

**From individual to global  
--with the bridge of micro-platform**

**China Science and Technology  
Museum**

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# CONTENTS

1

## WHAT

- What is about micro-platform?

2

## WHY

- Why we say micro-platform is the bridge of individual and global?

3

## HOW

- How micro-platform do to enhance interaction?

4

## CASES

- Cases of China Science and Technology Museum



# What is about micro-platform?

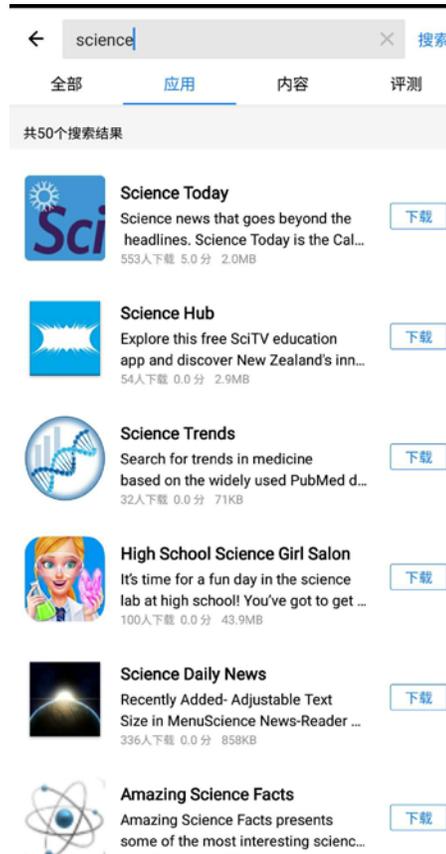
## PART ONE



Tencent 腾讯



今日头条



Micro-platform is a collective name of mobile social media, which is based on mobile Internet.

# PART TWO

## Why we say micro-platform is the bridge

If, as one of the greatest inventions of the 20th century, **Internet** connected the world, narrowed the distance between person, changed communication mode dramatically, the vigorous development of **mobile Internet** and the wider use of **smart phones** in the 21st century have promoted "individual" to an unprecedented height, **the relationship between the "individual" and "global" become more subtle.**

Before Sleep



After Getting Up



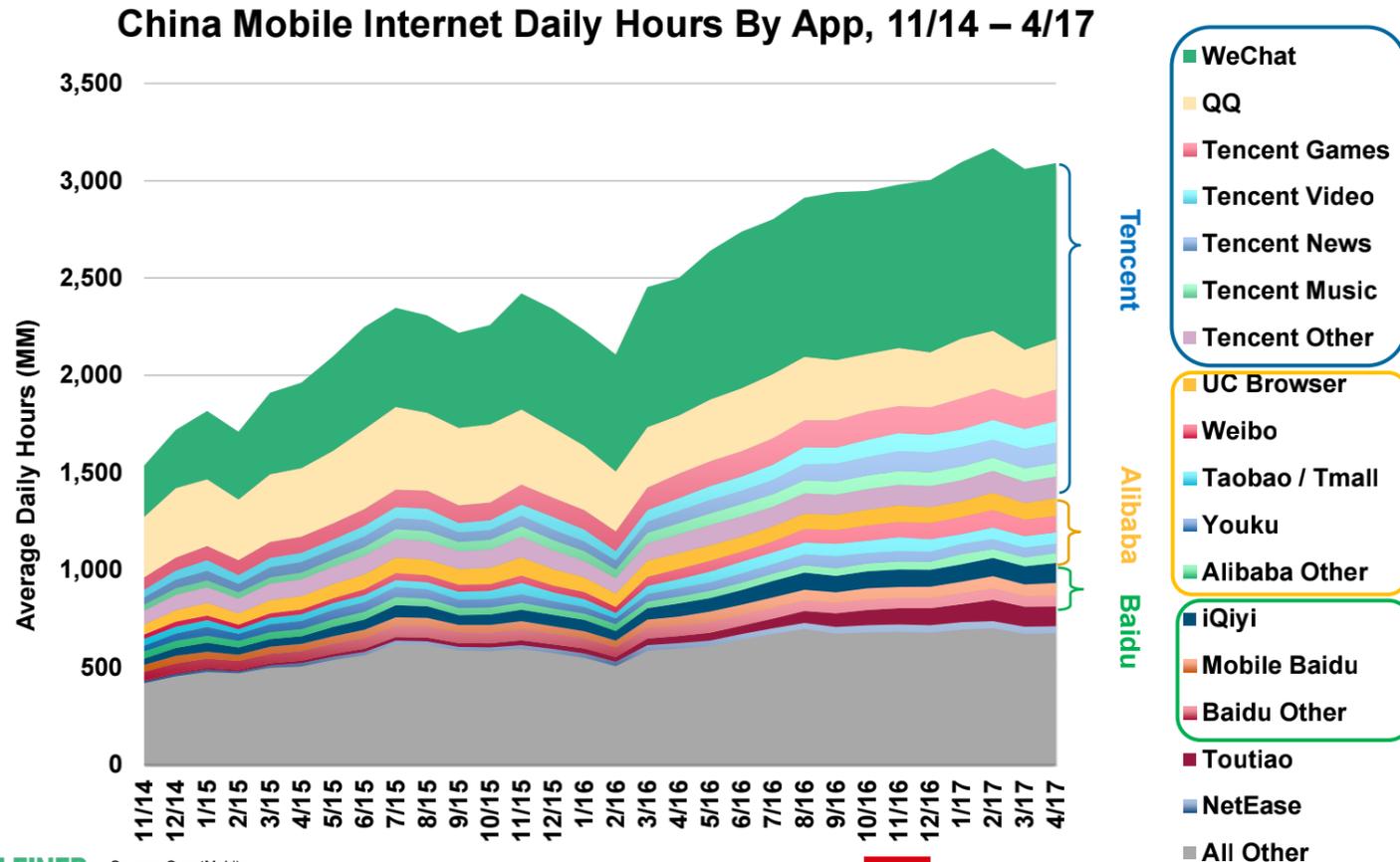
### Mobile Internet Era



# Why we say micro-platform is the bridge

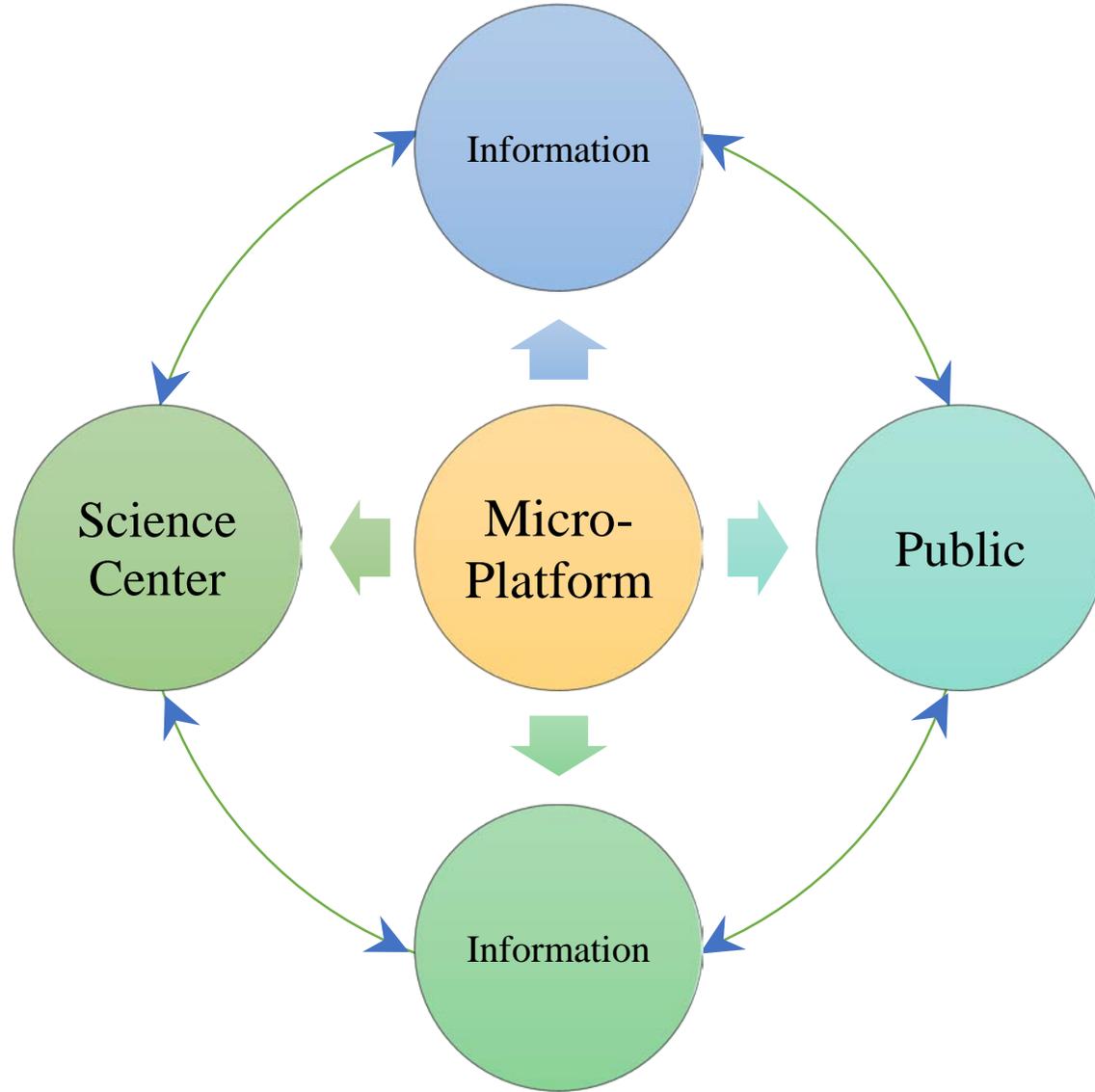
( China Entertainment = Key Driver of Mobile Time Spent...  
 + eCommerce + Games = Monetize Best Per Time Spent...

## PART TWO



# How to do

## PART THREE



1 Byte = 8 bit

1 KB = 1,024 Bytes = 8192 bit

1 MB = 1,024 KB = 1,048,576 Bytes

1 GB = 1,024 MB = 1,048,576 KB

1 TB = 1,024 GB = 1,048,576 MB

1 PB = 1,024 TB = 1,048,576 GB

1 EB = 1,024 PB = 1,048,576 TB

1 ZB = 1,024 EB = 1,048,576 PB

1 YB = 1,024 ZB = 1,048,576 EB

# How to do

01

**Before Visiting**-Information Distribution&Inquiry

02

**Visiting**-Intelligent Navigation

03

**After Visiting**-Information Feedback

04

**Management**-Informational process

**PART  
THREE**

# Cases of CSTM

## Information Distribution

# PART FOUR



- Articals
- Comics
- Vedios
- Live broadcast
- O2O activities
- Science games
- .....

# Cases of CSTM

## Intelligent Navigation Based on I-Beacon

# PART FOUR

地图及导览系统主要包括：

**Indoor and Outdoor Map Services**



地图及导览系统主要包括：

**Visiting Path Planning**



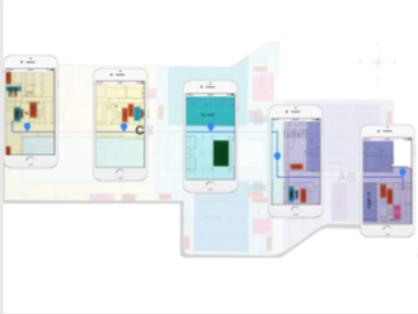
地图及导览系统主要包括：

**Positioning & Navigation**



地图及导览系统主要包括：

**Data Mining Services**



# PART FOUR

## Cases of CSTM

Intelligent Navigation Based on I-Beacon



Mobile Exhibit  
Introduction



# PART FOUR

## Cases of CSTM

### WeChat Official Accounts

- Get excellent science resource
- Get basic information of Science Center
- Buy ticket
- Volunteer management
- O2O activities
- Mobile science game
- Comments and feedback



# Cases of CSTM

Multi-form resource development based on one topic----eg. **The Belt and Road**

## PART FOUR



**Cartoon**

**O2O Activities**

**Song**



**Science Book**

# Cases of CSTM

## PART FOUR

CONTENT

1

content should follow current affairs

SUBJECT

2

subject should catch attention

FORM

3

forms should be vivid and varied

O2O

4

based on physical museum from online to offline



**THANK YOU**