User Goals

- Able to view my work immediately from the home page
- · Able to easily find and download my resume
- Able to easily find my contact information
- Able to find information about me
- · Able to send me a message using the email form

User Target Group

Demographics: Between 25 to 55

Location: Canada (Toronto Area)

Professional occupation: Manager, Owner, has current or previous position where they have beeb in charge of recruiting employees.

Technical knowledge: Generally comfortable browsing websites on a laptop/desktop platform and knows their way around a smart phone.

Starting Situation

You're a hiring manager at a large company looking for a versatile UI designer with frontend coding skills for their creative department. Someone in your office emailed you a portfolio website for Michael Lyons. You want to take a closer look at his work to get a sense of his style and personality.



Jennifer, 42

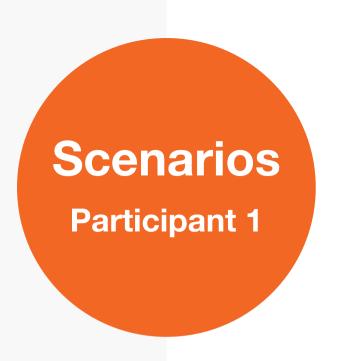
Profession: Loyalty and retention specialist with TELUS Mobility

Day-to-day tasks: Client retention, product positioning, competitor research (phone, desktop)

Personal internet use: Constantly on social media, Instagram, Facebook, TikTok, and regular news

Involvement with recruiting: Yes, previous

Resume viewing device: Mac laptop (or desktop if available)



You have clicked on the link to his portfolio. The page opens. Explain your first impressions.

It's clean, straightforward, not too flashy, I can see your projects right away which is good, good graphics, really good design, professional

Scenario 2: You now have a sense of the designer's work, and would like to know more about them personally, where would you find this information?

"Right there" found about section - mentioned needing new photo

Scenario 3: You have browsed through the designer's work, have a sense of their personality and would like to know their working experience and education, where would you find the designer's resume?

Already looking at the resume before being asked.

Scenario 4: You are impressed with their portfolio, assured by their working experience and feel they would be a good fit for the position. How would you go proceed in contacting the designer?

Was at the bottom of page when asked, immediately responded "Email Me" button. If at top would use top right contact nav link

	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Wrong assumptions	0	0	0	0
Needed help	0	0	0	0
Murmurings of discontent	0	0	0	0
How many tries	1	1	1	1
How long	<5sec	<2sec	<2sec	<2sec



Very easy, interested, I wanted to see more and was curious about the other projects

2) Was there something in particular you really liked or disliked?

I like the nail polish colour choice on Meow&Chow mockup. I like the user flow showing where you need to go. The ViBEZ is my favourite, the vibrancy and I like the colours the best, most professional, high-end.

3) How did you like the cover image rollovers for the projects?

I like that it pops out, the orange comes in on the cat one, the screen gets brighter on WatchDen and the colour changes on ViBEZ, that's really cool.

4) What was your overall impression of the website?

Looks fantastic, it shows how you got to everything, which is exactly what a hiring manager is going to want, practical projects. Looks professional, not like anything anyone could just do. The navigation is perfect. I like that I can get to everything I need. It's really user friendly.

5) Do you feel like there's something missing or area for improvement?

Make the main body / heading medium grey text a bit darker, it fades in the screen a bit. Consider adding some UI / design related material to Insta/FB. Hero section, add graphics, or something moving, something a little bit more "poppy", it's just too plain for me.



Nathan, 39

Profession: Visual Effects Editor

Day-to-day tasks: Taking footage from clients, adjusting into pipeline, checking against references, sending finished composites (linux, desktop)

Personal internet use: On the net a lot, YouTube, Spotify, email, sports, news

Involvement with recruiting: Yes, have interviewed applicants for contracts (as post production manager)

Resume viewing device: Mac desktop



You have clicked on the link to his portfolio. The page opens. Explain your first impressions.

I like the logo at the top, stands out quickly with your name. Mew&Chow, SKILLS list looks like clickable nav (see revision from Phil). The Meow&Chow app it makes sense how it works. ViBEZ - this looks exciting, right away I'm drawn to the visual look of it, the mockup at the top makes it look like it was done with money behind it

Scenario 2: You now have a sense of the designer's work, and would like to know more about them personally, where would you find this information?

"I'm going to go to the about section".

Scenario 3: You have browsed through the designer's work, have a sense of their personality and would like to know their working experience and education, where would you find the designer's resume?

Already downloaded resume before asked

Scenario 4: You are impressed with their portfolio, assured by their working experience and feel they would be a good fit for the position. How would you go proceed in contacting the designer?

"I notice there are a few ways, If I were up at the top, I'd click the contact button nav. I also see it's at the bottom of the page, and also on your resume

	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Wrong assumptions	0	0	0	0
Needed help	0	0	0	0
Murmurings of discontent	0	0	0	0
How many tries	1	1	1	1
How long	<5sec	<2sec	<2sec	<2sec



It felt easy, everything had a logical flow, when I'm looking at something and want to move on to the next thing, it's already presented for me. Ex: download resume, contact info at bottom

2) Was there something in particular you really liked or disliked?

I like that it's clean, easy and logical to follow. It doesn't bog down.

3) How did you like the cover image rollovers for the projects?

It's a nice touch, I like it

4) What was your overall impression of the website?

Well designed, everything was to the point, everything explains itself well

5) Do you feel like there's something missing or area for improvement?

the hero section feels a bit "Bot-ish" (wording and or visual). Meow&Chow SKILLS list feels like nav





Phil, 36

Profession: Cyber Security

Day-to-day tasks: Web/Application Security, network infrastructure) for Loblaw. Windows, Linux, Mac. Desktop, Laptop, Raspberry Pie.

Personal internet use: Constantly browse internet, reddit, Imagur, Spotify

Involvement with recruiting: Yes I have been, multiple times, current and previous

Resume viewing device: Windows 10 desktop



You have clicked on the link to his portfolio. The page opens. Explain your first impressions.

Very clean, lot of white space on left and right (consider extra large breakpoint), loves the black and orange colours, purple meow&chow image pops, first things I noticed. Consider adding delineating bar for top nav/header (bg colour) for breakup. Thought top right SKILLS list for M&C was nav (feature list over darker photo BG, will also add more punch off the top). Nice clean images. I really like the mockup images.

Scenario 2: You now have a sense of the designer's work, and would like to know more about them personally, where would you find this information?

Found about section, easy to find skills, well summarized

Scenario 3: You have browsed through the designer's work, have a sense of their personality and would like to know their working experience and education, where would you find the designer's resume?

Found resume before question was asked - wouldn't have expected it but appreciated it being here

Scenario 4: You are impressed with their portfolio, assured by their working experience and feel they would be a good fit for the position. How would you go proceed in contacting the designer?

Either at the top or the bottom, if in middle of a page might scroll to the bottom, if at top, contact link top right

	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Wrong assumptions	0	0	0	0
Needed help	0	0	0	0
Murmurings of discontent	0	0	0	0
How many tries	1	1	1	1
How long	<5sec	<2sec	<2sec	<2sec



I felt it was very clean, not cluttered, easy to find what I was looking for

2) Was there something in particular you really liked or disliked?

Design-wise I really liked the colours, I like how simple the layout is, the site is really responsive, high quality images, quick to load, looks very neat.

3) How did you like the cover image rollovers for the projects?

I noticed those, they're nice, shows they're something you can click, I like the subtle choice, zoomed in slightly and colour change, very clean

4) What was your overall impression of the website?

Good, really like it, very clean, easy to use, looks professional

5) Do you feel like there's something missing or area for improvement?

Consider adding section breaks / pagination to project screens - floating nav with section / return to top. Making a bar/line separation for top nav/header.



Evan, 35

Profession: Business Owner, Retail/Online Store

Day-to-day tasks: Runs a store, and manages e-commerce website

Personal internet use: Reddit fairly frequently, general internet browsing, YouTube pretty often

Involvement with recruiting: Yes I have been, current and previous

Resume viewing device: Windows based laptop, or laptop with external larger screen



You have clicked on the link to his portfolio. The page opens. Explain your first impressions.

It looks very modern, and clean, kind of corporate, almost agency. I like the rollovers (project covers) maybe keep the text static and only zoom the images. Maybe include photo on main page. I like the intro paragraph on the home page, short, clear. The project mockups are really nice.

Scenario 2: You now have a sense of the designer's work, and would like to know more about them personally, where would you find this information?

Found about section - suggest make photo smaller on desktop size

Scenario 3: You have browsed through the designer's work, have a sense of their personality and would like to know their working experience and education, where would you find the designer's resume?

Had already found the resume link before being asked. "Nice looking resume".

Scenario 4: You are impressed with their portfolio, assured by their working experience and feel they would be a good fit for the position. How would you go proceed in contacting the designer?

Contact at the top right, or contact at bottom if I'm already down the page (footer). Suggest adding written email address to contact info (beside phone). Jazz up message form, have message box larger on load.

	Scenario 1	Scenario 2	Scenario 3	Scenario 4
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Needed help	0	0	0	0
Murmurings of discontent	0	0	0	0
How many tries	1	1	1	1
How long	<5sec	<2sec	<2sec	<2sec



It was very easy to navigate, no problems there, looks professional

2) Was there something in particular you really liked or disliked?

I like the home page quite a lot, I like the appearance of the hero section text, and the device mockups, I like the WatchDen logo.

3) How did you like the cover image rollovers for the projects?

see rollover comments from initial impressions (Scenario 1)

4) What was your overall impression of the website?

I think it looks very professional, I've seen other "from school" portfolio sites and they don't usually looks this good

5) Do you feel like there's something missing or area for improvement?

Heading for user stores seems a bit unclear, group together better, revise text (remove some easily's). Size down the white BG handheld mockup. Maybe condense / scale down the type style guide, allude to full guide, show some. Add a bit more presence for photography at bottom of about page, example photo(s), link to photo page. Maybe condense about text, remove "With a natural curiosity and a mind for math, the relationship between art and science has always been an intimate one." I'm also an avid photographer, have been working freelance: link.



Adam, 38

Profession: Electrician

Day-to-day tasks: Wiriing, stripping wire, pulling wire, drilling)

Personal internet use: All the time, Imagur, Spotify, Youtube

Involvement with recruiting: Yes (head of HVAC install)

Resume viewing device: Laptop



You have clicked on the link to his portfolio. The page opens. Explain your first impressions.

I like it, first thing I read was your name, and your title below. I think it's very well laid out, I saw your projects, about and contact right away. It's obvious was I'm doing, has a nice flow. I like the return to top button.

Scenario 2: You now have a sense of the designer's work, and would like to know more about them personally, where would you find this information?

Found about section right away, would also browse social media links at bottom

Scenario 3: You have browsed through the designer's work, have a sense of their personality and would like to know their working experience and education, where would you find the designer's resume?

Right here under download resume - really pops, like that it's a big orange button

Scenario 4: You are impressed with their portfolio, assured by their working experience and feel they would be a good fit for the position. How would you go proceed in contacting the designer?

Contact at the top right, or contact at bottom (footer). I like the email message form.

	Scenario 1	Scenario 2	Scenario 3	Scenario 4
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Very comfortable, all of your info was there, you have your portfolio and resume already to go, clear concise, with a lot of detail too, can see the thought process

2) Was there something in particular you really liked or disliked?

Right from the first hit I new what I was looking at, it was very clean, easy to see "this is who am I, this is what I do". Right away I can see the navigation top right, I already know if I want to hire you, I can contact you right here.

3) How did you like the cover image rollovers for the projects?

Actually those are really cool, hadn't noticed, hadn't brought the cursor over it, like both link

4) What was your overall impression of the website?

Looks very professional, bright, lively

5) Do you feel like there's something missing or area for improvement?

Contact page: adjust arrangement of email address / button, or add "email me" wording in top message. Consider QR code for contact info block



Usability Issues & Ratings

ISSUE	RATING	SUGGESTION
Add more visual interest to hero section, and make it appear less "BOT"-like	1	Replace static hero section with intro / looping animation
SKILLS section of Meow&Chow looks like clickable nav	3	Use a darker background mockup at the top with SKILLS on top (like other projects
Main body / heading text grey colour a bit light / faded	2	Make the main body / heading text grey colour a bit darker
The text move on the rollovers is a bit jarring	2	Have text remain static, only zoom the images
Personal photo on about page very large	1-2	Make smaller on desktop size, with text beside photo
Would like to see email address written	2	Add written email address to contact footer

- 0 I don't agree that this is a usability problem at all
- 1 Cosmetic problem only: need not be fixed unless extra time is available on project
- 2 Minor usability problem: fixing this should be given low priority
- 3 Major usability problem: important to fix, so should be given high priority
- 4 Usability catastrophe: imperative to fix this before product can be released



All participants found the design clean, professional and easy to navigate. They were interested to read more about the projects, and able to quickly find the "About" and "Contact" sections. They all began browsing the projects first, and naturally loaded the resume upon viewing the "About" page. All participants also found the contact info in various places easily and quickly on their own.



- Add more supporting animations for visual interest throughout the site. Keep subtle and elegant, adding a sense of life.
- Have the message box on email form load larger on default.
- Consider scaling down the stye guide portions of the projects (possibly preview with clickable PDF)
- Consider adding section headings / pagination to project screens (in additional support to the current long scroll). Ideally with a floating nav that appears when scrolling.
- Adjust the project image rollovers as outlined in usability report (zoom images, static text)
- Add three more projects (projects complete, case studies currently in progress)