

# UI/UX Research & Development

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## Portfolio Website

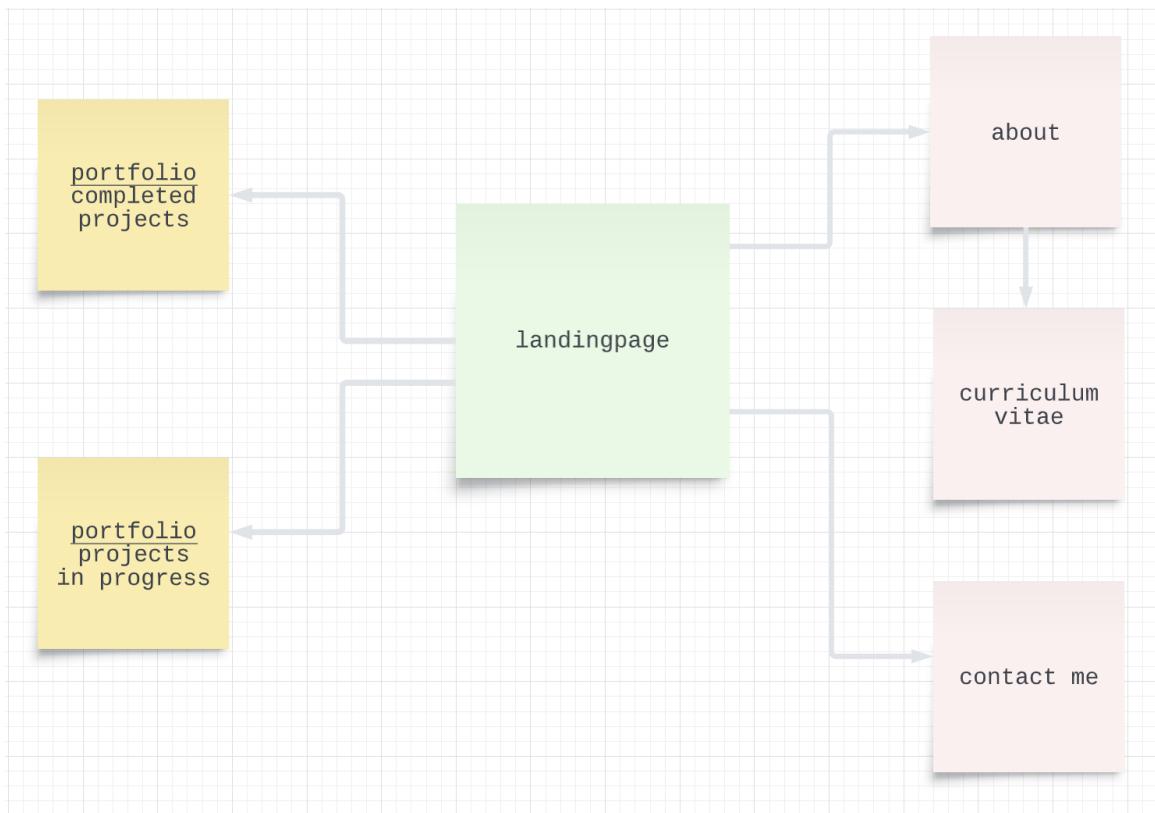
**Victoria Burton**

cabbagePatch1981

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### ▼ 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.

 <p>Name <b>Suzi Thompson</b></p> <p>Job Title <b>Hiring Manager</b></p> <p>Age <b>35 to 44 years</b></p> <p>Highest Level of Education <b>BSc Degree</b></p> <p>Industry <b>Technology</b></p> <p>Organization Size <b>501-1000 employees</b></p>	<p><b>Job Responsibilities</b></p> <p>Hiring Manager at a mid-size software development company</p> <p>Background: Suzi has a bachelor's degree in computer science and has worked in the tech industry for over 15 years.</p> <p>Suzi is in charge of hiring new talent for her company and is looking for someone who can quickly learn and adapt to their development environment.</p>	<p><b>Goals or Objectives</b></p> <p>Suzi wants to find a promising junior full stack developer for her team. She will evaluate the candidate's technical skills through their website/portfolio. She wants to understand the candidate's passion and dedication to web development.</p>
		<p><b>Biggest Challenges</b></p> <p>Struggling to find candidates with the right mix of skills and enthusiasm. Limited time to spend reviewing each applicant's website. Often encounters portfolios that lack clear organization or sufficient detail.</p>

→ As a hiring manager in tech, I want to be able to sift through portfolios quickly so that I can get interviews rolling ASAP.

	<b>Job Responsibilities</b>  Miguel has a master's degree in computer engineering and has been working as a full stack developer for the past 8 years.  He is passionate about web development and enjoys mentoring junior developers.	<b>Goals or Objectives</b>  Miguel wants to discover new ideas and methods in web development from other developers' websites.  He would like to evaluate potential collaboration opportunities and offer guidance and advice to junior developers who show promise.
<b>Name</b> <b>Miguel Angel</b>	<b>Age</b> <b>25 to 34 years</b>	<b>Bigest Challenges</b>  Difficulty finding quality content on web development.  Limited time to engage with other developers.  Encountering websites that lack substance or fail to demonstrate the developer's knowledge.

→ As a full stack developer wishing to develop into a mentoring role, I want to find in-depth personal tech websites - with quality content - so that I can offer mentoring and possible collaboration opportunities.

	<b>Job Responsibilities</b>  Emily holds a bachelor's degree in graphic design and has been working as a freelance designer for the past 4 years.  She often collaborates with web developers to create user-friendly interfaces for websites and applications.	<b>Goals or Objectives</b>  Emily wants to find a junior full stack developer to collaborate with on projects.  She wants to be able to assess the candidate's understanding of UX/UI principles and their ability to work well with a designer.  She would also like to learn more about the candidate's personal style and approach to web development.
<b>Name</b> <b>Emily Johnson</b>	<b>Age</b> <b>25 to 34 years</b>	<b>Bigest Challenges</b>  Difficulty finding developers who understand the importance of UX/UI design.  Encountering poorly designed or cluttered personal websites.  Limited time to browse through developer portfolios.

→ As a freelance designer, I want to find a savvy junior full stack developer to work with, so that I can create even more exciting projects in a positive and productive working environment.

	<b>Job Responsibilities</b>  Alex has a bachelor's degree in computer science and has recently started working as a web developer. He is eager to learn and improve his skills by exploring the work and experiences of others in the field.	<b>Goals or Objectives</b>  Alex wants to find useful resources, such as tutorials, blog posts, or code snippets, to help improve his web development skills.  He would like to discover insights into the experiences and challenges faced by other developers and learn about new tools, frameworks, or libraries that might be useful for his own projects.
<b>Name</b> Alex Patel  <b>Job Title</b> Junior Web Developer  <b>Age</b> 18 to 24 years  <b>Highest Level of Education</b> Bachelor's degree (e.g. BA, ...	<b>Industry</b> Technology  <b>Organization Size</b> 51-200 employees	<b>Biggest Challenges</b>  Difficulty finding quality content that is relevant to his skill level and interests.  Encountering websites that are not well-organized, making it difficult to find useful information.  Limited time to explore multiple websites and find valuable content.

→ Being brand new to my first job in web development, I want to keep learning new skills in my field from different resources (peers, tutorials, forums) and network with like-minded tech professionals so that I can prepare myself for my next professional opportunity.

## ▼ 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.

## ▼ COLOUR PALETTE

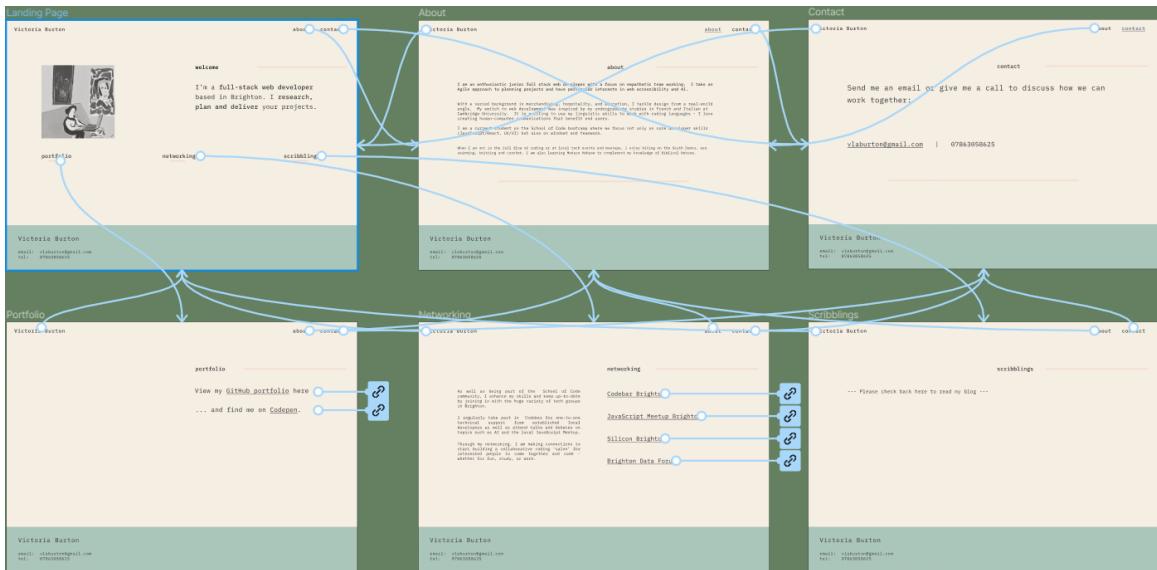


I chose a muted colour palette based on the colours in a favourite photo to ensure the site reflects my personality and to help me in creating a brand identity for myself. I checked the colour combination using the Coolors combination checker and only use combinations from the palette that meet WCAG2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



#### ▼ HIGH FIDELITY PROTOTYPE

**Site Journey**



## Site Pages



