

Company Name / Logo

Neria Katz

13-Apr-21

UX Analysis Team

Neria Katz

Project Background

We're creating a new portfolio website for neria katz

Goals

Figure out users flow in the site and find issues.

Personas



“Design is intelligence made visible”

Goals

- Find inspiration
- Make connections

Frustrations

- Find good inspirations

Castor Alexopoulos

Age: 39

Education: Philadelphia school of art

Hometown: Philadelphia, PA, USA

Family: Single

Occupation: UI/Ux designer

Castor Alexopoulos is a UI/UX designer looking for design inspirations and also to create contact with other people in the industry



Nina Kolisnyk

Age: 37

Education: Masters economics, cal tech

Hometown: Pasadena, CA, USA

Family: Married + 2 kids

Occupation: CEO - tech company

Google Proprietary & Confidential

“High expectations are the key to absolutely everything.”

Goals

- Find a UI/UX engineer

Frustrations

- Online platform and recruiters did not result in nothing

Nina is a CEO of a major tech company. She is looking to develop a new online product and is looking for a UI/UX engineer to support her through the process

Study Details

Study Details

Research Questions

Does the user find the site intuitive and easy to use?

Does the user easily find all the info?

Does the user have any specific issues with using the site? Any recommendations?

Participants

15

4 job recruiters, 5 CEO, 3 UI/UX designers, 3 low level users

Methodology

Unmoderated usability study

Location: Thailand, Bangkok, in-office.

participants will use the site to explore the info and contact neria

Each session will last for about 15 minutes.

Prototype / Design Tested

The neriakatz prototype site, complete with:

- ❑ Home page
- ❑ Skills
- ❑ Resume
- ❑ certifications



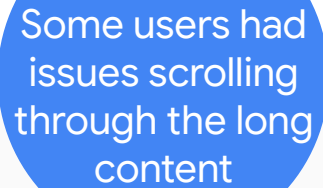
Themes

User had issues and needs

- ❑ Some users had issues scrolling through the long content
- ❑ Some users wanted to use a contact form instead of a mail link

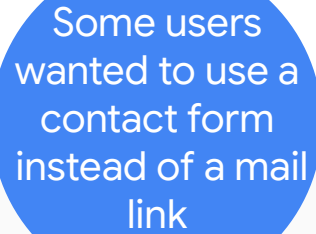
Insights & Recommendations

Research insights



Some users had
issues scrolling
through the long
content

Add navigation



Some users
wanted to use a
contact form
instead of a mail
link

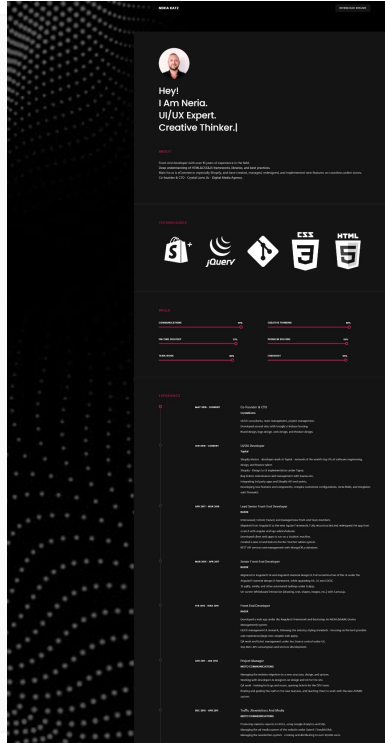
Add contact form

Recommendations

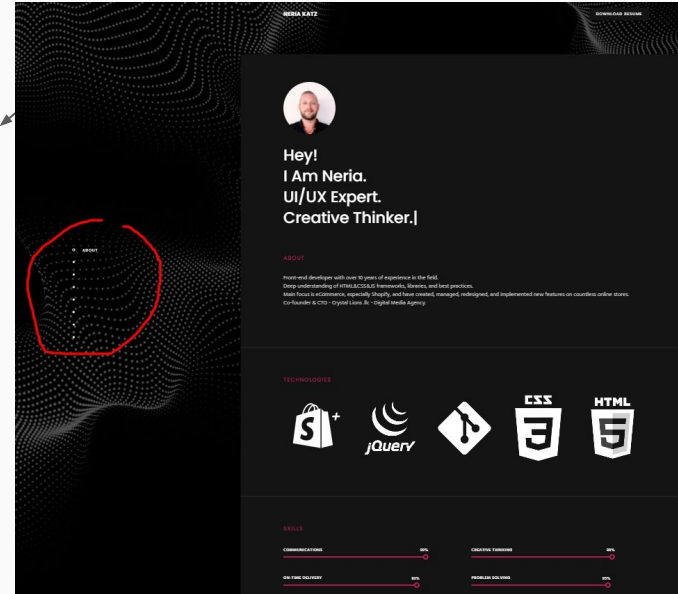
- Add a left scroll spy
- Add contact form at bottom

Add a left scroll spy

Before

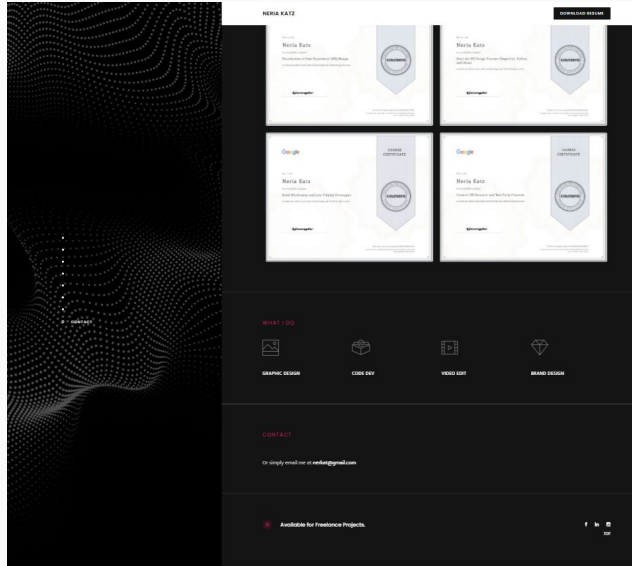


after

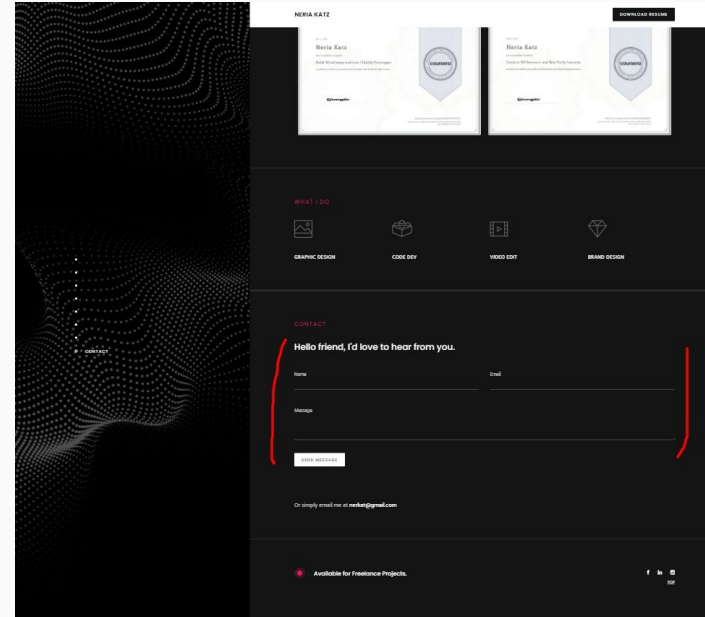


Add contact form at bottom

Before



after



Additional research findings

Findings

Further survey research - add case studies to site

Link to prototype

Figma URL

<https://www.figma.com/proto/HQtpLXEuQyxJgWE6x83V0E/Untitled?node-id=1%3A179&viewport=443%2C553%2C0.22679418325424194&frame-preset-name=Desktop&scaling=min-zoom&page-id=1%3A176>

Accessibility considerations

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Used alt on images for screen readers

Conclusion

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While working on this portfolio design - i learned how important user research is - and how we can never predicate actual use of the app and user flow

Thank you!