



PERSONAL PORTFOLIO

Project plan

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1. *Project Assignment*

1.1 *Problem context*

For this project I will be working on my personal website portfolio as my first assignment for university during my media design course, it's important for me to showcase my design skills and creativity, as well as your ability to communicate my ideas and effectively present my work. The website will highlight my previous design projects, skills, and experiences, and demonstrate my expertise in the field of media design.

I am required to meet specific course requirements and follow guidelines which I have learned in my previous year, such as using certain technologies or following a specific design process. I will be working with the requirements, as it's important to ensure that the website meets all necessary criteria.

In regards of assessment, the website will be evaluated by my instructors, and will be evaluated on factors such as the quality of the design, the effectiveness of the communication, and the overall impact of the website. As the website will be check from my instructors, I will be creating wireframes and prototypes to ensure that I have a good understanding of the requirements. Thanks to feedback I will be able to meet the expectations of my audience.

1.2 *Problem description*

The project that I am going to work on is my personal portfolio in the form of a website. Thanks to the website I will be able to showcases my skills, experiences, work, and achievements in a visually appealing manner. The website should be easy to navigate and provide all the necessary information to my university assessors, potential employers, or clients about who I am, what I can offer, and how to get in touch with me for future communication. In this website I will have my target audience set to be first and foremost my university assessors, potential employers, clients, and anyone interested in learning more about your professional background and qualifications.

1.3 *Project goal*

My objective for this project is to establish a dynamic and impactful online presence by building a personal portfolio website. The website should effectively highlight my skills, experiences, and achievements, making a strong first impression and showcasing my expertise and professionalism. Visitors should have seamless access to all relevant information, including my resume, past projects, and contact information. The website's design should be user-friendly, visually captivating, and easy to navigate, accurately representing my personal brand and unique value proposition.

1.4 *Project Scope and Deliverables*

Scope:

- Design and development of a fully functional personal portfolio website.
- Incorporation of a portfolio section to display your projects and relevant work experience.
- Implementation of a contact form to allow visitors to get in touch with you.
- Integration of social media links to your professional profiles.
- Optimization of the website for search engines to increase visibility and accessibility.
- Wireframes and prototype for quick feedback
- Weekly deliverables
- Growth of portfolio

2. *Personal Development*

In addition of showcasing my design skills and creativity, this project will be me an opportunity for personal development. By working on this project, I will have the opportunity to learn and practice new design skills, as well as develop my problem-solving, communication, and project management abilities.

As I will be working on the website personal website, I will have the opportunity to experiment with different design approaches and develop my own unique design style. I may encounter challenges or obstacles and will need to think critically and creatively to overcome these obstacles and find solutions.

Furthermore, by presenting my work to your instructors and classmates, I will have the opportunity to receive feedback and constructive criticism, which will help me grow as a designer and learn from my experiences. By reflecting on my process and my experiences as I work on the website, I will gain a deeper understanding of my strengths and weaknesses and identify areas for future growth and development.

By considering personal development as a key goal for my portfolio website, I will turn this project into a valuable learning experience and gain valuable skills and insights that will benefit me in my future design work.

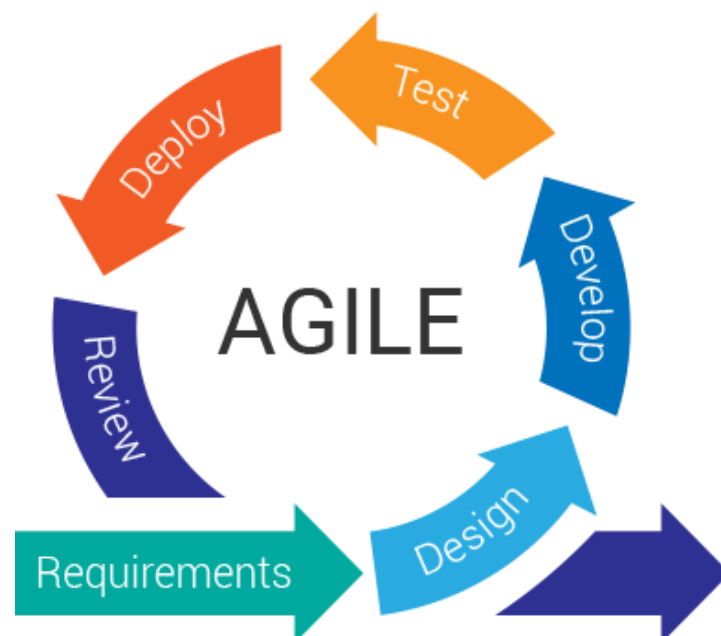
3. Approach

3.1 Approach

To ensure the successful completion and management of this project, a methodology for working will be followed. The Agile methodology, Scrum, has been selected based on my past experiences with it.

Scrum provides an opportunity to continually improve the product through a series of development processes, including planning, execution, testing, delivery, and receiving feedback, within a short timeframe. This process is referred to as a "sprint" and typically lasts between one to four weeks. The benefit of this structure is that it enables the collection of feedback at the end of each sprint, allowing for easier and faster correction of any necessary changes.

Another advantage of using the Scrum methodology is that it allows for self-direction and self-organization. This means that I can take on tasks from the backlog at my discretion and manage my own workload efficiently.



3.2 Research questions

Main research question:

“What are the most effective design and content techniques for constructing a personal portfolio website that showcases my skills, experiences, and accomplishments, creating a lasting and positive impression, and exhibiting my professional expertise?”

Other question to focus on:

- What are the key objectives of the assessment and how can I achieve all the goals for the project?

Other questions:

1. What are the key elements that should be included in a personal portfolio website to effectively showcase skills and experiences?
 - ❖ Goal: Get a general idea of what type of information is needed to be present in the website.
 - ❖ Library, Workshop
2. What are some best practices for organizing and presenting project work and professional experiences on a personal portfolio website?
 - ❖ Goal: Getting the main logic behind how my personal work should be represented and in what way to demonstrate it the best way.
 - ❖ Library, Workshop
3. How can the use of multimedia such as images, videos, and animations enhance the showcasing of skills and achievements?
 - ❖ Goal: In what way the representation with images can improve the comprehension and make my website more user-friendly.
 - ❖ Library, Field, Laboratory
4. How can website usability and navigation impact the user experience and overall impression of the portfolio?
 - ❖ Goal: To view how the users will use my navigation system and see if they will be able to easily
 - ❖ Library, Field, Showroom
5. How can incorporating a contact form and social media links enhance the effectiveness of the personal portfolio website?
 - ❖ Goal: Improve communications and connections with potential employers.
 - ❖ Library
6. What are some case studies or examples of personal portfolio websites that effectively showcase skills, experiences, and achievements?
 - ❖ Goal: Review and improve on my design thinking and concepting. Better my understanding of what a portfolio needs to have.
 - ❖ Library

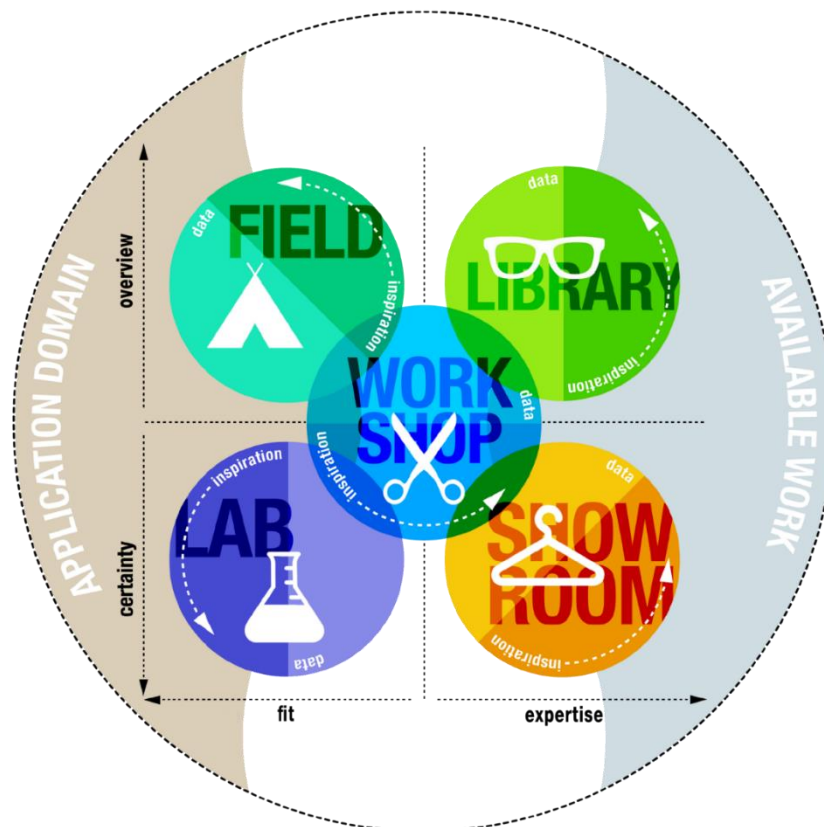
7. How can the visual design of the website impact the overall impression it makes on assessors and visitors?
 - ❖ Goal: Get feedback on my progress and gather some critiques which will provide me with sufficient information to improve my portfolio.
 - ❖ Library, Field, Laboratory
8. What are some strategies for conveying a unique personal brand through a personal portfolio website?
 - ❖ Goal: Create a brand that will represent my work and provide an eye-catching design to attract the interest of the visitors.
 - ❖ Library

3.3 Research methods

Throughout the project various techniques will be applied to successfully complete the assignment & report. These techniques were the methods of approach taken to conduct research on the project. The research framework used for this internship was the prevalent DOT Framework. The five (5) methods strategies consist of Field, Library, Workshop, Lab, and Showroom.

The framework consists of three levels:

- The "What" of your research (the domains)
- The "Why" of your research (the trade-offs)
- The "How" of your research (the strategies and methods)



Strategy	Applied research questions	Methods	Reason of Methods
Library	1,2,3,4,5,6,7,8	Best, good & bad practices & Trend analysis	To view the best way to structure my project and portfolio website. To also view the current trends that assessors would like to see being used and how they are used.
Field	3,4,5,7	Interview & Participant observation	I will be able to gather more information as to how my design is doing, what needs to be improved and where my skills are lacking.
Laboratory	7,3	Usability Testing	This will provide me with first hand feedback and help me identify any problems or challenges that users face while using the website.
Showroom	4	Provocative Prototyping	
Workshop	4	Ideation	

4. Plan Management

4.1 Phasing

The project start date is 06/02/2023 and its end date is 10/03/2023. To make a correct planning and take advantage of the methodology chosen, all activities will be distributed chronologically and equally between the 4 weeks.

Stage	Start / End Date	Activity	Questions
Initial	06/02/2023 / 10/02/2023	Creating of the project plan document for the personal portfolio.	
Sprint 1	10/02/2023 / 15/02/2023	Beginning of design of the personal portfolio.	What would be pleasing to eyes of potential employers? In what user-friendly way can I represent it.
Sprint 2	15/02/2023 / 22/02/2023	Starting with basic code which will be the base of my portfolio website.	Is there a way to represent my work based on my code? What outside frameworks can I use to improve my code?
Sprint 3	22/02/2023 / 01/03/2023	Adding the needed features. Adding the content. Creating a visually appealing and work on design.	What feedback did I get? How to best represent my current work and past work? Is my website easy to navigate through.
Sprint 4	01/03/2023 / 10/03/2023	Finishing up my Portfolio and hoping for the best.	Is everything I wanted to present visually pleasing? Is something missing from my deliverables?