

Design Research Document

NATHAN NIEUWENHUIZEN

STUDENT NUMMER: 3032208 – G&I1C


[BEDRIJFSNAAM] | [Bedrijfsadres]

Student persona

“Ik haat het als ik dingen niet kan vinden.”

Lisette de Vries


age: 19
residence: Amsterdam
education: HBO Games and Interaction
occupation: Student
marital status: Single




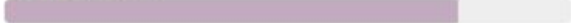
I would like to immediately see your work and who you are!


Criteria For Success:
Wants to see who the person behind the website is.
What are his/her qualities and work.

Comfort With Technology

INTERNET


SOFTWARE


MOBILE APPS


SOCIAL NETWORK


Needs

- Immediately able to see work
- I want to see content fast, I hate loading time

Values

- Awesome visuals
- Creativity

Summary

Lisette is someone who always looks on a positive side.

She loves to hang out with her friends and drawing illustrations.

She is willing to help a person out in the moment of need, but only if she is 100% sure that she can help them completely.

Wants

- Interesting projects
- A good view of who this person behind the portfolio is

Fears


- Doing unnecessary task to view content, like scrolling down
- Inappropriate social links
- Not knowing where to look

Teacher persona

“When I’m grading, I look at the links for your work, and then I look at their interest and how they present themselves and what their other projects.”

Robert van Zwavel


age: 35
residence: Amsterdam
education: Pabo
occupation: Teacher
marital status: Married





When Im grading, I first look at the links for your work.


Criteria For Success:
Make sure I can find you work fast and see who you are personally

Comfort With Technology

INTERNET


SOFTWARE


MOBILE APPS


SOCIAL NETWORK


Needs

- Homework is easilly findable
- I want to see content fast, I hate loading time

Values

- Creativity
- Simplicity

Summary

Robert is proud to be a teacher and isn't afraid to show it.
He gives lectures to a large crowd where he has the chance to show his skills.
He likes it when things are precisely in order.
Last but not least, Robert is an evening person and holds his freetime as sacred.

Wants

- Information needs to be orded/catogarized smoothly with an hirarchy
- A good view of who this person behind the portfolio is

Fears

- Busy menus
- Chaoic way of showing homework
- Not knowing where to look

Game industry visitors persona

"Why don't programmers like nature? It has too many bugs."

Dan Shaver

age: 28

residence: Hilversum

education: HBO - Technology and software engineering

occupation: Lead Game Developer

marital status: Married with Kids



"Why don't programmers like nature? It has too many bugs."

Dan is a optimistic person with a weird dark sence of humor. He likes football and gaming, so his favourite game is Fifa. He likes to be early at work so he can immediately be active. His favourite food is Lasagne but finds fish disgusting. Dan almost always listens to music when he's working and traveling.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Make a fast profesional first impression.
Showcasing various works.
Personality.

Needs

- Be able to judge someone clearly with a global view on them.

Values

- Expertice
- Proffesionalism
- Humor
- PERSONALITY

Wants

- To be impressed and entertained
- Have a clear view of you

Fears

- Long idle waiting
- Chaos

Interview references

The following personas are based on interviews. How the interviews were conducted, are described down below. All interviews are held at the HKU in Utrecht with the exception of the Game industry visitor. Those were hold online where I send them an email to fill in the questions on an online form.

Lisette de Vries

age: 19
residence: Amsterdam
education: HBO Games and Interaction
occupation: Student
marital status: Single



Interviewed:

- Cindy van Minnen
- Luuk Langenhorst
- Inge Praat

Date:

10-9-2018

Robert van Zwavel

age: 35
residence: Amsterdam
education: Pabo
occupation: Teacher
marital status: Married



Interviewed:

- Christian Rodd
- Ton Markus
- Corné van Delft

Date:

10-9-2018 to 12-9-2018

Dan Shaver

age: 28

residence: Hilversum

education: HBO - Technology and software engineering

occupation: Lead Game Developer

marital status: Married with Kids



Interviewed:

- Ale Bles
- Matti Groot

Date:

2-10-2018 to 2-11-2018

Closing words

After conducting the research and interviews, I've come to understand better what people expect to see in a portfolio.

What people mainly want to see when they visit a website is to find the information in the most fast and comfortable way possible. This also applies to visitors from the game industry when they visit a portfolio website. When they visit a portfolio of a potential developer/artist/designer they want to see what this person is capable of. What skills does this person have, what is this person's personality, how can this person lure me further into his/her portfolio?

So, the key components for a good portfolio would be:

- **Fast**
- **Comfortable**
- **Clear**
- **Impressive**
- **Personal**

If a portfolio provides this information in a clear, comfortable and fast way, then it succeeds in what the portfolio is trying to do!