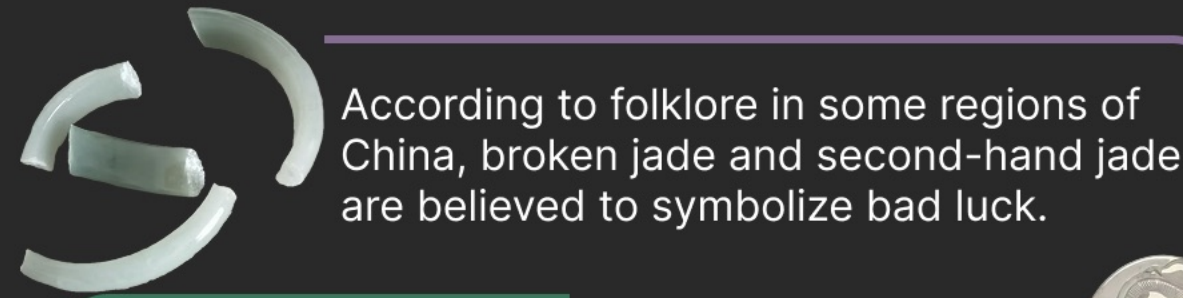


User Research

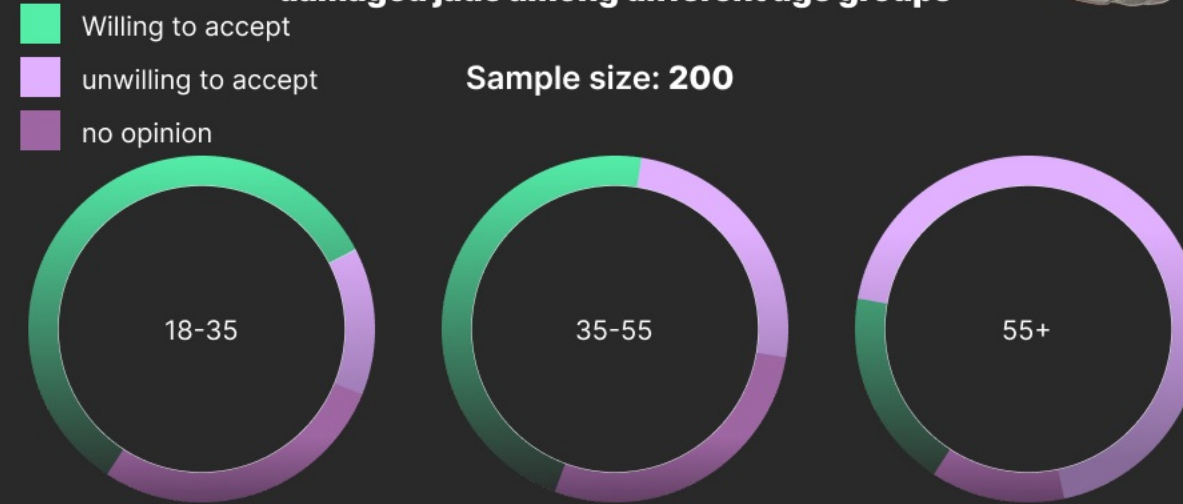
Although jade is precious, why does broken jade almost never circulate in the market?



According to folklore in some regions of China, broken jade and second-hand jade are believed to symbolize bad luck.

However, with the passage of time, these beliefs are no longer followed by some people.

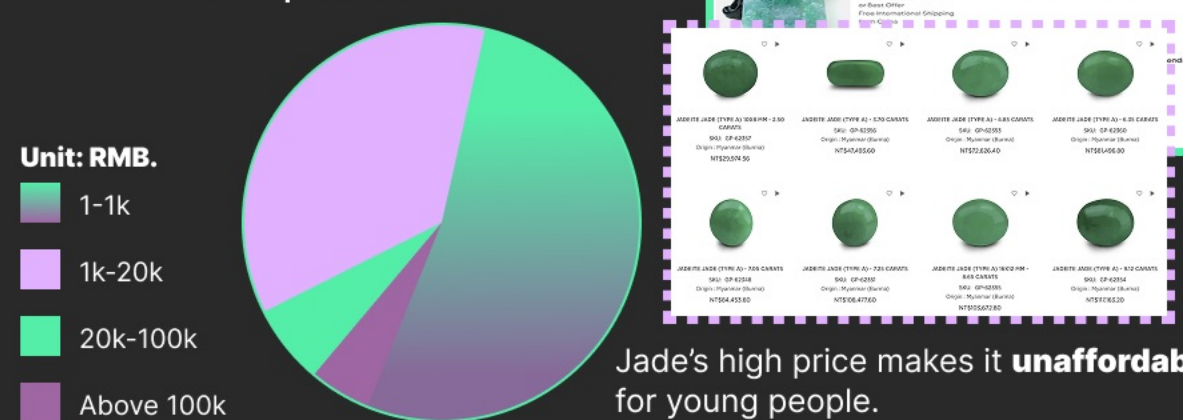
Survey on the acceptance of second-hand or damaged jade among different age groups



Youth market

The reasons for the relatively weak consumption of jade in the youth market.

Price range of jade that the youth group is willing to accept. Sample size: 90



interview :

Previous research revealed drawbacks and changes in the jade industry. I aim to explore the second-hand jade market and the youth market further.

Mr.wang
age:62
owner of a jewelry store

Q: What are the main areas of jade consumption among young people?

Young people mostly buy jade online and love custom designs like pets or virtual characters. They care more about the design than the material cost.

Miss.zhuang
jadelover
age:23

Q: Are young people willing to accept second-hand or broken jade?

Older people might think second-hand jade is unlucky, but young folks don't mind it. For us, it's all about the unique look—that's what gets us to buy it.

Mr.zheng
age:54
jade carving master

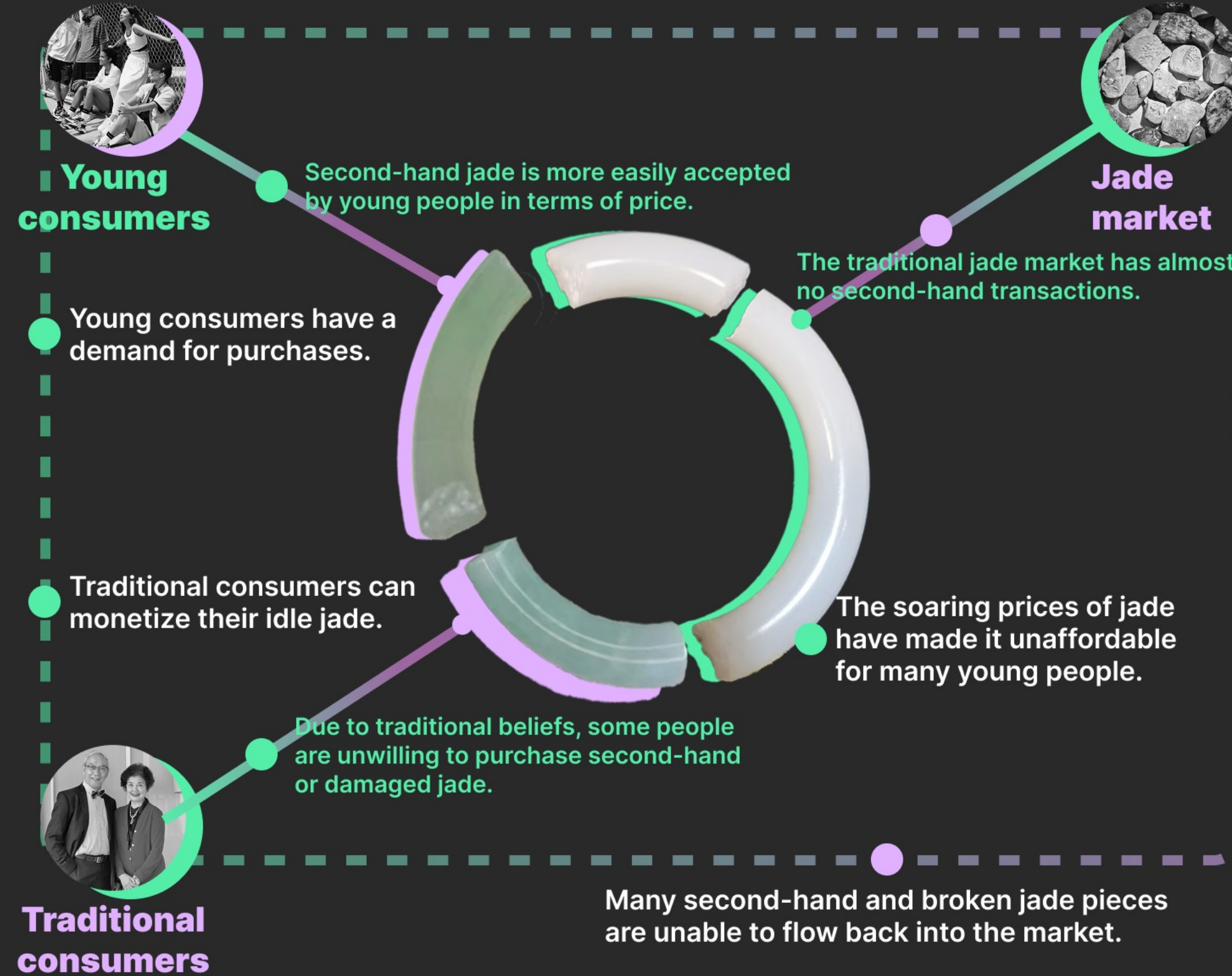
Q: Can transforming second-hand jade meet young jade enthusiasts' needs?

Yeah, pretty much. Jade's unique, so it's easy to redesign, whether it's new or second-hand. Young jade lovers can get the styles they want with custom designs.

Finding :

The acceptance of broken jade among young consumers is significantly higher than that of traditional jade consumers (mainly middle-aged and elderly groups). However, when it comes to jade prices, the acceptable range for young people is generally lower, with some high-priced jade being unaffordable for the younger generation.

Key Issues



Ideation



HMW

HOW MIGHT WE

Facilitate second-hand and broken jade trade, ensure secure transactions, support customization, and unify the process.

FOR

Individuals seeking customized jade designs and transactions.

SO THAT

Customers can access personalized customization services and sell unused jade.

HOW MIGHT WE

Shift from consumers seeking service providers to providers discovering consumer needs.

FOR

Jade consumers and industry service providers.

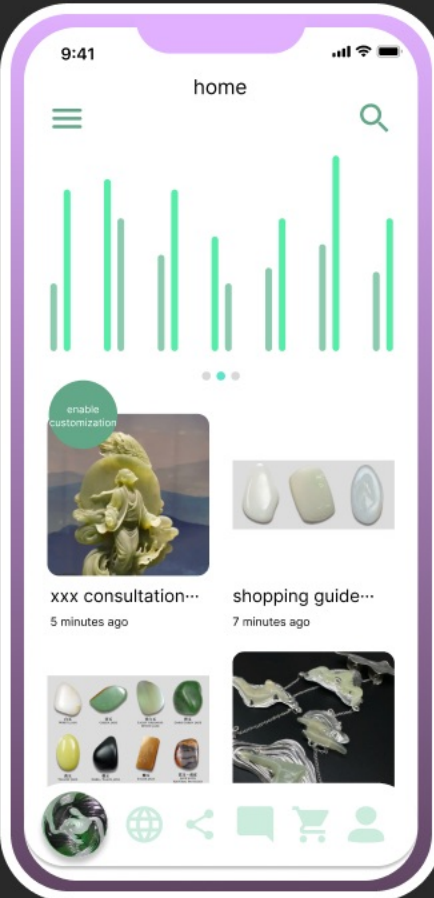
SO THAT

Streamline jade consumption and customization, enabling mutual fulfillment of needs.

Concept

Objective/Design:By creating an online community for direct communication between users, coupled with open trading methods and personalized customization, the goal is to shift the consumer base and promote the circulation of jade.

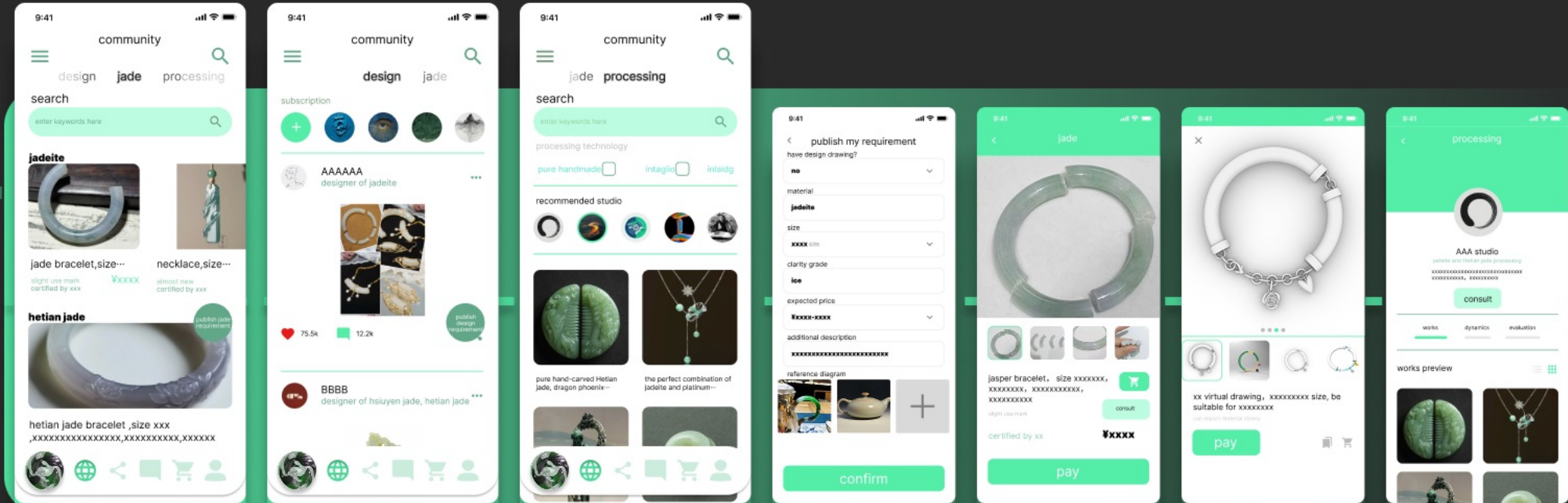
Interface—Main features



Main interface

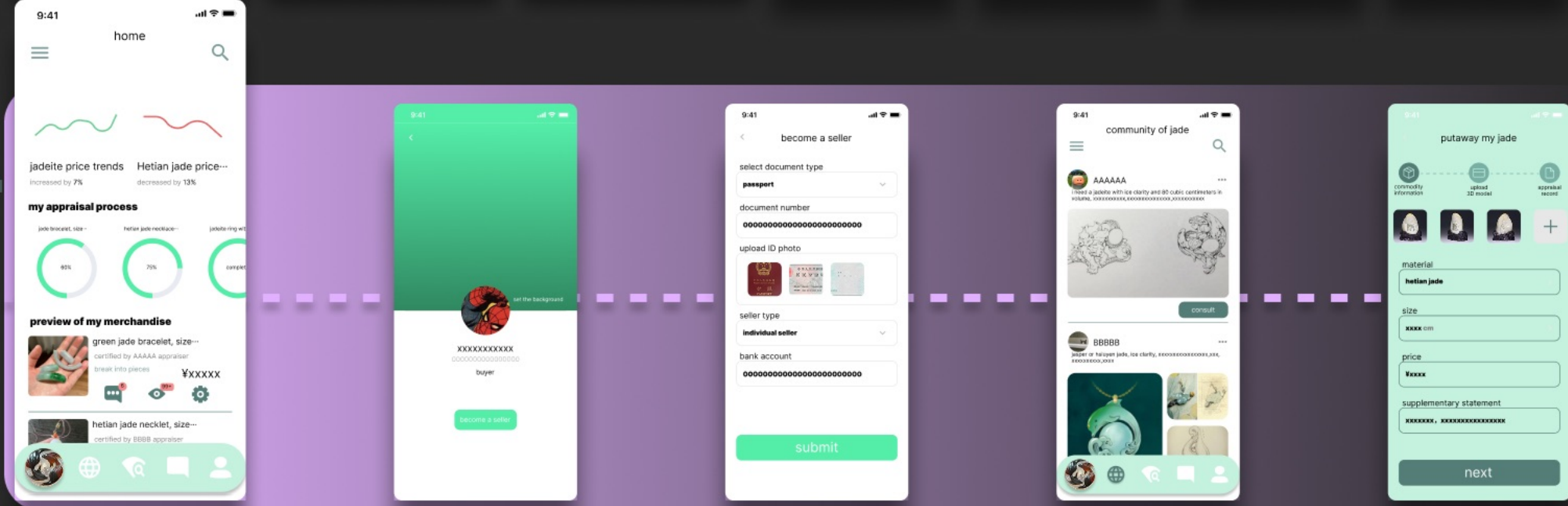
Online Community

The online community is the core feature, with **jade**, **design**, and **processing** sub-communities for direct communication, trading, and customization.



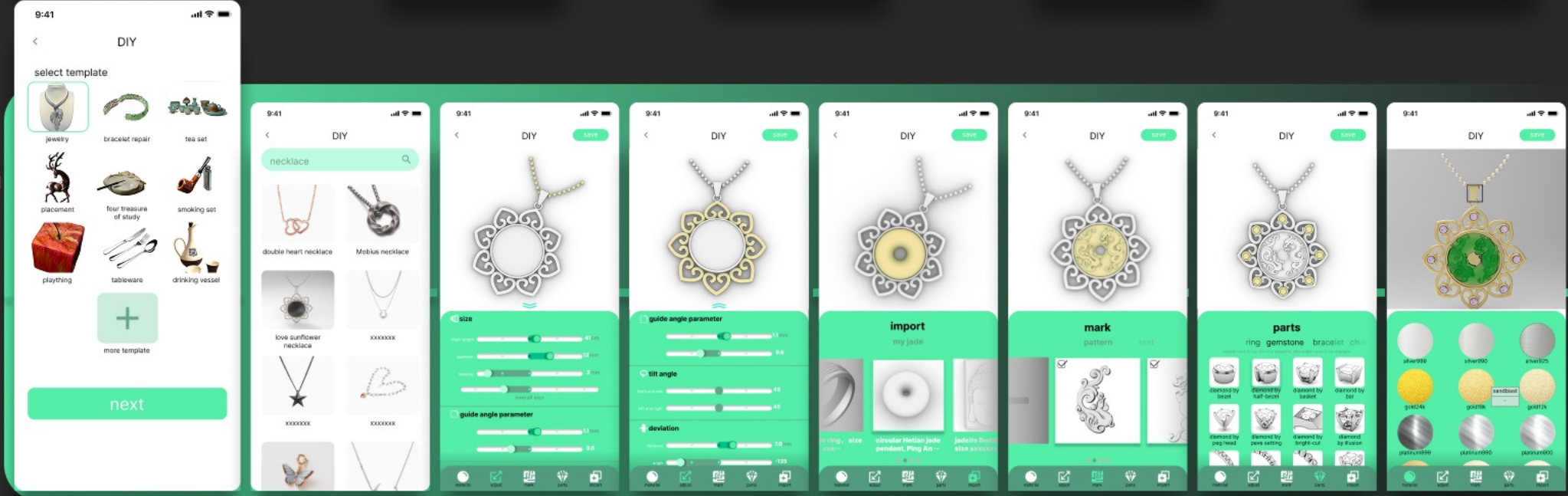
Buyers and Sellers Interchange

Verified buyers can become sellers, browse and **accept buyers' demands**, and **post their jade items to re-enter the market** and earn profit.



DIY Feature

All users can design jade items in the DIY interface, **which is not limited to jade jewelry**. Users can also add various functional items and figurines to the design.



Storyboard

01 Mr. Wang saw an uniquely shaped antique teapot in the museum.

Mr. Wang decided to **customize a tea set** like this, giving it a more modern Chinese style.

02 First, he **consulted designers** in the **design community** to get their opinions, including whether the jade could be used for the design and the required size and volume of jade.

03 Next, Mr. Wang posted a **jade request** in the **jade community** and successfully purchased the suitable jade material.

04 He then designed the piece in the **DIY interface**, adding elements he liked.

05 Due to the unique design, Mr. Wang posted a **processing request** in the processing community and successfully found a studio to handle the work.

06 Finally, after discussing the processing details, Mr. Wang received his unique and satisfying piece within the agreed time.