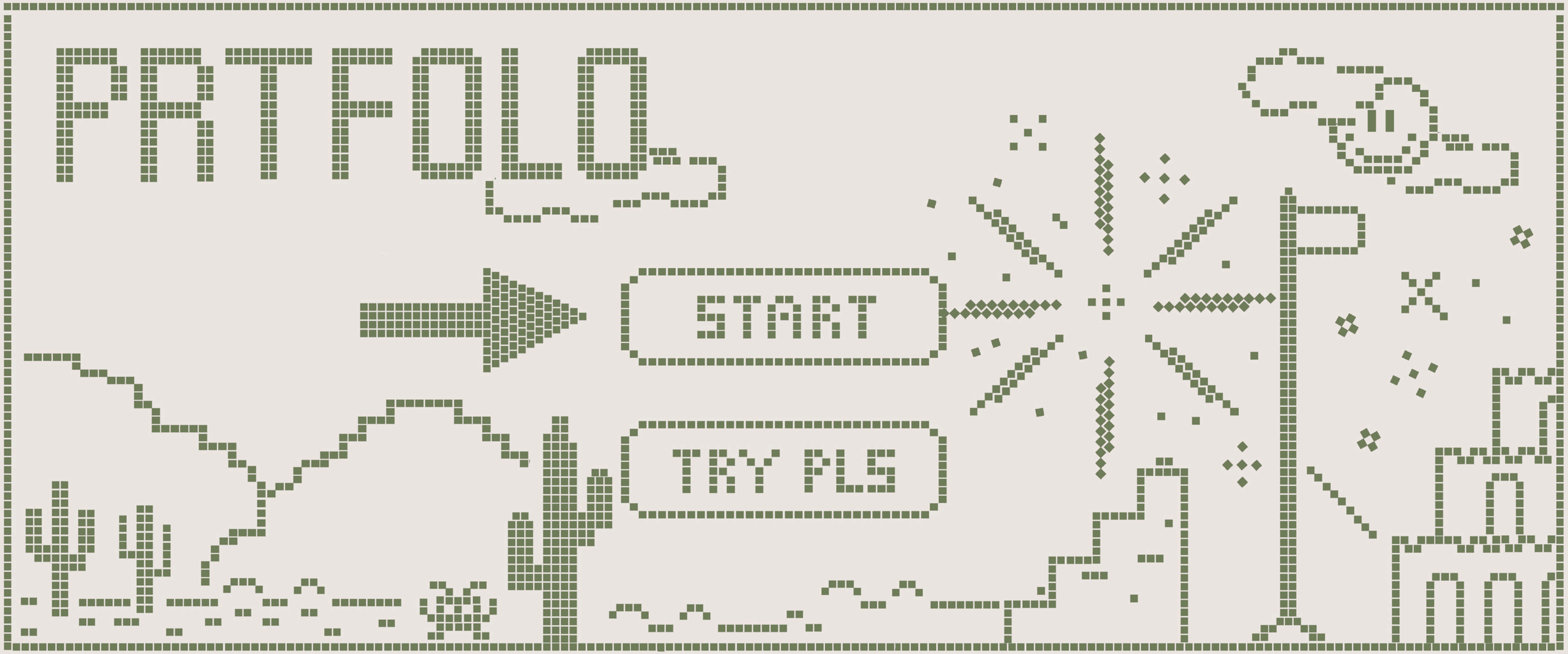


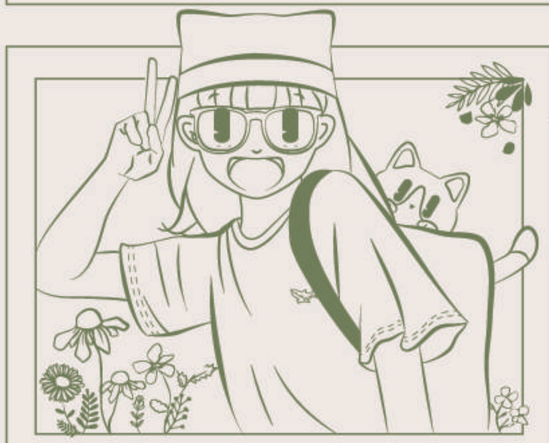
LI JIANING

ABOUT ME:

LI JIANING

Kane

Birth	1993.05.21	Graduation Institution	Hong Kong Polytechnic University	Highest Education	Master Degree
Contact		18518161897		Email	jianingli0521@outlook.com
Address		Unit 301,Building 12, Fandi Sino-Ocean Yueshanshui, Tongzhou District, Beijing			



Educational Background

2021.08~2022.11 **Hong Kong Polytechnic University**
Fashion Merchandising
Professional Ranking: Top 10% GPA 3.3/4.3

2013.09~2017.06 **Shenyang Aerospace University**
Fashion Design And Engineering
Professional Ranking: Top 5% 87.5/100

Awards

CEAC Graphic Designer Certification	2014.04
First-class scholarship at school level	2015.04
Second-class scholarship at school level	2015.10
School-level third-class scholarship	2016.04
Enterprise Scholarship Third Prize	2015.10
School-level third-class scholarship	2016.10

Work/Internship/Project Experience

HK POLYU(project)	"Digital Exhibition Viewing for Mr. Doodle"		2022.01~2022.05
Zhongpeng Holdings (Intership)	Sixbud.com	UI designer	2022.06~2022.08
ROOKIE(China)(work)	TOMMY HILFIGER design team	Graphic Designer	2021.03~2021.08
BESTSELLER (work)	ONLY--Design team	Graphic Designer	2017.07~2020.08

Software Skills

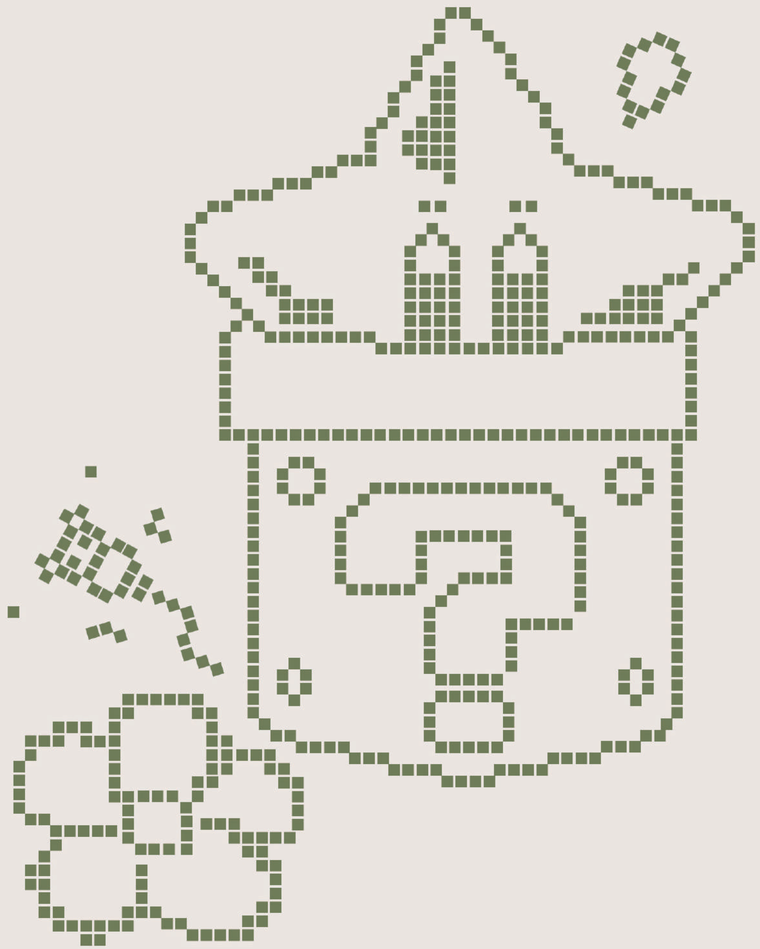
Ps Ai Ae

Hobbies

Language Usage

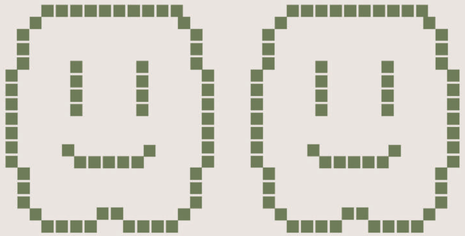
English	IELTS	6.0	Ability to use English as a commercial language
Japanese	LEVEL	N2	Ability to use Japanese for daily communication

CATALOG



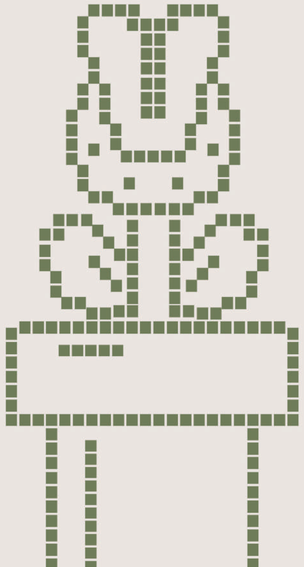
- WORK NOTE
- APP DESIGN
- DRAWING

NEXT



ROUND ONE

WORK NOTE



BESTSELLER

IP PRODUCT LINE

2021SS LAUNCHED

CRAYON SHIN CHAN 30 ANNIVERSARY SERIES

JOB CONTENT: GRAPHIC DESIGN

BESTSELLER

IP PRODUCT LINE

2021SS LAUNCHED

- DISNEY
- DORAEMON
- SPONGEBOB SQUAREPANTS

BESTSELLER

2019~2021

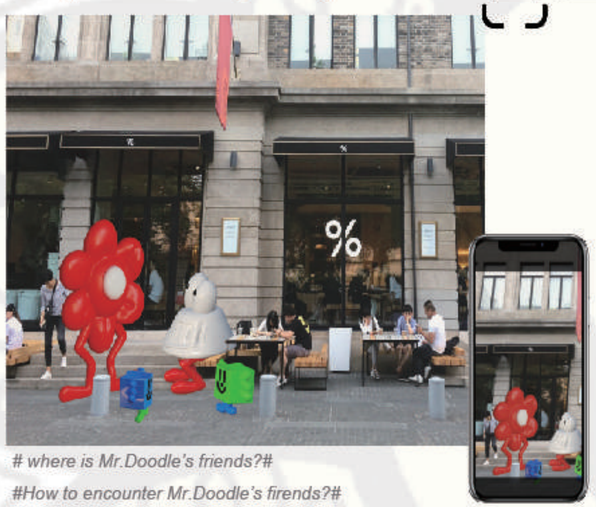
2020AW LAUNCHED

2019SS LAUNCHED

VERO MODA

ONLY

PART 1 # Citywide Encounter Program



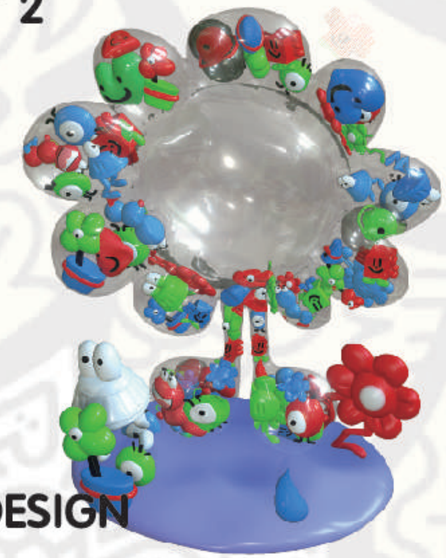
 # where is Mr.Doodle's friends?#

#How to encounter Mr.Doodle's firends?#

...

WeChat mini-program

PART 2



MR.DOODLE

DIGITAL EXHIBITION EXPERIENCE DESIGN

(Has been approved and adopted by the planning team)

Scan the QR code

PART 1: VR Interactive Games

PART 2: VR Shooting plug-ins

ROUND TWO

APP DESIGN

WELCOME

LOG IN

SIGN UP

LOGIN AS A VISITOR

PETIZEN

HI, HUAMAN

HI HUMAN, WELCOME INTO MY WORLD, FROM NOW ON YOUR WORLD IS ONE MORE ME, BUT MY WORLD WILL BE ALL ABOUT YOU

START NOW

Project Background:

Construct SET model, elaborate background:

1) Sociocultural:

With the development of society, people's tolerance for pet keeping has gradually increased, the number of pets kept and their social status have also been significantly enhanced, and pet owners are paying more and more attention to pet health care.

2) Economic

With the increase in the number of pets such as dogs and cats, the market size of the pet industry is also expanding dramatically, in the pet market consumption scale, the penetration rate of pet snacks and drugs are more than 70%; at the same time, with the improvement of pet owners' education and income, the pet market will get unprecedented development.

3) Technological

The omnichannel business model is maturing, and the development of new technologies in the Internet field has made it possible to provide more convenient and efficient online pet services; while pet e-commerce is developing at a high speed, online pet medical care will be generated in the demand and developed in the exploration.

Project Objectives:

1) Efficient: Create a comprehensive service platform to improve service quality and efficiency;

2) Convenience: Create a more convenient one-stop service platform by integrating e-commerce, medical and community;

3) Specialties: more relevant to the needs of pet owners and specialized online coaching

4) Transparency: Improving the transparency of the pet health care system

5) Diversification: Expanding the pet category to cover multiple needs and create a diverse experience.

Design process:

1) Industry Analysis

2) User Analysis

3) Existing Application Analysis

4) Competitor Analysis

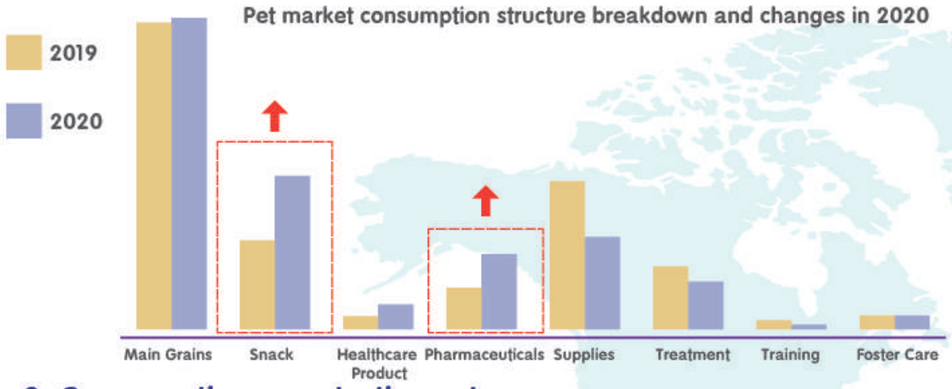
5) Cons and trend analysis

6) APP Design Provess Developing

Industry Analysis (1)

1. Consumption structure:

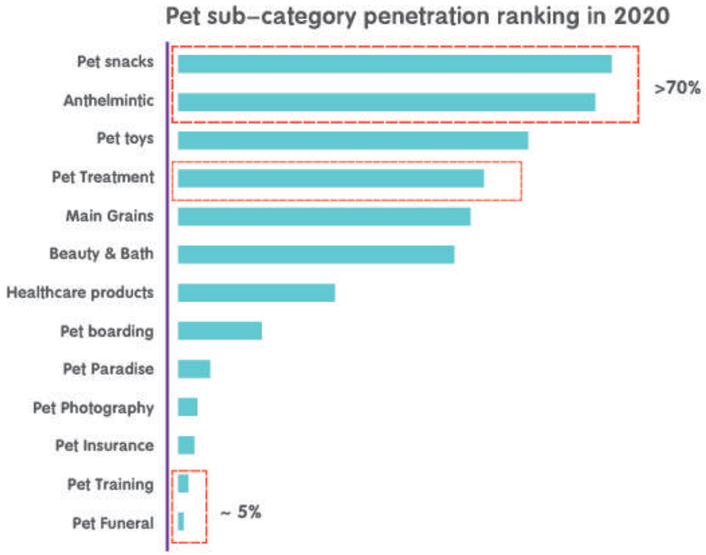
Main grains is the largest expenditure, while snacks, and medicine consumption are growing at the fastest rate.



2. Consumption penetration rate:

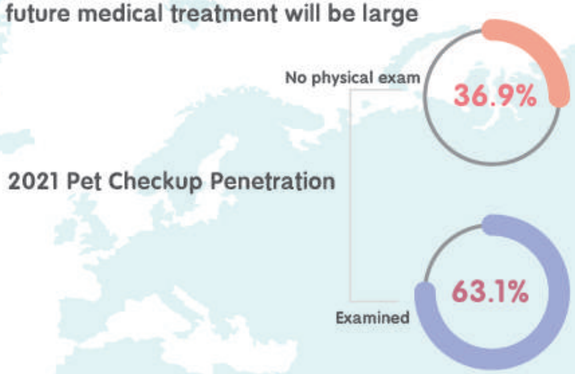
1) Product Purchase: Pet snacks and dewormers have the highest penetration rate, over 70%

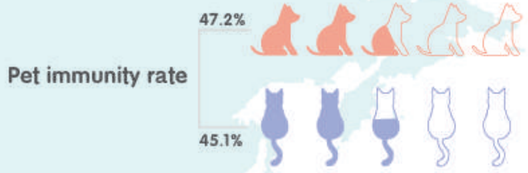
2) Services: Services are relatively low frequency, with the highest penetration rate of pet treatment in the service category, and the pet insurance and funeral industry is still in its infancy;



3) Pet Medical Field

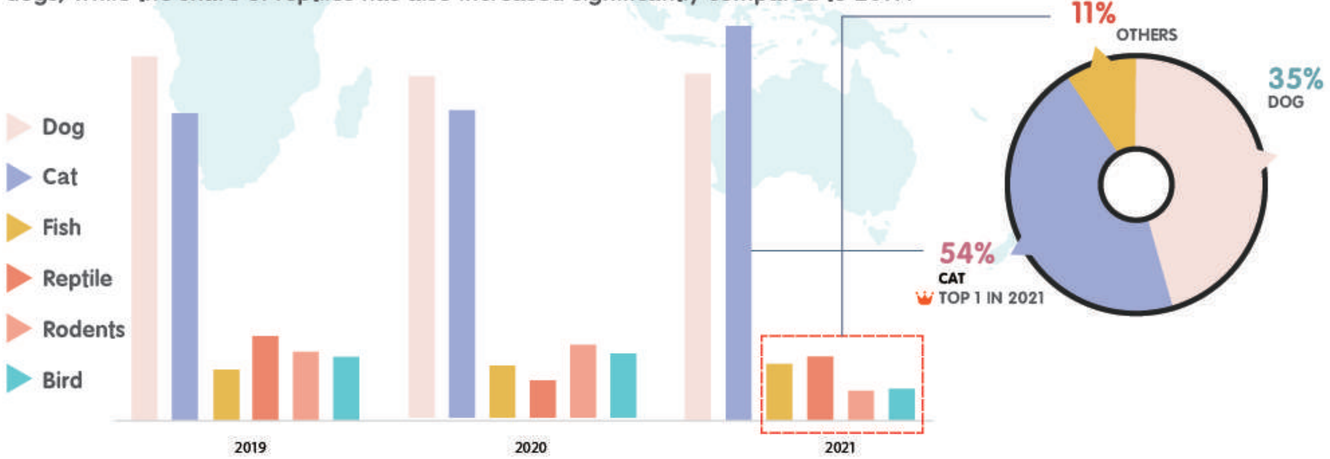
The penetration rate of diagnosis and treatment in 2021 reached 75.8%, ranking fourth, but the market share has reached the second; Meanwhile, the immunization rate for both dogs and cats is less than 50% in 2021, With the rising health awareness of pet owners, the market space for future medical treatment will be large





3. Pet Category And Percentage

In 2021, "cats" jumped to the top of the pet category with a 54% share, surpassing the share of dogs, while the share of reptiles has also increased significantly compared to 2019.



Industry Analysis (2)

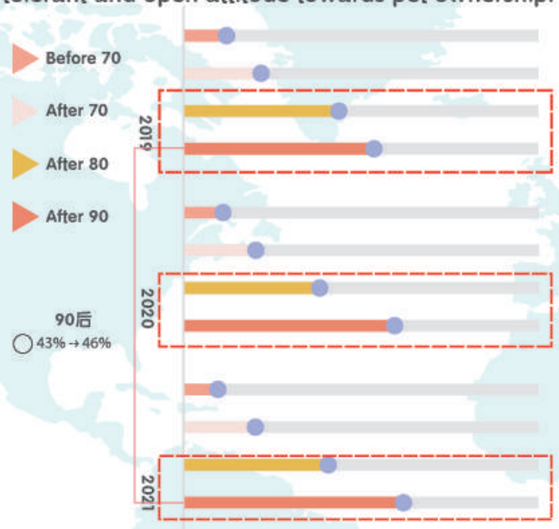
4. Target user analysis.

1) Consumers: The proportion of women is much higher than that of men, and the future "Generation Z" will become the main consumer;

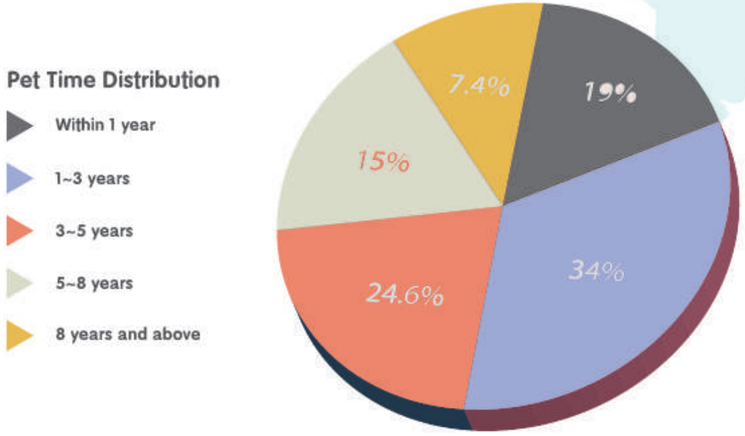
2) Pet Owners: Pet owners are becoming more and more educated and well-paid as well as more popular.

3) User Geographic Analysis: People in the economically developed areas have better economic conditions and more tolerant and open attitude towards pet ownership.The economically developed regions have better economic conditions and a more tolerant and open attitude towards pet ownership.

2019~2021 Pet owner income%



4) Pet ownership time: The time from 0~3 about 50%, means the market will have a longer time cycle;



5.Market landscape.

With the popularization of the concept of "Internet+" and the development of omnichannel marketing mode, "Internet+pet" mode APPs will see an explosive growth.

1) Selected 52 pet applications in APP STORE for analysis:

2) Summary:

(i) APP reflects explosive growth in terms of quantity, but the overall is still in the exploration stage, and the homogenization is serious;

(ii) In terms of categories, the three main areas of shopping mall, community and medical show strong competitiveness and hotness.At the same time, individual APP options have emerged and shown greater competitiveness, such as pet consignment, 450,000 downloads of a single APP, reflecting strong market demand and future trends.

(iii) The emergence of scientific feeding and companionship app reflects the change in owner's attitude towards pets, and the transformation of the status of pets, proving that pet health and care will receive more attention in future developments.

(iv) In addition to specialized medical APPs, services such as "online consultation" also appear in shopping malls and community APPs. This shows the development trend and broad application prospect of online medical care for pets.

Industry Analysis (3)

3) Representative APPs for each category (Judged by the number of downloads and product enthusiasm)

宠物市场 (Pet trading/hetero-owner platform) 担保交易	The main service area is pet purchase and transaction, through the platform's strict information screening, to confirm the owner's identity information is reliable and the purchase channel is safe, providing protection for pet transactions.
撸宠 (EC and Pet Medical)	E-commerce APP, while providing online medical and other services, comprehensive than other APPs. the current E-commerce TOP 1 pet APP is still Porky, but the rapid climb of this product in a short period of time is worth noting.
宠物王国 (Wash and feeding management)	Provide scientific feeding methods and O2O washing and care services, through health management and multi-pet records and other services to create a scientific and standardized feeding model for pet owners.
知跃 (Pet Medical Course)	Provide professional pet-related courses, the main target users are veterinarians, but also for pet owners provides courses related to pet feeding and so on; it is a knowledge-based paid APP with high professionalism in courses
铲屎官日常 (Bookkeeping & Daily Data)	Set up a daily reminder schedule, including dozens of common reminders for pets such as poop scooping, pet vaccinations, pet deworming, and pet feeding bill records to clarify daily expenses.

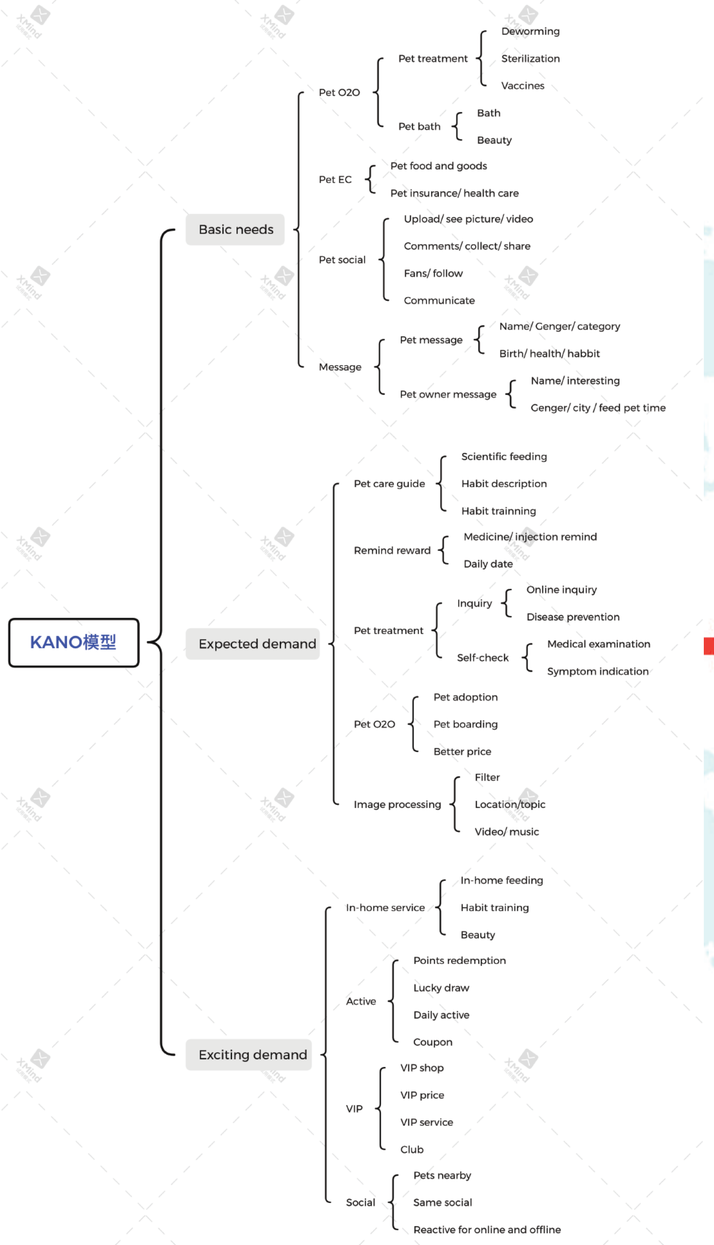
4) In the next competitive analysis, "撸宠" and "知跃" will be selected as typical competitive products.The reasons are as follows.

（i）“撸宠”As a new type of pet app, mainly e-commerce, supplemented by comprehensive services, it has gained a huge number of downloads and the love of young pet owners as soon as it was launched, and its strong momentum has been directly compared to Pokey Pets, while the comprehensive services also cover the main business of "Pooper Scooper's Daily" and "Pet Kingdom", and its success is representative.

（ii）“知跃”is the more standardized APP in the current stage of pet medical APP, although its target users are veterinarians and pet industry related professionals, but a larger proportion of pet owners also choose to learn on this APP, at the same time, pet medical as the penetration rate growth rate TOP1, the emergence of this type of market demand is worthy of attention, can show a certain trend and market demand;.

（iii）The business model and operation mode of them are completely different, while the analysis can gain more insight into the value of business.

6.Pet Application Kano Model



According to market analysis, target user analysis, and current pet app analysis, then construct KANO model, develop basic demand, expectation demand and excitement demand, and will use this model as a benchmark to analyze subsequent competing products

COMPETITOR ANALYSIS（1）——

Product Name：撸宠(Lv Chong)

1. Product Version：

1) iOS ： 1.3.10407 Latest version launch date： 2022/04/08

2) Android ： 1.3.10402 Latest version launch date： 2022/04/04

2. Product Volume： Downloads: 492,900, Overall Rating 4.9

3. Introduction： Pet Mall service products, a comprehensive entitlement card that provides discounts on pet supplies mall and exclusive privileges for members.

4. Mode：

1）Membership Privileges： Three major segments for cat, dog and discount area， Users can quickly find the corresponding section with their own situation, check the relevant product subsidies and complete the purchase of pet supplies.

2）Shopping Privileges： Provides staple food, snacks, toys, cleaning, care and lifestyle products for users, as well as activity sections such as super subsidies and coupons to stimulate users' desire to buy.

3）In-store benefits（offline）： Apply for e-Equity membership which pet can enjoy free vaccinations, medical check-ups and other related services.

4）Pet Community： Users can search according to what they want to know and consult the relevant answers to enrich their knowledge of pet ownership

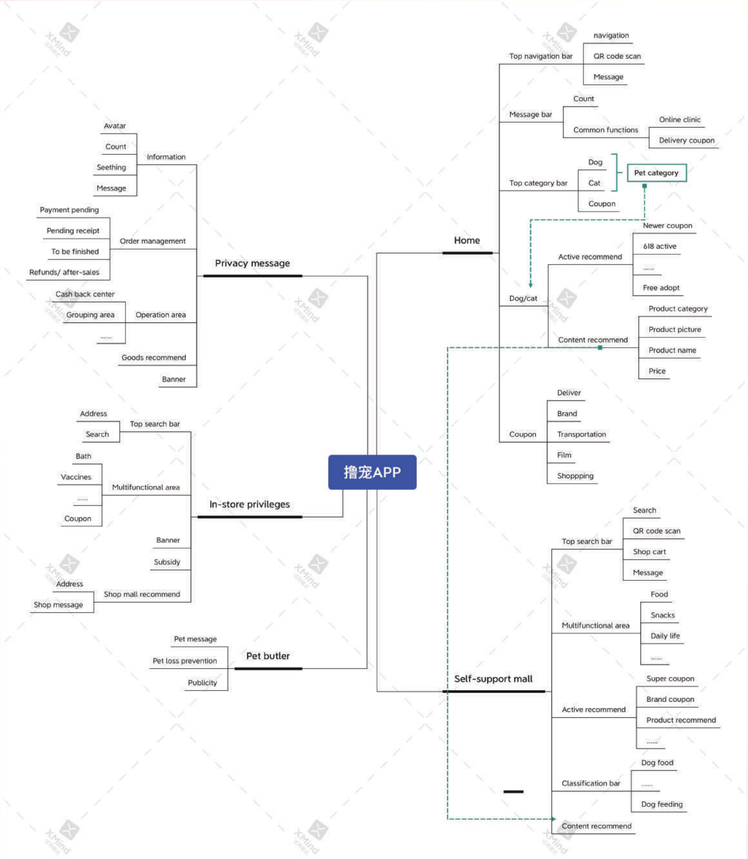
5. User Analysis：

The product does not have a clear user profile yet as it provides services for most pet owners and meets the needs of them through three major sections of services,and the use scenarios are as follows:

1.）Pet Products Purchase; 2) Money Saving Services ;3) Free Pet Health Service 4) Pet Information

6. Business Mode： Traffic split， Postage fee， E-commerce payment;

7.APP Structural layer：



1）The content setting of the home page is more inclined to "essence set", which can show APP related products, but lacks clear structure level, which is easy to increase the cognitive cost of user experience.

2）The overall tone of APP is yellow, which is consistent with the tone of a certain APP, and in a sense, it has increased the familiarity of users.

3）The icon changes to blue when selected, reminding users through the large color difference, thus stimulating consumption, but the layout of too many categories is likely to cause a cognitive burden on users.

12. SWOT Analysis:

SWOT

Strengths

1) Specialized and high-quality course content;

2) Covering a wide range of pampering tools;

3) Meeting all the demens of the veterinary community

4) Online and offline courses and cutting-edge articles are also available;

5)Some basic courses to meet the needs of pet owners;

Weaknesses

1) The curriculum is too large, but lacks a clear structure;

2) Too few courses and unclear module for pet owners, which tend to lose users;

3) Small target user audience and lack of good operation

4) Some basic functions are not perfect and the experience is poor

Opportunities

1) The rise of the pet market and the increased demand for scientific feeding.

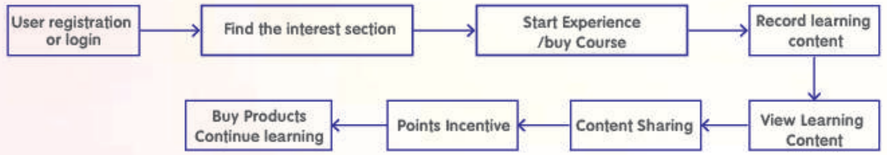
(2) The content quality is higher than other same period APPs, with a certain degree of competitiveness and a wide range of course types, which can cover most of the user needs.

Threats

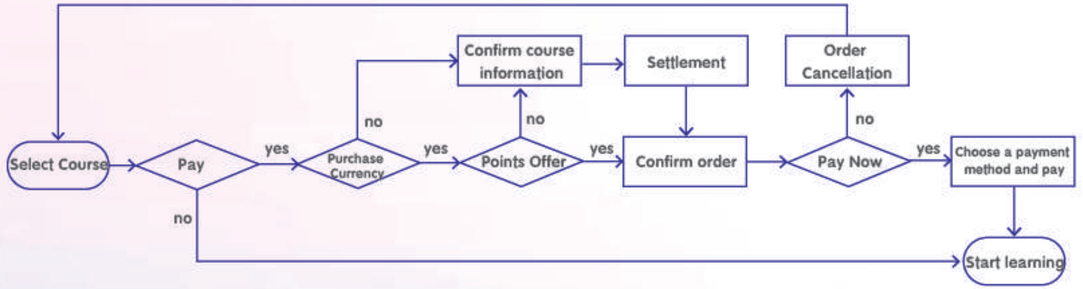
1) Small audience of core competitiveness, and high specialization of courses, easy to lose marginal users

2) Many paid courses, no VIP settings, while the community is not well built, service and user experience to be improved

13. Core Function Analysis



14. Course Purchase Logic



15. APP Summary:

By providing high quality course resources and systematic learning to provide the possibility of pet medical and scientific breeding, but the APP as a whole relies more on the autonomy of users, lack of community building and encouragement mode, in the overall curriculum, also more inclined to veterinary learning training, at the same time, in the functional settings, there are obvious shortcomings, such as lack of viewing records, can not adjust the progress bar and lack of iPad version, that is, the user experience needs to be improved and needs to be taken seriously.

COMPETITOR ANALYSIS（2）-- 知跃

PRODUCT NAME：知跃(ZHI YUE)

1. Product Version:

1）For Android：v5.4.19，Latest Release Launch Date：2022-04-22

2）For ISO：5.4.22，Latest Release Launch Date：2022-04-16

2. Product Rating: 3.9，Slightly lower but significantly higher than others

3. Introduction： An pet learning and communication APP, providing veterinarians with online and offline learning and pet owners' knowledge, meeting the learning needs of all types of veterinarians for all hours of practice;

4. Mode： Video courses, professional articles and offline events;

1）Pet Doctor Online Academy

2）Pet Doctor Offline Courses

3）Pet Owner Online Courses

5. User Analysis: Pet doctors and pet owners who want to learn about the pets;

6. Usage Scenario:

1）Pet doctor and owner course study：as a professional learning platform that facilitates independent learning by providing systematic pet medical courses.

2）Offline Gathering：Users choose to participate in offline courses and build a learning community;

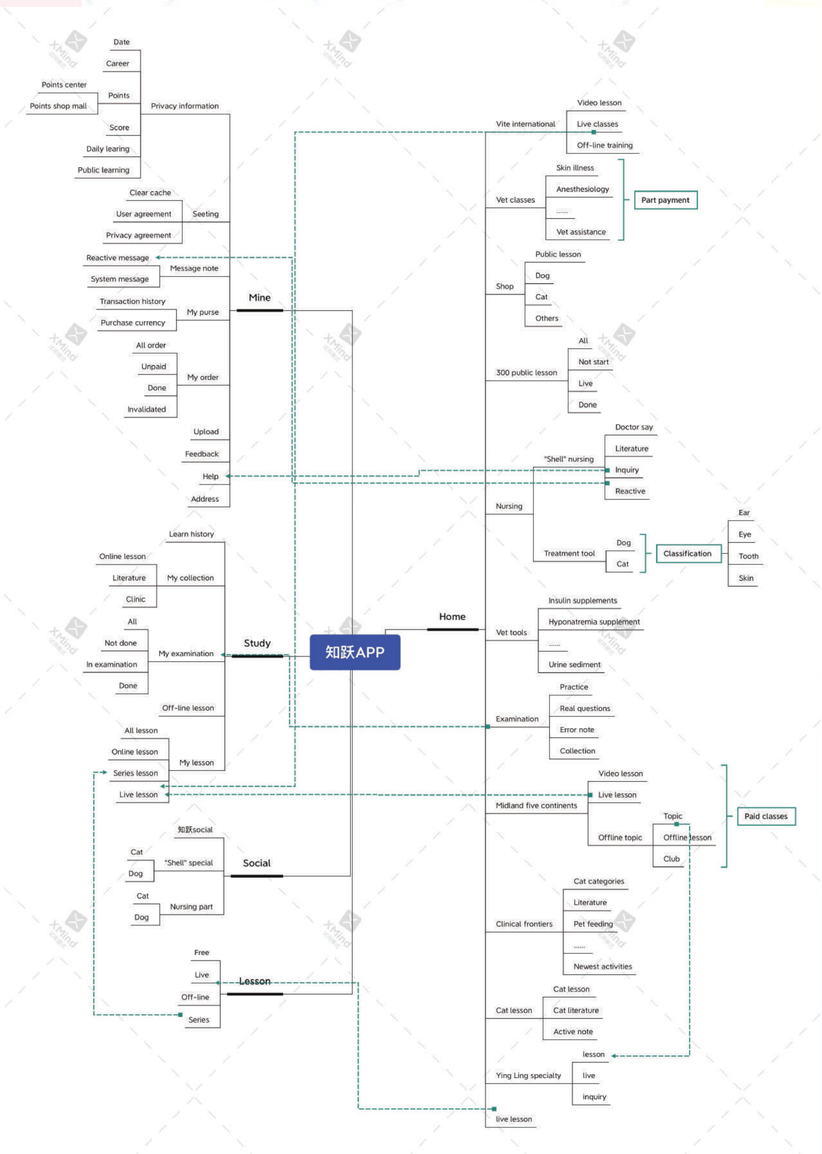
7. Business Mode：

（1）Paid Knowledge （2）Undertake advertising（3）Column Subscription （4）Private Domain Traffic Realization

8.Solve Issue： To provide veterinarians with a professional learning platform for pet medical knowledge, while satisfying pet owners to create a platform for learning pet-related knowledge.

9. Featured Services： More professional and high quality course resources

10. APP Structural layer：



1）The home page shows too much content, but the lack of a clear structure of the hierarchy, users are prone to cognitive difficulties

2）Target users include veterinarians and pet owners, but the portion for pet owners is slightly smaller.

3）Too many course categories, creating a cognitive burden for users.

4）The community is built without basic usage functions;

5）The courses are highly professional and have obvious compertition over similar APPs; the price of specialized courses for vets is clear and suitable.

8. SWOT Analysis:

SWOT

Strengths

1) The familiar yellow color tone enhances the vitality of the app while increasing the familiarity of users;

2) Additional board division, functional classification refinement, more centralized services, to facilitate user selection;

3) The commercialization model has been explored more, such as setting up the entrance of e-commerce platform/external links, etc., which is innovative.

Weaknesses

1) In the home page content settings, the lack of a clear structure level, the need to pay a higher user experience cognitive costs;

2) Lack of innovation in terms of the mode of shopping

3) Too much category distribution, easy to cause the user's cognitive burden, while in the operation involved too widely, weakening e-commerce essence.

Opportunities

1) Once online, it is popular and still has some room for increase in therange of products and prices covered.

2) The importance of pet owners for their pets will further develop the pet EC market;

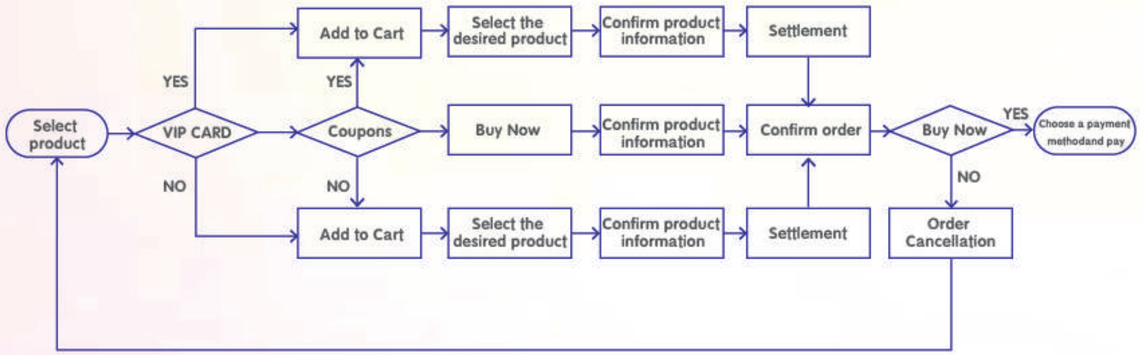
3) External link portals connect multiple platforms at the same time, reducing the cognitive cost of user use, increasing retention retention rate and can better promote consumption.

Threats

1) The threat mainly comes from two aspects, one is from the competition of the old e-commerce, such as "Boqi"; The original anti-loss card has not yet shown a broader development prospects, while the other from the competition of similar products. More and more similar APPs appear, "Lv Chong" should be clear about their compertitons;

2) The direction of e-commerce-led development is currently not obvious enough due to too many category designs, and needs to be clear subject in future development and targeted development.

9. Purchase Process Logic



10. APP Summary:

1) APP is mainly for buying and selling pet supplies, supplemented by pet service business, with a more lively style design and the most complete function design, from which we can see the shadow of some App, enhancing the familiarity of users with APP, close to the habits of young people;

2) New discount function, cooperation with APPs of major high-frequency scenes, not only improves the product style, but also users can get coupons from many high-frequency applications to help attract traffic.

3) Too many product categories on the page layout may bring cognitive burden;

4) Lack of core competitive, although there is an innovative segment, but the effect is not obvious.

5) As an EC app, there is no advantage in terms of product category and price

Competitive Analysis Summary

1. User Experience Analysis

1）撸宠： Usability：★★★½ UX：★★★★

(i) Mainly in the EC model, assisted by the addition of medical care, pet encyclopedia, adoption and other feeder businesses; more feeder services to meet the needs of users, but the lack of a clear structural layer, increasing the burden of user awareness.
(ii) Lack of highlighting
(iii) The in-store privilege section satisfies users' expectation demand for O2O, while the VIP card setting satisfies part of the excitement demand.

2）知跃： Usability：★★★★ UX：★★★

(i) Knowledge-based paid APP, through professional course settings, to meet the needs of users for pet courses

(ii) The overall lack of encouragement mechanism, the community module has not been reasonably used; At the same time, in terms of user experience, the lack of some basic functions, resulting in a poor user experience.

(iii) Enrich the course system by setting online, offline and live classes, but the structure is not clear enough, too many course names increase user awareness burden，reduced experience；

2. Product Interaction Analysis

Product framework level.	撸宠:	The structure of the framework is more and less clear, but can see the ambition of it for the expansion of market scope
	知跃:	The structural framework is much simpler, simply as a knowledge-paying application
Page layout level	撸宠:	Set a lot of core points on the home page, the content information is too large, increasing the cognitive burden of users
	知跃:	The functions are mainly concentrated on the home page, which makes the layout of other pages slightly blank and the functions are weakened;
Process operation level	撸宠:	The process operation is clear, but some functions are only applicable to members, which is easy to reduce the user experience
	知跃:	The course part of the process operation page is relatively clear, but the payment process have risk for losting users
Interaction details level	撸宠:	Interaction details can be seen in some applications, so users will avoid errors during use due to a sense of familiarity.
	知跃	There are obvious shortcomings in the interaction details, such as the lack of progress bar, history and other basic functions. If the user accidentally touches off the course by mistake, he or she will have to learn it again, resulting in a poor experience.
Visual performance level	撸宠:	The visual performance is more colorful, the color, brand communication and cartoon image are excellent in all aspects. The visual aspect may be more pleasing to young people, appearing more energetic and youthful, in line with the product positioning.
	知跃:	The overall more conservative, green hue and tight course arrangement make the application itself appear more subdued and formal, making it easy to lose young users.

Shortcomings Analysis

1. Lack of scientific feeding system curriculum for pet owners
2.The function of pet APP is fragmented and most of them are in the exploration stage
3. Lack of one-stop pet service app
4. Most of the pet categories covered are limited to cats and dogs, with a very few involving exotic pets
5. Off-line pet medical prices and other opaque, online pet medical care has not been perfect development
6. APP homogenization is serious, lack of innovative features
7. Applications are now showing an explosion in quantity and a decline in quality, with only a few applications showing excellent user experience and gain support

Trend Analysis

1. A better O2O system
2. Open and transparent pet medical services
3. More focused functional modules
4. Simple and female-oriented interface design
5. Add encyclopedic knowledge of pets other than dogs and cats and related services
6. Enrich the brand share and expand the service scope
7. Create innovative, high-quality applications that provide a superior user experience

APP Design (1)

1. Product Info.

1) Name: PETIZEN (petizen=pet + citizen)

2) Slogan: HI, HUMAN!

2. Product Orientation:

PETIZEN, One-stop solution to pet health testing, online medical and scientific feeding problems, for you to record every moment of pet growth, share the moment of love.

3. Mode: Three main line functions + one secondary line function

1) Health Testing: Based on the pet's health history, daily data and the pet's category, introduce targeted health testing programs, and provide professional online guidance and related instructions through graphical data and comprehensive scores to indicate the current health index, which can be combined with the O2O business model to recommend relevant pet hospitals for pet owners to choose.

2) Knowledge Encyclopedia: Based on the pet health information, categories and overall rating, the relevant courses are recommended; the curriculum is based on the daily needs of pets, with medium difficulty, and is mainly disease encyclopedia, scientific feeding and behavior training/correction; through a systematic curriculum to guide pet owners to learn, and set up a VIP course area to provide more professional knowledge system services.

3) Pet Community: Building a pet community, improving the sharing mechanism, encouraging pet owners to share the learning and pet rearing methods, and recording pet growth moments.

4) Pet Mall (Auxiliary line): Based on pet owners' recent purchase patterns, health testing standards and pet categories, recommend them the relevant products, e.g., when pet deworming time is approaching, recommend pet owner buy the medicen and the related lessons for providing a mix service.

4. Target Customer:

1) X-era and Z-era as the main target users

2) They have good education, considerable income, treat their pets as part of the family, pay attention to scientific feeding, care for their pets' health, and most of them are female.

5. Business Mode:

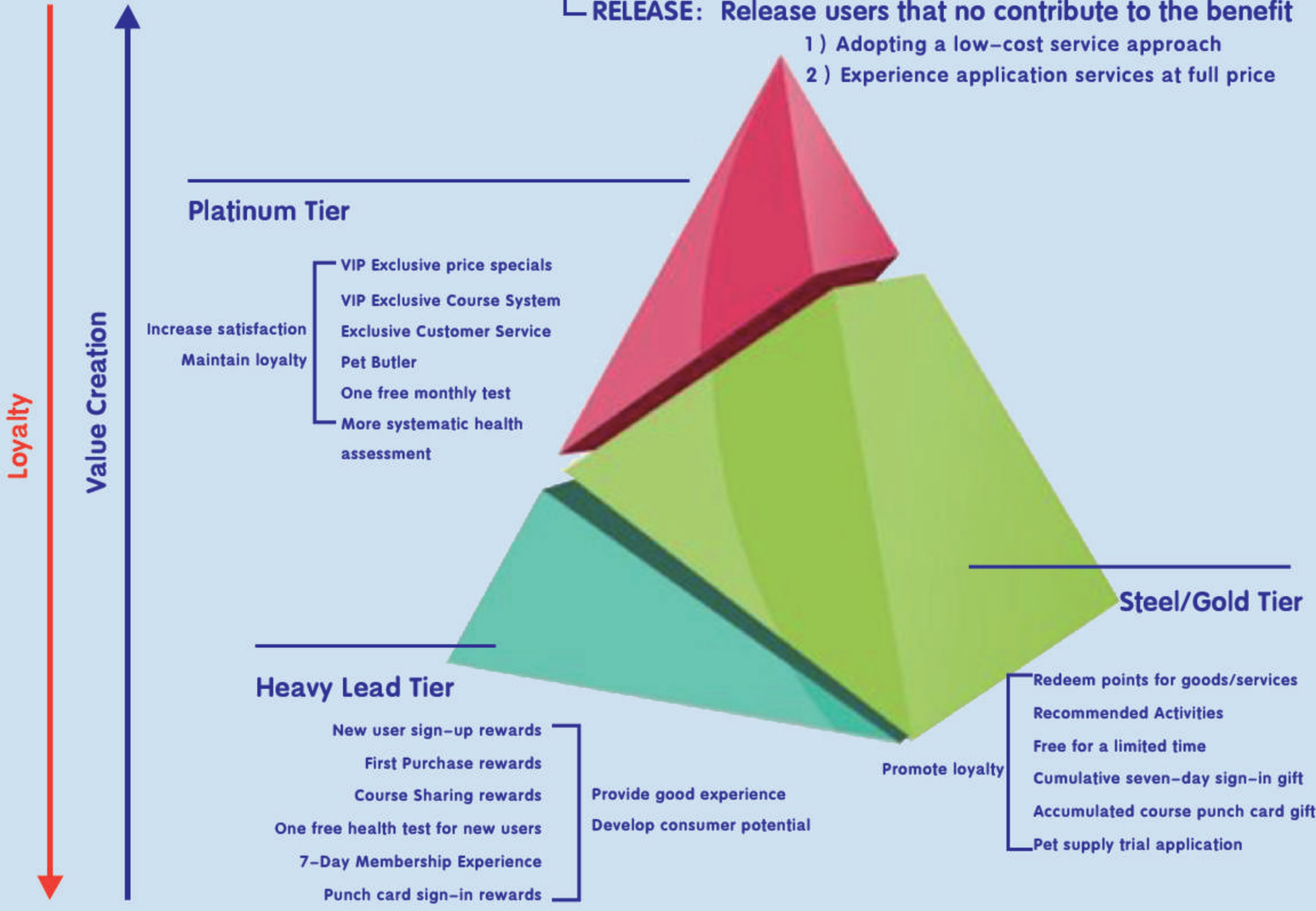
Paid Knowledge, Traffic split, E-commerce share, Purchase VIP

6. Innovation:

1) Provide systematic courses such as scientific feeding for pet owners

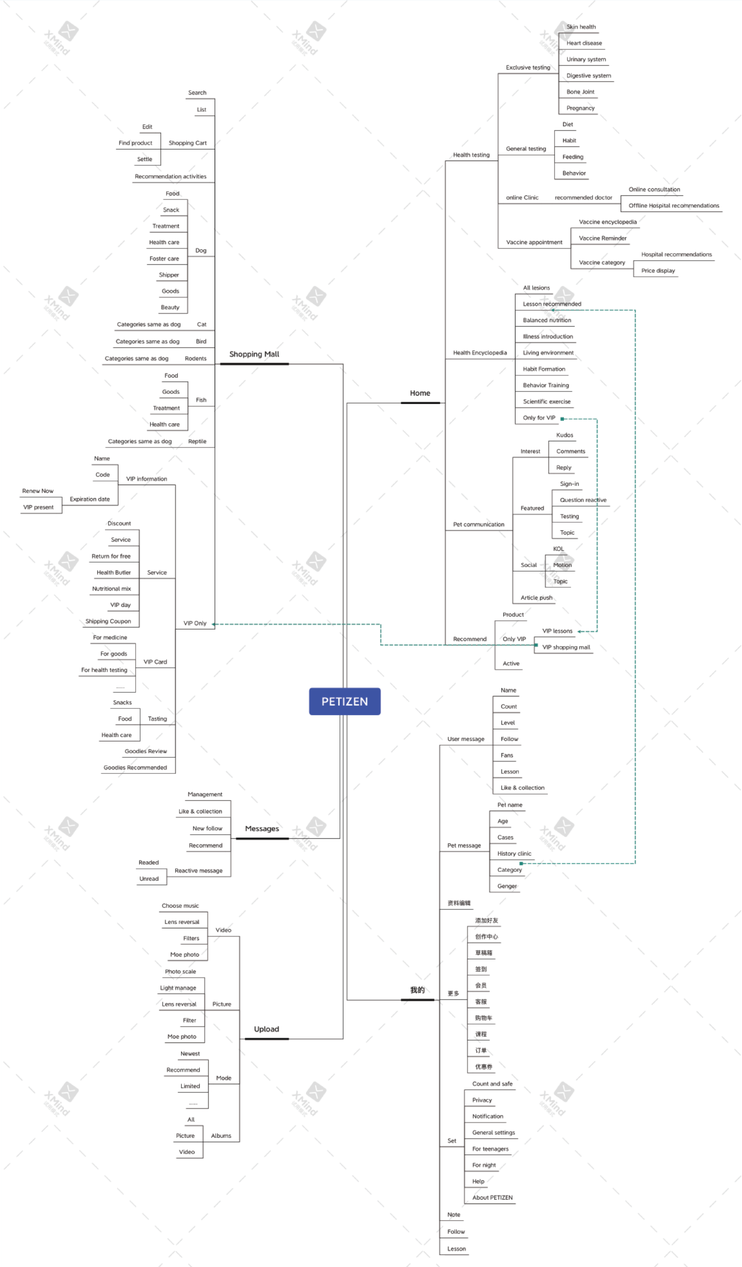
2) Create a comprehensive service platform

7. UX Hierarchy Pyramid Model.



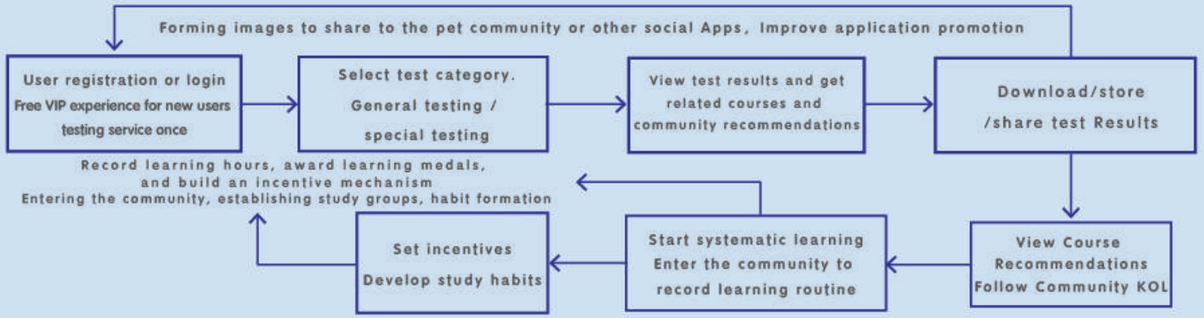
APP Design (2)

7. Structural Layer

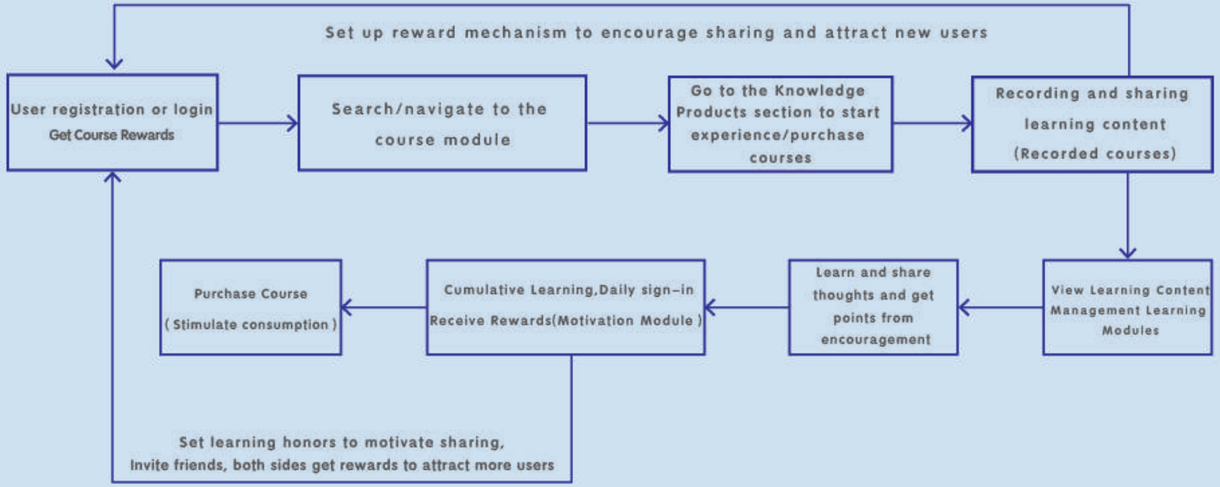


8. Core Function Logic:

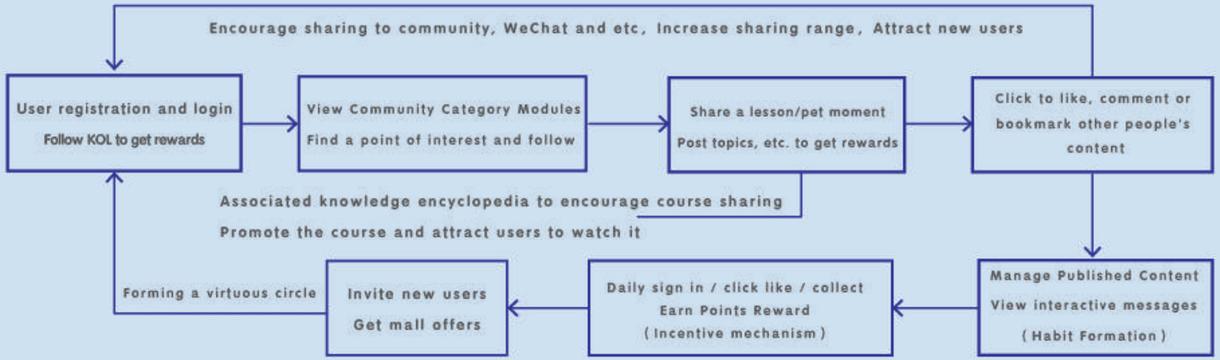
1) Health Testing:



2)Knowledge Encyclopedia:

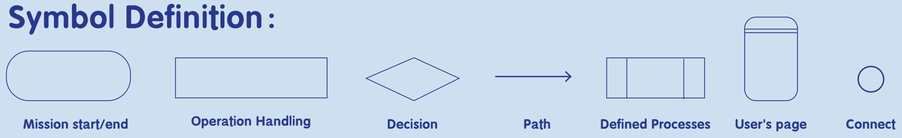


3)Pet Community:

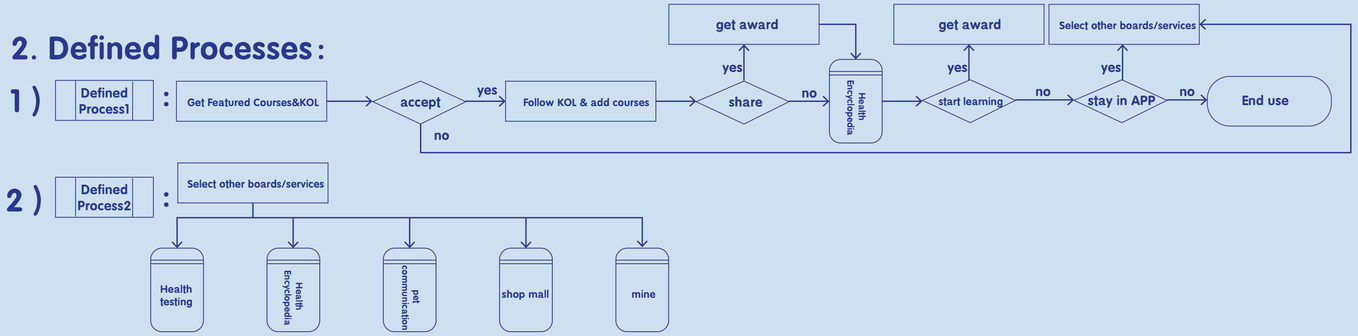


APP Design–User Process

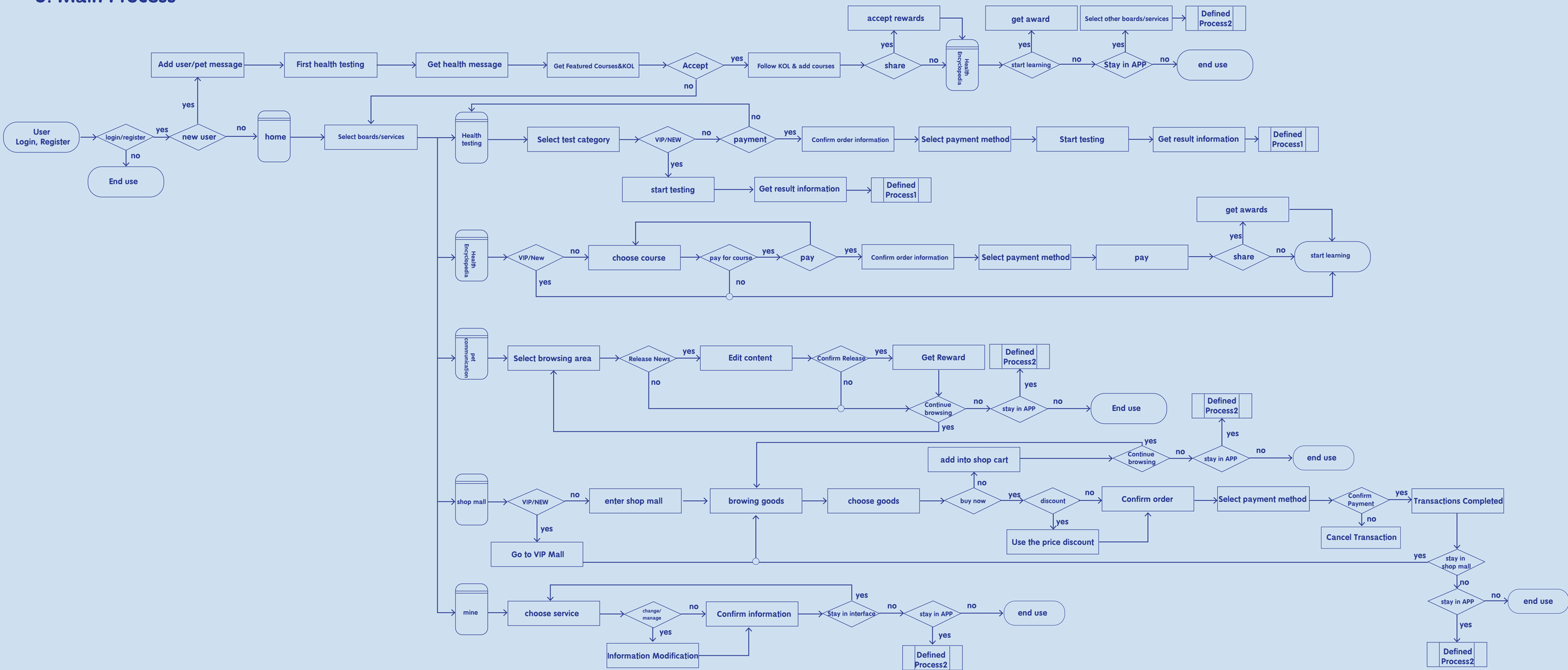
1. Symbol Definition:



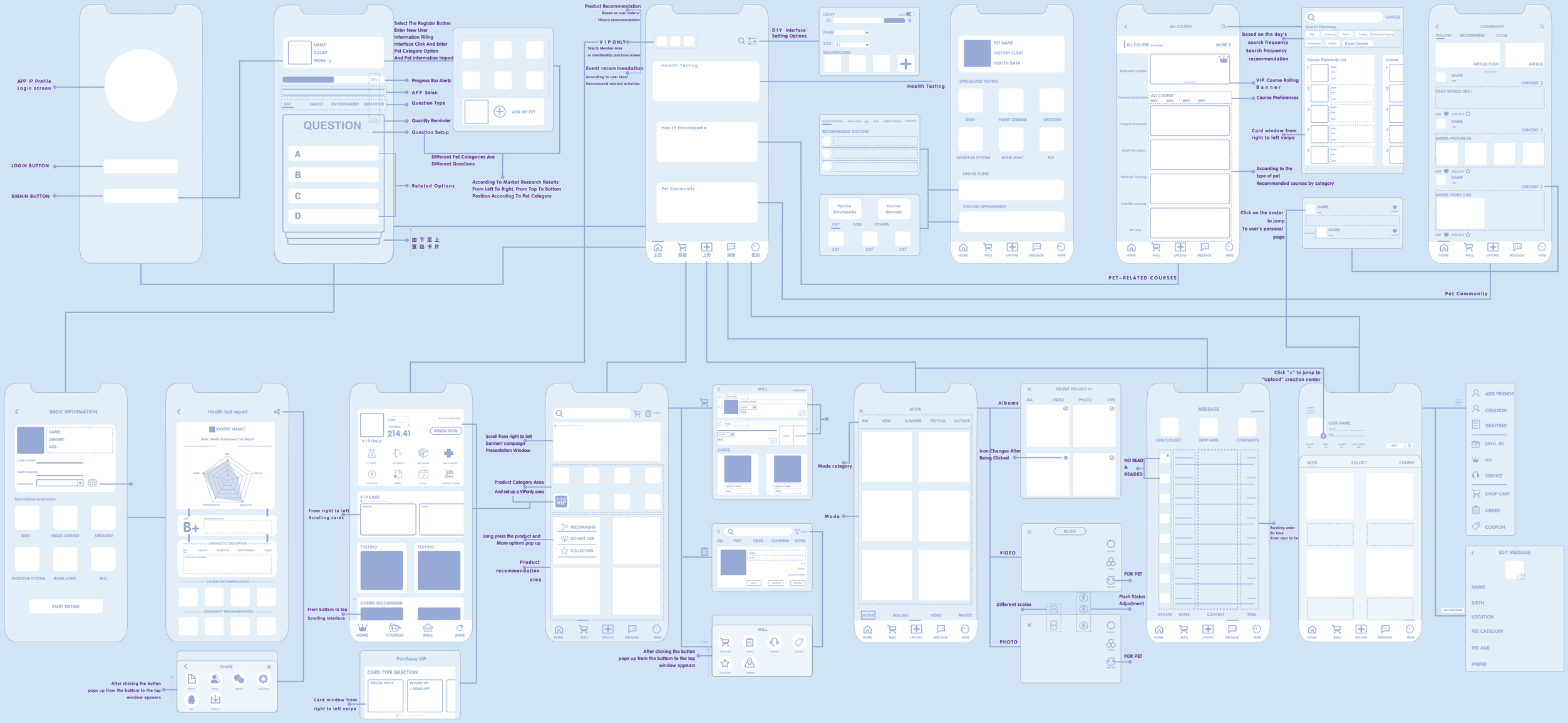
2. Defined Processes:



3. Main Process



APP Design——WIREFRAME

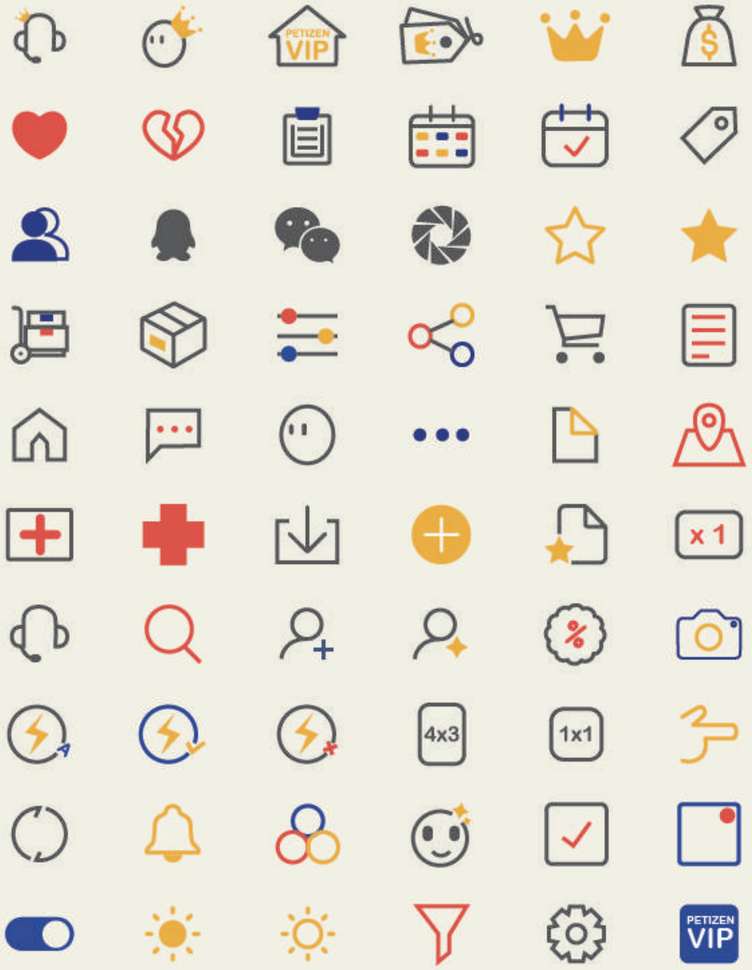


App Elements (Controls) And Color Scheme Design

PETIZEN

APP Sologan： HI,HUMAN　　Fields covered: Pet Medical

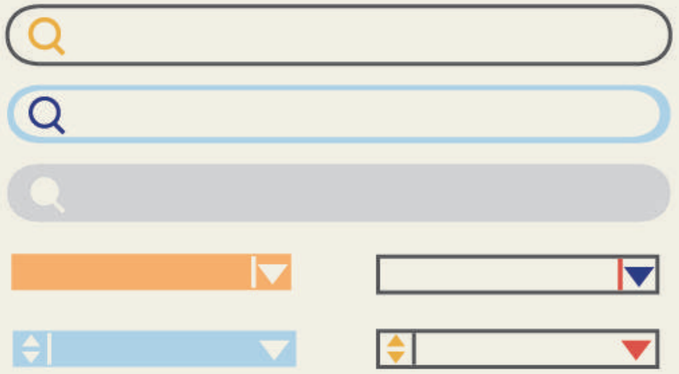
Elements design:



APP Color Scheme

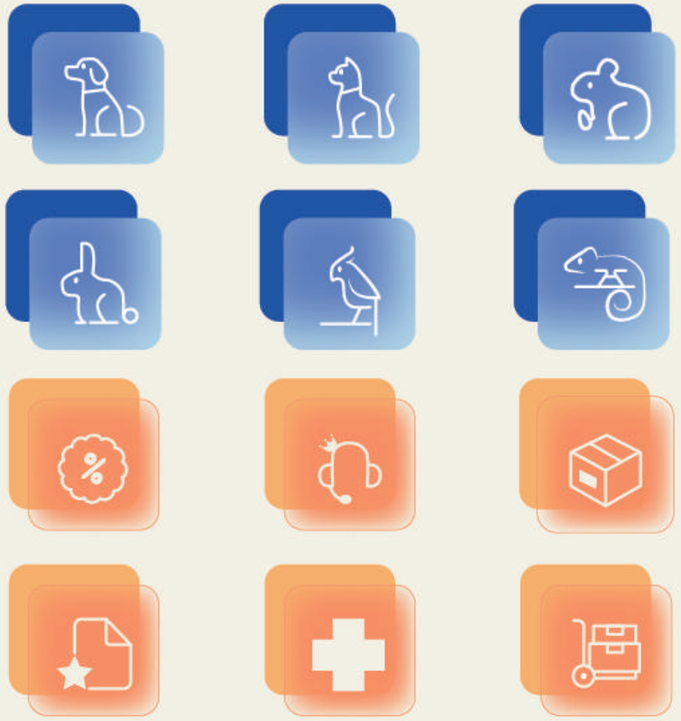
APP LOGO

Search Zone

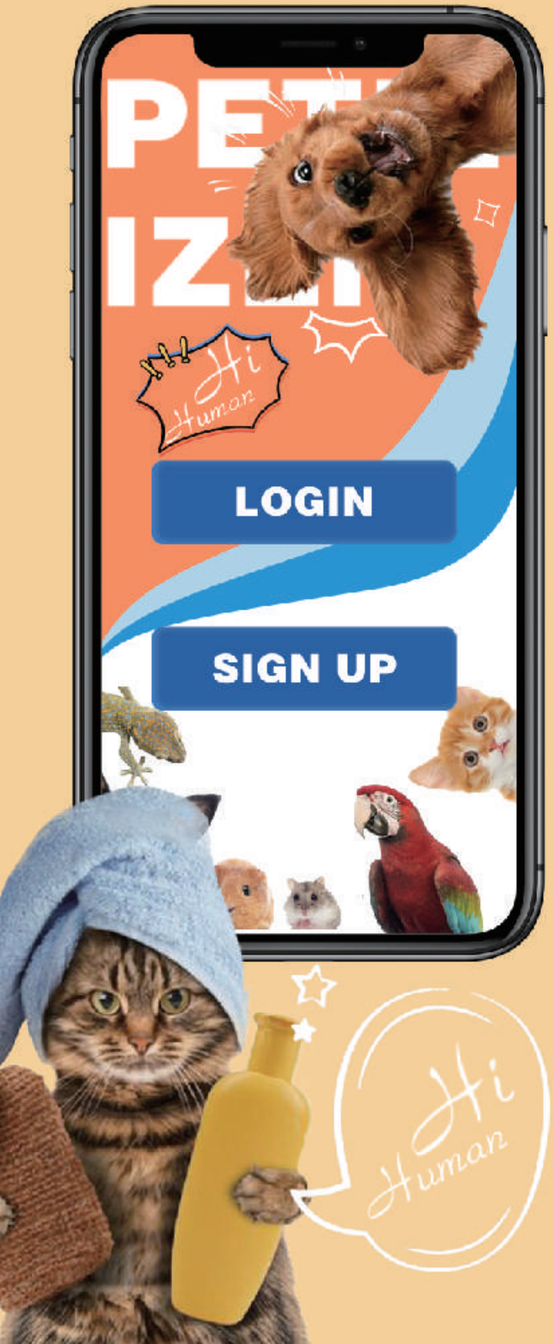


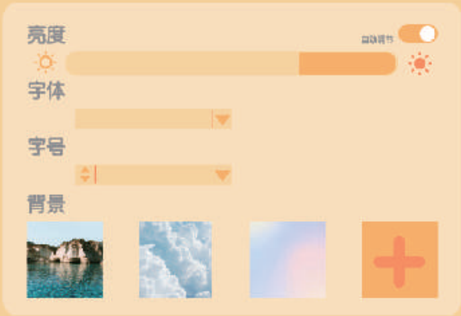
Regulating area

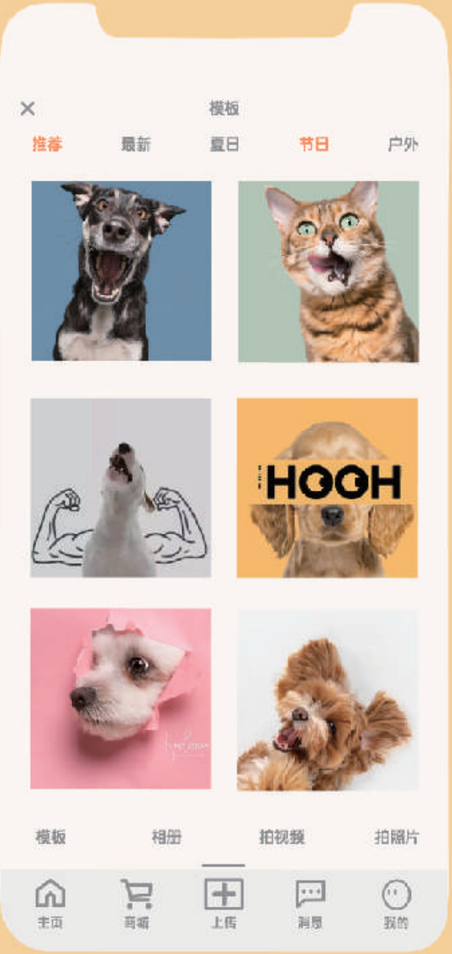
Button design



Visual Design





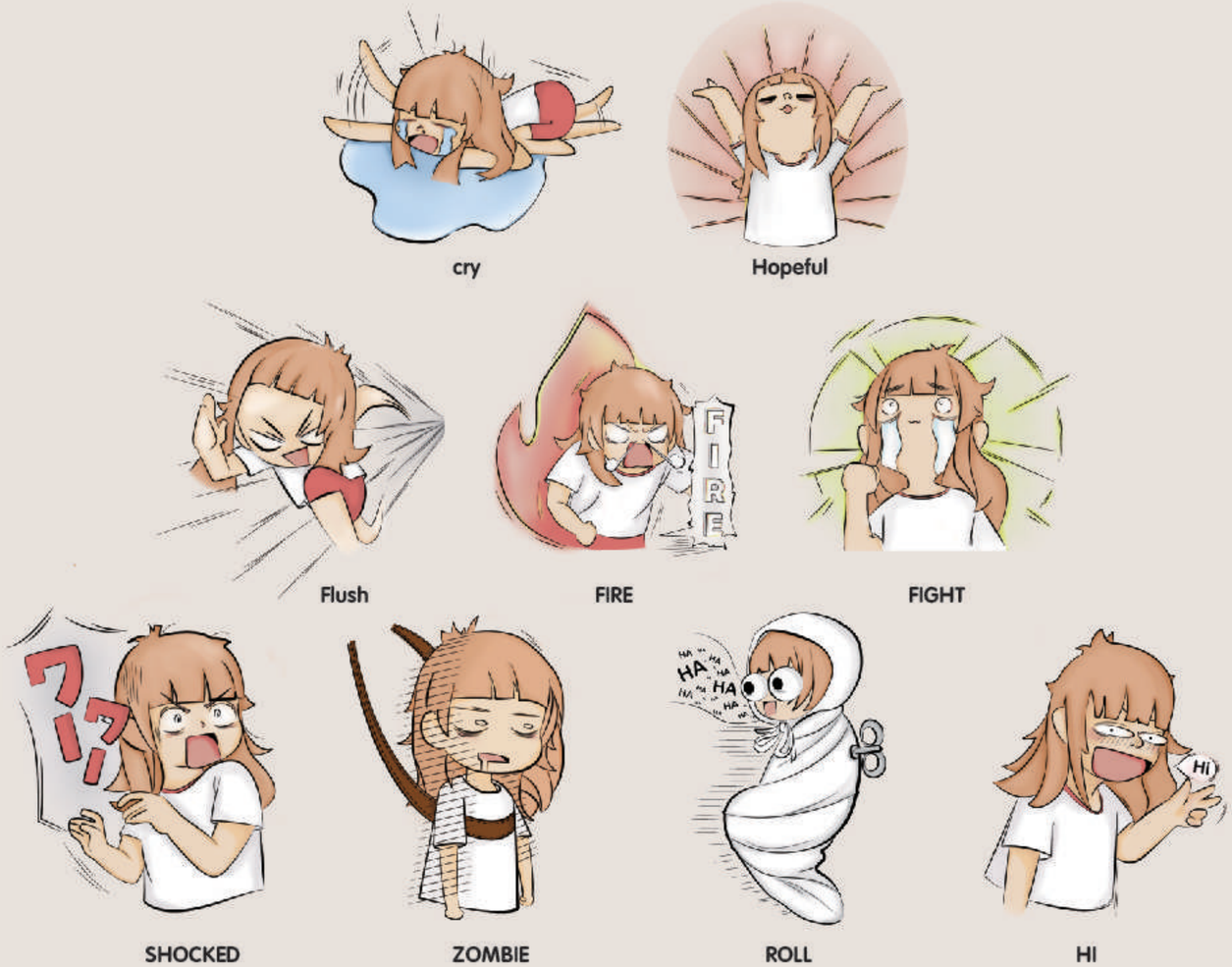


ROUND THREE

DRAWING

Personal IP image emoji pack— “Dramaer 3/4” (Already online)

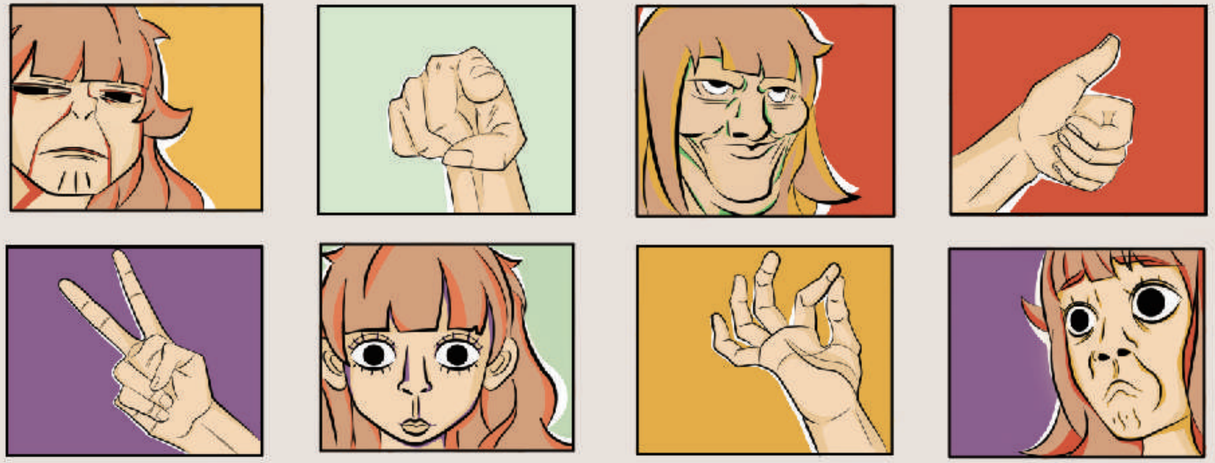
Inspiration: The author's own daily life



Creative IP Emoji Pack– “Do not speak” (Already online)

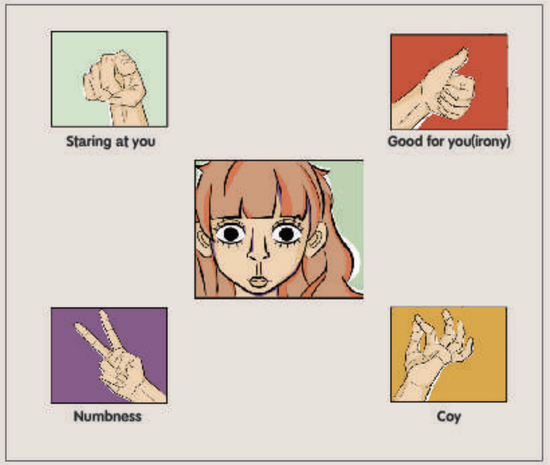
Inspiration: Japanese funny artist and movie "Modern Times"

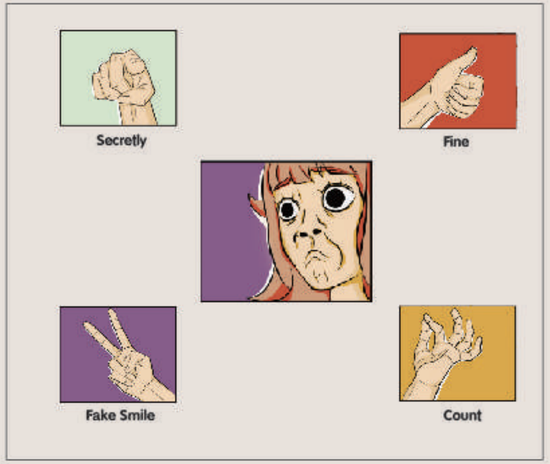
General version: Each emoji is used separately



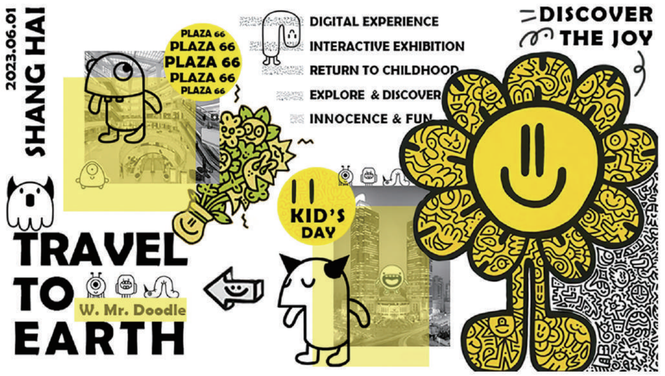
Iterated version: Each expression is used together with different gestures to express emotions flexibly

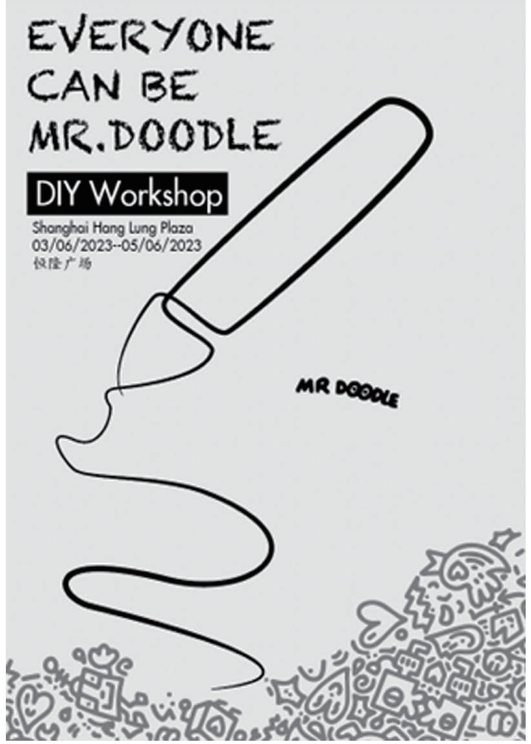
Sample emotions are as follows:

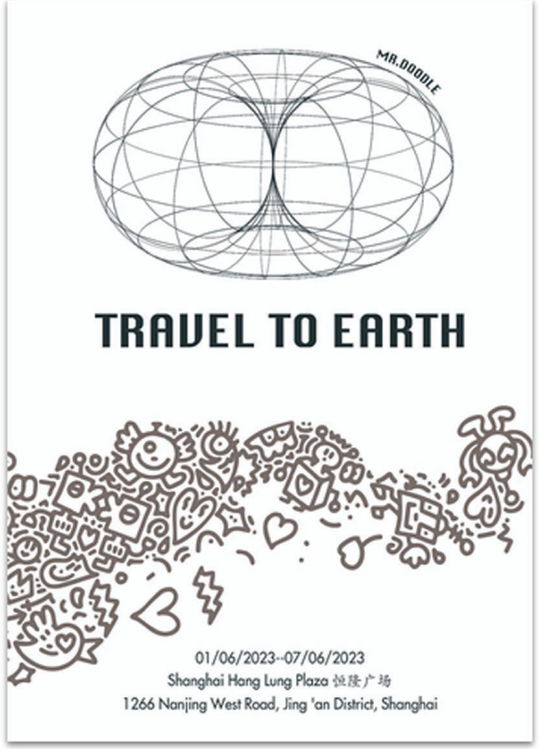


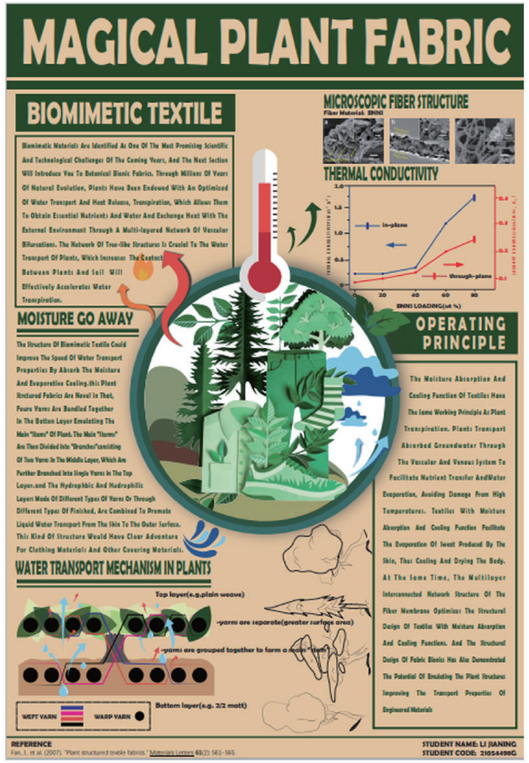


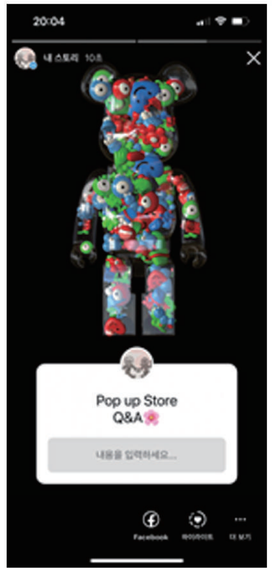
POSTER & TOY DESIGN

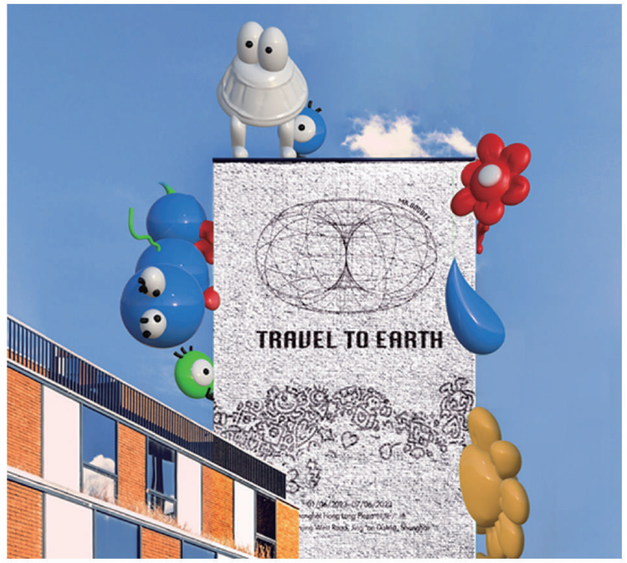




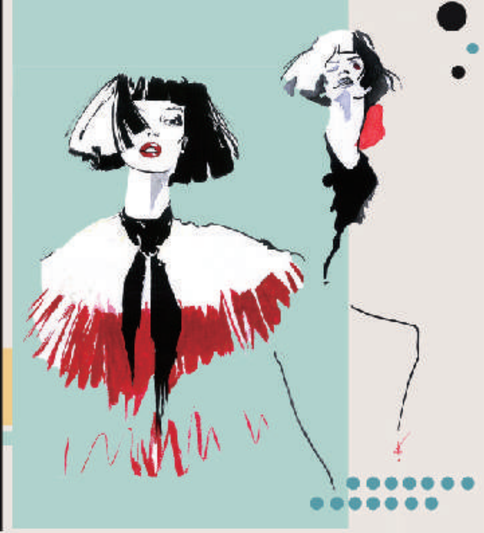








Hand–drawn Illustration

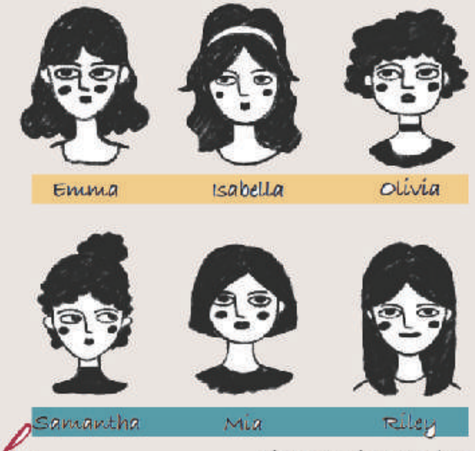


Elemental Extension

Hand–drawn Illustration

Hand–drawn Illustration

Graphic Illustration



Elemental Extension

Graphic Illustration

THANK YOU