

mobike

# 共享出行模式下的产品交互设计

Product Interaction Design for Bike-Sharing Service

摩拜单车CTO 夏一平

Mobike CTO Joe Xia

# 用手机解锁一辆车？

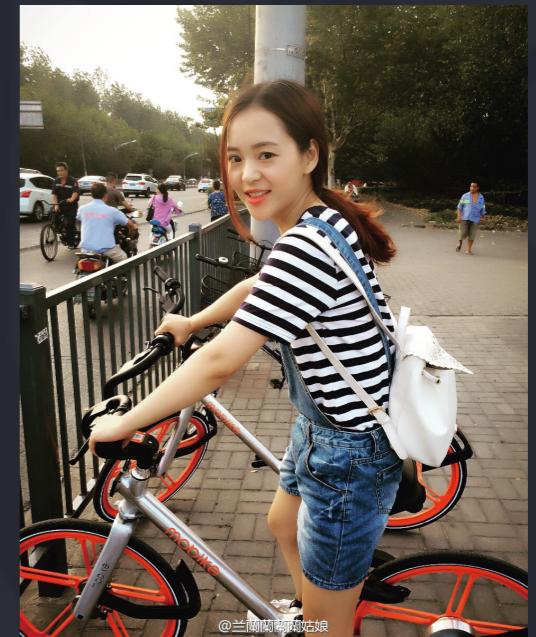
Use smartphone to unlock your car?

A black and white photograph of a woman with long dark hair, wearing a white polka-dot blouse and jeans, riding a Mobike. The bike has orange wheels and the word "mobike" printed on the frame. They are riding past a row of dark wooden doors with small windows.

全球首个无桩  
智能共享单车平台

WE PROVIDE  
STATION-LESS  
BIKES IN CITYS AS  
THE FIRST IN THE WORLD.

mobike  
摩拜单车





# 什么让摩拜单车受欢迎？

Why is mobike so popular?

# 共享出行模式下的产品交互设计特点

Characteristics of Product Interaction Design  
for Bike-Sharing Service

简单  
Simplicity

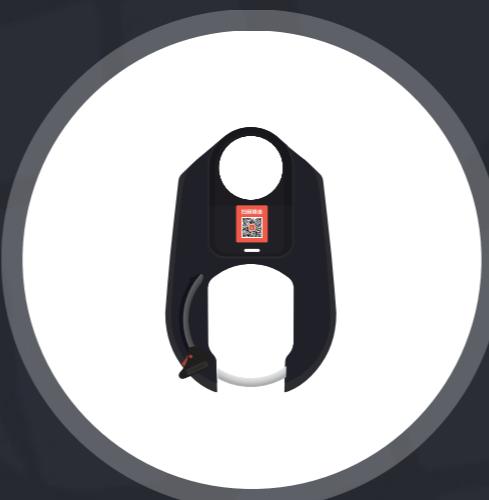
# 人和物的连接

## P2T(Person-to-Thing)

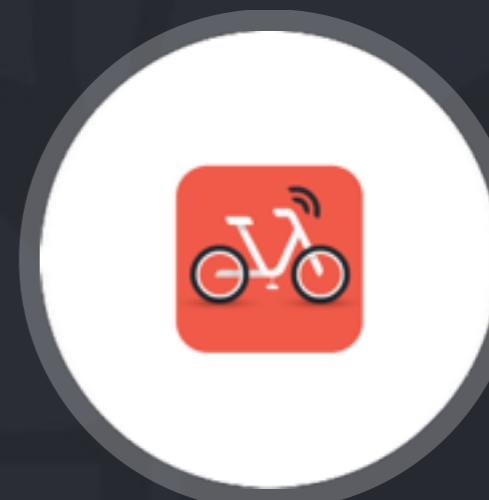
易学习  
Easy to adopt



车身  
Mobike



智能锁  
Smart Lock



应用软件  
App



# 解锁产品交互设计

Product Interaction Design for Unlocking





# 关键产品交互设计

Product Interaction Design for Locking



**WE CARE SO WE DO.**

mobilike  
摩拜单车