Compare and Contrast the Sites

For my evaluation, I chose to compare and contrast My Poor Brain and the Portfolio of Cihad Turhan. Both are portfolio sites and serve the same purpose of connecting an artist or web designer with others who want to either work with them or purchase/view their content.

My Poor Brain has a somewhat simple, minimalistic layout with graphic elements and buttons that jump off the page including tabs labeled "Design, Illustration and All Work" that link to pages full of thumbnail buttons linking to different projects and "Profile, Newsletter and Scrapbook" pages that link to other information about the artist and their past awards/recognitions. Each thumbnail has a white circle slapped on top of the image for the project title to be placed. A strength of this website is the great contrast and simple navigation, which makes the user very clear with and interested in what they are clicking on.

The Portfolio of Cihad Turhan is a favorite of mine. Although this may not be a feasible example for the work we are going to be doing in class, the interactive elements of the website are attention grabbing and the easy-to-use layout and navigation guides you through to Turhan's projects which serves as a strength to this website. It is very visually appealing and interesting. This is a parallax scrolling site, but another strength of the site includes navigation labeled "Hello, Intro, Skills, Works, Lab, About and Contact" which is present and easy to follow as you scroll/click through the site.

Identification of Strengths and Weaknesses

I favor the Cihad Turhan for its graphic elements and interactivity, but I'd say overall My Poor Brain does a better job at serving its intended purpose. Although all the elements on Cihad Turhan are divided into sections, **a huge weakness on the site is that** you have to scroll through with an arrow to view all of the projects on the page. I've learned through my digital strategy curriculum that users rarely take the time to click through these and therefore I don't think as many projects are viewed on this site as on "My Poor Brain."

A weakness (in my opinion) for "My Poor Brain" is the opposite, the site itself doesn't have any distinguishing colors aside from the colors visible on the individual project thumbnails and throughout the site is a gray background and black text. Although this is easy to read and an argument could be made for this simplistic style, the "Profile" and "Newsletter" sections that don't contain any images look somewhat text heavy, which may hinder users from consuming the content. Depending on what the goals were of this site, it also doesn't offer the same potential branding capabilities for the web designer/artist as Cihad Turhan's site. In contrast to Cihad Turhan's site, a strength of My Poor Brain is the easy accessibility created by the simple layout and navigation. All projects pertinent to each section are viewable on a single page and a user can scroll through these and

pick what peaks their interest. This isn't an option on Turhan's site, which presents a weakness; users instead have to click an arrow to get through the content. Projects are buried under multiple layers and more difficult to access.

Use Cases
Both websites are likely intended to connect the web designers with future employers, collaborators, or consumers interested in their content. This may include another web designer looking for ideas, who may go to the site "My Poor Brain" for example and scroll to the "Profile" page to get in touch with the designer and inquire about collaborating. Another use case could be an employer clicking the link to Turnan's site (as an example) from their resume. A talent recruiter or an agency may also view either of these sites while looking for new applicants.

Comment by Yixiang Gao:

Hi Sheridan,

After looking through both websites that you mentioned, I noticed the complete difference in style for each portfolio. My Poor Brain is more of a platform for its author to demonstrate his art work, thus its whole website design is simply focusing on "presentation" which I think the author did a pretty good job on this organization. However, I agree with what you mentioned that most of the viewers might now even click on to the sub tabs which contain the actual artwork just because I don't really feel the need to do so. I think one thing that could be improved is that the actual graphic design inside each project have very little connection with what that small square could express. If the author use some sort of preview, for example, when your mouse stay on one of the box, it automatically shows you some of the graphics which are in there that can best demonstrate the whole project. After having the connection between the tab and what are actually inside it, the user might will have more motivation to click and continue reading the content inside.

The second website is more focused on the design aspect since the author himself/herself is a web developer. The visual feeling it provides does give people a fresh idea and also illustrates his skill level through those visual affects the author created. Not necessarily as coder but more as a designer which I believe is exactly what the author wanted to demonstrate at the first place.

I would say both sites have offered me many new ideas into my "engineering" brain as far as the design aspect. Thank you!