

Themes and Purposes

My proposed theme for the website is a personal portfolio. While the website could be in the future expanded to my other interests and hobbies, I will focus on a website that can show off my resume and coding projects to prospective employers and collaborators. Projects (including JavaScript projects) can be integrated into the website to meet those requirements for the course.

This website will be beneficial to me both for the course and long after to advertise and promote myself to prospective employers including positions that I have not actively applied for. Because of the importance of a good portfolio for employment in software development, I will be motivated to continually update the website which will evolve over time as my skillset and projects expand and grow in complexity.

Personas (6)

Persona #1



Name: James Smith

Location: Vancouver, British Colombia

Age: 28

Gender: Male

Profession: Big Tech Recruiter

James Smith is a Canadian Big Tech Recruiter for Amazon based out of Vancouver, Canada. He has a business degree from the University of British Colombia and has worked as a recruiter for three years. In this time, he has gained expertise in networking, interviewing, and an intermediate domain knowledge including basic programming and systems design.

James is looking to find potential candidates for a software development role at Amazon that they are currently recruiting for. He needs to find the right candidate who has the required experience, skills, education, and behavioral fit for the company.

He has stumbled upon my website after seeing it linked on my LinkedIn from a recruitment search performed on that site. His use will be a quick scan to determine if I'm a good initial fit and will do a deeper dive into my projects and experience if I'm a good fit and respond with interest to the role. He is doing this because it is his job to recruit new talent and gets paid for doing so.

Picture retrieved from https://unsplash.com/photos/ymo_yC_N_2o by Mitchell Luo.

Persona #2



Name: Kate Walsh

Location: Calgary, Alberta

Age: 39

Gender: Female

Profession: Software Development Manager

Kate Walsh is an American who is currently working at the Calgary office of a software company based in the United States and Canada. She has a computer science degree from a university in the United States. She has been a Software Development Manager for 5 years for a team of 20 developers distributed across the US and Canada.

Kate has been working in the software development industry for fifteen years total including experience as a Senior Software Engineer. She has been at her current company for 7 years. In that time, she has gained proficiency in management, full stack web development, DevOps, interviewing, team building, mentoring, and system architecture and design.

She is currently looking for a junior member for her team at her large oil company to develop a new internal system to monitor and adjust pipeline pressures through a secure web-based portal so it can be accessed from anywhere by the appropriately authorized individuals. She will be using the site to get more information on my projects and experience after reviewing my application to their company website.

Picture retrieved from <https://unsplash.com/photos/SJvDxw0azqw> by Christina @wocintechchat.com

Persona #3



Name: Sam Foster

Location: Los Angeles, California

Age: 34

Gender: Non-binary

Profession: Senior Software Developer

Sam is a Senior Software Developer at a financial technology company in Los Angeles, California. They have been working there for a little over a year as a Senior Software Developer. Sam is

charge of a team responsible for implementing the web app version of the company's flagship software product. They're currently hiring interns for the summer to help with some of the implementation. Some of their strengths include database implementation and design, backend implementation, and real-time computing.

Sam has been given my CV and website by the hiring manager to get a background for our upcoming technical interview. They review the website to talk about my projects and get an idea of my technical ability demonstrated in the projects. They are unlikely to revisit the website after the first glance unless to review the website once more before a hiring decision. It is likely there are multiple candidates so the looks are unlikely to be in-depth.

Picture retrieved from <https://unsplash.com/photos/SGvOWhoEDg0> by @theyshane

Persona #4



Name: Lily Drake

Location: Edmonton, Alberta

Age: 24

Gender: Female

Profession: Software Developer Intern

Lily is a summer intern at a local software company in Edmonton. She is part of the same intern group as me at the company. She is currently enrolled at the University of Alberta in the Computer

Science program and has just finished her third year.

Lily has some knowledge in various computer science subjects including object-oriented programming, web development, mobile applications, software architecture and design, databases, and data structures and algorithms. She is excited to be working her first internship.

Her goals for the site usage will be to determine what I have on my portfolio website including its formatting, listed projects, and phrasing to help understand her new fellow intern and possibly gain ideas for her own portfolio website and resume. She is unlikely to revisit the website frequently and will likely not spend long on the website.

Picture retrieved from <https://unsplash.com/photos/RBerxXPnZPE> by @neringa

Persona #5



Name: Tony Zhou

Location: Waterloo, Ontario

Age: 23

Gender: Male

Profession: Computer Science Student

Tony is an international student at the University of Waterloo in their Computer Science program in his second year of the program. He is currently taking a Web Development course through Athabasca University to finish ahead of schedule. He also has a passion for web security and vulnerability testing.

Tony has learned Java and Python through self-study but is new to web development. He is using the website to check out peer websites and will test the website for functionality and design he may want to avoid or incorporate into his own website. He might even offer some advice depending on what he finds using the Landing. He may periodically check up on the website as the course progresses and spend a little time each visit to see any changes or progress made.

Picture retrieved from <https://unsplash.com/photos/g4DgCF90EM4> by @sgwang0511

Persona #6



Name: Albert I. Stein

Location: Edmonton, Alberta

Age: 44

Gender: Male

Profession: College Professor

Dr. Stein is a Computer Science college professor who got his PhD in Computer Science from the University of Chicago. Originally from Germany, Albert immigrated first to the United States for his doctorate and then to Canada for a teaching position at Athabasca University. He has been teaching at Athabasca for a little over 10 years.

Albert has expertise in a wide range of areas including web development, computational theory, distributed computing, and software architecture. He is reviewing the website to grade the student's portfolio. This means Albert is likely to take his time with the website to see if all criteria are met, if there are any bugs in various testing conditions, and if the website is

accessible and easy to use. He will likely be a repeat visitor, checking on the website progress as the course progresses.

Picture retrieved from <https://unsplash.com/photos/W4PhAXvTdMU> by Jonathan Cosens Photography.

Scenarios (12)

Scenario #1: Review User Portfolio

Target Profile: Persona 1

Subject Persona: James

Scenario Description: Easily review key points of portfolio

Background: James is a recruiter for Amazon and is looking over the portfolio website to determine if I'm a good fit to suggest for an interview. He has 50 potential candidates he is screening for the position.

Objective: James must quickly determine if my portfolio meets the job requirements for the position he is recruiting for. It must be easy for him to navigate and find the information required quickly.

Narrative: James is currently reviewing 50 potential candidates to narrow down his recommendations to 10 candidates for interviewing. He will quickly click away from portfolio websites that do not navigate easily to the information he needs and take those candidates out of the running. After finding the information, he determines if I'm a good match to interview for the position.

Scenario #2: Contact Website Administrator

Target Profile: Persona 1

Subject Persona: James

Scenario Description: Contact person in portfolio to talk about the job opportunity.

Background: James, a recruiter for Amazon, is currently reviewing portfolio websites of potential candidates.

Objective: Have an easy way to contact the website administrator to talk about job opportunities. He needs to find the contact information of chosen candidates to determine next steps and interest in being recruited for job opportunities.

Narrative: James is screening for potential candidates and has come across my portfolio through alternate means which does not have my contact information. As he is about to try and search up my name on LinkedIn, he sees the contact form on the website is easy to access and more likely to be seen if sent to an email address. He crafts a message to ask if I would be interested in an opportunity and sends it over the website which is redirected my personal inbox.

Scenario #3: Review Projects

Target Profile: Persona 2

Subject Persona: Kate

Scenario Description: Reviewing candidate projects to determine business fit.

Background: Kate is a hiring manager for a company reviewing projects on my portfolio site to see if any skills and functionality is applicable or related to their current team projects.

Objective: Kate is trying to determine if my experience and current skill level is adequate to interview for. She will do this by determining if I can program in the languages and frameworks used by the company for their own internal projects or program functionality in other languages similar to their projects.

Narrative: Kate is a hiring manager looking to hire a Junior Software Developer for a pipeline pressure control app. She reviews a candidate portfolio and its projects. She sees that the user has experience with Flash and Python which is the language and framework the team is using for the project. She also sees a project for a smart thermometer with similar adjustment functionality to the simpler functions of their app. She decides the candidate has some interesting projects which might benefit the team and schedules a phone interview.

Scenario #4: Test Project Functionality

Target Profile: Persona 3

Subject Persona: Sam

Scenario Description: Sam is reviewing candidate profiles for an upcoming technical interview at their company. They will be determining if candidate projects work as intended and for all use cases.

Background: Sam must be able to review and use the projects listed to help determine a candidate's technical ability. They must be able to access and easily test the project functionality using the portfolio website itself or external links to a working prototype in a sensible place on the project list.

Objective: Sam needs to review candidate projects to get a better idea of their technical skills and design choices. This is to ensure the listed projects work and the candidate considered multiple use cases including edge cases.

Narrative: Sam tests a few of the projects that sound reasonably complex. They make sure the inputs, outputs, and overall functionality fits the project description and purpose. They access the projects through the website's navigation and can test the project functionality in the browser.

Scenario #5: Code Review

Target Profile: Persona 3

Subject Persona: Sam

Scenario Description: Sam is reviewing candidate profiles for an upcoming technical interview at their company. They determined the projects work as intended for all use cases but they also need to review the code to make sure it is legible, scalable, and not plagiarised.

Background: Sam is reviewing a potential candidate's code for an upcoming technical interview. They want to ensure the code is written in an easily maintainable and scalable way.

Objective: Sam's objective is to use the website to either review the candidate's code or get a link to the project code to review it.

Narrative: Sam goes to the website to review the listed projects. Luckily the projects contain links to subpages with the code in addition to GitHub repository links. Sam can review the code and determine if they use test-driven development, write clean code, and that the project is modular and scalable. They are also able to determine if the code style is a good fit for their organization or of a sufficient quality for mentoring.

Scenario #6: Content Review

Target Profile: Persona 4

Subject Persona: Lily

Scenario Description: Lily goes onto to the site to review both the site design and what content is currently on the website. She browses into the blog site which shares my insights on web development and technology.

Background: Since Lily is a further intern, her expectations are more to see what she can apply to her own portfolio site, what projects I'm working on, and any insights I have in my blog posts. She might spend some time on the website if there is a particular project or blog post that interests her.

Objective: Lily is trying to get ideas for her own website and gain any helpful information from the blog posts portion of the website.

Narrative: Lily goes onto the website after finding it linked on my LinkedIn profile. She browses my projects and skills section to see what technologies I'm currently learning and using outside of the internship. She gets some ideas for some of my project listings and decides to read more about how I did the project in a corresponding reflective blog post. She spends fifteen or so minutes reviewing the project and the blog post and the overall content of the website.

Scenario #7: Test Website for Responsiveness

Target Profile: Persona 5

Subject Persona: Tony

Scenario Description: Tony will test the website to see how responsive it is on his laptop, smartphone, and desktop computer. He'll also test responsiveness of resizing the windows on the site.

Background: Tony has a passion for web responsiveness and it's one of the things he struggled to nail when he was first learning web development.

Objective: Tony is trying to see if web responsiveness is implemented for the website for different browsers, window sizing, and devices. This is to help his classmate if there any web responsiveness issues.

Narrative: Tony visits the website on his laptop first which uses Firefox on Linux. He notices the website responds well to his resolution, the browser, and any resizing done. He then checks on the desktop to see if there is any awkward blank space or sizing issues but doesn't find any even on Chrome and an ultra wide monitor. Finally, Tony checks on his iPhone on Safari and notices there are a few issues with responsiveness and missing features. He looks at the source code and gives some helpful tips to make it responsive for iPhone users by contacting me. He spends a half hour testing the various devices and main pages and features of the website.

Scenario #8: Test Website for Vulnerabilities

Target Profile: Persona 5

Subject Persona: Tony

Scenario Description: Checking website for security vulnerabilities like code injection in form fields and the search function.

Background: Tony is passionate about security and wants to make sure his classmate's website doesn't fall for any common security pitfalls. If he finds anything wrong, he intends to let the classmate know and not do any further testing without permission.

Objective: Tony wants to check to see if there any vulnerabilities on the website.

Narrative: Tony is checking his classmate's website. After checking for web responsiveness in the previous scenario, Tony decides to see if there are any common security vulnerabilities like direct injection of code into the search bar or forms on the website. He notices there are checks in place to limit form submission and to prevent execution of the injected code.

Scenario #9: Review Website Design

Target Profile: Persona 6

Subject Persona: Albert

Scenario Description: Albert is reviewing the student's website for overall design and implementation.

Background: Albert is reviewing the website for grading purposes and to give feedback to the student on their current design choices.

Objective: Albert wants to get a good understanding of the overall web design choices made by the student to see if they are implementing the lessons from the course. They also want to take this opportunity to give important feedback and allow student growth in their web development skills.

Narrative: Albert goes onto the student website and notes the overall web design. He ends up liking some of the choices on site layout. However, he notices some poorly contrasting background colors and text on one of the pages. He makes a note of it and sends the student feedback along with resources on web accessibility and contrast tests.

Scenario #10: Website Architecture

Target Profile: Persona 6

Subject Persona: Albert

Scenario Description: Albert wants to review the website's markup, CSS, and code structure to evaluate if it's clean code and implements correct and efficient structure and algorithms.

Background: Albert must evaluate the student's website to ensure there isn't "spaghetti code" or errors in the semantic HTML tags that might impact screen reader users, SEO, and HTML readability.

Objective: Albert wants to get a good idea on how the student is progressing in implementing the CSS, HTML, and JavaScript elements of the project and to ensure it is done in a way that uses best practices of the industry.

Narrative: Albert reviews the source code and notes the student is overusing the `<div></div>` elements without adequate documentation. While Albert can understand the overall Markup structure with development tools, he makes note for the student that there are better tags to use for the markup content. He reviews the CSS and notes some redundant style rules that are overridden. Finally, reviewing the JavaScript programming, he notices some inefficient algorithms in the search function. He gives his feedback to the student who promptly makes the proposed fixes and updates the website with the changes.

Further Requirements

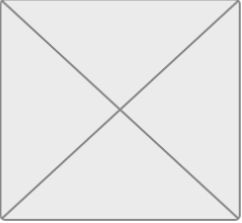
One of the constraints of the project will be certain scripts and programs being able to run on certain mobile devices and in browsers. Responsive web design can help with most of this, but some JavaScript implementations may not work as well or at all.

Privacy is another concern where employment and education history along with my full name would be visible on a public website. This concern is minimal considering I actively use LinkedIn as well which contains all that information and is more readily accessible to strangers.

Mock-up

Tanner Watmough

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Welcome!

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Footer

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[References](#)
[Legal Information](#)
[Site Map](#)

Home Page

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[About](#) [Portfolio](#) [Blog](#) [Contact](#)



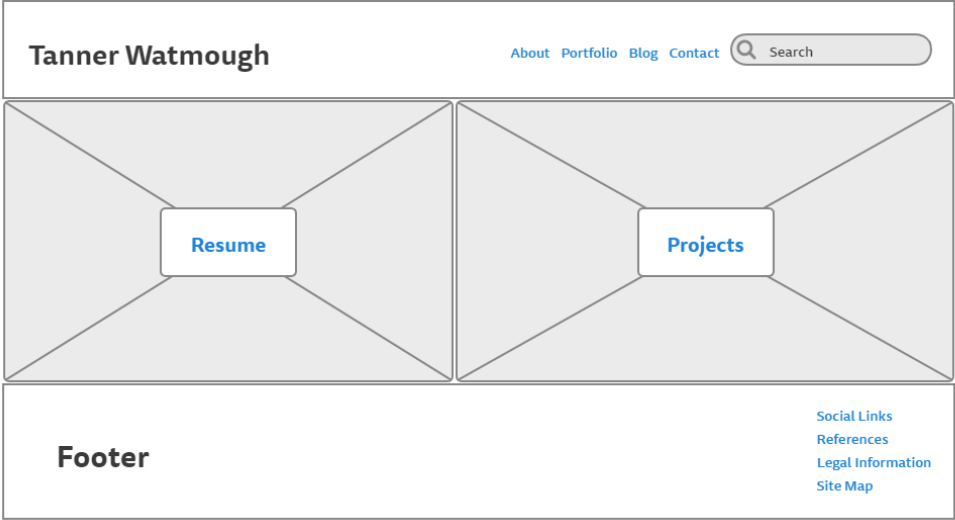
About Me

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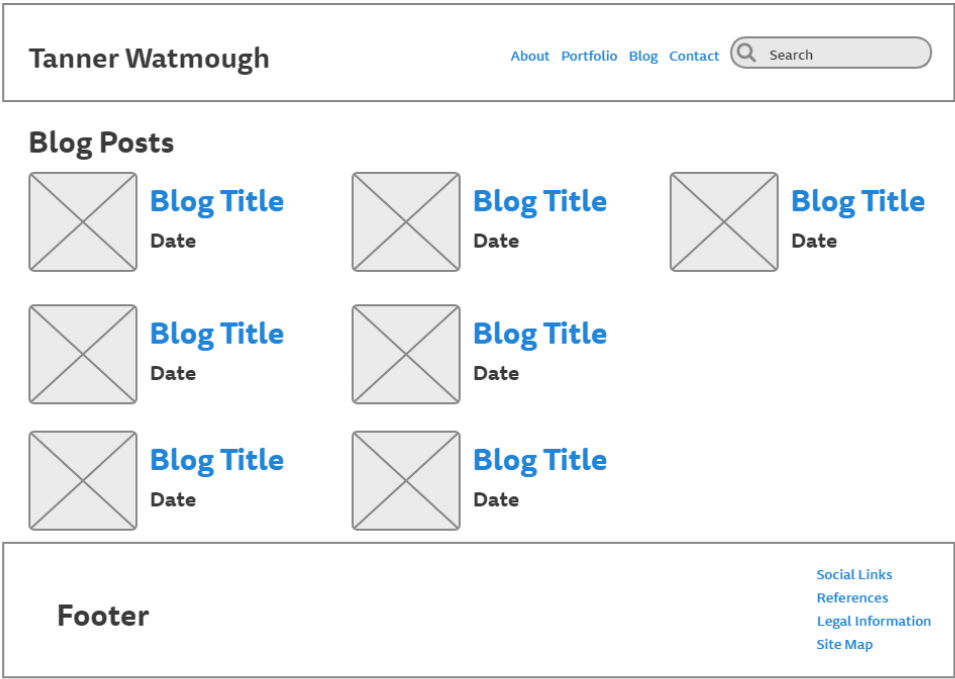
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[Legal Information](#)
[Site Map](#)

Home/About



Portfolio



Blog

Contact Me!

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Subject:

Body of email

Send

Footer

[Social Links](#)
[References](#)
[Legal Information](#)
[Site Map](#)

Contact Me

Search Results

[Site Page or Blog Title](#)

This should have the blog/page words that
were searched highlighted from that page.

[Site Page or Blog Title](#)

This should have the blog/page words that
were searched highlighted from that page.

[Site Page or Blog Title](#)

This should have the blog/page words that
were searched highlighted from that page.

Footer

[Social Links](#)
[References](#)
[Legal Information](#)
[Site Map](#)

Search

This might be clickable logos of the social media sites instead, embedded in the footer.

Social Links

References

Doe, J. (2022). This is an example reference. Example Publisher. Retrieved from [www.google.ca](#).

Doe, J. (2022). This is an example reference. Example Publisher. Retrieved from [www.google.ca](#).

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References

Terms and Conditions

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Privacy Policy

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Footer

[Social Links](#)
[References](#)
[Legal Information](#)
[Site Map](#)

Legal Information

Home

About

Portfolio

Resume

Projects

Project 1

Project 2

Project 3

Blog

Article 1

Article 2

Article 3

Article 4

Article 5

Article 6

Article 7

Contact

Social Links

Site Map

Legal Information

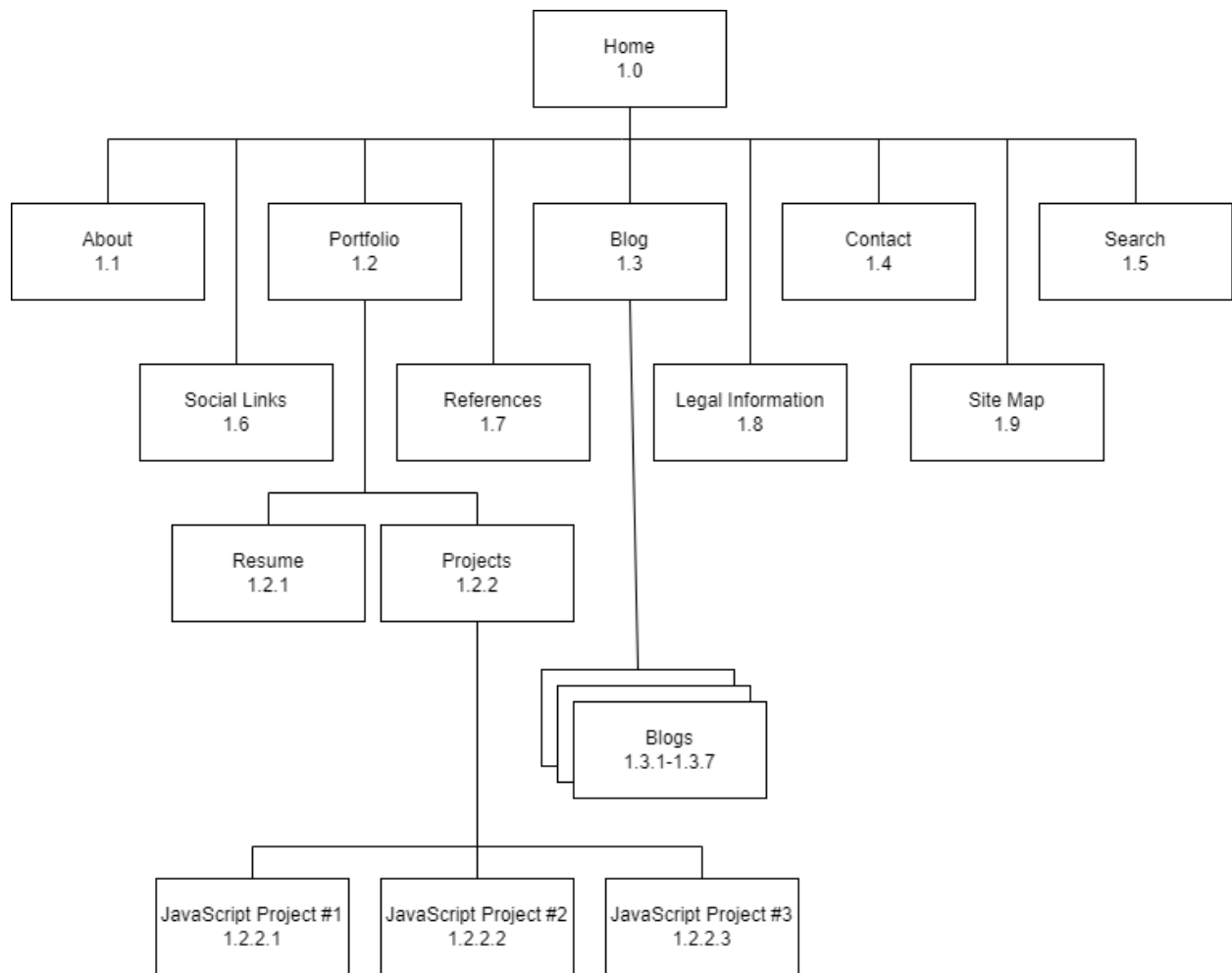
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Footer

[Social Links](#)
[References](#)
[Legal Information](#)
[Site Map](#)

Site Map

Site Map



Reflective Commentary

The initial design process for the site took a lot longer than I imagined. Figuring out the idea of the website, how it would eventually be implemented, and the various users it would serve will be extremely useful for future implementation but took quite a bit of time and work to figure out. I also noticed a lot of the users, while unique in some of their reasons for visiting, had a lot of overlap with other users of the website. This is possibly due to the relatively narrow scope of the website being a personal portfolio. Regardless, I don't see any issues fulfilling all the learning objectives required by the course with the more limited scope as I can implement the required features within the projects section of the website.

The work I did for this unit was the 6 personas, 10 scenarios, website purpose, site map, mock up of the main pages, and resource review to accomplish the above. I chose a personal portfolio as it is likely a website I will maintain outside of the course and into the future as it is

useful to future employers and myself to serve as a sort of career and development journal. All of the scenarios will likely be applicable for the rest of my tech career while some personas (sorry Albert) might be less likely to visit my website in the future.

I've met all of learning objectives for the units and I will list each below with the corresponding rationale.

- Identify the potential audience and purpose for a website.
 - In my design documentation, you can see the Themes and Purpose section which identifies the purpose of the website. The personas section of the documentation will identify the potential audience who will visit my website. Many will be technology adjacent users as the website is a personal portfolio website to showcase development skills.
- Use a simple but structured process to identify how the website will address the needs of the anticipated audience.
 - By using the guided process in Unit 1, I've created a design document which outlines the purpose, potential audience personas, and scenarios in which the website will be used. Each persona has certain objectives depending on the scenario and I give background for how they achieve their objectives using my website within the scenarios section.

Overall, I'm happy with the design documentation and learning I've done in this unit. I'm used to just writing my markup language, CSS, and JavaScript without a set outline or plan, just a general idea I'd like to implement. This more structured approach has gotten me more motivated to do the work while keeping my expectations more realistic but also more accomplishable as I can break down the things I want to do into sprints. However, something I would do differently is better understand the future learning objectives to see how relevant projects could be implemented into the portfolio website to ensure all learning outcomes of the course are met. I would also have better time management for the design portion of the course as it took longer than I anticipated and much longer than it should have took. Otherwise, I wouldn't do much differently but hindsight midway through and at the end of the course might lead me to a different reflection.