Strikingly.com (template used) Specific site for analysis: http://www.garysheng.com/

Why is this one of your favorite sites?

Design is simple & sleek.

What area of the site is your eye drawn to when looking at the homepage?

The center, where the owner introduces himself.

* Stand back further, what area is your eye drawn to now?
  + My eye is drawn to the navigation at the top of the screen. The words are all uppercase in a very readable font.
* Is that area the most important area of the site?
  + I think the introduction at the center is probably the most important area of the site. It is strategically placed against a sunset background image of the owner using a sleek font. Without knowing anything else about the owner of the site, you gather that the person probably has a good eye for quality design and is cognizant about user design.

How would you describe the website visually? List 5 adjectives. (i.e. "pretty", "elegant", "simple", "dark", "cluttered", "basic" etc.)

Elegant; simple; well-planned; purposeful; creative

What problem does this website solve? What content does it have?

Strikingly.com is intended to be a simple way to create a descriptive website in minutes. It mainly serves as an alternative or compliment to LinkedIn. Users are able to provide content in ways that they are unable to on LinkedIn.

On <http://www.garysheng.com/>, Gary is providing users with two levels of detail about himself:

* Gives info about himself through text. His education and work history
* Because he customized the template using his web development skills, this website also *demonstrates* his knowledge and capabilities.

What 5 adjectives would you use to describe the content, focus, and purpose of the site? (i.e. "practical", "fun", "whimsical", "silly", "serious" etc) How does that compare to the adjectives you used to describe the site visually?

How easy is it to find what you are looking for from the homepage? How about from another page?

Since the navigation stays at the top of the page, it is extremely easy for users to navigate to pertinent sections of the page. (The entire website is one page).

How easy is it to browse through all the content of the site?

See above.

How do you feel after being on the site for a while? (i.e. "bored", "happy", "anxious or hyper", "like I wasted a lot of time" etc)

Inspired

Does the site sell anything? If so, have you purchased any of it? Why or why not?

Doesn’t sell anything. Technically, though, this site works as an alternative to the traditional resume format; so in a way, Gary is selling himself as a potential employee. Based on his presentation, I would definitely look to hire him.

Strikingly.com (template used) Specific site for analysis: http://ycombinator.com/

Why is this one of your favorite sites?

Summary: Design is highly functional & less interactive.

What area of the site is your eye drawn to when looking at the homepage?

The heading “Y Combinator”, which uses font color, large sizing to draw attention.

* Stand back further, what area is your eye drawn to now?
  + The moving pictures.

How would you describe the website visually? List 5 adjectives. (i.e. "pretty", "elegant", "simple", "dark", "cluttered", "basic" etc.)

simple & purposeful;

What problem does this website solve? What content does it have?

What 5 adjectives would you use to describe the content, focus, and purpose of the site? (i.e. "practical", "fun", "whimsical", "silly", "serious" etc) How does that compare to the adjectives you used to describe the site visually?

The site is extremely practical and focuses on what it finds to be the most critical information for the first-time guest. In fact, the navigation is found at the bottom of the page, which differs from most websites, which seek to support the user by posting such links in plain view. Additionally, not only is the navigation located at the bottom, but it is written in such small typeface that it may potentially weed out certain user groups . There are however some positive user experience features that factor into the site’s presentation. For instance, all of the content is centered in the middle of the page in a stack-like manner; this is a nice feature, since there is no hassle involved with scrolling the page left and right. Essentially the page is one dimensional. Also, the page uses neutral colors to purposefully control the user’s eye.

All in all, the main point of this websites is to provide un-cluttered information about the Y Combinator program. To do so, it seems that the developers were most concerned with providing a functional website with useful content. It is perhaps likely that this is meant to convey something about the personality of the program itself; that the founders & investors alike value product functionality over design.

[Speakerfeed](http://www.speakerfeed.com/)

Why is this one of your favorite sites?

Design is simple & sleek.

What area of the site is your eye drawn to when looking at the homepage?

The center, where the owner introduces himself.

* Stand back further, what area is your eye drawn to now?
  + My eye is drawn to the navigation at the top of the screen. The words are all uppercase in a very readable font.
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How would you describe the website visually? List 5 adjectives. (i.e. "pretty", "elegant", "simple", "dark", "cluttered", "basic" etc.)

I would first describe this website as purposeful & creative.

What problem does this website solve? What content does it have?

The goal of this website is to get churches to sign up for its services. The design resembles this goal in the following ways:

This site interactively draws users to learn more about their service by presenting a blinking ‘play’ sign (seen on the live version of the site). They also strategically hold the user sign up buttons at the top of the page, such that users can sign in/up at any point on the site. Like the Gary Sheng’s site, the information is provided two-fold; visually & textually.

Visually they provide examples of the user interface, to give assurance that their service is easy to use. They also make the page easy for the user to read, by sticking with the same color scheme throughout.

Textually they use white colored font against dark backgrounds making it easy for users to read the company’s market strengths. They also use unordered lists to help with this.

Overall this page is easy to navigate and gives the user something to think about.

Reflections: Git & github?

* What struggles did you have setting up git and GitHub? What did you learn in the process?
* Write an explanation of and compare git and GitHub to a non-technical audience.
* Describe what version control is and how GitHub helps with it.
* Why do developers use version control (git)? Does that make sense to you? Why or why not?
* What doesn't make sense? What does?

Developers use version control in order to keep track of the changes that multiple developers make.

In simple terms, git allows multiple developers to work on the same file while keeping track of changes. They use this version control system because it keeps all the versions in one spot, & because it allows everyone to review each others work and send an updated version. Github is the website service that allows developers to hold their git folders in one place.

Personally, git & github seem a little bit scary , mostly because I don’t have extensive experience with it. I also don’t know many people who use it; however, once I learned that it is essentially like Microsoft Word’s tracked changes, I began to view it in more simple terms.

As for other struggles, I had previously attended a workshop on git & github so I wasn’t quite sure what installation steps to skip or follow. I made some educated guesses and everything worked out.