

FINAL WEB DESIGN REPORT

COMM5961 NEW MEDIA

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Introduction

The Internet of Things has connected global world and embedded into our everyday life. Big data, cloud computing and algorithms have remade our experience of time and space and traced our daily mobility and detailed information. Machine learning, artificial intelligence and automation have become more and more influential to our commercial transactions and interpersonal relationships. It is obvious that we are entering into a digital age of smart city, where networked technology platform is becoming the new enabler and playing a profound role on virtually each area of the whole society, including municipal behaviors, economic activities, media consumptions and cultural communications.

Under these circumstances, smart, connected and data driven products are becoming more and more prevalent in this coming decade, which requires us — new media students to understand the sources of data and how to acquire them programmatically for further filtering, data mining, visualization and interaction. Therefore, it is high time for us to design our own website to present our advantage portfolios and compete with other recruits by combining all aspects that we learnt from the class.

Building a journey of design thinking is the most fundamental process as it can make a difference in user experience. The design thinking journey is a human-centered approach including different stages from “empathy”, “define”, “ideate” to “prototype” and finally, “test” (see Figure 1).

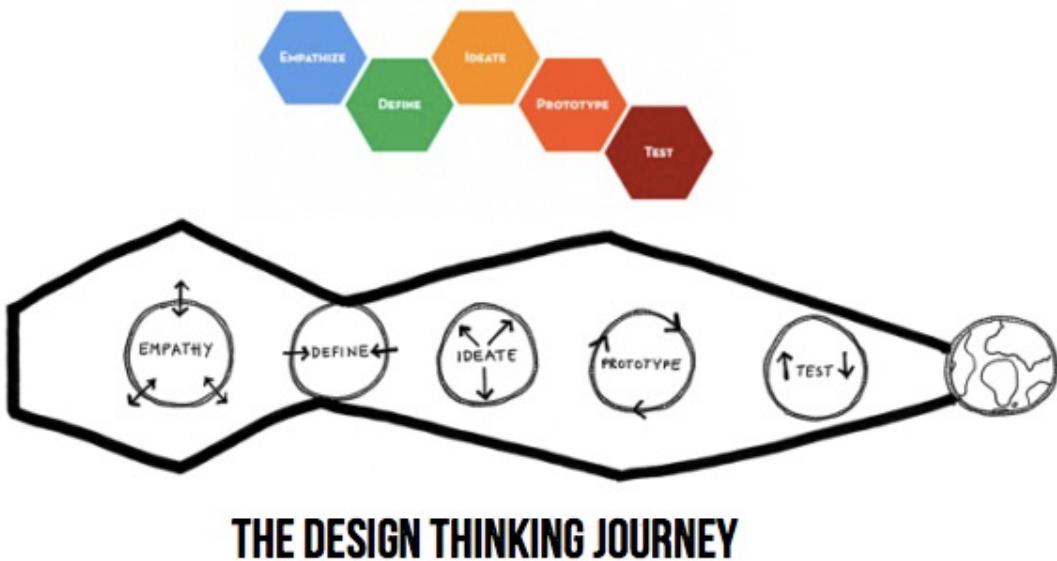


Figure 1. The Design Thinking Journey

Recap the process of design thinking, the design thinking journey can also be regarded as User Experience Planes of a product from the pre-stage, during-stage to post-stage. The UX Planes consist of five different elements from the bottom to top, namely, Strategy Plane (user needs and site objectives), Scope Plane (functional specifications and content requirements), Structure Plane (interaction design and information architecture), Skeleton Plane (information design, interface design, navigation design) and Surface Plane (visual design). (see Figure 2).

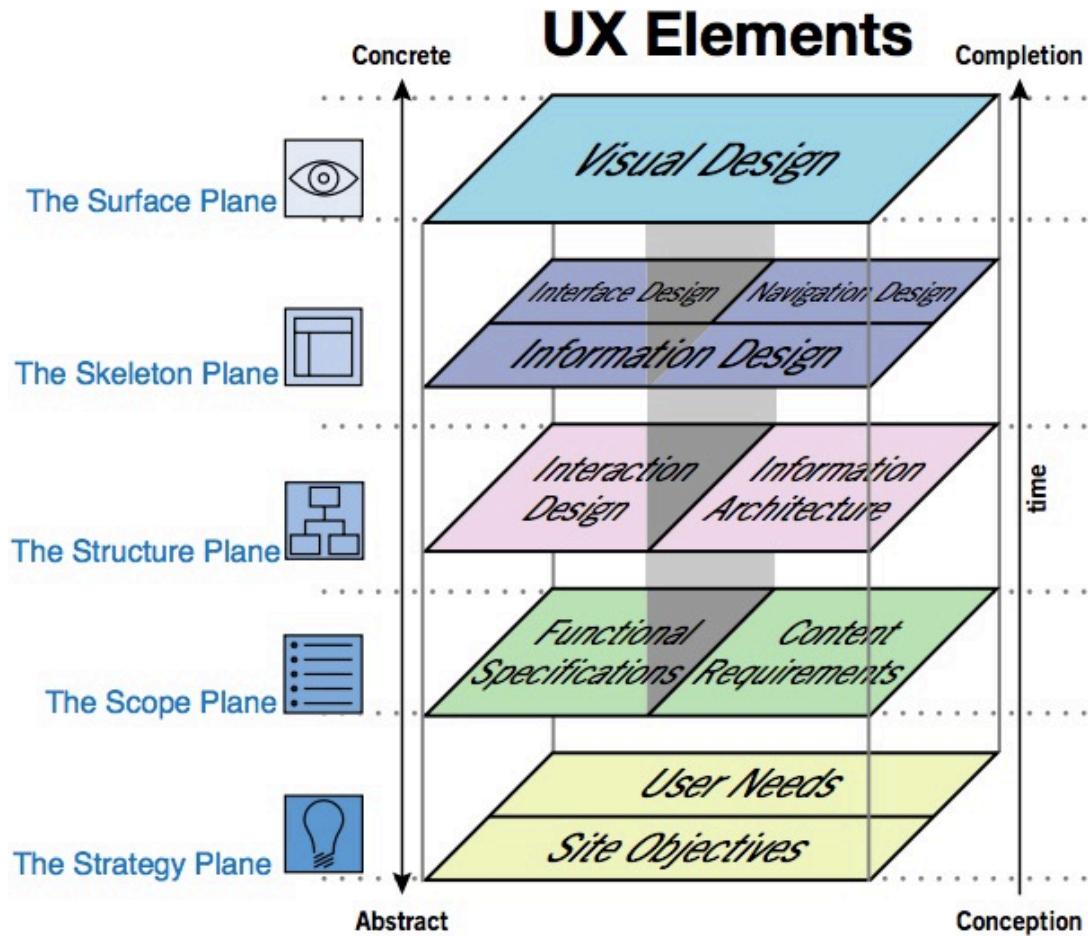


Figure 2. Five UX Planes

On the one hand, it can be seen that the UX Planes links all the touch points with the design thinking journey. On the other hand, the design thinking journey is deeply rooted in each stages of the user experience. In that case, the design thinking journey and the UX Planes are actually correlating to each other.

Strategy — Empathy

The first stage of my website design is the strategy plane / empathy process, which is to establish my website's objectives and identify my user needs.

As an undergraduate of advertising area and a postgraduate of new media field who are interested in creative design and media management, I'd like to find a job of advertising agencies, digital marketing enterprises or new media companies. Therefore, my fundamental objective is to take advantage of my website to help me stand out from the competitors and finally make me get hired.

To begin with, I did some research online to learn from some similar applications and try to find out the most significant portfolios that I need to present on my website. Besides, in order to empathize with my users, I talked with my roommate (an HR of an online-digital business company) and communicated with my friends (employees of 4A advertising agencies), I realized that few recruiters prefer to look at my website previously but simply scan my CV instead. The employers wouldn't click on my website link until they feel interested in my description from the resume and get serious to consider whether to give me an opportunity of a face-to-face interview or not. Under these circumstances, what they want to see is some information that I couldn't demonstrate on my resume in detail and something such as hobbies, personalities and characteristics that I can display through the aesthetic design of my website and the visual portfolios on my website. Hence, I am going to choose the approaches of attaching the link at the end of my application email and also uploading the link on the online application websites and APPs to describe myself more specifically and promote myself to be more competitive. What's more, the recruiters or HR are quite busy and they were not willing to spend too much time to discover each aspect of the whole website, so I need to make an attempt to impress the viewers within 10 seconds and set up clear

navigation to help the visitors find the information they want immediately.

Here are the forms based on my website objectives and target audience needs (see Figure 3 and Figure 4).

Site Objectives		Target Users		User Needs
Primary goal	Present my related internship experience, creative projects and relevant skills to persuade recruiters to give me an opportunity of face-to-face interviews.	Primary user	Recruiters from advertising agencies, digital marketing enterprises or new media companies.	Find out potential applicants from the field of new media operation and design thinking practice.
Additional goal	Describe myself more in detail as a supplement to CV due to the page limit.	Additional user	Employers who are in a dilemma of whether or not to offer me an interview/give me a job.	Attempt to feel more interested and decided to choose the best competitors.
Additional goal	Make the website more creative and impressive.	Additional user	Webpage designers and editors who work in similar field.	Try to find some inspiration or empathy from other websites to communicate ideas and thoughts.

Figure 3. Site Objectives and User Needs

User Journey Map					
Emotional Status of Persona Name Profile Behavior	1. Recruiters from advertising agencies 2. Employers from digital marketing companies who are offering a job related to their creative department 3. Online media platforms that look for a designer or editor to take responsibility for running their online website, social media or subscriptions				
	Explain Emotions				
	1. Curiosity		2. Interest	3. Getting serious	
	1. online / mail Context		2. website	3. APPs	
What is the persona trying to do?	1. Attract potential employers		2. Present myself more in detail as a supplement to CV	3. Become more creative and competitive than other recruits	
Journey Stages	1. Scan the website attached in email or application website	2. Get interested and continue to browse detailed information	3. Consider to offer an opportunity of interview	4. Reply the email or inform the applicant to arrange a face-to-face interview	5. Decide to hire the applicant
Artifacts and Touchpoints	1. Related internship experience	2. Creative portfolio	3. Award-winning works	4. Relevant education and skills	5. Consistent or similar ideas and empathy

Figure 4. User Journey Map

Scope — Define

Functional specifications and content requirements should be defined in the scoping plane in order to accomplish my website objectives and satisfy my user needs in an efficient and effective way.

Functional specifications

1. Clear and Effective Navigation

A clear and effective navigation can improve user experience as it helps users to find out the information they want directly without wasting time on other useless areas. Therefore, I decided to set up main navigation on the header and establish another button to return to the top at the bottom of the website.

2. Contact Information

Since recruiters absolutely have my mobile numbers and my email address before they browsing my website, I just display my contact approaches of WeChat, Facebook and Github account to offer them additional ways to know me more. For other visitors who want to find some inspiration or empathy from my website, they are also apt to communicate ideas and thoughts with me through social media platforms.

3. Download Files

Visitors can download my portfolios and resume if they think the information is useful for them.

4. Responsive version

As the smartphone is the signature artifact of our age and has become

the universal, all-but-indispensable mediator of our everyday life, it is common that we rely on smartphone to communicate with others, entertain ourselves, find our way around, buy and sell things and fill the boring moments. Therefore, it is necessary to make my website responsive to adapt to different mobile devices.

Content requirements

In order to describe myself more specifically and promote myself to be more competitive, I divided my website into seven aspects including education, extracurricular, awards, internships, recent works and hobbies. Besides, I set up extra links among internships, recent works and hobbies to show more information in detail and help visitors learn me in a more comprehensive and specific perspective.

Structure — Ideate

After identifying the user needs and figuring out the functional specifications and content requirements, I started to build my website's information architecture. Because few users would spend much time on my website and some visitors would only click into my website and scan the information in 10 seconds, I decided to design a one-page website and set up clear navigation on the header. I built a simple site map for my website according to my conception structure (see Figure 5).

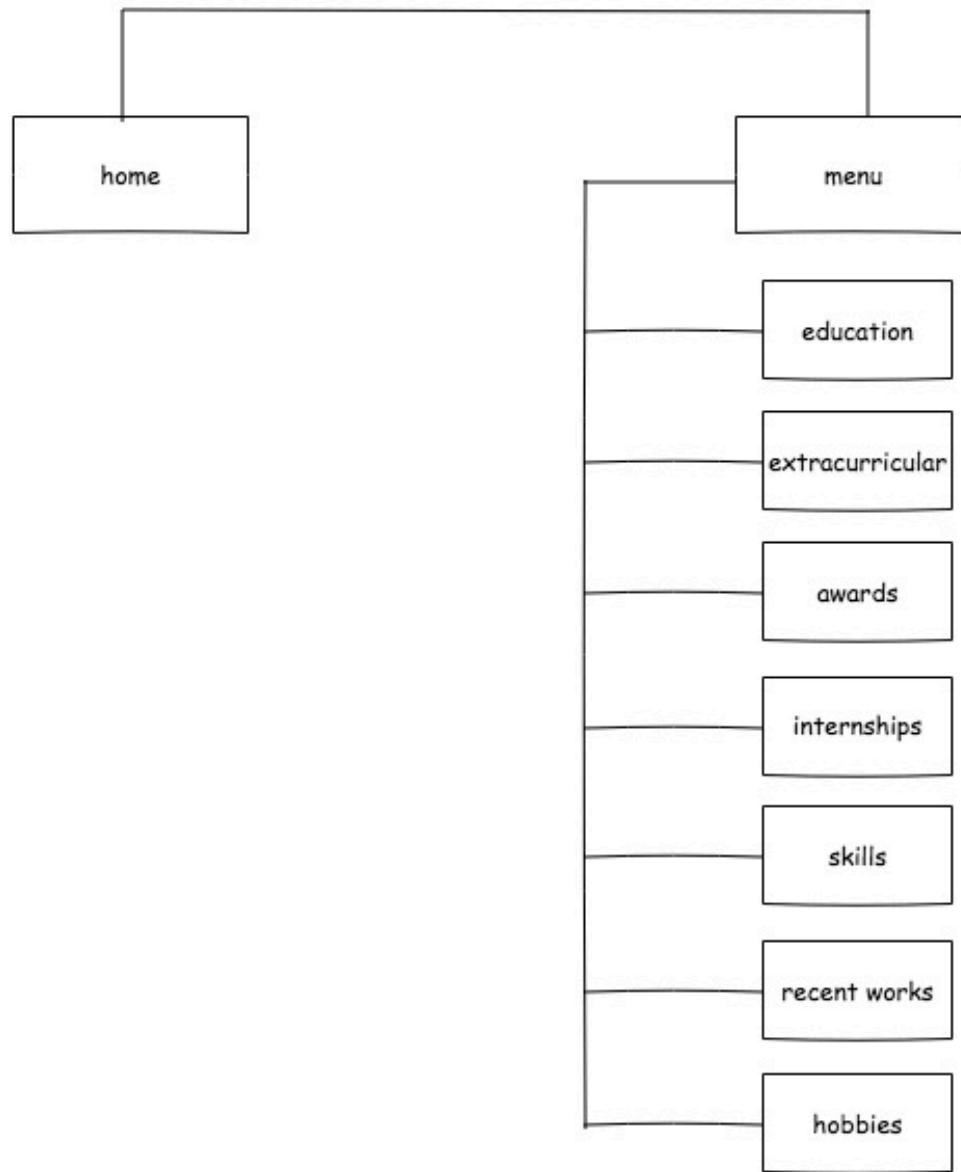


Figure 5. Site Map

Skeleton — Ideate / Prototype

Since I have established my website's information architecture, I started to come up with specific ideas about each part including interface design, navigation design and information design and then build small prototypes to

practice the previous conception structure. Wireframing is a good tool to work in a minimal way to organize information and design the flow of a page before considering the colors, fonts, icons or images. I made various attempts to figure out the most suitable page designs during the process of wireframing.

I have made my decision to build my website as a one-page website, in order to promote my website to be more clear and easy to read, I divided my whole page into 9 different parts according to the content requirements, namely, header / navigation bar, home page, education page, extracurricular page, awards page, internships page, recent works page, hobbies page and footer. Specific skeleton prototypes are displayed below based on several wireframes (see Figure 6-12).

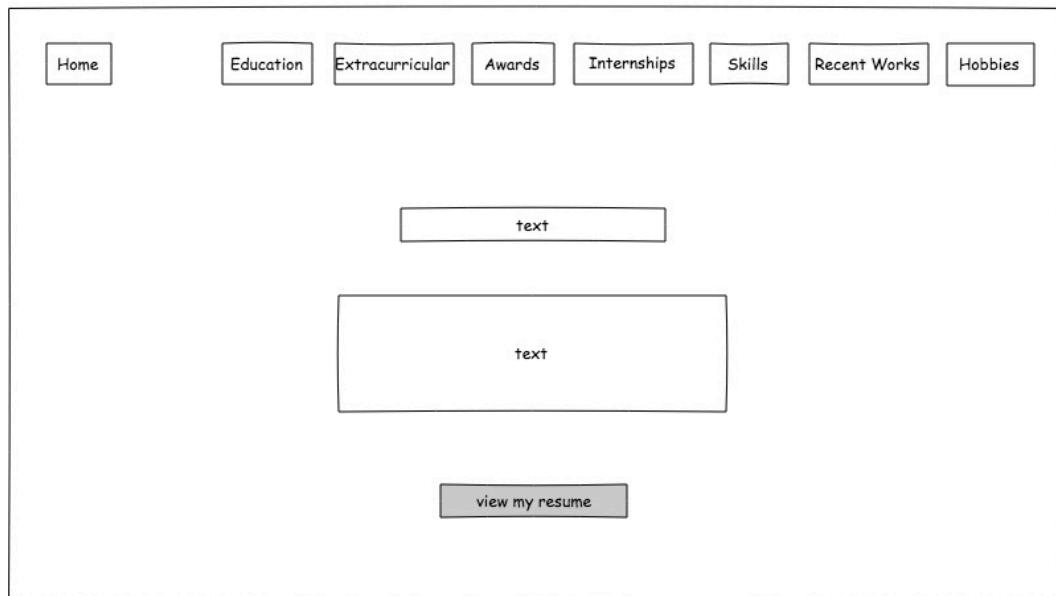


Figure 6. Wireframe — Homepage

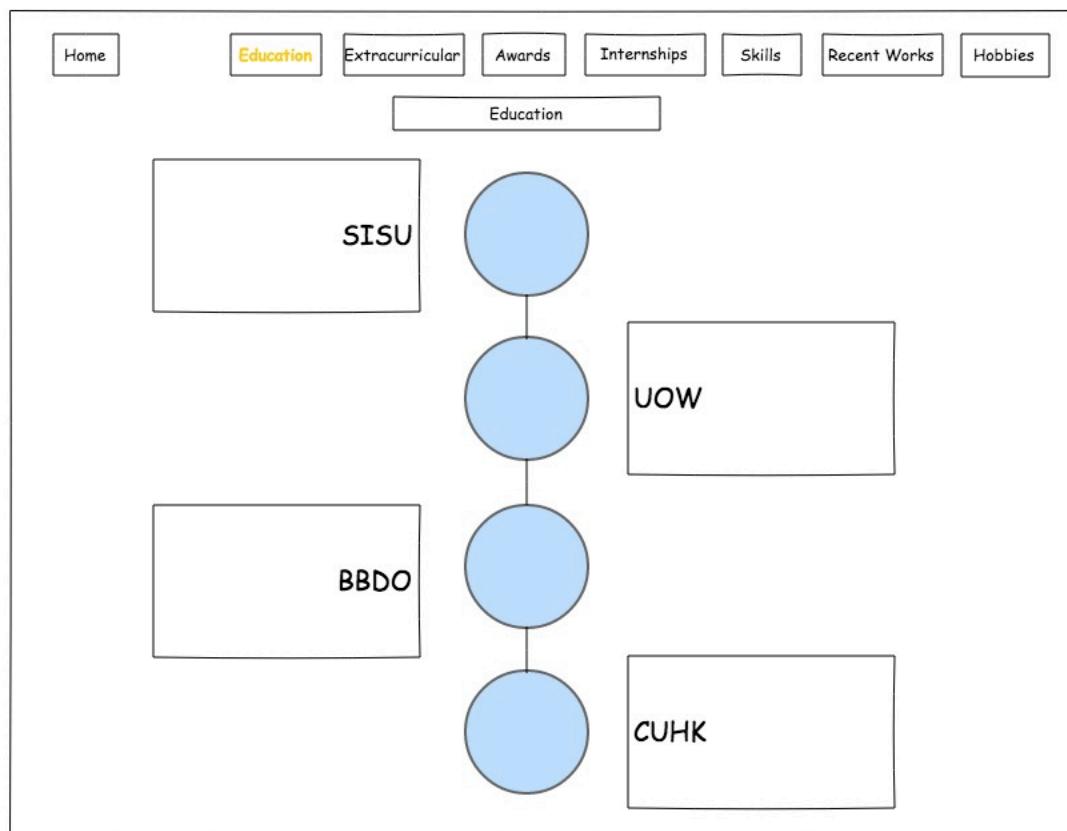


Figure 7. Wireframe — Education Page

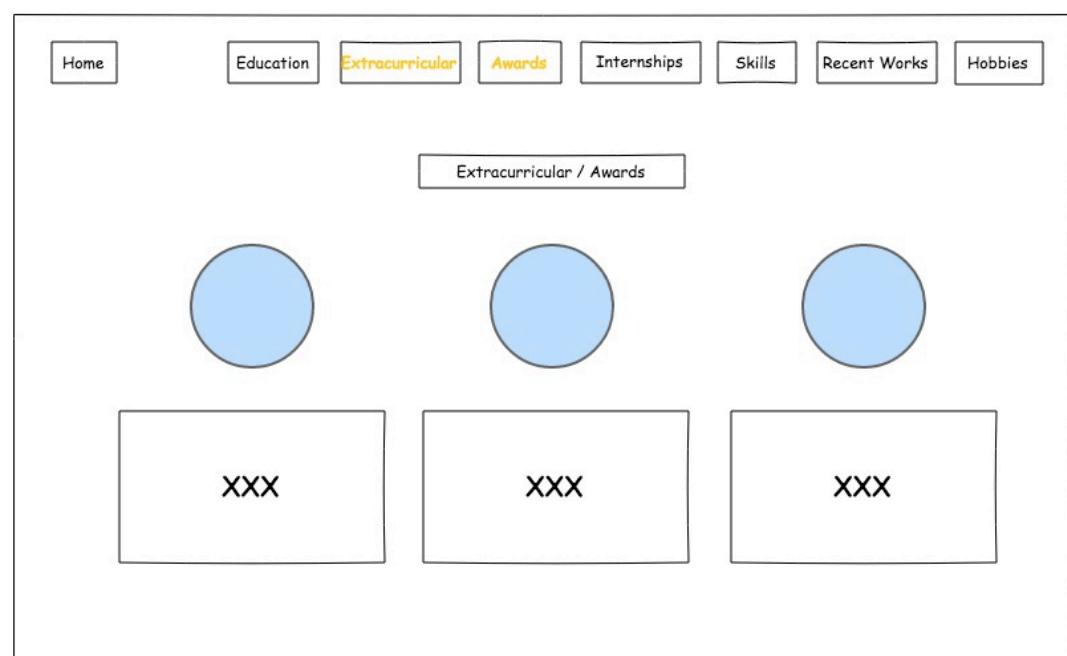


Figure 8. Wireframe — Extracurricular Page / Awards Page

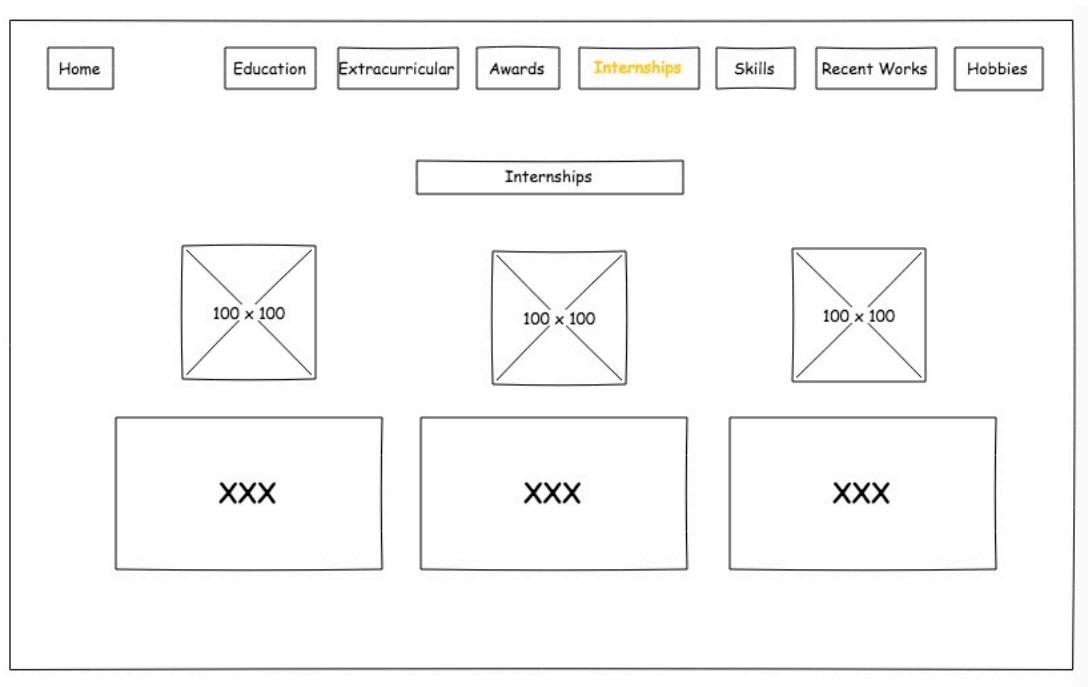


Figure 9. Wireframe — Internships Page

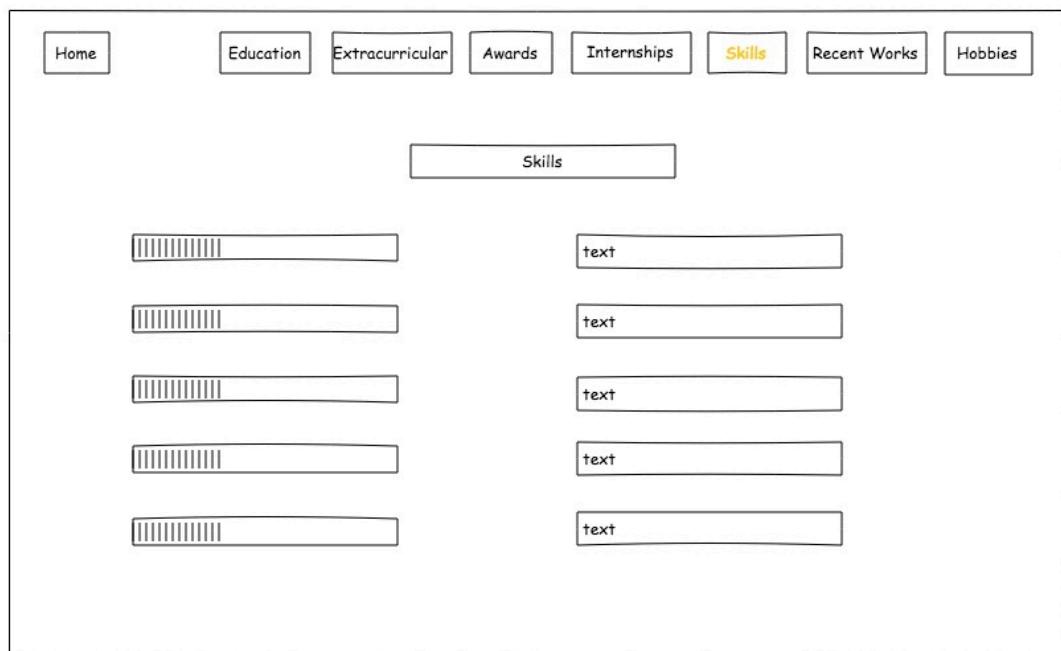


Figure 10. Wireframe — Skills Page

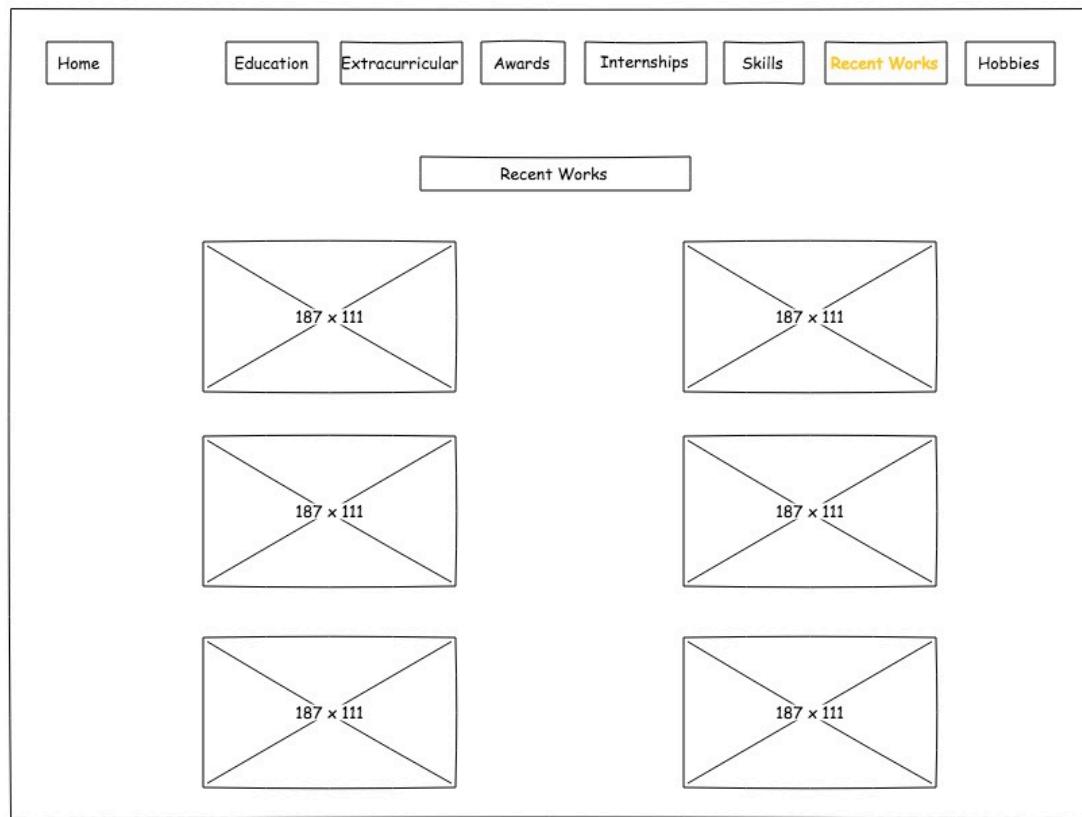


Figure 11. Wireframe — Recent Works Page

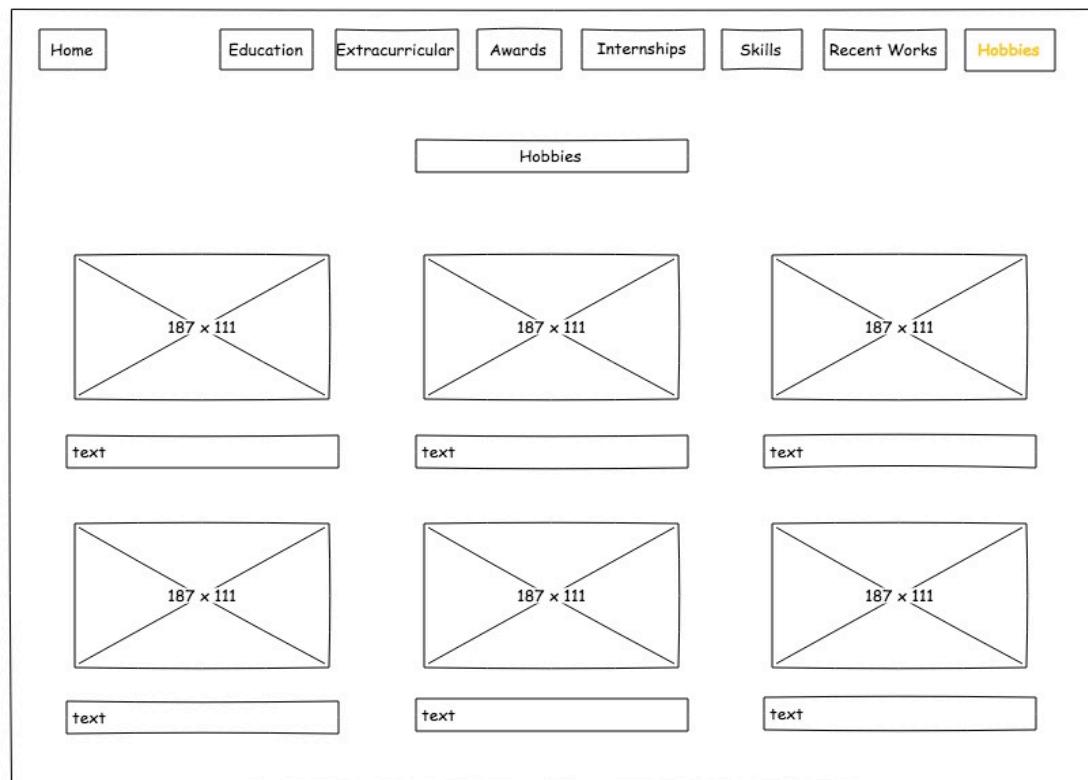


Figure 12. Wireframe — Hobbies Page

After completing the skeleton plane, I asked some of my friends to give me some useful suggestions. First of all, they suggested that I could add a unique logo to make my website outstanding and different. Since my friends always described my smile face like a cute doggie, I chose a doggie picture paint by myself as my website logo. Second, they advised that I could add some buttons such as “start now”, “return to top”, “view my portfolios”, “download my CV” to give users a more efficient experience. They also mentioned that I didn’t need to put my resume on the home page, because the employers already had my resume before they decided to visit my website and other users wouldn’t pay more attention to my CV at first until they felt interested in my website. Third, they questioned whether or not my percentage numbers could reflect my skills levels since I didn’t emphasize the evaluation criteria. So I changed my skills into three levels, namely, “good”, “excellent” and “perfect”.

Surface — Prototype

At this stage, it is time for me to make my website become visualized from abstract to concrete, conception to completion.

Colors

The background color of my website is white and the button color and navigation color are yellow, which presents a design of simple, clear, youthful and energetic characteristic (see Figure 13).



ADVERTISING AWARDS



HONORABLE MENTION

Copywriting | 06 / 2014

The Twelfth National College Students
Advertising Art Festival

Copywriting : Kuaike, Flowers In Season



OUTSTANDING REWARD

Workshop | 12/2014

China Youth OOH Advertising Creative
Competition

Public service advertisement : No-
Smoking Wicket



THIRD PRIZE

Campaign Planning | 09/2015

Seventh National Advertising Art Design
For College Students

Integrated marketing campaign : Live As
A LOHAS

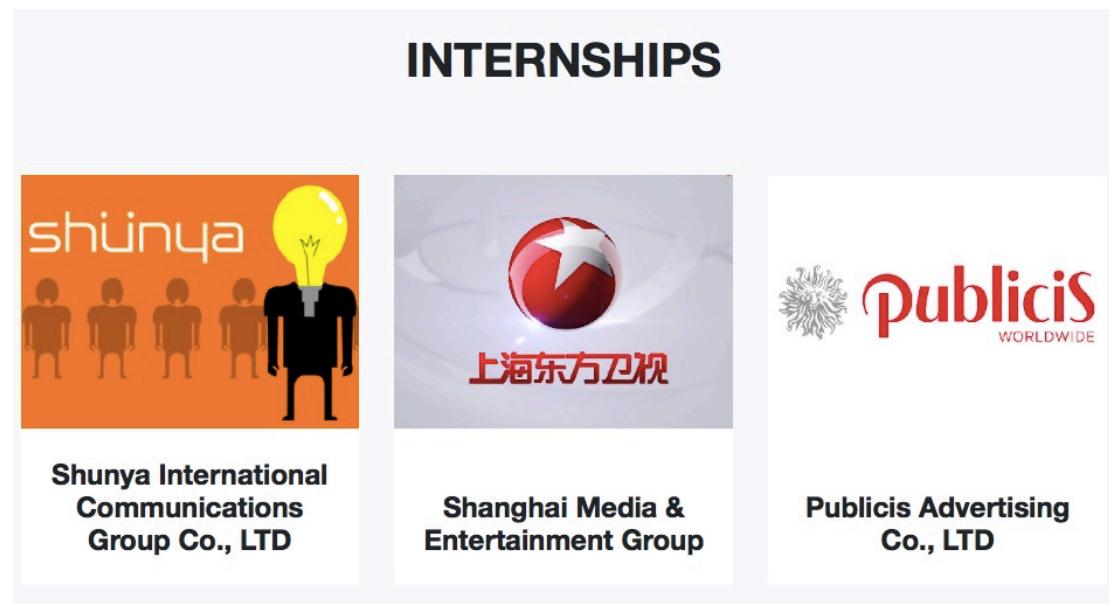
Teamleader & First author

Figure 13. My Awards Page

Fonts

The font style of main titles is sans serif font glyph, which raises users' attention by demonstrating a modern personality and a fashion taste. However, when it comes to some specific detailed information, I use serif font style to show a elegant, serious and classic characteristic. The contrast between the font style provides the website with a unique balance and impressive visualization (see Figure 14).

INTERNSHIPS



shunya

Shunya International Communications Group Co., LTD

上海东方卫视

Shanghai Media & Entertainment Group

Publicis

Publicis Advertising Co., LTD



Integrated Marketing Communication Department Assistant

I was responsible for data collection and evaluation, drafting annual market research report and writing promotion scripts for Volkswagen of Shanghai. I also took charge of contacting media with detailed schedules of the Shanghai International Yacht Festival.

[✖Close Project](#)

Figure 14. My Internships Page

Images

Because I am interested in photography and painting, all the logos, images and photos are taken or paint by myself to show my skills and personality (see Figure 15).

HOBBIES



Galaxy



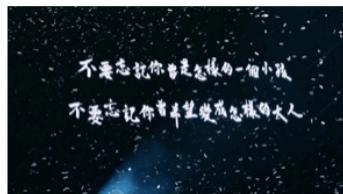
Sea



Panda



Mayday



Yoga



Travel & Photography

Figure 15. My Hobbies Page

Test

From the perspective of design thinking journey, I need to design test in both qualitative and quantitative methods to improve my website design and better satisfy user experience after producing my website.

Usability test

Usability test is one of the most essential and widely adopted qualitative

methods for testing websites. Usability can be defined as seven components: useful, usable, desirable, findable, accessible, credible and valuable. Usability is not only how easily users to read and how convenient for users to find, but also related to useful and valuable aspects about satisfying users' need and improving user experience.

As research shows, to identify most (85%) of the usability problems, 5 people could be enough. Therefore, I invited 5 of my friends (Mer, Aris, Seki, Cyndi and Belle) to help me do this usability test.

I asked the participants 9 questions based on the components of usability (see Figure 15).

1	Can you open my website?	Accessible
2	What do you think of the whole design of my website?	Desirable
3	Could you tell the purpose of this website?	Accessible
4	Could you find what you want to look for by using the navigation?	Findable
5	Do you think this website is easy to read?	Useable
6	Did you notice that you can download my resume and view detailed information about my portfolio?	Accessible
7	Do you think this website is useful to you?	Useful
8	Do you feel satisfied about this website?	Valuable
9	Can you give me some suggestions to improve my website?	Suggestion

Figure 15. Usability Test Questions

After collecting and analyzing their answers, I made some conclusions about

both praises and criticism.

On the one hand, all the interviewees answered this website is to introduce myself like a kind of resume. They all thought my navigation bar is clear and they could find whatever they want easily. For the aesthetic design of my website, Mer thought "The website is simple but clear." Seki said, "I really like the design of your website as the saying goes, less is more." Cyndi gave me some nice comments on the information because she really considered them as useful and valuable. Aris and Belle enjoyed my navigation, button and icon design and they both said that my website is easy to read.

On the other hand, all of the participants provided me with useful suggestions. "It takes me too much time to download the website! If I were not your friend, I wouldn't waste my time to wait." Belle, Mer and Aris from Mainland China complaint about the speed of my website. However, Cyndi (from Hong Kong), Belle (from USA), they didn't have this problem. So I thought it is a limitation on regions that I couldn't fix it.

Besides, Mer proposed that the cover image is not fit for the whole website. "When I first saw your cover image, I thought this website is for doggie lovers to communicate ideas with each other." In that case, I changed my cover image into my own photo (see Figure 16 and Figure 17).

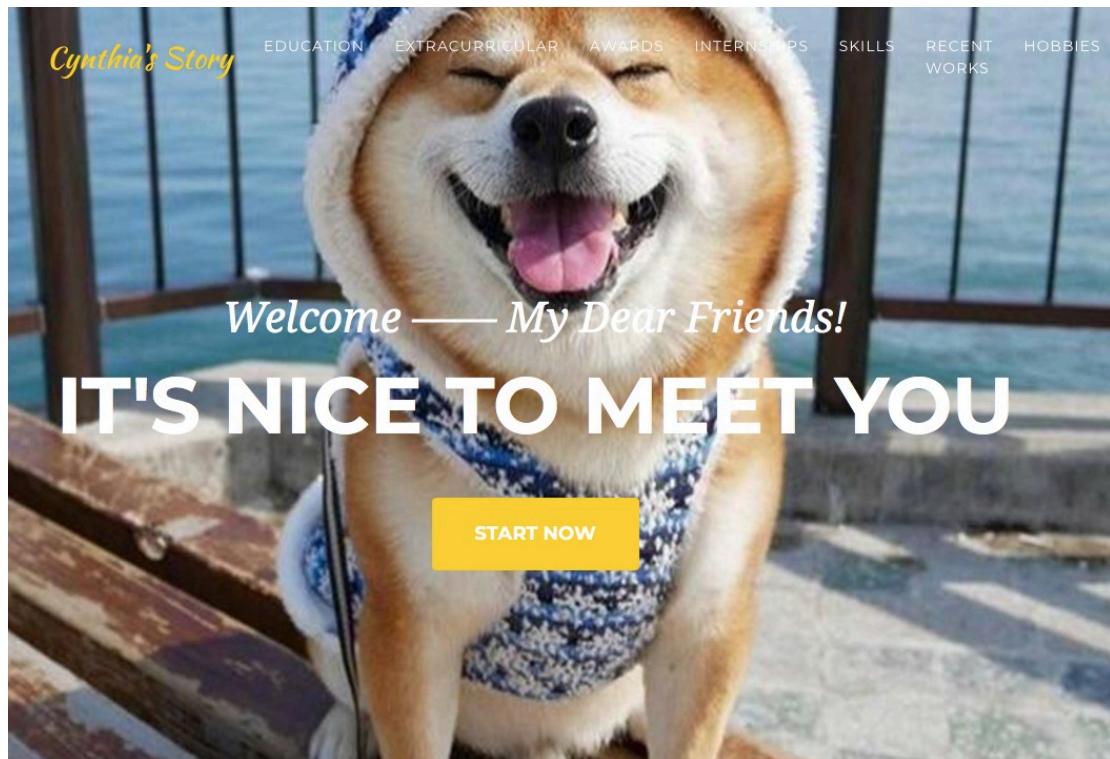


Figure 16. Original Cover Image

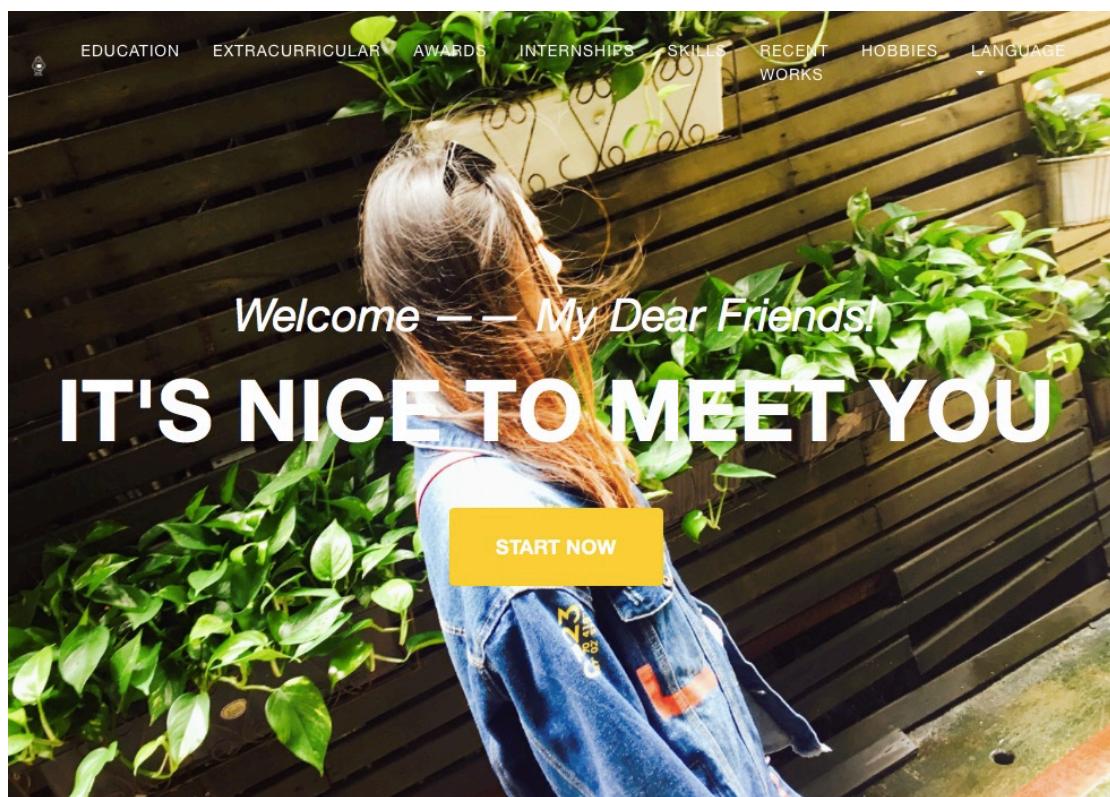


Figure 17. Modified Cover Image

What's more, Aris mentioned that some images couldn't show up. I rechecked my html code and finally dealt with this problem. Cyndi put forward the idea that the spaces are not reasonable. Some places need to shorten the spaces and some areas need to add extra containers. I modified my website according to her advice.

A / B test

For the quantitative method, I use Google Analytics to perform an A/B test to track users' behaviors and conversion rates to give my website an in-depth data analysis and help my website make some improvements. At the beginning, I only established my website in English version as my A plan. But some users asked if my website had a Chinese version (see Figure 18). Under this circumstance, I create a B variant, translating my whole website into Chinese version to see which version has a better performance and more page views.



Figure 18. Chinese Version

Due to the time limitation, the A/B test only lasts 9 days (from 3rd December to 11th December). It is better to run the test as long as 2 weeks to collect more data and traffic.

The experiment has gone through 331 page views. Because of lacking in test numbers, the results didn't define the winner and the difference between statistics of original version and modified version was hard to recognize (see Figure 19). Therefore, I created a navigation item on the header, namely, language, which allows users to choose the favorable version they prefer.

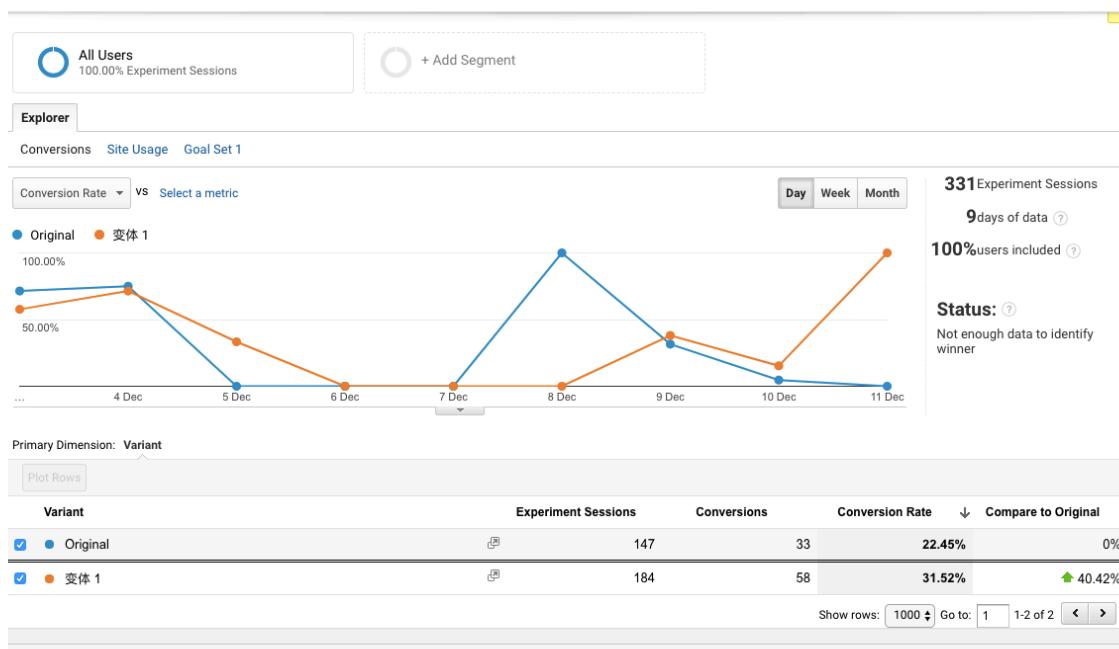


Figure 19. A/B Test Experiment

Dashboard Design

I created a customized dashboard for my personal website on Google

Analytics to identify demographics and behavior features of users, find out what pages have been visited the most and see the conversion rate and bounce rate.

Here are the 8 metrics to evaluate my website (see Figure 20).

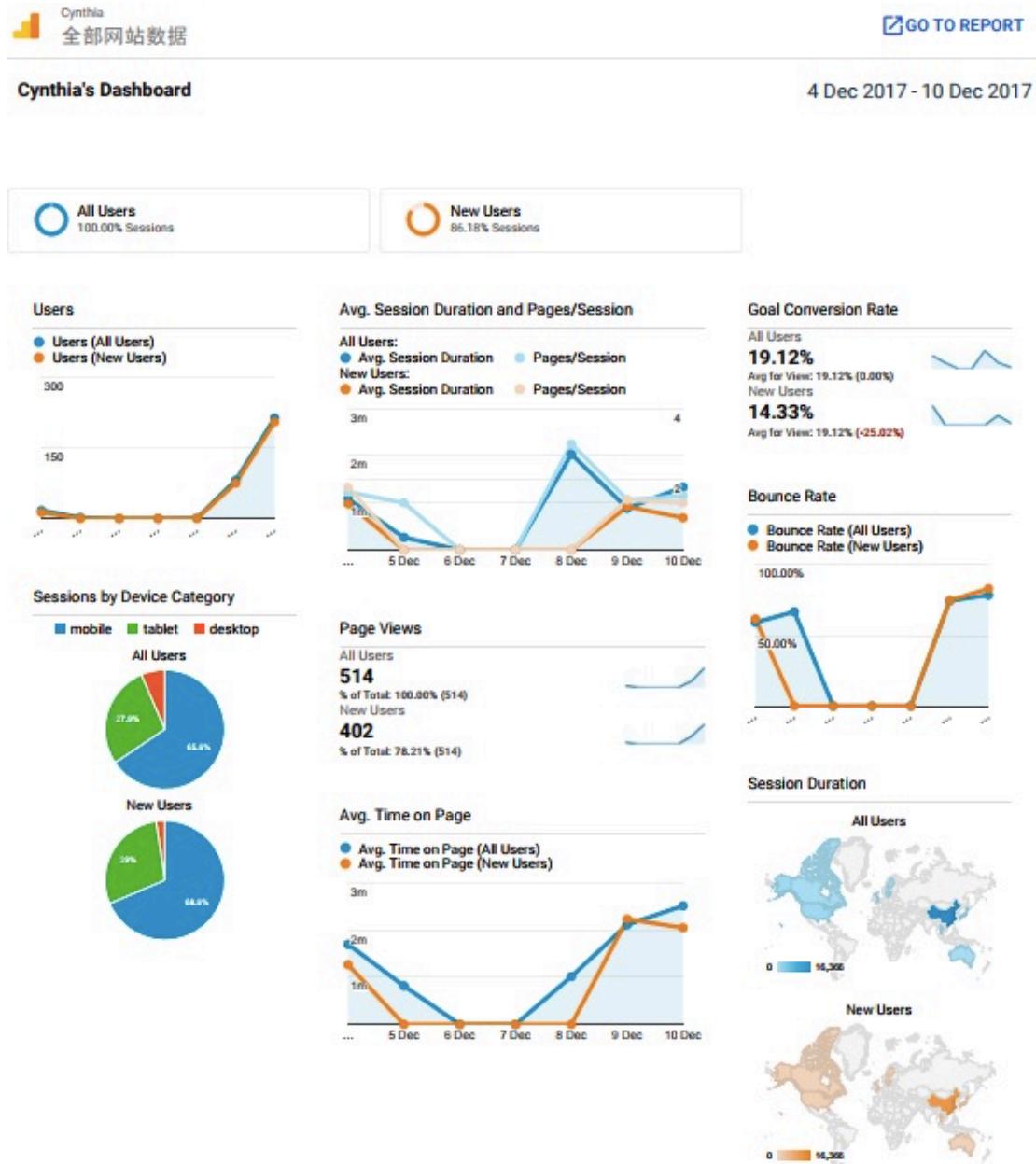


Figure 20. Customized Dashboard

I add a new segment called “new users” to compare with all visitors through the metrics of Avg. Session Duration, Pages / Session, Avg. Time on Page,

Conversion Rate and Bounce Rate. According to the statistics and diagrams, it seems that new users spend less time on pages and sessions of duration. However, the bounce rate of new users is lower than repeating visitors. In terms of this situation, it shows that new users are more curious about my website and want to click on different parts of my website, however, repeating users pay more attention to their interested aspects directly and spend more time on the detailed information.

The sessions by device category widget shows that most visitors open my website through mobile devices. Thus, designing my website in a responsive way is essential and reasonable.

Conclusion

The design thinking journey and UX Planes perspective provide me with a more creative, practical and comprehensive view on my personal website. I will still work hard on the limitations on my website and improve it to make me become more competitive in the future. Moreover, due to the important role and enormous potential of design thinking journey and UX Planes, I will study on them continuously to catch up the trends of smart city.