

Personal Website Final Report

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1. Introduction

Designing a website is a process that requires a comprehensive use of all kinds of skill. In the process of designing, design thinking journey (Figure 1) is a necessary part, which includes different stages from empathy, define, ideate, prototype and test. Through this journey, you can learn more about your target users that can help you construct point of view based on users' needs. Then you start to brainstorming and come up with creative solutions. After that you can put your idea into practice and design both qualitative and quantitative tests to improve your product. Finally, usability test and A/B test are useful to satisfy users' needs and make some adjustments from the perspective of user experience.

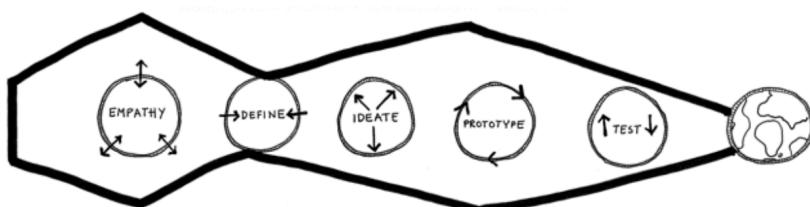


Figure 1 Design thinking journey

Design thinking pays more attention to the process, while five UX elements (Figure 2) provide five planes from user needs to visual design to help designer design the whole website more strategic. When I design my personal website, I follow this five planes to ensure that my website is user-centered. For graduates, how to get out of a lot of competitors when looking for a job, the personal website maybe a bonus depending on the following reasons. First, it contains many more things than personal resume. Personal website is a combination of multiple media. It can not only provide recruiters a direct way to understand who I am but also show my creativity and personality in web. Second, website contains your

portfolio, which is more persuasive than the text on the resume. Last but not the least, personal website can show part of your skills you have. I will start from the fundamental part—the strategy plane.

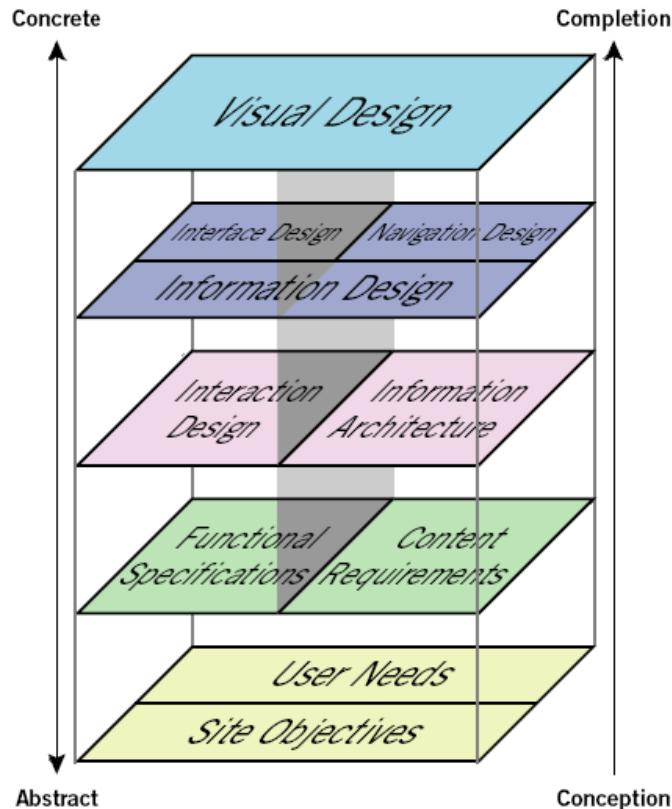


Figure 2 Five UX elements

2. The strategy plane

The first thing I need to do before designing my personal website is to make sure the objectives of my website (Figure 3). I want this website not only can present my background, skills and personality but also attract recruiters' attention which may provide me a chance to get a dream job. So, I do some research on myself.

According to my past internship experience, major and knowledge I have, I find that I have already tried some work related to new media. I collected a lot of data for the creation of a new app during the summer holiday in 2014. From 2014 and 2015, I spent one year on operating a WeChat official account and producing content on it as a part-time job. In the

summer holiday of 2016, I operated a WeChat official accounts for “Mobile and Mobility of China”, a big exhibition hosted by Shanghai International Exhibition Co., Ltd. When I was doing these internship, I interested in the patterns and modes of new media and got a sense of achievement when many people read the content I produced. Due to some internships which I have already done about new media, I am really curious about hidden principles behind products and services. In the future, I will prefer to choose jobs in the digital media area as well.

SITE OBJECTIVES		TARGET USERS		USER NEEDS
Primary goal	Use this website to find a dream job or have a chance to attend an interview	Primary users	Recruiters from companies or even the top 500 enterprises	Looking for suitable and potential students for their digital media position
Additional goal	Show my editing software skills and ability of content production vividly	Secondary users	Recruiters from digital media company or advertising agency	Looking for suitable and potential students who can undertake the content production
Additional goal	Making the website more user friendly	Secondary users	Recruiters from startup companies	Looking for suitable and potential students for their startup companies to do some propaganda work

Figure 3 Strategy Plane

At first, I need to know requirements and responsibilities of jobs in the digital media to make sure whether it fits me or not. I search jobs on the “indeed” website and type the “digital media” as a key word. In addition to the degree and work experience requirements, the most mentioned are being knowledgeable on editing software and ability of content production. Fortunately, editing software and other new media skills are what I am learning

now. Thanks to the internship experience, I am also familiar with the content production. Therefore, I decide to find jobs related to digital media after graduation. If I want to make a personal job-hunting website and use it to find a job smoothly, user needs cannot be ignored.

Obviously, my website target users are recruiters from big companies. I interviewed three friends of mine. Mr. Guo and Ms. Sui are HR from my former internship company and Ms. Zhou is the HR in the top 500 enterprise. According to three interviewees, the most important thing is to see whether you are matched with the recruit positions. The recent working experience is one of the criterion for them to determine. Mr. Guo prefers candidates who show their logic and humility in CV, especially students. Ms. Sui hopes candidates can show their own unique in the CV and avoid a long self-introduction. Ms. Zhou says that candidates need to show whether they can fit well with the position they apply for. They all mentioned that it's really fast for them to view a resume, about 30 seconds to 1 minutes. So, it's important to leave an impact on them through a resume. After interviewing them, I figure out the user journey map (Figure 4) of my target user.

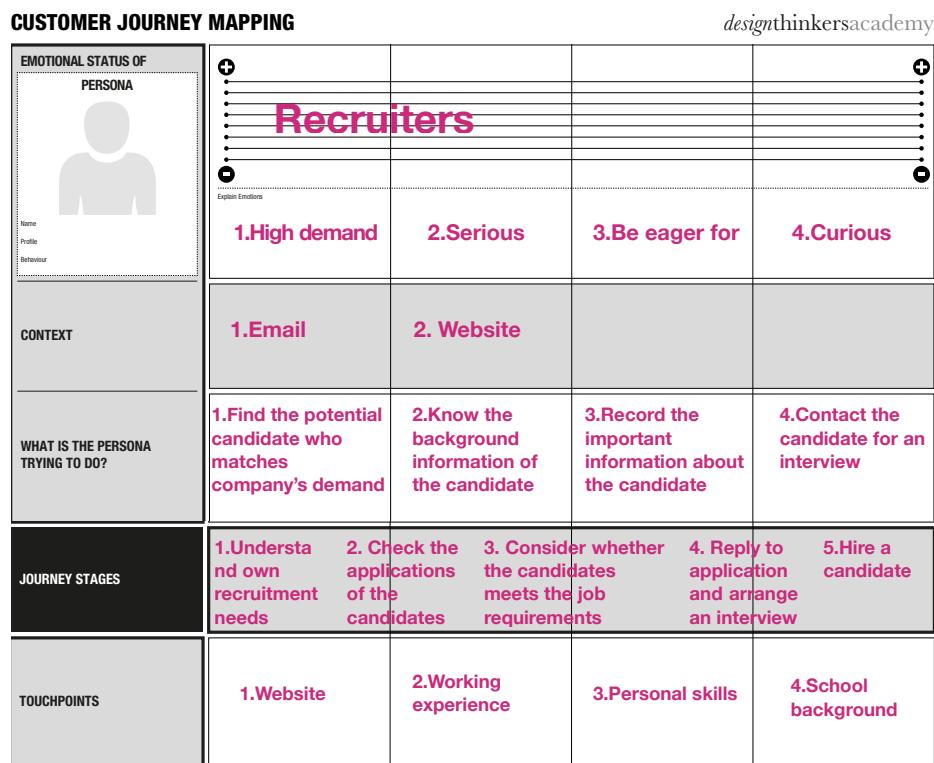


Figure 4 Journey Mapping

3. The scope plane

In order to meet user needs and make the whole website more effective. I should decide which elements in the website are necessary and what kind of contents I should put in my personal website in the scope plane.

From functional specification perspective, I need a clear navigation bar because it can give users the structure of the whole website which helps them find what they are interested in. The entrance of a resume is also necessary. Users can download my resume just click a button. Contact form or social media account part can make a direct connection between the users who browse the website and me. As a personal website, it cannot be static, it's better for it to update with your experience. So, backend support is also essential. Drupal plays a powerful backend in my website this time. Although I just create a contact form in Drupal because of time limited, I will use Drupal to manage my contents to improve my website next time which can be more convenient for users to see updating information especially work experience and portfolio.

From content requirement perspective, in addition to some basic information which can also embody in a resume, personal website can contain different forms of expression. A general resume can only describe projects you have experienced in text, but on the website, you can put some videos or documents to show your experience more intuitively. We often attempt to explain skills we have in our resume, however, portfolio can just be a part of website to show your ability. In the general resume, recruiters can only contact me through telephone or email, while in my website, they can use social media like WeChat or LinkedIn to keep an easy contact with me.

4. The structure plane

I choose multiple pages for my own website. Although I put the contents on different pages, it should be easy for users to find what they really want to know. In the structure plane (Figure 5), I establish the structure of my website and decide the content. At the same time, I hope this structure is also understandable for users to follow. I design a welcome page for PC users and tablets users in particular and divide first navigation bar into four parts: home, about me, portfolio and contact. Under about me part, there are three boxes for the secondary level of navigation: background, skills and internship.

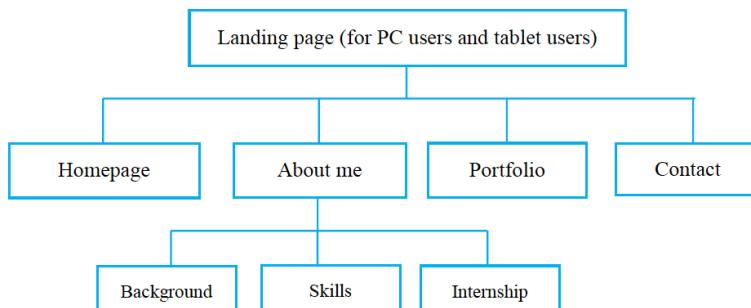


Figure 5 Site map

5. The skeleton plane

At this stage, I will design how different elements are properly placed on separate pages. At this time, wireframe is actually a suitable tool for the designer to start organizing the whole page and decide which kind of font or color will use on the page, which can reduce the amount of work in the formal design.

There are five pages on my website. I want to show my different personalities through my design. So, the landing page is totally different from the rest. Bright and optimistic is what I wish to send to my users from the first page and also want to leave a good first impression on them. For the rest of four pages, I prefer to show my professionalism and

stability. Therefore, I choose grey as my main color of website which can show formal and elegant. In order to maintain the unity of page style and color, the colors of the website are different degrees of grey and some elements will appear rapidly through diverse forms.

Because of the research which I have done before the web design, I know that recruiters often don't have enough time to view a resume. So, I provide them some choices on the landing page (Figure 6). If they don't have enough time to view the entire website, they can download my resume first, and browse the website later when they are free. But, if they are really interested in who I am and want to find out me more, they can press the button and enter my main page. The reason why I want the landing page is also because an article I have read before. Erin Greenwald mentioned in an article which named "How to build a resume website that will impress every hiring manager who sees it", one of the strategy is that link to your resume from a landing page. Nowadays, thanks to the fast development of the Internet, recruiters will try to search the interviewees on the Internet before they decide whether to employ them or not. If I add my social media account in my website can also help them to know me more easily.

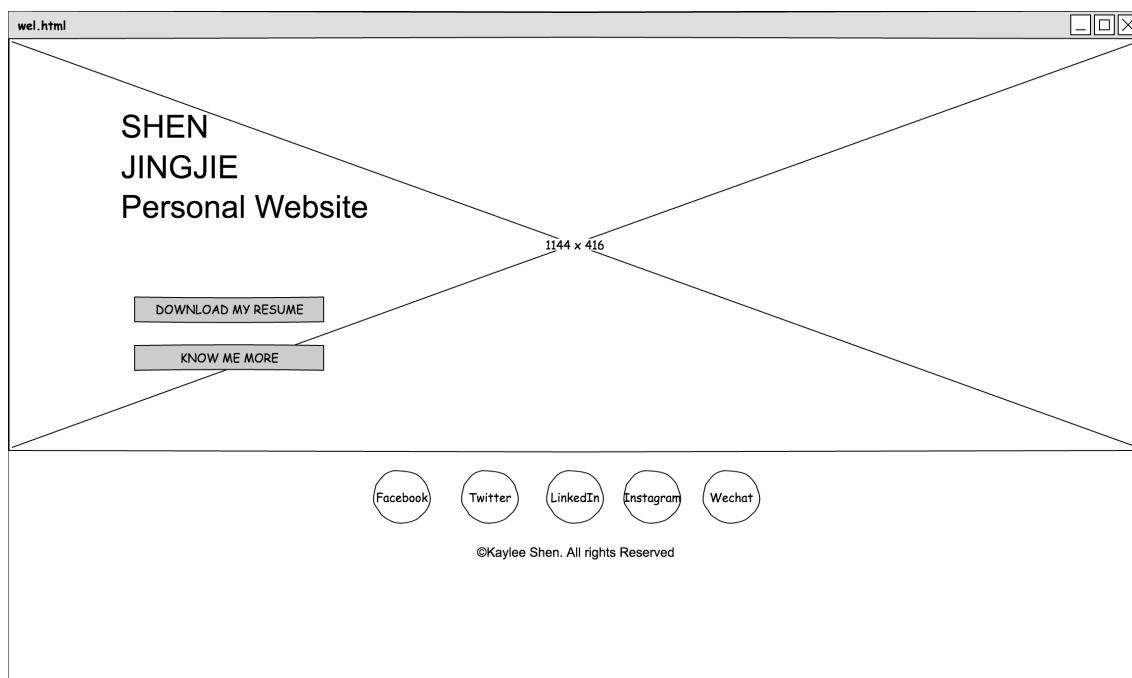


Figure 6 Wireframe-Landing Page

In the main page of my website, the first section is the home page (Figure 7). This page is not so complicated for users to read and it's also the first page for mobile users. I want to tell users what kind of job I want to apply for at the first time they view the website. Also I move the download cv button to the left-top of the website which is also the most important part of the webpage. About me page (Figure 8) contains three sections. I also name this page "discover who I am", because users will find my education experience, skills and internship in this part. After they view the whole page, they will have a general understanding of my ability. The third page is the portfolio page (Figure 9). I put three kinds of my works on this page. Because I want to apply for a job in the digital market which means that I should not be only good at interviewing and writing but also have some other skills like clipping videos, making images or planning some projects. The last page is contact page (Figure 10). This page is designed for users who are interested in what I mention in the website or recruiters who find I am really fit for the people who they want to hire. It can help them make a direct contact with me.

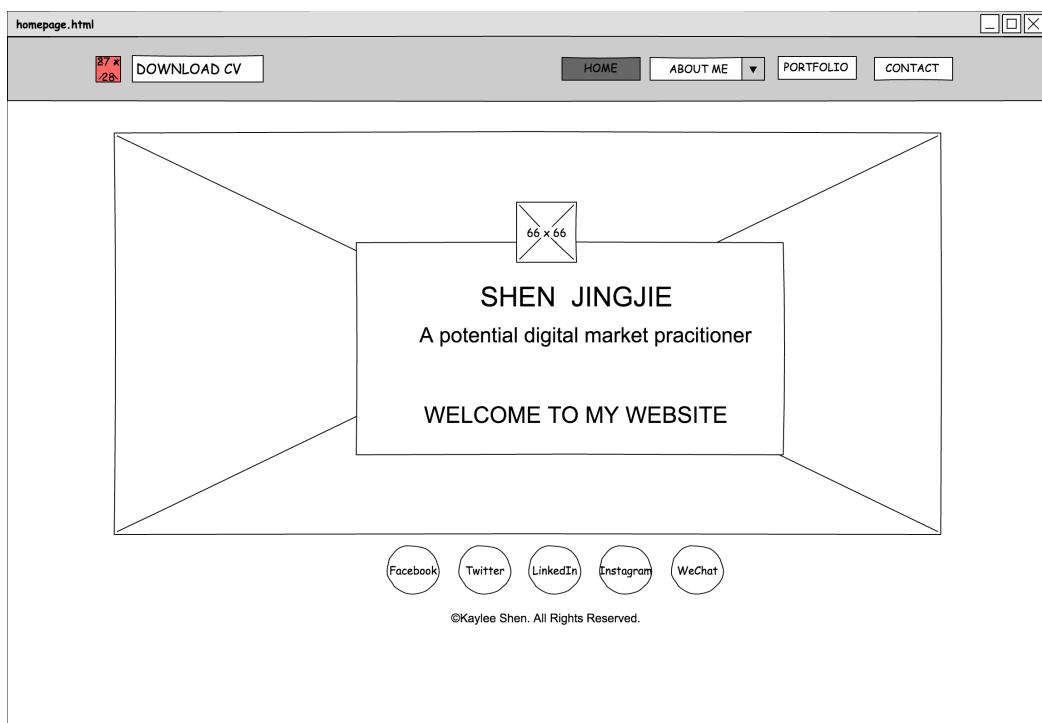


Figure 7 Wireframe-Home Page

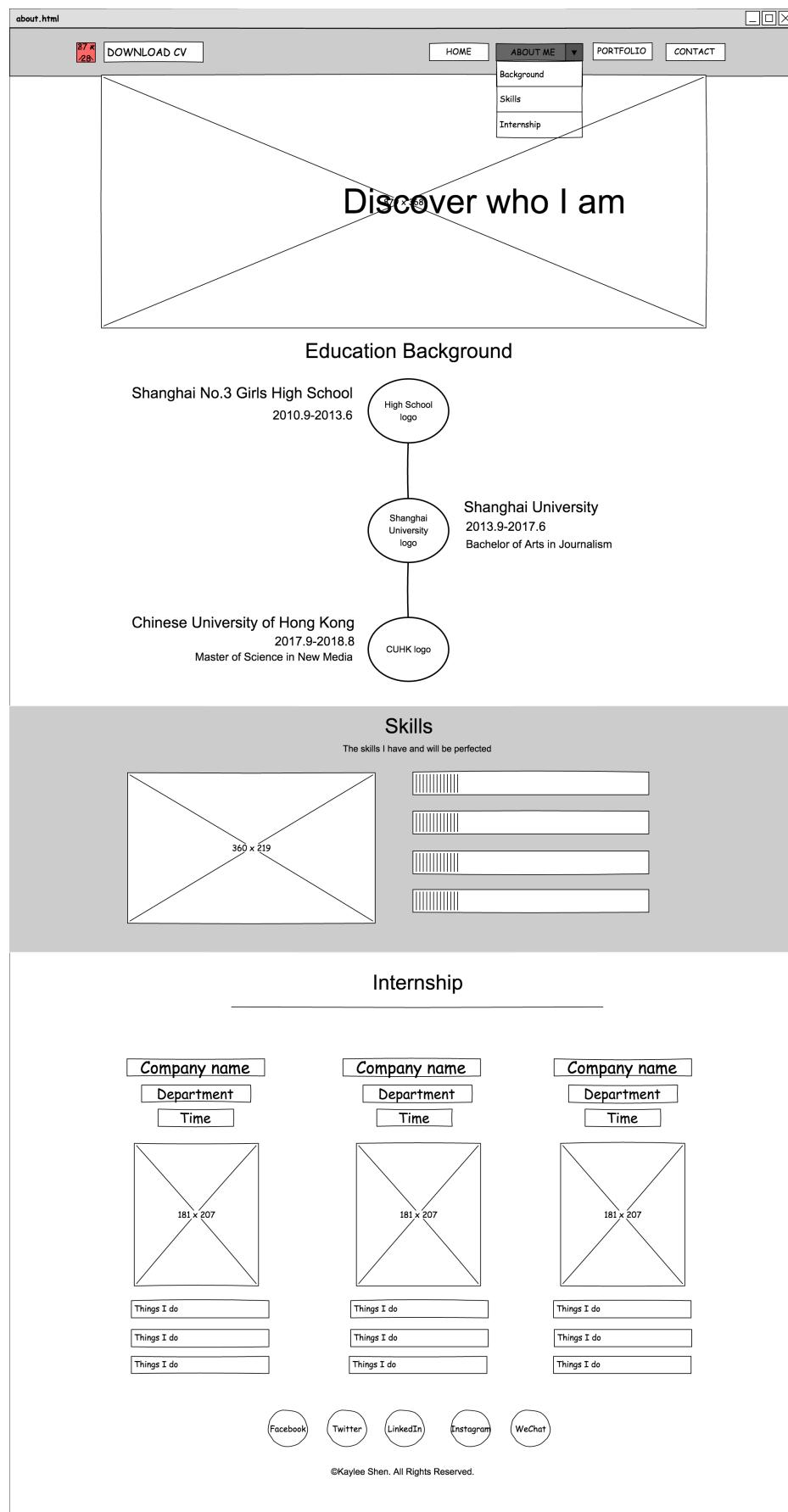


Figure 8 Wireframe-About Page

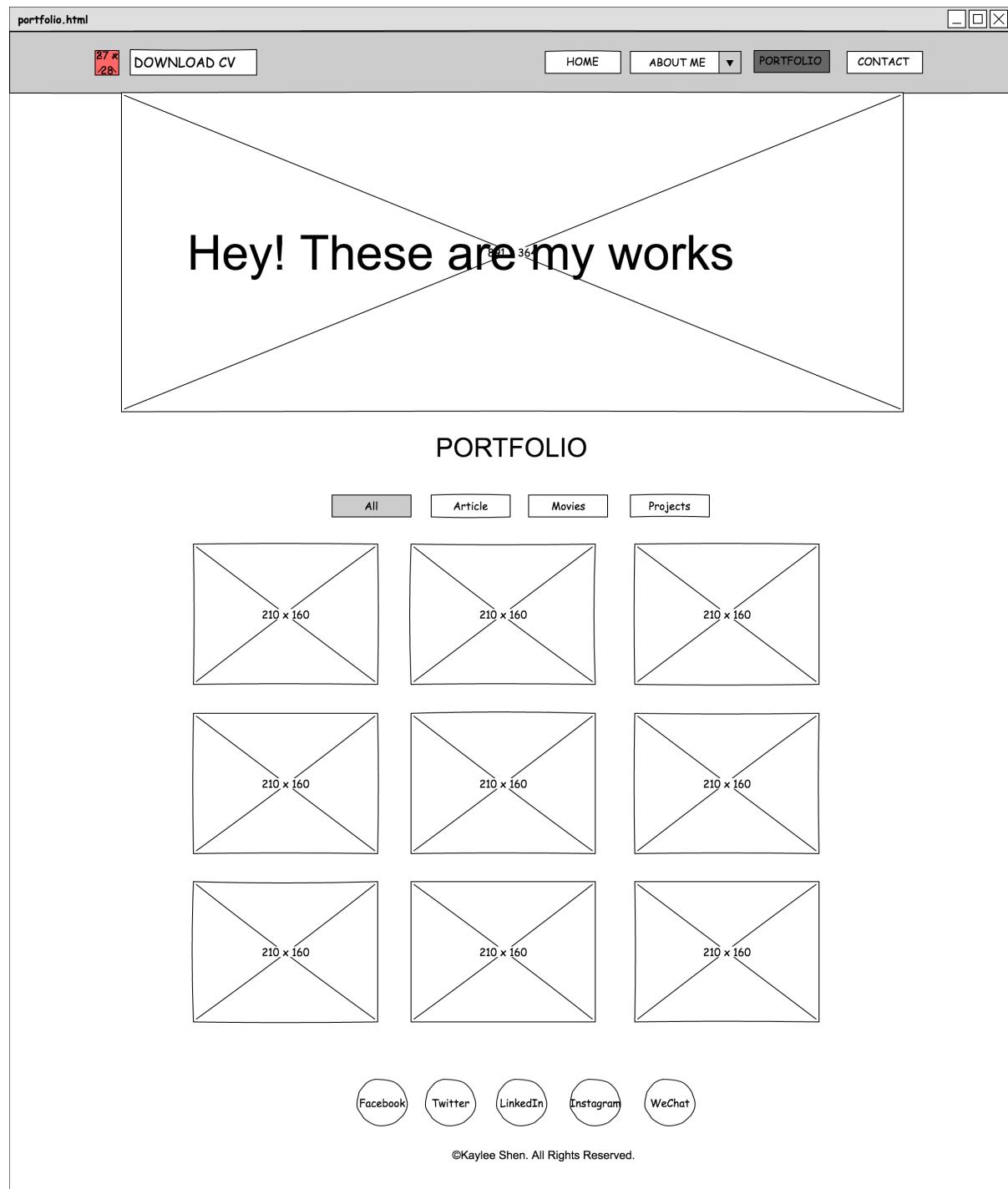


Figure 9 Wireframe-Portfolio Page

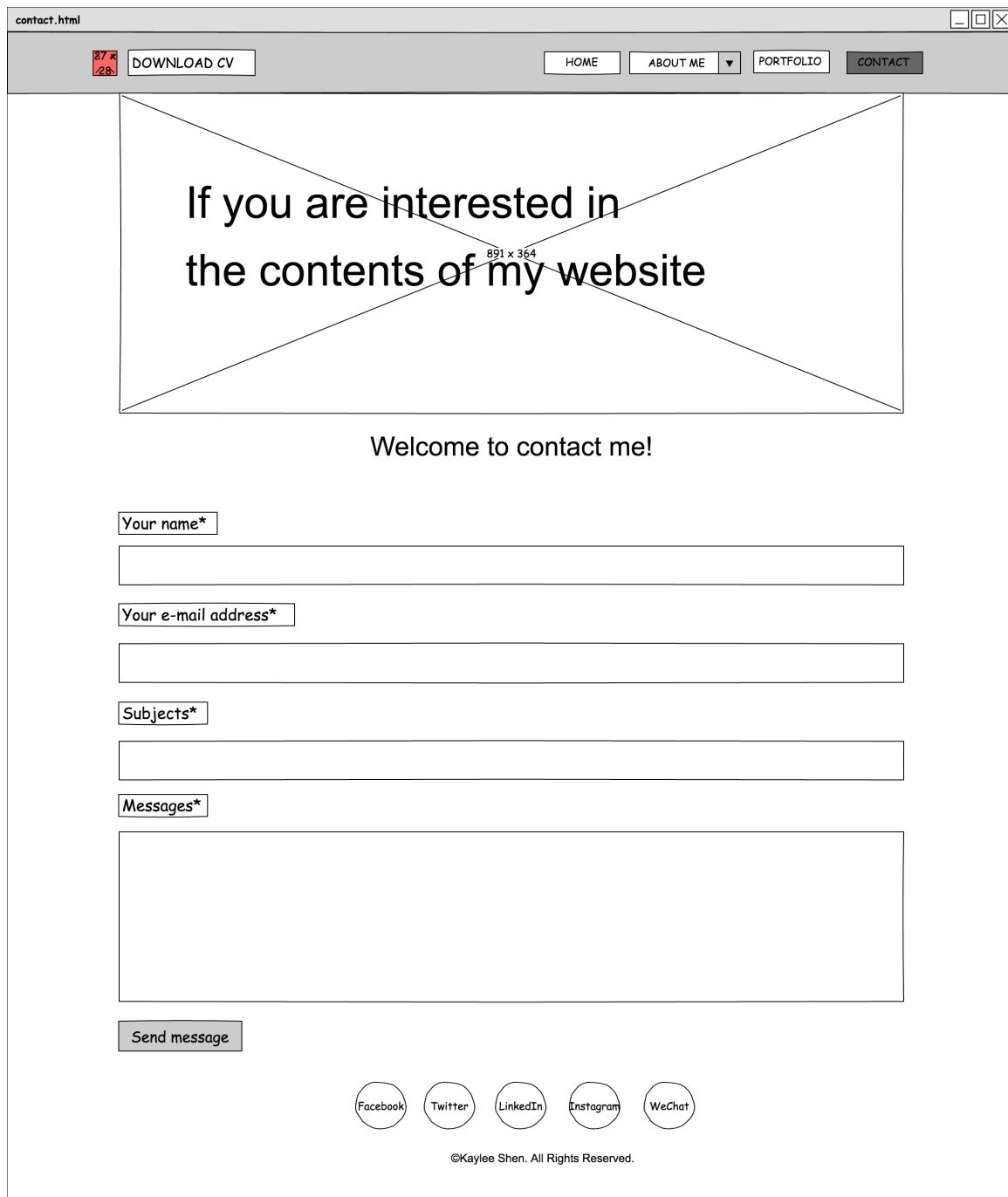


Figure 10 Wireframe-Contact Page

After I finish my wireframe, I show it to some of my friends whether they can clearly understand my idea or not. One of users says that please pay attention to the color of your navigation bar in case the navigation bar is not obvious to users. Another user suggests that try to make the main picture of each website as part of the page, not be so abrupt which will make the website more unified.

6. The surface plane

After I know my users' needs, website goal, the structure and design idea. In the surface plane, I need to turn all my ideas into reality. I use Pingendo and sublime to build the whole website and use Photoshop and Illustrator as the tools to make images and logo in the website. (http://dev-sjj-website.pantheonsite.io/web_final/wel.html)

6.1 Images

I choose one of photos of my recent life as the main visual of the landing page (Figure 11). Why I want to choose this photo depends on three reasons. The first is that this is a picture of a transverse composition that can provide more space for my design. The second reason is I smile warmly in this picture which fit what I want to deliver to users. The third is because I want to use this photo to close the distance between users and me.



Figure 11 Main visual of the landing page

In addition to the main visual of about page, the other three pages have the same background picture with different changes. I choose a photo with iPhone, keyboard, pens and notebooks because it really has a close relationship with the job I am interested in. I use Photoshop to add myself on the page to increase the personal features of my website (Figure 12). In the main visual of about me page (Figure 13), I choose to adjust one of my photos to

make it more compatible with the theme. What I want to emphasize is the picture of skills in the about me page (Figure 14). I make myself sit on the table and the computer screen shows the code of the landing page. The reason why I want to make this picture is to increase the interest of the web. The main visuals of portfolio (Figure 15) and contact page (Figure 16) are almost the same but with different sentences on it.



Figure 12 Main visual of the home page



Figure 13 Main visual of about page

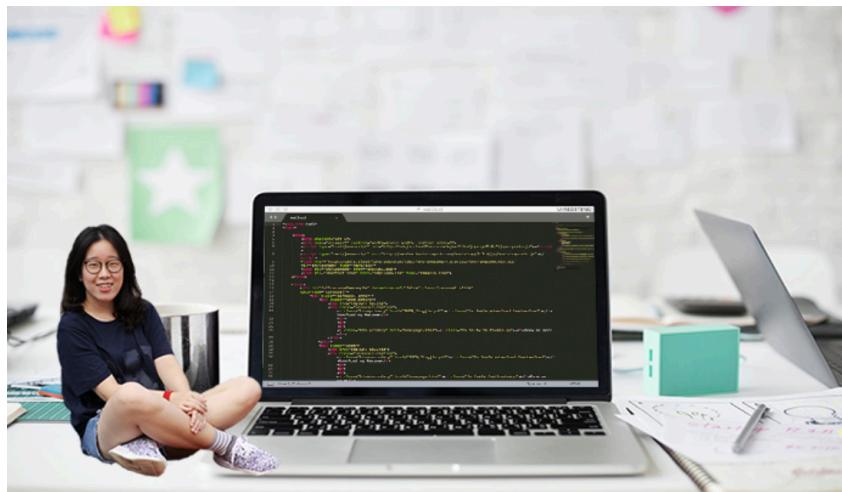


Figure 14 Image of skills

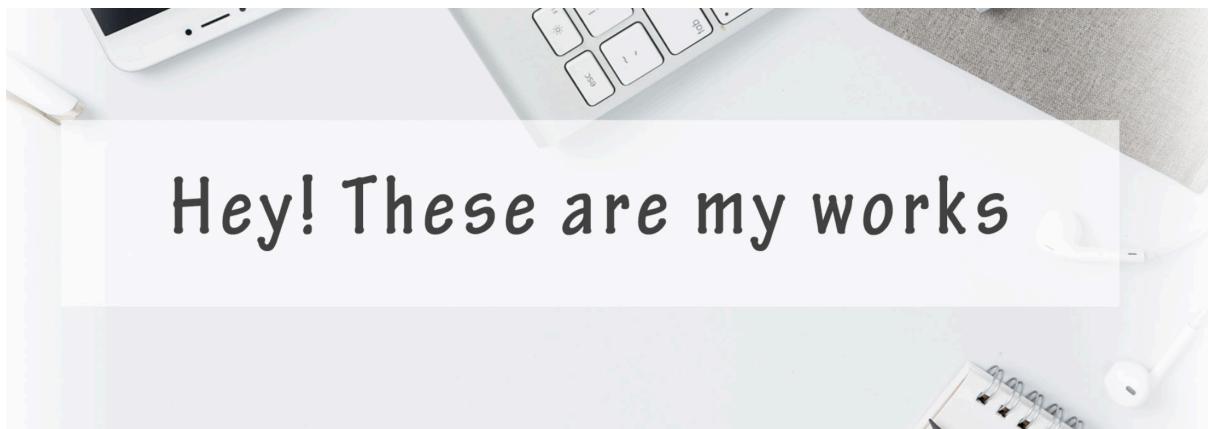


Figure 15 Main visual of portfolio page

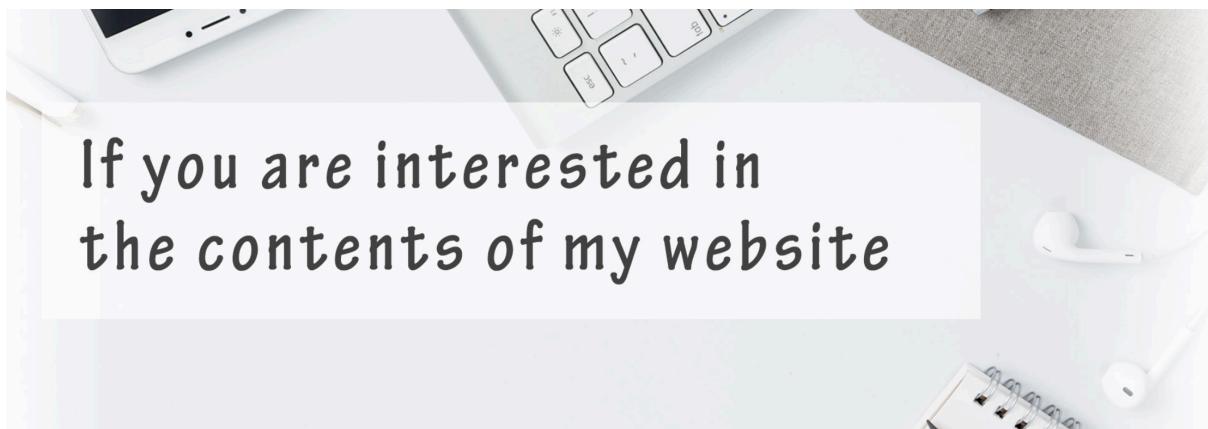


Figure 16 Main visual of contact page

6.2 Logo

I design my personal logo in the website. In my opinion, personal logo is an important element of a website which can make your website unique sometimes. So I combine the first

letter of my name “S” and circle together, and put the logo not only on the main visual of the home page (Figure 12) but also on the left side of the header (Figure 17).



Figure 17 Logo of the website

6.3 Interaction

It will be boring for users to just browse the website but can do nothing. So, in order to enhance users' interest in browsing my website, I add some interactive part to the web page. For example, in the portfolio page, when users move their mouse over the picture, they will see some introduction about this work and an icon of what kind of document it is. When they move their mouse over the icon, they will see the icon will change its color then users can click it to display the content (Figure 18). This interaction performs much better on the PC, however, because of the inevitable cause, this effect is not so obvious in the mode of tablets and mobile devices which will explain in the test part. Another example is also in the portfolio page, I set small tags among all works (Figure 19) and users can choose what kinds of works they prefer to see.

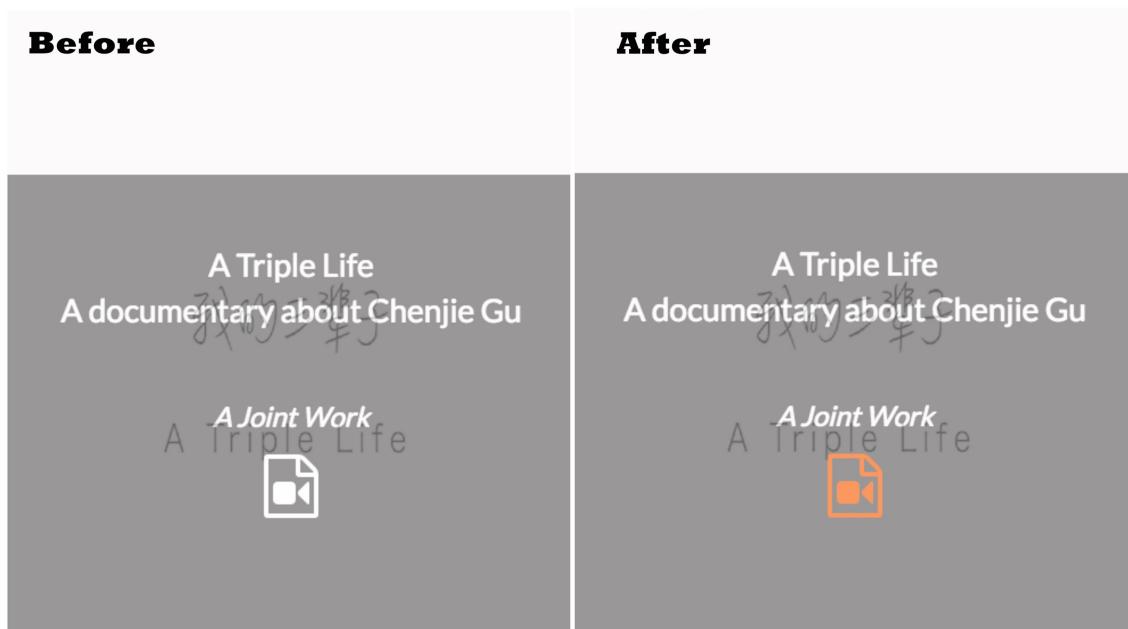


Figure 18 Comparison of two pictures



Figure 19 Filter

6.4 Color

I have mentioned before that the main color of my website is grey. I use varying degrees of grey in this website. However, if the whole website color is always the grey, it will be not energetic and will make users feel tired. So, I use some bright colors like pink, yellow and blue to decorate it which will also make the whole website more lively.

7. Test

As the design thinking journey shows that test is the final part. Testing is also an essential part of making website. Effective testing can help the designer find bugs and improve the user experience of the site. Both qualitative and quantitative test are required for the web test. Usability test is one of the most widely adapted qualitative methods for testing website. And Google analytics and A/B test of Google optimize are used for a quantitative test.

7.1 Qualitative test: Usability test

Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users. As a research shows that 5 participants reveal 80% of problems. For this reason, I invite three of my friends who are working in big companies, one friend who is good at designing and another friend who is now an HR. I list six questions (Figure 20) before doing the test and control the test will last about 5 to 10 minutes. During this process, I observe them whether they can finish the task according to my instruction without my reminding. At the same time, I record how long they take to finish the instructions.

Six questions
1. Do you know the main purpose of this website?
2. Can you download my resume successfully?
3. How many ways can you keep in contact with me?
4. Can you find where are my projects?
5. Can you find enough information in the about me part?
6. Do you think the design is comfortable? Or you have some suggestions on design?

Figure 20 Question list

The first question was the primary purpose of my website. After they viewed my web page, they all knew that this was a website for myself, a kind of resume. One of my goals was to allow the users download my resume. So, I hope they could find the “download resume” button as soon as possible. Actually three users used PC and tablet to finish this task in the landing page. Two mobile users found the download button on the left-top side of the page. When I asked them the third question, how many ways they could keep in contact with me, one of the participants blurted out when she was viewing the landing page that I can contact you through the social account you provided at the footer of the page. However, she even didn't get into the main page. Then I just reminded her gently that can you find some other ways? Then when she entered the main page, she found the contact part. The fourth question was about another crucial part in my website-portfolio. I hoped users can enjoy the contents of my works. But there was a issue here for tablet and mobile users. Because when you used these devices, you tried to click the screen with your fingers, and your fingers would hide the icon when you clicked it. So the color change was meaningless for mobile devices. In order to solve this problem, I added the link to the title of the works, when users moved their fingers over the grey boxes, they would see a small hand icon which would remind them to

click it and see the content. Then move to the fifth question. I preferred to provide enough information in the about me part and hoped users could find what they want. The last question was about the design of the website. A friend of mine who was good at design gave me some advice according to my present design. First was the main visual of my each page was a little embarrassed, try to add some transition effects to make the webpage look more harmonious. Second was that the color of the navigation bar was too close to white and tried to use a deeper grey to make the navigation bar more obvious.

After doing the usability test, I make a proper adjustment to my web page. Then I start to use Google analytics and A/B test to do a quantitative test.

7.2 Quantitative test: Google analytics

I track my web page for seven days on Google analytics. Google help me to record the data of the user behavior. I create a dashboard (Figure 22) on Google analytics based on the data it has collected. I created 11 metrics for my dashboard which are useful for me to analyze and improve my site.

In these seven days, 106 people have visited my web page. Because my webpage is comprised of five pages, so the web browsing is more than 450. Although I design 5 pages for website, most of the users are using mobile phones to view the website. So, they will not see the landing page in this way. The average session duration is 2 minutes and 24 seconds. As the research I have done before designing the website, recruiters will only use 30 seconds to 1 minutes to view a resume. Therefor the average duration on my website is longer than 2 minutes which means most users prefer to view my website. Then you can see the sessions by country, most sessions happened in China and Hong Kong, following is Japan, United States and Taiwan and one from France, United Kingdom and Netherland respectively. Because I also post the link of my website on LinkedIn, Instagram and Facebook, some people in other countries will also have the chance to see it. The average bounce rate of my website is

37.78%, I guess some people just make some mistakes, they click the link and exit the page at the same time. I set some goals for the website, such as whether they will click the about or portfolio page actively which are most important parts of my website or how many people enter the main page. Through the data, I find that portfolio page has been browsed 109 times and about page has been browsed 58 times. Depending on this data, I conclude that users are really care about this part. And it also reminds me that I will update this page if I have some new works. In addition to all I have mentioned, I also interested in what kind of devices users use to view my website. The pie chart (Figure 21) shows that almost two-thirds of users use mobile phones to view my website, 21.7% users use computers and the rest use tablet. Because of this situation, I should test my mobile version better to satisfy users need and make it easy for mobile users to browse.

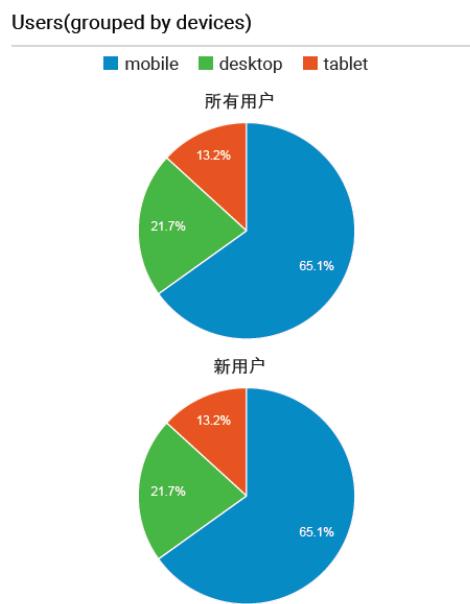


Figure 21 Sessions by devices

Final Project

2017年12月1日 - 2017年12月8日



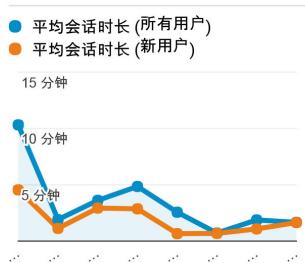
Users

所有用户
106
占总数的百分比：100.00% (106)
新用户
106
占总数的百分比：100.00% (106)

Web browsing

所有用户
464
占总数的百分比：100.00% (464)
新用户
316
占总数的百分比：68.10% (464)

Average session duration



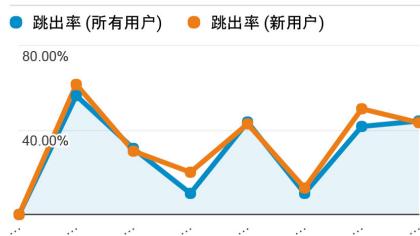
Target achievement



View about page



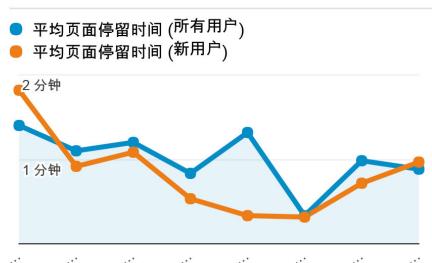
Bounce Rate



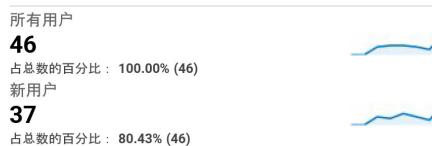
The number of entering the home page



Average time on page



View portfolio page



Sessions by Country

国家/地区	会话数
China	
所有用户	75
新用户	69
Hong Kong	
所有用户	45
新用户	22
Japan	
所有用户	5
新用户	5
United States	
所有用户	4
新用户	4
Taiwan	
所有用户	3
新用户	3
France	
所有用户	1
新用户	1
United Kingdom	
所有用户	1
新用户	1
Netherlands	
所有用户	1
新用户	1

Figure 22 Google Analytics-Dashboard

7.3 Quantitative test: A/B test

A/B test is a controlled experiment with two variants. It is also a means to compare two versions of a single variable typically by testing a subject's response to variable A against variable B, and determining which of the two variables is more effective. According to my needs, I set two experiments for my website. The first one is on the landing page (Figure 23). I want to test which kind of expression of a button can attract more people to enter the main page. In the original version, I put an icon before the text. However, in the variant version, I try to delete the icon and make the size of text larger. We can see the report from Google analytics (Figure 24) that although the variant has fewer sessions but it has a higher conversion rate 75%. So, if at the end of the test, the conversion rate of the second version is still higher than the original one, I will change my button style.

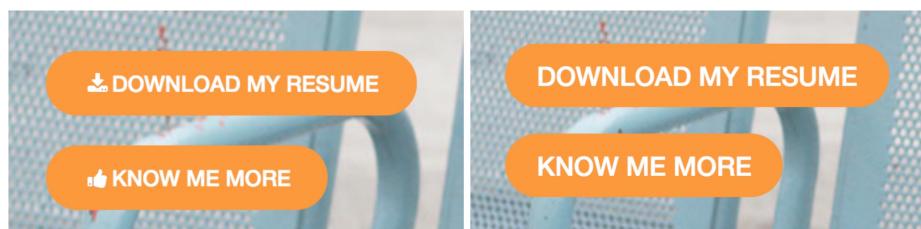


Figure 23 The first experiment of A/B test

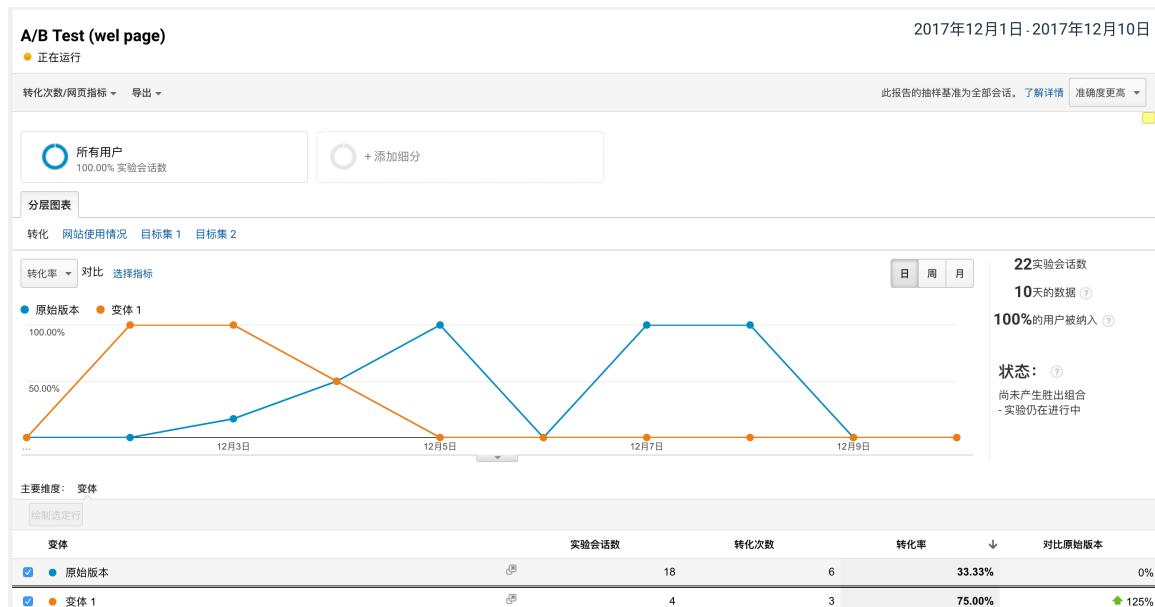


Figure 24 The result of the first A/B test experiment

The second experiment takes place in the main page. I try to use a different way to express the navigation bar (Figure 25). The original version with the download icon before the download button. However, the variant version changes the color of the button into red and add a cross line under the title. In this experiment (Figure 26), the original version appears in a higher conversion rate at present. But it still needs to be observed continuously.



Figure 25 The second experiment of A/B test

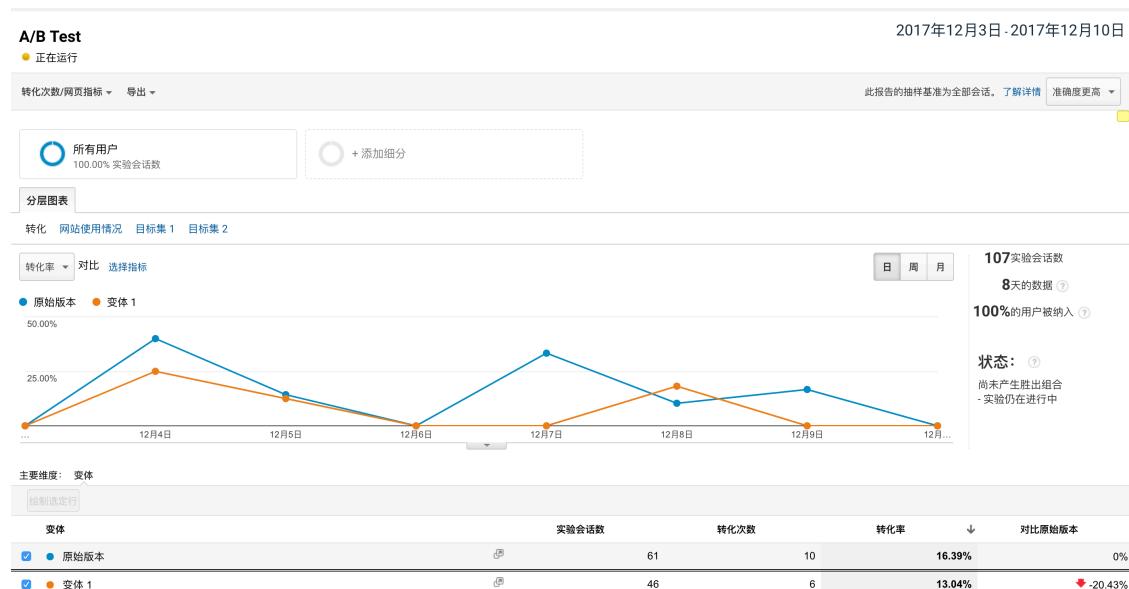


Figure 26 The result of the second A/B test experiment

8. Conclusion

The process of designing my personal website really teaches me a lot. The final presentation of this web combines the tools together which I have learned in this semester. However, due to some subjective and objective factors, my website also has some limitations. First, I only design English version for my website because I decide to find a job in Hong Kong after I graduate. But if I change my idea and want to find a job in mainland China, this website can only use for foreign enterprise. So, in the future if I go back to mainland China to

find a job, I will increase the Chinese version. Second, although 106 users view my website, most of them are just my friends or classmates. To be honest, the data I have collected is not really helpful and a little meaningless to my website. Nonetheless, the process of using Google analytics and A/B test of Google optimize is much important for me during the final project. Actually this skill is needed for me in the future.

Get rid of these limitations, I try my best to design and improve this website through these several weeks. In the future, I hope this website can help me get extra points when I take part in the interviews. I also hope myself can continuously update my website with the richness of my experience.