

Task 1

In this assignment the site has to be split up into multiple webpages instead of being a single long scrollist. This is fairly easily implemented by separating sections of content from the nav bar into their own webpages that still have a look similar to the original website. However, different content categories might be in order as this version of the site is targete

Due to the target audience being more narrowly defined, some content section are probably best adjusted.

Let us consider some user stories to guide the changes:

- A corporate headhunter looking for an employee for an important role
 - Will probably want to see some impressive information about previous work and qualifications
- An HR manager sorting through a large volume of potential employees to find the best candidate
 - Will probably want a comprehensive and brief summary immediately on the home page
- And HR manager looking on further info on a prospective interviewee
 - Will probably want social media links to get more personal insight into the potential employee and find previous work places to contact them about past performance.

As such, I think both yoga content sections are best left out, and a new one added, discussing Irene's previous projects, named "Portfolio" or something similar.

Task 2

I am going to use the same core design as I did in the previous assignment. The content sections are going to be split up into "About me" (which will also function as a home page), "My career", "My portfolio", "Speaking schedule" and "Contact me". I have made the design for assignment 1 with fluidity in mind, so it should not be a difficult task to make it work well on mobile, probably with only backend changes in css required.

Here are some storyboards of how I will try to make a couple of pages look:



Irene Au

About me

Lead UX designer, Google
2015-2019
Team lead, Google
2014-2015
Lead UX designer, Yahoo
2009-2014
Team lead, Yahoo
2007-2009
Lead designer, Netscape
2003-2007
Lead designer, Udacity
1999-2003

[About me](#)[My career](#)[My portfolio](#)[Speaking
schedule](#)[Contact me](#)

Irene Au

Past projects

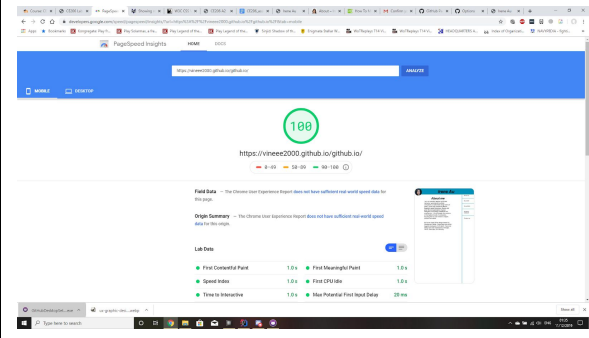
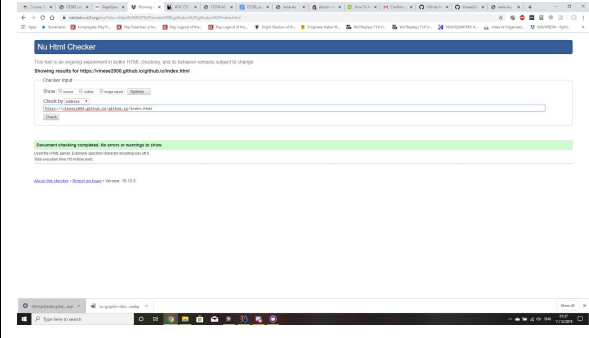
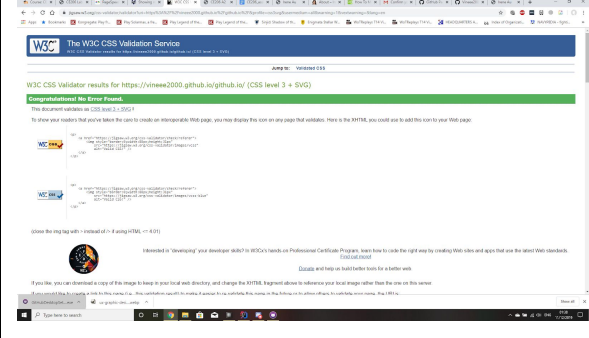
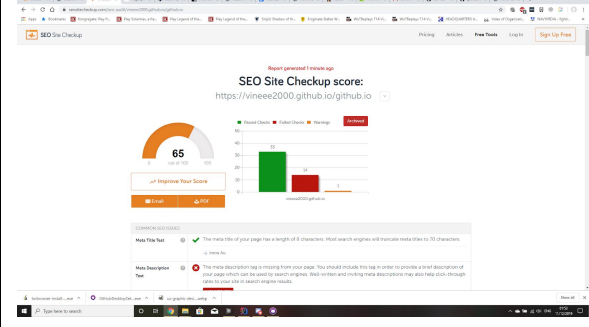
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Task 3

Since no images or descriptions are required here, see attached HTML

Task 4

Metric	Result
Usability	100 
Style (HTML)	No errors/warnings 
Style (CSS)	No errors/warnings 
SEO	65% 

The automated site evaluations might look impressive (with the sole exception of SEO, included for that specific purpose), but automated evaluations are only a part of the overall picture.

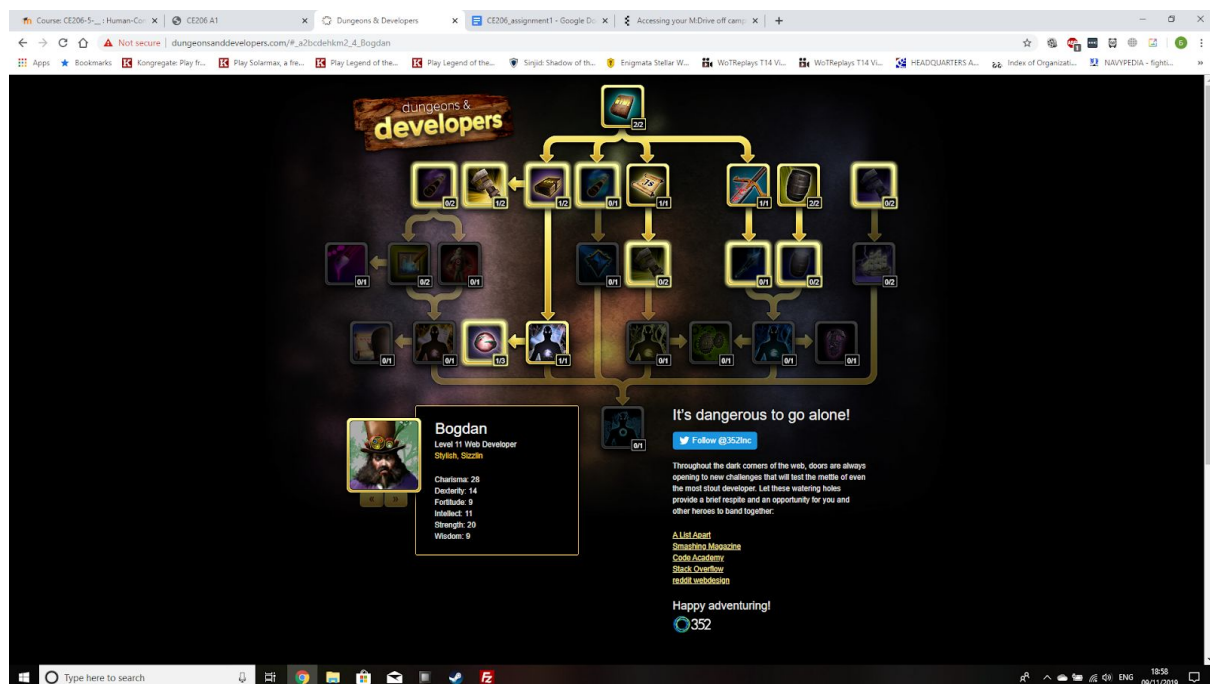
No error/warning for CSS and HTML are, however, just that. My site has valid HTML and CSS, which is not surprising for a fairly small project like this one.

Google PageSpeedInsights provides information on site's *performance* specifically, which is an aspect of usability, but only one of many of them. Perfect score here in this case is really more of an indication that there is an open design space for adding more computationally features to the site in the future. One possibility I see is adding some JavaScript in the portfolio page is interactively displaying samples of designs Irene has done in the past.

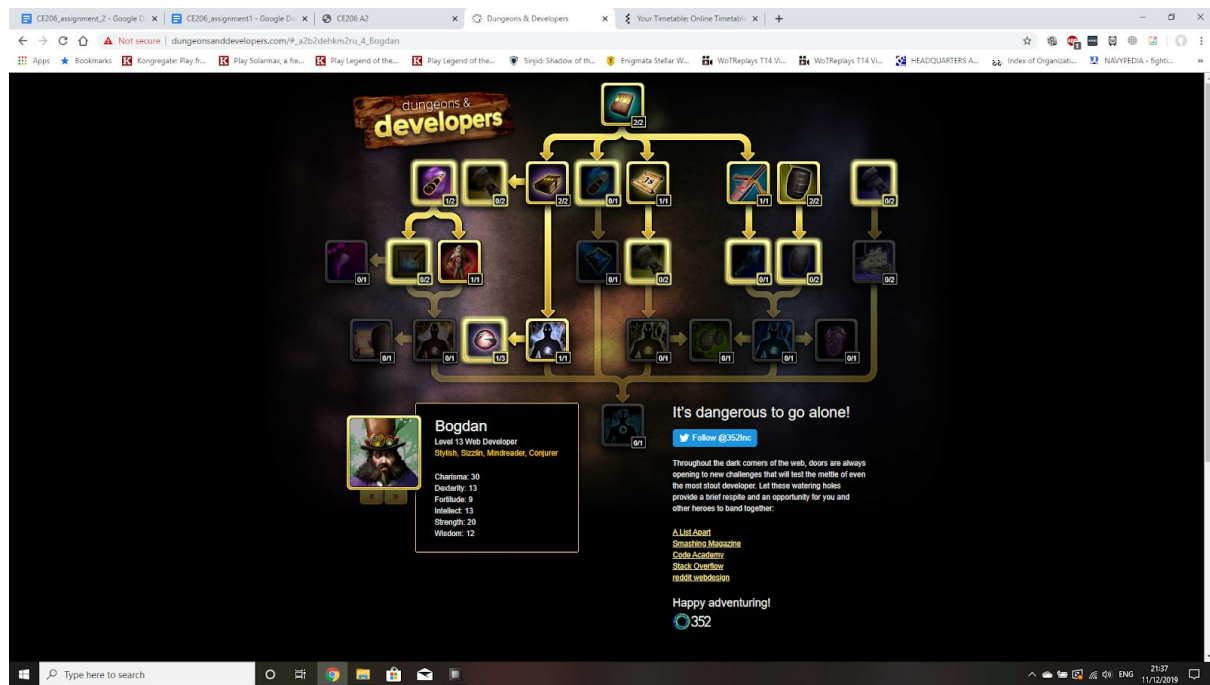
SEO optimisation is probably the issue to be tackled first, as it is both fairly straightforward and important. The shortcomings here are less about the site design per se, and more things like a robots.txt file, meta tags and other features meant to interact with search engines.

Dungeons and Developers

Before:



After:



(Rather unsurprisingly for a module *not* about webdev, I have not learnt much about webdev)