

Final Report

Personal Website Design

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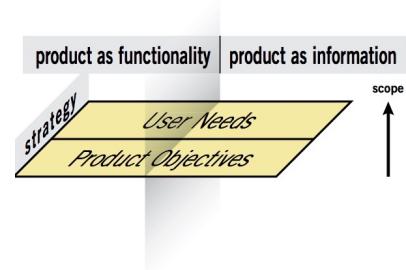
Introduction

Web design encompasses many different kinds of skills, from thinking and practices, covering basic construction by coding, and interface layout by designing. It somehow likes built a building but using digital materials. And just like those fabulous buildings in the world, they all combine the beauty of design and architecture for some certain use. For website, it is essential to consider its functions and aesthetic appearance, and the criteria do not depend on me, but my target users. After a semester of learning those basic coding skills, design thinking, data visualization, dashboard design and so on, it is time to bring them together and organically apply them to building my website. In this report, following the elements of user experience and qualitative and quantitative research, I will elaborate the whole process of building this website, all the consideration and “struggles” are included.

Strategy Plane

In this plane, I have to answer two very basic questions:

1. Product objectives: What do I want to get out of this website?
2. User needs: What do my users want to get out of it?



Product objectives

Generally, the basic objective of my personal website is to help me applying for jobs. And this website will be designed to represent me in a new way different from the plain resume, and it will be more dynamic, more interactive, and more brandly. It can better and vividly present my skills and abilities, can contribute to making me distinguished from other applicants and illustrating my related knowledge and skills. As for me, the ideal job is related to

the movie filed. But the reality I have to consider is that under the harsh employment situation, I may also apply other kinds of jobs, and the main direction will be media company.

Therefore, I want this website to prove my abilities in movie area but not limited to it, and impress the visitors. Therefore, the answer to the first question can be concluded in 4 aspects:

1. I want this website can provide a more dynamic way for users to better know me about my basic information and experience;
2. I want users to notice my portfolio, which can prove my abilities and skills in multi-media design, web development, research, and so on;
3. I want users to feel my enthusiasm for my dream work in movie field;
4. I want this website can offer different and convenient ways for users can easily contact me.

I have also visited some other personal websites, and found some certain patterns and their strength and flaws, which I can learn from:

- Responsive design. Obeying the mobile-first principle, my website should also be responsive and users can have a smooth viewing experience of my website in their phones.
- Clear structure. My website should have a clear and simple structure for users can easily find what they want to know according to their needs.
- Design. The design and concept itself of my website should be unique enough to impress users.

User needs

Before I answer the second question - what do my users want to get out of it? I have to identify my target users. I need to know who they are and how they think. Definitely, the key personas who will visit my personal website are HR and recruiters from movie-related companies as well as other media industry companies such as Internet companies. And I did a lit-

tle research on it, having interviewed with four people, my ex-HR Ms.MA in movie magazine, alumni now worked as an HR in an internet company, and my two friends working in movie and TV show production companies. Based on my experience, some advice from my previous co-worker and this interview, a persona is developed and some basic features are summarized. Below (see Figure.1) is the User Persona Folio (supported by app.xtensio.com).

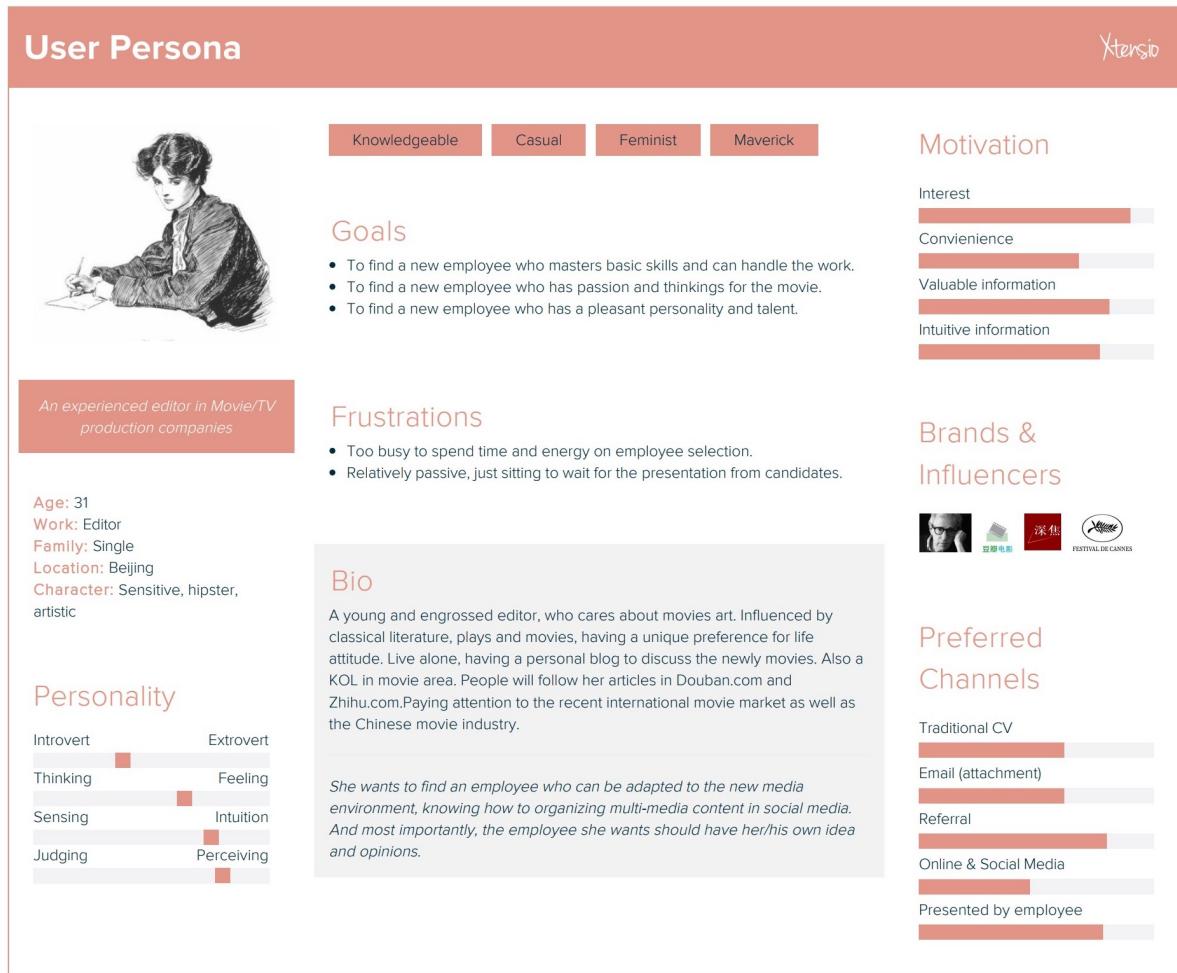


Figure 1. User Persona

During the interview, I asked 2 simple questions: if there is a candidate who has a personal website, what content you want to see from the website? And in what way you prefer to see them? And the participants told me that the traditional CV is still important, but personal website can be a plus to prove my front-end ability and knowledge, and it can also reflect my aesthetic and comprehension of new media use. More importantly, it can be an easy entrance

to check my previous work. Therefore, when they look through this website, they will pay attention to those the plain CV cannot directly show, like the portfolio and more pan-things to better know my personality. But the basic information can also be included. And it is obvious that they most possibly will check it in mobile-end.

To better know the more specific and exact needs when user access to my website, it is necessary to put myself in their real scene. Therefore, the further step is to map the visitors' journey based on research, as shown in figure 2.

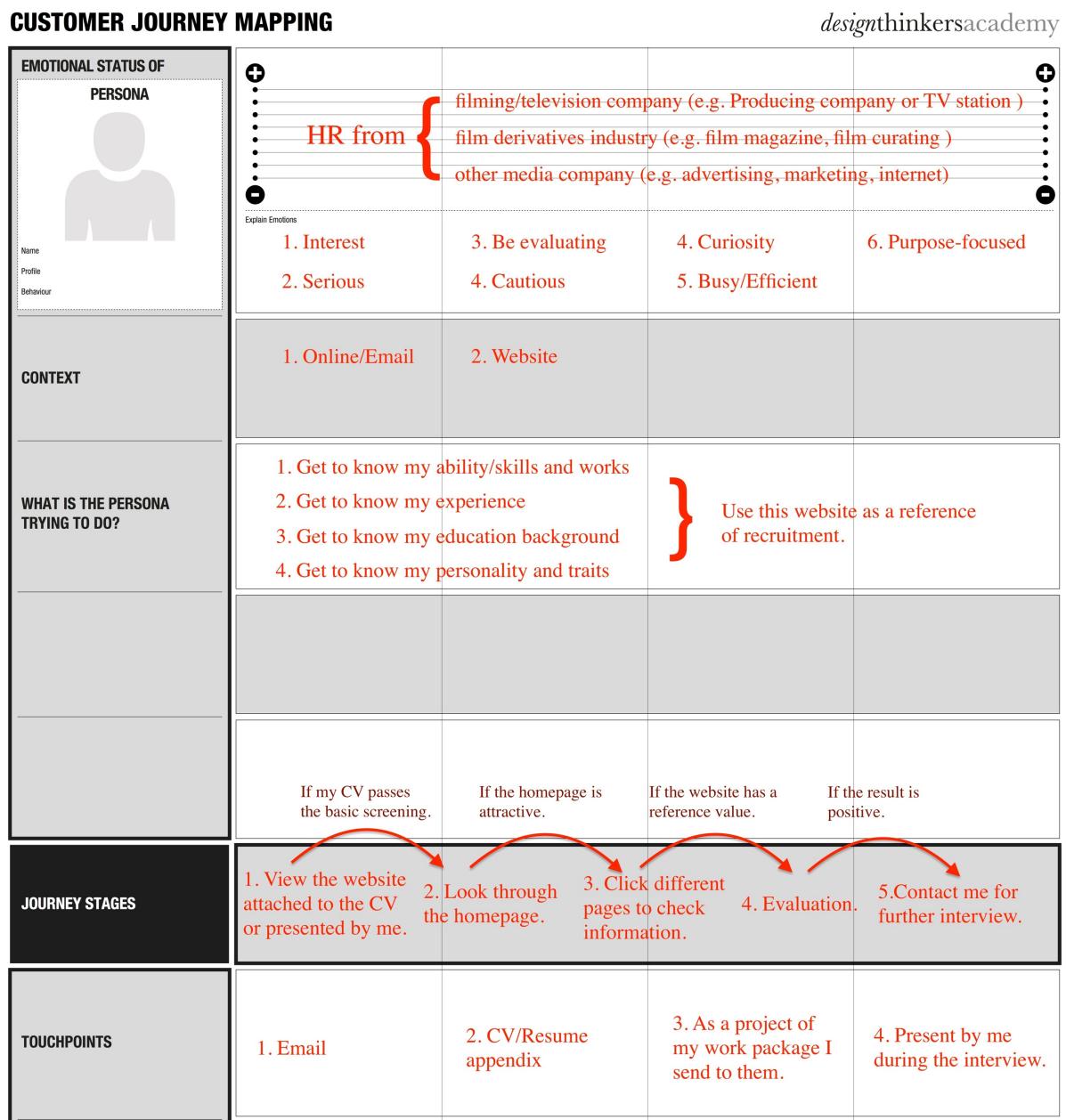


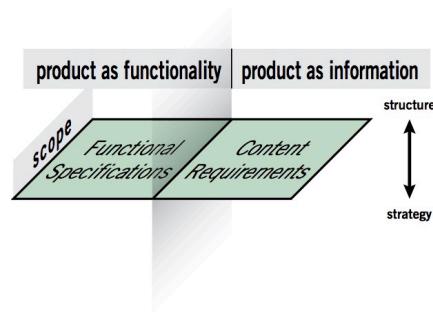
Figure 2. Users' Journey Map

And based on the persona, interview and journey map, it will be not hard to find the user needs, which can be summarized into 3 aspects:

1. Get to know something about me behind the CV. And among those the portfolio and experience matter a lot.
2. Get to know my potential and understanding of movie area and work-related field.
3. As easy and convenient as possible to locate the information they want.

Scope Plane

On the scope plane, I face a new question: What am I going to make? And this question can be addressed from 2 parts: functionality and content.



Functional specifications

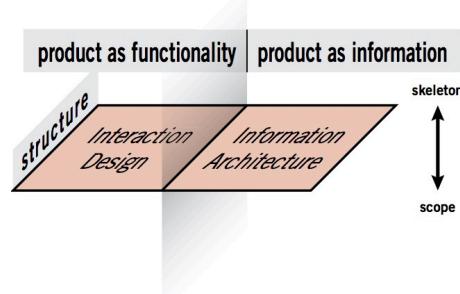
- 1) An easy-to-find navigation. Considering the busy status of users and to meet the need of convenience, the navigation bar should be effective and easy-to-find. So, I will keep the navigation bar in a consistent and prominent position.
- 2) Share button: from the persona, we can know that the referral can be an important channel, especially in media industry, where a recommendation from acquaintances is much effective than CV. So, I will add a share button to SNS, which can improve my exposure opportunities.
- 3) Download resume: as mentioned before, the plain resume is still important. In case of user do not have my resume or prefer to see in a more traditional way, I will offer a click so that they can directly download my resume.
- 4) A variety of ways to contact me. Once they share my website, or see my website from some recruitment website, it is essential to offer different ways to contact me, implicating “Hire me!”. Apart from the email and phone, they can also get to me on SNS.

Content requirement

- 1) Basic information. Although users may already saw my basic information in my resume, to keep the integrity of this website and also for some special cases, I will put identity, education, experience and awards. But they are all in one section, so that users will can easily skip it.
- 2) Skills. Because users value this part, therefore I will aside a separate part for it.
- 3) Portfolio. As mentioned before, portfolio can be the most important part of my website. Without the limitations in plain CV, it can be showed in a more vividly way. All my work will be in categories so that users can choose to solely see what they care about.
- 4) Homepage. A picture to show my image, some keywords to define my identity.

Structure Plane

To build the structure of website, there are two aspects needing consideration. First is structure of content (information architecture), second is structure of function (interaction design).



Information architecture

One-page website is good, but I will choose multi-page structure. The reason is quite simple, most of the personal websites are one-page, and I want my website a little different. And multi-page structure can add the depth of my website. Apart from basic information, I will focus on portfolio, and also add a section about movie world. Below is the sitemap of my website, from which the structure of content can be clearly understood (see figure 3).

Interaction design

In scope plane, I already think about several functions, but it is important to let them interact with users. Below is a flow figure illustrating the users flow (structure) within some functions in some of the pages. (see figure 4)

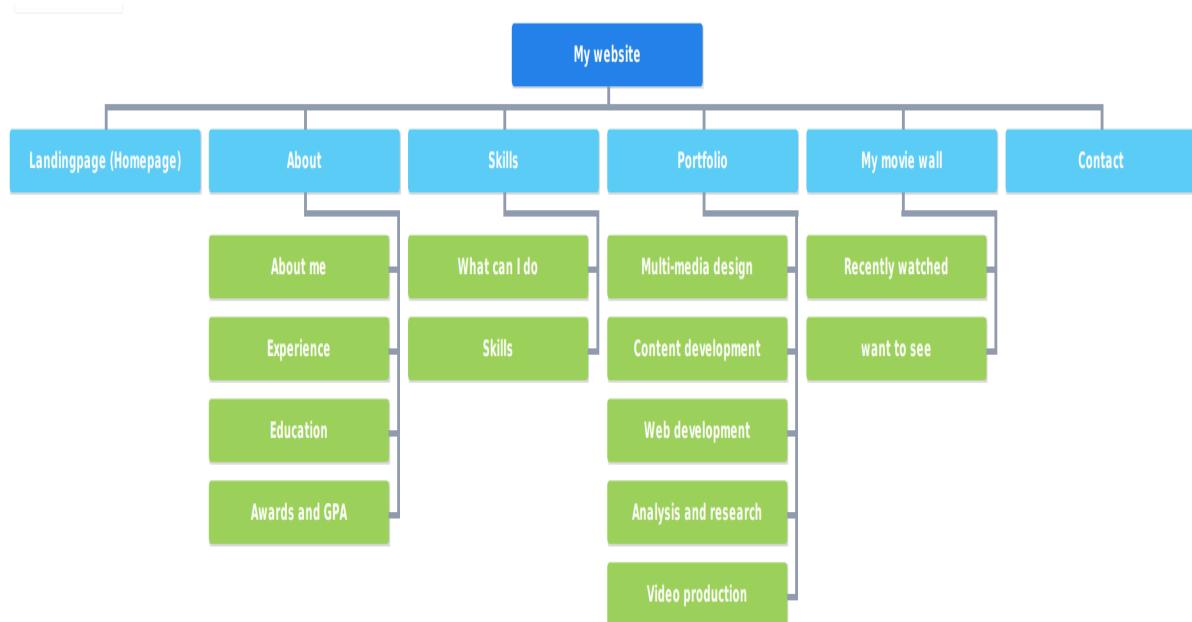


Figure 3. Site Map

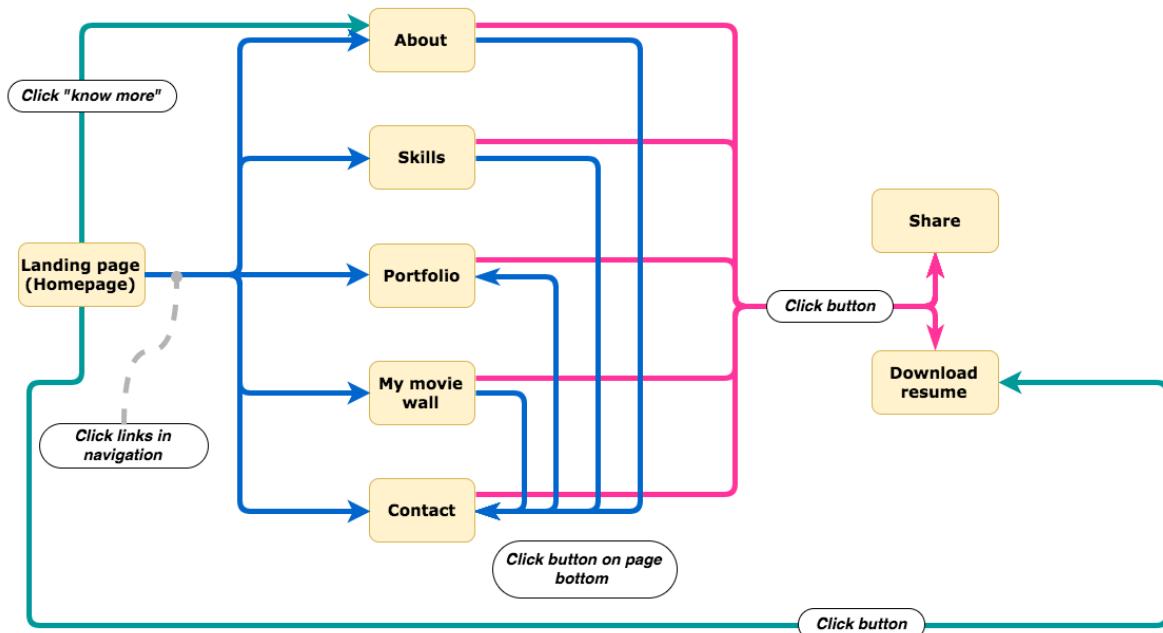


Figure 4. User Flow

Skeleton Plane

At this stage, I need to think about how to present those content and little functions based on structure.

The wireframe can help me to quickly have an “interior rendering sketch”, and the basic layout will be built.

There are 6 pages including the homepage (landing page), and 5 sub-pages. And in portfolio page, each work of mine will have a separate introduction page. Based on the strategy, scope and structure planes, and also some basic design principles, below are the prototypes of each page that I have developed (see figure 5-11).

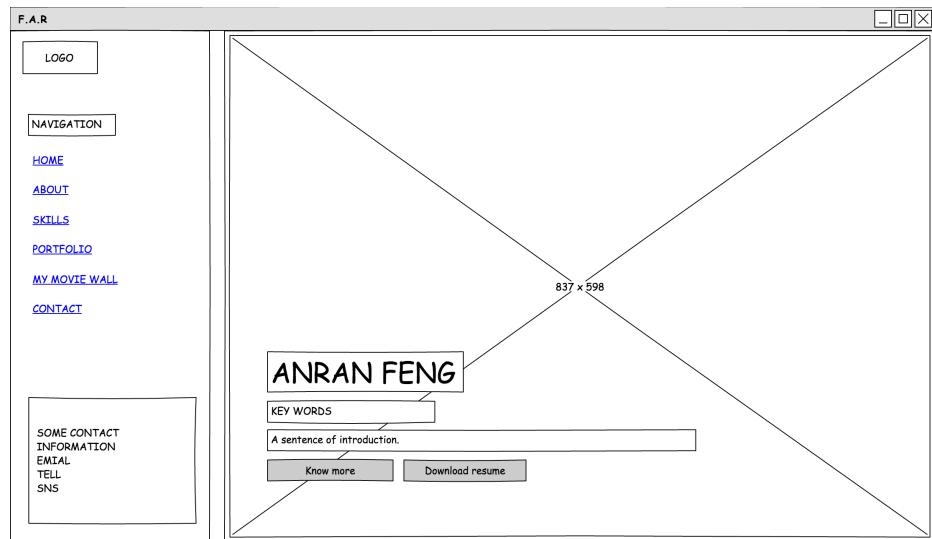
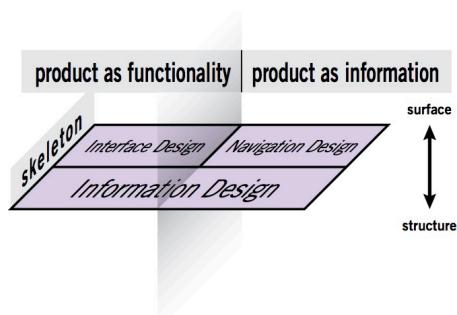
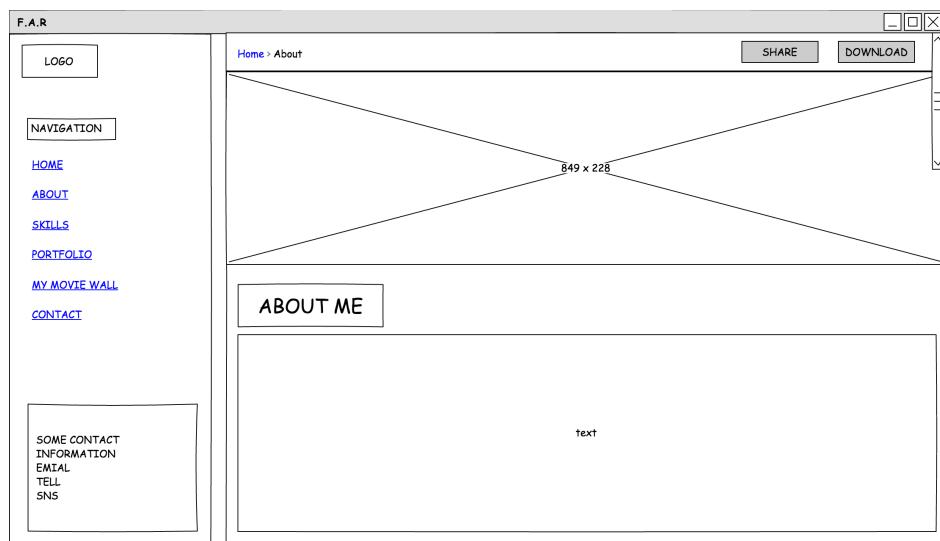


Figure 5. Wireframe – Homepage



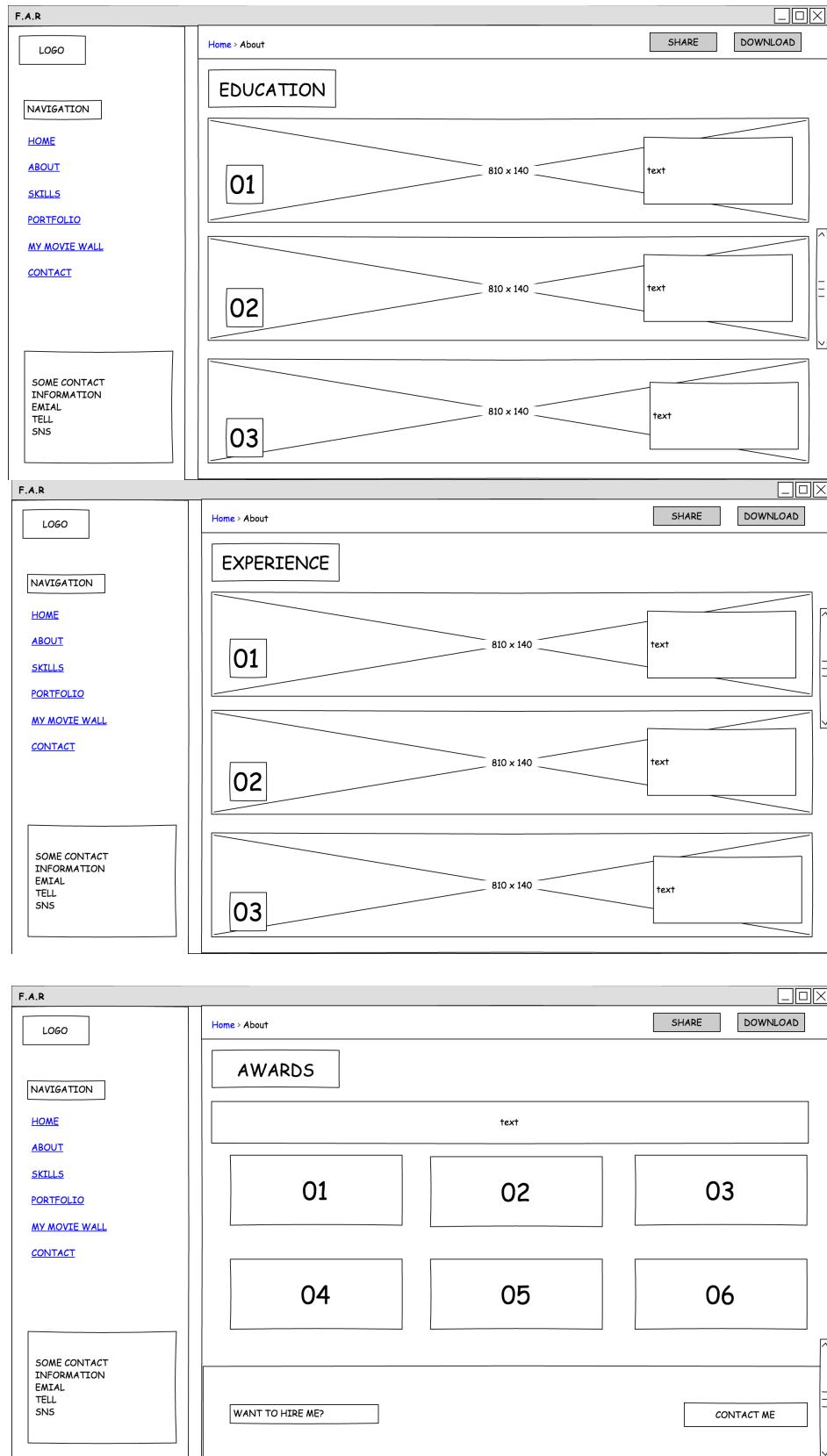


Figure 6. Wireframe – About Page

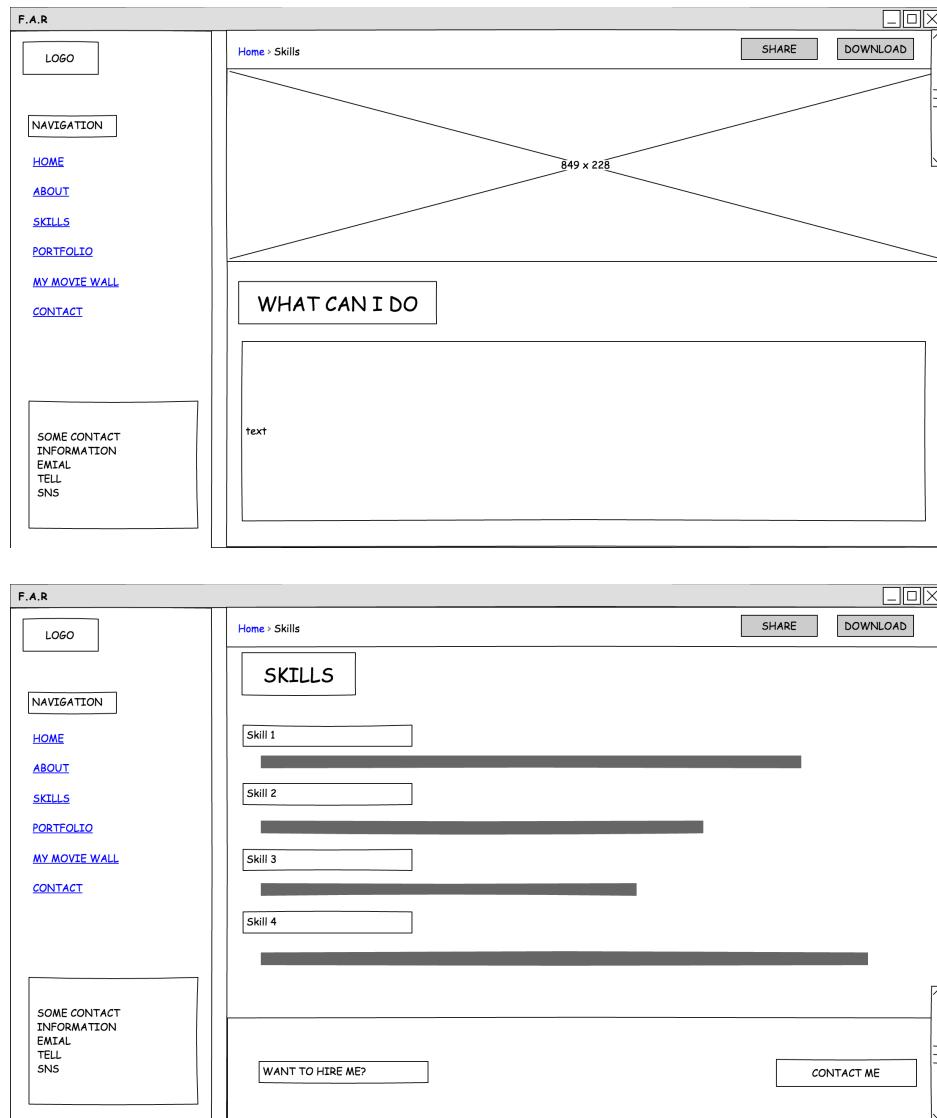
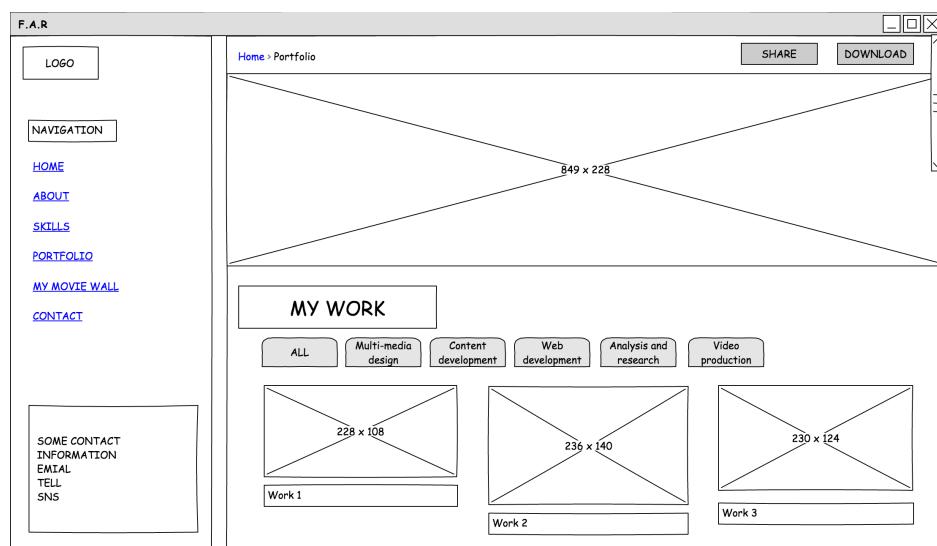


Figure 7. Wireframe – Skills Page



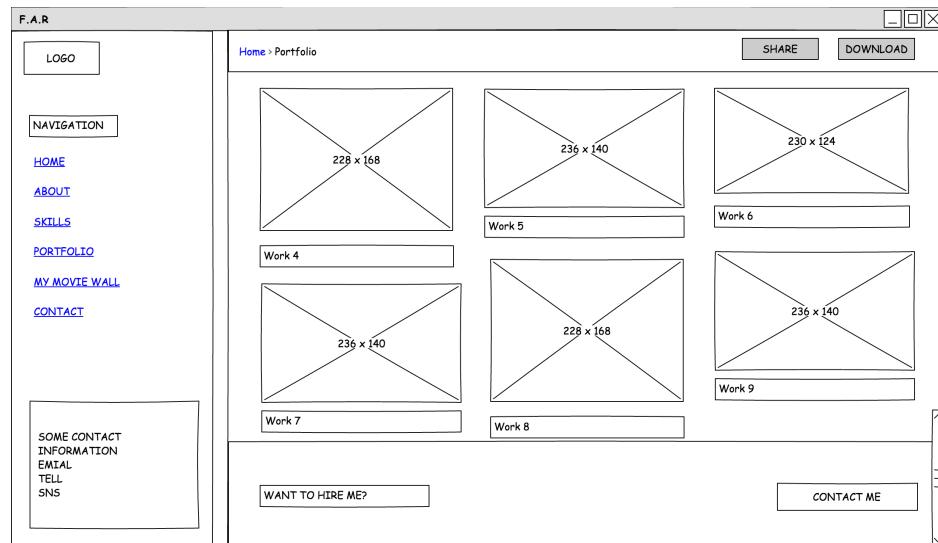


Figure 8. Wireframe – Portfolio Page

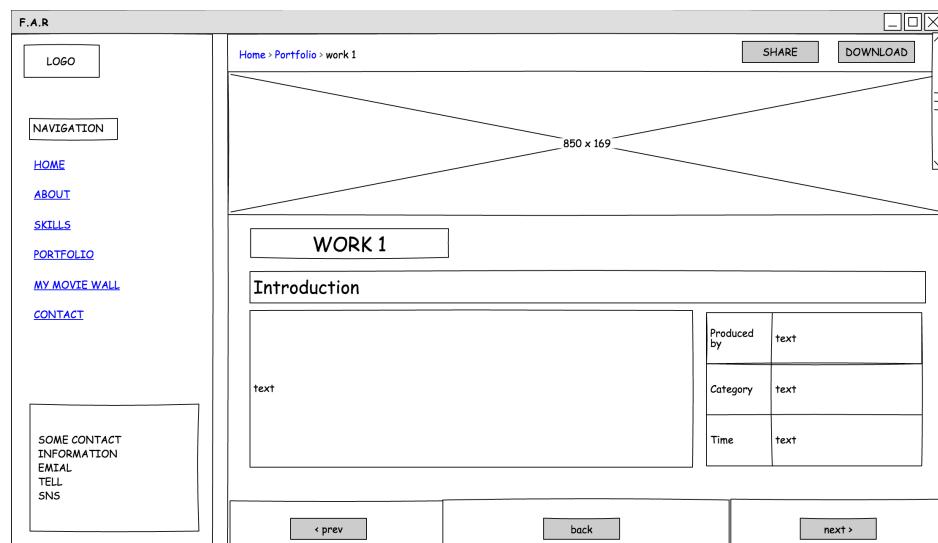
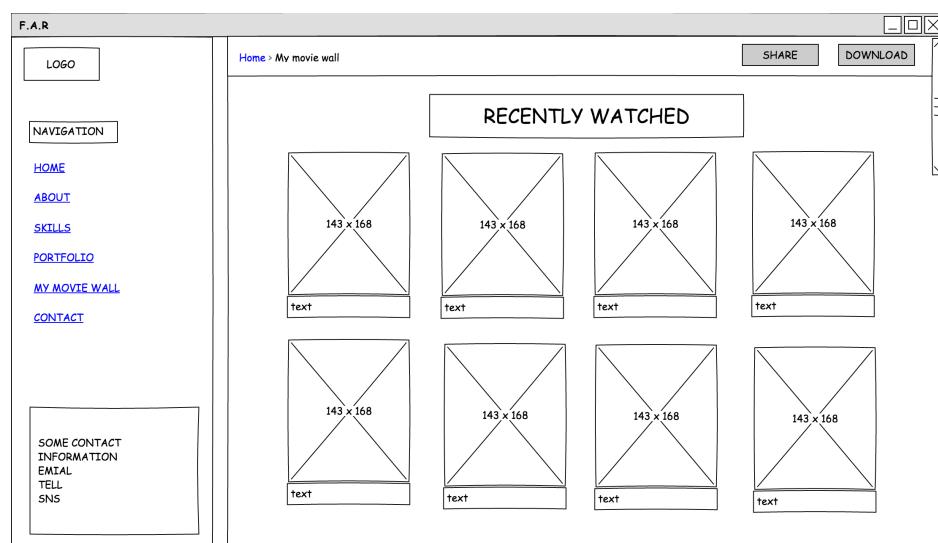


Figure 9. Wireframe – Single Portfolio Page



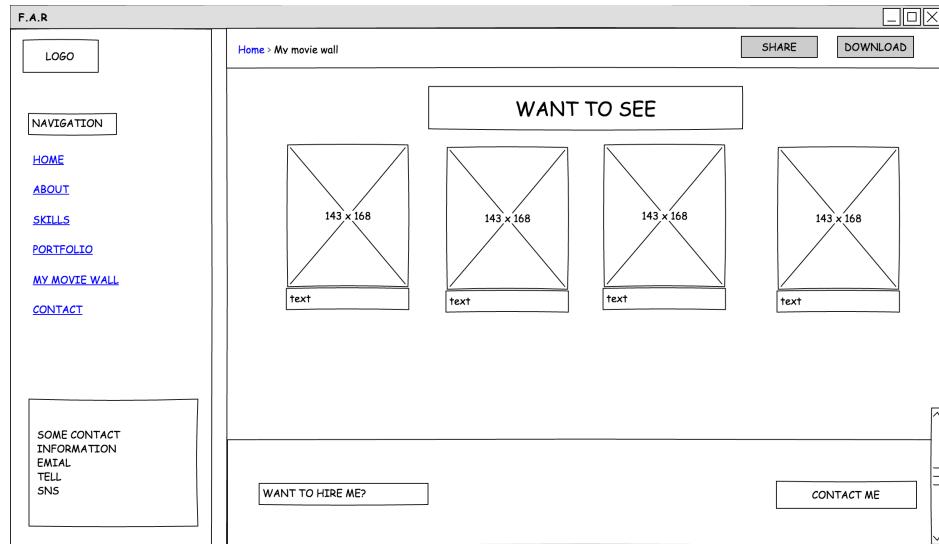


Figure 10. Wireframe – My Movie Wall Page

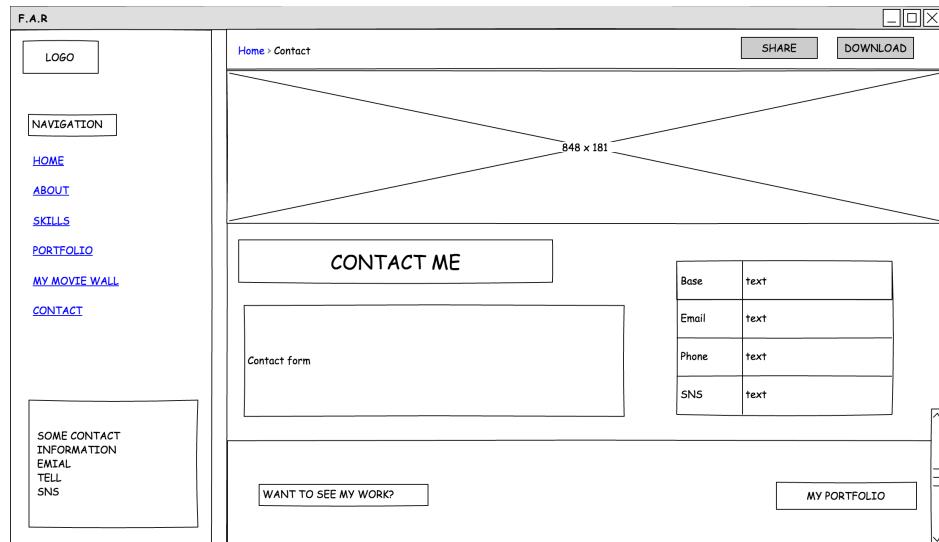
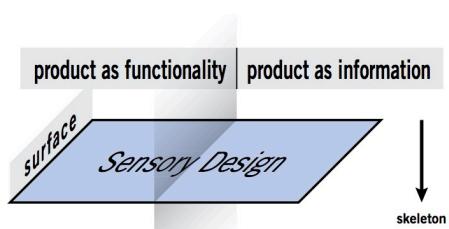


Figure 11. Wireframe – Contact Page

To meet the principle of mobile first, it is necessary to consider the presentation in mobile-end, therefore I also developed the framework for iPad and mobile phone. The basis keeps the same, main change happens in navigation and some buttons.

Surface Plane

I already primarily arranged the fundamental layout on the skeleton plane. Here on surface plane, it is time to color it and make it alive.



As a movie lover, my dream work is related to movie, which I already mentioned, and organized some content for it. Similarly, in visual expression, I will keep following the movie theme. I came across an idea of building the website like a cinema, where is dark and the only light came from the screen. Established this theme, each visual component is designed as follows:

Color scheme

First, the whole tone of website will be stable and calm, the gold and black match is classic and can be an icon color of the art of movie, as shown in figure 12.

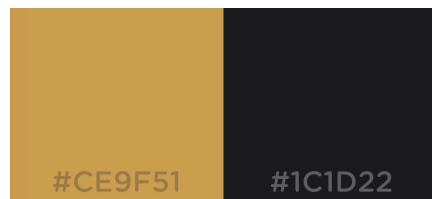


Figure 12. Color Scheme

Logo design

A logo will enhance the recognition of this site. As the guest said in the final class presentation, in job market, everyone is like a brand. I designed a logo using initials of my name: F, A, R on the header of navigation and the shortcut (favicon) (see figure 13).

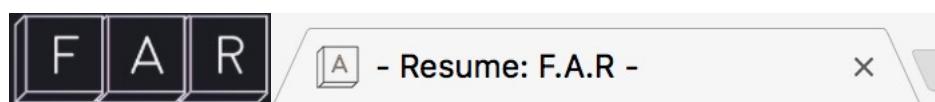


Figure 13. Logo

Visual presentation in PC browser

Here are some screenshots of my website (see figure 14-17).

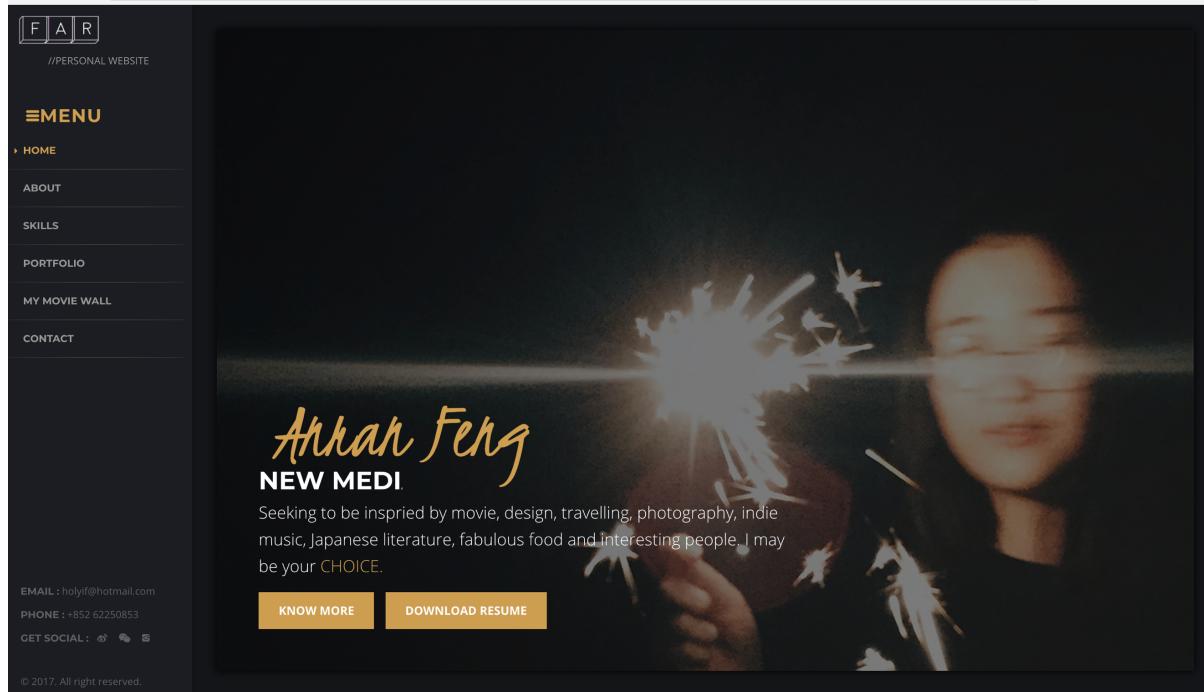


Figure 14. Landing Page

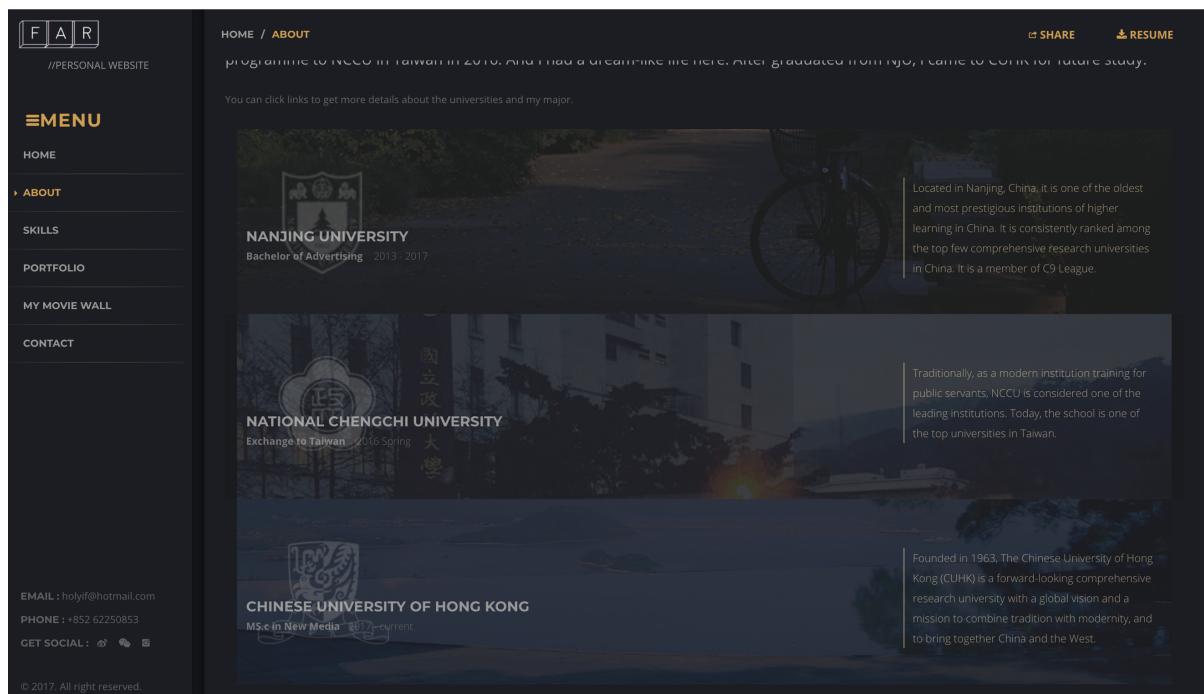


Figure 15. About Page -Education

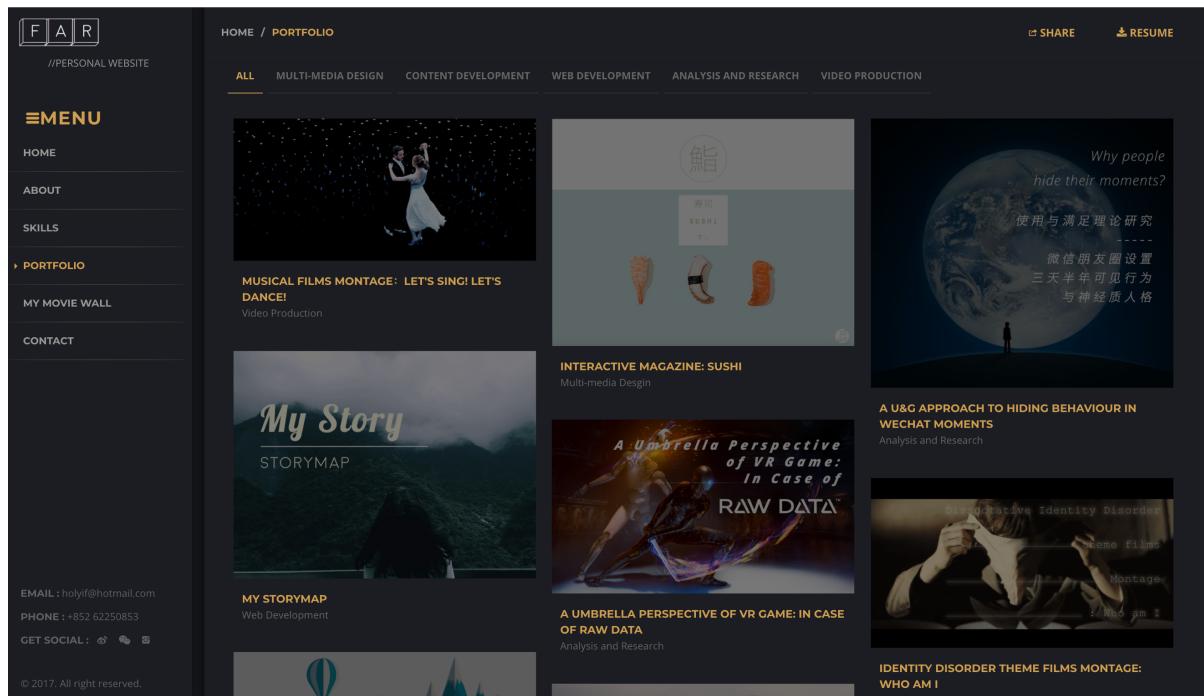


Figure 16. Portfolio Page

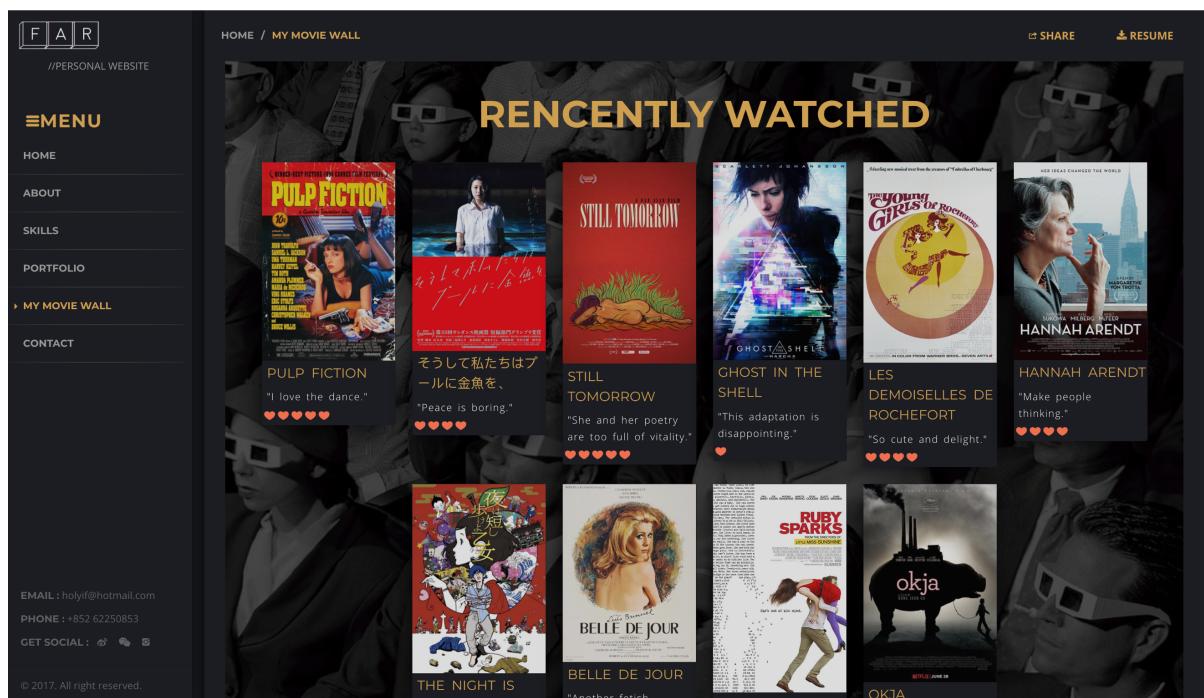


Figure 17. My Movie Wall Page

Visual presentation in mobile end

Because of the universality of mobile phone and pad, I have to pay attention to the effect on mobile end. All the design of my website is responsive. Below are the screenshots of my website when on iPad (see figure 18-19) and on mobile phone (see figure 20).

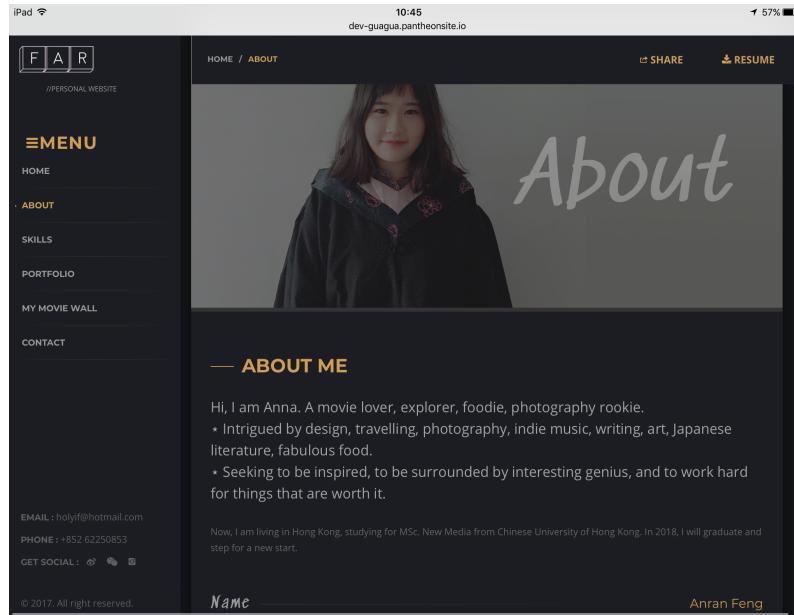


Figure 18. Horizontal iPad Version

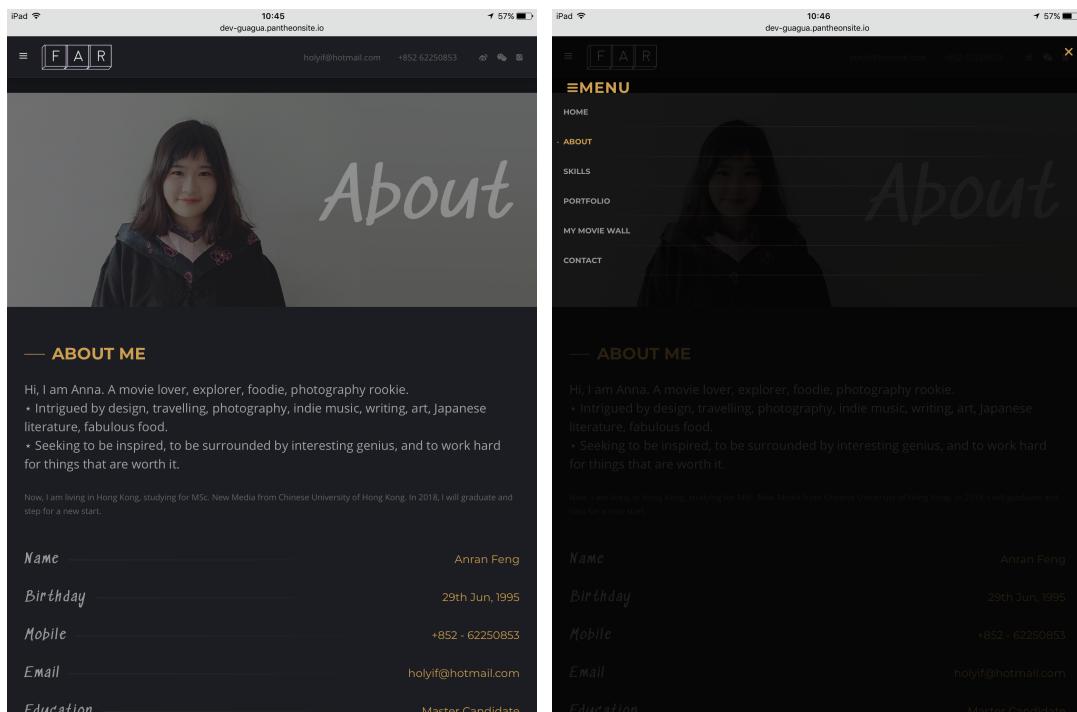


Figure 19. Vertical iPad Version

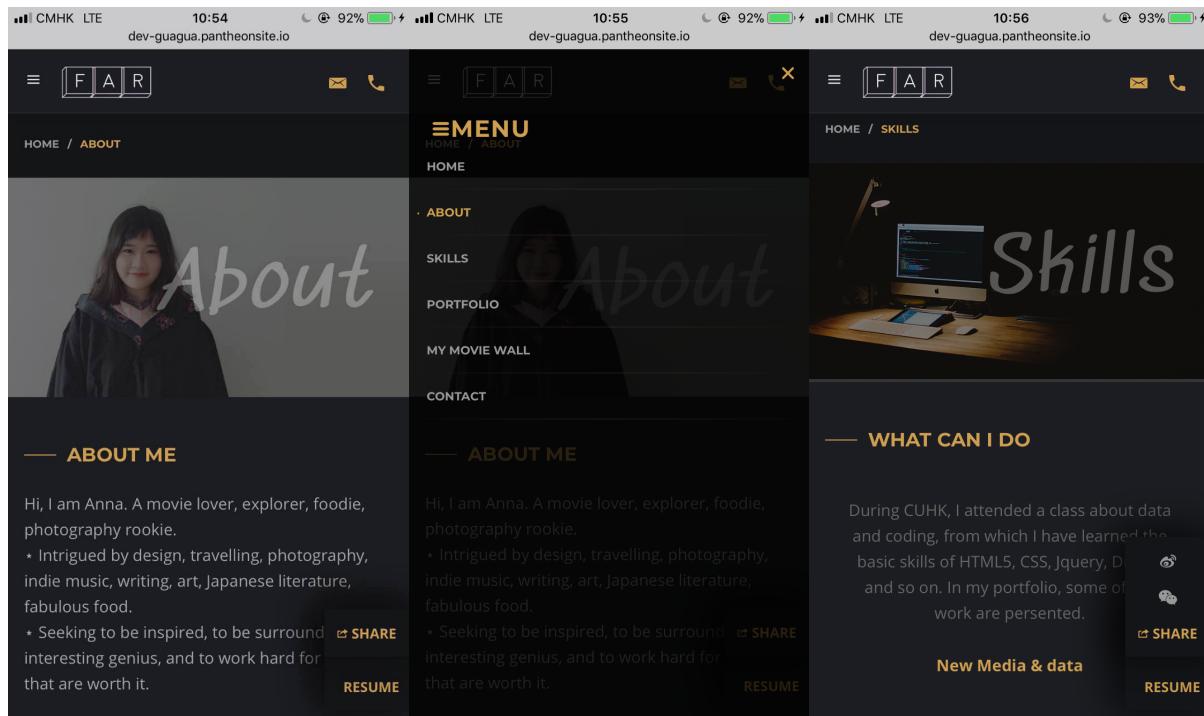


Figure 20. Mobile phone Version

Usability Test

Before I finally launch my website, there is an important step to examine how it performs. A usability test cannot be ignored. From our class, we already knew that just testing with 5 people can help me find most problems. So, the problem is which part of my website will be examined? There is an article *User Experience Design* (Morville, 2004) fully concluded a *User Experience Honeycomb* (see figure 21), covering 7 indicators for usability.



Figure 21. User Experience Honeycomb

Test plan dashboard

Before this usability test is conducted, I developed a dashboard (see figure 22), where all the indicators were included in my test objectives. And there were 5 participants from my classmates, friends and previous HR. Some are remote tests, but the operation has been recorded.

USABILITY TEST PLAN DASHBOARD				
AUTHOR Anran, F-eng	CONTACT DETAILS	FINAL DATE FOR COMMENTS		
PRODUCT UNDERTEST What's being tested? What are the business and experience goals of the product? My website	PARTICIPANTS How many participants will be recruited? What are their key characteristics? TEST TASKS What are the test tasks? 1. Get to know my information and assess if I fulfill the requirement. 2. Download my resume. 3. Get in touch with me. 4. Share this website.	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? LOCATION & DATES Where and when will the test take place? When and how will the results be shared? 12.2		
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? It will help to find its bugs and problems that I need to fix. And the feedback will improve next version.	EQUIPMENT What equipment is required? How will you record the data? Laptop Smart phone Note-taking and recorder.			
PROCEDURE What are the main steps in the test procedure? 				

The Usability Test Plan Dashboard is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. Attribution: www.userfocus.co.uk/dashboard

Figure 22. Usability Test Plan Dashboard

Usability Test

After the test, I did a little questionnaire about all 7 indicators and also an in-depth interview. And many valuable feedbacks really helped a lot to improve my website. First is the result of the questionnaire, I used a 5-point Likert scale (1-strongly disagree, 5 strongly agree). A, B, C, D, E each represent 5 participants. This questionnaire can show the overall performance of my website. As shown in table 1, the performance of each is quite good, which means there is no fatal flaw.

Table 1. Usability Test Questionnaire

<i>How do you agree?</i>	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>
<i>Content is Useful</i>	4	3	4	4	4
<i>Functions are Usable</i>	4	4	4	4	4
<i>Design is Desirable</i>	5	4	3	3	3
<i>Information needed is findable</i>	3	4	4	3	4
<i>Website is Accessible</i>	4	3	4	3	3
<i>Information offered is Credible</i>	3	3	3	4	4
<i>Information and content is Valuable</i>	3	4	3	3	4

But when I have a depth interview with them and analysis the operation they had, some specific problems and bugs were found (see table 2). And in the last class, a guest invited by Bernard also came up some suggestions, which are also included in this table.

Table 2. Problems and Bugs

<i>Problems</i>	
<i>Useful</i>	1. Lack of Chinese version;
<i>Usable</i>	2. Apart from the homepage, there is no button of download pdf resume; 3. Wechat QRcode didn't show up;
<i>Desirable</i>	4. Homepage image may not that formal (too dark); 5. The speed of slider is a little bit fast; 6. The position of each school's logo is not in a line;
<i>Findable</i>	7. The text colour of my internship description is too shallow to clearly see;
<i>Accessible</i>	8. The loading time of portfolio page is too long; 9. People in mainland China cannot see Google Map in contact page;
<i>Credible</i>	
<i>Valuable</i>	10. The percentage of skills is meaningless.

Solution

Problems have already been detected, I need to fix them. Some technical problems like “3. Wechat QRcode didn't show up;” “5. The speed of slider is a little bit fast;” “6. The position of each school's logo is not in a line;” “7. The text colour of my internship description is too shallow to clearly see;” are easy to be solved.

For problem1 (“*Lack of Chinese version*”), I will try to develop a Chinese version in the future.

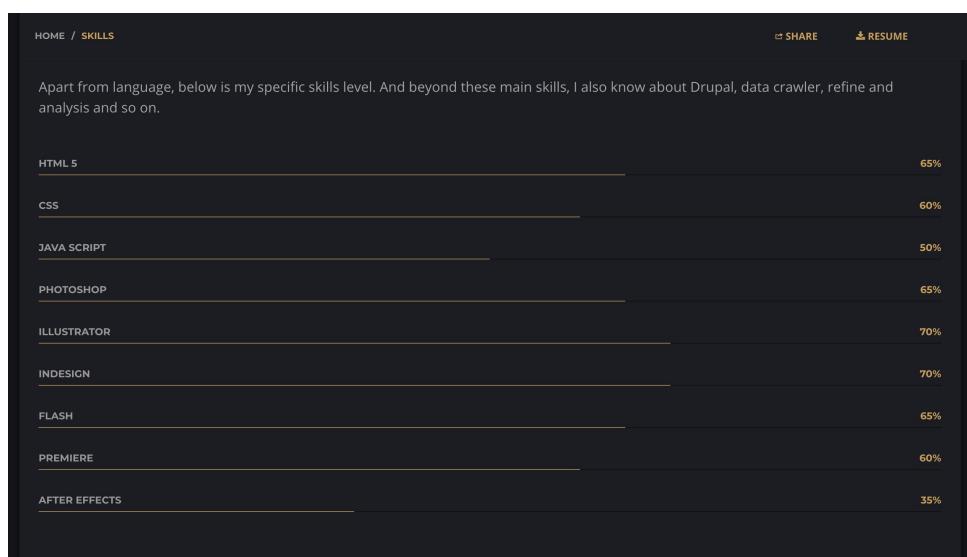
For problem 2 (“*Apart from the homepage, there is no button of download pdf resume*”), more download buttons have been added to the header of all page.

For problem 4 (“*Homepage image may not that formal (too dark)*”), I will conduct an A/B test for it. Because the original intention of using the current picture is to create a light and dark comparison. But the participants suggested that a clear personal picture will be better. It is hard to decide, so I will let the A/B test tell me the answer.

For problem 8 (“*The loading time of portfolio page is too long*”), I have compressed the pictures, but situation is not improved much, I will continue to spend time to solve this problem.

For problem 9 (“*People in mainland China cannot see Google Map in contact page*”), I will change it to accessible map after I return mainland.

For problem 10 (“*The percentage of skills is meaningless.*”), I changed the visual presentation as shown in figure 23. And if click or hover on each item, there will be an entrance to my corresponding work.



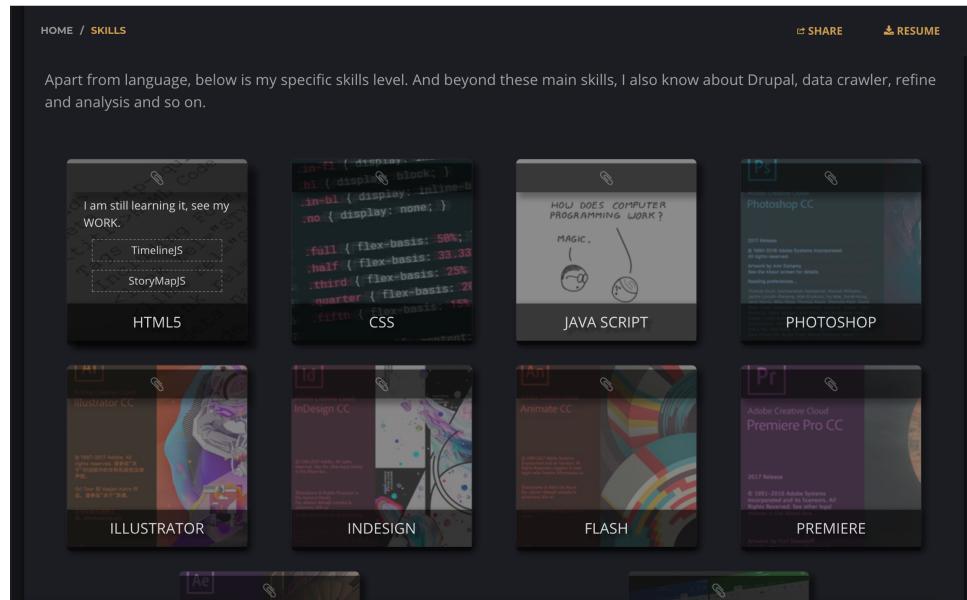


Figure 23. Before and After in Skills Page

A/B Test

During the process of building this website, I still feel uncertain and indecisive about the homepage image arrangement. And the feedbacks from usability test also reflect this problem. A/B test is a quantitative method which can address this problem, depends on the results, I can easily have the answer to my confusion.

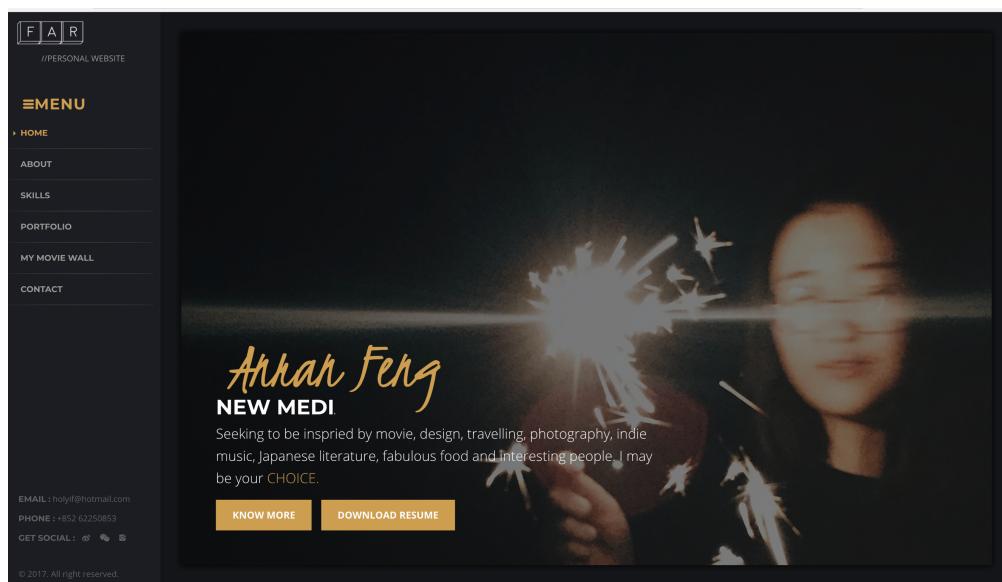


Figure 24. A/B Test – Original

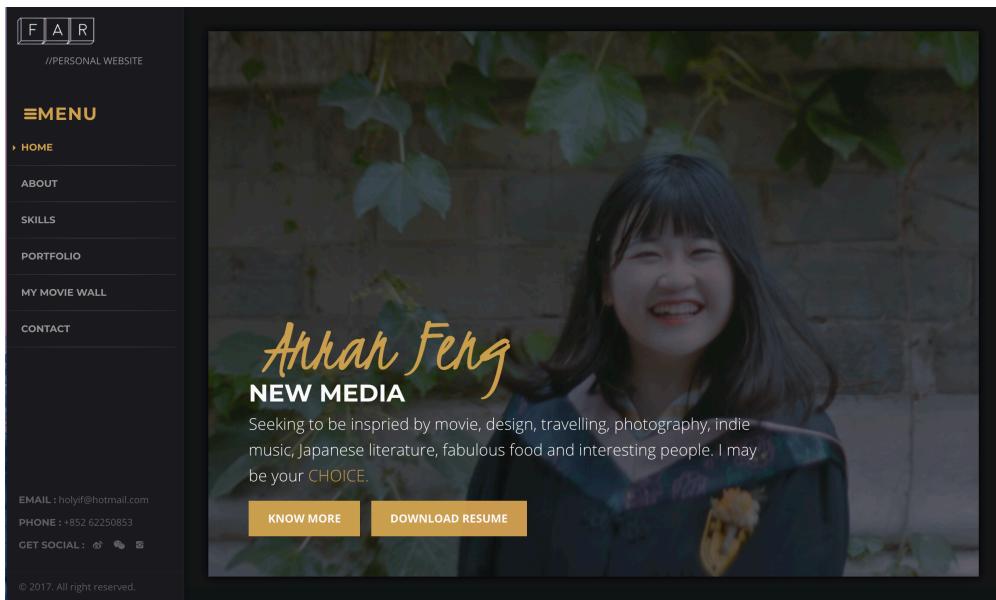


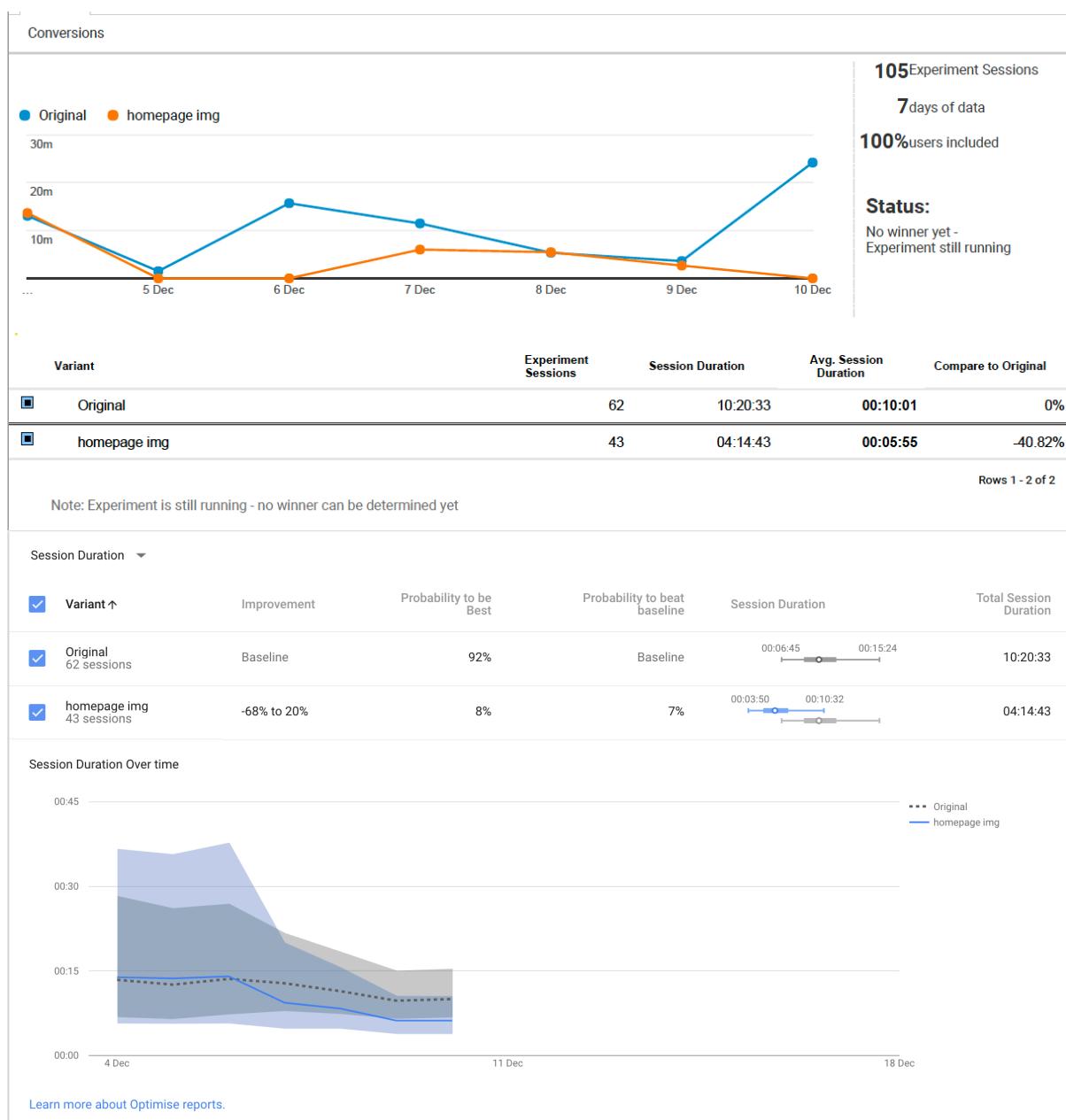
Figure 25. A/B Test – Variant 1

To figure out what is the best choice of the image for the homepage, in the variant version, I change the image to a brighter picture, from which users can clearly see my face, and it will be more formal (see figure 25). But the original version will form a strong contrast and be more harmonious with the theme and tone (see figure 24).

This test was last for 7 days, it will be better if it runs more than 1 week. And I set objectives to compare A and B. The main experiment objective is session duration and I also set two additional objectives, bounces and the conversion rate of destination to contact page. The main reason is to examine will A or B image keep them stay and attract them to contact me.

After 7 days, I have collected 105 experiment sessions, and found there is a difference. From the figure 26, it seems that the original version will be better although there is no winner yet. As shown in figure 27-29, compared to the original, the average of session duration is 40.82% lower. For bounce rate, the variant version is 13.95%, higher than 8.06% of original version. For conversion rate of contact page, the variant version still had a lower rate of 11.63%, while the original one is 24.19%. From these data, the variant version was proved to have a low probability to beat baseline. Therefore, I will keep the origin images for homepage.

Improvement Overview				ADD OBJECTIVE
Variant ↑	Session Duration (Primary)	Bounces	×	Contact page (Goal 2 Completions) ×
Original 62 sessions	Baseline	Baseline		Baseline
homepage img 43 sessions	-68% to 20%	-418% to 48%		-80% to 27%

Figure 26. A/B Test – Overall*Figure 27. A/B Test – Session Duration (Reports from GA & GO)*

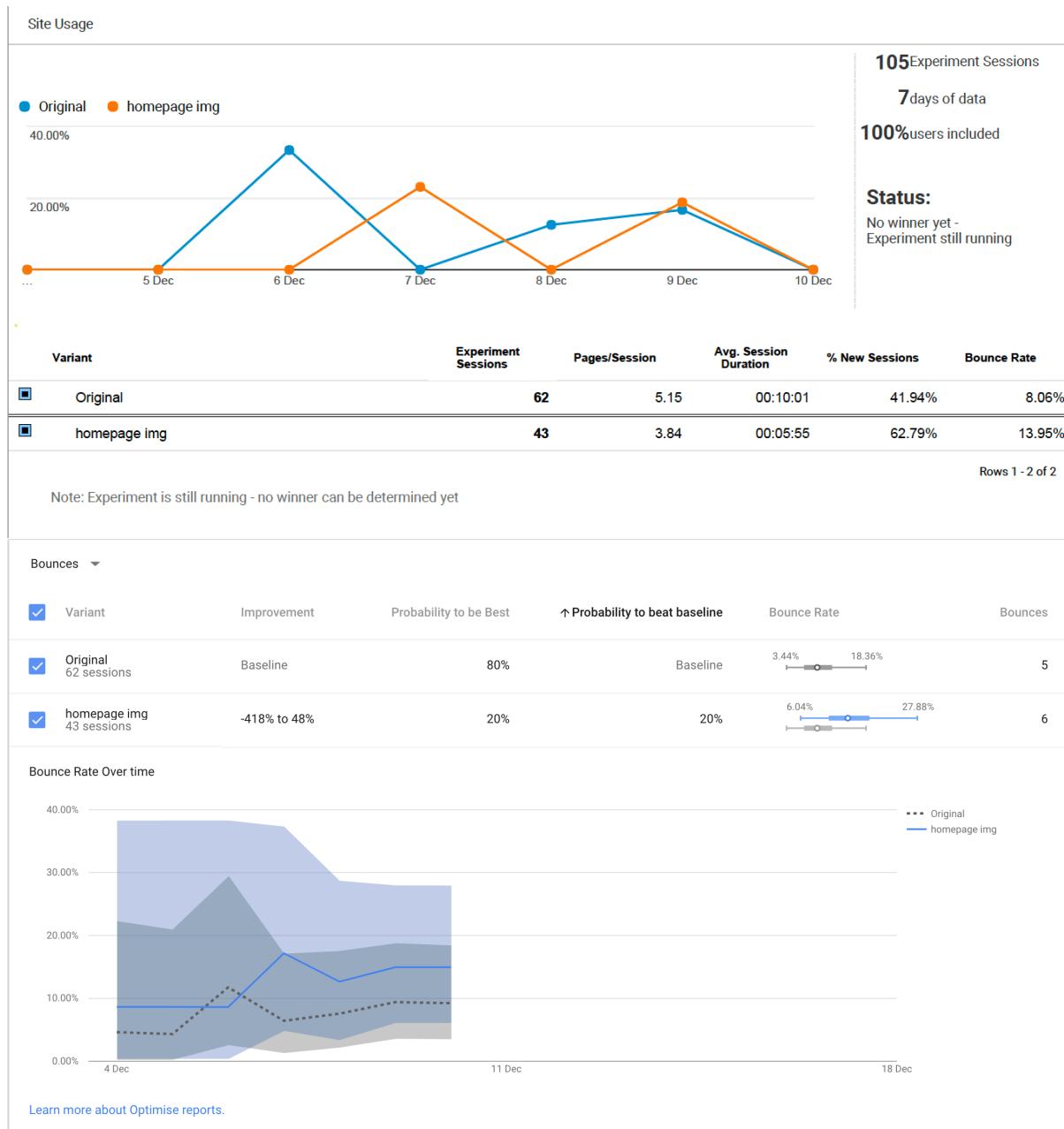


Figure 28. A/B Test – Bounce Rate (Reports from GA & GO)



Figure 29. A/B Test – Conversion Rate of Contact Page (Reports from GA & GO)

Analytic Metrics

After my website was deployed, a quantitative method has to be used to measure the performance and the data can be analyzed to help me better understand users and improve my website. I designed a dashboard (see figure 30) on Google Analytics, here I will elaborate all the metrics and widgets.

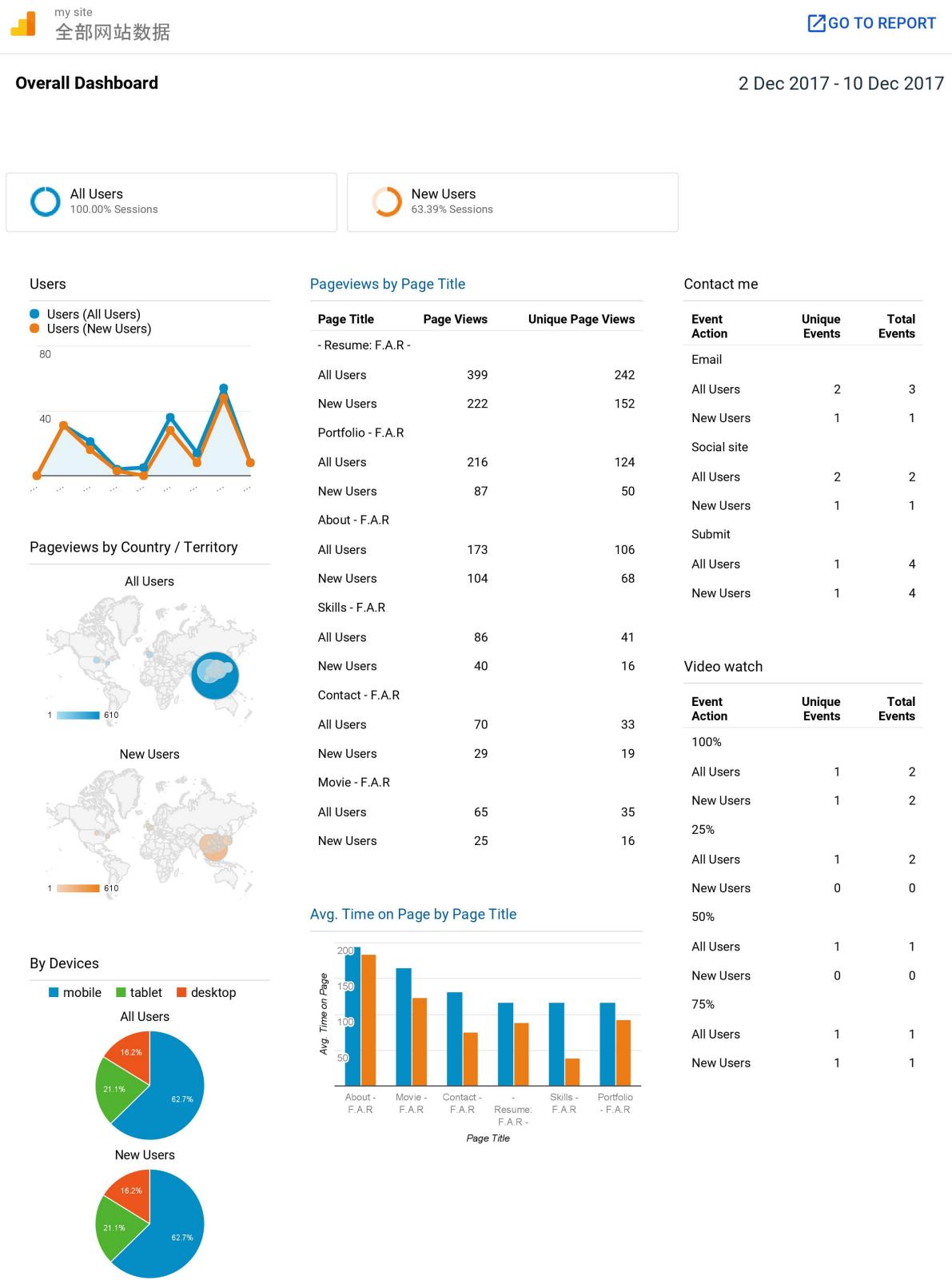
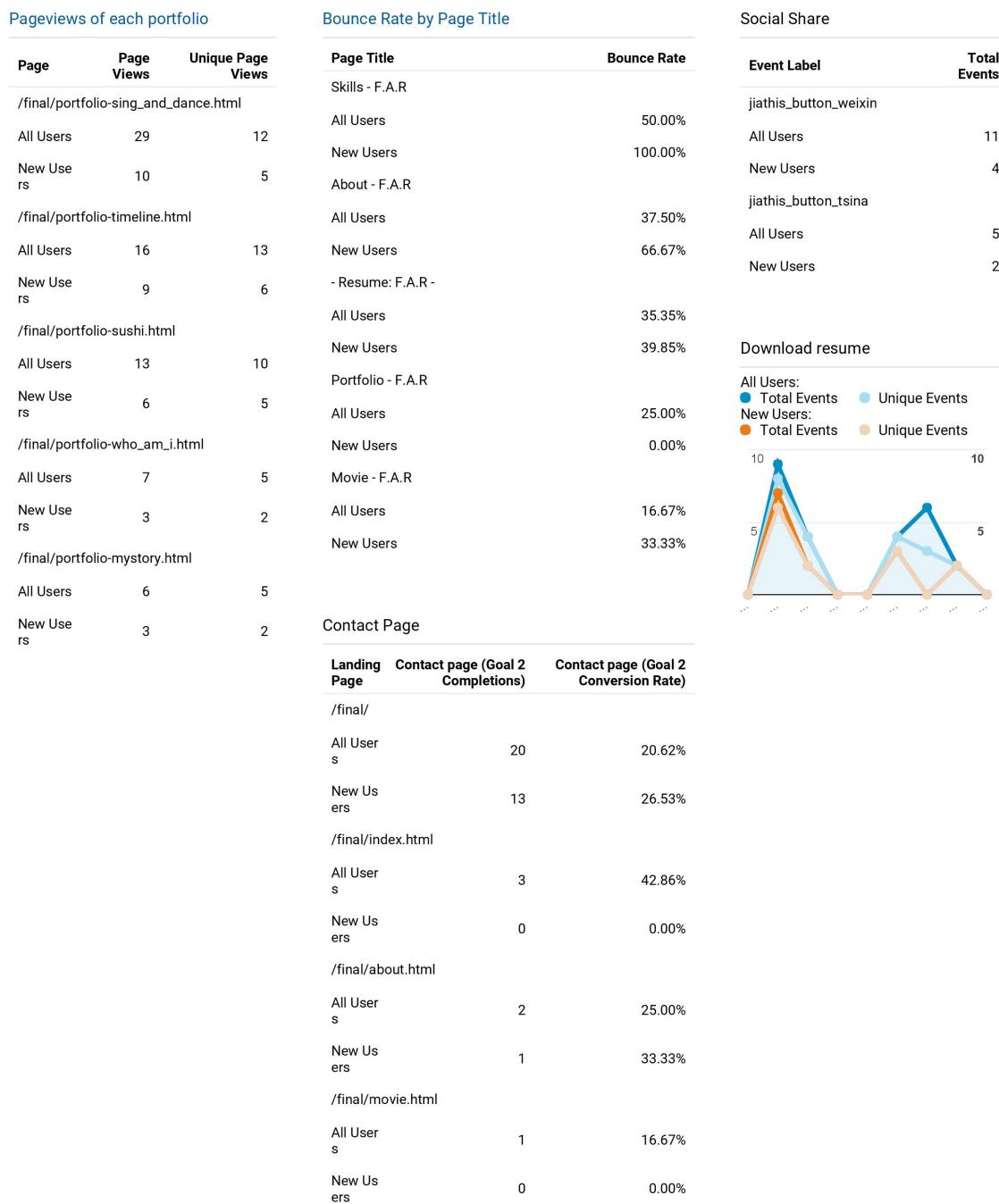


Figure 30-1. Google Analytics Dashboard (I)



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Figure 30-2. Google Analytics Dashboard (II)

(1) Users, Pageviews by Country/Territory, By Devices

These three widgets are on the first column in figure 30-1, showing the basic information about the visitors. How many are the total users and new users? Where did they access my website? And what devices they use? The data show that most of the visitors are new users from China. And it worth mentioning that the mobile is important since it takes more than 60% in the pie chart. Learning from this data, I may consider enhancing the user experience on mobile-end.

(2) Pageviews and Avg. Time on Page by Page Title

These two widgets are on the middle column in figure 30-1. The reason why I choose to have monitor each page rather than the overall is that I can have a much specific understanding which page users like to visit to, so that I can make targeted improvements. The data tell me the landing page (-Resume: F.A.R-) was most viewed, followed by portfolio page (Portfolio- F.A.R). This result is quite satisfying because letting people know about my portfolio is the key target of this website. While the average time on about page and movie wall page is relatively high, the possible reasons may be that the content amount on about page is greater than other pages, while for movie wall page, visitors may be quite interested in the movies I shared. I will pay attention to this and update the movie list more frequently.

(3) Pageviews of Each Portfolio

This widget is on the first column in figure 30-2. The portfolio page is the emphasis, I want to know which work attract users most, hence I collect the pageviews of each portfolio. From the table, the popular work are video and web-development. And the results are not that ideal, the pageviews are lower than the portfolio page, which indicates that visitors only saw the overview and they did not click each work to see the detail. Thus, I will try to add more entrances and emphasis to each portfolio page.

(4) Bounce Rate by Page Title

Next to the pageviews of each portfolio is the bounce rate by page title, which illustrates some problems. From the table, the bounce rate of skills page is so high to 50% for all users and 100% for new users, clearly, it is not a normal figure. The main reason is that skills page is much shorter, and users even don't need to scroll. They quickly scan then quickly leave. To ameliorate this problem, I have made more interactive and attractive components in skills page after inspired by the guest in the class (refer to the figure 23). While the good news is that the bounce rates of portfolio page and movie wall page are the lowest.

(5) Event

I also customized 5 events to examine the goal.

5.1 Contact me and contact page

One of the KPIs of this website is to attract users to get in touch with me after they see this website from social media share. Because I made a contact page and also many contact buttons and links on each page, I thus made two widgets. The *Contact me* widget is on the right top in figure 30-1, which collects the numbers of click on links to my email, my social site (Weibo, WeChat, Instagram) and also on the contact form submission buttons. It can record the actual operation of visitors who really tried to contact me. While the *Contact page* widget reflects the users' contact intention by collecting the conversion rate of destination to contact page, and from which page they click to get to contact page.

5.2 Video watch

I have several video works in portfolio page, which I consider can best reflect my ability to read movies and aesthetics, and I would like to know have the users fully watched them. So, I embedded video code by Google Tag Manager, tracing the watching process. I can see which video they have seen in Event section in Google Analytics and even how many times they played and paused the video (see figure 31). If the data is not satisfying, I will try to make these videos more conspicuous and made more entrances for them.

	Total	1. sing_and_dance.mp4	2. who_am_i.mp4	3. where_r_u_going.mp4
Event Action	Total Events	Total Events	Total Events	Total Events
1. Played video				
All Users	14	7	3	4
New Users	6	3	3	0
2. Paused video				
All Users	8	3	2	3
New Users	3	1	2	0
3. 100%				
All Users	2	0	2	0
New Users	2	0	2	0
4. 25%				
All Users	2	2	0	0
New Users	0	0	0	0
5. 50%				
All Users	1	1	0	0
New Users	0	0	0	0
6. 75%				
All Users	1	0	1	0
New Users	1	0	1	0

Figure 31. Video Tracing

5.2 Social share and download resume

Apart from “contact”, downloading resume and sharing my website are also two of the KPIs. On the right column in the figure 30-2, the widget of *Social share* monitors how many times this website was shared, and which platform the visitors shared to, WeChat or Sina Weibo? The widget of *Download resume* will collect the clicks on download buttons, both total and unique. From these indicators, I can know whether and how is my goal achieved and it can make my future improvement more efficient.

Conclusion

There are still numbers of imperfection in the whole process of building websites. For example, the sample and visitors are mostly from my friends and classmates, rather than the real recruiters or HRs. And it is a pity that after many tries I finally fail to accomplish building a database via Drupal or other CMS, to fetch JSON in updating the portfolio page. And the initial idea of using the API to build the Movie Wall Page cannot come true, because the

API of douban.com shut down for personal use. However, during the process, I already practice the skills taught by Bernard, although some failed, I have tried my best at least. I think after this project, I can make the best use of the idea of all these concepts, and skills.