

Faye Jao	Feature Value Matrix					Prepared by Faye Jao
Feature/Function	Details	User Value 5 = low	Business Value 5 = low	Dev Effort 5 = hard	Totals 3 = Best	Notes or Comments
About Me	A section or page that the site owner uses to talk about herself; descriptions of her careers, experience, projects, and possibly interests.	1	1	1	3	Descriptions of the site owner adds on a nice touch to the website as it provides more meaning. Employers can use the information to learn more about who they are looking at.
Contact by Email	Allows a user to contact the site owner by email using a direct mailto: link.	1	1	1	3	Adding a mailto link is actually quite simple to do in my opinion, therefore I changed it from a 2 in the template to a 1.
Resume	A link to a downloadable copy of site owner's resume, or a page dedicated to resume-relevant information.	1	1	2	4	A resume is a good thing in general to include for both the user experience and the employer, as it provides insight on the abilities and accomplishments of the site owner.
Projects/Work	A separate section that showcases the site owner's projects, along with description, demo, pictures, videos, and/or download links if applicable.	1	1	4	6	The layout of the projects as well as displaying relevant information could be difficult on the technical side. The contents and forms of medium to be displayed for each project could also be hard to manage. Depending on the number of the projects and the way coding is done, the web developer may need to use databases to manage the data.
Contact by Web Form	Allows a user to contact the site owner by filling out and sending an embedded web form, within the portfolio site.	1	2	3	6	This is slightly harder to accomplish than a mailto link, but extra ways to contact the site owner is usually a good thing, including the web form. However, companies are less likely to use a web form as it isn't as professional.
Personal Photo	A professional or properly presentable photo of the site owner.	2	3	1	6	A photo adds on to a better visual experience for the user, but may/may not be helpful to an employer.
External Websites	Other websites or social media that are relevant to the portfolio site owner as well as her projects and experiences.	3	1	2	6	If they are purely just links, it will be easy on the technical side. However, some portfolio sites have specific icons and layouts for such links, and that would result in more technical effort. Navigation to other sites may confuse or distract the user, but it helps employers further understand the site owner.
Personality	Portfolio site reflects the personality of the site owner, through the choice of design, colors, layout, other content, and tone.	3	3	3	9	It could be hard to reflect proper personality and tone in a portfolio site if the technician is limited in customization abilities, as well as technical incompetence. Aside from technical point of view, it could be fairly easy to establish a personality through written text. Personality may also be beneficial to employers as it tells a lot about the site owner.