Unit 1: Site Design

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May 24th, 2018

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1   Themes and Purposes

I am developing a Personal Portfolio Website to help promote myself to academia and the job market. The website will allow me to control my personal brand, giving hiring managers a curated and accurate glimpse into my personality and interests. The website will act as a work portfolio, presenting my experiences in an easy-to-digest format. Additionally, the website itself is intended to be a good example of both my technical and communication abilities.

In today's world, Employers are researching potential candidates online; having a personal website will allow me to control that process and showcase myself under the best possible circumstances. Additionally, developing a personal portfolio website gives the impression that I take my career seriously, placing me a step above the competition.

Overall, the website will provide me with a platform to control the information people find about me online. It provides an easy way to contact me; and lastly it will also provide me with an easy way to share information about my personal projects with my peers, professors and recruiters, as they should all be documented on the website.

2   Personas

2.1   Dr. Whittmer

Figure 1: Image Representing Dr. Whittmer [1]

Name: Dr. Karl Whittmer
Occupation: Professor of Software Engineering, McMaster University
Age: 76
Gender: Male
Cultural Group: Canadian
Religion: Christianity

Dr. Whittmer is an Associate Professor of Software Engineering at McMaster University; currently his research is focused on the development of Safety Critical systems for autonomous driving systems. For 15 years, Dr. Whittmer consulted on software development. During this time, he developed an autonomous data backup system that worked over telephone modem connections for a company in Chicago. He is a co-founder of the Canadian Software Certification Consortium and Chair of the Steering Committee. Early in his career, Dr. Whittmer was hired as a consultant by Ontario Hydro to work on software-based shutdown systems for the Darlington Nuclear Power Plant. Dr. Whittmer is highly technical and has decades of experience using computers. Dr. Whittmer is accessing Jamal's website to view the projects Jamal is involved in, and to assess Jamal's suitability for becoming his next graduate student. He was directed to the website by Jamal, who encouraged him to view the website in order to keep updated on Jamal's projects and to get a better understanding of Jamal's skills and experiences. He believes viewing the website will provide a good example of Jamal's communication skills, an important ability for any graduate student to have. Overall, he is planning on lightly reading through the material on the website. He doesn't have time to spend looking at every page on the website.

2.2   Stacy Wice

Figure 2: Image Representing Stacy Wice [2]

Name: Stacy Wice
Occupation: Engineering Technical Lead at 3D Printing Start-up
Age: 31
Gender: Female
Cultural Group: Canadian
Religion: None

Stacy is the Engineering Technical Lead at a 3d Printing Start-up in Hamilton, Ontario. Her company is developing a 3D-printing based cloud manufacturing platform designed to increase an organizations operational efficiency. She hopes to develop tools that empower companies to schedule, queue, and monitor their 3D printing resources in real time. Stacy has a background in Engineering, and has used computers since she was a child. Her primary computing platform is a Macbook Pro, but she also loves to surf the internet on her iPad.

2.3 Dr. Norbain

Figure 3: Image Representing Dr. Norbain [3]

Name: Dr. Sarah Norbain
Occupation: Professor of Mechanical Engineering, McMaster University
Age: 48
Gender: Female
Cultural Group: Canadian
Religion: None

Dr. Norbain is a professor of Mechanical Engineering at McMaster University. She is on the Graduate Admissions Committee, and is responsible for reviewing graduate student applications. Dr. Norbain has never met Jamal, and her goal in accessing the website is to learn more about Jamal as a person. Dr. Norbain has a working knowledge of computers, and uses them in her daily life. She is detail oriented and likes to take her time while viewing a website. She will visit many of the pages on the website, and look at the content carefully.

2.4 Sanjay Lee

Figure 4: Image Representing Sanjay Lee [4]

Name: Sanjay Lee
Occupation: Technical Recruiter, General Motors Canada
Age: 36
Gender: Male
Cultural Group: Indian
Religion: Hinduism

Sanjay is a Technical Recruiter at General Motors Canada (GM) in Markham, Ontario. He has Bachelor of Arts in English from Trent University, and is passionate about building relationships and networking. He has a basic understanding of computers, and uses the internet primarily for accessing social media websites like LinkedIn, Twitter, Facebook and Instagram. At work, Sanjay partners with Hiring Managers to understand their hiring needs and works with GM Employee Resource Groups to support hiring plans that meet corporate hiring initiatives for diversity, gender, and those with disabilities. He is responsible for creating and maintaining relationships to build a professional network, and actively seeks out candidates to fill open GM positions. He is always on-the-go, and most often uses his iPhone to access the internet and communicate with others. When he's not in meetings, Sanjay uses a Windows computer to research potential candidates online, conducting thorough, methodical research.

2.5 Matthew Black

Figure 5: Image Representing Matthew Black [5]

Name: Matthew Black
Occupation: Electrical Engineering Student, McMaster University
Age: 19
Gender: Male
Cultural Group: Canadian
Religion: None

Matthew is a second year Electrical Engineering Student at McMaster University. He is passionate about engineering, and using his skills to better the world around him. Matthew has extensive knowledge of computers having used them both personally and professionally. He can be found on all forms of social media including LinkedIn, Facebook and Snapchat. As a second year student, Matthew is always talking to upper-years, talking to them about their experiences, and asking them for advice on his schooling. His motivation for accessing Jamal's website is to learn more about Jamal, and to take inspiration from Jamal's projects. He believes talking to upper year students and learning about their projects and skills is important for his own personal goal-setting. When he accesses a website, he spends time reading and looking through every page. Matthew takes the bus to get to school, so he uses the time to access the internet on his mobile device. He prefers to scroll through a single page rather than opening multiple pages for one website.

3 Scenarios

3.1 Scenario 1 - Potential Graduate Supervisor Accessing Website

During 2017, Dr. Whittmer met with Jamal and learned about his interest in entering the McMaster Software Engineering M.A.Sc program. Over the course of multiple meetings, Dr.

Whittmer and Jamal discussed Jamal's involvement in McMaster Engineering extracurricular activities, and Jamal's personal engineering projects. The purpose of the meetings was for Dr. Whittmer to determine Jamal's suitability for becoming his personal Graduate Student. In addition to the meetings, Dr. Whittmer was directed to Jamal's personal website by Jamal to learn more details about his work experience and projects.

In accessing the website, Dr. Whittmer hopes to gain a better understanding of Jamal's technical and communication abilities. He accesses the website from his iPad, and immediately lands on the main ("Home") page. He scrolls down and finds a number of projects listed with corresponding project photos. He clicks on the photos to navigate to dedicated project posts which contain all the project details he was looking for. After reading about one project, he goes back to quickly skim through more.

3.2 Scenario 2 - Technical Recruiter From General Motors Accessing Website

Sanjay Lee, a General Motors technical recruiter stumbled upon a link to Jamal's website while researching potential candidates on LinkedIn. The link took him directly to the main page, allowing him to see Jamal's projects and employment history. Before accessing the website Sanjay Lee had no preconceptions about Jamal, and was just interested in seeing who Jamal was as a person and potential GM candidate. On the website, Sanjay looked for automotive related projects in addition to information on where Jamal lives. He quickly scrolls through the front page, then accesses project pages and blog posts by opening them in new tabs on his computer.

3.3 Scenario 3 - Engineer From Start-Up Accessing Website

Stacy (the engineering technical lead at a 3D printing start-up) received a job application from Jamal. She is viewing Jamal's personal website to get a better understanding of his interests and personality. She believes it is important to hire someone that will mesh well with the company's culture. Additionally, she thinks that a personal website is a good indication of both Jamal's "vibe" and technical abilities. She visits the website and lands on the main page, using it to navigate through projects and blog posts. She is particularly interested with Jamal's work experience, which she finds directly on the main page.

3.4 Scenario 4 - Graduate Committee Accesses Website

McMaster University received an application from Jamal to enter Graduate Studies at McMaster University. As part of the selection committee Dr. Norbain is responsible for assessing an applicants likelihood of succeeding as a Graduate Student. She is accessing Jamal's website to determine if his personal projects and work experience demonstrate the drive

and discipline required to be a successful graduate student. Additionally, she is looking at the quality and ability for Jamal to showcase his work using the website. She accesses the website using a link that takes her directly to a specific project post. After reading the project post, she navigates to related projects listed on the page, and eventually looks at the main page to learn more about Jamal in general.

3.5   Scenario 5 - Jamal's Peer Accesses Website

Matthew was viewing Jamal's LinkedIn profile when he stumbled across the link to Jamal's website. Matthew Black is accessing the website because he like's to compare and see how other students in his field are developing their careers and skills. By looking at Jamal's website, Matthew hopes to take inspiration from the projects, and see if Jamal participates in any extracurriculars that Matthew could also get involved in. When accessing the website, Matthew lands on the main page, and immediately clicks the 'works' link, which scrolls to display Jamal's project pages. He opens the projects in new tabs, and continues scrolling down to see Jamal's employment and volunteer work experience.

3.6   Scenario 6 - Jamal Accesses Website

One day Jamal (me) is talking to his friends about an automotive software project he worked on with one of McMaster Engineering's automotive development teams. He could not remember the implementation of a particular software algorithm, and accessed the project to read the project page and show his friend some detailed graphical information about the software. Jamal often uses the website as a record for all his project activities.
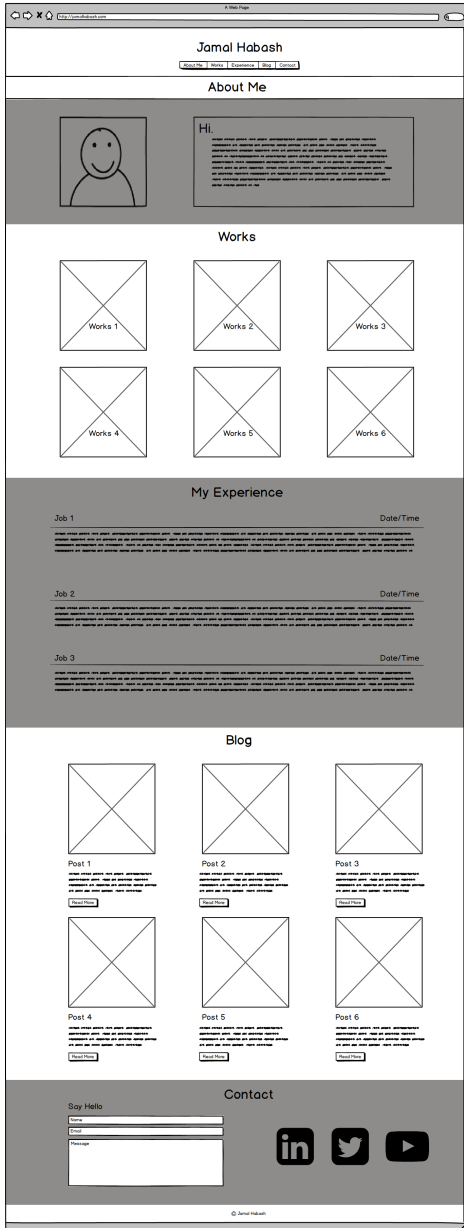
4   Further Requirements

As the website is a personal portfolio, the content should be created and owned by Jamal. It is important that graphics and images used on the website are either created by Jamal, or are available for free use.

In regards to social and contextual constraints, the website will be accessed by people from a variety of backgrounds whether that be technical or non-technical. The website should outline content in a way that makes it easy for non-technical people to understand a project; It should also provide technical people with a detailed understanding of the work that went into every project and post.
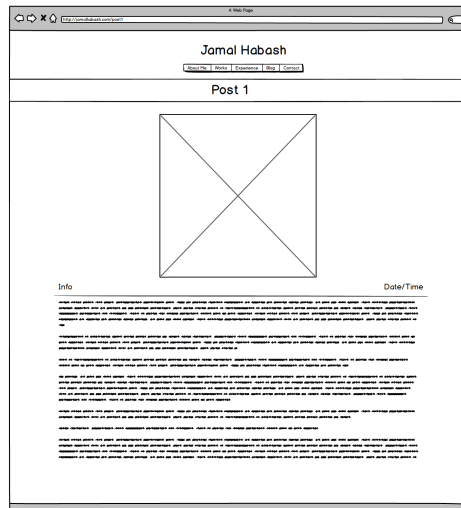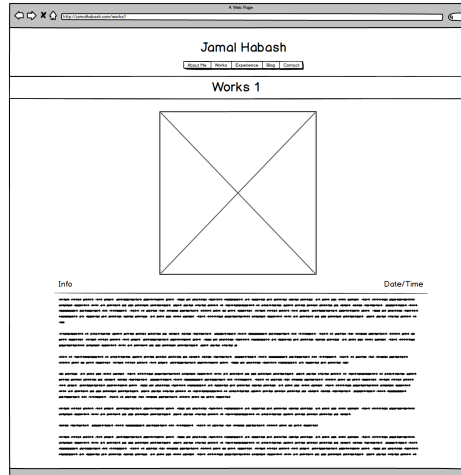
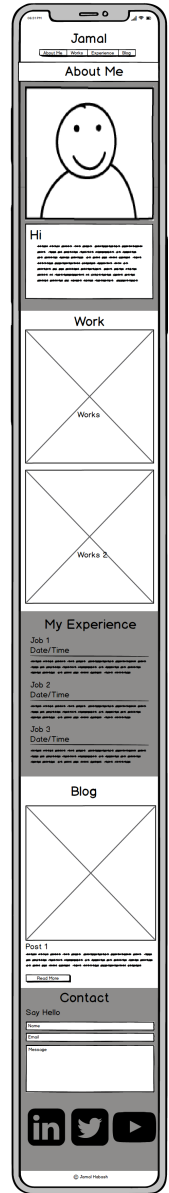# 5   Mock-up and Site Map

5.1   Mock-up

Figure 6: Mockup of Several Website Pages, Including The Main Page, Individual Blog Page and Individual Project Page.
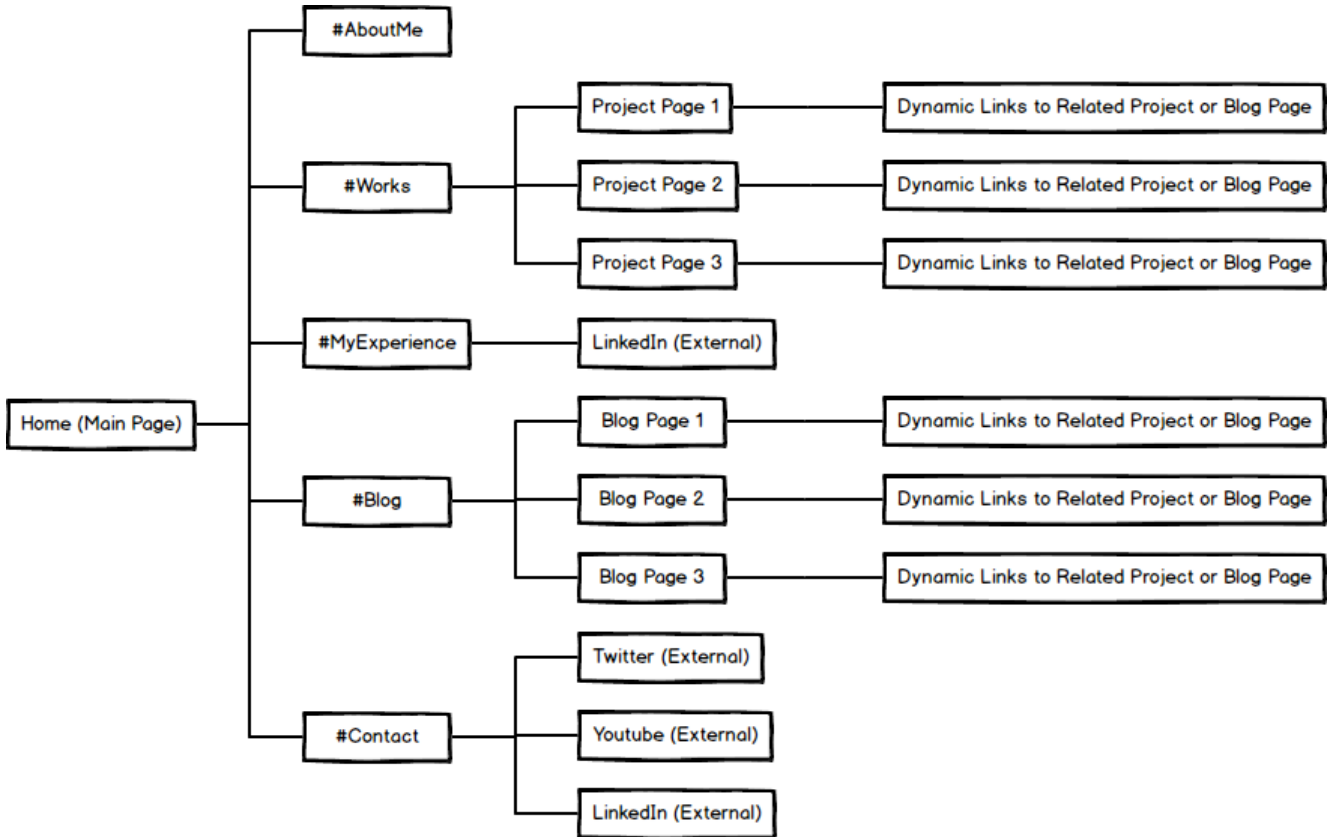
5.2 Site-map

Figure 7: Site Map That Demonstrates The Connection and Links Between Pages. A #
Symbol Indicates A Specific Section Within A Page

The site map is a representation of hierarchal connections between pages on the website in
addition to connections between the internal pages and external links. It is important to
note that every page will have links back to the "main page", and that every project and blog
post will have additional dynamically controlled links connecting similar projects and blogs
together. This will make it easier for users to navigate the site and find information that the
most relevant and interesting to them. Lastly, while the site map shows 3 unique project
and blog pages, that number can increase as more content for the website is developed.

References

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