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| Portfolio Evidence |
| Large rock formation in rocky landscape under blue sky |

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| 28/01/19 | Personal Website |

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| In this document I will be laying out the evidence and methodology used for creating a personal portfolio website. |

Portfolio Evidence

Personal Website

# Context

I am currently working on a farm and I am looking to move into the web development industry. As I am the only person in my company to be doing web development, my first goal is to find a new work placement to help further my career. As part of this, my first project will be creating a personal portfolio website where I can list my current achievements and a portfolio of my existing work.

## Objective

The objective of this project is to create a website that displays my talents as a web developer. While I already have an existing site, I do not feel it displays the full extent of my knowledge.

The current site is built using the Bootstrap 4 framework, and while it is easy to navigate and displays the information clearly, I feel it could use an update to bring it in to line with my current skill set. I intend to create the new site using HTML, CSS 3 and JavaScript as these are the languages I am currently focusing on.

#### Project Plan

For this project I will be following the Software Development Life Cycle (fig. 1). With regards to this, I will be following an Agile workflow methodology, as I feel it will allow for me to rectify any omissions or mistakes that occur during the development process.



Figure 1

# Planning

During the planning stage of this project I will be evaluating the tools I will require, the user requirements, the timescale of the project, as well as other items.

I began by creating user stories with a focus group of fellow web developers, to try and give me a feel for who may be using the site and what they were looking for. I then took the information from this focus group and created rough personas that embodied who I saw as the key users. I then created user stories for people who might use the site, to help me determine what the key features of the website should be. I then arranged an open card sort to help me arrange the features on the site, followed by a questionnaire that would give me feedback on the card sort.

Using the data gathered from the card sort and questionnaire I was able to go back and refine the personas, and update key features to be included on the website. #

The project being developed is a new website for Stuart White, that will be a personal portfolio of his work in web development. The information on the site will be a portfolio of his work to date, examples of his code and process. The target audience is going to be prospective employers and peers in the web development industry. The site will be a simple layout with no more that 5 pages. I will be conducting card sorting exercises, questionnaires, and focus groups for research purposes.

#### Evaluation of the current site

The current site is functional but doesn’t show off Stuarts full ranges of skills and looks excessively simple in its design and implementation. The layout and colouring of the site are distracting from key elements, and it does not focus the user into key areas.

#### Learning about my users

### User Stories

The first stage in my evaluation and planning was to create user stories of those who I imagine would use my site. Below are some of the user stories I created for the project.

*As a user I want to be able to see what the site offers quickly so that I can see if I am interested in the content*

*As a prospective employer I want to be able to quickly find the CV so that I am not wasting time*

*As a prospective employer I want to be able to see example of previous work so that I can judge the quality of work*

*As a web developer I want to be able to see what other developers have been working on so I can see what is happening in my industry*

*As a prospective employer I want to be able to see who this site about and what they do*

*As a prospective client I want to be able to see the quality of work conducted so I can decide whether to use their services*

*As a prospective employer I want to be able to find contact details so that I can contact the website owner*

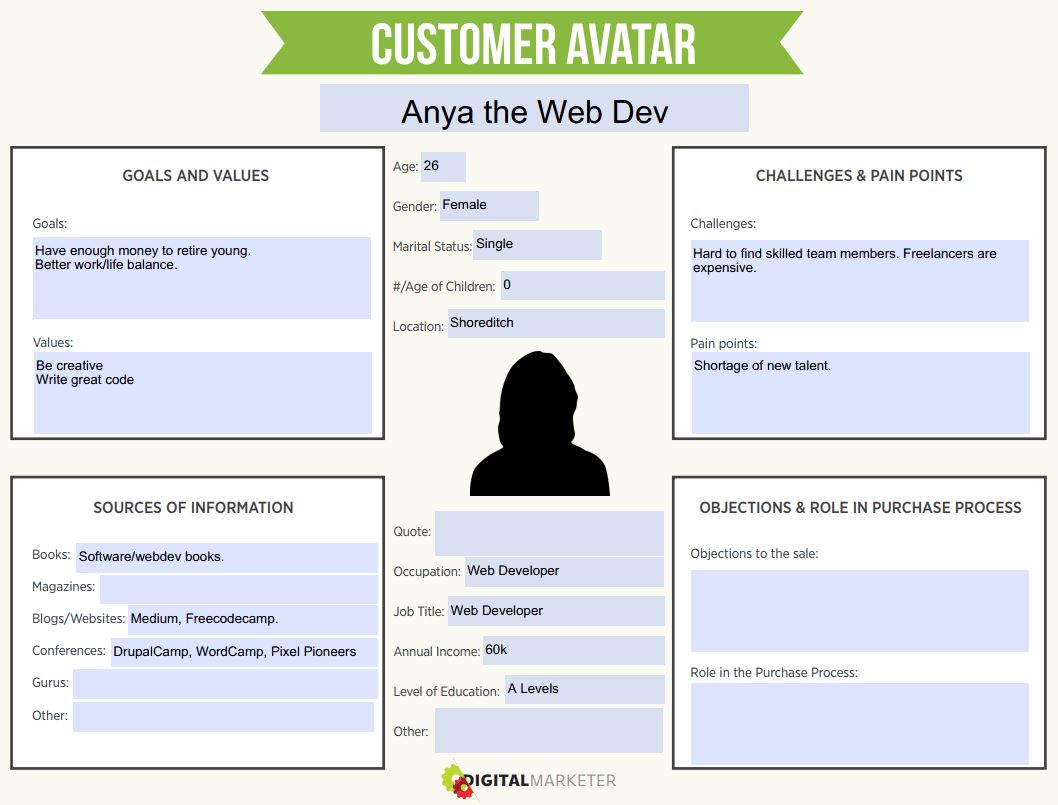
*As a web developer I want to be able to see previous work so that I can decide whether to use them in a project*

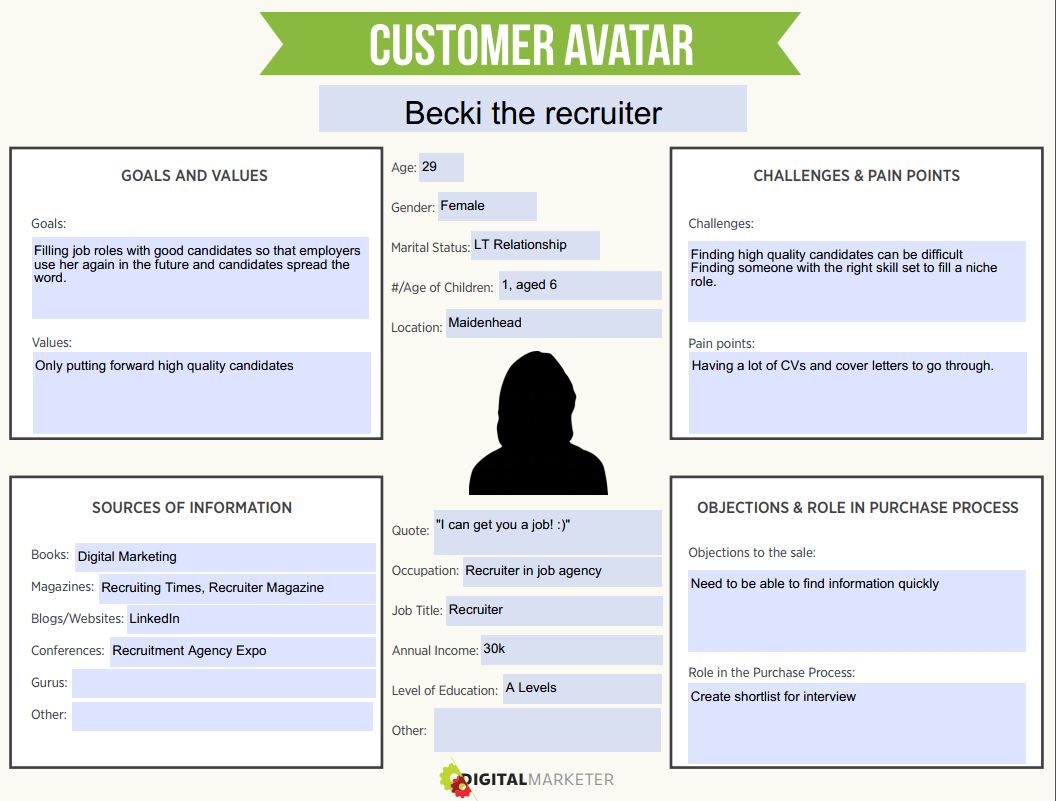
*As a developer I want to be able to see the quality of the persons code so that I can evaluate their skill*

*As a prospective employer I want to be able to see the persons work flow methodology so that I can decide if they will fit in with my company*

### Personas

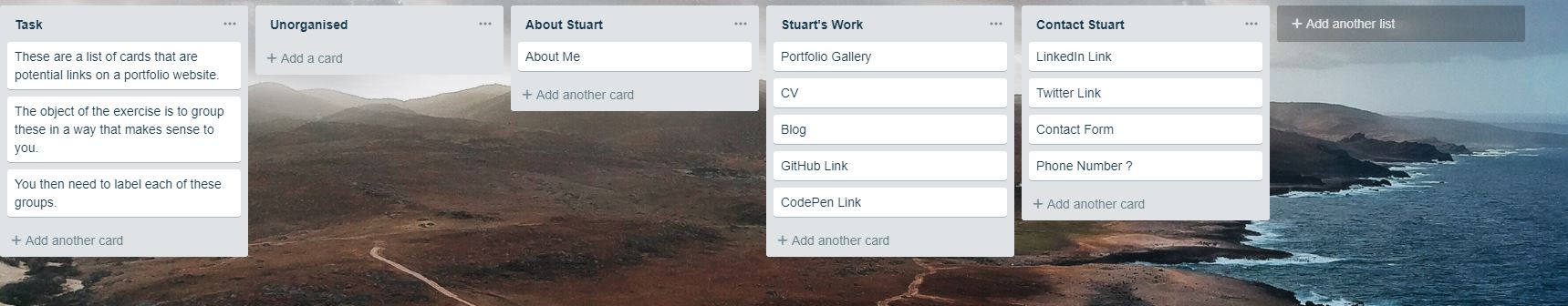
Using the information gathered through the user stories, I then created personas of the most likely people to be interested in the content of the website. Below are two personas that I created, they have been updated and refined throughout this stage of the project, and these are the final iterations.

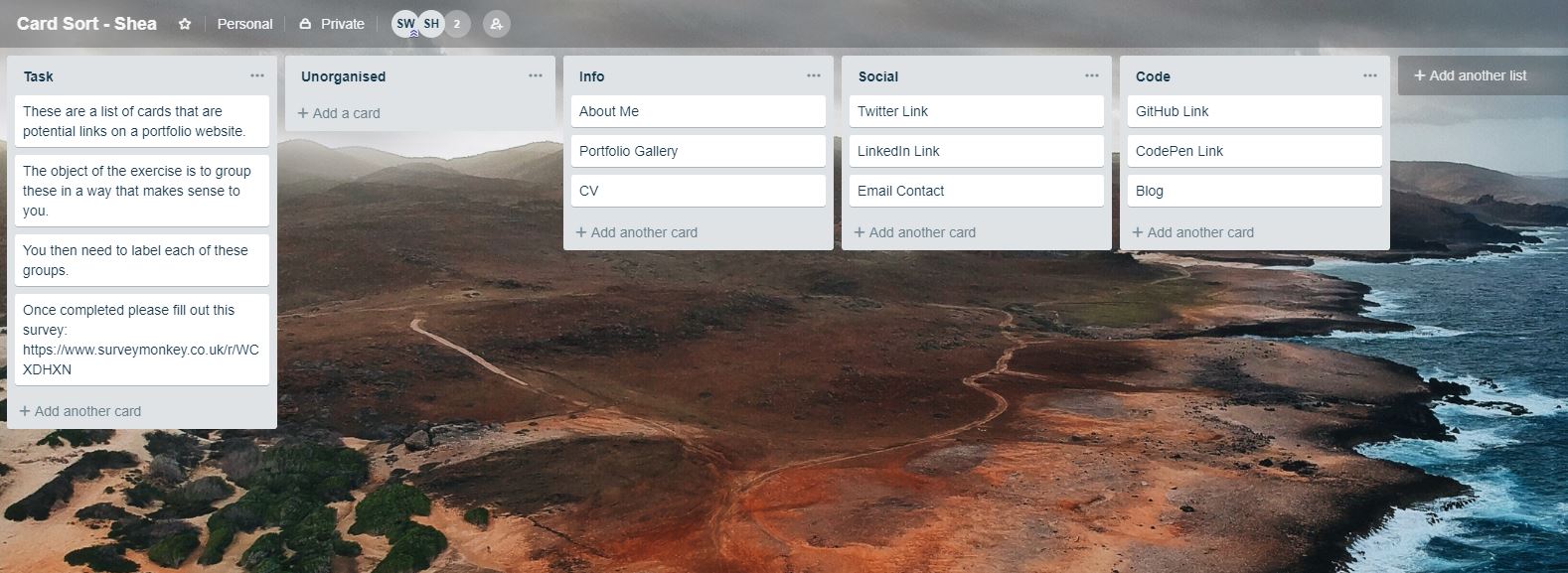
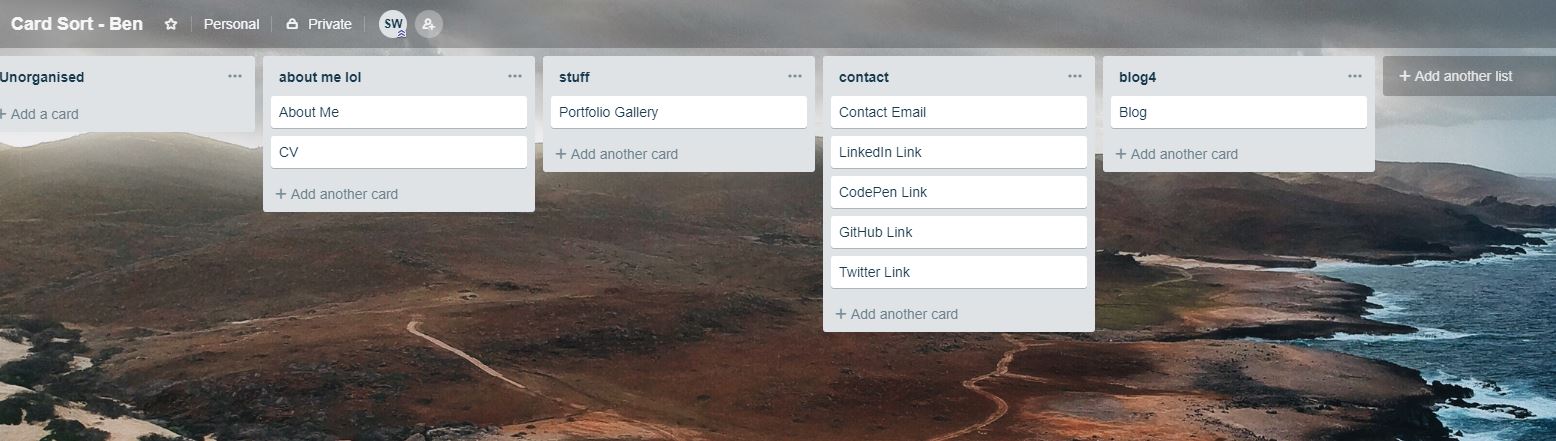
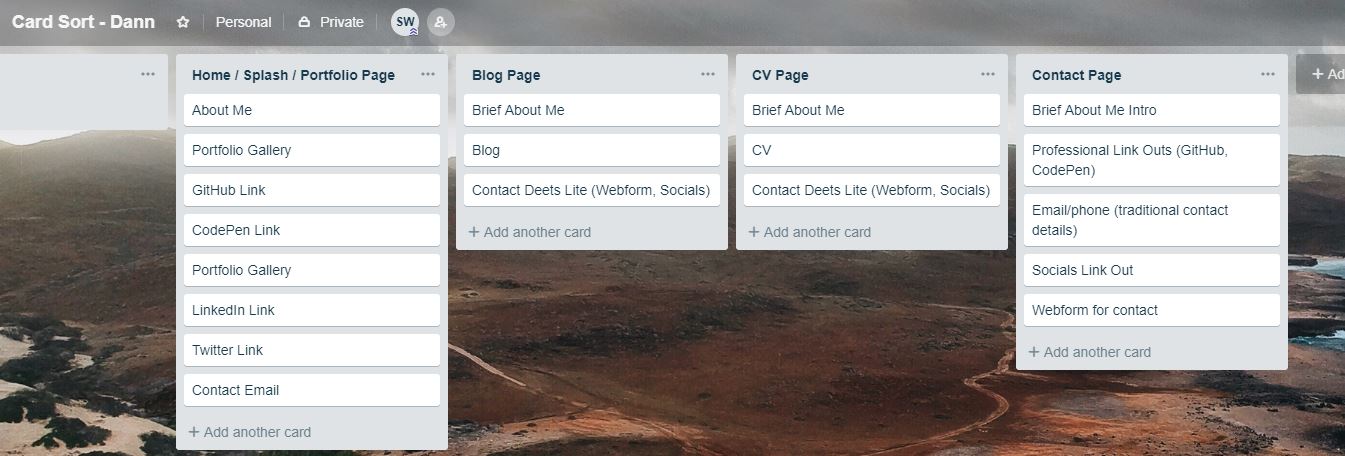


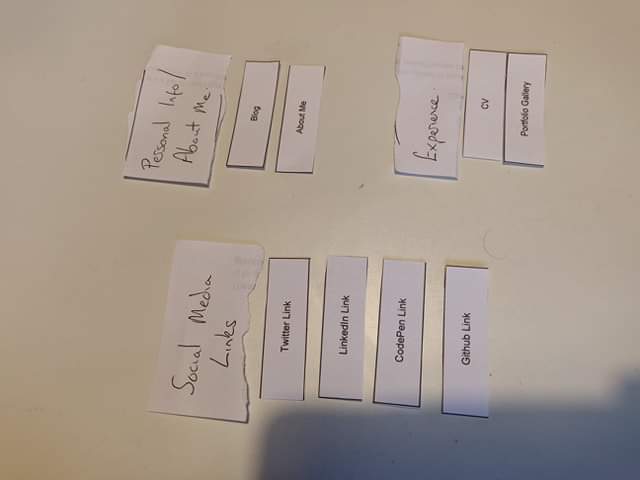


### Card Sorts

The next stage was to take the information from the user stories and personas and decide what elements that the page would need to fulfil the needs of its users. Having decided on what elements to include on the site, I then created an open card sorting exercise to help me decide on the layout of the pages. Open card sorts are where the arrangement is completely up to the person/people who are doing the card sort and it is down to them to label the groups they have put the cards into, rather than a closed card sort where the groupings are predefined and it is down to them to put cards into these predefined groups. Here are some of the card sorts that I received.







Most of the card sorts that were completed were remotely as this was easier for me to find people who had the time, and most were done by individuals. Only one card sort was completed by a group and this was done in person. I would have preferred to do more group sessions but arranging for people to be online or in the same place at the same time proved to be difficult to arrange.

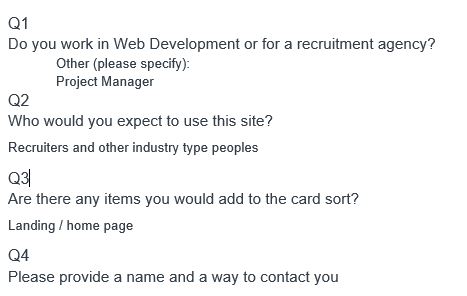
If I were to conduct this again, I would make it clearer that if they have ideas for new cards, that they could tell me in the survey afterwards and not to add them to it on their own.

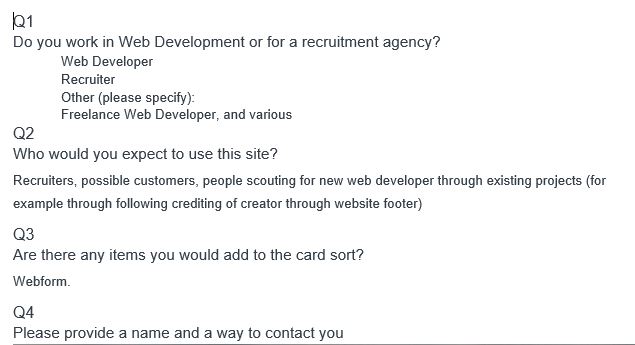
### Analysis of Card Sort

To analyse the results from the card sort, I took the titles each person gave me and tried to arrange them into similar groupings. For example, ‘About Me’, ‘Personal Info’ and ‘Info’ I felt could all be grouped under ‘About Me’, similarly with ‘Portfolio’, ‘Experience’ and ‘Previous work’ all coming under the umbrella of ‘Portfolio’. Using this method, I came up with 6 common categories that people put the content in; Home, About Me, Contact, Portfolio, Blog and CV.

### Questionnaires

After users had completed the card sorting exercise I asked them to complete a short questionnaire. This allowed me to find out if any of them fit in to the personas that I had created earlier in the project, as well as finding out if they had any ideas for elements that should be added to the sites development. I asked them who they thought would be the main users of the site, to see whether my personas were accurate or not. Finally, I asked for contact details so that I could contact them further through the process if required, once the site plan had been updated with any new input.







These questionnaires were created using SurveyMonkey. I decided to go with them because the service is free and widely recognised as a good platform for creating surveys and sorting responses. The creation method is very easy, and I created a survey in under 5 minutes that had various input types (text boxes, checkboxes etc). I was very happy with the service I chose for the questionnaires and found it easy to analyse the responses that were given.

### Measurable Goals

The measurable goal I am going to set for completion of this project will be that users can find the information they require in under 5 clicks. Some of the people who completed the card sort have agreed to come back and evaluate the completed site and take part in usability testing in the final stages of development.

I was going to set a goal for increased traffic on the website, but I am unsure what would be reasonable traffic for this type of site.

# Design

During the design phase I will determine the site requirements. Then I will be determining the organisation and structure of the website using information I acquired during the planning stage of the project. I will also be looking at designing the user interface elements of the site and creating a wireframe for the layout of the site. Once these are completed, I will be conduction usability testing on the prototype for the page to see how the layout and style performs with regards to the goals set out for this project.

#### site requirements

Using the information gathered during the planning stage I have created a brief for the site requirements.

### Purpose

The goal of this website is to provide a website where users can find information about Stuart, examples of his work and methods of contacting him.

### Scope

The website will allow for people to locate information on Stuart, examples of previous work and any contact information that may require. The site will be built using HTML, CSS and JavaScript and will need to comply with Web CAG 2.0 AA standards for accessibility. Stuart will be able to update his contact information and add example to his portfolio without the site layout being changed. The site will also need to be usable across multiple platforms (Desktop PC, tablet, phone).

### Key audiences

The key audiences discovered from previous UX work are potential customers and employers looking for examples of work, and fellow web developers that are looking to see what techniques are being used by other people in the industry.

### Non-functional requirements

The site is going to need to comply with Web CAG 2.0 AA accessibility standards. It will need to be compatible with multiple platforms with separate layouts for each platform. The website will need to load in under 3 seconds, or load critical information as a priority to ensure that the user is kept engaged.

#### content inventory

The current site has 3 pages to it’s design. A home page, an About Me page and a CV page. It also contains a link in the navigation menu to Stuart’s Blog site (hosted in WordPress). The home page has a card gallery of previous work and websites that link out to sites or demonstration pages.

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| --- | --- | --- | --- | --- |
| ID | URL | Format | Category | Description |
| 1 | Code-ine.website | HTML/CSS | Page | Home page/gallery |
| 2 | ~/about | HTML/CSS | Page | About Me page |
| 3 | ~/CV | HTML/CSS | Page | A page containing Stuart’s CV |
| 4 | External | HTML Link | Link Out | A link to Stuart’s Blog |
| 5 | ~/Fullstack | Bootstrap | Demo Page | A page built using Bootstrap 4 framework |
| 6 | ~/Tahoe | HTML/CSS | Demo Page | A page built using HTML and CSS |
| 7 | ~/GalSite | HTML/CSS | Demo Page | A page built using HTML and CSS |
| 8 | ~/D8Blog | Drupal | Demo Blog | A blog site built using Drupal 8 CMS |

#### site Structure

This is where I will talk about creating a site structure. Navigation menu, sub menus and where items will be located in the information hierarchy. Using Information Architecture designs. Will need to reference the card sorts and work out which categories people put cards in/common themes.

To create a site structure, I reviewed the card sort and evaluated the analysis to find my main data categories. The categories that I found from the card sort were Home, About Me, Contact, Portfolio, Blog and CV. For the structure I decided to merge the About Me and the Home pages to cut down on the site navigation links and leave a cleaner site structure.

This layout will be the navigation structure of the site. This layout is simple and allows people to find information that they are looking for quickly. Next, I decided I would need a content structure, so I can see where the content is going to lie throughout the site.

The items in the hierarchy that have a brown outline will be the main site navigation links in the menu, the orange outlined elements will be content sections within those pages and the gold outlined elements will be content. Elements that have (ext) next to their title are external links, while all the others will be internal links to pages or sections on the website.

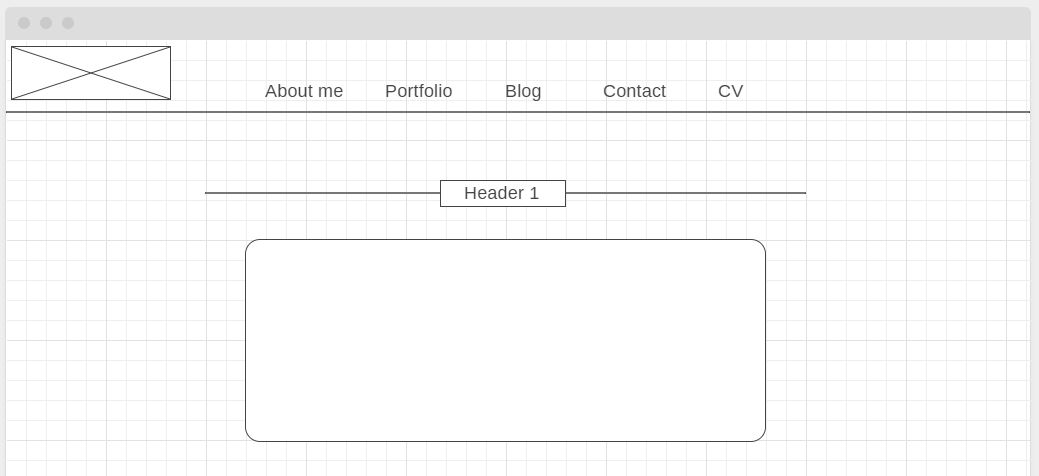
This structure should allows for users to navigate to any section on the website and find information on the site within three clicks, hopefully keeping their interest and reducing the number of people who leave the site because they can’t find the content they were looking for.

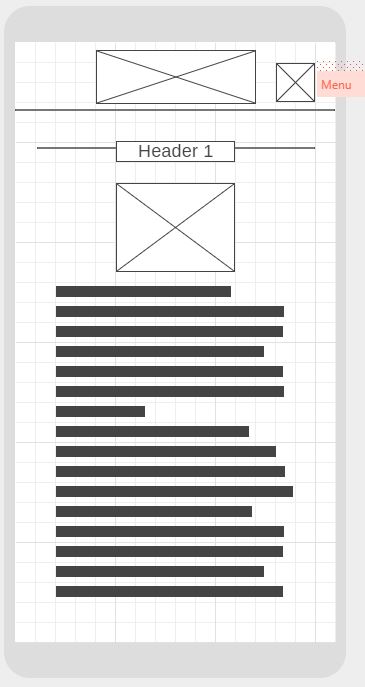
I then asked some of the people from the card sort and questionnaire stage of the planning to review the suggested structure and get their feedback. I asked five people for feedback on it, and all were positive with no notable changes suggested.

#### wireframing

For here I will take the site structure and create a wireframe for the site. This will need to be done for Desktop, Tablet and Mobile platforms to ensure that it is compatible across all platforms.

Using the site structure, I have created a series of wireframes across multiple platforms for the various pages. The tool I used was an online wireframe tool <https://wireframe.cc>. Using this tool I was able to come up with various layouts and see what they would look like on different platforms and decide how the layout would change as the screen size was adjusted.

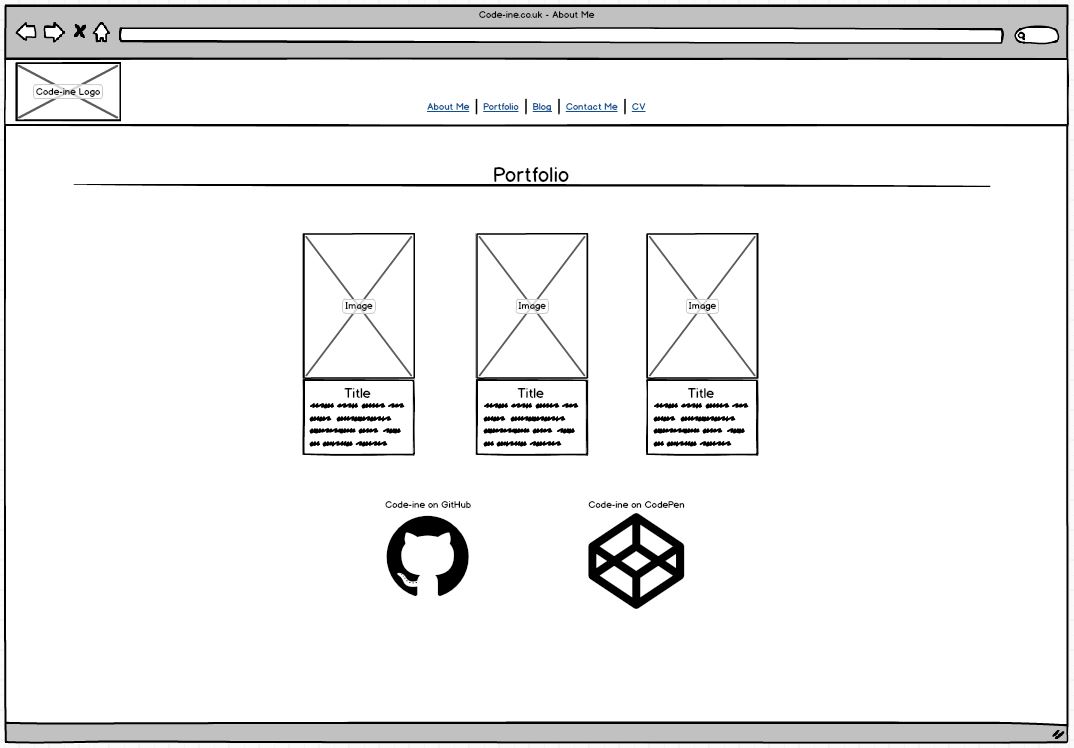




While the tool I was using worked and looked clean, there are better pieces of software out there for creating wireframes. I went with wireframes.cc as it was a free online tool that would do what I required without adding costs on to the project that I could not justify. I was able to update the designs over multiple iterations until I had a design that I was happy with and fulfilled the requirements. Using this method also allowed me to become more comfortable with the software and that can be seen in the design progression.

In review of this project I decided to go back and try a new tool I found for Wireframing. The software is called Balsamiq and is available for desktop download or can be used in a web browser. I tried the desktop version and found it reliable and easy to use. There are a lot more functions on Balsamiq, and the layout is very simple. The controls feel intuitive and I found it very easy to pick up and work with straight out of the box.

It has a lot more features than wireframe.cc, but it only has a limited time free trial after which you have to pay a subscription fee. Below is a wireframe I made of the About Me page after 5 minutes of using the software.



#### colour and style

I will need to come up with a colour scheme and styling for the website. I need to create a house style and have preferred fonts etc.

#### User interface elements

I will need to design the user interface elements that the site will require, so contact forms and buttons primarily.