Card report

I observed Facebook both from mobile app, mobile web browser and laptop browser.

			Facebook.			
Home	**Groups**	**Watch**	**Marketplace**	**Notifications**	**Menu**	

Home	Groups	Watch	Marketplace	Notifications	Menu
Write a status	Groups	Menu	Menu	People you might know	Profile/ Page
Room	Feed from groups	Video feed	Market feed	Notifications	Misc items, from previous sections and more.
Stories					
News feed					
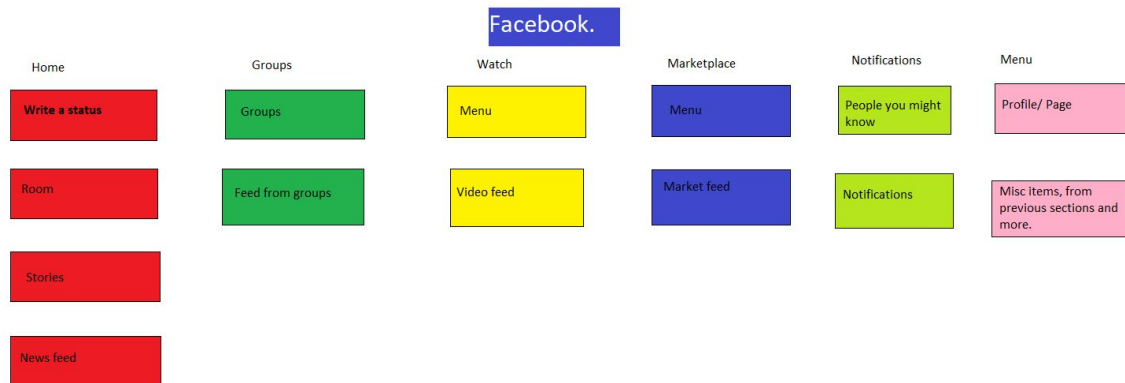
I found out that the new web style which Facebook forces on laptop browsers is exactly identical to mobile with a small addition of side bars. But overall the change is frowned upon by me as I expect facebook to look differently, but for the majority of people it will be a better thing as users will be used to the same style both as on browser as on mobile app.

Furthermore I found that on mobile browsers you get to do extra few things which one can't on an app or web browsers: Download video option. That one can be highly usable for many people.

I learned that majority of people would like to go for options instantly or go down to feed and "brainlessly" scroll through stuff.

Website creation

For my website I would try not to go far from app like version and try to maintain same menu structure both for mobile and stationary pc versions. Main pick of variety would be on top side and take as little place as possible. Opening up theme after theme more and more, i.e. for more complicated search engines use "advanced search" something of that nature I would use on my website.

For persuasive techniques I would assume to use "you will miss out on X" and possibly things alike gifts, gift cards and so on. I really don't find "do not send me emails" is a wise way to go about it. In a long run, you will more annoy people than have loyal customers/users. When it

comes to rewards and credits it should be all considered in a good way and not harmful one, where people give tokens or give gift cards that leave out a certain amount of money which the user can't use on a product.