

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

IdeaSource is an Internet service provider dedicated to providing customers with marketing development and operation solutions.

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

<http://www.idea-source.net>

Founded in 2006, idea-source has been focusing on providing customers with marketing development and operation solutions.

The mission of idea-source is to provide customers with marketing development and operation solutions.



洞察互联网行业变化而持续变革 持续为客户创造价值

16+

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。

『认识点硕』



For more than ten years, IdeaSource has focused on providing customers with marketing development and operation solutions through various internet websites.
<http://www.idea-source.net>



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Founded in 2006, IdeaSource has been helping enterprises build internet marketing development and operation solutions through various internet websites. The focus of the company is to help enterprises build internet marketing development and operation solutions through various internet websites.



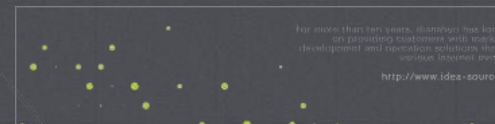


『业务范围』

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.

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For more than ten years, IdeaSource has focused
on providing customers with marketing
development and operation solutions through
various business models.
<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

BILZARD
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

Royal Caribbean
INTERNATIONAL

DUNLOP
邓禄普轮胎

RAZER™

uxpa
用户体验协会

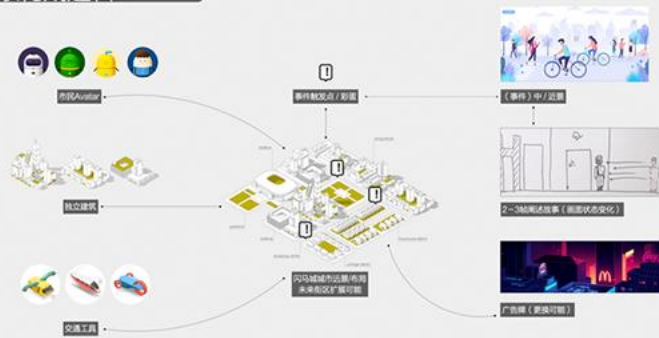


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marketing development and operation
solutions.

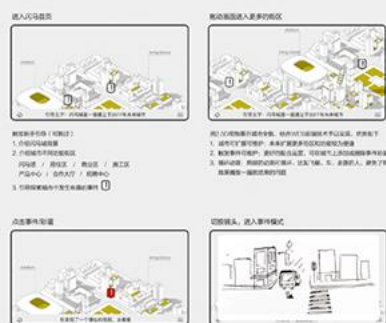
<http://www.idea-source.net>

元素构成逻辑

方案内素材均为原创



用户旅程



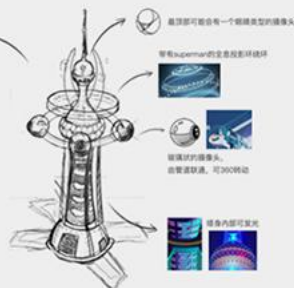
闪马塔



设计思路

一开始的构思，受到塔式东方明珠的启发，加上闪马也是上海本土的企业，所以该塔的设计理念更多的借鉴东方明珠的创意和造型。

其他周边元素

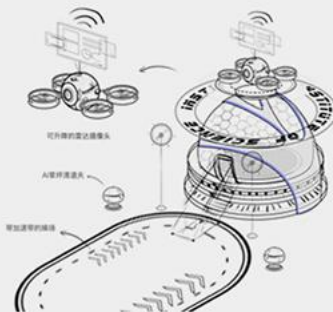


VM创新工厂



设计思路

研究院、科研中心、专门和各大院校联合研究新技术的机构。在这里可以看到许多新奇的发明，主要建筑为一个天文台的造型。

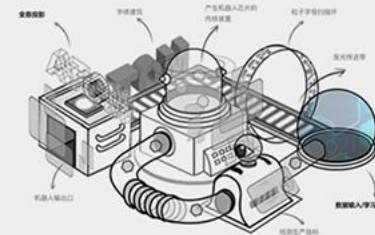


ATOM研究院

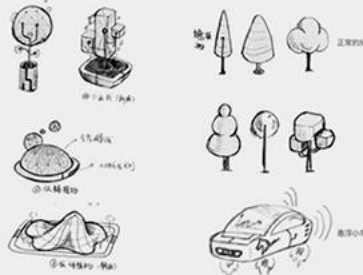


ATOM是机器人生产、制造、研发的基地。研发的智能机器人用于VM的生产和研发。主要是一个集专业的研发、加工技术、体验和展示于一体的综合平台。

（机器人可接收指令并执行，实现从机器人生产到研发制造，实现从机器人生产到研发制造）



其他元素



场景元素

展示了一些场景的元素，以及交通工具的概念。



[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，虽然我们沉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」



闪马智能-IP形象设计-SPAEC PONY



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闪马智能-IP形象设计-SPARK PONY





[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

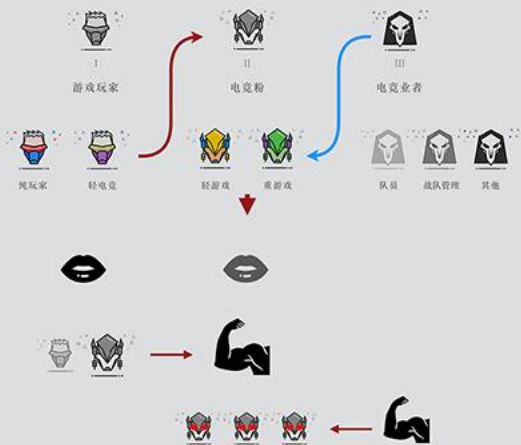
USER

电竞平台受众分类：

1. 游戏玩家 (新手用户)
2. 电竞粉 (普通用户) **核心用户**
3. 电竞从业者 (专家用户)

平台目标定位：

1. 轻电竞用户转化为电竞粉
2. 培养电竞粉在暴雪官方平台的使用习惯
3. 通过职业选手粉丝效应强化二类用户



BUSINESS MODEL



1. 分析电竞行业的商业模式
2. 建立商业模式与用户的相关利益
3. 结合相关利益筛选出各类用户的不同的需求
4. 根据需求规划栏目结构



首页

赛事

新闻

视频

图集

战队

活动

观看指南

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今日赛事

Dino PC 1 Overwatch Challen..
AM 6:00

已结束

EnVyUs



BK Stars

3 : 1

MLG Vegas 2016
AM 6:00

进行中

Celestial



Royal

3 : 1

Carbon Masters - November
AM 6:00

即将开始

WE.White



FTD.OW

01:25:89

REFERENCE GUIDE
PHARAH



REFERENCE GUIDE
GENJI



REFERENCE GUIDE
TRACER



暴雪-守望先锋-电竞赛事平台

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HOME LIVE EVENT LEAGUE PLAYERS

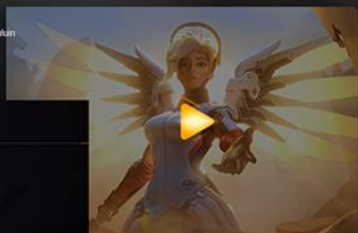
NEW ERA OF E-SPORTS

WHICH SPORTS LEAGUE'S FORMER WILL BECOME PLAYERS TO THE LEAGUE TO BE THE NEW CHAMPION? FUTURE'S FUTURE!



July 27
POST TITLE GOES HERS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum...



THE 2017 GLOBAL LEAGUE HIGHLIGHTS

SEE THE REWARD



ABOUT THE LEAGUE

TEAM

PARTICIPATE

STRUCTURE

OVERWATCH
FEATURED
PLAYERS



KEVIN

01

POST TITLE GOES HERS

In the Overwatch World Cup, the first time around the world community to play the latest competition to the hundreds of the best players.



ABOUT THE TEAMS

05/20



EHOME

EHOME Watchtower China Division is the "old with a new" lineup with. The assistant captain Yue's and the free man allegman were the former storm heroes and the god of the catastrophe professional players, and have achieved good results. Assisted stability and assault people have had with the vanguard of professional experience.

More >

STAR PLAYERS



Anigea
Wealth



Beata
Sordian



Darcy
Hanan



Lareina
Victory



Yolanda
BUSH



Ariel
AltairUP



Zoey
Onaladsky



Editha
Star



2017
Invite You To Fight Together

Buy

Download

BILZARD
ENTERTAINMENT

News

Tournament News
Game Recap
Player/Team News
Esports-related story

Events

Event introduction
Event enrollment

Teams

Team profile
Player profile
Team Rankings

Matches

Match Schedule
Match Result

Stats

Player Stats in matches
Team Stats in matches

Scoreboard

League scoreboard

Engagement

Voting
Choose your champion
Email for tournament watching

VOD

VOD for all matches

Streaming

Streaming platform URL for match broadcast

暴雪-守望先锋-电竞赛事平台

Founded in 2006
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EA-SOURCE

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The screenshot displays a Google Analytics dashboard. On the left, a bar chart titled 'トラフィックのチャネル' (Traffic Channels) shows the percentage of traffic from various sources. The '直接' (Direct) channel is highlighted with a red box. In the top right, a user profile icon is shown with a conversion rate of 54.62%. Below this, a table lists traffic sources with columns for 'トラフィックのチャネル' (Traffic Channel), 'セッション数' (Sessions), and 'コンバージョン率' (Conversion Rate). The '直接' (Direct) channel is highlighted with a red box in the table.

トラフィックのチャネル	セッション数	コンバージョン率
直接	1,000	54.62%
検索エンジン	2,000	10.00%
ソーシャルメディア	1,500	7.50%
メール	500	2.50%
広告	1,000	5.00%
その他	500	2.50%

了解品牌/产品

性价比高
专业做羽绒服
老牌子
实用
质量好



	C	D
	全部事件 (类型)	标题
	全局设置	网络端
	全局设置	警告
	全局设置	马甲
	全局设置	机率
	全局设置	登峰
	全局设置	售期
	全局设置	训练难度
	全局设置	速度
	全局设置	授权
	全局设置	训练线
	全局设置	星球大战
	全局设置	真伪
	全局设置	B005.4

寻求帮助

比你想象的更专业、更高端、更时尚

助力推高品牌溢价

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

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

波司登
畅销全球72国

[中国羽绒服产业领导品牌]

Founded in 2006
Define \ Ideate \ Implement

IDEA-SOURCE

Bestselling

In 72 Countries Worldwide



02

Higher Content

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



5A Down Fill



Superior Large Feathers



Swiss Bluesign Certificate

More +

01

Bosideng x Gautier

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

More +



03

Pro Warmth

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

More +

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波司登-数字运营-网站、电商

Founded in 2006
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IDEA-SOURCE

波司登
畅销全球72国

Products Technology Events Stores JoinUs



2021

Discover our selection
Stylish Sport Collection

Shop Now



PLAY MOVIE



Discover Our Technology

Hand-selected materials combining cutting-edge technologies with craftsmanship to create warmer and professional down jackets without down fill.

Learn More

Bestselling Brand
In 72 Countries Worldwide

Now, Bosideng down jackets are being sold in 72 countries, including the United States, France and Italy, and are worn

波司登
畅销全球72国

POKALDE



1/3

BOSIDENG X POKALDE

Bosideng has been innovating in down, fabric, technology, version and other aspects. The quality and warmth retention down jacket are widely praised.

Learn more



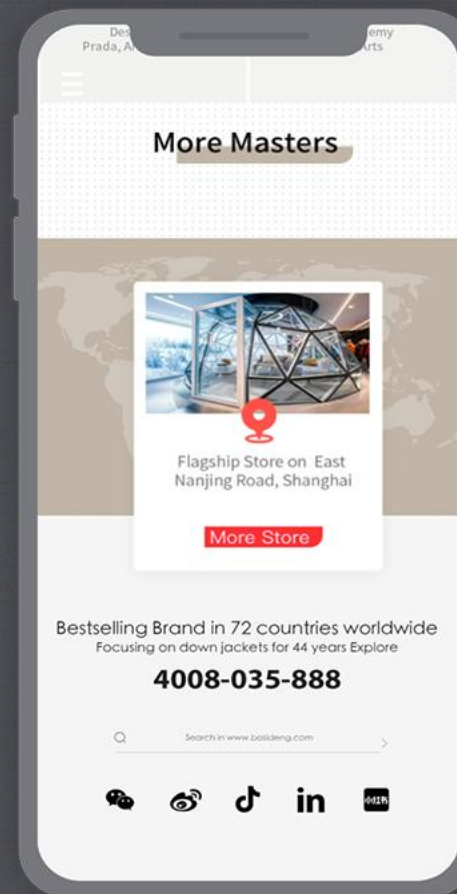
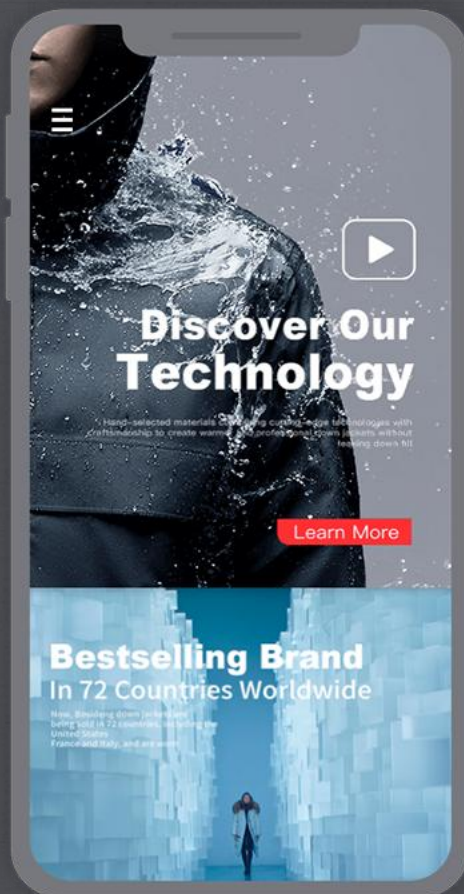
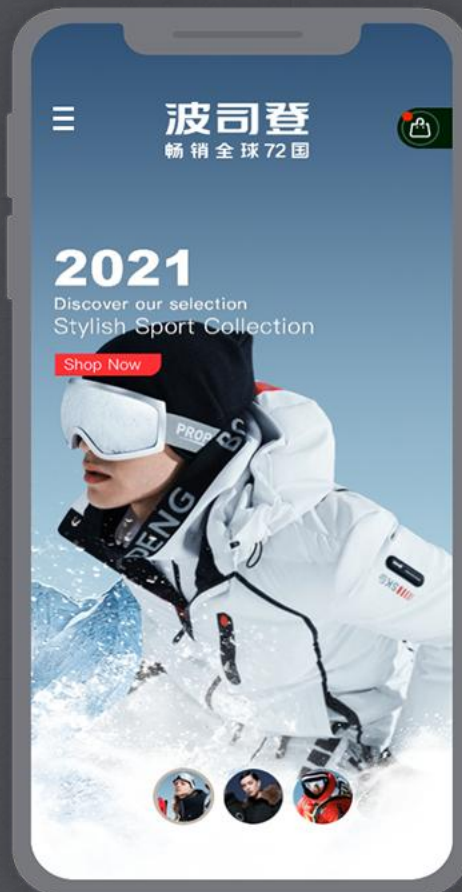
BOSIDENG

波司登-数字运营-网站、电商

Founded in 2006
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波司登-数字运营-网站、电商

Founded in 2006
Define \ Ideate \ Implement

IDEA-SOURCE



<http://www.idea-source.net>

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dedicated to helping enterprises build internet
marketing schemes and create a new
ecosystem of enterprise internet marketing
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『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

2022-香港当代艺术设计奖·「皇家加勒比 品牌设计」

2021-新加坡金沙艺术设计奖·「熊猫江湖 品牌设计」

2022-香港当代艺术设计奖·「雷蛇 小程序设计」

2021-ITCD设计奖·「闪马智能 官网设计」

2022-香港当代艺术设计奖·「爱涂妆 小程序设计」

2022-香港当代艺术设计奖·「大华银行 启动动画设计」

2021-ITCD设计奖·「点硕 官网设计」

2021-ITCD设计奖·「九阳集团 品牌设计」

2021-ITCD设计奖·「华拳 微信小游戏设计」

2021-ITCD设计奖·「乐意涂料 APP设计」

2021-新加坡金沙艺术设计奖·「闪马智能 官网设计」

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『开发实力』

我们拥有16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。

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IDEA-SOURCE



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

『点硕价值观』

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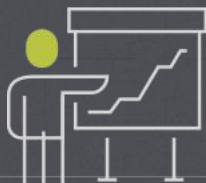


每个合作伙伴都有专属的『服务小组』

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



提供专业的咨询策划服务

- 了解需求、
- 定义问题、
- 构建方案。

+

服务顾问



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"

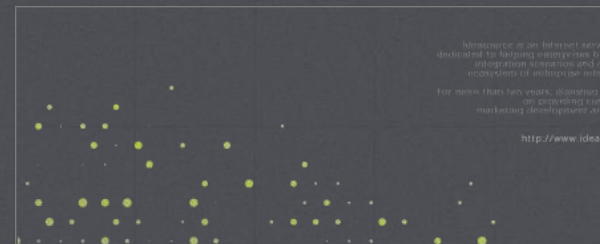
我们围绕「用户价值」做深度思考，我们相信「得用户者得市场」



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理念



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

只陪用心的你 知行未来



全国统一服务热线
400-820-2731

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cooperation@idea-source.net

● 媒体
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