

## Target Audience Research

I asked 3 people about their experiences or if they had any with online art portfolios or digital art websites. I specifically asked them what they would expect for me to create for my personal art portfolio on “Visual Studio Code”. They all had fairly similar thoughts considering my skills and my age. These are a few points mentioned:

### **Basic Expectations:**

- A simple, clean design (nothing too flashy; just a layout that’s easy to navigate)
- Showcase of work
- Contact info or form

### **Learning Signs:**

- Its fine if there is a slightly awkward layout or design choices
- Trial-and-Error with fonts and colours

I was also told by two out of the three people something along the lines of that at this age and stage, the most important is effort, and that even a basic online portfolio shows a ton of potential and the willingness to learn.