

# PORTFOLIO WEBSITE

BEN ULCQ

# DESIGN AND DEVELOPMENT PROCESS

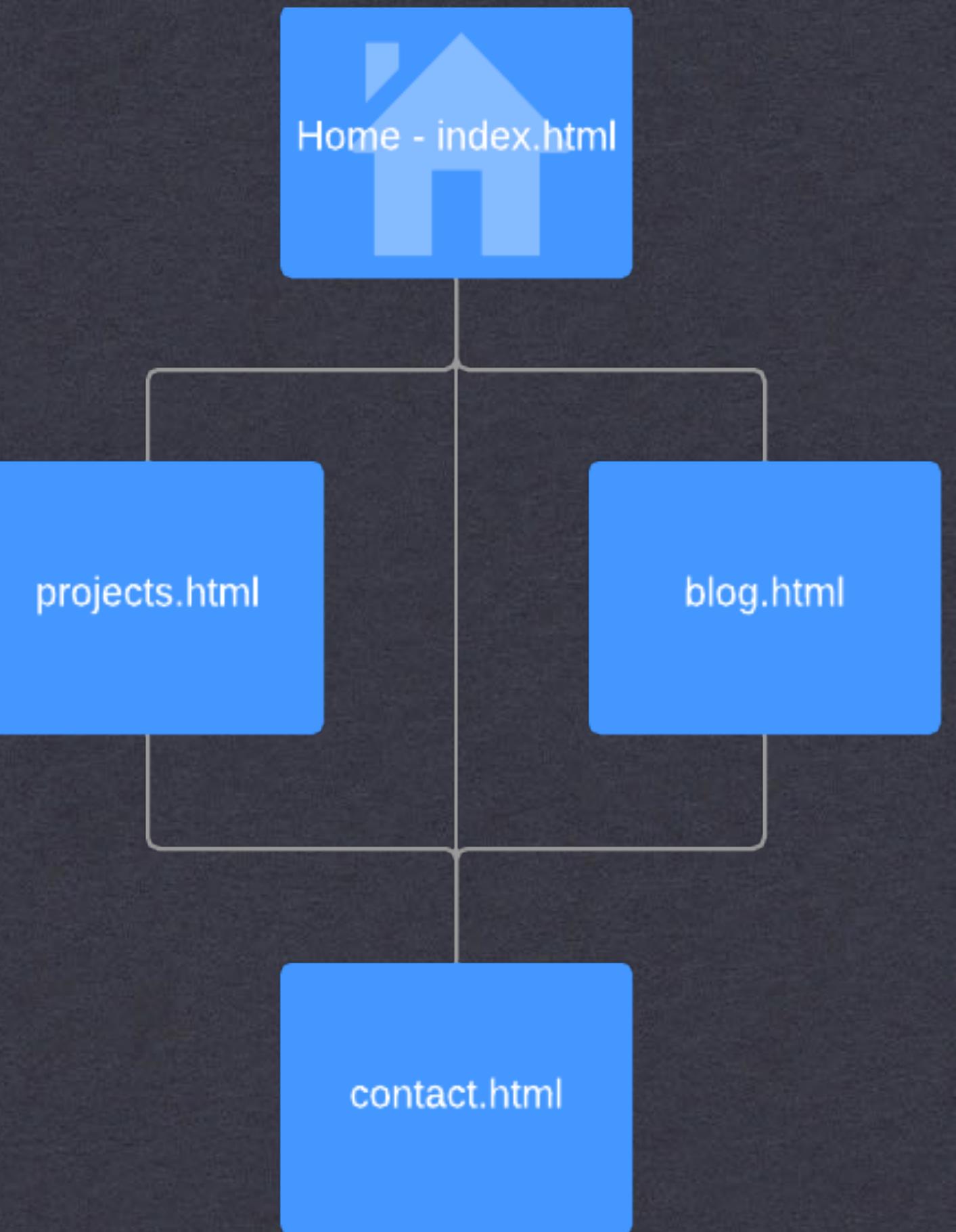
# BRIEF ANALYSIS

## LUCID CHART

Before I made any progress towards building my website, I made sure that I had a full understanding of the brief and how that would translate into goals for the website, which would drive the design.

Ultimately, I decided to create the following four pages which I could design to satisfy other criteria fulfil the purpose of the project.

- index.html - a home page which also functions as a profile page.
- projects.html - a place where I could showcase my past work.
- blog.html - A list of blog posts that I have written
- contact.html - A way for people to get in touch with me.



# MOODBOARDING

## PINTEREST

The primary resource used for this process was Pinterest. Pinterest provides a perfect platform for researching trends, finding inspiration and collating everything in a simple to navigate location.

The mood board created was broken down into a number of smaller sections that reflected various parts of the project. These included:

**Portfolio Mood Board**  
7 sections • 44 Pins

Your Pins More ideas •

**Portfolio Item UI**

**Home UI**

**Single Element**

**Emotion**

**Icons**

**Colour**

**Profile UI**

**+** **edit** **upload**

# MOODBOARDING

## PINTEREST

- **Portfolio Item UI** - inspiration for collections of elements.
- **Home UI** - inspiration for the home/welcome page.
- **Profile UI** - inspiration for profile page designs.
- **Single Elements** - inspiration relating to certain elements within the website.
- **Icons** - inspiration for icons that I may use on the website.
- **Colour** - colour palettes that I might use.
- **Emotion** - Various items that elicit emotions I hoped to recreate with my website.

**Portfolio Mood Board**  
7 sections • 44 Pins

Your Pins More ideas •

**Portfolio Item UI**

**Home UI**

**Single Element**

**Emotion**

**Icons**

**Colour**

**Profile UI**

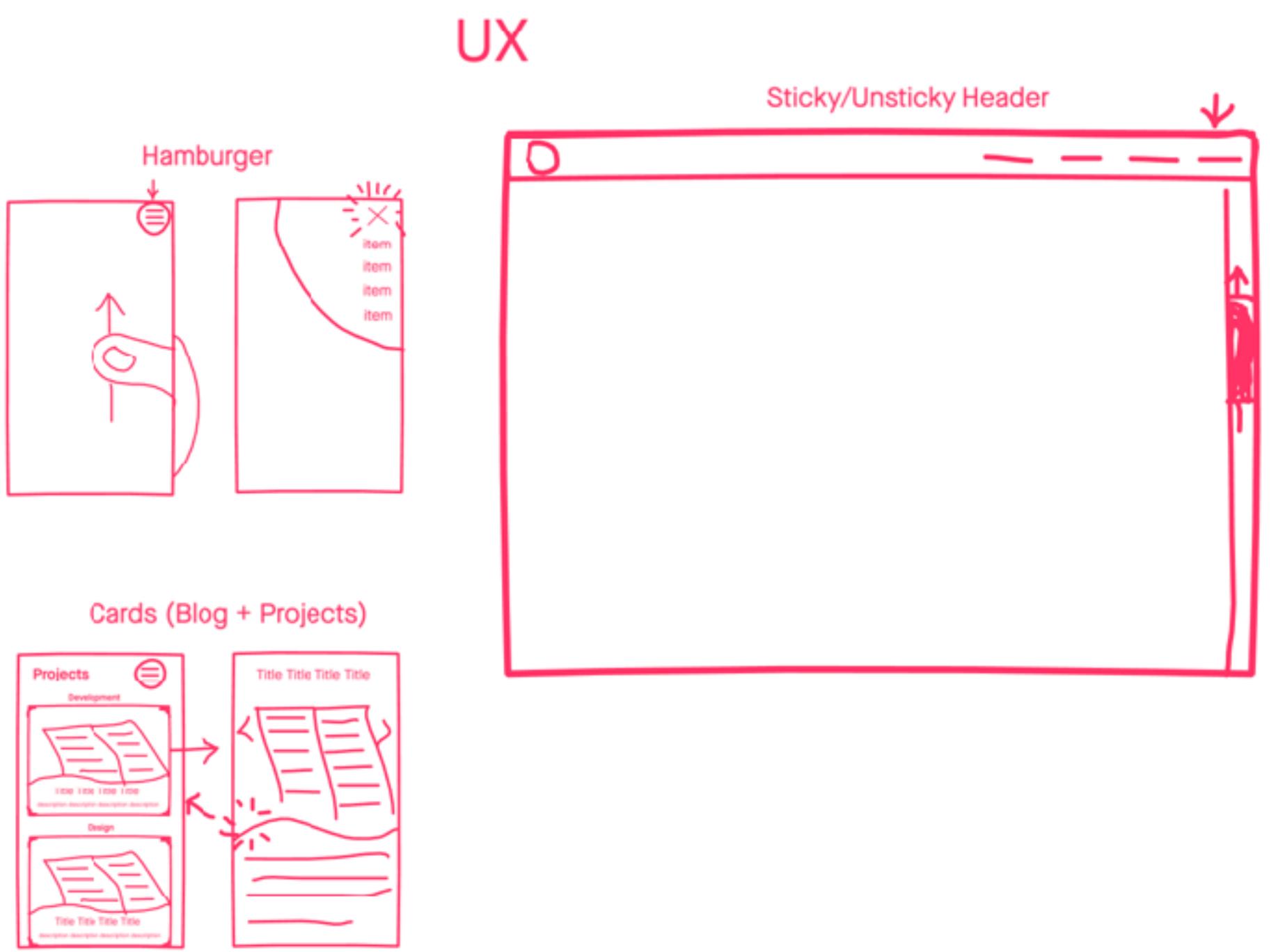
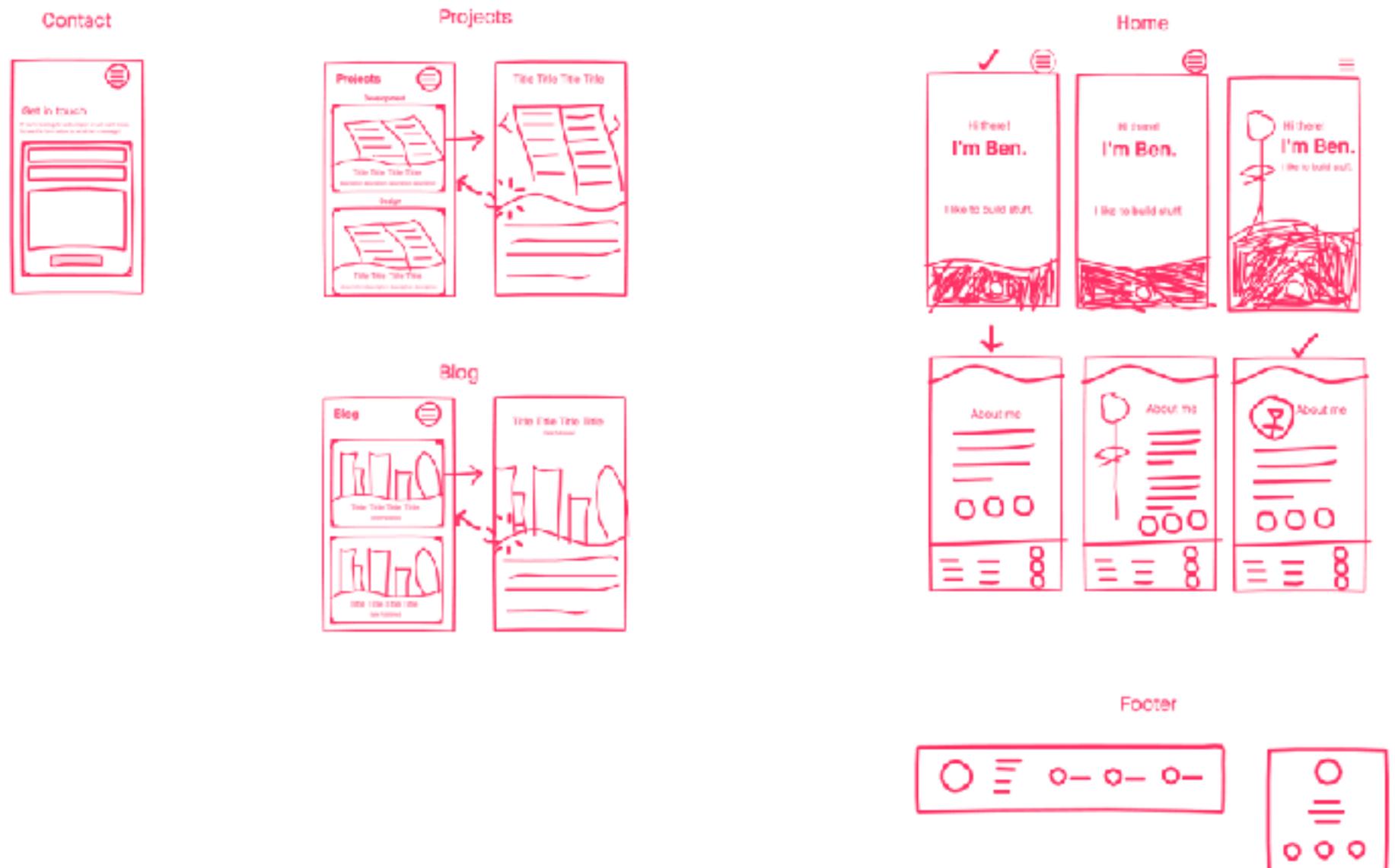
# WIREFRAMING

## INVISION

Initially, I made some very rough sketches using InVision. This meant I could quickly explore a wide range of layout ideas in a relatively short amount of time in order to try and find the best design possible.

As it is the entry point to the site, I began by creating rough concepts of the home page. From my mood boarding I knew I wanted the website to appear friendly and personable, yet professional and intriguing so that potential recruiters are drawn in.

I played around with ideas that captured certain parts of this goal until I settled on a design that I felt fit closely with what I was trying to achieve.



# MOCKUPS

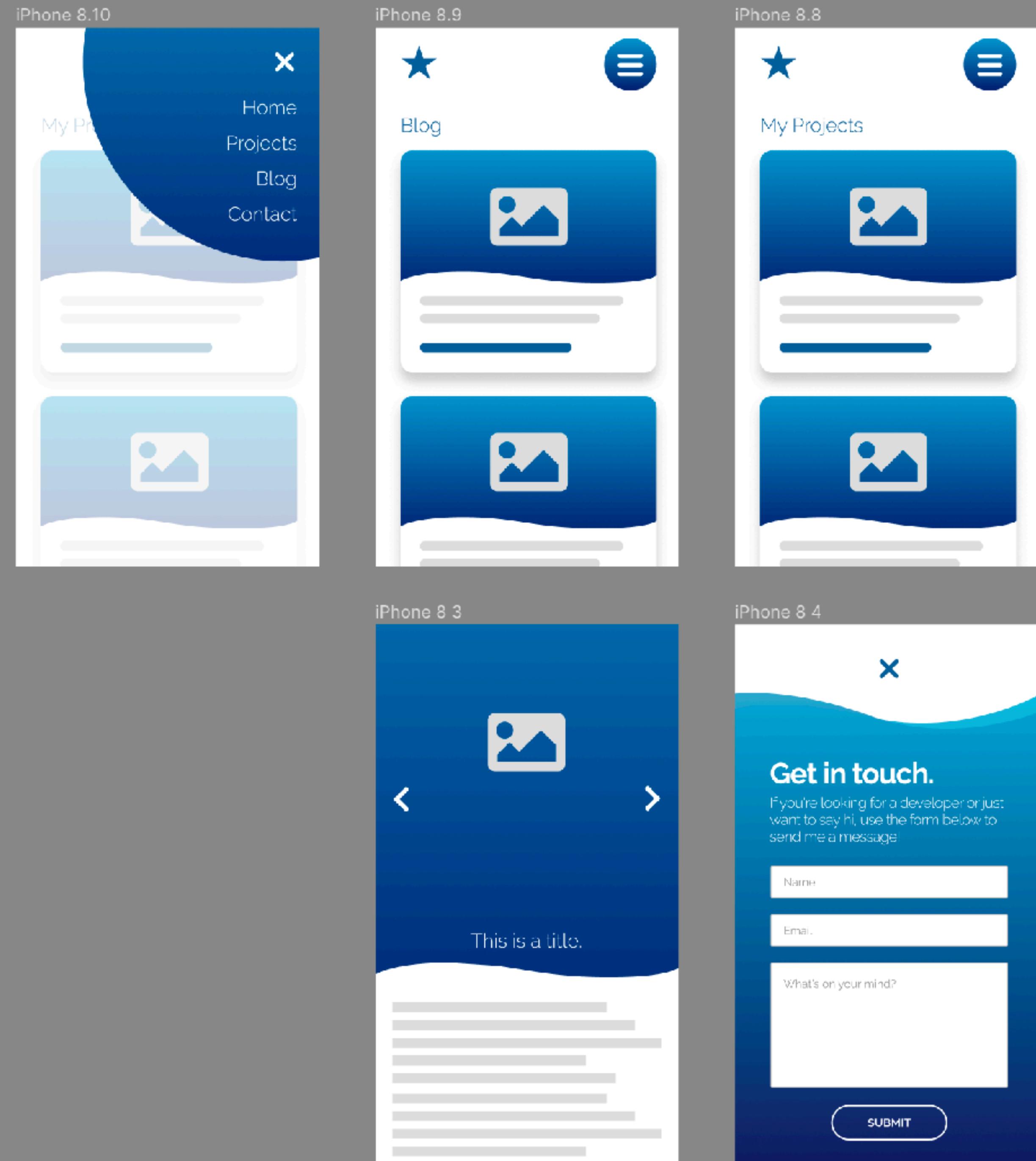
## FIGMA

From here I fleshed out the homepage concept using Figma to sort out colours and styling and nail down a more refined concept. Once I was happy with the design I jumped back into InVision to work on creating layouts for the remainder of the pages before going back to Figma to flesh them out once again.



# PAGE LAYOUT MOCKUPS

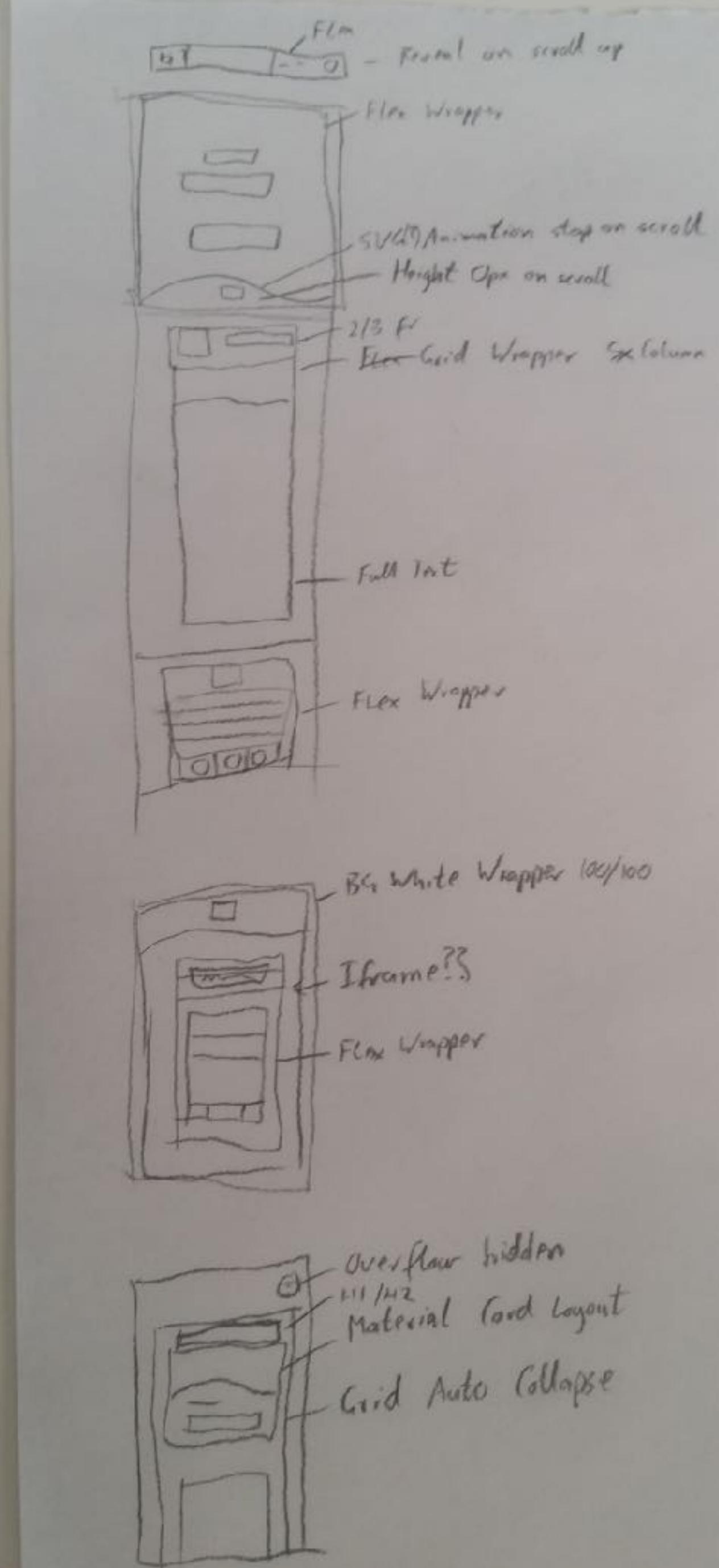
## FIGMA



# STRUCTURING GOOD OL' PENCIL AND PAPER

Once the concepts were finalised, I laid out a rough plan for the structure of the HTML and CSS which would break out of the ordinary flow of a website and needed a little more thought to implement than a standard element.

This was only a rough idea so that I had an initial direction - there was likely to be changes I needed to make later on when things were or weren't working.



# DEVELOPMENT

## HTML5, CSS3, JQUERY, GITHUB ETC.

From here I aimed to implement a skeleton version of the site with only layout elements being positioned on the pages.

This would help with implementing accessible features, clean code and force me to stick to the styling and layout that was designed.

Unfortunately, it didn't really turn out the way I was hoping. I discovered things weren't working the way I had planned so I had to do a bit of improvising.

Hi there!  
**I'm Ben.**

I'm a full-stack developer who loves building apps and websites.



### About me

I'm Ben Ulcoq and I'm currently studying full-time at the Coder Academy Fast Track Bootcamp in Brisbane and loving every minute of it.

I completed a Bachelor of Digital Media and graduated with Distinction in 2016. After working as a Graphic Designer in Rockhampton for two years I'm now looking to make a change into a development role.

I've since begun my journey not only into development but a whole new life in Brisbane. With so much still to learn, I'm excited to hear from people with a wealth of experience in all aspects of the industry.

My design background lends itself to an interest in UX/UI and designing and creating effective solutions to problems in that space. Since diving deeper into the world of development I've also taken an interest in Data Science and Machine Learning as well as Cyber Security.

Use these links to find out more about what I'm up to!



### Skills

#### Developer



#### Designer



# DEVELOPMENT

## HTML5, CSS3, JQUERY, GITHUB ETC.

I ended up jumping into styling before completely laying out the site and I think the project suffered for it. My code isn't particularly clean, the website isn't as accessible as I believe it should be and the development process was far less efficient than if I had stuck to the original plan.

Outside of the improvisation, the content generation and styling was fairly smooth sailing. I had some minor problems to do with implementing performance improvements, SEO and accessibility features.



Blog

Latest Blog Posts



Home  
Projects  
Blog  
Contact

LinkedIn  
 Github  
 Twitter

# DEVELOPMENT

## HTML5, CSS3, JQUERY, GITHUB ETC.

However, the animations were quite tricky to get right. I spent a significant amount of time trying to get the animations working perfectly as I felt it was a core part of the user experience.

The largest area where I failed to reach a level I was happy with was accessibility. The cards I designed are accessible but the functionality is not completely friendly to all users which is a problem. If I had more time I would implement a better solution here. Preferably though, I would like to go back and restart the development process with accessibility higher on the list of priority.

The screenshot shows a dark-themed website portfolio. At the top, there's a navigation bar with a logo 'b' and three horizontal dots. Below the header, there are two main sections: 'Projects' and 'Latest Projects'. Under 'Projects', there are two items: 'Development' (with a thumbnail of a terminal application) and 'Design' (with thumbnails for Business Cards, Flyers, Posters, Banners, Capability Statement, and Info Brochure). Each project thumbnail includes a small description below it. At the bottom, there are social media links for LinkedIn, GitHub, and Twitter, along with a 'Home' link.

Projects

Latest Projects

Development

Design

Website Portfolio

Business Cards Driftwood on the Beach

Flyers Freedom Fast Cars

Poster ELB Equipment

Banners CGG Consulting

Capability Statement Syncut Engineering

Info Brochure Livingstone Shire Council

LinkedIn

Github

Twitter

Home

Projects

Blog

Contact

# COMPONENTS AND ENGAGEMENT

## DESIGN

Throughout the design and development process there were some core ideas that drove decision making. These ideas came from the need for my website to be:

- friendly and personable
- professional and intriguing

### Get in touch.

If you're looking for a developer or just want to say hi, use the form below to send me a message!

Name

John Doe

Email

john.doe@gmail.com

Message

What's on your mind?

Submit



[Home](#)  
[Projects](#)  
[Blog](#)  
[Contact](#)

LinkedIn  
 GitHub  
 Twitter

# COMPONENTS AND ENGAGEMENT DESIGN

I explored a range of styles during the sketching phase until I settled on a design that I felt captured these feelings well.

Although I was happy with the styling I had created on the homepage, I felt that it may be heading slightly away from ‘friendly and personable’ and more towards ‘corporate’.

The image shows a vertical sequence of five mobile phone screens, each displaying a different design iteration of a developer's website. The top screen shows a dark blue theme with large white text and a central portrait. Subsequent screens show progressively lighter blue backgrounds and more complex layouts with sections for 'Blog', 'Projects', and 'Contact'.

**Screen 1 (Top):** A dark blue-themed mobile site. At the top, it says 'Hi there! I'm Ben.' Below is a bio: 'I'm a full-stack developer who loves building apps and websites.' There is a circular profile picture of a man with a beard. The section 'About me' follows, containing a bio: 'I'm Ben Odoe and I'm currently studying full-time at the Codecademy bootcamp, based in London and loving every minute of it. I completed a Bachelor of Digital Media and graduated with Distinction in 2015. After working as a Graphic Designer in Fashion for two years I'm now looking to make a change into a development role.' Below this is another bio: 'I've since begun my journey not only into development but a whole new life in full-time. With so much skills learned I'm determined to learn from personal projects of all aspects of the industry.' At the bottom, there is a 'Skills' section with icons for HTML, CSS, JS, Ruby, More to come!, Designer, Photoshop, Illustrator, and InDesign, along with social media links for LinkedIn, GitHub, and Mail.

**Screen 2:** A light blue-themed mobile site. It features a 'Blog' section with 'Latest Blog Posts' and three cards: 'My website is up and running!' (Published 21st September), 'A Designer's Guide to Programming' (Published 17th September), and 'Programming Practice makes Perfect.' (Published 10th September). Below the blog is a 'Projects' section with 'Latest Projects' and three cards: 'Terminal Application' (Poker Simulator), 'Website Portfolio' (ImBen), and 'Design' (Business Cards, Different on the Beach).

**Screen 3:** A medium-light blue-themed mobile site. It features a 'Blog' section with 'Latest Blog Posts' and three cards: 'Sources of motivation at a Coding Bootcamp' (Published 1st September), 'Coding Bootcamps, Meetups and.. Twitter?' (Published 26th August), and 'Getting Started with Ruby' (Published 5th September). Below the blog is a 'Projects' section with 'Latest Projects' and three cards: 'Flyers' (Freedom Fast Cars), 'Poster' (ECD Equipment), and 'Banners' (COG Consulting).

**Screen 4:** A very light blue-themed mobile site. It features a 'Blog' section with 'Latest Blog Posts' and three cards: 'Coding Bootcamps, Meetups and.. Twitter?' (Published 26th August), 'Sources of motivation at a Coding Bootcamp' (Published 1st September), and 'Getting Started with Ruby' (Published 5th September). Below the blog is a 'Projects' section with 'Latest Projects' and three cards: 'Capability Statement' (Swift Engineering), 'Info Brochure' (Using More Skills Council), and 'Poster' (ECD Equipment).

**Screen 5 (Bottom):** A very light blue-themed mobile site. It features a 'Blog' section with 'Latest Blog Posts' and three cards: 'Sources of motivation at a Coding Bootcamp' (Published 1st September), 'Coding Bootcamps, Meetups and.. Twitter?' (Published 26th August), and 'Getting Started with Ruby' (Published 5th September). Below the blog is a 'Projects' section with 'Latest Projects' and three cards: 'Home' (Home Projects Blog Contact), 'LinkedIn' (LinkedIn), 'GitHub' (GitHub), and 'Twitter' (Twitter).

**Right Side (Form):** A contact form titled 'Get in touch.' It includes fields for Name (John Doe), Email (john.doe@gmail.com), and Message (What's on your mind?). A 'Submit' button is at the bottom right.

# COMPONENTS AND ENGAGEMENT

## DESIGN

So I adjusted the UX to drive people towards my bio before anything else. This meant that (all going well) users would come to my site, get a ‘professional and intriguing’ sense from the styling, and read my bio - providing a ‘friendly and personable’ context for the rest of their time on the website.

- **Landing Component**
- **& About Component**

Hi there!

# I'm Ben.

I'm a full-stack developer who loves building apps and websites.

**About me**

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I've since begun my journey not only into development but a whole new life in Brisbane. With so much still to learn, I'm excited to hear from people with a wealth of experience in all aspects of the industry.

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**Skills**

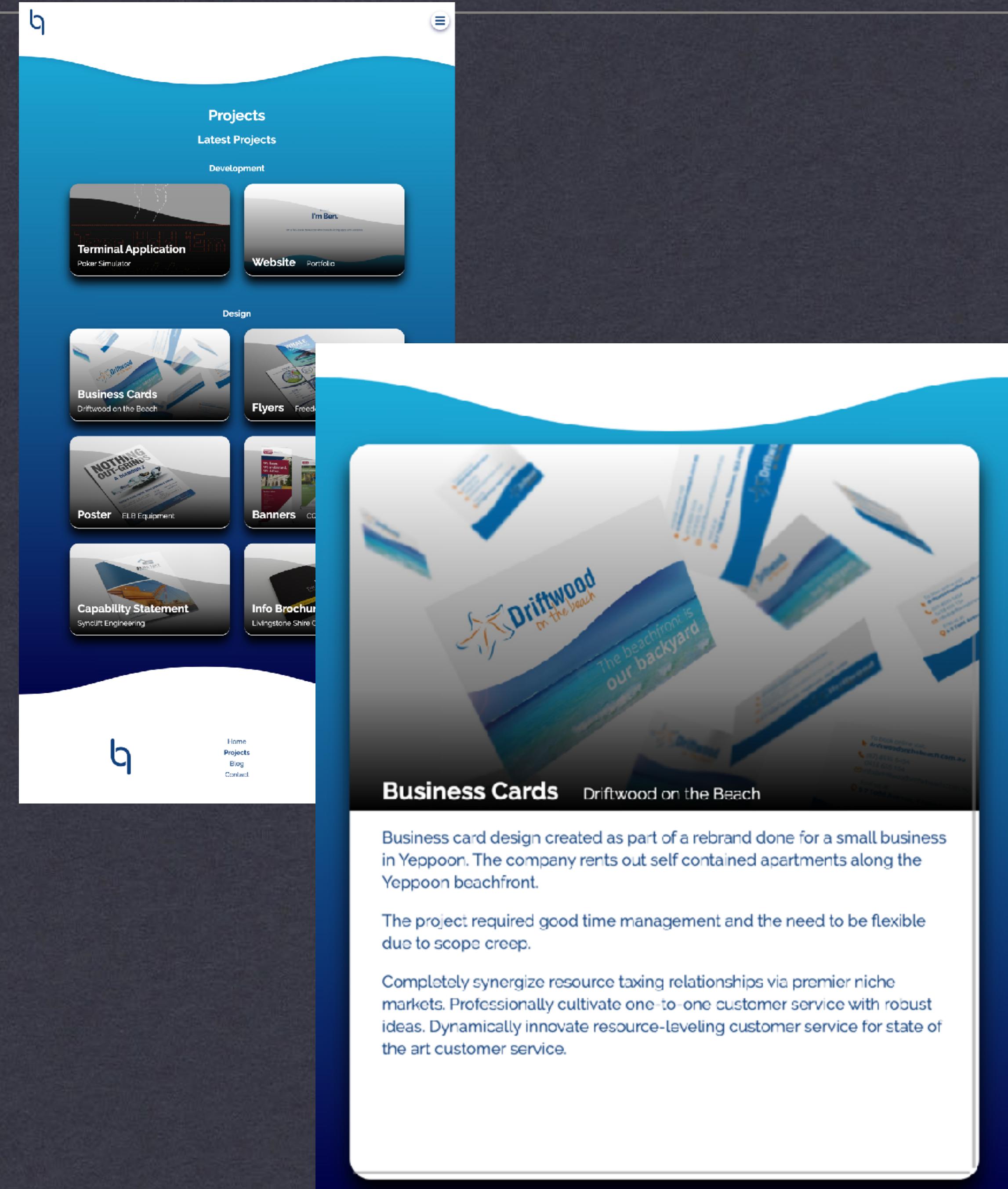
**Developer**

**Designer**

# COMPONENTS AND ENGAGEMENT

## DESIGN

- **Project Cards** - sections that have information and images relating to various previous work. Initially, they're a small thumbnail which expand to take up more screen area once clicked and reveal extra information.
- **Blog Cards** - sections that have information and images relating to various previous work. Initially, they're a small thumbnail which expand to take up more screen area once clicked and reveal extra information.



# COMPONENTS AND ENGAGEMENT

## DESIGN

- **Contact Form** - a form allowing users to send me an email that they can type a message into, and enter their name and email.
- **Wave Elements** - a repeating element that acts as a visual clue to signal to users that they can interact with elements in some way.

Get in touch.

If you're looking for a developer or just want to say hi, use the form below to send me a message!

Name

John Doe

Email

john.doe@gmail.com

Message

What's on your mind?



## About me

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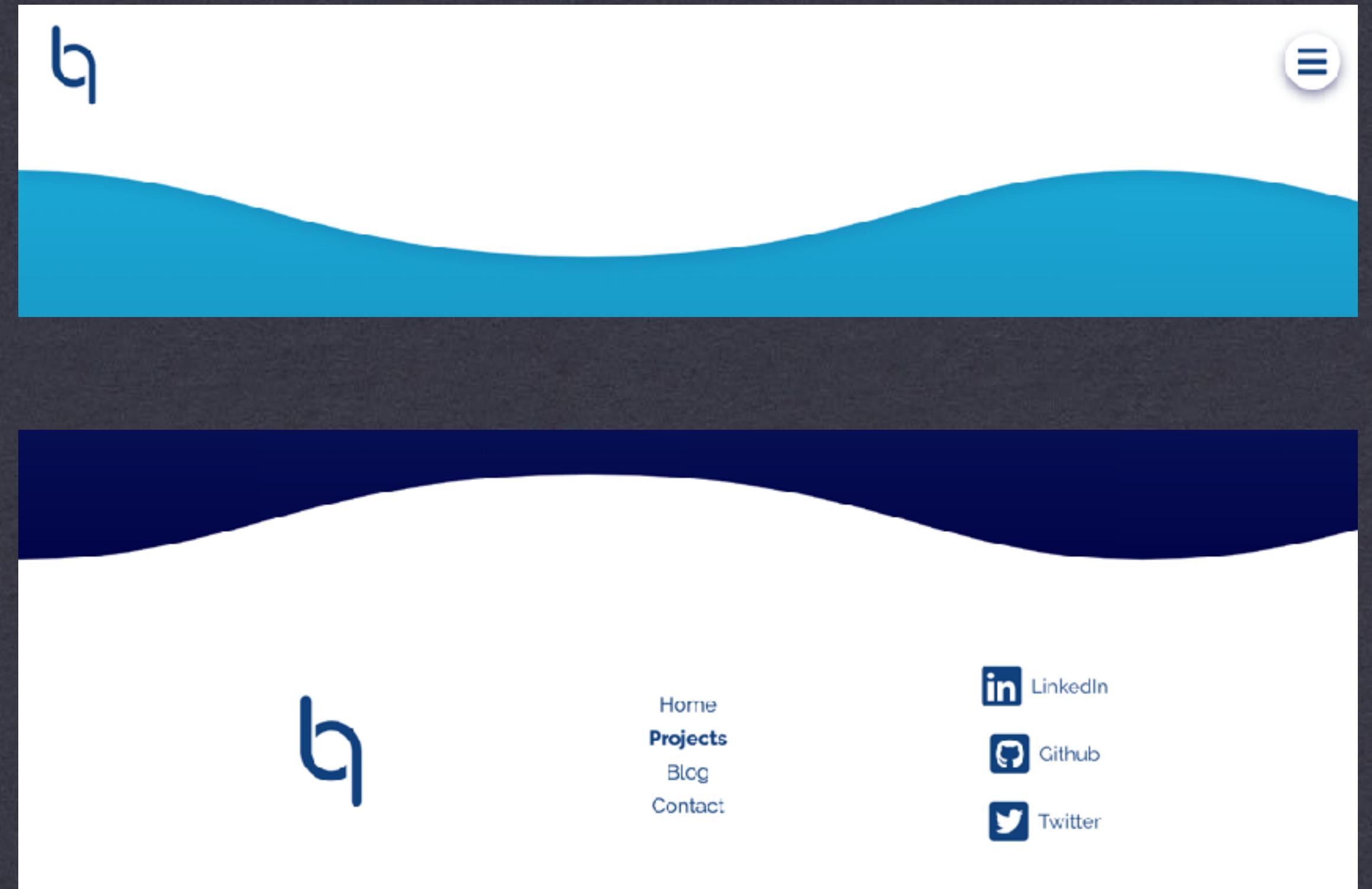
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# COMPONENTS AND ENGAGEMENT

## DESIGN

- **Header Navbar** - a section at the top of the page/viewport which allows users to access all areas of the site.
- **Footer Navbar** - a navigation menu that acts as a supplementary way for users to navigate around the site and allow for more accessibility.



**THAT'S IT FOLKS!**