

Portfolio Design & Validation Guide

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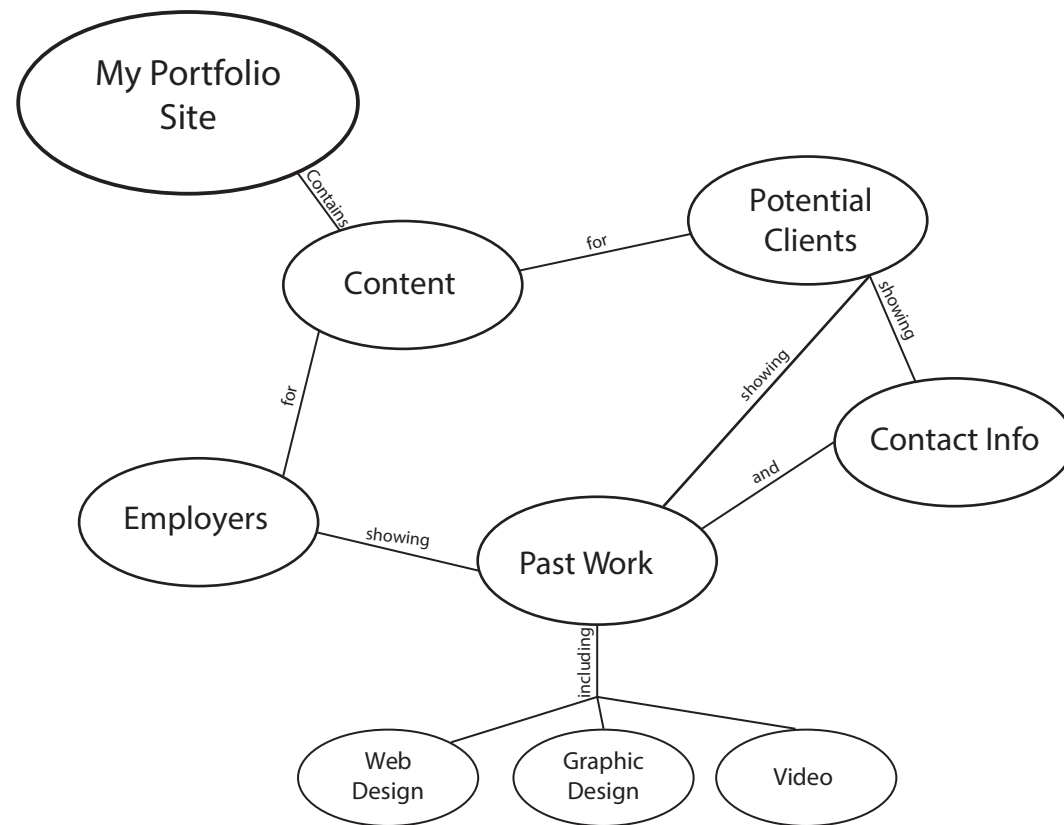
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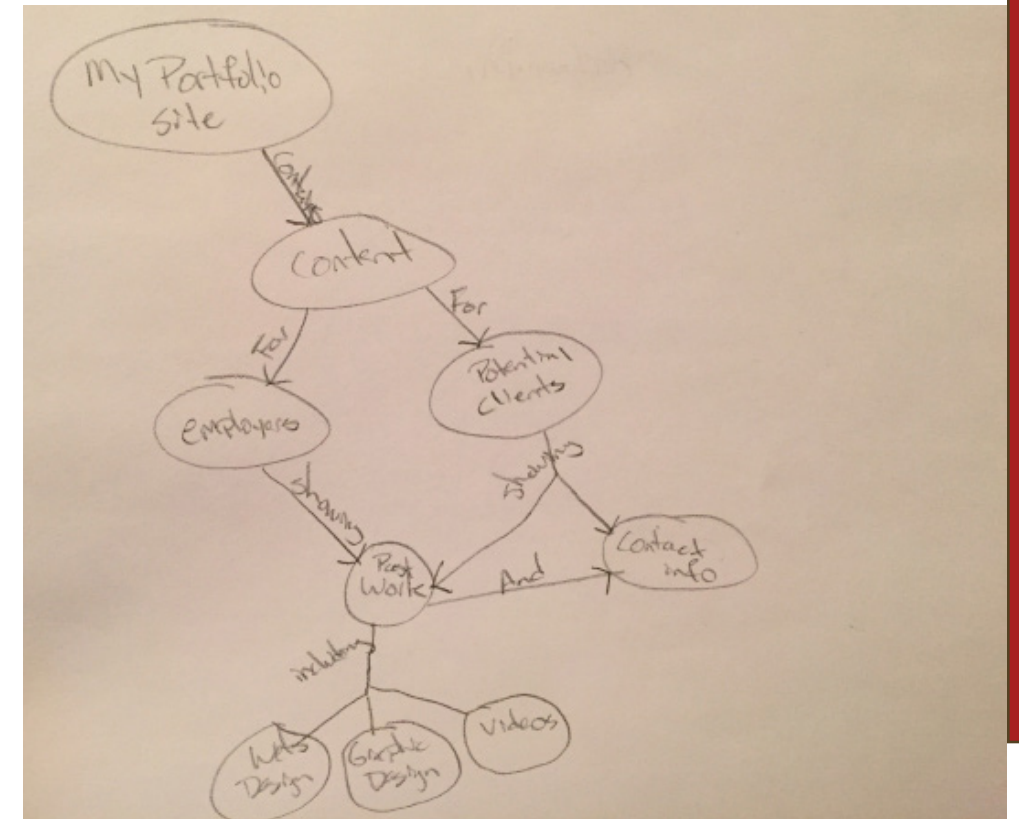
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Concept Model

Finalized concept model for my personal portfolio site. Covers the basic content to be contained on the site and the two different types of target audience and they are going to interact and benefit each other.



Sketch of concept model



Senior Designer Steve



Age: 34

Education:
Bachelor's Degree in
Computer Science

Income: \$90,000

Occupation: Senior
UI/UX Developer

Home Life: Lives
with his wife and 3 kids in Salt Lake City close to where
he works.

Goals: Searching for a junior to mid level UI/UX
developer with a variety of experiences and design skills
as well as the ability to do front-end development using
HTML/CSS frameworks and basic javascript.

Interests: Gaming, Star Wars, and casual Friday's.

Characteristics: Dedicated, sarcastic, competitive,
knowledgable because of his experience in the field.

Pet Peeves: I look through a lot of portfolios so I need
to be able to scan the best work quickly and not have
to wait for the page/s to load, if it takes too long then I
don't even bother with them.

“A portfolio should tell me all I need
to know about an applicant”

Steven is a successful individual working in the web
development industry. He quickly worked his way up to a
senior level position in just a few years after graduation
from a local university. He has always loved computers
and gaming, these activities influenced him as he chose
his current field of work.

Steven is now working for a great development company
in Salt Lake City and is part of the hiring team to bring
on a junior to mid-level UI/UX developer. His past 3
years with his company helps him to know what skills to
look for in applicants as he tries to fill the position.

Industry Knowledge:



UI/UX Experience:



Leadership:



Creativity:



Industry Trends:



Management Experience:



Dave the UX Designer



Age: 29

Education:
Bachelor’s Degree in
Graphic Design

Income: \$58,000

Occupation: UX
Developer/Graphic
Designer

Home Life: Lives with his wife and newborn in Lehi.

Goals: Build a UX team for the startup he recently started working for.

Interests: Design blogs, outdoors and family.

Characteristics: Classy, detail oriented, excited.

Pet Peeves: Designers with limited experience, he likes to see a variety of projects in portfolios. Also hates mismatched socks.

“Our team needs people with multiple abilities and capability to handle large projects.”

Dave is a trendy fellow who graduated with his degree in graphic design just two years ago. Dave was fortunate enough to find an internship a year before graduating and was working for that company full-time while he finished his degree. Just a few months ago he switched company’s because he wanted to work with an up and coming start-up company.

Shortly after being hired his new boss asked him to help build a UX and design team that he would most likely be leading. The opportunity to lead a team is a new experience for Dave but his previous employment and his education gives him a pretty good idea of what to look for as he reviews applications for the new positions they will be bringing on. He knows that his team is going to have to be well rounded to be able to accomplish the upcoming projects so he doesn’t want to see skills in only one area of graphic design or UX. There will only be two positions available until they can hire more in about six months.

Industry Knowledge:



UI/UX Experience:



Leadership:



Creativity:



Industry Trends:



Management Experience:



Eliza the Entrepreneur



Age: 27

Education: MBA

Income: \$35,000

Occupation: Food Truck Owner / Operator

Home Life: Married and no children yet.

Goals: Needs to increase business and brand awareness. Would like to have a website showing their truck schedule.

Interests: Food, reading, cooking and meeting people.

Characteristics: Outgoing, hard working, not completely computer savvy.

Pet Peeves: Web developers who charge way too much, and who don't get back to me in a timely manner. My business depends on me being efficient.

“I need a freelancer who has the skills to work with my small budget”

About a year ago Eliza and her husband decided to live their dreams and start their own business which involves two of their favorite things: food and making people happy. Business has been doing well but they would like to find a way to expand and increase business over the next few years.

They do not yet have a website and can't afford to hire a creative agency to help them brand themselves online yet. Eliza and her husband decided to search for local web designers to see if that was an option. They tried this same approach a year ago when they needed a logo and were disappointed by how long their graphic designer dragged out the process. They want someone who can communicate clearly with them and won't ignore requests. They will look at past work as a large deciding factor in who they will hire. Since she doesn't know much code she will mostly be looking at the designs shown on the site. Is willing to work with someone if they are recommended by others and can see that other people had pleasant experiences working with a particular web developer.

Web Knowledge:



Computer Usage:



Design Knowledge:



Creativity:

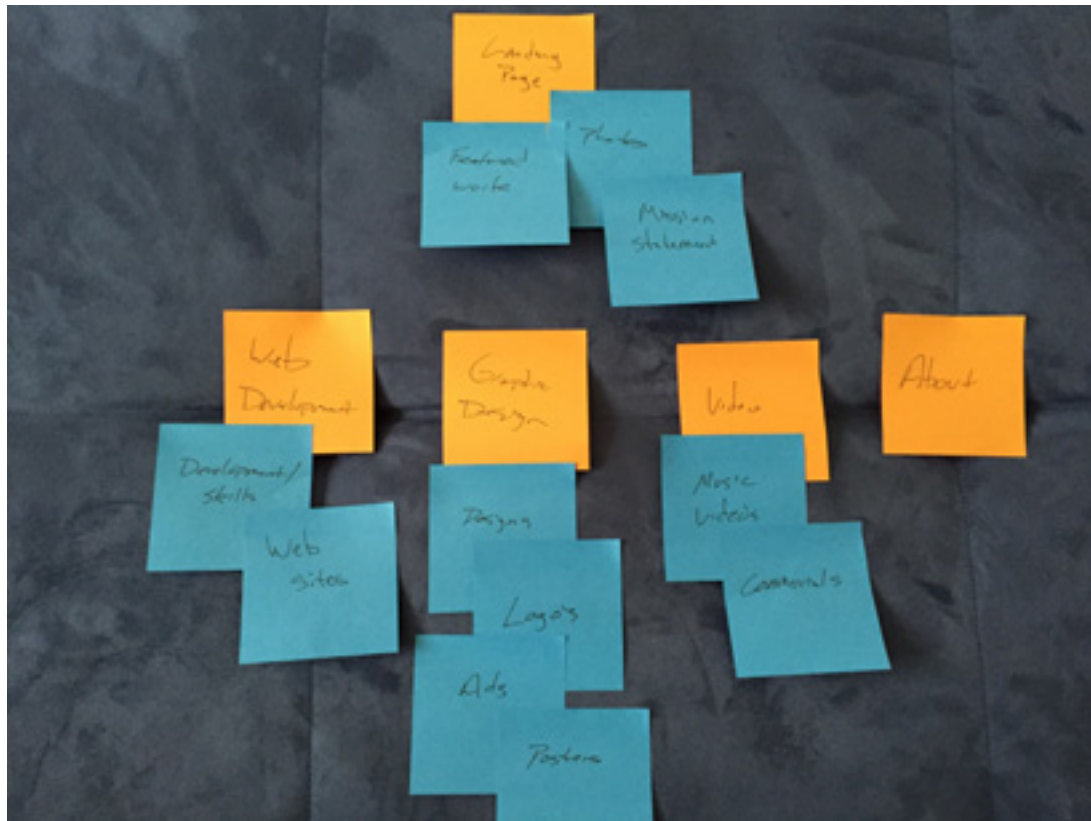


Industry Trends:

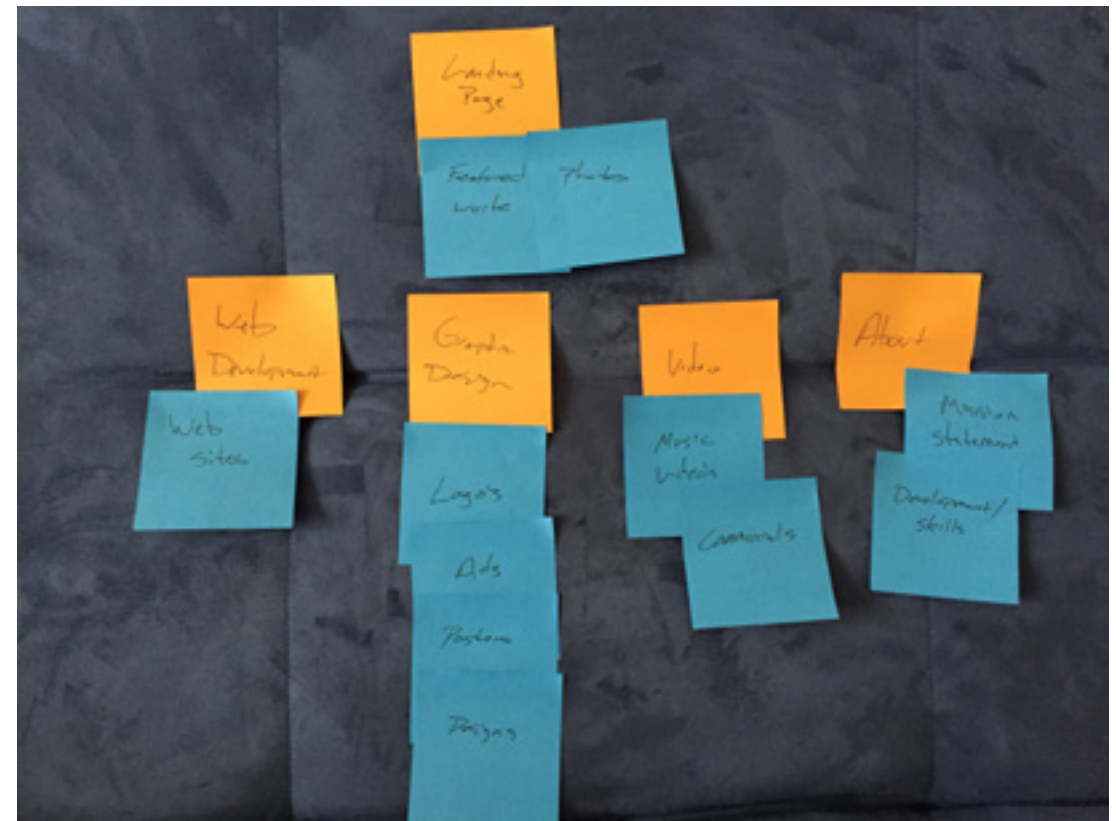


Experience With Freelancers:

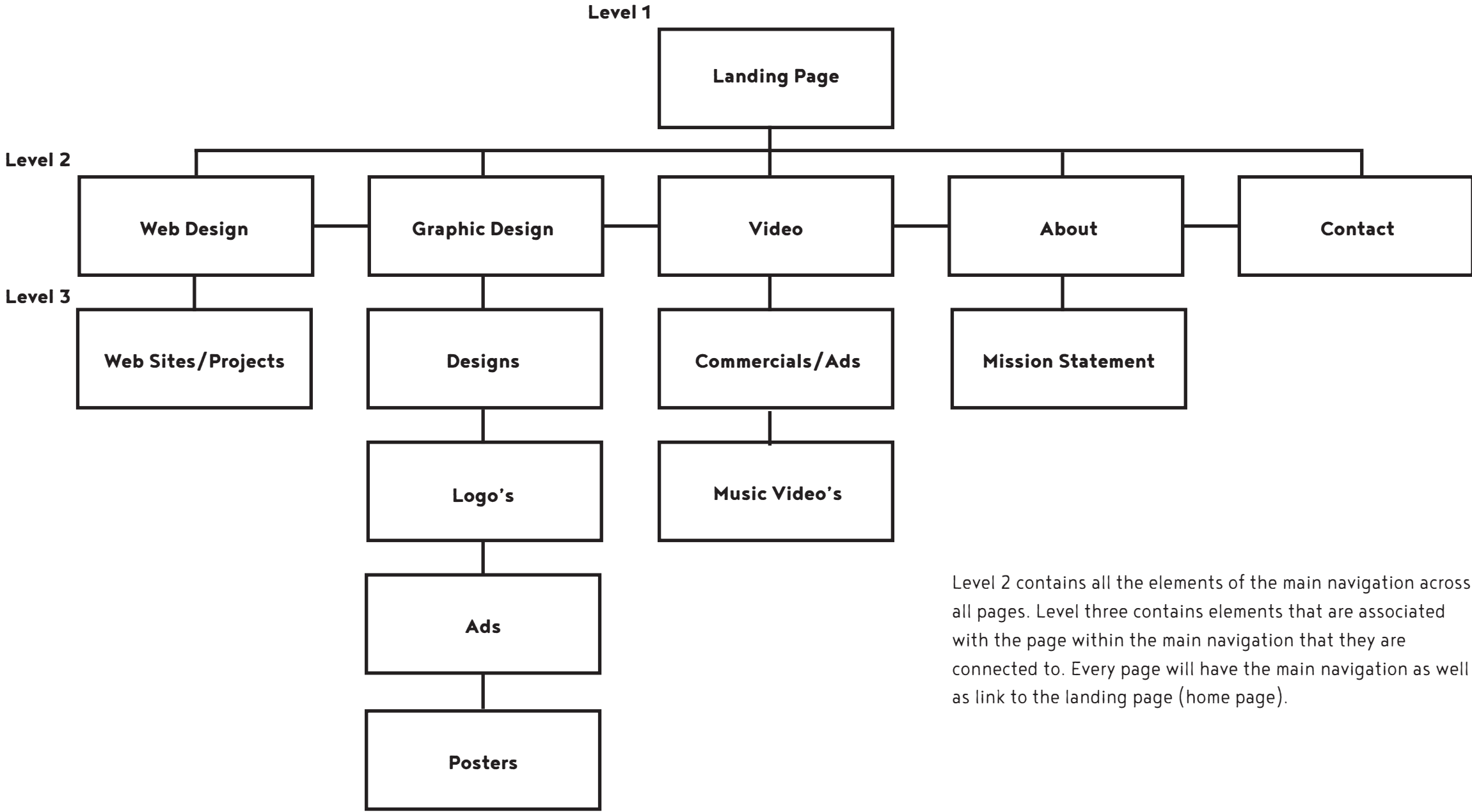




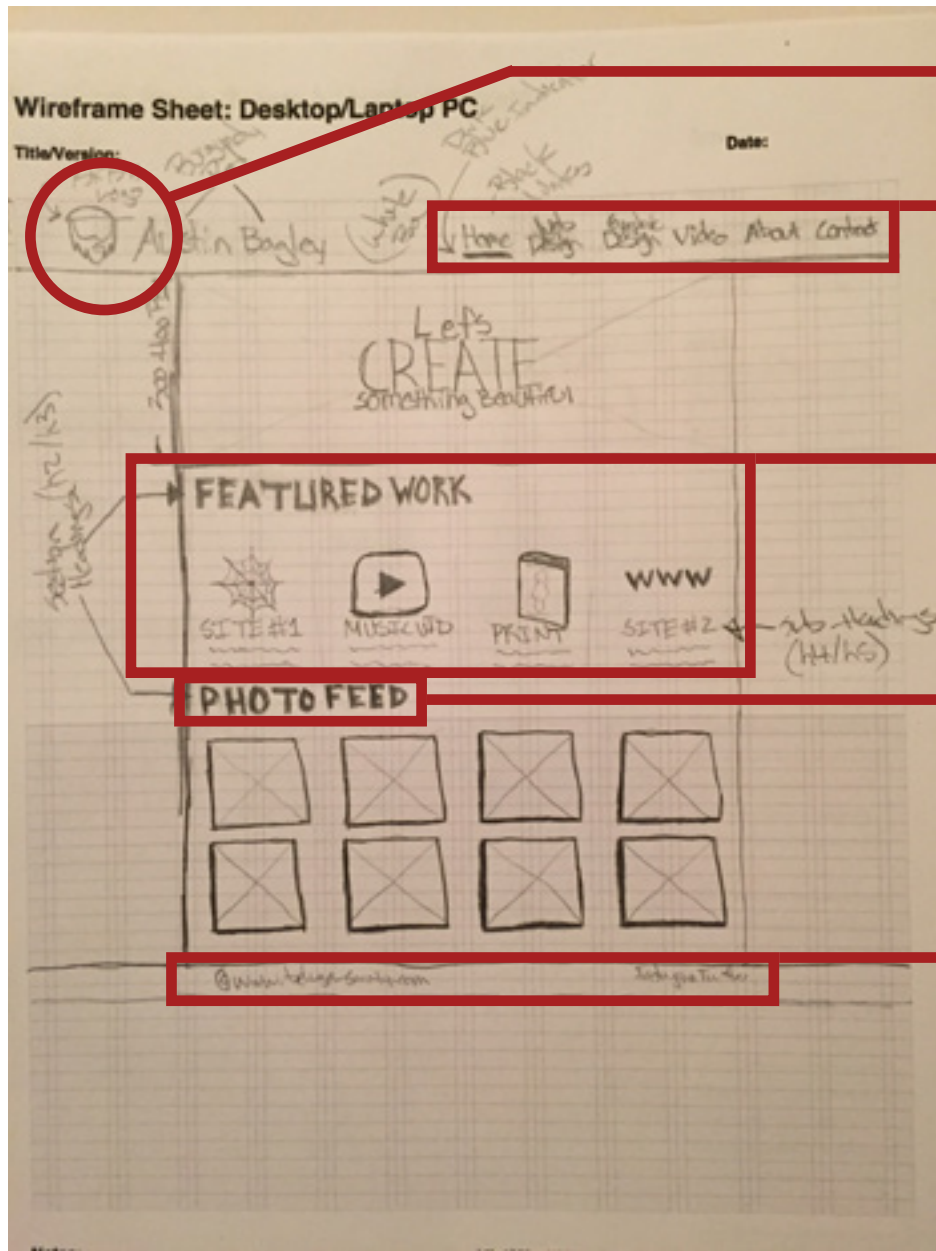
This is the set I completed. I think it easily shows what content can be found within the various categories. It separates the categories out making it easier for people like Senior Designer Steve to find exactly what he is looking for on my portfolio in relation to the position he is hiring for.



This is a set that I had someone else do and they placed items in mostly the same places I did with the exception of a few sticky notes. I now see that having the mission statement and listing skills would be information someone would think to find under the about page.



Level 2 contains all the elements of the main navigation across all pages. Level three contains elements that are associated with the page within the main navigation that they are connected to. Every page will have the main navigation as well as link to the landing page (home page).



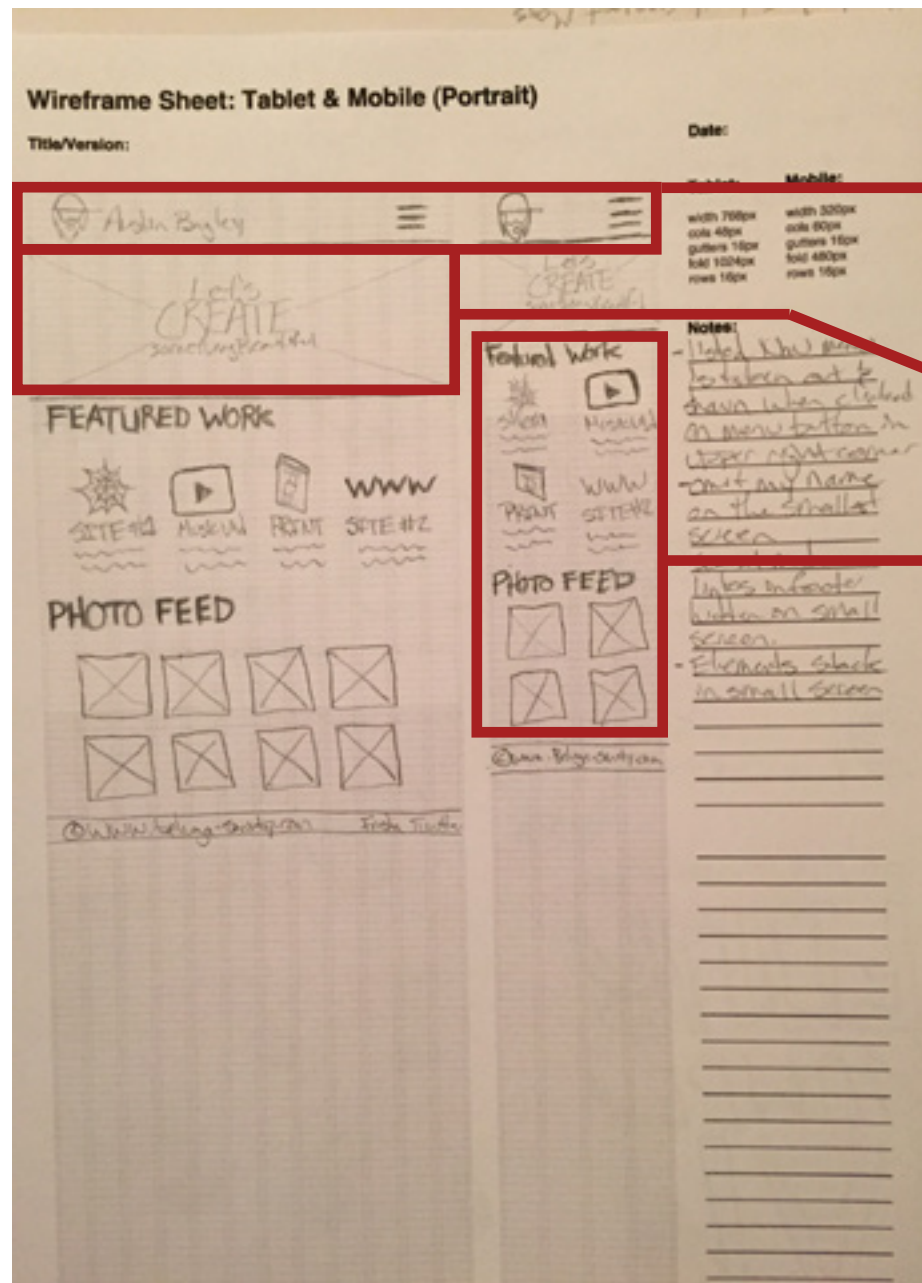
Logo is consistently in the upper left hand side of the page on every screen size.

Navigation menu aligned to the right of the screen where it can be found even on the smaller screen sizes when you need to click the menu button to reveal the navigation options.

Featured work is grouped together to show relationship to one another, this is strengthened by similar styling with the icons/images heading sizes and text information/description for each.

Featured work and Photo feed section headings styled and sized similarly to create a content hierarchy on the page and to distinguish between sections.

Footer is across the bottom of the page on each screen size with same content giving aiding to a consistent layout throughout the site.



On the mobile devices the logo is still in the same upper left corner, the menu/navigation is in the upper right and my name disappears as the screen goes to its smallest size.

The banner image and text adjust as the screen size changes.

The Featured work and Photo Feed sections still carry over the same styling elements from the desktop version that give them hierarchy and layout. In the smallest screen size however the four featured elements begin to stack so that there are two rows of two instead of one row of four. The Photo Feed section now only shows four elements instead of the desktop versions eight.

Link to Prototype: <https://invis.io/HR6Q8HKYQ>

This prototype is testing for link functionality between pages and showing relationships between pages within the navigation as well as structure of heading and footer information.

The site is responsive/fluid to the width of the page, this wireframe is representative of the page at a width of 1024px. The design will break to the tablet version at 800px and range to 533px in width. The range for the mobile version will be from 414px to 320px. Navigation and hero banner will span the entire width of the window. Navigation will span width on every screen size, and the hero banner is full width because of its prominent feature and attention grabbing elements.

Vector Wireframe - Desktop

Navigation banner/heading sized to about 75px in height and 100% width. Logo positioned in upper left of every page.

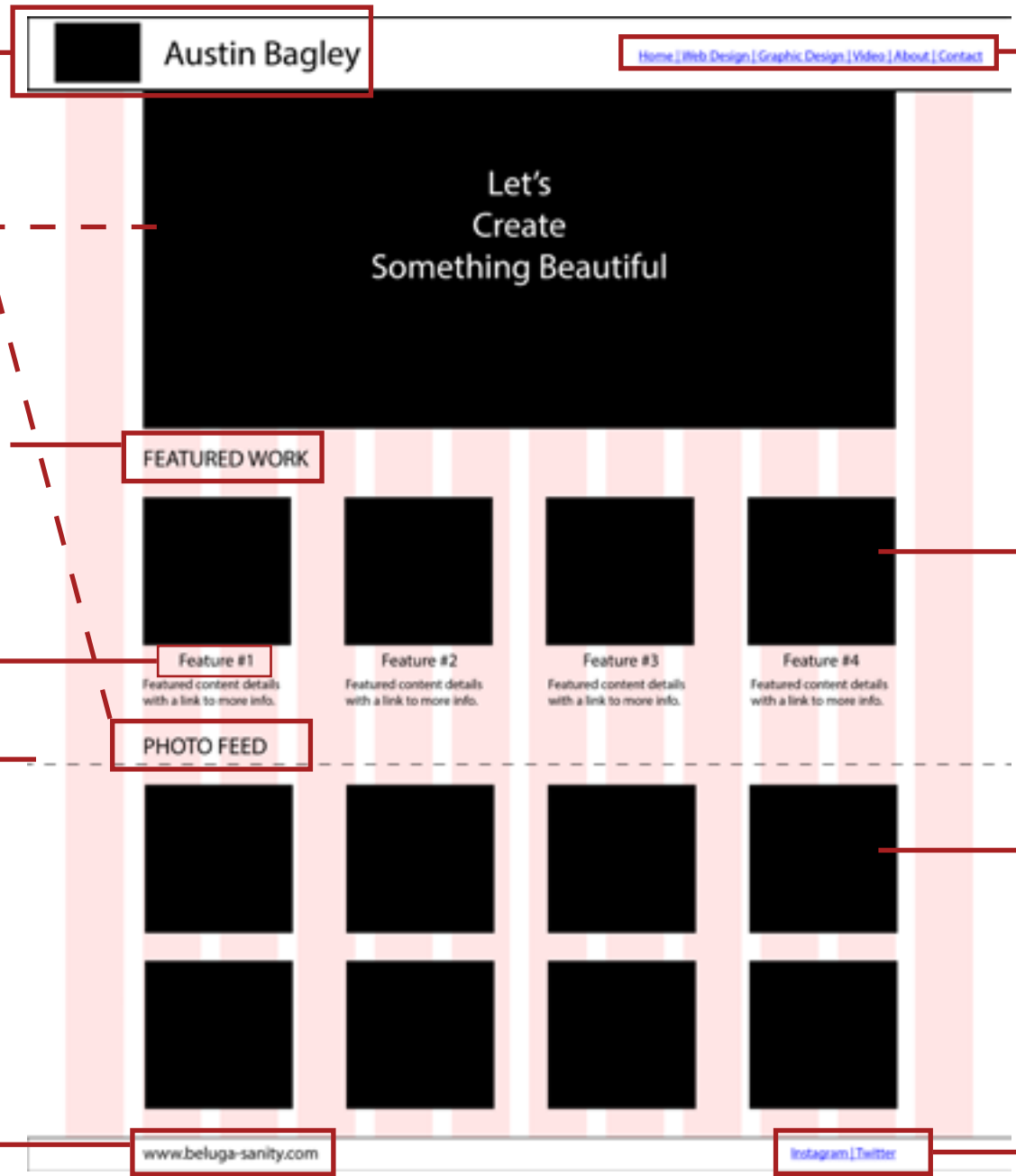
Hero banner is possibly sized at 350px in height and 100% width of the main container of the page. Also has an overlay text element.

Section headings are all sized the same, possibly h3 or h4 and a heavier font.

Featured headings are all sized the same, possibly h5 and bold.

Dashed line represents general area of where the page fold could be.

The footer will be around 35px in height and will span the entire width of the screen. Website name/info will be in the bottom left corner.



Navigation is in upper right of every page, sized smaller than other elements such as the page heading, or section headings within the page.

Each featured item picture and text elements will be spaced evenly and sized the same to help group them and make them more noticeable. Approx. 150px by 150px.

Each photo feed picture elements will be spaced evenly and sized the same to help group them and make them more noticeable. Approx. 150px by 150px. Strictly visual.

Social media links will be in the footer on every page in the bottom right corner.

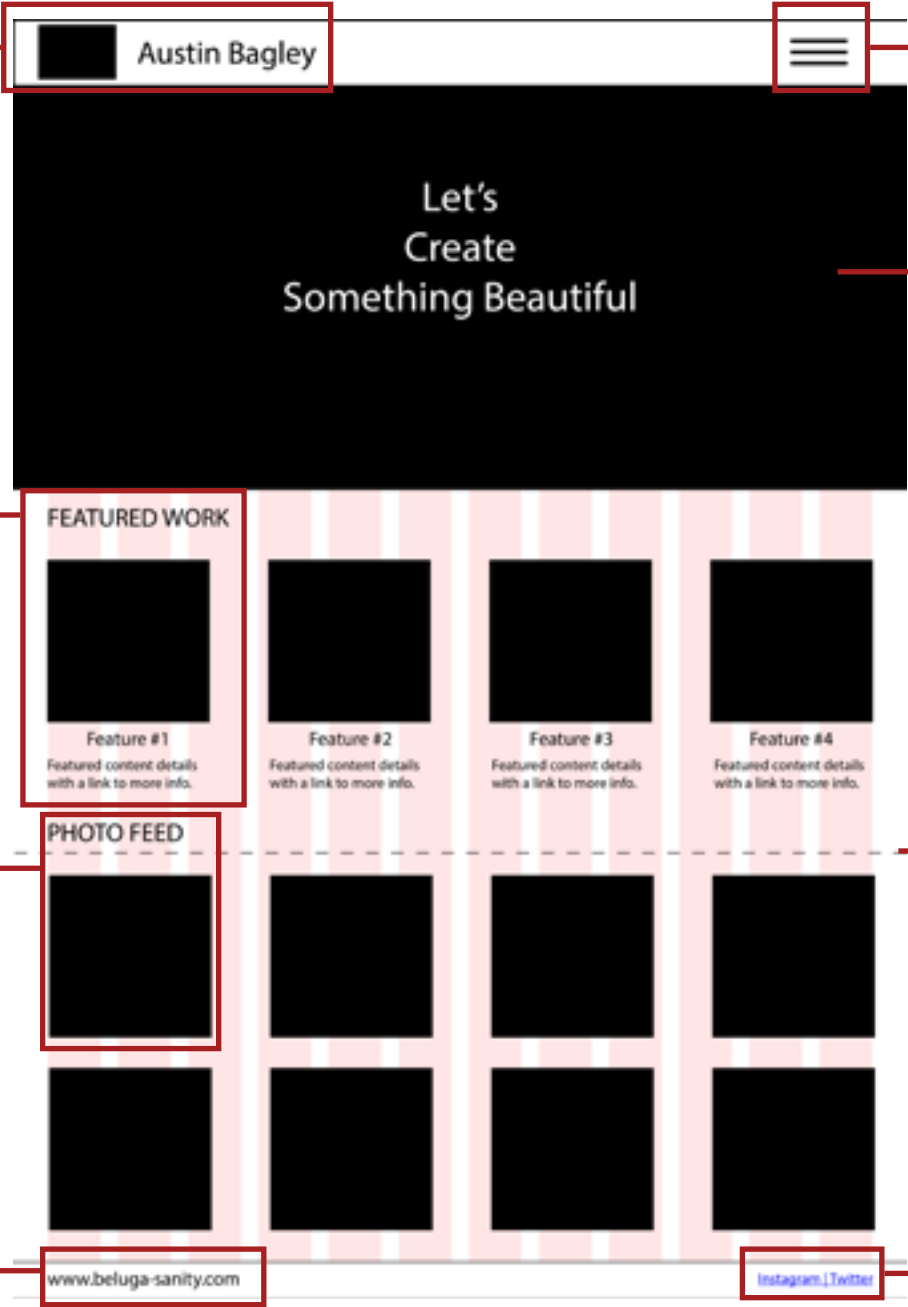
Vector Wireframe - Tablet

Navigation height will be same as on desktop version and the logo and heading text will be in the same upper left position.

Featured work will remain the same, some scaling may occur to still show all four featured elements on the same row.

Photo feed will have the same content and number of pictures. These may also have some scaling down applied to better fit this smaller screen.

Footer remains at bottom with the same height and content within.



Navigation is now only visible as a side-pop-out after pressing this menu button in the top right.

Hero image will now span the entire width of the screen and the height will remain roughly the same.

The page fold line remains in the same general position (for the most part).

Social media links remain in bottom left aligned with the grid.

Vector Wireframe - Mobile

Navigation height will be same as on desktop version and the logo and heading text will be in the same upper left position.

Featured work section will still display 4 elements but will be in two rows instead of the one. Elements will stack as the screen size is smaller in width.

The page fold line remains in the same general position (for the most part).



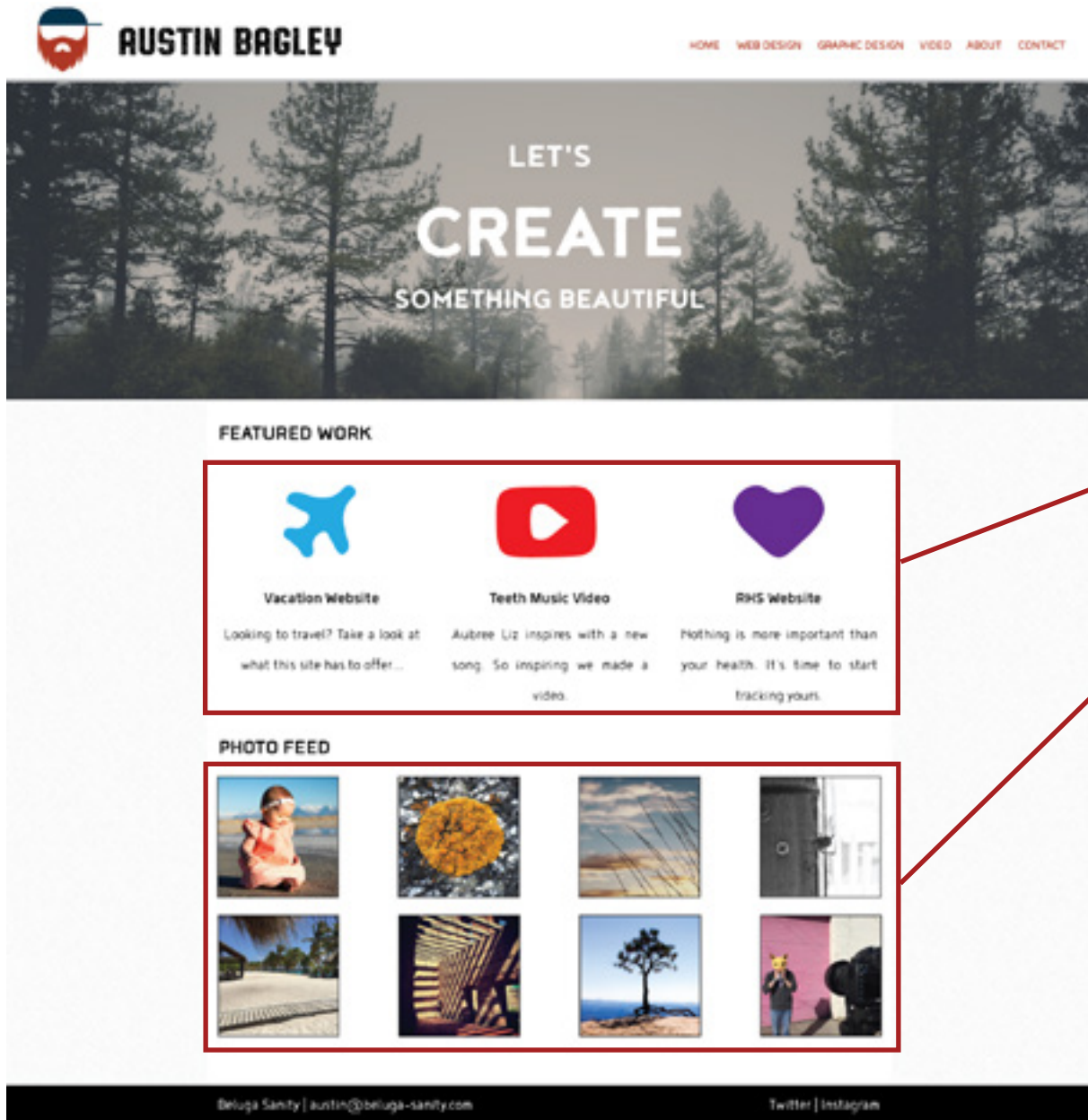
Navigation is now only visible as a side-pop-out after pressing this menu button in the top right.

Hero image will now span the entire width of the screen and the height will remain roughly the same.

The Photo Feed section will now only show four elements stacked on each other in the smaller screen width for space and limit the amount of scrolling to be done.

Social media links remain in bottom left aligned with the grid.

Surface Composition - Desktop

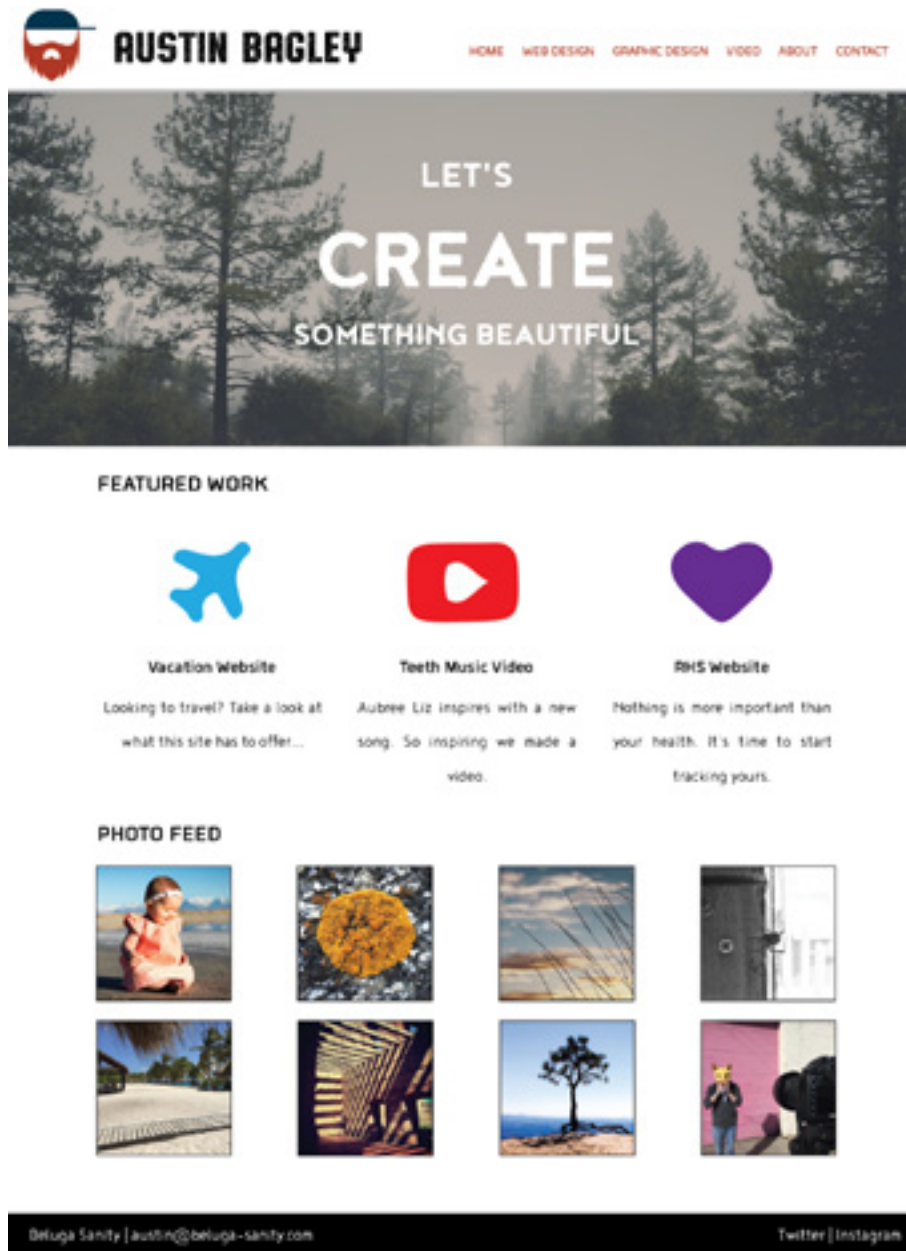


The large banner uses the element of images into the page to help with the visual aspect of the page. It is used to grab the visitors interest as soon as they land on the page/site.

Use of the design element of grouping similar objects and items together to help organize the page into sections. This helps combine elements into categories and breaks the page visually for site visitors, important groups will appear at or near the top of the page preferably above the fold.

Another design element such as color has been added to draw the visitors eye to these elements and to make them stand out from the less important aspects on the page. Site visitors should see or be drawn to looking and clicking for more information on the featured work section.

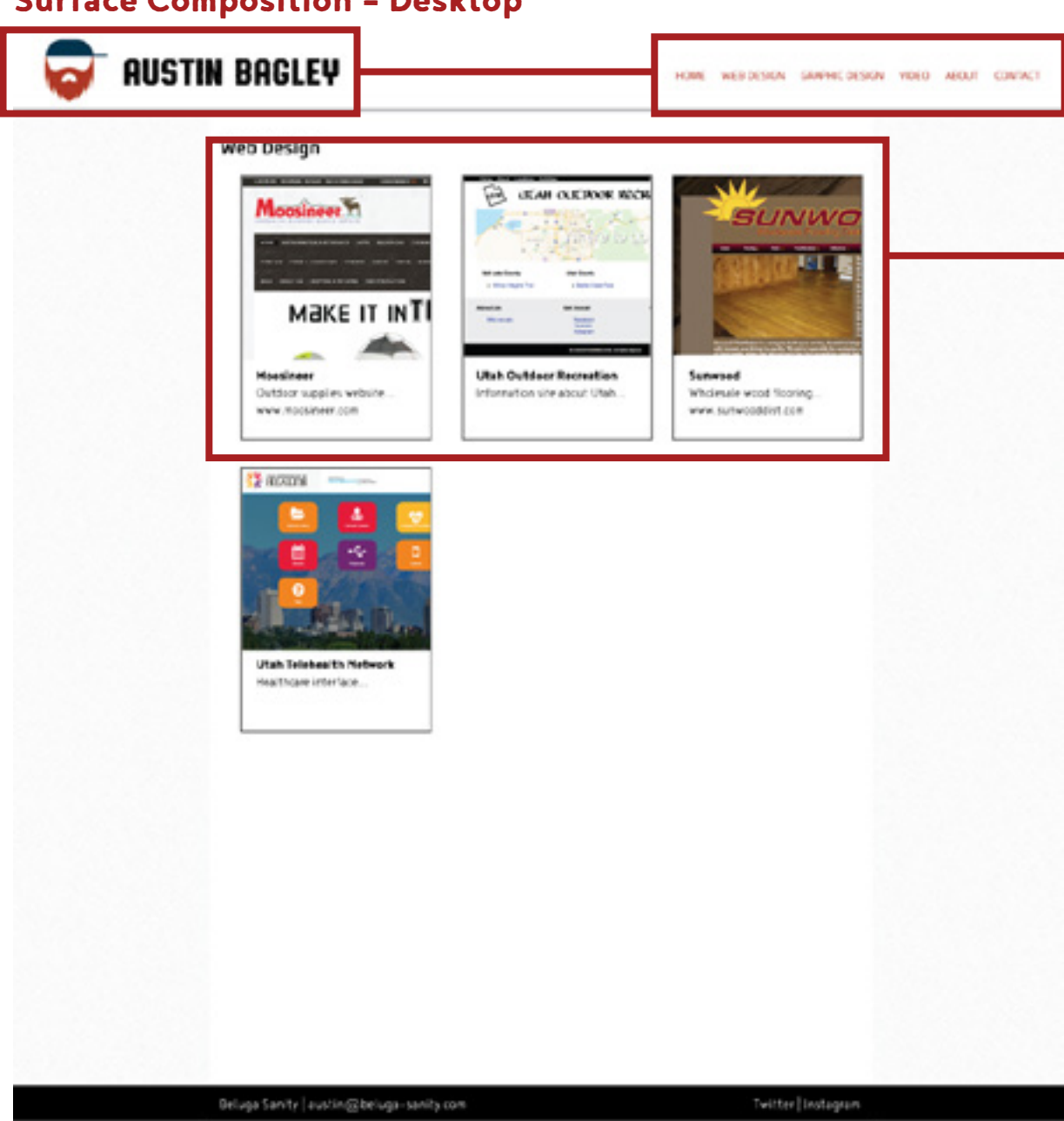
Surface Composition – Tablet



The same elements of color, grouping and use of graphics and images that were discussed in the surface treatment for the desktop version will also be applied to the surface treatment for the tablet and mobile phone versions of the site.

Within the tablet design the containing element is a fuller width to allow the elements within the page to be close to the same size and have the same readability that they would have on a larger screen. This design size will be implemented at around 900 pixels or less before changing to a mobile phone screen design at around 420 pixels.

Surface Composition - Desktop



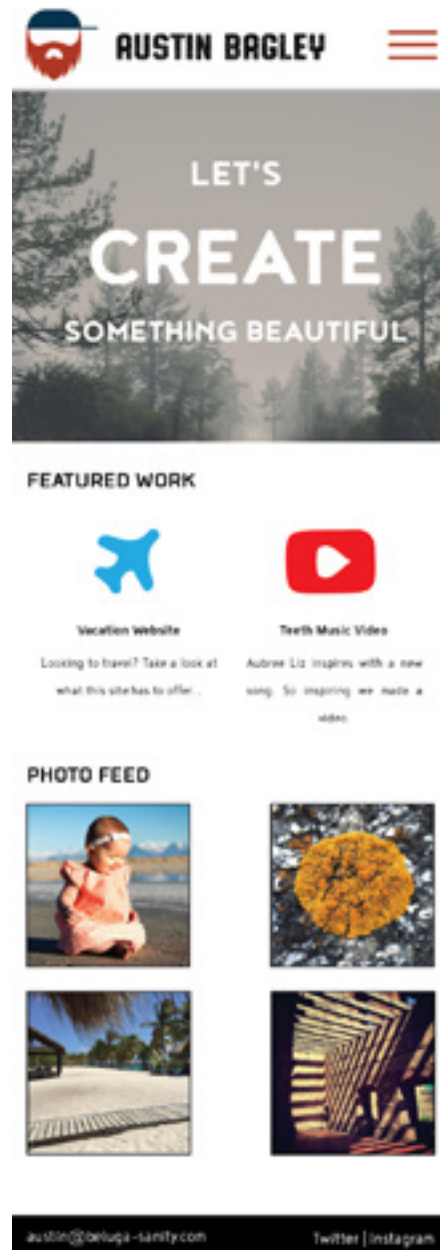
Web Design Page



Navigation on this page is the same as it is on the desktop and mobile versions for the home page, as well as all unbuilt pages. Logo always in top left and navigation found at or around the top right.

Heading element is same size as other heading elements found on the home page. Three items per row within the containing element of the page on the desktop version and two per row when displayed on a mobile phone.

Surface Composition - Phone + Drop Down Menu



Drop-down Menu



Prototypes

<https://invis.io/X670KZXQF> - Mobile
<https://invis.io/JH70L1ZT7> - Desktop

Surface Comp. Overview

Site layout followed the wireframes created, and shown on the previous pages.

The navigation is able to be shown in full in both the desktop and tablet versions, on the phone version however there was not space to do the same. For that reason the menu is now displayed in a pop-out box that is revealed after having touched the menu icon in the top right of the screen. The idea is that the menu will disappear after selecting a menu option or after pressing elsewhere on the screen.

Other changes that are also on the mobile phone version are that the featured work section now only shows two items instead of three and the photos section only shows four as compared to the desktop and tablet versions of eight.

Fonts

AUTHORITY - SITE NAME/HEADING

Quan Regular - Navigation

Quan Bold - Section Headings/Titles

Noya A Cafe - Hero Banner Title

Noya A Text - Paragraph Text

Colors



C=22 M=90 Y=100 K=13
R=175 G=57 B=37



C=100 M=75 Y=45 K=41
R=0 G=53 B=78



C=75 M=98 Y=2 K=1
R=101 G=45 B=144



C=70 M=15 Y=0 K=0
R=37 G=170 B=226