

Final Personal Website Report

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1.0 Introduction

There is no doubt that a good personal website can distinguish one from the others, while a poor one will be counterproductive. The principle for an outstanding web design is the design thinking process, which consists of five different stages, empathy, define, ideate, prototype, test, and learn, respectively. Specifically, the first stage is to figure out who are the target users and what are their needs. After thoroughly understanding the problems, a brainstorm is needed to effectively solve the problems. With the prototype, both the quantitative test and qualitative test should be conducted in order to improve the utility and usability of website.

In addition, UX plane is another empirical rationale for web design from abstract to concrete, including strategy plane, scope plane, structure plane, skeleton plane, and surface plane. Similarly, the website objective and users' needs should be considered in the strategy plane. And the scope plane places more emphasis on function and content, while the structure plane centers around the website architecture. In light of the layout, or the skeleton, the last stage is to visually design the website.

Considering that the former focuses on the theoretical perspective, while the latter pays more attention on practical perspective, it is better to integrate theory with practice. Therefore, I combined the design thinking process with UX plane when I designed my personal website, so as to provide useful features and better satisfy users' needs. In this report, I will elaborate on the design processes of my personal website.

2.0 Strategy Plane

Above all, it is strategy plane, where I need to have a thorough understanding of my website objectives, target users, users' needs, and user journey mapping. The primary objective of the website is to distinguish myself from the numerous applicants, and finally get an ideal job. Because both my undergraduate and postgraduate study are relevant to media, I have a solid

foundation of communication theory and skills. Additionally, my multiple internships in different kinds of media, such as newspaper, magazine, and television station offer me a more profound understanding of the media industry, which crystallizes my career aspiration that I will dedicate myself to the media industry. A journalist in the media industry is what I have been longing for. Thus, the primary users are employers or HR in the media industry.

In order to better figure out users' needs and user journey mapping, I have conducted user research, including studying other well-designed personal websites and interviewing those who are HRs or working as journalists in the media industry. From other well-designed websites, I notice that most of them put their featured photos in homepage with their names and ideal jobs. And all their websites are mobile-first responsive design with a clear layout, including home, about, portfolio, and contact.

As for the interview, a HR in Nanfang Daily, mentioned that a well-designed personal website indeed was a good way to catch her eyes, but if the website was only the "visual version CV", this "nothing special website" would be counterproductive, because the layout and design would form the first impression to her. She explained that from the design and content presented in the websites, she was able to get a basic understanding of applicants' skills and knowledge. What impressed me most was that both Sally and Katy, the senior journalists in China News Week, emphasized that they thought highly of applicants' works, such as writing, photos, videos, or other creative news works, due to the urgent needs of multi-skilled journalists in media industry.

Based on the helpful research and interviews, I have clarified my site objectives, the users' needs, and user journey mapping through the tables shown below (See Figure 1&2).

Site objectives		Target users		User needs
Primary goal	Distinguish myself from the numerous applicants, and then have an opportunity to be invited to an interview, and finally get an ideal job of journalist	Primary user	HR recruiters and staffs in journalist position from the media giants	Hunt for outstanding graduates in the field of journalist
Additional goal	Present my works during undergraduate and postgraduate study and internship	Secondary user	HR recruiters from the all media companies	Hunt for outstanding graduates in the media industry
Additional goal	Construct the website in a more user-friendly and well-designed way to form a positive first impression	Secondary user	Those who are working or looking forward to working in the Internet industry	Look for peers to exchange ideas and borrow successful experiences

Figure 1. Site Objectives, Target Users, User Needs

Emotional status of persona	<ul style="list-style-type: none"> • Curiosity • Interest • Considering • Appreciating • determined
Context	<ul style="list-style-type: none"> • Online/mail • Website
What is the persona trying to do	<ul style="list-style-type: none"> • Hunt for potential graduates • Glance over some relevant works • Contact applicants and arrange interviews • Send confirm letters of hiring applicants
Journey stages	<ul style="list-style-type: none"> • Scan through the applicant's CV to get basic information such as age, educational background, and internship experience • Browse through the applicant's website to get further information and insights such as various works and experiences • Arrange an interview with the applicant • Make a final decision of hiring the applicant
Artifacts and touchpoints	<ul style="list-style-type: none"> • Relevant educational background with professional knowledge • Relevant internship experience with professional skills • A variety of works • Well-organized and well-designed website

Figure 2. User Journey Mapping

3.0 Scope Plane

The scope plane is about functional specifications and content requirements. In the light of users' needs, I have considered what functions and contents should be included in my websites.

3.1 Perspicuous Navigation

The first function is a perspicuous and logical navigation, so users are able to easily find what they want in a short time. The name of each page should be clear, and the navigation should be conspicuous in every page of the website. Thus, I put the navigation bar on the top of my website, and make it always float on the top in every page.

3.2 My Goal

In my homepage, I clearly state my career objective just like the well-designed personal websites do. It is an efficient way to show my determination and confidence of being a journalist to HR.

3.3 Various Works

The most important page of my website is my work page. I divide my works into 6 different kinds in accordance to the skills that a journalist should have a good command, namely, news reports, other articles, photos, videos, graphic design, and web design. Under the title of each kind of work, I add some short sentences about journalists' skills to show my capacities. Furthermore, expect for the homepage photo, I decide to put the photos taken by me during my internship and travel in my website to show my photography skill.

3.4 Skills and Experiences

In regard to the overall view of my skills and experiences, I put them into my about page. The about page shows my multi skills, such as writing, photography, and design, as well as my experiences, including my educational experiences and internships relevant to media. Between the skills section and experiences section, I use an additional space section with a "download resume" button to distinctly divide the two sections.

3.5 Resume

In consideration of differences between resume and website, I also put some buttons to download my resume in the website. After browsing through my website, users can read my resume and make a decision whether they will contact me or not.

3.6 Contact Form and Contact Information

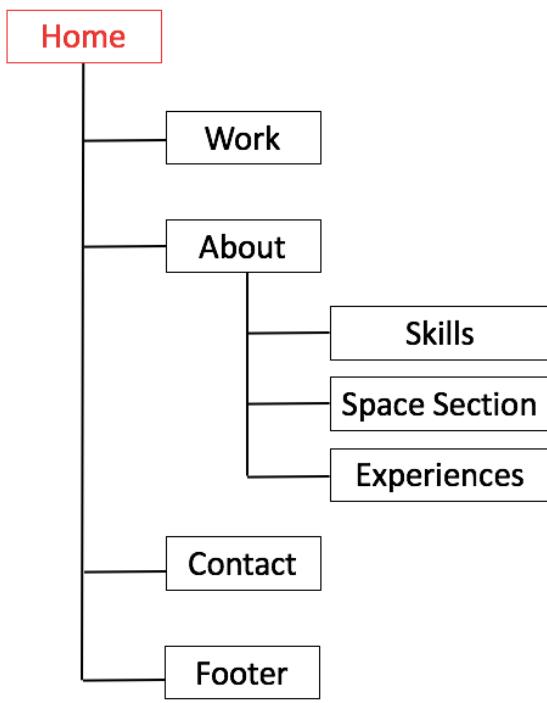
As a result, I put my contact information, such as telephone number, e-mail address, and address in the contact page. There is also a contact form for users to send message to me immediately without opening their mailbox and typing my email address. More importantly, I connect my contact form with Drupal. With the back-end support, I can manage my contact form in an easy and efficient way.

3.7 Social Media Links

In the era of social media, what a person says or follows can show his or her interests and characters. Thus, I put my social media links, including Facebook, Twitter, LinkedIn, Weibo, and WeChat both in homepage and footer, through which users can learn more about me or contact me.

4.0 Structure Plane

In the structure plane, I should think about what is my information architecture, and how to design some interactions with users. Considering that users' attention span is shorter and shorter, one page website will be more usable and save their time. Therefore, I design the website structure based on the one page website, which consists of four pages: home, work, about, and contact. On the basis of users' needs and the user journey mapping as shown in the strategy plane, I will explain the detail contents and interaction in the following sitemaps (See Figure 3-9).



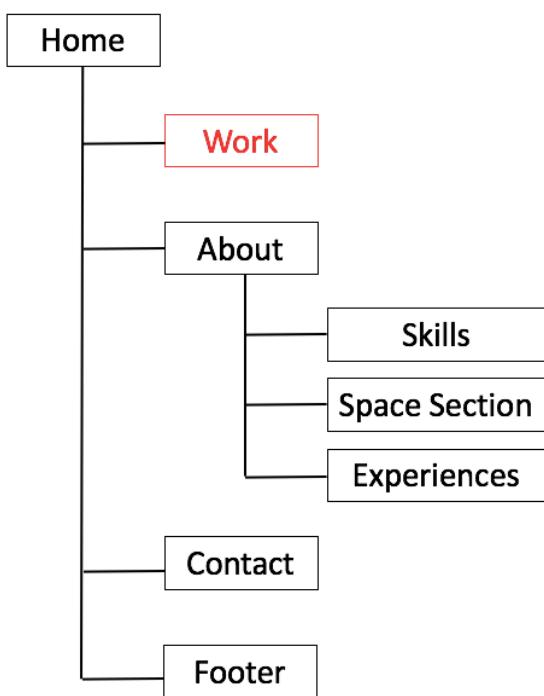
Home

Detail Contents:

- Main visual: my personal photo
- Name: Hi, I am Jingqin Huang
- Goal: desire to be a journalist

Interaction Design:

- Button: view my work



Work

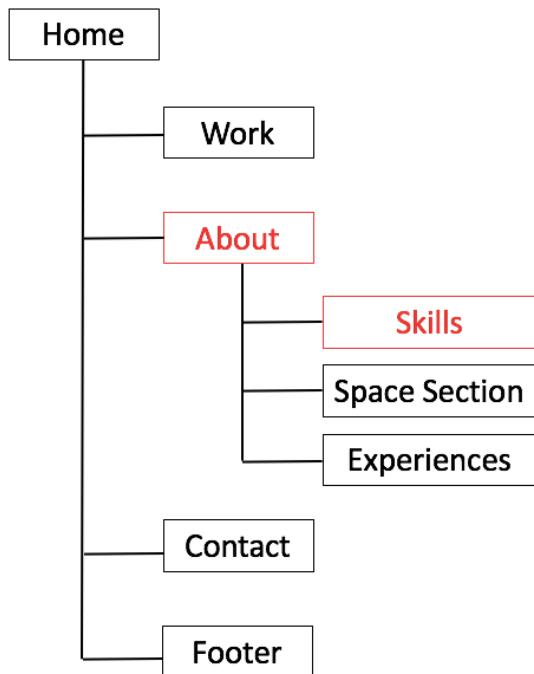
Detail Contents:

- Secondary visuals: photos taken by myself
- Title of works: six different types (news reports, other articles, photos, videos, graphic design, web design)
- Short sentences of journalist skills (explore the facts, follow hot topics, capture memorable moments, tell stories with camera, play with graphics , learn about code)

Interaction Design:

- Photo hover: magnifying photos
- Clickable photos: details of my works

Figure 4. Work Page Sitemap



About - Skills

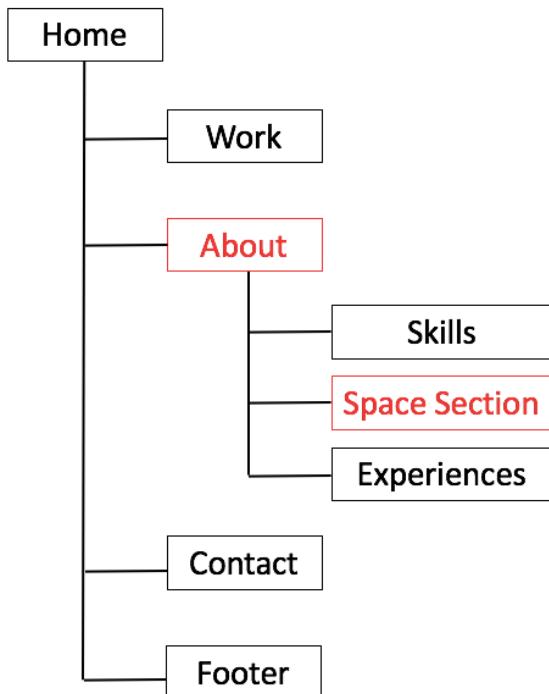
Detail Contents:

- Secondary visuals: a GIF of three gears
- Skills categories: three kinds of my skills (writing, photography, design)
- Detail skills: word cloud with several skills (news reports, commentaries, essays, taking photos, shooting videos, HTML, CSS, JavaScript, Photoshop, Premiere, After Effect, InDesign)

Interaction Design:

- Photo hover: magnifying photo (gif)
- Photo hover: the display of word cloud

Figure 5. Skills Section Sitemap



About - Space Section

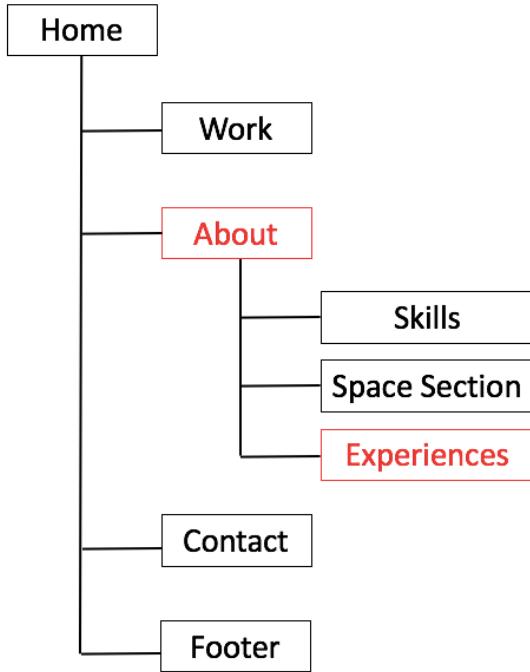
Detail Contents:

- Secondary visuals: photos taken by myself
- Call to action: let's learn more about me
- Call to action: download my resume

Interaction Design:

- Button: download my resume

Figure 6. Space Section Sitemap



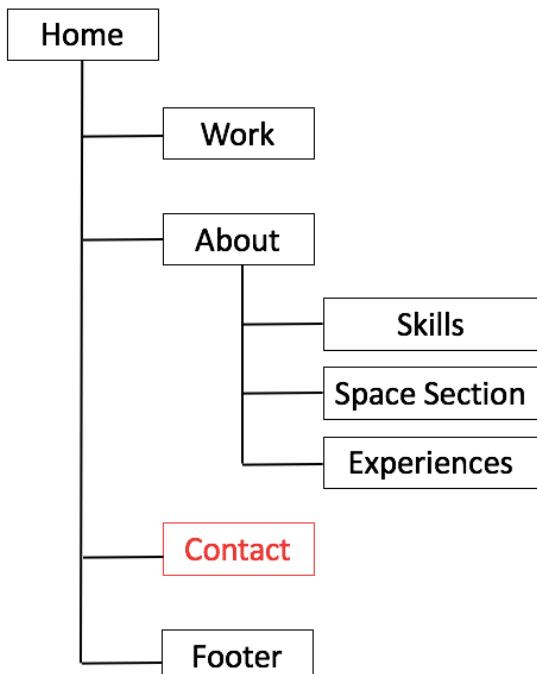
About - Experiences

Detail Contents:

- Timeline: the names, the time, the contents of my educational experiences and internship
- Secondary visual: the logo of universities and companies
- Call to action: hire me

Interaction Design:

- Button: hire me (link to the contact page)



Contact

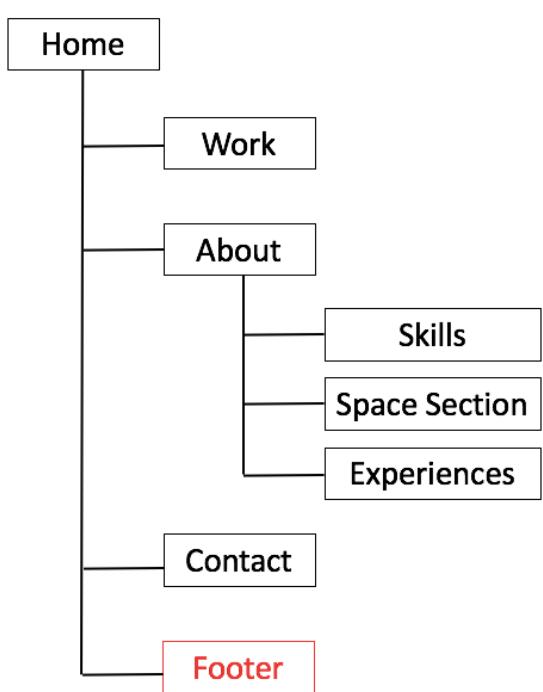
Detail Contents:

- Contact information: phone number, email, address
- Contact form: connect with Drupal
- Background photo: photo taken by myself

Interaction Design:

- Clickable icons: email and address icons can be clicked and link to mailbox and map respectively
- Button: send message

Figure 7. Experiences Section Sitemap



Footer

Detail Contents:

- Call to action: download my resume
- Social media links: five social media icons
- Copyright information

Interaction Design:

- Button: download my resume
- Clickable icons: link to my social media pages

Figure 9. Footer Sitemap

5.0 Skeleton Plane

With the guide of sitemaps, it is time to identify the website layout in skeleton plane. Based on the 12 grids, I divide different contents into and different columns, so as to make my website responsive. Then, I should think about how to arrange a variety of contents in different columns. Wireframe is one of the most effective way to make a prototype, with which a test should be conducted to test whether the prototype can reach my expectation before putting it into practice.

Following the steps, I firstly drew a low fidelity wireframe, and asked my friends for suggestions. After they expressed their first impression of my website, I also asked them three questions (See Figure 10). With their feedbacks, I have improved my website layout and drew a relatively higher fidelity wireframe (See Figure 11-14). For example, I have changed the different-size photos into the same-size ones in the work page. As for the “view LinkedIn button”, I was not sure whether adding the button in my homepage would be effective to increase the average session duration and decrease the bounce rate. As a result, I decided to conduct an A/B test, which will be specified in the test section.

Question	Answer
1. How do you think about the layout, is it clear enough?	Clear enough
2. Do you think the website is informative?	The size of photos in work page is better to be the same
3. What do you think I should add into my website?	View LinkedIn button in home page

Figure 10. Prototype Test Questions



Figure 11. Home Page Wireframe

MY WORK

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aliquam eleifend consequat sem. adipiscing elit. as elit.



Text Label

 Lorem ipsum dolor sit.

Text Label

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Figure 12. Work Page Wireframe

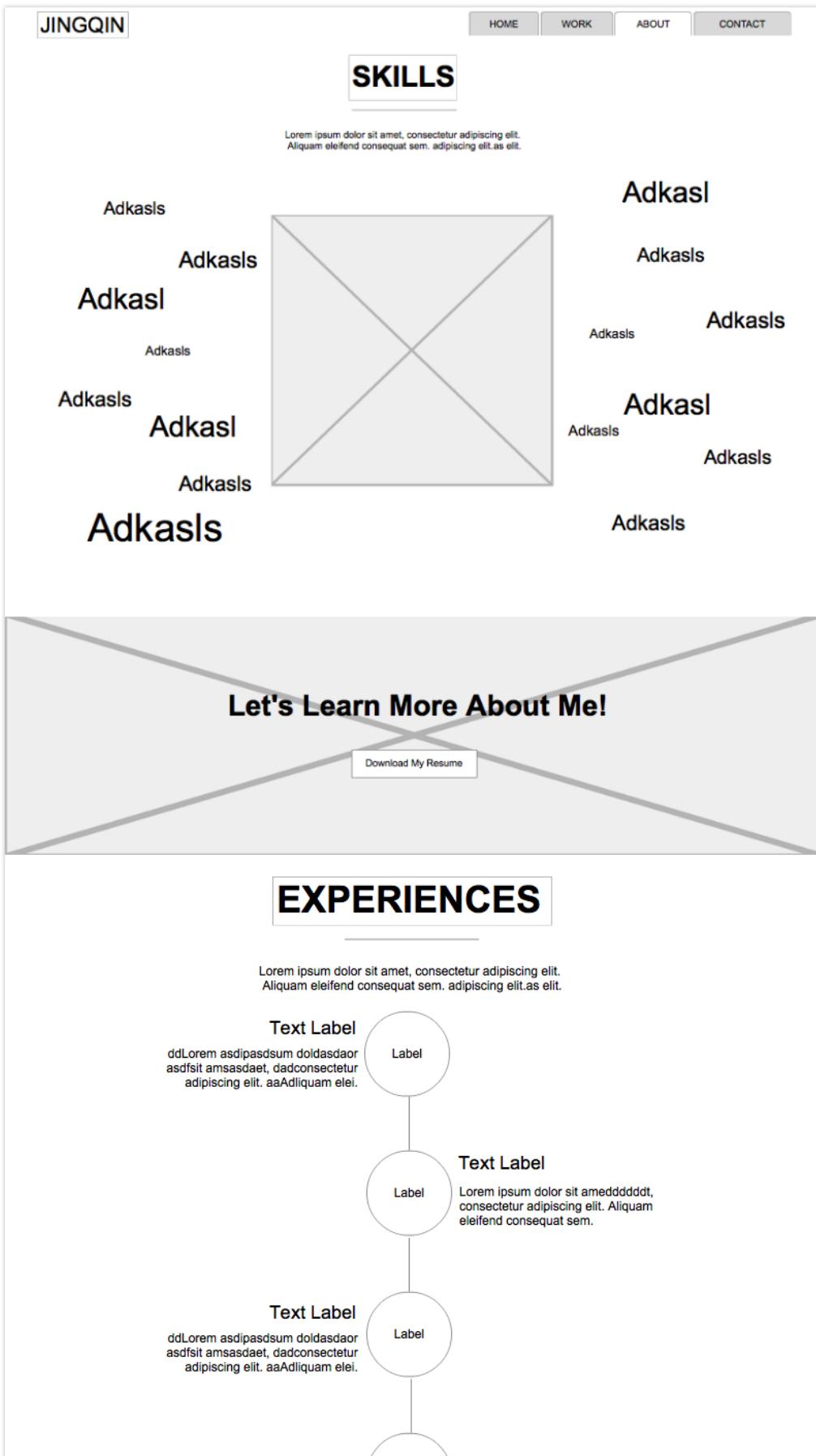


Figure 13. About Page Wireframe

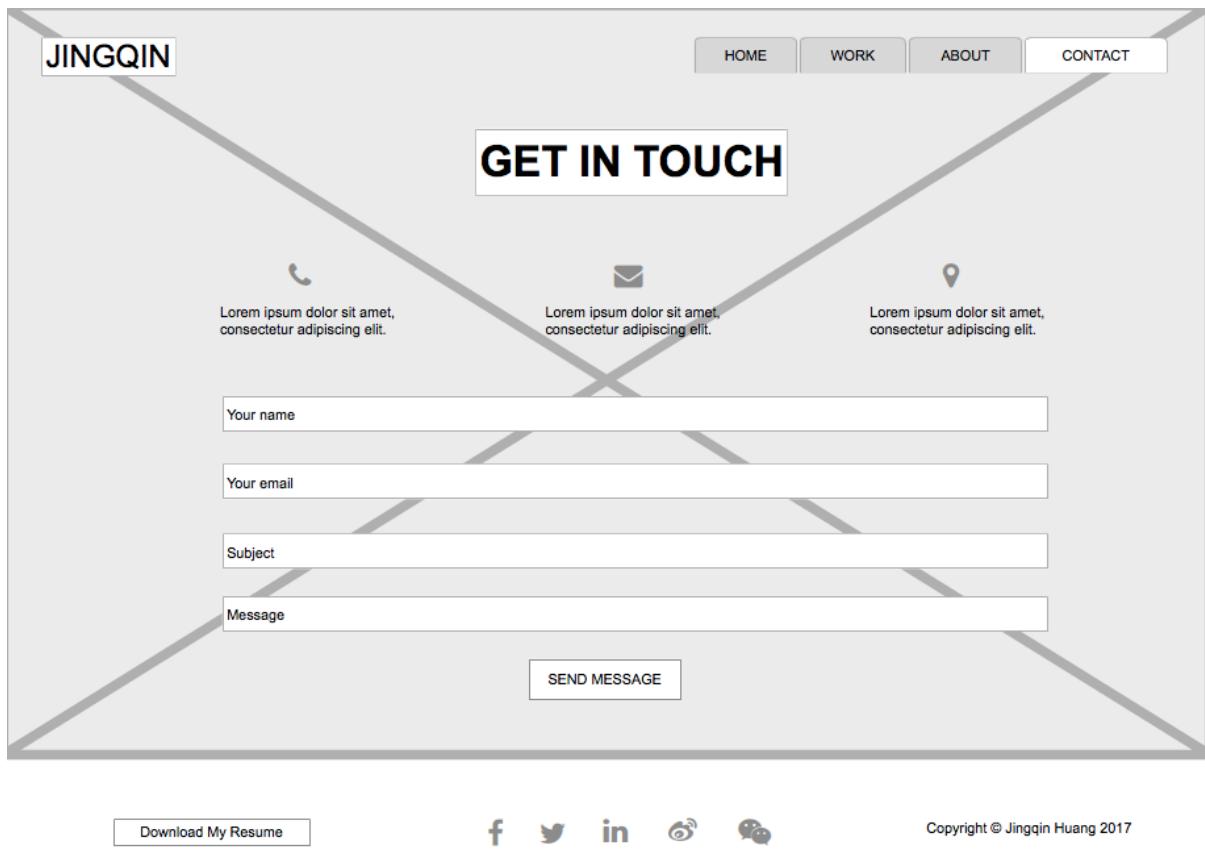


Figure 14. Contact Page & Footer Wireframe

6.0 Surface Plane

With the wireframe, the blueprint of my website, I began to put it into practice and visualize it. Recalled what Sally mentioned before, the design would form the first impression. The visual design has a significant impact on the impression formation, thus, I combine the functions with visuals to stand out my website and catch users' eyes.

6.1 Favicon

The favicon is the first visual element used to distinguish my website. I used the primary color of my website, yellow, as the color of favicon. (See Figure 15). And the pattern is an English letter, Q, which is one of the letters of my name. I also chose a more creative typeface to show my active character. The unique favicon will help me form a good impression of attention to detail.



Figure 15. Favicon

6.2 Images

With respect to images, I designedly used a photo that I was taking a photo for others with a camera. The featured photo not only can attract users' attention, but also shows my capacity of photography (See Figure 16). Besides, I used different types of photos taken by me in different pages. For example, I put some warm-tone photos in work page to show make users energetic (See Figure 17), while I chose two cold-toned photos in space section and contact page to make users calm (See Figure 18 & 19).

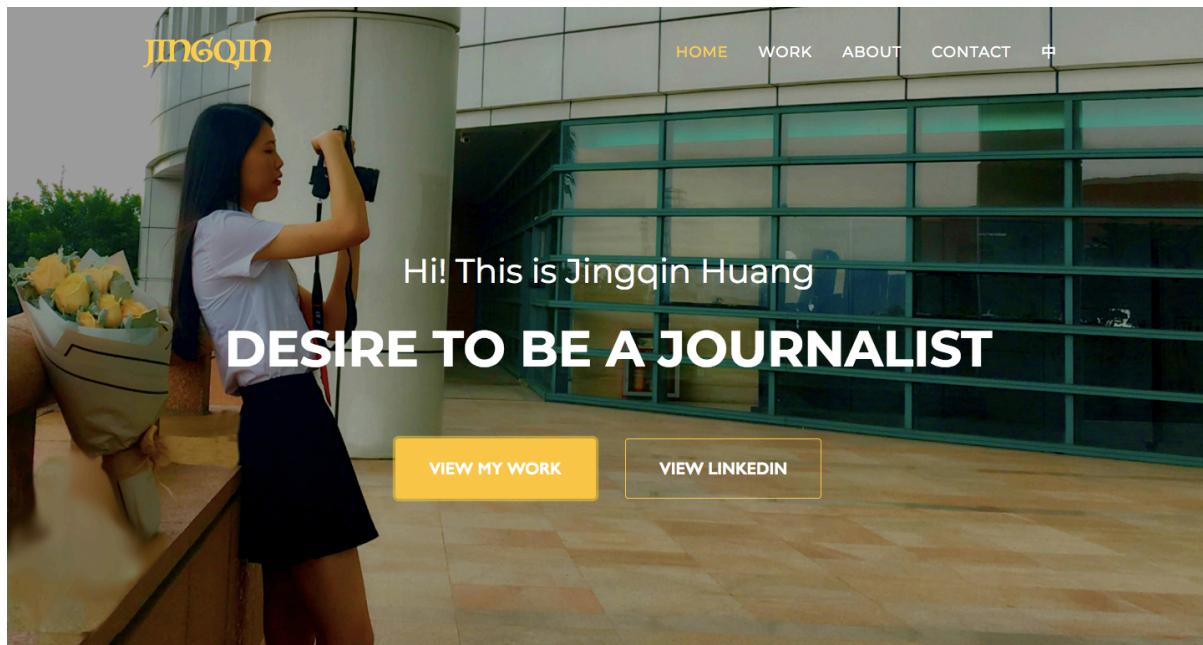


Figure 16. Home Page Image

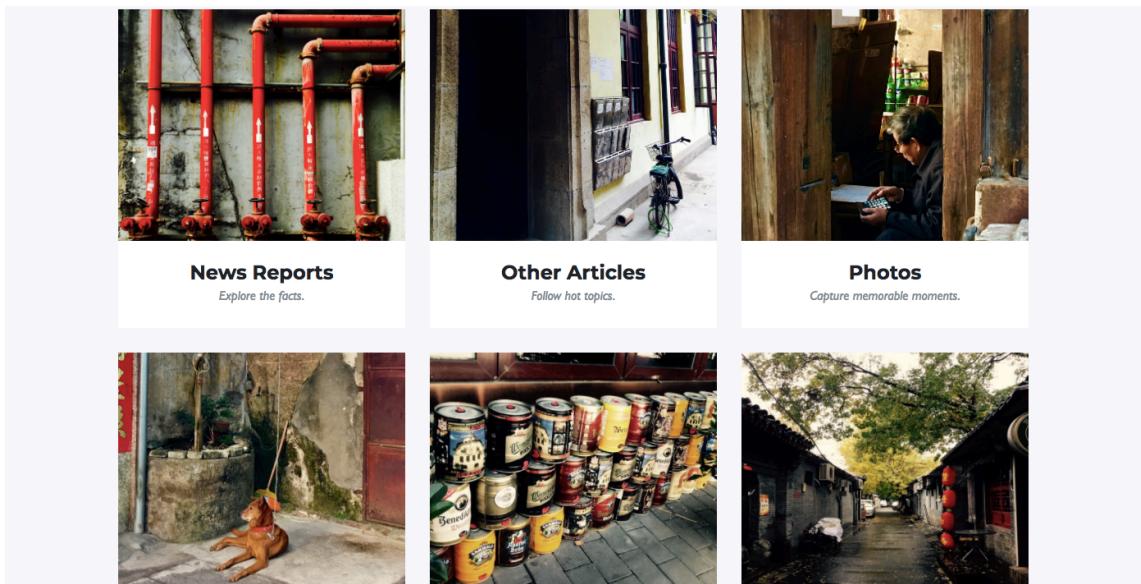


Figure 17. Work Page Image



Figure 18. Space Section Image

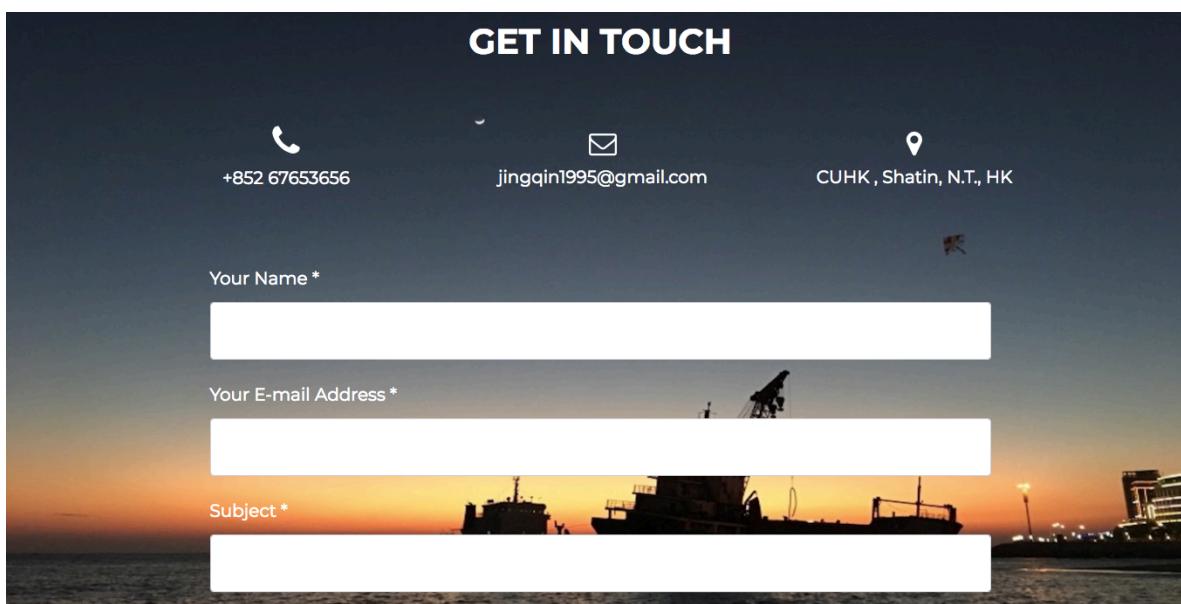


Figure 19. Contact Page Image

6.3 Color

Color can express one's character and feeling, it also has an influence on one's emotion. It is crucial to choose an appropriate color to build my positive image. As a result, I used yellow as the primary color, which means optimism, clarity, and warmth. The information that I want to communicate with users is that journalist should be not only calm and rational, but also warm and caring. Moreover, I used different colors to distinguish important information with less important one. For example, the titles of each page were black, while the explanations were grey (See Figure 20).

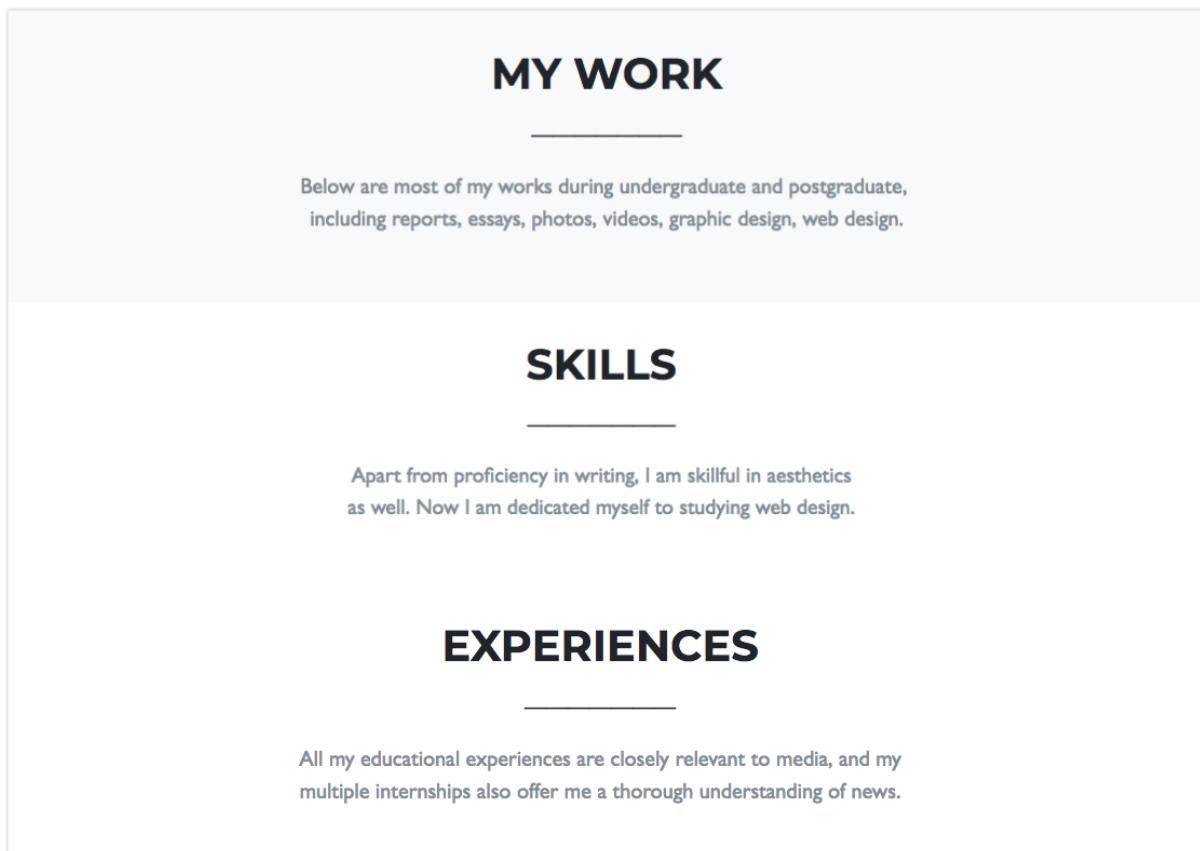


Figure 20. Different Colors

6.4 Typography

Generally, I used san-serif in my website for the reason that san-serif is more comfortable and readable for us to read onscreen. To emphasize some important information, I also used bold font style to distinguish them from others. Then for some less important information, italic was

used to make it distinguished. For example, in experience page, the typeface of time and name were bold, while that of occupation was italic (See Figure 21).

EXPERIENCES

All my educational experiences are closely relevant to media, and my multiple internships also offer me a thorough understanding of news.

08/2013-06/2017
Sun Yat-sen University
Bachelor of Arts in Journalism
My major in journalism has provided me
a comprehensive understanding of
communication theories. I also have
mastered the application of a variety of
software for design and edit.



Figure 21. Bold and Italic Font

6.5 Writing

In light of the F-shaded pattern of reading onscreen, I have polished every word and sentence in my website. For example, I used six short sentences to show the skills that a journalist need to have a good command. I also used several short and narrow paragraphs, so as to make the website more readable. One of the example is that I briefly introduced my writing rather than put several long articles in my writing section. If users are interested in the article, they can click the button, which will link to the full text of the article (See Figure 22). The brief content not only catch users' eyes, but also save their time.



NEWS REPORTS

All of them have been published in different media.



What's the solution of the unwelcome vaporetti, exploiting the tour route or not?

15/06/2016

Owing to few people know vaporetti in Guangzhou, it is faced with a problem of being ignored by citizens, and even losing money. This report has analyzed the currently difficult situation of vaporetti, and explored the solution as well.

Why farmers live a hard life though the vegetable price is increasing?

15/04/2016



Figure 22. Brief Writing

Besides, a word cloud with some short sentences and words was used in the skills section to show my skills in detail. I also used different font sizes to show the mastery of different skills. The bigger of font size, the better I master the skill (See Figure 23).

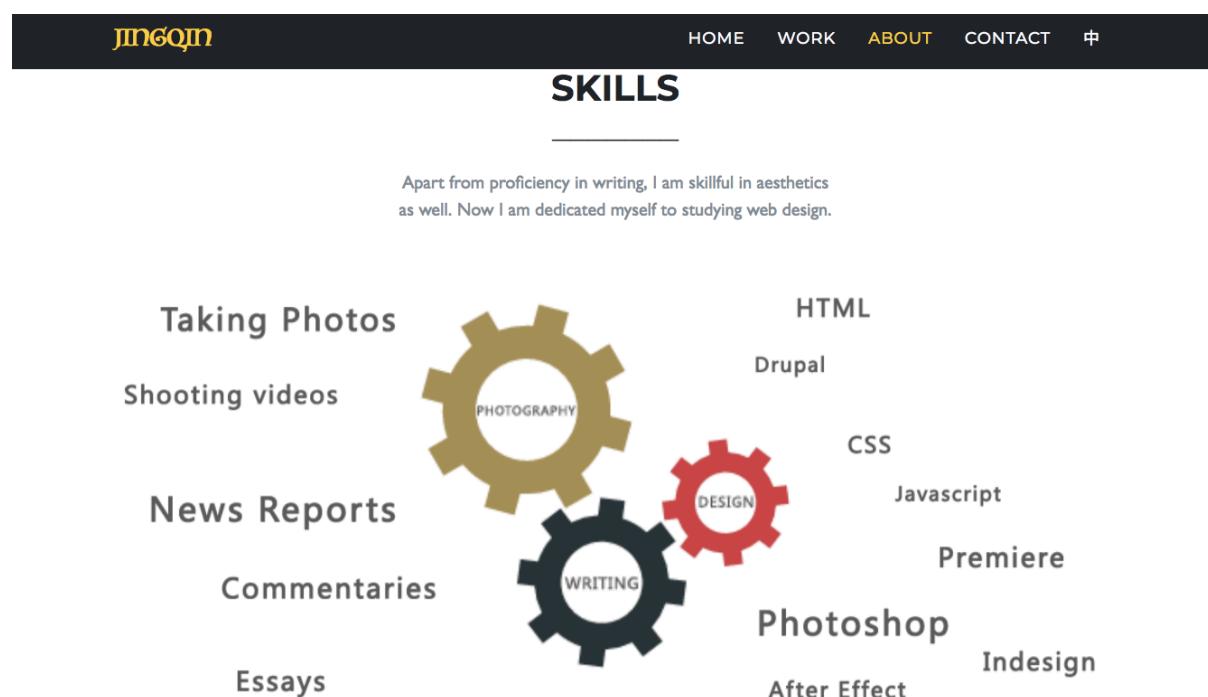


Figure 23. Word Cloud

7.0 Test

Finishing the first version of website, it is time to test the website and make it more user-friendly in terms of functional perspective and visual perspective. Totally, I have conducted both qualitative test (usability test) and quantitative test (A/B test) to improve my website.

7.1 Usability Test

Usability test is one of the most effective qualitative tests of website, and as research shows, 5 samples can reveal nearly 80% of the problems. Therefore, I have invited 5 people to participate in the test, among which 2 were journalists in newspaper, and 3 were my friends.

They were allowed to “think aloud” during the test, and then I recorded their actions and opinions. I also asked them several questions in the process of test: (1) What are your first impression? (2) Do you know what is the objective of my website? (3) What is the most impressive thing for you, and what is the most depressive thing for you? (4) What else do you think should be included in my website? How about add an “view LinkedIn” button in homepage? (5) What should be changed to improve my website?

Their answers were informative and helpful. Most of them mentioned that the loading speed of the website was slow, so I tried my best to compressed the contents, especially the size of images. The second problem was that some of them complaint that the “view my work” button was too small. Then I changed it to be larger and bold. As for the question of adding elements in my website, some of them though adding “view LinkedIn” button was a waste of time, but some of them stated that it was more professional with this button. The last one was also a debate, because some of them said the yellow button was so distracting, especially the one in homepage, while others said it was attractive and led users to view my works. In order to test which version was better, I decided to conduct two A/B tests, which will be spelt out in the following section.

Problems	Solutions
Loading speed is slow	Compress the contents, especially the size of images
“View my work” button is small	Enlarge the button; Use bold font style and bigger font size
A debate whether I should add “view LinkedIn” button in homepage	Use an A/B test to test the average session duration, bounce rate, and conversion rate of the two versions.
A debate whether I should change the color of “view my work” button in homepage	Use an A/B test to test the average session duration, bounce rate, and conversion rate of the yellow button version and the transparent button version

Figure 24. Usability Test

Apart from the questions, they were required to finish 2 tasks prepared by me: (1) Find the article named “Is the banquet in house demolition showing-off or tradition?” (2) Find my resume and download it. They all finished the tasks within 1 minute, and appreciated the clear layout and categories, especially the categories of works. Another good point they all mentioned was the original photos I used in every page, which were much better than just using others’ photos on the Internet. Thus, I kept the advantages and started A/B test to improve my website.

7.2 A/B Test

In total, I have conducted two A/B tests. The first one was about the color of “view my work” button, and the second one was about whether I should add a “view LinkedIn” button in home page.

7.2.1 Color of “View My Work” Button

In this test, the original version was the yellow “view my work” button, while the variant version was the transparent “view my work” button. Before starting the test, I have figured

out my hypothesis that the average session duration might be longer, the bounce rate might be lower, and the conversion rate might be higher in the variant version.

The test lasted for 5 days (from 2 Dec. to 6 Dec.), and had totally 139 experiment sessions. As shown in the results in Google Optimize and Google Analytics, the average session duration of original version (nearly 5 minutes) was longer than the variant version (nearly 2 minutes), especially at 6 December. As for bounce rate, the original one was lower, approximately 50%. And the conversion rate of original one was about 10% higher than variant one (See Figure 25-27).

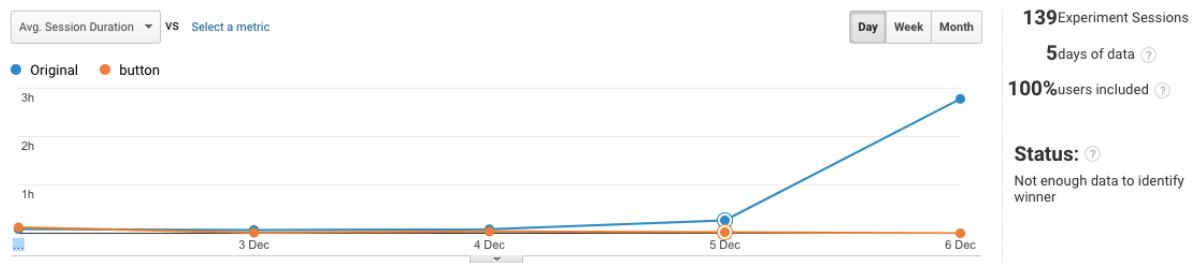


Figure 25. Average Session Duration

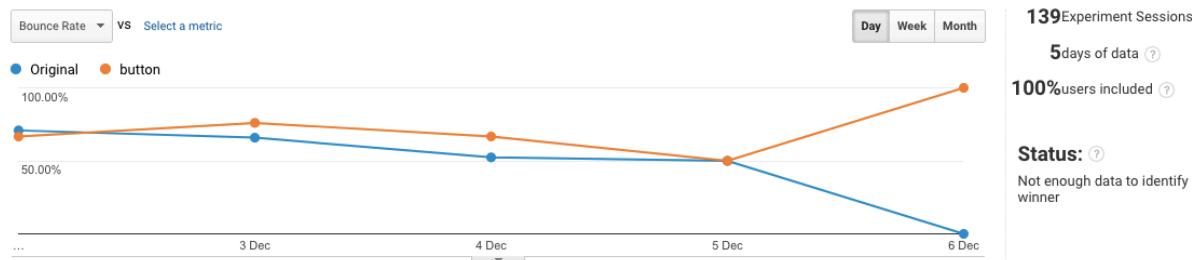


Figure 26. Bounce Rate

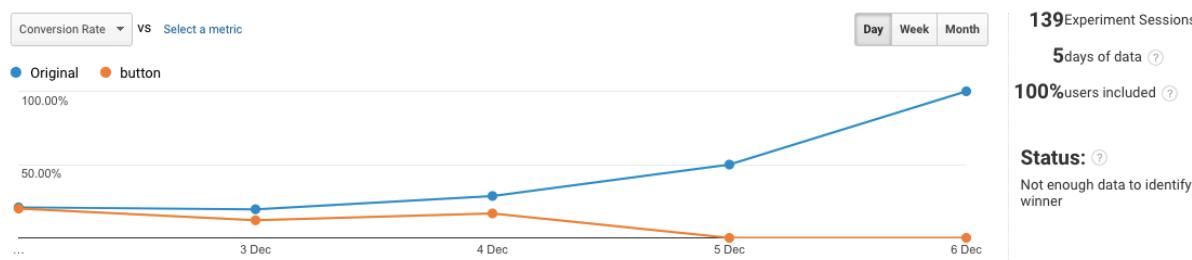


Figure 27. Conversion Rate

It was obvious that the original version was superior to the variant one. That was the reason why I decided to keep the original one. With the eye-catching color, the button can attract users' attention and guide them to view my works, resulting in the increasing engagement and session duration.

7.2.2 Add a “View LinkedIn” Button

In respect to the second A/B test, I have compared the average session duration, the number of page views, and conversion rate between the two versions, the original one without a “view LinkedIn” button and the variant version with the button. I predicted that the variant version helped increase the average session duration, the number of page views, and conversion rate.

Generally, the test has run for 5 days from 7 December to 11 December, and there were 186 experiment sessions. In light of the results, the variant version with the button obtained a better effect. Specifically, its average session duration was longer, reaching to more than 3 minutes. Users also tended to browse more pages in the variant one, and the number of page views has reached to 2 pages. Then its conversion rate was 31.68%, approximately 3% higher than the original one (See Figure 28-30).

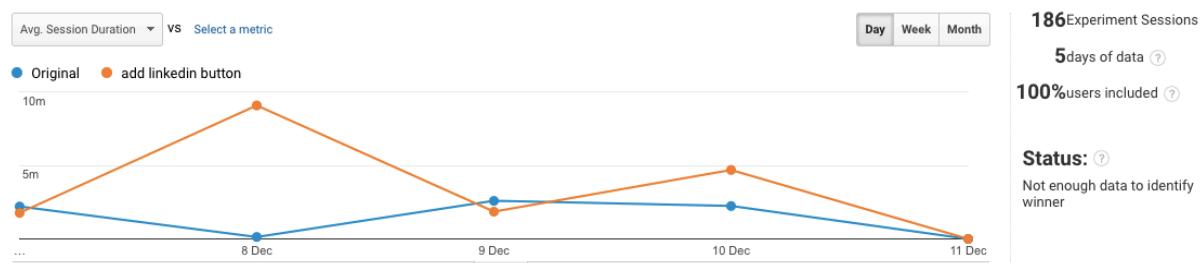


Figure 28. Average Session Duration

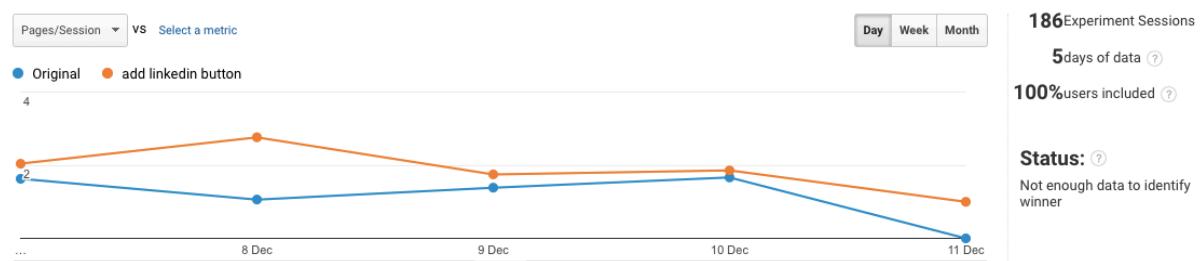


Figure 29. The Number of Page Views

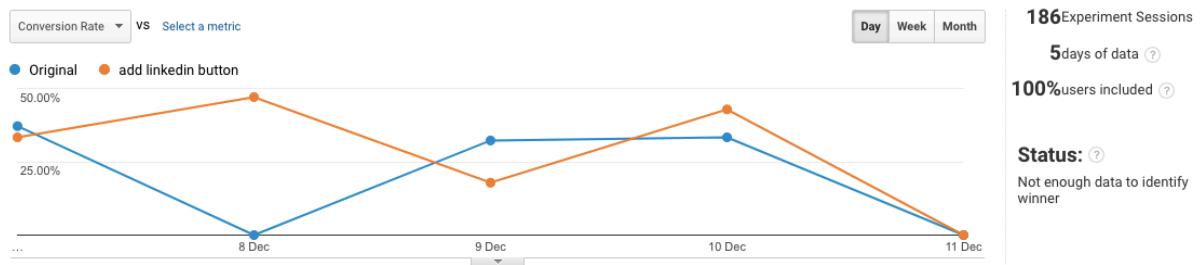


Figure 30. Conversion Rate

Therefore, I added the “view LinkedIn” button in my homepage to get a better outcome. With more interaction design, users will have a sense of involvement. This button is one of the interaction design in homepage, and play an important role in making interaction with users. In addition, the LinkedIn button makes the website more professional, which will trigger users’ interest of my website.

8.0 Dashboard Design and Analysis

Based on the usability test and A/B test, I have made an improvement of my website. After launching the website, I utilized Google Analytics to measure the traffic and analyze the users’ behaviors. Figure 31 and Figure 32 were the dashboard I designed to analyze the data of my website. To better improve my website, I have set 4 goals: scrolling down, viewing my works, downloading my resume, and browsing my website for at least 1 minute (See Figure 33).

In the dashboard, there were some basic information, such as the number of users, average session duration, bounce rate, goal conversion rate and so on. In order to better track users’ behaviors and actions, I utilized Google Tag Manager to set 6 event categories with 18 actions, including scrolling down, clicking download resume buttons, viewing my works, clicking social media links, clicking contact items, and viewing Chinese version (See Figure 34).

Totally, the number of users was 186, and the number of session reached to 256. In detail, the majority of users were from China (59%), following by Hong Kong (35.5%). That is the main reason why I have established the Chinese version of my website. After launching the Chinese version, the number of page views of Chinese version was nearly one-third of the

total number of page views, 97 and 314 respectively. In terms of goal conversion, there were surprisingly more than 190 goal completions, and the goal conversion rate reached up to 75% (See Figure 35). I also tested my website in different browsers, such as Chrome, Firefox, and Safari, to satisfy different users' needs. The data showed that most of my users used Safari (in-app) to browse my website (99 sessions), following by Android Webview (66 sessions), which meant that the users used not only desktop, but also other devices to browse my website.

To be specific, Google Analytics showed that 45.3% of users browsed through my website with their mobile phones, while 32% of users used desktops and 22.7% users used tablets. The result is not surprising because of the wide penetration of mobile phones. Therefore, I will pay more attention to mobile users' needs. In order to better understand the mobile users' behaviors and needs, I added a "Mobile Traffic" segment in dashboard. In comparison with "All Users" segment, I found that both the average session duration and goal conversion rate of "Mobile Traffic" was lower. More importantly, although the total number of events reached up to 932 times, the number of events of mobile traffic only got 172 times. One of the reason for the few events is that the interaction design is not the mobile-first design. Mobile users may find it difficult to interact with the website.

Thus, the easiest event for mobile users to complete is scrolling down the website. As shown in Google Analytics, the two events with the highest number were scrolling down 50% (73 times) and scrolling down 100% of the website (38 times). However, other events that users had to click button, got lower number. For example, the "click view my work button" event only was triggered 20 times, and there were only 4 mobile users clicked the outbound links of news reports section in work page.

The result reflected that the interaction design of desktop was extremely different from that of mobile device. Considering that most of my users use mobile devices, I will concentrate on improving the interaction design of mobile device in addition to the mobile-first responsive design. With the better visual display and interaction design in mobile device, mobile device users' needs will be better satisfied.

final portfolio

4 Dec 2017 - 10 Dec 2017

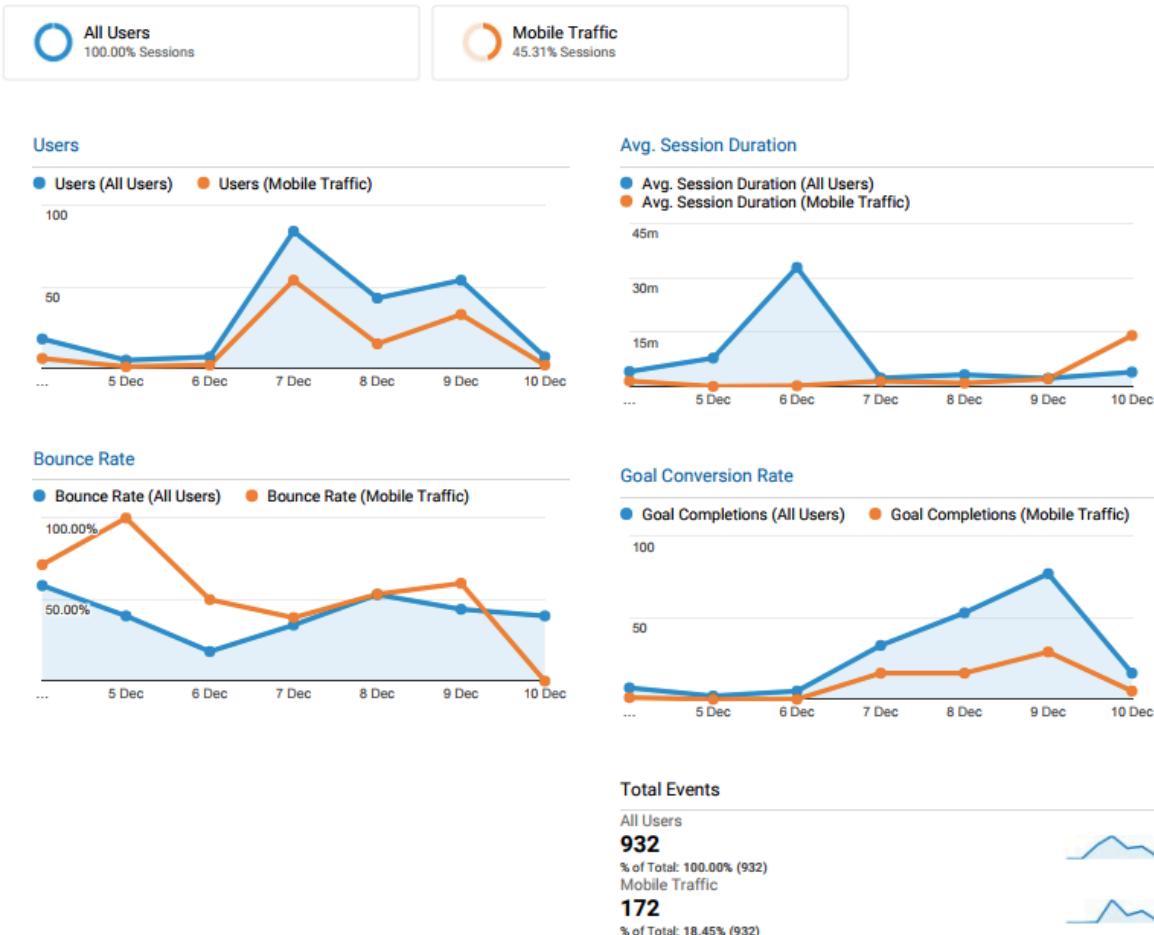


Figure 31. Dashboard

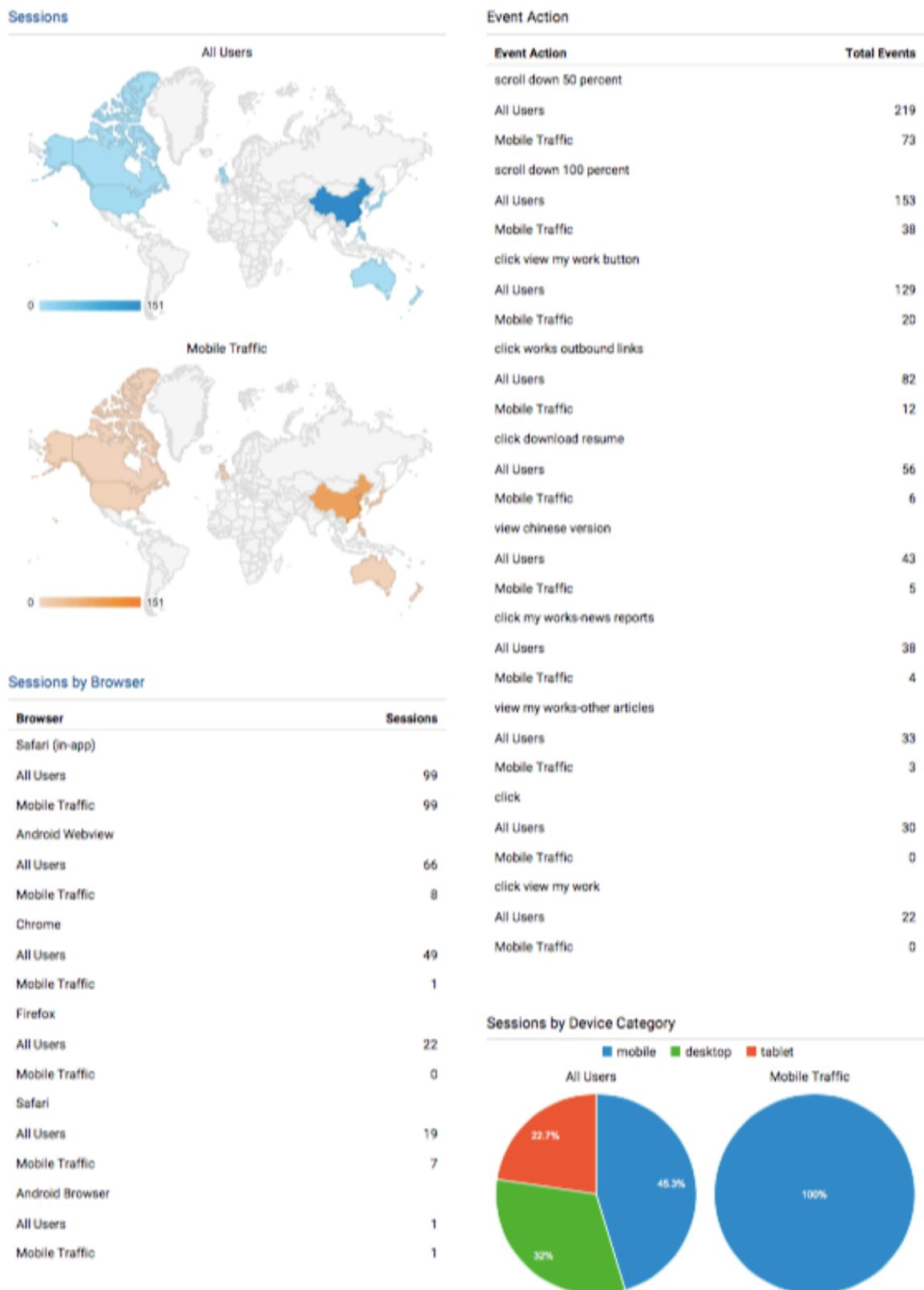


Figure 32. Dashboard

download resume	Goal ID 3 / Goal Set 1	Event	15	ON <input checked="" type="checkbox"/>
scroll down	Goal ID 6 / Goal Set 2	Event	54	ON <input checked="" type="checkbox"/>
time	Goal ID 2 / Goal Set 1	Duration	75	ON <input checked="" type="checkbox"/>
view work	Goal ID 5 / Goal Set 1	Event	49	ON <input checked="" type="checkbox"/>

Figure 33. Goals

Name ↑	Type	Firing Triggers
click contact items	Universal Analytics	 click contact items
click download resume	Universal Analytics	 download resume
click my work outbound links	Universal Analytics	 works outbound links Exceptions:  click contact items
click my works-news reports	Universal Analytics	 click my works-news reports
click view my work button	Universal Analytics	 view my work
Scroll down 100 percent	Universal Analytics	 Scroll down 100 percent
Scroll down 50 percent	Universal Analytics	 Scroll down 50 percent
social media links-facebook	Universal Analytics	 social media links-facebook
social media links-linkedin	Universal Analytics	 social media links-linkedin
social media links-twitter	Universal Analytics	 social media links-twitter
social media links-wechat	Universal Analytics	 social media links-wechat
social media links-weibo	Universal Analytics	 social media links-weibo
view chinese version	Universal Analytics	 chinese version
view my works-graphic design	Universal Analytics	 click my works-graphic design
view my works-other articles	Universal Analytics	 click my works-other articles
view my works-photos	Universal Analytics	 click my works-photos
view my works-videos	Universal Analytics	 click my works-videos
view my works-web design	Universal Analytics	 click my works-web design

Figure 34. Event Setting

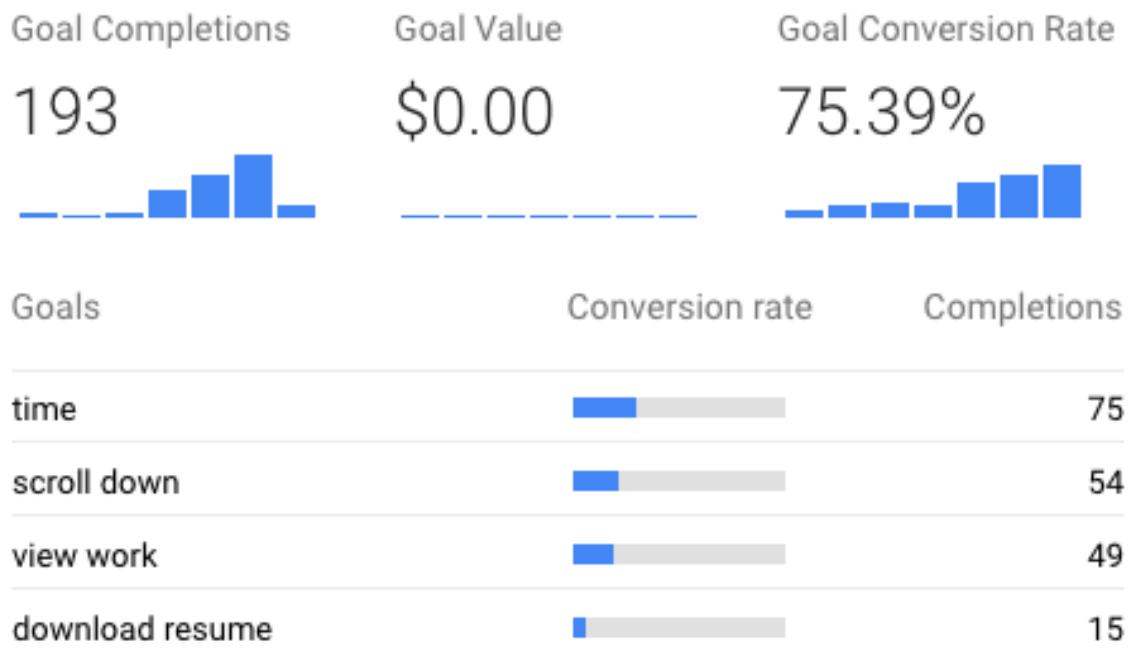


Figure 35. Goal Conversion

9.0 Conclusion

In conclusion, both the design thinking process and UX plane play a crucial role in the journey of constructing my personal website. Although it is still a long way to achieve the goal of constructing an ideal personal website, I will continuously improve it with the useful tools of Google Analytics. The first thing I will put it into practice is to make an improvement of mobile-first design in terms of visual and interaction, so as to increase the number of events. Then, I will connect my content with back-end server, especially my works, for the reason that Content Management System is an efficient way to better manage my website content. Finally, I will make the best use of my website to help me hunt for my ideal job, and constantly update the website.