



2017 COM5961 FINAL REPORT



Personal Website Design



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Introduction

During the personal portfolio design process, the world of design become more attractive to me. To design something even the abstract concept, it means not only about the thing itself but about all the thinking journey behind the design process. To know more about the users and the user journey is exciting and promising for development of all kinds of human-centred product. To meet users' needs and test each project will improve one's ability, especially the logic skill. To establish the brand of oneself is complicated and needs more creative ideas.

This report will follow the Five UX Elements and explain every thought behind every decision of the website design.

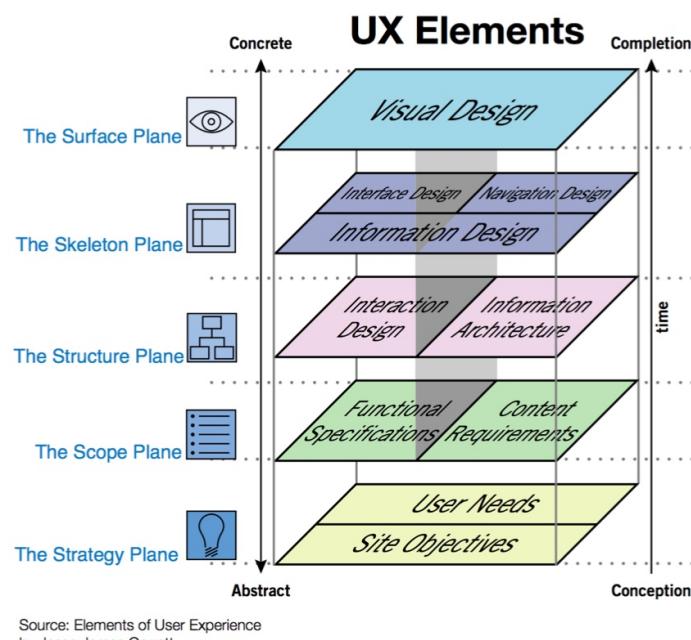


Figure: Five UX Elements

● Strategy and Scope Plane

Persona Identification and User Journey Mapping

As a final year student, having a portfolio to attract recruiters in relevant industries is my priority and needs a thoughtful preparation. Thus, I evaluated myself first and had a two-step research of persona identification and user study before designing my website.

At first, I selected media industries and fashion industries as my targets and current positions they may offer only based on my own interest. I enjoy design 2 dimension works and create new ideas to feed users' needs in a lively environment.

WORK EXPERIENCE

Intern:

2016 Director Assistant	International Channel, Shandong Radio & TV Station
2016 Editor Assistant	Platform: <i>career frog (Job Consulting and Hunting)</i>
2016 Editor	APP: "World-let" (<i>A famous vogue app for the young</i>)
2016 Creative Media Division	Xingyuan International Trade, Shandong
2015 Media Assistant	Banjo Bar, Shandong
2014 Management Assistant	New Oriental Education
2014 English Teacher	New Oriental Education

Other Work:

2013 Monitor	Class English2 of University of Jinan
2014 Founder and Creator	LeJoy (a sharing salon of University of Jinan)
2014 Independent Team Leader	"Challenge Cup" Academic Contest for College Students
2014 Accompanying Translator	of the mayor of The Republic of Namibia Windhoek city
2015 Student Team Leader	Government Survey on Shandong's enterprises conditions
2015 Volunteer Leader	Confucianism World - International Conference in China

RELEVANT SKILLS

Computers: Ps / AI / Flash / CorelDraw / Final Cut; Microsoft Office; HTML/ CSS/JS

Languages: IELTS 7.5 / CET 6 / TEM 8

Others: Teacher Certification

AWARDS and TITLES

- ◊ National scholarship
- ◊ Outstanding Graduate of Shandong province
- ◊ Outstanding Student of Shandong province
- ◊ "Excellent Macro"-Excellent Student Backbone Scholarship

Part of my CV: I also referenced my personal CV I currently used to find my target recruiters.

By surfing on the job-hunting websites and official websites of some related companies, I collected requirement and qualifications they need of various positions to suit my own condition. They pay more attention to the applicants who have software skills, analytic skills and creative thinking ability. Finally, I located some target fields: new media company, fashion industry, Internet company. The specific target users of my website can be seen from the chart 1.

Secondly, I interviewed Nana, a HR from NetEase, who just interviewed me for the position of product manager of game design department. I asked her what is the thing she cares most when she wants to hire someone. She mentioned that how much the applicant suits the job is a vital point. Also, the works can show how one apply design principles in practice and the thinking ability. The relevant internship and skills in CV may show what the applicant did in the past but cannot demonstrate the details of one's actual ability. She said a great portfolio is very important though today's recruitment work in China mainly focusing on one's CV as the first procedure. She welcomes students who can offer their websites or other forms of portfolio. Therefore, I put these points into my consideration of site objectives to achieve my goal of making a more efficient portfolio. Besides, I checked my dairy and record of past interview experience and found that some failures I made were really caused by wrong targeting strategy. A well-designed website based on great target user research may help me gain better experience finding jobs. The specific site objectives and user needs of my website can be seen from the chart 1.

Site Objectives		Target Users		User Needs
Primary Goal	Present my creative works, relevant skills and internship experience to impress HR to offer me an opportunity.	Primary User	HR from new media companies offering a position of product manager in Beijing, Shanghai or Hong Kong.	Try to find outstanding applicants who are sensitive of new media product and UX with good analytic skills.
Secondary Goal	Feature my ability of designing product and analysing user behaviour by showing more details of my works.	Secondary User	HR from fashion industry offering a position of social media manager or online-editor in Beijing, Shanghai or Hong Kong.	Try to find outstanding content contributors with prominent social media managing skills.
Additional Goal	Construct the website more user-friendly and impressive.	Additional User	HR from Internet companies offering a job in their creative department or advertising department Beijing, Shanghai or Hong Kong.	Try to find outstanding applicants with creative thoughts and design skills.

Chart 1: User Identification

To better evaluate UX, a user journey map can help me redesign my website. I asked my friend who works in a media company and his job is examine website and internet-related product to judge my draft framework. Finally, I got a user joinery map in chart 2.

User Journey Map					
Tencent NetEase Baidu Sohu VOGUE ELLE LVMH	<ul style="list-style-type: none"> HR from new media companies offering a job in their creative department or a position of product manager in Beijing, Shanghai or Hong Kong. HR from fashion industry offering a position of social media manager or online-editor in Beijing, Shanghai or Hong Kong. HR from Internet companies offering a job in their creative department or advertising department Beijing, Shanghai or Hong Kong. 				
	Emotional status				
	Curiosity		Interest	Getting serious	Determined
Context	online/email		website	Apps	
Attempts	Hunting time	Glance over potential works Filter applicants	Contact applicants Arrange interview	Discuss Send confirm letter	
Journey Stages	Scan CV to know basic background of myself	Browse website to know further information of myself	Evaluate my work and offer me an opportunity	Discuss and decide to hire me	
Artifacts & Touchpoints	Relevant educational & internship background	Well-designed website	Creative works	Consistent points related to the job	

Chart 2: Use Journey Map

● Structure Plane

A. Site Map

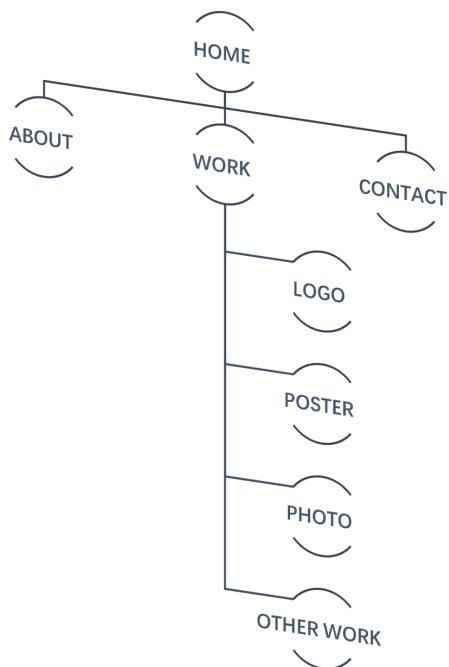


Figure 1: Basic structure of my web

At first, I tend to make my website in a simple structure with basic flow, consisting of HOME page, ABOUT page, CONTACT page and 4 subpages to display my work. On each page, there is a navigation bar can link to my about page and contact page.

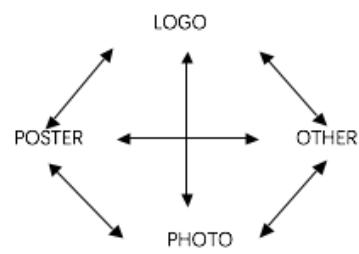


Figure 2: Loop of my work pages

Because my general and origin concept is to show my work in a direct way, so I need to make my website more efficient to expose more information and clear enough for target users to use. Thus, I still use the concept of “circle” which can be transferred into “loop” and apply this loop into my web’s structure. As shown in the Figure 2, on the bottom of each work pages (LOGO, POSTER, PHOTO, OTHER WORK), there are clickable circles can link to other 3 work subpages, which shows the loop among my various work. So, if HR scrolls down to the bottom of the LOGO page, he/she can be attracted to click the POSTER circle or PHOTO circle or OTHER WORK circle instead of going back to the top or other ways. Besides, there are also 4 circles of my work on the bottom of my ABOUT page. In this way, it can be proved that viewers stayed longer than they expected when they scanned my work pages during the further test.

B. User Flow

I put in the structure plane is based on my research towards HR and friends working in design fields and user journey of HR who is seeking for designers that may have. Also, during the presentation of my web, the guest who is a designer nodded her head when I mentioned this idea.

A user comes to my web and may be attracted by the flash on the home page, and he scrolls down, noticing the text “About me” near the flash art linking to the ABOUT page or the circles linking to the WORK subpages and clicks on one of them. Then, he scrolls down and finishes viewing my CV on the ABOUT page or my work on one of my work pages. He naturally be attracted by circles on the bottom of each page and may be interested in them. He clicks and go to another page and this loop may go on until he has seen enough. My intention is reached with this loop structure, and target users will decide whether he will go download my CV or contact me. At least, my work can be exposed as much as possible for more potential opportunities.

● Skeleton

Actually, I’d like to have sketches on my notebook and change versions more easily. However, Professor Bernard gave us some useful apps, such as Pencil, to customize great work with professional tools. As for me, I use these tools to export skeleton files and print for the test period. Of course, having skeleton is vital for better check before I get the final project done. For example, to check the navigation bar, information written on the page, the typography and the consistency.

Here are my wireframes:

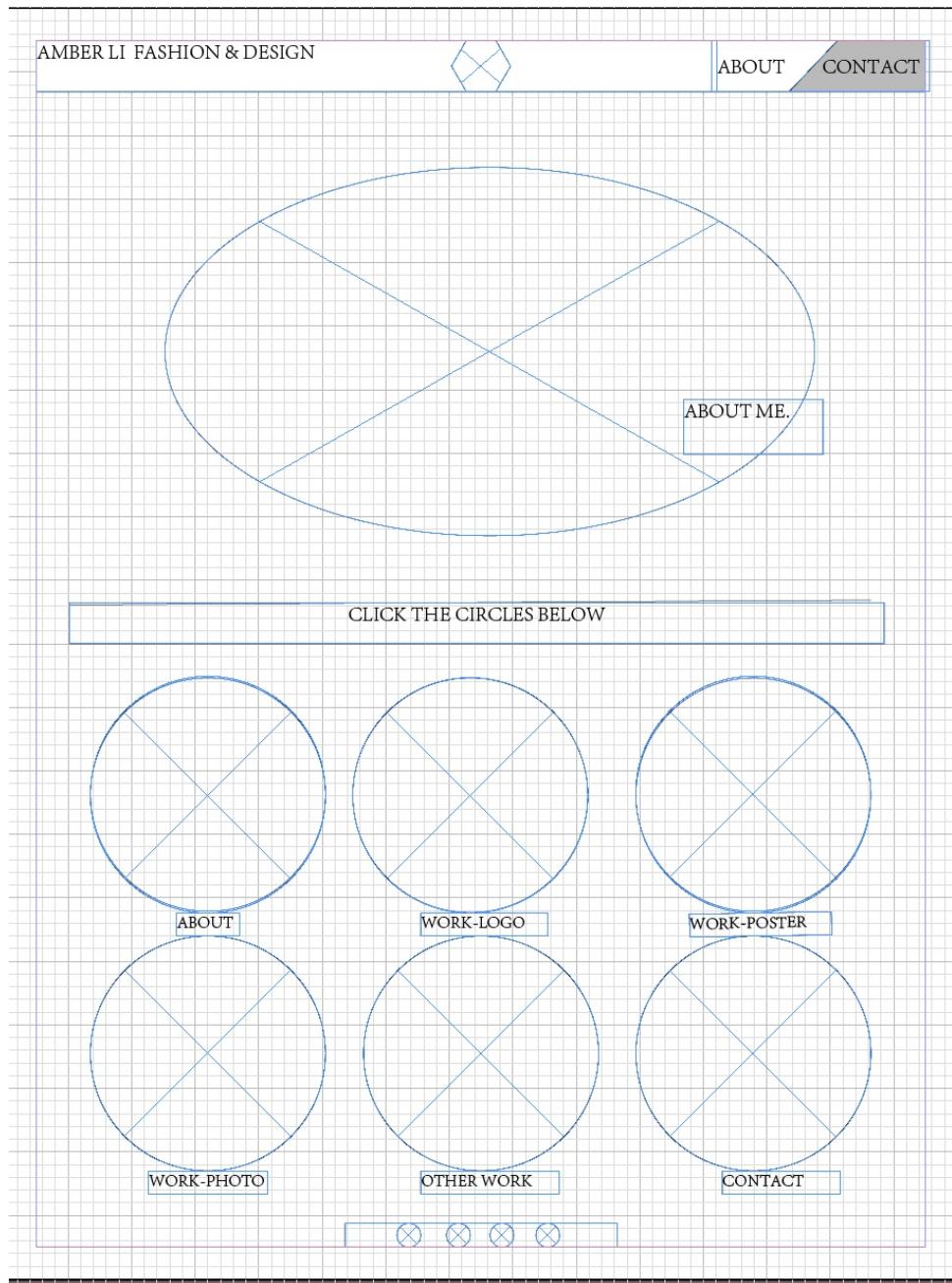


Figure 1: Wireframe-HOME



Figure 2: Wireframe-ABOUT

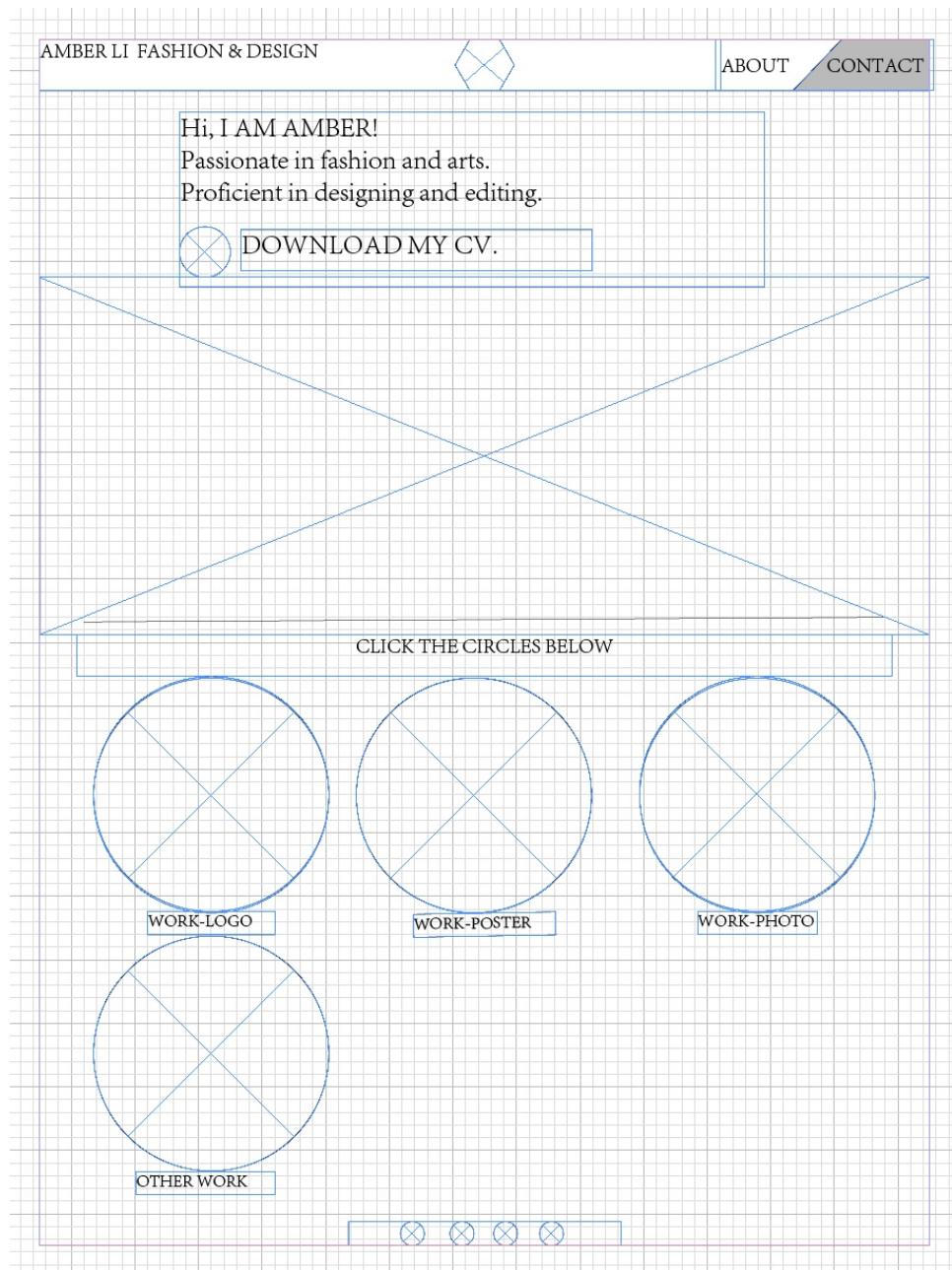


Figure 3: Wireframe-CONTACT

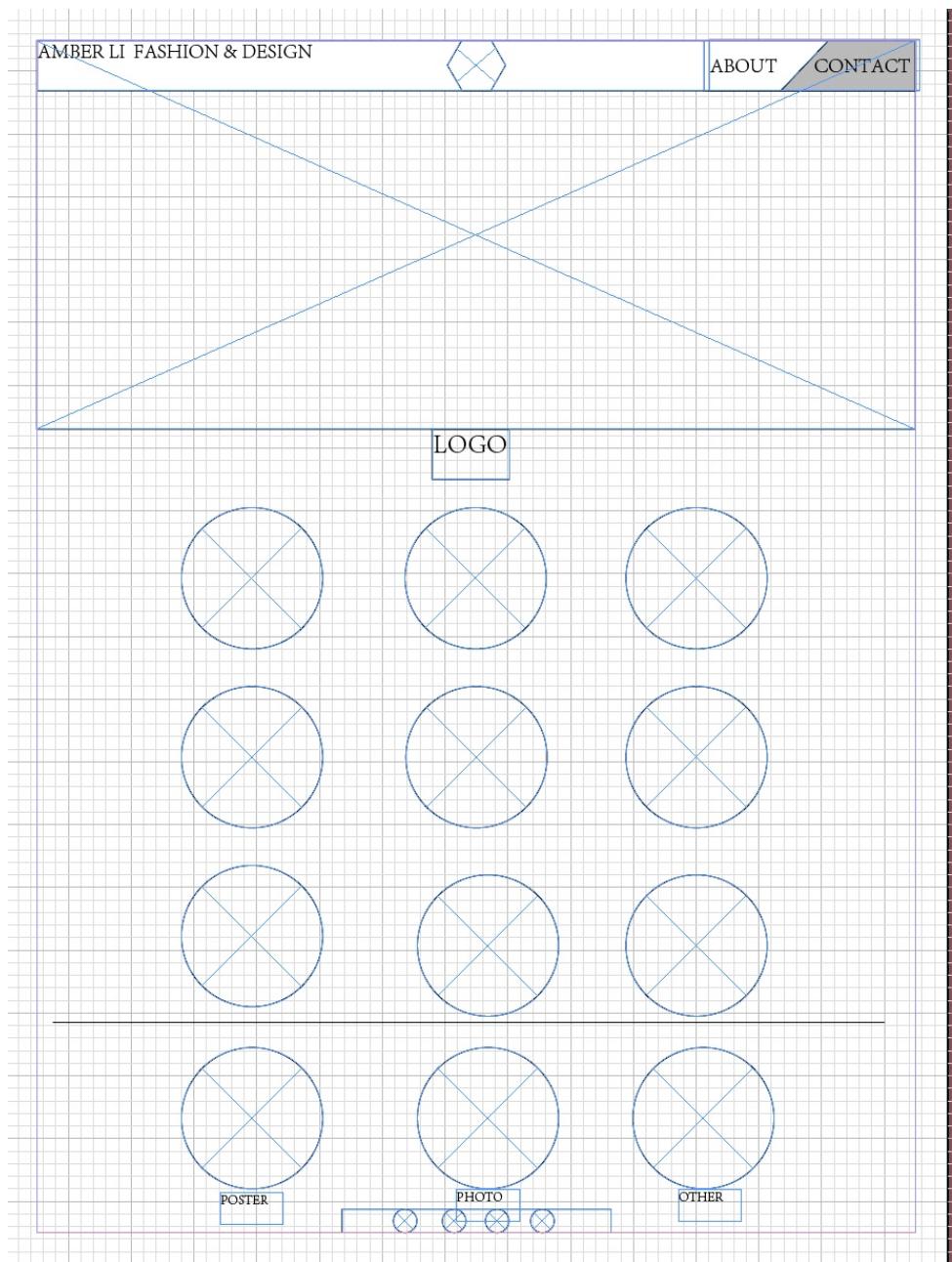


Figure 4: Wireframe-LOGO

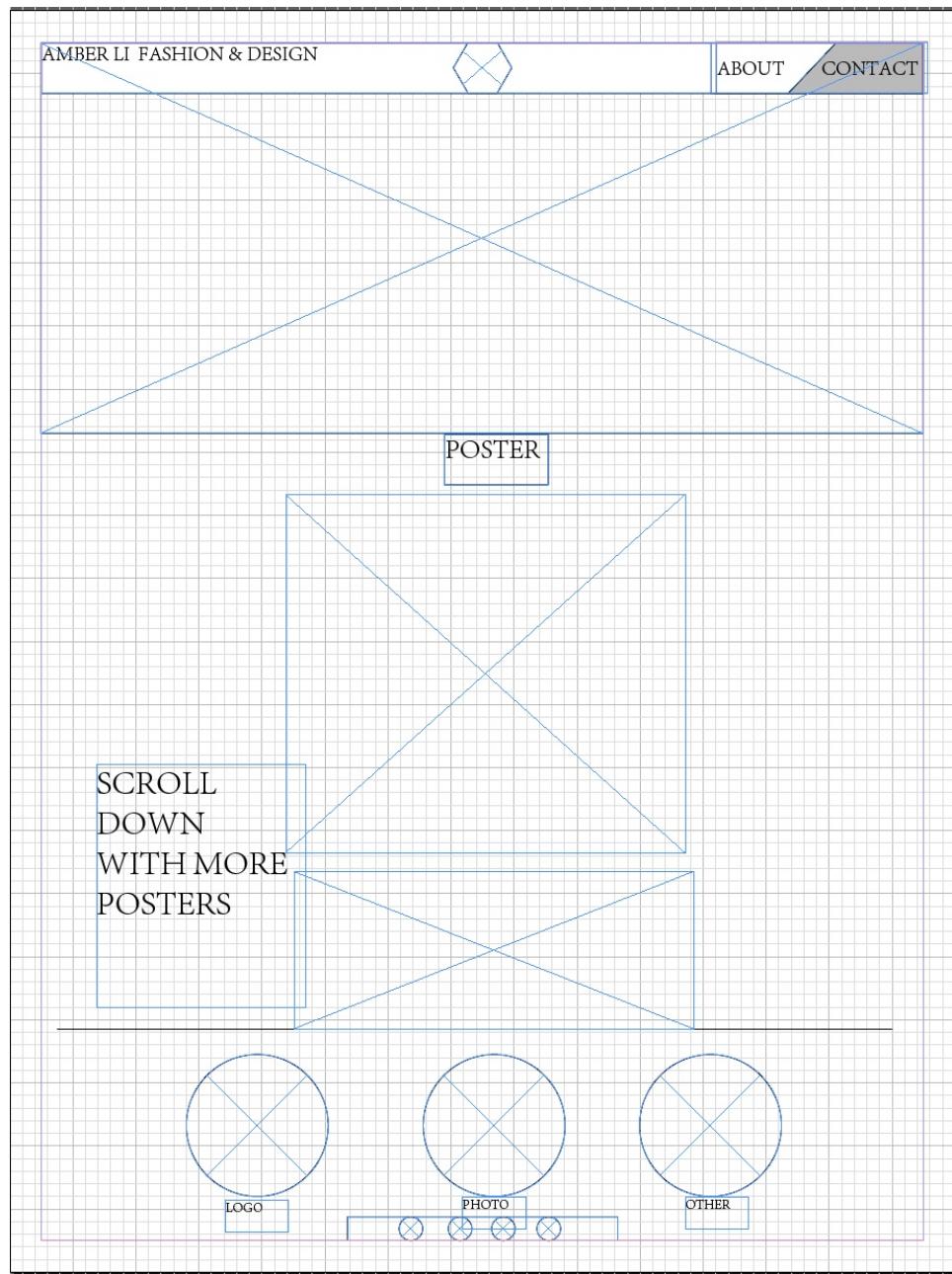


Figure 5: Wireframe-POSTER

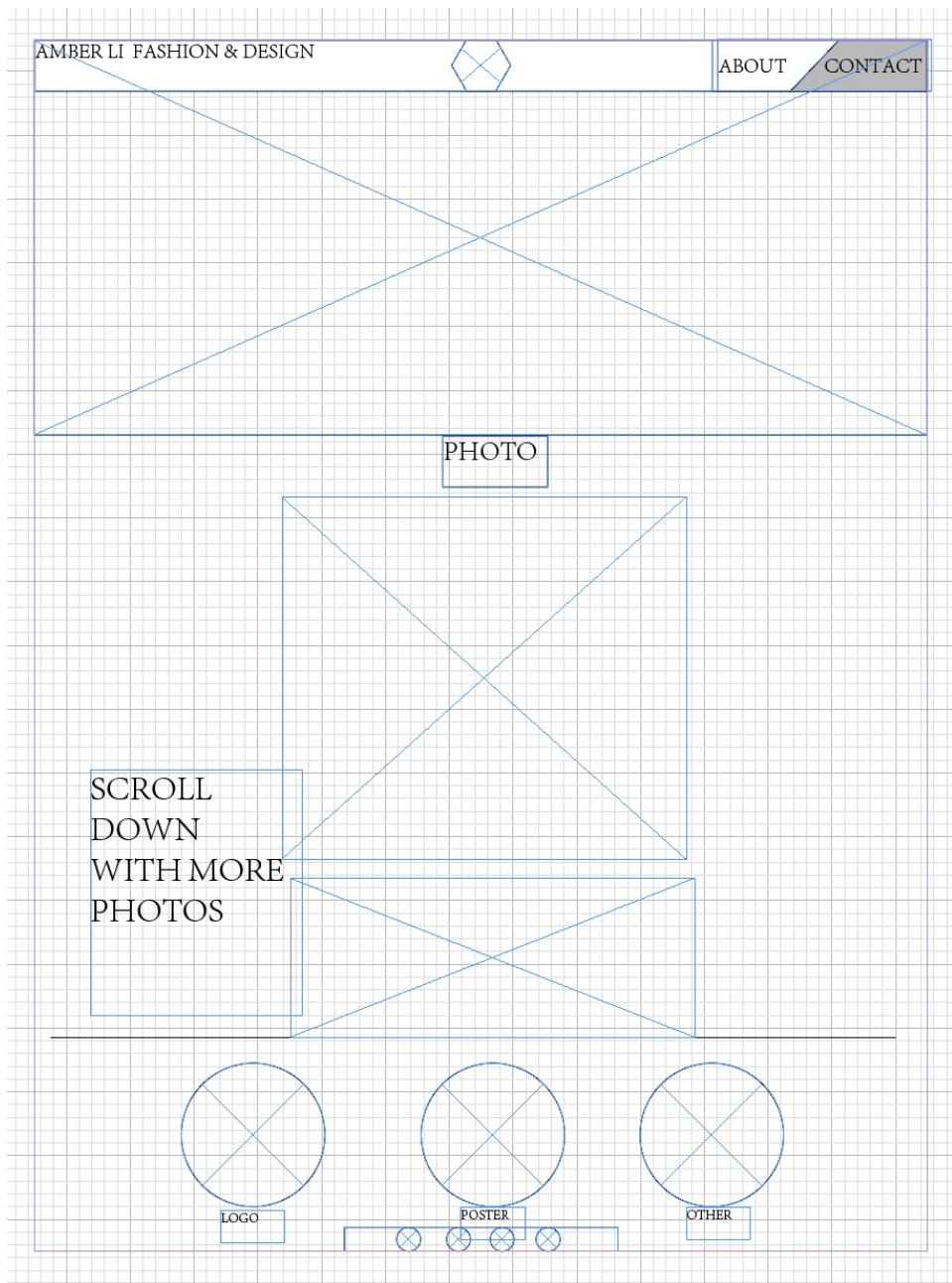


Figure 6: Wireframe-PHOTO

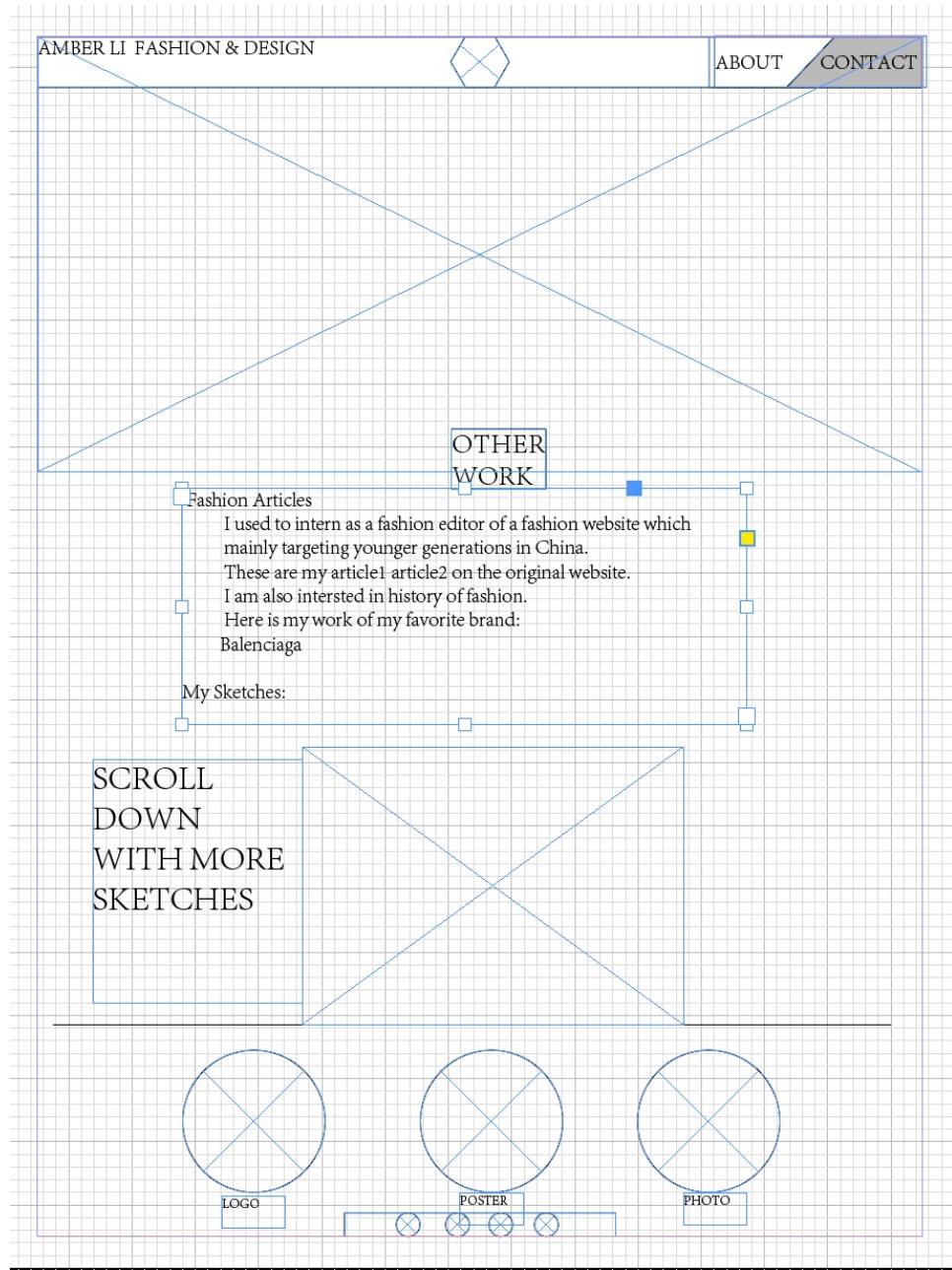


Figure 7: Wireframe-OTHER WORK

● Surface

A. Icon



Figure 1: Navigation bar with my personal logo

All logo, icons and images are made by myself, which is a certain thing for a designer's website. I changed the colors and some details of the origin version of all the work to fit my website's style.

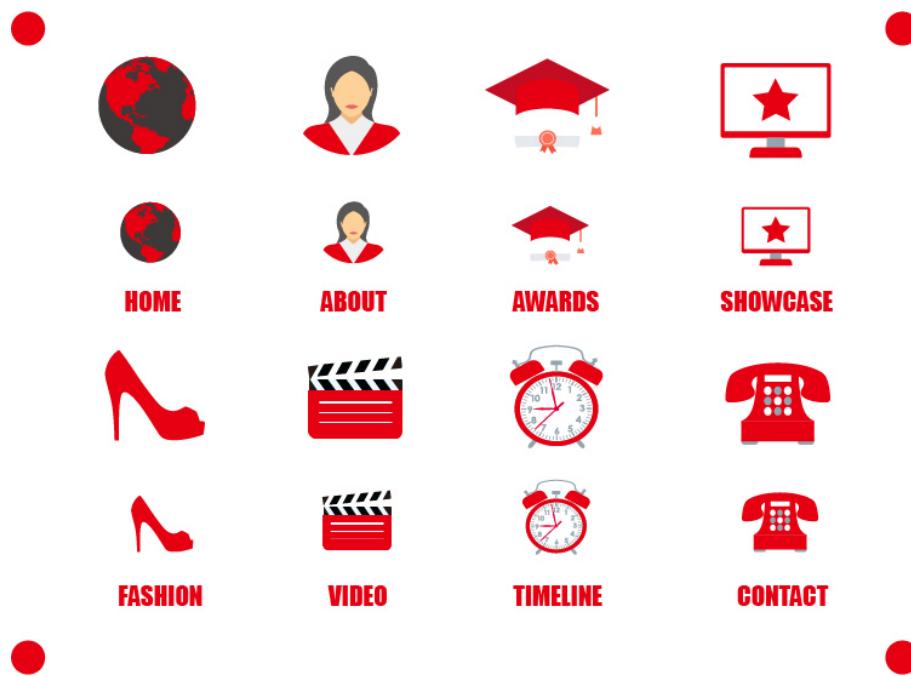


Figure 2: My personal icon

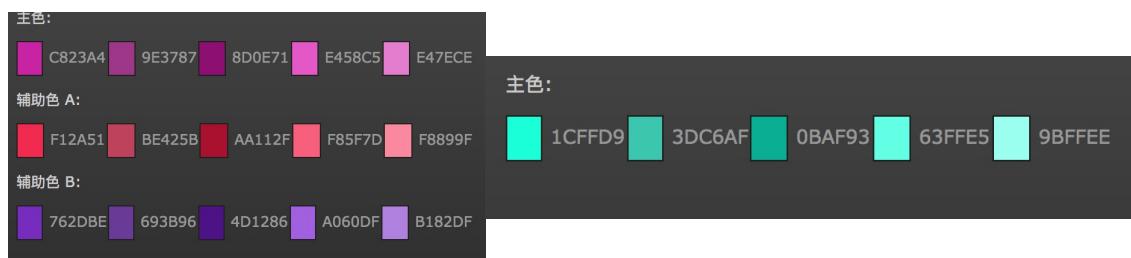


Figure 3: Palette of my website

B. Colour

I want to show my professional skills in design field and my fashion sense and therefore I mixed a palette to show my web's consistency. These two palette are contrast form which are mainly used in my portfolio, including elements and work.



Figure 4: Test the palette on a website model

I tested the palette and run a general model of website to see if it is harmonious to be put on my pages.

C. Image

To stress one thing, the information on the images should be checked in case of some accidents. Because my target users have seen so many brilliant projects, I need to put more attractive and professional work on the website. To avoid the long loading time, I handle the size of each image.

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Figure 5: Typography

D. Typography

I have learnt that Sanserif is the new trend for web view because of the clearance of it. So, I use this type of font.

E. Grid

I manly use whole image of Gif. file on the top of the web page and 3 columns for circle elements, which can show the web's consistency.

● Test

Because I really want to use this final project as an opportunity to design my portfolio and learn practical skills for me future career plan, so, I pay more attention to the research and test during the process of design to try my best to have a perfect work.

A. Qualitative test - Usability Test

I interviewed 2 HR, 2 professional designers, 2 friends working in design-related industry and some friends who love fashion to discuss about my website with 4 questions.

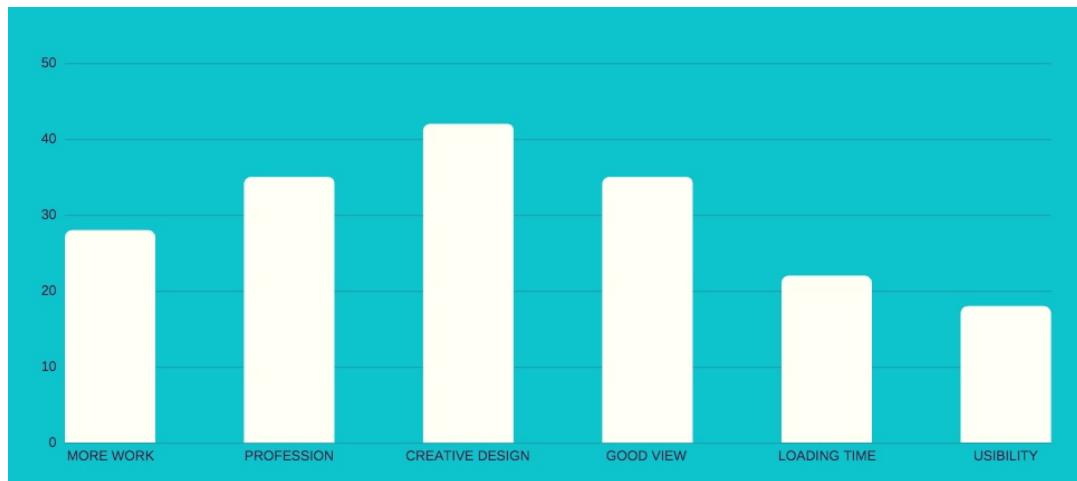


Chart 1: Criteria of a designer's web

First, I want to know what criteria HR would focus on a design related portfolio. Creative design and good-looking website with more professional work will be more competitive. So, I changed my early version which is a home page only with an image into a home page with an attractive flash image on the top and flash circle containing my work as icons on the bottom, which can directly show my work once the target user come into the first page of my website.

A contact form titled 'HOW TO CONTACT ME?'. It includes fields for 'Your Name*', 'Your e-mail address*', 'Subject*', and 'Message*'. Below the form is a large teal pie chart divided into two segments: 80% (light blue) and 20% (dark blue). To the right of the chart are social media links for Instagram, Twitter, Facebook, and LinkedIn, along with a phone number (+65576747) and an email address (amiyaaamber@126.com).

Chart 2: Contact form

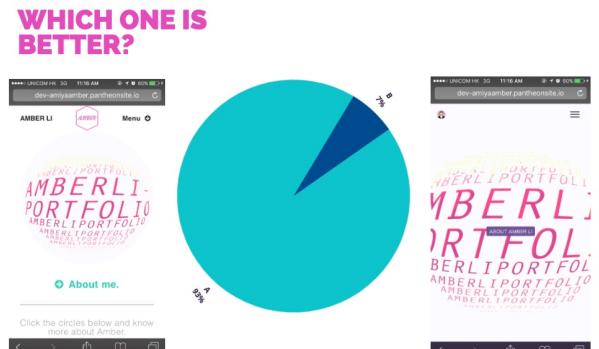


Chart 3: Mobile view

Second, based on the result of contact behavior preference, I added an email link beyond my contact form. I also asked interviewees which mobile view of my website is better. It turned out to be that I don't need to enlarger my logo for mobile version

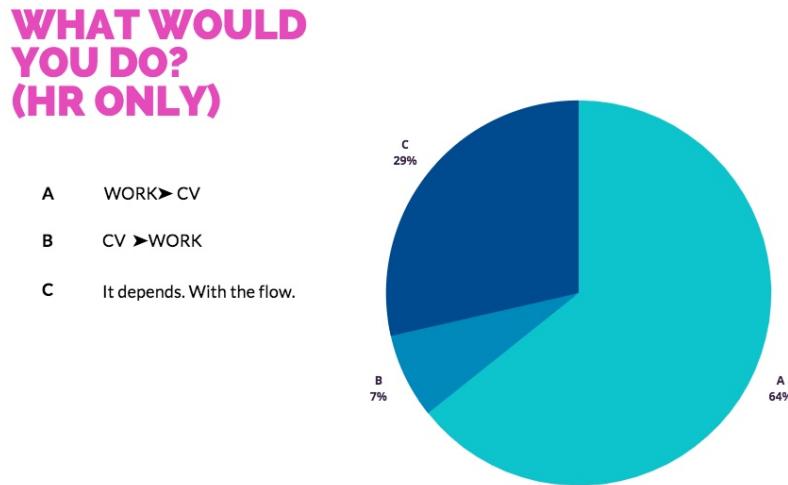
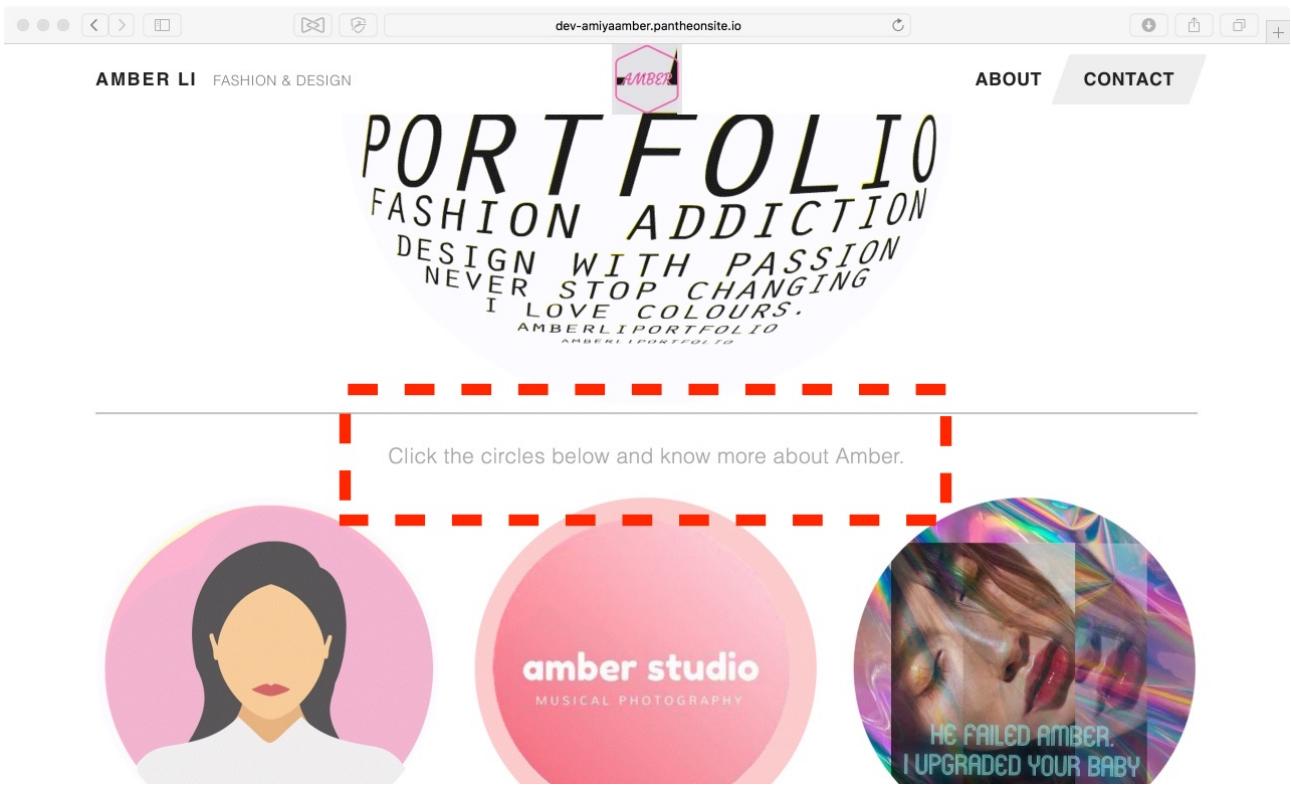


Chart 4: User flow

The 4th question is discussed before in the “user flow” part. They would scan my work before they decide to see my CV or to contact me, which is a very important information for me to design the structure of website that I need to put my work at the front page and expose them as much as possible.

I also learnt from the designers that it will be more professional to “use image instead of text” to convey information. So, I still use circles of my own icons to show the affordance of my website.

Luckily, from Dec.4 to Dec.9, I participated in the Business of Design Week hold in HK where so many famous designers and fashion editors are gathered together. I wouldn't miss this chance and asked some of them to judge my work. One of them said my style is not strong enough to let him remember me if there are numerous competitors for recruitment. I regard this suggestion as improving design skills to create great content of the website which is not the web design problem. Meanwhile, I suppose it also means that I didn't show strong consistency in website, because I only use consistent typography, navigation items and circle elements, which have little portion on the view of each page. Without enough time, I will try hard to fix this in the future study.



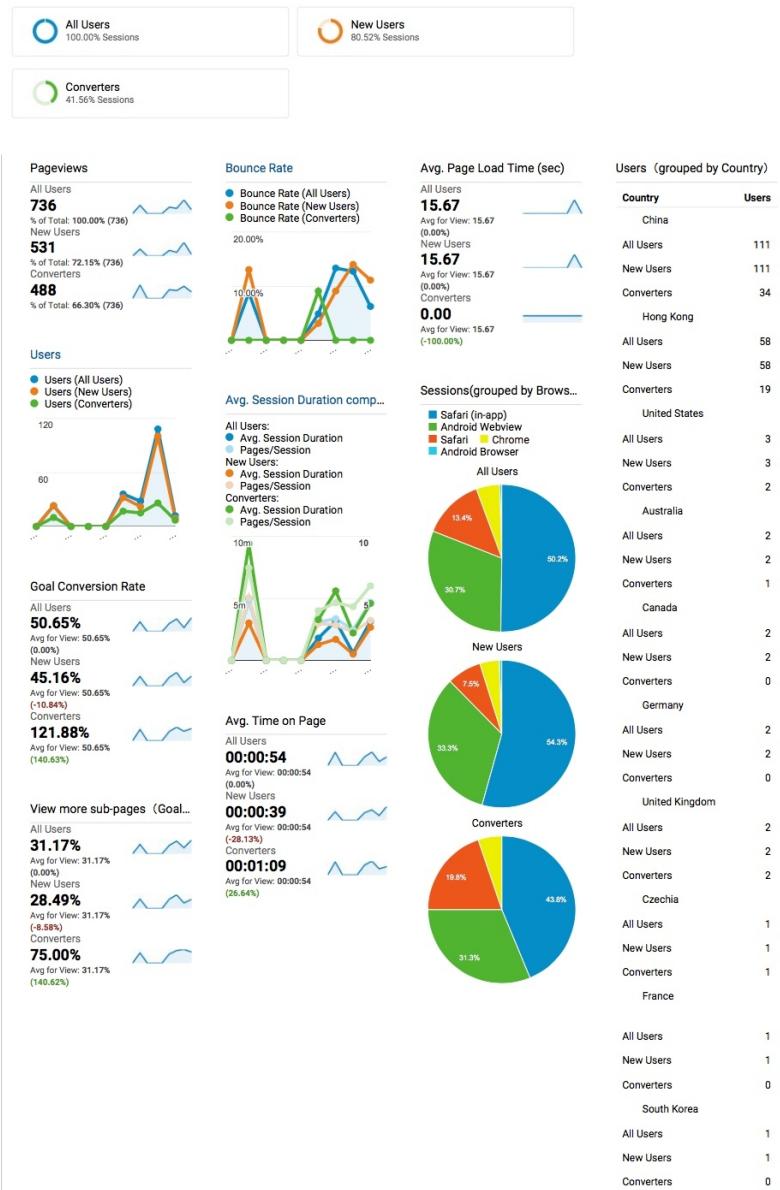
B. Quantitative test - A/B Test

Actually, I didn't gain enough useful information through A/B Test because of the limited time and users mainly from friends and classmates who may not notice the details changed on the long colourful page. I got struggled at first and didn't know what to test. I did enough research before and had many interviews on usability test during the process, which made me delay the A/B test and I only last it for 3days. But, I really thanks to the google analytics for its powerful functions and I can edit the elements online to customize the A/B Test within few seconds to save more time.

I finally did a change on the guiding text. To let target users see more about my work, I need to let them know there are more on the bottom of each page. So, I add text in the center of the page and test whether it works. The short time result shows page without text had more higher bounce rate and my hypothesis is mainly the same for future test.

● Dashboard

Dashboard design is important for test results review and website management. As for final project, I need to be familiar of each metric and how to customise each widget to help develop the website design process.



There is a “F” principle for users’ vision flow and I put the most common-used sections which are Page views and Users around the left corner on the top. I need to know the KPI and the specific conversion rate, so I set my Goal conversion rate and conversion rate of another goal for viewing more work pages. Bounce rate means a lot and can tell whether every change was made successfully on the page. People stay longer enough on each page of my website, showing the strategy of putting work on the home page is worked. Because of so many work, I cared about the load time which displayed not so good with 15.67 sec per user. I need to resize my files. To improve the usability, what kind of browser each session is using needs to be measured. The result told me never forget the other blue ocean for I at first forgot to test android views. At last, I just curious about where my users come from and I may use it in the future to have more specific information once I decide which city I finally target in.