

Online Portfolio and Social Media Dashboard

RESEARCH

REQUIREMENTS AND CONTEXT

- **Target Users:**
 - Job Seekers: Need a centralized place to showcase their professional profiles, work samples, and resumes.
 - Professionals: Require a platform to display their career achievements and network with others.
 - Social Media Managers: Need tools to manage and analyze multiple social media accounts efficiently.
- **Content:**
 - Resumes and Cover Letters: Easily customizable and shareable formats.
 - Personal Projects: Space to upload and describe various projects, including links, images, and documents.
 - Social Media Posts and Analytics: Integrated functionality to post to multiple platforms and track engagement metrics.
- **Technologies to Use:**
 - Web Development Frameworks: Utilizing React for its component-based architecture, or Angular for its robustness in large-scale applications.
 - Cloud Storage Solutions: For storing user documents and media securely, possibly using AWS S3 or Google Cloud Storage.
 - API Integration: For social media platforms, to fetch and post content, and to retrieve analytics data.

DESIGN QUESTIONNAIRE

- **Goals:**
 - To gauge user preference for design and functionality.
 - To identify the most desired social media platforms for integration.
 - To understand the level of customization users expect in their portfolios.
- **Structure:**
 - Questions structured to ascertain the importance of ease-of-use vs. customizability.
 - Queries about security and privacy concerns, especially in handling personal data and social media account integration.

- Probing for preferences in terms of visual design aesthetics and layout options.

DATA GATHERING METHODS

- **Interviews:**
 - Plan to conduct structured interviews with a diverse group of potential users.
 - Focus on understanding their current challenges with managing online portfolios and social media.
- **Observations:**
 - Analyze existing solutions in the market, noting their strengths and weaknesses.
 - Observe user interactions with these platforms, possibly through usability testing sessions.

PROTOTYPING

- **Wireframes:**
 - Develop wireframes for the main user interface elements, such as the home page, portfolio setup page, and social media dashboard.
 - Focus on creating a user-friendly navigation structure.
 - Include wireframes for mobile responsiveness, ensuring accessibility across devices.