



# Final Web Design Report

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## **1.0 Introduction**

My understanding towards design thinking is that thinking like a designer can effectively generate inspirations from daily life to technological platform so as to address a vast range of challenges. Just as IDEO, an award-winning global design firm puts it like, “Design thinking, and brings together what is desirable from a human point of view with what is technologically feasible and economically viable.” Design thinking used to attach great importance on aesthetic appeal and evocative advertising, however, with the world becoming more and more connected, the innovation begins to encompass more human-centered approaches and principles while designing product and services. As for the process of website design, concern on users’ need and experiences should be emphasized from the initial content designing to the websites’ layout. This requires the website designer specifying the role of audiences at the very beginning and gaining an empathetic understanding of their motivations and needs. Empathy is the very first step of design thinking, which laid the foundation of content and distribution of the whole website. After acquiring the full knowledge of possible users, the next step for designer is to define the problems we are facing. Here, the major challenge for a website design is how to provide the necessary information to users in the

most effective and direct way, in that the time they are likely to spend on the website is rather limited. Thus, the first step for me to design my website is to draw a clear map of user experience, considering all actions they are likely to make while surfing my website.

The five UX plane serves as a great model for me to follow in the designing thinking process of my website. From abstract ideas to concrete content and layout, my website should bear the ultimate objective to motivate users' interaction with me and influence the decision they are going to make.

## **2.0 Strategy and Scope Plane**

First of all, before deciding content and structure of my website, I should have specified the following questions. Who is the target audience of my portfolio website and what the features of my target audience group are. Since this is going to be a platform to present my portfolios, the target audience should be HRs and recruiters who will also see my CV. My career objective is to enter the marketing or branding department of an Internet or FMCG (fast moving consumer goods) company. So there is a great possibility for recruiters from the industry to see my website as an attachment of my CV while hunting for jobs. After that, the next task for me is to figure out what kinds of people are the recruiters from such industries looking for.

Firstly, I did some online research. I reviewed some hiring notifications of branding or marketing positions on the job forum to find the requirements of such job position. Here is an example from hiring notification of marketing department of BMW China, which reflects many similarities and preferences of a successful candidates in such field. I summarized it to several points.

1. Good command of English.
2. Ability to synthesize information and communicate effectively
3. Promoting and analyzing ability

招聘要求	工作内容
<ul style="list-style-type: none"> <li>• Bachelor degree obtained from Engineering school, Business school or University</li> <li>• Experience in management consulting, venture capital, company creation or category management (retail) would be appreciated</li> <li>• Ability to synthesize information clearly</li> <li>• Ability to analyze large data sets to make strategic decisions</li> <li>• Good command of English, French and Mandarin</li> <li>• Proficiency in MS Office (Excel), VBA would be a plus</li> <li>• Internship of 6 months, 35h/week, ASAP</li> </ul>	<ul style="list-style-type: none"> <li>• Develop Market Strategy by identifying how products can be distributed and instruct the buyer teams</li> <li>• Work closely with the top management and marketing team to offer user interface and user experience solutions (creation of banners, enhancement of category tree, selection of products for the top of the page)</li> <li>• Increase the gross margin by optimizing the company's pricing</li> <li>• Establish concrete plans to present to the management team regarding the products pricing, categorization, sourcing and the identification of upcoming best sellers</li> <li>• Manage all the inventory tools for stock monitoring.</li> <li>• Create weekly campaigns and coordinating with the marketing team to insure the execution.</li> <li>• Identify and promote the best product that will lead the market</li> </ul>

*Figure1 Hiring notification of marketing division*

After acquiring the qualities valued by recruiters from

marketing/branding branch, I become much clearer on the content of my website. The work which can reflect my strategic thinking ability, my designing ability and my personality should be added to my websites. Then, I would like to know what the recruiters could think about a candidate with an additional website like me. So I interviewed my friend who is working in the marketing team of LVMH, a well-known fashion corporation. She told me that a personal portfolio website would be a beneficial attempt for you to apply jobs with relation to design, promotion and marketing. However, HR won't spare much time on your website because they have hundreds applications to deal with every day. The average time they may spend on an applicant will be no more than two minutes. Thus she suggested me arranging my website wisely to emphasize my characteristics and advantages in the most significant way. After considering her advice, I have concluded three features that my website should present. First, visual attraction. My friends said that a personal website serves as a window for others to learn about your aesthetics. Thus it should be visually attractive to convince others on your taste and aesthetic. Secondly, responsive design. Unlike paper-based CV, a personal website is also a platform for you to interact with the audiences. Thus, it should be responsive and interactive. I decided to attach a contact form to my website for the convenience of further connection. Also it should also have a mobile version at the convenience of mobile viewers. Third, works display. A personal website

is a great platform for you to present your works, such as PPTs, thesis, and so on to the audience to make up for the shortage of a paper-based CV which is usually limited to one page. Thus, I decided to make a portfolio page for my website to display all my recent works based on classification of different types.

Besides, my website also may attract other groups of people which is what considered as secondary users. As I will also present my CV on some job-hunting BBS or my LinkedIn page, which is open to others, there is a possibility that recruiters and other counterparts may come across my account and click the websites on their own initiative. Under such circumstance, the needs for my secondary users to evaluate my skills and personalities to see whether I'm matching with the one they want. Thus they may spend more time on my websites to find their interested points. However, things are quite different with my primary users. The recruiters have to go through thousands of CV in a day, thus the time they assign to each candidate's CV is very limited. Even though a website portfolio can be a plus for me, it's not likely to attract the recruiters spending rather long time on it. Thus it becomes a difficult task for me to grasp the interests of recruiters at the first sight, allowing them to get the most important information they want over a very short period of time. Based on the above evaluation. I have made my user journey mapping and strategy plane.

## CUSTOMER JOURNEY MAPPING

designthinkersacademy

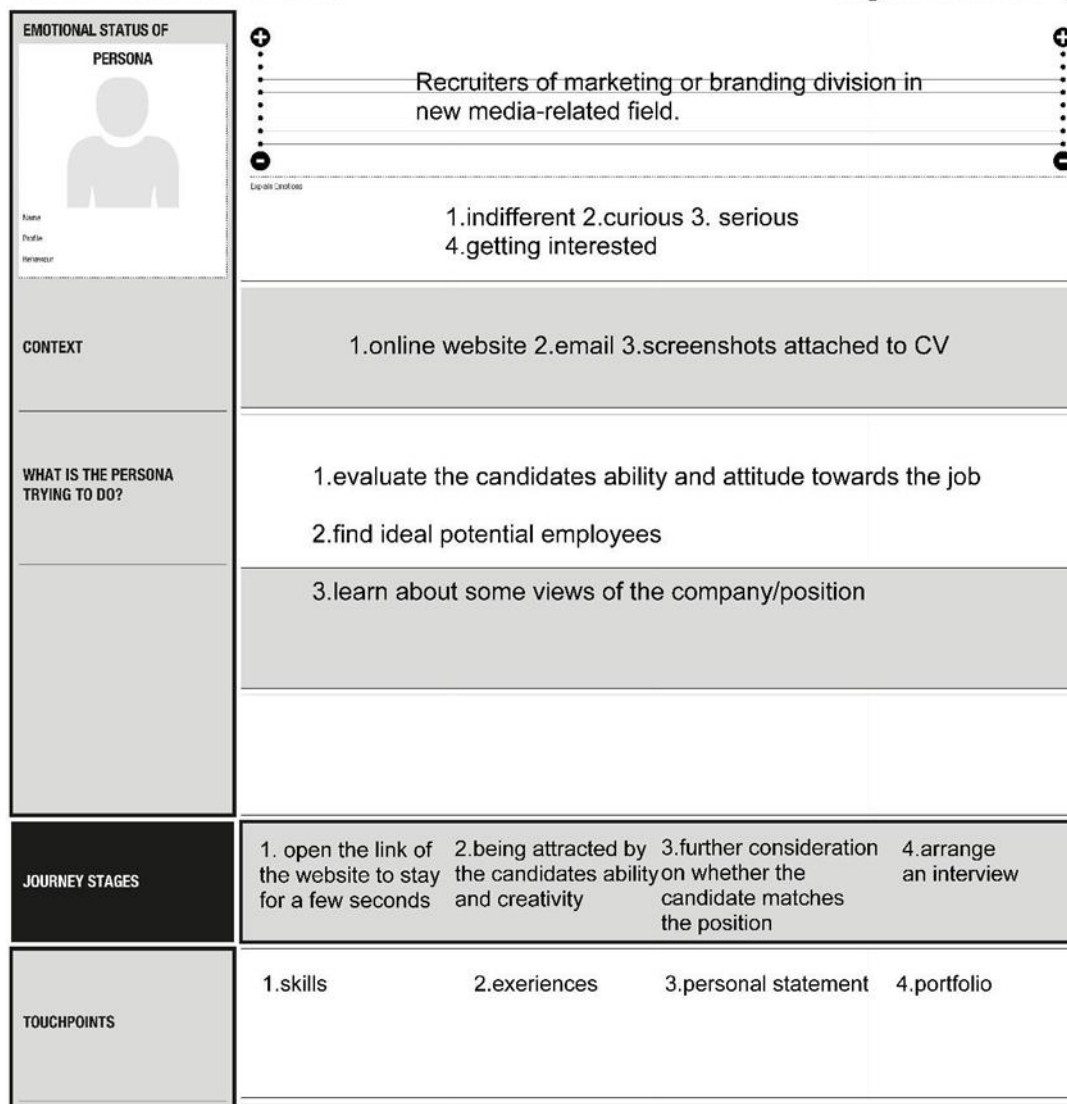


Figure2 My customer journey map

Site objectives		Target users		User needs
Primary Goal	To attract recruiters from desired fields to learn more about candidates ability	Primary User	Recruiters of marketing or branding division in new media-related field	1.find ideal potential employees 2.learn about some views of the company/position

Additional Goal	To build better images of the candidates and increase the possibility of getting the offer.	Secondary User	Recruiters from other fields who come across the website	1. Seek for talents which match their position requirements. 2. Evaluate the candidates abilities and personality
Additional Goal	To promote the candidates and bring more opportunities.	Secondary User	Counterparts or other candidates.	Learn more about their potential competitors.

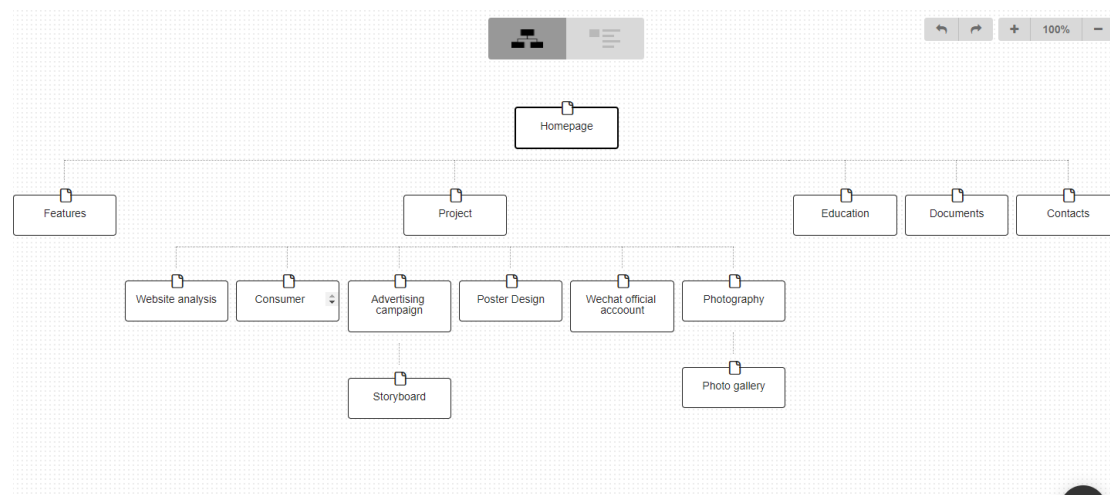
*Figure3 Strategy Plane*

## **2.1 Structure Plane**

With a clear objective and target audience group, I began to think about the structure and content for my website. Here the first question for me to consider is the overall structure of the website. Should it be a single page website or a multi-page one. My friends reminded me that as the website is built in Hong Kong, the loading speed might be very slow when you open it in mainland. Considering that recruiters will only spend very limited time looking through my website, a multi-page website can make them impatient to acquire all information. Thus I decided to build a one-page website on which the audience can easily acquire the major



information within one minute. After that, I draw up an information architecture on what my website should contain. The essential elements include a landing page, a navigation bar, portfolio page, places to hold my experiences, and a contact page. In order to arrange all these elements in a logical pattern, I draw a site map for my website as followed.



*Figure4 Sitemap of my Website*

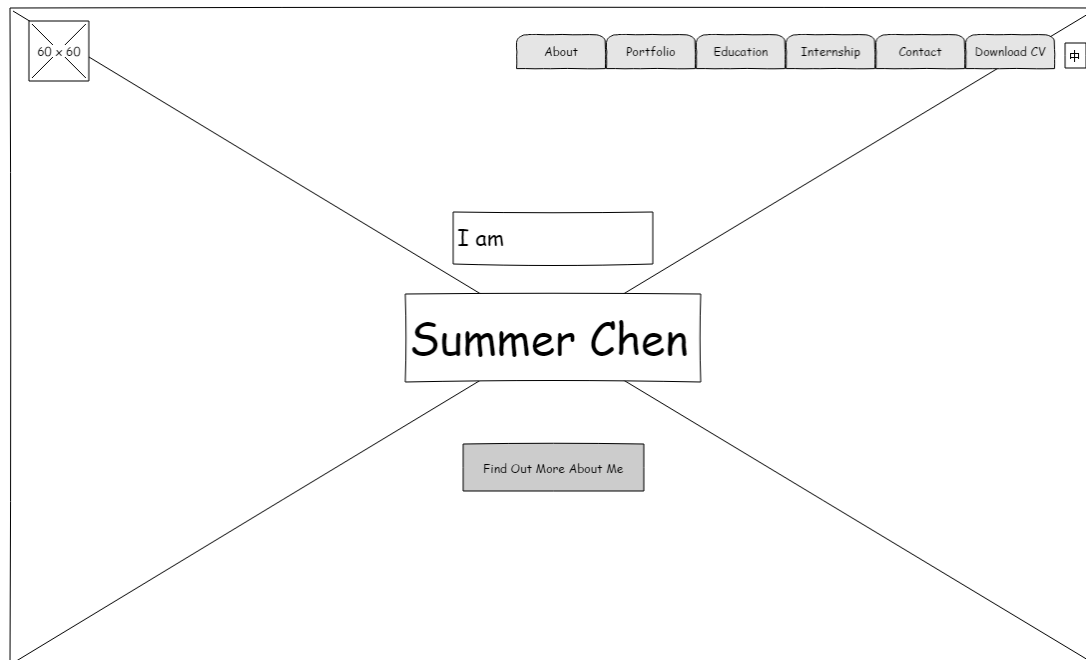
I found that the works I was going to attach includes a storyboard and a photo gallery to display my photography work. So it will be a better experience for the audience if they can watch them in a full screen version, like the experience they have sitting in a cinema. So I added a subpage to the advertising campaign and photography page. However, basically my website is still using simple information architecture with a one page structure.

## 2.2 Skeleton Plane

At this stage, I created a medium fidelity wireframe for each part in my website in order to develop the user interface and ensure that each

element that I want to present are connected. A wireframe prototype is a necessity before moving ahead to the surface plane, as it enables to make improvements easily after receiving any suggestions from others.

There are altogether six parts in my website in addition to the landing page. Based on the advice collected before, I believed that my website should demonstrate a vivid picture of my portrait. Thus I decided to spare more space on my experiences. I divided my experiences into three parts, educational experiences, internship and portfolios. Each part will take one independent section respectively. This forms the main content of my webpage. I have built the prototype of each section of my website and here I would like to introduce them one by one.

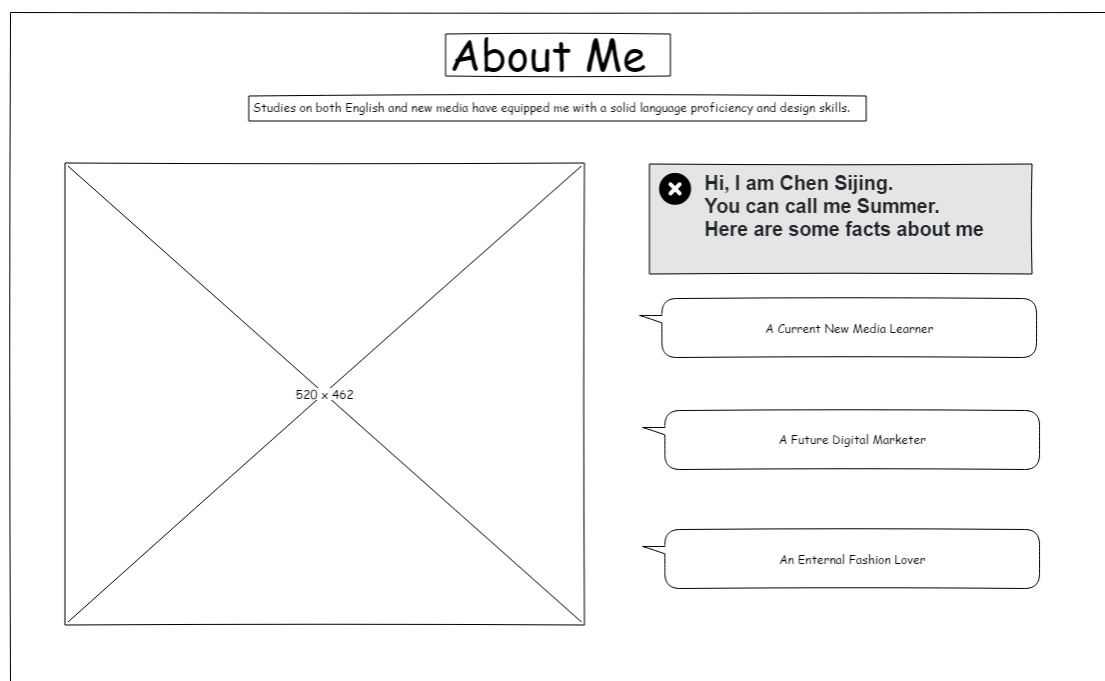


*Figure5 Wireframe—landing page*

The landing page serves as a window for audience to view your website and is exerting significant role in arousing audience's interest to

stay longer time on it. Thus, it should combine both visual attraction and logical clearness. Thus I chose a full-size picture of myself to serve as the background of my landing page and I also designed a logo of myself in that it makes my website more individualized and distinctive. The logo has the function as a button. By clicking the logo, it will bring you back to the landing page wherever you are. Thus the audiences are not likely to get lost in much information.

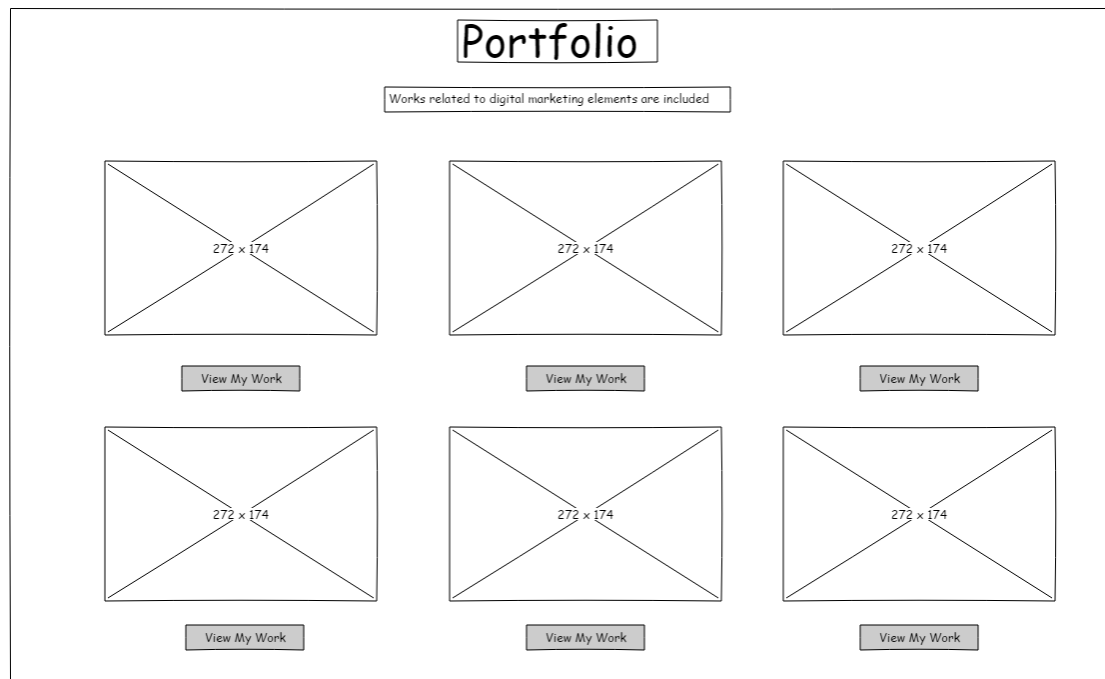
I also built the navigation bar on the top right of the whole webpage because based on the principle of “golden triangle” which reflects people’s reading habit, it is the most suitable place where audience would concentrate on.



*Figure6 Wireframe ——About section*

Besides, I also hope that the potential audiences could learn about me in a more comprehensive way through this website. In this way, a self-

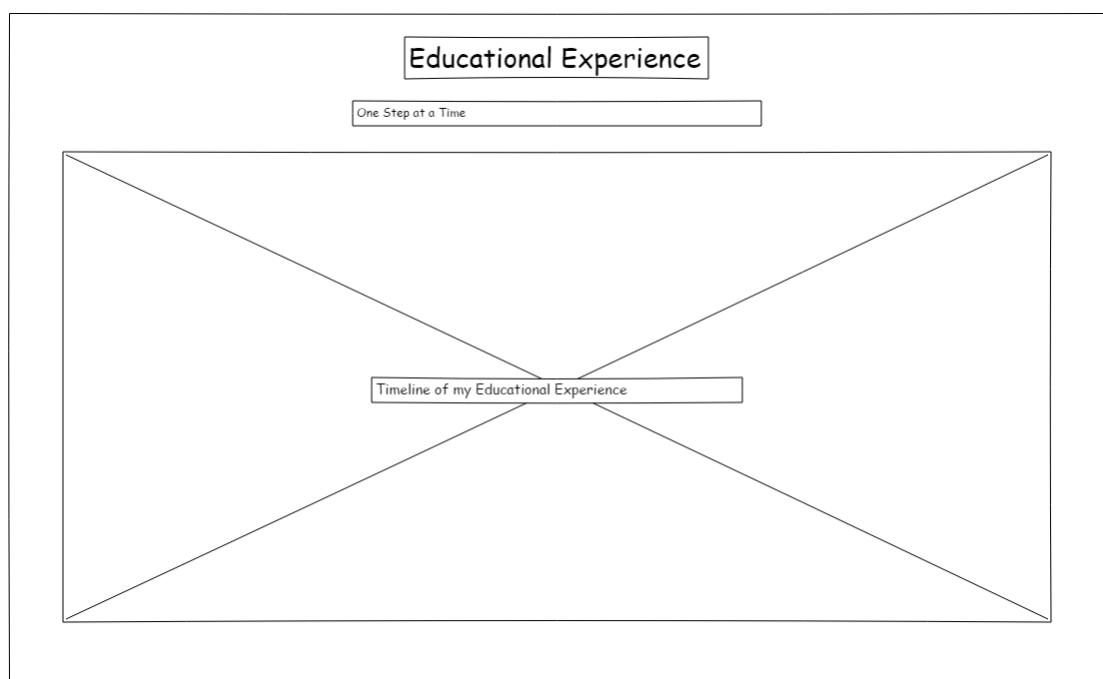
introduction is needed at the very beginning to describe myself briefly. In case the audiences don't have enough time to view my works, at least they can have some first impression on me once they click into the website. So I made a section called “about” just following the landing page. I used three paralleled phrases to describe myself, “a current new media learner”, “a future digital marketer” and “an eternal fashion lover”, which exactly generated my identity, my career objective and my interest in spare time. I also attached another photo of myself to make this section look more vivid.



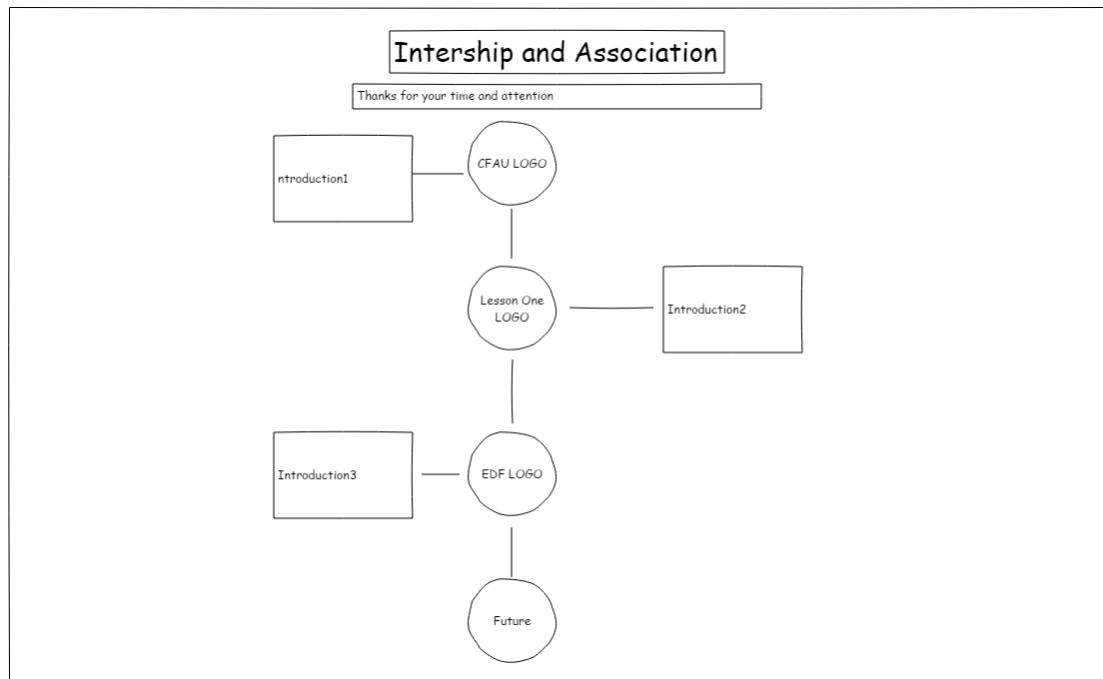
*Figure7 Wireframe——Portfolio Section*

Portfolio page is the major channel for audience to learn about my works, as well as the most complicated section of the whole website. How to achieve the balance between simplicity and integrity becomes my primary consideration. I decided to build the portfolio section in a box layout. The box not only makes the whole section better-structured, but

also serves as a great container to include more information. By clicking the box, it will bring audience to a brief introduction page of the project. Also, by clicking “view my work” button below the box, the audience can download the complete report or analysis of the projects. Thus the box layout provides audiences with double choices to view the project in a more specific or more time-saving manner.



*Figure8 Wireframe — Education Section*

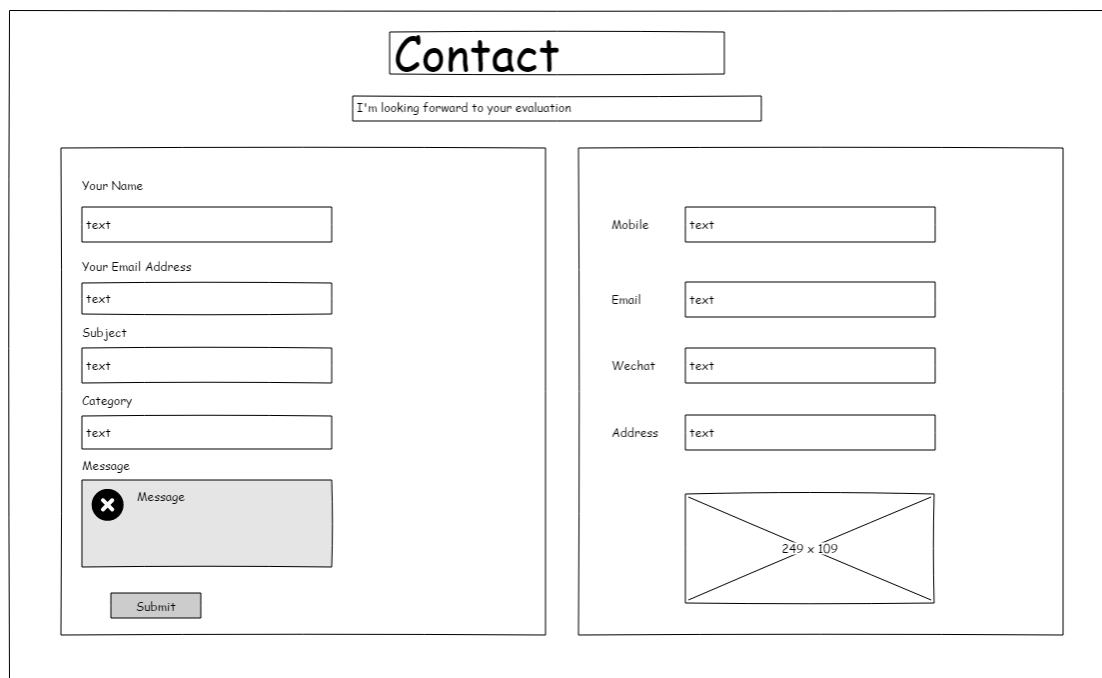


*Figure9 Wireframe ——Internship Section*

When I was trying to mapping out the user journey map, I was considering the possible psychological activity of the audiences while viewing my website. After looking through the portfolio section with lots of works and projects, the audience may feel a little bit tired from overwhelming information. Thus the education and internship sections may serve as a transition in their using experience of my website. If the sections continue to make them feel overwhelmed, they are very likely to lose patience and leave my website. Thus it is necessary for me to make some difference on the form and appearance of layout to attract their attention. However, after considering the content of education and internship experience, I found that there is not much room to improve and perfect the information itself, because unlike works and projects, the educational and internship experiences are more fixed and plain. Thus the

only way to build this two sections is to add some creativity to the form. Here, I thought of the storymap and timeline we studied this semester, which can perfectly serve as a narration of my experiences. So, I decided to use storymap to record my educational experiences like a journey and use timeline to narrate my internship as the future is limitless and promising.

## Contact



The wireframe shows a contact page layout. At the top, there is a title box labeled "Contact". Below it is a feedback box with the text "I'm looking forward to your evaluation". The main content area is divided into two columns. The left column contains a form with labels "Your Name", "Your Email Address", "Subject", "Category", and "Message". Each label is followed by a text input field. The "Message" field is a larger text area with a close button (an 'X' in a circle) and a "Submit" button at the bottom. The right column contains a form with labels "Mobile", "Email", "Wechat", and "Address", each followed by a text input field. At the bottom of the right column is a placeholder for an image, represented by a rectangle with a diagonal cross and the dimensions "249 x 109".

*Figure10 Wireframe ——Contact page*

Last but not the least, Contact page service as a direct channel for me to interact with my audience. If they are interest in my website, they can directly leave their message and their information to me to keep contact with me. Thus a contact form is necessary. I've also attached my contact information so that recruiters can record and collect it if they don't have the habit to contact me first.

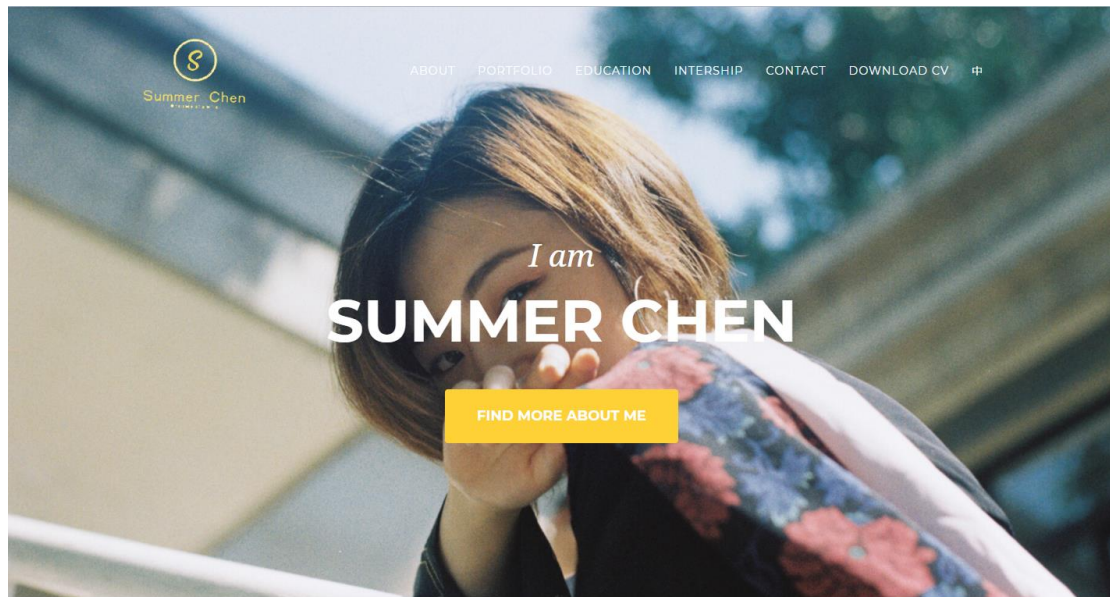
After I finished my wireframe, I asked several of my friends to evaluate on my website structure and come up with some suggestions. I asked them to think of themselves as recruiters while looking through my website to see whether there is any inconvenience in terms of usability. They told me that even though the personal website is unique and attractive, recruiters will use information on my CV instead of the contact form to keep contact with me, so they suggest me attaching my CV to a significant place for at the convenience of recruiters. So I add a button called “Download my CV” on the navigation bar through which you can directly download my CV within a second. Also, a friend reminds me that if I want to find a job in mainland cities, a Chinese website may be more practical than an English version. So I decided to develop a Chinese version of my website and now it has the bilingual version.

## **2.3 Surface Plane**

This process is about implementation. For more details you can view my website on <http://dev-my-pantheon-training-sites.pantheonsite.io/startbootstrap-agency-gh-pages/index.html>, but here I would like to illustrate several highlights of my website in the implementing stage. Here are some screenshots of my websites.

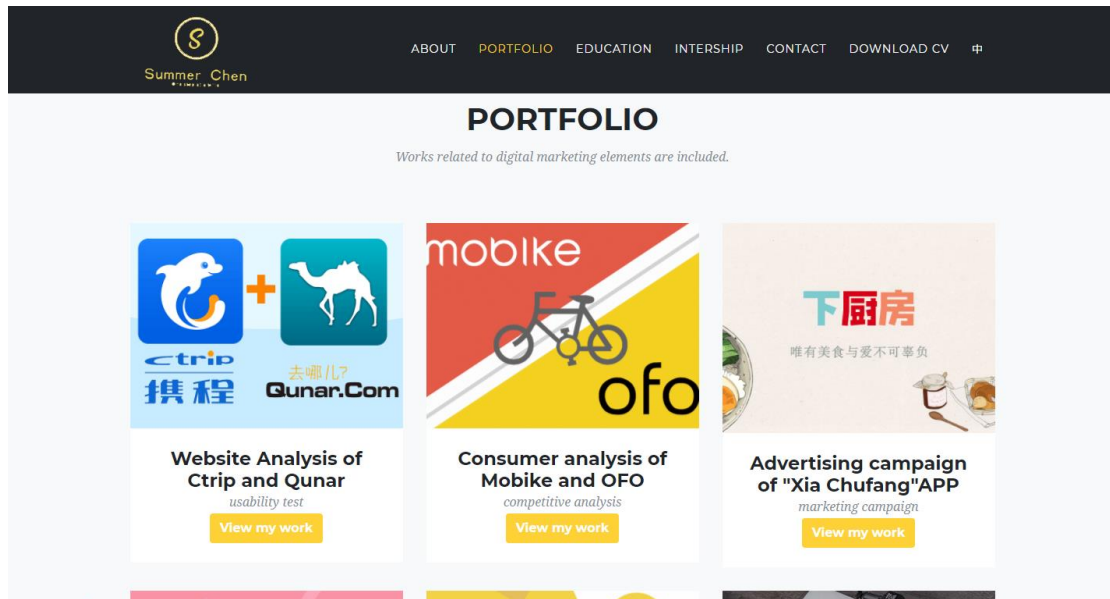
### **2.3.1 Colour coordination**





*Figure 11 Landing page of my website*

The screenshot of my landing page reflects the colour coordination of my website, which is a combination of bright yellow (#fed136) black (#000000) and white (#ffffff). Firstly, considering the fact that my website will be used in some business situation to hunt for an ideal job, the overall colour style should remain a business casual style in order to my business sense. So I choose the most classic colour, black and white, as the font colour to pass a sense of simplicity and formality. However, as I have mentioned before, my ideal job position is a specialist in branding or marketing division, I decided to add more vivid and vital design to strike a balance. After comparing several colour schemes, I picked the colour, bright yellow as the main colour for my website. The color has created a soft contrast with black and white and also proved to be very conformable for audience eyes.



## ADVERTISING CAMPAIGN OF "XIACHUFANG" APP



As one part of the semester project, our group has developed an advertising campaign for Xiachufang, a UGC-based app which teaches people how to cook dishes in a simple and understandable way. The campaign includes design of a new storyboard in order to promote the app to mainland students studying in Hong Kong.

Time: November, 2017

✕Close Project

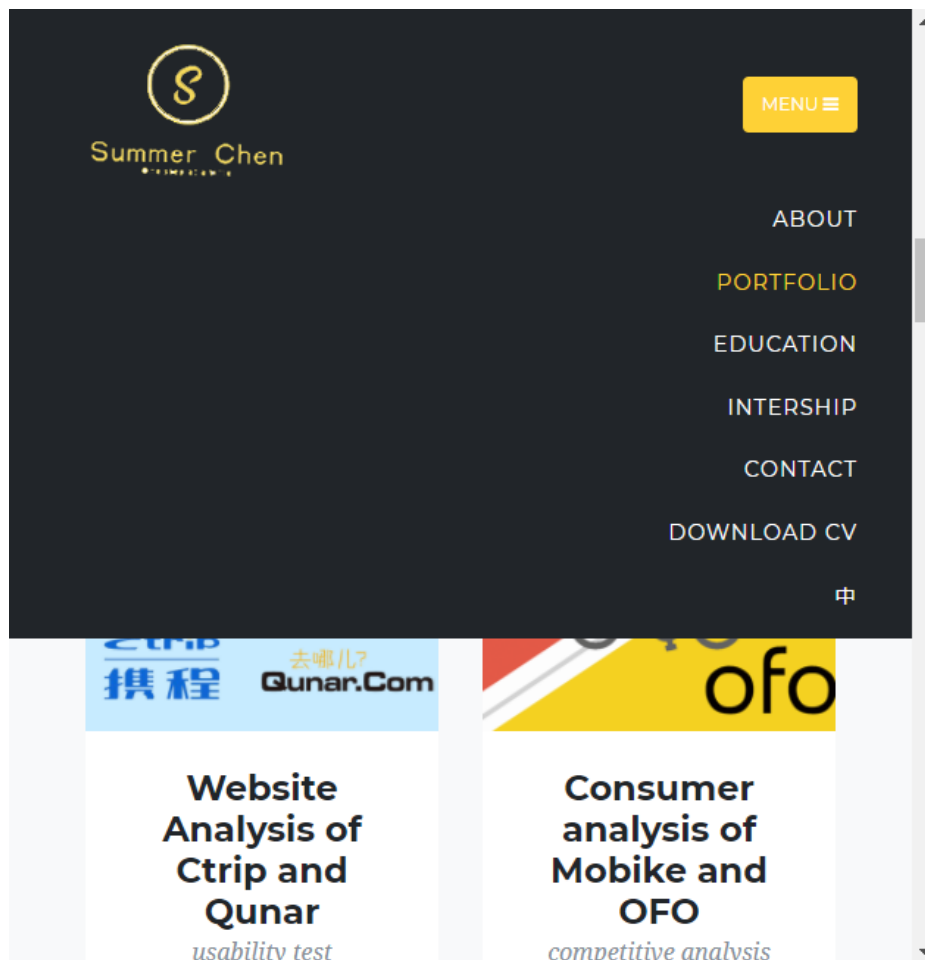
*Figure12 Subpage of portfolio*

### 2.3.2 Combination of text and picture description

My website is always trying to strike a balance between visual effects and content management. The portfolio page is a fantastic reflection. Picture are proved to be more eye-catching than plain words if the audience cannot spare too much time on my website. So I use attractive pictures with

a matching bright colour to serve as the interface of my works. All the pictures I chose included the logos or brands of the topic of my projects to give audience an illustration. And the more specific text description are hidden behind the pictures.

### 2.3.3 Responsive webpage design



*Figure13 My website in a smaller screen (mobile devices)*

To optimize my website, I also developed a responsive interface which allows people using smaller screens, mostly mobile devices viewing my site with a similar experience as those who are accessing it through large screen. Nowadays, more than 90% netizens are using mobile devices to surf the Internet. Thus a mobile version is a must. As we can see in the

screenshot, when the screen size becomes smaller, the navigation bar disappears and changes to a menu dropdown button in which you can still choose the section you want to view. The layout also changes in order to fit in the screen size.

### **3.0 Usability Test**

Websites usability indicates that how easy is the website for consumer to use, including learnability, efficiency, memorability, errors and satisfaction. Usability is the core value of a website in that it mainly determines whether visitors will stay on the website or convert to actual consumers or loyal users. For my test I invited five people from different age group and background, my mother (50-year-old, from mainland), my friend A (an intern who works for the marketing division of LVMH), my friend B (A student in CUHK majoring in marketing), and my friend C (A former HR intern, now studying in Hong Kong). Studies have shown that four interviewees for testing usability is a enough number to find out 80% of problems. I them to think of themselves as recruiters and look through my website from beginning to the end. After that I have come up with a question list for them to consider.

1. Can you open my website easily and quickly?
2. Can you figure out the purpose of my website as soon as you open it?
3. Do you think my website is easy to read in terms of layout design?

4. Do you think my website can reflect my features and highlights?
5. Do you want to fill in the contact form after you scroll to the contact page?
6. Do you want to make any change to my website if it is yours?

*Figure 14 Question list of the usability test*

The first question has received very different responses among interviewees from Hong Kong and mainland China, as all three mainland users said it took them almost five minutes to open the website. The uploading speed is really slow, and they think HR won't have such patience to wait for the website to open. All the interviewees agreed that this is a personal CV website because they have seen the portfolio section on the navigation bar, but at the first sight they may not all be able to link the website with "digital marketer", my career objective. Some of them think it is just made for fun so they suggested me to add a one-sentence introduction on the landing page. I'm considering the advice. All interviews said that they like the color design and find it is easy and comfortable to read. And as for the contact page, three out of five interviewees they don't know what "subject" and "category" means in the contact form. Also they don't realize where their information would be handed to if they fill in the form. So half interviewees said a contact form is not a necessary design while other two said they think is very convenient. For the last questions, some interviewees suggest me to publish the Chinese

version website as the defaulted page as recruiters from mainland China may feel more comfortable reading a Chinese version. I think I will adjust it based on the company I applied for in the future job hunting season.

Subject \*

Category \*

website feedback ▼

*Figure15 Contact form*

Generally speaking, the usability test was a very successful one and helped me to realize some problems of my website. I've also thought about the possible solutions and come up with a list.

Usability Problems	Possible Solutions
The loading speed is too slow in mainland China	Compress media contents
Not very objective-oriented for first time users	Add a one-sentence introduction about my career objective at landing page
English version comes first, hard to find Chinese Version	Adjust the default language based on different application
Contact page is not very necessary	Design a button which allows audience directly sending email to

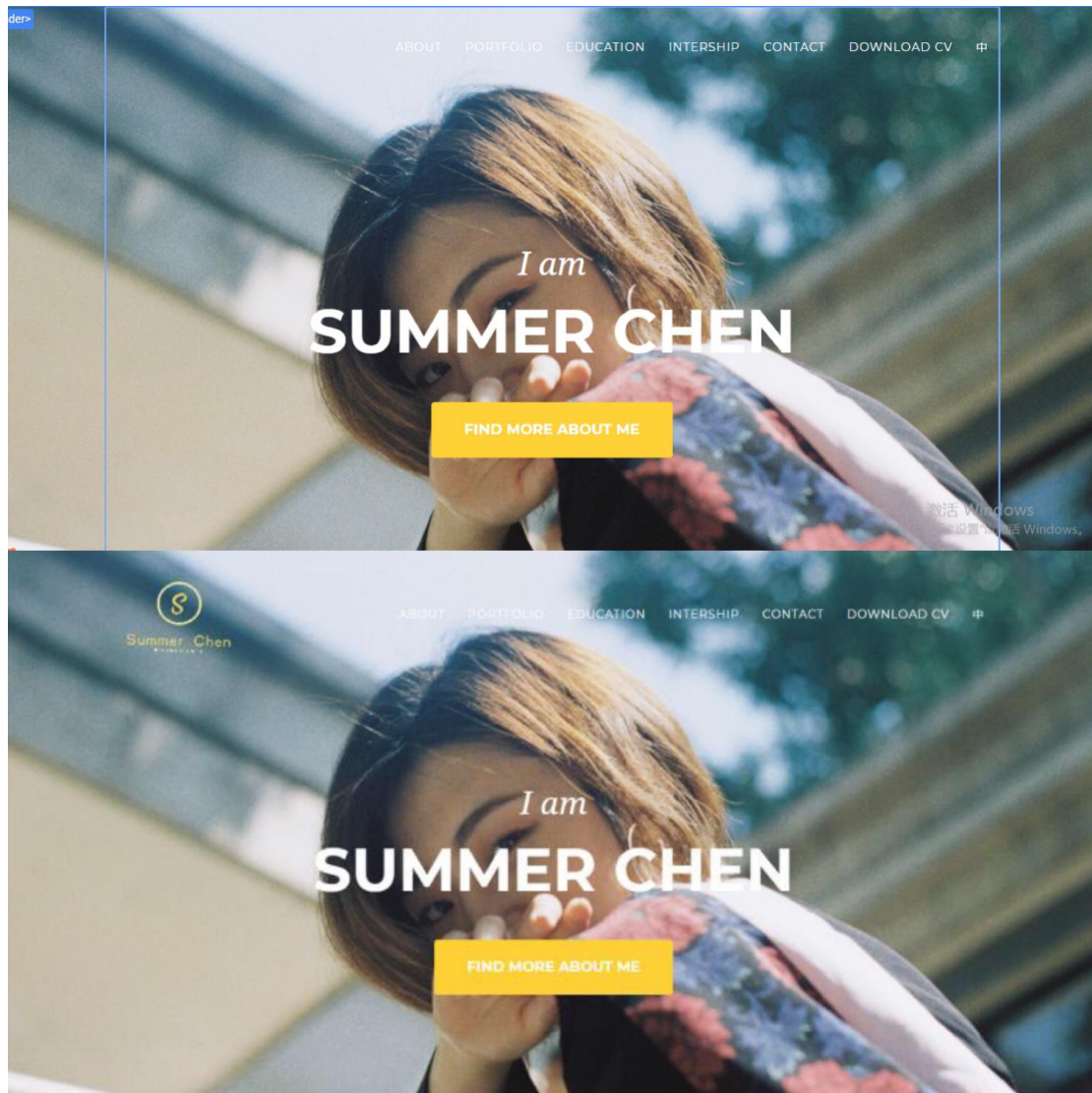
	me without filling in the contact form.
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*Figure16 Feedback and solutions of usability test*

### **3.1A/B Test**

Though I know that A/B Test is a good way to reflect the website usability in an in-depth way, I had to admit that my A/B Test was not a successful and meaningful one. The lasting period of experience is really short and only 12 sessions have been conducted. The session should have been more, but at first I tested the possible bounce rate of two different versions and received very subtle differences. During the final presentation, Professor Bernard said that bounce rate is not a suitable criteria for A/B Test for a one-page website like mine, which solved my confusion. However, I accidentally clicked “End Experiment” button so when I realized the A/B test has been cancelled, even though I immediately conducted a new one, I don’t think the time is enough for a convincing and meaningful result. I apologize for such mistake, but I am still showing my result. After all, the most important thing is to learn how to conduct A/B test for future research.

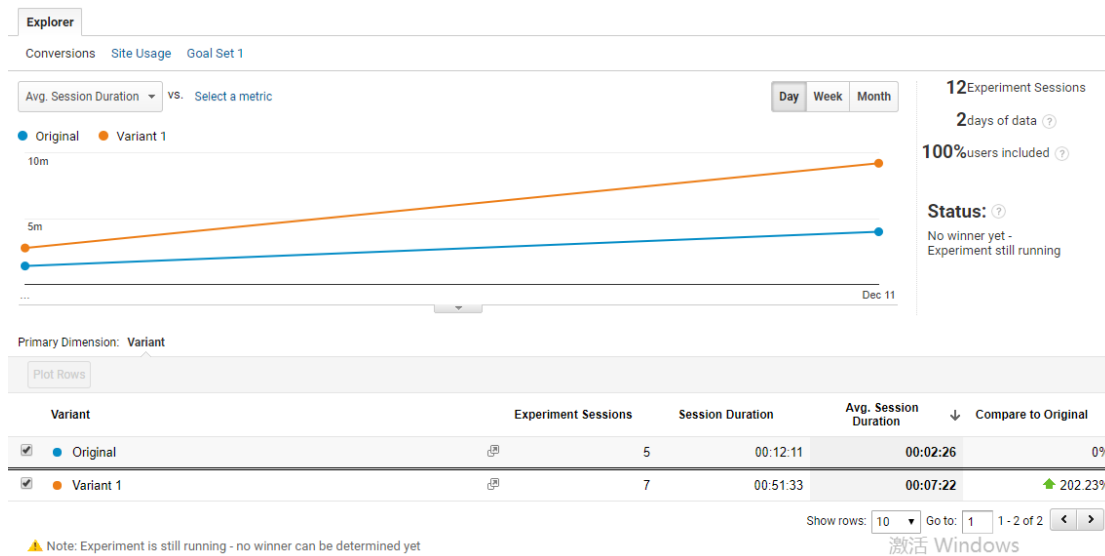




*Figure16 A/B Test Original vs variant1*

For my A/B Test, I tested whether removed my logo button on the top left of the landing page will cost audience more time spent on my website. My hypothesis is that it will because the audience has to scroll back to the front without a button which can directly bring them back to the landing page. Followed is the result of my test.





*Figure17 Result of A/B Test in Google Analytics*

After removing my logo button from the landing page, the average session duration becomes 5 seconds longer than before. Thus my hypothesis has been supported.

### 3.2 Dashboard Design

I've also customized a dashboard for my final website so as to monitor the feedback and statistics from my audience. So I use google analytics to create one under private dashboard. Here is the result.

Altogether I added seven metrics on my dashboard, including users, new users, session by country, session by browser, average session duration and page, bounce rate and average page load time. Based on the ten metrics, I can have an evaluation on the overall performance of my website. From the dashboard, we can see the bounce rate has been very high after the statistics become stable, but not have reached 100%. This means that even though my website was a single page website, there are some button which

can bring you to download page or to my portfolio display. The metric is extremely high because currently the majority visitor are my classmates or my friends who will not consider download my CV or reports rather than recruiters.





*Figure18 Dashboard design of my website on Google Analytics*

I also added two metrics called session by country and session by browsers to monitor where are my audiences from and what devices are they using while browsing my website. The results show that 90.2% of the viewers of my website are from mainland China and 6.2% are from Hong Kong. Thus, it is a sensible decision for me to develop a bilingual website. And I 'm seriously considering to make Chinese as the primary language of my website. Also, 63.2% of my viewers are using in-app safari as the browser while viewing my website, which indicates that the majority of users are using mobile devices. Even though I've developed a mobile version of my website, I'm going to improve it to make it more user-friendly. In addition, the current average time on page spent on my website is 3:03 for all users, which is short. I think for some reason that is because the long page loading time (27.68sec) has diminished audience patience to look through the page carefully. Also, currently the viewers are mostly those people who already known about me and who has no great interest in new media fields, so they won't click each section to view my work. But,

still, I need to improve my website to make it more attractive to all kinds of people.

#### **4.0 Conclusion**

After reviewing all the feedbacks and statistics of my website, the primary task for me in the next stage is to solve the problem of a long loading speed and to continue my A/B task until it really works out credible results. Designing a website is definitely not a simple task for me and I have to admit that there is still great room for improvement for my website. However this is the first step as well as a worthy attempt in the design thinking journey and I will try my best to make it the best use of my future career.