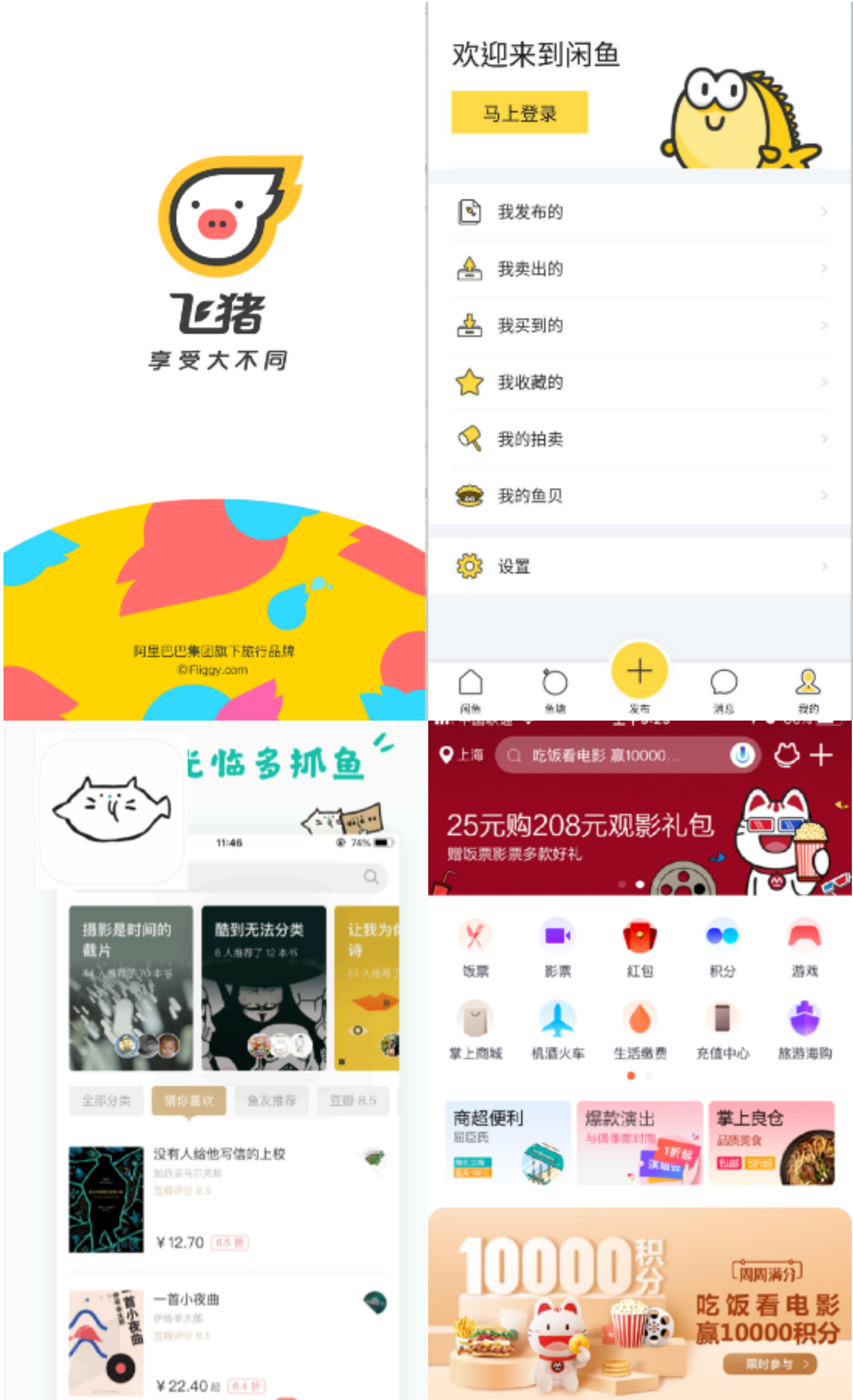


# CHATBOT+MASCOT

- A PERSONIFIED “MASCOT” TO BUILD A FRIENDLY BRAND IDENTITY



# WHY CHINESE APPS ARE SO COMPLICATED?

CULTURAL DIFFERENCES

PARTICULARITY OF THE MARKET