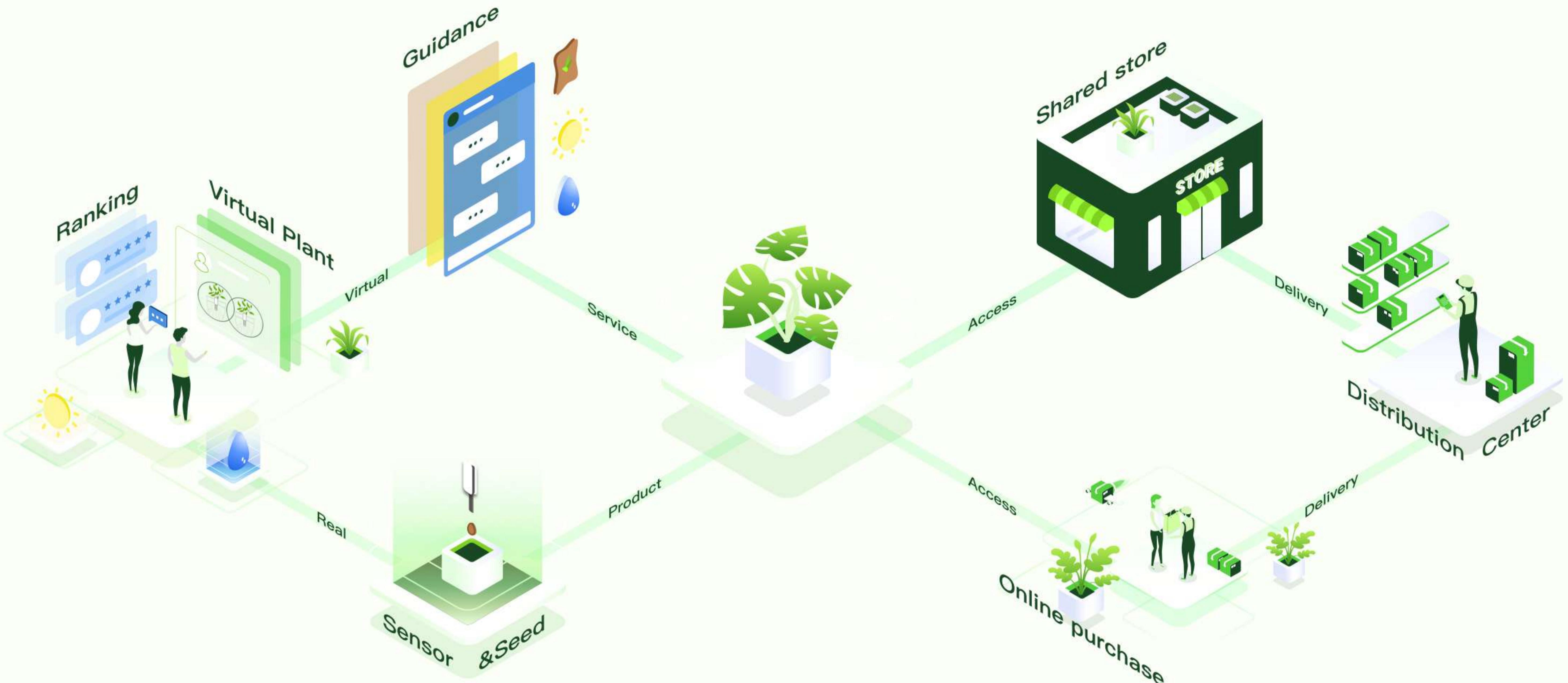
## PainPoint

Too busy to buy plants; Lack of plant care skills; Need to relieve visual fatigue.

## Expectation

Interesting experience to kill boring time; Relieve visual fatigue.

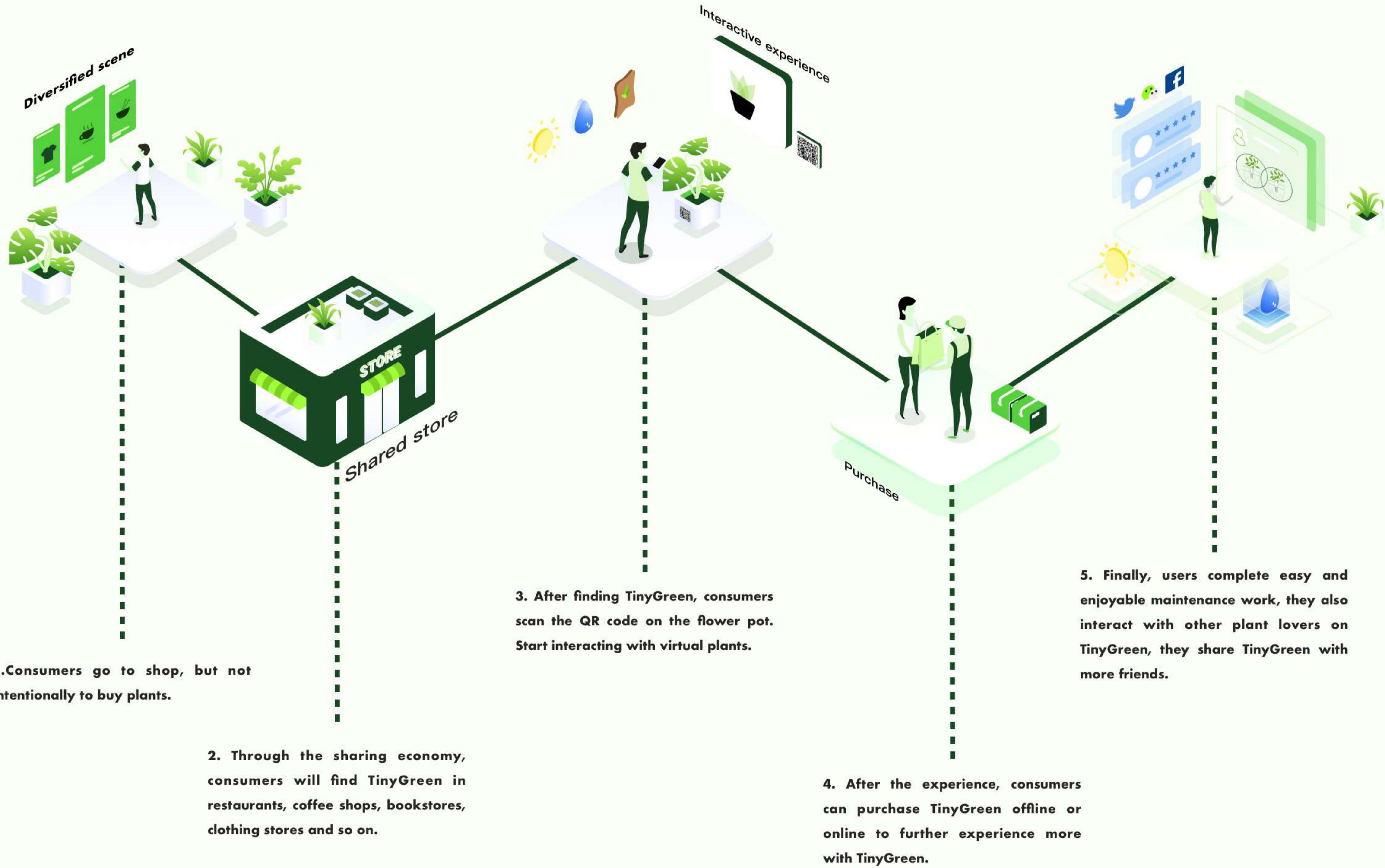
# CONCEPT



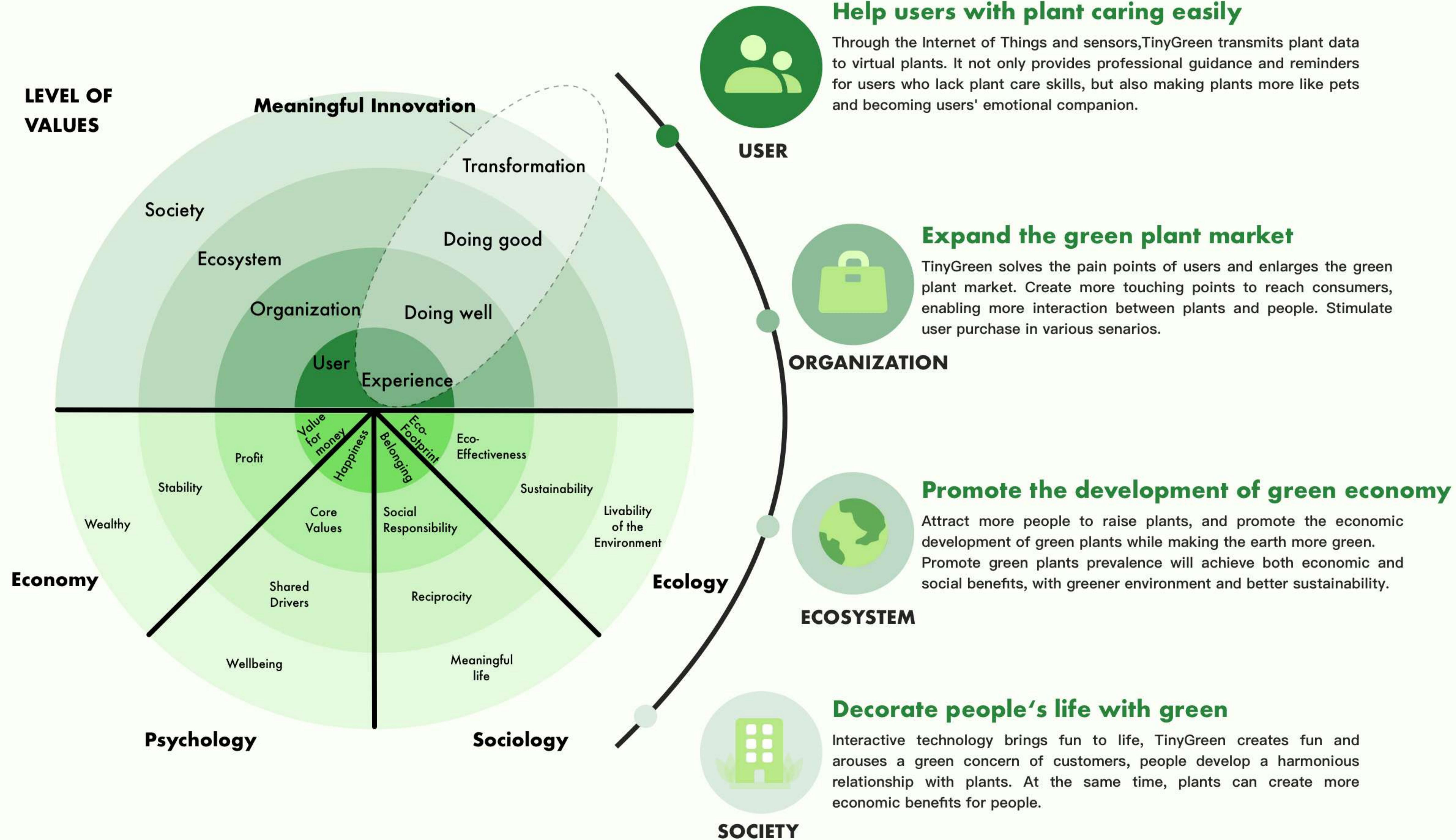
TinyGreen will be more than just a plant, it is more like a smart pet. Connecting the plants and the virtual plants on the APP with the sensor will not only help you to raise your plant more easily, but also can bring you interesting interactions with plants and friends.

Consumers can buy TinyGreen everywhere, we will cooperate with various stores like cafes, bookshops, restaurants by providing TinyGreen plants for decoration in those places so as to better reach our consumers.

# EXPERIENCE FLOWCHART



# VALUE FRAMEWORK

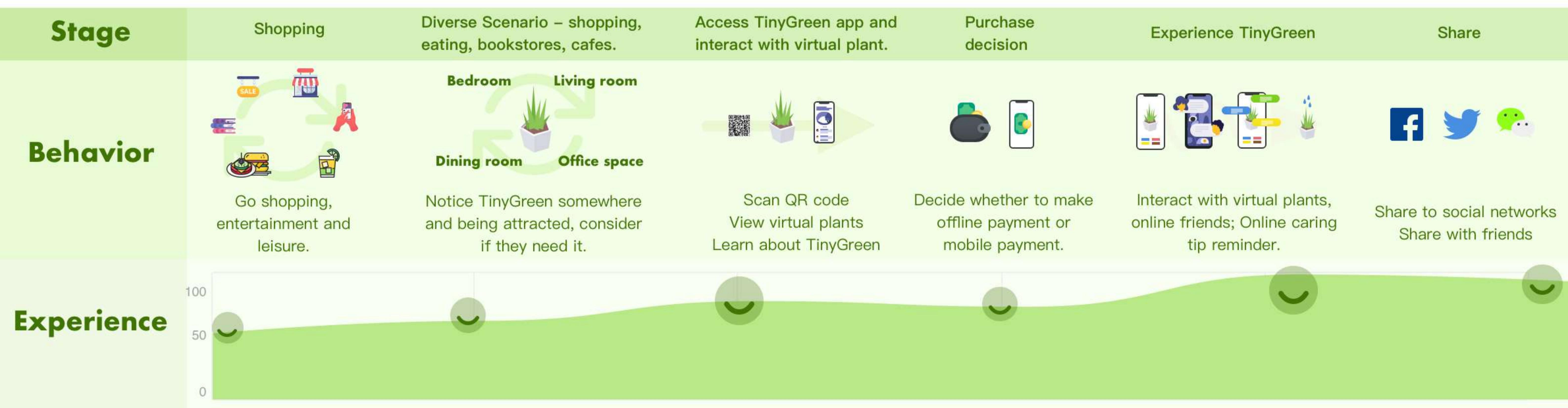


# PURCHASE PROCESS OPTIMIZATION

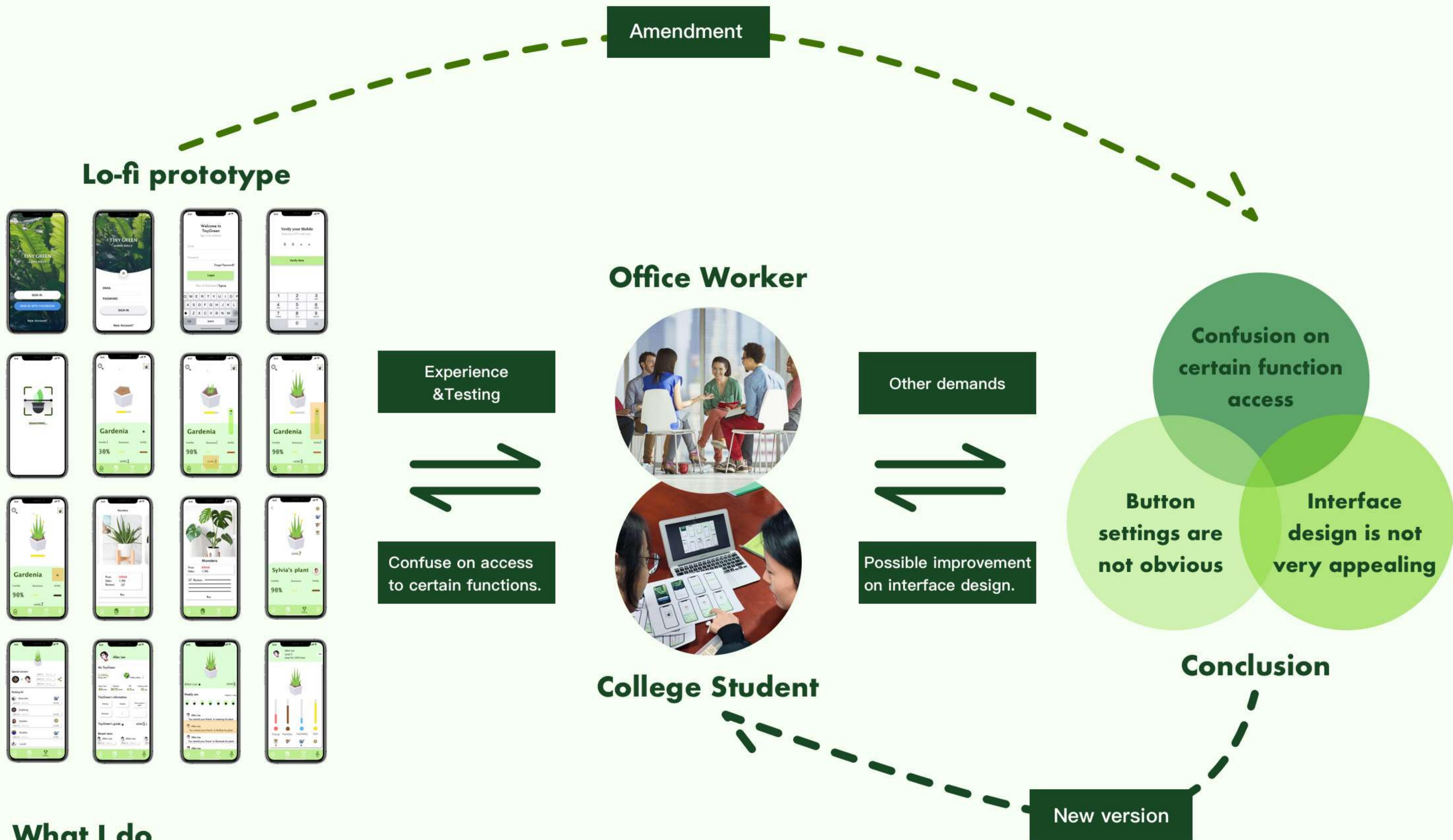
## BEFORE



## AFTER



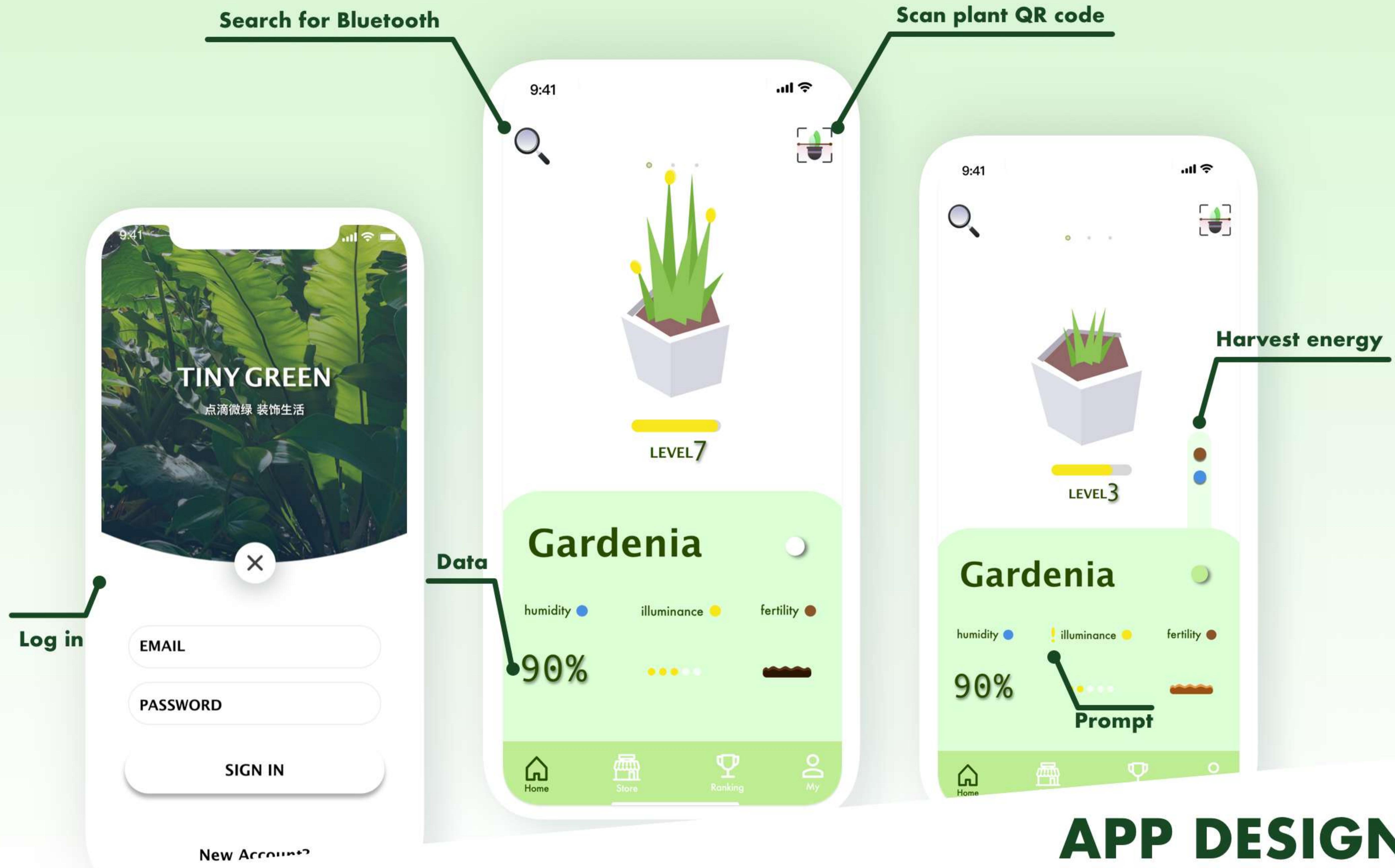
# USER TESTING

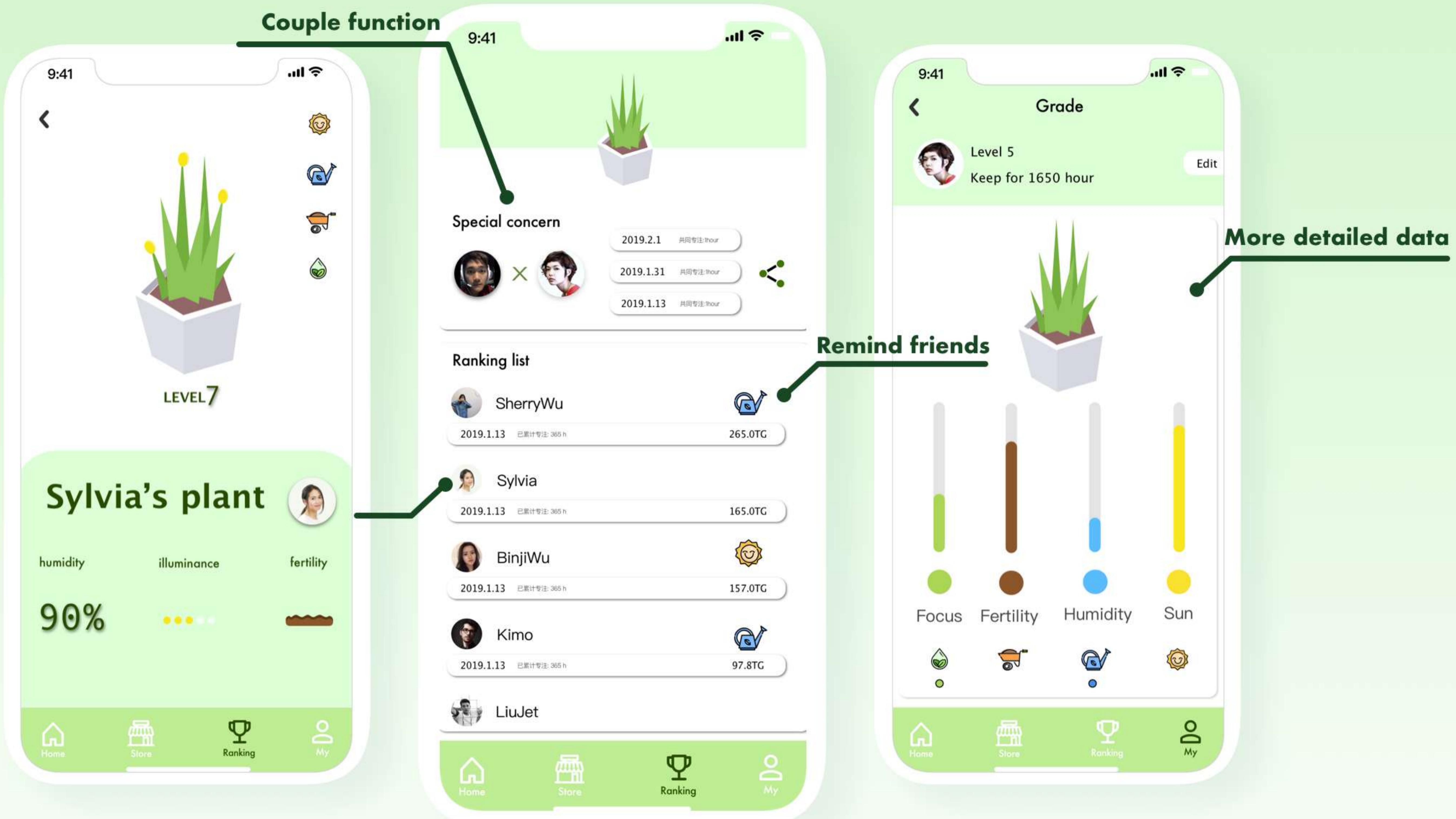


I conducted user test of two target groups to find out the defects of the original low-fidelity prototype, and identified some common user concerns. Taking the precious user feedback, I made some improvements and tested the new version again to ensure a high level customer satisfaction.

# TinyGreen

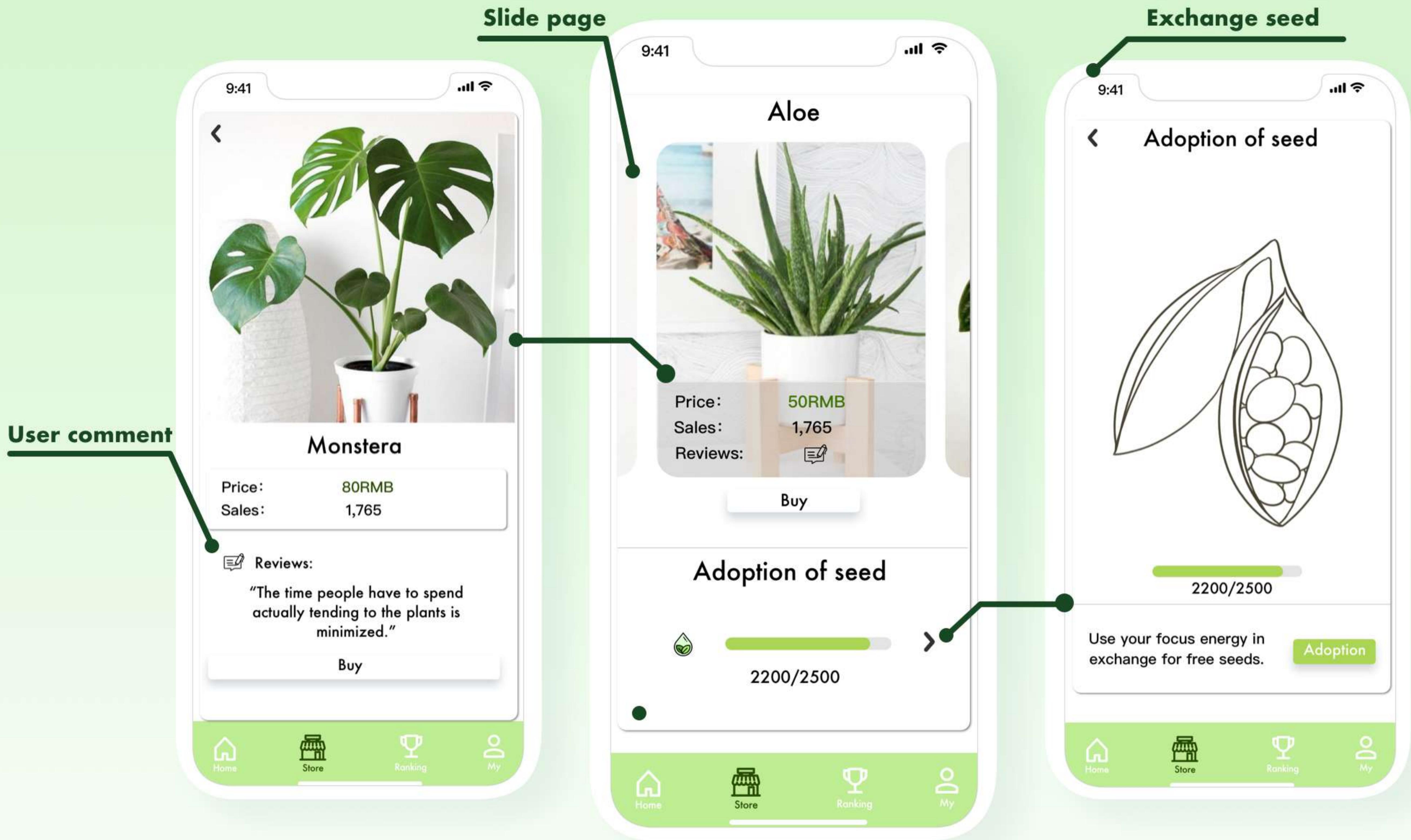
"Raising plants, decorating life."





## Ranking&Me

TinyGreen enables users to interact with other plant owners by reminding them to water, accumulate energy and accept rewards of good plant care work.



## Store&Adoption

**Users can buy plants on TinyGreen, and also exchange real plant seeds by collecting green energy.**

# STORYBOARD

1



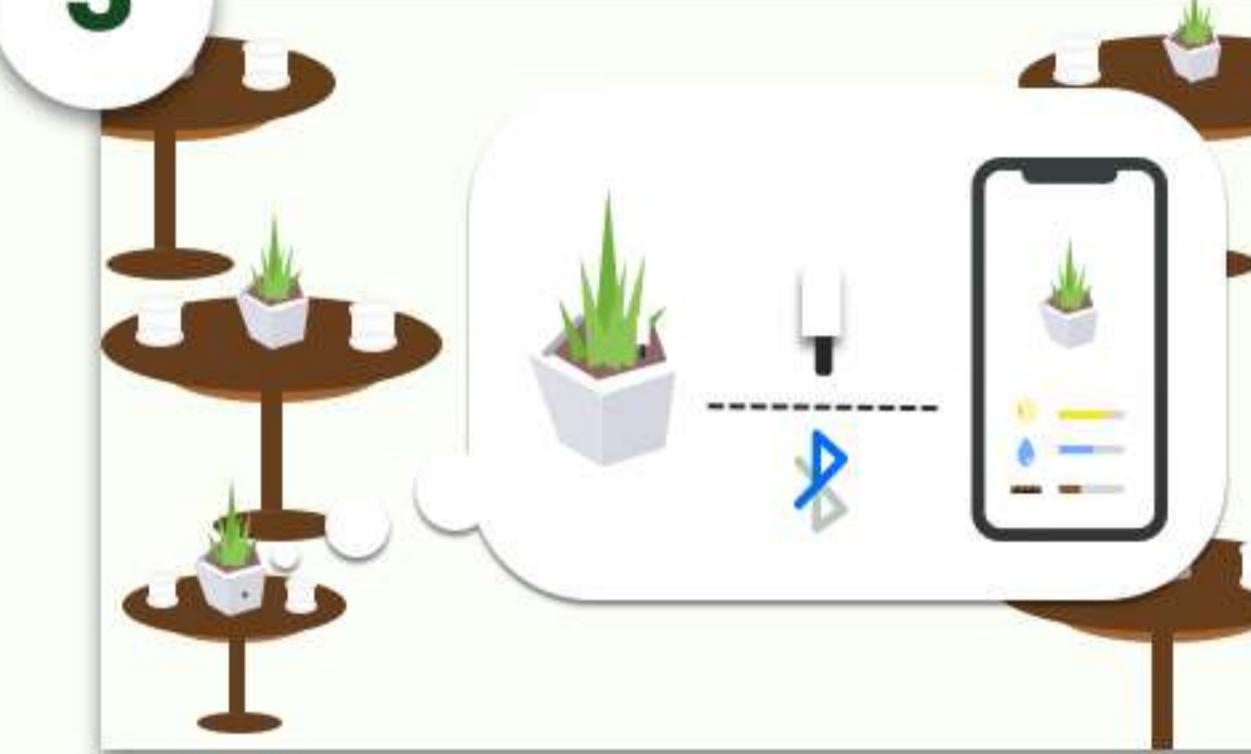
When I was young, I raised a plant. But without specific skills, it died soon. So I stopped trying to grow plants.

2



As I grow up, I really hope to re-grow plants, but I always worry that I will kill plants again, until I found the small potted plant in the coffee shop...

3



I found these plants named TinyGreen. Through Bluetooth and sensor, TinyGreen transmits the data of the plant to the phone, with corresponding image of virtual plant.

4



After obtaining specific data on light intensity, humidity, soil fertility, the app will send a reminder to the user to care the plant. So I can use fragmentary time to complete the plant caring process easily.

5



After knowing the whole mechanism, I bought a TinyGreen product in the coffee shop. It contains pots, seeds, sensors, and fertilizer packs. Just like a gift!

6



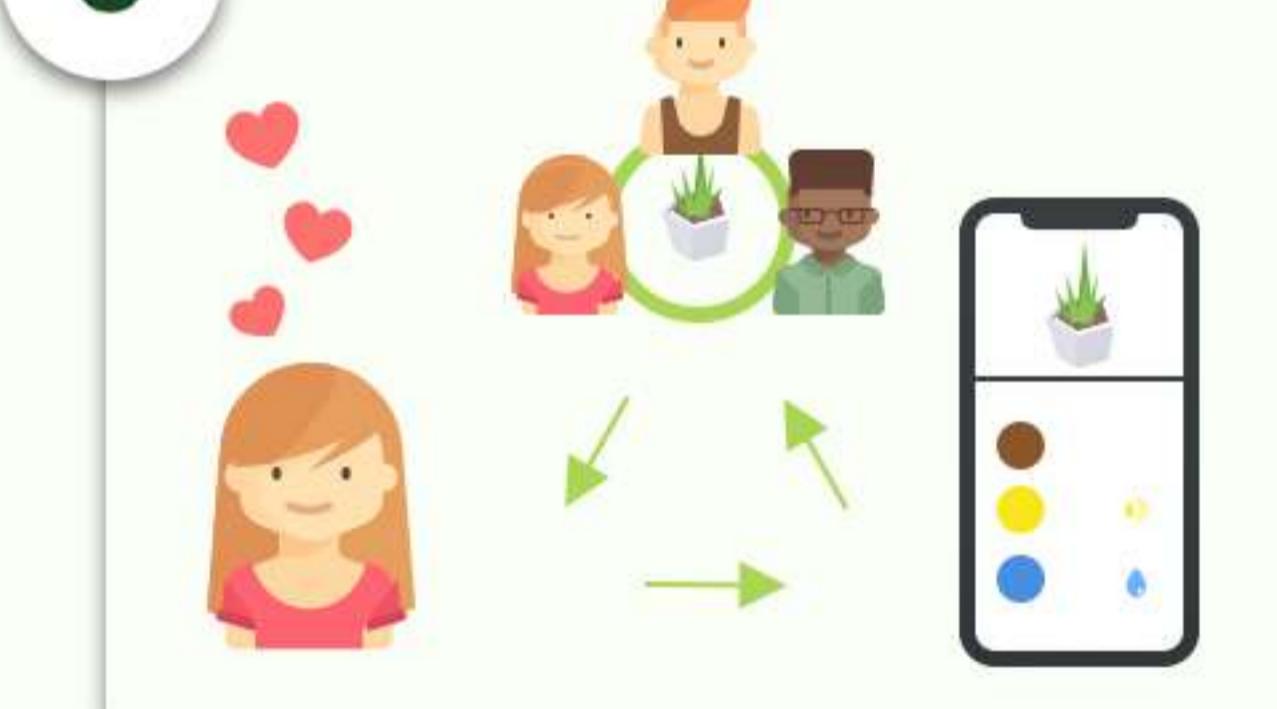
Later, I found TinyGreen in shopping malls, bookstores, and restaurants. I don't need to go to the green plant market to buy plants anymore.

7



Everytime I complete the real plant caring process, the value of plant health indicators received by the sensor rises. By harvesting the virtual energy, actual synchronous growth is realized.

8



At the same time, I can also get rewards by reminding my friends of daily plant care and interact with friends!

**TinyGreen**

# Project2

## Drinkin Studio



*With the continuous development of modern economy and increase in residents' disposable income, mass consumerism and modern lifestyle have made milk tea more popular, the market of milk tea continues to expand. Milk tea, as a trendy drink, it entails special modern culture elements. it has been regarded as a "social" beverage. Young people post selfies with milk tea on their facebook, wechat etc. Frequent exposure on social networking sites make milk tea even welcomed by more consumers, radiative effect indicates the great market potential.*

**Self-initiated project  
2019.6—2019.10**

# BACKGROUND RESEARCH

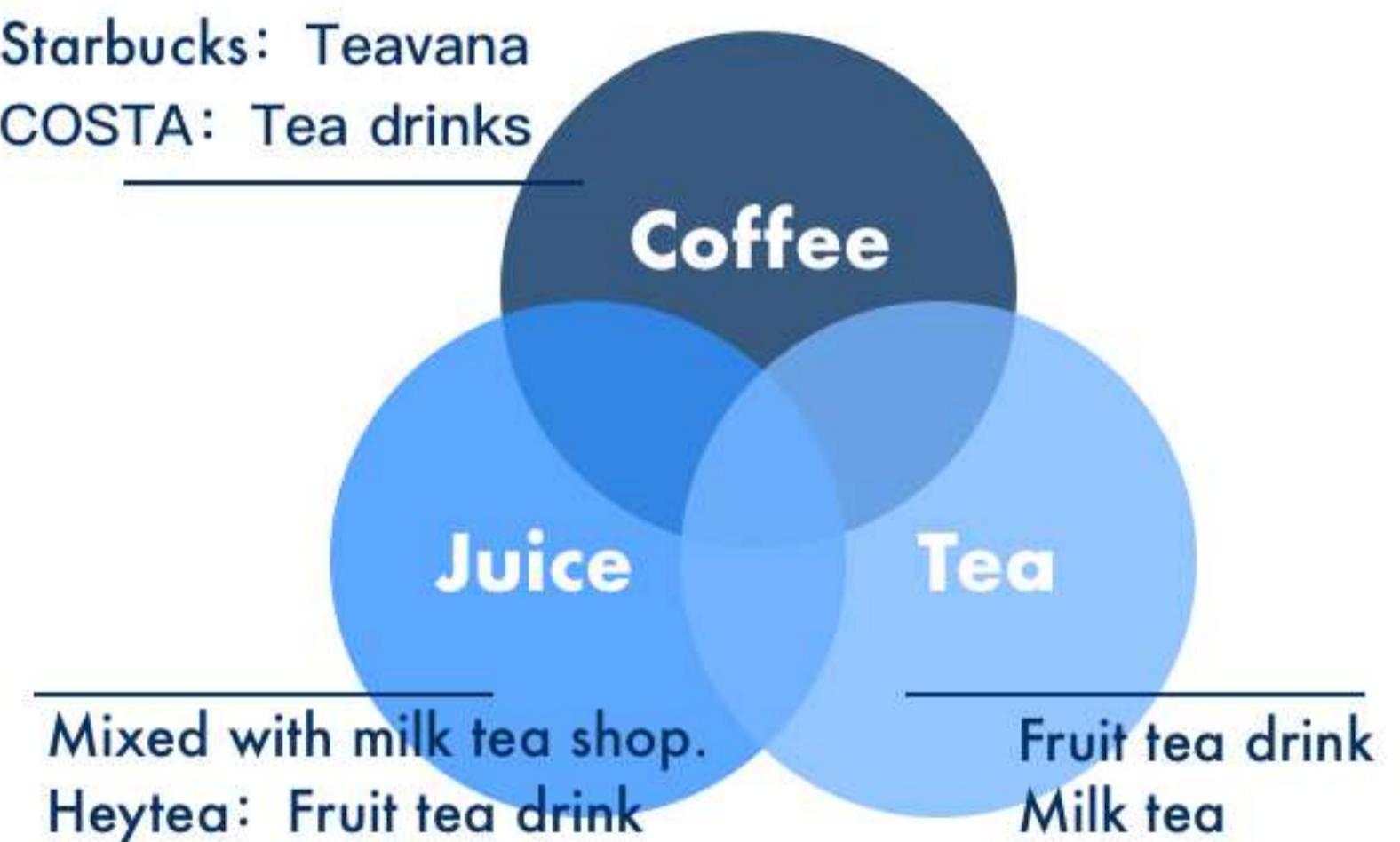
## Estimation of market capacity of the Chinese milk tea industry. (2019)



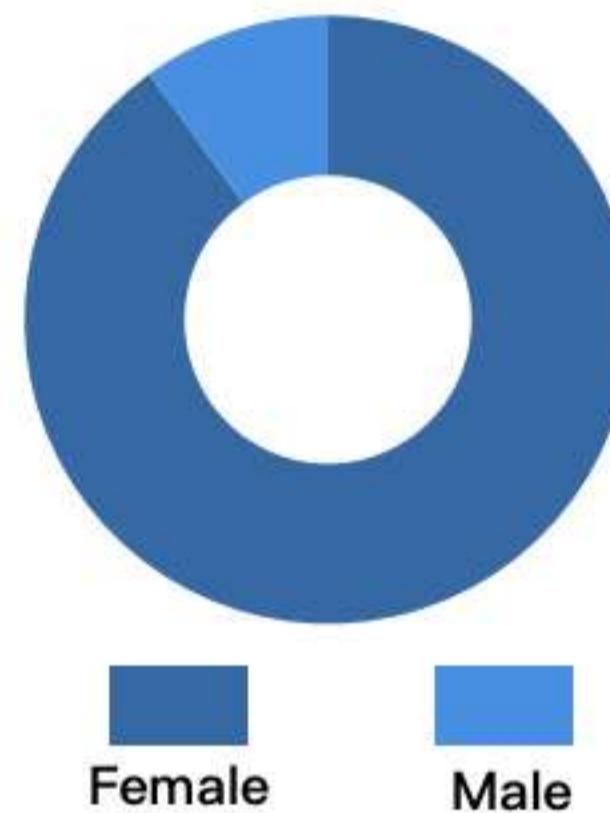
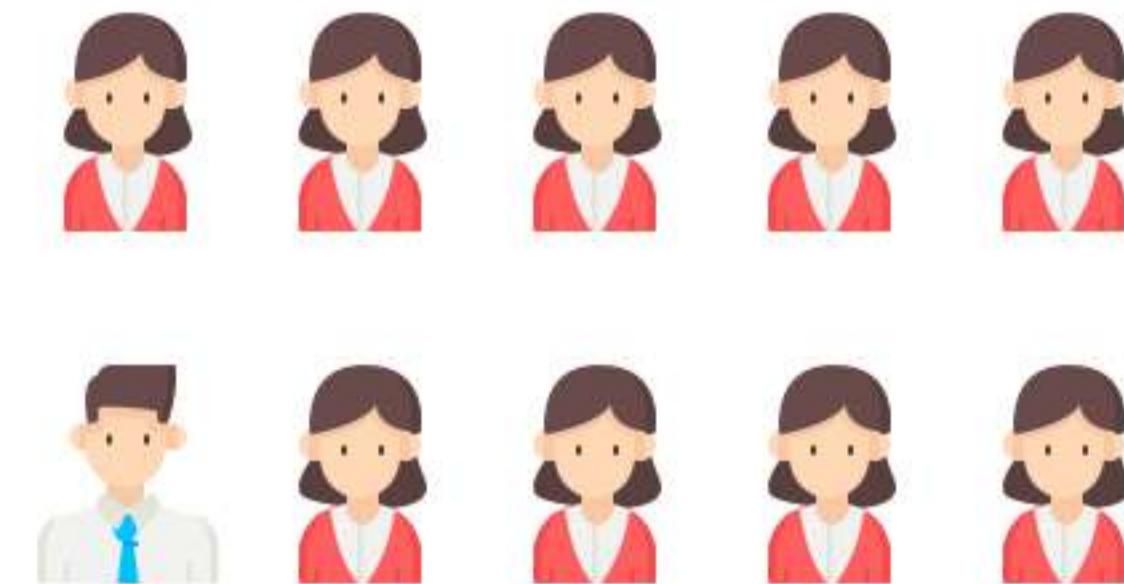
Source: Prospective Industry Research Institute

## Categories become blurred

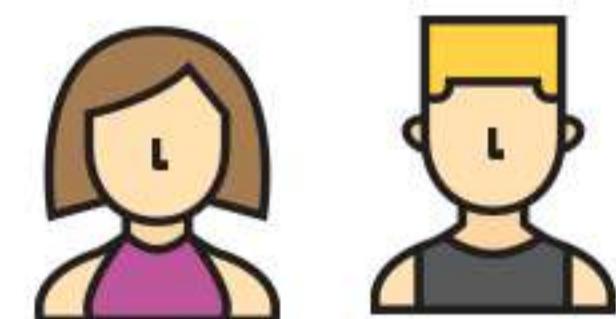
Nearly 40 percent of coffee shops sell tea or fruit-flavored drinks. Nearly 30 percent of tea shops sell coffee drinks. Category boundaries are blurring.



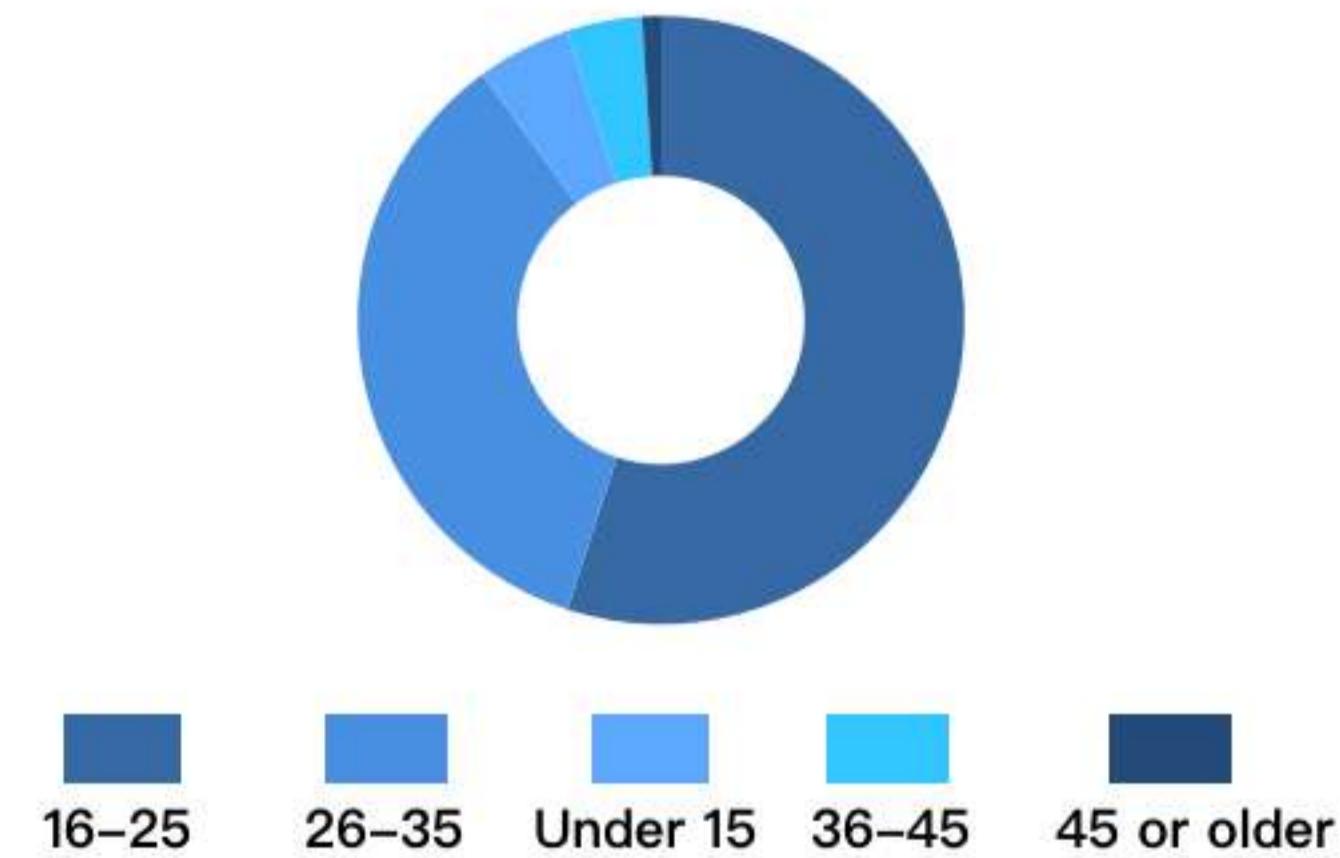
## The traditional beverage market is dominated by women and young people



## More than 90% of consumers – 16-35 years old.



Young people are the largest consumption group.

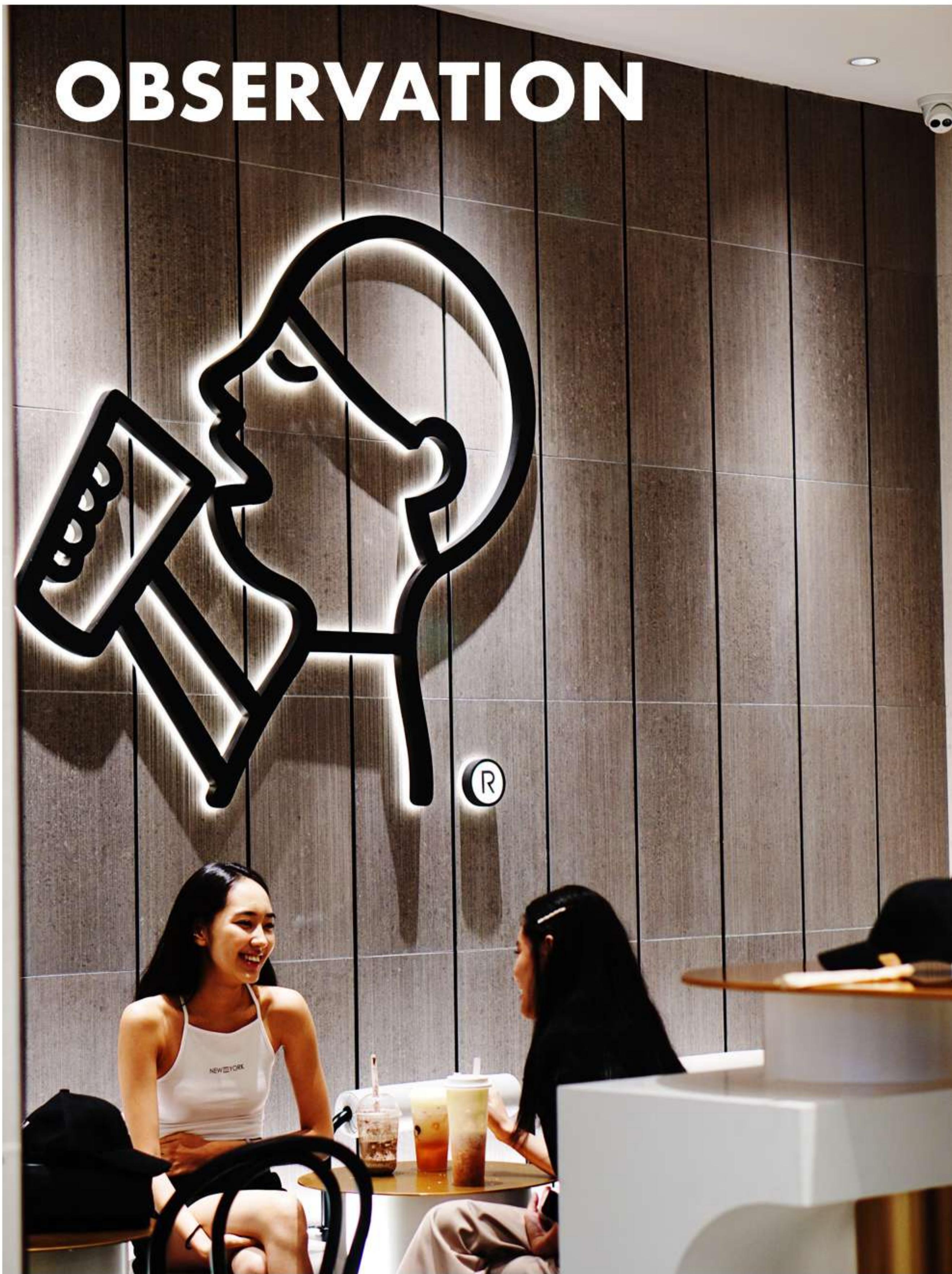


# MARKET RESEARCH -SERVICE CONTRAST

By comparing the market value and relevant services with film industry, it is found that the market value of the milk-tea industry alone is higher than that of the film industry. The beverage industry has huge room for development but lacks related services. So a professional app will be able to fill the gap in the market.



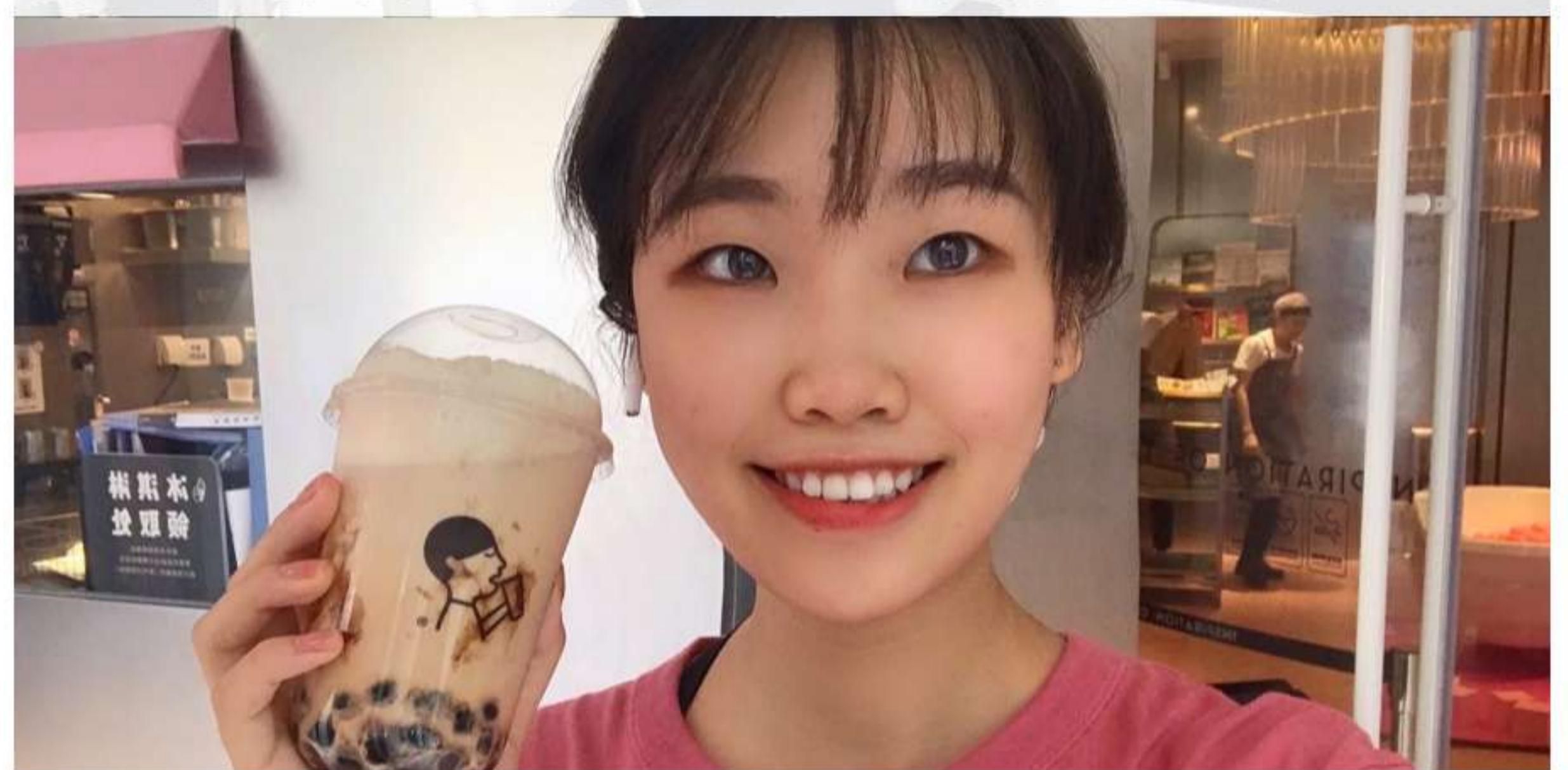
# OBSERVATION



Consumers not only treat the milk tea shop as a casual chat scene, but also often share and exchange the taste of various drinks with their friends.



Milk tea is more than a tasty drink, the unique milk tea cultural atmosphere stimulates drinkers to socialize, communicate and have fun with friends.



Many young women like to take selfies with the theme of milk tea.



Although there are many shop assistants, the low efficiency of ordering and the long waiting time of consumers are still unresolved problems.

# INTERVIEW

10

Interviews

200

Mins

I conducted ten interviews online and offline, interviewing young people in first-tier and second-tier cities in China. I try to understand customers' consumption psychology, figuring out their concerns and unfulfilled demand. I also introduce my concept of Drinkin studio with them and ask if they would like to use it.



You Qingshun, 23  
Guangzhou



Judy, 21  
Shenzhen



Kevin Hu, 24  
Beijing



Zhao Yuan, 25  
Shanghai

I love to drink milk tea! but I always fear to buy untried drink with awful taste.

## Findings:

Consumers want to try more types of drinks, but afraid to drink something that tastes awful.

## Frustrations:

Wait in line; Awful-taste drink.

## Professional APP demand:



I don't like to drink milk tea, but I often go to convenience stores to buy milk.

## Findings:

Not only milk tea, consumers have a recommended demand for other types of drinks.

## Frustrations:

Suffer from decidophobia.

## Professional APP demand:



I like to drink milk tea, but I feel that it is not healthy.

## Findings:

Consumers are very concerned about the sugar content of drinks.

## Frustrations:

worried that sugar content is too high.

## Professional APP demand:



I like to drink milk tea, and I also like to share my favourite milk tea with my friends.

## Findings:

Consumers want their favorite drinks to be known to more people.

## Frustrations:

The recommendation is too scattered.

## Professional APP demand:



# PERSONA

## Hobbies

Clothing, chating on wechat, buying milk tea.

## Purchase Frequency

5-6 times a week.

## Unmet Demands

- 1.Accurate personalized recommendation.
- 2.The popular tendency about beverage.
- 3.A special place to share mood and release pressure.



**"I often try different milk tea while shopping or studying in the library."**

### Which way do you usually get recommendations from?

RED (APP) 、Weibo、Wechat 、Recommended by friends.

**26, Female**



**"Drinking milk tea always helps me release pressure."**



### Which way do you usually get recommendations from?

Weibo、Wechat 、Recommended by friends.

## Hobbies

Shopping, browsing weibo/Red, reading

## Purchase Frequency

1-2 times a week.

## Unmet Demands

1. Health problems and sugar content of milk tea.
- 2.I want my favorite drinks to be known buy more people.
- 3.Credible rating of milk tea.

# INSIGHTS



## SHOPPING BEHAVIOR

With the increasing variety of drinks, consumers' choices become more diversified. Using big data and algorithm to provide them with accurate personalized recommendation will satisfy customers' demand.



## PLATFORM

Through observation, I found that not only do consumers need help, but companies also need corresponding help.

We can help merchants conduct accurate advertising, new product testing, and reduce trial and error costs. At the same time, we also provide a professional platform for bloggers to share their tactics in drink selection.



## BUSINESS MODEL

Combine user review function in new retailing, establish an algorithm-driven app to provide service to both buyers and sellers, achieving mutual benefits while establishing brand reputation and credibility.

# EXPERIENCE MAP

Stage	Want milk tea	Tips & Plan	Buy milk tea	Type selection	Enjoy	Evaluation																					
Acting	<ul style="list-style-type: none"> <li>Check out nearby shops</li> <li>Search for information about drinks</li> <li>and get recommendations (APP, recommendation from friends)</li> <li>Check nutrition facts and compare prices</li> </ul>	<ul style="list-style-type: none"> <li>Offline purchase</li> <li>Online purchase</li> </ul>	<ul style="list-style-type: none"> <li>Frequently purchased</li> <li>Try new product</li> </ul>	<ul style="list-style-type: none"> <li>Eat in</li> <li>Take out</li> </ul>	<ul style="list-style-type: none"> <li>Share to friends circle</li> <li>share on social networking apps</li> </ul>																						
Thinking	<ol style="list-style-type: none"> <li>What milk tea tastes good?</li> <li>Healthy or not? Is it high in sugar?</li> <li>Is it more expensive than others?</li> <li>Which milk tea shop is near me?</li> </ol>	<ol style="list-style-type: none"> <li>Check others' recommendations on RED?</li> <li>Check others' recommendations on weibo and TikTok?</li> <li>What did my friend recommend?</li> </ol>	<ol style="list-style-type: none"> <li>How long do I have to queue?</li> <li>Are take-out orders expensive?</li> </ol>	<ol style="list-style-type: none"> <li>I really want to try the new taste, but will it frustrate me?</li> <li>Should I buy the beverage I have tried before?</li> </ol>	<ol style="list-style-type: none"> <li>Do I like the environment of the store? Is it comfortable?</li> <li>Drinking here or taking out?</li> </ol>	<ol style="list-style-type: none"> <li>How long does it take to write a review?</li> <li>Will anyone read my writing?</li> </ol>																					
Feeling	<ul style="list-style-type: none"> <li>I really want to drink milk tea!</li> <li>I'm afraid of getting fat!</li> <li>Drinking milk tea will make me feel better~</li> </ul>	<ul style="list-style-type: none"> <li>I remember I saw some recommendations before, but now I can't find it.</li> <li>Are these recommendations highly credible?</li> </ul>	<ul style="list-style-type: none"> <li>If I order takeout, the delivery fee is too expensive.</li> <li>I found a milk tea shop near my home!</li> </ul>	<ul style="list-style-type: none"> <li>The new beverage I try tastes is awful, I'll never come again.</li> <li>I lost interest in this store because I always drink the beverage that I tried before.</li> </ul>	<ul style="list-style-type: none"> <li>The store environment is different from what I imagined.</li> <li>I don't really like the takeout pack.</li> </ul>	<ul style="list-style-type: none"> <li>OMG! This is the most amazing drink I tried! I must tell everyone!</li> <li>This tastes awful! I really want to give bad comment!</li> </ul>																					
Experiencing	<p>Future (If the consumer has a professional drink app)</p> <p>Now</p> <table border="1"> <caption>Estimated Satisfaction Levels</caption> <thead> <tr> <th>Stage</th> <th>Future (If the consumer has a professional drink app)</th> <th>Now</th> </tr> </thead> <tbody> <tr><td>Want milk tea</td><td>60</td><td>60</td></tr> <tr><td>Tips &amp; Plan</td><td>70</td><td>55</td></tr> <tr><td>Buy milk tea</td><td>75</td><td>45</td></tr> <tr><td>Type selection</td><td>85</td><td>40</td></tr> <tr><td>Enjoy</td><td>90</td><td>85</td></tr> <tr><td>Evaluation</td><td>95</td><td>90</td></tr> </tbody> </table>						Stage	Future (If the consumer has a professional drink app)	Now	Want milk tea	60	60	Tips & Plan	70	55	Buy milk tea	75	45	Type selection	85	40	Enjoy	90	85	Evaluation	95	90
Stage	Future (If the consumer has a professional drink app)	Now																									
Want milk tea	60	60																									
Tips & Plan	70	55																									
Buy milk tea	75	45																									
Type selection	85	40																									
Enjoy	90	85																									
Evaluation	95	90																									
Opportunities for improvement	<ul style="list-style-type: none"> <li>Check the ingredient list and pay attention to health issues.</li> </ul>	<ul style="list-style-type: none"> <li>Provide users with credible rating reference on drinks.</li> </ul>	<ul style="list-style-type: none"> <li>Easy search of drink shops.</li> </ul>	<ul style="list-style-type: none"> <li>Provide users with accurate personalized recommendations.</li> </ul>	<ul style="list-style-type: none"> <li>Enable users to check the shop environment on the APP.</li> </ul>	<ul style="list-style-type: none"> <li>Provides a platform for users to post and view comments</li> </ul>																					

# DESIGN CRITERIA

## Design Goal

Drinkinn Studio will have a scalable, Internet-based solution for drink selection addressing the following customer pain points.

- A platform where users can check drink scores and remarks before they make a purchase decision.
- Provide users with accurate and personalized recommendations in drink selection, Provide a channel to check the nutritional content of drinks.
- Set up a socially interactive drink community where customers post and check drink selecting guidance.

## Target User

Young white-collar group, university students, females

## User Perception

- Healthy control
- Ease of use
- Recommendation accuracy
- Credibility of rating

## Solution Attributes

- Any individual user must be able to find the drink she/he wants.
- Any particular information about drinks and selection guidance must be gathered and integrated on one platform.
- Generate a network effect to attract more target users to level up the credibility of rating and increase user platform stickiness.
- Provide services to interested companies and transfer gathered information of user preferences into business profits. E.g. Help enterprises to carry out accurate and wide advertising, new product testing, etc.

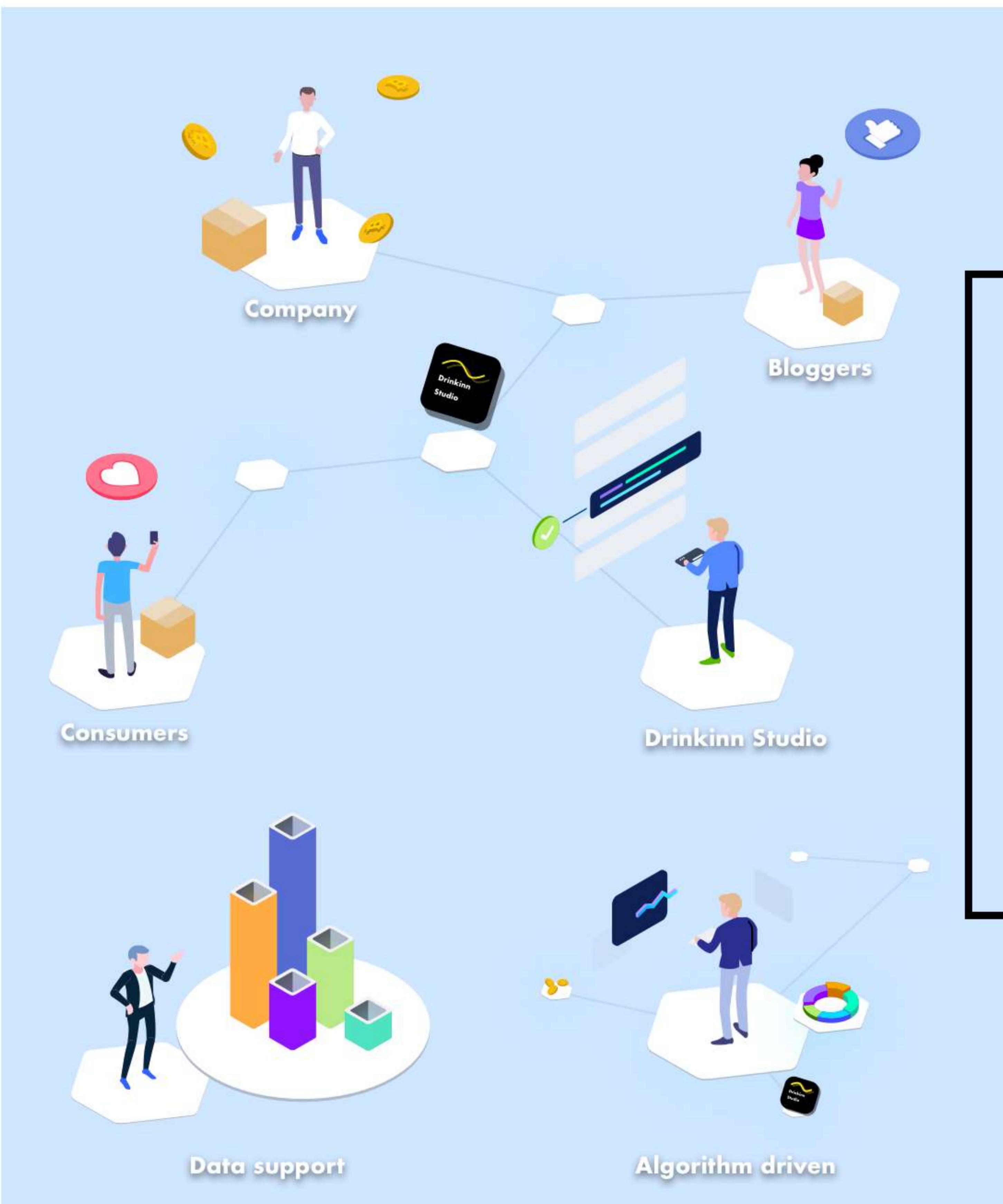
## Physical Attributes

- Simple and beautiful operation interface
- Specific and targeted content.
- Fine functions with direct and simplified manipulation of onscreen content, which enhances the usability and appeal of the app.

## Constraints

- Any solution must be positioned in a way that helps the existing ecosystem of delivery rather directly competing with it or hindering it.
- The design must fulfill regional standard of recommendation and rating about drinks in Asia.

# CONCEPT



## Drinkinn Studio

Drinkinn studio is an APP that offers personalized drink recommendations and guidance. It not only allows users to easily find all kinds of drinks on the APP, but also has a public rating function that can provide users with valuable reference data before purchasing. The primary purpose of drinkinn studio is to serve beverage consumers, but it also provides a platform for bloggers to write their drink selection guidance. At the same time, Platform can use the data to help businesses to carry out accurate advertising and new product testing for target consumers.



Comment



Beverage  
guidance



Popular  
trend

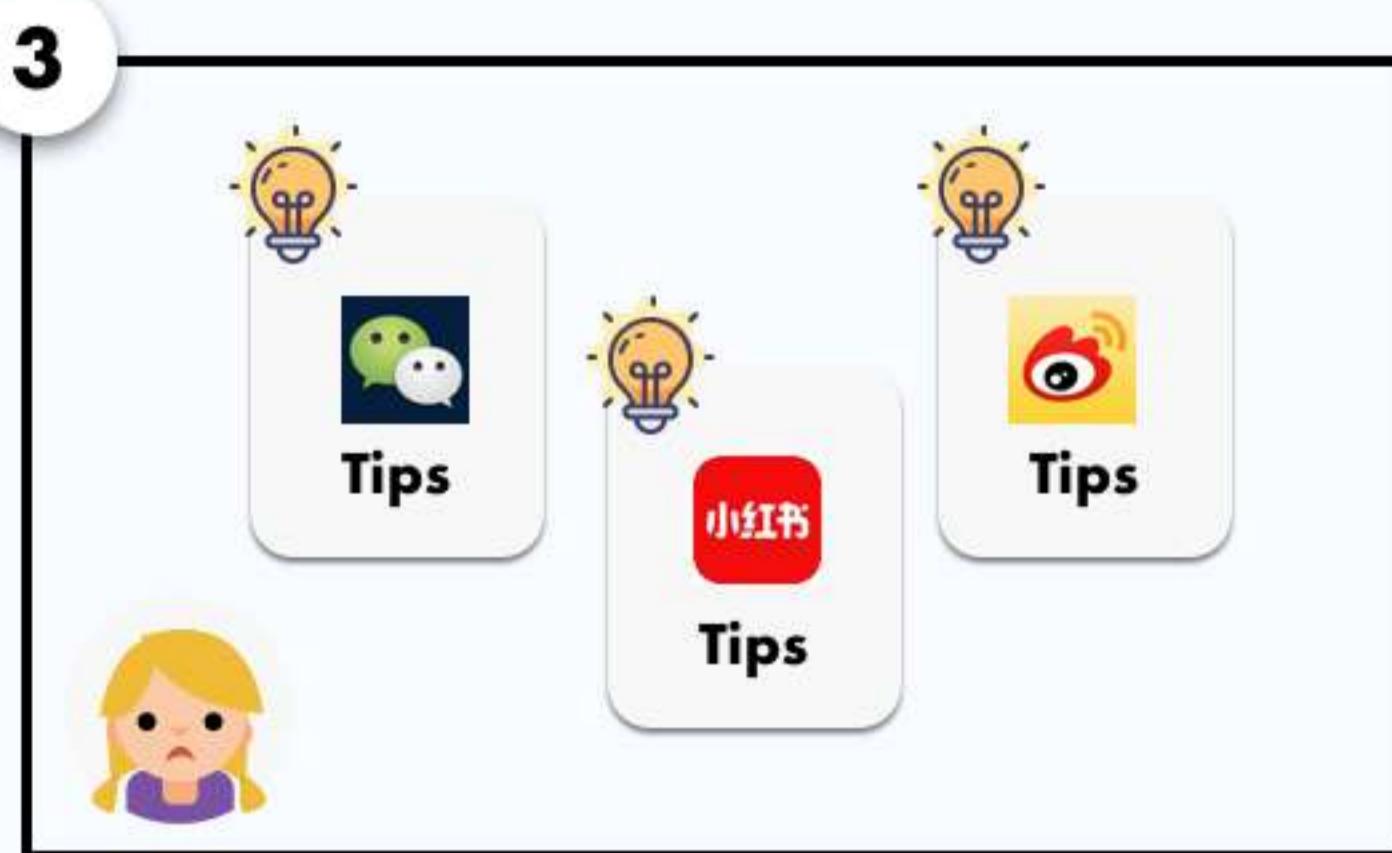
# STORYBOARD



Sherry is a college student who is passionate about milk tea. Every time she goes shopping, she always buys a cup of milk tea.



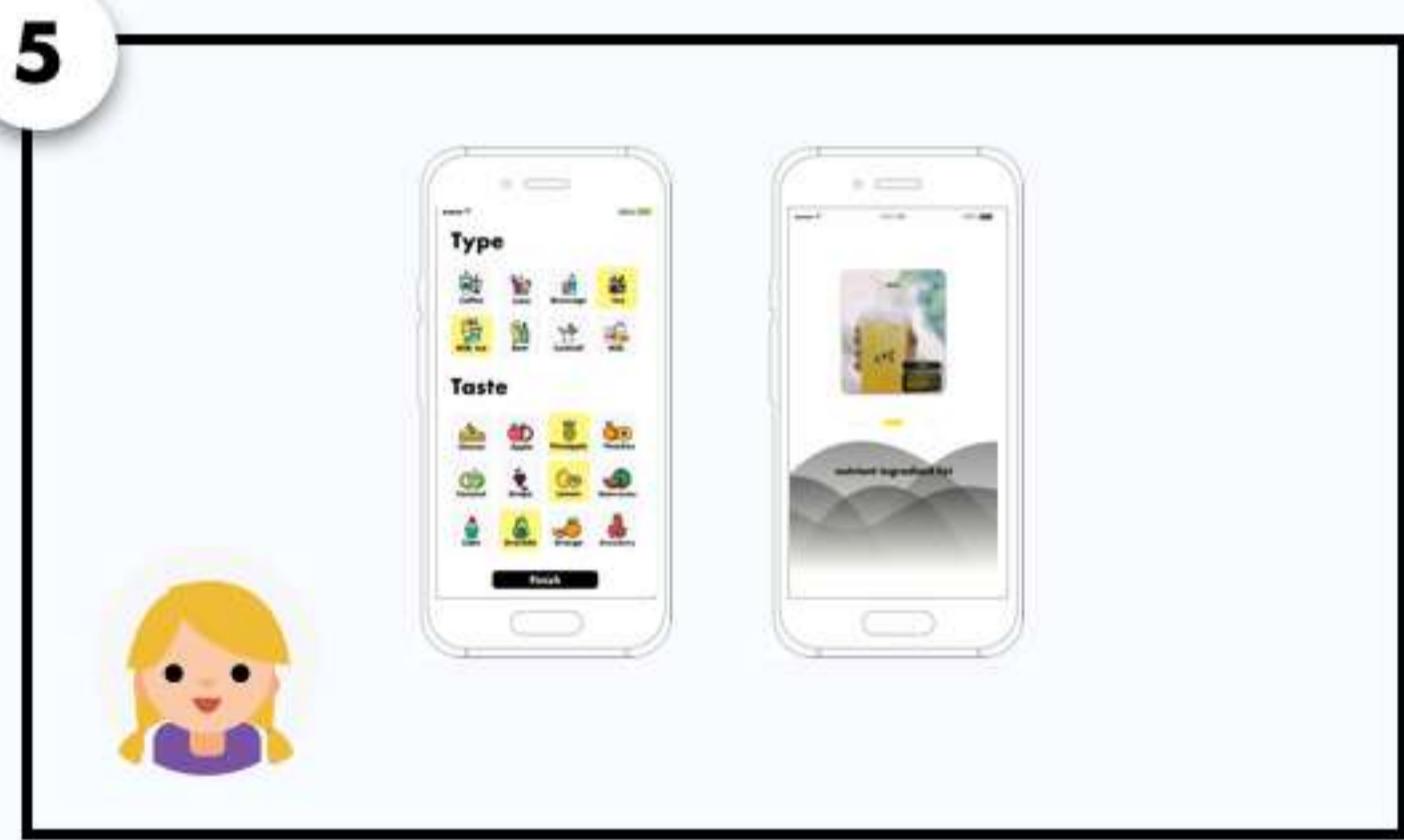
Although there are numerous tea shops offering a variety of choices, she hardly tries new flavor, as she doesn't want to be frustrated by an unfavorable taste.



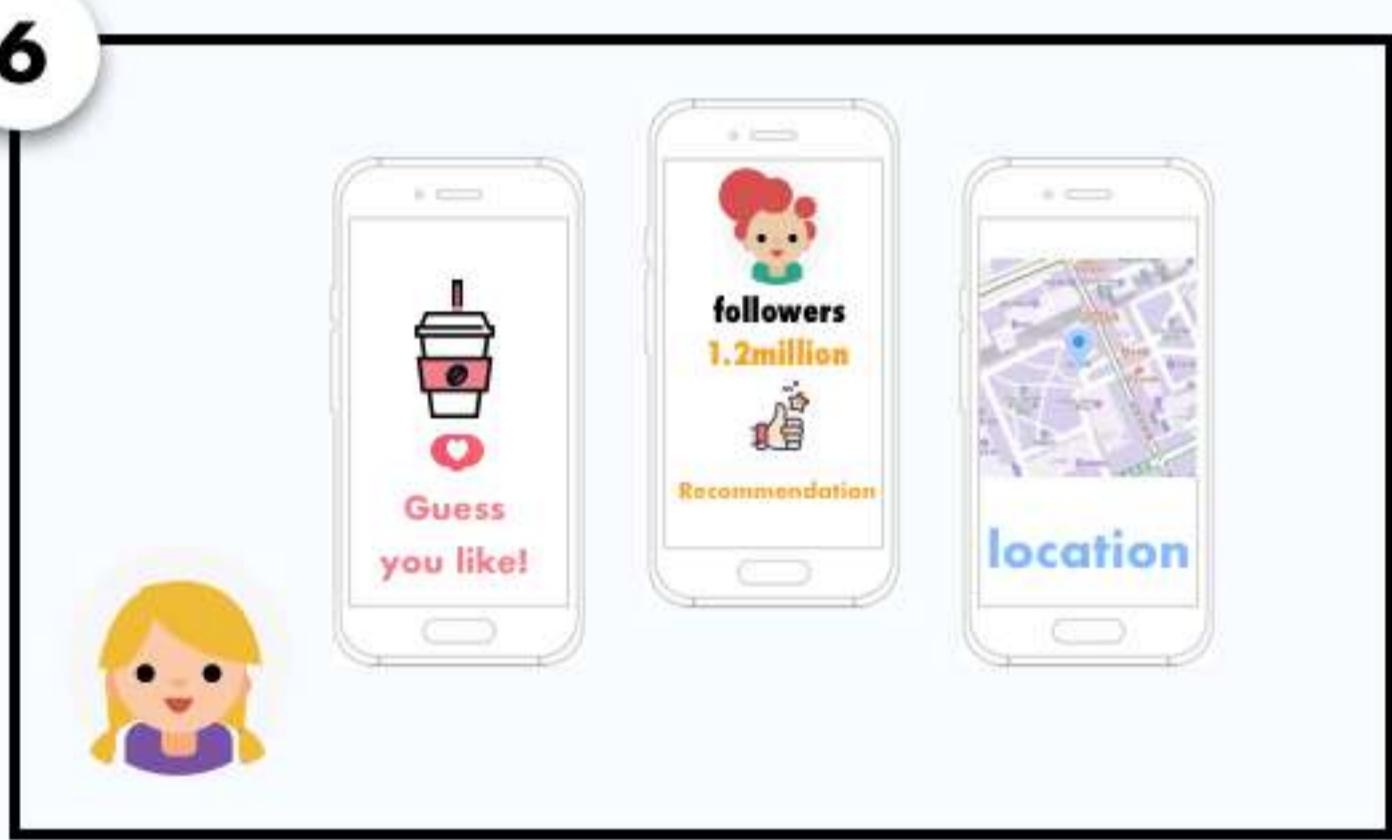
Sometimes she wants to find some tips and reliable guidance on drink selection, but she always feels very troublesome to collect information from different apps like RED, Weibo or wechat.



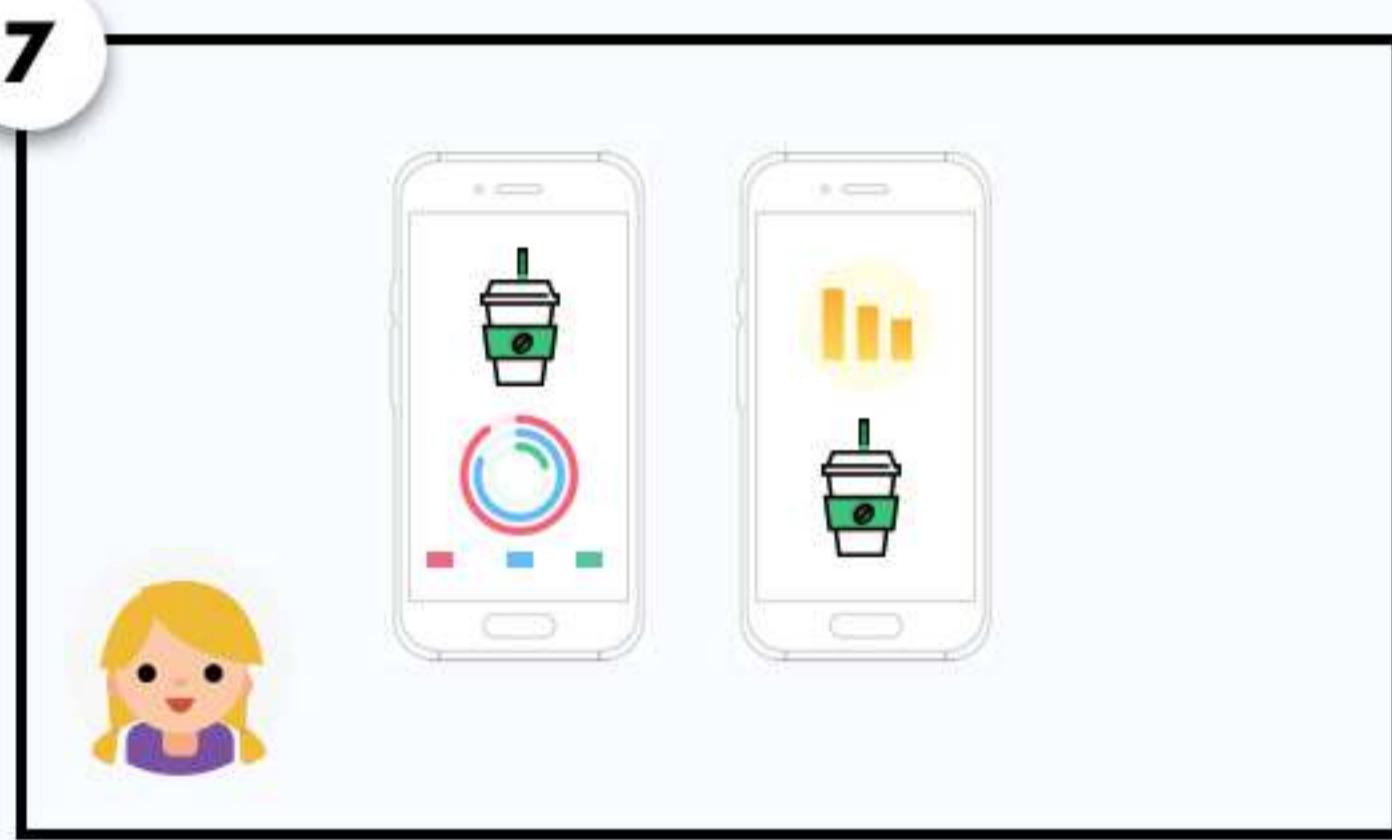
One time she accidentally discovered Drinkinn studio. She loves drinks and she was totally attracted by this app, with some curiosity, she downloaded the app.



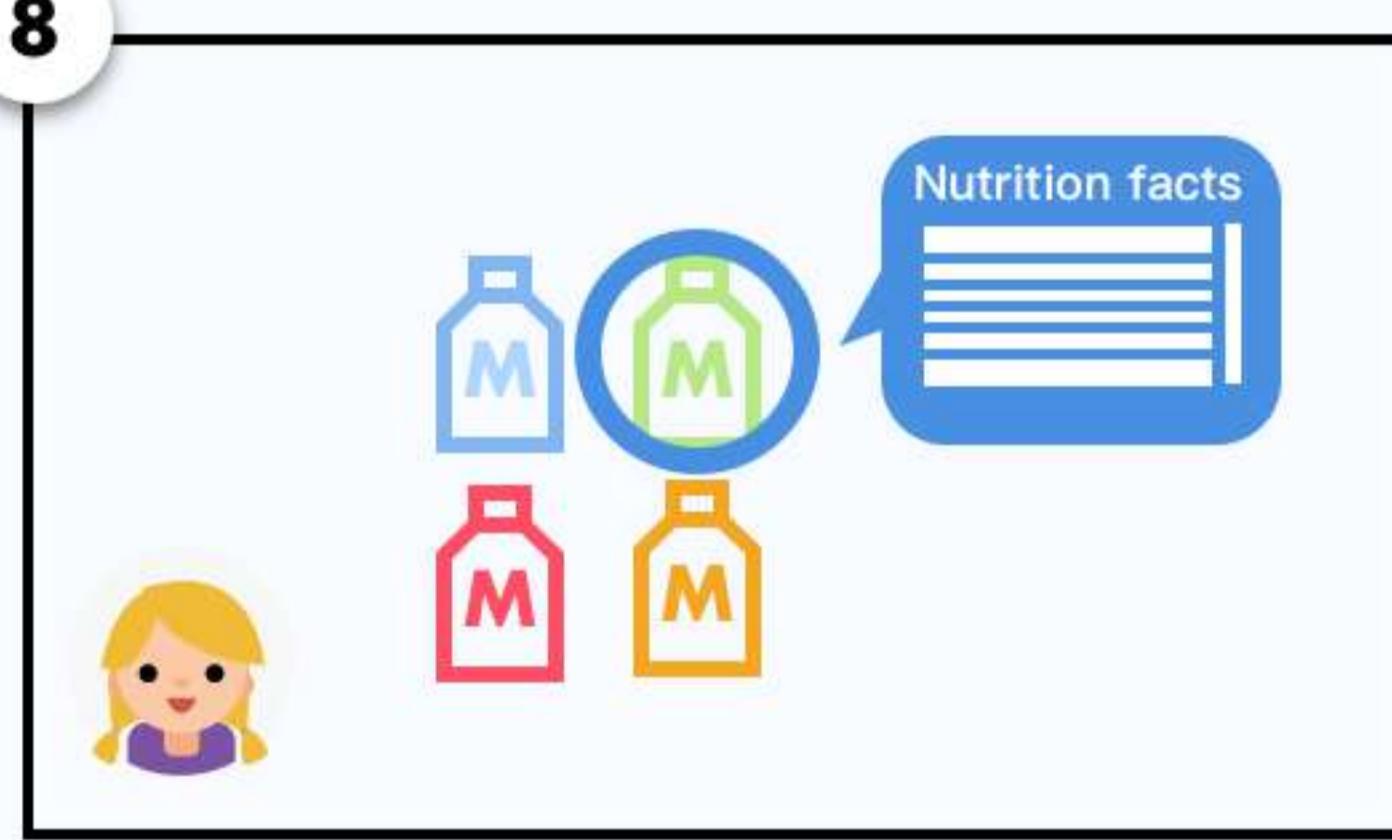
After filling out her preferences, she accessed the homepage.



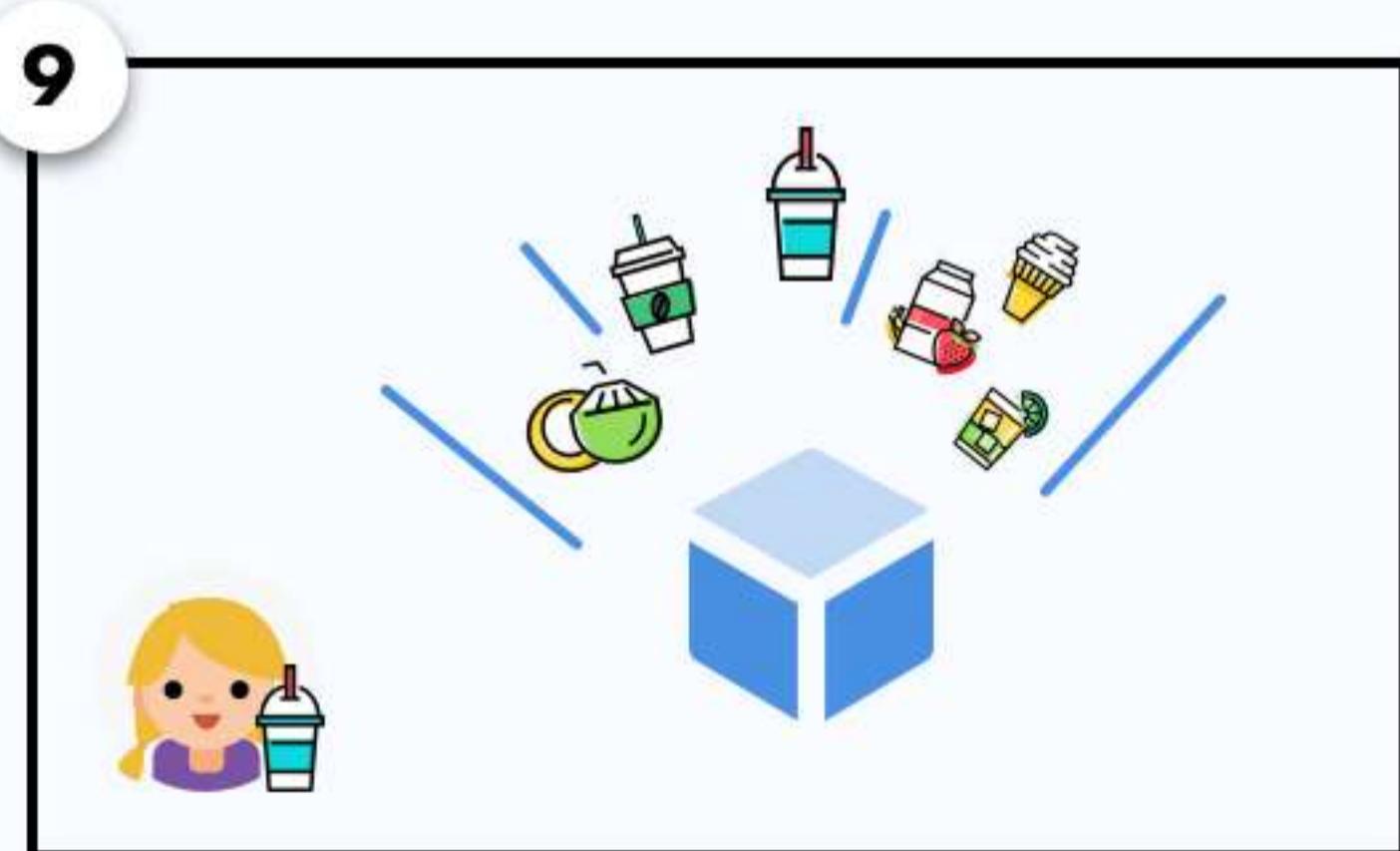
She surprisingly found that the recommendations on this app were highly personalized and totally catered to her taste!



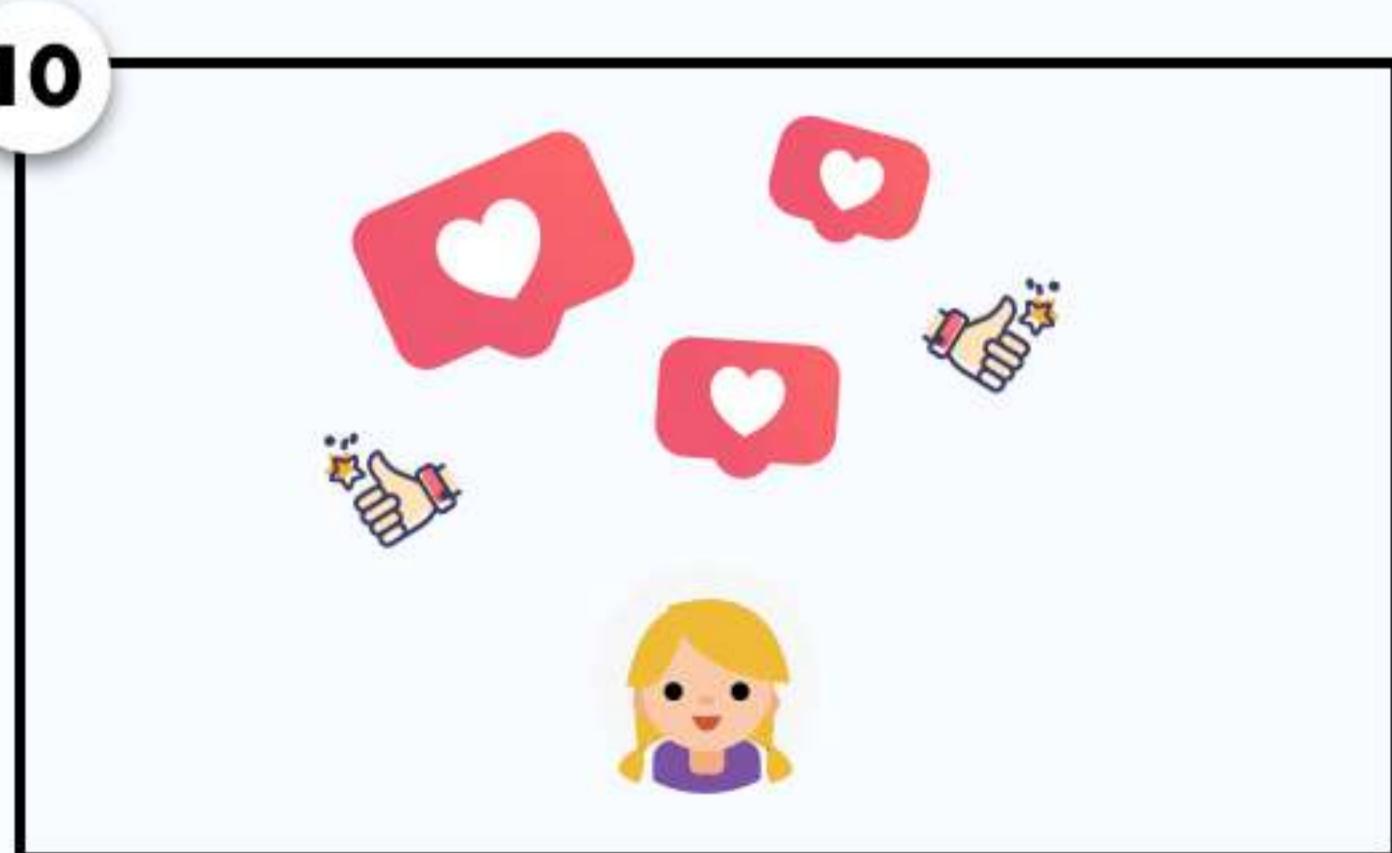
Each drink was scored at the drinkers' comment section, which informs her the latest trend on the level of popularity of different drinks.



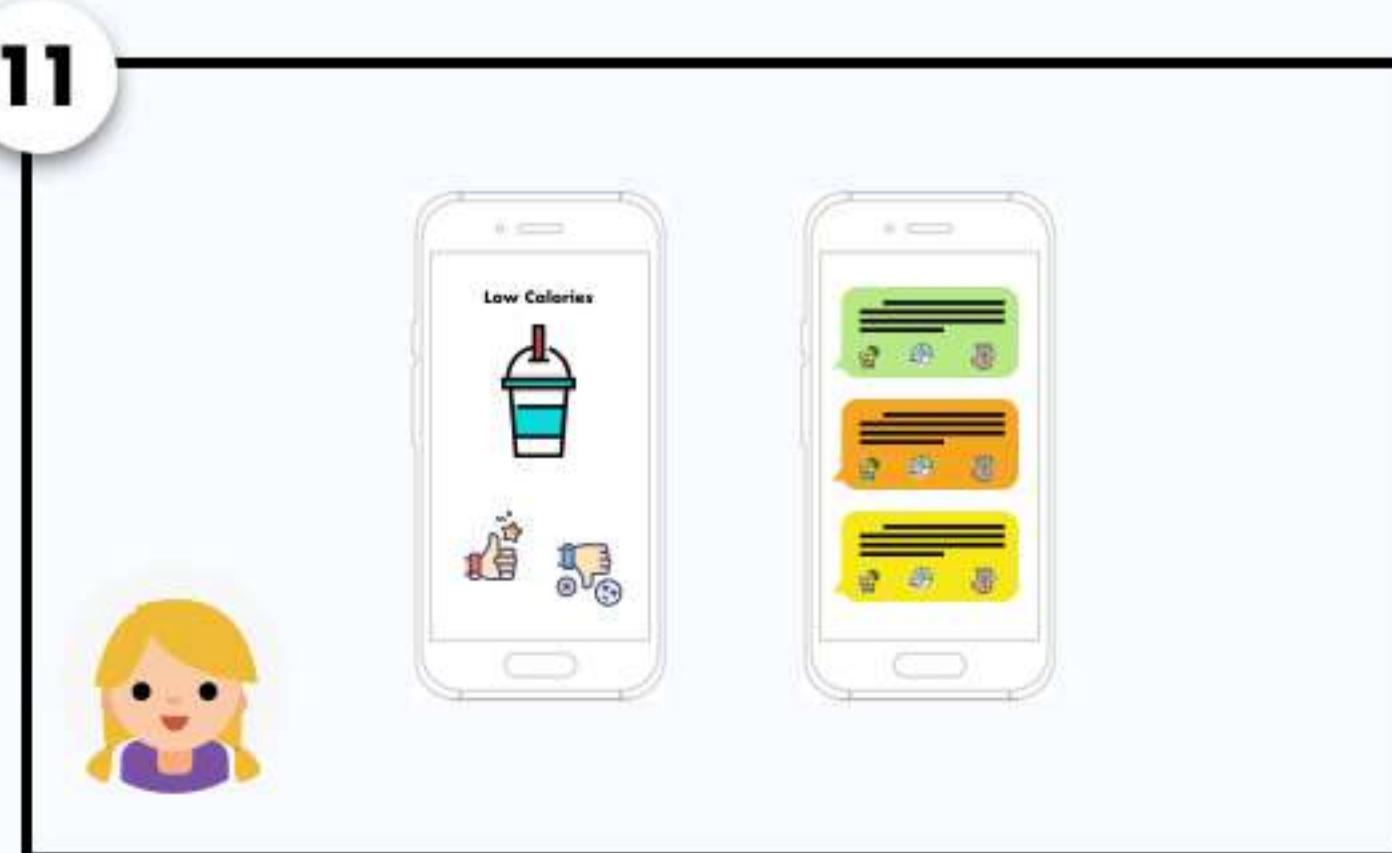
She was so delighted that she can also check the nutrients of the drink, which addresses her concern on sugar and fat level.



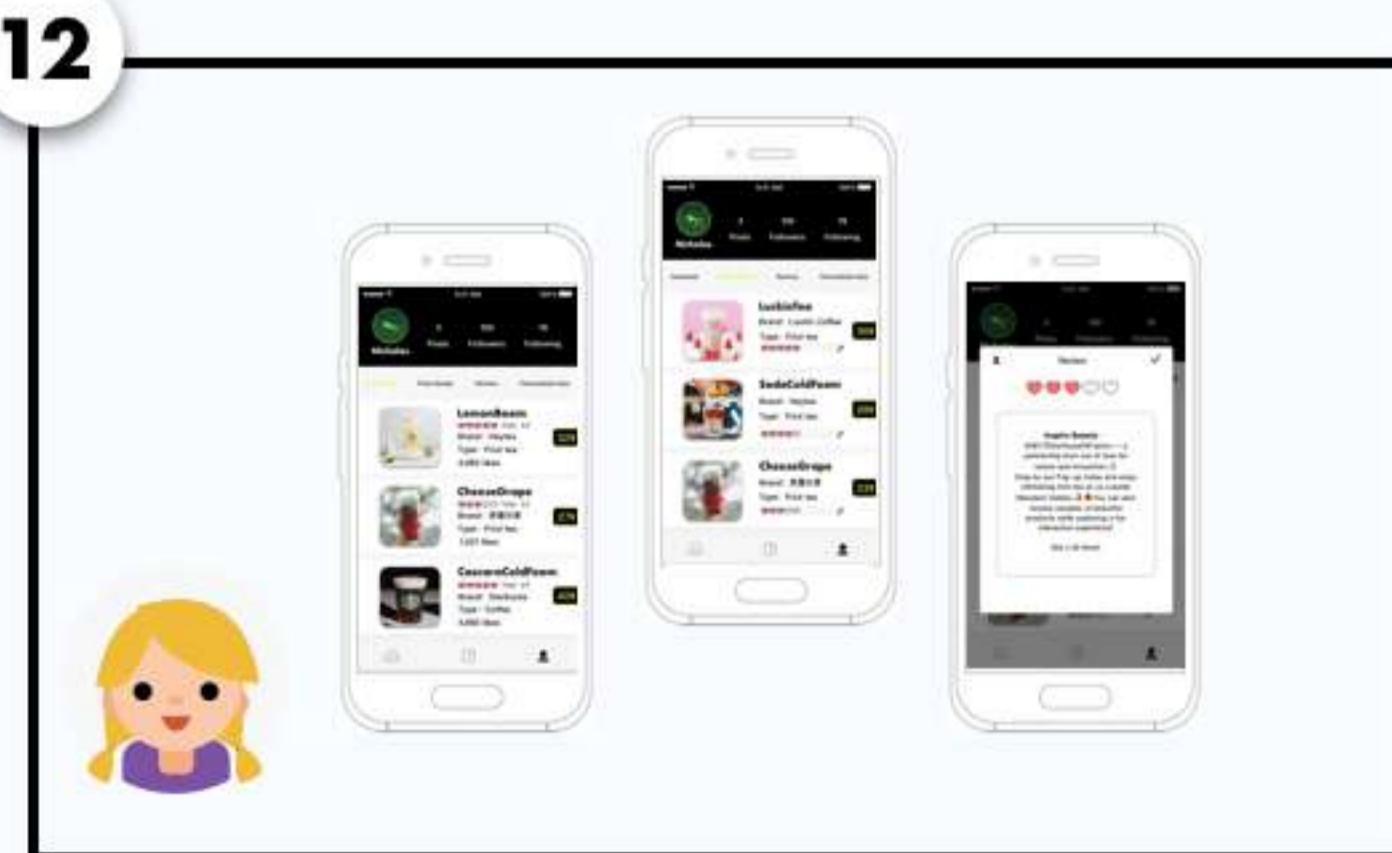
After that, she bought her most wanted drink from her collection on the app.



The purchase didn't frustrate her, she was satisfied with the taste of her new drink. And she is willing to try more new drinks now.

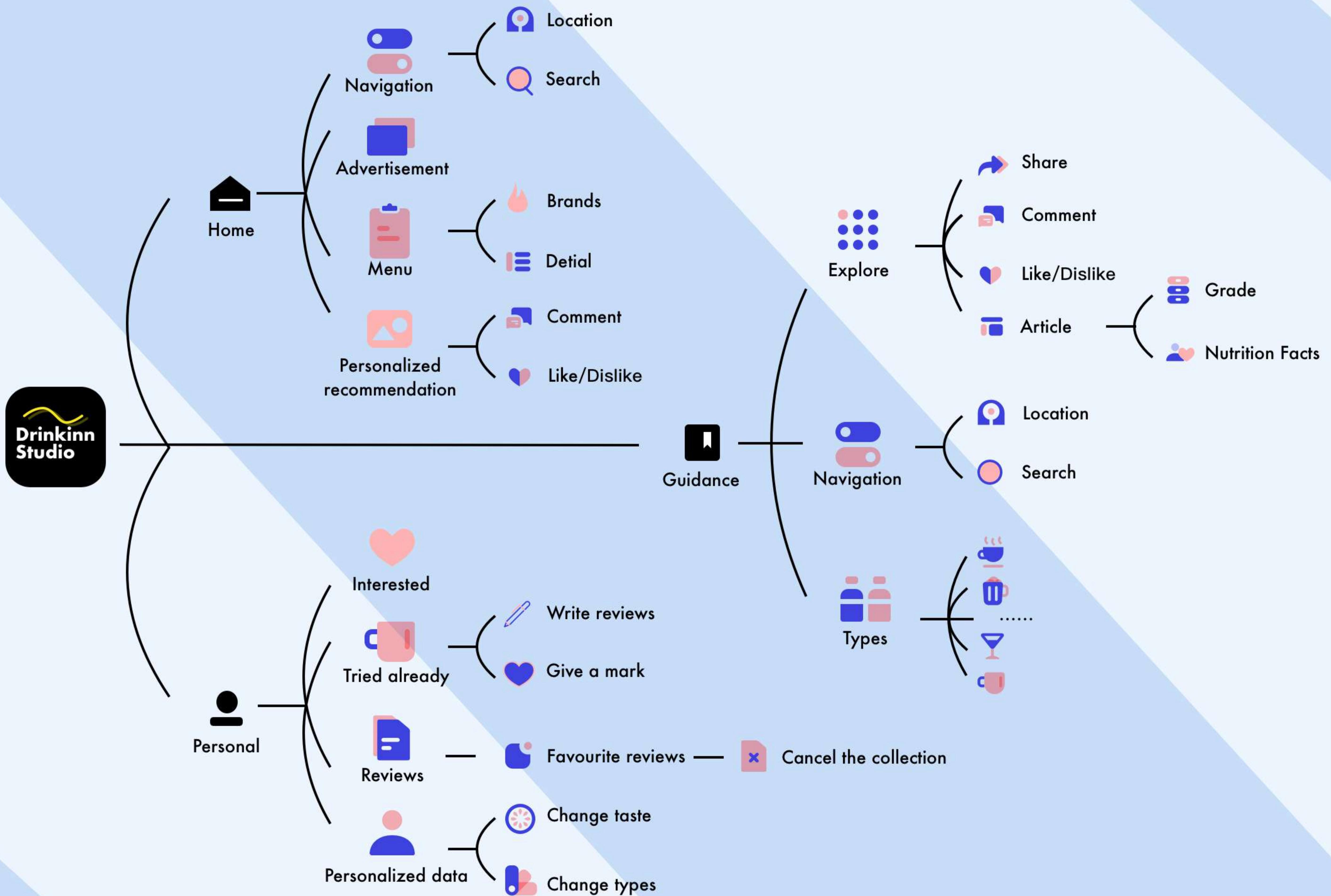


She wanted to share her favorite drinks with more people, so she rated and commented on her favorite drinks.

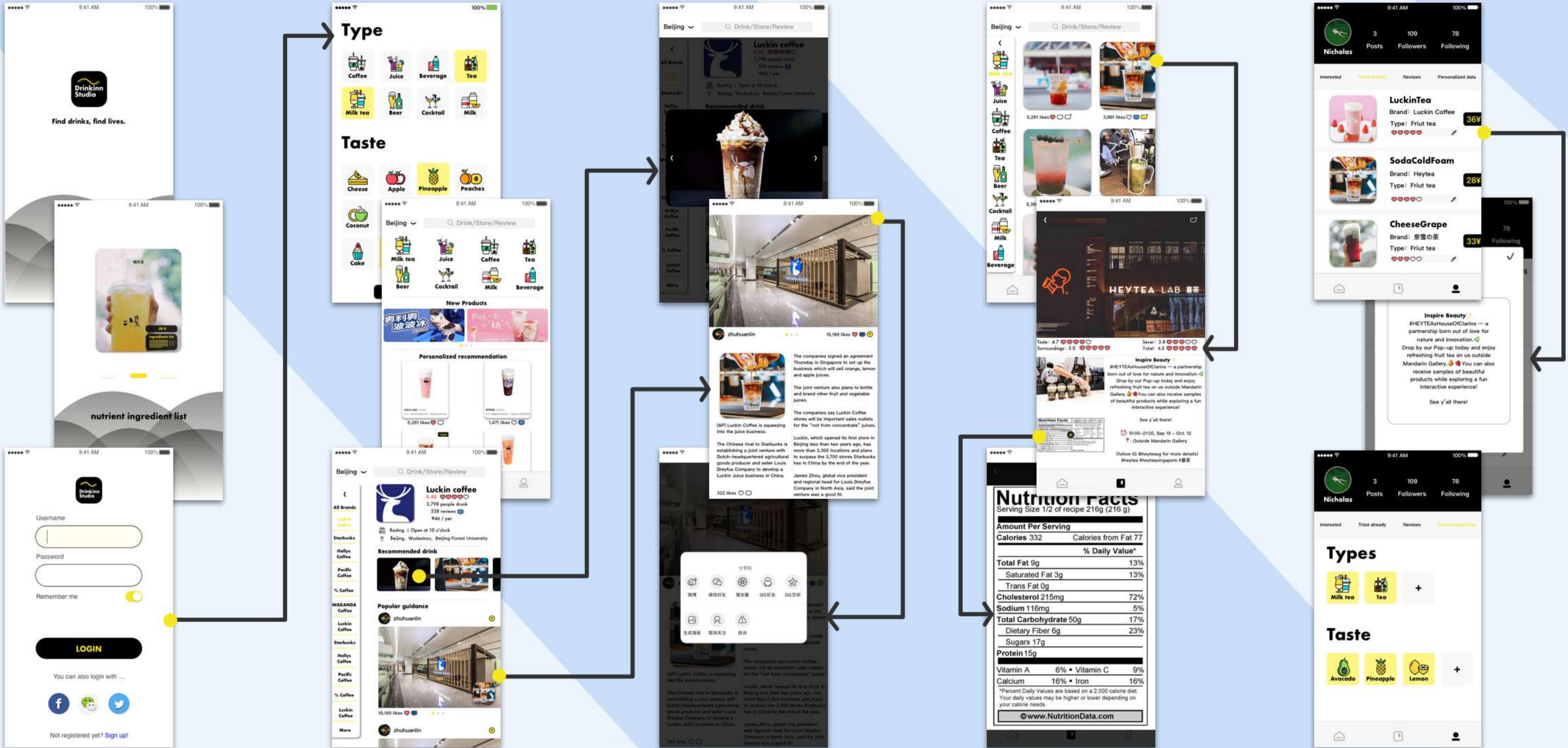


She accessed her homepage which showed her collection of drinks, guidance and record of drinks she had tried, these collections really gave her a sense of fulfilment and satisfaction.

# FUNCTION DIAGRAM



# USAGE FLOWCHART



Log in

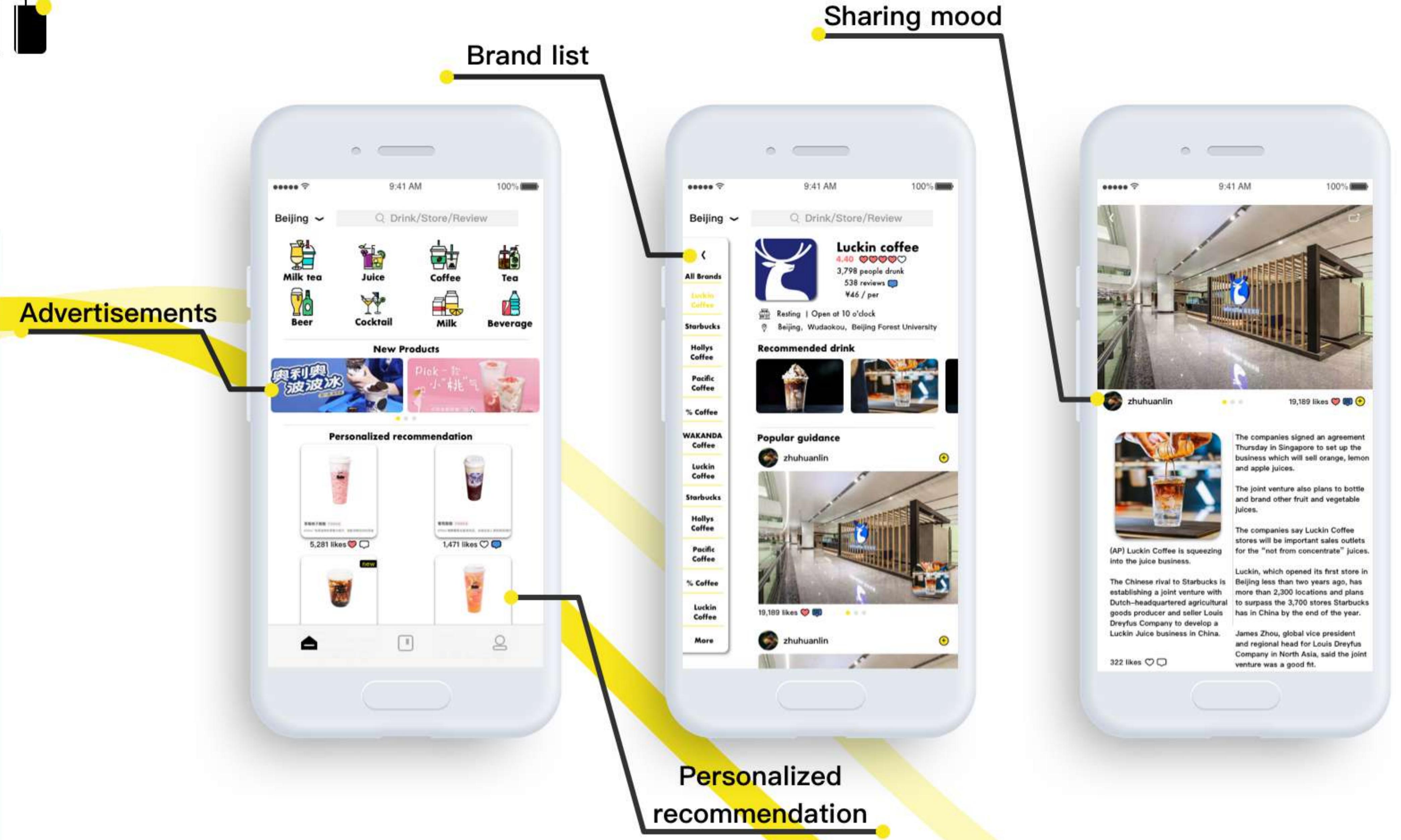
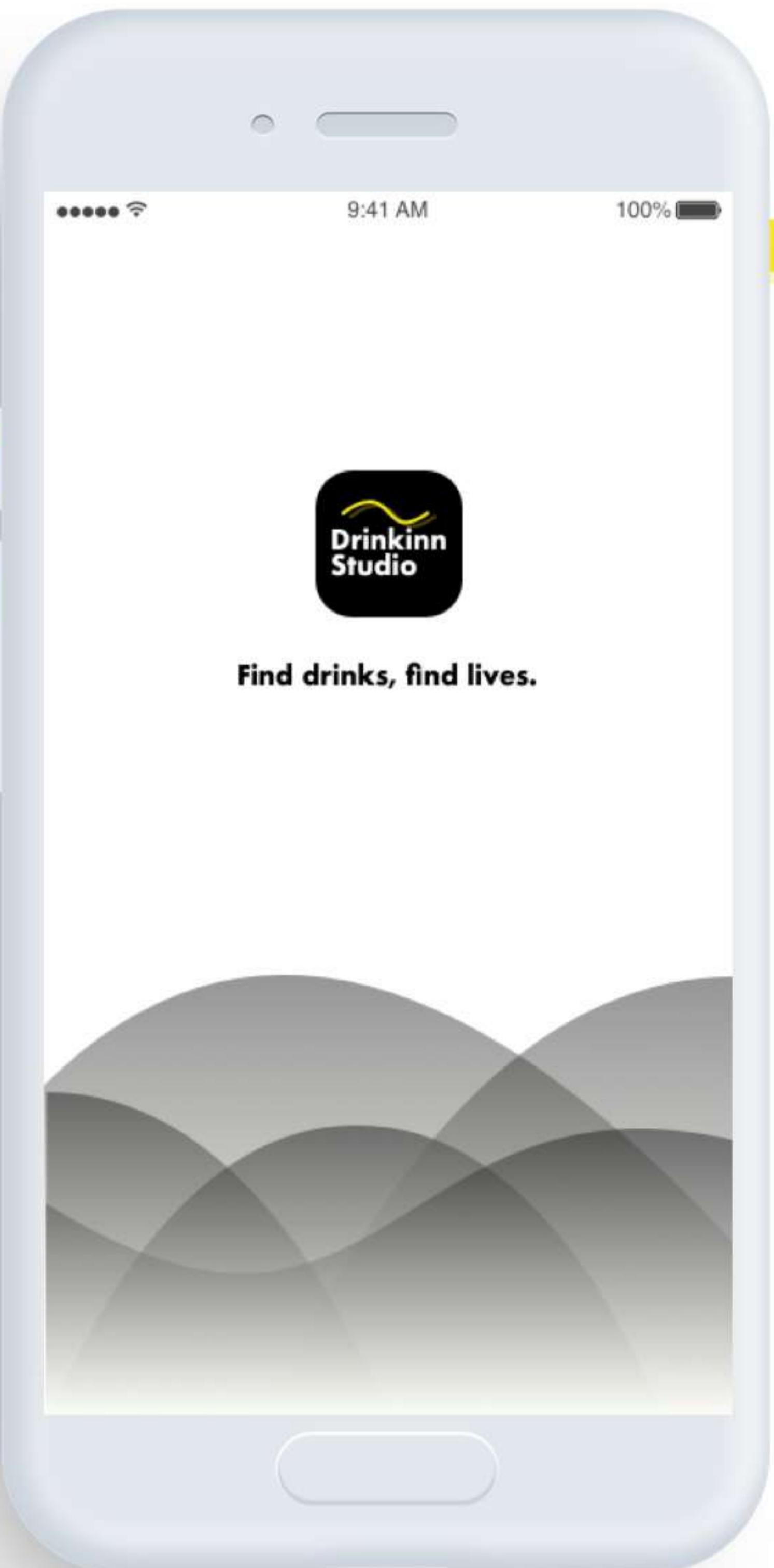
Homepage

Details

Recommendation  
page

Personal  
information

# APP DESIGN

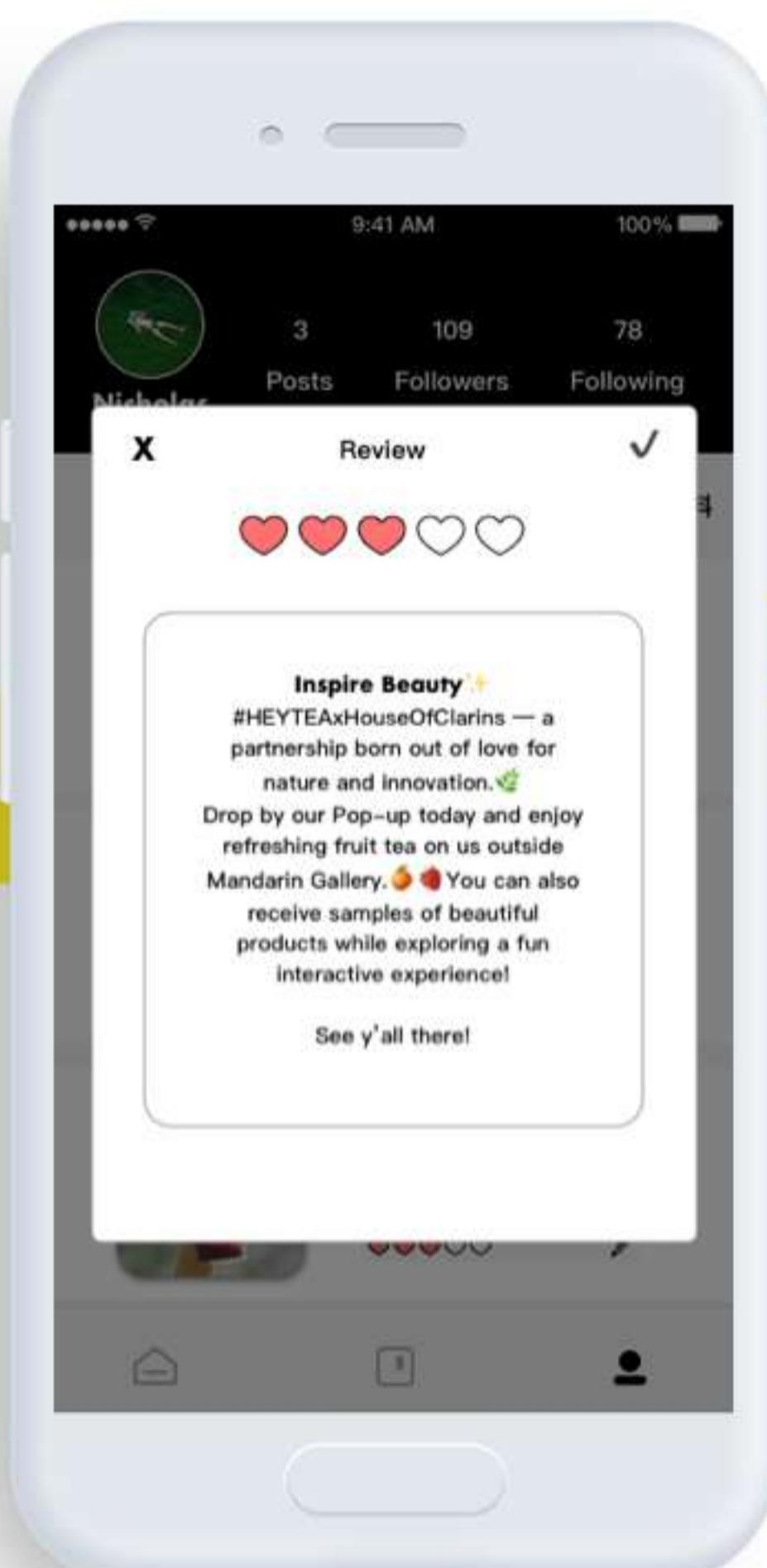
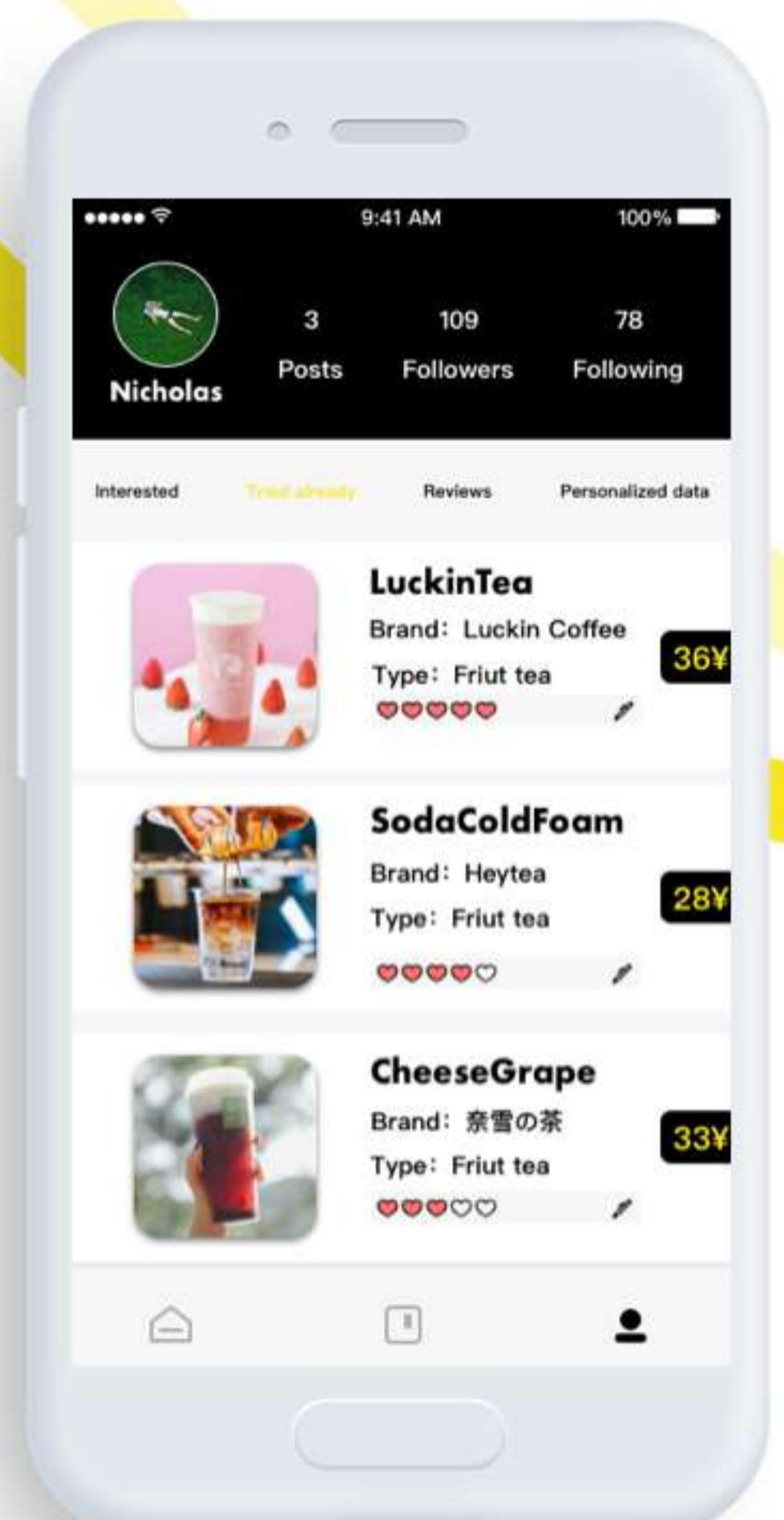


## Type & Recommendation

**Drinkin studio allows users to find different types of drinks. Personalized recommendations are available to users based on user preferences. Users can also share their drink selecting tactics.**

## Favorites & Reviews

**Users can collect their favorite drinks at the personal interface, comment on the drinks they drink and give them a rating.**



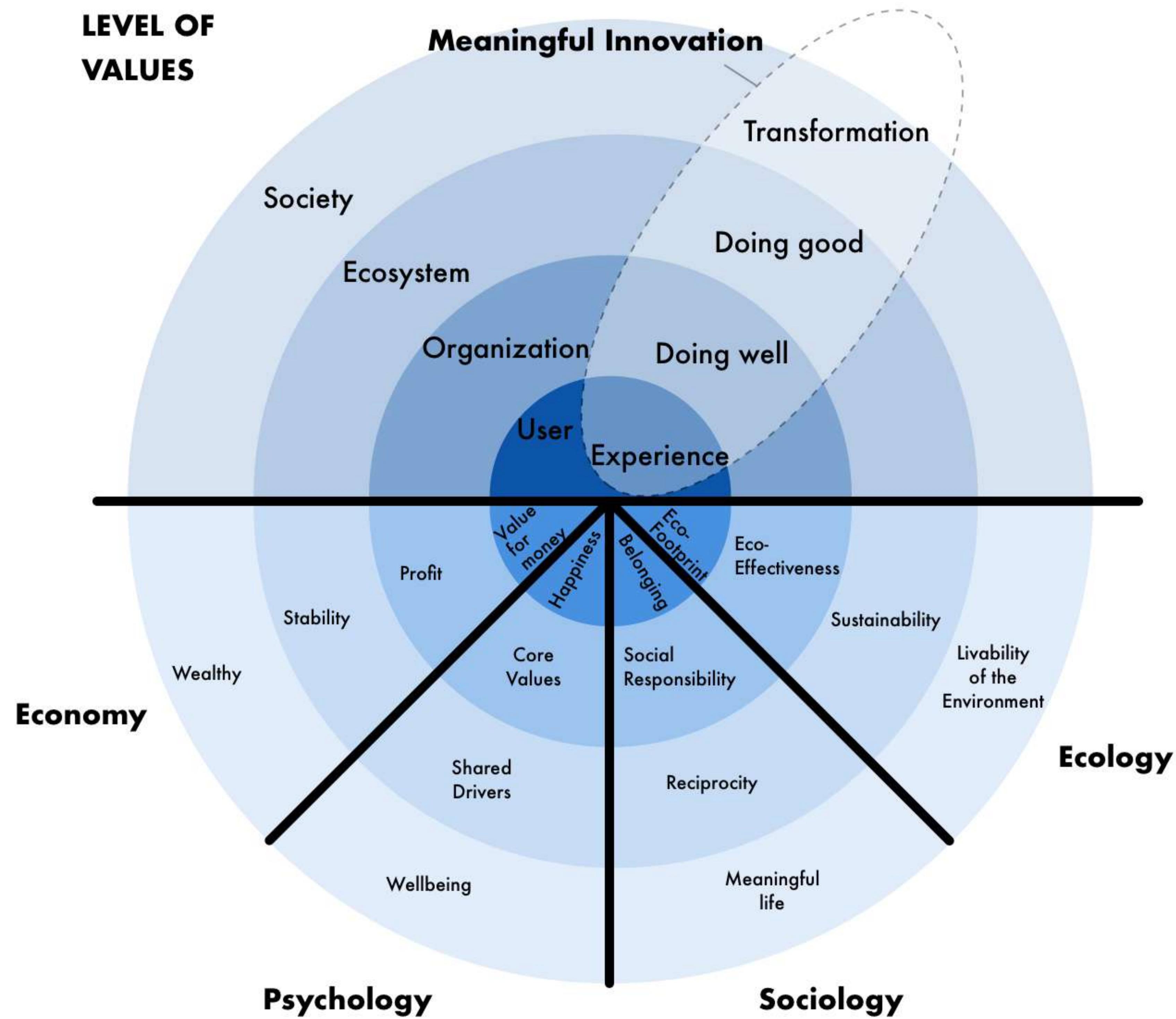
## Guidance&Health

**Users can find blogger's guidance in Drinkin Studio. At the same time, health-conscious users can view the Nutrition Facts of related drinks to help users make better choices.**

# BUSINESS MODEL CANVAS

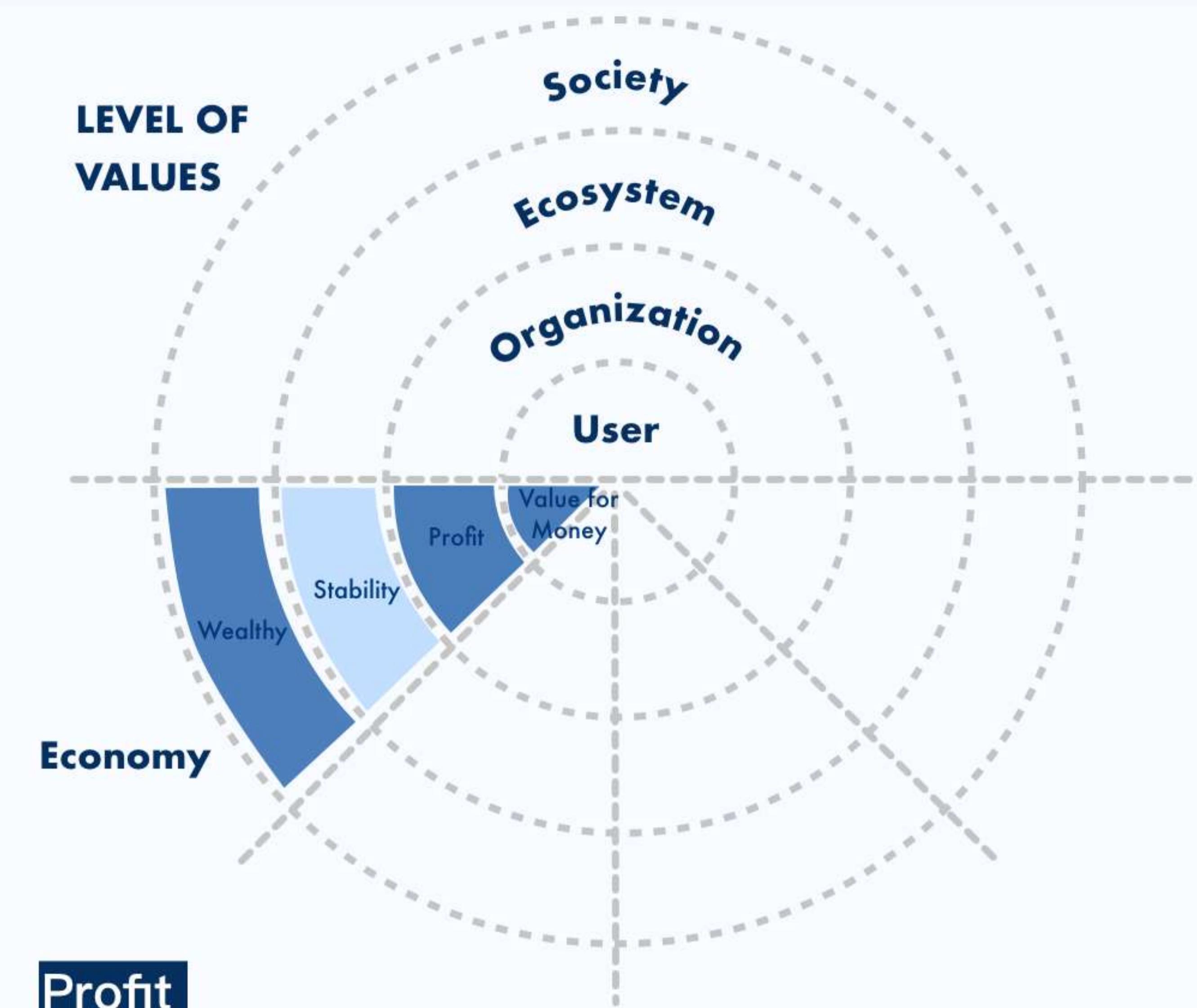
 <h3>Key Partners</h3> <ul style="list-style-type: none"><li>· Brand partnership</li><li>· KOL Recommendation</li><li>· Beverage companies</li><li>· Potential sellers</li></ul>	 <h3>Key Activities</h3> <ul style="list-style-type: none"><li>· Platform operation</li><li>· Content operation</li><li>· User operation</li><li>· Data analysis</li><li>· Advertising cooperation</li><li>· Investment maintenance</li></ul>	 <h3>Value Proportions</h3> <ul style="list-style-type: none"><li>· A trendy social-networking platform for young people</li><li>· A tool for better decision making in beverage selection</li><li>· A rating platform for quality reference on drinks</li></ul>	 <h3>Customer Relationships</h3> <ul style="list-style-type: none"><li>· Content generation</li><li>· Build community</li><li>· Sellers appeal</li><li>· KOLs appeal</li><li>· Technical support</li><li>· Customized service</li></ul>	 <h3>Customer Segments</h3> <ul style="list-style-type: none"><li>· White collar women</li><li>· Students</li><li>· Drink lovers</li></ul>
 <h3>Key Resources</h3> <ul style="list-style-type: none"><li>· Registered Users</li><li>· Drink KOL recommendation</li><li>· Value of content</li><li>· Brand/credit endorsement</li><li>· Data processing&amp;analysis</li></ul>	 <h3>Channels</h3> <ul style="list-style-type: none"><li>· APP</li><li>· mini programs</li><li>· WeChat public account</li><li>· Weibo</li><li>· Website</li></ul>			
 <h3>Cost Structure</h3> <ul style="list-style-type: none"><li>· Personnel cost</li><li>· Platform optimization</li></ul>		 <h3>Revenue Streams</h3> <ul style="list-style-type: none"><li>· Brand/individual entry</li><li>· Helping companies in new product testing</li><li>· Advertising</li></ul>		

# VALUE FRAMEWORK



## Values for money

Drinkinn Studio is a free APP. By gathering and analyzing user records of their past drinking experience, we can provide accurate and personalized beverage recommendation for users. Meanwhile, we can integrate related guidance and information of drinks to enhance platform credibility and user loyalty.



## Profit

By collecting personalized information from users, Drinkin Studio can help provide accurate AD delivery services and new product testing for target users, reduce trial-and-error costs, improve AD delivery accuracy, and ultimately create greater market value for enterprises.

## Wealthy

Provide a professional platform for those who are interested in drinks and bloggers, and create new service market to provide more jobs for people.

## Core Values



- Improve advertising efficiency



- Purchase process optimization



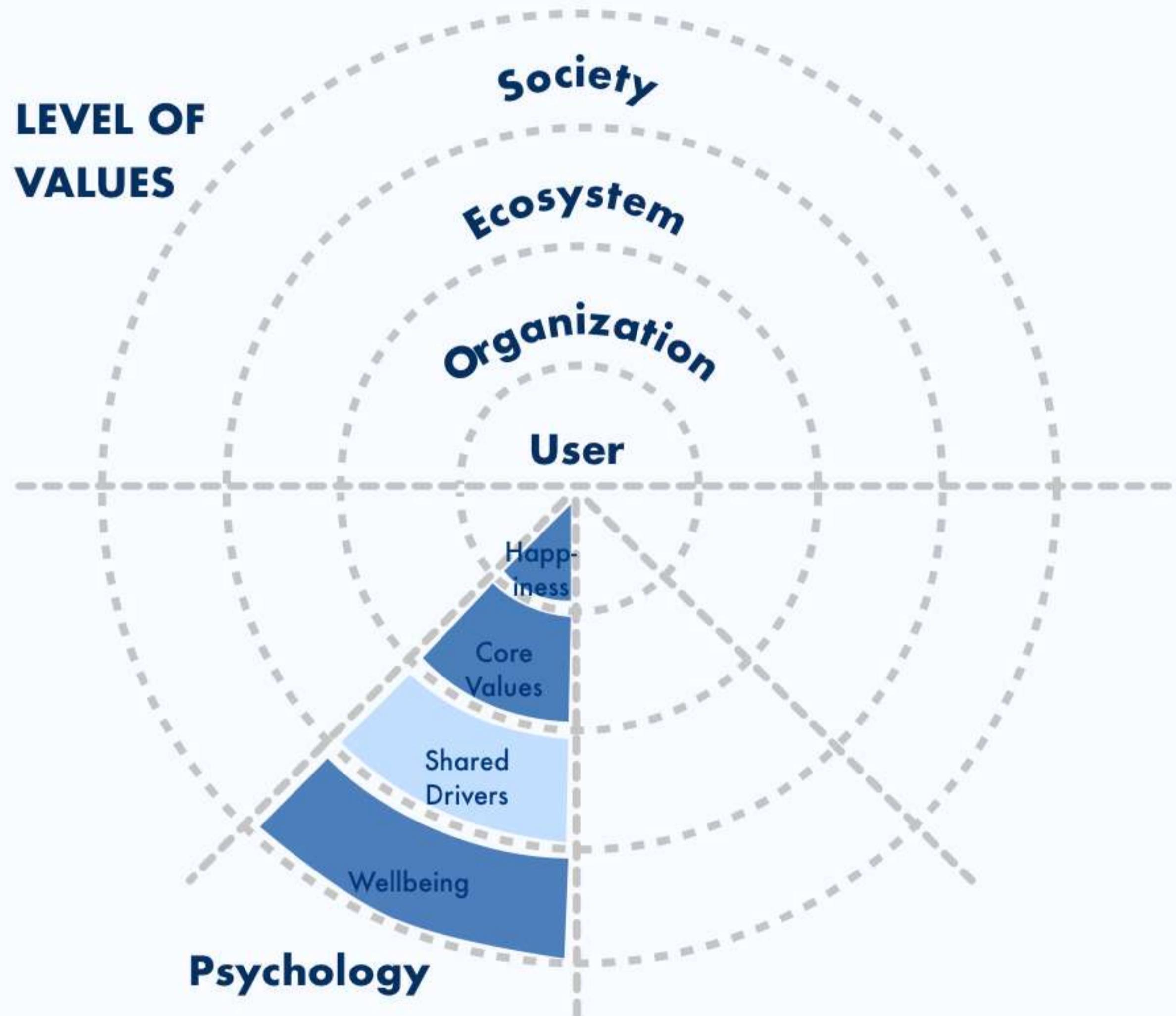
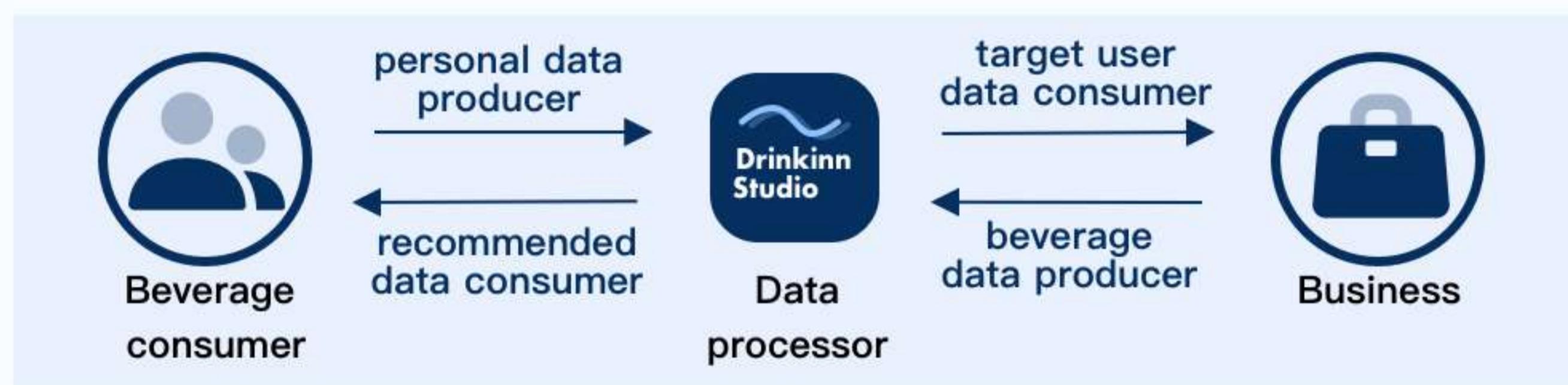
- Reduce trial-and-error costs



- A platform to facilitate business cooperation.

## Meaningful life

Achieving mutual benefits for both sellers and consumers by maximizing the value of data.

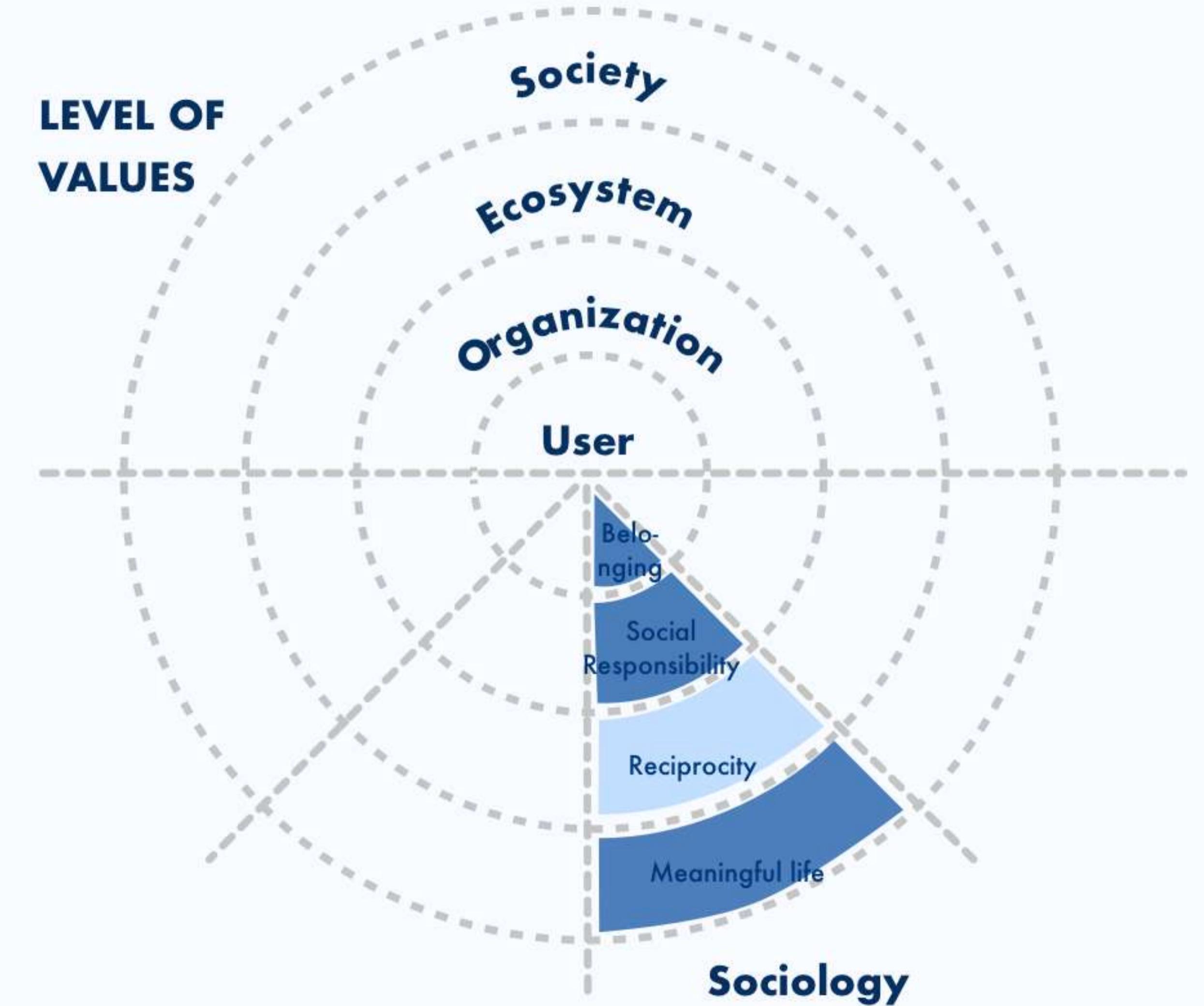


## Happiness

Users can find more drinks on the app, and minimize the possibility for trying undesirable bad drinks. At the same time, the platform collects and collates existing fragmented information to help users make better decisions in trying new drinks.

## Wellbeing

Drinkin Studio pay attention to the health of consumers -- provide consumers with information about the ingredients of drinks and help them make better choices.



## Social Responsibility

Accurate and algorithm-based recommendation satisfy customer needs, nutrition information helps customers with special health concern.

## Belonging

Drinkin Studio provides a platform for beverage opinion exchange, gathering drink lovers, and build small communities where drinkers interact.

YIN is a clothing brand that combines art curation and fashion design. It carries the elements of art exhibitions and excavates High Street Fashion brand with deeper value in art exhibitions.



YIN

# BACKGROUND

背景

## Target audience

Post-90s; Trendsetters

## Unmet needs

Personalized clothing; Diversified shopping experience

## Context

·Yin wants to become a high street fashion brand in China  
China's clothing industry has a huge market, but there is basically no high street brand carrying Chinese culture

·Yin wants to do modular fashion design  
Young people are increasingly pursuing personalization, and personalized clothing is increasingly demanded.

·Yin wants to combine art exhibition with Clothing brand  
The potential value of art exhibition elements is huge, but it has not been sufficiently applied. The combination of art exhibition elements and clothing can not only guarantee the unique sense of design for consumers, but also create greater value for art elements.

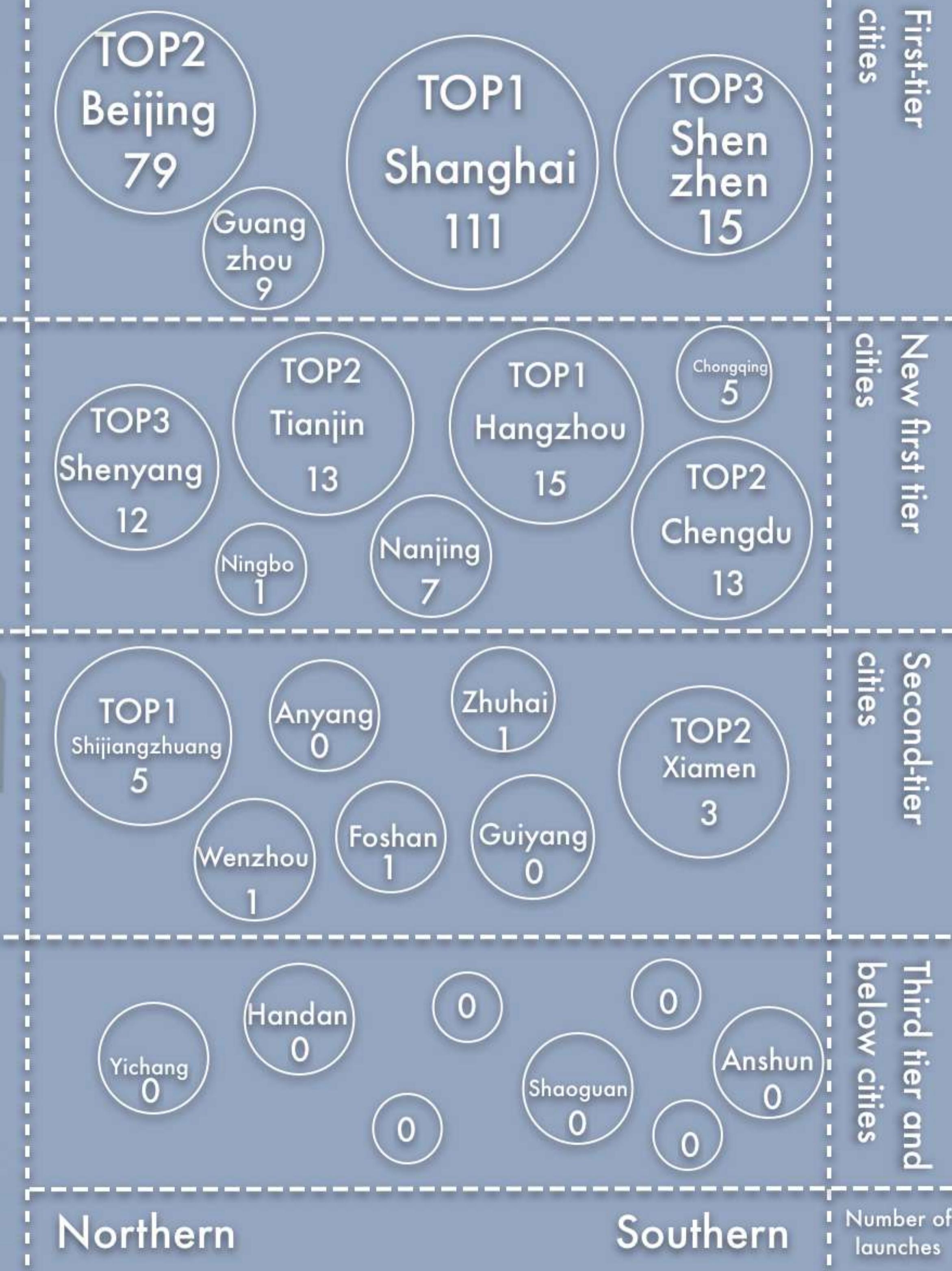




## Distribution of China's art exhibition venues in the second half of 2019

## BACKGROUND RESEARCH

I conducted a systematic survey on the locations of the 2019 China Art Exhibitions and found that residents of smaller third- and fourth-tier cities had little access to art exhibitions. I hope that through the combination of art exhibition and clothing brand, more people can visit art exhibition.



# CONCEPT

上品

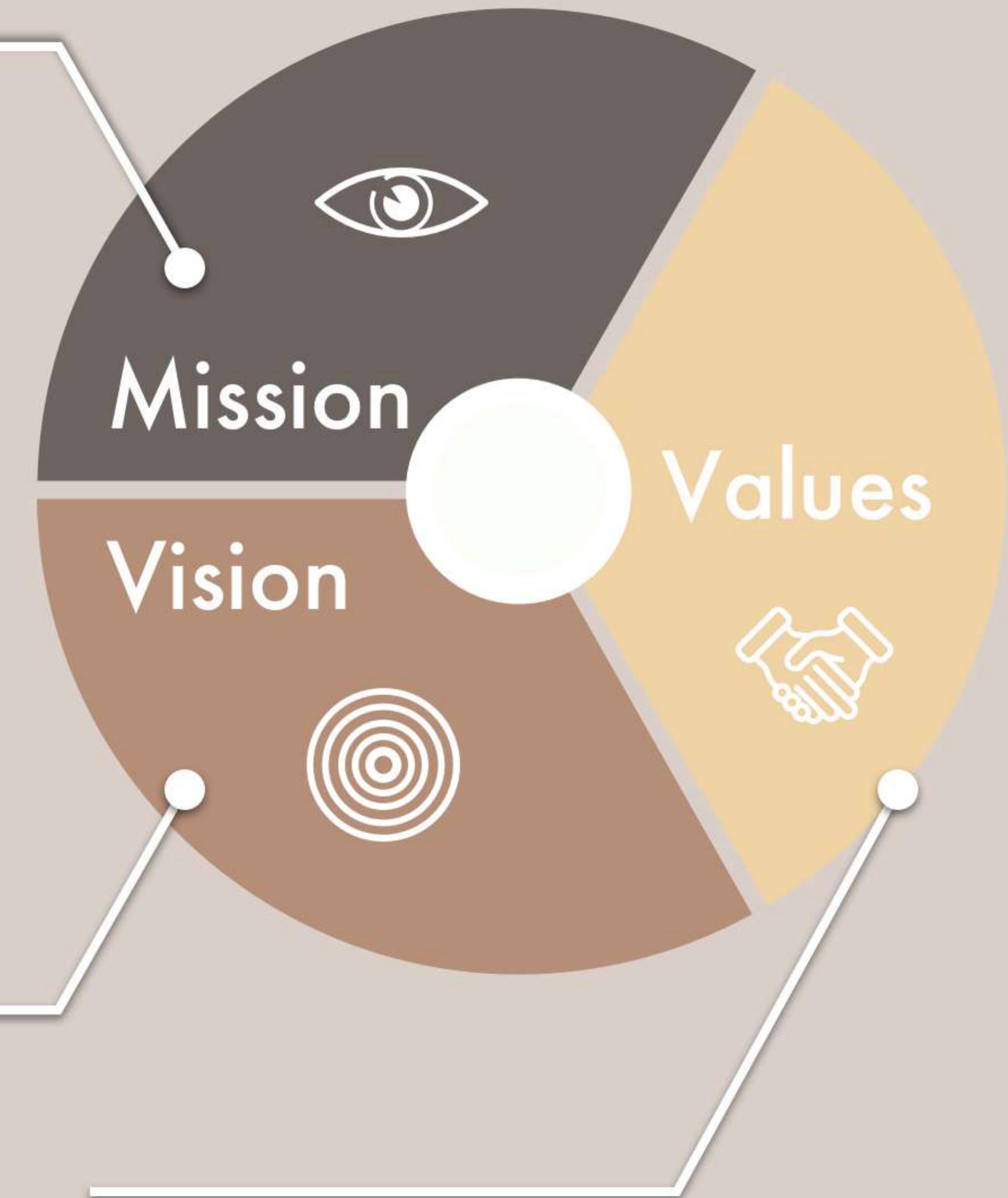


Vision, Mission, Values  
Business Scope  
4P(Product, Price, Promotion, Place)  
Touchpoint Wheel  
Strategy Canvas

# VISION & MISSION & VALUES

In the simplest way, let consumers define their own fashion design. At the same time, let the artistic elements give full play to their value through the combination with art exhibition.

Push Chinese fashion to the world.



Maximum use of resources  
Continuous improvement  
Compassion  
Innovation  
Collaboration  
Respect

# BUSINESS SCOPE



Serve  
Customers



Develop  
Products



Fill  
Orders

## ○ Shopping Experience:

By combining clothing stores with art exhibitions, consumers can enjoy art while shopping.

## ○ Personalized Design:

Consumers can easily design their own clothes by using the pattern provided by Yin in the app or pad.

## ○ Artistic value:

Each season's art exhibition will pick out selected elements for consumers to put in their personalized costumes, so that art exhibition can create greater value.

## ○ Clothing:

Yin's clothing is applies the Velcro to combine icon and clothing to match different kinds of clothing.

## ○ Icon:

Combined with other art exhibitions, they hold exhibitions, Yin designs icon.

## ○ Website & app:

Introduce our service, complete personalized design, order online.

## ○ Interior design:

Yin displays various icons and art exhibits, with ipad putting aside for consumers to complete their design work. Generally, the store special arrangement is simple and neat, entailing stylistic seasonal exhibits' feature, the exhibits change in every season.

## ○ Delivery mode of online shopping

View online art pictures - choose your favorite Icon - match the icon to personalise your design- Online order

## ○ Delivery mode of offline shopping

Watch the art exhibition - choose your favorite Icon - use pad or app to match the icon to personalise your design - delivery



## Product Tactics

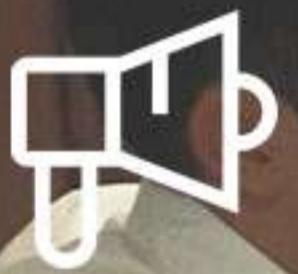
- Ensure the sense of design without sacrificing comfort.
- Clothes and icons can be purchased separately.
- Icon is divided into long-term sale (A-Z letter collocation, city theme) and period limit (art exhibition theme)



## Pricing Tactics

- The price of clothing will be lower than 20% of the same style of UNIQLO.
- The long term sale of icon is designed for unified pricing, while the limited icon is priced according to the scale of the exhibition, and it's limitedly provided, and the brand premium is achieved through the icon.
- The more icons you buy at one time, the greater the discount.

# BUSINESS SCOPE



## Promoting Tactics

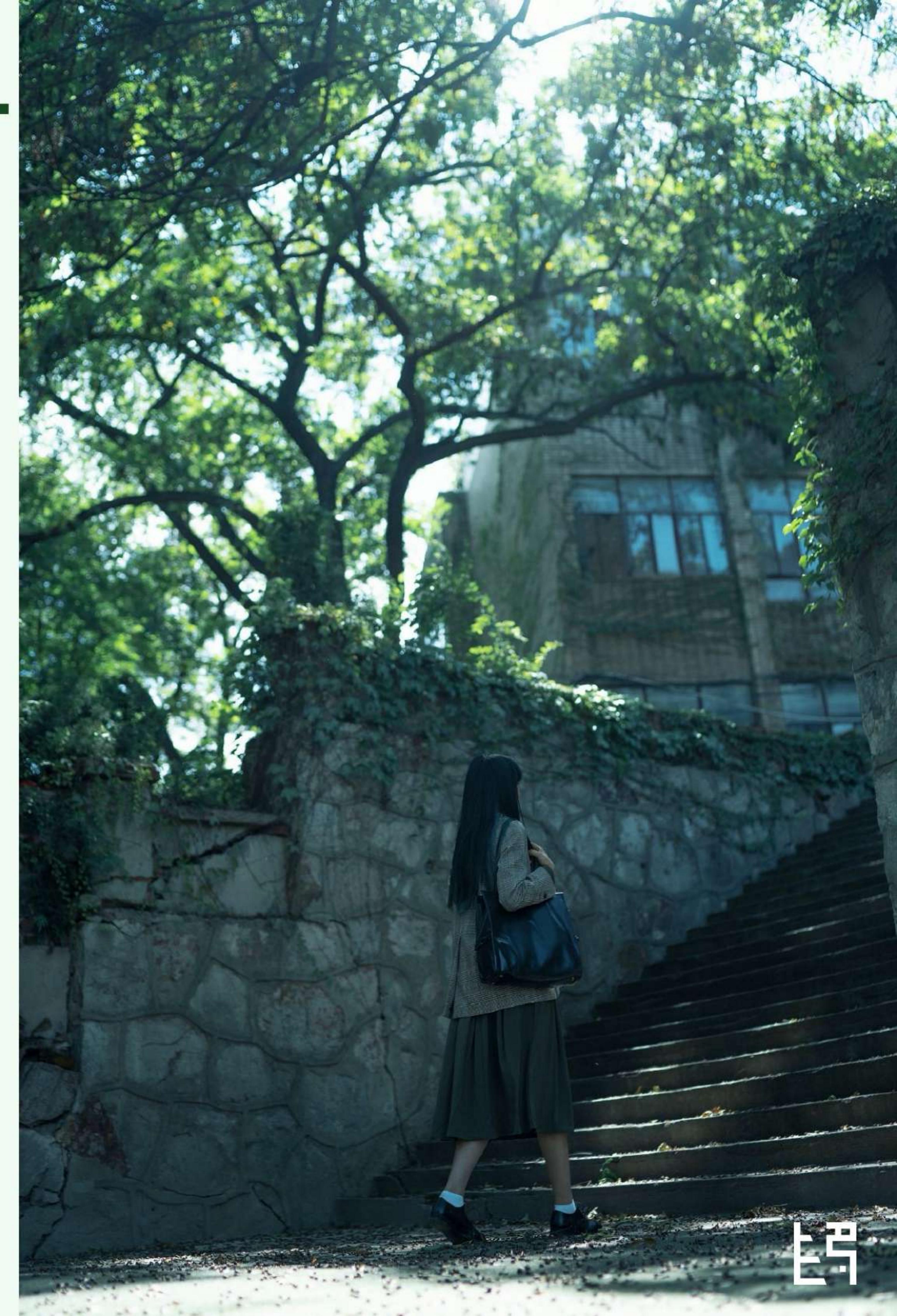
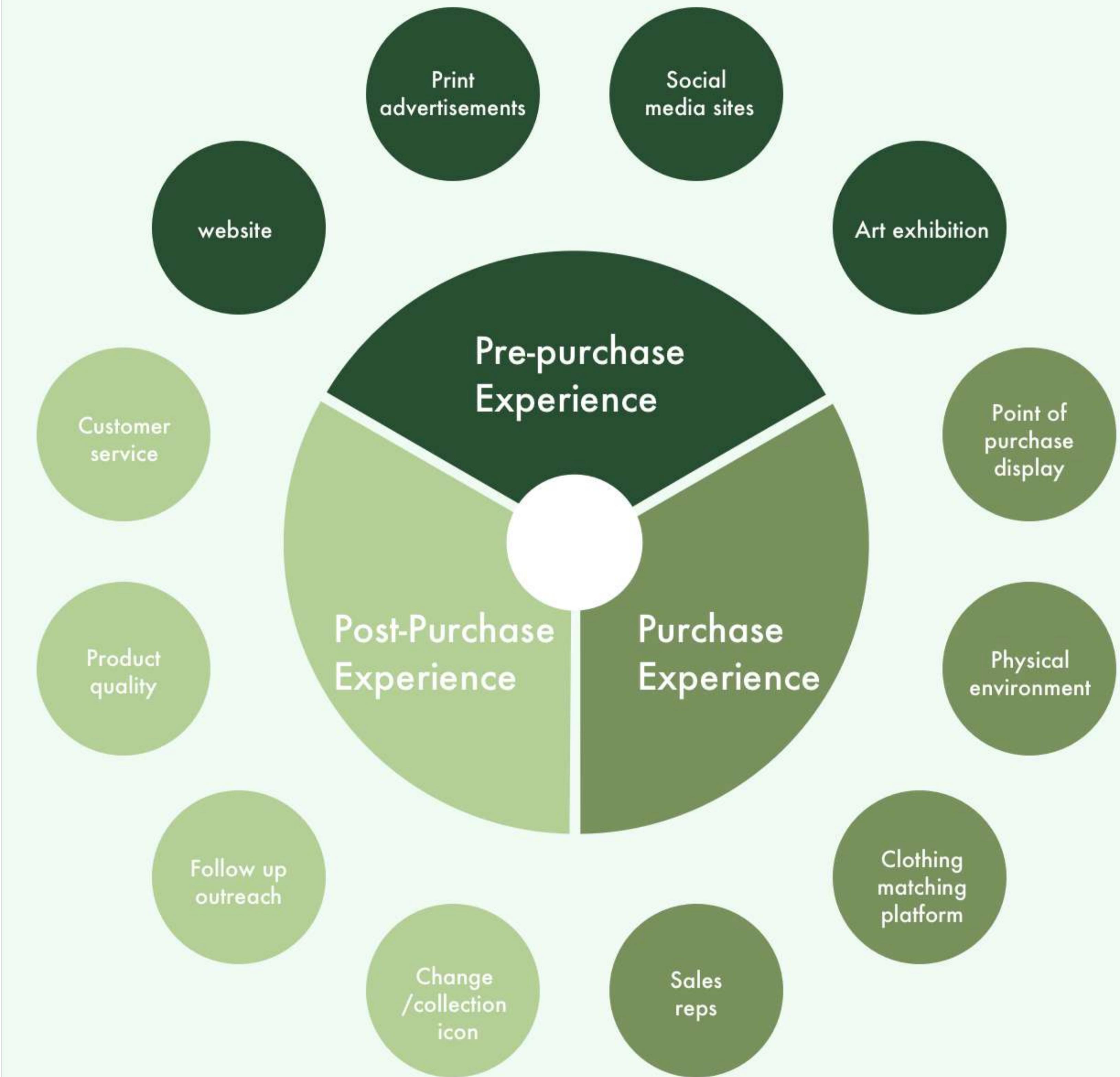
- KOLs recommendation, cooperate with art exhibitions and celebrities to enhance brand awareness.
- The price of icon of classic theme remains unchanged, and the art exhibition theme will be sold in limited quantity so that the brand icon has more collection value.
- Cooperate with bloggers to show Yin's shopping experience with vlog.



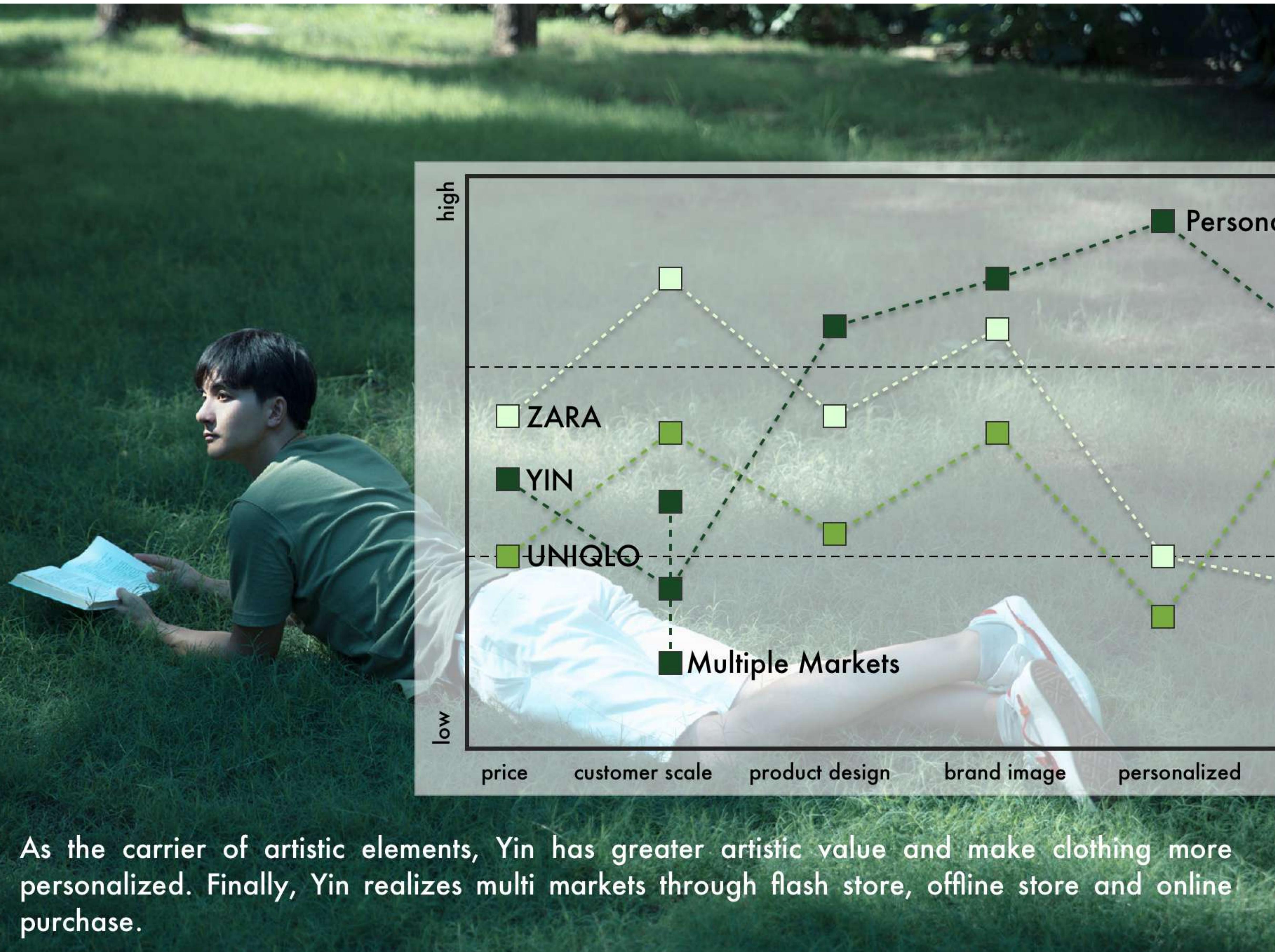
## Placing Tactics

- Establish brand image in trading area.
- The flash shops around the art exhibition aim at target users.
- Carry out brand promotion for 3-4 countries and cities, and attract consumers to visit art exhibitions to promote consumption.

# BRAND TOUCHPOINT WHEEL



# STRATEGY CANVAS



# LOGO DESIGN



## Key Words

Personalized design, Art exhibition, Chinese fashion

## We Believe

Everyone is the creator and inspiration is boundless. Yin encourages the exchange of inspiration and individual participation and creation, because Yin believes that experience is not a one-way giving, but the interaction and integration of idea spark and sensory enjoyment.



Art Exhibition



Personalized Design



Insight

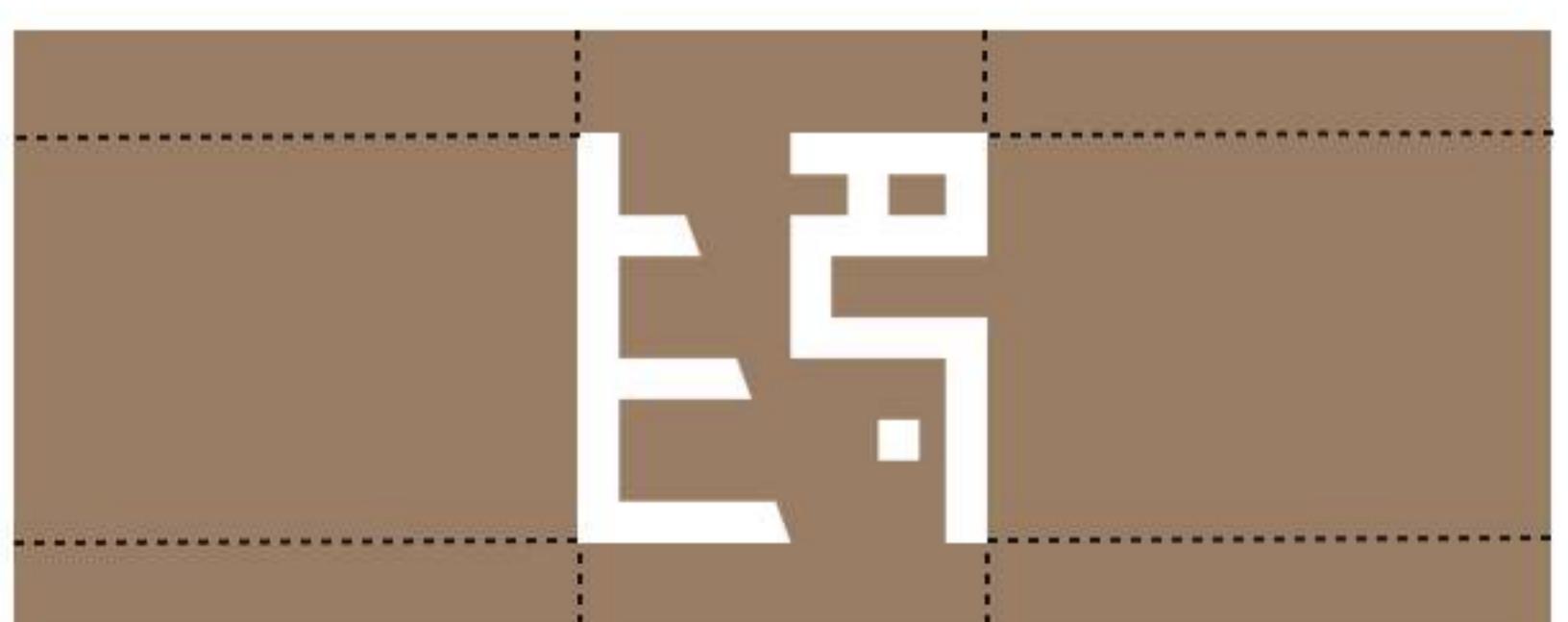
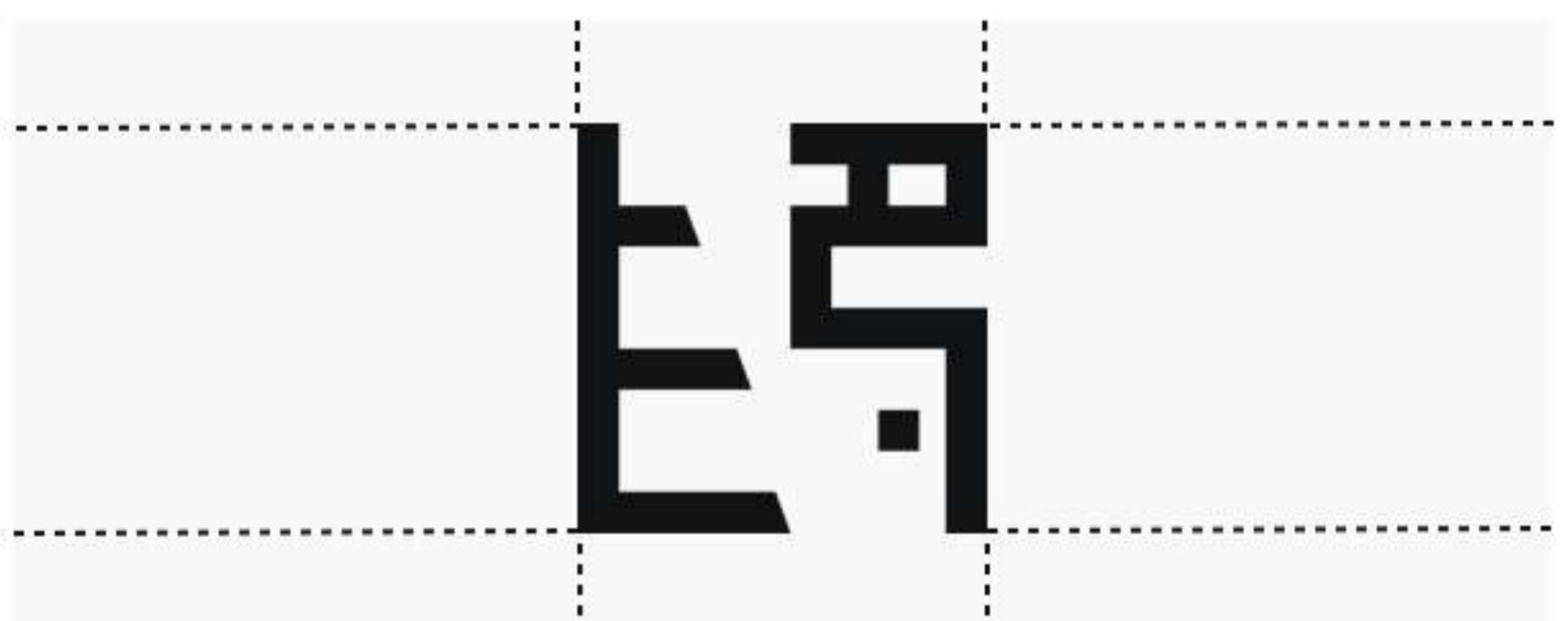
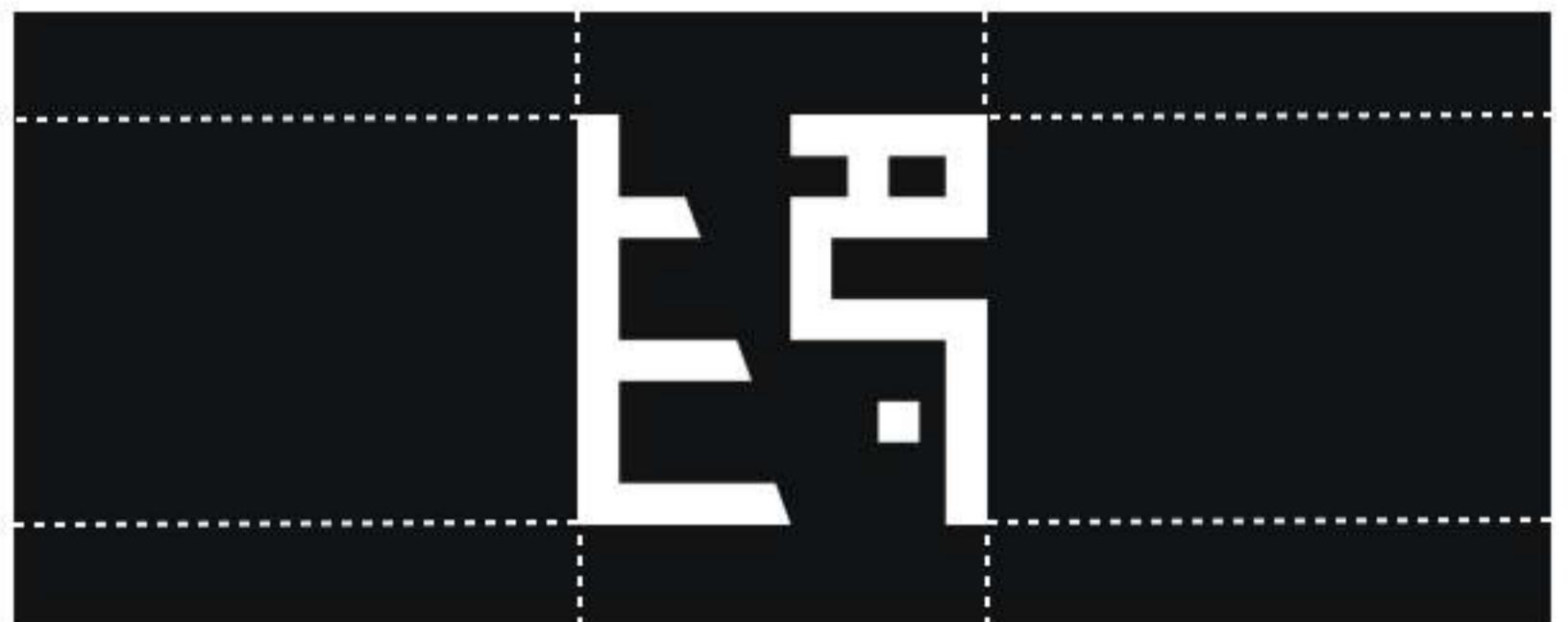


Ancient Chinese Character

# STYLE GUIDELINE

## Logomark

This logotype is preferred over all other brand marks and should be used whenever possible.



## Full-color logo

This logotype is used for clothing brand and store design.



## App Logo

This logotype is used for APP and web pages.



## Primary Colors



Black  
RGB:R18 G19 B20  
HEX: #131415  
CMYK: C10 M5 Y0 K92



White  
RGB:R255 G255 B255  
HEX: #FFFFFF  
CMYK: C0 M0 Y0 K0



Light Grey  
RGB:R227 G227 B227  
HEX: #E3E3E3  
CMYK: C0 M0 Y0 K11

## Secondary Colors



Army Green  
RGB:R95 G107 B85  
HEX: #5F6B55  
CMYK: C11 M0 Y21 K58



Light coffee  
RGB:R153 G126 B101  
HEX: #997E65  
CMYK: C0 M18 Y34 K40

# LOGO APPLICATION IMAGE



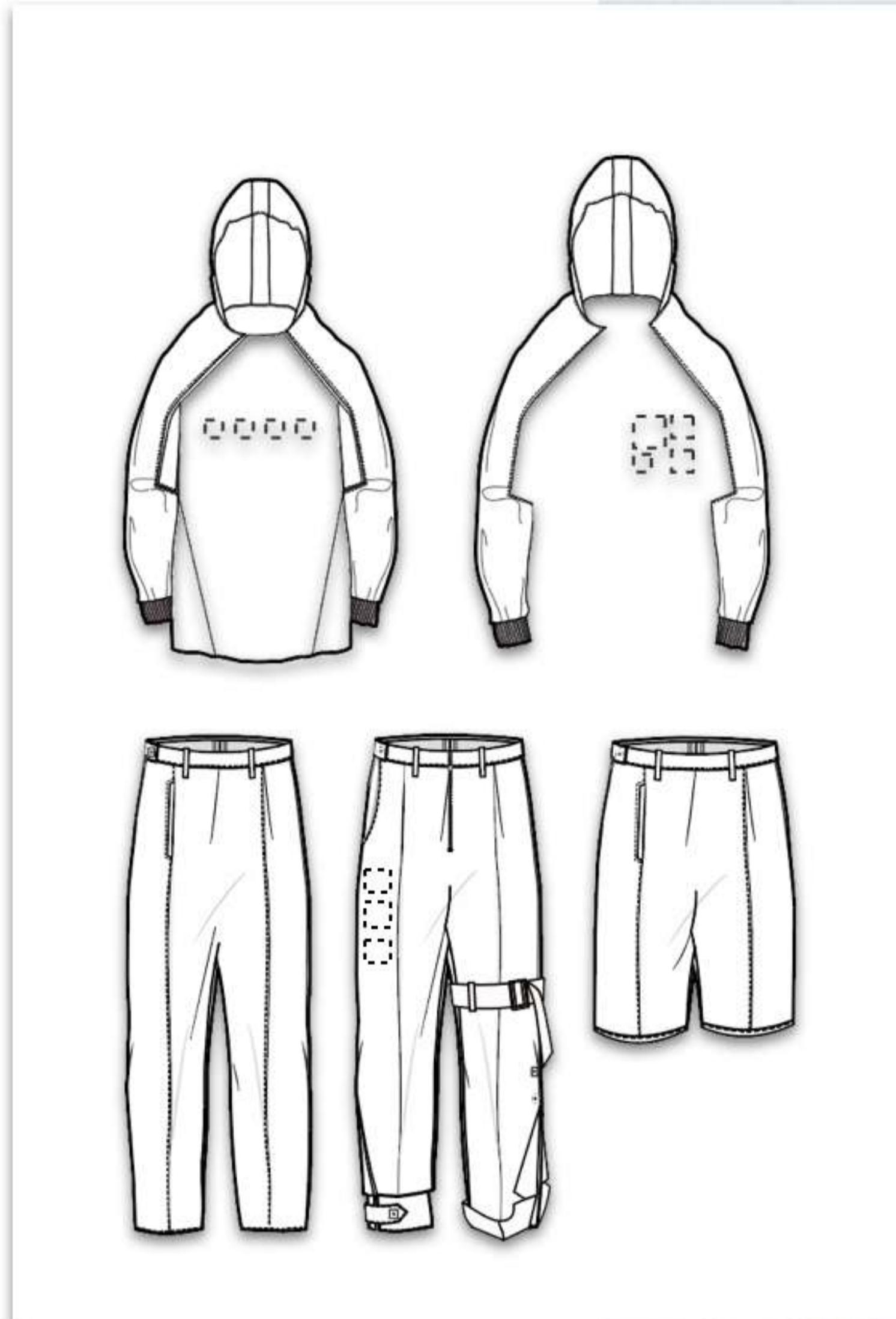
# CLOTHING DESIGN



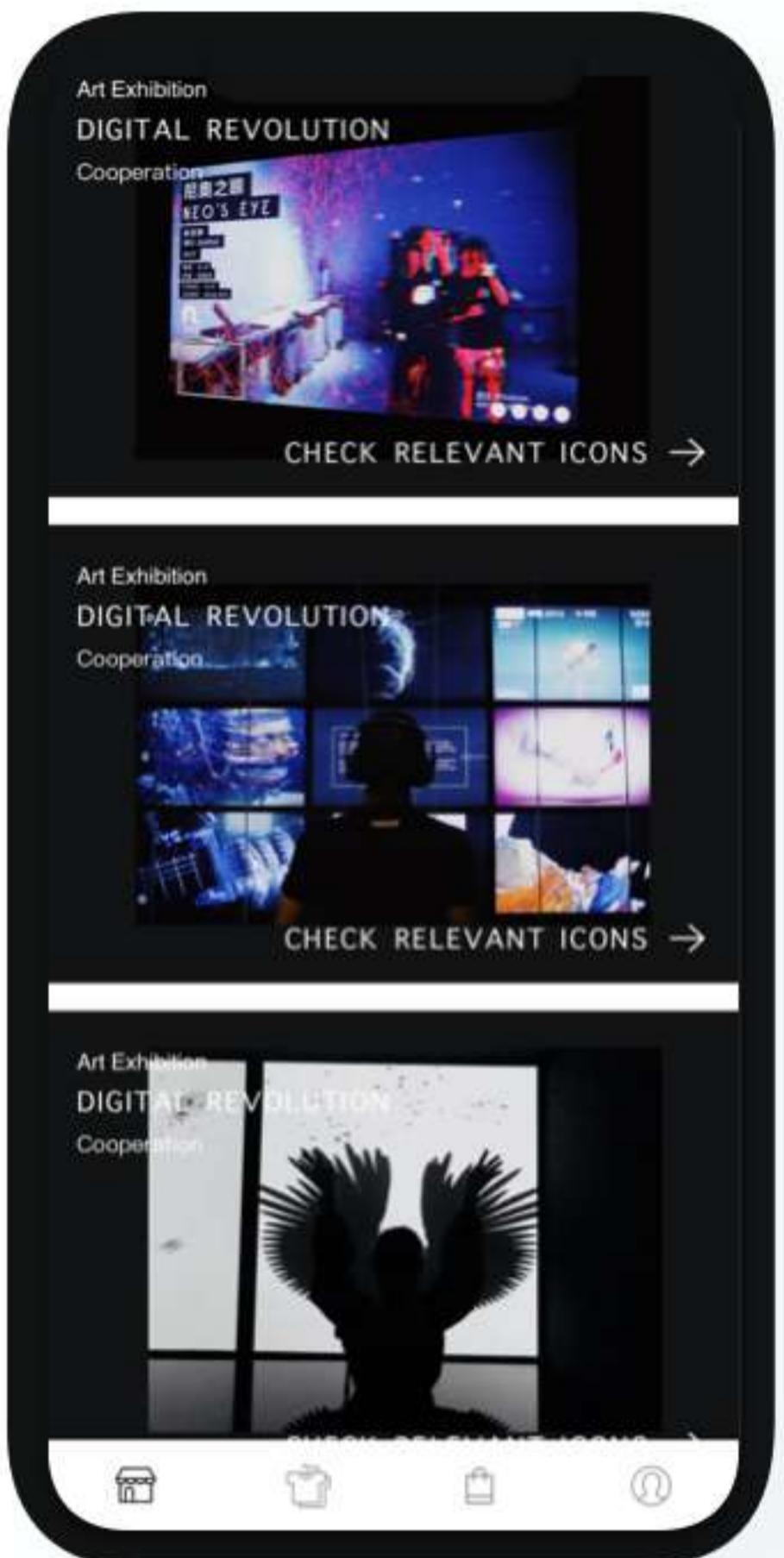
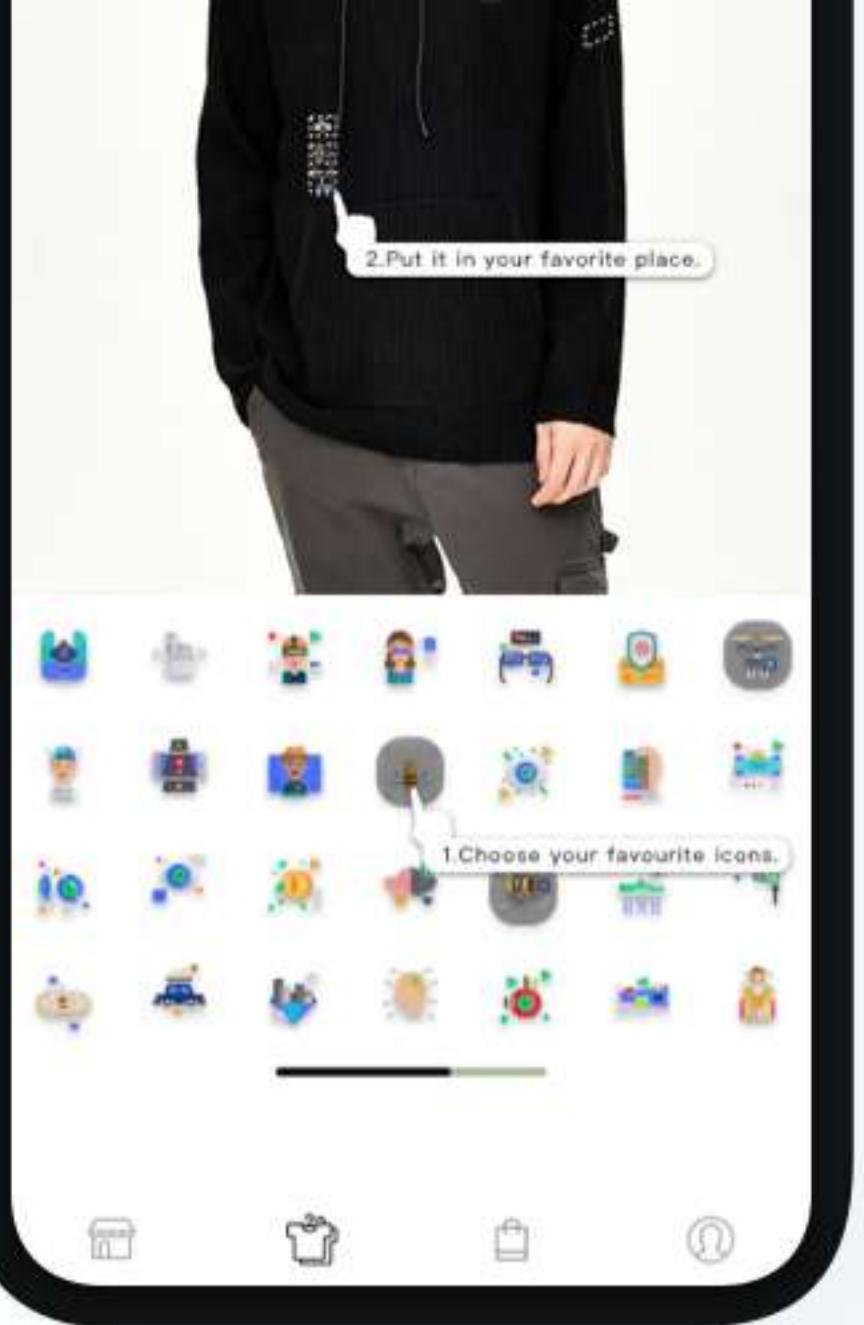
In today's popular co branding, cross-border cooperation is common. Yin completes fashion design through simple fashion design, combined with elements of art exhibition. The following design is the imaginary cohesion of Dali and Yin co branding design.



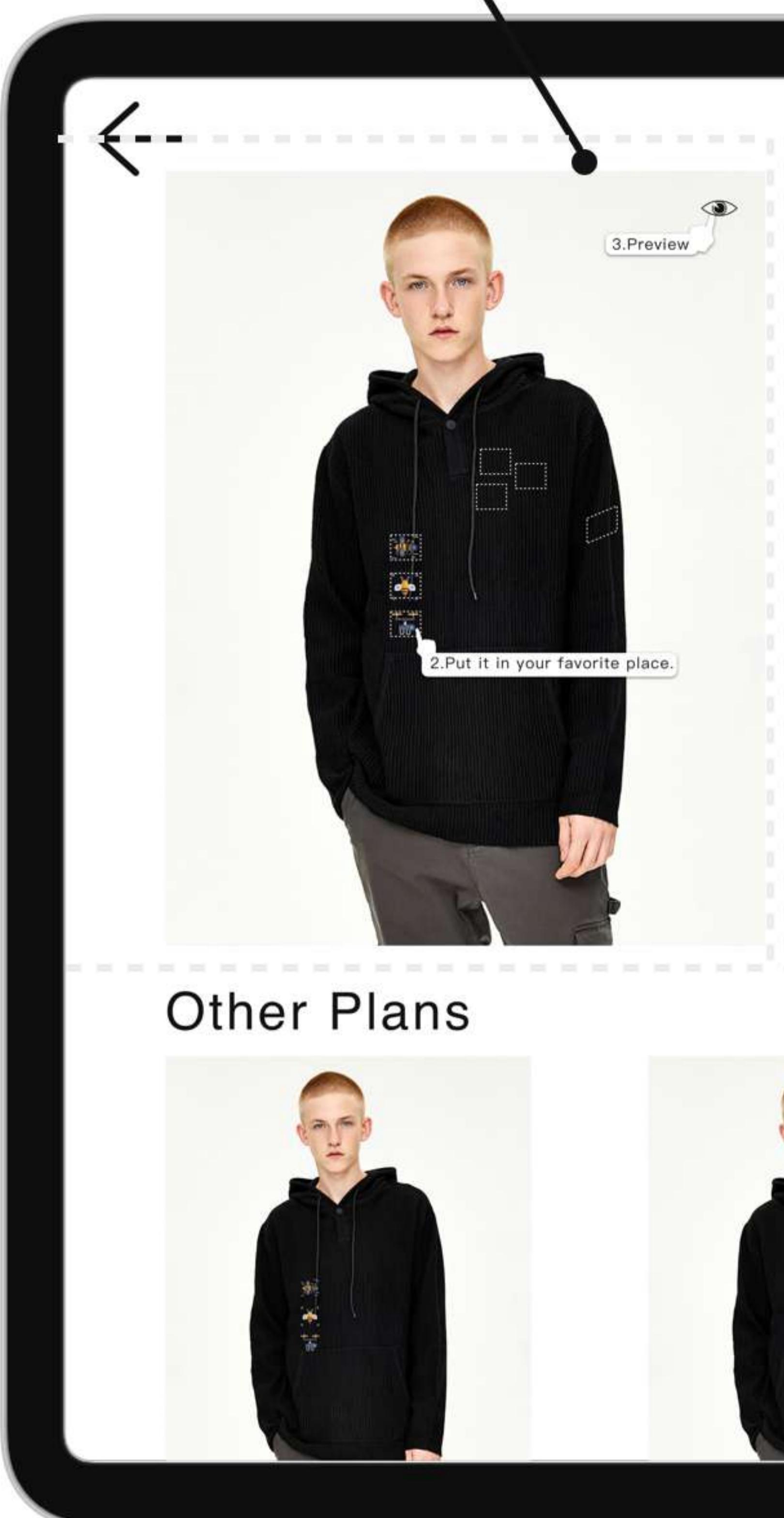
Salvador Domingo Felipe Jacinto Dali i Domenech X YIN



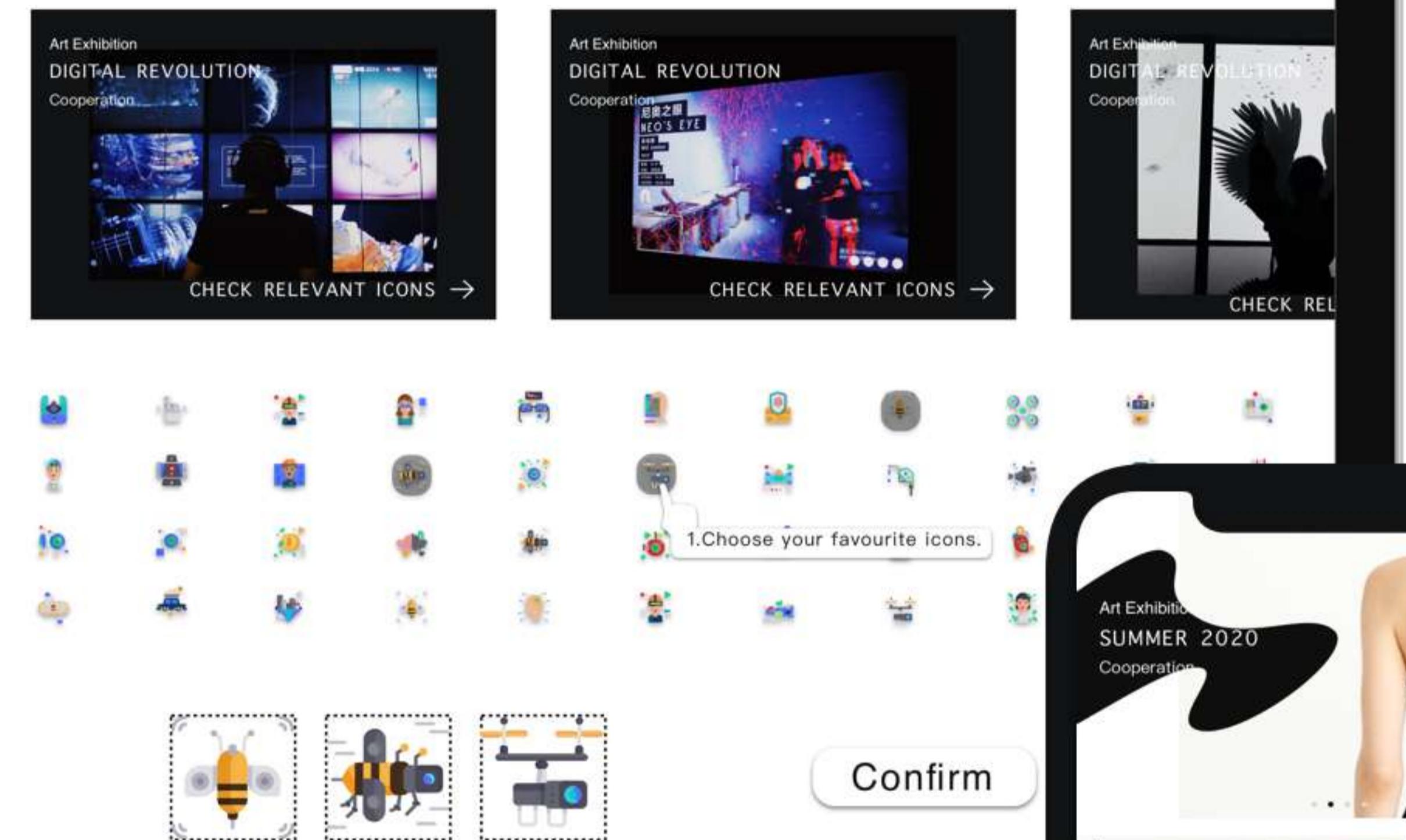
# APP DESIGN



Personalized design

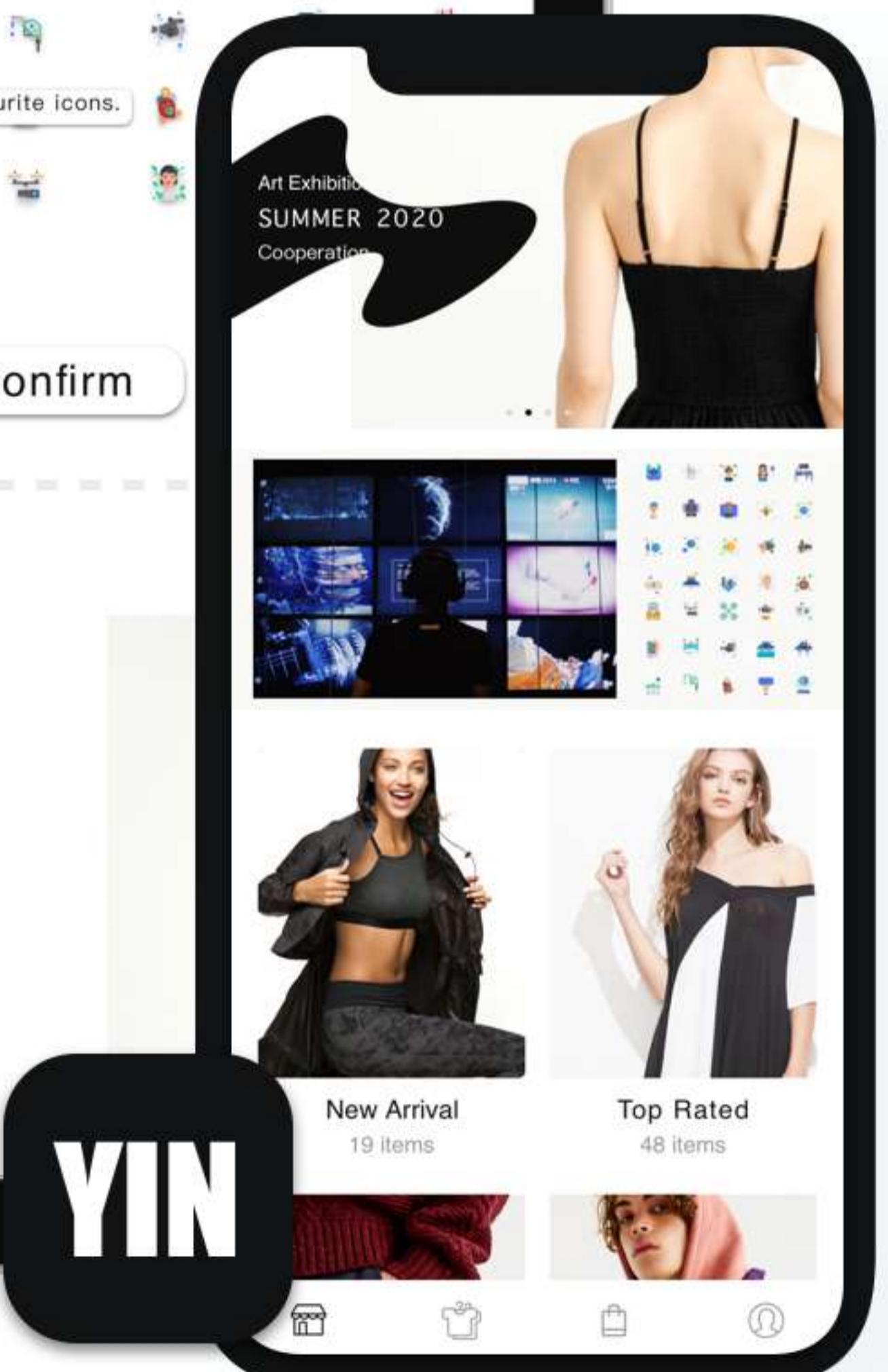


Cooperative art exhibition



Matching scheme

YIN



# STORE DESIGN

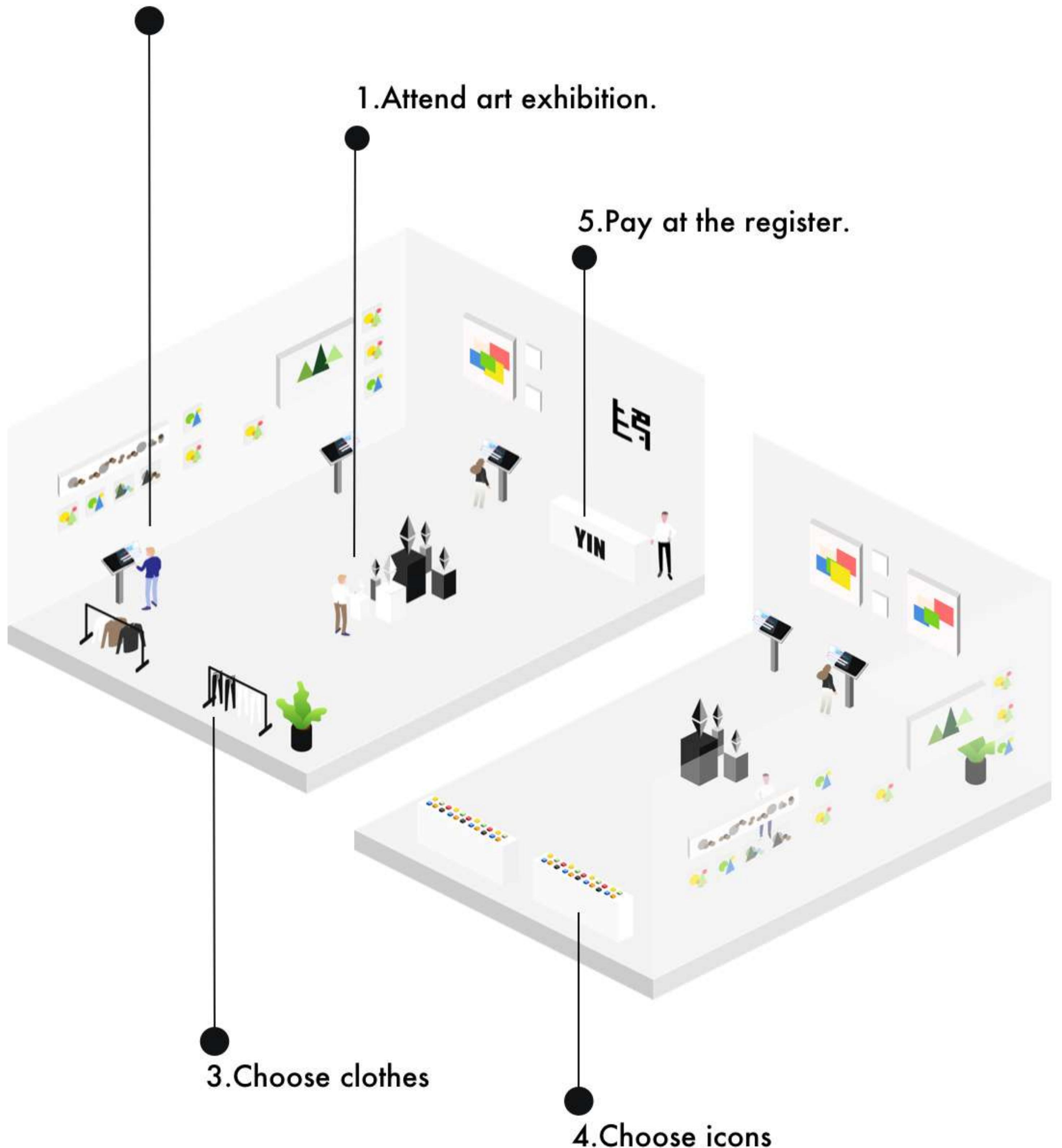
2. Use icon to design clothes on Pad.

1. Attend art exhibition.

5. Pay at the register.

3. Choose clothes

4. Choose icons



# CHINESE BATIK

Project4

2019.5.11-5.30

Self-initiated project





## WHAT IS BATIK?

## THE ORIGIN OF BATIK

The origin of batik can be traced back to the Qin and Han dynasty more than 2,000 years ago, and even earlier. As an "art" originated from a unique regional lifestyle, batik in Guizhou has become an indispensable part in the normal work of ethnic minority people in Guizhou, a unique cultural phenomenon.

## INTANGIBLE CULTURAL HERITAGE

Batik art has been passed down from generation to generation in minority areas and has developed a unique ethnic art style after a long period of development. It is a distinctive national art with a simple concept of animism.

## WHY IT NEED TO CHANGE

But with the industrial and economic development, such intangible cultural heritage has gradually dropped out of people's vision, and I hope to bring it back to our life and pass it on. To integrate batik into people's life, eyes should be put on the application of batik, which is, where the batik can be used?

# LITERATURE REVIEW

**RESEARCH QUESTION:** Are the existing propaganda methods diversified and attractive?

**Research on the application value of Guizhou batik art in local tourism publicity**

Source: China National Expo  
author: Shu Zhan , Xiaofeng Hou

In the publicity of local tourism, Guizhou Miao batik art is very rarely presented. Most leaflets, brochures and various billboards have never used batik elements in terms of color, pattern or material. Only a few souvenirs entail certain batik elements, however, they are particularly old-fashioned, and very roughly made, which fails to display the real Miao batik and its cultural significance. Generally speaking, the current application scope of batik is narrow. If we want to broaden its space for development, we need to identify the touch point of traditional craftsmanship and nature, and draw on its unique artistic features and pattern for new design in publicity. In the meantime, it is necessary to renew the tourism products, abandon the sank cost constraints in traditional publicity, a recreation and innovation incorporating batik elements will have a unique impact on tourism publicity.

**CONCLUSION:** A few forms.

**RESEARCH QUESTION:** What kind of value does batik entail?

**Explore the value of Buyi batik and its school heritage.**

Source: Guizhou Normal University  
author: Yijie Wu

Firstly, batik entails practical value. Each batik artifact is a work of art with both aesthetic and practical utility. Secondly, batik reflects cultural value. Art is creative, revealing richer spiritual connotations in tangible materialized forms. Also, batik entails extraordinary artistic value. With the overlapping color of blue and white, blue conveys a sense of simplicity and quietness, which brings the nature sense to our heart, and enables us to discover the harmonious beauty between human and nature.



**CONCLUSION:** High artistic value.

**RESEARCH QUESTION:** What are the economic benefits of batik craftsmen?

**Research on the survival and development of traditional craftsmen in post-modern**

Source: Journal of Baise University  
author: Tianxian Deng , Xiaodong Ren

However, with the development of economy and information technology, greater importance has been attached to cultural construction. People are shifting their sights from dazzling modern industrial products to traditional cultural products. Those craftsmen have also realized their own value with the development of creative cultural industry. However, there are still problems. Although batik craftsmen have the skills inherited from the older generation, due to their low education level and language barriers, they are very passive and weak in the market operations of cultural assets. Therefore, most craftsmen are at a low income level.

**CONCLUSION:** Low income level.

# EXPERT INTERVIEW

## Offline interview

I contacted a young batik company founder, learned about the current business of their company, they are trying to find new ways to promote batik to help those batik craftsmen in remote areas. I am honored to be invited to cooperate with her.

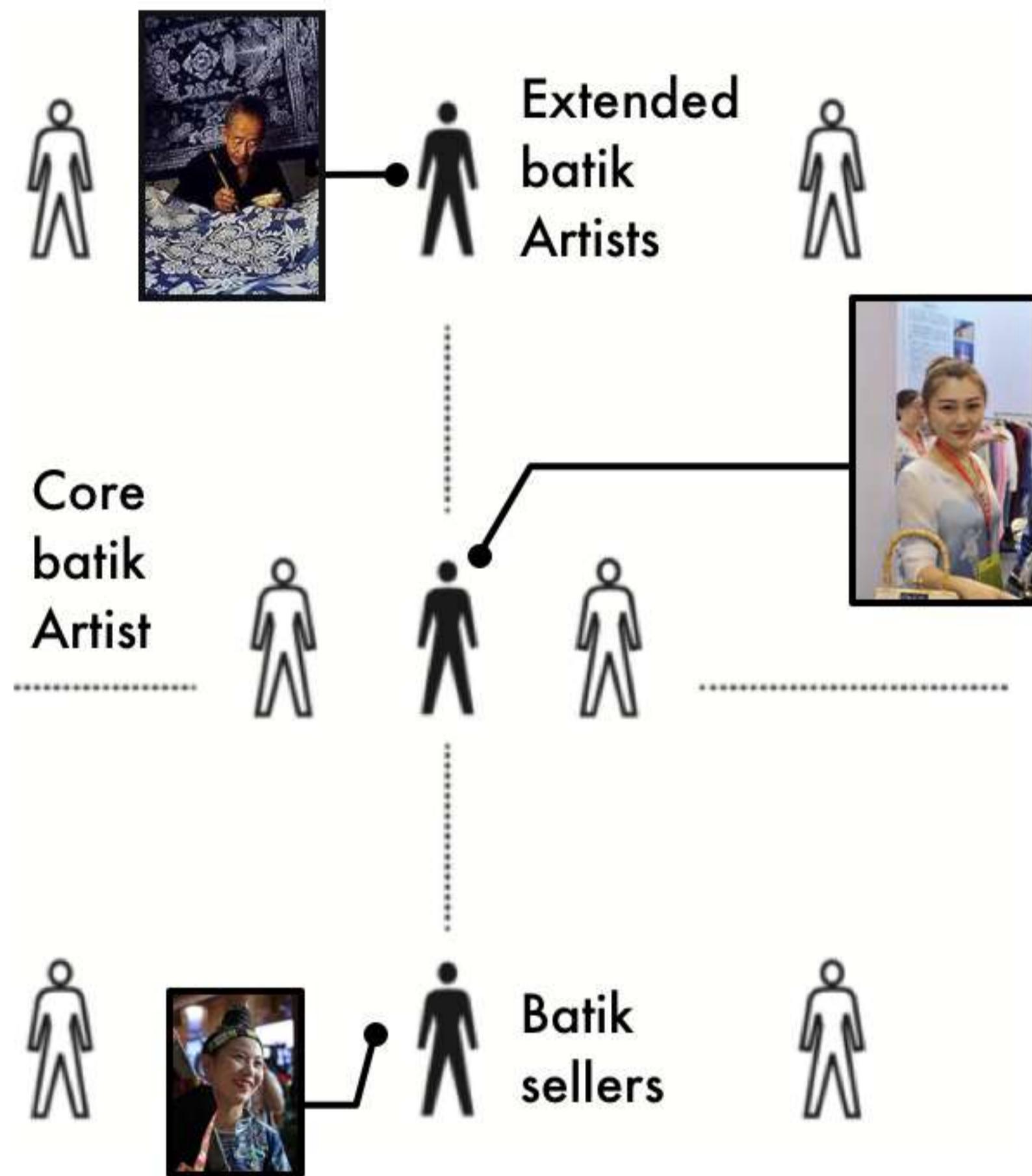
Founder: Xuanxuan Zhang



Shuyirenheng Batik art Co., Ltd

## Boarder reach

With her introduction, I interviewed some batik artists and sellers.



## Current Situation

The time cost of batik production is very high, but due to the lack of packaging, lack of publicity, craftsmen in remote areas often sell batik at very low prices. Therefore, many batik artists have switched to other more financially rewarding jobs, which cripples cultural transmission.

## What can we do?

Reduce the time cost of production.



Simple modern packaging for batik.



Publicity through large platforms.



Promoting batik products through new retailing, incentivizing batik craftsmen.



Improve the quality of products, and raise the price for middle-class consumers.





# SELF DEFINING LIFESTYLE

life-  
style +

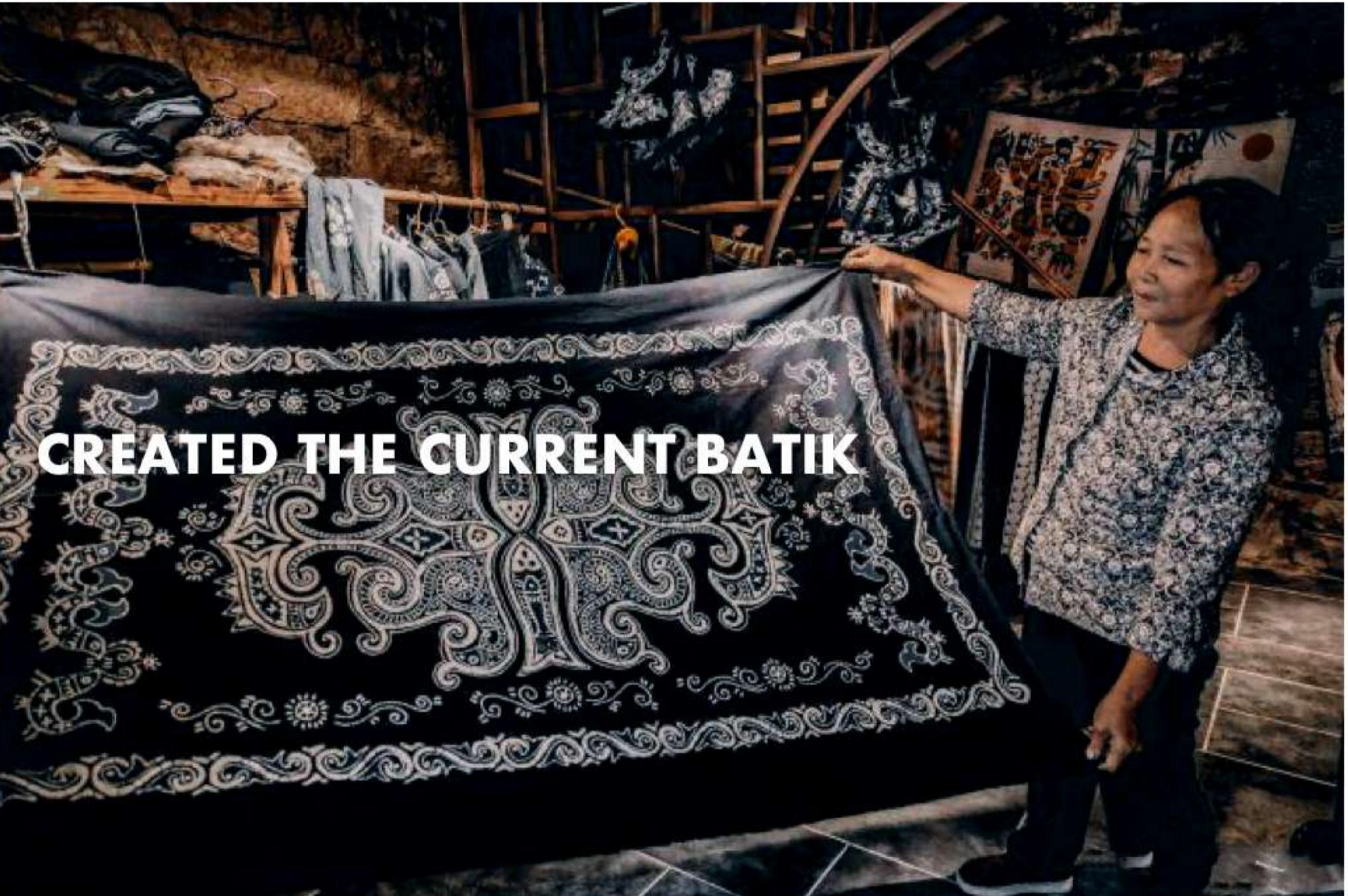
It refers to a group of young people with decent income and certain purchasing power, they have good aesthetic taste, and pursue quality life. They are willing to try new things and embrace emerging brand concepts and trendy lifestyles, and they don't refuse to pay for knowledge.



# DESIGN OBJECTIVE



THE WISDOM OF GUIZHOU



CREATED THE CURRENT BATIK

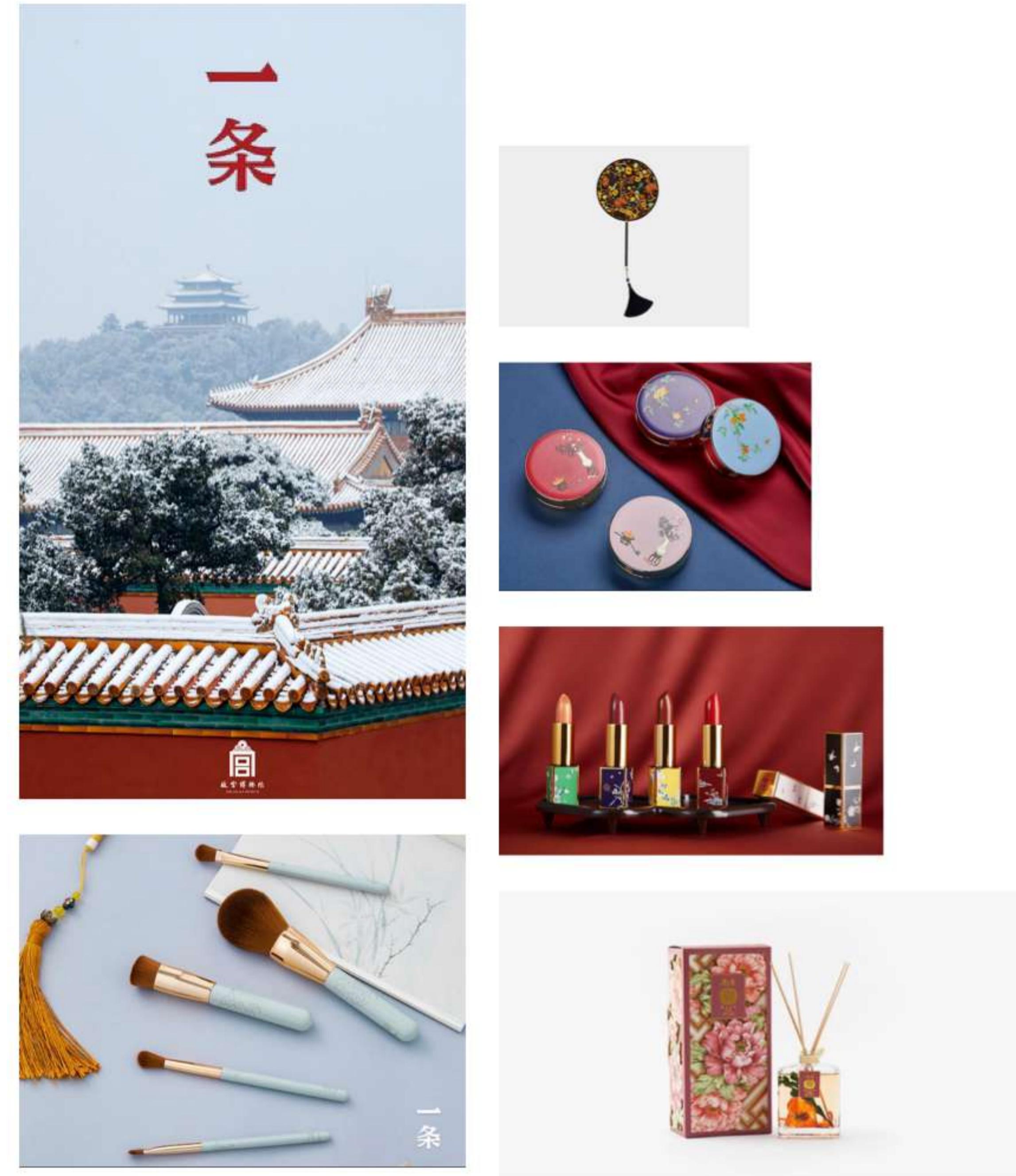
CULTURAL INHERITANCE	VALUE CREATION	NEW INTERPRETATION	CULTURAL EMPOWERMENT
<b>CRAFTSMAN SPIRIT</b>  The spirit of craftsman is conveyed in the products, and the culture will stay if people pay, in a sense, consumption is protection.	<b>LIFE AESTHETICS</b>  Incorporating the concept of life aesthetics into the design of new batik products, redefining the value of batik.	<b>CONTRACTED DESIGN</b>  The subtle and exquisite batik is totally handmade and is presented as decoration, which doesn't cost the batik craftsman much time.	<b>HIGHLIGHT DETAILS</b>  It is necessary to present the unique artistic value of pure handwork and show the special "ice crack" to consumers.

# INSPIRATION

Crossover brand cooperation is the best way to reshape the impression of products in consumers' minds, and batik is in need of such image reshaping. By incorporating modern design and cooperating with other brands, batik can be known by more people.



Take the milky sugar "Toffee White Rabbit" as an example. It cooperates with fragrance brands, skin care brands, Godiva etc, such cooperation has generated hot topics. Consumers actively talk about the interesting products, the radiative and powerful advertising effect facilitates brand expansion and and reshape their brand image.



"Yitiao" takes a leap from a content producer in new media to new retail. They target the new middle class consumers. The pictures above are products of their Palace Museum series.

# MUJI & BATIK

I redesigned the existing MUJI products with batik elements.



## WHY MUJI?

1. MUJI's minimalist design concept entails craftsmanship.
2. Yamamoto Naoki (Managing Director of MUJI) once noted: I believe that Chinese consumers will re-examine their traditional culture and the Chinese market will gradually make a transition from irrational consumerism to valuing more valuable elements like culture in product purchasing. Therefore, incorporating Chinese culture into MUJI's product design is in line with the general design principles of MUJI and will be welcomed by Chinese consumers.
3. MUJI's relatively high pricing mainly targets the Chinese middle class, but with the accelerated development of e-commerce and new retail in China, MUJI needs to adjust itself to adapt and attract Chinese customers.

# YITIAO & BATIK

The batik is presented as a picture hanging on the wall, with a QR code attached, consumers access texts and pictures to know everything about the batik artifacts.



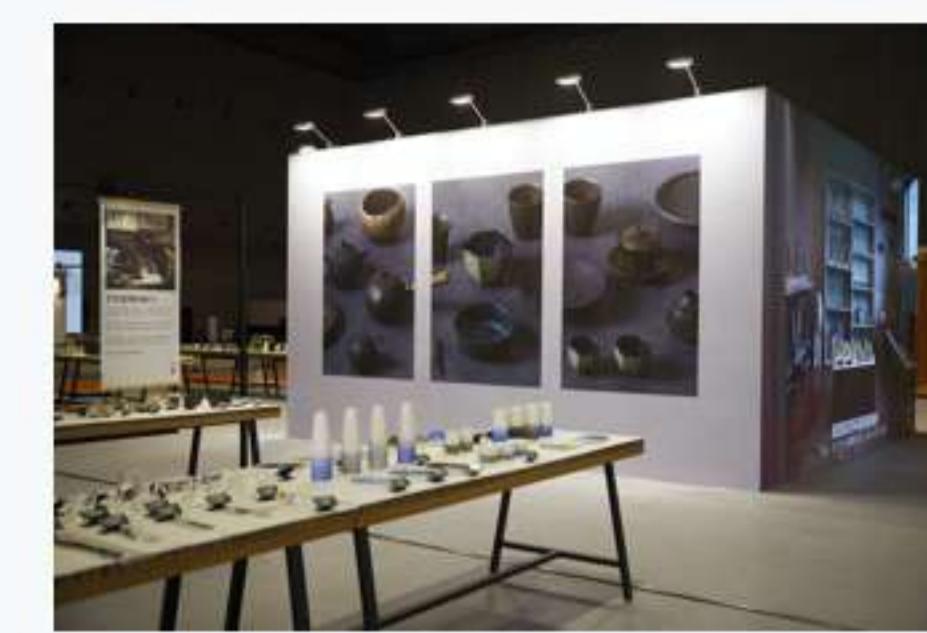
Exquisite packaging design



Scan QR code, get product story



Very thin metal frame for quality



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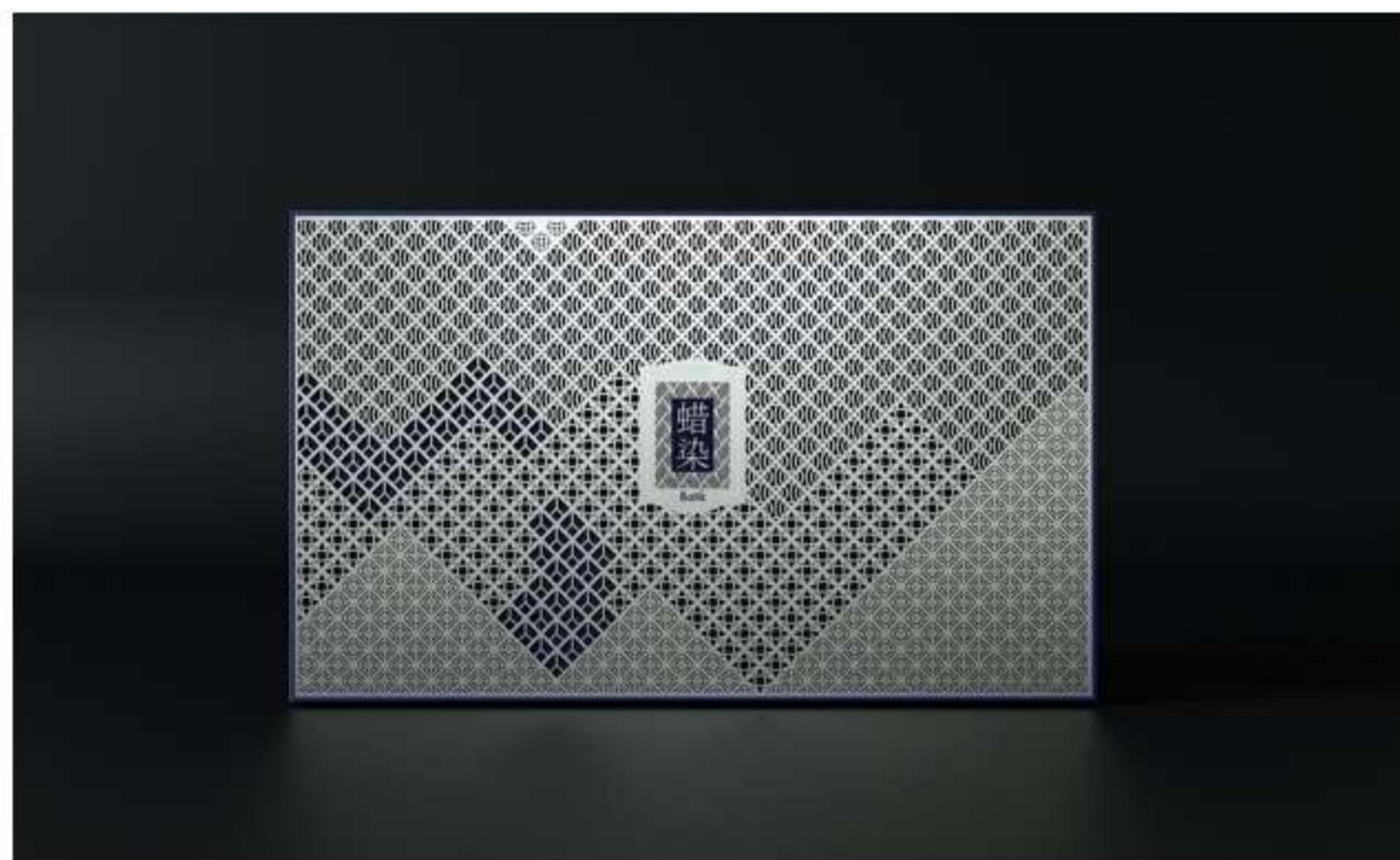
## WHY YiTiao?

1.Yitiao is China's largest new retailing buyer store. It collects various good products in life. It targets the new middle class consumers, which is the same as we do.

2.Content entrepreneurship—e-commerce transformation—new retail. As an online new media video platform, Yitiao excavates its offline business. Yitiao filters users through content, as Yitiao believes that value added content can be a powerful weapon to attract customers and gain their loyalty.

# MORE DETAILS

I made a package design for batik products. Besides, when consumers find batik products offline, they can scan the QR code to view the graphic introduction and relevant video.

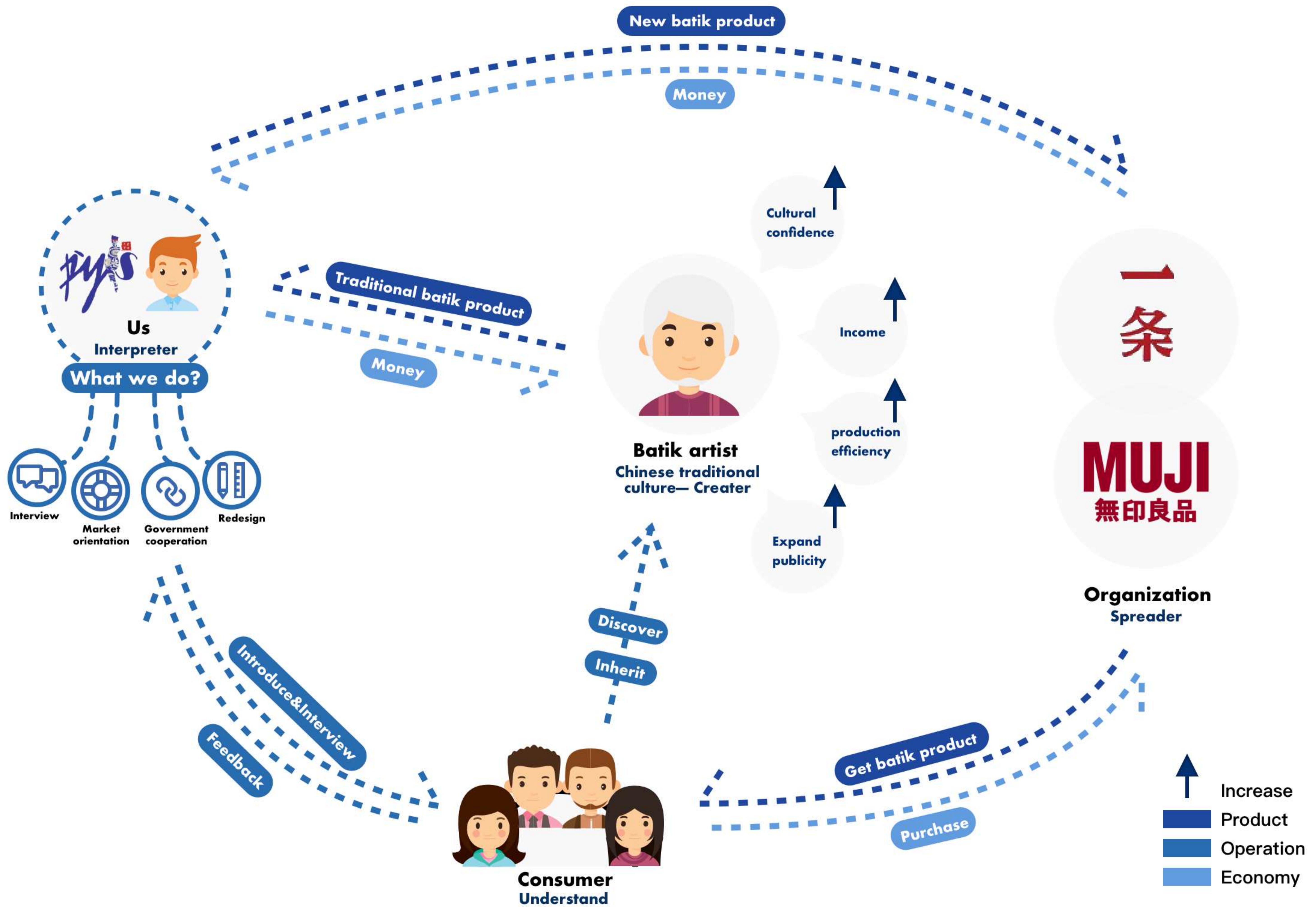


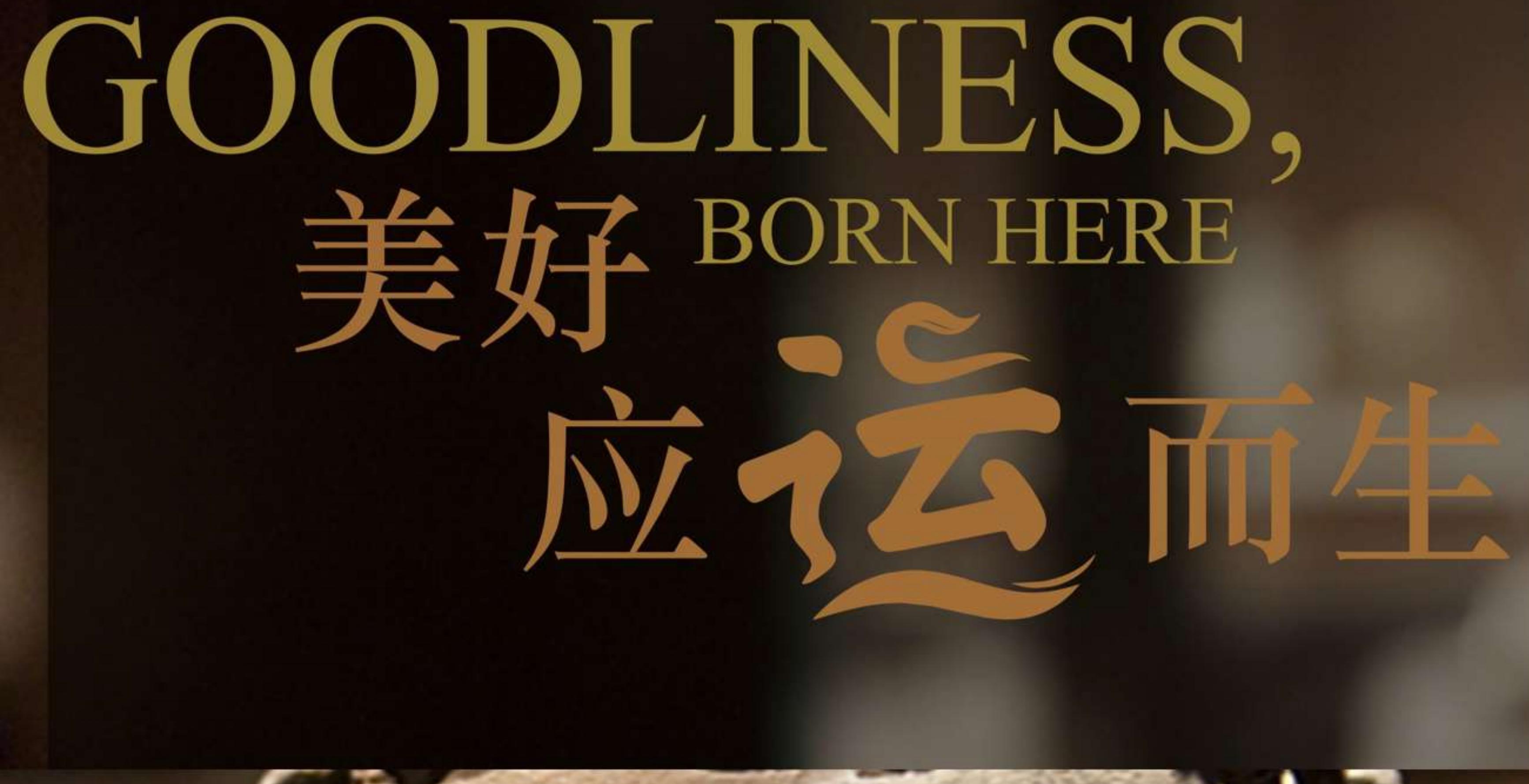
Scan the QR code to know  
about the traditional batik  
story



**Video link:** <https://www.xinpianchang.com/a31119?from=channel>  
**Quoted from "xinpianchang.com".**

# VALUE FLOWCHART





# Re-creation of Chinese Cultural Relics

This competition aims to use the ancient Chinese cultural relics for redesign. We try to use 3dsMax to model cultural relics and convey the beauty of ancient Chinese art by combining them with modern lamps.

Team project      2018.5—2018.6      Project5



大运河文化带  
文化遗产创新创意设计大赛  
Cultural Heritage Creative Innovation Design Contest of  
The Grand Canal Cultural Belt

# CONNECTION & IMAGINATION

White jade in the shape of a duck



Introduction of cultural relic: It is exquisitely carved with white jade, a fine traditional Chinese texture. The duck is nodding its head and raising its tail. With such carefully sculpted vivid posture and freehand smooth lines which animate this artifact, ancient craftsmanship is

Date: Qing dynasty

## Aim

Although new technology brings many possibilities to our life, it changes the environment rather than the creation itself.

I aim to re-investigate into ancient cultural relics, hoping to bring them into people's daily life through my redesign.



# CULTURAL ELEMENTS

shadow puppets



cultural relics



modern lamp



揭傒斯  
春草细还生，  
春雏养渐成，  
茸茸毛色起，  
应解自呼名。

poetry



seal

## Redesign of modern lamp

"Less is More" is the concept of this product. To really integrate traditional cultural relics into people's daily life, modern lamp can be a good experimental item, traditional cultural beauty can be infused into the modern lamp, with consideration of practicality while maintaining original simple style.

## Ancient Chinese elements

Since ancient artifacts are the core of my design, ancient gadgets like Chinese seals, ancient poetry, shadow puppets etc are applied. The design entails unique generational cultural connotation, based on which the unique Chinese simple style lamp is designed.

## Cultural fusion

In the new era, everything familiar to us will become strange. Just like I don't know when the mobile phone has become the leading role of people's communication. When we come to our senses, we are in the future. But we still can through design, to let ancient rhythms in a modern way to people.

# 3D MODELING

## Antique model - wooden decoration



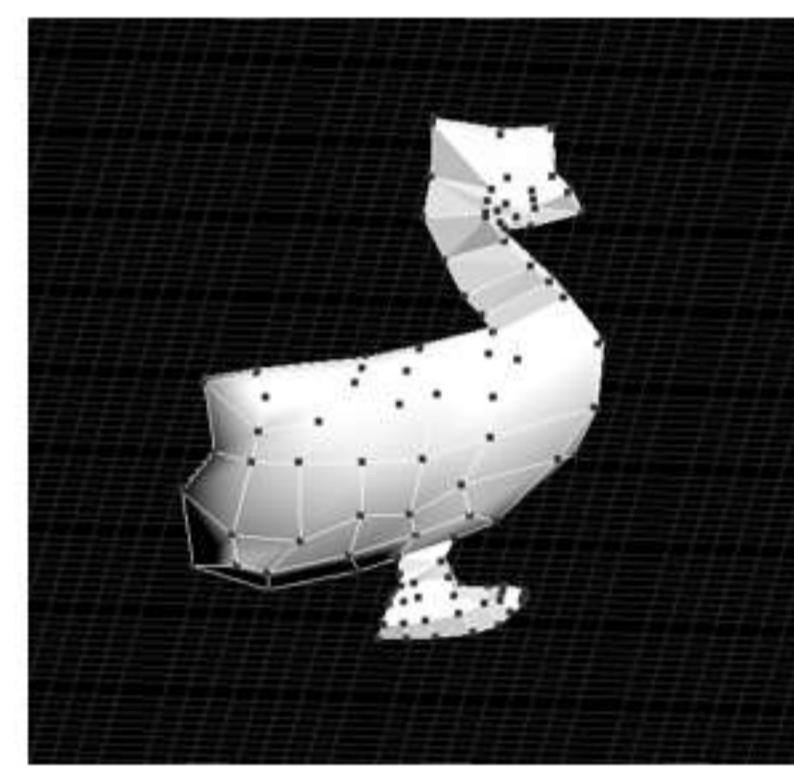
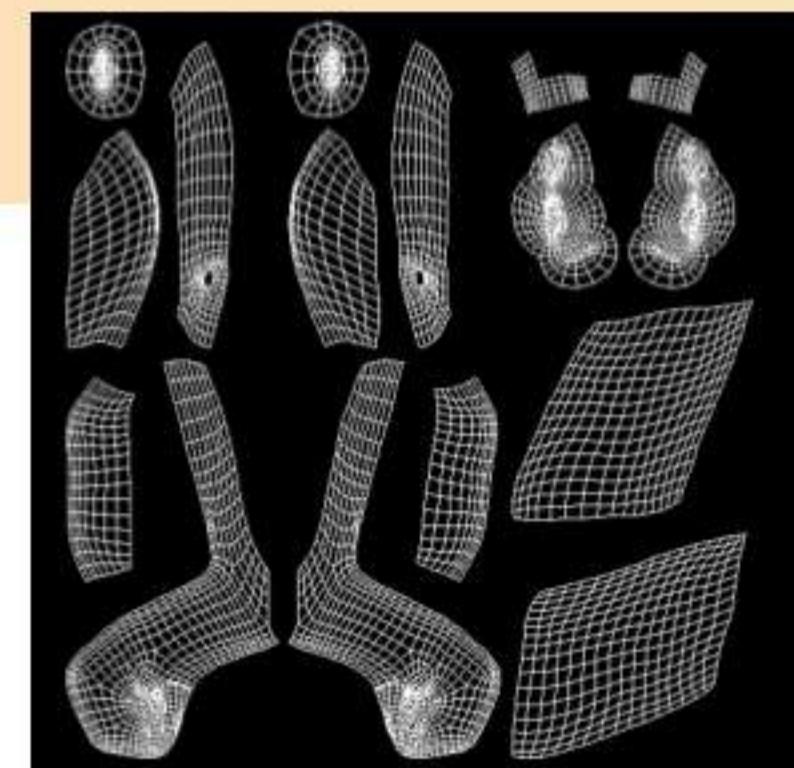
Lamp belt

The top and bottom texture is made of linen.

Luminous glass shade

Ancient seal–logo

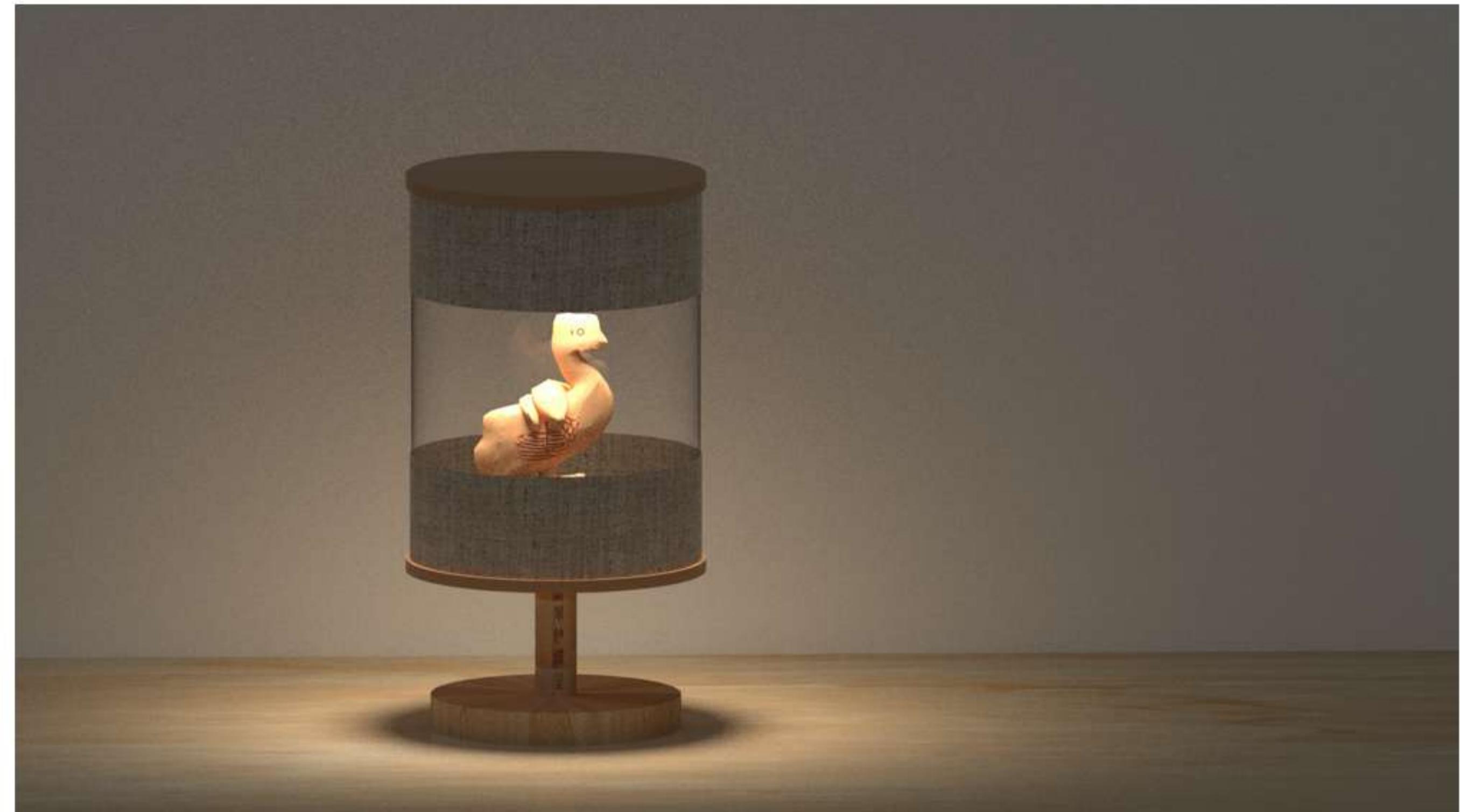
Wooden base with poems being carved



## DESIGN SKETCH

# 3D RENDERING EFFECT DISPLAY

In the process of modeling and rendering, we found that the effect is not as good as expected, so we began to try another one.



# CONNECTION&IMAGINATION

White jade bird pendant



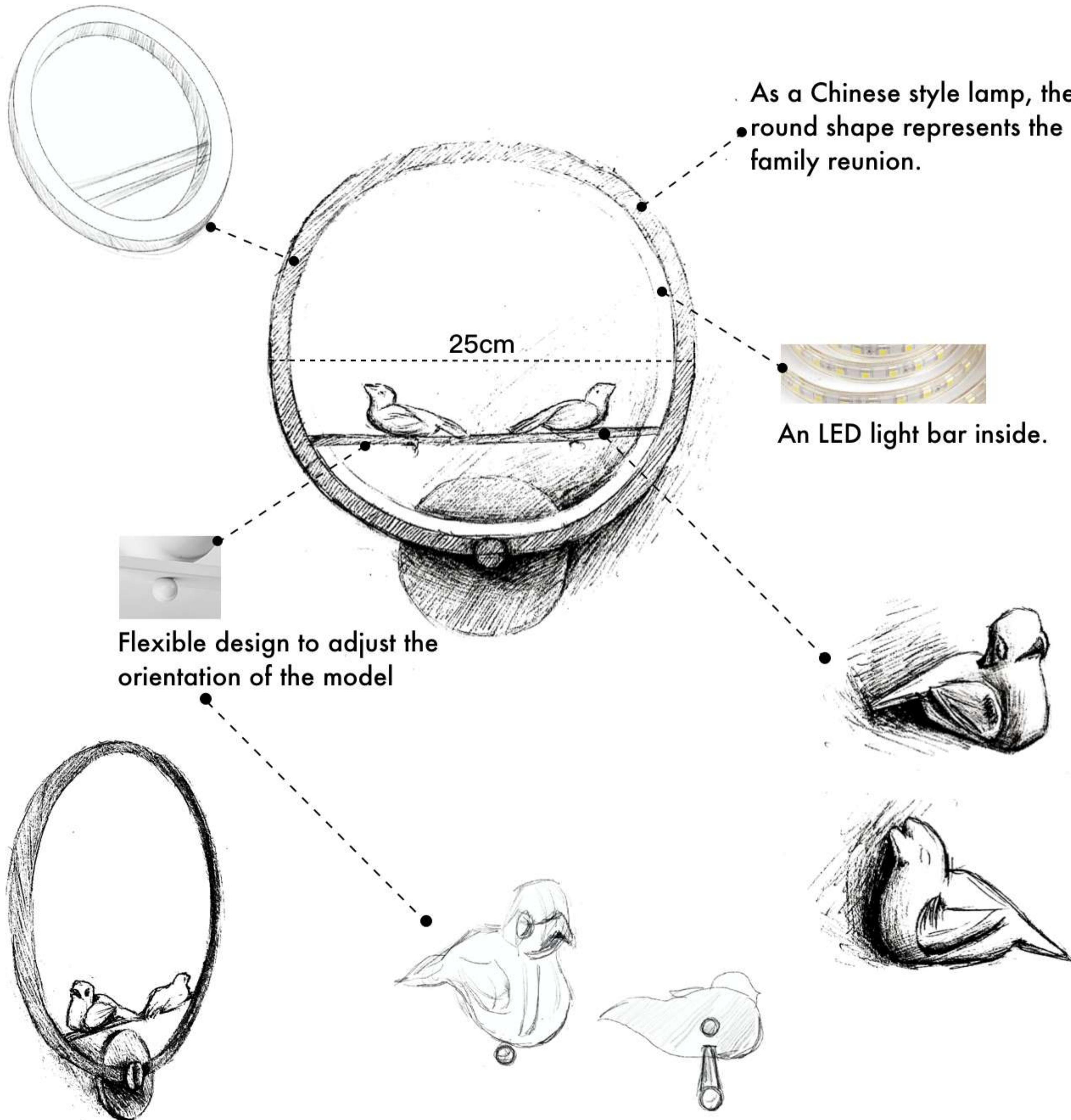
Introduction of cultural relic: The bird proudly raises its head and mouth, crossing its claws and closing its tail, it is ornamented with smoothly and exquisitely crafted lines, with a hole on its back for putting string to wear.

Date: Qing dynasty

We take a lot of modern lighting design as references, thinking how can ancient culture be perfectly integrated with lamps in achieving design innovation.



# SKETCH



# INSPIRATION



應天而生，應運而生

“应运而生” The idiom comes from HanJi :  
“Emerge in response to the arrangement  
of destiny that comes into being.”  
Therefore, in the logo design, I apply the  
source “应运而生”, and the English  
explanation of "Emerge at the exact  
time." on the Chinese seal.

# DESIGN SKETCH



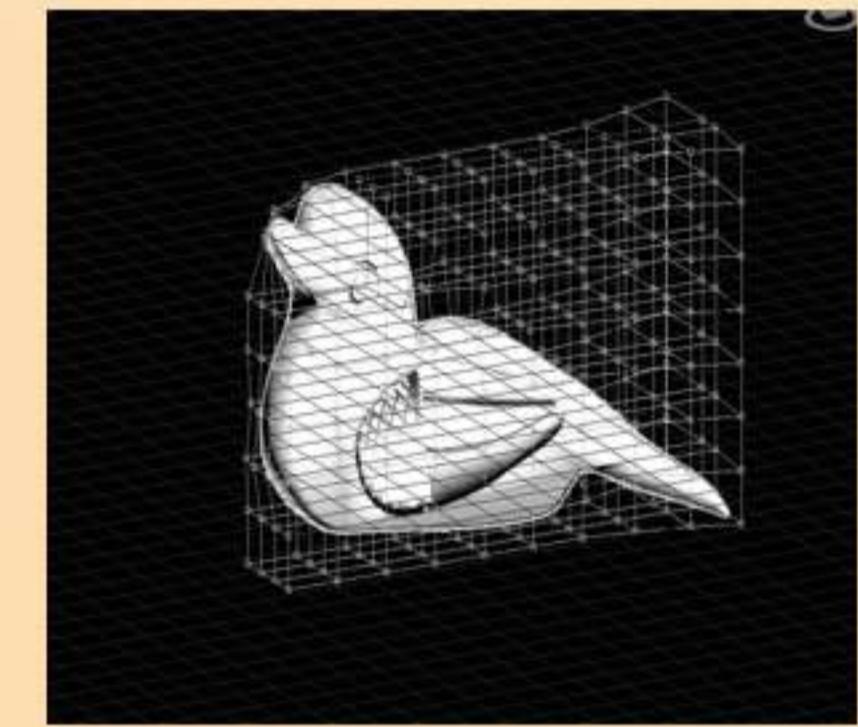
Aluminium alloy frame

LED light bar

3D modeling

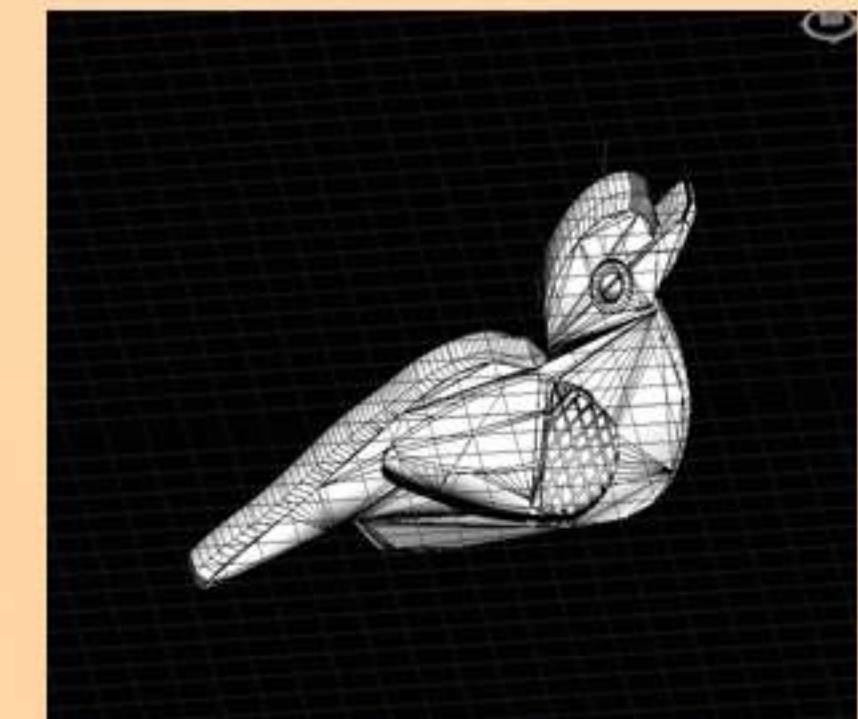
Carved poems

Ancient seal

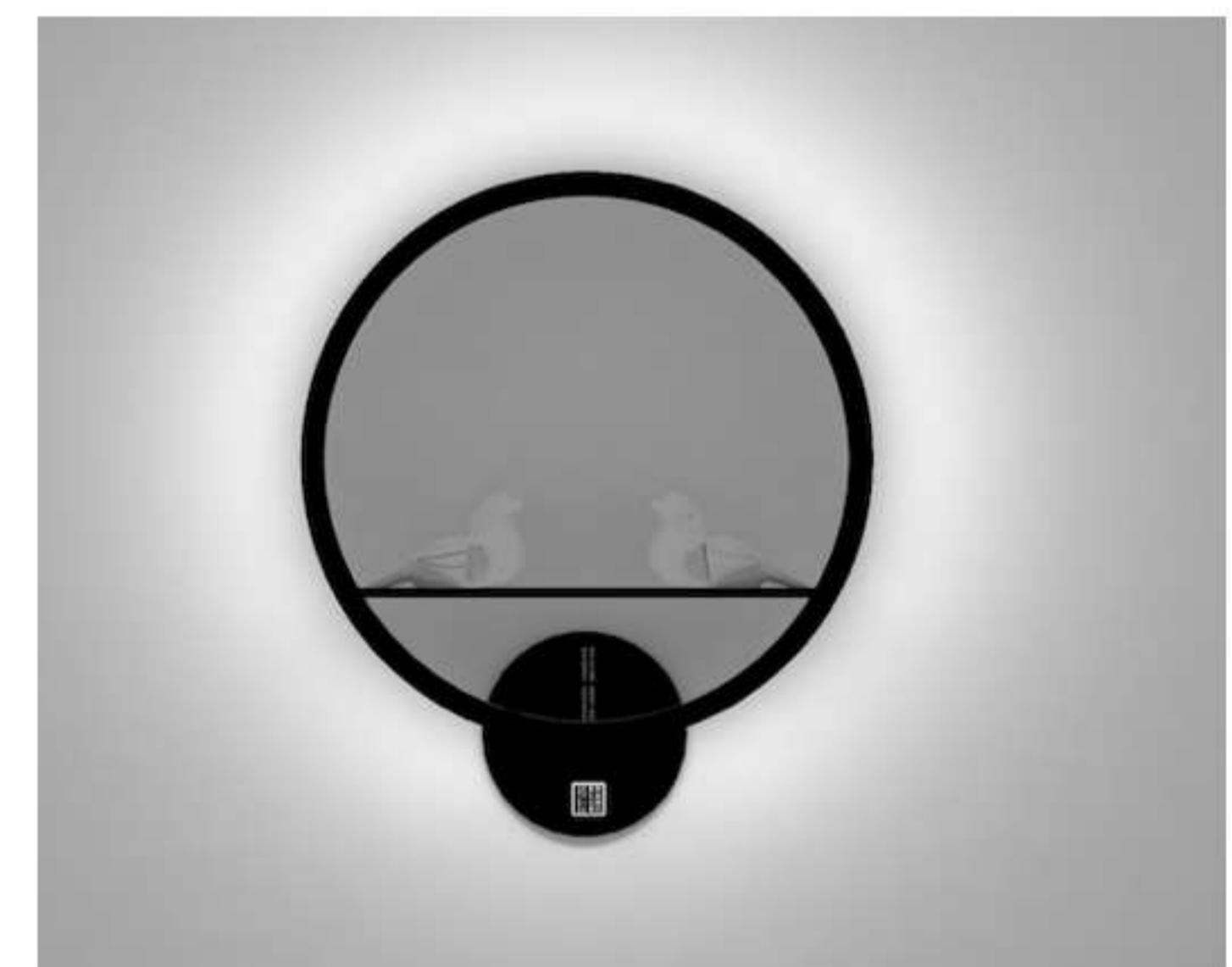
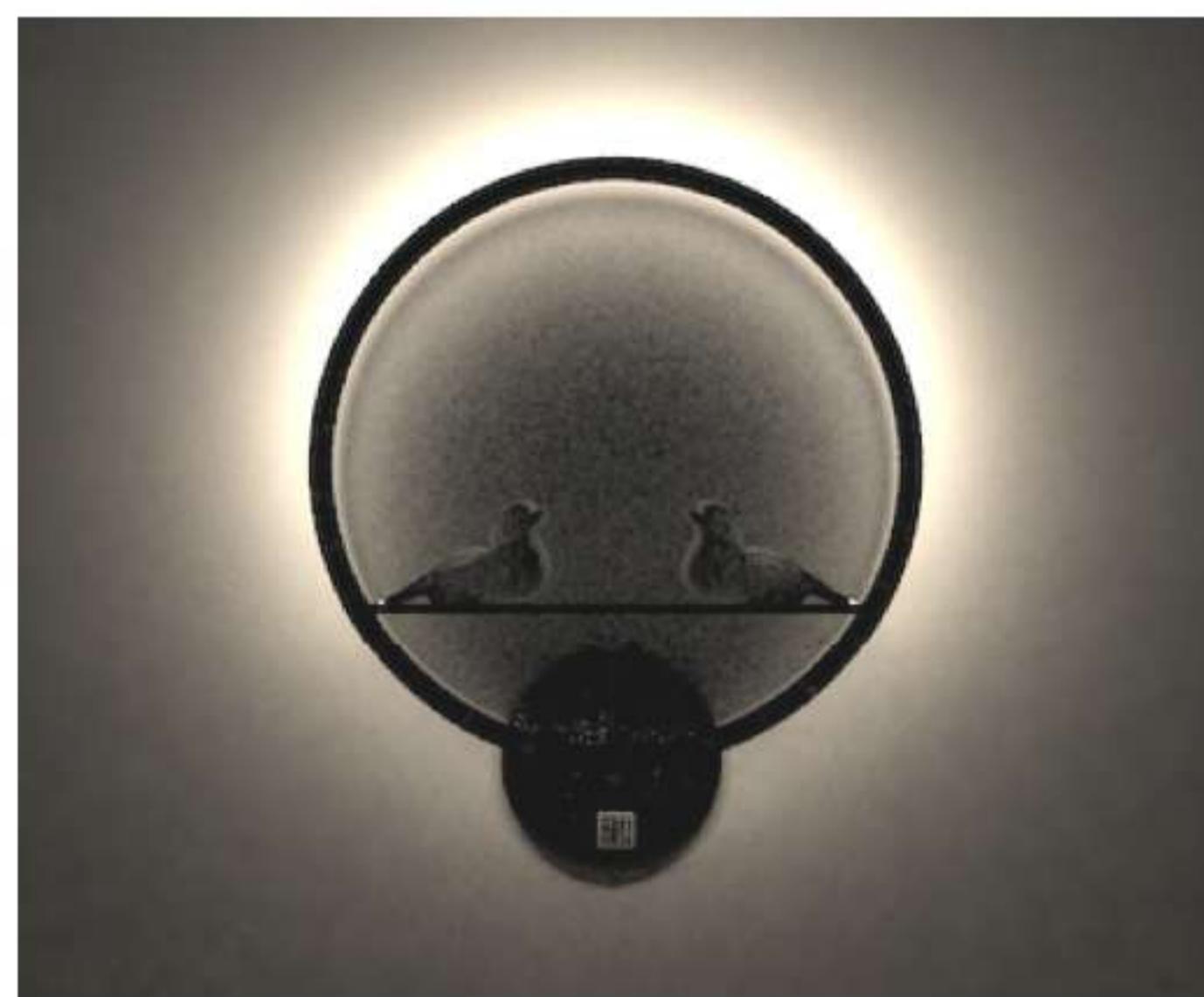


## Original Intention

The design aims to integrate ancient Chinese cultural elements while not interfering with the original simple style.



# 3D RENDERING EFFECT DISPLAY



**THANK YOU FOR WATCHING**

