

Design and Validation Guide

Portfolio Website

By Abe Raigne

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Site Summary

The purpose of this site it have a portfolio piece that can be viewed by anyone any where on any device. The content within will give the person looking for any services from me a good look at who I am and where I have been. It will make them confident in hiring my on. Whether for a full time job or to do contract work.



Because of this i need a site that will sell me as what I am and show the benefits to using me. My skills are not better but they are different varied and genuine.



I do not have a lot of work history and experience in web design specifically. What I do have is a lot of experience in a myriad of different mediums almost all use Adobe products in one way or another. I also have a lot of customer service experience and experience running a successful business and leading a team to achieving goals milestones



So this site not only needs to be a good example of who I am and where I have been. But it needs to be an example of what i can do in itself. A potential employer of client needs to look at the web site whether on Phone, tablet, or Desktop and be impressed. Impressed with the site it self, and the content within. It will designed in a fashion that will keep the user on the page and make them want to dig a little deeper.

Ryan "The Leader"



Age - 43
Sanjose
Masters in Information design
Salary 180,000

David is all about mobile first. He is constantly moving on to new and interesting devices that push the medium forward. He is up to date with the latest technology trends and is always trying to stay ahead of the curve. Always looking for new innovative apps to draw separation from.

"Show me you can lead others."

His Story

David is the lead on new projects at Global Network Design. They take old sites and upgrade them to be more user friendly, stylized and overall just better. He has been assigned to lead the Utah branch at Thanksgiving Point and grow the team to twice the size in a year.

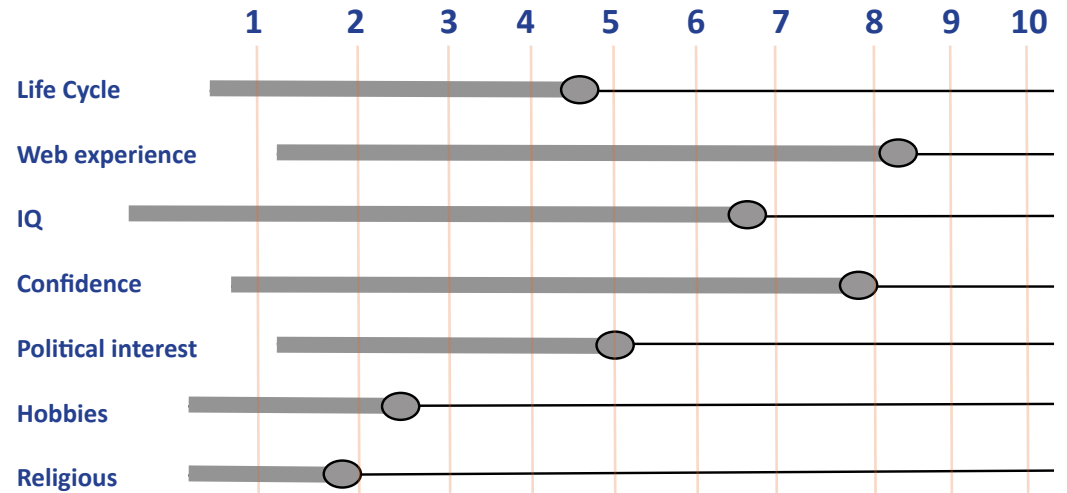
He moved to Utah with his wife and two girls. He is looking to hopefully spend more time with his family as he grows his thanksgiving point branch and everything becomes more stable.

Ryan enjoys hiking and the outdoors and believes in a balance of work and play and taking care of your body.

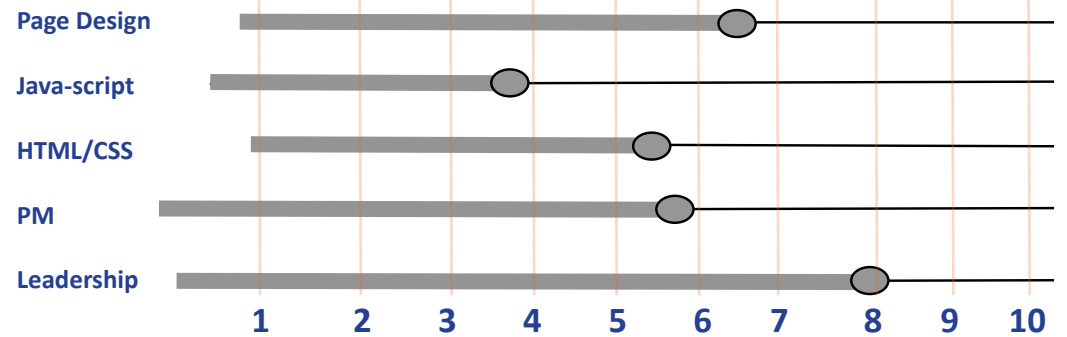
Goals

Ryan is looking for a website designer who knows what they are doing is ready to learn new languages and keep up with a ever moving industry and can lead others and wont have to be constantly babysat and coddled. A person who has a great design to their website with little noise and is responsive. Has a good flow and is pleasant to navigate.

Personality Traits



Wanted Skills



Pain Points

Documentation

Bad documentation or none at all makes it hard to know where the project is going and when it will get there.

Know your stuff

The Industry is constantly shifting and advancing trying to keep your team up with the trends is exhausting.

Missing Family

Wants to spend more time with his family. But work is a tremendous load that doesn't seem to be getting any lighter.

Behaviors

Web Viewing

Will avoid websites right off the bat if the design is bad. Just out of principle.

New Phone

Upgrade his phone a couple times a year just to keep up with new tech.

In the wild

Likes to let nature inspire his design and looks for aesthetic designs in the natural world around him.

Sara "business owner"



Age - 33
Layton, UT
Masters in Business
Salary 85,000

Sara wants to attract new customers to her business. She has been pretty successful to this point but wants to extend to on-line with a slick easy to use website.

"Only if takes a second"

Her Story

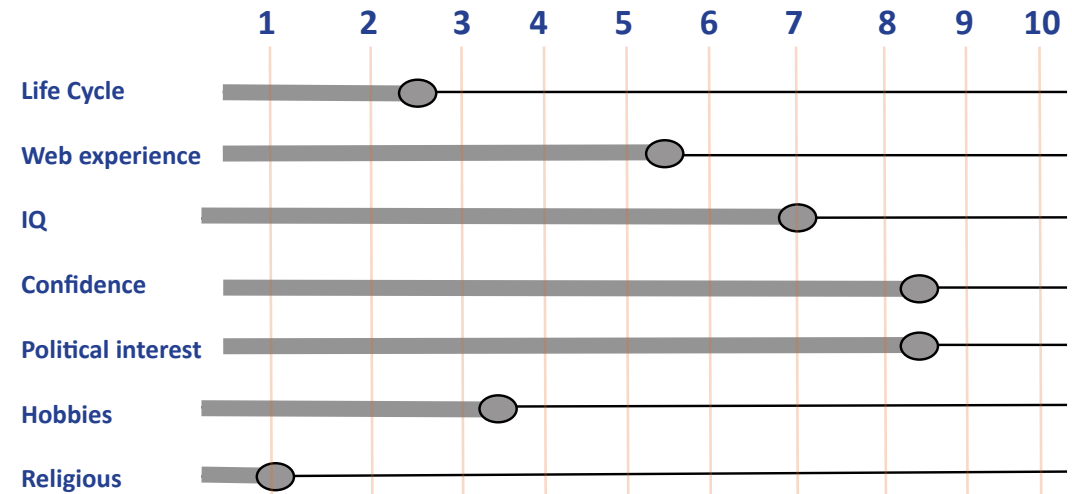
Sara started making custom game cases for board games she kickstarted her product and after being succesffully starting a business off of the kickstarter she has decided to make the jump to on-line.

She has a husband and one child and doesn't have the time to deal with making a website. However she wants to keep building what she started and needs someone to get here there with a slick responsive site that she can easily add product to and manage its admin.

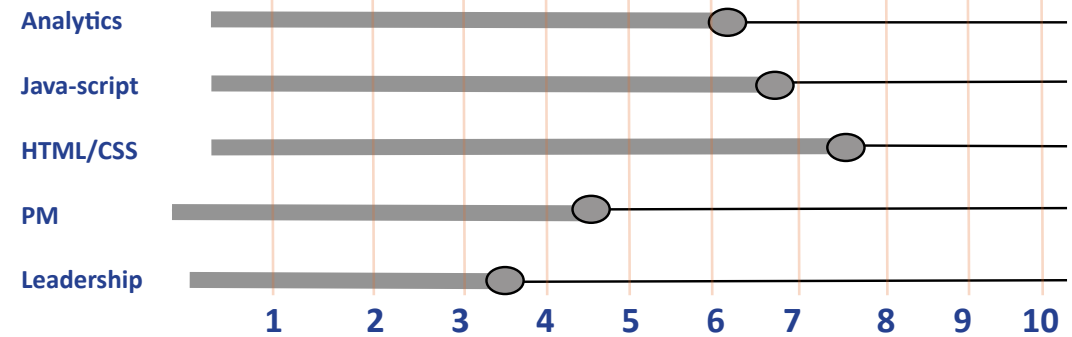
Sara enjoys playing games with family and friends as well as following and going to the local soccer team.

Sara has a family and business to run. So she needs someone who is self sufficient and well spoken so her precious time is not wasted. Someone who can give her the gist of what she needs to know without bogging her down with unnessasary tech talk.

Personality Traits



Wanted Skills



Pain Points

Mumbo jumbo

Hates it when people use jargon that she doesn't understand.

Keep it clean

Hates people who are not organized and are sloppy. Prefers people who seem to have their stuff together.

Missing Family

Being away from family is hard enough as it is. but being away from family for something trivial is infuriating.

Behaviors

Web Viewing

pretty much exclusively views websites on her phone. she doesn't have time to sit down.

Games with family

Loves games with family. especially when an app can enhance that experience.

Sports on the go

Enjoys going to soccer games when she has time. buy tickets and watches matches on an app.

Noah "Inventor"



Age - 52
Phoenix
Engineering
Salary 70,000

Noah lives by him self in Phoenix where he invents and creates blueprints for 3D printers of common household items and parts. He sells the blue prints to the anyone with a 3D printer.

"In idea is worth its weight in gold"

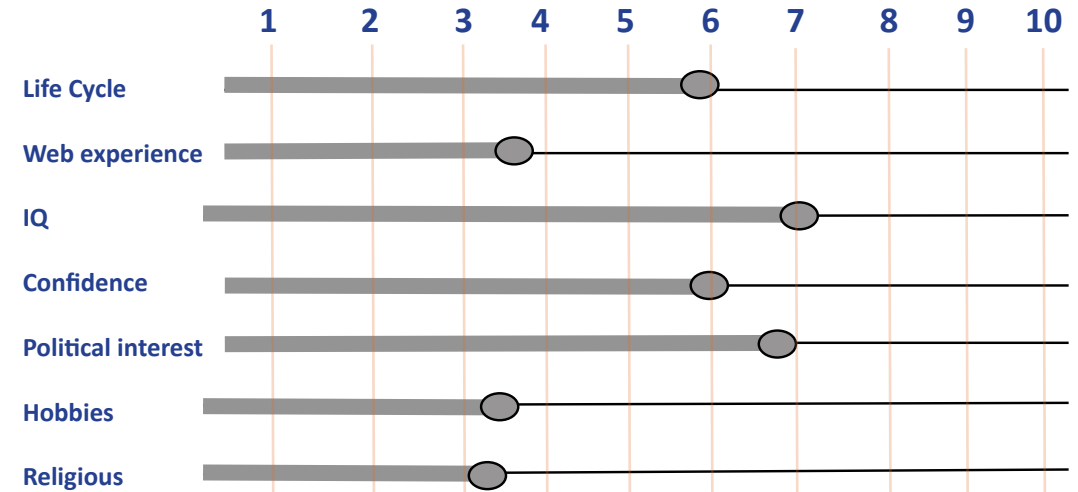
His Story

Noah needs a way to catalogue and organize his blue prints. Basic websites are not enough and he needs someone to custom build a site for him.

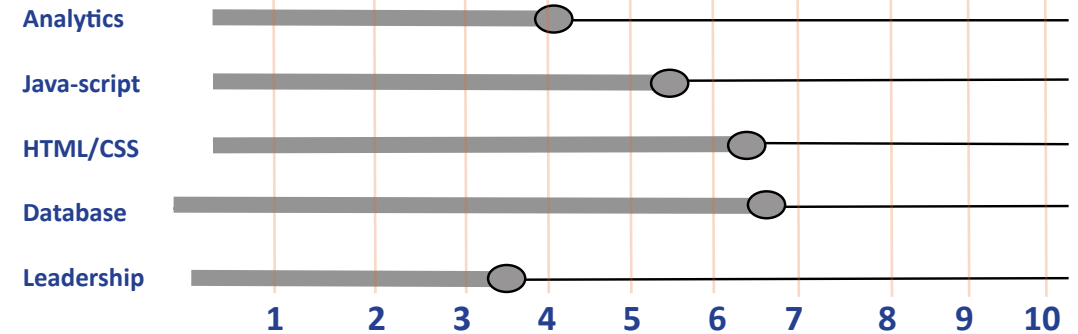
He started making replacement parts for common house hold items when he bought his first 3D printer. He started giving away the blueprints and eventually sold the blue prints on-line.

His little side project has turned into a way of living and now he needs a way to organize the massive amount of blue prints he has amassed. He needs a website to keep track and sell his catalogue.

Personality Traits



Wanted Skills



Pain Points

Closed Minds

Is open to new ideas and believes everyone should feel the same. having a closed mind is a no go.

Its a mess

Doesn't know what customers have bought what blue prints. Some have been lost. Needs a system.

Freedom

Wants to spend more time playing disc golf, but can't find the time because hes manually sending blue prints to customers.

Behaviors

Web Viewing

Does most of his web use on his desktop. Doesnt spend alot of time surfing the web unless he needs something.

Tinkering

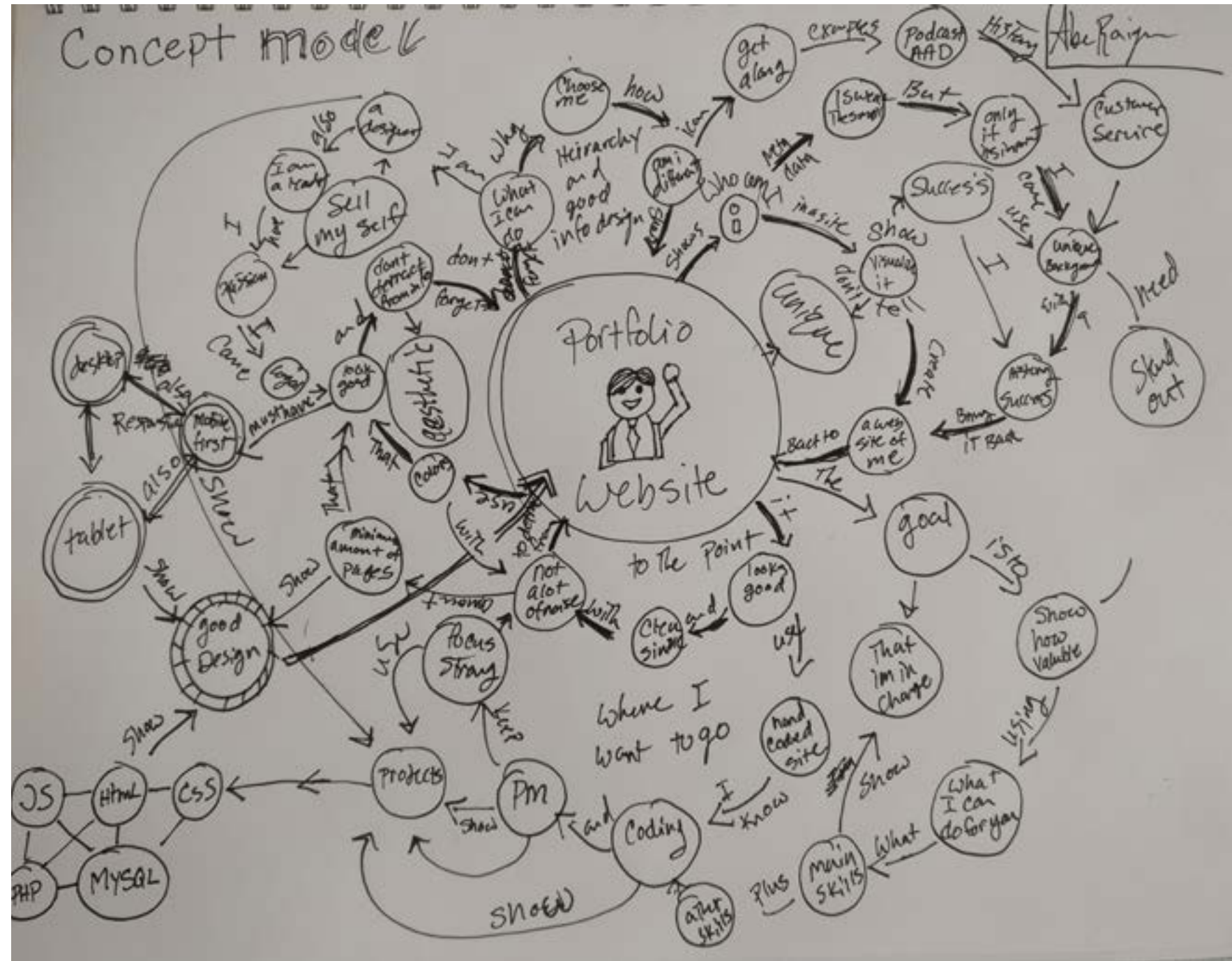
Likes to take apart items to see how they are made and what items he can create to sell.

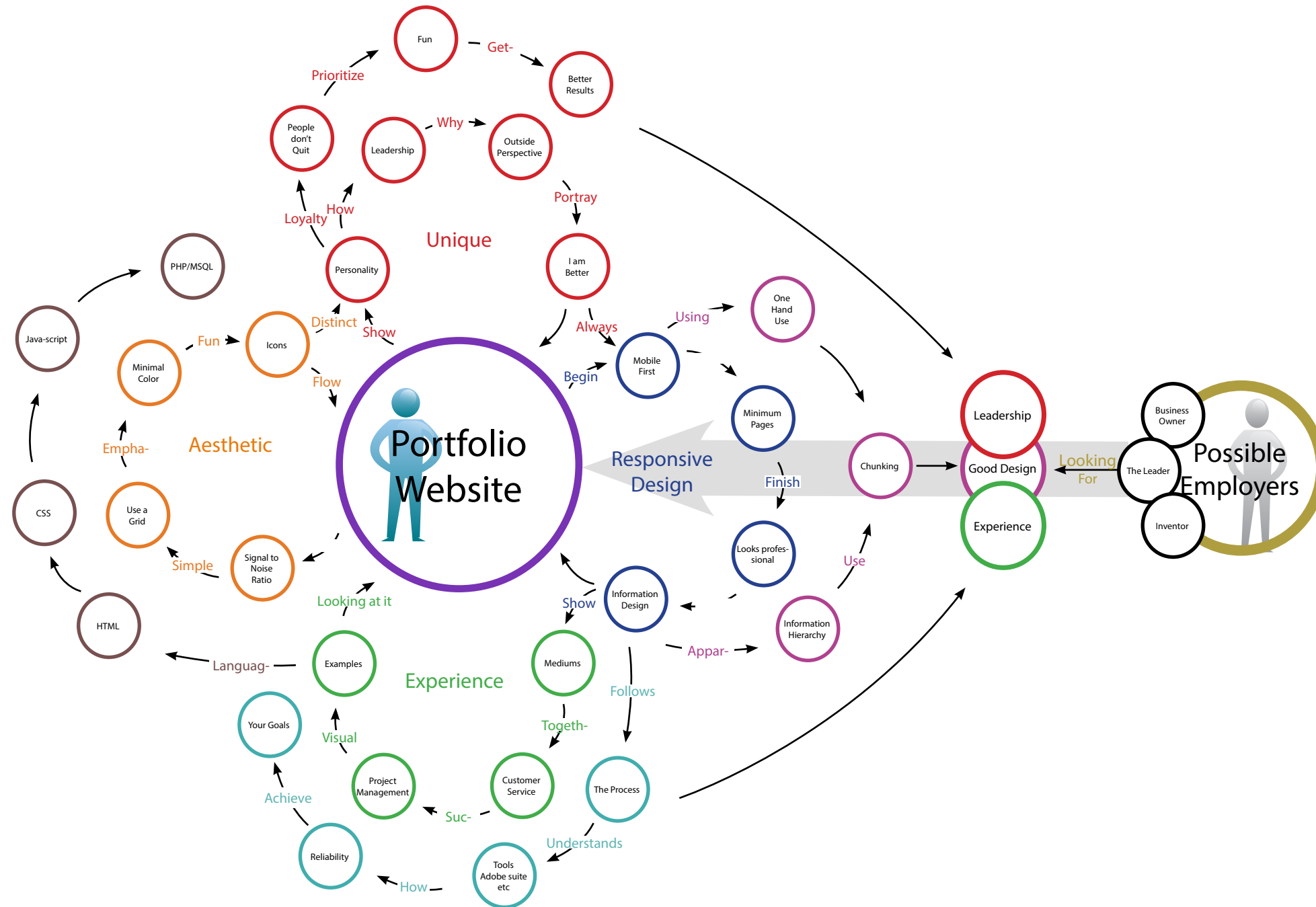
Watch sail

Loves to play Disc golf and likes to 3D print his own discs. This is a hobby he is thinking of adding to the catalogue to sell.

Comments

I wanted to make sure that incorporated the fundamentals of design in my sketch and that the ideas all came back to the reason for the Model and that was to have a web-site to attract an employer.





Comments

I think the Model has a good flow
 And conveys the information well.
 I wanted to use color to try and segment different groups of information and show how they flow from one the other. Chunking certain ideas and making it easier to remember

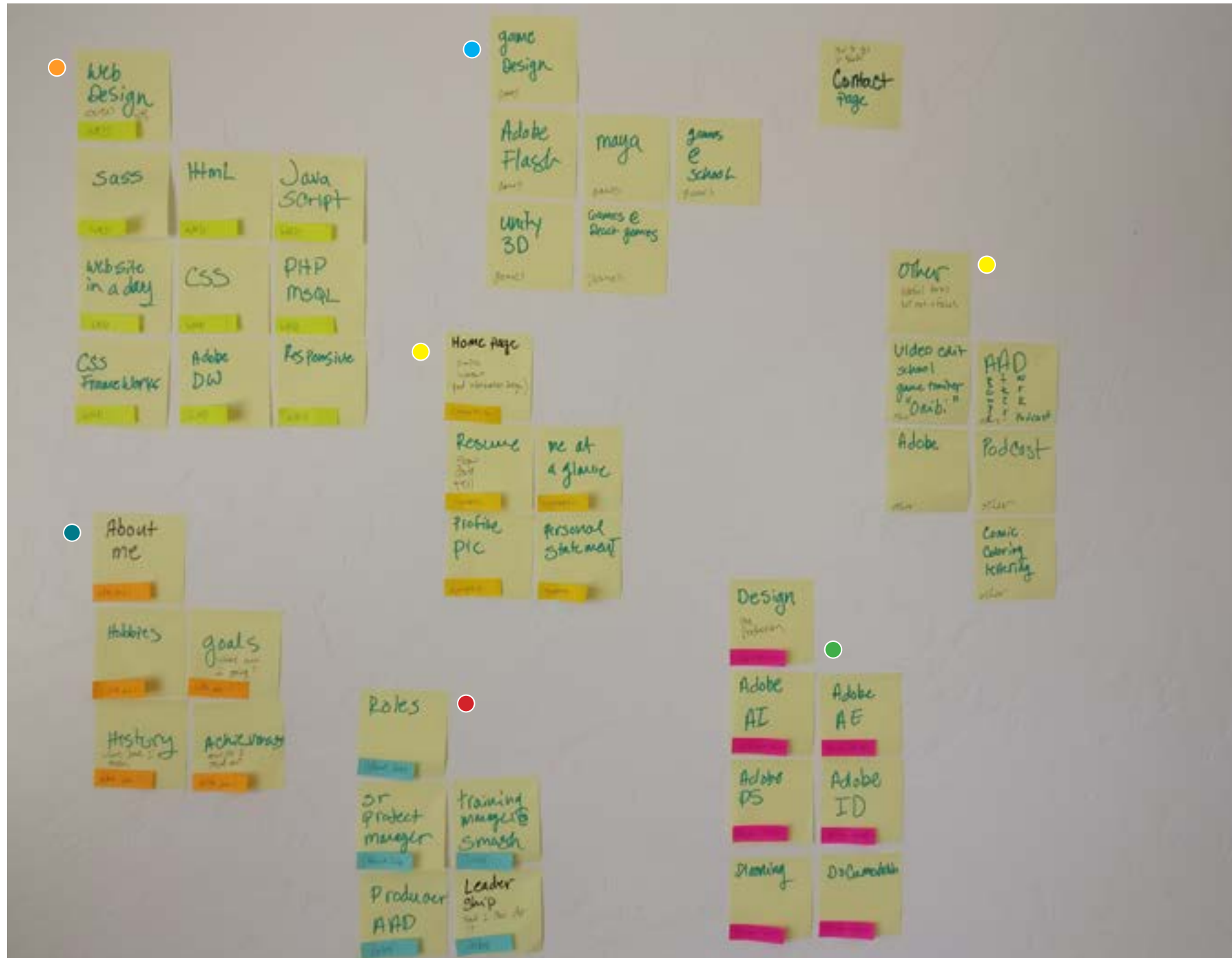
Conclusion

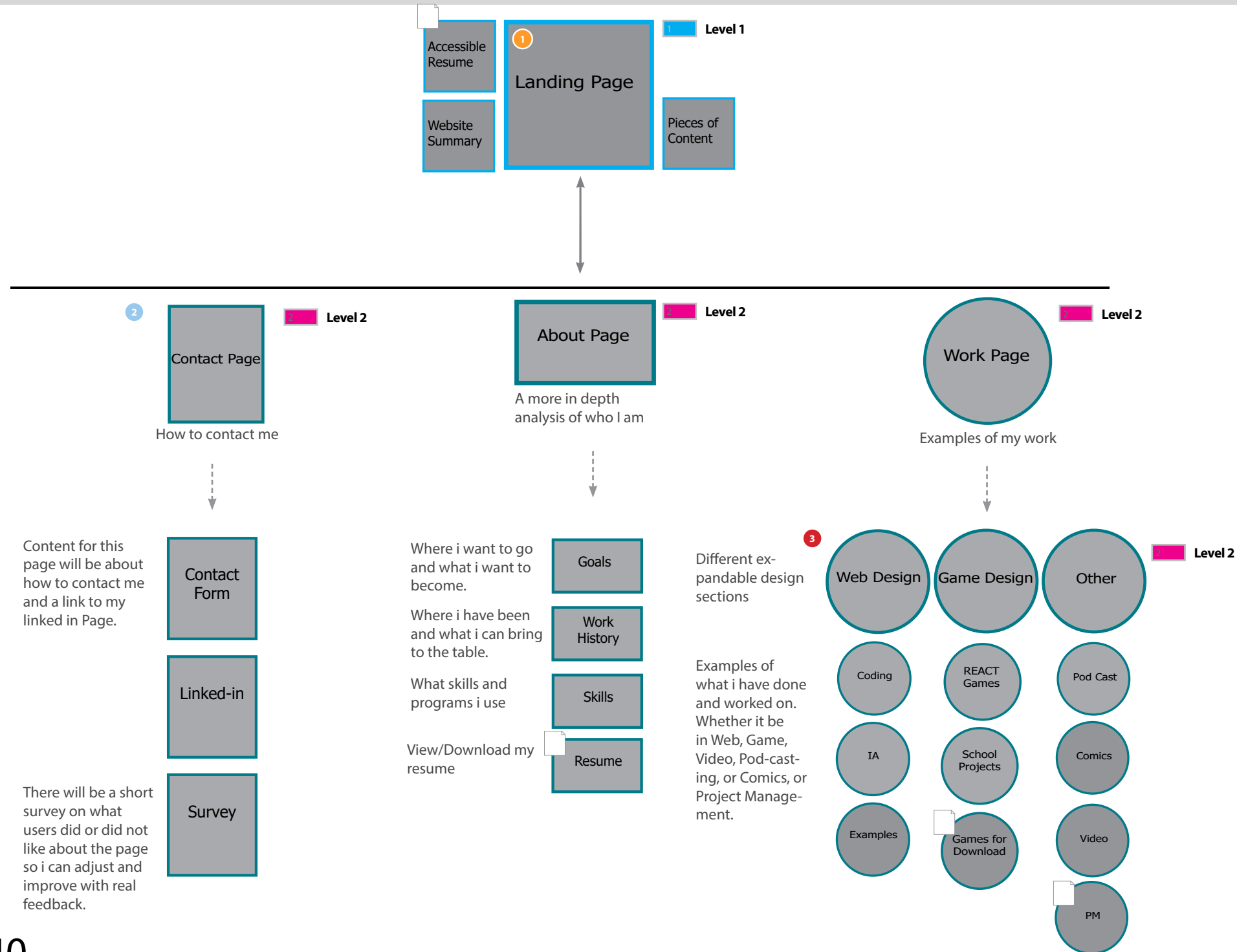
In the end i think that this Concept Model is a success in what it needs to be. It covers the information Design, Responsive Design, Experience, look and feel. It also has a focus on why they should choose me over other candidates.

Comments

I tried to separate things into categories that belonged together. But at the same time I believe that the thing i have over other people is experience in a wide range of mediums and have been successful in these endeavors. So i wanted to make sure that stuff was in there. The home page will give a to the point general feeling of who I am. From there the user can delve deeper into the other 7 pages.

- Web
- Program skills
- Work Experience
- Personal
- Roles
- Documentation

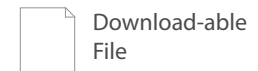




Comments

- 1 The landing page needs to be intriguing and informative. It needs to hold the attention of the user without bombarding them with too much noise. A short introduction a quick link to a one page resume and the three most intriguing pieces of information I have to convince them to dig a little deeper.
- 2 The second Layer will have three pages. The Contact, About, and Work The Contact will be a way to get in touch with me and link to my Linked in Page. The About page will go into more depth of who I am and what jobs and roles I have filled during my career so far it will also have a list of programs and skill that I am familiar and fluent in. This is also a alternative place to access to my one page resume.
- 3 The Content for the pages will be mostly on the Work Page. Falling under Web, Game, or Other. This will be examples of all the projects i have worked on and proof of what i can do. This content will be the heart of the website.

Iconography



Conclusion

The website will have a simple structure that will make it easy for anyone to find what they are looking for right away. Landing page on level one and three content pages on the second level. The work page will have three sections that expand with work examples. All pages will have navigation to any page in the site from the top. This will make the design on different devices easier to manage and not confuse or discourage anyone using the sight.

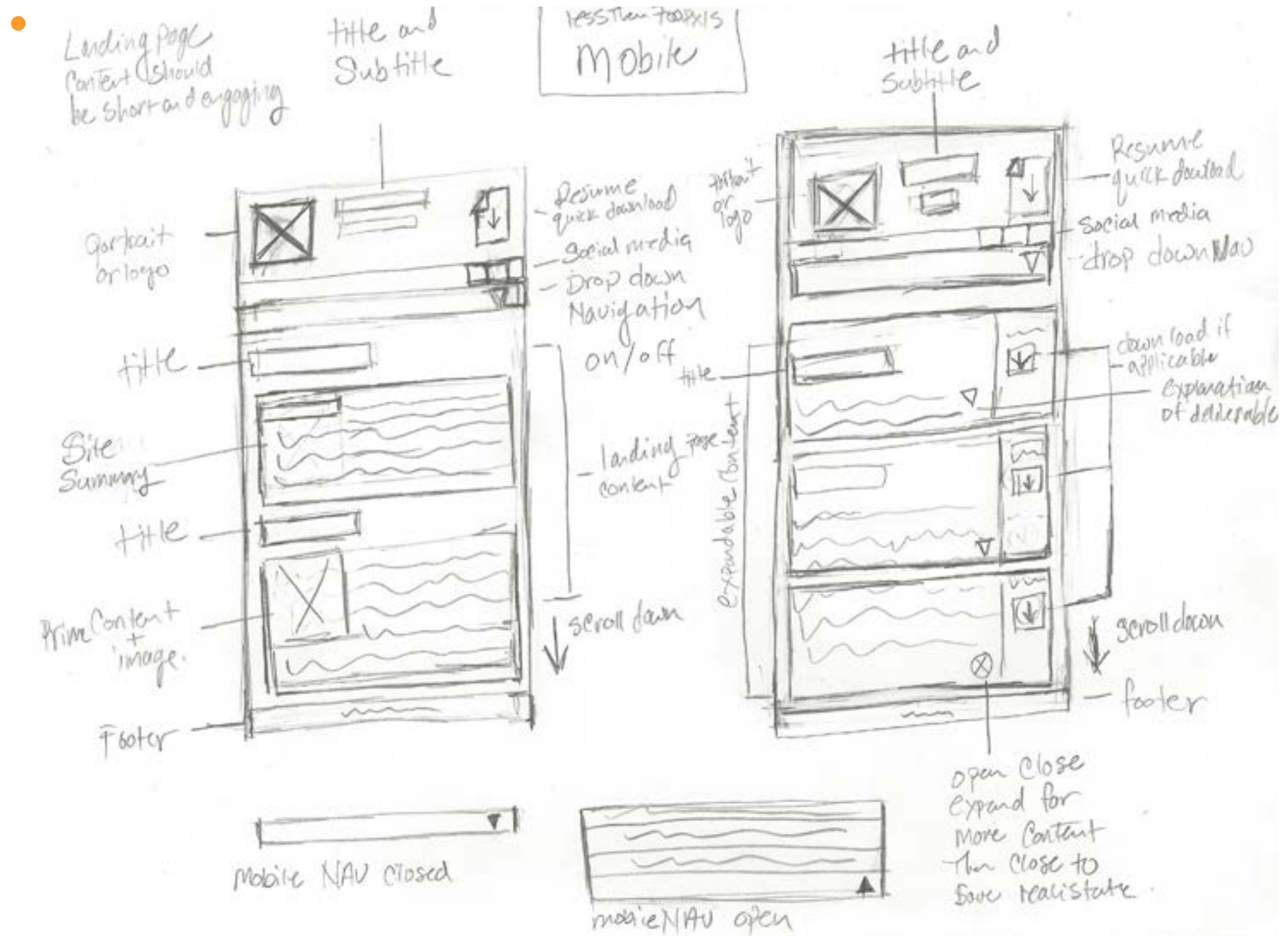
Comments

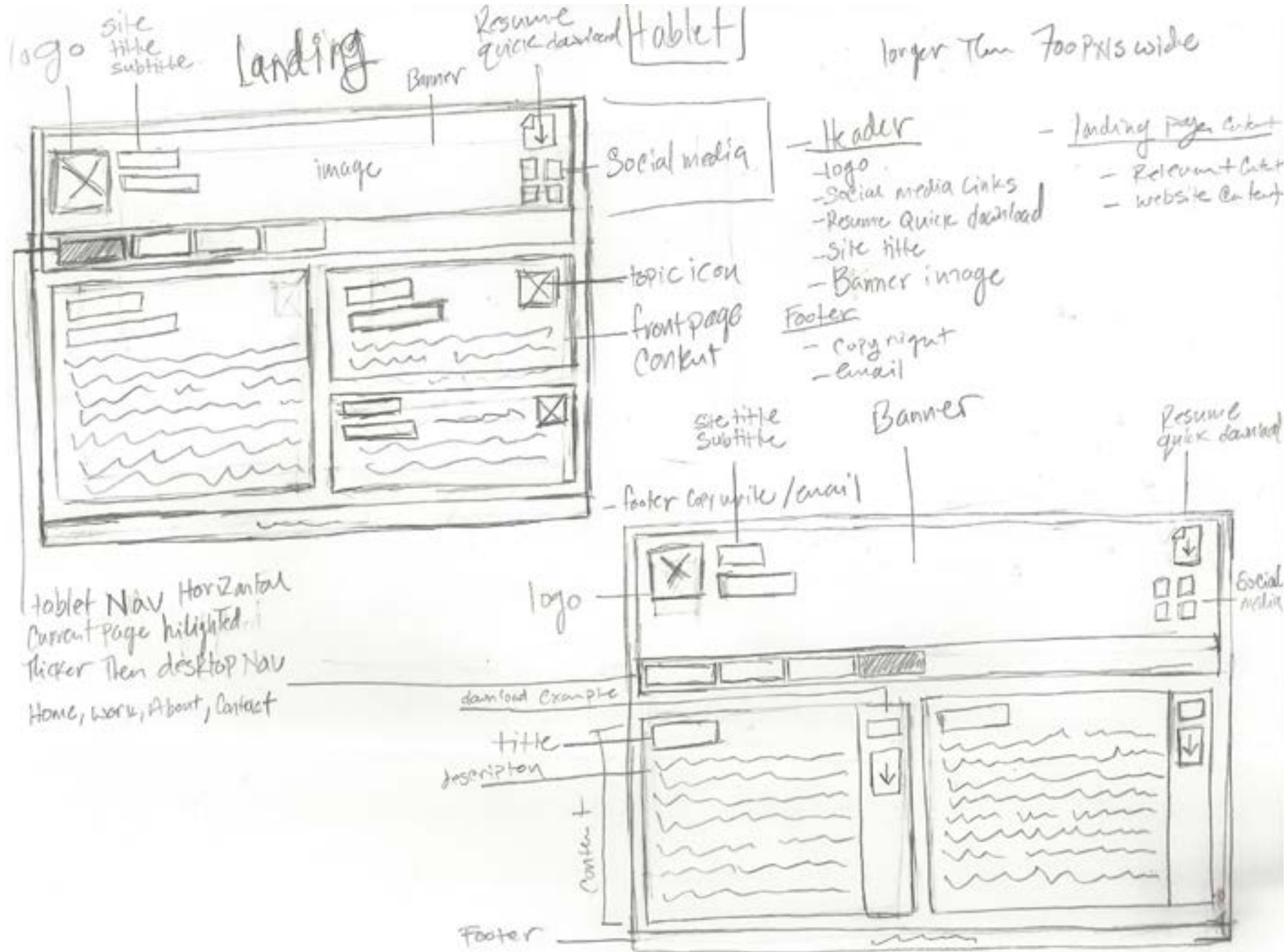
Started with mobile first, then moved on to tablet and finally desktop. The main designs for the landing page on all sketches was to get the most important information out front and try and give the user shortcuts and simple solutions to their problems while still trying to engage them and make the want to delve a little deeper. To do this i will have content that will be described well on the landing page with brief and enticing language and a intriguing picture. They then must delve deeper to see a more close up view of the content. The Desktop and Tablet are some what familiar layouts with less columns on the tablet and a larger navigation bar for easier use on the smaller screen. The site will be responsive on any device and will change based on the screen size.

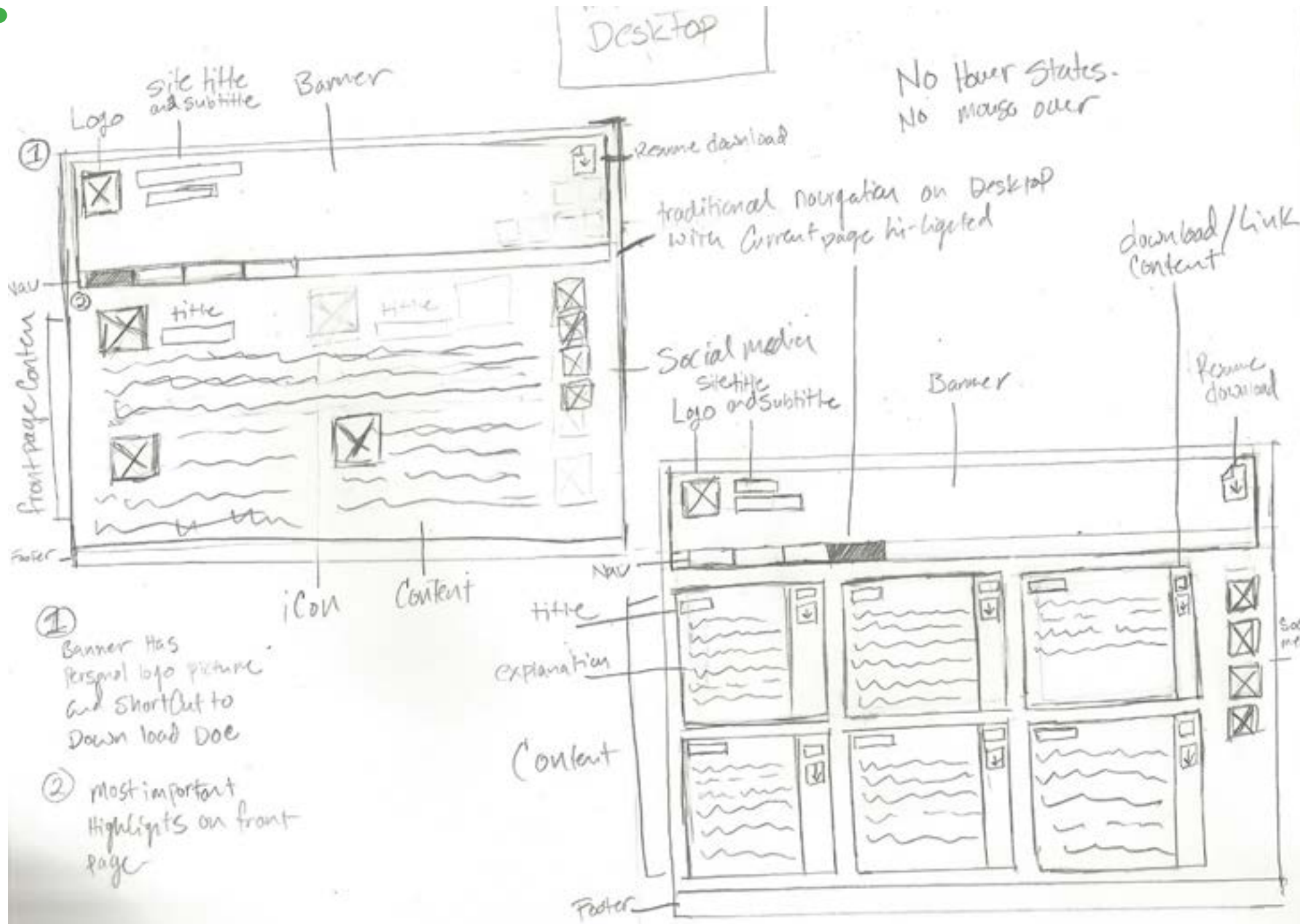
Included in the sketches are

- Two mobile sketches
- Two Tables sketches
- Two Desktop sketches

There is a sketch of the landing page and of the work page for each device. The goal is to get the user to their destination with the least amount of clicks and swipes as possible through chunking and IA design.



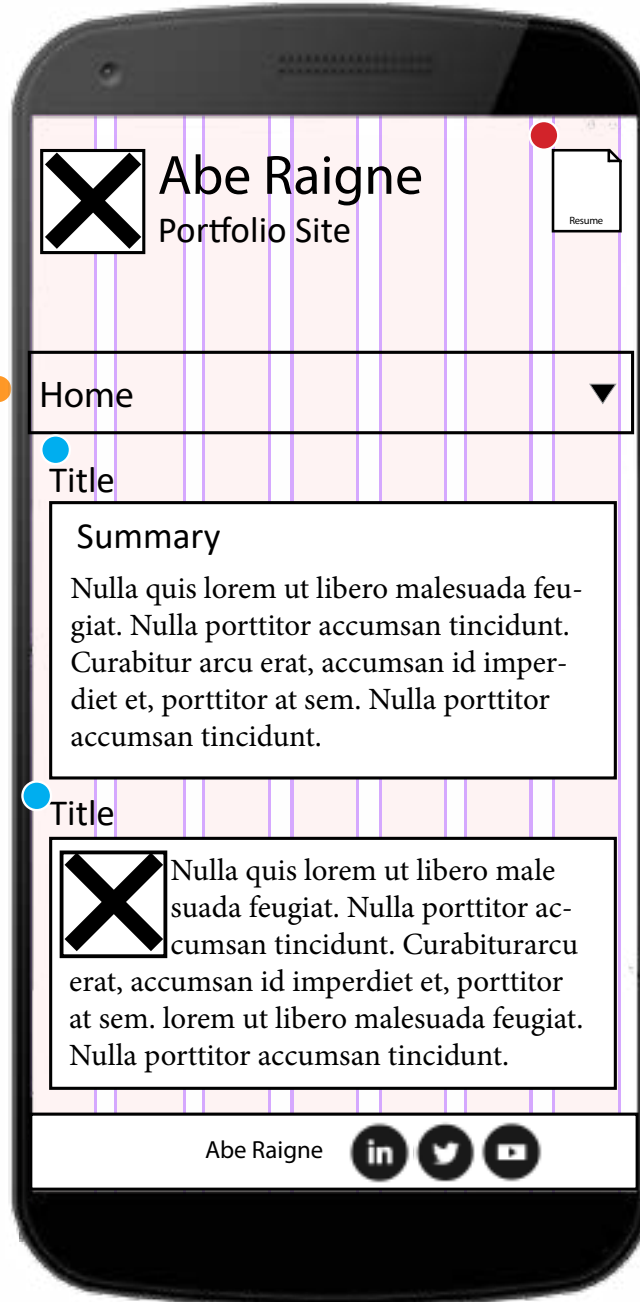




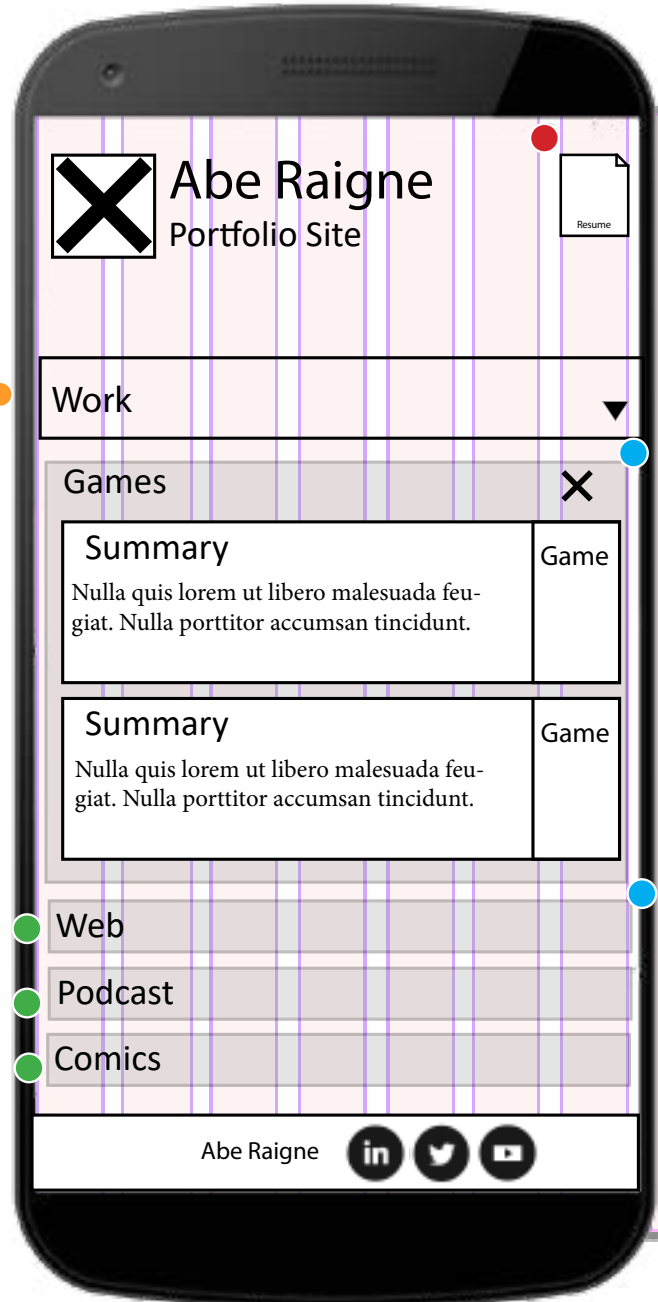
Conclusion

The sketches of the site focus on responsive design starting with mobile. The simplistic design will make it easy to navigate and a pleasure to use. The point is to have these feeling associated with me when they get done using the site. Everything they needed was easy to find and digest. But at the same time the flow of the site was such a way that it is pleasant to navigate and draws the user in to see all the content.

Landing Page



Work Page



Comments Mobile

The wire frames are designed to give the most information possible on the home page. The mobile design will be implemented in all devices that are smaller than 360 pxs wide

The Work page. Has the project and examples . It has the same place to download the resume and link to the Social media outlets on the Banner

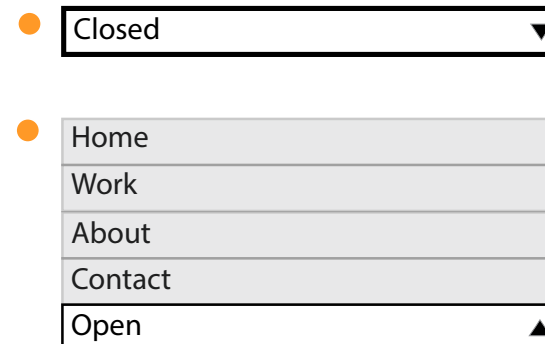
The main content on the is page is broken up into expandable sections for the different areas. Inside the expandable sections you can view the different projects worked on and in some cases download an example.

The Spacing will be about 5% Marigns around the sections. Everything will be displayed above the fold unless the section goes bellow the fold when expanded.

- Navigation
- Resume Download
- Expandable sections
- Spacing

- Mobile design 360 x 640 pixels wide
- H1 36px (Used in the Site title)
- H2: 24px (Used in the nav and bellow for main titles.)
- H3 18px (Used in the sube title for banner and subtitles for content.)
- Body will use a 13px sized font.

Navigation



Comments Tablet

The tablet layout will be used if the width is greater 768 pxl this mode gives the user more room taking advantage of a slightly larger screen.

Differences: the landing page will have an aditonal peice of content above the fold. The site will not scroll and the Navigation for tablet will be a standard bar Nav with slightly taller buttons for easy to press navigation.

The Work page on the Tablet works somewhat simmlar to the mobile design. The difference is that the open section always displays in the left Column

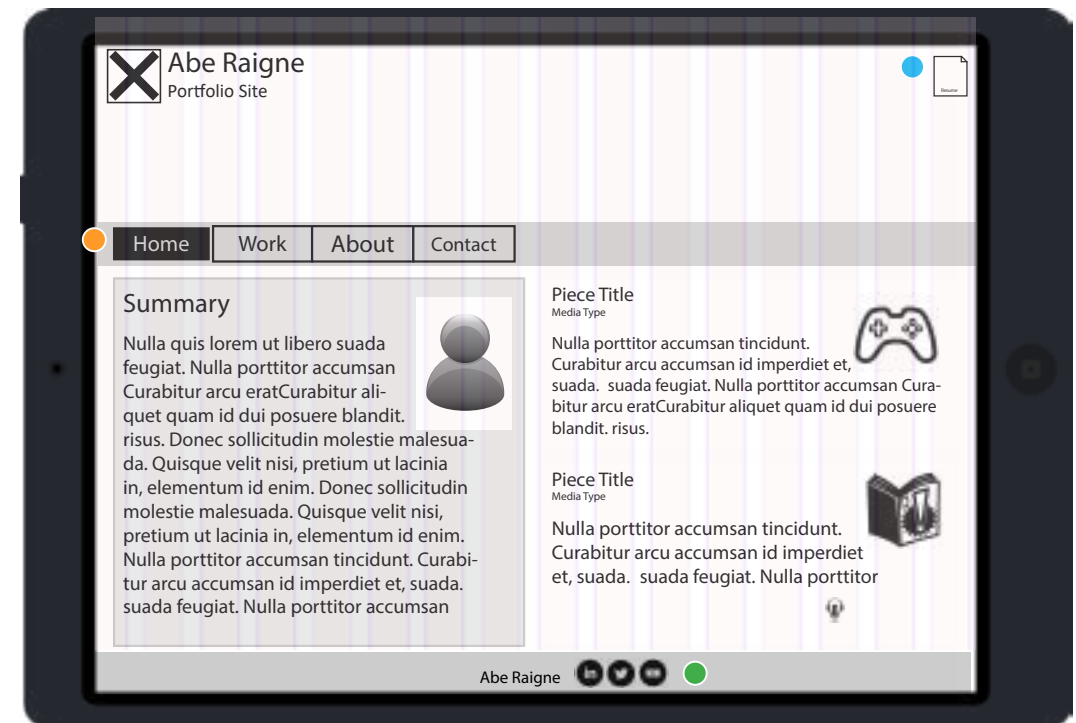
The main content on the is page is broken up into expandable sections for the different areas. Inside the expandable sections you can view the different projects worked on and in some cases download an example.

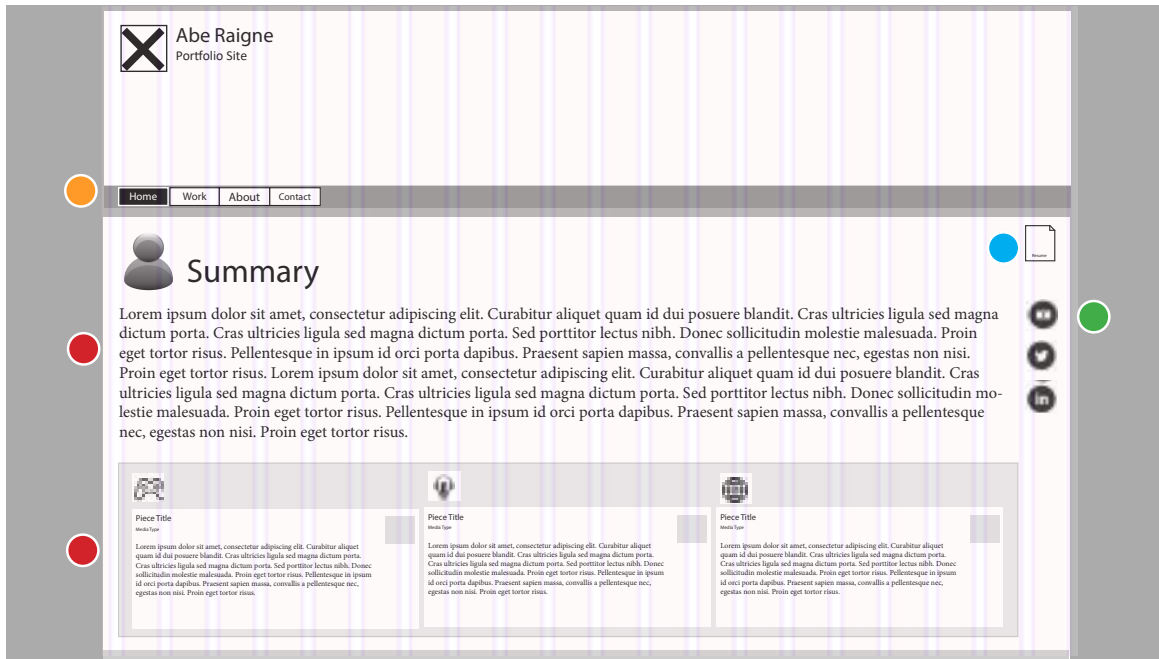
The Spaceing will be about 5% Marigns around the sections. Everything will be displayed above the fold unless the section goes bellow the fold when expanded.

- Navigation
- Resume Download
- Expandable sections
- Spacing



- Tablet design will be 768 x 1024 pixels wide
- H1 36px (Used in the Site title)
- H2: 24px (Used in the nav and bellow for main titles.)
- H3 18px (Used in the sube title for banner and subtitles for content.)
- Body will use a 13px sized font.





Comments Desktop

The Desktop Design is for any device that is larger then **1440 pxls**. The landing page banner has the Resume download and social links moved down and to the right. The site summary is moved to the top of the content and the highlighted pieces are now three in total and are in columns bellow the summary. The navigations is a traditional desktop size bar navigation.

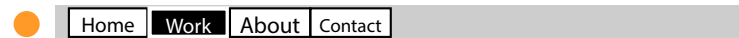
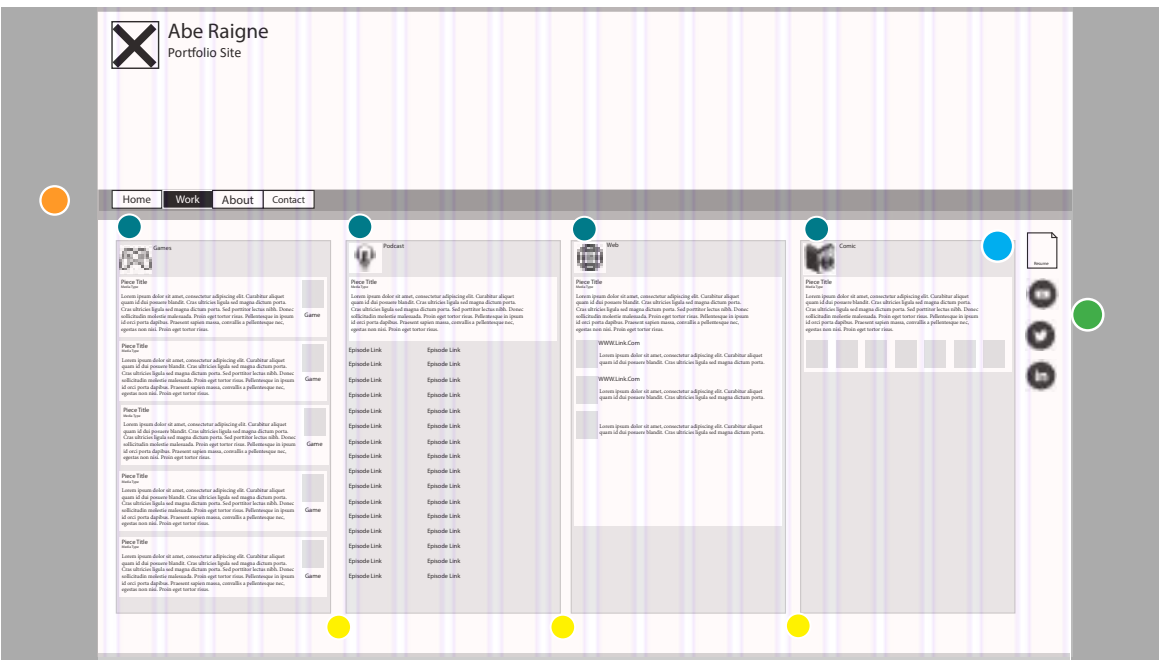
The Work page on the Desktop has individual columns for each category. They do not expand due to there being enough space.

There are 4 columns total and they are equally spaced. Apart. Some will have links to content on other sites or digital stores and some will have downloads of design documents and games.

The Spacing will be about 5% Marigns around the sections.

- Navigation
- Resume Download
- Content Columns
- Spacing
- Social media links

- Desktop design will be used at 1440 pixels and greater
- H1 36px (Used in the Site title)
- H2: 24px (Used in the nav and bellow for main titles.)
- H3 18px (Used in the sube title for banner and subtitles for content.)
- Body will use a 13px sized font.



Conclusion

The wire-frames for this website have been design to be responsive and focused to work first on mobile. The goal to give the user the best experience regardless of witch device they are on is still a top priority. From changes the types of navigation to the layout and presentation of the content on the pages. The website will have the same content no matter where you are and will be responsive. The content is designed to and **chunked** in a way that makes it easy to navigate and understand the **Icons** instantly convey a message with about looking to hard and information is arranged in a Hierarchy that makes sense.

Color Palette

The Color palette will be mostly neutral colors with a red to highlight the key items and a dark gray for text and Headings.

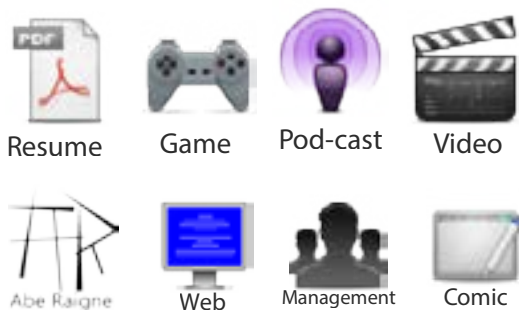
Icons

There will be icons for social media, Resume download and a icon for each type of content.

Social Media



Content Icon



Font Sets

Headers: Raleway

The Headings will use a Google font called Raleway it is simple and easy to read but it felt that it still stood out, with a slight modern feel.

H1: 36px

H2: 24px

H3: 18px

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcč
 ćdđefghijklmnopqrsštuvwxyzž1234567890'?''"!(
 %)[#][@]/&<-+÷x=>®©\$€£¥¢;:;..*

Body Text: Nunito

The Body text will use a Google font called Nunito Sans it is simple and doesn't have a super long length or space between characters.

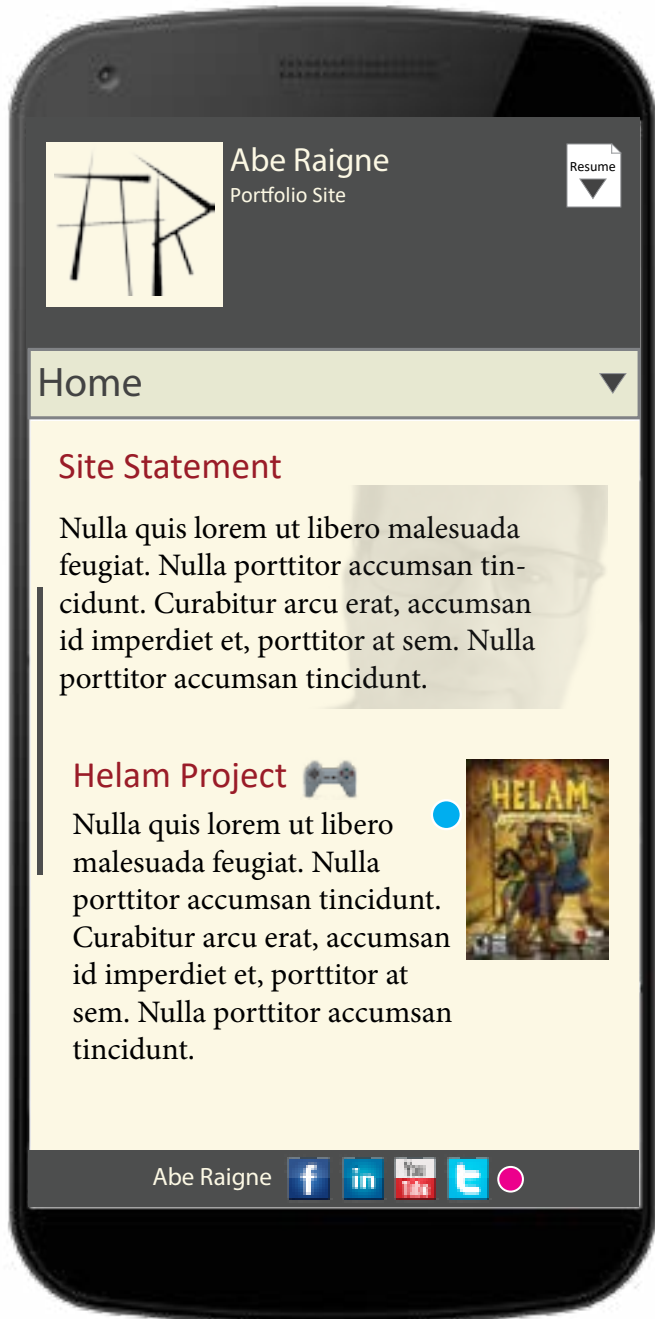
Body: 14px

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčć
 dđefghijklmnopqrsštuvwxyzžĂÂÊÔŮŮăâêôŮ123
 4567890'?''"!(%)[#]{@}/&<-+÷x=>®©\$€£¥¢;:;..*

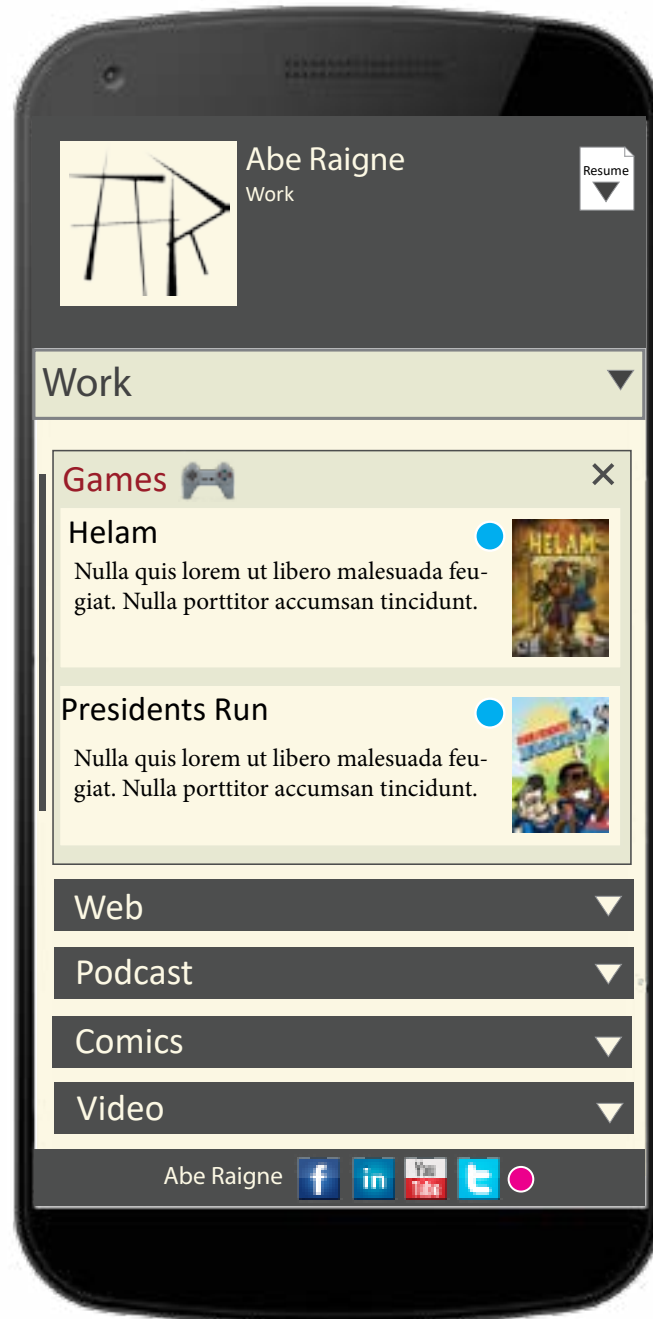
Color Swatch



Landing Page



Work Page



Comments Mobile

The design will be responsive starting with mobile. Mobile surface designs are meant to be simple and easy to navigate while also giving the user all the important information they need. Neutral colors with a some good icons and a little Red to make the Headers stand out.

Line width will be 90em wide so there can be a 5 em space on each side of the articles.

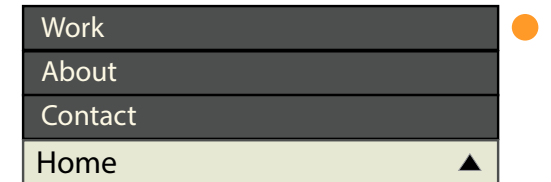
I have icons to represent what type of media I am showing. Since i have done The images in each of the sections will link to Where the user can experience the product. Whether it is a Store page, the android Store or a playing the game in your browser window. All sections will be collapsed when the work page is refreshed and will drop down to reveal the work examples within.

- Navigation
- Resume Download
- Expandable sections
- Image links
- Social media links

Navigation Closed



Navigation Open



Comments Tablet

The front page displays a lot of the same information that the phone does. But add one more selected work example to display because of the extra room.

The main content on the is page is broken up into expandable sections for the different areas. Inside the expandable sections you can view the different projects worked on and in some cases download an example. On the tablet the closed sections are in the right column and the open sections take up the left column. Be default the first section will always be open.

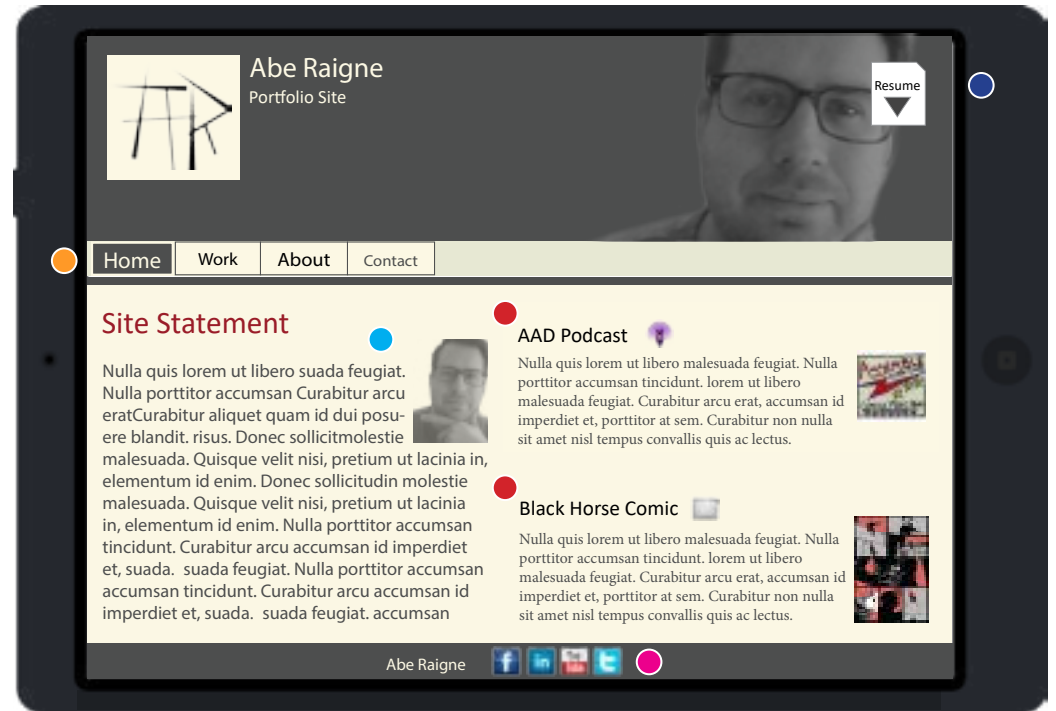
The Spacing will be about 5% Margins around the sections. Everything will be displayed above the fold unless the section goes below the fold when expanded.

The Tablet size will have more room for more graphics and can display a bit more information. As usual the main statement of the site is in red to draw attention to it.

The navigation on the tablet uses a more standard model but with a little added thickness to make it easy to use with fingers.

- Resume Download
- Opened section
- Expandable sections (closed)
- Spacing
- Navigation
- Added graphics
- Work examples
- Social Media links

Landing Page



Work Page





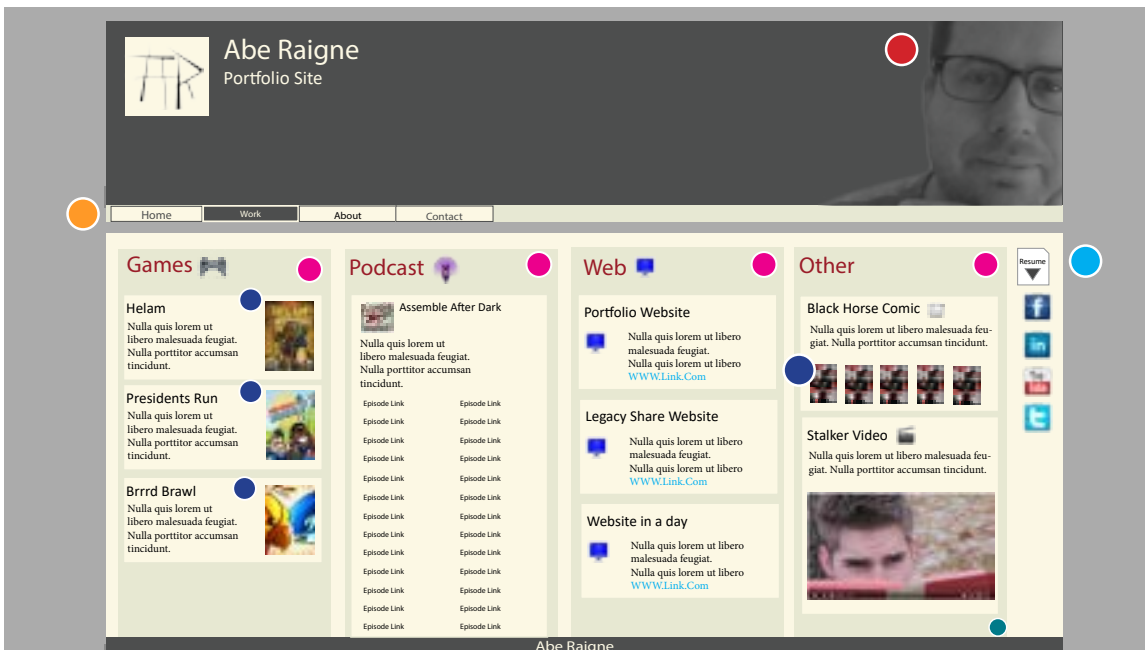
Landing Page

Comments Desktop

The Desktop Design is a lot busier and has more to take in the front landing page with more room. The social media icons and Resume download have been move to bellow the navigations and highlighted work has three examples instead of two on the tablet. An extra image has been added to the banner with the extra space and the navigation is a bit smaller due to not always having a touch screen and can afford to save that space.

- Images
- Columns
- Margins
- Navigation
- Added Banner image
- Work Examples
- Resume Download

Images are used to draw the users eye but do not over saturate the page and cause too much noise. I felt this was the best way to display all the information i need to without using too many layers. Still using 5% margins.



Work Page

The Work Page has the most change on the Desketop compared to other devices. No expandable sections are used here just columns that for every sections chunked in specific catagories and make it easy for the user to find exactly what they are looking for. The information will organized in a heirarchy most pertanent to least.

Conclusion

The goals of the surface designs in the end was to have a style that was pleasing to look at not overly noisy, but also contained all the information the user wanted without looking too deep. I believe i have achieved this. Although a lot of those goals are in the eye of the user. It is works well on all devices while still looking good. And manages to only use two layers. All the work examples will have will either be a download or a link to the store front where they are sold.

Comments Prototype

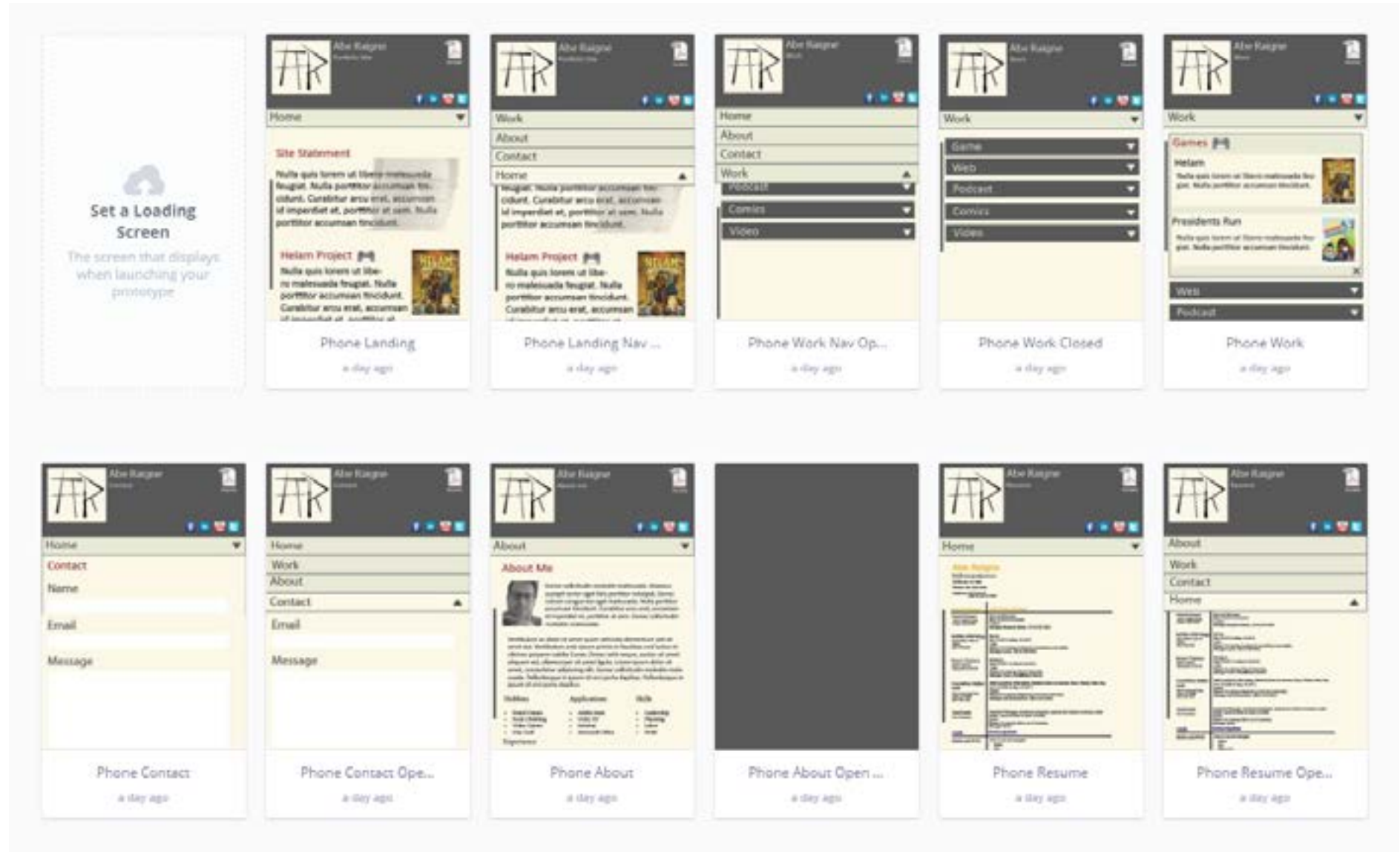
I Used invisio to Prototype the website. I completely built out the mobile version of the prototype and only did two pages on the tablet and desktop to give an idea of what it will look like. However the main focus is on mobile and that where i wanted to test the prototype the most.

Invisio is a quick user friendly way to get a quick prototype up and running so you can focus on testing your site.

Mobile Prototype: <https://invis.io/NWBEVVNPS> (fully filled out)

Tablet Prototype: <https://invis.io/X4BFKZOFG> (two pages filled out)

Desktop Prototype : <https://invis.io/DEBFKZ18A> (two pages filled out)



Conclusion

This Design guide has been a great challenge and learning experience. Designing this guide while holding a full time job and taking care of my family while also doing my Senior project has been very informative. I did not have all the time i wanted to complete this document. And there where things wrong with it that i knew about but did not have time to fix. But all and all i believe that i have ended up with a design that i can build and use to show off what projects i have worked on and completed. It is simple and a breeze to navigate. The design does not detract from the content, and the content stands out with the minimal [noise](#) and strategic [chunking](#).

I learned I really need to follow the template more closely. While still having a design voice of my own. T

He process really helped with getting the product out of my mind and into a tangible space. Constantly keeping in mind my goals, [Information hierarchy](#), and what my end goals really where.

Following the template and some basic concepts like the grid seemed to allude me during the process. I haven't been to school in about 4 years due to personal family issues. During that time classes and curriculum has changed. Figuring out where my gaps are and not having much time to course correct was the most difficult aspects for me.

I am now more prepared to approach a new project or design doc.

I have really enjoyed planning out this site and creating this Validation Guide It was not an easy journey and it had its frustrations on my part. But nothing worth doing is easy and pain free.