

# Alison Avery

CS5610 WEd Development S26 Northeastern University

Project 1- Personal Website Design Document

## 1. Project Overview

Project: Personal Website

Purpose: Create a professional responsive website highlighting my background and interests.

Target Audience: Peers, colleagues, potential collaborators, potential employers

## 2. User Personas/Stories

Persona 1: Recruiter Rachel

Rachel is a 34-year-old technical recruiter who reviews 20-30 portfolios weekly. She's highly efficient, spending only 30-90 seconds on initial reviews using her desktop at work or mobile during commutes. Rachel needs to quickly assess skills, view work samples, and download resumes. She gets frustrated by creative sites that bury important information, slow loading times, and missing contact details. What she needs: a prominent resume download button, clear skills summary, portfolio with project descriptions, contact information, and a professional scannable layout that doesn't waste her time.

Persona 2: Potential Client Carl

Carl is a 42-year-old small business owner or startup founder evaluating freelancers for project work. He's budget-conscious but values quality, and he carefully reads testimonials and case studies while comparing multiple service providers. Carl gets frustrated by vague service descriptions, missing pricing information, and unclear processes for getting started. What he needs: clear services descriptions, portfolio showcasing results, client testimonials, easy contact options, an about page that builds trust, and some indication of rates or project costs.

Persona 3: Fellow Professional Priya

Priya is a 28-year-old professional in your industry who's networking and seeking collaboration opportunities. She discovers people through social media, reads blog content, and shares interesting work with her network. Priya gets frustrated by outdated content, missing social links, and overly formal tones. What she needs: recent blog posts or writing, prominent social media links, a personal about story, information on current projects, newsletter signup, and approachable contact methods that feel genuine rather than corporate.

## 3. Site Structure (Sitemap)

Home

└─ About

└─ Work

└─ Fun Zone

## 4. Visual Design

- Color scheme
  - --primary: #a855f7;
  - --secondary: #9333ea;
  - --accent: #14b8a6;
  - --teal-light: #5eead4;

- --purple-dark: #7c3aed;
- --dark: #0f172a;
- --light: #f8fafc;
- Typography
  - font-family: "Segoe UI", Tahoma, Geneva, Verdana, sans-serif;

## 5. Page Descriptions

### Home Page:

- Header with navigation for additional pages
- Introduction paragraph
- Buttons for Work and About Me pages.
- Personal photo
- Footer with name and license

### About Page:

- Header with navigation for additional pages
- Click AA to go to home page
- Basic information
  - My story
  - Skills and technologies

### Work Page:

- Header with navigation for additional pages
- Click AA to go to home page
- Basic information
  - Recent Work Experience
  - Most current Projects
  - Awards and Certifications

### Fun Zone Page:

- Header with navigation for additional pages
- Click AA to go to home page
- AI Generated page
- Games
  - Tic-Tac-Toe
  - Number Guessing
  - Color Matching

## 6. Technical Specifications

- Technologies: HTML5, CSS3, Vanilla JavaScript
- Browser support: Chrome, Firefox, Safari, Edge (last 2 versions)
- Hosting: GitHub Pages

7. Mockups

