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| Accessibility | Accessibility means websites is friendly to people with disabilities. For example, people with visual impairment can visit the website easily. | I plan to add ‘alt’ attribute information to images and use semantic HTML. |
| Privacy | When looking for images add in my website, we should consider whether the images involve personal confidentiality and sensitive information.  For example, we should get permission from person who are photographed in the photo. | I plan to choose non sensitive photos in my website. They are pure animals or plants photos not involving any people. |
| Usability | Usability means the ease at which a person can get specific goals by accessing the website.  Readability is an important feature. For example, we should use consistent style for webpage. | I plan to use consistent color and font scheme to apply my website.  1) use XXXX as color scheme  2) use font style:  3) font size: XXX for title; XXX for subtitle; XXX for text |
| End-user consideration | We should consider the website design from viewpoint of end users. For example, we should know what the end users care about and what they prefer. | I plan to put XXXX on the top of the webpage and XXXX on the bottom because end user would pay more attention on XXXX and least attention on XXXX. |
| Sustainability and future-proofing | We should consider the maintenance for the website in future. As the business goes on, there will be new requirements from users. It should be considered how to maintain the webpage efficiently from now on. | I plan to order my CSS in a logic way as follow because it is easy to find where I should change in future.  1) The common CSS ruleset;  2) Ruleset for individual page;  3) Ruleset sequence same as the element on webpage |

**What is User Experience (UX)?**

In general, user experience is simply how people feel when they use a product or service. In most cases, that product will be a website or an application of some form. Every instance of human-object interaction has an associated user experience, but, in general, UX practitioners are interested in the relationship between human users and computers and computer-based products, such as websites, applications and systems.

**User Experience Methodology**

**Personas(人物角色)**

User personas are a fictional representation of the ideal user. They focus on the goals of the user, that individual’s characteristics and the attitudes he/she displays. They also examine what the user expects from the product.

We created user personas from other forms of user research; thus, they offer an in-depth, real-life vivid portrait that is easy for the whole team to keep in mind when designing products. Each user persona has a name and a backstory. Moreover, personas inspire the imagination and keep the focus on the user.

**Card Sorting**

Card sorting was originally a technique used in psychological research long before ‘UX research’ was a thing. It’s a simple concept: you write words or phrases on cards; then you ask the user to categorize them. You might also ask the user to label the categories.



The words or phrases you write on the cards depend on what you’re trying to find out from your users. For instance, if you want to find out whether your Information Architecture, or the way your website is arranged, is easy to understand, you could write the different pages of your website down and ask a user to sort them into categories. If, on the other hand, you’re interested to examine how users think about financial planning, you could write down different activities (“save money in a bank”, “travel once every year”, “look out for offers”, etc.) and ask your users to sort them by priority.

**Usability evaluation**

A firm favorite that has a long and prestigious history in UX research, usability testing is the observation of users trying to carry out tasks with a product. Such testing can focus on a single process, or be much wider in range.

Usability testing is getting real users to try out your website.

•It is a way to test the functionality and usability of the website.

•You observe the users as they interact with the website and take note of whether they:

O get ‘lost’ or ‘confused’ by any aspects of your website

O come across anything that makes it difficult to use the website, or any bugs

O struggle to complete any of the main actions linked to the purpose of the website.

**Information Architecture**

Information Architecture means ordering things in terms of their importance. It is an important aspect of the usability of a website.

Hierarchy:

•helps users navigate your page easily

•emphasises the most important information.

One example is to use scaling for different heading levels to show the relative importance of different headings.

•The biggest font size is used for the main heading or title.

•A slightly smaller font size is used for a sub-heading.

Another example is to give the key (most important) information at the top of the page, with details after.

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| **UX Methodology: Card Sorting** |
| **Meaning:**  Card sorting is a method used to help design or evaluate the [information architecture](https://www.usability.gov/what-and-why/information-architecture.html)of a site. In a card sorting session, participants organize topics into categories that make sense to them and they may also help you label these groups. |
| **Summarize my findings:**  **1) Open and Closed Card Sorting**  Depending on your needs, you may choose to do an open or closed card sort.  **Open Card Sort**: Participants are asked to sort cards into groups that make sense to them and then name each group they created in a way that they feel accurately describes the content. Use an open card sort to learn how users group content and the terms or labels they give each category.  **Closed Card Sort**: Participants are asked to sort topics from content within your website into pre-defined categories. A closed card sort works best when you are working with a pre-defined set of categories, and you want to learn how users sort content items into each category.  [https://www.usability.gov/how-to-and-tools/methods/card-sorting.html](https://www.usability.gov/how-to-and-tools/methods/card-sorting.html 2) 2) How to perform a Card SortCreate your list of content topics.Decide whether you will be doing a physical or online card sortMake cardsAsk the participant to sort cardsAsk the participant to name each categoryRecord or take photo for card sortA picture containing text  Description automatically generatedAnalyze the card sorting resultsA picture containing text, indoor, electronics, several  Description automatically generated <https://images.app.goo.gl/iw88i1WUMrEuZEEg8>  <https://images.app.goo.gl/QmHNyBc7AdNUrLHH7> 3) Best Practices for Card Sorts  * Limit the number of cards. Considering participant fatigue, 30-40 cards are recommended. * Randomize the order of presentation. * Provide the participants with an estimate of how long the card sort. * For an open sort, if possible consider requiring them to sort the cards, but perhaps not to label them, since that might be the more challenging part of the task.   [https://www.usability.gov/how-to-and-tools/methods/card-sorting.html](https://www.usability.gov/how-to-and-tools/methods/card-sorting.html 2) 4) Pros:  * Easy to prepare * Easy to understand for participants * Intuitive * Little Cost  5) Cons:  * For physical card sorting, I must prepare many sets of cards for participants for concurrent card sorting, otherwise I have to ask participant to sort one bye one if I only prepare one set of cards. |
| **How my findings influence my design or design decision:**  1. I would like to choose open card sorting because the website is new. There is no existing category known to developers and users. We can get more accurate ideas from users.  2. I would like to choose physical card sorting because I can meet with participants every working day. It is convenient for me to invite participants to have card sorting.  3. I plan to write down the keyword of each requirement in a set of cards and randomly present.    4. I will ask XXXX participants to make judgement by themselves to sort the cards, and they can make a label on each category or name each category of cards. Because I prepare only one set of cards, they have to sort one by one.  5. I will take a photo of sorting result for each participant.  6. I will analyse the sorting result. Key words in same category can be put on one page, and different webpage should contain different kinds of information. |
| **UX Methodology: Personas** |
| **Source:**  <https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them> |
| **What I have learnt/discovered:**  **1) Four Different Perspectives on Personas**   * Goal-directed Personas   It focusses on: What does my typical user want to do with my product? The objective of a goal-directed persona is to examine the process and workflow that your user would prefer to utilise in order to achieve their objectives in interacting with your product or service.   * Role-Based Personas   The role-based perspective focusses on the user’s role in the organisation. it also focusses on behaviour.   * Engaging Personas   The engaging perspective is rooted in the ability of stories to produce involvement and insight.   * Fictional Personas   The fictional persona does not emerge from user research (unlike the other personas) but it emerges from the experience of the UX design team.  **2) How to Describe the Personas**   * Include details about the user’s age, income, education, lifestyle, interests, specific needs. * Give each personas a name and a picture * Create 1–2-pages of descriptions for each persona.   **3)** **Examples**  Graphical user interface, application  Description automatically generatedGraphical user interface, website  Description automatically generated  <https://images.app.goo.gl/dsUURaKJUTCbnWPf6>  https://images.app.goo.gl/9Y6diRwFZpTMwurL7 |
| **Summarize my findings:**  1) Goal-directed Personas is suitable to my design because I focus on what my different perspective user wants to do with my product.  2) 2 or more personas can be created to represent different type users.  3) For each persona, age, education, income, location, lifestyle, experience, specific needs, etc should be considered.  4) Need a name and picture for each persona.  5) Need one page of description for each persona. |
| **How my findings influence my design or design decision:**  1) I will create 2 different personas of perspective users for XXXXXXXX. Each persona represents typical perspective users. For example, one is existing customer with more than XXX years’ experience in XXXXX, and another is a new customer who is a beginner in XXXXX.  2) For each persona, age, education, income, location, lifestyle, experience in XXXX, specific needs, etc should be considered.  3) I will give a name and picture for each persona.  4) I will create one page of description for each persona. |
| **UX Methodology: Visual Design** |
| **Source:**  https://www.usability.gov/what-and-why/visual-design.html |
| **What I have learnt/discovered:**  **1) Basic Elements of Visual Design**  The basic elements that combine to create visual designs include the following:   * **Lines** connect two points and can be used to help define shapes, make divisions, and create textures.  All lines, if they’re straight, have a length, width, and direction. * **Shapes**are self-contained areas.  To define the area, the graphic artist uses lines, differences in value, color, and/or texture.  Every object is composed of shapes. * **Color** **palette**choices and combinations are used to differentiate items, create depth, add emphasis, and/or help organize information.  Color theory examines how various choices psychologically impact users. * **Texture** refers to how a surface feels or is perceived to feel. By repeating an element, a texture will be created and a pattern formed. Depending on how a texture is applied, it may be used strategically to attract or deter attention. * **Typography** refers to which fonts are chosen, their size, alignment, color, and spacing.   **2) A good example for visual design**  Graphical user interface, website  Description automatically generated |
| **Summarize my findings:**   * **Contrast:** A two-colour logo with contrast was to make the keyword attractive. * Text spacing and size creates a visual **hierarchy** * Images with larger size **dominates** over the smaller images below it. * **White space** is used around text and between sections * **Textured** background is to help the elements on the page stand out. * **Lines** to divide sections * **Shapes** to create buttons |
| **How my findings influence my design or design decision:**  I will apply the following visual design principles to my website.   * Contrast: I will create this Logo with 3 colors: XX, XX, XX are clearly to contrast. * I will make the different text size to shows the visual hierarchy. * For images, we will create different size photos. Bigger one is on the top of content section; Smaller ones is below the bigger one. * White space will be placed between sections. * I will make textured background to some sections. * I will also use Lines to separate sections. * I will use shapes to create buttons. |
| **UX Methodology: information architecture** |
| **Source:**  https://www.usability.gov/what-and-why/information-architecture.html |
| **What I have learnt/discovered:**  **1) What does information architecture focus on?**  Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way.  The goal is to help users find information and complete tasks.  To do this, you need to understand how the pieces fit together to create the larger picture, how items relate to each other within the system.  **2) main components of IA:**  **Organization**[Schemes](https://www.usability.gov/how-to-and-tools/methods/organization-schemes.html)**and**[Structures](https://www.usability.gov/how-to-and-tools/methods/organization-structures.html): How you categorize and structure information  **Labeling Systems:** How you represent information  **Navigation Systems**: How users browse or move through information  **Search Systems**: How users look for information  **3) Examples**  Diagram  Description automatically generated  Diagram  Description automatically generated  <https://images.app.goo.gl/dzSMCs6r6Ztkwfiq8>  <https://images.app.goo.gl/MsvxkhHKddX9quMg9> |
| **Summarize my findings:**   * How I categorize and structure information is the focus of website. The Diagram is a good tool to show the structure of website. * The first level is Home, and then the second level is about deferent topic, and the third level is the components of each topic. * The 3-level diagram can be used in my website design. The first level is Home, and the second level is webpage, and the third level is multiple content sections for each webpage. |
| **How my findings influence my design or design decision:**   * **I** would divide the website into 4 webpages. * I would separate 2-3 different content section for each webpage. |

1. Responsible web design



Age:

Title:

Occupation:

Location (NZ/Overseas):

Experience:

Specific Needs:

Age:

Title:

Occupation:

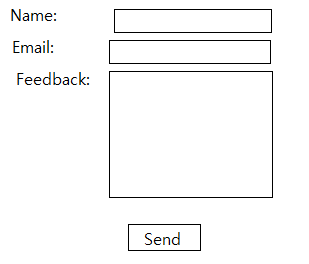
Location (NZ/Overseas):

Experience:

Specific Needs:

**Design 1**

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|  | Logo Resume Leo Xin |  |
| About Me Skills and Experience Outcomes |
| Official Photo image  **Personal Details**  **Sex:**  **Age:**  **Phone:**  **Email:**  **Address:**  **Personal Summary**   * Hardworking * Persistent   **Achievements**   * Level 1 General Endorsement * Level 2 General Endorsement * Level 2 Mathematics Endorsement * First Position for DTC Level 2   **High School**  WestLake Boys High School |
| © Leo Xin  Mobile phone: XXXXXX Contact me  Mail: [hx17006@my.westlake.school.nz](mailto:hx17006@my.westlake.school.nz)  Facebook: XXXXXXX |



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| Hamburger Menu Icon outlineLogo Resume Leo Xin |
| Official Photo image  **Achievements**   * Level 1 General Endorsement * Level 2 General Endorsement * Level 2 Mathematics Endorsement * First Position for DTC Level 2   **High School**  WestLake Boys High School  **Personal Summary**   * Hardworking * Persistent   **Personal Details**  **Sex:**  **Age:**  **Phone:**  **Email:**  **Address:** |
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About Me

Skills and Experience

Outcomes

Hobbies

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|  | Logo Resume Leo Xin |  |
| About Me Skills &Experience Outcomes |
| **Skills**   * Web Design and Development * Access Database Development   **Experience**   * Teach Maths in Forrest Hill Primary School   **Hobbies**  **Swimming**  I start to swim since I am 6 years old. Swimming brings me huge fun and courage. I love and enjoy swimming in the sea. I plan to join the open water competition ---“Crossing the bridge” next year.  **Badminton**  I start to play badminton from 2016. I have been in Existing Badminton Club in North Harbour since 2018.  **Piano**  I start to learn piano from age 5. When I am tired of study, I play piano to relax my body and mind. I persist on practising piano every weekend till now.  **Guitar**  I teach myself with guitar. I can play multiple pieces of music, such as “Flower”,………..   * Guitar   I teach myself with guitar. I can play multiple pieces of music, such as “Flower”,………..  Image of Guitar  Image of Piano  Image of Swimming  Image of Badminton |
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Name:

Email:

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| Hamburger Menu Icon outlineLogo Resume Leo Xin  About Me  Skills and Experience  Outcomes |
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|  | Logo Resume Leo Xin |  |
| About Me Skills &Experience Outcomes |
| **Outcome 1**   * Subject * Technology used   Image  **Outcome 2**   * Subject * Technology used   Image  **Outcome 3**   * Subject * Technology used   I teach myself with guitar. I can play multiple pieces of music, such as “Flower”,………..  Image |
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| About Me  Skills & Experience  Outcomes  **Outcome 1**   * Subject * Technology used   Image  **Outcome 2**   * Subject * Technology used   Image  **Outcome 3**   * Subject * Technology used   Image |
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**Design 2**

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|  | Logo Resume Leo Xin |  |
| About Me Skills & Experience Outcomes |
| **Personal Details**  **Sex:**  **Age:**  **Phone:**  **Email:**  **Address:**  Official Photo image  **Personal Summary**   * Hardworking * Persistent   **Achievements**   * Level 1 General Endorsement * Level 2 General Endorsement * Level 2 Mathematics Endorsement * First Position for DTC Level 2   **High School**  WestLake Boys High School |
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About me

Skills & Experience

Outcomes

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| About Me Skills & Experience Outcomes |
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About me

Skills & Experience

Outcomes

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