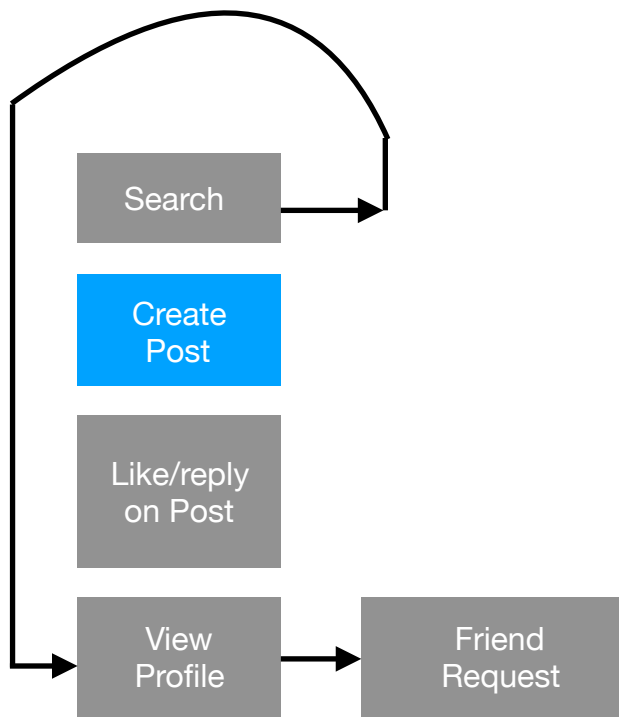# Facebook Teardown

1. Who is the main user of Facebook?

    Anyone looking to connect with other people.

2. What are the top 3 critical goals for that user?

    Post photos and text, view photos and text, and find other people to "friend."

3. What is the site's approximate information architecture? (in general -- don't get caught up in the details too much)

```
Search  ──────────────┐
                      ↓
Create
Post

Like/reply
on Post

View      ──→  Friend
Profile        Request
```

4. For your top user goal, what is likely to make the user's experience particularly satisfying?

To make the user's experience of posting posts, Facebook does a good job of place that box with regard to eye flow.

5. To accomplish this goal, how does the user flow through the site's architecture? (ie. which pages are visited and what are clicked?)

Easily from the start page, the user can easily post at the top, after that their "friends" posts are in the center and large enough to direct your attention to view photos and text from them.

6. What style(s) of navigation is/are used? Do they answer the key questions (Where am I and how did I get here? Where should I go next and how do I get there?)?

The style of navigation is mostly links with some buttons and a navbar up top to take you back to "home" or your profile, as well as a side navbar for different things. The side navbar does help tell you where you are, however along with the top navbar, it looks confusing. There's no help on how you got there, and for where to go next, most of the site is link and clickable to something.

7. What does Facebook do well to allow the user to accomplish the top goal effectively, efficiently and with good satisfaction?
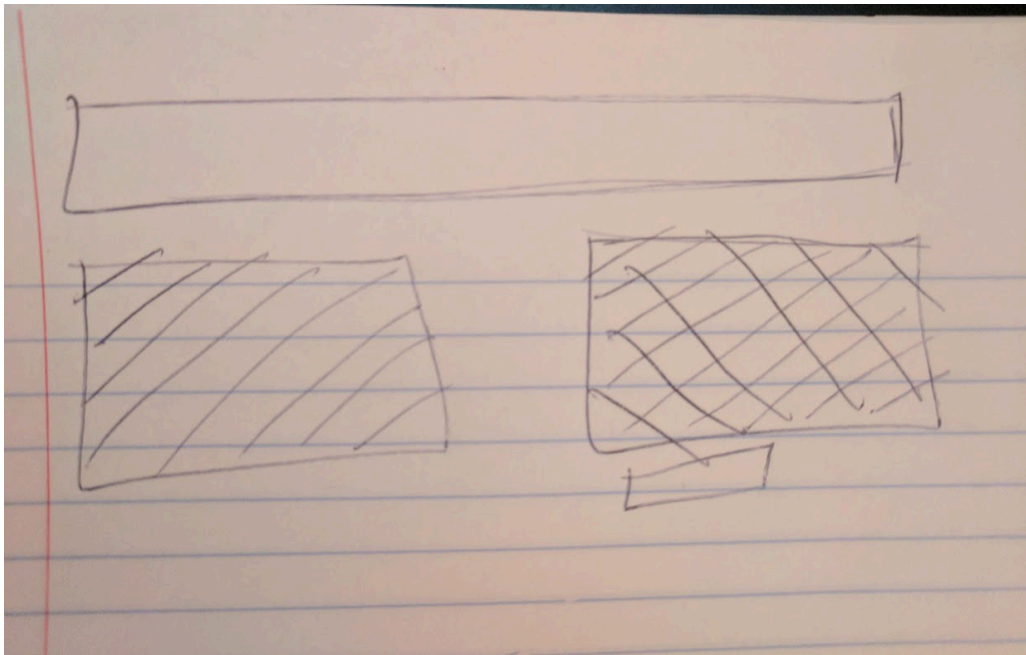
To post posts, it does that very well, being at the top a quick pop up to do that, makes that part a

breeze. The sorting algorithm for viewing posts can be confusing for accomplishing the second major goal of the site.

8.   What does Facebook do poorly when allowing the user to accomplish the top goal effectively, efficiently and with good satisfaction?

Facebook's poor UI when posting feels cluttered with too many options to quickly complete the one task.

Home page (when logged out)

1.   Who is the most likely user of this page?

Someone looking to sign up for Facebook.

2.   What is that user's critical goal on that page?

To sign up for Facebook.

3.   Does the visual hierarchy you sketched lead to that goal?

Yes, the most dense area is the Sign Up section.

4.   Do the relationships between the elements lead you to that goal (remember your CRAP principles)?

Yes, the contrast of the "Create Account" button draw the focus as well as the size of the information in that section of the page. Also the alignment of the two main sections, along with white space, makes a visually pleasing page.

5.   What font families are most prominent on the page? (use the WhatFont add-on or your browser's developer tools to inspect this).

Freight Sans and System-ui

6.   How do these font families contribute to or take away from the site's flow?

The Freight Sans defiantly draws your eye toward the headings giving you the quick information needed to know where to go next.
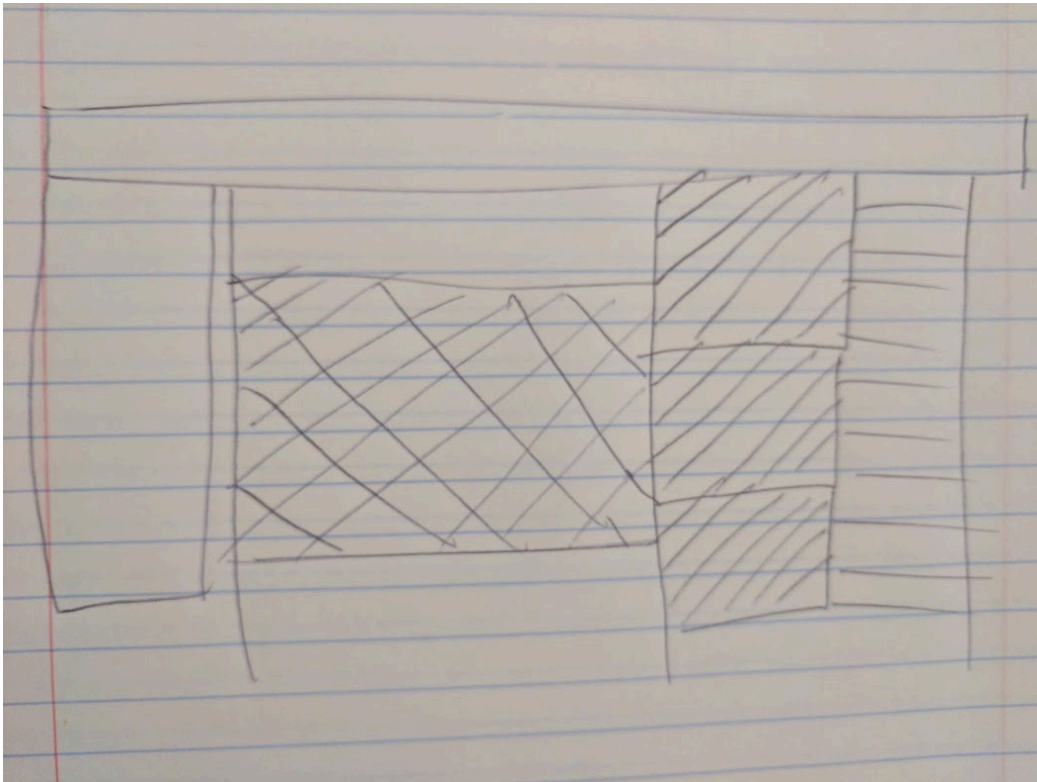
7.   How do the line spacings, sizes and weights contribute to or take away from the site's flow?

The line spacing, although not much, is ok on this page. The sizes and weights however defiantly make it apparent that your to use the one section of this page.

8. What would you improve to achieve a better hierarchy or flow?

Overall, for this page, the flow is good. Possibly making the celebrity, band or business button bigger, but otherwise it's good.

News Feed page (after logging in)

1.   Who is the most likely user of this page?

   Someone looking to viewing post from "friends."

2.   What is that user's critical goal on that page?

   To view posts from "friends."

3.   Does the visual hierarchy you sketched lead to that goal?

   Yes, the most dense information area is that of your news feed (which includes friends' posts).

4.   Do the relationships between the elements lead you to that goal (remember your CRAP principles)?

   No, the repetition of the posts and ads blend too much together when they are close together and aligned similarly.

5.   What font families are most prominent on the page? (use the WhatFont add-on or your browser's developer tools to inspect this).

   System-ui and "San Francisco"

6.   How do these font families contribute to or take away from the site's flow?

   The use of "San Francisco" font defiantly draws the attention to where Facebook wants the user to go. Focusing on headlines to posts rather then the

descriptions or comments certainly help the user to view posts that are relevant to them.
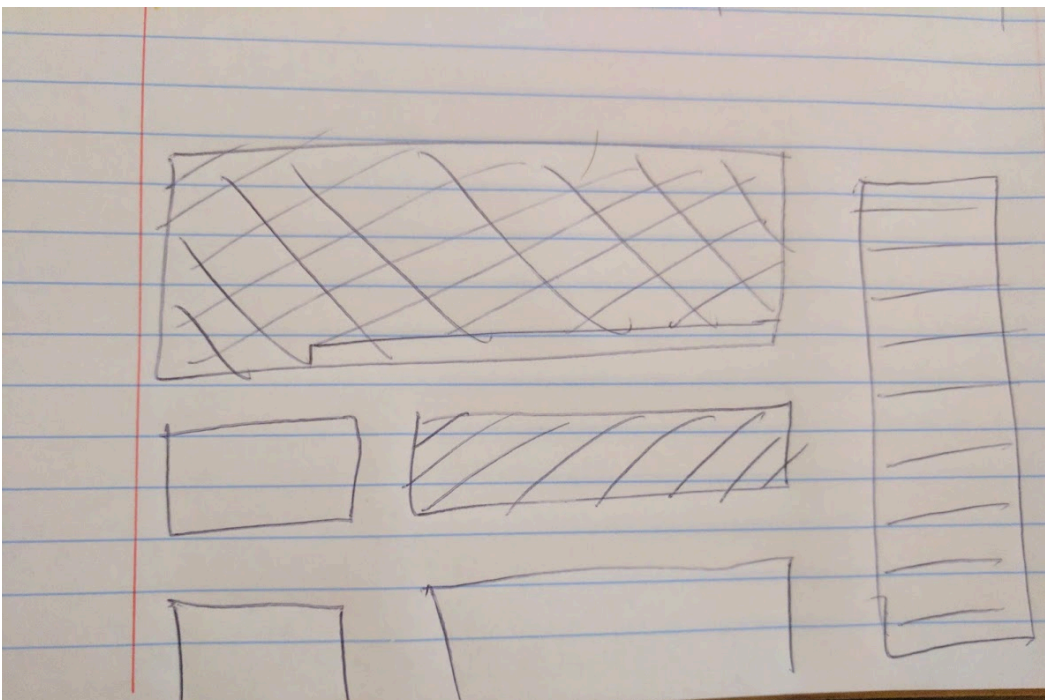
7. How do the line spacings, sizes and weights contribute to or take away from the site's flow?

Small line spacing and size in comments certainly make it harder to read, focusing on weighted headlines and the better spaced posts themselves, certainly makes the focus on the posts, not the comments. Which is the primary goal of this page.

8. What would you improve to achieve a better hierarchy or flow?

To improve the hierarchy, I would focus more on a 3 column system. The main focus of the posts and the secondary focus on ads, make the far right and nav left feel unnecessary on this page.

Profile page

1. Who is the most likely user of this page?

   Someone looking to follow or message a particular user.

2. What is that user's critical goal on that page?

   To learn more about a person or message or connect with that person.

3. Does the visual hierarchy you sketched lead to that goal?

   It does, the main focus is the profile banner which includes messaging link and follow link. As well as the second focus of posting to that persons page.

4. Do the relationships between the elements lead you to that goal (remember your CRAP principles)?

   The contrast of the size of the top banner/ navigation to the rest of the page does help to lead your focus to there. The repetition of the box elements underneath do help to make them a secondary focus. Also the top box element being close to the top banner, shows the interactions of posting and communicating are at the top together. It's good.

5. What font families are most prominent on the page? (use the WhatFont add-on or your browser's developer tools to inspect this).

Primarily are "San Francisco" and system-ui

6. How do these font families contribute to or take away from the site's flow?

> The "San Francisco" font family being used to distinguish where to get more information about a person and where to post, do help show the "important" parts of the page.
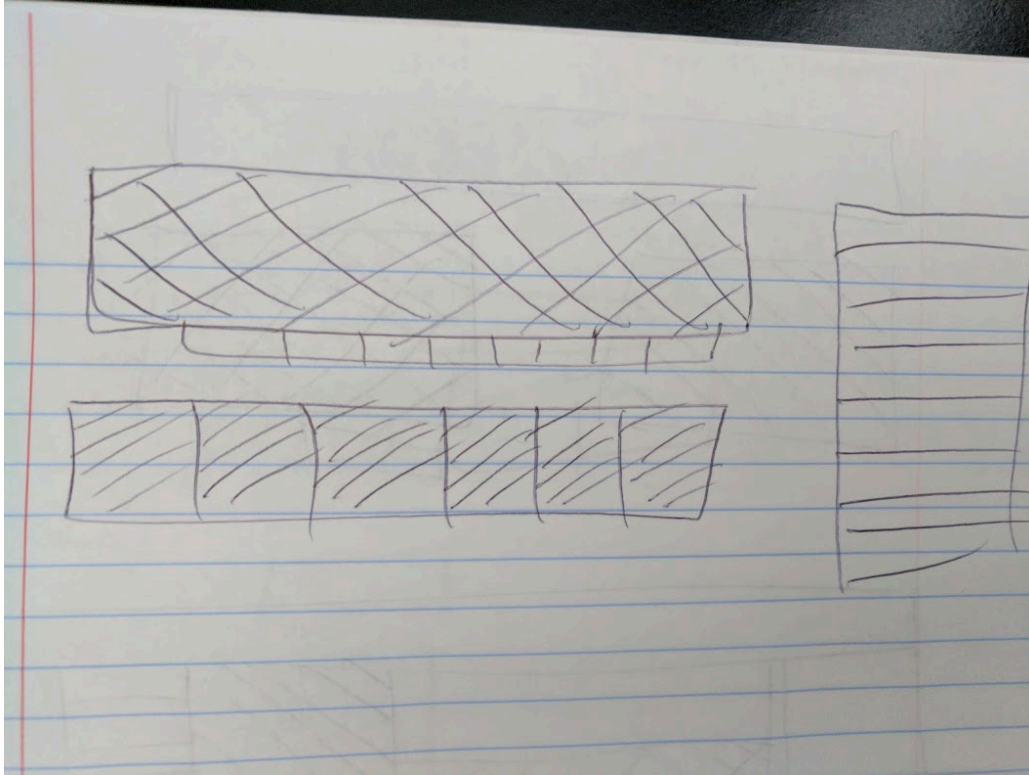
7. How do the line spacings, sizes and weights contribute to or take away from the site's flow?

> The line spacing and sizes and weights are at their largest in the profile navbar and the form filler for posts, defiantly helps flow towards those areas.

8. What would you improve to achieve a better hierarchy or flow?

> I would make the secondary focal point, the post box, cover the bottom of the page when first opened under the navbar. The other elements around it don't seem necessary to the critical goal, and could be moved down the page. Also larger buttons to follow, message and post.

About page

1.   Who is the most likely user of this page?

      A logged in user looking to view their own profile.

2.   What is that user's critical goal on that page?

      To view their own content.

3.   Does the visual hierarchy you sketched lead to that goal?

      No, the largest section is the navigation and nothing to view about content.

4.   Do the relationships between the elements lead you to that goal (remember your CRAP principles)?

      No, since the main area is navigating the space, and second is adding more "friends," there's nothing in the first view main section to show user content.

5. What font families are most prominent on the page? (use the WhatFont add-on or your browser's developer tools to inspect this).

    Primarily are "San Francisco" and system-ui

6. How do these font families contribute to or take away from the site's flow?

    The font families show where to click next, and help with flow to other sections, but not with the flow of viewing the page.
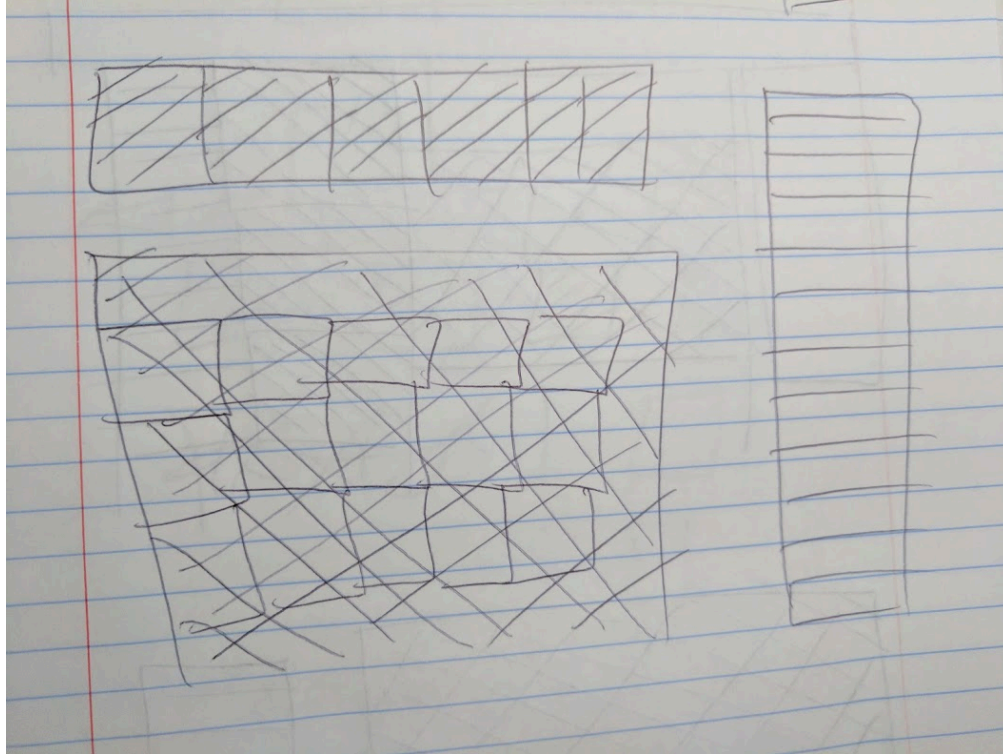
7. How do the line spacings, sizes and weights contribute to or take away from the site's flow?

    The line spacings, sizes and weights emphasize the nabber, followed by editing your profile. Besides the sizes of the box elements, the font doesn't seem to support the user's critical goal.

8. What would you improve to achieve a better hierarchy or flow?

    I would make the navbar/hero image smaller, giving more real-estate to the user's profile information. Also cutting back from three column to two columns to better showcase feeds.

Photos page

1. Who is the most likely user of this page?

   Someone looking to view photos of themselves.

2. What is that user's critical goal on that page?

   To view and interact with their photos.

3. Does the visual hierarchy you sketched lead to that goal?

   Yes, the most dense area is the photos element box.

4. Do the relationships between the elements lead you to that goal (remember your CRAP principles)?

   The contrast in size defiantly leads to the photo box section. Also the proximity to the navigation of

that section helps in maneuvering through that element.

5.   What font families are most prominent on the page? (use the WhatFont add-on or your browser's developer tools to inspect this).

Primarily are "San Francisco" and system-ui

6.   How do these font families contribute to or take away from the site's flow?

The use of "San Francisco" font shows the section and navigation area of the photo element. The font gives the flow to that area directly.

7.   How do the line spacings, sizes and weights contribute to or take away from the site's flow?

The line spacing and weight and size of the header and navigation of the photos section help the flow towards the goal.

8.   What would you improve to achieve a better hierarchy or flow?

I think the flow on this page is good. Maybe moving the "People you may know" section away from top would help, but it's small enough to not get in the way.