

Systematic Workflow – Shane Fry Portfolio

Who is the Client:

- The Client is potentially anyone who comes to my portfolio website. It is designed to potentially turn any visitor to a client of mine for work placement or freelance.

What is the problem:

- The problem is turning visitors into customers.

Research strategy planned and used:

- Studies have shown websites with a landing page animation increases users time on site and better bounce rate. Also applying a face to my name provides a friendlier user interface and clients will be more likely to ask for your services as they aren't just asking a name to do work for them. Also, the colors blue shows trust and creativity, so my site has incorporated that as well.

Design:

- I used the colors blues and whites as stated above, because it brings a trust factor, and creativity factor as well. I went with large images, and bold text for headings to make it easier to read and signify a section. The style is more modern and spaced out, not focused on cultured content overwhelming a potential client. The site has been broken down into many pages for easy access to a specific thing a client may be looking for. For example, if they are looking for logos they shouldn't have to look through websites, and about information unless they want to see that.
- I heavily focused on transitions and cool effects as that is what I believe to be the many eye catcher or wow factor on a site, besides the design. A lot of the time no one will stay to read the tiny information about something if they site is stale and bland. This way in have something cool like a transition or CSS effect makes them go "wow" and just that tiny thing may turn into a client vs them leaving and me missing out. They are not crazy effects never been done before, but subtle enough to make the site look as if it was thought out, and cared for not just another developer who slapped information onto a site who just cares about taking their money for a quick job.

Overall Goal:

- Provide a good enough experience through design, graphics and provided work shown in the portfolio to transfer hiring me. Every detail was thought out and has a propose in doing so.

Logo:

- Symmetrical, to provide a good balance in the logo, in the prefect square and width of the lines, and spacing between dashes.
- Message: My initials S (Shane) M (Michael) F (Fry), you can break it apart to see each letter form the logo.

