

# Final Web Design Report

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## 1. Introduction

Web design is a process that requires flexible use of various skills, including logical thinking, coding, and layout ability, etc. A good website is not only beautiful but also user-friendly, which is able to convey designer's ideas, meet the users' needs smoothly. The objective of this website is to show myself, help me stand out from other competitors in the process of job hunting. Design thinking and 5 UX planes (see figure 1) play an important role in web design. In this report, I have introduced the reason and process of designing my website based on designing thinking and UX plane in details.

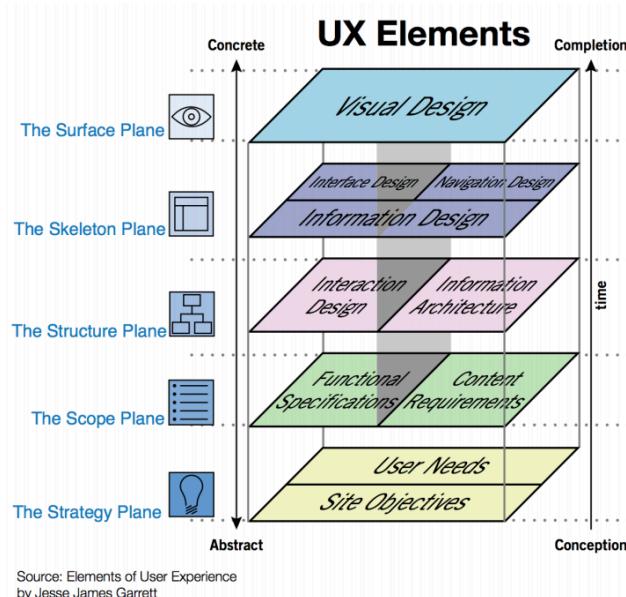


Figure 1. Five UX Elements

## 2. Strategy Plane

One of the most important things before designing my website is to make clear what the objective is. Of course, the goal of designing a personal website is to help me stand out from other competitors in the process of job hunting, and get my dream job. I asked myself what my dream job is and what kind of job most suit me based on my knowledge and past experiences.

I was studying advertising during my undergraduate period, and switch to new media to pursue a master degree. I hope I can combine what I have learned in the two majors in my future career. And in the past three years, I have worked as an intern in a newspaper office, participated in the graduate enterprise program, in which I was responsible for the promotion of the product. I have also worked in advertising company for 8 months and operated several WeChat official account. Considering my education background and internship experience, I think I am more competitive in applying for a position in the area of digital marketing. And the target users of my website are the recruiters or the future leader in the department.

Since I want to find a job in digital marketing. I had visited some of the companies' websites to see the requirements of this position. In general, the requirements may include the following points:

1. Possessing a technical background; have a basic understanding about coding;
2. Being able to collect and analyze large amounts of data;
3. Being familiar with marketing/branding, media and consumers;

4. Having excellent logical analysis ability, learning capacity, as well as sense of responsibility.

I also interviewed some of my friends to get some guidance for the design of my website. Three of them are working as a marketer or digital marketer in advertising companies, one is a HR in an Internet company. They gave many suggestions. According to the interview, I understand that recruiters wouldn't ask applicants to provide a personal website, but they also pointed that having a personal website will make me stand out among all the applicants, especially when I am applying for Internet related positions. Meanwhile, they also suggested me to upload my CV in PDF format to the website, which may be convenient for recruiters to download and browse it. Shi Yao, a digital marketing manager, told me that recruiters don't want a web page which is just a copy of the resume. It reminds me to add more and different content to the page to show myself. She also told me what recruiters most want to see on the website are my experience, skills and works, which will be the focus on my website. And my HR friend suggested me to design a single-page website. She told me recruiters are always very busy with many resumes, they don't have too much time on the website. Personal websites need to be as concise as possible, which is simple and easy to use. In addition, a friend who is studying CS told me single-page website is more suitable for mobile devices and responsive website layout. So, I decided to make a single-page website finally.

In the light of researches above, I have identified my target audience and their needs, the objectives of my website, and user journey mapping shown as follows (see

figure2, figure3):

Site objectives		Target users		User needs
Primary goal	Making me stand out among the competitors and persuade recruiters to give me the chance for face-to-face interview, and finally get my dream job.	Primary user	Recruiters from big brand companies	Looking for potential graduates for a digital marketing position.
Additional goal	Showing my comprehension about marketing, skills in coding and data field,	Secondary user	Further leader in the department.	Looking for potential graduates as an digital marketer, as

	and the works which cannot be presented in the resume.			well as understanding more about their future subordinates
Additional goal	Making my website clearer, more beautiful, and more user-friendly, to leave the recruiters with a good first impression.	Secondary user	People working in the digital marketing or marketing field, or want to find a job in this field.	Looking for companions to share experience and information.

*Figure 2. site objectives, target users, and user needs*

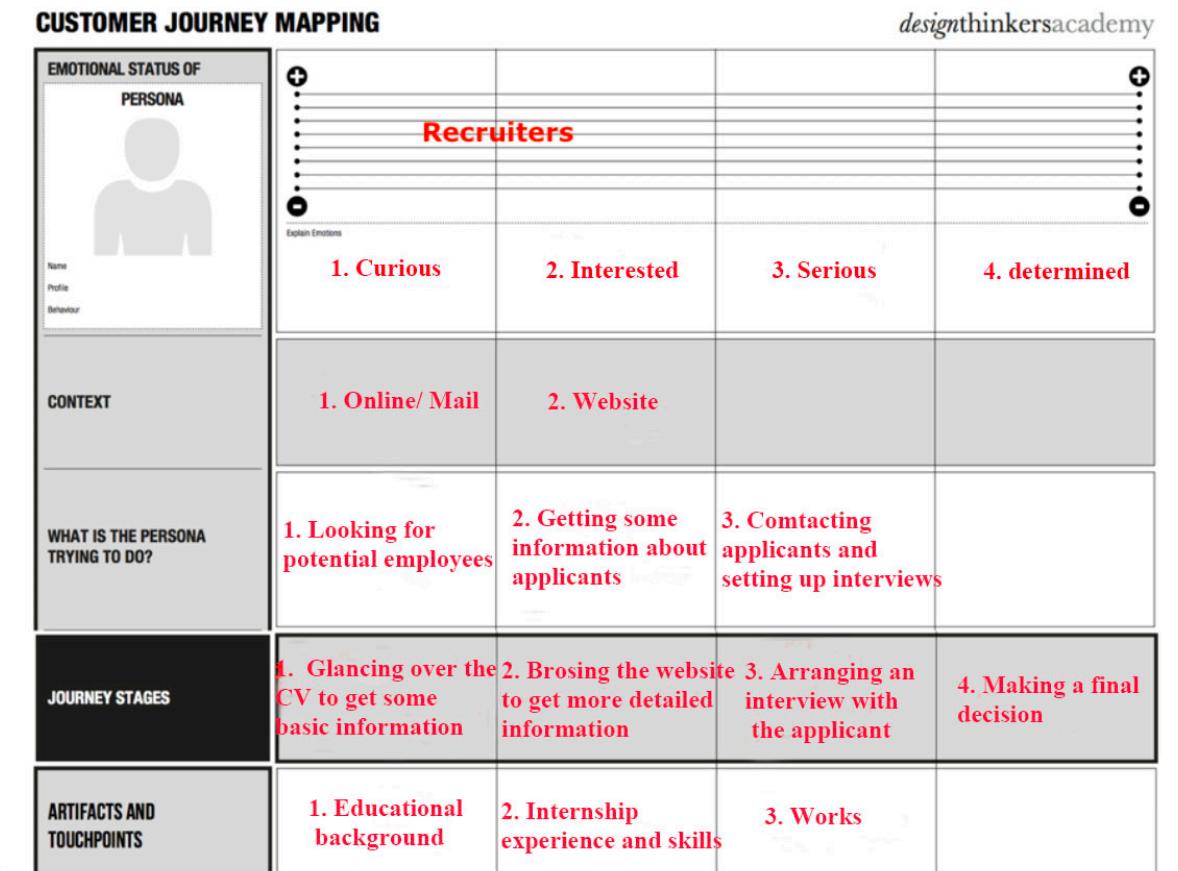


Figure 3. User journey mapping

### 3. Scope Plane

Functional specifications and content requirements should be defined at this stage.

I need to determine what content should be included and basic function of my website.

#### 3.1 Functional specification

(1) Download function: Visitors can easily download my resume and projects in pdf files.

(2) Contact function: Visitors can contact me easily when they are interested in me.

(3) Effective navigation: Users can use navigation bar to go to where they want to go on the website. I will put the navigation bar at the top of the screen, and when users scroll down the page, the navigation bar will always appear at the top.

(3) Bilingual website: Users can choose the language they are used to when browsing the website.

### **3.2 Content requirements**

(1) Identity information: As a personal website, portraits and identity information are necessary. It's better to simply state my target position at the beginning.

(2) Experience: My education and internship experience should be provided for the reference to the recruiters.

(3) Skills: To get the position I want, I have to show the skills to the recruiters.

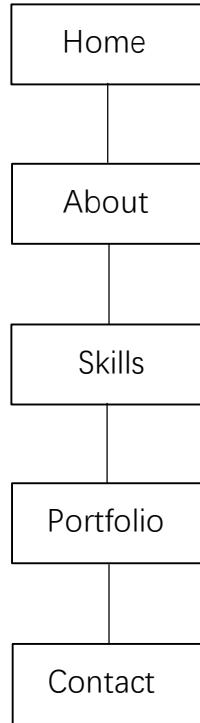
(4) Portfolio: I would put my recent works on the portfolio. Recruiters can understand my ability through my previous works, and the works are also the proof of my skills.

(5) Contact information: I would like to put my phone number, e-mail address and social account (Weibo and WeChat) on the “Contact Me” section, users can contact me easily through these ways.

## **4. Structure Plane**

Since I adopted single-page to build my website, the logic and information architecture of my website are simple and easy to understand. The users can scroll the page or choose to use navigation bar to reach what they want. At this stage, I need to

determine the content contained in my website and its structure. In addition, I built a simple site map (see figure 4) for my website.



*Figure 4. Site map*

## 5. Skeleton Plane

At this stage, I have to develop an idea about which elements should be included in each block and how they could be arranged. I need to make a small prototype about my website before really designing it. Low fidelity wireframe prototype seems a good choice for me because not only is it easy to operate but also can indicate the content and my design concept well, keeping balance for both simplicity and flexibility. Creating a prototype allows me to understand how my website looks like and how the users may interact with my website. My website is divided into five blocks, namely, Home, About, Skills, Portfolio and Contact. When users roll the page, the navigation bar will always appear on the top of the screen. (see figure 5-9)

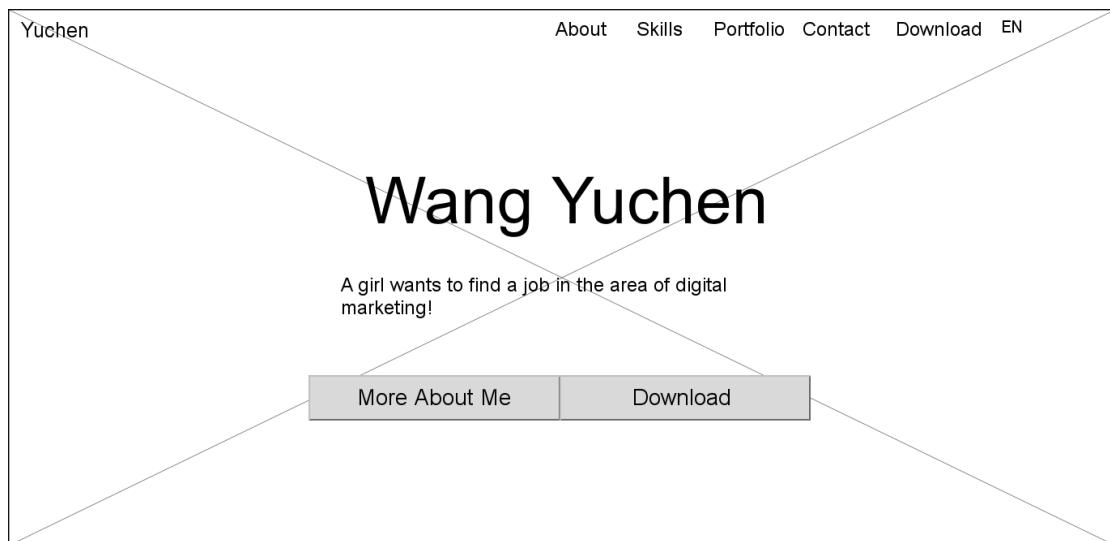


Figure 5. Wireframe-Home section

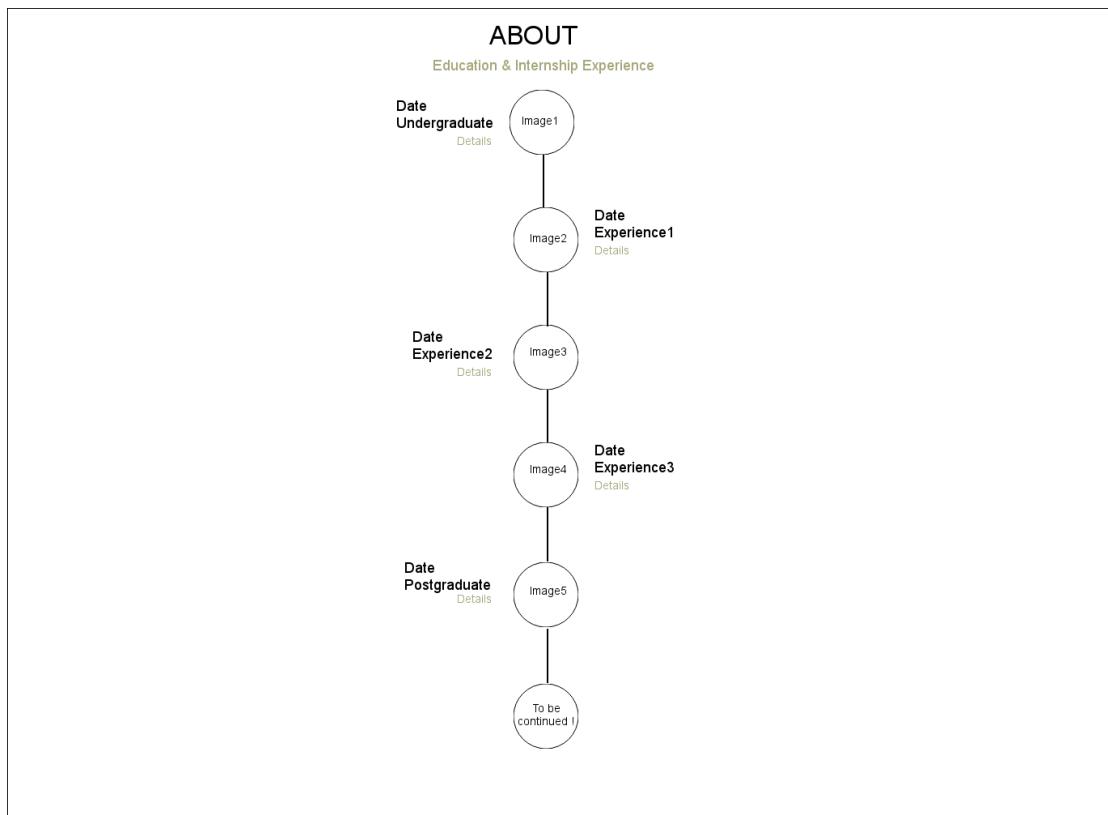


Figure 6. Wireframe-About section

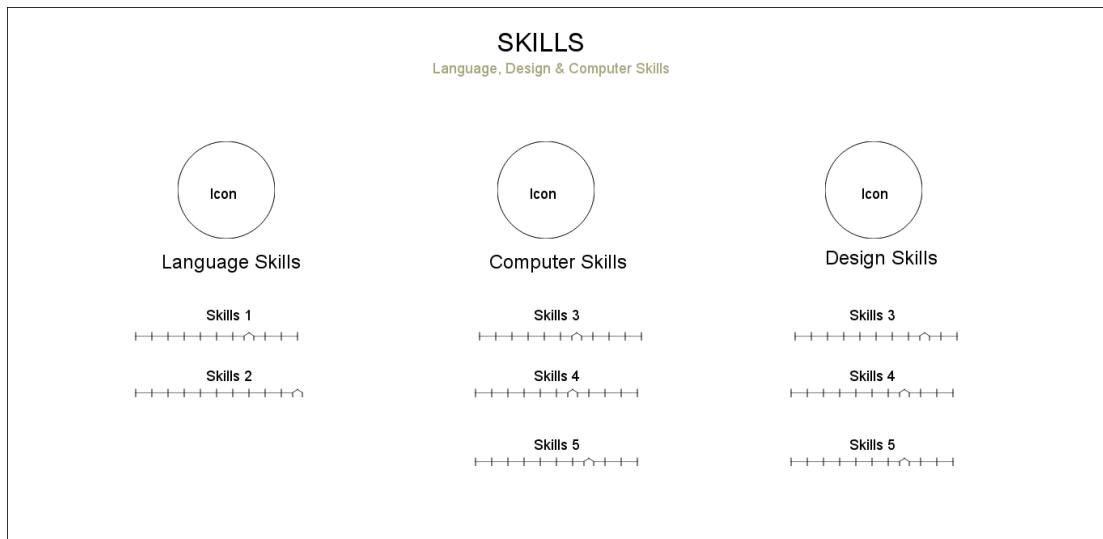


Figure 7. Wireframe-Skills section

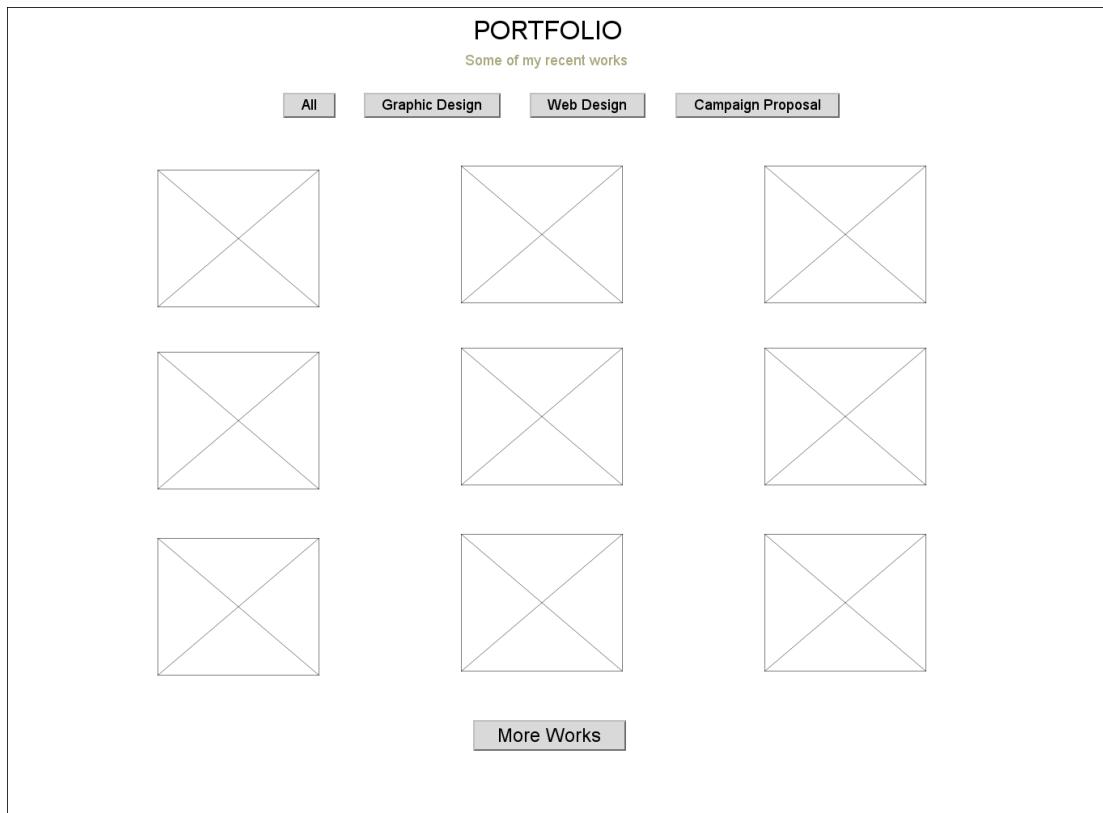


Figure 8. Wireframe-Portfolio section

**CONTACT ME**

If you have any questions, please contact me !

Image 1      Image 2      Image 3

Phone #

Email Address

Icon      Icon      Icon

Some text

**SEND ME A MESSAGE**

If you have any questions, please contact me !

Your Name\*

Your Email\*

Your Phone\*

Your Message\*

Send Message

Copyright © Wang Yuchen 2017      [Icon](#)      [Icon](#)      [Icon](#)      Privacy Policy. Terms of use

*Figure 9. Wireframe-Contact section*

After I finished these wireframes, I invited some of my friends to look it and test it. I asked them some questions such as “What else do you think needs to be added for this site”, “Could you find what you want in this website”, and “Is this information architecture clear enough”. They all said the logic and structure of this prototype are clear and easy to understand. And suggested me to change “Download” to “Download Resume”, since “Download” was not very accurate, and people may not know the real function of this button. They also suggested me to add some contact information at the

footer.

## 6. Surface Plane

After I had defined my goals and target audience, determined what content needs to be included in my website and how it should be arranged, finished the prototype and did some test. Now, at this stage, I need to turn the model into a real website. It is very difficult to realize my expectation. To build this website, I utilize Pingendo, Sublime, and some Bootstraps template.

### 6.1 Images

For a personal website, some images which can show myself are very important. I uploaded a photo that I sat on the background of CUHK as background of Home block (see figure 10). The tone of this picture is bright and cheerful, delivering a pleasant mood to users. For experience section, there is a corresponding picture for every experience (see figure 11). And I also use portraits on Contact block (see figure 12), I want to leave some impression to the recruiters in the future.



Figure 10. Home Section

## EXPERIENCE

*Education & Internship Experience*

**August 2012**  
**Anhui University**

I entered the School of Journalism and Communication in Anhui University after the college entrance examination, and my major is advertising.



**July 2014 - September**  
**An Internship in Hefei Evening News**

I worked as a intern in the Department of Social News in Hefei Evening News During



Figure 11. Experience Section

## CONTACT ME

*If you have any questions, please contact me !*



OFFER



Tel 852 60935572  
Email 18225945588@163.com



[!\[\]\(501609ec001064a65818a4bc4878ff5d\_img.jpg\)](#) [!\[\]\(1141a02441e74fadc2a5725643a95b8a\_img.jpg\)](#) [!\[\]\(51f538b6d037fbe6b6f2688e05a94a58\_img.jpg\)](#)

Figure 12. Contact Section

### 6.2 Color

The main color of my website is yellow and blue. Yellow represents enthusiasm while blue represents calmness. The two colors can create a good contrast, which brings a vibrant look. The texts are in black or grey, which are very easy to read.

### 6.3 Typography

In the website, the font-size of title is bigger than it of description text to create a clear hierarchical structure. And in the Home section, I use handwriting for my name and target position, making it more beautiful and personable, and the name on the

Chinese version is very similar to my handwriting (see figure 10, figure 13).



Figure 13. Typography

For more details about the visual design of my website, you can go to my website:

<http://dev-my-pantheontraining.pantheonsite.io/personal%20portfolio/index.html>

## 7. Test

The last step about design thinking is test and learn. After finishing the web design, I have conducted some tests in both qualitative and quantitative ways to measure and analyze the performance of the website, find problems and try to figure out them to improve my website.

### 7.1 Usability test

As research shows that 5 people is enough to identify most (80%) of the usability problems. For the usability test, I also invited the friends who I interviewed at the beginning and a friend who was studying human resources in CUHK. The whole test lasted about 5 to 10 minutes for each participant. I asked them to think aloud, speak their mind aloud when browsing my website – What is the purpose for each operation? What are they looking for? What satisfied them or made them frustrated? During the process, I observed their using flow and record the important comments and problems.

Here are some questions I asked them on the usability test:

Question Number	Question
1	Is this website easy to read?
2	Could you find what you are looking for?
3	Could you tell each block is about?
4	Do you notice the download button?
5	In there anything to improve for this website?

All the participants thought the font size was okay and the words were easy to read.

And they could understand the purpose of each block. One participant suggested me to change “About” to “Experience” for the second block to make it more specific. They were able to find the information they wanted. Three of them only noticed the blue download button on Home section, while neglected the button on the navigation bar. It is right for me to set a button on the home section.

For the last question, they gave me some useful suggestions, such as using more formal photos on the block “Contact me”, adjusting the button size on the “Home” block and using bold fonts on the navigation bar to make it clearer. A friend suggested that I add explanatory text below the portfolio, Otherwise, people may not know that the pictures are clickable. To test whether this is really helpful, I conducted an A/B test by using Google Optimize.

I also found some problems through the observation:

- (1) The single page website takes too much time for loading since there are a lot

of content and images in a page. Maybe I need to compress the content.

(2) Some people did not notice the button in the upper right corner for switching between Chinese and English version.

I also gave them to tasks: download my resume and find an AD campaign portfolio. They finished the tasks very quickly since the function and logic of this website are very simple. So, the finish time of the task is not the focus about this test.

Moreover, my website is responsive. I also did a usability test for the mobile version and found some problems. Some function such as mouse over cannot work on mobile phone, so the phone users cannot see my WeChat QR code. In the future, I will try to improve the mobile version, since more and more people choose to browse the website through mobile phone.

## 7.2 A/B Test

A/B test is a good approach to test whether some changes will bring better effects, especially when we are indecisive, the data will tell us which version we should choose. I utilize Google Optimize to conduct my A/B test. The experiment has lasted for 9 days by now, it's better to run the test as long as 2 weeks to collect more data and traffic.

In this test, I created a variant in which I deleted the explanatory text “Click the picture you can get more details” (see figure 14, figure 15), I wanted to test whether people would notice this text, and then click the picture more. I hypothesized that some users would not notice the pictures under portfolio are clickable without

explanatory text, and the variant version (without explanatory text) would have higher bounce rate, lower duration and less picture clicks.

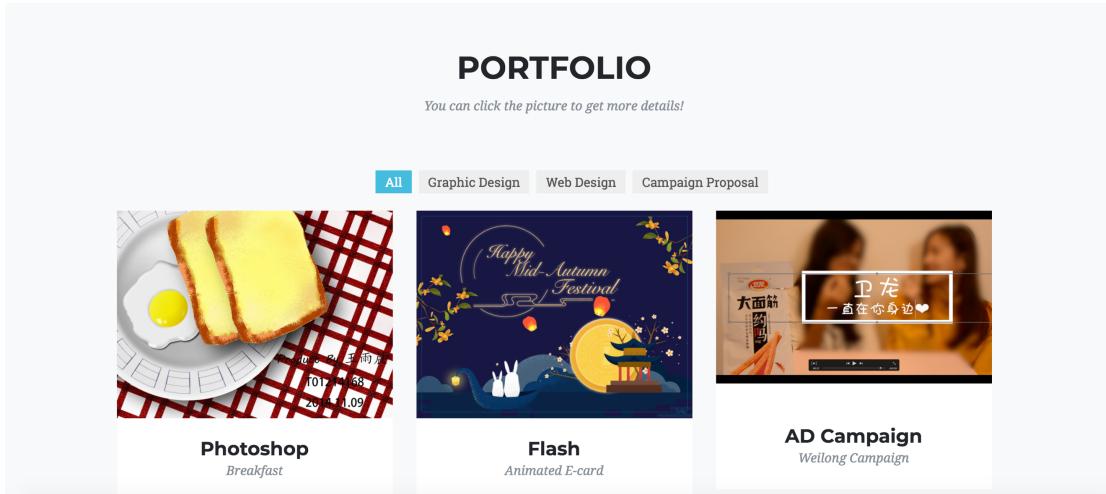


Figure 14. A/B Test-Variant 1

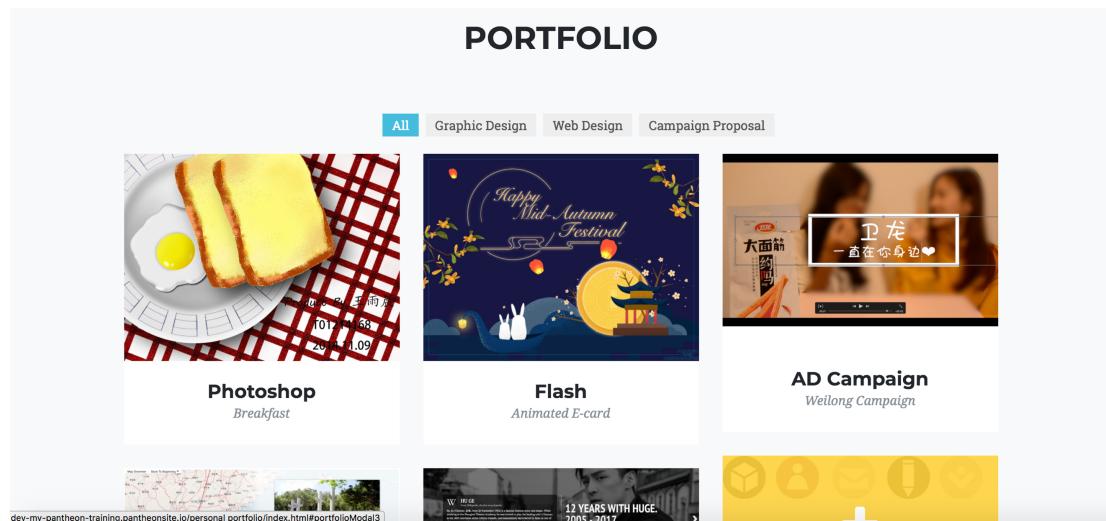


Figure 15. A/B Test-Original version

The experiment is still running, and I could not figure out which one wins. From the current data, the result may not be in conformity with my expectations. The average session duration was always fluctuating, but in general, it of variant is higher than the original version (see figure 16). But the bounce rate of the variant version is

higher than it of the original version (see figure 17). What's more, the variant has received more picture clicks (see figure 18).

It seems that whether there is explanatory text that has little impact on people browsing the portfolio block. Maybe in the future, I can add some more obvious hints and do the A/B test again

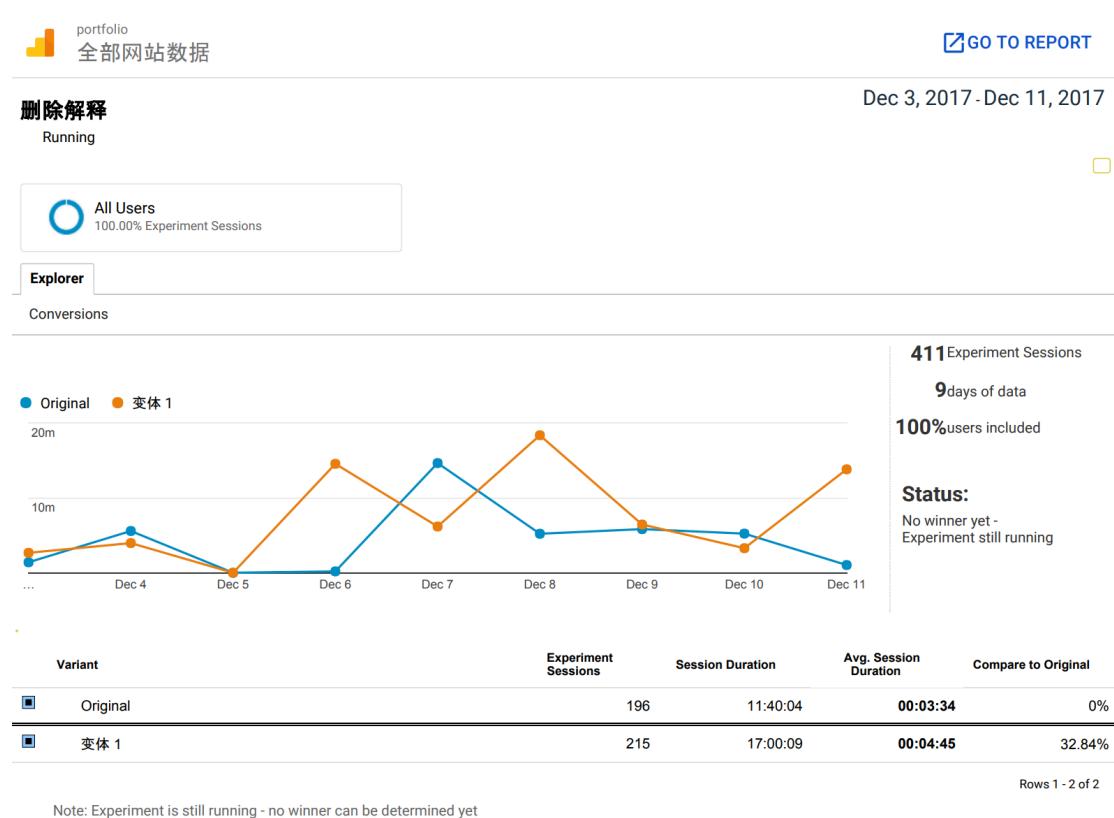


Figure 16. Google Analytics A/B Test Experiment-Average session duration

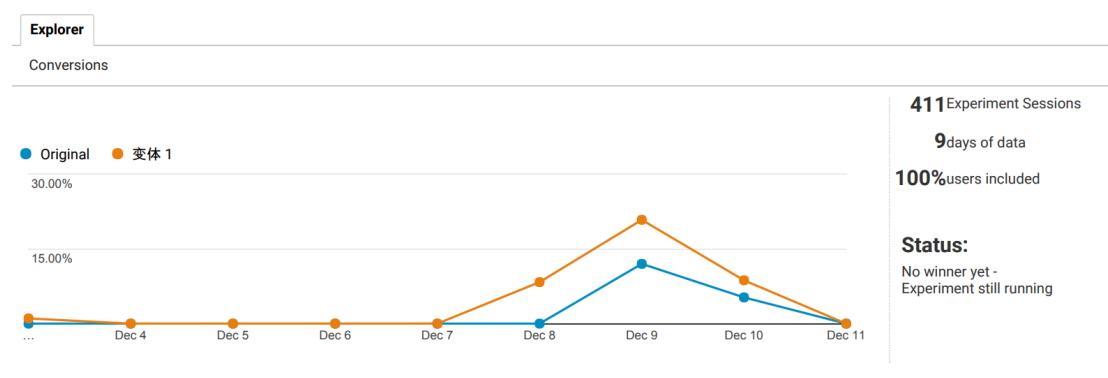


Figure 17. Google Analytics A/B Test Experiment-Bounce rate

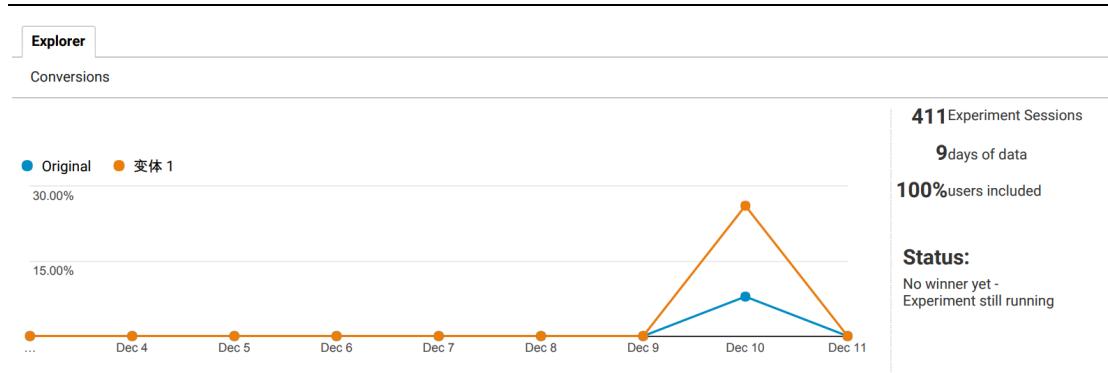


Figure 18. Google Analytics A/B Test Experiment-Picture clicks

## 7. Dashboard

After launching the website, it is necessary for us to monitor the operation of the website. Google Analytics is a useful tool, which can help me figure out who come to website, what kind of people they are, what do they do on my website. I can also set goals on Google Analytics based on the objective of my website to measure whether the website design is on the right direction, whether it can deliver enough information to the users. Through the data collected by Google Analytics, I can find the problems on my website, and try to deal with them to improve the website.

Creating a dashboard can give us a clear and intuitive understanding of the website performance. It is very important to choose the adaptable metrics. I use 11 metrics here which I think are most important for my website analysis. (see figure 19)

First, I need to get a basic understanding about the users. I am monitoring how many users come to my website, where they are from, which device do they use, and which browser do they prefer. I find that most of my users are come from mainland China, plus I want to go back to mainland China to find a job after graduation,

creating a Chinese version is a right decision for me. More than 90% of users use tablet or mobile to browse the website, I have to adjust the website design to ensure that every function can be implemented on mobile devices in the future. (see figure 19)

Then I monitor the users' behavior on my website, including the bounce rate, average session duration, page views. I have set some goals for my website, it is necessary to pay more attention to the completion and conversion rate of the goals. At this point, the bounce rate of my website is 26.58%, the average session duration is 2 minutes and 19 seconds. In addition, the goals of my website are clicking the button "Send Message" and download my resume, and staying on my website for more than 1 minute and 30 seconds. Now the goal conversion rate is low and the conversion rate of new users is lower than the general conversion rate. I will pay attention to the three metrics continuously in my future job search (see figure 19). I created an event—scroll depth (90%), but I forgot to set a goal for this event. So, it cannot be tracked as

conversion rate on the dashboard. I can only view it on behavior session. From the data, I can see only few users reach the bottom of the web page (see figure 20).

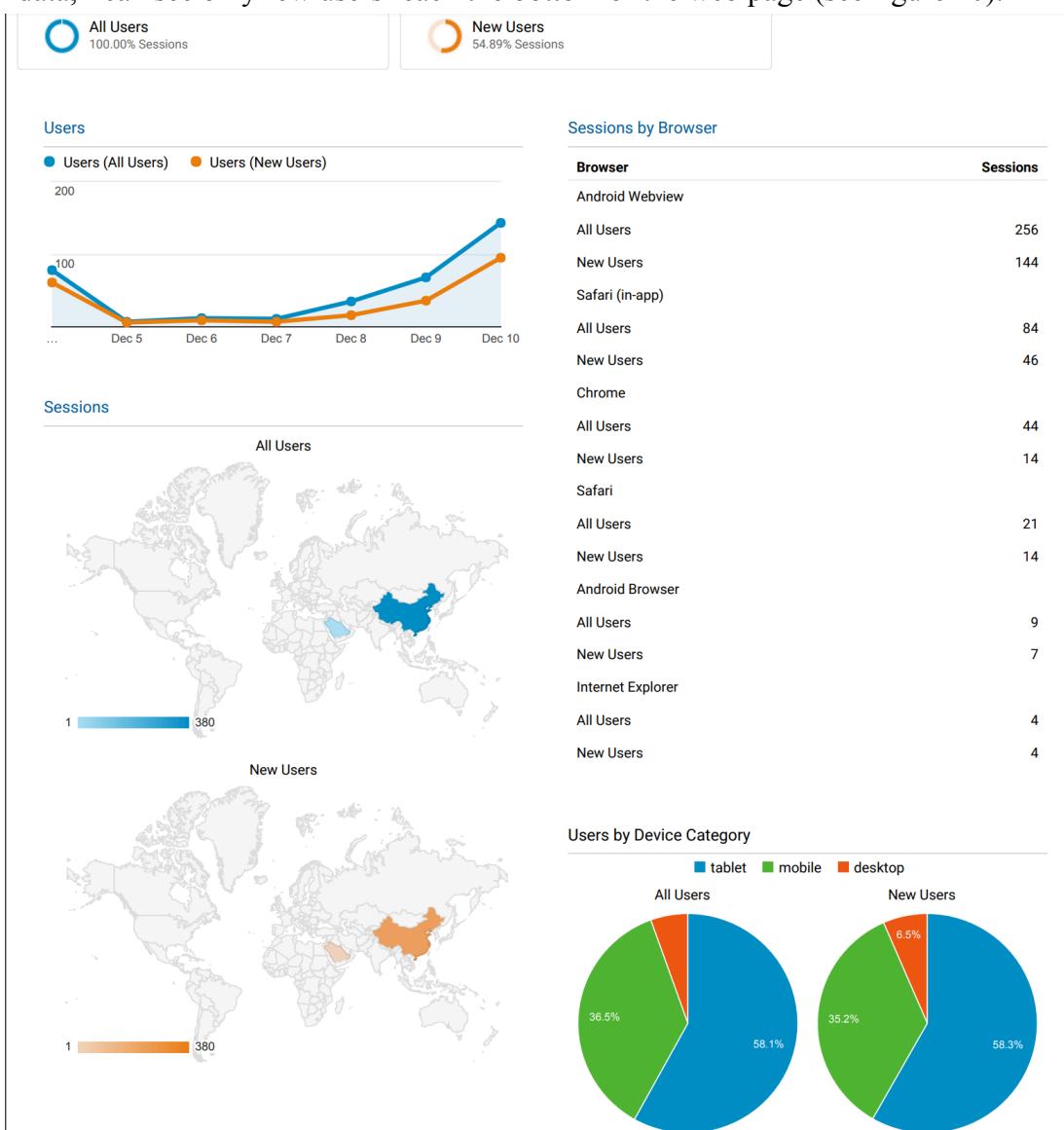


Figure 19. Google Analytics-Dashboard

I created a dashboard on Google

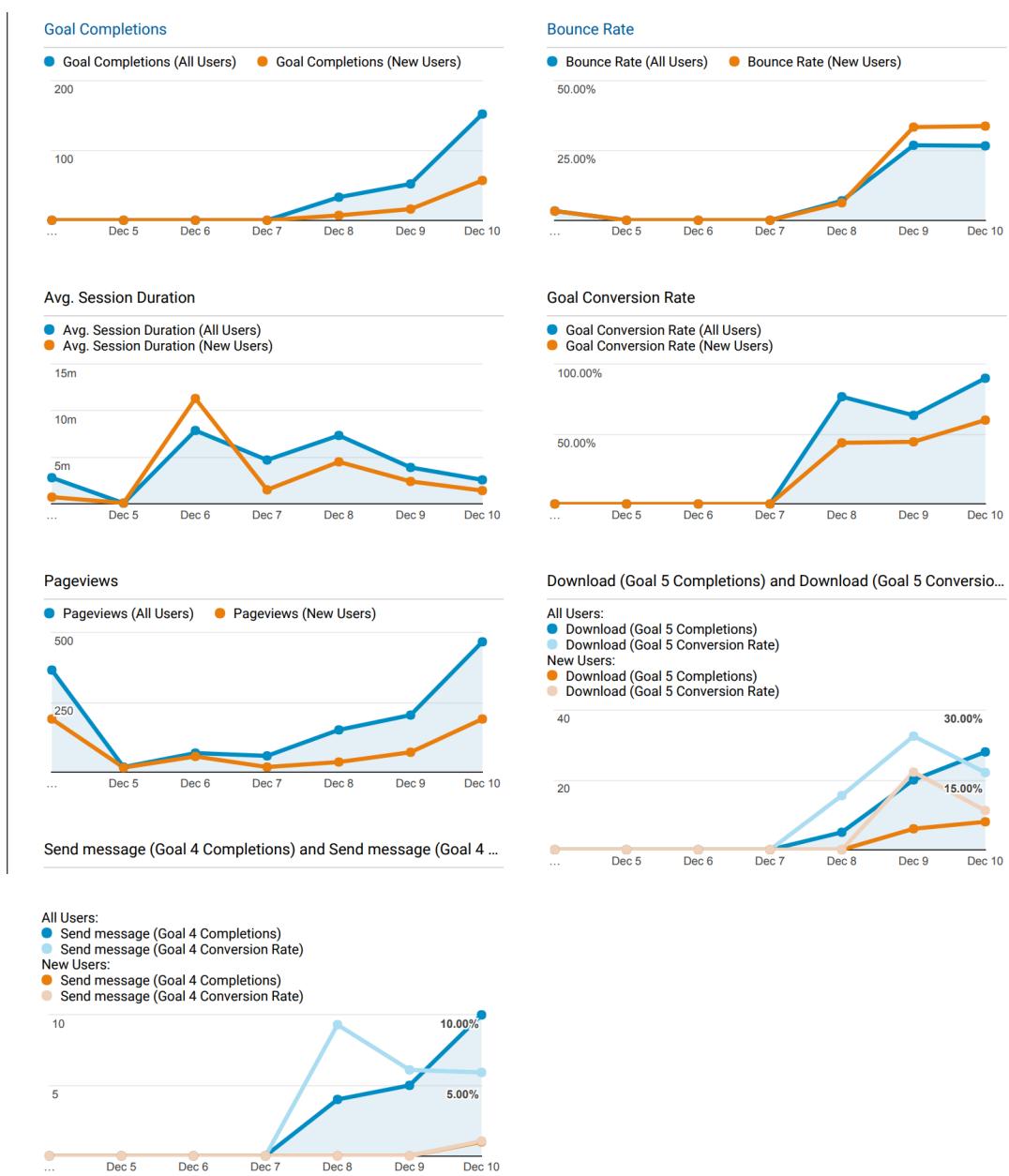


Figure 19. Google Analytics-Dashboard

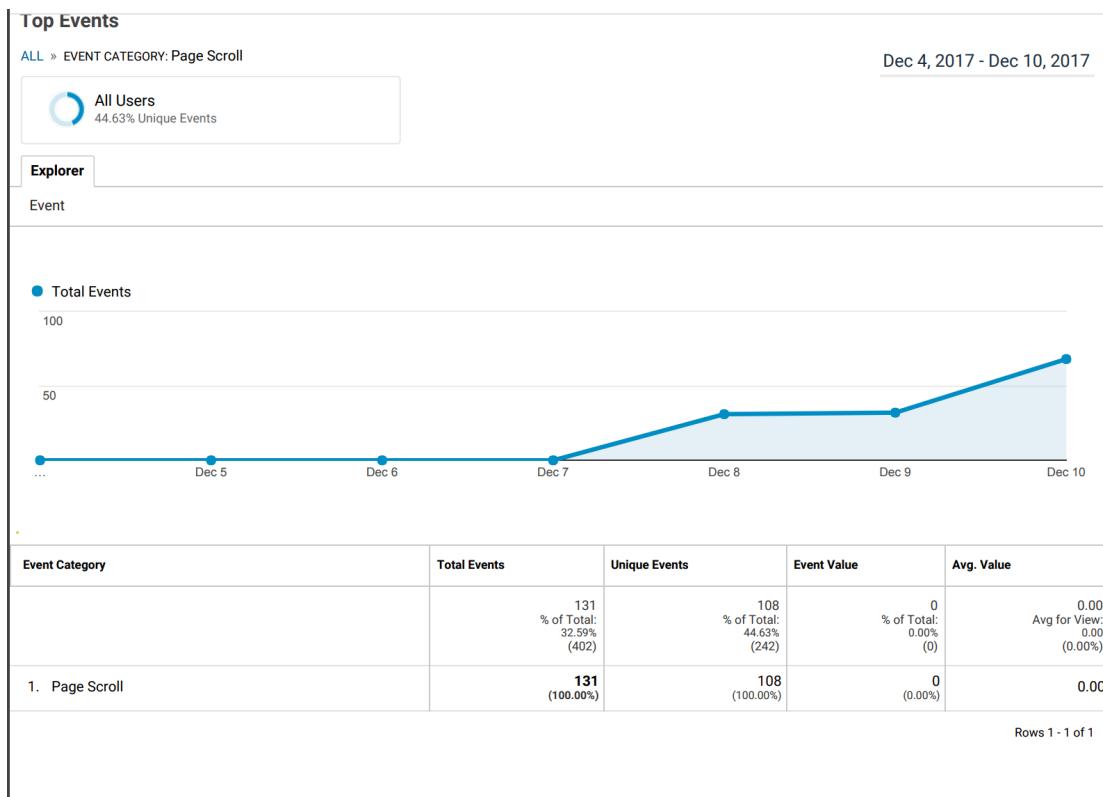


Figure 20. Google Analytics-Page scroll event

To be honest, the data I have gotten from google analytics is not very helpful, since I only send the url of my website to my friends and families, they are not my target users. Compared to the result, it is more important to learn how to use these tools to analyze the website, and apply what we have learned to the future research.

## 9. Conclusion

The process of creating this website is difficult for me. A sense of satisfaction and happiness occurs to me when I finished it. Although there are lots of limitations and problems on my website, I will try to improve it as much as possible. I hope it can really play a role in my future job hunting. Since time limitation, all my content is

stored on the front-end, and I plan to use Drupal to manage the content in the future to make it more flexible and easy to edit.