

Personal Webpage

A product pitch by David Kovach-Fuentes

The Problem

What problem does your product website solve or address?

- Resumes are a crucial part of your career
- I don't have one that I like
- Employers generally look at your resume for 6-7 seconds ([indeed](#))
- Securing an internship has never been more difficult/important
- Job market is in a terrible spot

Your Solution

What is your product idea, and how does your website help solve the problem?

- Building a website that can act as my resume and house other personal information or credentials.
- The design should be aesthetically pleasing and easy to navigate. Ideally it would have something that can demonstrate good programming and attention to detail.

Website Type

What type of website are you building?

- Personal
- My website is designed to share information about myself (i.e. resume) to help employers, project partners, and others to get an understanding of me in an academic and trivial sense.
- This also doubles as a way for me to display skills in web design, programming, etc.

Software Development Process

What software development process will you use?

- Waterfall Model
- The Waterfall Model is best here since my project is not meant to be a tool or piece of software that requires consistent bug fixes. I feel that building each component one-at-a-time is sufficient for this project.

Target Audience

Name	Vincent	Joseph	Robby
Gender	Male	Male	Male
Age	40s	60s or 70s	40s or 50s
Location	Chi	NY	Cal
Occupation	Professor	Employer	Proj. Partner
Income	\$100K	\$1M	\$0
Web Use	~	~	~
Reasons for...	Evaluate App.	Evaluate App.	Learn abt me

Key Content & Features

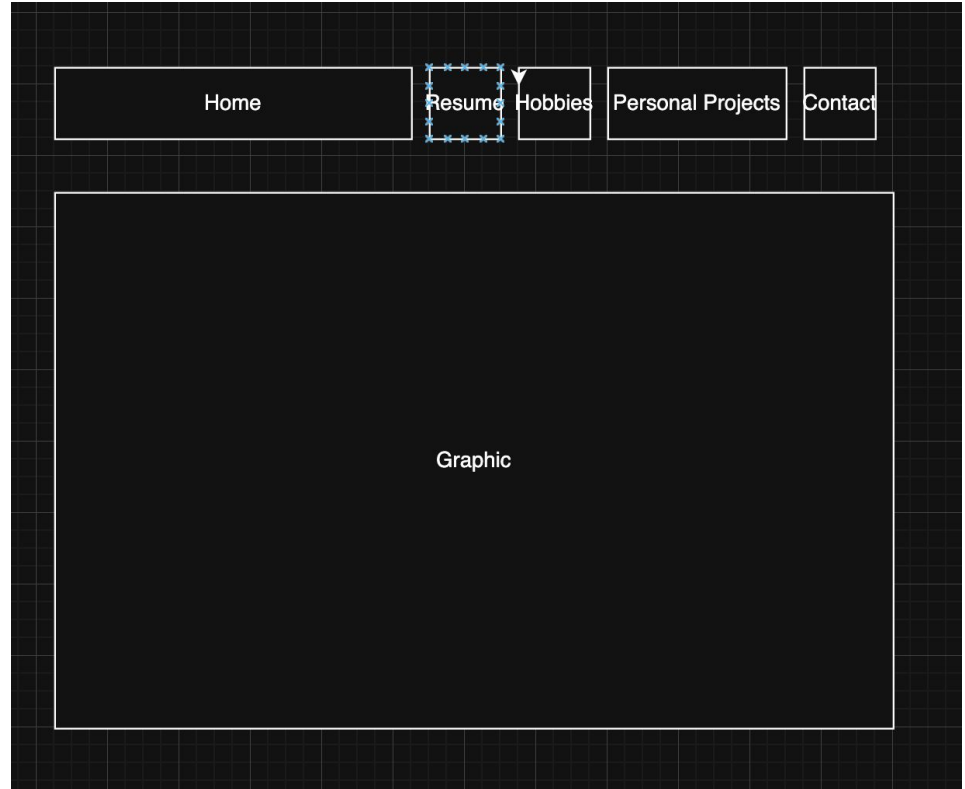
What will visitors find and do on the site?

- Having a strong central 'home' page that displays the various elements/webpages/urls.
- A well-designed resume that is interactive with the user (the resume is built into the webpage instead of being a PDF)
- A link to download the resume in a PDF or other standard format
- An area of the website that details my interests and personal hobbies.

Site Map

Insert or sketch your site map.

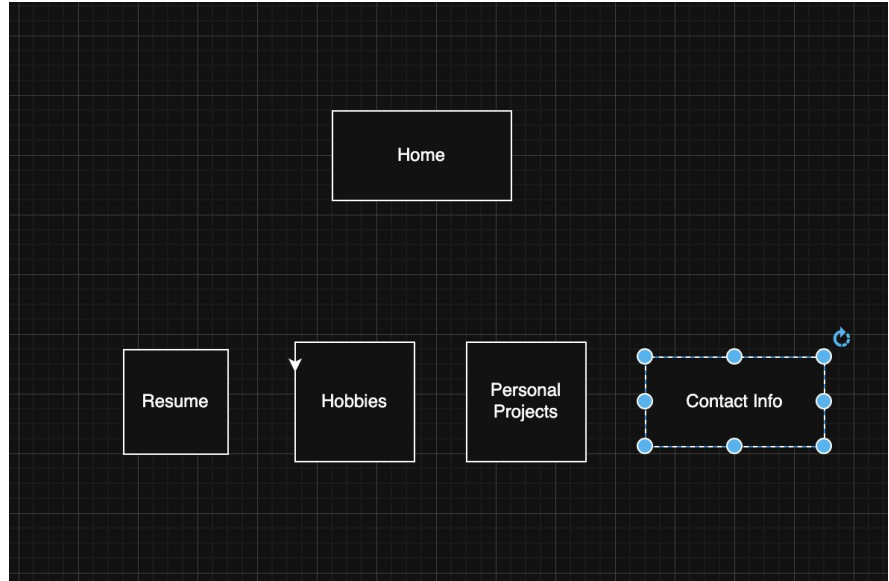
- Start with the homepage
- Show page groupings and navigation paths
- Complete this step manually on paper, using draw.io or with AI tools ([Slickplan](https://Slickplan.com), Octopus.do)



Wireframe

Insert a wireframe of your homepage.

- Show layout of header, navigation, content blocks, footer
- Focus on what goes where, not design details
- Complete this step manually on paper, using draw.io or with AI tools ([Uizard](#), [Figma with AI plugins](#))



Pitch Summary

Wrap up your pitch.

- This product is necessary for me because I want a better-looking resume, and I need a good one to get a job.
- Designing a personal webpage is not uncommon and can help you connect with your employer or audience at an individual level.
- Why is now the right time for it? Because of the job market.

Feedback Questions

Include any specific areas where you'd like peer or instructor feedback.

- Is the solution clear?
- Are the features too much/little?
- Is the target audience well-defined?