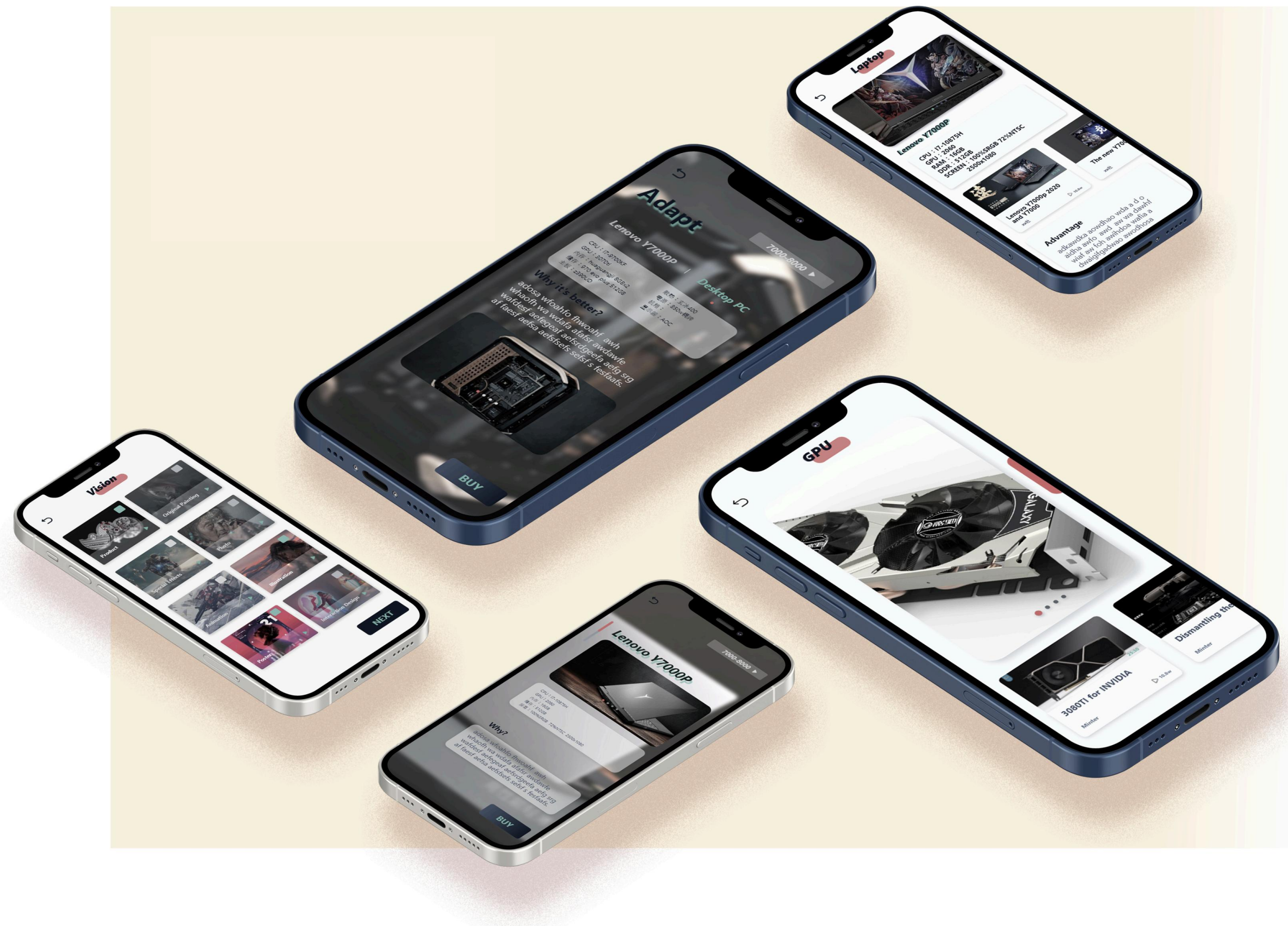


Application 02 /UI/UX

Main Tools: Adobe XD, Photoshop

Preview

This is an application that helps college students and computer beginners choose the computer they want. It helps users understand computer configurations, reduce financial and time costs, and choose the right computer. Based on the different majors and hobbies of college students, the design scheme adopts big data algorithms, with professional segmentation and game classification as the core, matching dimensions, better matching user needs, and improving user experience based on user feedback.



"So how to solve the problem of college students' inability to find references? How to help college students find suitable computers?"

Background

Nowadays, computers have become an indispensable part of college students' learning. There are many types of computers on the market, but not all students can choose a suitable computer.

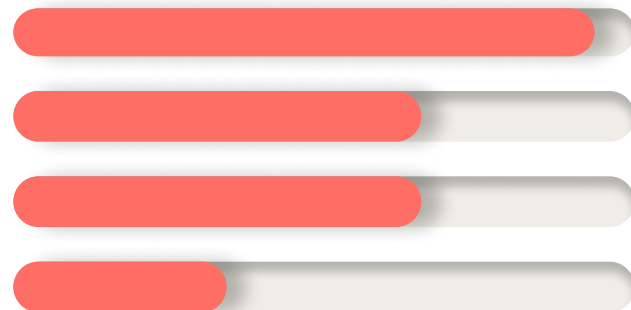
Conclusion

Main considerations:

1. Timeliness: Due to frequent updates of electronic products, people need to learn and choose laptops in a short period of time.
2. Specialization: Consider the different performance and portability of different professions.
3. Game performance: Most students need game configurations.
4. Price: Provide multiple price suggestions for different budgets.



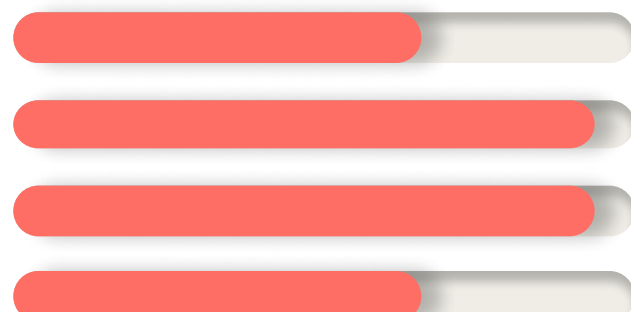
Delivery
Business
Price
Convenience



Fast delivery
Self operated e-commerce
True guarantee
Actual price
Not convenient to choose



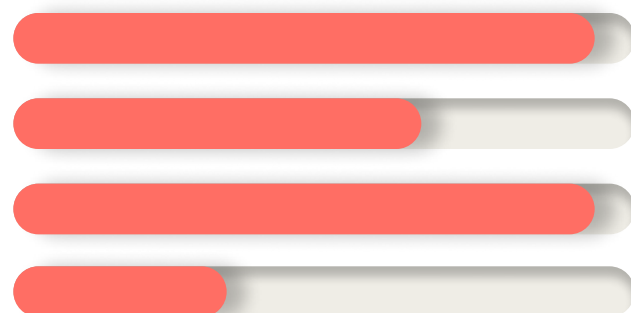
Delivery
Business
Price
Convenience



Media allocation efficiency
Official certification
Discount reduction
Information is a good choice
Fashionable and Safe



Delivery
Business
Price
Convenience



Wide selection range and multiple sources
Mixed sale of genuine and fake products
Large price range with greater discounts
Intensive traffic,
Not convenient to choose



The main reason why I chose the theme of this project is that I often need to buy a computer, and my friends also experience the same pain when choosing a new computer. Therefore, I conducted relevant background checks and conducted surveys and interviews with users. According to surveys and analysis, most college students have their own computer needs. The demand for computers is enormous and urgent.

用户画像

Sam

年龄	20
职业	动画系 大学生
收入	10000美元 / 年
收入来源	父母 兼职
爱好	游戏, 绘画
住址	First-tier 城
购买偏好	不在意
喜好	低价

"Sam wants to find a computer where he can freely learn animation and play games. Both are indispensable."

用户习惯

在非工作和睡眠时间，几乎可以随时使用电脑和手机。
每天使用10个小时以上，晚上最多使用6个小时。

痛点

1. 专业学习需要动画渲染
2. 3A游戏对电脑配置要求很高
3. 电脑旧，性能差
4. 不想麻烦咨询朋友

目标

1. 配置新笔记本
2. 强大的计算机性能
3. 对屏幕颜色精度要求高

洞察

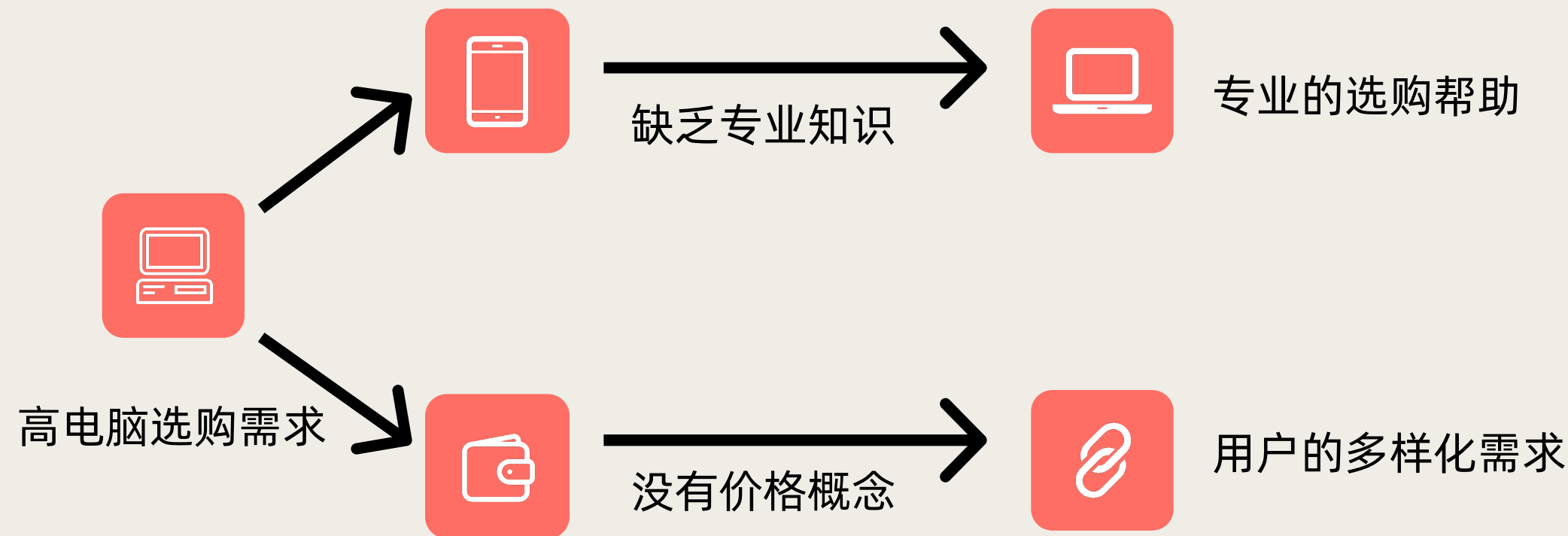
对象 学生/家长

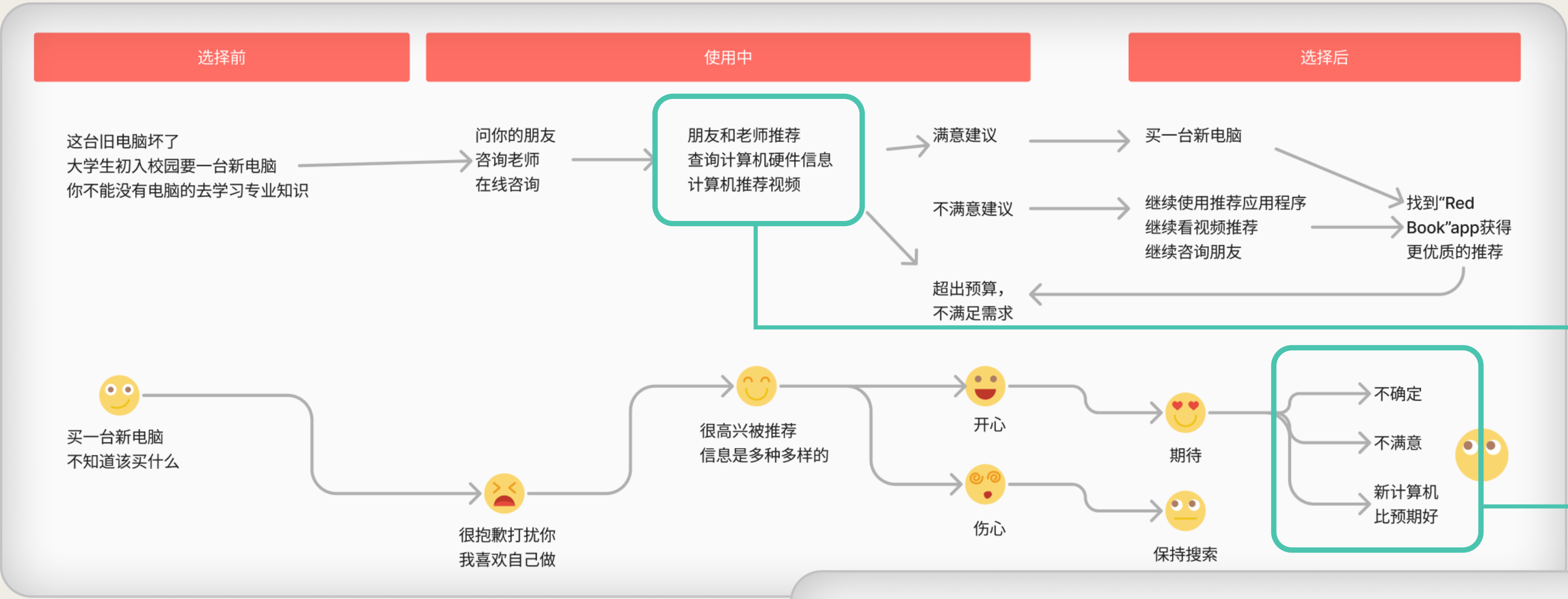
1. 主要用于学生群体，集中购买新电脑，以及预算相对充足的人。
2. 有中老年人（即出资人）使用的需
求，并且需求集中在应用结果界面
上。中老年人有必要对电脑推荐的原
因有一个基本的了解
3. 推荐结果出来后，有关的群体可以参
考，并要求提供一定的专业内容，以
确保计算机推荐的专业性

高粘性

1. 使用高峰集中在年底前后的
购物节和开学季
2. 用户群体集中在一二线城市
3. 用户有很高的购买力，可
以花一定的预算
4. 希望通过论坛的制作来增
加用户的使用频率

总结





现有购物体验

根据原来的用户行程进行总结；被调查的用户在他们自己的购买中经验



缺乏专业知识

很容易引起重复
影响用户关于选择



没有价格概念

优化购物体验

根据现有的购物经验，进行改进实验

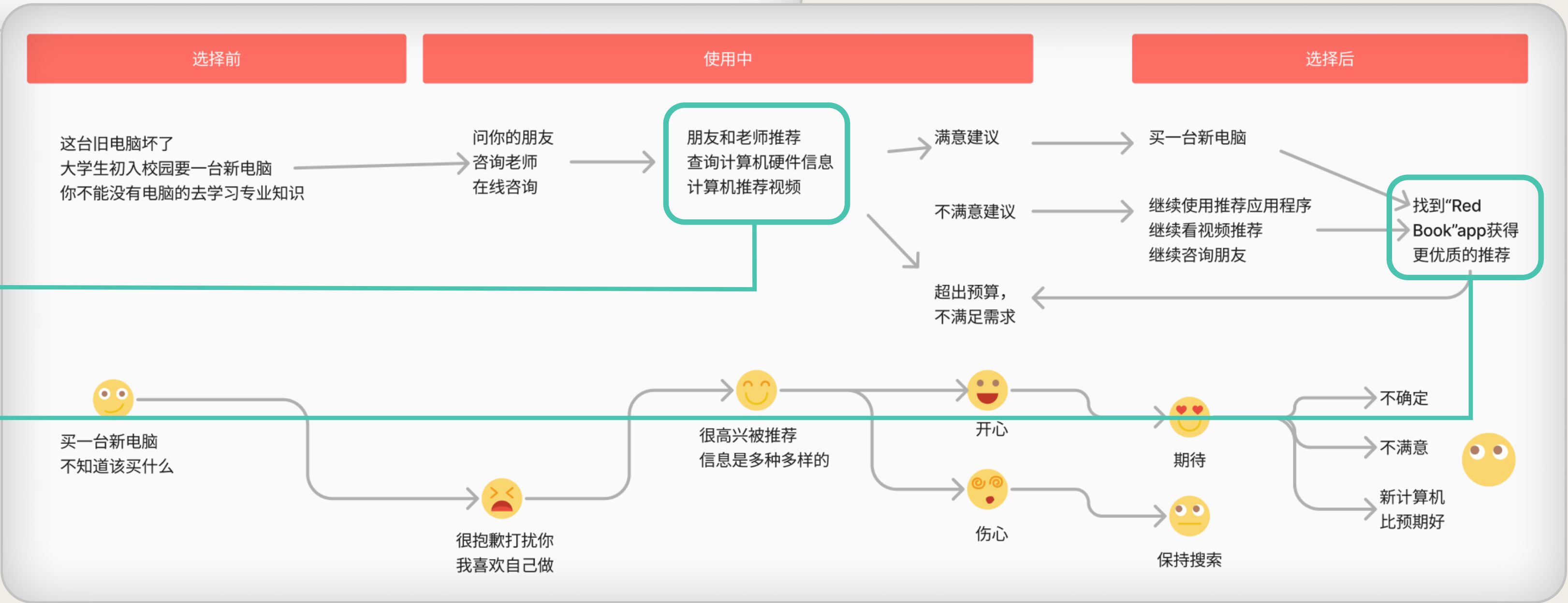


专业的设备信息



用户的多样化需求

减少重复选择。
整合咨询及采购平台



PCREC
UI/UX Design

Prototyping

