

PORTFOLIO SITE

THIS IS A SITE TO SHOWCASE MY DESIGN WORK
+ HELP WITH FINDING POTENTIAL EMPLOYERS
AND FREELANCE GRAPHIC DESIGN WORK.

USER #1

→ JOYCE, HEAD HUNTER

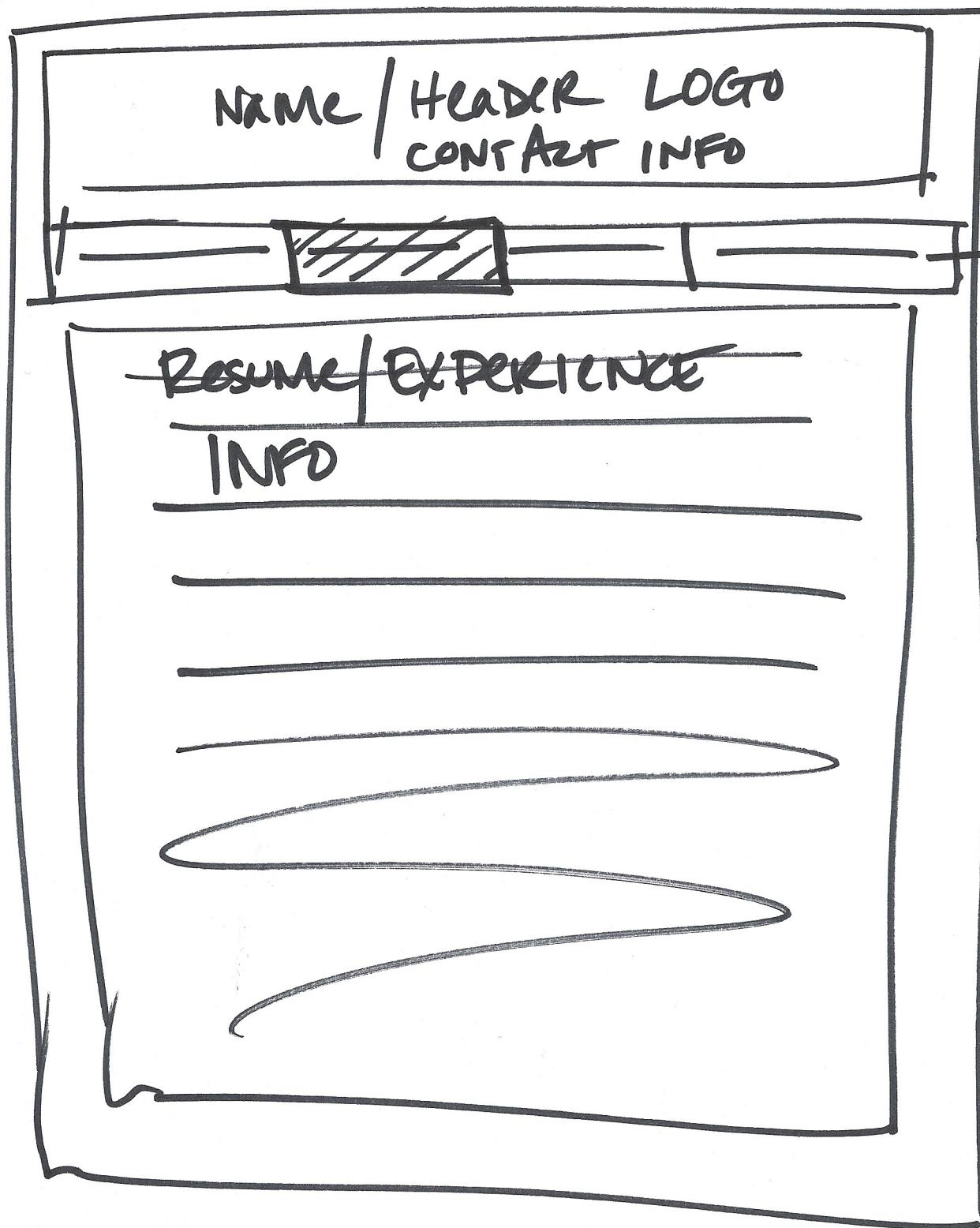
- VISITS MY PORTFOLIO VIA LINK ON MY RESUME
- VIEWING WORK TO FIND POTENTIAL MATCHES FOR MY SKILLS & EXPERIENCE
- NEEDS CONTACT INFO, RESUME, QUALIFICATIONS + CURRENT STATUS
- RE-VISITS SITE FOR UPDATED RESUME INFO.

USER #2

→ JIM, HR PROFESSIONAL AT LARGE COMPANY THAT EMPLOYS DESIGNERS IN MARKETING DEPT.

- VISITS SITE VIA LINKED IN PAGE
 - MOST IMPORTANT INFO IS GETTING QUALIFICATIONS, WORK EXPERIENCE + SEEING EXAMPLES OF WORK TO PASS ON TO CREATIVE DIRECTOR
 - PASSES SITE ON TO CREATIVES WHEN NECESSARY TO FURTHER SEARCH PROCESS
- * LESS INTERESTED IN DESIGN / MORE NECESSARY TO GET INFO

PORTFOLIO SITE



NAV
LINKS

SHOP SITE

THIS SITE IS FOR "SCRIPT"—A BOUTIQUE SHOP THAT OFFERS INVITATION DESIGN, SPECIALIZING IN HAND DRAWN CALLIGRAPHY. SPECIALIZES IN INVITATIONS FOR ANNIVERSARIES, BIRTHDAYS, WEDDINGS + ANY SPECIAL OCCASION.

USR #1

→ SARAH, 46

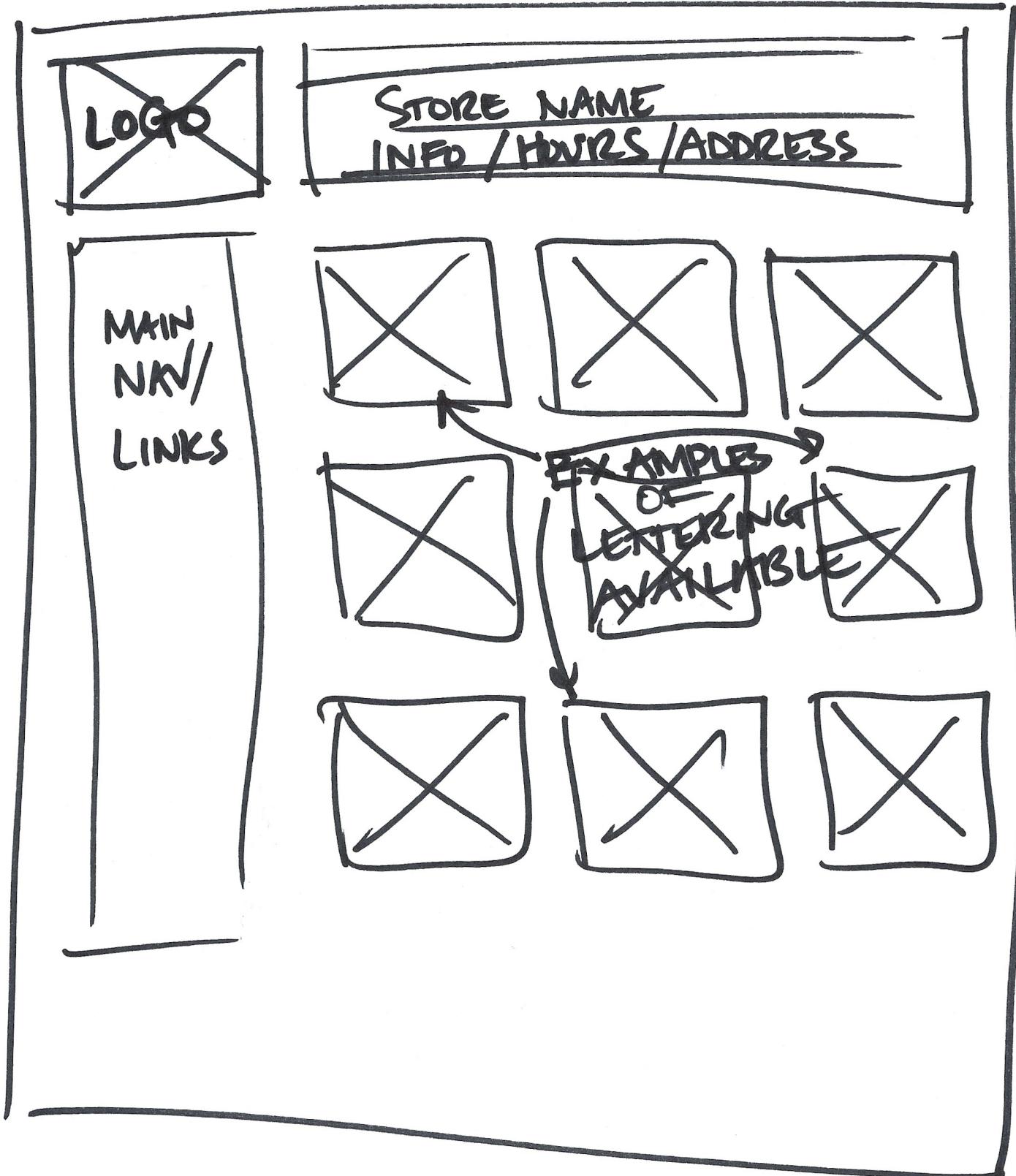
- DAUGHTER WHOSE PARENTS ARE ABOUT TO CELEBRATE THEIR 50TH WEDDING ANNIV.
- VISITS SITE LOOKING FOR INVITATIONS.
- NEEDS : PRICING, INVITE DESIGN CHOICES, LOCATION OF STORE, HOURS
- NEED TO SEE QUALITY + DETAIL OF DESIGNS
- CONSIDERING CALLIGRAPHY BUT SITE SHOULD HAVE A "HAND DRAWN" FEEL TO IT.
- NOT COMPUTER SAMY — SHOULD BE EASY TO NAVIGATE

USR #2

→ BOB & MELANIE, 30

- COUPLE LOOKING FOR WEDDING INVITATIONS, PLACECARDS + WEDDING PROGRAMS
- VISITS SITE FOR DESIGNS, PRICING, + SHOULD SEE IT FOR CREATIVITY + WHAT CAN BE OFFERED.
- INTERESTED IN CALLIGRAPHY ESPECIALLY. DETAILED VIEWS OF LETTERING CHOICES.
- STORE HOURS, ADDRESS
- POSSIBLE PRICING PACKAGES AS OPTIONS?

SHOP SITE - CALLIGRAPHY CHOICES PAGE (INTERNAL PAGE)



RESTAURANT SITE

"FROSTING" IS A BAKERY THAT SPECIALIZES IN CUPCAKES, CATERING TO TWO MAIN GROUPS OF CUSTOMERS — 1 - WEDDING/EVENT CUPCAKES + 2 - DAILY CUSTOMERS STOPPING IN FOR A CUP OF COFFEE + A TREAT.

USER #1

- JENNIFER, 28, BRIDE-TO-BE
 - LOOKING FOR BAKERY TO DO CUPCAKES FOR HER WEDDING
 - IMPORTANT INFO — PRICES, AMOUNT OF TIME NEEDED PRIOR TO EVENT, MENU OF FLAVORS/TYPES OF CUPCAKES
 - GOT TO SITE FROM REFERRAL AT A WEDDING EXPO
 - ONLINE PURCHASING/ORDERING CAPABILITY?

USER #2

- STEVE, 36, PROFESSIONAL
 - STOPS BY FOR AFTERNOON COFFEE/SNACK AS HE WORKS DOWN THE STREET
 - GOES TO WEBSITE FOR SPECIALS, PRICES + DEALS FOR LOYAL CUSTOMERS
 - KEEP COMING BACK TO SITE FOR UPDATED MENU/OFFERINGS + LOYALTY SITE
 - VISITS SITE AFTER SEEING SITE ADDRESS ON SHOP WINDOW

RESTAURANT SITE - MENU

