

# COMM5961 Final Project

## Personal Website Report

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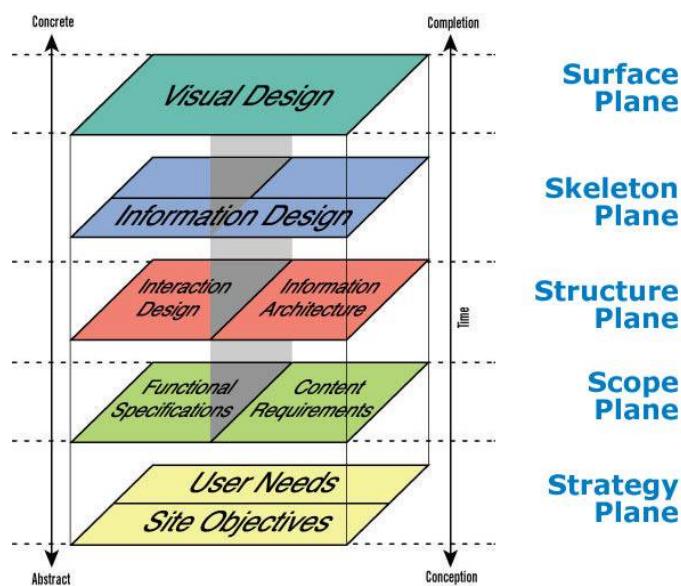
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## Introduction

For Web design, programming skills are necessary, but what matters most is the design thinking. Design thinking is the process we find problems and break it into smaller questions which can be handled with by our skills. In this process, other skills like graphic design and photo processing are required as well. As far as I am concerned, it is like fixing puzzles, we always need to find the lost pieces to make it a complete image.

According to the five-plane framework of Elements of User Experience put forward by Jesse James Garrett, the construction of a personal website is a journey from an abstract conception to a concrete completion. It starts from the strategy plane, where users' needs and site objectives should be identified clearly. By well conceiving these two elements and find out the interplays, we can enter the following planes to sketch out the scope of the website more precisely and finally present it with proper visual design.



*Figure 1. Elements of User Experience*

## Strategy Plane

### **My Goals**

As this personal website is mainly aimed to distinguish myself from other applicants in the fierce job hunting, it is necessary to determine what is my dreaming job at first. I have tried various internships related to branding in the past two years, including experiences as an AE in McCANN & Erickson (a 4A agency), new media and strategy intern in Jiangsu Broadcasting Corporation and innovation marketing intern in Danone Early Life Nutrition (a global Fortune 500 company), which equipped me with relatively comprehensive knowledge and familiarity in face with marketing jobs. And considering my postgraduate major (new media) and my interest in marketing, I would like to seek jobs of digital marketing in the future.

### ***User Research and findings***

Then it is time for me to figure out the users and their needs when referring to personal website. The other personal websites & studio sites, HR and HR that recruit for digital marketing positions, those who work in marketing/digital marketing departments, and the competitors are taken into consideration in this research step.

From other personal or studio websites, I learned that a clear and unique self-positioning is essential and a showcase of works is necessary to prove my abilities. What is more, make the contact process easier is also necessary.

Then I interviewed two HRs and three marketers/digital marketers:

***What the HRs said.*** Mr. Wang, an experienced HR told me that most of the time, the main references for judging candidates are the resumes, therefore, it is important that the resumes as well as clear images can be found easily in the personal website. Then he cares about the matching of candidates' experiences and the positions requirements. Personal image will also be taken into consideration. A personal website will be a strength for those who are already in his short-list, but it should not be like a copy of the resumes. Instead, it should work as a supplement. As an HR, he always expected to know more about the short-listed candidates, like the personalities, the

details of their works and experiences.

Miss Mo, another HR friend of mine said that she is very busy with various resumes, so the essential thing is to make the information clear and concise, it will be a plus if there are function of key words searching or filtering. Moreover, being unique is as important as being professional. Most of the time, they do not have time to pay much attention to the candidates' personal website, so I must try to attract them within 30s.

***What the marketers said.*** My previous colleague Miss Hu said that most of time, the election is done by HR, but when making final decisions, they will participate in the discussion. For a marketer, the abilities of teamwork and cross functional communication are essential, thus they always want to know more about the personalities and stories of the candidates so that they can judge whether the candidate will be the right person.

Miss Huang, a digital marketing manager, emphasizes as a digital marketer, the ability to analyze the media and other problems rationally and insightfully is necessary, because they need to choose right places to release the advertisements and campaigns to gain profits. A personal website will be a good reference for her to judge the new media literacy of the candidate because it reveals the abilities of logic thinking and application.

Joyce, another friend now works as a marketer told me that comprehensive knowledge and skills are important for marketers. A qualified marketer should know how to leverage on the data and market researches to get insights. At the same time, they always want to have colleagues who are passionate about this job because it is a very tired and stressful job.

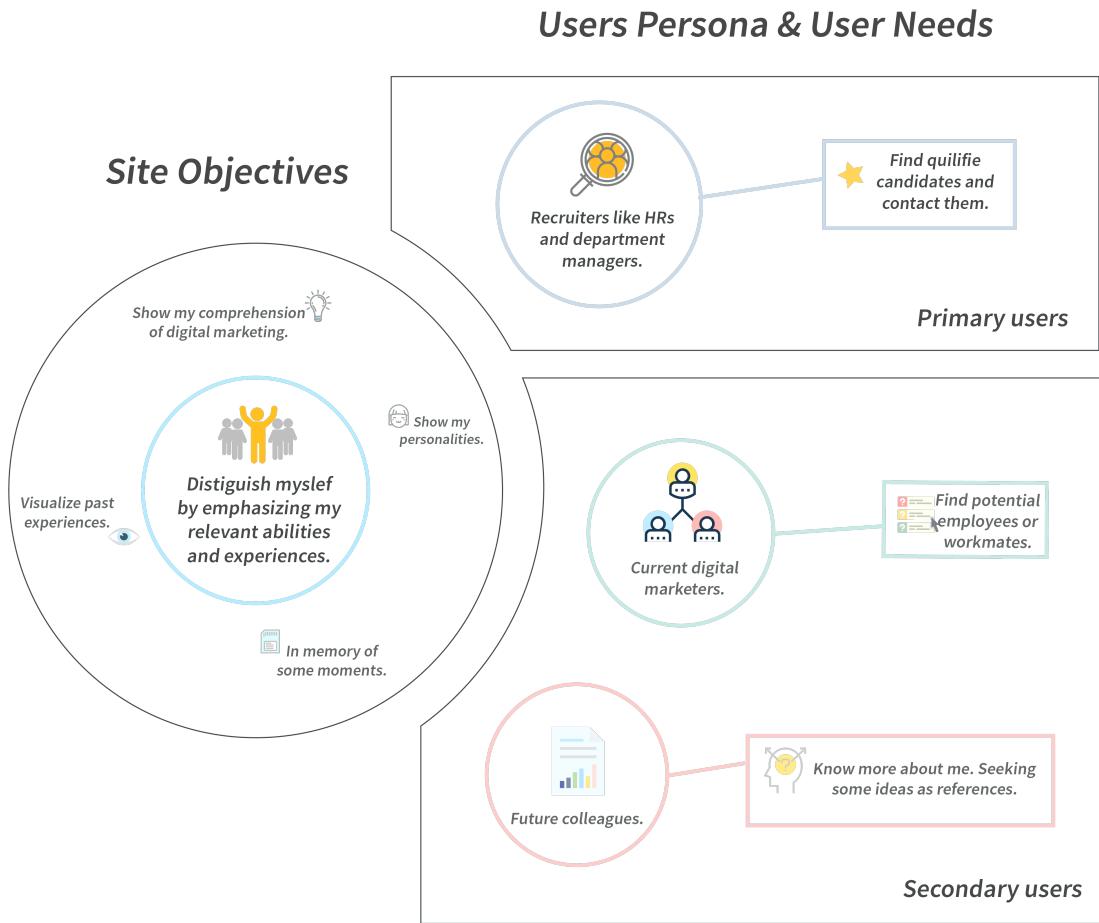
I also talked with some of my friends who aim to take a job about marketing in the

future. Most think the most convincing proofs are the past works and experiences, but it is hard to fully present it in the short resumes, it is a good idea to make these more visible and readable through personal websites.

### ***User Persona & Site Objectives***

From the user research results, the user persona of my personal website and their needs are concluded as follows. Without doubt, the primary objective is to distinguish myself by emphasizing my relevant abilities and experiences. Other goals include showing my comprehension and passion about digital market, showing my personalities and visualizing my past experiences. In addition, I want to make this website not only for job hunting, but also make it a place to memorize something important for me.

In terms of the user persona and user needs, the primary users are recruiters and secondary users are current digital marketers and future colleagues. They have different needs and I specified them in the figure below.



*Figure 2. Strategy Plane of My Personal Website  
User Journey Mapping*

Based on the site objectives, user persona and user needs, I tried to construct a concise user journey mapping as below:

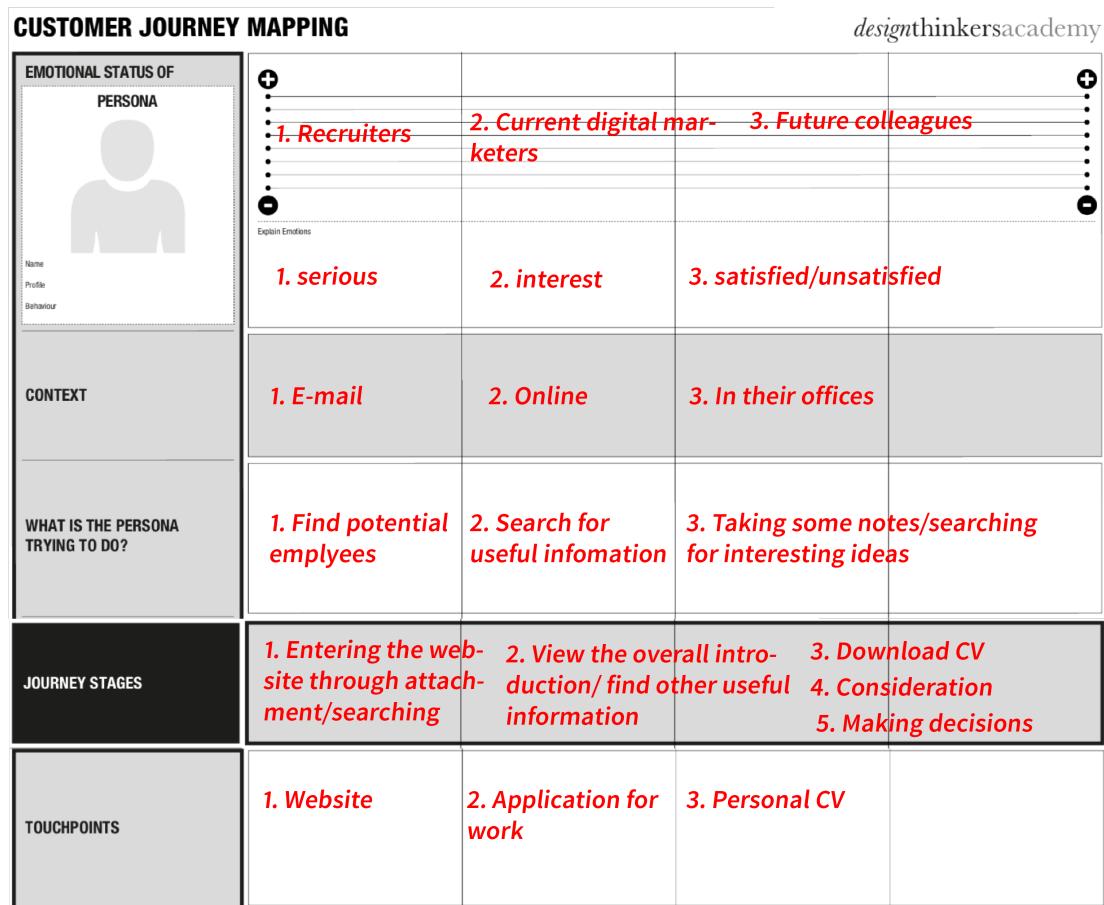


Figure 3. User Journey Mapping

## Scope Plane

### *Content Scope*

In this stage, I started to think about what content will be displayed in my website and what will not. Integrating my site objectives and user needs, the following contents were designed.

#### 1. Identity information

Here will be an eye-catching image of me and a clarification of my dream. I will also make myself a logo to display on the landing page and title. A self-introduction will show users my passions and traits.

#### 2. Past Experiences

My internships and education backgrounds will be elaborated in the website. Other experiences like voluntary will also be introduced so that users can evaluate

me more comprehensively. But as my internships have been described very clear in the CV, I will try to make it concise and visualized it to save reading time. And if they want to know details, they can click the link under the experience to see my CV.

### 3. Testimonials

As this is not shown on the CV, I will add some comments from previous managers and teammates to provide references of evaluation.

### 4. Job Interests

According to my previous line manager and my interview experiences, most recruiters prefer the candidates exactly know what they love and want to do rather than doing what they are assigned. Thus, I want to add my job interests and briefly explain the reasons. I think this can show my understanding of this job as well as providing references for recruiters.

### 5. Past works

I wanted to show my past works because this is the most convincing proofs of my ability. The works will be categorized according to the abilities required by marketing job, and a filter will be added for convenience of finding specific content.

### 6. Sharing some ideas about marketing

I would like to share some interesting campaigns or ads I have watched. In this way, I can show my passions about marketing and my reflections over it. And to some extent, I am what I watch, in this way, they can know my tastes and know about my personalities.

### 7. Some moments in life

As it is important for future colleagues to know more about my personality, I will

also add some picture in daily life.

## 8. Contact

To make it easier to contact me, I will try to add multiple contact information to the website. On the landing page, I will put my WeChat QR code, Linkedin link, Weibo E-mail and phone number. When click the icons, they can get in touch with me easily. A click and send me e-mail button will be also put on every subpage. And finally, I will also have a contact form in case that some users would like to leave message and have me to contact them.

### ***Functionality***

#### 1. Effective Navigation

Inspired by some templates, I decided to show the navigation on landing page by blocks, which can decorate the landing page as well as remind users in the first sight about my website structure. A navigation bar will also be adopted when they are in the subpages.

#### 2. Download Files

For those who haven't have my CV, I provide a download button and it will always display in the left of the pages. Of course, they can also read it in the webpage without downloading.

#### 3. Filtering Messages

I will provide filters so that users can choose what to see on their own.

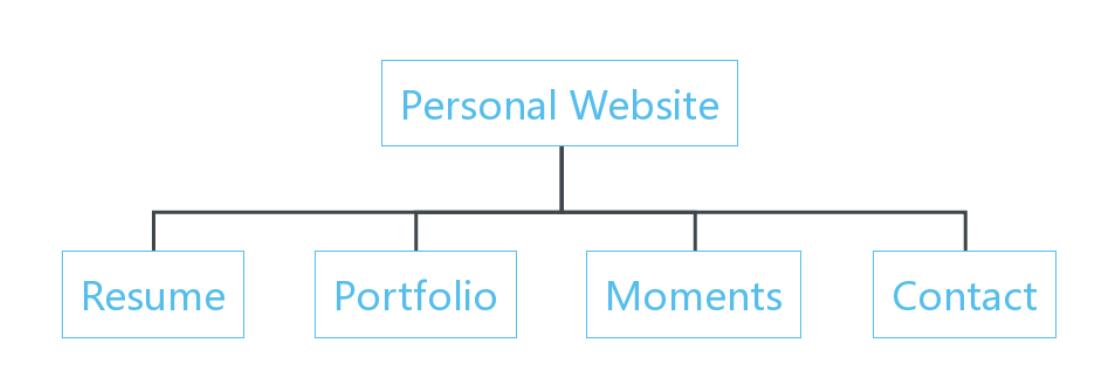
#### 4. Contact Me

This part has been introduced before. Basically, I will provide a two-way communication channel, they can contact me and can also leave their message and let me contact them.

### **Structure Plane**

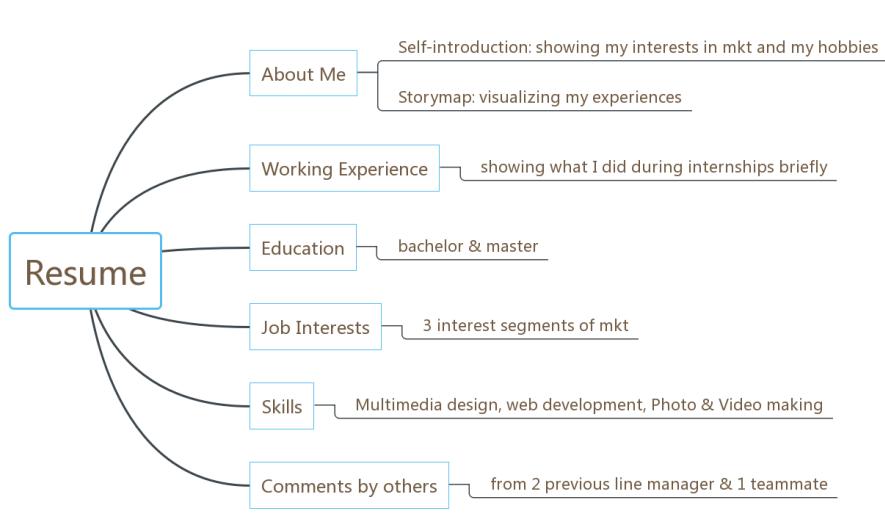
## Structure

Finally, there are five pages for my website, namely, the Landing page, Resume page, Portfolio page, Inspiring Things and Contact page. Below is the structure of it.



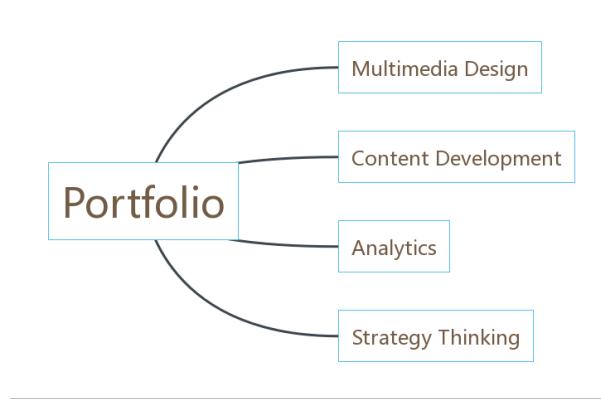
*Figure 4. Site Map*

*Resume.* In resume, I planned to have an introduction of myself (about), then introducing the working experience and education background. I want to highlight that job interests are added and the reasons have been illustrated above. And after this part, I will display my skills and the comments from previous co-workers.



*Figure 5. Structure of Resume Page*

*Portfolio.* I divided the portfolio part according to the abilities required in MKT jobs and categorized my works accordingly.



*Figure 6. Structure of Portfolio Page*

*Inspiring Things.* I wanted to share some inspiring campaigns I have seen before in this part. I think it to some extent show my tastes and personalities. And most importantly, it can express my passions and reflections. If it is needed, I will add key words to each campaign and make a filter on this page.

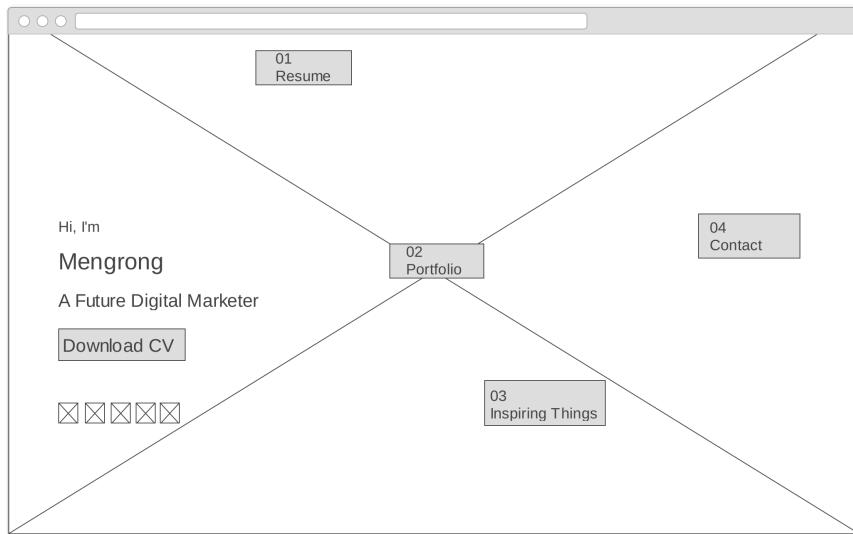
### **User Journey**

It has been represented in the strategy plane, but when I developed the structure of the website, I found that different users may have different needs and it is possible that they will not follow the sequence of my structure. Therefore, some important information will be displayed in every page, like the contact information and so on. And in the Resume page, I will put links to the portfolio page under my skills to give them a hint of clicking.

### **Skeleton**

After figuring out the information scope and structure of my map, I tried to make a prototype of my site with pencil. Low-fidelity prototype can help me to be clear about my website when I design the surface. And it will be easier for revision. When I show my friends this sketch of my website, they said that there are too many content on resume page, especially texts, so I change my first version, where the working and education experiences are shown by vertical timelines and texts. Another suggestion is for the Moment page I presented in Monday's class. They suggested me to focus on

contents that are more relevant with digital marketing instead of showing both my life and ideas about digital marketing. Therefore, I cut down the daily life moments and only show some interesting campaigns I have watched before. The name of this page was changed to Inspiring Things. This is the revised skeleton for the new version.



*Figure 7. Landing Page Wireframing*

The Landing page will use my photo as background, and the four pages of my website will be displayed in blocks on this page so that users can understand my structure for very quickly. After entering Resume, Portfolio, Inspiring Things and Contact pages, the background will become a fixed part in the left together with the words, buttons and contact icons. The other pages will be shown in the right-hand side and can be scrolled down.

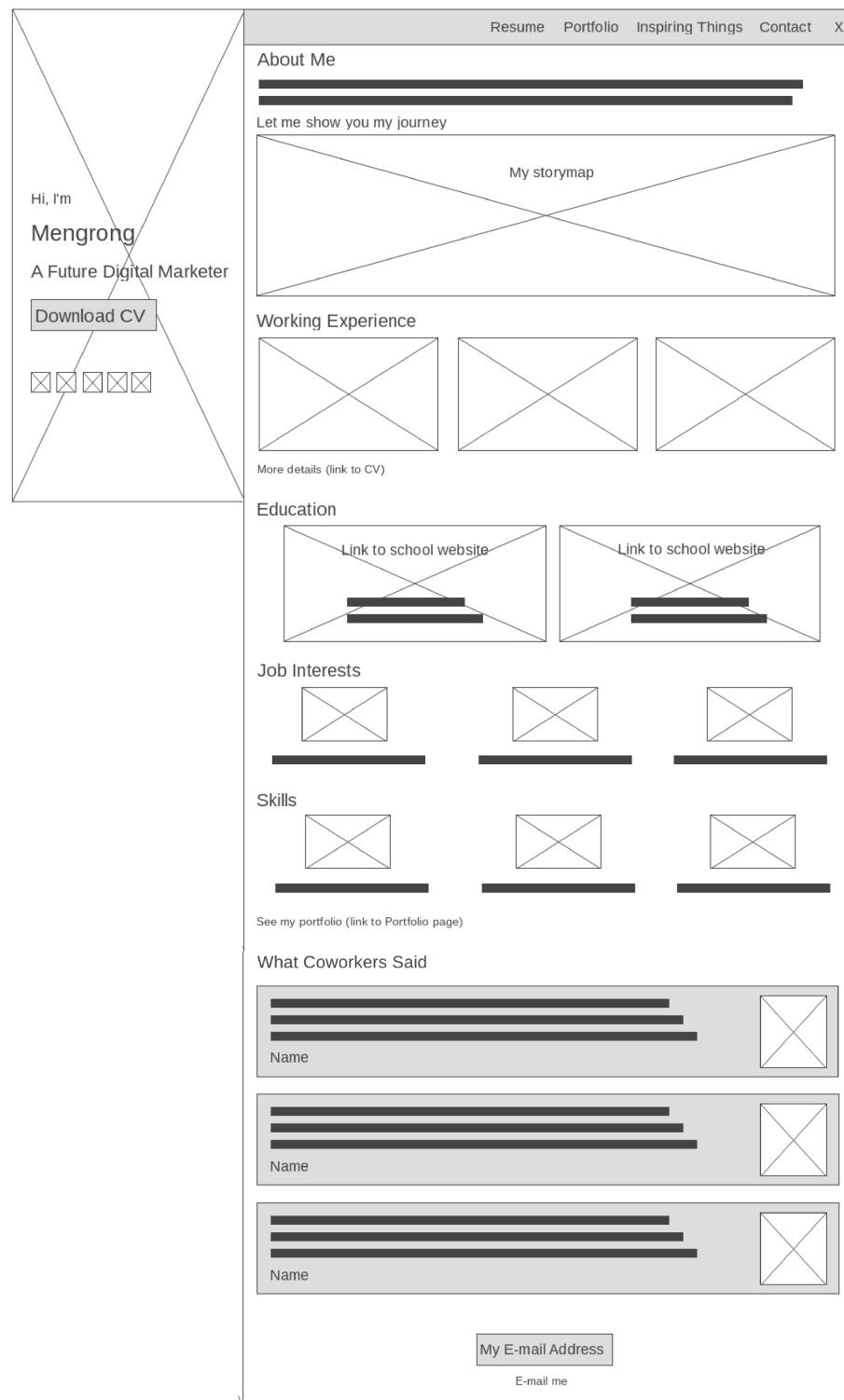


Figure 8. Resume Page Wireframing

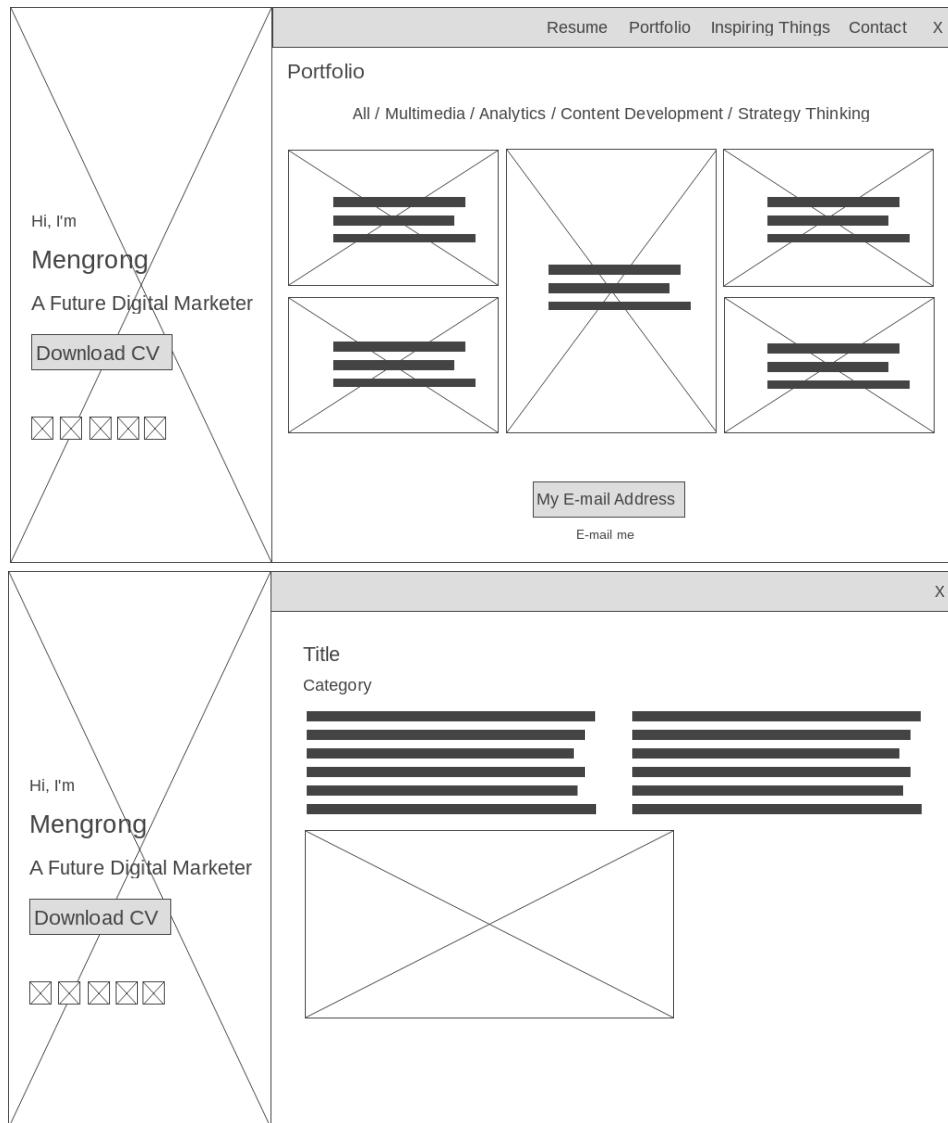


Figure 9. Portfolio Page Wireframing

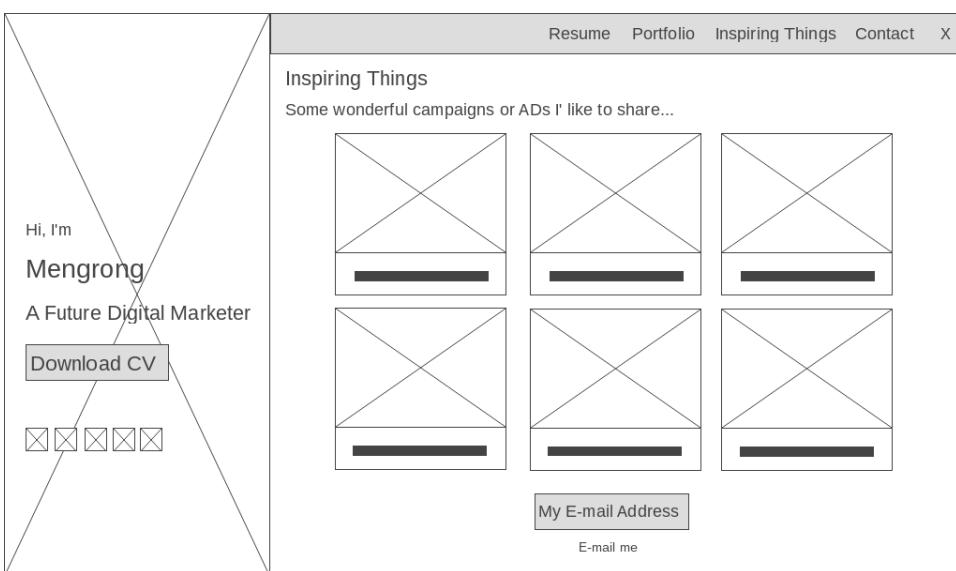
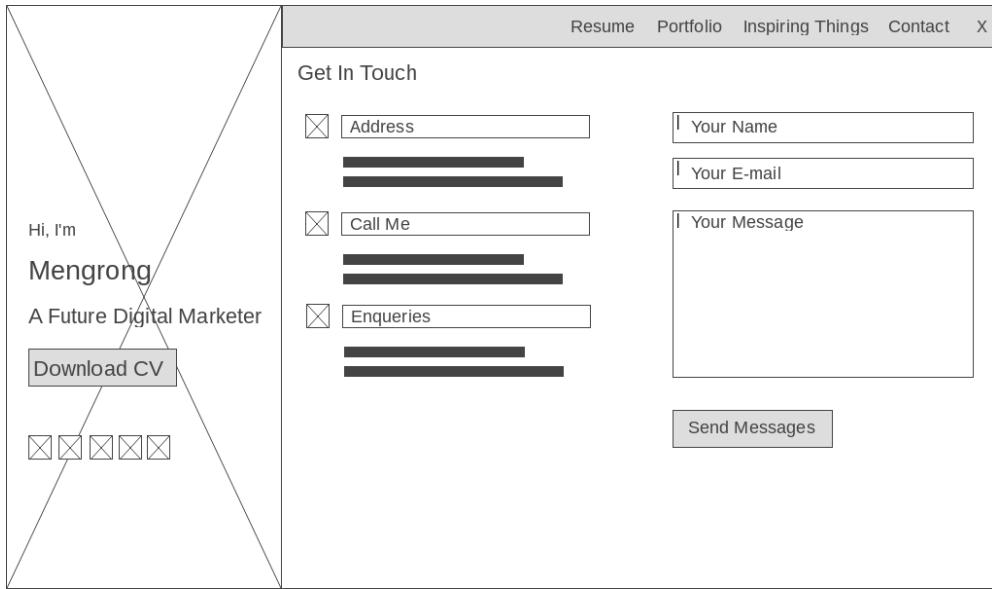


Figure 9. Inspiring Things Page Wireframing



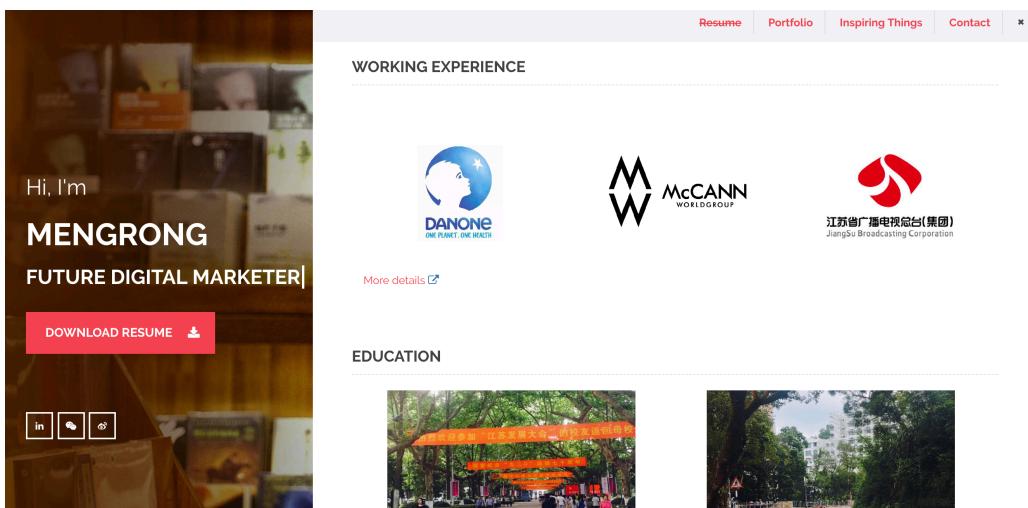
*Figure 10. Contact Page Wireframing*

## Surface

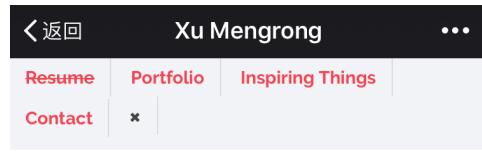
### Grid System & Layout

This is the address of my website: <http://dev-megan-personalsite.pantheonsite.io/final/index-dark.html>, for more details, please refer to it.

I adopted the 12-grid system for my website design and the contents were divided into 2 or 3 columns. In terms of responsive design, most content will be displayed in 1 column on mobile phone. The left part of the background will be fixed when opening the four pages of the website.



*Figure 11. Desktop Version*



## WORKING EXPERIENCE



*Figure 12. Mobile Version*

### Images

In the landing page, I use a photo of mine as the background. Because the HR I have interviewed told me it's better to present self-image. The picture is a shot from the side, because I look better in side face. The picture is in brown and yellow colors, showing reliability and perseverance.



*Figure 13. Landing Page*

I also made a logo, which will be displayed in the head section. It stands for "M"

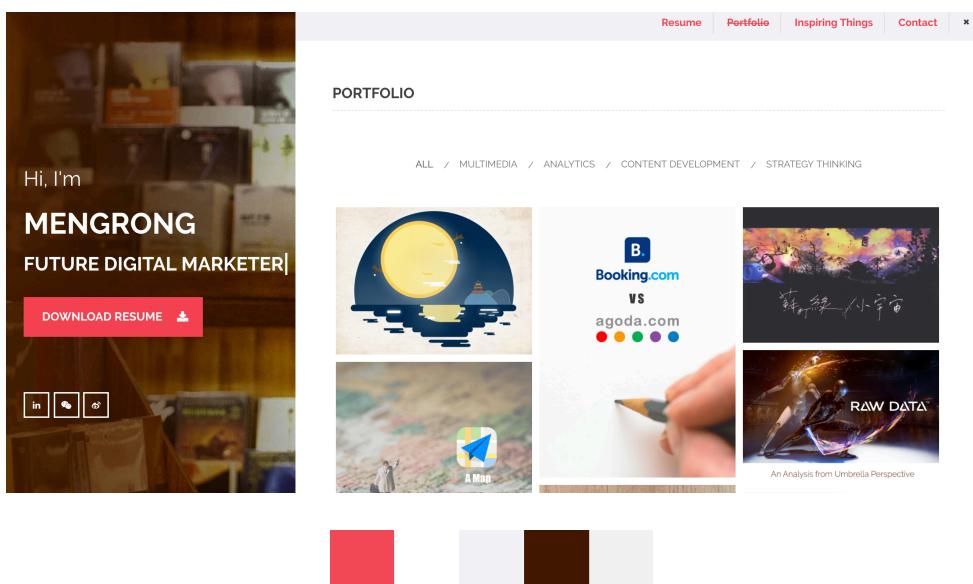
for my Chinese and English names, also looks like a mountain, meaning that I will always pursuing better and making progress continuously.



*Figure 14. Head*

### **Color Scheme**

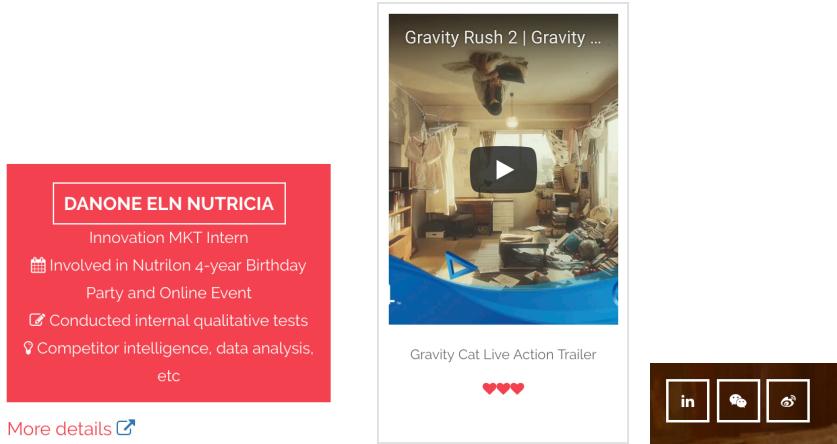
Considering there will be many pictures in the website, I try to use less colors in the graphic design. The backgrounds of all pages are in white, and the navigation section is grey. Considering some users cannot find the navigation bar quickly on mobile phone, I added a hover effect on the landing page and turn the navigation texts into red color.



*Figure 15. Color Scheme*

### **Typography and other elements**

I chose San Serif typography because it is more suitable for screen display and easier to read. Icons are also used to visualize the contents, saving time for reading.



*Figure 16. Typography & Icons*

### Qualitative Test

Qualitative test is essential for web development and product design because ease of use and user-friendly feature are always important. New users are totally strange with my website, observing their behaviors and listening to their opinions can help me think out of the box and benefit the further refinements. And according the 80/20 Rule, 5 participants are enough for uncovering most problems in the website.

I invited five friends for my qualitative test. The test lasted for around 5 minutes for each participant. Before and during the tests, I encouraged them to “Think Aloud”. Firstly, I showed them a job description of digital marketing positions. They were required to imagine themselves as HR, who is looking for an employee for digital marketing. Then I opened my website for them and find the information they needed freely. During this process, I encouraged them to talk about anything they want to say and observed their behaviors to see if there are any obstacles. After they finished their information searching, I asked several questions I have prepared.

Q1: Could you find what you want?

Q2: Is the information completed enough for an HR? If not, what should be added?

Q3: In the first sight, have you been attracted by the landing page?

Q4: What impressions do you have over me or my website?

Q5: What do you think is the biggest problem of this website? If you can change it, how will you do?

For Q1and Q2, all testees thought the information on my website is well organized, clear and easy to find. Also, the information is adequate as a personal website for job hunting. Basically, they were trying to figure out my self-introduction, working experience, education background, past works, ways to download resume and contact me. Most of them chose to contact me through e-mail, except one participant said he would contact me on phone.

For Q3, different opinions appeared. Three participants told me they were attracted by the landing page because of the picture. The other two prefer a frontal image. They all mentioned that the navigation on landing page was very clear, which remind them of the website structure instantly.

In Q4, when asked what impressions they have. Their ideas can be concluded as follows. Firstly, the information hierarchy of the website was logical and easy to follow. Secondly, the visual design was good, making the website looked pretty. Thirdly, the contact was easy because there are many entrance for contact, allowing users to contact me in every possible stage. As for impressions over me, most of them mentioned professional, because I had rich experiences in branding, and from the portfolio they can know my relevant abilities. In addition, the well-designed website can reflect my senses of responsibility, so they thought I am a reliable person. From what I showed in the Inspiring Things, they can perceive my passions about marketing and branding, but they said it would be better if I could write some comments.

In Q5, I found some bugs of my website. And I listed them in the following table together with comments of some other visitors and the solutions.

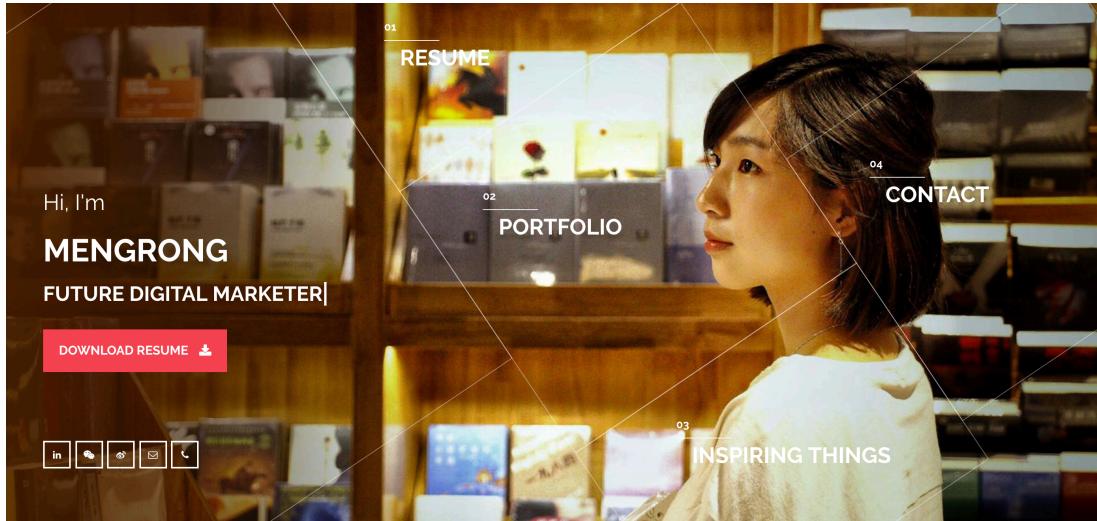
Problems	Solutions
1. Loading very slowly and more severe in mainland China.	Try to compress the images and videos.
2. The flip effect of working experience made them dizzy and sometimes it got frozen.	I have already added code to the css3 to prevent this
3. The filtering effect in portfolio page should be clicked twice.	Adjust the JS code.
4. The picture slider cannot display for a second time.	Make some adjustments in the CSS file.
5. YouTube videos cannot display in mainland China.	Find some other video sources.

## Quantitative Test

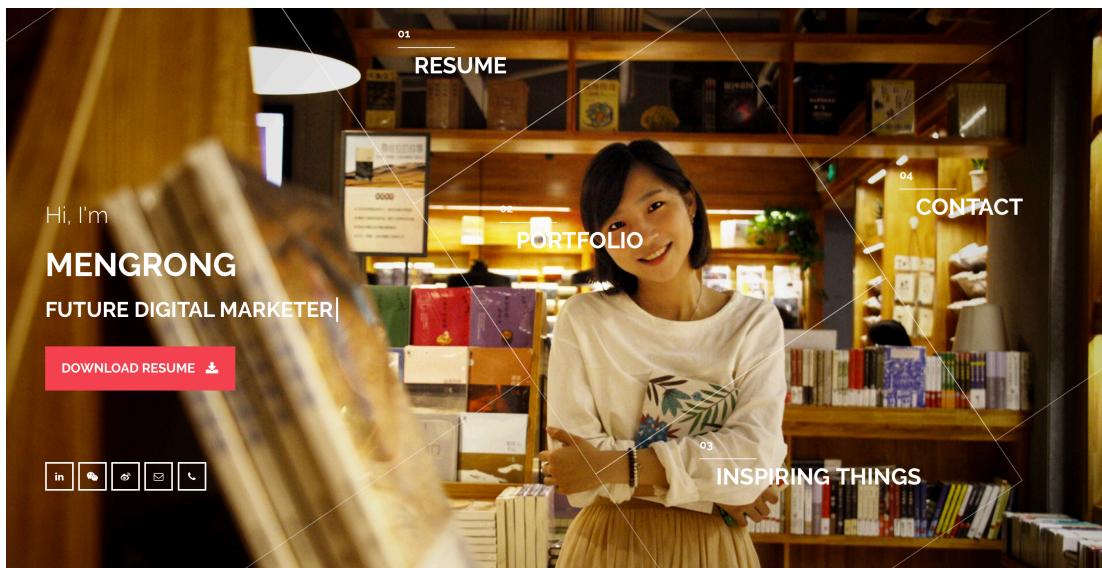
### *A/B Test*

I ran two A/B tests for different elements. Due to time limitation, I only ran the tests for 4 days. It will be better if the tests can be run for 1-2 weeks because more data and traffic can be collected.

**Test 1.** In the qualitative test, some mentioned that it would be better if the landing page displayed my frontal face image. Therefore, for the first A/B test, I change the background image.



*Figure 17-a. The Original Landing Page*



*Figure 17-b. The Test Version Landing Page*

I adopted three metrics for this test: duration, page view and bounce rate. Through these metrics, I can know which background is more attractive through the time they spent in my website and the amount of page view. Bounce rate is a very direct evidence for unattractiveness, especially for new users.

As for the hypothesis, I assumed that the test version will win out because it looks more positive.

Figure 18-1. shows that the original version obtained 62 sessions out of a total of 142 experiment sessions and the changed version received 80 sessions. that 58.45% of

the visitors were new users and mobile sessions took up 57.75% of the total traffic.

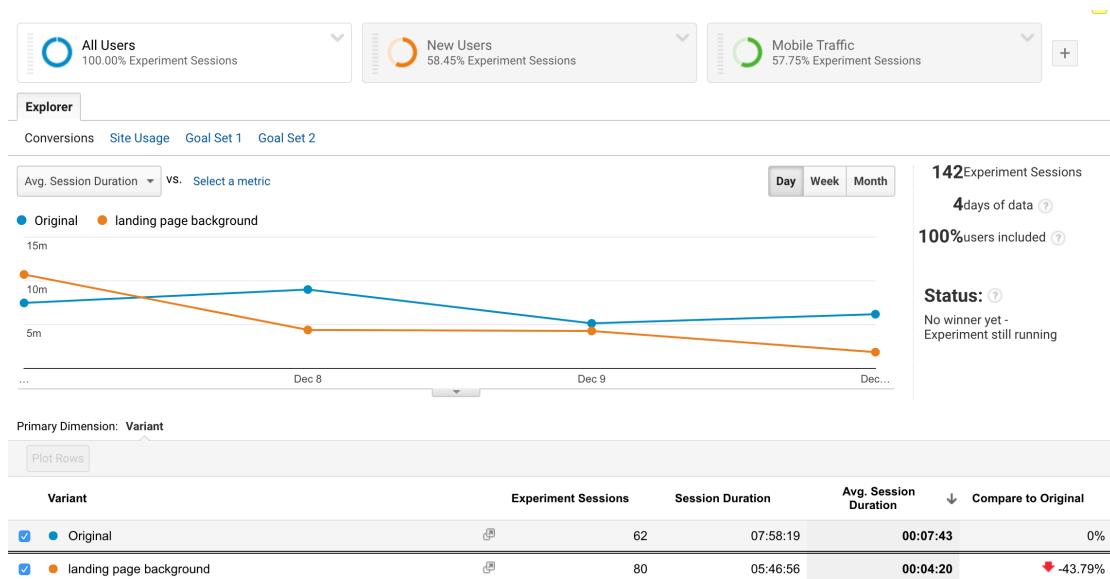


Figure 18-1. Avg. Time on Two Versions

In terms of the duration, the Average Session Duration on the original version (00:07:43) was longer than that of the changed version (00:04:20). In general, the duration data was satisfying. Compared with the original version, the duration on changed version decreased by 43.79%.

The key metric of this test is the bounce rate. More than half of the visitors were new users, basically it was the first time they saw the website. According to the chart below, in general the bounce rates were satisfying. When compared the two versions, the bounce rate of the original version was higher (1.61%). Therefore, maybe I need to choose another background for my landing page.

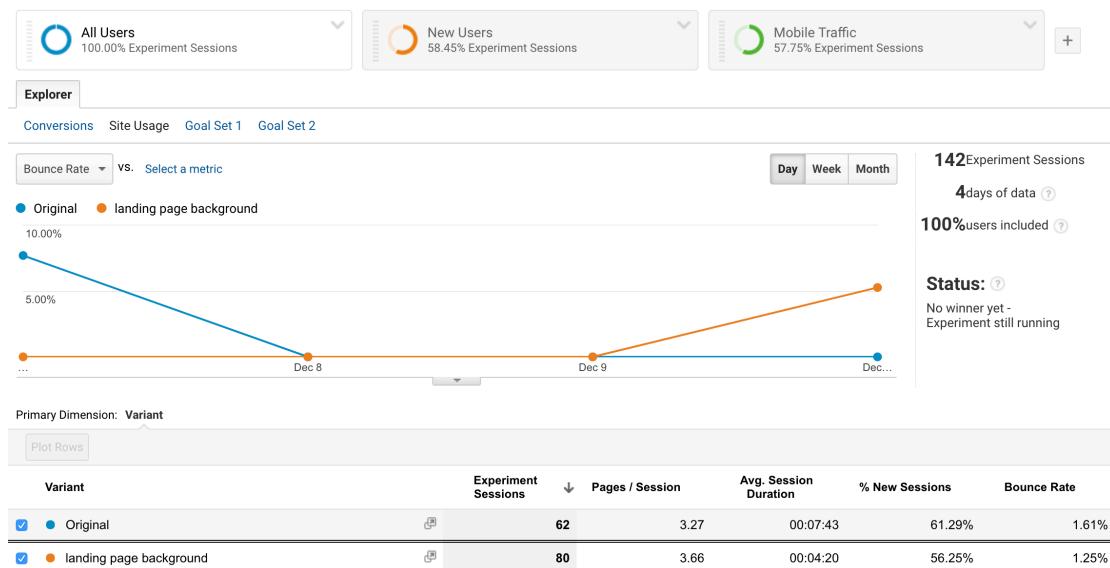


Figure 18-2. Bounce Rate on Two Versions

**Test 2.** Another test was designed to test whether adding a link to my portfolio page in skills part will increase the exposure of portfolio page.

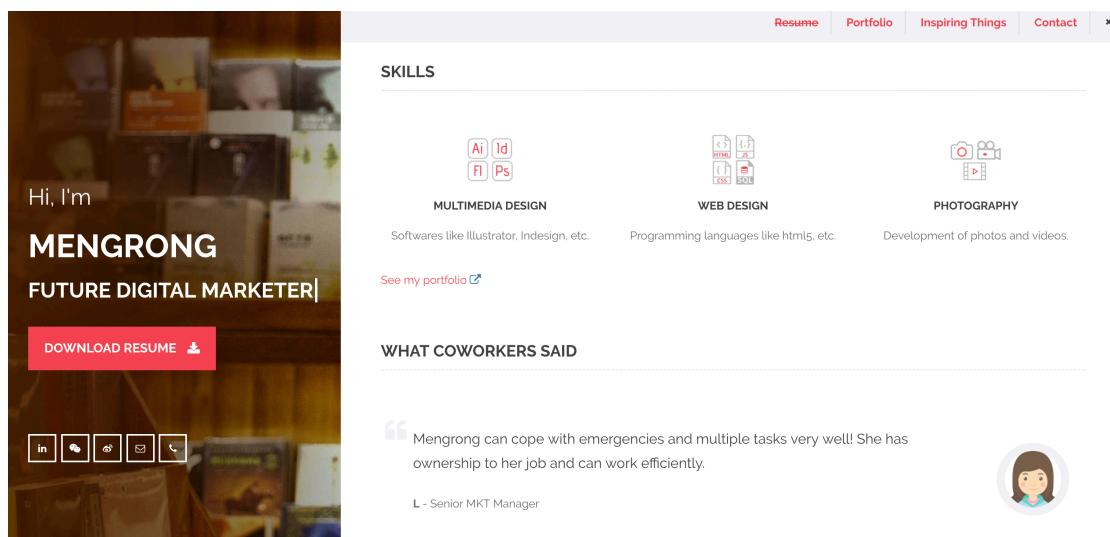
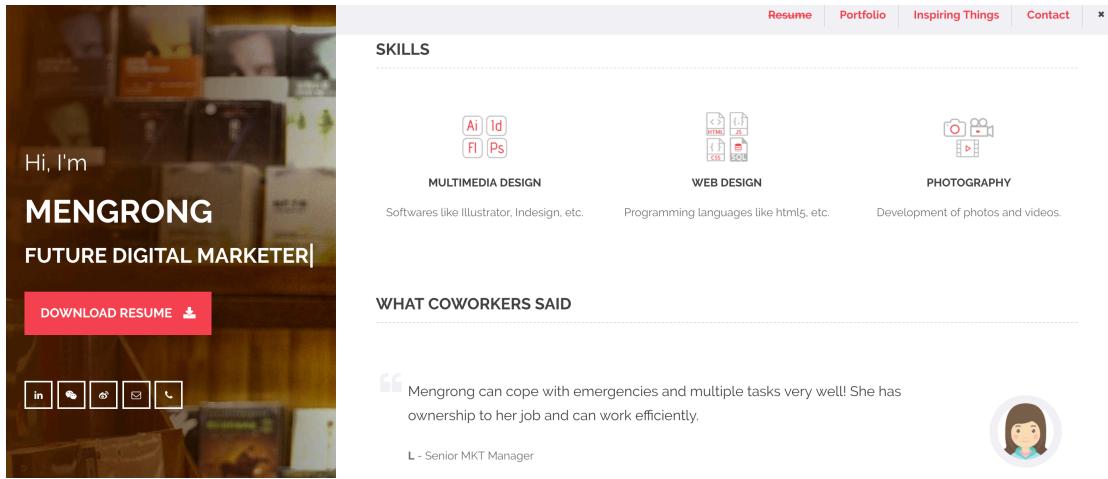


Figure 19-1. Test 2 Original Version

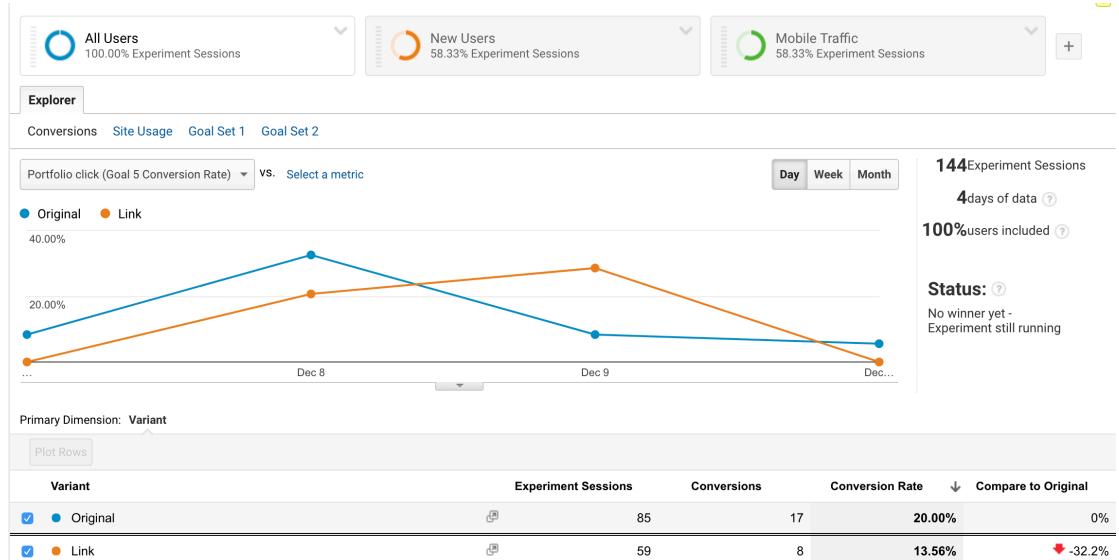


*Figure 19-1. Test 2 Test Version-Remove the Link*

I chose the portfolio click event as the KPI of this experiment and here are their performances. I set an event called Portfolio Click, which will track how many users click the portfolio page through the navigation or the link.

For this test, my assumption was the link will increase the portfolio click through rate.

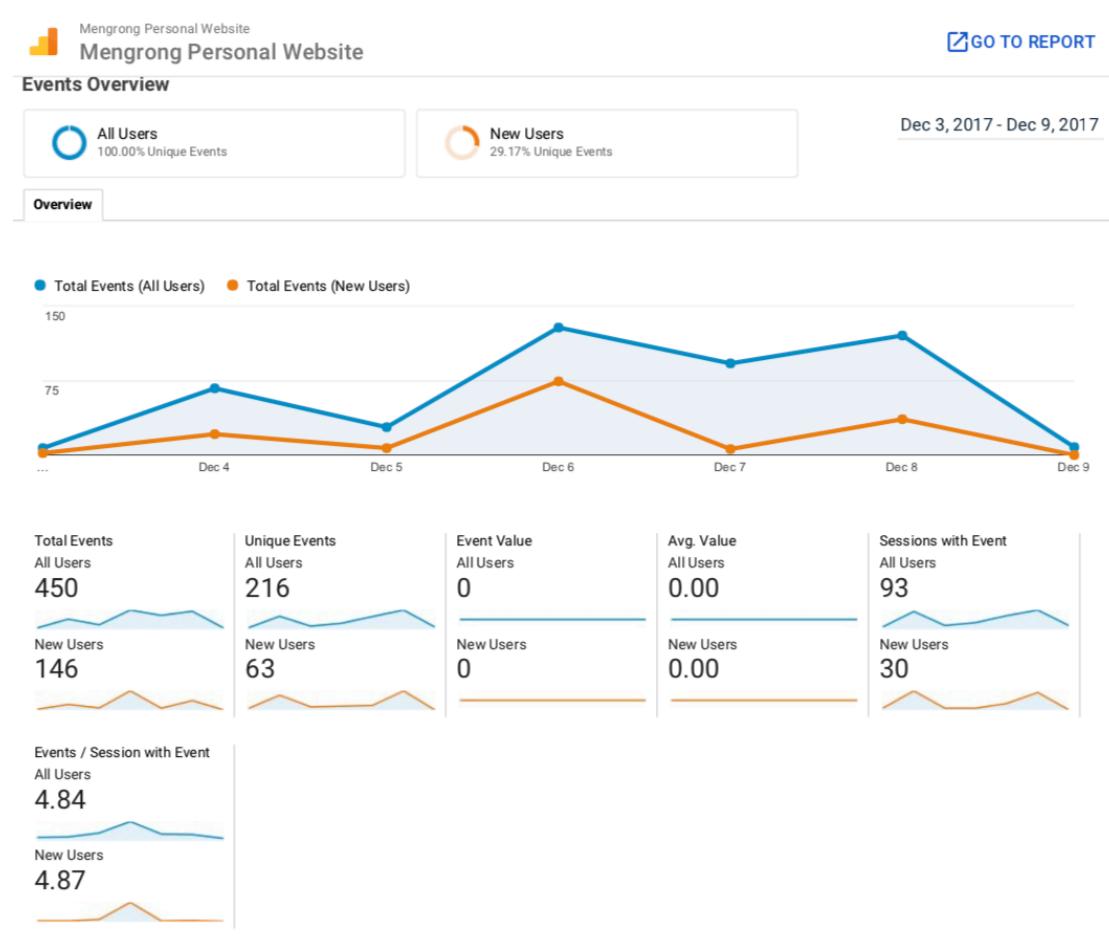
From the Google Analytics chart below, we can see that 85 users entered the original version and 59 entered the test version. 17 users clicked into the portfolio page in the original version and in the test version only 8 users click the portfolio page. This result indicated that the link I put under the skills section in Resume page was not necessary for increasing click through of the portfolio page. But I want to wait for a longer time to see if this result will change when more traffic comes in.



*Figure 20-1. Conversion of Test 2*

### **Google Analytics Dashboard Design & Analysis**

**Events Tracking.** To track the performance of my website, I also built a dashboard in Google Analytics. Except for some automatic performances tracking generated by Google, I set some events to track certain movements in the website. Although my website is a multi-page website, the pages are all imbedded, the four pages share only one address. I tried to adopt events to help me figure out whether users view the three pages: Resume, Portfolio, Inspiring Things (named Moments when I designed the dashboard) and which page receive most clicks. To track how many times my CV has been downloaded and how many users intended to contact me, I also set click events for the downloads button and contact page respectively. From the event flow, we can see the journey of my web users.



Event Category	Total Events	% Total Events
1. portfolio click		
All Users	145	32.22%
New Users	53	36.30%
2. resume click		
All Users	118	26.22%
New Users	33	22.60%
3. Moments Click		
All Users	98	21.78%
New Users	30	20.55%
4. Contact Click		
All Users	45	10.00%
New Users	15	10.27%
5. download		
All Users	31	6.89%
New Users	14	9.59%
6. contact		
All Users	13	2.89%
New Users	1	0.68%

Figure 21-1. Events Overview

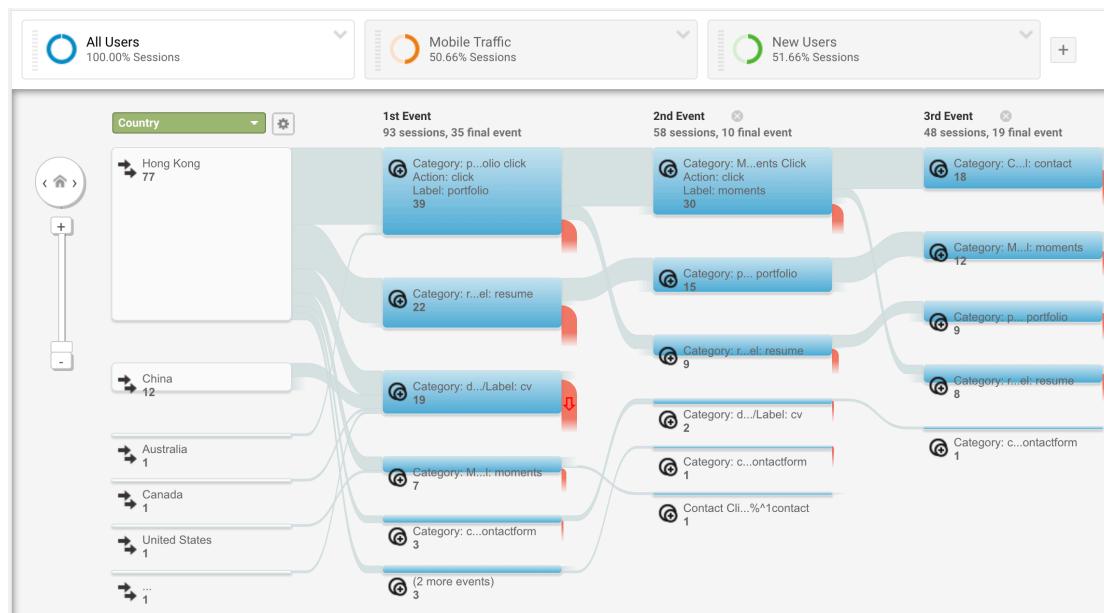


Figure 21-2. Event Flow

To eliminate the disturbance of random clicks, I set a goal to track how many pages or screens were displayed, which will be shown in the customized dashboard.

***Customized Dashboard.*** I also designed a customized content analysis dashboard for my website and it can be accessed under “Customization-Dashboard”. In this dashboard, I set 12 widgets and metrics: pageviews, average session duration, average time on page, bounce rate, sessions by country, sessions by device categories and the tracking of events completions.

There were two categories for users: All Users and New Users.

The website received 4012 pageviews in total during the past 1 week, 15.53% were generated by new users (623 views). The average session duration was around 11 minutes for all users, new users’ duration was around 4.15 minutes, decreasing by 61.86% when compared to that of all users. Basically, the users spent 53 seconds on each page and the time spent was 1.25 minutes for new users. As for bounce rate, the bounce rate for all users was 1.66%, bounce rate of new users was higher (3.21%). Therefore, I need to find a solution to attract new users. For both users categories, mobile contributed to more than half of the session, especially for New Users, 65.4% of sessions were launched through mobile devices, which means it is essential to make more adaptations on the responsive design. I also included Pageviews by Country/Territory in the dashboard. And most sessions were generated in Hong Kong, followed by Mainland China. Other users from the United States and United Kingdom also visited my website.

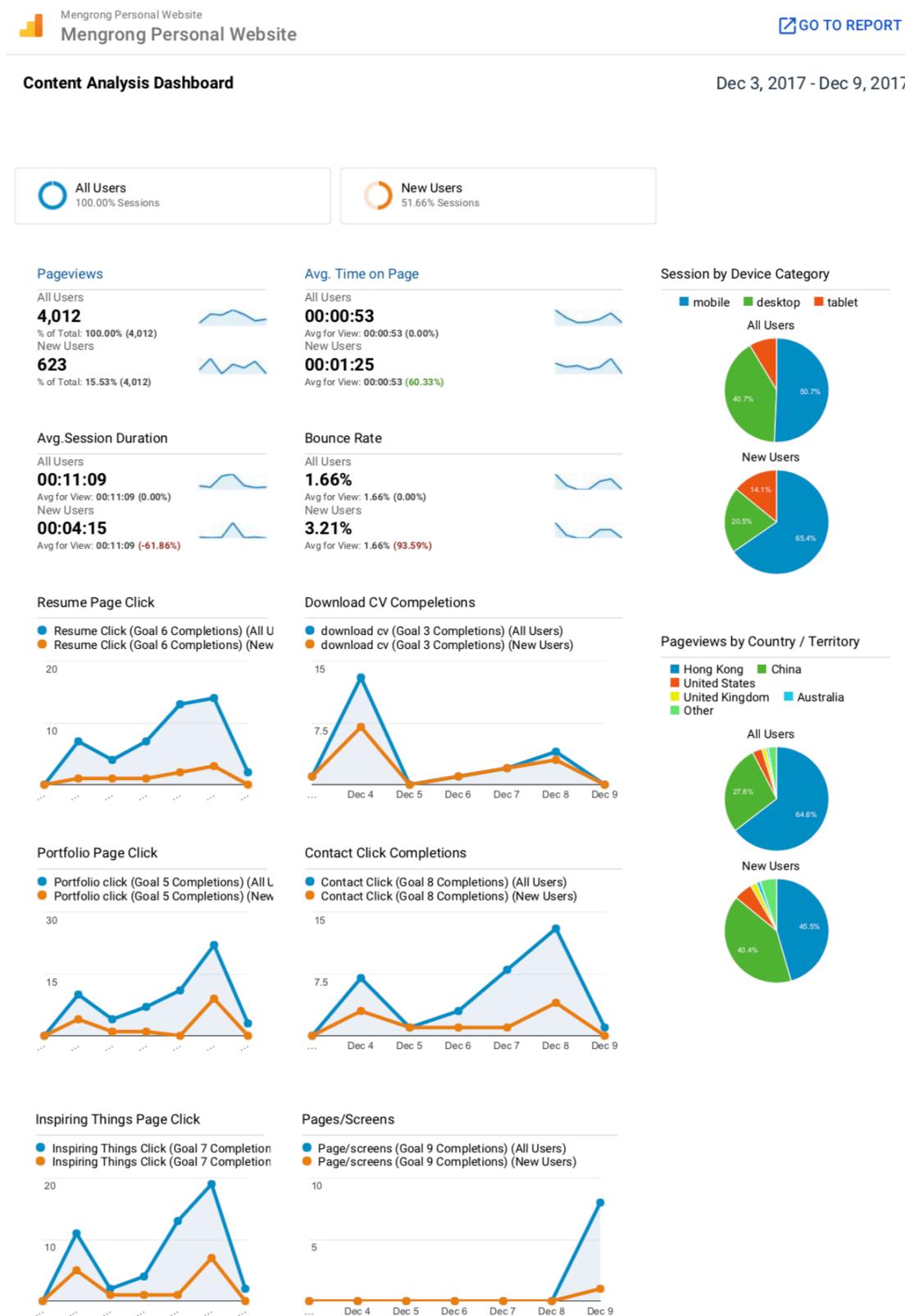


Figure 22. Customized Dashboard

Rest of the widgets were about the events I mentioned before. I put them here to

show the tendency more clearly. From these widgets, I found that Portfolio Page received most clicks, therefore, I will add more works in that page and adjust the filtering function.

## **Conclusion**

This is the first time for me to develop a website, there are still many limitations in my website design as well as the dashboard design. Firstly, the back-end design is insufficient, I only linked the contact form to Drupal. But in the future, I will try to manage the Portfolio page and Inspiring Things Page through CMS because my works will increase. An ideal website should not be static. Secondly, the usability test reflects some bugs of my website that need to be fixed. Thirdly, I haven't find the way to figure out the pageview and exit by page due to the structure of my website. I will try my best to refine my website and make use of it in the future.

From this class, I learned that hand-on skills and design thinking must work together so that we can create amazing things. Design thinking can be applied to our everyday work and study.