Final Project: **Portfolio Website**
Name: Kireeti Varma Dendukuri

Purpose:
The project is to showcase the design works, activities and work experience in various fields of Kireeti Varma in a well designed website. The core purpose of this website is to explain the potential of the person to any visitor of the website.

The website will include my
• Career Path
• Projects I have worked on
• People who I have met along the journey
• Mentors who helped me up-skill
• Contact page with response system to talk to anybody
• A chat plugin to help the user talk to me immediately via Messenger or Intercom.

Target Audience:
The early adopters of the page would be someone who is looking to find our about my design work till now. I'll be focussing on outreach to early stage startups as my client base as there are high chances they will need help of a professional User Experience designer for their product and they would not be able to afford hiring one at this point.

So the visitor of the website has the following traits:
• A profession of Founder, Product Manager, VP of Product, Head of Engineering or Lead Engineer at a Startup.
• Age group of 21 to 28 year old as younger generations know the value of UX.
• Living in cities Bangalore, Hyderabad, Mumbai, Chennai, Sydney, Melbourne, New York, San Francisco, Los Angeles as I can reach out to them actively and can adapt to these timezones.
• A startup that is decently funded just now or raising funds in the next 3 - 6 months as they would be able to pay for the contract.
• A startup that is public facing - B2C (Business to Consumer).
• Interests in Apple Design, solving a problem for many users.
• Believes in Jobs to be done framework approach, User Experience, Gamification of a platform.

Basic Design:
The website should be loading quickly and have clean design. It should be lively with subtle animations but not heavy to load the pages. The website should be easily accessible from a mobile phone and be able to navigate in a simple intuitive and interactive way. The portfolio images must not be heavy to load and also not small enough that the images cannot be zoomed in to see the pixel perfection.

The website must follow a centre aligned or a justified centre aligned approach for elements and text. Should use subtle colour at important places and use Black & White everywhere else majorly to focus on context rather that the website design. The website should be aesthetically pleasing to use and make the user feel explorative yet in a very subtle way.