

香港中文大學
The Chinese University of Hong Kong

Course: COM5961 Topical Studies in New Media I

Final Website Design Report

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Introduction

Design thinking refers to creative strategies designers use during the process of designing. It is also an approach to resolve issues outside of professional design practice. Design thinking is a method for practical, creative resolution of problems. It is a form of solution-based thinking with the intent of producing a constructive future result.

Web design is based on the information that designer tend to convey to the users. It consists of the define of website function, the design of the website frame, the fill of the content and the beautify of the whole page.

In my design of the website, I use the UX elements to evaluate what I want to express, who I want to express to and how can I express better. Online resume is a totally new way for job seek, it is both unfamiliar and fresh for the HR, thus how to highlight the points of on the website becomes the largest challenge during the progress of web design.

On this report, I will explain the target user of my website, the whole process of my website design, and the performance of my website based on the five UX elements.

Strategy Plane

According to the figure followed, the first thing to begin my website design is to find “what the users need” and “what I want to show to my users”. At the very beginning, since I have gained some experience on new media editing during my undergraduate, I set my career goal as a new media editor, which both matters my interest and learning a lot. Thus, the objectives of my website are to show my skills and portfolios related to new media.

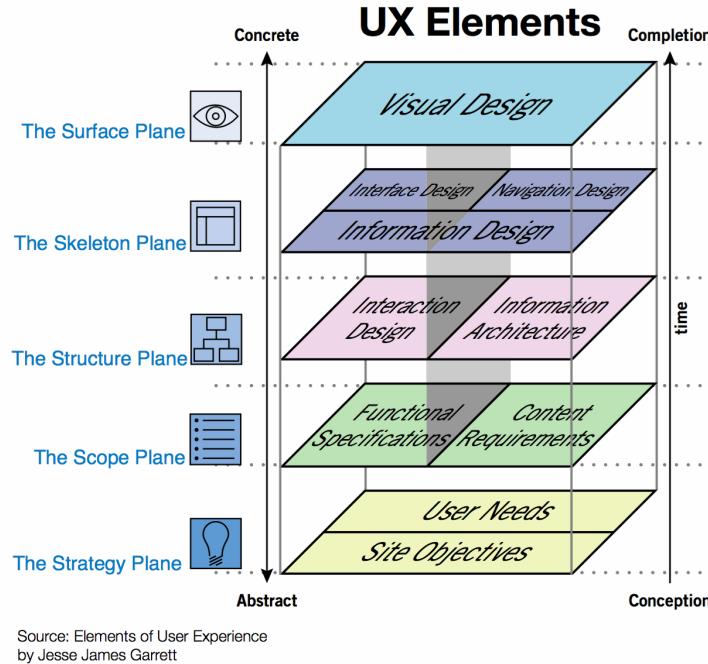


Figure1. UX Elements

In order to make my website more targeted, I interviewed a HR and a teacher works for propaganda department. I asked them if I want to design an online resume for a new media job hunt, what will be the most needed element on my website. They told me that online resume is a new form for a job seeker, which will be a bonus among thousands of competitors especially for the new media area. As for an online resume, apart from the basic elements that a traditional resume need to have, for example, the skills, the educational background and the working experience, it is a highlight to show the portfolios of videos and articles more vividly with the help of multimedia, so that HR can know the skill I master more directly on the field of new media.

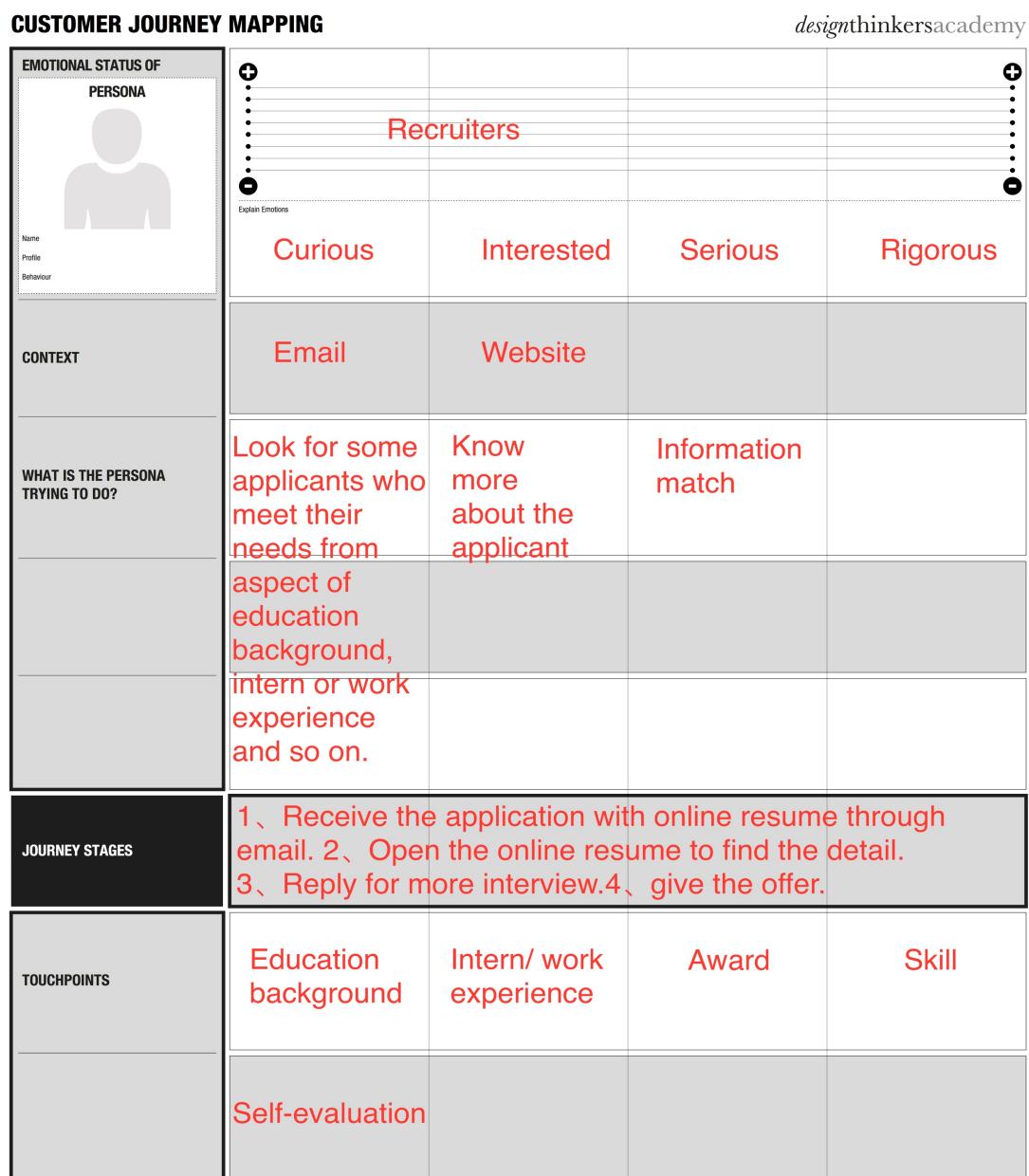
Thus, according to the advice they gave, I pointed out my journey map. First, the primary users are the recruiters from the new media companies which I am interested with, I hope that after they visit my website, they will decide whether my design thinking meet their needs. Second, the secondary users are the recruiters from other companies who are looking

for the employees in the communication field, the recruitment requirements are the master of basic skills in the propaganda, like the skill of writing news, the skill of making videos, the skill of web design and so on, after visit my website, they will find out my skills on those aspects. Last, the other users are the recruiters from companies from digital or technical companies, looking for target employees who master the basic skills of digital and technical design. To be detailed, the target user platform and the journey map of my website are as follows:

Site Objectives		Target Users		User Needs
Primary Goal	Introduce myself to the recruiters, so that they can judge whether I meet their needs and then give me the opportunity for further interview.	Primary User	Recruiters from the new media companies I am looking for.	Looking for target employees whose creative design skill meet their needs
Additional Goal	To show my detail in the digital format, like the program I have participated in and the pictures I have took and others that cannot show on the paper version clearly.	Secondary User	Recruiters from other companies that mainly focus on the communication.	Looking for target employees who have the basic skills of propaganda, like writing the news, designing the website and so on.

Figure 2-1. Strategy Plane

Site Objectives		Target users		User Needs
Additional Goal	To reflect the specialty related to the new media I have learned.	Secondary User	Recruiters from digital or technical companies.	Looking for target employees who master the basic skills of digital and technical design.

Figure 2-2. Strategy Plane**Figure 3. Journey Map**

Scope Plane

Functional Specifications

As for an online resume, the main function is to show myself to the employers so that they can match whether I meet their needs or not. Thus, in my point of view, the most important elements of the website are navigation, download and the contact parts.

1. Navigation

Navigation has the function of guidelines, with the navigation, users can know the composition of my website quickly, having the whole impression of my website and reach wherever they are interested with by clicking the buttons. As every HR won't spend too much time on each employee, it is an efficient way to have a clear navigation on the beginning of the website.

2. Download file

As for the download function, I will put the download button on the beginning, and the end of my website. If the HR does not have much time to go through my website, he or she can just download my CV on the beginning of the website. In the end of the website, the HR can decide where I meet their demand after seeing all the content on the website.

3. Contact

I will provide various way for the users to contact me. In this part, I use a back-end support to design a contact form from my Drupal to the website, so once users submit their information to me, I will receive the message immediately on my related E-mail. Apart from this, I also provide my phone number and my E-mail address on the contact part for those who might think it is more convenient to contact me on these two ways rather than fill the form.

Content Requirements

1. Initial information

On the cover of the website, I will put my photos and some simple words to describe my characteristics and my willingness for the job. So that users can have an initial impression on me, knowing what kind of person I am and the sort of job I am looking for.

2. Portfolios

As I have mentioned before, the highlight for an online resume is the multimedia way to show my portfolios like the videos and the online articles. Thus, I will show my projects related to new media, for example, the live show I took, the article I wrote and the research I did towards app with a lot of space on my website.

3. Working experience

As the saying goes, “practice makes perfect”, working experience is another part of content which is important for my job seek told by the HR I interviewed. Thus, on my website, I will list the working experience I have, describing the projects I did during each experience and the reward I gained. So that by seeing this part, users can have a more profound recognition of my skills.

4. Education background

Also, on my website, I will introduce myself from my education background to show my academic levels.

5. Contact

Last but not least, as I have mentioned before, contact part plays an important role on my website, I will put them on the end of my website, so users can decide whether to contact me or not after they go through the whole website. Also, I will put the contact

button on the navigation as well, so that users can jump to the contact interface whenever they decide to contact me when seeing my resume.

Structure Plane

As the figure 1 shows, the structure plane is made up with both interaction design and information architecture. Considered with these two inspects, I decided to use one page design on my website.

First, involve to the loading speed, I noticed that the web designed in Hong Kong always costs more time to load in Mainland China when doing the previews job on this class. Thus, one page can load faster and save more time when compared with multiple pages, as time is always the key word in the competition of seeking job.

Second, with the help of using one page, users can not only visit my website by clicking the buttons on the navigation to see more details of each part, they can also see the content by sliding from the top to the end, which may better match the HR's habit of checking employees' resume on traditional way.

Last, one page design may let the whole page looks more simply and clearer on logic. On the one page design, there are better links between each part which may make visitors more comfortable and easier to understand the content I want to show when visiting my website.

Thus, from what have been said above, I decide to choose the one page design on my website and here are the structures of whole website, including the interaction among each part and information architecture inside each part.

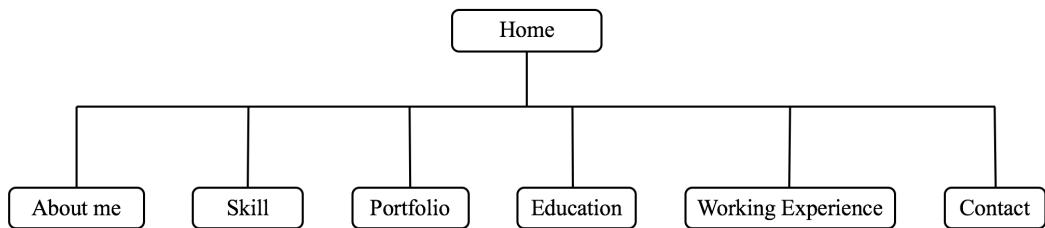


Figure 4. Sitemap---Home

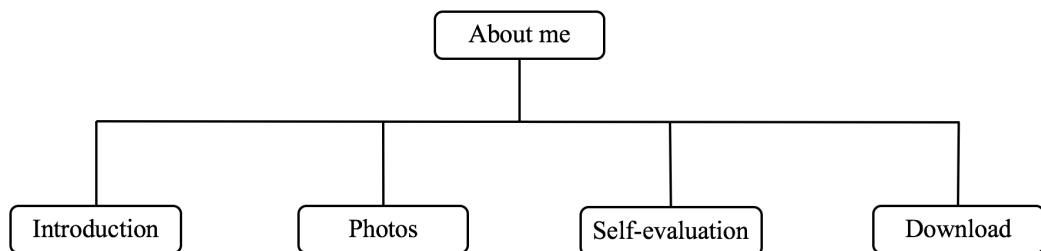


Figure 5. Sitemap---About me

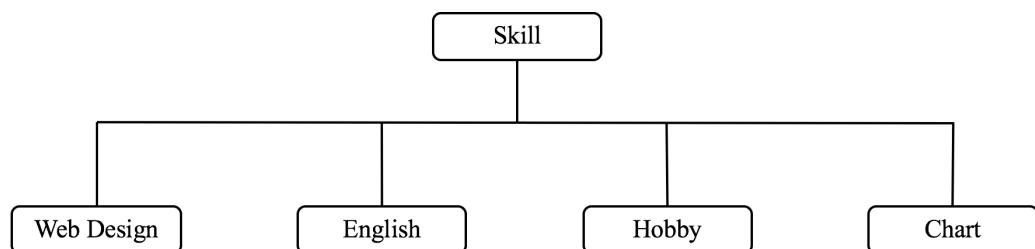


Figure 6. Sitemap---Skill

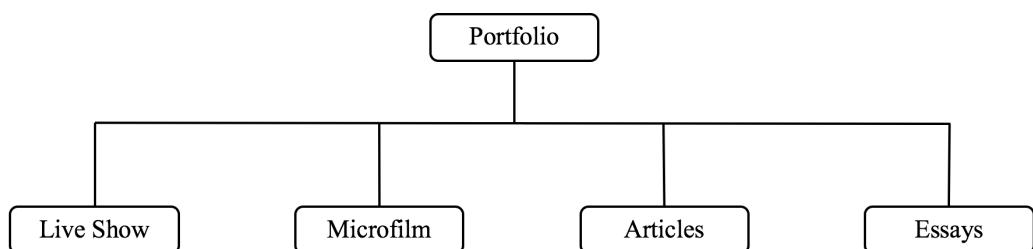


Figure 7. Sitemap---Portfolio

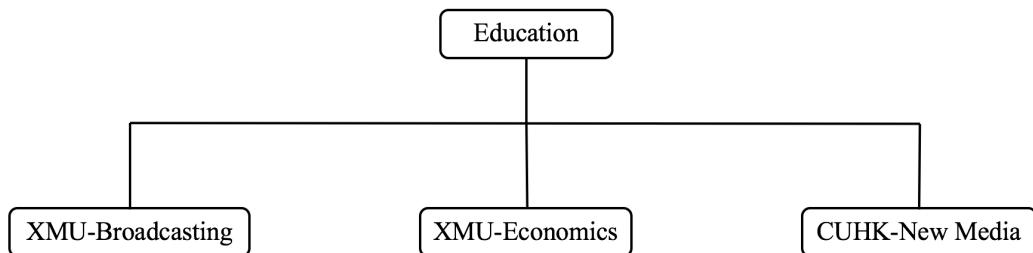


Figure 8. Sitemap---Education

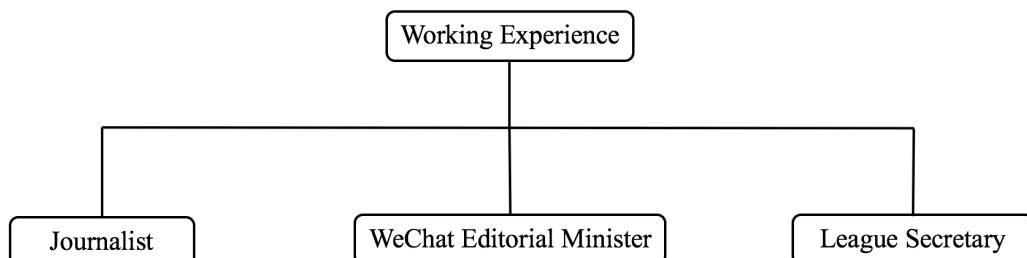


Figure 9. Sitemap---Working Experience

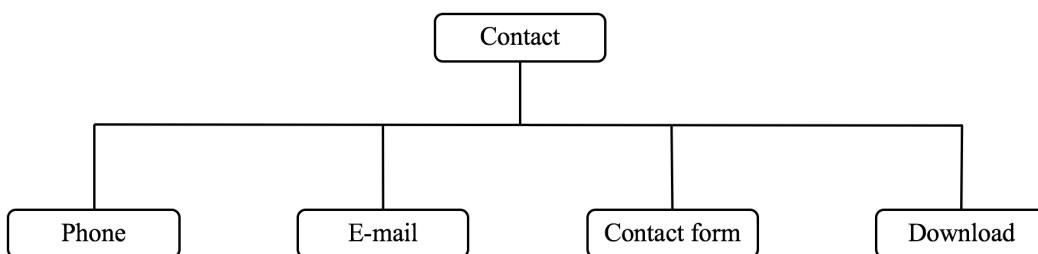


Figure 10. Sitemap---Contact

Skeleton Plane

According to the structure plane said above, I confirm the component of the whole website, the content of each part and the interaction among each part. So, in the skeleton plane, I used the wireframe to outline the frame of each interface, which made the web design became clearer and clearer.

On the home page, I use a huge picture as the background with my name and some of my basic information above it, which makes the visitor easier to understand “who I am”, “what kind of person I am” and “what I am looking for” at the first time when they come to visit my website. Meanwhile, there is a special design that when visitors move their mouse on my name, the mouse logo will turn into a small hand logo which will direct them to download my resume by clicking the button.

Then, followed by the navigation bar. In this area, I pay attention to the order of each part and ask for the HR again to look for her advice. After that, I decide the order as “About me—Portfolio—Education—Working Experience--Skills—Contact”, the first thing to be show on my website is myself, thus I put the self-introduction and self-evaluation with some of my daily photos on the beginning, then followed by the most important part of the online resume—portfolios. Also, as the Professor Bernard said on the class presentation, skills might be the relatively unimportant but necessary part on the online resume, I move the “skills” from the second to the fifth in order to make other points more prominent.

Meanwhile, there remains another part of design to be mentioned, which is the design of the “Portfolio”. In this part, I use twelve pictures to generate my works related to the new media. Also, I use a slideshow among each picture, by clicking one picture to see the content, users can find more details on the slideshow which may contribute to the improvement of user experience.

The figures below are the wireframes of each parts.



Figure 11. Wireframe---Home

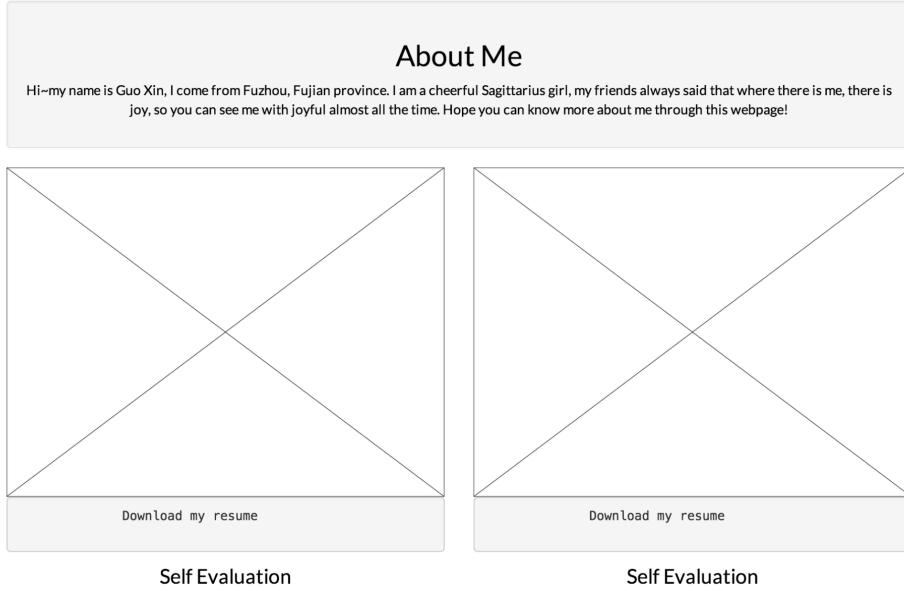


Figure 12. Wireframe---About me

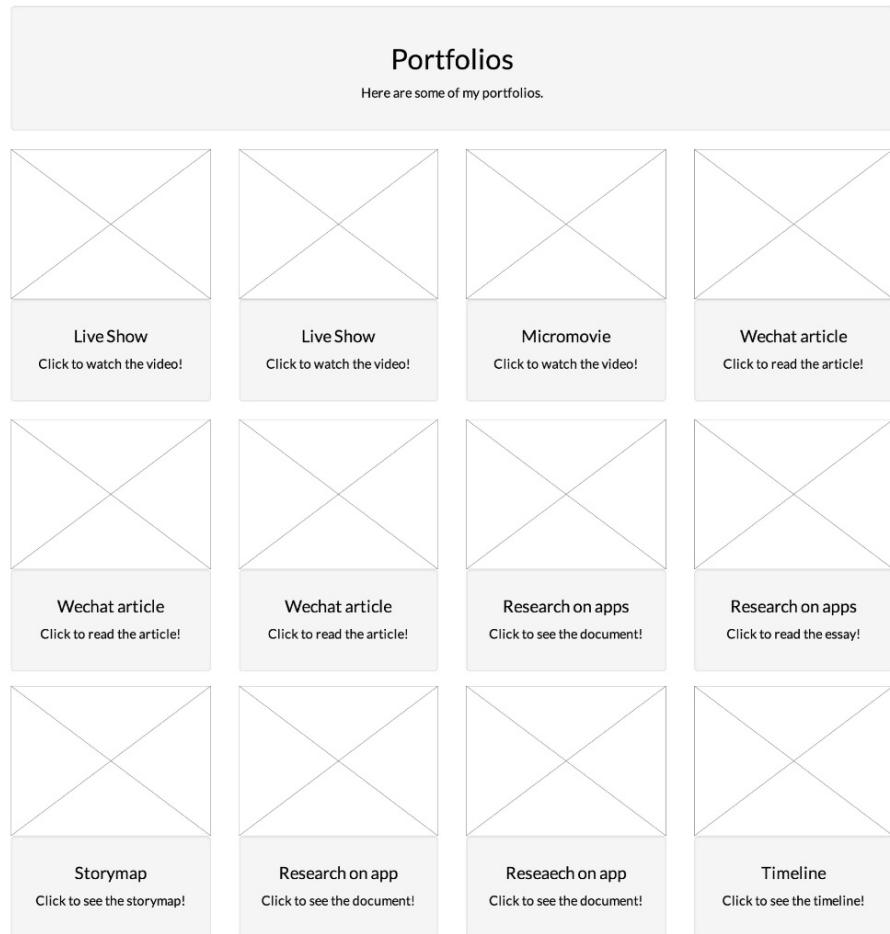


Figure 13. Wireframe---Portfolio

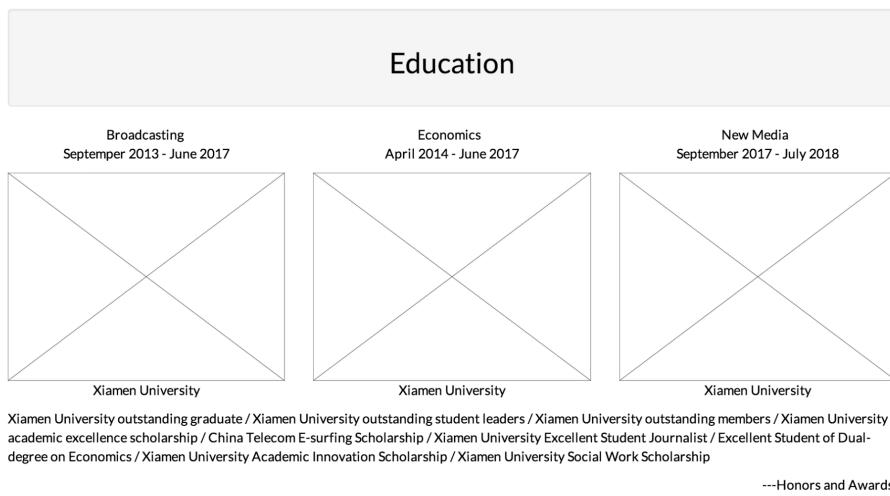
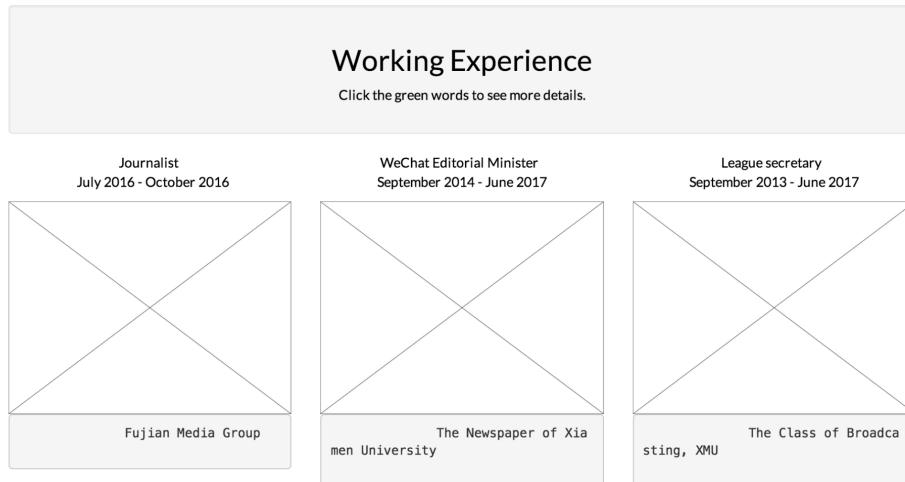


Figure 14. Wireframe---Education



2016.07-2016.10 / Journalist / Fujian Media Group / In charge of the interview, editorship and publishing of daily news.
2014.09-2017.06 / WeChat Editorial Minister / 《the newspaper of Xiamen University》 / In charge of the Wechat public platform of XMU NEWS.
2013.09-2017.06 / League secretary / the Class of broadcasting, school of Journalism and Communication, Xiamen University / In charge of the League activities.

--Working Experience

Figure 15. Wireframe---Working Experience

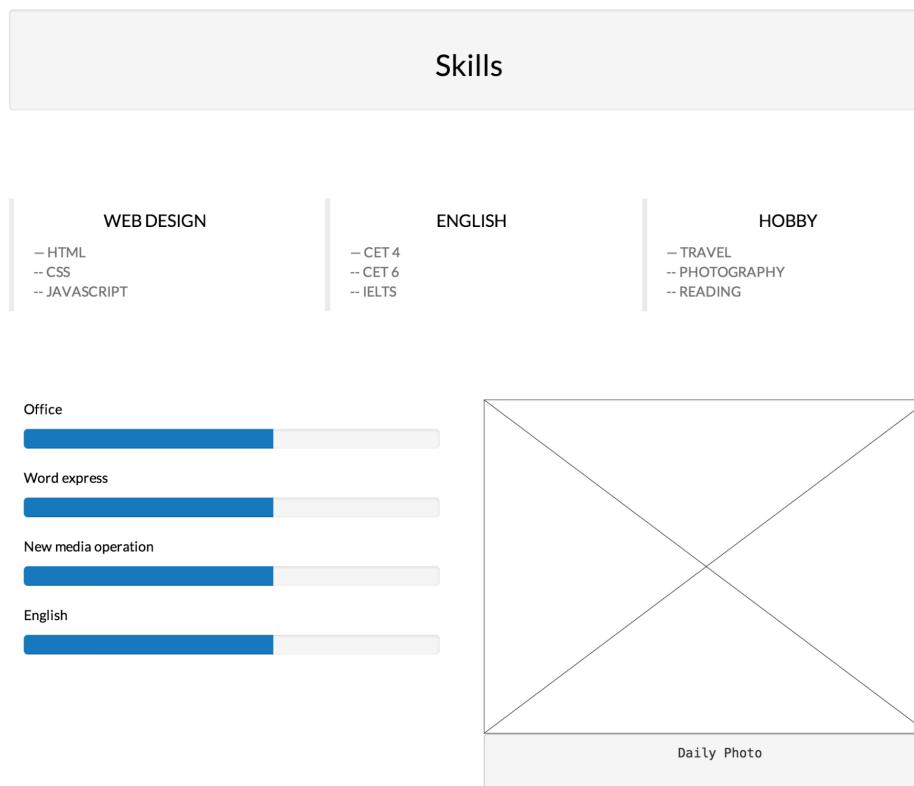


Figure 16. Wireframe---Skills

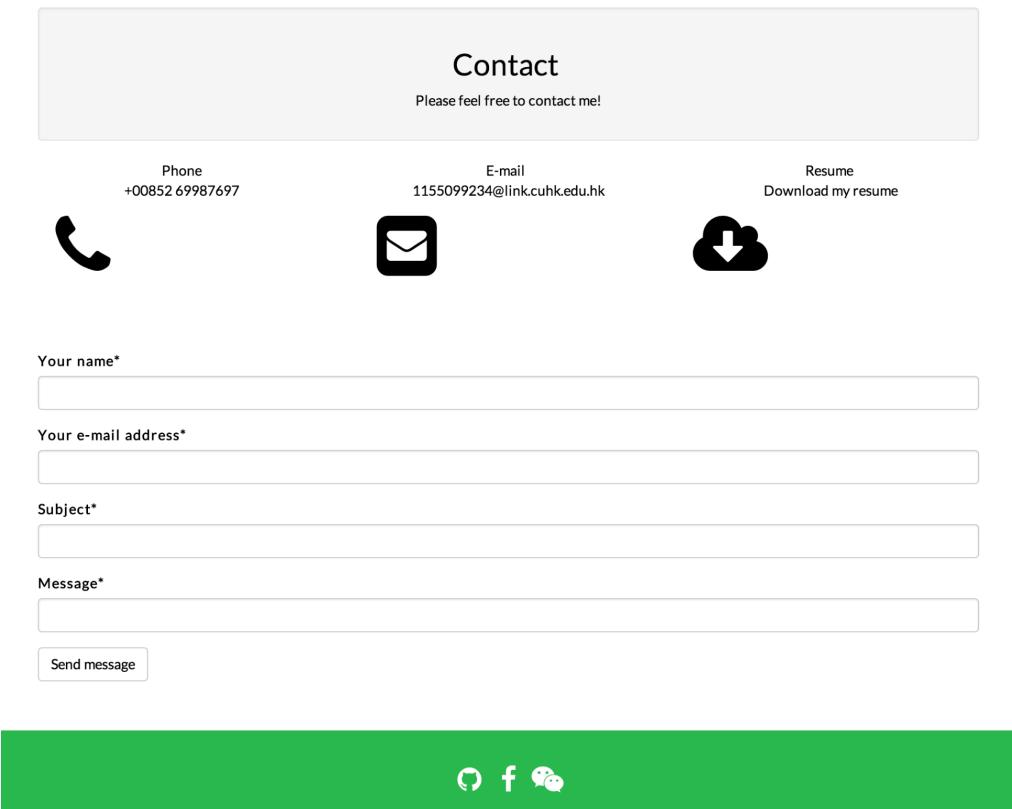


Figure 17. Wireframe---Contact

Surface Plane

The surface plane is more about the visual design, it decides what your website looked like and what style you have. It plays an important role on the establishment of the first impression when visitors come to the website. According to this, I pay attention to three details on my website design, which are font, color and logo.

I used the font type “Chalkboard” on my website, this font type looks like a handwriting font to some extent. It seems that I am telling my own story to all visitors come to my website by writing the story myself, which will shorten the distance between myself and visitors. It stands for one of the humanized details on my website, which will do good to improve the user experience.

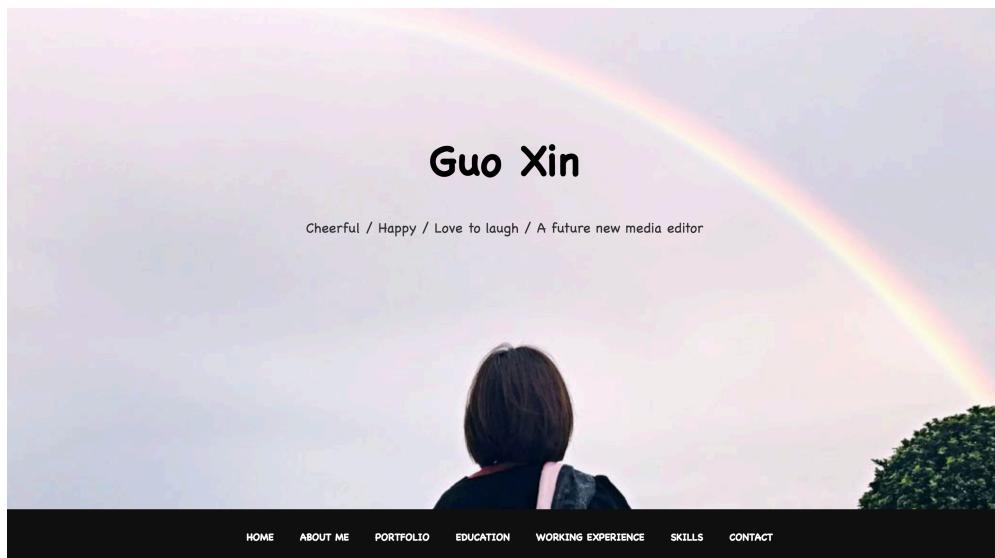


Figure 18. The font style of the website

Then, I use the white, dark grey and light green as the main colors of my website, these three colors make the website looked concise, simply and fresh and comfortable.

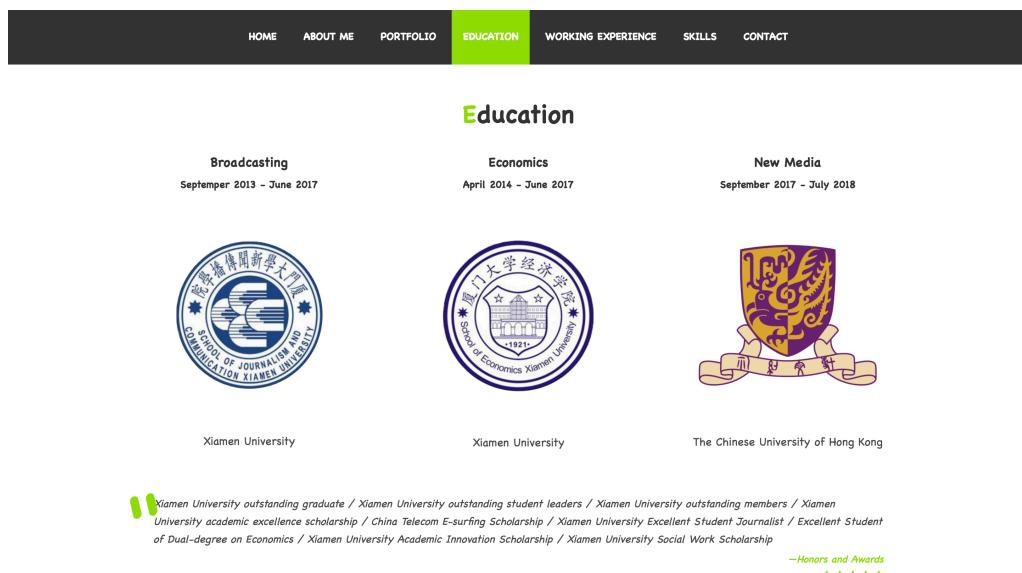


Figure 19. The colors of the website

Meanwhile, I use different colors to divide the plate, which will make the visitors easier to recognize the boundaries of each part and understand the content more easily.

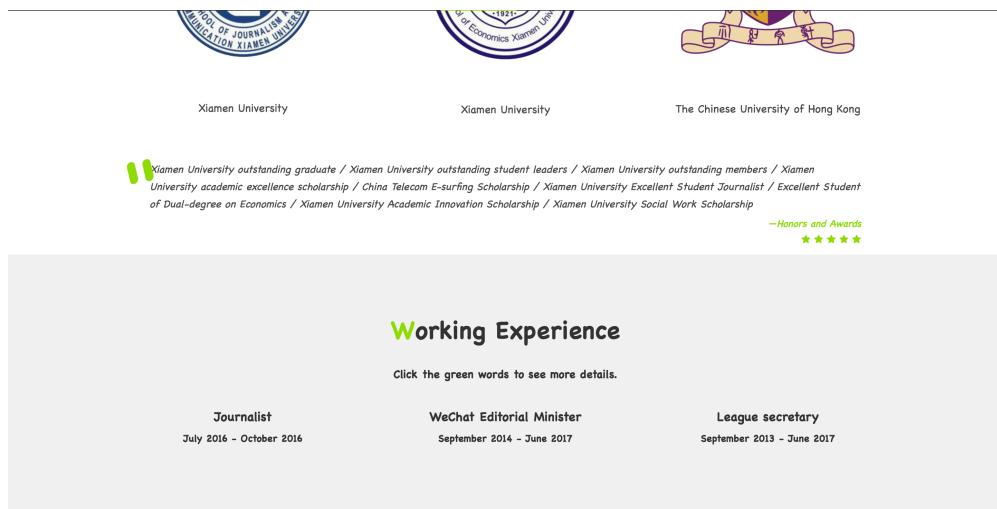


Figure 20. Different colors on different parts

Last, I also use some simple logos to strengthen the meaning of the content which will make the visitors focus on the point I highlight.

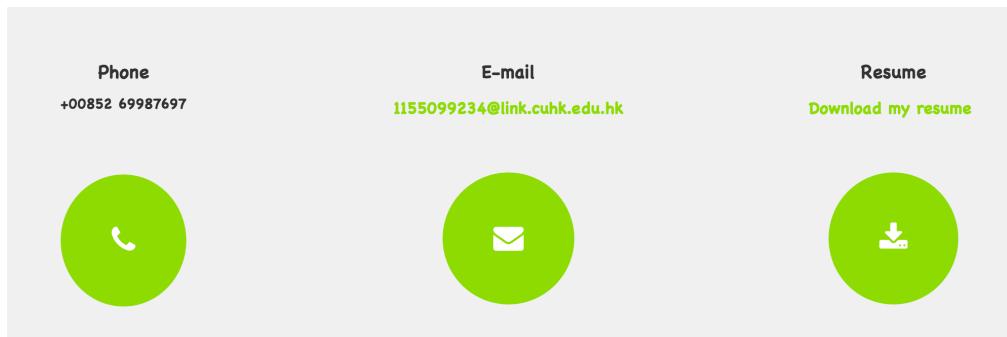


Figure 21. Logos used on the Contact part

By focusing on these details, I hope the visitors will have a more comfortable, fresh, impressed experience when visiting my website, hope that they can feel my heart and my sincerity in the job.

Test

After finish designing the whole website, I use both qualitative and quantitative ways to test whether my website perform well and to find the room for improvement.

Usability Test

I use the usability test as my qualitative test. As research shows, to identify most (85%) of the usability problems, five people could be enough. So, in the usability test, I invited six friends including three boys and three girls. They are all representative figures on my friend circle, one of them are HR, and the others are a boy going to be a HR in the next year, a boy who has been working for three years, a boy who is looking for jobs in this semester, a girl who performs well on design field and a girl who knows me quite well. After they saw the website carefully, I asked them six questions which are mainly about the style and details of my web design with Putonghua. It can be noticed that I ask the function of download and portfolio specifically in order to measure whether the design of download function and portfolios meet their needs as these two elements are the most important parts of an online resume.

1. Do you think what this website is about?	2. Does this website covers all the thing you want to know?
3.What do you think about the whole design of this website?	4.Did you find the button to download my resume? If so, where are they?
5.Did you view my portfolio?	6. Where do you think this site can be promoted ?

Figure 22. The questions asked in the usability test

In the first question, they all told me that this website is something about my personal information or my resume. It shows the experience I have in the past years. In the second question, they think that this website consists the basic elements of a personal resume. In the third question, they all give the comment as simply, comfortable to read, easy to get the point and the content inside each part is comprehensive. In the fourth and fifth question,

only one person told me that he doesn't find the download button, others find all the buttons on the whole website. In the last question, they gave me advice on the font size, font color, details on working experience and the style of home page.

After the usability test, I made some changes on my website.

Firstly, I changed the contour of the photo on the home page from square to circle.

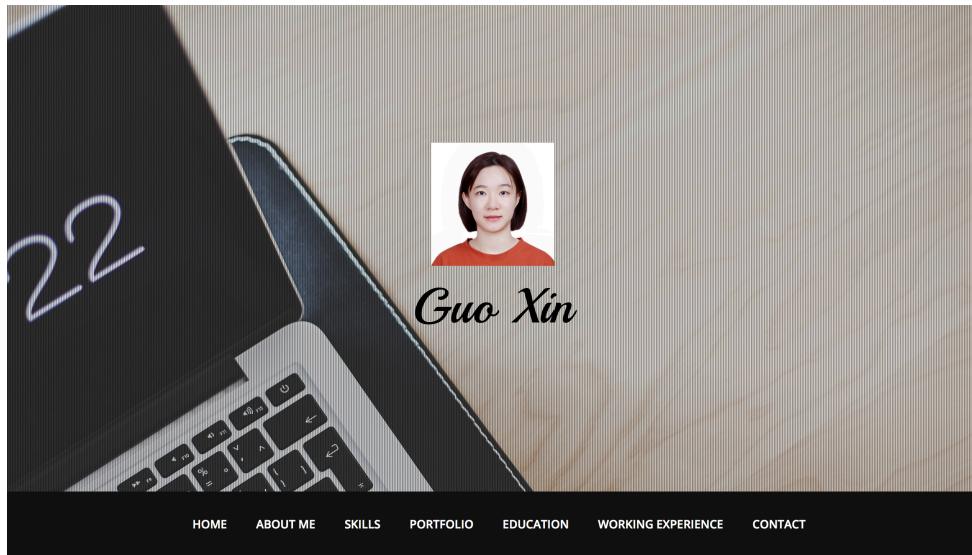


Figure 22. The square type of the photo

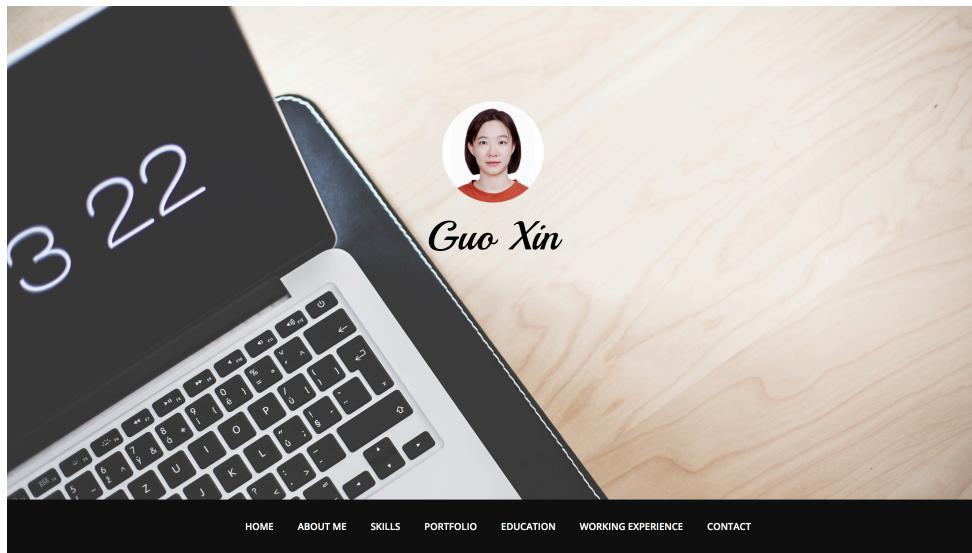


Figure 23. The circle type of the photo

After that, I tried another style of the home page, I used my own photo as the background

image and add some descriptions of myself on the home page. When compare with these three styles, I asked three of my volunteers above, they all think the last one is the best, thus, I decide to use the last one as the final version of the home page.

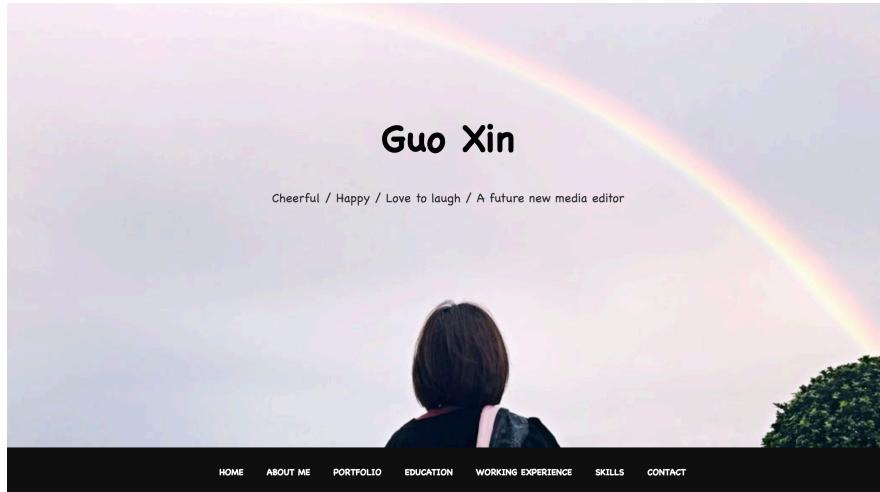


Figure 24. The final version of the home page

Besides, one of my friends said that she thinks it is necessary to put more details on the working experience as HR might regard working experience as the important part of the employees. So, I added my photos, summary and rewards in pdf documents on working experience under the logo of each organization, so that HR can know what I did and what I have learnt from each experience.



Figure 25. The details of Working Experience

A/B Test

I also do the A/B test as the quantitative methods of test with the help of Google Analytics.

As I have mentioned before, only one volunteer didn't find the button of download my resume because he said that he didn't know what the word "resume" mean in Chinese. According to this, I decide to test the influence of different language. I set the English version as the original and Chinese version as the variant.

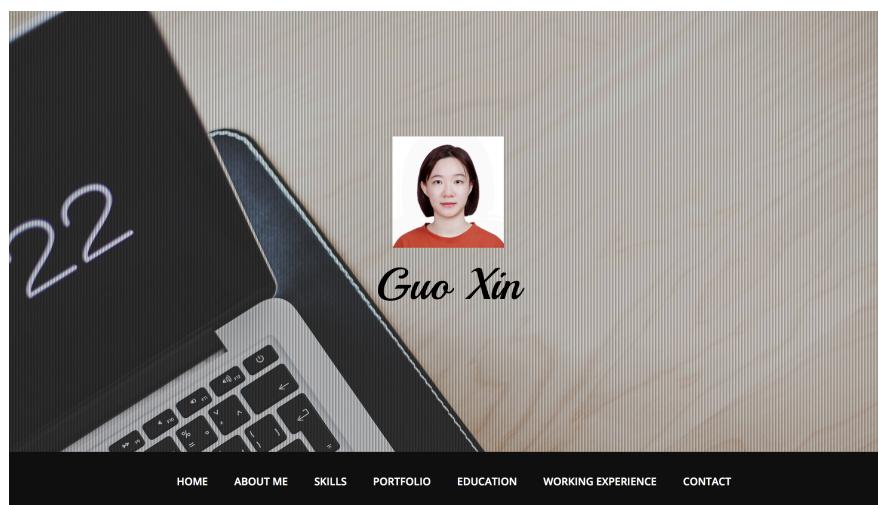


Figure 26. The original of A/B test



Figure 27. The variant of A/B test

Due to the time limit, the A/B test lasts only seven days, from December 1st to December 7th, it will be better if the test lasts more two weeks or even longer, the longer the test lasts, the more reliable the result is. Among the seven days, I got 64 samples. For a one-page website, I think it is necessary to record the trace of each visitor, so, I set my first goal as “click on the contact page button”, once visitor click on the contact page button, it means that they went through all the content on the website as the contact page lies on the end of the website, it also reflects the amounts of visitors who are willing to contact me after visiting my website.

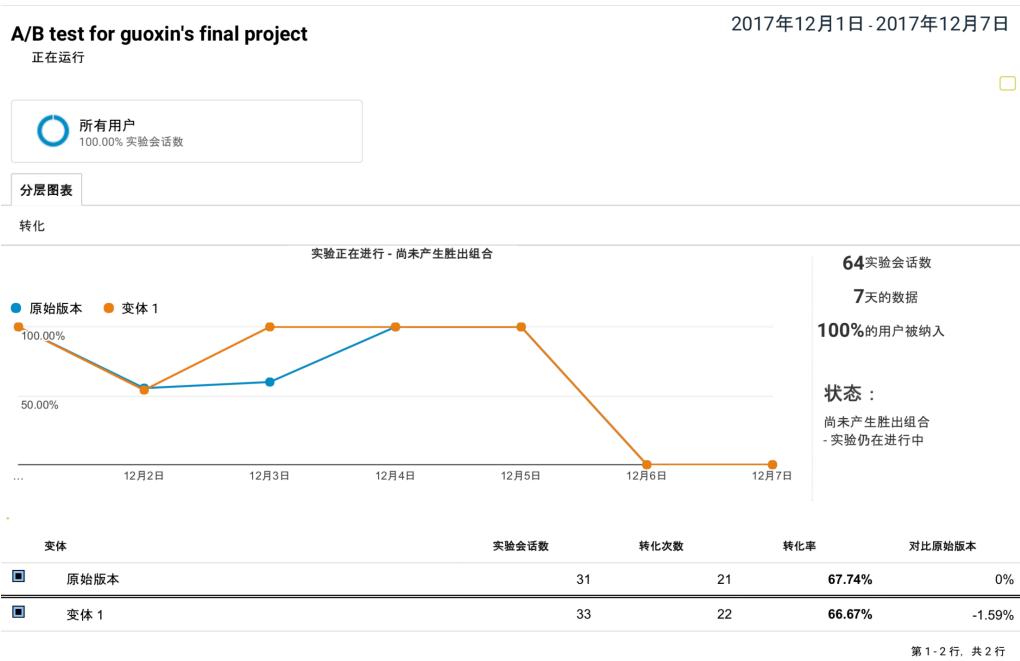


Figure 28. The conversion of goal 1 in the A/B test

From the chart above, we can see that the conversion of the variant is higher than the conversion of the original. Which means that in the Chinese version, visitors are more willing to click on the contact button than in the English version, while I think this is mainly because that I sent this website to my friends who live in Mainland China and use Chinese as their mother language mostly.

Meanwhile, I also test the average time spent on my website, because as I mentioned before, time is a key word on the competition of seeking jobs. The longer people spent on my website, the more interested they are about me. I would like to know which language version can attract visitors much longer.

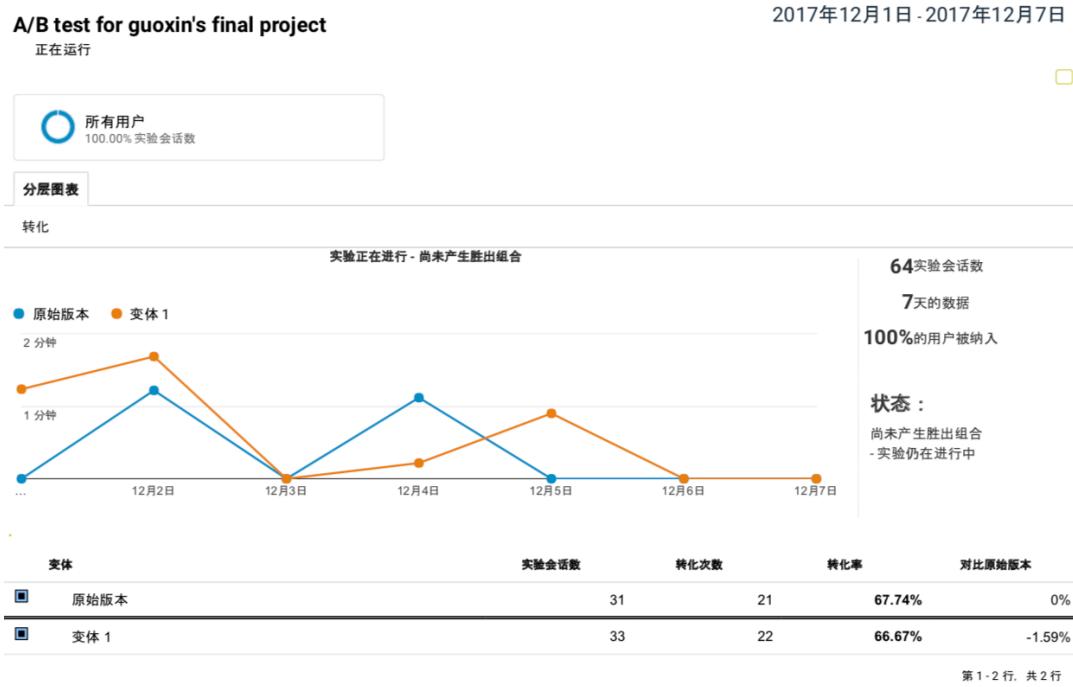


Figure 29. Average time spent on the website

From the chart, we can see that before December 3rd, average time spent on variant is longer than time spent on original, while in the December 4th, original is longer than the variant, and then after the December 5th, time spent on variant is higher than time spent on original again. Focus on the whole situation, the conversion of original is 67.74% and the conversion of variant is 66.67%, the difference between them is quite small, thus, I can draw the conclusion that there is almost no difference between average time spent on Chinese version and English version.

Thanks to the result of A/B test, I decide that in the further practice, I will send different

version of language according to the first language the company use, if the company is a foreign company, I will use the English version, while if the company is State-owned, I will use the Chinese version.

Dashboard

After finish the whole design, I put my website into Google Analytics to confirm how well it performed. On the google analytics, I design my own dashboard of the website performance. In order to evaluate my website from various aspects, I use the amount of clicking the contact page button, the conversion of clicking the contact page button, average time spent on website, page views, number of sessions, bounce rate and the number of users as the assessment criteria.



Figure 30. The dashboard for the website

Meanwhile, I compared the statistics from all users to new users, new users stand for the new visitors that come to visit my website at the first time, which play important roles on the first impression of my website, their bounce rate and conversion always make sense.

From the dashboard showed above, it can be see that the page view of the website is 140 during the seven days, 58.57% of the viewers are the new visitors. In the aspects of the amount of clicking the contact page button, the conversion of clicking the contact page button, average time spent on website and number of sessions, the amounts of new users are lower than the average level, also the bounce rate of new users is higher than the average level, which means that new users tend to spend less time on my website and are less welling to click the contact page. Thus, there are still something for me to do to improve my website in order to make it more attractive.

Besides, it can also be noticed that the average time spent on the website is one to two minutes except the 20 minutes one at very beginning, this means that time need to spend on my website suits the requirements of the HR as she said to me that on the season of recruitment, HR will only spend one to two minutes on each applicant, which means that the information on my website is suitable for an online resume.

Moreover, the visitors on my website are mostly come from Mainland China, followed by Hong Kong, United Kingdom, Taiwan, and United States, which means that it is necessary to have both English version and Chinese version for my website.

With the help of dashboard, I am able to see the performance of my website statistically and notice some problems I have never think about before, it helps more my website more comprehensive.

Conclusion

This is the end of course COM5961, when selecting the course in the begin of the semester, I know it will be a tough path for me to go through. I have never learnt about coding or even something related to coding before, to be honest, this class is quite a huge challenge to me. But! Finally! I make it! I have not imagined that I could know the meaning of each code on html, css or Javascript, also I have never heard about storymap, timeline, etc. before, while now, I not only know them, I can create them by myself! Although there are still some limitations on my website, for example, there are advertisements on the videos I put on my portfolios which are unavoidable because I get the videos from the online video website, I still learn a lot when designing my website and carry out design thinking that professor Bernard emphasized during the whole semester. With the help of this work, I make clear what I want to do and what I should do to accomplish my goal. In the future, I will improve my website according to the advice I get from the usability test, the presentation and the dashboard, so that my website will meet my target users' need much better and improve the user experience well.