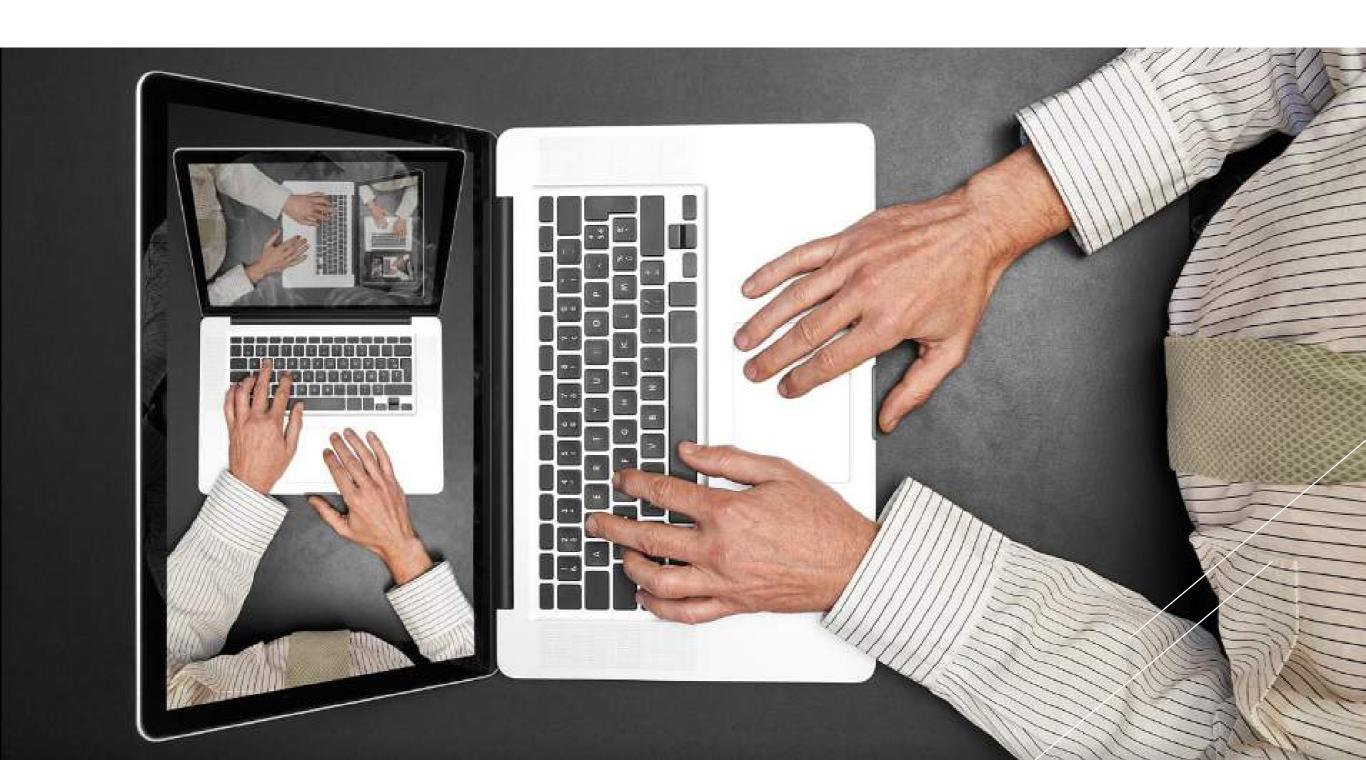


从设计人机交互 到设计社交互动

From designing human-machine interaction to designing social interaction

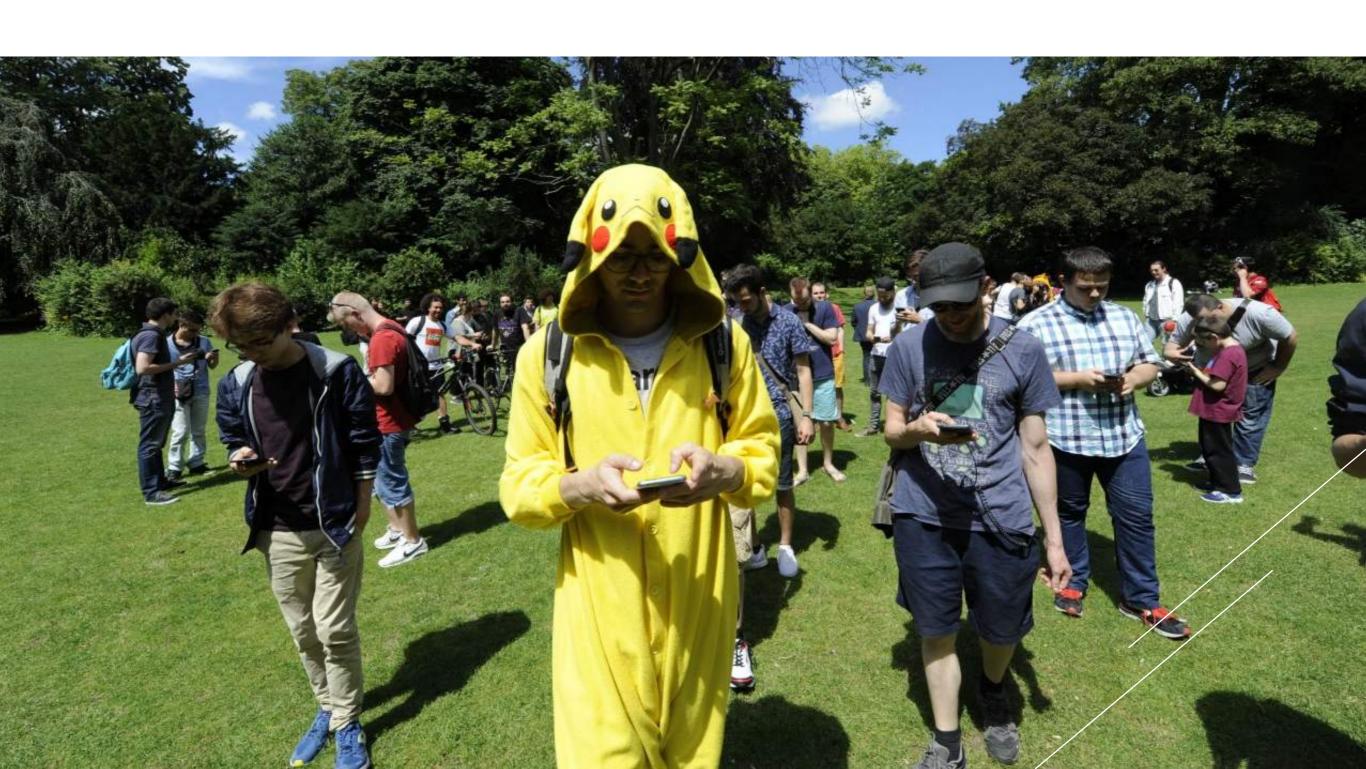
真正定义UI/UX的不是手机或电脑界面上的按钮、图像或链接, 而是界面(interface)背后的人、信息和资源。

What define UI / UX are not the buttons, images or links on the interface of a phone or a computer, but the people, information and resources behind the interface.



每一个交互体验都发生在特定情境内,时间、空间、人物因素都有重要的影响。

Every interaction occurs in a particular context, in which time, space, and characters are determining factors.









快闪店

——线下零售也可以被"刷新"

Pop-up Store

----- Offline experience can be refreshed too.









无人驾驶的汽车

—— 一个移动的生活空间

Self-driving vehicle

----- A mobile living space.





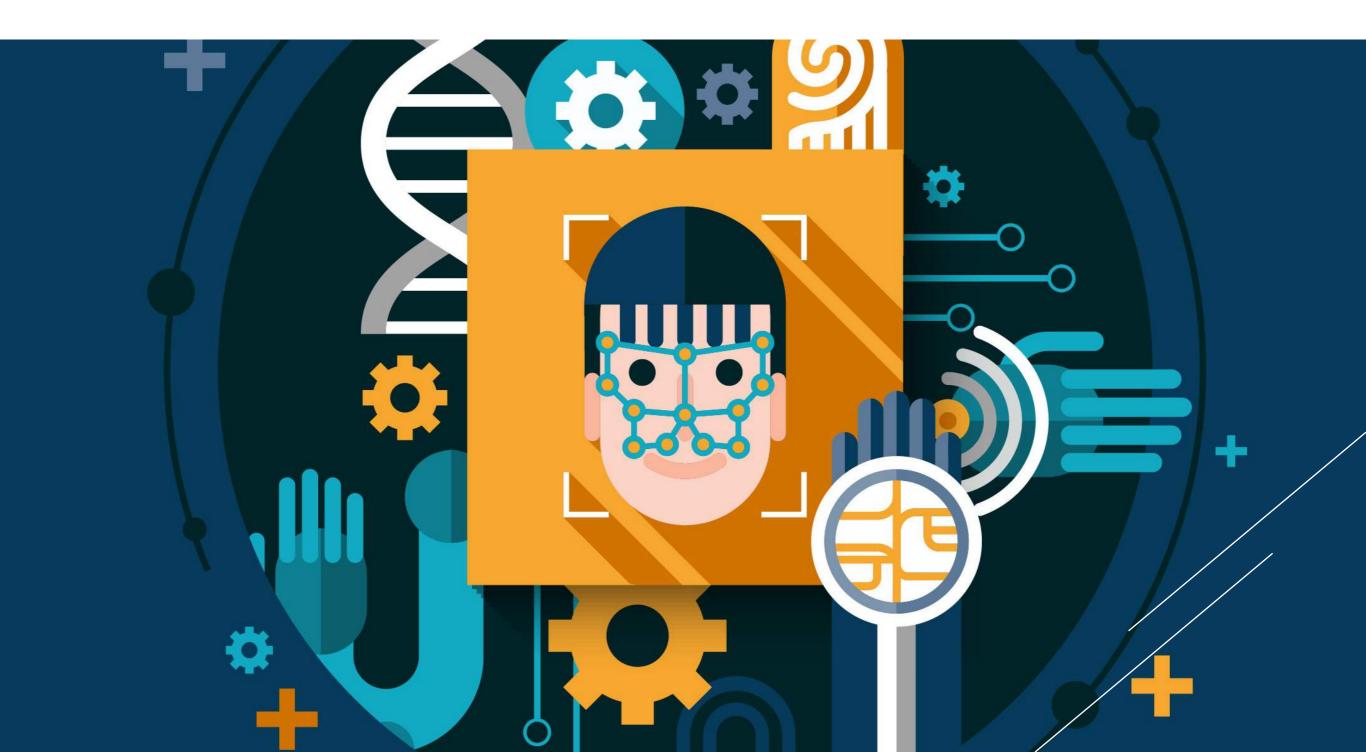






"刷脸"时代的金融服务 ——你我即界面

The age of facial recognition ----- We are all interface.



谢谢

Thank you.