Project 1 - Milestone 2: Rationale
Noel Picinich (nmp53)

Target Audience:
- Employers seeking undergraduate web/software developers with some experience.
    - Through the site they want to discover what my experience level is and what software/programming languages I am proficient in.
    - My projects are on the home page rather than a second page so that the audience can easily discover my experience and not have to navigate anywhere.
- Companies seeking a web/software developer with documented experience to help develop a service or product.
    - Through the site, companies want to see if your past projects reflect the skill they desire in implementing their own product.
    - Again, having projects on the home page makes a display of my work easily accessible.

Theme:
- The feel of the site should be professional, clean, and creative; qualities that reflect the style of implementation that I would execute in any work I performed for them.
- Features:
    - Education – top of home page to immediately tell the audience my educational status and institution, as well as provide quick access to the courses I have completed. Many companies seeking interns are familiar with the courses they desire their interns to have completed, and are looking for interns graduating within particular years. The courses page also tells employers what courses I am currently enrolled in, which is relevant because I will have completed them by the time of employment.
    - Contact – web form for easy communication with me
    - Clever navigation of my past projects – projects will be presented as cards with the logo of the organization I worked for, on hover – a brief description of the project will appear with a button that links to a more graphic documentation of the project. (this will be implemented with style)
    - Clean and memorable display
    - Header/Footer for easy navigation of my site

Design Process/Structure/Tradeoffs:
I organized the navigation in the order home > about > projects > contact, due to standard conventions. I also considered home > projects > about > contact, but after discussing the options with others it became clear that the first option was a more traditional approach and would result in a more intuitive navigation. Rather than creating separate pages for my experience and projects/activities, creating a condensed card layout on the home page will allow the user to scroll through without having to navigate to different places on my site. By hovering on the card, the user can see more information and then be directed to the exact

scroll position of the project page, making the information more condensed and allowing the user to decide how in-depth to analyze my work. The drawback to this is if a user comes to my page looking for activities, they will have to scroll to it rather than using the navigation bar, but most users will be visiting my site for the first time and will be looking for general information. In the future, I may possibly add a dropdown menu for the home page that links to specific scroll positions on the home page. Also note that while there seems to be a lot of content on my home page, it will be much clearer and condensed with style.

Organization/Content:
Overall, the site should be a creative extrapolation of my resume that draws the viewer in and leaves a lasting impression of who I am and what I can do.

- Home Page – Clear display that immediately tells the user who I am, what services I offer, and how to find out more/navigate to Contact page. This will keep the user on my site and help them quickly determine if I am or am not what they are looking for.
- Contact Page – a page containing my phone number, email, local region, etc. It's helpful for companies to fill in a form directly online, however, some employers prefer a phone call or personal email they can converse through and keep on file. (I will implement the form when I add style)
- Projects Page – This page elaborates on the projects included on the home page by including specific details about each of the projects I have worked on. In addition to details, this section should have some sort of visual documentation or even interactive display. This content is important for companies and employers to see the execution of my alleged skills and discover the extensiveness of my experience. I plan to add photos of the camp I taught at but I do not have access to them yet!
- About Page – this section should give a more personal insight into who I am. Should convey details about who I am as a person and reflect my passion for computer science. Employers/Companies are inclined to hire someone who is excited about their work. I'll also include a picture of myself to help the user associate my face with the name and content on the site – valuable for in-person contact. This page also contains logos for the foundations I received scholarships from; each logo is linked to the foundation's website where more information can be obtained about the award.

Desired Feedback:
- Is there any other static information I should add to the contact page?