

Inspiration

1. MightyfineCopy – mightyfinecopy.com

- a. The key target audience for this site are business aiming to get more revenue from their websites by making them more user friendly and strengthen position in their sector of the market.
- b. The message is conveyed very clearly in terms of the text on the page. It is also proven that a business or a person can create an emotional connection through their landing page, and in this site's case it is happiness and intrigue. There are a plethora of colors and animations which make the site super fun to look at, at first anyways. However, upon reading through the site further the scheme and emotion evoked does not align with what I expected a person in this profession to use.
- c. As I mentioned above, the animations and color attract customers initially and will make them remember the site. So, when searching for possible companies to work with the customer will remember this site. Although it is a bit busy it is super memorable and will get customers to come back.
- d. The concepts of the site I would like to borrow are the bright colors and the animation. I am not a fan of the layout, but I love the color and how eye-catching it is.

2. Elsamuse.com

- a. After doing some digging it appears that the target audience is people looking for inspiration. It is a site that is meant to be an outlet for the former blogger to make and imagine different creations. These are heavily focused on fashion and collaborations.
- b. The message of the site is not immediately understood. Users must dig through the site to get to the about section in order to start understanding the purpose of the site. After clicking through even more of the site I am able to find various DIYs and blogs about beauty, fashion and more.
- c. I think that the site could do more to attract their audience. I believe the landing page needs a one liner or small graphic that says what the goal is.
- d. From this site I would like to borrow the vibrant shape layout. They are not perfect circles, but it is a very appealing and engaging to the eye. The color palette – red, yellow, and blue looks AWESOME

3. Tobias Ahlin Bjerrome Portfolio

- a. The target audience for the site are people working in. and looking to hire from the design and tinkering field. Upon loading the site, the name of the creator and what he does is clear and easy to understand.
- b. The message is very clear. The design is easy on the eye and very easy to read. Large blocks with different colors denote different ideas. In addition, the layout is seamless throughout, each section starts the same making it very easy to determine what section you are in and or where you need to be.

- c. I do not believe there is more on the site itself that the creator could have done to attract his audience, but it definitely was not the first site upon googling. I believe there needs to be a bit more work on the SEO aspects and metadata so that it populates early in the search results.
 - d. I would like to borrow the seamless theme as inspiration. I also love the layout but would like to put my own spin on it by using some of the vibrant color ideas mentioned in a few of the inspirations above.
- 4. Memphis modern stationary
 - a. It is unclear who the target audience is here, I found it by googling for geometric modern colorful patterns. Since I have taken design classes in the past, where I had to create a stationary kit, I assume this is either for the designer's personal brand, to show capability or as an example item from a design company.
 - b. As mentioned above a deeper message is not clear from the image alone. I assume that the message is to display previous works from an individual or by a company to show future clients some of the styles they are capable of.
 - c. Since I am the target audience, I found the image based on a google search, I'd say that the code was written adequately so that it is shown early in search results and has enough tags to show it similar to other images.
 - d. Just like the Elsa Muse site used imperfect circles in some areas I would like to use some of these really contrasting colors in the shapes. I also like the shapes and designs and would be interested in using them sparingly on my site as well as my resume. I believe used correctly I could display the patterns without overwhelming the content on the resume. I also hope it will be more eye catching and memorable, like the migthyfinesaas site.
- 5. Memphis Background
 - a. I found this image because it was similar to the stationary above. In my opinion the target audience would be people looking for an intricate background or paper with a unique border. Basically, I believe it is for anyone looking for template to begin designing presentations, and stationary.
 - b. I believe the message is clearer in this image than the previous one because of the large empty space in the center. It is not completely blank but empty enough that text and images could be readable on top of it.
 - c. The creator did everything they needed to attract their audience. Again, they specifically did it via proper coding and SEO. Additionally, due to the powerful capability of google image recognition images can be described by shape making it even easier for the intended users to find.
 - d. Unlike the other Memphis style, these patterns are smaller and less overwhelming which is what I am looking for when I design my portfolio and resume.
- 6. Saad Pasta Portfolio Template
 - a. This portfolio killed two birds with one stone. First of all, it demonstrates the work that the creator is capable of. Second of all it is a full fledge side project that other developers and software engineers can use to format and inspire their

own resumes and portfolios. The target audience is both those looking for inspiration and as a tool to enhance an applicant's application.

- b. The message of the site and what Saad wanted to accomplish is clear throughout the entirety of the site. He demonstrates his projects as well as his blogs in order to show others what he has learned. It also demonstrates that he is capable of learning and using new information as well as explaining to others which is a valuable skill in the tech industry.
- c. I think Saad did do everything he could to attract his audience. All over the page it is clear what he does. Furthermore, he links to nearly all of his social media and previous works so there are many ways to access his site not just searching for inspiration on google.
- d. I may borrow the template that Saad created but then it does not showcase my own skill. I am also going to look into how he has the site hosted on GitHub. I did not think that with react style apps. I will also probably comb through his code to see how he made the animations and apply it to my own site.

7. Adham Dannaway Portfolio

- a. The target audience is people looking for projects to use as inspiration as well people looking to hire freelance designers and coders.
- b. Through interaction with the landing page and the words on the page the creator made it accessible to people that can and cannot read or are not familiar with the language. His message is easy to understand he wants work and can-do design, code, or both!
- c. I believe that the page could be made better by making it more of a continuous scroll than having the separate sections. For a portfolio it makes more sense to be able to keep going. It is easier for the user to find the information without having to do too much with the site. That is why animations from some of the other sites are important. It looks like interactions and contains the movement that clicking to a new section provides.
- d. I would like to borrow how the creator displays himself as a designer and coder. I need to figure out if I should include more theory style work (which is not as easy to show on the web) but I need to show my basic background skills somehow.
 - i. This may be done by writing general documentation about previous projects. creating a wiki or study guide of sorts on GitHub.

8. Brittany Chang Portfolio

- a. I believe the initial audience for this site was trying to up her application game when job hunting. Now I believe the portfolio exists to keep her application elements up to date for when she begins her search again.
- b. The message of the site is to demonstrate what she can do, more specifically what she likes to do. It displays her preference for front-end work while also showing is versatile and able to do design as well as other interfaces. It is also clear from the coloring and style that she is a woman looking for more coding focused jobs in tech.

- c. I think that the site is implemented in a way that makes it easy to get the target audience. Keywords and tech buzzwords are included as well as links to her GitHub and other projects.
 - d. I would like to borrow the descriptions as well as the way she lays out her work. I like that it is not all present all the time but still very clearly labeled. It makes the long page more manageable.
- 9. Julia Front end dev portfolio
 - a. The target of the portfolio is those looking to hire and those looking to be inspired. In searching for my inspiration pieces, I rarely came across people my age with portfolios. Julia's portfolio is well done and focuses on what she can do despite limited experiences.
 - b. The message of the page is super clear, she is looking for work. As a student she does not have the same kind of time that more seasoned devs have so she does not have a formal blog. However, she is actively looking for work and wants to get her name out there.
 - c. I think she could use some sort of menu bar in order to help her visitors navigate the site easier. In addition, the navigation items would be categories giving more insight into what she is doing.
 - d. I would like to borrow the simplicity and the way that the portfolio reads like a store instead of just throwing information on the page. It feels like the information really is serving its purpose.
- 10. Sean Halpin Portfolio
 - a. The intended audience of the portfolio are people looking to hire a creative UI designer.
 - b. The message is also clear, from just the menu items, that the creator is not interested in blogging extra fluff, but just showing his work and getting more. The portfolio is a really great introduction to his work and a great jumping off point during an interview.
 - c. I believe that the about section of his portfolio is a little sparse, but it definitely gets the job done.
 - d. The main thing I'd like to borrow from the site is the gentle gradients and the animation of the eyeball that follows the cursor as it moves on the page. It is such a subtle detail, I almost missed it, but was such a cool touch.