

ASSIGNMENT #2 - USER FEEDBACK

Audience & Users

Target Audience

My target audience consists of potential employers in tech and digital business roles, startup founders seeking technical co-founders, and professional collaborators in the fields of digital transformation, business strategy, and web development. The portfolio aims to quickly communicate my skills, professional credibility, and potential for creating impactful digital solutions.

User Selection

User A: Hiring Manager

- **Role:** Hiring manager at a digital innovation consultancy
- **Why Relevant:** Represents employers who evaluate candidates for roles bridging technology and business strategy—my primary career target.

User B: CS MSc Student

- **Role:** Computer Science Master's student specializing in software engineering
- **Why Relevant:** Represents technical peers who might collaborate on projects and can assess technical credibility and functionality.

User C: Client Profile

- **Role:** Small business owner seeking digital solutions
- **Why Relevant:** Represents potential freelance clients who need to quickly understand my services and how to engage me.

User D: Recruiter

- **Role:** Technical recruiter for tech startups
- **Why Relevant:** Represents gatekeepers who screen portfolios rapidly and expect professional functionality and cross-device compatibility.

Feedback Log (Anonymized)

User	Role (generic)	Context	Key finding (paraphrased)	HCI theme	Action taken
User A	Hiring manager	Desktop	"Navigating between pages causes layout shifts, which feels unprofessional."	Layout Stability & Consistency	Fixed CSS conflicts and reset scroll position on page load.
User B	CS MSc student	Mobile	"On mobile, the navigation is broken, and some content overlaps, making it hard to use."	Responsive Design & Mobile Usability	Implemented proper media queries and a mobile-friendly nav menu.
User C	Client profile	Mobile + Desktop	"The site is missing a logo, so I'm not sure whose portfolio this is. It feels incomplete."	Brand Visibility & Information Architecture	Added a professional logo to the header to establish brand identity.
User D	Recruiter	Desktop	"I didn't immediately realize there was more content below the fold. It needs a clearer cue to scroll."	Affordance & Feedback	Added a scroll-down indicator to improve discoverability of content.

Implemented Changes

Change 1: Fixed Layout Instability

- **Before:** Navigating between pages caused layout shifts and misalignment.
- **After:** Implemented a scroll-to-top function on page transitions and resolved conflicting CSS rules.
- **Rationale:** Ensures a consistent and stable user experience, reinforcing professional quality.

Change 2: Corrected Mobile Responsiveness

- **Before:** The mobile layout was broken, with an unusable navigation bar and overlapping content.
- **After:** Added comprehensive media queries to create a fluid, mobile-first design that adapts to all screen sizes.
- **Rationale:** Guarantees a seamless and functional experience for all users, regardless of their device.

Change 3: Added a Professional Logo

- **Before:** The header lacked a logo, creating brand ambiguity.
- **After:** A clean, professional logo ("AAA") was added to the top-left of the header.
- **Rationale:** Establishes a clear brand identity and improves site navigation and credibility.

Change 4: Added a Scroll Indicator

- **Before:** No visual cue existed to prompt users to scroll past the hero section.
- **After:** A subtle, animated line at the bottom of the hero section now bounces gently to indicate more content is available.
- **Rationale:** Improves content discoverability and guides the user's journey through the site.

WEBSITE Progression v1 -> v2 -> v3



