

Name of the person:

Pengfei Liu

Discipline area:

Experience Design, UI/UX Design and Service Design

How do they meet the purpose/value of the conference:

Pengfei Liu is a designer specialising in innovation at Beijing New Oriental Education Technology Co., Ltd. His focus lies in children's products and educational technology, with in-depth research into developmental psychology, child cognition and behaviour. He possesses practical experience in privacy protection and digital wellbeing.

He might be able to help me ensure every interaction detail within the system aligns with the psychological state of adolescents, avoiding panic, stigmatisation, or secondary harm caused by poor design. This would embed ethical principles into the very fabric of the product from its inception.

His design thinking could liberate my project from the “single app” mindset, enabling us to plan an end-to-end service flow from early warning to intervention. This would establish clear, complementary information and responsibility flows between roles, allowing technology to genuinely integrate into the school ecosystem.

Internally, he could help my team grasp ‘why this button must be designed thus’; externally, he could bolster the project's credibility and acceptance by communicating its dual values of protection and privacy respect to schools, parents, and society.

I find myself in agreement with the child protection principles and ethical considerations evident in his previous work. Furthermore, my project presents certain design dilemmas that warrant discussion with him (for instance: ‘How can we ensure students feel autonomous and unobserved through design, whilst technically needing to collect certain

data to provide protection?'). Possessing both practical experience and deep understanding of educational contexts and child users, I believe inviting him could bring cutting-edge ethical design methodologies to my project.

The speakers contact information:

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