

User Persona 1: Recruiter

Name: Alex Carter

Job: Talent Acquisition Specialist, Technology Sector

Age: 38

Location: Pittsburgh, PA

"I'm looking for candidates who show technical skills and the ability to communicate clearly and work well in a team."

Alex reviews dozens of student portfolios every week. He's looking for candidates who combine technical skills with leadership potential. He expects a clean, professional website that quickly shows off skills, experience, and accomplishments without making him dig for information.

Goals:

- Find the student's resume quickly and easily
- Skim featured projects to evaluate technical ability
- Look for evidence of teamwork, leadership, or initiative
- Get a strong, professional first impression within two minutes
- Confirm that the student's skills match the company's hiring needs

Frustrations:

- Broken links or missing resumes
- Sites that are slow to load or cluttered
- Layouts that aren't mobile-friendly
- Too much text without clear sections or visuals
- Overly casual or sloppy presentation

Tasks:

- Locate the resume and download it
- Skim featured projects for relevant skills
- Check education background
- Look for leadership roles or extracurricular involvement
- Decide whether to flag the student for follow-up

Scenarios:

1. Alex clicks a resume link from Handshake and expects it to open immediately.
2. Alex browses the "Projects" section to check if any match the company's current needs.
3. Alex needs to download a PDF resume to share with his team.
4. Alex accesses the site on his phone during a recruiting event and needs it to work without glitches.

5. Alex compares my portfolio layout to another candidate's to decide who looks more polished.
-

User Persona 2: Professor

Name: Dr. Ramirez

Job: Professor of Computing and Information Studies

Age: 45

Location: Washington, PA

"I want to see that my students know how to communicate their skills and design for real audiences, not just throw information online."

Dr. Ramirez grades student websites regularly. She expects professional presentation, logical navigation, accessibility, and evidence that students applied key design principles like CRAP (Contrast, Repetition, Alignment, Proximity) and POUR (Perceivable, Operable, Understandable, Robust).

Goals:

- Verify that the site follows design principles
- Check if the site works well on both laptop and phone
- Evaluate how clearly the student communicates their message
- Look for examples of strategic layout and branding
- Ensure the student demonstrates a sense of real-world audience needs

Frustrations:

- Disorganized navigation
- Poor contrast making text hard to read
- Accessibility oversights like missing alt text
- Lack of consistency in fonts, colors, and alignment
- Sites that don't adapt well to mobile view

Tasks:

- Navigate through each major page (Home, Resume, About, Projects, Contact)
- Test if the site adapts smoothly to mobile screens
- Check if images have alt text
- See if visual hierarchy (like headings, spacing) is used properly
- Assess whether the site feels "real" and usable for outside audiences

Scenarios:

1. Dr. Ramirez opens the homepage and quickly checks if the navigation is obvious.
 2. She resizes her browser to test if the layout is responsive.
 3. She reads the About Me section to see if the writing matches professional standards.
 4. She checks if the resume is easy to find and readable.
 5. She explores the fun page (favorite teams and movies) to see if personality is shown while staying professional.
-

User Persona 3: Peer

Name: Marcus Greene

Job: Business Major, Student Athlete

Age: 20

Location: Washington, PA

"I'm just curious about what other students are working on. Especially if they're into the same stuff as me."

Marcus is a classmate who browses other students' sites out of curiosity. He's not looking to hire anyone He just wants to see cool projects, shared interests, and maybe get ideas for his own portfolio.

Goals:

- Learn more about my interests outside of academics
- See examples of personal projects
- Find inspiration for his own website layout
- Spot fun, relatable content (like movies, teams, hobbies)
- Quickly understand who I am without reading walls of text

Frustrations:

- Boring or overly formal sites
- No real personality shown
- Text-heavy pages without visuals
- Slow load times on mobile
- Layouts that feel awkward or outdated

Tasks:

- Read the About Me section
- Scroll through favorite teams and movies
- Skim through the featured projects
- Click through the navigation to test the site's flow
- Check how fast the site loads on his phone

Scenarios:

1. Marcus visits the About page and finds the Steelers and Lakers logos.
2. Marcus scrolls through the favorite movies and recognizes Interstellar and Whiplash.
3. Marcus uses his phone to check if the About page and Projects section still look good when resized.
4. Marcus gets an idea to add a favorite teams section to his own site after seeing mine.
5. Marcus clicks on one of my project buttons to quickly see what types of things I've worked on.