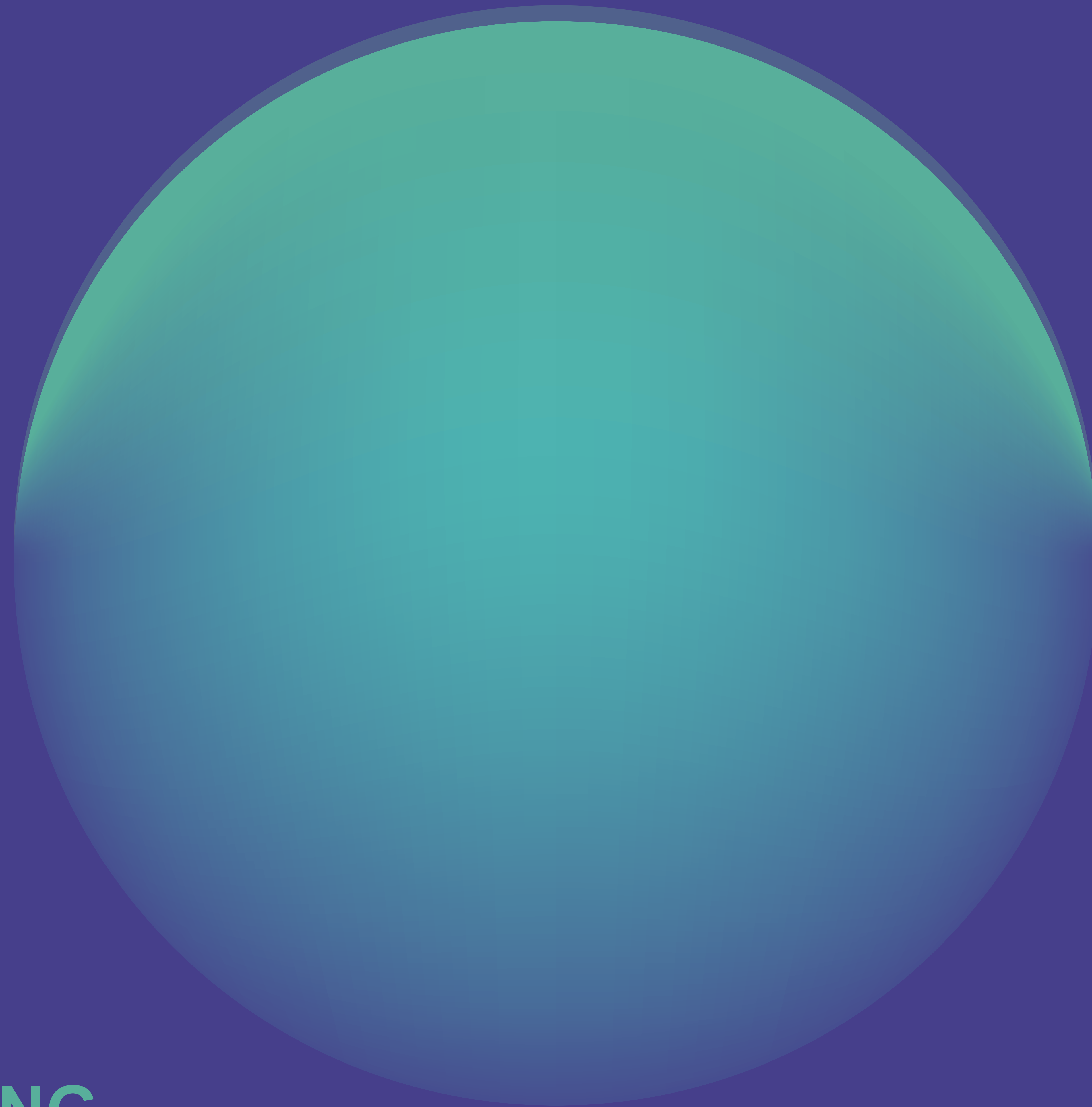


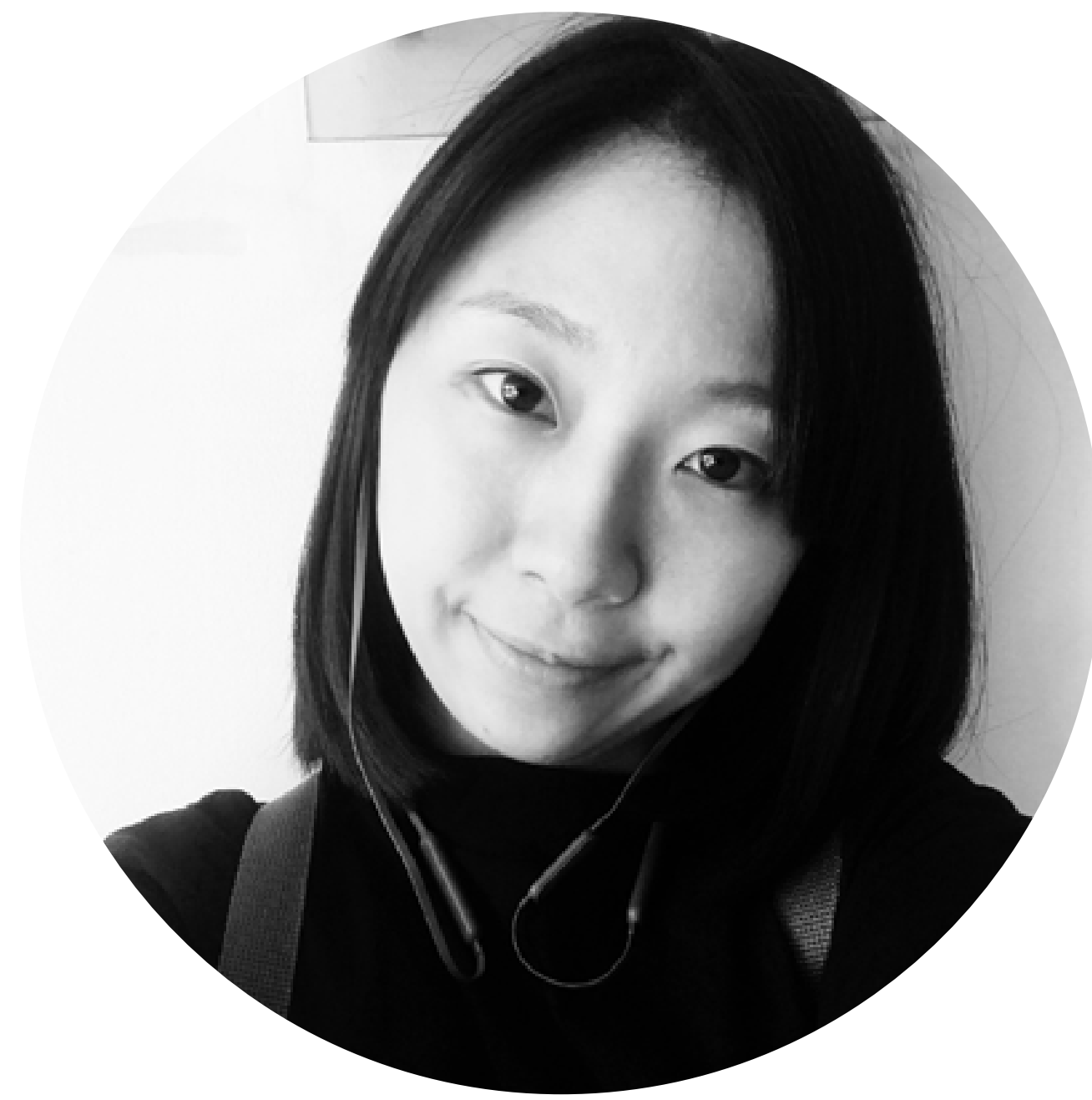
Portfolio



2018
PORTFOLIO

DONG JING
INTERACTION DESIGN

Personal Information



Undergraduate School:

2010-2012

School: Beijing union university

Major: Computer Science and Technology

Work Experience:

2013 - 2015

HEBEI PUBLISHING GROUP.LTD

Position: Book designer & IOS Developer

2015 - 2017

SUNING COMMERCE GROUP CO., LTD.

Position: Senior IOS developer

Portfolio website: www.artjing.com

Skills:

Coding Skills:

Object-C, C++, JS, Processing, Unity

Design Skills: PS, AI, InDesign, AE, Premiere

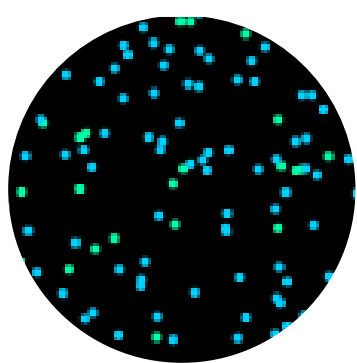
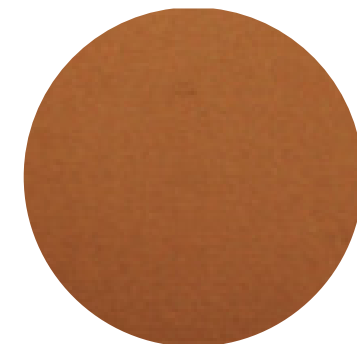
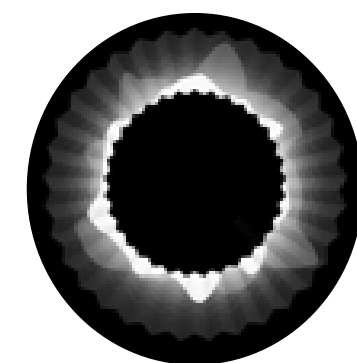
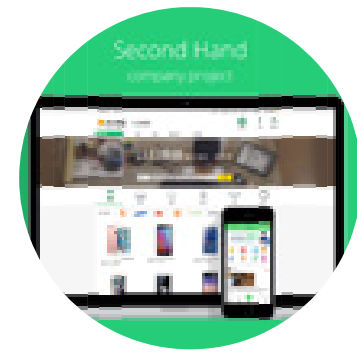
r

Awards:

Third-class scholarship

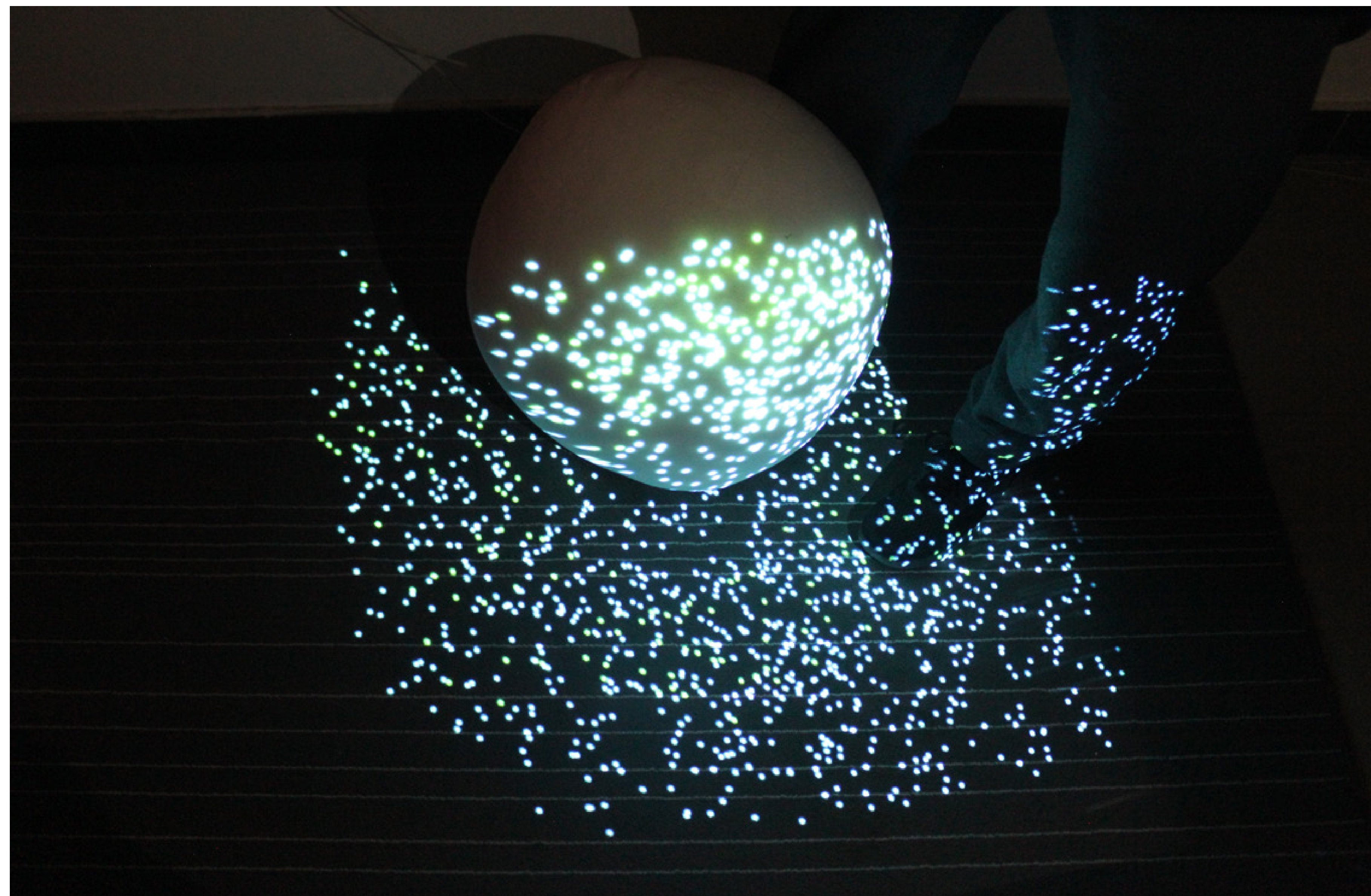
Annually outstanding staff of Suning

CATALOGUE

Emotion Convert Space	03	
Emotion Track device	13	
Interactive Folding Screen	20	
Pain Of Loneliness	30	
FanFan	38	
Red Baby	45	
Jewelry Design	50	

EMOTION

Emotions are highly hidden and unstable, lack of alerting mechanisms, therefore we often cannot receive physical feedback signals. We need to find out an outlet or a relief for emotion. As a signal mechanism, emotions conveys the inner feelings and contradictions to us. It can be the result of external stimuli or internal imbalances. I used two concepts from psychology in my design work, behavior expression and symbolic expression. Behavior expression is when the emotion is at the critical point, we use hit and other body actions to express. Another is symbolic expression, it means that we reconstruct the inner feelings and cognition by artistic way. **In this subject of emotional, I put forward two design directions: one is emotion conversion space, the other is emotion track device.**



Direction1 :
Emotion Convert Space



Direction2 :
Emotion Track device

01 Emotion Convert Space

Individual Project
Interactive Space

This project aims to help people **relieve depression**, through soft sculpture, device and space interaction, realizing emotional expression. After interacting with this space, people are able to **understand self-emotions**. Finally, this space can visualize emotions, promoting dialogue with emotion and strengthen self-awareness.

Keywords: Hit Behavior Touch And Embrace Shut Behavior



What is behind of the destructive behavior ?

What is emotion ?

*Where does the emotion come from ?
how to vent emotion ?*

Emotion

HOW TO HELP PEOPLE SOLVE
THEIR EMOTIONAL PROBLEMS

I Design Research

01 Background

Behind the damaged items, people's emotions are hidden. I want to explore where do people's emotions come from and in what form are they expressed. So I searched some aspects of emotions.

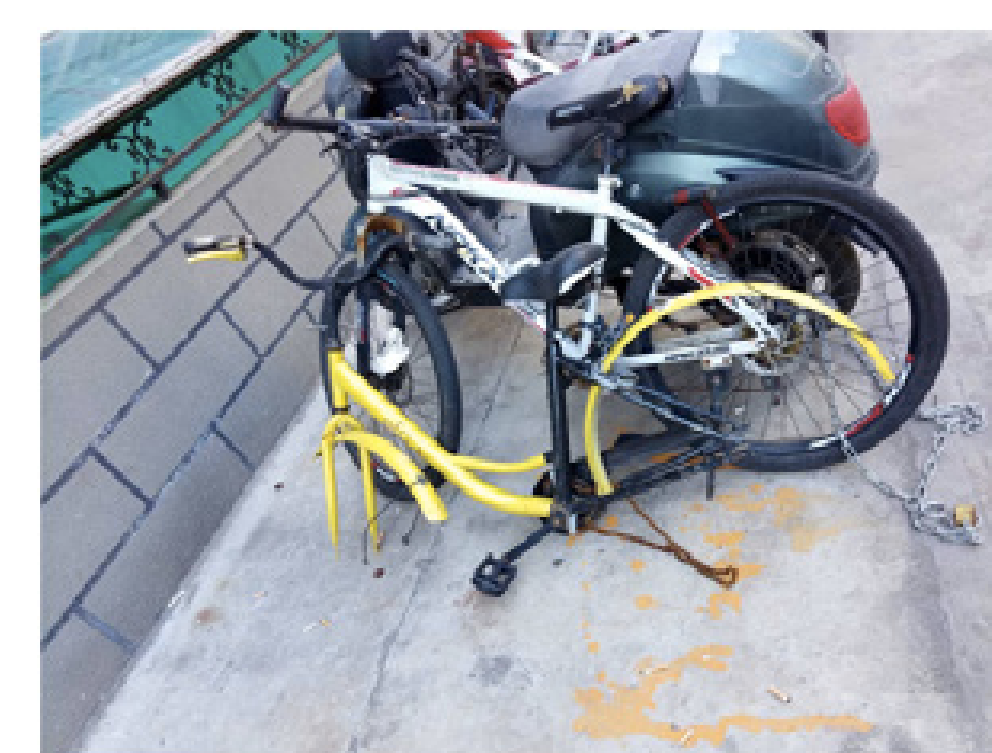
3
Billion

Number of patients with
depression

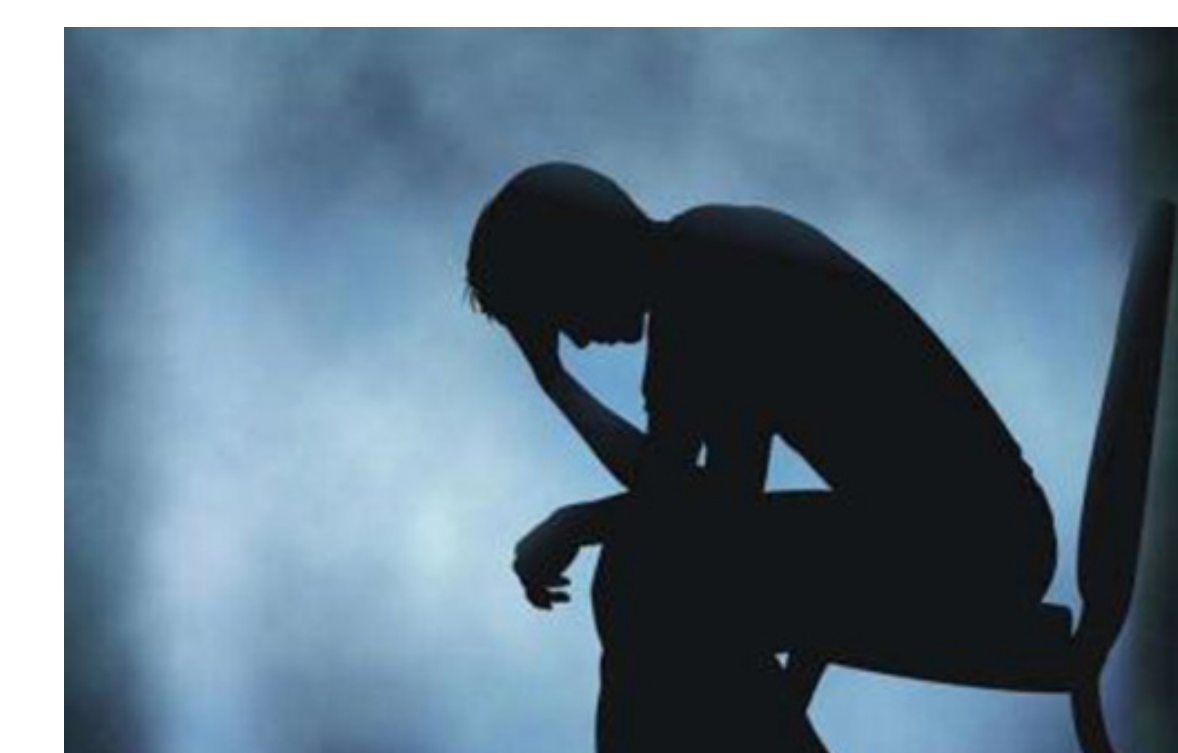
65%

Number of people has
symptoms of anxiety

02 Observation



Behind the damaged items, people's emotions are hidden.



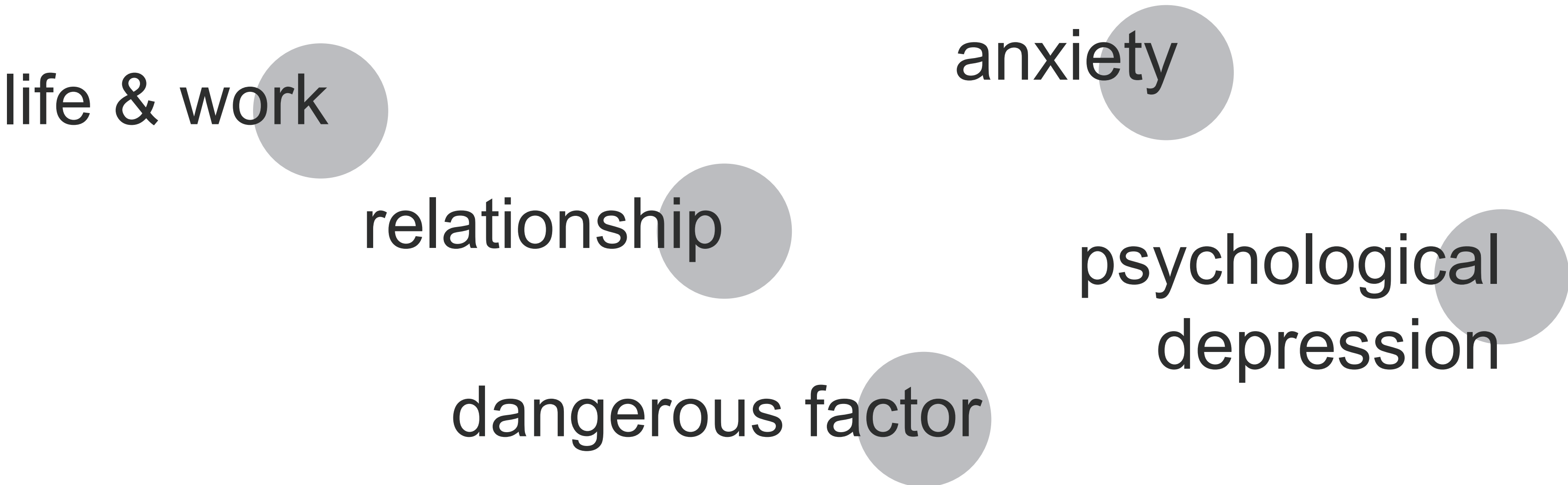
After long times depression, people always have serious mental problems.



03 Definition Of Emotion

► What is emotion?

Emotion is a kind of energy, and it can be accumulated and converted in the human body. If you depress emotion, it will reach a high level, and becomes a big problem.

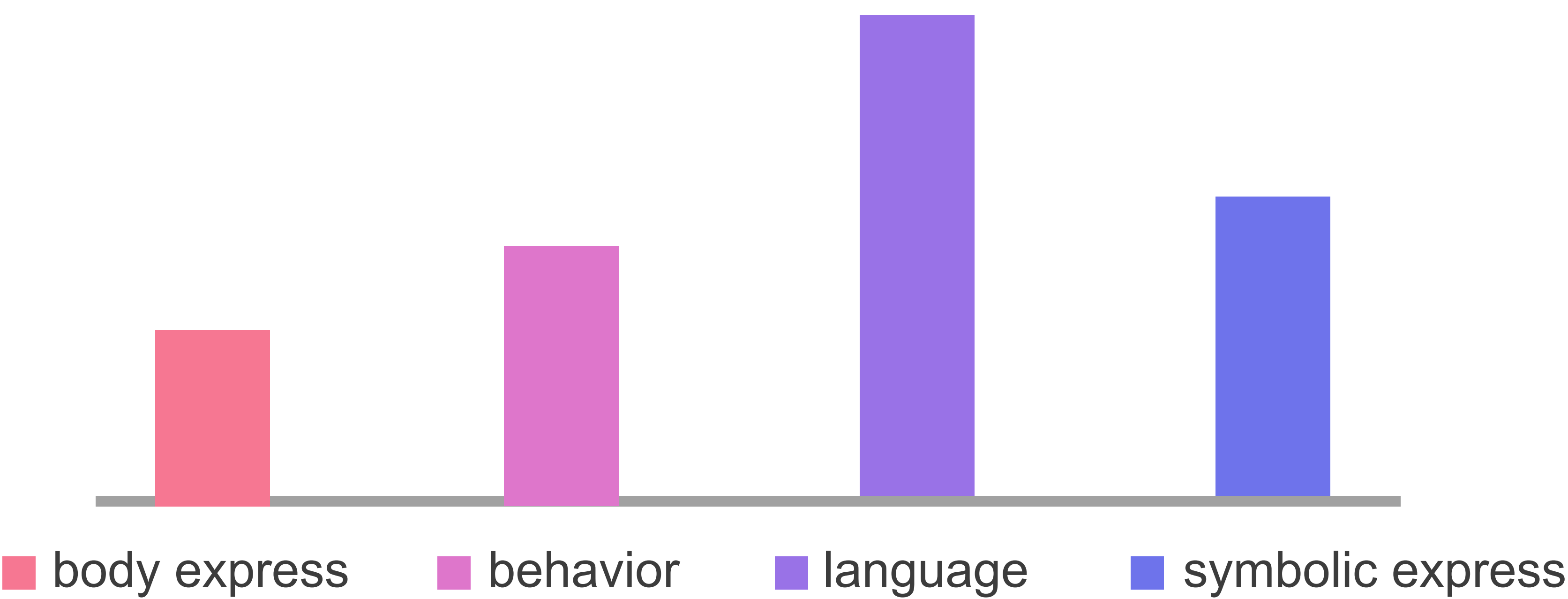


► Negative Emotion

Many psychological problems are caused by our negative emotion. Sudden explosion out of control also leads to some serious problem.

► The relationship between psychology and emotion

I search some information about how to convert negative emotion among psychology field.



Body express	Behavior	Language	Symbolic Express
Disease (Heart disease, hypertension, cancer)	Destructive behavior Violent behavior Cry and Shout Exercise	Communicate Talk	Indirect ways (Dream, Art, Sandbox. Planting)

04 Interview



Xin Li
28
Designer
Beijing
Anxious

I feel depressed for a long time, this situation has exerted a negative impact on my life. I am a sensitive and introverted person, so I do not like to share my feeling with others.



Ming Cong
35
Lawyer
Hangzhou
Mild depression

I suffer from mild depression, and I often feel that my life lack motivation. I want to make efforts to improve my work, but finally I do nothing, which makes me fall into negative emotion.



Yang
22
Engineer
Beijing
Social phobia

I have a social phobia for several years. Because of my family and growing environment, I became more and more introverted, and dislike staying with other people. I feel happy only when I am alone.

► What kind of negative emotions ?

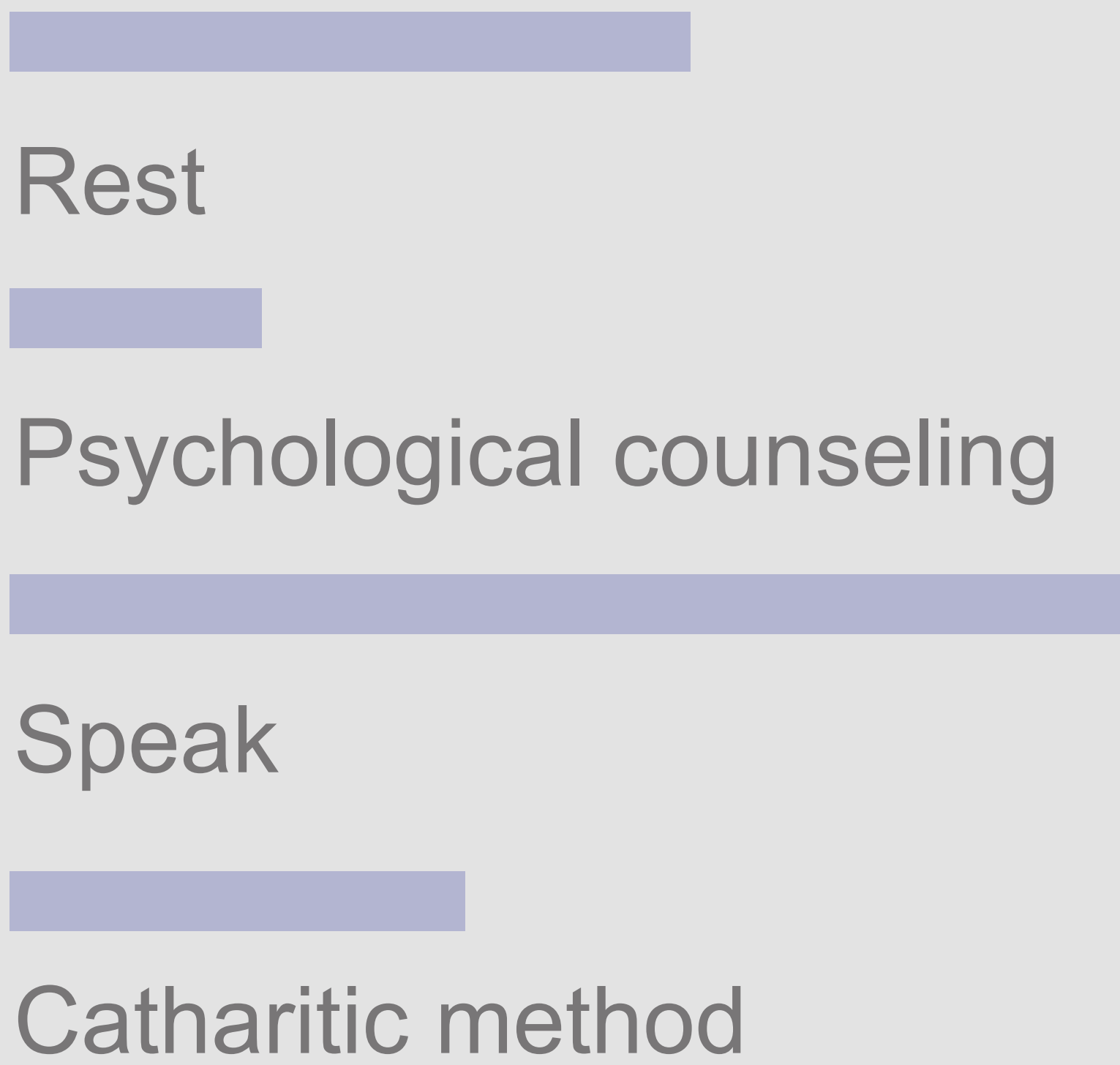
Emotion categories

- Angry
- Depressed
- Sadness
- Anxiety
- Fear
- Nervous

Ways of vent

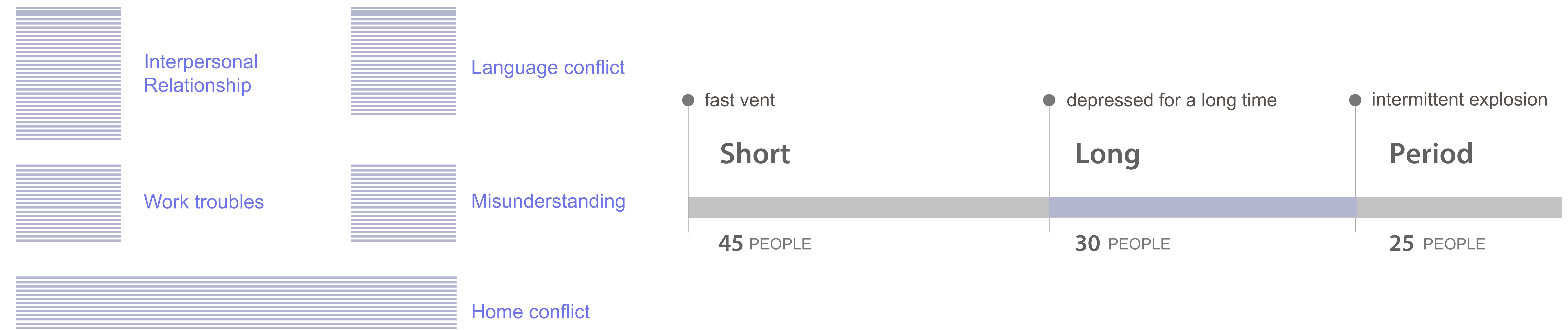
- Speak
- Catharitic method
- Body
- Write
- Symbolic expression
- Art
- Sport

Rates



► What contributes to negative emotions and the vent cycle?

I found five main reasons that cause our negative emotions through the questionnaire.



► Pain Points

● Privacy

People care about the problem of privacy, they are concerned about if other people notice their emotion. They will not vent in front of people.

● Intense vent

It is easy to vent when our negative emotions reach the peak or when we are stimulated by some external factors. That situation brings us a lot of troubles when we lose control of emotions.

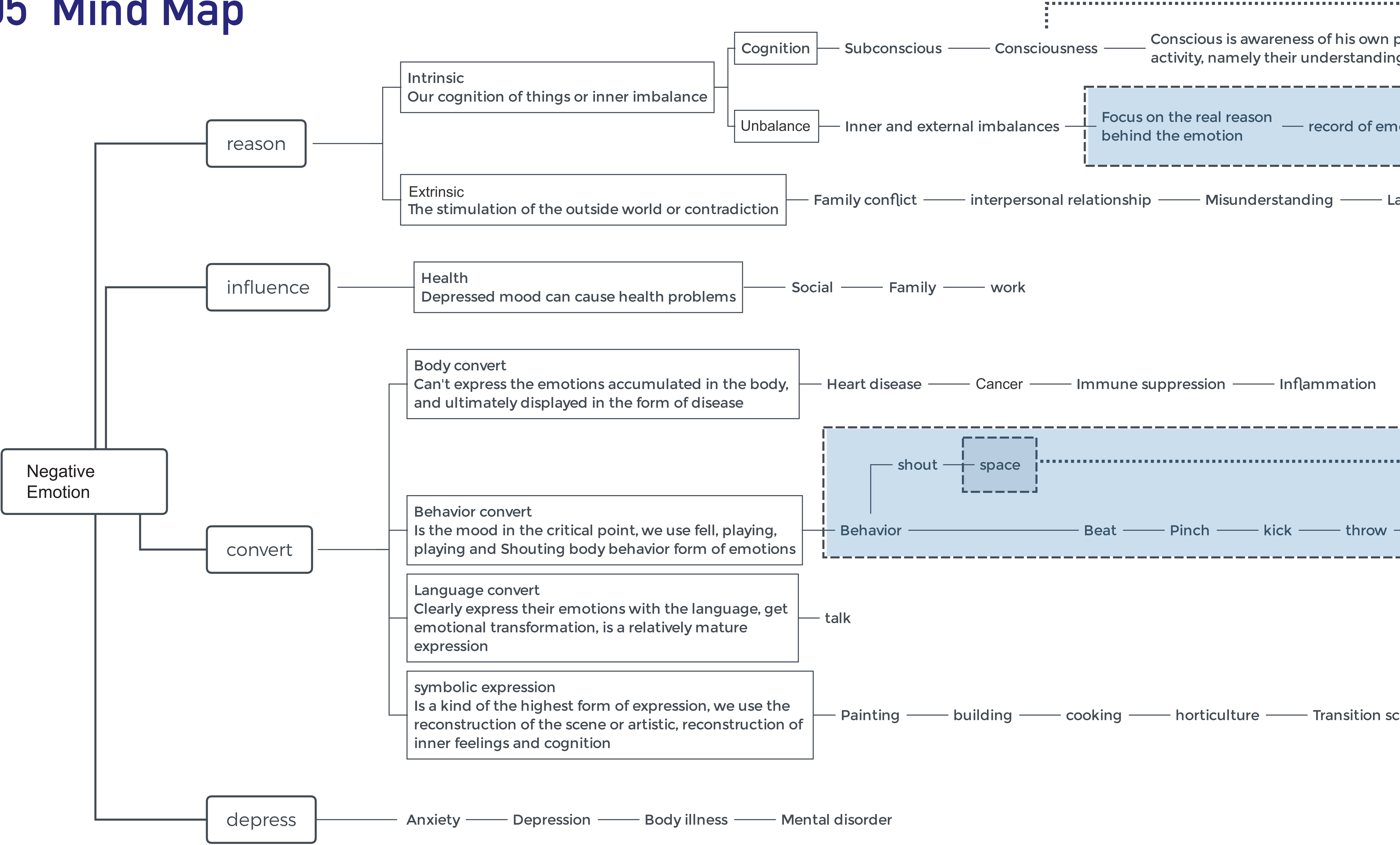
● Lack of chances to express

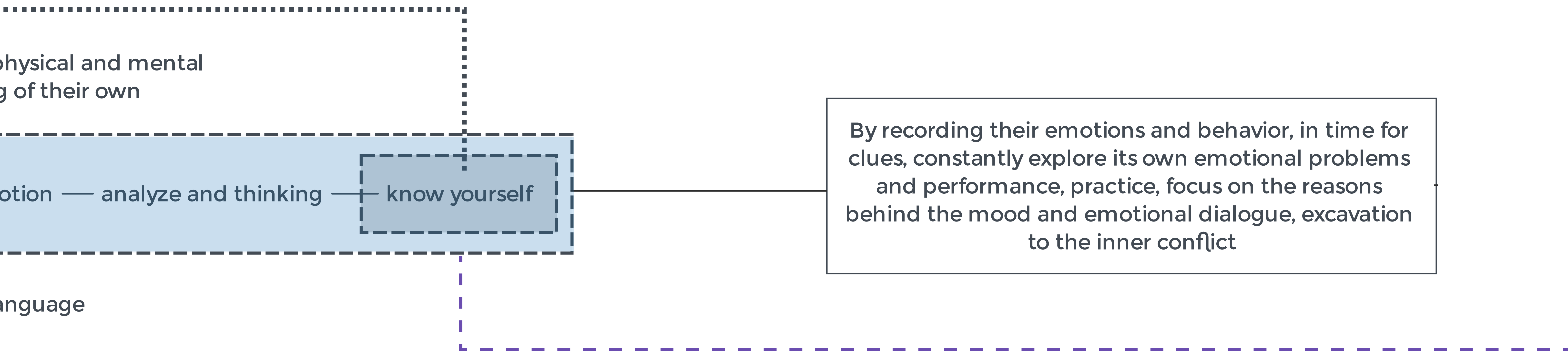
Many people dislike communicating with others to vent their emotions, they prefer hiding and accumulating emotion within their body.

● Depress for a long time

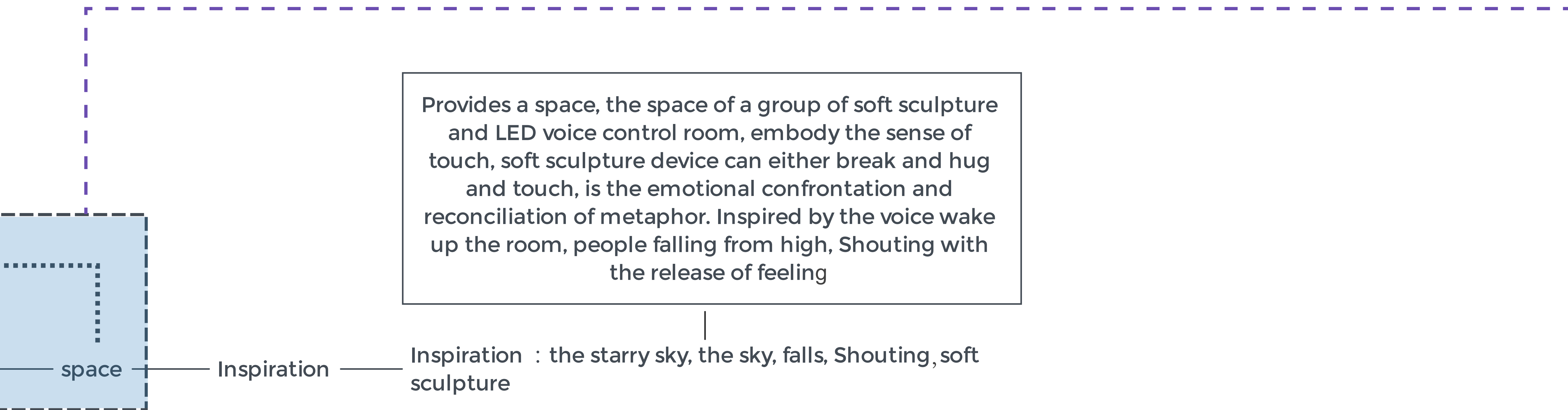
Many emotions are hard to find and hard to understand. In this way, those emotions could be depressed for a long time and bring us many problems.

05 Mind Map





Record & Awareness

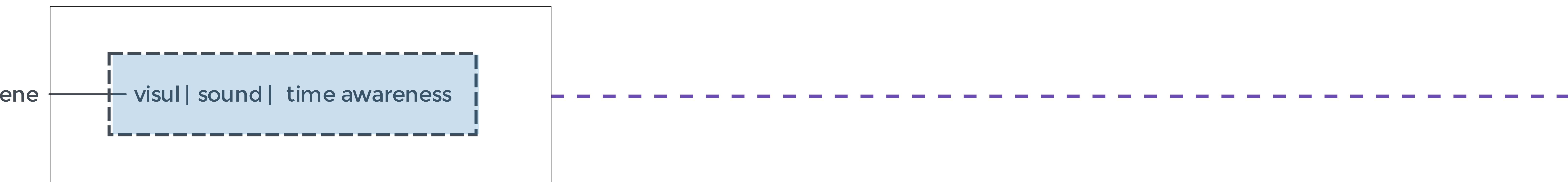


Behavior

Behavior could be used to vent emotion.

Voice

By shouting, people can relax themselves.



I Interaction Design

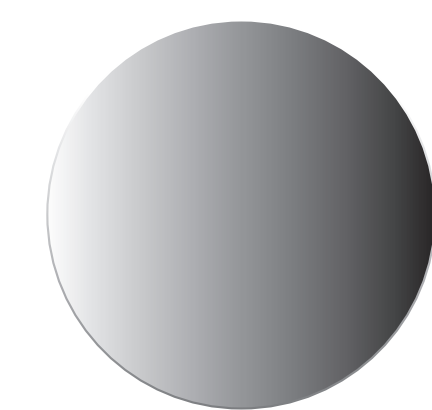
01 ENTERING SPACE

Emotion Convert Space

By hitting and throwing the ball, interacting with space, people's emotion will be released.

Soft Ball + Projection + Kinect

02 SPACE ONE



Interact With Ball

SPACE TWO 03 Voice Space

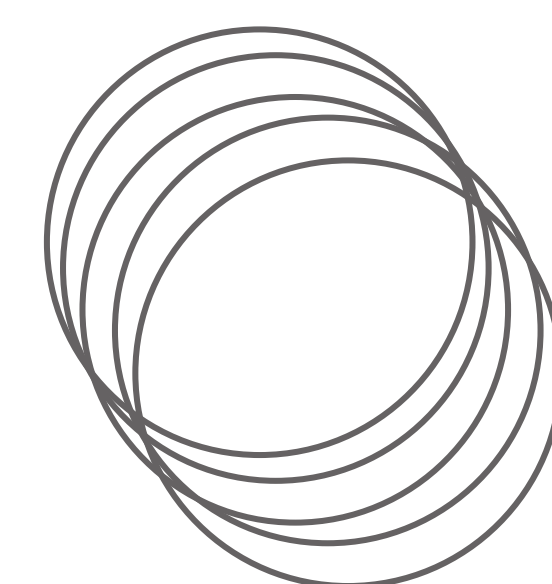


Shouting

By shouting, the color of the space will change. In this process, people's can have a feeling of relax.

Sound Sensor + LED

04 PRINT EMOTION LEAVE



Processing + Printer

Visualize Emotion

Kinect 4

Capturing user action

Projector 3

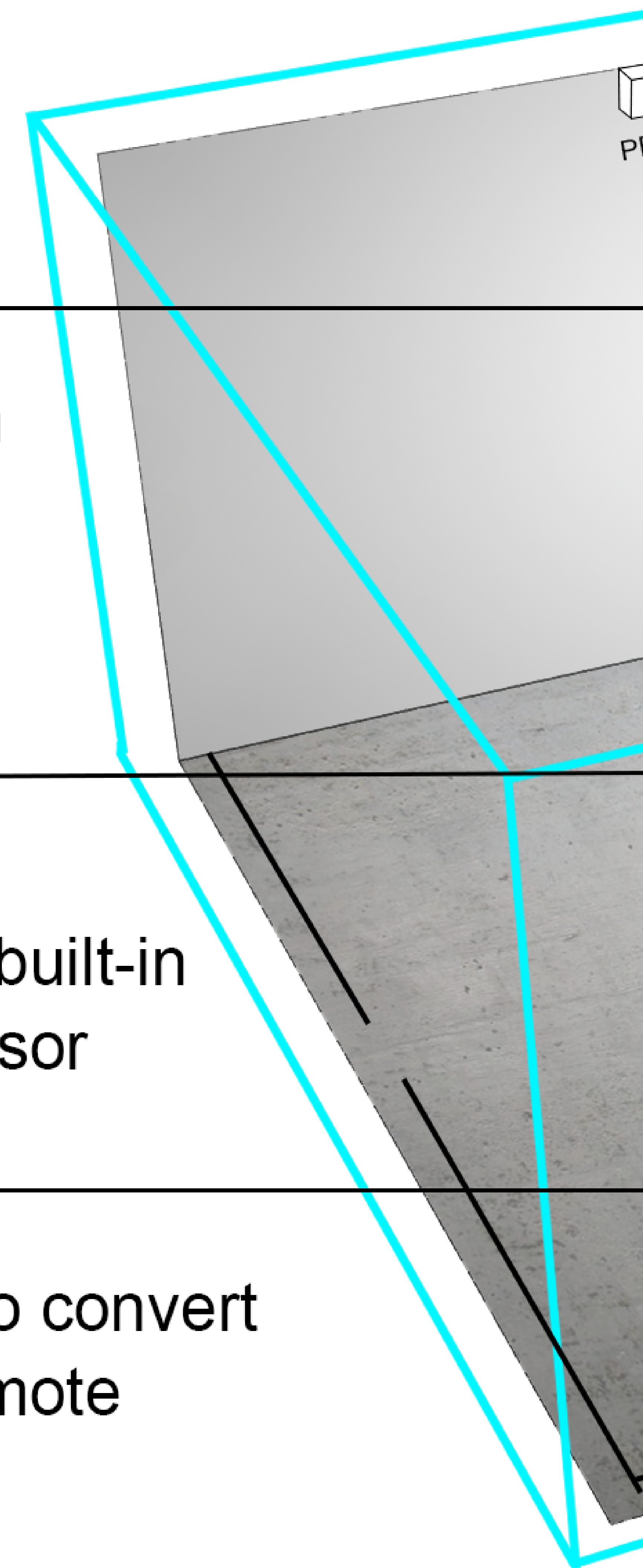
Project light and animation

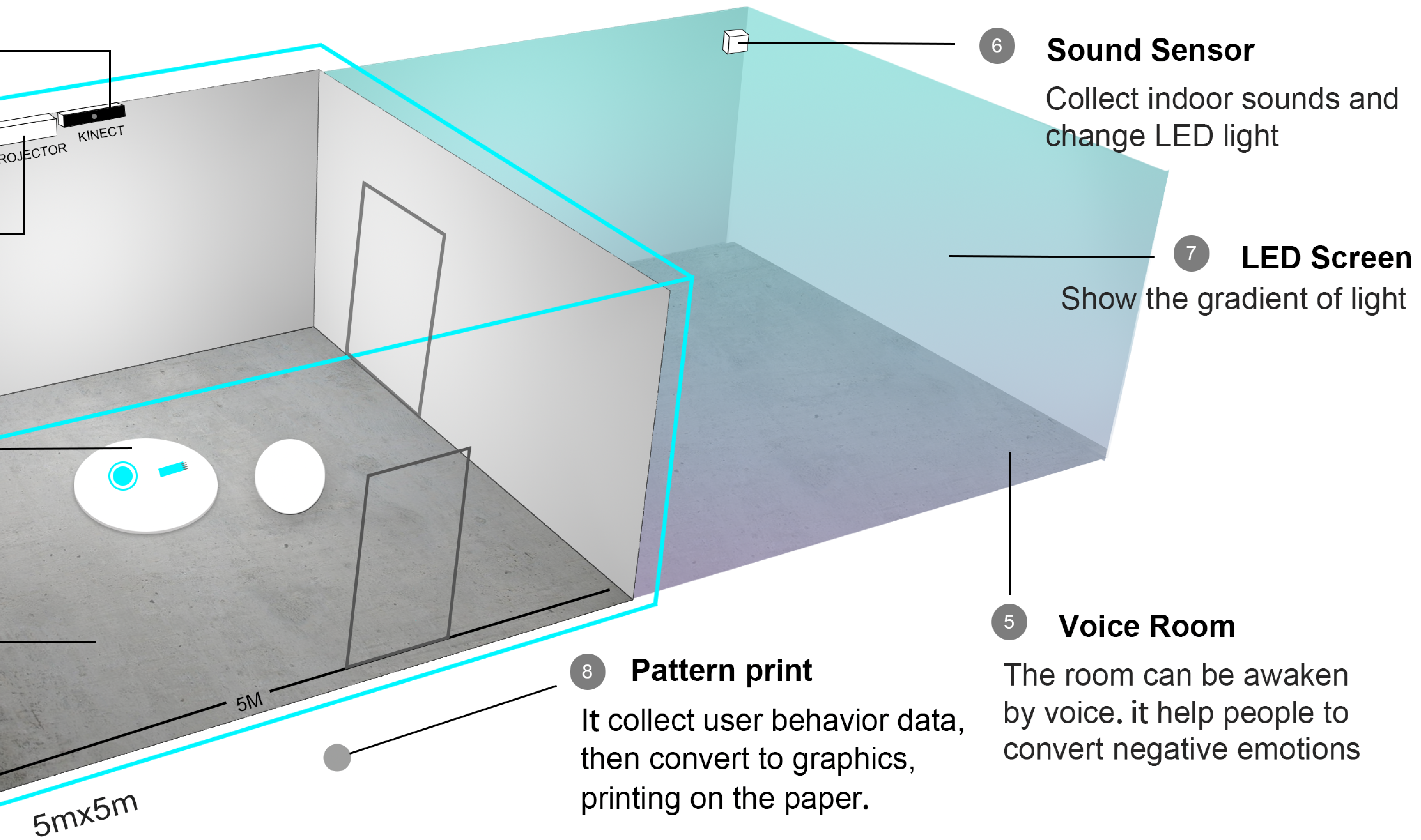
Soft Sculpture 2

It could be hitten and embraced, and it contains built-in vibration and pressure sensor

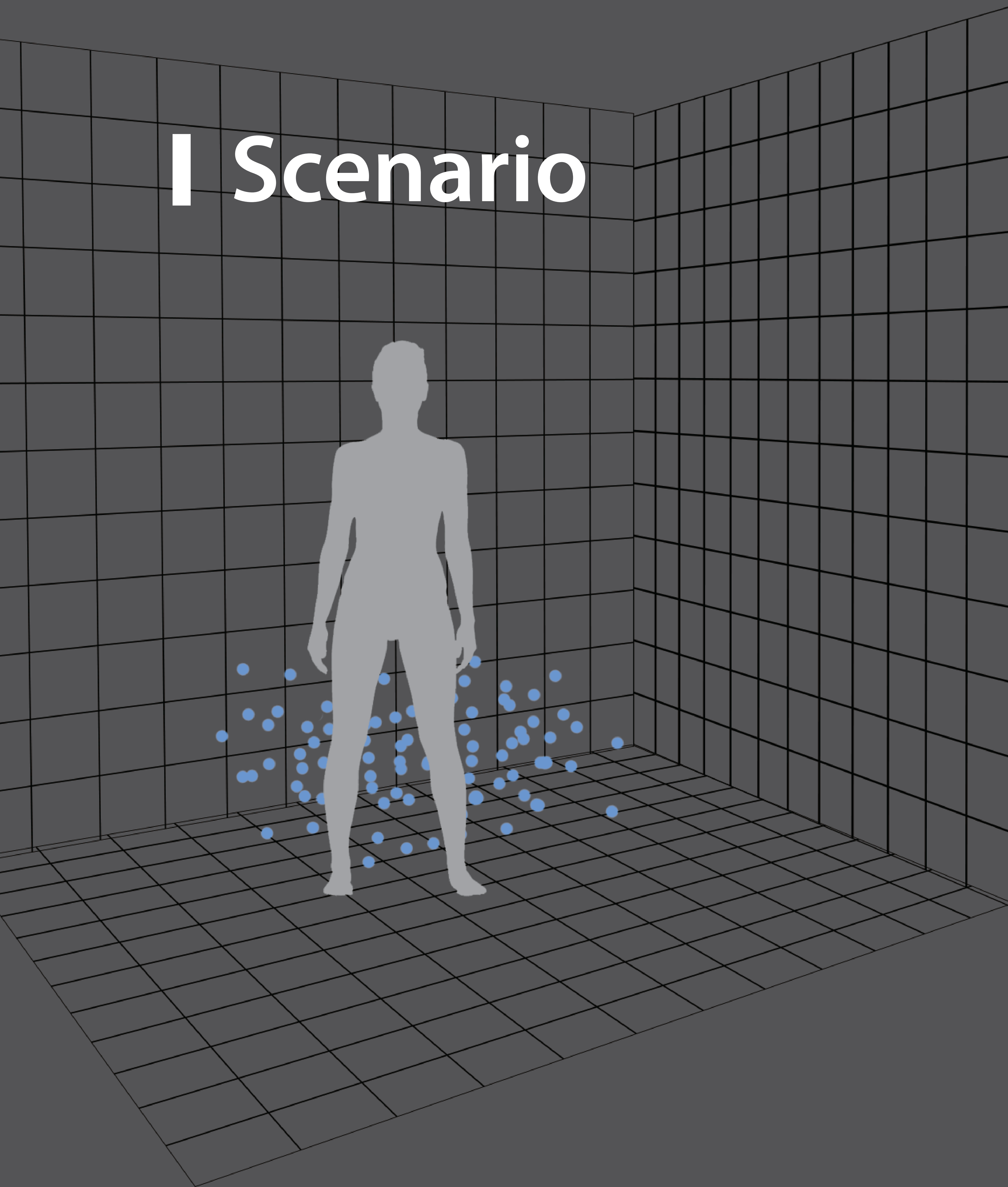
Space 1

Prividng people a space to convert negative emotion and promote self awareness



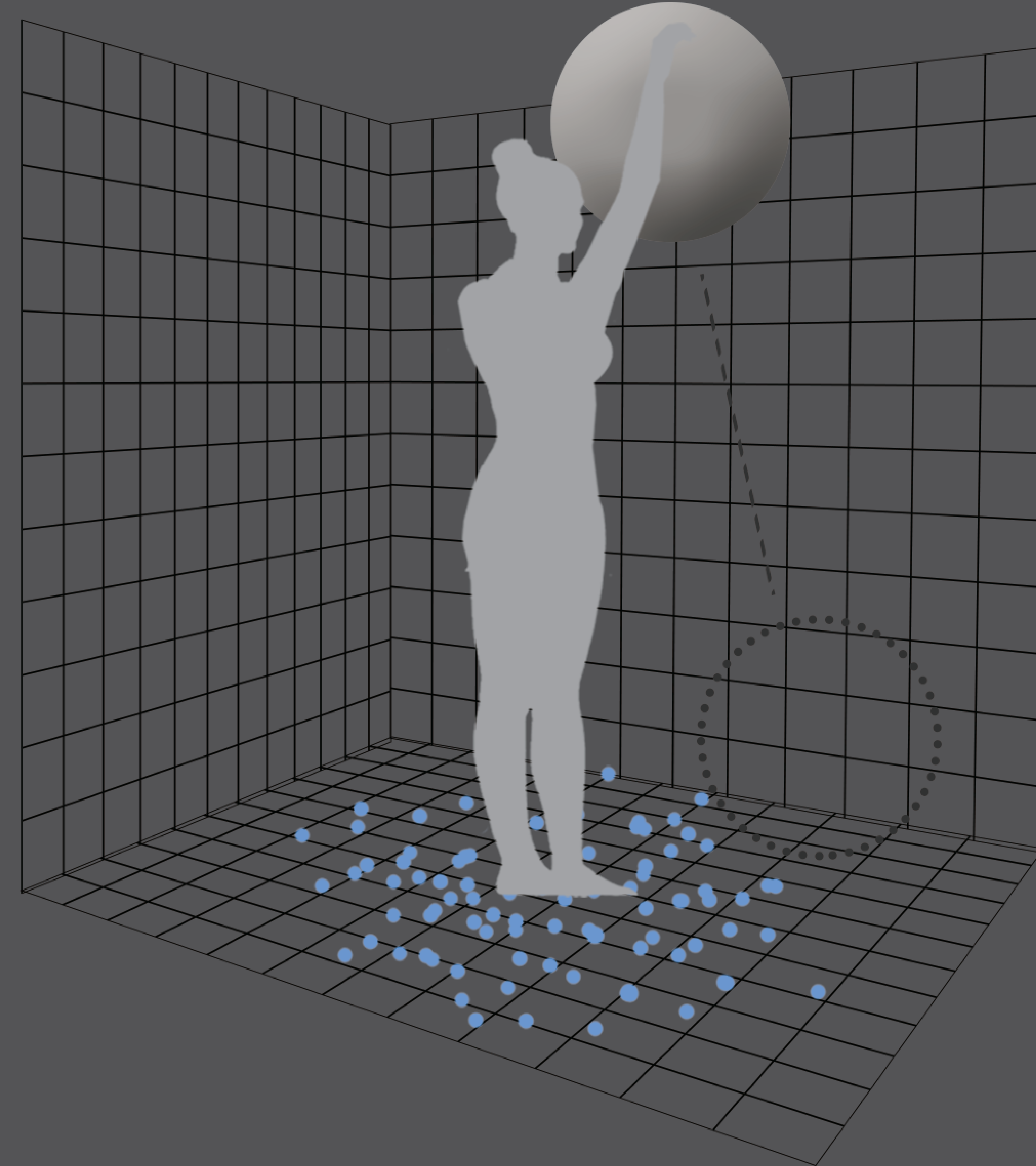


I Scenario



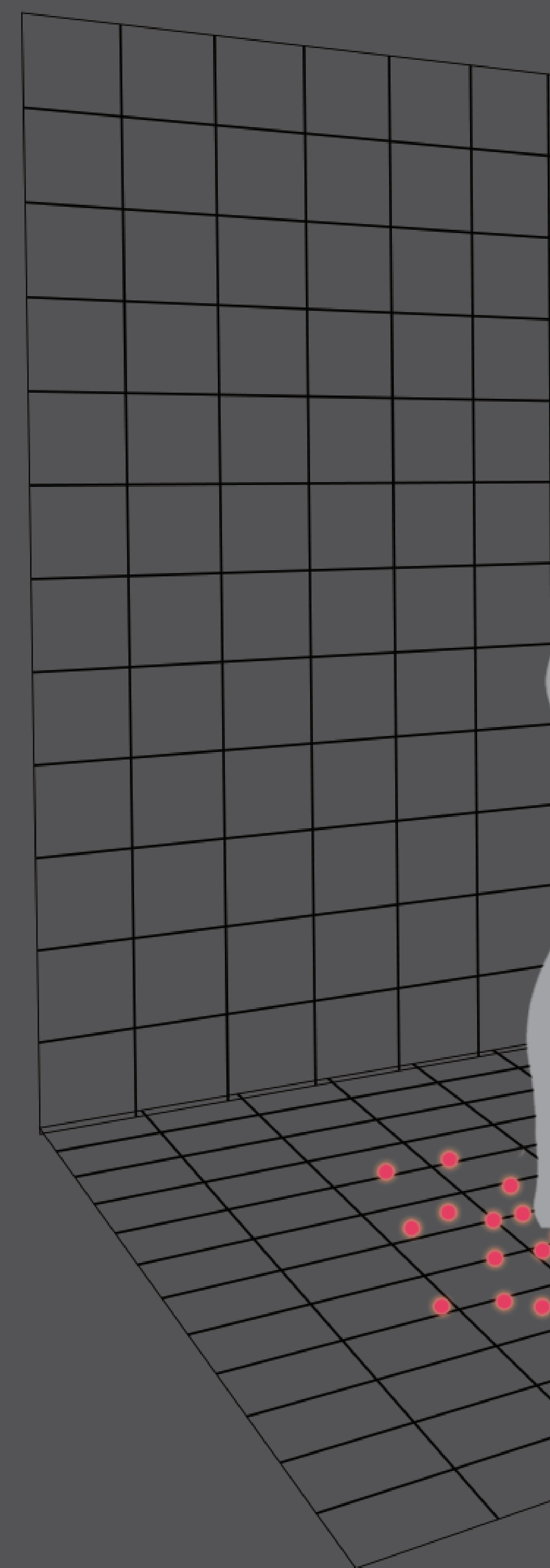
1 Enter Space One

When people entering this space, some spot light will show on the floor.



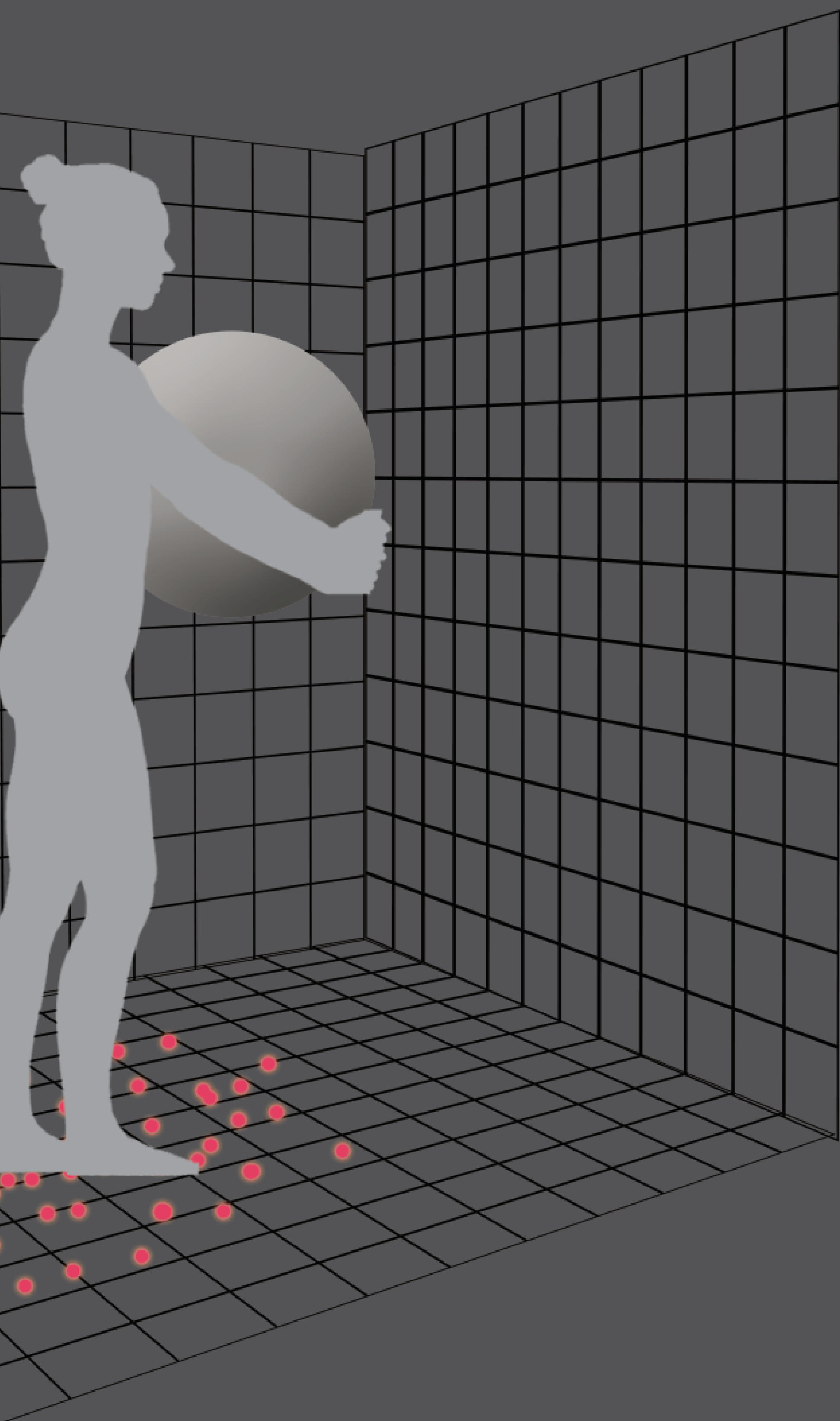
1 Hit behavior

Visitor could hit or throw the balls to vent their emotion.

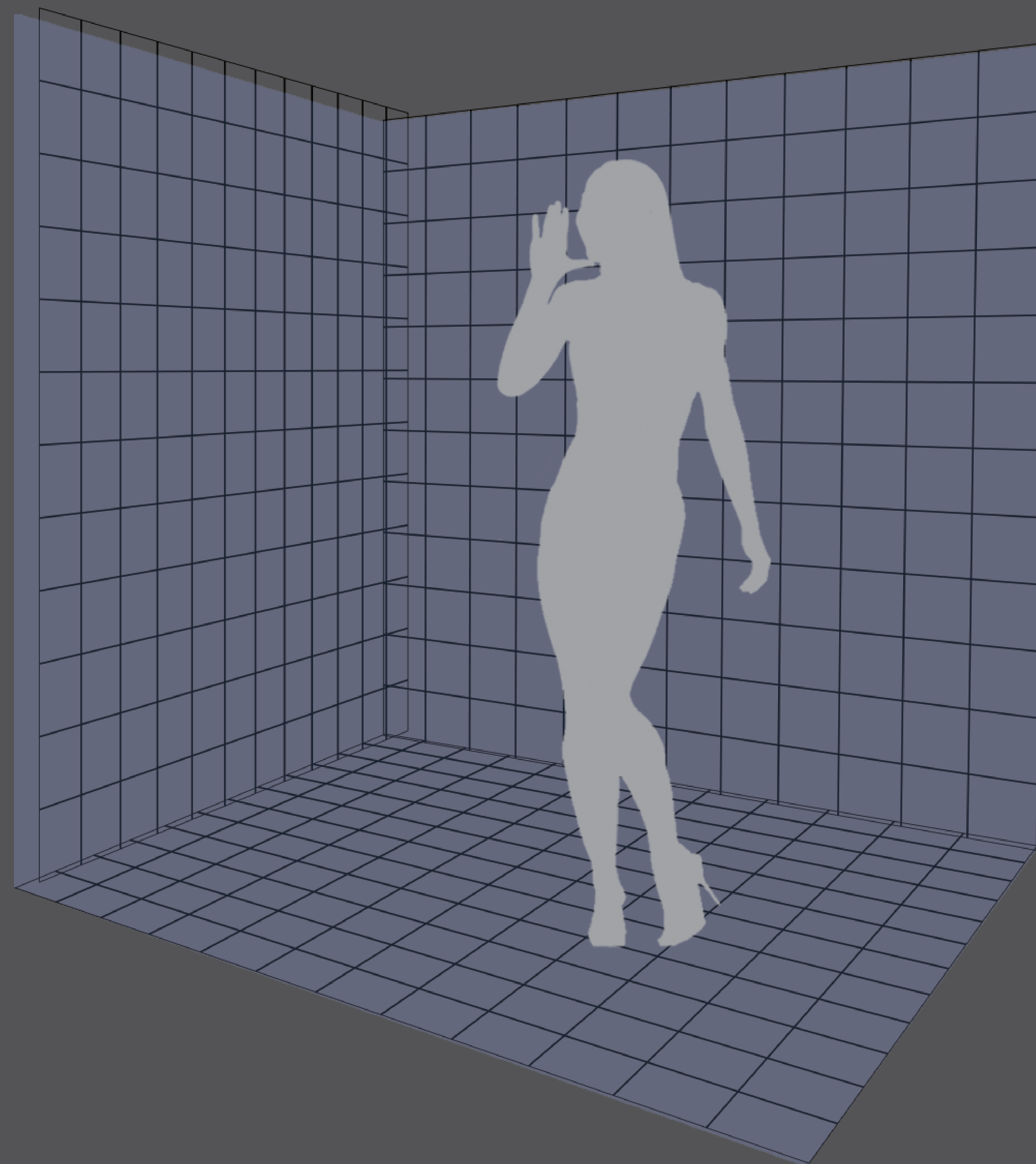


2 Embrace

People also could that means that and willing to com emotions.

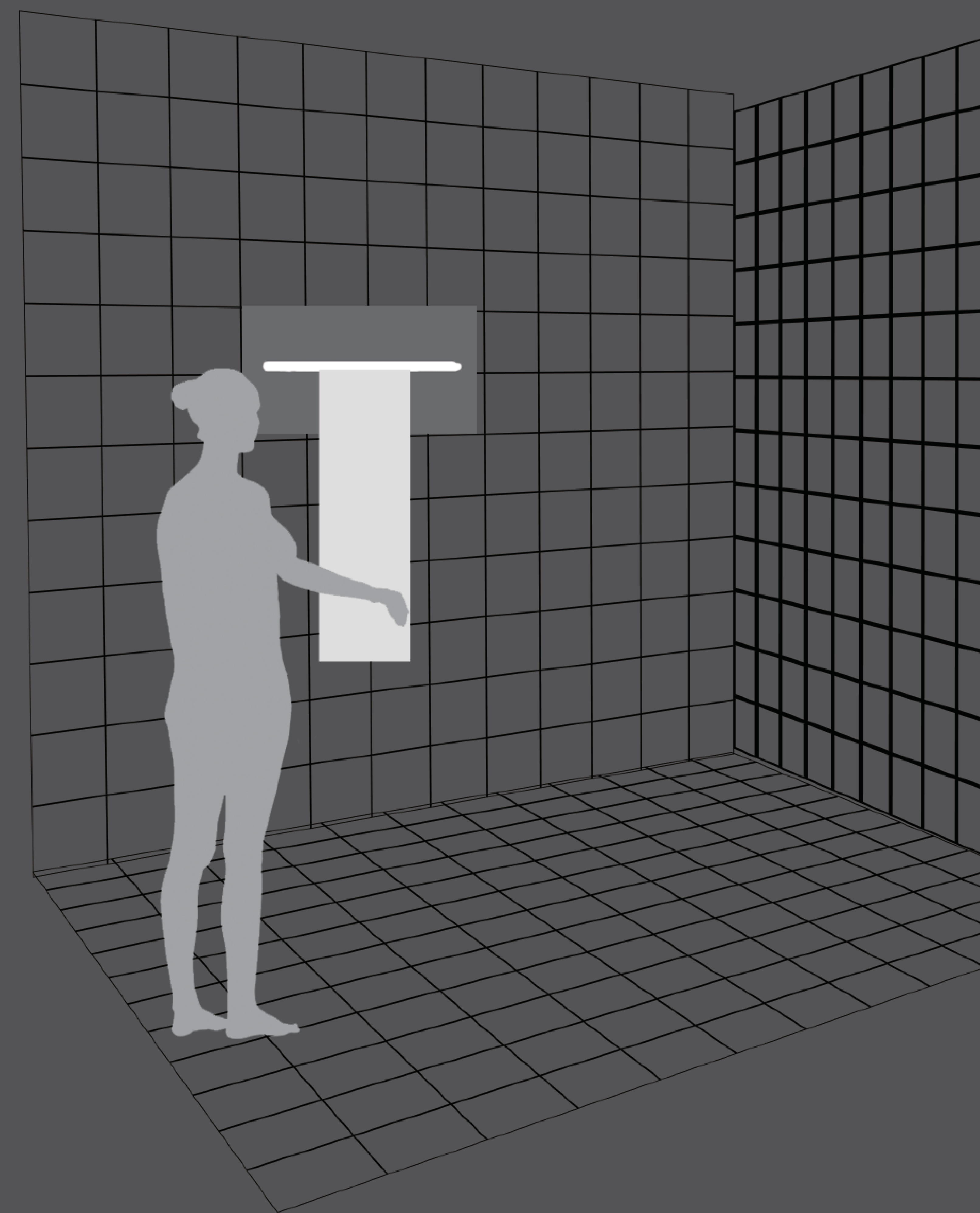


and embrace the ball,
they become calm
compromise with own



2 Enter Voice Space

In this space, people's voice
could evoke the color change of
the room.



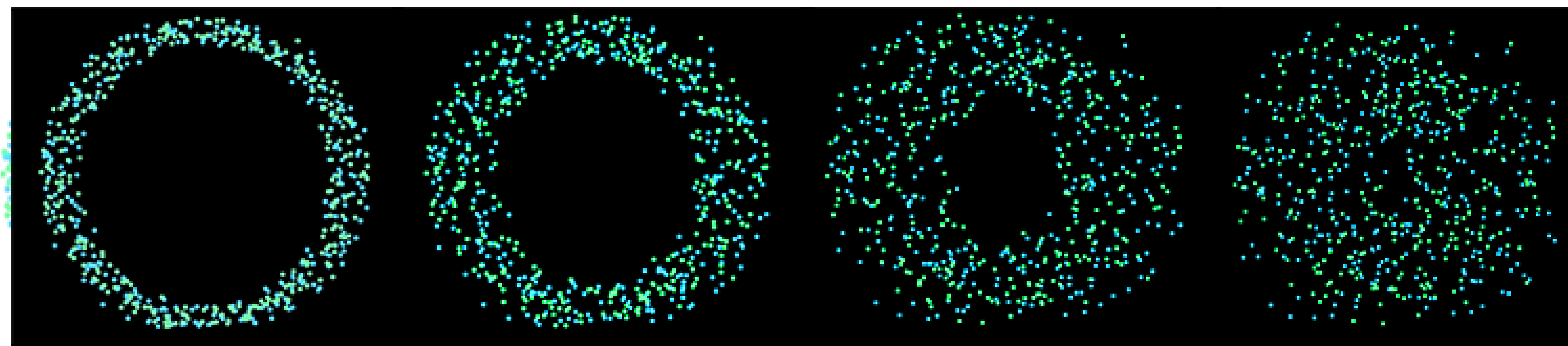
3 Data visualization

People will get a paper which
printed the visualized image in
this space.

I Pattern Design

1 TRACK MOTION

Points move with people's movements



Begin

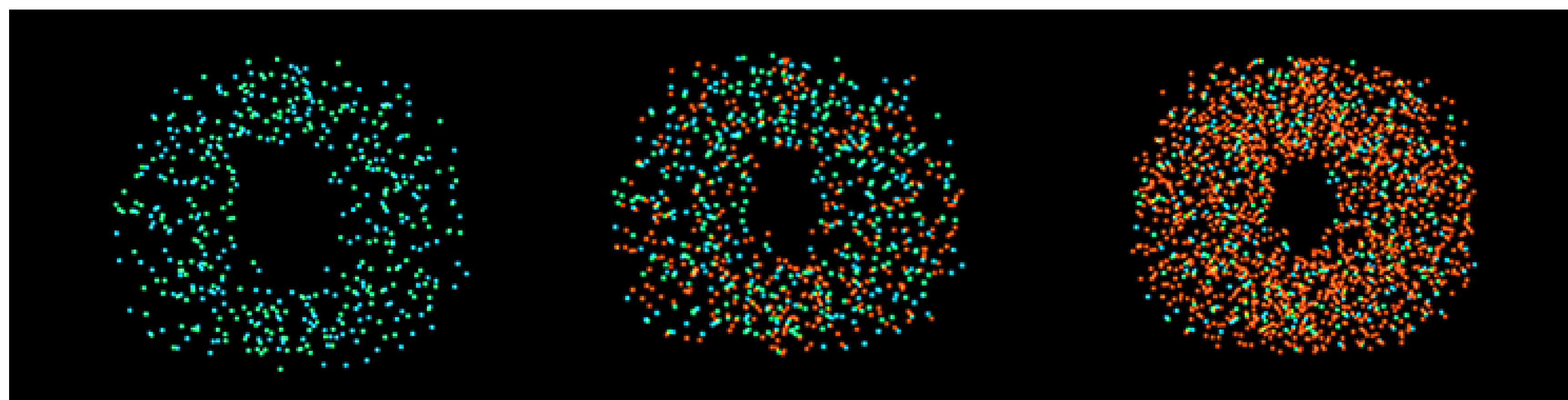
Appear

Final

When people enter this space, the light spots will appear and move with people.

3 EMBRACE BEHAVIOR

Light dots change when people embrace ball.



Begin

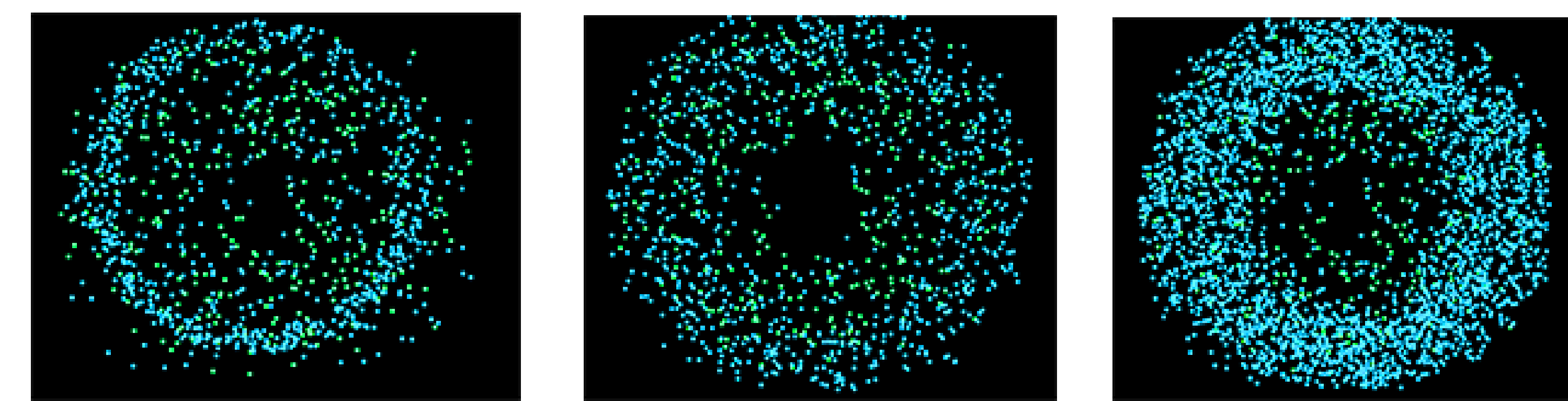
Increase Red Point

Final

Hugging balls brings inner calm. When we are embracing the soft sculptures, we can feel its softness and tactility. It help us to get peace of mind and strengthen self thinking.

2 VENT BEHAVIOR

Points change with vent behavior



Begin

Increase Blue Point

Final

Blue dots represent negative emotions. When people are venting, the blue light will increase. By venting behaviors, emotion will be released.

4 VOICE SPACE

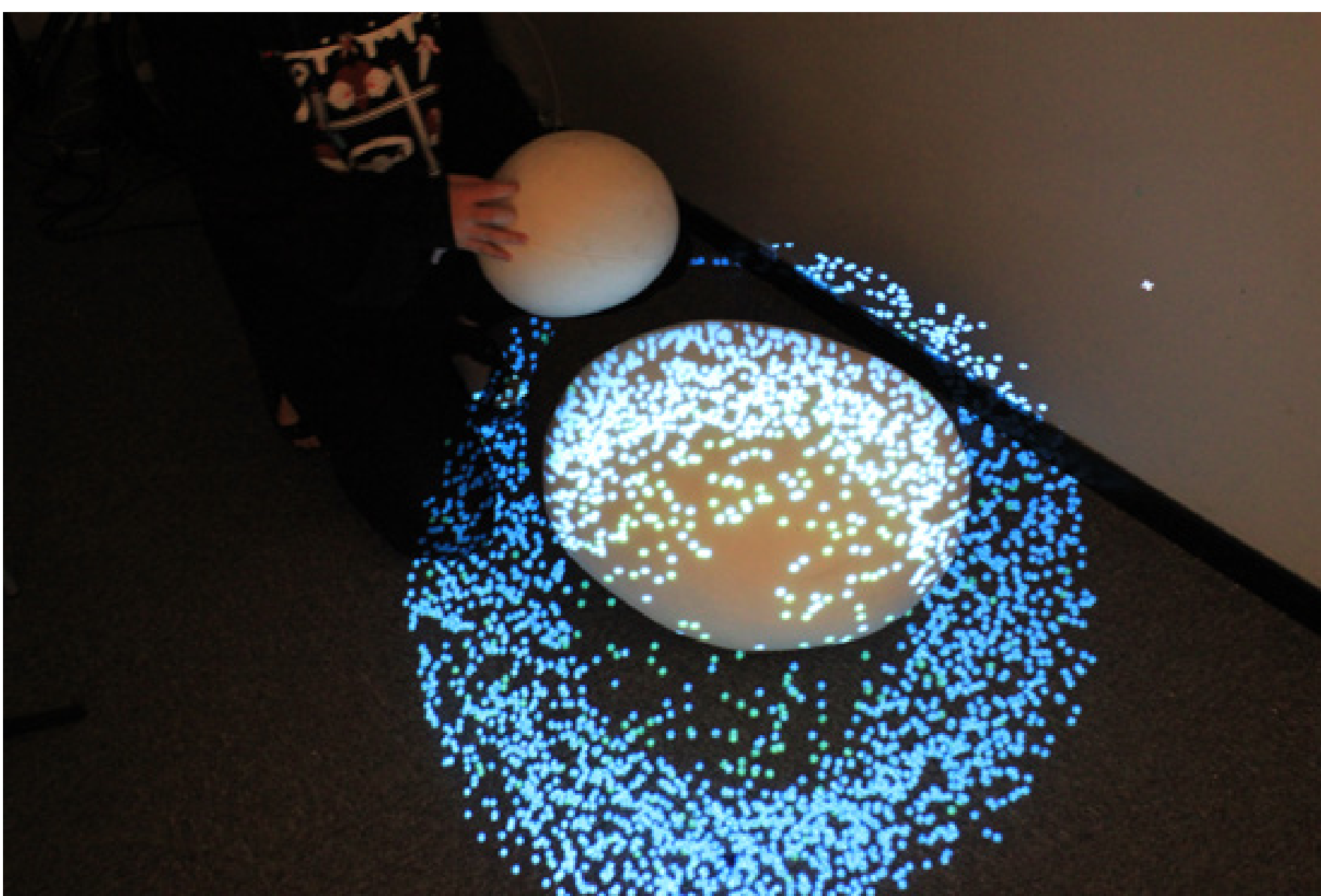
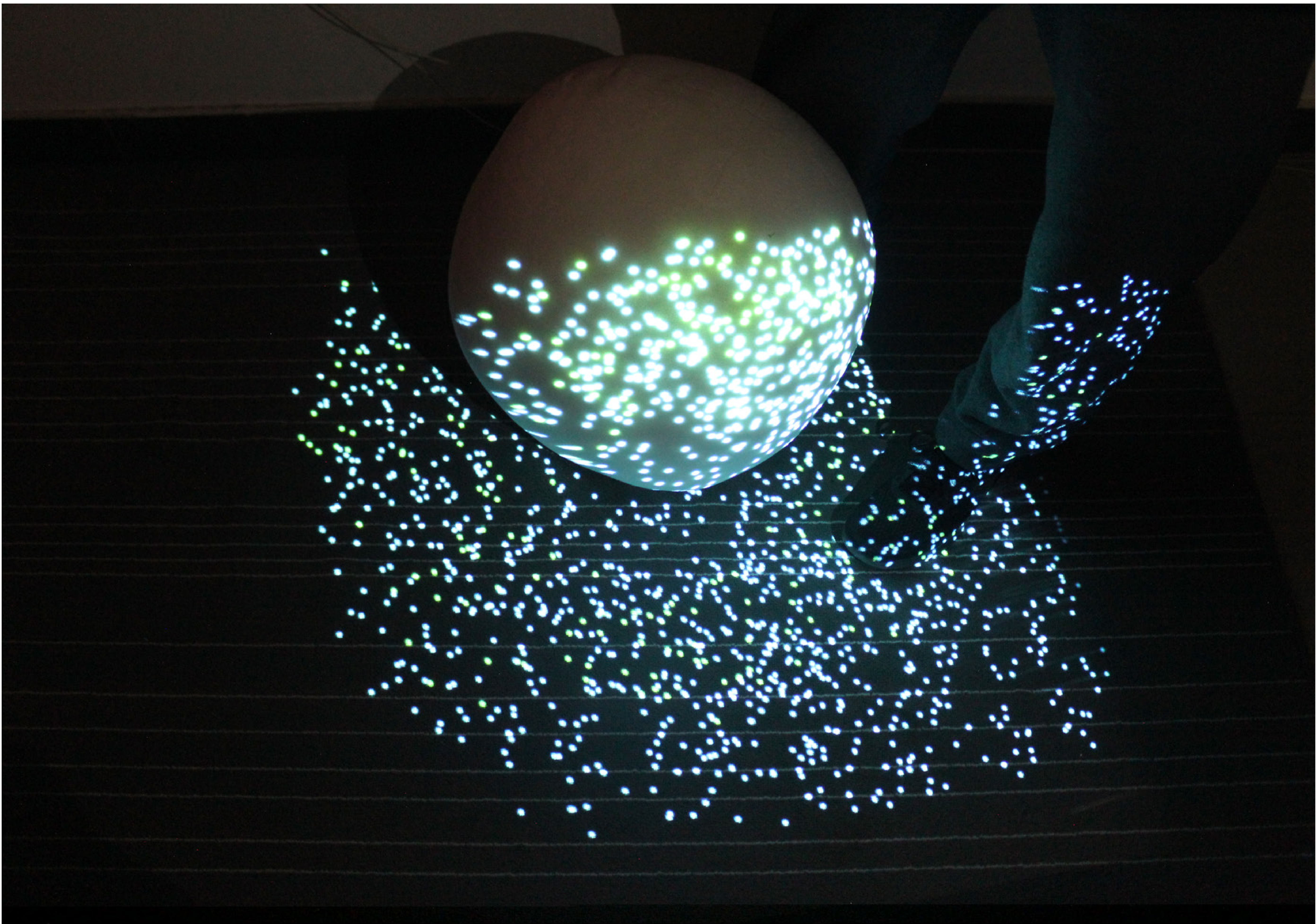


Low

Middle

High

Shout of people can wake up the room, determining the brightness of the room light. The inspiration of color come from nature, like a person staying in the bottom of the water and feel release.



I Emotion Visualization

Printed Card



Red
Positive emotion
Pressure Sensor < 3 && duration



Blue
Strong and negative emotion
Pressure Sensor > 20



Blue
Calm
Pressure Sensor <20 && Pressure

I collect the data about people's behavior in this space, including hitting the ball, throwing the ball, embracing the ball, shouting and so on. All user's behavior will be collected by sensors and Kinect, and then using processing generate a graphic image. In the end, we give this card to users as a gift. Each line in the image demonstrate the emotion in specific time. There are three colors representing three different emotional states. By watching this image, users could understand that emotions have been vented and expressed, and they can see the detail from image pattern.

EMOTION PRINT PATTERN

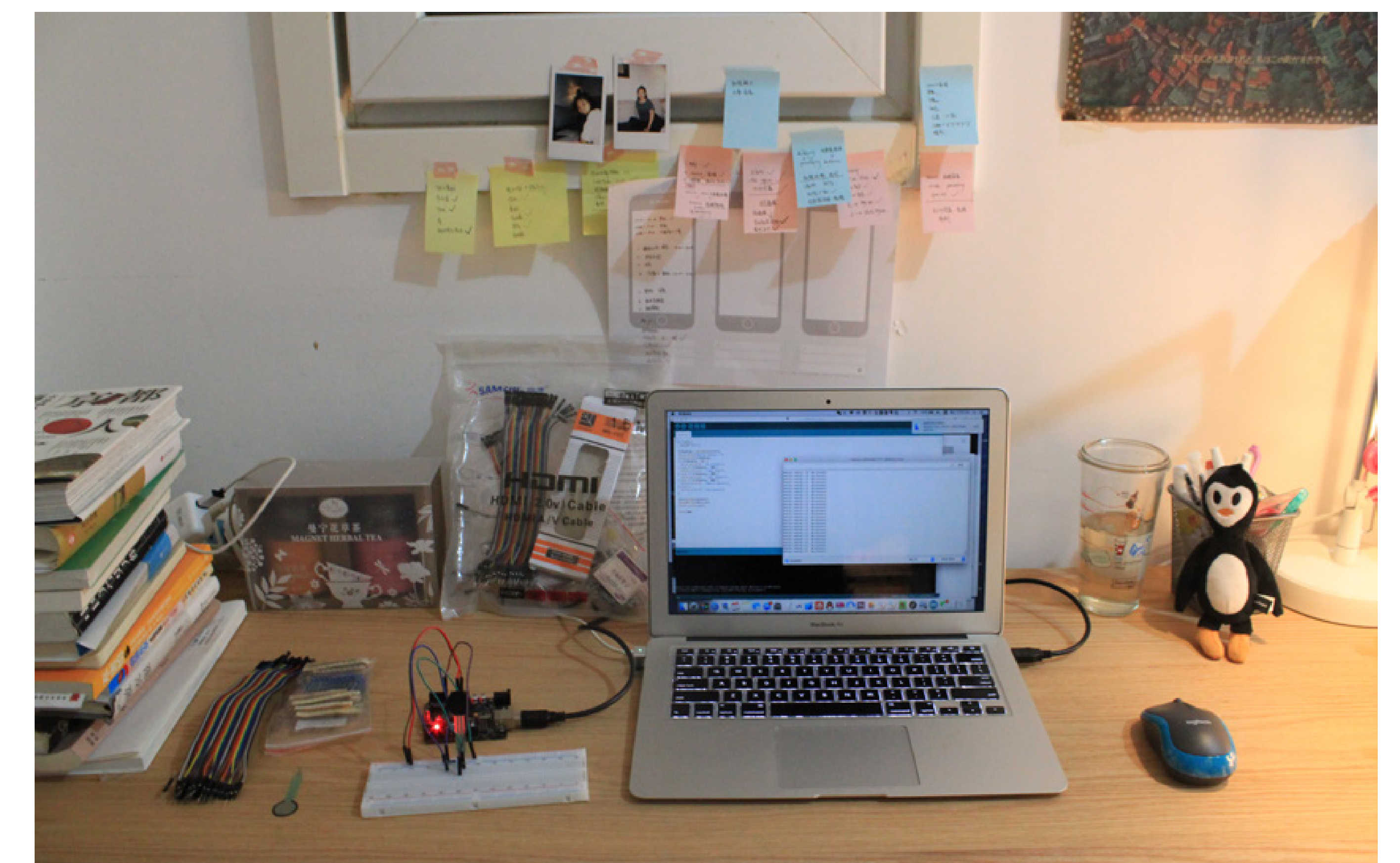
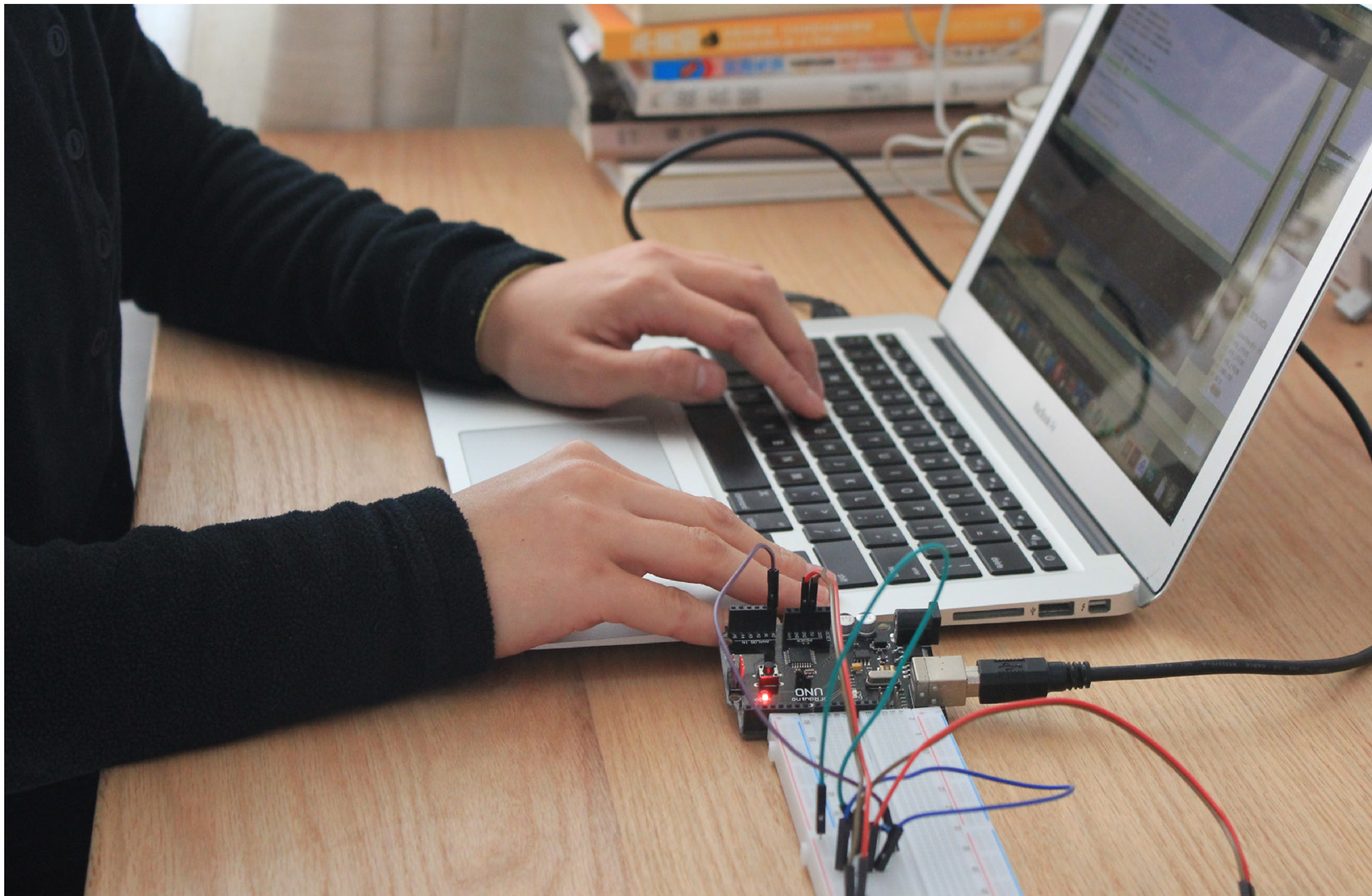
#60bba8 #1553b9 #a62a24

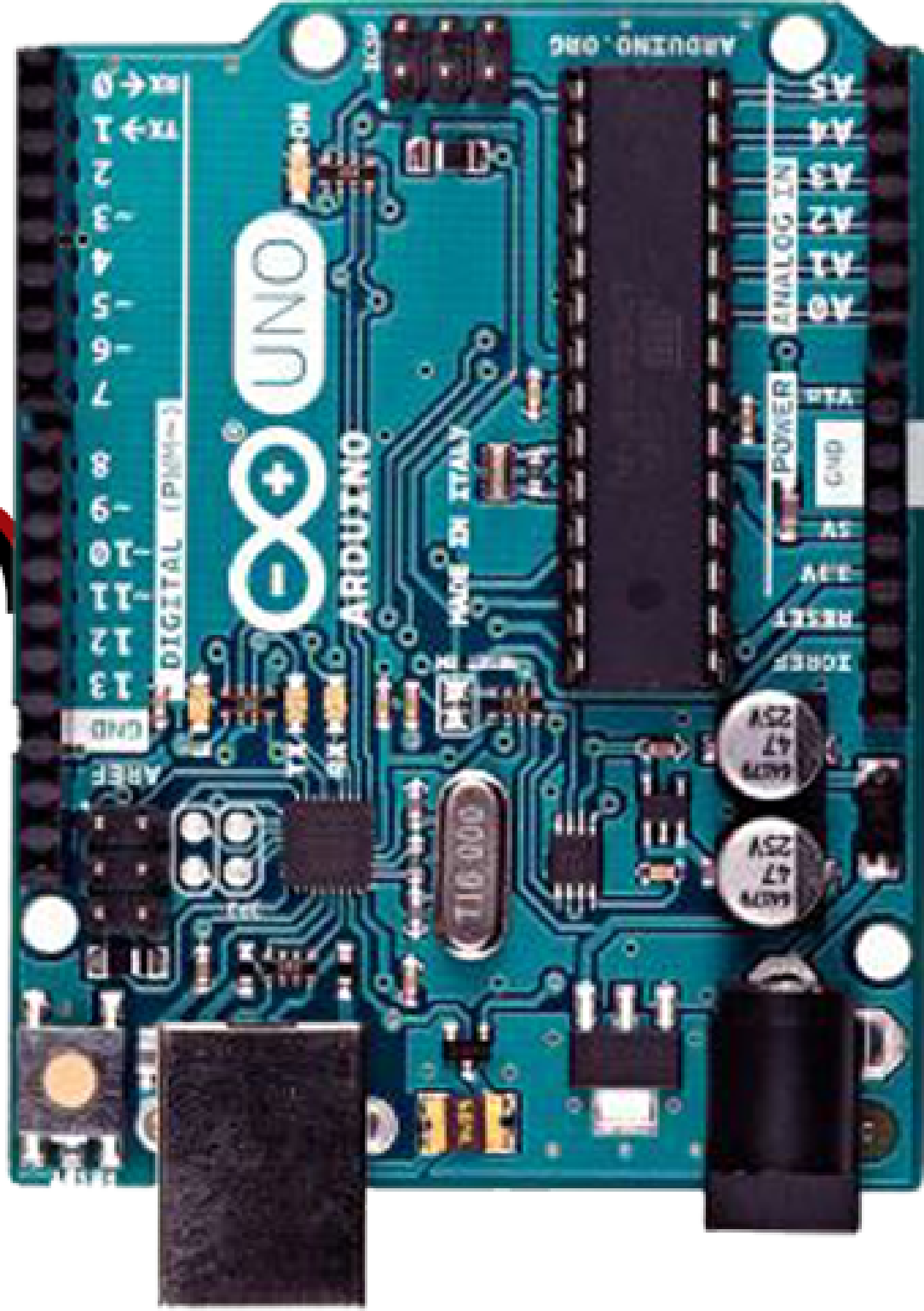
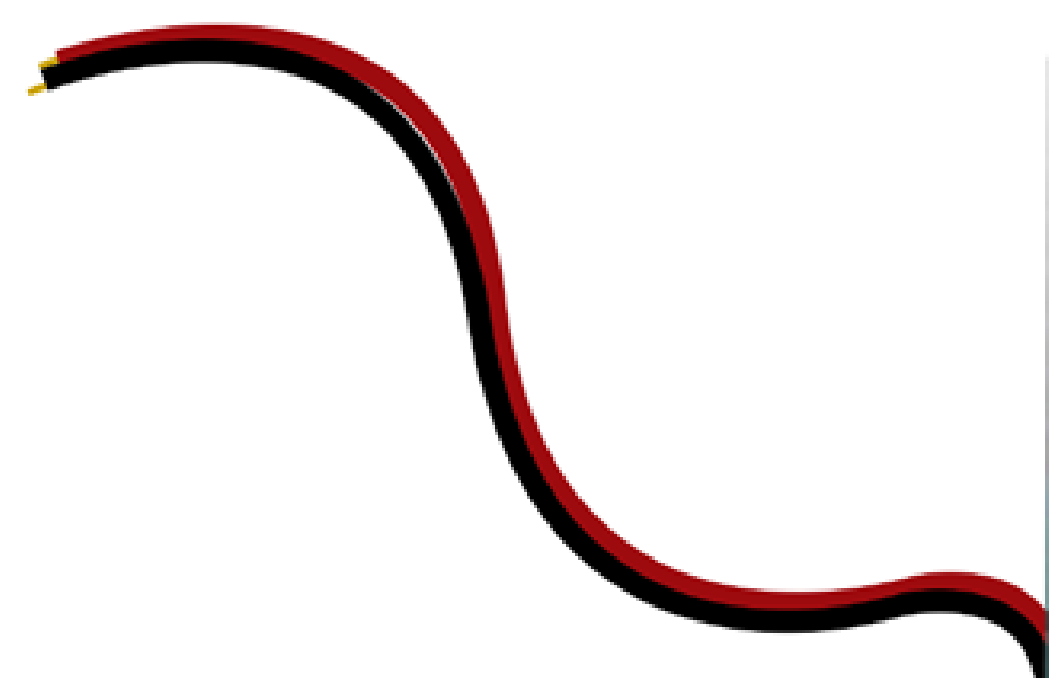
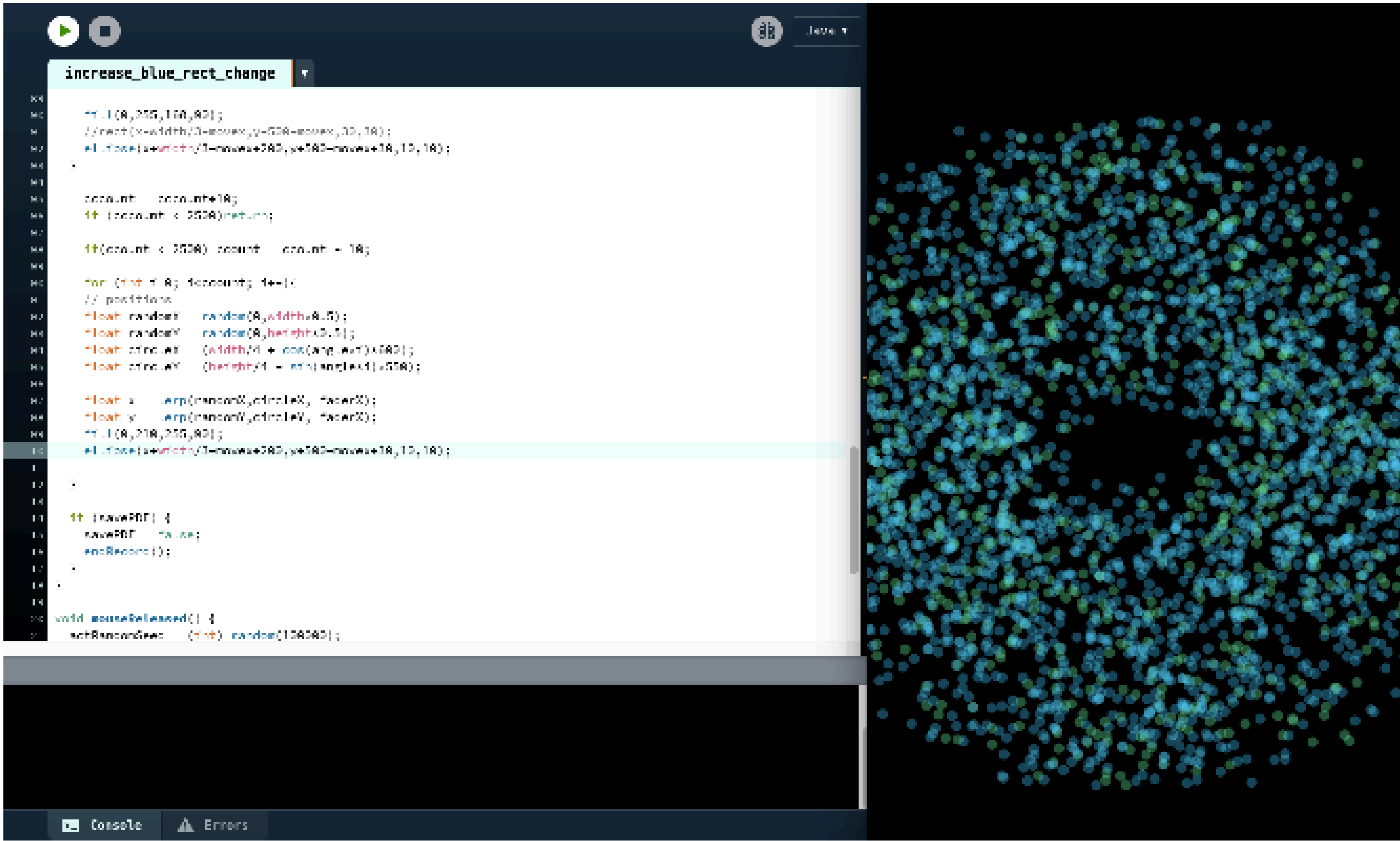
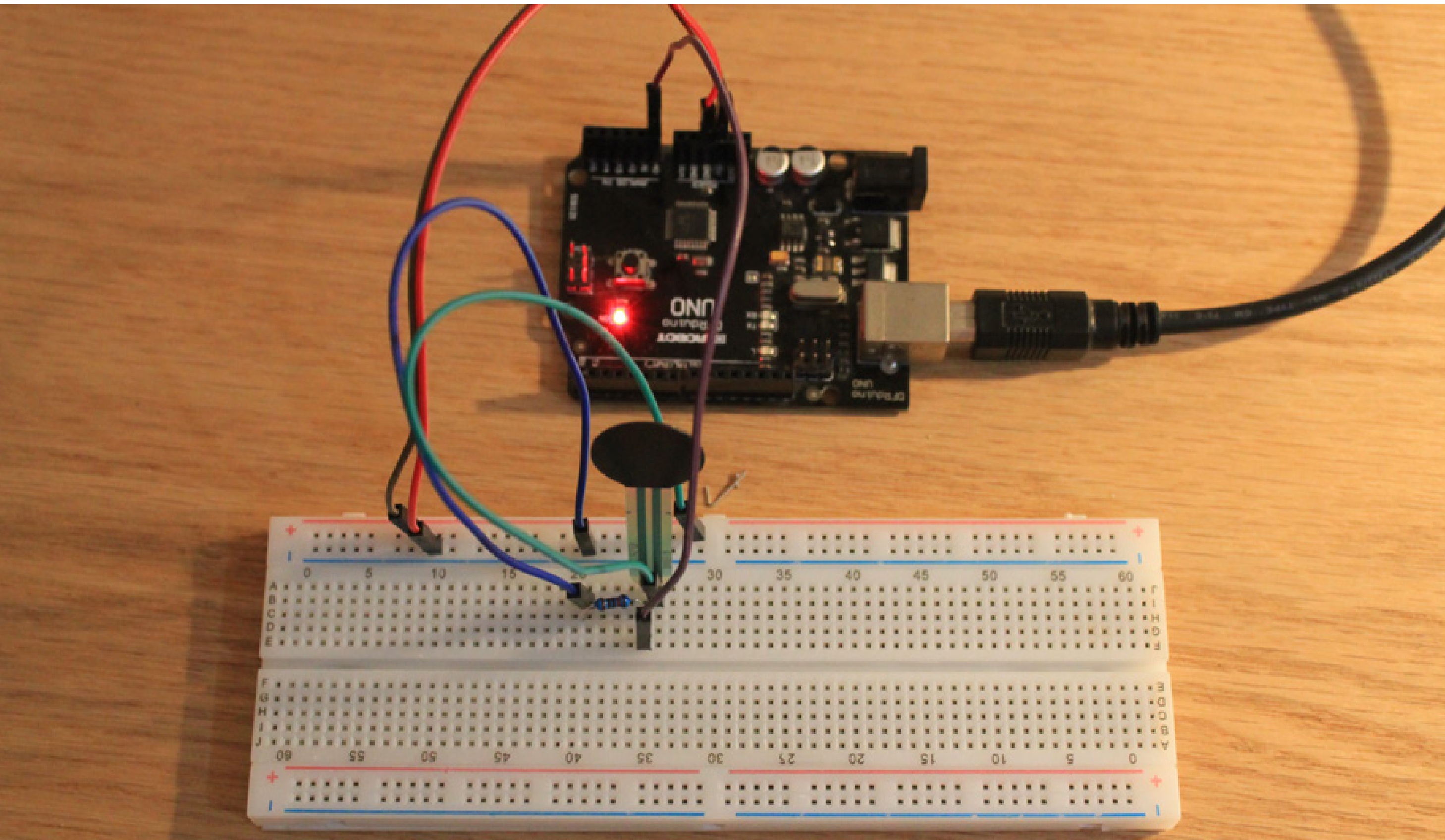
SLICE



I Technology

Making Process



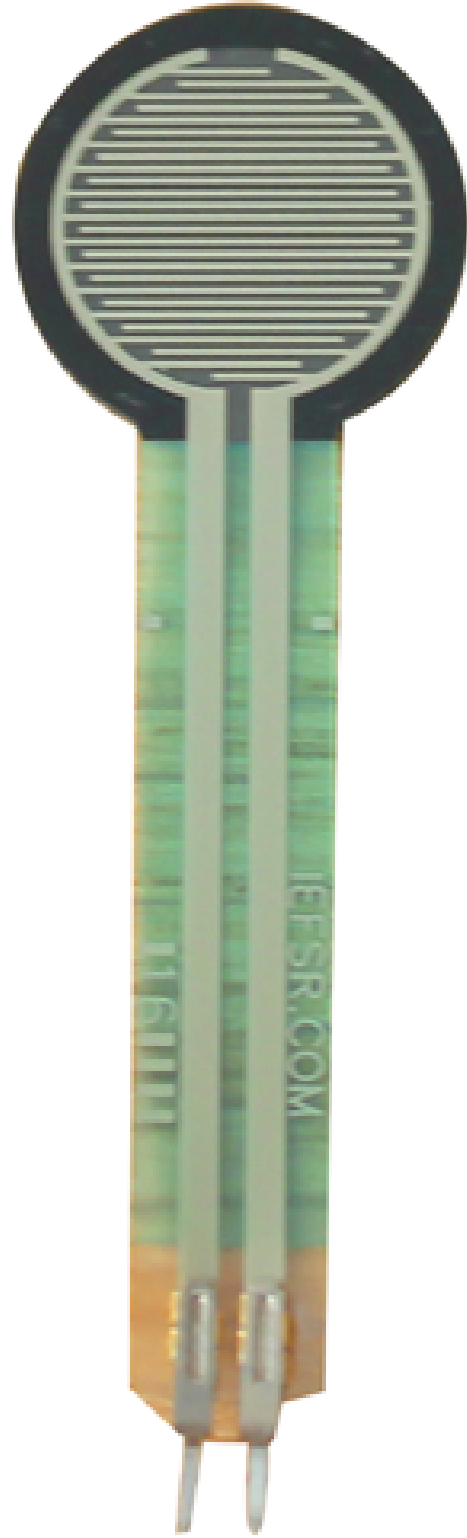


Arduino- Uno
Microcontroller

Shake Sensor
Get the shake data when throwing
things



Bluetooth
Connect the
devices wirelessly



Pressure Sensor
Get the pressure data when hit
things



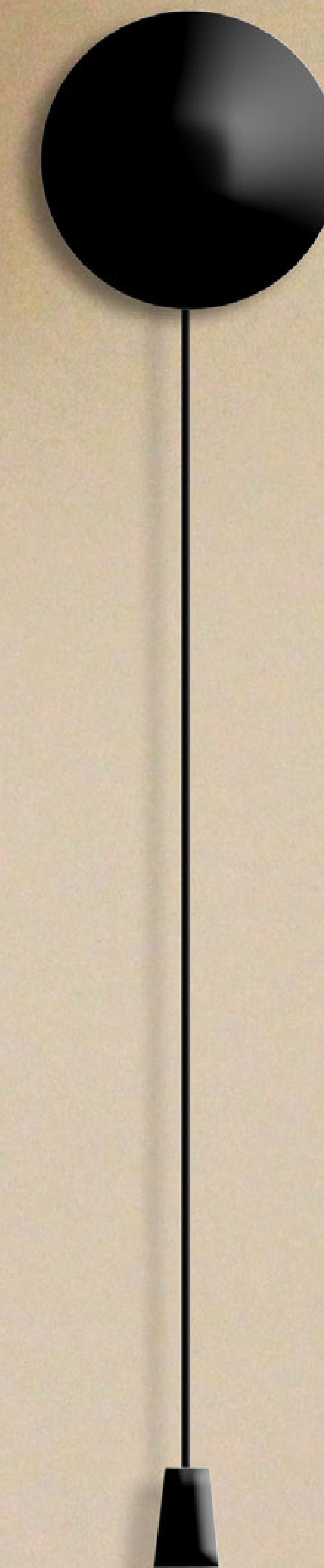
Jump Wires
interconnect the components of a
breadboard or other prototype



Emotion Inpute Device

Record Emotion

INPUTE & OUTPUT



This device can produces a series of emotional pictures

Design Elements : Cord + Mirror + Camera

02 Emotion Trace Device

Individual Project
Interactive Device

We often pay too much attention the emotion itself and want to control it. However, as a signal mechanism, emotion is just a reminder of our inner imbalances and conflicts with the outside world. The hiding of emotion requires us to **understand** and pay more attention to the causes behind of the emotion. We have to try to understand our emotion and figure out the **underlying reasons**. In this project, I try to **record** the emotions and help people to get an **emotion map** generated by many emotions. Finally, our emotional state can be understood better by constantly digging and observing.

Keywords: Emotion Map Facial Expression Recognition Data Visualization

I Background

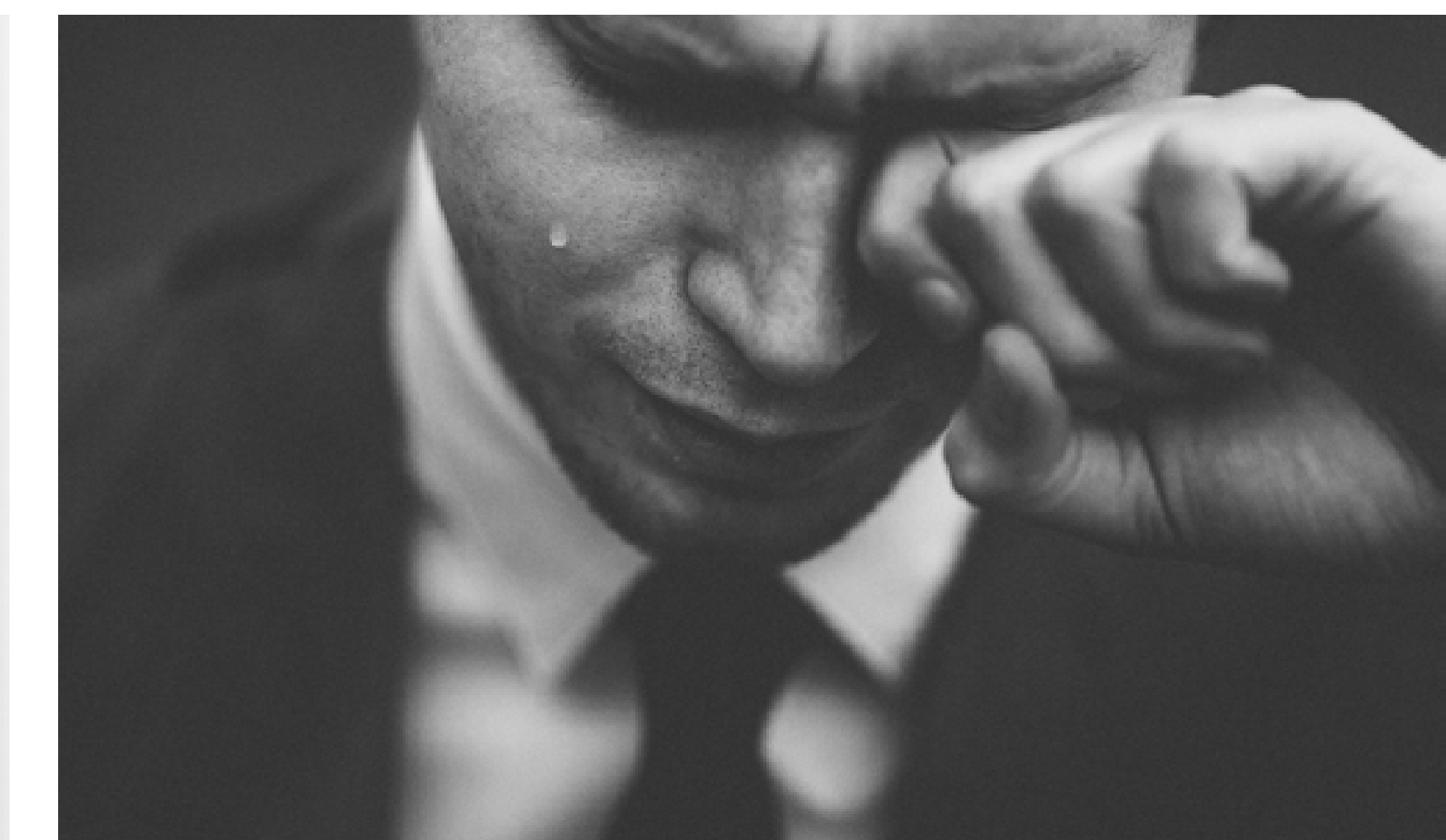
After finishing the first project, I find out that there are still some problems that cannot be solved. Some emotions are **hard to find**, they always depressed for a long time or erupt suddenly. For this situation, to find a way to **understand emotion** and it's reasons is very important. We have to ask our self what is the reason that leads to passive emotion, and learn to **analyze** them in the long term. By this way, we will gradually understand our emotion better, thus learn to **control** them.

I Design Research

01 Observation

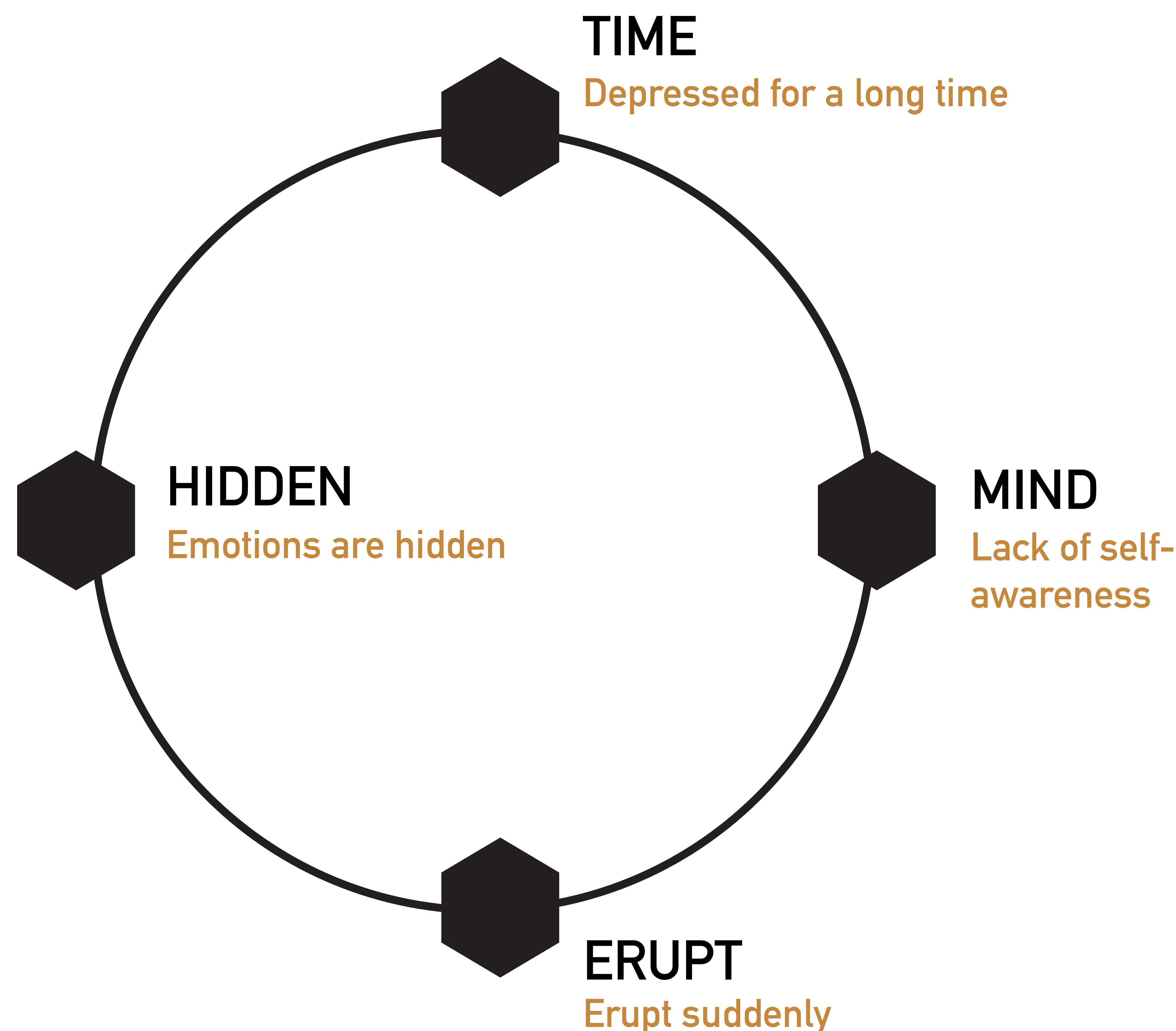
■ What are behind our emotion ?

Why are you depressed? Why do you have violent behavior? How can we understand our negative emotion?



Based on the result observed by people

Many people have no awareness about emotions, including emotion's causes an outburst. Because of lacking senses about emotion, they usually become depressed and passive for a long time, which lead to serious mental problems. On the other hand, they also become nervous about emotion's outburst, because it usually brings some inter-personal problems. For the hidden trait of emotion, I need to find some solutions to solve this problem.



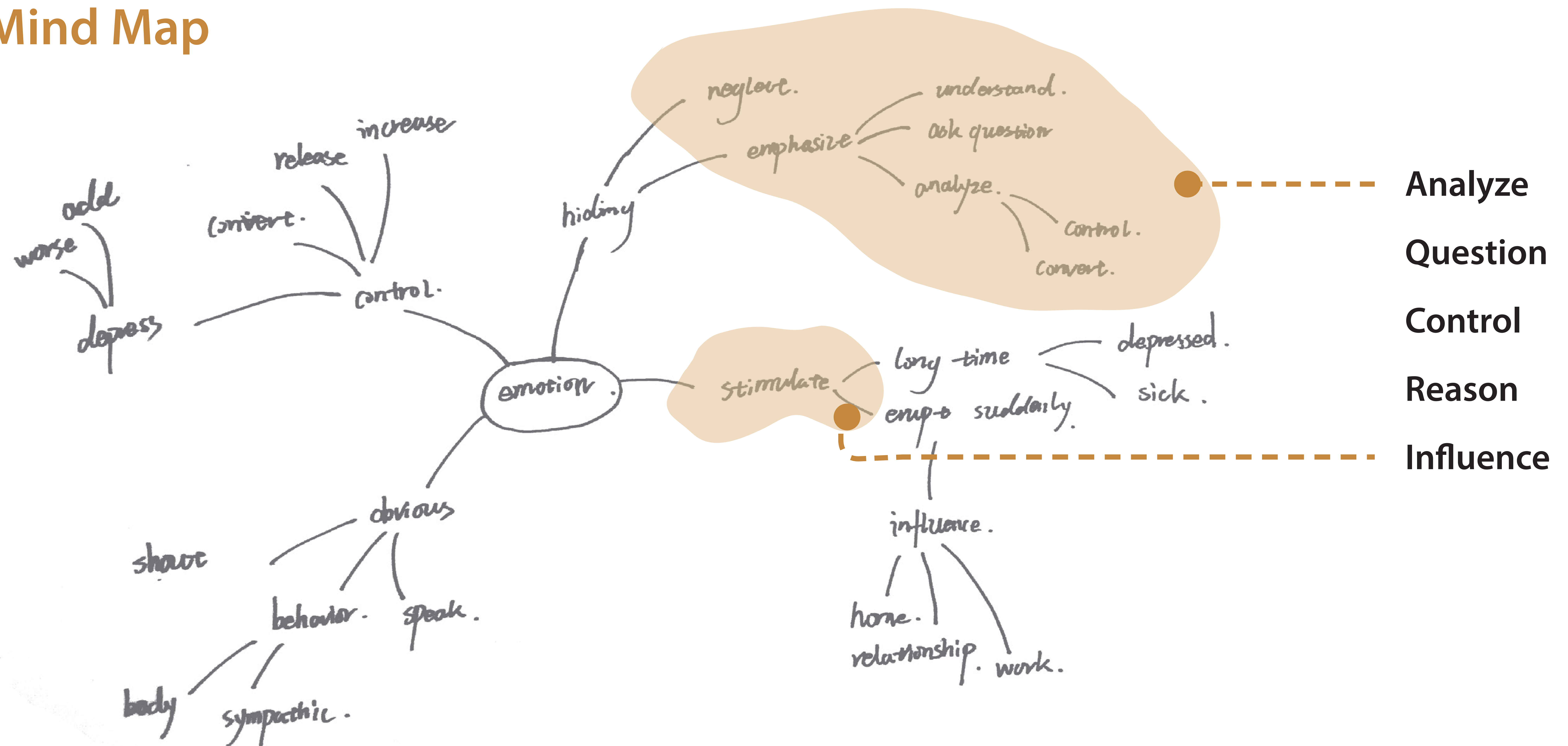
02 Key Insights

- They need a way to remind themselves.
- Their emotions present on their face.
- They don't analyze themselves.
- They want to record emotion in a long-term.

RECORDS + ANYLIZE

I Design Concept

03 Mind Map



I realize that the difficult thing is to understand our emotion and analyze them, Because they are hidden deep. So I try to find some solutions to wake up people's awareness.

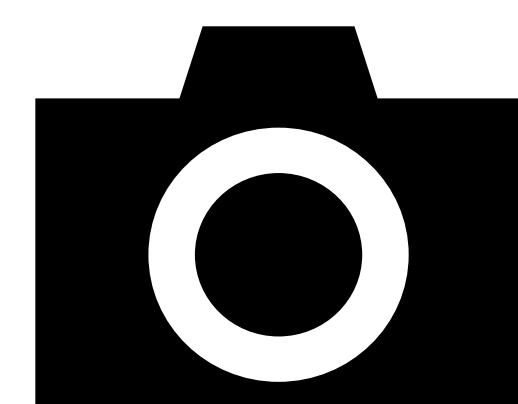
04 Inspiration



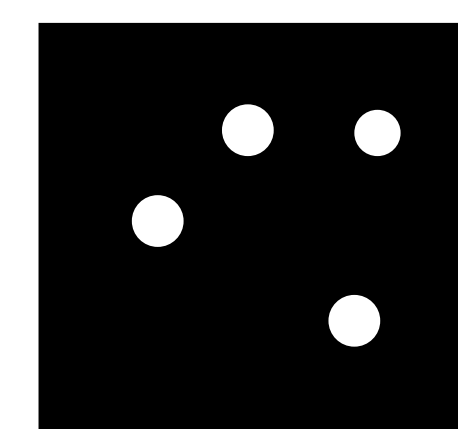
05 Functions

By recording our emotion, the device could draw an emotional map.

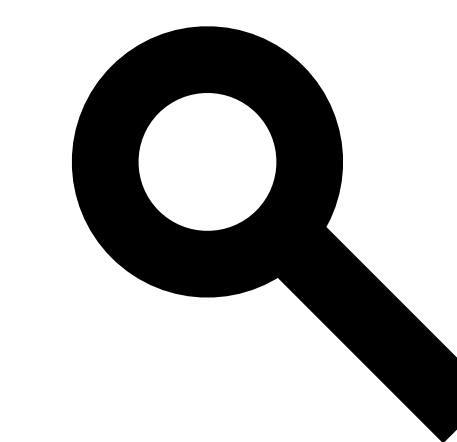
01 RECORD



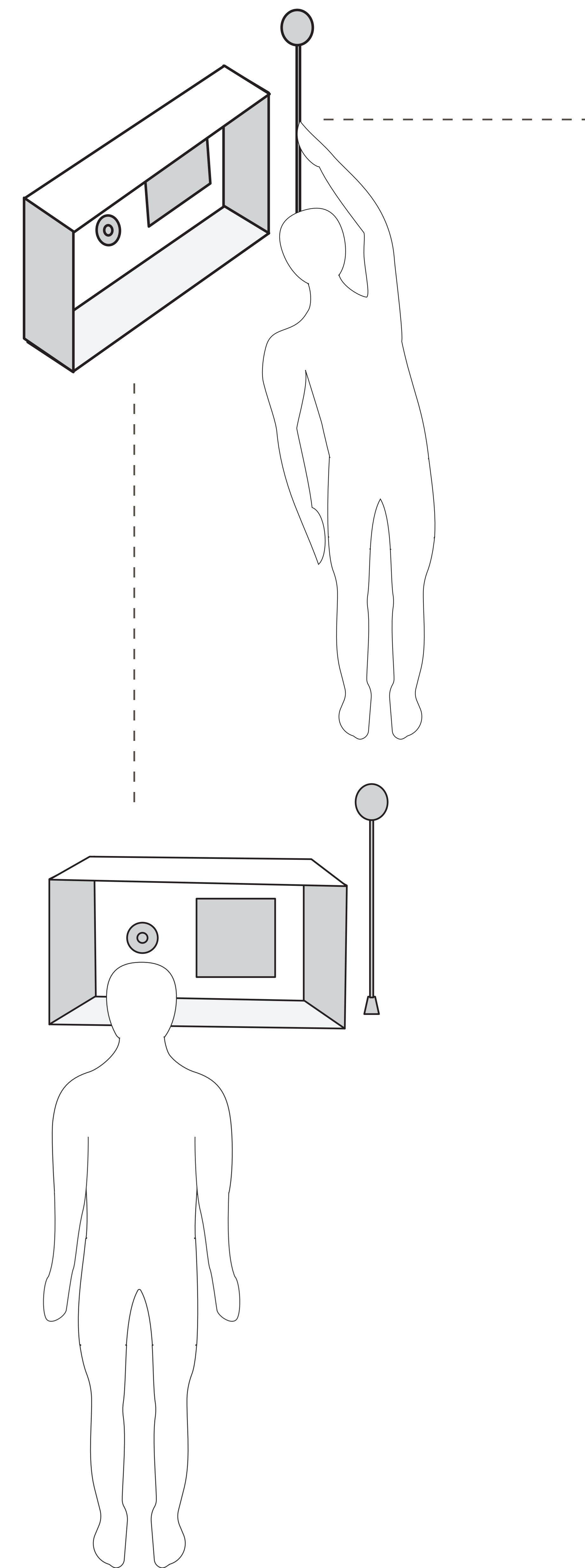
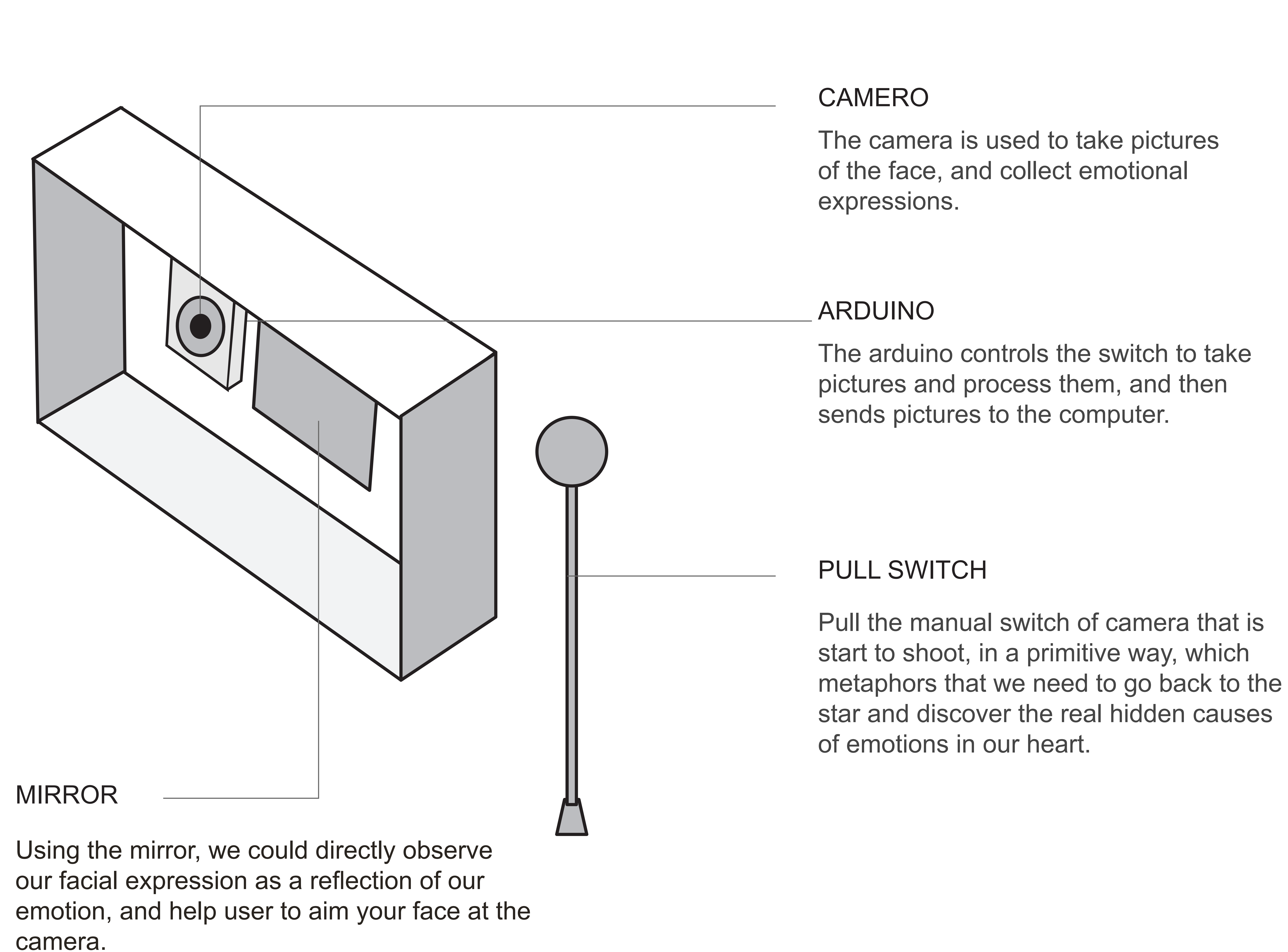
02 EMOTION MAP



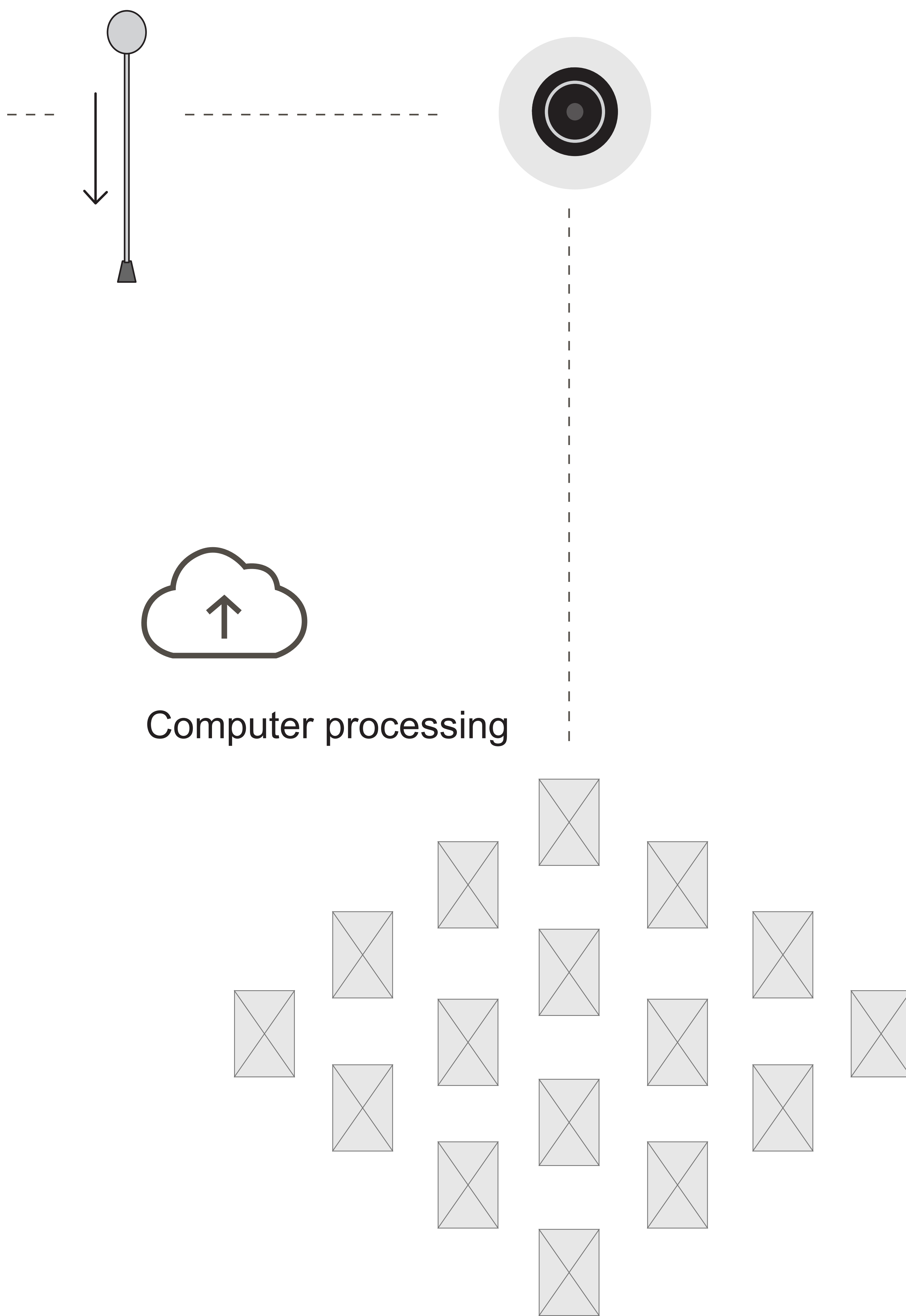
03 ANALYZE



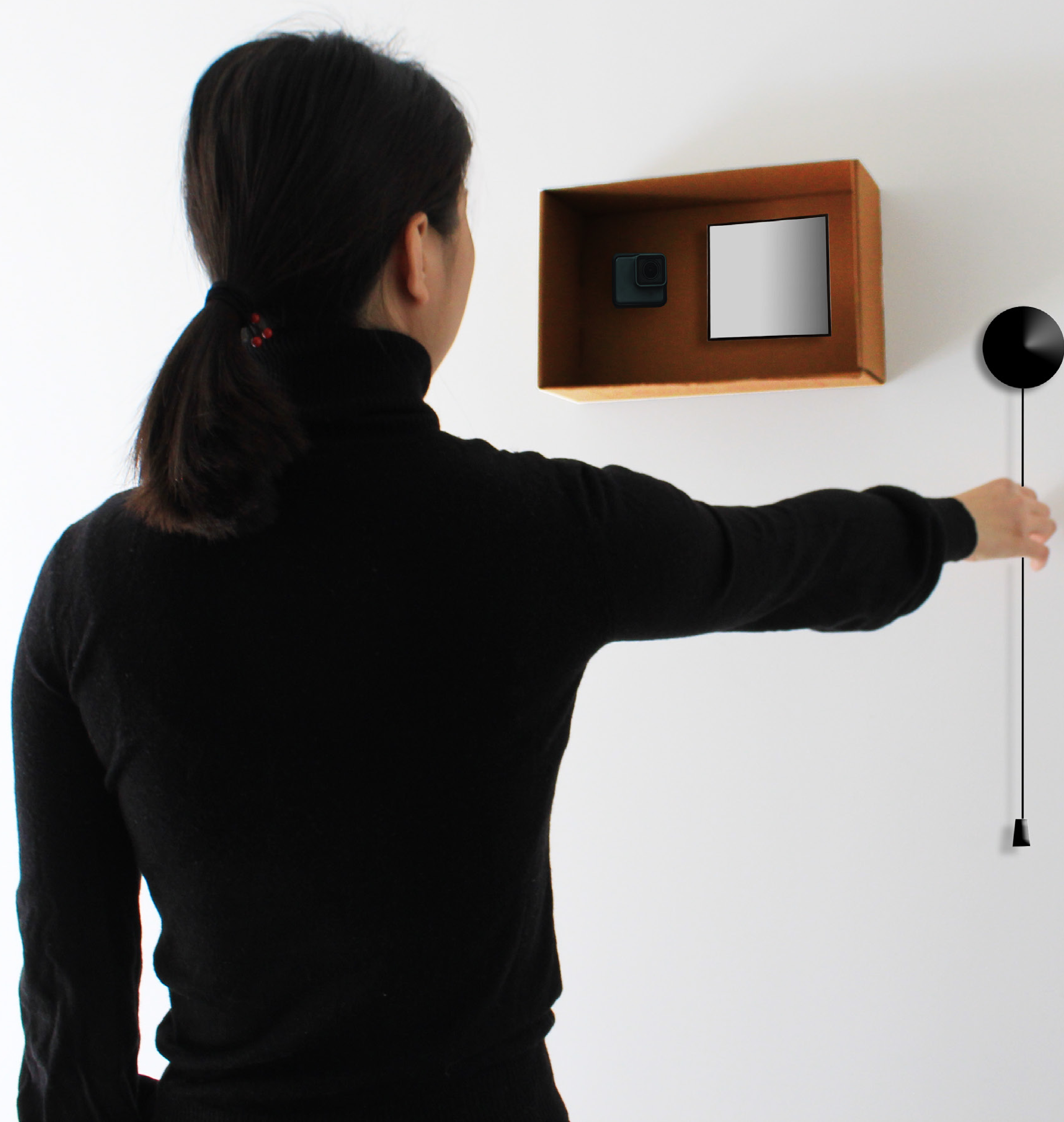
06 Interaction Design



07 Making Process



We can take photos and then generate a series of emotional pictures in chronological sequence, and to help people analyze their emotions and discover the causes of emotions.



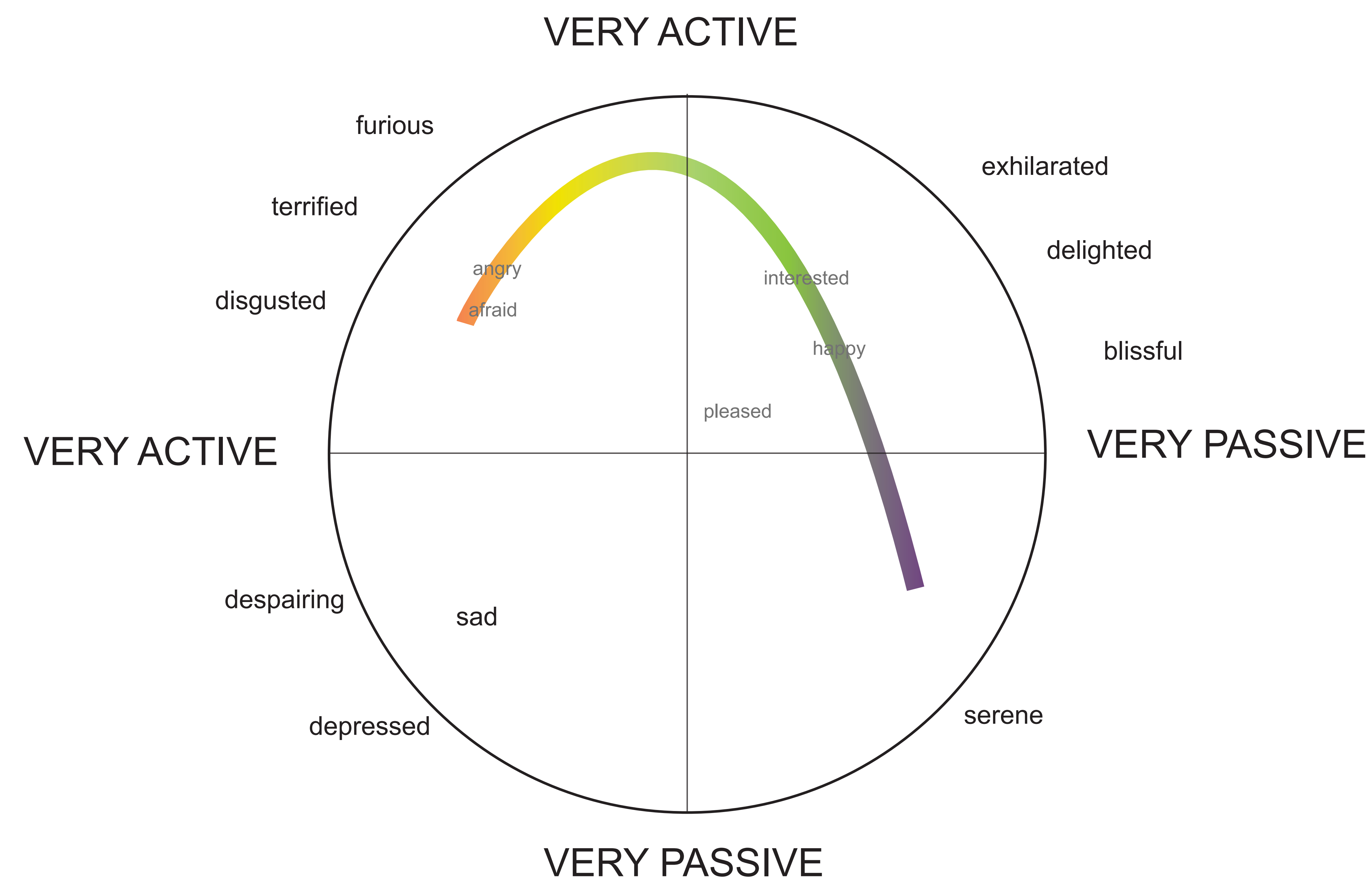
08 Emotion Photos

Using the device to collect photos, in chronological order. Each picture can be used to identify emotion by programming.



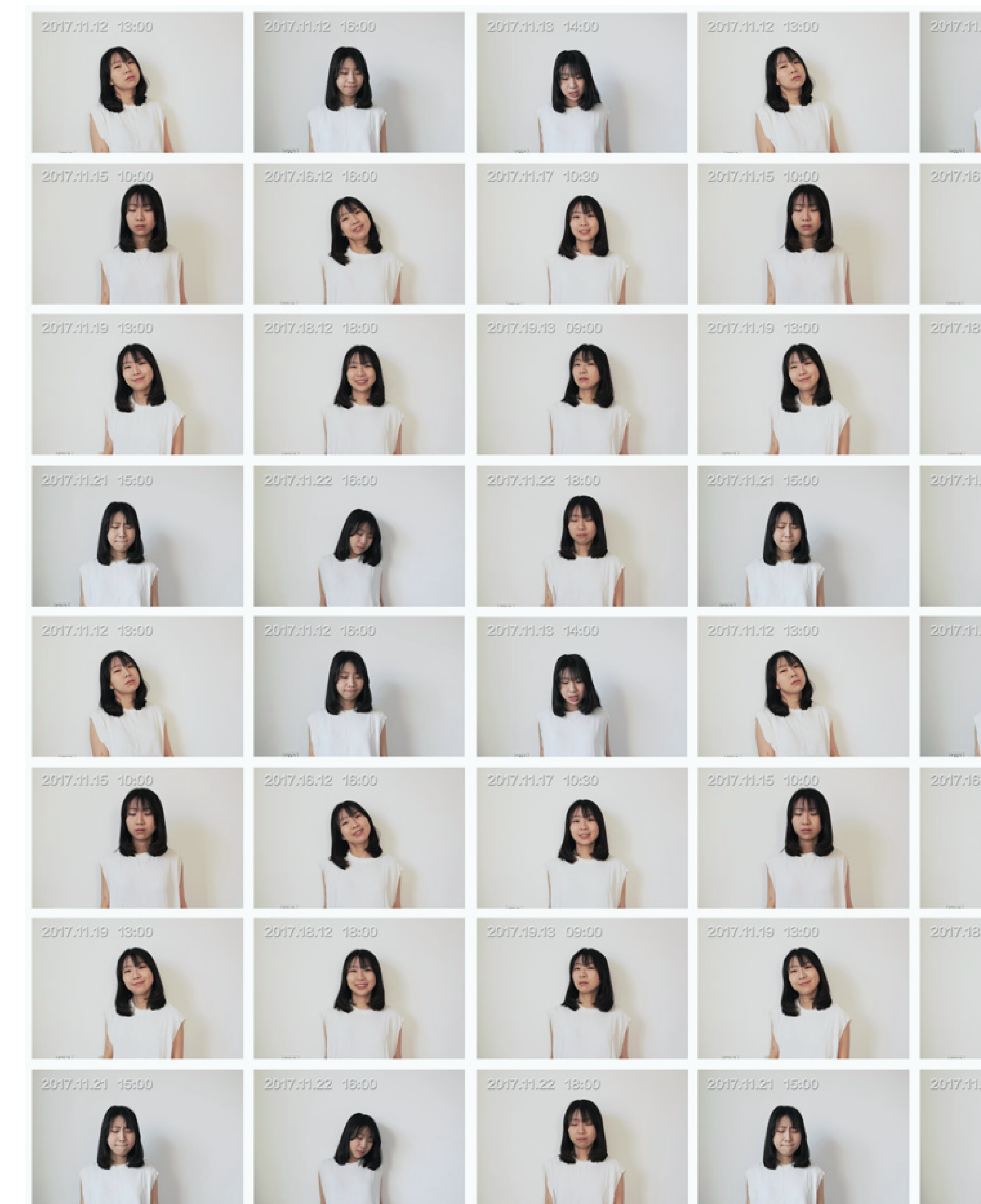
Emotion Analyze & Generate Pattern

- We know that different color show different emotions.



Plutchik's wheel of emotions

- Photos taken by above e

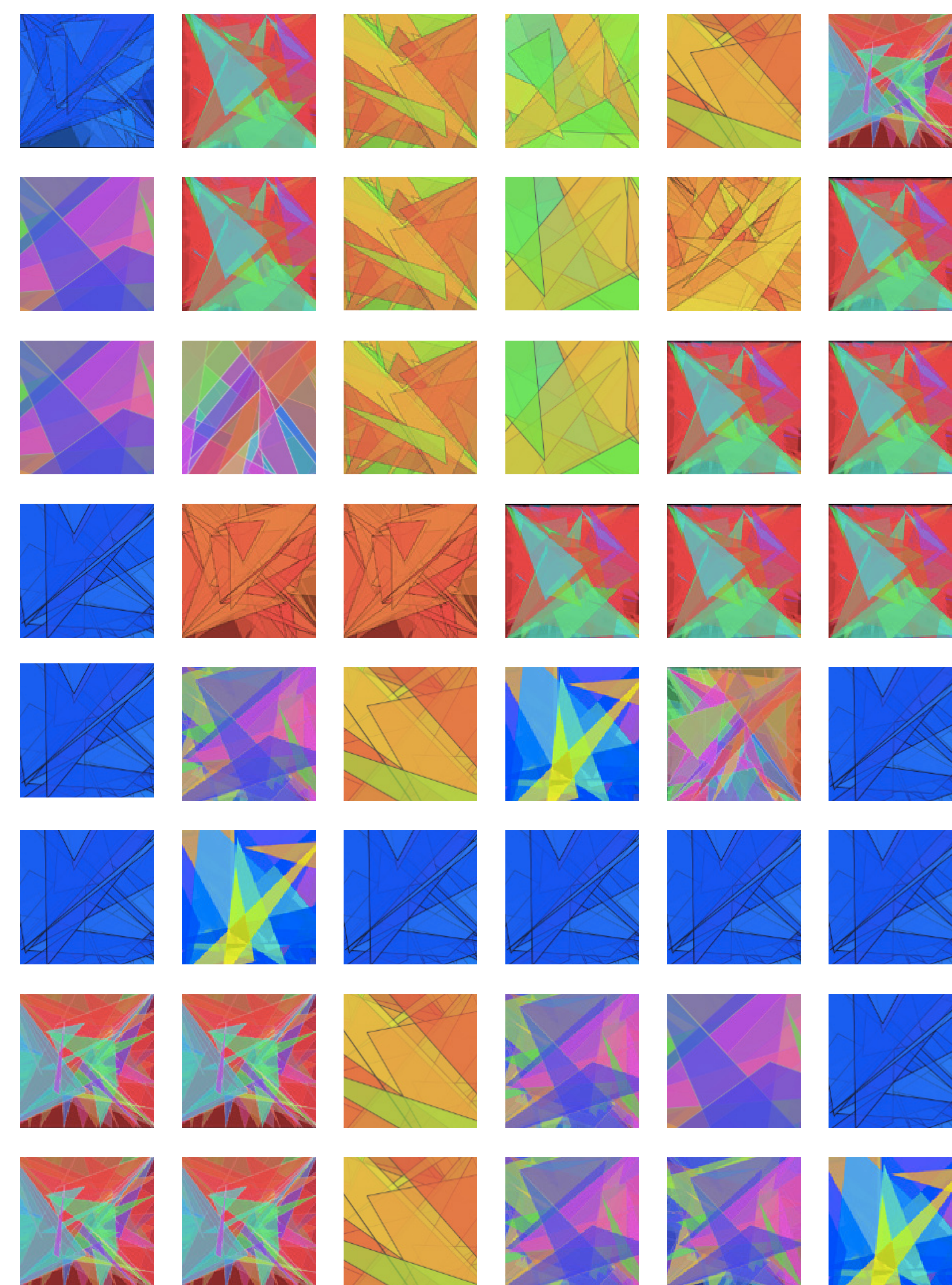


equipment



Program processing
Recognize emotion type

► Convert into color pattern



09 Generate Emotion Map

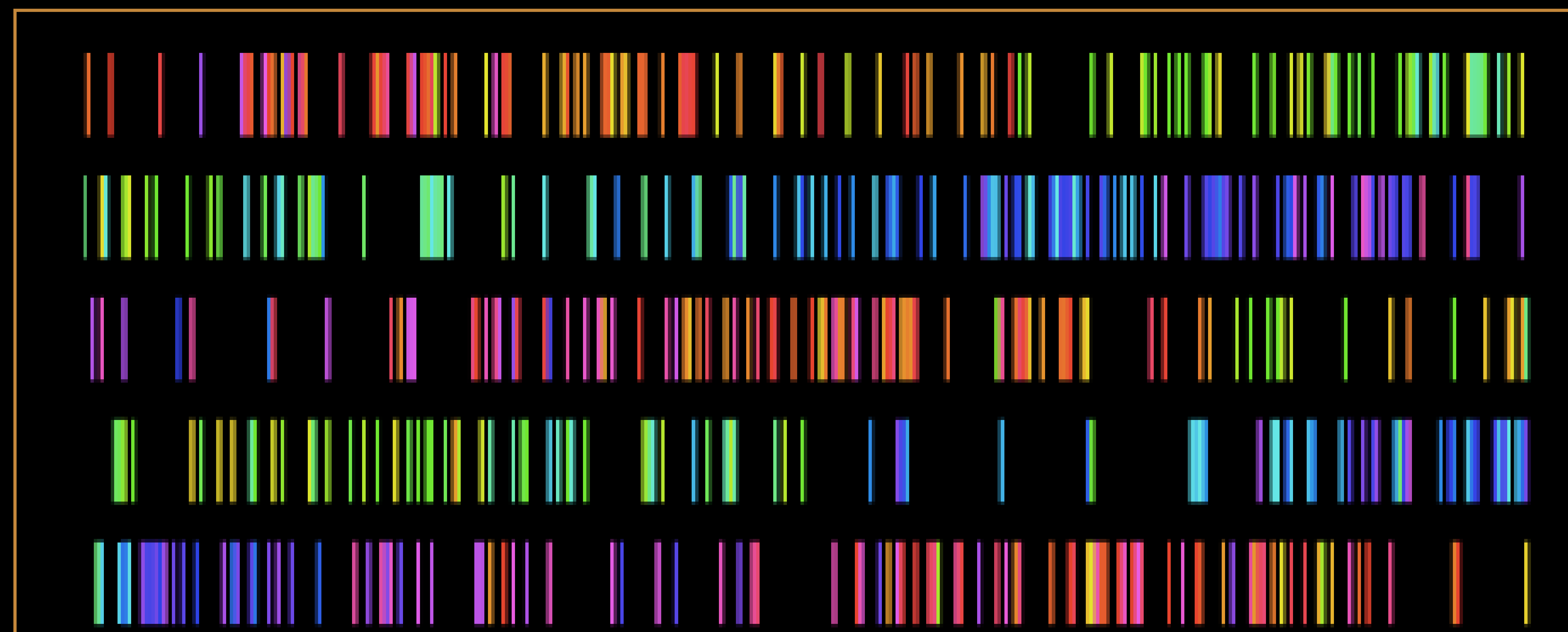
1, Record every photo's emotion

Using code to visualize emotion



Generating a color band by analyzing every piece of photo

■ 365 day's emotion lists



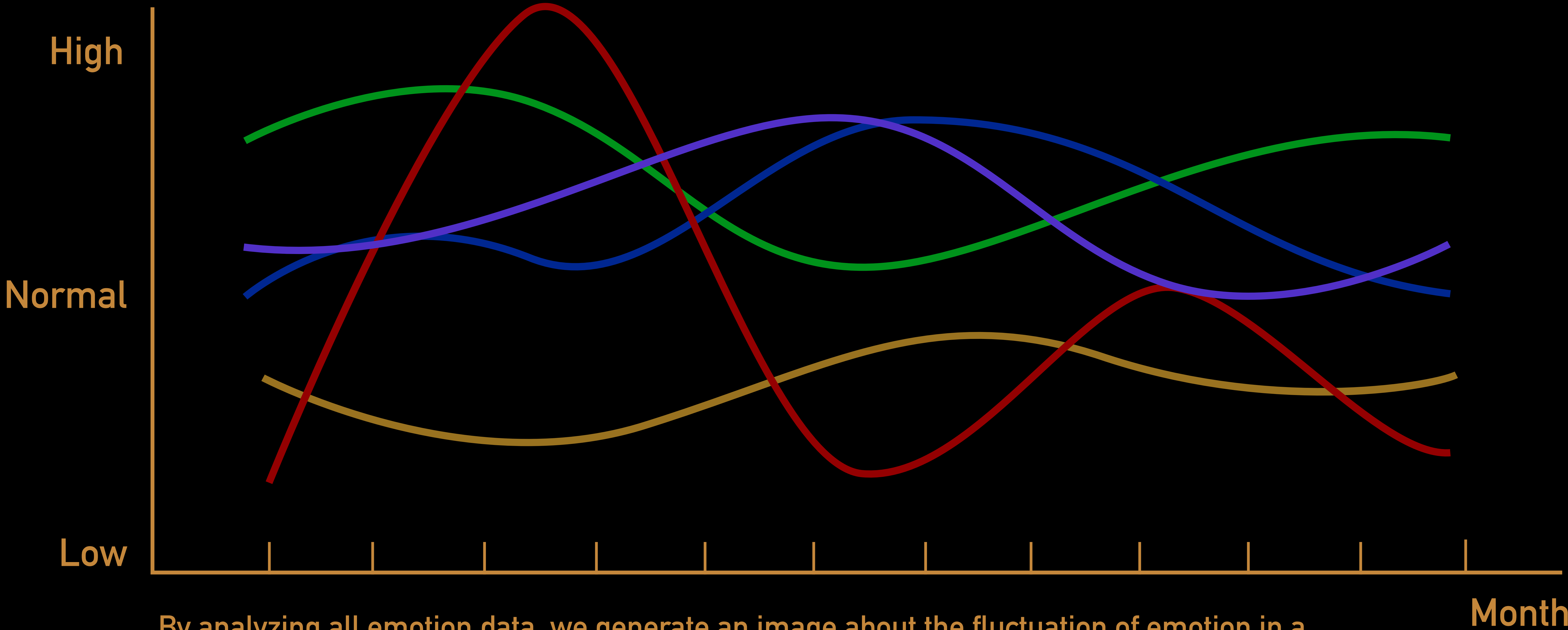
Interpretation:

■ Generate daily emotion

■ Emotional intensity di

Time interval, because so

2, Emotion Data Analyze



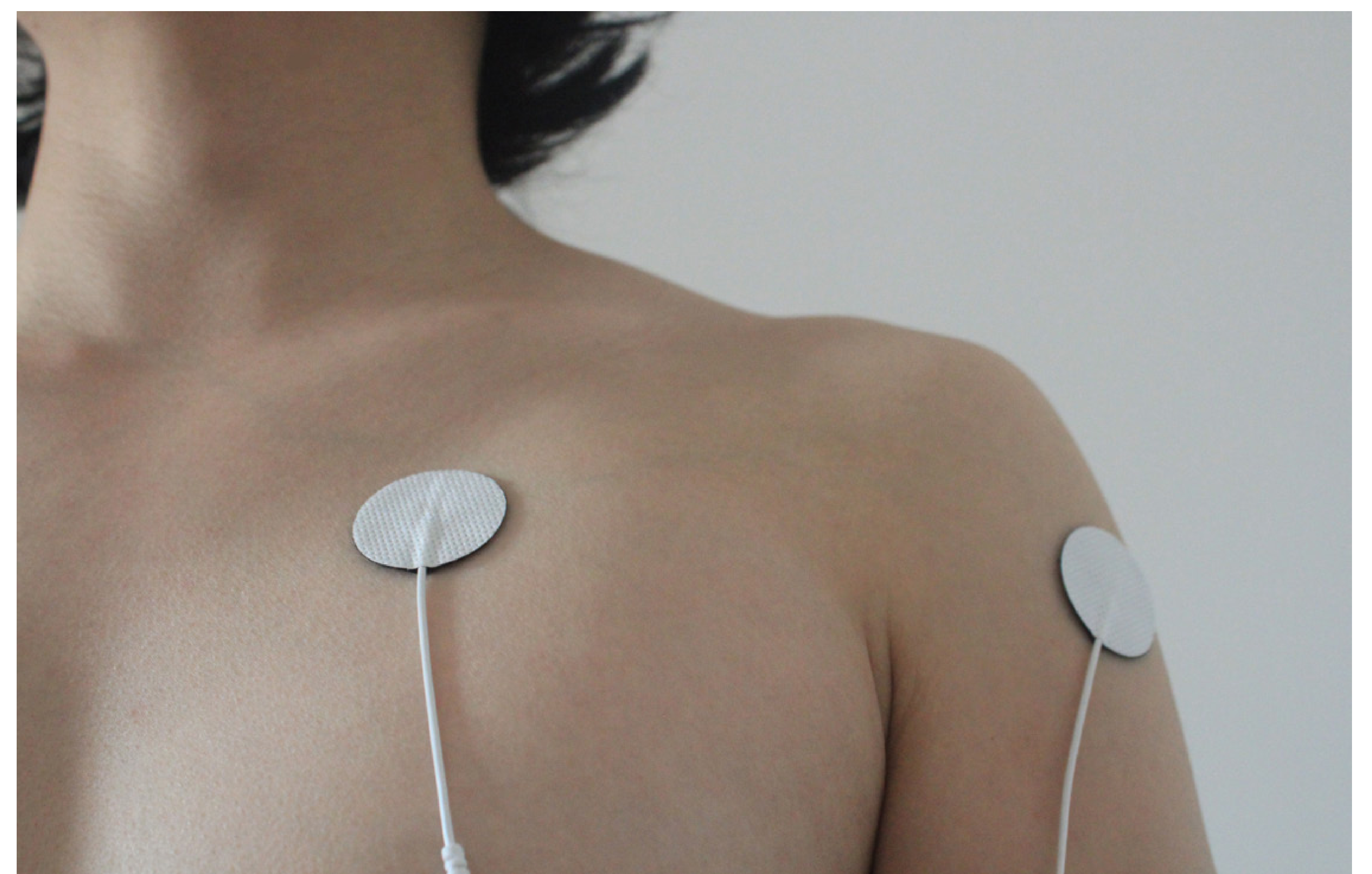
By analyzing all emotion data, we generate an image about the fluctuation of emotion in a whole year. Every color represents a kind of emotion. When people see this image, they can know better about their emotions and the underlying reason that causes their emotions.

Positive Loneliness

As a basic human emotion, loneliness has great values. I want to explore the multi-faceted impact of loneliness on people. From the general point of view, loneliness mainly stems from the fragility and uncertainty of the relationship among people, and the self-closure. That will make people autistic. Although loneliness has always been known as a negative emotion, it is also a tool promote us to think and change, constantly shaping the depth of people's character. In the process of investigation, I found that loneliness is a complex and multifaceted topic, which has two extremes, extremely lonely and totally unbearable loneliness. With out loneliness, people can not rely on themselves to find out their sense of identity and self-worth, over-dependending on external evaluation. So I chose to divide the subject into two directions: direction one: interactive screen, direction two, pain of loneliness, to explore the positive effect of loneliness and its expression as a body feeling symbol.



Direction1 :
Interactive folding screen



Direction2 :
The pain of loneliness

03 Interactive folding screen

Individual Project
Interactive Folding Screen

The first direction of the subject is to explore the positive effects of loneliness. Through the investigation, it is found that the division of existing space has its irrationality, and people have a strong ritual demand of spatial division. So I would like to use the interactive way to provide a semi-isolated space for people to immerse themselves on the feeling of loneliness. This device can create a state of separation. Separation give rise to our feeling of loneliness, it helps us to make deeper thingking and get to know oursleves.

Keywords: Semi-isolated space Lonely Deep Thinking Dark White noise



I Design Research

01 Definition of positive lonely

-> What is positive loneliness ?

Positive lonely is a kind of consciousness that could bring people self-value and deep thinking. It promotes people to think deeply about themselves and the world around them.

-> What is the personal value?

Personal value is when people know what they want and what's valuable, and they do not have to depend on others. It is a sense of identity, without which people will be prone to anxiety and meaningless life.

-> What is the problem of the loneliness in our society ?

People totally cannot endure **lonely**.

— **Lonely** +

People who are extremely **lonely** always suffer from autism.



There are two extremely loneliness. The first loneliness happens when people totally cannot endure lonely, they have to rely on endless activities to find the sense of exist. The Second loneliness happens when people totally isolated themselves.

02 Different Lonely Sc

12 lonely scenes



Characteristics :

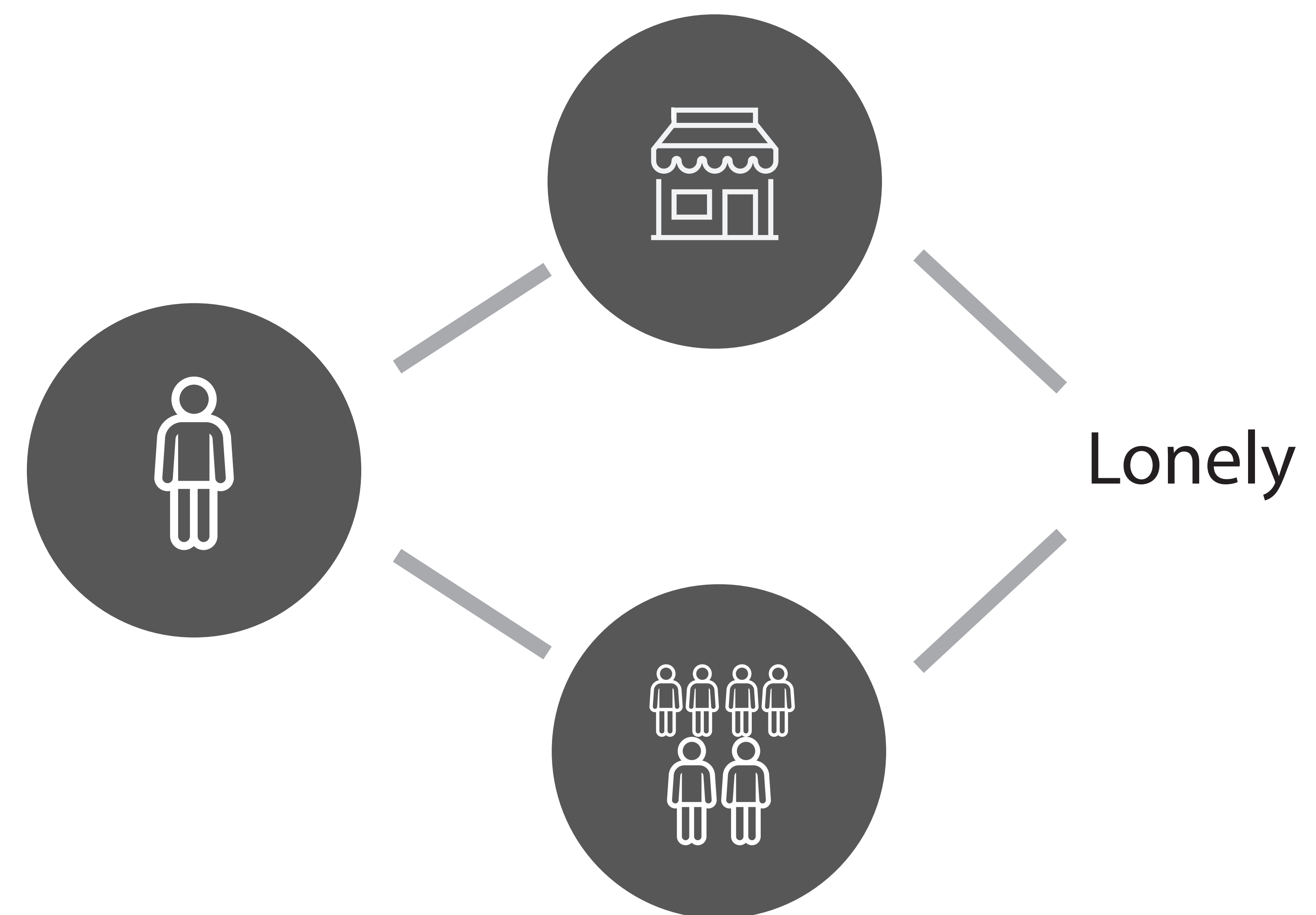
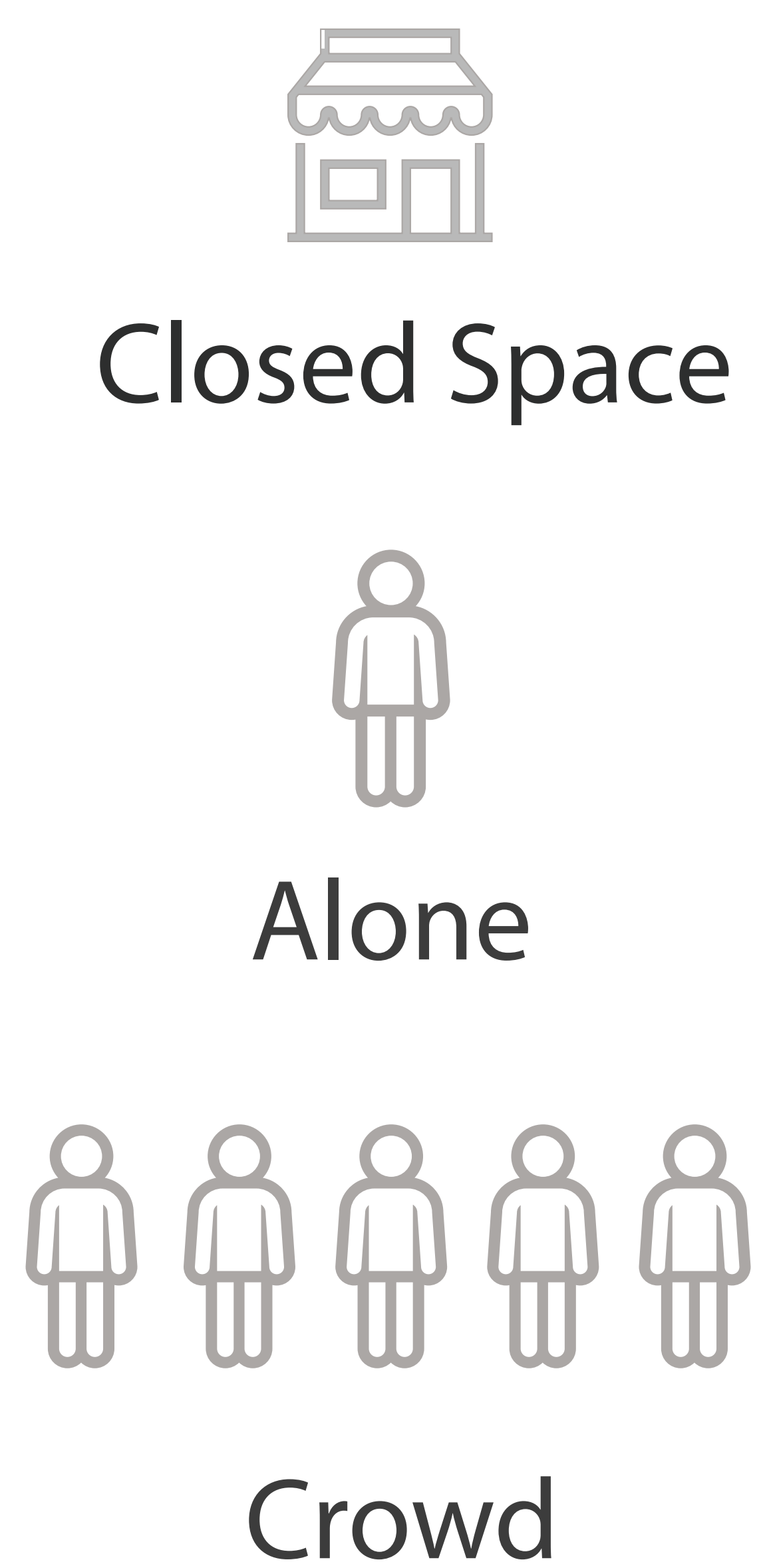
Dark environment, Semi-closed space
Crowd or alone
Lack deeper communication
Do meaningless things

Scenes



03 Loneliness context Enumerate

Context Enumerate



Context enumerates of loneliness

In the above situation, people are prone to feel lonely. Like when they stay alone in a semi-closed space, or when they stay with a group of strangers.

04 Persona & User Journey

Persona



Basic information:

Anna is an Internet professional.
She is 32 years old, and work in an IT company as a product manager.
She has more than 5 years in the Internet industry.

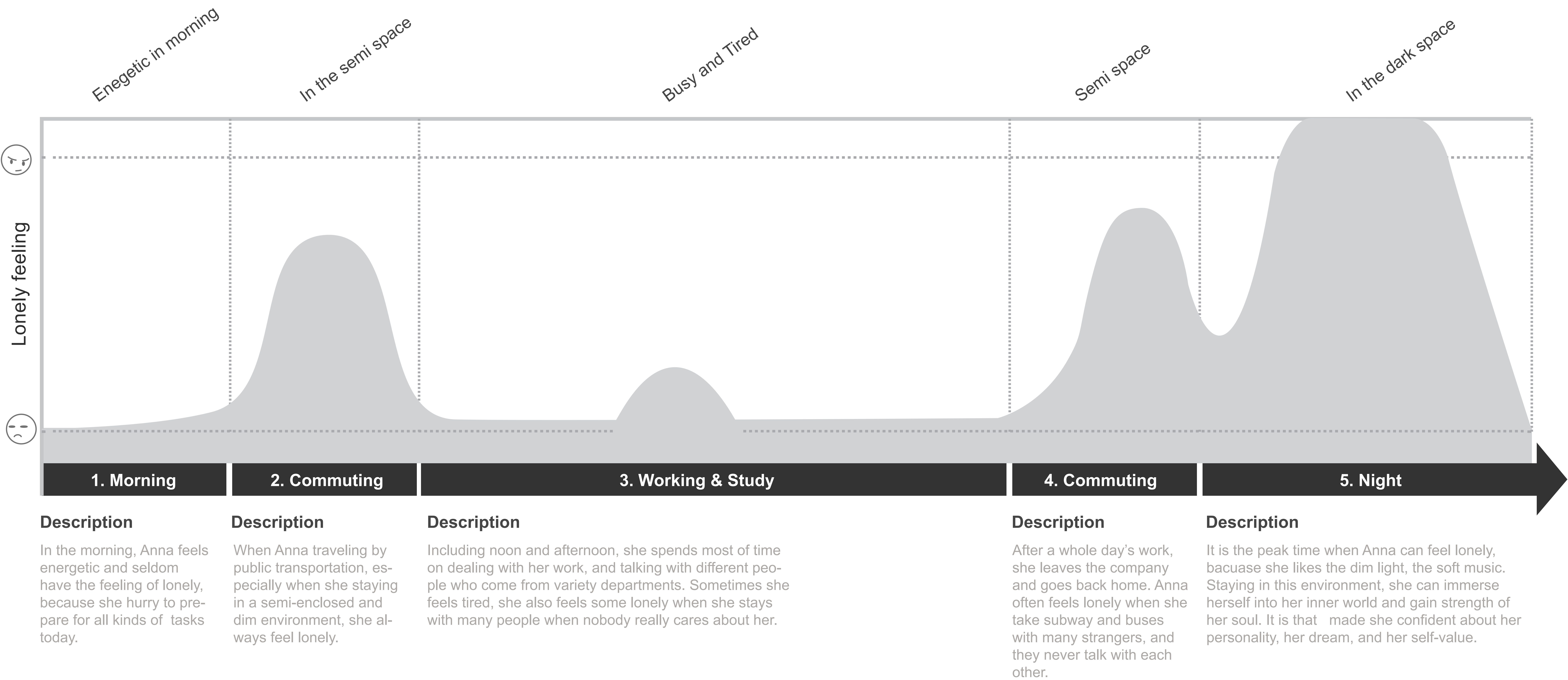
Behavior :

Anna some times can't stand the loneliness and constantly chat with people.
Lonely sometimes made her thought deeply about herself and her life. Anna feels calm and relax after staying for her own,

Expectation :

Having some private space for her to thinking and relax.
Need some help to establish her self-value.
Require an environment that could help her to immerse into the sense of loneliness.

I found out that people easy to feel lonely when environment around them have white noises

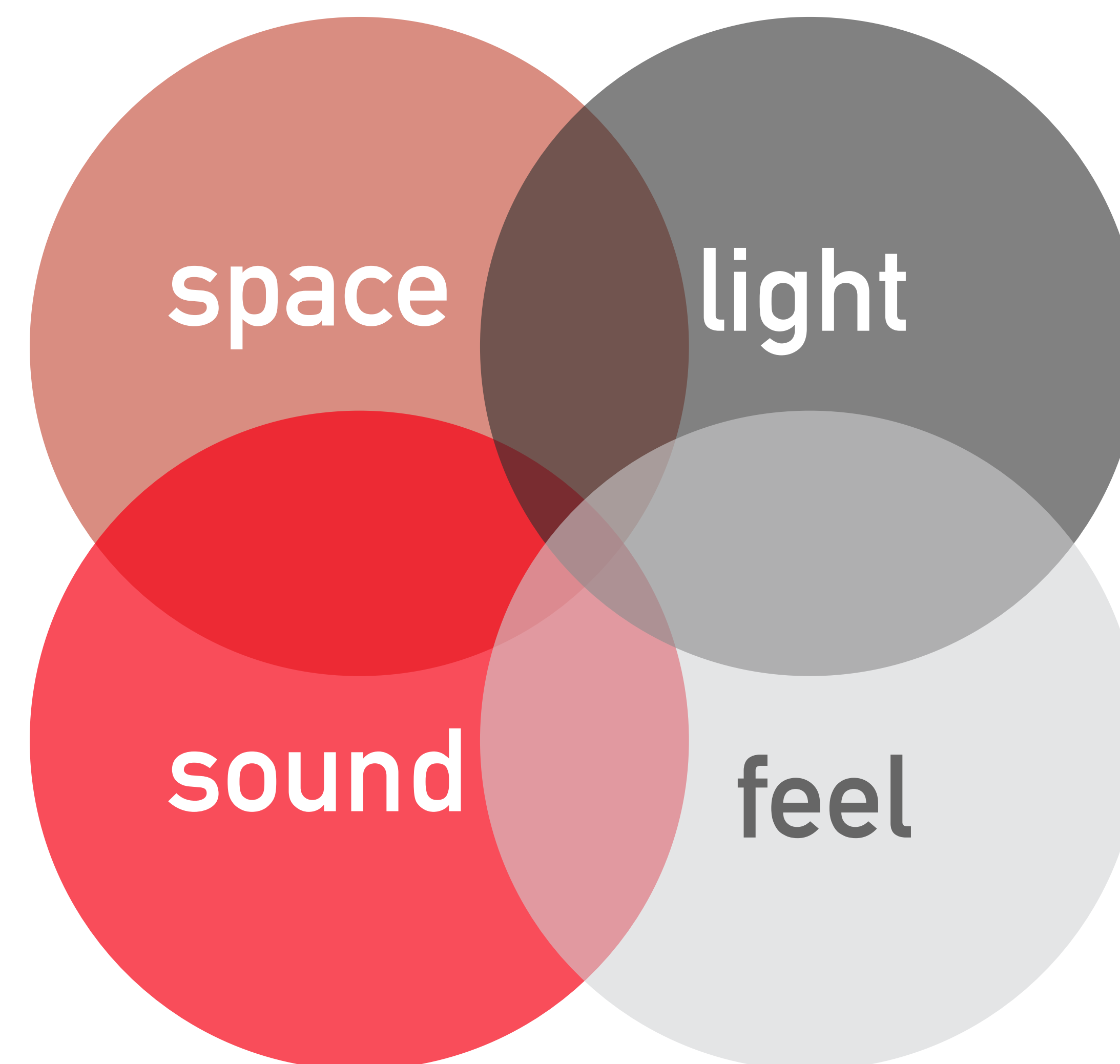


Through user research, we found that people in these scenes are prone to feel loneliness and are likely to think, such as on the subway, bus, semi-enclosed space, and in the crowd. After repeated works or when they laying bedtime, people are prone to fall into a state of loneliness. According to data analysis, light and space are two big environmental factors, which is easy to make people feel loneliness.

05 Insight

Space:
semi-closed space, closed
space, quiet space

Sound:
white noise
nature, water, rain, bird, wind

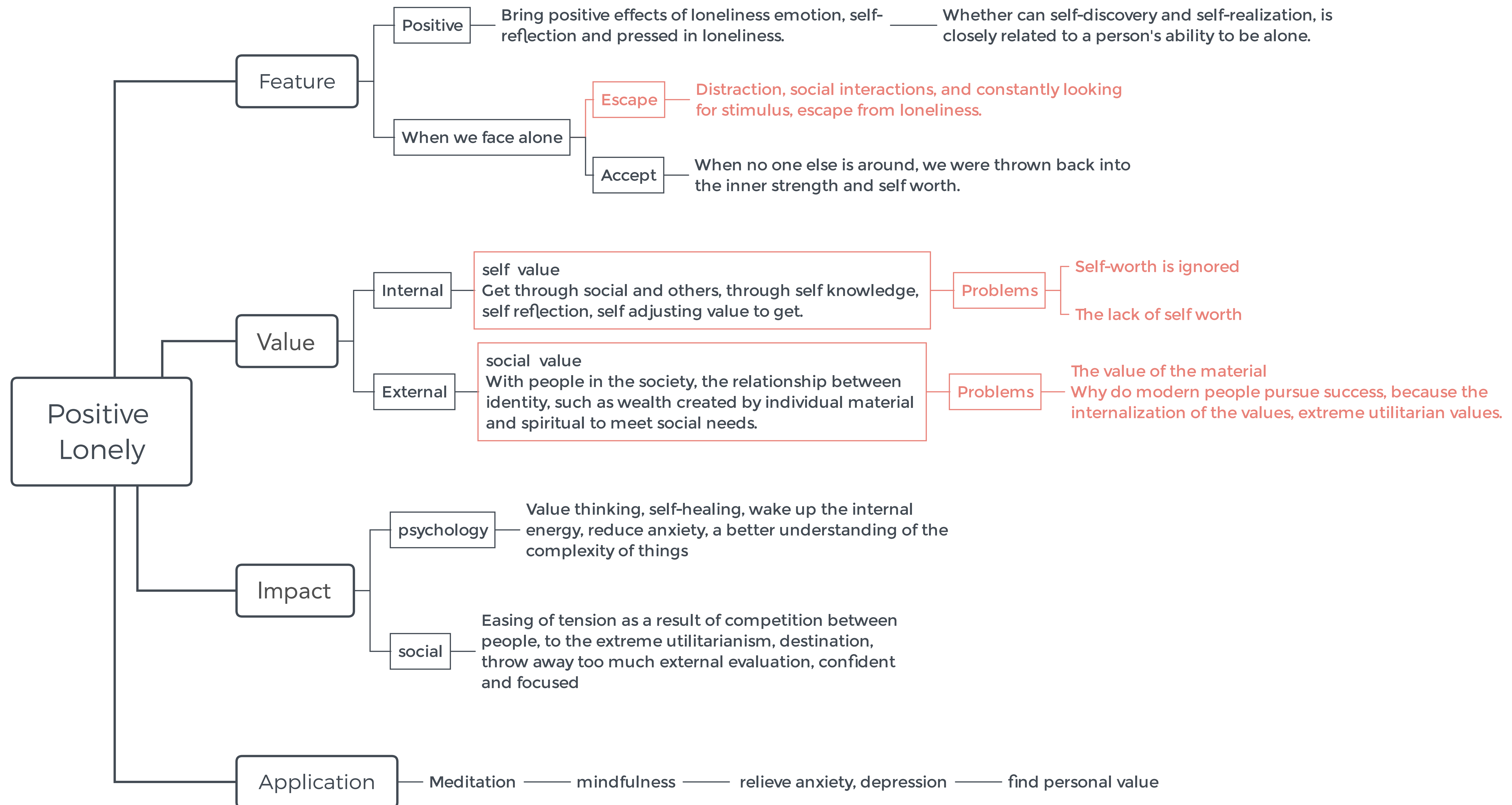


Light:
dark, dim light, yellow light

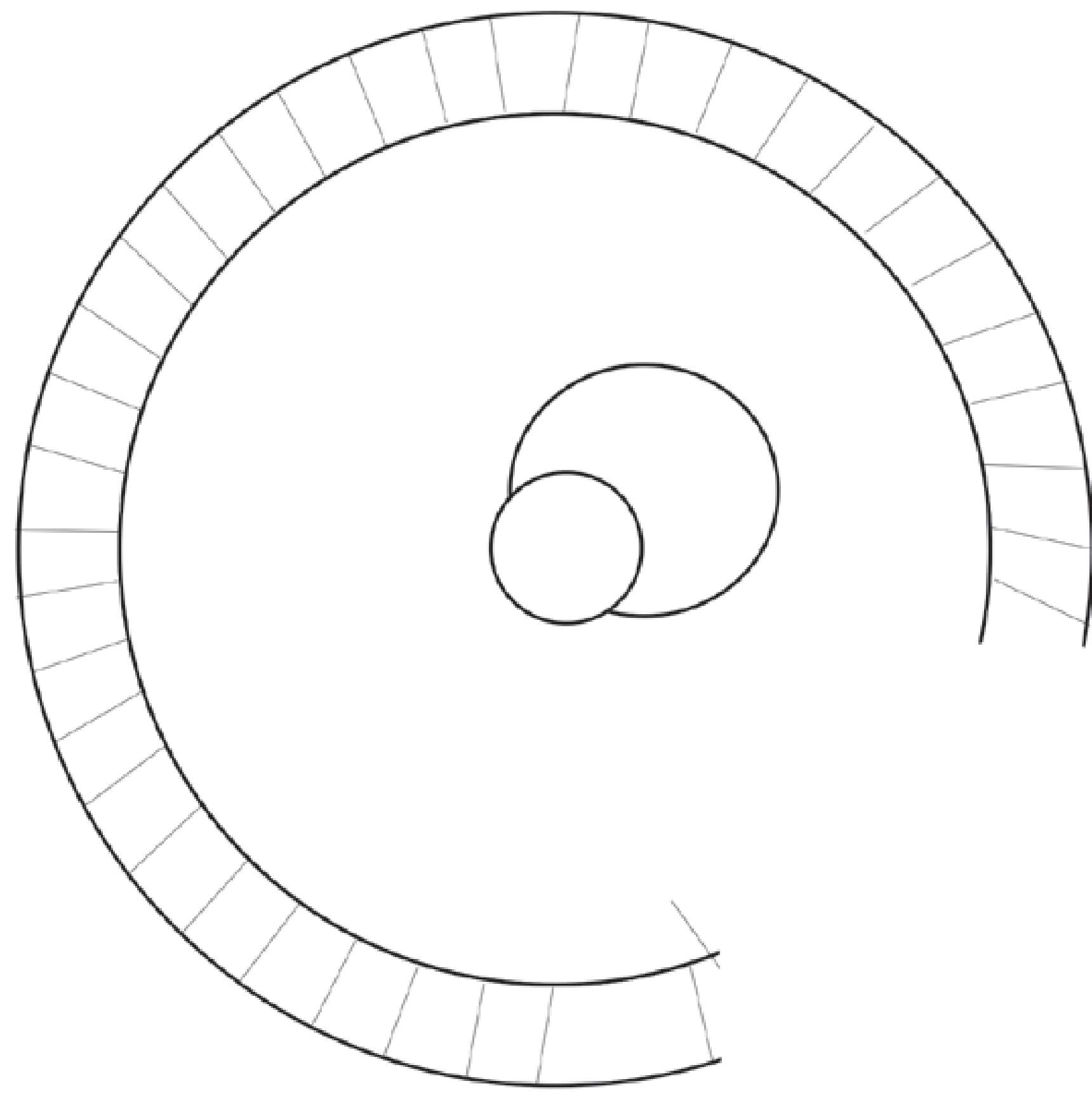
Feel:
relax, focus ,calm down

Through user research, we found that people in these **scenes** are prone to feel loneliness and are likely to have deeper thinking, such as on the subway, bus, **semi-enclosed space** or in the crowd.

I Mindmap



I Main function

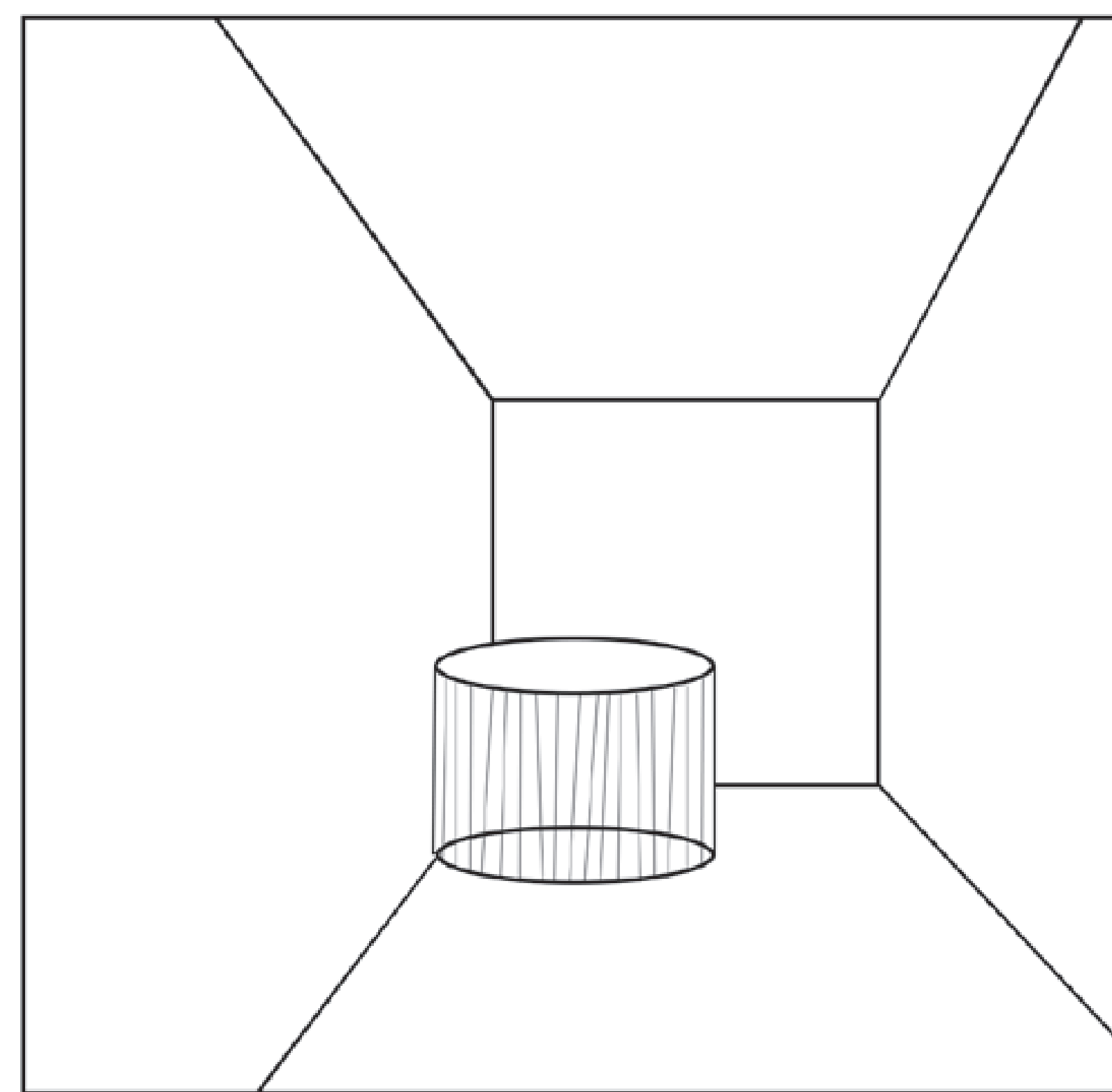


01 Semi-isolated space

I want to use the characteristics of traditional Chinese screens and paper and use light to create a semi-isolated space. And this semi-enclosed space can promote people's deeper thinking, and bring them a positive sense of loneliness.

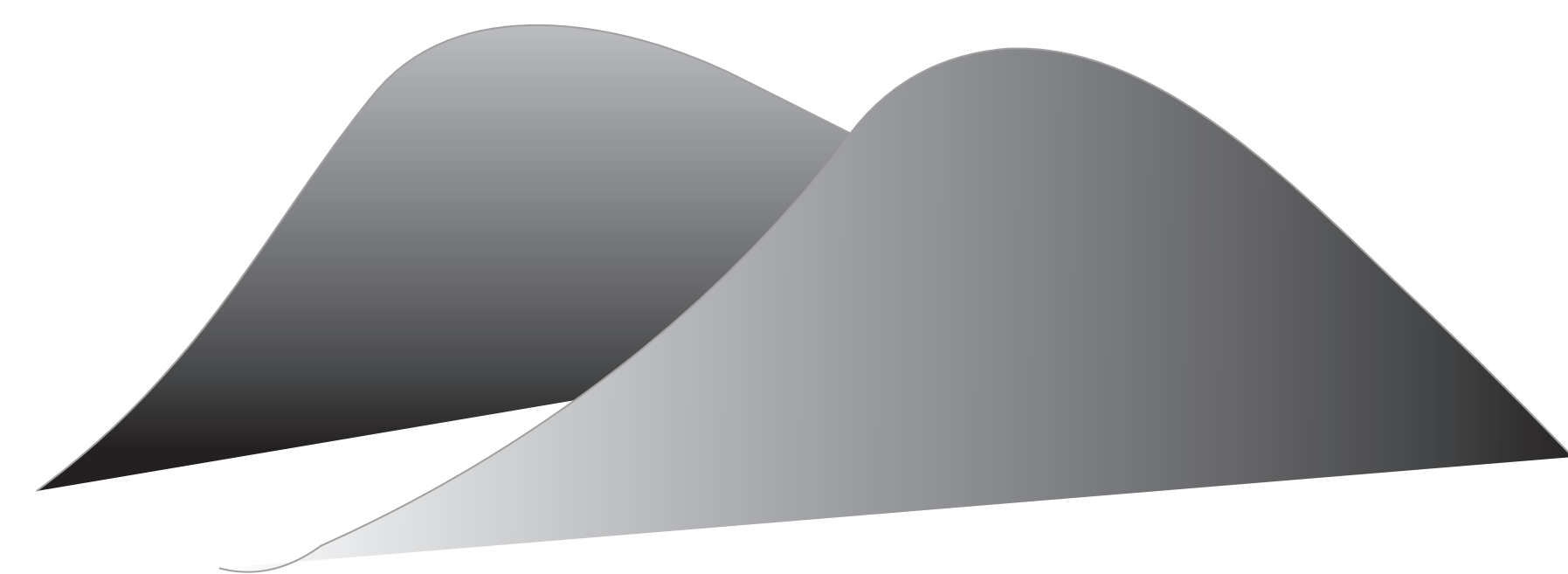
02 Immersive experience

It introduced natural landscape elements, giving people in the closed space an open feeling. It uses landscape patters as the guidance of light, the changing between lightness and darkness actually is a metaphor of a thinking process. Dark light can tend to make a person fall into a state of lonely thinking.



Light

Transition of light



white noise

Record your own white noise

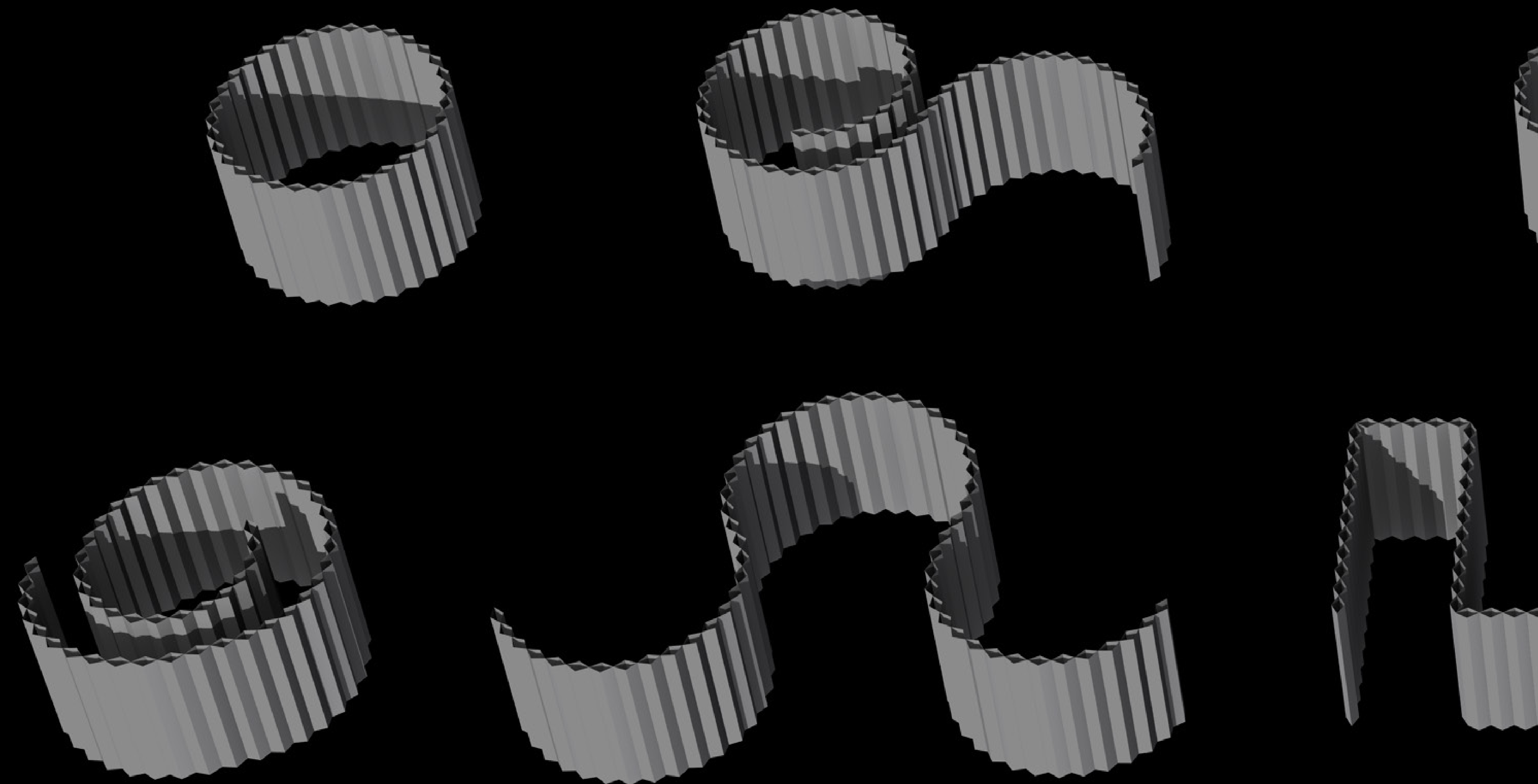
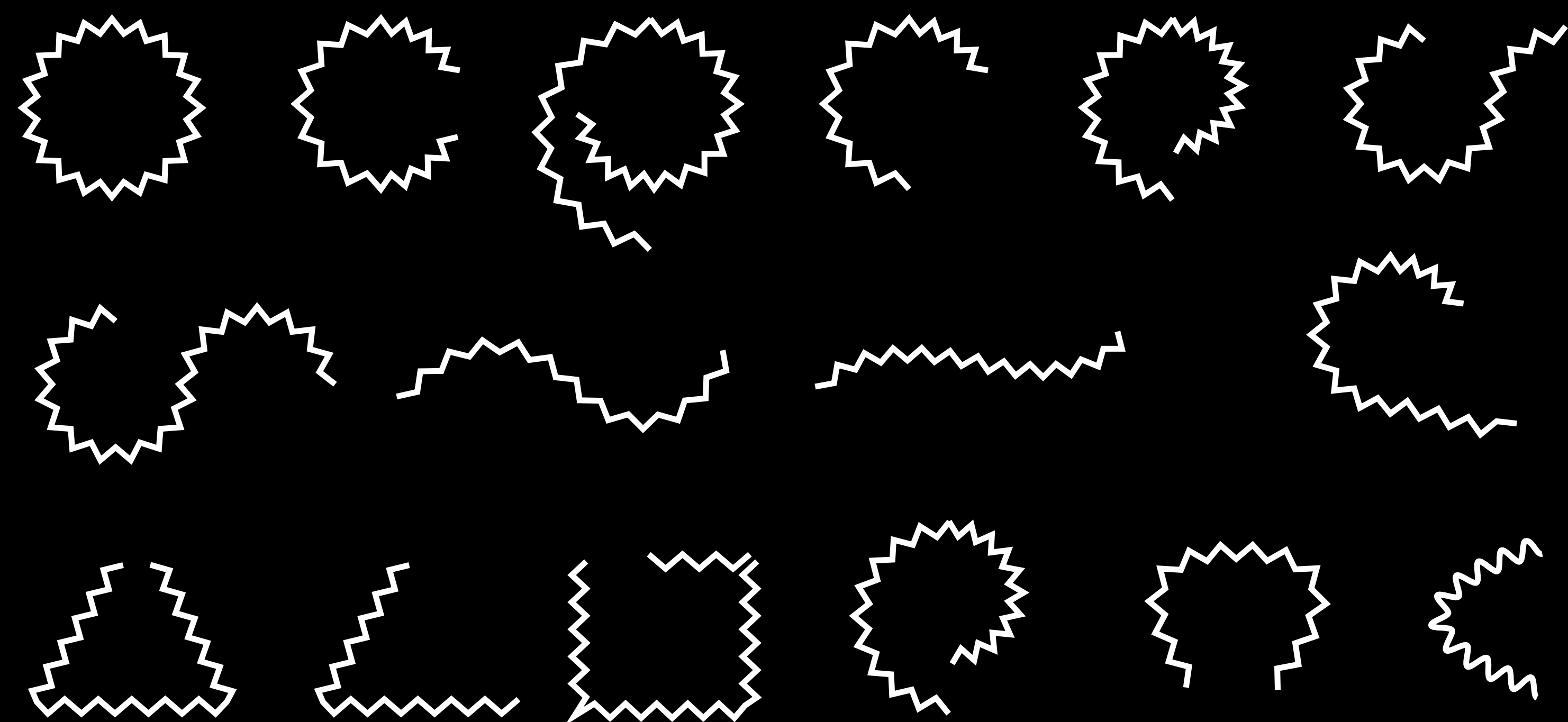


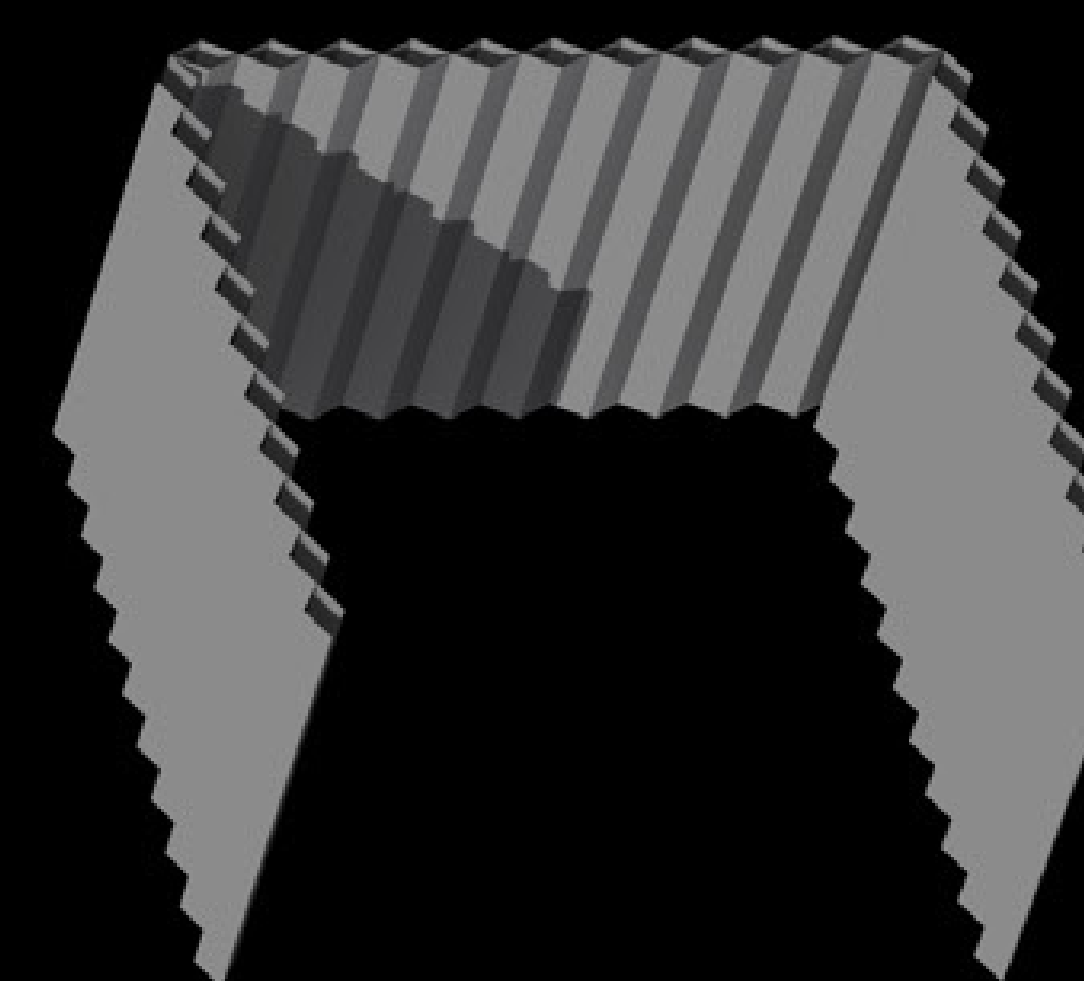
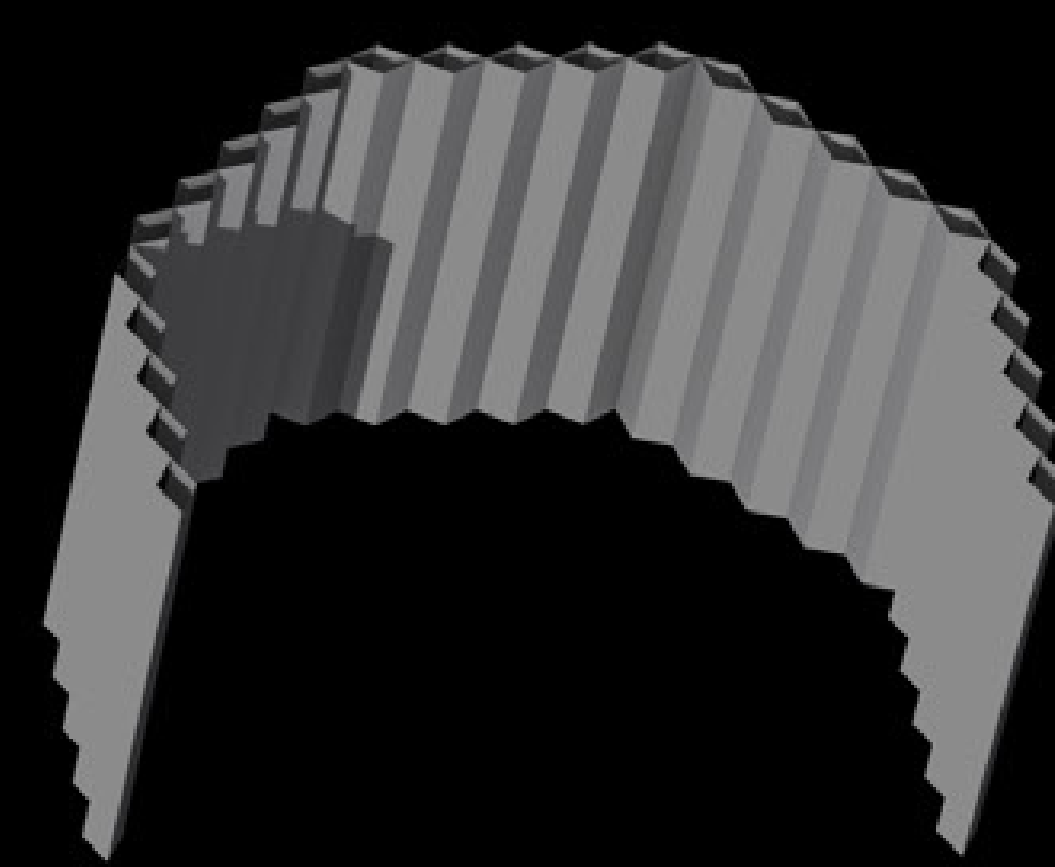
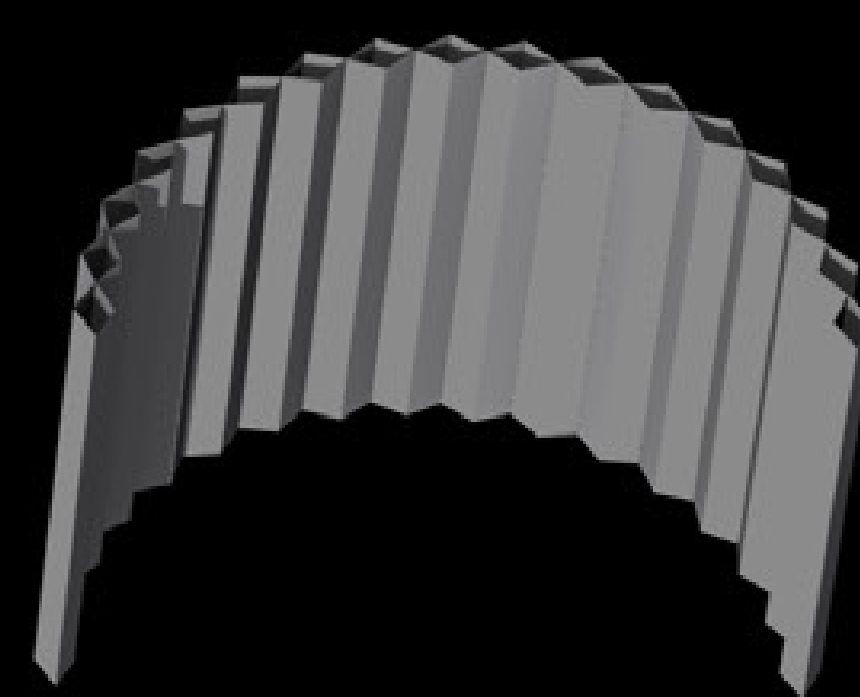
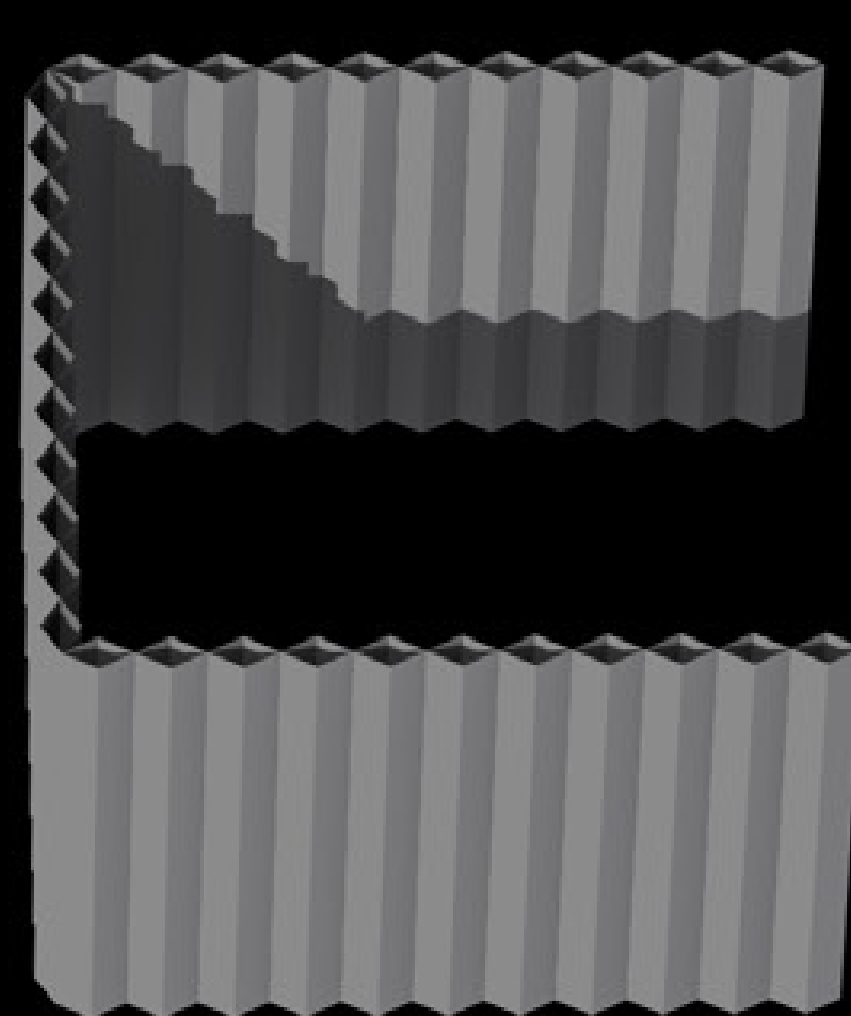
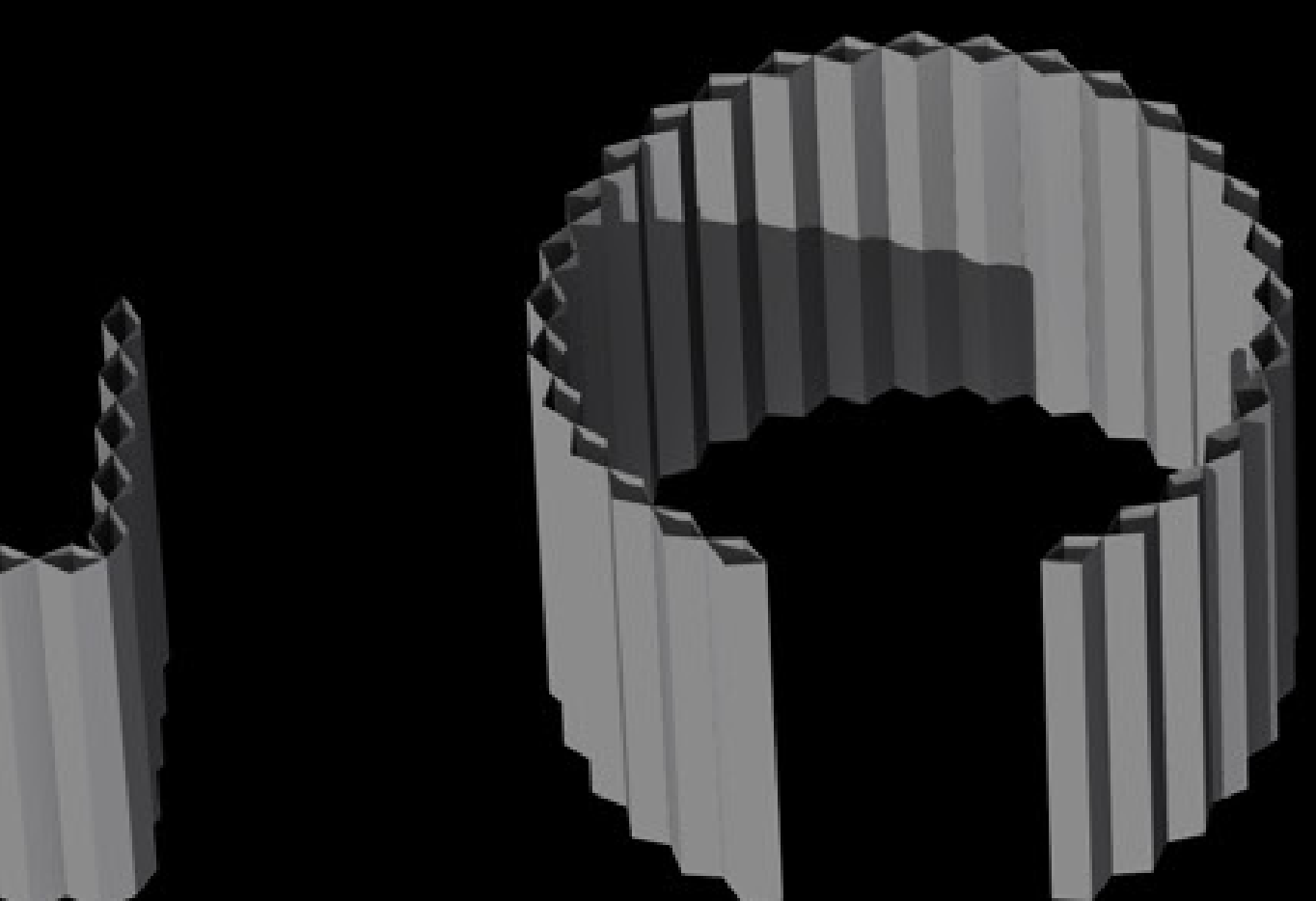
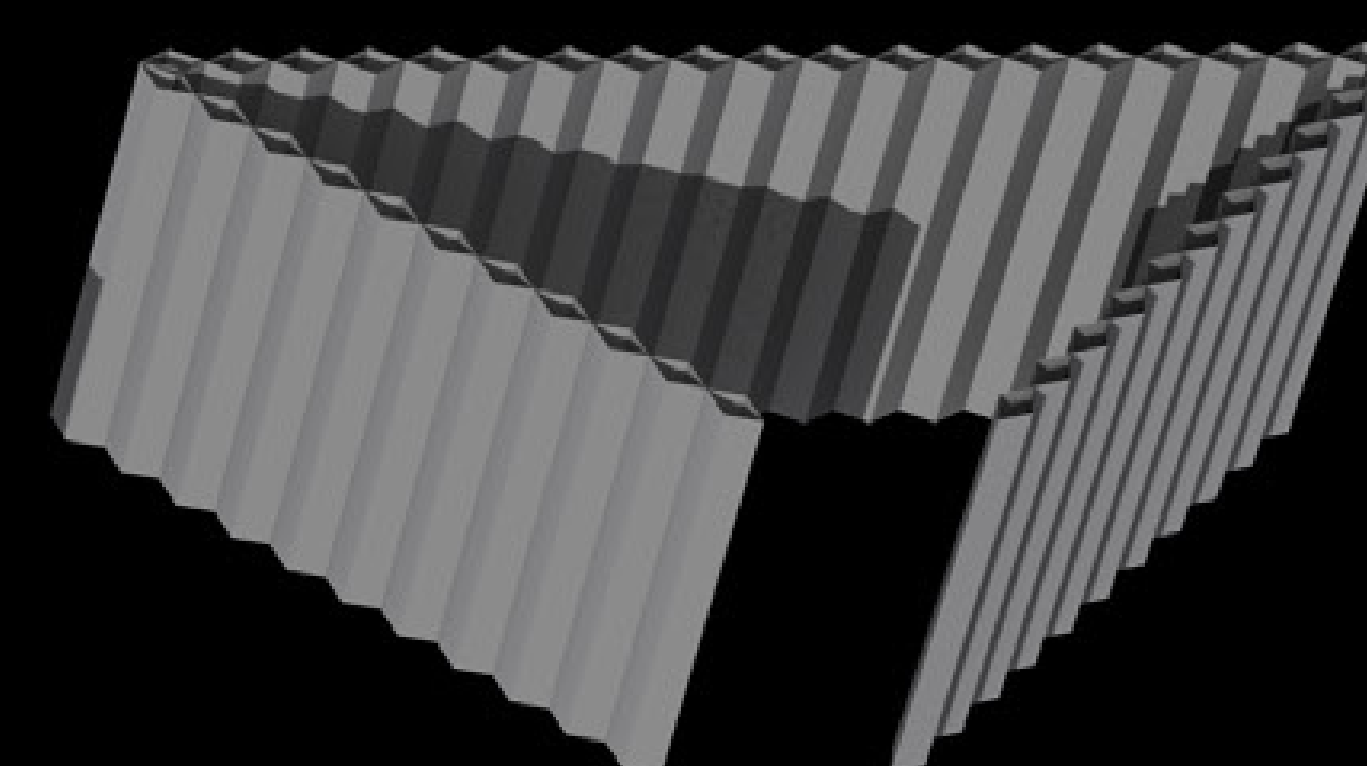
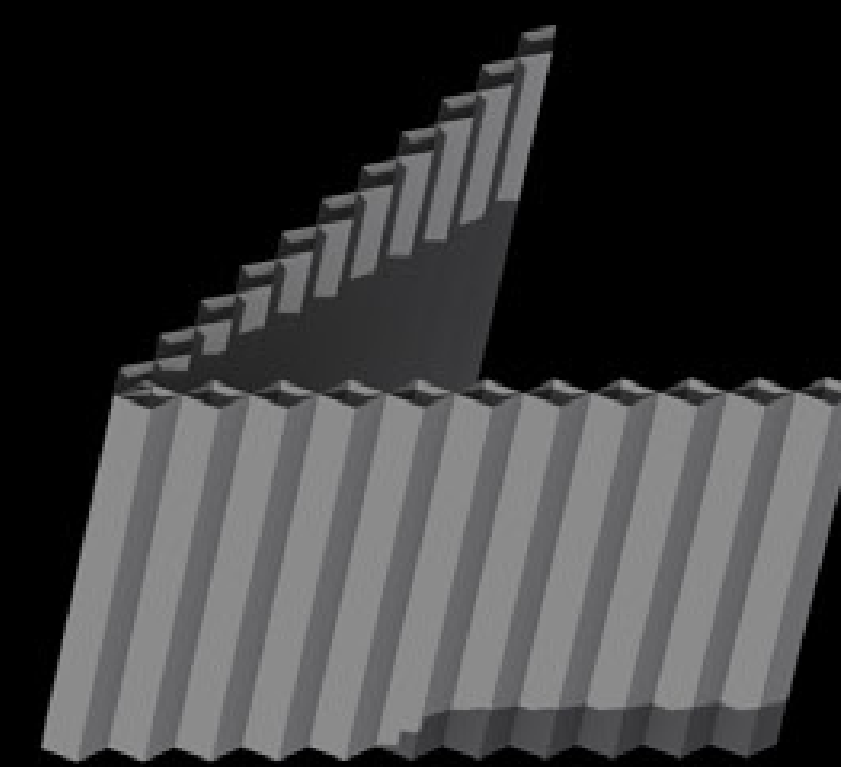
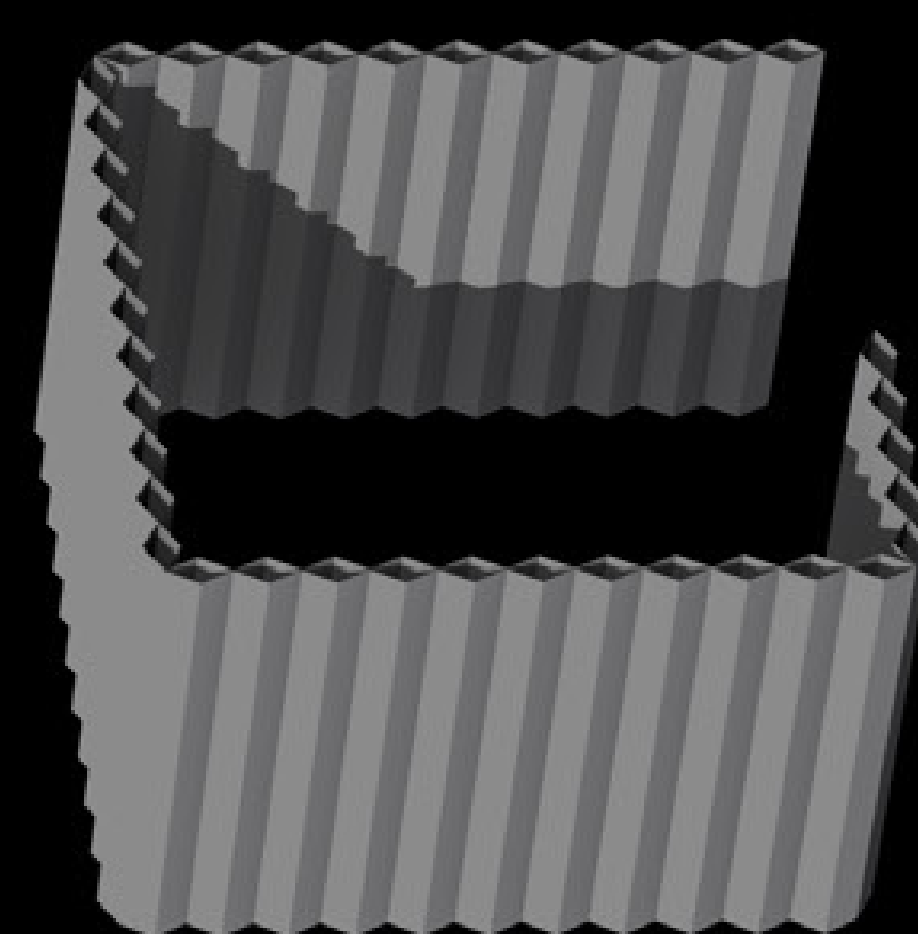
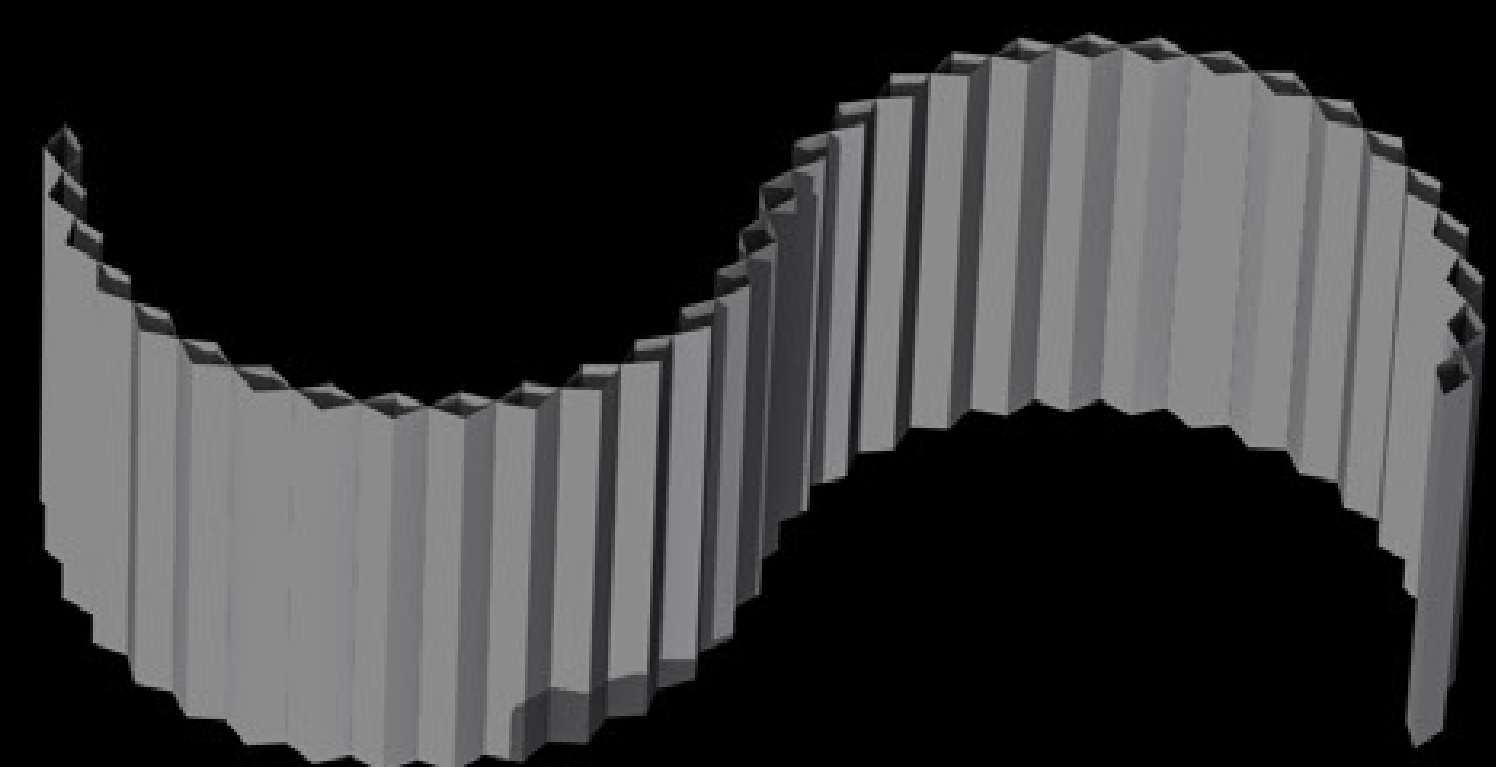
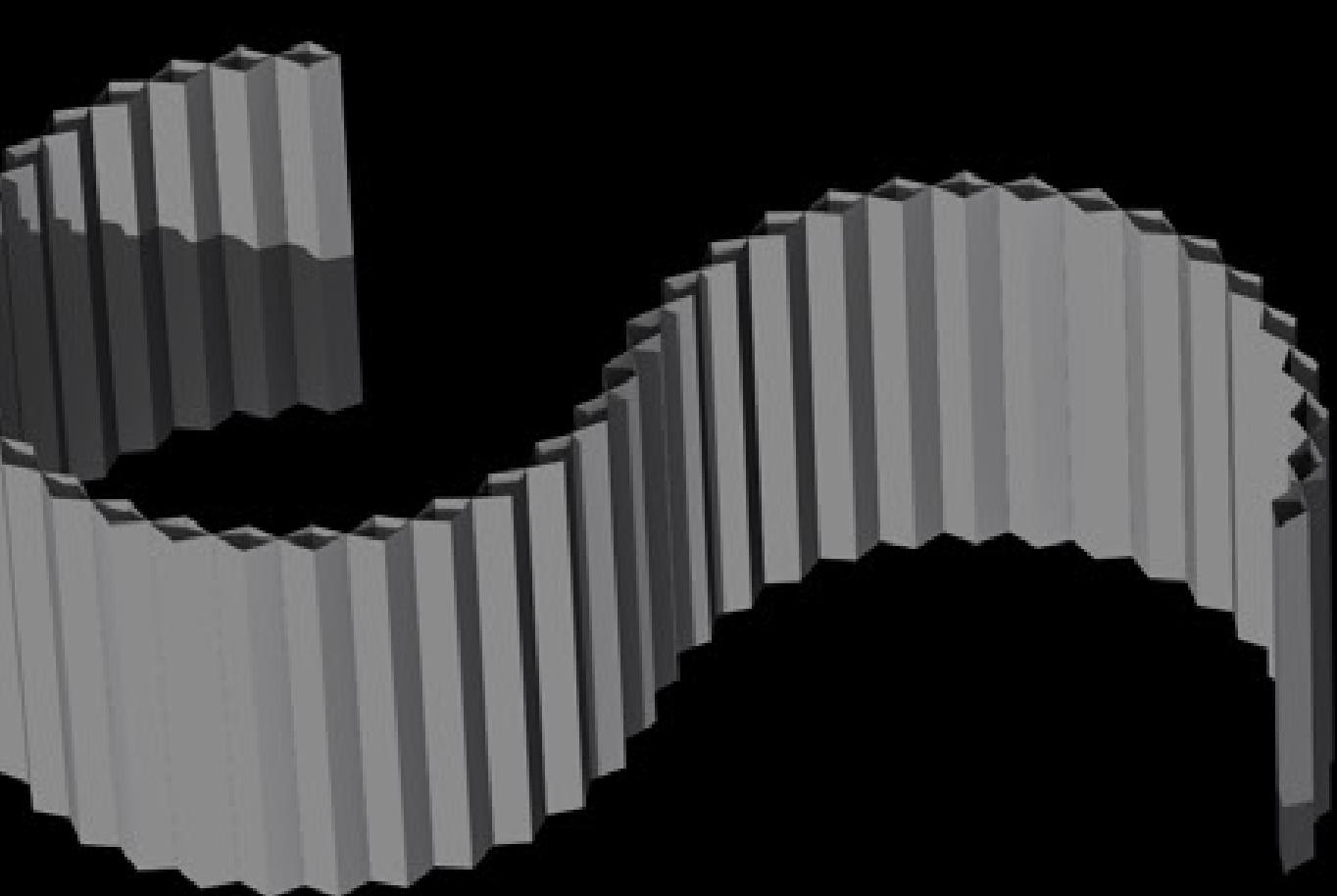
I Combined Experiment

01 Shape Experiment

Different shapes of screen

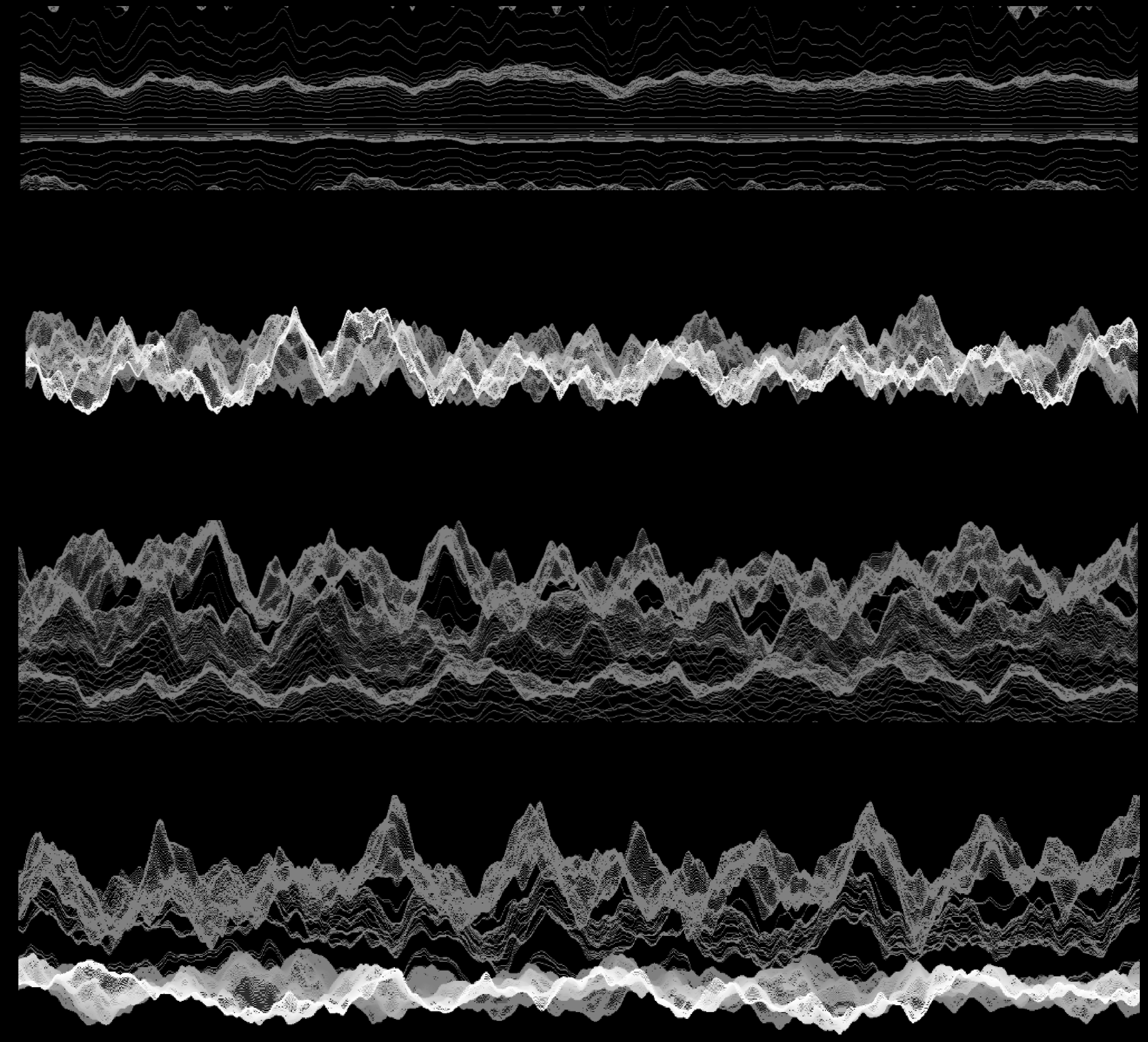
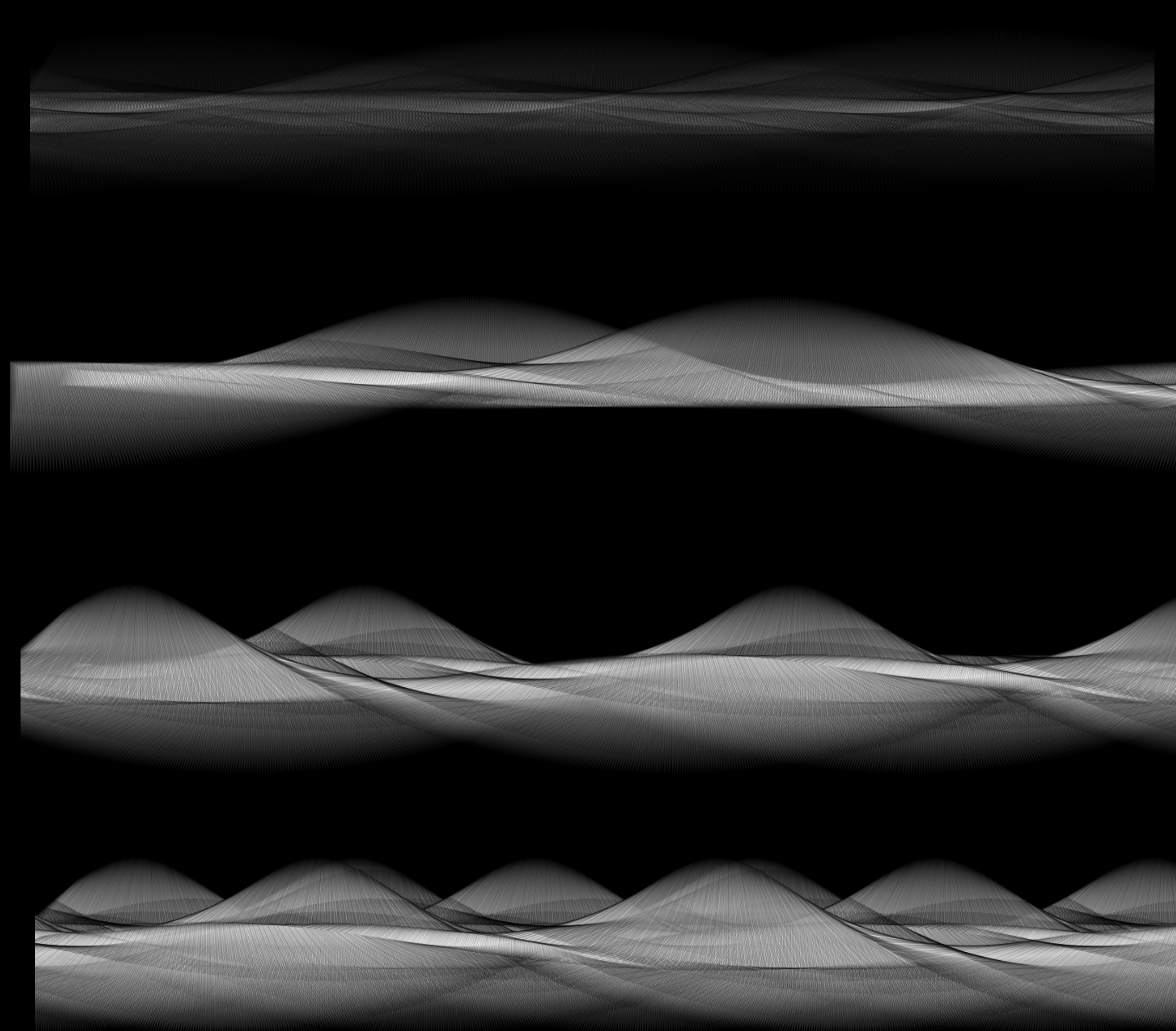
I want to use the characteristics of traditional Chinese screens and paper to create a semi-isolated space. And this semi-enclosed space can promote people's thinking, and bring them a positive sense of loneliness.



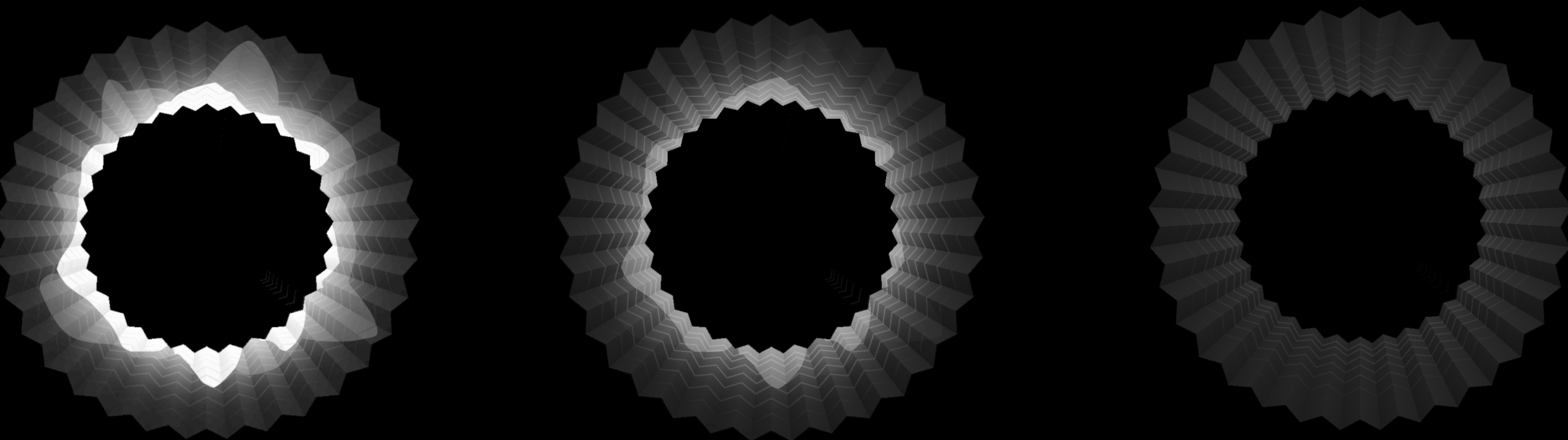


02 Light Pattern

■ Pattern Examination

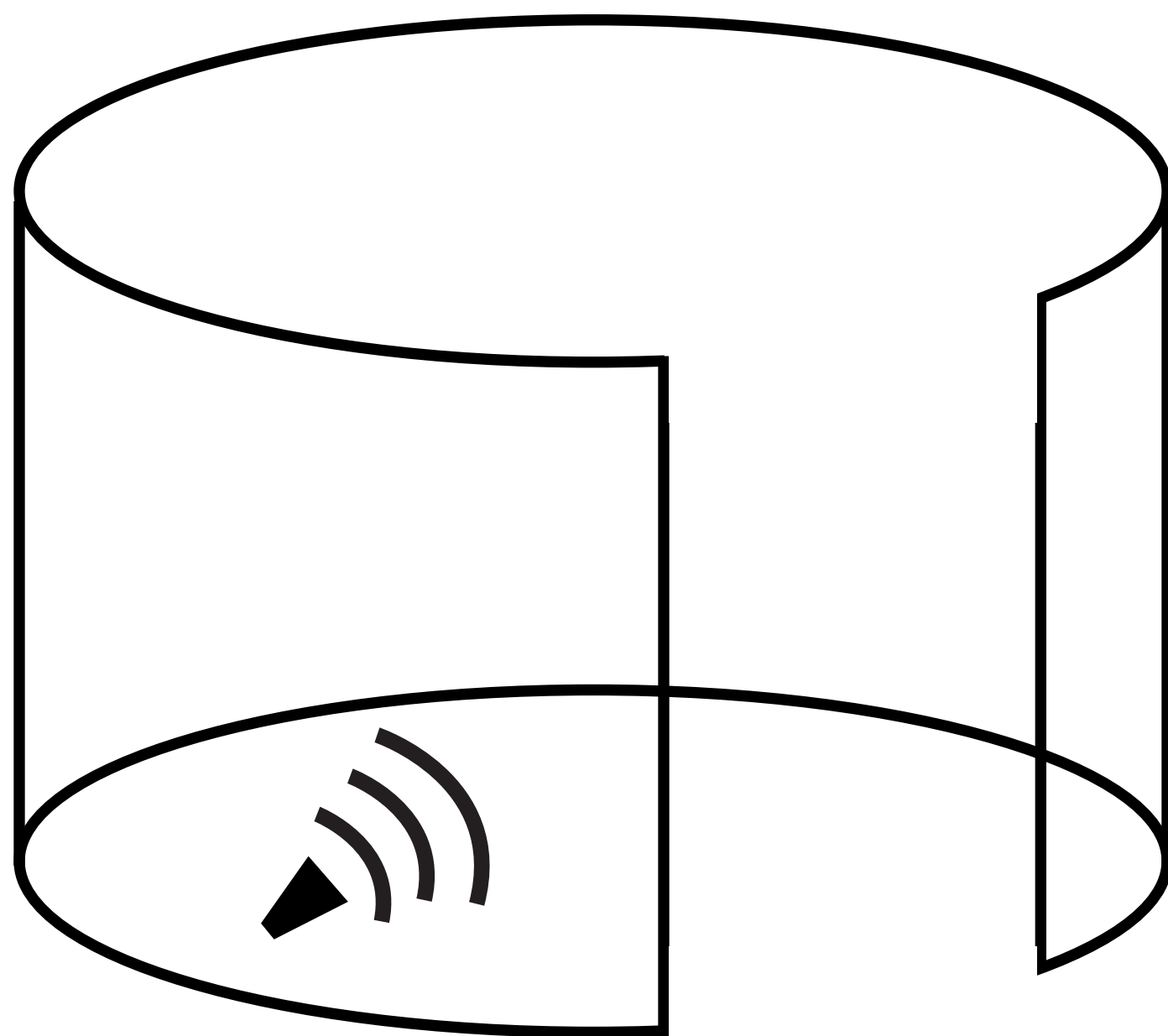


■ **Top view of the device screen**
Light change with time goes by.



03 Sound Experiments

Function



Playing sound in device

- Record
 - Audition
 - Paly

Scenario

The white noise could be collect by users, and then they will be played inside the device. Users could go outside, and select some fitable environment to collect sound.

Scene One

Go to the forest and collect the sounds of nature, including the wind, the birds call



FOREST

Scene Two

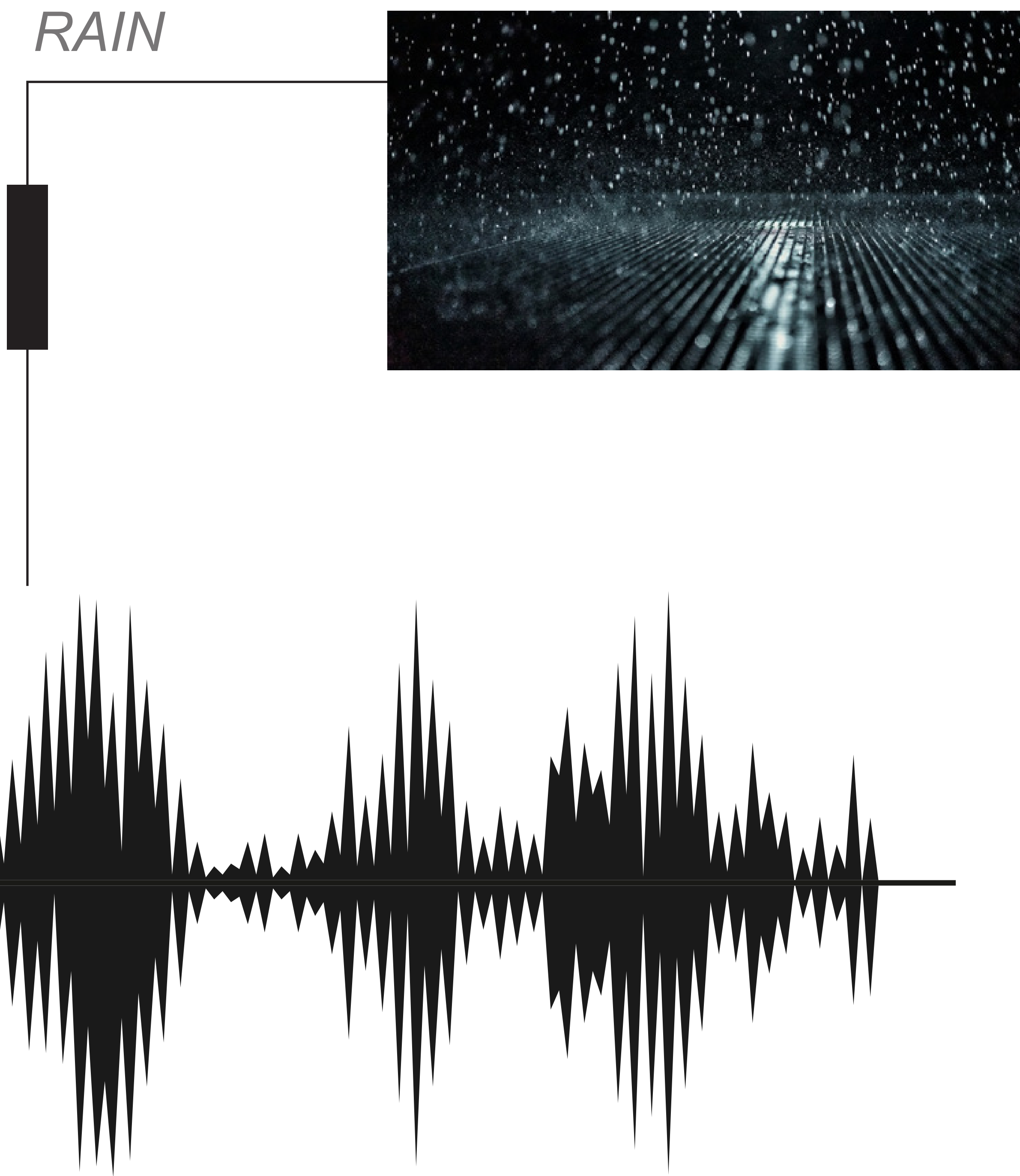
Collecting sound of water, including sea and river



clud-

Scene Three

Collect the sound of rainfall

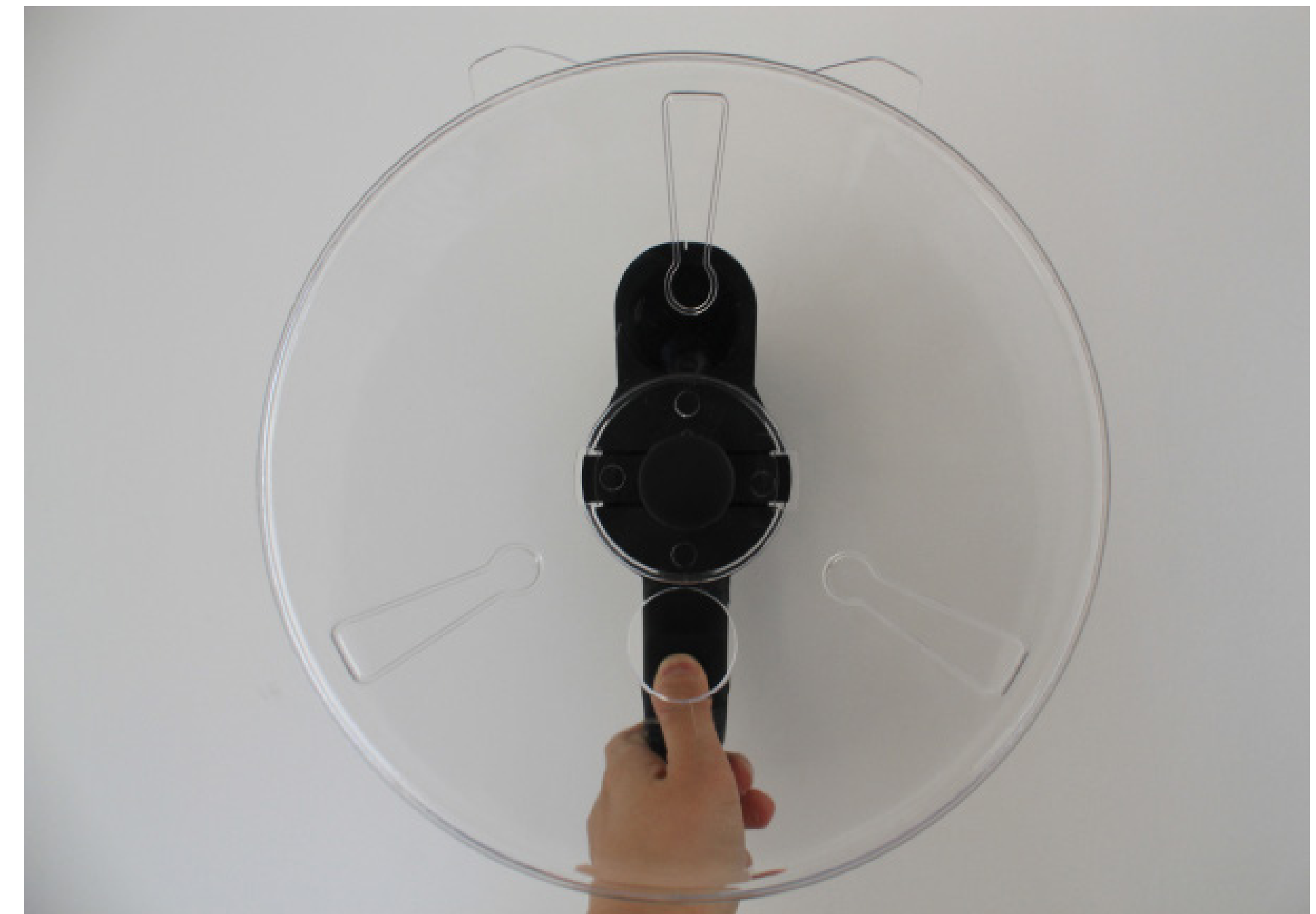


Collect

We can use this collect device to collect sound in different environment.

Collecting Device

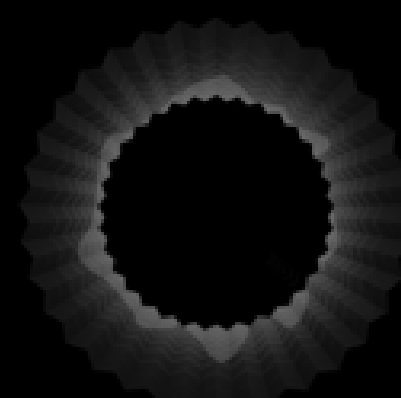
Record + Play



I Combined Experiment

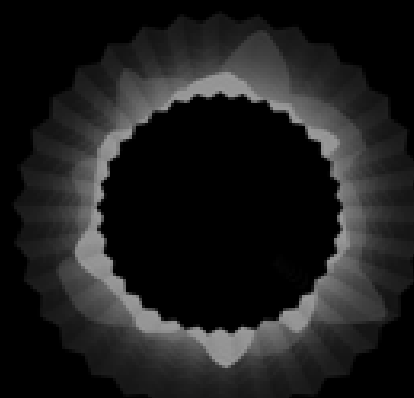
Step 1: 5Min

Time: 0-5 Min
Light: Dark light
Sound: Steady white noise



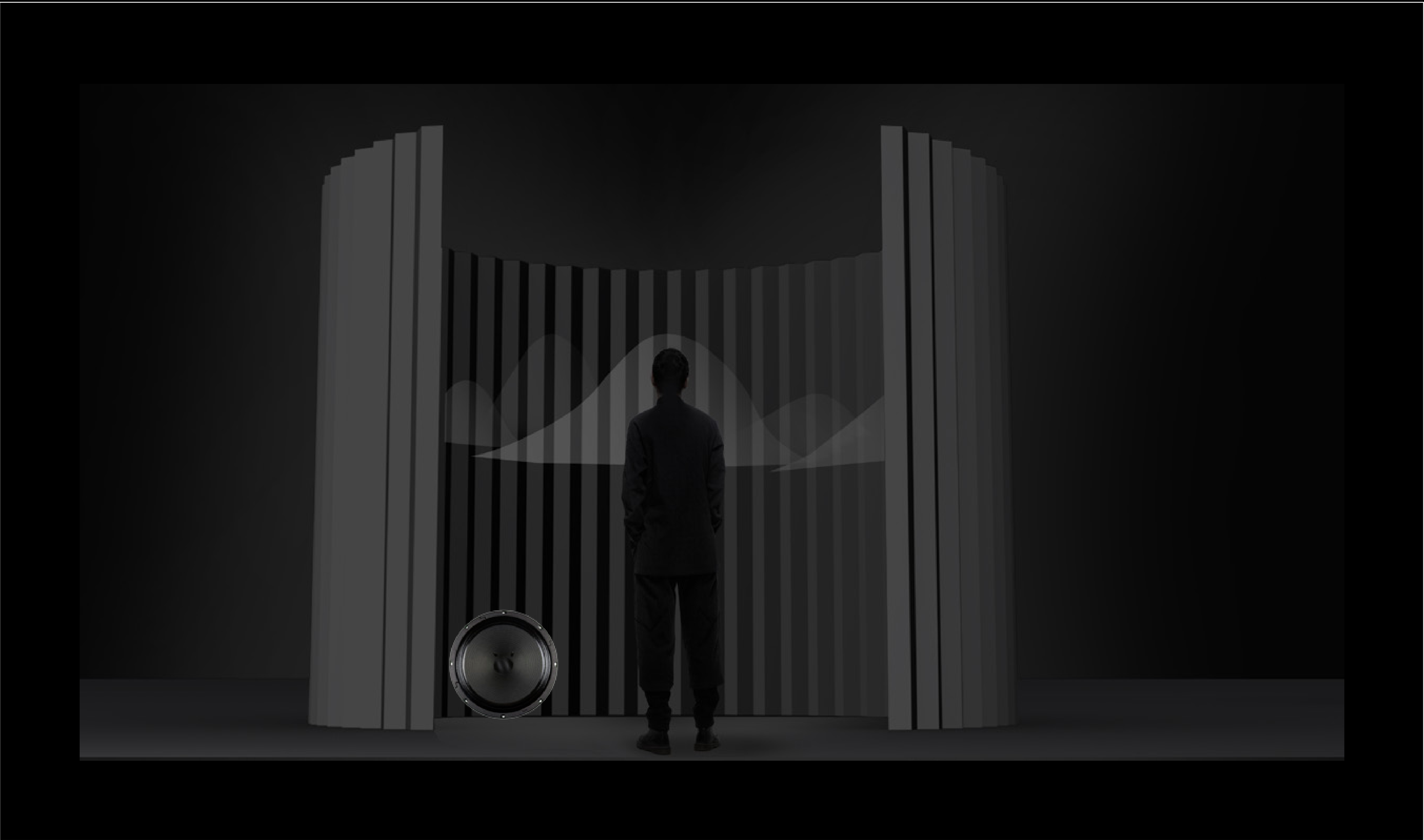
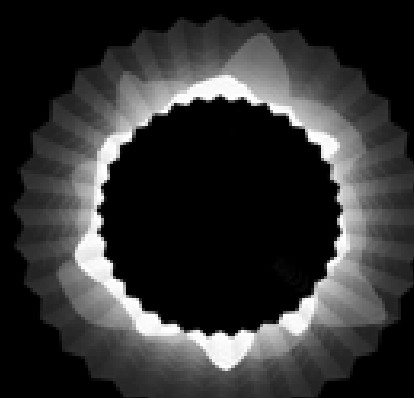
Step 2: 10Min

Time: 5-10 Min
Light: Media light
Sound: Steady white noise



Step 3: 15Min

Time: 10-15 Min
Light: Bright light
Sound: Steady white noise



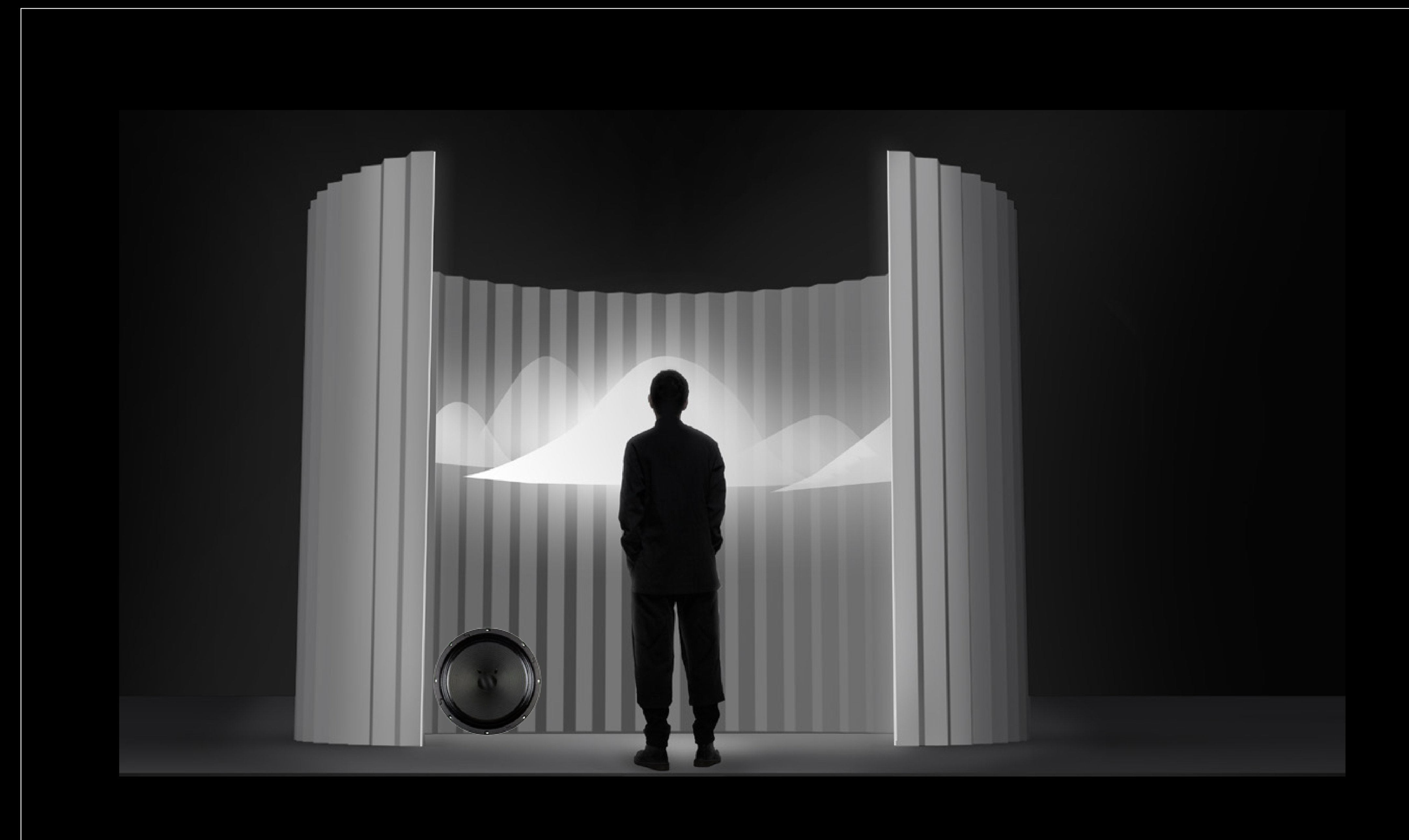
5MIN



10MI



N



15MIN

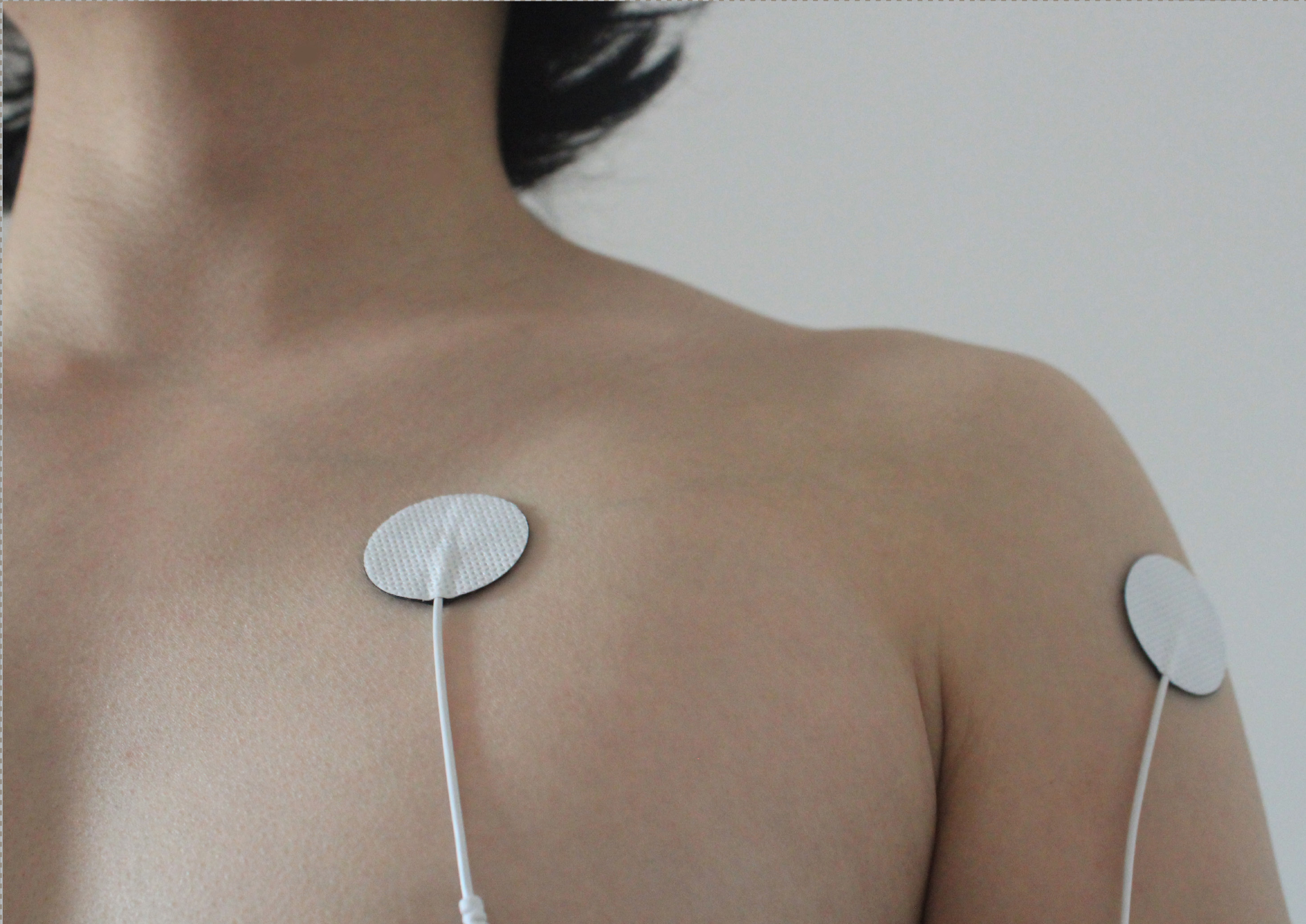
I Final Exhibition





SEMI IOSLATION SPACE

People could enter this space, and interact with envionment light and sound.



04 The pain of loneliness

Individual Program

The electric stimulate device

The second direction of the subject is to explore the use of loneliness as a **body sensory symbol** expressing in the process of human integration into the community. The loneliness of the individual in the modern world is no longer a mental experience after being isolated from the group, but also a symbol of expressing self-existence in the process of integrating into the group. So I want to deepen people's understanding of loneliness by imitating this pain.

Keywords: Body feeling symbol Pain Lonely Understanding

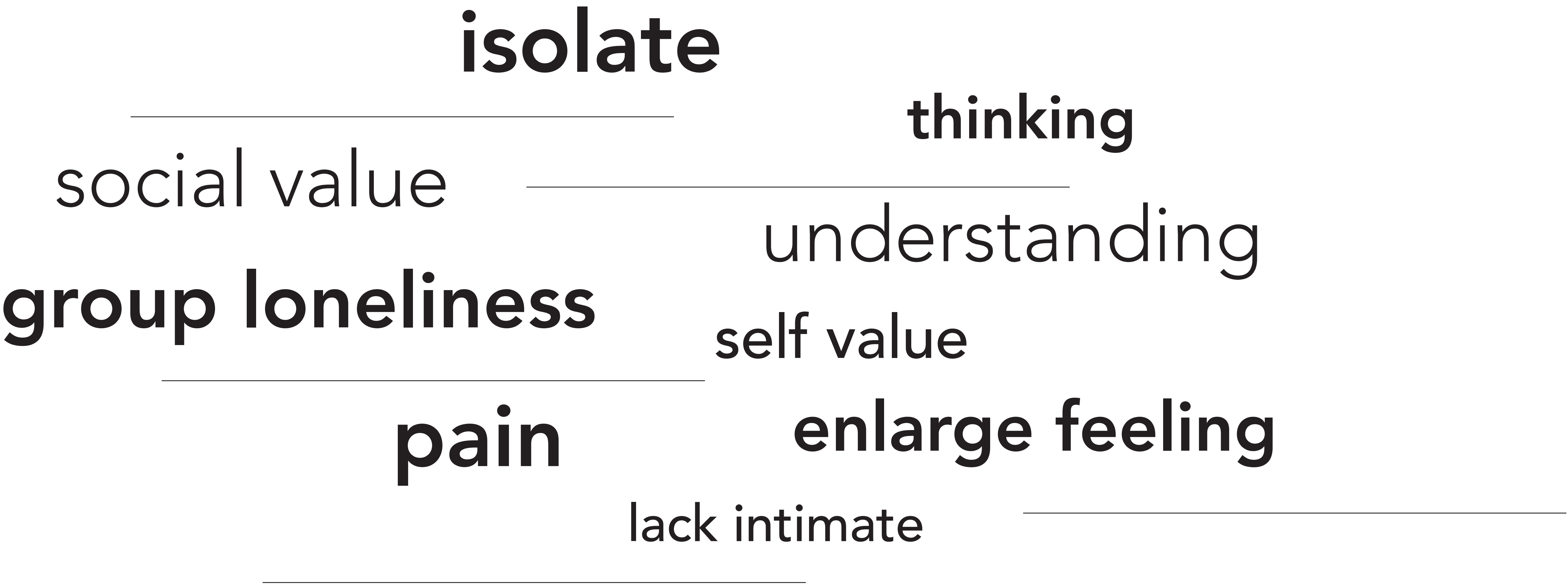
Lonely Scenario



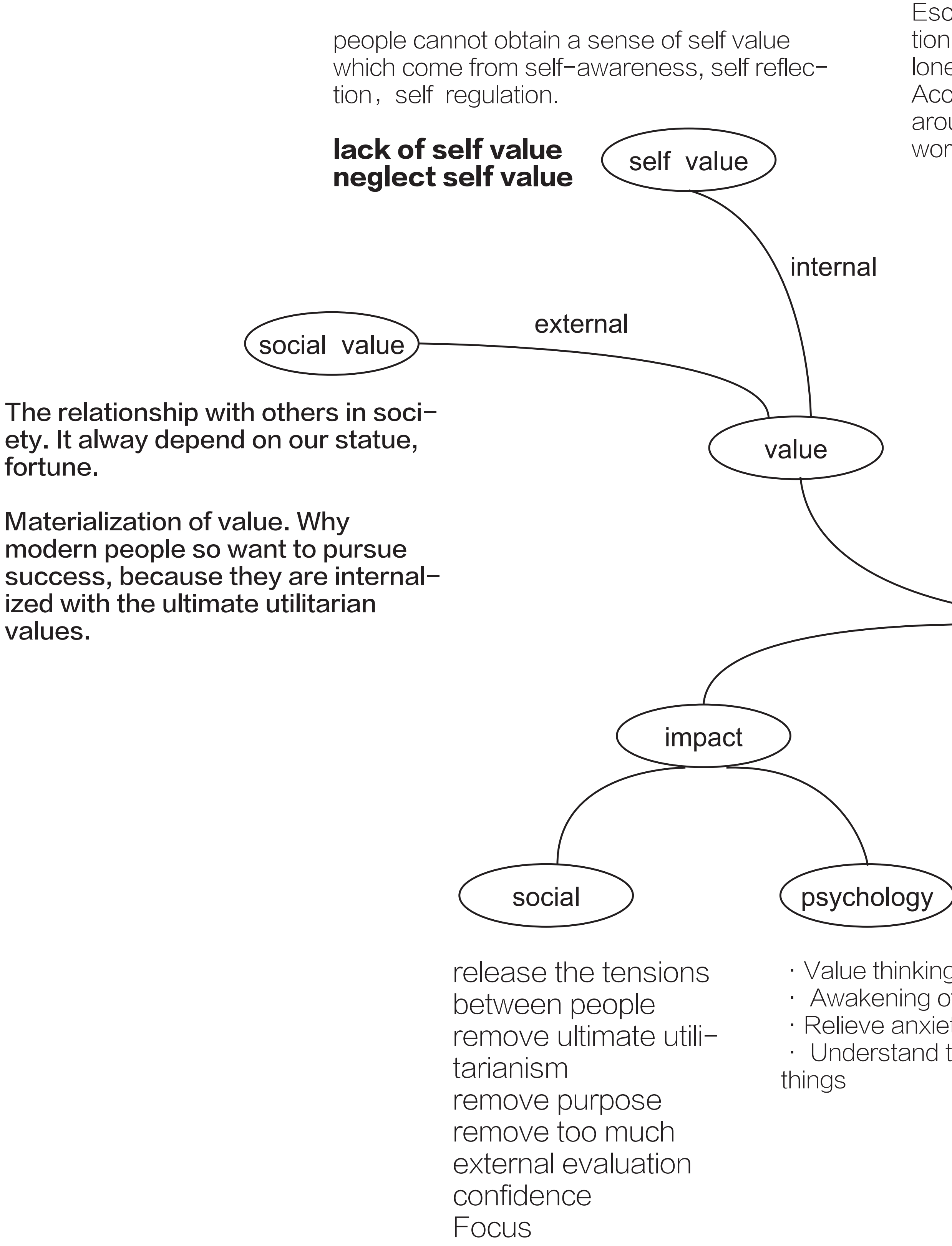
I Concept

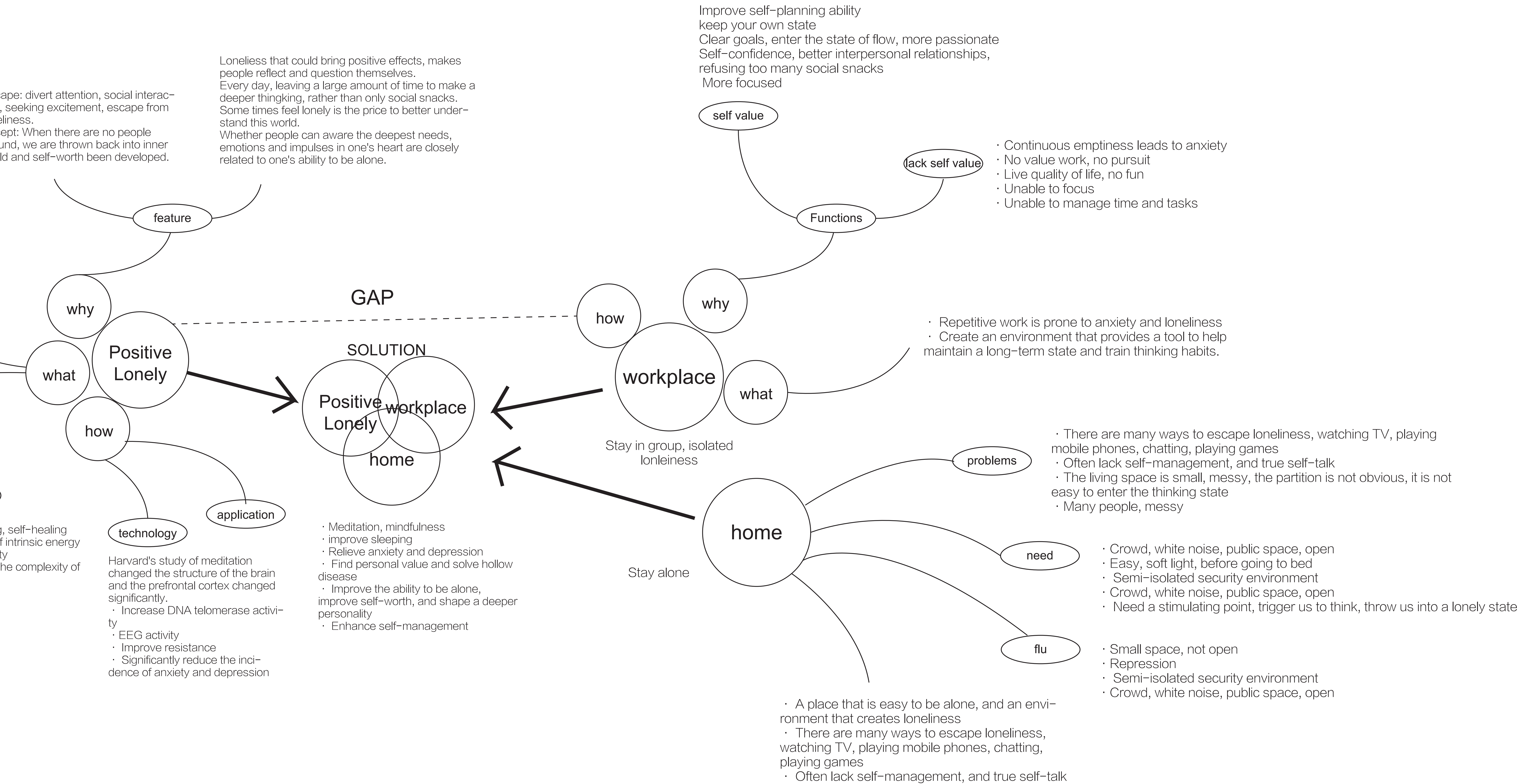
The loneliness of the individual in the modern world is no longer a psychological experience after being isolated from the group, but a symbol of expressing self-existence in the process of integrating into the group, and the feeling of our body is also a kind of symbol, which is painful and obsessive. When people are in a homogenous and universal crowd, they need to rely on a symbol to express their sense of self-existence, while body symbols manifest loneliness. I want to amplify this body feeling through this work, strengthen our understanding of loneliness, and this is the reason why this form of work choose to express feeling of pain.

I Mindmap



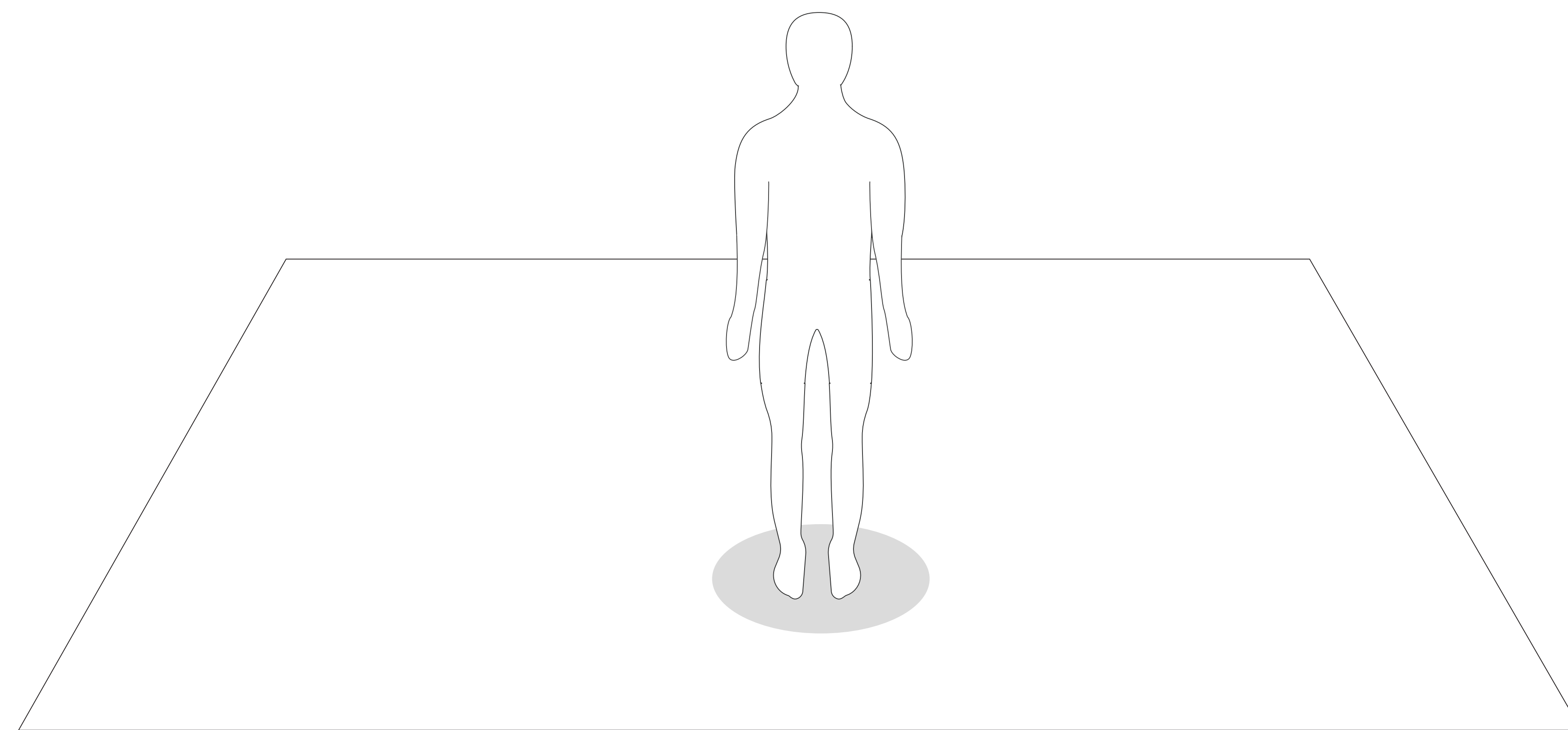
- Enlarge the feeling of lonely
- Imitate the pain of loneliness
- Deeper understanding of loneliness





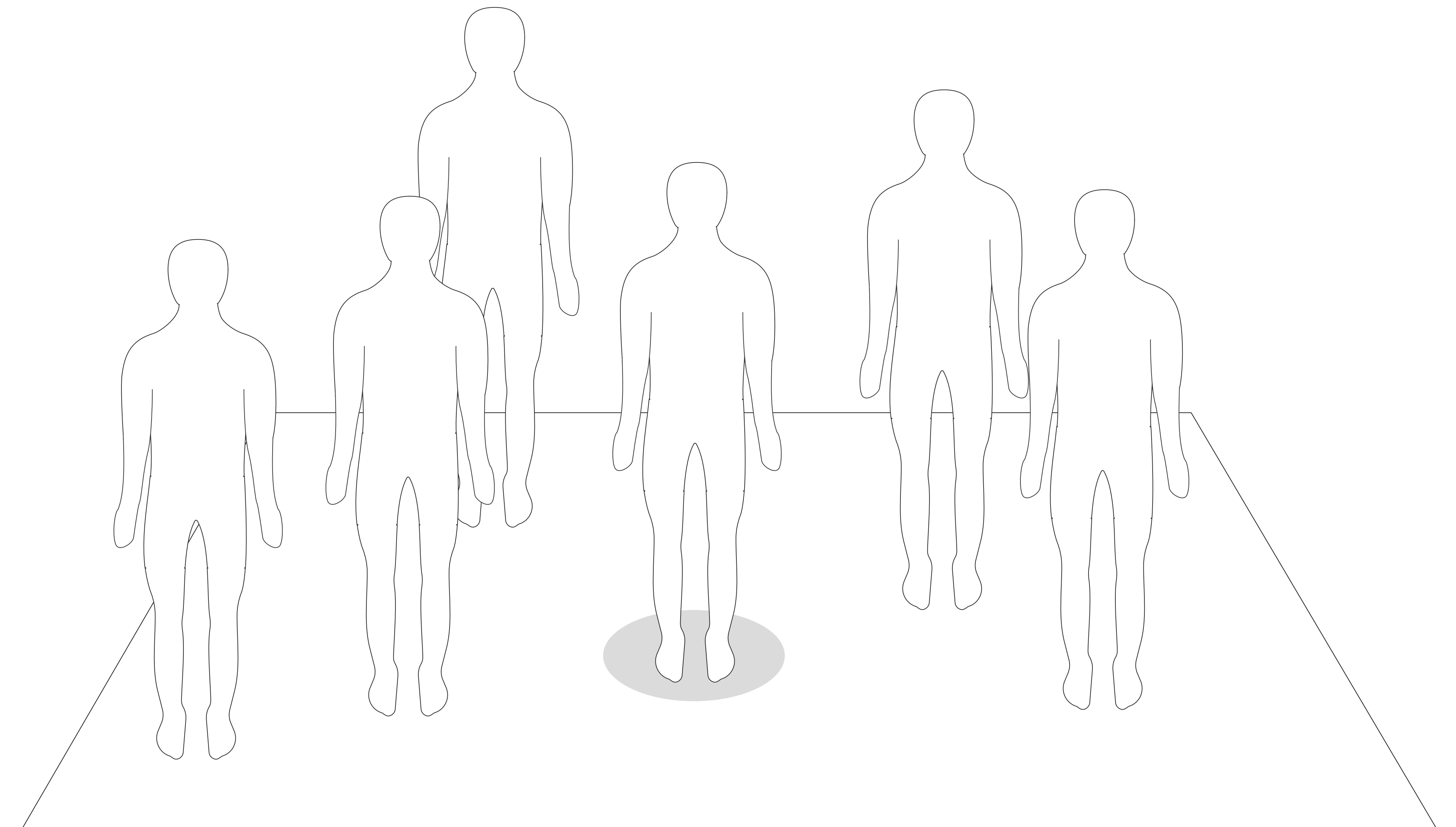
I Research

01 Two different lonely scenes



Isolated Lonely

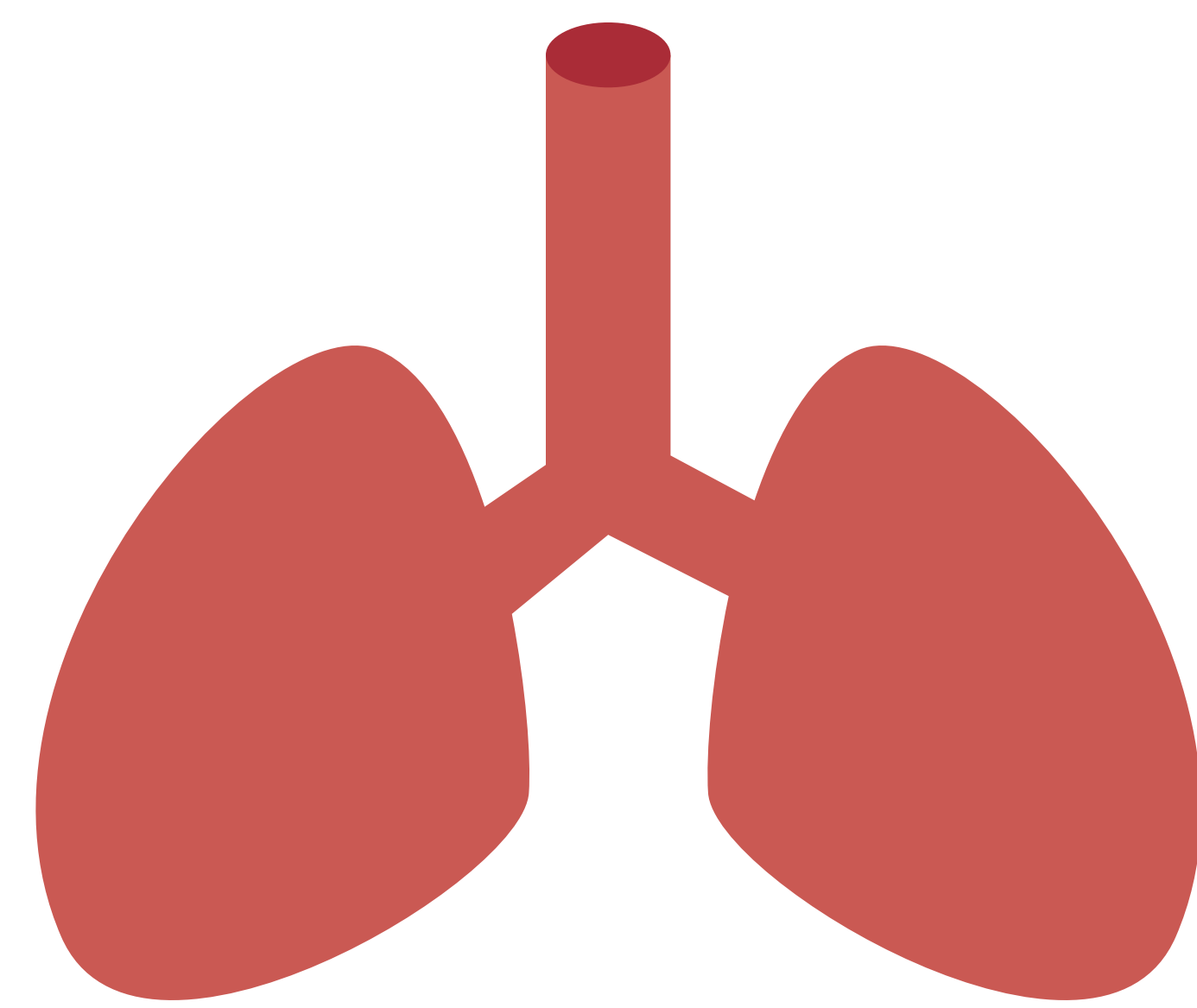
When people stay alone or been isolated, he will feel lonely.



Group Lonely

This kind of lonely is when people stay in a group, yet he hardly been understood by others or he wants be different with others.

02 Loneliness is a body feeling symbol



Pain of lonely

Lonely comes from human's emotion, it causes pain of heart. Most of the time, we feel lonely like feel heart pain. So I want to stimulate the similar pain to deeper people's understanding of lonely.



03 How to imitate the feeling of lonely ?

Lonely brings us **feeling of pain**. So I decide to use **electricity** to imitate the pain, thus imitating lonely and cause deeper understanding.



Environment
Alone or in the crowd

Sound / Heartbeat / Brain wave

Collect surrounding sounds and convert them into signals.



Devices
Use the device to cause pain

Electronic device

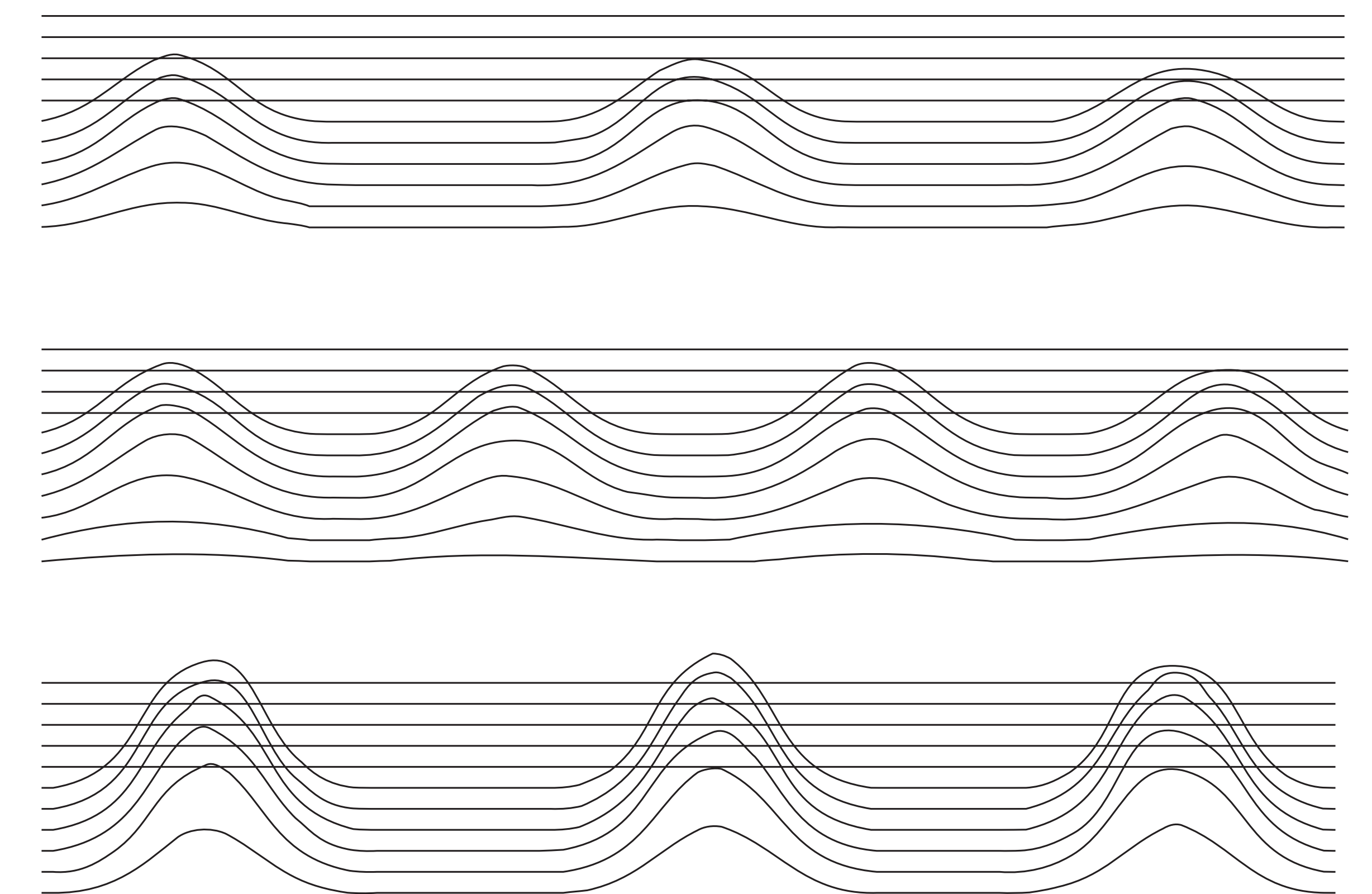
Automatically adjust the current according to the environment.



Pain
Pain represents loneliness

Pain on our skin and heart

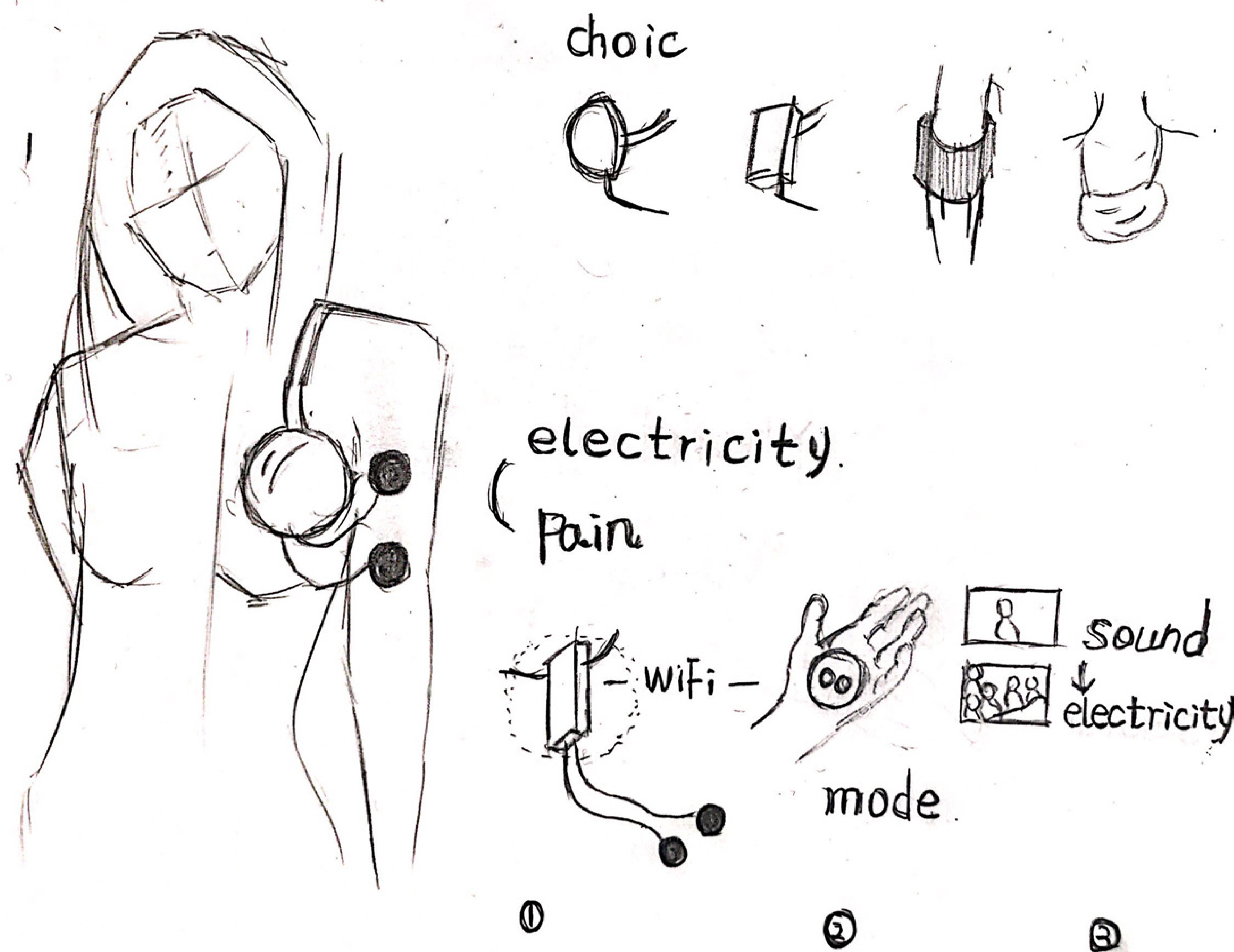
Automatically adjust the current according to the environment.



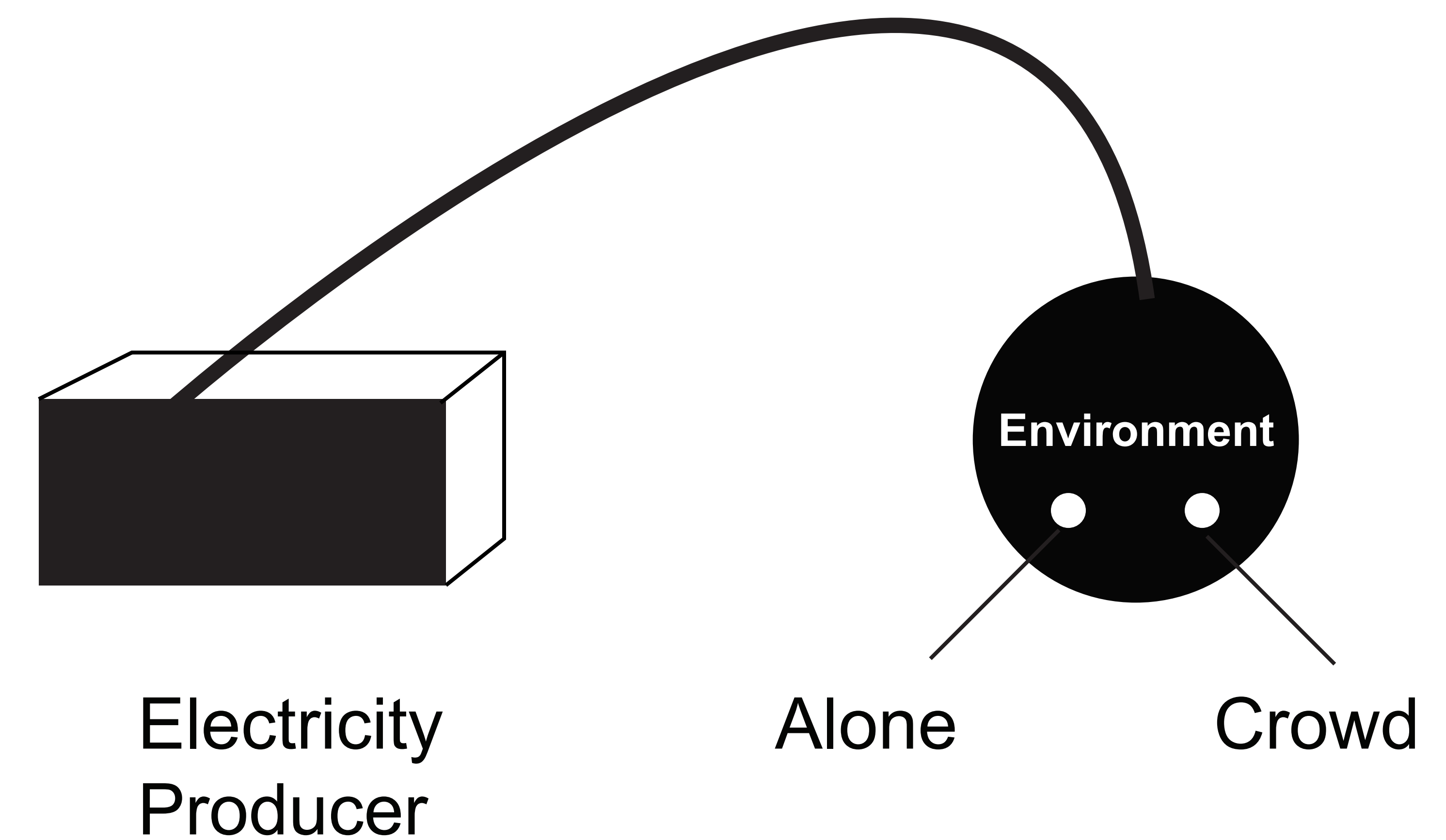
Three electric wave

I Sketch

By statistical sound waves, we can know how many people around us. The number of people is a key factor that causes lonely feeling. For example, when we stay alone or when we stay with many people. We can have the feeling of lonely in both environment.

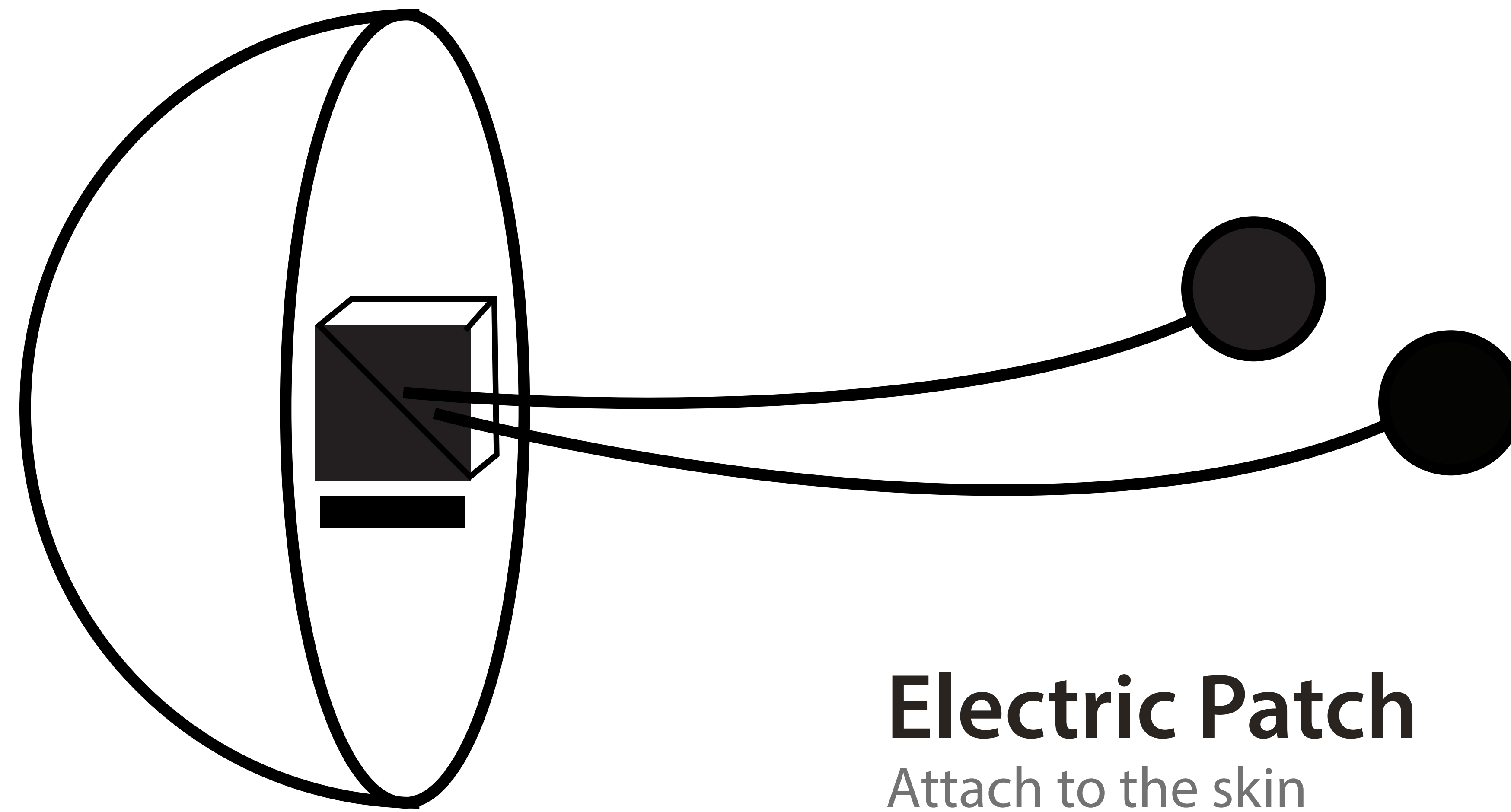


We stick the current patch on the person's body and let the current be in a safe range, but still feel the pain.



Manually control two modes, crowd or alone. When staying alone, the lower the sound, the higher the current intensity, and vice versa

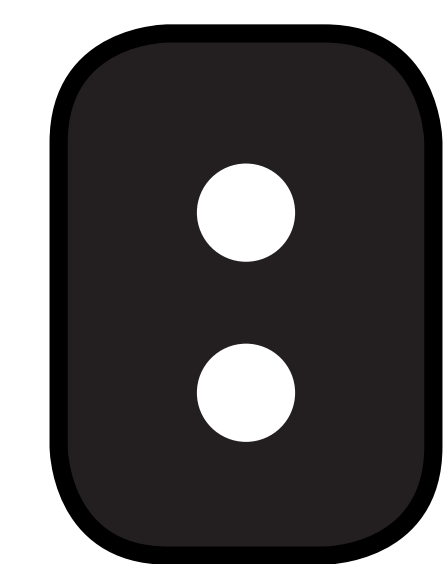
I Device concept



Electric Producer/ Sound Sensor

Generate a safe current

Collect the surrounding sound and change the electric level



Bluetooth Controller
Select Model



01 MODE ONE: loneliness when staying

Electric stimulation will become larger when the sound becomes louder.



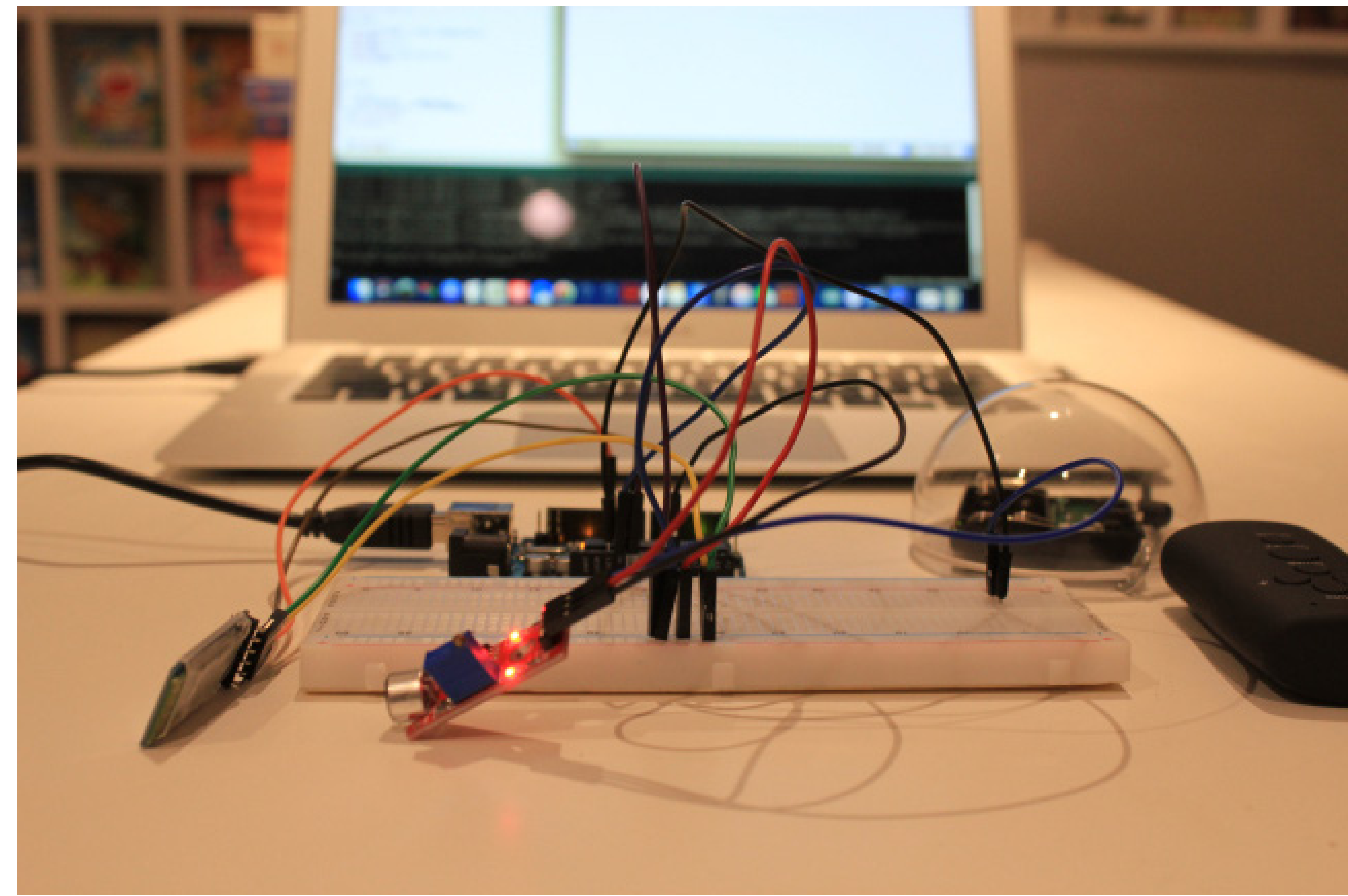
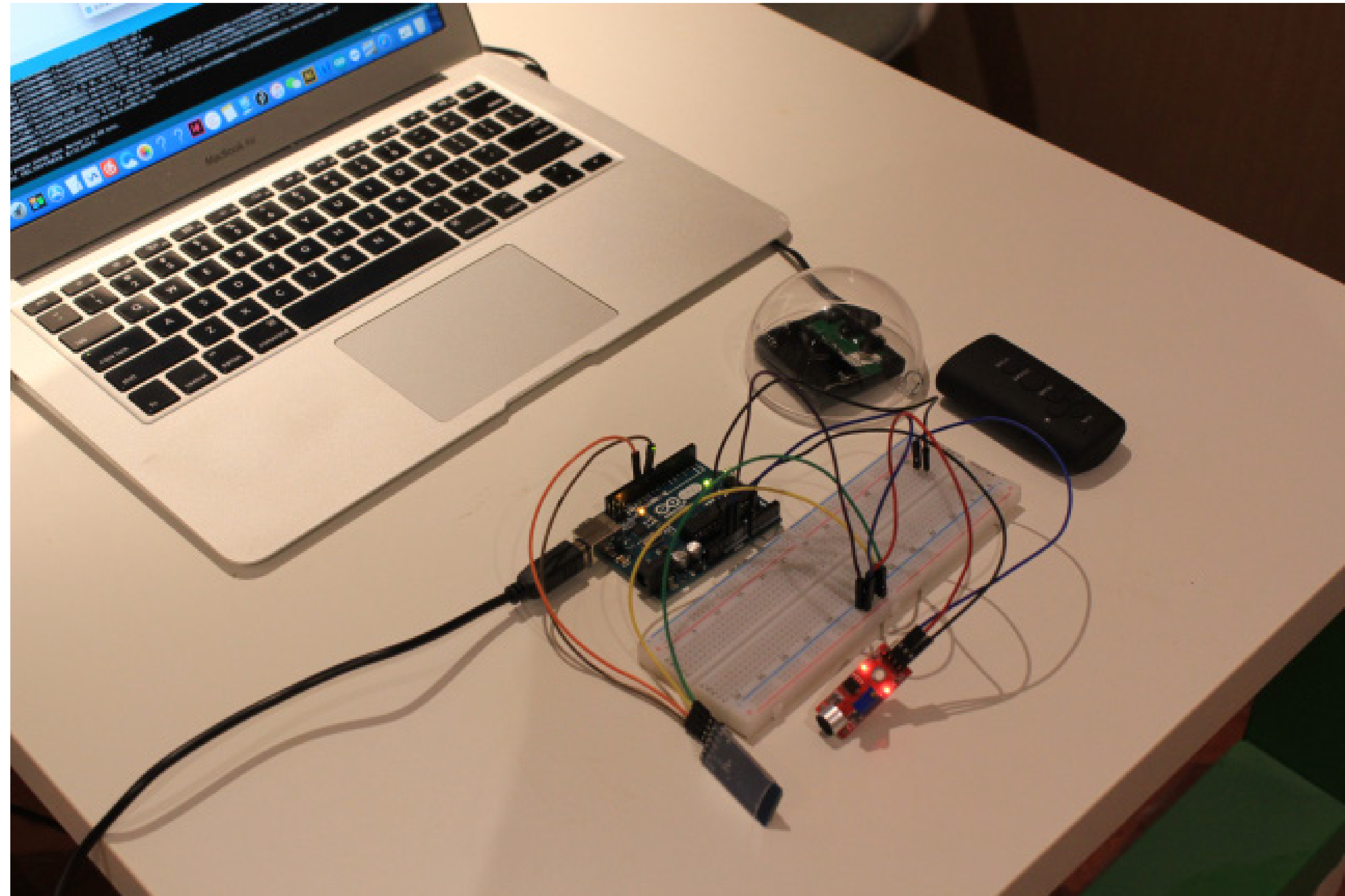
in group
surrounding



02 MODE TWO : Isolated lonely

When selecting this mode, the sensor will collect surrounding sound. Electric stimulation will become larger when the surrounding sound becomes smaller.

I Material Test



I combine Arduino, sound sensor and the electric device to make this device. The sound sensor could detect the surrounding sound and change the level of electric. When users wear this device and stay in different environment, they could feel the pain caused by this device.

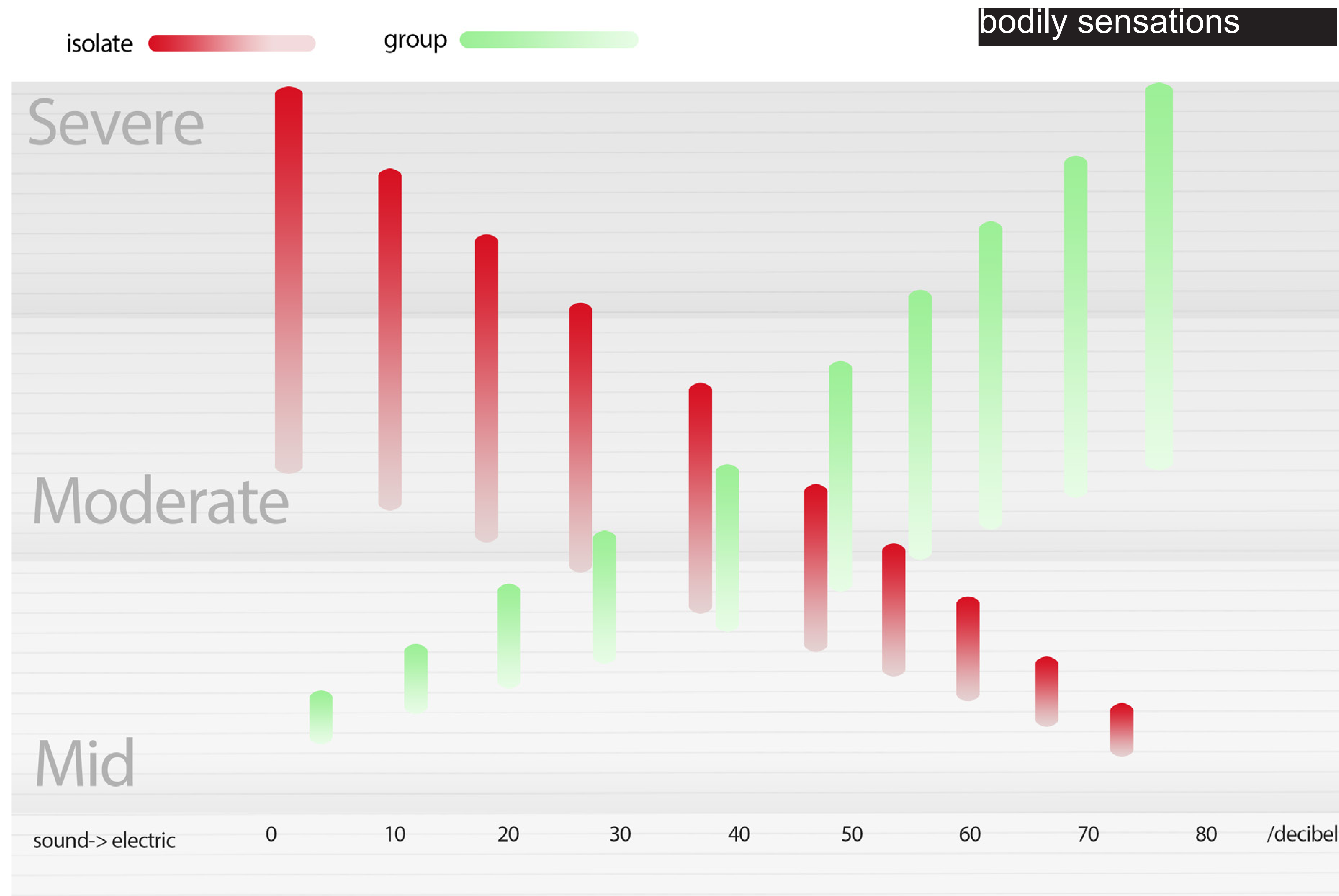
I Show



This device provides users with two switching environment modes, which produce different intensity of electric. When people are isolated, the lower the noise the higher the current stimulation. It can imitate isolated lonely and deeper people's understanding of lonely. The other situation is when we stay in the crowd, the higher the ambient sound, the stronger feeling of loneliness we will feel.

I Data Analysis

Environmental sounds control

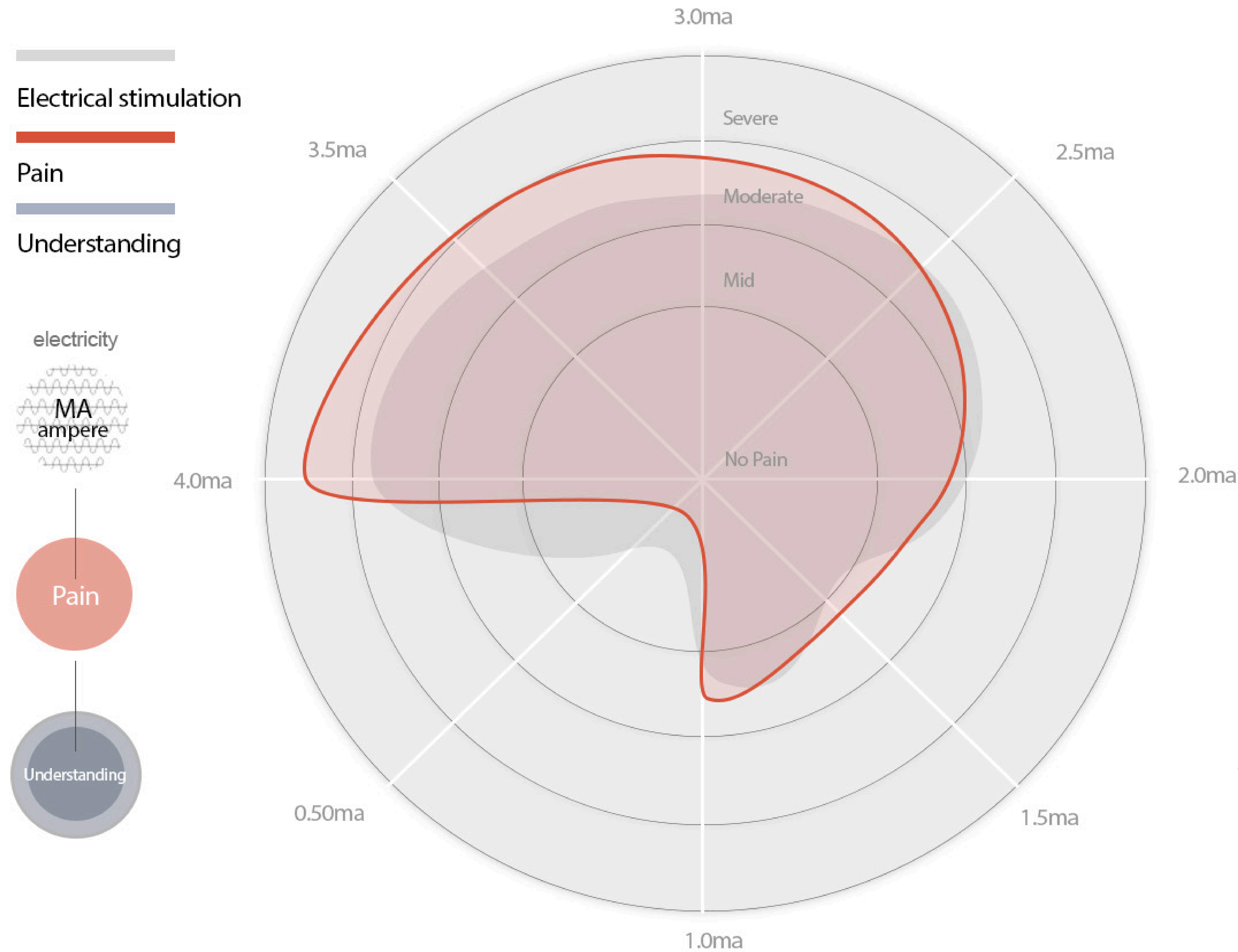


I use sound sensor to control the magnitude of the current. The current causes pain. I use this picture to identify the correspondence between sound and body sensation.

-  In solitude, the lower the sound, the greater the current, and the greater the pain.
-  In a group setting, the louder the sound, the greater the current, and the greater the pain.

Understand lonely

Using pain of electrical stimulation to improve understanding of lonely



The pain caused by the current is a feeling of loneliness, and loneliness is also a kind of body feeling. So I use this graph to establish the relationship between the intensity of current stimulation and the perception of loneliness.

05 Fan Fan

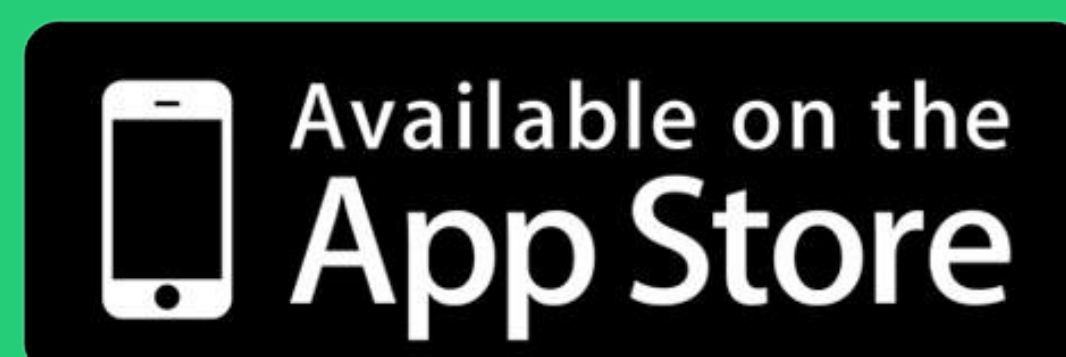
Team Program

Responsible :Interaction design and Programming

Secondhand sell platform

"Fan Fan" is a second-hand trading platform of Suning company. FanFan is a APP for the sale of second-hand items. Sellers can post personal idle items or import orders purchased in Suning to earn merchandise. Buyers can buy second-hand goods, saving a lot of money. Environmental protection, safety and trust are its philosophy.

Keywords: Secondhand App Fast process Sell and Buy Security



<https://2.suning.com/>

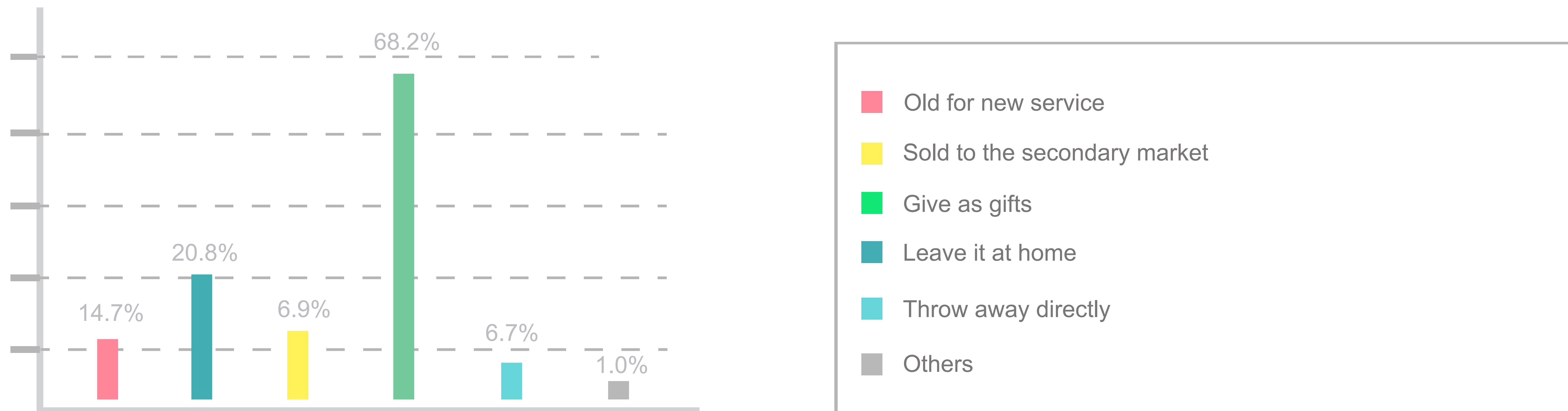
Download :

<http://www.downcc.com/soft/202093.html>



I Background

▲ How consumers dispose of old phones ?

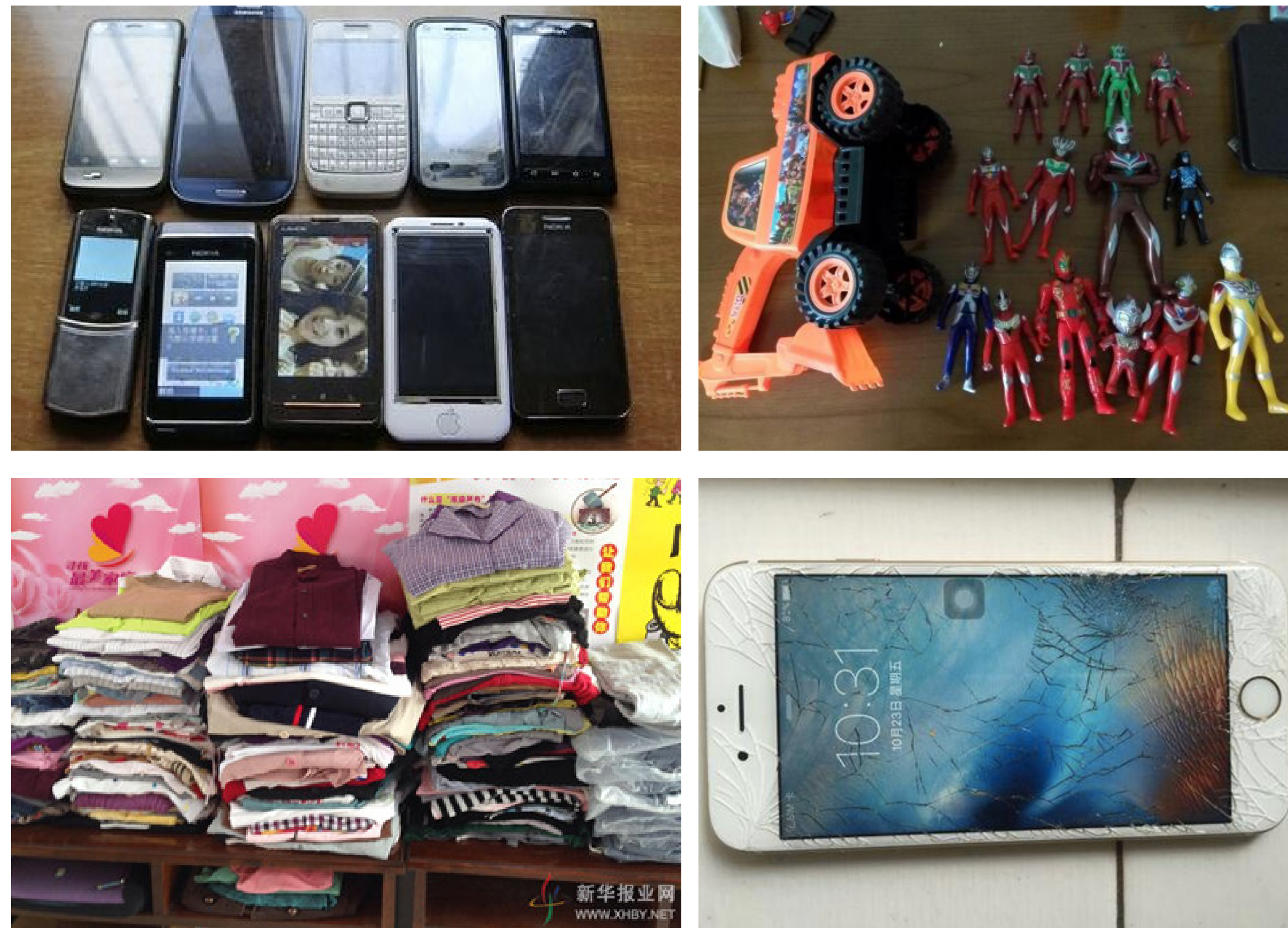


▲ How many old mobile phones are produced every year ?



I Research

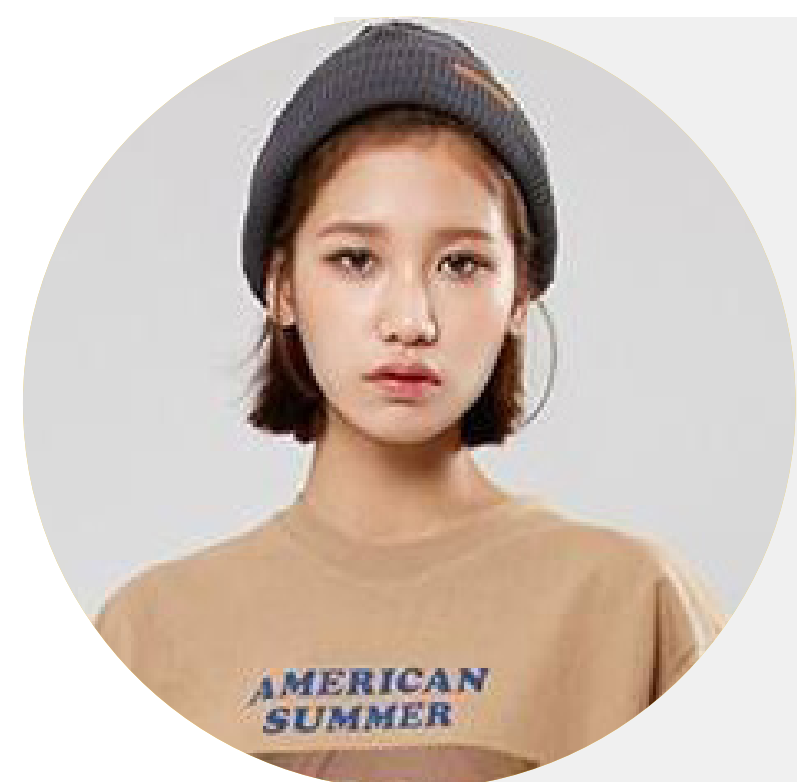
▲ Problems



- Take up space
- Discard randomly damage to environment
- Lacking ways to deal with old things

- Mobile phone replacement fast
- Waste resources
- There are no convenient way to sell second-hand products

▲ Persona



Vivian 25 UI Designer

Vivian is a shopping mania, and she has large amount of things need to deal with, like used phones, clothes, furniture, electronic machines and so on. All those things bring a lot space pressure and hard to throw away.

Desire to sell old things to make some money, and she can have more living space.



Jack 36 sell person

Jack is a sell person, and he has two baby. In his home, there are much many baby products need to be disposed. He and his family members also have some adults products to be disposed.

Too many baby products need to be dispose. Need a safe and convenient platform.

I Competitive Analysis

01



闲鱼

XianYu is the biggest second hand sell platform in china, it have most users and products resources. XianYu belong to Alibaba company.

02



转转

Zhuan zhuan focus on selling second hand electric devices, it is a app came from "58 cities", which is the longest used platform in China.

STRENGTH

Most capital
most users
most development

S

WEAKNESS

Lack of mature logistics
The quality of goods is uneven
Sellers' trust is not high

W

OPPORTUNITY

The strong pursuit of other
competing products

T

O

THREAT

Social character
e-commerce community-based

STRENGTH

With 58 Websites of strong network
traffic and promotion efforts

S

WEAKNESS

Business is too traditional

W

OPPORTUNITY

The diversity of patterns, lack of
focus, and too much
competition in niche areas

T

O

THREAT

Second-hand market accep-
tance is increasing and product
volumes are growing rapidly

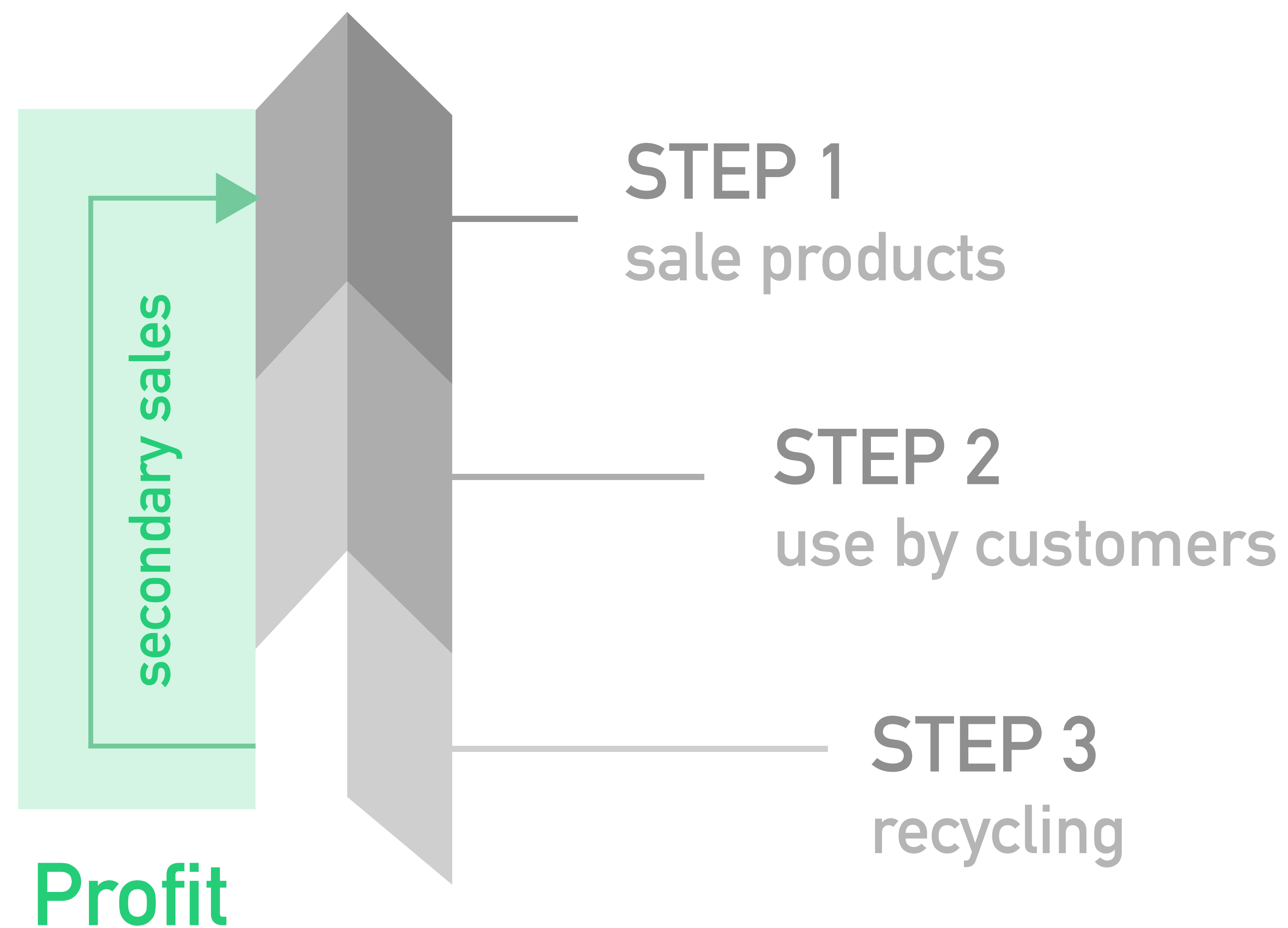
| Business Strategies

苏宁易购
suning.com

Business of Suning

Suning achieved revenue of 110.678 billion RMB,
The number of monthly active users of the Suning
APP increased 64.34%.

▲ Opportunities



▲ Features:

- more users
- high sales
- many categories

▲ Value:

- profit
Getting profit by sell secondhand products
- credit
Repair, cleaning, recycling, reliable branding
- enterprise ecology
Forming a recycle chain to attract more customers and improve user stickiness
- environment & society
Customers could publish their products in order list directly.

I Key Function & Information structure

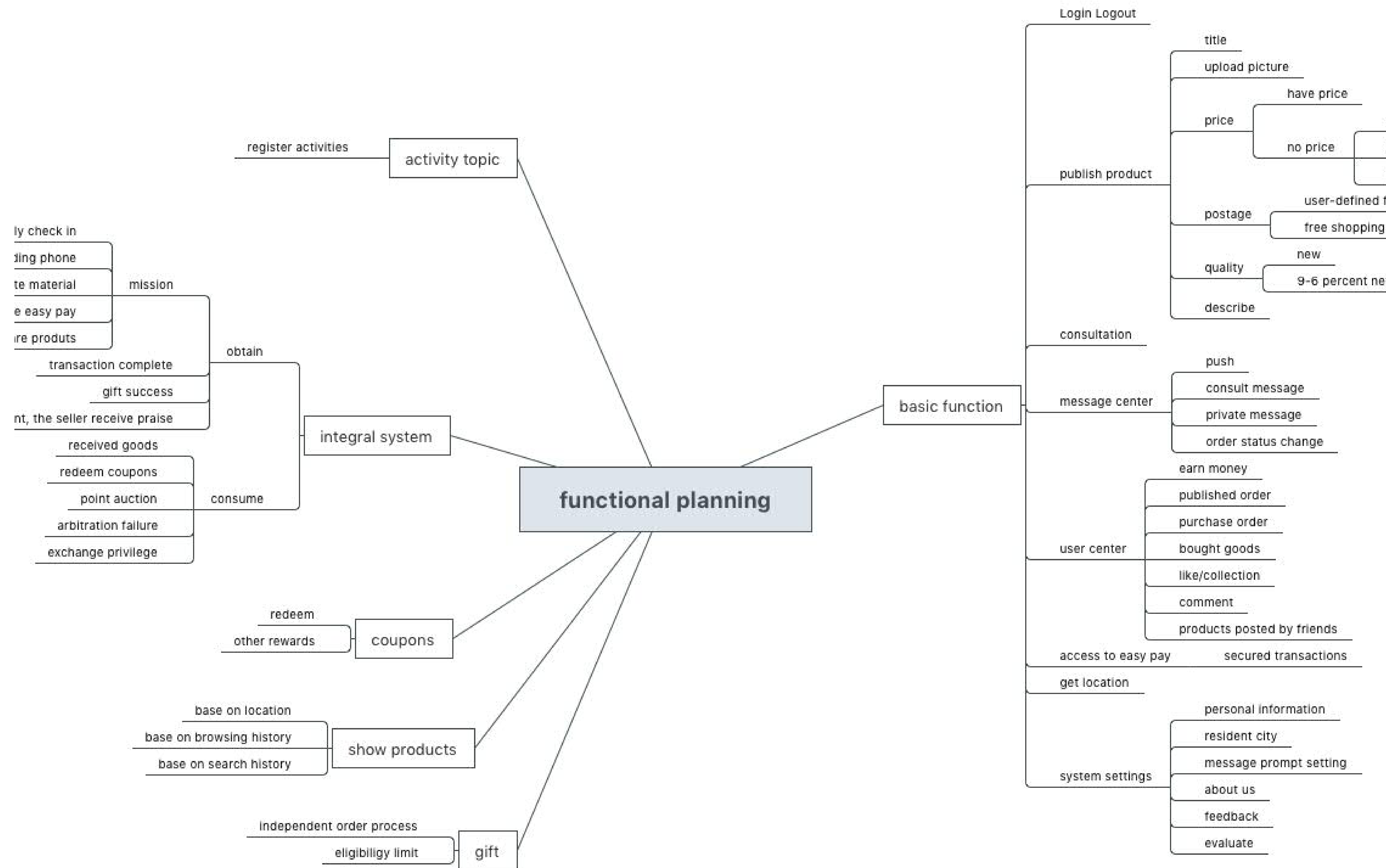
Publish

Sell and buy

Import orders

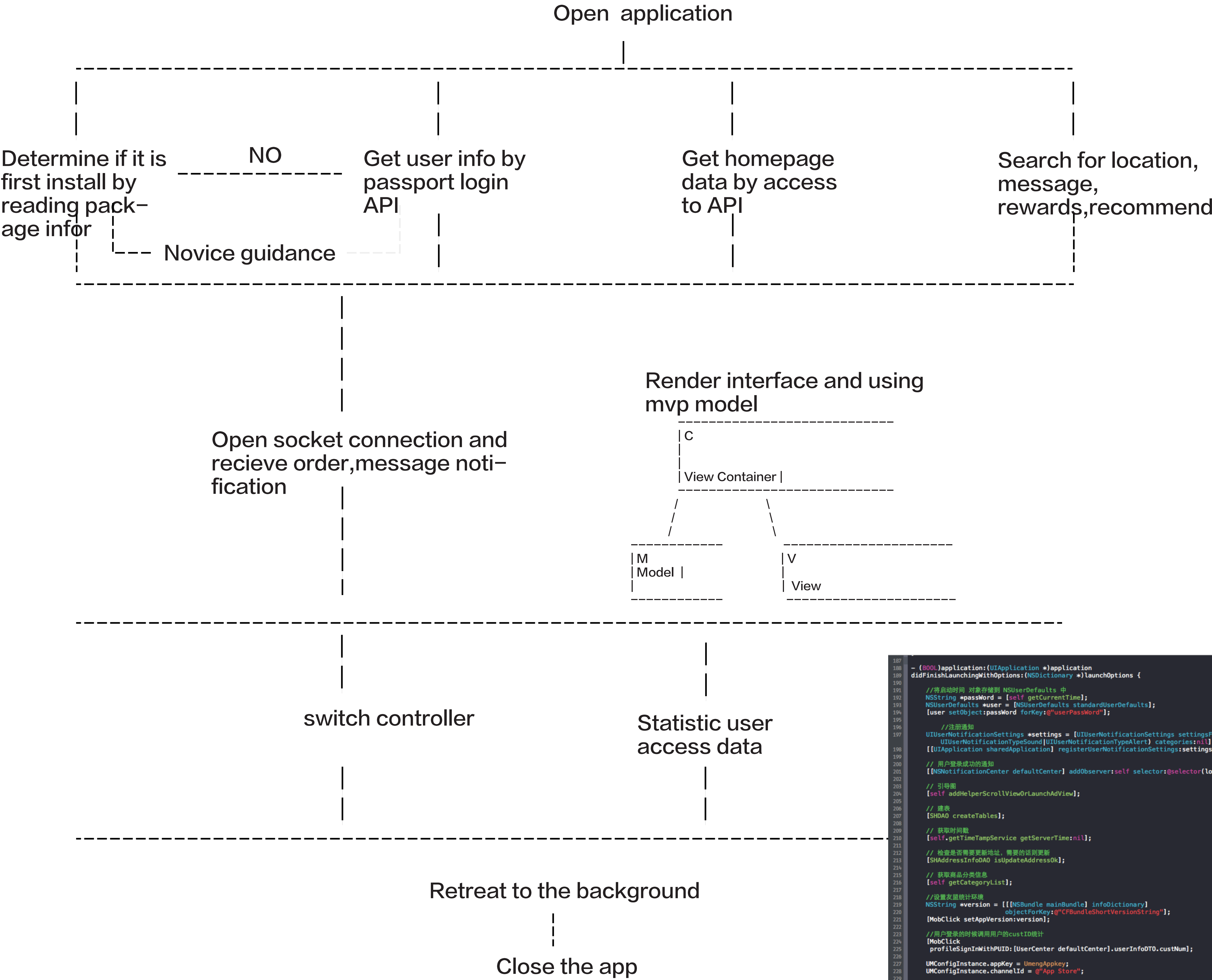
Community

Security



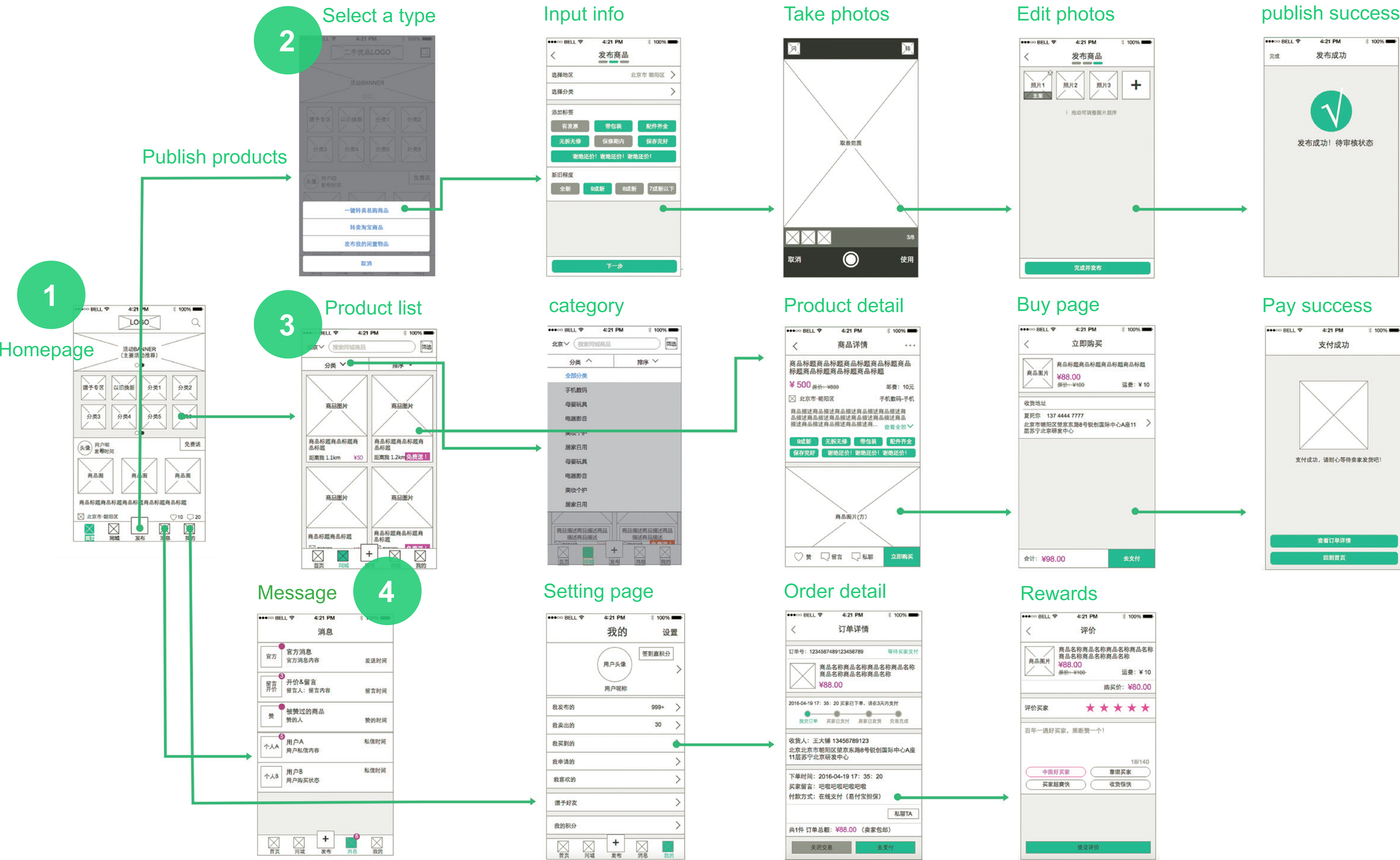
Program architecture

gift
auction
find seller
freight
w

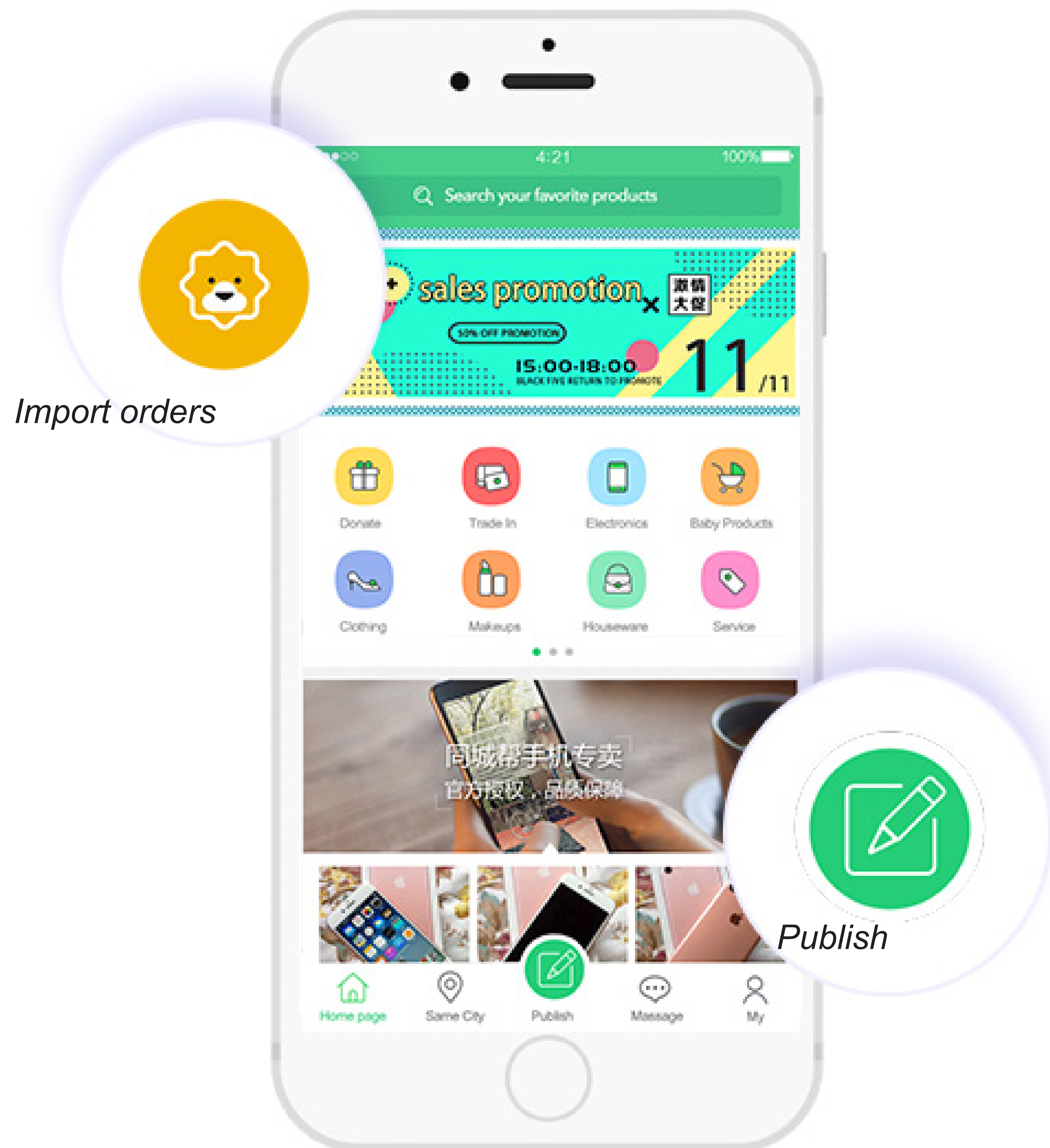


```
187 - ([BOOL]application:(UIApplication *)Application
188 didFinishLaunchingWithOptions:(NSDictionary *)launchOptions {
189
190     // 启动时间 对象存放到 UserDefaults 中
191     NSString *password = [self getCurrentTime];
192     UserDefaults *user = [UserDefaults standardUserDefaults];
193     user setObject:password forKey:@"userPassword"];
194
195     // 注册通知
196     UIApplicationSettings *settings = [[UIApplicationSettings settingsForTypes:(UIApplicationTypeBadge|
197     UIApplicationTypeSound|UIApplicationTypeAlert) categories:nil];
198     [[UIApplication sharedApplication] registerUserNotificationSettings:settings];
199
200     // 用户登录成功的通知
201     [[NSNotificationCenter defaultCenter] addObserver:self selector:@selector(loginOk) name:LOGIN_OK_MESSAGE object:nil];
202
203     // 引导
204     [self addHelperScrollViewOrLaunchAdView];
205
206     // 建表
207     [SHDAO createTables];
208
209     // 获取时间戳
210     [self.getTimeTampService.getServerTime:nil];
211
212     // 检查是否需要更新地址，需要的话则更新
213     [SHAddressInfoDAO isUpdateAddressOk];
214
215     // 获取商品分类信息
216     [self getCategoryList];
217
218     // 设置友盟统计环境
219     NSString *version = [[[NSBundle mainBundle] infoDictionary]
220     objectForKey:@"CFBundleShortVersionString"];
221     [MobClick setAppVersion:version];
222
223     // 用户登录的时候调用用户的custID统计
224     [MobClick profileSignInWithPUIID:[UserCenter defaultCenter].userInfoDTO.custNum];
225
226     UMCongfigInstance.appKey = UmengAppkey;
227     UMCongfigInstance.channelId = @"App Store";
228
229     // 初始化云信配置 by KFAaron 2016-08-23
230     SNYX_GETBRIDGE(chatBridge);
231     NSMutableDictionary *dic = [NSMutableDictionary alloc] init];
232 }
```


Initial Wireframe



I Main Function



Sell your used goods by using fanfan app

All you need to do is open your application and complete buying process. you can sell and buy second-hand products by publishing or searching goods directly. It is so convenient.



Homepage recommend better goods and activities.



APP sell some electronic devices that has been inspected and cleaned by Suning.



Publish your items from your Suning or Taobao orders, or publish your own products.



You can chat with other sellers, and asking some discount.

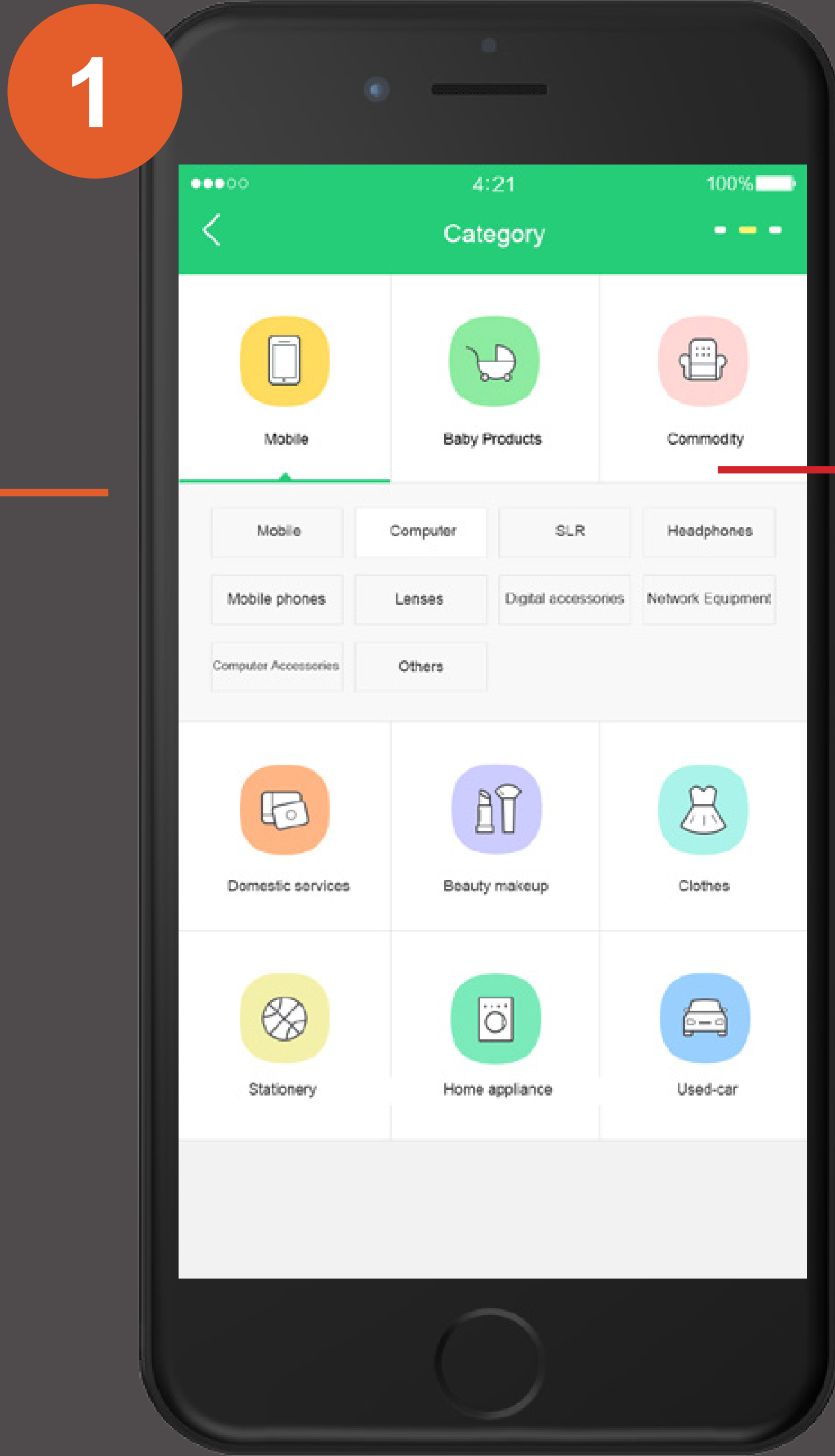
User Interfaces

- 1 Category
- 2 Same City Products
- 3 Publish
- 4 Chat
- 5 My

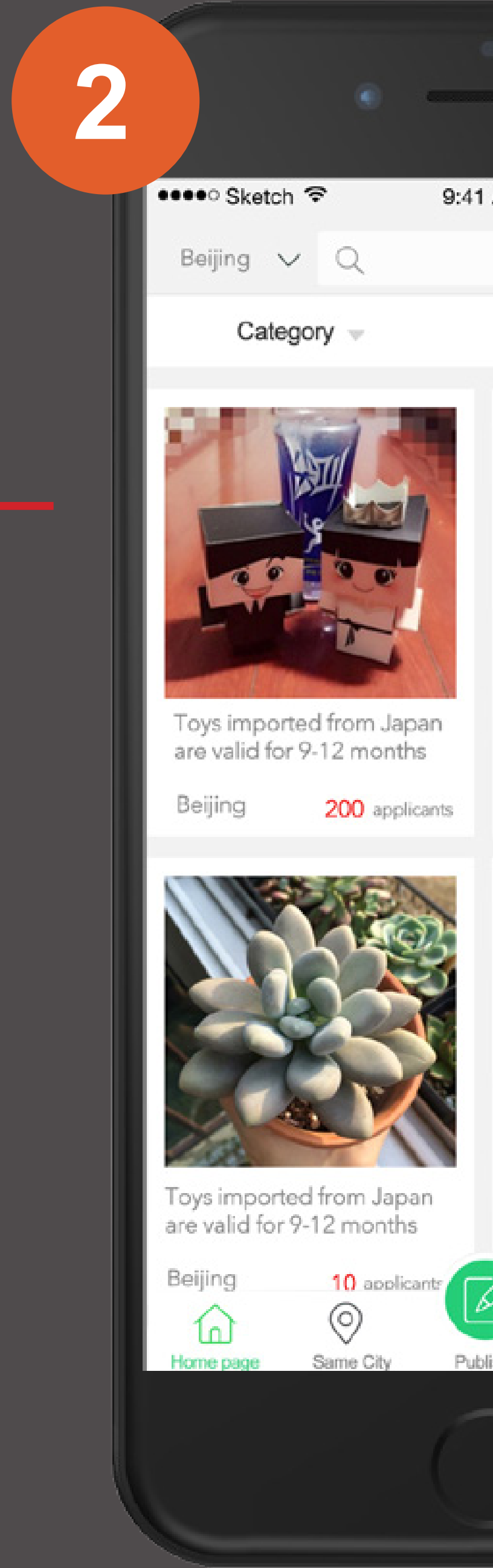
Homepage



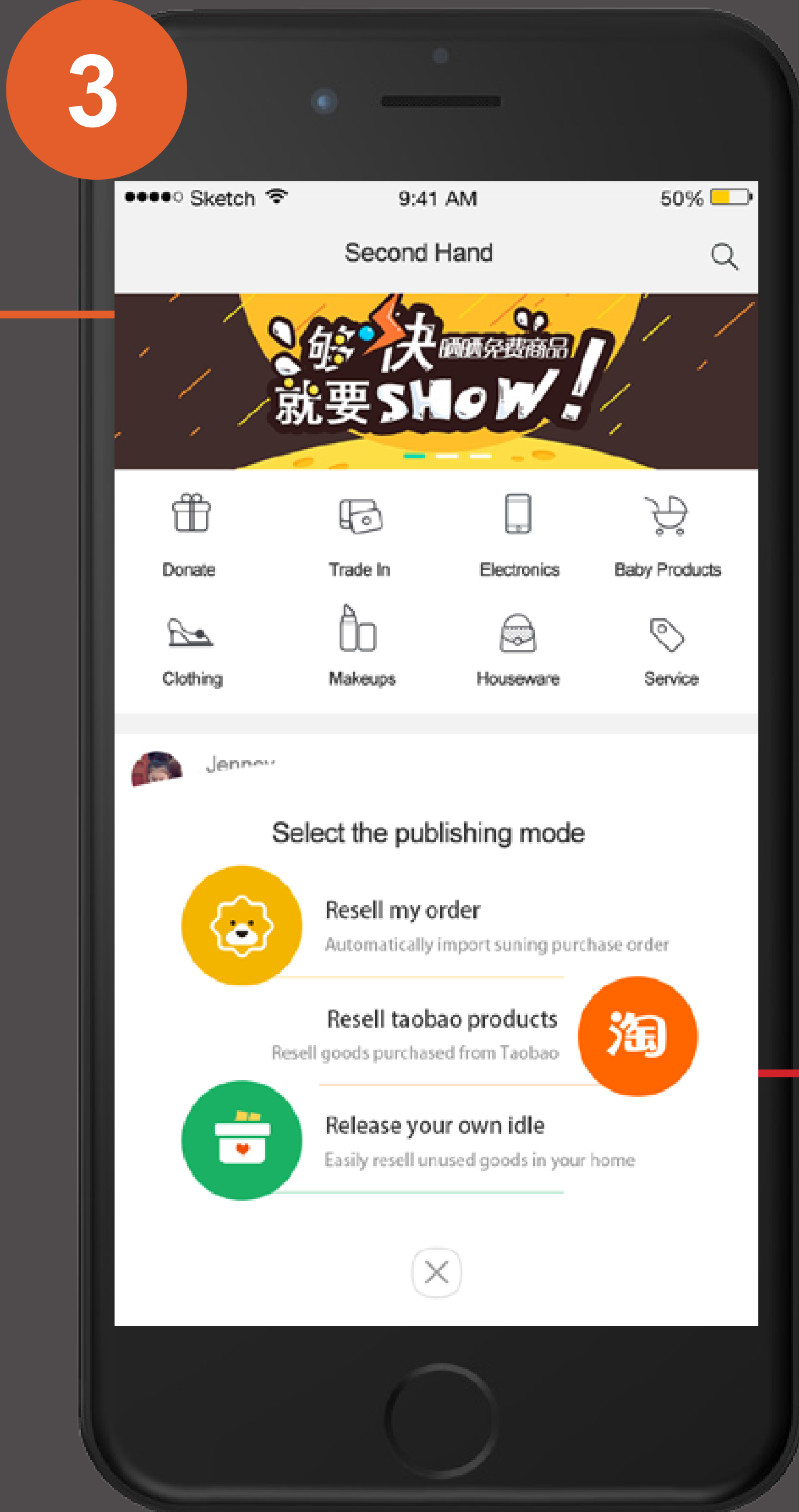
Category of products



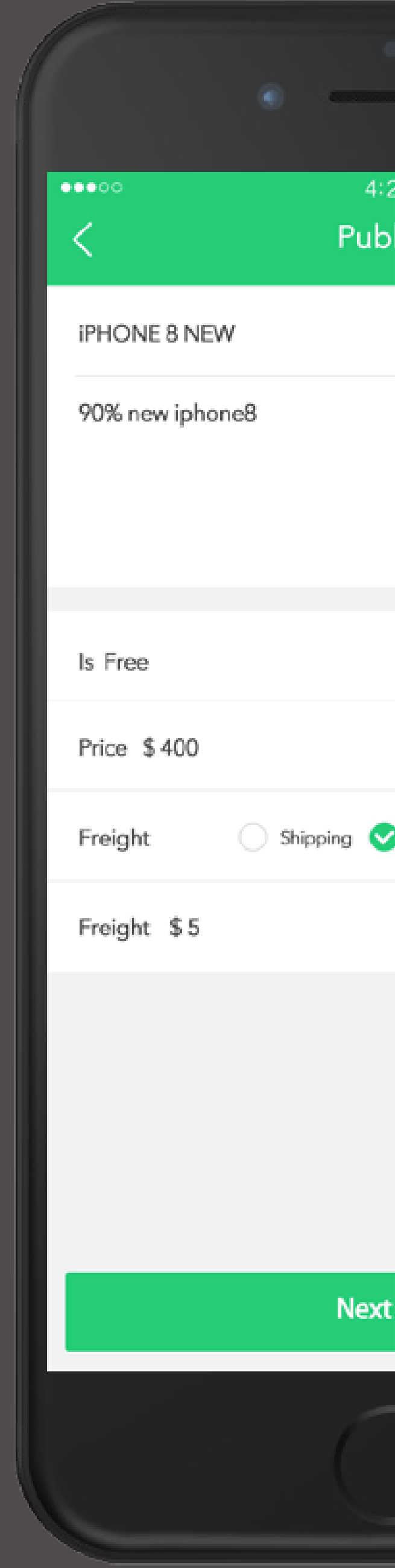
Same city



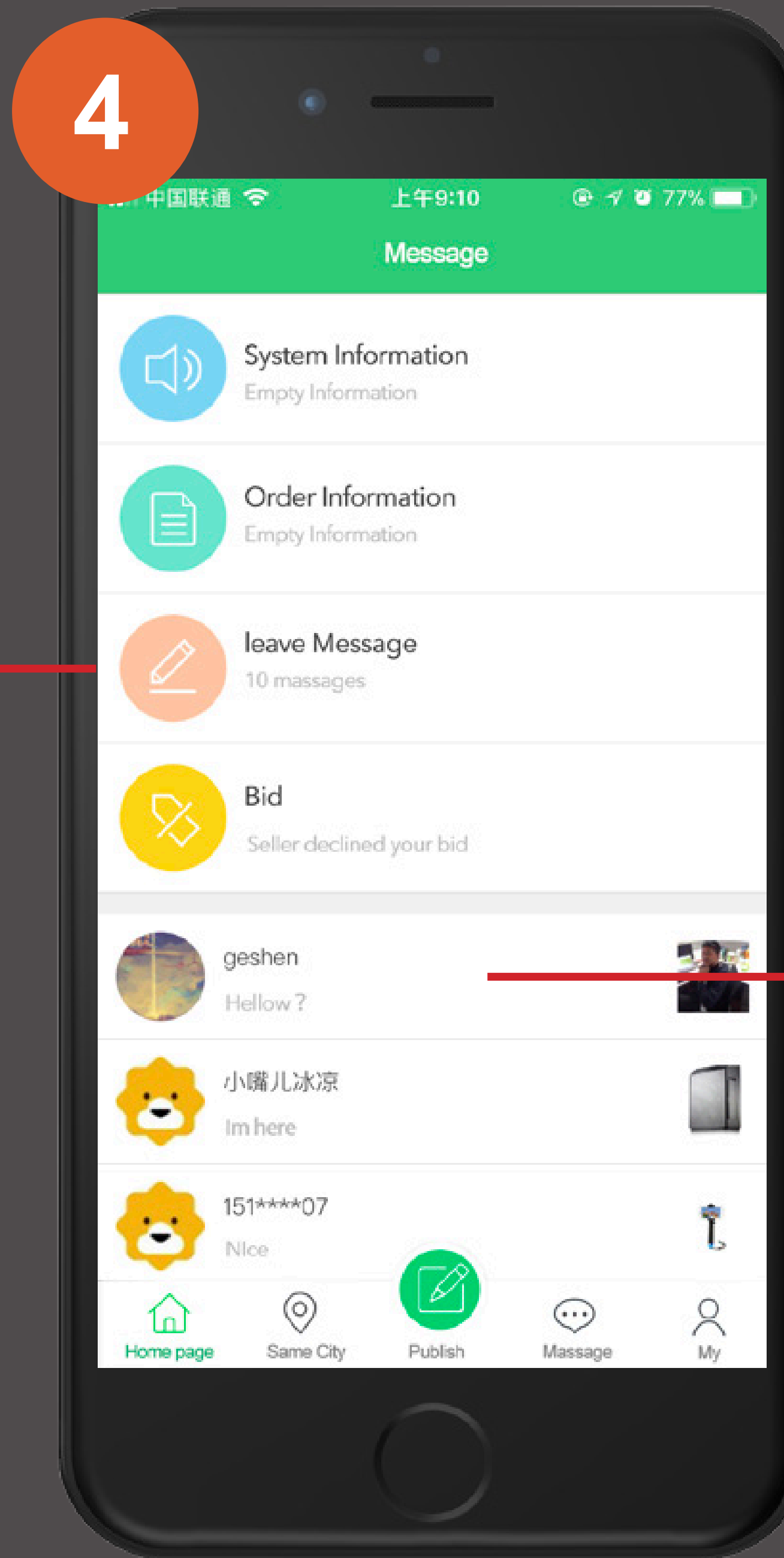
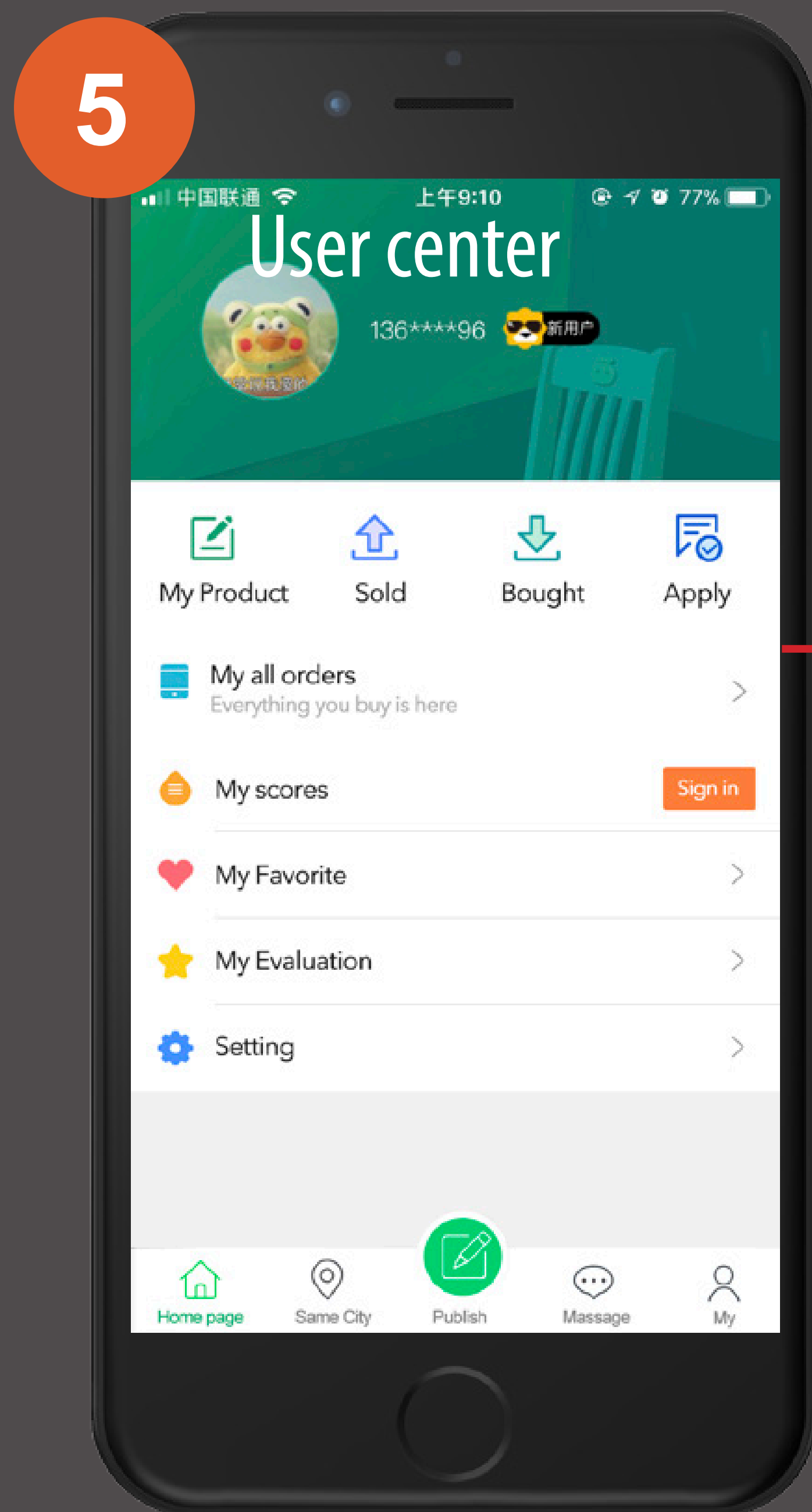
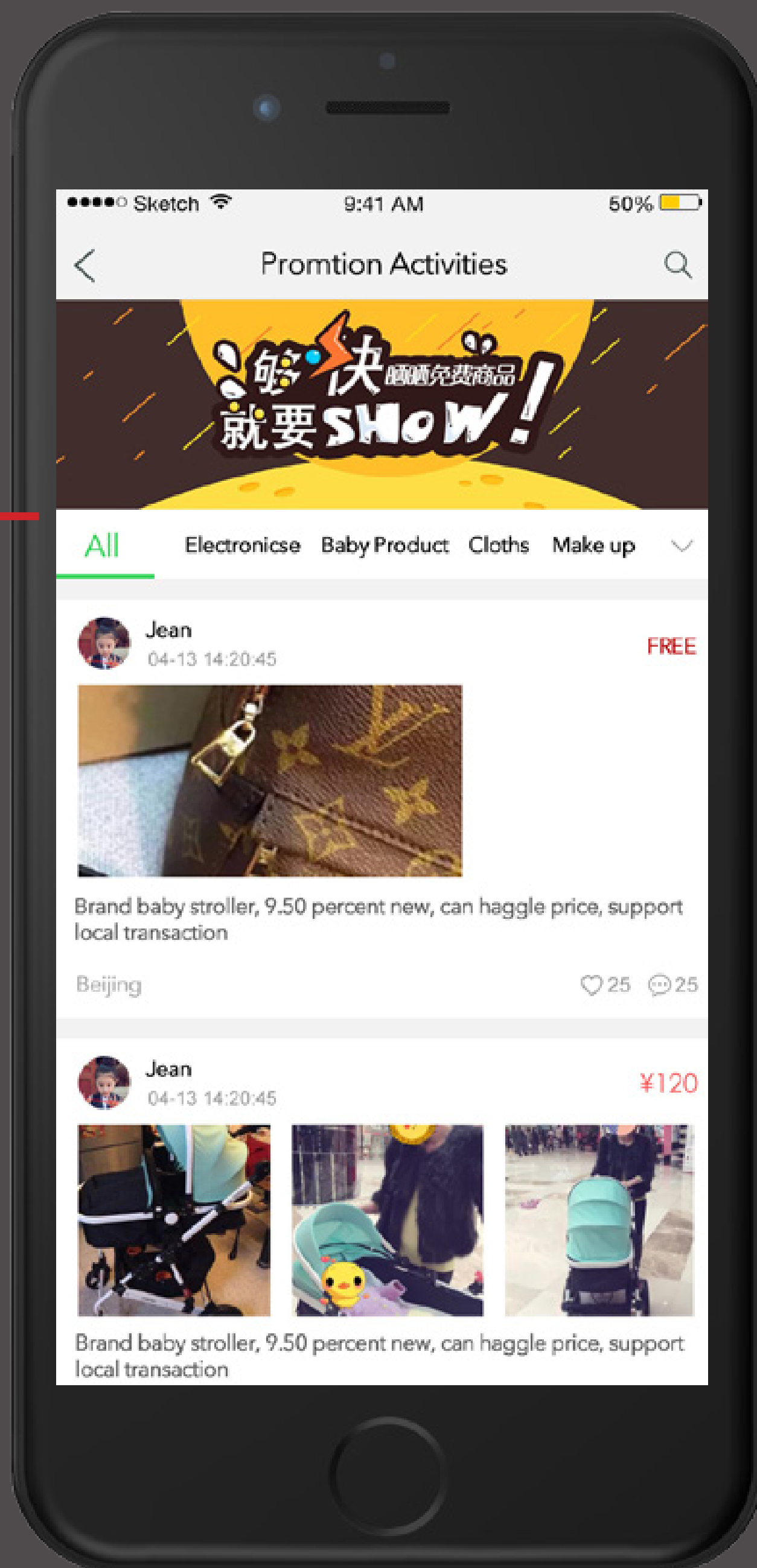
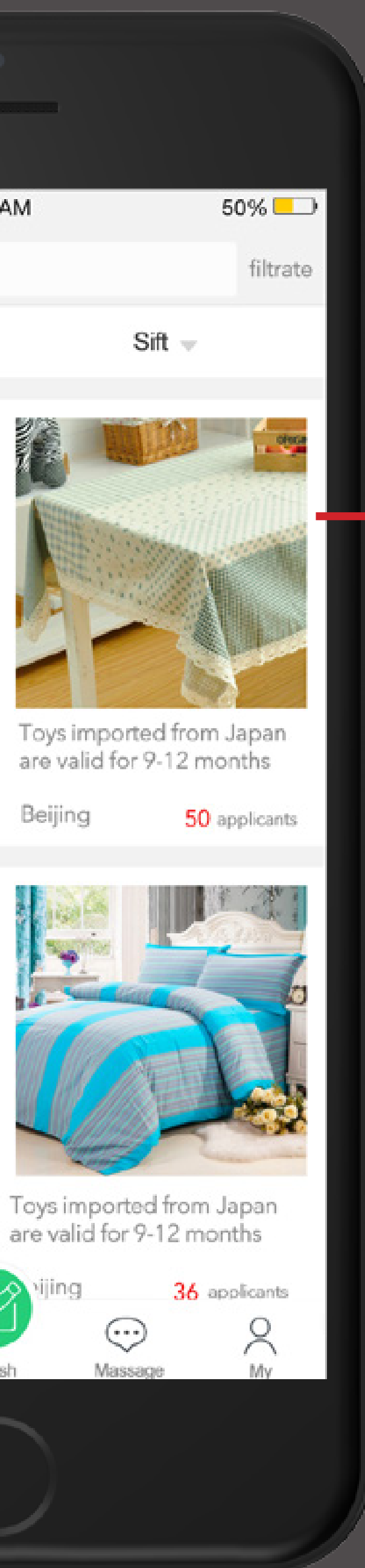
Public toast



Publish info



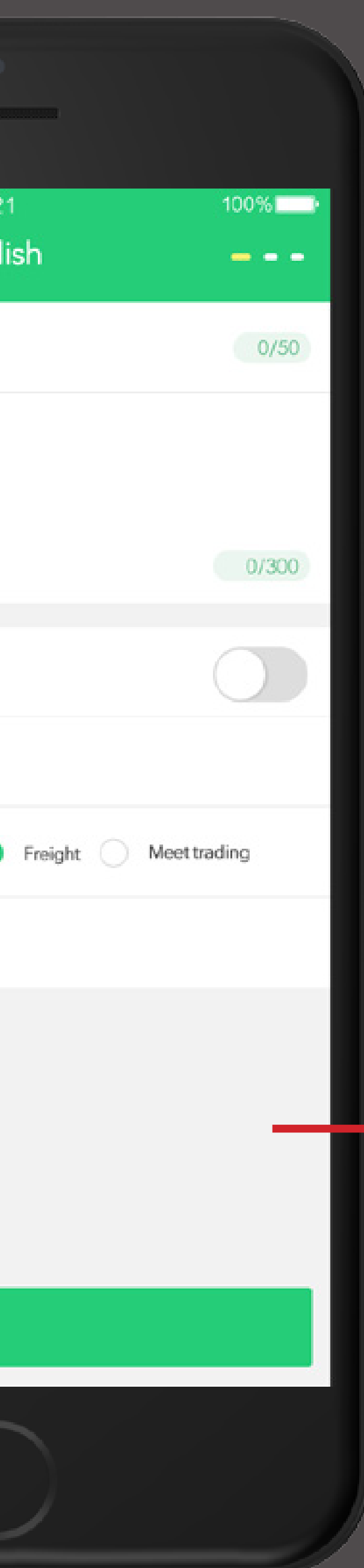
cy goods



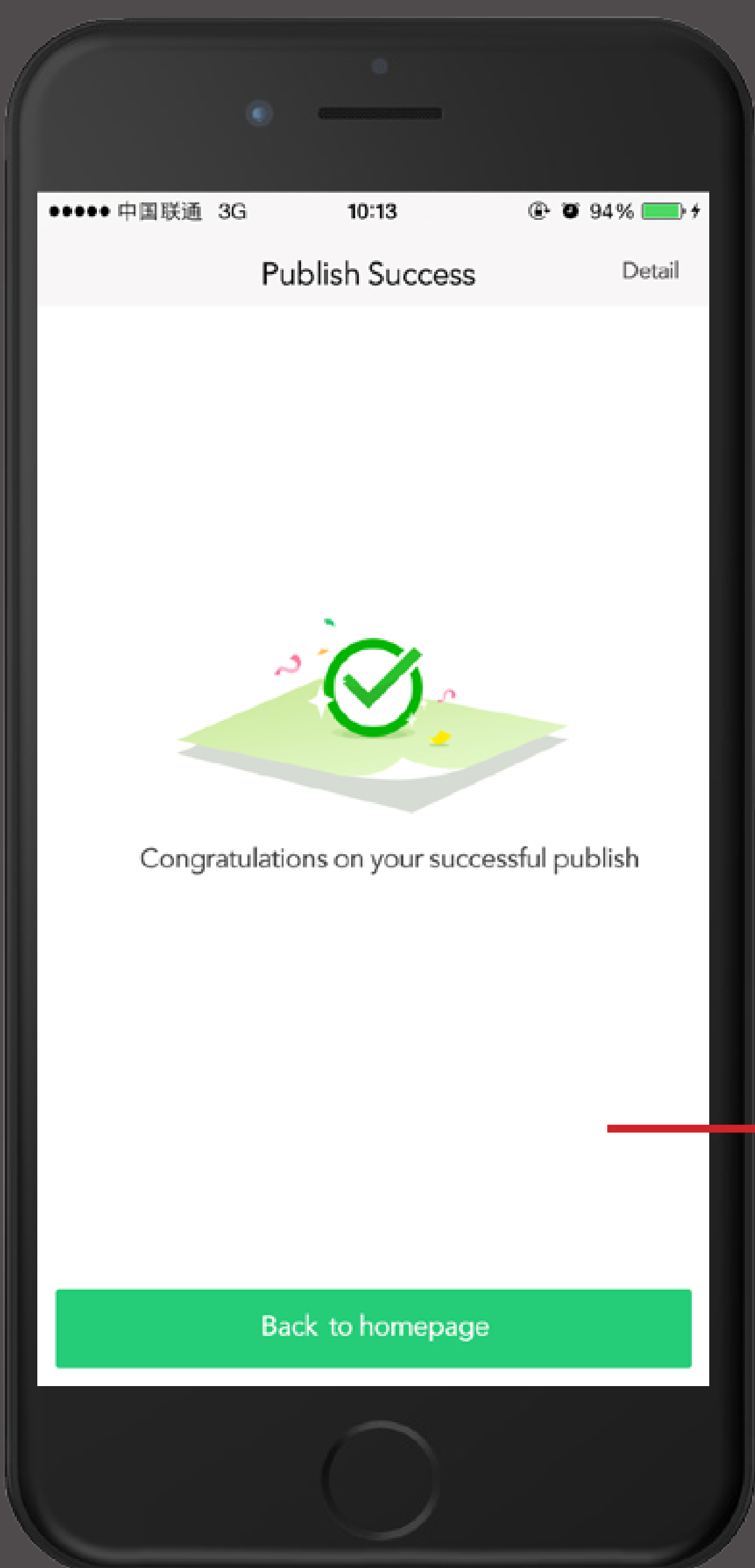
Chat list

Account
communicate
Manage orders and account
credits

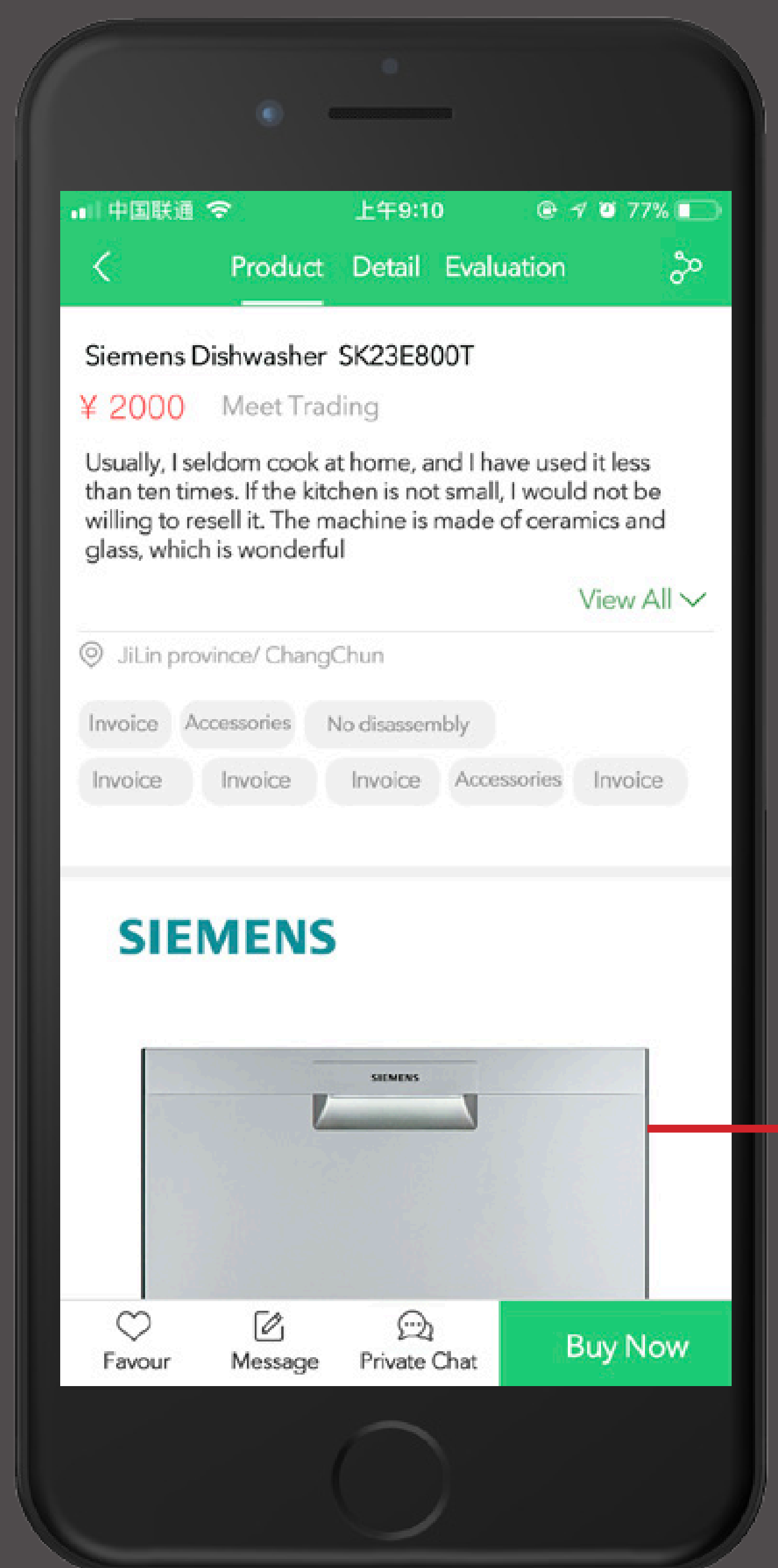
formation



Publish success



Published product



Buy product

Publish Products
Buy products
Input video/image/text

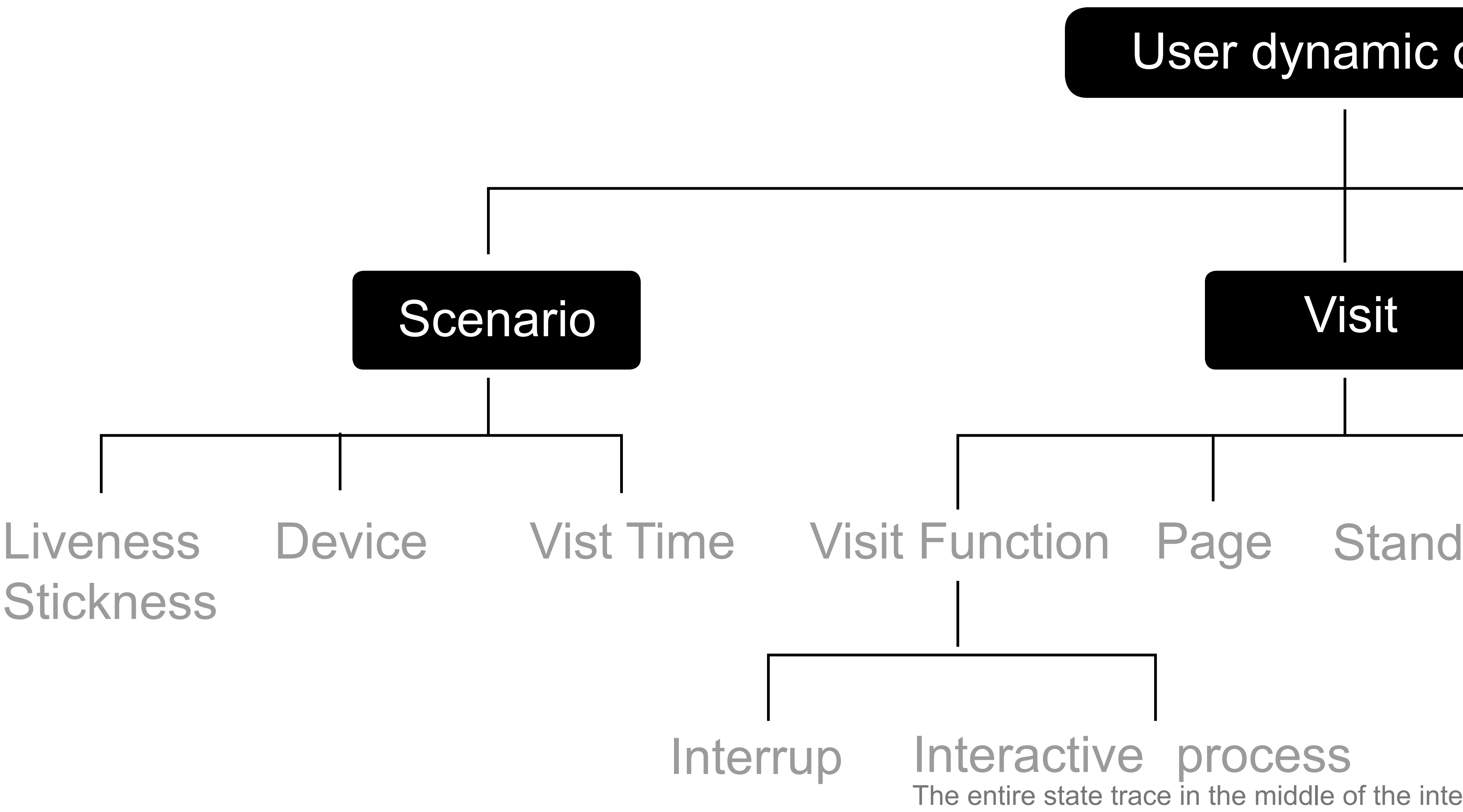
I Data statistics

▼ Getting user data by buried data points in programming

- User behavior tracking
- Click rate
- Conversion rate
- User stickiness

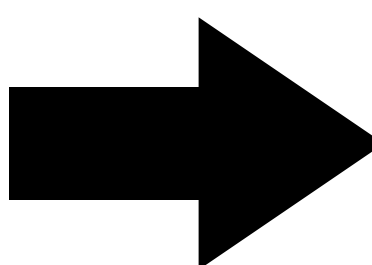
```
95
96 -(void)on_clickHomeEntry{
97     // 点击埋点
98     [[SSAIOSSNSDataCollection CustomEventCollection:@"click"
99         keyArray:@[@"clickno"]
100         valueArray:@[@"1338101"]];
101
102     __weak typeof(self) weakSelf = self;
103     [[SNPMQShowLoginManager shared] executeTask:^(
104         SNPMQShowM3ViewController *ctrlr = [[SNPMQShowM3ViewController alloc] init];
105         ctrlr.pageTitle = KHIBuySp_2;
106         [weakSelf.navigationController pushViewController:ctrlr animated:YES];
107     )];
108 }
109
110 -(void)on_clickTabButton:(UIButton*)sender{
111     if (sender.tag == 1001 && ![SNPMQShowLoginManager shared].isLoggedIn) {
112         __weak typeof(self) weakSelf = self;
113         [[SNPMQShowLoginManager shared] executeTask:^(
114             [weakSelf on_clickTabButton:sender];
115         )];
116     }else{
117         if ([sender.selected]) {
118             for (int tag = 1001; tag<1004; tag++) {
119                 UIButton* btn = [_navTitleView viewWithTag:tag];
120                 btn.selected = (tag==sender.tag);
121             }
122             UIView* btnLine = [_navTitleView viewWithTag:1000];
123             [UIView animateWithDuration:0.4 animations:^(
124                 CGRect rect = btnLine.frame;
125                 rect.origin.x = (00+64)*(sender.tag-1001)/2.;
126                 btnLine.frame = rect;
127             )];
128             [self selectBtnWithTag:sender.tag];
129         }
130     }
131 }
```

▼ User statistics data analyze

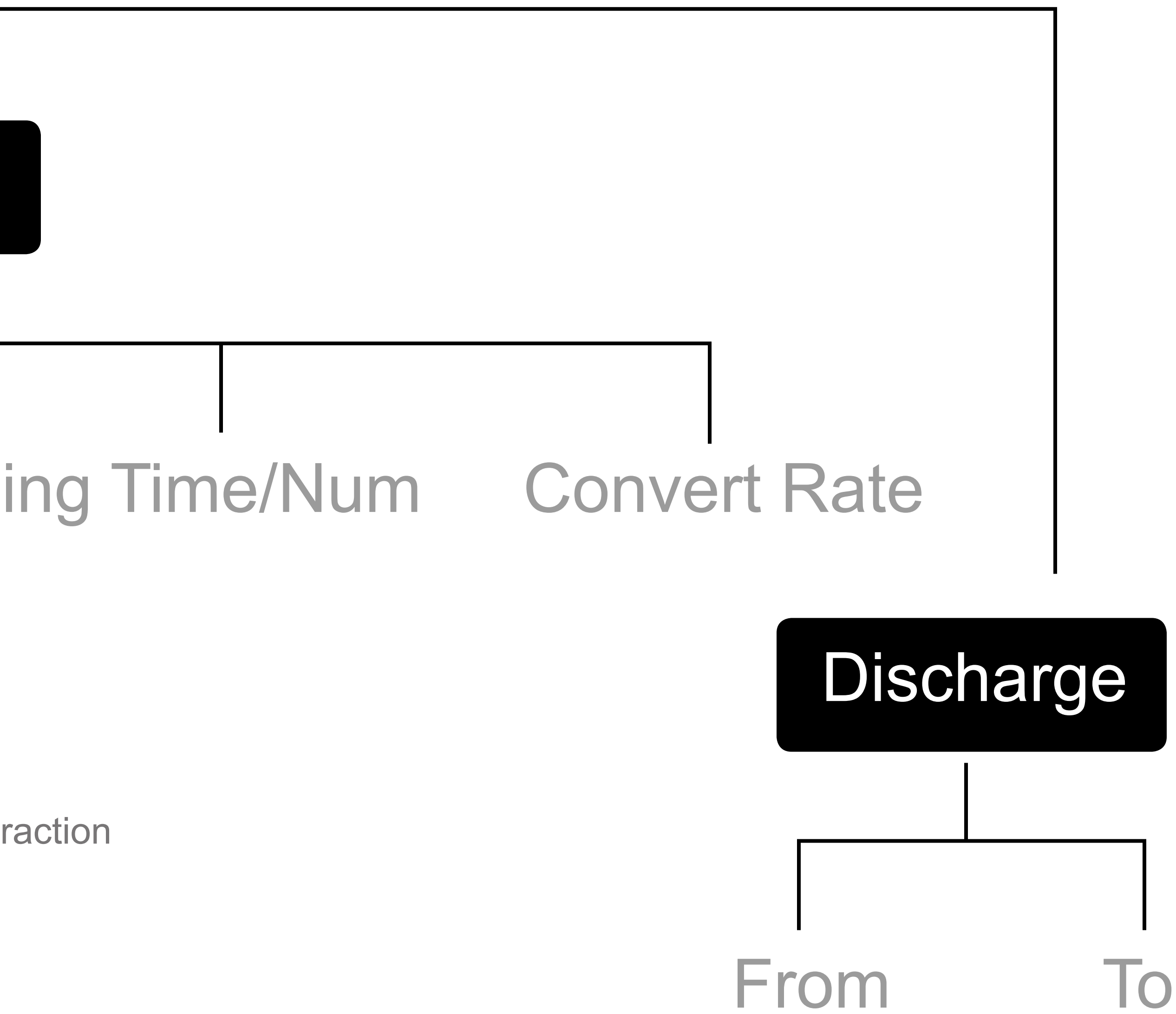


Data collection layer

Website Application Network Interface



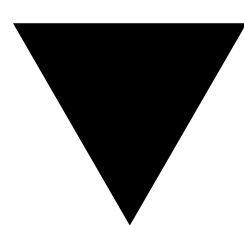
data



raction

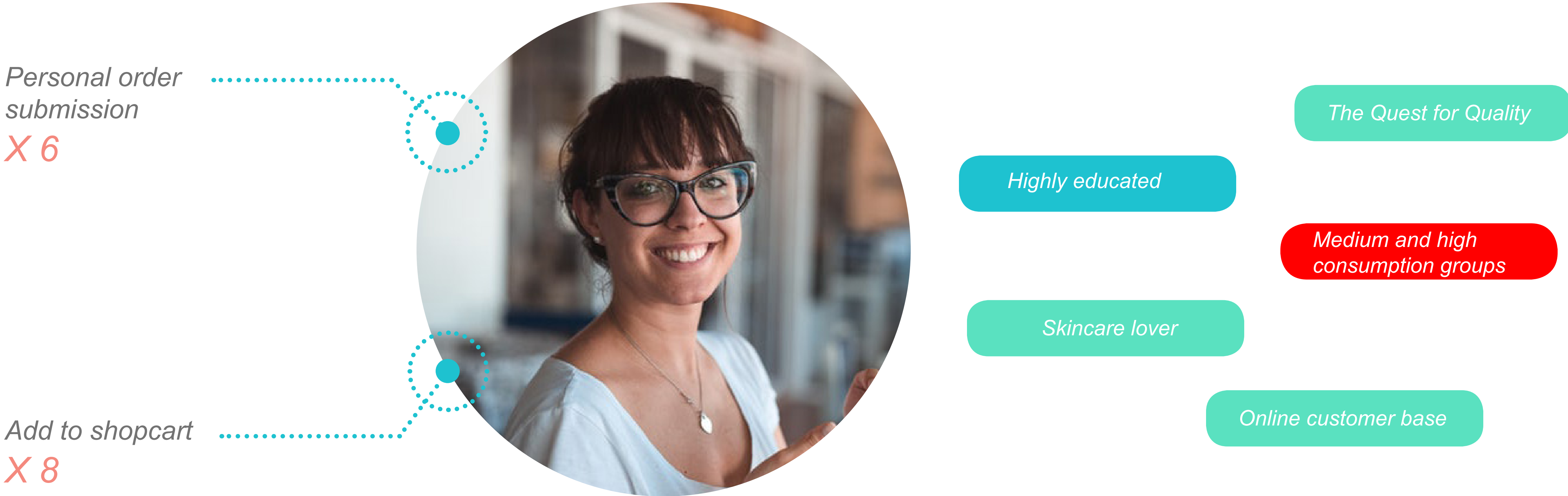
Data calculation layer

Persona Database Machine learning training platform
Real-time computation, storage



Form user portrait

Master user behavior, preferences



Persona Model

Using programming analyze user's behavior and generate user feature tag

Data application layer

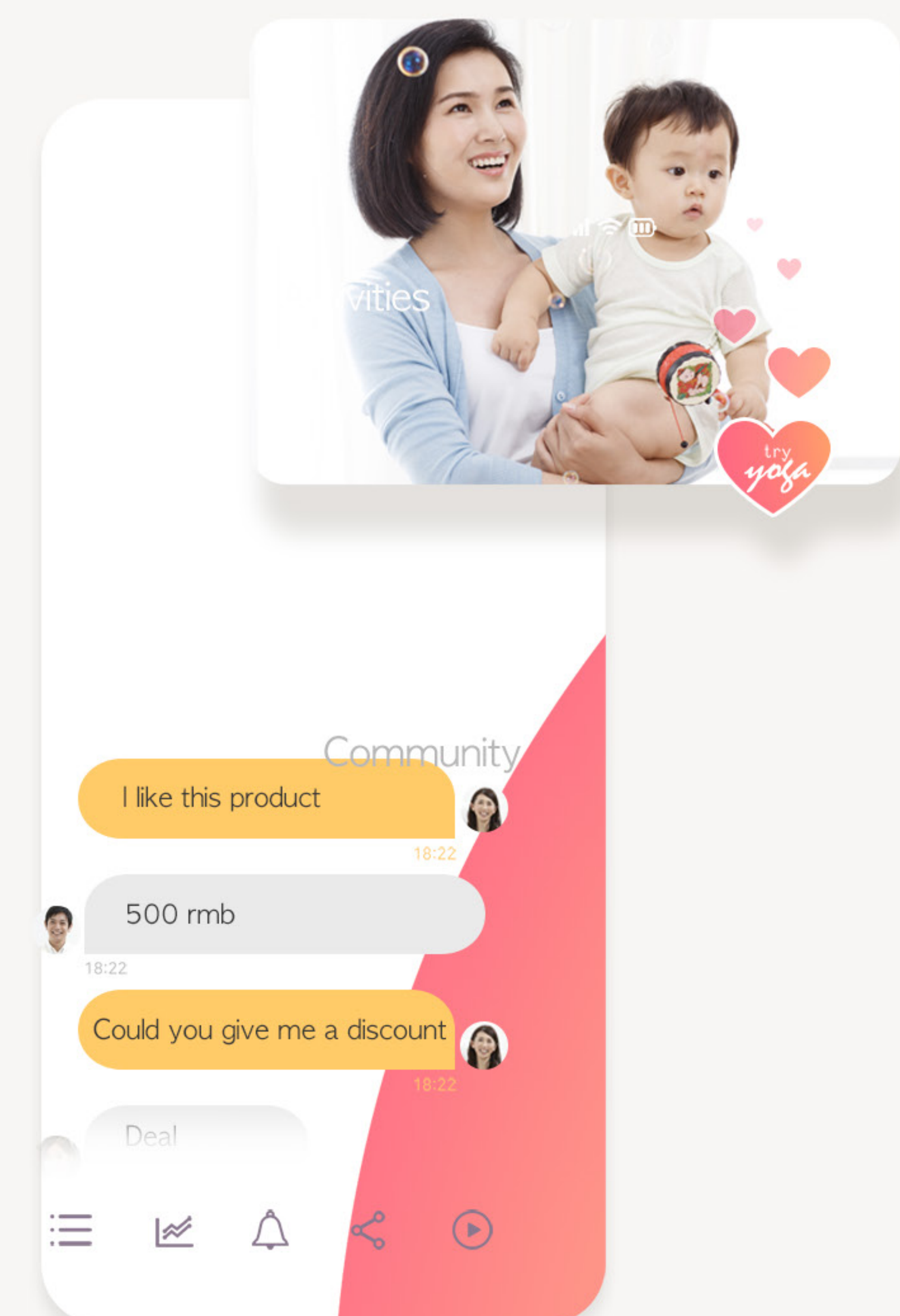
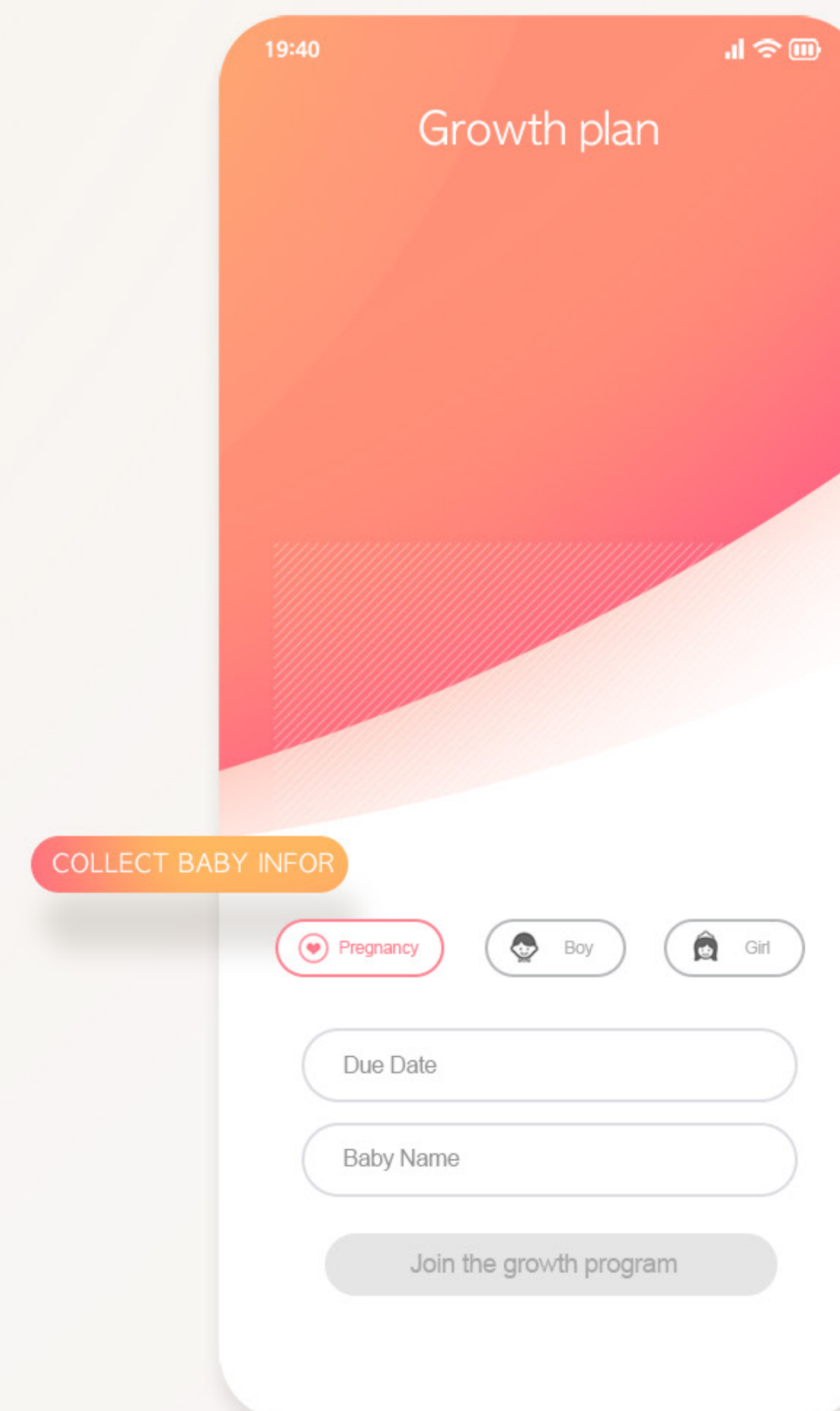
Precision marketing

Personalized service

Optimize current functions

MOBILE RED BABY

The creative group beyond imagination TongRo Images Inc., established in 1955, a leading stock image company pursuing it's own creative value.



06 RED BABY



Maternal and child commodity sales platform

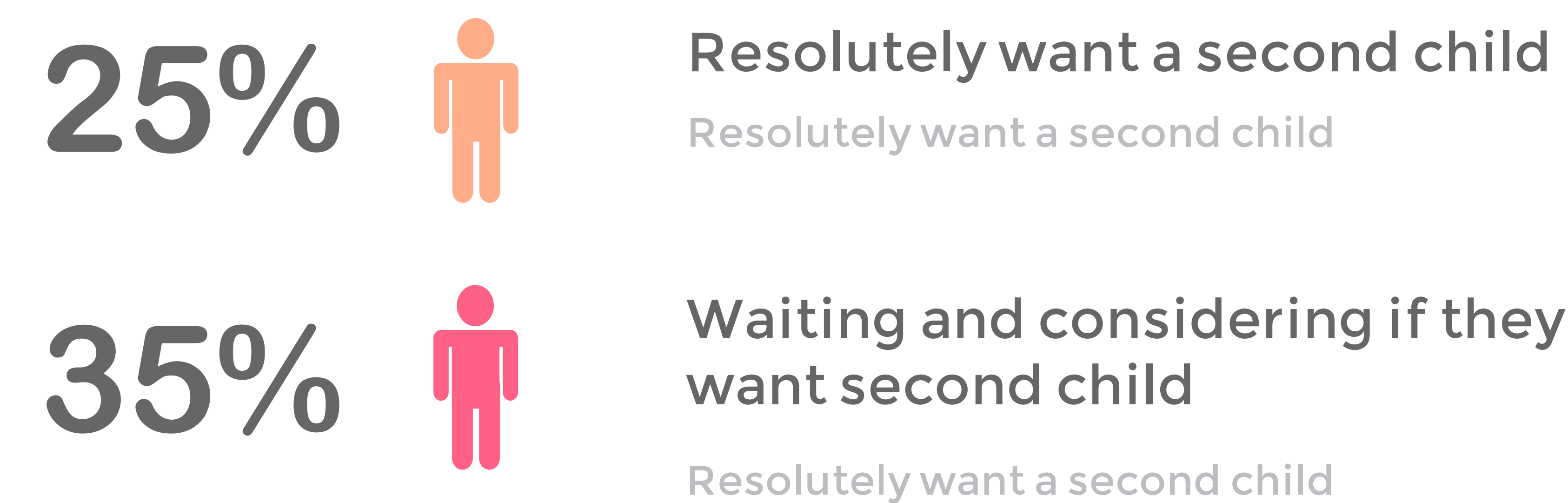
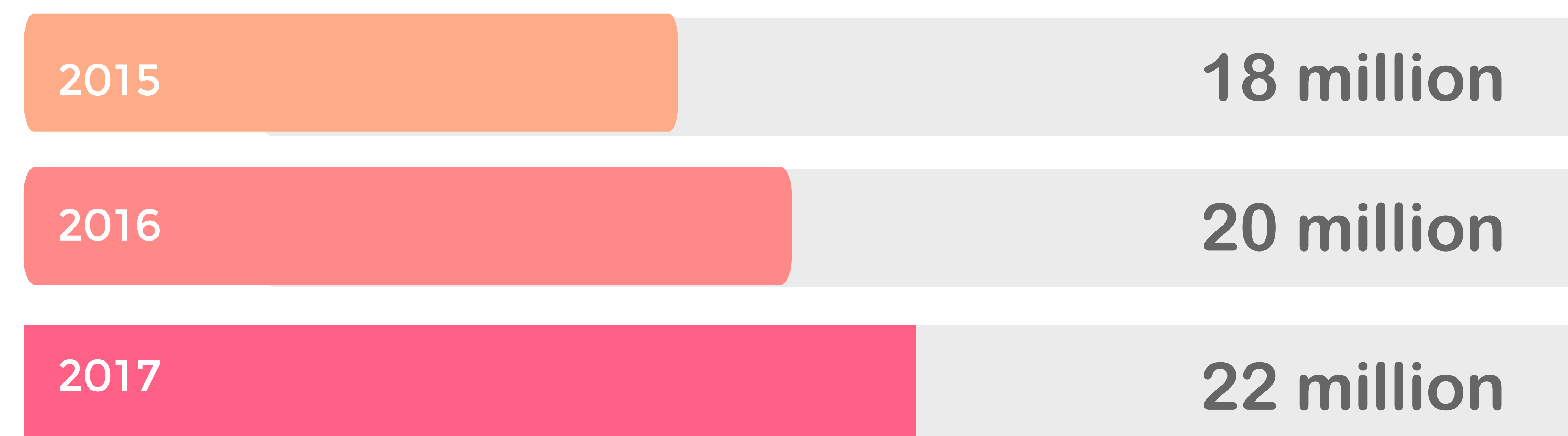
Responsible: Interaction design and IOS develop

Keywords: Secondhand App Fast process Sell and Buy Security

I Research

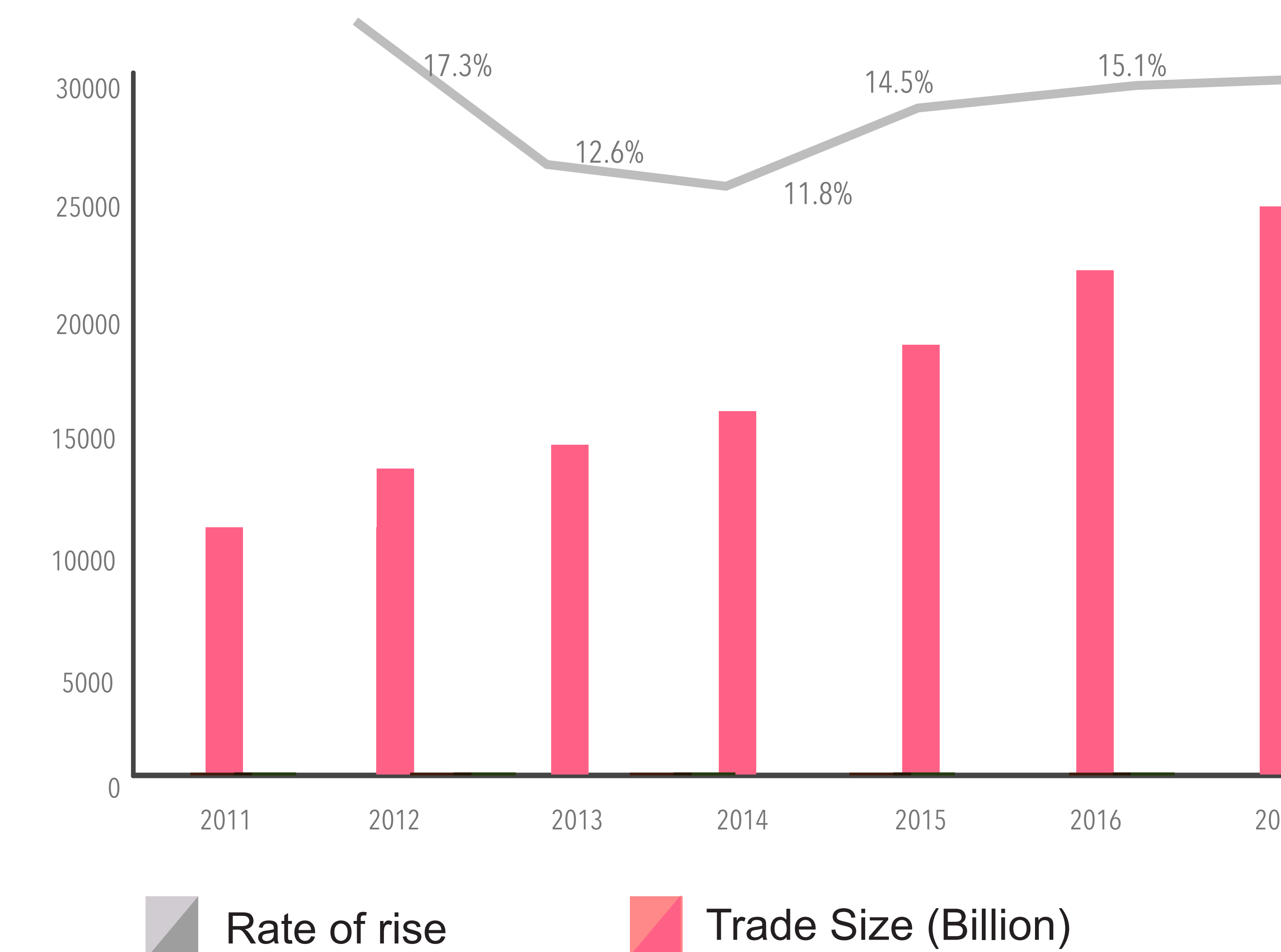
► Number of newborns

NUMBER OF NEWBORNS



The number of new born increase every year. Especially when the **two-child policy** in China has opened, more and more people consider to have more babies. At the beginning of 2016, the introduction of the national two-child policy undoubtedly brought a new wave of dividends to the maternal and child market.

► Mother and child industry



With the increase of new born, the trade and child industry also enhance hugely, the market have a lot of **potential and opportunity**.

Industry



about mother
that means that
opportunities.

► What is mother's Requirement ?

By research, we found out that customers have many different requirements, including products quality, shopping experience, parenting knowledge.

02 Experience

86,3 %

Shopping Experience

Most people have addicted to online shopping, especially shopping using smart phone, and they expect a quick and excellent shopping process.



01 Quality

56,6 %

Quality Requirement

Mother always careful about the things to use with babies, for low quality may bring about health damage.



03 Knowledge

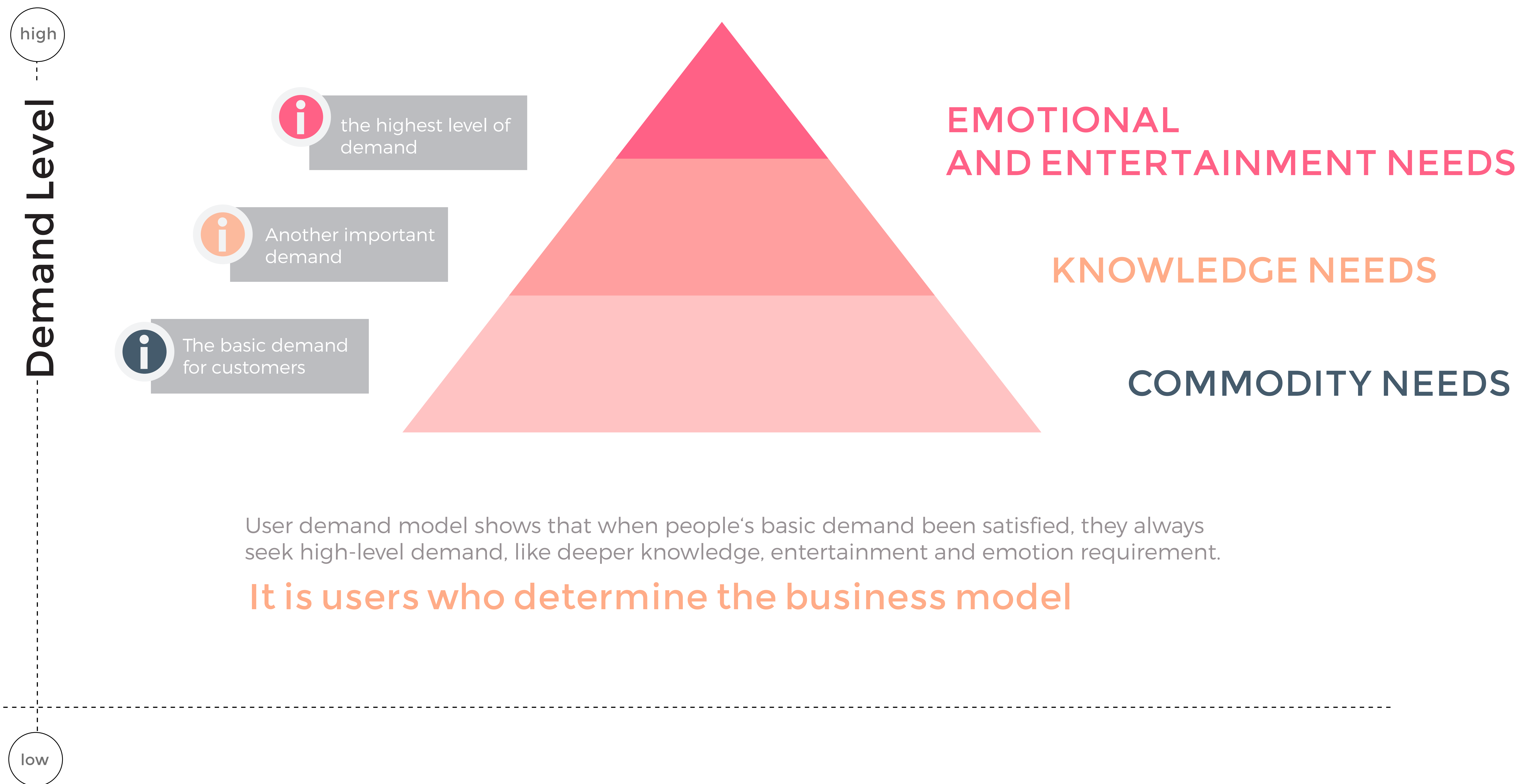
45,9 %

Parenting Knowledge

Customers not only care about products, they also want to know more thing about using experience, using skills, parenting experience. It is better to have chance to communicate with other mothers.



► The evolution of demand & possible opportunities



► Business Opportunities



E-COMMERCE

Selling products by APP or website. Customer get products using delivery.

COMMUNITY

The customer can talk with other people or learn something in the community



OFF-LINE SHOP

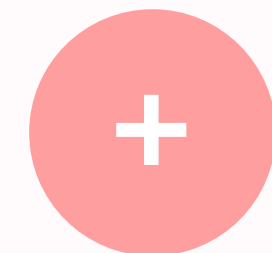
people go to the shop and buy the things they need, they can also see the thing in person.

CONTENT

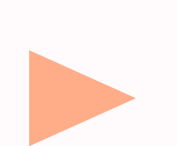
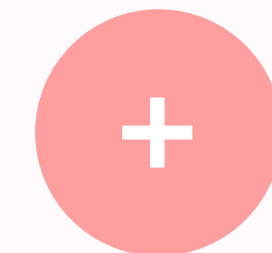
The content related with our field, could attract more customers and improve the stickiness of them.



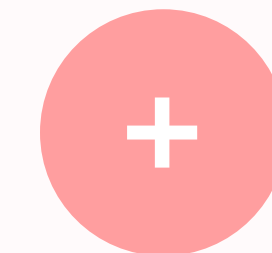
E-commerce



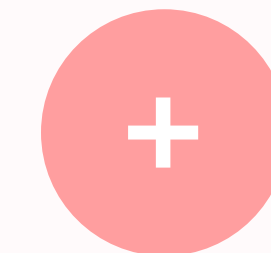
Community



Content



Off-line shop



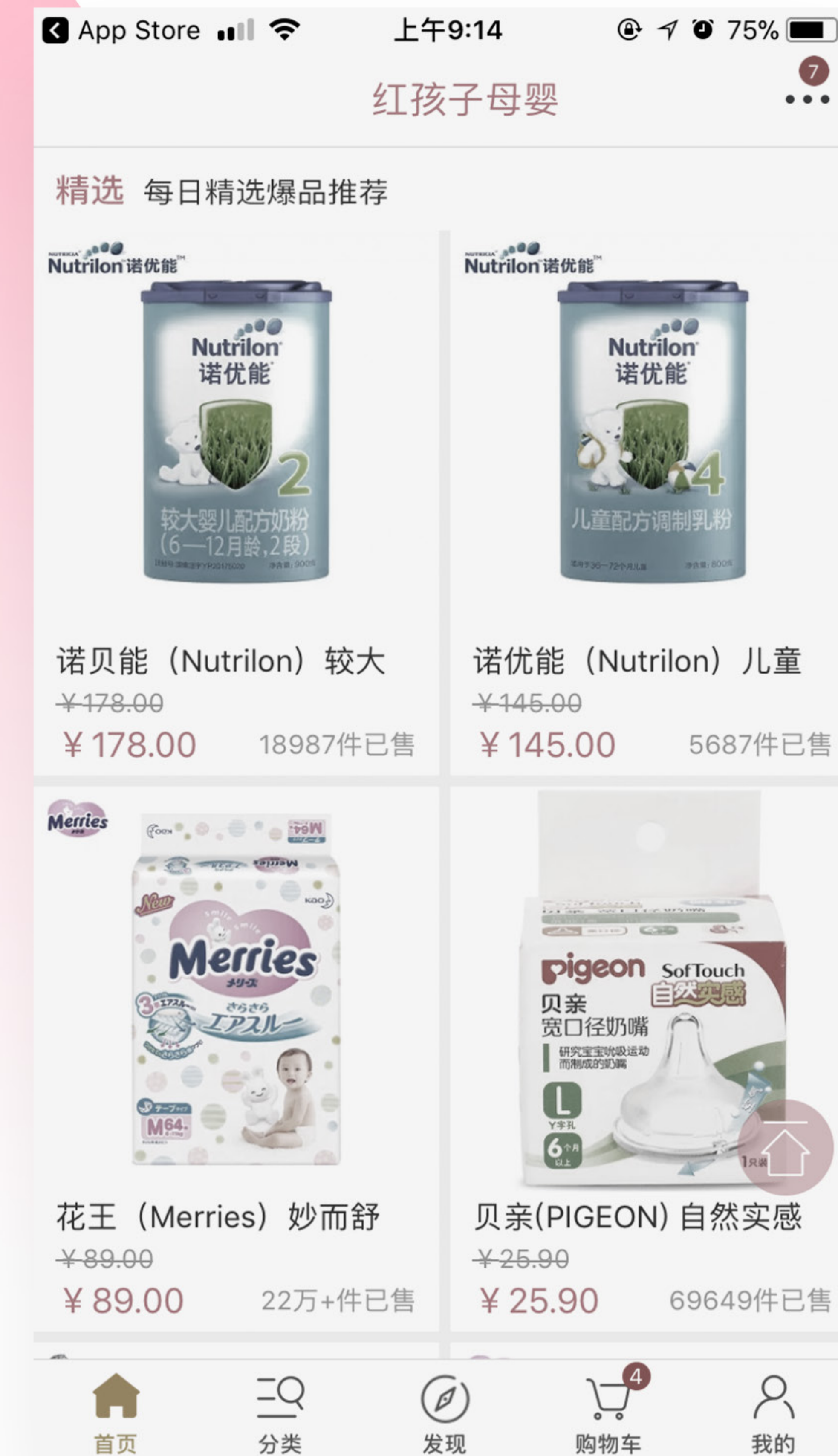
IMPROVE USER
EXPERIENCE AND
STICKINESS

Old version

Main Function

- 1 Recommend products
- 2 Present Discount
- 3 Recommend Brands

Customers can go to the home page to see the latest product recommendations, as well as event topics, specials, brand promotions, and more. You can search for products on the homepage and sort them to help you quickly locate the products you are interested in.



Prototype

▲ Problems

Homepage functions are limited

Lack of shopping fun

The buying process is too complex

Customers need high quality and safety products

Hard to identify security products

Lack of function about gain knowledge and experiences

I Insight

I Using P

RQUIREMENT & INSIGHT

01 QUALITY GOODS

02 OFF-LINE SHOP SERVICE

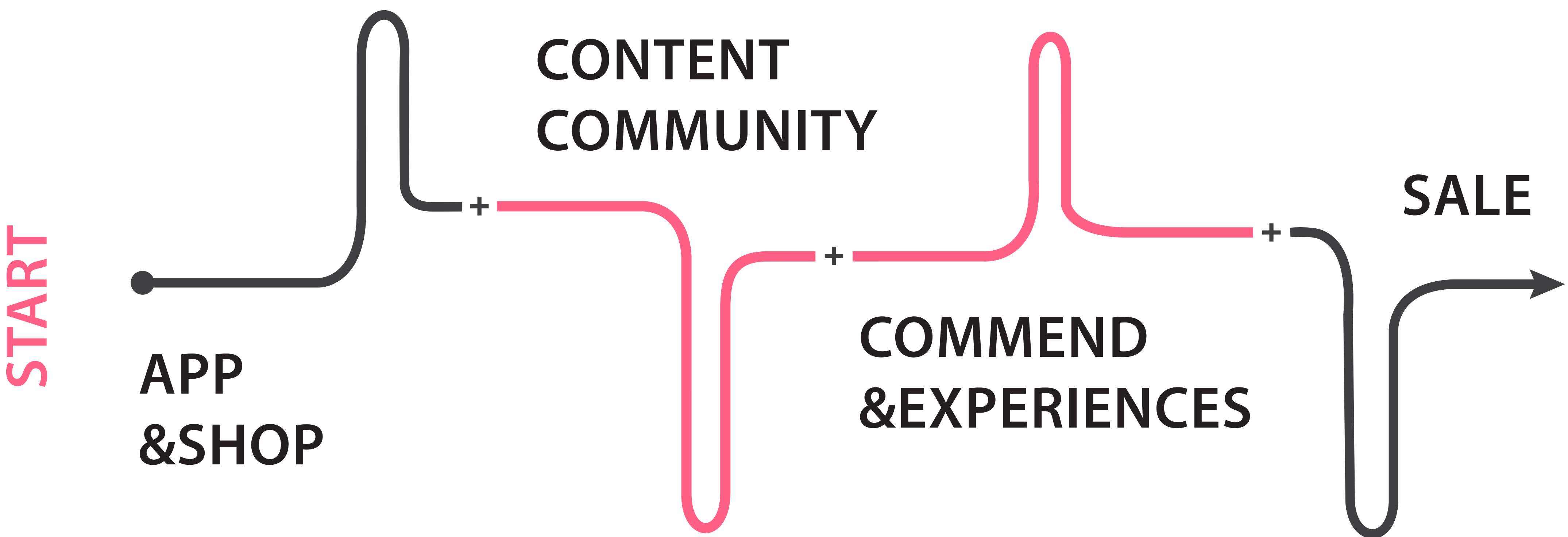
03 EXCELLENT ARTICLE

04 COMMUNITY



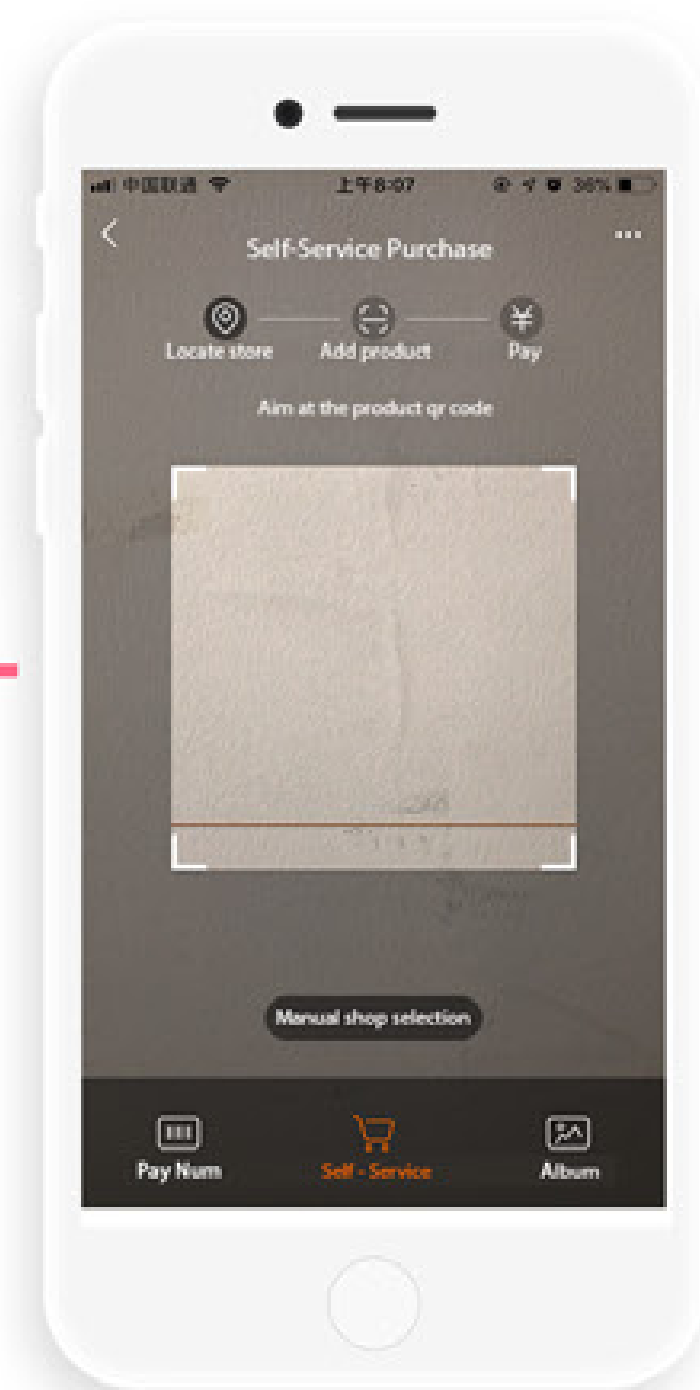
IDEA

EXPERIENCE PROCESS

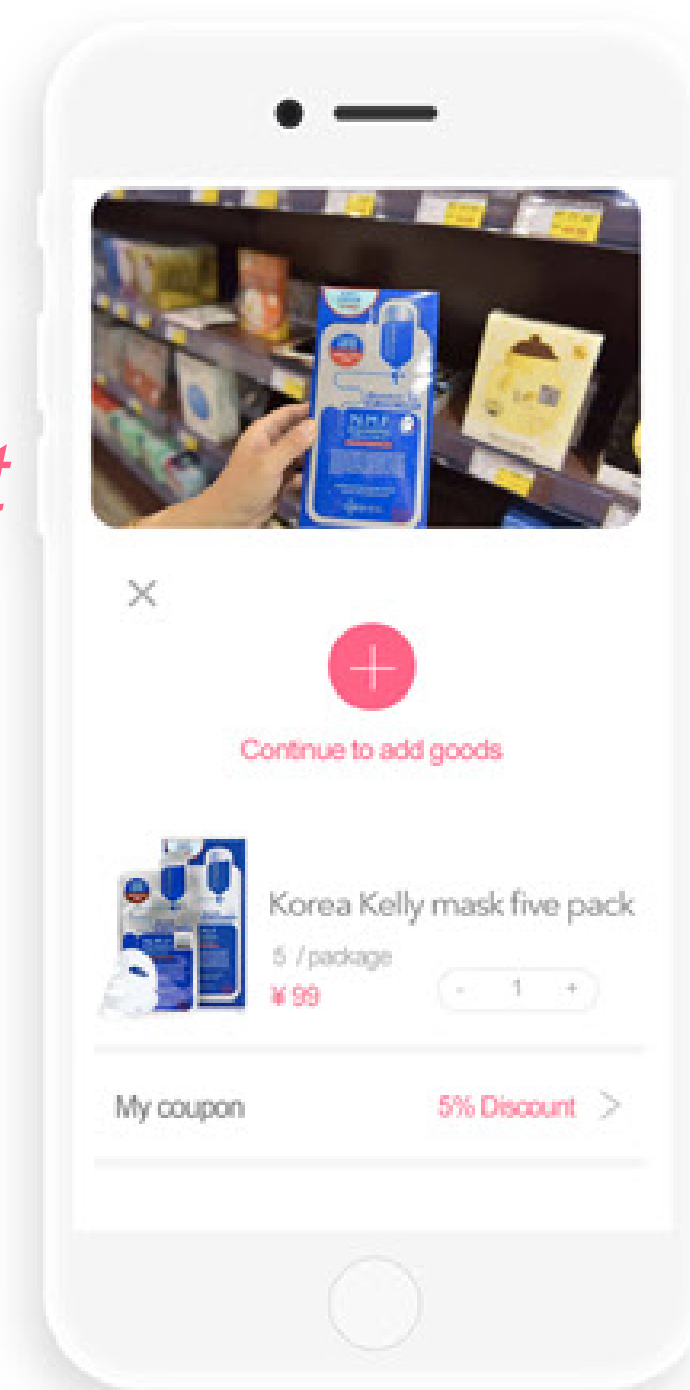


process

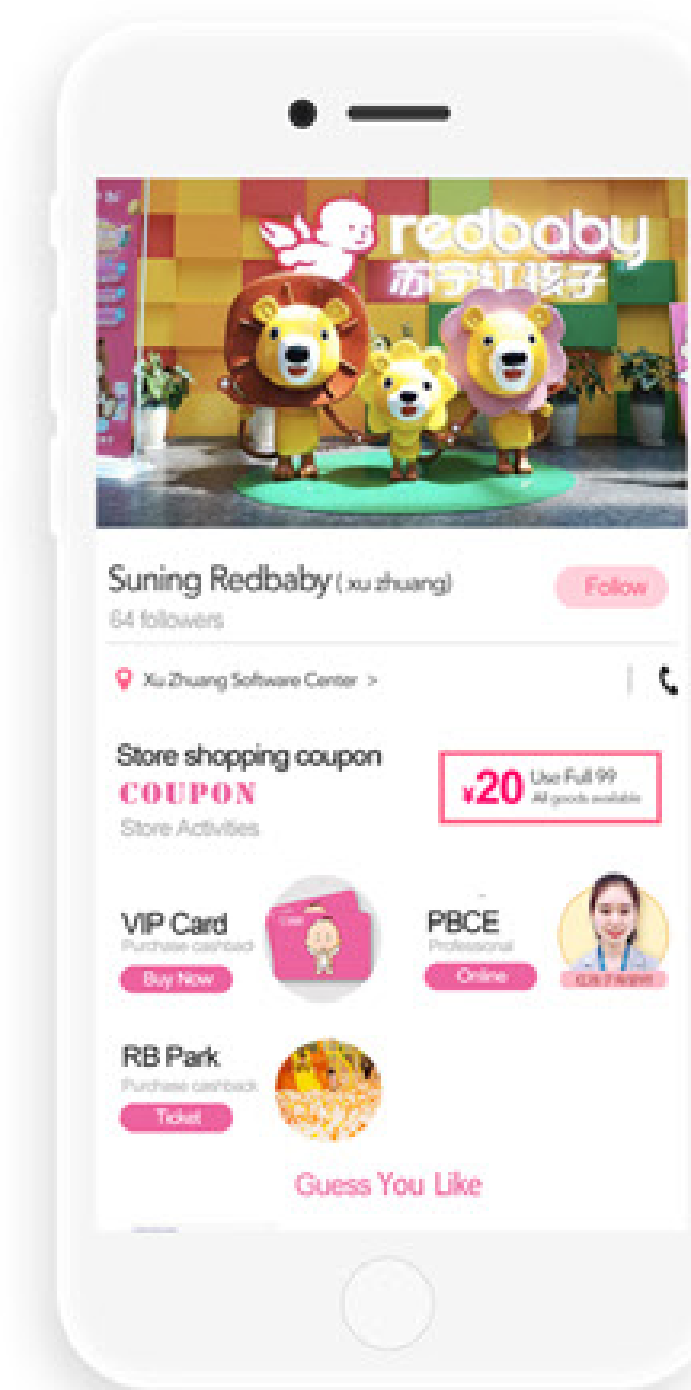
Users can scan the product QR code and add products to the shopping cart, enjoying online shopping's convenience and Online-Pay.



Search product
infor

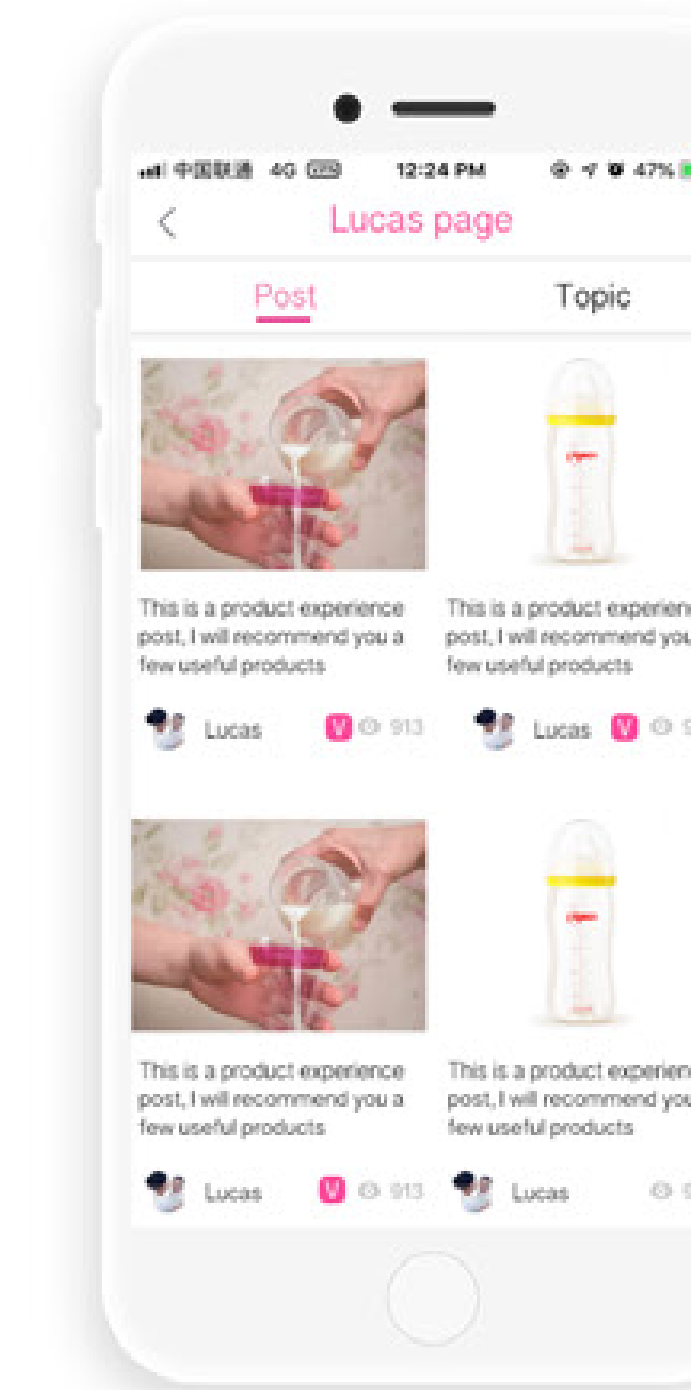
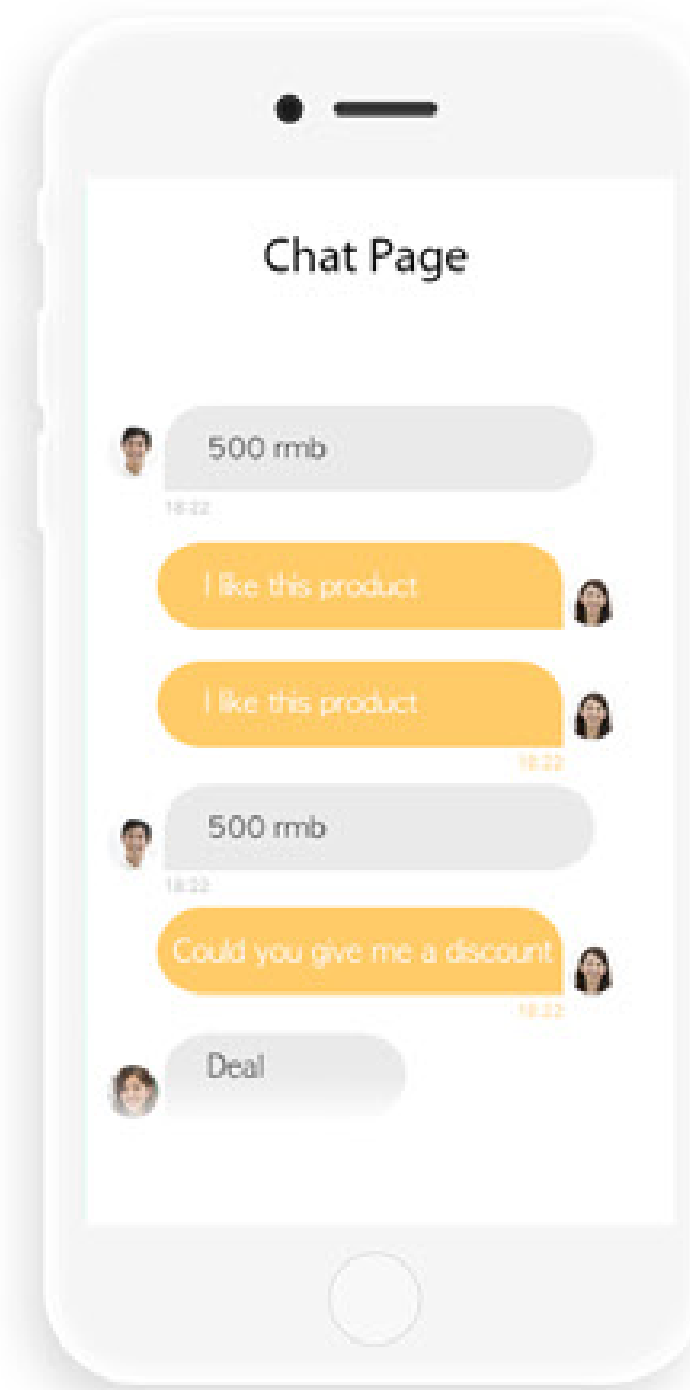
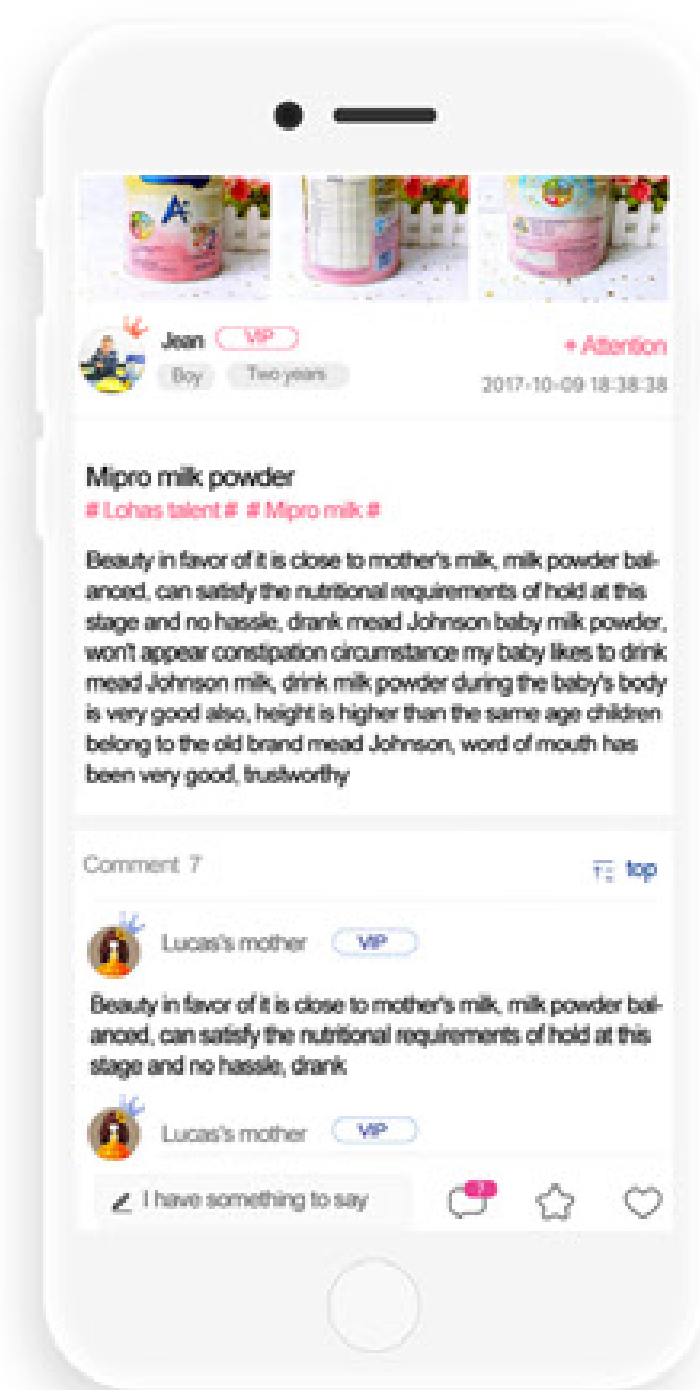


Home Tab
Store



This is the list of nearby stores. After you select a store, you can enjoy store discounts, store services, store activities, store VIP card and so on. All those things only have in off-line

Online + Offline
online shopping experience
offline store service



Users could write posts and initiate topics. Other users could leave comments, joining community chat, which bring user stickness for App.

community
online share experiences
and items

recommend goods



APP recommends better brands for users. Shopping process also been refined.

Security products
Shopping experience
improve online share
experiences

New functions



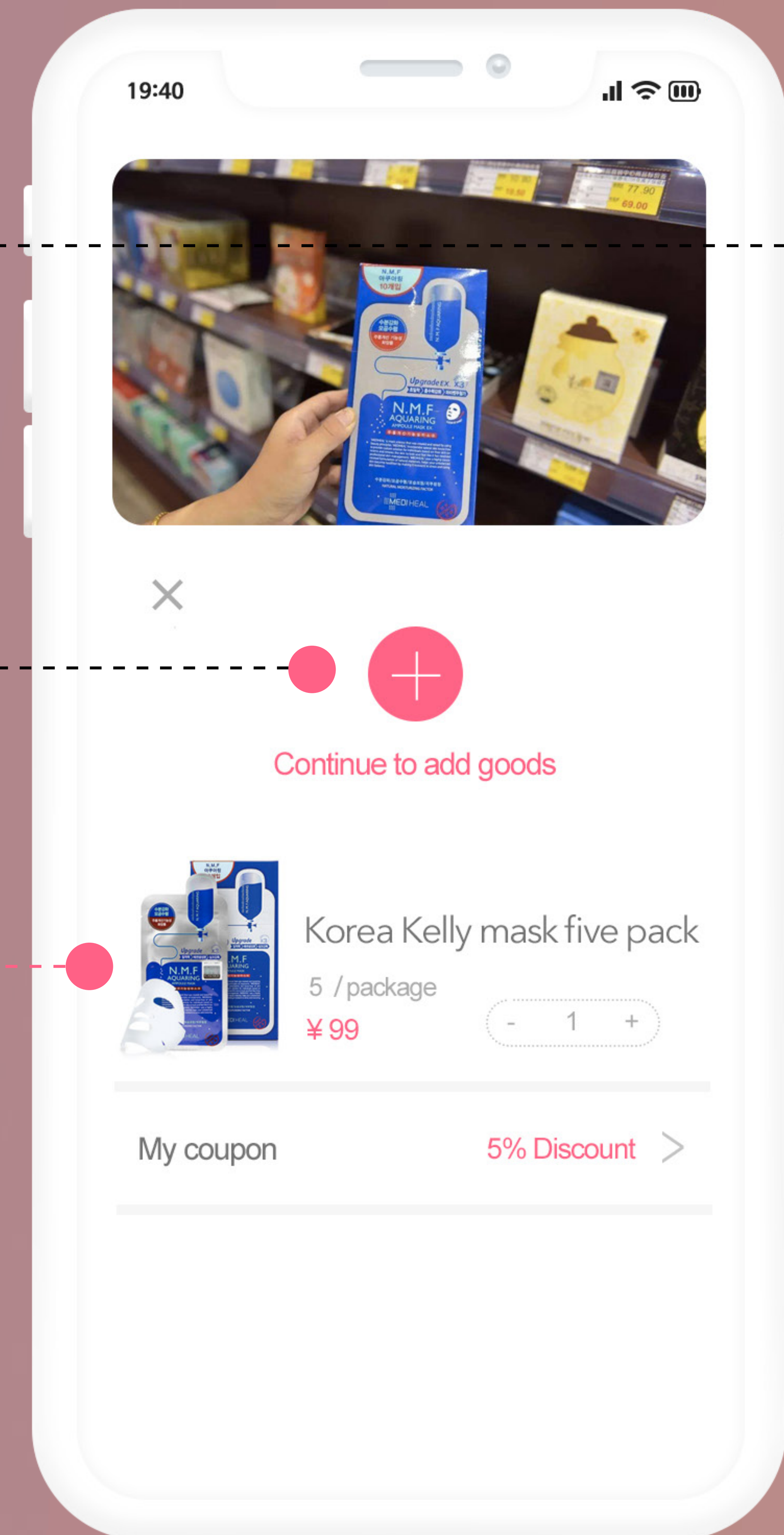
<https://itunes.apple.com/us/app/苏宁红孩子/id616589964?mt=8>

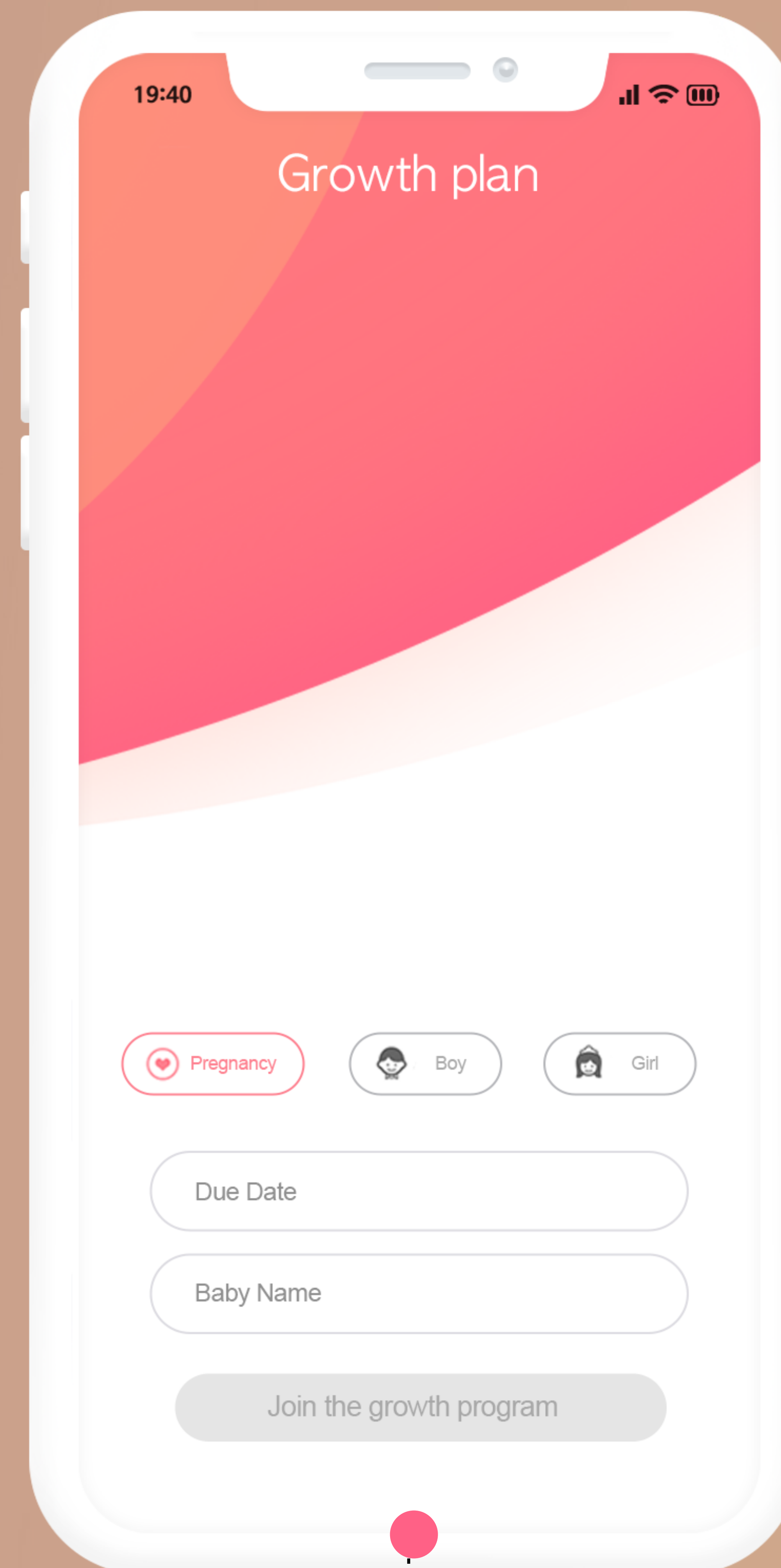
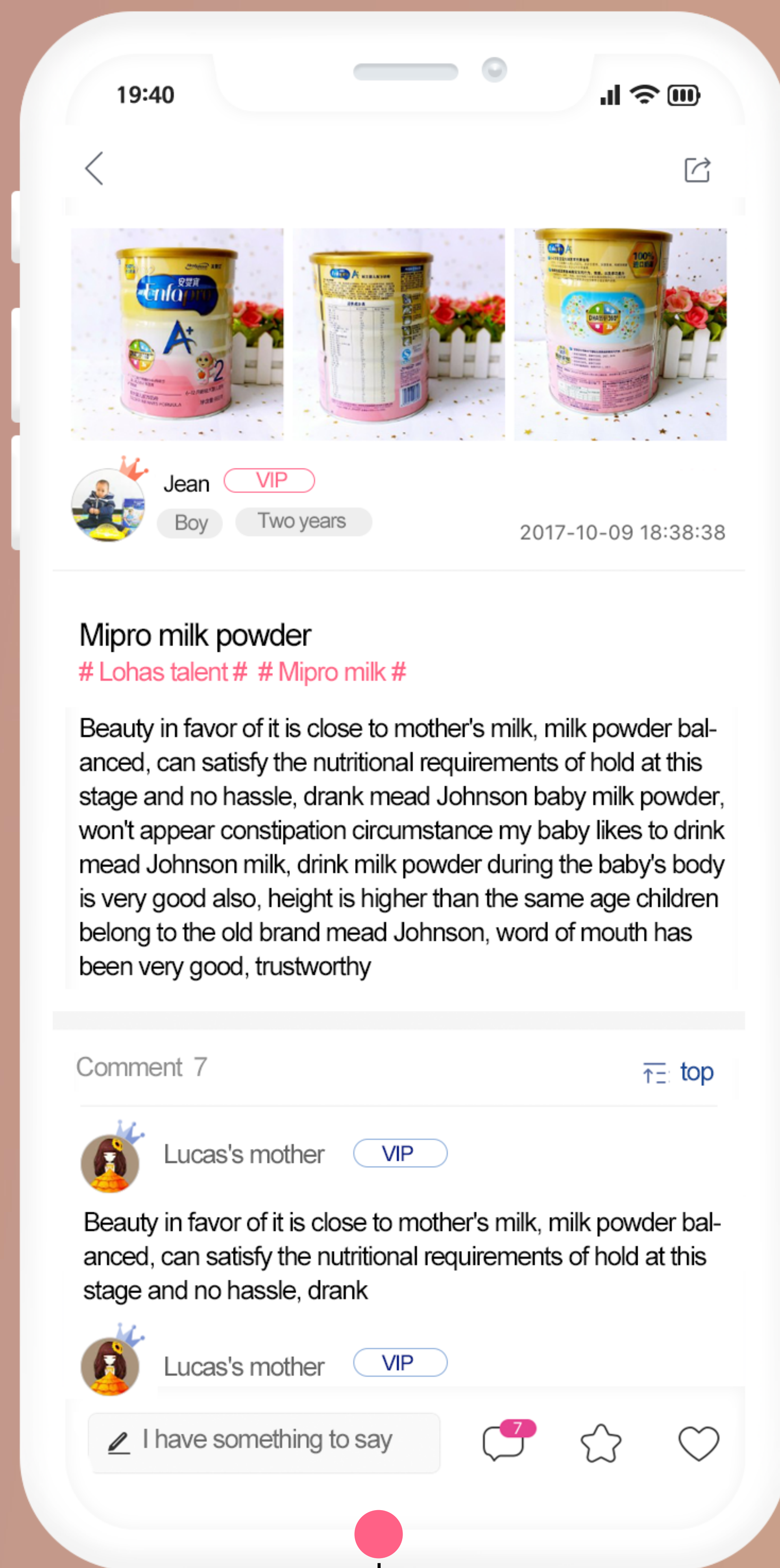
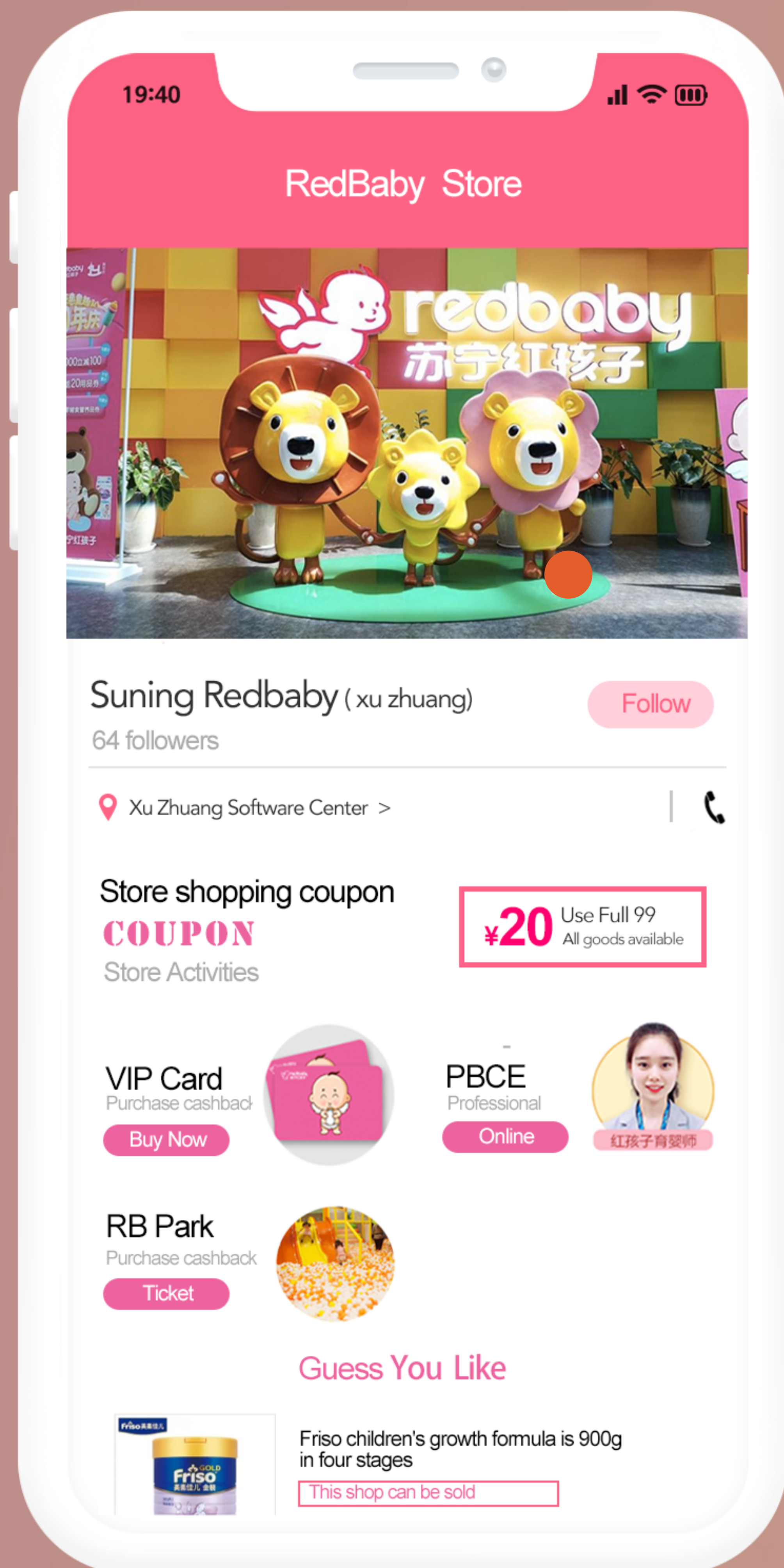
OFF-LINE SERVICE
+ ONLINE SHOPPING

FAST BUYING PROCESS

SECURITY
PRODUCT

COMMUNITY





07 BROKEN HEART ACHE

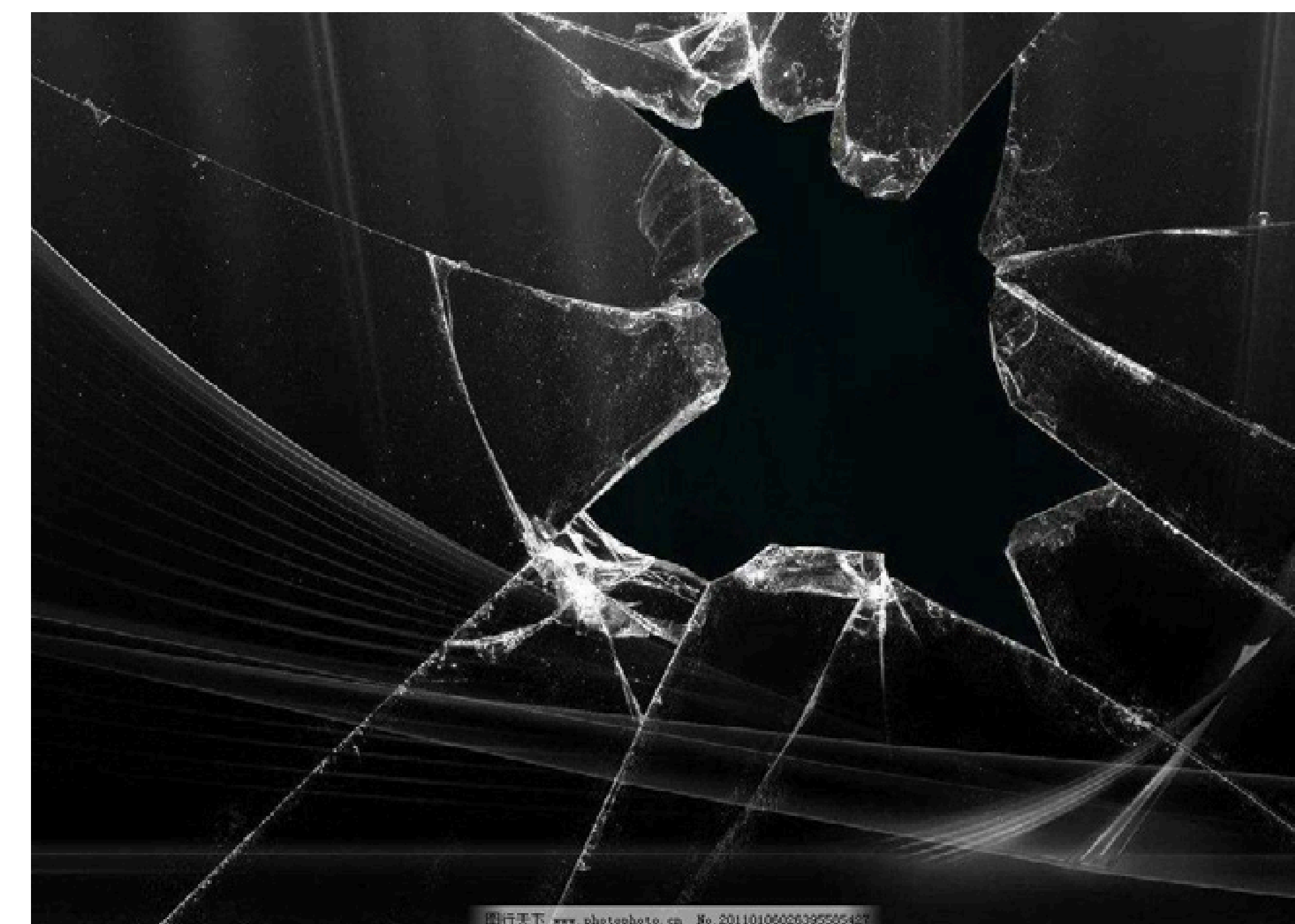
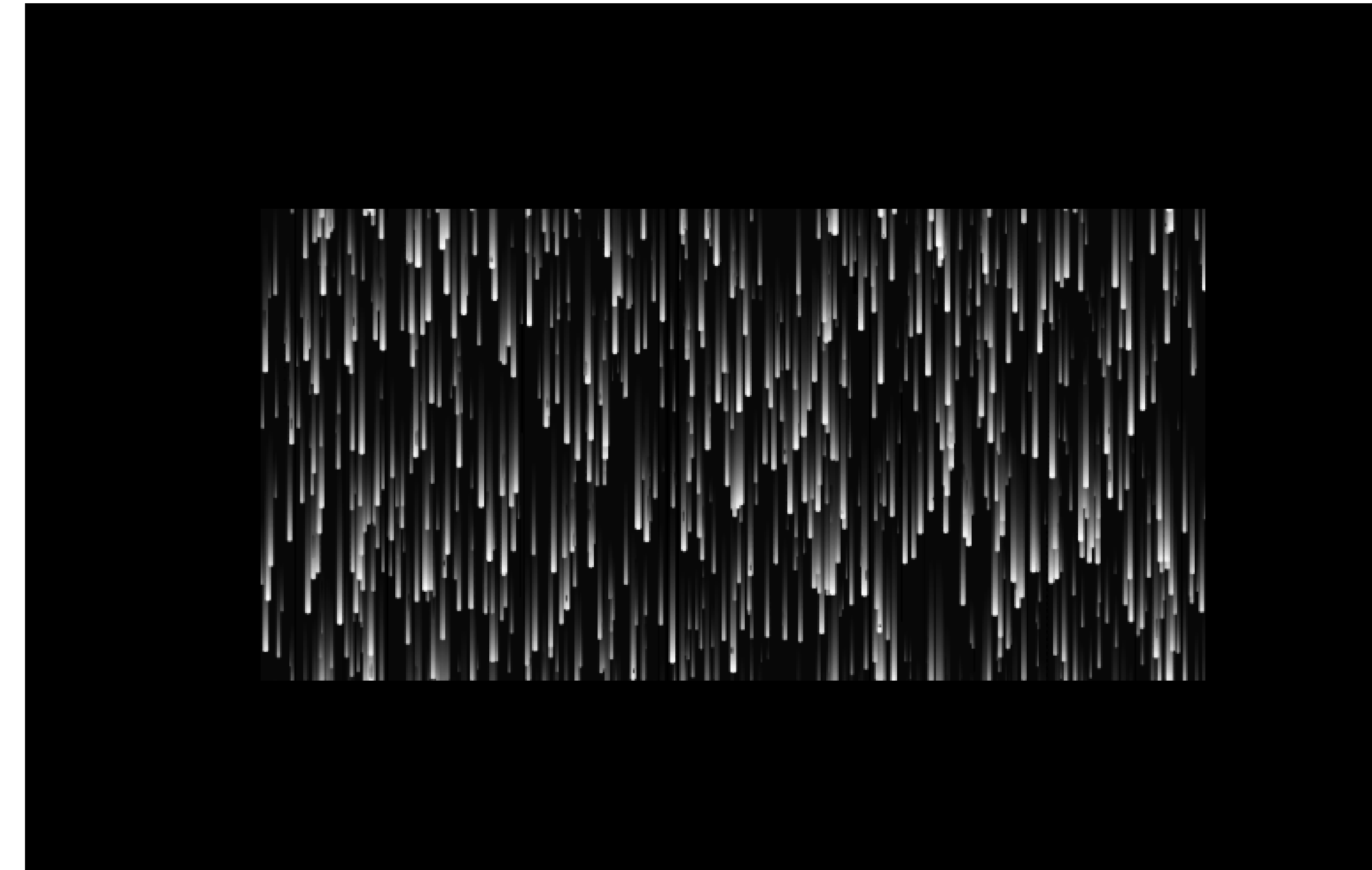
JEWELRY DESIGN

What I want to express through this jewellery is the fragility and fragility of the relationship between people. When we are in a complex interpersonal relationship, the relationship often means hurt and being hurt.

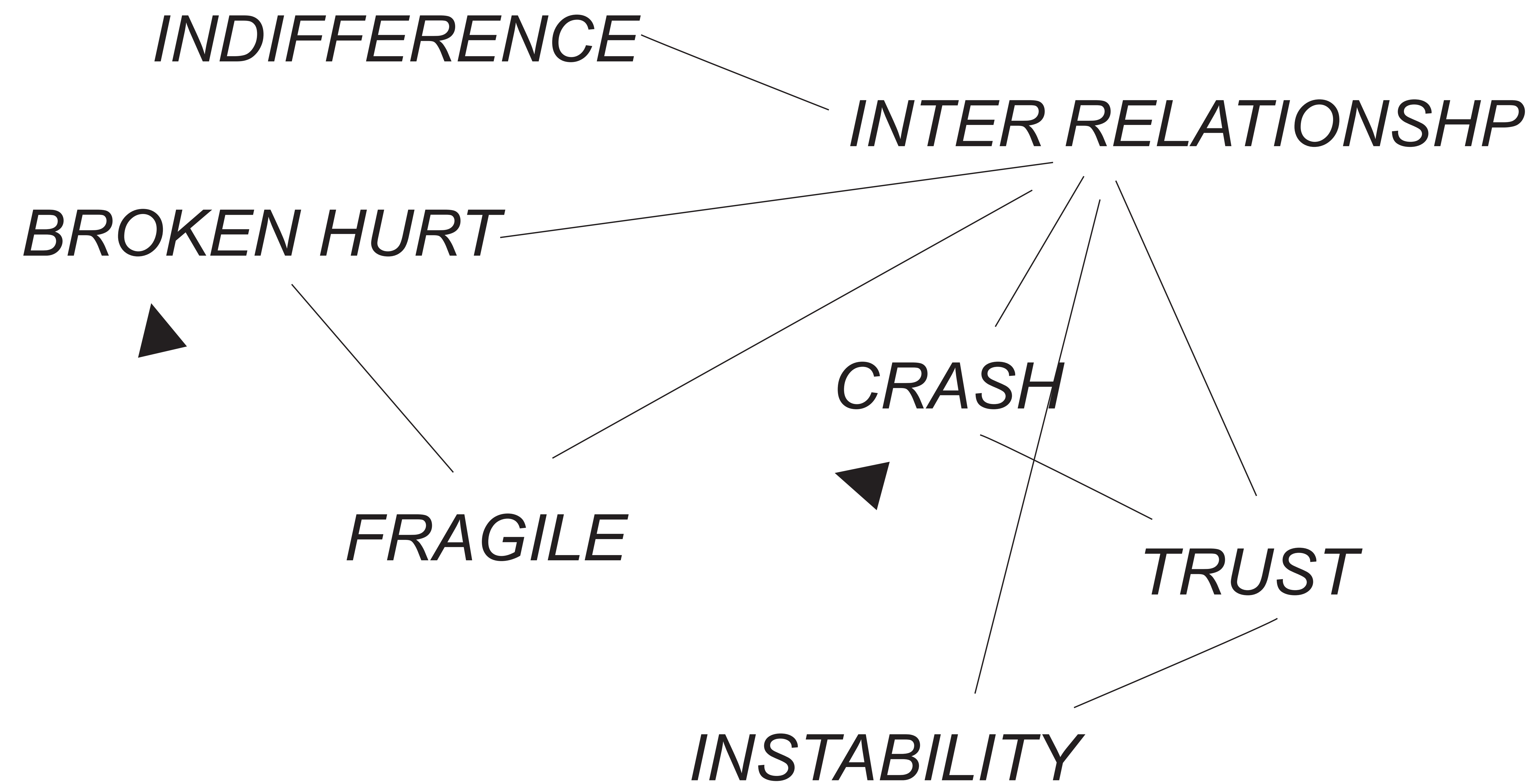


I Inspiration

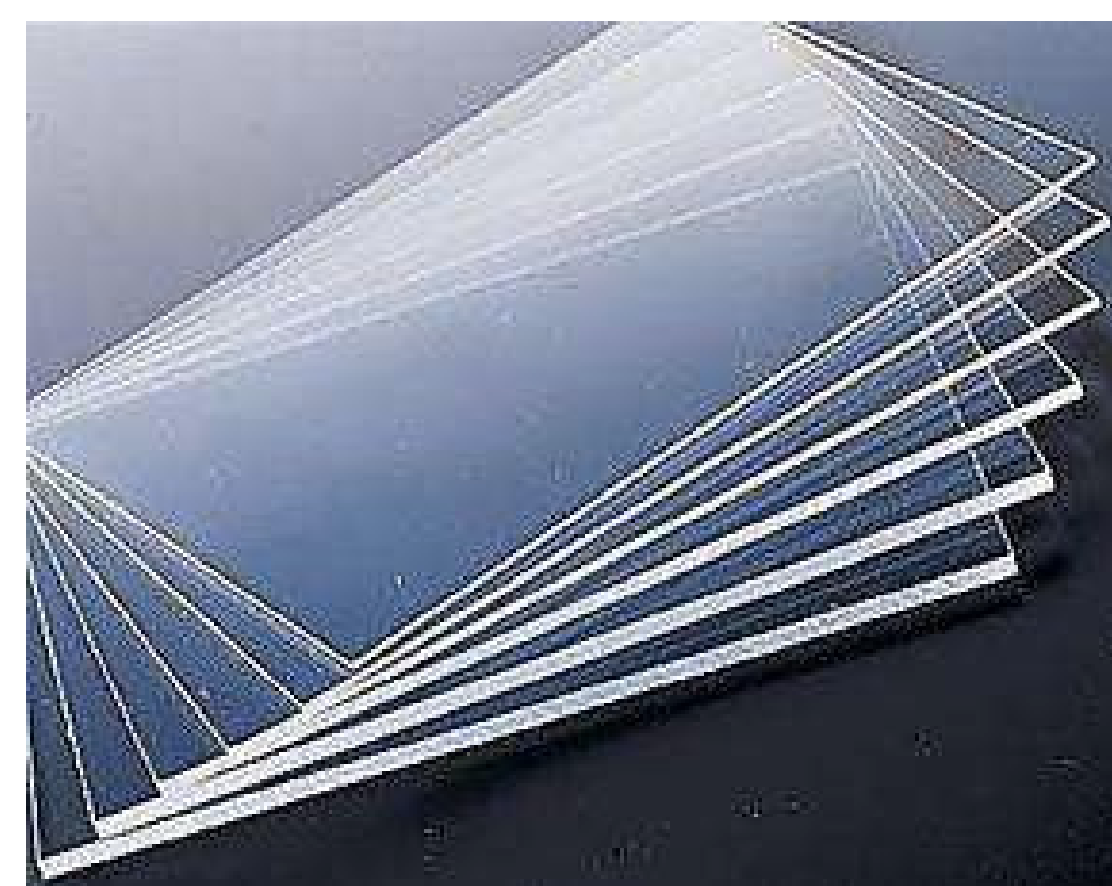
SPINE



*GLASS
BROKEN*



Material Select

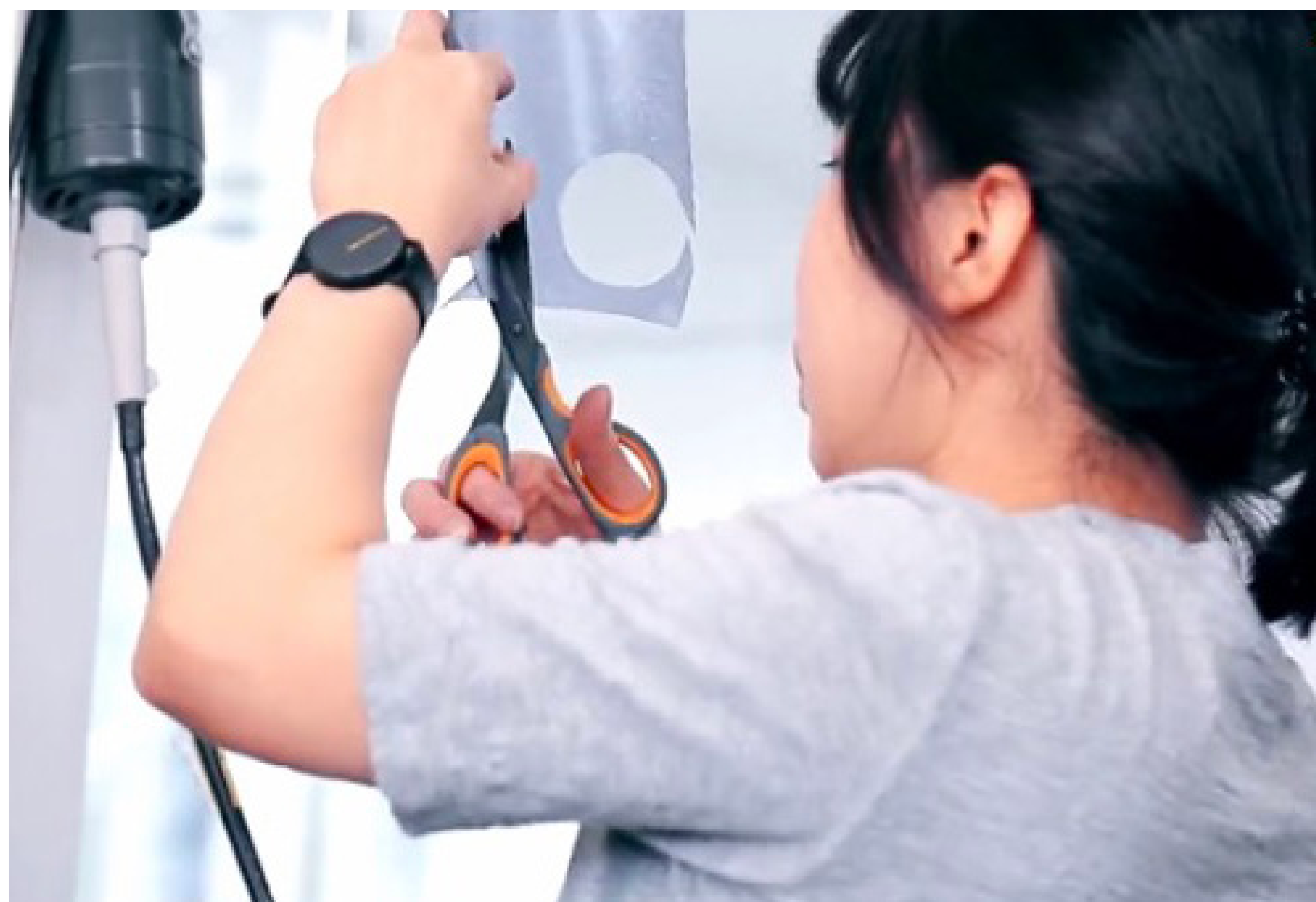
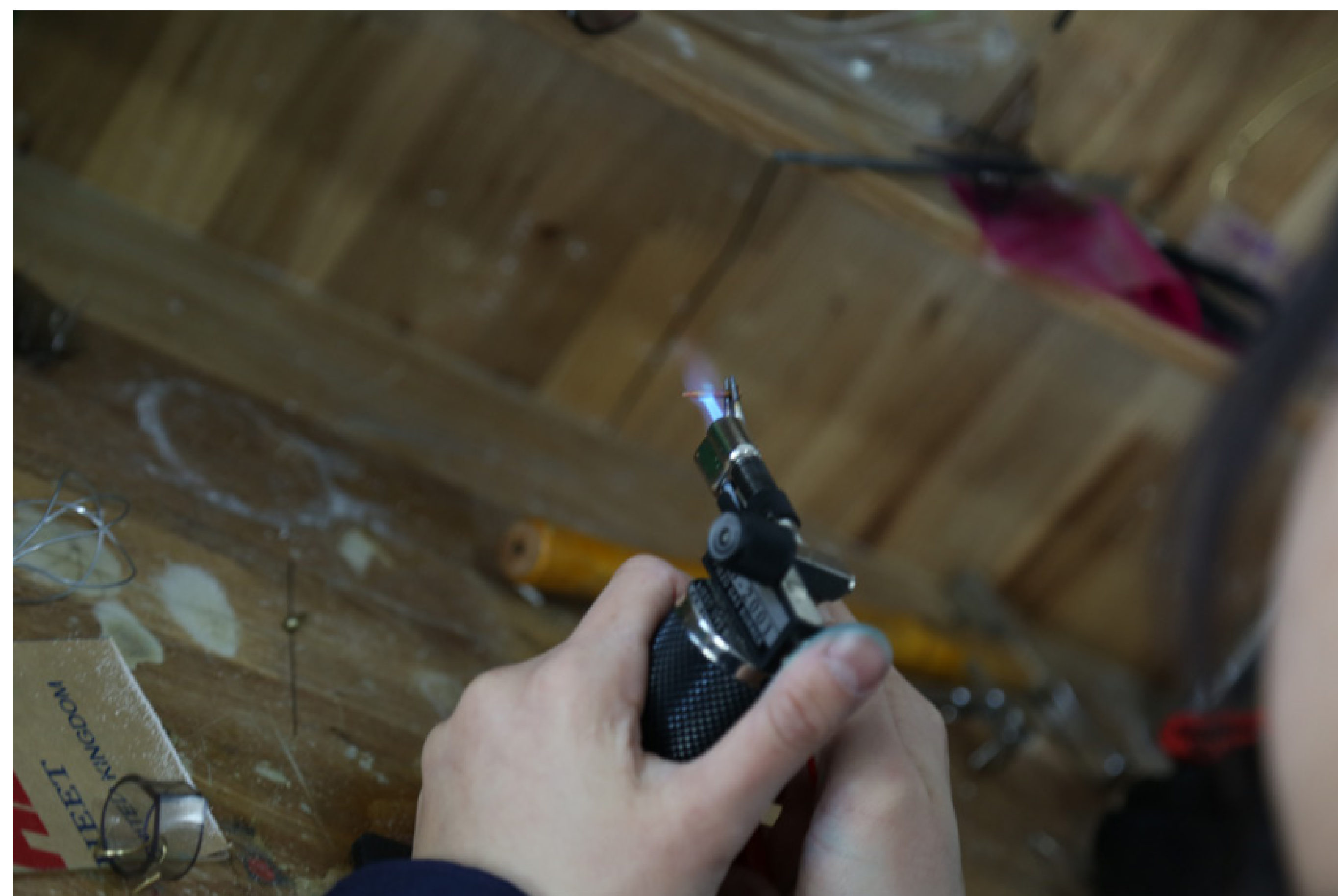


ACRYLIC SHEET



COPPER NAIL

I Making process





Thank you



+86 18510510670



dongjingjing2010@gmail.com