

# PortfolioLink

UX/UI design for iPhone app

# What problem are we trying to solve?

- 1) Students don't have a place to feature their portfolio for employers to see. If we have centralized place for them to feature their best work, it could be easier for them to be found and employed. This will help them to get internship, job, and freelance work.
- 2) Employers can't see work of all students and have to post jobs on multiple job boards or contact friends of friend with job listings. With the app proposed, they will be able to see all featured portfolios, sort profiles by skills, save profiles that they like, and contact students directly. This will help employers to find best match fast and give them bigger candidate pool to choose from.

# **User research recap**

## **(screener survey, research plan, user interviews)**

During user research which consisted of Survey that was sent to 30 recipients through Google Forms and user interviews, I was trying to answer two main questions:

1) Is there a need for app like this?

During survey 90% participants indicated that they would benefit from having app that would let them feature their portfolio and possibly be found by potential employers while they are still in college. Employers also indicated interest to be able to look through portfolios not only of students who are graduating, but also those who are still in the program. User interview confirmed interest of both sides in Portfolio Link app.

2) Will people use it if it exists?

Majority (70%) of those who answered the survey indicated that they will download the app and use it. Personas who were interviewed also expressed interest in downloading app like that and using to feature their portfolio or look through other portfolios.

# Recap of Competitive App Analysis

Before designing the app, I looked at two similar apps that could be direct or indirect competitors to the app that was proposed. I choose the following apps: JobAware and ZipReqruter. I also looked at [dribble.com](https://dribbble.com) and similar apps.

The following was concluded:

- 1) Many job search apps have problems with usability and didn't pass UX check. There were hard to use or hard to register. They would also often require too many steps to do simple tasks, lack back button or would even freeze during use.
- 2) Portfolio websites and artsy websites often don't have iPhone apps, they only often have mobile versions. Sometimes those websites are not responsive. This makes it harder for users to interact with the screen and find needed information.
- 3) Job apps or portfolio websites don't feature students, but feature jobs. There is no way to sort by skills and it's not easy to contact students directly. Also, they are not focused on particular school or university. If employer wants to hire from specific school, it is somewhat difficult to achieve.

# User Persona example

Persona 1

## Persona 1

608-333-3333



Dan Vane  
Name, Last Name

Student  
Occupation

28  
Age

Not Married  
Status

Madison  
Location

"I want something that is simple, clean, and easy to use."  
Quote

**Personality:**

Introvert Extrovert

Judging Perceiving

Emotional Logical

**Goals:**

- Find a job
- Feature his work
- Easy access to job boards

**Frustrations:**

- No site for MATC
- Hard to find job
- No place to feature work

**Motivation:**

Social opinion

Incentive

Power

**Short Bio:**

He has engineering degree from another college, but would like to get freelancing jobs in design and illustration in the future. He wishes that he could feature his portfolio for employers to see and contact him for freelance work.

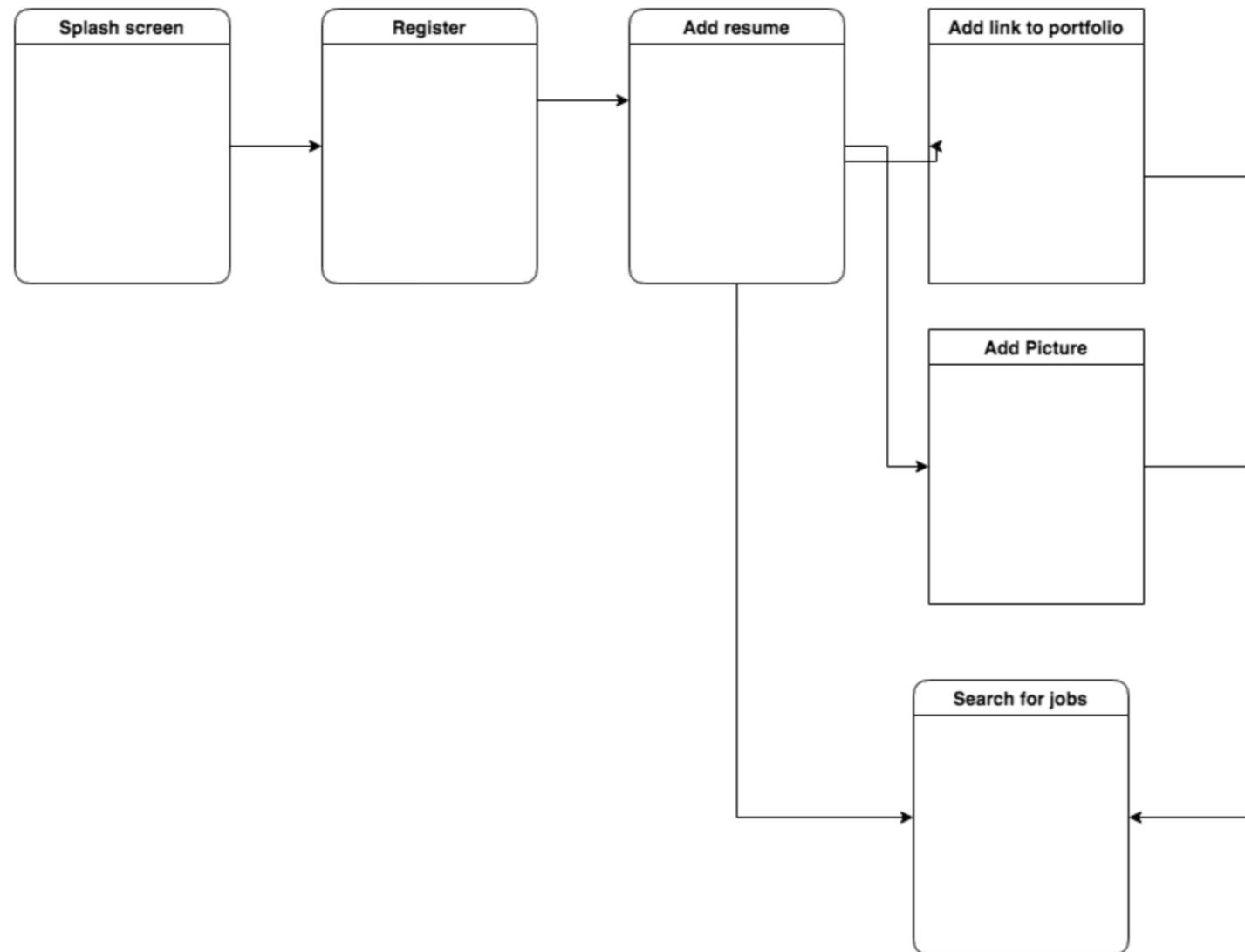
# MVP

## User Stories and UI Requirements

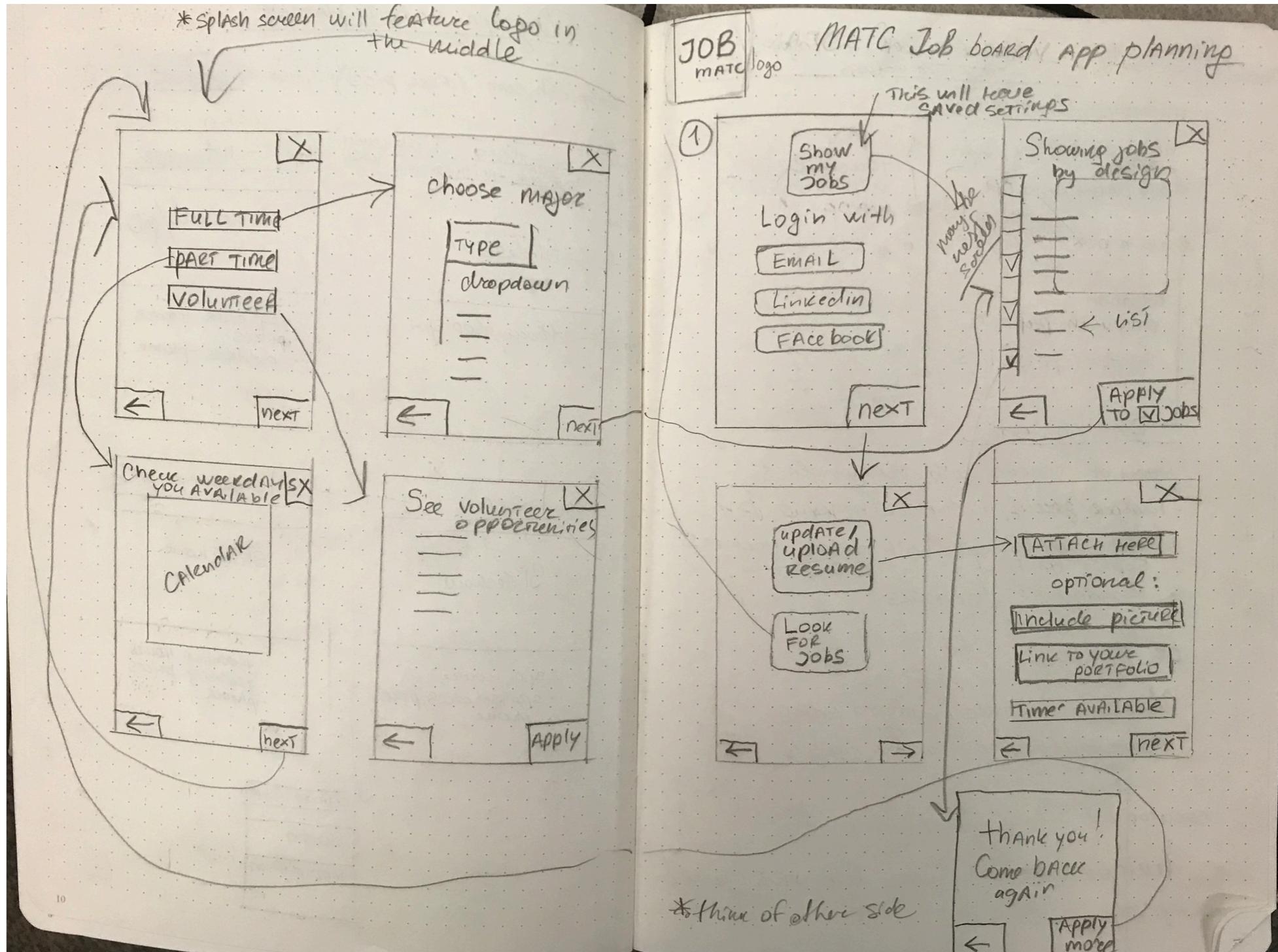
USER STORIES	MVP	UI REQUIREMENTS
An app that is easy and intuitive to use.	Simple design.	Implement simple design.
		Create understandable icons.
		Chose easy colors.
		Stick with several screens.
Loads fast.	Simple design.	Use appropriately sized images.
Ability to create account fast, minimum initial setup time.	Signup/Login screen with social accounts/email.	Make sign up screen.
		Allow to sign up with social networks.
Easy search.	Easy searchable categories.	Create search in app.
Ability to apply for position easy.	Ability to apply for position in one step if resume and links in file.	Create apply for position button.
Ability to store my resume in there and link to portfolio.	Option to upload resume or link to LinkedIn. Place to put link to portfolio.	create upload button

# Example of user flow

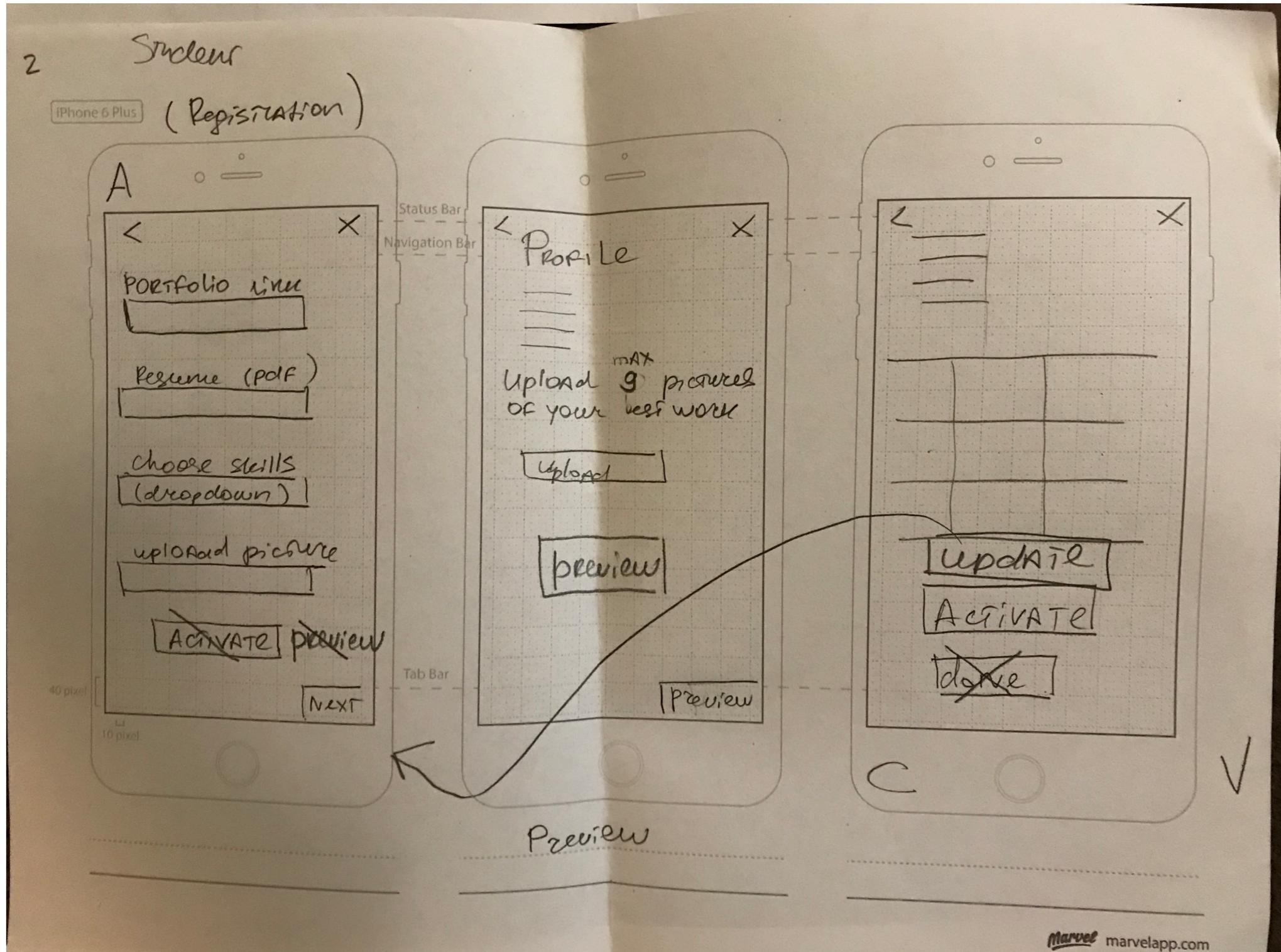
First time user flow

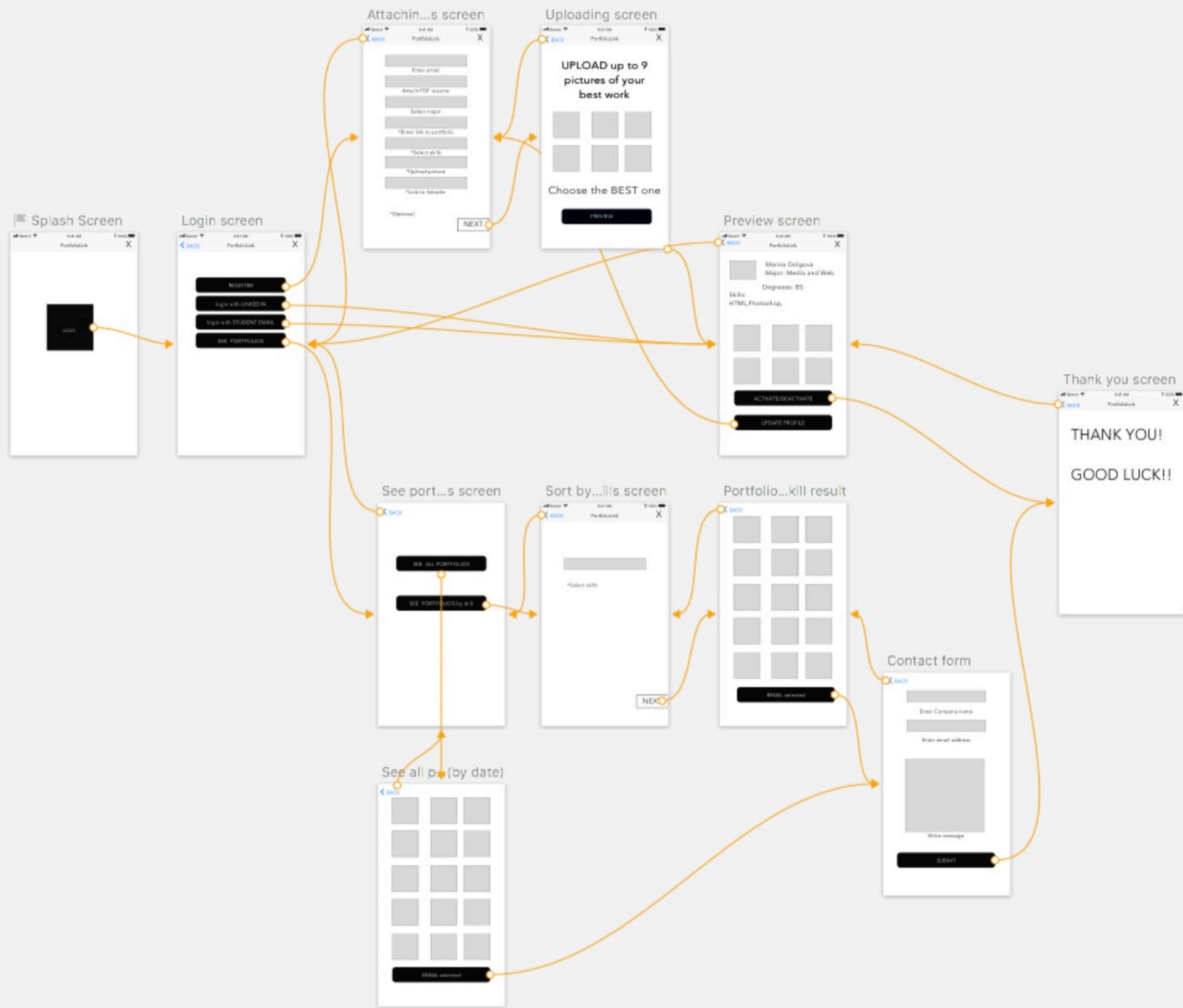


# Sketches examples



# More quick sketches





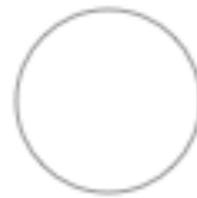


This is a STYLE TILE for iPhone app called Portfolio Link or PLINK in short.

This app is designed to solve two existing problems:

1) Students will be able to feature their best portfolio work in the app. This will help them to get internship, job, or freelance work.

2) Employers will be able to see all featured portfolios, sort profiles by skills, save profiles that they like, and contact students directly. This will help employers to find best match fast and give them bigger candidate pool to choose from.



## EXAMPLE OF A HEADER

Font: Forum #4A4A4A

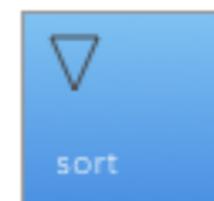
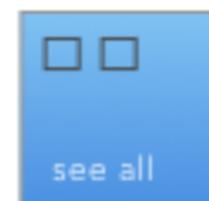
This is an Example of Body Font

Font: Avenir #4A4A4A

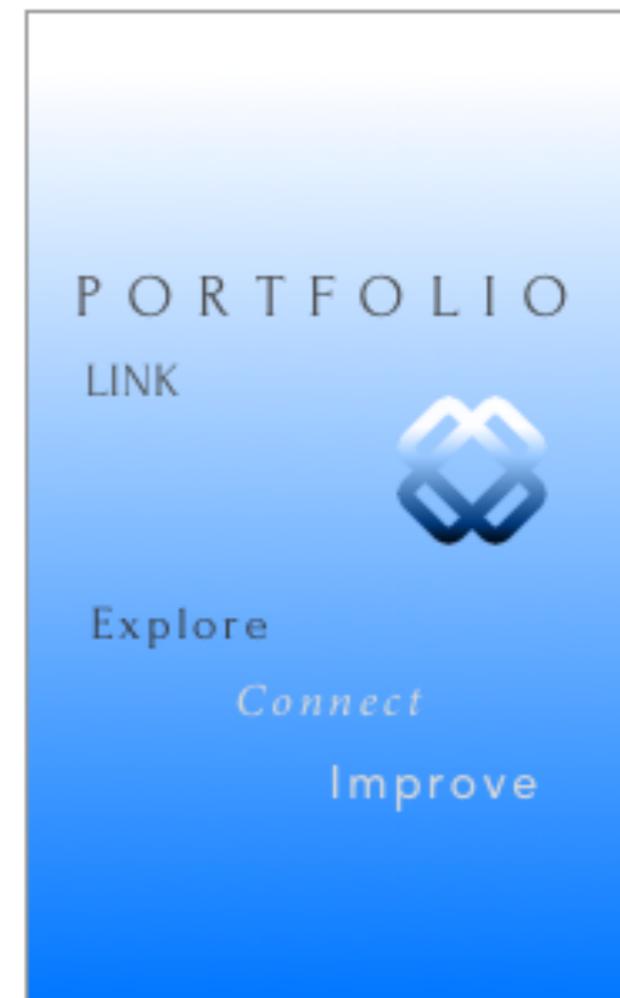
## ICONS TO BE USED

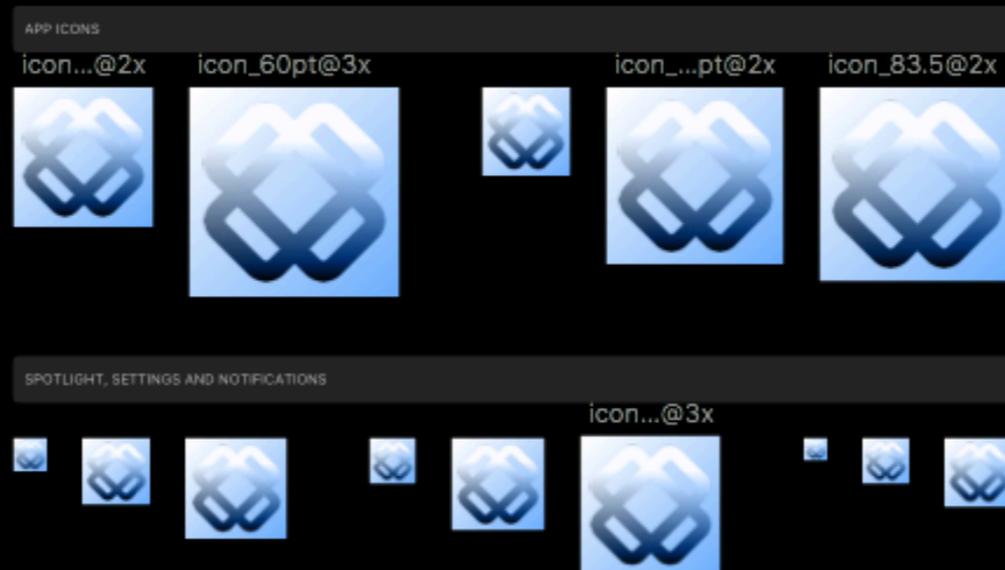


## BUTTONS TO BE USED



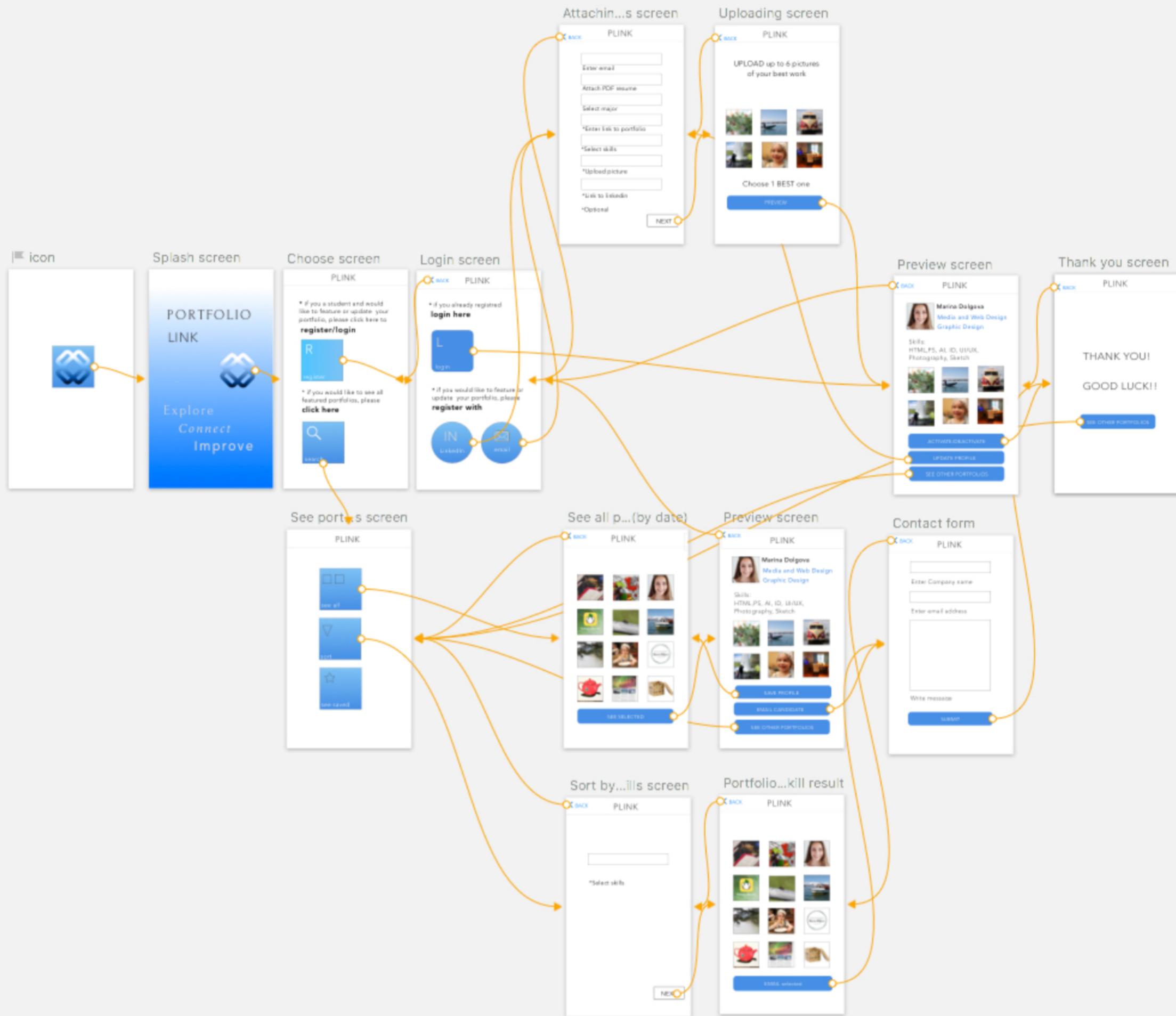
## SPLASH SCREEN





Icon





**Pleas, see interactive example on Sketch Cloud and here**

**<https://sketch.cloud/s/4gqex>**

