

Final Web Design Report

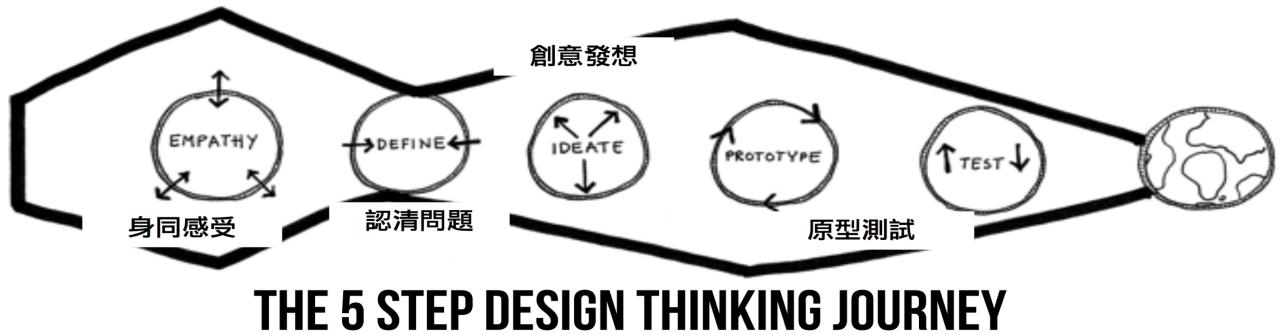
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Introduction

Nowadays, two common perspectives prevail on how to create value in business. One side attaches importance to “analytical thinking.”. The other side emphasizes “intuitive thinking” and raw creativity (Roger Martin,2009). While in Bernard’s class, we came to know, based on these two important aspects, actually, design thinking is what they are chasing for, and the latter one visualized problem-solving process and made the process easier to understand.

And in this report, I would like to introduce my website utilizing the way design thinking offers, from empathy, define, ideate, prototype to test. Understanding consumers’ needs with empathy is fundamental, as it could help to clarify consumers’ needs and find pain points when solving problems. Afterwards, putting up some innovative ideas and thoughts are also needed in building up a prototype based on theory and practices. After these phases were completed, tests would be carried out in quality and quantity ways, such as usability tests and AB tests.

Figure-1 Design Thinking Journey

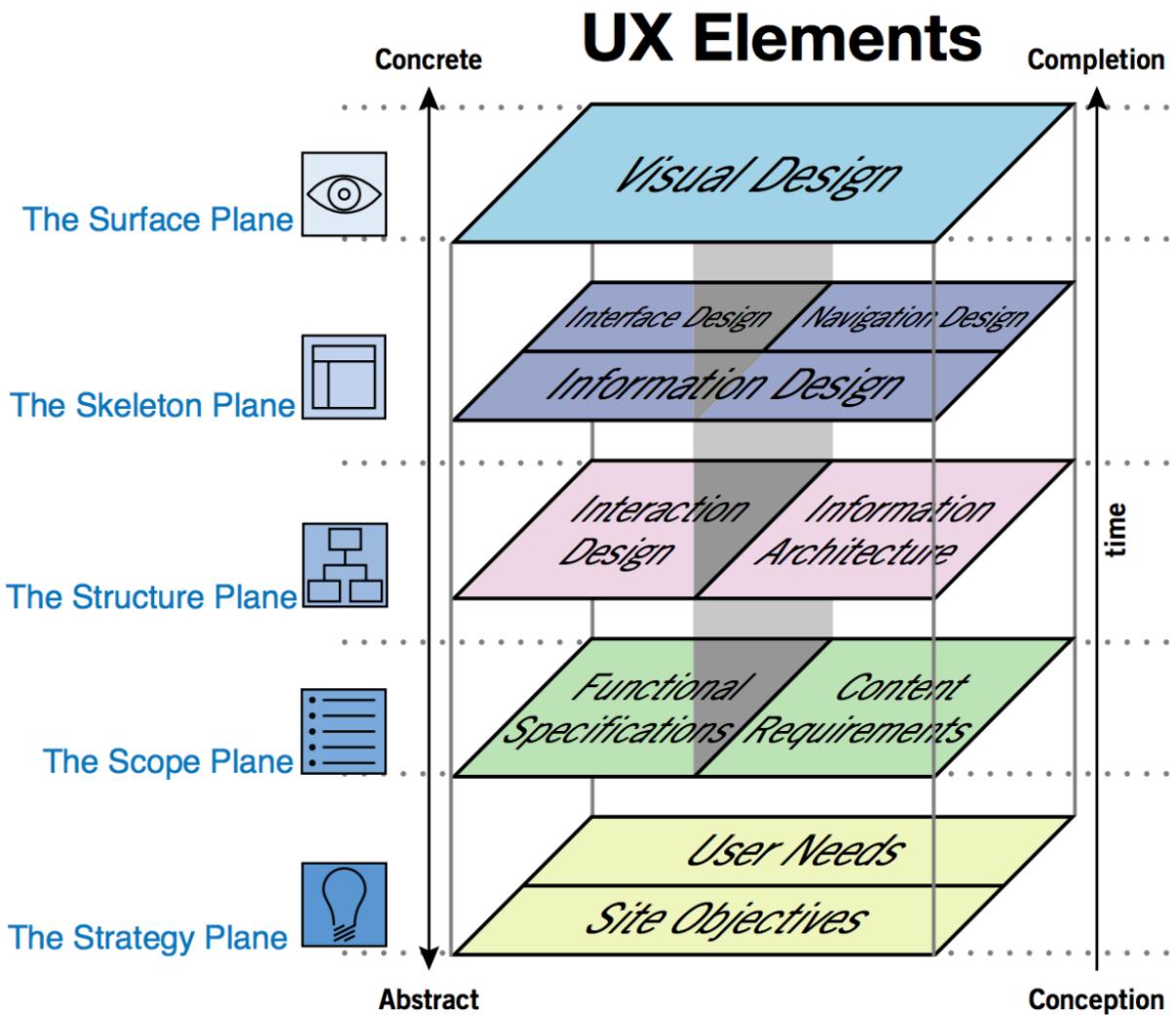


Source: Stanford D.School

Strategy and Scope

It is known that user experience is composed of five different planes from the bottom to top, namely, Strategy Plane (User Needs and Site Objectives), Scope Plane (Functional Specifications and Content Requirements), Structure Plane (Interaction Design and Information Architecture), Skeleton Plane (Information Design, Interface Design, Navigation Design), and Surface Plane (Visual Design).

Figure-2 Five UX elements



Source: Elements of User Experience
by Jesse James Garrett

Besides these, UX is also a process of enhancing user satisfaction by improving the usability, accessibility and pleasure provided in the interaction with the product. So obviously, it's fundamental to hear from users or prospective users and know what their expectations are, where they have pain points, and what devices they will use to navigate through the experience. When it comes to my own webpage, what I would like to display is my portfolio. As to work as a manager on media content operation is my ideal job, so my webpage is expected to attract more attention from recruiters so as to get a few interviews for me and expand my social

community in real life. What's more, media content operation focuses on how to deliver a series of valuable information based on various kinds of users, which differs from content editor. And according to an Internet website called “everyone could be product manager”, communication, cooperation, promotion execution and sensitivity abilities are stressed when doing content operation.

So, in order to realize these basic goals and clarify the needs of my target users, besides asking four of my friends who have working experiences related to Internet, I also interviewed two HRs who now worked in Baidu. The HR whose name was Pathy-Song, told me a webpage portfolio sometimes worked as an uncertain item in the process of job-seeking, as some candidates can't show their experiences in a logic sequence with certain focuses, so a portfolio may lead to something tedious. And the solution to this problem was to try to classify my experiences and tag them appropriately in certain block. Meanwhile, another HR named Emma, said some graduates do not know how to utilize webpage with cases to prove their abilities related to content operation, they merely list some blurred titles without mentioning specific duties they were responsible, which seems unconvincing. So to solve this pain point, I would like to support my internship career with brief description to make it more ample.

Based on my basic objectives about webpage, interviews of the primary users, as well as my career plan, I constructed the following table aimed to present my site objectives, target users, user needs, journey stages of primary users, artifacts and touch points as well as explained emotions.

Figure-3 Key persona together with objectives

| | Website objectives | Target Users | User Needs |
|---------------------|---|---|--|
| Primary | Try to show my experience related to media content operation to Recruiters who can offer media touch recruiters and make them be content operation jobs in mainland willing to offer an interview China. opportunity. | | Recruiters associated with media who would like to seek for qualified students as their employees. |
| Additional-1 | Perfect the content and formats of my resume, and show myself comprehensively. | Fans or readers related to my previous internship working who would like to know more about me. | Fans, readers or even common people who are curious about the growth of a certain person. |
| Additional-2 | Try to expand and grow a social media community which may be Other recruiters related to jobs required by some media containing media content. companies | | Recruiters who are seeking for employees to make media content urgently. |

Figure-4 Journey map

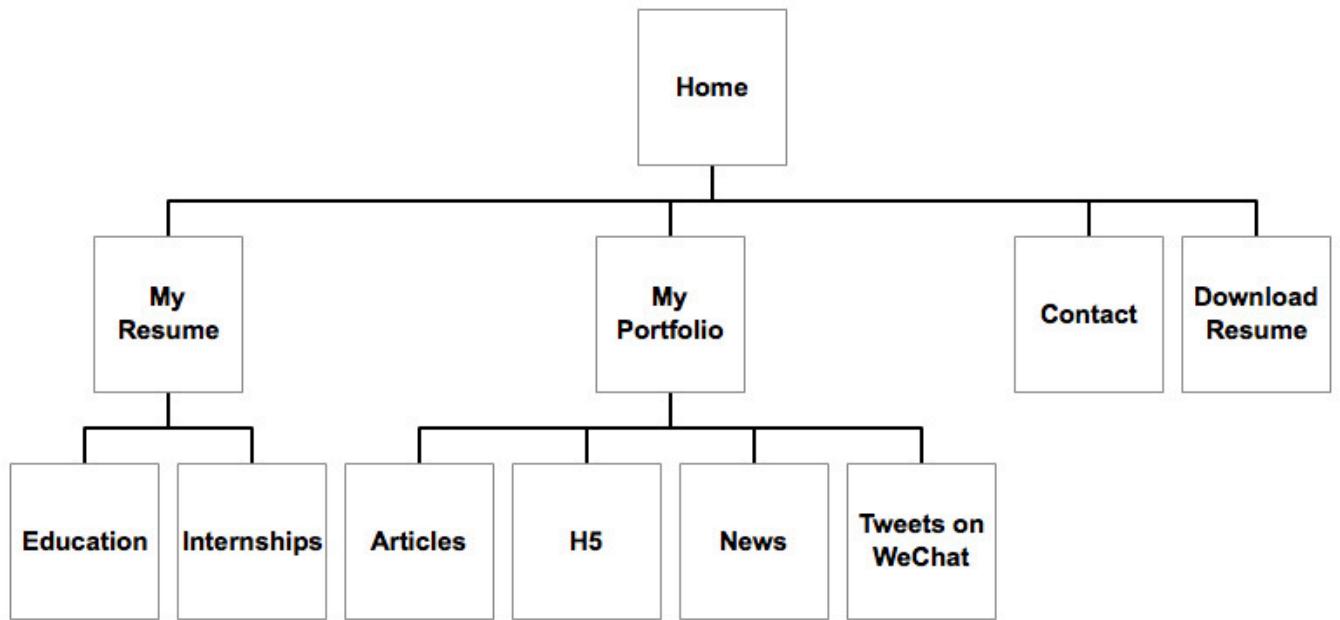
| | Journey stages | | |
|----------------------------|---|---|---|
| | First-step | Second-step | Third-step |
| Recruiters | Recruiters would view the website offered and evaluate its content and format. | Consider whether to reply the email and how, as well as whether to offer an interview or some tests | Test and implement an interview design on content and format. |
| Fans and readers | Fans and readers would be attracted by the experiences and some nice pictures as well as the format of webpage. | Follow and focus more on the web judgement on Consideration and the owner of these information. | owner. |
| others | | | |
| Artifacts and touch points | The design of website on its content and format | Resume and experiences showed | Related skills |
| Persona +.....- | Recruiters of media content operation. | Fans and readers. | Common recruiters related to media content. |
| Explain Emotions | serious | expect | interested and curious. |

Scoping Plane

After setting up the goals and clarifying target users, what I'd like to do was specifying the content as well as the functions of my webpage, and make them feasible enough. Thus, in scoping plane, I will explain briefly that how the basic theme was chose and the consideration on setting up website structures and content. To begin with, I drew my site map, and made it base of all the other organizations and content.

Figure-5 Total Framework

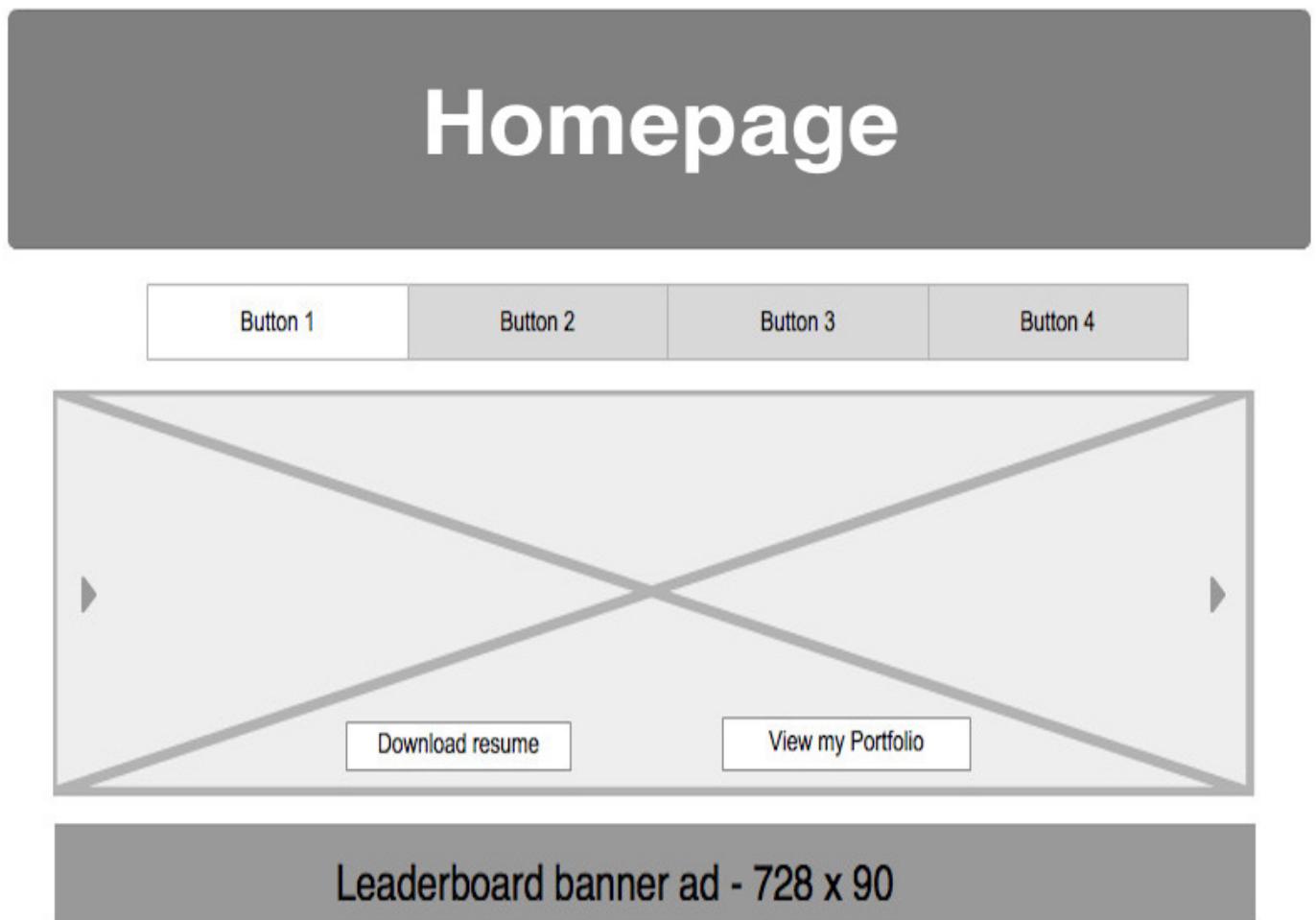
Framework



My website would be divided into five webpages, convenient for analyzing. As the basic framework of the website has been put up, the next step was to establish prototypes of each web-page, with the functions, content and organizations listed respectively.

It is worth saying that on one hand, prototype of each webpage could help to work efficiently, as it could be tested by users in the beginning and be modified easily; on the other hand, it also benefits on clarifying the relationships among different webpages clearly.

Figure-6-1 Homepage



Leaderboard banner ad - 728 x 90



Homepage plays a role in leaving a good impression, so besides a short introduction on myself, there won't

be too much annoying characters. A photo of myself with my expectancy on job findings as well as a map

introducing my growing trace were enough.

Figure-6-2 Homepage

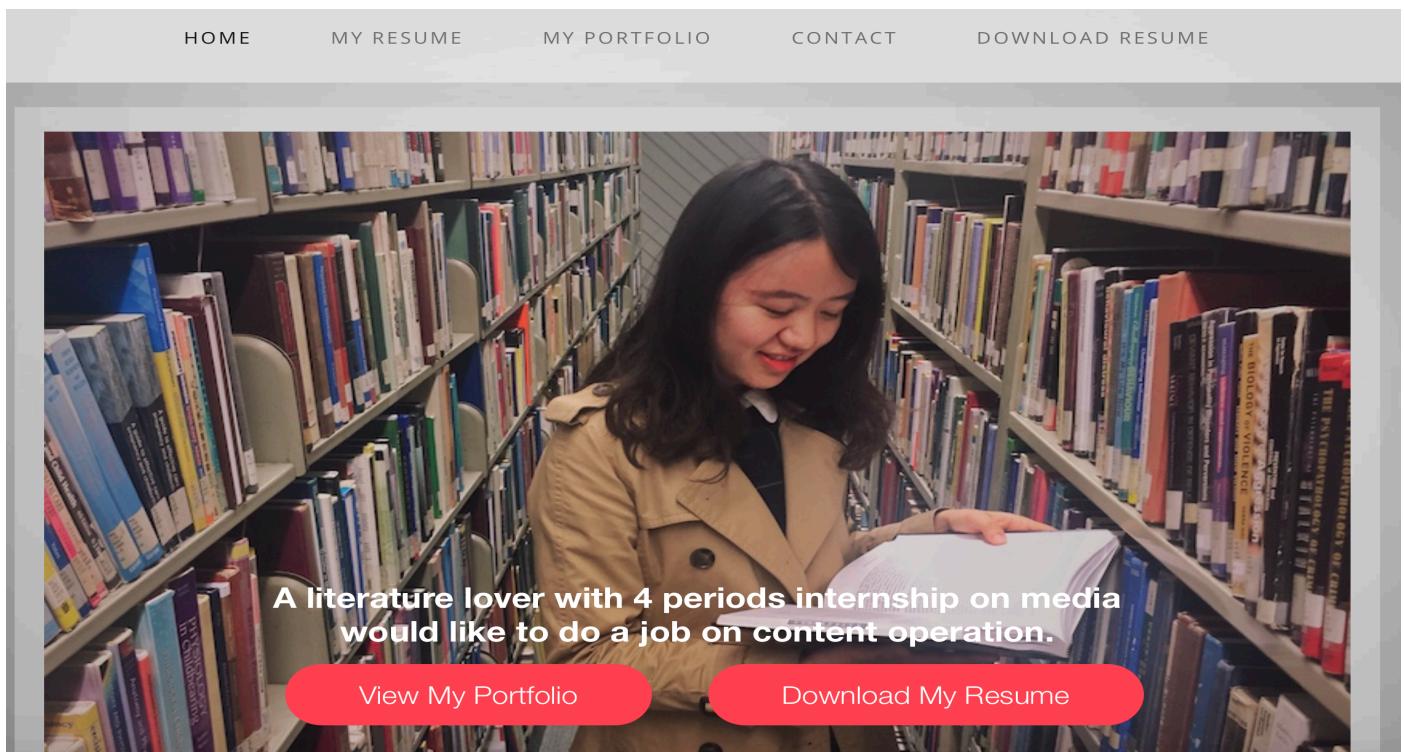
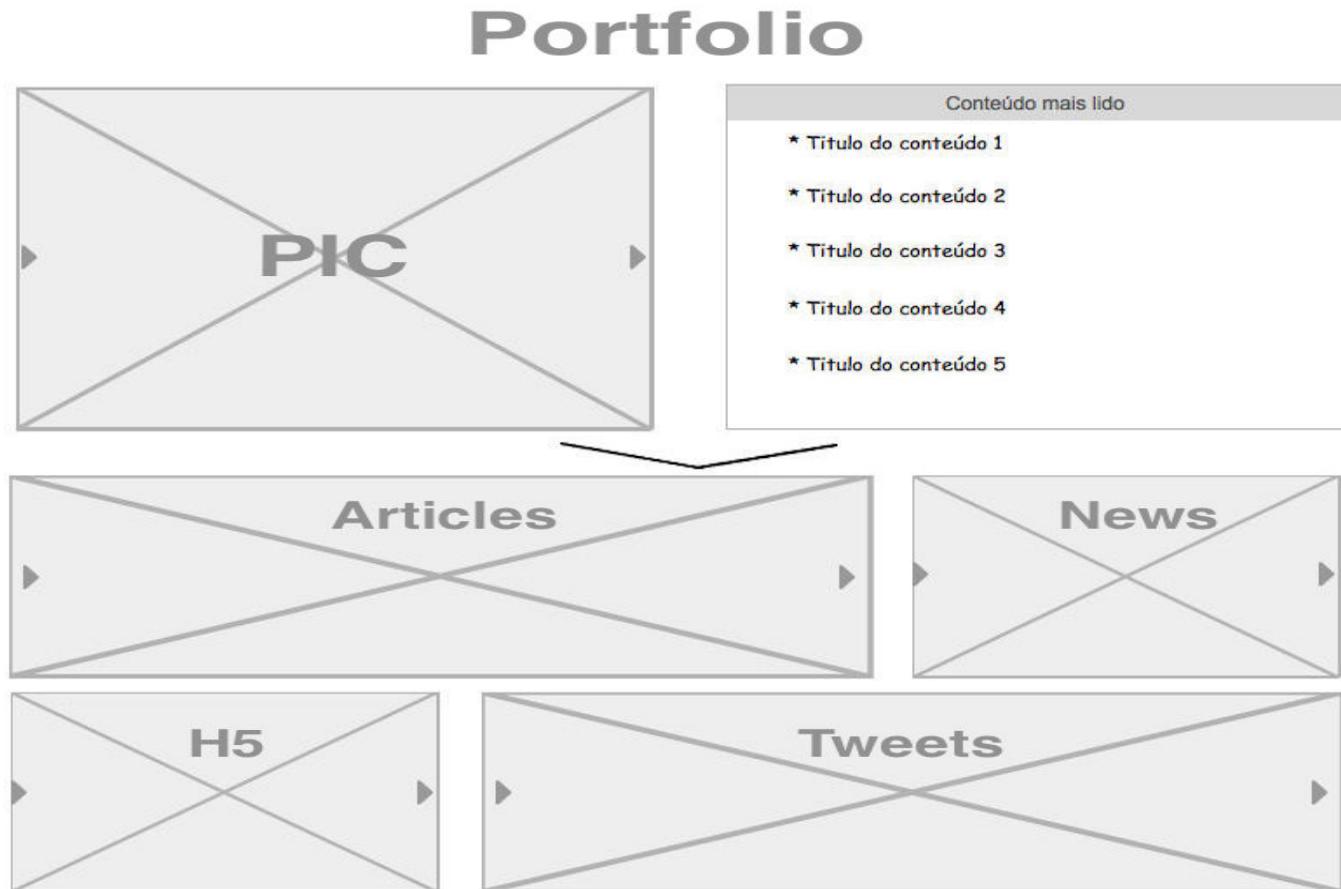


Figure-7-1 Portfolio webpage



The portfolio webpage acts as the key content in total, because via this page, HRs could achieve their goals on knowing me for details, thus, this page makes me filled with actual experiences instead of some title stacks. Thus, in this page, besides a brief introduction on my past portfolio, my representative works were displayed in four categories, and I also placed a to find out more button at the bottom which was designed according to read the full article. By clicking the button, HR could download my work in an album.

Figure-7-2 Portfolio webpage

The screenshot displays a professional portfolio website. At the top, there's a header section with a chalkboard background featuring a lightbulb and a thought bubble, titled "ABOUT INTERNSHIP & PORTFOLIO". Below this, a text block states: "Up to now, I have had four periods of internships related to content creation and operation, and more than 40 works have been published, including H5, electronic papers, and tweet articles. As these may benefit me at content operation, so I would like to introduce some of my works, please check and have a look?" In the middle section, titled "MY PORTFOLIO", there are four cards: "News Participated" (camera lens), "H5 Made" (hand holding a smartphone displaying a mobile application), "Articles Published" (stack of newspapers), and "Tweets on WeChat Official Account" (laptop with coffee cup). Each card has a small image and a descriptive caption below it.

ABOUT INTERNSHIP & PORTFOLIO

Up to now, I have had four periods of internships related to content creation and operation, and more than 40 works have been published, including H5, electronic papers, and tweet articles. As these may benefit me at content operation, so I would like to introduce some of my works, please check and have a look?

MY PORTFOLIO

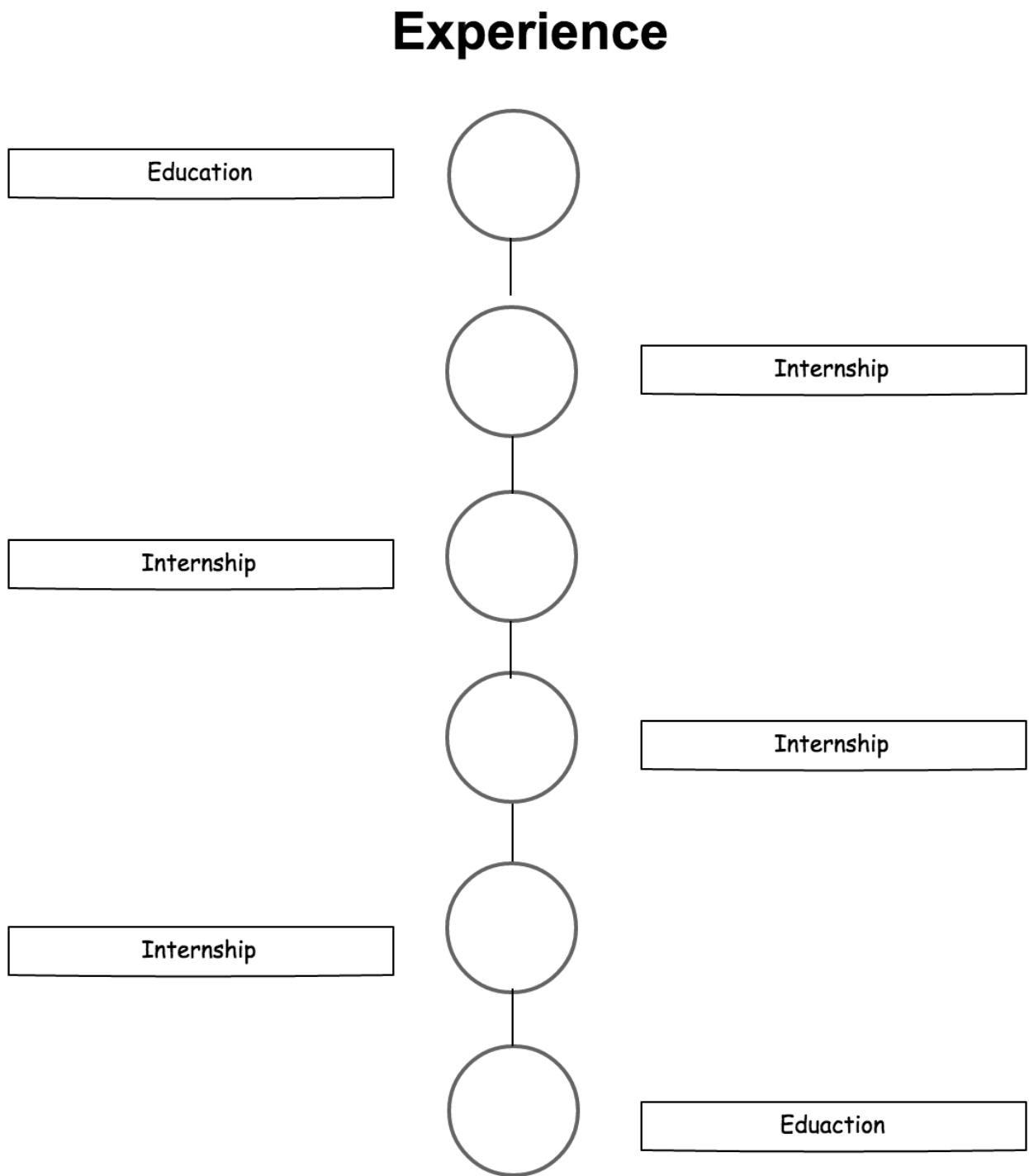
News Participated

H5 Made

Articles Published

Tweets on WeChat Official Account

Figure-8-1 Experience and Internship Webpage



As we could not put our resume at first sight, so a page related to education and internship which works similar to resume is essential. And to make the experience clear and follow the suggestions of Pathy-Song, I utilized an experience line to list my experience in sequence.

Figure-8-2 Experience and Internship Webpage



And there is also a contact page, which includes a contact form made by Drupal and some of my personal contact information listed. To be mentioned, all my actual pages could be found at <http://dev-pang-mengs-site.pantheonsite.io/htdocs/Bernard-final-master>.

After designing all my webpages, I asked my friends that “Do you think the information is enough for building a website?” “How do you like the organizations between different webpages?” And they all said the content

of the website is enough to work as a complementary of job-seeking materials. However, some of them suggest the headers could change with the content displayed rather than Xiaomeng's website which was showed all the time. Therefore I adjusted my headers based on the content displayed in each page.

In fact, I was also thinking to use Drupal to make my website a dynamic page instead of only static images and texts, but due to a busy schedule at the final, I could only improve it in the next step.

Usability Test (Qualitative Test)

Usability is often defined as "the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in specified context of use". Thus, for my usability test, it also aims to find out whether it is easy and smooth when interacting with users. Four of my friends and those two HRs Pathy-Song and Emma came to work as my interviewees, for they were familiar with what I have done, and six participants would also reveal more than 80 percent problems.

Before doing the test, I gave each of them 1 minute to roughly know the content and format of the total website. During the testing process, they were asked to explain their thoughts on surfing my web, satisfaction and confusion included. Meanwhile, I also took notes on how they had acted in certain periods and recorded their remarks.

Here are four questions asked during the intervals between two tasks. By asking these questions, I hoped to get some specific suggestions and then improve my website according to the users' favors.

Figure-9 Usability Test Questions

Q1: What do you think is the purpose of this website?

Q2: Could you find what you are looking for?

Q3: Do you think the webpage is friendly enough for reading? If not, why?

Q4: If possible, in what aspect would you improve this website?

When the first question was asked, all my five interviewees answered similarly: “This is your website used for job seeking”, as they had noticed the big navigation bar, the two red buttons and my expectancy on job finding when the front-page came out. And as for the second question “Could you find what you are looking for?”, one interviewee didn’t find my display of portfolio, even when she was at the portfolio webpage, as she thought the portfolio bar which was placed below introduction paragraph is not salient enough for catching our eyes. While the other four interviewees regarded the length of portfolio webpage was proper for them to find the display at the relatively low place in that page. When it comes to the third question that whether the webpage was friendly or not, they also considered it easy to read, for they were satisfied with the interaction which was filled with simplicity.

Although each of them could read with ease, when asked about the last question, “In what way should the website be improved?”, some thought the webpage a lack of individual emotion and likes. While, when I

asked my HR friends whether the webpage was a bit of indifferent, they both said the current style could show professional and stable characters when looking for jobs, and it is secure.

What's more, two of my interviewees also suggested to rearrange the order of navigation bars, as "My resume" and "Download resume" could work together to form into a process when people viewing resume. And this was also what I have considered when designing the order of navigation bars. So I was determined to do a test on Google analytics to find out which of these two versions works out to attract more users viewing the webpage for a much longer time.

AB Test(Quantitative Test)

Figure-10 AB Test/Original One

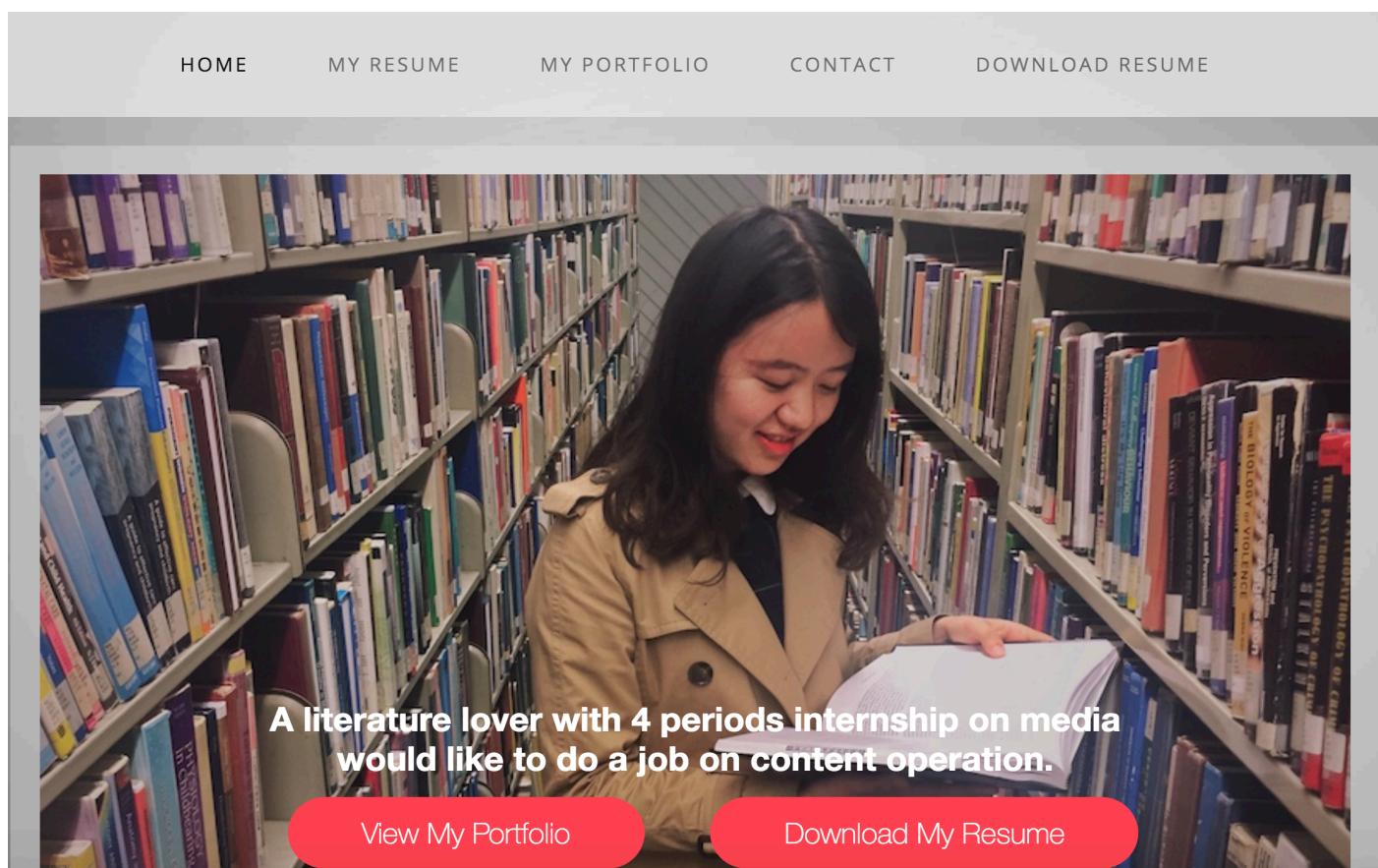
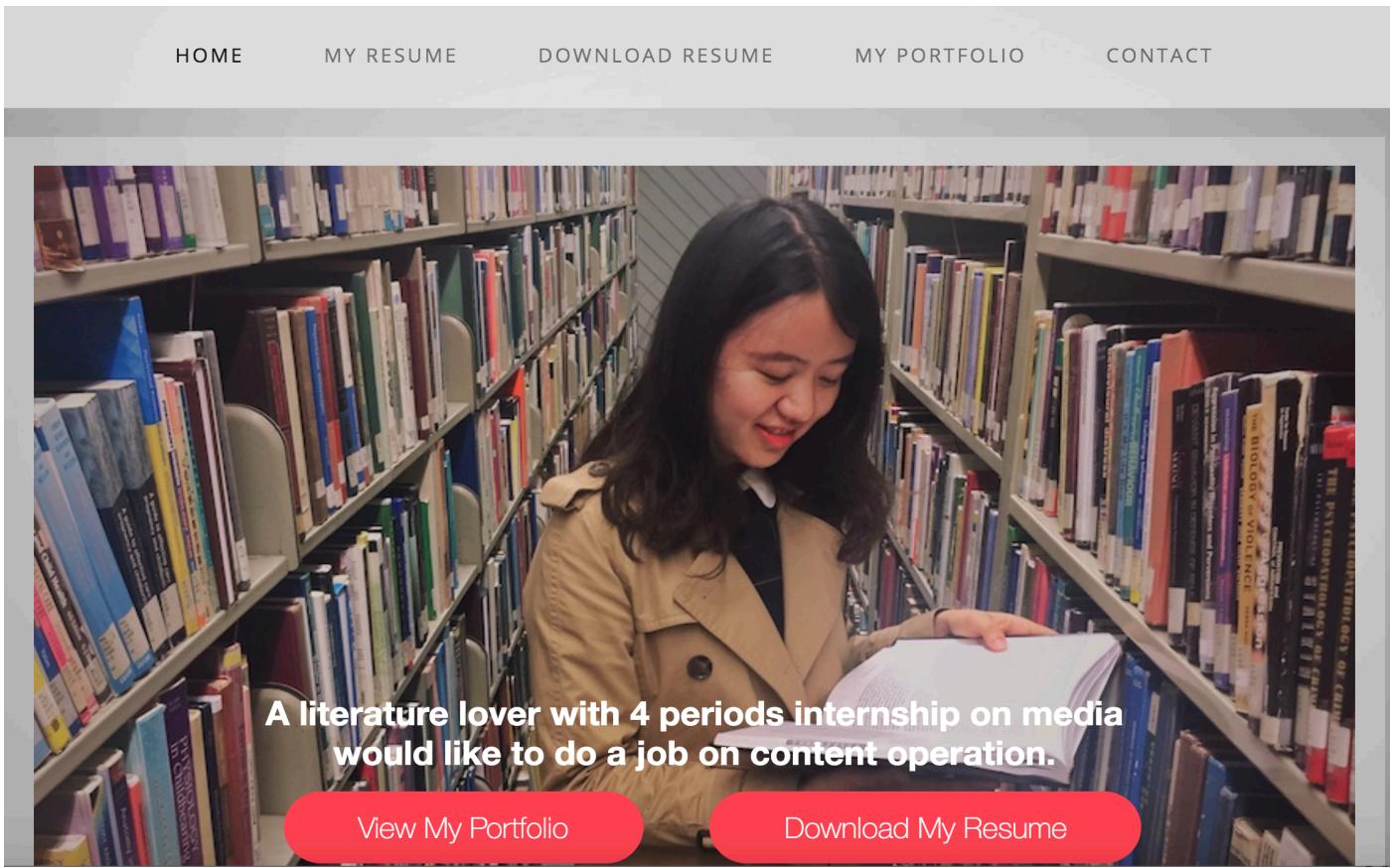


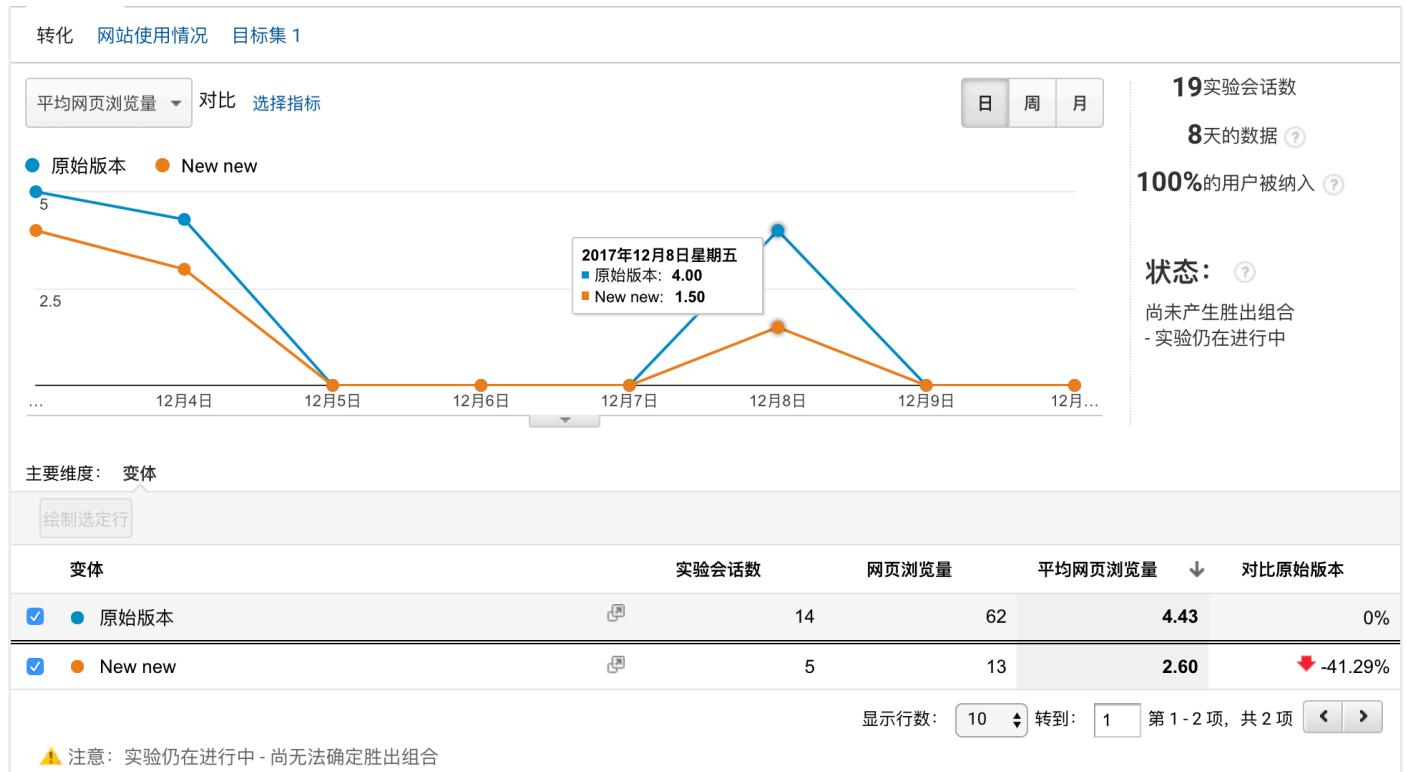
Figure-11 AB Test/New Version



As was suggested that I had better put “My Resume” and “Download Resume” together to complete a whole process, so the AB test was carried out to test whether the suggestion works.

The experiment lasted for seven days, which we could see in the figure 12 below, during this process, two of the seven days didn’t produce any data. While during other periods the past one always acts better than the newer version, as the newer one was less than the old one for 40 percent in viewing amount. Thus, maybe I would insist on using the past one, but what my interviewees suggested encouraged me to pay attention to various possibilities which may took up.

Figure-12 AB Test

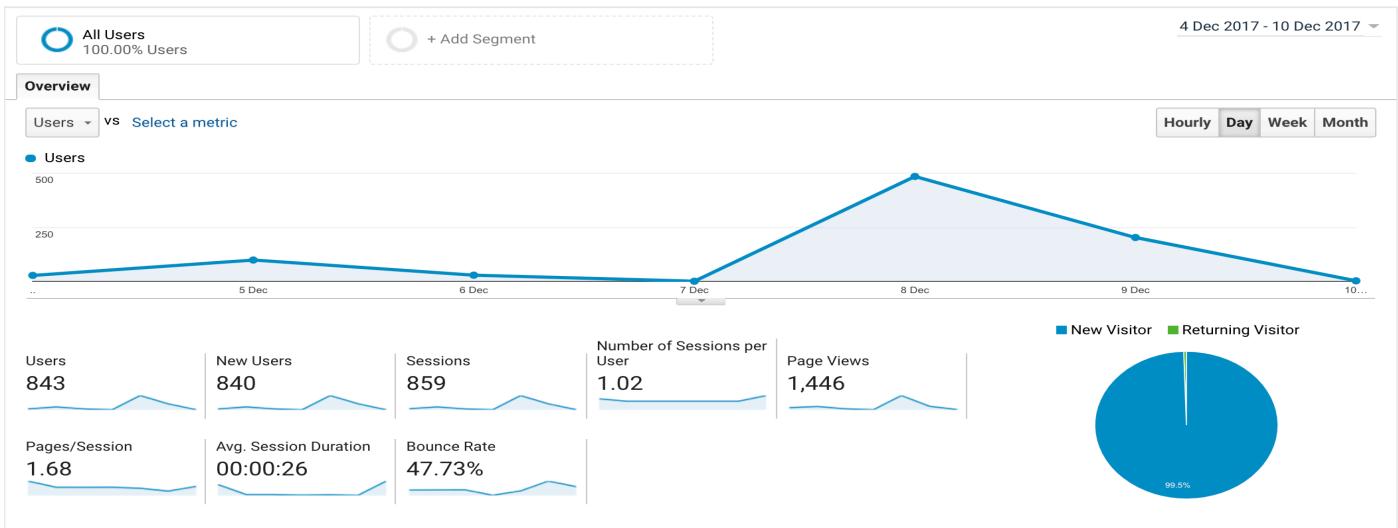


However, as this experiment was merely carried out in a small range with limited conversions and data, the value of this AB test lies more in teaching us a new way in thinking and solving problems. And maybe we will benefit from this knowledge when we work in Internet companies.

Dashboard Analytics

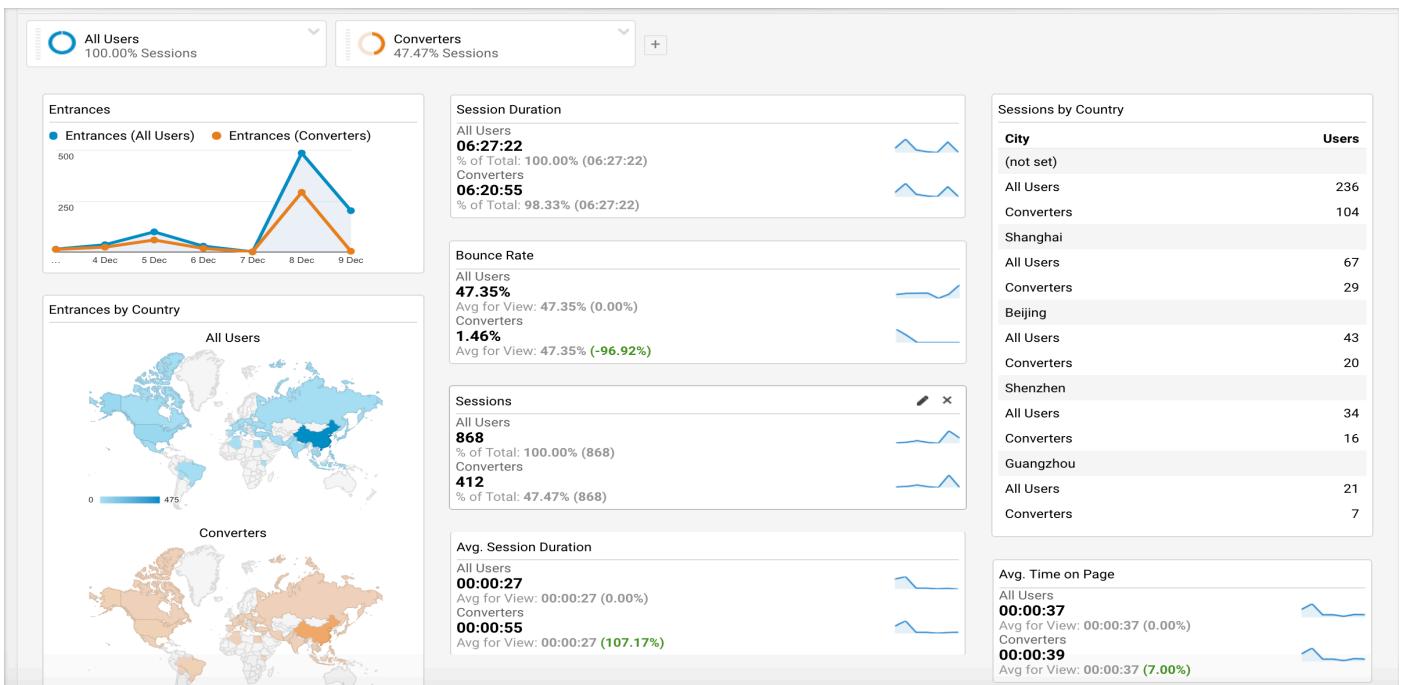
In fact, after finish designing the website, my family members and I worked together to promote the website, so it is evident that on 7th and 8th this month, the amount of the total viewers exploded. And it was interesting that these analytics could record all behaviors and traces users leave, which could also reflect their likes and dislikes, and acted as a reference when designing or arranging the website.

Figure-13 Users Overview



After logging in the google analytics, there is a dashboard (Figure-13) we could customize so as to improve our organization as well as the content. And there are 8 metrics and widgets that I took into consideration to personalize my website, among them the bounce rate, average session duration and average time on page are extremely useful for measuring the traffic on my webpage.

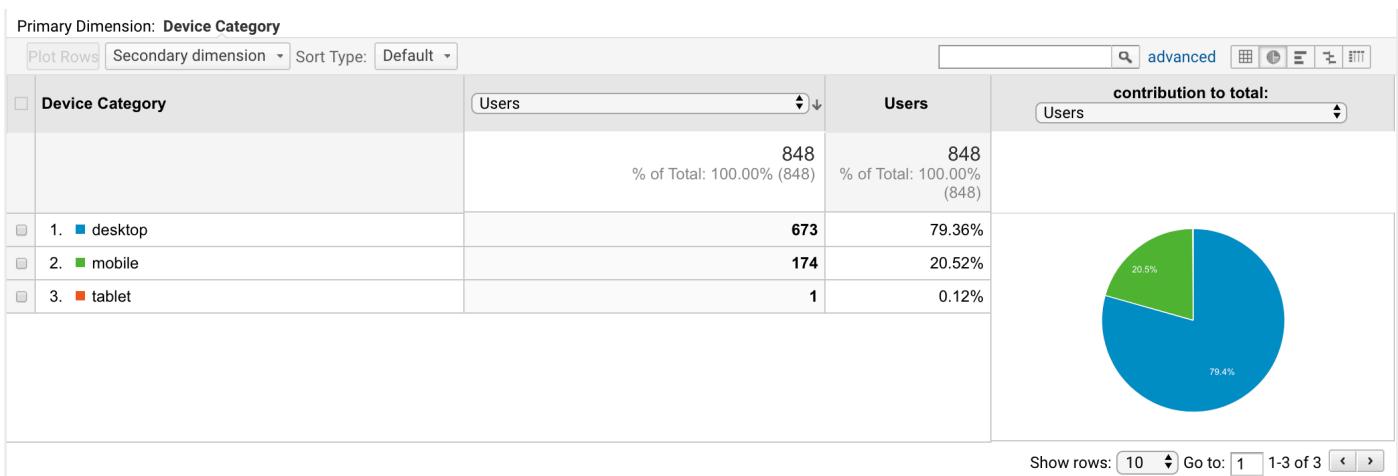
Figure-14 Dashboard customized



The new segment I set was converters, for they have completed the goals that staying for longer than 10 seconds on each webpage. What's more, as for the bounce rate, illustrating the using sticky, among all the users, converters show a much less bounce rate, the reason that they become converters is their staying time was longer than that of any other users', so it is easy to explain their low bounce rate.

Meanwhile, in many researches, devices and regions are being focused more and more, so in this Google Analytics, I also worked to find their devices utilization condition. Even though a large amount of people using mobile phones to surf the Internet, there are still a higher percent of people who used desktop to view my webpage. And it is not difficult to find that main users of my website are from mainland China, so I might come to design a Chinese version, as big companies in mainland China come to make English as their working language, English version may not cause any trouble.

Figure-15 Devices Category



Last but not least, the stay rate of each webpage was also calculated in detail, and the homepage gains the most viewing rates compared with other sites. Surprisingly, the contact which lies at the last location at the

navigation bar gains the second top viewing rate. I think it is a good trend, for it illustrated a good amount of people tried to contact me after viewing the homepage, as it was located at the beginning location.

Figure-16 Stay Rate

| Page | Page Views | Page Views |
|--|---|--------------------------------------|
| | 1,498 % of Total: 100.00% (1,498) | 1,498 % of Total: 100.00% (1,498) |
| 1. /htdocs/Bernard-final-master/index.html | 504 | 33.64% |
| 2. /htdocs/Bernard-final-master/contact.html | 347 | 23.16% |
| 3. /htdocs/Bernard-final-master/blog.html | 341 | 22.76% |
| 4. /htdocs/Bernard-final-master/about.html | 255 | 17.02% |

Conclusion

Up to now, the class, the website and the paper all come to an end. I have learned a lot from this website building process. Setting up a website should include content as well as organizations, so we had better have a clear plan and follow the design thinking process step by step. What's more, we also needed to provide what the users need with simplicity, no matter on information or entertainment. At last, there is no website which could be successful at a time, thus we needed to listen more from users, analyze and improve the website all the time.