

Portfolio Content Plan

topic	Eva Smith: Portfolio	
User goals	To see what kind of design work Eva Smith can do	
User characteristics	Potential clients or employers, fellow students, friends and family, anyone interested in seeing design work	
website goals	Give people a taste of what kind of work I can do, what I like to do, and a way to see more and contact me	
website message	I design!	
OUTLINE		
heading and content		element type
h1	Eva Smith	Hero image
h2	Portfolio	
h2	About Me	
h2	Web Work	Modal gallery
h1	More designs...	
h2	Other Projects	Modal gallery
h2	Interested in seeing more work	

User Analysis

User Outcomes	Website Features
List the outcomes your users want from your website. (Pick the most distinctive ones or the one they you most understand.)	Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome.
Ability to look through my design portfolio and contact me	Modal galleries of selected pieces, link to behance page for more, contact information
Ease of viewing necessary, aesthetically pleasing	Visually-based, small selection of pieces

User Characteristics

User Motivation	Website Approach
List user motivations	Match how this would influence your content design.
Want to see good design work	Easy to navigate through images and pages
Looking for a designer to do some work for them	Easy to connect through multiple connections

FROM THE USER PROFILES DETERMINE:

User Behaviors	Website Approach
List user behaviors	Match how this would influence your content design.
Like to look at/purchase designs	Contact information provided, pictures of work
Enjoy doing design work/looking for inspiration	Links to work, new and old
Searching for new talent	My best designs only will be showcased on this site, other pieces will be accessible on my behance page

User Analysis

HOW IT APPLIES TO THE CONTENT PLAN:

topic	My Portfolio
User goals	Users want to be able to glance through my work, seeing what skills I have, what style
User characteristics	All fellow designers, classmates, friends, family, potential employers or clients, and anyone else who might like to see some graphic design work
website goals	Allow a space for users to see my work, and give them a way to contact me
website message	I design! See what I can do!

Eva Smith

Portfolio

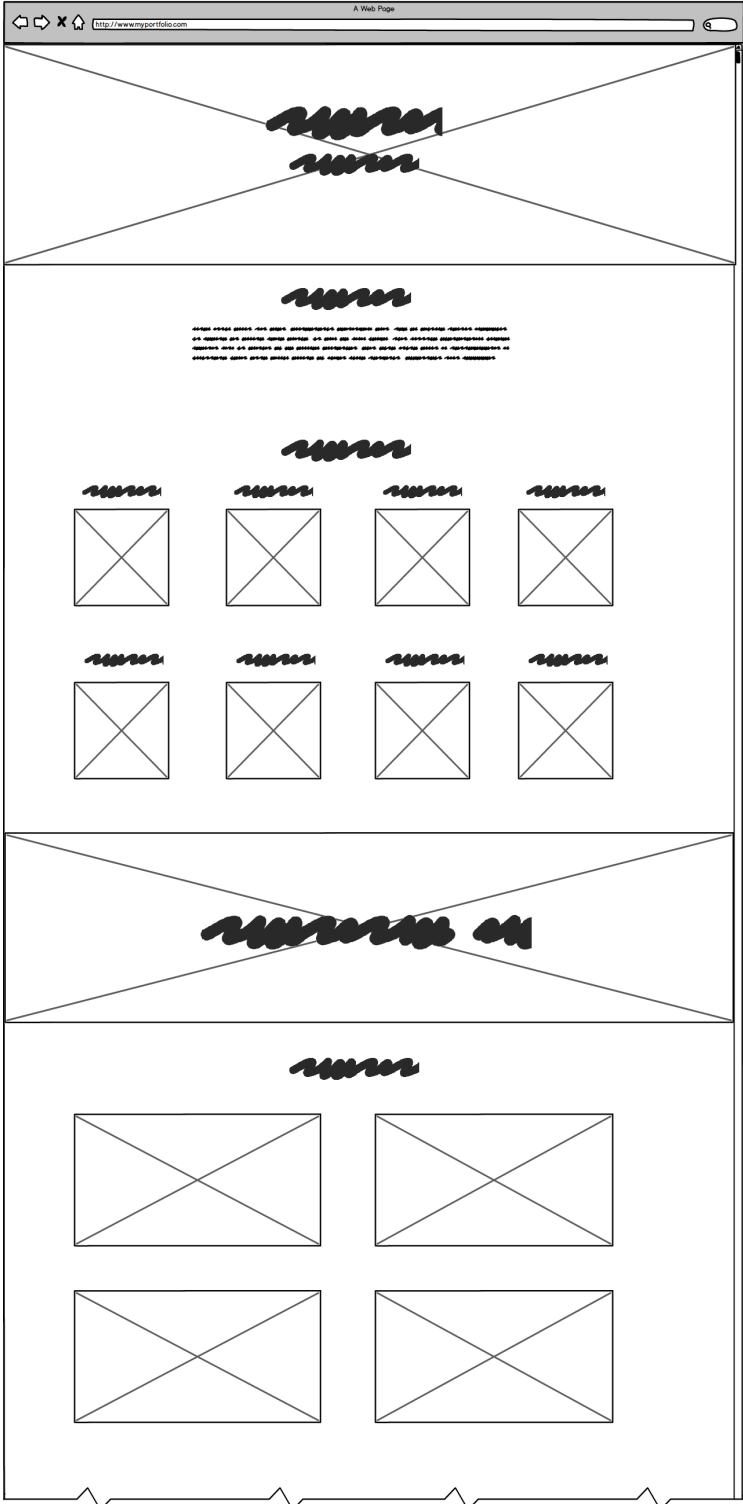
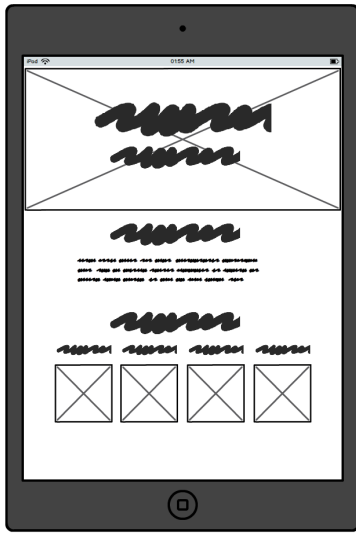
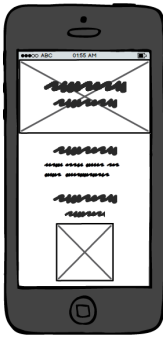
```
graph TD; A["Eva Smith  
Portfolio"] --> B["About Me"]; A --> C["Web Design"]; A --> D["Other Work"]; A --> E["Interested in  
Seeing  
More?"]
```

About Me

Web Design

Other Work

**Interested in
Seeing
More?**



215,250,0

Eva's Portfolio Page Project

Style Tile

h1 Heading Text
Cerbetica Bold 40pt

Call out/Highlight
Cerbetica Bold 24pt

h2 Subheading Text
Cerbetica Regular 22pt

<p> text
Cerbetica Regular 18pt

0,86,107

Colors

Textures

Adjectives

1290,72

Check it out!

Button

Fun
Friendly
Geometric
Modern
Clean
Sleek

33,33,33