

Part 1

Website intent, engagement techniques, and target audience

My intentions with creating a portfolio website surround the primary goal of showcasing my experience and capabilities for potential employers. This includes a comprehensive summary of my background and skillset as well as serving as a showcase for academic work and a visual representation of how I have grown as a professional. I hope that by doing so, I can successfully reach my ultimate target audience of hiring managers and potential colleagues.

I initially started my career in higher education working as an instructional technologist for an online university, a position that was the result of a part-time job while I was a student-athlete at Rider University. Looking back, I can see in those early days of my career, where my interest in human-computer interaction was evident. I believe that sharing the story of my career, where it has taken me, and how it ultimately all leads to user experience design, is a way to keep my previously mentioned target audience interested and engaged through crafting a compelling narrative with corresponding visual components. In addition to this as well as interesting branding and design, I am utilizing animation to draw attention to various parts of the site and to keep my site engaging.

I imagine the portfolio to always be somewhat of a 'work-in-progress' as I continue to work through the MHCI program and beyond as I can update with case studies and examples of design thinking. I also want to share the work I have and will continue to do as a graphic designer, both in a freelance and full-time capacity. Ultimately, I hope to transition into a full-time user experience designer position, and I believe this will be a tool to do so,

Part 2

Interactions

- Navigate the site
 - The user can navigate throughout the site using a series of buttons that make up the main navigation of the site, located at the top. If the user clicks on 'Projects' for example, the site will take the user to the page displaying all of the showcased projects. Clicking on 'Design' will similarly, take the user to a page showcasing design projects.
- View project and design work showcase pages
 - After clicking the main navigation button for the page they would like to view, the user can then view the full content on a given page by scrolling down.

- View detailed project descriptions
 - The user can view detailed project description first clicking on 'Projects' (for MHCI related work) or 'Design' (for visual branding and professional design work). They can then click on the card that corresponds to the project they would like to see more details about. This will take them to a new page that they can scroll through. They will also be able to click on an additional link within this page to view a full prototype (if applicable).
 - The user can also navigate to a full project details page if it is a recently showcased project, by scrolling down on the main page, clicking on the card showing an introduction to the project and then by scrolling through the project details page that they are taken to.
- View Resume
 - The user can view my resume through two different avenues. First, they can click the 'Resume' button in the top, right corner in the main navigation. Additionally, the user can also find a 'Resume' button located at the bottom of the homepage. In both cases, my resume will open in a new window.

Part 3

External Tools

- Bootstrap
 - I chose to use Bootstrap so that I could build a responsive website for multiple devices. Because of our exposure to this library in labs, I felt more comfortable using it in my site than other options. I used it for the design of my site. I believe it adds a visually appealing level of responsiveness.
- CSS Animation
 - I chose to use animation as a way to keep my user engaged and to draw their attention to specific portions of my website. Similar to Bootstrap, I chose this tool because of our exposure to it in labs. As a newer programmer, I wanted to pick something I felt confident I could implement. An example of how this was used is the intro text on the homepage when the user visits my site. I believe it will increase engagement and interest with my content.

Part 4

Iterations

Based on the feedback I received on earlier iterations, I created a new page to showcase my design work in addition to the work I am doing in the MHCI program. Additionally, I added a 'Project' page the main navigation for the user to go to a page containing all of my showcased projects, not just the most recent. Finally, I removed the 'About' page given that my homepage contains this content as well as my resume.

Part 5

Challenges

With minimal programming experience, I admit I still find most aspects of the website building experience challenging. I am much more comfortable with the HTML and CSS portions of the site than I was at the beginning of the course, but did find it a bit challenging to style with Bootstrap initially. The animation also added a new layer of difficulty. I also found the development of content to be a bit challenging in trying to find the balance between being concise while also including enough information for someone looking for specific details.

Overall, I have to admit that even throughout the challenges, it was really rewarding to see the actual site come to life!