

Representative Users and Tasks

For P6, I will be completing the personal portfolio website. Below are examples of representative tasks and users I expect to use my website.

Target Users

Recruiters are often part of a company's talent acquisition team and are responsible for scouting new talent with skills and fit in line with the company's projects and values. When recruiting, up-to-date contact information, as well as a personal statement and high-quality examples of potential talent's work, are critical when considering a person for employment.

Clients are individuals, companies, or organizations that would be interested in commissioning for customized work. Like recruiters, they would want to have a quick and straightforward way of reaching out to me, as well as samples of my work to see if I would be a good fit for any potential project proposal.

Colleagues are other persons doing work in my fields of interest. I may know them personally or know of their work. Access to my portfolio would be just to see what I've been up too or to reach out to see if they would be interested in collaborating with me, or just to check in. Contact information and work samples would be most important to this demographic, as well as the blog, as it would discuss my experiences and challenges.

Representative User Tasks

Recruiters

Task 1: A recruiter from XY entertainment received my application through their application portal. Included in the application is my portfolio website link. They want to view my work samples and resume, and follow up via email if interested.

Task 2: Recruiter B has worked with me in the past and wishes to tap me for a potential new role. Due to privacy, they no longer have access to my past application, but they find my LinkedIn and see the linked portfolio. They want to get my contact information.

Clients

Task: A client sees my work on one of my social media pages. They have a project they think I would be a good fit for and want to contact me via email. My portfolio website is linked in my bio of the portfolio website they used.

Colleagues

Task 1: A fellow student from my university whom I worked on a group project with wants to collaborate on a project with me. They search me up and find my portfolio. They read my blog to see what I've been up to and want to contact me.

Task 2: This person works in the same field as me and sees work samples of mine on social media. They want to learn more about my process by looking at my work samples on my portfolio. To their joy there is also a blog.