

PORTFOLIO

John E. Thompson

217 W Franklin Ave #3
Minneapolis MN 55404

608.215.7014
jet1385@gmail.com

twitter @jet1385
johnet.tumblr.com
linkedin.com/in/jet1385

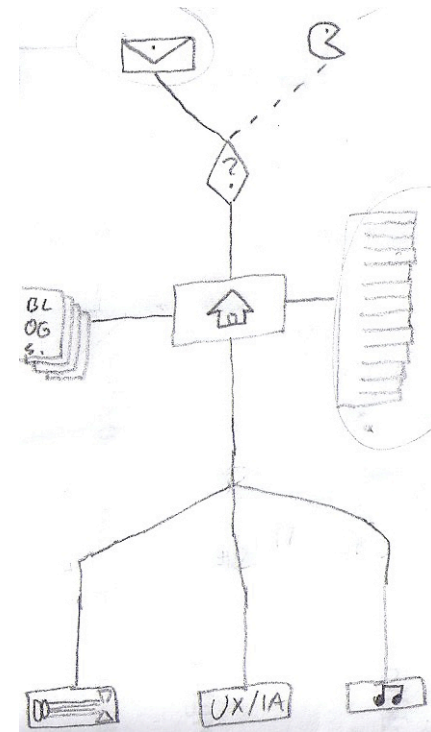
CONCEPT

What is this?

This is a future personal website, the purpose of which is to illustrate my feats to those interested. I based it on a simple, obvious idea: **a site that is its own map**. Perfect for an aspiring information architect.

Who will be visiting the site?

I decided that I would pick three primary personas with different goals. Since my site isn't going to be complicated, user scenarios for the primary and some tertiary personas will be combined with the site path diagram.



My very rough sketch at a bar (I was inspired by ambient dialogue).

The "pac man" in the upper right has no real meaning; it was just an idea that popped into my head. If I can flesh out a purpose to use it later, I most certainly will.

PERSONAS



Jeffrey

This man is a CCO at a world-famous agency and is searching for talent. He's a researcher, so he will be searching for a resume, portfolio and anything that defines me as a professional.

But he doesn't just believe in cold, hard facts. He wants to know what makes his workers tick; personality plays a key role in who he hires—as does method.

He has a specific way of ordering tea, keeps up on the latest typography innovations and blasts old Pixies songs in his glass-walled office.

Jeffrey gives off an aura of being rarely impressed to keep people working harder, but he takes time to reward those who truly deserve recognition.



Leann

She's a designer at heart. Preferring to focus on pure creative aesthetics, she finds herself in need of talent from other fields—in this case, information architecture and user experience.

Leann bases her search on web presence and pure talent; experience and personality doesn't play much of a role in her search.

She's looking for someone to help her on her latest project, a full-scale online presence, including a website, social media campaign, blog and more. Leann has yet to complete the preliminary plan and also seeks consultation from a creative-minded, far-seeking individual.

She's also a cat owner and Scrabble player, but she means business. This creative entity is not one to stretch projects and embrace a high amount of grand ideas. Practicality is her mantra.



Todd

While satisfied with his lucrative freelance copywriting gig, his true love is discovering original websites and promoting them online via Twitter and his various blogs.

Like Leann, he bases much of his search on talent, but above everything, he scours for mold-breakers.

While he spends half of his time on his Macbook (with an 11.6" screen size), he also lugs around an iPhone and makes sure to rock out every once in a while.

Though not seemingly a directly useful demo for my site, he has connections, thousands of dedicated followers and raw excitement for everything—a real networking and promotional goldmine and someone who could be a blast to work with in the future.

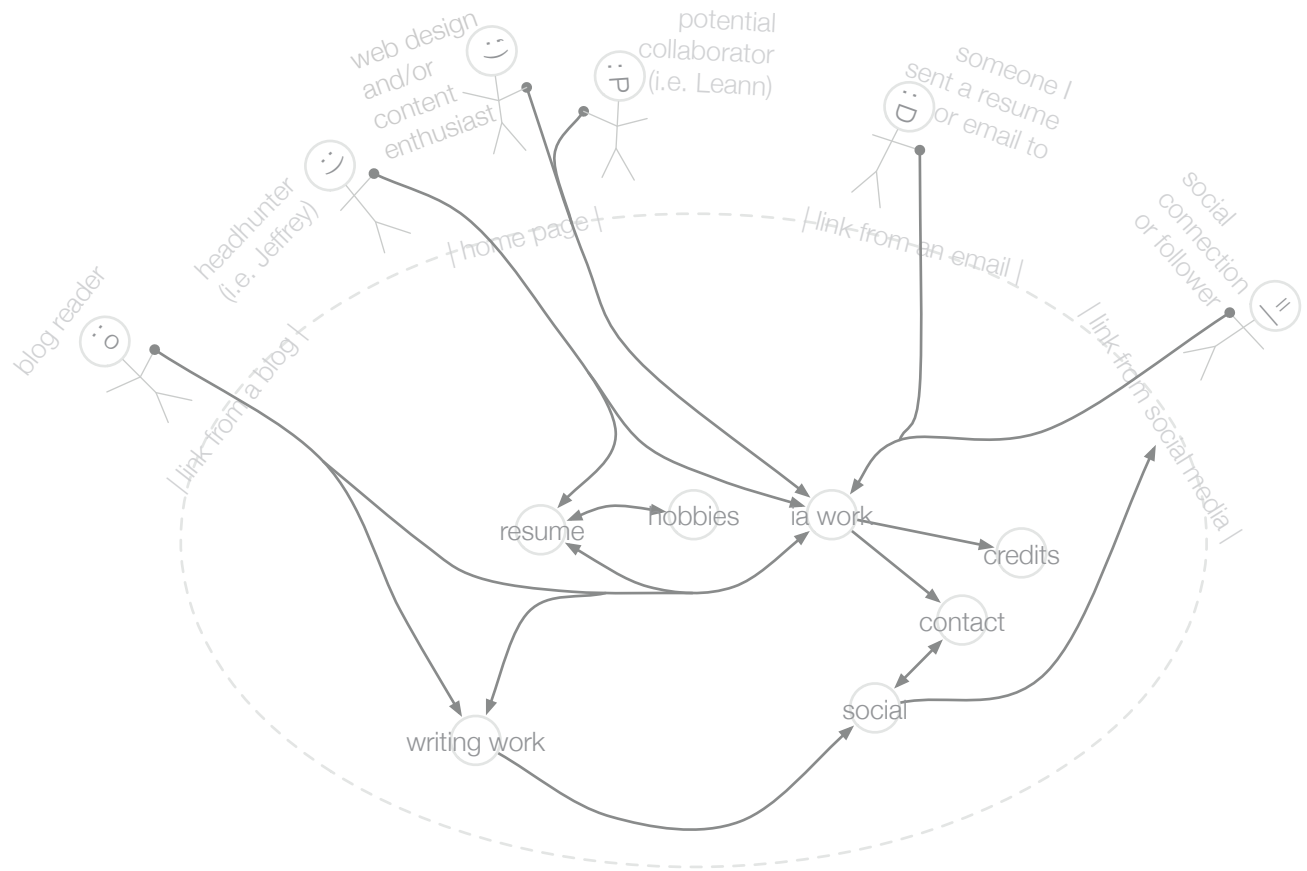
PAGES

Once I had a better idea of who would be visiting my site, I compiled a list of parts on the site, their purposes and intended users.

Home	Universal staple; also serves as a 'refresh' button.	<i>Jeffrey, Leann, Todd</i>
Contact	Universal staple; will help users locate my location and contact information.	<i>Jeffrey, Leann, Todd</i>
Resume	Where users can view and download my latest resume and view my professional history.	<i>Jeffrey, Leann</i>
UX/IA Work	Where users can view my completed UX/IA projects and download portfolio pieces.	<i>Jeffrey, Leann</i>
Writing Work	Where users can view and download my professional writing portfolio.	<i>Jeffrey</i>
Hobbies	Where users can view my hobbies and get a better overview of my personality!	<i>Jeffrey, Todd</i>
Social	Twitter, reddit, Tumblr, YouTube and LinkedIn icons and/or links for the socialites.	<i>Todd</i>
Credits	Where users can view who contributed to the site and contact those contributors if they wish. This part also boosts visibility of my site—each contributor is listed here. If anyone searches for their names, my site will show up in the search. Also, those contributors will have my site in their portfolios and resumes, further increasing visibility.	<i>Jeffrey, Leann, Todd</i>

SITE PATH

I then sketched how users would access the site from various reference pages and applications. I quickly discovered the need to have easy one- to two-click access between all parts of the site.



INVENTORY

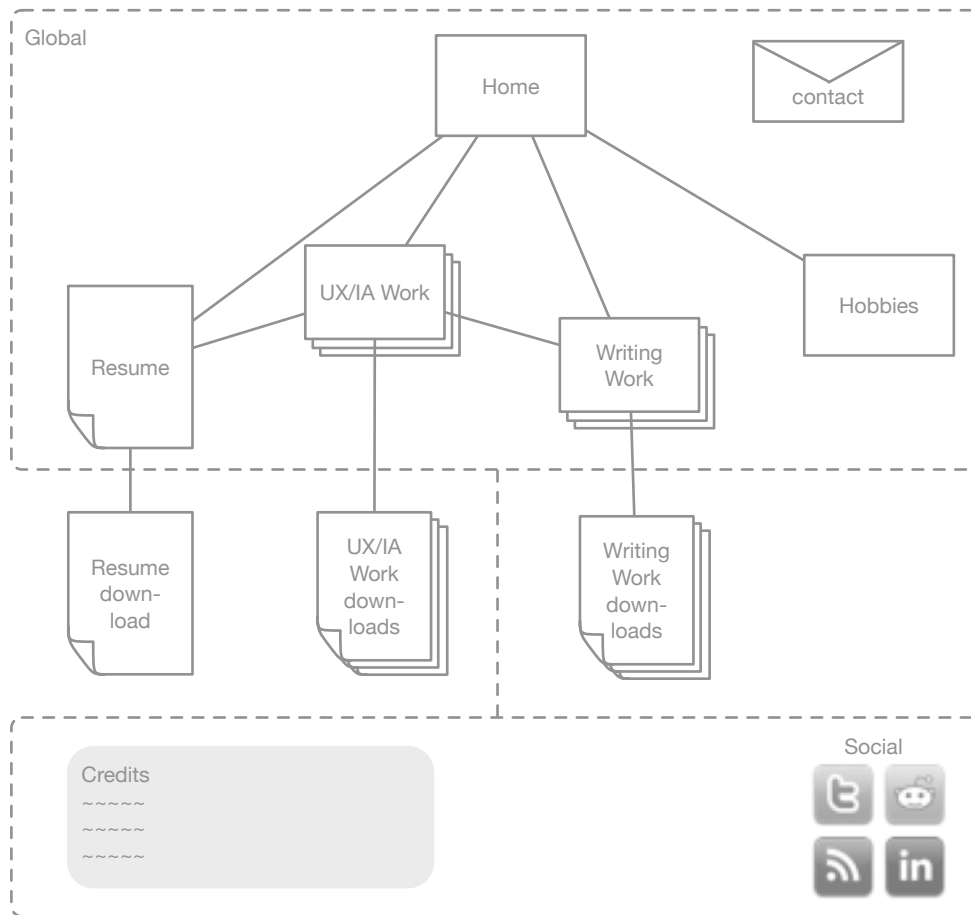
Once I had a clear look at where users would head, then I inventoried the parts in order to make their functions clearer. Administrative meta is excluded since none of the parts has a creation date, author or usage history.

Common questions can be answered here (i.e. What kind of page is it? What content will be contained within in? What meta data will be included within the code?).

<i>part / title</i>	<i>type</i>	<i>content</i>	<i>notes</i>	<i>location</i>	<i>descriptive meta*</i>
Home	<i>Home page</i>	All parts; a short bio/intro/about statement; credits section; social media icons	Subject to change (i.e. more collaborators in credits; more social icons, etc.).	www.[TBD].com	<i>*for all pages—all content is related to the following:</i> Information architect, info architect, user experience designer, designer, content manager, content strategist, organizer, IA, UX designer, John Thompson, John E. Thompson, jet1385
Contact	<i>Expandable window</i>	Name, email, phone number, address (pending); "hello" statement	Subject to change.	/contact	
Resume	<i>Expandable window</i>	Full resume minus hobbies, contact info, references; PDF resume download link	N/A	/resume	
UX/IA Work	<i>Expandable window</i>	List of UX/IA work; PDF portfolio download links; links to webpages, preview images; summaries; post dates	Subject to change (addition/deletion of UX/IA work); image previews may be cut if they do not work properly.	/uxiawork	
Writing Work	<i>Expandable window</i>	List of written pieces; one PDF portfolio link; links to written pieces (if available); summaries; post dates	Subject to change (addition/deletion of writing work); PDF portfolio will need updating.	/writingwork	
Hobbies	<i>Expandable window</i>	List of hobbies (bulleted, perhaps)	Subject to change; might add a PDF resume download link.	/hobbies	

SITE MAP

Since the website is mainly about myself, the site map is simple! Considering the site path, inventory and user personas, all parts are accessible immediately from the home page and expand when interacted with.

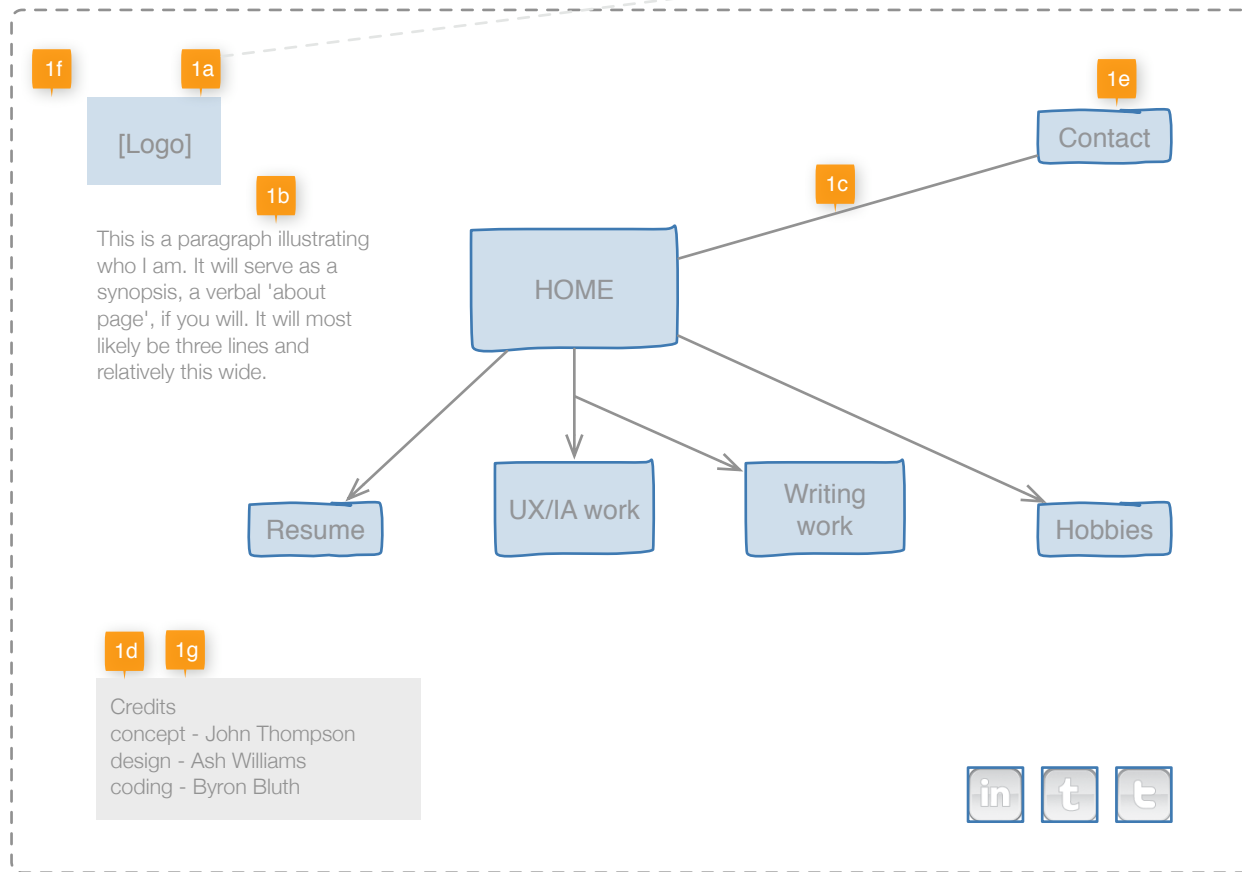


WIREFRAME

Default Home View .1

And since my career path is information architecture, why not have my website match that style? So it will be a portfolio itself—an interactive, gorgeous site map. You're probably wondering how this is going to work....

First, the default home view (the home page without any interaction):



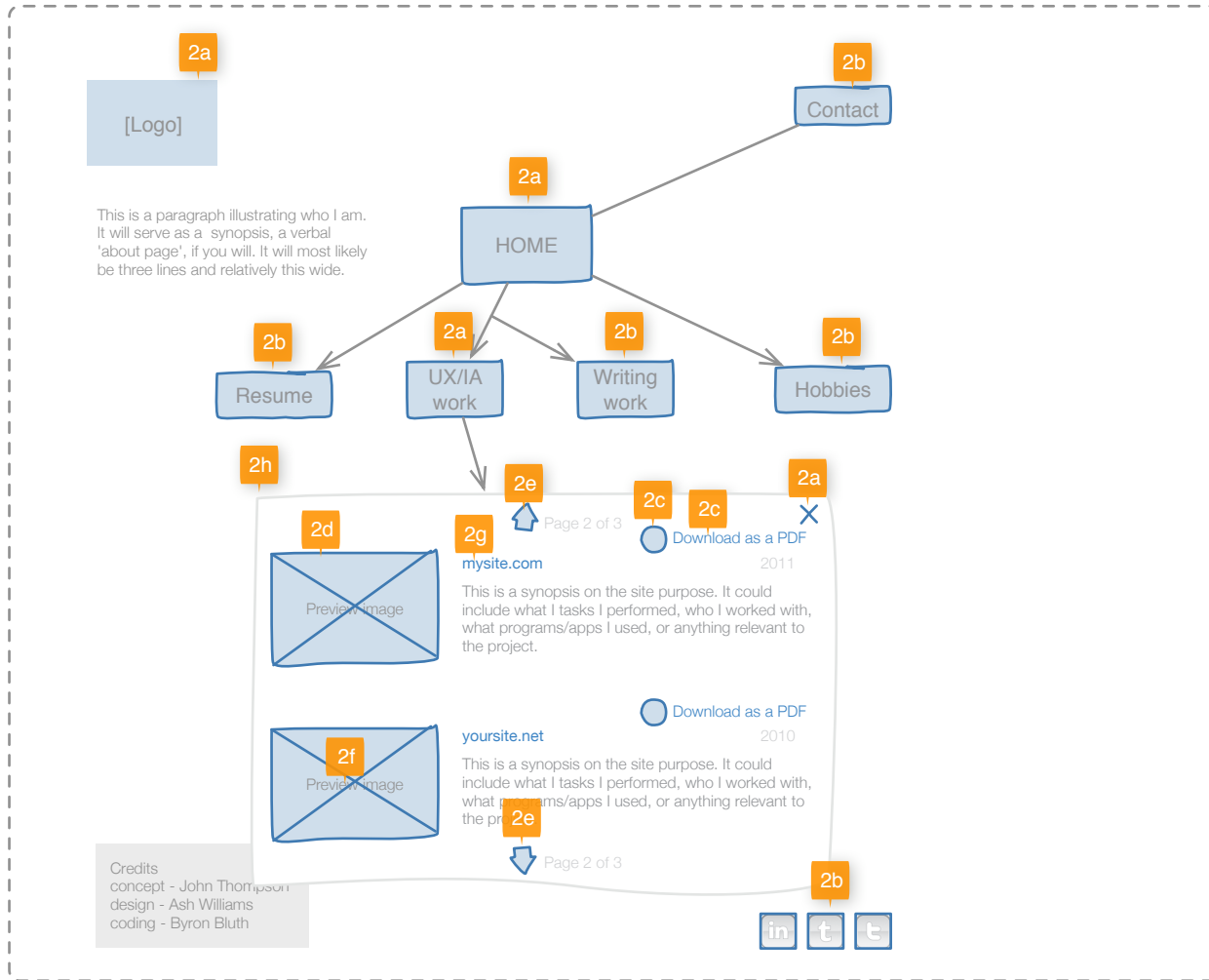
These are notes. I skip the "i" as to not confuse it with an "L" or a "1".

- 1a** Either my picture, signature or something that reflects "me" will go here.
- 1b** This will be a short 'about' statement.
- 1c** These lines will be visible, but much prettier.
- 1d** If there's a box or shading behind this, the box will adjust for user-adjusted text size.
- 1e** Align top with logo; include a healthy amount of white space above the logo.
- 1f** If possible, this page should load part by part in a predetermined order (i.e. logo, about text, home, contact, resume, UX/IA work, writing work, hobbies, credits, social media icons).
- 1g** I would prefer to include contact information for those credited. Or the names could link to their email or respective websites.

WIREFRAME

UX/IA Work .2

Now the page that displays my portfolio of information architecture work:

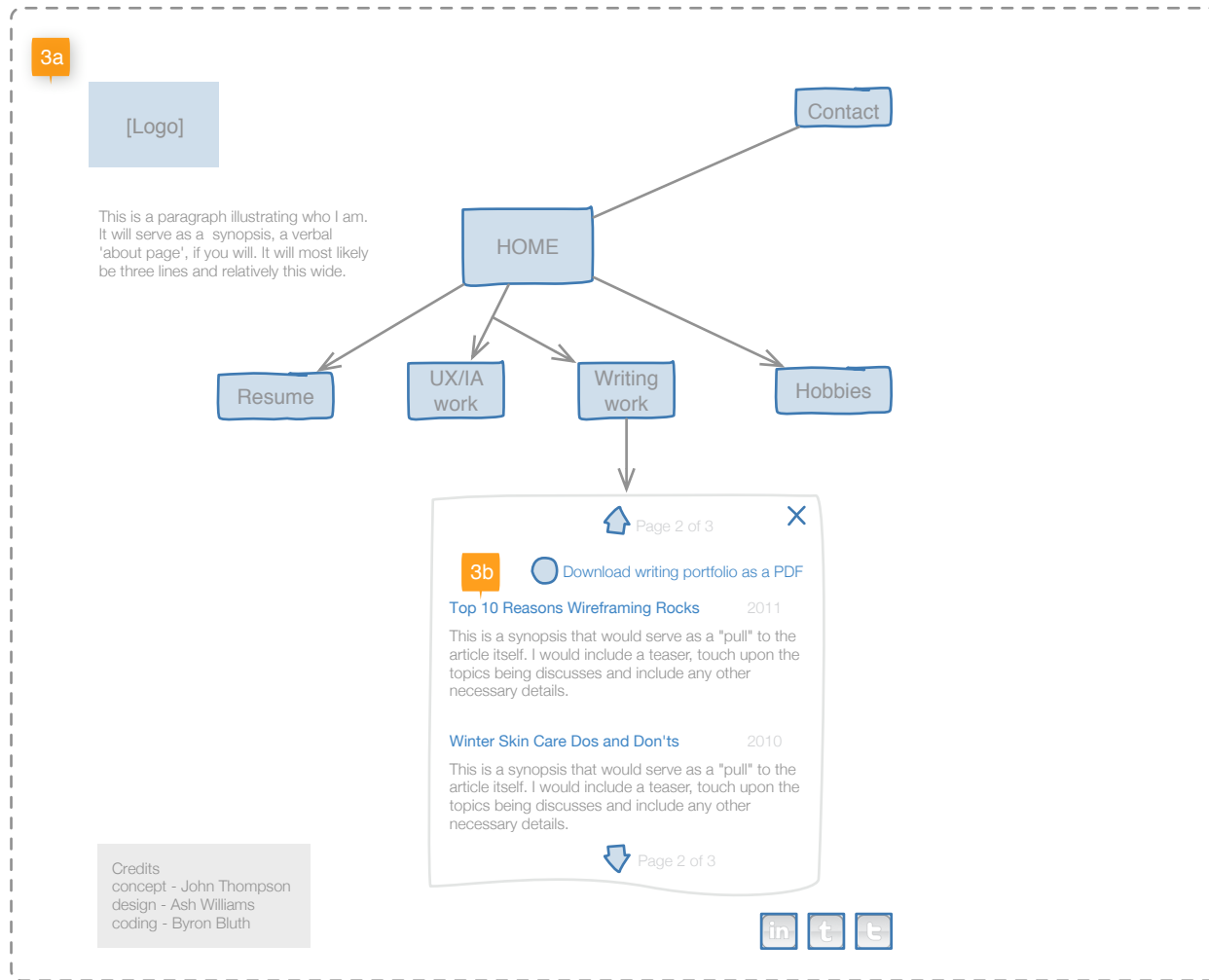


- 2a Clicking on any of these will result in the current box dissolving and returning to the home page.
- 2b Clicking on any of these will result in the current box dissolving and the respective part opening as if the user had clicked that part from the default home view.
- 2c Opens a PDF preview of the portfolio on a new tab or window.
- 2d Image expands when clicked on to a size that comfortably fits 800x600 resolution.
- 2e Scroll up or down one portfolio item. Note "Page 2 of 3" to give user the location.
- 2f Include alt text for all images.
- 2g Opens clicked URL in a new tab or window.
- 2h When "UX/IA Work" is clicked, this box should precipitate smoothly and the arrow will connect from "UX/IA Work" to the window. The window starts at Page 1 of (n). All of this should take half a second.

WIREFRAME

Written Work .3

Now the page that displays my portfolio of written pieces (articles, blogs, page copy, etc.):



3a

3a

See notes 2a, 2b, 2e and 2h—adjust accordingly.

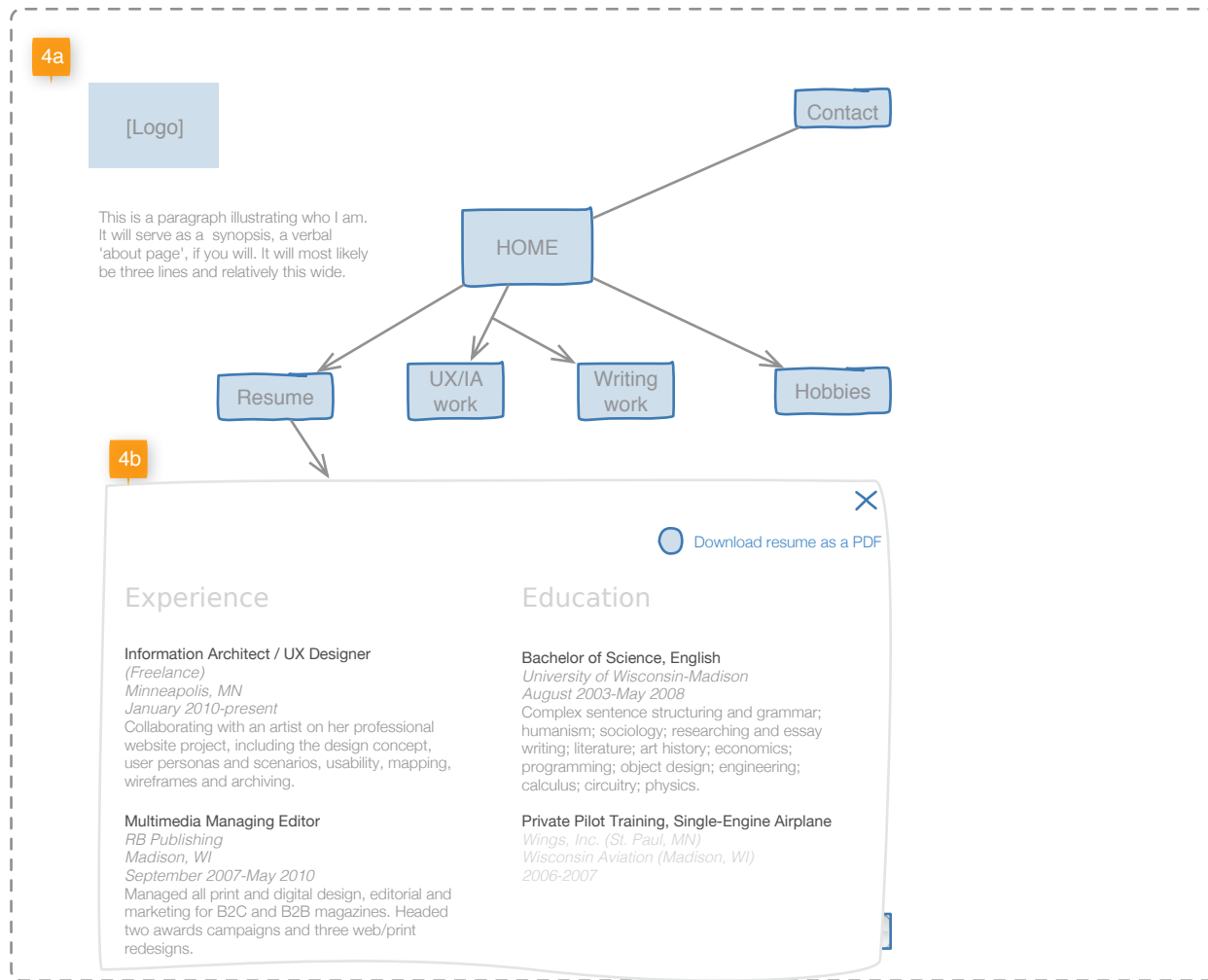
3b

Opens link to the written piece in a new tab or window.

WIREFRAME

Resume .4

Now the page that displays my resume:



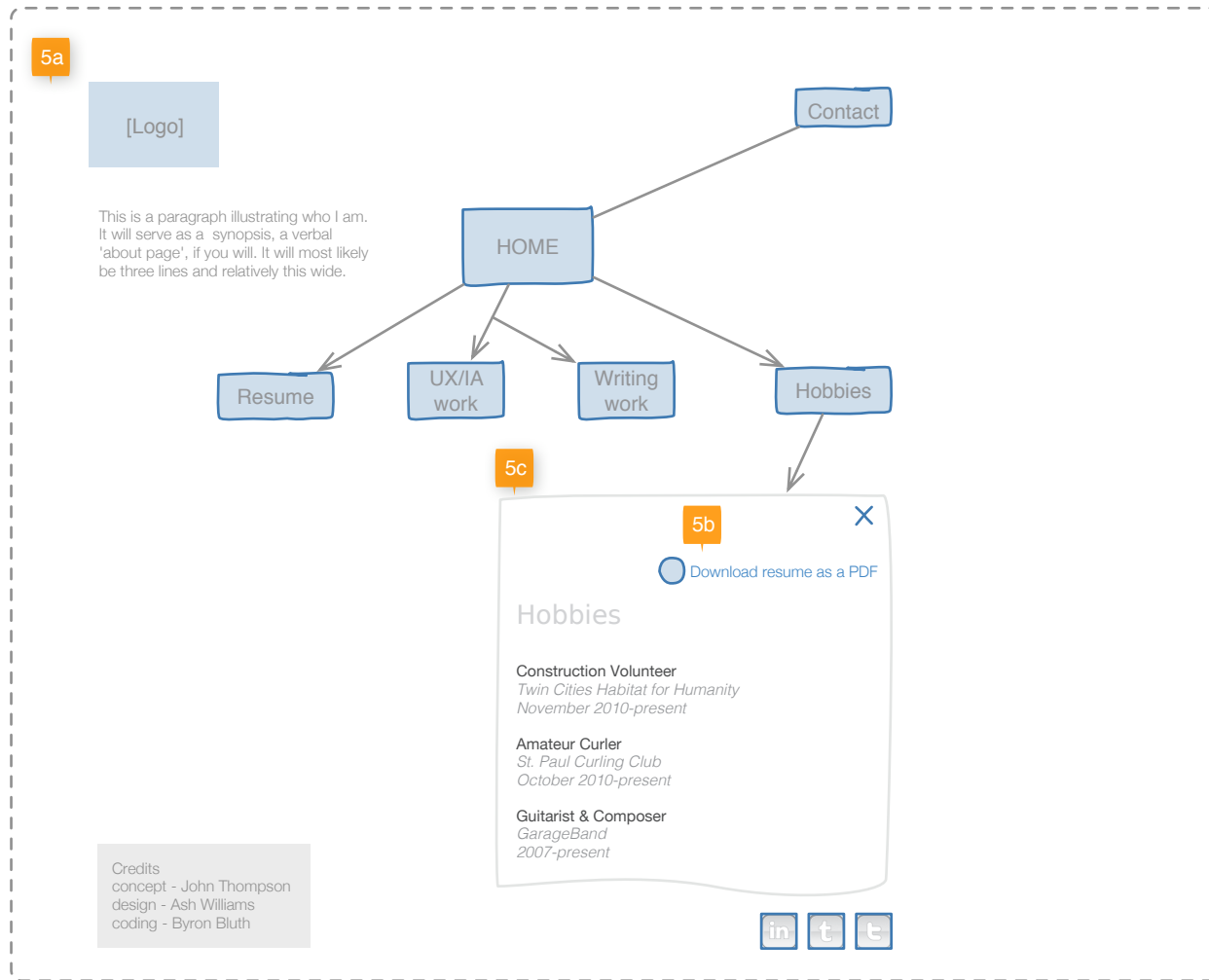
4a See notes 2a, 2b, 2e and 2h—adjust accordingly.

4b This box will expand fully downward as needed. No scrolling required, except in the browser window.

WIREFRAME

Hobbies .5

Now the page that displays my portfolio of written pieces (articles, blogs, page copy, etc.):



5a See notes 2a, 2b, 2e and 2h—adjust accordingly.

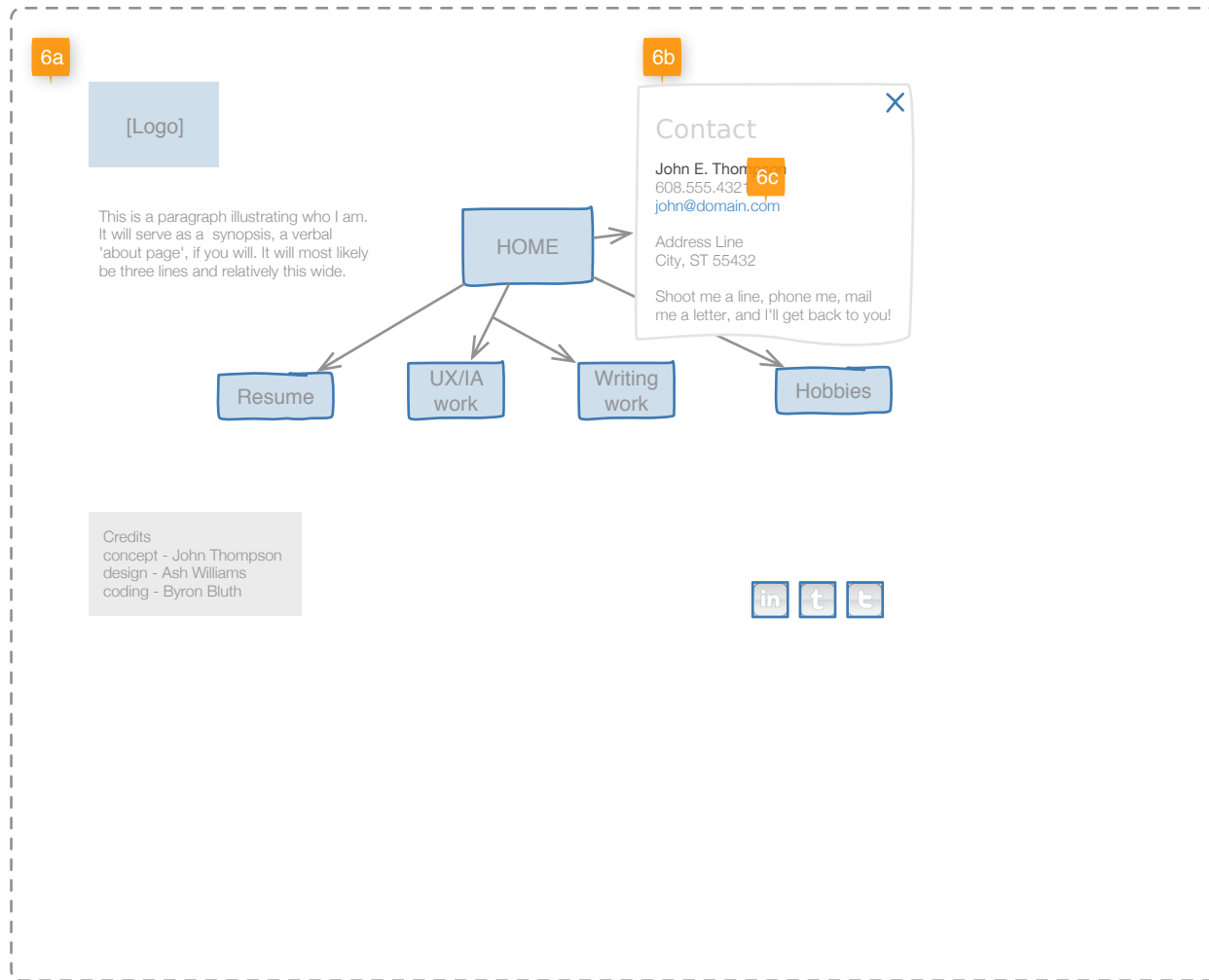
5b May omit this, depending on usability/UX tests.

5c This box will expand fully downward as needed. No scrolling required, except in the browser window.

WIREFRAME

Contact .6

Now the page that displays my contact information:



6a See notes 2a and 2b—adjust accordingly.

6b When "Contact" is clicked, the default view box should dissipate slowly as the opened window precipitates smoothly and the arrow will connect from "Home" to the window. All of this should take half a second.

6c Clicking will open an new message/compose window in the user's email application of choice (Outlook, Gmail...).

THE END

All that from a drawing on a sheet of paper!

From here, I plan on designing the site myself and developing it in Ajax, Joomla or, most likely, WordPress. However, this would render my "Credits" section null, which is why I hope to find other new talent similar to myself, others who could join in and beef up their own portfolios and resumes.

Either way, my last step is to fill up the "UX/IA Work" page—and this is what I am looking forward to the most.



Contact me at 608.215.7014 or
jet1385@gmail.com.

Also, follow me on Twitter @jet1385,
check out my blog at
johnet.tumblr.com, and feel free to
connect with me on LinkedIn.

Thanks for reading!
- John

