Discovery Phase

Competitor Analysis

Rob Owen - https://robbowen.digital/work
- **Strength:** Easy to navigate, clear sections, Minimal Pages, well organized and structured.
- **Weakness:** Also a weakness is that it is minimal pages. He mentioned what he does and talked about his experience but I did not find anything that has a list of projects other than his writing.
- **Key Features:** Single page for the bulk of his information. Scroll through and read piece by piece, Creative designs and interactive portfolio.

Patryk Barnas - https://patrykbarnas.online/#section-about
- **Strength:** A download link to download his resume, clear picture of himself as well as a description of himself. All within one single page.
- **Weakness:** Not a whole lot of information about what he does other than his resume which you have to download.
- **Key Features:** Single page, download for his resume, list of some of his projects, organized and structured well.

Brittany Chiang - https://brittanychiang.com/#projects
- **Strength:** Resume listed directly on the website with everything they have done. Quick links to each of their social medias if you wish to contact them. Full Project Archive.
- **Weakness:** It does not feel very personal as there are no pictures of the person but everything is very clear and well organized and structured.
- **Key Features:** Single page, flashlight that follows the mouse which was neat. Full job experience list and project archive, links to all of her social media platforms.

Goals for the Website
Specific Goals
- **Showcase Skills:** Clearly present my expertise and skills that I feel are relevant
- **Attract Opportunities:** Design an Appealing sight that will attract the attention of potential clients or employers.
- **Express Myself:** Create an expressive website that showcases to others who I am in an organized and thought out way

Measurable Goals
- **Visitor Engagement:** Increasing the number of page views and time spent browsing through the portfolio.
- **Contacts/Inquiries:** Increase the number of contact form submissions of people wanting to reach out to me.

- **Social Media Shares:** Track the number of times my portfolio is shared and accessed via social media.

Definition Phase

Wireframes

Following the competitors I looked at and researched I will be following the similar style of a single page but it will be broken up into separate sections.

Introduction Section:
- **Layout:** Welcome message that summarized my professional goals.
- **Navigation:** A top menu bar that will link to the different sections of the Portfolio page.
- **Content:** Brief introduction as to who I am and what I am currently doing.

Portfolio Section:
- **Layout:** A gallery of project thumbnails that will each link to more specific information about that project.
- **Navigation:** Categories for different various types of projects completed.
- **Content:** Hover effects on thumbnails, links to project details

About Section:
- **Layout:** Section with my photo, brief bio, and key accomplishments.
- **Navigation:** Links to my resume, and other professional social media accounts
- **Content:** Links to social media platforms, bio about myself and picture of myself

Contact Section:
- **Layout:** A simple form with fields for name, email, and a message
- **Content:** Include my professional contact information for another way to reach out to me.

Link to Wireframe/Mockup
https://www.figma.com/design/T1mMlt9lmqoVkSi9fZCddo/Untitled?node-id=0-1&t=KcHWlCuxQrD5bH9i-1