

COMPETITIVE ANALYSIS

2023

LIBRARY RESEARCH

PORTFOLIO

WHY?

Deciding to elevate my portfolio by undertaking a competitive analysis is a step I believe will greatly enhance its overall appeal. I started by exploring a portfolio website hub to identify design elements that caught my eye, with the intention of incorporating universal themes that would make my website both distinctive and user-friendly.



Website Awards - Best Web Design Trends

Awwwards are the Website Awards that...

awwwards.com

Among the myriad of portfolios showcased, certain designs stood out to me. These have become potential sources of inspiration as I aim to strike a balance between innovation and familiarity. The idea is to create a website that not only stands out but also resonates with my target audience.

The next phase of my plan involves a thorough investigation into each of these standout portfolios. The goal is to assess the feasibility and relevance of incorporating specific elements into my own portfolio. The intention is to filter through these inspirations and curate a list of widgets and ideas that align with my personal brand and professional objectives.

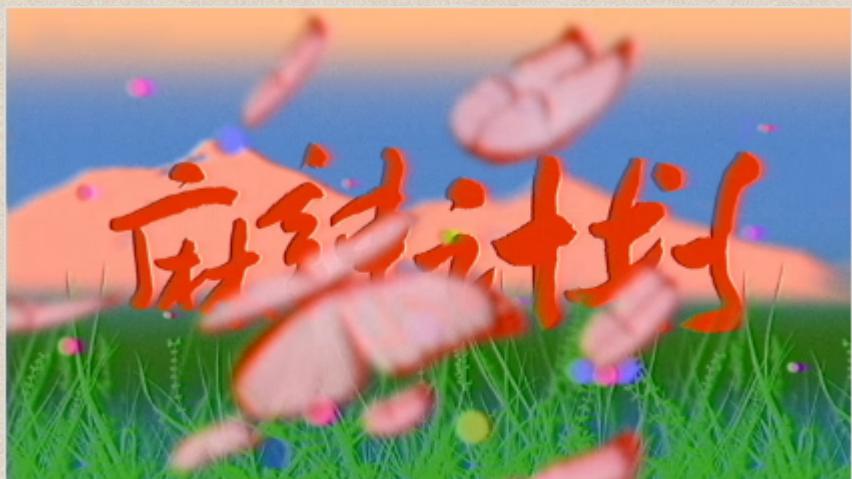
In this meticulous research process, I'm considering factors such as user interface (UI) design, navigation structure, content presentation, and overall user experience (UX). Each chosen element should not only contribute to the aesthetic appeal but also serve a purpose in effectively showcasing my skills and accomplishments.

As I extend my research, I'm keeping a keen eye on the practicality and scalability of each addition. Striking a balance between a visually appealing portfolio and one that remains user-friendly and responsive across various devices is paramount.

In conclusion, my journey toward refining my portfolio involves a thoughtful and strategic approach. By synthesizing inspiration from successful portfolios, conducting meticulous research, and filtering ideas based on practicality, I aim to create a compelling and user-centric representation of my professional identity. This iterative process ensures that my portfolio captures attention and provides a memorable and engaging experience for my target audience.

PROCESS

This website tracked the location of your mouse, it adds a stronger perception of immersion to the site, also nice fading animations when hovering, which add more fun interaction



Málà PROJECT

Málà Project is a Chinese restaurant founded by four friends with a mission to deliver joy through the flavors of Sichuan cuisine. Michelin Bib recommend since its first ye...

malaproject.com

A vintage aesthetic can be a great way to make my website stand out from the crowd. It can also be used to create a sense of nostalgia and to evoke a certain mood or feeling. However, it is important to use a vintage aesthetic carefully, as it can make my website look dated if not done properly.

This one had a lovely change of colors when changing topic, I could use this for the learning outcomes, so it retains some familiarity and doesn't get all too confusing, the websites background could change for each

- Changing the color of my website background when changing topics can be a great way to add visual interest and to help users keep track of where they are on the page.
- It can also be used to create a sense of unity and cohesion throughout your website.
- When choosing colors for my website, I will be sure to choose colors that are complementary to each other and that reflect the overall tone and style of your website.

Way Creative - Building brands and websites people love

Way Creative is a creative agency based in Austin, TX. We are a multidisciplinary studio offering strategy, graphic design, web design and web development to help businesses launch...

This website has a nice intro, A strong intro is essential for making a good first impression on users.

My intro should be clear, concise, and informative. It should also be visually appealing and attention-grabbing.

I may want to consider using animation or video to make my intro more engaging.



Flow Ventures - The First Low-Code Venture Studio

Flow Ventures creates successful SaaS products by leveraging Webflow, technical development, and AI.



Royal Clinic Medical SPA • Klinika Medycyny Estetycznej w Wieluniu

Klinika Medycyny Estetycznej • Laseroterapia • Modelowanie • Pielęgnacja • Kosmetologia. 100 km od Łodzi | Wieluń

This website had lovely parallax scrolling, this could give the illusion the page is not that long and boring.

- Parallax scrolling can be a great way to create a more dynamic and engaging experience for users.
- It can also be used to create a sense of depth and perspective on my website.
- However, it is important to use parallax scrolling carefully, as it can be disorienting for users if not done properly.
- Make sure to use parallax scrolling sparingly and to avoid using it on pages with a lot of text.



CANALS — By Marcus Brown & Aristide Benoist

CANALS is an editorial style, visual glimpse into the creation, history and expansions of the iconic 17th-century Amsterdam canals in the Netherlands.

 canals-amsterdam.com

The sideways scrolling could be a good replacement for the flipping of the pages, making it so that the magazine sort of expands to the left

- Sideways scrolling can be a great way to create a more immersive and engaging experience for users.
- It can also be used to create a more visually appealing layout, as it allows me to display more content on the same screen.
- However, it is important to use sideways scrolling carefully, as it can be confusing for users if not done properly.
- Make sure to use clear visual cues to indicate to users that the page can be scrolled horizontally.
- I may also want to consider using a combination of sideways and vertical scrolling to create a more dynamic and user-friendly experience.

CONCLUSION

After checking out a bunch of portfolio websites, I noticed they all kinda felt the same. One thing that bugged me was the endless scrolling thing, so I'm skipping that for my portfolio. But hey, I got some cool ideas I'm into. I'm putting together a list of stuff I want to add, and I'll make a test version to see if people like it.

Here's the plan: I'm thinking of tracking where the mouse is on the screen. It sounds fun and interactive. Also, I'm gonna add parallax scrolling and hover effects to make things look cool and catch people's eyes. Another idea is changing the colors of the website based on what I'm talking about. Just a little extra flair, you know? And I'm definitely throwing in an intro animation to make the start of the visit pop.

Now, the next step is putting all these ideas into a test version. Gotta see if they work in real life and if people dig it. The goal is to have a portfolio that shows off my work but also gives visitors a cool experience. Let's see how it goes!

I'm kinda vibing with the whole magazine/newspaper look, so that's going in too. It feels pro and organized. Oh, and instead of the usual up-and-down scrolling, I'm thinking of going sideways for a change.

MY TO-DO IDEAS

- Track location of the mouse
- Parallax scrolling
- Hover effects
- Changing colors of website based on subject
- Intro animation
- Magazine/newspaper aesthetic
- Sideways scrolling