

PORFOLIO SITE  
DESIGN AND VALIDATION GUIDE

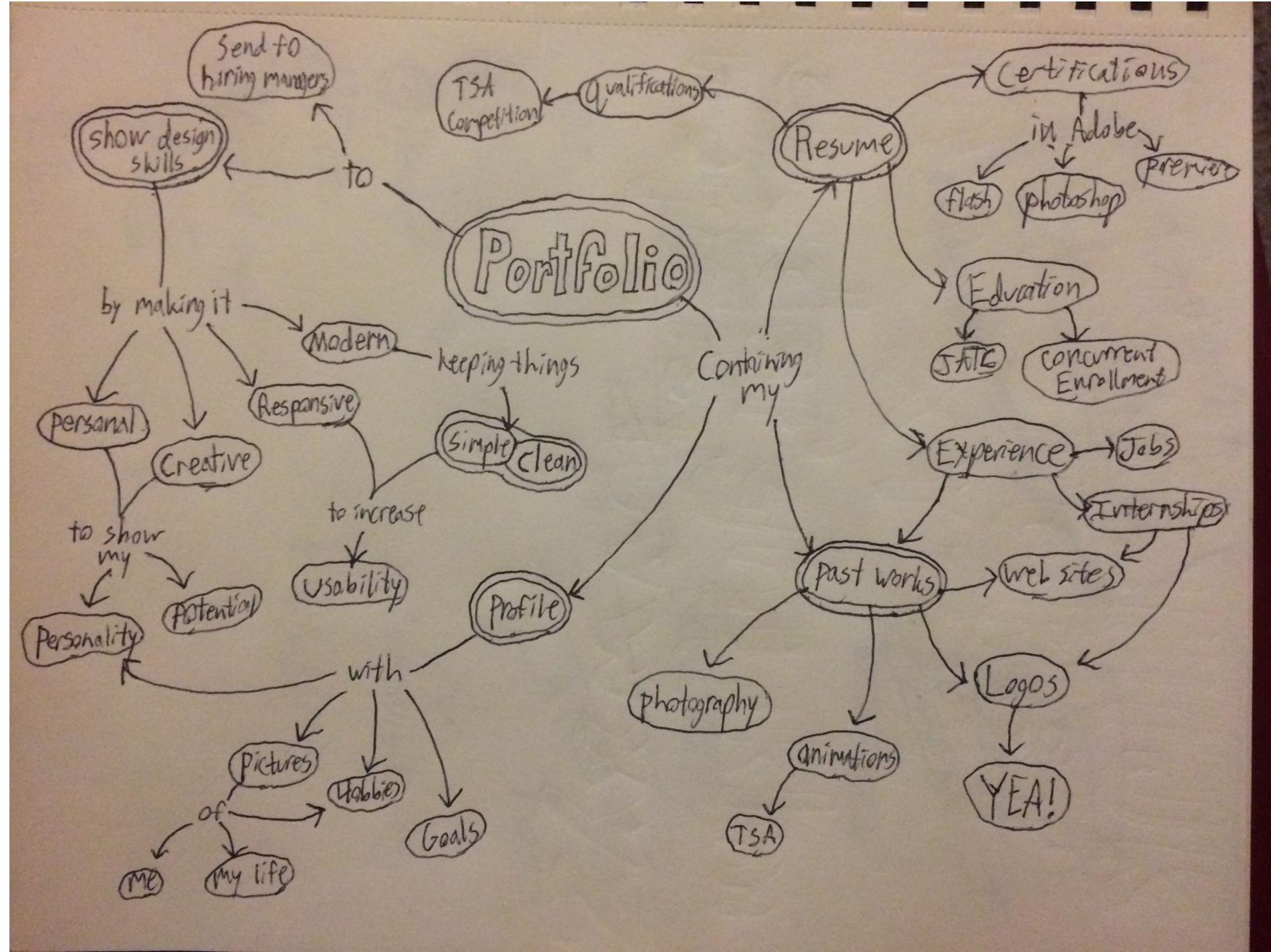


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# Concept Model Sketch

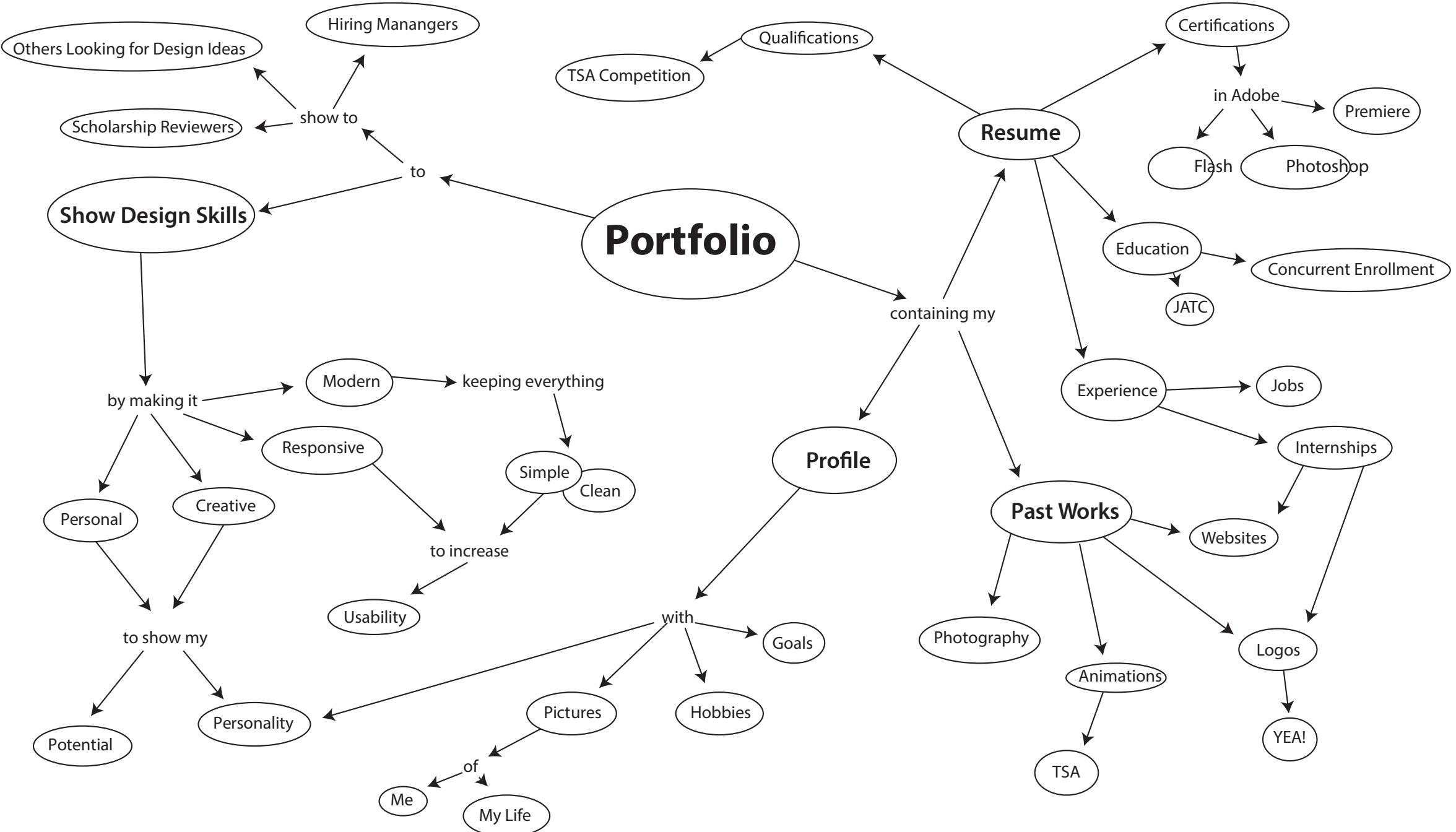


This concept model shows how I want to design my site, what it will consist of, and its purpose. I want to make a creative, modern portfolio to display my accomplishments and experience in school and work.

I decided early on that rather than just displaying what I've done professionally and scholarly, I also want to make sure that visitors to my site also get a good idea of who I am, my personality, and what I like. It also needs to be usable, easy to read, and fun to look at.



# Concept Model



# PostIt IA

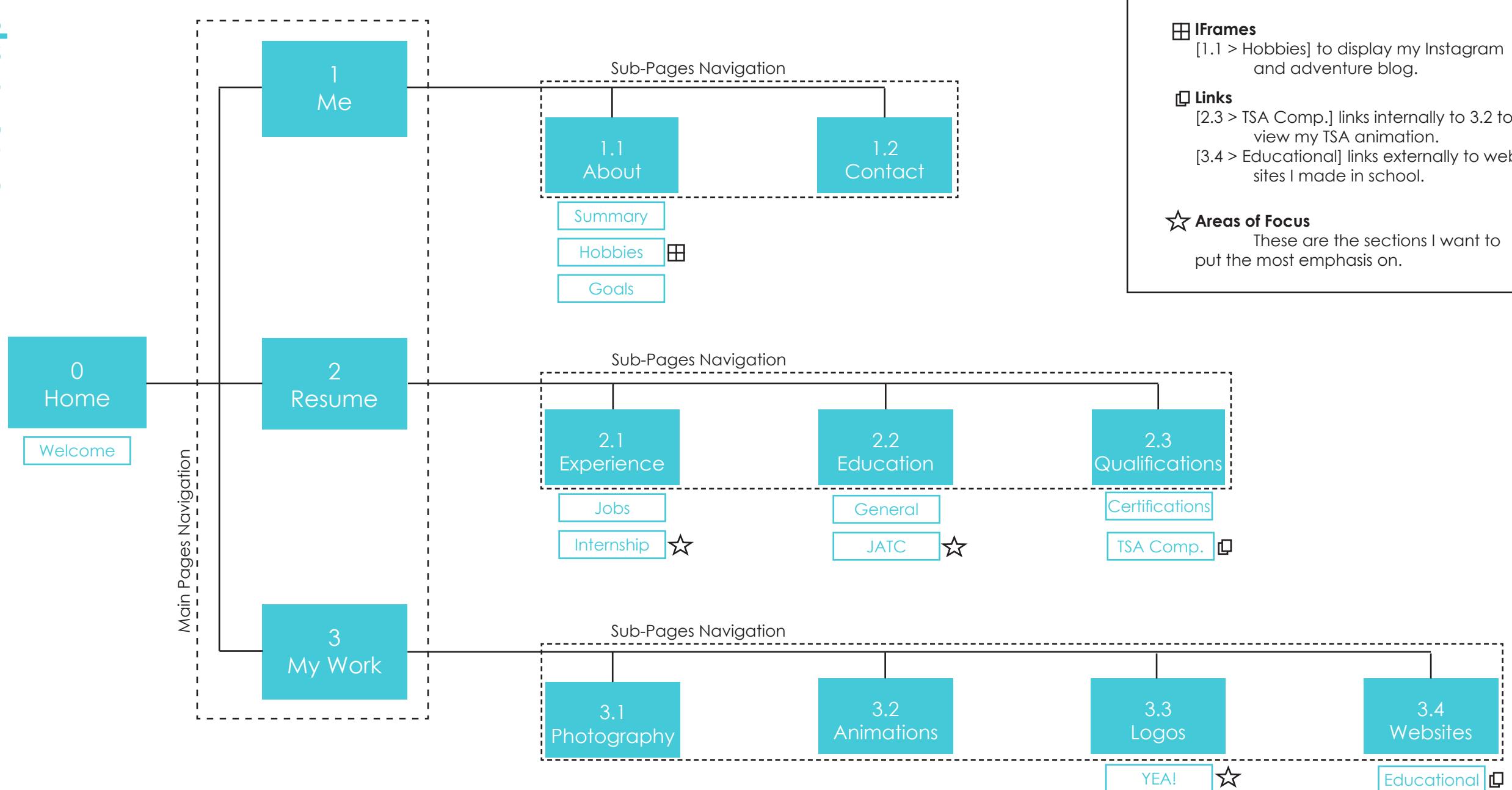
Large Pink: Project  
Large Orange: Main Pages  
Large Yellow: Main Content  
Small Pink: Specific Ideas for Content  
Small Orange: Extensions of Ideas  
Small Yellow: Ideas Outside Main Pages

When planning my Information Architecture I focused first on creating the four main pages represented in orange. I then planned out what main elements would be organized under each page category. These are represented in yellow. The small pink PostIts are the specific ideas I want to focus on under each main idea, and the small orange notes represent continued information off of a little pink PostIt.

As you can see, my portfolio will have a home page for landing and then feature three main pages for my profile, resume, and past works. I want to create a navigation method that will link these together as efficiently as possible. Using this process has really helped me physically lay out the site I want to create. It's also a good reference for me to look at to remember where to place the main focus on each idea. I think this architecture will be great for displaying my content as simply and efficiently as possible.



# Site Map



**Persona #1**

# Hiring Manager

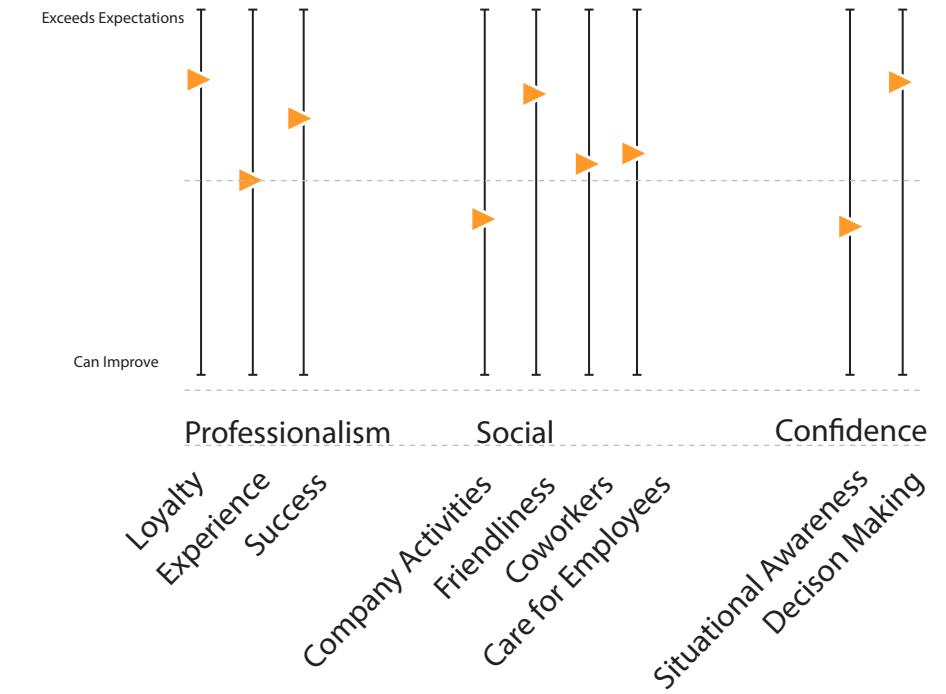
## Hannah



Age: 32  
 Location: Lehi  
 Education: MBA  
 Focus: Business Expansion  
 Employment: 3M HIS  
 Salary: \$90,000+

**"I'm looking for someone with lots of personality and creative potential."**

Hannah is a Hiring Manager working for 3M Health Information Services. She is passionate about her company and believes in exceeding expectations whenever possible. She is in charge of helping expand the company and wants to make sure she finds people who will impress and succeed within 3M.



### Key Characteristics

- Recently received MBA
- Likes to keep work and home separate
- Familiar with design techniques

### Goals

- Expand company
- Find most able potential employees
- Wants company branding updated
- Find people with good design skills

### Questions

- How much experience do they have?
- What is their potential for improvement?
- How much growth have they seen?

### Concerns

- Easy navigation
- Incomplete or no resume
- No explanation of techniques
- Creative potential.

## Persona #2

# Student of Design

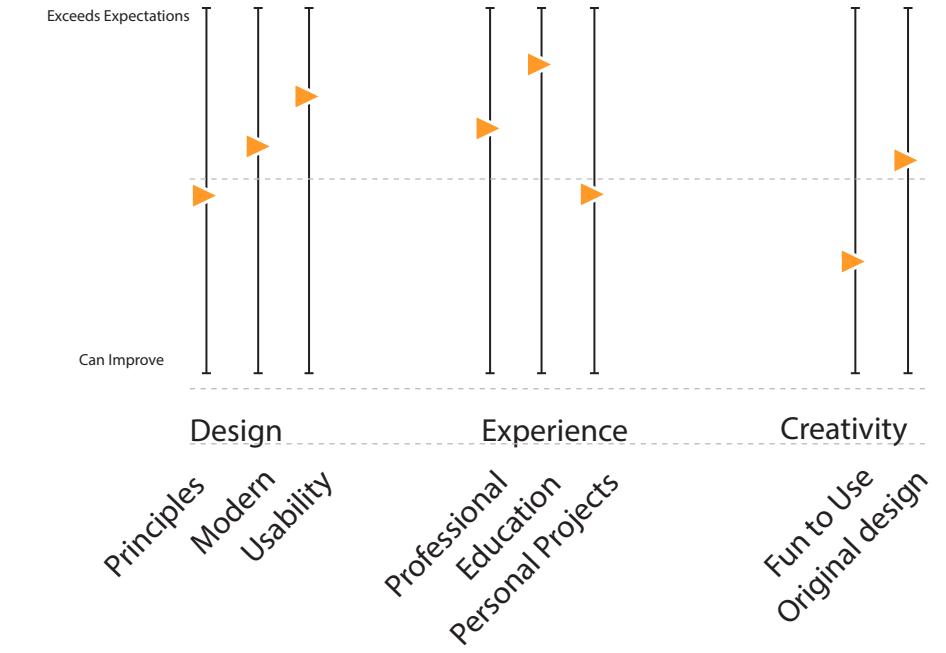
Steve



Age: 19  
 Location: Orem  
 Education: currently working towards Bachelor's  
 Focus: Learning from examples  
 Employment: part-time at coffee shop  
 Salary: \$6,000

**"I want to improve my web design skills by seeing what others are doing."**

Steve is a student at Utah Valley University. He is majoring in Web Design and Development. He feels somewhat lost and confused as to what people expect of him. To improve his ability to design good websites as well as learn what it requires to become a Web Designer, he is searching for portfolios of people who already have experience in the field and have good website designs.



### Key Characteristics

- Web Design student
- Likes new, modern websites
- Wants to become better at site design

### Goals

- Improve design skills
- Find example portfolios
- Learn how he can become a designer

### Questions

- How much experience do I need?
- How can I improve site design?
- What are other designers doing that I'm not?

### Concerns

- bad/overcomplicated site design
- no use of design principles
- No explanation of design requirements

**Persona #3**

# New Doctor

Dave



Age: 38

Location: Draper

Education: PhD

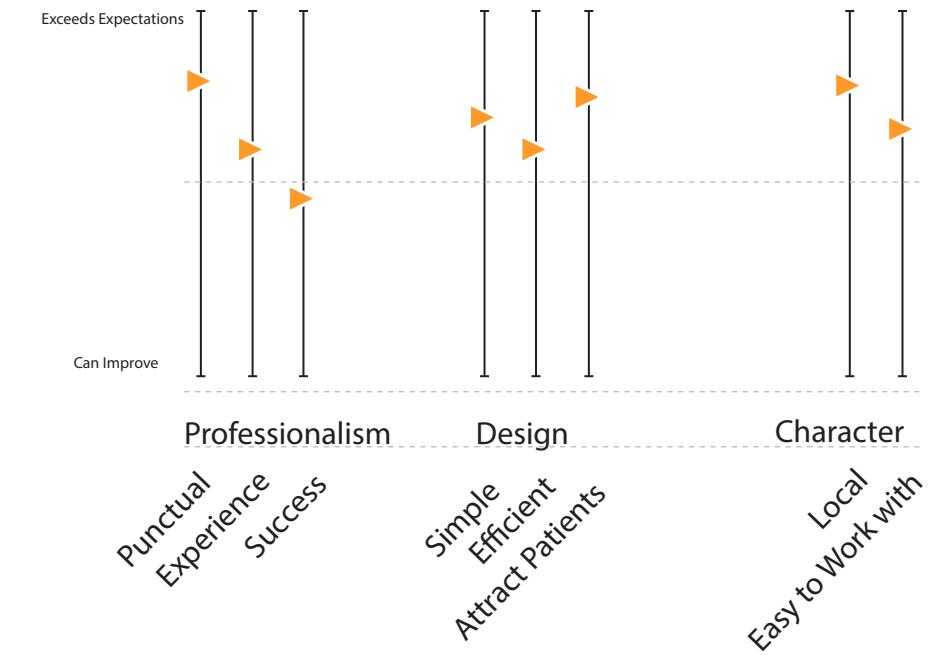
Focus: Open new clinic

Employment: self-employed

Salary: \$100,000+

**"I need a website done quick and easy!"**

Dave is a doctor who wants to open his own practice. He needs a website for his health clinic in order to start getting patients as well as for patient service. He doesn't have any knowledge or experience with web design or development. He just wants his site up and running as quickly as possible and needs to find someone local to do it.



## Key Characteristics

- In process of opening self-owned clinic
- No knowledge of web design
- Needs patients

## Goals

- Find patients
- Find someone to make his website
- Professional website

## Questions

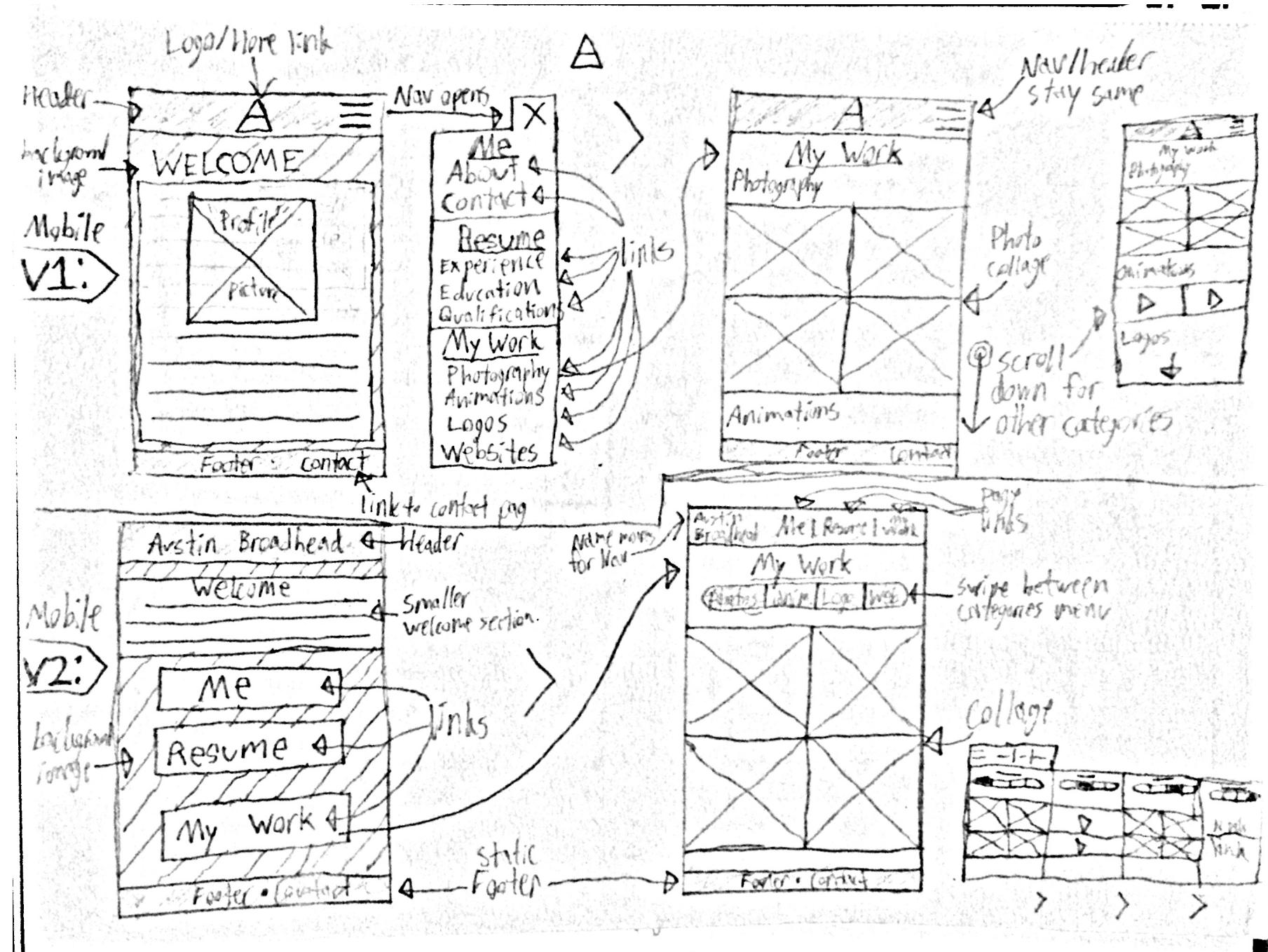
- How much experience do they have?
- How fast can they make a site?
- How will patients use the site?

## Concerns

- Ease of use
- No professional experience
- Too much time wasted

# Wireframe Sketch

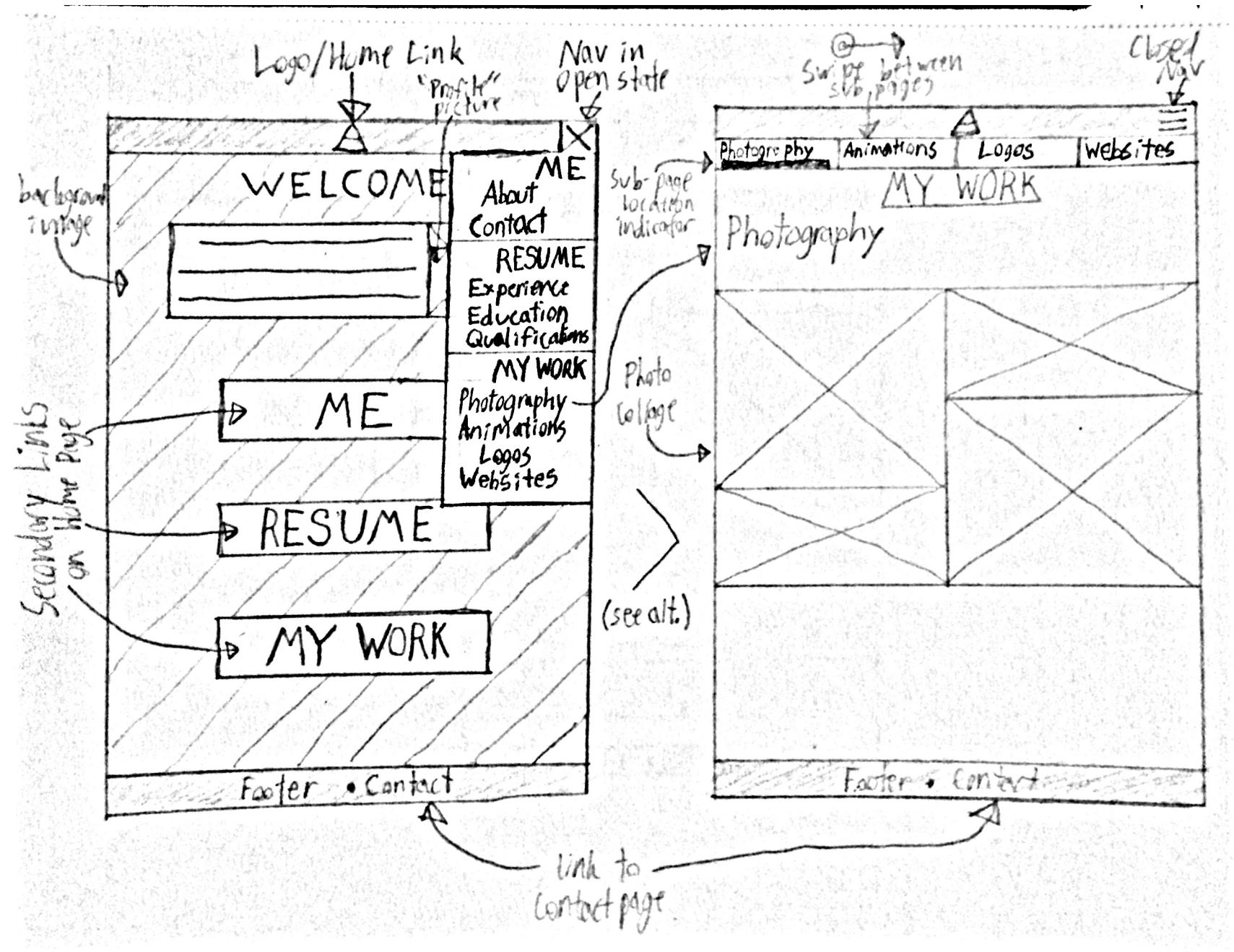
## Mobile



# Wireframe Sketch

## Tablet

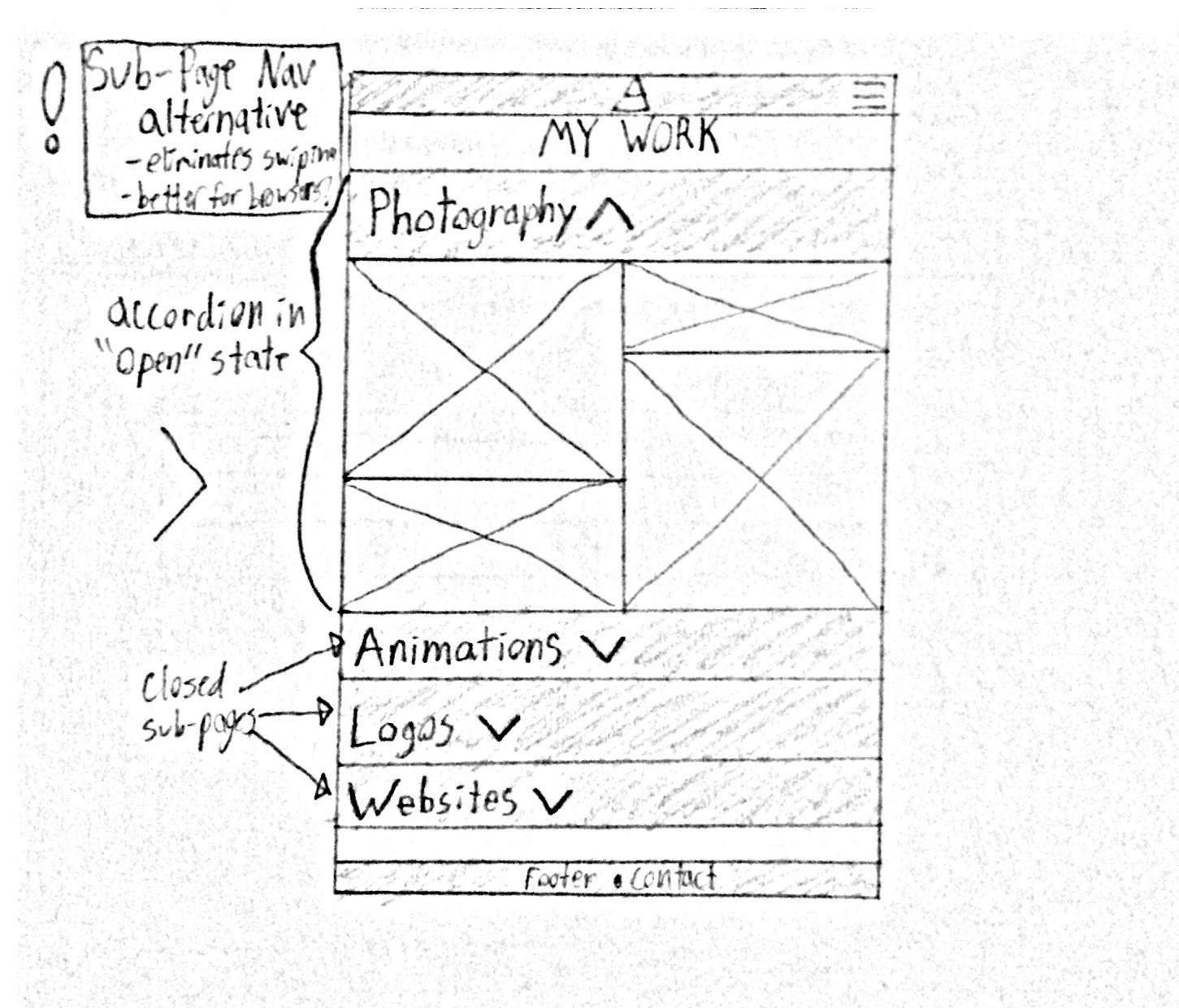
**Consistency**  
 Page layout and navigation will remain consistent between mobile, tablet, and desktop to provide better cross-platform usability. Desktop navigation is slightly different but consistent enough that users will know immediately how to use it.





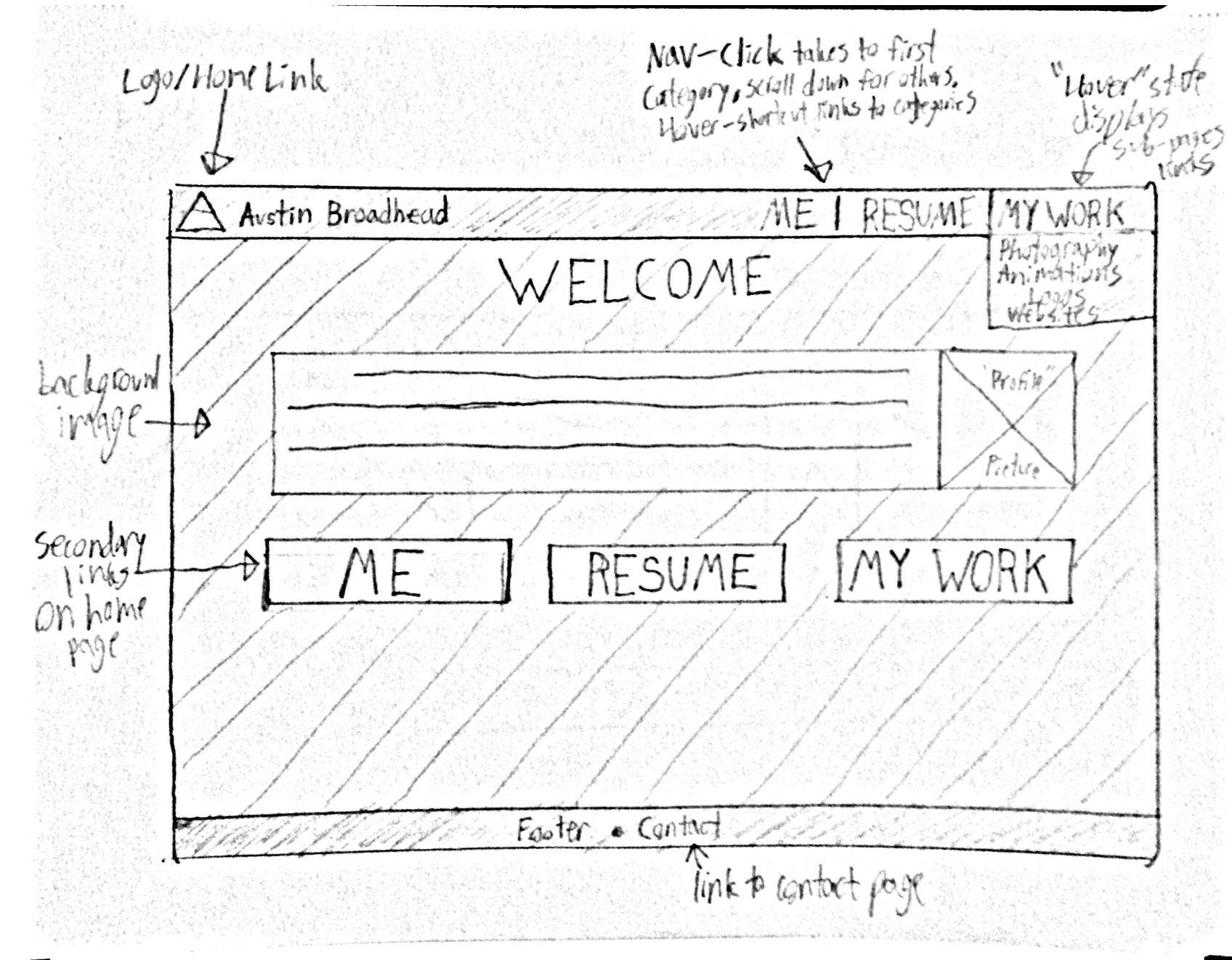
# Wireframe Sketch

## Tablet pg. 2



# Wireframe Sketch

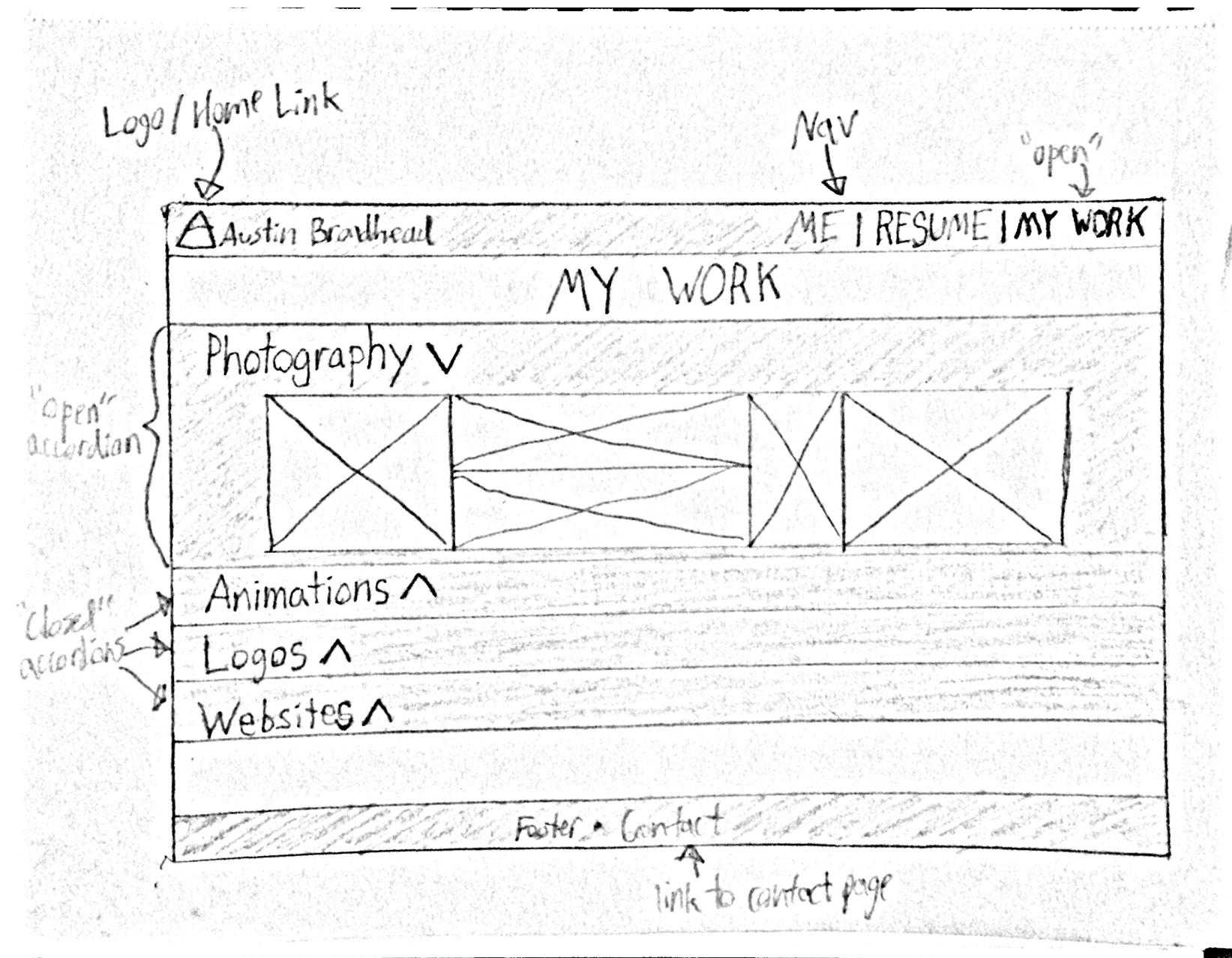
## Desktop





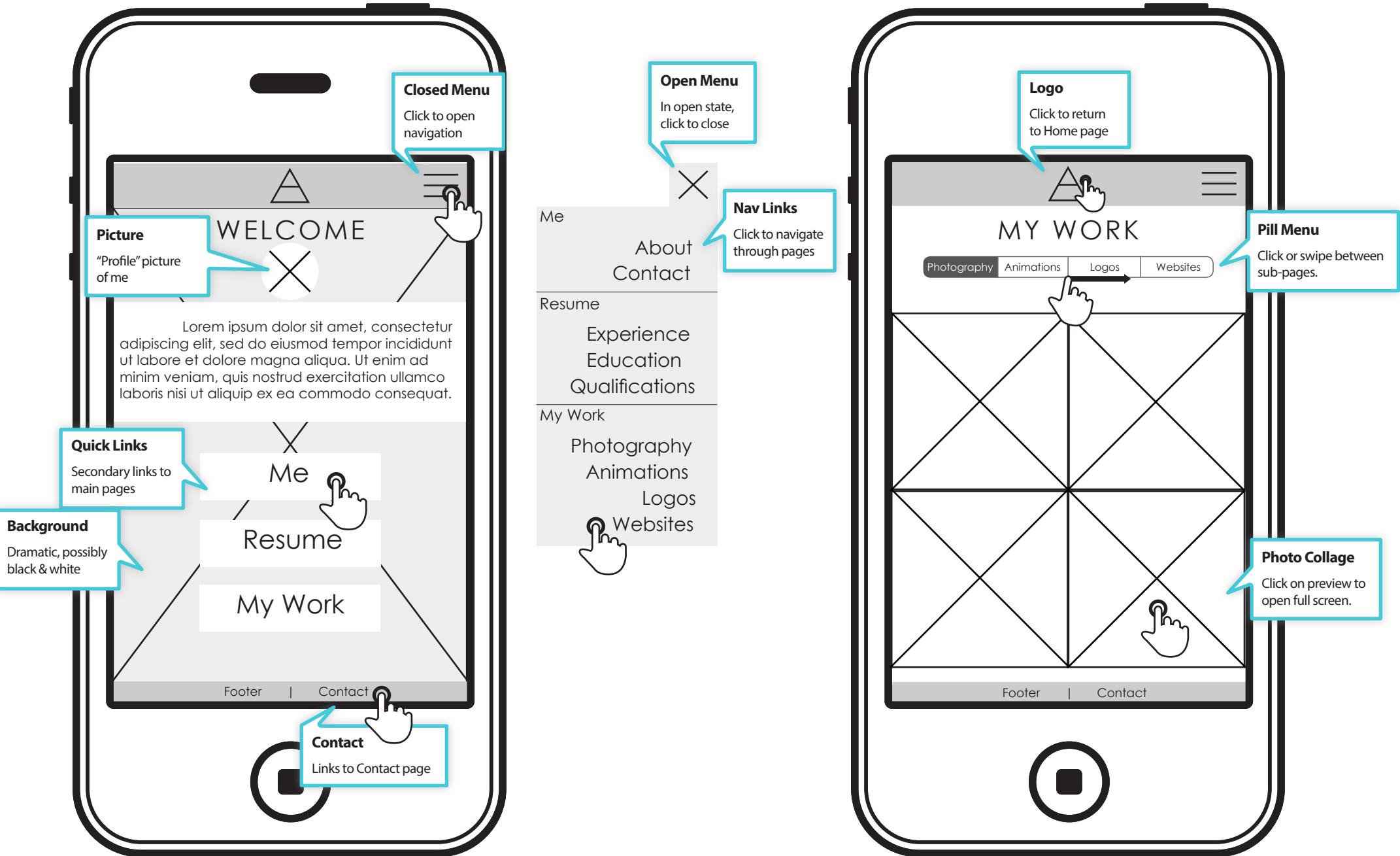
# Wireframe Sketch

## Desktop pg. 2



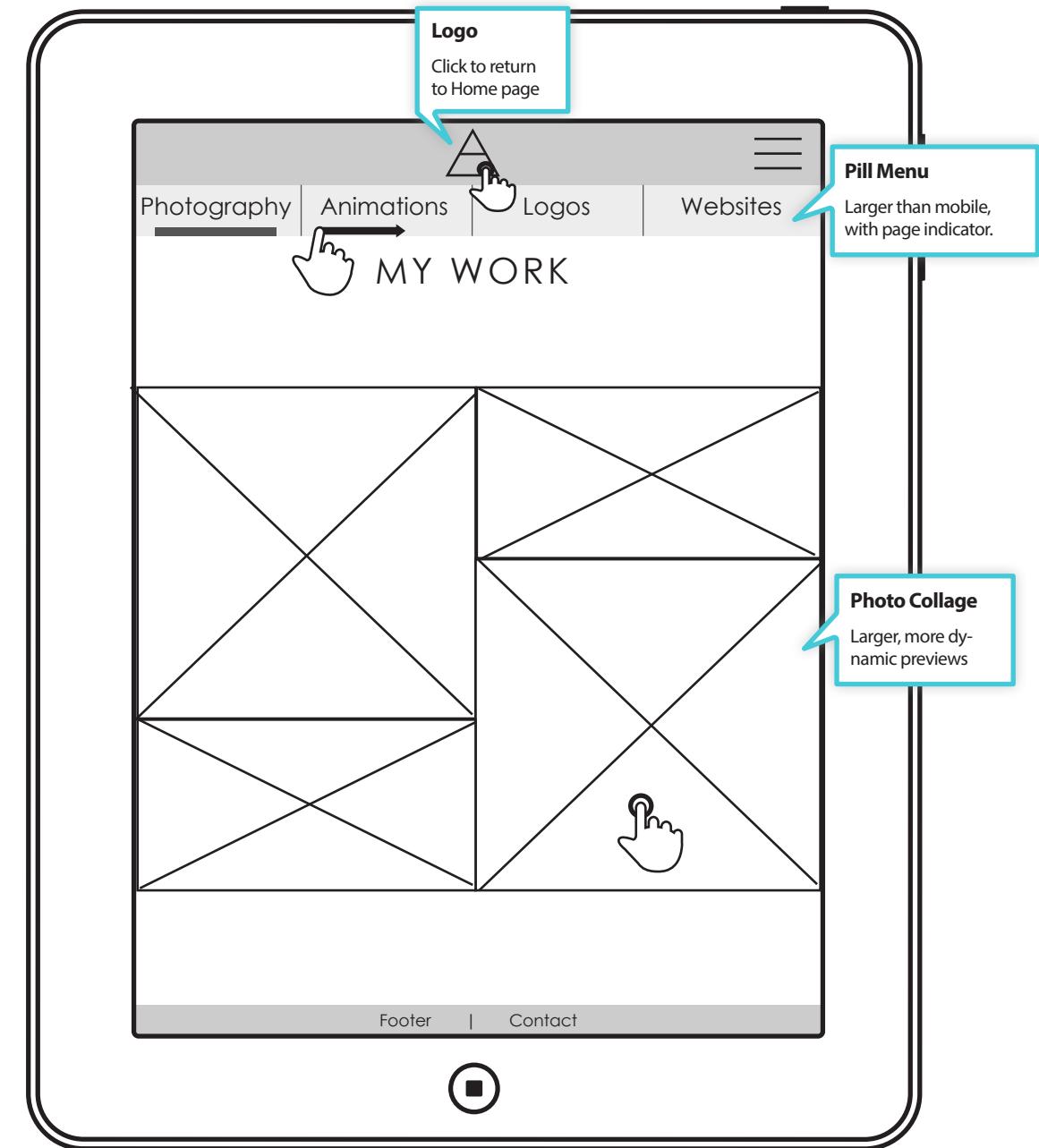
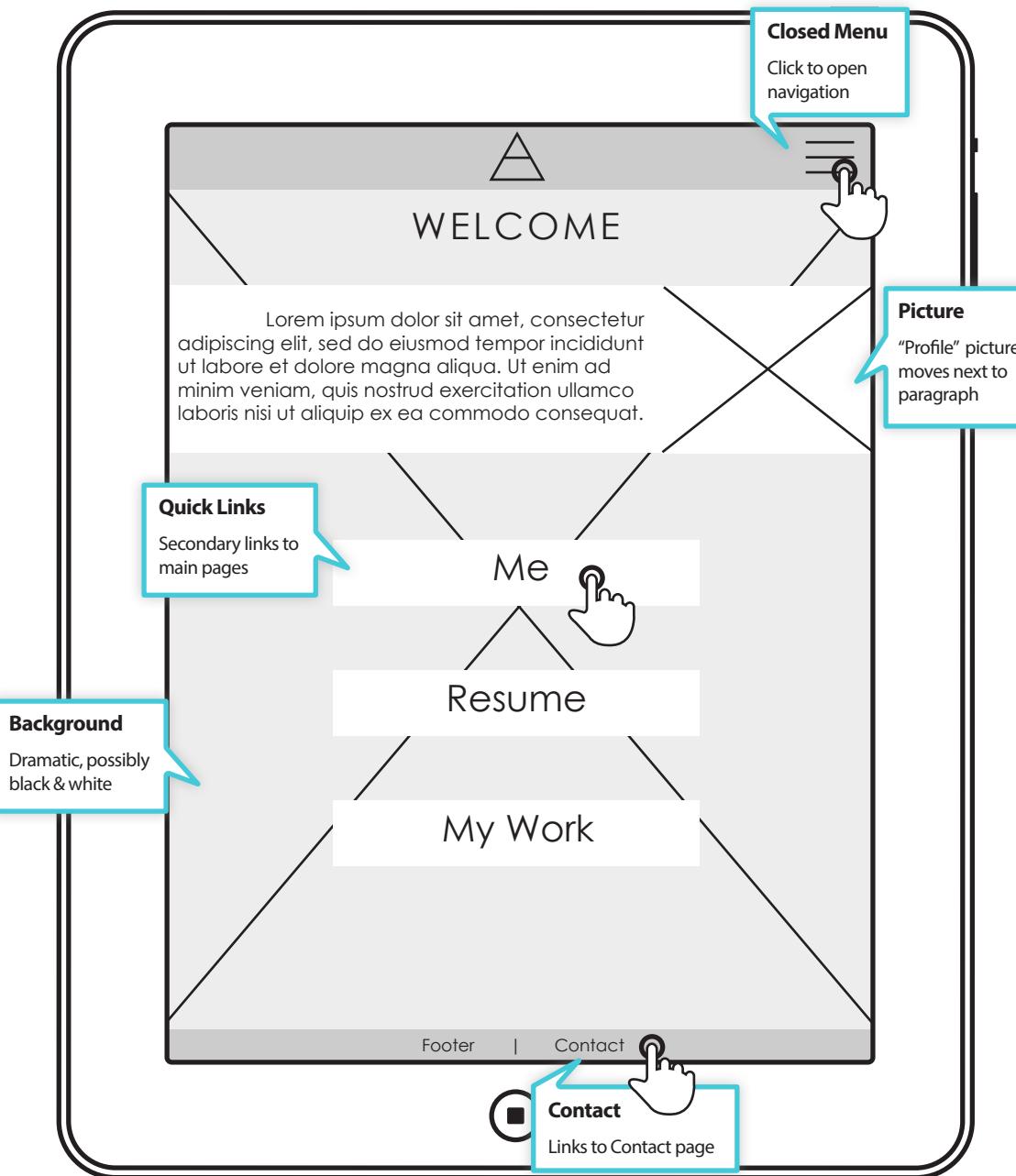
# Vector Wireframe

## Mobile



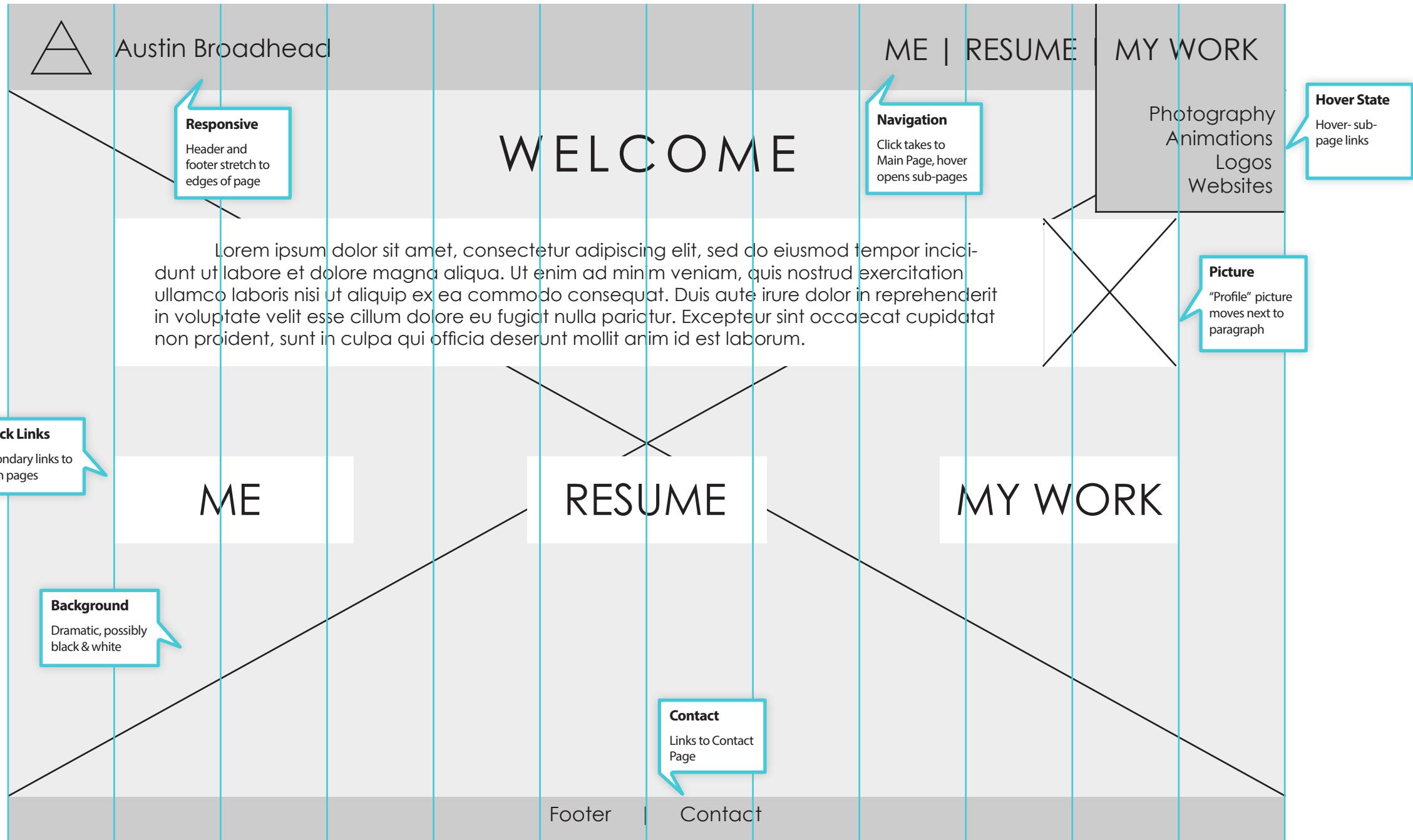
# Vector Wireframe

## Tablet



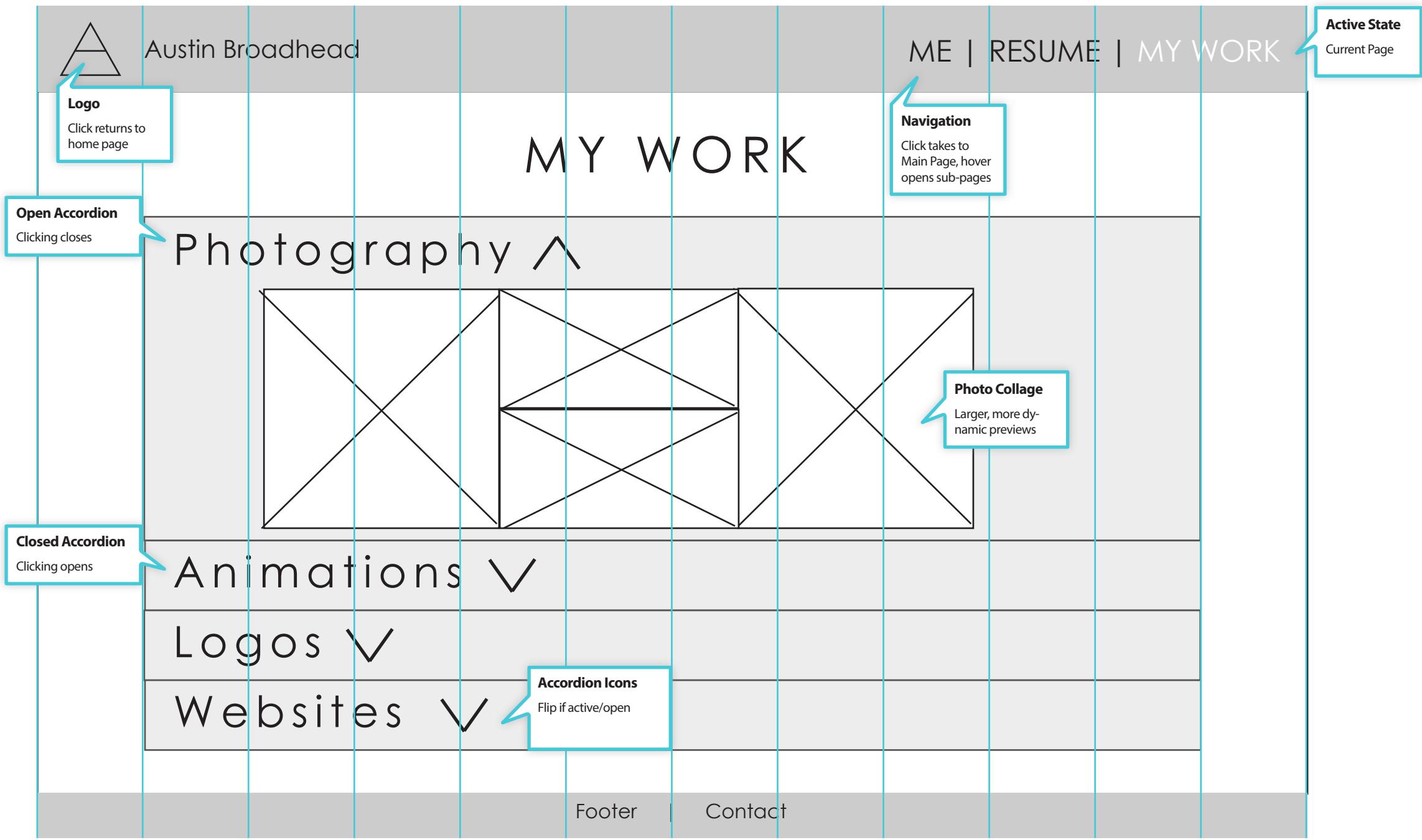
# Vector Wireframe

## Desktop



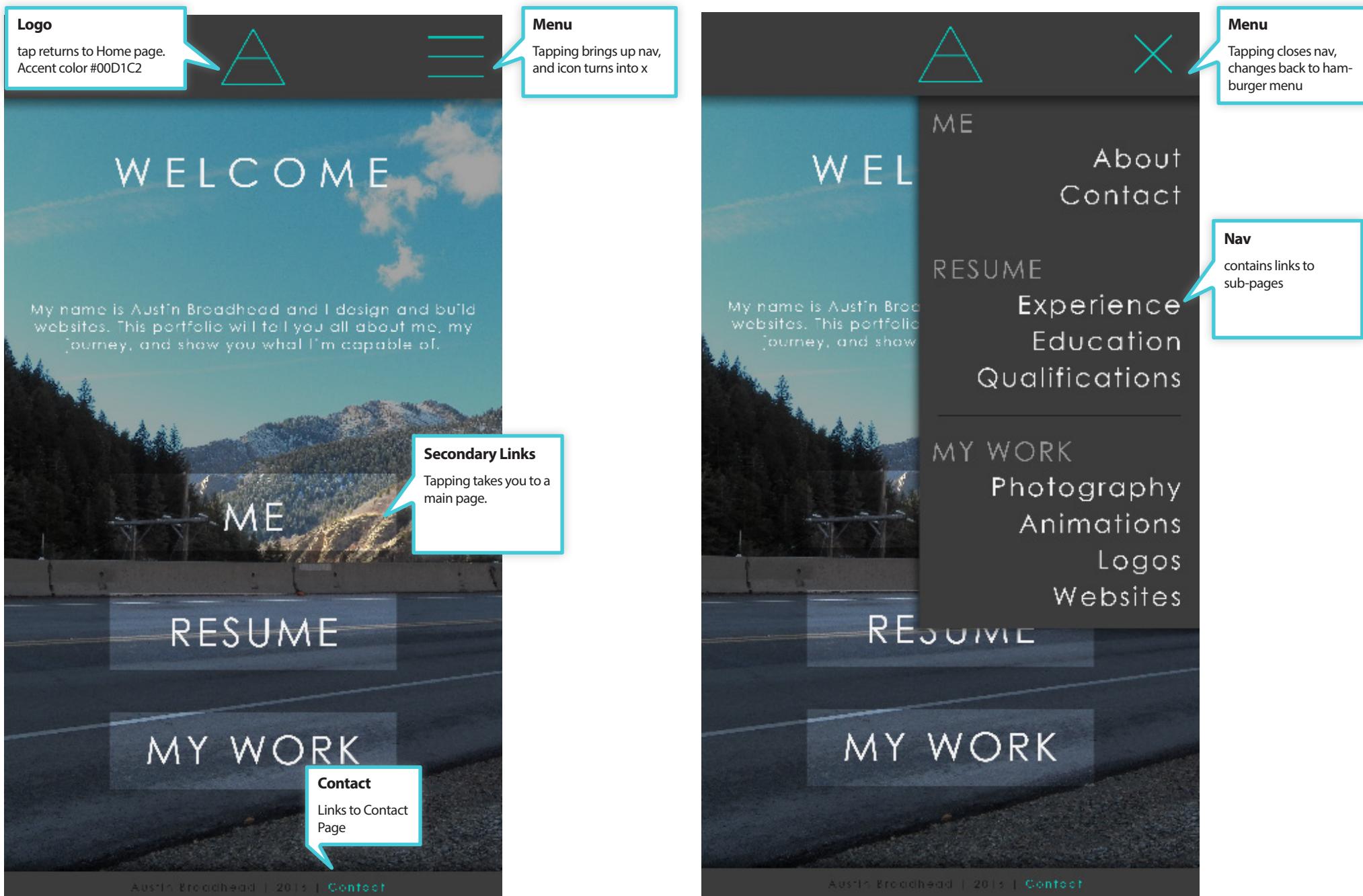
# Vector Wireframe

## Desktop pg. 2



# Surface Comp Mobile- Home Page

**Signal-to-Noise Ratio**  
All pages should have good ratio, but especially focused on home page. Keeping the landing page very simple will give people a good first impression.





# Surface Comp Mobile- My Work

**Logo**  
tap returns to Home page.  
Accent color #00D1C2

**Menu**  
Tapping brings up nav,  
and icon turns into x

**Accordion Boxes**  
Click opens individual  
sub-pages

MY WORK

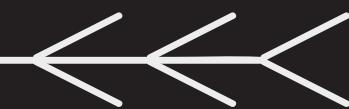
Photography ^

Animations ✓

Logos ✓

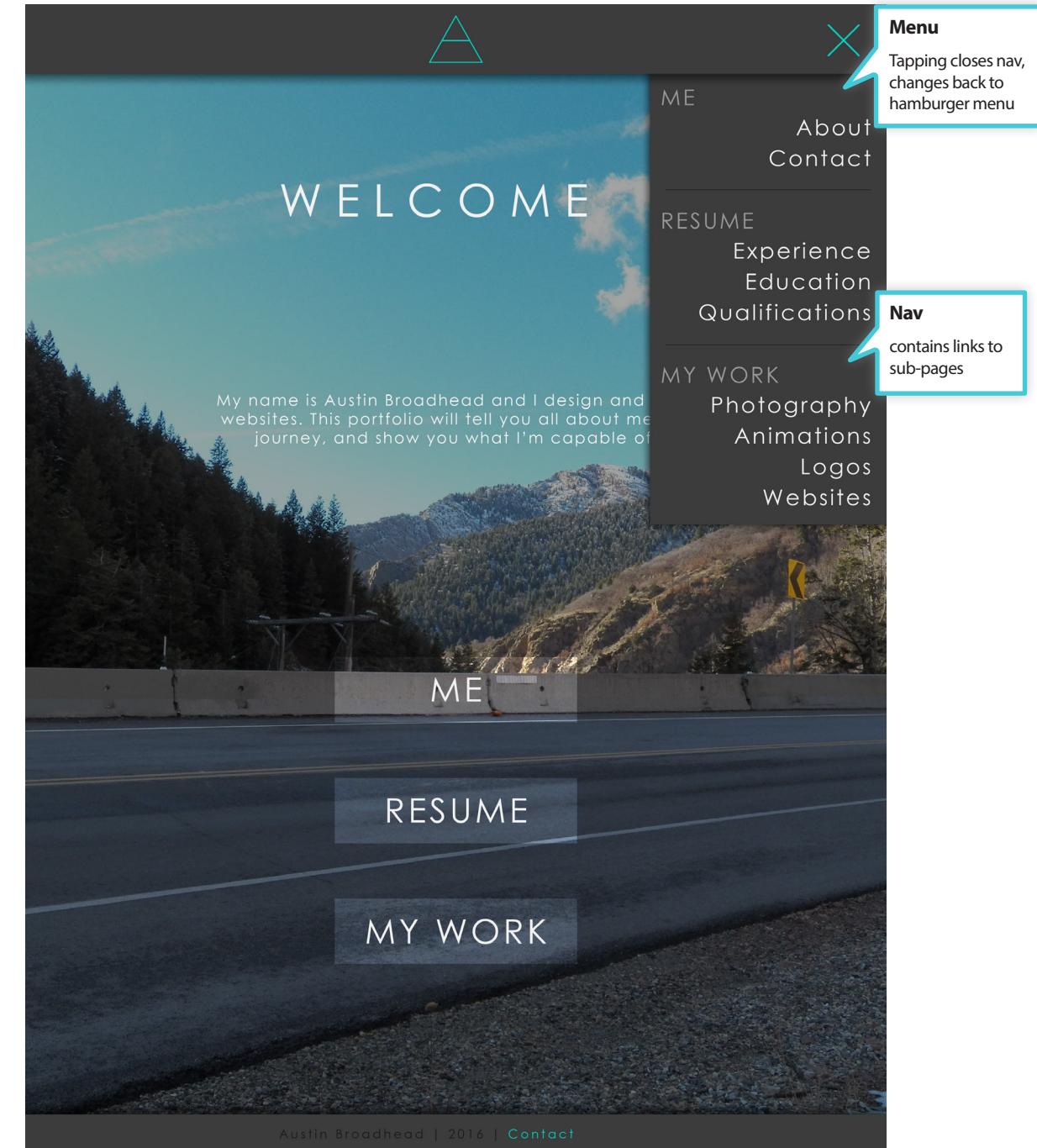
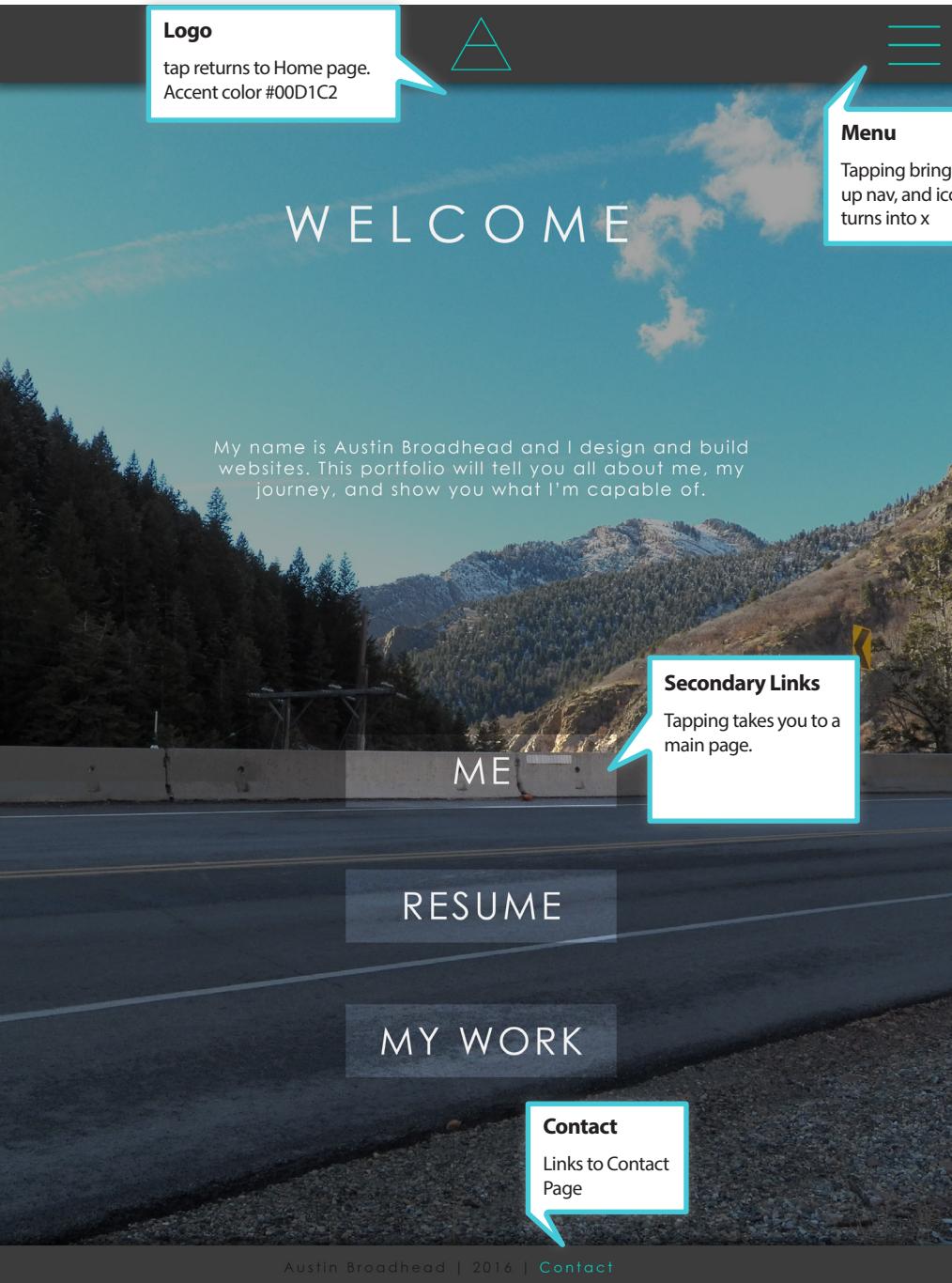
Websites ✓

Austin Broadhead | 2016 | Contact



# Surface Comp

## Tablet- Home Page



# Surface Comp

## Desktop- Home Page

**Logo**  
Click returns to home page

**ME RESUME MY WORK**

**MY WORK**

**Photography Animations Logos Websites**

**Nav**  
Clicking extends sub-page menu

**Secondary Links**  
On hover, text changes to accent color. Click takes you to main page.

**Contact**  
Links to Contact Page

**Responsiveness**  
Header and footer expand to fill page.

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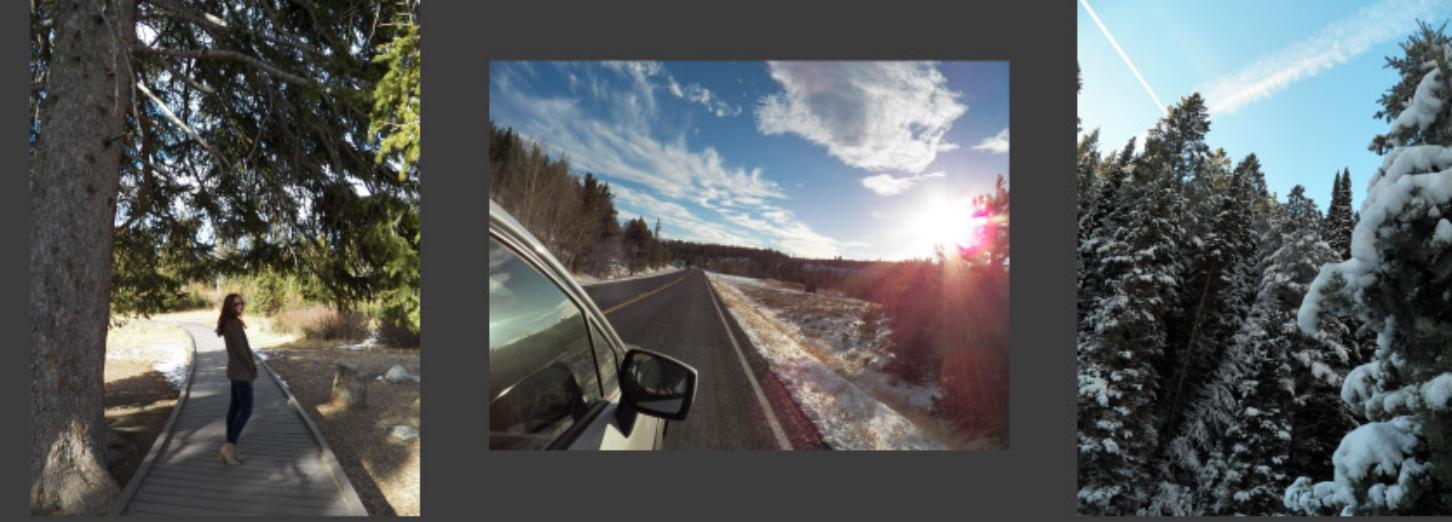
# Surface Comp Desktop- My Work

Austin Broadhead

ME | RESUME | **MY WORK**

## MY WORK

### Photography ^



Animations ▼

Logos ▼

Websites ▼

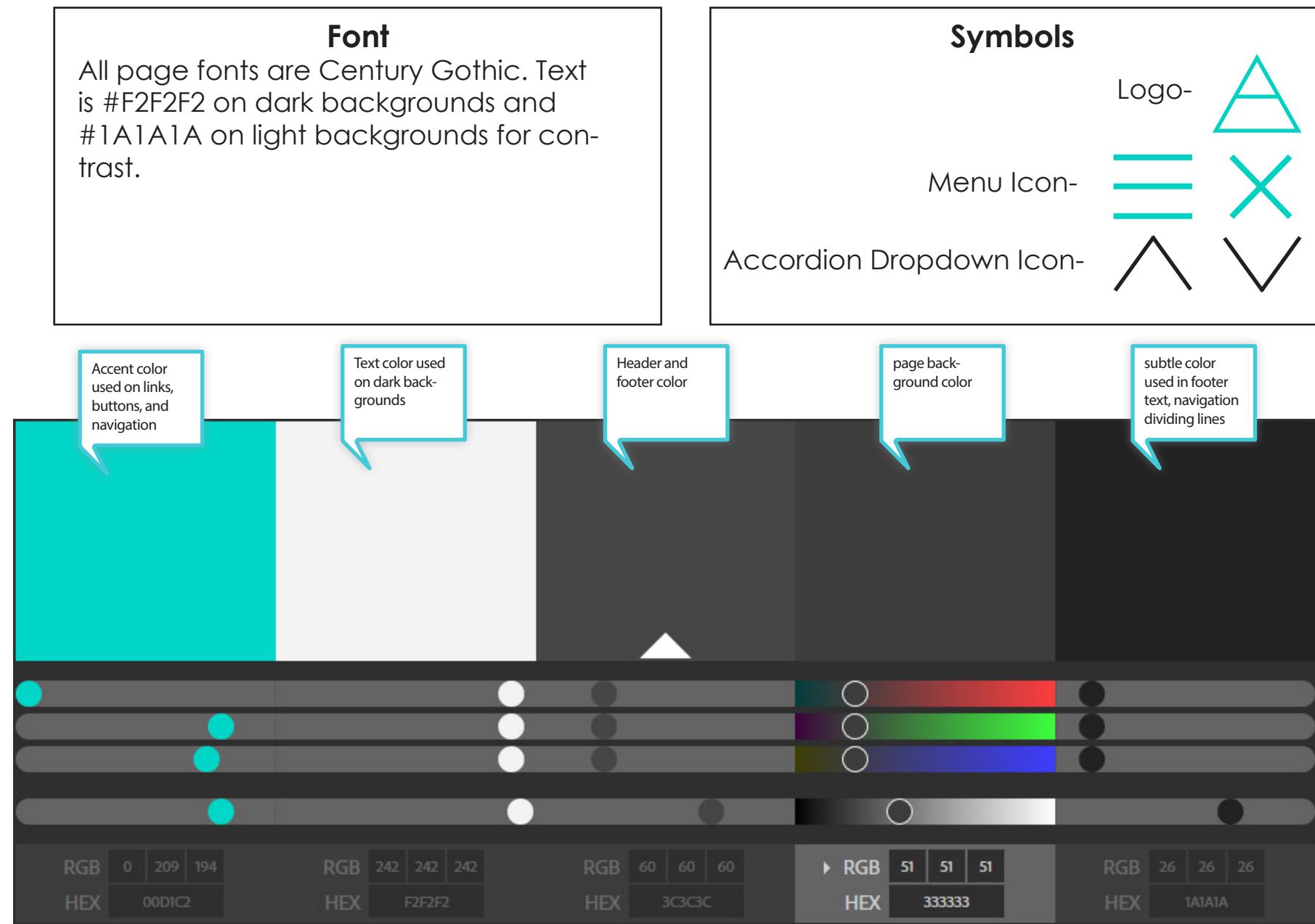
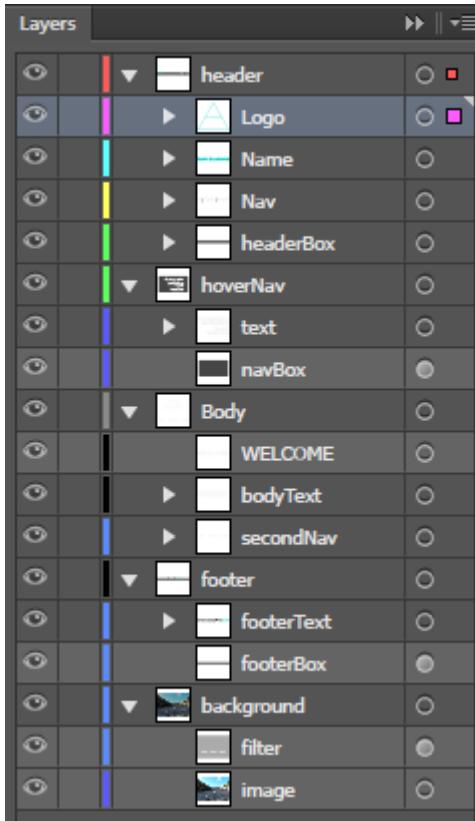
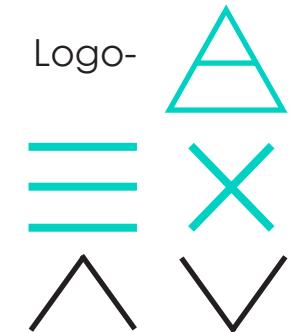
Austin Broadhead | 2016 | Contact



## Font

All page fonts are Century Gothic. Text is #F2F2F2 on dark backgrounds and #1A1A1A on light backgrounds for contrast.

## Symbols





# Prototypes

## Mobile

<https://invis.io/S59LY6GHP>

The mobile prototype shows a dark-themed landing page. At the top is a header bar with a teal triangle icon and a three-line menu icon. Below the header, the letters 'M E' are displayed. The main content area features a large, bold 'About' heading. To its right is a portrait photo of a man standing by a lake. The text in the 'About' section describes the user's love for nature and outdoor activities, mentioning summers spent fishing, wakeboarding, hiking, biking, and camping. It also discusses their current studies at Utah Valley University and past internships. Below the 'About' section is a 'Contact' section with email and social media links. At the bottom of the page is a footer bar with the text 'Austin Broadhead | 2016 | Contact'.

## Desktop

<https://invis.io/JZ9N7IZAM>

The desktop prototype shows a dark-themed landing page. At the top is a header bar with a teal triangle icon, the name 'Austin Broadhead', and a navigation menu with 'ME', 'RESUME', and 'MY WORK' options. Below the header, the letters 'M E' are displayed. The main content area features a large, bold 'About' heading. To its right is a portrait photo of a man standing by a lake. The text in the 'About' section is identical to the mobile version, describing the user's love for nature and outdoor activities, their studies at Utah Valley University, and past internships. Below the 'About' section is a 'Contact' section with email and social media links. At the bottom of the page is a footer bar with the text 'Austin Broadhead | 2016 | Contact'.

\* Note: Because I could not use the hover function my desktop prototype does not contain drop down sub-page menus. Sub-pages are still accessed by accordion menus.



This design guide contains all the information I would need to successfully build a portfolio website. The concept model helped me identify exactly what my site would contain and what its purpose would be. The PostIt notes were especially beneficial in organizing my content into sections and the site map shows how navigation and page layout would work. The personas were useful in helping me target potential audiences who would be viewing my portfolio site and better design it for their use.

The design process of starting with wireframes and then moving on to surface comps and prototypes really helped me design each individual page as efficiently as possible. They are designed to be simple and easy to use, as well as appearing professional and modern. Ending with the prototypes helped me work out some navigation inconsistencies and made it clear how it would work.

Fonts, symbols, and colors are explained on page 22 and provide all the information I would use to develop this site. My goal now is to turn my design into a fully functional website that I can add new accomplishments to and edit as I continue to learn and improve my design skills.