Target Audience Research

How can I use my portfolio to impress small companies for the function of frontend developer?

Personal project – Personal portfolio

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Introduction

Before I will start to make a portfolio, I need to know who my target audience is. What kind of people am I trying to attract with my portfolio? And what work do I need to show for them? These are questions that I will look into in this research document.

Who is the target audience?

I mainly want to focus on frontend development, which means that IT-companies requiring frontend developers are my target audience. I will not be looking at specific design agencies, since that is not what I am looking for for my future. I need to specifically show what kind of development skills I have to impress these companies.

I also want to work at smaller companies, for the reason that I like the working atmosphere of these small companies. During my internship, I worked at a company of about 10 people. Being able to easilly talk to everyone, including the owner, being appreciated by the owner and having that feeling of being in a team motivates me. I can't have that feeling at a big company, so that's why I will be focussing on small, up-and-coming companies.

What does my target audience want?

Design
According to Kartha (2022), design decisions are really important. You need to show that you have design skills and the skills to realize your design. I can be great at coding, but when my design is unappealing and scruffy, companies will not look forward to hiring you. Your portfolio needs to be of a contemporary design and it needs to reflect your skills.

Code and frameworks
When you want to show that you are a good frontend developer, your portfoliosite need to work perfectly. Bugs can have a really negative effect on your skill standing, since it doesn't come off as professional. Furthermore, it is also a good idea to host your code in a public repository. This way, my target audience can see that I work with Git, which will be a plus for most companies.

Lastly I need to consider using frameworks. By using frameworks I can once again show more skills than with vanilla JavaScript. By using React for example, I can show that I am proficient in more than HTML, CSS and JavaScript alone. And since most companies work with a kind of framework, this shows that I can adapt when needed.

Showing yourself
Codecademy (2021) says that I should begin with making a logo for myself, to give myself a brand. By doing this, companies will recognize your logo and brand, and it gives off a professional feeling.

Lastly, people like to know who you are. By clearly showing your skills, photo, name, resume and socials, people will get an idea of how you are both professionally and in private. This could sometime be the defining factor for recruiters to notice you.

Part of this also is you working experience. Why should the company hire you? What have you to offer for them, that they need? When you show your own defining factors, recruiters would notice your skills and see if you've got what they need. And if so, you've already got a 1-0 head start.

Enthousiasm

I currently work at my former intership company (Yookr B.V.) and the reason I got a contract there, is the fact that I showed growth, ability and maybe, even the most important, enthousiasm. The owner (van Helden, 2023) of the company described me, in an expert interview (CMD Methods, n.d.), as someone to discuss things with and as someone who has a vision for concepts and new ideas. This view of me was emphasized by my enthousiasm, so that is also important to show in my portfolio.

Conclusion

Because my target audience is companies that are looking for frontend developers, my coding needs to be spot on. Also, I was doubting if I should use a framework, but according to Codecademy (2021) I definitely should use a relevant framework, like React, Vue or maybe even the new Svelte. I will still need to research which framework is the best for my portfolio.

I shall also make clear what my skills are in nice bright graphics, so that my skills will immediately catch the eye of any recruiter that looks at my portfolio. Along with that, a picture of me will be shown and I will type an enthousiast text about why I like what I do. This will attract the people I want to my portfolio.

References

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