

# TASK TWO

# *Website Purpose and Overview*

The website is a portfolio website designed for a client who wants to showcase their work, skills, and experience to attract potential clients. The primary goal is to create a strong online presence that highlights the client's professional capabilities, past projects, and services offered. It serves as a digital resume and gallery, making it easier for future clients to assess the client's style, quality of work, and areas of expertise.

## **Website Pages and Functionality**

### 1. Home Page

- Brief introduction or welcome message.
- Featured projects (highlighted thumbnails or hero section).
- Call-to-action buttons (e.g., "View Portfolio", "Contact Me").

### 2. About Page

- Biography or background of the client.
- Mission or design philosophy.
- Optional: downloadable resume/CV.

### 3. Portfolio Page

- Gallery of past projects (images, titles, short descriptions).
- Filter or sort functionality (e.g., by category, date, type).
- Each project links to a detailed project page.

### 4. Project Details Page

- In-depth explanation of a specific project.
- Images or videos showcasing the process or final product.
- Tools/technologies used.

### 5. Contact Page

- Contact form (name, email, message).
- Social media links or icons.

### **Main Purposes:**

- Display completed projects in a visually appealing format.
- Present the client's background, skills, and services.
- Provide a simple way for visitors to contact the client.
- Build credibility and trust through testimonials or case studies.
- Encourage potential clients to reach out for collaborations or services.

# *Amanda Brooks – Art Director at a Fashion Magazine*



**Age:** 35

**Occupation:** Art Director at Vivid Style Magazine

**Education:** BOA in Graphic Design, Parsons School of Design

**Tech Comfort Level:** Very high – daily use of Adobe Creative Suite, Figma, and design review platforms like InVision

**Preferred Device:** Desktop (27" monitor for design review), iPad Pro for quick browsing

**Design Aesthetic Preference:** Editorial, high-fashion, clean typography

## **Why She Needs the Website:**

Amanda is scouting new freelance design talent to work on magazine layouts, digital campaigns, and social media promos. She's often balancing multiple creatives and deadlines, so she needs someone with both strong design skills and clear, reliable communication.

## **Goals:**

- Quickly find a designer with a strong, fashionable visual identity.
- Evaluate how well the designer's past work fits with her magazine's tone and audience.
- Find someone who has experience working within brand guidelines and tight turnarounds.

## **Frustrations with Similar Websites:**

- Overdesigned websites that are difficult to navigate or take too long to load.
- Lack of context or background info on projects.
- Designers who don't list availability or professional background.
- Has slight colour blindness and therefore finds it difficult to comprehend websites with low contrast.

# Jasmine Patel – Marketing Manager at a Tech Firm



**Age:** 41

**Occupation:** Senior Marketing Manager at NovaLogic Technologies, a mid-sized B2B SaaS company

**Education:** MBA in Marketing & Digital Strategy

**Tech Comfort Level:** High – familiar with Adobe Illustrator, Canva, and project management tools like Asana

**Preferred Device:** Desktop during work hours, mobile after hours

**Design Aesthetic Preference:** Clean, modern, corporate with a bit of flair

## Why She Needs the Website:

Jasmine is looking for a freelance designer who can support the marketing department with on-brand ad banners, whitepaper designs, tradeshow graphics, and social media content. She values efficiency, consistency, and fast turnaround.

## Goals:

- Find a designer who understands brand consistency across digital platforms.
- Review client testimonials or case studies to evaluate reliability.
- Quickly contact the designer to discuss ongoing projects or monthly retainers.

## Frustrations with Similar Websites:

- Portfolios that only showcase passion projects or student work without any commercial design examples.
- No clear breakdown of services or scope of work offered.
- Limited communication methods – prefers both email and calendar scheduling.
- Flash-heavy or outdated websites that feel unprofessional.
- Likes to have alt text read out loud to further understand the content but most times that text is unclear or unavailable.

# *Tyler Nguyen – Owner of a Local Coffee Brand*



**Age:** 33

**Occupation:** Founder of “Bean Theory Coffee” – a growing chain of eco-conscious coffee shops

**Education:** BA in Business & Entrepreneurship

**Tech Comfort Level:** Moderate – runs business website and social media

**Preferred Device:** Mobile (iPhone) and tablet

**Design Aesthetic Preference:** Minimalist, earthy tones, fun and friendly branding

## **Why He Needs the Website:**

Tyler wants to rebrand his coffee shop's look and vibe. He's looking for a designer who can help create a visual identity that includes logo design, coffee bag packaging, signage, merchandise, and templates for Instagram posts.

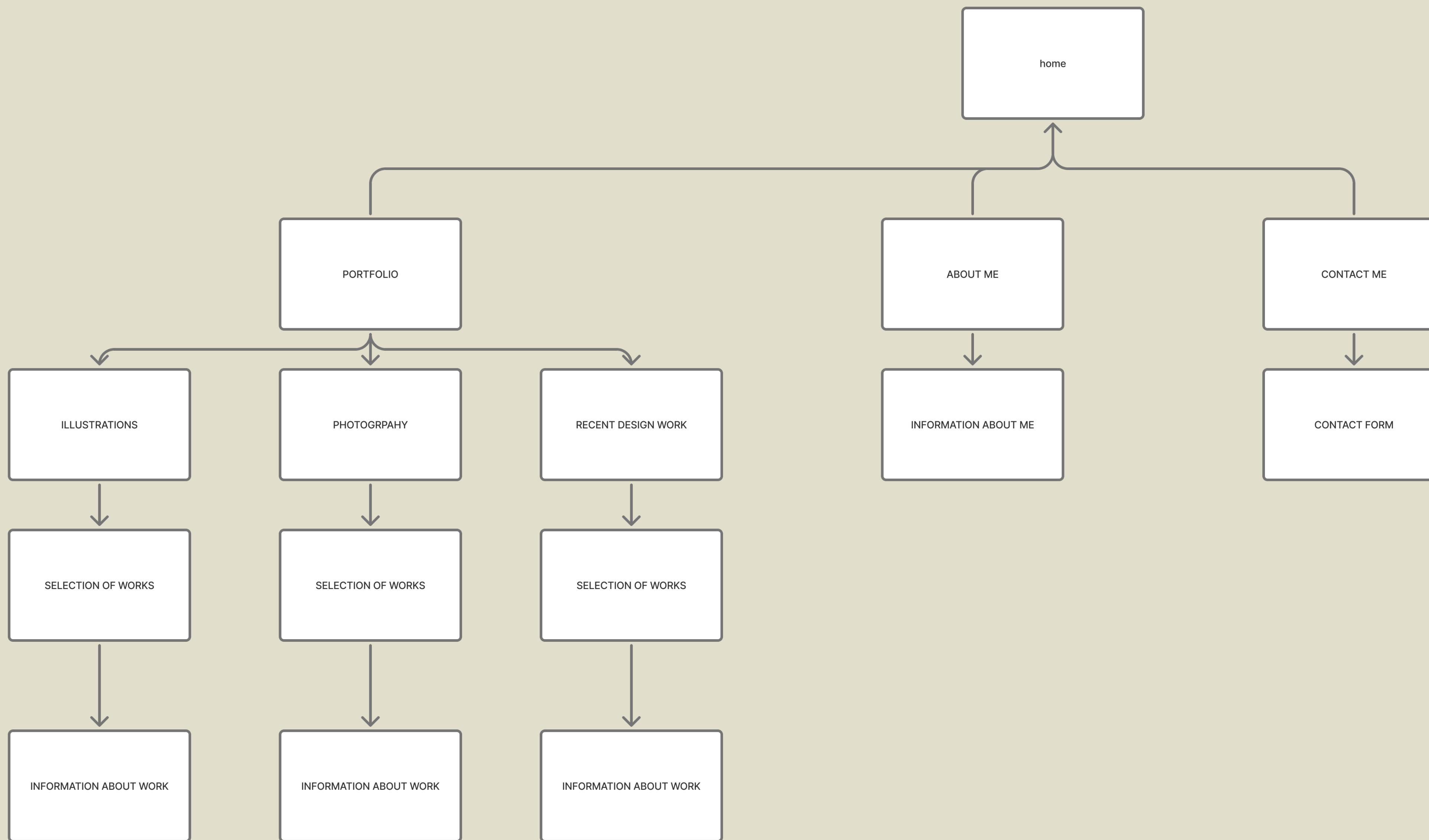
## **Goals:**

- See branding case studies and packaging examples upfront.
- Find someone with experience working with food & beverage brands.
- Easily get in touch, view pricing packages, and request a consultation.

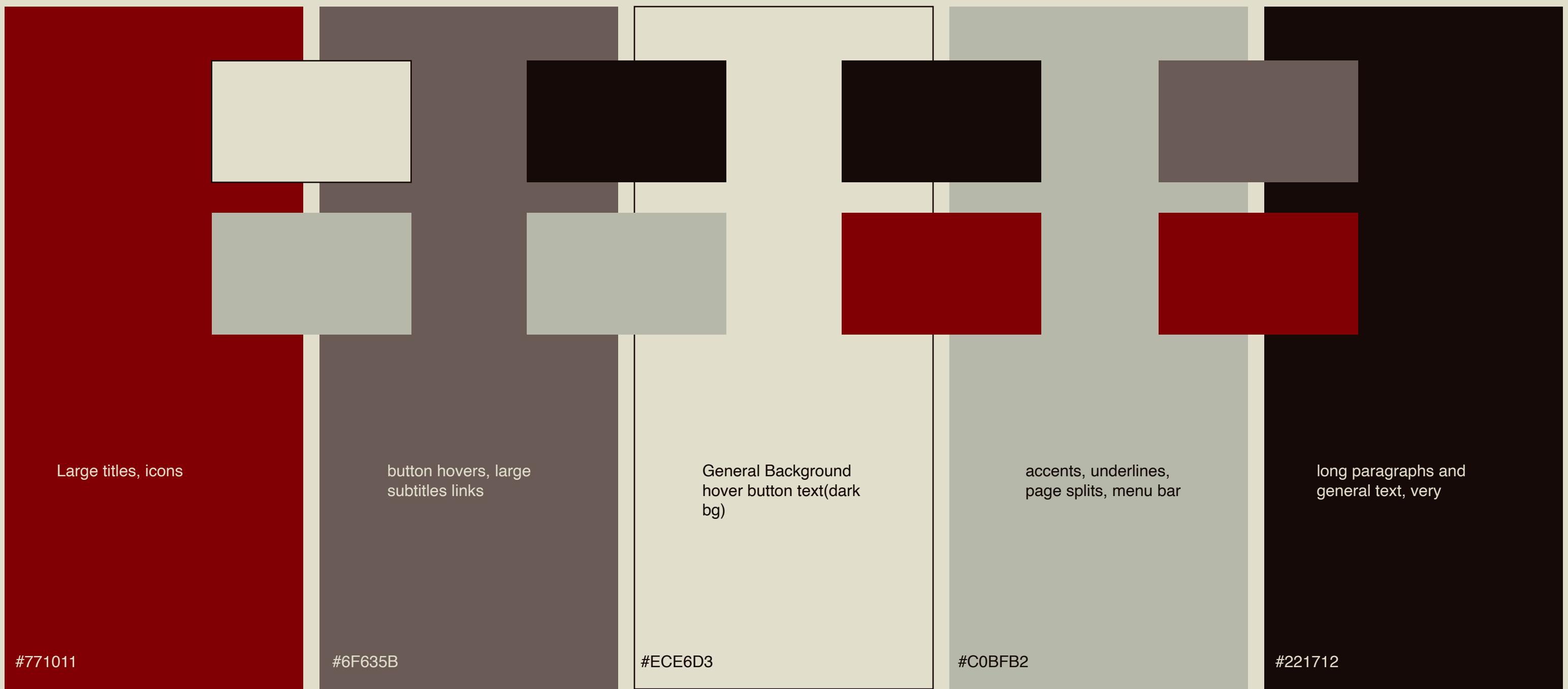
## **Frustrations with Similar Websites:**

- Confusing layouts or sites that hide key info behind too many clicks.
- Portfolios that feel too artsy or abstract — he wants to see real, functional branding in use.
- No clear contact method or client intake form.
- Difficulty loading content as the images or videos are very large and the wifi is limited at his location.

# Site Map



# Style Guide



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer at blandit nulla, nec iaculis tortor. Ut in nisl odio. Aenean ut justo quam. Maecenas in posuere ipsum, quis ullamcorper metus. Pellentesque ultricies facilisis libero, ut pellentesque sapien commodo vitae. Maecenas eget pharetra tellus. Praesent porttitor pulvinar metus, ac posuere sem imperdierat placerat. Proin elementum enim vitae magna tincidunt rutrum. Morbi auctor, felis eget venenatis convallis, odio nisl pellentesque nisl, nec consequat tellus neque vel justo.

Sed lacus turpis, facilisis quis elit eu, mollis convallis enim. Phasellus mattis imperdierat leo ut iaculis. Proin nec aliquet odio. Proin ullamcorper id enim ut porta. In pellentesque risus eu nibh volutpat, at aliquet risus ullamcorper.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer at blandit nulla, nec iaculis tortor. Ut in nisl odio. Aenean ut justo quam. Maecenas in posuere ipsum, quis ullamcorper metus. Pellentesque ultricies facilisis libero, ut pellentesque sapien commodo vitae. Maecenas eget pharetra tellus. Praesent porttitor pulvinar metus, ac posuere sem imperdierat placerat. Proin elementum enim vitae magna tincidunt rutrum. Morbi auctor, felis eget venenatis convallis, odio

- 16 pt
- For long paragraphs
- helvetica
- regular
- 20 pt leading

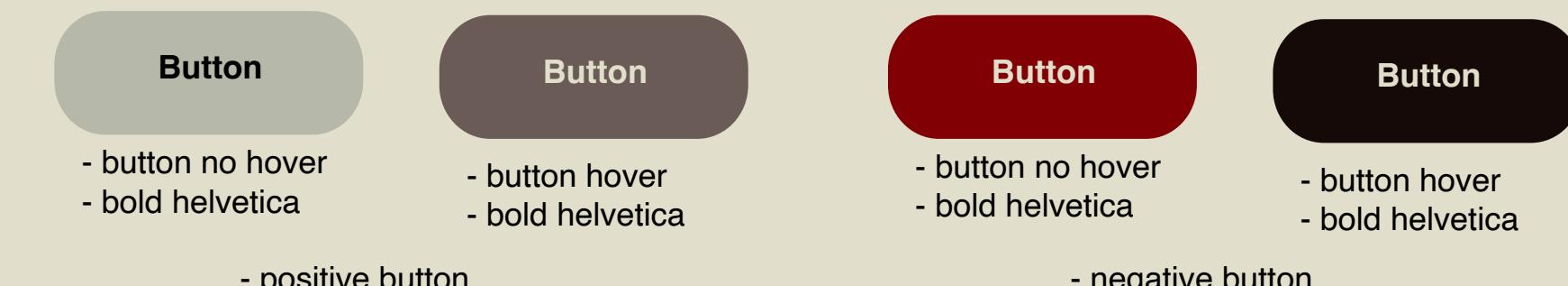
- 14 pt
- For short paragraphs
- helvetica
- regular
- 15 pt leading

- 90 pt
- Numea DEMO

- 60 pt
- Numea DEMO

- 45 pt
- Numea DEMO

- 30 pt
- Numea DEMO



MENU ITEM → MENU ITEM

- no hover
- bold helvetica
- 16 pt

- hover
- bold helvetica
- 16 pt

MENU ITEM

- MENU ITEM
- MENU ITEM
- MENU ITEM

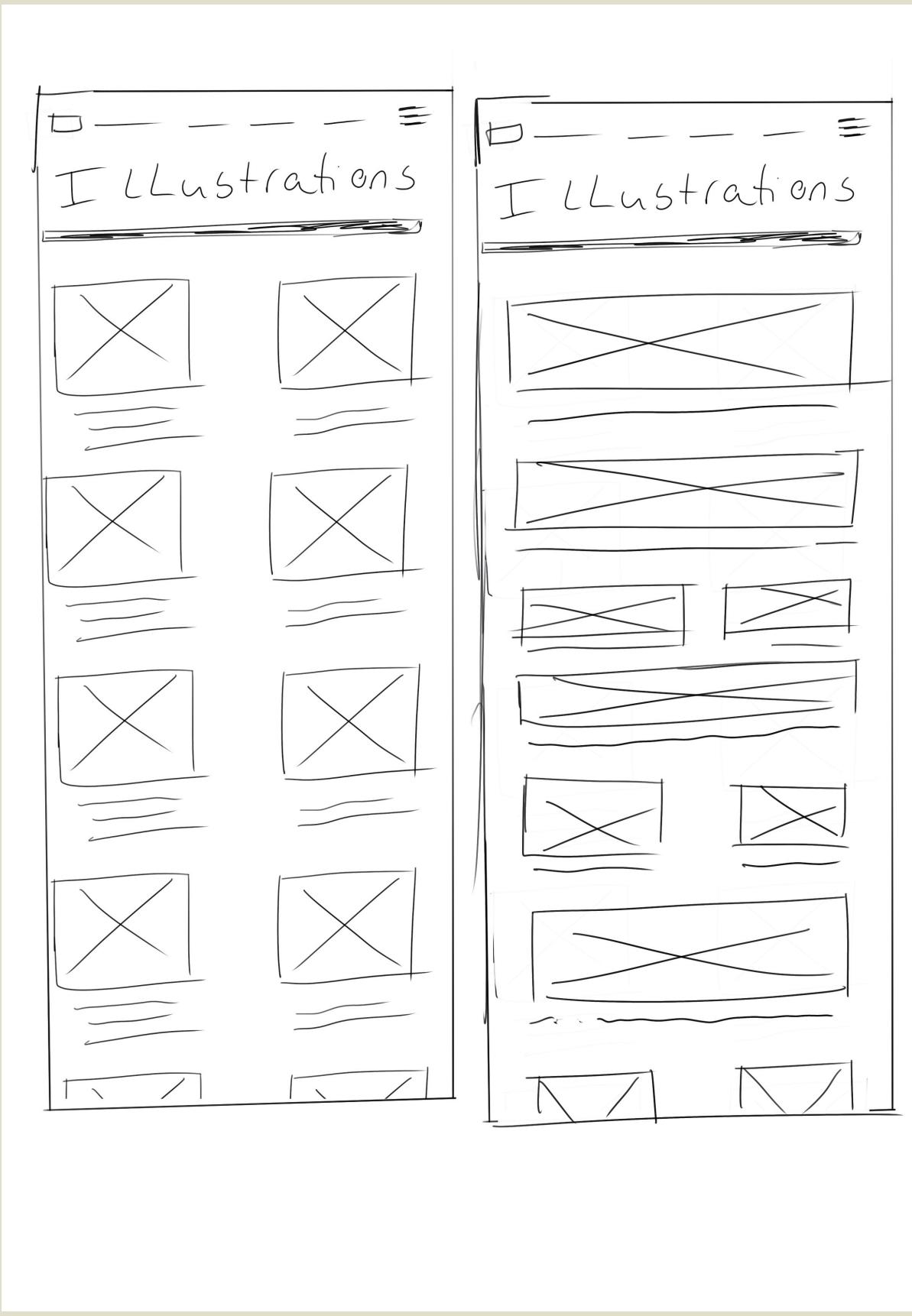
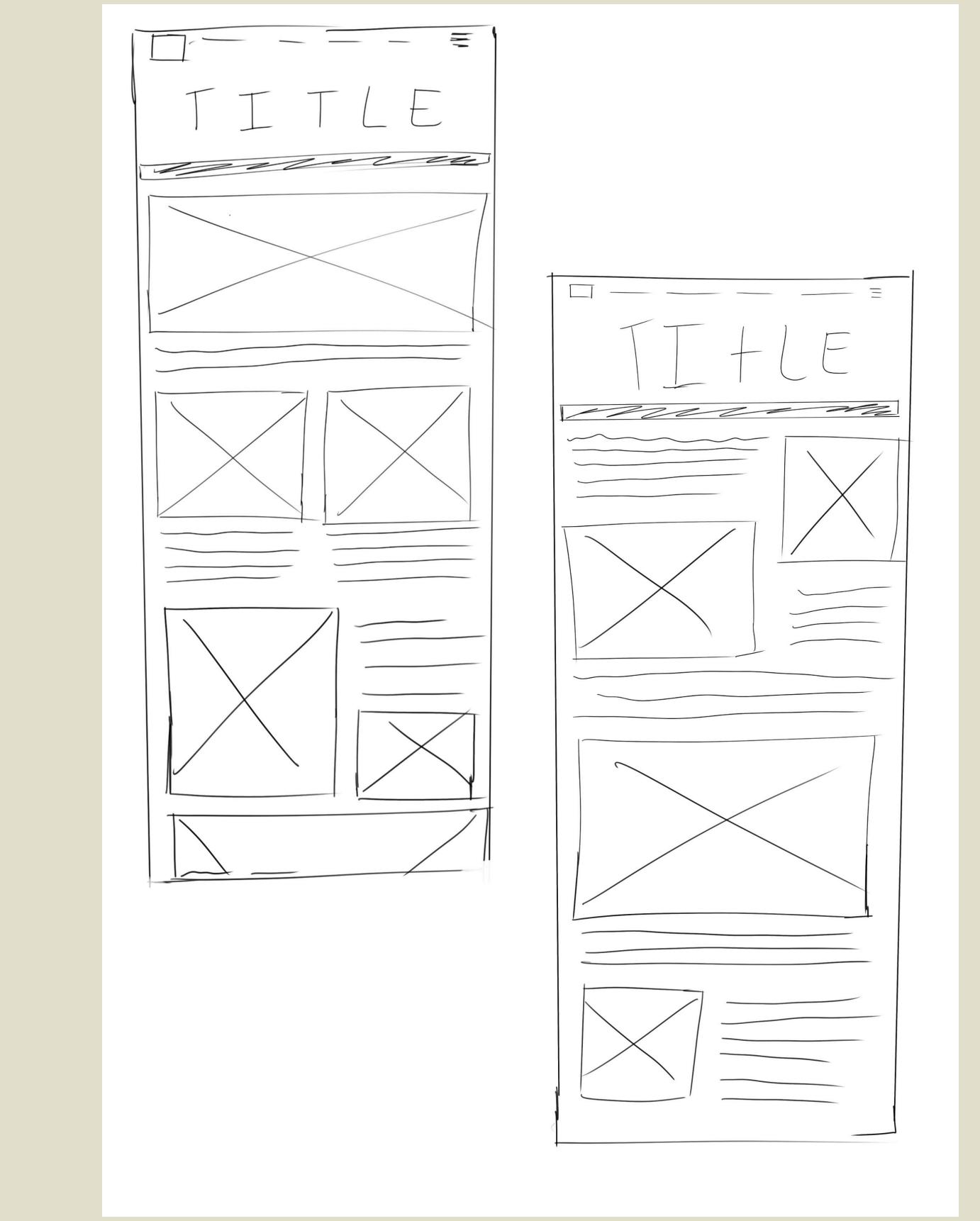
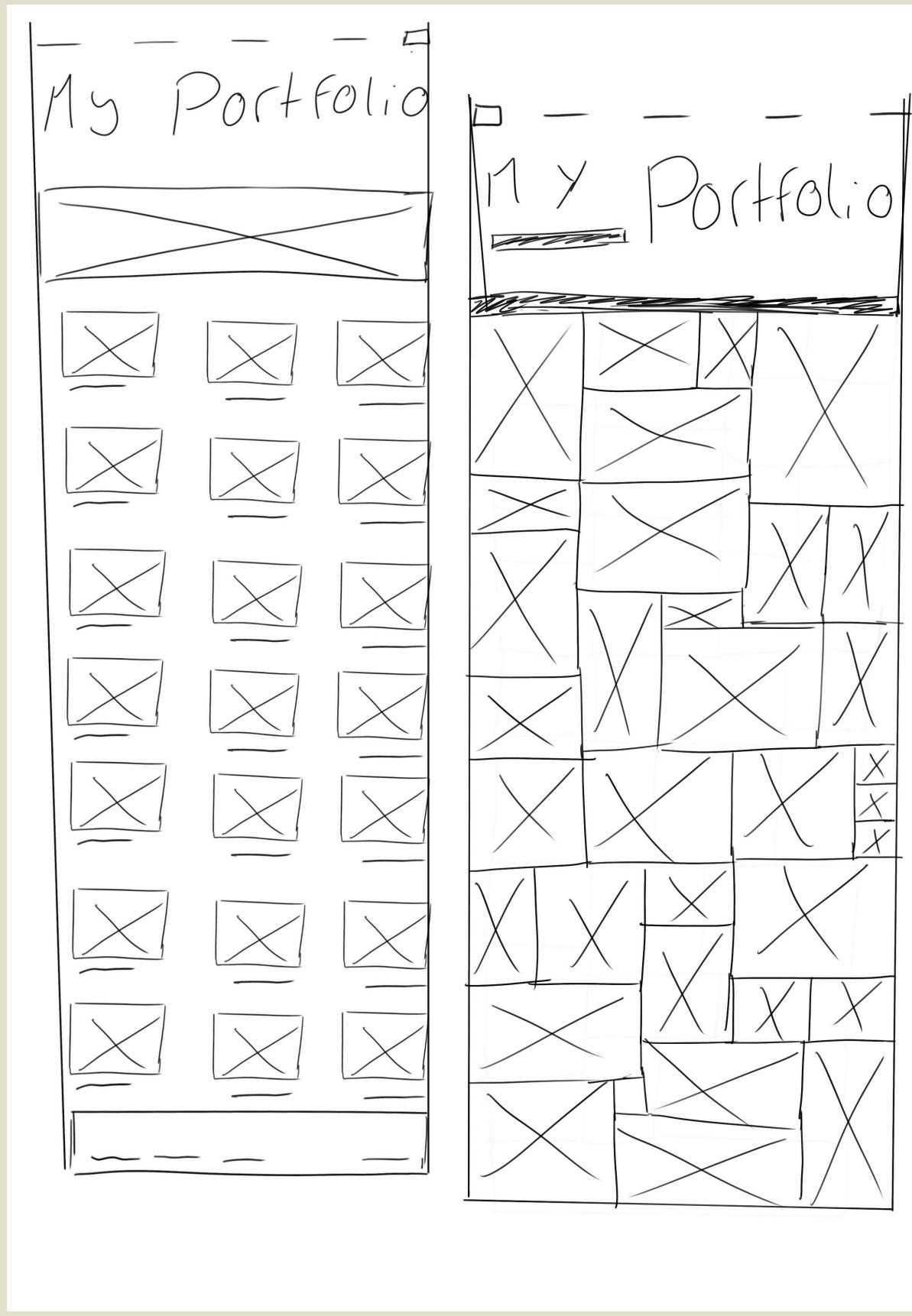
- (on click) drop down menu
- bold helvetica
- 12 pt
- 1 col wide

## HEADING

## LARGE SUB HEADING

## MEDIUM SUB HEADING

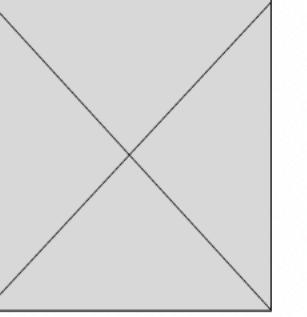
## SMALL SUB HEADING



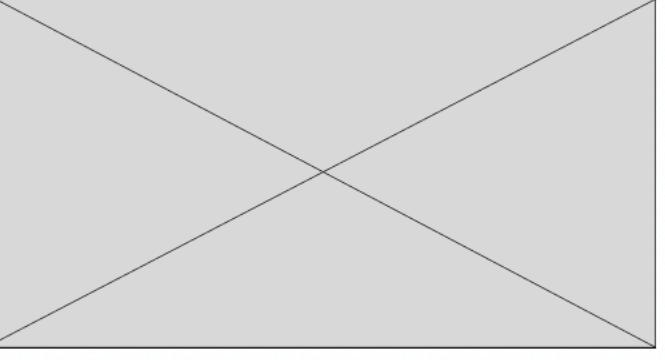
**Lofi Wireframes**

About me contact me My work

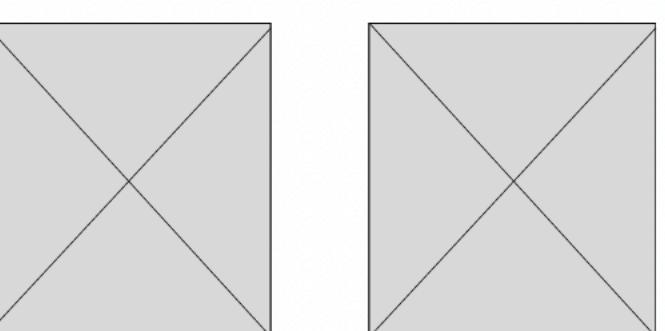
# PROJECT



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer at blandit nulla, nec iaculis tortor. Ut in nisi odio. Aenean ut justo quam. Maecenas in posuere ipsum, quis ullamcorper metus. Pellentesque ultrices facilisis libero, ut pellentesque sapien commodo vitae. Maecenas eget pharetra tellus. Praesent porttitor pulvinar metus, ac posuere sem imperdiet placerat. Proin elementum enim vitae magna.



Sed lacus turpis, facilisis quis elit eu, mollis convallis enim. Phasellus mattis imperdiet leo ut iaculis. Proin nec aliquet odio. Proin ullamcorper id enim ut porta. In pellentesque risus eu nibh volutpat, at aliquet risus ullamcorper. Aliquam tempus blandit mi a pharetra. Nam vulputate dui lorem.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer at blandit nulla, nec iaculis tortor. Ut in nisi odio. Aenean ut justo quam. Maecenas in posuere ipsum, quis ullamcorper metus. Pellentesque ultrices facilisis libero, ut pellentesque sapien commodo vitae. Maecenas eget pharetra tellus. Praesent porttitor pulvinar metus, ac posuere sem imperdiet placerat. Proin elementum enim vitae magna.

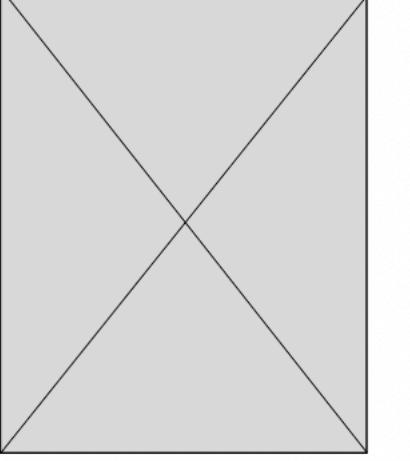
Sed lacus turpis, facilisis quis elit eu, mollis convallis enim. Phasellus mattis imperdiet leo ut iaculis. Proin nec aliquet odio. Proin ullamcorper id enim ut porta. In pellentesque risus eu nibh volutpat, at aliquet risus ullamcorper. Aliquam tempus blandit mi a pharetra. Nam vulputate dui lorem.



App St

About me contact me My work

# ABOUT ME

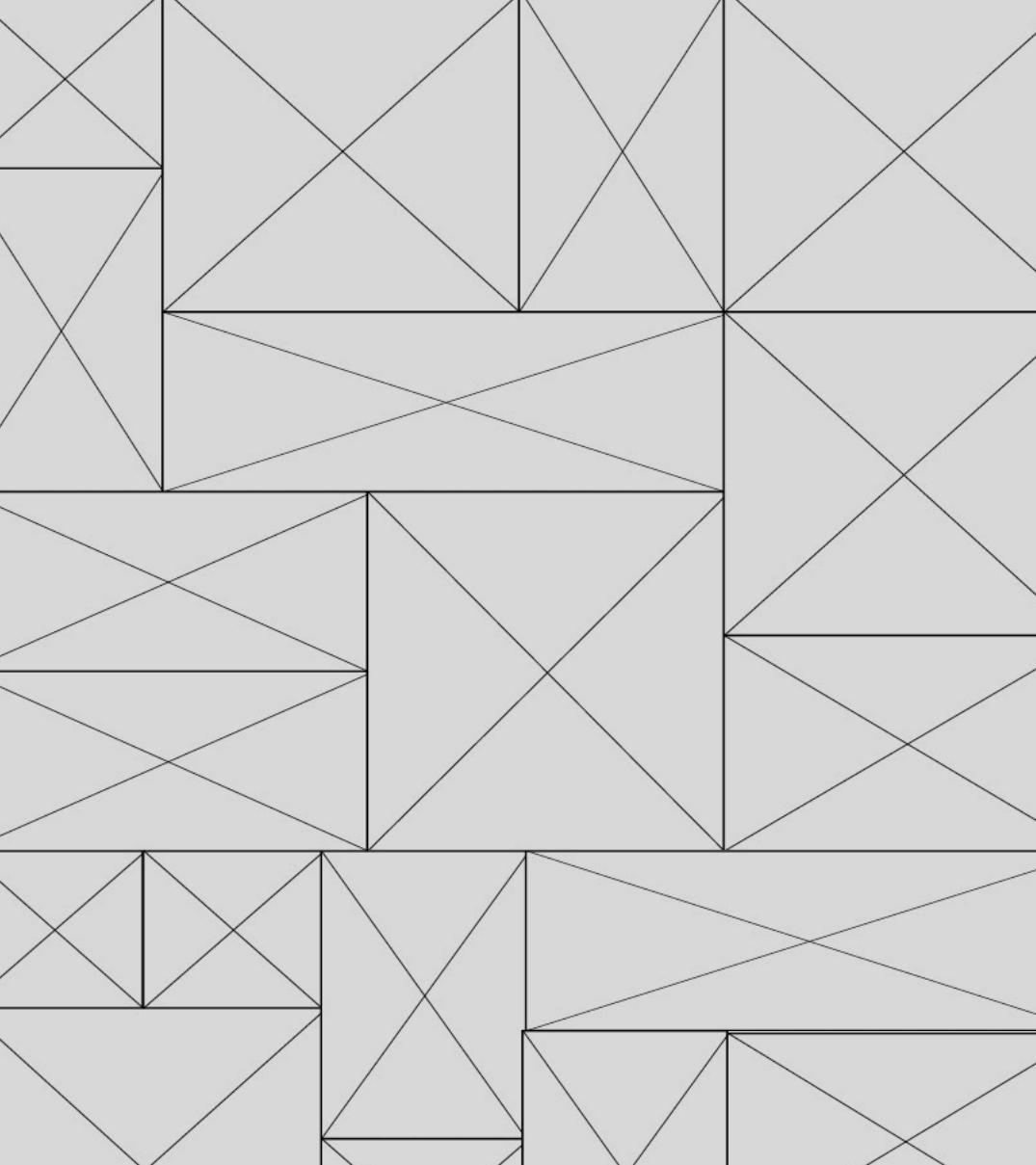


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer at blandit nulla, nec iaculis tortor. Ut in nisi odio. Aenean ut justo quam. Maecenas in posuere ipsum, quis ullamcorper metus. Pellentesque ultrices facilisis libero, ut pellentesque sapien commodo vitae. Maecenas eget pharetra tellus. Praesent porttitor pulvinar metus, ac posuere sem imperdiet placerat. Proin elementum enim vitae magna.

Sed lacus turpis, facilisis quis elit eu, mollis convallis enim. Phasellus mattis imperdiet leo ut iaculis. Proin nec aliquet odio. Proin ullamcorper id enim ut porta. In pellentesque risus eu nibh volutpat, at aliquet risus ullamcorper. Aliquam tempus blandit mi a pharetra. Nam vulputate dui lorem.

About me contact me My work

# MY PORTFOLIO



About me contact me My work

# CONTACT ME

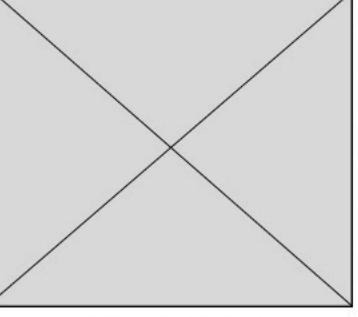
NAME

SURNAME

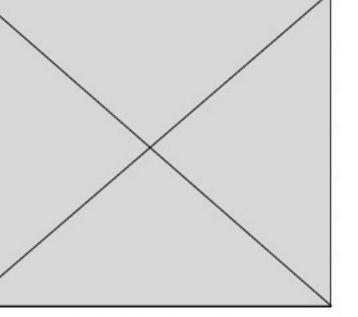
WRITE UR MESSAGE

About me contact me My work

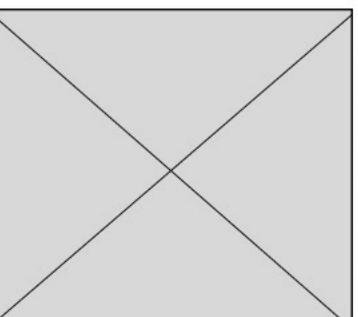
# ILLUSTRATIONS



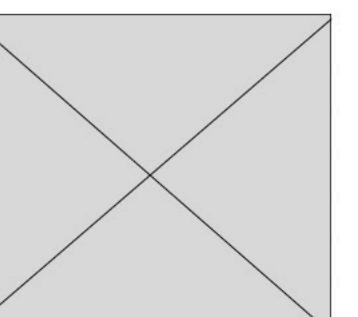
TITLE OF PROJECT



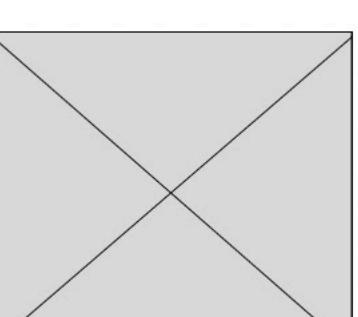
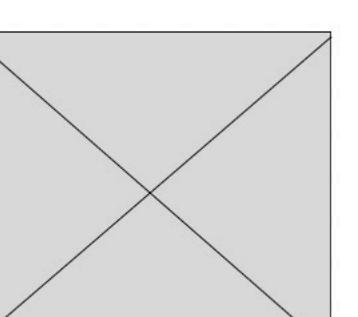
TITLE OF PROJECT



TITLE OF PROJECT



TITLE OF PROJECT

**Med fi Wireframes**

Functionality	Input (What the user does)	Process (What the system does)	Output (What the user sees/gets)
Homepage Loads	User opens the website URL	Server loads homepage assets and content	Homepage with navigation, intro text, and links to main sections
Navigation Bar	User clicks on a page link (e.g., Illustrations, Design Works)	System navigates to selected page	New page is displayed or smooth scroll (if single-page style)
View Illustration Gallery	User scrolls or browses the Illustrations page	System displays image thumbnails	Grid of illustration works with hover effects (optional)
View Individual Illustration	User clicks on a specific illustration image	Loads full-size view or detail page	Full project display with title, description, and visuals
View Design Works Gallery	User scrolls or browses the Design Works page	System displays image thumbnails	Grid of design works shown clearly
View Individual Design Work	User clicks on a specific design project	Loads full-size view or project detail	Full project display with info and visuals
View Photography Gallery	User scrolls or browses the Photography page	System displays photo thumbnails	Grid of photos in a clean layout
View Individual Photograph	User clicks on a specific photo	Loads larger version with context or caption	Enlarged photo and optional project context
Submit Contact Form	User fills out name, surname, and message, then clicks submit	Validates input, sends message to backend/email	Confirmation message or success notification
Contact Form Validation	User submits form with missing or incorrect info	System checks for empty fields or invalid input	Error message prompting corrections
About Me Page	User clicks "About Me" in navigation	Page content is loaded	Bio, background, and photo or design philosophy displayed
Responsive Design	User views site on different devices/screen sizes	System adjusts layout using CSS media queries	Fully responsive site on mobile, tablet, and desktop
Hover & Click Effects on Gallery Items	User hovers or clicks on gallery images	CSS/JS triggers hover effects and opens linked detail pages	Visual feedback on hover and navigation to detailed view
Smooth Page Transitions	User navigates between site pages	System loads content with transitions (if implemented)	Seamless transitions that enhance user experience
404/Error Handling	User enters invalid URL or form fails	System detects error and redirects or displays appropriate message	Friendly error message or 404 page