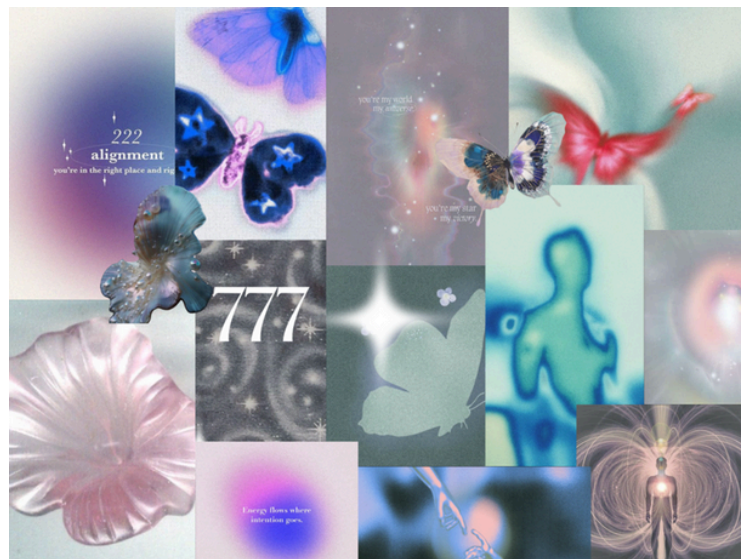# Portfolio Think aloud

Why am I doing this?

I am creating a portfolio to show my identity and personality it through a theme of aura and personal growth. I want the visitors feel the theme of my portfolio when they visit my site. With I think aloud I can find out their first impressions and thoughts.

"Does my homepage design accurately represent the mood and style conveyed in my mood board according to the target audience's first impressions?"

How am I doing this?

I made a mood board that reflects my theme and the style I want to go for and made the first iteration of my homepage. I showed both to them and ask them to share their impressions based on if they think my homepage reflects my mood board. This helps me find out if my homepage misses elements that are shown on the mood board and not on the homepage.l

What did I find out?

- Users saw the direction, but the theme wasn't fully visible in the first iteration.
- The design felt too static considering the theme: personal growth.
- Users encourage to push the theme further and make it more dominantly visible.

So?

Doing the A/B test gave me useful insights in how to improve my homepage design resonate more with my mood board. I was struggling with getting it more on theme, but the A/B test helped me iterate it further to make my homepage align with the theme I want. It also taught me to experiment and not to be too simplistic and static and be more expressive with my designs.