T1A2 PORTFOLIO

TOBY FEHILY

- Welcome, everyone.
- I begin today by acknowledging the Traditional Custodians of the land on which we meet today, and pay my respects to their Elders past and present. I extend that respect to Aboriginal and Torres Strait Islander peoples here today.
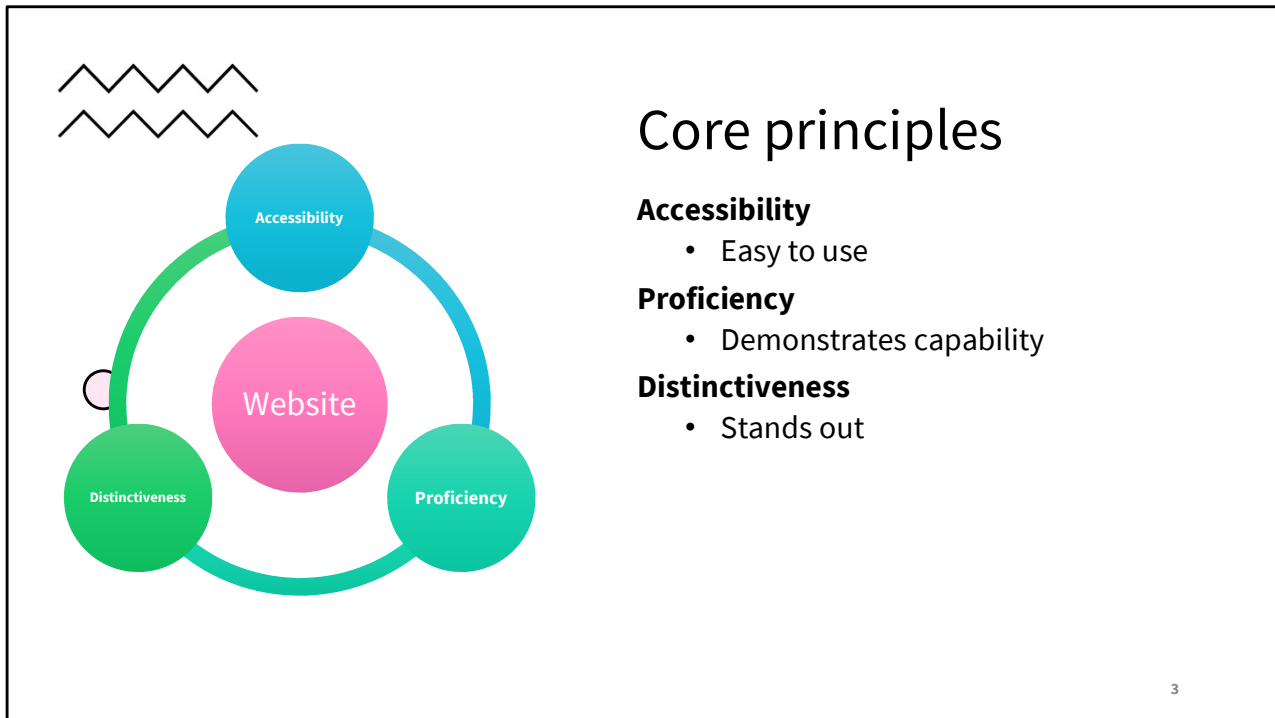
User stories

- As an **employer**, I want to **easily access the information I need**, so that **I can save time and effort**

- As an **employer**, I want to **see proof of technical skills**, so that **I can gauge the candidate's capabilities**

- As an **employer**, I want to **get a sense of the candidate's personality**, so that **I can evaluate work ethic, attitude and cultural fit**

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- Based on the client brief, I developed the following user stories for my target audience:
    - As employers, they will want to easily access the information they need, so that they can save time and effort.
    - As employers, they will want to see proof of technical skills, so that they can gauge my capabilities.
    - And as employers, they will want to get a sense of my personality, so that they can evaluate my work ethic, attitude and cultural fit.

Core principles

Accessibility
- Easy to use

Proficiency
- Demonstrates capability

Distinctiveness
- Stands out

- From these user stories, I established three core principles to guide the development of my website and provide the rationale for every choice I make.
- These core principles are:
    - **Accessibility:** I use that word here in the broader sense of "easy to use" – as best practice, it's a given that my website meets accessibility standards.
    - **Proficiency:** This means demonstrating my technical skills and abilities.
    - **Distinctiveness:** This means injecting my personality and doing things differently to stand out from the crowd.
- Thing is, these principles are often in conflict with each other. For example:
    - For accessibility, something that is easy to use might not require something fancy, and might not stick out.
    - For proficiency, something that is technically advanced might not necessarily be easy to use, and might be chasing tired trends.
    - For distinctiveness, something that is unique might be unfamiliar and therefore not instantly approachable, and might say more about the person's personality than their capabilities.
- This conflict is not a drawback, but a dynamic tension that can and should be finely balanced.

Inspiration: Mood Board

- Business cards
- Mobile contacts
- Writing
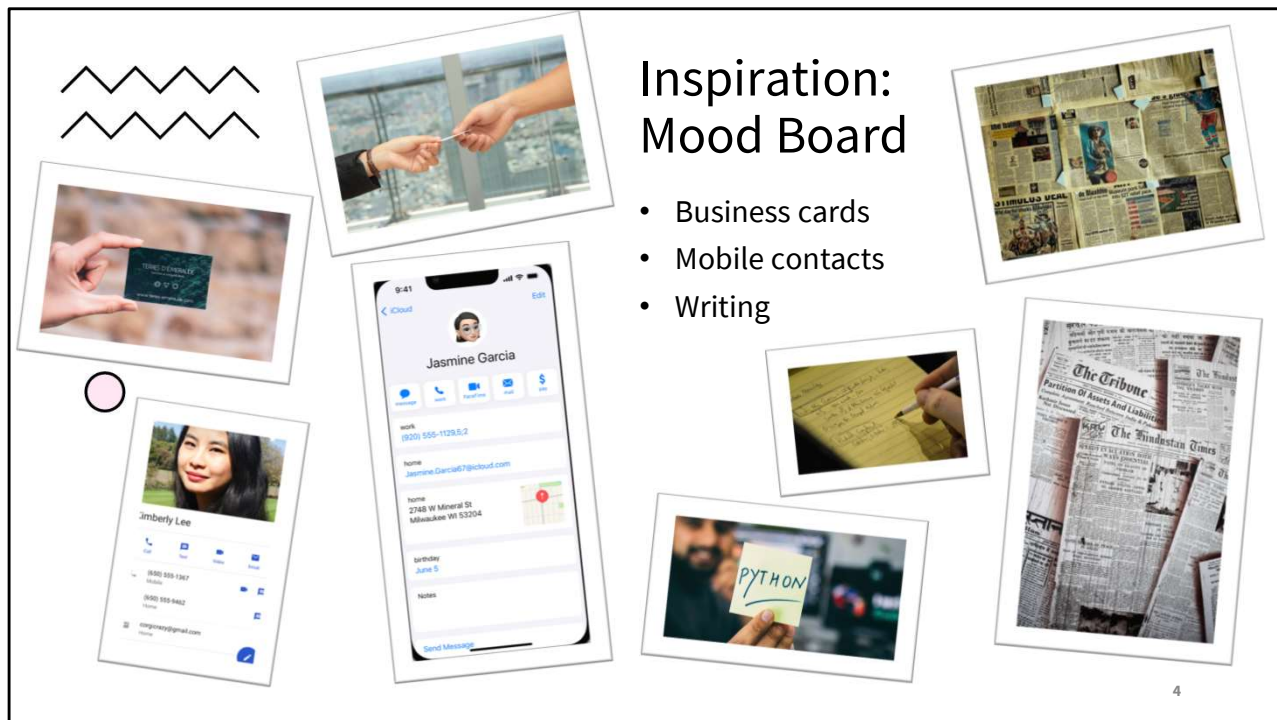
- The first thing that came to mind in the design process was business cards.
  - They are a touchstone when it comes to connecting employers and employees.
  - They are also a physical embodiment of the ultimate call to action for the website – that is, get in touch!
  - However, they are not very interactive or digital, so more of a starting point for thinking about what I want to achieve.
- My next thought was mobile contact sheets.
  - These can be thought of us the digital equivalent of business cards, except much richer in content.
  - They also are a nod to "mobile-first" design, which is a cornerstone of my website requirements.
  - With more than half of all website traffic coming from mobile devices, and 92.3% of internet users accessing the internet with mobile phones, mobile contact sheet elements provide users with a reassuring sense of familiarity.
- Lastly, I was inspired by writing for a number of reasons.
  - For starters, I previously worked as a writer, which I wanted to illustrate both to show my personality and to highlight the many distinctive transferrable skills this provides.

- The tactile, faded yellow of paper is warm, friendly and cosy, and ties back to business cards.
- And the Post-it note, also involving writing and also yellow, alludes to the agile practices popular in software development, particularly Kanban boards.

Colour

- Black and white
  - Simple, sophisticated, accessible
- Orange
  - Call to action
- Paper, print and highlights
  - Old notepads, faded newspapers and highlighters
- Natural, warm colours
  - Friendliness, effortlessness and authenticity

- With my inspirations in mind, I settled on white, black and orange for my colors, following the 60/30/10 design rule.
- White is simple, black is sophisticated, and together they provide a high level of contrast that meets accessibility requirements.
  - (My first choice for white and black didn't pass WebAIM's Contrast Checker, and adjusting the lightness gave unsatisfactory results, so I went back to the drawing board and picked a new white and black.)
- Orange is associated with calls to action, making it especially suited as an accent colour, with the website's emphasis on functionality and large number of calls to action.
- The creamy yellow ivory, combined with the hint of cyan-blue in onyx, recalls tactile paper, such as old notepads and faded newspapers.
- Continuing along that theme, the bold orange of coral is reminiscent of highlighters.
- Together, the three colours are natural, warm and inviting, invoking friendliness, effortlessness and authenticity.

Typography

- League Sparta
  - Bold, geometric sans-serif title
- Libre Baskerville
  - Traditional, elegant serif body
- Bold, all caps title text for headings
- All caps body text for subheadings
- Reminiscent of business cards and newspapers

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- I spent a lot of time looking at font pairings before landing on League Sparta as the title font and Libre Baskerville as the body font.
- League Sparta is a bold, geometric sans-serif font, whereas Libre Baskerville is a more traditional, elegant serif font.
- Together, they are a perfect match of old meets new, analogue meets digital.
- Unfortunately, and understandably, it is a very popular pairing!
- To put my own stamp on it, I chose bold, all caps title text for headings, all caps body text for subheadings and vanilla body text for the body.
- This font pairing calls back to the business cards and newspapers that served as inspirations.

Sitemap

- Simple
- Functional
- User-focused
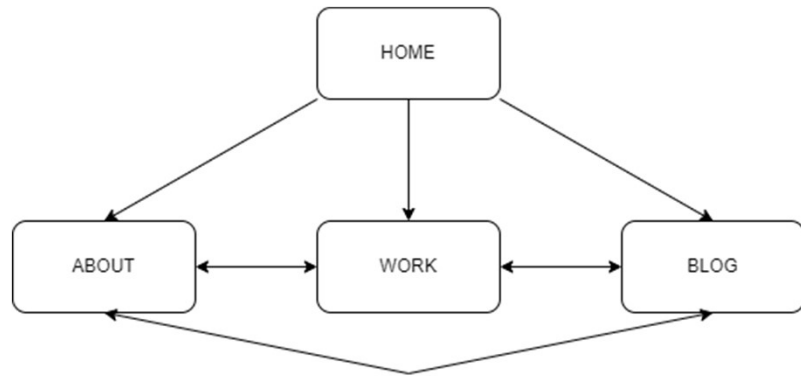
- At a glance, the sitemap for the website looks very simple. And it's meant to be.
- The idea is that the Home page, at the top of hierarchy, has all the most important information the user might need, e.g., mobile, email, location.
- From there, it's just one quick jump to About if they want to learn more about me as a person, Work if they want to have a scan at or download my CV, and Blog if they want to know what I've been up to.
- Users can visit any of the sibling pages in the second-level hierarchy if they need, without navigating back to the top-level, to reduce friction.

- The Home page features my mobile number, email address, notes (a short summary of me, my knowledge and skills) and location.
- The mobile layout is based heavily on the mobile contact sheet, with centre-aligned, vertically stacked details.
- Moving to tablet, the mobile and email split into columns and the location retains a fixed-with auto margin to take advantage of the additional space and maintain enough breathing room with negative space.
- At desktop width, the notes, there is an opportunity to introduce two equal columns, one with notes, mobile and email and one with location, for a sense of balance.

About

Mobile
- Vertically stacked sections with a title and paragraph text

Tablet
- 1/3 title, 2/3 paragraph text

Desktop
- Three columns of vertically stacked sections

- The About page contains three short sections about my interests and why they make me a good coder, each with a title and paragraph text.
- Mobile users are accustomed to scrolling, so the mobile wireframe stacks the sections on top of each other.
- On moving to the tablet view, the short paragraphs stretch out wide, taking up less vertical space and appearing compressed. A better use of the space involves splitting the section's titles and paragraphs side by side, the former taking up 1/3 and the latter taking up 2/3.
- And as you get to desktop, the tablet layout begins to introduce too much negative space and encounters some of the same stretching issues as the mobile view. With the luxury of more horizontal space, the sections can be stacked in three columns, mirroring the proportions initially envisioned in the mobile layout with the mobile-first approach.

- The Work page contains my CV and a link to download a PDF version.
- At mobile layout, the PDF link retains the same width as the CV to catch the user's eye.
- Due to the dense, text-heavy nature of the CV, the tablet layout maintains fixed-width auto-margins for the PDF link and CV to allow some breathing room.
- However, this solution looks too uneven at desktop widths, so the desktop layout sees the CV section titles take up the left 25% of the section and the CV content the right 25%, while the PDF link is narrowed, to introduce more negative space

Blog

Mobile
- Vertically stacked blog image, title, date, content, horizontal rule

Tablet
- Vertically stacked full-width double column of 40% blog image, 60% blog title, date, content, horizontal rule

Desktop
- Two columns of vertically stacked blog image, title, date, content, horizontal rule

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- The mobile layout takes advantage of the fact that mobile users are accustomed to scrolling, with generous full-width images.
- These images take up too much vertical space in the tablet layout, so they move to the left of the blog posts, taking up 40%.
- Desktop layout offers an opportunity to return to the full-width of the mobile layout by splitting the blog posts into two columns, mirroring the mobile-first design approach.

Header

Mobile
- Vertically stacked, centre-aligned logo, heading and subheading

Tablet
- Left-aligned logo, right-aligned heading and subheading

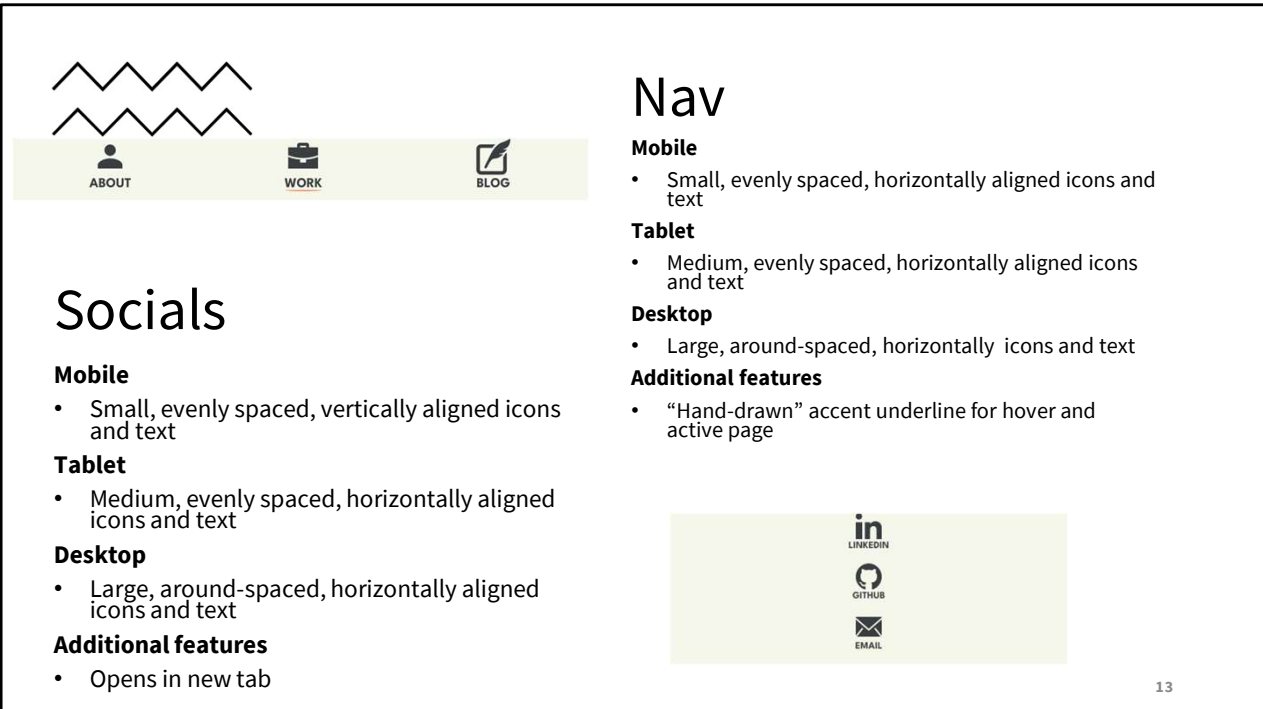**Desktop**
- No logo, centre-aligned heading and subheading

Additional features
- Links back to Home page

- I chose a hand-drawn logo of myself to convey friendliness and approachability.
- This pairs with a bold, professional title with my name and job description.
- At a glance, users can see who I am, what I do and what I look like.
- The mobile layout centres and vertically stacks the three elements.
  - This design was inspired by the mobile contact sheets.
- The tablet layout left-aligns the logo and right-aligns the title.
  - At this size, the mobile layout leaves too much negative space.
  - The alignment scales well at both smaller and larger tablet layouts.
  - A Nielsen Norman group study showed an average of an 89% uplift in brand recall when the logo was placed on the left as opposed to the right.
  - With the logo on the left, placing the title under the logo would leave nothing on the right. Additionally, aligning the title to the right creates a strong balance.
- The desktop layout removes the logo and centre-aligns the title.
  - The wider screen size provides an opportunity to make an impact with a prominent title.
  - A text-only title recalls newspaper headlines, and the dimensions of a desktop mirror the dimensions of a traditional broadsheet newspaper.
- For added functionality, all elements link to the Home page.

- Users are familiar with headers linking back to the homepage.
- And it removes the need for an arguably unnecessary Home nav element.

Nav

Mobile
- Small, evenly spaced, horizontally aligned icons and text

Tablet
- Medium, evenly spaced, horizontally aligned icons and text

Desktop
- Large, around-spaced, horizontally icons and text

Additional features
- "Hand-drawn" accent underline for hover and active page

Socials

Mobile
- Small, evenly spaced, vertically aligned icons and text

Tablet
- Medium, evenly spaced, horizontally aligned icons and text

Desktop
- Large, around-spaced, horizontally aligned icons and text

Additional features
- Opens in new tab

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- I decided to use icons in addition to text for the nav component for improved legibility and ease of use.
  - The icons are clean, minimalist and readily recognisable, and recall mobile apps as per the mobile contact sheet inspiration.
  - I opted for the subheading style for the text, as the icons essentially serve as the heading.
  - After considering all my options, I decided to align the icons in a horizontal row to avoid taking up too much space, especially for mobile, and to indicate that these are all siblings of equal importance in the hierarchy.
  - For the mobile layout, the icons are small and evenly spaced to maintain symmetry.
  - At the tablet layout, the icons scale up in size to occupy more space, while keeping the even spacing.
  - The desktop layout sees the icons further scale up in size, in addition to introducing around-spacing to fill the much larger width.
  - A "hand-drawn" accent underline serves two roles:
    - It appears on hover to nudge the user into clicking the link.
    - It remains on the active page to remind the user where they are.
  - This was achieved by modifying the radius of the border.

- The accent colour draws attention to the styling, and its "hand-drawn" properties add flair and personality while recalling the writing inspiration.
- The rationale for the socials was to make them as similar as possible to the nav component to create a sense of symmetry flowing from the top of the page to the bottom.
  - There are a few exceptions:
    - For mobile view, the socials are stacked vertically, instead of horizontally.
      - Unlike the nav component, the socials are not being presented as siblings of equal importance.
      - The idea is to command more vertical space and urge the viewer to visit all links, as opposed to picking and choosing between pages in the nav component.
    - The socials do not have the "hand-drawn" accent underline styling that the nav component has.
      - The styling in the nav component guides the user through navigating the page, so it could cause confusion if also applied to external links.
    - The icons do not scale up in size.
      - The nav component scales because it is essential for navigating the website, whereas the socials are optional links without a website-specific function.
  - One additional feature for the socials is they all open in the new tab.
    - These are external links, and I don't want to lose the user if they decide to visit them and get waylaid.
    - This way, they remain on my website while still being able to access the external links.

Favicon

- Legible at small size
- Clear meaning
  - Symbol of coding
- Accent colour
 - Ties in with website
  - Stands out in tabs

Location

- Matches website colours and colour proportions
- Dashed border
  - Newspaper clippings

- The challenge for the favicon was making something legible and recognisable with only 16 by 16 pixels.
  - The </> code is a simple and bold icon that works well at small sizes.
  - It is also a widely used symbol for coding, announcing to the user that I am a coder.
  - I styled it with the coral accent colour to tie in with the website, and to stand out among the mostly white, and occasionally black or dark, browser tabs.
- I intentionally kept the footer simple and unobtrusive, as the information it provides can be considered an aside of sorts.
  - There was no need to include copyright or authorship information in the footer, so I brainstormed what kind of functionality it could offer.
  - I decided to use the footer as an opportunity to showcase the website's tech stack, which at this stage includes HTML and CSS.
    - This reminds users that the website itself is an example of one of my projects, and highlights my technical knowledge.
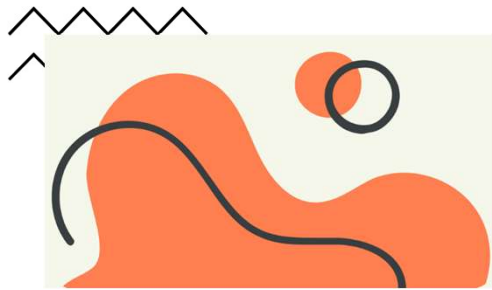
- I designed a placeholder image to use throughout the website, and discovered it could serve an additional function as a reusable graphical element.
    - The image uses the website's colour palette, but inverts it to let the accent take up most of the space.
        - The result, when placed on a page, maintains the 60/30/10 rule and introduces dynamic tension.
    - The graphic is clean, fluid and fun, and is consistent with the website's wide use of simple line graphics.
    - Using CSS, I styled it with rounded borders for a friendlier appearance.
- The Download PDF is the most striking example of a call to action.
    - As such, I styled it with as much of the accent colour as possible.
    - I included an icon for improved legibility and to continue the graphical theme established by the nav and social icons.
    - I also opted for the title text to make it stand out.
    - This link is placed on the top of the Work page, before the CV, for a couple of reasons:
        - There is a considerable distance to scroll through the CV.
        - Some users might need to jump in and quickly grab a PDF of the CV for their own use.

- Similar to the reasoning provided in the socials component, the link opens in a new tab.
- To ensure the link does not get lost as the width scales, it is a block display that takes up the width of the section.

About – keyword

- Fun, engaging, more informal – with a dash of personality
- Emojis
  - Playful
  - Mobile
- Non-breaking space ( )
  - Keeps the elements together in a responsive design
- Body text for heading

- The About page lists three of my interests and explains why they make me a good coder.
    - The first explains why a good writer is a good coder, the second explains why a good hockey player is a good coder and, as a punchline, the third explains that a banjo player is a good…banjo player.
- This section is supposed to be fun, engaging and more informal, with a dash of personality.
- For the punchline to work, I needed to draw attention to the words "writer", "coder", "ice hockey player" and "banjo player".
- The accent colour went some way towards achieving this, but it wasn't enough.
- Pairing the keywords with an emoji turned out to be the perfect solution.
    - Emojis convey that sense of playfulness this component and page is aiming for.
    - They also recall the mobile contact sheets, with emojis widely used on mobile devices.
    - Lastly, they mirror the website's graphical emphasis through nav and social icons.
- To keep the emojis and keywords together in a responsive design, I used non-breaking spaces.

- I also went with the body text instead of the title text in this heading, to further emphasise this component's less formal nature.
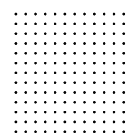
Challenges
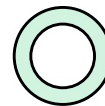
Problem

- Underestimating the scope and complex interactivity of the website

Solution

- Breaking everything into small, discrete and triaged steps

Lessons learned

- Being more organised from the get-go next time will make the process easier and less daunting, require less rework later on and reduce issues caused by messy code.

- My major challenge was underestimating the scope and complex interactivity of the website.
- Eager to implement my ideas and test my skills, I kicked off with a scattershot approach, which quickly became unwieldy and overwhelming.
- The code became too messy and entangled, and I was unable to make changes without breaking something else.
- To solve this, I broke everything down into small, discrete steps, triaged them in order of importance, and made sure to quarantine elements I was working on to avoid making the code messier and/or introducing unexpected issues for other elements.
- This not only helped make the project more organised, it also reduced a lot of the mental (and emotional!) load.
- Going forward, I will implement these practices from the very start, which will make everything more manageable, and cut down the need for rework later on.

Ethical issues
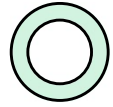
Copyright and intellectual property

Why is it bad?

- Harms creators, violates their rights and undermines the value of their content

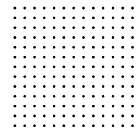*What did I do instead?*

- Used open-source images and icons

Plagiarism

Why is it bad?

- Is a form of stealing
- Betrays your own skillset

What did I do instead?

- Learned the principles underpinning the code and adapted it for my own purposes

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- An ethical issue I encountered while developing the website was copyright and intellectual property.
  - Copyright and IP infringement makes it hard for creators to earn a living, violates their rates, and cheapens the value of what they produce.
  - To avoid this ethical issue, I sourced open-source images and icons for use on the website.
- The other ethical issue I faced was plagiarism.
  - Copying someone else's code is a form of stealing, and could suggest to your employers that you have knowledge and skills that you don't actually possess.
  - A good example of how I approached this came about while developing the "hand-drawn" accent underline for hover and active page.
  - I searched the internet for examples of how people have achieved similar effects with CSS.
  - Instead of copying and pasting someone else's example, I studied the principles underpinning the code (e.g., modifying the border radius), played around with it myself and adapted the code for my own use.
  - Not only did I avoid plagiarism, but I also learned something new about CSS and developed a tailored solution that was even more appropriate for my

use case.

Favourite parts

- Problem solving
- Constantly learning something new
- Using different parts of my brain
- The sense of 'play' and discovery
- Strengthening my knowledge and skills by putting them into practice
- Freedom, no single correct "solution"
- Getting excited about the next project I work on
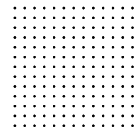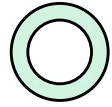
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- It's hard to narrow down my favourite parts because I loved every single step of this journey.
- A few highlights include:
    - There is no other feeling as good as finally solving a problem you've been stuck on for a while.
    - Throughout building this website, I was constantly learning something new, which was invigorating and motivating.
    - I was also surprised at how many different parts of my brain I had to use for this project, which kept the experience stimulating.
    - I especially relished how there was a sense of 'play' and discovery, as mucking around with the code often led to interesting results, and occasional "Eureka!" solutions.
    - After watching lessons and completing challenges, putting my knowledge and skills into practice really helped solidify and strengthen them.
    - I also enjoyed the freedom I had to pursue the development of the website, with no single correct "solution", but rather a dizzying array of different options to explore.
    - Most of all, my favourite part was how excited this has left me for the next project I work on, to develop new ideas, learn new concepts and build new

skills.

THANK
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- Thank you!