



YI PENG

WORK ABOUT ME

Hello,

Yi, is a user experience designer.
Now she is learning research methods and
design innovation at IIT Institute of Design in
Chicago.



WORK



ABOUT ME



Hi, I'm Yi Peng and I'm a first year full-time Master of design student at Institute of Design, IIT, Chicago.

Before came to ID, I actually majored in Digital Media Technology where I learnt a lot of programming languages and some basic design skills. So I can also easily understand the principle of new technology and always think about how to apply it into our daily life.

At present, I pay more attention to learn the user centered design methods and process, to know how to dig out issues from a users perspective and then generate a solution balancing biz value and users value.

I'm seeking full-time position engaging in design research and user experience design.

[RESUME](#)



YI PENG

Bling

IOS App Design
Type : Student Innovation Program
Time : April 2015 — July 2015
What I did: User research \ UX design \ Visual design \ Prototype

WORK ABOUT ME

Introduction

Bling is a mobile application for its **targeted users—residents in midscale and high-end residential communities** in China, aiming to help them to get the information from property management timely as well as communicate with the neighbours.

The transliteration of Bling into Chinese is Bi Ling which means your neighbor and is quoted from the famous line of poem roughly translated as "*A bosom friend afar brings a distant land near.*"

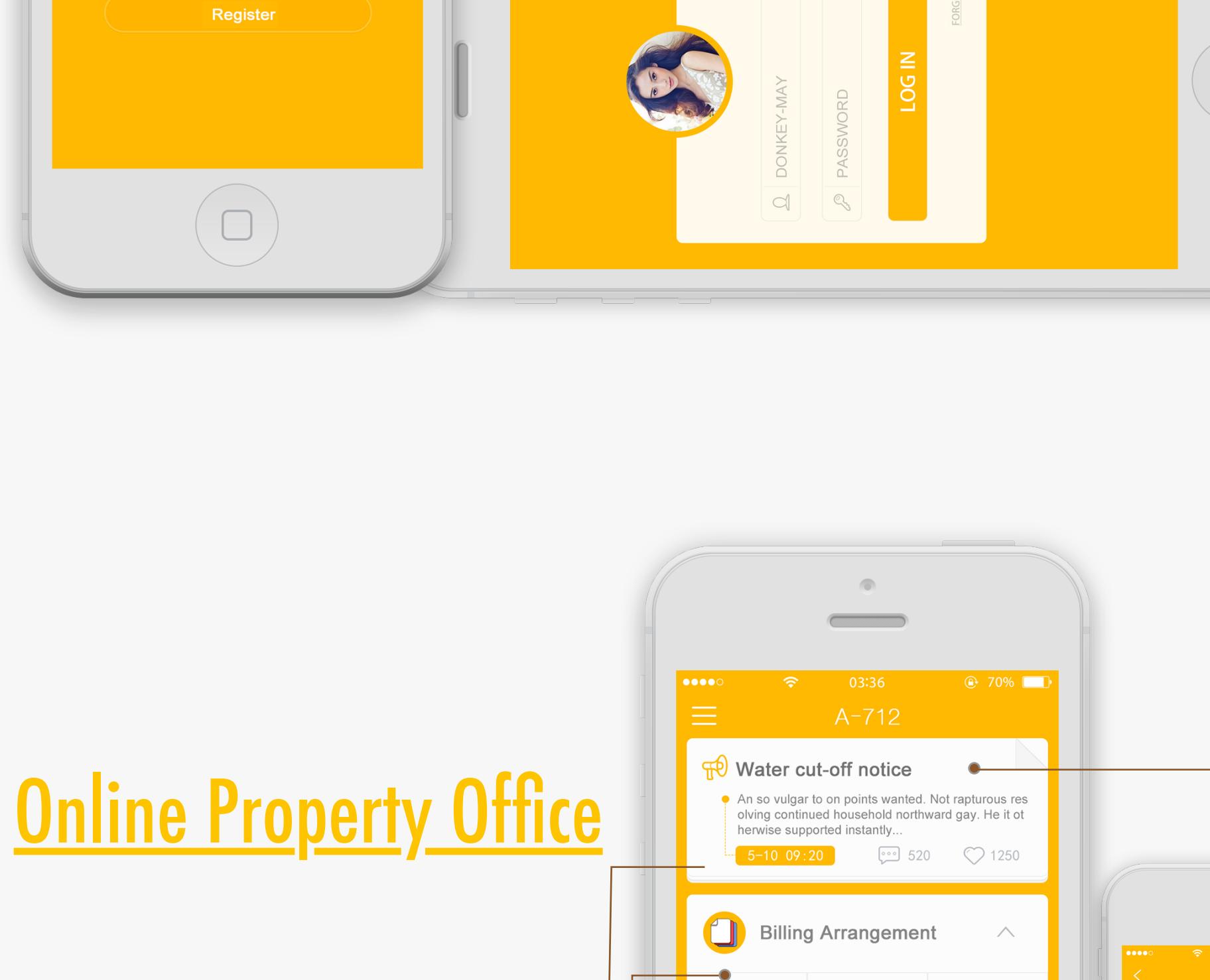
Now, I will show you the process of designing this app beginning with some common problem in daily life.

They just can't find a proper way to social

I started to explore the reason by conducting some **questionnaire surveys** and the objects were residents who are living in different level communities. The data showed that almost 48% were willing to contact with neighbors but there was no chance for them to communicate. **That is, the indifference shown among people in modern society exists not out of disinterest in mutual exchange, but because of a lack of platform for this kind of communication.**

Question

Whether would they like to communicate with neighborhood and explain the reason.



USER INTERFACE

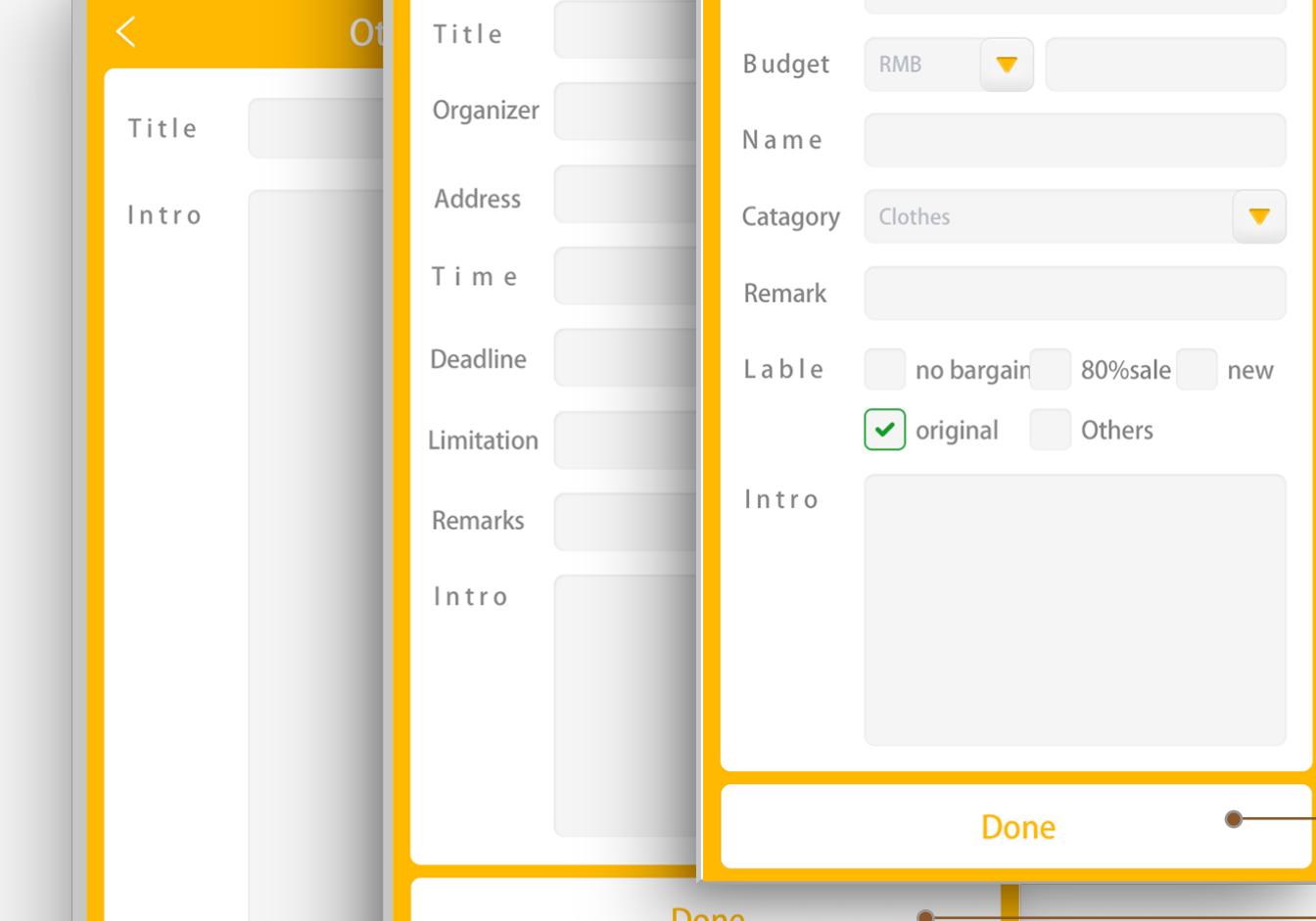
Online Property Office

- 1# Browse the notice
2# Online service

make a reservation
view the progress
contact staff directly

Post a message in Chatting Zone

Every topic has its own style
You can choose a proper topic group, where people would show more interest in your messages





YI PENG

DIVVY +

System Design | Ongoing

Assume future transportation service in Chicago and offer a strategic plan for Divvy to expand its portfolio.

Team Project with Muhan Ma & Yachu Feng

WORK ABOUT ME

DIVVY

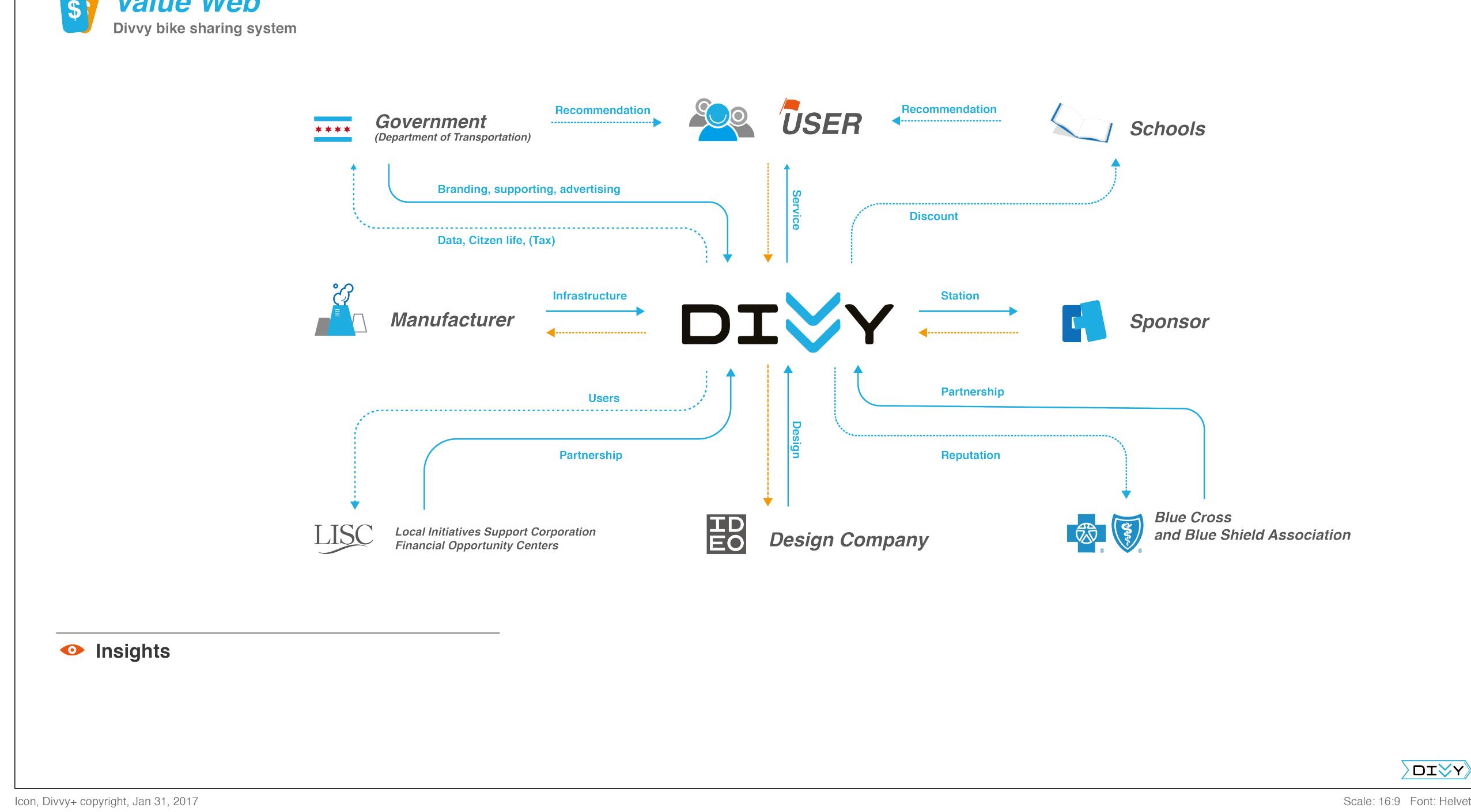
Value Web

Insight:

Invested and supported by Government, the major income are from users.

Design statement:

How might we expand the user group and stimulate more residents to use Divvy services?



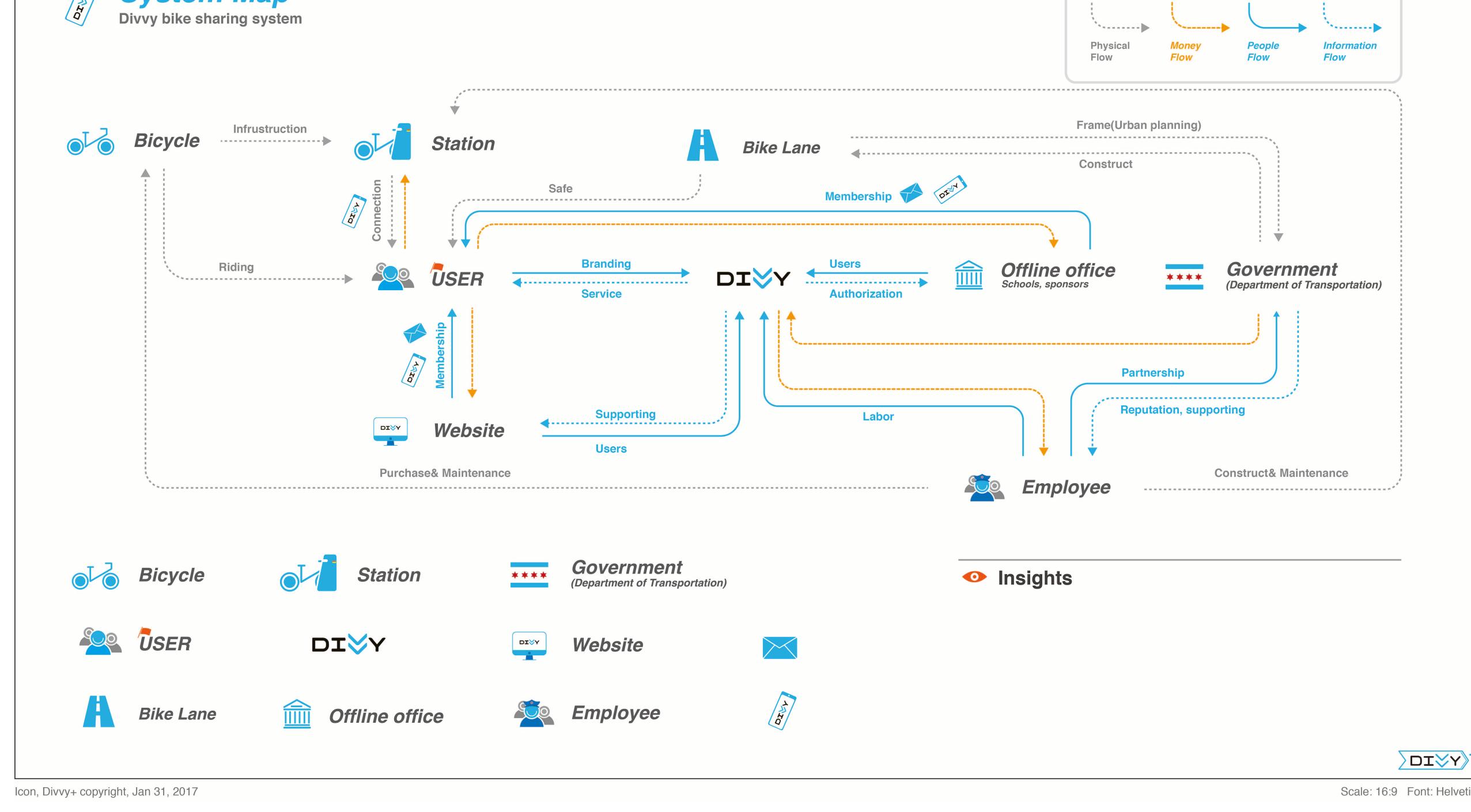
System Map

Insight:

There is no valuable connection between Divvy and Public Transportation System.

Design statement:

How might we combine the CTA/Metro station and Divvy stops?





Introduction

HAN is an individual course project of "Basic Home Page Design" and aims to help Chinese young students to learn more about their own nation, HAN. I independently designed and coded within 1 month.

Now I would like to talk about some highlights and details.

The first challenge is how to keep a strong impression of HAN nation in users' mind. I asked many people who are around me what is the most special factor. Most of their answer are Chinese ink painting. So I added many relevant elements.



Navigation tab.

The icon of current page is a stroke painted by Chinese brush.



Bottom page

Also, in order to let users turn to any part of current page they want, I designed a navigation tab with words so that they would not continually down their mouse's scroll wheels to browse the bottom of current page.

• “以茶可行道，以茶可雅志”。茶道是以修行得道为宗旨的饮茶艺术，包含茶礼、礼法、环境、修行四大要素。中国茶文化美学在发展过程中主要吸收了佛，道，儒三教的哲学理论，并得益于大批墨画家哲学家的推动；中国茶文化美学强调的是天人合一，从小茶壶中探求宇宙玄机，从淡淡茶汤中品悟人生百味；中国茶文化美学从哲学的高度，广泛深刻的影响着茶人，特别是从思维方式，审美情趣，艺术想象力及人格的形成。

• 喝茶：将茶当饮料解渴。品茶：注重茶的色香味，讲究水质茶具，喝的时候又能细细品味。茶艺：讲究环境、气氛、音乐、冲泡技巧及人际关系等。

• 最高境界——茶道：在茶事活动中融入哲理、伦理、道德，通过品茗来修身养性、品味人生，达到精神上的享受。



Revamping TravelLog iOS Experience

iOS application redesign | UX

Individual Project



Background of The Subject

TravelLog is an existing app in China. It aims for those who are traveling to record their journey through posting pictures and moods and for those who are planning a travel to browse other's sharing to make some preparation. What's more, the log could be synchronized in the Web (qyer.com) to edit again and share to the community.

It should be a perfect application for people to keep the good memories during traveling. However, because of the clunky and illogical design, many people can not complete a log and remove it after using it several times.

As a travel buff, I am pretty sure that a better design could attract much more user to download it and be accustomed to use it.

How to find the problem of the original design

In order to explore the problem of the app, I try to check the comments in app store.

However, the insufficient ratings and a negligible number of reviews can not provide enough materials for my research and also mean that the application does not enjoy popularity among iPhone users.

So I made a [questionnaire](#) and publish it on the internet. This was an intense project and everything went by fast, so I got 68 pieces of valid questionnaire within 3 days. (Scan the QR code and review the questionnaire in Chinese.)