

RESEARCH  
DOCUMENT

M E G I N ' S  
P O R T F O L I O

S E P T . 2 8 , 2 0 2 3  
A D V A N C E D M E D I A

# Introduction

1.



In this document I will show the creative process of making a portfolio website. the target audience for this website is mainly the teachers of Fontys, also keeping in mind that it can be altered in the future to become my personal portfolio



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# Competitive analysis

I decided to make a competitive analysis to look up inspiration for what a portfolio website looks like, and compare my ideas and see what is a universal theme that people use, this will make my website less confusing and familiar to the target audience.

So first I found a portfolio website hub, that contains a lot of portfolio websites, below I will show which ones caught my eye. I will take inspiration and make a list of potential additions to my portfolio, I will then do further research into each one of them to see if it is realistic to add them, and filter out until I have a solid list of extra widgets and ideas for the portfolio

**Website Awards - Best Web Design Trends**  
awwwards.com

## Way Creative - Building brands and websites people love

Way Creative is a creative agency based in Austin, TX. We are a multidisciplinary studio offering

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



## MÁLA PROJECT

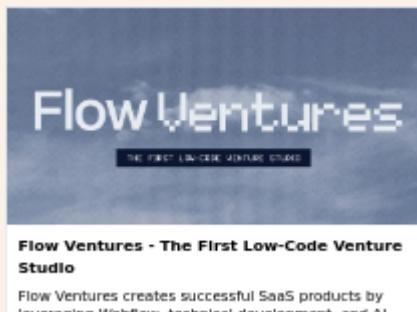
MáLa Project is a Chinese restaurant founded by four friends with a mission to deliver joy through the flavors of Sichuan cuisine. Michelin Bib recommended...

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.

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.



# Competitive analysis



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.



Royal Clinic Medical SPA • Klinika Medycyny Estetycznej w Wieluniu

Klinika Medyczny Estetycznej • Laseroterapia • Modelowanie • Pelegnacja • Kosmetologia. 100 km

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.



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.



# Competitive analysis

## Conclusion

Overall the feel of the websites is the same, the endless scrolling is something that bothered me, so i will not be doing that for my portfolio. But I have created a nice list of additions that I personally enjoy, I will be making a prototype for my idea and see if the world agrees with my vision

## 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



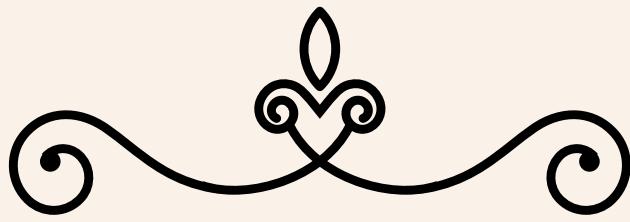
# MOODBOARD

*portfolio general idea*



PORTFOLIO

MEGIN



# BRAND GUIDE

## *brand style guide portfolio*

### MEGIN

Portfolio website

Logo Design & Placement

### MEGIN



A a cormorant garamond  
Header Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

A a Antic Didone  
Body Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Color Palette



#A3A483



#DFD8BC



#F6DFB1



#DCB097



#CF778D

I chose the fonts Cormorant Garamond and Antic Didone because they are both serif fonts that are both elegant and readable. I believe that these fonts will convey a sense of sophistication and professionalism to my website.

I chose the colors #A3A483, #DFD8BC, #F6DFB1, #DCB097, and #CF778D because they are a versatile and sophisticated color palette. I think that these colors will create a professional and polished look for my website.

I also chose the light yellow and light purple colors to add a touch of fun and excitement to my website. I hope that this will help my website to stand out from the competition and to create a more memorable experience for my visitors.

I am confident that the fonts and colors I have chosen will help me to create a website that is both stylish and professional.

# BRAND REASONING



I chose a vintage botanic garden vibe for my portfolio because it is unique, timeless, versatile, and conveys a sense of professionalism and sophistication.

It is unique and eye-catching. A vintage botanic garden vibe is not as common as other design choices, such as a minimalist or modern look. This can make my portfolio stand out from the crowd and grab the attention of potential employers.

It is a timeless and classic style. Vintage design is always in fashion, and a botanic garden theme is both elegant and natural. This means that my portfolio will still look good even years down the road.

It is versatile and adaptable. A vintage botanic garden vibe can be used to create a variety of different looks, from traditional to whimsical. This flexibility makes it a good choice for portfolios of all kinds, whether I am a graphic designer, web designer, or artist.

It conveys a sense of professionalism and sophistication. A well-designed vintage botanic garden portfolio shows that I am creative, detail-oriented, and have a good eye for design. This can make a positive impression on potential employers and help me land my dream job.

I also chose this vibe because I personally love it. It is something that I am passionate about and that I feel reflects my personality. I believe that this passion will come through in my portfolio and make it even more effective.



Why I want to do this:

- To create a more visually appealing and engaging website.
- To highlight the most important information on my website.
- To create a more unified and cohesive design.
- To make my website more unique and memorable.

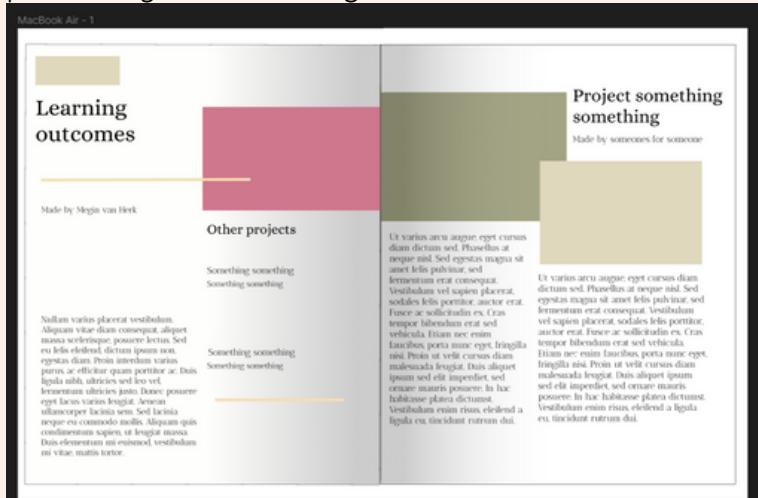


# Prototype and thinking process

The initial idea was to make a book website, with the full page flipping effect. I saw this template and was like “this is it”

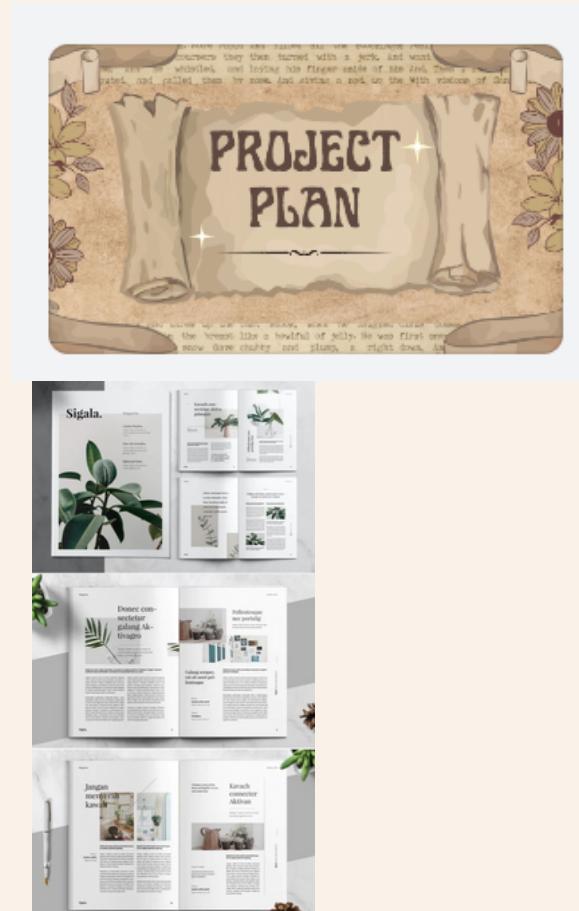
I ran the idea by my friends and they said the page flipping might not be a good idea, since it will take a longer time to read the website with the animation interrupting the users flow. They recommended me to go for a more classic magazine feel, and keep the functionality of a normal website

I didnt want to completely sacrifice my own idea for a modern version, So i opted for the previously shown vintage feel



using the brand style guide this was my initial prototype, I got feedback saying to possibly include side scrolling and a more classic navigation to keep familiarity

When looking for free to use images, I came across the black and white images, that really changed the entire feel of the website. I adapted my portfolio to match these.



# Prototype and thinking process



So this is the figma, The idea is that it looks like a book, but has a magical horizontal scroll that reveals more, the main navigation is situated at the front and the back, so that when you are done scrolling through all the text, you don't have to scroll all the way back.

It is sectioned up into the different projects, each project has their research questions and the CMD methods used, when you click on the CMD methods it will take you their corresponding PDF files, that will be available online

Figma Book Edited 2 days ago

It also has a small about me page, and a more interesting idea that I had, is a talk to me page, I want to eventually load all the text of all the projects I made into an AI, and make a literal chatbot, where you can talk to "me". For this I'm going to make an Available product analysis, see how other people have made similar AI's before, and what and what not to do. Since AI can often be misinterpreted as creepy or cheating. nowadays.

To make the AI, I will load in the research documents into a dataset, Then using the AI language model, such as GPT-3. I will research deeper into this subject in the available product analysis.

To create a more unique and engaging experience for visitors. An AI assistant can provide visitors with personalized recommendations, answer their questions, and help them to find the information they are looking for.

To showcase my AI skills and expertise. An AI assistant can be a great way to demonstrate your knowledge of AI and your ability to use it to solve real-world problems.

To make my website more interactive and dynamic. An AI assistant can interact with visitors in a natural way and provide them with a more personalized and engaging experience.



# Available product analysis

<https://medium.com/@josephholguin/how-i-cloned-myself-using-a-chatbot-af2ea503a4d2>

In this article, Joseph Holguin shares his experience of creating a chatbot that is capable of replicating his personality and preferences. He explains how he used a machine learning algorithm to analyse his text messages and social media activity to train the chatbot to respond like him. The author also discusses the potential implications of this technology, both positive and negative, and raises important ethical questions about the future of artificial intelligence. Overall, this article is a fascinating glimpse into the world of chatbot technology and its potential for personalization and customization.

I don't want the chatbot to become me, in a sense that i don't want it to copy my personality, just the knowledge about the projects that I have done, this creates a certain barrier between ethics, by putting up these boundaries.



Create a Personal Chatbot: Tips on Cloning Yourself with AI

Could you benefit from a personal chatbot? The advantages artificial intelligence brings to businesses can easily translate to your personal life. Learn how

The article "Discover Chatbots: Personal Chatbot" provides a good overview of the potential benefits of adding a chatbot AI to your portfolio. Here are some additional reasons why this might be a good choice:

Chatbots can help you to provide 24/7 customer support. This is especially important if you have a global customer base or if you offer products or services that are in high demand.

Chatbots can help you to personalize the customer experience. They can learn about each customer's individual needs and preferences, and then use this information to provide more relevant and helpful support.

Chatbots can help you to automate tasks. This can free up your time so that you can focus on more important things, such as developing new products and services or growing your business.

Chatbots can help you to collect data and feedback from customers. This information can be used to improve your products and services, and to develop more effective marketing strategies.

# Available product analysis

## Conclusion

In conclusion, I want to add a chatbot AI to my portfolio because it will make it more informative, engaging, and innovative.

- **More informative:** A chatbot AI can answer questions about my portfolio and provide visitors with more information about my work. I will train the chatbot to have a comprehensive knowledge of my projects, but I will not train it to copy my personality. This will create a certain barrier between ethics, by putting up these boundaries.
- **More engaging:** A chatbot AI can create more interactive and immersive experiences for my portfolio visitors. For example, I could create a chatbot that takes visitors on a virtual tour of my portfolio, or that allows them to ask questions about my work in a more conversational way.
- **More innovative:** A chatbot AI demonstrates my skills in areas such as artificial intelligence, machine learning, and natural language processing.

In addition to these benefits, I believe that adding a chatbot AI to my portfolio will help me to stand out from the competition and to make a positive impression on potential employers.

I am excited to experiment with different ways to use a chatbot AI in my portfolio. I think it has the potential to be a really valuable asset and to help me to create a truly unique and memorable experience for my visitors.



# User testing

## Plan

I will conduct a user testing plan to evaluate the usability of my website and to identify any areas for improvement.

### Participants:

- I will recruit 5-10 participants who are representative of my target audience.

### Tasks:

- I will ask the participants to complete a series of tasks on my website, such as:
  - Navigating to different pages on the website
  - Finding specific information on the website
  - Completing a form on the website
- I will also ask the participants to give feedback on the overall design and usability of the website.

### Procedure:

- 1.I will introduce myself to the participant and explain the purpose of the user testing session.
- 2.I will ask the participant to complete the tasks on my website.
- 3.I will observe the participant as they complete the tasks and note any difficulties they encounter.
- 4.I will ask the participant for feedback on the overall design and usability of the website.
- 5.I will thank the participant for their time.

### Reporting:

Once I have conducted the testing, I will create a report that summarizes my findings and recommendations. The report will include:

- A description of the user testing
- A summary of the usability issues that were identified
- Recommendations for improving the usability of the website



# User testing



a short summary of the user testing of each user.

## Participant 1:

- Overall, I found the website to be very easy to use and navigate.
- I liked the clean and simple design.
- The information on the website was well-organized and easy to find.
- I had one minor problem with the scrolling. It wasn't clear to me I had to scroll to the side.

## Participant 2:

- I really liked the overall aesthetic of the website. It was very visually appealing.
- I found the website to be very user-friendly. I was able to complete all of the tasks without any difficulty.
- I had one suggestion for improvement. I would like to see a search bar on the homepage. This would make it even easier to find specific information on the website.

## Participant 3:

- I was very impressed with the professionalism of the website. It was clear that a lot of thought and effort had gone into its design and development.
- I found the website to be very informative. It provided me with all of the information that I needed

## Participant 4:

- I found the website to be very engaging. I enjoyed browsing through the different pages, with the animated navigation menu
- I was particularly impressed with the use of high-quality images. This really helped to bring the website to life.
- I had one suggestion for improvement. I would like to see a social media follow button on the homepage. This would make it easy for visitors to follow you on social media and stay connected with your latest updates.

## Participant 5:

- I was very impressed with the overall quality of the website. It was clear that a lot of thought and effort had gone into its design and development.
- I found the website to be very easy to use and navigate. I was able to complete all of the tasks without any difficulty.

## Conclusion

- add a scrolling icon indicating that the page has horizontal scrolling
- Social media links on the about me page
- Maybe make the AI refer you to a page with the info you're looking for, acting like a search bar

# Decomposition



## Frontend Development:

1. HTML/CSS: I'd start by designing the website's layout and visual elements using HTML for structure and CSS for styling. This includes creating the initial structure for the homepage, navigation menus, and placeholders for content.
2. Intro Animation: I'd implement the intro animation using HTML, CSS, and possibly JavaScript to create an engaging animation that plays when a user first visits my site.
3. Horizontal Scrolling: To achieve horizontal scrolling for specific sections or content, I'd use CSS properties like overflow-x and set the container's width accordingly. JavaScript might also be necessary for handling user interactions.
4. Frontend JavaScript: I'd use JavaScript to enhance user interactions, such as smooth scrolling, navigation menus, and loading dynamic content. I'd ensure compatibility with different browsers.
5. Responsive Design: I'd make my website responsive to ensure it looks and works well on various screen sizes and devices. This involves using media queries in CSS to adjust the layout for different screen widths.

## Backend Development:

1. Server-Side Language: I'd choose a backend programming language like Python, Node.js, Ruby, or PHP to handle server-side logic.
2. Web Server: I'd set up a web server (e.g., Apache, Nginx) to host my website and configure it to route requests to my backend application.
3. Database: If I plan to store and manage user data or chat history, I'd set up a database (e.g., MySQL, PostgreSQL, MongoDB) to store this information securely.

## Content Management:

1. JSON for Content: I'd create a JSON file or database table to store content such as project descriptions, portfolio items, and other data I want to display on my website. I'd develop a mechanism to read and update this data dynamically based on user requests.
2. API Endpoints: I'd create API endpoints on the backend to serve JSON data to the frontend. I'd use AJAX or the fetch API in JavaScript to make asynchronous requests to these endpoints and update the content on my website without needing a full page reload.

## Deployment and Hosting:

1. Domain and Hosting: I'd find a domain name for my website and choose a hosting provider to deploy my website and backend. I'd configure DNS settings to point to my hosting server.
2. SSL Certificate: I'd implement an SSL certificate to ensure secure communication between the user's browser and my server.

## Testing and Optimization:

1. Testing: I'd perform thorough testing of my website across different browsers and devices to ensure compatibility and responsiveness. I'd test the AI chat functionality extensively.
2. Performance Optimization: I'd optimize my website's performance by minifying CSS/JS files, optimizing images, and implementing caching mechanisms to reduce load times.