

Strategy

The main audience of my portfolio is going to be co-op employers, since co-ops are the next step I need to take in my academic career. Apart from co-op employers, I will also benefit from appealing to full-time employers as well as people writing letters of recommendation. My audience is going to be mainly be tech-savvy individuals in the 25-45 age range that live within the United States. Those who are looking to hire me will primarily be looking for my level of experience as well as my professionalism in presenting information. I know this based off of previous encounters with recruiting along with knowledge from my classes on what employers want to see. In the case of people who write letters of recommendation, I will want to show them my merit as an individual and my ability to impress. This audience is looking to ensure the integrity of their word. They're also checking to make sure their time won't be wasted writing for me. I know this from receiving recommendation letters for college applications, and because it is what I would want to know before writing about anyone. I once worked at a web developer as an intern the summer before I entered college. I hope that I'll be able to contact their hiring staff to get some extra insight on how they conduct the review process who potential hires, even though I don't currently plan on working for a web developer.

Scope

I expect my audience to want me to present my qualifications in a simple way that offers information without hoops to jump through. My goal will be to minimize the number of pages they need to visit in order to get to know me and my work. I will also want to make my information easily readable and my projects easily accessible. My website should feel effortless to experience. If possible, I'd like to host download links for my games on the portfolio itself so my audience doesn't have to jump to any strange sites to see my work up close. Also, I'm interested in trying single page design, but that might be more than I can handle. If I were to attempt single page design, I wouldn't want to flow information in a way that the simplest ideas are presented first, and then details are added as the user interacts and expresses interest. For example, if someone was interested in playing my GDAAPS 2 group project, they would start by finding the the game under my projects, then clicking on the area dedicated to that project to find a description and a download link. This way, the presentation is simple, but all the necessary information is still present.