



# 做买得起的高品质产品

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2005 XLPLUSdesign

2011 designaffairs

2017 lmonkey (小猴科技)

Hello, UI/UX

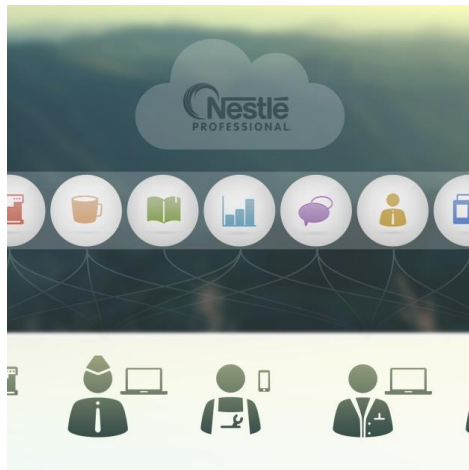
**U/UX**



# 设计一件好的产品



# 设计系统和服务

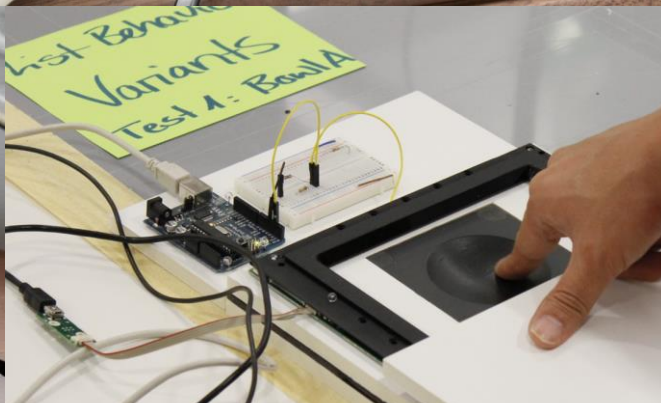


# 设计管理流程



# 设计交互的方式

Innovative, 3-dimensional touch interface with a revolutionary interaction method. Bowl relies heavily on our ability to navigate securely precise circles with our index finger and to have a clear sense of location – without visual confirmation.

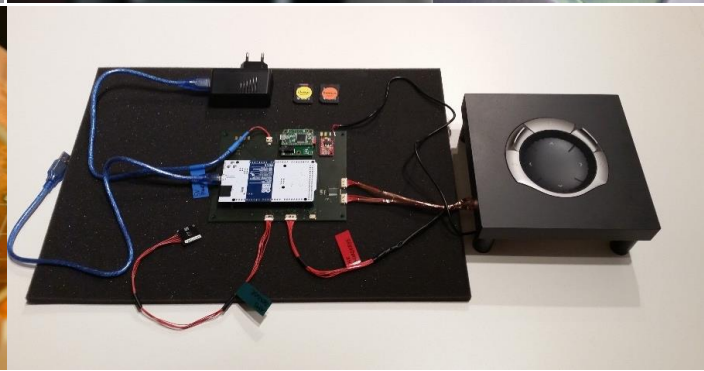
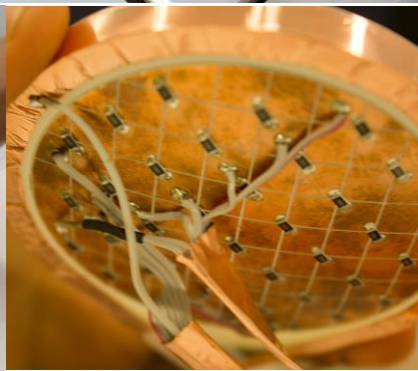
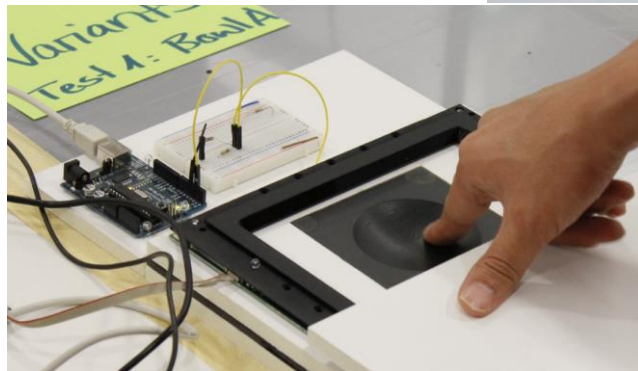




# 设计流程

A peak into the process...

Various interaction methods where examined and tested, leaving the half bowl as the most simple and intuitive navigational surface. Conductive Coating in combination with an infrared location sensor enabled us to combine horizontal and vertical signals.







# design by Data

## AI for IOT

### Smart Factory



重新思考万物互联时代的用户体验：未知的产品类型

设计人和机器的全新交互：多重感官的交互体验

定义在大数据之基础上人工智能的应用情境：分析相关性和意义大于分析需求和解决问题

预测未来的服务

部分目前的产品将会消失或被取代

部分我们服务的企业将会消失

# 设计一件好的产品

# Products are the most influential touch point and the heart of the brand experience

## COMPANY

Who are you and what do you do?

## WHY

do you exist and operate?  
What is your impelling power?  
Purpose & Motivation  
Vision & Mission  
Beliefs & Values  
Idea

## HOW

... do you do what you are doing?  
Capabilities  
Technology  
Competitive  
Advantages/USPs

## COMPETITORS

Who else is acting within your market?  
Today, Future



## WHAT

... is the product-/service experience you get in touch with people?  
Products  
Services  
Touchpoints



## ENVIRONMENT

What happens in the world affecting your market?  
Technology  
Economy, Politics  
Society, Culture, Trends

## PEOPLE

Who are the people you are aiming at?  
User, Buyer, Decision Maker  
Customer, Non-Customer  
Partner, Spokespersons

## HOW

... do people act?  
Attitudes, Feelings  
Behaviour  
Painpoints

## WHY

... do they need you?  
Motivation  
Needs, Wants, Lack

# 好的时代 好的平台

渠道／技术／供应链

如何选择？



有明显痛点  
人人都可能使用  
设计价值可以最大化  
符合小米用户群体

# 手动工具市场

2017 年全球市场规模 **156** 亿美金

中国已经成为最具有潜力的手动工具的消费市场

消费人数至少有 **4** 亿人



¥ 20~50



¥ 300~500+

# 为谁设计？

Search for Excellence

# Social-Cultural Trends

## Search for Excellence

In a society which is based on consumerism, one's own role is defined by the ownership of products. They communicate one's own identity. Therefore these products have to have the right story to tell, as ownership is used for differentiating.

Increasingly information about the origin and manufacturing of the product play an important role such as expert knowledge about the product and its usage. Tradition and culture are of the same importance just like the impression of highly refined expert manufacturing.

### Core Values

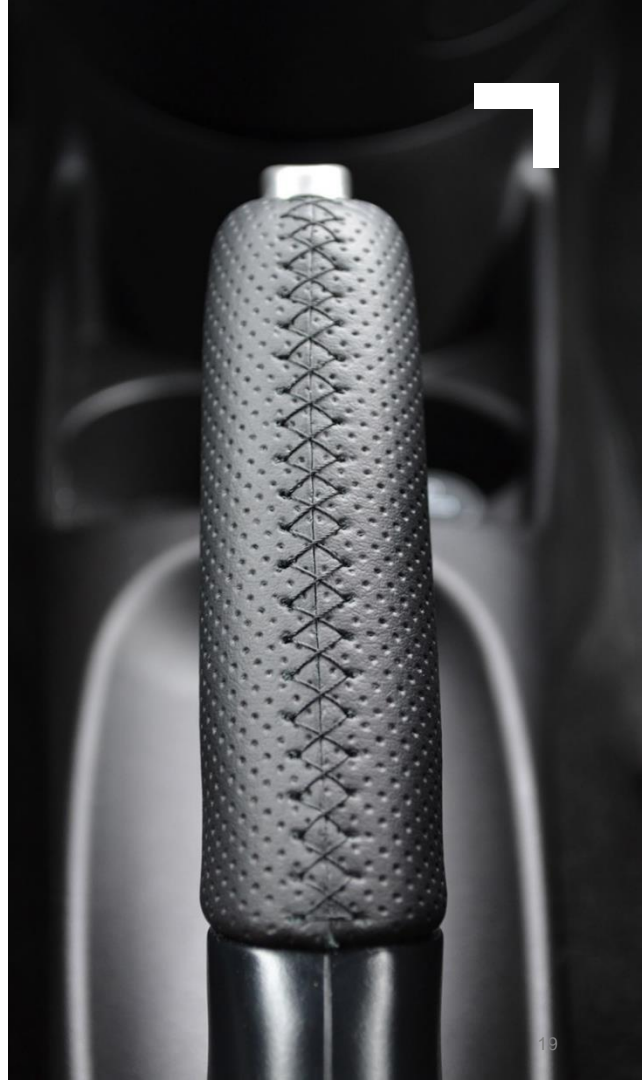
- Performance
- High Quality Optics

### Implications

- High performance appearance
- Visualisation & highlighting of key

### features

- High quality look and feel
- Concentration on details
- Use of real materials
- Manufactory reference



做一款百元以内，顶级工艺  
极致体验的螺丝刀

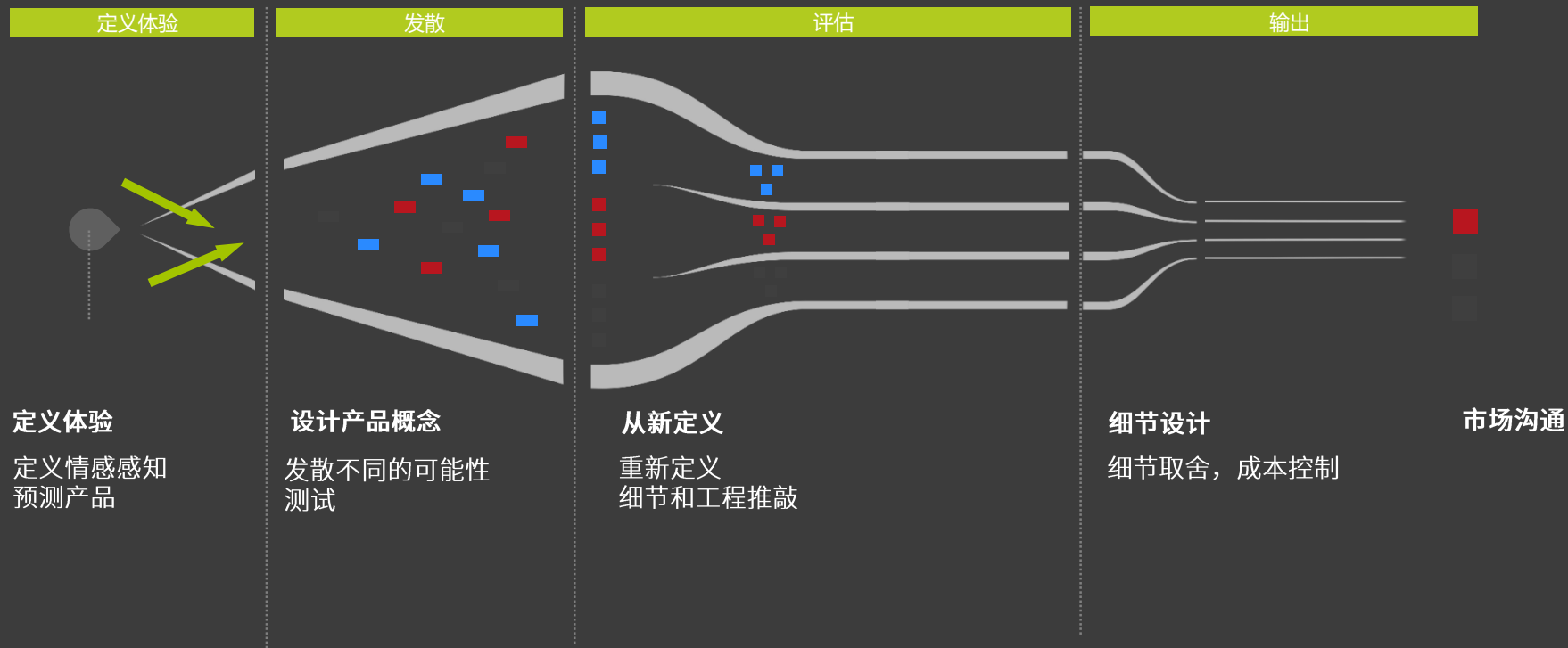






首发5000套半日内售罄  
80万套／年

# A Tailored Process



# 重新定义用户体验

概念转换：从“放在储藏间的工具”到想拥有的“颜值巧具”

创造需求：满足大部分人的基本需求：人人可以拥有一套

# 风格预测

设计原则：品质、体验、美感





# 具备社交功能的颜值巧具



传统工具

工作  
助手



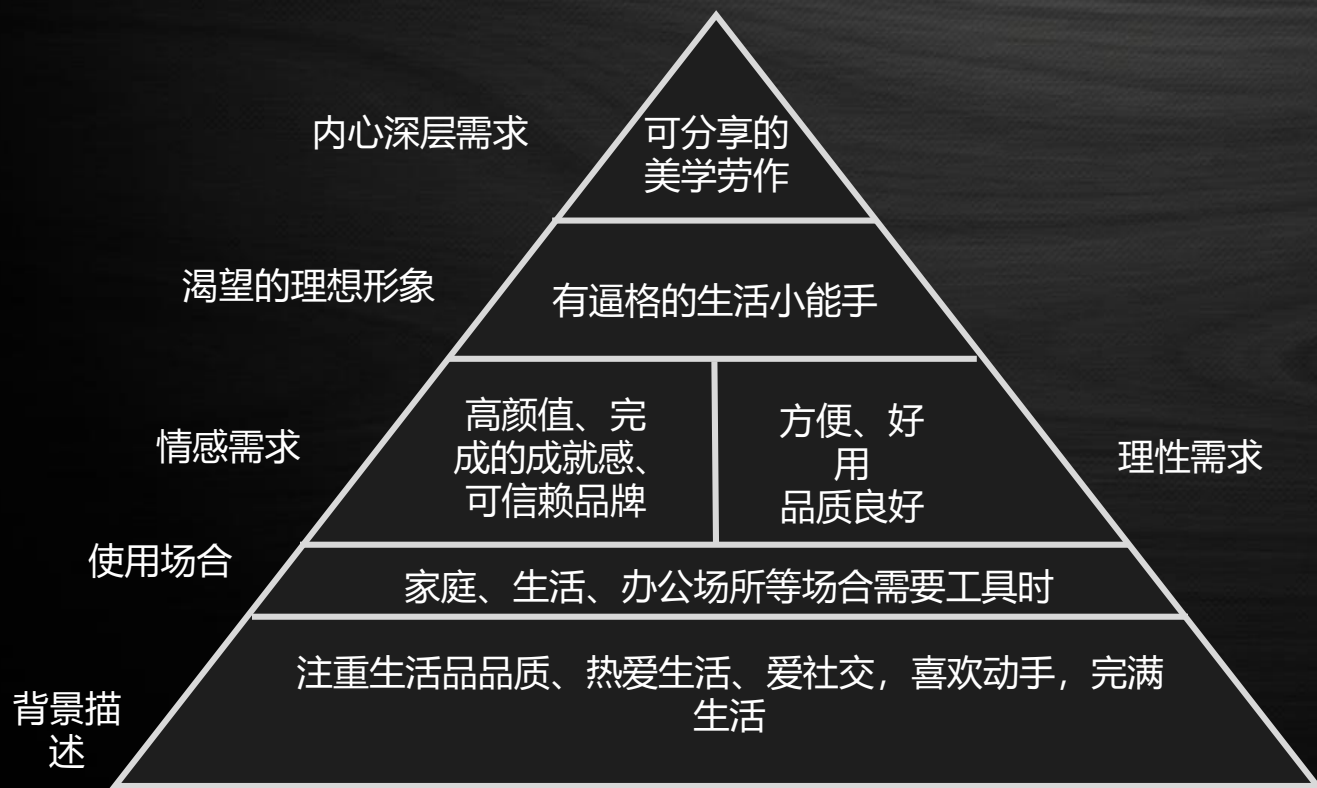
工作  
完成

享美主义工具

美学  
工具

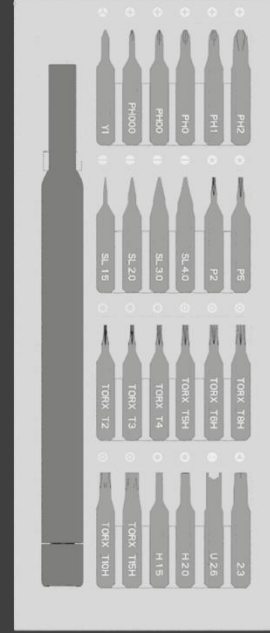
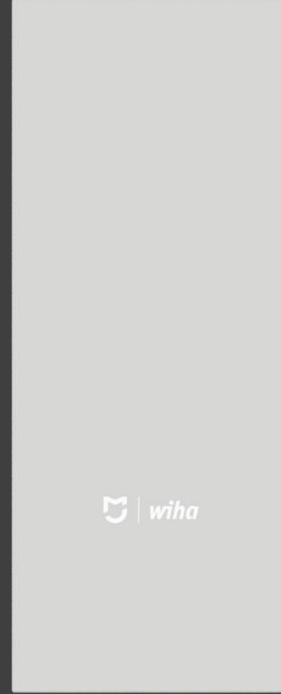
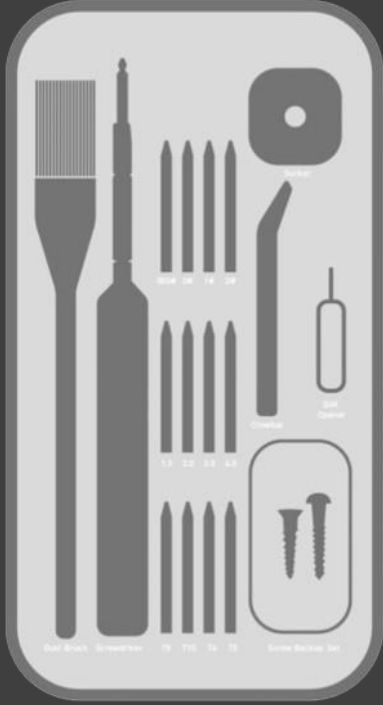


晒成就  
享工具



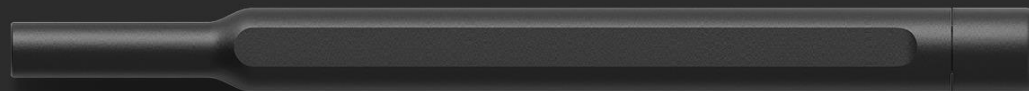
# 功能选择





## 满足大多数日常所需

米家 wiha 精修螺丝刀的 24 枚高精度批头，总共有 9 个种类，适用于石英手表、相机、收音机、电脑、手机、无人机等常规家用小电器，满足大多数日常修理需求

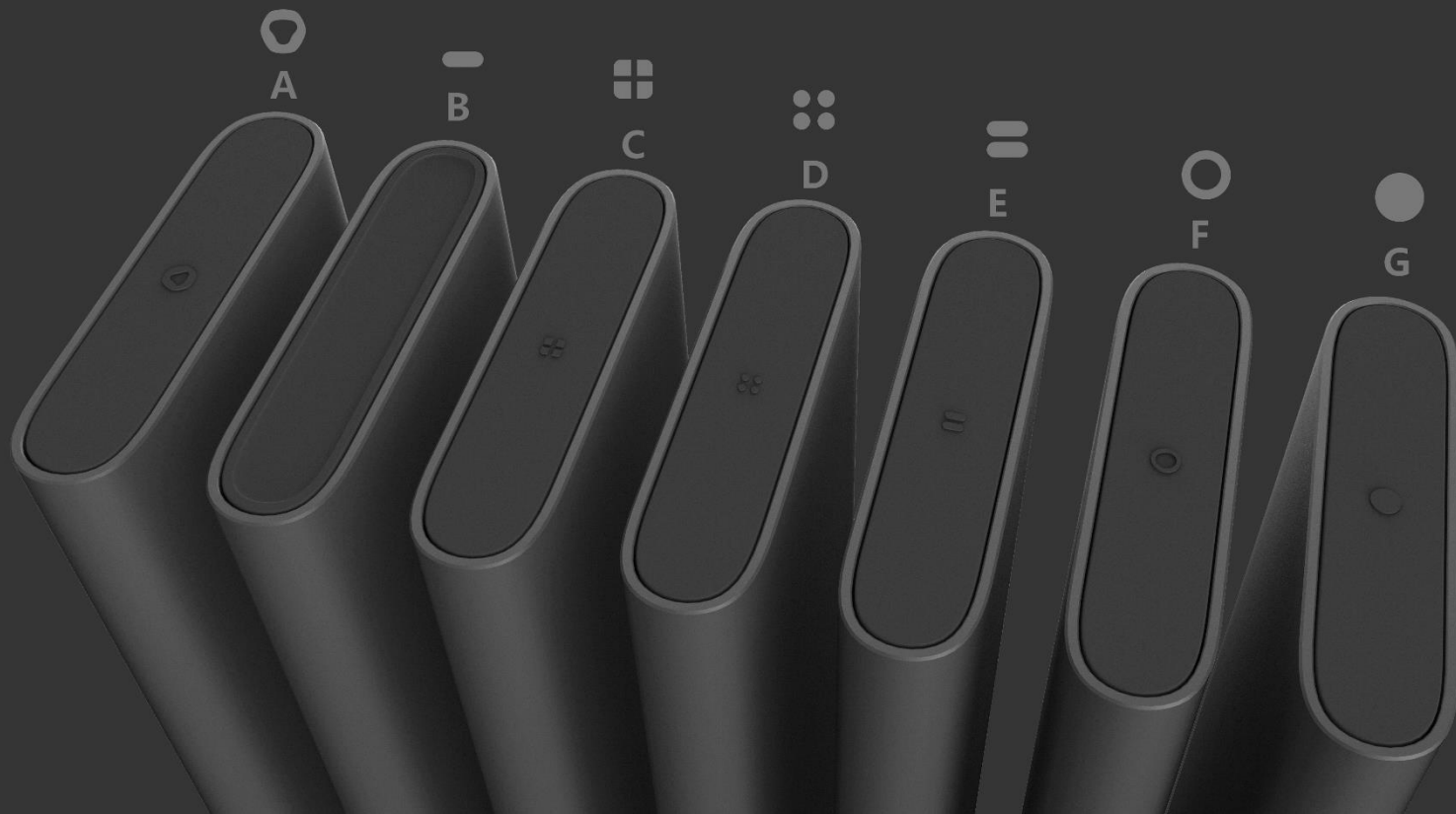


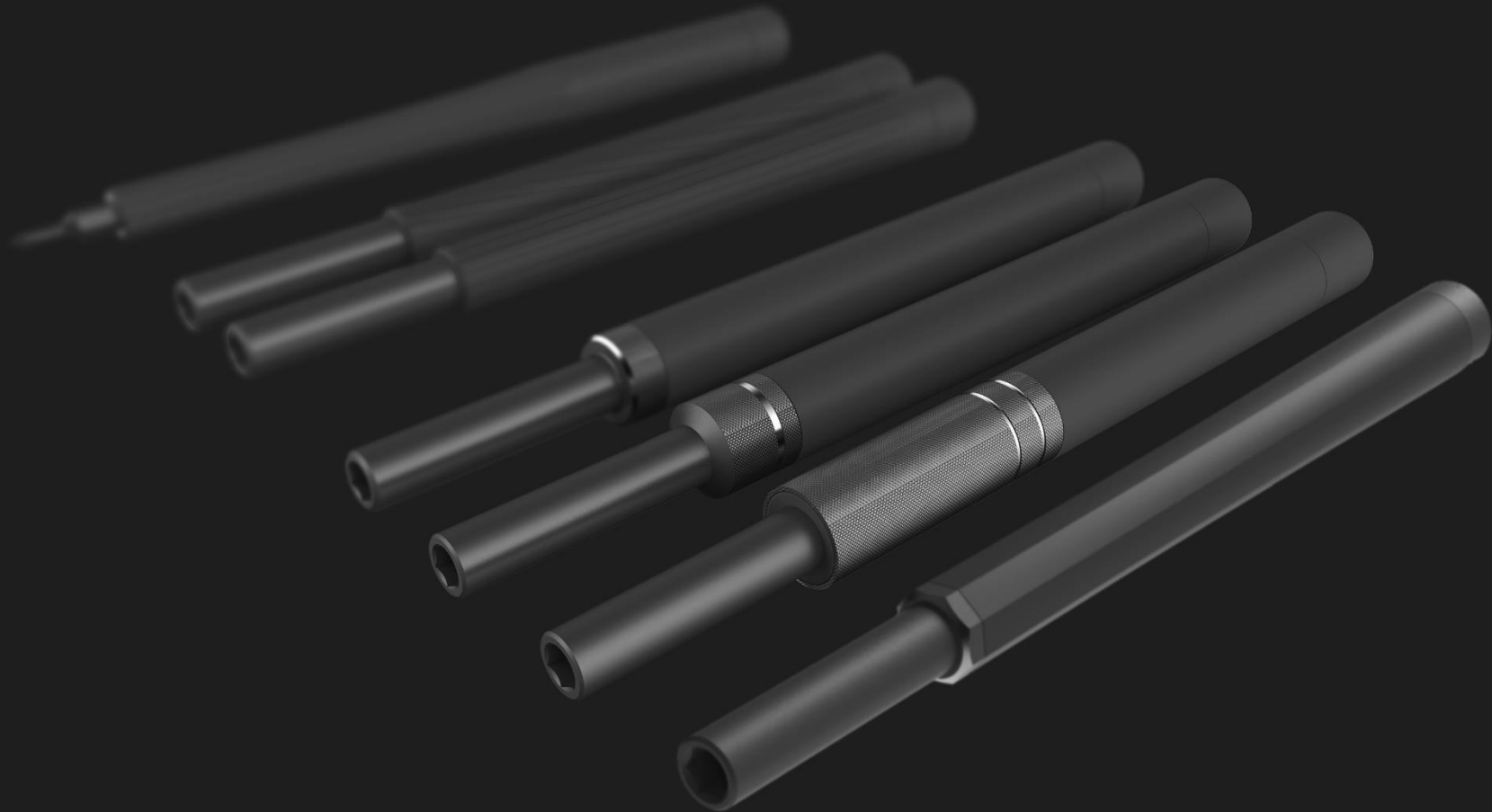
# 设计“Well done”的感受

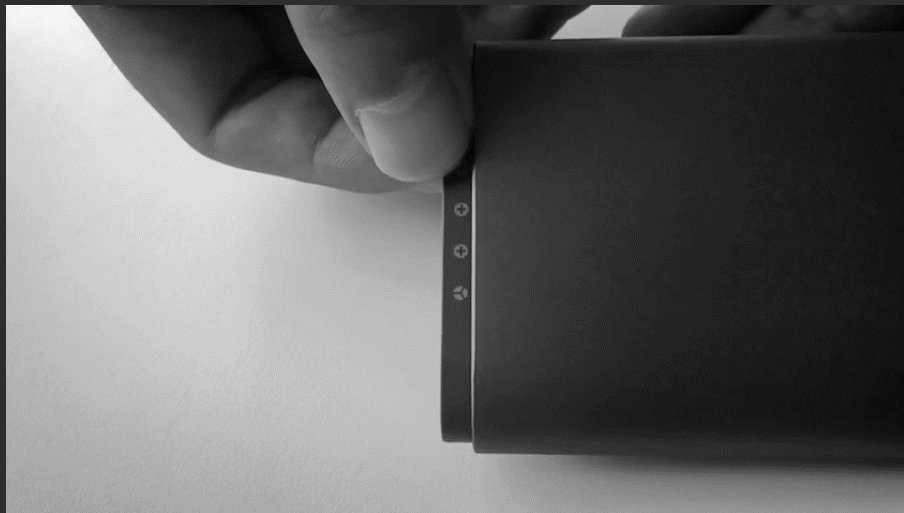
Search fo Excellence













# 回归到“什么是一套好的工具”

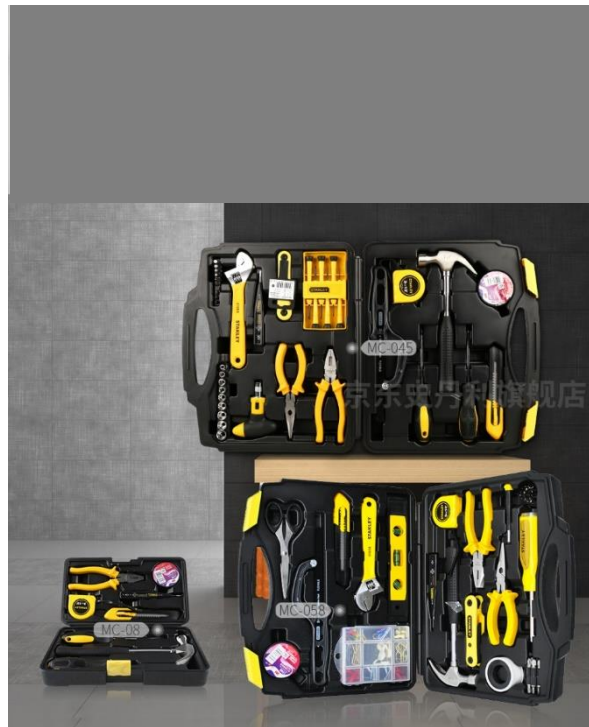
钢材好，硬度高，精度高



# 供应链改造

# 市场沟通





您拥有一套真正实用的工具吗？  
YOU HAVE A REALLY USEFUL?







clicclic



# 未来产品-未知的类型



# 软硬间界限的模糊



# 多层感官交互打造未来产品体验



品牌和产品将动态地以多种状态  
出现





产品中更多的情感投射

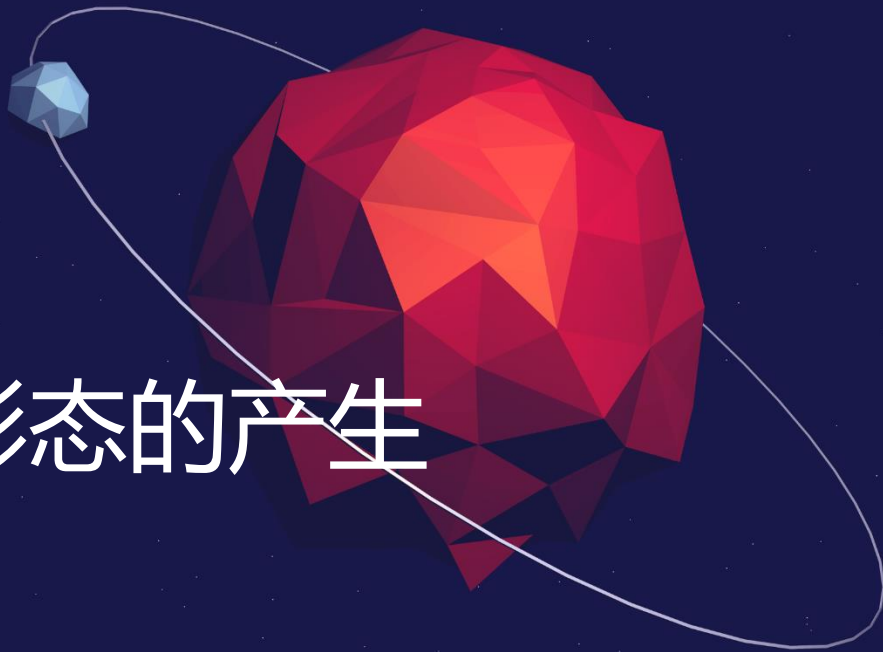




个体的意义更被放大



# 全新设计形态的产生





cliccllc



**designaffairs**

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