

Personal Branding

13 December 2020

Brief Product Pitch

i This individual *Personal Branding* website is used for expressing one's self to future employers in quick and frictionless experience.

In-depth Product Pitch

i *Personal Branding* is a website for expressing one's personal brand to a perspective employer, interested party, and distance associate. This website focus on a professional homepage where it may quickly redirect other platforms. In addition, this website will emphasis personal achievements and professional goals by providing a quick reference guide to achievements (e.g., industry certifications) as well the resume or CV for employers.

- Goal #1: Train all CSRs on new system within 6 weeks of go-live date
- Goal #2: Integrate sales training with functional training on new system
- Goal #3: Monitor sales volume, return rates, and key satisfaction metrics for 6 weeks following training

Target Personas

The following web service will cater to the following target demographics:

1. The primary target will be future employers with a global landing page expressing in a professional nature.
2. The secondary target audience will be recently met associates and business partners with a quick landing page for future engagement and to build a professional brand.

Comparable services

1. akashmantry.github.io

This service is similar to *Personal Brand's* platform with the singular homepage perspective. However, this website is very overwhelming to initial viewers and is difficult to view on mobile. Lastly, it is more challenging to contact the individual as the design emphasizes a resume appear rather than personality.

2. c4ffein3.github.io

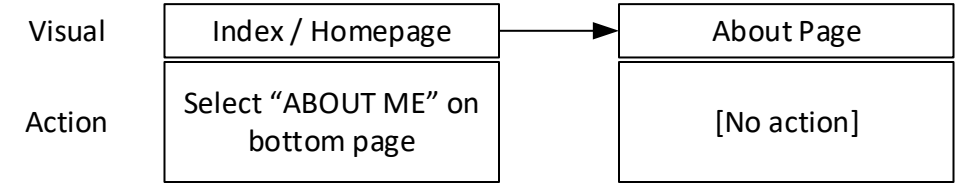
This website is intended a similar design to the *Personal Brand* with the exception of organization. Unlike the previous example, there is not an overwhelming amount of information present on this website. The website is incredibly minimalist which is optimal for exchanging information and increasing usability for those with disabilities and all web users alike. However, the website does not center the content making it less strong for building a presence. Additionally, this site lacks other forms of outreach other than an academic email address.

3. charlie.games

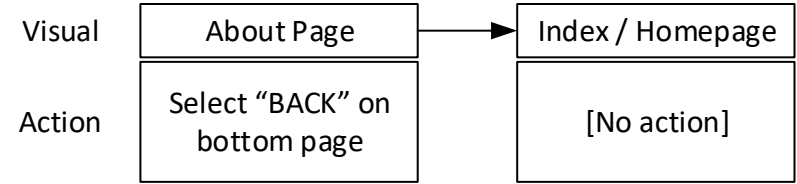
This website centralizes content and provides quick personal contact through the bottom icons for outreach. However, *Personal Brand* intends to reach to a more accessible audience by providing an alternative text for images and by focusing less on imagery and more on text. Usability is an essential goal for web design. However, our website will use the quick reference for social contact and the immediate nature of content being in the center of the screen.

Moruzzi, David – Final Project Shorthand Flowchart

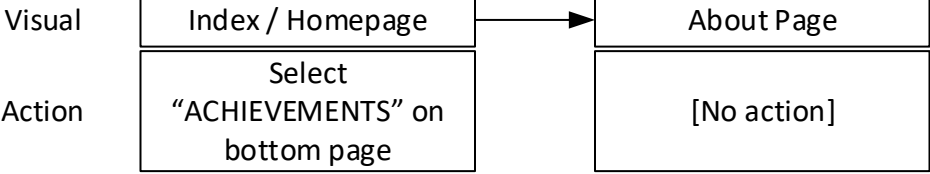
1. Learn about who I am



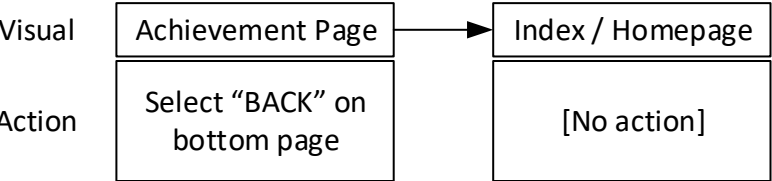
1b. Return to homepage



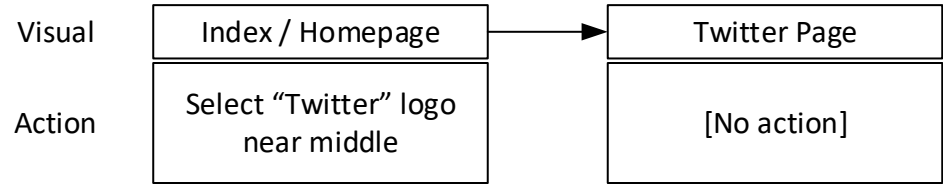
2. Learn about my achievements



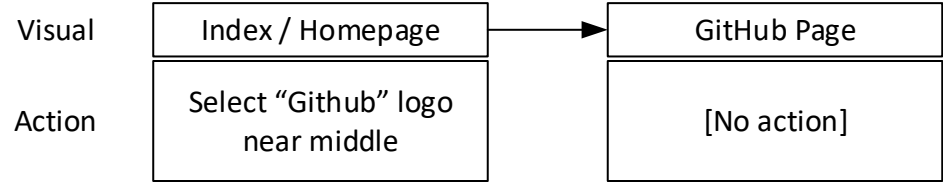
1b. Return to homepage



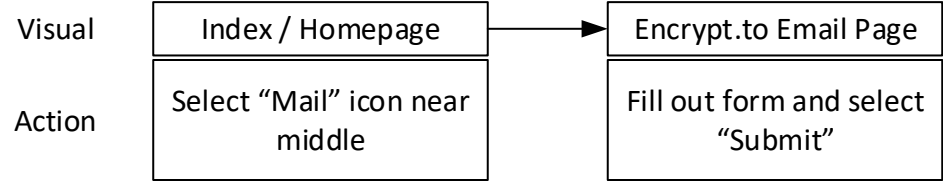
3. Visit my Twitter page



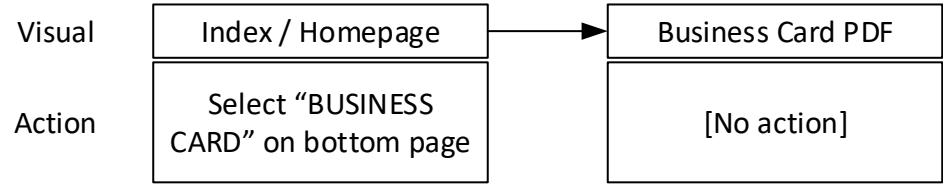
4. Visit my Github page



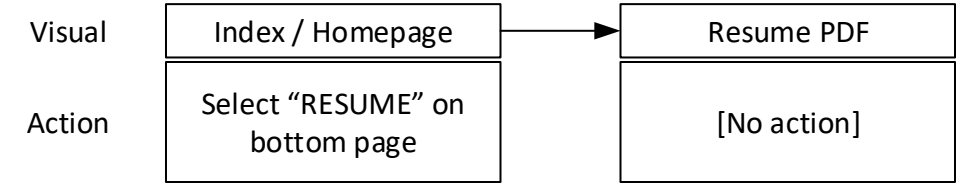
5. Send an email to me












6. View my business card



7. View my resume



Unique Background image, continuous on entire page except yellow		(root/index.html)
<div><div>[Self Image]</div><div>[NAME]</div><div>[Headline (e.g. job title or career placement)]</div><div><div></div><div></div><div></div><div><- These icons will redirect to each profile, different icons may be added</div></div></div>		
<div><div>PDF</div><div>PDF</div></div>		
Business Card About Achievements Resume		<- These will each highlight when hovered on and will redirect to respective page
Unique Background image, continuous on entire page except yellow		(root/about/index.html)
<div><div>[About Me or About Company]</div><div>[Copywrite text]</div></div>		
<div><div></div><div></div><div></div></div>		
Back		<- Goes to homepage (root/index.html)
Unique Background image, continuous on entire page except yellow		(root/achievements/index.html)
<div><div>[Achievements]</div><div>[Copywrite text]</div></div>		
<div><div></div><div></div><div></div></div>		
Back		<- Goes to homepage (root/index.html)