



# SC AFFILIATE PRESENTATION

by Bingnan Mao

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DEFINITION

ANALYSIS

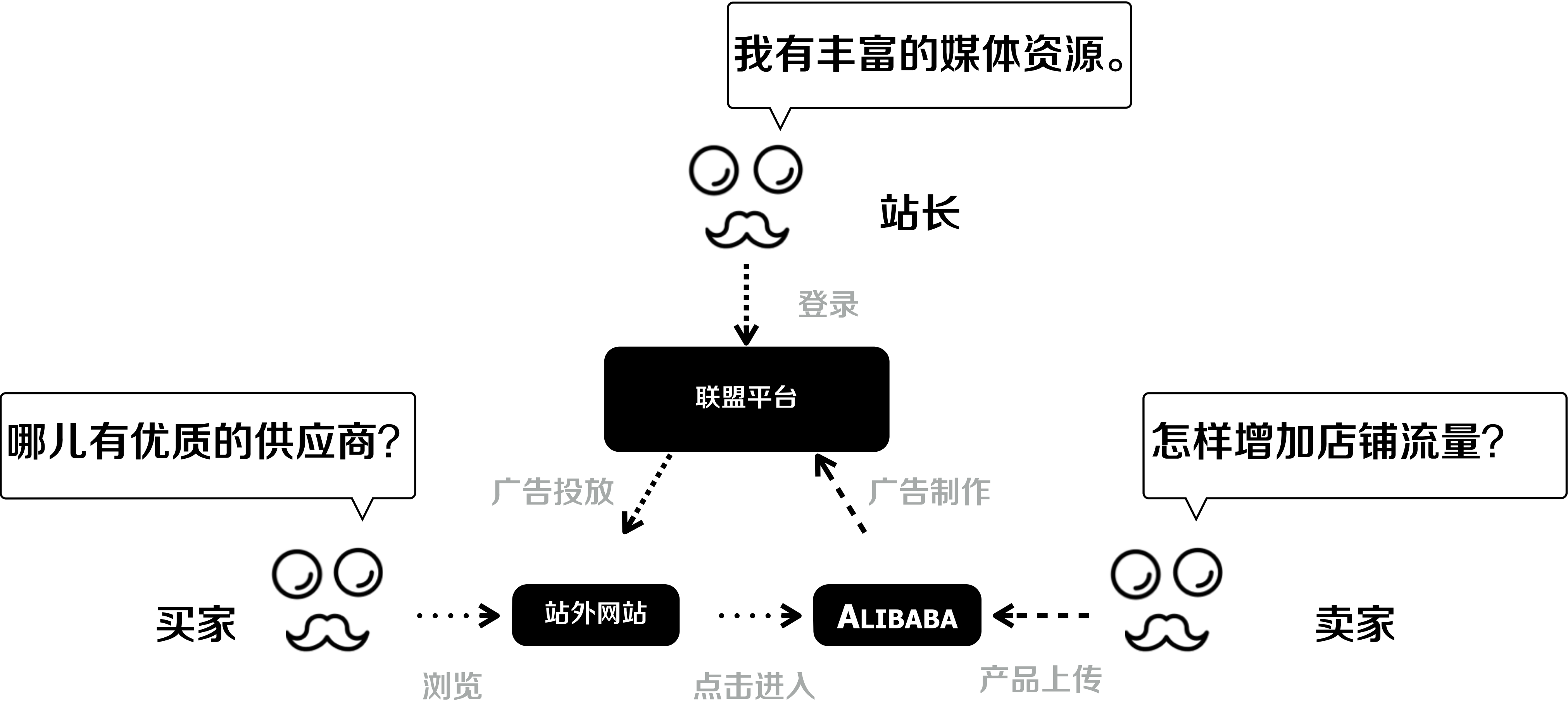
SOLUTION

HIGHLIGHTS

COOPERATION



10% Finished



DEFINITION

ANALYSIS

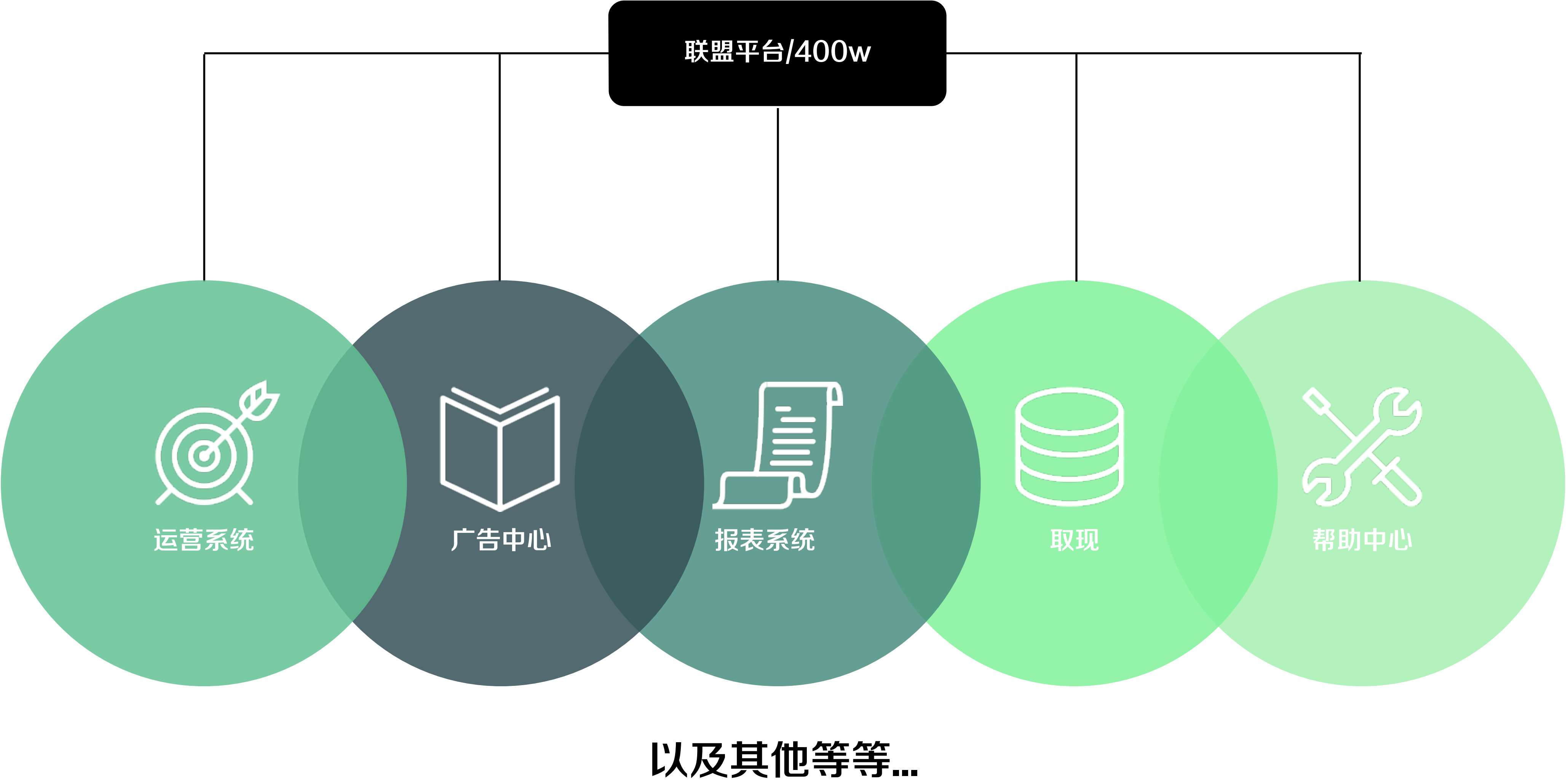
SOLUTION

HIGHLIGHTS

COOPERATION



20% Finished




DEFINITION

ANALYSIS

SOLUTION

HIGHLIGHTS

COOPERATION



30% Finished



对SC不了解，对SC联盟平台不了解



变现流量，获得收益



加入，领广告，投放，查报表，取现



信任感，易用性，运营，数据可视化


DEFINITION

ANALYSIS

SOLUTION

HIGHLIGHTS

COOPERATION



40% Finished

LONG SCROLLING PAGE



- ..... 识别机会点  
设计趋势，LP，适合陈述一个产品
- ..... 最小化设计  
大量的留白、低信息密度、Lazy Load
- ..... 价值传递  
强引导性、信息聚焦、信任感
- ..... Case Study  
Canvas、Parallax Scroll、Share


DEFINITION

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SOLUTION

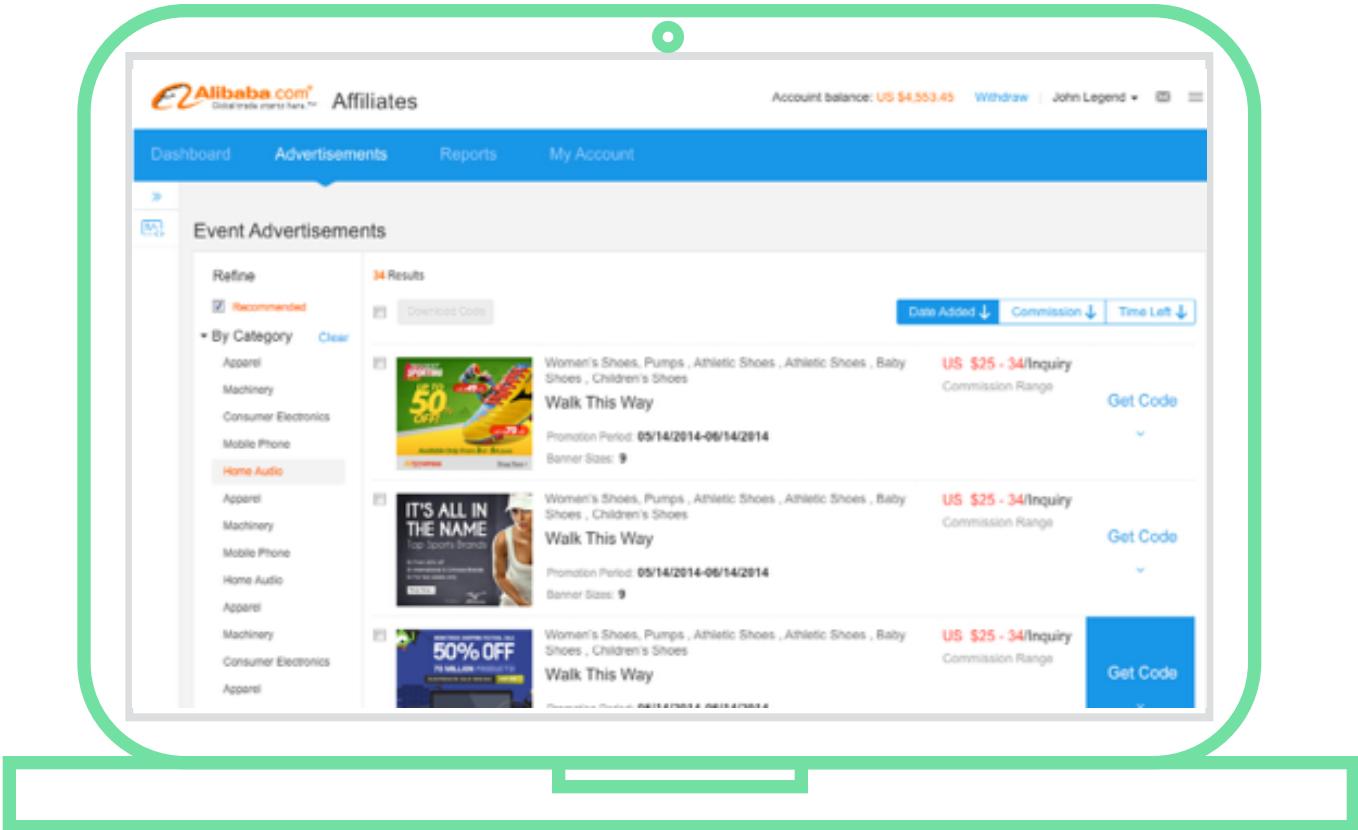
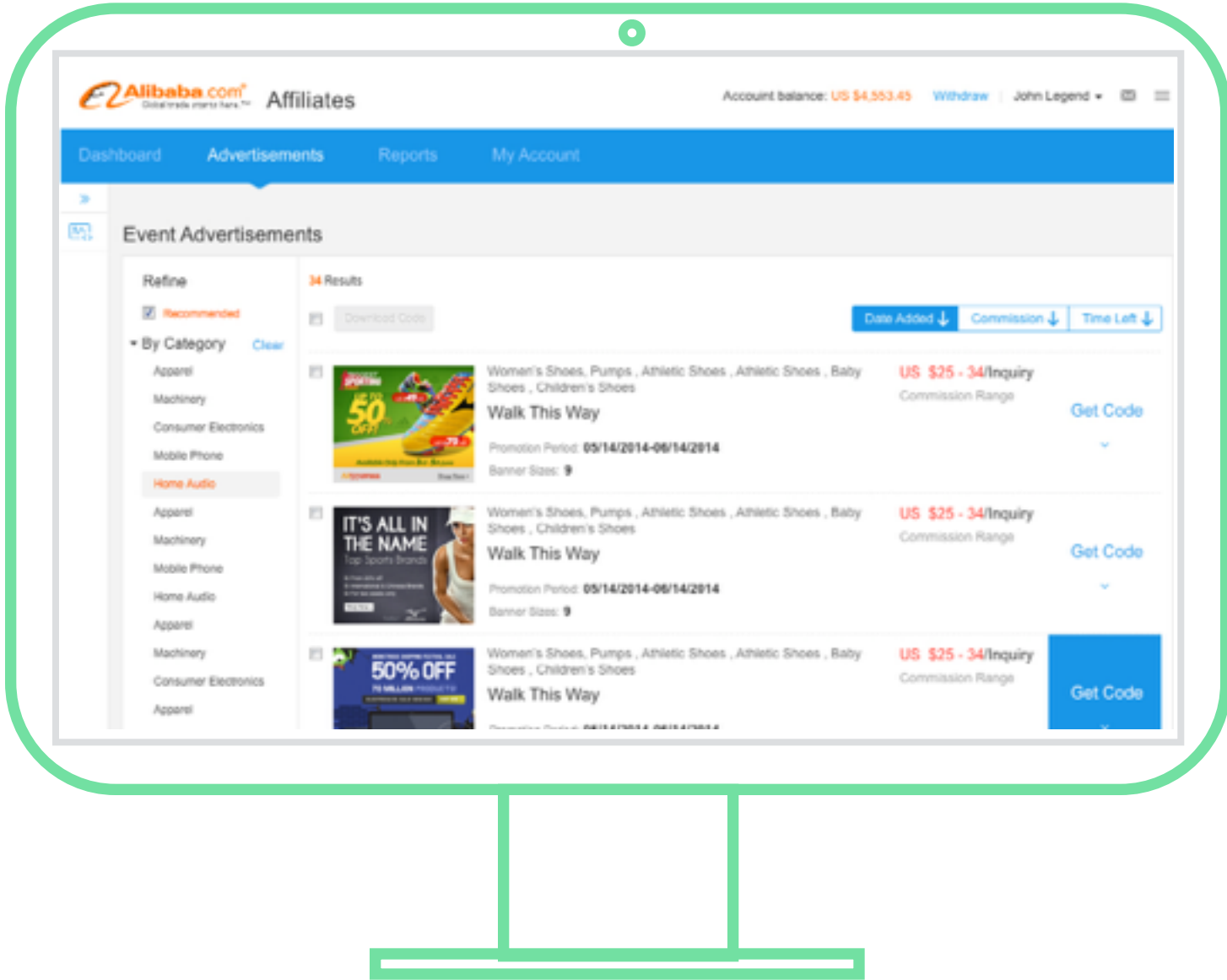
HIGHLIGHTS

COOPERATION



50% Finished

RESPONSIVE DESIGN & TOOL TYPE BACKGROUND



响应式&工具化后台



DEFINITION

ANALYSIS

SOLUTION

HIGHLIGHTS

COOPERATION



60% Finished

FLAT NAVIGATION & EXPANSIBILITY



- 扁平化导航**

归纳页面分类，扁平化页面结构。  
根据场景关联性对用户进行引导，保证直达和易用性。
- 可拓展性**

扁平化结构和工作台模式可以充分保证产品可拓展性。  
剥离浏览和操作任务，下拉方式保证操作稳定性和可拓展性。



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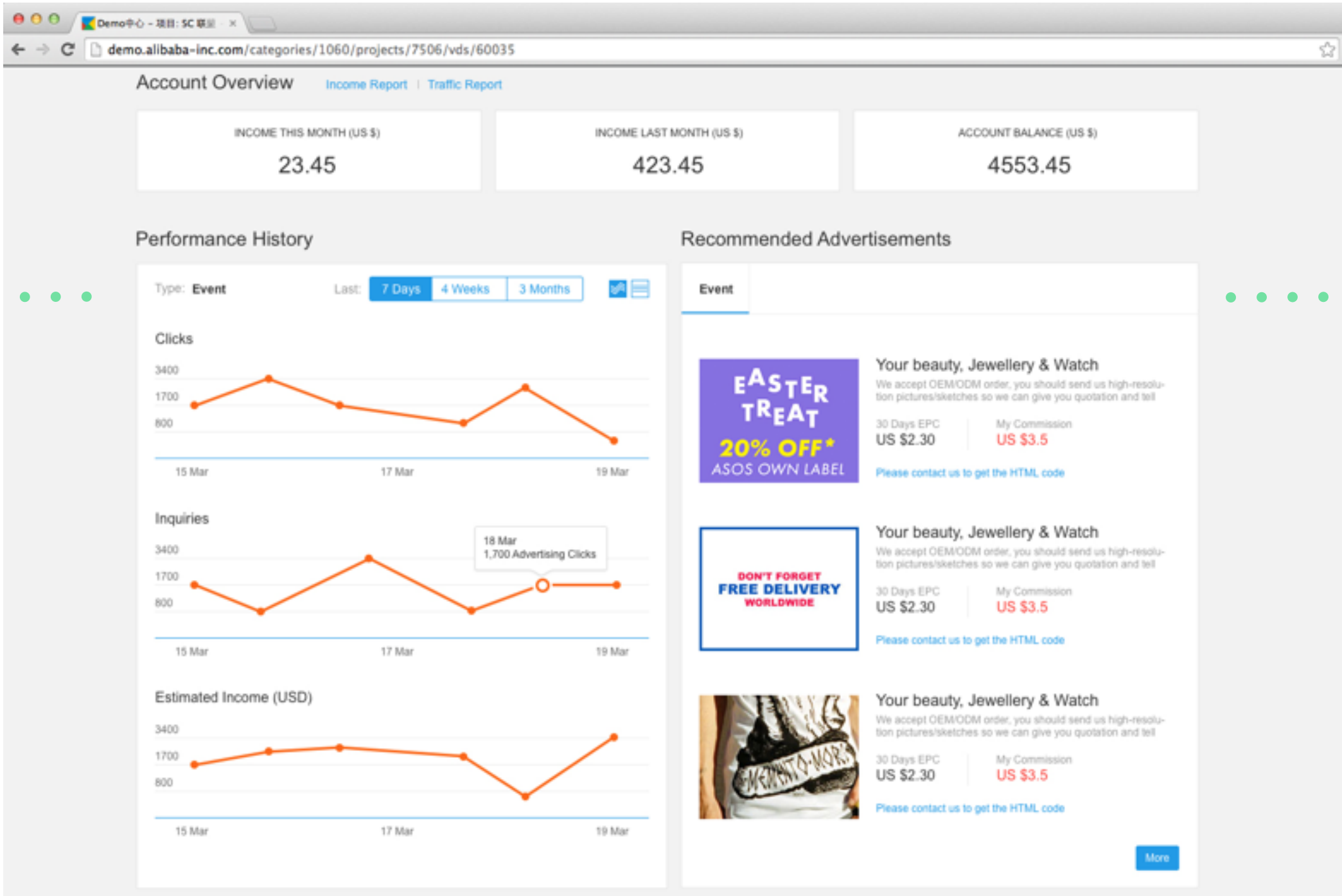


70% Finished

OPERATION MANAGEMENT

数据化运营 .....

通过数据可视化的展示和对比，纵向对比广告类型不同带来的差异化效果



..... 推荐性运营

根据运营策略和网站重点推荐广告，可以更加了解网站特性，准确选取广告



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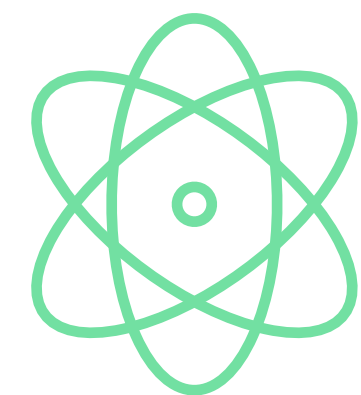
HIGHLIGHTS

COOPERATION



80% Finished

## REGISTER FLOW



复用网站账户系统  
用户流程、逻辑复杂  
结合平台账户系统梳理

DEFINITION

ANALYSIS

SOLUTION

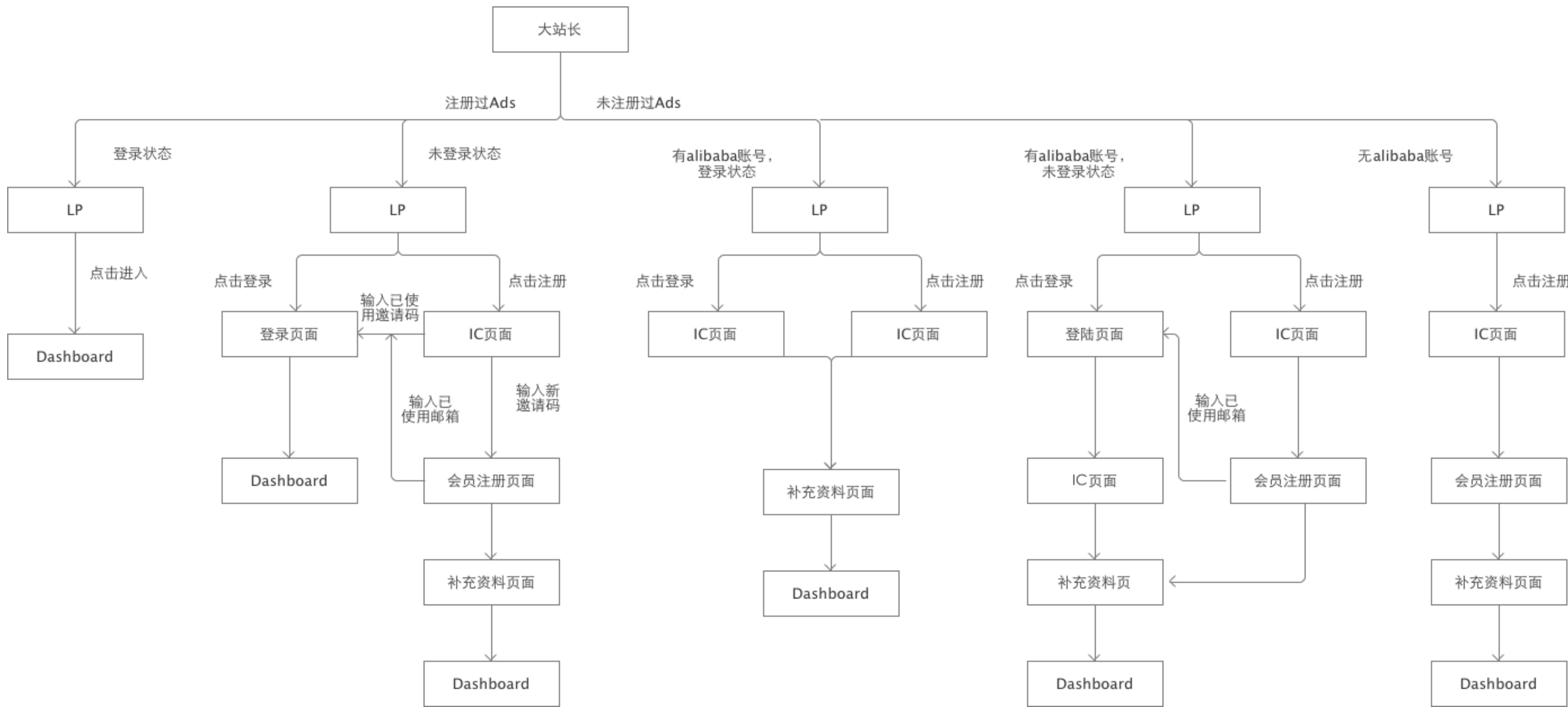
HIGHLIGHTS

COOPERATION



80% Finished

REGISTER FLOW






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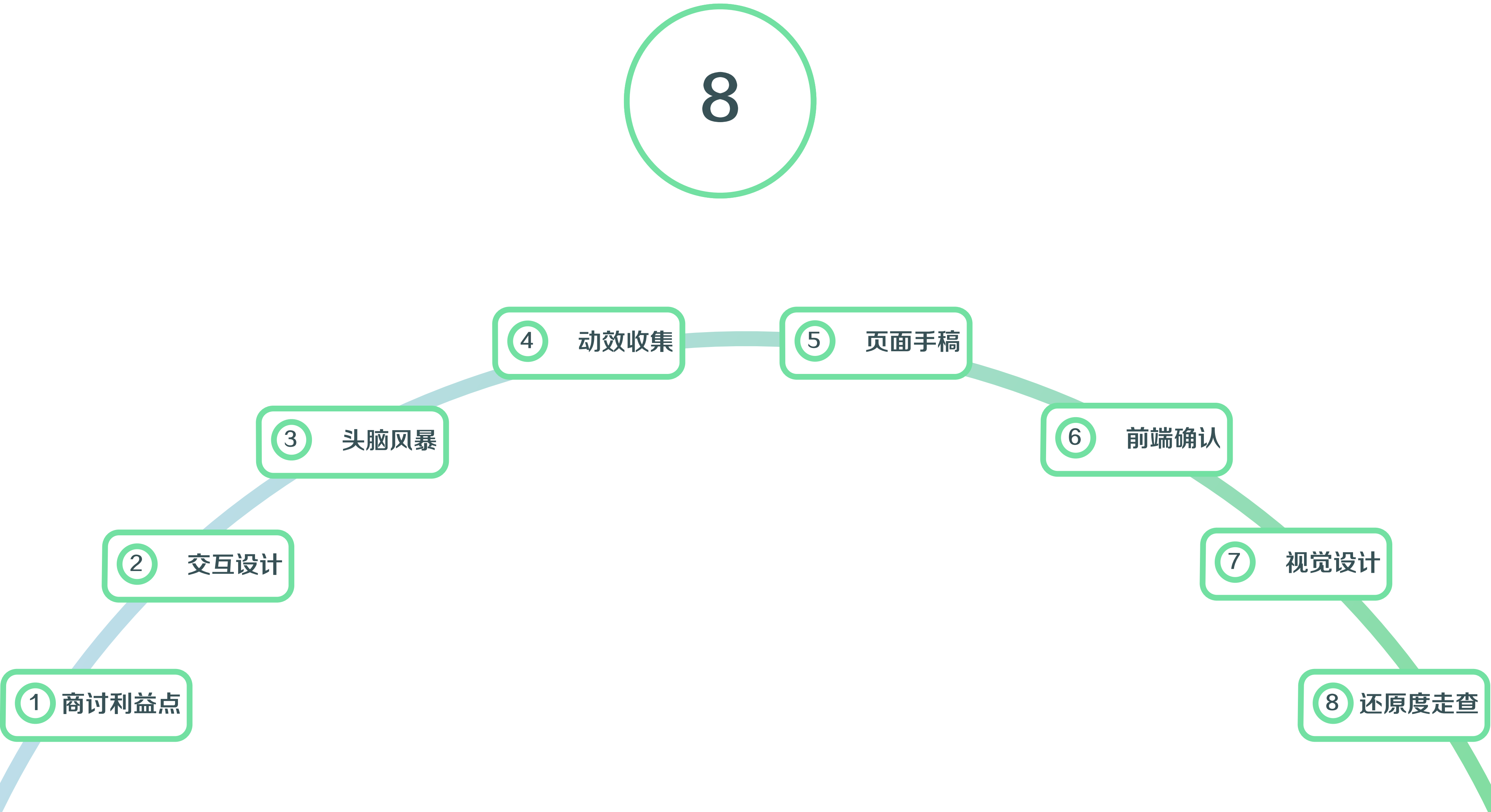
HIGHLIGHTS

COOPERATION



90% Finished

WORK FLOW





**THANK YOU!**  
HAVE A NICE DAY!