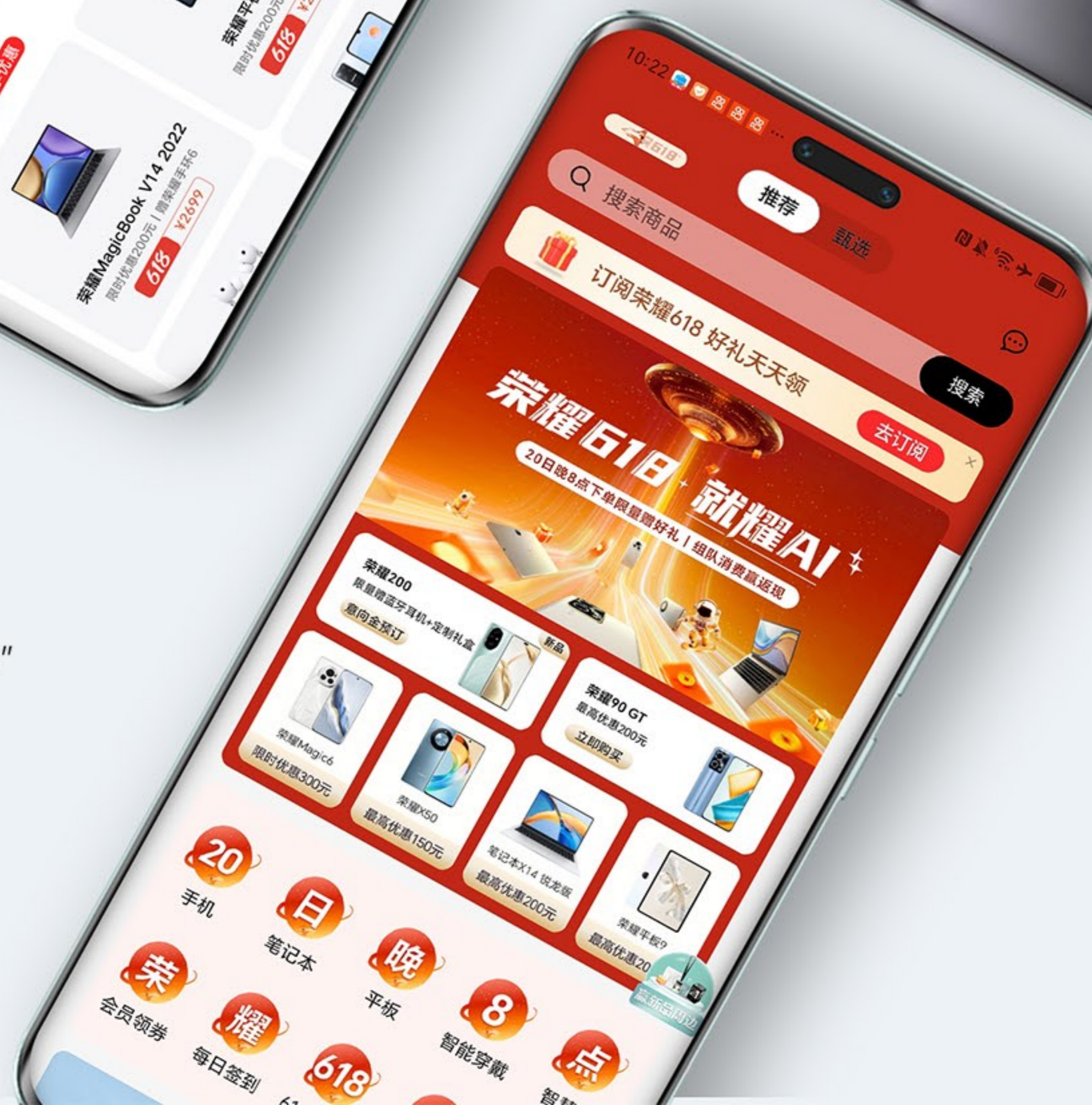


## HONOR APP Store

The brand-new "dual home page experience mode" provides a personalized service for consumers with different characteristics.



# Dual Home Page Experience Mode

The APP innovatively introduces a "dual home page experience mode" - "selection mode" and "recommendation mode". This mode can offer users customized services and auto-adjust content push based on the user characteristics, which suits the user's pursuit of quality and their requirements of efficiency and reflects the APP's innovative mindset and breakthrough in interactive design and technology application.



Selection mode



Recommendation mode

# Immersive Selection Mode

The selection mode adopts a scenario-based and immersive design, coupled with minimalist visual presentation and the highest level of interactivity, to give users a scenario-based shopping guide service and deliver a premium brand profile.

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**用户说**

荣耀新品上市, 拍照效果杠杠的! 外观超级好看, 性能也是超级棒, 简直是我心中神机!!!  
👁 6.5万人浏览

手机漂亮, 屏幕清晰, 容量较大, 刷新率高, 还有快充!  
👁 6.5万人浏览

从荣耀30到荣耀60, 用起来十分顺手, 外观也是直击我的审美~  
👁 6.5万人浏览

**分类入口**

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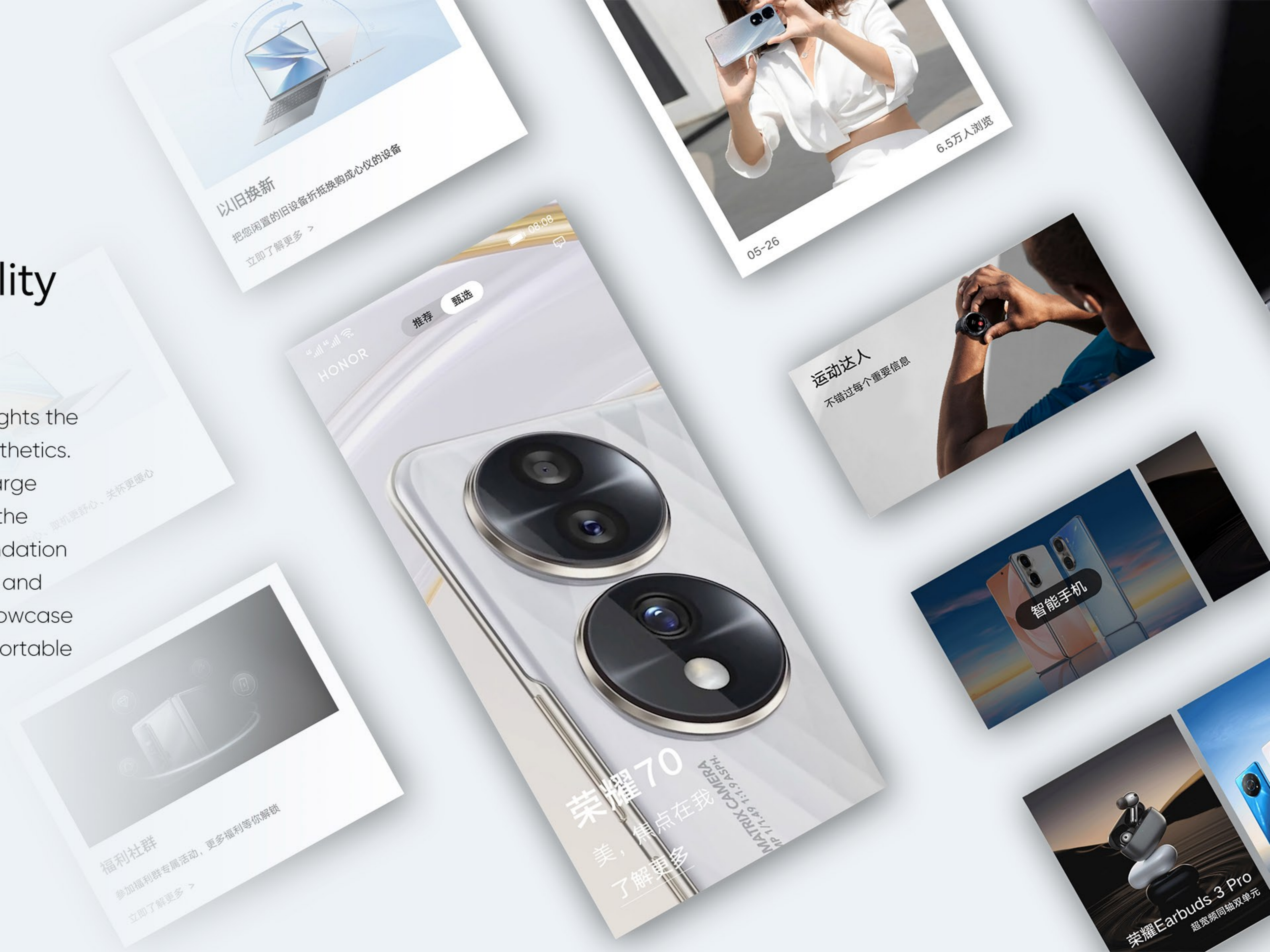


## Efficient Recommendation Mode

The recommendation mode features intelligent interaction and a modular layout to offer an efficient and smooth shopping experience.

# A Fusion of Quality and Aesthetics

The APP's interface design highlights the perfect blend of quality and aesthetics. The dynamic background and large card in the selection mode and the modular layout in the recommendation mode, combined with large, HD, and clean product photos, better showcase the products and create a comfortable visual experience.



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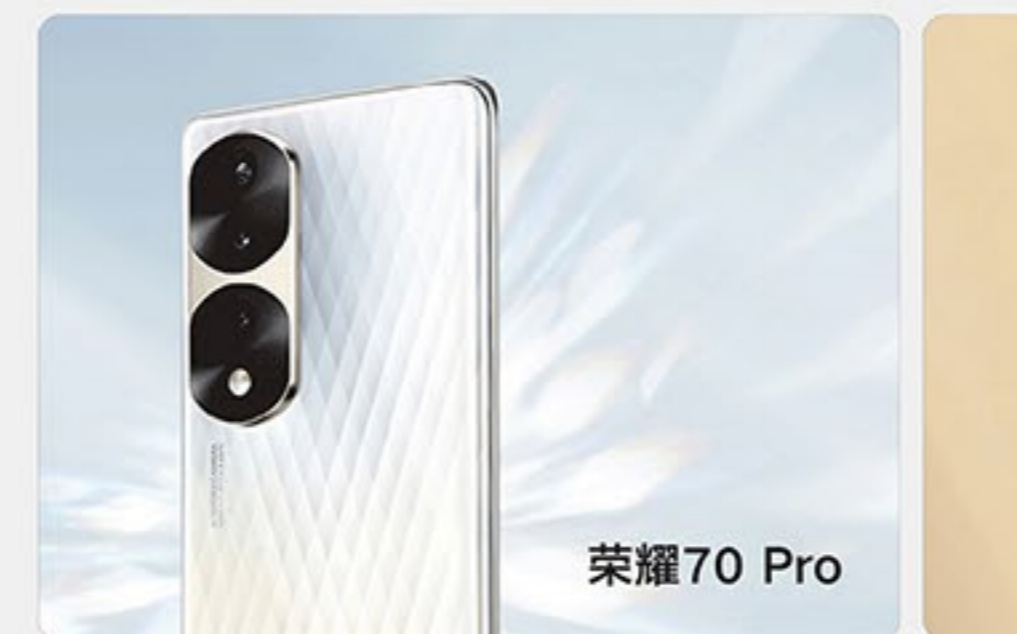
# Visual Simplification

The HONOR APP Store reduces the cognitive load with less information density, which enhances the interface's spatial layout, improves the viewing experience, and facilitates information access. At the same time, the brand label is optimized for a more immersive feel.



# Real Presentation of the Products

The HONOR APP Store utilizes exquisite real photos and live models to help users get a real experience of using the products, further shortening the distance between the product and the user and helping them make a final decision.



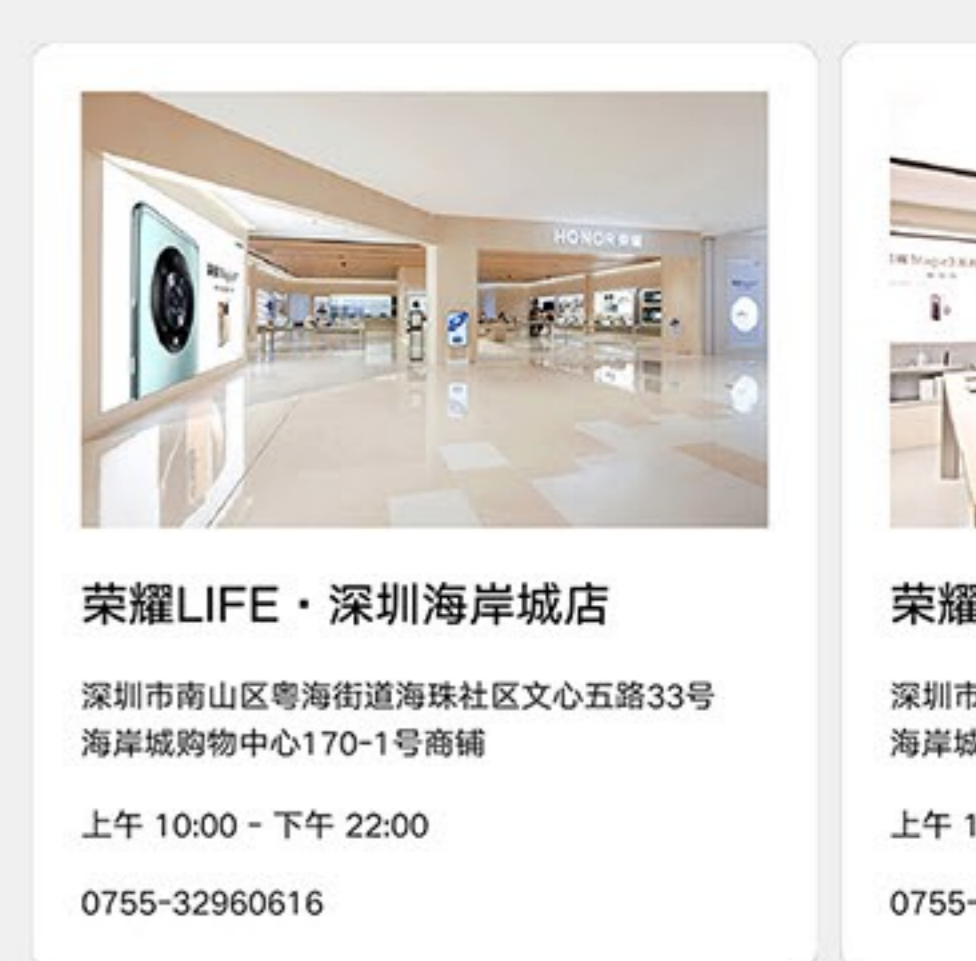
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# Comprehensive Shopping Experience

With a consumer-centric design concept, the HONOR APP Store meets the needs of consumers for high-quality, efficient, and personalized services through innovative technology and optimized user experience, providing them with a comprehensive shopping experience from purchase decision to after-sales guarantee.

