

Gloria Aduth Topic Project: Presenting Web Projects

My topic project is about Presenting Web Project. The main points it will touch on: tips to help you better present your work, Free Presentation Tools (with links to the tools), Prototyping Tools (mood board tools, projectors, etc), Best Practices (do's and don'ts) and the best layouts to use to present work. There are plenty of resources on the web about presenting your work (to both designers and non-designers). I have a lot of content to choose from and I can break it down into sections based on the above points the page will be talking about. If I end up with too much content, I can easily sort it into the main topics above to help better condense the information to ONLY what the user is looking for. I have an entire page full of about 20-30 reference links that I can use (blogs and articles). I need to collect assets such as images, graphics, dynamic plug-ins, etc.

User Analysis Focus

- 1) User Characteristics: What are the behaviors and motivations of the User?
- 2) User Needs and Goals: What are your website users looking for?

User Information

Understanding what knowledge and tools Users have and where your audience's frustrations are, shifts the direction of your content strategy.

- 1) How can you help them know the subject?
- 2) What is the best way to present the content to them?

User Profile Report

Data-driven decision management (DDDM) is an approach to business (and design) that values decisions that can be backed up with valid data. The success of the data-driven approach is reliant upon the quality of the data gathered and the effectiveness of its analysis and interpretation.

Know your Audience

If you know who your audience is and what they're looking for, you can create content catered to them. You can narrow the content and its delivery to appeal to your audience and home in on what is important to them.

Identify your audience	Research with client and create user personas.
Personal Characteristics?	Survey, Observation, Interviews
Values?	Survey, Observation, Interviews
Behaviors?	Survey, Interviews, Observation Studies, Google Analytics, Tracking apps
Motivations?	Surveys, Observation, Interviews, Studies
Needs from the website?	Survey, Observation, Interviews
Trust factors?	Survey, Observation, Interviews

Collect Data

- 1) What are the behaviors of your Users?
- 2) What are the motivations of your users?
- 3) What are the user goals for their visit to the website?
- 4) What does the user need from the website?

Analyze Data

- 1) Are there any common / repeating ideas in the data?
- 2) What stands out to you as useful information to guide your design decisions?

Design 3

for the Web

Topic Project Content Organization

Content Purpose	Where it goes / form it takes	<h> tag
<i>Orientation:</i> Website Title	Presenting Your Web Projects	Header
<i>Orientation:</i> Website Purpose	Tips and Tricks to help you nail that presentation	<h>1<h>
<i>Motivation:</i> Why the user should stay	The thing they are looking for is RIGHT there in front of them when the page first comes up.	
<i>Call-to-action:</i> What do you want the user to do?	Maybe a nav bar that takes the user to the section they're looking for on the page	
Information Tree:		
Tips and Tricks <h>1<h> 6 tips of running an effective web design presentation <h>2<h>	This section includes 6 tips (with a graphic) to help the user be better prepared for their presentation.	
Presentation Tools <h>1<h>	This section includes links to the tools that are being discussed for the user to explore themselves.	
Prototyping Tools <h>1<h>	This section has 2 columns that offer many different links to tools that help the user create a prototype.	
Best Practices <h>1<h> Do's and Don'ts <h>2<h>	This is an infographic that very nicely shows the 10 dos and don'ts of Presentation Best Practices.	
Gallery<h>1<h> Presentation Layout Ideas <h>2<h>	This Is a really nice gallery that shows different layout options for presentations and when the user mouses over the images, they can see a more in depth description of the technique used in that layout.	

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Topic Project Content Organization

- Big type heading
- Feature bar
- Example gallery
- Instruction steps
- Infographic
- icons
- cards
- row: text and image
- hero
- thumbs with modal
- image with modal
- hover-link
- off-canvas sidebar
- links

Design 3

for the Web

User Analysis Worksheet

User Behaviors / Preferences	Approach
List user behaviors	Match behaviors to the design of your content, layout, navigation, etc.
Students who are busy	Easy to navigate and very to the point. Don't have to go digging for information.
Working class adults who want to be better prepared for their presentations	Lots of examples and tools to help even the most tech savvy adult be better prepared.
People who might be afraid to speak in public or in front of an audience.	Showing them how to tell a story with their presentation so that it just tells itself and they don't have to speak as much.

User Motivation	Approach
List user motivations	Match motivation to the design of your content, layout, navigation, etc.
Improving public speaking and presentation skills	Tips and Tricks section
Perfecting organizational skills	Tools section (presentation and prototyping Tools)
Things NOT to do when presenting	Do's and Don'ts infographic

From your Topic Survey determine:	
User Outcomes	Content Design
List the outcomes your users want from your website. (Pick the most distinctive ones or the one that you most understand.)	Match your content design to the outcome. Examples: example gallery, demonstration animation, benefit bar
Detailed information on how to present your web projects.	Info graphic for the points on how to better present your work.
Presentation tools	Links to presentation tools, likely using images. (gallery)

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User Analysis Worksheet

Best Practices-Do's and Don'ts	Modal? Maybe? Or Infographic?
Best layout to use and organizational materials.	Gallery and descriptions

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for the Web

User Analysis Worksheet

Content Plan

topic	Presenting Web Projects
User characteristics influence	The user is looking for something simple, understandable, with tips and examples on how to be a better public speaker and give a good presentation.
User needs & goals influence	An easy to use website that guides the user through the steps needed to best present their web projects.
website goals	To help them learn how to present their web projects and to give the user the tools to better understand and utilize web presentations.
website message	

HOW TO PRESENT WEB PROJECTS

Tips and tricks to help you nail that presentation. <H1>

Tips and Tricks<h1>

Tips 1<h2>

Tips 2<h2>

Tips 3<h2>

Tips 4<h2>

Tips 5<h2>

Tips 6<h2>

Presentation Tools <h1>

Link 1 <h2>

Link 2 <h2>

Link 3 <h2>

Link 4 <h2>

Link 5 <h2>

Link 6 <h2>

Prototyping Tools <h1>

Link 1 <h2>

Link 2 <h2>

Link 3 <h2>

Link 4 <h2>

Link 4 <h2>

Link 5 <h2>

Link 6 <h2>

Link 7 <h2>

Link 8 <h2>

Gallery <H1>

Rollover 1

Rollover 2

Rollover 3

Rollover 4

Rollover 5

Rollover 6



Dos and Donts

1. Do present only your best work. Don't try to be comprehensive.

It can be tempting to include everything you've ever done. But people looking at your portfolio are more interested in quality than quantity. If you only display 3 or 4 projects, your audience can be confident that what they're looking at is your best.

2. Do keep the design of your portfolio simple. Don't use gimmicks.

Sticking to a simple design lets the quality of your work speak for itself. Unless executed perfectly, videos, animation, and scrolljacking tricks are less likely to add than detract from your work.

3. Do tell a story about each project you include. Don't use buzzwords or too much jargon.

Because you're including only a few examples of your very best work, you need to tell a compelling story about each project. That can mean having a separate page to fully document the design problem, the process you followed, and the solution you delivered. Try to address this story to an intelligent general reader, avoiding buzzwords or jargon. (Nobody actually hires "pixel wizards".)

4. Do use photography of your designs in use. Don't make everything flat.

A common mistake with online portfolios is to display export images straight from Illustrator or Sketch. Not only does this make your site look flat and monotonous — it also gives your potential client no information about the context of the project, nor a sense of how it's been used in the wild. To add visual variety, produce some high-finish device mockups, and take nice photos of your designs in use (or better, get a

5. Do keep it up-to-date. Don't be afraid to remove work that is no longer your best.

Portfolios should be living documents. For your audience to take you seriously, they need to see that you are active, enthusiastic, and offering them up-to-date information. A good way of keeping your site fresh is to rotate or reorder your work, to maintain a blog, or include a client list complete with dates.professional photographer).

6. Do include a resume. Don't forget to provide your contact details.

Having a resume on your site is an opportunity to give extra detail to employers or potential clients who are looking for further information. You can also list off your past employment, training, competencies, and interests. Don't forget to include an email address and phone number — but make these easily accessible in multiple places around the site, not just on your resume.

7. Do make it memorable. Don't use an identikit portfolio template.

An excellent portfolio can stick in someone's mind. Sometimes this can be because it's particularly inventive, and other times it's just because the work is beautifully presented. Make yours memorable, and at all costs avoid stock photography and anything that looks like an off-the-shelf template. If you have to use a template, choose a very minimal layout.

8. Do present your work across multiple platforms. Don't overlook the power of social media. Your website is important, but there are all kinds of other places where you should place your portfolio's content and keep it just as up-to-date. Set up Behance, LinkedIn, and Google+ profiles, where people can discover your work and navigate to your site to find out more. And don't forget that Facebook, Twitter, and Instagram can help you to reach different audiences and networks. If you take decent photos, get set up on Flickr and 500px and use those profiles to drive people to your site.

9. Do present the kind of work you want to be hired for. Don't sell yourself short. If you're trying to build a freelance career around branding and logo design, make sure that this is the focus of your portfolio. What's more, don't sell yourself short — communicate the effort and attention to detail that you put into your work, and fully explain the value that you have delivered for clients.

10. Do tell your audience about yourself. Don't include too many personal projects. As well as adding a photo to establish virtual eye contact in your online portfolio, tell something of your own personal story, and set out your values and beliefs as a designer. Including a flavor of your design side-projects is fine, but make sure that these don't distract from the work your portfolio is there to showcase.