

# Portfolio/Website

---

FRANCIS CACCAVALE



Rotate your device to landscape mode.

# Project overview



## The product:

This design is a website posing as a User Experience (UX) portfolio in conjunction with responsive design.



## Project duration:

August 2022 - November 2022

•fc

# Project overview



## The problem:

Hypothetically, problems would occur between different personas, as one persona will need to prioritize optimally sorting through a portfolio, while another will prioritize finding the identity within a portfolio.



## The goal:

This design will seek optimizations to a UX portfolio/website in conjunction with responsive design while attributing to some identity that a user can relate to.

# Project overview



## My role:

lead UX/UI designer



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, ideating, iterations, affinity diagramming, accounting for accessibility, and responsive design.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



## Narrowing optimizations:

A primary target in this design was to seek minute yet poignant optimizations, that will help a relatively trivial website/portfolio convey information at lightning speed yet retain aesthetics.

One example was the decision to let this website be a single-column website, without javascript, to ensure speed. Another example, along with a simple black text on white background, was a wide creation of negative space in that a user may correspond elements at ease, i.e. a curb-cut effect.

# User research: pain points

1

## Optimizations

What methods will convey information at lightning speed yet aesthetically?

2

## Identity

Will the portfolio have an identity to correspond?

3

## Minimalism

While creating optimizations for the website, can the user identify what the website initially is?

4

## Navigating

Does the website create sound eye traversals, as if observing an oil painting?

# Persona: Shlomo Blau

## Problem statement:

Shlomo is a UX design manager who needs to read optimal UX portfolios while sifting, for speed because at a large tech company, the portfolio pile of potentials is massive.



**Shlomo Blau**

**Age:** 35

**Education:** MA - Architecture

**Hometown:** Brooklyn, NY

**Family:** Wife, 2 children

**Occupation:** UX Manager

*"I need to maximize clarity in empathizing with each candidate for my UX team."*

## Goals

- I need a competent UX designer that projects scalability, experience and a quality fit for my team.

## Frustrations

- Some candidates do not have a personal website (posing as a portfolio) to demonstrate a UX process.

Shlomo, a Jewish-American, heads a UX design team at a large tech company in New York City. Shlomo wants to speed the process of sorting through potential candidates for his UX design team except this will rely on the readability of the UX candidate portfolio or website.



# User journey map

## Persona: Shlomo

Goal: optimally process a UX portfolio

This journey map will ideally help seek some sort of base for levels of optimization in a website.

ACTION	Type URL/Open website	PROCESS HOMEPAGE	NAVIGATE	PROCESS ELEMENTS	REFLECT
TASK LIST	A. Typing the URL B. Checking functionality of page	A. Locate elements B. Seek correspondences between elements	A. Find the navigation B. Coordinate navigation element to what is sought	A. Seek properties of elements B. Seek purpose of elements	A. Did user retain information? B. Did user understand what the website is?
FEELING ADJECTIVE	Curiosity	Inspective	Investigative	Contemplative	Enlightenment
IMPROVEMENT OPPORTUNITIES	Having an unfamiliar domain-ending in a URL can be distracting	An accessible color scheme can help seek elements quick	Navigation may need a usability study	Gestalt principles	Ask for feedback

# Persona: **Aya Haku**

## Problem statement:

Aya is a business owner who needs to hire a freelance UX designer she can identify with because she needs to generate a traffic increase with a specific vision for her business.



**Aya Haku**

**Age:** 26  
**Education:** BA - Art History  
**Hometown:** Philadelphia, PA  
**Family:** 1 Dog  
**Occupation:** Business Owner

*"I need to generate a traffic increase for my business."*

## Goals

- Hire a freelance UX generalist to identify pain points, conduct user research and revamp the company website.

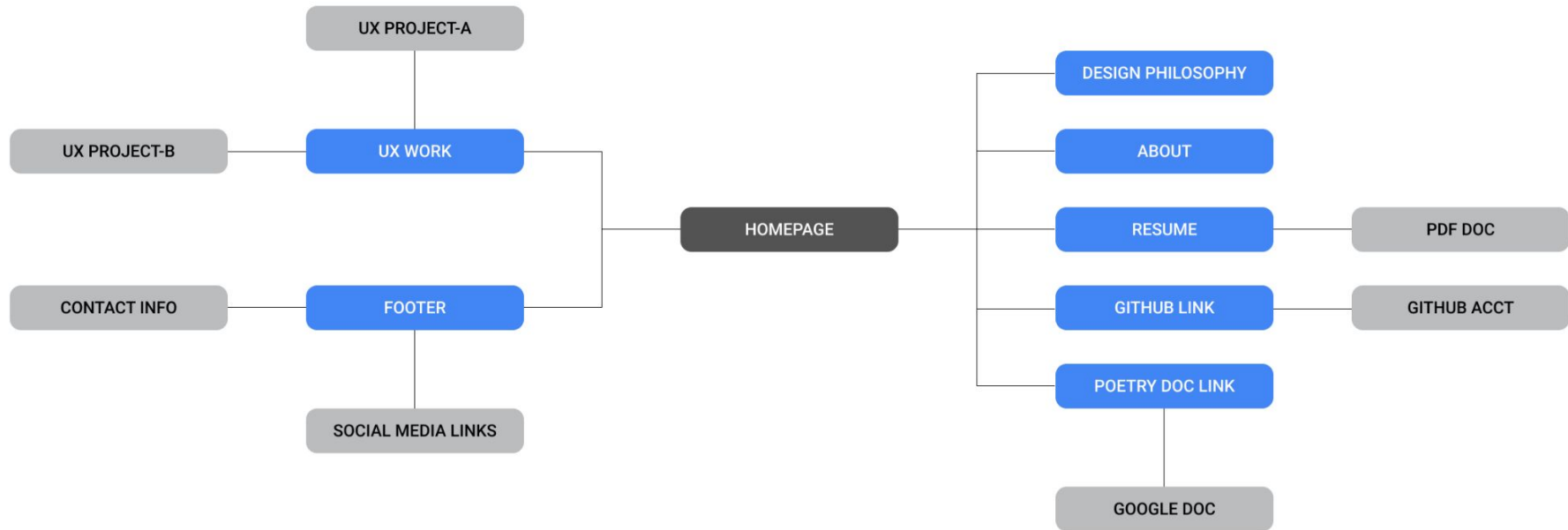
## Frustrations

- How to identify with a potential UX designer because each business may have a specific vision; filtering the Internet, seeking a UX designer with identity.

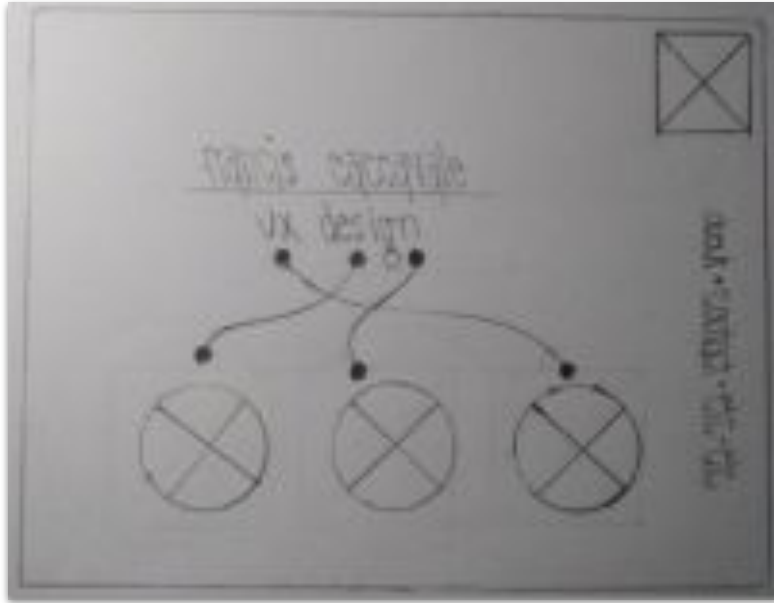
Aya is a new business owner in Philadelphia and is seeking to generate traffic. Aya wants to hire a freelance UX designer except she has a specific vision for her business; this means she will have to thoroughly investigate the Internet to find a designer she identifies with which might become tiresome.



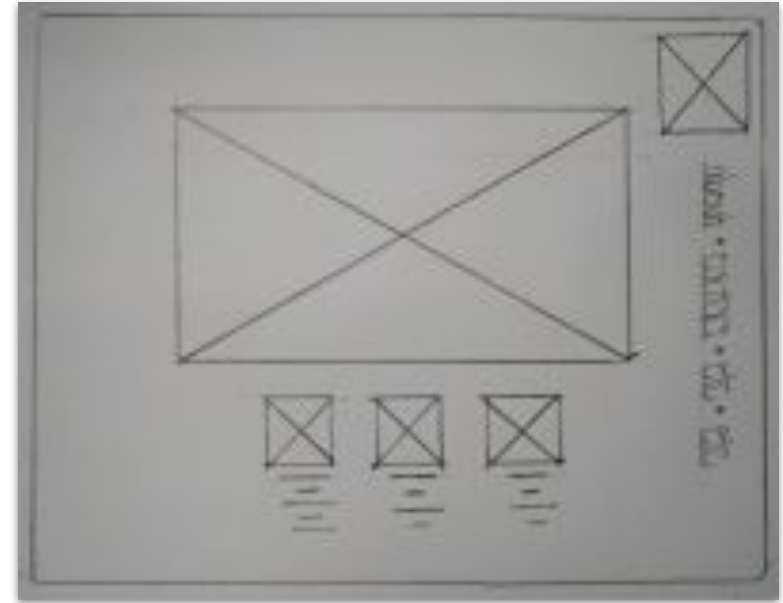
# Sitemap



# Paper wireframes



This (desktop) wireframe is a second iteration. An addition of (color-accented) vectors was made to point to different case studies and an unfamiliar yet intriguing navigation.



This (desktop) wireframe of an initial iteration. This wireframe had an abbreviated hero image with different info cards to discuss a philosophy of design.

# Digital wireframes:

## mobile example

This wireframe, being the mobile homepage, tries to seek optimizations that help convey information fast yet retain some aesthetic. After some iterations, the homepage became quite different than this initial wireframe.



← A search element was an initial concept to help the user search keywords for speed.

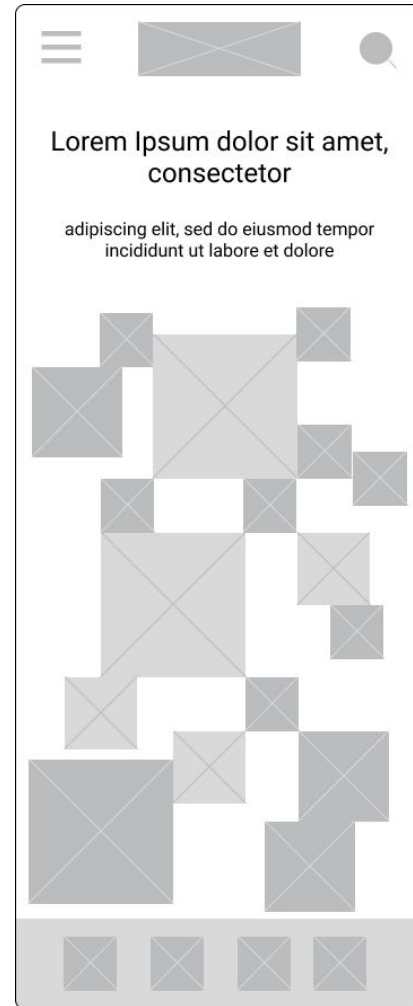
However, this feature was scrapped due to letting the website be static, i.e. without javascript.

← A specific layout for two projects opposing one another, to create a sense of variety.

# Digital wireframes:

## mobile example

This wireframe, being the mobile 'about' page, has elements/properties to give the portfolio some identity. This wireframe did not make the final cut although is archived as a 'maybe'.



A small introduction

A collage of images will help give the portfolio identity. A user can click any collage-element to zoom.

# Low-fidelity prototype

A mobile variation of an initial iteration which includes four screens: navigation, homepage, 'about' page, and a case study page.

Please click prototype window.





# Usability study: findings

A moderated usability study was made with given tasks and prompts in conjunction with a 'think-aloud protocol'.

## Round 1 findings

### 1 Omission of javascript:

An initial finding was that an effective (UX) portfolio/website can go quite far with only html/css. One can omit optional javascript to ensure speed of the website.

## Round 2 findings

### 1 Opt a single-column website:

A user opening new html pages while navigating may distract or create an arbitrary time-lapse, even if only an illusion.

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

An executive decision was made into the final implementation to omit javascript. One advantage of omitting javascript is that a 'search keyword' function (ctrl-f) is already built into most browsers.

Before usability study



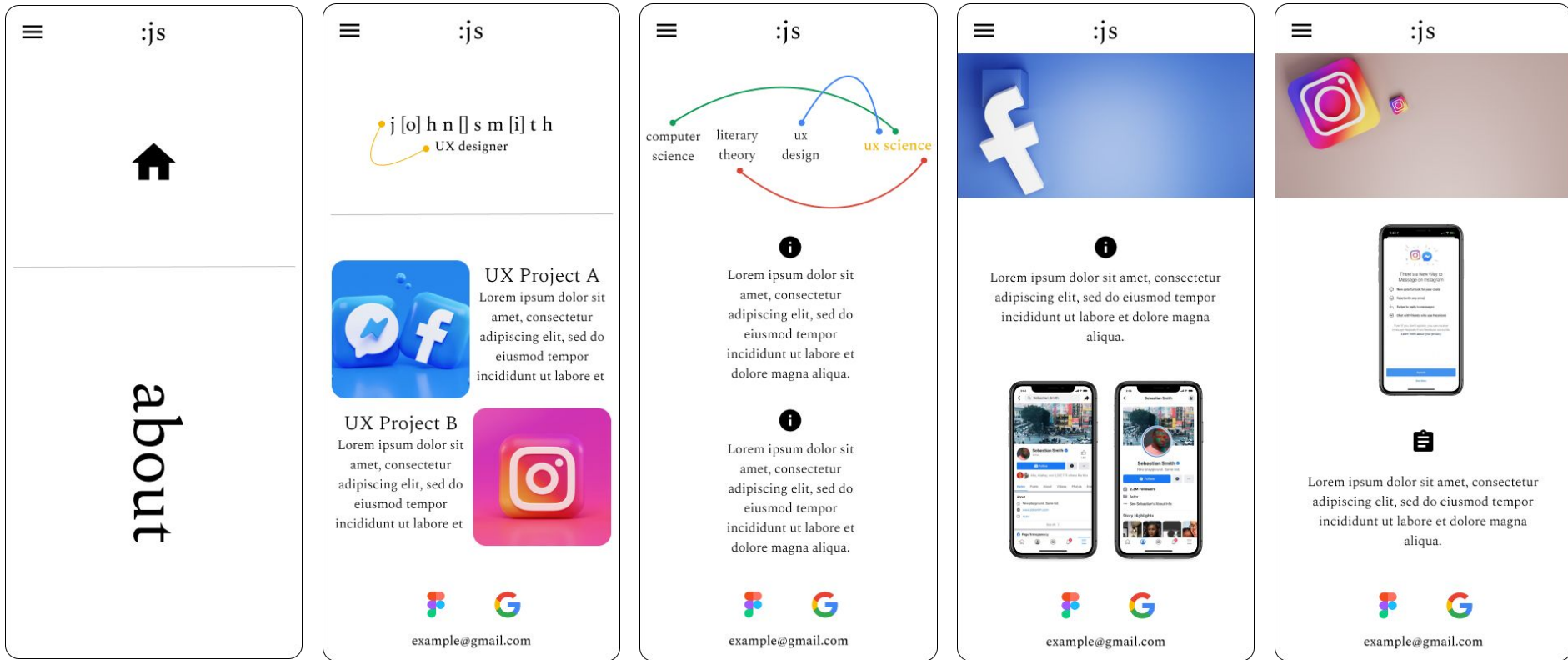
After usability study



+



# Mockups: Screen size variations



# Mockups: Original screen size

:js

about

j [o] h n [ ] s m [i] t h  
UX designer



## UX Project A

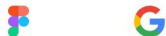
Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua. Ut  
enim ad minim veniam,  
quis nostrud exercitation

## UX Project B

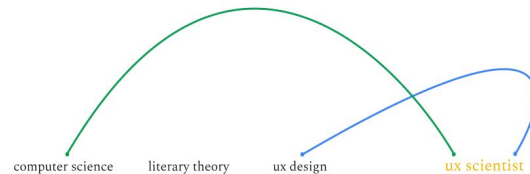
Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua. Ut  
enim ad minim veniam,  
quis nostrud exercitation



example@gmail.com



:js



Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua. Ut  
enim ad minim veniam,  
quis nostrud exercitation



Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua. Ut  
enim ad minim veniam,  
quis nostrud exercitation



Lorem ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do  
eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua. Ut  
enim ad minim veniam,  
quis nostrud exercitation

example@gmail.com



# High-fidelity Prototype

A desktop variation and an initial iteration (testing this prototype would ultimately cause ensuing iterations as is true with each and every user experience design).

Please click prototype window.



# Accessibility considerations

1

One example of an accessibility consideration was the high-contrast of black text (and color accents) on a white background; which as well creates a curb-cut effect, whether that be in reference to a sight impairment or readability speed.

2

Another example of accessibility is the wide creation of negative space within the design. This level of negative space lets the website be less enthralling and lets the users correspond elements as if smooth.

3

A third example of accessibility is the insertion of universally understood icons courtesy of Google's 'Material' design system.

## Going forward

- Takeaways
- Next steps



# Takeaways



## Impact:

A design impact may be the emphasis to push html/css to the limits before the thought of javascript. Some users are aware to the fact that javascript may collect personal data arbitrarily and may create security issues, i.e. what Richard Stallman would identify as 'the javascript trap'.



## What I learned:

Throughout this design, I did learn how little optimizations can help produce large results.

# Next steps

1

A primary consequence to this design is an implementation with html/css, in order to see just how far html/css can take this design without having to implement javascript.

2

Into production!

3

Create a form of feedback for the website in order to ideate and iterate.

# Let's connect!



[francis.caccavale@gmail.com](mailto:francis.caccavale@gmail.com)    [www.frncscccvl.com](http://www.frncscccvl.com)

'www.frncscccvl.com' is for hire!