Assignment 2: Process & Design

Product

**Problem**

I need to update my resume, and I am using a simple PDF that has no style. I need to standout, and having a well-designed portfolio can contribute to that.

**Idea**

I am aiming to create a simple github portfolio which will provide information about my work experience, personal projects, skills, and hobbies. The quality of the design will make my portfolio more intriguing and easier to understand.

**Type**

Portfolio

**Mission Statement**

My product is a digital portfolio which display my skills, credentials, experience, and hobbies. Marketing yourself is necessary for career success, and this website is designed to do that.

Audience (GPT)

A screenshot of a black screen

AI-generated content may be incorrect.

# \*\*Profile of Target Audience\*\*

### \*\*Primary Audience\*\*

The primary audience for this portfolio website includes \*\*recruiters, hiring managers, and professionals\*\* interested in evaluating my qualifications for internships, jobs, or collaborations. Secondary audiences may include academic advisors or peers looking at my work.

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### \*\*Demographics\*\*

\* \*\*Age Range:\*\* 25–55 (typical age of recruiters and hiring managers)

\* \*\*Gender Distribution:\*\* Balanced, no specific gender bias

\* \*\*Country:\*\* Primarily United States (with the possibility of some international visitors depending on job applications)

\* \*\*Location Type:\*\* Mostly urban and suburban areas where professional hiring is centralized

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### \*\*Socioeconomic Details\*\*

\* \*\*Average Income:\*\* \$50,000–\$120,000 per year (HR professionals, mid-level managers, technical leads)

\* \*\*Education Level:\*\* Bachelor’s or Master’s degree (professional background)

\* \*\*Marital/Family Status:\*\* Mixed — some may be single, others married with families

\* \*\*Occupation:\*\* Recruiters, hiring managers, senior engineers, and professionals in relevant industries

\* \*\*Hours Worked per Week:\*\* 40–60 hours (typical for full-time professionals)

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### \*\*Web Behavior\*\*

\* \*\*Web Usage Frequency:\*\* Daily users of the web

\* \*\*Devices Used:\*\* Primarily desktop and laptop for professional review, but also mobile devices when browsing on the go

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Reasons for Visiting the Website

1. \*\*Recruitment/Hiring\*\* – Review resume and qualifications for a role.

2. \*\*Verification\*\* – Validate background, skills, and testimonials.

3. \*\*Downloadable Resume\*\* – Access a standard PDF resume for internal HR systems.

4. \*\*Portfolio Review\*\* – Look at skills, projects, and personal work.

5. \*\*Contacting\*\* – Reach out directly through the contact page.

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# \*\*Assigned Tasks to Visitors\*\*

\* \*\*Sarah (Recruiter):\*\*

\* Browse the homepage introduction to confirm identity.

\* Navigate to the \*\*resume page\*\* to assess qualifications.

\* Download the \*\*PDF resume\*\* for submission to the hiring platform.

\* \*\*James (Engineering Manager):\*\*

\* Review \*\*skills and project page\*\* to assess technical capabilities.

\* Skim through \*\*testimonials\*\* to see past performance and credibility.

\* Use the \*\*contact page\*\* to reach out for a technical interview.

\* \*\*Priya (HR Specialist):\*\*

\* Check the \*\*resume page\*\* for education and work experience.

\* Look at \*\*testimonials/referrals\*\* for cultural fit.

\* Verify contact details for scheduling an interview.

Product

**Purpose**

This website is intended to be used as a way for me to market myself as a person. I want my resume to be a strong focus for the website. I hope this website can maintain professionalism while being aesthetic and unique compared to a standard PDF template.

**Content & Features**

When building this website, I am not trying to overextend with the amount of content. I want to have a simple home page, a page dedicated to showcase my resume, a page that details my skills or personal projects, a page with testimonies or referrals, and a contact page. While I want my resume to be part of the website itself, I will include a standard PDF that can be downloaded.

**Look & Feel**

Examples: [Responsive Portfolio Website](https://github.com/bedimcode/portfolio-personal), [Monokai Website](https://monokai.pro/)

I like the minimal front page from the portfolio template along with the small icons which are hyperlinked. I also like how the home page has a picture and introduction. I will also include a navigation bar as part of my website.

With regards to the aesthetics, I want to use some palette theme that includes darker, neutral colors. I’d like to include some smooth animations and various multimedia elements. In essence, I want this website to be sleek, minimal, modern, and simple to use.

Timeline (GPT)

Chosen SDLC Model: Agile

Agile is iterative and allows for flexibility.

You can build a basic version of the site quickly and then refine in small cycles (sprints).

This ensures you can adjust design, features, or content as needed without starting over.

A screenshot of a computer

AI-generated content may be incorrect.

Logo

A colorful logo on a black background

AI-generated content may be incorrect.

Site Map

A diagram of a home services projects

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Wireframe A screenshot of a computer

AI-generated content may be incorrect.

A screenshot of a computer

AI-generated content may be incorrect.A screenshot of a computer program

AI-generated content may be incorrect.

Accessibility

**Features**

I will include a button as part of the navbar that will allow users to toggle accessibility features. These features will include disabling/changing animations, enlarging text, increasing page contrast, and removing any element blurring or effects. I will consider adding a button or separate page dedicated to accessibility features, but a button toggle feels like a simple and effective solution.

**Testing (generated by GPT)**

### 🔎 \*\*Browser Extensions & Automated Checkers\*\*

\* \*\*[axe DevTools](https://www.deque.com/axe/devtools/)\*\* (Chrome, Firefox)

Industry standard. Gives detailed accessibility issues right in DevTools with explanations and fixes.

\* \*\*[WAVE](https://wave.webaim.org/extension/)\*\* (Chrome, Firefox)

Visual overlay showing contrast issues, missing alt text, ARIA errors, etc. Very beginner-friendly.

\* \*\*[Lighthouse](https://developers.google.com/web/tools/lighthouse/)\*\* (built into Chrome DevTools)

Provides accessibility scores and highlights major problems like color contrast, labels, and structure.

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### 🧩 \*\*CI/CD and Workflow Integration\*\*

\* \*\*[axe-core CLI](https://github.com/dequelabs/axe-core-npm)\*\* or \*\*[Pa11y](https://pa11y.org/)\*\*

Run automated tests in your build pipeline. Helpful if you want accessibility checks as part of your deployment process.

\* \*\*[Accessibility Insights](https://accessibilityinsights.io/)\*\* (by Microsoft)

Browser extension + desktop tool. Offers both automated checks and guided manual assessments.

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### 🎨 \*\*Color & Contrast Checkers\*\*

\* \*\*[Contrast Checker by WebAIM](https://webaim.org/resources/contrastchecker/)\*\*

Quick tool for testing text/background colors against WCAG standards.

\* \*\*[Color Oracle](https://colororacle.org/)\*\*

Simulates different types of color blindness to see how your site looks.

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### 👩‍🦯 \*\*Screen Reader Testing\*\*

No automated tool can fully replace this. Try your site with:

\* \*\*NVDA\*\* (Windows, free)

\* \*\*VoiceOver\*\* (built into macOS/iOS)

\* \*\*JAWS\*\* (Windows, commercial, widely used in professional settings)

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### 📑 \*\*Reference & Guidelines\*\*

\* \*\*[WCAG 2.2 Quick Reference](https://www.w3.org/WAI/WCAG22/quickref/)\*\*

Checklist for the accessibility standards your site should meet.

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👉 Recommendation for you:

Start with \*\*axe DevTools + Lighthouse\*\* for quick automated checks, then \*\*WAVE\*\* for a visual overlay. After that, test with a screen reader and check color contrast.