

**Student:** Jorge Alvarez Grana (#249179033)

**Class:** WDD330

**Term:** Spring 2021

**Subject:** Case Study "W01 Readings"

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Concerning the two reading materials of this week, this are my notes:

### **Master Mobile UX:**

It was a rather interesting video series because they were more on thinking and concepts than in coding. Generally, I am very eager to jump into the code, surely because I am learning and somewhat insecure still. However, in the end all we do is trying either to solve problems for the people or facilitate their lives. That's why I've found very interesting those videos because it was all about putting ourselves in the shoes of the consumer whom, most of the time, won't be a tech expert.

I really liked the part where he explained on having the "hamburger" as "menu" and how percentages of people reacted to the different versions. Also how it was more intuitive to have the key buttons at the bottom where the user will have it easier to navigate through them (compared as if on the top of the screen).

But the most striking part was when explaining on how to make ads. In the end, although we have most of Apps and services for free, they are not and advertising is a huge part of the revenue for those companies. I've found very annoying having big pop-ups when going mobile and some even had no "x" to close, so I had to leave the webpage. Seeing the example of the Cruise open on different sections of the page while not interfering with the text was something quite new to me.

### **Readings from book "Doing the Stuff with Web Things":**

Concerning the book it was surprising because I usually find tech books quite hard. I think it is because I am a newcomer into the Industry and most of books either take things for granted or are for people already on the field that have it easy when changing between languages.

I have to say that the reading was plain and simple and I enjoyed how the author made in plain English the ideas behind the code. For example: "When you want to get the user's input from any input or text area tag, you use the special word 'value.' When you want to show something to a user, you use [...] the special word 'innerHTML.'" (p. 44)

I uploaded the code on W01 here: <https://github.com/jalvgrana/WDD330>