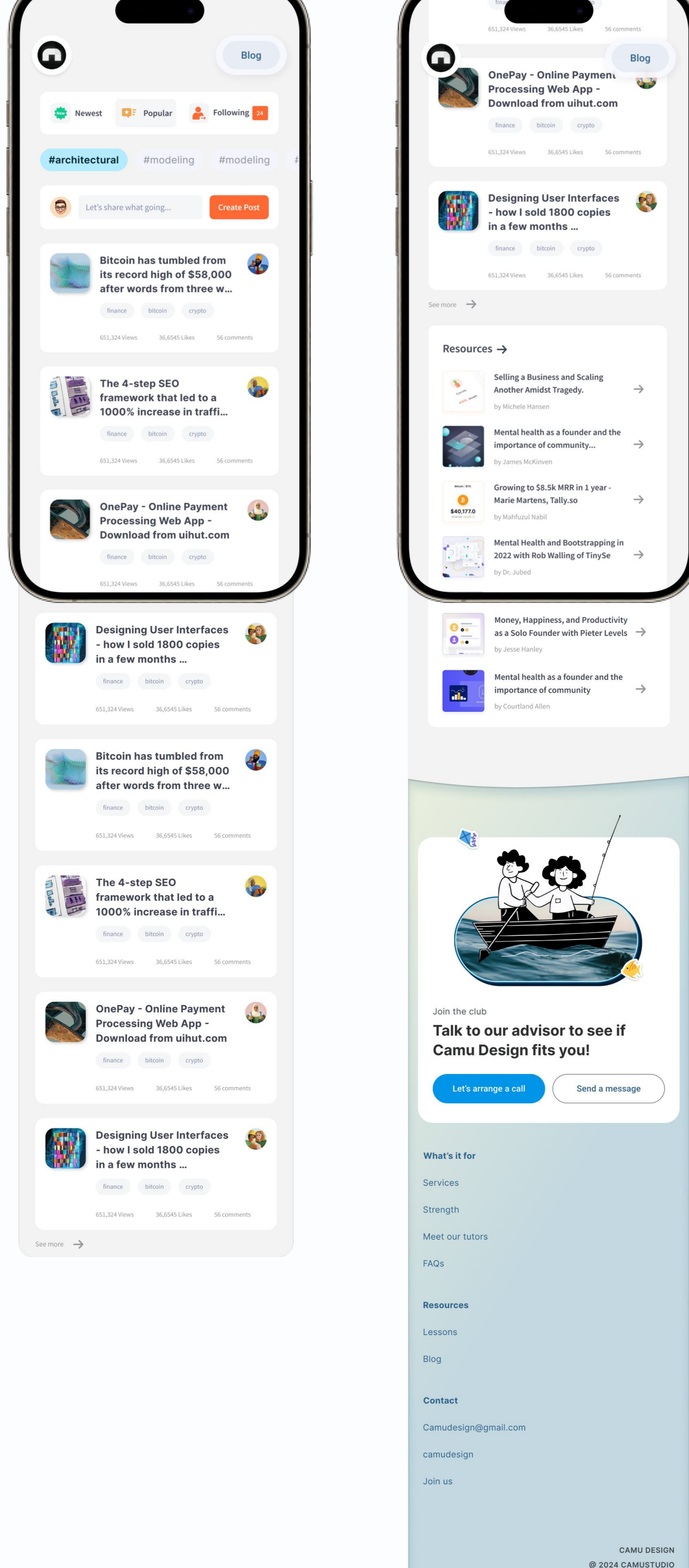


Blog Page - Mobile

An organized, visually appealing blog layout that highlights recent posts, categories, and offers easy navigation to in-depth design insights and articles.

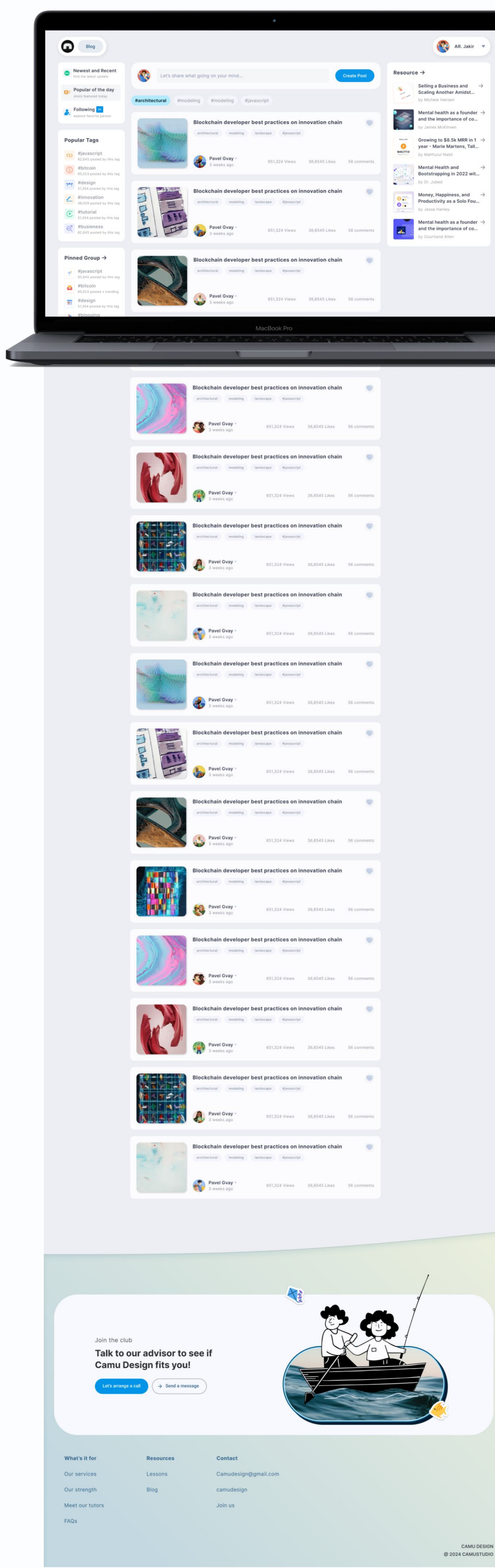
[View Details](#) →



Blog Page - Desktop

A mobile-friendly blog design with a clean, scrollable format that ensures seamless access to posts and categories, enhancing readability and engagement on smaller screens.

[View Details](#) →



Process

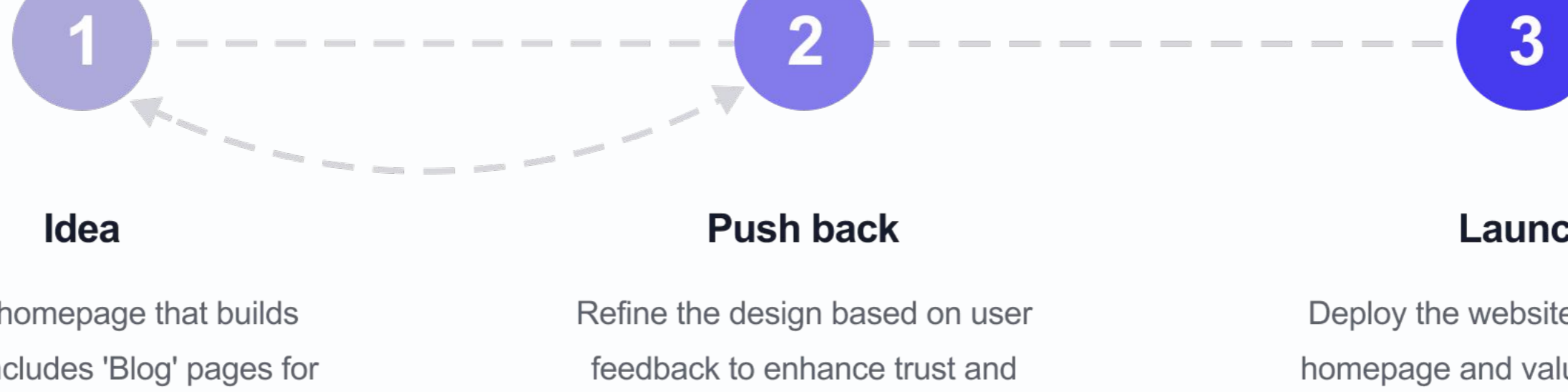
About

One day, my friend tweeted asking for help with his start-up portfolio mentoring business, which reminded me of my own struggles finding guidance for my portfolio. I want to support others who are in a similar situation and need guidance on how to develop their portfolios.

For his start-up company, a well-designed website is essential for establishing the brand, expanding its reach, and launching the business effectively.

Design Goal

Our UX design goal is to create a homepage that ensures an excellent user experience by clearly presenting the information users need to trust and engage with us. We'll also incorporate content pages such as 'Lessons' and 'Blog' to enhance our credibility, broaden our business scope, and provide valuable design insights for users seeking to deepen their knowledge.



1

Idea

Create a homepage that builds trust and includes 'Blog' pages for credibility and insights.

2

Push back

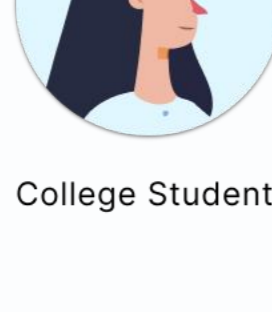
Refine the design based on user feedback to enhance trust and engagement.

3

Launch

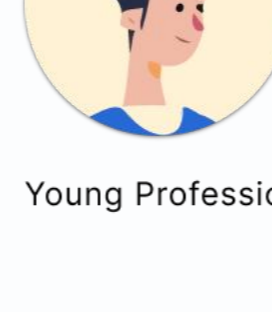
Deploy the website with a clear homepage and valuable content to establish and expand the brand.

I need clear guidance on what my portfolio should look like, but I struggle to find **reliable feedback** online.



College Students

I want a user-friendly platform to help me **revamp my portfolio** for a career switch, but I don't know where to start.



Young Professionals

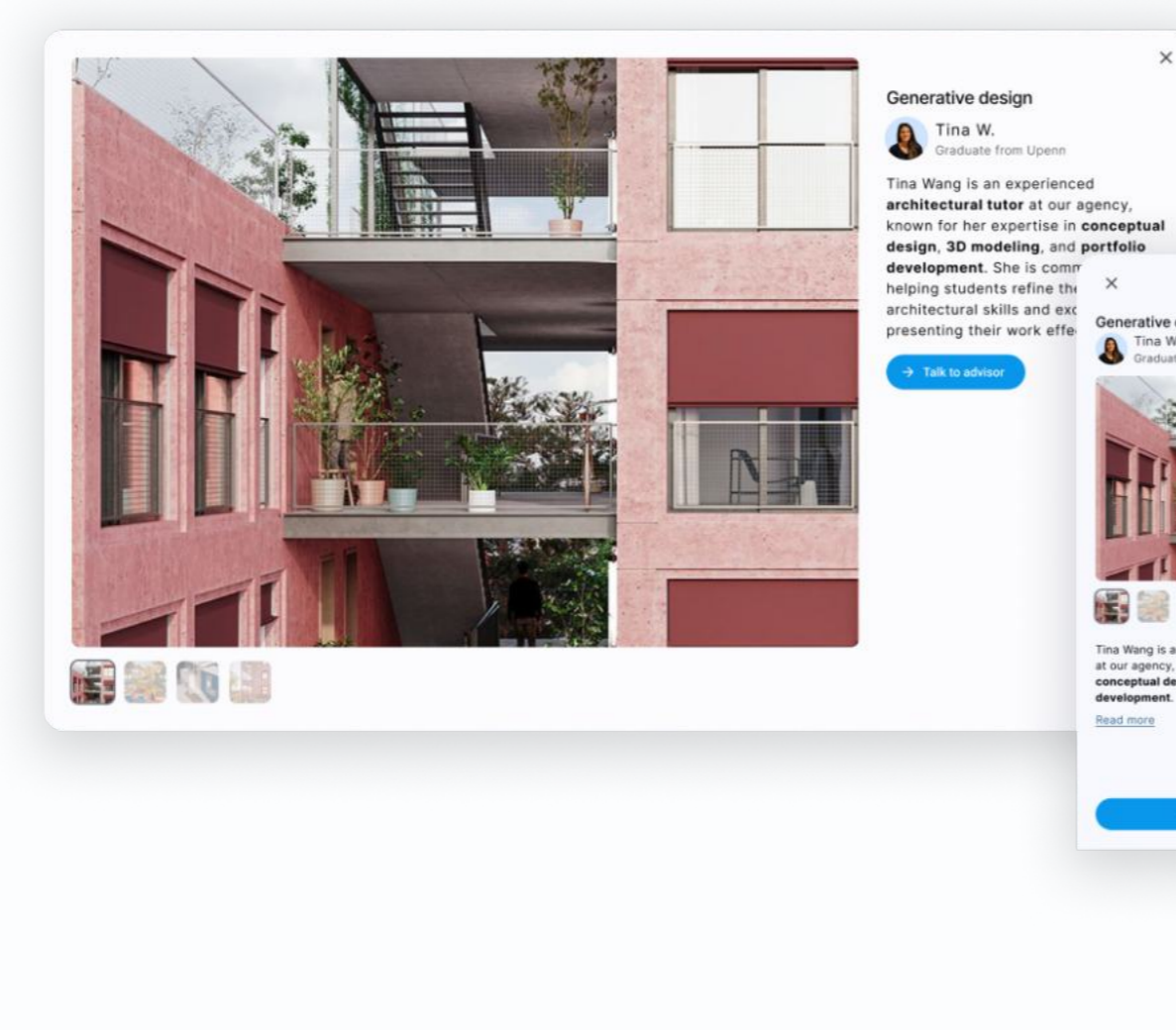
Target Users

1. College Students (Architecture)

- Age: 20-23
- Education: Final-year undergraduates in architectural design
- Goals: Build a strong portfolio for graduate school or job applications
- Challenges: Uncertainty about portfolio expectations and limited access to professional feedback
- Motivations: Stand out in a competitive field, advance education or career
- Pain Points:
 - Understanding expectations and accessing professional feedback
 - Balancing portfolio development with academic workload.

2. Young Professionals (Architecture)

- Age: 24-29
- Experience: 2 years in architecture
- Goals: Revamp portfolio for transition to a new creative field
- Challenges: Repositioning skills for a new industry, limited time for portfolio work
- Motivations: Seek a more fulfilling, creatively stimulating career
- Pain Points:
 - Difficulty identifying how to leverage current skills for a new field.
 - Balancing current job demands with portfolio development.

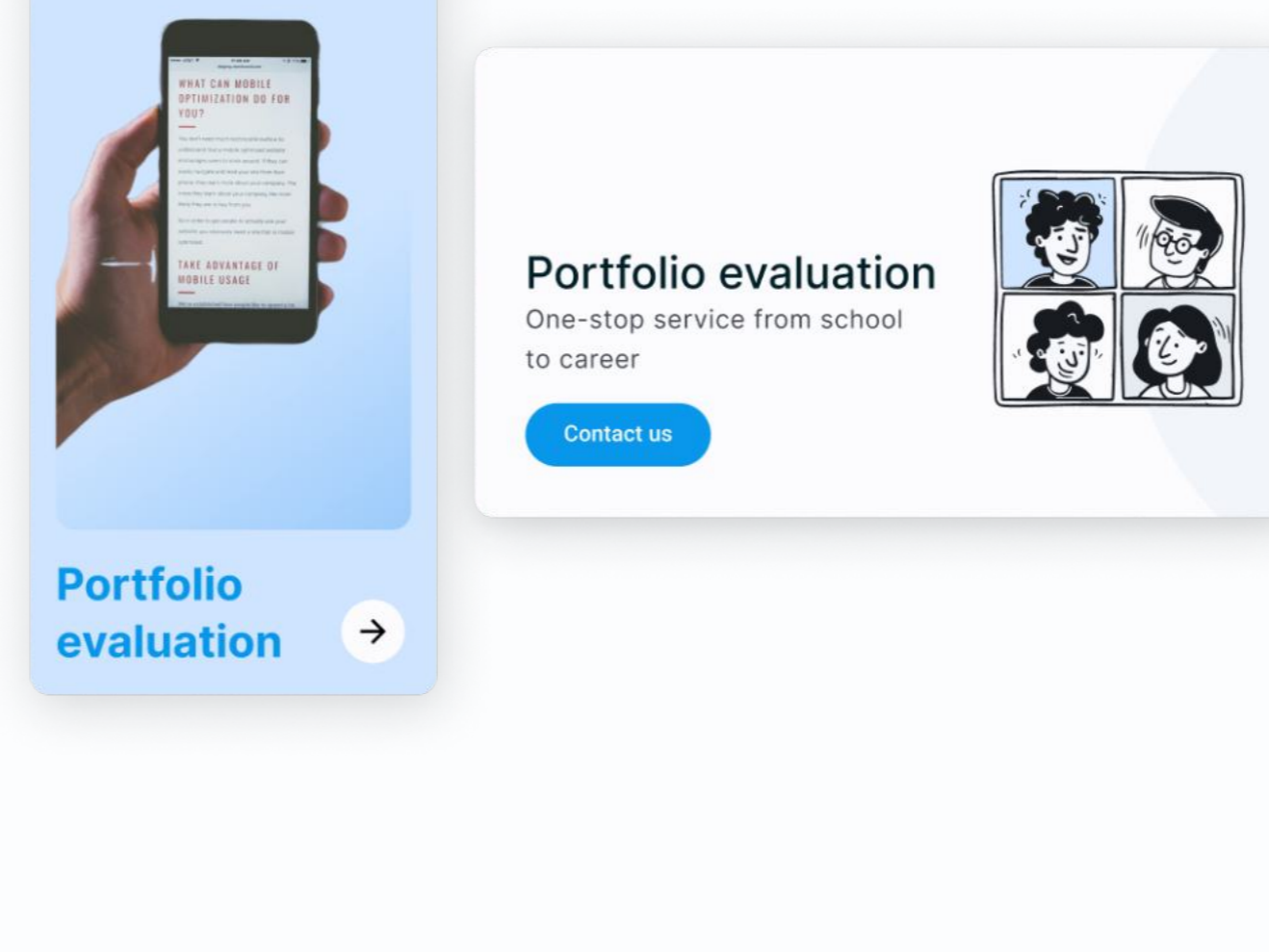


Challenge

The primary challenge of this project is to design a well-structured and engaging homepage that effectively communicates the value of the portfolio mentoring service.

Options

Focus on designing a clean, intuitive homepage that emphasizes key information such as services offered, testimonials, and the mentor's expertise.



Iteration

Based on the feedback, refine the design to address any usability issues or areas of confusion. This could involve tweaking the navigation, adjusting content placement, or enhancing the visual appeal.

Take away

This project sharpened my ability to design a user-focused homepage that effectively builds trust and engages visitors. By integrating valuable content like blogs and lessons, I boosted the site's credibility.

Through iterative feedback, I refined the design to deliver a polished final product. The experience also enhanced my skills in clear communication and project management, ensuring the design aligned with the business goals.

