



从设计人机交互 到设计社交互动

*From designing human-machine interaction
to designing social interaction*

- 真正定义UI/UX的不是手机或电脑界面上的按钮、图像或链接，而是界面（interface）背后的人、信息和资源。

What define UI / UX are not the buttons, images or links on the interface of a phone or a computer, but the people, information and resources behind the interface.



- 每一个交互体验都发生在特定情境内，
时间、空间、人物因素都有重要的影响。

*Every interaction occurs in a particular context,
in which time, space, and characters are determining factors.*





快闪店

——线下零售也可以被“刷新”

Pop-up Store

----- Offline experience can be refreshed too.





无人驾驶的汽车
—— 一个移动的生活空间

*Self-driving vehicle
----- A mobile living space.*





“刷脸”时代的金融服务

——你我即界面

The age of facial recognition

----- We are all interface.



谢谢

Thank you.

