ISM 320 – Project 1B

Design Concept – Personal Portfolio

Eric Burger – 12 April 2014

Design Brief – Personal Portfolio

Design Problem: Designing a clean, professional, and responsive web page that showcases my featured projects and successfully highlights my past accomplishments.

Objectives: Focus on presentation & visuals, design must emphasize ease of navigation, maintaining the user's interest and attention

Assumptions: It is an assumption that targeted users want to see a site with a professional feel and responsive design. Since the site could be shown to employers or colleagues, it has to properly apply design principles and techniques.

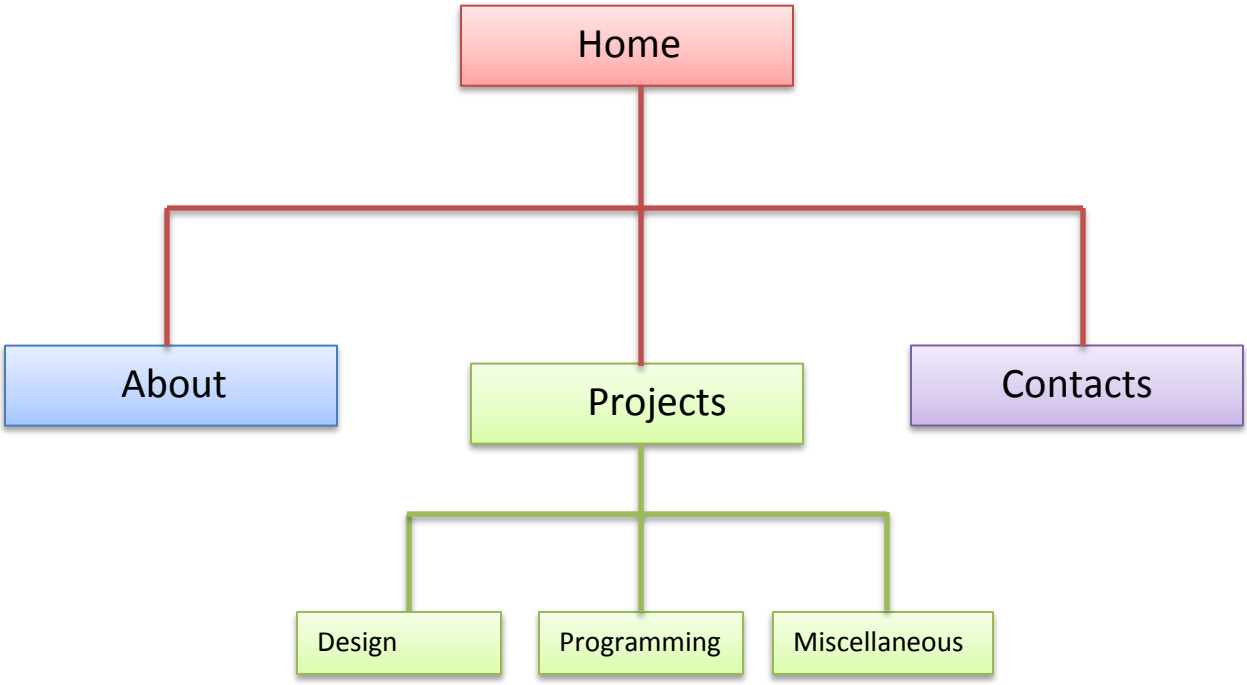
Target Users: Potential employers, clients, fellow students, instructors, professional colleagues

User Needs & Motivations: Visual works and working solutions in the project sections could help address user needs/motivations of looking for exemplary work. A detailed 'About' section would help satisfy the user's need to understand my background.

User Tasks: Users will be able to browse through a projects section, selecting/viewing project content, read through an about page for more info on my background

The four crucial sections of the site are (tentatively) **Home**, **About**, **Projects**, and **Contact**. These sections, as well as any possible subsections, are subject to change as the project develops. As is, the order of the sections is intended to reflect, and potentially reinforce, a possible desired path that the user might take throughout the site.

Site Map (Tentative)



Notes: There will be some child categories under Projects. I have yet to determine how projects will be organized, but depending on how the layout will look, they could be organized under ‘Design,’ ‘Programming’, and/or ‘Miscellaneous’ categories under ‘Projects’. The current child categories are tentative and will be subject to change.

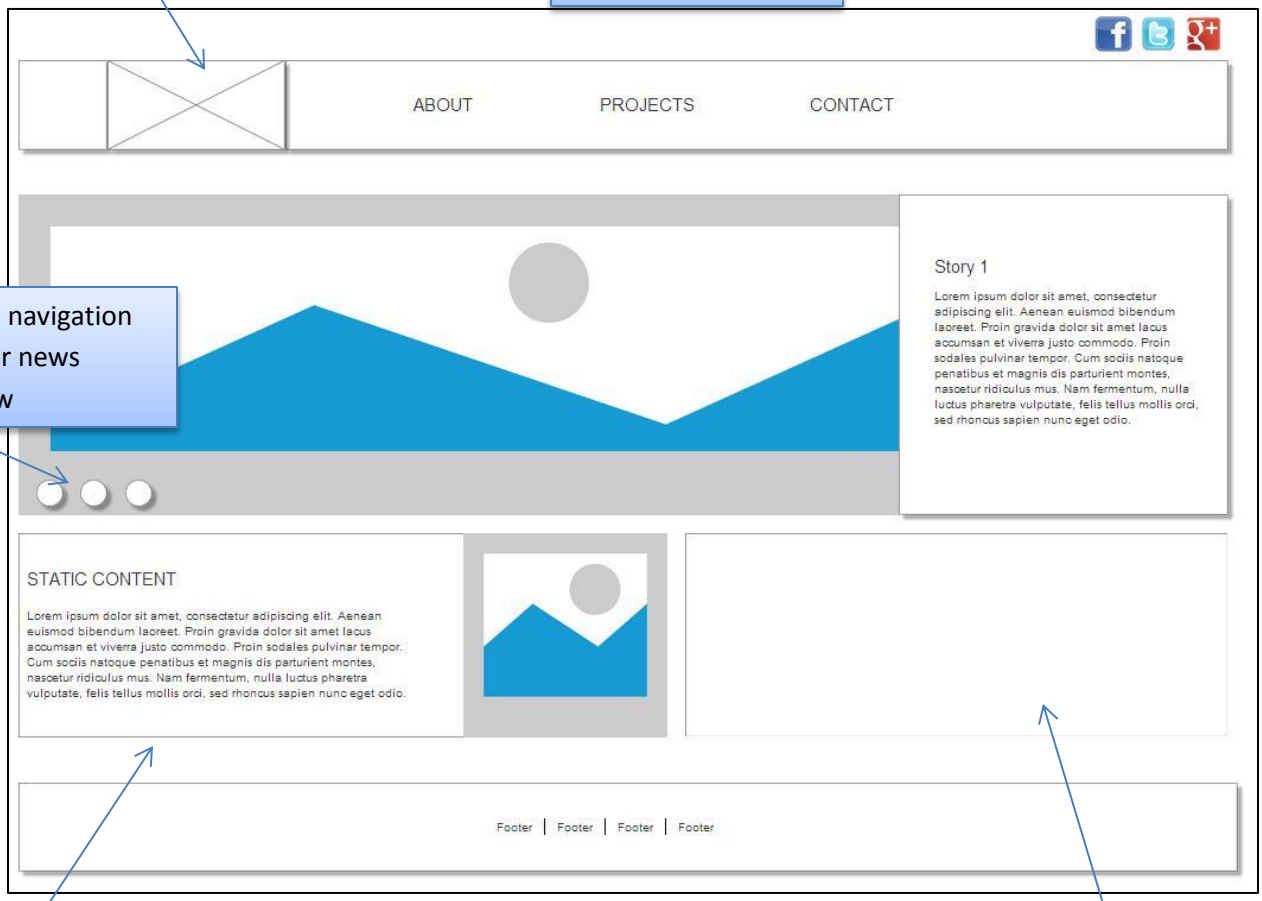
The organization of the links in the nav section is meant to enforce the desired path that the user takes through the web site (About, Projects, and finally Contact). The home page is intended to function as a landing page that highlights any current projects I am working on or other pertinent news.

Home Page Wireframe

Placeholder for home page logo

Horizontal nav bar

Social Media links



Clickable navigation circles for news slideshow

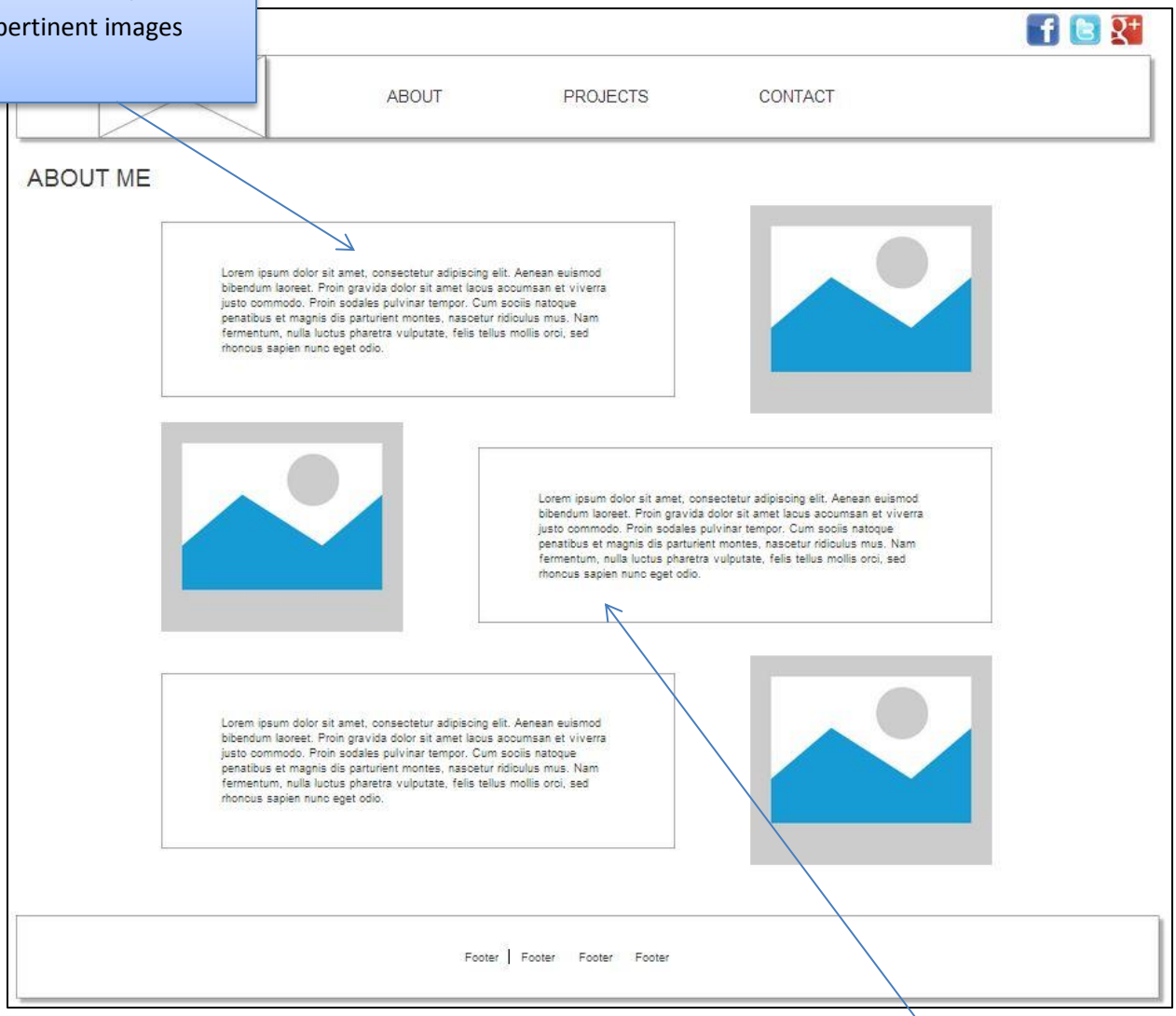
Static content, a small introductory blurb about me and the purpose of the site

Footer with sitemap links

Social media integration window, featuring tweets or Facebook updates

Alternating text content with intermittent, pertinent images

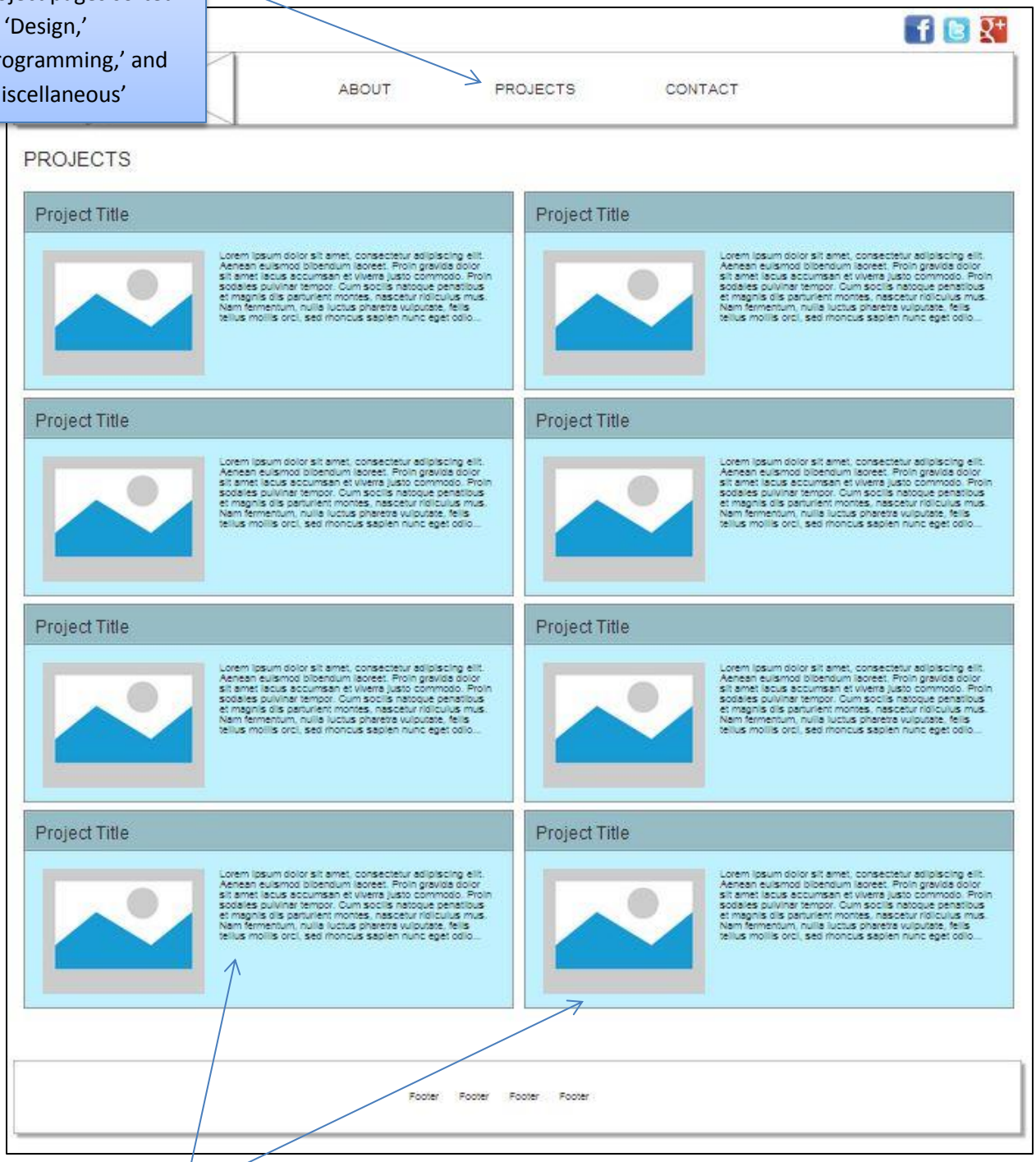
About Page Wireframe



Any content that brings up past or current projects is hyperlinked to the relevant project page

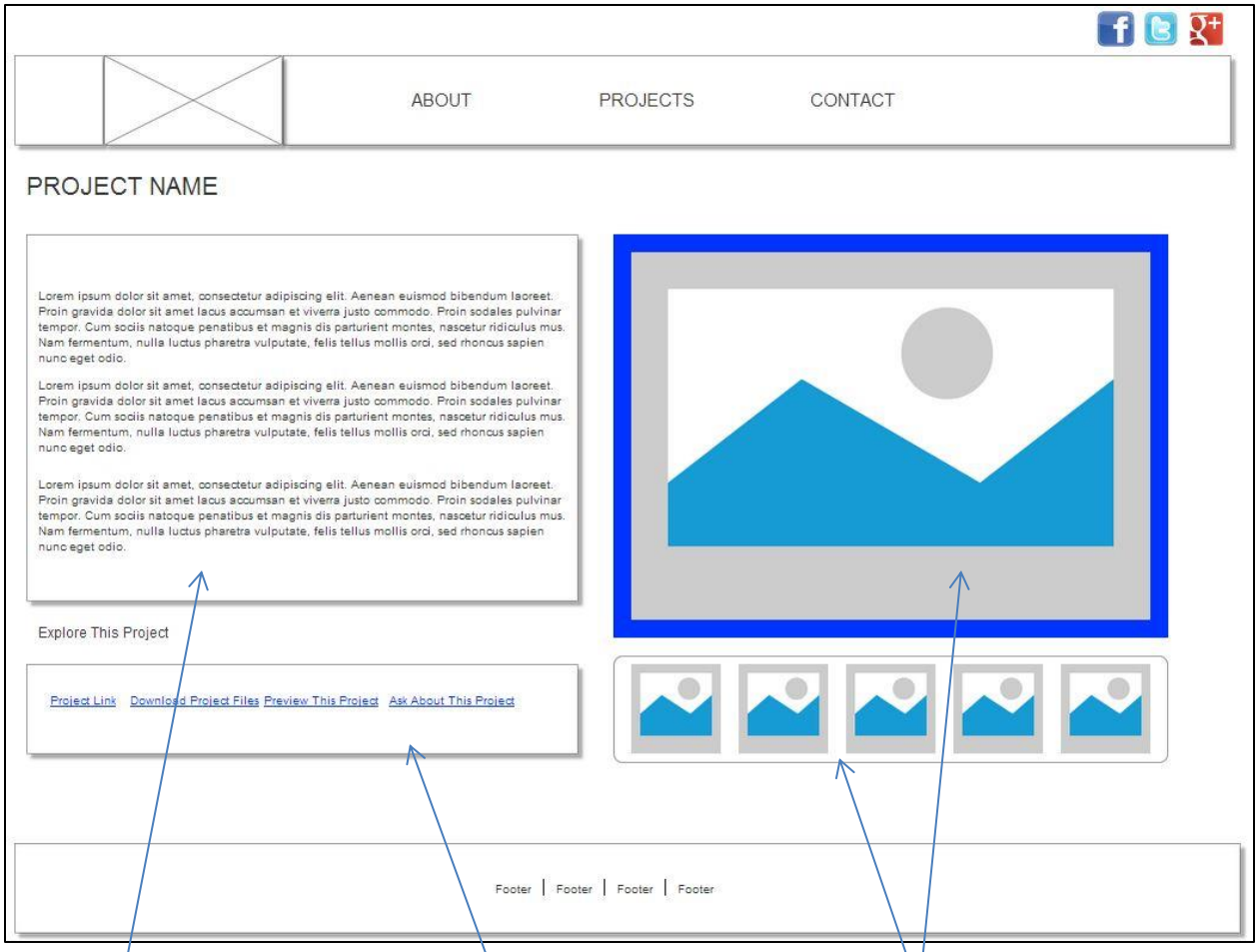
Hovering over ‘Projects’ in the nav menu drops down a submenu that links to project pages sorted by ‘Design,’ ‘Programming,’ and ‘Miscellaneous’

Projects Page Wireframe



Clickable project cards of featured projects, link to project pages with more details (see next wireframe)

Individual Project Page Wireframe

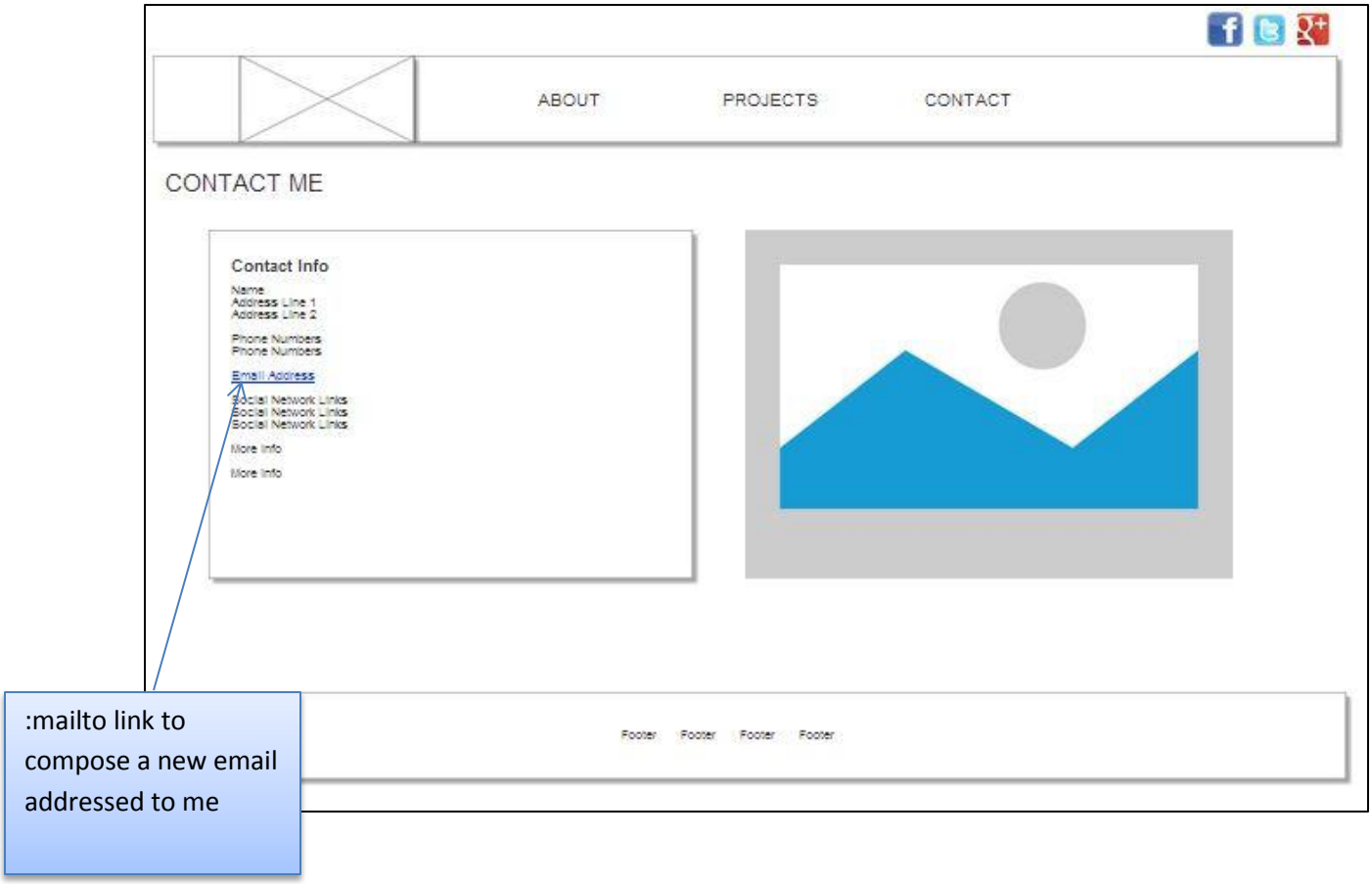


Description of the history of the project, software/tools involved, narrative about development, etc.

Explore This Project box contains: Link to Project(if on the web), Link to Download Project Files, Preview the Project in a new window, Link to Contact page labelled 'Ask About This Project'

Image links. Clicking each thumbnail changes the main image

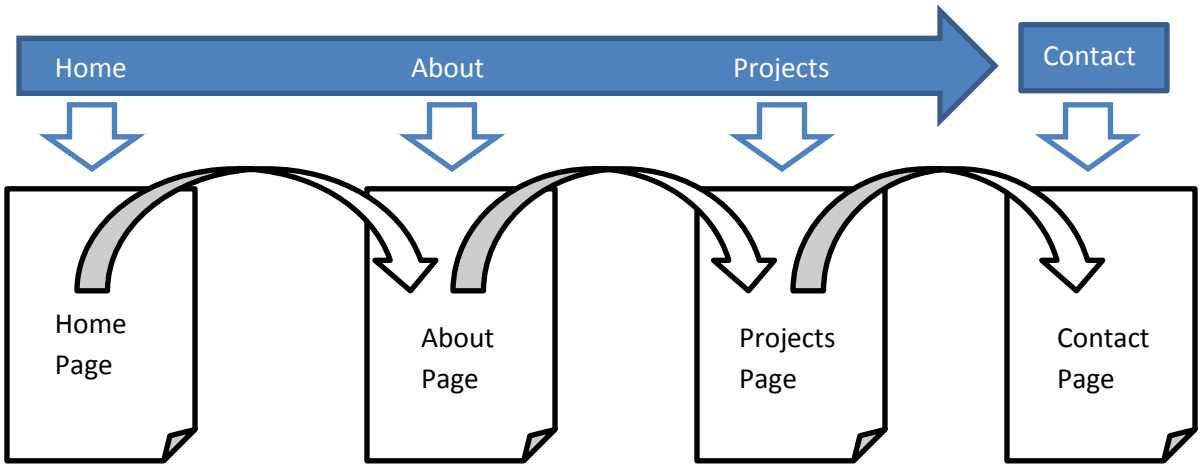
Contact Page Wireframe



A Reflection on the Project's Design

For the design of this project I explored a combination of different design principles. For instance, I wanted to make sure that I was paying attention to the idea of alignment at all times. I focused on the relationships between elements and how they related to each other on the space of the page. I think that a notable example of this principle is in how I organized the content in the 'About' page. I wanted to avoid the page simply being a large block of text with one image, so I played with the design to break the content into sections with images (images which would either consist of me, the technology I have worked with, or the projects I have produced, depending on the text content). I also utilized the principle of similarity to create uniformity in elements that I want the user to implicitly group together (such as the 'cards' for each on project on the 'Project' parent page). This resulted in a simple and somewhat repetitive visual design, but I chose to take that design direction to generate consistency and hopefully improve the ease of navigation for users.

Wayfinding was another principle I wanted to incorporate into this design. It is especially pertinent to the site's purpose to hold the user's attention for long enough to read about me or view my projects before they navigate away from the site, so I wanted the design to facilitate a certain navigation flow. I organized the links on the nav bar from left to right in a specific sequence, and certain content links to other pages that lead up to the contact section, as outlined below.



A demonstration that outlines a few possible user navigation pathways. All roads lead to the Contact page.

I wanted to adhere to a consistent aesthetic with the site, so I chose to stick with using a few different shades of light blue to maintain a simple visual design. The goal of keeping the colors at a minimum was to make sure that I could establish a solid foundation for each page's skeletal structure before deciding on visuals. There is a trade-off here in some respects: As a result of focusing on showcasing projects and content, it is not the most visually sophisticated design. Instead, I chose to focus on simplicity, similarity, and consistency in favor of a (hopefully) streamlined and straightforward browsing experience for the user.