

Personal Website Design Report

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1. Introduction

Personal website is a more dynamic, detailed way to express myself and I want to use it as a package for my job hunting. In this project, I combined design thinking with five UX planes to design my personal website. In the following part of my report, I will explain what functions and content are included, why my website is designed this way and how I arrange the layout and design.

2. Strategy plane

The goal of establishing my website is to help me find a dream job as a product manager, and personal website is a great way to express my personality, demonstrate my knowledge and skills related to my career and imply that I take my career seriously. My target audience includes three kinds of people. The primary users are HR in Internet industry, the second kind is the future director of my department, and the third kind is other project director just for me to seek for more opportunities.

Site Objectives		Target Users		User Needs
Primary Goal	Leave a more vivid, special impression on HR and get an opportunity for interviews.	Primary User	HR from big Internet company	Look for potential employees with great match

Additional Goal	Give more detailed information about my experience to arouse interest and provide more questions for interview.	Secondary User	Future director in my department	Look for potential employees and have more understanding of them.
Additional Goal	Have a platform to show my skills and related project experience for other opportunities	Secondary User	Other project directors from Internet industry	Look for potential employees for their own company
Journey Stages of Primary Users				
1. Read candidate's resume and get basic understanding of candidate; if interested, click the website				
2. Open and browse the additional website to get more information about the candidate, especially the projects/experience part;				
3. Set up an interview and make a final decision				

Before I started my project, I asked for some suggestions from people who has experience for hiring employees. As she said, there're four parts that matter most: professional knowledge which can be tell from educational performance and project; comprehensive ability which can be tell from association experience and social practice; logic and strong desire to be part of the company. Visual effects and design is also important. Another valuable advice I got is to keep as simplified and quick as possible, and give answers to every necessary question, because people won't spend too much time on the website. That helps me to set up the basic elements of my website. The following

question is what professional abilities and comprehensive abilities are valued. To find the answer, I did some research on job requirement and read some related articles. Based on my research, the ability to develop, test, operate and design are required ,and enthusiasm, insight, motivation, creativity, logic, writing and communication skills are also important.

Besides, I did some research on good personal websites, and I found several basic rules and some specific instructions. First, it's important to keep the word 'relevance' in mind so the users won't get confused or impatient with my website. Besides, the website needs to be professional and developed, otherwise it'll just leave a bad impression on employers. There're also other strategies such as creating a page for each section of my resume, turning my website into a multimedia timeline of my work history, and homepage might be akin to an objective or summary statement. Also, some visual effects and interactions are necessary. One important thing is to find the balance between my resume and my website. On one hand, my website should be different from my resume, otherwise it's just a waste of HR' time. Usually, personal website is sent as an additional package of resume, in that case, I assume that HR has already known about the basic and most important part about me. On the other hand, that doesn't mean that the content for my resume is not important for my website, in fact, what HR will care about is pretty much the content of resume, so the whole thing is about highlighting the most related and impressive part of me in an attracting way with visual expression.

3. Scoping plane

3.1 Functional specifications

1. Navigation

A simple but clear navigation bar is needed for users to quickly target the page they're interested in and decide what to see by their own. I will put the navigation bar on the top of my website and make the navigation bar sticks in the top so that users don't need to scroll back to find the navigation. It could be a time saver and more user-friendly.

2. Back-end support

One of the superiorities of personal website is that it's more dynamic compared with CV, and I can always make some adjustments in the back-end if needed. In this project, I used Drupal to manage some content such as my timeline and used the contact form. Since the content included in my website is relatively small, so I don't think it's necessary to use Drupal managing these contents. Maybe I will use Drupal or other CMS in the future if I have richer experiences and more projects.

3. Contact

The contact function is mainly provided for my secondary users who are other project directors from other companies. Unlike HR in Internet company, they don't have my CV or other contact information of me, so it's necessary to give them a way to contact me. I give two options for them, they could either copy the contact information in contact page, or they could use the contact form to leave me a message in my website.

4. View projects

To keep the balance of practical and aesthetical use, I only select one picture to represent each of my project or skill and let users to decide for which one they're willing to view the complete version. If they're interested, they can just click the picture and see the projects in a new page or even download it.

3.2 Content requirements

Based on the research mentioned above, I summarized a few parts of content required to show my professional abilities and comprehensive abilities.

1. Skill & Education Background

This part is highly related with job requirement, I listed my skills in design, operation and front-end develop to show my professional abilities with number to support. In this part I will also list my major in advertising and new media as a professional certification.

2. Projects

This part is also highly related with required skills. I divide my projects into three main categories: design, operation and front-end develop and put a few projects in each part to give a more vivid impression.

3. Experience

This part is designed to show my comprehensive abilities, including my internship experience, association experience and start-up experience.

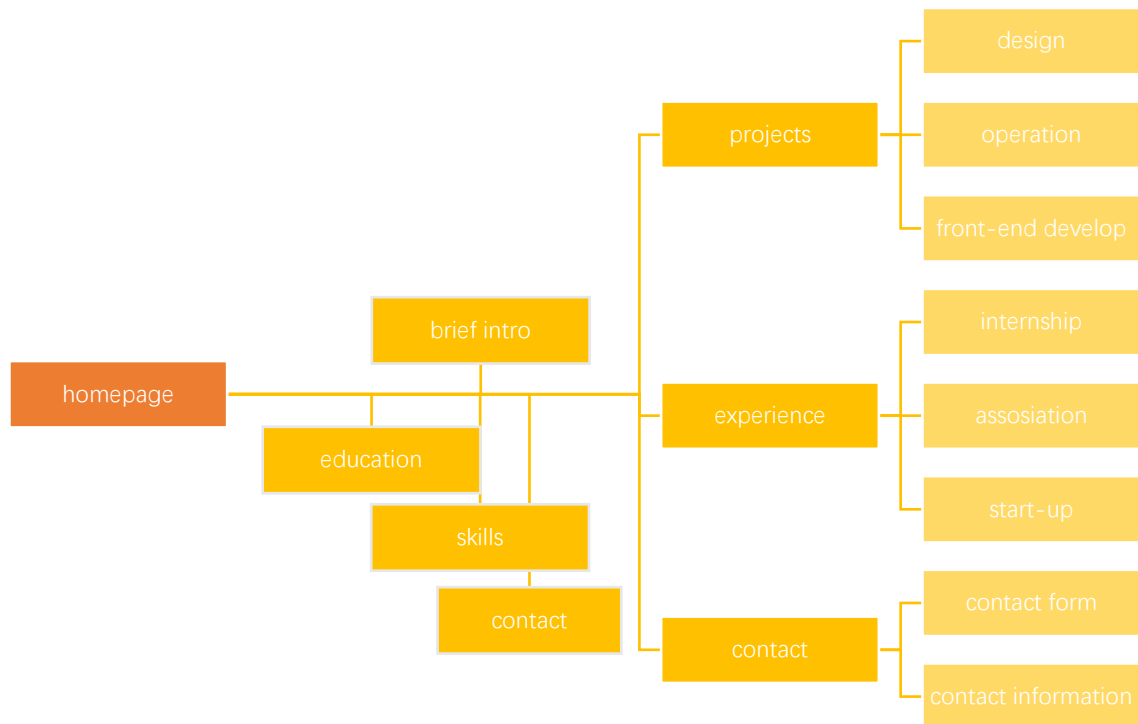
4. Contact

Contact is an important function for my website. So first, I put my contact information including my phone number, my email address(people could click it to send me an email directly), my GitHub link and my WeChat account in the footer of each page; second, I set a full page for contact including contact form and my contact information.

4. Structure plane

In this stage, I will use sitemap to illustrate the structure of my website and explain the user flow using some examples.

4.1 Sitemap



(Figure 1 sitemap)

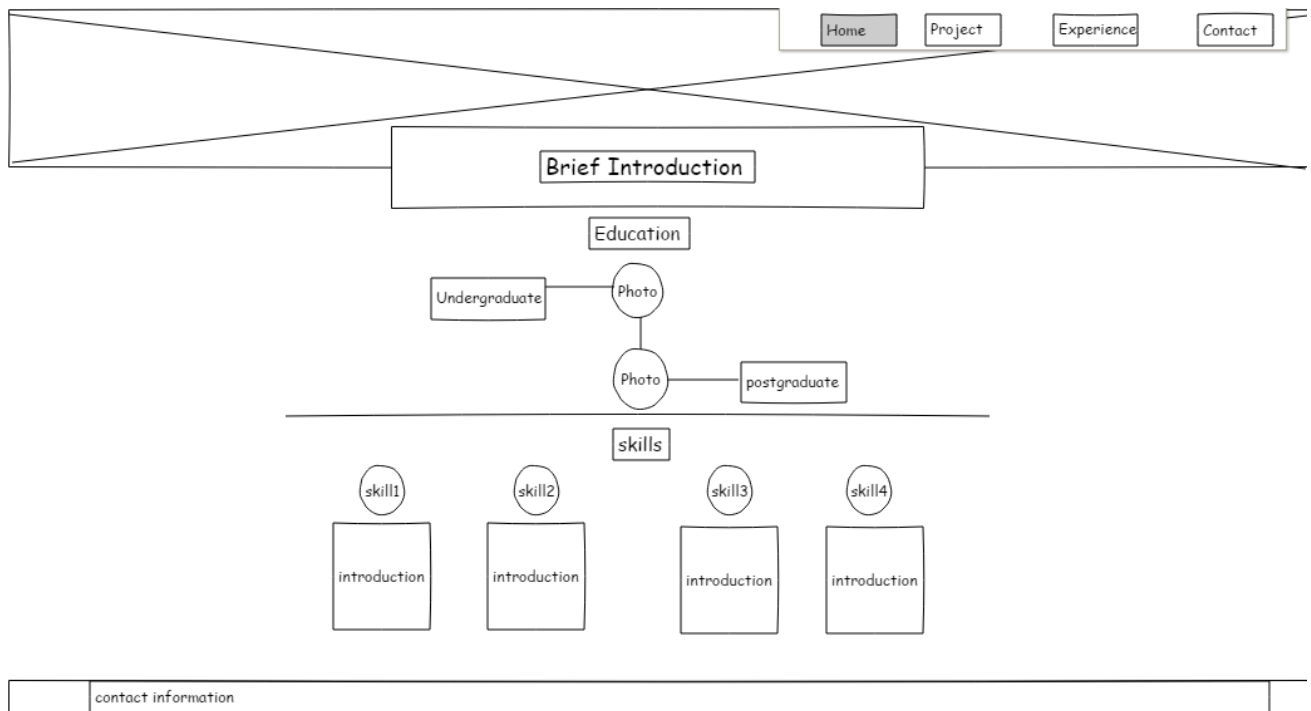
4.2 User flow

Take my primary users, HR in Internet company for example, he/she maybe just had a quick view of my CV, got a little interested then clicked the link to my website. He/she will first see the homepage and a few descriptive words of me to get a direct and intuitive impression, then if he/she scroll down the page, they will see the education background and skills of me, if interested, they may click the icon of my skills to view projects, or directly click the 'project' in the navigation bar. In they're satisfied with me, they will click 'contact' button in the navigation bar and send me a message for interview.

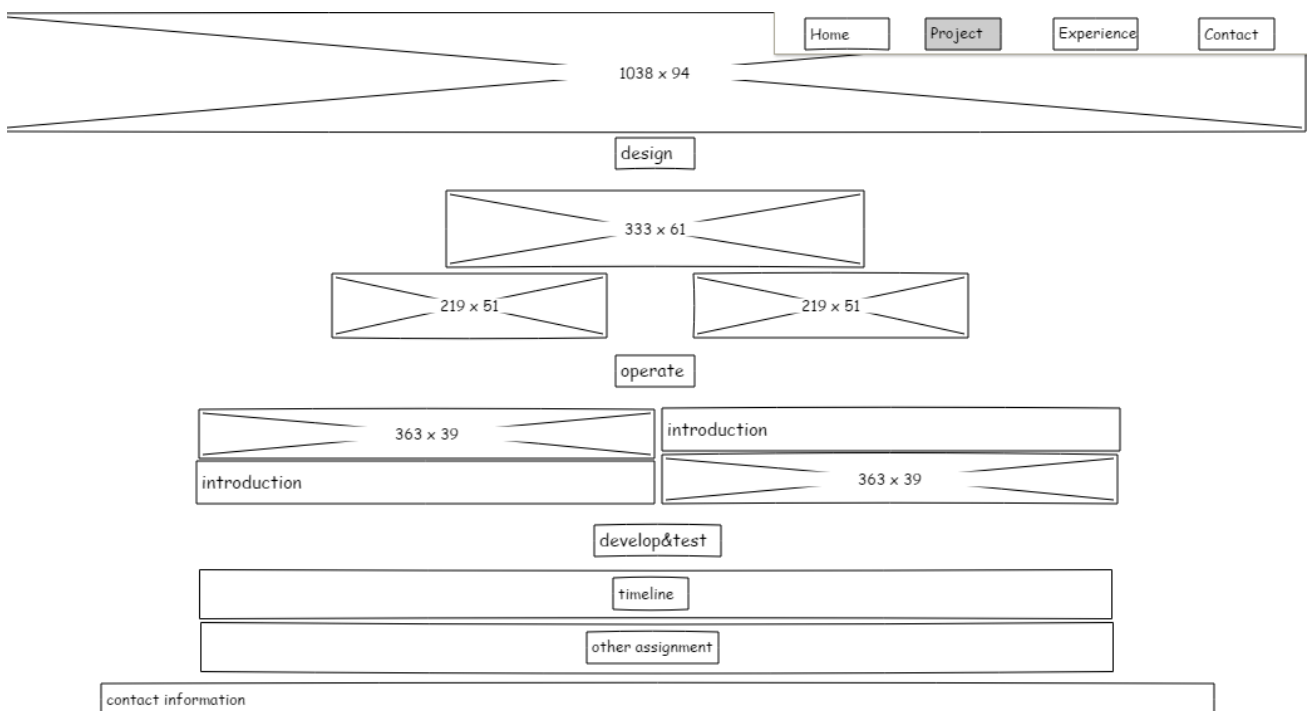
5. Skeleton

Once the required content and the structure of my website is settled, I tried to build some wireframes of my website with Pencil to design the layout and present the relations between each page. There're four pages of my website: homepage, project, experience and contact. From my perspective, the importance of my professional abilities is higher than my comprehensive abilities, so I choose to show my professional abilities with education background, skills and project in the first two pages and my comprehensive abilities in the third page, then set a page for contact as a touchpoint for users anytime they want to end their journey.

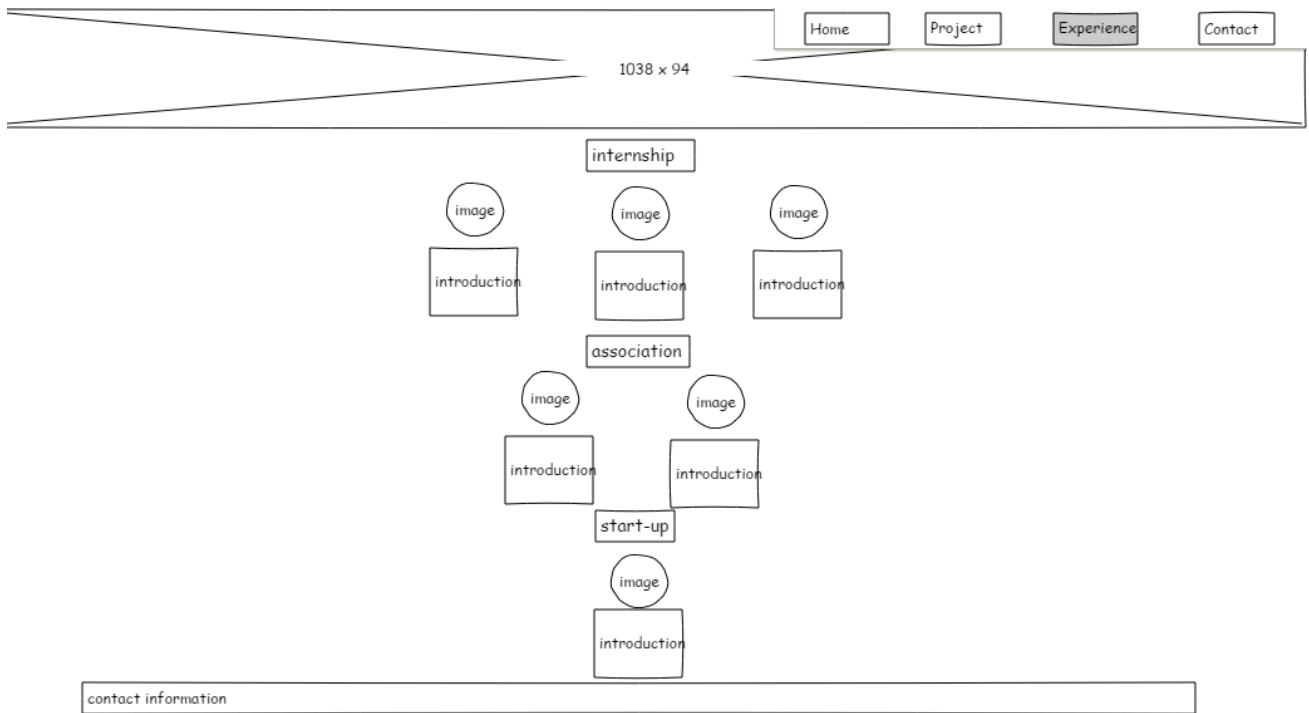
The principle of my design is to keep as simplified and straightforward as possible to make it easy for the visitors to understand so that they won't waste valuable time (maybe just less than 30 seconds for my website) trying to find out how to interact with my website thus don't have time to focus on the content I'm trying to present. I want everything in my website is highly relevant with my dream job and easy to understand.



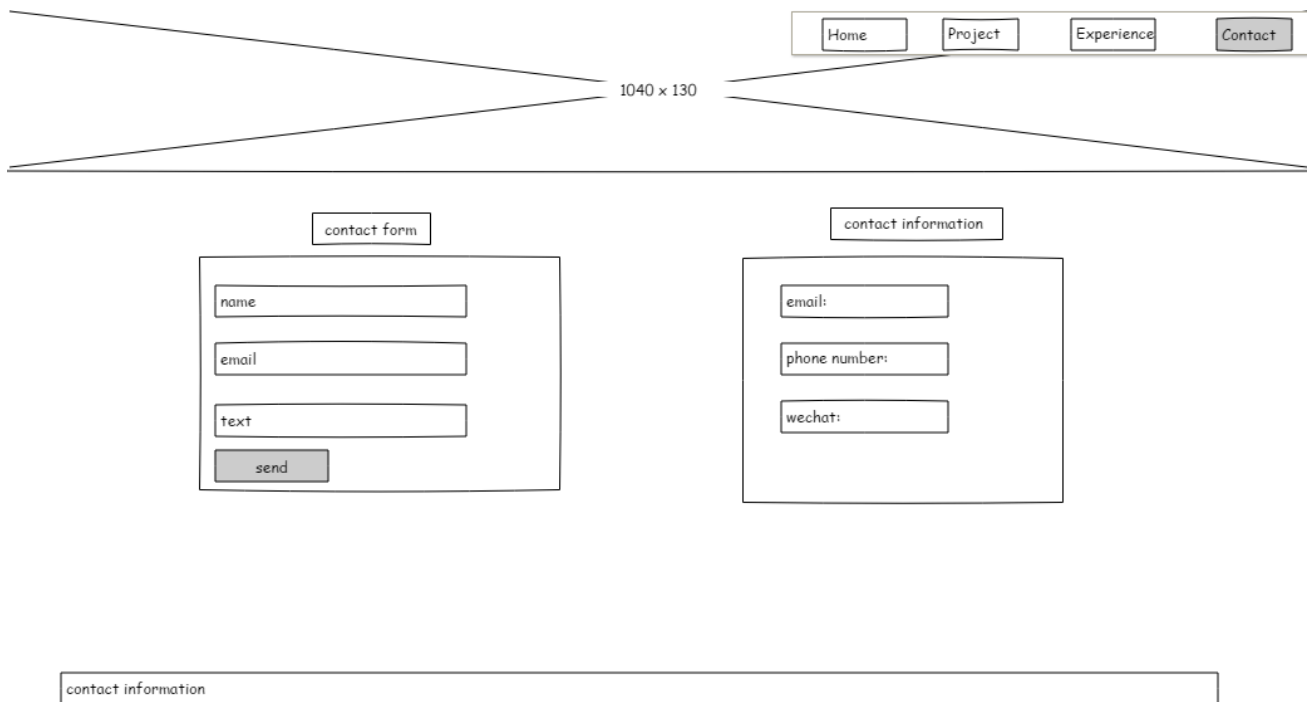
(Figure 2: Wireframe: homepage)



(Figure 3: Wireframe: project)



(Figure 4: Wireframe: experience)



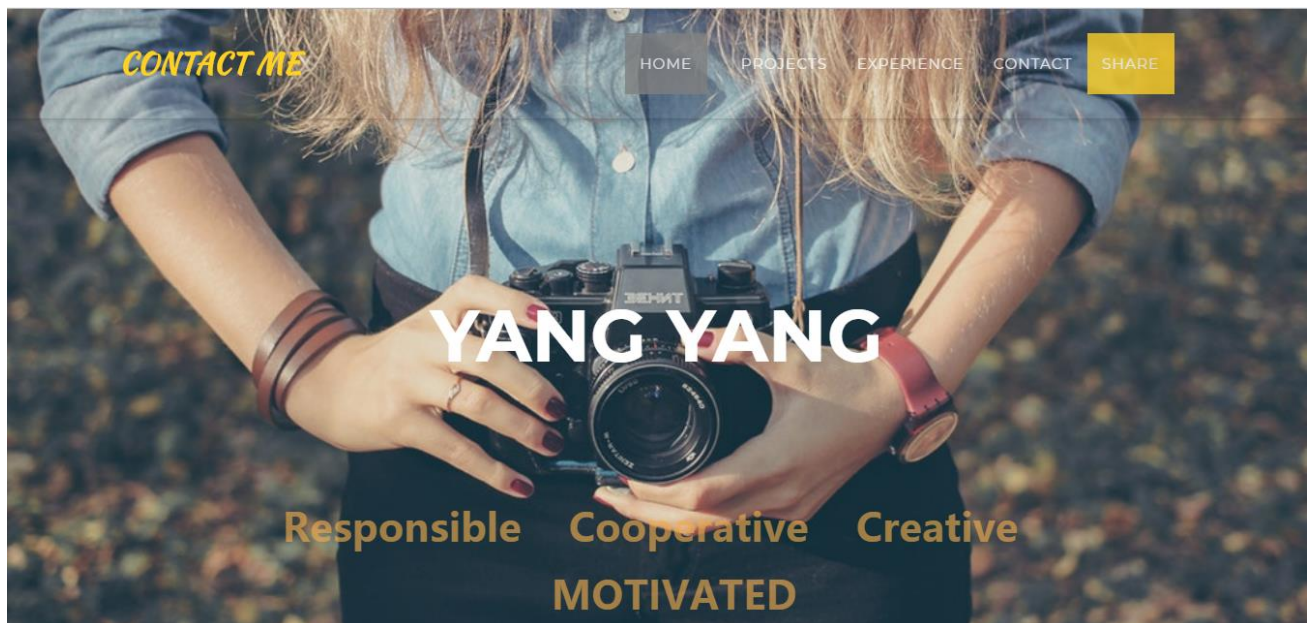
(Figure 5: Wireframe: contact)

After I made the wireframes, I asked some friends for advice, and they suggested that it would be better to add a share function to increase the exposure of my website. Besides, the contact button in

navigation bar is a little difficult to see, so I could make it more prominent, maybe add a contact button in the top left corner would help. I took this advice and decided to test it in A/B test to see if this will help increase the rate of people contacting me.

6. Surface

So far, I have established the structure, content and the layout of my website, the next step for me is to design the interface and choose visual components of my website. The images I used in my website are mainly the pictures of my projects and my experience. In the homepage, I first chose a photo of me as the background image, but one friend of me suggested that it would look less professional so I changed it. For the color, I chose blue and orange to add more contrast.



EDUCATION

Peking University

2013-2017

School of Journalism and Communication,
Advertising



The Chinese University of Hong Kong

2017-2018

School of Journalism and Communication,
New Media

[CONTACT ME](#)

[HOME](#)

[PROJECTS](#)

[EXPERIENCE](#)

[CONTACT](#)

[SHARE](#)

SKILLS



Front-end Develop

Basic
Html,Css,Javascript,
JQuery,



Visual Design

Familiar
Photoshop, Illustrator,
Indesign,AfterEffect,
FinalCut Pro



OFFICE

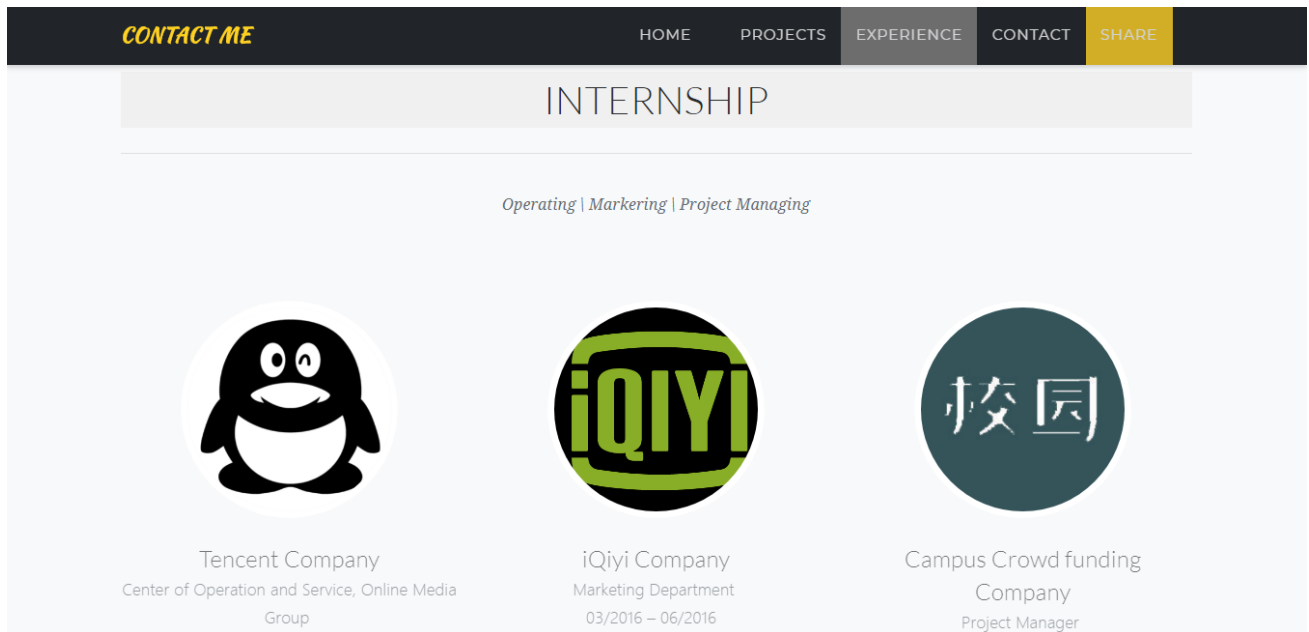
Experienced with
completing data report
using Excel during
internship in Tencent.



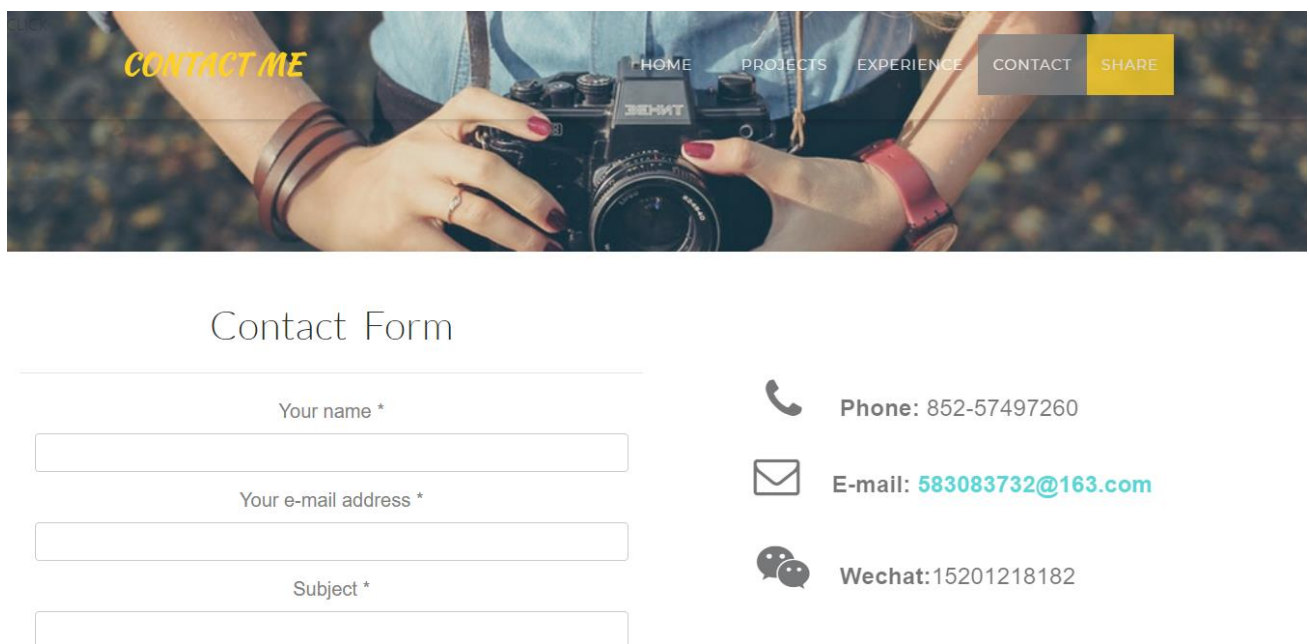
Social Media Operating

Experienced
Operated 2 WeChat
Official accounts with
more than 1,000 followers
and once received more
than 10,000 views.

(Figure 6: My Homepage)



(Figure 9: My Experience)



(Figure 10: Contact)

7. Test

After the visual design is completed, it's time to test my website and make some improvements. In this part, I choose to use both qualitative and quantitative methods. For qualitative method, I choose

usability test; and for quantitative method, I choose the combination of Google Analytics and Google Optimize to do A/B test.

7.1 Usability test

Usability is how easy and pleasant users are when they're using a specific product. For my website, it's how easy and efficient for visitors to find what they want to see. According to research, 5 people is enough for showing most of the problems. Due to the limit of time, I asked five of my friends to do usability test for me.

I applied the 'think aloud' method to see how they would interact with my website. During the process, I asked them to describe what they saw, what they think it should be and how it performed. I also recorded the way they interacted with my website, such as clicked the icon in skill section.

Besides, I also asked them some questions including what functions and content they thought should be included in a personal website, what was the biggest limitation of my website, what improvements should be made, which part they found was confusing and so on. Based on their descriptions, actions and answers, I summarized some problems of my website and came up with solutions to the problems. Due to time limit, I didn't make all the adjustments such as adding a Chinese version, but I will work on that later after I submitted all my final reports.

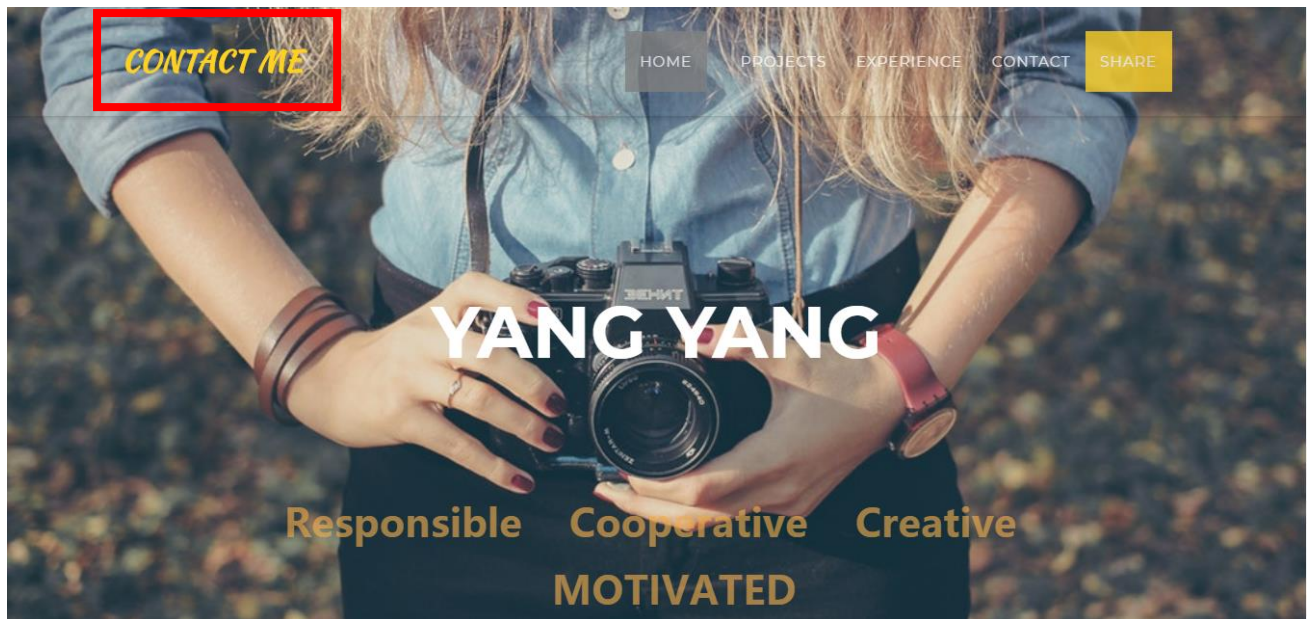
Problem	Solution
Loading speed is slow when opening project.	Compress the original file.
Timeline in index page is not so relevant.	Delete the timeline in index page and put it in project part.

Can't click the skill icon to view projects.	Add link to icon.
Brief introduction is too general and not appealing enough.	Change to some descriptive words to give an intuitive impression.
Descriptions in experience part is not clear enough.	Delete some sentences and highlight the important words in description.
Not personal and interesting enough.	Add some hobbies or fun stuff about me. (To be done)
No Chinese version.	Add Chinese version. (To be done)

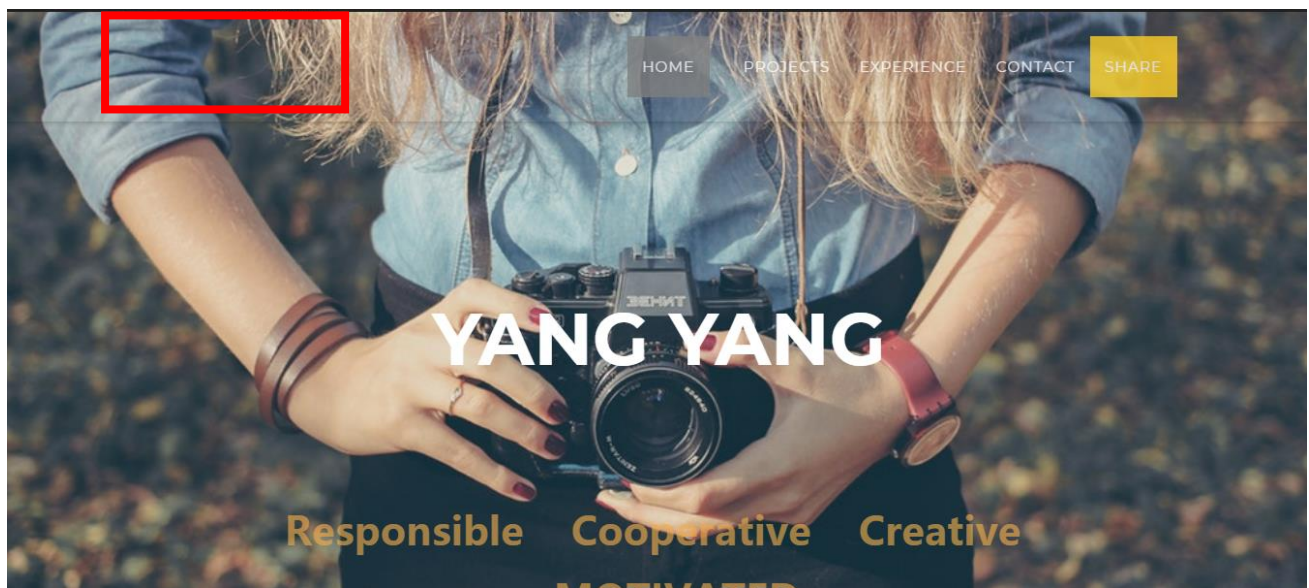
7.2 A/B Test

A/B test is a great way using data to give us insight into visitor's behavior and help us make targeted improvements to our website. But the fact is there's no way for me to find enough HR to do A/B test for my website, neither other directors from other projects, all I can get are students or maybe some other young people, which means the testing results may not be meaningful. In that case, I tried to test a more universal function just as a practice.

In my A/B test, I set the variation to be the 'contact me' button in top left corner of the navigation bar. In the original version of my website, I didn't change anything. In the variant version, I deleted the 'contact me' button in the navigation bar. In this test, I mainly want to see if adding a 'contact me' button will increase the chance of people contacting me, so I set the goal as people going to contact page.

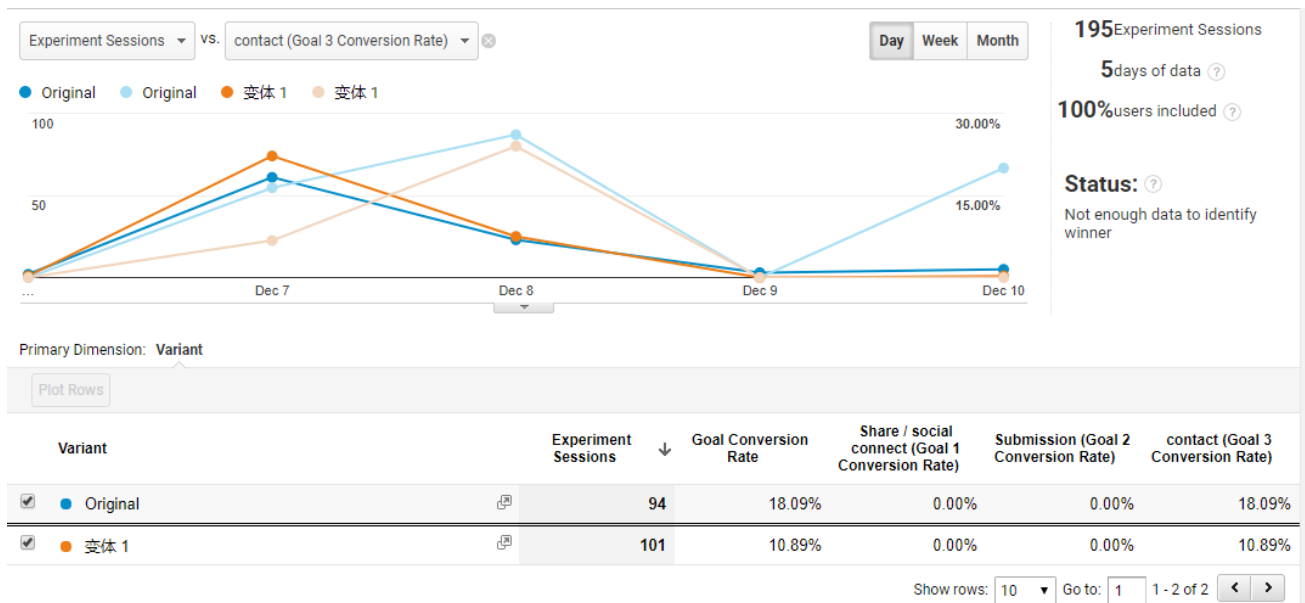


(Figure 11: Original Version)



(Figure 12: Variant Version)

My A/B test

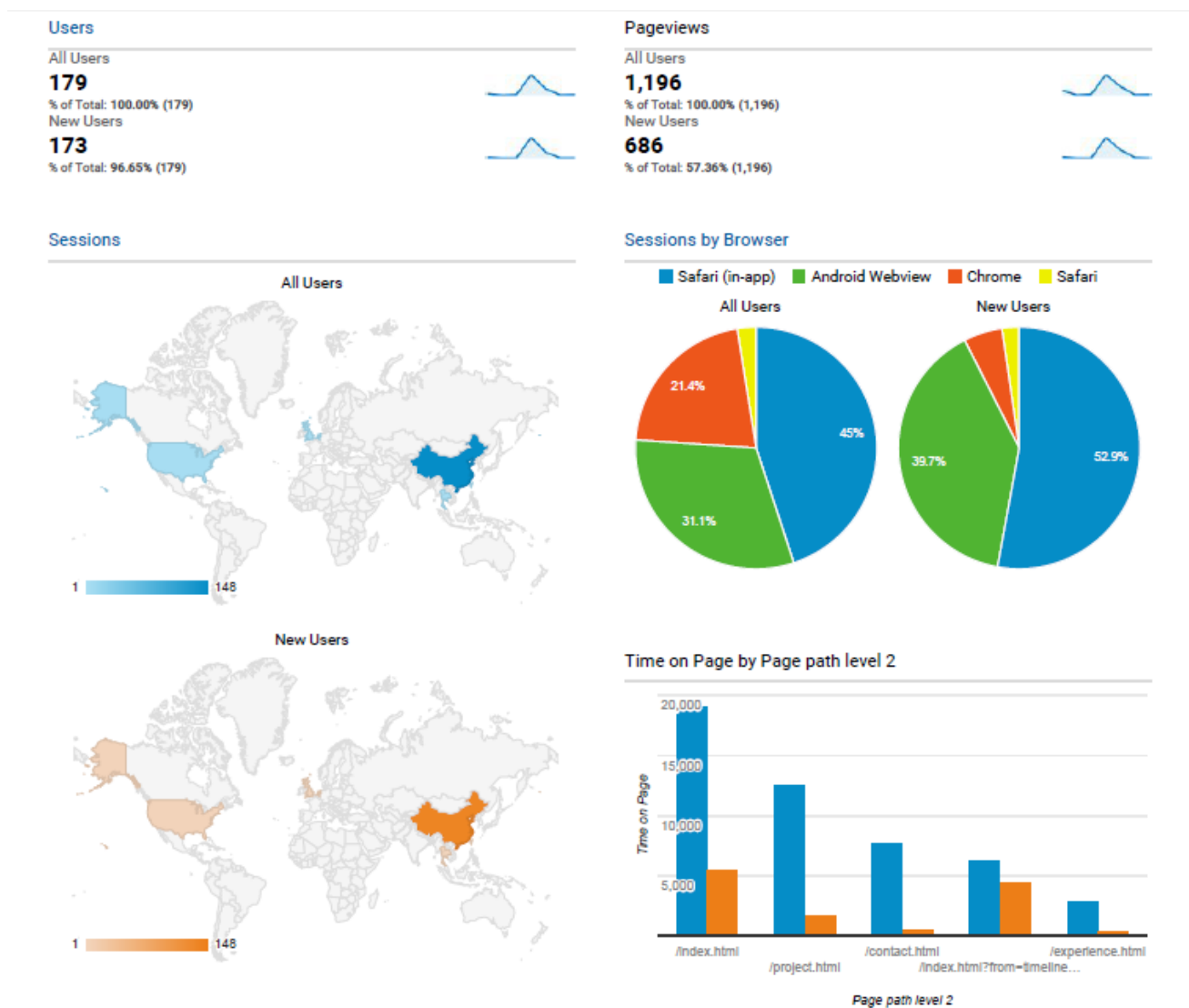


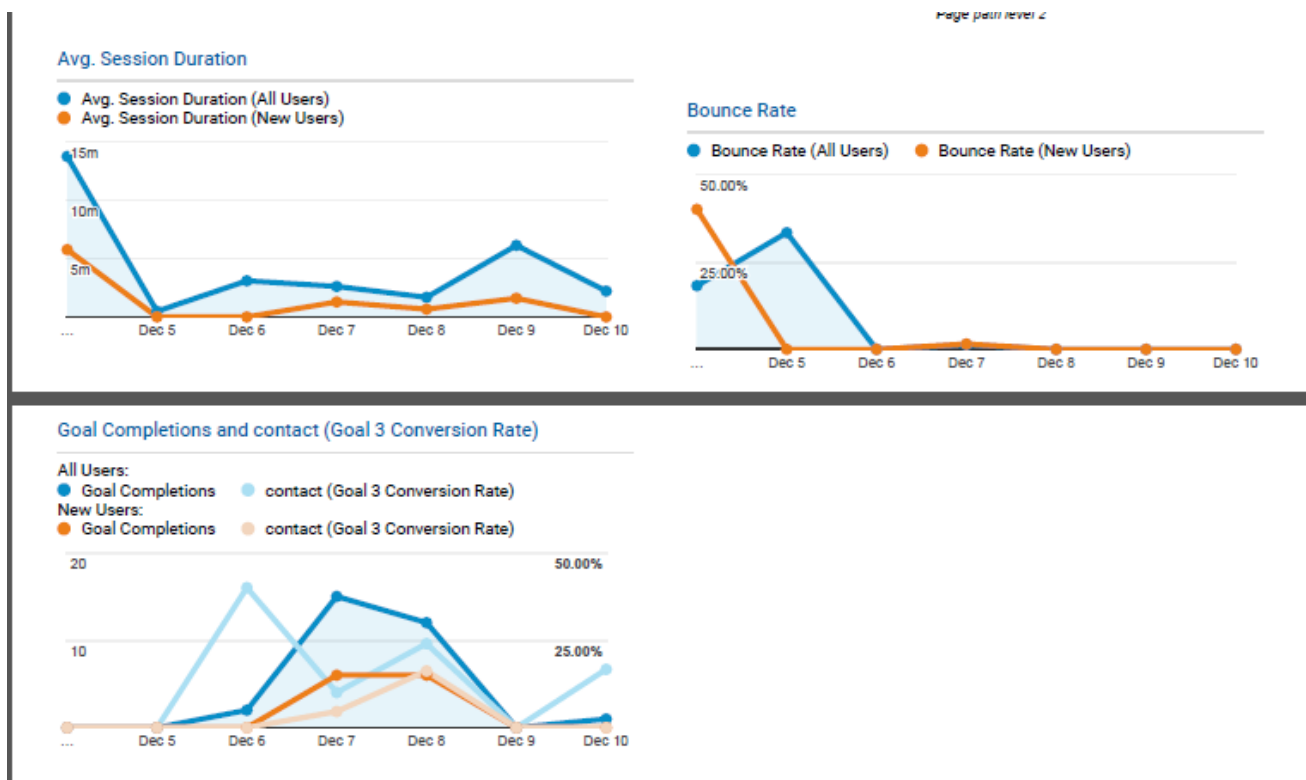
(Figure 13: [A/B Test Experiment](#))

My [A/B test](#) has been run for five days and got 195 experiment sessions from 179 users. The original version got 94 sessions and the conversion rate for going to contact page is 18.09%. The variant version got 101 sessions and the conversion rate is 10.89%. So, based on the difference of conversion rate, I can say that adding a ‘contact me’ button do increase the chance of people going to contact page.

8. Dashboard design and analysis

The last step for my project is to create a customized dashboard to measure the performance of my website. In this part, I want to know more about the demographics of my users, how they interact with my website and if the objectives of my website have been achieved. So, I choose nine metrics to create my own dashboard in Google Analytics (named ‘[My Dashboard](#)’) including the number of users, the number of pageviews, session by country, session by browser, average session duration, time on each page, the number of goal completions, the conversion rate of my primary goal and bounce rate. I also used a segment ‘new user’ to make the data more accurate and useful since my target users will be those new users in the future.





(Figure 15: [My Dashboard-2](#))

To identify the demographics of my users, I take the first four widgets as reference. According to my dashboard, 179 users have come to my website and 173 of them are new users, bringing 1196 pageviews in total. Most of these users are from mainland China, with a few from US and Europe. And for the device, safari in-app and Android WebView constitute more than 75% of the whole device, so it's important for me to make a Chinese version and make sure that my website looks great in mobile device.

To measure users' behavior, I choose average session duration and time on each page as reference. The average session duration for new user is more stable ranging from 40 seconds to 1 minute and 36 seconds (I ignore the highest data which is meaningless because I used my website for usability test that day). I also want to see how much time people would spend on each page so that I could know which page people are most interested in. In this part, I also use the data of new users. The index page

is undoubtedly to have most of the traffic, next is the timeline from index, then project, then contact, and the last one is experience. This result is unexpected for me. First, I find that people are interested in my timeline in index page and this function could help me to keep my users staying longer, so I decide to put the timeline back in index page. Second, the project page is important, perhaps because people would click the skill icon in index page to view more. Last, people don't have much interest in my experience, so I could put less energy in that page.

To measure the performance of my website, I use the number of goal completions, the conversion rate of goal 3 and the bounce rate as reference. I set up three goals for my website, including sharing my website, submitting the contact form and clicking contact page. Unfortunately, the first two goals are completely failed, perhaps because that the users I tested don't have the need to contact me in that way. Clicking contact page is my third goal, because I assume that if my users want to see my contact information, that would mean they have interest in me. The conversion rate of this goal is less than 4.62% for new users which is not very satisfying, maybe I should make my website more appealing.