

The background is a dark grey map with light grey street lines. Several red circular pins with the Mobike logo are scattered across the map. One pin is in the upper right, another in the center, and a cluster of three in the lower right. A series of small red dots forms a path in the upper left and another in the lower left.

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?

A black and white photograph of a woman with long dark hair, wearing a white polka-dot shirt and jeans, riding a Mobike bicycle. The bicycle has a white frame and bright orange wheels. She is riding on a paved surface in front of a large, dark wooden door with multiple rectangular panels. The scene is captured in a side profile, showing her smiling and looking forward.

# 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)

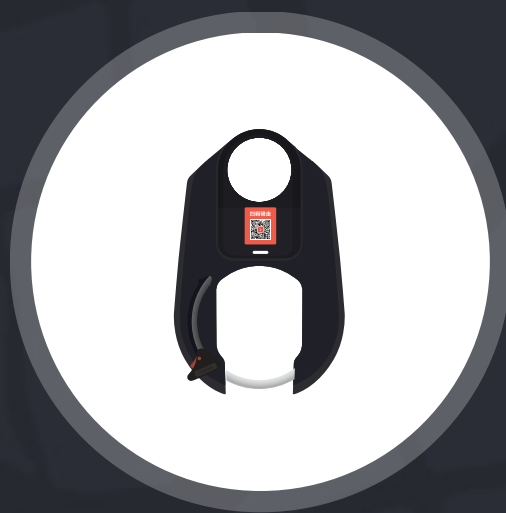
易学习

Easy to adopt





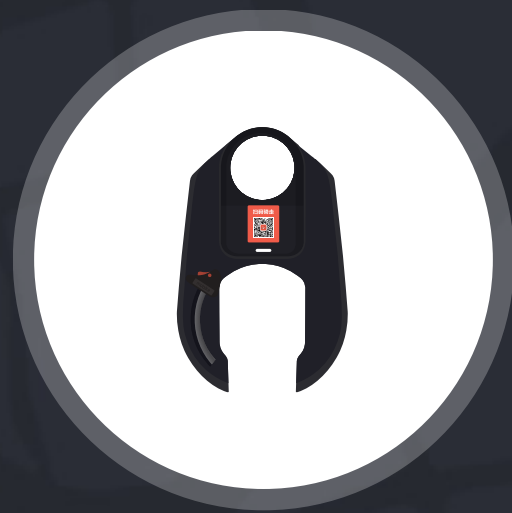
车身  
Mobike



智能锁  
Smart Lock



应用软件  
App

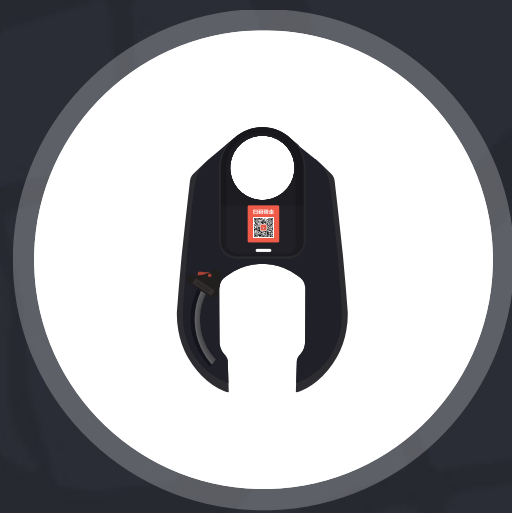


# 解锁产品交互设计

Product Interaction Design for Unlocking







# 关锁产品交互设计

Product Interaction Design for Locking





**WE CARE SO WE DO.**

mobike  
摩 拜 单 车