

Rationale

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This is the final version of my website. To describe it thoroughly, I will introduce the audience, goals, design process, alternatives, improvement and so on in the following.

1. A description of the audience and design goals, based on earlier rationales.

The audiences of my site are the software-related employers or software engineers. Since my concentration is computer science and I want to be a software development engineer in future. My target audiences are people who are related to my career, like the HRs in software companies, software engineers, or any person in software projects. It is reasonable that software-related employers are my audiences. Meanwhile, software engineers who are not the HRs are also my audiences. Since I want to be one of them, this site can help me know more software engineers and make them be acquainted with me. All of them are my potential colleagues. They are interested in my experiences, skills, and my characters. The goal of my site is to give them the introduction of myself. It is similar to the LinkedIn, but with more details and more flexible contents. For example, in my site, I can add more pictures, including myself, my projects' results or my interests (anything that is related to me). So, through my site, audiences can realize my professional abilities, which is the basic factor for employers and my characters, which can reflect whether I am easy to cooperate and whether I am creative. When I apply for a job later, I can offer the link of my site and show more information to HRs rather than just a resume. The final goal for my site is to help my job application or career development.

2. Explanations of how your visual, information, and navigation design choices meet those goals and satisfy those audiences, based on earlier rationales.

Generally speaking, my site meets the goals and satisfies my target audiences.

(1) For the information and navigation design:

My site has several pages. The first page is the "Home", which is the general page with little information. To keep it clean, I only put one picture and a few sentences there. It is not a good design to put too much stuff in the "Home" page. To get more information, users (audiences) can click the "About", "Professional" and "Extra" in menu bar. Each of them is linked to other page. The page "About" describes my basic information, including the phone number, address, what position I am looking for, and so on. It seems like the cover letter or the summary in the LinkedIn. Also, users can link to my LinkedIn and facebook by the links at the bottom. The page "Professional" provides details of my professional experience, including the courses I took and the projects I did. This page can include the pictures of my projects' results. For example, in my page, some courses are linked to the home page of the courses. By clicking these, users can know the detailed description of courses. For projects, some are linked to the final report we did. It gives the official result. The "Extra" page shows my interests beyond my field. It offers audiences an all-round

impression. Even though it's less related to my career, it mirrors my characters and personalities. For employers, it is reasonable to get more information about a person who maybe works with them together.

I came up with the idea from my application of intern. When I applied intern, I found that many companies wanted employees to provide several useful links. The only link I could offer was the LinkedIn. However, I think the LinkedIn cannot reflect myself perfectly. Thus, I hope to build up a personal website to help my application for the full-time jobs. At the beginning, I only put professional information on it. The structure at the beginning is only "Home", "About" and "Professional" pages. Those are directly related to my application for the jobs. Later, I think it is a good chance to show more aspects of myself. So, I add the "Extra" page. Since it still aimed to help my application, I don't want to put too much on this page.

I think this web can really help me even after this course. When HRs get my application, they can get my resume. However, it is only one page, with the list of my experience. How can I make them remember me? With this site, I can give them deeper impression. Since most applications accept the external links. My site is a good platform.

There are the tradeoffs, like how many words should I contain, and how many details should I put in each page. Words can deliver more details but too many words will reduce the probability that users look at the page carefully. Think about a web page filled with words, it is really a disaster. Thus, I try to put only the necessary words. Especially, I only put two sentences on the "Home" page. Even though I hope to offer more information at the beginning, too many sentences in the first page will scare the users away. Now, in my page, users can choose whatever they are interested in by clicking the menus bar, and it will stimulate users to explore more. Another example is in the professional page. I want to show more about my projects and courses but it is hard to describe it in several sentences. By using the links, I can exhibit a clean page and users can get more information based on their requirement. For instance, if the audience is in the field of machine learning, s/he maybe click my machine learning projects and realize the machine learning methods and algorithms we used. Otherwise, if I show it on the "professional" page directly, audiences who are not interested in machine learning will feel annoying. Since the audiences can choose whatever they want to know, it is appropriate for them. I don't push them and they just explore them.

There are many alternatives. For example, the describe of myself can be in time order, like the menus bar contains high school, undergraduate, graduate and so on. However, since my audiences are software-related employers, and software engineers. High school experience seems to be useless because I did nothing with software. Another alternative is to put more fancy pictures in the "Home" page. However, it is risky because I cannot make sure whether the audiences like those pictures or not. For any fancy picture, audience A might like it while audience B might dislike it. "Less is more". The whole structure is clear for me. But I have

considered if put more pages on the site. For example, I can split the “Professional” page into several small pages and each page can contain more details, or add more pages related to my non-professional aspect. However, in this way, there are too many choices in the menus bar. For users, a clean and clear menus bar is more appealing. As I said, it can let them explore the site personally. Also, I can put pictures of projects on the “Professional” page. But after the consideration, I just put the basic descriptions on each project and more details on the link. Thus, it is more organized now.

(2) For the visual design:

The general feeling I want to show is warm and comfortable. Thus, most colors I chose are warm and soft colors except the footer part which shows the copyright. Based on the principle of “Contrast” in C.R.A.P., I chose colors carefully. For example, the menus bar is green and boxes on “Professional” page are deep red. Thus, the words on them are white in order to make words clear. On the “Professional” page, the titles of courses and projects are big size and the descriptions are small. It emphasis on the titles.

I used several pictures on each page, especially the “Professional” and “Extra” pages. As I learned online, articles with images get 94% more total views and 60% of consumers are more likely to consider or contact a business when an image shows up (from <http://www.jeffbullas.com/2012/05/28/6-powerful-reasons-why-you-should-include-images-in-your-marketing-infographic/>). A picture is worth a thousand words, and when it comes to capturing audience’s attention, I want to take full advantage of every chance to communicate my message. Therefore, in the projects and courses part, I added related pictures to each item. For example, I added icon of hadoop in the left of the project “fast convergence pagerank on hadoop”. It increases the probabilities that users read the description.

3. Changes since Milestone 3 and why, particularly ones you learned from testing.

There are a lot of changes since the milestone 3.

(1) For every page, I changed the background color. The former color is white and I think it is a little insipid. Now, I use a warm soft color, which makes audiences more comfortable. What’s more, I modified the navigation bar. Firstly, I add more space on top if it. Secondly, I enlarged the size of words and height of bars. These make clicking bars easier. In the p1m3, it is a little hard to click the bar since the height is not large enough and the bars are close to the window deeply.

(2) For the “Home” page, I put my name and my desired position here. In p1m3, I just put my photo and vague description there. I thought “Hello World” was a good indicator of software. However, in the session, other classmates said it’s hard to get the point. In the former photo, the border had the word “Oneday”. They felt confused since they thought it was the name of a company. Thus, I edited the photo, changed the border, and deleted the word on the photo.

(3) For the “About” page, I enlarged the box that contains the picture. In the p1m3, there was more space in the right then in the left and the right side of box is not in a line with right side of words below the box. Now, they align with each other. For the quick links, I used the icons rather than using the words, which was in p1m3. Icons are more straightforward and vivid then the word. Once clicking the icons, page transferred to the facebook page or linkedin page.

(4) For the “Professional” page, I edited a lot. Following the suggestions from testing, I added more CSS effects on this page. Also, I changed the color of both lists and boxes. In p1m3, they are in grey, which is monochrome and doesn’t match other pages. So, I changed the background color of box to red and showed the word in white. However, I got the feedback from TA in office hour. TA said it was hard to recognize the color and the background color of the box is a little flamboyant. Thus, I used the flat color as the background and I chose a deep color (deep red) to get word more recognizable. For both the courses and the projects, I organized them in the similar format. As it is said in the proximity in the C.R.A.P, similar or related elements to be grouped together to form a cohesive whole. Courses and projects are related to my professional field and I put them in the same page. Thus, I used the same method to represent them. I also added pictures in the left of courses and projects. They could give the audience a general impression of the courses and projects. For example, I put the yellow elephant, which is the icon of hadoop in the left of the project “fast convergence pagerank in hadoop”.

(5) For the “Extra” page, I changed the CSS of boxes below the pictures. In p1m3, I used absolute in the position. It is not a good usage since if users change the size of browsers, the boxes would not move followed the pictures. So, now, I put each picture and the box below it together and in on div.

4. Problems that remain.

Nothing.

5. Things you did that are above and beyond.

In the “Home” page, I put the photo firstly. And then I found that the border color of photo doesn't match the color of page background. I tried to set pictures of background and searched many pretty pictures. However, it still looked weird. Then, I decided to change the color of background to the color of picture border, which is a warm and soft color. I put the photo online and got the number of border color and then set the background color. Followed the rule of C.R.A.P., especially the repetition, I set background color of all pages to this color.

6. Any specific questions you have or feedback you want from the TA staff.

I got some feedback from TAs and improved my webpage a lot.