

# Personal Website Project Report

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## Introduction

Websites design and making is a process which design thinking is used. Design thinking journey consists of 5 steps, empathy, define, ideate, prototype and test. Each step is essential to the design and making process. For a website project, the design thinking can be combined with 5 UX elements model, which includes strategy, scope, structure, skeleton and surface plane (Figure 1).

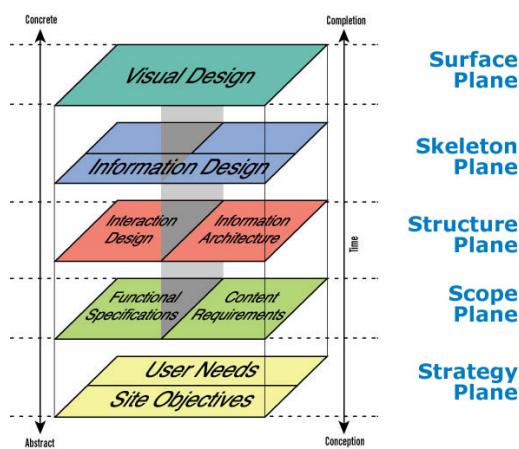


Figure 1 Elements of User Experience

The first step is to find the target group and define their needs. By conducting some researches, user journey map can be made in strategy plane. In scope plane, functional specifications and content requirements should be ideated. Information organization and interaction design are the key points of structure plane. Prototype with simple instruction should be made in skeleton plane and visual design should be finished in surface plane. The latter plane is based on the former plane. Only finishing the design and making part is not enough, usability test is also important. The website with both aesthetic visual design and user-friendly experience is successful.

# Strategy Plane

## Research and Suggestion

Before starting with the design, I inquired from several employees in previous internships to know what they would like to see in my personal website. I also searched on the job hunting websites for the requirement of the position I'm looking forward to getting.

Since the time of recruiters for each CV is very limited, they often just look for key words. I should have a appealing homepage with some relevant information which they may be concerned with. Recruiters attach great importance in portfolios. The working experiences and extracurricular experiences can help them know my specialized and fundamental ability. So my experiences can be shown in a more direct way. The job requirements are shown in Figure 2.

Job Position	Requirement
New media operator	<ul style="list-style-type: none"><li>• Do well in copywriting.</li><li>• Have good aesthetic in pictures and layout.</li><li>• Have creative ideas in activities planning.</li><li>• Can use common design tools and video editing softwares.</li></ul>
Product manager	<ul style="list-style-type: none"><li>• Understanding the whole process in product development.</li><li>• Have good communication skills.</li><li>• Capable of making operation plans.</li><li>• Understand user needs.</li><li>• Can use prototype tools and write documents.</li></ul>

Figure 2 Job Requirements

## Objective and User

Based on my job interests and the goals I want to attain for my personal website, I listed the primary and secondary site objectives, target users and user needs in Figure 3.

The user journey map (Figure 4) shows the journey of three kinds of target users when they find and view my personal website including emotions, user goals, process, channels and touch points. The touch points are the most important contents that I should display in my website.

	Site Objectives		Target Users	User needs
Primary goal	To attract recruiters' attention and increase the chance to have an interview.	Primary user	Recruiters from media company seeking editor or content operator.	To find competent and talented person.
Additional goal	To display more detailed information about personal works and experience.	Secondary user	Recruiters from internet company seeking product manager or product operator.	To find competent and talented person.
Additional goal	To build a website with good design and usability.	Secondary user	Peers in new media and internet product design.	To get inspiration and other information which they're interested in.

Figure 3 Objectives and Target Users

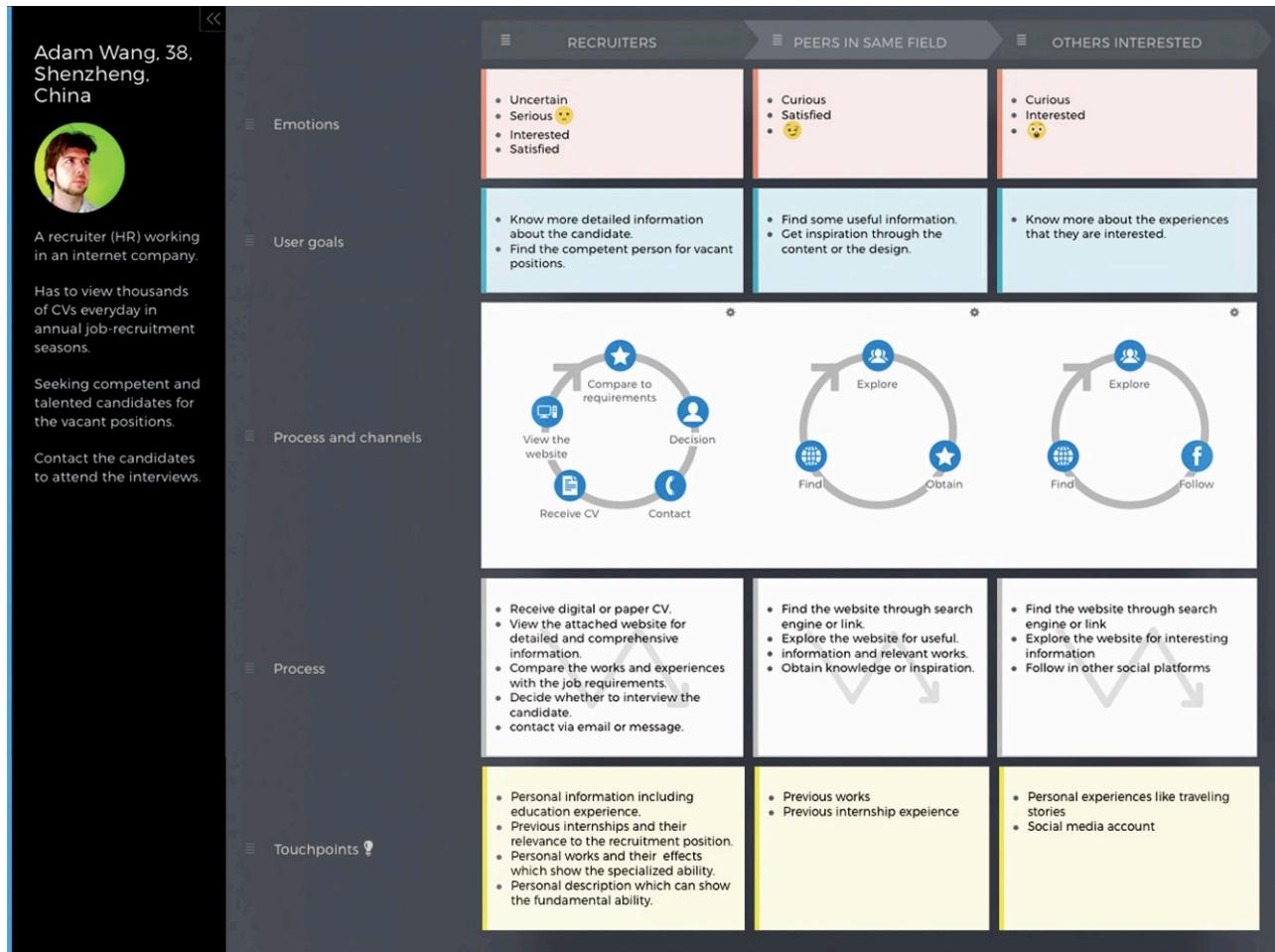


Figure 4 User Journey Map

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## Scope and Structure Plane

### Key Functions

1. Download CV: I provided several entries for viewers to download my CV, which may increase the rate of downloading and chance to contact me, not only in the navigation bar, but also in Welcome and About part.
2. View portfolios: Portfolios will be updated now and then, so it would be better if it has back-end content.
3. Contact via email or WeChat: Contact information is shown not only in Contact page, but also in the footer of every page.
4. View employee reviews: Employee reviews may be very important to recruiters, so I put three reviews from my previous employees to convince the recruiters to contact me.
5. View background information and experiences: These information will help the recruiters know more about my personalities and interests. And this part may be the next part they view after the portfolios.
6. Follow my social accounts: I put my WeChat account, which displays my original traveling articles at the end of the story map. This is addition to my skills.

### Site Structure

The website structure is shown in Figure 5. The home page is linked to other four pages including About, Portfolio, Contact and Resume page.

The home page also provided information about website and self introduction, example projects and employee reviews and so on. About page consists of timeline, which illustrate my working and extracurricular experiences in the last four years in time sequence, self introduction and skills which related to new media operator and product manager. Portfolio page displays my previous projects in internships and course and my traveling story map, which shows my interest in traveling and skills of writing. The Contact page includes contact form and detailed contact information.

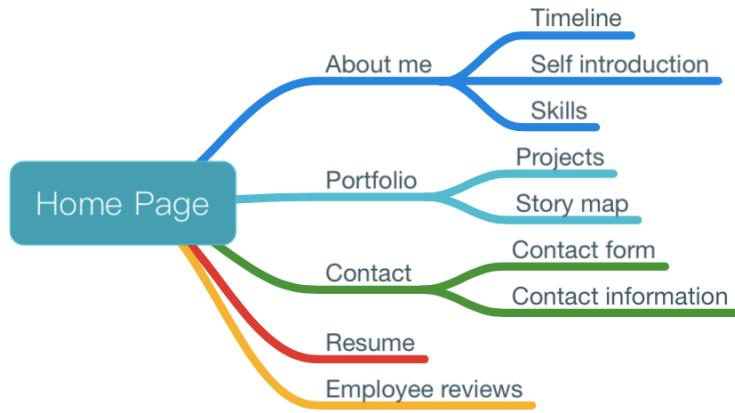


Figure 5 Site Structure

## Skeleton Plane

There are four main pages of my website. Before making the website on Pingendo, I designed the prototype of each page using Axure (Figure 6-9).

**Home Page**

The Home Page prototype features a header with the name "Sybil Wu" and navigation links for "about", "portfolio", "contact", and "resume". The main content area includes a welcome message "Welcom! I am Sybil Wu", a short bio "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget.", and a "BUTTON" placeholder.

**About Me**

The About Me page prototype shows a large circular placeholder for a profile picture. The page title is "About Me". The content area contains a long block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget." and a "BUTTON" placeholder.

**Portfolio**

The Portfolio page prototype has a similar layout to the Home Page, featuring a header with "Sybil Wu" and navigation links. The main content area includes a short bio "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget." and a "BUTTON" placeholder.



**Portfolio 1**

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**Portfolio2**

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**Portfolio 3**

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## Employee Review

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**Review 1**

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**Review 2**

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**Review 3**

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Telephone

Email



contact me

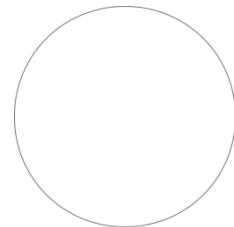
## Figure 6 Home Page

Sybil Wu

about portfolio contact resume

### Timeline

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### About Me

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### Skills

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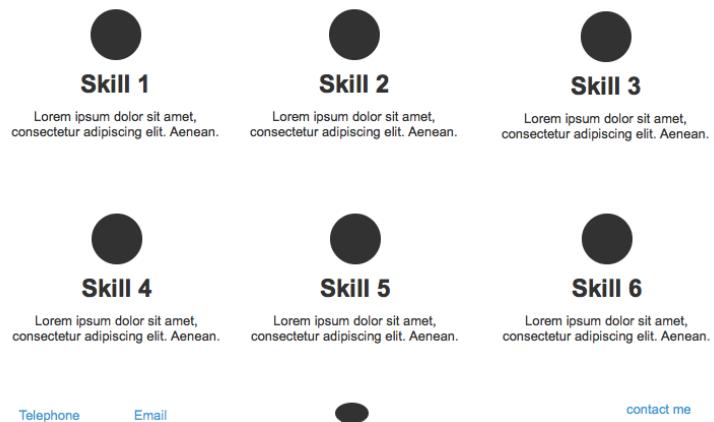
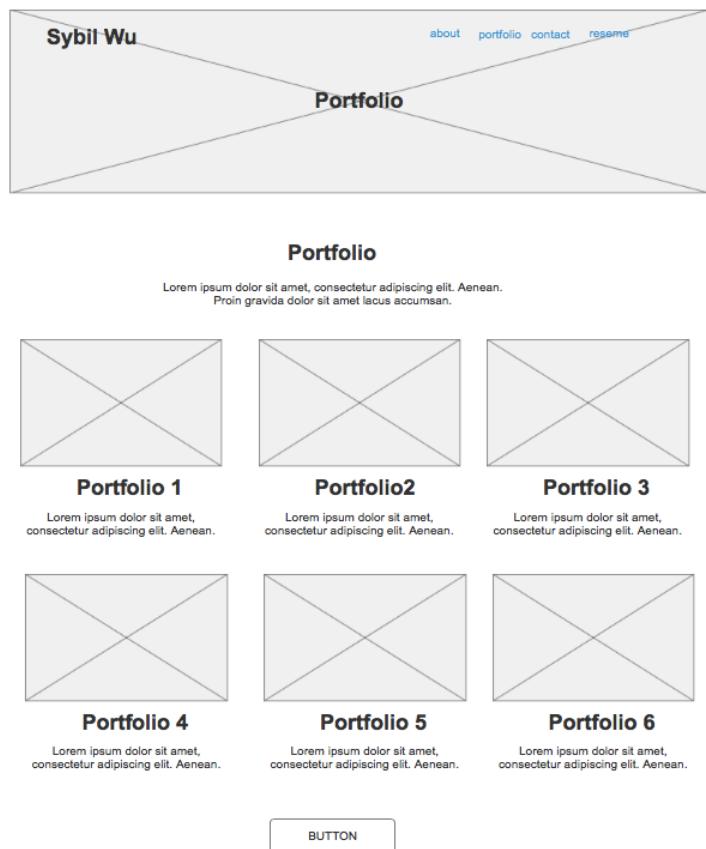


Figure 7 About Page



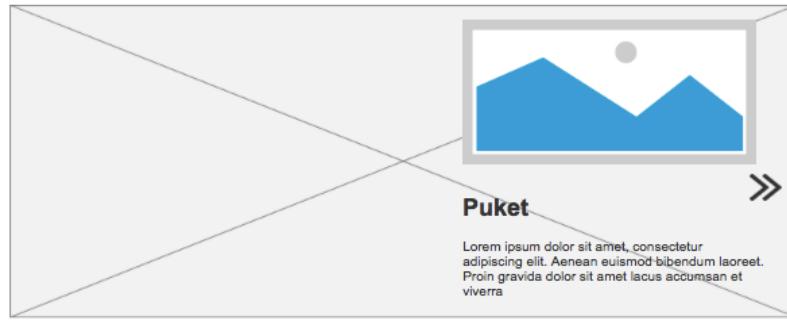


Figure 8 Portfolio Page

Sybil Wu

about portfolio contact resume

## Contact Me

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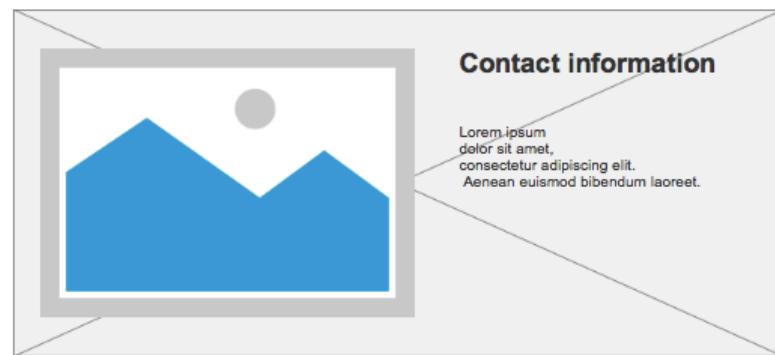


Figure 9 Contact Page

## Surface Plane

In the making stage, I changed the html and css code using Pingendo on the themes of Bootstrap. Based on my prototypes, I edited the pictures, texts, colors, as well as organization of my website. I also inserted my timeline and story map JSON into my website. To make my website look more consistent, I kept the theme color of dark grey and yellow. The interfaces of my website are shown on Figure10-13.



Figure 10 Home Page

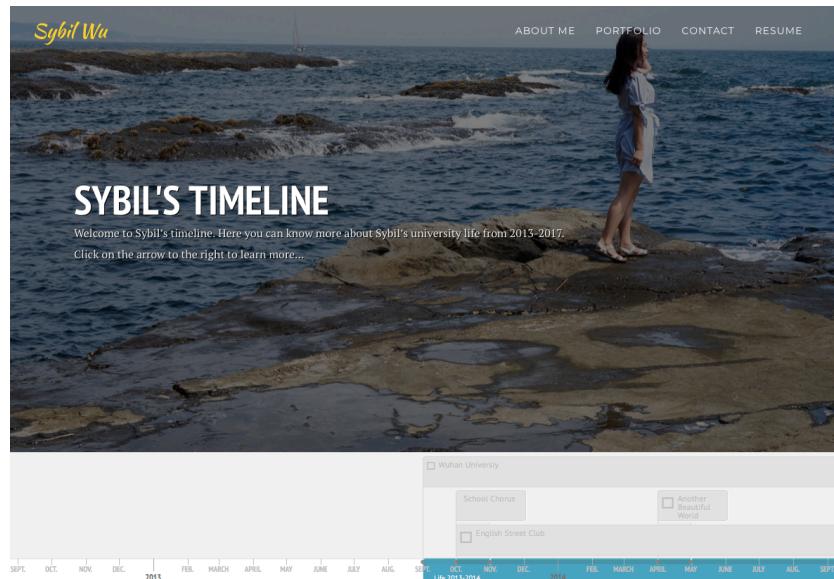


Figure 11 Home Page

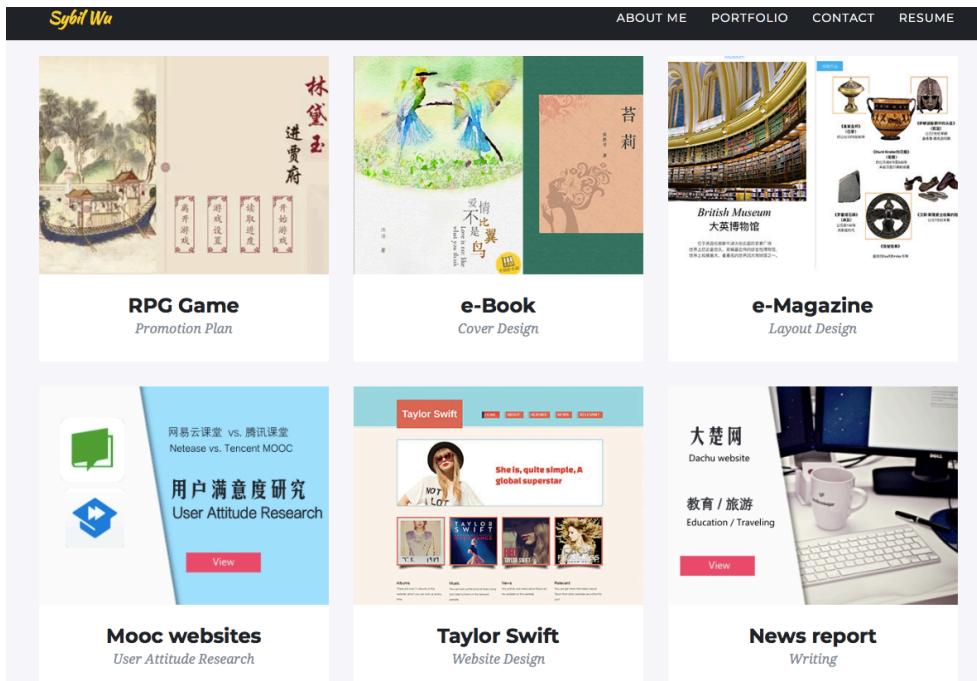


Figure 12 Portfolio Page

**CONTACT ME**  
Please feel free to contact me~

Your name \*

Your e-mail address \*

Subject \*

Message \*

**Send message**



#### Contact Details

Chinese University of Hong Kong  
Shatin, Hong Kong

Phone: 14714337426

Email: [wufandi\\_sybil@126.com](mailto:wufandi_sybil@126.com)

Wechat: wfd969

Figure 13 Contact Page

# Usability Test

## Usability Test

To get the insight of the usability of my website, I invited 5 of my friends to attend the usability test because 5 interviewers can find most problems in most cases. I asked them a few questions like “Which part is not appealing”, “Which part didn’t meet your anticipation”, “What problems do you find when viewing this website”. The primary problems I have found are as follows (Figure 14).

Primary Problem	Solution
Loading speed is slow sometimes	Compress pictures or use smaller pictures
Wrong page after sending message	Set the right link page
Skill part is not very appealing	Add some effects or links in Skill part
No Chinese version	Make Chinese pages

Figure 14 Problem

## A/B Test

Since the About page didn’t get much traffic as I thought, I made an A/B test to see if the traffic could be improved by changing some interface of the page. I changed the color of “View more” button on home page from yellow to dark brown, which looks obvious and different from other contents. This A/B test has run for 7 days and the result is shown in the Figure 15.

From the test, I know that the changed one has a higher view in About Page.

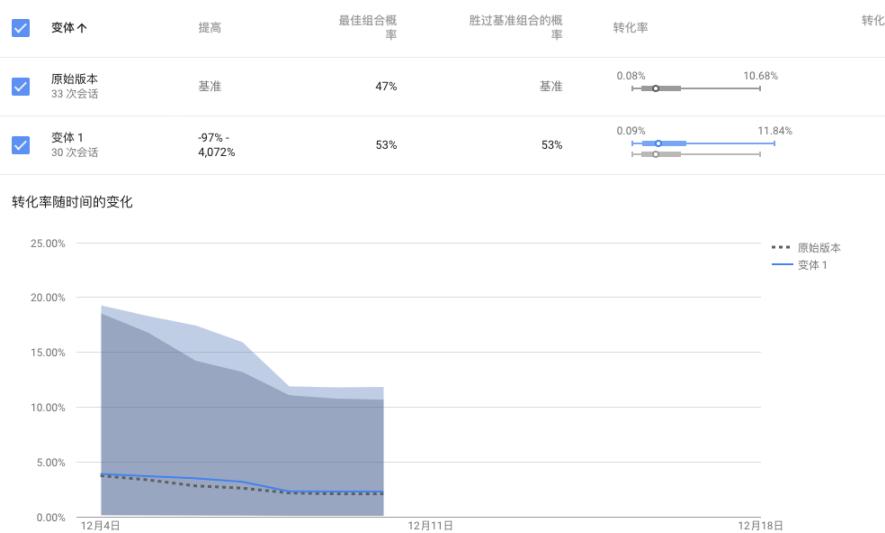


Figure 15 A/B Test

# Dashboard Design

To moderate the situation of my website and user behaviors, I chose some data to display in the dashboard (Figure 16). The data in the dashboard includes new user, time of visit, browser, time of goal reached and bounce rate.

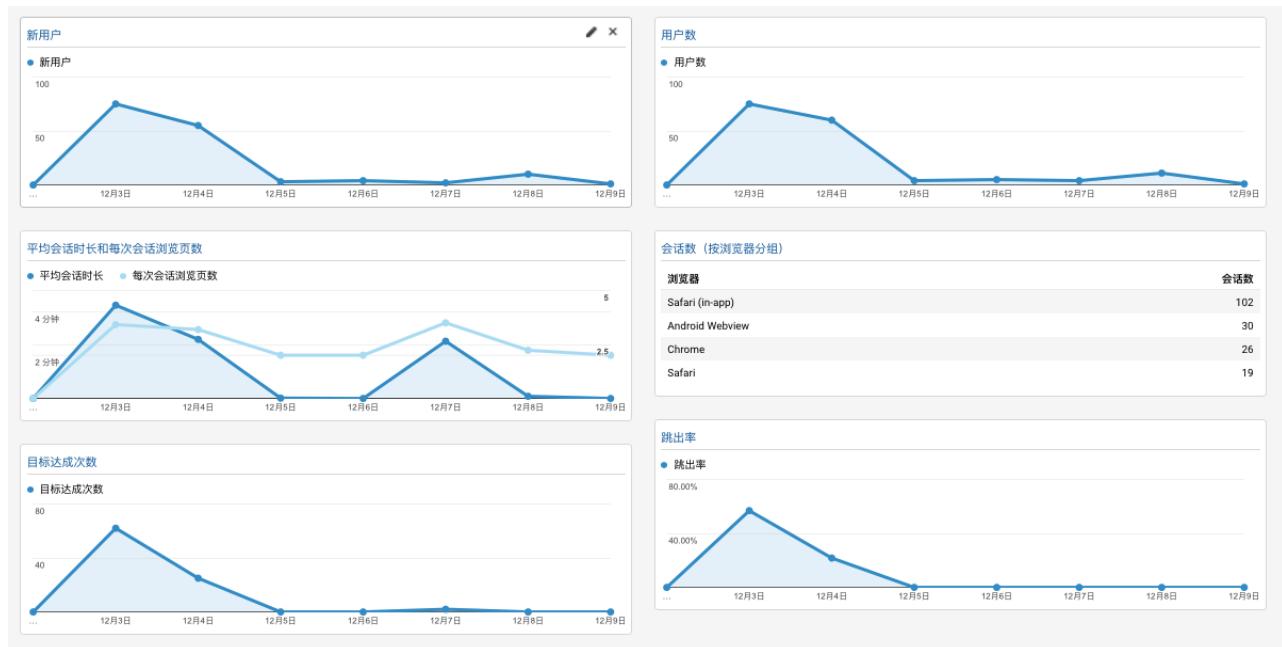


Figure 16 Dashboard