

PORTFOLIO CASE STUDY

ESHA CHAKRABORTY



LINA- The Working Mom

Age: 40 years
Profile: Research scientist and mom of a teenager. Lives with her husband and son. Has a wide network of friends and is active in her community.

"I would rather talk one-on-one with someone who has experience with kids."

EVERYDAY ACTIVITIES

- Makes breakfast every morning and packs lunch for her son.
- Drops her son to school everyday.
- Works a 9-5 job five days a week.
- Cooks at home; but has help for cleaning.
- Spends free time watching Netflix, reading books or gardening.

FRUSTRATIONS

- Lina sometimes feels that she and her husband are losing the battle w.r.t her son.
- She is unable to deal with emotions and mood swings of her teenager.
- Lina is trying very hard to make time in her busy schedule to find solutions to deal with her son.
- Transgressions by her teenager have led to episodes of extreme stress for her.

GOALS

- Wants to treat her teenager with respect and not punish him like a kid.
- Wants to have open and rational discussions with her son.
- Lina along with her husband wants to play the Copacoban cop when dealing with her son.
- Lina is trying to find the time to attend parenting talks at her son's school.

FRUSTRATIONS

"Honestly speaking... I inherently do not like online forums...no matter what they discuss."

EVERYDAY ACTIVITIES

- Takes care of her daughter
- Drops and picks her up from school
- Cooks and cleans at home
- Spends free time browsing the internet; but only when her toddler is asleep

GOALS

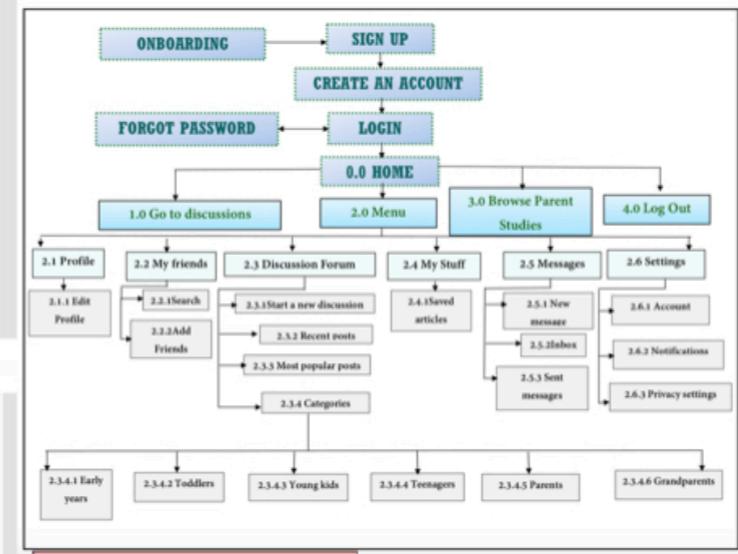
- Spend as much time as possible with her daughter
- Give her useful activities to keep her engaged.
- To give her toddler the least trouble if they make any major decisions
- Make sure her daughter stays on track for every milestone at every age.
- To stay calm and less stressed as a parent.

FRUSTRATIONS

"If you talk to someone else, you have to some sort of an understanding with them."

ONLINE PARENTING HABITS

- Conforts herself by reading about issues, online.
- Doesn't want to create 'unnecessary user accounts' to avoid the hassle of remembering more passwords.

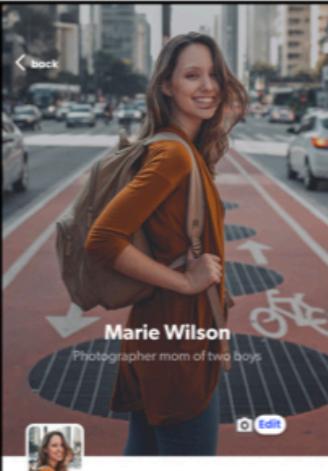




Ask a Mom

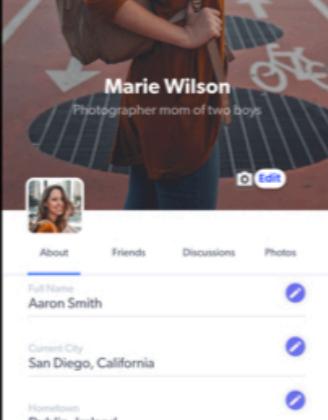
Because moms know best...

Next



Marie Wilson
Photographer mom of two boys





Overview



The portfolio site has been created to show case and present my work samples and newly acquired design skills. The site also has links to my resume and LinkedIn profile.

To create the website, I acquired project details and images that I wanted to display on the site. I chose the color palette and typography for the portfolio site. Using the basic knowledge of HTML, CSS and Javascript I started creating the website.

The website was user tested with the demo version to check for usability issues. With the feedback from the test, changes were made and the final version was updated on GitHub.

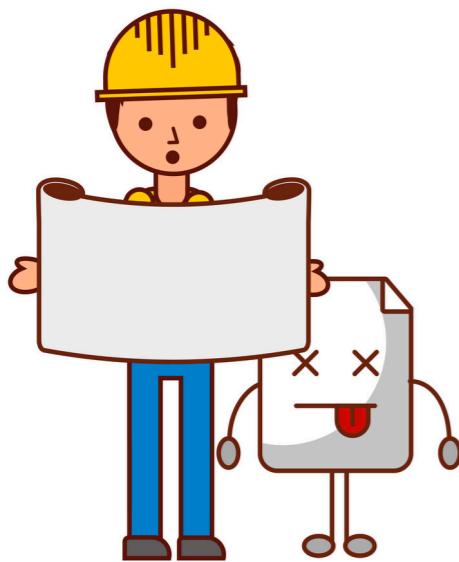
The site has been made available on GitHub pages and has been cross-browser tested.

Context and Challenge



The purpose of creating the portfolio site is to present my newly acquired skills in designing and front end development, professionally. Through this method I will have an easily accessible place to display my portfolio professionally. Using the basic knowledge of HTML, CSS and Javascript I have created a website that I plan to upgrade along the way as I get more adept technologically. This portfolio site has my work samples as well as my resume, linkedin profile link and contact details. My goal is to keep my site updated and increase the traffic to the site.

Process and Insight

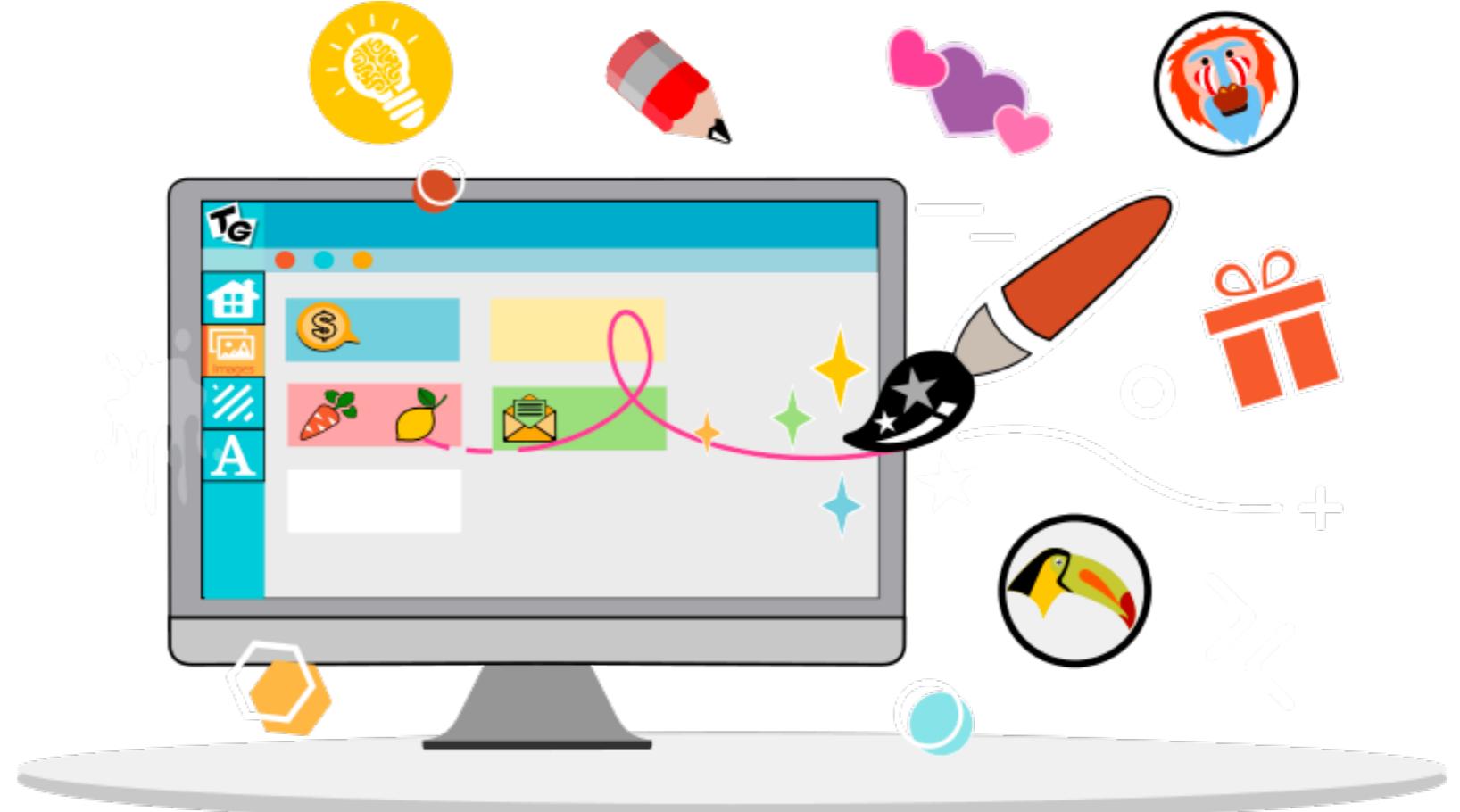


To start creating my website the first step I took was to gather the project materials I wanted to showcase on my site. Since I am just getting started as a UX Designer, the number of projects is less. But as I gain more experience, I plan to showcase the best projects rather than everything. The aim is to help the viewer understand how I grow as a designer. I drafted descriptions for the projects and a short introduction about me.

Along-with the text, I also decided on the images to include in the project. Next was to decide on the color palette and typography. While selecting both, I gave careful thought to how I wanted to project myself as a designer. The colors and fonts I chose would have to echo with my personality. I wanted to convey professionalism but also show passion, creativity and a good understanding of the end user.

With the color palette and typography selected, I used the acquired coding skills and created html pages (using the Atom editor), representing the main page and the project pages in the site. With the basic code in place, I used CSS to add styling to the site. This included introducing shadows, different colors, buttons and so on.

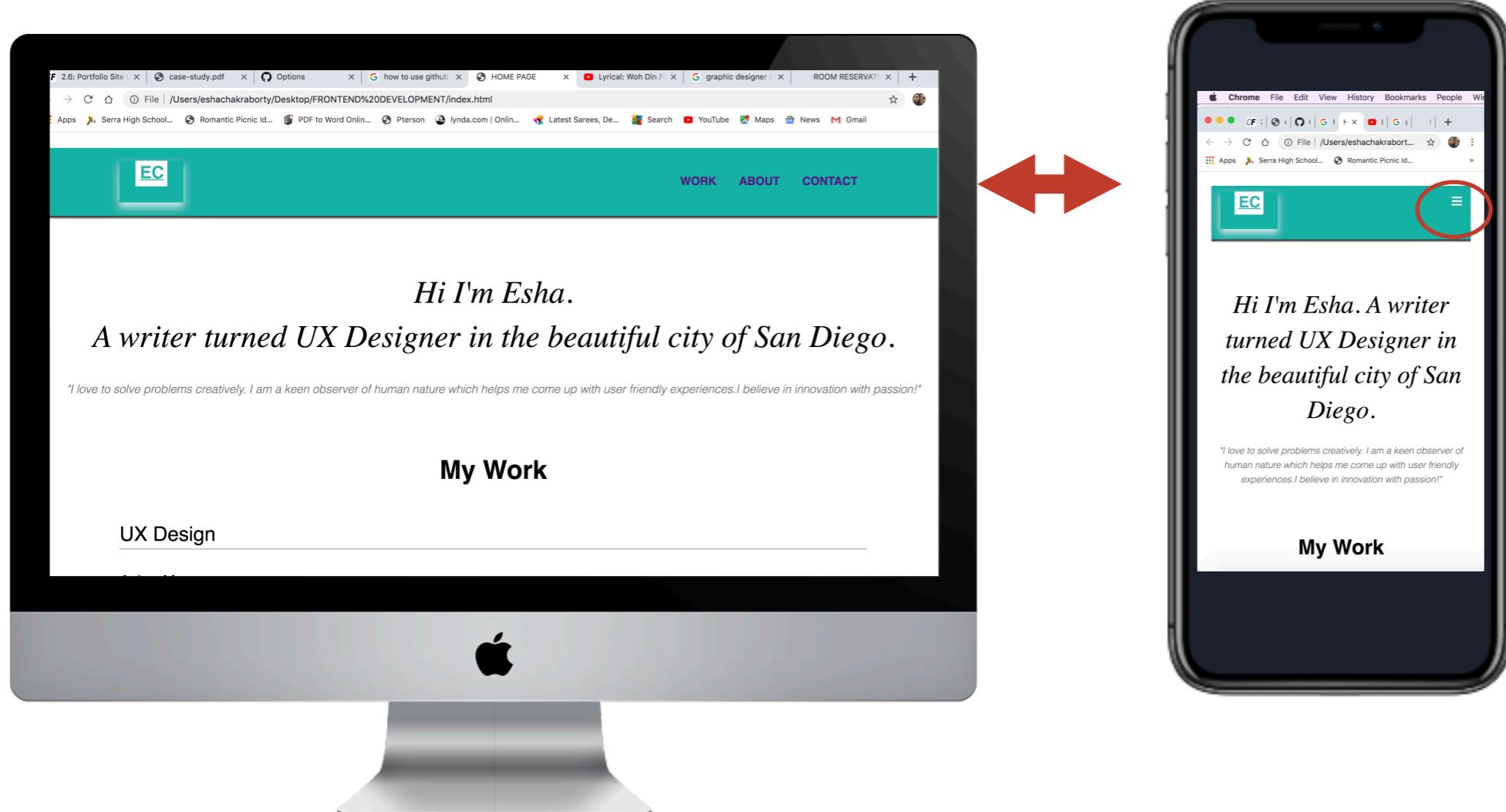
After this, I had to make sure that the site was responsive and functioned well on different devices. For this to happen necessary styling adjustments had to be made. To make the site user-friendly, different navigation options were also included such as the hamburger menu for smaller sized screens.



The site was now developing into a demo version and so I created a repository on GitHub. With the demo version ready, user testing was conducted with five users to identify any usability issues. With the user feedback changes were made and cross browser testing was conducted

to make sure the site functioned well on different browsers. The colors on the site were also tested to check accessibility. With everything in place, I loaded the site onto GitHub Pages to make it accessible.

Solution



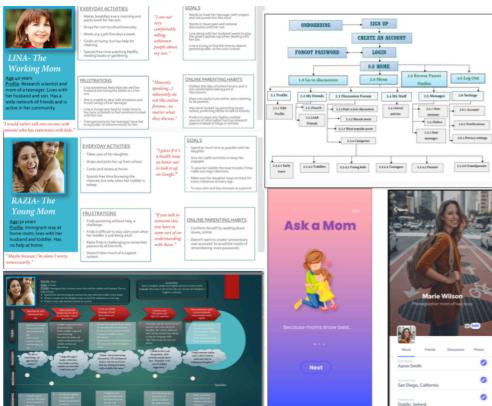
Header navigation switches to a hamburger menu in small size screens

Solution

The screenshot shows a web browser window with multiple tabs open. The main content area displays three wireframe prototypes for a mobile application called 'Ask a Mom'. Each prototype includes a profile picture, a title, and a brief description. The first prototype is for 'LINA - The Working Mom', the second for 'RAZIA - The Young Mom', and the third for 'Marie Wilson'. To the right of the prototypes is a detailed wireframe of the app's user interface, showing a navigation bar with 'HOME PAGE', 'SIGN UP', 'CREATE AN ACCOUNT', and 'LOG IN'. Below the navigation is a 'FORUM FEEDBACK' section with a flowchart of user interactions. Further down are sections for 'EXERCISE ACTIVITIES', 'PREGNANCY', 'ONLINE PARENTING HABITS', and a 'GOALS' section. At the bottom is a footer with links like 'About Us', 'Privacy Policy', 'Terms & Conditions', and 'Contact Us'.

UX Design

Ask a Mom



This project involved creating an app that would allow moms to interact with other 'expert moms' in matters of raising children. For this app, I not only went through the basic UX creative process but also through several iterations of the wireframes based on several rounds of user testing. For this project, I also applied Gestalt's Laws and tried to make my prototype more user friendly. Through this project the user testing method of card sorting helped me refine the site architecture.

[For more information click here](#)

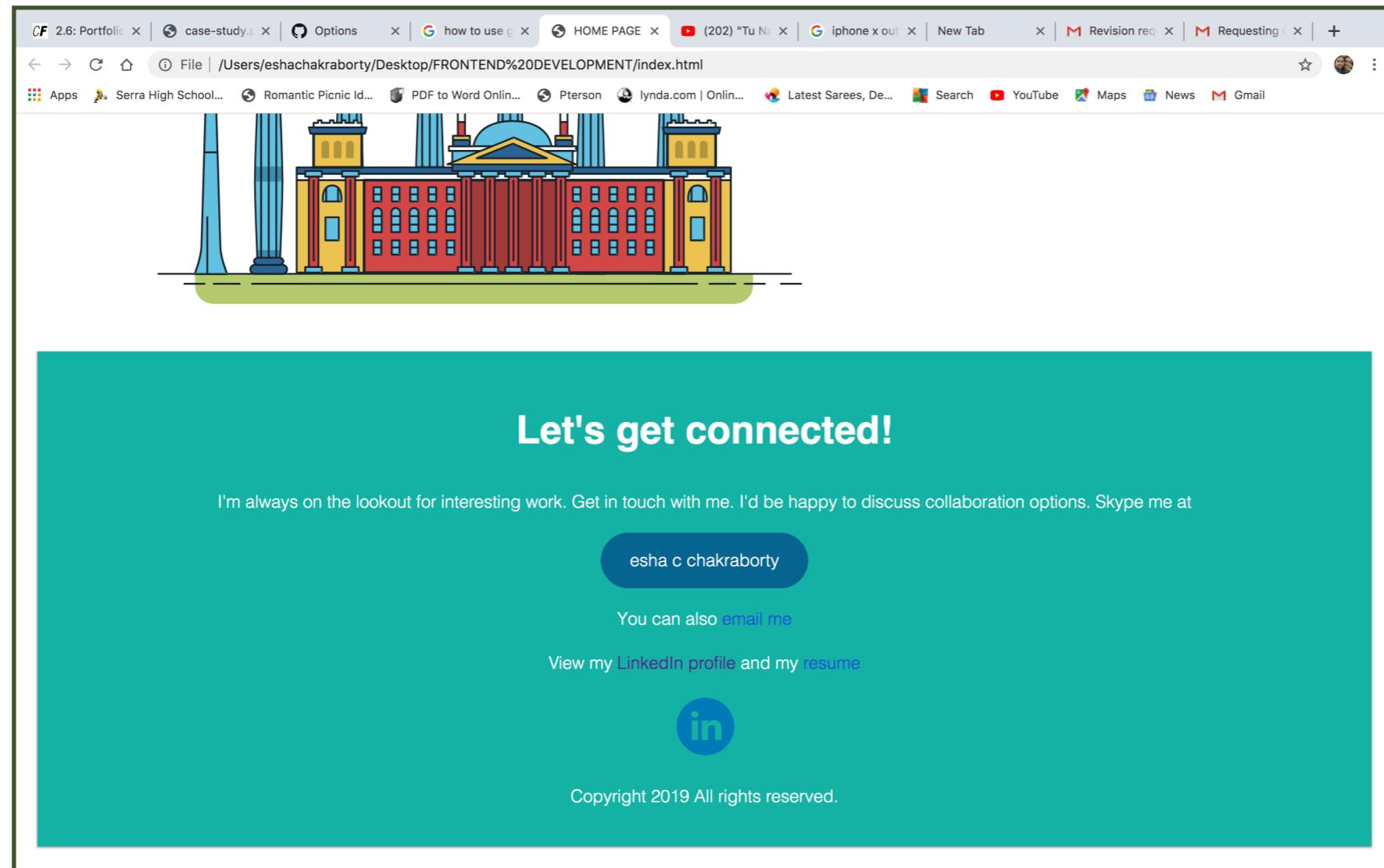
The screenshot shows a web browser window with multiple tabs open. The main content area displays a colorful illustration of a classical building complex with a sun, clouds, and a tower. Below the illustration is a teal-colored call-to-action button with the text 'Let's get connected!'. The browser's address bar shows the path '/Users/eshachakraborty/Desktop/FRONTEND%20DEVELOPMENT/index.html'.

CSS Animation

Keyframes were used to create an animation. In the image above, the clouds should be moving and the color of the Sun should change gradually.

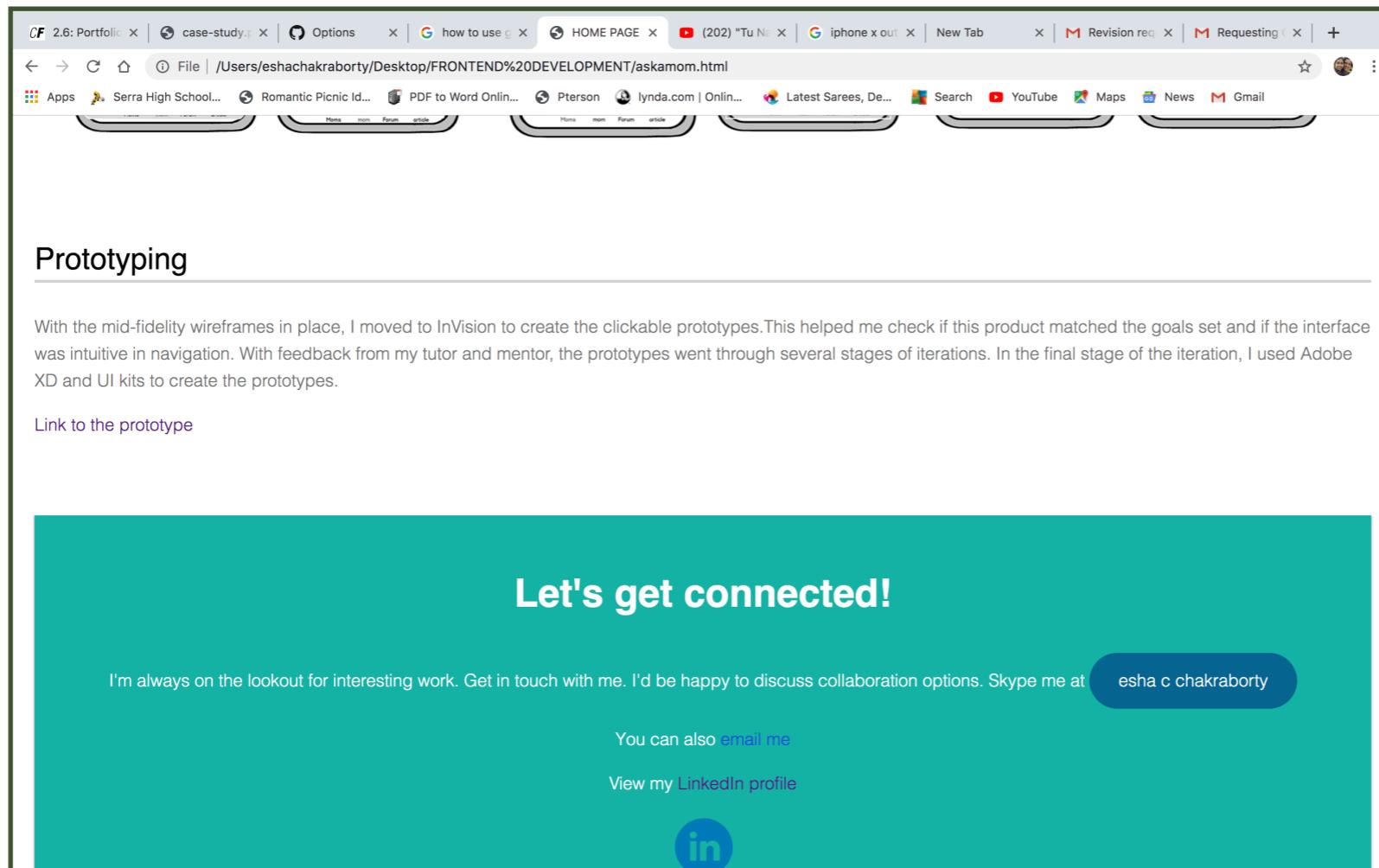
The home page titled "WORK" displays a snippet of my profile along with a short description of the projects I have worked on.

Solution



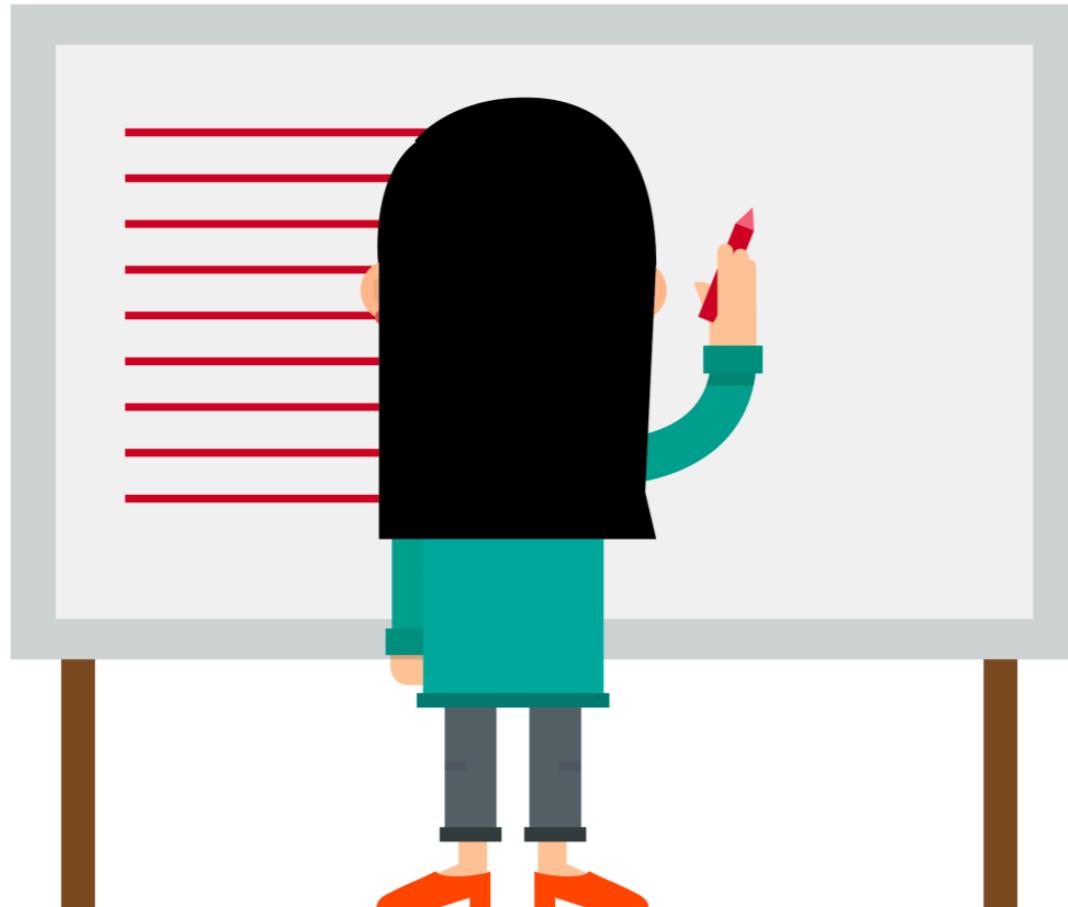
The footer contains all contact information for the convenience of the user, including links to the email and resume.

Solution



The project details page contains a link to the prototype for the user to get an idea of the app conceptualized.

Goals for future iterations



- Change the design of the logo and make it clickable
- Include a slider of project images in the project description on the WORK page.
- Consider creating a CSS Animation to cover the lag when pages load.
- Move the LinkedIn logo to the header
- Include a 'Back to Top' link in the footer
- Include a 'Frontend Development Project' in the Work page