

The image features the Holden logo, which consists of a stylized white 'H' with a red diagonal stripe on its left side, followed by the word 'HOLDEN' in a bold, white, italicized sans-serif font. The entire logo is centered on a solid blue background.

HOLDEN

用户共创 助力创新





化整为零小而美

- 碎片化需求和细分人群日趋显著，长尾效应增强
- 细分市场内，做深供应链，全链条掌控
- 做强，达到行业领先地位

从洞察到精准

- USP → UEP
- Brand Image → UPD
- Position → C2B

路径打造的颠覆与重塑

- 传统品牌：明星代言、品牌运动（线下路演等）、狂砸广告
- 线上品牌：产品创新、用户体验创新和精准营销
- 创新的产品是首要的条件



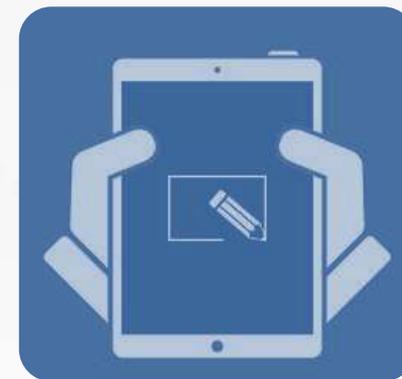
大众品牌时代，品牌数量呈几何倍数的增长。

大数据和人工智能
千人千面的精准经销

以需求为中心
产品与体验的创新



以需求为中心的共创工作坊



第一阶段 消费者访谈



第二阶段 共创工作坊



第三阶段 产出验证

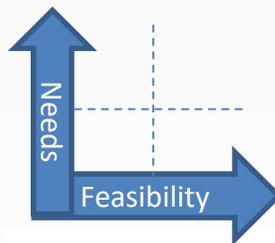


以需求为中心的共创工作坊

用户体验地图



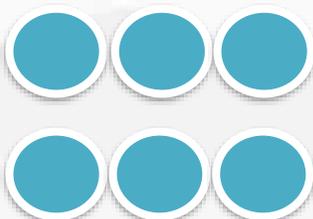
寻找突破点



方案制作



团队参与



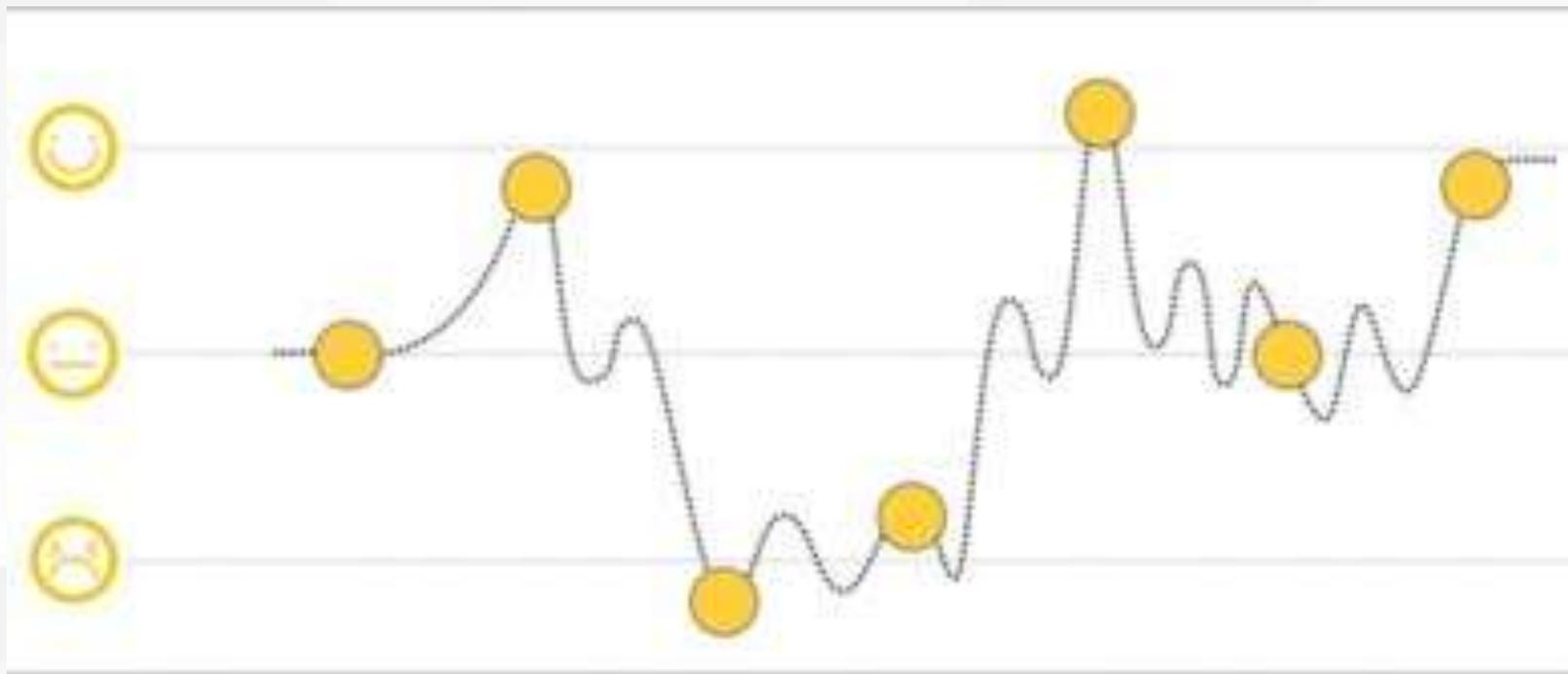
效率管理





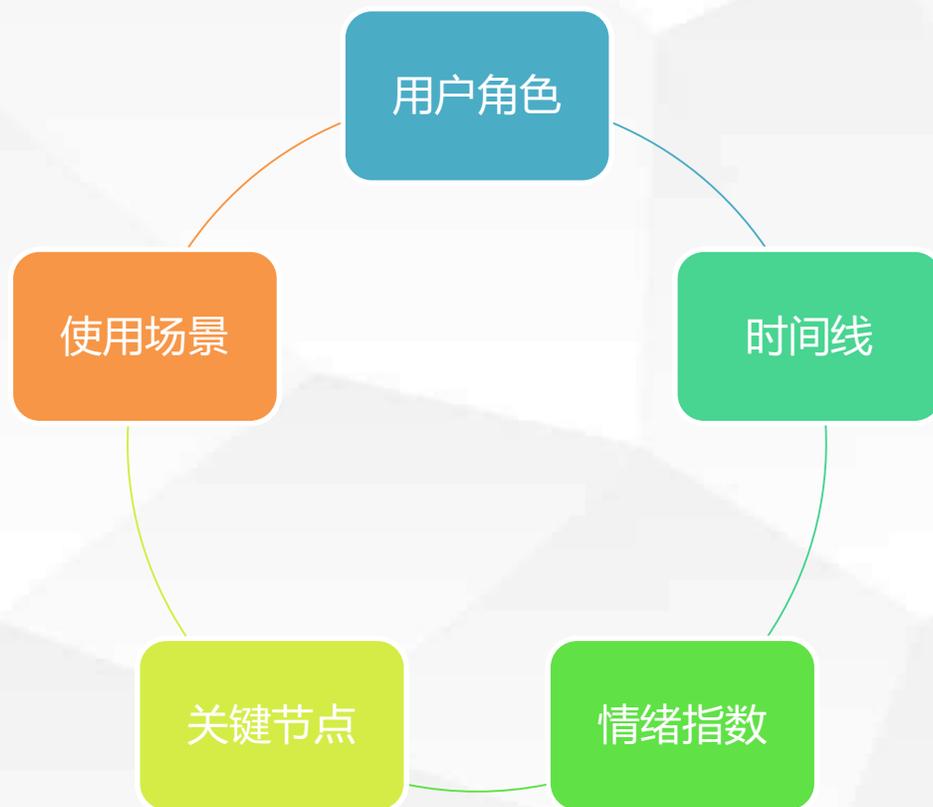
以需求为中心-用户体验地图

从用户角度出发，以叙述故事的方式描述用户与公司相关产品之间的互动，并以可视化图形将其展示。



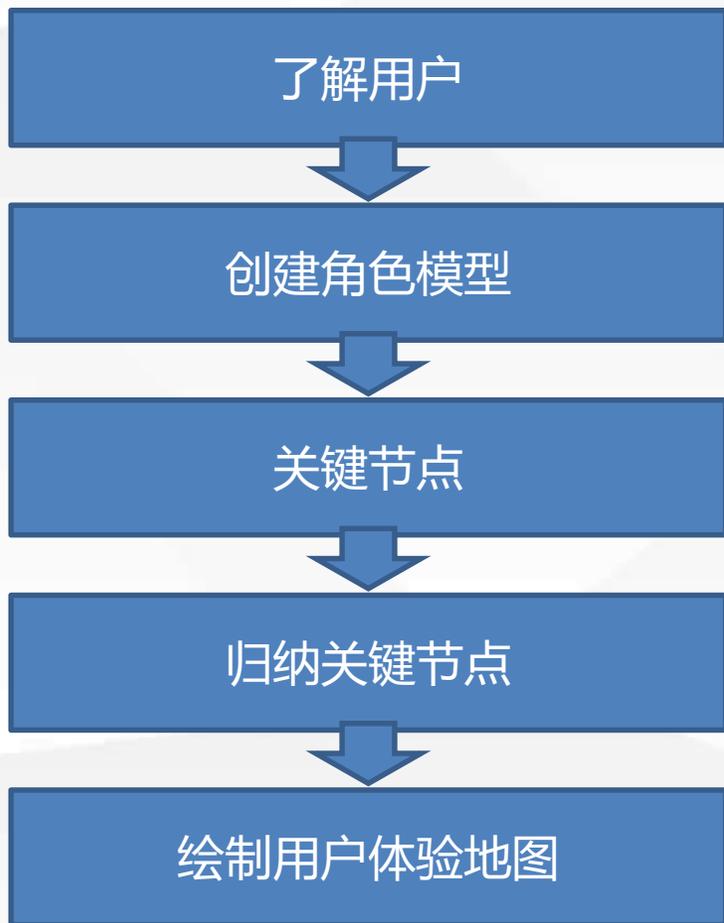


以需求为中心-用户体验地图





以需求为中心-用户体验地图



每个角色模型对应不同的用户体验地图

- 基本信息
- 需求
- 期望
- 痛点





团队参与

多人参与，所有人都横向梳理一遍产品流程，深入了解用户，在工作的过程中牢记不同的用户角色：

- 决策者 产品经理 设计总监
- 财务专家
- 商务拓展经理
- 营销专家
- 客服专家 研究员 客服人员
- 技术专家 工程师
- 设计专家 设计师 产品经理

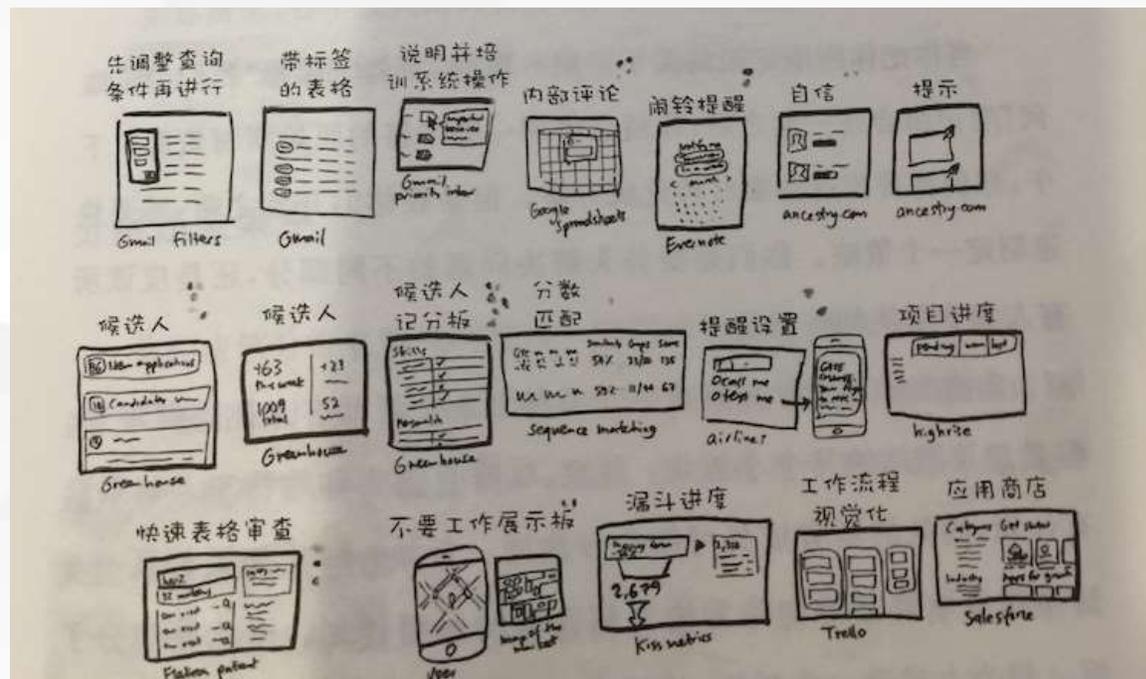




创新引导-开放与收敛

回顾与借鉴，重组与改进

一起独立工作





案例分享



TIM the ESCAPIST
SKILLFUL SOLITARY IMMERSIVE

"Perfecting audio settings is a stress reliever."

DEVICES TIM USES

- GAMES** Tim plays numerous games, usually for a single or two hours a night.
- MOBILE** He uses his smartphone extensively. Tim loves to play mobile games. He says he has no interest in social media.
- AUDIO** He's looking for "premium" sound settings and a clean sound.
- TABLETS** Tim has two tablets. He uses them mostly for watching movies and listening to music.

MEGAN the ENTERTAINER
COMMUNITY ATMOSPHERE COMPATIBILITY

"I want to be in the middle of the action with my friends and neighbors."

DEVICES MEGAN USES

- TV & MOVIES** She buys premium TV sets to watch the big game on the latest live coverage on her television and surround.
- MOBILE** Occasionally she'll take to mobile on the go.
- GAMES** Sometimes she'll play casual games with groups of friends on her phone.
- AUDIO** She used her side speakers to play the game on TV or for background music.

TO TIM, DOLBY MEANS: **ALGORITHMS.**

DOLBY SHOULD MEAN: Perfectly calibrated sound for complete escape.

• CORE DIMENSIONS OF TIM'S PERSONALITY

TECH CAPABILITY **EXPERT**

SHOPPING **EVALUATIVE**

ENTERTAINMENT MOTIVATION **SELF**

TO MEGAN, DOLBY MEANS: **THEATER STUFF.**

DOLBY SHOULD MEAN: A way to provide the next best thing to being there.

• CORE DIMENSIONS OF MEGAN'S PERSONALITY

EQUIPMENT DESIRED **LATEST**

ENTERTAINMENT MOTIVATION **SOCIAL**

TYPE OF QUALITY **EXTREME**

新产品及其功能研究:

- 消费者接受程度与期望
- 功能组合
- 市场概念



共创工作坊



共创社区



THANK YOU

上海办公室1

电话：(021) 583-062-70

地址：上海市黄浦区北京东路668号科技京城西楼13A

邮箱：team@ifahd.com

南京办公室

电话：(025) 588-492-60

地址：南京市浦口区大桥北路华侨广场2412室

邮箱：team@ifahd.com