PROFOLIOFY

➔ Overview:

Profoliofy is an online portfolio website builder tailored for students, freelancers, and creatives, especially in South Asia. It allows users to create visually appealing portfolios using ready-made templates with no coding required. With a freemium model, users can host on a subdomain for free, or upgrade for advanced features such as custom domains, analytics, and premium templates. Template designers can contribute designs and earn recognition or revenue, while the admin team manages quality, compliance, and platform growth.

➔ Stakeholders of Profoliofy:

1. **Admin**

    • **Role:**
    o Manages and oversees the platform.
    o Approves or rejects new templates submitted by designers.
    o Updates policies, manages premium subscriptions, custom domain linking, etc.
    o Manages platform analytics and growth strategies.
    o Monitors and moderates user-generated content.
    o Manages designer accounts and resolves disputes.
    o Enables or disables platform features.

    • **Interests:**
    o Ensure smooth functioning of the platform.
    o Maintain platform integrity, compliance, and profitability.
    o Improve user and designer experience.
    o Ensure quality of content and templates.
    o Grow user base and engagement through analytics.

2. User (Portfolio Creator)

• Role:
o Registers on Profoliofy to build and customize portfolios.
o Selects templates (free or premium).
o Edits content (bio, testimonials, projects, skills).
o Publishes and manages their portfolio.
o May link a custom domain or upgrade to premium services.
o Can share their portfolio via links or QR codes.
o Can back up and restore portfolio versions.

• Age Limit / Profile:
o Typically 13+ (due to COPPA and related legal compliance).
o Common users: students, freelancers, job seekers, professionals.

• Interests:
o Create a professional, credible online portfolio.
o Easy-to-use customization.
o Affordable pricing and good support.
o Receive testimonials or endorsements.
o Maintain control over personal data and presence.

3. Designer (Template Contributor)

• Role:
o Creates and submits portfolio templates for approval.
o Paid or recognized when their templates are used.
o Updates templates based on admin or user feedback.
o Manages version history of their templates.
o Communicates with admin for clarifications or disputes.
o Withdraws earnings to external payment methods.
o Builds their profile or presence on Profoliofy.

• Age Limit / Profile:
o Typically 16+ (due to legal, payment, and IP requirements).
o Common designers: UI/UX professionals, graphic designers, coders.

• Interests:
o Gain visibility and earn income.
o Establish creative credibility.
o Ensure templates meet platform standards.
o Understand template performance through analytics.

4. Visitor (Portfolio Viewer)

• **Role:**
o Browses a user's portfolio site.
o May leave testimonials or initiate contact.

• **Interests:**
o Discover talents, review portfolios, hire creators.
o Find easy navigation and professional presentation.

➔ User Stories of Profoliofy:

1. Admin

• As an admin, I want to approve or reject templates so that only high-quality designs are available on the platform.
• As an admin, I want to monitor user activities to maintain a safe and professional environment.
• As an admin, I want to manage premium subscriptions for revenue and added features.
• As an admin, I want to handle user reports and complaints to maintain platform integrity.
• As an admin, I want to manage custom domain linking requests for portfolio personalization.
• As an admin, I want to manage designer accounts to maintain template standards.
• As an admin, I want to view platform analytics to inform decision-making.
• As an admin, I want to enable/disable features to test and improve the platform.

2. **User (Portfolio Creator)**
   • As a user, I want to browse and select templates to match my style.
   • As a user, I want to edit my portfolio content to reflect my personality and achievements.
   • As a user, I want to publish my portfolio to share with potential clients or employers.
   • As a user, I want to upgrade to premium for extra features like custom domain or ad-free view.
   • As a user, I want to track visitors to see engagement.
   • As a user, I want to change templates without losing my content.
   • As a user, I want to back up and restore portfolio versions to avoid losing changes.
   • As a user, I want to receive testimonials from viewers to increase trust.
   • As a user, I want to delete or deactivate my account for privacy control.
   • As a user, I want to share my portfolio via social or QR codes to maximize reach.

3. **Designer**

   • As a designer, I want to submit templates for approval to reach users.
   • As a designer, I want to earn money or recognition for selected templates.
   • As a designer, I want to update templates based on feedback.
   • As a designer, I want to view usage statistics for my templates.
   • As a designer, I want to withdraw my earnings.
   • As a designer, I want to maintain version history of templates.
   • As a designer, I want to create a profile to showcase my design identity.
   • As a designer, I want to message the admin team when I need clarification.

4. **Visitor**

   • As a visitor, I want to browse portfolio pages with ease to learn more about the creator.
   • As a visitor, I want to leave testimonials or reach out if I want to collaborate or hire.

➔ Task Stories of Profoliofy:

1. **Admin Task: Approve a template submitted by a designer**
The admin logs into the dashboard > navigates to "Pending Templates" > opens a submission > reviews the design > clicks "Approve" > template is published > designer is notified.

   ### Task: Suspend a designer account
   Admin receives a violation report > accesses "Designer Management" > reviews evidence > clicks "Suspend" > designer is notified and templates are removed.

2. **User (Portfolio Creator) Task: Build and publish a portfolio**
User signs up > browses templates > selects one > edits content > previews > clicks "Publish" > site is live on username.profoliofy.com.

   ### Task: Upgrade to premium and link custom domain
   User logs in > clicks "Upgrade to Premium" > selects plan > makes payment > accesses domain settings > enters domain > updates DNS > domain is verified and linked.

   ### Task: Back up and restore a portfolio
   User goes to settings > clicks "Back Up Now" > to restore, selects a backup from history > clicks "Restore" > content is restored.

3. **Designer Task: Submit a new template**
Designer logs in > goes to "Submit Template" > uploads files and preview > fills details > clicks "Submit for Review" > admin reviews > status updated.

   ### Task: Update template after feedback
   Designer receives feedback > goes to "My Templates" > uploads updated files > clicks "Submit Revision" > admin reviews > update is applied.

   ### Task: Withdraw earnings
   Designer navigates to "Earnings" > selects payment method > enters details > submits withdrawal request > admin approves > payment is processed.

➜ Non-Functional Requirements:

- **Performance:** Site should load under 3 seconds on 4G connections.

- **Security:** Encrypted user data, HTTPS enforced, XSS/SQLi protection.

- **Scalability:** Cloud-ready infrastructure for growing user base.

- **Responsiveness:** Fully functional on mobile, tablet, and desktop.

- **Accessibility:** WCAG 2.1 compliant templates encouraged.

➜ Glossary:

- **Template:** Pre-designed website layout users can select to build portfolios.

- **Premium User:** User with access to paid features like custom domain and analytics.

- **Subdomain:** A free URL like username.profoliofy.com.

- **Custom Domain:** User-owned domain like username.com linked to the portfolio.

- **Testimonial:** Visitor-submitted comment to endorse a user.

➜ Future Enhancements:

- Mobile app version (Q4 2025)

- AI-assisted content and layout generation

- Social media integration

- Ratings and reviews on templates

- Team collaboration mode for portfolio co-owners

➔ **Compliance:**

- COPPA-compliant (13+ minimum age)

- GDPR-ready privacy practices

- Data usage transparency for analytics

- Clear account deletion and data export options

➔ **Known Limitations:**

- Custom domain setup may take up to 24 hours to verify.

- Changing templates may require layout re-adjustments.

- Limited payment gateways (PayPal, Stripe).

- Platform is web-first; mobile app coming soon.