

# Final Project of Website Design

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I used to major in business English, but as the Artificial Intelligence developed, more manual work will be replaced by the machine, and as a result, I turned to new media, and hope can find a job in this filed especially the new media operator. At the same time, one of my hobbies is taking photos. It would be great for me to find a job which can related to my interests.

## 1. Strategy plane

Since I want to find a new media operator related to photograph, I search on the internet. And I find that there are three kinds of jobs I can apply. First, the corporations like the Clover and Blink, they have their own applications of photograph and serve for those who want to have their own styles. And they are trying increase registered members. Second, the photograph studios such as Yibo studio, which is very famous on Sina Weibo. Third, the traditional photograph magazines, they are transferring from paper style to more digital.

For these three kinds of corporations, the common is that all of them are developing, and serves for a particular group of users. their current goals are increase members, customers and readers.

For their applicant demands, they want those who have a background of communication, and are familiar with SNS uses. Some of them require the applicant have a good sense of appreciate and are interested in photograph. It seems that I am quite suitable for this kind of job.

So I start to think of my personal website, the first stage of is the strategy plane, and there are three questions I need to consider.

1. What is the website for?
2. Who will be the target viewer?
3. What do they want?

As it is a personal website, the function of the website is to promote myself

and to help me find the job.

## My research

I asked one of my friend who used to work in Tencent as HR assistant and a friend who works as photographer.

The qualities of new media operator, first new media operators must have a "net sense." it requires that the ability to grasp the hot news, be familiar with data analysis and information gathering. The ability of data analysis is becoming more essential. Then, new media operators need the ability to integrate materials and resource and they need to find value inside the materials and resource. In addition, new media operators need the ability to write good articles. The article should be written in the structure and logical. It is not only involved with literary talent.

For what a recruiter wants to know, my friend also told me that a personal website is not a must, and usually they would not take it into consideration. However, it might increase the competition. She also told me that in most cases, they can define that a person is not suitable for the job. Then the resume will pass to the department, and the department leader will detail check the abilities. The following interview will decide whether a person is suitable or not.

For the photographer friend, she told me that there is no criterion to be a photographer, but one need to have the portfolio so that he or she can show to readers and another more important thing is that he or she need to have its own style.

As the result, the website need to help me the pass the second round and get the chance of interview.

Table 1: Site objective

Site objectives		Target users		User needs
Primary goal	Let the HR go through my website very quickly get interested in my resume and pass my	Primary user	The HR from the company in which I apply for the position.	Find the potential and suitable appliers and pass the resume to the department

	resume to the second round.			leader.
Additional goal	Let the department leaders to see my portfolio, know I am really interested in it and give me the chance of interview.	Secondary user	The department leader from the company in which I apply for the position.	Find out whether a applicants is qualified enough with the job and give them the opportunities of interview.

Based on the site objective, I build the user journey map.

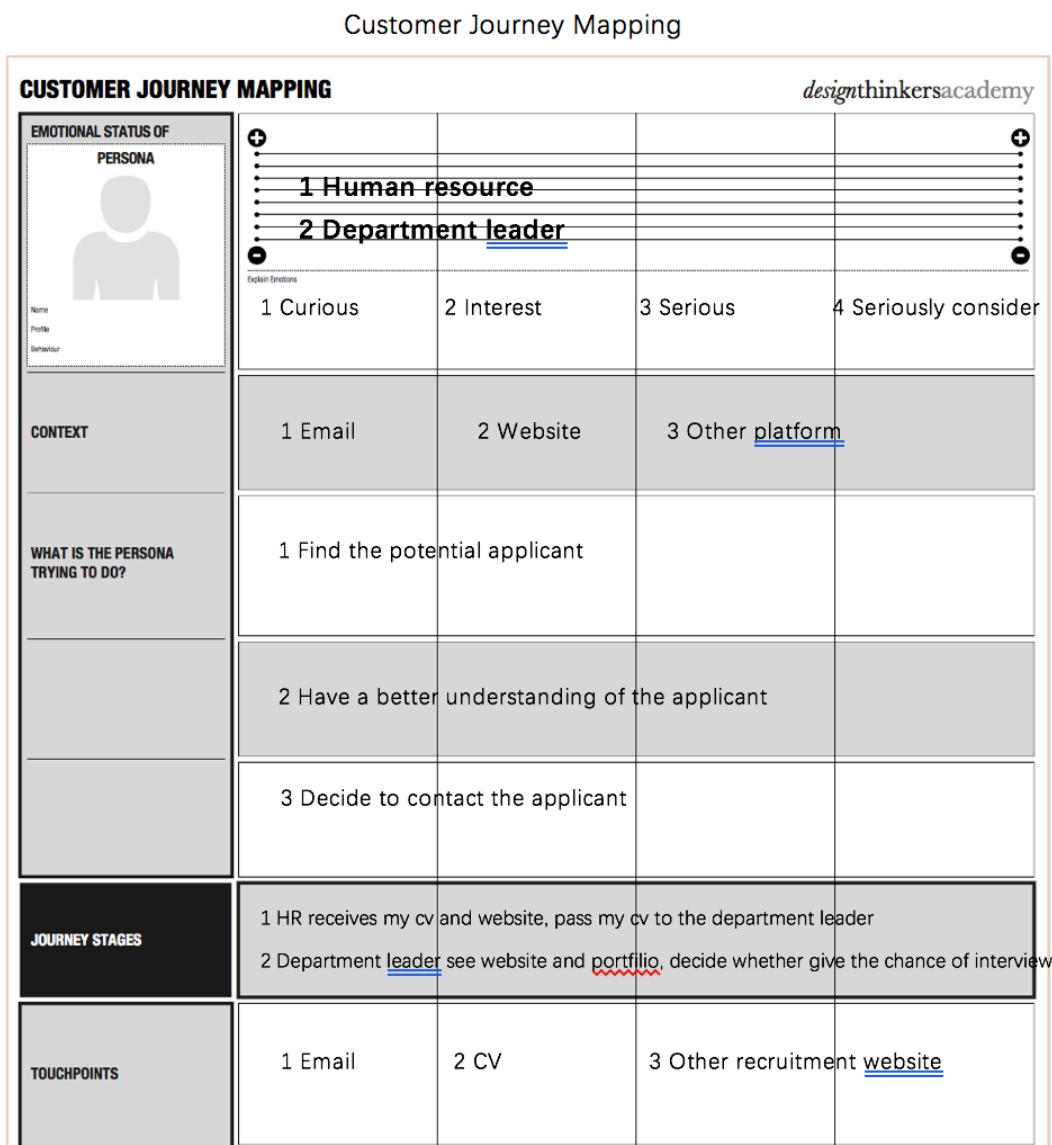


Figure 1: User Journey Map

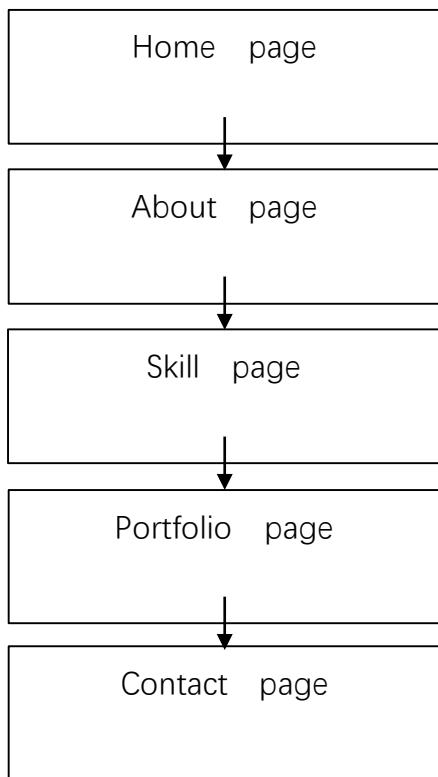
## 2. Structure

As hr usually are very busy, they would not spend much time on one person's resume, so I want my website to be simple and easy to read so that hr can spend less time on knowing the basic information of myself. At this stage, I am thinking about to build a-single-page website, and hr only need to scroll to see my information, which is also easier for me to manage the orders.

Content is also very important, I need to consider what key information I can put on the website and do not make it too complicated.

And as a result, I built a simple site map to make it more direct.

Table 2: Site Map



After building up the site map, I decide to build the prototypes of each page in my site map. Wireframe is very important for it is a visual guide that represents the skeletal framework of a website. It can help me to arrange elements which can best accomplish my particular purpose. The wireframe can depict the page layout of my website's content, including interface elements and navigational systems, and test how they work together not.

And I would like to build a quick mock-up, low-fidelity wireframes with Pidoco. Although low-fidelity wireframes have less detail but they are quick to produce due to the limited time. These wireframes can be effective since they are more abstract, using rectangles and labeling to represent content.

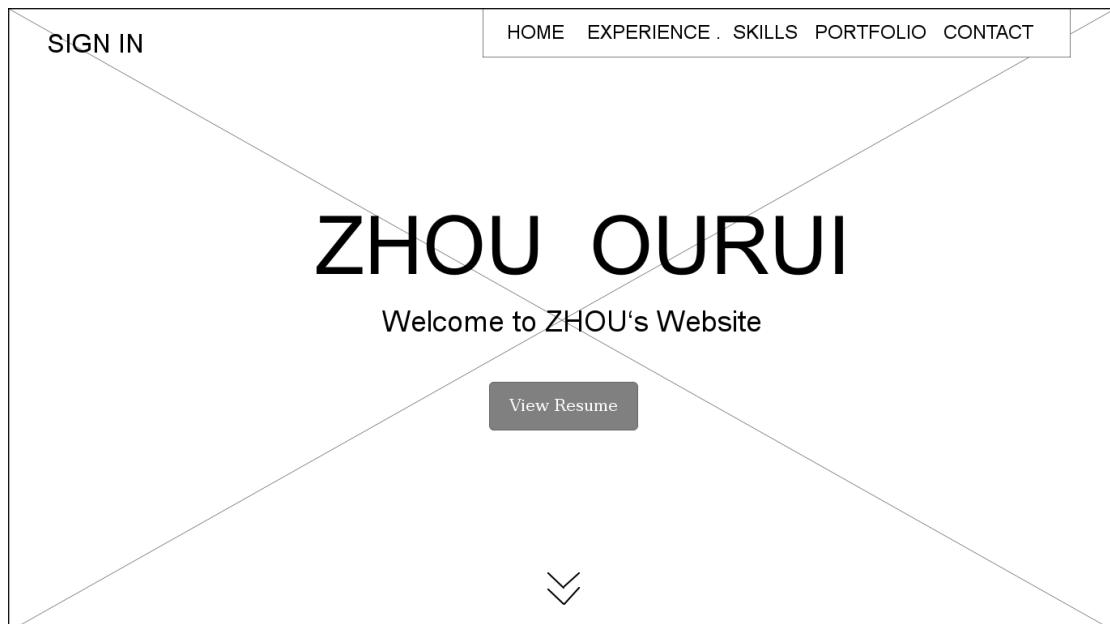


Figure 2: Low-fidelity Wireframe of Home Page

# **EXPERIENCE**

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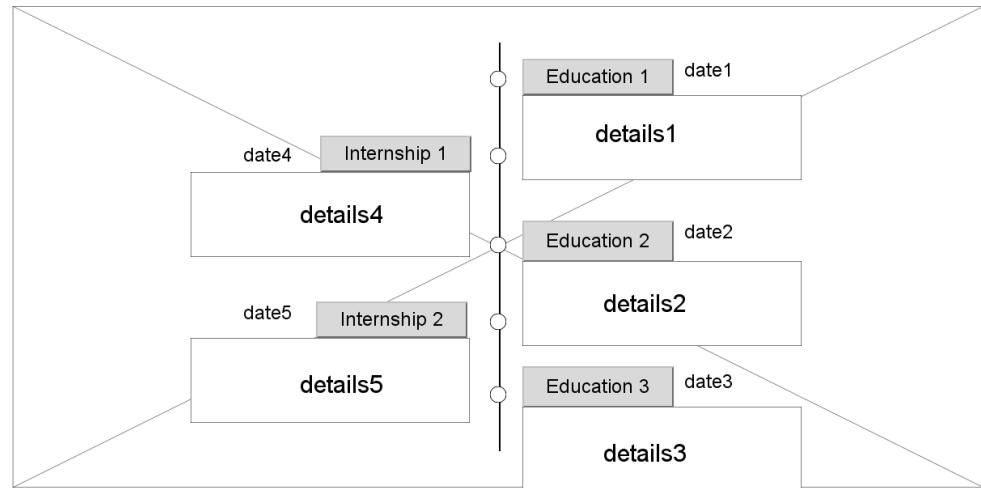


Figure 3: Low-fidelity Wireframe of Experience Page

# **SKILLS**

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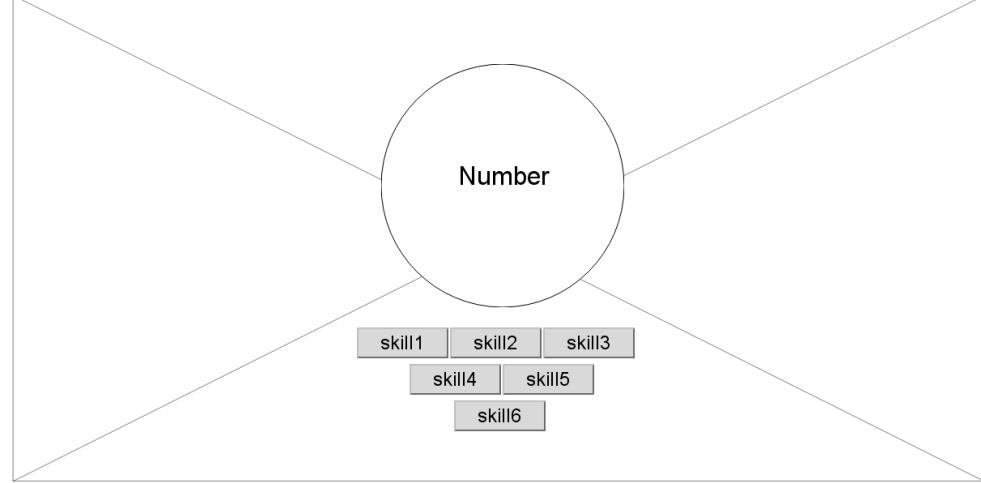


Figure 4: Low-fidelity Wireframe of Skill Page

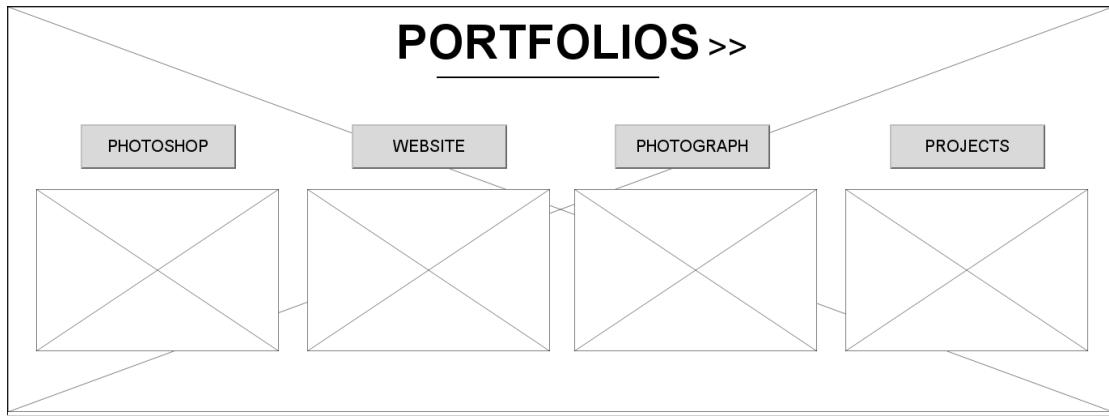


Figure 5: Low-fidelity Wireframe of Portfolio Page

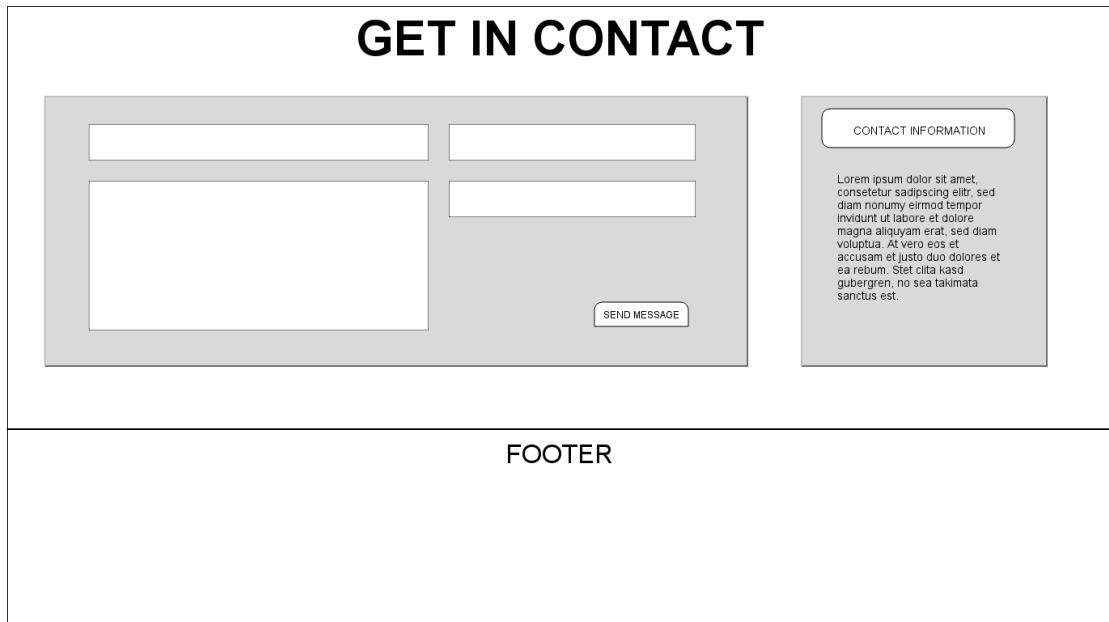


Figure 6: Low-fidelity Wireframe of Contact Page

During the building the framework, I realize that if I put my portfolio before the contact, this page will be very long. And as a result, recruiter may need more time to get to my contact page. And according to my friend's view, hr usually do not spend much time on portfolio for they just need to check the portfolio, but the technical things will go to the department leader.

As a result, I would like to build another page for portfolio so that shorten the HR's time to get to contact page.

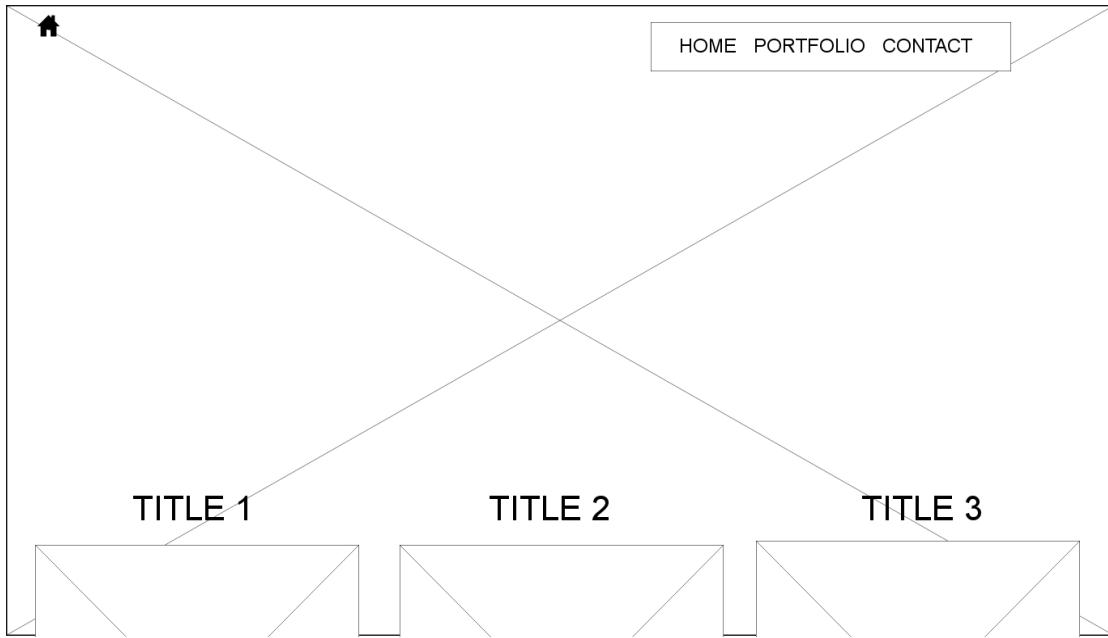


Figure 7: Low-fidelity Wireframe of Sub Page

After building up the framework of my website, I started to think about how to make it into real because according to my current HTML and CSS knowledge, I am unable to do finish such a complicated website. I begin to search for the website template online, and try to find a template can match my expectations. Or I want to find a template whose codes are readable for me and can be revised very easily.

At the same time, I show the framework to my friends, trying to find out whether it is cooperative and logical enough for hr. I wonder whether the information is enough or not. Can hr get everything he or she wants from my resume? Is there anything else I need to make up? My friends told me that usually they have their own system and can download resume on that, so there is no need for me to imply download resume. And it would be a good idea to fix the navigation bar in case they need to look back to check information. And whether they will check one's portfolio based on the skills.

And usually, hr will check the school background if applicant is a student. For those who have already worked, the experience will be more important. In order to make my website valid for a longer time and make it easy for me to manage it the other day. For the timeline part, I would like it to be internship and education

on two sides separately.

### 3. Surface plane

In this part, I need to impress the reader in a short time. Because I want to find a job related to photograph. So the element I use need to have something to do with photograph.

For the image I choose on the home page, I want a picture of myself to show that I am a more real person. I want my website to be simple but cool, and have my own style. So that I choose I picture of me that when I was taking picture. The whole picture is really close to me, and have a huge camera in front of me. The point of the picture will focus on the camera lens. Interestingly, it can also show the habit of me when I am taking photo.

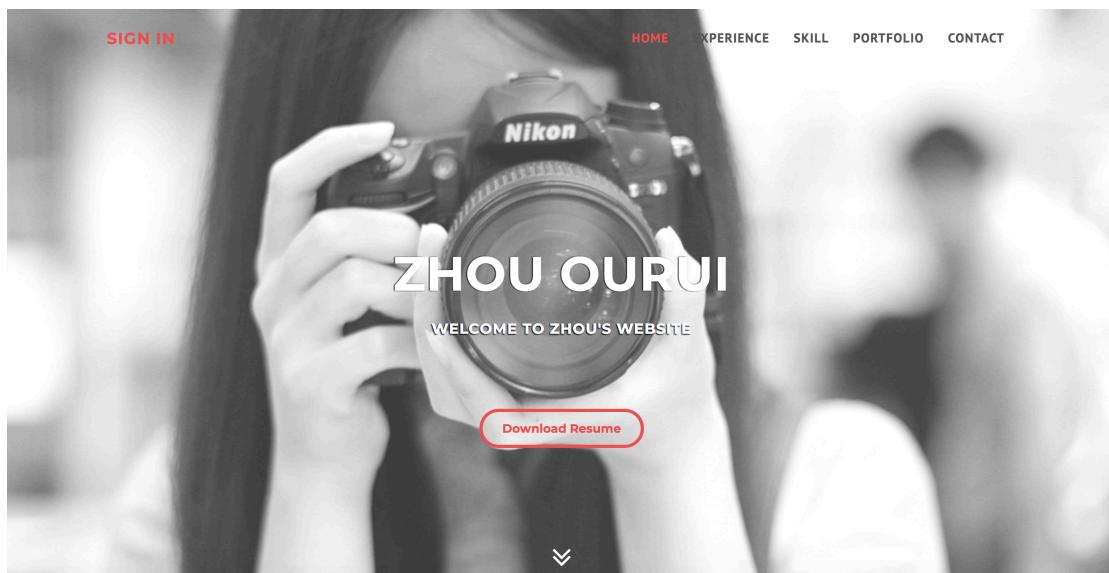


Figure 8: Home Page

For the color, I choose the black, grey and white as the main tones because as I mention that I want my website to be simple and cool, and readers can feel the uniqueness and personal style. Colors such grey and black represent elegant and grace. For the important information, I would like to make it red and recruiters can easily distinguish what I want to convey from the background very quickly.



Figure 9: Experience Page

For the typography, all the text in my website is written in sans serif. Nowadays, with the growth of digital media, most online text is sans serif for it is more readable, and meet the time needs of people. People do not have much time and patience on read text. My website would also follow the trend.



Figure 10: Portfolio Page

#### 4. Test

This part is very essential in the product design from the point of design thinking perspective. Both qualitative and quantitative methods can not be neglected. In this website test, I use usability test and google analytics to improve my website.

## **Qualitative test (Usability test)**

As the study mentioned, five people can find out more than 85 percent of problems. And I invite 5 people to attend my usability test. Because of the geography reason, only two of them have the experience of HR, and one is photographer. The rest are my friends who have already worked. The test will last about 5 minutes, and I ask them to think loud during the test.

And I ask them the following question:

- 1 What do you think this website is built for?
- 2 Can you find everything you want on my website?
- 3 What is your sequence of scanning the website?
- 4 Is the website readable?
- 4 Do you notice the download my resume or contact me button?
- 5 What do you think I need to improve?

And here is my conclusion. First, almost all the testers know it is a personal website and built for job hunting as well as showing the interests, which I have already imply directly in my website. For the content, they give me advise that I need to focus more details on the experience for actually they can get nothing important about myself. I need to put more what I did during internship and what progress I made in the experience. Some of them mention the grammar mistakes I made. One of the test mentions that the typography of explanation in the portfolio part is not very clearly. Since they are not my real boss and although they notice the download and contact button, there is no need for them to contact me though this way. But 3 of them say that they do really want to see my resume.

And they also compliment that if they are on the home page, the HR's browse sequence will still be the experience, skills, and portfolio. So the page sequence matches HR's needs. And they also mention that the personal style is significant.

And I also prepare tasks for them. But due to it is a very simple task and logic is straightforward, all of them did spare no effort to finish the task. So I will not pay much attention to the task.

Qualitative test (a/b testing)

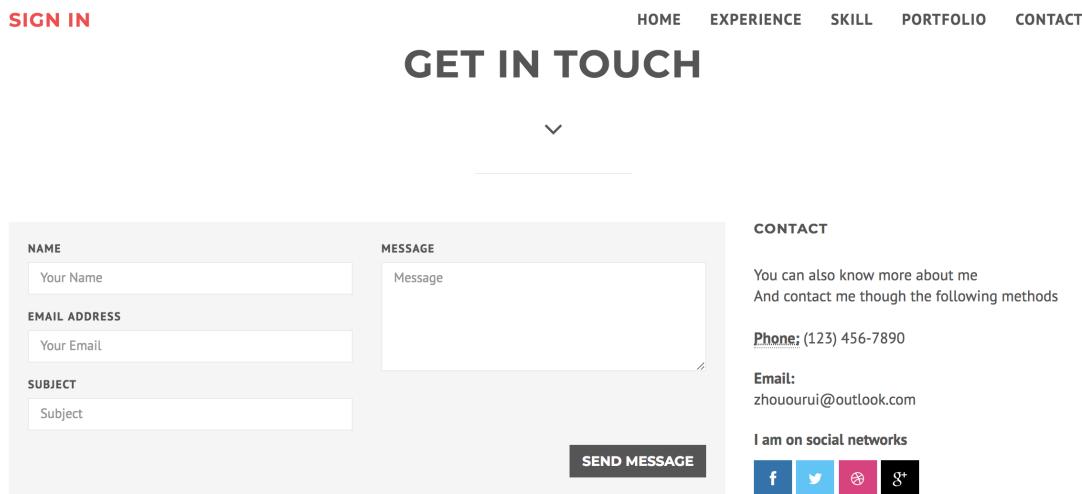
A/B testing is a broadly used method in optimizing the website. It is a good way to compare two versions of a single variable typically by testing a subject's

response to variable A against variable B, and determining which of the two variables is more effective. The goal of A/B testing is to identify changes to web pages that increase or maximize an outcome of interest.

Due to the mistake in previous operation, I cannot get any data in my first test. And I rethink my test and set another test. But due to the limited time, it only runs for 3 days, and it is suggested to last for about two weeks. And after the final project, I will continue the test.

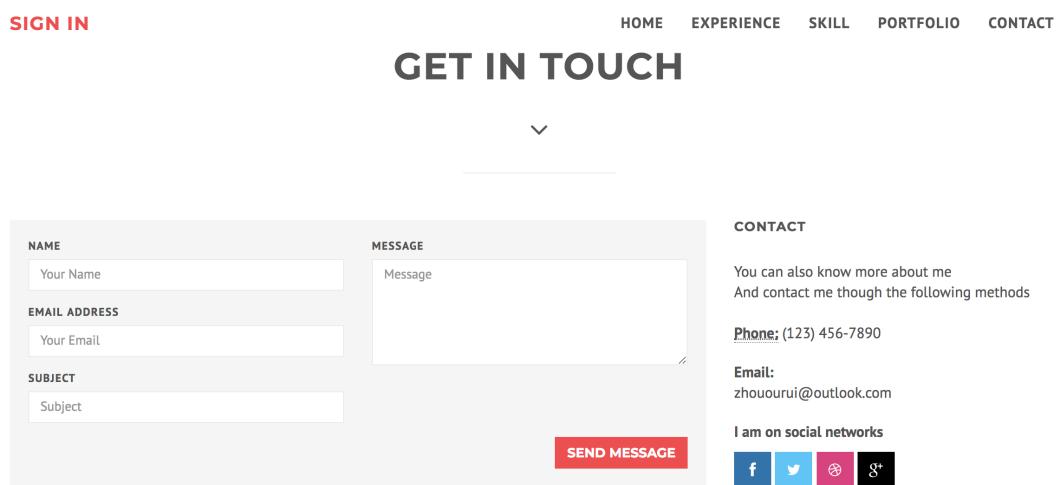
Since my objective is that let HR to contact me after scanning the whole website, I change the color of send message button from black to red, trying to find out which one can stimulate viewers to contact me.

Here are the two version.



The screenshot shows a contact form on a website. At the top right, there is a navigation bar with links: SIGN IN, HOME, EXPERIENCE, SKILL, PORTFOLIO, and CONTACT. Below the navigation bar, the title "GET IN TOUCH" is centered. The contact form consists of three columns: "NAME" (with a "Your Name" input field), "EMAIL ADDRESS" (with a "Your Email" input field), and "SUBJECT" (with a "Subject" input field). To the right of these fields is a "MESSAGE" area with a "Message" input field. At the bottom right of the form is a "SEND MESSAGE" button. To the right of the form is a "CONTACT" section containing the following text: "You can also know more about me And contact me though the following methods". It includes a phone number "Phone: (123) 456-7890", an email address "Email: zhouourui@outlook.com", and social media links for Facebook, Twitter, LinkedIn, and Google+.

Figure 11: Contact Page Original Version



The screenshot shows the same contact form as Figure 11, but with a visual change: the "SEND MESSAGE" button has been colored red. All other elements, including the navigation bar, form fields, and contact information, remain identical to the original version.

Figure 12: Contact Page Variant Version

At this stage, the experience is still running, and the status show that no winner yet. However, there is still some implication currently. There 143 experience sessions, and the total conversion is 11, while the experience sessions and total conversion of black version are 76, 3 and red version are 67, 8 separately. The conversion rate of red version (11.94%) is no doubt higher than black version (3.95%).

To be honest, the figures are not that meaningful for the current users are my friends and classmates, they are not my real target users. But it is still a very good way for me to learn a/b test.

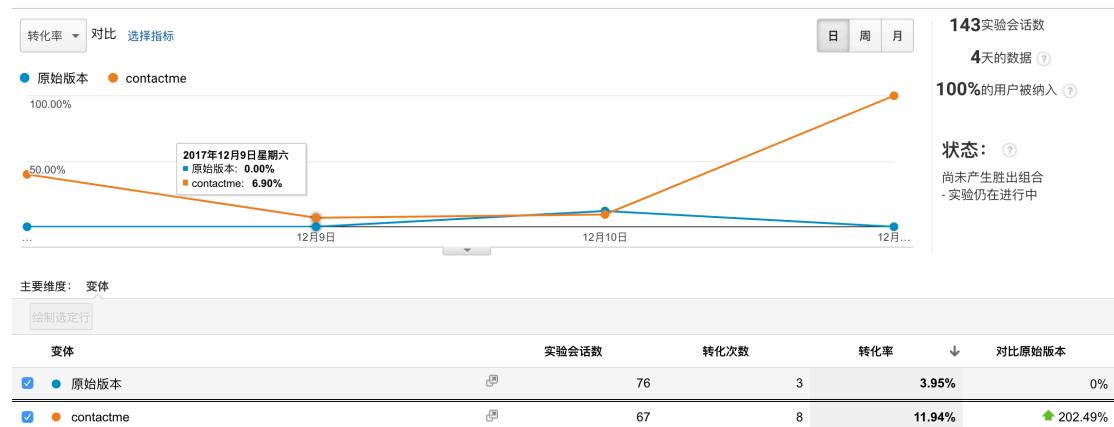


Figure 12: Data of A/B Testing

## Dashboard analyze and design

After the test, I need to measure how the website works. Google offers the function of dashboard. The dashboard of google analytics are a collection of widgets which can give me an overview of the reports and metrics I care about most. Dashboards can make me monitor many metrics at once, so I can quickly check the health of your accounts or see correlations. With the help of dashboard, I may know how I can improve my website next step.

ZHOU's Website

2017年12月4日 - 2017年12月10日



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Figure 13: Dashboard

The dashboard I create have 8 metrics, which I think may help me to monitor my website.

I choose the sessions of users and new users, and their average session duration and pages. Because I only have 2 pages, the bounce rate is not as

meaningful as the multi-page website. At a result, I set the event of scroll depth, the goal would be 90% and those who see 90% percent of my website must have scroll to the contact section. And I can keep monitor whether they choose to contact me after they see almost all the website. So, the two charts of conversion rate of my goals no doubt appear on the dashboard. Currently, the overall conversion of scroll depth is nearly 10%, but less than 4.5% have contacted me.

In addition, I add the metrics of where users from and what kind of equipment they use on the dashboard. Large number of users from china, which imply that I need a Chinese version of my website. And most of them use mobile to see my website, maybe it is because I spread the URL on WeChat.