

Step 1: Reflection

Create a document answering the following:

- Which existing websites out there most inspired your web site design thus far? **Angel List, PayPal, Greentech Media**
- Which parts of the design are you most proud of? **The responsive resizing of the background & foreground images & the shadow/clickable columns**
- What struggles did you encounter in your design process? **Figuring out which “sexy” design elements to implement on the site vs what I was actually capable of building.**
- Which struggles did you encounter during page development? **Most challenging was getting the nav bar to stack correctly & getting the footer to line up.**
- What did you learn from making your project responsive? **Its not as easy as it looks!**

Step 2: Reviews

Review a website from group 1 and a website from group 2 of the following list, commenting on each website's layout, typography, navigation, and overall flow.

Group 1

<http://squarespace.com/home/overview/>

layout: Nav bar is easy to read & accessible. Hamburger menu & company icon are well placed. Overall layout becomes confusing when you scroll down the page though.

Typography: Font and headings are well designed and easy to read. The font is still readable as you resize to mobile screen.

navigation: Nav bar is easy to read & accessible. Hamburger menu & company icon are well placed.

overall flow: flow is good with well placed images that dynamically pop up as you scroll down the page, but overall the site is too “busy” with too much content to have to scroll through.

Group 2

<http://www.spectrumpowderworks.com/>

layout: Nav bar is not easy to read due to dark colors. No hamburger menu & no company icon. Overall layout is simple but poor choice of colors & images.

Typography: Font and headings are a good type but are too dark to easily read. The sans serif font above the images as you scroll over them seems too simplistic.

navigation: The banner at the top of screen confuses the focus of the page, and the nav bar is placed at the bottom of the screen making it difficult to quickly navigate the site.

overall flow: Site isn't designed to be responsive and isn't optimized for smaller screens, so it doesn't dynamically resize. This would cause a lot of missed opportunities for traffic/business.