**Project Plan**

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| Title | * Elanur Komsul * Optional: Your client's name or organization * Web Studio * NYU School of Engineering * Fall 2015 |
| Project Statement / Goal | My website will be a portfolio where I display all of my creative projects. These include but are not limited to photography, graphic design, 3d modeling, videos, and all my artwork. It will also be a way for me to create a website that showcases my website design skills. |
| Your motivation, drive, and/or purpose | The purpose of this website will be to have a space in which I can showcase all my projects in one organized way. Additionally, designing a website for myself will allow me to use creative license in order to create yet another thing to showcase. Because I am designing it for myself, I would want it to be an embodiment of my own personal style. However, I will need to discover and explore what exactly my personal style in terms of web design is. I would also need to explore and learn about effective web design techniques to implement into my own website. |
| Target Audience | My website is for potential employers and collaborators that are interested in seeing my work and style. By visiting the site they can also discover my web development capabilities. It is also for myself, so that I may have easy access to all my work in one place. |
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| Competitive Analysis | Almost every established artist has a portfolio website to showcase their work. Artists who have no experience making websites will often opt to use websites that provide templates and allow people who aren’t web developers to create a web page, such as Squarespace. Templates can be limiting, so I will have the advantage of being able to design my portfolio website however I want. Additionally, most artists will have their portfolios dedicated to one medium only, such as photography. I plan on showing a wide variety of mediums in my portfolio.  How will your site be positioned (branding) and differentiated (market and competitors or like works)?) |
| Content Inventory | My content inventory will include a wide range of media and art projects and it will constantly be expanding as I generate new content. As of now, I plan on including the following content:   * Film projects * 3d Modeling projects * Logo design * Illustrations/Digital drawings * Sketches * Photography   The content on my site will primarily be image/media based and will include a minimal amount of text. |
| Technical Requirements /Functionality | The technical requirements of my website portfolio will be to include video viewing capabilities, and to allow the user to browse through content easily and efficiently. Ideally, I would also like to incorporate either interactive or automated elements into it. |

**User stories**

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| As a/an… | I want… | So that… |
| Employer | to be able to look at a candidates portfolio efficiently and quickly | I save time with the hiring process |
| Fellow artist | To look at another artists portfolio to get a sense of their style | I can determine if I would like to work/collaborate with them |
| Employer | To see an interesting portfolio that immediately sparks my interest | I can easily make a decision as to whether to hire them |

**User Personas**

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| Employer  Age: 29  Sex: Female  Location: New York City | Artist  Age: 23  Sex: Male  Location: California | Employer  Age: 25  Sex: Female  Location: Texas |
| Likes:   * Organization * Punctuality * Logic   This employer’s time is precious, and she doesn’t want to waste any of it. She takes pride in accomplishing tasks as efficiently and thoroughly as possible. | Likes:   * Adventure * Planning * Learning new skills   This artist is just starting out, and wants to explore his field. He draws inspiration from anything that sparks his interest. | Likes:   * Originality * Creativity * Innovation   This employer is very laid-back and hands on. She loves new and exciting ways of doing things and finding new technologies to explore. |