



mobike

共享出行模式下的产品交互设计

Product Interaction Design for Bike-Sharing Service

摩拜单车CTO 夏一平

Mobike CTO Joe Xia

用手机解锁一辆车？

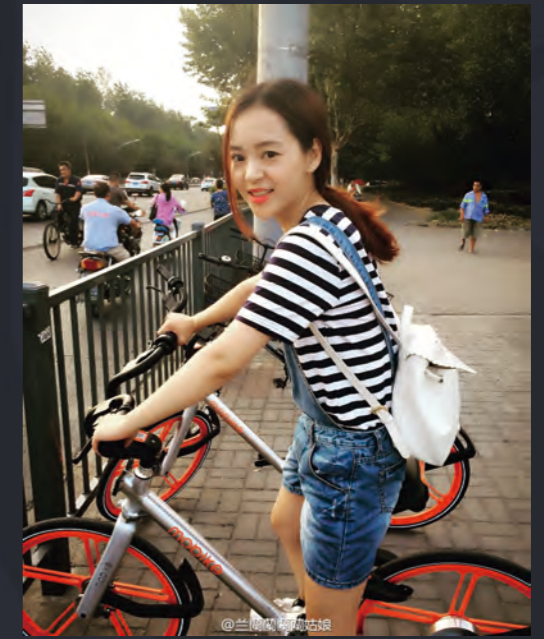
Use smartphone to unlock your car?



全球首个无桩 智能共享单车平台

WE PROVIDE
STATION-LESS
BIKES IN CITIES AS
THE FIRST IN THE WORLD.

mobike
摩拜单车





什么让摩拜单车受欢迎？

Why is mobike so popular?

共享出行模式下的产品交互设计特点

Characteristics of Product Interaction Design
for Bike-Sharing Service

简单

Simplicity

人和物的连接

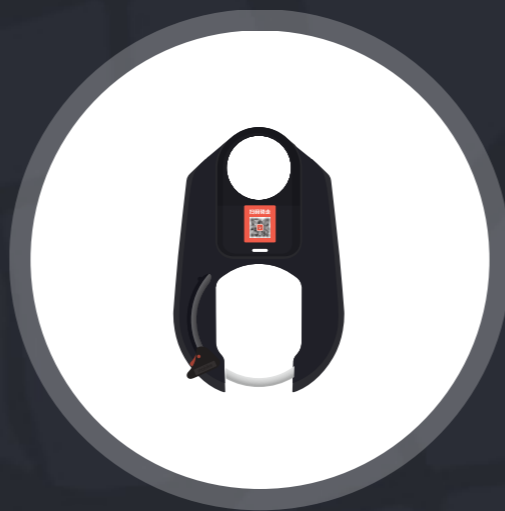
P2T(Person-to-Thing)

易学习

Easy to adopt



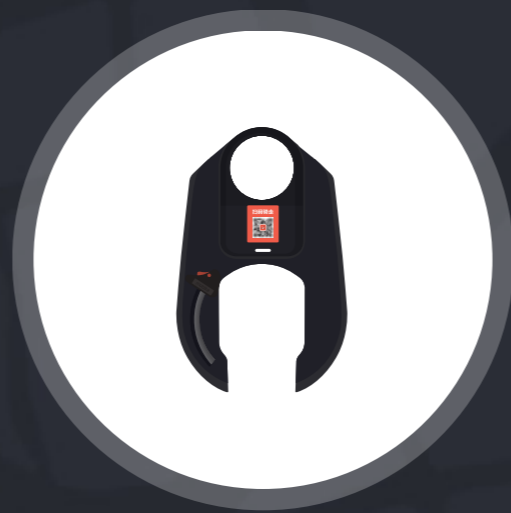
车身
Mobike



智能锁
Smart Lock



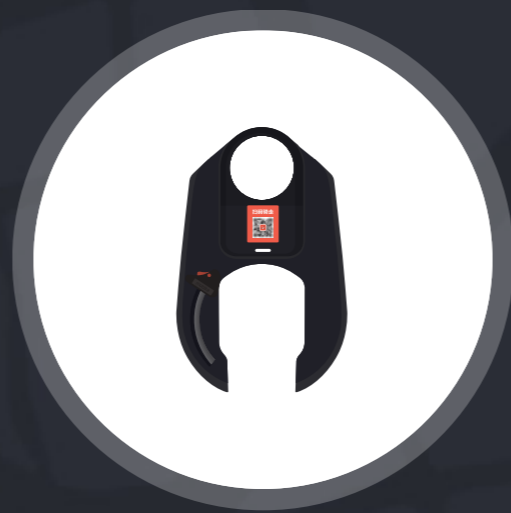
应用软件
App



解锁产品交互设计

Product Interaction Design for Unlocking





关锁产品交互设计

Product Interaction Design for Locking



WE CARE SO WE DO.

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摩拜单车