

Design & Validation Guide

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Portfolio Website
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Concept Model

Definition: A diagram that shows the relationships between different abstract ideas.

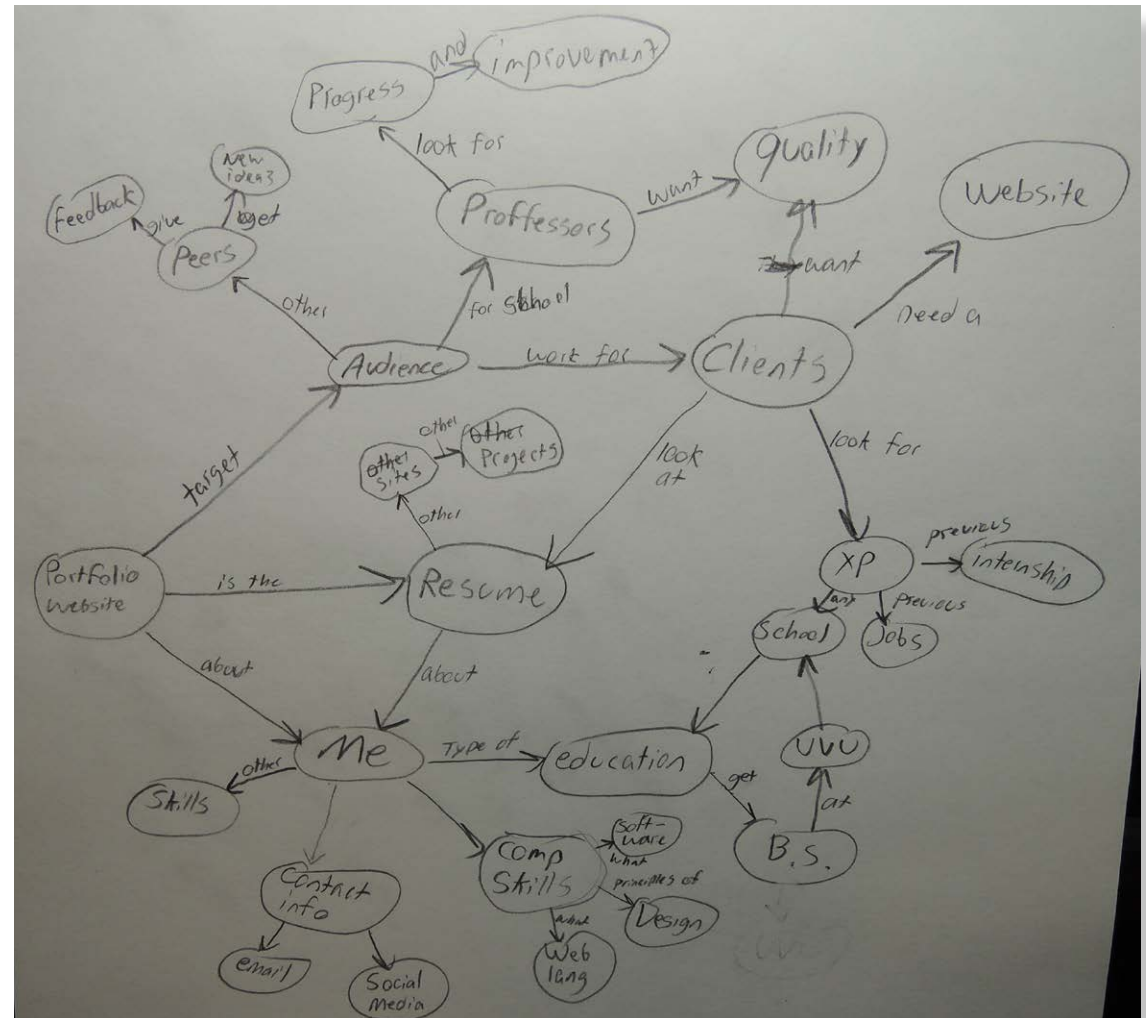
Concept Model Sketch

Concept Model is a diagram that shows the relationships between different abstract ideas. They are also known as concept maps, mind maps, bubble maps, or affinity diagrams. They focus on explaining the general domain, people, behaviors, needs, processes, best practices, industry norms etc.

After making multiple model sketches this is the one I chose. It was the best sketch that shows a concept model.

My first sketches seemed more like a site map. I tried to go away from a site map and think more about the process.

Final Sketch



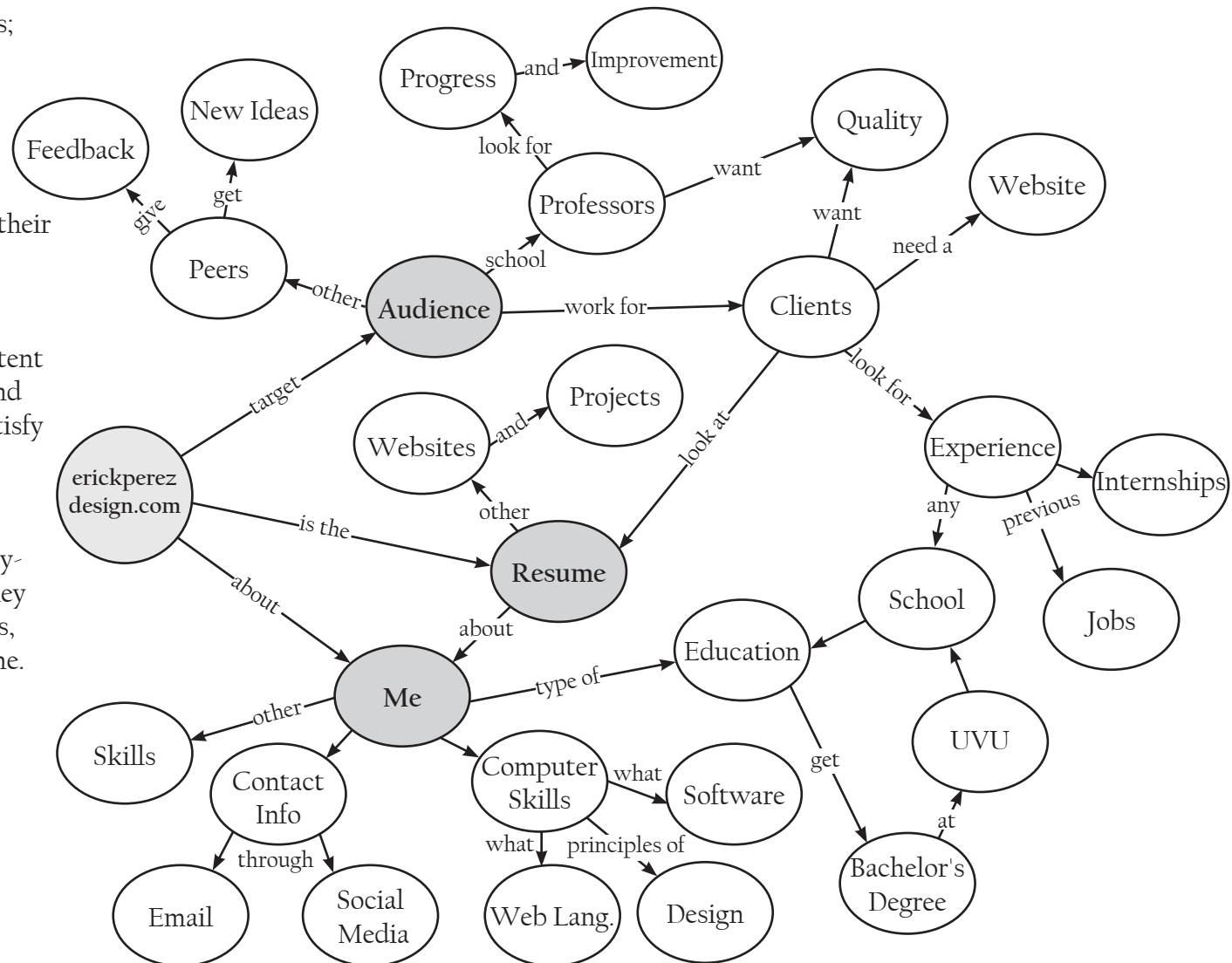
Concept Model

The concept model is for a portfolio website. This is a simple concept model. I focused on 3 parts; audience, resume, and about me.

The target audience for this portfolio will be peers, professors, and clients. They will be able to see the progress and improvement over the years. For the audience I focused on their needs and what they want out of it.

The website will not have my resume but the website will be the resume. The website's content will be focused on me, previous experience, and previous work. The content will be able to satisfy the audience.

A resume is used to tell clients or employers about yourself. They don't want to know everything about me but there are certain things they will look for. They will look at computer skills, education, experience, and a way to contact me.



Persona

Definition: A summary representation of the system's intended users, often described as real people.

Anthony



Age: 35
 Location: Draper, UT
 Occupation: Business Owner
 Education: Business Degree
 Life Stage: Starting Own Business
 Computer type: Windows PC
 Browser: Google Chrome
 Internet: Facebook, Email

Small Business Owner

"As a small business owner, I expect the same service I give my customers. I want to make sure I get quality, a professional design, and fast service."

Anthony is a 35-year-old, who one day decided to open his own business. He currently lives in the Draper, Utah area. He has been married for 7 years. Anthony has 2 kids. He got a business degree and has been working for local businesses. His motivation is his family. Anthony is good at keeping a budget. He is serious about making big decisions.

Anthony had a desire to open his own local business. He has never been in charge of technology. Doesn't have experience working with a web designer or web developer. Anthony has basic computer skills with additional skills in Word, Excel, and PowerPoint.

Anthony wants his business to grow. His business is doing OK right now but there have been days without work. His family is a motivation to make his business better. Anthony believes by having a website and promoting his business Online it will get him a successful business.

Behavior

Business value



Computer skills



Internet usage



Experience with designers



Personality

Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



Trendy

Status Quo



Key Characteristics

- » He takes his work and business seriously, does not want any surprises
- » Money Saver. Finds every opportunity to save money
- » Will take risks once in awhile for something better
- » OK with technology
- » Feels outdated with no website
- » Not familiar working with designers

Goals

- » Successful business
- » Wants more costumers.
- » Make the business grow
- » Expand business to more cities
- » Provide for family
- » Get the best website

Influencer's

- » Friends
- » Family
- » Business Competition

Questions

- » Is a website a good investment?
- » How can a website help my business?
- » How soon will it be completed?
- » Are the designers skills up to date?

Frustrations & Pain Points

- » Not getting costumers
- » Not making enough money
- » Getting bad service
- » Getting bad quality
- » Spending too much on his business and it fails.

Mark

Web/UX Designer



"I want to see the hard workers and over achievers. I'm looking for students who apply the things they learn in class."

Mark is a 38-year-old college professor. He lives in Lindon, UT with his wife and two kids. Mark has been teaching for 10 years. He teaches web and User experience design. He is well experience with web design. Before teaching he worked with a few corporate businesses. There he learned to work in teams. Now he is a full time Professor and does freelance work.

Mark is in the portfolio review committee. The committee reviews the portfolios of the students who want to continue in the web program. Many times he finds this to be tedious. He enjoys teaching but does not like incomplete portfolio. He takes the review seriously. He is looking for dedicated students who are progressing. Students who will become great web and user experience designers.

Age: 38
 Location: Lindon, UT
 Occupation: Professor, UX Designer
 Education: Masters Degree
 Life Stage: Teaching for 10 years
 Computer type: Apple Mac
 Browser: Google Chrome
 Internet: Email, Browsing, Social media, Online apps.

Behavior

Business value



Computer skills



Internet usage



Experience with designers



Personality

Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



Trendy

Status Quo



Key Characteristics

- » Has a lot of experience with the web and design.
- » Teaching web design for 10 years.
- » Worked in teams and freelance.
- » No problem with technology.
- » Looking for great designs from students.

Goals

- » Help students be great web and UX designers
- » Pass the right number of students.
- » Help students grow and get a job.
- » Encourage students to continue in the web program.

Influencer's

- » Faculty
- » Industry
- » Students

Questions

- » Is this student dedicated?
- » Does the student know what they are doing?
- » Is it new and original?
- » Are they applying what they learn?

Frustrations & Pain Points

- » Sloppy work.
- » Bad design.
- » Bad code.
- » Incomplete portfolio.
- » Not seeing improvement.
- » URL not working.
- » Broken Links.
- » Broken features on website.

Katelyn



Age: 21
 Location: Provo, UT
 Occupation: Student
 Education: High School Diploma
 Life Stage: Started college
 Computer type: Apple Mac
 Browser: Google Chrome
 Internet: Social Media, School website, Email, Online Shopping.

Student Web Designer

"As a learning student I look for inspiration to improve and update my portfolio. "

Katelyn is 21 years old. She lives in Provo, UT and has attended a few semesters in college. Her declared major is web design and development. She is interested in looking at her classmate's portfolios to get inspiration. She likes to be original but sometimes needs new ideas. Katelyn is not well experienced with web design but she knows a good design from a bad one.

Katelyn uses the internet a lot for her personal things like email and social media. She is impatient when it comes to slow loading websites. She likes doing things fast and easy. She acts more then she thinks. She keeps up with the trends and is not afraid of change.

Katelyn wants to graduate from college and get a web design career. Being original and unique in her work is important to her. Katelyn has a few unanswered questions like how can she continue in the web program? What is the review committee looking for? That is why she looks at her classmate's portfolios.

Behavior

Business value



Computer skills



Internet usage



Experience with designers



Personality

Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



Trendy

Status Quo



Key Characteristics

- » Looking for new ideas.
- » Looking for inspiration.
- » Inexperience with web design.
- » Impatient when it comes to websites.
- » Likes fast and easy to use websites.
- » Knows the difference of good and bad designs.

Goals

- » Graduate as web designer.
- » Find inspiration and ideas.
- » Be original and creative.
- » Get a career in web design.
- » Continue in web program.
- » Make a lot of money.

Influencer's

- » Friends
- » Family
- » Money

Questions

- » What is an example of a good website?
- » What do I need to learn as a designer?
- » How can I continue on the program?
- » How to find first job?

Frustrations & Pain Points

- » Not knowing how to continue in the web program
- » Not making enough money
- » Slow loading websites.
- » Bad designed websites.
- » Not finding inspiration or new ideas.

Site Map

Definition: A visual representation of the relationships between different pages on a website.

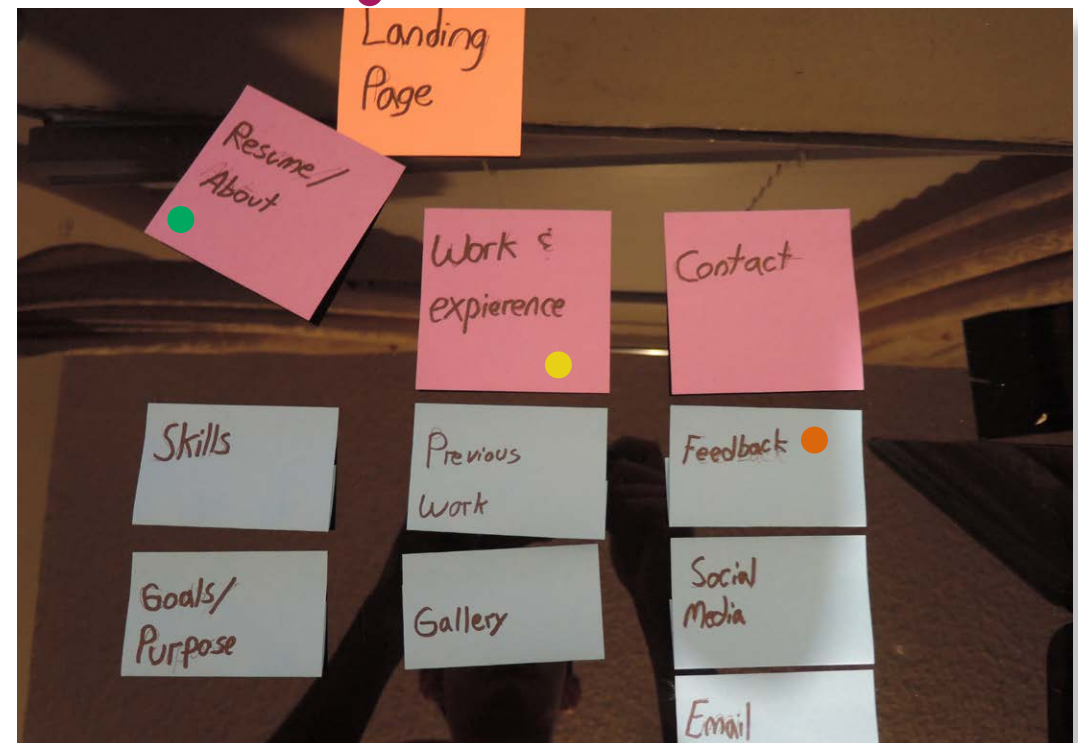
Post-it Notes

Sticky notes are used to get ideas out. They help to find a structure for the information architecture. These site maps can be complex or simple. It is best not to have more than 3 levels deep on a website. The sticky notes can represent individual pages, templates, page content, or features.

This is simple structure for the website. I revised it on the next page after receiving feedback. On this one the first thing is the ● landing page. The next level of the hierarchy has 3 pages. ● The pages are indicated by the purple sticky notes. They are about, work, and contact page. ● I put the about note close to the landing page because I wasn't too sure if it should be the same page or a separate individual page.

I used blue sticky notes to indicate content or a feature of the site. For contact I added a feedback feature. ● I would like a feature where someone visiting the site can provide feedback on it. The purpose of this feature is for the Katelyn persona and possibly the Mark persona.

First Draft



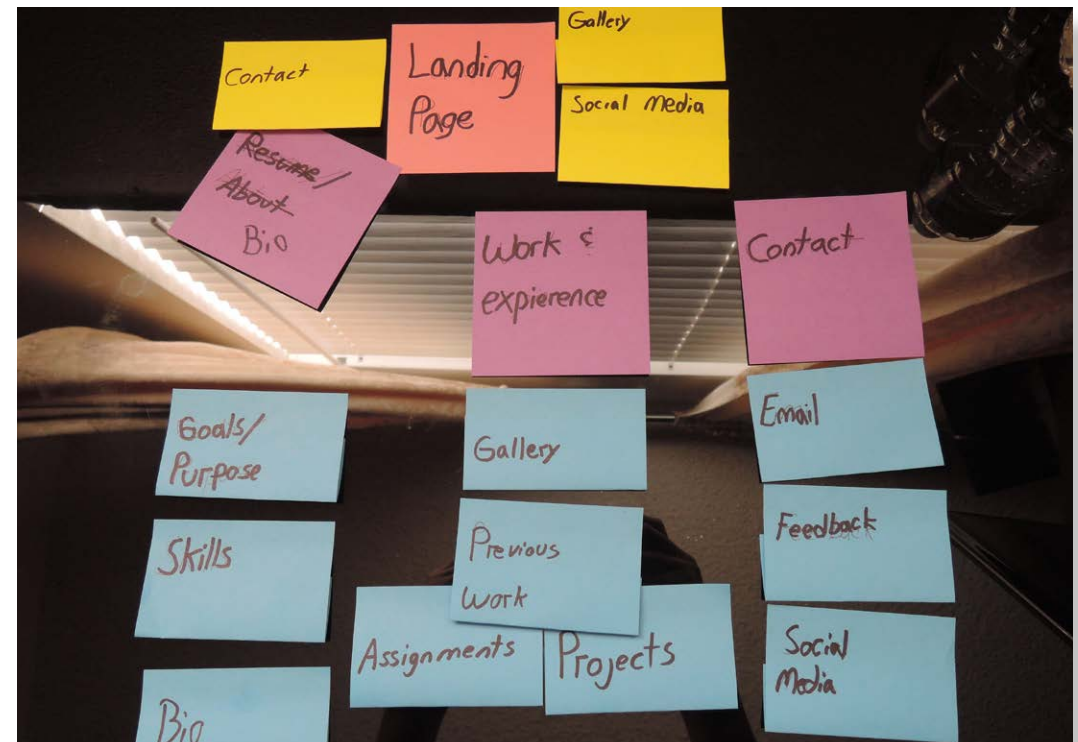
Post-it Notes Cont'd

After receiving feedback I added a few things and changed other things. The picture below is the feedback that I got. I will mostly keep it the same but with a few differences.

It was suggested to have the social media links on the landing page. It was also suggested that the contact page content should be in the about page. That made me think of the contact page. Like what do I need on my contact page? Or should I even include a contact page? The last feedback I got is that they want to see goals, skills, gallery, and feedback on the landing page.



Final Structure

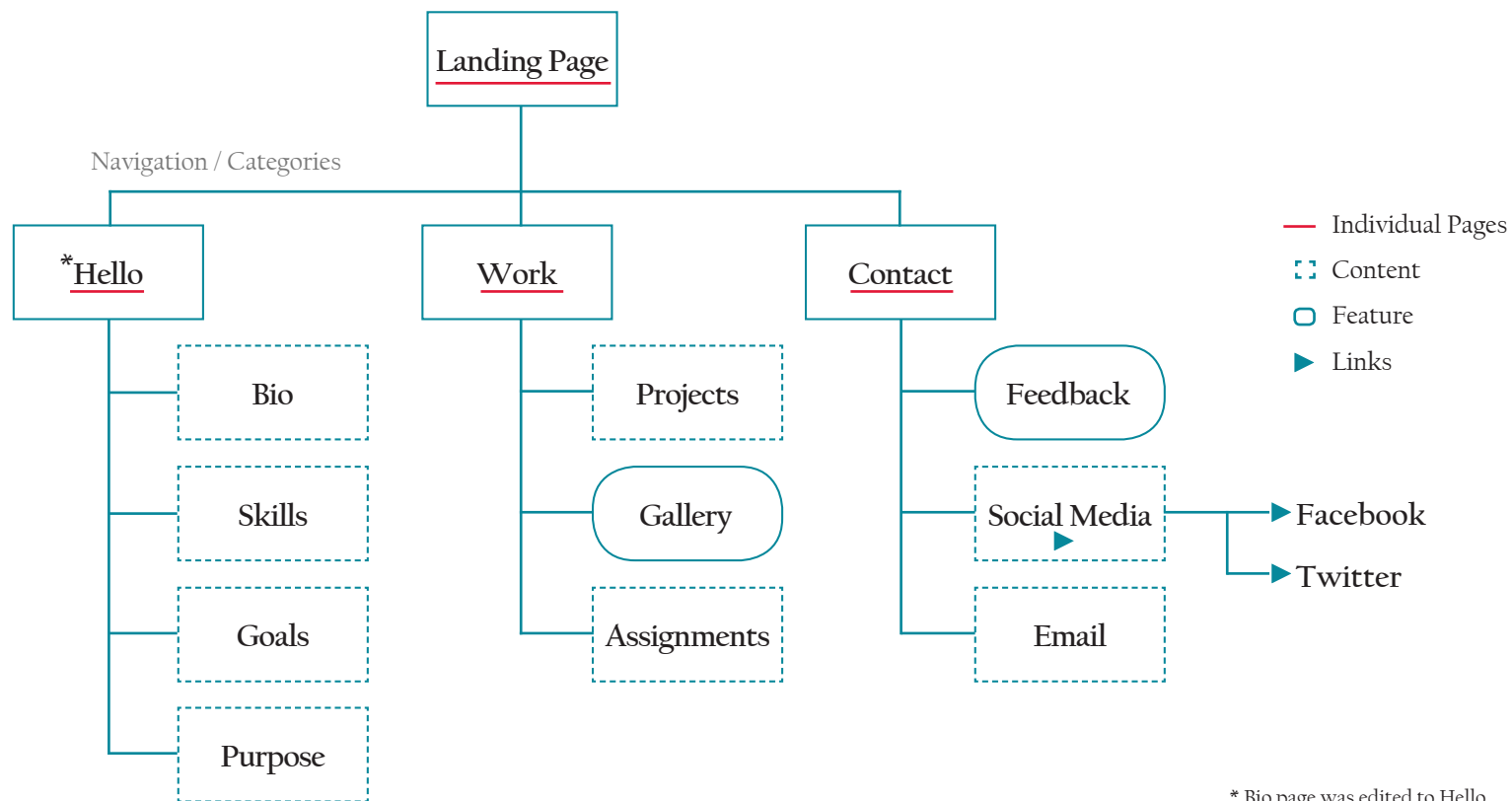


The yellow stickies are indicating repeated content. There will be gallery and social media on the landing page. I change the name of the about page to Bio page because it seemed more appropriate. The Bio page will have some contact info as well as the landing page. For the previous work I added assignments and projects to be more specific.

Site Map

Based on the sticky notes this is the final site map. It shows the individual pages, simple navigation, and the content that will be displayed on each page. Some of the content will be repeated on other pages but it will be a summarized version. The repeated content will be linked to that page.

I decided that the Bio page and the landing page would be two different pages. The landing page is the "first impression" page. This page will have a little of everything with a focus on the work. Besides the landing page I will have 3 more page to navigate through. The navigation will have a Bio, Work, and Contact pages. The bio page will have stuff about me like a short bio description, personal and software skills, goals, and a purpose. The work page will contain all of my previous work. The work will be displayed in a gallery. The final page the contact will have all of my contact info including email and social media links. There will be social media links on the landing page but it will only be the most popular ones. It will also have a feedback feature for those who want to provide feedback.



Wireframe

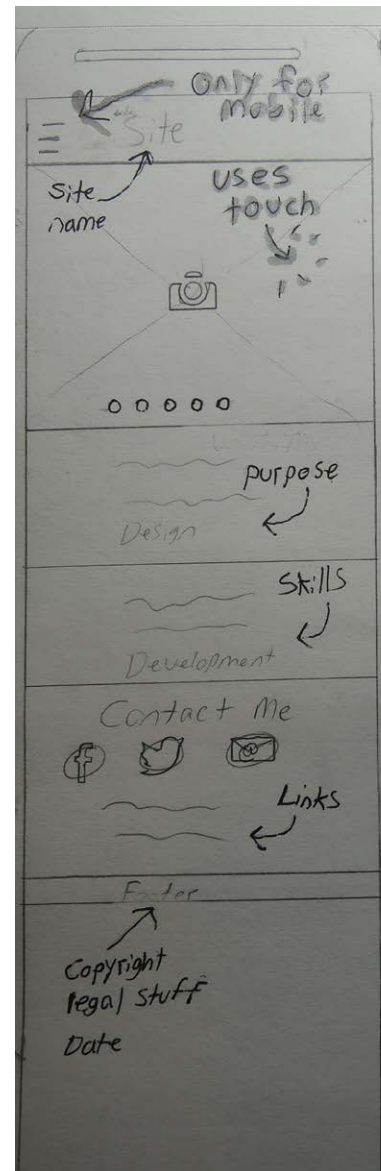
Definition: A simplified view of what content will appear on each screen of the final product, usually without color, type, styles, and images.

Wireframe Sketch Mobile

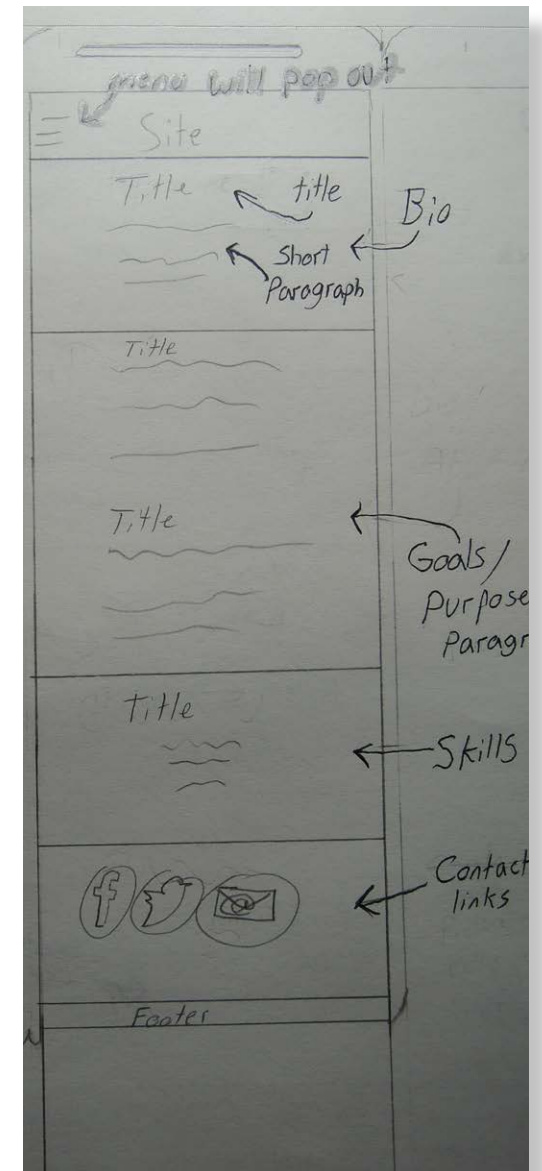
I started my sketches with the mobile version. I chose to sketch the landing page and a second page. The second page will be used for the hello and contact page. Both pages have a similar layout but different features and content.

Almost everything on the mobile sketch will be on the other versions. I want to keep it consistent on all the devices. The mobile version will be touch friendly. It will have a hamburger menu button. The menu will pop out on the screen but only on the mobile version.

Mobile Landing Page



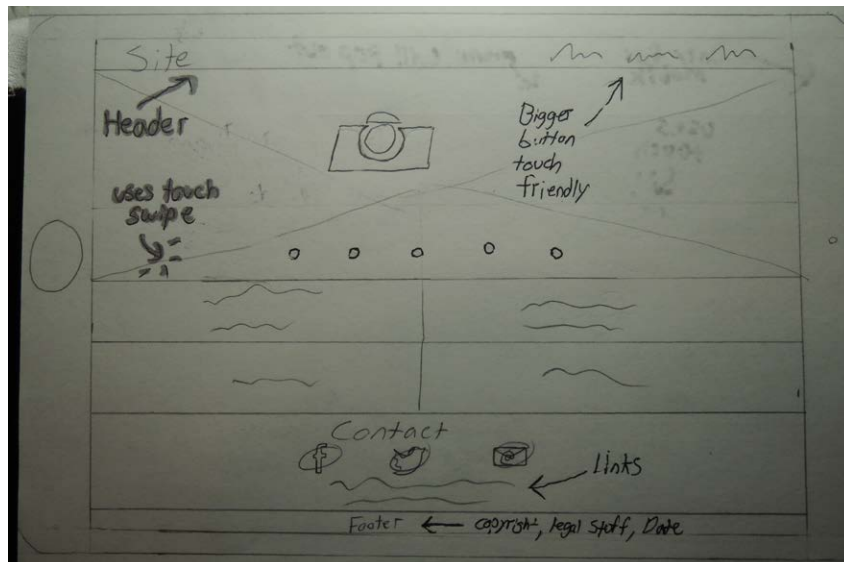
Mobile Hello Page



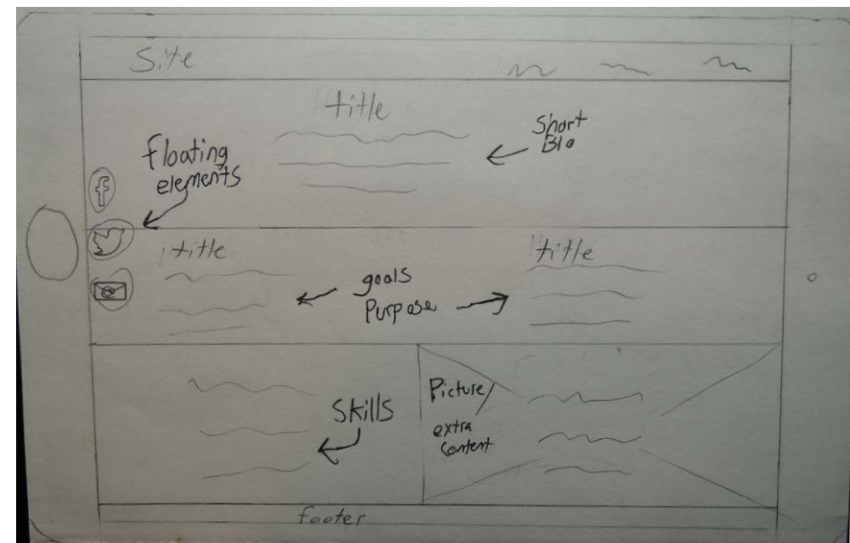
Wireframe Sketch Tablet

The tablet version is like the mobile version but the layout is more spread out. There is no hamburger menu. The menu is displayed on the right side of the header. This version will be touch friendly.

Tablet Landing Page



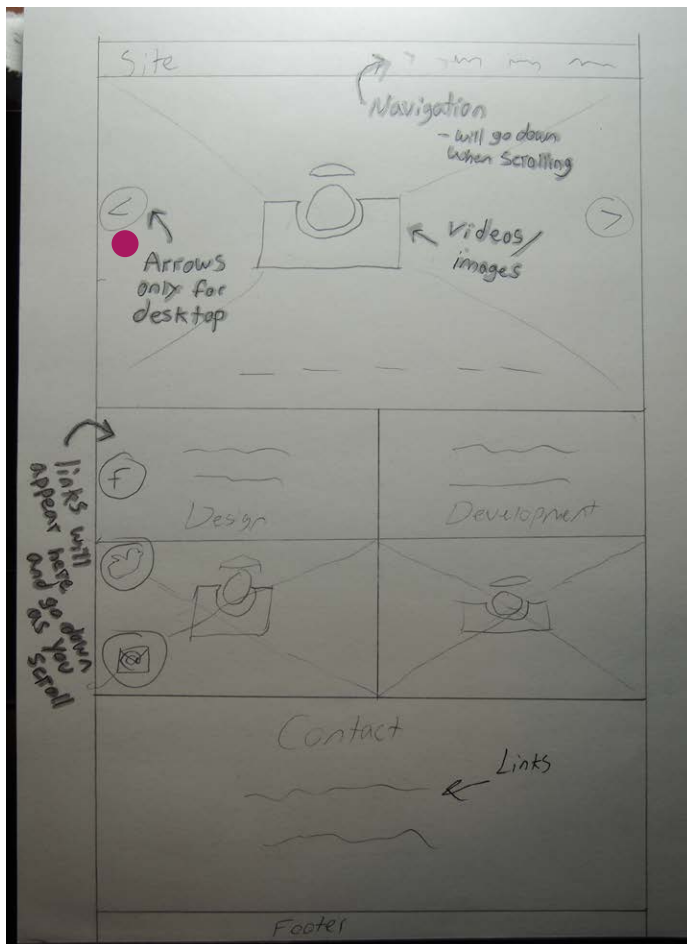
Tablet Hello Page



Wireframe Sketch Desktop

The only significant differences in the desktop version is that it's not touch friendly. For the slide-show of pictures there is now ● arrows. The essential social media links will be on the side of the page.

Desktop Landing Page



- The social media links will be floating on the page. The links will always be on the left even when scrolling. The links will kind of act as nudge to the user by doing this. The header with the navigation will stay on top of the screen and will move down as you scroll down.

Desktop Hello Page



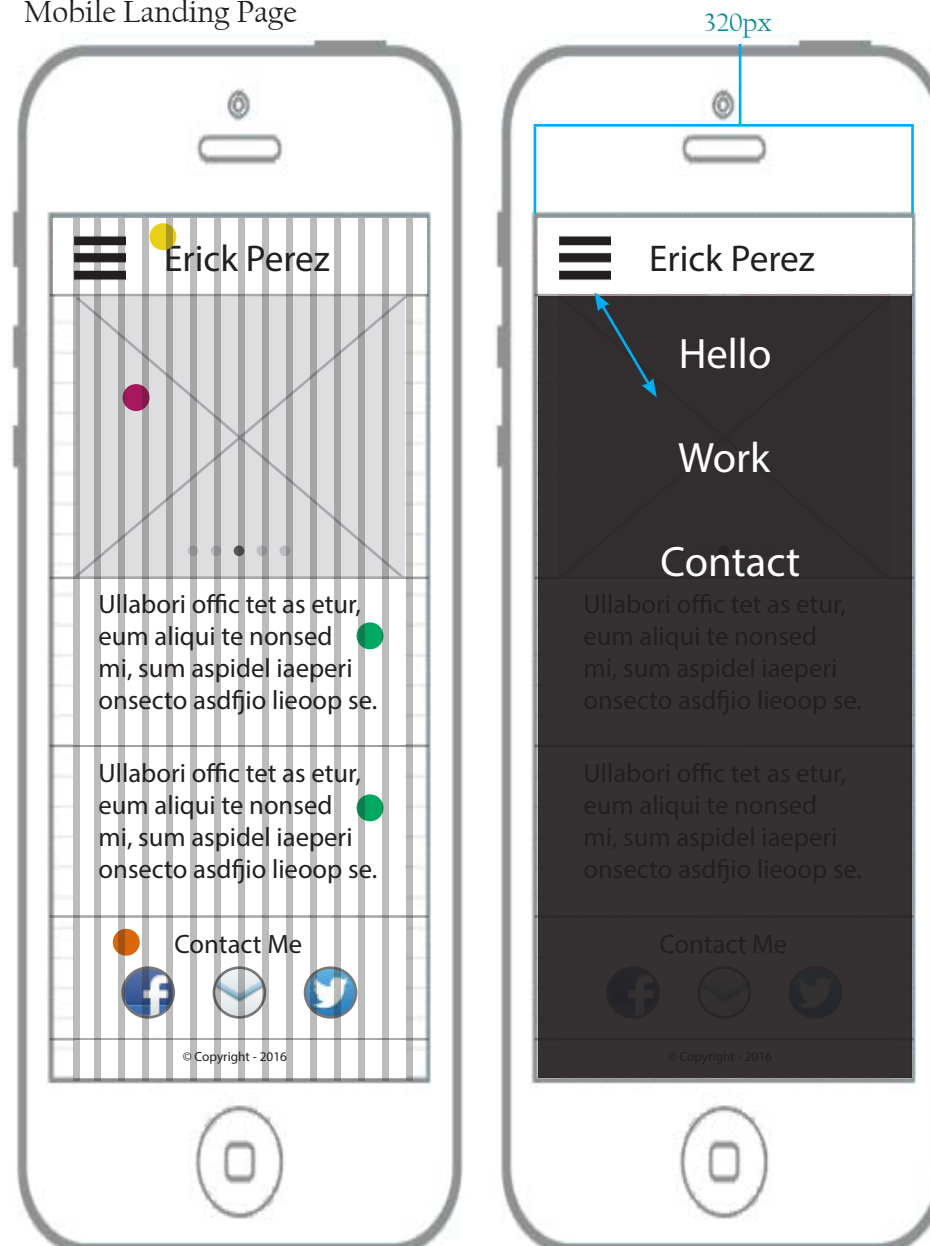
Wireframe Mobile

The process for making vector wireframes was similar to the sketch wireframes. This is the mobile version of the landing page. The site is a portfolio of my work. ● It was decided to have my name on the header instead of the domain name.

The second image displays the menu after clicking on the hamburger menu icon. It opens a pop up window with a little of opacity. The window contains the navigation menu.

● The first section will display a few pictures of my previous work. This section the user will be able to scroll left and right with touch. This feature will only be available on the mobile version.

Mobile Landing Page



● The next two sections are summarized content of the Hello page. The content is about who I am and what I do. It will also contain my purposes. For example "to make a professional responsive website for businesses." The type of this sections will have readability.

● The contact section will have a headline and the major/popular links. If a client is interested that is what they want to see. (The fastest way to contact me) If they want more information they can go to the contact page. The contact section is a summarized version of the contact page.

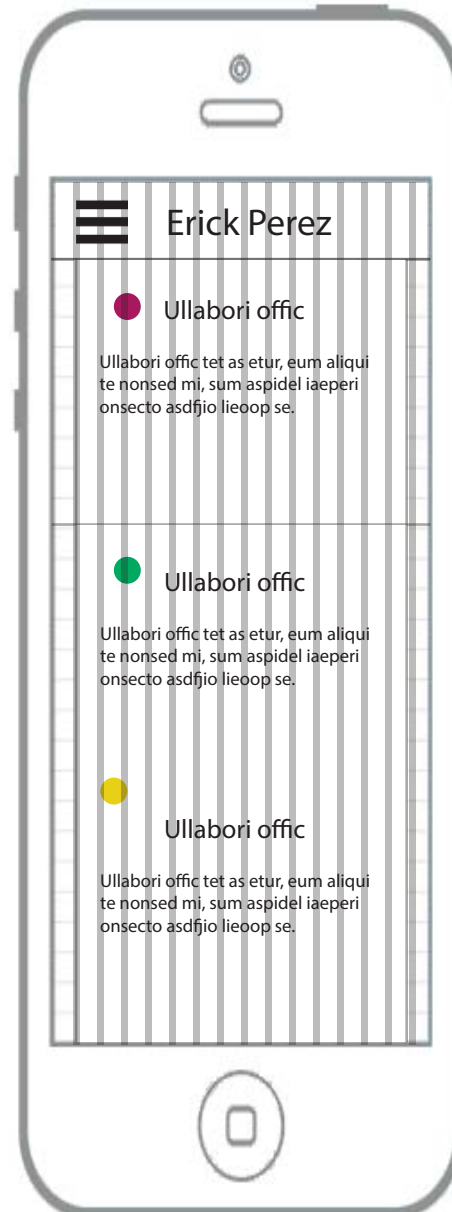
Wireframe Mobile

● This is the wireframe for the hello page. Each section will have a different background. The background may be an image or a solid color.

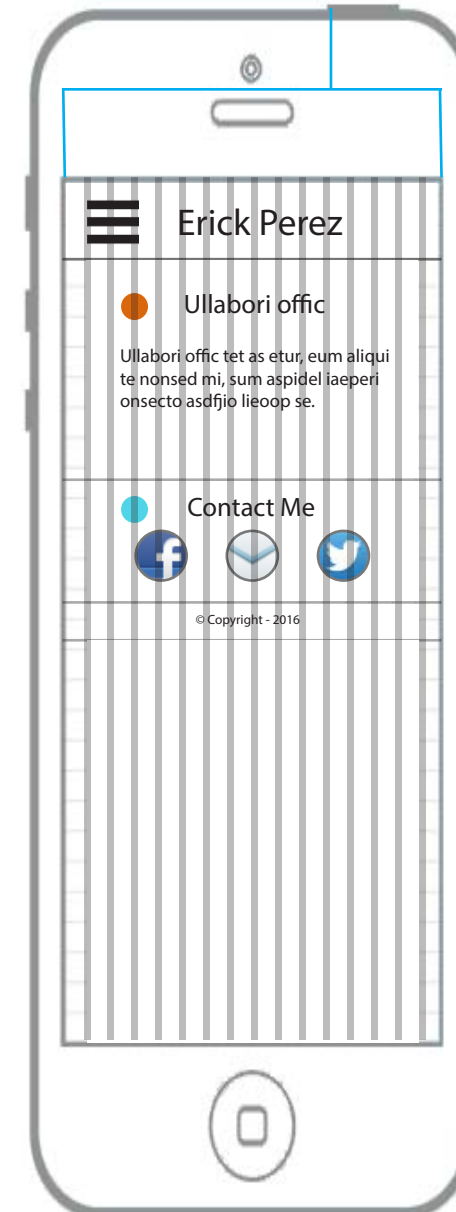
● Each section will have different information about me. The first section will be a short bio. The bio will be around 1-3 sentences.

● The second section will be about goals and purpose. This section is specific for the anthony and mark persona. This section will contain my purpose for the site, as a designer, developer, and for the clients.

Mobile Hello Page 1/2



Hello Page cont.



● The third section will be about my skills and what I know. Will have my design and development skills.

● At the bottom of the page is the contact info. Those links will be available on each page. It's at the bottom to keep it consistent with the landing page.

I tried to keep the content hierarchy and layout consistent through all the devices.

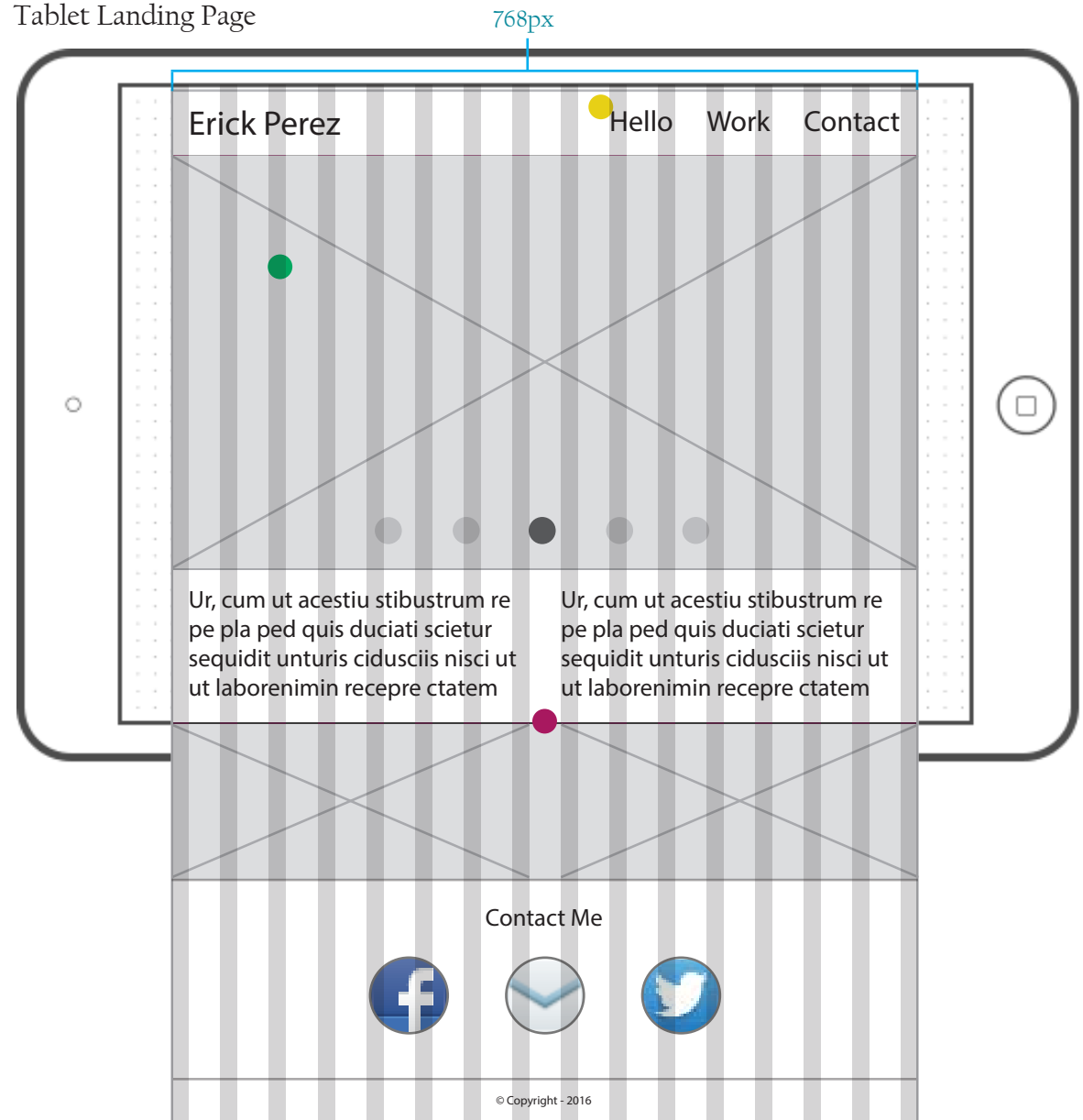
Wireframe Tablet

The Tablet version of the landing page is almost identical to the mobile version. I wanted the site to be consistent. There is two main differences, the navigation and the layout.

- The navigation will not have a hamburger menu icon. I will have the menu laid out on the header. The font size will be slightly smaller then the title. This will make the menu type big enough for the user to touch.
- The content has more space. The sections can now be bigger. The sections will be horizontal to each other instead of vertical.
- The first section will function similar as the mobile version. Can scroll left and right with touch.

The rest of the content is the same as the mobile version.

Tablet Landing Page

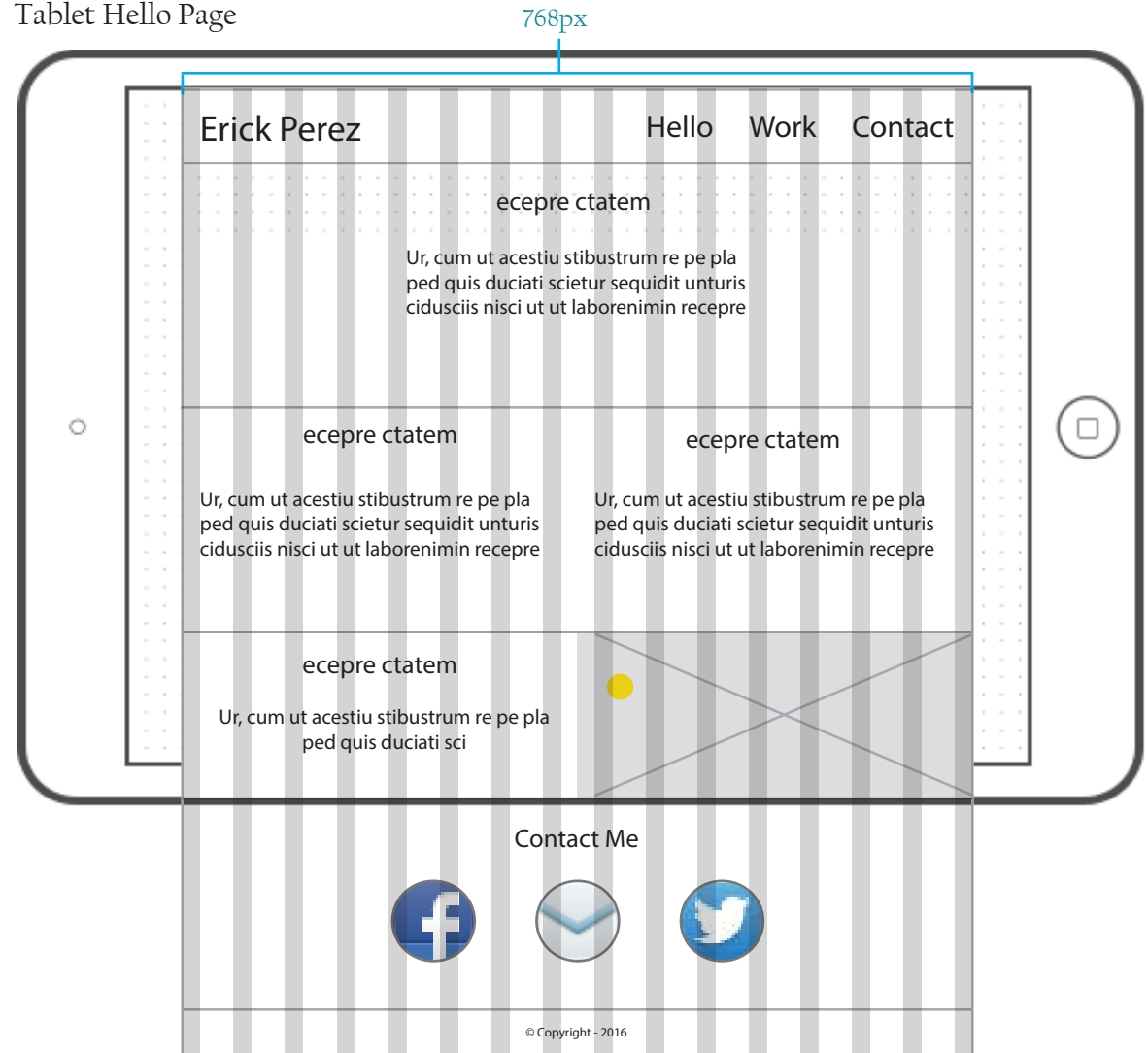


Wireframe Tablet

● The hello page is similar to the mobile version. The only difference is there will be an extra image. This is added to keep the symmetry of the page.

The layout just like the landing page will have more space. Some elements will be placed horizontal instead of vertical.

Tablet Hello Page



Wireframe Desktop

The information design for the desktop version is the same as the tablet version but the content is bigger. It is easier to see the chunking that was used to group the sections. Four different groups are used. Each section is grouped horizontally.

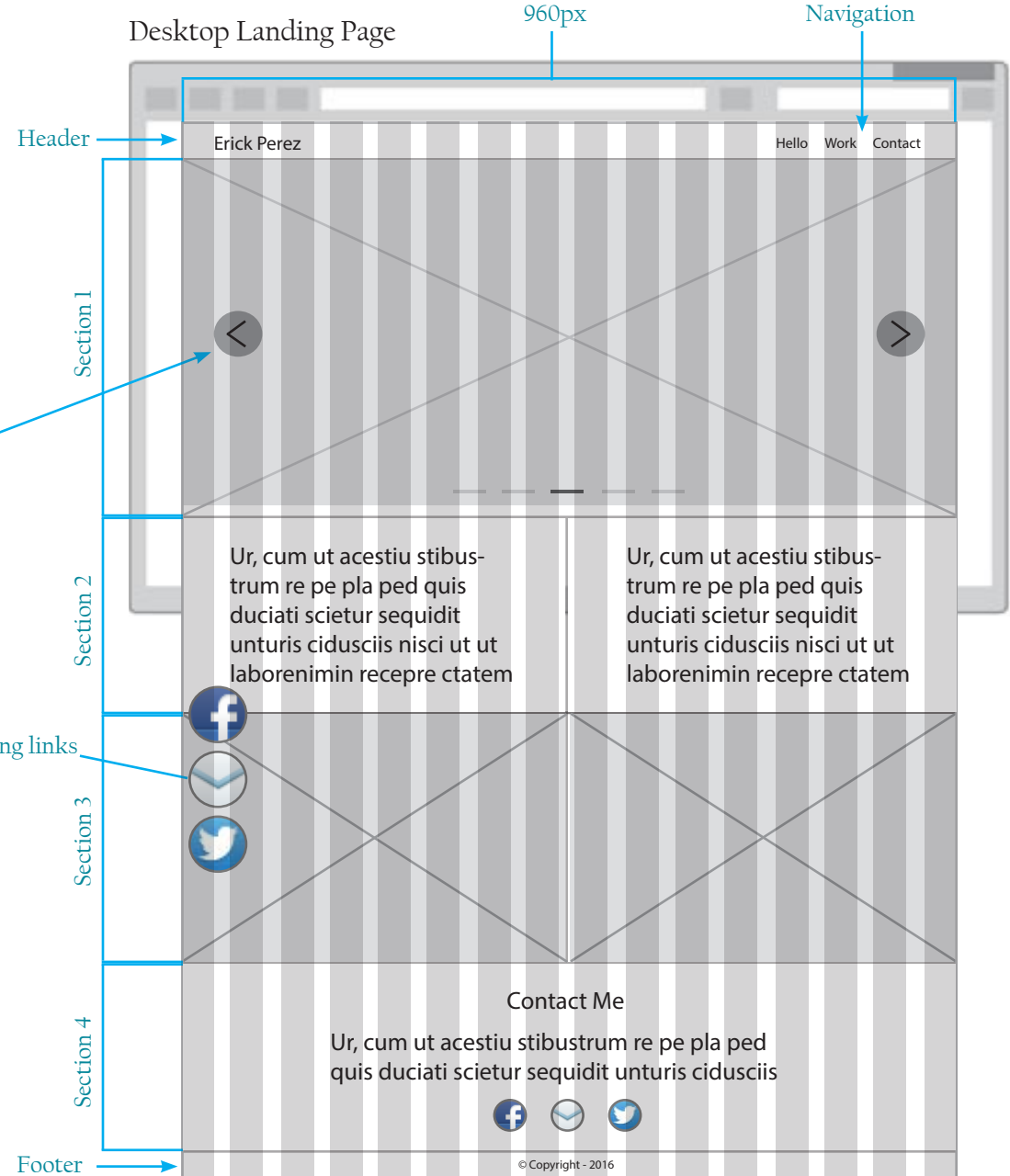
This version also has two main differences than the tablet version. They are the arrow icons on the first section and the social links.

With the desktop most people use a mouse. It is easier to click on the arrow icons than to drag the mouse. The circles will have opacity.

The social links will be floating on the page. They will appear when scrolled down past the first section. The links will never go higher than the first section. They will stay on the same spot of the page as the user scrolls. This will give the user a nudge to use those links.

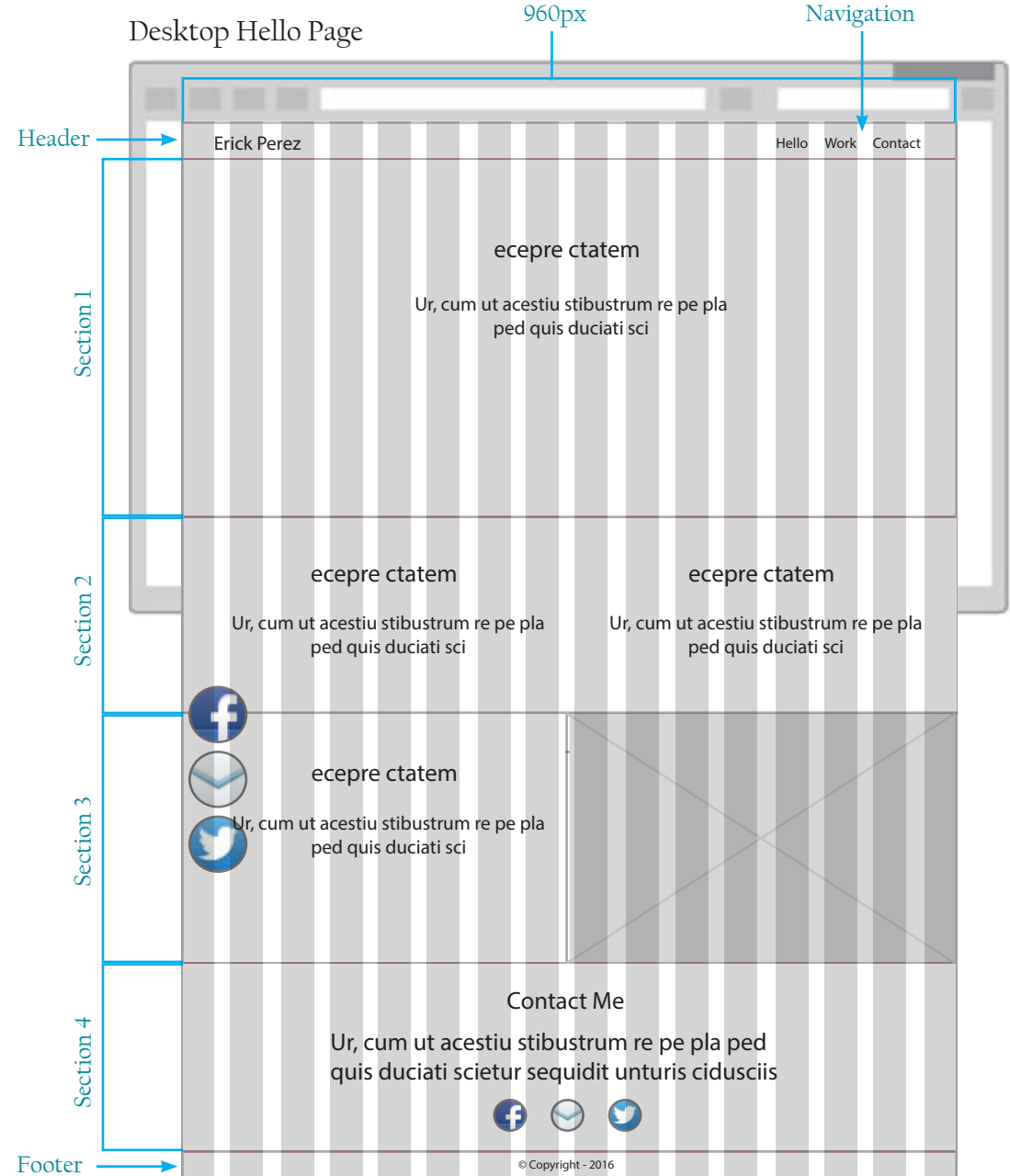
The header will also be on top of the content even when the user scrolls down. The tablet version header will also do this.

Overall this site will have a high signal-to-noise ratio. I only wanted content that was important and that was relevant to the persona's.



Wireframe Desktop

This page is the same as the desktop landing page but with different content. The design will be the same as the tablet version. Each section will have a background image or a solid color.



Typography

Definition: Visual components of the written word including style and appearance.

Typography

Headlines (h2 tag)

Mobile: Bold

Adobe Garamond Pro 30pt.

Tablet: Bold

Adobe Garamond Pro 34pt.

Desktop: Regular

Adobe Garamond Pro 48pt.

Example 34pt.

Contact Me

How to use:

- » No tracking
- » Normal capitalization
- » Blue font color
- » Background white or accent color
- » Horizontal alignment: center

Typography

Site Name (Mobile)

Playfair Display 30pt.

Navigation (Mobile)

Playfair Display 34pt.

Site Name (Tablet and Desktop)

Playfair Display 34pt.

Navigation (Tablet and Desktop)

Playfair Display 24pt.

Example 34pt.

Hello

Work

Contact

How to use:

- » No tracking
- » Normal capitalization
- » White font color
- » Use black when nav. link is active
- » Background blue*
- » Vertical alignment: center

* For colors check color palette

Typography & Icons

Body Text (Mobile and Tablet)

Franklin Gothic Book 18pt.

Body Text (Desktop)

Franklin Gothic Book 24pt.

Footer Text (All devices)

Franklin Gothic Book 10pt.

Example 18pt.

Aboreceatem in porrovidunt
dest ab ipiendebis suntis ali
que expeles nosam ea dollabor
ita dolorem facipsum et, s

How to use:

- » No tracking
- » Normal capitalization
- » Black font color
- » Can use white font color
- » Background white or an accent color*



Icons

Social media links



Mobile menu

Closed



Open



Desktop Arrows



* For colors check color palette

Color Palette

Definition: A given set of colors that can be used within a system.

Color Palette

Primary Color Palette

RGB 7, 136, 155	Hex #07889b	CMYK 84, 31, 33, 2
RGB 120, 120, 120	Hex #787878	CMYK 54, 46, 45, 11

Accent Colors

Triad

RGB 219, 103, 12	Hex #db670c	CMYK 10, 71, 100, 1
RGB 231, 208, 22	Hex #e7d016	CMYK 12, 12, 100, 0
RGB 1, 168, 96	Hex #01a860	CMYK 82, 7, 85, 0
RGB 168, 24, 95	Hex #a8185f	CMYK 31, 100, 39, 8

Monochromatic / Complementary

RGB 80, 212, 231	Hex #50d4e7	CMYK 56, 0, 12, 0
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Surface Comps

Definition: A representation of high-fidelity visual compositions of a final concept.

Surface Comps - Mobile

This is the mobile version of the landing page. There are a few things that are the same on all the devices. They include: ● the header at 50px, footer font size and footer height.

Annotations have been made for the size of each individual box or section. Some sections will have a top and bottom border but not all the sections.

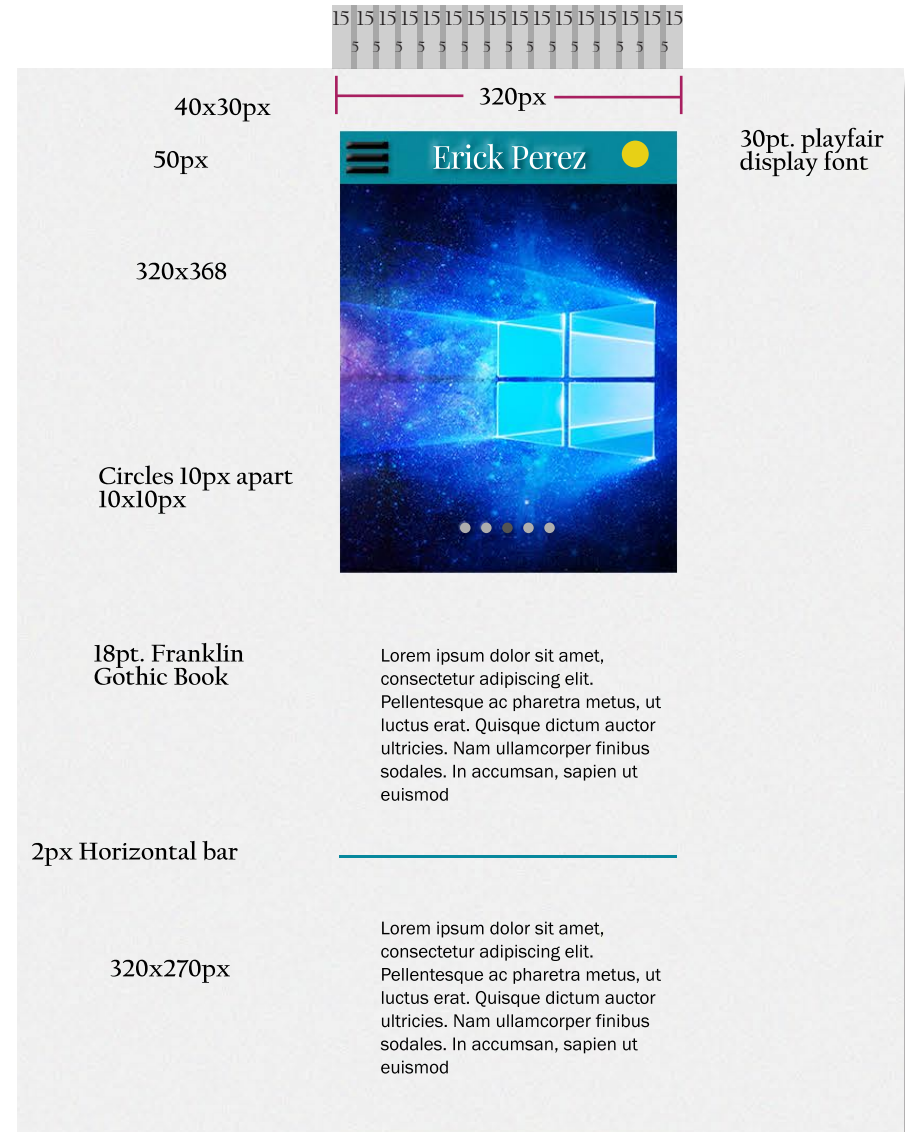
This version is touch friendly. The slideshow can be swiped left and right. The hamburger icon and menu are big enough for the user's fingers.

On the slideshow there are 5 circles that give the user feedback on which slide they are one. These circles can be pressed but are not meant too. That is why they look small.

The font sizes and font types that will be used are annotated. The actual font and font sizes have been used on the surface comp.

All the surface comps followed the wireframes as closely as possible.

Mobile Landing Page

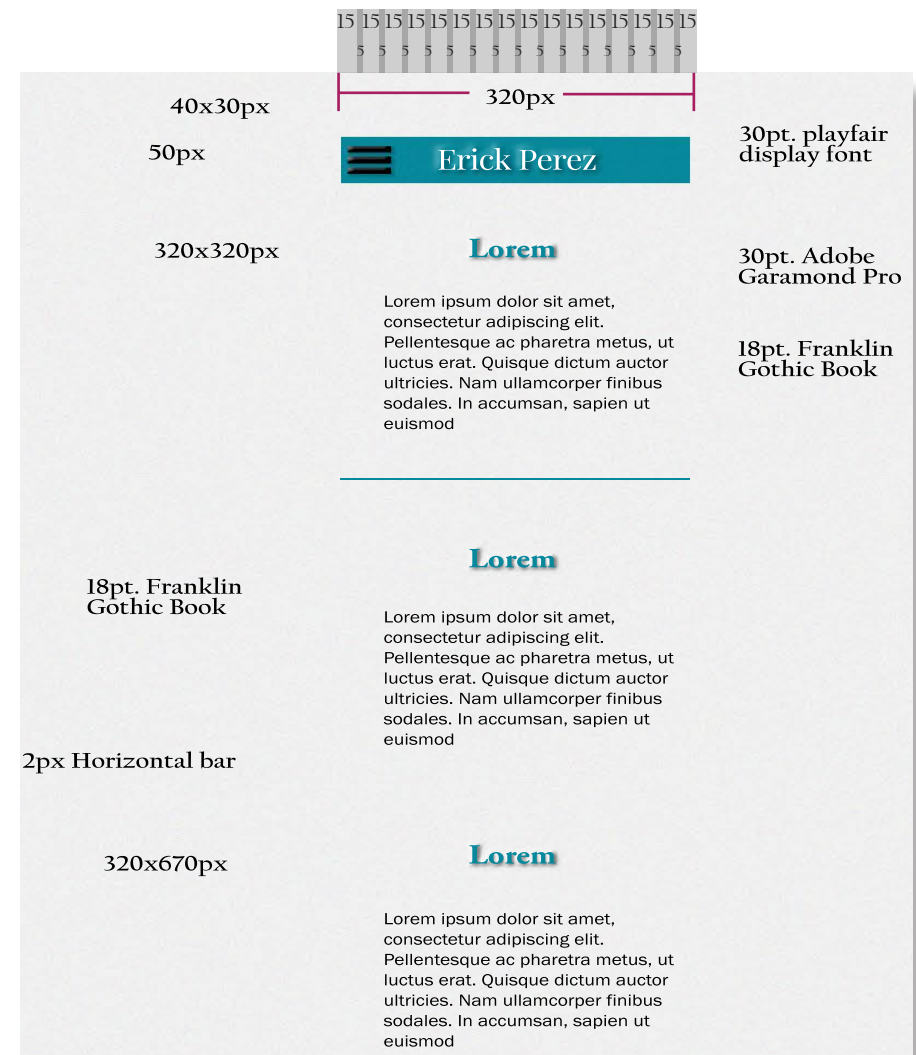


Surface Comps - Mobile

● The mobile Hello page is similar to the wireframe. There is only one difference. A graphic was added. All the other versions had the graphic and I wanted to keep it consistent.

This page was not unique. It is a surface composition of the wireframe. There were no challenges with this page.

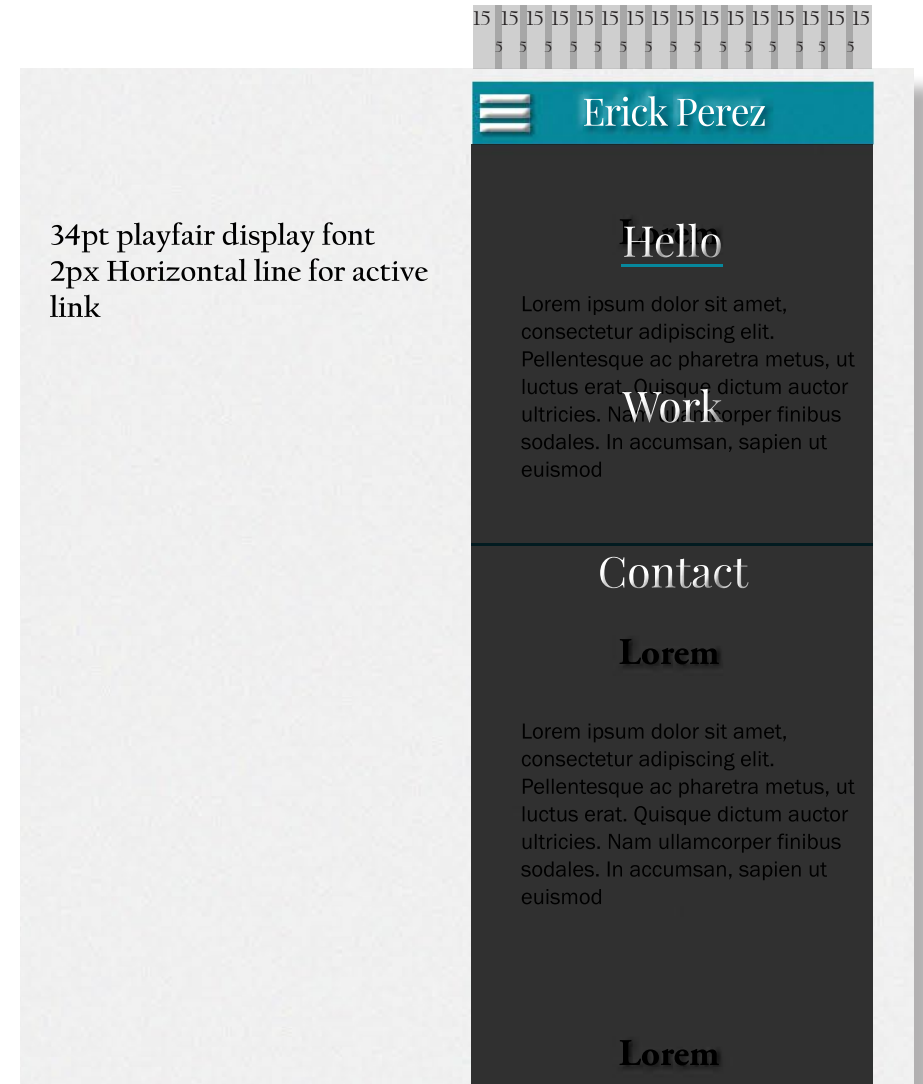
Mobile Hello Page



Surface Comps - Mobile

This is the menu that appears when the user clicks on the hamburger icon. The icon changes color to white. A black layer is added for the background with opacity. The menu background fills the height of the screen. The font size of the navigational links are slightly bigger than the site name(annotated).

Mobile Menu



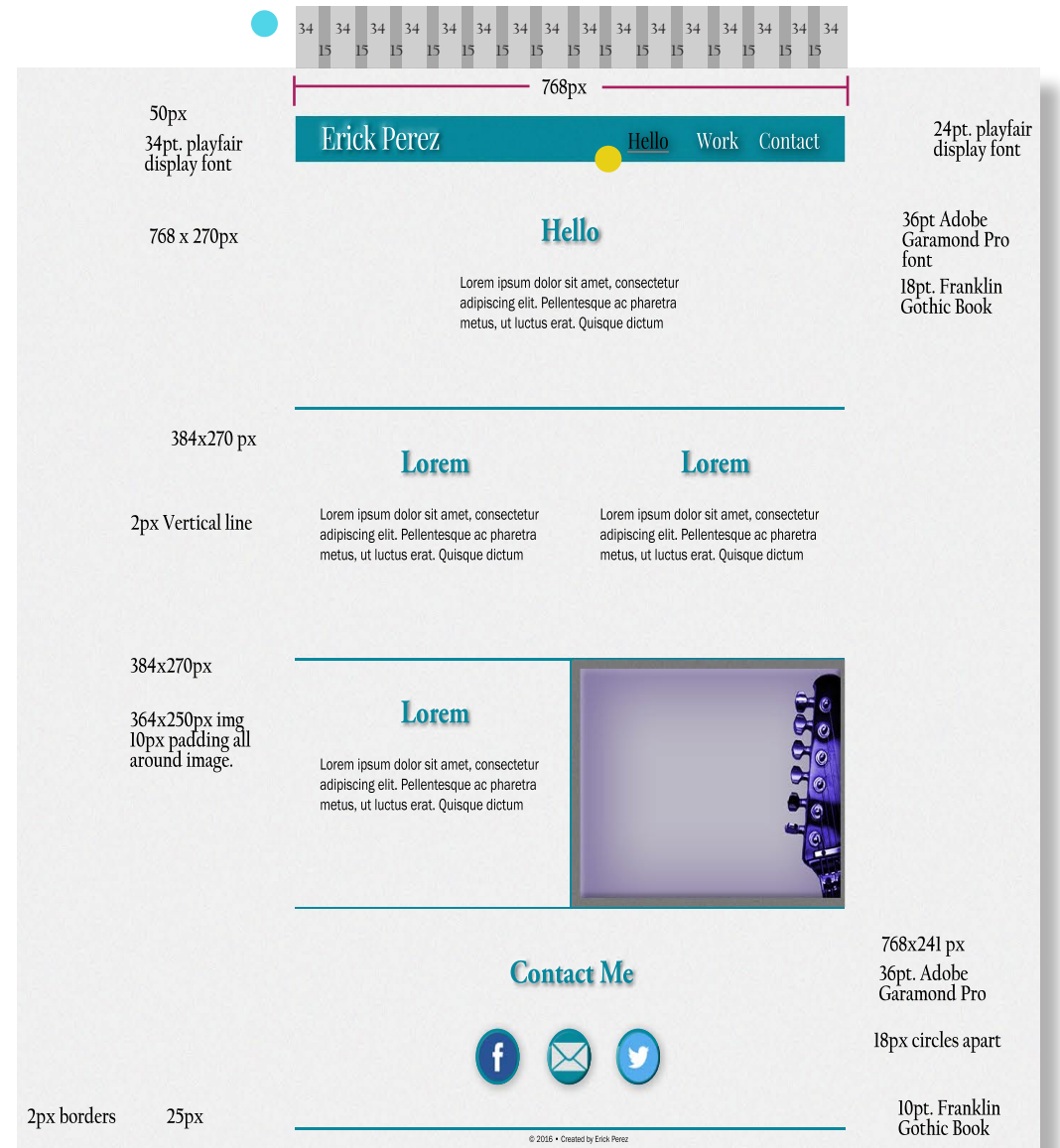
Surface Comps - Tablet

During the wireframe I did not think about wayfinding and show the user where they are on the site. To let the user know where they are, one of the navigation links ● is different when it's active. The font color was changed to black with a grey underline. This was added to the desktop version as well. The mobile version only has only an underline. The mobile menu will not be shown until the hamburger icon is used.

Everything else on the hello page is the same as the wireframe. All the information was annotated like the fonts, font sizes, section sizes, and colors.

● The grid dimensions are different then the wireframe. The reason for the change is the software that was used. The grid is similar to the wireframes grid but it is inverted.

Tablet Hello Page



Surface Comps - Desktop

This is the landing page of the desktop version. There are a few differences on this version. All versions are mobile responsive. The max width for the desktop version is 960px.

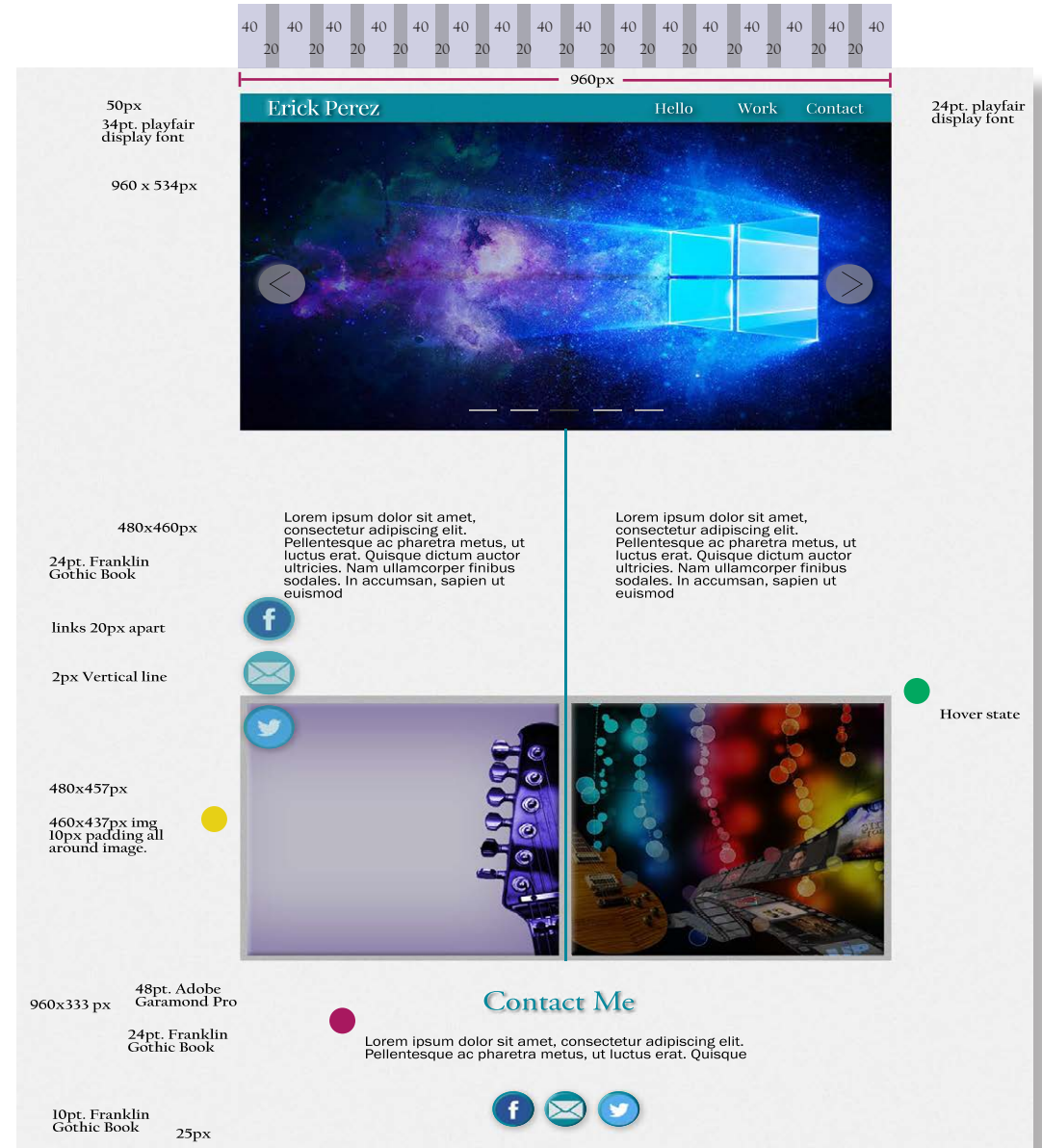
- The section with the images have a padding of 10px on all sides. They did not look good side by side. A grey background was added to that section.

- The contact section is bigger than the other versions. More information is given on that section. The social links are duplicated and added on the left side of the screen. These links will be floating on the page. They will stay on the same location when the page is scrolled. The links will never be on the slideshow.

- The image on the right side displays the image if the user was hovering over it. The image will get darker.

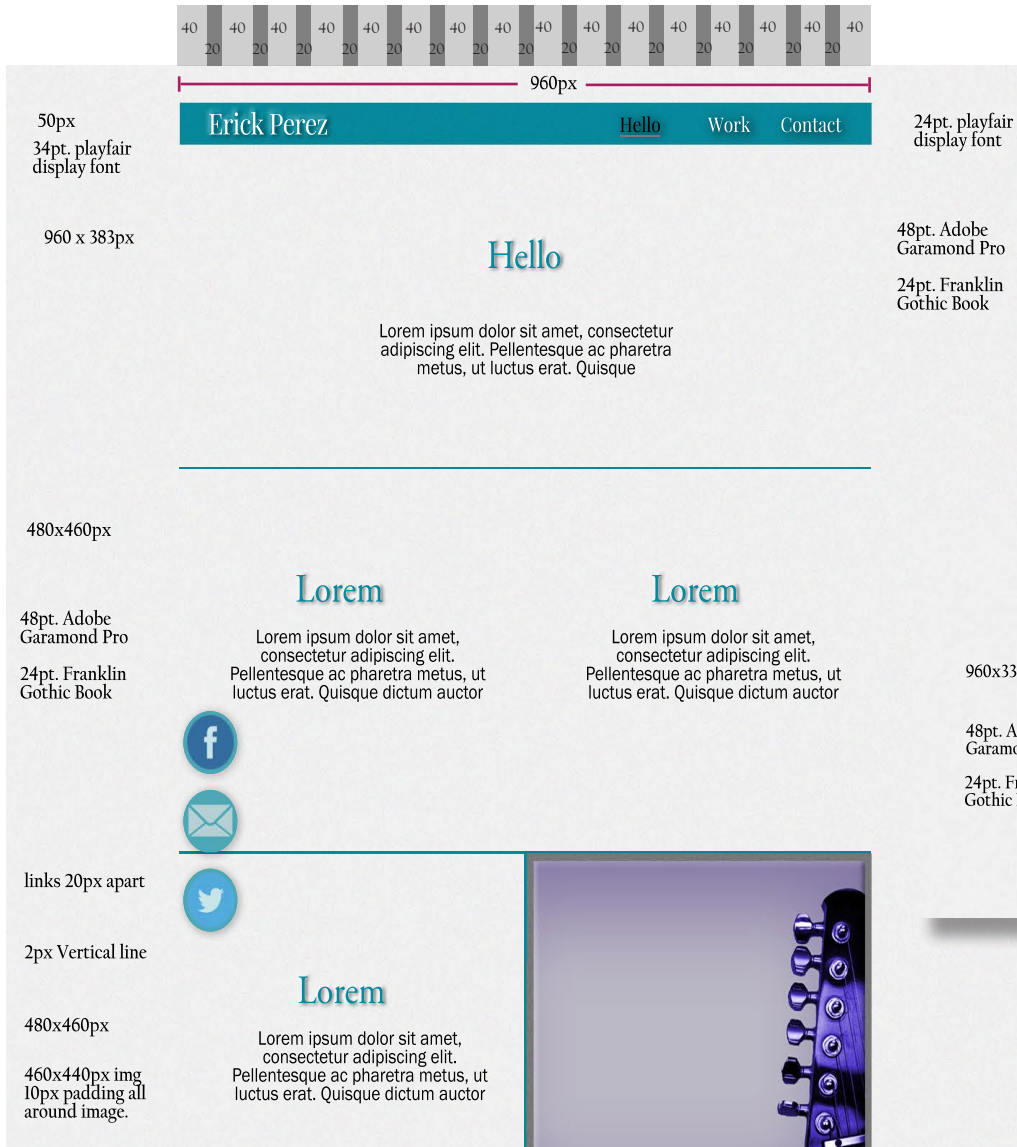
The header and footer are the same size as the other versions. The tablet and desktop versions do not have a hamburger menu button as shown on the wireframe. The font size is also different. It is slightly bigger (4pt).

Desktop Landing Page



Surface Comps - Desktop

Desktop Hello Page



Many of the differences of the hello page have been pointed out on the desktop landing page. This page did not give any challenges it is the same as the wireframe.

The image got 10px padding and a grey background. The social links will behave the same as the landing page to keep consistency.

All the necessary information has been annotated.

Desktop Hello Page pt.2



Surface Comps - Layers

I organized my layers in photoshop for the surface comp. I did not include all the versions because all of them look the same.

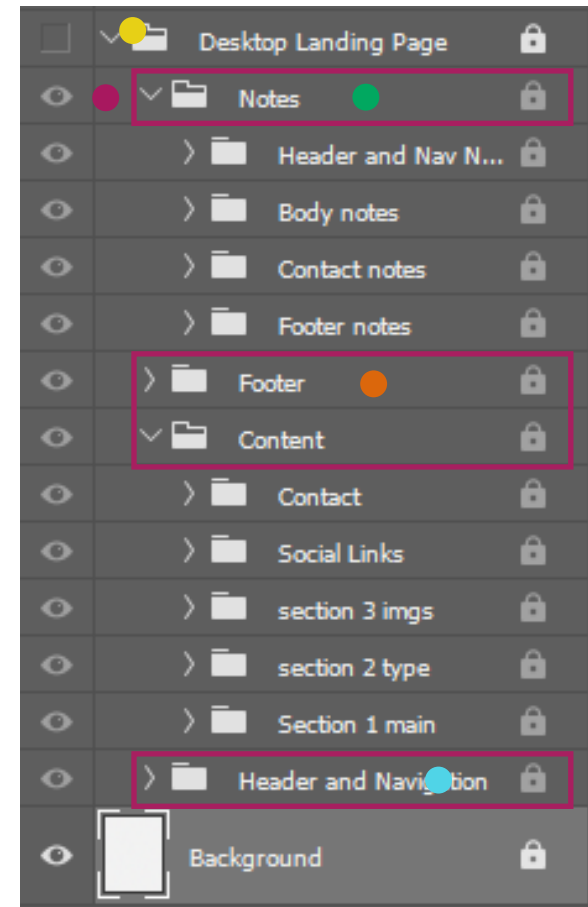
● At the top of the hierarchy is the page folder. The next level of the hierarchy is the main folders: ● Notes, Footer, Header and Navigation, and Content.

● The Notes folder is where all the dimensions, fonts, font sizes, margins, paddings, etc are located as text layers. This folder is organized into the different parts of the page like footer, header, and content. The content has sub folders that are the sections of the page.

● The Footer folder contains everything for the footer. It has three layers. Two of them are for the border and the third layer is the footer text layer.

● The Header and Navigation were named together because on the site the Navigation is in line with the header. This folder has two text layers. One is for the site name and the other is the navigational menu. The folder also has a background layer for the background. The mobile version has an extra layer for the hamburger icon.

Photoshop Layers



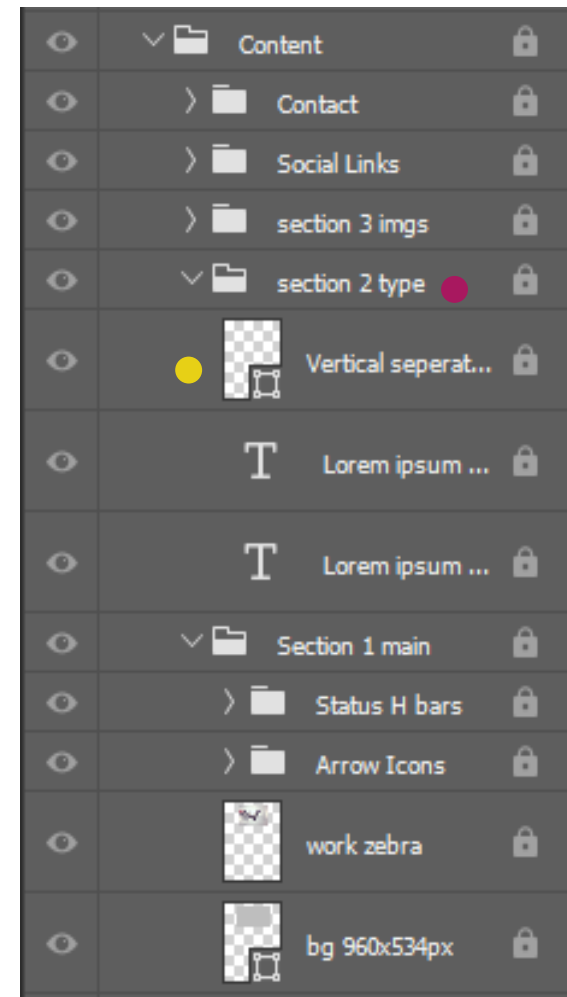
Surface Comps - Layers

This is the content folder opened. In this folder there is a contact folder, social links, and section 1 - 3 folder. The content folder looks almost the same on the other pages with slight difference like instead of a picture layer it's a text layer. The structure of the layers are the same.

Each section folder has the layers needed for that section. All the layers except the text layers describe what they contain like a ● Vertical Separation line. I did not specify which vertical line it was because that is implied by the ● name of the folder. On the screenshot the vertical line is in the section 2 folder.

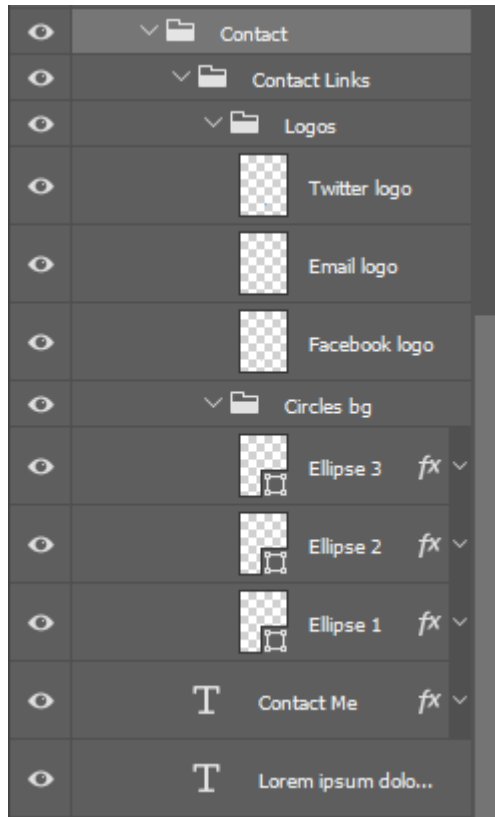
Some sections have sub folders, like section 1. Section 1 is the slideshow. The sub folders are ● the arrow icons and horizontal bars at the bottom of the slideshow.

Content Layers for Landing page

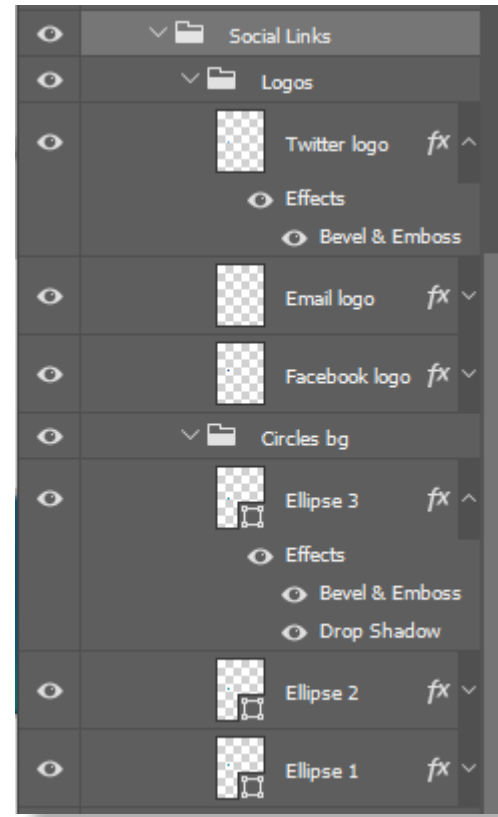


Surface Comps - Layers

Contact Folder

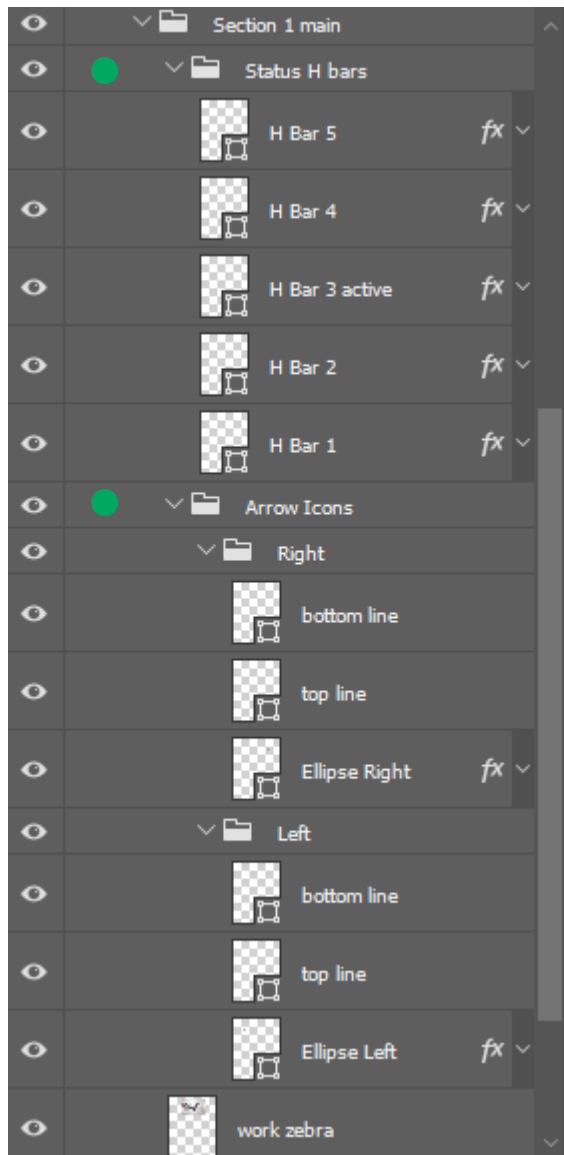


Social Links Folder

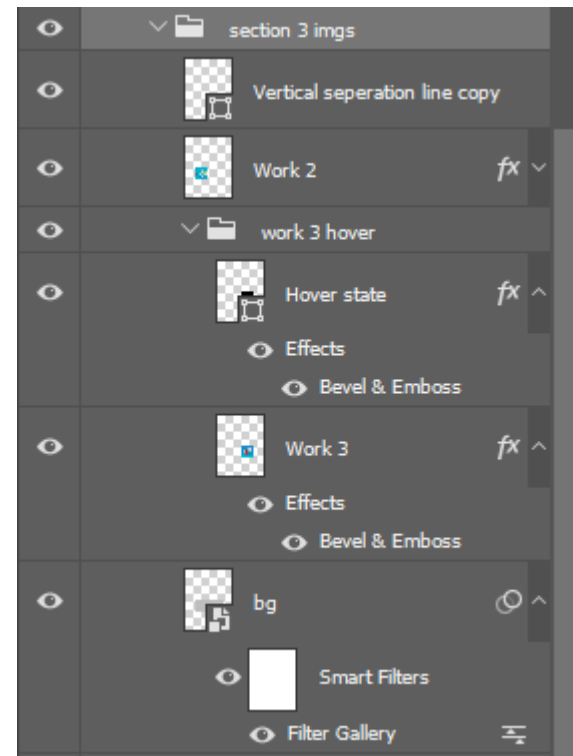


Surface Comps - Layers

Section 1 Folder



Section 3 Folder

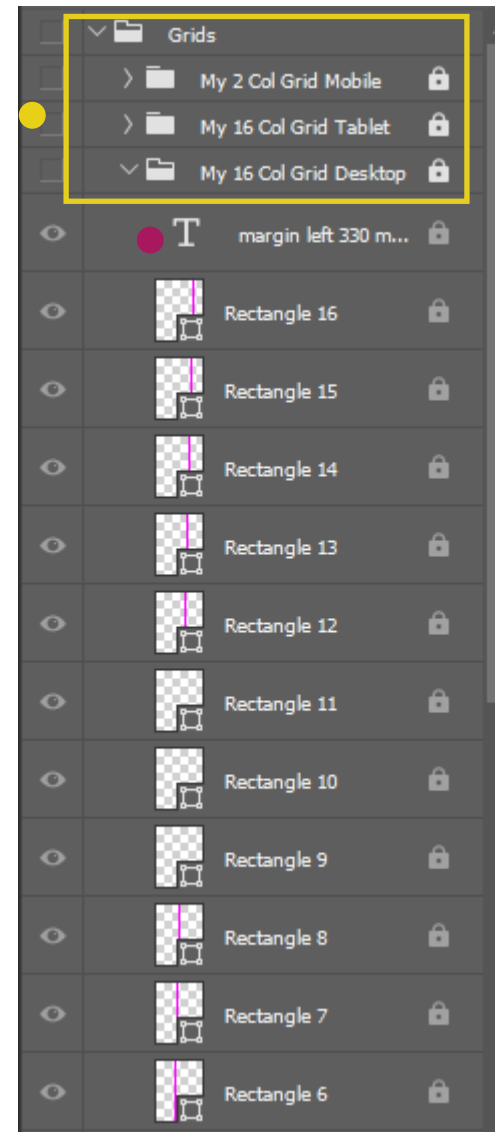


Surface Comps - Layers

● This is the layers I used for the grid. I had separate grids for each version. Each version has it's own folder. Those folders are inside a parent folder called grids. I think the organization makes sense and it's logical.

Inside the folders there are 16 layers of columns. The spacing and gutters were made based on the photoshop grid layout. ● I added a 17th text layer. This layer explains the dimensions for the grid to use in photoshop.

Layers for the Grid

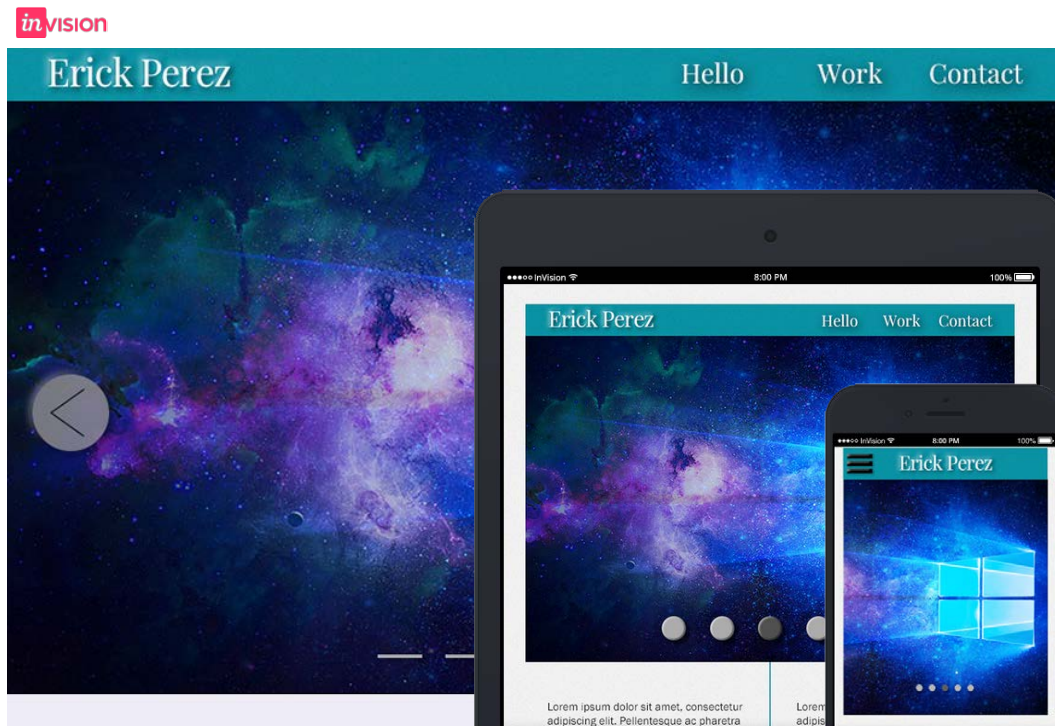


Prototype

Definition: A high-fidelity demonstration of what a website or app will look like and function when it is live.

Prototype

InVision was used to make the prototype. Prototypes were created for the desktop, tablet, and mobile platforms. With the prototypes a few features were displayed. The hover state could be displayed properly on the desktop version. The tablet and mobile had touch features. The mobile version displays how the menu icon will work and how the slideshow will work using touch.



Mobile Prototype: <https://invis.io/XK9ONF4WR>

Tablet Prototype: <https://invis.io/U49OKTQXG>

Desktop Prototype: <https://invis.io/RS9OEH2JM>

Deliverables Etiquette

I have organized my files. It is now easy and fast to find specific files. In the main folder only the important things are included. The assets contains images and other files used in the surface comp or indesign project. For those who just need to see the style guide a PDF file is available.

Main Folder

