

# Validation & Design Guide

by Will Plumb  
DGM 2271 Principles of Design

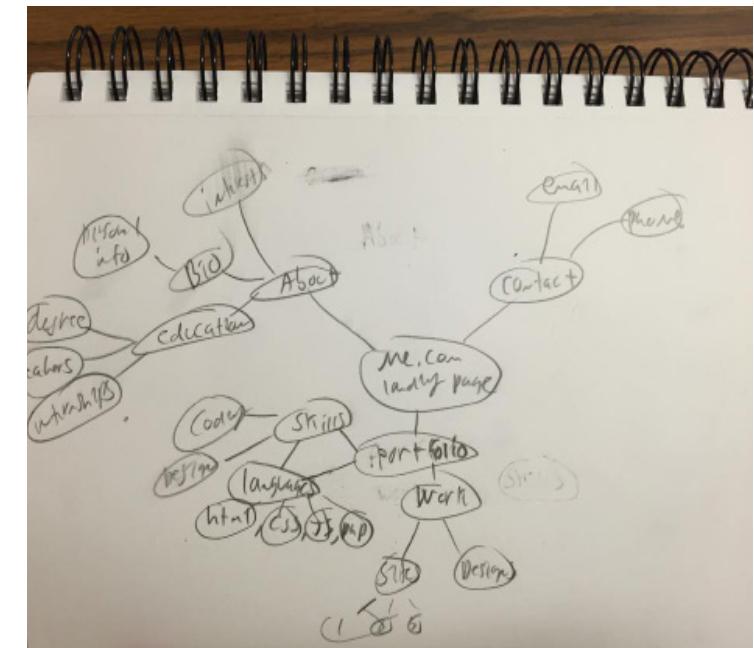
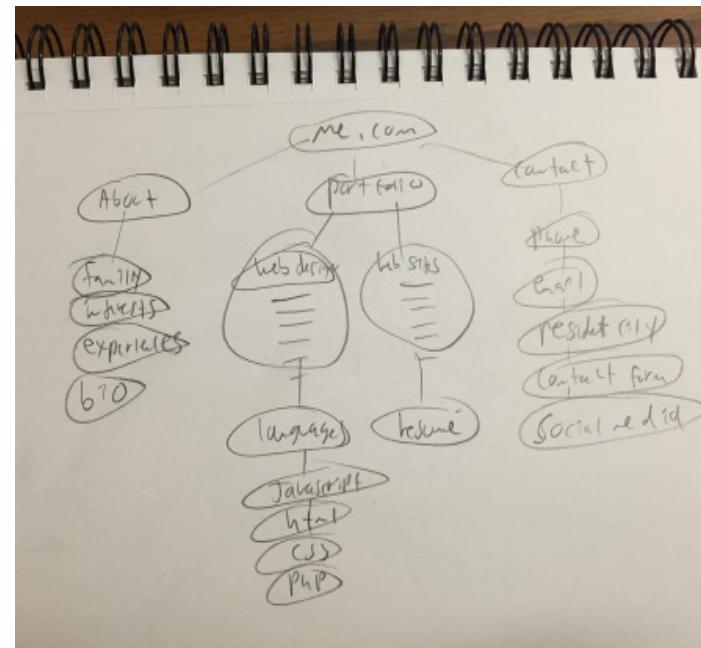
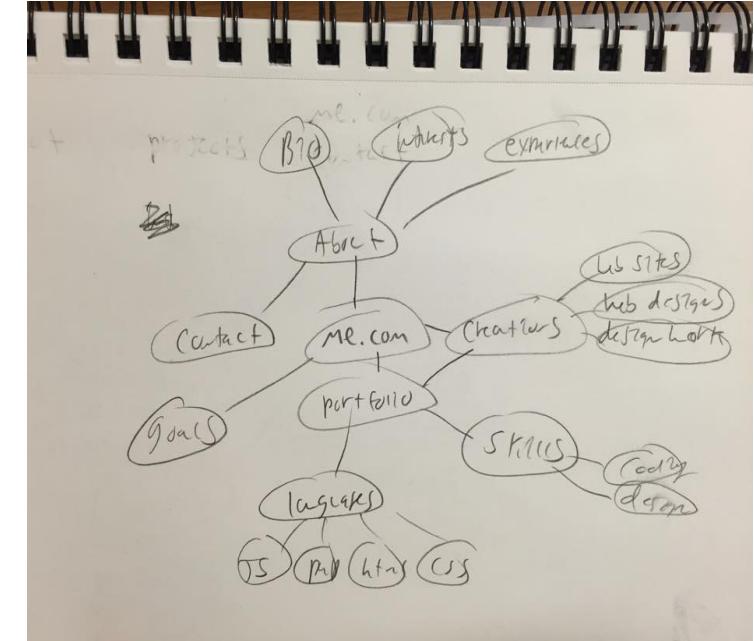
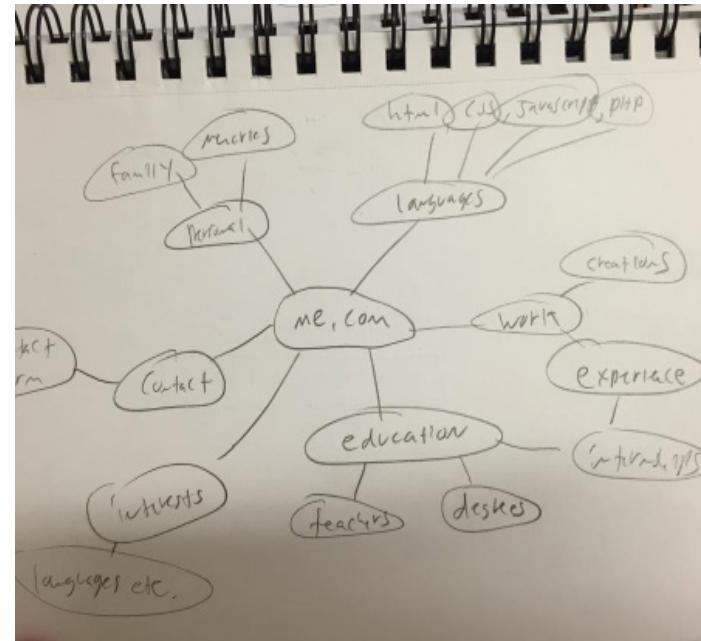
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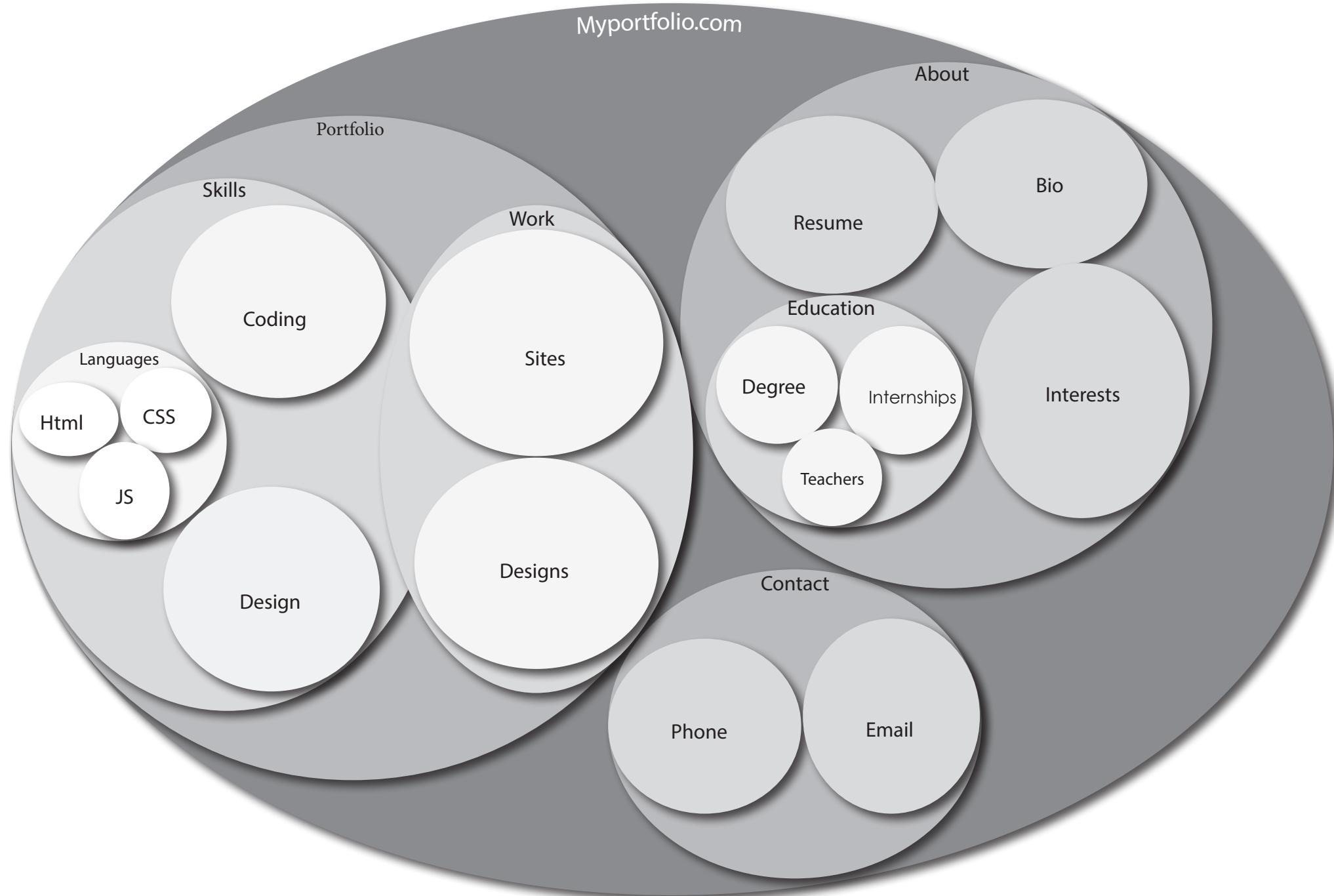
# Concept Model Drafts

These are some rough drafts of my concept model. It's important and necessary to brainstorm in the beginning of the design process and make sure you can get a chance to lay out your thoughts and ideas onto paper.

Concept modeling really helps you to materialize and make tangible and visual your ideas that may be in their abstract or infant stages.



# Concept Model





Jonny

**CEO****Founder at StartupCompany inc.****About Jonny:**

<b>Age</b>	35
<b>Occupation</b>	CEO
<b>Education</b>	Self-educated Web Dev
<b>Family Status</b>	Married, 3 kids
<b>Location</b>	Saint Louis, MO

**“Success is 80% hard work, 20% skill, and 30% pure luck.”**

*“When I started my company, the internet was a novelty and people took it for a fad. After working past that and teaching myself the art of web programming, I started my own web application company in 2010. In the beginning it was rocky, but since then it has grown to over 400 employees including 50 programmers. Our web based applications are used by fortune 500 companies around the world. Here at StartupCompany inc. we are looking for intermediate web coders to bring in and teach, shape, and make into seasoned programmers who can offer something valuable with their skills here, and when they go back out onto the job hunt.”*

Jonny's looking for...  
intermediate web developers who are familiar with at least 5 of the following :

- HTML
- CSS
- SCSS
- Javascript
- PHP
- MySQL
- JSON
- AngularJS
- Adobe software: ie Photoshop, inDesign
- Python

**Interview questions to expect from Jonny:**

1. Why are you here?
2. What's the one accomplishment you're most proud of? Why?
3. Tell me about a work incident in which you were totally honest, despite a potential risk or downside.
4. What do you love most about this field?
5. Show me your websites!

Jonny Johnson is looking for intermediate web programmers who are moldable and willing to learn and put in lots of hard work. He is a highly driven individual who has put in a lot of time and effort into his company, and because of this takes the time to examine and review each and every potential hire into his company. He cares about the effect and influence he has on young programmers and knows this will stay with them for the rest of their careers. He wants to be a positive influence for good through his entrepreneurship and interactions with people.

# Persona 2

## Borg The Programming Grand-master



Personal Information

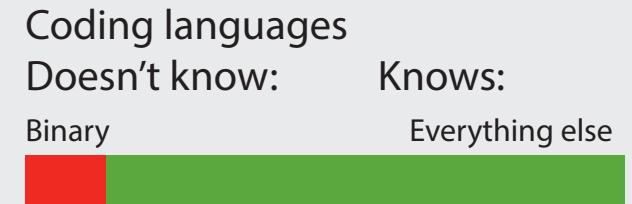
Age: 20

Education: High school, self-taught

Location: The Wastelands, Montana

Preferred method of contact: Email

"I don't have much to do out here in the middle of nowhere, so I just program all day."



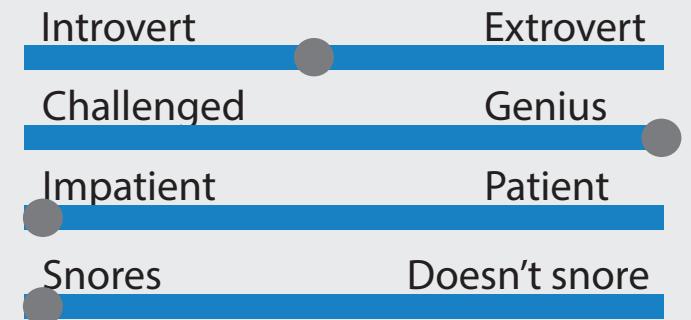
### Personal Profile

Borg programs all day everyday. Sometimes he takes breaks so that he can eat hot-pockets. But most of the day he just programs. He wants to fulfill his dream/life goal of becoming a master tutor and teacher to some lucky and aspiring programmer. From loops to booleans, functions to hyper-relativistic cognitive derivatives of the string theory and space-time continuum, he has probed and conjectured all. In between programming, he likes to take breaks and program programs into his programs. When he's feeling really adventurous he will actually go camping and will sit in his tent with his laptop and program.

### User Goals

Borg wants to pass on his mastery of programming to an apprentice who will carry on the timeless art of programming when he is gone from this earth. He is searching and researching among the thousands of online portfolios of programmers, looking for his true apprentice who will carry on the eternal flame.

### Personality



### What he needs

Borg would feel much more grunted if he could just find the perfect web developer's portfolio. He wants a page that is unique and stylish without too much superfluous garbage, because if there's anyone who hates superfluous garbage, its Borg.

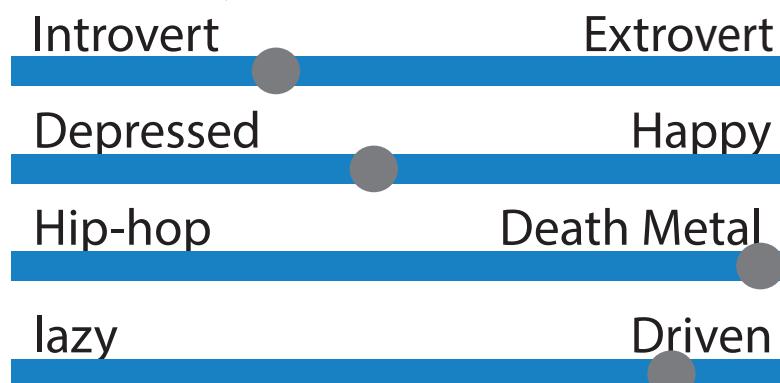
# Persona 3



## Personal stats

Age:	22
Availability:	Single
Occupation:	Web designer
Location:	Orem, UT
User Goals:	Find a good web coder

## Personality



## Melissa Frandssen

The beautiful and constantly-underestimated web designer

"I dislike coders who don't get design because It's very important to be well rounded in the development process. Also I wish I wasn't so good looking because people just stare at my face too much."

## Favorite Software

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

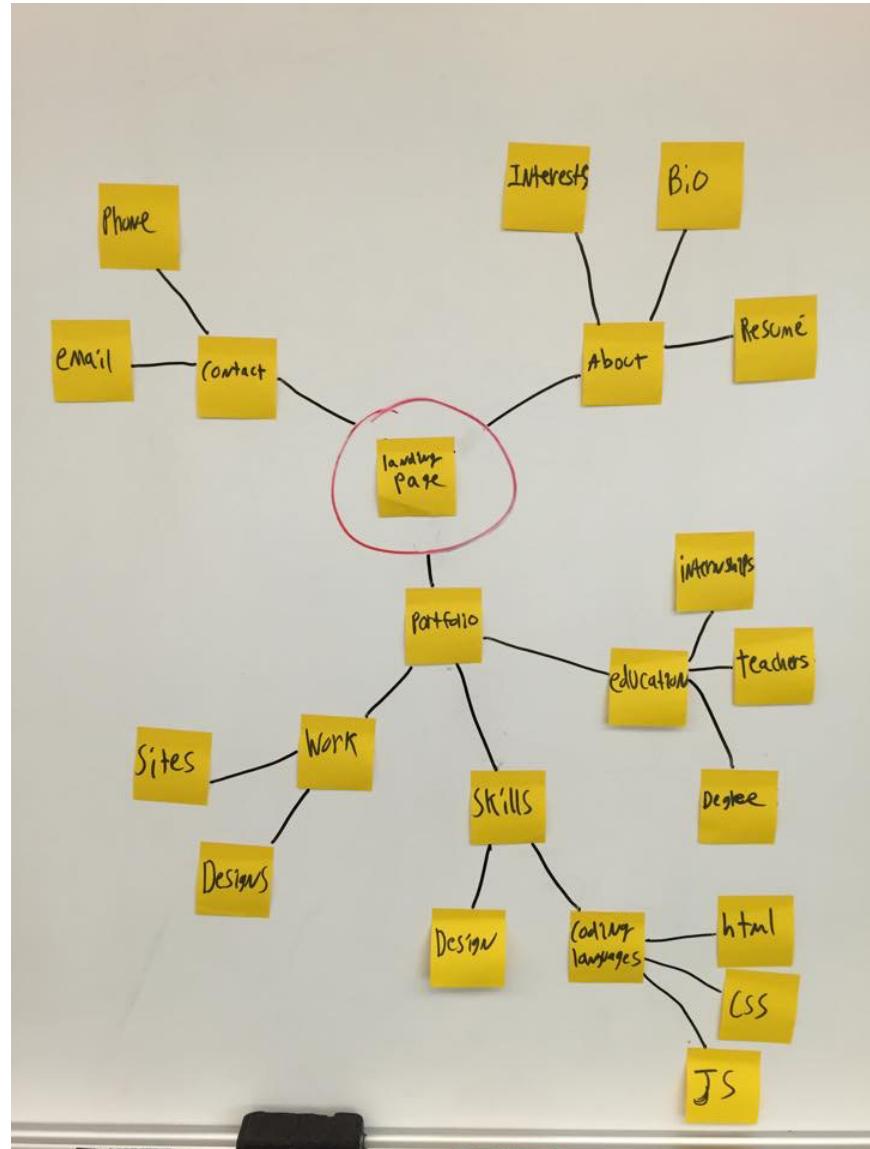
Adobe Flash

Melissa is always working on her design skills when she has free time from designing at work or anything else. She wants to become the lead designer at her company. She has been tasked to help with recruitment for awhile, looking for talented web coders who can build her and her colleagues designs.

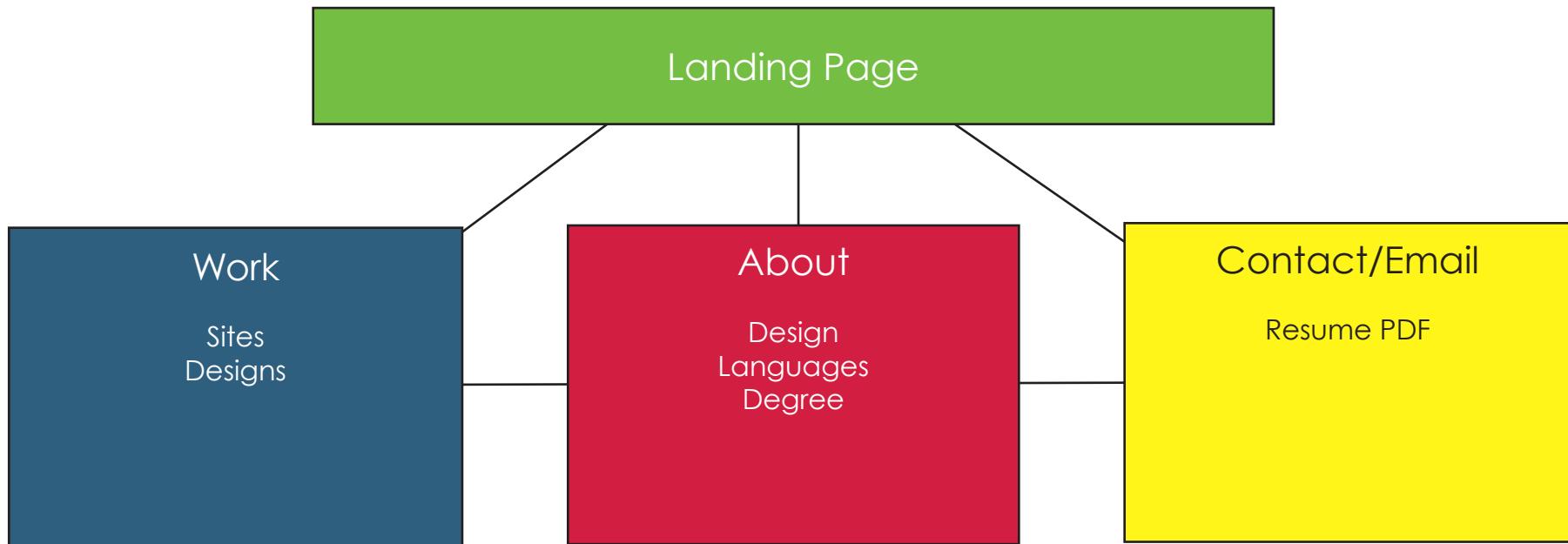
# Sticky Notes

I used sticky notes to plan out my site map. I went through a bunch of different ideas before coming up with a final layout. This will hopefully not change much before the actual coding begins though that is always possible.

I used a whiteboard since I was at school and I figured this to be the best place and method of laying out a bunch of sticky notes into a site map. There will be 3 main links on the landing page of my site: "About" "Contact" and "Portfolio". These will all lead to separate pages where you can further click on subpages like "Work", "Skills", "Education" etc.



# Site Map



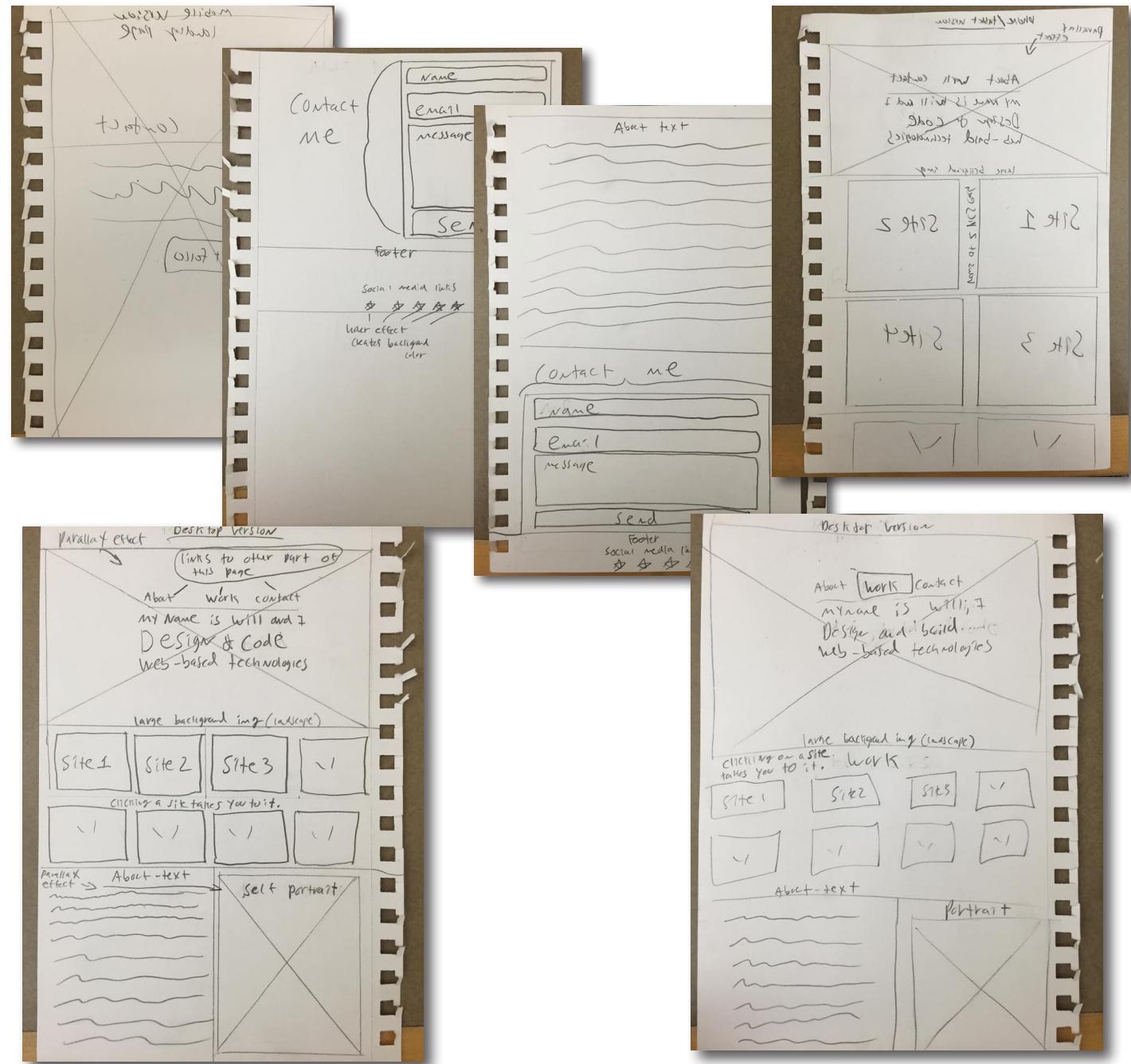
- I ended up at the above layout after deciding my initial layout was too cluttered and some things were unnecessary.
- The contact page may have a downloadable PDF of my resume though i'm not too sure on that.
- The work page will have a bunch of thumbnails of projects and external sites that i've created in the past. They will be clickable hyperlinks. This will be there to showcase my work i've done.
- The about page will have text telling about my degree, coding language knowledge, and design experience.
- The contact page will have a form the user can fill out to send a message or contact me, and as mentioned above, perhaps a PDF download of my resume.
- The landing page will not have dropdown menus. The links will simply be: "work, about, and contact". Clicking on these links will take the user to one of the three pages above.

# Wireframe Sketch Drafts

These are some rough drafts of the wireframes for my portfolio site. There are a bunch of other sketches and rough ideas that I did before finally deciding on a design that I think I will like.

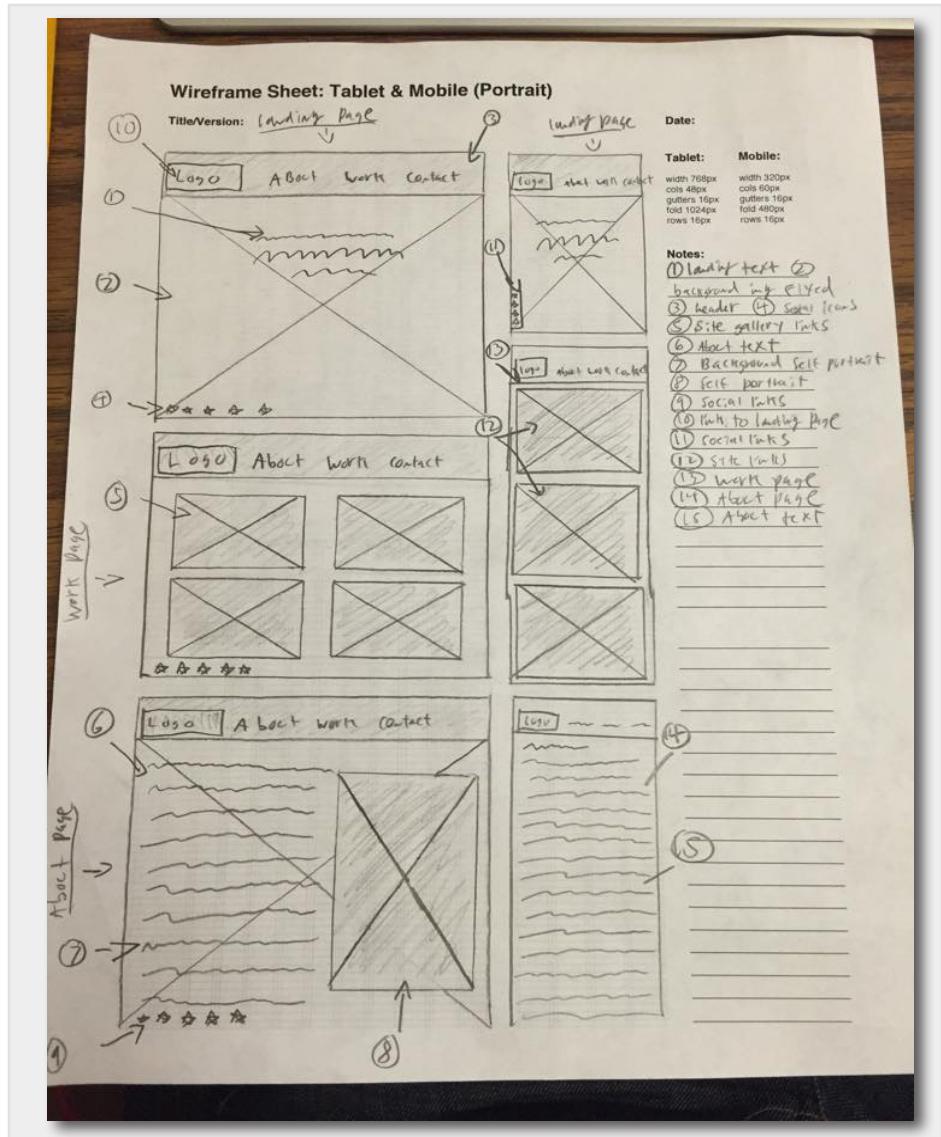
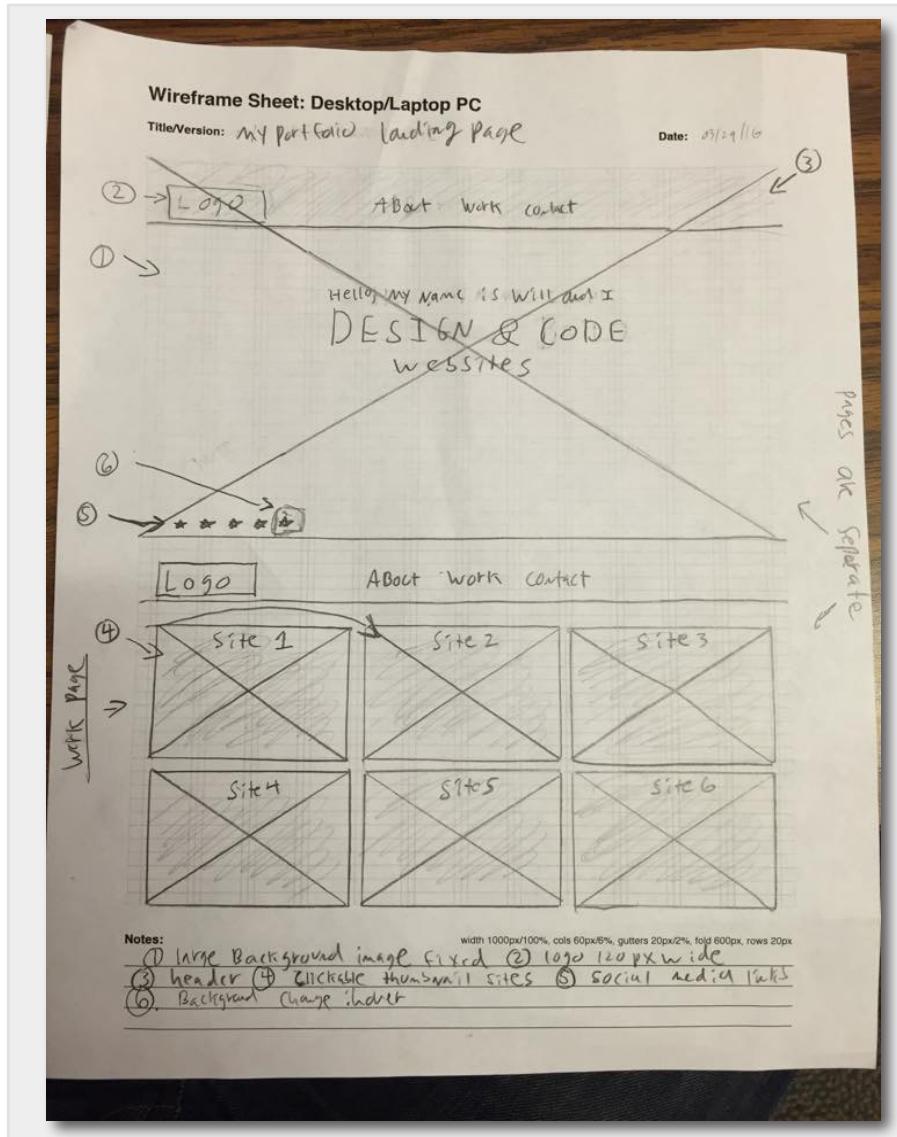
One thing that was somewhat difficult in the sketching was not just the sketching itself, but getting the creative juices flowing which can be difficult.

One thing about sketching is that it is very freeing. Rather than being constrained by computer-imposed rules and processes, all you have to do is just draw. Even though it is an organic skill like playing the violin or guitar where you are required to rely on your muscle coordination and drawing skill, it can be a fun process.



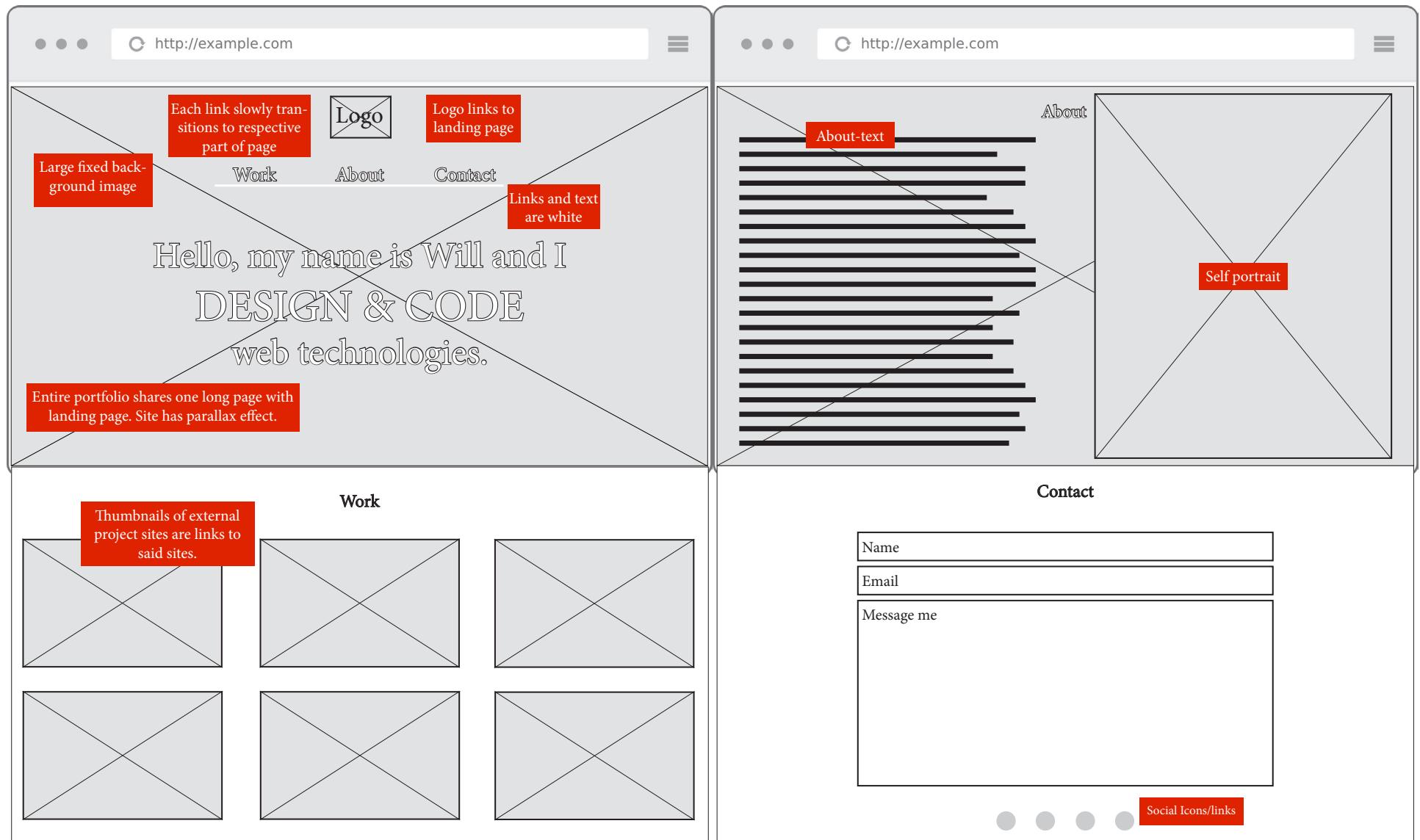
# Final Wireframe Sketch Drafts

Below are my final wireframe sketches done on graph/wireframe paper. Overall the process and final wireframe sketches are pretty satisfying to see finished.



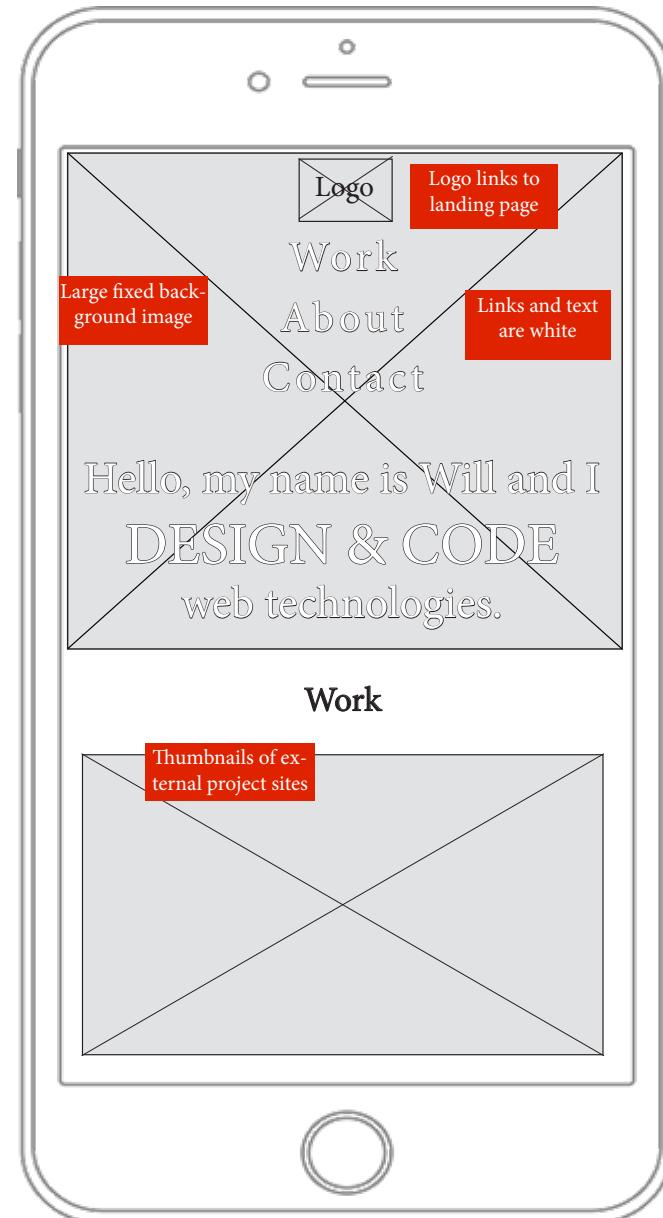
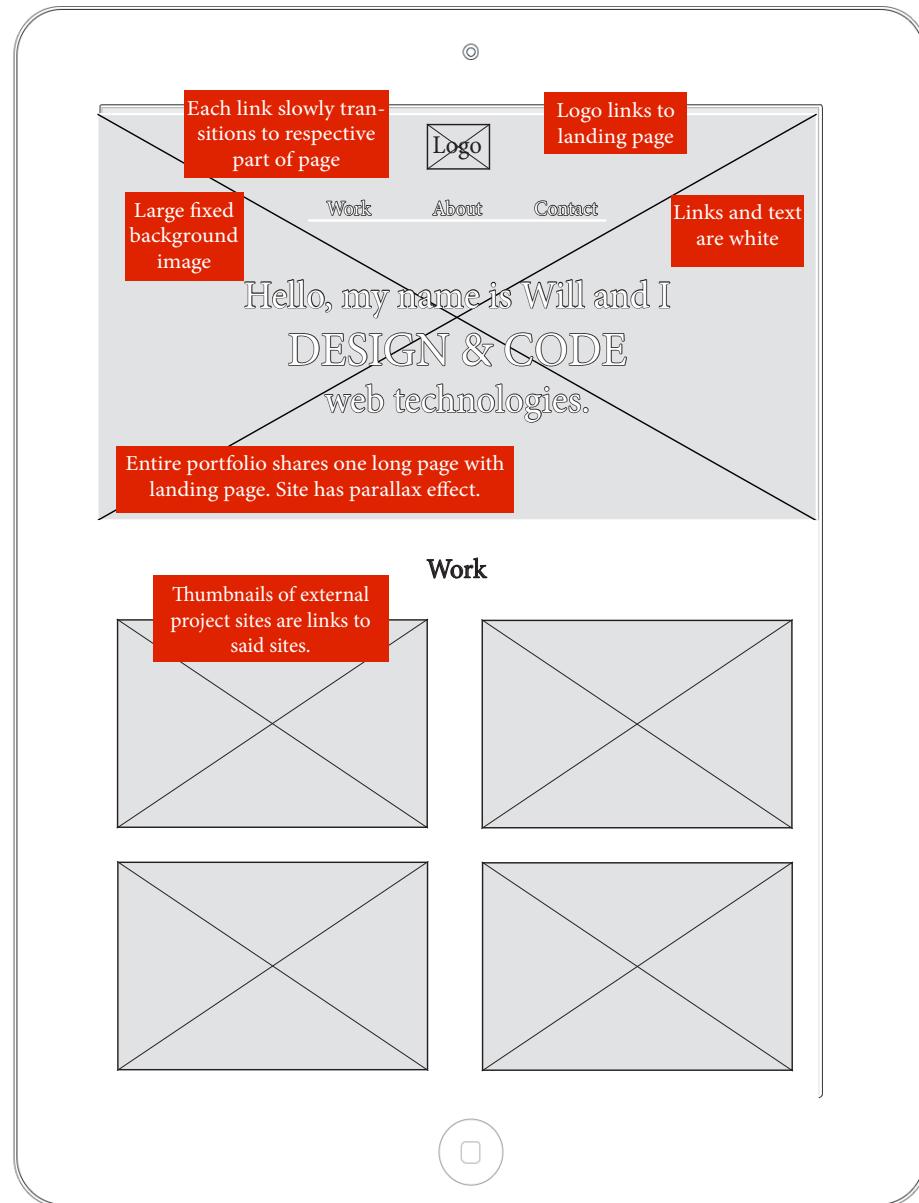
# High-fidelity Drafts

For my finished site drafts, I changed up a few things. The biggest change was the page layout, where instead of four separate pages, I just combined them all into one long scrolling page. Each link clicked slowly transitions down to that respective part of the page, so clicking "Work" will take you to the work section, and so forth. This wireframe final design is nice because I feel it is just as effective as the original, but less complicated and with less content. I think people don't necessarily want to see a bio and little anecdotal details about my life, but instead, quick examples of past work and maybe a little about me in there without going into the life story. Desktop width will be fluid with 1140px.



# High-fidelity Drafts

The phone and tablet versions could of course have been very different, but I found that not only was it easier to keep them with less change, but also worked and was less work overall. I think the tablet and phone designs are great and work well without having to be changed too drastically. The site will have a fluid layout with width %'s.



# Surface Composition

For my surface composition I decided to stick with the parallax background effect which will be cool. ● The hover effect on the links will have this color. Each link click transitions you to the respectively named part further down the page. ● Clickable hyperlinks to external projects. ● Logo takes you to landing page. All text is #fff colored when not affected. ● Self portrait will blend with the background picture. ● About text will have black border 1px for easier reading. ● Front page text may also have black border 1px. ● External site links will have 1px black border. ● Contact and work sections will have box shadow effects. ● Social Icons will be links. ● 2% margins around all content in each section. Both about sections will be 45% width. Work thumbnails will be 28% width, with 1% margins.

The image displays a composite view of a website design process. At the top, a browser window shows a placeholder URL 'http://example.com' and a navigation bar with 'Work' highlighted in yellow, while 'About' and 'Contact' are in white. The main content area features a scenic background of a lake and mountains, overlaid with the text 'Hello, my name is Will and I DESIGN & CODE web technologies.' Below this, five circular callouts point to specific website examples: 1. A screenshot of a software interface for 'DTX' showing a configuration tool for medical equipment. 2. A screenshot of the 'GTA' website for real estate, featuring a slider for 'RENTALS' and 'SALES'. 3. A screenshot of the 'mint' website for financial management, with the tagline 'BE GOOD WITH YOUR MONEY SO YOU CAN BE EXPRESSIVE WITH YOUR SPACE'. 4. A screenshot of the 'LeaderBe Consulting' website, featuring a large graphic with the text 'LEAD FROM THE FRONT' and 'Realising Workforce Potential Delivers Superior Performance'. 5. A screenshot of the 'Homes & Community' section of a real estate website, showing sections for 'HOMES & COMMUNITY', 'BUILDER OPPORTUNITIES', 'LOCATION', 'RENTAL APARTMENTS', '164 ACRES', '3 MILES OF PATHS & TRAILS', 'DEVELOPER', and 'CONTACT'.

The image shows a mobile browser interface with a dark blue header bar. In the top left corner of the header, there are three small grey dots. To the right of the dots is a circular icon containing a white letter 'C', followed by the URL 'http://example.com'. On the far right of the header is a vertical three-line menu icon. The main content area of the page has a dark background with colorful circular decorative elements (purple, green, blue, pink) scattered across it. At the top center of the content area, the word 'About' is displayed in a large, bold, black font. Below 'About', there are several paragraphs of Old English text. To the right of the text, there is a large, close-up black and white portrait of a young man wearing glasses and a plaid shirt. Below the 'About' section, there is a heading 'Contact' in a bold, black font. Underneath 'Contact', there are three rectangular input fields with black borders. The first field is labeled 'Name', the second is labeled 'Email', and the third is labeled 'Message me'. At the bottom of the page, there is a red button with the word 'Submit' in white. At the very bottom of the screen, there are icons for social media platforms: Twitter, Facebook, Instagram, and Google+. A single red dot is located at the bottom right corner of the page.

# Surface Composition

The mobile and tablet designs look great and don't require a ton of change from desktop version to be effective. ● Images are 45% width. ● Logo has shrunk. ● Font sizes slightly smaller.

● Logo is slightly smaller. ● Nav links are big enough for fingers. ● Images are now 98% width. ● Font sizes are slightly smaller.

