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.

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

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.