

user research

why do i need a portfolio?

a portfolio it's essential to showcase my work and skills, but not only, the user can also find out about **my personality and affinities**. Moreover, the portfolio is the first point of contact when applying for a job therefore I must learn how to proper market myself.

who is going to be my target audience?

i have always had an affinity for coding, creating interactive interfaces and providing the best experience for users when using my products therefore the target audience i aim for are **front-end employers/companies**. moreover, as a secondary plan i would like to focus on **UI design companies** since i like to pay attention to details and create interactive interfaces using different prototyping tools.

how can i make a portfolio which will target my audience?

4 of the requirements which will make my portfolio remarkable are that it's going to be **personal, interactive, responsive** and **accessible**.

first of all, I want my audience to know about **myself and my expertise**. After checking my portfolio, I want them to learn about myself, what I do and how can I be useful within the company.

moving forward, I want my portfolio to be **interactive and interesting** therefore I will make usage of animations and libraries available to fulfil this requirement.

responsiveness is probably the most important requirement since most of the people nowadays browse the internet through smaller screens than desktops/laptops such as phones/tablets. Building a responsive portfolio also proves my skills as a front-end developer.

accessibility, just like responsiveness plays a huge part in my portfolio. i want colorblind individuals to be able to read and interact with my portfolio therefore making accessible for those with disabilities is a must.

Sources:

Miller, A. M. (2021, November 10). How To Approach Your Front End Developer Portfolio (And Why It's So. Knoma. <https://www.knoma.io/articles/how-to-approach-your-front-end-developer-portfolio-and-why-it-s-so-important>