Neha Shah

Section A

**Part 1**

My portfolio website designed to display my best work to potential recruiters in the technical product management space. The website provides visitors with my core competencies upfront, both with the headline provided and the defined categories for the types of projects I highlight in my portfolio. Visitors also get a sense of my strong verbal communication skills through the written text. Because visitors will primarily be recruiters and hiring managers, I provide concise information on the home page, including a quick summary of each product and the skills I developed from it. This allows my target audience, consisting of people likely skimming the website for keywords, to capture my professional experience effectively. The home page thus serves as a more engaging version of a resume -- highlighting interesting areas of my practical experience that are worth diving deeper into.

Once visitors drill down one level on the website, they are able to get more details on each project I highlight. Each project page contains a summary, key insights and measurable impact, and further justification. Progressive disclosure on the project allows for recruiters to find further information without combing through multiple paragraphs. Finally, the "about" page provides a few fun facts and encourages visitors to reach out to me. It also points them to my resume where they can get a downloadable PDF of my experience as a take-away before leaving my website.

Beyond the content, visitors are kept engaged by the animations on the pages. The homepage leads with a strong statement "I'm a user-centered product manager" and utilizes a typewriting animation to emphasize this headline even more. Fade in animations when scrolling down the screen on the home page and project pages also give dimension to the visitor experience. Overall, this keeps visitors excited and engaged on the website.

**Part 2**

* **Hover** on project from homepage
  + Hover on any of the 6 projects listed on the homepage to see the 'grow' animation effect
* **Scroll down** on the home page >> Fade-in project categories on home page
  + Scroll down on the home page to see the categories of projects 'Researching Products' and 'Making Products Intelligent' fade in
* **Click** on any project >> Automatic scroll to project summary on project page load
  + Click on any of the projects to go to the project page and watch as the page automatically scrolls from the top of the page to where the navigation bar is covered and you see more information about the project
* **Scroll down** on project page >> Fade-in of sections of project on project page
  + Scroll down on any project page to see Project Details and Justification sections fade in once they come into view
* **Click** on the name “Neha Shah” from the navigation bar on the website header
  + Clicking on “Neha Shah” will take one back to the homepage
* **Click** on “about” from the navigation bar on the website header >> animation of "about me" on about page
  + Navigate to the "About" page via the navigation bar at the top and see the "about me" text on the page drop into view once the page has loaded
* **Click** on “resume” from the navigation bar on the website header
  + Navigating to the resume page will take you to the PDF version of my resume

**Part 3**

* I used Bootstrap, Wow Javascript library, Anime and Typewriter Javascript library.
* I chose Bootstrap to make designing a responsive website and the other three libraries were used to drive text-based or element-based animations for a more interactive and engaging experience. The typewriter effect that is displayed on the home page is meant to draw the user in and establish my professional profile strongly and succinctly.
* Specifically, Wow JS was used to easily create animations using CSS and only start the animation once the user has scrolled to where the element is in view on the home page and project pages. Anime and Typewriter were used to create text-based animations on the Home page and About page.
* Bootstrap adds flexibility to my website. The libraries driving animation on my website are all used to add surprise & delight to visitors' experiences.

**Part 4**

I iterated significantly from HW7, most critically on the homepage. Instead of making a clickable headline that filtered the projects a visitor saw and using an asymmetrical "ribbon" design, I made an animated headline and revealed all 6 projects at once in a text-heavy grid layout. I removed the integration with Medium I had originally planned and opted for engaging interactions through animation instead.

**Part 5**

My main challenge was coming up with a unique and compelling home page to draw in my target audience which is more drawn to text than graphics because verbal communication is highly valued. From a technical standpoint, creating a vertical sticky navigation within each project page ended up taking a significant amount of debugging due to both the Javascript and CSS elements required.