

## Target Audience

Because my personal website's purpose is to help land me a job or internship, the target audience is employers who are looking for a web developer/designer. These employers could gain access to my website through a link on my resume, or from searching online (LinkedIn maybe) and stumbling upon my site. A secondary audience includes prospective project partners who access my website to check out my qualifications. My website contains the essentials that a recruiter would want to know about me, background, portfolio, contact information, in order to push me to the next step in the hiring process.

## Learning From Testing

Of course, user testing is crucial when it comes to figuring out exactly what the intended audience needs. Though I couldn't interview any recruiters, I did talk to two students and received their consent to user test my site. Below I have included the procedure and the results:

Hello, thank you for participating in this user test! I will give you a couple of tasks, and will ask that you speak out loud and explain your process as you try to achieve each goal. Your first instinct is what I'm looking for; so don't worry about not getting "the right answer."

- First, pretend that you are an employer. Where would you find out where I am from and what school I attend?
- Great, now you want to see my work. When did I develop Compose?
- Last task, how would you contact me if you had a question about my portfolio?

Thank you so much for participating, your input is highly valued and appreciated.

## User Tests

Danning – 20 – CS Major

First task: Immediately clicked on background and recommended that I implement JS so that the page scrolls down slowly instead of jumping to the background page.

Second task: Clicked on "Portfolio" in the navigation bar and quickly found the date.

Recommended making the background white for my portfolio section so that the screenshots of the iPhone pop more.

Third task: Filled out the contact form and recommended that the submit button linked back to the contact section in order to receive feedback about the status of the form.

Evie – 19 – Sociology Major

First task: Scrolled from the top instead of clicking the navigation bar. Recommended that it would be nice if the navigation bar illustrated which page she was currently on.

Second task: Clicked on “Portfolio” in the navigation bar and found the date. No comments about this task.

Third task: Filled out the contact form and scrolled back down to see if it had sent properly. Mentioned that it would be cool if the buttons on the contact form changed color.

## **Results**

I decided to fix up the navigation bar so that it would have different colors for hovering and for the active page, in order to indicate to the user what they are currently seeing. In addition, I added a JS plugin that Danning had suggested because I agreed that it would improve the flow of the site if it the scrolling was timed instead of a “jump” as she had mentioned.

As for the portfolio section, I left the text the same since both testers were able to find the information quickly, but I did change the background color to white.

Further, I styled the contact form so that the buttons change to the same colors as the navigation bar when they are hovered over, and I made it so that the page scrolls back down to the contact form after pressing submit, just to make sure that the user checks if the form was submitted successfully, thereby providing the user with necessary feedback.

## **Changes since M3**

Yikes, if you look at my M3 it looks like a totally different site. I added images to some of the section backgrounds in order to make the text more interesting to the user. I also made the navigation way better since before the user had to scroll all the way back up to access the bar. I also cleaned up the footer by adding more details about the site. I also made the resume tab link to an external pdf instead of including the pdf on the website, because it made more sense for a recruiter to want to download my resume than to want to see an image of it on my site.

## **Justification of Design Decisions**

Navigation bar: As Krug mentions, “obviously clickable” buttons that even indicate to the user where they are in the site and where they want to go. In addition, I made this navigation bar sticky so that it would be responsive when the user scrolls down to the next section.

Content: Informative yet concise because the recruiter does not have time to read about every little detail of my life.

### **Problems That Remain**

- The portfolio needs more content, meaning that I have to do more to add to my portfolio
- I would love to add all of my campus activities to the background section
- I would also like arrows on each section that let the user scroll up or down without having to click on the navigation bar
- Missing even more interactivity from the users, so specifically more JS in terms of all of the images.

### **Above and Beyond**

- JavaScript and JQuery for scrolling and sticky navigation bar
- Hours spent on making sure that the site was reasonably responsive
- Full PHP for the contact form, including detailed error messages
- The contact form actually send me and you a confirmation email