Fundamentals of Web Development

CH 2: Focus on Web Design

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**What is the URL of the website?**

* <https://ifttt.com/>(IFThisThenThat)

**Is the page appealing or unappealing? List three reasons for your answer.**

I find this website *very* appealing.

First of all, the subject to me is interesting and this may result in a sort of bias. As a tech enthusiast with a bit of a “hacker” mindset, the idea of applets running on your device to connect two separate programs or accounts together gives me a sort of giddy excitement which is then followed by a silent stare into space as I begin to think of all the possible connections. I could go on - but I digress.

Secondly, I absolutely love the way the website is layed out. Each page is configured in a sort of grid and I’ve noticed that the side margins are either clean and empty or nonexistent. The design is very focused on this simplicity and straightforwardness, but it does so without taking any functionality away.

Lastly, I would like to bring attention to the actual graphic design of the site. The font, the large and obvious buttons, the colors, the rounded edges of all the shapes are all things that I’ve noticed. The graphics and the user experience are also very pleasing.

Overall, this is just a very pleasing site to browse and to explore. There’s really a lot to it once you get past the home screen and, like I said before, these types of tools and functions open a world of possibilities.

**Would you encourage others to visit this site? Why or why not?**

I would definitely encourage others to visit this site. Anyone can find something useful, or even life-changing. You can streamline multiple social media posts, you can set reminders, you can get alerts from multiple sources, you can add widgets to your phone that perform certain tasks for you, you can connect to smart-home devices. Wouldn’t it be great if you came home and all your lights automatically turned on? And then turned off when you left? Would you like to log all your phone calls automatically to a google spreadsheet? Want your homescreen to be NASA’s image of the day (I have this activated)? This can all happen, and so much more. I would recommend this site to anyone, and the best part is that you don’t have to be a nerd to figure it out.