

1. Purpose and Goals

Objective:

- Primary Goal: The main purpose of my portfolio website is to display my work, attract potential clients, and provide information about my services.
- Target Audience: The site is designed for potential employers, clients, collaborators, and a general audience interested in my field.

Goals:

- Showcase Work: Display my best work in an organized and visually appealing manner.
- Build Brand: Reflect my personal brand and professional identity.
- Generate Leads: Include calls-to-action to convert visitors into clients or employers.
- Provide Information: Offer details about my background, skills, and contact information.

2. Content Planning

Sections and Pages:

- Home: Includes a brief introduction and summary of my current status and interests. Includes a profile photo, two buttons ("Hire Me Now!" to send an email and "Download CV" to download my CV), and four icons for connecting me on Instagram, Twitter (X), LinkedIn, or GitHub. Purple is strongly featured in the colour scheme, which was influenced by North West University colour.
- About: Includes information on my history, abilities, and education. Although I lack professional experience, I emphasize my passion for UI/UX design, online & user interface design, and development. I want to emphasize my enthusiasm for iterative design and animation. Includes "Main Skills" and "Education" buttons to help explain my studies.
- Skills: Displays the skills I have learned via my education.
- Portfolio: Display projects and work examples from my school assignments, with a focus on UI/UX, web design, and development. Includes photographs and links to my GitHub projects.
- Contact: There is a contact form with fields for first name, last name, email address, subject, and message. This makes it easy for visitors to contact us with project inquiries or collaboration opportunities.

Content Strategy:

- Visuals: Using images and icons related to my work. There are no videos included.

- Text: Using purple highlights valuable information.
- Tone and Voice: Employs a formal yet friendly tone to reflect my personality.

3. Design and User Experience

Design Elements:

- Layout: Strived to ensure a friendly and intuitive layout for each page.
- Responsive Design: Tested the site to ensure it functions well on desktops, tablets, and smartphones.

User Experience (UX):

- Navigation: Users can navigate the site using menus and links.
- Accessibility: Used readable fonts to ensure accessibility for all users.
- Performance: Implemented best practices for fast loading times, including optimizing JavaScript.

4. Technical Considerations

Platform and Tools:

- Website Builder: Developed the site using VS Code for simplicity and ease of integration with GitHub.
- Hosting: Hosted the website on GitHub Pages.
- Domain Name: Chose a domain name combining my first and last name with "VirtualCV," which corresponds to my GitHub repository.

Development:

- Technologies: Used HTML, CSS, and JavaScript because they are widely recognized technologies for web development.

5. Testing and Launch

Testing:

- Usability Testing: Gathered feedback from friends to identify issues and areas for improvement.

6. Maintenance and Updates

Maintenance:

- Content Updates: Regularly updated the portfolio with new opinions and ideas as they arise.