

# Revamping a Web Portfolio

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Catherine Schultz

# Project overview



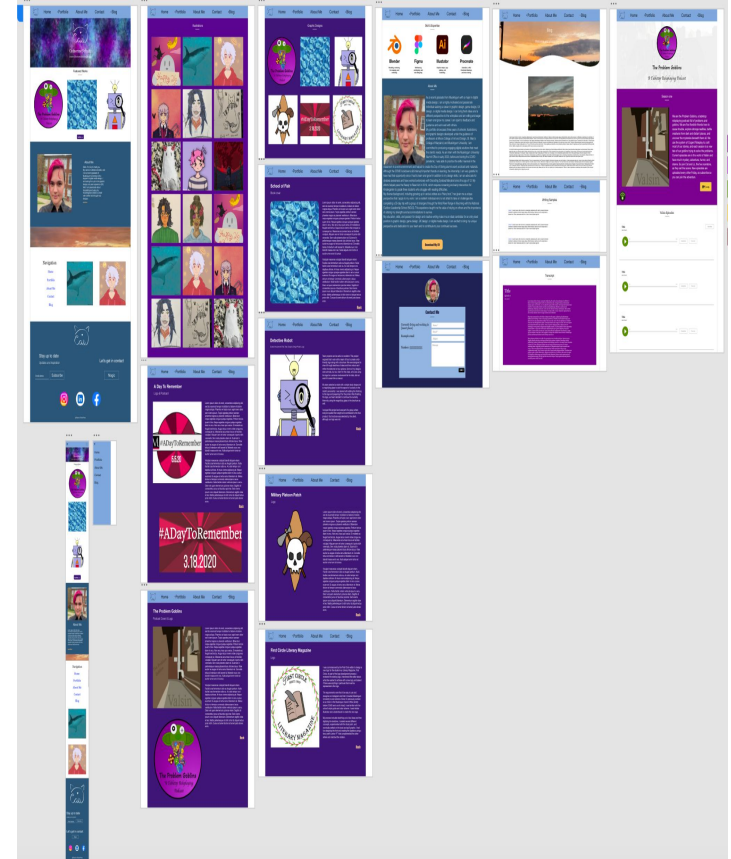
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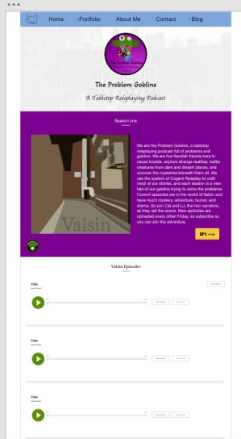
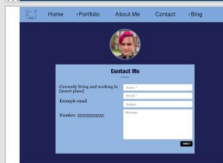
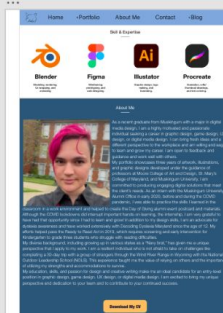
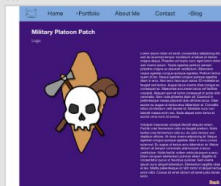
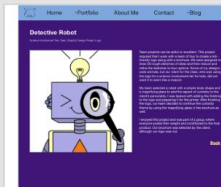
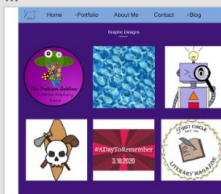
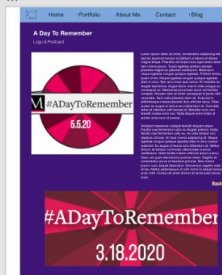
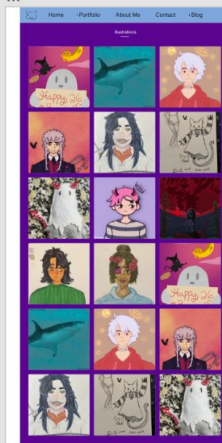
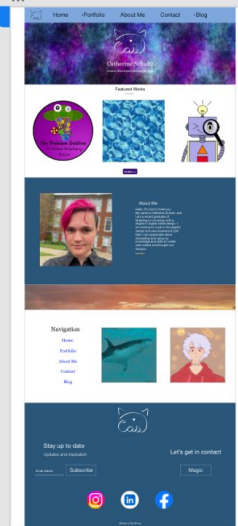
A revamp Portfolio Website that is more intune with the Brand, and feels less clutter. Target market is for employers and people who wish to hire this service.



## Project duration:

I roughly started this project on March 8th 2023 and ending on June 12th 2023





# Project overview



## The problem:

The client wanted a better portfolio, that lined up more with their brand, and showed information in a neat and understandable way.



## The goal:

Take the old site and remodel it so it would feel more in brand with the creator. A site when someone would look at it they would recognize it as this person's vibe.

# Project overview



## My role:

Lead UX designer, graphic designer, and web builder (using wordpress).



## Responsibilities:

Wireframing, prototyping, getting a version ready for web, and translating the prototype to a wordpress website.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



For my research I had to first explore and learn about the current site. After I used Google forms to ask questions to my participants. With this information I created some empath maps to understand the client and the needs of their website. The primary goal of this website was to be a portfolio site, so it's primary users would be potential clients.

# User research: pain points

1

## Home Page

The home page was lacking of info, and contained little to no visual interest. This will guide moving forward by having a more filled homepage that inspires perspective clients to want to look around.

2

## The Portfolio

The layout of the portfolio, was complicated, and caused some confusion to people. I'll keep in my mind that the client wants to have descriptions of what they did for the project, but look for another way to go about it.

3

## Menu

The menu worked but there where items on it that could be in the same place, like a drop down menu. Add a drop down menu for easier navigation.

4

## No search function

There was no way to search for things on the site. This can be fixed by better menus and buttons, but might need to add a search bar for ease of use.



# Persona: Jan

## Problem statement:

Jan is a hiring manager who wants to find a skilled Graphic Designer because her agency is looking for a new hire.



Jan

**Age:** 32  
**Education:** College-BA  
**Hometown:** Ohio  
**Family:** 4  
**Occupation:** Hiring manager

*"As a hiring manager for a graphic design company. I come across numerous web portfolios. I value the ones that are well organized"*

## Goals

- Find a talented designer
- A portfolio that shows a many different abilities
- 

## Frustrations

- Hard to quickly evaluate portfolio
- Not having clear descriptions
- Hard to navigate
- Not having a showcase of the design progress

Jan is a Hiring manager who works for a graphic design company. She is looking for a perspective graphic designer to hirer. Her goal is to find a talented designer that shows off the persons differing abilities. She get frustrated with being unable to quickly evaluate a portfolio.

# User journey map

I was using Jan's goals and what her job may entail to make this. While the improvements aren't really for her but more so what the person who is redesigning their web portfolio would have to focus on.

## Persona: Jan

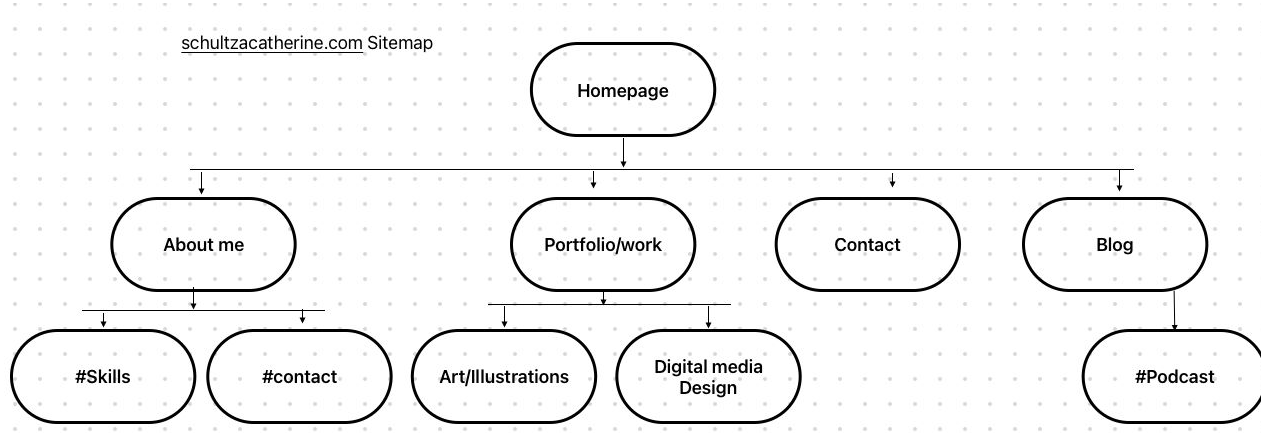
Goal: Find a talented Graphic Designer

ACTION	Research	Initial Portfolio thought	Portfolio Exploration	Evaluation & shortlisting	Contact & follow-up
TASK LIST	A. Look through potential candidates through online job boards B. She finds one that catches her interest. She moves the one that caught her interest to explore it more in detail	A. She clicks on the portfolio's link on home page. B. Scans it for visual appeal & professionalism	A. Jan pays close attention to project thumbnails, descriptions, and examples of work. B. Looks for clear project descriptions. C. Looks for evidence of collaboration, client feedback, and impact	A. Based on content, visual experience, and user experience. Jan determines if right fit for job B. If meets expectation shortlist the person	A. gets in contact with shortlisted person. B. Might visit portfolio to create specific questions
EMOTIONS	<ul style="list-style-type: none"> <li>happy</li> <li>tired</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation</li> <li>Neutral</li> </ul>	<ul style="list-style-type: none"> <li>Neutral</li> <li>Interested</li> </ul>	<ul style="list-style-type: none"> <li>Understanding</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>easy</li> </ul>
IMPROVEMENT	Time	Make a visually interesting home page since that's	Time Make sure the information that Jan looks for is	time	



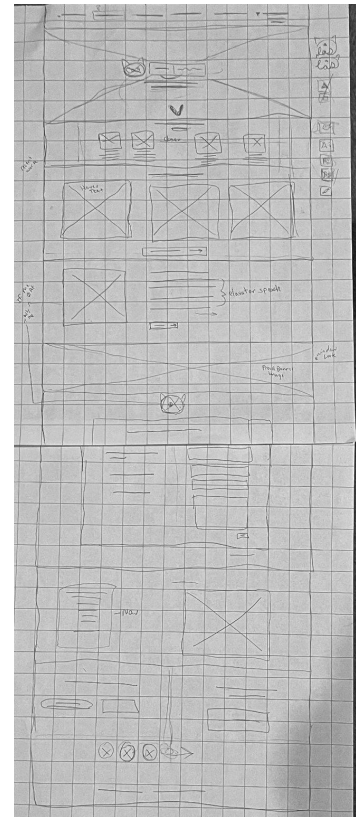
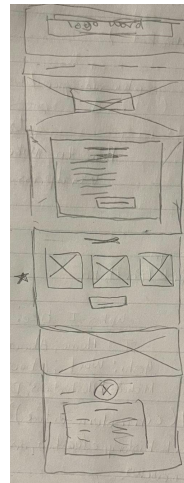
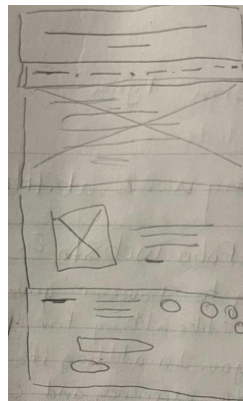
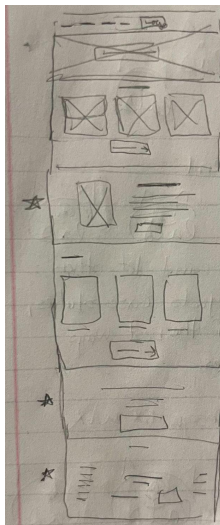
# Sitemap

The home page is often the main focus of Web portfolios it's the make it or break it on if people are going to view more. Next important destination is the portfolio, about me, and contact.



# Paper wireframes

Next I sketched out the wireframe focussing on how the homepage should be laid out.



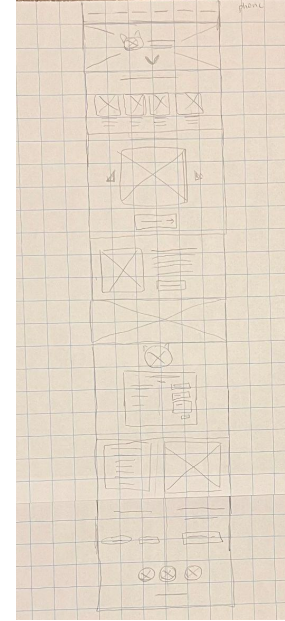
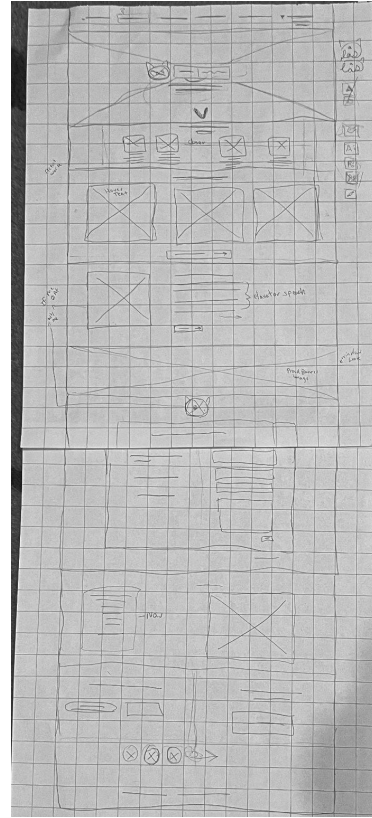
Refined  
design



Stars are the ideas I liked

# Paper wireframe screen size variation(s)

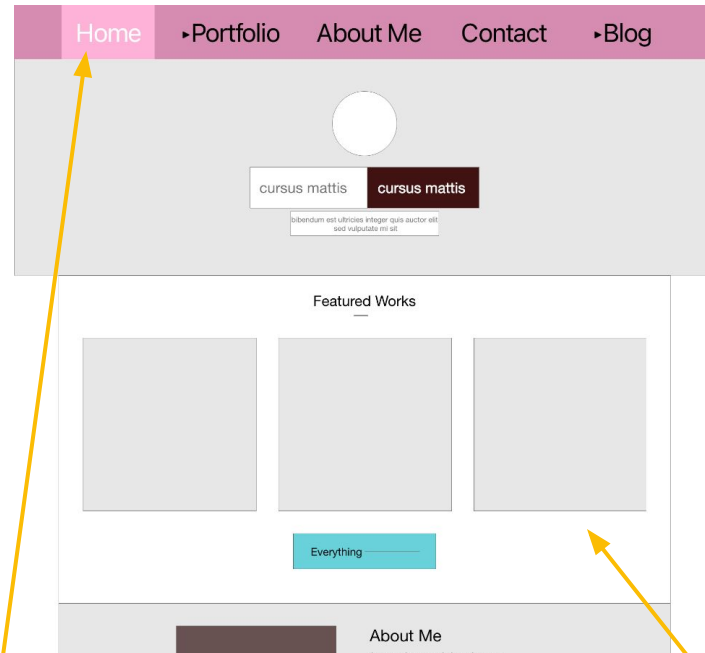
Since this site needs to be accessible on any device. I started work on the home screen for a smartphone device, to make sure the website is fully responsive.



# Digital wireframes

Moving from the paper wireframe to the second iteration of the digital one.

Prioritised big buttons and a featured section to grab employers attention.

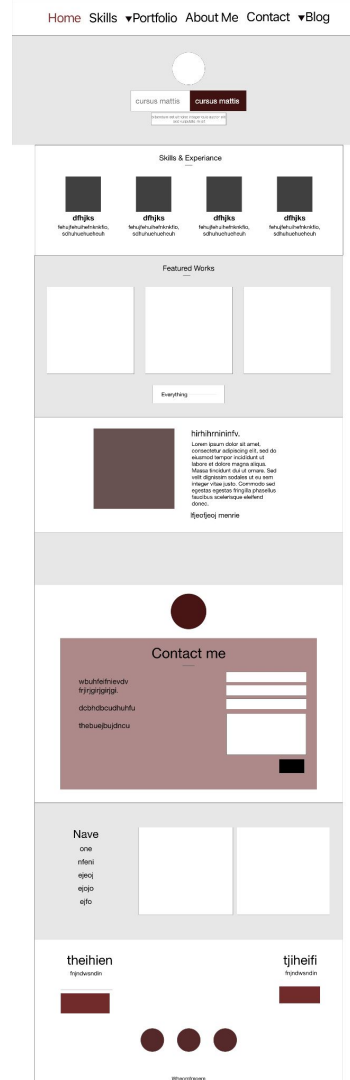


Simple and easy to navigate home bar

Examples of the persons best work

# Digital wireframe screen size variation(s)

I wanted it to stay  
consistent but, not have too  
much information on the  
phone version.

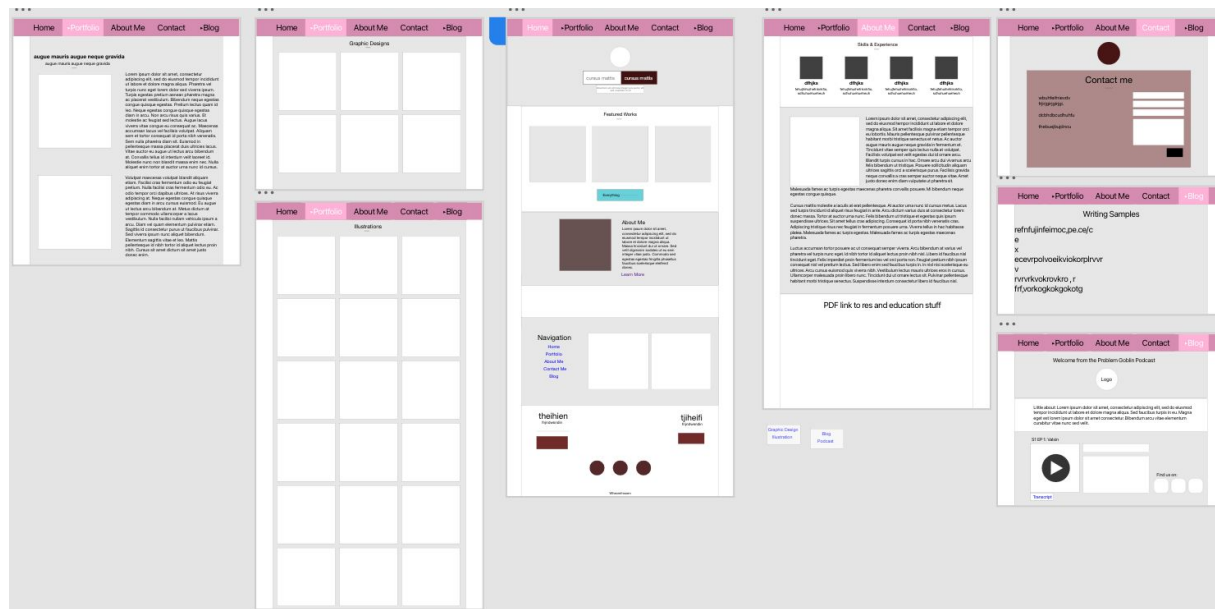




# Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow through the lens of what would a person looking to hire would look at.

At this point I had already received feedback on my design from my teammates about placement, inconsistency with the menu, and organization. I made sure to listen to their feedback and implement several suggestions to address pain points/confusions.



View current [Web-portfolio low-fidelity prototype](#)

View old [Web-portfolio low-fidelity prototype](#)

# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

These were the main findings from the study:

1

## Drop down

Users found that the dropdown menu had some major issues.

2

## Navigation

Links within the page where broken or did not lead anywhere

3

## Consistency

The menu bar had some backed in internal links to the home page that made no sense for other place in the web-site.

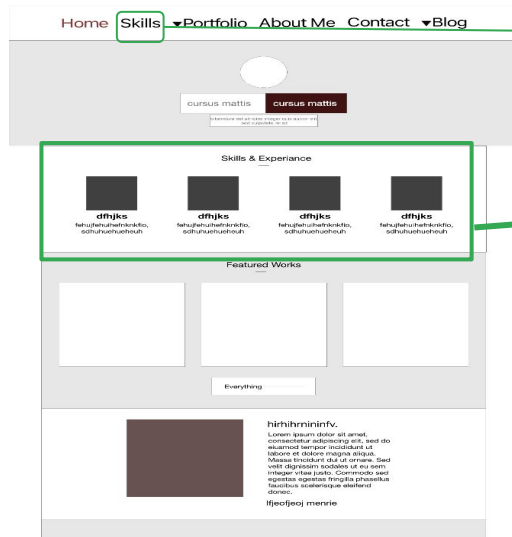
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

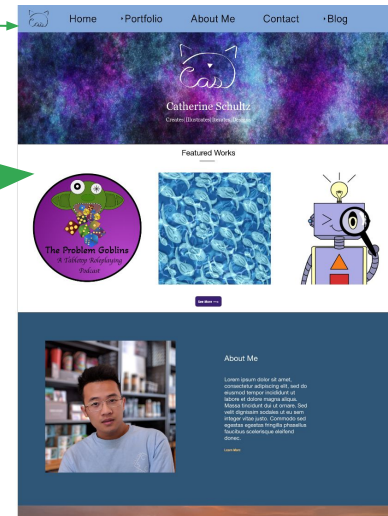
# Mockups

Based on my insights on my usability study I dropped the skills section in the menu bar, and moves the Skill & Experience section to the about me section, so that it would make more sense.

## Before usability study



## After usability study



# Mockups

Color pallet change and sizing of text of the menu.

## Before usability study

Home ▼Portfolio **About Me** ▼Blog

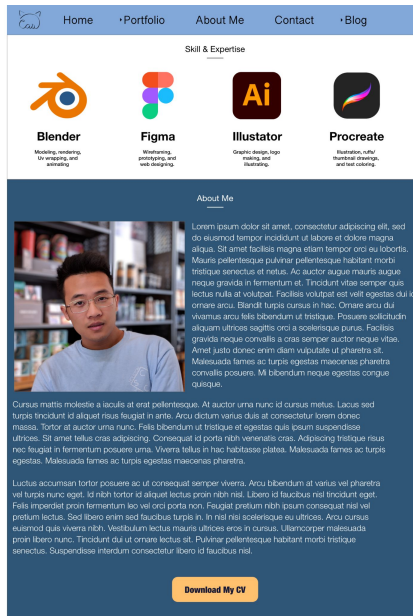
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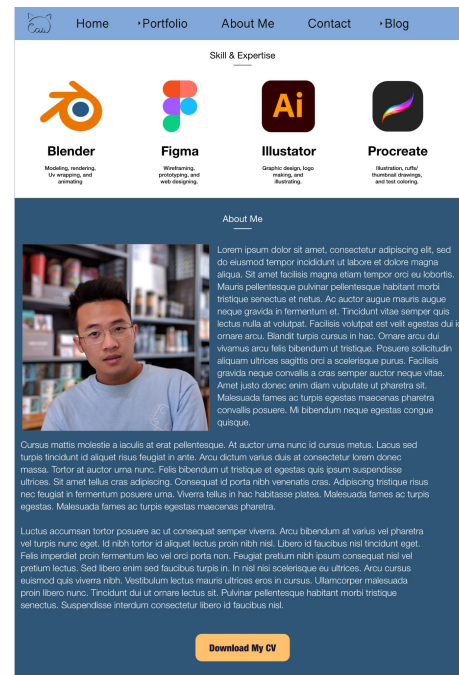
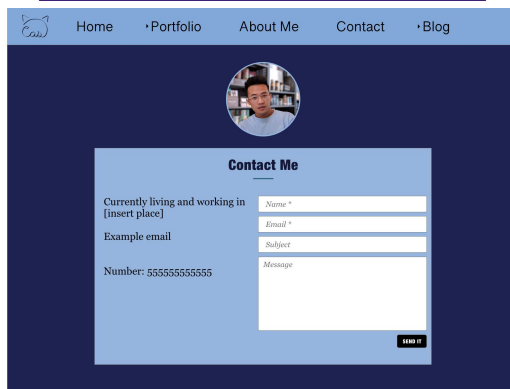
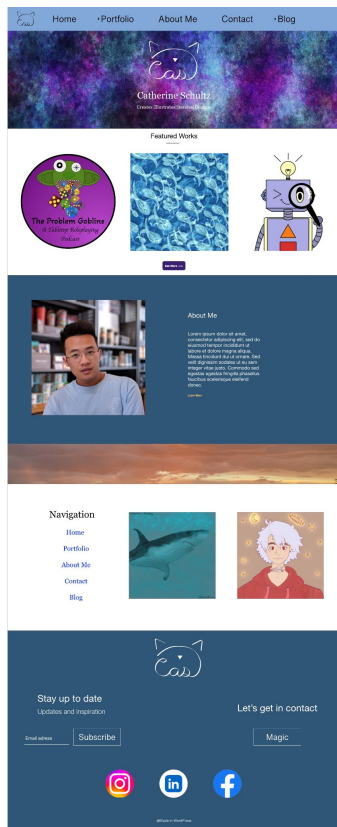
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## After usability study

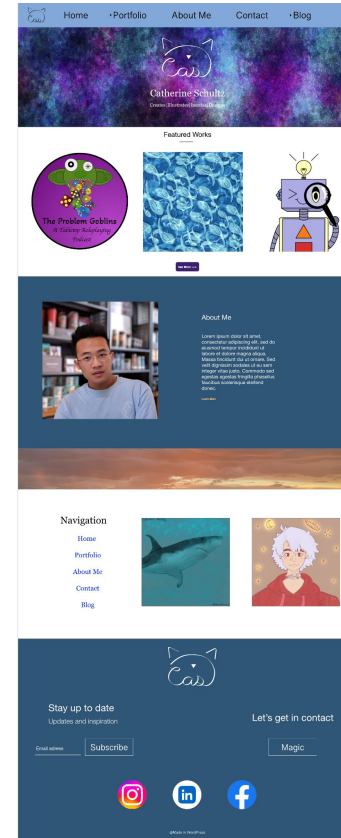


# Mockups: Original screen size



# Mockups: Screen size variations

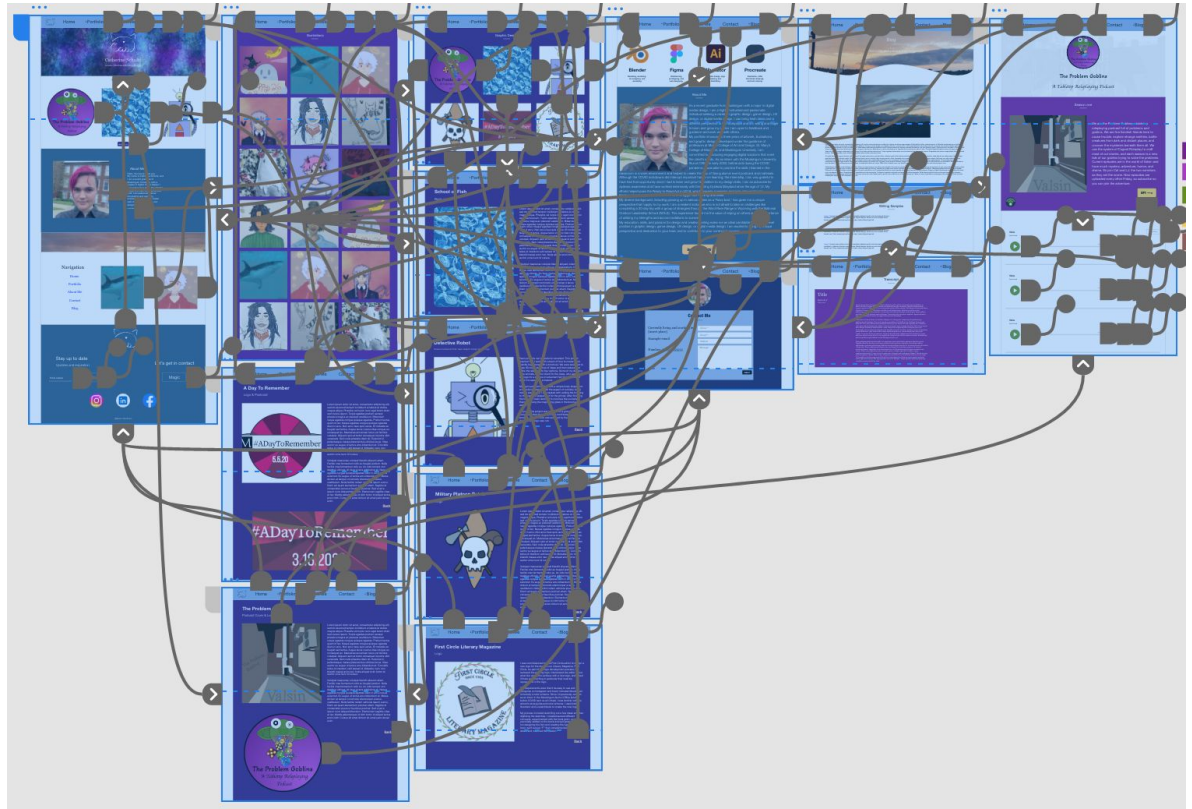
I included considerations for different screen sizes in my mockup, based on my earlier wireframes.





# High-fidelity prototype

My high-fidelity follows a simulated user flow to lo-fi prototype, but includes the suggestions made during the usability study, and from my team.



View [Web-portfolio high-fidelity prototype](#)

# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

9 participants



## Length:

20-30 minutes

# Usability study: findings

These are the main findings for the high-fidelity usability study

1

## Readability

The words on the hero image were hard to read and some text for specific sections were too small to read.

2

## Button Wording

Some of the wording of the buttons were confusing, and lead users unsure where the button would take them.

# Accessibility considerations

1

I used headings and different sized text to create visual hierarchy

2

I made sure that alt text is available on each page for smooth screen reading

3

I used WebAIM to make sure contrast for text would be readable

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Compared to the old design of the portfolio site the new one is much more in line with the branding of the client. The home page is much more inviting and leads people to other place on the website. Over all the new web-portfolio will help with the client getting a job.



## What I learned:

I learned how to improve an already existing website and had to think within the limitations of what a site like Wordpress can do with a beginner at the wheel. I'm glad I did this, since it will help myself setup a well organized web-portfolio. (Since this project has been about fixing my own portfolio).

# Next steps

1

Use the current feedback on the high-fidelity to improve the project further.

2

Implement and start on getting these changes on the web-portfolio, and work and creating a more well rounded experience.

3

Launch the updated web-portfolio with all the additions and run a few tests there, and continue to improve further.

# Let's connect!



Thank you for reviewing my work on revamping my web-portfolio!

If you would like to get in touch you can reach me here:

Email: [c.alaina.schultz@gmail.com](mailto:c.alaina.schultz@gmail.com)

Website: <https://schultzacatherine.com/> (note: if it's not like the mockups I haven't reached #3 yet)