TASK 2

Research Document

Part 1 – Project Idea (SE1)

1. Explain what the website is about and what its purpose is.

2. List all the different pages that you intend to have as part of your website, including all the functionality that will be built into these pages.

Part 2 – Target Audience (KU1)

1. Develop 3 User Personas that represent the target audience of your website. Make sure to include all the relevant information.

a. Must have information:

      i. Basic personal information

      ii. Why they want/need your website

      iii. Frustrations with similar websites

Part 3 – Design Planning (AA1)

Based on the User Personas developed in Part 2:

1. Produce a Sitemap, which will show the website's Navigational Structure.

2. Compile a Style Guide covering all the visual specifications of your work.

      a. Make sure to design as many components here as possible, even if they are not necessarily going to be used in your project

      b. Make sure to have as much detail as possible about all the different aspects of the Style Guide so you can avoid making design decisions while coding.

3. Plan out your web pages by constructing:

      a. At least 2 low-fidelity wireframe for each unique page in your website.

            i. These wireframes should display different possibilities for the layout of the page in question

      b. 1 medium-fidelity wireframe for each unique page in your website

            i. This wireframe should be based on the low-fidelity wireframe that was deemed to be ideal

Part 4 – Test Plan (KU4)

You are to plan your testing for when your website is complete.

1. Construct an IPO chart which will illustrate the list of functionalities for your website and serve as your testing strategy

What the Website Is About and What Its Purpose is...

This website will be a personal portfolio showcasing my background, interests, and creative work. Its purpose is to introduce who I am, display my projects, and help me build an online presence as a student.

This website includes five pages:

Home	About Me	Gallery	Contact	Skills.

The Home page introduces me, the About Me page shares my story, the Gallery shows my work, the Contact page has my info, and Skills lists the tools I use.

Creative Director Hiring a Junior Designer

Why they need your site:
Clara is reviewing online portfolios to find talented junior designers for an internship or entry-level role. She wants to see potential, creativity, and a bit of personality.

Frustrations:
Doesn't like overly flashy sites with no substance. Gets frustrated when portfolios are hard to navigate or don't clearly explain the designer's role in each project.
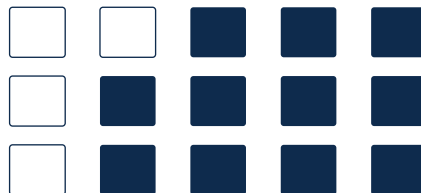
Clara Thompson

Age: 35
Occupation: Creative Director
Location: London, UK

Skills:

Strong eye for visual design and branding
Experience managing junior designers
Knowledge of Adobe Creative Suite and Figma

Web Design Student and Peer

Why they need your site:
Miguel is looking at peers' portfolios for inspiration and to learn how others structure their work. He might also want to collaborate on a small project.

Frustrations:
Dislikes when websites are too plain or use the same layout as everyone else. He wants to see a mix of personality and creativity.

Miguel Santos

Age: 20
Occupation: Web Design Student
Location: Barcelona, Spain

Skills:

Intermediate HTML & CSS
Experience with responsive design & JavaScript
Basic design software knowledge (Figma, Canva)

University Admissions Officer (Design Department)

Why they need your site:

Helen is evaluating applicants for a creative degree program. Your portfolio helps her assess your passion, presentation skills, and design potential.

Frustrations:

Frustrated by sites that lack structure, are hard to navigate, or don't explain the designer's thought process. She values clear content and a sense of effort.

Dr. Helen Moore

Age: 48
Occupation: Head of Admissions
Location: Melbourne, Australia

Skills:

Experience in evaluating student portfolios

Understands academic standards

Skilled in assessing potential, not just polish

Home

Gallery

About Me

Skills

Contact Me
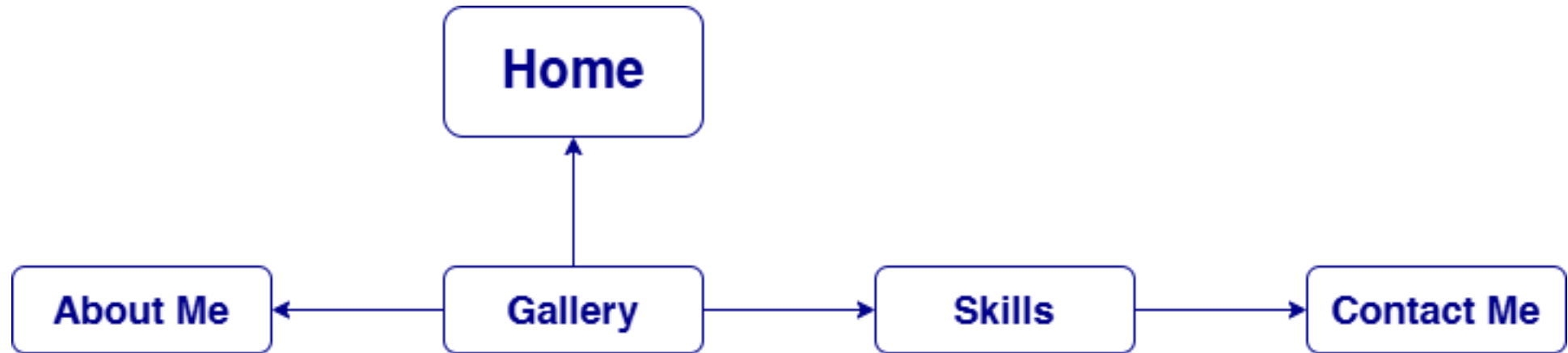
🏠 **Home –** Intro page with a quick overview, image, and links to other sections.

👤 **About Me –** Personal background, goals, education, and a short bio.

🖼️ **Gallery –** Visual showcase of your design work or class projects.

⚙️ **Skills –** A list of tools, software, and creative skills.

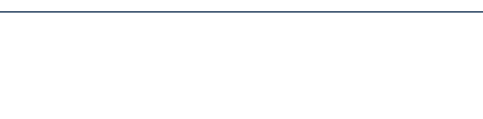📞 **Contact –** Simple contact form or links to email/social profiles.

My Style Guide

#My Logo

#Color Code

CMYK : 99 84 40 40
RGB : 18 44 78
HEX : 122c4e

CMYK : 25 23 23 31
RGB : 143 140 139
HEX : 8f8c8b

CMYK : 0 0 0 0
RGB : 255 255 255
HEX : ffffff

Design
design your ideas

Design
design your ideas

" *Where Passion Meets Design* "

#Typography

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

#Background

My Portfolio

My Portfolio

Low Fidelity Wireframes Part 3 Design Planning

Home Page

Low Fidelity Wireframe 1
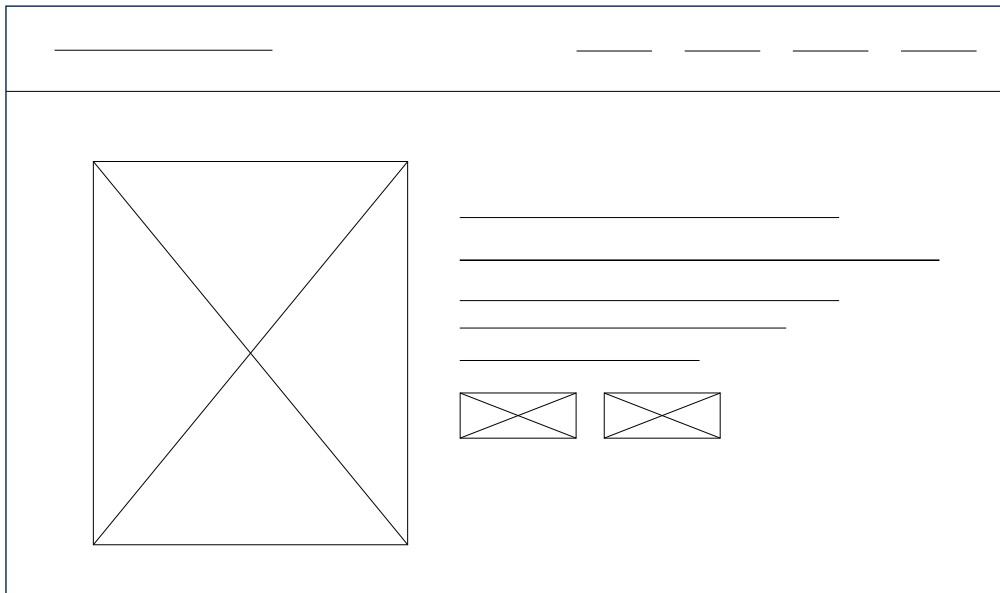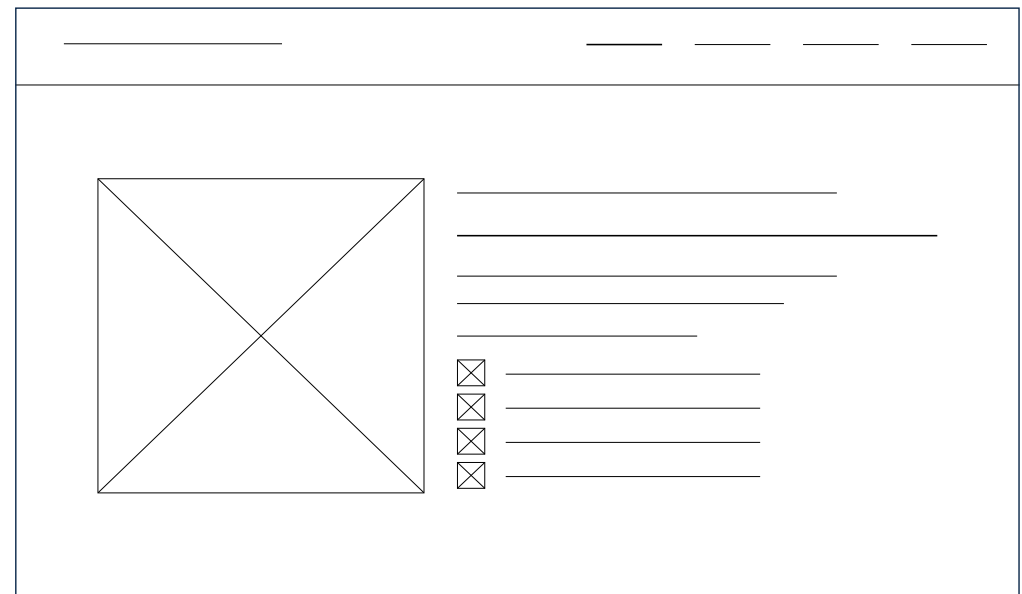

Low Fidelity Wireframe 2
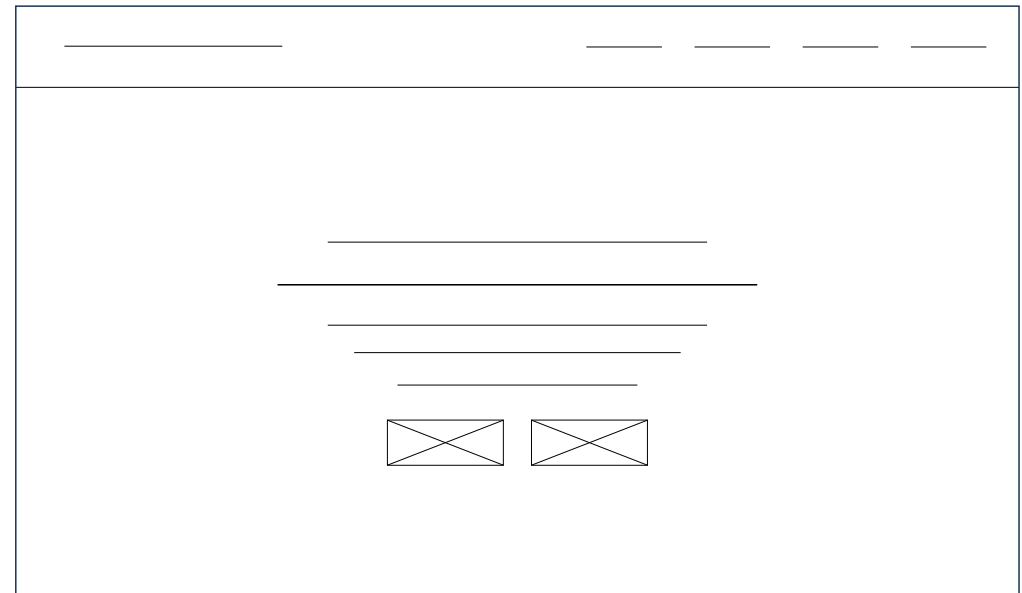
About Me Page

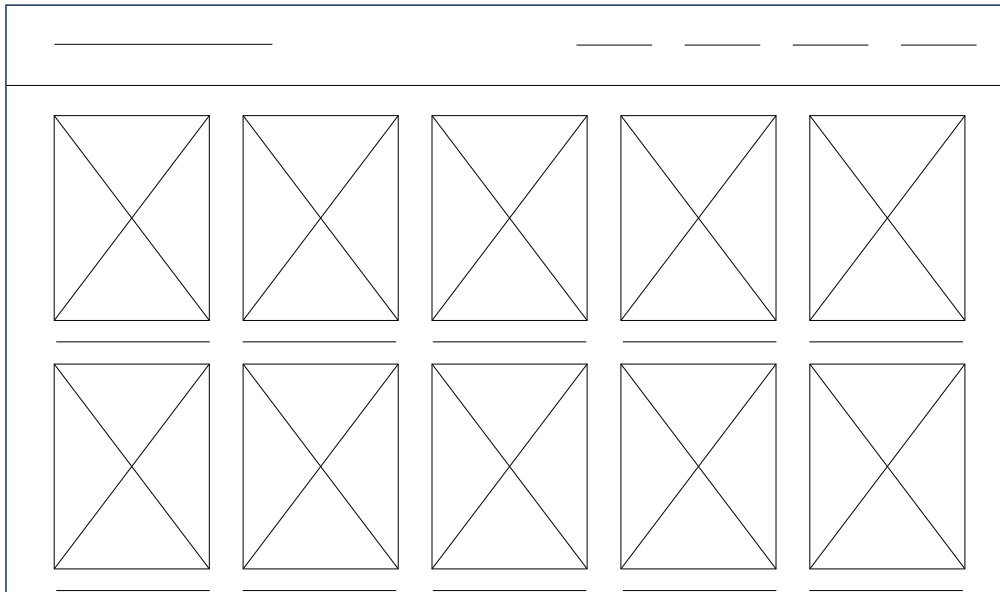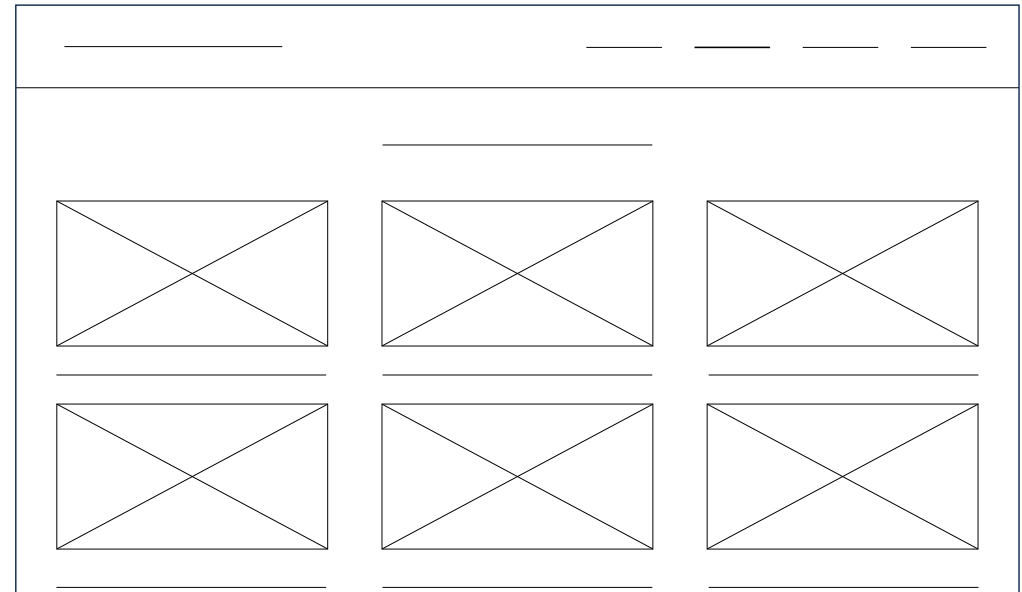## Low Fidelity Wireframe 1
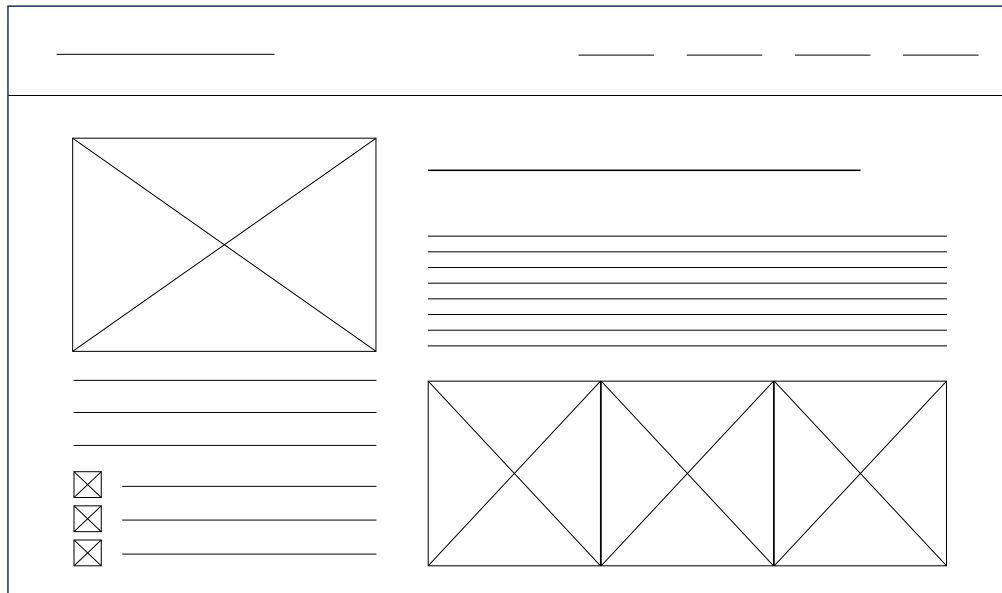
Low Fidelity Wireframe 2

Gallery Page

Low Fidelity Wireframe 1

Low Fidelity Wireframe 2

Skills Page

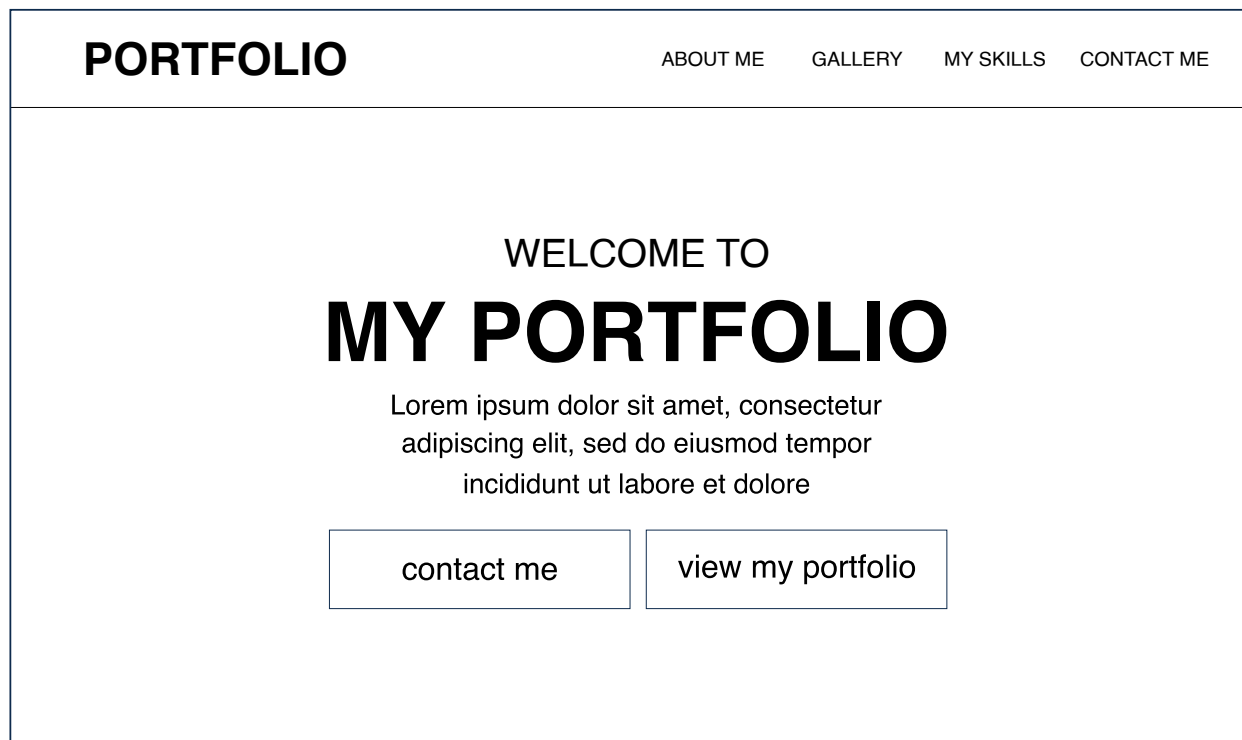## Low Fidelity Wireframe 1

Low Fidelity Wireframe 2

Contact Me Page

Low Fidelity Wireframe 1

Low Fidelity Wireframe 2

Home Page

PORTFOLIO   ABOUT ME   GALLERY   MY SKILLS   CONTACT ME

WELCOME TO

MY PORTFOLIO

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore

contact me	view my portfolio

About Me Page

PORTFOLIO   **ABOUT ME**   GALLERY   MY SKILLS   CONTACT ME

Lorem ipsum
MY NAME

Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur
Lorem ipsum dolor sit amet, consectetur

Gallery Page

PORTFOLIO   ABOUT ME   **GALLERY**   MY SKILLS   CONTACT ME

MY COLLECTION
MY GALLERY

SUBJECT 1	SUBJECT 2	SUBJECT 3
SUBJECT 4	SUBJECT 5	SUBJECT 6

Skills Page

PORTFOLIO   ABOUT ME   GALLERY   **MY SKILLS**   CONTACT ME

A FEW OF
MY SKILLS

SKILL 1
About Skill

SKILL 2
About Skill

SKILL 3
About Skill

SKILL 4
About Skill

SKILL 5
About Skill

SKILL 6
About Skill

SKILL 7
About Skill

SKILL 8
About Skill

SKILL 9
About Skill

Contact Me Page

PORTFOLIO

ABOUT ME   GALLERY   MY SKILLS   **CONTACT ME**

CONTACT ME

FIRST NAME

LAST NAME

EMAIL

MESSAGE

Sumbit Here

THANK YOU
Lorem ipsum dolor sit amet,
consectetur

FIND ME ON

FUN FACT
Lorem ipsum dolor sit amet,
consectetur

IPO Chart

Part 4 Test Plan

INPUT	PROCESS	OUTPUT

INPUT

1. Personal details
   (bio, education, goals)

2. Images of work
   (photography, logos, projects)

3. Skills list
   (design tools, coding, soft skills)

4. Contact details
   (email, maybe social links)

5. Typography and colour choices

6. User needs
   (clear layout, fast load, accessible content)

7. Feedback from peers or tutors

PROCESS

1. Structure the website layout using HTML & CSS

2. Organize projects into categories
   (Gallery sub-sections)

3. Display skills using icons, lists, or progress bars

4. Add a "Contact Me" button that scrolls to or opens the contact section/page

5. Apply consistent styling using CSS

6. Optimize images, test links, and ensure usability without header/footer

7. Make adjustments and improvements based on feedback

OUTPUT

1. A responsive portfolio website

2. Gallery page with categories

3. Skills section with visuals

4. Functional contact section

5. A visually cohesive design

6. Smooth, user-friendly experience)

7. Final version ready for submission or presentation

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