

## **Favorite Websites**

### **Cnet.com**

Built with CMS? No

#### Likes

- Information Architecture of Pages
- Dynamic nature of content
- Emphasis on images

#### Dislikes

- No subscription
- No tagging System
- There is no way to disable the autoplay

Ideal User: Technology Enthusiasts

Cnet serves as a hub for technologists and those interested in discovering more about certain products through opinion articles and specification pages. Similar to CMS Wire, Cnet also has a products section that allows users to traverse through a list of software. Unlike relying on a standard search engine for software research, Cnet categorizes each item based on utility and rating. To ensure quality is reported, editors write a review in addition to the aggregate of user reviews. I like the dynamic nature of Cnet, more specifically how there are constant article updates. I am also satisfied with their information architecture - reviews and articles are easy to locate based on the hierarchical distribution of subpages. To supplement the reviews, Cnet implements high resolution images that engages the reader through showing the multiple contexts that a particular product can be used in. On the contrary, this website does things that render me desiring more. I wish for there to be a subscription button to receive updates when a new article is published by a particular author. There is no tagging system, therefore article cannot be considered under multiple categories. This hinders the user's ability to discover additional related topics. Finally, there is no way to prevent videos from playing automatically upon opening an article.

### **Twitter.com**

Built with CMS? Yes - Ruby on Rails Token

#### Likes

- Tags
- Tweets based on location
- Sharing

#### Dislikes

- Little profile customization

No edit button

No groups

Ideal User: Young Adult, Public Figure

Twitter is a service that aggregates posts from people to promote global dialogue. It allows user to follow and unfollow particular people. The primary driver of communication is the frequency of keywords. The more a group of people utilize a particular set of words, increases its searchability thus allowing members from across the world to garner insight regarding sentiments of a topic. Users have the ability to share post from others in an efficient manner via the retweet functionality. Considering that the world is inherently diverse and that affects perception, it is important to allow people to interact with those from foreign lands. This theoretically will increase understanding for people are able to represent their ideals in a direct manner leaving no room for speculation. Although there are many things that attract me to the service, there are also missing functionality that I wish to be implemented in the near future. There is little profile customization. When a user goes on a person's profile, they are solely presented a profile profile and a header photo. Before member were allowed to adorn their page with user controlled wallpaper completely distinguishing it from their followers. Also when people make mistakes or desire addendums they are not allow to correct themselves without losing the engagement from the tweet. To correct a tweet, one must essentially delete and re-submit a revised copy. Lastly, I take issue with there being no form of group facilitation. Oftentimes people would desire to receive updates regarding a particular topic. Currently there is no established way of doing so.

## **Medium.com**

Built with CMS? Yes - Status Page IO, Tiplalti, Medium, Greenhouse

Likes

Subscription to authors

Clapping system

Dismiss article

Dislikes

Only shows portion of premium content

No video supplement

Difficult to find new authors

Ideal User - Author, Professional, Hobbyist

Medium is a website that allows people to create blogs about whatever interests them. What separates them from other blogging services is the nature of the user functionality and presentation of information. Articles are organized by category for easy discoverability and unlike Cnet, Medium offers a tagging system where articles can belong to multiple distinctions.

As a means to show appreciation for the content offered by an author, users are able to send multiple claps which essentially quantifies their affinity. Users are also able to subscribe to authors. I do not appreciate that there aren't any video supplement options for contributors to pair with their written content. For premium accounts, free users are offered a portion of the article then they are presented with an option to acquire an account. I believe, they should prevent free users from viewing premium content completely. From my experience with talking with contributors, they find it difficult to be discovered by a new audience because Medium's algorithm tends to push established authors. This hinders readers, for they are not able to encounter new voices.