

Personal Website - User Feedback

Jasmine Barchetti - Portfolio

1. Identify four external users:

My target audience is twofold: Recruiters and Hiring Managers looking for talent in IT or Marketing, and Collaborators interested in business informatics and digital strategy.

User A: Recruiter (IT Talent Agency)

- *Why Relevant:* Evaluates professional clarity and rapidly skims for specialized IT skills and employment readiness.

User B: Marketing Manager (Potential Client)

- *Why Relevant:* Assesses technical competence in Digital Marketing and the ease of finding service offerings (though the primary audience is now academic/recruiting).

User C: Collaborator/Student (CS/Informatics)

- *Why Relevant:* Analyzes site structure, logic, and the technical rigor of the skills and project presentation.

User D: University Professor (Research/Informatics)

- *Why Relevant:* Evaluates academic rigor, research potential, and the clear presentation of theoretical projects.

2. Collect qualitative feedback:

| User | Role (generic) | Context | Key Finding (paraphrased) | HCI Theme | Action Taken (Decision) |
|--------|----------------|---------|--|-------------------------|--|
| User A | Recruiter | Desktop | "I cannot see the 'View Work' button. It completely blends in, making it unclear what the next step is." | Visibility / Affordance | Make the CTA button solid and high-contrast. |

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|---------------|----------------------|---------|--|------------------------------------|--|
| User B | Marketing Manager | Mobile | "The large name 'JASMINE' doesn't tell me your what this website is used for. I need the professional role clearly visible right away." | Clarity / Mapping | Add a professional sub-headline (e.g., <i>Student Business Informatics</i>). |
| User C | Collaborator | Desktop | "The scrolling Ticker and the CTA cancel each other out due to low contrast. The Ticker itself is too faint to read easily." | Aesthetics / Cognitive Load | Increase the Ticker contrast (dark background/light text). |
| User D | University Professor | Desktop | "The style is elegant, but there is a lack of font consistency ; the main titles, body text, and navigation links seem to use three different font styles." | Utility / Accessibility | "The style is elegant, but there is a lack of font consistency ; the main titles, body text, and navigation links seem to use three different font styles." |

3. Evaluate the feedback:

I. High Priority: Core Goal Fixes

These changes were classified as high priority because they directly address the website's **core usability** and its ability to communicate **professional purpose**, which are critical objectives for the primary target audience (Recruiters and Managers).

1. CTA Visibility

- **Identified Problem (User A):** The "View Work" button was lost against the background due to low contrast (it was a thin outline).

- **HCI Principle Violation: Visibility and Affordance.** The Recruiter couldn't immediately identify the primary call-to-action, stalling the user flow.
- **Decision:** The button was changed from a transparent outline to a **high-contrast solid fill** (Dark Mocha).
- **Justification:** Resolving this issue removes a flow-blocking element, ensuring the user can successfully access the projects and portfolio content, meeting the site's primary goal.

2. Title Clarity

- **Identified Problem (User B):** The main header only displayed the name, failing to communicate what the webpage is about.
- **HCI Principle Violation: Clarity and Mapping.** The visitor had to expend unnecessary effort to understand "what the author does," violating the principle that the site's purpose should be immediately clear.
- **Decision:** A **professional sub-headline** (e.g., 'STUDENT BUSINESS INFORMATICS | and also a Ticker') was added immediately below the main name.
- **Justification:** This significantly improves **Mapping**,