Scenario Assessment:

1. What does the business specialize in?
   1. Website design & development
   2. Software development
2. Main clients age, demographic info
   1. IT recruiters, interviewers
   2. Male, age 23-35
3. What they value/appreciate you for
   1. Technical Skill
   2. Originality/Creativity
   3. Culture
4. What would the biz like from the landing page?
   1. Instant demonstration of technical skill, originality/creativity, and culture
5. The site?
   1. Instill a sense of awe, excitement, urgency, leave an impression
   2. Drive awareness of services
6. Pictures to use

UX Assessment:

1. What’s the user experience you want to create?
   1. Awe
   2. Excitement
   3. Urgency
   4. Lasting impression
2. How can you capture the interest of the audience?
   1. What do techy males age 23-35 like?
      1. Culture, leading, winning
3. What’s the main goal of the landing page?
   1. Instant demonstration of technical skill, originality/creativity, and culture
   2. Instill a sense of curiosity, excitement, awe, urgency
   3. Leave a memorable impression
   4. Make a “sale” – get recruiter to reach out to me
      1. OR: referral – sharing with others

Tasks of UX Design:

1. Evaluation of current system
2. A/B Testing
   1. study to compare the effectiveness and quality of experience of different user interfaces
3. User Surveys
4. Wireframes and prototypes
5. User Flows – designing how users should move through a system (flow charts)
6. Storytelling
7. Design Patterns: tabs, breadcrumbs, custom design
8. User profiles and personas
   1. Developed using website data
9. Content inventory
   1. Organized list of pages on a website, helps to craft info architecture and flow
10. Content style guides
    1. Framework in which to work when creating content and developing design.

Contents Table:

1. What pages will the site have?
   1. Landing page
   2. Resume
   3. Portfolio Projects
   4. About Page
2. What pages will the landing page feature?
   1. About page
   2. Portfolio Projects

Written summary:

The landing page will feature an individual offering web services. The purpose of the site will be to sell the technical skill, originality/creativity, and culture of the featured individual. The landing page will confer curiosity, awe, excitement, and urgency, and leave a lasting impression.

The site audience will first and foremost be looking for something exciting, and will be evaluating the technical skills as well as the culture of the individual. The landing page will feature the culture of the individual in a bold an exciting way, which will employ technical prowess.