



商业视角下的用户体验

USER EXPERIENCE IN BUSINESS VIEW



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善于通过体验的视角为用户与商业提供双向的价值。曾就职于英国剑桥设计公司并与OpenIDEO合作进行社会创新设计。带领团队在消费、零售、服务等领域为NIKE, PUMA, 美亚保险, Raspberry Pi 等多家品牌提供体验规划及设计相关的资讯服务。

设计

Design



商业

Business

利用

设计

Design



商业

Business

电视广告 / 7天免费试用 / 充满诱惑的购买页面



把商业的问题留给商业



Business is Business

商业视角下的用户体验

User Experience

Product Designer



Sustainable Designer



RSA Student Design Awards

Re-Invent the Toilet



A group of smiling African children, with a central girl in a brown shirt being the focal point. The image is dimmed to serve as a background for the text.

RSA Student Design Awards

Practical Toilet Design between African Countries and Existing Gas Tanks

Using process



1

Container



2

Container



3

Lid

Another benefit of unit design is the product is the container for people defecation inside and also is a lid. The new one is put on the top to isolate bacteria after people using.

Design points



Raised Bottom

Reason 1:

The bottom of the container is designed as a raised shape, because this shape can separate the force from falling faeces. This is also the reason why the bottom of beverage can is raised.



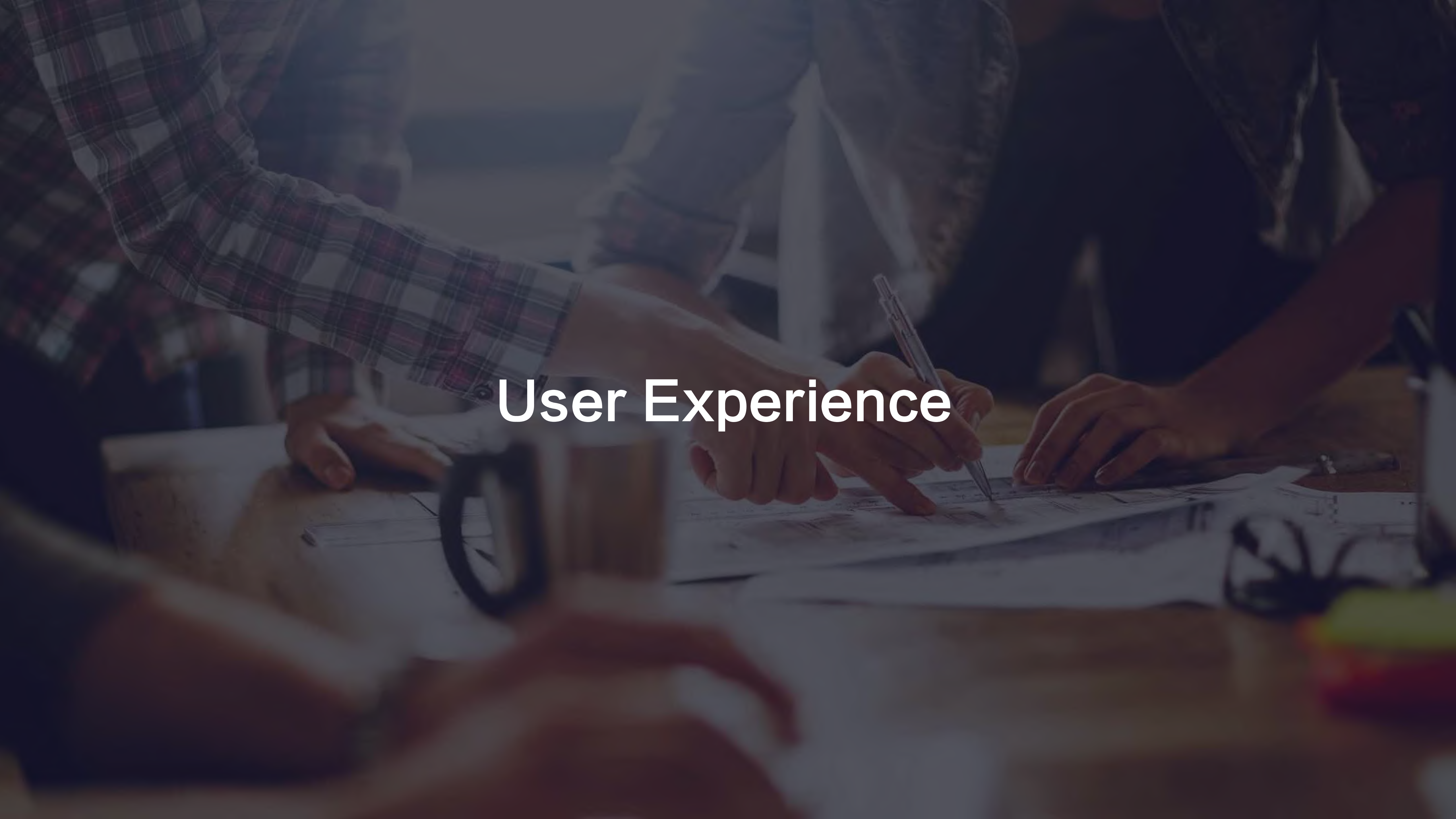
Reason 2:

This shape allows the liquids flow down, which reduce the space between 2 layers when they put together to transporting.



WIN

如何确保国民知道这项服务？
如何确保国民又信任这项服务？

A group of people are gathered around a table, focused on reviewing documents. One person is pointing at a document with a pen, while others look on. The scene is dimly lit, with a dark overlay. The text 'User Experience' is centered in white.

User Experience



站在商业的视角，最大化保护用户



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USER EXPERIENCE ~~IN BUSINESS VIEW~~



去设计用户体验

A tall, cylindrical lighthouse stands on a dark, rocky island at night. The lighthouse has several glowing windows and a bright light at the top. The background is a dark, misty sea with distant hills.

引导

GUIDE



在用户的视角去反驳商业



用商业的身份去牺牲用户体验



设计非点状的用户体验

The background is a deep blue, textured space filled with faint, glowing celestial bodies. Several spiral galaxies are visible, along with nebulae and various planets. In the foreground, two large, dark, spherical planets are prominent, each surrounded by a system of thin, concentric orbital rings. The overall composition is a cosmic-themed background for a title slide.

关系

RELATIONSHIP

陌生人

一般友人

朋友

家人

Strangers

Acquaintances

Friends

Family

商业目标

- 与潜在用户建立连接

商业目标

- 让用户接触品牌

商业目标

- 与用户持续互动，建立用户对品牌的依赖

商业目标

- 产生品牌信任与忠诚



社会行为（他人态度或行为）影响个人行为的方向变化的过程



社会影响

- ◆ 群体影响中找相似
- ◆ 个人影响中找差异

利用社会影响 设计不同阶段下的用户体验

陌生人

熟人

朋友

家人

商业目标

· 与潜在用户建立连接

用户行为

· 探索品牌
· 产生连接

群体影响中找
相似性

&

商业目标

· 与用户持续互动，建立用户对品牌的依

用户行为

· 使用产品
· 对产品产生偏爱

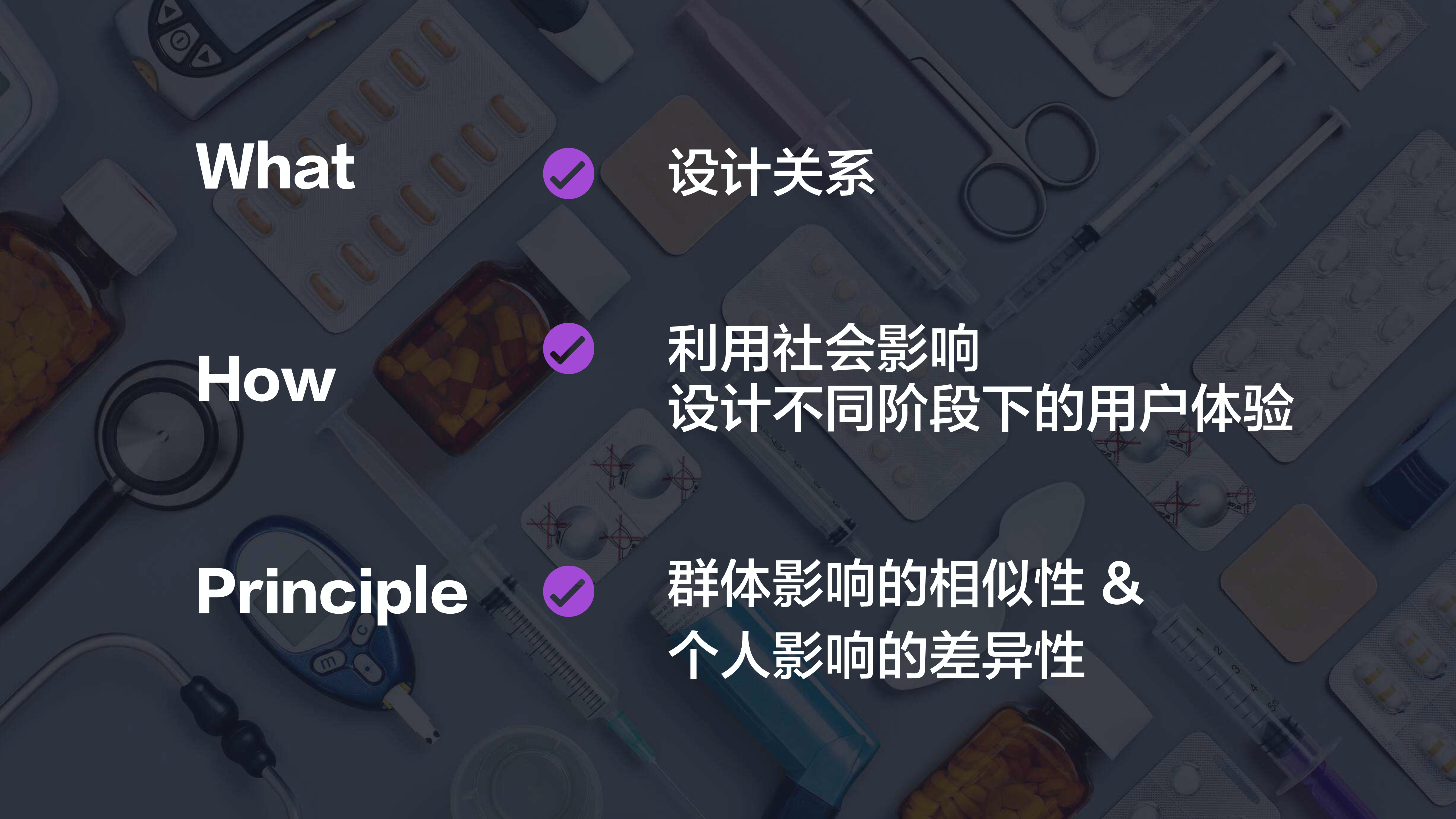
个人影响中找
差异性

商业目标

· 与用户持续互动，建立用户对品牌的依

用户行为

· 探索品牌
· 维护品牌

A dark, semi-transparent background featuring a collage of medical supplies including syringes, pill blisters, a stethoscope, and a glucose meter.

What



设计关系

How



**利用社会影响
设计不同阶段下的用户体验**

Principle



**群体影响的相似性 &
个人影响的差异性**

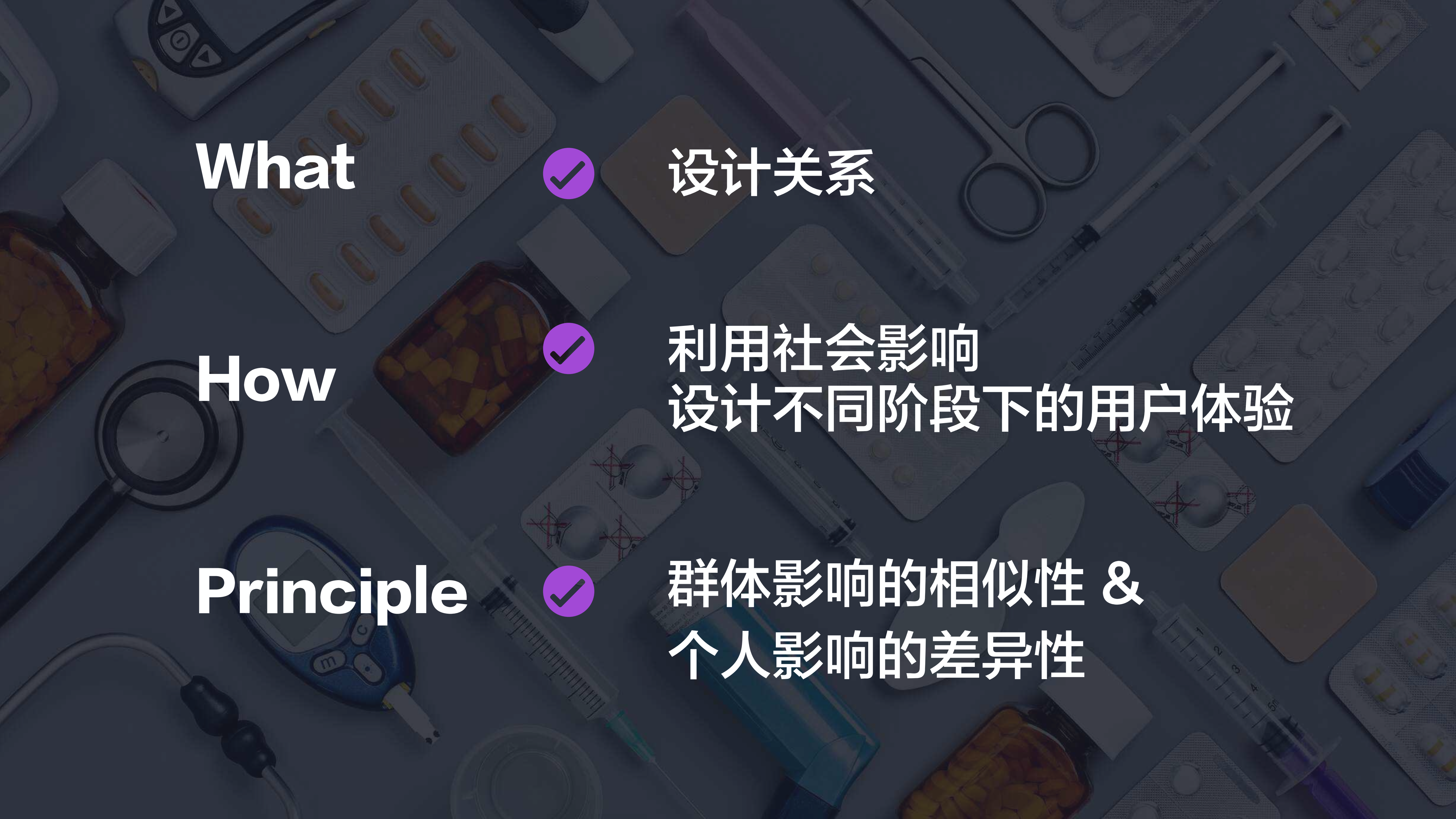
群体影响的相似性 & 个人影响的差异性



渠道



产品

A dark, semi-transparent background featuring a collage of medical supplies including syringes, pill blisters, a stethoscope, and a glucose meter.

What



设计关系

How



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谢谢大家

CHEERS!