DARADOESDEV.COM

PROJECT BRIEF

PROJECT NAME: daradoesdev.com

PROJECT DESCRIPTION: personal portfolio site for Dara F. Thomas. Client wishes to create a portfolio site & mobile app that display her skills and latest projects as a front-end developer.

WHO IS THIS FOR? Potential employers / clients / collaborators. This product will enable the target demographic to assess whether Dara would be a good it for their team or project. It will allow target demographic to easily contact Dara to set up interviews and meetings

FEATURE LIST/PRODUCT REQUIREMENTS

* Both a web app & mobile app
* Home page
* Hi (about/skills/resume) page
* Projects page
* Coding Challenges page
* Blog page
* Contact page (with contact form, & links to email, Github, Twitter)
* Floating action button ink blot logo for nav elements
* Ink blot cursor that changes colors while hovering over different colored elements
* Adobe Illustrator caricature of client

COMPETITORS & PRODUCT INSPIRATION

* <http://2018.mynameismirko.it/>
* <http://www.francoisrisoud.com/>
* <https://caferati.me/>
* <https://jacekjeznach.com/>
* <https://animalmade.com/>

DELIVERABLES

* Wireframe for client approval
* High fidelity prototype (fonts, colors, images)
* User testing
* Usability report
* UI Assets for developer (give developer images, code, icons, symbols to begin building mobile app and website)

COST

* Free 99
* 50% upfront, balance upon completion

TIMELINE/DEADLINES

* UX research to be completed by:
* First wireframes / low fidelity by:
* Feedback from wireframes by:
* High fidelity prototype by:
* Feedback of prototype by:
* User testing begins (allow 2 weeks for user testing) by:
* User testing completed &usability report presented at joint meeting by:

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PERSONA

**Personas** are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way. Creating **personas** will help you to understand your users' needs, experiences, behaviours and goals.

BYRON 48 / HR Rep / Atlanta, GA.

Byron works for a mid-sized digital media firm in downtown Atlanta. His company’s development team is comprised of seasoned programmers, but the firm is looking to become better known for the quality of the user interfaces that they produce for their clientele. Byron is tasked with acquiring a new, UX-focused front-end developer to round out and complete their development team.

DESCRIPTION: