



Analysis & Personas

Homepage website Design

Maurice Mateke
Interface Design

Presentation of the stakeholder

Profile

- Name: Alina Rao
- Function: Front-End developer Student
- Skills: HTML, CSS, JavaScript, UI/UX,



- Project: Build her homepage website
- Mission: To find expand her knowledge and network.
- Strategy: Creating a website that showcases its capabilities to expand her network.

- Target audience: Front-End developer students, IT experts, Junior web-developers, Mentors, recruiters.
- Deadline: 26 november 2021
- Budget: Own project

Main goals

The 4 most important stakeholder's goals:

- The website must provide sufficient information about the client.
- Attract new the target audiences.
- The website must be “one page”.
- The website must be responsive

Website possibilities

- The stakeholder/client wants a website that demonstrates what she has learnt so far at HYF as a future Front-End Developer.
- Furthermore, she would like to have a porto-folio section, to demonstrate her achievements.
- She wants the target audience to see her skills in designing the website page. It means the page would have some Trends (e.g. Hovers, responsive navigation bar.....)

**Target audiences
(User personas)**

User personas 1



Luz Larkin

Needs

- She is looking to get in touch with other students in web-development.
- She is looking for open source projects.

Frustrations (pain points)

- She is struggling to improve her portfolio.
- She finds it hard to get in touch with professional web-developers.

Communication

Channels

Social media

Content types and formats

Videos, audios

Content themes and topics

Coding resources

Demographic info

Age

25

Location

Antwerp

Education level

Master

Current situation

Current student in web-development

User personas 1



Ms. Carolyn Bode

Demographic info

Age

45

Location

Gent

Education level

Master

Job

Web-developer expert and teacher

Bio

Carolyn is a well-known expert in the digital field.

He is used to helping students to improve their skills.

Needs

- He is looking to share resources with students that are looking for a help.

- He is looking for potential junior web-developers for some companies.

Frustrations (pain points)

- Many of the portfolios of junior web-developer and student in web-development he has visited so far are not built properly.

- He finds that the design of many of the homepage of junior web-developer and student in web-development are not attractive enough to catch the attention of employers.

Communication

Channels

Social media

Content types and formats

Website

Content themes and topics

Various contents in the digital field

User personas 3



Whitney Rau

Demographic info

Age

24

Location

Johannesburg

Family Status

Enter family status

Job

Junior web-developer

Bio

Whitney is a junior web developer based in Johannesburg.

He masters Javascript.

He likes contributing to open-source projects.

Need

- He is looking to get in touch with student in web development that are keen to take part in open source projects.

Communication

Channels

Social media

Content types and formats

Enter content types and formats

Content themes and topics

Enter content themes and topics

Design of the homepage

The design aims to create a matching between the needs from the users and the stakeholder.








The stakeholder wants to show her competencies, share information and be in contact with students and professionals from the digital field.

As far as the user's needs are concerned, see User Personas slides.

- **Navigation bar**


NAME OR LOGO	About me	Competencies	Resources	Contact me
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- **Footer**

<p>Contact me</p> <div>Your email</div> <div>Message</div> <div></div>	<p>Follow me</p> <div><div></div><div></div></div>
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- **Body**

About me



Who I am

My Goals

My Purpose

Competencies

Coding programs



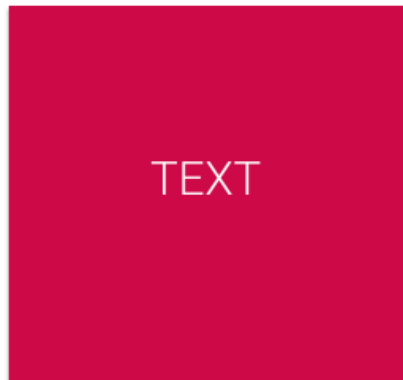
Design Tools



CMS Tools



Soft Skills



Resources

Documents



Videos



Useful links

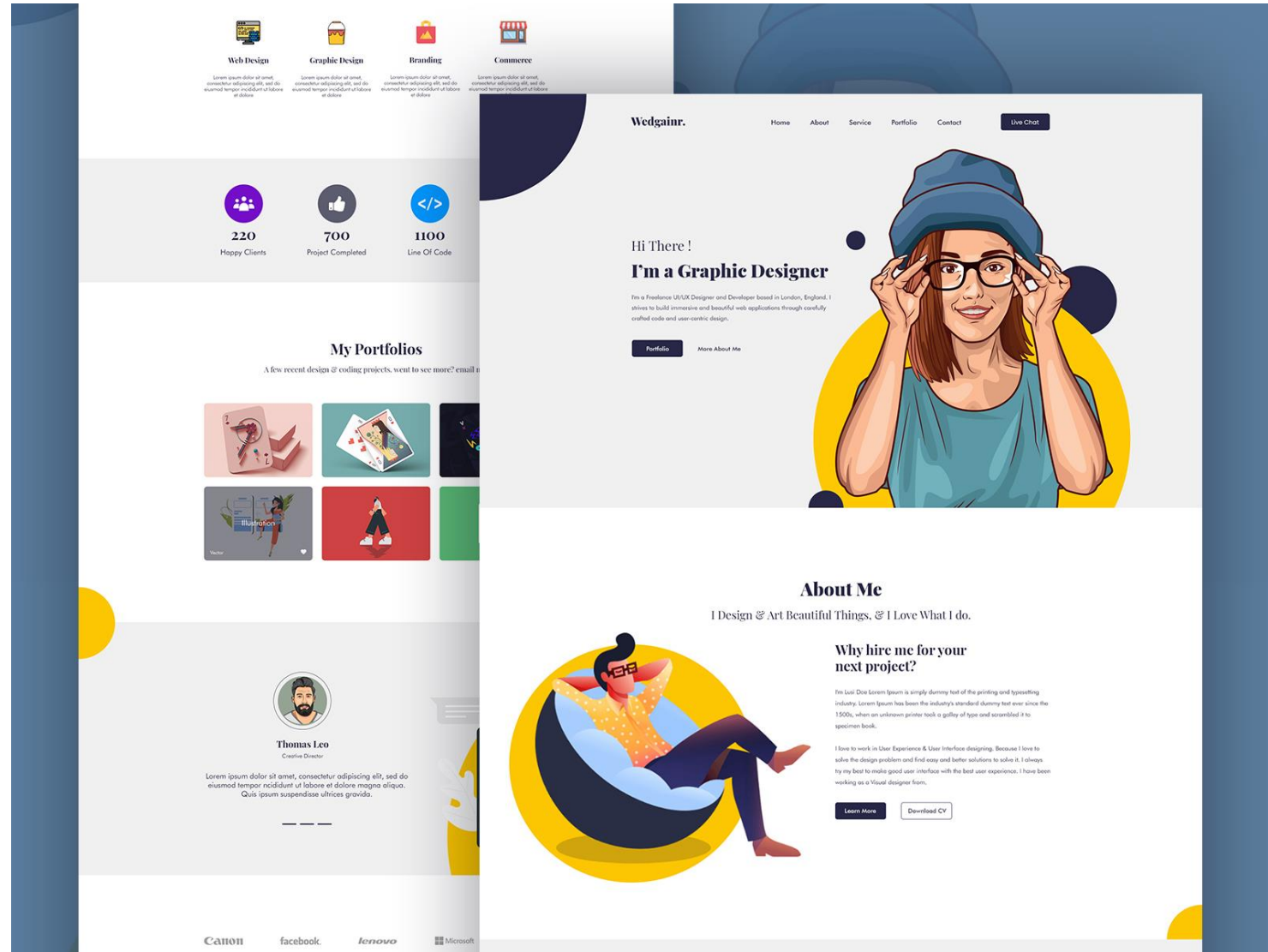
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Peer analysis

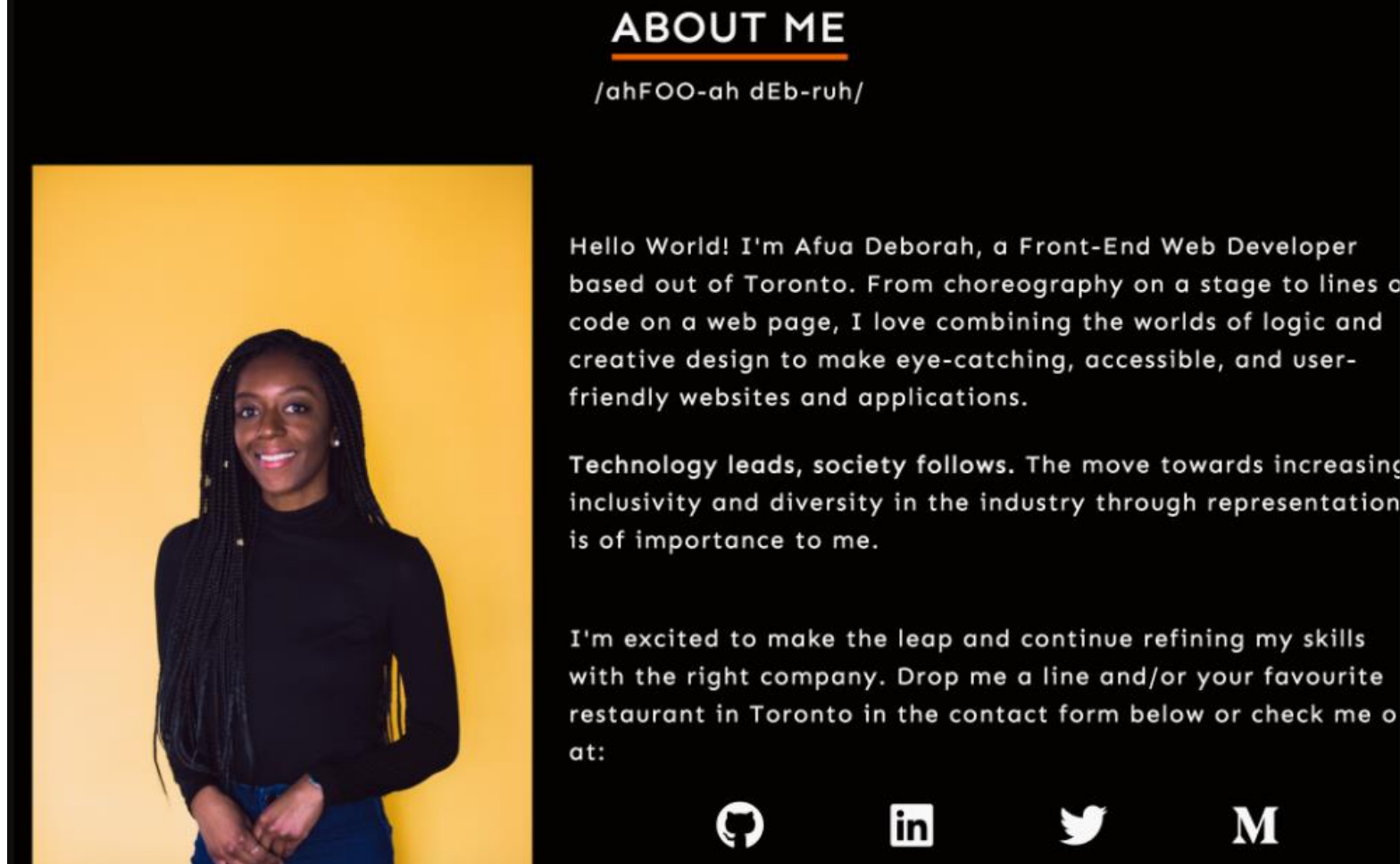
Peer 1

Comments

- The design is attractive
- The homepage is easy to navigate
- The purpose is comprehensive
- The stakeholder is easy to contact through social media



Peer 2



Comments

- The design is attractive
- The homepage is easy to navigate
- The purpose is comprehensive
- The design is pure
- The stakeholder is easy to contact through social media

Notice

This document has been prepared for academic purpose only.