

COMM 5961

Topical Studies in New Media I: The Design of Data Driven Products and Services

Final Web Design Report

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1. Introduction

Unlike many people's impression of "design", designing website is not only a matter of art. Design thinking of website does involve different stages to obtain the interface which combining the layout and usability to achieve the objective underneath. In this report, I will explain the design thinking process of designing my personal portfolio website and some ways to evaluate and improve it.

2. Strategy and Scope

2.1 Set up the objective

When starting to work on a website, we first need to consider a question: what is its main purpose? To me, I would like to build up a website which serve as a platform to show my portfolio to potential employers.

Moreover, aiming to make it different from traditional resume, the website should show information in a smart and lively way which paper form resume cannot.

Site Objectives		Target Users		User Need
Primary Goal	Act as a platform showing my profile and portfolio for job hunting	Primary User	Interviewers of job that I apply for	Get additional information which cannot clearly show in email

Additional Goal	Attract other job opportunities	Secondary User	Other recruiters in the market	Study my profile
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Table 1: Site Objectives and Target Users

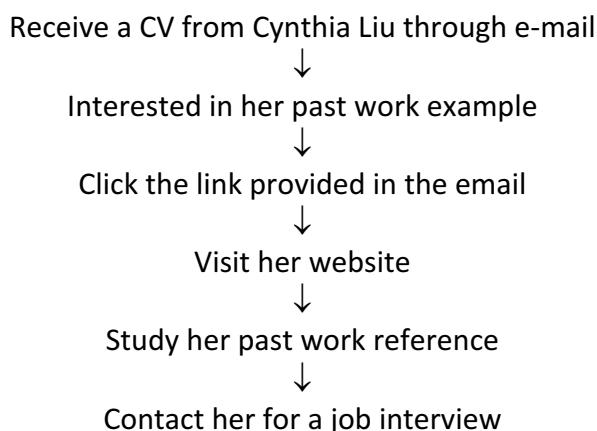
2.2 User Research

As the target audience of my website is my potential employer and I decide to continue to work in the field of digital content management or digital marketing, I interviewed three people working in this field: Joven Mak (Former Chief Editor of CosmoGIRL!), Sophia Sun (Associate Content Director, Cosmopolitan) and Key Ng (Assistant Digital Manager, New World Development). They all agree that a personal website would be an advantage for finding digital-related job. Key mentioned that it can show candidate's skills and knowledge about website. When asking them which is the most important part in the website, Sophia and Key said they would like to see some work examples of the candidate. Key emphasized that personal work example would be a plus because it can show the personality and passion of the candidate. Joven stated that design would be the part she concerns the most as it brings the first impression.

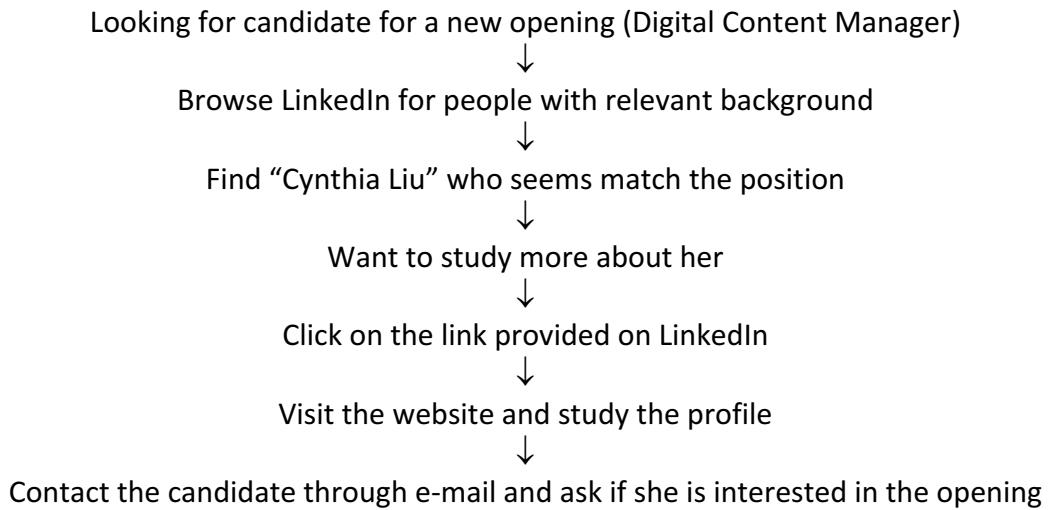
2.3 Consumer Journey

To achieve the goals, I designed the consumer journeys of 2 types of target users as below:

Primary User: Interviewers of job that I apply for



Secondary User: Other recruiters in the market



3. Structure

In order to match all the needs for achieving my objective, I need to design the website structure before starting development.

3.1 Site Map

The site is considered to include 5 parts: about, experience, skills, portfolio and personal work. The first 3 parts are basic information that can usually be found in a resume. Portfolio and personal work are added because they are found to be important in user research.

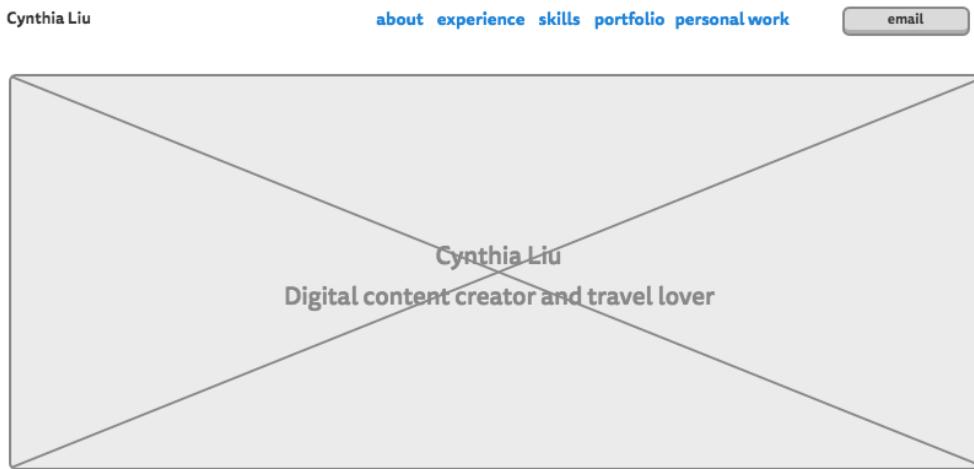


Figure 1: Site Map

3.2 Skeleton

After designing the site map, I created the wireframe of each page to demonstrate the layout before starting developing the site.

“Home” and “About” would be shown in the same page index.html:



Introduction

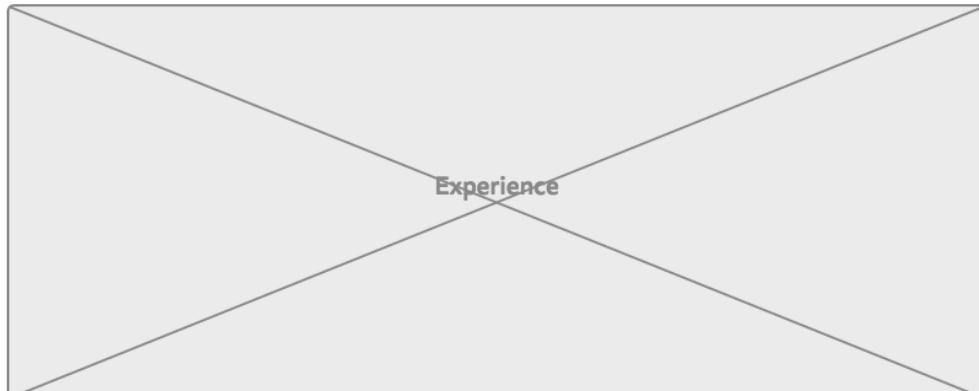
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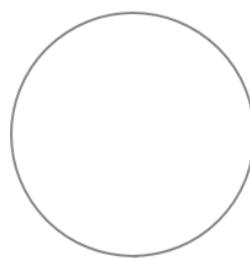
Figure 2: Wireframe of main page/about page (index.html)

In the “experience” page, my past experience would be shown in timeline format. Academic and work buttons are provided so that user can choose to filter what they want to see.



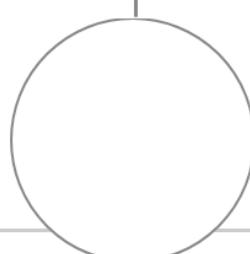
Experience 2

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Experience 1

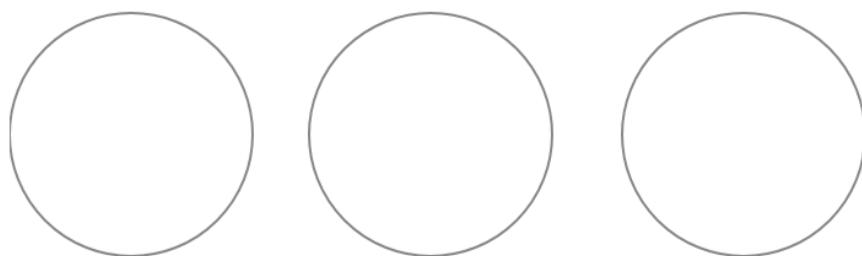
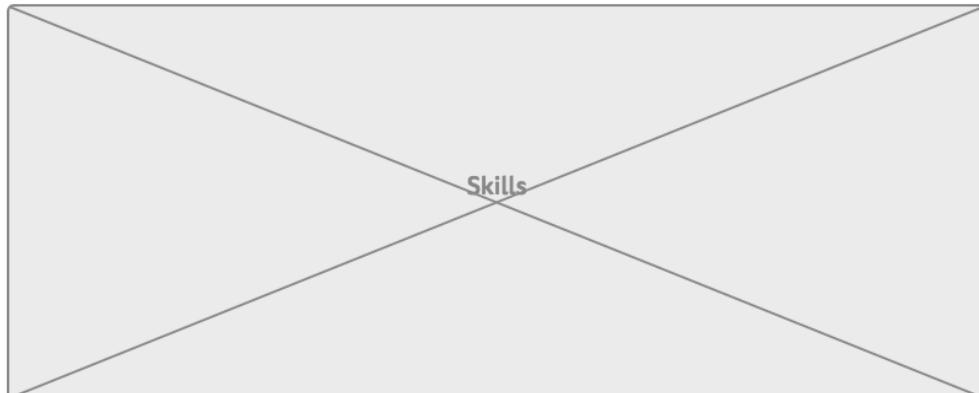
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Figure 3: Wireframe of experience page (experience.html)

Skills would be presented in 3 separated categories for a clear view.



Language

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Software

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Other skills

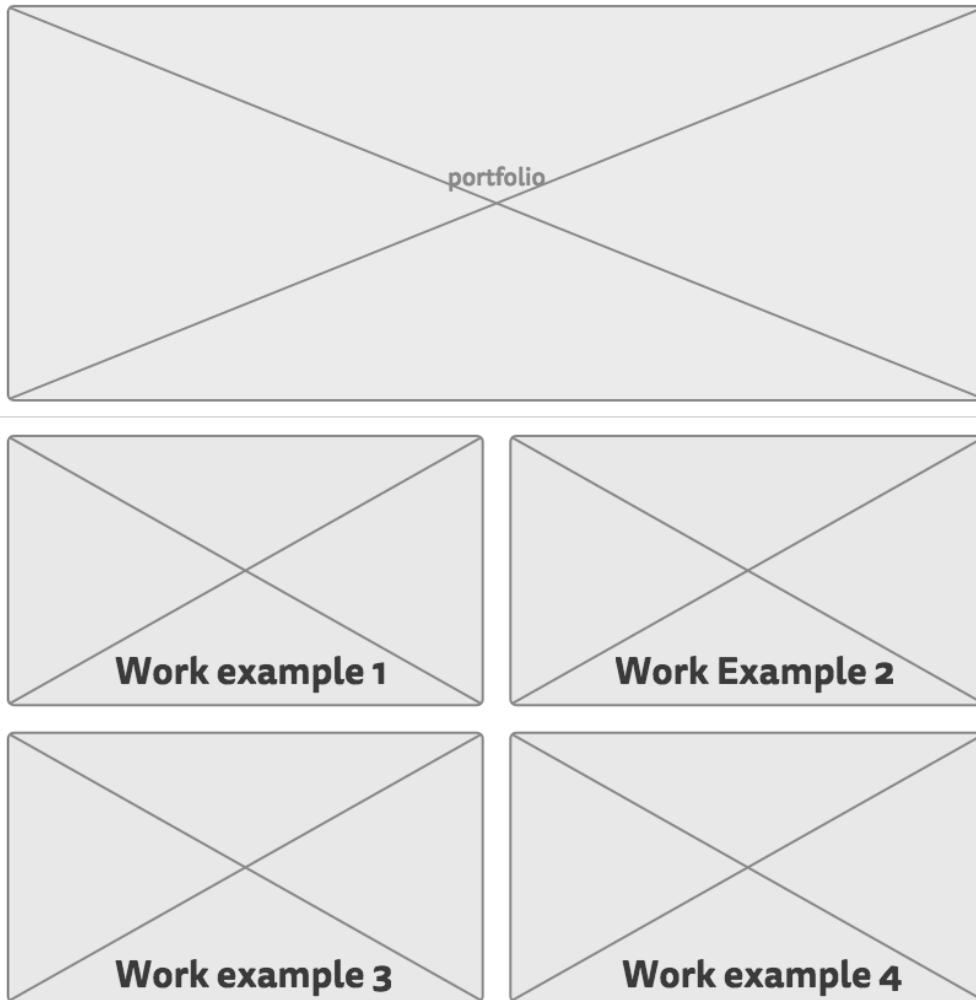
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Figure 4: Wireframe of skills page (skills.html)

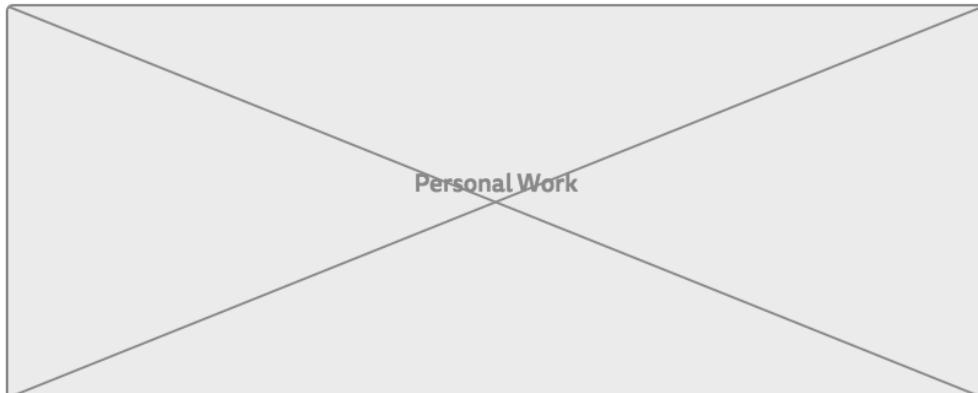
My past work record would be shown in grid form for neat listing.



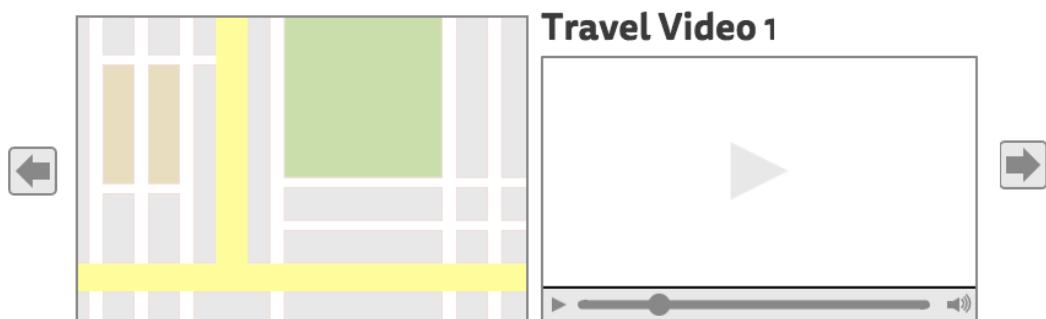
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Figure 5: Wireframe of portfolio page (portfolio.html)

In “personal work”, I would like show my travel video blogs taken in different places around the world. Thus presenting in form of a map would be a choice.



Travel Map



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Figure 6: Wireframe of personal work page (personal work.html)

4. Design and implement

The final production of website is launched at: <http://dev-cynthialiutm.pantheonsite.io/personal/index.html>

4.1 Design

To emphasize my interest in travel and also attract people's attention, I used some photos taken during my trips as banner image for each page.



The story of me and...html

Figure 7: Outlook of main page (index.html)

To keep the outlook clean and clear, the main colours are black, grey and white. Blue is also used for contact me button and some icons as it matches with colour tone of the main page image.

I obtain the following skills from school and work:
(and of course, still trying best to catch up with the fast-moving digital world)

 Language Chinese (Cantonese, Mandarin) English Japanese (N3 Passed) French (Basic Level)	 Software Photoshop Premiere Pro html5 CSS	 Skills SEO Google Analytics CMS: Drupal, Joomla, WordPress UI/UX Design
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Figure 8: Outlook of skills page (skills.html)

To differentiate my website with others, an icon representing person is used for the website.



Figure 9: Logo in website title

4.2 Features

During the development process, some features are considered to adapt and the reasons are explained as follows:

1. Responsive design:

While mobile taking significant part in browsing device, I decide to have a website with responsive design so the outlook can fit very devices and thus result in a better user experience. To save the time for designing outlook for various devices, I pick a bootstrap template to modify instead.

2. Fixed navigation bar:

Navigation bar is important part for user to switch from one page to another page. To avoid the inconvenience that they have to scroll down to read the page and then scroll up again the search for the navigation bar. I would like to have a fixed and floating navigation bar so user does not have to scroll up again the find it.

3. Multi-page:

At first I would like to use a one-page website format because the outlook seems to be impressive and loading time can be reduced. However, considering the importance to review traffic and flow in each page for improvement, I decide to use multi-page format.

4. Contact form:

When studying different examples of online portfolio, some websites consist of a contact form. Nonetheless, according to my user research, all the interviews replied that they would not use contact form. Instead I choose to make a contact button to e-mail me and also insert social media icons under every pages so user can get access to study more about me or contact me through different medium easily.

5. English version:

I decide to make an English version instead Chinese and bilingual versions because my target audience would be recruiters in Hong Kong. In my user research, interviewees were asked in what language do they prefer and English were their first choice. It was even mentioned that bilingual version would be “too much” and may leave a negative impression.

6. Dynamic vs Static:

Due to limited time, I decided to show all the information by static design. In long-term, the information should be stored in CMS as a back end so that I can add and update information time to time when necessary.

7. Story Map:

For the personal work part, in “personal work” part, I would like show my travel video blogs and choose to use Story Map JS developed by Knightlab as it can perfectly show my travel video blogs in different places on a map. At first I want to use drupal as a

back end to export JSON for it. However, due to my limited knowledge in coding and restriction of drupal, I failed to export a nested JSON which is required for a story map. Later I found a sandbox drupal module which can fulfill what I need. Although module is still under development but considering it can already achieve what I want, I adapt it for the personal work part and I am available to update the content through drupal.

5. Evaluation

To evaluate the performance of the website, qualitative and quantitative researches are implemented and some improvements are made according to the findings.

5.1 Usability Test

After developing the website, I have asked my friends to browse it and give some comments. While there is report showing that 5 would be the best number for qualitative usability test, I have asked 5 of my friends to answer to follow questions:

1. What do you think the website for?
2. Is the structure of the website clear? Is it easy to use?
3. What do you think of the design?
4. Can you find the e-mail button?
5. In your opinion, any other parts of the website have to be improved?

For the questions 1,2 and 4, the result is satisfied. All of the interviewees can tell that the website is about personal profile. 3 of 5 also mentioned that the website looks like a resume. In general, they all think that the structure is simple and clear. All of them can notice the email button in the navigation bar and 4 of them also realized there is an email icon at the end of the page.

For the design of the website, some people commented that in mobile version the text banners overlapped my face in some photo banners. This reminds me the need to consider the layout of all responsive versions during development.

They also provided some useful comments for me to refine the website:

1. It was said the main page layout was too simple. Therefore I made another version with slider banner and did an A/B test to see which one gives better result. (This is part will be further discussed in the lower part of the report.)
2. For the portfolio page, 2 people mentioned that they want more comprehensive content, for example, some sharing of work life to show my different aspects in work. While portfolio is considered as the most important part of my website, I agreed that there was room for improvement. This page was revised by adding some work diary before my past work example.

Content is the KING

I plan, manage and create content including articles, social media posts and videos, etc. Besides keeping track on the feedback and analyse the traffic data for improvement, I also need to cooperate with programmers and designers for various web development projects.



Interviewing celebrities

I am experienced in doing interviews in different formats, e.g. text, video and also Facebook live.

On Camera

Not only working behind the scene, I also have to be the face of product trials, emcee of videos and even hand models.



Figure 10: Updated version of portfolio page ([portfolio.html](#))

3. Another feedback is the part “personal work” seems a bit similar with “portfolio”. I will rename this part to “Travel Map” to show the difference.

5.2 Traffic Analysis

Google Analytics is used to analyse the feedback of users in quantitative way. As I only share the link to friends and did not promote the website publicly, with short period of measuring time, the sample size is small and may not be too representative, but it can still show some insights.

Dashboard

Dec 1, 2017 - Dec 10, 2017

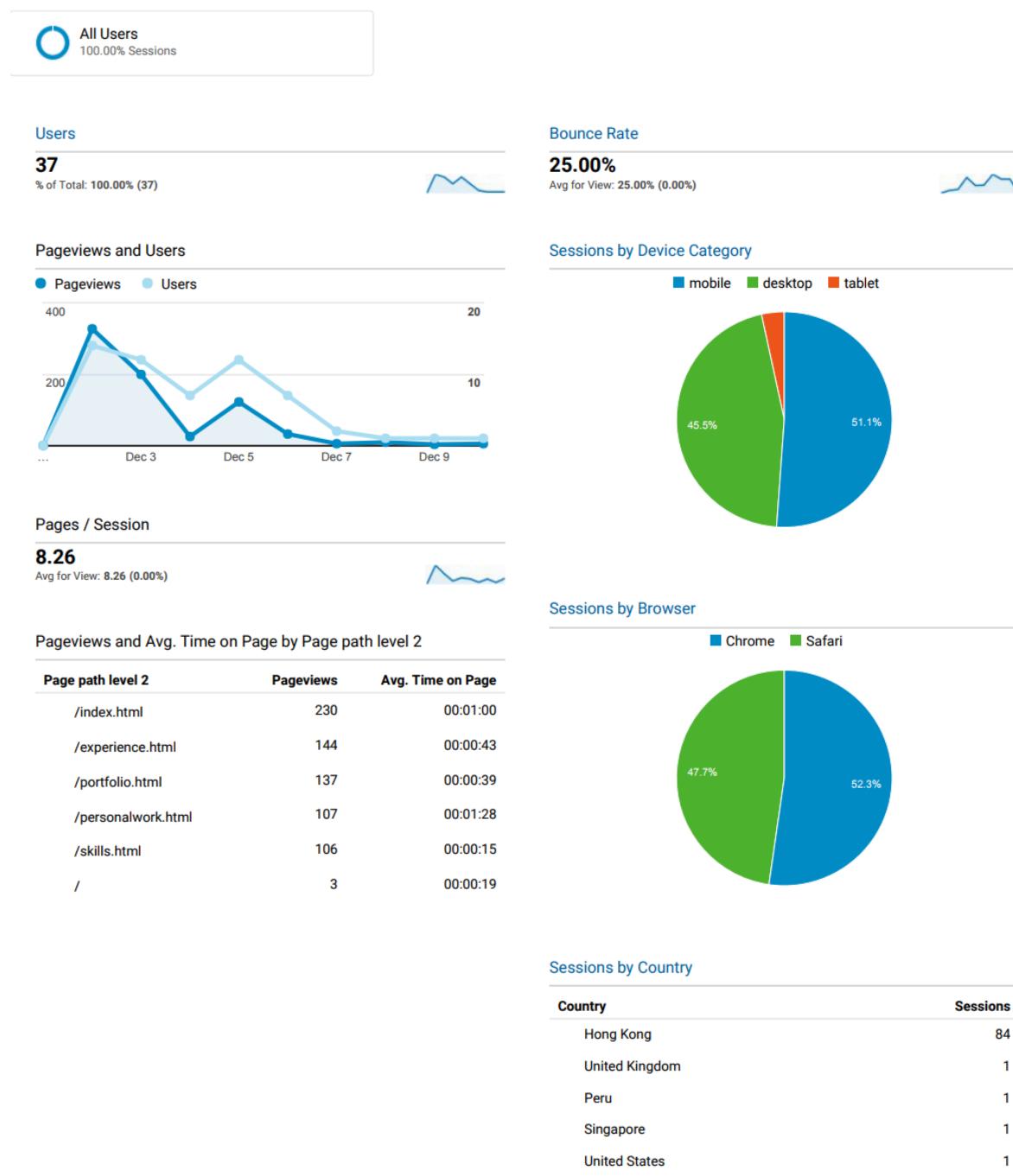


Figure 11: Dashboard of Google Analytics

The above shows the dashboard I made for analysis. The average bounce rate is 25% which is acceptable.

For the pageviews and average time on page, it is found that people read the most in main page and personal work part. It is disappointing that the average time in portfolio is only 39 seconds as this page is supposed to be most important. Hopefully adding new content mentioned before would increase the time on page and in long-term this part should be enhanced with more content.

5.3 A/B Test

As mentioned, an A/B test was run to test whether using a slider banner would bring better performance.



Figure 12: Variant A – Main page original version

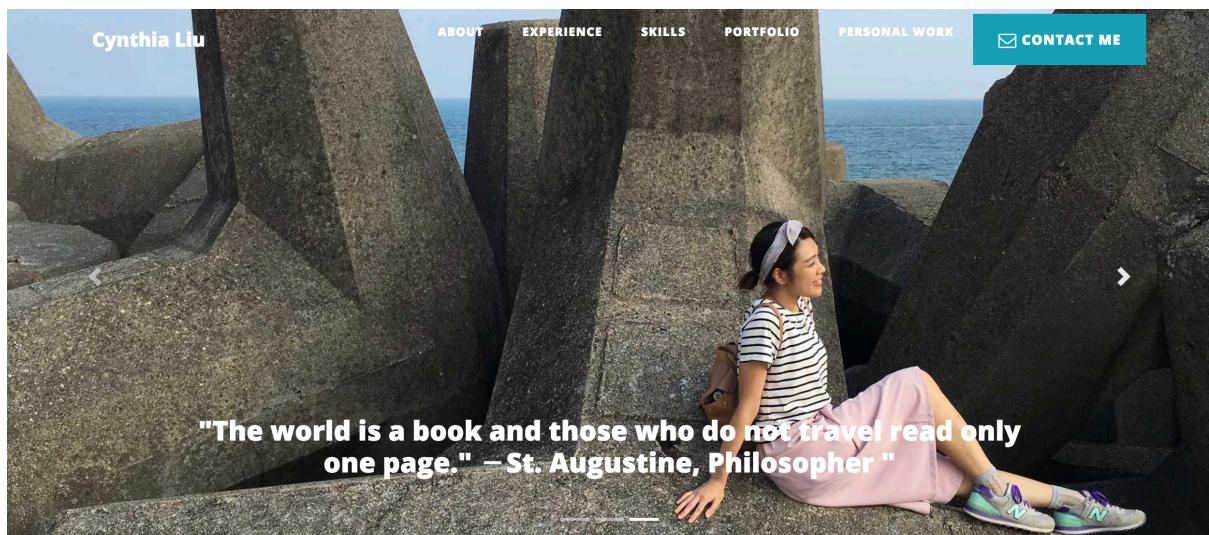
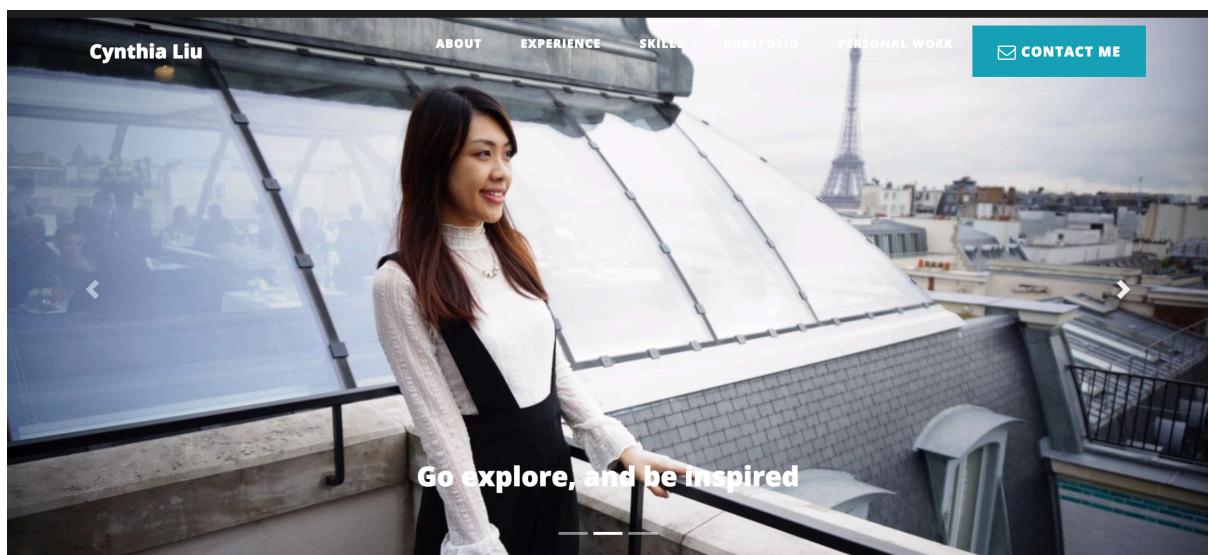


Figure 13: Variant B – Main page with 3 slider banners

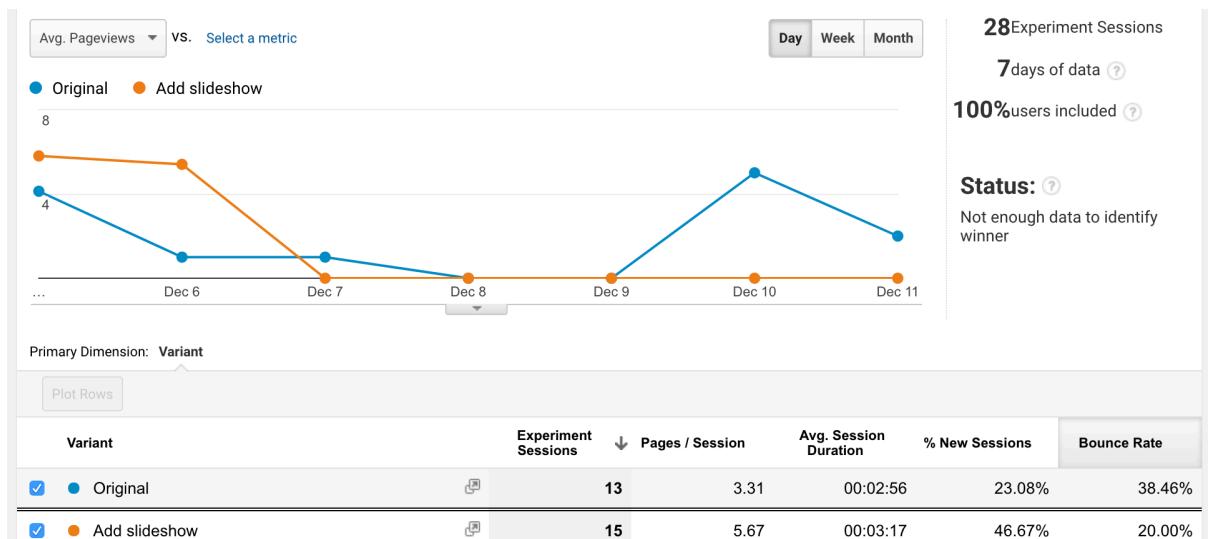


Figure 14: Result of A/B Test

In 7 days there are 28 experiment sessions. Comparing the page/session, average session duration and bounce rate. The new version with slider banner appeared to be better, with users browsing more pages, staying longer time and lower bounce rate.

Same as stated in previous paragraph, the result may not be very precise as the sample size is too small, however, it can give us a chance to try the way of testing in case we have to master this skill for future work.

6. Conclusion

To improve the website, in long-term it should be allowed to link with back-end CMS for updating content. If possible, larger sample size can give more trustable data for a more accurate analysis. Also, more in-depth qualitative analysis should be implemented to find out the way to enrich the content.

Design thinking is a long journey with many parts to go through. This project allows me to participate in every parts to develop a website, from user research at the beginning to quantitative and qualitative analysis to evaluate. Although there is limitation of time and technology skills, it is a precious opportunity for us to use all the skills we learnt.