



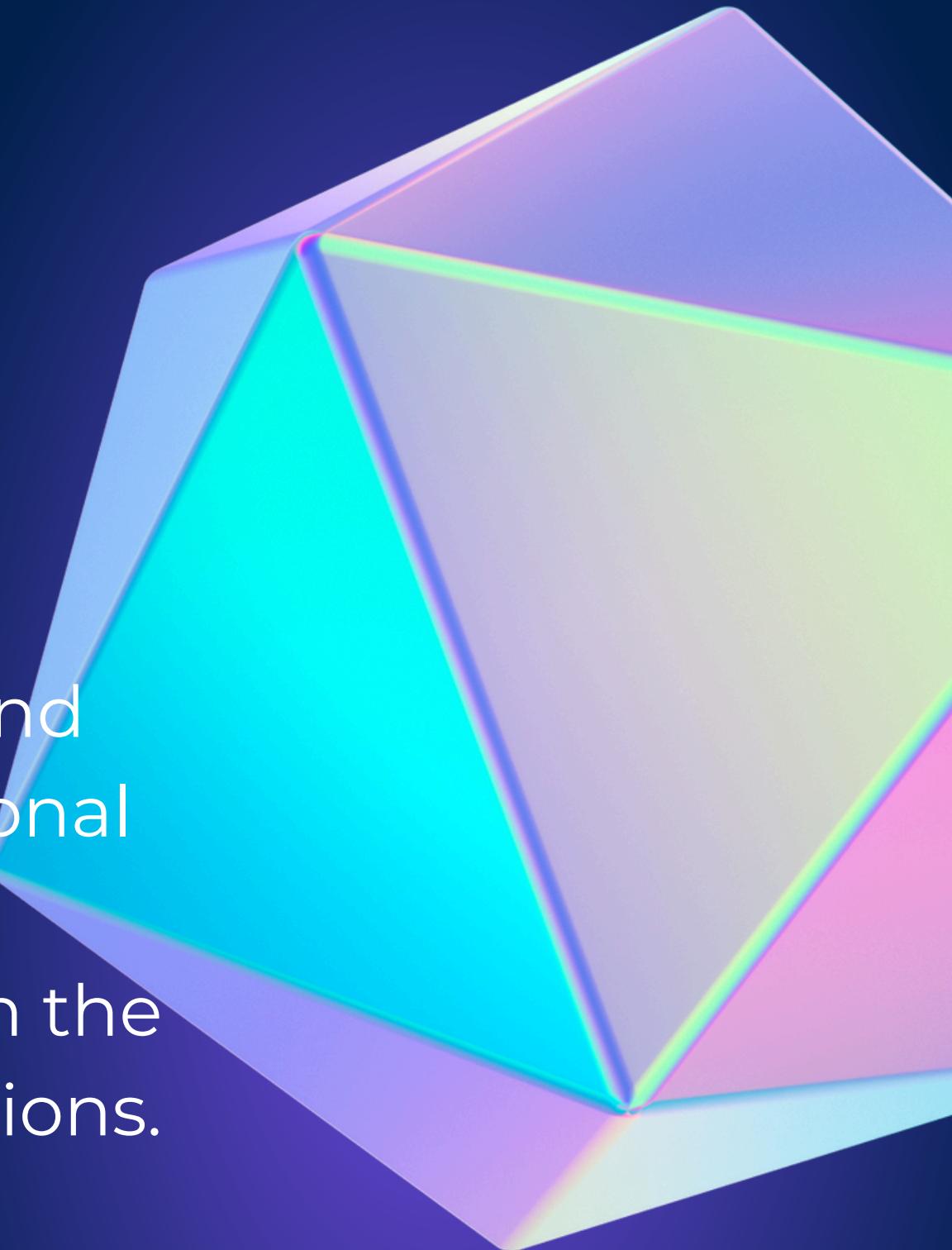
TEBOGO PII

Web Design Strategy Plan

230226442

Purpose of the website:

Serving as a hub for my personal brand and digital portfolio is the main objective of this website. My academic accomplishments, abilities, credentials, and initiatives will be highlighted. Presenting a professional internet presence is intended to draw in possible employers and build relationships with specialists in the field.



Target audience

Primary Audience:

- Employers who might be interested in hiring exceptional students.
- Mentors or instructors at the university evaluating my work.
- Professionals or fellow students who wish to work together on initiatives.

Design Persona

Persona 1: Rick Morty (Hiring Manager)

- **Demographics:** He is 44 years old manager at a gaming company in Cape Town. He is seeking HR professionals or department heads at tech businesses in their 20s to 30s.
- **Goals:** Seeking to swiftly evaluate credentials, pertinent experience, and abilities.
- **Challenges:** Re-direction for opening documents.
- **Preferred Content & Features:** Quick contact options, project samples, a printable CV, and a clear resume.

Design Persona

Persona 2: Josh Moses (Collaborating Peer)

- **Demographics:** He is 24 years old peer designing his own game situated in Cape Town. Currently seeking people in their early 20s to 30s who are students or recent graduates in design or technology.
- **Goals:** Looking for someone who can contribute complimentary abilities to possible projects.
- **Challenges:** Detailed project details and the technologies being used are required.
- **Preferred Content & Features:** A thorough portfolio of projects, technological know-how, and social media connections.

CONTENT HIERARCHY

Homepage:

- A simple, uncluttered introduction that includes a professional headshot, the student's name, and a brief slogan.
- Provide the CV link.
- Motivation for selecting a career

CONTENT HIERARCHY

ABOUT PAGE:

- A short biography outlining the student's upbringing, educational path, and professional objectives.
- Key competencies and coding expertise are highlighted.
- All of my qualifications and certificates

CONTENT HIERARCHY

PORTFOLIO PAGE:



- Each project must be available to view.
- Every project will get its description



CONTENT HIERARCHY

CONTACT PAGE:

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Links to email, LinkedIn, and GitHub.
Every project will get its description



CONTENT HIERARCHY

NAVIGATION STRUCTURE:

- Basic and straightforward, featuring sections for "Home," "Portfolio," "About," and "Contact."
- A top navigation bar that provides quick access to every page and guarantees a smooth and sensible flow.

Thank You

