

# Final Web Design Report

## Comm5961

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### **Introduction:**

A personal website can be helpful if one wants to find a job and all the materials of applicants like resumes are similar. The one who has a well-designed website have the chance to stand out and possibly get the job at the end.

Web design is not just a random composition of all the information the designer wants to show, it needs to be organized following the five UX planes (see Figure 1). In this report, I will explain the process of designing the website and the reasons with the help of five planes of website design.

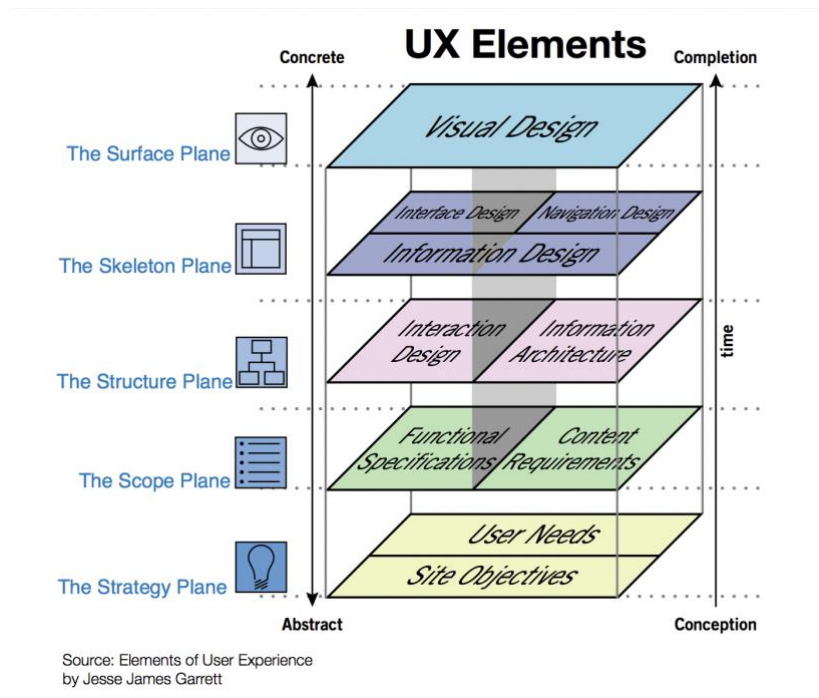


Figure 1

## Strategy

In the strategy plane, researches are needed to get to know what kind of job I'm qualified to do, what kind of user I need to target at and their needs. Since the primary objective of the website is to present myself and get me a job and I want to find a job related to the internet. So firstly, I searched the internet to find out the requirements of some internet companies like Tencent. As the recruitment requirement of Tencent shows, the product trainee should be enthusiastic about the internet; have a creative imagination, and have some software development and testing skills. Then those are the important parts I need to emphasize.

Then I interviewed some friends with recruitment experiences or already found a job and ask for their opinions on a personal website. My friend Yvonne who works as an HR in NetEase said generally HR will see the CV first, if he' s attracted, he will continue to see your website, or he won' t waste his time on it. It' s optional and it can add some bonus points and if I apply for art position that requires applicants to submit their website to show their previous work. Another friend suggested that HR is too busy to be patient to see the whole website, so I need to attract their eyes immediately. Anyway, the layout of my website must be impressive enough to catch people' s eyes, otherwise, it won' t be helpful. So I think about designing a short video of me to catch visitors' eyes.

Finally, I constructed the following table to present my site objectives, target users, user needs.

Site Objectives		Target user		User need
<b>Primary goal</b>	Lead HR to contact me by highlighting my previous professional experiences.	<b>Primary user</b>	HR from some big brand internet companies	Get to know further information that cannot

				be shown on the CV
<b>Additional goal</b>	Attract others by the layout of my website	<b>Secondary user</b>	People work in other fields seeking for qualified candidate	Find some potential candidates

Figure 2: Strategy Plane

Journey Map of primary users:

1. Check out my CV to know my basic information;
2. Check out more of my previous work in the portfolio page to prove the skills that I have.
3. Contact me to arrange an interview (if possible).

## Scoping Plane

Before I actually begin to design my website, I should figure out the function the website must have. In the scoping plane, functional specifications and content requirements need to be defined.

### Functional Specifications

1. Navigation bar

Navigation bar should be clear and concise so that it meets user's need to go to one page with just a click and find what he wants easily.

## 2. Download my CV

When the user clicks the "Download my CV" button, it will direct to the resume page.

Basically, when I apply for a job, the HR look through my resume first and then click my personal website. I keep this function to give my resume a second chance. Maybe after browsing the website, my image along with the resume can impress the HR.

## 3. Contact Form

The contact form is connected to my Drupal account so that I can manage these messages on the back-end platform.

Though I was told that contact form isn't useful, few people especially HR will use it to contact me, I decide to add it to make my personal website complete.

## 4. Learn more Button

When the user clicks on Learn more button, it will direct to a specific position of the same page.

I think this function is suitable for HR who rushes to see what he wants to see.

## **Content Requirements**

### 1. Contact information

Contact information is important and the information should also be updated if any change occurs.

## 2. Multi-media content

Sometimes the images or videos can be more important than the accompanying text, so I need to try to use icons, images or videos to convey my ideas instead of posting a long paragraph of text.

# Structure Plane

## Interaction design

Gillian Crampton Smith first introduced the concept of four dimensions of an interaction design language which are words, visual representations, physical objects or space, time and Kevin Silver added the fifth behavior. Since this is a personal website, the interaction part is simple. Buttons and icons need to be appropriate and match the words.

## Information architecture

I try to organize all the information to support usability and findability. There are four boxes in navigation bar: Home, About, Portfolio, Contact. Furthermore, I designed a sitemap shown below. (see Figure 3)

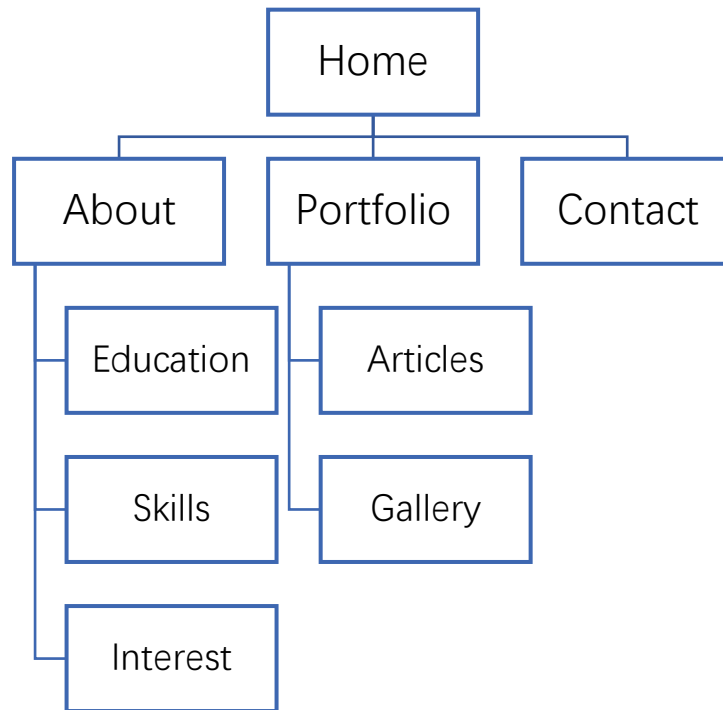


Figure 3

The first part is my information, I think the recruiter will want to know what kind of person I am, so I put my information at first. And it's divided into education, skills, and interest. I add my interest here because this might be the unique point of me when all the education and previous internship experience are alike.

The portfolio is where I put my previous work, it's divided into two parts: articles and gallery to show what can't be shown on the resume.

## **Skeleton**

### **Navigation design**

Since this is a personal website, I assume that HR or other users don't want to click on the subsection of the navigation bar, so I try to classify

all I want to show in only one section. It will appear at the top of the page along with a logo.

## Interface design

After designing the sitemap, I try to build some prototypes with the help of Pencil to arrange all the contents. This is the simplest way to design a website with minimal effort because I don't have to think about what content or what color I should use. The homepage is simple, it only has my name on it, navigation, a button, and footer, for I want to emphasize the button to lead users to download my CV. And the cover is large trying to give the impression of my energetic and cheerful personality. (see figure 4)

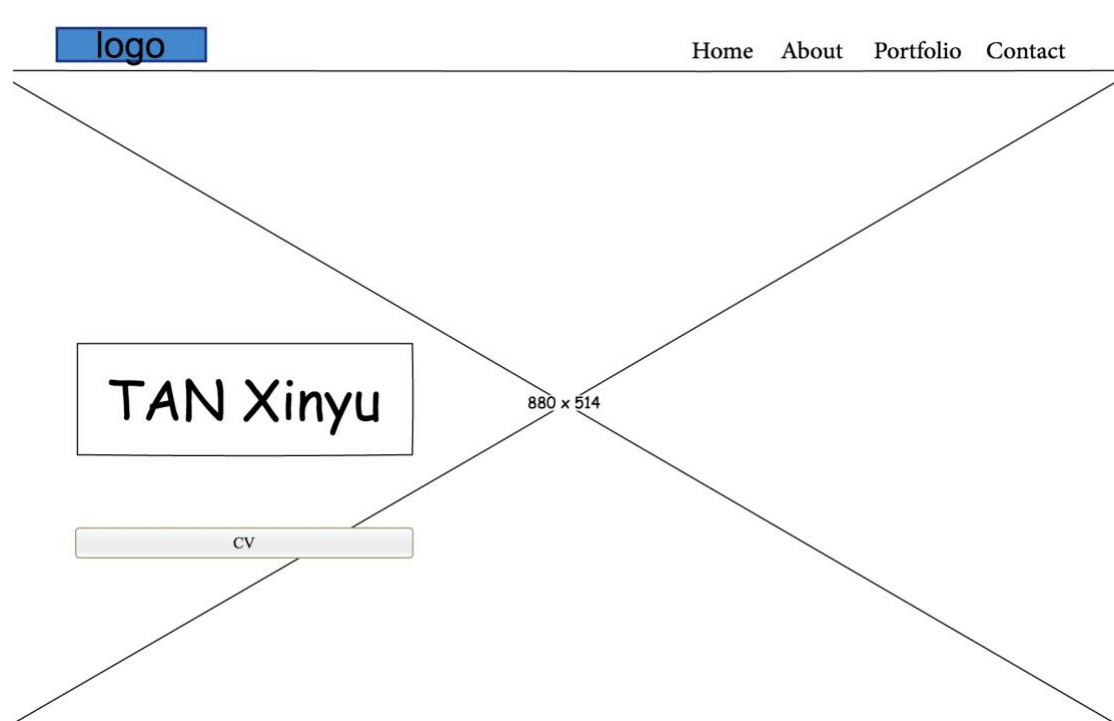


Figure 4

In the about, portfolio, article and contact page (see figure 5-8), to keep



the consistency of my website, I use the same navigation and footer. I put a timeline project to introduce my education and previous internship, I think it might be more interesting for users to know me instead of texts in the resume.

And I try to use photos to convey my ideas instead of texts because I think visual content is more impressive and easier to catch people's attention, like I use an icon to represent a skill. I also create a page to show my previous project to show my business sense. Since it's really long, I can't keep it on the same page of Portfolio knowing that opening a new tab can confuse the user when he/she already opened some pages. So, I try to make this page clear and simple, maybe just a quick glance at this page the HR already know my ability.

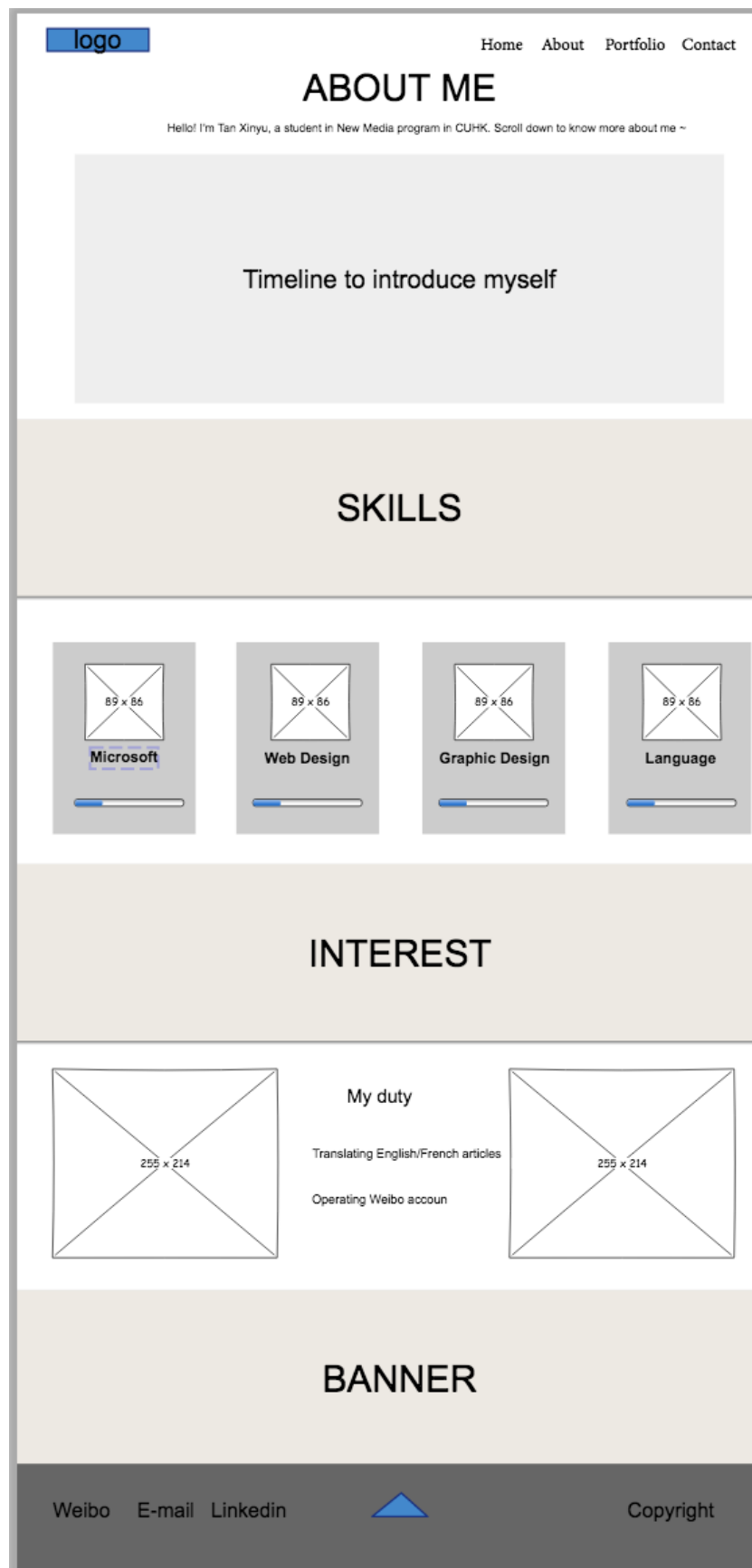
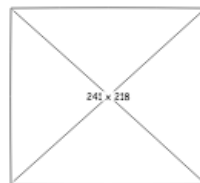


Figure 5

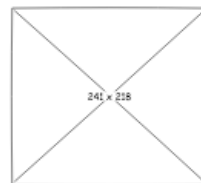
## PORTFOLIO



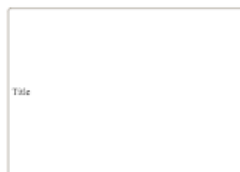
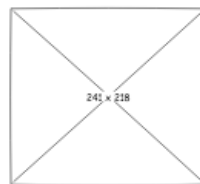
## ARTICLES



Title



Title



## GALLERY



## BANNER



Figure 6

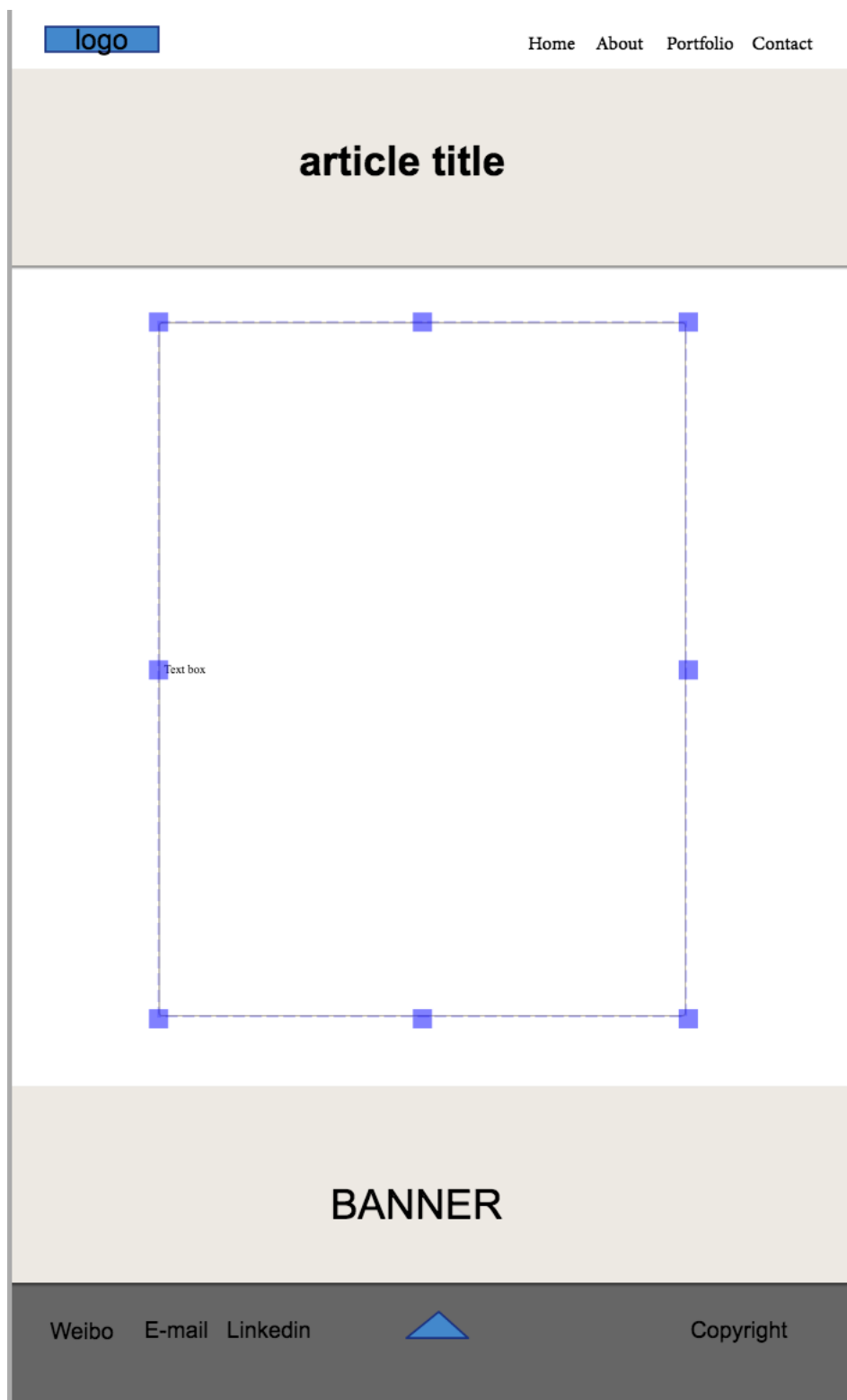


Figure 7



## CONTACT ME

Nice to meet you here! Say something to me~ :)

TEL: +852 6553 0170  
E-mail: [txyrene@gmail.com](mailto:txyrene@gmail.com)  
Adress: N.T Hong Kong

Your name \*

Your e-mail address \*

Subject \*

Message \*

SEND MESSAGE

## BANNER

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Copyright

Figure 8

## Surface Plane

Based on the template I chose from [Bootstraptaste.com](http://Bootstraptaste.com), I started to design the website. Inspired by this theme. I decided to utilize a short video as a cover, for I think users might be curious about the content of the whole video and stay on this page longer. And the short video is compressed to accelerate the loading speed.

## Logo

On the left side of the header, I put a simple logo designed by myself, then clicking on it, it will direct to the home page.

## Choice of Color

With so many different colors of photos and banners, I use white as the main color so that the content will stand out. And when the mouse hovers on the navigation bar and other buttons of the website, I choose #FE7A66 (see figure 9) to make the page vivid. All the titles are in black, and text of the main body are in grey for black is too sharp to read a long article.



Figure 9

## Banner

I chose the photo of banners of the same theme so that they can provide a vivid image with consistency.

## Usability Test (Qualitative)

For the usability test, I invited 5 of my friends to browse my website and try to find the problems of it. One of them opened my website on his mobile phone, and it couldn't be loaded. And two of them said the loading time was long, which I will fix it after the usability test. One of my friends said the video on the cover gave him a positive feeling because I kept smiling.

After asking the first impression of my website, I asked them if they could find my education background, some heisted a little and clicked on About because they thought there were only four choices, it can only be concluded in About page.

And I asked them if they were aware what kind of jobs I want to apply for, some said it's not clear enough but there are already a lot of information on this website.

## **Dashboard and analysis**

Since this is a data-driven class, how well my website is going should be measured by data. I use Google analytics to help with it. (see figure 10)

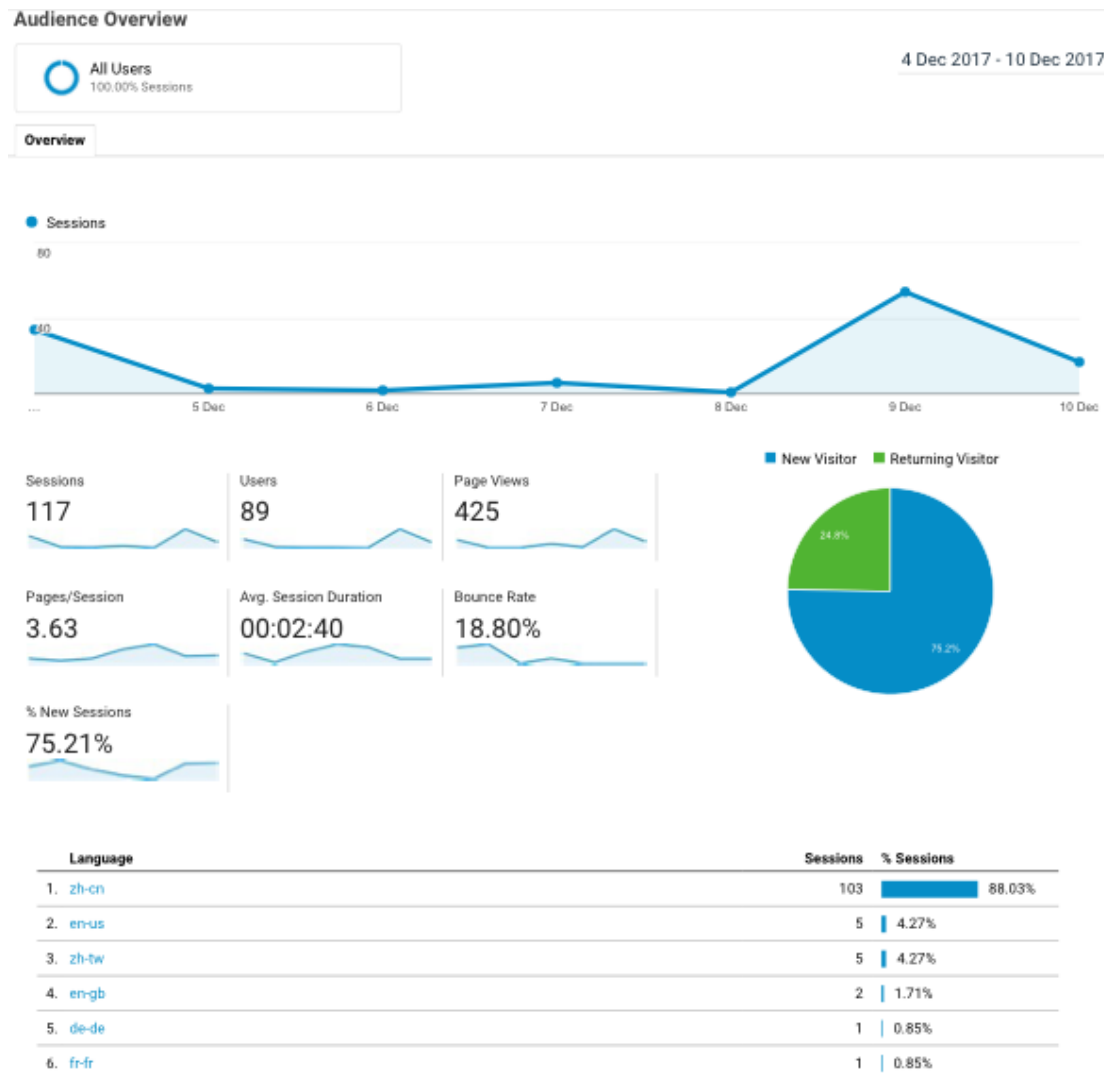


Figure 10

From December 4 to December 11, 89 users visited my website, 24.8% of them are returning user. Average session duration is 2:40 which I think is long enough to go through all the information I have. Then I designed my dashboard to know more about the users. (see figure 11)





Figure 11

As for the loading speed, since some mainland friends told me that the page couldn't be loaded, while my friend in Paris said the speed is quick, I wonder if the loading speed is different among different countries. However, I can't see a significant difference among different countries in terms of speed.

When it comes to the bounce rate, at first, I posted my website in Weibo where some strangers might see this post but found no interest in it, so the bounce rate is relatively high. Then I posted in WeChat moments where basically my friends see it, so the bounce rate is low. I find that gap among home page views and other pages is huge (see figure 12), it might be because 71.8% of visitors browsed it in their cell phone, even though I designed a responsive page, one-page HTML might be more user-friendly.

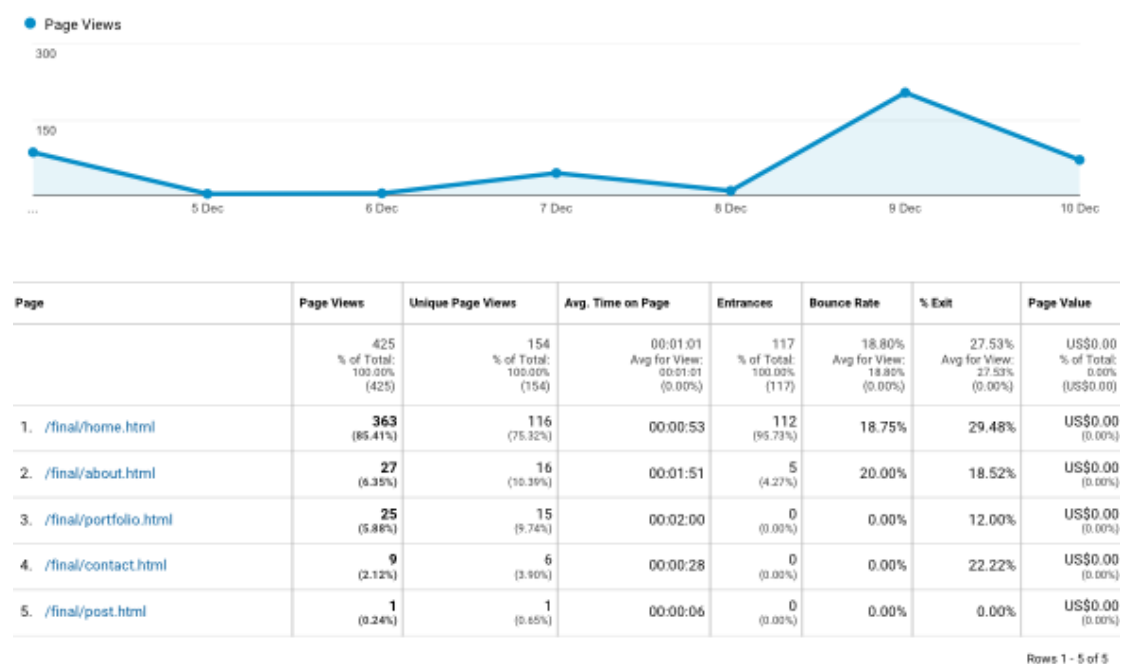


Figure 12

## Quantitative Method: A/B Test

A/B test is an important method to optimize the website. I changed the cover of my home page to a static photo (see figure 13), as it was originally a short video designed by myself (see figure 14).

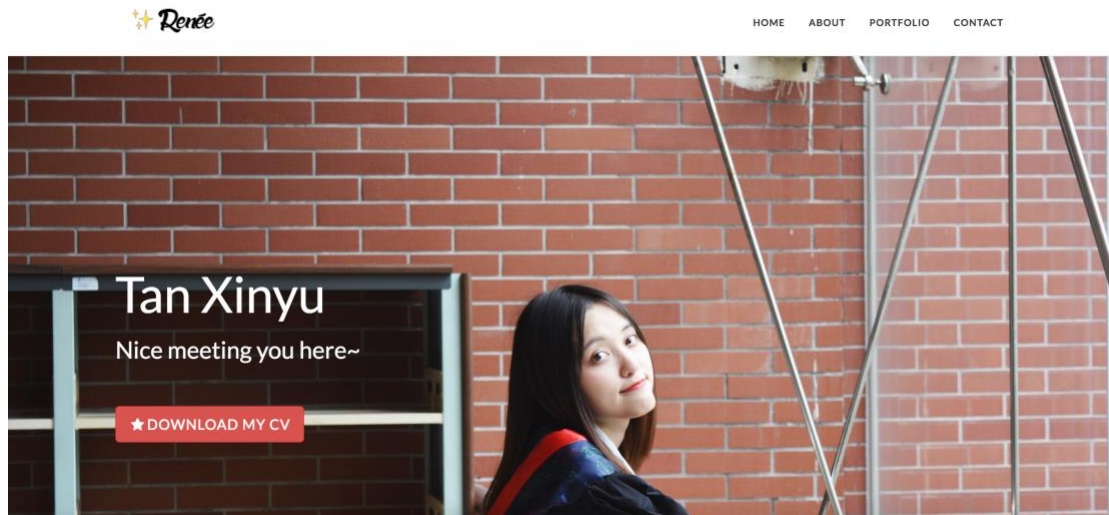


Figure 13

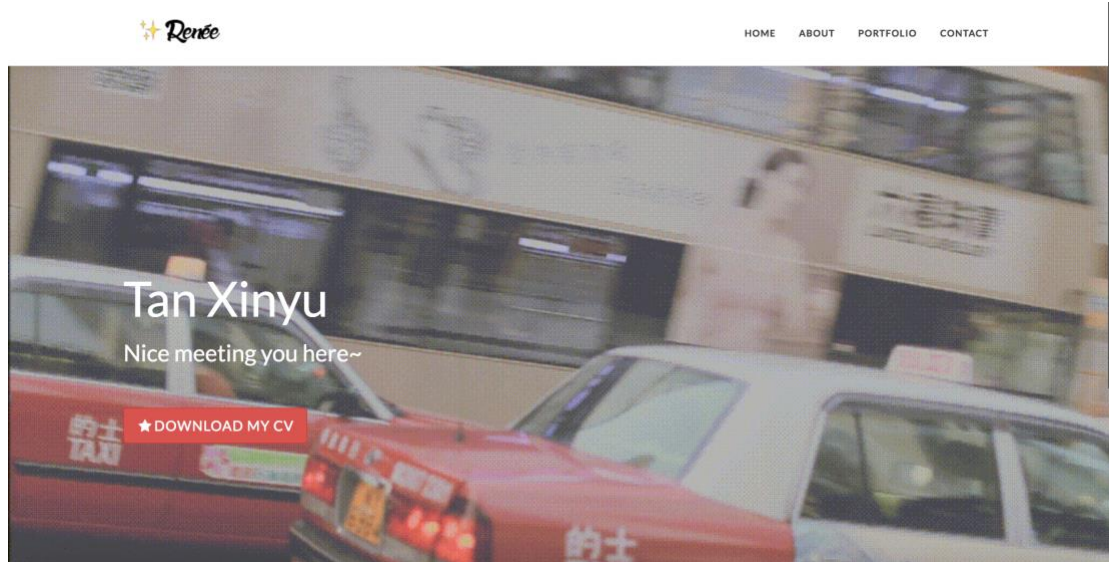


Figure 14

Basically, the A/B test need 2 weeks to get results, due to time limit, the A/B test was conducted only 3 days from December 8 to December 11. Since most users are my friends, the result might have bias (see figure 15). As the result shows, the original version is better, and in order to

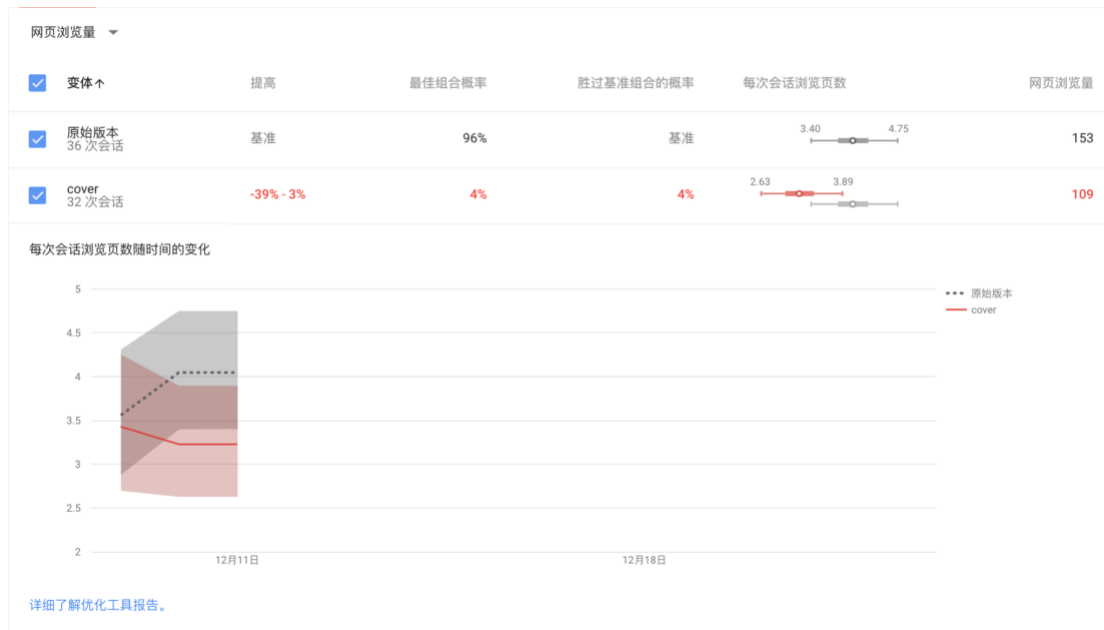


Figure 15

## Limitation

Due to the time limit and some other factors, my website still has some limitations. First, I thought when I apply for a job, the HR will possibly open my website on his/her computer, so I didn't really think about the mobile phone version. Though I made responsive pages, it didn't attract users to click on other pages. In the future, I will make a one-page version for mobile users. Second, I didn't show the user with different need with a different page, like my friend said, he couldn't figure out what kind of job I wanted to apply for. So, in the future, I will work on it. Third, most of the users of the tests are my friends, the results may be a little inaccuracy. I will keep running the tests to optimize my website. Overall, I gained a lot of knowledge whether in web design or in self-branding, I will continue to work on this project.