

# UI/UX Research & Development

---

## Portfolio Website

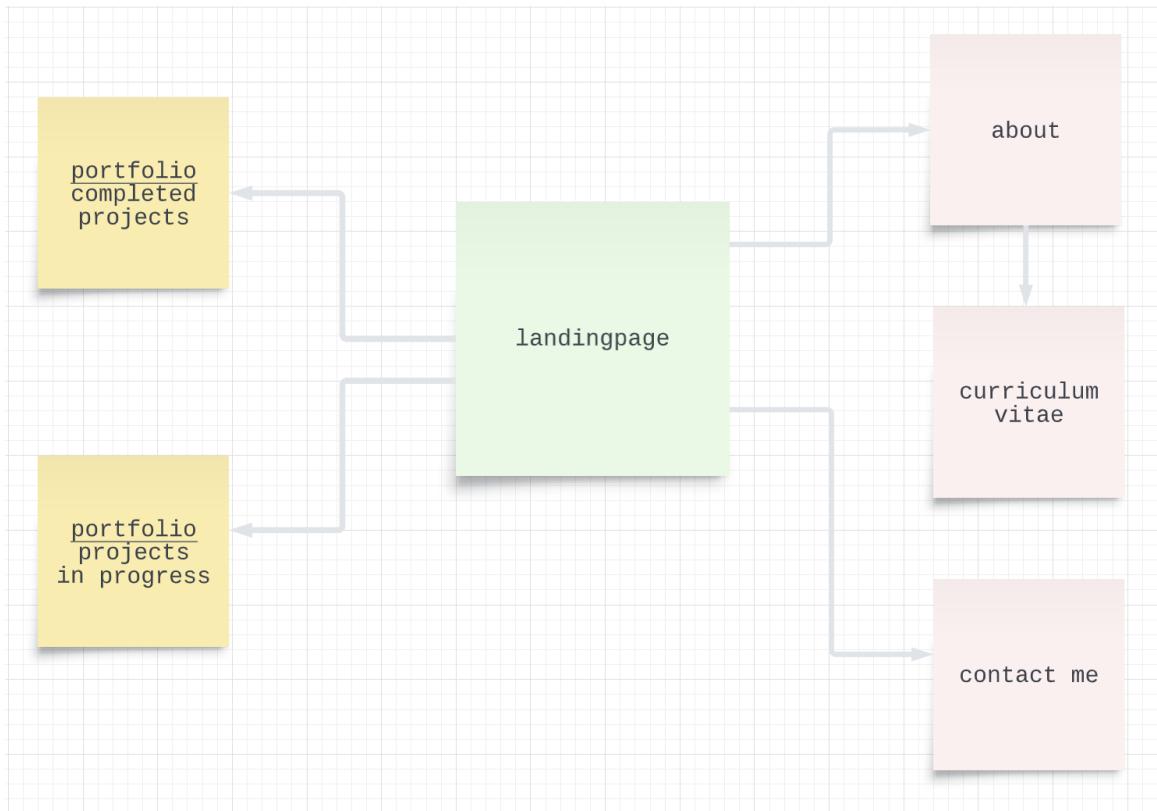
**Victoria Burton**

cabbagePatch1981

---

### ▼ USER FLOW

This is my initial user flow diagram - during the high fidelity wireframe process/prototyping, several elements of this design were changed to align the final product (currently MVP) more stringently with the user research I carried out.



## ▼ USER PERSONAS

→ This website is aimed at showcasing my web development skills to potential employers as well as acting as a resource for other developers, especially those with an interest in networking and community building.

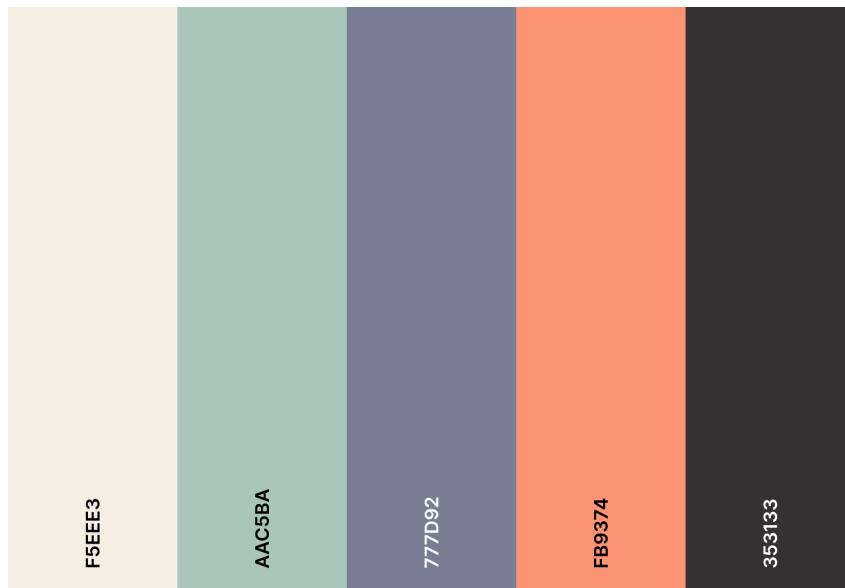
As such, I have created four user personas with varying needs and challenges, and did a quick poll of developer friends who all agreed that a portfolio website should showcase projects and highlight both progression in learning as well as eagerness to learn.

### User Personas

Aa Name
<u>Suzi Thompson</u>
<u>Miguel Angel</u>
<u>Emily Johnson</u>
<u>Alex Patel</u>

## ▼ COLOUR PALETTE

→ I chose a muted colour palette based on the colours in a favourite photo to ensure the site reflects my personality and to help me in creating a brand identity for myself. I checked the colour combination using the Coolors combination checker and only use combinations from the palette that meet WCAG2 guidelines. The muted cream and browns are accented by judiciously applied accent colours.





WCAG 2 Compatible Colour Combinations

#### ▼ KEEPING AGILE

→ Initial ideas:

1. Create a brand identity.
2. Use a low-key modern design that is easy to navigate and visually appealing.
3. Create a clear and concise homepage that instantly informs the user who I am and what I do.
4. Showcase my portfolio.
5. Showcase my blog.
6. Make an easy to find and use contact page.
7. Consider WCAG2 guidelines at each stage of the design process.
8. Make the website responsive for users on different devices.



Changes to the plan as I developed the high fidelity prototype:

1. Removed the CV page as I decided the website itself showcases my skills (About page, Portfolio page).
2. Amalgamated the current and complete portfolio pages into one page.
3. Added a networking page to show employers that I am continually learning and making connections with others in the industry. This page also points other developers in the direction of quality networking resources that they could benefit from.

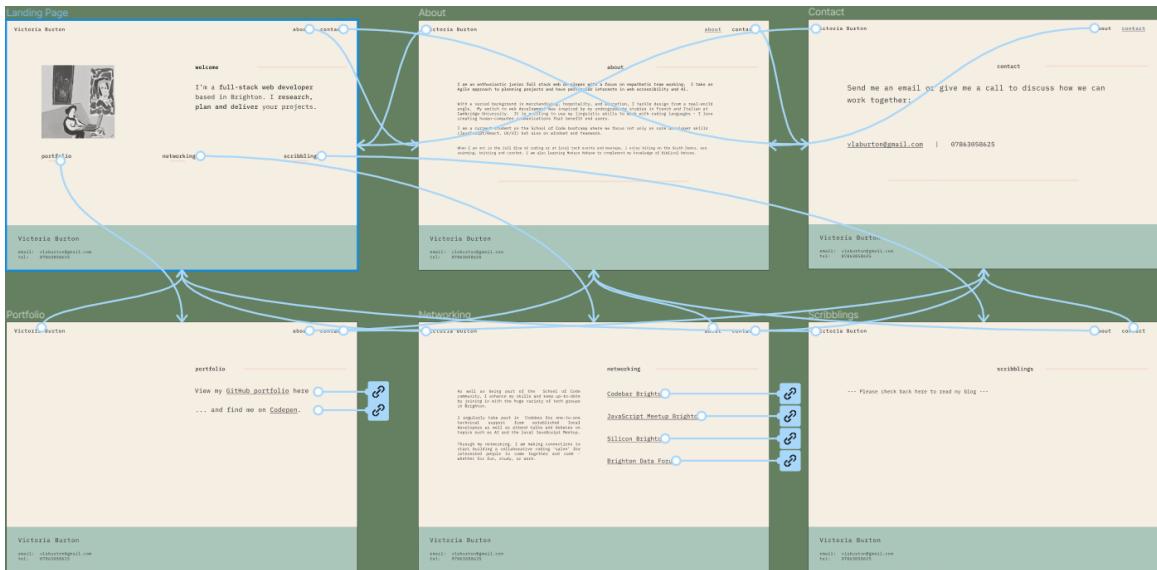


Ideas for improvement:

1. Make the contact page a form rather than an email address.
2. The blog page ('scribblings') should offer users the chance to sign up for updates.
3. Develop the portfolio section as I complete more projects so that they are embedded on the page rather than simply linking to my GitHub and Codepen profiles.
4. Add a burger menu icon to future proof site navigation (for instance, if more pages are added to the site in future it will make it simple to add these into the code as well as making it easier for users to navigate).
5. Create mobile and tablet versions of the high fidelity wireframe to assist visualisation when building the website.
6. Add testimonials , certifications.,
7. Add French, Italian and Modern Hebrew language options.

#### ▼ HIGH FIDELITY PROTOTYPE

##### **Site Journey**



## Site Pages



