

# **Personal Website Project Report**

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## **1. Introduction**

Web design a very complex thing and involves many aspects of knowledge. Using what I learned in the class that closely related to the design of the web, I finished my project.

In this personal website project, I used the five planes of website design to establish my website. After completed my personal website, I used both quantitative and qualitative method to test my website and improve it.

## **2. Strategy Plane**

### **2.1 Set my goal**

At beginning, it is important to set a goal for my website. As a personal website, I wish this website display some valuable information about myself and I will send it to the recruiters as the supplement of my CV. I hope the user who enter my website can develop interest on me and contact me.

### **2.2 Identify My User**

For my portfolio, I think there are three groups of people that will be my major user. Firstly, HR of enterprises, who will receive all the resumes and portfolios from applicants, and always have the rights to decide whether to contact the applicant and schedule an interview. Secondly, the interviewer of enterprises, who will interview me and be my leader in the future. They weight the most in the recruitment process because they will decide whether to hire me or not. Last, I think some friend who have been work will be another target user, because they have been in a company and they can recommend me to their companies if they think I am suitable for the vacant position after browsing my website.

| Site Objectives |   | Target Users   |   | User Needs   |
|-----------------|---|----------------|---|--|
| Primary Goal    | Find a good job with the help of this personal site     | Primary User   | HR of enterprises   | Get relevant informations of applicant(backgrounds, internship, ect..)                 |
| Additional Goal | Make a creative and beautiful website to record my life | Secondary User | Interviewer of enterprises (the perspon who will be you leader in the future) | Get relevant informations of applicant and know more about the personal charcteristics |
| Additional Goal | Leave a good impression on the visitors                 | Secondary User | Friends who have been working   | Get relevant informations  |

Table 1 Target User

### 2.3 User Research

After identifying my target user, I interviewed five persons, including a HR from an internet company, an experienced leader and three friends who are working for internet or advertising companies to know more about their expectation and user journey of a portfolio website.

The HR said that they usually focus on the resume of applicants, but it will be better if applicants offer a personal website as supplementary material. And she mentioned that it is important to show something different from resume in the portfolio website, otherwise it would be meaningless, in addition to this, she expects the website to look good, a bad-designed website would not win good impression for the applicant.

The experienced leader expressed similar idea. If she opens a personal website, she will first find some fundamental information like education background and grades, then she will see the past work experiences of applicants which reflects the working ability, and then she wants to see some personal ideas or articles to know more about the applications, especially the personal characteristics, which can not know from the resume.

A friend who is also one of the interviewees said that she wanted to see a creative and beautiful website, if the main page did not look good, she would turn off the page immediately. Another friend think that applicants should show some personal works in

the website, for example, copy works, photography works, design works to show the real ability.

According to the interviews, I complete my user journey map as below:

| <b>User Journey Map</b>   |  |   |                                 |   |  |
|---|--|---|---------------------------------|---|--|
| <b>Emotional Status of</b><br><br><div> <div>Persona</div> </div> | 1. HR of enterprises<br>2. Interviewer of enterprises (the person who will be your leader in the future)<br>3. Friends who have been working (may recommend me for a good job) |   |                                 |   |  |
|   | Explain Emotions   |   |                                 |   |  |
| name<br>Profile<br>Behavior                                       | 1. curiosity   | 2. get serious                                    | 3. feel interesting             | 4. grow interest  |  |
| <b>Context</b>  | 1. online /mail  | 2. website  |                                 |   |  |
| <b>What is the persona trying to do?</b>                          | 1. find some fundamental informations  | 2. find applicant's internship or work experience | 3. evaluate applicant's ability | 4. know more about applicant's personality or characteristics | 5. decide whether to contact the applicant |
| <b>Journey Stages</b>   | 1. open the website  | 2. find information he want to know               | 3. evaluate the applicant       | 4. contact the applicant and schedule an interview            | 5. hire the applicant                      |
| <b>Artifacts and Touchpoints</b>                                  | 1. portfolio   | 2. experience                                     | 3. skills                       | 4. achievements   | 5. personal works                          |

Table 2 User Journey Map

### 3. Scope Plane

In the Scope Plane, functional specifications and content requirements should be define.

#### 3.1 Functional Specifications

- **Browse the Website**

For users, the most basic function they need is to browse my website.

- **Clear and Effective Navigations**

As users enter my website, a clear and effective navigations can bring them to where they want to go and to see what they want to see with the fastest speed. As

- **View My Portfolio**

Users can see my portfolio on my website, and they can download the pdf version through browser.

### 3.2 Content Requirements

The user research shows that they want to see 3 kinds of content on a personal website:

- **Fundamental information such as education background**

Clear education background information can make it easier for users to know if my educational attainment and professional background meet their requirements.

- **Past working experiences which reflects the working ability of the applicant**

For me, my intern experience will be very important to users because users can know more about what I can do and assess my ability through the company I have ever stayed and the work I have ever done.

- **personal interests and personal works**

This kind of content can help users to get information that they cannot see in my resume. They can see what I like and what I always do in my free time. They can also have an easy access to personal work such as analytic articles.

In addition to the above, I will also use multi-media content such as pictures, icons, maps and text to make my website more interesting and attractive.

## 4. Structure Plane

In this part, the website structure should be established. I decided to make a multiple-page website because too much information in one page will distract users' attention. In a multiple-page website they can choose which page they want to view and which kind of information they want to get.

### 4.1 Sitemap

According to the user research, I divided my website into 4 parts: homepage with fundamental information, intern experience, more information and contact information page. There are four boxes on the first level of

navigation bar: Home, My Intern Experience, More About Me, Contact Me.

The structure of my website is shown as below.

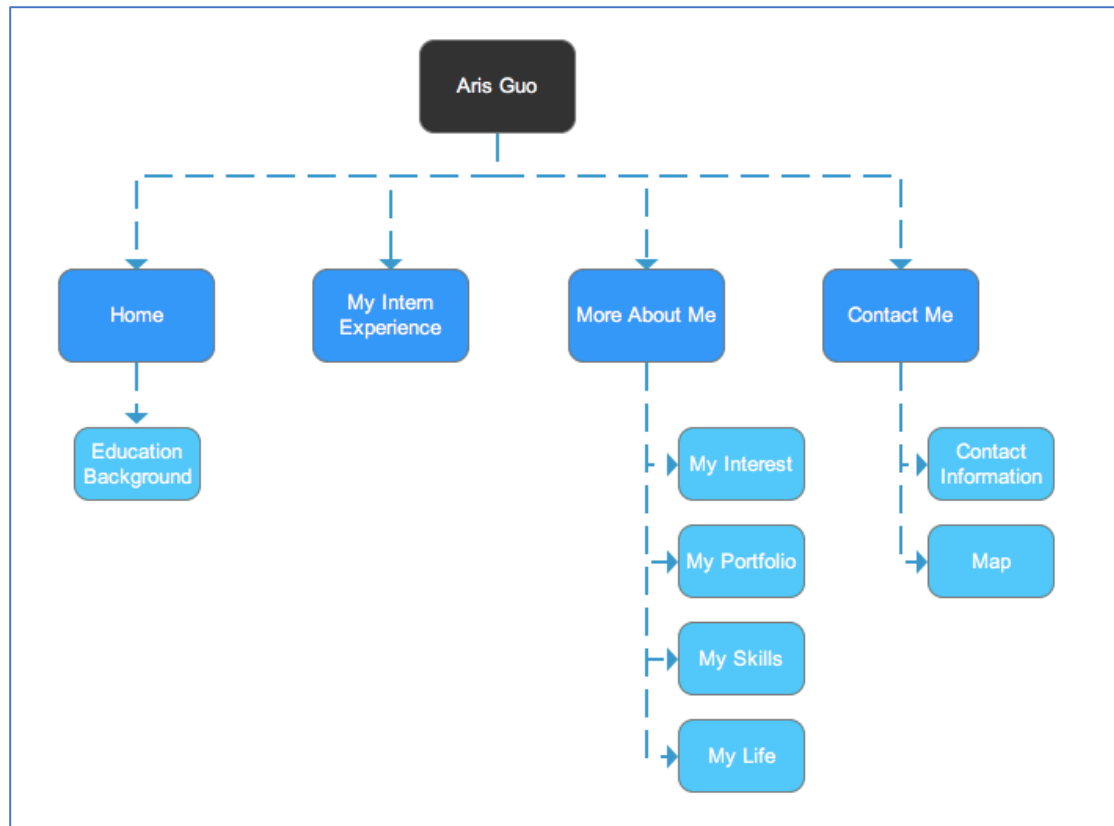


Figure 1 Site Map

There is no second-level navigation for my website cause I want to make the navigation simpler for user.

And the figure above also shows my content structure in each page. In the homepage, I will show my education background. And in the “More About Me” page, I will display four different kind of content: my interest, my portfolio, my skills and my life. In the “Contact Me” page, in addition to contact information, I will also display an online map to mark my location in a more visualized way.

## 5. Skeleton Plane

At the skeleton stage, I establish a basic wireframe for each page using the prototype design tools Axure RP 8. The wireframe presenting my initial idea of the website and make it easier to realize my ideas. And it is also a process of designing UI and UX.

There are 4 pages on my website and the main picture are almost all the same in every page in order to keep consistency.

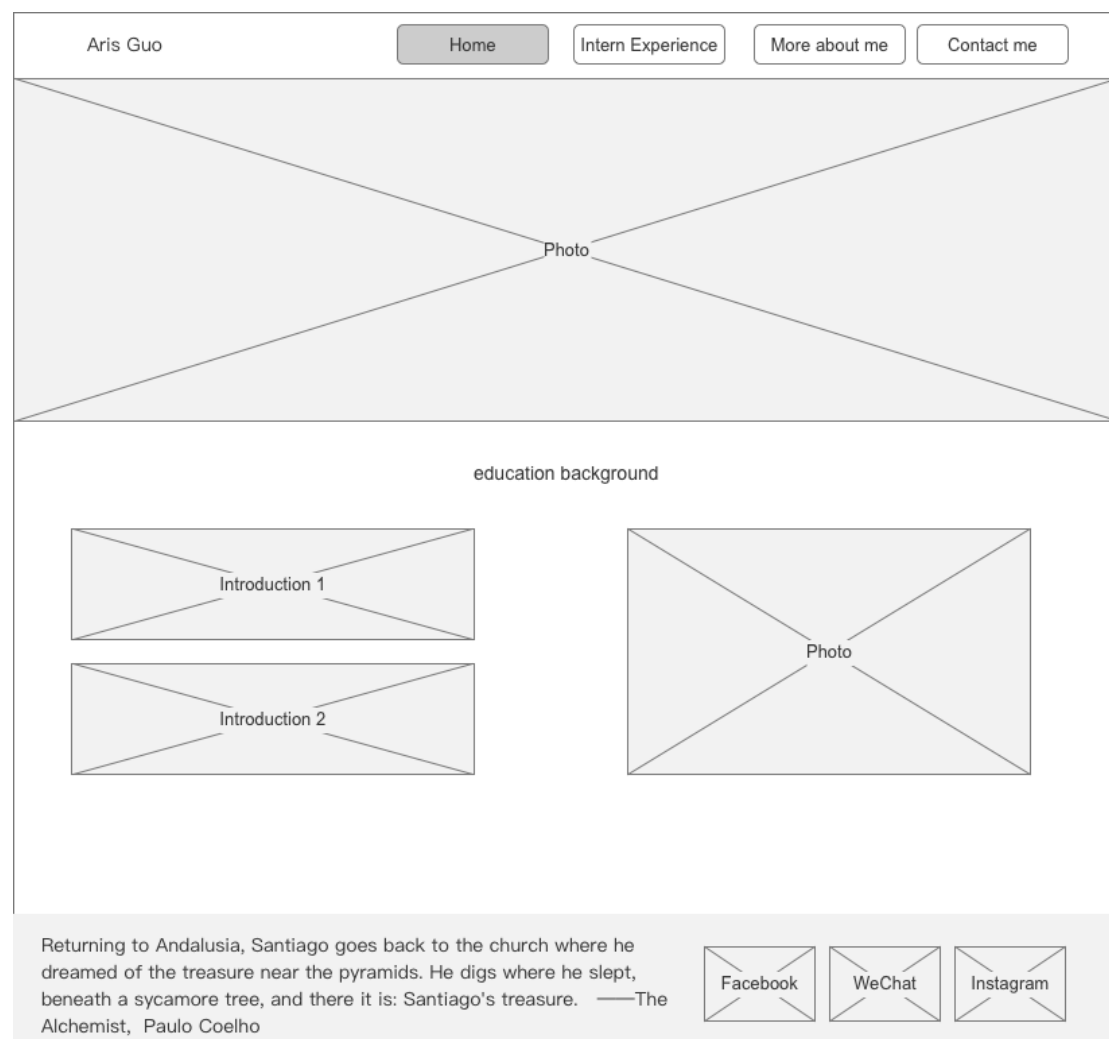


Figure 2 Wireframe of Homepage

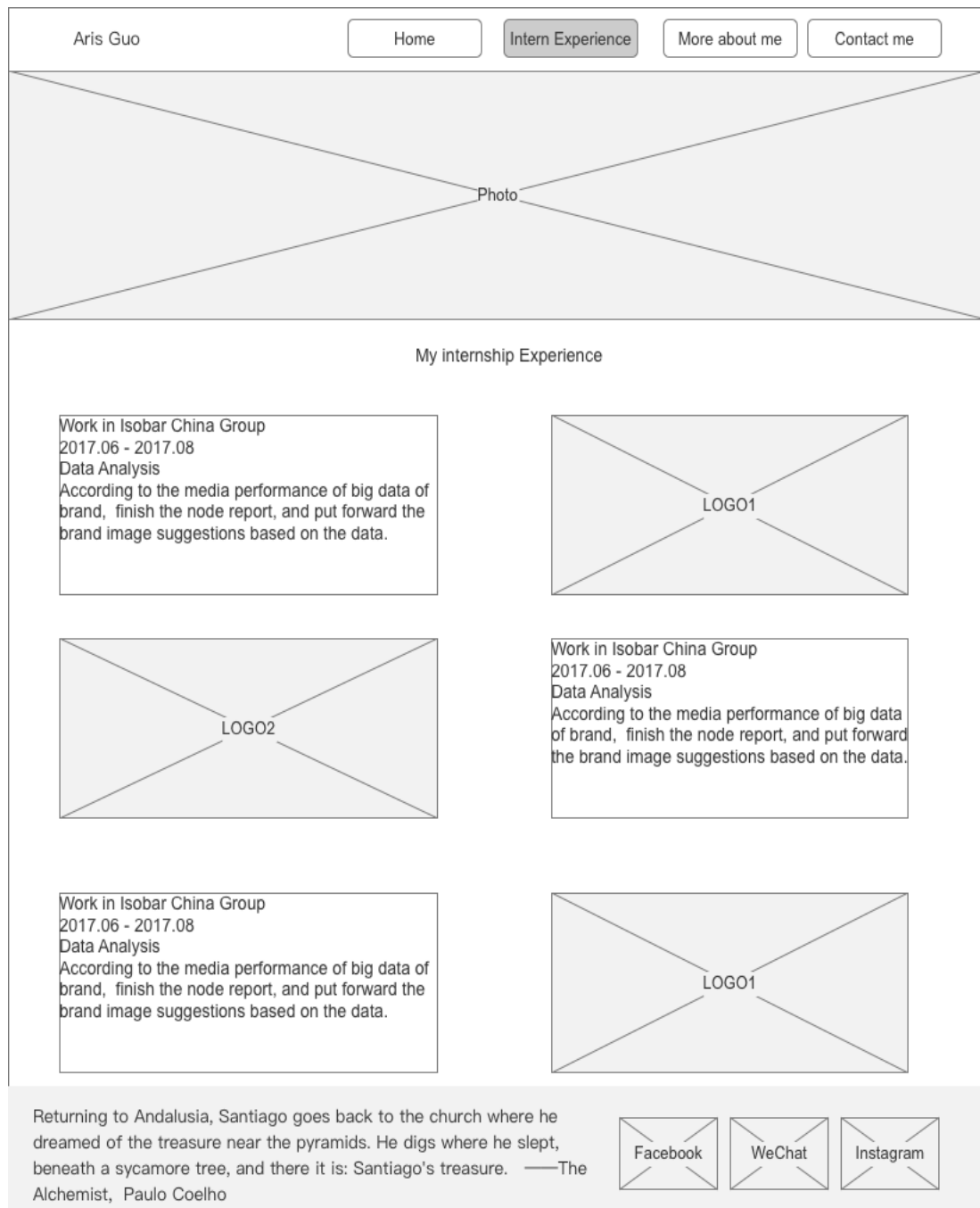


Figure 3 Wireframe of Intern Experience Page

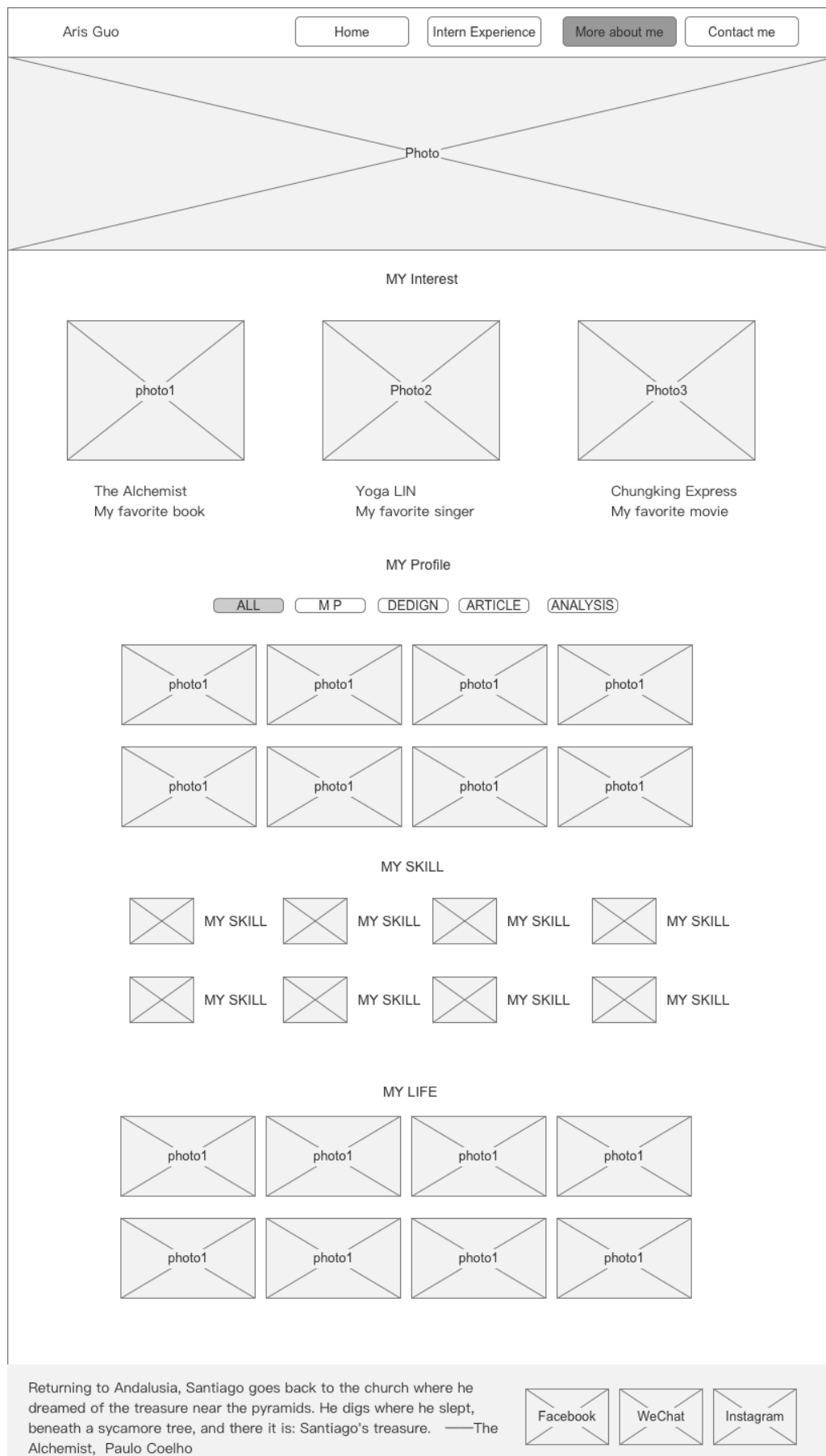


Figure 4 Wireframe of More About Me Page



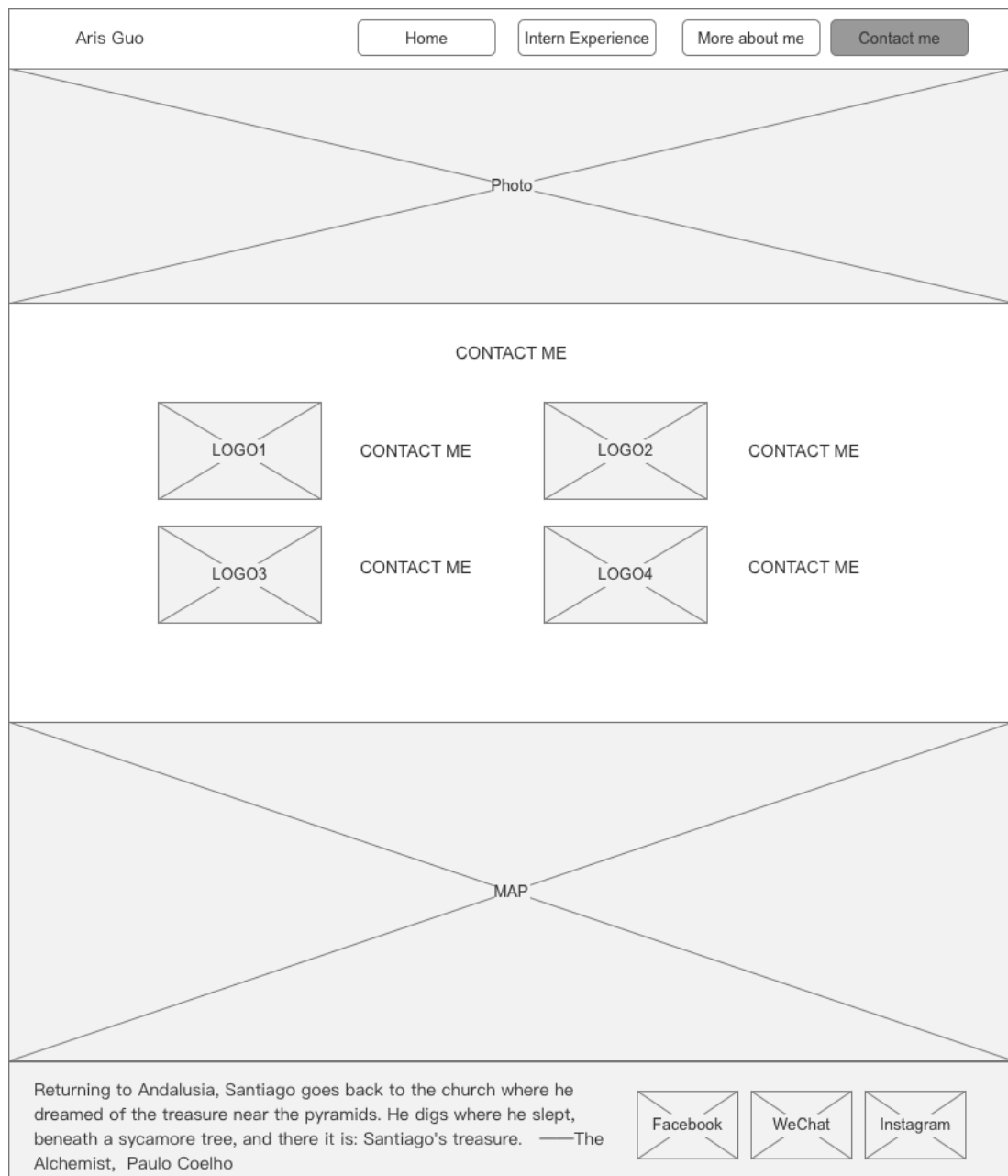


Figure 5 Wireframe of Contact Page

After I finish my first-version wireframe of the whole website, I show them to some of my friend to collect some suggestions. And they do give me some valuable advices. For example, I added 8 icons for “My Skills” part in my “More About Me” page to show my skills in a more directive way.

## 6. Surface Plane

As a simple personal website, I want it to keep consistency on the whole. In addition to this, I want my website can make people feel relax and easy to read, so they can slow down to stay in my website for a longer time. In order to achieve my design goal, I make efforts from

### 6.1 Color

The whole page uses different kind of blue as the main color, matched with black, grey and white. For example, the first-level title uses dark blue as the font color, and the second-level title uses light blue as the font color, as for the main text, I use grey as the font color.



Figure 6 Color of Titles in My Website

Turn to navigation bar, I use deep blue for my name on the left side, light blue for current page, and grey for other pages.

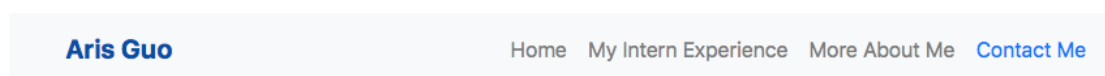


Figure 7 Color of Navigation Bar

## 6.2 Images

In order to keep the consistency of all pages, I use the same picture as the main image of every page. As you can see below, it is picture of me, which is taken at the Chinese University of Hong Kong. I stand in the middle of the picture, the mountains and the sea are in distance, and the leaves near me. The whole picture gives people a feeling of pleasure and relaxation. And the main color of the picture is blue, which creates a atmosphere of quiet.

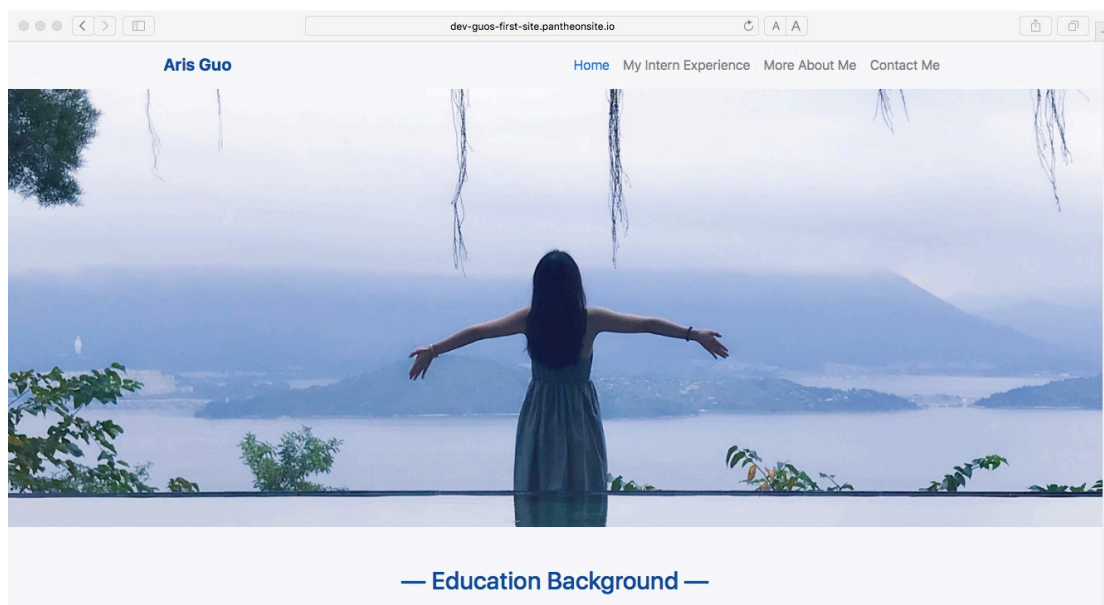


Figure 8 Home Page

As it is shown in the figure 4 and figure 5, in the home page, the picture almost occupied the entire screen in order to attract the attention of the users at the first time. But in other pages, the main picture is shorter in order to leave more space to the content.

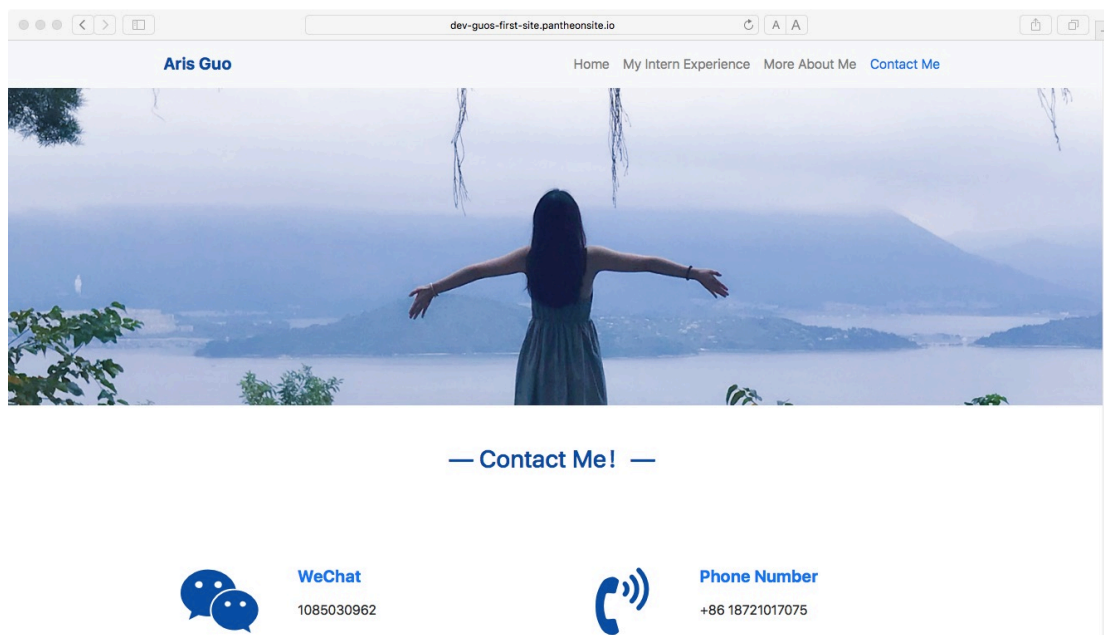


Figure 9 Contact Page

### 6.3 Icons

I use about 15 icons in my website to make my content more visible. Using icons can bring a lot benefits, for example, users can get the information you want to show them within one second without reading anything, just as “My Skill” part in my website (Figure10).

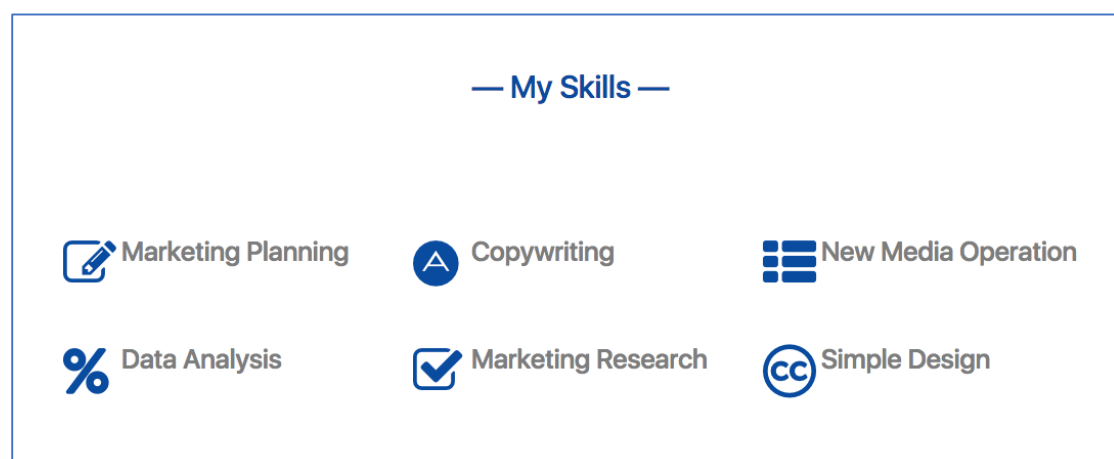


Figure 10 “My Skill” part in my website

Sometimes icons can help users to find the information they want more quickly. As it is shown in the Figure 11, if one wants to know my e-mail, he can directly find it with the help of an icon of a letter and does not need to read in a fixed order to find the information.

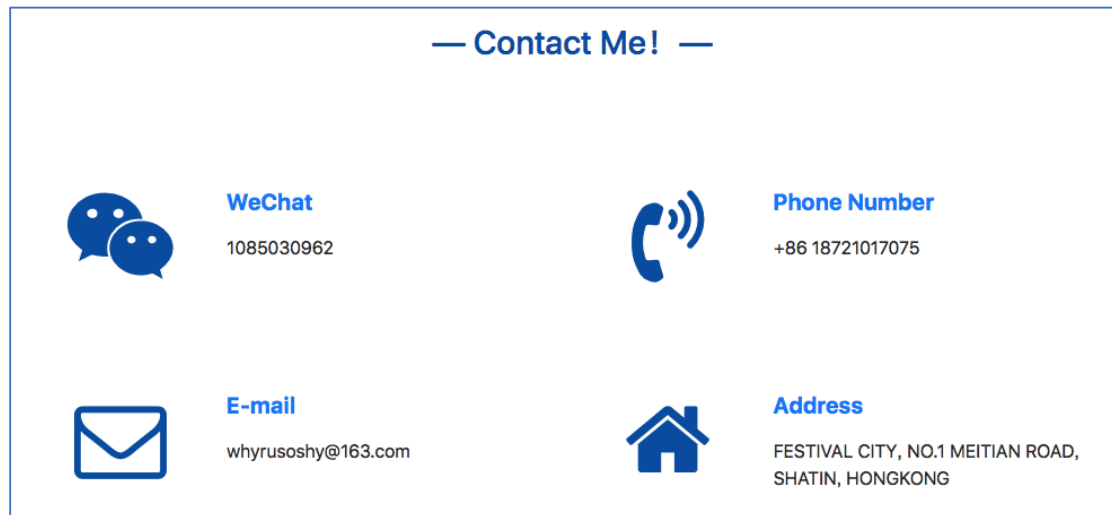


Figure 11 Contact Information part of my website

## 7. Usability Test (Qualitative Method)

An important fact of usability test is that testing 5 subjects reveals 80% of the problems, so I invited 5 people to do the qualitative usability test, including 4 friends of me and an experienced leader in marketing area.

I design 5 questions for them.

- 1) Are you attracted by the website at the first time?
- 2) Can you find what you want in my website?
- 3) Does the text (size and color) and pictures (size and style) make you feel comfortable?
- 4) Do you think the website is easy to use?
- 5) Can you point out the biggest limitation of the website?

For the first question, 4 of 5 people said that they are attracted by the website at the first time because of the main picture I put in my home page. One of them told me that the figure of the back caused her curiosity about the person and wanted to know more

about me.

For the second question, 4 of 5 people thought that they can find the information they want in my website, and the one who are not satisfied with my content said that she wants to see my daily life not only by picture but also by text. But I think it is too much about privacy, and it's not fit for my personal website at the moment. Maybe I will add this into my website in the future.

For the third question, the biggest problem for my website is that the font size is unreasonable for mobile terminal, which is shown in the Figure 12. I tried many times to solve this problem and finally make all words adjust to the screen size. (Figure 13)



Figure 12 Unreasonable font size

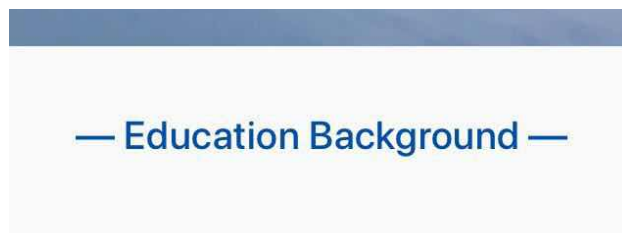


Figure 13 Adjust version of font

For the fourth question, all the subject gave me a positive answer, they all agree that the website is simple and easy for them to use.

For the last question, they point out 3 major limitations and I developed solutions for each limitation.

- 1) The pictures I put in “My Intern Experience” is unrelated and unprofessional.  
Solution: replace the pictures into enterprise LOGO.
- 2) The person work I put in my website is not enough.  
Solution: increase more personal works.
- 3) Lack of details in my “Education Background” part.  
Solution: add major and courses information to this part.
- 4) Navigation bar is a little small.  
Solution: design an A/B test to decide whether to make the navigation bar bigger and more obvious.

## 8. A/B Test (Quantitative Method)

### 8.1 A/B Test Variations and Hypothesis

According to the usability test, one subject point out that the navigation bar can be more obvious in order to draw attention of users to make them click more pages and stay longer in this website. I don't know whether this idea is reasonable, so I designed an A/B test to see the effect. My presumed hypothesis is proposed as: by design a bigger navigation bar, users will view more pages on my website.

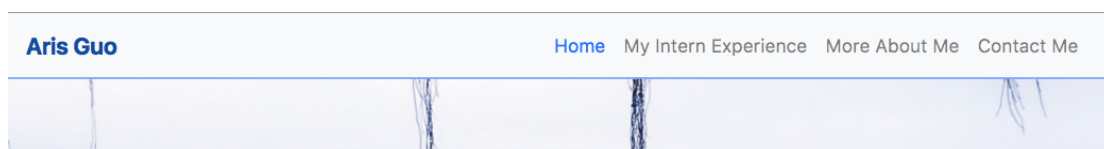


Figure 14 Original Version

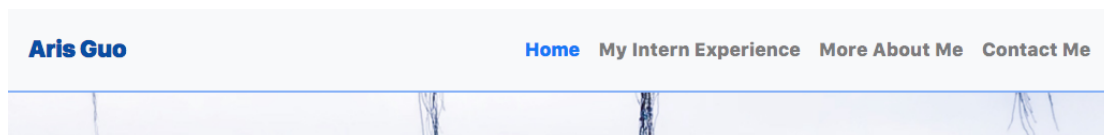


Figure 15 Bigger Navigation Version

### 8.2 A/B Test Result

The test results are shown below, the data tells that the original version have 98% probability to be better. The average pageviews of original version is 4.40 while the big navigation version is 3.55. So, the original version was adopted finally.

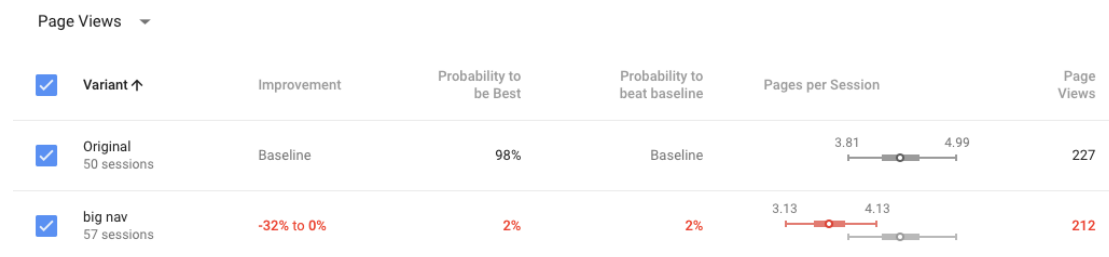


Figure 16 A/B test result – 1

| Variant  | Experiment Sessions | Page Views | Avg. Pageviews | ↓ | Compare to Original |
|----------|---------------------|------------|----------------|---|---------------------|
| Original | 53                  | 233        | 4.40           |   | 0%                  |
| big nav  | 62                  | 220        | 3.55           |   | ↓ -19.29%           |

Figure 17 A/B test result – 2

## 9. Dashboard Design

I create a dashboard on Google Analytics to collect data of my website. The dashboard includes 8 data or charts.

For example, the number of Page/Session shows the average page views of sessions and the Bounce Rate of my website shows how attractive my website is. The sessions and average session duration shows different behavior of people from different countries and regions. The bar graph of Time on Page and Page Views shows how many time people spend on different page, and the page views of each page. According to this data, I can easily know, what kind of content people are interest in most. And the last bar graph, Session Duration of Different Devices shows people from desktop spend more time on my website than mobile and tablets, and the duration on tablets is unreasonably short, which means I should improve the user experience on table.



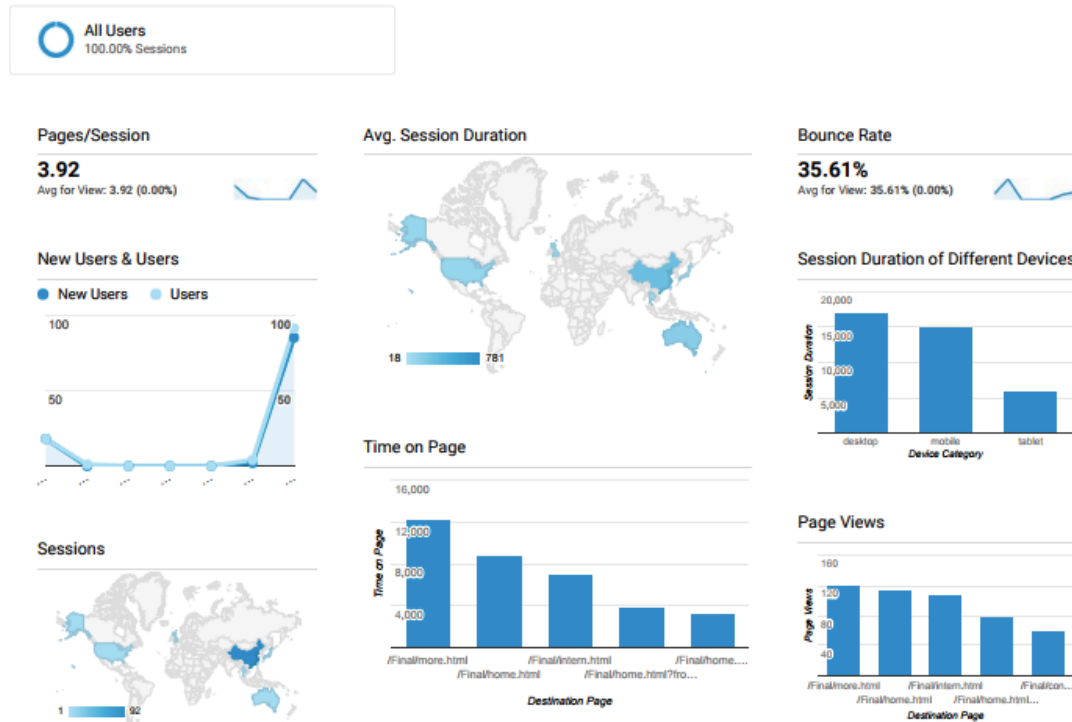


Figure 18 My Dashboard

## 10. Conclusion

Although compared with other's personal website, my website is very simple and still has a lot of limitation, it also has its advantages, for instance, it is easy to use and looks good. Thanks to this course, I can turn a lot of my ideas into a real Web site and show it to others. I will continue to improve this site in the future, to add more content and try my best to make it more interesting and easy to use.