
Software Project Proposal



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Aims and Objectives

Our goal is to create a comprehensive portfolio platform that helps freelancers, creative professionals, students, and educators create and host professional profiles, and connect with others in their industry.

Objectives

1. **Identify existing platforms and their features:** In this step, we will research and identify the most popular existing platforms in the market and list out all the features they offer. We will also keep track of the frequency at which these features are used by the users of these platforms.
2. **Determine user needs and wants:** Through this step, we will try to understand what features the users of these existing platforms are looking for, but are unable to find. This can be done through various means such as analysing user reviews, conducting surveys, and performing market research.
3. **Analyse why these features are not available:** Once we have identified the features that users want but are not available in existing platforms, we will try to understand the reasons behind this. This could be due to various factors such as cost, technical limitations, or simply because the platforms do not consider these features to be important.
4. **Develop a plan:** Based on our research and analysis, we will develop a detailed plan for the project. This plan will include a timeline of the work to be done, a breakdown of the various activities involved, and any dependencies or contingencies that need to be taken into account.
5. **Build a prototype:** Using the plan developed in the previous step, we will create an initial prototype of the software, outlining the main features that it will offer. We will justify the inclusion of each feature, based on our research and analysis.
6. **Perform SWOT and PESTLE analysis:** To ensure that the prototype is aligned with user-centered design, we will perform a SWOT analysis and a PESTLE analysis. This will help us understand the internal and external factors that could impact the success of the prototype.

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7. **Get user feedback:** To further refine the prototype and make it more effective, we will conduct our own survey to get feedback from users on the prototype. Based on this feedback, we will iterate through the development process and make necessary improvements until all issues are resolved or we reach the deadline.
 8. **Evaluation:** Once the project is complete, we will write a thoughtful evaluation of the development process, outlining any potential improvements that could be made in the future.

Planning

For this project, we have selected a range of tools to help facilitate effective communication and collaboration among our team members. These tools will allow us to stay connected, share ideas and updates, prototype our product, gather feedback from users, and work on written documents together in real-time.

- **Synchronous Communication:** Google Meet
- **Asynchronous Communication:** Slack
- **Prototyping:** Figma
- **User testing:** Google Forms
- **Writing:** Google Docs


For synchronous communication, we will be using Google Meet. This tool allows us to hold meetings and video conferences online, and it can be accessed through a web browser without the need to download any additional software. Google Meet is a convenient and free tool that will help us stay connected and on track with our project.

For asynchronous communication, we have chosen Slack. This platform allows us to share ideas and updates with the team in real-time, and it is widely used and easy to use. All team members have access to Slack, so it is a convenient choice for us.

To help us bring our ideas to life, we will be using Figma for prototyping. Figma offers a comprehensive set of prototyping features and is a free tool, making it a cost-effective choice for our project. To gather feedback from users and improve our product, we will be using Google Forms. This is a simple and user-friendly tool for creating surveys and quizzes, and it will help us gather valuable insights and insights from our target audience.

For written communication and collaboration, we have chosen Google Docs. This tool allows us to create, edit, and share documents with team members in real-time and also provides useful collaboration features such as the ability to leave comments and suggestions on the document.

In addition to selecting and utilising the aforementioned tools, we have also carefully planned our time and resources for this project. We have created a Gantt chart to



outline the tasks and milestones for each team member. The Gantt chart helps us to visualise the progress of the project and ensure that we are on track to meet our deadlines.

For the first ten weeks of the project, we followed a structured plan provided by Dr. McGrath, which included new information and tasks each week. This plan provided us with a framework to work within, while also allowing us to use our own creativity.

We allotted a specific amount of time to each section of the project, as shown in the chart. This was an estimate based on the number of weeks we had and the number of sections to complete, and served as a benchmark for our progress. However, we were flexible and adjusted the timeline as needed based on the depth of research required for each section.

We met a contingency situation as one of our team members, Sieun Park, has not been contributing to the project as expected. As a result, the remaining four team members have to divide the workload among themselves in order to complete the task on time. This has been frustrating and has put additional pressure on the team. We have tried speaking with Sieun and setting clear expectations, but the issue persists. We are seeking additional help and support in order to resolve this issue and ensure the success of the project.

From the plan of teamwork activities provided on week 1, we should join together as a group on week 4. Unfortunately, we had been delayed a week and as a result, we are rushing to catch back the procedures that delayed a week when we joined together on week 5. This situation became another pressure because of the shortages of time in the whole software development process.

Task Title	Task Owner	Actual Start Date	Actual Due Date	Duration	November															December														
					Week 5					Week 6					Week 7					Week 8					Week 9					Week 10				
					M	T	W	R	F	M	T	W	R	F	M	T	W	R	F	M	T	W	R	F	M	T	W	R	F	M	T	W	R	F
Ideation and Planning																																		
Each members project idea	All members	07/11/22	07/11/22	1																														
Aims and Objective	All members	08/11/22	08/11/22	1																														
Final goal	All members	08/11/22	08/11/22	1																														
Scope	All members	08/11/22	10/11/22	3																														
Planning	All members	09/11/22	11/11/22	3																														
Project Research																																		
Market research	All members	11/11/22	16/11/22	5																														
Requirements research	All members	14/11/22	17/11/22	4																														
Specification research	All members	16/11/22	22/11/22	7																														
Project Literature Discussion																																		
SWOT Factors	All members	18/11/22	21/11/22	4																														
PESTLE Factors	All members	21/11/22	22/11/22	2																														
Motivation	All members	22/11/22	23/11/22	2																														
Prototyping and Testing																																		
Low fidelity prototype	All members	22/11/22	24/11/22	3																														
Assumption testing	All members	24/11/22	05/12/22	12																														
Project Proposal																																		
Aims/Objectives	Kar Hock	05/12/22	05/12/22	1																														
Planning	Kar Hock	05/12/22	06/12/22	2																														
Specification	Aishwarya	05/12/22	09/12/22	5																														
Requirements	Aishwarya	05/12/22	06/12/22	2																														
Literature	Aishwarya	05/12/22	09/12/22	5																														
Scope	Wei Shan	05/12/22	08/12/22	4																														
Market Research	Wei Shan	05/12/22	12/12/22	8																														
Motivations	Kar Hock	5/12/22	13/12/22	3																														
Prototyping	Muhammad	05/12/22	12/12/22	8																														
Assumption testing	Muhammad	12/12/22	14/12/22	3																														
Analysis/outcomes/evaluation	All Members	13/12/22	16/12/22	4																														


Specification

Design

1. The web application will have a clean and modern design, with a responsive layout that adapts to different screen sizes and devices.
2. The homepage will feature a search bar and a list of featured profiles, and will provide easy access to the user's own profile and to the profile creation and customization tools.
3. The user's profile will be divided into several sections, including a header with a profile picture and a banner image, and a main section with the user's portfolio, skills, interests, and other details.
4. The web application will be implemented using a server-side web programming language such as PHP, Python, or Ruby, and will be integrated with a database management system such as MySQL, Oracle, or MongoDB.
5. The web application will also include an API (Application Programming Interface) that will allow external applications to interact with the web application and access user data

Functionality

1. Users can create an account and log in with email and password.
2. Users will be able to create and customise their own profiles using a variety of templates. This will include adding and editing their portfolio, skills, interests, and other personal and professional details, as well as adding links to their social media accounts and other online profiles.
3. Users can search for other profiles by name, location, skills, etc. and view them with a summary of portfolio, skills, and interests.
4. Users will be able to view other users' profiles by clicking on their profile from the search results. The profile page will display the user's portfolio, skills, interests, and other details, as well as a list of their connections and endorsements.
5. The web application will have a user-friendly interface, with clear and intuitive navigation. The homepage will feature a search bar and a list of newly created profiles, and will provide easy access to the user's own profile and to the profile creation and customization tools.
6. The user's profile will be divided into several sections, including a header with a profile picture and a banner image, and a main section with the user's portfolio, skills, interests, and other details.

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7. The web application will have strong security measures in place to protect user data and privacy. This will include measures such as authentication, authorization, and encryption.
 8. The web application will be mobile-responsive and will support a range of modern browsers.

Components


1. The web application will consist of a front-end client, which will be implemented using HTML, CSS, and JavaScript, and frameworks like React, Bootstrap, etc, and which will be served to the user's web browser.
2. The web application will also include a back-end server, which will be implemented using a server-side web programming language such as Node.js, or Python, and which will be responsible for handling requests from the client and interacting with the database.
3. The web application will use a database to store user data, including profiles, messages, and connections. The database will be implemented using a relational database management system MySQL.

Relationships

1. The front-end client will communicate with the back-end server using HTTP (Hypertext Transfer Protocol) requests and responses.
2. The back-end server will communicate with the database using SQL (Structured Query Language) or a similar query language.
3. The back-end server will communicate with the API using HTTP requests and responses.

Interfaces

1. The front-end client will provide a user interface that will allow users to:
 - a. Create and customise their profiles using a variety of templates.
 - b. Add and edit their portfolio, skills, interests, and other personal and professional details.
 - c. Add links to their social media accounts and other online profiles.
 - d. Search for other users' profiles by name, location, skills, and other criteria.
 - e. View other users' profiles and see their portfolio, skills, and interests.
 - f. Send messages or requests to follow or endorse other users.

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2. The back-end server will provide an API that will allow external applications to:
 - a. Access user data, including profiles, messages, and connections.
 - b. Create, update, and delete profiles.
 - c. Send and receive messages.
 - d. Follow and endorse other users.
 - e. Use HTTP requests and responses to communicate with the API.
 - f. Use authentication and authorization to ensure that only authorised applications can access user data.

Deployment

1. The web application will be deployed on a web server that will be responsible for serving the front-end client and handling requests from the client to the back-end server.
2. The back-end server will be deployed on a separate server or on a cloud platform, and will be responsible for interacting with the database and the API.
3. The database will be deployed on a separate server or on a cloud platform, and will be responsible for storing user data.

User scenarios

1. As a new user, I want to create an account and a profile so that I can showcase my portfolio, skills, and interests.
2. As a new user, I want to customise my profile using different templates and add my own images and text so that it reflects my personal brand.
3. As a new user, I want to add links to my social media accounts and other online profiles so that people can find me and learn more about me.
4. As an existing user, I want to be able to search for other users' profiles by name, location, skills, and other criteria so that I can find and connect with people who have similar interests.
5. As an existing user, I want to be able to view other users' profiles and see their portfolio, skills, and interests so that I can learn more about them and see what they have to offer.

Acceptance criteria

1. The web application must support the creation and customization of user profiles using a variety of templates.
2. The web application must allow users to add and edit their portfolio, skills, interests, and other personal and professional details.
3. The web application must allow users to add links to their social media accounts and other online profiles.
4. The web application must allow users to search for other users' profiles by name, location, skills, and other criteria.
5. The web application must allow users to view other users' profiles and see their portfolio, skills, and interests.
6. The web application must have a user-friendly interface, with clear and intuitive navigation.
7. The web application must have strong security measures in place to protect user data and privacy.
8. The web application must be mobile-responsive and must support a range of modern browsers.

Performance

1. The web application must be able to handle a large number of users and a high volume of data.
2. The web application must be able to handle a high volume of requests from external applications.
3. The web application must have a fast and responsive user interface.
4. The web application must have a high availability and uptime.
5. The web application must have a low error rate.

Scope

Project Description

1. The website allows users to create profiles that showcase their professional portfolio, skills, and interests.
2. Users have the option to set the visibility of their profile sections and individual section items to either public or private.
3. The website provides a search function that allows users to browse and view other users' profiles, using filters such as profession and location to narrow down results.
4. Users can choose to publish their profile at any time, making it visible in search results and featured on the home page.
5. Users can download their CV in various templates using the data from their profile.

Stakeholders

1. **Users:** Users of the platform are likely to be the primary stakeholders, as they are the ones who will be creating and hosting their portfolio on the platform.
2. **Owners/operators:** The owners or operators of the platform will also be stakeholders, as they will be responsible for creating and maintaining the platform and ensuring that it meets the needs of its users. E.g: Project Leader, Web Developer, UX designer, UI designer, Back-end Developer.

Project Constraints

Our application will not implement

1. In-app communication channels like Direct Messages in LinkedIn
2. In-app job searching, posting and applying feature
3. Feature of creating and sharing of information through posts like in LinkedIn
4. Virtual Groups and Networking like in LinkedIn
5. Multi-Lingual Support
6. Sign in via social media login (like via Google, via Facebook, via LinkedIn)

Project Deliverables

1. Conducted SWOT analysis of existing platforms to identify relevant features and additional features to include.
2. Conducted PESTLE analysis of the relevant market to ensure robustness of the application.
3. Created Gantt chart to define project timeline.
4. Demonstrated team collaboration through git commits, slack conversations, and meeting minutes.
5. Showcased transition from low-fidelity prototype to software.
6. Created web application wireframe for development team.
7. Implemented a smooth, functional web application that meets all specified requirements.

Requirements

Business requirements

- **Increase user engagement:** The website should attract **and** retain a large number of users **in** order to be successful.
- **Improve user experience:** The website should provide a positive **and** seamless experience **for** users.
- **Increase the number of portfolio entries:** The website should encourage users to create **and** maintain detailed profiles, resulting **in** a large number of portfolio entries.

Functional requirements

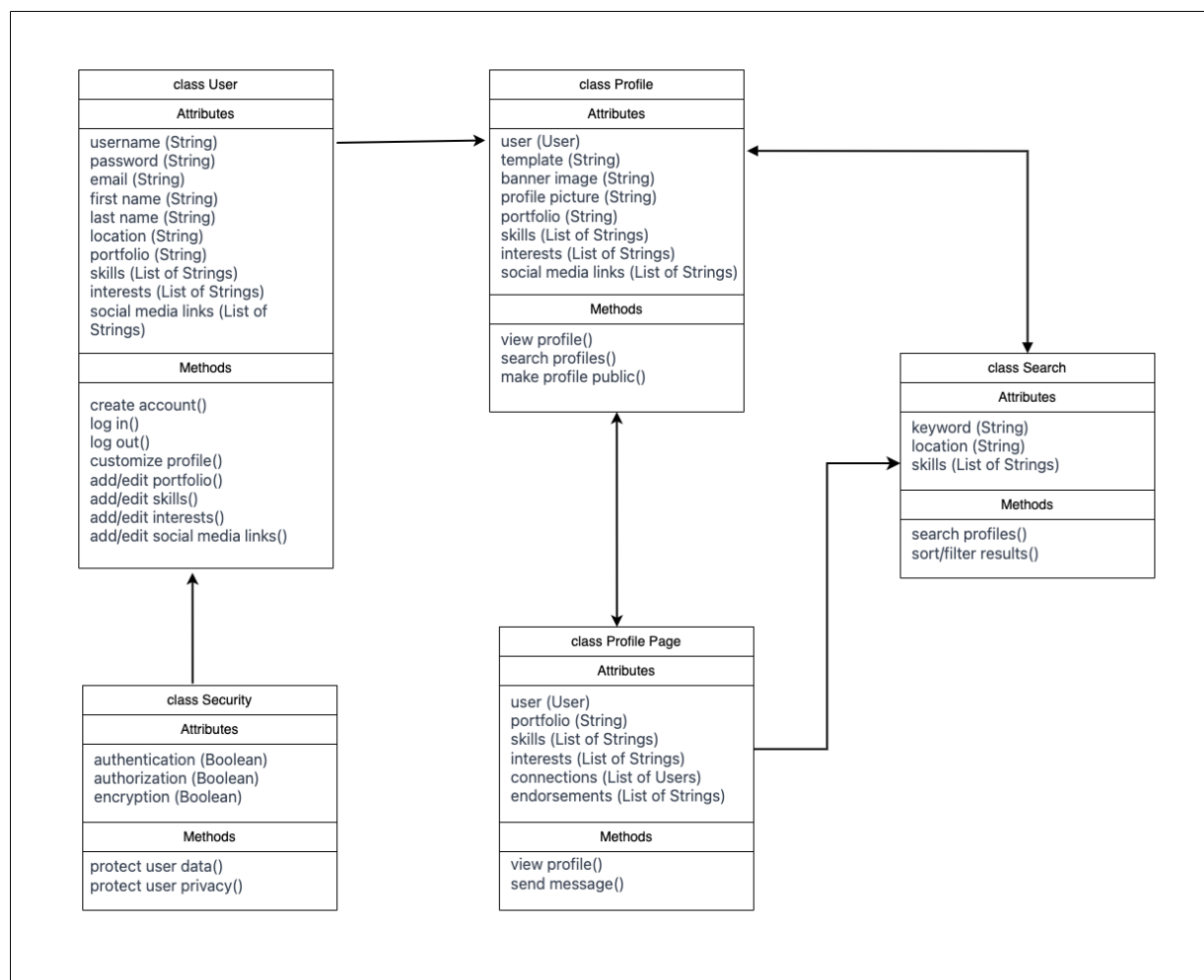
- **User registration **and** login:** The website should include a system **for** users to register **and** create an account, **as** well **as** a way **for** them to log **in** to their account.
- **Profile creation:** The website should allow users to create a detailed profile that includes information about their skills, experience, **and** portfolio.
- **Profile management:** The website should include tools **for** users to manage their profiles, such **as** the ability to edit **or** update their information.
- **Search functionality:** The website should include a way **for** users to search **for** other profiles based on specific criteria, such **as** skills **or** location.

Non-functional requirements

- **Performance:** Website should have load times **and** respond quickly to user actions.
- **Reliability:** Website should have high uptime **and** be available to users at all times.
- **Usability:** The website should be easy to use **and** intuitive **for** users.
- **Security:** The website should protect the personal **and** sensitive data of users **and** comply **with** relevant data privacy laws.

Constraints

- **Time constraints:** The project has a limited timeline due to the academic schedule of the students. This may impact the scope and complexity of the project.
- **Skills and expertise:** The team members have limited skills and expertise, which will impact the scope and complexity of the project.
- **Technical limitations:** The team members have limited access to certain technologies or resources, which will impact the design and implementation of the platform.
- **Availability:** The team members have other academic and personal commitments that may impact their availability to work on the project.



Class Diagram describing the interaction between various classes constituting the project.

Literature and introduction

The portfolio platform market refers to the market for software and services that allow individuals and organisations to create and host portfolio websites, which are websites that showcase the work and accomplishments of the person or group. These platforms typically include a variety of templates and design tools that make it easy for users to create and customise their portfolio website, and may also include features such as blogging, e-commerce, and integrations with other tools and services.

According to a report by MarketsandMarkets, the portfolio platform market is expected to grow from \$1.5 billion in 2020 to \$3.5 billion by 2025, at a compound annual growth rate (CAGR) of 18.6%. This growth is being driven by a number of factors, including the increasing importance of online presence for individuals and businesses, the growth of the creative industries, and the increasing demand for easy-to-use tools for creating and managing websites.

The portfolio platform market is highly competitive, with a variety of platforms available to suit the needs of different users. Some of the major players in this market include Squarespace, Wix, Weebly, and Portfoliobox. These platforms offer a range of features and pricing plans to suit the needs of different users, and are used by millions of people around the world to create professional-looking portfolio websites.

Overall, the portfolio platform market is expected to continue to grow in the coming years, as more individuals and organisations seek to create and maintain an online presence to showcase their work and accomplishments.

SWOT Analysis

Strengths

- **Customization options for user profiles:** The website allows users to customise and personalise their profiles with information such as work experience, education, skills, and portfolio pieces. This may differentiate the website from competitors and provide value to users by allowing them to showcase their unique abilities and qualifications.
- **Advanced search filters:** The website's search functionality includes a range of advanced filters, such as job title, location, and industry, that allow users to find profiles that match their specific needs or criteria.
- **Responsive design:** The website has a responsive design that is optimised for use on a variety of devices, including desktop computers, tablets, and smartphones. This may improve the user experience and make the website more accessible to a wider audience.
- **Personalised CV guidance:** The website offers personalised guidance and tips to help users create professional and effective CVs. This may be particularly useful for users who are new to the job market or who have limited experience creating CVs.

Weaknesses

- **Limited budget:** The website may have a limited budget for development, marketing, and other expenses, which could impact the scope and capabilities of the project.
- **Limited expertise:** The website's development team may have limited expertise in certain areas, such as user experience design or search engine optimization, which could impact the quality and functionality of the website.
- **Small user base:** The website may have a small user base compared to other portfolio websites, which could limit its ability to attract new users and generate revenue.
- **Lack of customer service:** The website may not have a dedicated customer service team or resources to assist users with questions or issues that may arise.

Opportunities

- **Expanding user base:** As the user base grows, the website may have opportunities to expand its features and functionality to meet the needs of a larger and more diverse audience.
- **Partnerships and collaborations:** The website may have opportunities to partner with other companies or organisations to promote its services and increase its visibility and user base.
- **Advertising revenue:** As the user base grows, the website may have opportunities to generate revenue through advertising, such as by selling ad space on the website or through sponsored content.
- **Enhancing functionality:** With a larger user base and increased revenue, the website may have the resources to invest in new features and functionality, such as a communication platform for job seekers and employers or automated customer service tools.

Threats

- **Competition:** The website may face competition from other portfolio websites that offer similar services, which could impact its ability to attract and retain users.
- **Technological changes:** The website may be impacted by changes in technology or user preferences that affect its functionality or user base. For example, the adoption of new devices or platforms could require the website to update its design or capabilities.
- **Legal and regulatory challenges:** The website may face legal or regulatory challenges, such as data privacy laws or intellectual property disputes, that impact its operations or reputation.
- **Privacy concerns:** The website may face challenges related to user privacy, such as the reluctance of some users to share their personal contact information on the platform. This could limit the website's ability to facilitate communication between job seekers and employers.

PESTLE Analysis

PESTLE analysis is a strategic planning tool that helps companies evaluate the political, economic, social, technological, legal, and environmental factors that can impact their business.

Political

- **Political stability of the region where the website operates:** A stable political environment may be more conducive to the success of the website, while political instability or conflict could potentially disrupt operations or negatively impact the user base.
- **Government censorship:** Depending on the location and content of the website, it may be subject to government censorship or restrictions on access.
- **Cybersecurity threats:** The website may be vulnerable to cyber attacks or other security threats, which could compromise user data or impact the website's operations.
- **Government subsidies or incentives:** The website may be eligible for government subsidies or incentives that could support its development or expansion.

Economic

- **Economic growth:** Economic growth in the region where the website operates may contribute to increased demand for its services or products.
- **Inflation:** Inflation could impact the website's costs and pricing, as well as the purchasing power of its user base.
- **Interest rates:** Interest rates may impact the website's ability to secure financing for development or expansion, as well as the purchasing power of its users.
- **Exchange rates:** If the website operates in multiple currencies, exchange rate fluctuations could impact its costs and revenues.

Social

- **Demographics:** The website's user base may be influenced by demographic trends such as population growth, age distribution, and education levels.
- **Social media usage:** The popularity and usage of social media platforms may impact the website's ability to reach and engage with its target audience.
- **Consumer attitudes:** Consumer attitudes towards the website's industry, products, or services could impact demand and loyalty.
- **Workforce diversity:** The website's workforce may be impacted by diversity and inclusion initiatives or social trends such as the demand for flexible work arrangements.

Technological

- **Technological infrastructure:** The availability and quality of technology infrastructure, such as internet connectivity and data centers, could impact the website's operations and user experience.
- **Technological advancements:** New technologies or updates to existing technologies could impact the website's functionality, security, or competitiveness.
- **Technological obsolescence:** The website may need to continuously update and adapt to new technologies to avoid becoming obsolete.
- **Cybersecurity threats:** The website may be vulnerable to cyber attacks or other security threats that could compromise user data or impact the website's operations.

Legal

- **Data privacy laws:** The website may be subject to data privacy laws, such as the General Data Protection Regulation (GDPR) in the European Union, that impact its operations and compliance costs.
- **Intellectual property laws:** The website may need to consider intellectual property laws when using content or resources from other sources, such as through the use of licensing agreements.
- **Consumer protection laws:** The website may be subject to consumer protection laws that impact its sales and marketing practices.
- **Employment laws:** The website's hiring and employment practices may be impacted by employment laws and regulations.

Environmental

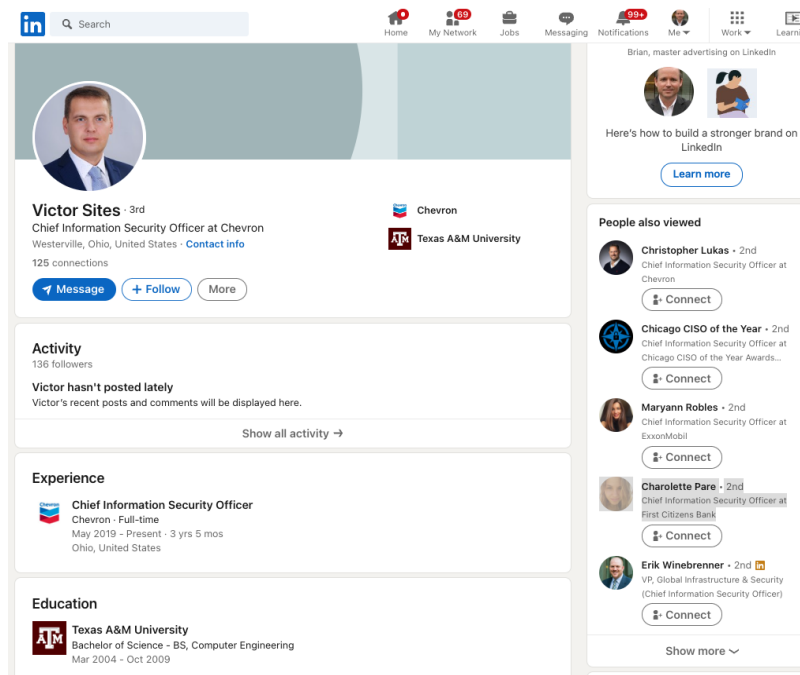
- **Carbon footprint:** The website's operations, such as through the use of servers and other resources, may have an impact on the environment in terms of carbon emissions and energy consumption.
- **Sustainability:** The website may need to consider sustainability in its operations, such as by using renewable energy sources or implementing eco-friendly practices.
- **Environmental regulations:** The website may be subject to environmental regulations that impact its operations and compliance costs.
- **Natural disasters:** The website may be impacted by natural disasters, such as floods or earthquakes, that disrupt its operations or affect its user base.

Market Research

Market research is an important step in the process of developing a new software product. It helps companies understand the needs and preferences of their target market, identify potential competitors, and assess the viability of their product idea.

LinkedIn (<https://www.linkedin.com/>)

The professional connectivity market is significant, and during our research, we discovered websites that differentiate themselves by offering unique features and convenience for specific professions. “The most popular website in this market is LinkedIn, with over 830 million users” [1]. “LinkedIn's large user base provides a valuable community for existing and new users, and its increased popularity also helps users' profiles rank higher on Google search results” [2].

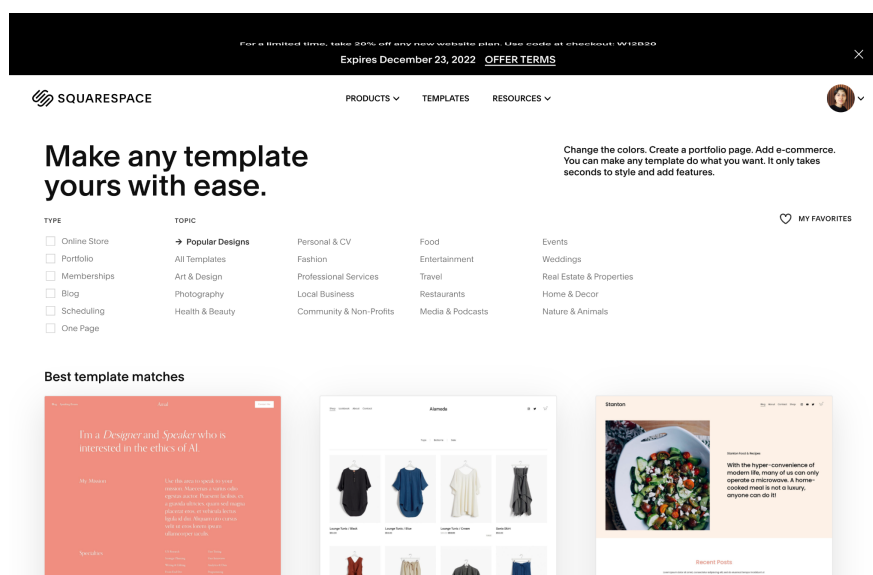


Squarespace(<https://www.squarespace.com/>)


Squarespace is a website building and hosting platform that allows users to create professional-looking websites for a variety of purposes, including personal, business, and e-commerce. It offers a range of templates and design tools that make it easy for users to create and customise their website, and includes features such as blogging, e-commerce, and integrations with other tools and services.

Users of Squarespace can choose from a variety of templates and design options to create a website that matches their style and needs. They can customise the layout, font, and colours of their website, and can add a variety of elements such as images, videos, and forms. Squarespace also offers a variety of integrations with other tools and services, such as social media, email marketing, and payment processors, to help users enhance and expand their website.

Squarespace is used by millions of people around the world to create websites for a variety of purposes, including personal websites, business websites, online stores, and portfolios. It is available as a website and a mobile app, and offers a range of pricing plans to suit the needs of different users.



From the perspective of usability, Squarespace is generally considered to be a user-friendly platform that is easy to navigate and use. It offers a variety of templates and design tools that make it easy for users to create and customise their website, and



includes features such as drag-and-drop editing and a visual editor that make it easy to make changes to the layout and design of the website.

In terms of accessibility, Squarespace aims to make its platform and websites as accessible as possible for all users, including those with disabilities. It has implemented a variety of measures to ensure that its platform and websites are compliant with accessibility standards, such as the Web Content Accessibility Guidelines (WCAG).

Squarespace has also made efforts to improve the accessibility of its platform and websites over time, and has published information on its accessibility efforts and resources on its website. Overall, Squarespace is generally considered to be a user-friendly and accessible platform that allows users to create professional-looking websites that are accessible to all users.

Glassdoor(<https://www.glassdoor.com/>)

“Glassdoor is a thriving community for workplace conversations, driven by a simple mission: helping people everywhere find jobs and companies they love.”[4]

Glassdoor has 4 main features categories, such as Job, Companies, Salaries and Careers, and also the search features.

The Jobs tab is all about the recent searched and saved job posts by user and the application of the job. The Companies tab is able to discover companies, make comparisons between companies and also write a review to the companies. The Salaries tab is able to calculate the salary by some conditions, such as job title and location. Lastly, the Careers tab makes users able search the job by using job title and location, another interesting feature here is being able to search interview questions by using the job title or company name and also the location.

Like other Job searching websites, Glassdoor allows users to apply for a job and also allows users to unlock the employer account for the job posting purpose. This website is a strong job vacancy platform that covers a lot of perspectives regarding job searching.

The screenshot displays the Glassdoor homepage interface. At the top, there is a search bar with the placeholder text "Search for job titles, companies, or keywords" and a location dropdown set to "Kuala Lumpur". To the right of the search bar are icons for a mail envelope and a user profile. Below the search bar, a greeting says "Hello, what would you like to explore today?" followed by links for "For Employers" and "Post Jobs". A navigation bar contains four icons: "Jobs", "Companies", "Salaries", and "Careers".

On the left side, there is a user profile section with a placeholder image and two buttons: "Add Job Title" and "Add Location". Below this is a section titled "Getting the Most of Your Glassdoor" featuring an illustration of a person at a desk with a laptop and a rocket icon, with the text "Map Your Career Path" underneath.

On the right side, there is a light blue banner asking "Is Kuala Lumpur your location? Add a location to your profile". Below this is a section titled "Explore Jobs Near You" with the subtext "Recommendations are based on your profile, job preferences, and activity on Glassdoor." This section contains four job listings, each with a company logo, name, job title, location, and an "Easy Apply" button with a countdown timer:

- NITORI RETAIL (MALAYSIA) SDN. BHD.**
JB [FULL TIME] NITORI MIDVALLEY, SOUTHKEY
Johor Bahru
Easy Apply 25d
- Aisysoffea Holding Sdn Bhd**
Team Sales
Johor Bahru
Easy Apply 4d
- JANNAHNOE EMPIRE SDN BHD**
Online Sales Admin
Johor Bahru
3.5 ★
Easy Apply 28d
- Codeone**
Talent recruitment (high commission)
Johor Bahru
MYR 10 - MYR 10 Per Hour (Employer Est.) ⓘ
Easy Apply 42d

At the bottom right of the job listings, there is a link that says "See all jobs >".

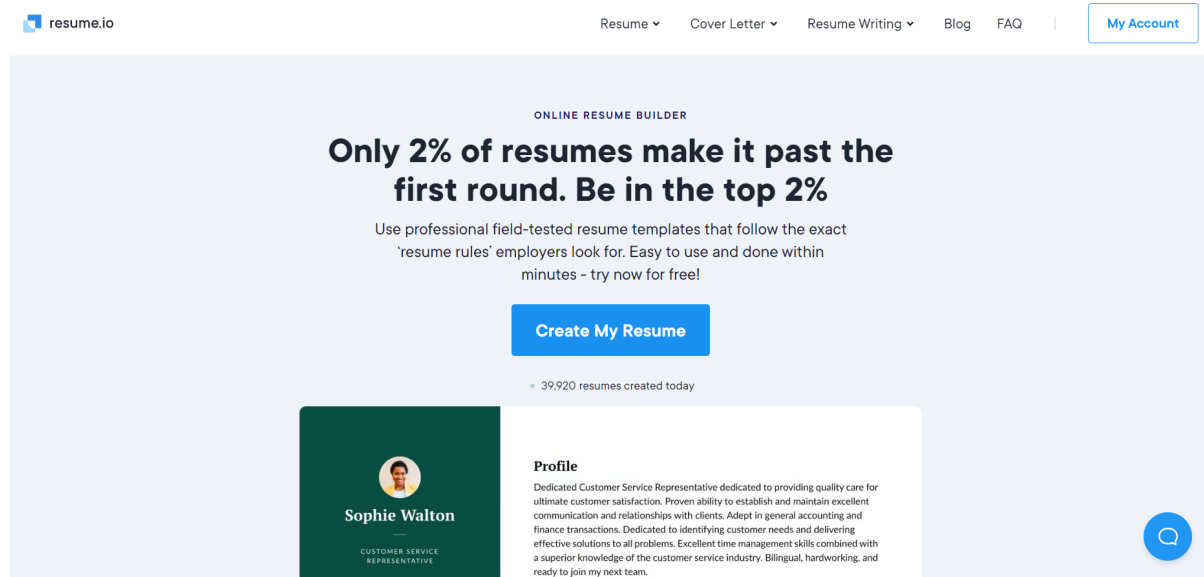
resume.io(<https://resume.io/>)

resume.io is a resume builder website that provides various templates to the users for creating their resume and CV.

This website provides expert review features to review the created resume from users and it's free, the experts will send back the review to the users attached with the improvement recommendations to help users improve their resume to let them get hired faster.

This website will give marks to the user's created resume, if users have no idea how to improve their resume, users can make a purchase package provided by the website to let the experts modify their resume.

This website also provided some examples and writing guides of the resume that allows users to reference it.



The comparison

	LinkedIn	Squarespace	Glassdoor	resume.io	Our Project
Enter users' details profile					
Insert images					
Search and apply job					
Job post					
Provide templates of resume / cv					
User can publish their profile					
The page that display users' profile public					
Able hide some information from others					
Able download the details profile as CV					
Expert review of the resume / cv					
Provide helpful articles					
Chat Room					

After the market research of the existing product stated above, we found out the difference of functions between LinkedIn, Squarespace, Glassdoor, resume.io and our project. The table above is a comparison table of the features. Blocks marked in green mean that the feature is available on that product.

Approach and Motivations

Approach to creating a Portfolio Platform website

1. Define the target audience: Job seekers and employers are the primary target audience for a Portfolio Platform website. It is important to understand their needs and preferences in order to create a website that is user-friendly and meets their requirements.
2. Conduct market research: Researching similar websites and gathering feedback from potential users can help to inform the design and features of the Portfolio Platform website.
3. Define the features and functionality: Based on the target audience and market research, the features and functionality of the website should be defined. This could include the ability to create and edit a Portfolio Platform, share it with a link, and potentially include multimedia content.
4. Design the user interface: The user interface should be visually appealing and easy to navigate, with clear calls to action to encourage users to create and share their Portfolio Platforms.
5. Develop and test the website: The website should be developed using a web programming language, such as HTML, CSS, and JavaScript, and tested to ensure that it is functional and user-friendly.

Motivation

The motivation for us to create a Portfolio Platform website is to provide a modern and convenient way for job seekers to create and share their resumes with potential employers. A Portfolio Platform website would allow job seekers to easily create and update their resumes, as well as share them with a wide audience through a simple link. Below is a few motivation we decide to create Portfolio Platform website:

- Traditional paper resumes can be time-consuming and inconvenient to create, update, and share. A Portfolio Platform website offers a more efficient and effective way to showcase a job seeker's skills and experience.
- A Portfolio Platform website allows job seekers to showcase their work and achievements in a more interactive and visually appealing way than a paper resume.


- A Portfolio Platform website can be accessed from any device with an internet connection, making it easier for job seekers to apply for jobs and for employers to review resumes.
- A Portfolio Platform website can help job seekers to stand out from the competition by providing a unique and professional online presence.
- A Portfolio Platform website can help to streamline the job application process for both job seekers and employers, saving time and resources for both parties.

In the context of creating a Portfolio Platform website, UCD can help us ensure that the website is easy to use, visually appealing, and effective at communicating your personal brand and professional skills to potential employers. Here are a few specific ways that UCD can be beneficial when creating a Portfolio Platform website:

- **It helps us understand our target audience:** By understanding the needs, goals, and motivations of our target audience (e.g. potential employers), we can create a website that is tailored to their needs and preferences.
- **It helps us create a user-friendly website:** By following UCD principles, we can design a website that is easy to navigate, with clear and concise content that is easy to read and understand.
- **It helps you create a visually appealing website:** UCD can help you create a website that is visually appealing and visually consistent, which can help make a positive impression on potential employers.
- **It helps us communicate your personal brand effectively:** By following UCD principles, we can create a website that effectively communicates our personal brand and professional skills to potential employers. This can help us stand out in a competitive job market.

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and PESTLE (Political, Economic, Sociocultural, Technological, Legal, Environmental) analysis are tools that can help us understand the internal and external factors that may impact our Portfolio Platform website. Here are a few specific ways that I think SWOT and PESTLE analysis may be useful when creating a Portfolio Platform website:

1. SWOT analysis can help us identify our strengths and weaknesses as a candidate, as well as opportunities and threats in the job market. This can help us create a website that effectively highlights our strengths and addresses any potential weaknesses.
2. PESTLE analysis can help us understand the external factors that may impact our job search and career prospects. For example, understanding the economic

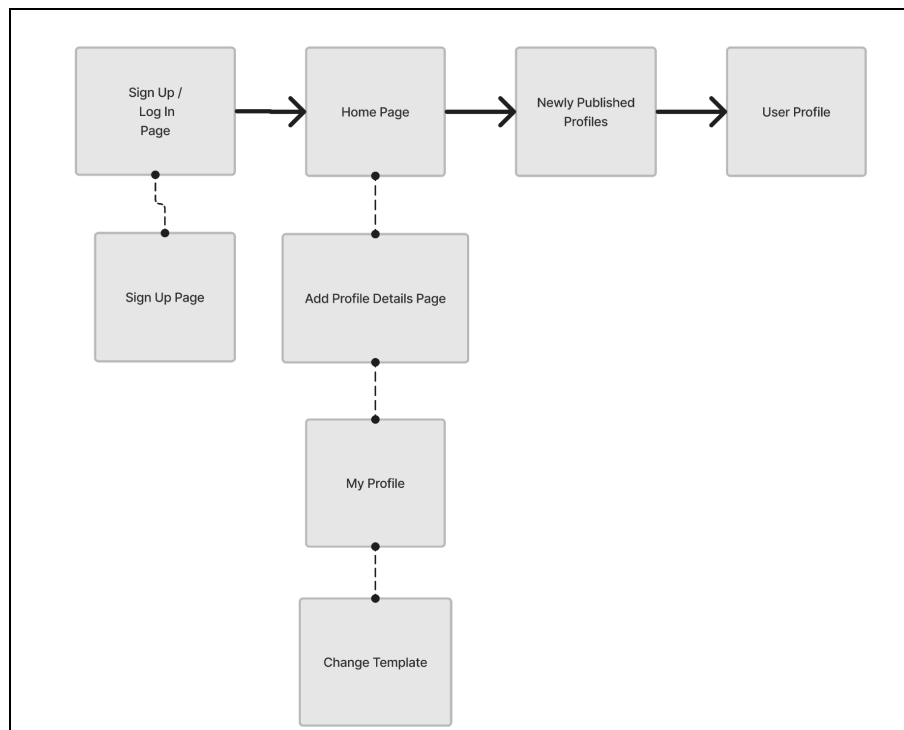


conditions in our region can help us tailor our job search to industries that are expected to grow.

3. Both SWOT and PESTLE analysis can help us identify any potential gaps in our skills or experience, and help us plan for how to address those gaps.
4. By understanding the internal and external factors that may impact our job search, we can create a Portfolio Platform website that is better equipped to meet the needs of potential employers and help us stand out in a competitive job market.

Prototyping

Initial Prototype

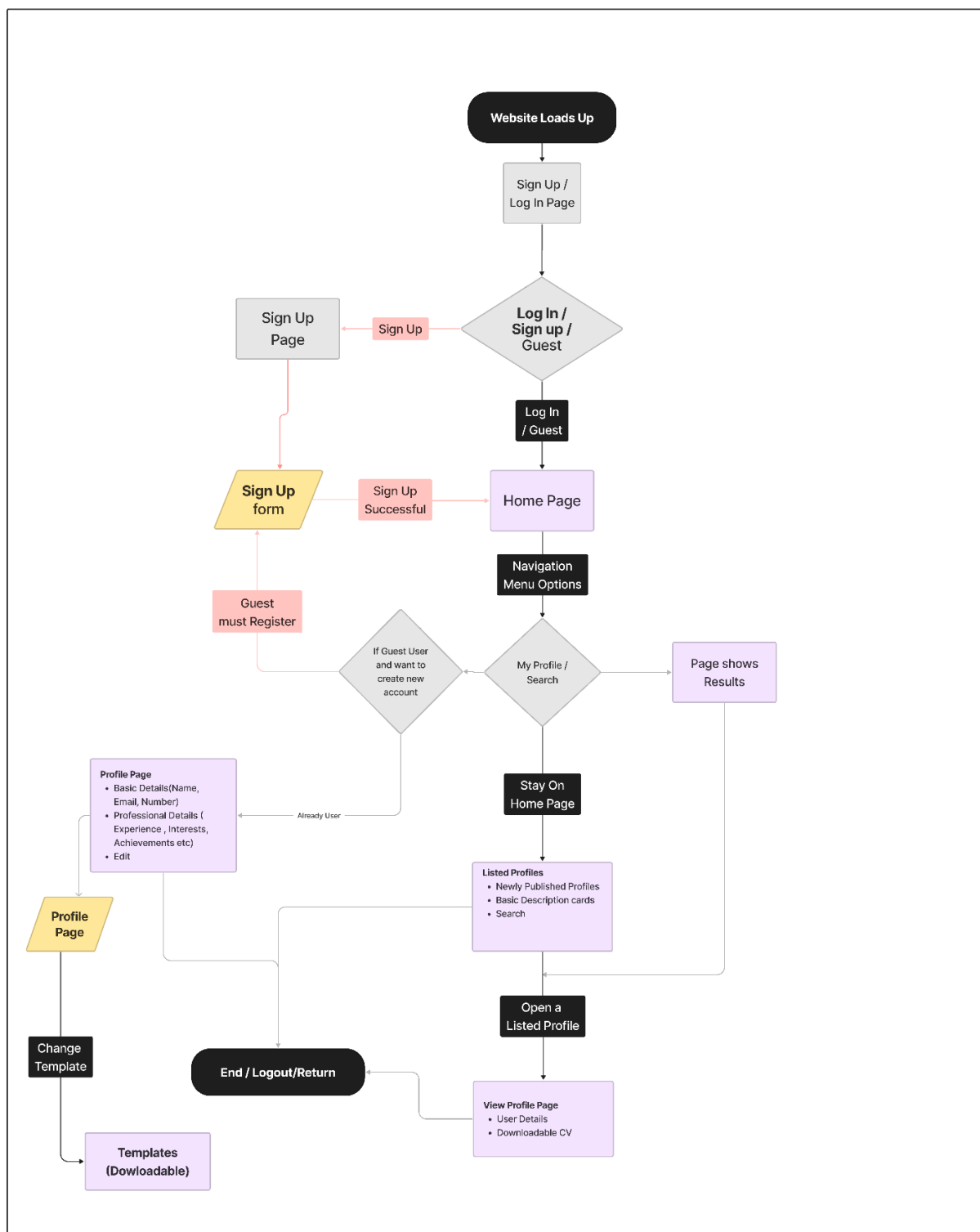
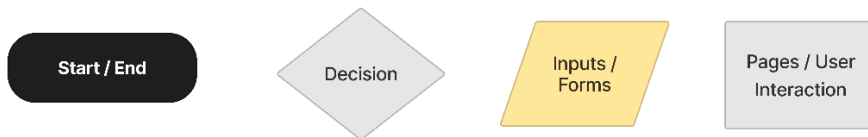


The prototype that is depicted in the illustration above serves as a visual representation of the main pages of the website and how they are interconnected. As can be seen in the diagram, the second page of the website has three additional pages linked to it, which can be easily accessed from the homepage. This abstract diagram provides a general understanding of the process, but an accompanying flow diagram further demonstrates the flow of navigation from the initial page to all of the connected pages.

The boxes in the flow diagram represent the main pages of the website, while the diamonds signify the decisions that will be made by the system in the background as the user navigates through the site. The forms included in the diagram give insight into the data that is being collected from the user as they interact with the website.

In addition to helping to clarify the abstract diagram in greater detail, the flow diagram also illustrates the interaction between the various pages of the website. Overall, this combination of diagrams serves as a useful tool for understanding the functionality of the website and how a user will be able to navigate and interact with it.

Prototype Flow



Iterations

Home Page

My Profile

Templates Page

During the first iteration, the elements for the website pages were finalized. These rough representations of the intended content helped to give us an idea of the overall appearance of the website. The first two pages were the sign up and sign in pages. The home page, being a crucial page on the website, was given more detailed attention in its design. Similarly, the profile page also displayed the intended design for that section of the website. The last three pages were a preview of the design for a form that will be used to enter user data in order to create a profile. This design was then discussed and critically analysed by the team. In addition, the design was also shown to a few individuals to gather their opinions. Based on these findings, we were able to conclude some results.


First Iteration

During the first iteration, we determined that it would be more efficient to implement a dynamic profile page for users to enter and edit their information, rather than using a separate form. This allows users to conveniently update their profile directly from the profile page, rather than only being able to do so upon initial registration. By offering this functionality, we can accommodate users who may need to add or edit information at a later time.

Second Iteration

In the second iteration, we made some adjustments to the "My Profile" page, which serves as the backbone of our website. We decided to add a new page within the "My Profile" page to provide more detail on the "Projects" section. Initially, all of the information was displayed on the profile page, but including the detailed information on "Projects" would result in excess information being displayed to visitors. As a result, it was determined to be more organised to have a separate page dedicated to discussing projects in greater depth. In the "Projects" section, users can discuss the projects they have worked on, provide an overview of their approaches, and include links to the projects. In addition to this change, we also aimed to simplify the overall design of the page.

Basic Info	
Skills	▼
Awards	▼
Projects	▼
Education	▼
Career	▼
More about sarah	▼



In this revised design, the page only displays the headings of the content, hiding any excess information. This allows visitors to easily view all of the available content on a single page without needing to scroll. This is especially useful for user profiles that may be lengthy, as scrolling through an excessive amount of information can be overwhelming for visitors. By including dropdown cards, visitors can choose to view specific sections of the profile, such as education or skills, rather than being inundated with all of the information at once. This implementation allows for a more streamlined and organised viewing experience.

Third Iteration

During the third iteration, we added a feature to the "My Profile" page that allows users to hide or make any information private. For example, in the career or education sections, a user can choose to hide a specific experience and keep it saved as a draft on their profile. We also implemented a "Publish" button on the "My Profile" page, which allows users to officially list their profile on the homepage for all visitors to see. This feature is useful for users who want to showcase their profile when they feel confident in the appearance and content of their profile. Additionally, we included a "Preview" option, which allows users to see how their profile appears to others. These changes were made to enhance the customization and control users have over their profiles.

Wireframes

Wireframe of a Sign in page. The page has a header with a 'Login' button, a search bar, and links for 'Home', 'About', 'My Profile', and 'Sign Up'. The main content area is divided into two sections: a large gray placeholder on the left and a 'Sign in' form on the right. The form includes fields for 'E-mail', 'Password', 'Guest', and 'Login'.

Wireframe of a Sign Up page. The page has a header with a 'Login' button, a search bar, and links for 'Home', 'About', 'My Profile', and 'Sign Up'. The main content area is divided into two sections: a large gray placeholder on the left and a 'Sign Up' form on the right. The form includes fields for 'First Name', 'Last Name', 'E-mail', 'Password', and a 'Sign Up' button.

Home Page

Wireframe of a Home Page. The page has a header with a 'Login' button, a search bar, and links for 'Home', 'About', 'My Profile', and 'Login'. The main content area is titled 'Newly added' and contains three rows of placeholder boxes, each with a 'Text' label and a 'Text' input field.

My Profile

Wireframe of a My Profile page. The page has a header with a 'Login' button, a search bar, and links for 'Home', 'About', 'My Profile', and 'Login'. The main content area is divided into two sections: a large gray placeholder on the left and a 'My Profile' form on the right. The form includes fields for 'Text', 'Text', 'Text', 'Text:', and 'Text:'.

Templates Page

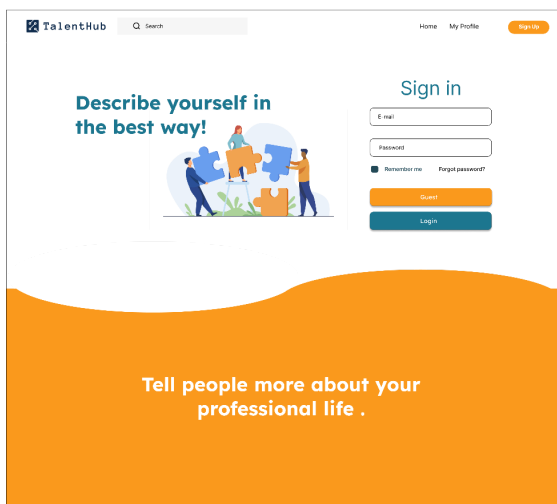
Wireframe of a Templates page. The page has a header with a 'Login' button, a search bar, and links for 'Home', 'About', 'My Profile', and 'Login'. The main content area is titled 'Templates' and contains four rows of placeholder boxes, each with a 'Text' label and a 'Text' input field.

My Profile

Wireframe of a My Profile page. The page has a header with a 'Login' button, a search bar, and links for 'Home', 'About', 'My Profile', and 'Login'. The main content area is divided into two sections: a large gray placeholder on the left and a 'My Profile' form on the right. The form includes fields for 'Text', 'Text', 'Text', 'Text:', and 'Text:'.

High Fidelity

Landing Page



TalentHub Search Home My Profile Sign Up

Describe yourself in the best way!

Sign in

Email

Password

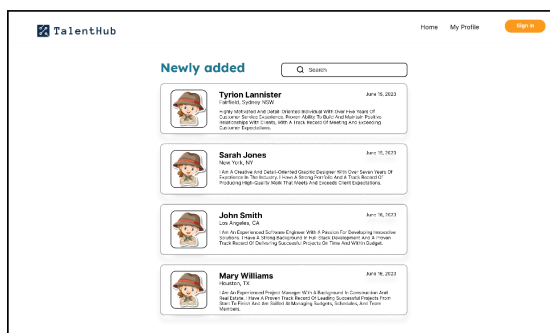
☐ Remember me [Forgot password?](#)

[Sign in](#)

[Login](#)

Tell people more about your professional life .

Home Page



TalentHub Search Home My Profile Sign Up

Newly added

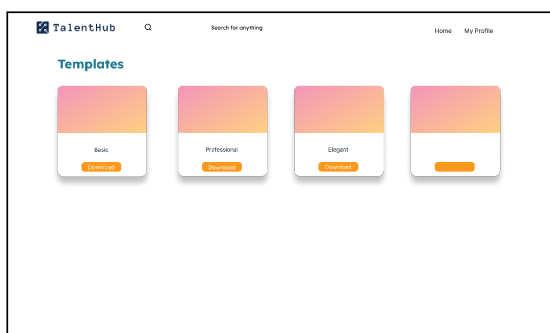
Tyron Lannister Jan 10, 2021
Software Engineer

Sarah Jones Jan 10, 2021
New York, NY

John Smith Jan 10, 2021
Los Angeles, CA

Mary Williams Jan 10, 2021
Houston, TX

Templates Page



TalentHub Search Home My Profile

Templates

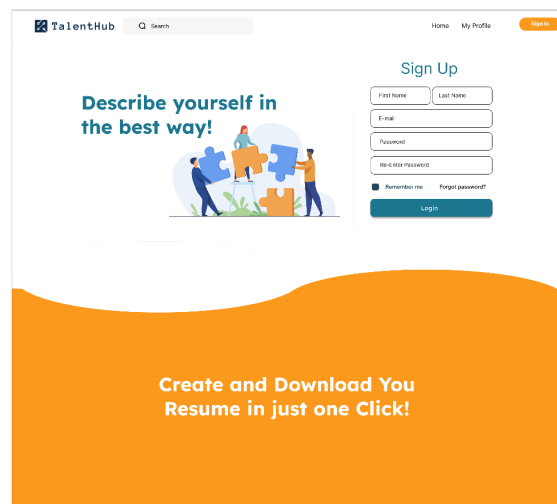
Basic [Download](#)

Professional [Download](#)

Elegant [Download](#)

Modern [Download](#)

Sign Up



TalentHub Search Home My Profile Sign Up

Describe yourself in the best way!

Sign Up

First Name Last Name

Email

Password

Repeat Password

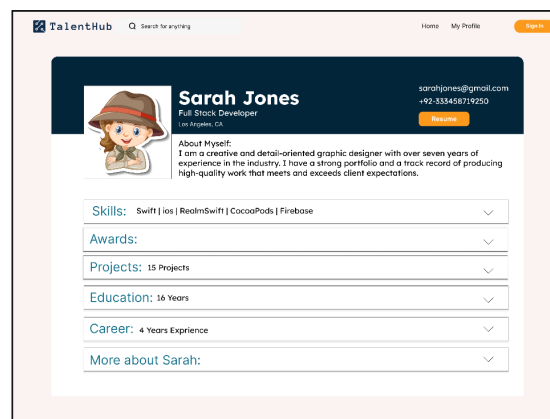
☐ Remember me [Forgot password?](#)

[Sign Up](#)

[Login](#)

Create and Download Your Resume in just one Click!

My Profile



TalentHub Search Home My Profile Sign Up

Sarah Jones sarahjones@gmail.com +92-333458719250
Full Stack Developer Los Angeles, CA [Resume](#)

About Myself:
I am a creative and detail-oriented graphic designer with over seven years of experience in the industry. I have a strong portfolio and a track record of producing high-quality work that meets and exceeds client expectations.

Skills: Swift | iOS | RealmSwift | CocoaPods | Firebase

Awards:

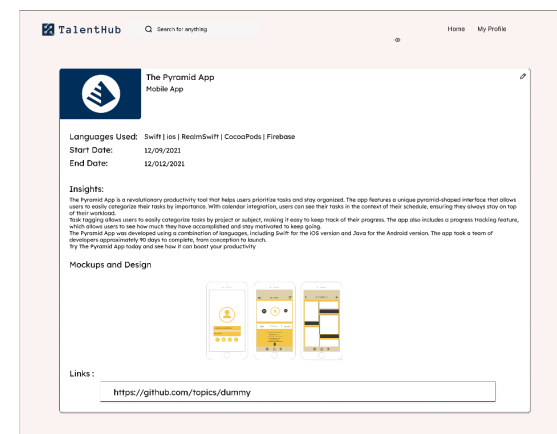
Projects: 15 Projects

Education: 16 Years

Career: 4 Years Experience

More about Sarah:

Projects Page



TalentHub Search Home My Profile

The Pyramid App
Mobile App

Languages Used: Swift | iOS | RealmSwift | CocoaPods | Firebase

Start Date: 12/09/2021


End Date: 12/01/2021

Insights:
The Pyramid App is a revolutionary productivity tool that helps users prioritize tasks and stay organized. The app features a unique pyramid-shaped interface that allows users to easily categorize their tasks by importance, with color-coded integration, users can see their tasks in the context of their schedule, ensuring they always stay on top of their workload.
Task-tagging allows users to easily categorize tasks by project or subject, making it easy to keep track of their progress. The app also includes a progress tracking feature, which allows users to see how much they have accomplished and stay motivated to keep going.
The Pyramid App was developed using a combination of languages, including Swift for the iOS version and Java for the Android version. The app took a team of developers approximately 90 days to complete. Now, we're looking for users to try the Pyramid App today and see how it can boost your productivity.


Mockups and Design

Links:
<https://github.com/topics/dummy>

My Profile (Normal View)

 TalentHub

Home My Profile Sign In



Sarah Jones
 Full Stack Developer
 Los Angeles, CA

sarahjones@gmail.com
 +92-333458719250
[Resume](#)

About Myself:
 I am a creative and detail-oriented graphic designer with over seven years of experience in the industry. I have a strong portfolio and a track record of producing high-quality work that meets and exceeds client expectations.

Skills:

A-Levels
 Year: 2014 - 2016
 Houston, TX
 Northumber High School

A-Levels
 Year: 2016 - 2018
 Houston, TX
 Northumber High School

Bsc CS
 Year: 2016 - 2018
 Houston, TX
 State Of Columbia University

Bsc CS
 Year: 2018 - 2021
 Houston, TX
 State Of Columbia University

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Bsc CS
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 State Of Columbia University

Bsc CS
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 Houston, TX
 State Of Columbia University

Projects:



The Pyramid App
 Mobile App
 Swift | ios | RealmSwift | CocoaPods | Firebase
 The Pyramid App is a productivity tool that helps users prioritize tasks and stay organized. Features include a pyramid-shaped interface, calendar integration, task tagging, and progress tracking. Try it today and boost your productivity!

Education:

O-Levels
 Year: 2014 - 2016
 Houston, TX
 Northumber High School

A-Levels
 Year: 2016 - 2018
 Houston, TX
 Northumber High School

Bsc CS
 Year: 2016 - 2018
 Houston, TX
 State Of Columbia University

Bsc CS
 Year: 2018 - 2021
 Houston, TX
 State Of Columbia University

Ms CS
 Year: 2021 - 2022
 Houston, TX
 State Of Columbia University


Career:


Front-End Developer
 Year: 2019 - 2021
 Houston, TX
 Northumber High School

Full Stack Developer
 Year: 2021 - Till Date
 Houston, TX
 Remote

More about Sarah:
 I Am A Skilled And Experienced Full Stack Developer With A Passion For Creating Innovative And Scalable Web Applications. With A Strong Background In Both Front-End And Back-End Development, I Am Proficient In A Wide Range Of Programming Languages And Frameworks, Including JavaScript, Python, Ruby On Rails, And React.
 In My Previous Role As A Full Stack Developer At ABC Company, I Was Responsible For Designing And Building New Features For The Company's Web Platform, As Well As Maintaining And Optimizing Existing Features. I Worked Closely With The Product And Design Teams To Ensure That The Platform Was User-Friendly And Intuitive. I Also Led A Team Of Junior Developers, Providing Mentorship And Guidance As Needed.
 In Addition To My Technical Skills, I Am A Proactive And Collaborative Team Player Who Is Able To Effectively Communicate And Work With Cross-Functional Teams. I Am Always Seeking New Challenges And Opportunities To Learn And Grow As A Developer. I Am Excited To Bring My Skills And Experience To A New Company And Contribute To The Success Of A Dynamic And Innovative Team

My Profile (editor Side)


Search for anything
Home
My Profile



Sarah Jones
 Full Stack Developer
 Los Angeles, CA

sarahjones@gmail.com
 +92-333458719250
[Resume](#) [Publish](#)

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Bsc CS
 Year: 2018 - 2021
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 Swift | ios | RealmSwift | CocoaPods | Firebase
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 Year: 2018 - 2021
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 Year: 2021 - 2022
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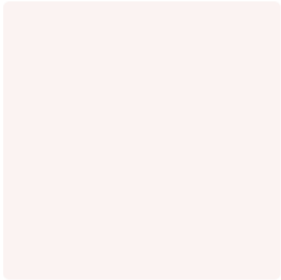



Full Stack Developer
 Year: 2021 - Till Date
 Houston, TX
 Remote

More about Sarah:
 I Am A Skilled And Experienced Full Stack Developer With A Passion For Creating Innovative And Scalable Web Applications. With A Strong Background In Both Front-End And Back-End Development, I Am Proficient In A Wide Range Of Programming Languages And Frameworks, Including JavaScript, Python, Ruby On Rails, And React.
 In My Previous Role As A Full Stack Developer At ABC Company, I Was Responsible For Designing And Building New Features For The Company's Web Platform, As Well As Maintaining And Optimizing Existing Features. I Worked Closely With The Product And Design Teams To Ensure That The Platform Was User-Friendly And Intuitive. I Also Led A Team Of Junior Developers, Providing Mentorship And Guidance As Needed.
 In Addition To My Technical Skills, I Am A Proactive And Collaborative Team Player Who Is Able To Effectively Communicate And Work With Cross-Functional Teams. I Am Always Seeking New Challenges And Opportunities To Learn And Grow As A Developer. I Am Excited To Bring My Skills And Experience To A New Company And Contribute To The Success Of A Dynamic And Innovative Team


The overall design of the website has been focused on simplicity, using interactive cards to display information. These cards include icons that are widely recognized and commonly used on websites, making it easier for users to navigate their profiles and understand the various features. The cards on the homepage provide enough information for visitors to get a basic understanding of the CV and potentially become interested in viewing the full profile. Upon arriving at the "My Profile" page, visitors are presented with a summarised version of all of the content on the page, including headings for each section. This allows them to quickly assess the potential of the CV and choose to view more information by clicking on the cards if desired.

Colour Scheme and Font

The colour scheme that has been used in the website is as follows:

			
HEX #FBF3F2	HEX #FA991C	HEX #1C768F	HEX #032539
RGB 251, 243, 242	RGB 250, 153, 28	RGB 28, 118, 143	RGB 3, 37, 57
CMYK 0, 3, 4, 2	CMYK 0, 39, 89, 2	CMYK 80, 17, 0, 44	CMYK 95, 35, 0, 78

The website's colour scheme serves to add depth and detail to the pages. White is used as the default background colour for the website's pages as it allows users to focus on the content and not be distracted by the colours. Given that our website targets professionals, a white background creates a sense of simplicity and elegance. However, the colour scheme also enhances the user experience by directing the user's attention to key elements on the page. The colour yellow is used on most buttons to make them easy to locate and navigate to. Yellow is also used prominently on the main page to make a strong impression on the user. In addition, the colour yellow is effective in attracting attention and creating a vibrant view. On the other hand, the colour white smoke is used on pages where we want the user to focus on the profile. By using this colour, we have created a narrow view of the profile, allowing it to be framed and creating the visual effect of a spotlight. The colour dark blue, on the other hand, is used to create contrast with the text, as seen on the profile page. The colour creates strong contrast and enables the user to read the text quickly and easily, improving the



website's accessibility. As seen on the profile page, the yellow button is easy to navigate. When a user likes a profile, they may want to download the resume. By using the colour yellow, we have made it clear for the user to easily navigate to and download the resume.

Two Google fonts are used on the website: **Inter** and **Lexend Deca**. The choice of fonts was made with the overall structure of the website in mind. As seen, the boxes and cards on the website have rounded corners, which creates a professional look. Therefore, the main font Lexend Deca is used in headings. This font gives a more familiar and easily acceptable visual. The font is not very sharp as it does not give a very friendly look to the user. Given that the website also focuses on summarization, the slightly bold nature of the font makes it a good choice for places where we want the user to easily read the text. The other font, Inter, plays a smaller role but is used where the information needs to be smaller or in contrast to other information displayed around it, diminishing the presence of the text slightly. The combination of the two fonts is evident in the cards displayed on the home page, where the headings use the font Lexend Deca and the paragraphs or descriptions use the font Inter.

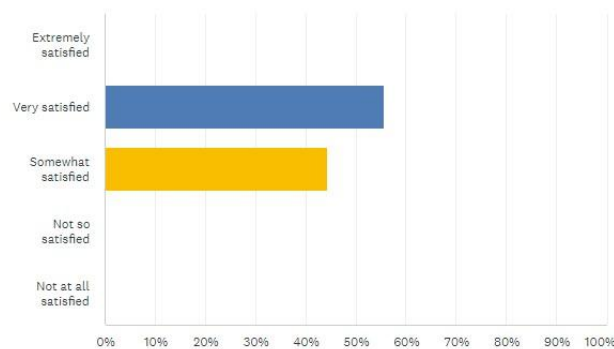
The website underwent several iterations to improve its functionality and design. The first iteration finalised the elements for the pages and provided rough representations of the intended content. The second iteration included a separate page for more detailed information on projects and simplified the overall design of the "My Profile" page. The third iteration added privacy options and the ability to publish or preview the profile to the "My Profile" page. The website's design uses interactive cards and recognizable icons to aid in navigation and understanding. The cards on the homepage provide enough information for visitors to get a basic understanding of a user's CV, and the summarised content on the "My Profile" page allows visitors to quickly assess the potential of the CV before deciding to view more information.

Assumption Testing

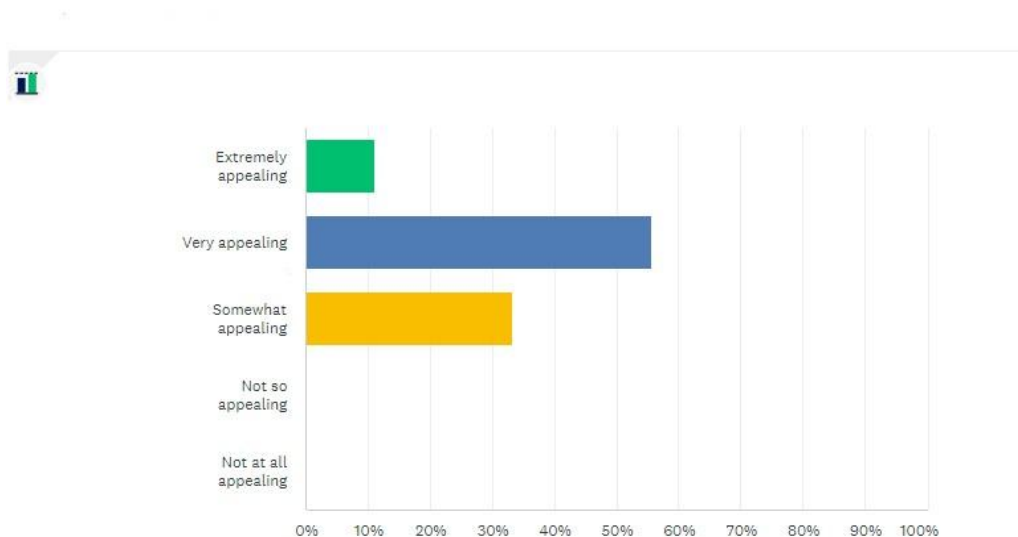
Does the website satisfy users with the look and feel of the website?

The development process for the website involved multiple iterations, including user testing and consultation with other professionals. We began by researching and experimenting with the colour scheme of the page. The colours were chosen based on global preferences, as well as the current trends in modern website design. We wanted to determine whether the colours made a positive impression on users. As colours are closely tied to people's perception of a website's appearance, we conducted a survey among teachers in design and a random sample of people to gauge the appeal of the website.

How satisfied are you with the look and feel of this website?



How visually appealing is our website?

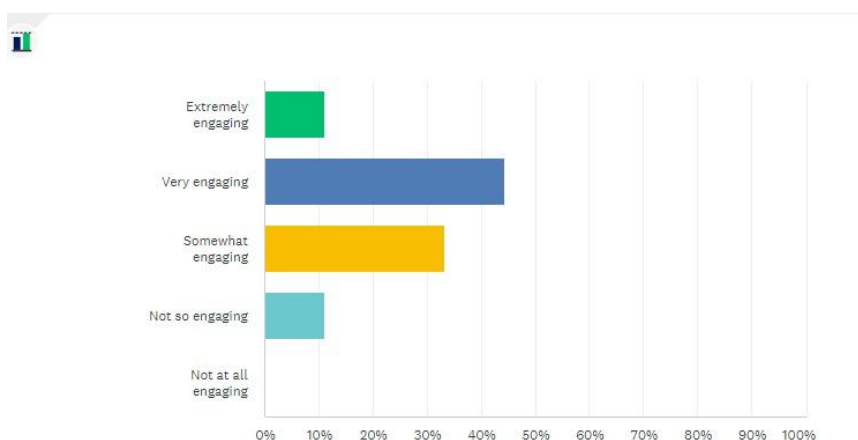


The results of the survey showed that more than 50% of respondents found the design very appealing, with the remainder considering it somewhat appealing. Additionally, a majority of respondents were satisfied with the overall look and feel of the website. These results provided strong evidence that the colour scheme and overall design of the website were well-received by users.

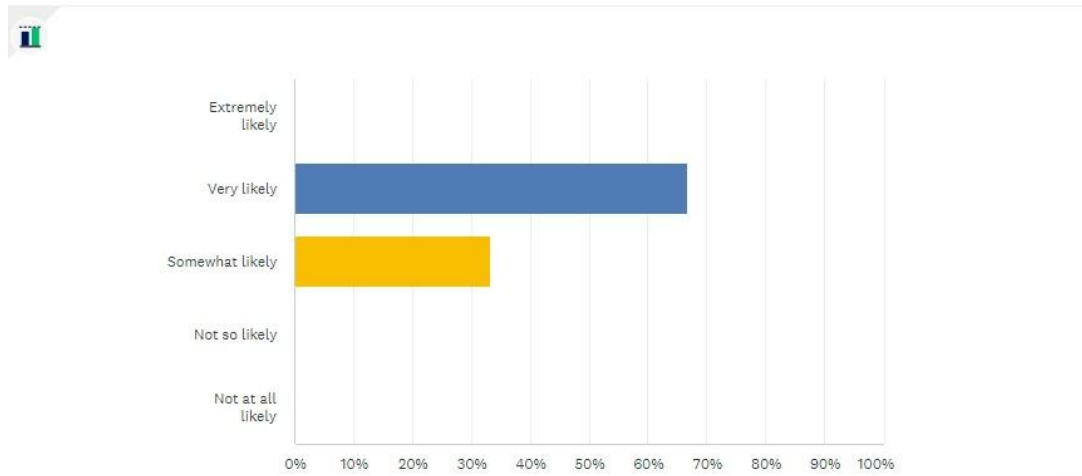
Does the Layout make it easy for users to navigate ?

While designing the layout and flow of the website, our focus was on simplicity and minimising distractions for users. To this end, we employed a white background on most pages, as this colour is familiar to many users and helps to narrow their focus to important content. As seen on our home page, the white background allows users to easily focus on the cards. We also made use of the colour yellow in buttons to draw attention to important options. For example, the sign-up button appears on every page, reminding users to sign up and making it easy for them to do so. The navigation menu bar is also kept simple to prevent distraction and facilitate ease of use. To confirm the effectiveness of these design choices, we conducted a survey asking users whether they found it easy to navigate our website.

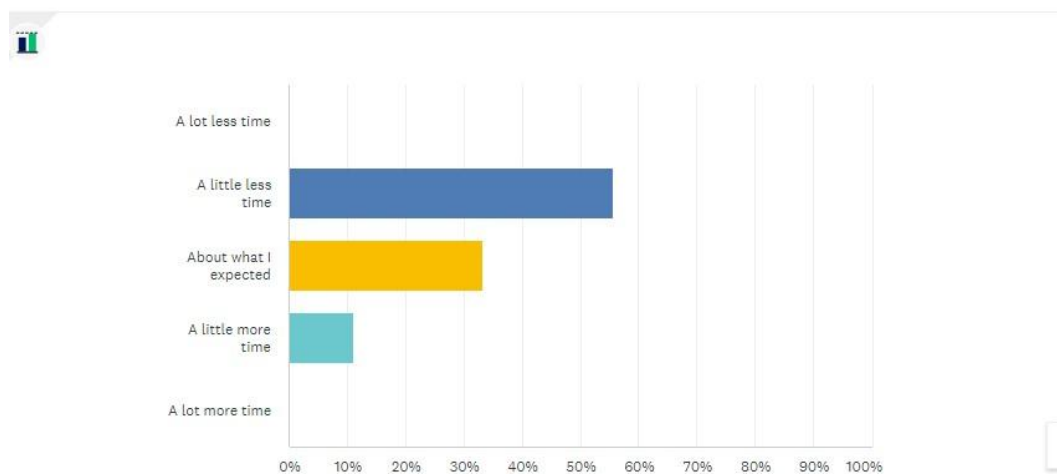
How engaging is the design of the website?



After reviewing the design above, how likely are you to explore the website?



Did it take you more or less time than you expected to find what you were looking for on our website?

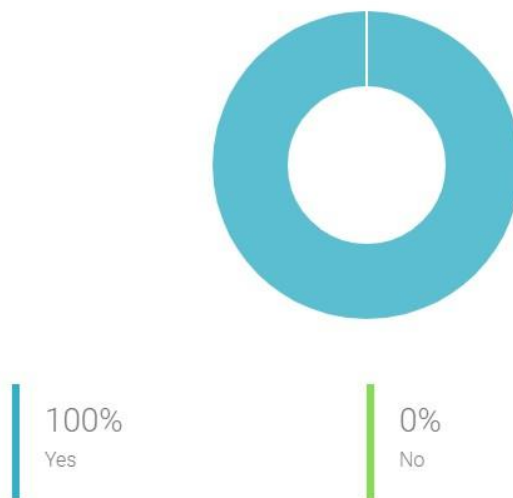


Based on the survey results, we found that users found the website user-friendly and showed interest in exploring it further. In most cases, it took users less than the average time to find what they were looking for. This indicates that our design choices, including the use of a simple layout and intuitive navigation, were successful in making the website easy to use for our users.

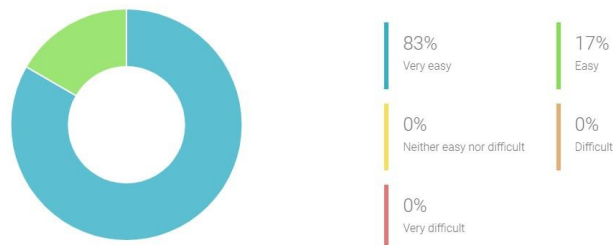
Does My profile page provide the best User Experience ?

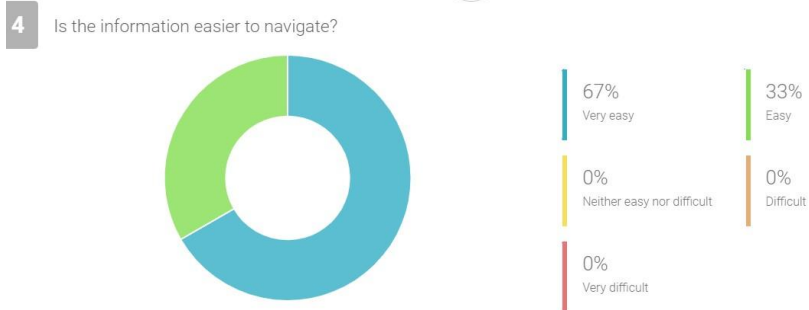
The profile page is a crucial part of our website, so it was important to ensure that the design and information displayed met the needs of users who would be creating profiles. To this end, we provided a range of details and sections that allow users to more fully describe and represent themselves. This sets our website apart from others, as it gives users more opportunities to showcase their strengths and qualifications. To make it easier for potential employers to quickly scan and review profiles, we also included a summarised overview that highlights key information about users. This helps to catch the attention of employers and make it easier for them to review profiles in a timely manner.

1 Does initially my profile page provide you with basic information?



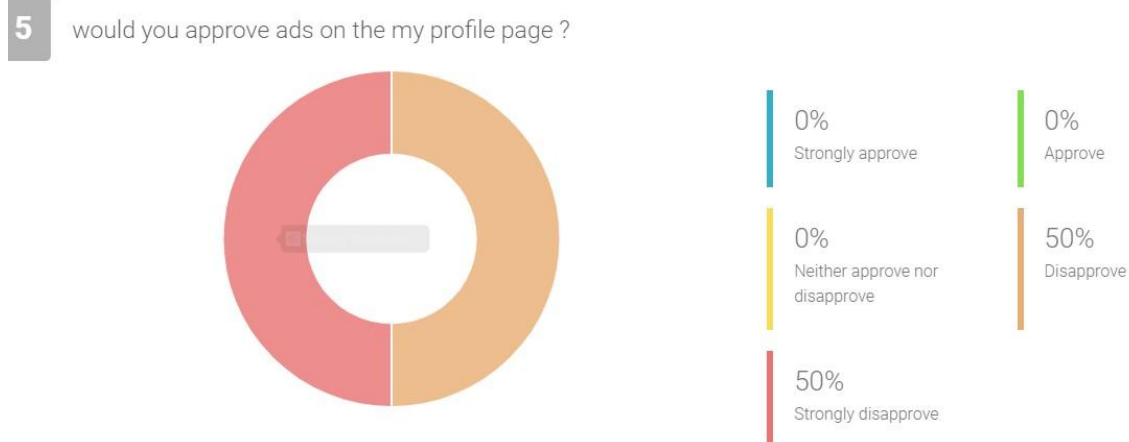
2 Can you navigate through the page easily?





According to the survey results, all respondents agreed that the profile page includes all of the basic information that they would expect to see. This indicates that we have not left out any important details. Additionally, users were able to navigate the page easily, which is as expected.

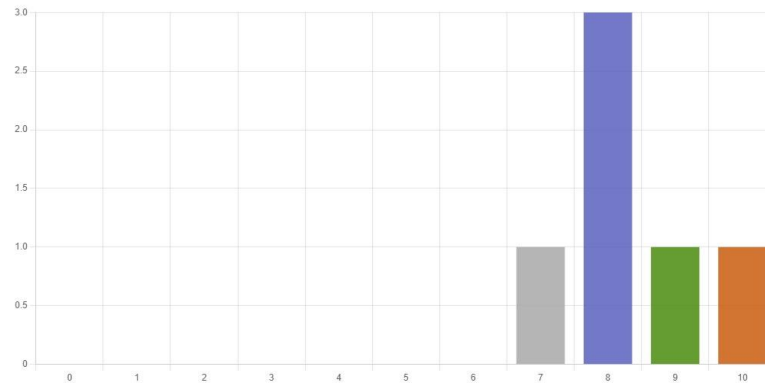
Since our website will generate a significant portion of revenue from ads, the profile page represents a potentially valuable location for ad placements. However, we were concerned that this could disrupt users' focus on the content or quality of their time spent on the website. Therefore, we included a question in the survey to gauge people's opinions on this implementation.



The graph above illustrates the results of our survey on this topic. It is clear that the majority of respondents strongly disapprove of the idea of placing ads on the profile page. This strong response convinced us not to pursue this option.

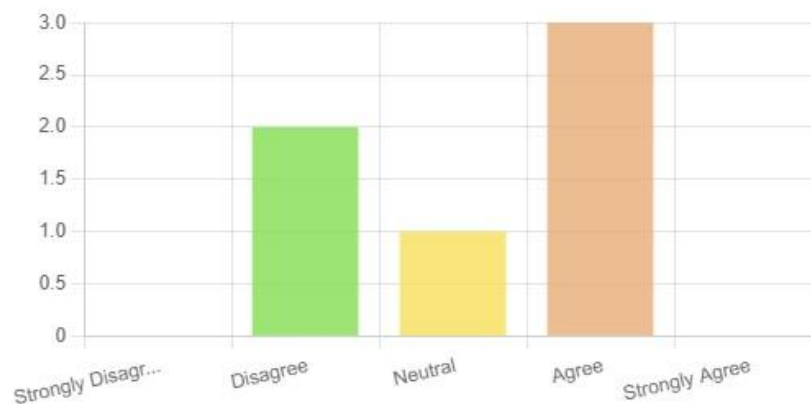
We also asked users what they liked about the profile page and whether it met their expectations.

Rate the design of the page



7

Do you agree that the page is finalized? Disagree if you think it requires changings



The responses to the overall design were generally positive, with most users finding it satisfactory and complete. However, there were a significant number of respondents who felt that the design might be missing something. While it is true that there are always possibilities for improvement in any project, we took this response as successful support for our design choices.

We also asked some users to mention the things they found most useful and liked the most about the website.

These were the things that were liked and people mentioned.

Detailed view of each project visible when its corresponding thumbnail is clicked.
Freedom of publishing the profile by choice
Making sections of profile public or private.
Searching for other users based on filters like profession, location, etc.

Projects
Summary
Detailed Profile without making profile look cluttered
Making items on profile page public and private
Making things public or private by choice
Feature of downloading profile in different templates
Detailed view of each project visible when its corresponding thumbnail is clicked.

The website development process included multiple iterations and input from professionals and users to refine the design and functionality. A survey was conducted to test the effectiveness of the colour scheme and layout, which were chosen based on global preferences and current design trends. The website was designed with simplicity and ease of navigation in mind, and the survey results showed that users found it user-friendly and easy to navigate. The idea of placing ads on the profile page was strongly rejected by the majority of survey respondents. Overall, the design of the website was well-received, though some users felt that it might be missing something. Users appreciated the useful and liked elements of the website.

Analysis / Outcomes / Evaluation

From the low fidelity prototype to high fidelity prototype we had thorough discussions regarding the workflow, theme colour, the doubt of the project features and so on.

To evaluate the success of our project, we will be using a range of metrics to measure the effectiveness of our solution. These metrics will include user satisfaction, increased engagement with the website, and financial performance. We will be collecting data on these metrics throughout the project, and will use this data to identify areas where we are achieving success and areas where we need to make improvements.

For user satisfaction, we will be conducting surveys and interviews with users to gather feedback on their experience using the website. We will also be tracking metrics such as time on site and page views to gauge engagement with the website. Finally, we will be monitoring financial performance by tracking key indicators such as revenue and profitability.

In addition to measuring the success of the project, we will also be considering any challenges or limitations that we may face during the project. We have identified a few potential challenges, such as limited budget and tight deadlines, and we have developed contingency plans to address these challenges if they arise. For example, if we encounter budget constraints, we will prioritise features and focus on delivering a core set of functionality rather than trying to include every possible feature.

Finally, we will be looking for opportunities to learn from our successes and failures during the project. To do this, we will be keeping track of any best practices or techniques that we find particularly effective, as well as any unforeseen challenges that arise. We will also be conducting regular reviews of our progress to identify areas where we can improve and make adjustments as needed.

Through this ongoing analysis and evaluation process, we hope to not only achieve the goals of our project, but also to gain valuable insights and knowledge that we can apply to future projects. By continually learning and improving our approach, we can increase our chances of success and better meet the needs of our users.

Appendix

Meeting Log

- 13 Nov 2022: First meeting with all the group members and setting the type of project.
- 17 Nov 2022: Simply explain the group members' own idea of the project.
- 21 Nov 2022: Explain deeply the group members' own idea of the project followed by its storyboarding.
- 27 Nov 2022: Vote the team leader and the idea of the project.
- 30 Nov 2022: Discuss the project aims, main features, challenges and risk.
- 4 Dec 2022: Extend discussion of the content of main features and start planning the project.
- 7 Dec 2022: Discuss the content of the subtopic in the project proposal.
- 11 Dec 2022: Extend discussion of the content of the subtopic in the project proposal.
- 21 Dec 2022: Finalise the content of the subtopic in the project except the subtopic of analysis/outcomes/evaluation.
- 23 Dec 2022: Finalise the content of the subtopic of analysis /outcomes /evaluation.

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