**Index (home):**

P1: HELLO，大家好

P2: I’m Yiting, the UX designer. I Inspire and empower people through innovative design. I am currently studying Human-Computer Interaction at the University of Michigan.

**About:**

P1: Hi there, I’m Yiting! I am currently a graduate student at the University of Michigan, studying human-computer interaction. I started exploring the field of experience design 4 years ago in my studies in architecture as an undergraduate student. Studying Architecture gave me opportunities to explore and create designs, but most of all, it really pushed me to be curious about the user experience gaps in designs. Since then, I have been practicing design skills that allow me to reimagine the relationship that people have with digital and physical environments. I aspire to become a designer who can contribute towards meeting user experience gaps through creativity with problem solving and delicate visual crafts. Besides design, I am passionate about dance performance, strength training, and plants!

P2: Also, meet VaVa! My 4 years old English golden retriever is my design companion.

“After a nice long hike and refreshing swim with dad. I like to relax by gnawing on a yummy bone. When I am being a good girl, my daddy will give me my favorite treat - beef jerky.”

**Resume:**

P1: I am an UX designer, architect, illustrator, and dancer. Learn more about my professional experience here.

P2: Here’s the organizations that I worked with: [insert logos below]

**Project (purple pages):**

P1:

[Overview] A guidance tool for consumers to shop smart and support fair labor. Purple Pages is our solution to better educate young adults about fair labor practices of various brands, enabling them to make informed purchasing decisions. Purple Pages helps young adults become more informed consumers for several reasons; young adults may not have the financial capability to always purchase from the most transparent, ethical brands, and they may not have the time to seek out knowledge about the issues themselves. Purple Pages was created in response to a design challenge hosted byAdobe andPatagonia.

P2:

[Problem space] Our challenge was to design a third-party mobile app that informs a consumer segment about brands who support living wages directly benefiting workers and their families. The solution must create a way to view measurable impact and/or progress. Inherent in this problem is a power differential; those who suffer most from inequitable working conditions also often lack resources they need to call for action.

P3:

[Project goal] Purple Pages seeks to bring together many sources of information to enhance the user’s knowledge of brands through a unified experience. Different from other applications which seek to inform consumers, Purple Pages also critically allows employees of brands/companies to leave “reviews” of brands they work for, enabling them to hold employers accountable for unfair labor practices.

P4:

[Initial sketch] I sketched a rough draft of a user journey flow to think through the logic of our application before starting to wireframe. Doing this helped me map out the potential interactions a user may go through.

P5:

[Solutions] There are 4 main features of Purple Pages, all which differentially contribute to consumers’ information about brands. These four features enable consumers to seek out information about brands and news related to fair labor, determine whether products are created by brands which follow fair labor practices, and learn about brands’ labor practices directly from employees themselves.

P6:

[Future directions]

User interviews and usability testing: In order to enhance the usability of Purple Pages and determine additional user needs, it would be beneficial to incorporate user interviews and usability tests. Only by doing so would it be possible to ensure that Purple Pages has the appropriate features and functionality. One important consideration is that users may want to Scan products as they shop. In order to understand these patterns of behaviors, performing contextual inquiry through direct observation would be highly informative to Purple Pages’ future development.

Employee interface: Purple Pages also needs a separate interface design for employees who seek to leave reviews about their employers or companies they work for. User research would need to be performed in order to determine the best platform for this interface; those who are experiencing unfair labor conditions may not have access to smartphones. We predict that the Purple Pages employee-facing interface would need to be made more accessible and ideally would work for several devices. One way that this consideration could be incorporated would be to design a website component of the service where employees can leave reviews and feedback.