IDEA-SOURCE

Founded in 2006

Define \ Ideate \ Implement

www.idea-source.net

与用心的品牌一起
知行未来

点硕

For more than ten years, idea-source has focused on providing customers with marketing development and operation solutions.

http://www.idea-source.net

IDEA-SOURCE

Dianshuo is an Internet service provider dedicated to helping enterprises build Internet enterprises based on a new processing or enterprise transformation.

For more than ten years, dianshuo has focused on providing customers with marketing development and operation solutions through internet.

http://www.idea-source.net

Founded in 2006, dianshuo has been focusing on 10 years, which is not proud, it is the foundation of customers' enterprise and will devoid the enterprise and the manager of the industry, and can continue to create value for customers.

The purpose of creating value for our customers, we are exposed to reliable and practical strategy, business priority, strategic creation with the enterprise and help the customers' expansion of the enterprise.

IDEA-SOURCE

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『认识点硕』

洞察互联网行业变化而持续变革

持续为客户创造价值

17+ 互联网经验

2K+ 项目经验

74% 客户续约率

- 点硕成立于2006年，
- 致力于企业数字化战略落地与品牌打造。
- 帮助企业构建互联网融合场景、
- 定制企业的数字化生态。

For more than ten years, idea-source has focused on providing customers with marketing development and operation solutions.

http://www.idea-source.net

IDEA-SOURCE

http://www.idea-source.net

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『业务范围』

Ideasource is an internet service provider dedicated to helping enterprises build internet integration strategies and create a new ecosystem of enterprise interconnection.

For more than ten years, ideasource has focused on providing customers with marketing development and operation solutions.

http://www.idea-source.net

定制网站

- 品牌宣传
- 线上营销
- 私域电商
- 信息门户

移动应用

- 各平台小程序
- App开发
- H5活动
- 小游戏

企业应用

- 企业微信应用开发
- OA、ERP、CRM
- 钉钉应用开发

品牌运营

- 微信微博运营
- 营销活动
- 社交口碑
- 内容物料
- 直播电商
- 短视频/IP打造

品牌设计

- VI识别设计
- IP/品牌符号
- 数字媒体

www.idea-source.net

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http://www.idea-source.net

IDEA-SOURCE

Founded in 2006

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For more than ten years, idea-source has focused on providing customers with marketing development and operation solutions through various Internet methods

http://www.idea-source.net

我们与这些用心的品牌

达成了成功且持续的合作

波司登 畅销全球72国

BLIZZARD ENTERTAINMENT

Shark

UOB 大华银行

网易云音乐

熊猫江湖 panda jianghu

Joyoung 九阳

绿地酒店旅游集团

Focus Media 分众传媒

昂立教育

RoyalCaribbean INTERNATIONAL

DUNLOP 邓禄普轮胎

RAZER™

uxpa 用户体验协会

www.idea-source.net

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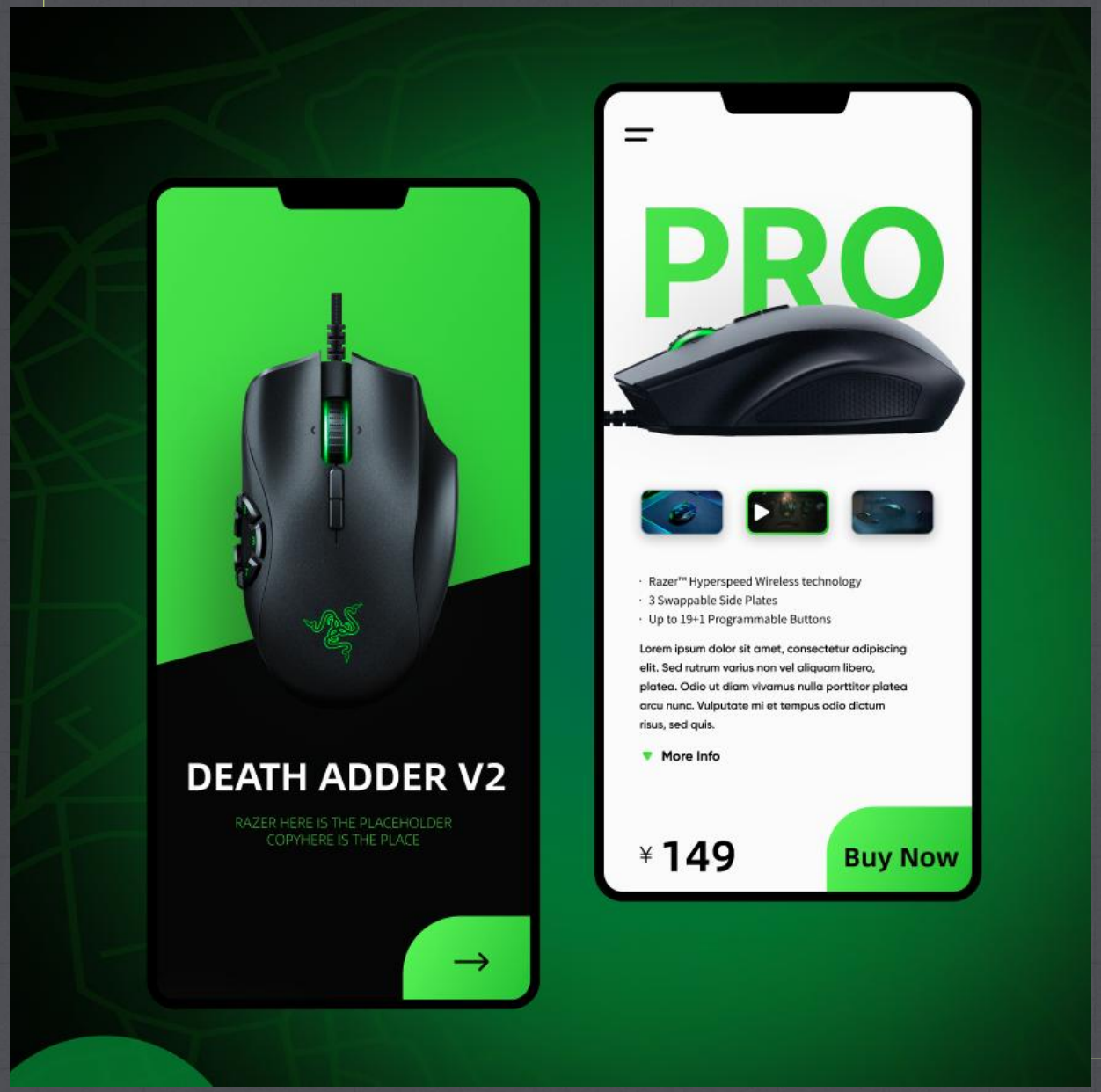
http://www.idea-source.net



RAZER

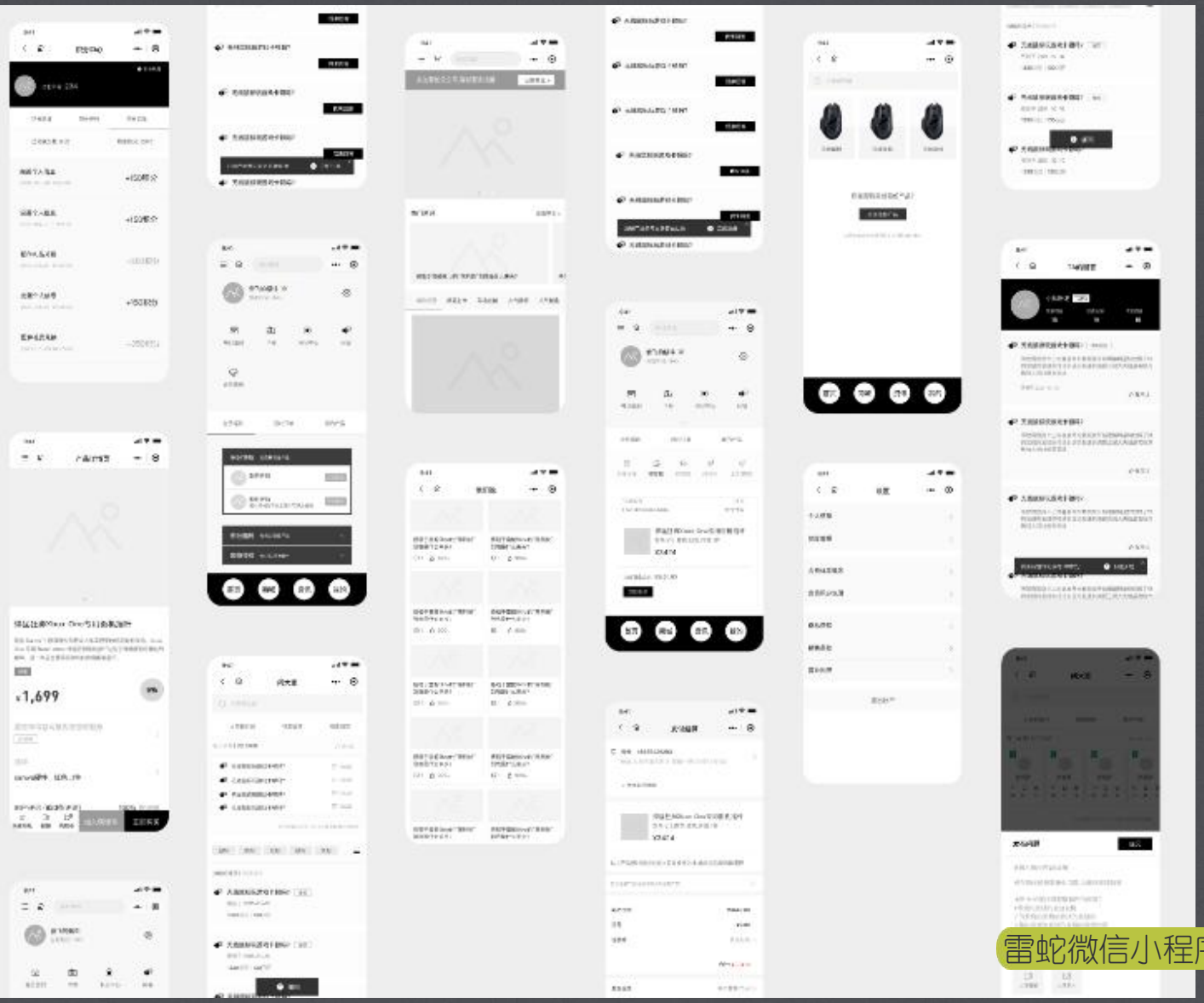
[全球领先的玩家生活方式潮流品牌]

- 挑战：
  - 增加品牌产品和服务的入口
  - 抢占流量入口高地
  - 用户所能触达频次最高的地方做入口布局
- 颠覆：
  品牌拥有庞大的用户基数，为了留存、激活我们在小程序内规划了分享区，创建一个能让用户感兴趣的产品和服务一体化生态系统。
- 亮点：
  - 细分产品以及服务的同时，有效实现了用户分层
  - 将电商功能完全转移到小程序上，可以降低用户使用门槛，提升体验感
  - 将微信生态圈公众号、社群统一运营，降低品牌运维成本

拓展服务场景，有效实现用户分层

原型页面设计 PROTOTYPE PAGE

- 页面卡片圆角大小为6pX、12pX,根据比例进行调整,以达到视觉的和谐
- 文字则此采用4px的倍数,确保文字主次信息层级拉开对比。
- 页面恰当的留白让界面保持尽然有序的呼吸感。
- 遵循格式塔设计原理,让页面信息更统一,同时也提升界面的可读性。



雷蛇微信小程序部分页面原型

For more than ten years, Ideasource has focused on providing customers with marketing development and operation solutions through various Internet methods
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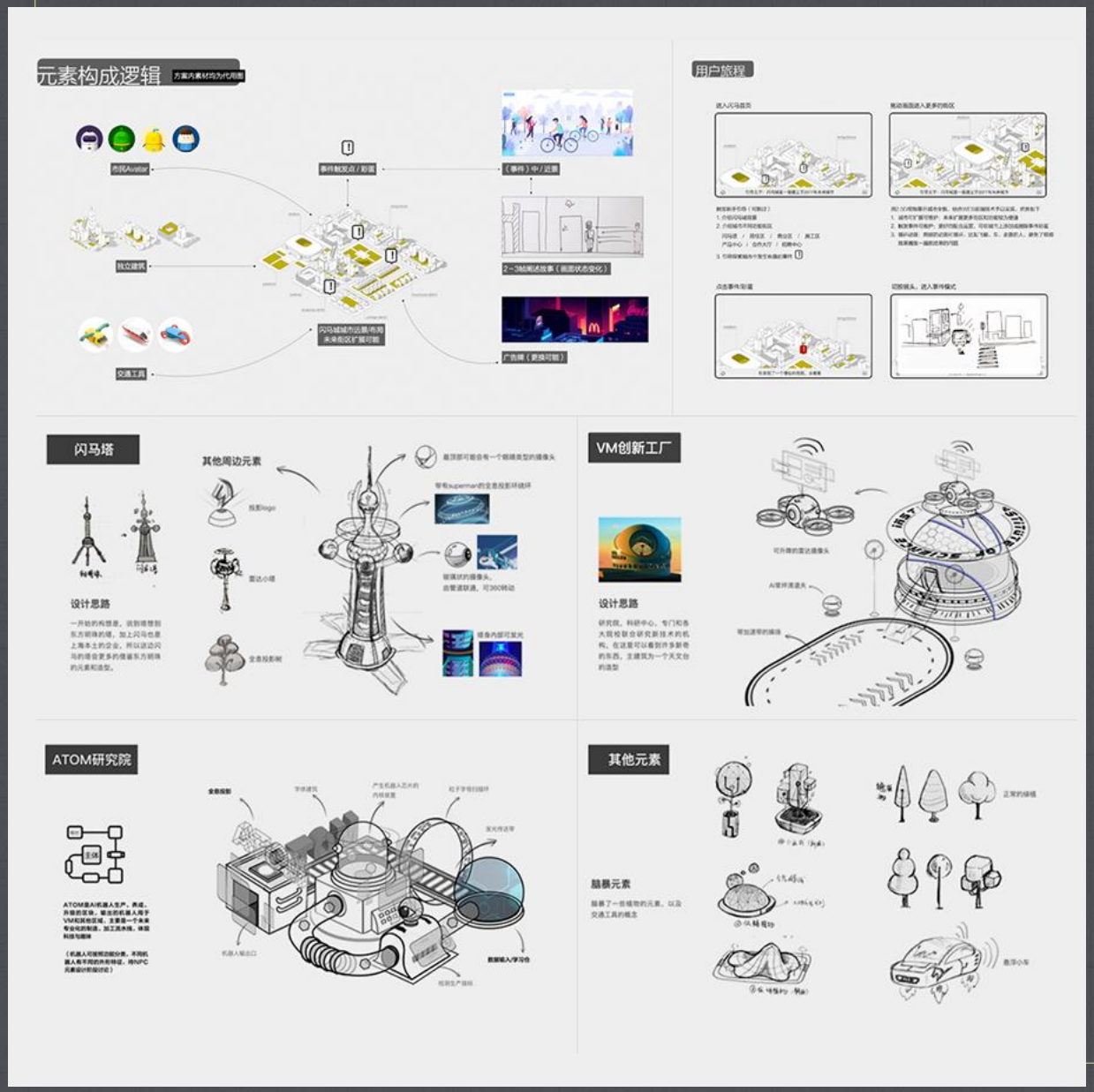
雷蛇微信小程序部分页面UI设计



闪马智能 SUPREMIND

［中国人工智能商业落地百强企业］

- 挑战：
  . G类业务如何占领年轻C端用户心智
  . 面对z世代新用户如何打破传统平台浏览模式
  . 客户与用户需求完全不同，如何提炼HWM

- 颠覆：
  为了更好的迎合TA，我们把一个视觉需求愣是规划成了一座交互式虚拟城市。而看似激进的Idea，需要思路清晰和一样敢想敢干的客户伙伴。

- 亮点：
  虽然客户希望表达科技智能的酷炫，赶上当时的赛博朋克热潮。而我们的考虑是传播大于个性，虽然我们成迷于赛博朋克的暴力美学，但不代表我希望保护我出行安全的企业是这样叛逆的调性。经过我们激烈的讨论，最终「积极、有序、未来」成为本次落地到视觉的设计原则。

「用户偏好」不等于「用户需求」

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闪马智能-IP形象设计-SPAEK PONY

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闪马智能-IP形象设计-SPAEK PONY

Founded in 2006
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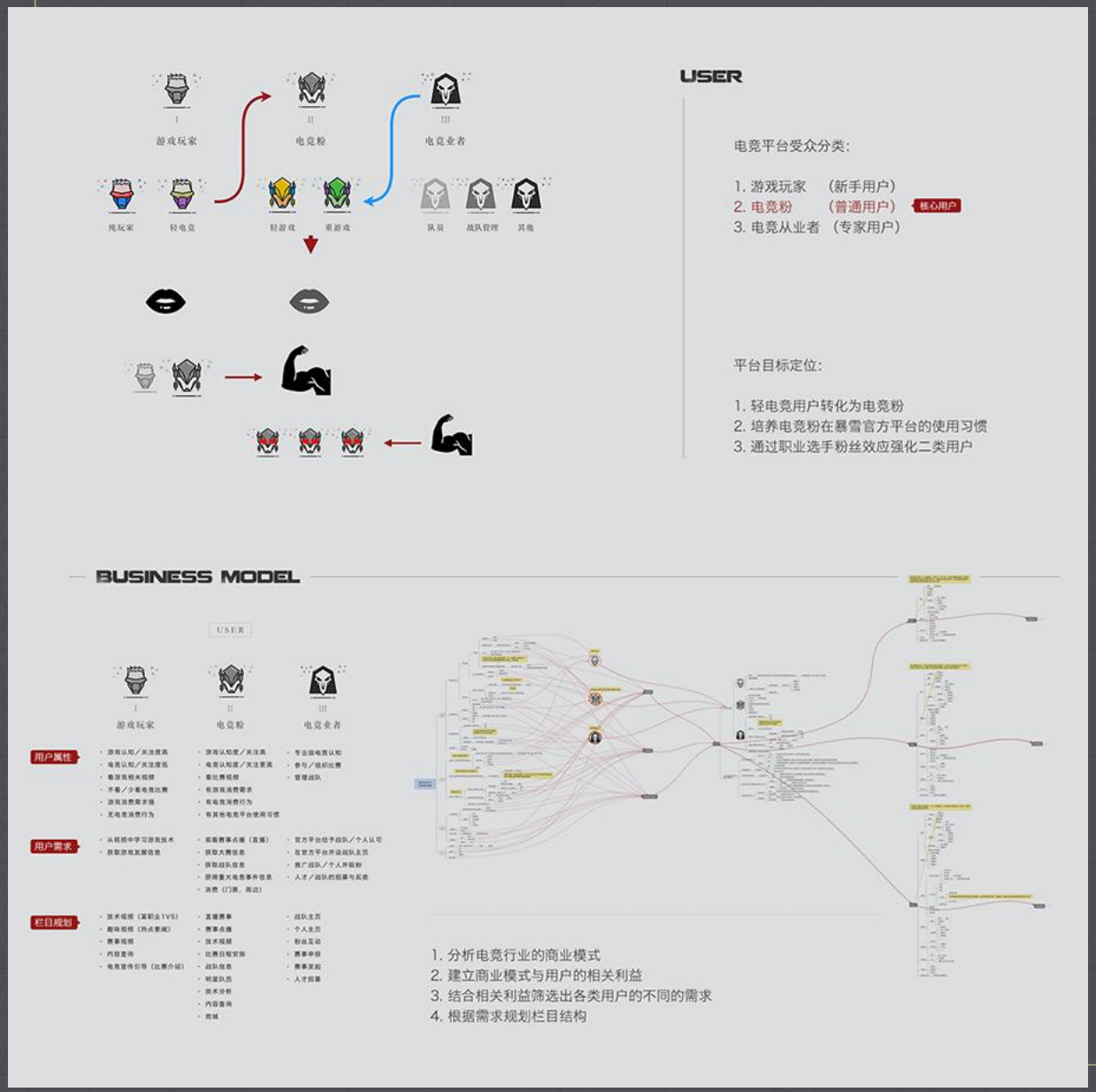
闪马智能-网页设计-SPAEK PONY



OVERWATCH

BLIZZARD ENTERTAINMENT

[世界三大游戏公司之一，永远的暴雪]

- 挑战：
  - 如何把分散的流量聚拢至官方渠道，并锁住
  - 大环境下目标用户的衰减
  - 非官方渠道用户习惯已养成
- 突破：
  经过调研，我们把看似单一的玩家，归纳为七类，他们的需求其实有相当大的差异。多样的需求通过多纬度的价值排序后，我们总结出了三套侧重点不同的方案，再结合整年的营销策略，最终确定了平台的形态。
- 关键节点：
  - 热启动流量导入，并支撑用户快速增长
  - 转化并导流游戏玩家进入电竞流量池
  - 开发俱乐部与明星IP板块，形成跨边网络效应，反哺电竞粉丝，形成正循环。

做好用户细分，洞察需求差异，让流量变得可控

Founded in 2006
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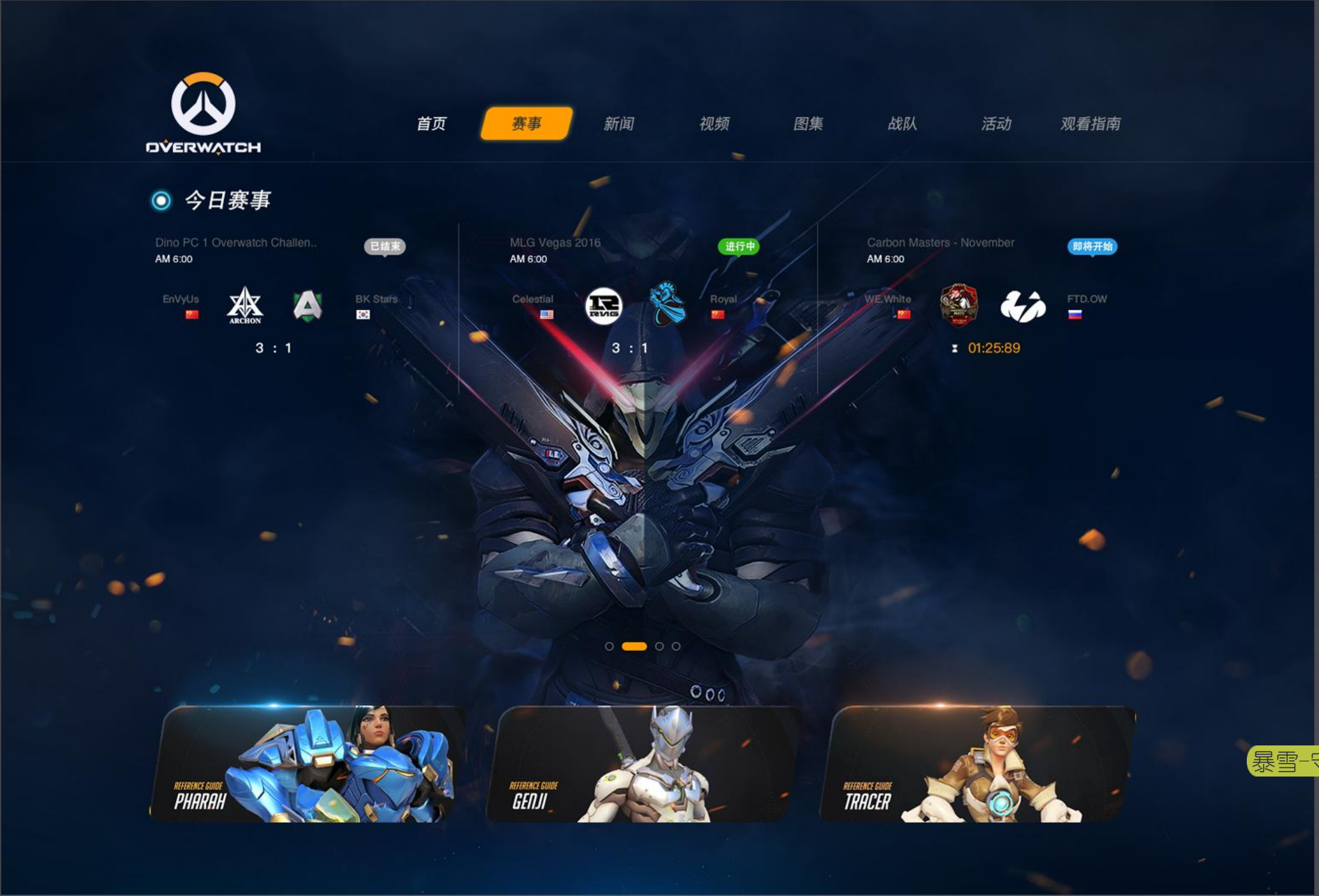
IDEA-SOURCE



暴雪-守望先锋-电竞赛事平台

Founded in 2006
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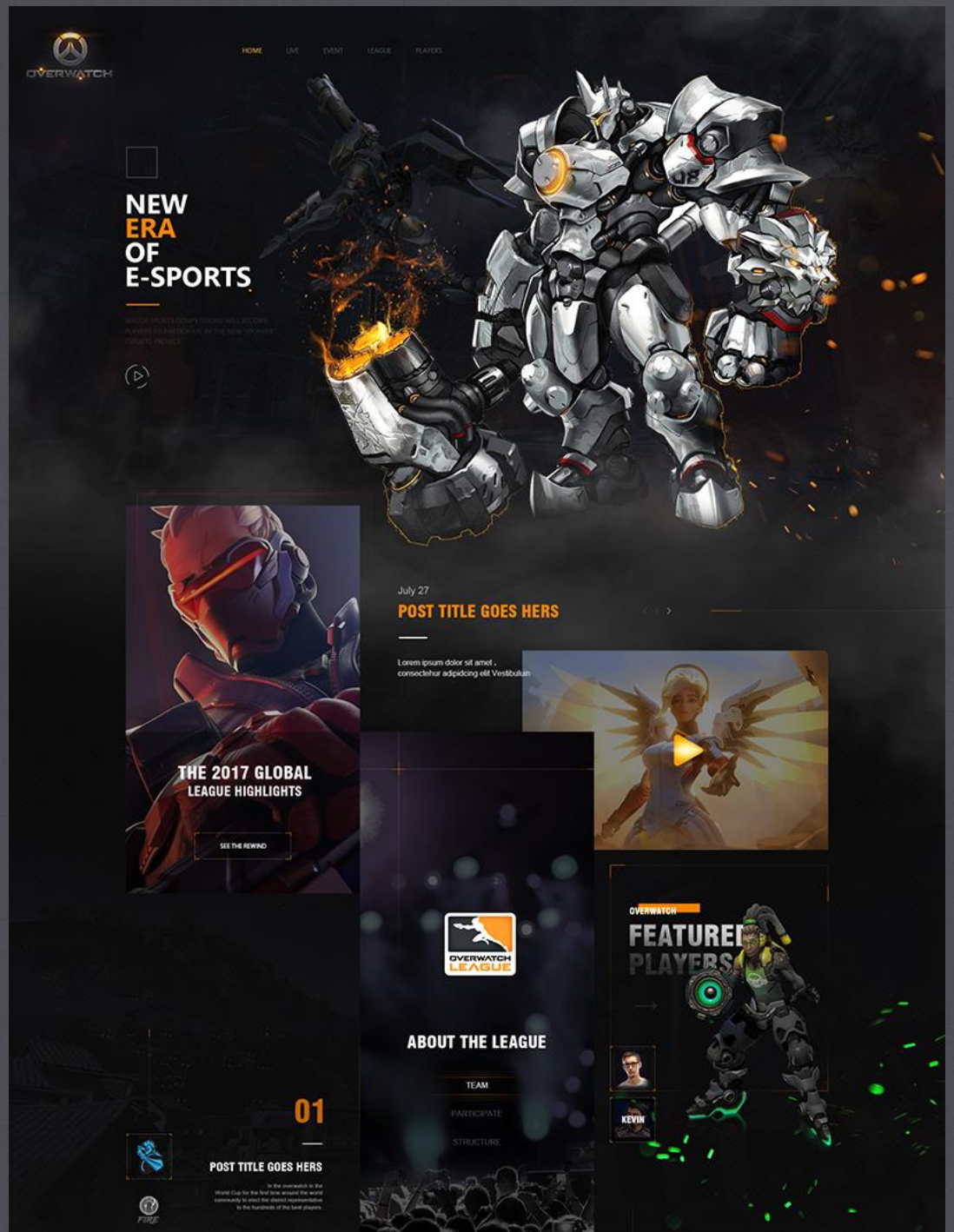
IDEA-SOURCE



暴雪-守望先锋-电竞赛事平台

Founded in 2006
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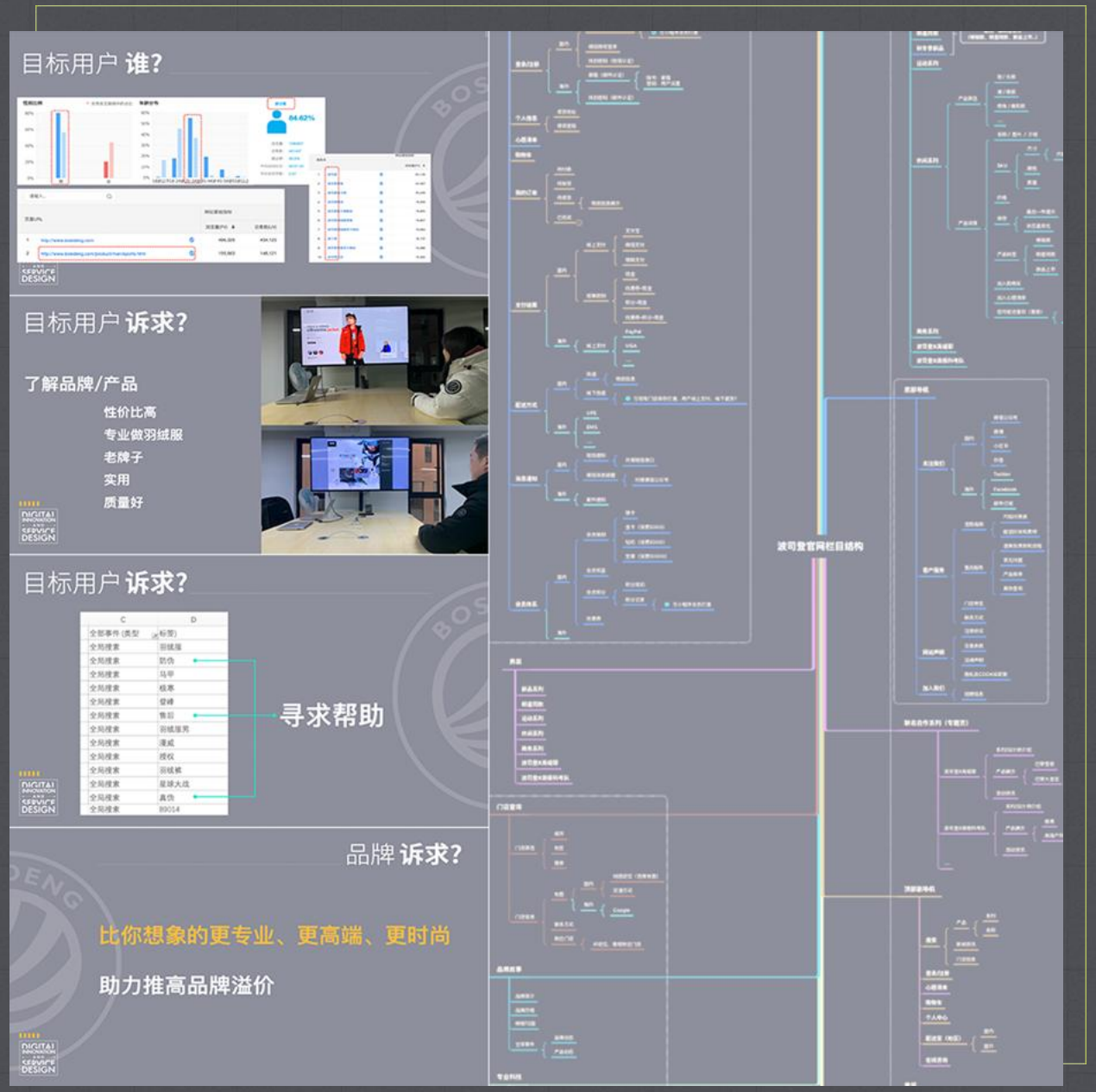
EA-SOURCE



波司登
畅销全球72国

[中国羽绒服产业领导品牌]

- 挑战：
  - 去除用户“上一辈品牌”的刻板印象
  - 专家形象的“包袱”该不该丢掉？
  - 建立基于自有平台体验产品的差异化打法
- 发现：
  通过半年的数据监测，网站用户80%为男性，日浏览量非常高，但却没有在留存在官方平台，所以引流和转化问题需要被优先解决。
- 关键节点：
  进入最终决策流程的方案有三种思路，其中突出产品黑科技的极客版本是我们比较大胆的想法。功能性成衣在科技的加持下变得独具魅力，特别适合本身以男性用户为主的渠道。

渠道差异 → 用户差异 → 策略差异

Bestselling

In 72 Countries Worldwide

01

Bosideng x Gautier

Now, Bosideng down jackets are being sold in 72 countries, including the ...

More +

02

Higher Content

Sourced from down production places worldwide, hand selected superior large feathers between ...

5A Down Fill — 5A Down Fill

Superior Large Feathers

bluesign APPROVED — Swiss Bluesign Certificate

More +

03

Pro Warmth

Now, Bosideng down jackets are being sold in 72 countries, including the ...

More +

波司登-数字运营-网站、电商

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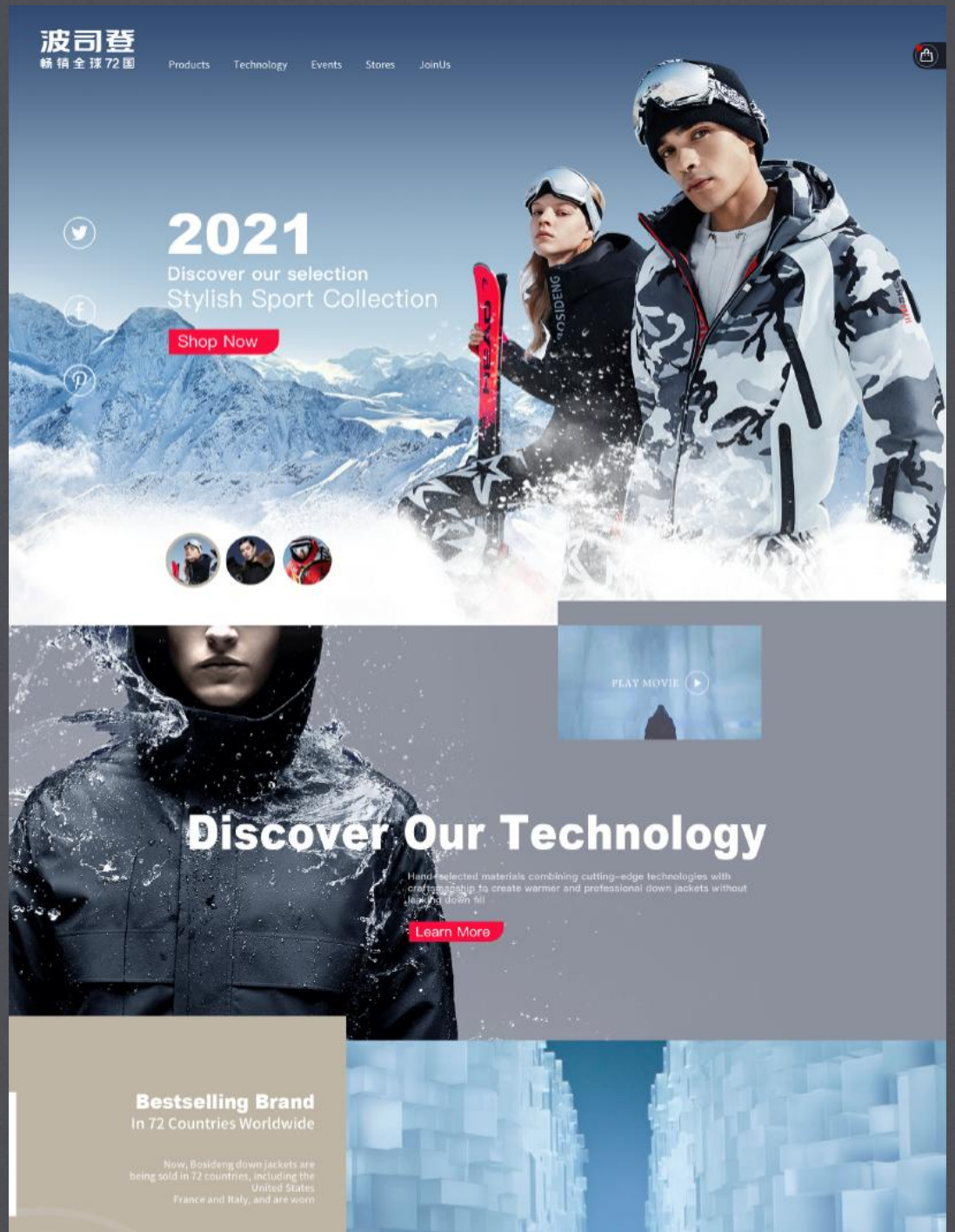

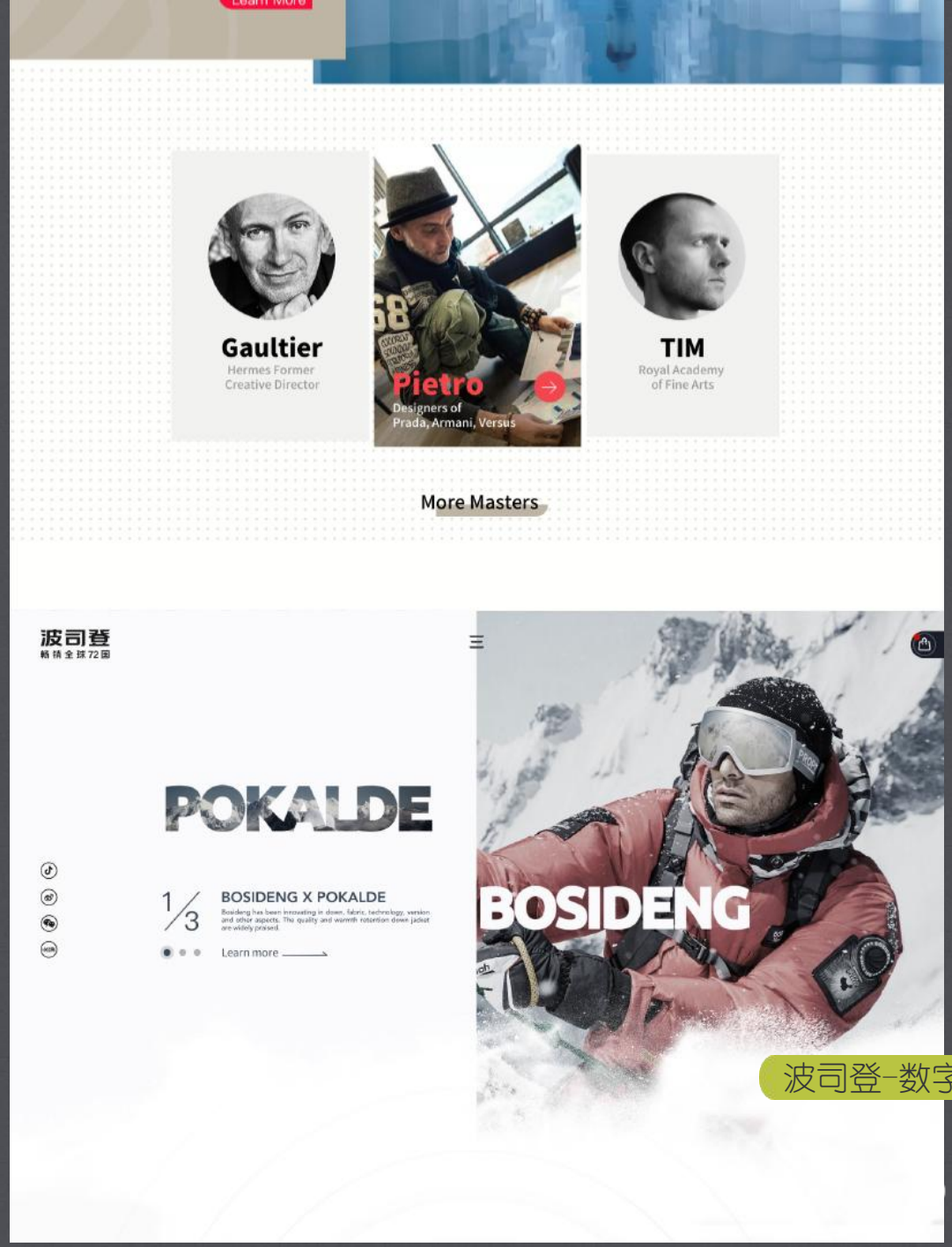

波司登-数字运营-网站、电商

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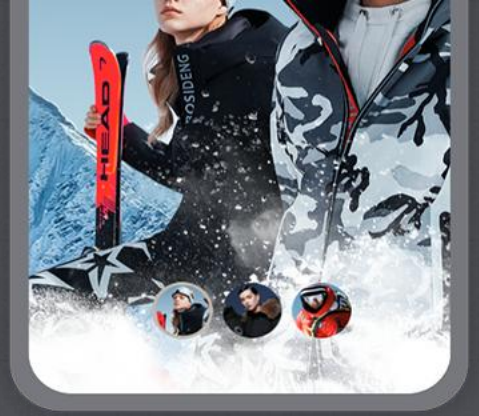

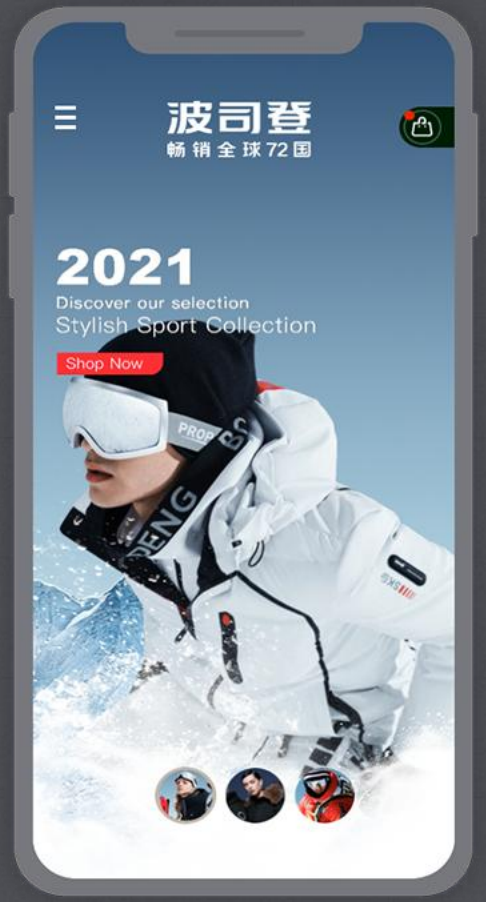

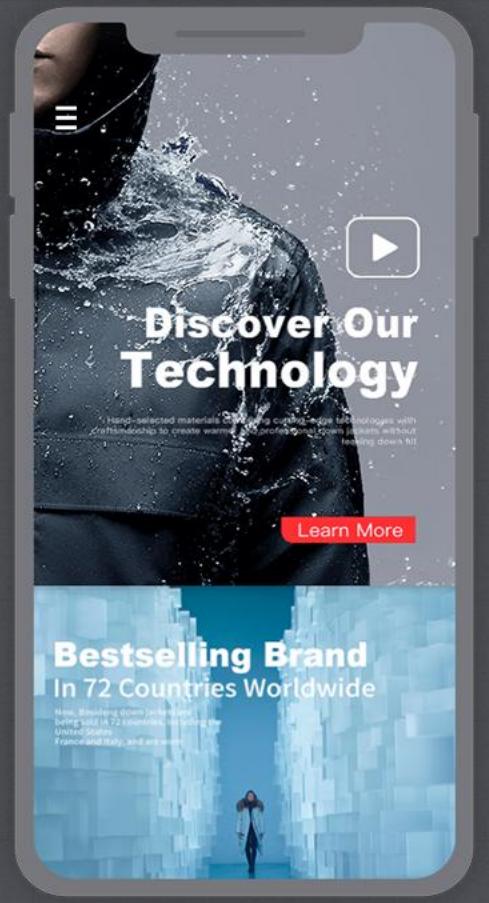

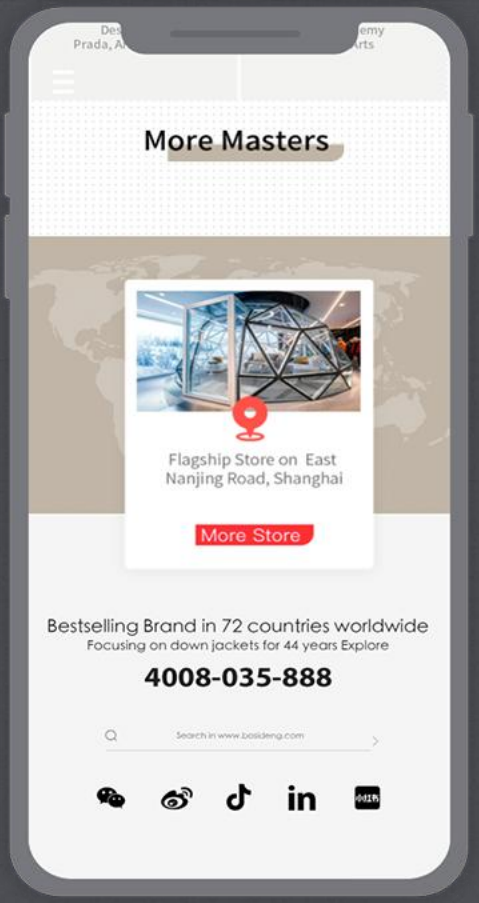

波司登-数字运营-网站、电商

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IDEA-SOURCE

http://www.idea-source.net

Ideasource is an Internet service provider dedicated to helping enterprises build internet integration scenarios and create a new ecosystem of enterprise interconnection.

http://www.idea-source.net

『设计奖项』

设计的价值不止于「好看、好用」

- 设计是一个不断生成目标和备选方案的过程

To design is to devise courses of action aimed at changing existing situations into preferred ones.

---- Herbert Simon.

香港当代设计金奖

ITDC国际设计大奖赛

新加坡国际艺术大奖赛

- 奖项让我们为客户更好的赋能

2021 SGADC Certificate of award 「Panda Jianghu」

The Second ITCD 「闪马智能」

第三届香港当代设计奖·秋 「TEC慈善小程序」

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The Second ITCD 「闪马智能」

『开发实力』

我们拥有17年开发经验

- 保持技术迭代的同时，不断强化产品的安全性和健壮性。
- 为更多行业注入源源不断的数字化新动能，将数字化技术实现场景化“落地生花”。
- 更能为客户键入大数据的趋势预测功能和人工智能相关模块，为精细化管理和数字驱动提供强有力的支持。

从「面向对象」到「面向业务」

- 多年的行业经验告诉我们，不论什么岗位，只有真正了解客户与用户，紧贴业务逻辑，才能开发出以结果为导向，真正能用、有用、好用、爱用的产品。

Founded in 2006
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IDEA-SOURCE

IDEA-SOURCE

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『点硕价值观』

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http://www.idea-source.net

凡事有交代、件件有着落、
事事有回音

靠谱

本质的利他就是利己、
想到将来才能更好的面对现在

利他

任何事务，先统一目标
再不断回溯目标

目标感

每一次的合作都是向他人学习
与帮助他人的绝好时机

互为人师

拒绝傲慢，理性面对批评，
积极提出建议

开放

主动跳出思维的舒适圈
欢迎创新想法

创新

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IDEA-SOURCE

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每个合作伙伴都有专属的『服务小组』

每个『服务小组』至少有一位商务顾问和一位服务顾问，确保有问必答、言出必行。

『服务体系』

商务顾问 + 服务顾问

提供专业的咨询策划服务

- 了解需求、
- 定义问题、
- 构建方案。

响应客户任何问题

- 风险预警、
- 数据监控、
- 迭代建议。

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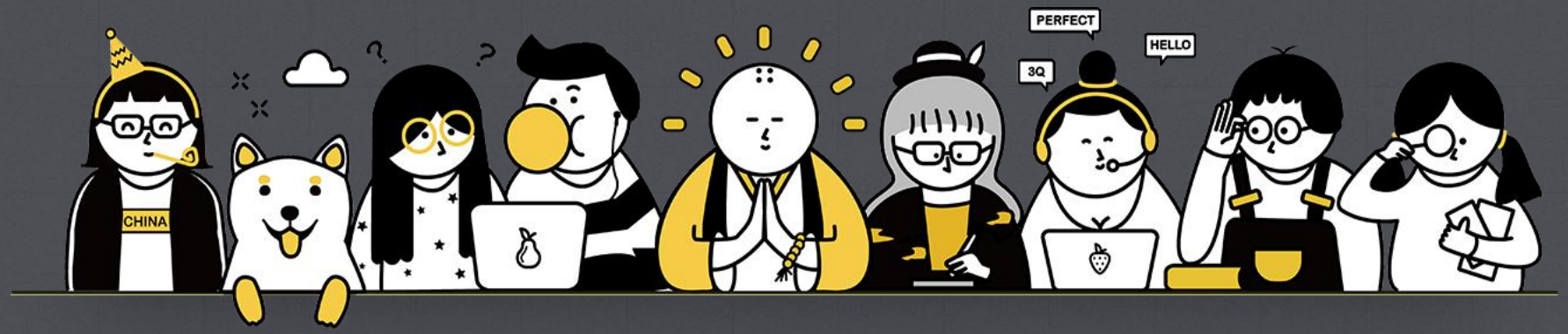
从关注「产品」到关注「用户」

"FOCUSING ON PRODUCTS" TO "FOCUSING ON USERS"

我们围绕「用户价值」做深度思考，我们相信「得用户者得市场」



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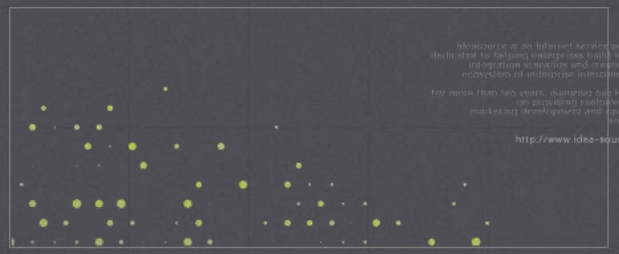
理念



www.idea-source.net

高处着眼

点硕擅长从顶层视角着眼，基于商业的可持续而思考，探究问题的底层逻辑。

结果导向

点硕坚持自建全链团队，打破只想不看、只看不做、只做不管的行业痛点。

以人为本

结合团队中资深的战略思维和年轻的创新思维，让人的价值最大化。

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点硕

THANKS FOR WATCHING

与用心的品牌一起
知行未来

全国统一服务热线
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- 媒体
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- 官网
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上海市虹口区汶水东路351号B栋402室

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