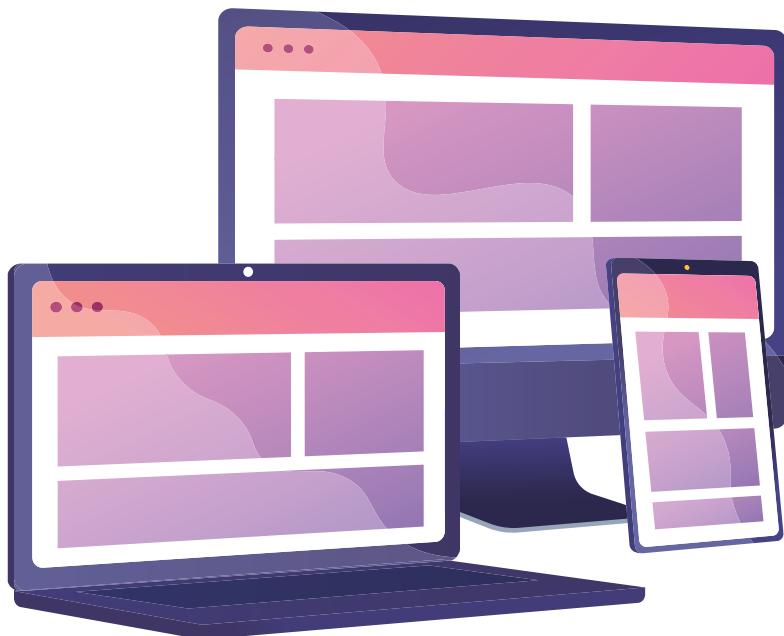


DECO 1400: Introduction to Web Design

# DESIGN REPORT

The University of Queensland



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# INTRODUCTION

For my website design assessment, I decided to create a design portfolio. Throughout the year, I have had a strong interest in Graphic Design. Even though I have on several occasions been able to do client work, I have had to send them examples of my work on Google Drive or Dropbox. Moving forward I wanted to make a website to be able to show potential clients my work more easily.

The user will be presented to the home screen when they get to my website. Here they will be introduced to me. The goal for the home page is to make it simple for the user to find my work, find my qualifications, get to know me and to contact me.

I have decided to implement:

- A "Home" page
- A "Contact me" page
- A "About me" page
- A "Gallery" page
- A "Download my CV" page

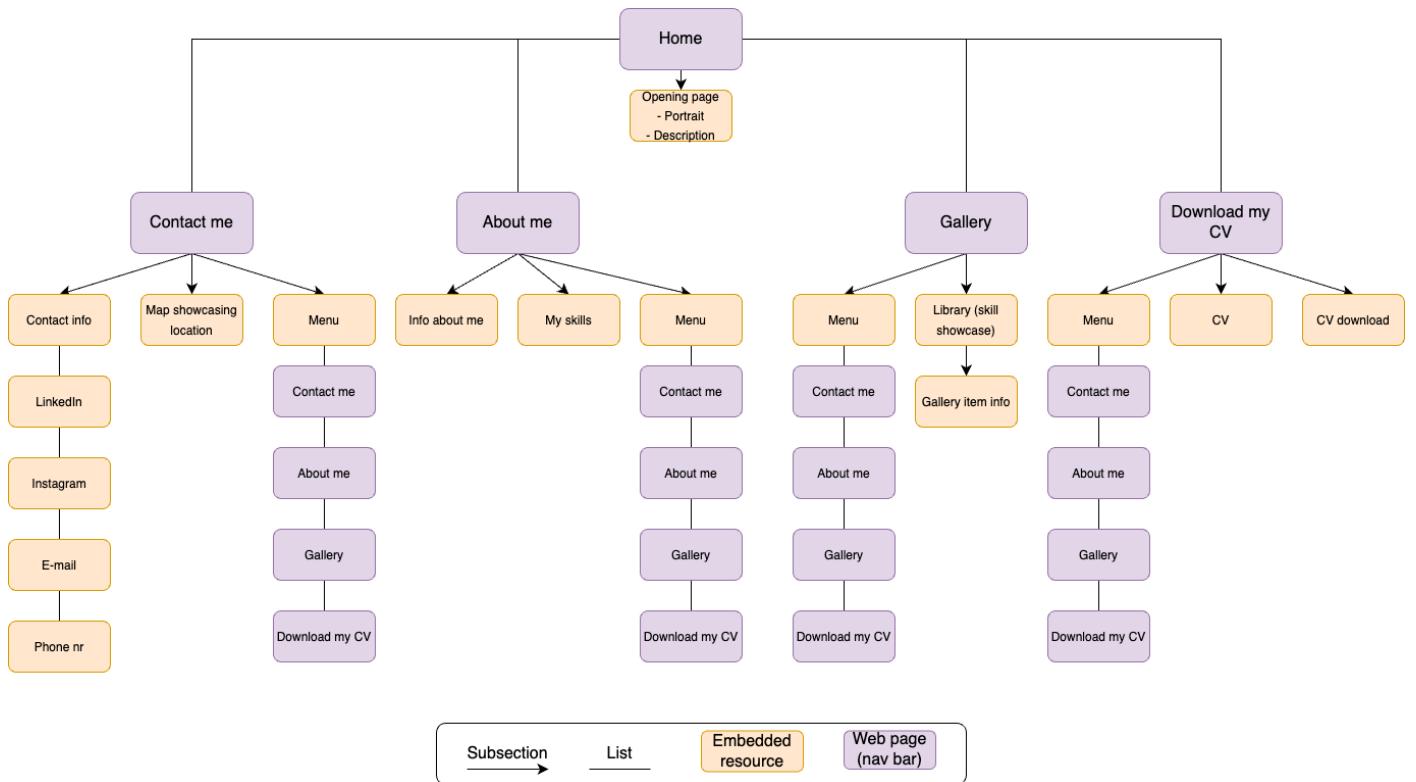
This report will include;

- Sitemap**
- Colors**
- Target audience**
- Prototypes**
- Low and high fidelity prototypes**
- Design decisions**
- Conclusion**

# REASON FOR WEBSITE

The reason for why I am making a portfolio is because I want to start building my career and want a place where I can showcase all my best projects. A portfolio is a great way for designers to showcase their skills, and since I want a career in design and IT, I figured that the best way to show what I can do is through a web portfolio.

# SITE MAP

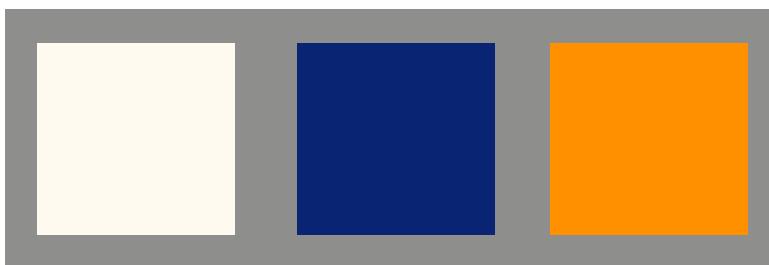


*Figure 1:a Site:Map*

The Site map shows the idea and layout of my website clearly, and was of great help when designing my prototypes. The Site map shows that the user is directed to the Home page with a portrait and a description of me on the landing page. From here, the user can access "Contact me", "About me", "Gallery" and "Download my CV".

The “Contact me” page contains different ways to contact me through the most popular platforms, in addition to an internal map showing where I reside.

# COLORS



*Figure 1:b RGB colors I have used*

Colors used for my Website. I only used three colors to not distract the user. Blue is a color that I associate with professionalism and business. When I needed a different color, for example to differentiate between "menu" and "specific picture info", I used orange. Orange is the opposite color of blue, and does therefore not confuse the user.

# TARGET AUDIENCE



**Jacob**

**31 years**

**Manager for large IT company(IBM)**

**Enjoys consistency in a website,  
and prefers functionality over heavy  
design**

**Brisbane**

*Figure 2:a Picture of man.  
Adobe stock photo*



**Frida**

**35 years**

**Department manager for design(TRY)**

**Enjoys minimalistic design, but wants to see  
personality through the design**

**Oslo**

*Figure 2:b Picture of woman.  
Adobe Stock photo*

Target Audience for a portfolio can be hard to make. Especially if I want to work from home, where I can have managers from all over the world. But I've made ideal personas from the areas where I want a career.

## PROTOTYPES

The "About me" page has an informative description of me, as well as a list with all my skills I want to highlight to the possible client.

The "Gallery" page is a library where I will add my work. Here the user will be able to see what the quality of my work is. Each item in the gallery will be able to be clicked, leading to a pop-up with a larger photo and more information about the project.

The last page, the "Download my CV" page contains my CV for easy access as well as an option to download my CV for future reference.

Across all of the pages, except for the Home

page, the user will be able to press a menu button to access all of the different web pages or simply go back to the Home page by clicking my name as per industry standard. The Home page will have a Navigation bar at the top of the page with all of the options displayed along the top, instead of having a menu button.

# LOW AND HIGH-FIDELITY PROTOTYPES

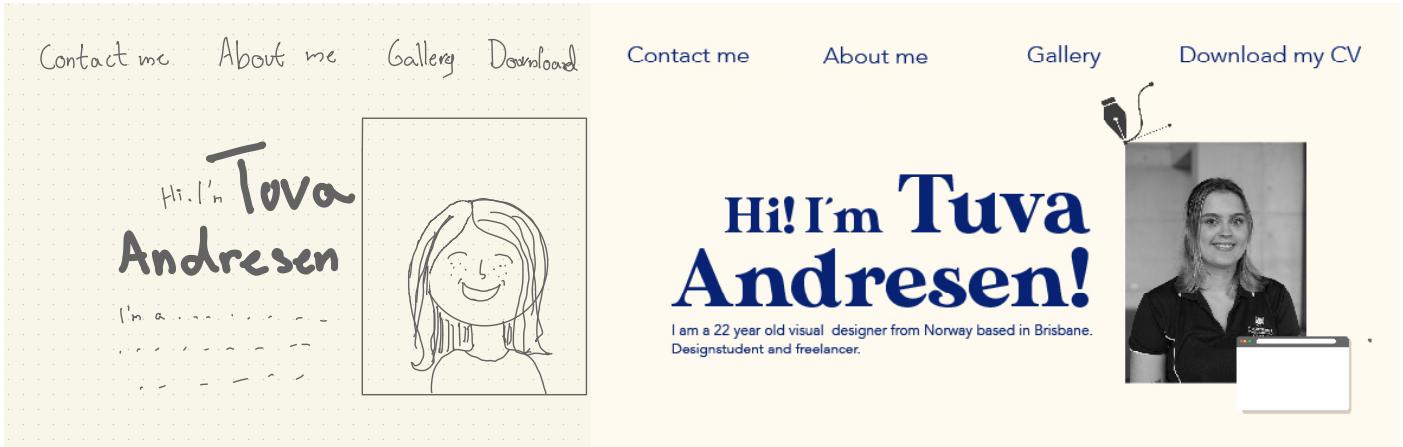


Figure 3:a Low and high-fidelity prototypes of home-page

The Home page will have a Navigation bar at the top of the page with all the options displayed along the top, instead of having a menu button. When you for example click on "Gallery", it will have a menu on the right corner.

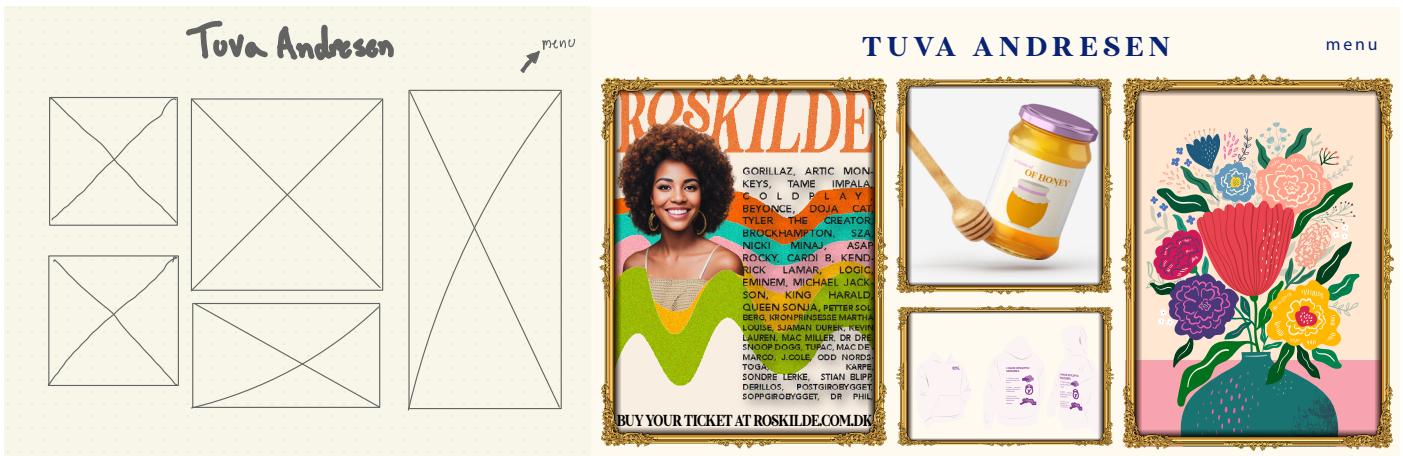


Figure 3:b Low and high-fidelity prototypes of Gallery.

The "Gallery" page is a library where I will add my work. Here the user will be able to see what the quality of my work is. Each item in the gallery will be able to be clicked, leading to a pop-up with a larger photo and more information about the project. The design is fun and looks like a wall-gallery. It is important for me to stand out as a designer, and I thought adding frames to the projects would look interesting.



Figure 3:c Low and high-fidelity prototypes of specific project in the Gallery

When the users goes to the gallery and wants to get information on a specific project. The user will just have to click on the project that they are interested in, and description will pop up.

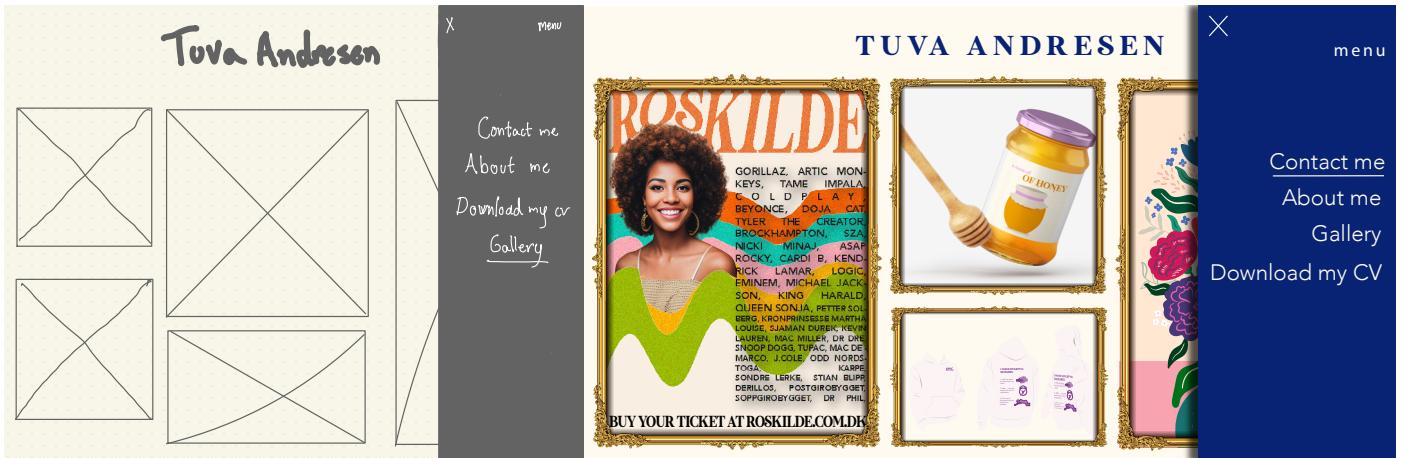


Figure 3:d Low and high-fidelity prototypes of menu

Across all of the pages, except for the Home page, the user will be able to press a menu button to access all of the different web pages or simply go back to the Home page by clicking my name as per industry standard.

The Home page will have a Navigation bar at the top of the page with all the options displayed along the top, instead of having a menu button.

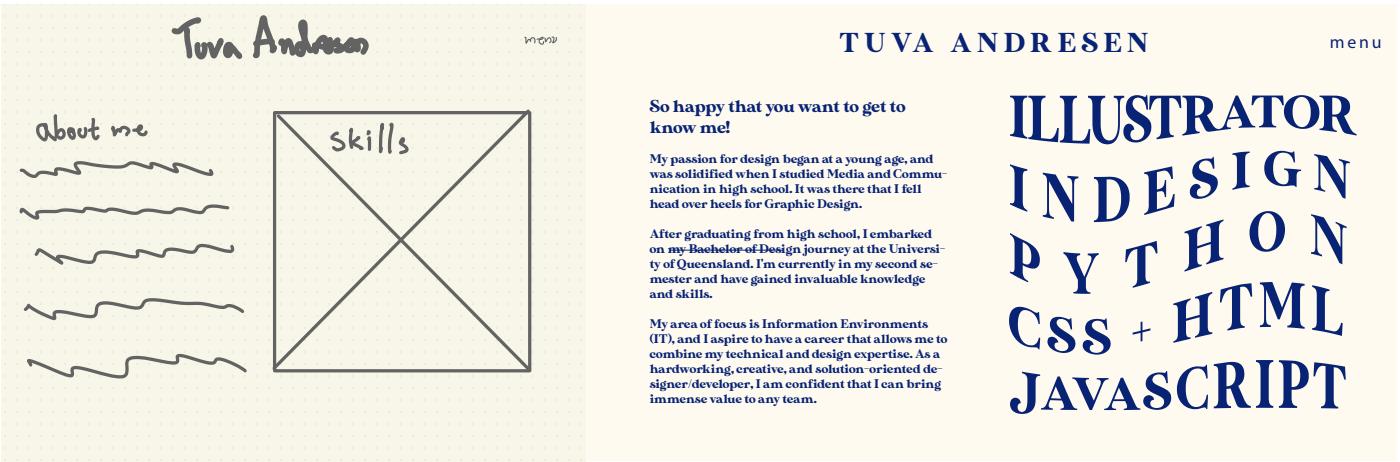


Figure 3:e Low and high-fidelity prototypes of skill-showcase and about me

The "About me" page has an informative description of me, as well as a list with all my skills I want to highlight to the possible client

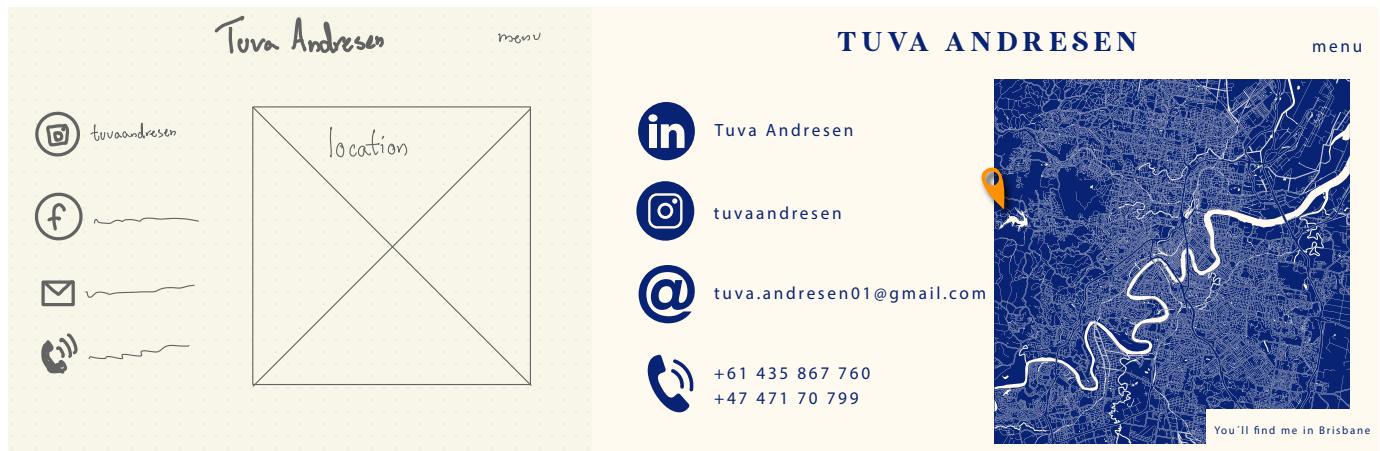


Figure 3:f Low and high-fidelity prototypes of "Contact me"

The "Contact me" page contains information about where to find me and where to contact me. I did not want to show my full address due to privacy concerns, but the users that download my CV will find it. Potential clients will know that I am in Brisbane and decide if they want to contact me or not.

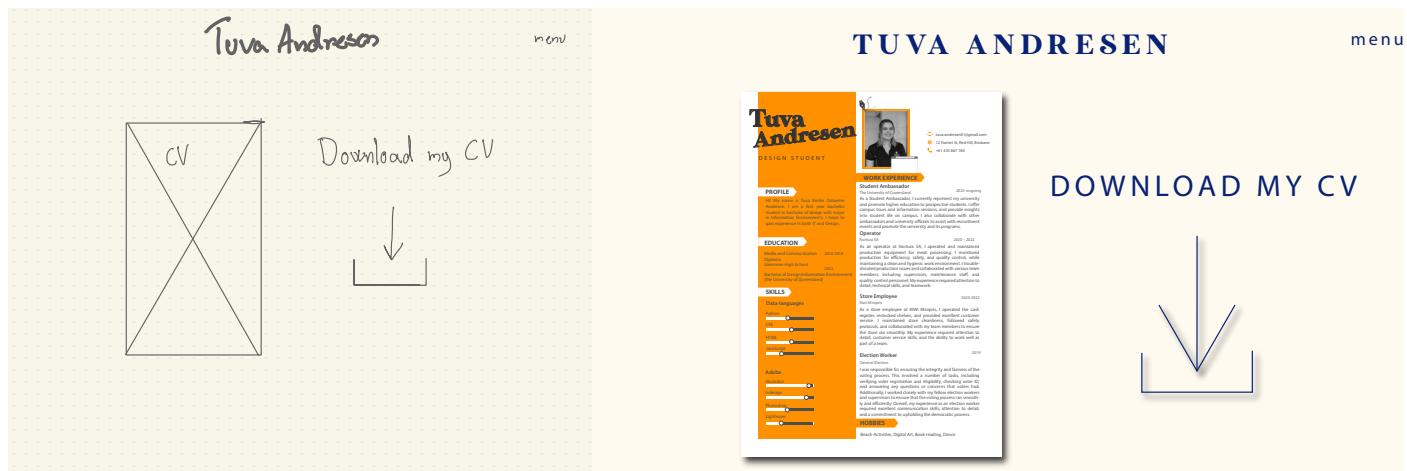


Figure 3:g Low and high-fidelity prototypes of "Contact me"

The last page, the "Download my CV" page contains my CV for easy access as well as an option to download my CV for future reference.

# Design decisions

## *Match between system and real world*

For this website, I made sure to use simple terms that everyone will understand. Whilst there are terms in my field which only other professionals will understand, I made sure to exclude these as per this heuristic in order for all users to understand my website.

Furthermore, on the “Contact me” page I used icons which resemble the real world. This way the user quickly understands how to reach me on different platforms. I have also included a map of my location, but for those who do not understand where this is, I decided to include a text box at the bottom writing clearly where I am located.

I have also designed the “Gallery” in a way that it resembles a true gallery. This subtle design decision can help match the system with the real world.

## *User-control and freedom*

My website allows the user to always go to the correct page. If a user goes to the wrong page, they can easily go back home or press the menu button to the correct page.

When viewing more information about a project in the gallery, the user can easily go back to the gallery if they clicked the wrong button or simply want to go back to viewing. This way they do not have to go back to the Home page if they do not desire.

## *Consistency and standards*

Whilst designing my website, I made sure to stay consistent with my features both across my pages, whilst also following industry standards. The way of navigation is consistent across all my pages, except for the home page, but still manages to be self-explanatory. The way a user can get back to the home page is consistent to industry standards; by pressing the centre button at the top.

## *Recognition rather than recall*

The website uses clear and concise language, making it easy for the user to jump in and get where they want to go without having to remember how to do certain things just to get their desired outcome.

## *Aesthetic and minimalist desing*

I made sure to have a large focus on keeping the design aesthetic but also minimalistic. This ensures that the website looks attractive and thus makes sure the client sticks around and gives them a good impression of me and my work. Having a minimalist design helps make the website easy to use and understand, as there is not a lot of clutter in the way for the user. The website design ensures that only the essential elements are on the screen for the user, i.e moving the navigation bar underneath a menu button so that e.g the Gallery is in focus for the user.

## **Error prevention**

This heuristic was not used as it is impossible for the user to do any mistakes. No specific task is required from the user and therefore the user will not make any mistakes

## **Flexibility and efficiency f use**

This heuristic was not used. However I may use it when I implement the website. For example by having shortcuts to go to the menu or shortcut for downloading my CV.

## **Help users recognize, diagnose, and recover from errors.**

This goes back to the error prevention. As it is impossible for the user to make any mistakes, it is not necessary to help users with errors. Therefore, I did not use this heuristic either.

## **Help and documentation.**

This could have been used, although this is something I did not think I would need when I designed the website. However it can be used for example to help users download my resume. I have to think about all the people who I hope will download my resume, many who may struggle with downloading items on their computers. Therefore, when the design is implemented, I should have an option to have the resume be sent on mail to the users.

# **Conclusion**

To summarise, my website design fulfils my goals and motivation for the site whilst simultaneously being a user-friendly interface. My design process had a few different iterations, and I drew inspiration from a few different web portfolios before I arrived at the design I have today. I faced a few challenges in integrating the heuristics at some stages but ultimately arrived at a good balance between being user friendly and an aesthetic design.

Moving forward I will need to implement my website in HTML, CSS and JavaScript. I want to focus on learning animation in JavaScript to make the website more unique.

During this design process I struggled a bit keeping the user in mind and incorporating

the heuristics. There were times when I wanted the design to look different, but had to alter it to make it functionally easy for the user. Next time I create a website, I would like to keep the heuristics more in mind from the beginning, and also remember that functionality is more important than aesthetics.

Overall I am happy with the website design, especially the layout and colour choices, and although I had to alter the design a few times I managed to get a user friendly interface.

# **References**

Nielsen, J. (2020, November 15). 10 Usability Heuristics for User Interface Design. Nielsen Norman Group. Retrieved April 17, 2023, from <https://www.nngroup.com/articles/ten-usability-heuristics/>

Note;

As a Design Student at UQ, I get access to all Adobe-packages including Adobe-stock. I have a license I can use for most purposes, some just educational. Pictures used for my website report and implementation are purely for educational purposes and I will have to change the pictures if I want to publish the report or the website.