

Overview

Objective: cheerselliot.com is a professional skills exhibition website, employers use it to learn about my skills & experience, helping them fill positions in their company.

Pages:

- Index
 - Header
 - Logo & Menu
 - Title & Benefits
 - Body
 - Picture & Bio
 - Featured & Call to Action
 - All Blog posts
 - Footer
 - Follow on socials
- Talent Timeline
 - Header
 - Logo & menu
 - Page title
 - Call to Action - Book a chat
 - Body
 - Talent Timeline
 - Call to Actions
 - Book a chat
 - Download as PDF

Technical Prerequisites

Browser & Device

- Desktop First, Mobile Second

Framework

- AMP (Accelerated Mobile Pages)

Bots & Crawlability

- SEO
 - Dynamic Tags
 - Path
 - Title <h1>
 - Description

- Markup / Schema
 - Social Media
 - OG (Open Graph)
 - schema.org
 - Person

Architecture & Scaling

- Navigation
 - Mupli Page Application
- Load Time Criticality
 - Target TTFP < 3s
- Traffic Volumes
 - Less than 30 users per day, vertical scaling ok.

User Tracking & Feedback

Google Tag Manager

- Usability (Hotjar)
- Behavior & Demographics (Google Analytics)

Marketing

- Google Tag Manager
 - A/B testing
 - Goals
 - Events
 - Book a chat
 - Reached bottom of 'Talent Timeline'
 - Forward email
 - Download CV
 - Page share
 - Time on site
 - More than 2 minutes on blog page
 - More than 1 minute on 'Talent Timeline' w/ Link tagging (recruiter)
 - Pixels
 - Facebook
 - Pop-Ups
 - Exit intent - maybe later?
- Book a chat (Calendly)

Privacy

- Encryption
 - SSL via Cloudflare

Data

- Request Volumes
 - Database Scaling
- Modelling
 - XML

Assets

- CDN via Cloudinary
 - Images
- Video embed from Youtube

Search & Discovery

- Search Forms

Personas

HR staff

1. More than 5 minute on site talent timeline
2. Book a phone chat

Reader

1. Spend more than 2 minutes on blog post
2. Engage with CheersElliot on socials

Administrator

1. Add new blog posts
2. Review analytics and usability data

Application Flow

1 HR Staff

1.1 Index

As a HR staff member, I want to

1. Learn about Elliot
2. Find his Talent Timeline

1.2 Talent Timeline

As a HR staff member, I want to

1. Explore Case Studies
2. Book a chat with Elliot
3. Forward the page to management

Non-functional

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1.3 Talent Timeline - Exit Intent Popup

As a HR staff member, I want to

4. Add to Calendar for later consideration

2 Reader

2.1 Index

As a reader, I want to

- Explore topics

2.2 Blog Post

As a reader, I want to

5. Share a post
6. Follow CheersElliot on social media