Hello my name is Hannah Reardon. I am a incredibly driven person, and have many aspirations for my future in the web design industry. Once I have set my mind to it, I achieve what I set out to do, this has become very apparent in my riding career and working career helping to run a family business of plastic injection moulding, this shows I am a very versatile employee to any potential employer. . During this video I shall be presenting my portfolio website, my two briefs which I completed , one small and one large. Both of these briefs were selected to align with my chosen roles in the web design industry, which I wish to go into. I picked two job roles both to be web designs at entry level. I have yet to gain further experience in the industry and I feel that would be the best route for me to learn and understand an insight into the field.

I find user experience design incredibly interesting to understand how a user interacts with a website and what factors improve the user experience, which in turn leads to the website success. Being able to design a website to align with a clients requirements is crucial, furthermore being able to evaluate a website to assess where the heuristic factors are failed to be met are essential to any website success.

My Portfolio website as shown on the screen, I kept fairly simple, with the colour scheme staying inline with my image. I felt it was incredibly important to have a person behind the work, which is why this design feature was incorporated. A potential employer needs to be able to put a person to the work, to create a sense of connection with a potential employee. My website has the home page, with a brief paragraph about me, and two pages showing my two briefs completed for my portfolio project. The website is hosted using netlify, which is why the domain name is not personalised as of yet.

The first small brief was to complete a heuristic evaluation of a website. I chose this brief because it enabled me to expand my skills to be able to assess a given website. Without this skill how could I be expected to design a user centred design, if I can not establish potential flaws in current systems.

The small brief which I'm going to discuss first is a heuristic evaluation of the utiligroup website. It is important I specify now that it has been made abundantly clear throughout the portfolio this piece of work is done for a university project only, and all the logos have been blurred out to ensure this is honoured through all of my work.

The analysis is done from the perspective of two different personas and using seven of Nelson's heuristic evaluation factors: Visibility of system status, Match between system and the real world, Aesthetic and minimalist design, error prevention, user control and freedom, consistency and standards and recognition rather than recall.

Each persona had its own goal in which they wanted to achieve . This is important to centralise the analysis, rather than randomly going around the website with no purpose.

The first user persona was having issues entering the current market, the second persona wanted to contact the company about a current product they have with Utiligroup. Shown on the screen is the tool I used to complete this process called Capian, I shall now navigate to the programme to show you in further detail. This tool was incredibly useful, to show a description of the heuristic evaluators used and any recommendations that could be drawn. This tool allowed a tailored analysis of this website, and enabled the use of a traffic light system to show green when no recommendations where made, and yellow when they were.

My second brief is the large brief for Doggie Walks. The purpose of this brief was to design and create a website from the clients specifications drawn up. From all the requirements laid out I had to design and create this. Th first stage to this brief was to establish what the client wanted and layout all the information that needed to be included.

This then led on to the creation of the colour schemes and text fonts to be used. All these requirements were laid out before completing any part of the prototype.

Once this was completed it allowed a transition to the next stage was to create a high fidelity prototype using Axure, I had already used Figma in my Project and felt it was important to test new software’s which could be used. I really enjoyed this brief, and found Axure easier to work with than figma, in its layout and ease of use.

The prototype design allows a complete picture to be built of the design and how a user is able to interact with the website. During this completion of the prototype I was able to add notes to each page to ensure I stayed inline with the brief, and did not go off topic and not fulfilling what the client wanted.

The program enabled me to not only make the notes on each page, but also create a prototype mode which allows the high fidelity prototype to be interacted with and analyse if all the clients requirements were met. I shall now show you the prototype which has all the links working to each of the pages which can now be viewed on the screen.

Each page was thought through to stay inline with the brief, and from creating the prototype before the builds creation ensured that if any flaws where met, they could be resolved at this stage. During the design all the fonts, and layouts were inspired by the clients similar design ideas given during the clients brief, all images where given by the client to be used throughout the design. I would like to say I am proud of myself during this section and was pleased with this work, and I thoroughly enjoyed doing this brief. It enabled me to have a go at completing a clients brief, something I have never completed before.

The next stage was the build of the website in html and css. I needed a refreshment of this section and so felt it was important to incorporate it into the brief. This sections was made easier because I was able to follow a design as though it where a template to follow and only needed to be replicated during this build.

I would like to thank you for listening to my video about my portfolio. My contact details can be found at the bottom of my portfolio website should you wish to contact me.