**To: *Janine Solberg***

**From: *Yifan Zhang***

**Date: March 11, 2025**

**Subject: *Planning document Yifan’s portfolio website***

**Summary**

The purpose of this memo is to outline the working plan for my personal portfolio website. This document includes my goals, target audience, and design inspirations, along with a detailed sitemap and wireframes to illustrate the planned structure and layout. In addition to showcasing my technical proficiency in front-end programming, full-stack applications, and cloud computing, the portfolio attempts to capture my hobbies and personality. Hiring managers, recruiters, and technical leads looking for entry-level or software engineering interns make up my main audience.

**Background**

My portfolio website aims to communicate my personality and technical abilities in a way that appeals to prospective employers and anybody else who might be interested in my work. I want to showcase my expertise in front-end programming, full-stack applications, and cloud computing, but I also want to show that I'm more than simply a coder. In addition to being a professional display, my portfolio will act as a personal introduction, revealing to visitors my passions, inventiveness, and approach to problem-solving.

My main audience are hiring managers, recruiters, and technical leads seeking software engineering interns or entry-level candidates. They are most likely searching for unambiguous proof of my technological prowess, projects, and capacity for teamwork. I will highlight my expertise in JavaScript, React, and other front-end technologies in order to satisfy these standards. I will also highlight projects that show problem-solving and performance optimizations. To make my portfolio feel special and unforgettable, I also want to make room for more intimate elements, such as my love of music, video games, and snowboarding.

I want the design aesthetic to be simple, contemporary, and slightly unique. Developer portfolios that strike a mix between professionalism and a dash of uniqueness—something interesting but manageable—inspire me. I'll probably choose a simple color palette with accents that represent my own brand. In order to provide visitors a more comprehensive picture of myself as a developer and a person, the site will provide a brief overview of my abilities and projects, while a separate part will highlight "Fun Facts" or hobbies. I want to leave a lasting impression on employers and highlight my unique qualities by keeping my design approachable and interesting.

**Sitemap**

My portfolio website's sitemap is designed to make it simple to navigate and to showcase both my work and interests outside of work. It includes the following important pages:  
Homepage This is the starting point and gives a quick overview of who I am, what I can do, and my main projects. It consists of:  
- a navigation bar that connects each of the main parts.  
- Greetings and a brief introduction of my background.  
- a section that highlights particular initiatives.  
- a request to view my entire portfolio (CTA).  
Landing Page for a Portfolio My technological projects, such as front-end development, data science, and cloud computing work, are showcased on this special page. It consists of:

The "About Me" page gives readers a better idea of who I am by combining personal and professional aspects. It consists of:  
- a professional biography that includes education, talents, and career goals.  
- a "Fun Facts" area that highlights interests (such as snowboarding, CS:GO, and the piano).  
The Contact Page There are options for visitors to contact me on this page. It includes:  
Links to social media platforms (GitHub, LinkedIn, etc.).

A diagram of a website

Description automatically generated

WireFrames:  
A screenshot of a computer

Description automatically generated

This will be my home page with a brief about me section and nav bars

A screenshot of a computer

Description automatically generated

This is my main about me page where I will include a paragraph that talks about my experience, also some of my hobbies.

A screenshot of a computer

Description automatically generated

This is the page that showcase my work and the projects I have built. Each section will be an image and a link that directs either to the GitHub repo or a new page that demonstrates that specific project.

A screenshot of a computer

Description automatically generatedMy resume page is very simple. User can either view it as an image or download the pdf (preview on the page)

A screenshot of a contact page

Description automatically generated

My contact page includes my linkedin, github, email, and number. The image is there as a placeholder and I would like to add design element to it.

**Conclusion**

My personal portfolio website is based on this planning document, which ensures that it is both professionally and personally appealing. I have produced a roadmap that will direct the development process by precisely outlining my objectives, target audience, and design vision in addition to a well-organized sitemap and wireframes.  
How to best present my projects is one important choice I'm still debating. While preserving an easy-to-use interface, I want to make sure that prospective employers can rapidly understand the breadth and significance of my job. I'm conflicted between:

* Using screenshots with brief summaries for a quick visual preview.
* Providing extensive project descriptions to detail my thought process and technical implementation.
* Linking directly to my GitHub repositories, allowing access to the code but without much project context.

At this point, I'm leaning toward a hybrid approach that includes a GitHub link, a brief explanation, and a visual preview, but I want to get feedback on the best method to showcase my work.  
All things considered, I have confidence that this strategy will help me in creating a portfolio that effectively displays my technical abilities, completed projects, and character. However, I do believe feedback could be very helpful!