Portfolio

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Project introduction

Design Landing page
data panel of WeChat
Official Accounts

3–8

Optimize WeChat
Customer Service System

9–18

Design Landing page data panel of WeChat Official Accounts

Wechat Official Account

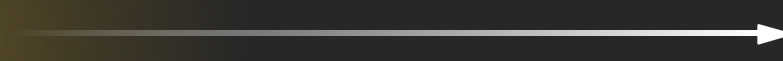A platform for publishing content and providing services within the WeChat app.

My Role

Abstract core data from user reserch, focusing on potential user needs

Find Insight

The Landing Page has not been updated in more than 5 years.

Most logins last 20s~40s, then go to data tab

Prioritize the Key Data shows in the Home page.

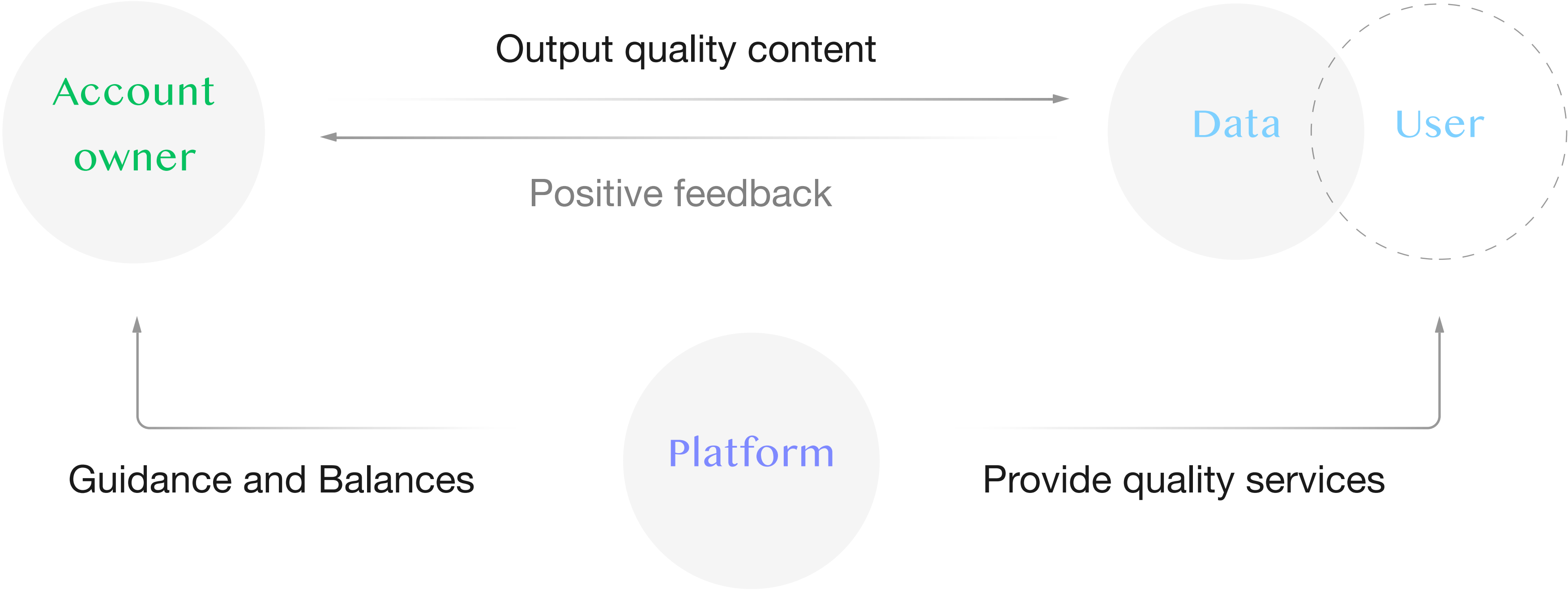# How do you define the Key Data?

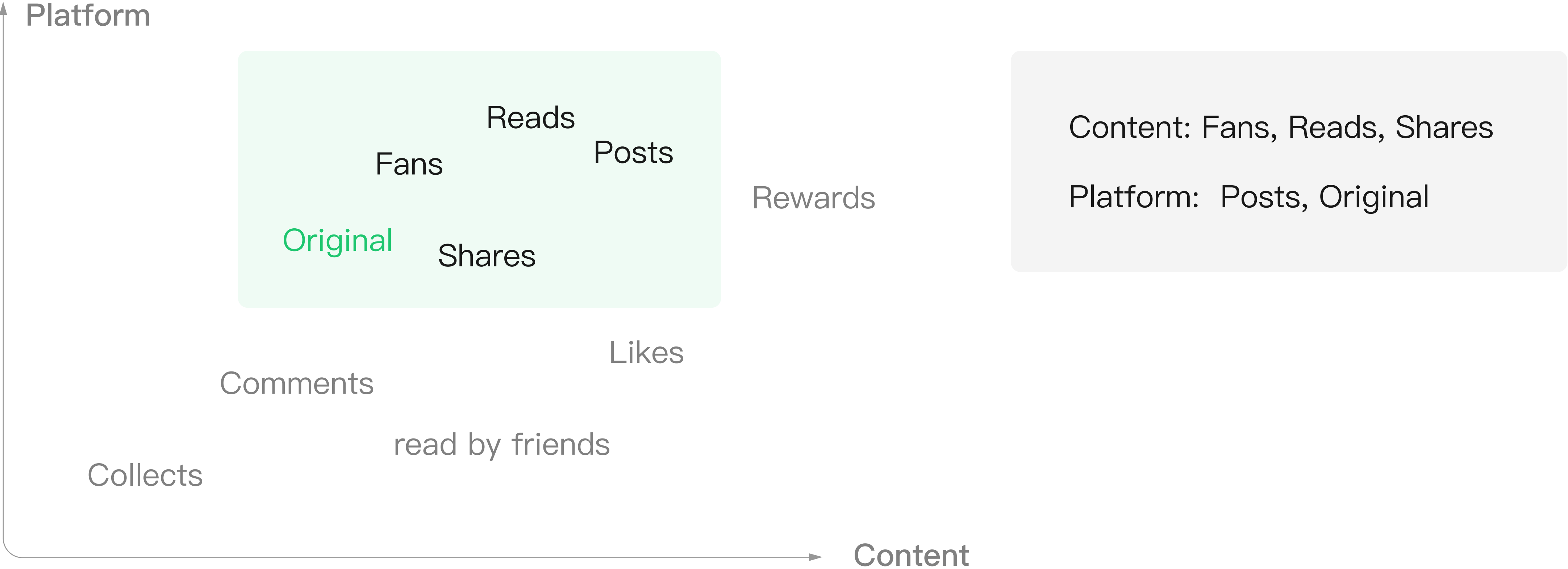|	Personal account	Team account	Official account
Behavior	1. Sharing life 1-2 times a week; 2.The login and stay time are not fixed; 3. Care about the reading rate of the content and user's reading behaviorl; 4. I hope that the article will be promoted to more people, and rewards may be provided, but the income is not important.	1. The team has a division of labor, a clear topic selection system, and a detailed schedule; 2. The team has personnel specifically responsible for the operation of accounts; 3. Push for merchant promotion and care about content reading, likes and sharing data; 4. When there are activities, I will read and reply carefully, and some articles will be rewarded.	1. A certain number of people and a duty system; 2. Don't care much about reading and fan data, but occasionally get feedback on articles; 3. Pay more attention to the public opinion orientation of promotional content and the transmission of information; 4. Mainly use the editing and publishing function without using too complicated functions.
Pain Points	Comprehensive understanding of the reading data of published articles More recommendations and readings	Understand the data performance of articles and accounts Get more traffic and exposure	Quickly understand article communication data Pay attention to public feedback
Data Demands	Posts, Reads, Likes, Collects…	Fans, Shares, Rewards…	Reads, Shares, Interactions and Comments

Design Thinking

Summarize Posts, Fans, Reads, Likes, Shares, Compliments , Collects, Interactions and Comments...
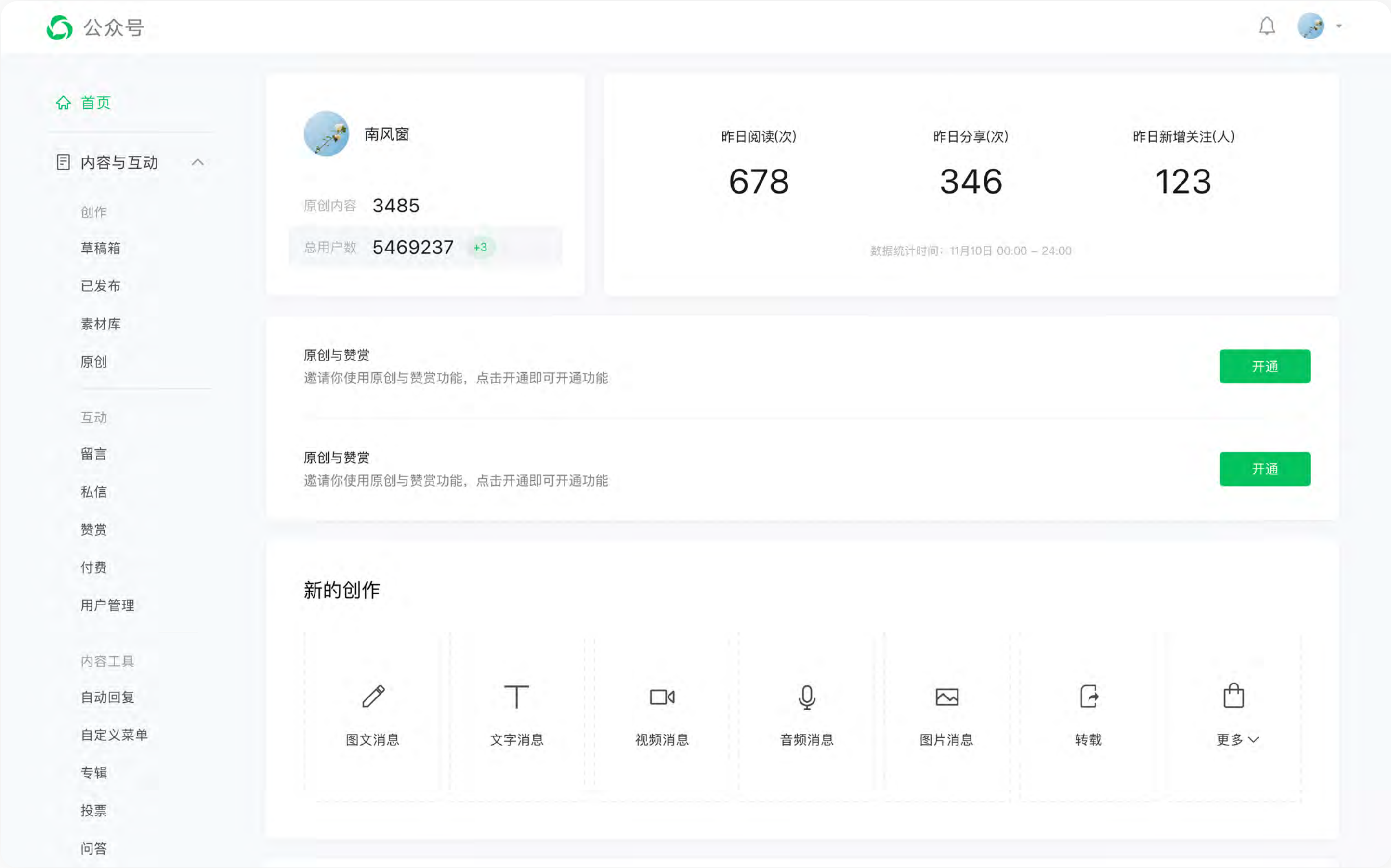
Output quality content

Account owner

Data   User

Positive feedback

Guidance and Balances   Platform   Provide quality services

Data Focus

Platform

Reads

Fans　　　　Posts

Rewards

Original　　Shares

Likes

Comments

read by friends

Collects

Content

Content: Fans, Reads, Shares

Platform:　Posts, Original

Design Thinking

Feedback verification

WeChat Customer Service System

Wechat Customer Service

A tool that enables businesses to manage and respond to user inquiries directly within the WeChat ecosystem.

My Role

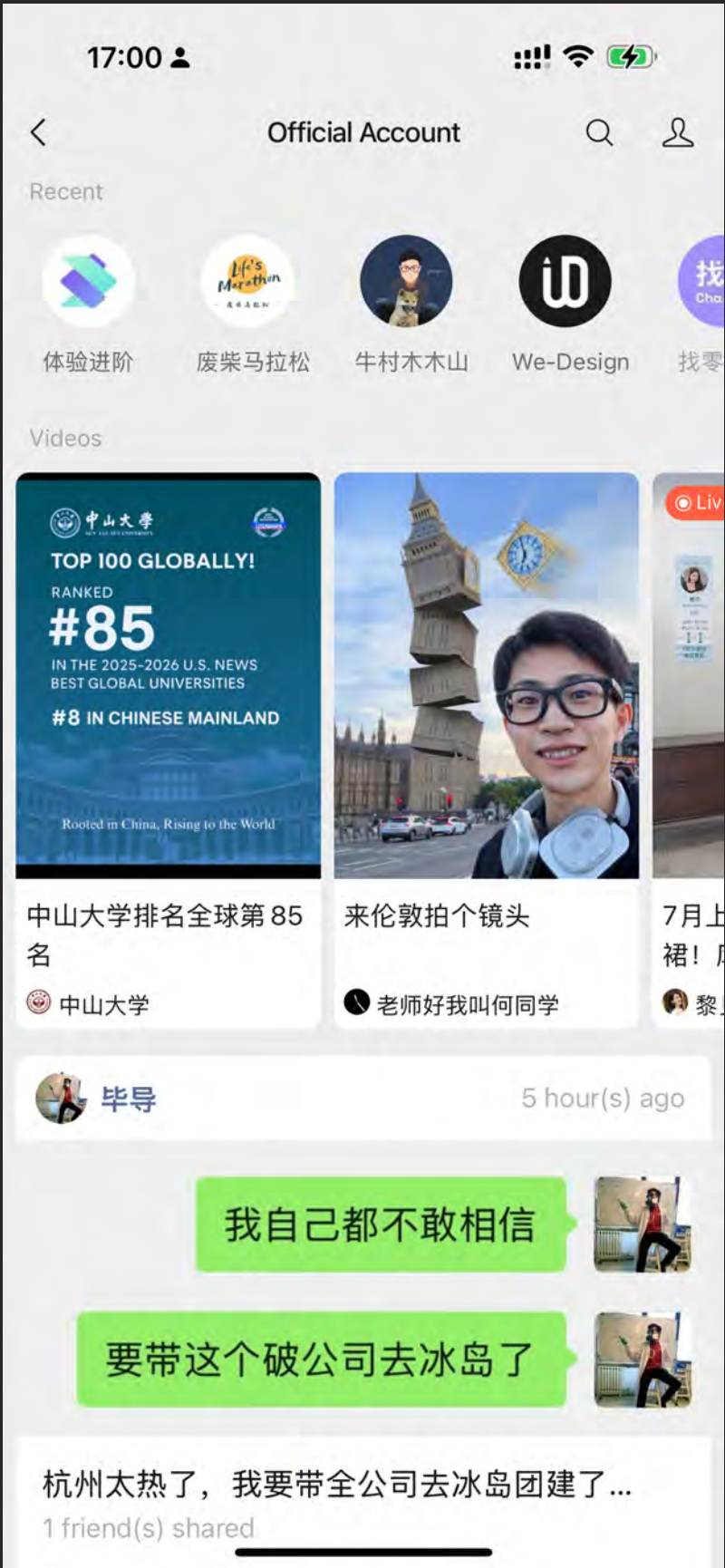Developed a design system to support scalable, cross–team collaboration.

WeChatOS

IM

Social

Official Account

News

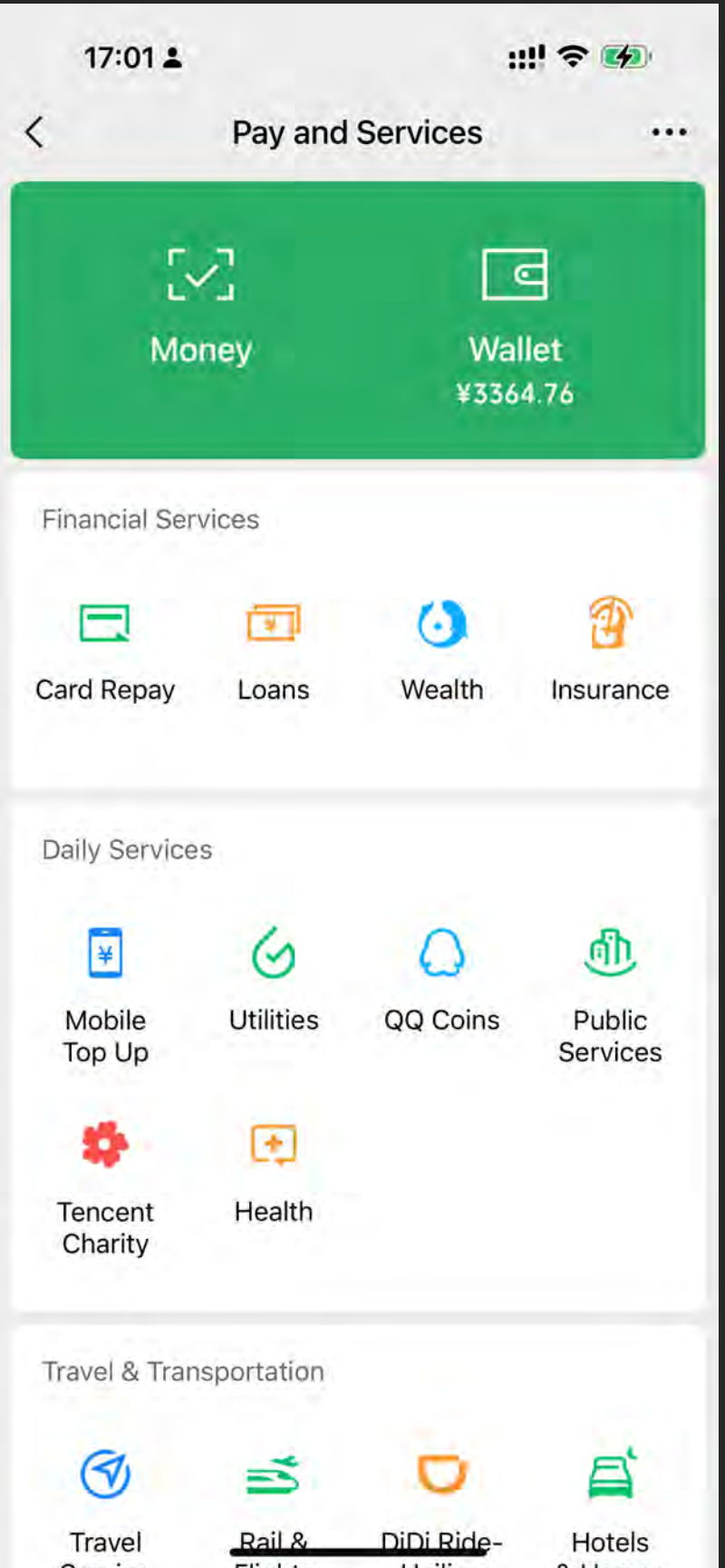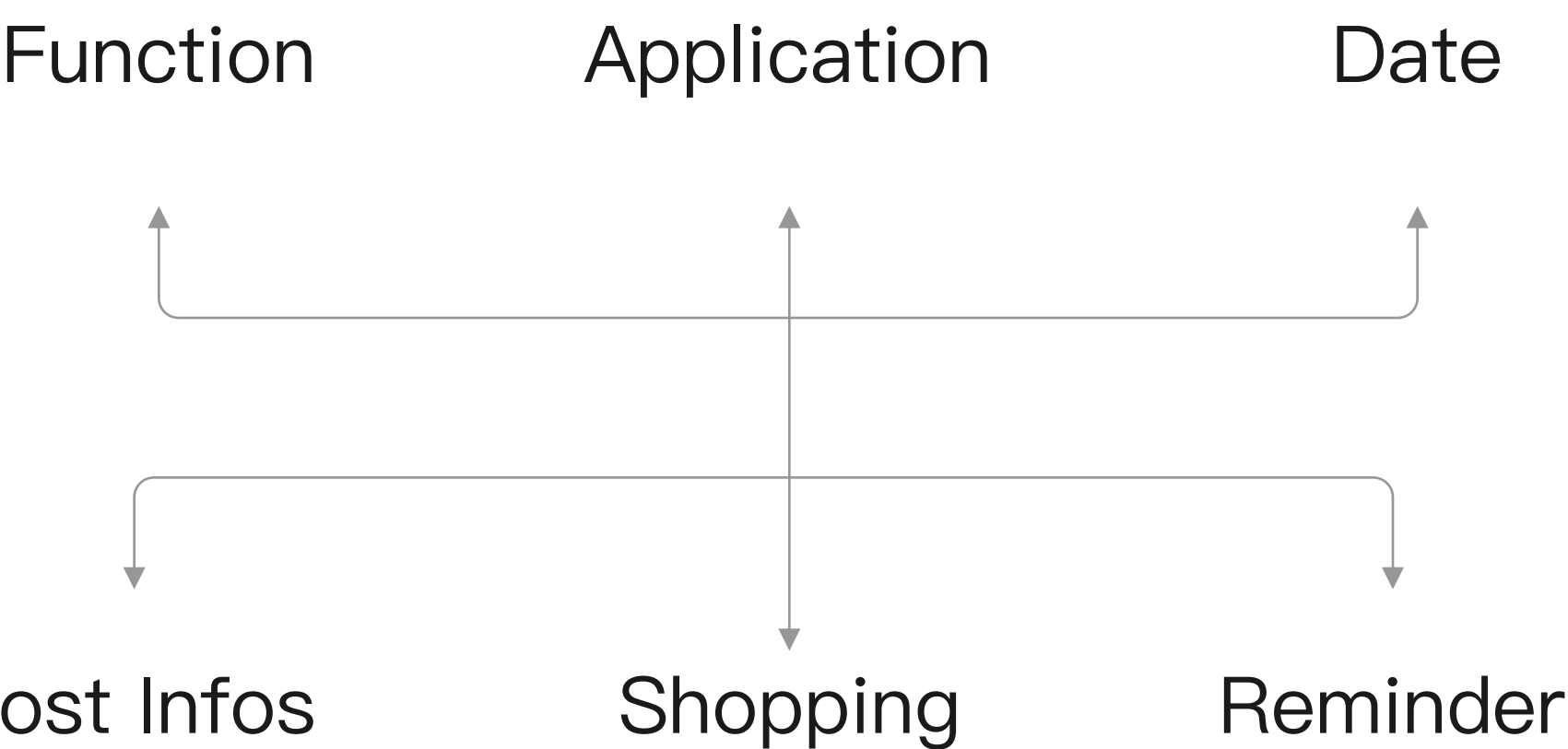# MiniProgram

Video

Payment

Wallet

inconsistent cross–platform experiences

features lagging behind business demands

Unify Customer Service System

Component Abstraction

Function   Application   Date

Post Infos   Shopping   Reminder

Dialog, Popover, Drop down…

Popover

20px 20px 20px
文本区
20px

20px
20px
文本区

移入黑名单
移入黑名单后，将不再收发客服消息

如何获取路径？
指定微信用户可在小程序获得页面路径，请确保该用户微信版本为6.7.2及以上。查看操作指引
① 开启入口
请输入微信号   开启
指定微信用户可在"WeStore"小程序中复制任意页面路径，十分钟内有效。
② 获取路径
指定微信用户可打开小程序右上角菜单，点击"复制页面路径"并粘贴至"跳转路径"中。

20px
20px   文本区   20px
12px   20px
次要操作   主要操作
20px

xinzhezhan
fayetao ✓
瑞秋和扎克
扎克的瑞秋
扎克的瑞秋2号

客户咨询退货相关问题客户咨询退货相关问题客户咨询退货相关问题客户咨询退货相关问题客户咨询退货相关问题客户咨询退货相关问题客户咨询退货
88/100

取消   转接

Library   Optimization

Scenario–based
product optimization

Platform	PC、Mobile	Features
Role	Manager、Customer	Authorization
Function	Q&A、Data...	Personalize

48% are product inquiries

Purchase Rate 48%⬆️

Before

After

Copy for URL

Send a rich Content Card

Comme Back to ChatBox

Paste

Typing some describe

Send

Customer servicer open and check

Understand the description

How

What you see is what you get, with an simplified workflow.

Expression

Logic

| Ower | AppID |

| Title | Path |

| Thumbnail |

输入小程序路径 ⑦

输入卡片标题

0/26

上传封面图片

图片大小不超过4M

取消   确认

✕   获取路径

① 开启路径入口   开启

开启后，十分钟内有效。

② 获取路径

进入"小程序"右上角菜单，即可复制页面路径。

Shift user perspective
"Enter page path"

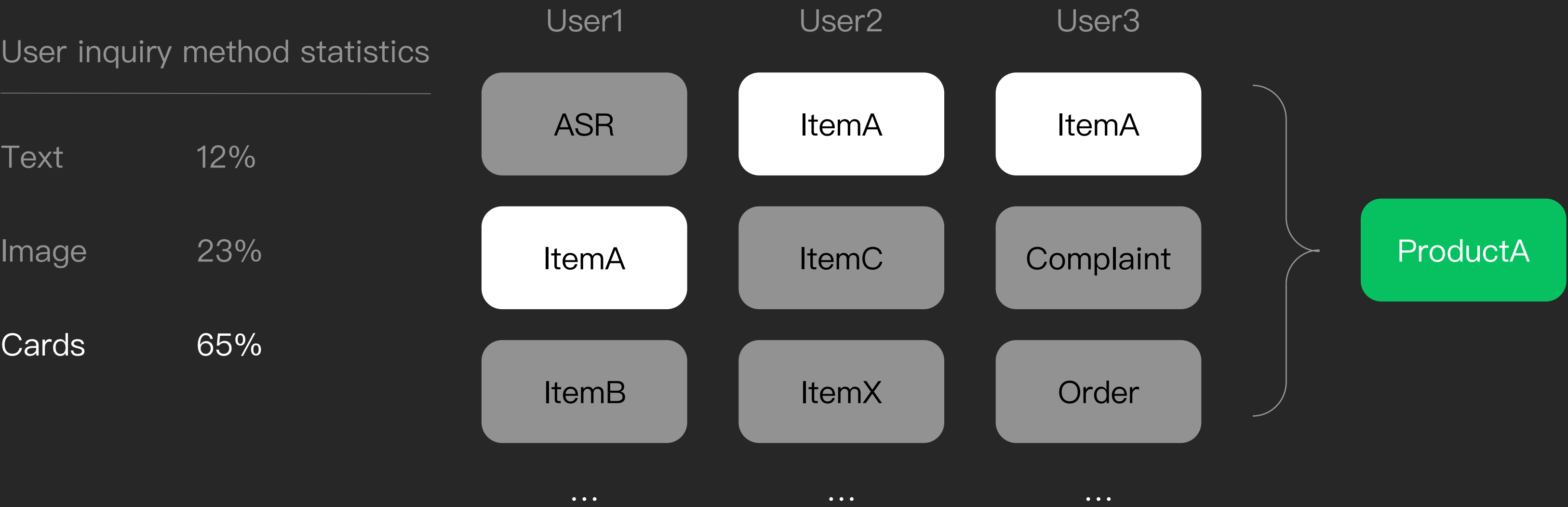Complicate
Query Mini Program path from the backend

Simplify
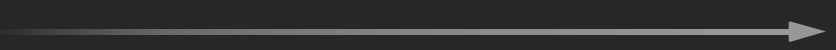One–click copy page path

How

A more intuitive way to add

Customer service can add mini program cards sent by users and editing.

Purchase Rate **48%**

User inquiry method statistics

Text   12%

Image   23%

Cards   65%

User1   User2   User3

ASR	ItemA	ItemA
ItemA	ItemC	Complaint
ItemB	ItemX	Order

...   .

ProductA

我要退货

WeStore   添加为快捷回复

WeStore微信红包礼盒套装组合的
2020春秋款

小程序

Customer service dashboard optimization

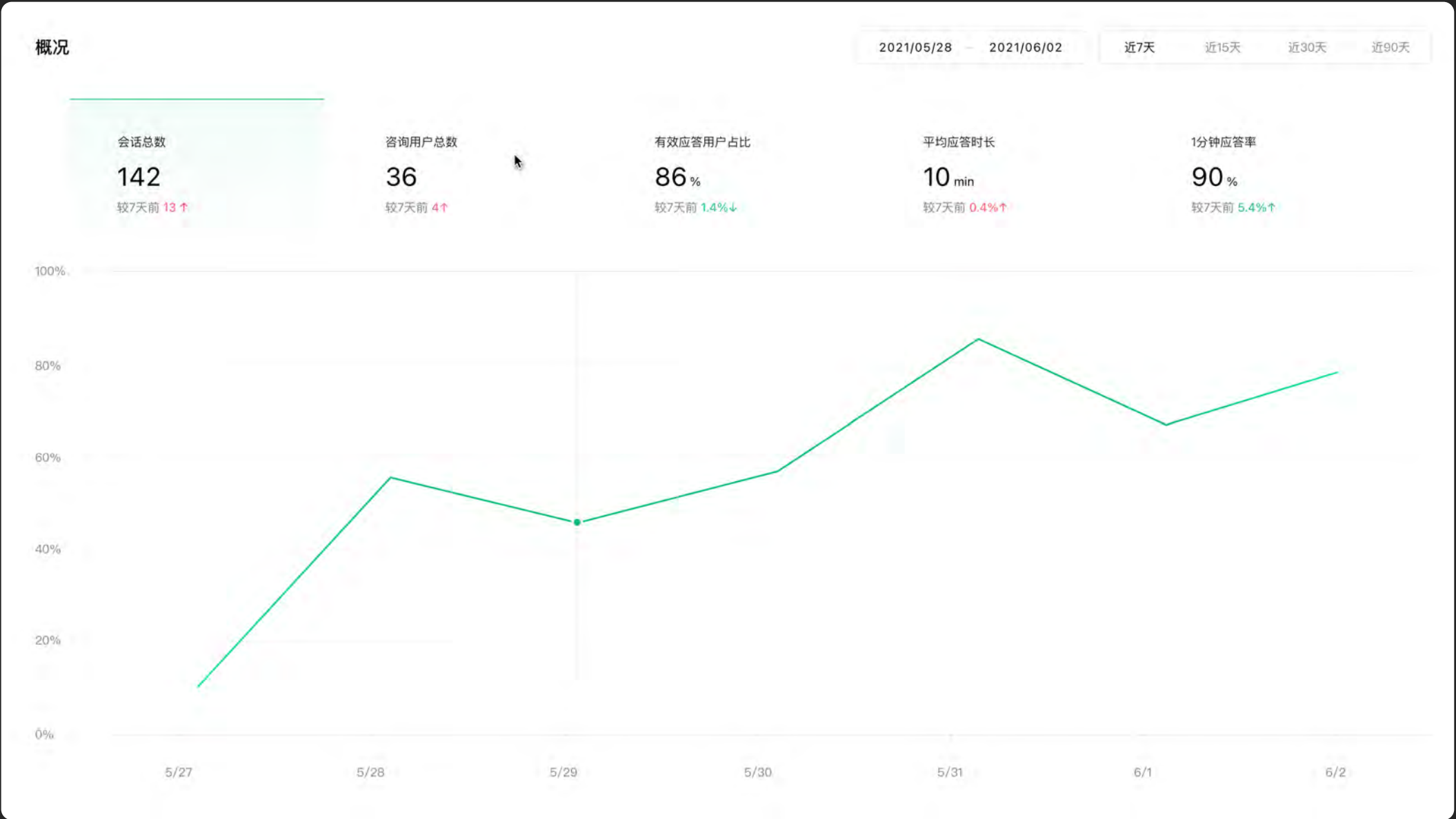Improve capabilities and provide Data–overview

Response rate   37%
Customer Satisfaction   24%
Churn Rate   18%

PC Data Dashboard

Mobile Data Dashboard

Customer Data