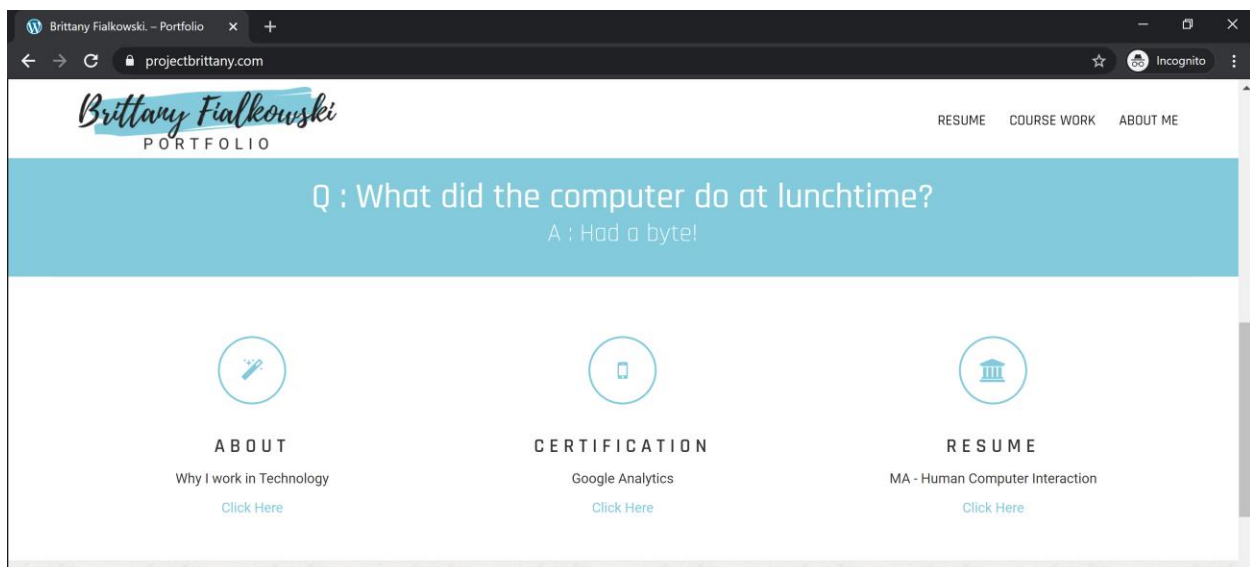
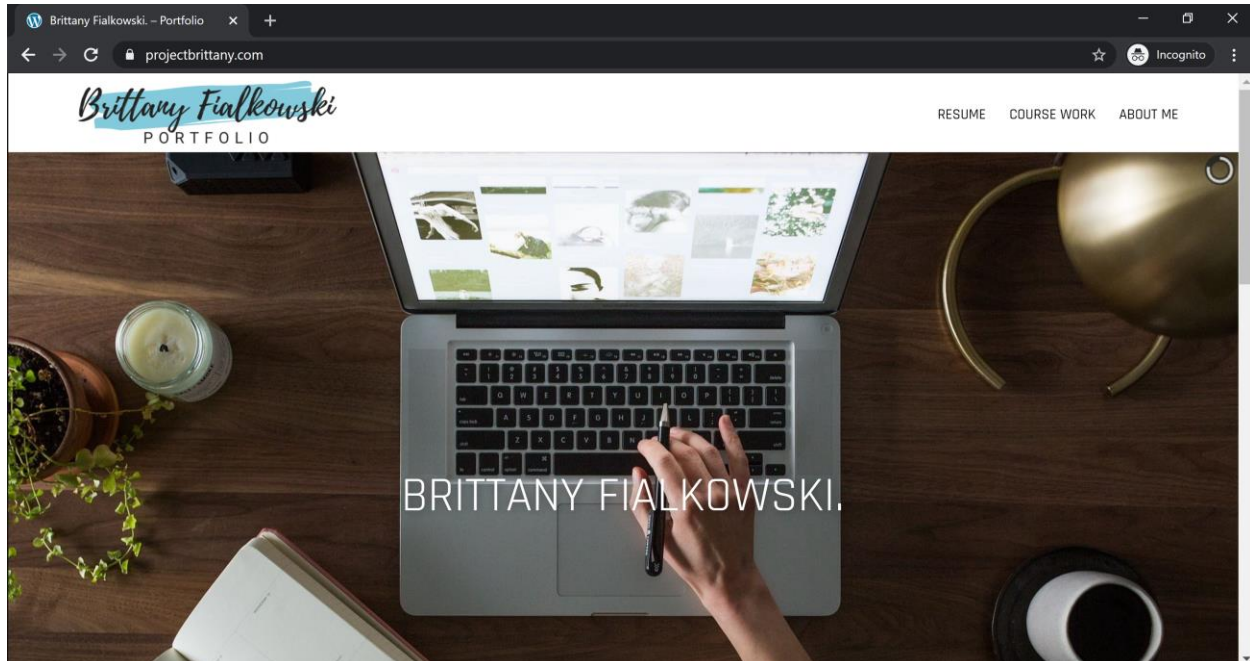


Introduction:

Project Brittany is my personal portfolio I began to develop for another one of my classes. The purpose of the site is to feature myself as a creator in the digital space, as well as market for potential employers by embracing individuality as an asset for creative perspectives. The comical content could be viewed as controversial, nonetheless essential, for the reason that my dream career is with a company who would value eccentricity. The main page features navigation through some of my coursework, qualifications, as well as sneak peak into my personality.



The goal of the site is to promote browsing and interactions, similar to 'choose your own adventure' books without confusing navigation despite the desire to proceed further in the content.

Experiment:

Purpose – To determine if the site's interactions are native to the user, relative to potential employers.

Background – Job applications ask for resumes, work experience, skills, and education. Google does not require a cover letter as they state, " We think your work speaks for itself, so there's no need to write a cover letter." Instead, for HCI applicants they sometimes request portfolios. The power of persuasion attracts desired outcomes. If a company's plan is to sought out innovation, then the candidates must express originality throughout common functionality.

Procedure – the test

- Script: Thank you for taking the time to test my website. I want to stress that there are no wrong answers, only beneficial comments, therefore, I encourage you to think out loud. It is good to be confused, it is good to make suggestions, and it is good to express what you do not like.
 - The user will be asked to think in terms of an employer – they will pick a technology company to act as the recruiter.
- Goal 1: The initial thoughts of the user
 - The user will be encouraged to navigate the site without instructions.
 - The user will be asked to comment on design, font, graphics, and appeal of the site.
 - The user will be prompted to explore the site to determine any dead ends and points of lack of interest.
- Goal 2: Finding and viewing the Resume
 - The user will be asked to navigate to the Resume.
 - There are 2 paths to the achieve the goal.
 - The utilized route will be analyzed due to ease of access or appeal to the user.
- Goal 3: Viewing course work
 - The user will be asked to find "experience" beneficial to the job.
 - The difference between viewing all vs. viewing proper and irrelevant course work will be evaluated.
 - Will the user view all? Or select only what they think is beneficial to the job they are searching for a candidate?
 - If they only view a select amount – did they select something relevant to the desire position?
- Goal 4: Understanding personality
 - The user will be asked about the professionalism of the site.
 - The user will then be followed up if it was a positive or negative based on the job they were acting as a recruiter for.
 - The user will be urged to express if they felt like they met the candidate or only read about another name on paper.
 - This question is influencing a desired response – the rationality behind this request is due to the candidates requirement of the company's intentions of its employees. If the user does not witness personality and only views a document, then the site was unsuccessful.
- Goal 5: The user's desire to view more

- As previously mentioned, the site encourages deeper exploration. This is not a guided prompt, yet an analysis of user's innate ability to further proceed without instruction nor purpose.
- The results will be conclusive based on the prior prompts if the user automatically decides to click links or interact with content.

Results:

Goal 1: The initial thoughts of the user

The immediate reaction of the user when prompted with this site was to scroll to the bottom, since the home page is short in length it is inconclusive if the user was scrolling to reach the bottom or to judge the length of the page. The user expressed interest in the site's animations and color scheme with the comment of "looking professional". In the trio section of the homepage the user attempted to select the words of the different sections instead of the icon or "click here" prompt. There was comments made on the order of the navigation menu feeling "out of order" and "incomplete" with only 1 menu item having a submenu while being located in the middle.

Goal 2: Finding and viewing the resume

The user was brought back to the homepage of the site before asked to view the resume. The user did select the option at the top navigation menu, but also made a comment "it does feel out of place". I asked the user to elaborate, but the user didn't have a good solution. The suggestion was "I feel like it should be last, but I understand why it isn't". Lastly, it was suggested that the resume opens in a new tab.

Goal 3: Viewing coursework

Although the user initial scrolled to the bottom of the page. The coursework located there was disregarded. The user made a comment saying "the submenu will get very busy really fast if all work is linked there". The user did not select 'course work' as a page, only hovered to view the 3 options "which looks like 4". The user was goaled to find relevant work if hiring for Google, and they did notice the 'Okay Google... Contact Me' and selected the 'Internet Reliance' project. The user did disregard the Google Certification.

Goal 4: Understanding personality

The user did express the site "felt personal and made by the creator not a template, but still seems professional". The user said they would want to see "more content on the site" to suit the employer. The user was indifferent on Google's attitude towards the site, but also commented "it seems like a Google thing to do since they always have those Google art things". The user said "it was definitely not comparable to just reading a resume" and "hired because the applicant seems productive".

Goal 5: The user's desire to view more

The user did not state any location that could obtain redirection, however in observance, locations were noted. The user did continue to click throughout the pages without being asked.

Analysis:

A key word was used during the experiment of the site – productive. Research has proven, “color is about more than aesthetics—it can carry important information and can have an important influence on people’s affect, cognition, and behavior” (Elliot & Maier, 2014). Colors convey different emotions, and the color blue is said to be a productive color as it have been suggested “to wear blue to your next job interview” (Kolenda, 2016), despite the color being “associated with sadness” (Elliot & Maier, 2014). Blue was purposely selected as the accent color of the site due to such association. Due to the modest saturation and tone of the particular shade of blue used for a more professional scheme, the effectiveness of the color association had the potential to be overlooked.

The main flaw of the site was the positioning and order of the menu items. In agreeance with the participant, something does seem off about the order of navigation. Ideally the most importance item appears first, with similar items grouped together, and additional content last, as “the goal in design of any menu should be to facilitate the user’s ability to make a choice quickly and accurately” (Mehlenbacher, Duffy & Palmer 1989). This mentality determined the current order of “Resume, Course Work, About Me”. For an unknown reason it feels more natural for the “about” section to be first, since “users have clear expectations of where web objects are located on a web page” (Roth, Tuch, Mekler, Bargas-Avila & Opwis, 2013). Unfortunately due to the scrollbar and browser, the corner and edge cannot be utilized to increase speed by moving “resume” to be last. One option would be to reorder the navigation alphabetically “About Me, Course Work, Resume”, yet research advises “that using the frequency of selection resulted in a significant improvement over a purely alphabetical organization” (Sears & Shneiderman, 1994). The submenu for just the one navigation item does also seem out of place. For that reason, the order could be “Course Work, Resume, About”, or the submenu could be removed entirely because it is also a page with additional content, and by featuring only limited content increases the potential to make vital information overlooked. Additional A/B testing will be required to determine the ideal order of navigation.

Conclusion:

The website unfortunately does have some forced limitations when it comes to customization due to it being a WordPress template. The overall goal of the site does seem to gain success, and it appeared psychological influences regarding color were accomplished. There is a benefit to have multiple directions to achieve the same goal because one user experiences can vastly different from another’s. For example, the user’s goal might not be to view the resume when at the top of the page, but when browsing there is a reminder it is still an option. In summary, the site’s intentions are being achieved and is on the path to becoming a showcase beyond job related capabilities.

References

- Elliot, A. J., & Maier, M. A. (2014). Color psychology: Effects of perceiving color on psychological functioning in humans. *Annual review of psychology*, 65, 95-120.
- Kolenda, N. (2016). The Psychology of Color. *Kolenda Entertainment LLC*.
- Mehlenbacher, B., Duffy, T. M., & Palmer, J. (1989). Finding information on a menu: linking menu organization to the user's goals. *Human-Computer Interaction*, 4(3), 231-251.
- Roth, S. P., Tuch, A. N., Mekler, E. D., Bargas-Avila, J. A., & Opwis, K. (2013). Location matters, especially for non-salient features—An eye-tracking study on the effects of web object placement on different types of websites. *International journal of human-computer studies*, 71(3), 228-235.
- Sears, A., & Shneiderman, B. (1994). Split menus: effectively using selection frequency to organize menus. *ACM Transactions on Computer-Human Interaction (TOCHI)*, 1(1), 27-51.