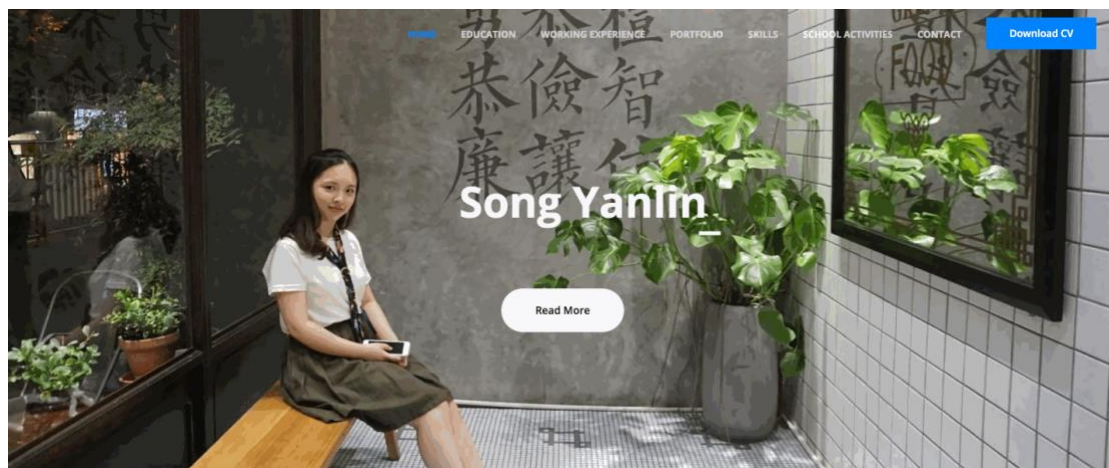**Final Personal Website Design Report**

Comm5961 2017

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New Media

1. Introduction

Nowadays, when hunting for jobs, this sentence can be normally found in many job descriptions: "Please attach your portfolio". When this happened in the past, my approach was to attach a link of pan.baidu(百度雲盤), which contained all the works I had done. However, this way has many disadvantages: it is lack of vitality and intuition, and it is hard to distribute through different channels like social media. Therefore, it is necessary for me to change an approach to present my portfolio, and I think a personal website would be a better choice. According to Workfolio's founder and chief executive Charles Pooley, a website gives hiring managers a glimpse into your personality. Furthermore, having an informative, well designed website also sends a message that you take your career seriously. Lastly, it offers visibility. With the website portfolio, recruiters are easy to judge if I am suitable for this job, and it at the same time shows my skills in new media technologies so that it may improve my competitiveness.

2. 5 Planes of UX

Jesse James Garrett, the author of The Elements of User Experience mentioned that when beginning a new website project, we have to take 5 planes of UX into consideration: strategy, scope, structure, skeleton and surface. Therefore, I applied all these five planes to design my personal website.

2.1 Strategy plane

Before designing my web, firstly I determined my job intention. I once worked for a new media product as an operator for five months before I went to Hong Kong. I gained much experience and became interested in this area, so I attempt to continue my career path as a new media operator.

Then I conducted some researches. I analyzed the job description of new media operator including its duties, skills and qualifications. The duty of new media operators

mainly contains 1. community operation; 2. social media operation; 3. activity plan and execution. I also contacted with my former leader in the new media company and she said that when they planned to find a new employee in this area, they mainly considered four aspects: 1. how employees' experience related to the job; 2. the creativity of the applicants; 3. technical skills; 4. the strong ability of learning and comprehension; 5. team spirit and responsibility. Furthermore, each applicant is normally asked to show their past projects when applying for this job. Therefore, my website should prove my strength and how I fulfill this requirement

In order to determine the user needs and site objectives, I also analyzed the stages of recruit to help me determine my target users. I interviewed the HR in the former company to learn more about the stages of recruit: 1. HR gets the portfolio; 2. HR thinks the person is suitable for this job; 3. Contact the applicant via mail, phone or text messages; 4. Interview by HR; 5. Interview by team leaders and department managers; 6. Admission. Therefore, the target users of my website include recruiters, team leaders and department managers. I also viewed my teachers and former leaders as my target users as they may act as recommenders when I hunt for a job. Other HR friends told me that when hiring fresh graduates, they pay more attention to their education, working experience, and school activities. Therefore, I planned to make these kinds of information stand out in my website. They also mentioned that the time they spent on each resume is less than 1 minutes, so I will try to show my uniqueness on my personal web to attract their attention. You can find the whole content of the user need and site objectives in table 1.

Table 1. Use Needs and Site Objectives

SITE OBJECTIVES		TARGET USERS		USER NEEDS
PRIMARY GOAL	Make recruits interested in my portfolio and contact me	**PRIMARY USER**	recruiters	Find employees suitable for the job and contact with them easily
ADDITIONAL GOAL	Make the department managers interested in me and consider I am the suitable choice Show my skills in new media technologies	**SECONDARY USER**	Team leaders, Department managers	Easy to find the relation between the job and the applicant's experience
ADDITIONAL GOAL	Ask other people to recommend me to the company I am interested in	**SECONDARY USER**	Teachers and former leaders	Easy to share via mail and SNS

2.2 Scope plane

On the scope plane, I conducted a customer journey mapping in figure 1 to make

the user journey much clearer.

Figure 1. Customer Journey Mapping

The users' journey mapping contains four steps. Firstly, recruiters will receive the link of my website through online recruitment agency like zhaopin.com, 51job.com and social media like Weibo, WeChat and LinkedIn. They can also find the link through hardcopy of CV submitted during recruiting events. Then recruiters may click the link and check the content of my web. After consideration, they may download my CV and contact me.

2.3 Structure plane

On the structure plane, I designed a site map for my web including 7 parts: landing page, education, working experiences, portfolio, skills, school activities and contact information. The order of the structure was determined by my research. As mentioned

before, my HR friends told me that they may firstly pay more attention to fresh graduators' education and working experiences. Therefore, I put these parts in the first place. At the same time, it is important to show my uniqueness and I think what distinguished me from other applicants is that I have more working experiences and projects, so working experience and portfolio sections are the focus points of my web.
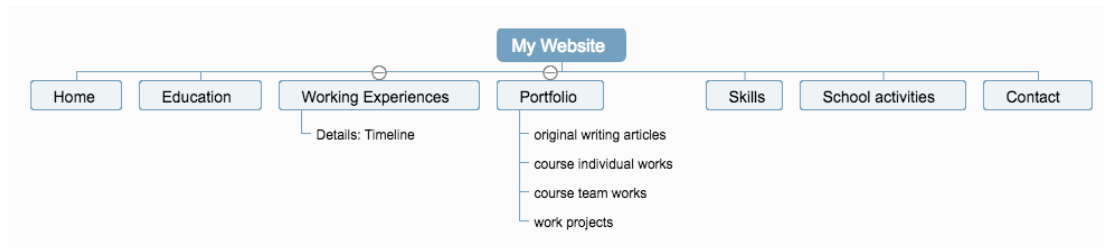

Figure 2. Site Map

2.4 Skeleton plane

On the skeleton plane, I used singe page to design my web as it would be easier for users to operate than normal websites. I also used Pencil to design the skeleton of each part.

The structure of homepage is simple but I made the focal points stand out: I hope users to be attracted by the big image and the heading on the landing page. Besides, about the navigation. I fixed the navigation bar on the top of the page and enlarged the button of "download CV".
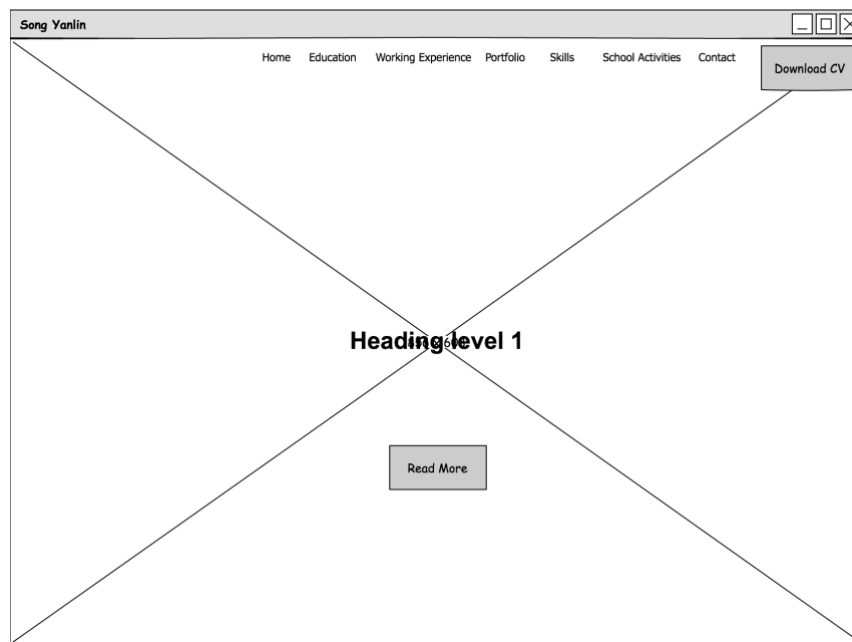
Figure 3. Homepage

The education section consisted 3 columns to show my education experiences in undergraduate, exchange and postgraduate university.
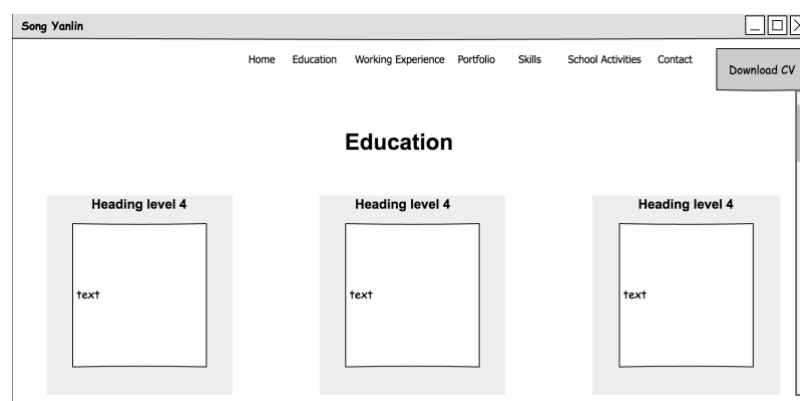

Figure 4. Education Section

In the part of working experiences, I just show the brief introduction of my past work including company, time and job title. I considered that it was important to show what I had done in past companies. However, different recruiters may focus on different working experiences. For example, some may be interested in applicants working experience in Internet company while some may be interested in what I had done in media group. Therefore, I set a child module for this part. After clicking learn more

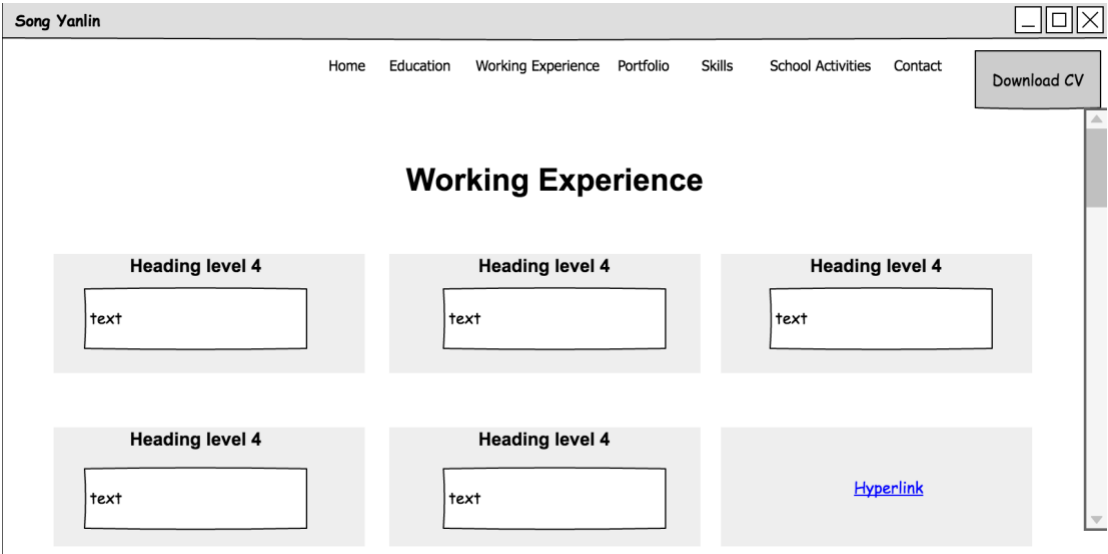about my work experience, users can see details about my past.

Figure 5. Working Experience Section

The section of the portfolio is separated into 4 parts including original writing articles, course individual works, course team works and work projects. It is easy for users to find what kind of works they are interested in.
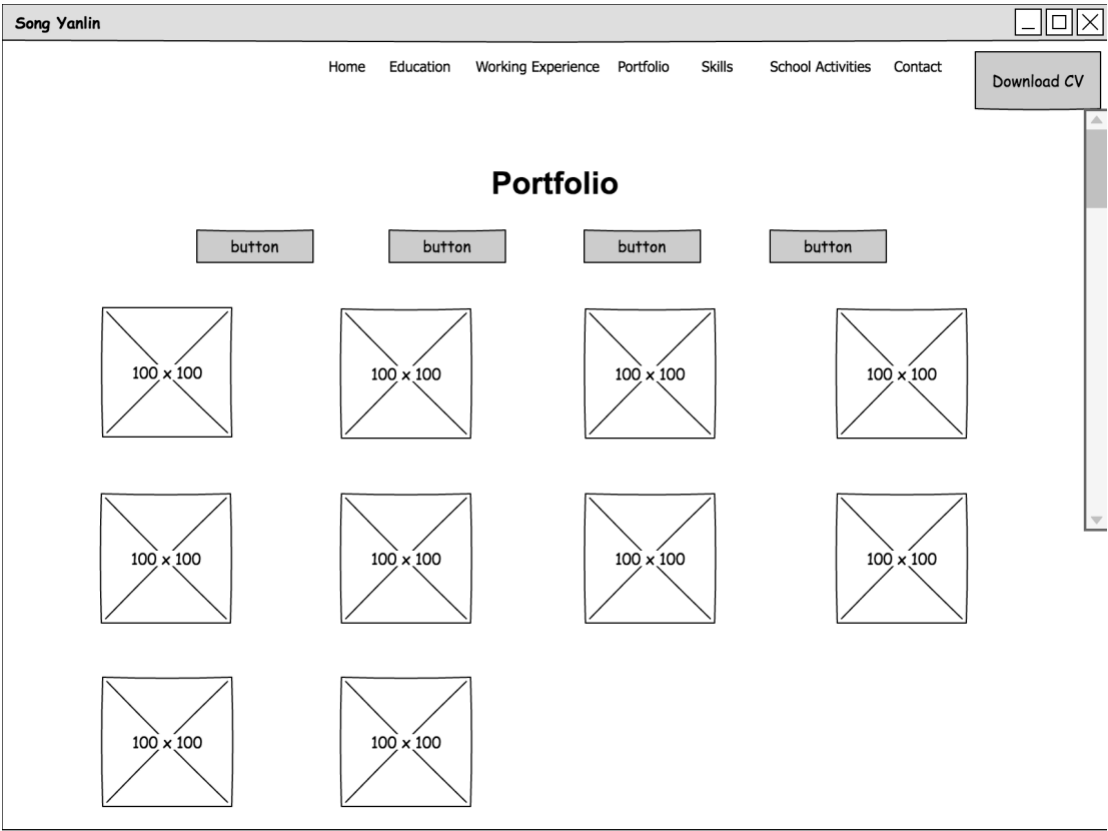

Figure 6. Portfolio Section

The section of skills is to show the abilities and to what extent I have mastered.
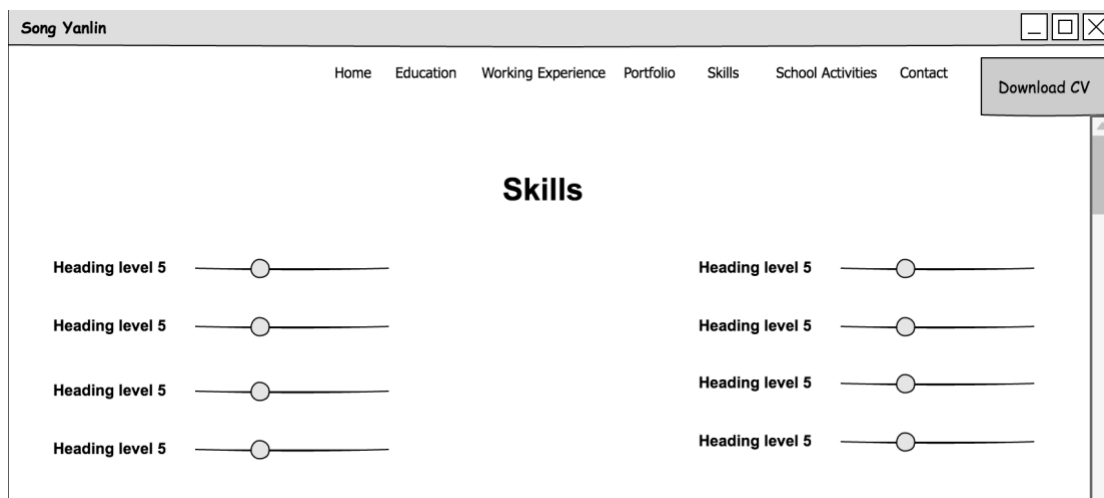

Figure 7. Skills Section

The section of school activities acts as a supplement in my web. As I had working experiences, HR may pay little attention to what I had done in school. However, as I organized many activities in university, this section can also show my abilities of creativity and team work.
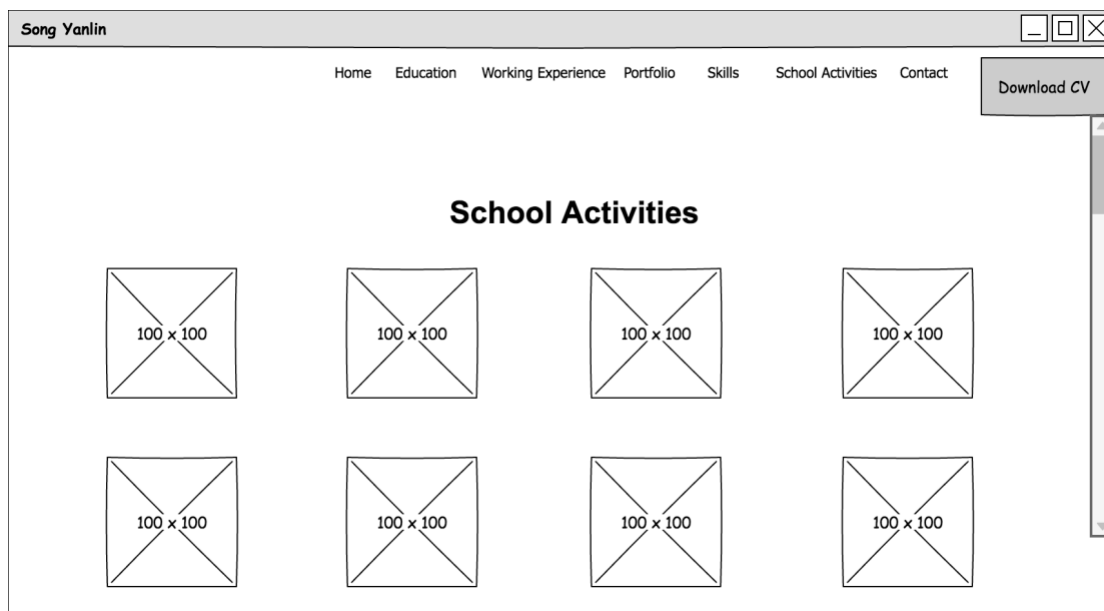

Figure 8. School Activities Section

Last part is the contact section including two columns. Recruiters can easily find my contact information and they can also leave a message through the contact form.
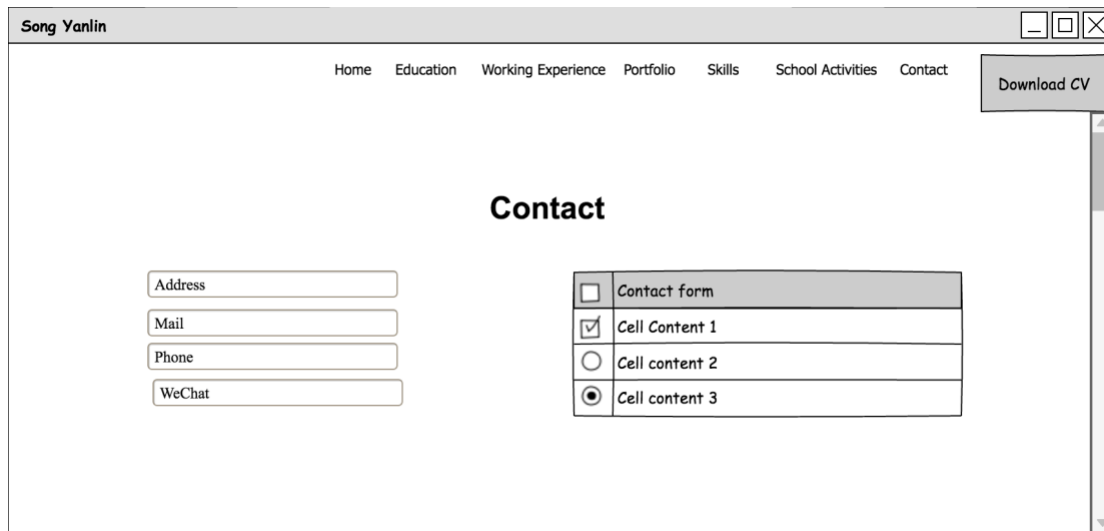
Figure 9. Contact Section

2.5 Surface plane

Firstly, I chose blue and white as the main colors of my web to make my website look elegant, clean and minimal.

Figure 10. Theme Colors of My Web

Besides, when just starting to build my web, I chose a picture of business style on my landing page. However, my friends said that using a picture of myself could tell users that this is a personal website while a business style picture may make users confused and they may think the web as a page of company. Therefore, after consideration, I used my personal image on the landing page to give users a good first impression.
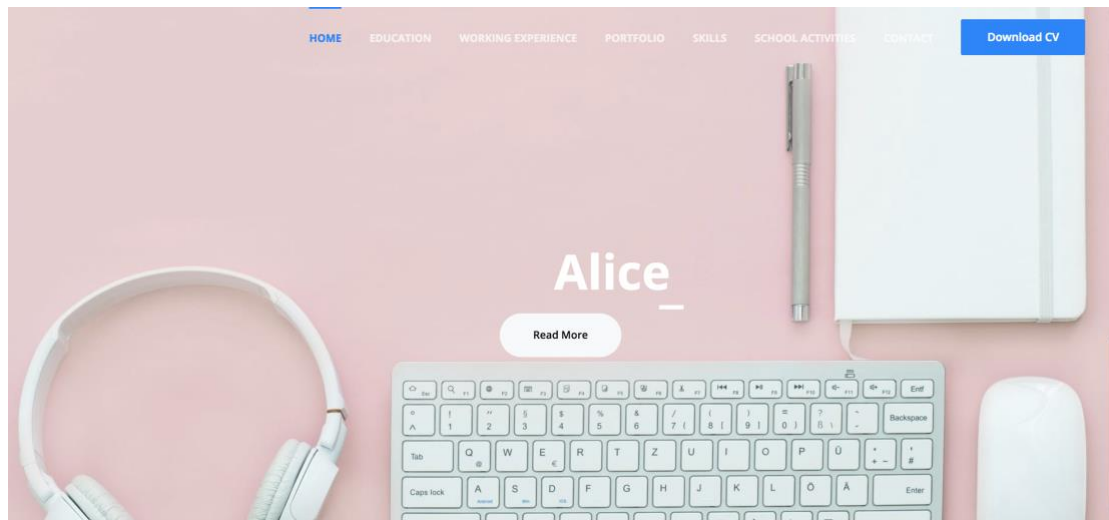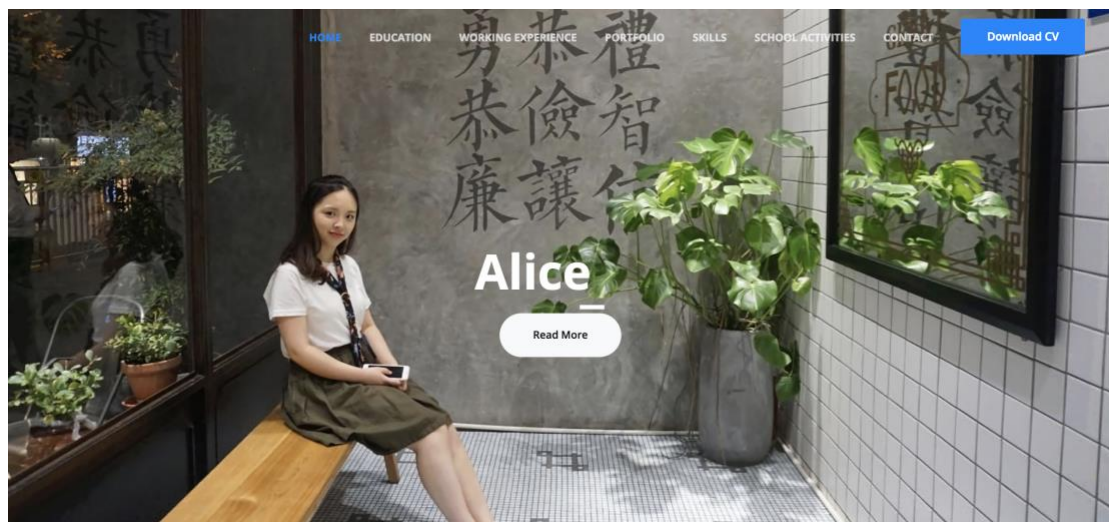
Figure 11. Homepage- Version 1

Figure 12. Homepage- Version 2

As animation is an approach to draw viewers' eyes, on the center of the page, I used a JavaScript of typing function. There are 3 words rolling circularly including my Chinese name：Song Yanlin, English name: Alice, and major and what kind of job I am looking for: New Media.

Furthermore, the color of the items on the navigation bar would change according to the slot users slide to. For example, when users slide to the page of working experience, the words "WORKING EXPERIENCE" on the navigation bar will change to blue, so that users are always aware of what content they are reading.

To make my web look briefer, I decrease the use of text. However, some parts like working experience need to use words to demonstrate what I have done before. Therefore, I applied a timeline to make these contents easy to read.
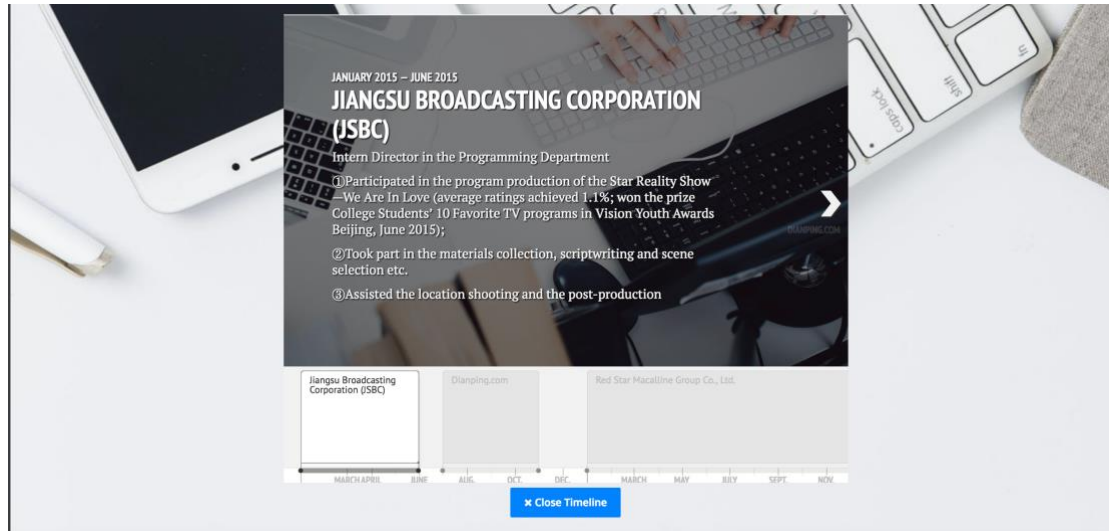

Figure13. A Timeline of Working Experiences

In the section of portfolio, I applied a hovering function. When hovering over, users can see the brief introduction of my works. After clicking on, users can find entire contents. I used table to list my previous writing articles. When clicking the title of the article, users can jump to the page where my articles published. I also applied different types of media to show my past works including video and PDF file.
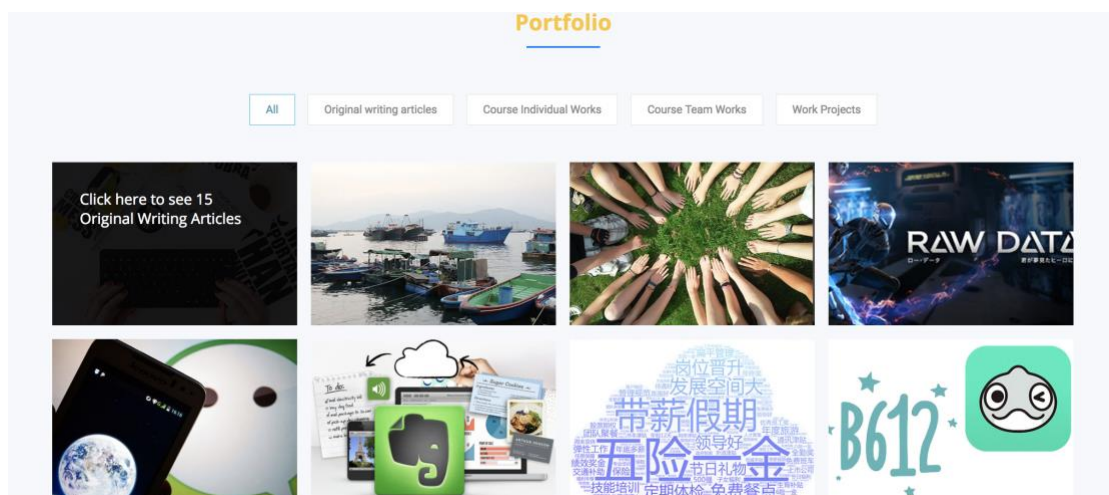

Figure14. Hovering Function

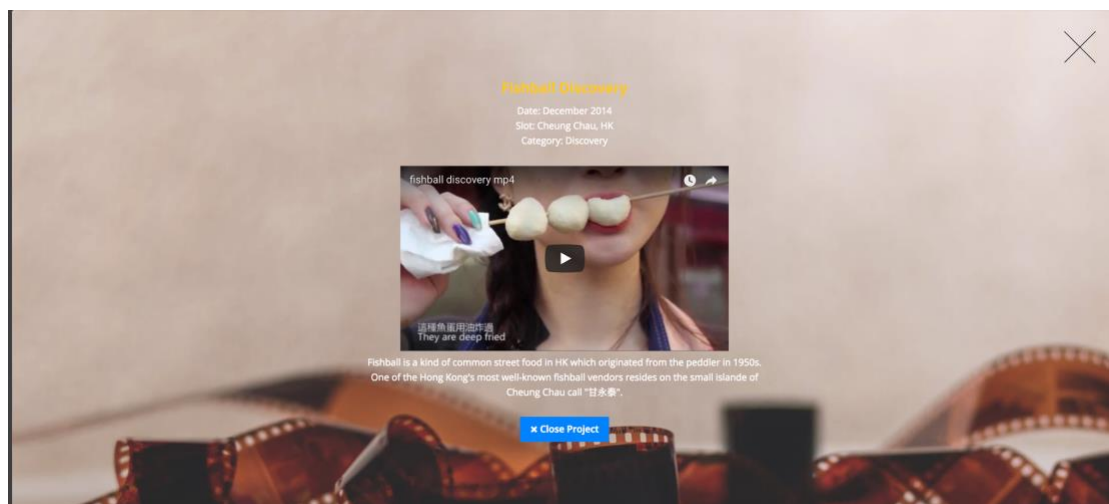*Figure15*. A Table of Original Writing Articles with Hyperlinks

Figure16. A Page of Video

Furthermore, I also did some changes to the code of my website so that it could be responsive in mobile device. For example, the portfolio section. I think that the hovering function is useless on mobile device. Therefore, on the mobile version, users can see the title of each work directly.
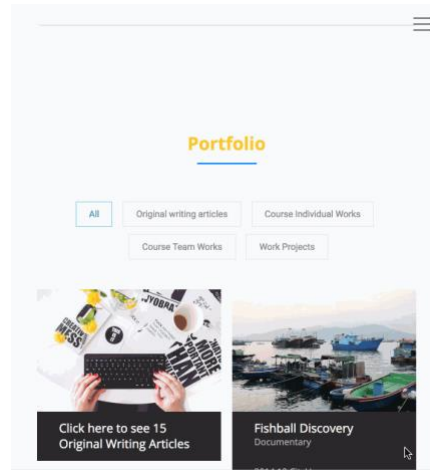
Figure17. Mobile Version

3. Test

I applied two ways to test my website including the qualitative approach: usability test, and quantitative approach: A/B test.

3.1 Usability test

First, the qualitative way, I invited 5 participants who never saw my website before to join in my usability test. They were 4 classmates majored in journalism and communication, and 1 HR who once worked for internet company and foreign company. Below is the scenario of the task I prepared for them:

Imagine that you are an HR who plan to hire a new media operator. Please go through the job description of new media operator and see if the job seeker fulfills the requirements. If your answer is yes, then download CV and collect the contact information.

It took each participant about 3 minutes to finish these tasks and I have collected their opinions. My participants thought that my web had clear skeleton and rich contents. It was easy for them to find out what requested in job descriptions then determined if I fulfilled these requirements. They also found some problems. Firstly, they complained that the loading speed of my website was low. It took some participants 5 seconds to

load the image on the home page, while other participants said that the picture on the landing page was lack of clearness. However, these two problems were hard to balance because if I pursued the clearness of the picture, the size would become larger and make the loading speed much lower. Therefore, this is still a question to be resolved in the future.

Furthermore, in the first version of the skills section, I used percentages to illustrate the level of different skills. However, one participant said that the skills section was fancy but the numbers on the bar chart made users confused. One guest also said in our last class that these numbers were meaningless. Therefore, I adjusted this numbers to 3 degrees: excellent, proficiency and mastery.
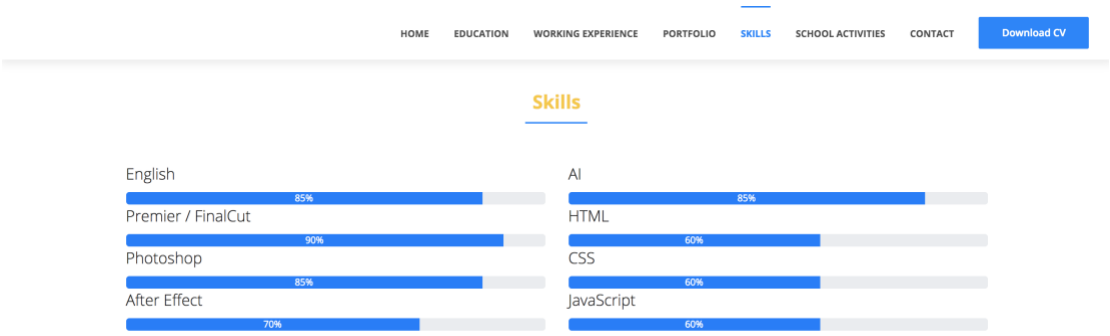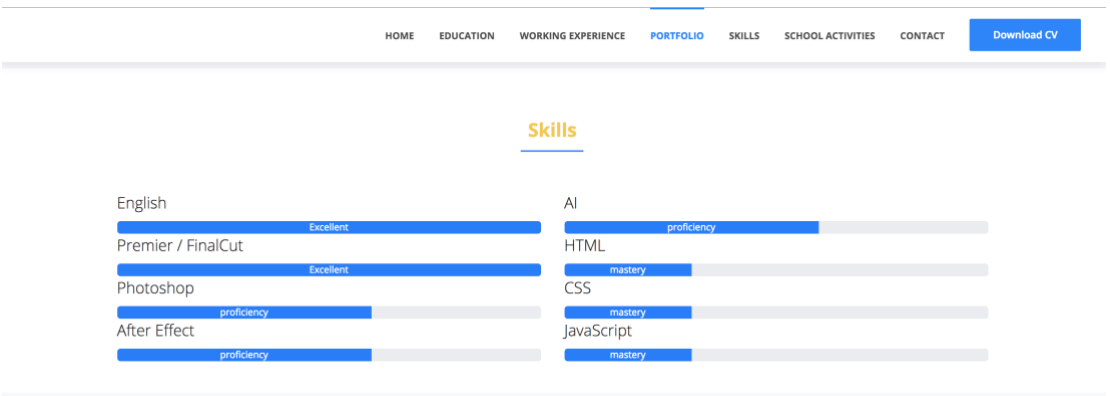
Figure18. First Version of The Skills Section

Figure19. Second Version of The Skills Section

Furthermore, my participants also said that I had to launch a Chinese version if I planned to seek a job in mainland. Therefore, this is what I plan to do in the next step.

3.2 A/B Test

The color of the title in each section in version A is yellow. I chose this color to make the website more vivid. In the version B, I changed yellow into black to make my web look more formal.
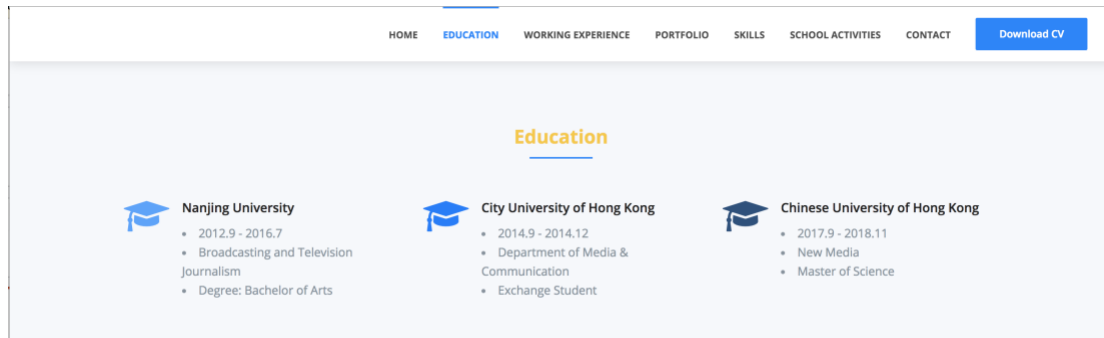

Figure20. Original Version

Figure21. Version B

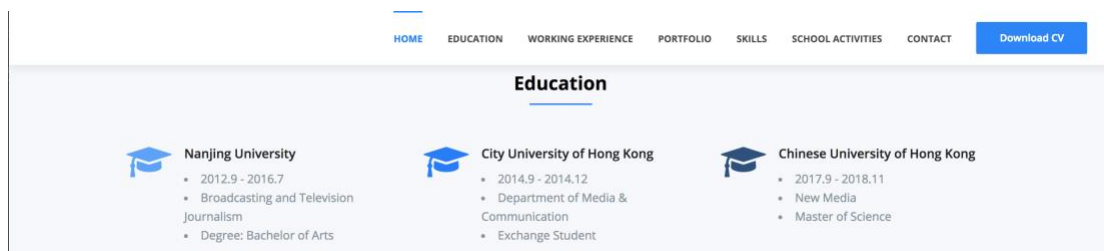Till now, I have started the test for 8 days. Figure 22 shows the result and version A is better than version B in terms of working period and bounce rate.

Figure22. AB Test

However, it would be better to continue this for 2 weeks. Therefore, I will keep doing this experience for about one more week.

4. Dashboard

As I applied single page on my personal website, I did not consider some targets like

bounce rate. What I am interested in is the users' behavior on my web. Therefore, the target I set is what the tag they click most frequently. You can find my dashboard named "songyanlin-cv".

tag-click

事件動作	事件總數
http://dev-com5961syl.pantheonsite.io/songyanlin/cv.html#coming	19
http://dev-com5961syl.pantheonsite.io/songyanlin/cv.html#Education	18
http://dev-com5961syl.pantheonsite.io/songyanlin/cv.html	15
http://dev-com5961syl.pantheonsite.io/CV--Song%20Yanlin.pdf	10
http://dev-com5961syl.pantheonsite.io/songyanlin/cv.html#working	9

Figure23. What tags users click most frequently

I found that the tag users click most were "education", which was consistent with what my HR friends said before that education information was what recruiters paid attention to firstly.

访客地区

城市	入站
Hong Kong	56
Shanghai	6
Kyoto	4
London	3
(not set)	2
Nanjing	2
Kunming	1
Dresden	1
Bazhong	1

Figure24. Demographics

Figure 24 shows the cities where viewers come from. Most of them were classmates from Hong Kong. I also invited preview colleagues, so that some of the viewers were from Shanghai and Nanjing.

Another measurement of my website is the time views stayed on my page. According to the data, the average time users spent on my site is about 5 minutes.

網頁停留時間

05:17:10

% 總計： **100.00% (05:17:10)**

Figure25. Time Stayed on My Web

I also listen to the suggestion from the guest in our last class. He said we just wanted to excluded viewers who left the web at once. Therefore, I applied the scroll depth which meant that when users scrolled 10% of my web, I thought that their behavior was valid. However, I did not set this target for a long time, so the responses are not enough.

Figure25. Data of Scroll Depth

5. Improvements

Due to the time limitation, my personal website is just a prototype and has much to improve in the future. I will try to do some improvement in the next version including fixing bugs, shooting a new picture for landing page, compressing pictures to accelerate the landing speed, completing mobile responsive version and launching Chinese version. Furthermore, as I have not get enough traffic, the analysis part of my website research is not perfect. I will improve the analysis after launching Chinese version.