

Portfolio Website Proposal

Abstract

This project will display the abilities and competence of me, Timothy Landwehr, in designing and developing a portfolio website. It will consist of past and current projects for the user to browse in order to understand what elements could be applied to their own website. It aims to appeal toward casual users wanting to familiarize themselves with my work, as well as toward potential hiring managers seeking a new web developer. The website should also give the user a clear way to contact me.

Content Inventory

The personal portfolio website should contain the following content:

- Logo – This will be created using editing software such as Adobe Photoshop or Microsoft Paint
- Tagline – This should be brief and explain what I do
- Portfolio – This should contain screenshots with direct links to the live version of previous work I've done. If possible, testimonials from clients should also be associated with this section.
- Services – This will detail the services I have on offer, including languages with which I am familiar, experience in web design/development, and specifics such as target client websites
- About Me – This will include my background, where I came from, how long I've been in the business, awards and recognitions, Clifton strengths, and a few hobbies. It will also include an appropriate profile picture to help build trust in the clients.
- Contact – This should give clear contact information that is obvious and easy to access. It should not be hidden in the footer of each page. It will also contain a form to make it easier for users to contact me; this should ask for specific information such as name, email address, website URL, and details of inquiry.
- Blog – This should contain personal entries about my experience with Web development. It should allow people to follow me with an **RSS** feed and should allow comments for feedback.
- Calls to Action – Each page should have an associated "call to action" button that clearly stands out from the rest of the page. It should indicate the "next step" for the user, such as "Hire me," "Request a quote," or "View my portfolio."
- Images – Any images not associated with my portfolio will be obtained either through my own photography or through royalty-free websites such as gettyimages.com.

User Profiles

The site will target two small business owners, Suzie Queue and Johnny B. Good, in hopes of being contracted by them to build their websites. Suzie Queue has started a new pet grooming company and would like to reach a broader range of clients by showing off her best work with past clients' pets. Since she is new to the industry she is hoping to have an innovative, modern website to match the area's competitors and attract their long-time customers. She wants the new site to have multiple venues to contact the company as well as an interactive map with which users can navigate to her location. The design should have a flipbook-style element through which users can browse Ms. Queue's previous grooming experiences. Overall, the website should feel professional yet playful, reminding the user of their beloved pets. Thus, the portfolio website should contain user experience elements that display

this combination of professionalism and playfulness. In addition, it should have some of the user interface features that Ms. Queue is hoping for to make her website feel complete.

Johnny B. Good has a small landscaping company that needs a website overhaul. He wants his new site to display past landscapes his team has constructed, as well as a set of photos showing what type of plants are optimal to the area. He wants his site to feel “earthy” with a set of colors that would inspire the user to hire his company. In addition, Mr. Good feels his site must have a simplistic design to associate better with nature; thus, he wants the site to feel intuitive and guide the user from one page to the next. Therefore, the portfolio website should show off a design of simplicity, yet have elements such as an interactive photo display that showcases how it could be applied to his plant recommendations.

Site Map

The personal portfolio website will have a relatively simple layout:

- Index.html (“Home”)
 - aboutMe.html (“About Me”)
 - Portfolio.html (“Portfolio”)
 - Services.html (“Services”)
 - Blog.html (“Blog”)
 - Contact.html (“Contact”)

Header	
Width: 100%; Float: left; text-align: center; background-color: #000033; color: #7F6800; font-family: Georgia, "Times New Roman," serif	
Nav – Width: 100%; Float: left; text-align: center; background-color: #90C7E3; color: #FFFFFF; font-family: Georgia, "Times New Roman," serif	
Column 1	Column 2
Float: Left	Float: Left
Width: 29%	Width: 63%
Padding: 2% 2% 2% 2%	Padding: 2% 2% 2% 2%
Background-color: #7F6800	Background-color: #332A00
Color: #000033	Color: #90C7E3
Font-family: Verdana, Arial, sans-serif	Font-family: Verdana, Arial, sans-serif
Footer	
Width: 100%; Float: Left; Text-align: center; background-color: #90C7E3; color: #332A00; font-family: Georgia, "Times New Roman," serif	