



# **Portfolio website Needs assessment**

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# Questions to consider

- ▶ Why does the client need a website?
- ▶ What is the purpose of the website?
- ▶ What specific objectives will the website accomplish? In other words, what problems does the client hope the website will solve?
- ▶ At whom is the website targeted?
- ▶ How does the client plan to measure the success of the new website?
- ▶ If the client already has a website and you are redesigning the site: what issues does the client's current site have that a redesign will address? What do users think of the current site?
- ▶ Has the client ever worked with a designer before? If so, what kind of experience did the client have?
- ▶ Can the client provide you with some sample content (text and imagery) within a week?

# Client's needs



Xinlin is a Junior at Massart double majoring in industrial design and ceramic, she needs a well rounded website to showcase her projects and side works. She is now using the Behance page as her portfolio website, but she wants a page that is more unique and professional-looking. Therefore, I will try to design an ideal portfolio website for her. Her works are mostly 3D, and what she is looking for is a site that can show all her 3D works.

The website would be used as her portfolio website, therefore, she will be sending it to various places, such as job applications, school applications, or social media handle, so the audience of the website would mostly be professional people. I'm planning to include a little bit information about herself, so people would also get to know about her while they are looking at her artworks.

# Client's preference



