Congratulations, you have reached the next round of Lifeblue's interview process. You will find a set of questions/assignments below that once completed, will help us better assess your skills and qualifications.   There is not any one correct answer, therefore feel free to use your own judgment and do your best to show us what you know.   Please do not hesitate to contact us if you have any questions or need further clarification on any of the tasks assigned.

General Assessment

Please create a formal presentation to be given in person at your next interview that addresses each of the following questions:

- Heifer International is concerned that their checkout process is have issues with converting customers. Go to https://www.heifer.org/gift-catalog/index.html and add a product, animal, etc. Then review the steps of the checkout process (Donor Information, Billing Address, and Payment Information). What recommendations would you make to the client to help increase their conversation rate through their checkout process?

- Provide an example of a high traffic consumer brand website that you think provides a stellar user experience. Please provide your thoughts/analysis of how and why they have achieved exceptional user experience.

- Provide an example of a high traffic consumer brand website that you think provides excellent usability. Please provide your thoughts/analysis on why you believe it demonstrates excellent usability (Note: this does not have to be an entire site it can just be one feature, form, or interactive element on a site).

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The Great Blog Test
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You're tasked with creating a modern blog layout for a fictitious **Client**. The layout, hierarchy, and user experience of this blog landing page are entirely up to you. So are visuals and functionality, which can be as minimal or fully fleshed out as you see fit, as long as everything meets the content requirements listed in the section below.

If you feel they might assist you in this project, the following are fair game, but not required:

- Dummy content or image generators
- CSS frameworks and preprocessors
- JavaScript frameworks and plugins

Please deliver your assessment before your in-person interview. If this can't be done, contact us to let us know. You can deliver your assessment as a `.zip` file or host it on your own website, as long as we can look at the source code.

Good luck, The Client is counting on you!

Content Requirements
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Global Header

The page's header should contain The Client's logo, a "main navigation" of about five (dummy) links, and a secondary "eyebrow navigation" of two or three links.

Articles

The main content of this blog landing page is a listing of at least five article summaries. Each article needs:

- A title
- Date it was published
- A short summary of the story

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- A link to the full story
- A preview image for the story

Archive

The archive is a blog-style list of links to view past articles by year.

Popular Content

There are three types of popular content The Client would like to promote, each featuring 10 article links:

- Most Viewed
- Most Commented
- Most Shared

(The Client suggested a tabbed widget for these three lists, but the final solution is up to you.)

Newsletter

The Client is asking for a simple call to action to sign up for the blog's newsletter. A form that captures the reader's email address should suffice.

Global Footer

The page's footer will only contain a copyright statement with the year and The Client's name.

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