



SchabrechtsK Website

Prepared for: Kenneth Schabrechts

Prepared by: Kenneth Schabrechts

11 November 2019

PROBLEM DEFINITION	3
Objective	3
Analysis	3
PERSONAS	4
Business personas	4
Knowledge-base personas	5
WOULD IT NOT BE NICE IF	6
Idea List	6
People could sponsor the author	6
COMPETITION RESEARCH	8
Amos	8
Colin Grist	9
Thijs Feryn	10
Perrera	11
CARD SORTING	12
Site structure	12
Category structure	13

PROBLEM DEFINITION

Objective

Expand the reach of the SchabrechtsK brand to potential clients. As well as establish a connection with other developers.

Last but not least log all the knowledge into a blog, a podcast, a vlog, etc. so both creator and end user can reach this document in the future.

Analysis

This problem covers 2 areas. The first area is showing the abilities that Kenneth Schabrechts possesses. The second area is the knowledge transfer and the building of a personal brand towards the other developers.

The first area can be covered by showing the relevant work experience that Kenneth has. Besides that he can also use the second area as a way to show what he is capable of.

The second area is can be covered based on the activities that Kenneth performs.

By using a blog he can document all his knowledge into posts. By using a nice category system the post can easily be identified, sorted and found again.

Besides the blog there are also the speaking and workshop gigs, the vlog and in the future a potential podcast. These can live in their own spaces on the website in order to create a nice spacing between all the options.

PERSONAS

The personas that we will create for the SchabrechtsK website will be comprised out of different aspects. We will look both at the personal branding / business use-case for the website as well as at the knowledgeable side.

Business personas

Business persona:	Billy Olson - 35 years old - Recruiter for IT firm
Goals / Needs	<ul style="list-style-type: none">• Wants to find the correct profile for his client• See what competences the person has that he is looking at• Get a clear understanding of the work history of a developer
Frustrations	<ul style="list-style-type: none">• Not finding a good candidate• Not seeing all the relevant info• Not having a way of contacting the candidate
Solutions	<ul style="list-style-type: none">• Provide an overview of the competences that Kenneth has• Show the work history• Provide different ways of contact

Business persona:	Brandy Parker - 41 years old - Business owner of a shop
Goals / Needs	<ul style="list-style-type: none">• Needs a website for her shop• Wants people to easily buy items out of her shop• Easily be findable by her clients
Frustrations	<ul style="list-style-type: none">• Can not find a way to setup a website herself• Is not aware of how to setup a webshop• Does not know how SEO works
Solutions	<ul style="list-style-type: none">• Find a developer who can do this for her• Guide her through easy steps to contact Kenneth• Convince her to choose Kenneth by showing his relevance

Knowledge-base personas

Knowledge-Base persona: Ilse Carlson - 31 years old - Developer	
Goals / Needs	<ul style="list-style-type: none">• Wants to continue learning about the industry• Is thinking about doing public speaking
Frustrations	<ul style="list-style-type: none">• Does not know have reliable sources on learning new technologies• Does not know how to start with public speaking• Does not know what to talk about
Solutions	<ul style="list-style-type: none">• Foresee an easy way to guide Ilse to the overview of public speaking posts• Have contact possibilities so Ilse can ask questions about speaking

Knowledge-Base persona: Derek Ruiz - 26 years old - Student IT	
Goals / Needs	<ul style="list-style-type: none">• Is thinking about starting his own freelance business• Wants to know more about user experience design• Wants to follow a user experience design course
Frustrations	<ul style="list-style-type: none">• There are too many resources about starting a freelance business• Does not find a good workshop on UXD
Solutions	<ul style="list-style-type: none">• Guide Derek to the blog posts about freelancing and building a business• Make the blog posts about UXD easily accessible• Show an overview of when the next UXD workshop happens and at what conference

WOULD IT NOT BE NICE IF

Idea List

“Would it not be nice if ...” is a brainstorming section about the extra possibilities that the site could have in the near future. These are actions or ideas that would add extra value to the site but are not a required part of the website. One can go as far as they please.

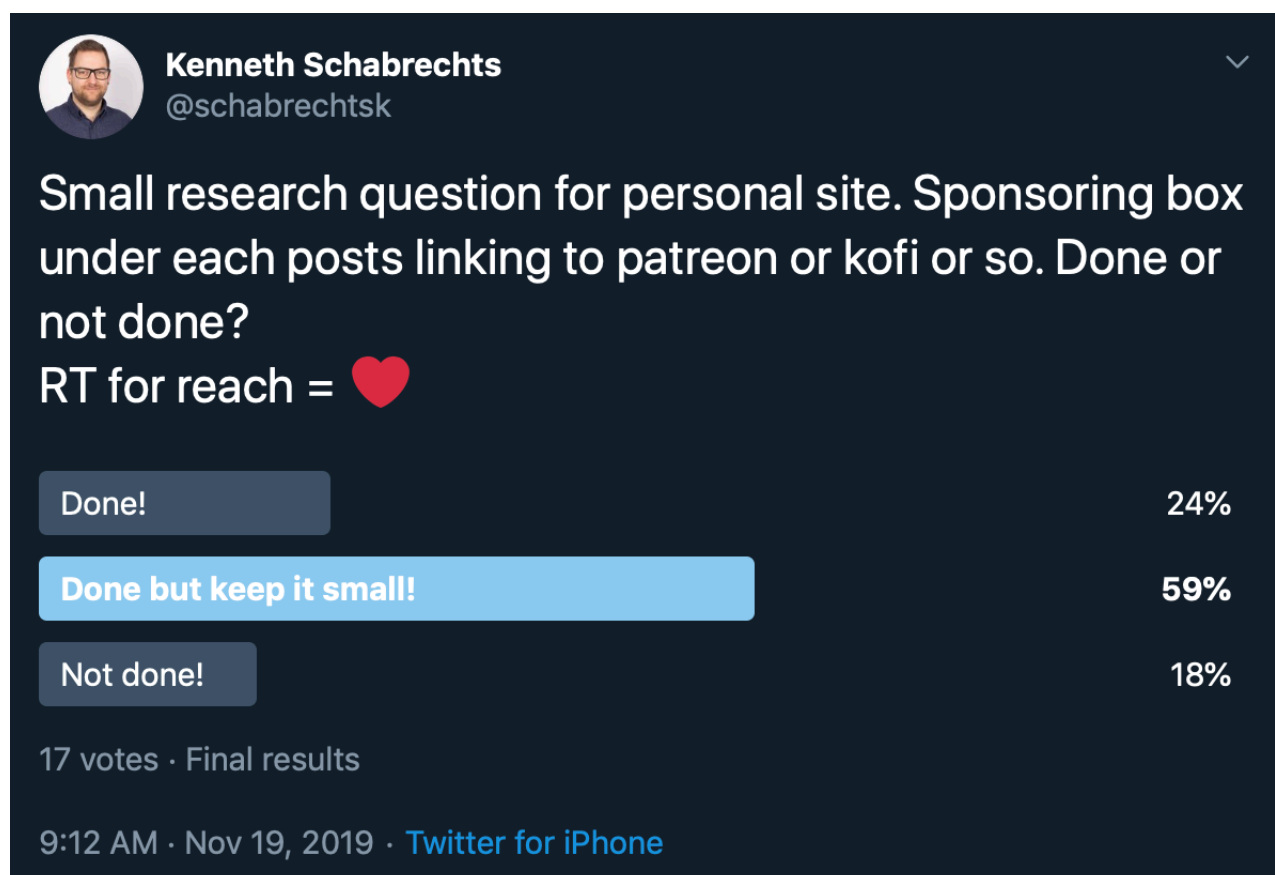
- A blogpost would be automatically shared to all social media
- A new speaking gig or workshop would be shared automatically to all social media with the correct hashtags
- There is an overview of all tools I use grouped by type
- A webshop with branded material
- Comments on posts give a notification in Slack
- People could sponsor the author

Now let's take 1 and flesh it out further.

People could sponsor the author

So SchabrechtsK already has a Ko-Fi page that he maintains. Currently he does not do anything with this page but it was foreseen to sponsor his youtube channel.

The first thing he did was to do a small research inquiry on Twitter.



A whopping 59% says it is ok to do but to keep it small, another 24% says to just go for it. This means we have a majority of 83% who thinks it is ok to add such a feature.

Herman Maes however pointed out that it would only be valid if the content provided is self researched and self written. There is no use in adding a support button when all the content provided are actually back links to other blogs.

The next thing we need to decide is the text to use. Some options are:

- Support my work
- Support me on Ko-Fi
- Support
- Buy me a coffee
- Buy me a coffee (€ 3,00)

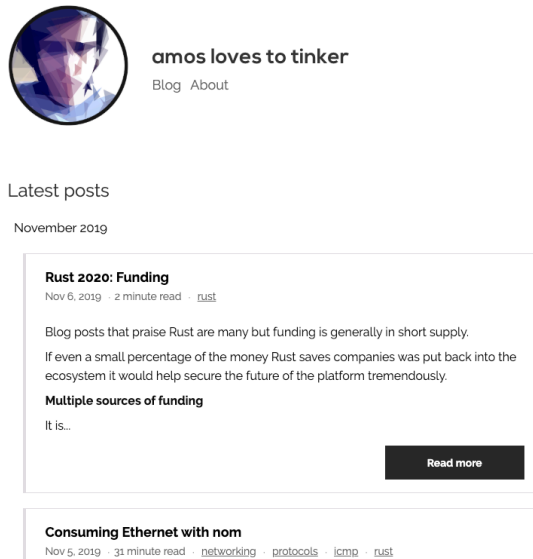
For the ease of use and the clarity we will start with using the Buy me a coffee button.

COMPETITION RESEARCH

In this section we will research other developers who have a personal website. This is to research functionality and design idea's that others are using that we could make our own.

Amos

The first site that we have is the one from [Amos](#). Amos is a developer who works mostly in Go. The thing that attracts Kenneth to this site is the minimalism and simplicity that this site build with.



Another item that is interesting is the Patreon support.

Thanks for funding.

If you liked this article, please support my work on Patreon!

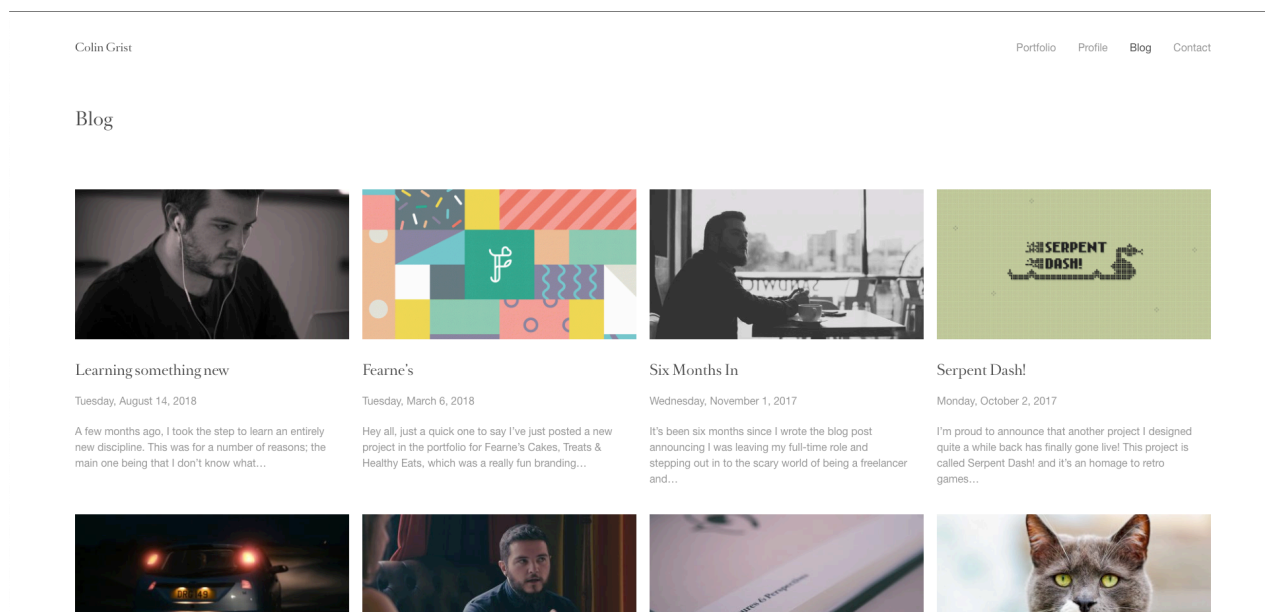
 [Become a Patron](#)

< [Consuming Ethernet with
nom](#)

Colin Grist

Colin Grist is a designer and developer. The thing that struck Kenneth here is the way the blog overview has been build up.

The overview is build up with a feature image, the titel, date and a small excerpt. The end user gets an easy and quick overview of the blogpost by date.



Thijs Feryn

Thijs Feryn is a “technical evangelist” at Varnish software. He does a lot of public speaking, is an author and hosts a vlog.

The part that interests Kenneth most here is the speaking page. Thijs presents his speaking gigs in a very nice and structured way. You can also choose whether you want to see the presentations of today, in the future or those in the past.

Each talk shows the date, the event and the location. In the detail page you can even book him.

✓ Presentation type

Presenting today

Upcoming presentations

Past presentations

Presentations (4)

12
NOV
2019

PHP Barcelona 2019

Developing cacheable PHP applications

📍 PHP Barcelona

📍 AXA auditorium, Barcelona, Spain 🇪🇸

PRESENTATION DETAILS

28
NOV
2019

PHPUGFFM V 2019

Caching the uncacheable with Varnish

📍 PHPUGFFM V

📍 DE-CIX, Frankfurt, Germany 🇩🇪

PRESENTATION DETAILS

10
DEC
2019

PHP-WVL December 2019

't Oncachebare cachen

📍 PHP-WVL December

📍 Bits Of Love, Brugge, Belgium 🇧🇪

PRESENTATION DETAILS

Perrera

Dan Perrera runs the Fore Design, a brand-driven visual communications studio.

He keeps his site unusual minimal. The only thing visible are the post titles and what year they were written. At the bottom we can also see a little info icon that will popup info on the Fore Design studio. Very clean and minimal.

Perrera.com	
	2018
	2018 Recap
	Four Years of Fore Design
	Scratching our Own List
	Designing the KCFA Website
	2017
	2017 Recap
	Red Sox Scores 2017
	Reconsidering Digital Space
	The Value of Experimentation
	Unlocking Creativity
	Hang Time 2017
	Exploring Design Directions
	Better Together
	The Art of Asking Questions
	Why Not Learn to Code?
	Time to Think
	Designing with Tachyons
	Redesign 2017
	2016
	2016 Recap

CARD SORTING

Card sorting is a strategy where you write down functionality or structure data down on cards. Next the cards can be sorted according to rules set by the researcher. This can be done by type of functionality or data, by importance etc.

In this research document we will handle the site structure and the categories. Both will be done digitally.

Site structure

We'll first think about what the needs are on the website:

- Blog / Notes
- Vlog (link to the vlog)
- About / Profile
- Contact
- Resume
- Speaking (Both schedule and booking)

Now that we have our list we can see what we potentially can remove to simplify the list. For example, we can show our phone, email and social in our header and footer. This removes the need to have a contact page.

We can also integrate the Resume page into the About / Profile page. By providing a link to my resume or even showing it in there we can hide it away from the menu. We only have to make sure we keep it accessible within 4 clicks. We can also hide the whole resume since we do have a link to LinkedIn on the website.

One of the pages could also be our basic homepage. For this there are 3 obvious choices: About me, Blog or a custom homepage not related to any of this. If we take the custom homepage we could add small items like the latests blogs, Upcoming speaking gigs, a current project part and even a small contact / help part.

This means we end up with the following:

- About Me
 - Speaking
 - Blog
 - Vlog
-

Category structure

For the categories I want to have a very natural high level list. Some of those are pretty easy to attain but others sometimes needs more in depth categories.

Especially tech related blog items can be hard to categorise. Do we go for framework level or language level. Or maybe just for back-end. On another note, tech posts tend to go out of date pretty fast. This is a decision to take.

- Announcement
 - All announcements that are made through the website
 - Interpersonal skills
 - For everything related to working with other people, behaviour and so on.
 - UX/UI
 - All UX / UI related items
 - Development
 - Everything related to development. This will hold all tech related posts
 - Interviews
 - Interviews with people
 - Review
 - Review of tech items and gadgets
 - Books
 - Review of books I read
 - Meetups & Conferences
 - Everything about meetups and Conferences
 - Speaking
 - Everything about speaking
 - Vlog
 - All about the vlog
 - TIL
 - Today I learned tidbits
-