

ASSIGNMENT 01

Analyze and Understand Components of Websites

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1. Fiverr

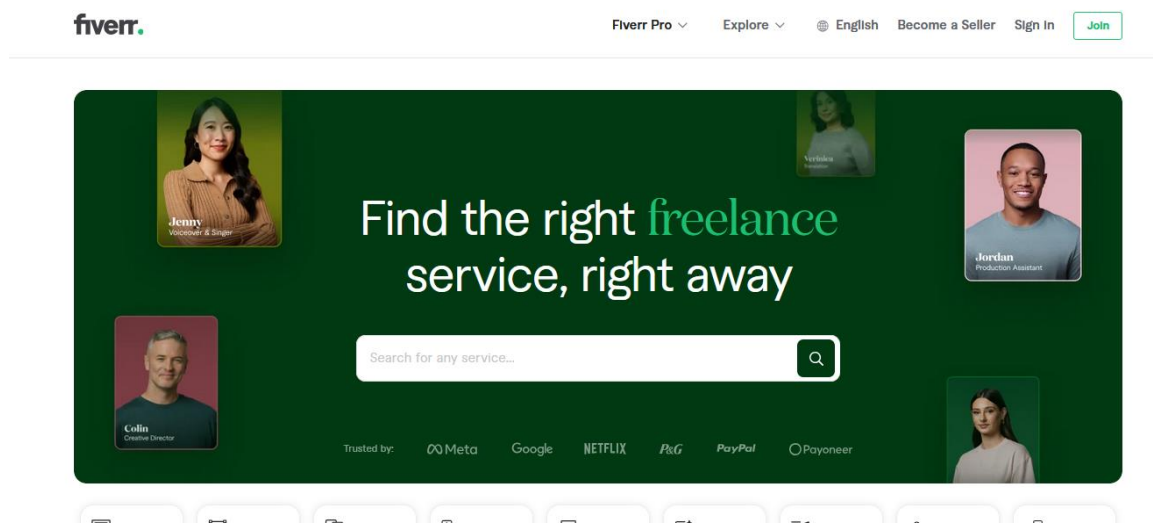


Figure 1: Fiverr

Website Purpose: Fiverr is an online marketplace for freelancers, offering services like graphic design, writing, and programming. It's mainly for businesses or individuals looking to hire professionals for various projects.

Hero Section: The hero section typically features a search bar, promoting freelancers' services. There are usually images or icons related to freelance work, with buttons that allow users to search for services.

Effectiveness: The hero section is effective as it directly invites users to search for freelancers, clearly communicating its purpose to connect service providers with clients.

2. BookMyShow

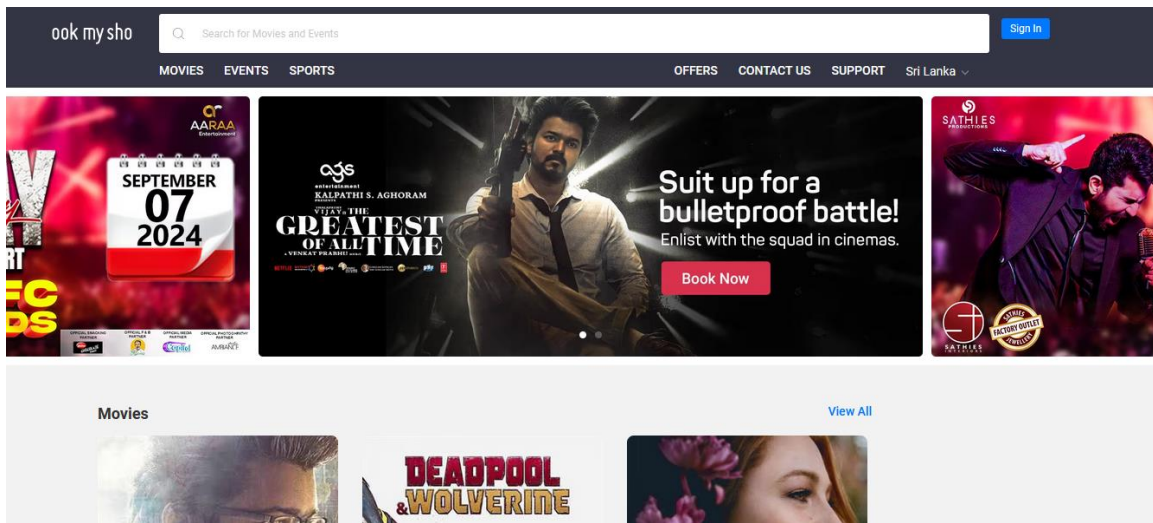


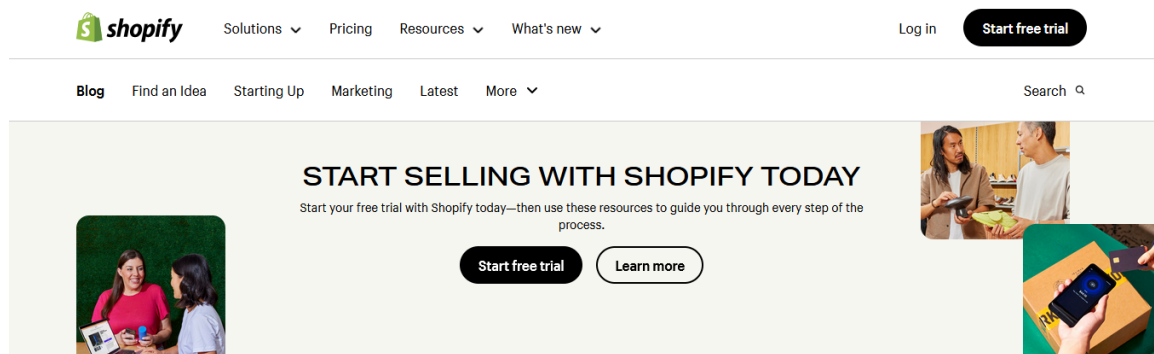
Figure 2: BookMyShow

Website Purpose: BookMyShow is an online platform for booking movie tickets, events, and live shows. It's mainly for people looking to buy tickets for entertainment.

Hero Section: The hero section typically features movie posters, upcoming events, and shows, along with a search bar and options to book tickets immediately.

Effectiveness: The hero section is effective as it clearly highlights current and upcoming events, making it easy for users to book tickets quickly.

3. Shopify



Examples and Tips for Beautiful Ecommerce Website Design

Figure 3: Shopify

Website Purpose: Shopify is an e-commerce platform that helps businesses set up and manage online stores. It's for entrepreneurs and businesses wanting to sell products online.

Hero Section: The hero section usually features a call to action (CTA) button for users to start their free trial. There's often a clean image of a laptop or a product being sold, representing the e-commerce aspect of the platform.

Effectiveness: The hero section is effective, directly addressing the audience by inviting them to start their online store journey with clear CTAs and visuals of success stories.

4. Wikipedia



Figure 4: Wikipedia

Website Purpose: Wikipedia is an online encyclopedia, offering free information on almost any topic. It's for people searching for knowledge and information on a wide variety of subjects.

Hero Section: The hero section usually consists of a search bar, inviting users to explore articles. There are no major images or buttons, as the focus is on providing quick access to information.

Effectiveness: The hero section is simple and effective, emphasizing the search functionality for users who come to find specific information.

5. Blogger

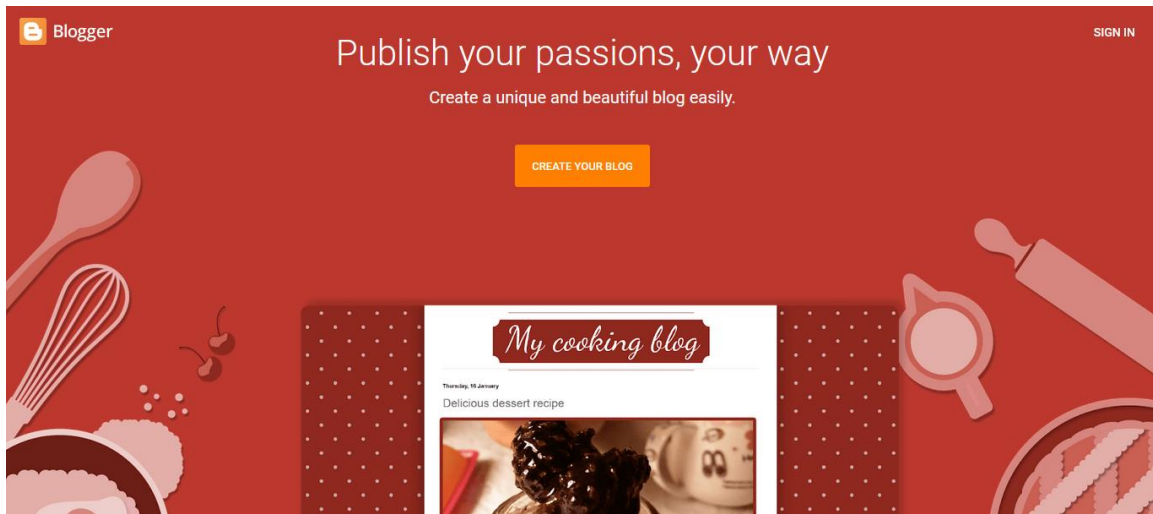


Figure 5: Blogger

Website Purpose: Blogger is a blogging platform that allows users to create and publish personal or professional blogs. It's for writers and content creators who want to share their thoughts, ideas, or projects online.

Hero Section: The hero section features a CTA inviting users to start a blog for free. There's typically a background image related to blogging or writing, with buttons to sign in or create a new blog.

Effectiveness: The hero section is effective, focusing on getting users to start their blogging journey with easy-to-find buttons and a motivating message.